

Corporate identity

SIEVERT®

Content.

Why? The importance of uniformity. Worldwide.

How? Here you'll find some simple rules to follow.

Examples. See for yourself. Examples of packaging, Point of Sales, Powerpoint presentation, Exhibitions, Stationary etc.

Why?



Everything is related.

This corporate identity manual explains some of the simple rules on how to apply the Sievert brand under different circumstances. Wherever you are.

Sievert stands for quality, and our success largely depends on the recognition of our brand among clients and partners. Consequently, it is vital that we communicate with a unified and consistent visual identity. Simple rules for the use of our logotype, colour coding, typeface, packaging, exhibits, presentations etc, will help us achieve this.

Good luck.

Why?

Buying process



How do we face our customers?

Who do we talk to, and when? Who is where in the buying process and why is it important for all units to carry the same corporate code? Example: The car smitten roofer who attends a car race, visits a retailer, goes to a trade fair, sees an advertisement or holds a package must - regardless of where he is in the buying process - always receive the same image and impression of Sievert as a world leading quality brand.

How?

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Minimum space
around the logo.



SIEVERT®

Swedish design and quality since 1882.

Our logotype.

The simplest tool to use to achieve a uniform appearance is our logotype. We have strived to find a simple design with rules that are easy to follow. From the colour of the logo to the colour of the background and the space around it.

Our tag line - Swedish design and quality since 1882 - is used primarily on printed material. The logotype can be downloaded from our image bank, in the format and colour you need.

How?

pms: Black
cmyk: 000X

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pms: 877
cmyk: 0003

SIEVERT®

pms: 877
cmyk: 0003

pms: Black
cmyk: 000X

pms: 137
cmyk: 0490



pms: Black
cmyk: 000X

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Swedish design and quality since 1882.

Our basic colours.

We use three basic colours: Black, silver/grey and orange. In all printed and digital material the logotype is to be used in black or silver/grey. Our new complementary colour is an orange colour symbolizing heat. It has been added in order to heat the logotype when needed. For example, in conjunction with exhibitions, sponsoring, give-aways etc.

How?

Akzidenz Grotesk

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz
yzåäö.,1234567890
!#%&/ () ? @

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
PQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz
uvwxyzåäö.,1234567
890 !#%&/ () ? @

ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz
uvwxyzåäö.,1234567
890 !#%&/ () ? @

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
MN PQRSTUVWXYZ
YZÅÄÖ
abcdefghijklmnopqrstuvwxyz
qrstuvwxyzåäö.,12
34567890 !#%&/
() ? @**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
PQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyz
tuvwxyzåäö.,1234567
890 !#%&/ () ? @**

Our typeface.

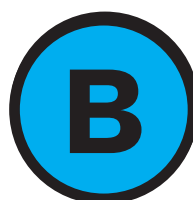
Akzidenz Grotesk and Arial are the fonts used. Akzidenz Grotesk is used in all graphic and printed production, for instance for packaging, catalogues, brochures, advertisements, posters etc. For headlines as well as for text.

For internal productions, when communicating digitally using Powerpoint or other Office-based programs, we always use Arial.

How?



The system code.



pms: Process Blue
cmyk: X000



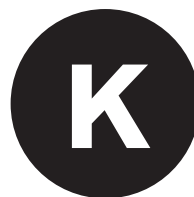
pms: Green
cmyk: X0X0



pms: 185
cmyk: 0XX0



pms: Yellow
cmyk: 00X0



pms: Black
cmyk: 000X



White = No color

The system code.

The system code has been created to help our retailers and customers in matching the correct product parts. The code is clearly visible on our packaging, and only products carrying the same colour code match.

The colours are based on three criteria; clean, easy to differentiate and print. We have also added an alphabetical character to further simplify matching. The old colour system is hereby made obsolete.

