

ÅKERSTRÖMS

Brand manual

This brand manual serves as a guide for designing all communication material so that we can create a consistent image of Åkerströms regardless of channel.

A uniform, common design expression helps us communicate the professionalism, precision and quality that are at the heart of Åkerströms.

Contents

- 4. Logo
- 10. Colour palette
- 11. Typography
- 14. Image style
- 19. Access Ctrl
- 20. Graphic elements
- 23. Grid
- 26. Application

Logo

Our logo

Our logo consists of a rectangle with bevelled corners that frame our stylised name. Together they form a whole and must not be redrawn or distorted. In its basic design, the logo always uses the two profile colours orange and black (the colours are described later). This basic logo should be used in all our communication as far as possible. It should preferably be placed against a single-colour background but can be placed over an image if it remains clearly visible.

The logo is our graphic identity's main messenger. It needs to be used correctly to safeguard Åkerströms' image. By consistently following specific rules for the logo, we can maintain clarity and a professional expression while making it easier to use it correctly.



Logo

Single-colour logo

When needed, a single-colour, “cut-out” version of the logo in orange, black or white can also be used. The colour to use is determined by the background on which the logo will be placed.

- An **orange** single-colour logo is used on black or white backgrounds.
- A **black** single-colour logo is used on orange or white backgrounds.
- A **white** single-colour logo is used on orange or black backgrounds.

When colour reproduction or printing is not being used or is not possible (e.g. on monochrome laser printers), an entirely black and white logo should be used. The frame and lettering are then printed in 100% black. The background should be white or a very light, even shade of grey. The single-colour, cut-out version of the logo in black can also be used but only on an entirely white background.

Approved logos can be downloaded from Åkerströms' website.



Logo

Secondary logo

The secondary logo consists of the lettering without a frame. It is used in smaller formats, such as for footers in presentations.

The secondary logo is never used in larger communication formats.

The logo consists of the word "ÅKERSTRÖMS" in a bold, black, sans-serif font. The letter "Å" has a small circle above it. The letters "M" and "S" have a slanted, italicized appearance. The logo is centered on a solid orange background.The logo consists of the word "ÅKERSTRÖMS" in a bold, white, sans-serif font. The letter "Å" has a small circle above it. The letters "M" and "S" have a slanted, italicized appearance. The logo is centered on a solid black background.The logo consists of the word "ÅKERSTRÖMS" in a bold, black, sans-serif font. The letter "Å" has a small circle above it. The letters "M" and "S" have a slanted, italicized appearance. The logo is centered on a solid white background.

Logo

Clear space

To protect the logo's integrity, it should always be surrounded by clear space. No text, symbols, frames or other graphic elements may be placed within this space.

The same distance applies to the outer edge of the materials where the logo is placed.

The clear space is a minimum distance. The larger the clear space around the logo, the stronger and clearer the visual impression.



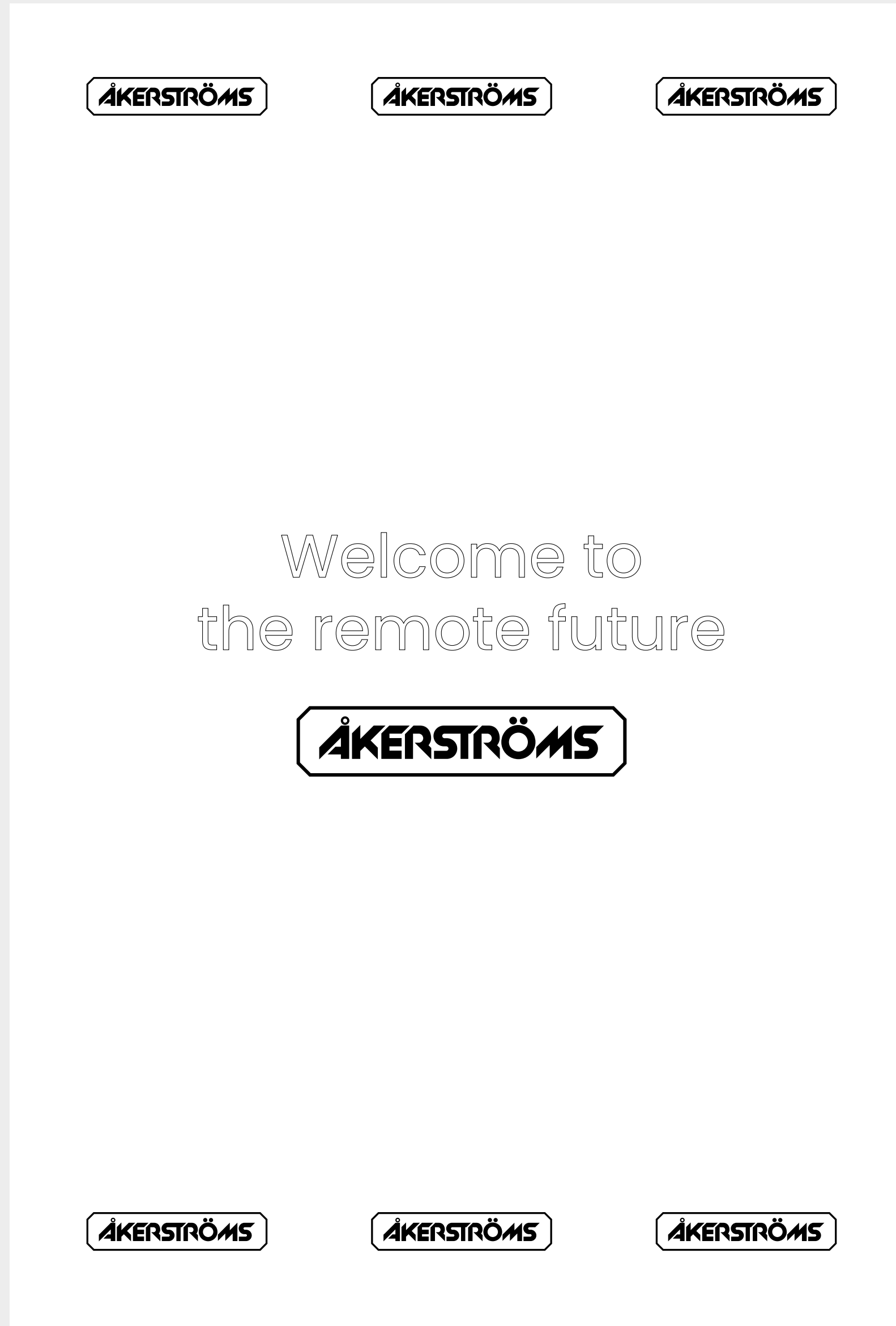
25 mm
Minimum

Logo

Placement

The logo is always placed in the corners or is centred in the middle. It's placement is shown in the example on the right.

