



WHY A GRAPHIC GUIDE?

Everyday we come in contact with thousands of impressions that derive from different senders. To stand out from the crowd, the company needs to separate itself from others by being clear and consistent in communicating with the market and the target audience. This is why we have put together this manual.

We want you to see the graphic guide as a tool to strengthen our brand name and to give all the companies that are working with our products, a clear and single graphic profile. Use it when you are communicating our brand name to make it easier and more fun to sell our products.

WHAT'S IN THE GRAPHIC GUIDE?

If everyone who is selling or marketing our products applies the same rules and follows the graphic guidelines, the brand will remain distinct and will be even more competitive on the market.

This graphic guide contains graphic guidelines, colour options, templates, typography and logotypes etc. but we also, in short terms, explain why different graphic elements should be used in a certain way.

If you have any questions, please feel free to contact us at info@expolinc.se or by telephone +46 8 546 444 00.

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OUR CORE VALUES:

These are our beacons that represent the foundation of our identity. Our core values have their origin in our history, our product development and our scores. They describe what we stand for and what the company should radiate. Our core values are:

RELIABILITY

AVAILABILITY

OPENNESS

SERVICE-MINDED

SIMPLICITY

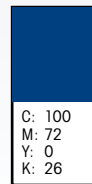
OUR CONCEPT: 100 % ATTENTION

During many years we have worked with a concept that is built on our promise to the customer: By using our portable display systems your message will get 100% attention – fast and easy, both indoors and outdoors.

OUR LOGOTYPE:

Our logotype is our name and sender and should always be clearly visible. Use the coloured logotype as far as possible. The logotype is available in the following colour potions:

LOGOTYPE – CMYK



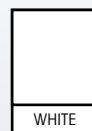
LOGOTYPE – PMS



LOGOTYPE – BLACK



LOGOTYPE – WHITE



LOGOTYP WITH PAY OFF:

When the sender is Expolinc as a company, the logotype with payoff should be used as far as possible.

LOGOTYP WITH PAY OFF – CMYK



C: 100 M: 72 Y: 0 K: 26	C: 0 M: 0 Y: 0 K: 100
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LOGOTYP WITH PAY OFF – PMS



PMS 294

LOGOTYP WITH PAY OFF – BLACK



BLACK

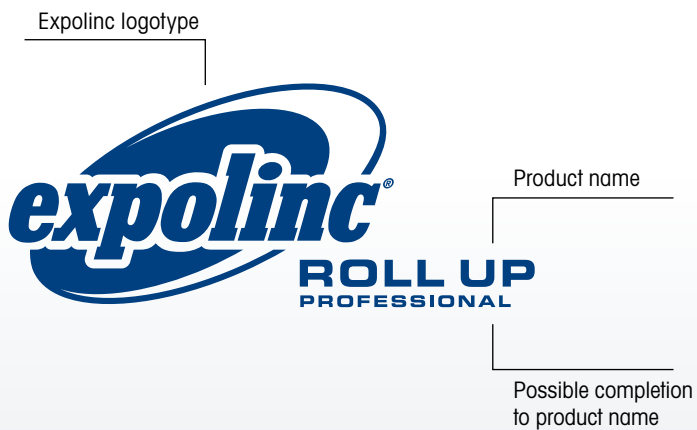
LOGOTYPE WITH PAY OFF – WHITE



WHITE

PRODUCT LOGOTYPE:

Together with product name, our logotype should have the following presentation. Logotype with product name should always be present when an Expolinc product is shown. Note that the product logotype should not be too small due to the risk of losing the readability.



EXAMPLES OF LOGOTYPES NOT TO USE:

Our logotype is our name and the sender should always be clear. It is important to use only the different logotype options that we have presented. It is not allowed to adjust and/or change the colours, shapes or in other ways manipulate the logotype.