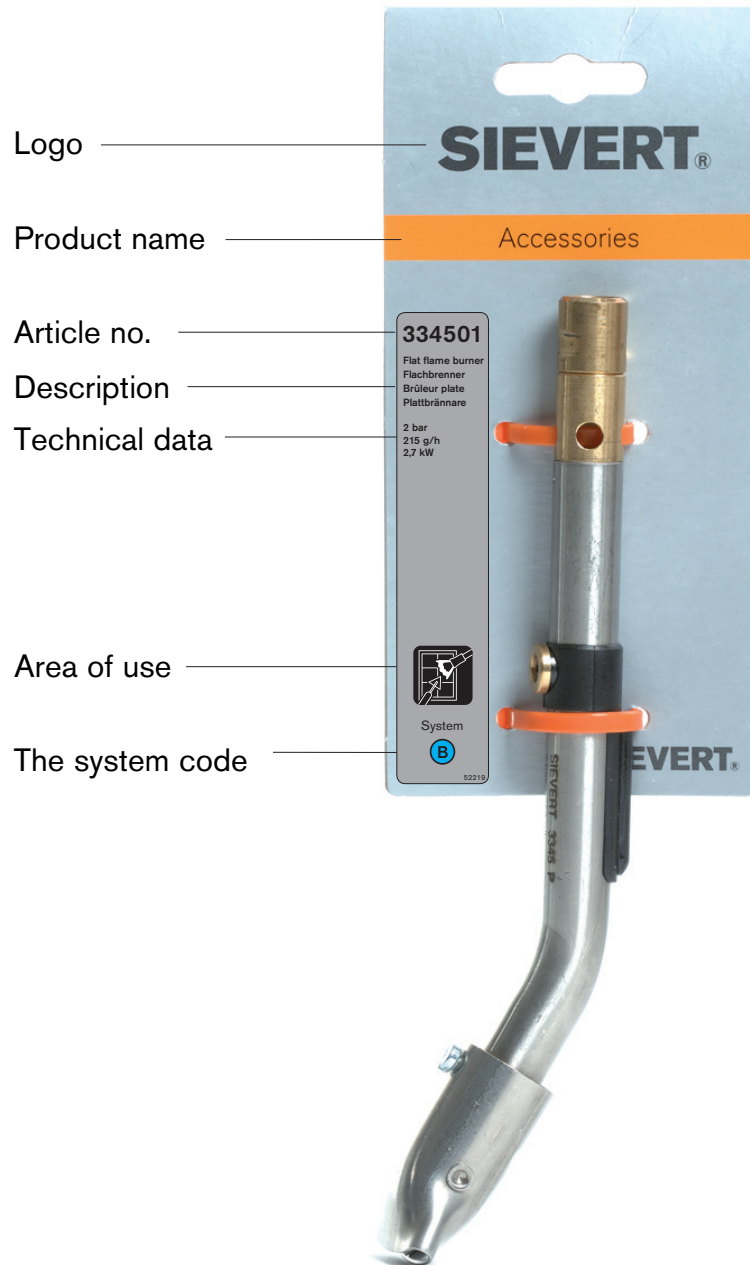
Examples.



Our packaging.

Our new packaging is based on the triangular buying process discussed in the section How? First of all, we want to make sure the brand name SIEVERT is clearly visible, then the product name, the article number and the actual use of the product. The packaging is made language neutral, making localizing possible with the use of a separate hanger.