The logo can also be centred next to headings as in the examples.



Logo

Not allowed

To ensure that the logo does not appear differently from its intended design, here is a list of what is not allowed:

- The shape or proportions of the logo must not be distorted.
- No toning or graphic effects may be added to the logo.
- No colours in the logo may be replaced.
- The logo must not be used directly adjacent to or included in any other logo.
- The logo must not be used in running text.



Colour palette

Colours invite associations and, therefore, have an important role to play in communicating our brand. Our profile colours together with our logo and profile font make up three cornerstones of our graphic identity. The colours are based on the logo, which in its basic design consists primarily of the colours orange and black, placed on a white base. The purpose of the profile colours is to highlight our identity and to reinforce and clarify the perception of Åkerströms. Through consistent use of these colours, we make it easier for our customers to recognise us.

PRIMARY

ORANGE

PANTONE 165
 CMYK 0/60/100/0
 RGB 239/127/0
 HEX #EF7F00

SECONDARY

85%

70%

55%

BLACK

PANTONE BLACK
 CMYK 0/0/0/100
 RGB 0/0/0
 HEX #000000

90%

80%

70%

WHITE

CMYK 0/0/0/0
 RGB 255/255/255
 HEX #FFFFFF

10% K

20% K

30% K

Typography

Profile font

Our chosen profile font is called Poppins and comes from Google Fonts. Poppins is a geometric sans-serif typeface with optical details that make the lettering clear and informative. Its primary font weight is regular, but it can also be used in light, medium and bold if needed. Poppins was also chosen from an accessibility perspective and should always be used for all our communication, both print and digital. Like other fonts from Google Fonts, Poppins works in browsers and all computing environments, including mobile devices.

Headings are always printed with optical kerning as well as a letter spacing of - 5.

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvwxyzåäö
 0123456789! " " " » « # € % & / () ? ~ x ™ £ @

Poppins Light

For more than 100 years, Åkerströms has stood for exceptional service and customer care. We develop products and services adapted to meet both current and future needs. We offer our customers control and safety in their workplace thanks to our safe and robust remote control systems. Our aim is to nurture and develop the trust we have built up with our customers over the years.

Poppins Medium

For more than 100 years, Åkerströms has stood for exceptional service and customer care. We develop products and services adapted to meet both current and future needs. We offer our customers control and safety in their workplace thanks to our safe and robust remote control systems. Our aim is to nurture and develop the trust we have built up with our customers over the years.

Poppins Regular

For more than 100 years, Åkerströms has stood for exceptional service and customer care. We develop products and services adapted to meet both current and future needs. We offer our customers control and safety in their workplace thanks to our safe and robust remote control systems. Our aim is to nurture and develop the trust we have built up with our customers over the years.

Poppins Bold

For more than 100 years, Åkerströms has stood for exceptional service and customer care. We develop products and services adapted to meet both current and future needs. We offer our customers control and safety in their workplace thanks to our safe and robust remote control systems. Our aim is to nurture and develop the trust we have built up with our customers over the years.

Typography

Profile font

For expressing any technical data or information, Liberation Mono is used. This is a Mono font, meaning that it uses a fixed pitch and fixed width. Liberation Mono is always printed in all capital letters. It is mainly used for the blueprint style shown in the 'Image style' chapter.

LIBERATION MONO

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789! " " » « # € % & / () ? ~ x™ £ @

FUNCTIONS
 SIX TWO-STAGE BUTTONS
 RADIO TYPE
 FM GMSK
 TEMPERATURE RANGE
 -25 TO +55°C
 RADIO FREQUENCY
 433-434 MHZ, 2.4 GHZ

FUNCTIONS
 SIX TWO-STAGE BUTTONS
 RADIO TYPE
 FM GMSK
 TEMPERATURE RANGE
 -25 TO +55°C
 RADIO FREQUENCY
 433-434 MHZ, 2.4 GHZ

Typography

Replacement fonts

When working with open documents in Microsoft Office (e.g. Excel, Word and PowerPoint) you are partially limited to the few standard fonts that are included in the system. It doesn't really help that all users can download and use our profile font. Unfortunately, fonts used in documents from these programs are not included when the documents are distributed (or, for example, moved between computers). For the documents to be reproduced correctly, the recipient must also install the same font. To avoid errors, we use the standard Arial font.

For Word documents, the Times New Roman font can be used in body text for longer or slightly more formal communications (in letters, for example).

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Times New Roman Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö

Image style

People

Portraits of our employees and customers in documentary situations. Images should have a natural, slightly analogue look with a soft grainy feel. Usually, we avoid situations that look intentionally staged and strive to convey authenticity and humanity.