IT IS FORBIDDEN TO:



POSITIONING OF THE LOGOTYPE TOGETHER WITH TEXT AND IMAGE:

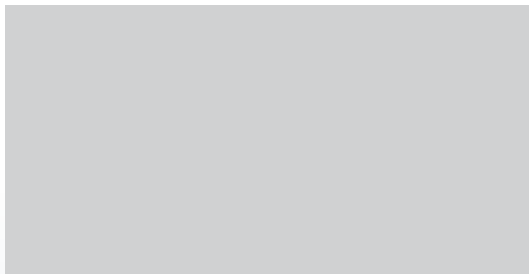
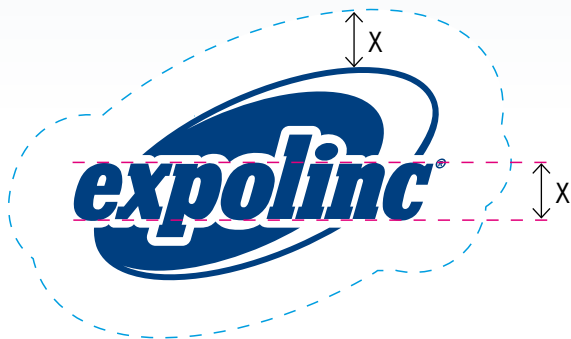
The logotype must be given space to ensure that it is clearly visible.

We define the height X by the letter "e" in the logotype.

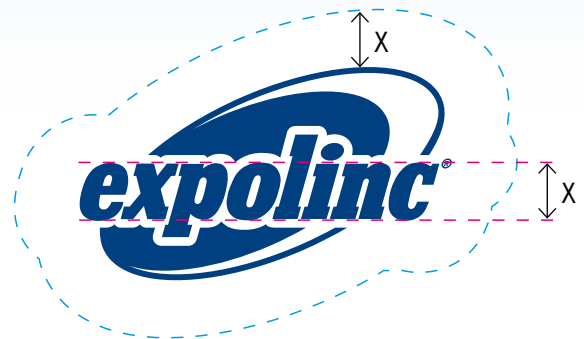
The distance X should always be found around the logotype to make it clearly visible.

The examples below show the minimum space left around the logotype to be free from all other elements.

ALTERNATIVE 1 – AGAINST IMAGE / GRAPHICS



ALTERNATIVE 2 – INSET IN A CORNER



LIFETIME GUARANTEE:

All our products come with a lifetime guarantee and the symbol for this purpose may be used in the context of marketing when wanting to identify the extra advantages that follows when purchasing an Expolinc product. The symbol may be used by Expolinc, distributors and dealers representing Expolinc products. The symbol may only be used in context where the products are to be seen or written about.

The Lifetime Guarantee symbol may only be used in the following colour combinations:



PREMIUM PARTNER:

The Premium Partner symbol is a reward given to Expolinc's best and most loyal dealers. A list of criteria according to sales and commitment must be fulfilled to receive the symbol. The criteria can vary from country to country, but they should always be communicated clearly and properly.

The dealers receiving the reward have the permission to use the symbol in their marketing for a period of one year. When the year has expired, a new evaluation will be conducted. Premium Partner reward may be awarded only by Expolinc and our distributors.

The Premium Partner symbol may be used in the following colour options:



OUR COLOUR PALLETE:

Our main colour is blue. For varied, yet consistent expression, grey/blue colour can be used for example behind text paragraphs. Orange can be used in headlines or to emphasis smaller details. When it is needed, other colours can be used that stays in harmony with the given colour pallet.