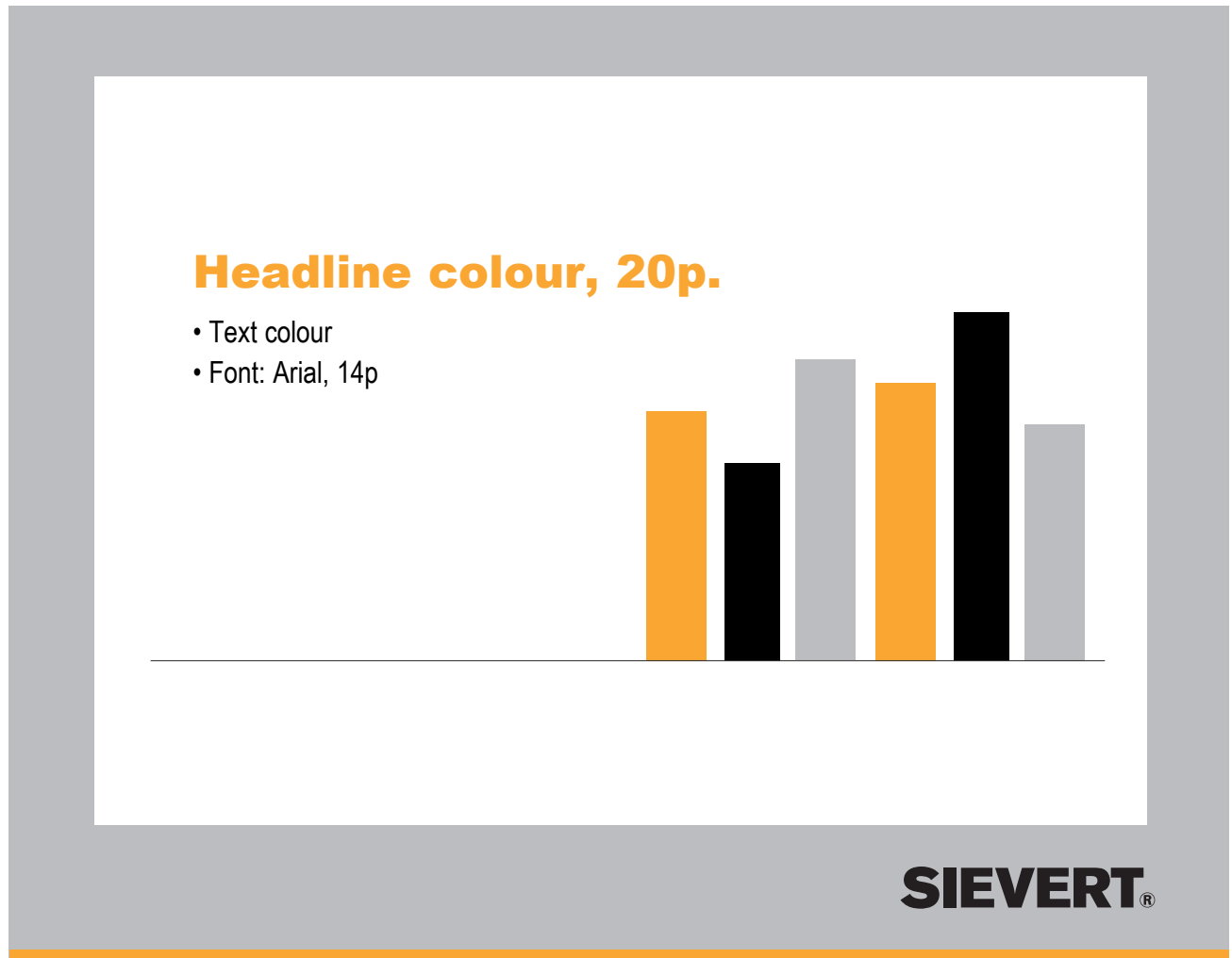
Examples.



Our hanging cards.

The same set of graphic rules are applied to our hanging cards as for our packaging. The product category is termed Accessories. Each product has its own label showing the article number and area of use.

Examples.



Powerpoint presentation.

We have created a simple template for preparing PowerPoint presentations. It contains our corporate colours, the correct font and logotype. The template is intended for company presentations.

Examples.



Here's why we're
number one in
heating tools.



This is just an example text. But its purpose is to show that there should be a text here and how it shall be written. The typeface is described in the corporate identity folder that the company must follow. Some people don't care about it and some have a graphic profile police who is making sure that these directions are being followed.

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Advertisements, posters, point-of-sale etc.

All our POS-material is designed to display a unique selling point. In doing this, we are able to explain to all our customers why we are the world leaders in heating tools.

Typeface, colours and images shall be used in accordance with the rules, and our message shall be easily understood.

Examples.



Exhibitions and fairs.

For the major trade fairs we have a centrally produced stand that we are touring with. At smaller and local fairs/exhibitions centrally produced product images are to be shown in a surrounding that complies with Sievert values and quality standards. The walls carrying our grey colour, the logotypes being black and flooring/carpeting orange.

Examples.



Example of business card



Example of correspondence card

Stationary

We want to keep it easy and clean. Our stationary is easy to follow and easy to print with only one colour. On the following pages you will find different examples.

Example of headed letter

Examples.

Example of envelope

SIEVERT[®] Sievert AB
P.O BOX 1366
SE-171 26 SOLNA
Sweden

Examples.

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Sievert AB är en av världens ledande tillverkare av högkvalitativa värmeverktyg och förbränningsapparater samt luftventiler för komfortsystem för bilstolar. Huvuddelen av våra produkter drivs med gasol - en säker och miljövänlig energikälla.

Sievert AB is one of the world's largest companies specialized in producing a broad range of high quality and reliable soldering and heating tools for professionals and air valves for comfort seat systems. The main part of our products runs on Liquefied Petroleum Gas (LPG, a safe and environmental friendly source of energy).

Signatur e-mail

A uniform and describing e-mail signatur for all employees within the Sievert group. Who are you, what are you working with, how can you be contacted and what is Sievert doing?

Bad examples.



Don't do it yourself.

This manual strives to maintain a consistent graphic identity for Sievert and creates a strong corporate image for both internal and external audiences. It's an important tool for everybody at Sievert, but also for our partners all over the world. With the help of this manual we will hopefully avoid individual attempts and experiments on graphic solutions. If you have any questions, feel free to contact us. Please attach a draft or a sketch copy of your plans. Good luck.