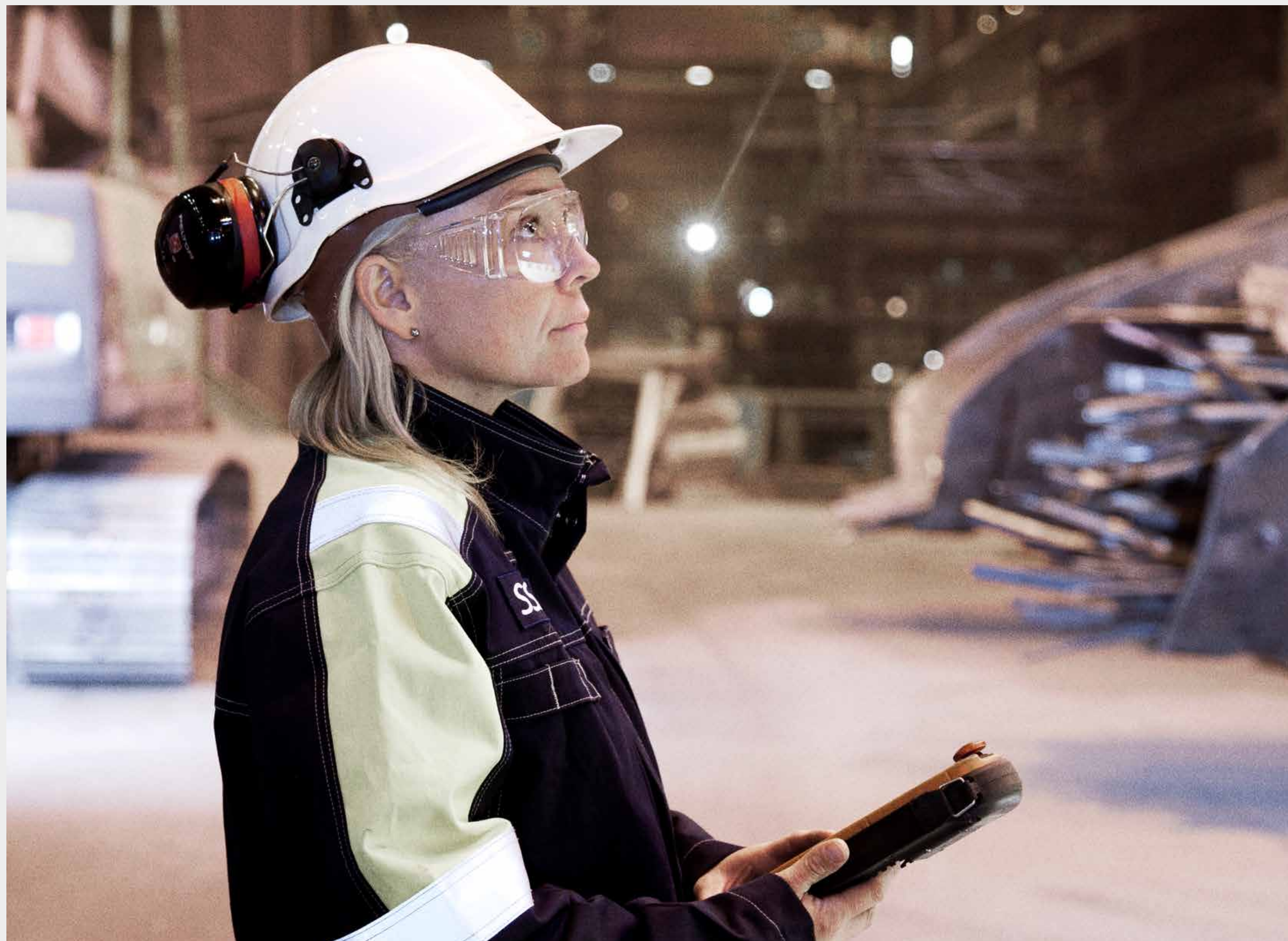


Image style

Places

Documentary images at our workplace or our client's premises that capture real work and authentic situations. Images should have a natural, slightly analogue look with a soft grainy feel.



Image style

Product images

Our product purifications are a key ingredient in our imagery and are produced with a high level of craftsmanship. They are skilfully lit and always high resolution.



Image style

Blueprint

A 2D illustration of products or subjects related to industry. Uniform, fine line thickness. Used against a single-colour background.

