



**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 singlecolour 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 or engravings), a completely black-and-white logo should be used. When using the black-and-white logo, the marketing department must be consulted for approval prior to use.

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 generally not 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 rectangular 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 rectangular 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 rectangular background.

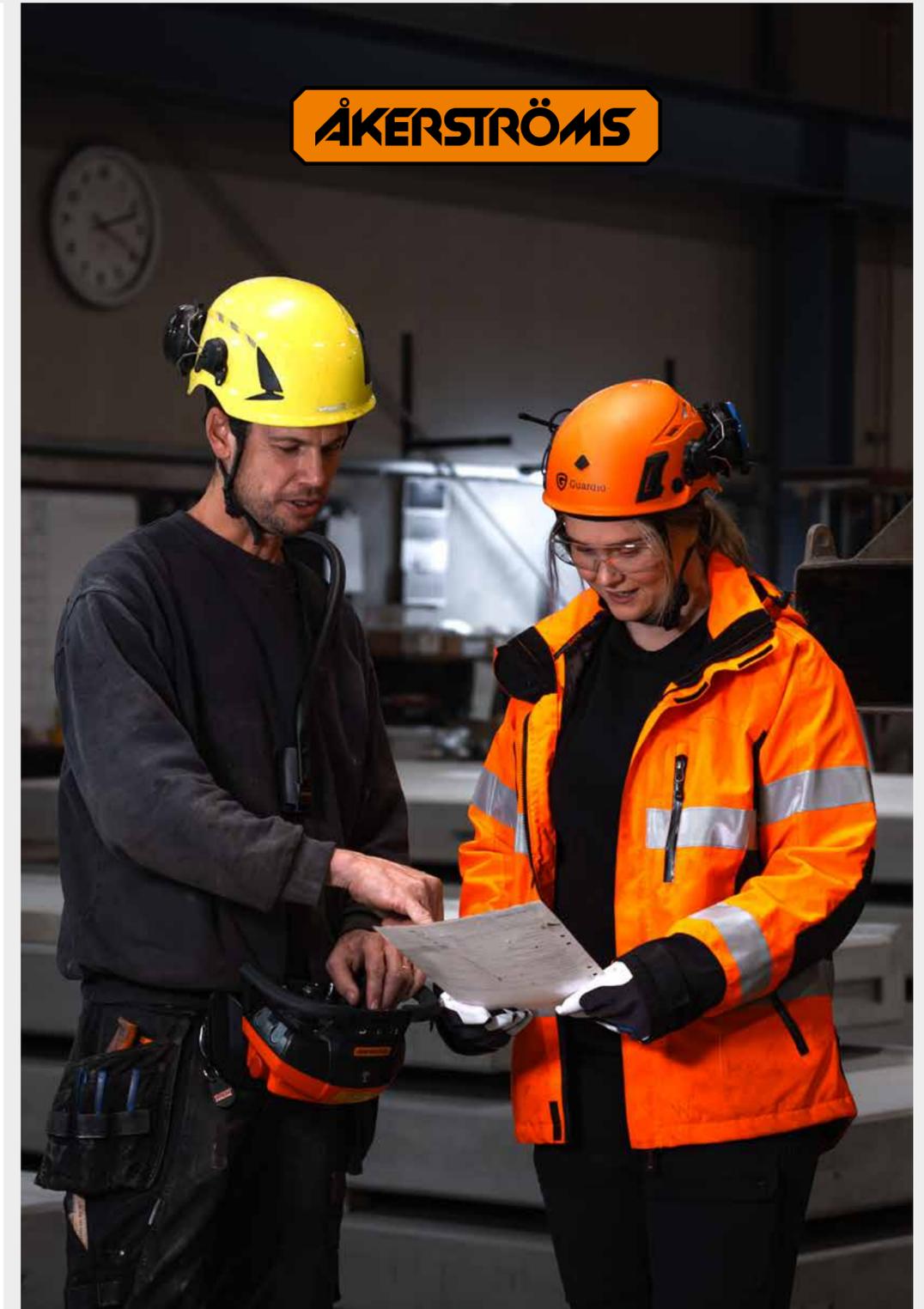
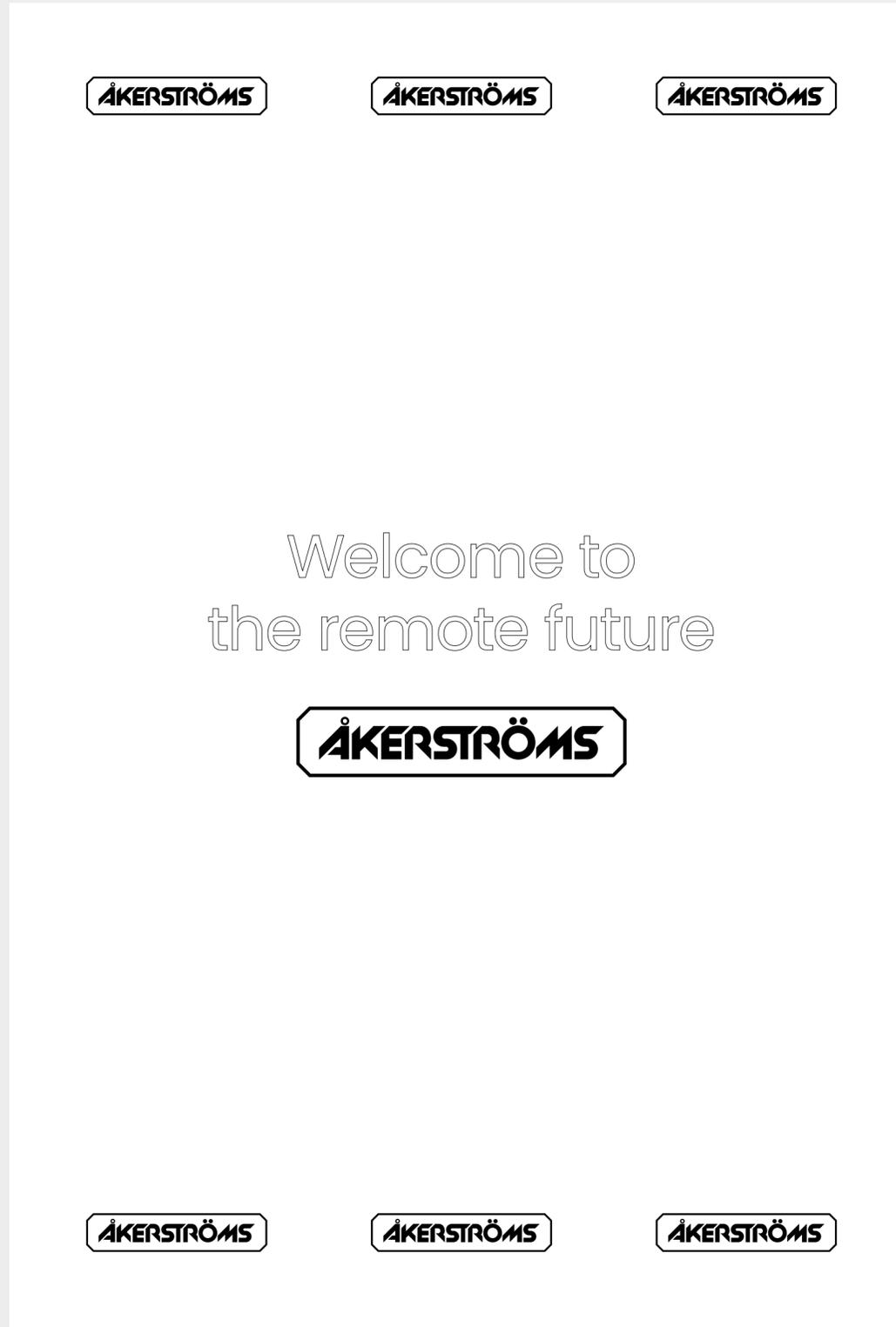