MAIN COLOUR



PMS
294 C

CMYK
C: 100 M: 72 Y: 0 K: 26

RGB
R: 48 G: 87 B: 149

COMPLEMENTARY COLOUR 1 – GREY/BLUE



PMS
652 C

CMYK
C: 40 M: 18 Y: 0 K: 28

RGB
R: 137 G: 152 B: 178

COMPLEMENTARY COLOUR 2 – ORANGE



PMS
Orange 021 C

CMYK
C: 0 M: 55 Y: 100 K: 0

RGB
R: 232 G: 90 B: 0

BLACK

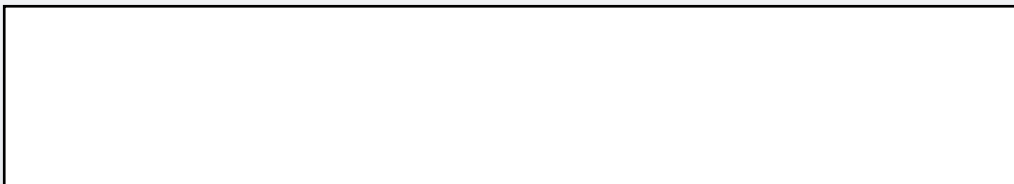


PMS
Black

CMYK
C: 0 M: 0 Y: 0 K: 100

RGB
R: 0 G: 0 B: 0

WHITE



PMS
White

CMYK
C: 0 M: 55 Y: 0 K: 0

RGB
R: 255 G: 255 B: 255

OUR TYPE FACE:

To ensure consistent expression and to make it easy and comfortable for the reader, all communication should be set using the same typography. The balance between headline and body text is set by the size of the letters.

In external marketing we use AvantGarde. This typography provides easy reading for advertising and printed material. As an option we use the typography Arial for electronic use, PowerPoint presentations and in letter writing.

In campaigns launched by Expolinc, the above mentioned typographies can be set aside to bring out a message or an offer more clearly.

HEADLINES

Headlines are always put in uppercase. Use AvantGarde Bold. In cases when the headline is really big, AvantGarde Demi could be used instead since it is slightly thinner. In cases of smaller areas, you can also use AvantGarde Bold Condensed (a typography that does not need so much space).

AvantGarde Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
!#%&(@1234567890**

AvantGarde Demi

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
!#%&(@1234567890**

AvantGarde Bold Condensed

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
!#%&(@1234567890**

SECONDARY HEADLINES

Secondary headlines are always put in uppercase. Use AvantGarde Bold. In cases when AvantGarde Bold Condensed is used, the secondary headlines should also be in Bold Condensed.

BODY TEXT

The body text should always be in uppercase-lowercase. Since AvantGarde is a rather round typography, we use a condensed version to increase readability. To increase readability even more, we also use an airy leading.

AvantGarde Book Condensed

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUu
VvWwXxYyZzÅåÄäÖö
!#%&(@1234567890

EXAMPLE

AvantGarde Demi
50 pt on 52 pt leading
tracking -25 pt

**IQUISSSED TATIS
DOLUM ZZRI**

AvantGarde Book Condensed
10 pt on 15 pt leading

Ent eugiat is amconsequi el et, con sed te del ut ea con ea con henim zzriurem venibh enim in vulla ad dolenis is elestie duissismod et ea feuguer summodolore vullam iustinim dipit at dit at ing esed tiscipis nonnulla feugiat lorer sequip euipisit acipsummy non ullam at wis dit augiamcorem el eugiat ilis nostrud tem velent laor sissit prat. Ut la facilit adiam velit, veros nonsectet aliquat dolor aliquat

AvantGarde Bold 12 pt

BORE MIN HENIM

Loreet am volestrud te vel iuscilit dunt iuscil dunt prat. Na feuisim volesse quatue dunt ulput nullutat, quis del dolore tionsecte del diat ver aut ametuer iuscinis at ullum augiamcor sed modolor sim dolobore tet nulla facil ulputet, commodit

TYPE FACE FOR DIGITAL PRODUCTIONS:

Since AvantGard is not a standard typography, we use Arial for digital productions such as PowerPoint presentations, e-mail and Word documents.

HEADLINES / SECOND GRADE HEADLINES

Headlines and second grade headlines are always in uppercase.

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
!#%&(@1234567890**

BODY TEXT

Body text is always in uppercase-lowercase. Use an airy space to increase readability.