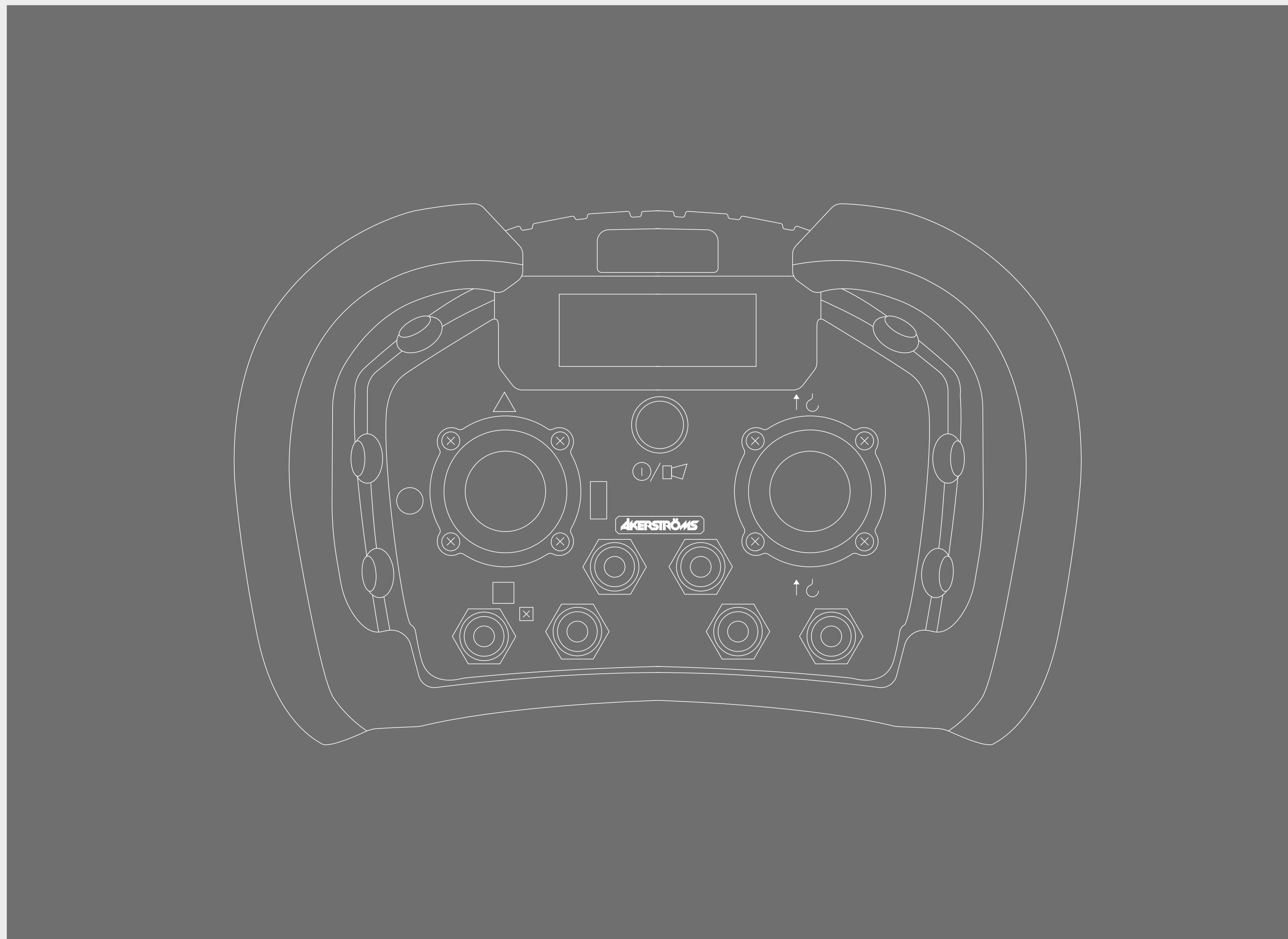
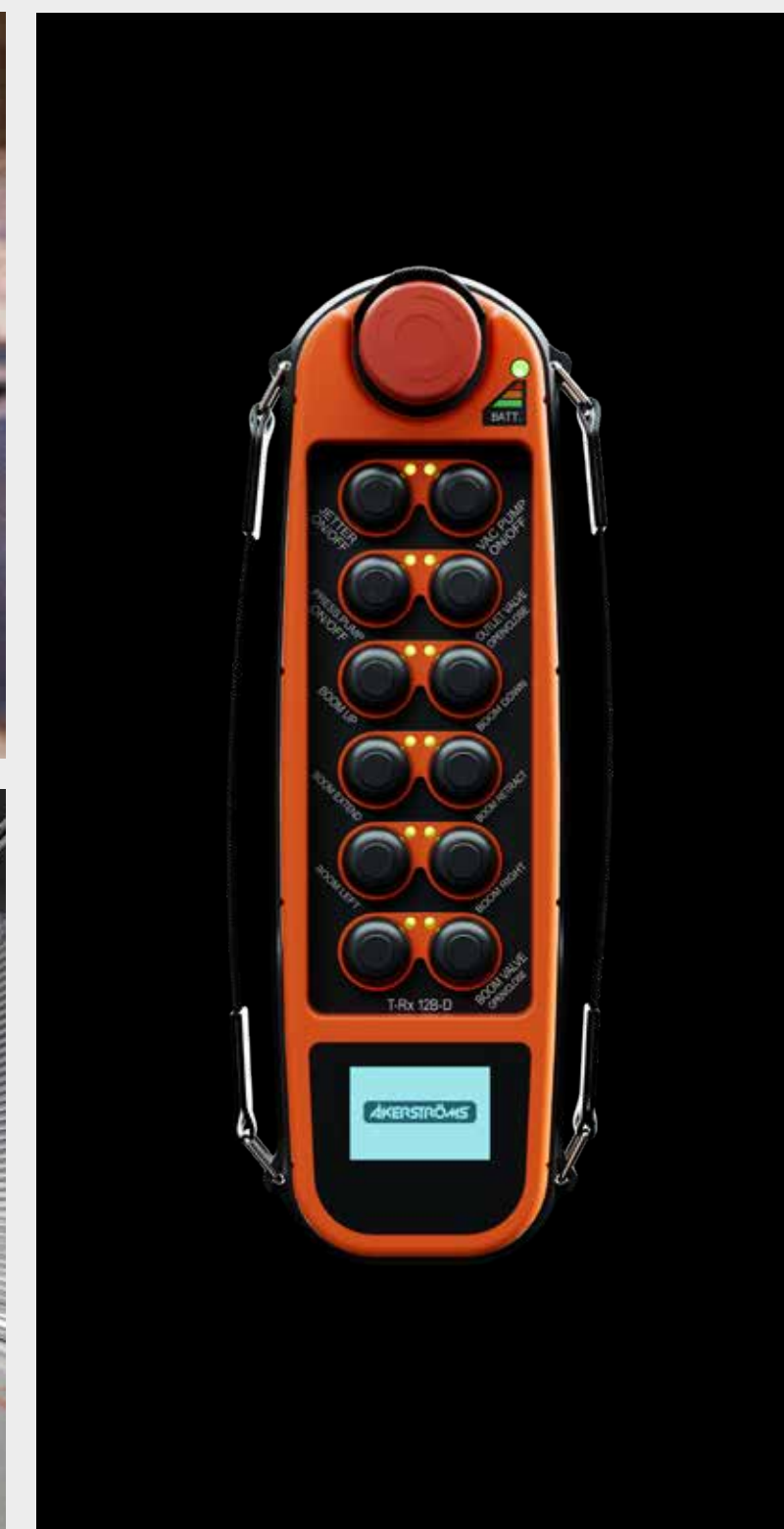
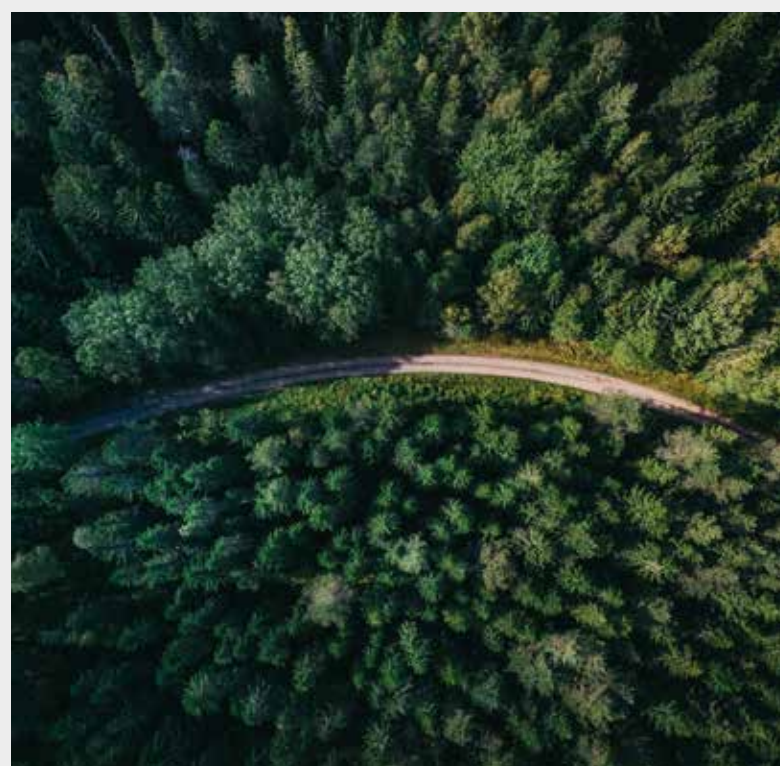