# Logo

## 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).

The default font used in PowerPoint is Century Gothic

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**  
**abcdefghijklmnopqrstuvwxyzåäö**

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö

Times New Roman Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ*  
*abcdefghijklmnopqrstuvwxyzåäö*

Century Gothic

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ  
abcdefghijklmnopqrstuvwxyzåäö

Century Gothic Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ**  
**abcdefghijklmnopqrstuvwxyzåäö**

# Image style

## People

Portraits of our employees and customers in documentary situations. The images feature a naturally balanced color palette, where strong/unrealistic colors are toned down, except for Åkerströms products, where the orange color is allowed to stand out to enhance the brand's visibility



# Image style

## Places

Documentary images of our workplace or at our customers' sites that capture real work and authentic situations. The images feature a naturally balanced color palette.



# Image style

## Product images

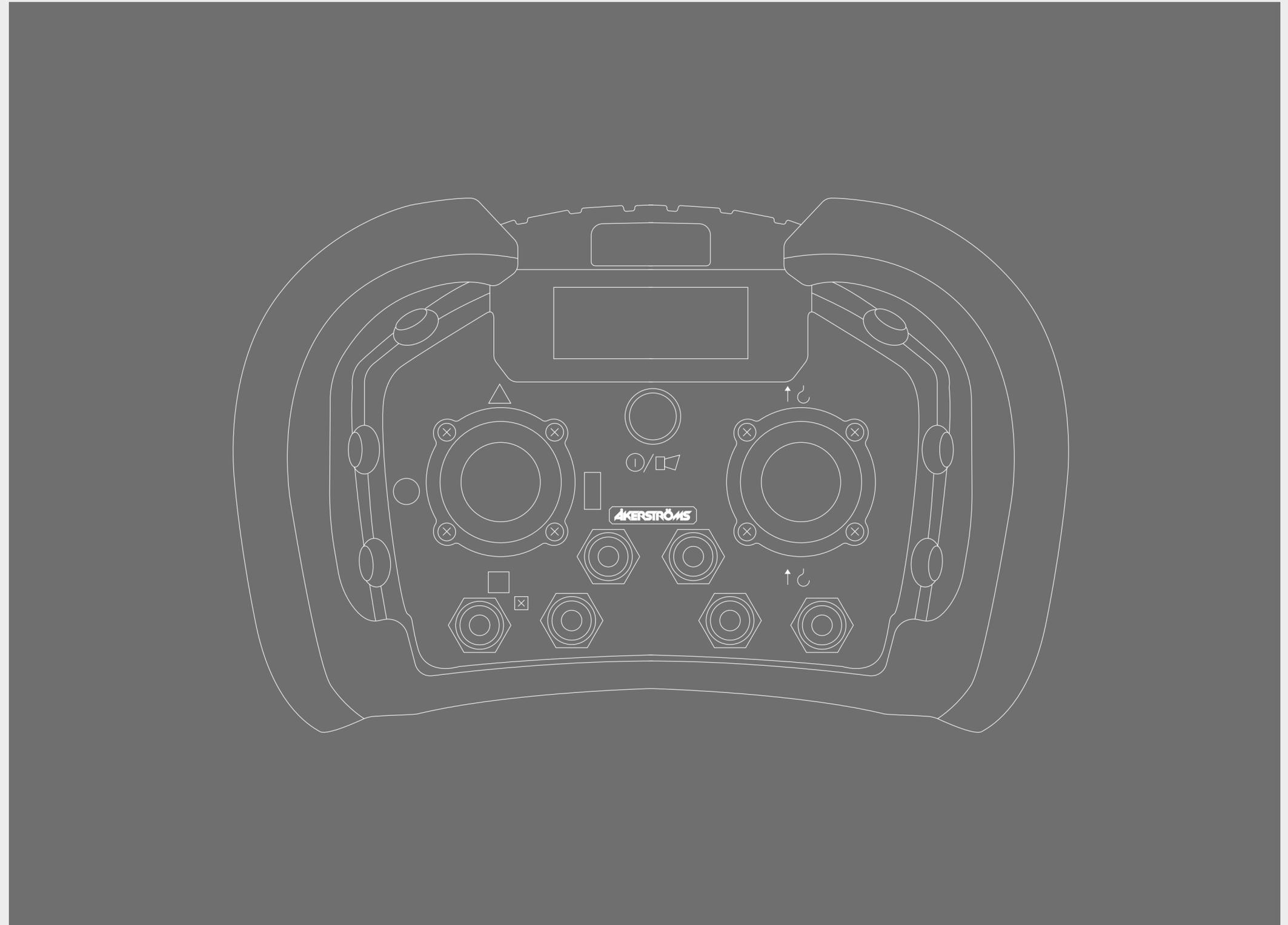
Our product purifications are a key ingredient in our imagery and are produced with a high level of craftsmanship. They are skilfully lit and always high resolution.