Arial Normal

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQq
RrSsTtUuVvWwXxYyZzÅåÄäÖö
!#%&(@1234567890

EXEMPLES OF PRINTING MATERIALS:

Printing matters such as DM, leaflets and brochures are important image- and message carriers and you should always find a string of recognition in the layout of these kinds of material.

Brochures and catalogues are often complex and that is why we demand a higher standard when handling typography and images in these kinds of material.

It is first and foremost the positioning of the logotype and choice of typography and image that are conclusive to make a consistent expression.



Catalogue 2008



Invitation to exhibition



Product folder

CAMPAIGNS AND CAMPAIGN MAKER:

A couple a times every year, we run some bigger campaigns regarding Expolinc as a company or some specific product.

When the campaigns are ready, we adjust them to fit in our web based tool "Campaign Maker". By doing this we make it easier for our dealers to use and create campaigns of their own using our material. By using our material they can make local campaigns with their own offers and with their own company as a sender.



Campaign leaflet for Expolinc Pole System



At our home page you find Campaign Maker under "Are you a dealer?". Read more about how to create your own campaigns.

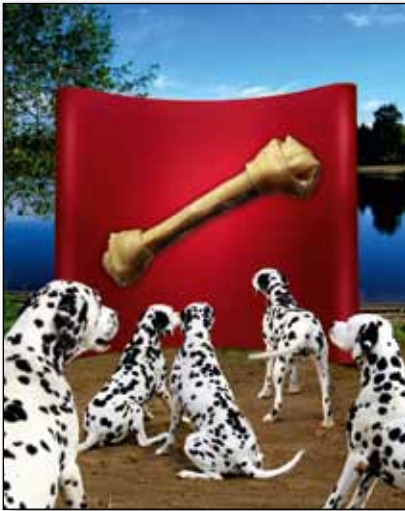


When decided what campaign to use, you can put in your own address, offer and prices.

IMAGE LIBRARY:

Images and photographs in our download centre, made for a particular product to communicate its advantages, may only be used in the same context as the given product. More general images/photographs/illustrations Expolinc provides may be used as you find it proper, as long as they comply with other graphic guidelines.

Below you find some examples of images that could only be used in marketing of that particular product:



Expolinc Pop Up Magnetic



Expolinc Roll Up Professional



Expolinc Roll Up Promotion



Expolinc Arena and Expolinc Flag System

NEWS OCH PPT-PRESENTATION:

When communicating with customers through newsletter and presentations, our colour pallet and typography Arial should be used. Newsletter and presentations should comply with the following templates.