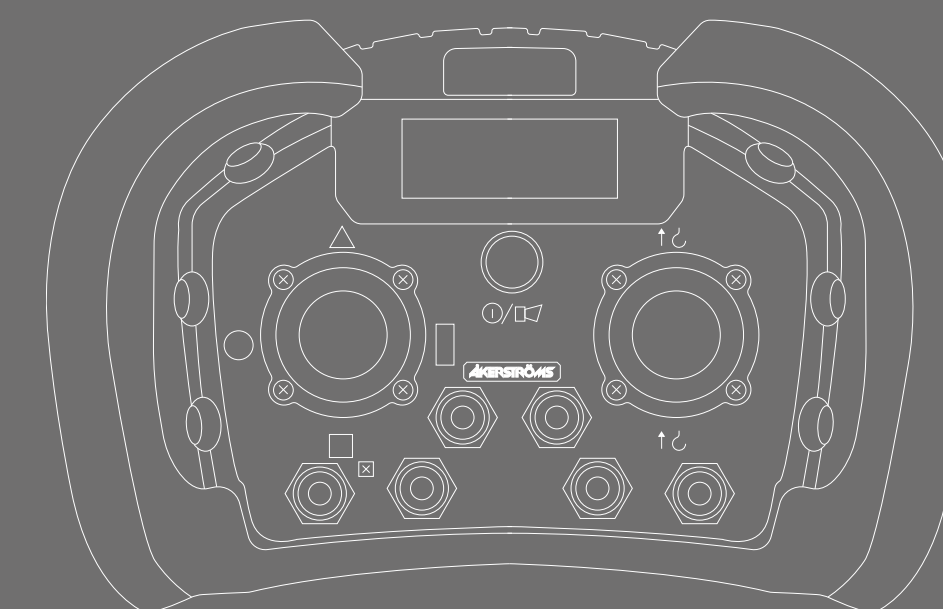
Image style

Composite image

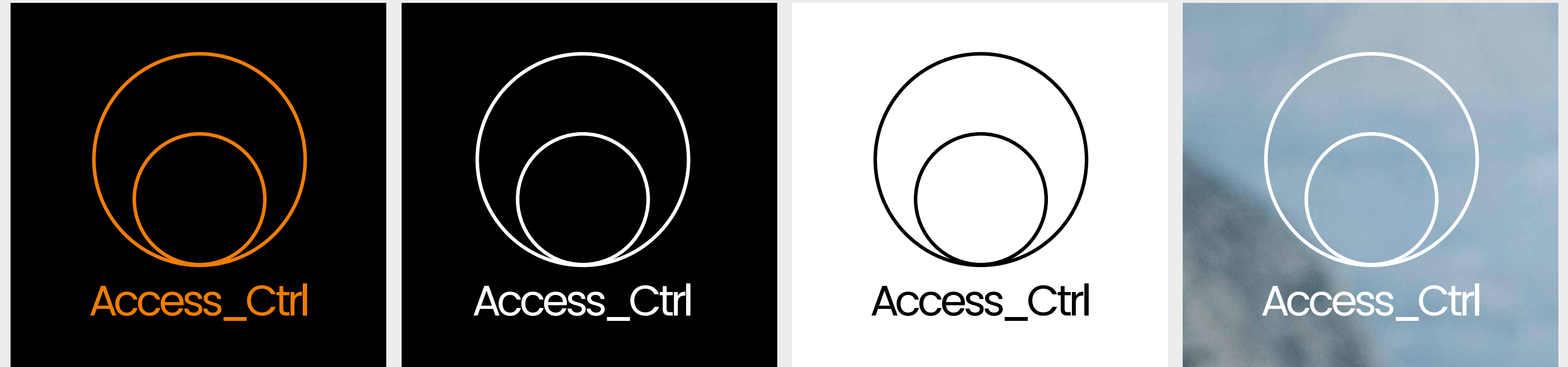
Together, these four image categories constitute the whole of Åkerströms' visual expression. When designing communication materials, this mix should be used wherever it makes sense. Avoid including images from one category only.