# Image style

## Blueprint

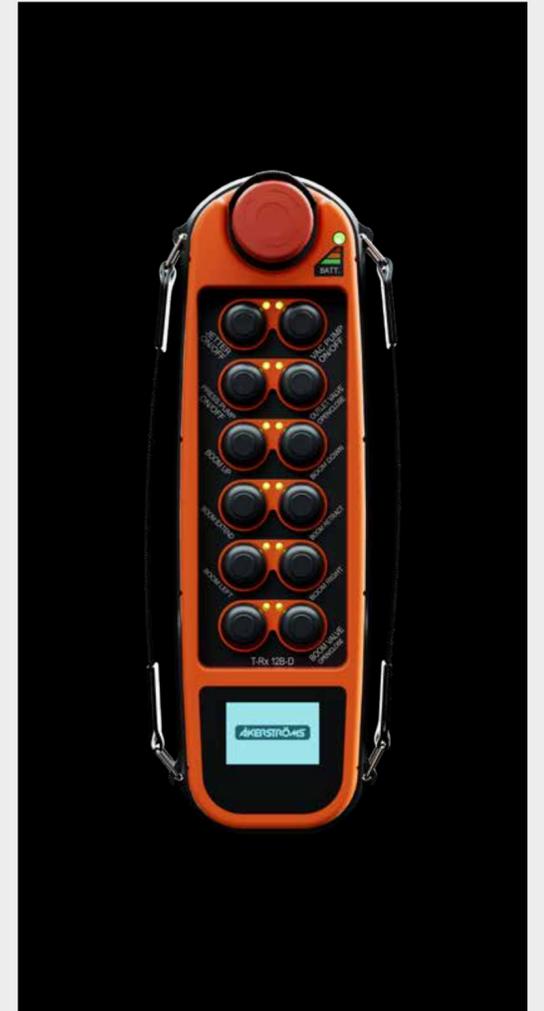
A 2D illustration of products or subjects related to industry. Uniform, fine line thickness. Used against a single-colour background.



# Image style

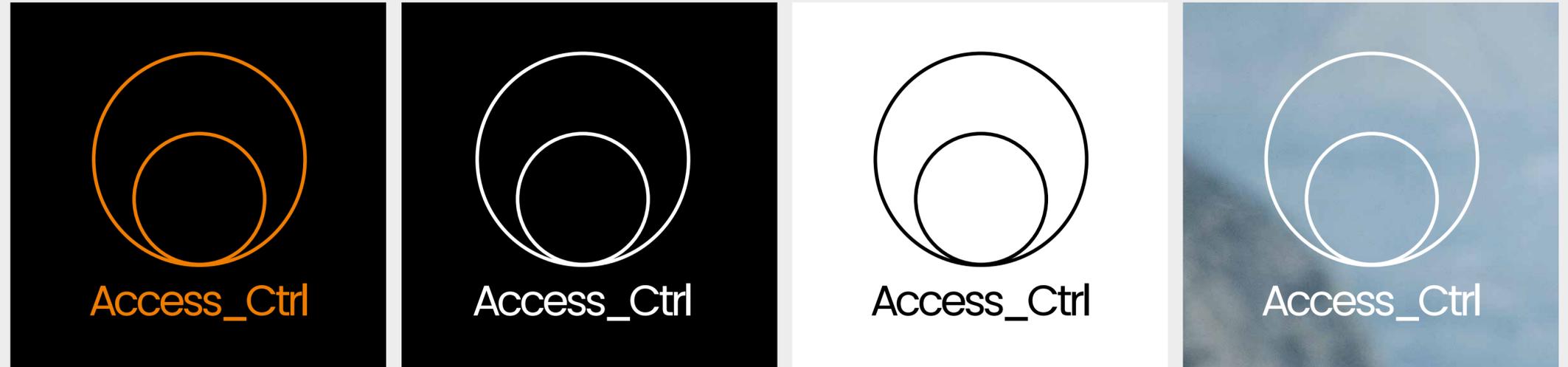
## Composite image

Together, these four image categories form the entirety of Åkerströms' visual expression. When designing communication materials, this mix should be used where appropriate.