Exemple of News



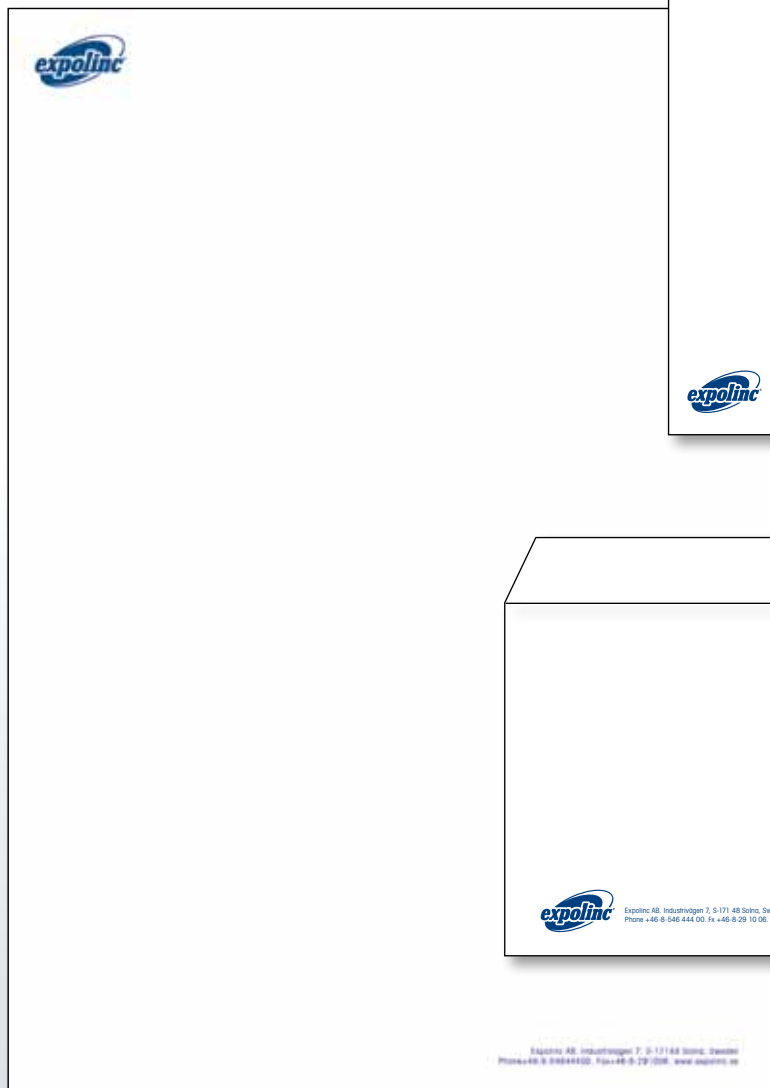
Exemple of PowerPoint-presentation

OUR PROFILE PROGRAM:

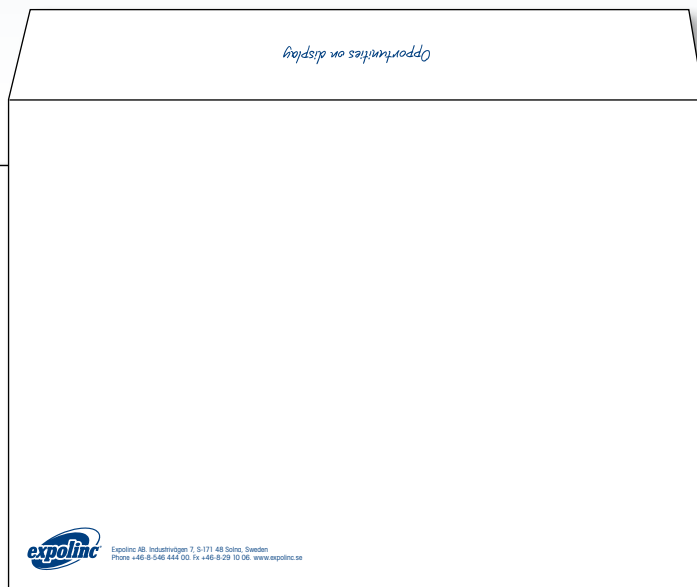
Expolinc's business card should be designed according to given measurements, graphic elements and contents:



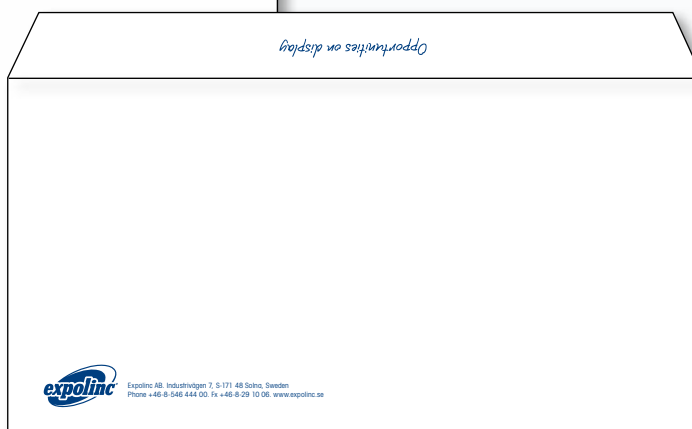
Our letters and envelopes should be designed according to given templates presented below:



Letter-paper



Envelope C4 och C5



Envelope E65



www.expolinc.com



Opportunities on display