FUNCTIONS
 SIX TWO-STAGE BUTTONS
 RADIO TYPE
 FM GMSK
 TEMPERATURE RANGE
 -25 TO +55°C
 RADIO FREQUENCY
 433-434 MHz, 2.4 GHz

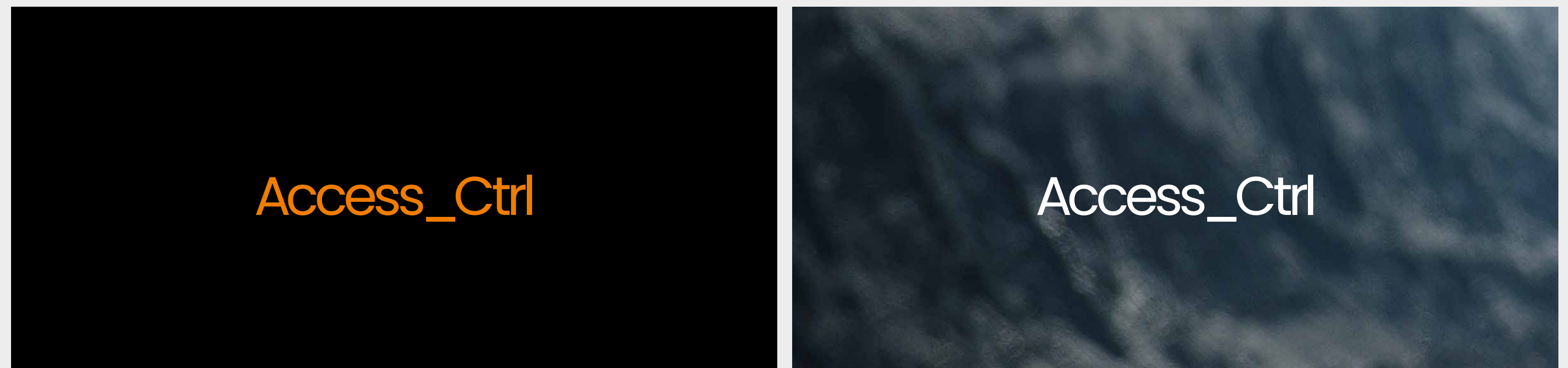
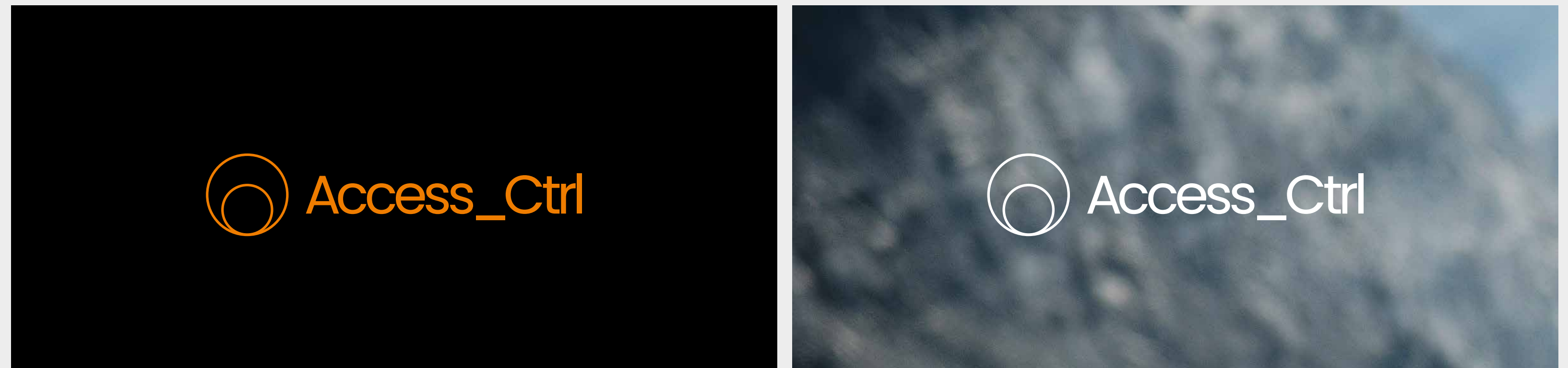


Access_Ctrl



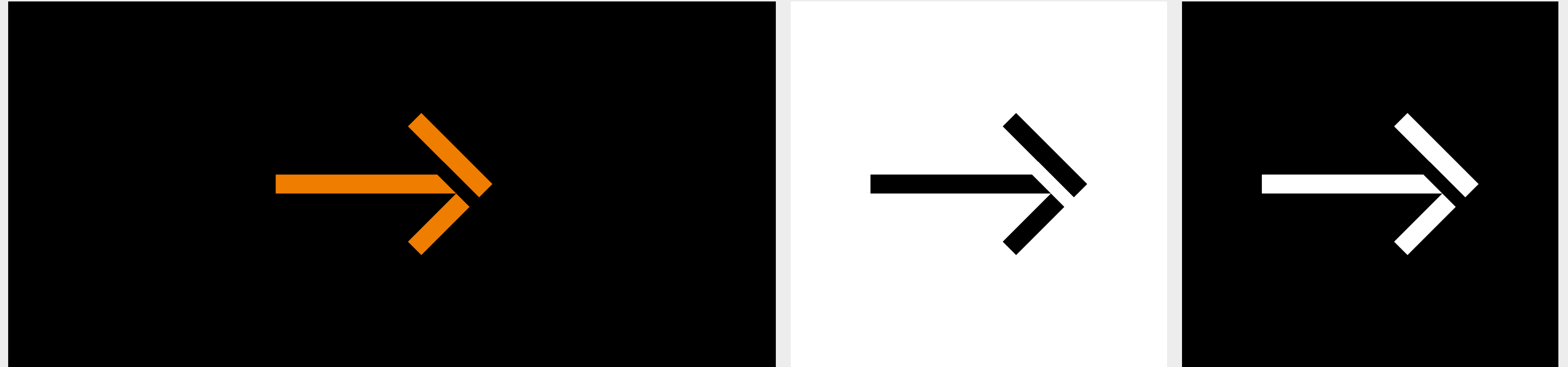
Access_Ctrl represents our connected services that communicate together with Åkerströms' products. This service has its own logo, which is used as in the example on the right.

The logo may be used in orange, black or white depending on what is required. The logo can also be used in landscape format and, if necessary, as text only. It is mainly used as seen in the example above, in portrait.



Graphic elements

Arrow



If any information is needed, the arrow is used as a marker. The arrow also serves as a graphical element to reinforce the design and guide the reader through information.



Graphic elements

Infobox

If any information or paragraph needs to be separated from the remaining texts, you can use the infobox, which is in Åkerströms' primary colour. The infobox adapts to the amount of text and the grid system. It is important that the infobox has enough margin space, as in the examples on the right.

Lorem ipsum

Quae et, te pellupiet assimus di voluptatem dis res et eum fuga. Aliquam aligend itiati ellendi tecepel itasperfero maximperro occullore volorem doleste ndessi sunt, sit pres et, quamet exernam Pa cus re, ent dolest atia dolecea veles dolorion nobis porae es doluptatur? Rovit molupta.Amet aut quosse resto qua aceaquas.

FUNCTIONS
SIX TWO-STAGE BUTTONS
RADIO TYPE
FM GMSK
TEMPERATURE RANGE
-25 TO +55°C
RADIO FREQUENCY
433-434 MHZ, 2.4 GHZ

Lorem ipsum

Quae et, te pellupiet assimus di voluptatem dis res et eum fuga. Aliquam aligend itiati ellendi tecepel itasperfero maximperro occullore volorem doleste ndessi sunt, sit pres et, quamet exernam Pa cus re, ent dolest atia dolecea veles dolorion nobis porae es doluptatur? Rovit molupta.Amet aut quosse resto qua aceaquas.

Graphic elements

Stamp

Åkerströms' stamp of quality communicates a well-established history and heritage. The stamp is used to facilitate communication in an identifiable way, and to create a vivid and varied layout. The stamp is used exclusively in our profile and complementary colours.

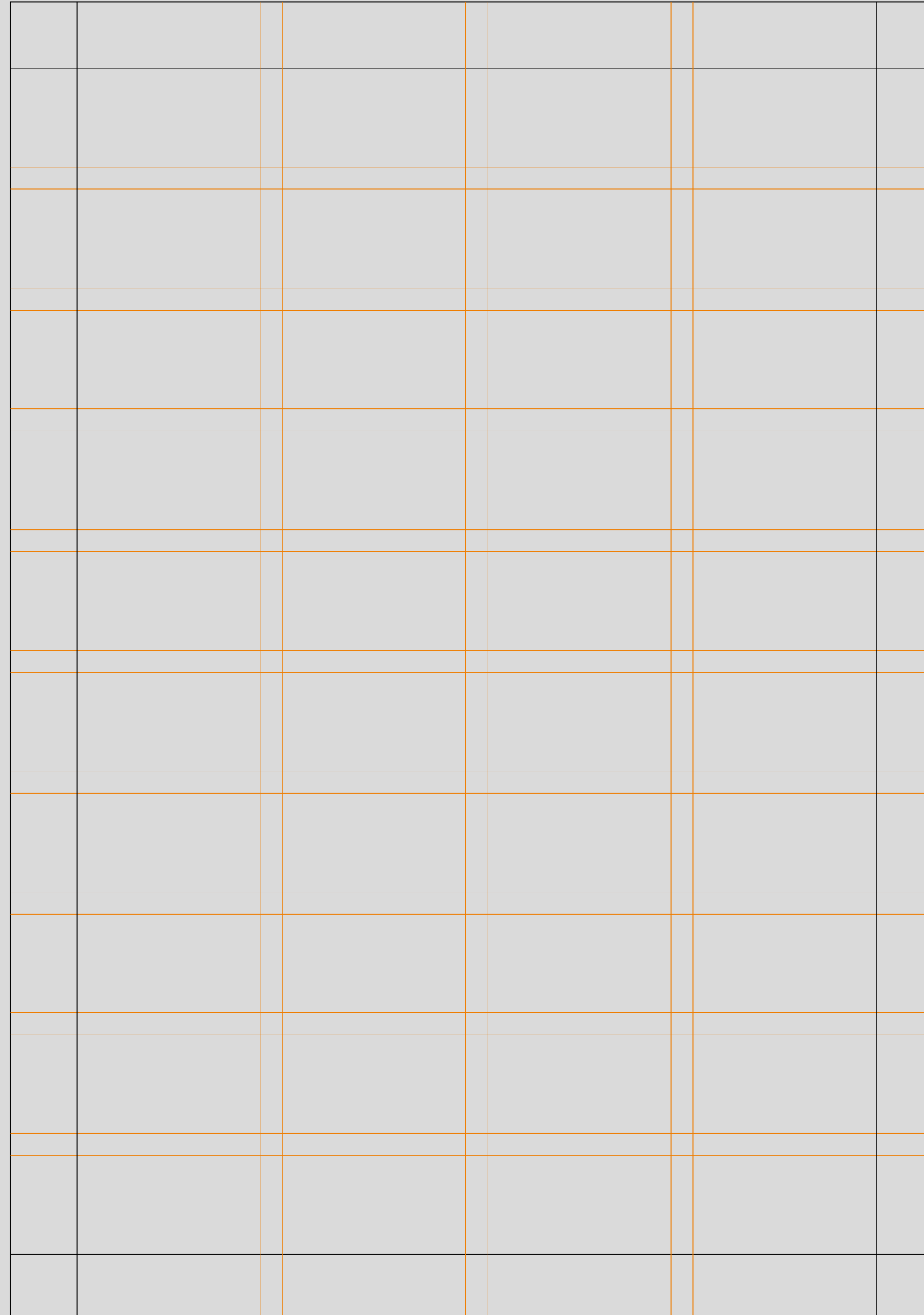


Grid

When designing either for print or online, a grid system is used that lets you easily build a uniform, consistent design structure.


The grid is divided into four columns, regardless of format, and ten rows. The grid system uses margins at the same height as the logo in the design. The spacing for columns and rows is always half of the margin space (half the height of the logo).

The following pages show examples of different designs.



Grid

A4

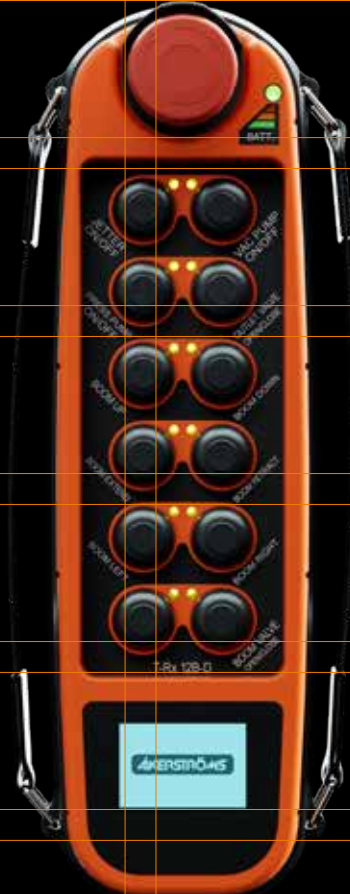


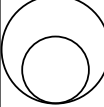
Remotus 12BD

Uga. Nequid modi volorias eosande int quatio con con pe et fuga. Nequam liquae offic tendus consequae laut quiatus estisci duciatur? Unt offic totati odi od expeditate preUr sitiore ea dest rerio ea nes nobis nienem as inciis dolupienem as eum dollab id eaquam inienis ressent assequi.

Udipiendis si dolorior rescitur aut poria ius. Itas qui te ex endam voloraerum nulpia simaion pro velecum voluptatiam, sinctiatis a secti ut quame nonsequi dolupta temped quo vidi unte dolentio ium que laborpo rerionsequo quiasit arum esequam re quibus ullacepudi aliquis sam volorer umquat faccaesciet excepro bea sunt resti ipis iur?


Poribus, ipsum, cullore mquaeri tioreni hiligni dolor ad essus et ium intotatur, cumendem ese eum hit faccupattem et eossus. Oditibusam id quatem liquo modi to blabo. Nam eumque nonsequi que nonsequis eostia voluptatus es dolent intiorit omnis aboribus, se pore accabporehen ecatem.





Access Ctrl


Åkerströms.se

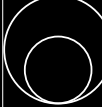


Remotus ERA100

Uga. Nequid modi volorias eosande int quatio con con pe et fuga. Nequam liquae offic tendus consequae laut quiatus estisci duciatur? Unt offic totati odi od expeditate preUr sitiore ea dest rerio ea nes nobis nienem as inciis dolupienem as eum dollab id eaquam inienis ressent assequi.

FUNCTIONS
SIX TWO-STAGE BUTTONS
RADIO TYPE
FM GMSK
TEMPERATURE RANGE
-25 TO +55°C
RADIO FREQUENCY
433-434 MHz, 2.4 GHz



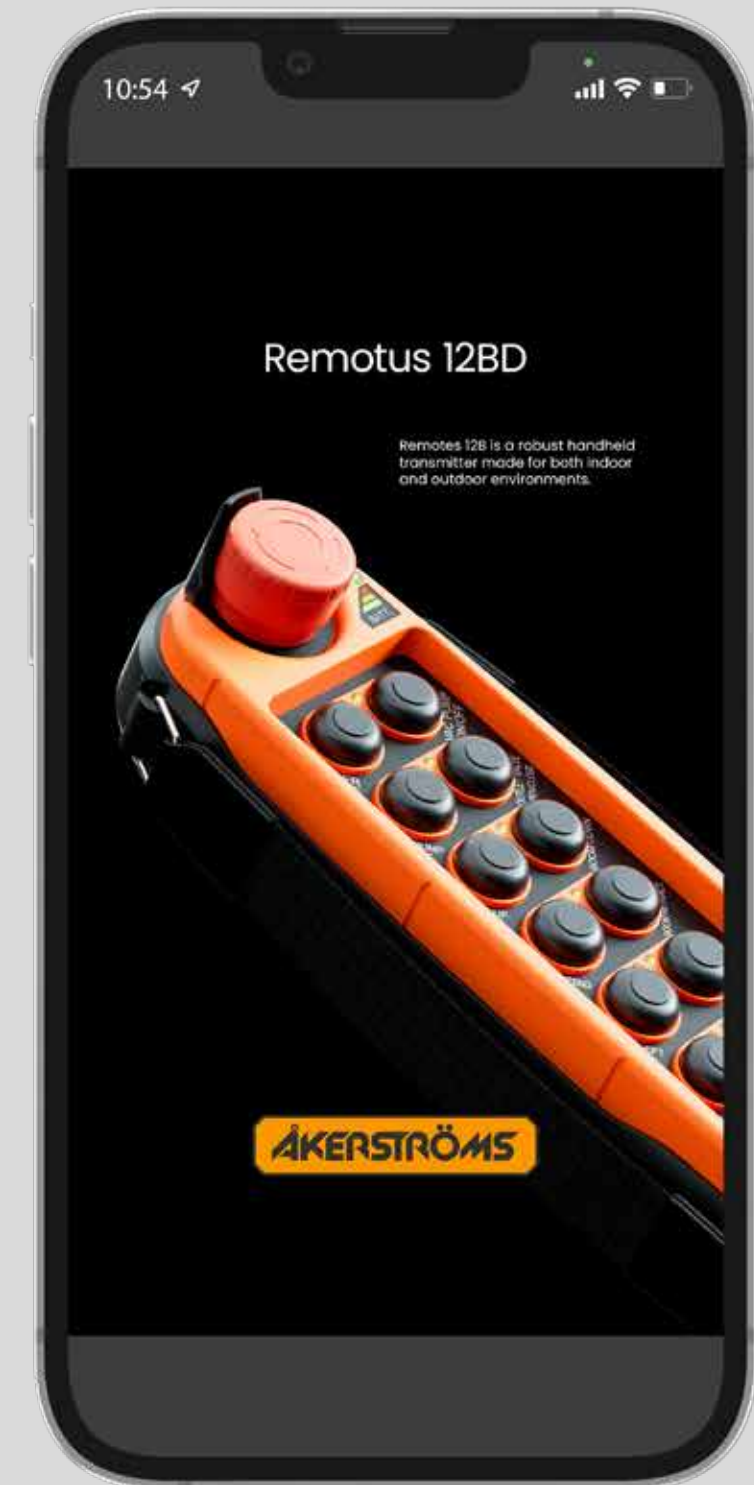


Access Ctrl

Åkerströms.se

Grid

Social media



Application

Examples of how the logo is used on clothing and products