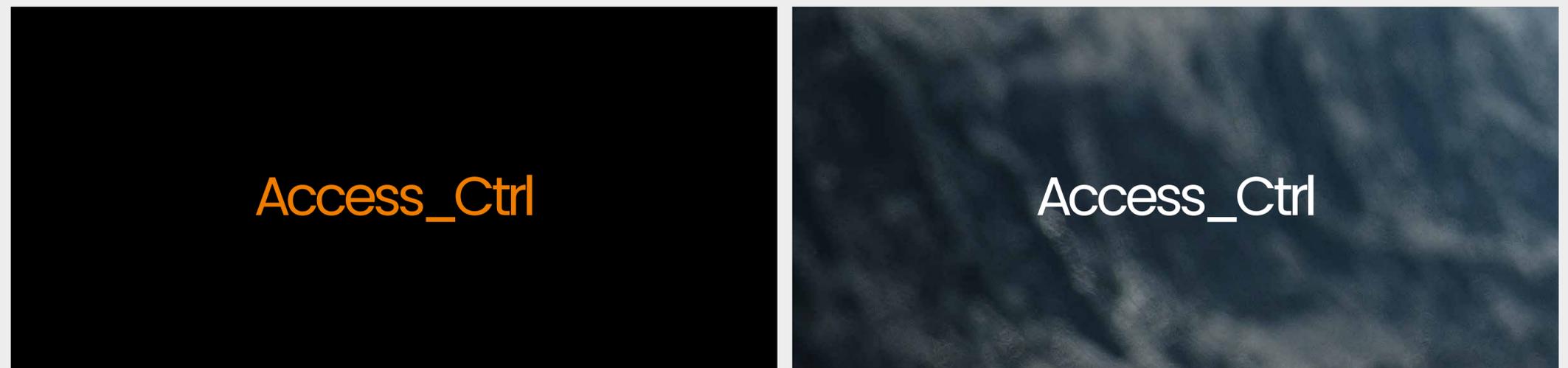
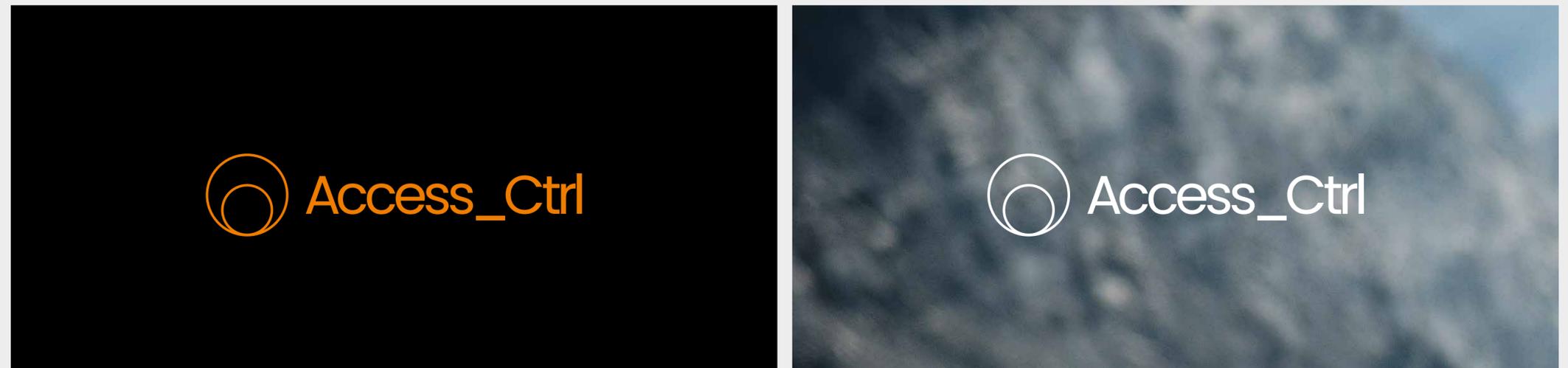
FUNCTIONS  
SIX TWO-STAGE BUTTONS  
RADIO TYPE  
FM GMSK  
TEMPERATURE RANGE  
-25 TO +55°C  
RADIO FREQUENCY  
433-434 MHZ, 2.4 GHZ

# 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 externam Pa cus re, ent dolest atia dolecea veles dolorion nobis porae es doluptatur? Rovit molupta.Amet aut quosse resto qua aceaquas.

FUNKTIONER  
SEX TVÅ-STEGSKNAPPAR  
RADIOTYP  
FM GMSK  
TEMPERATUROMRÅDE  
-25° TILL +55°C  
RADIOFREKVENS  
433-434 MHZ, 2.4 GHZ

## Lorem ipsum

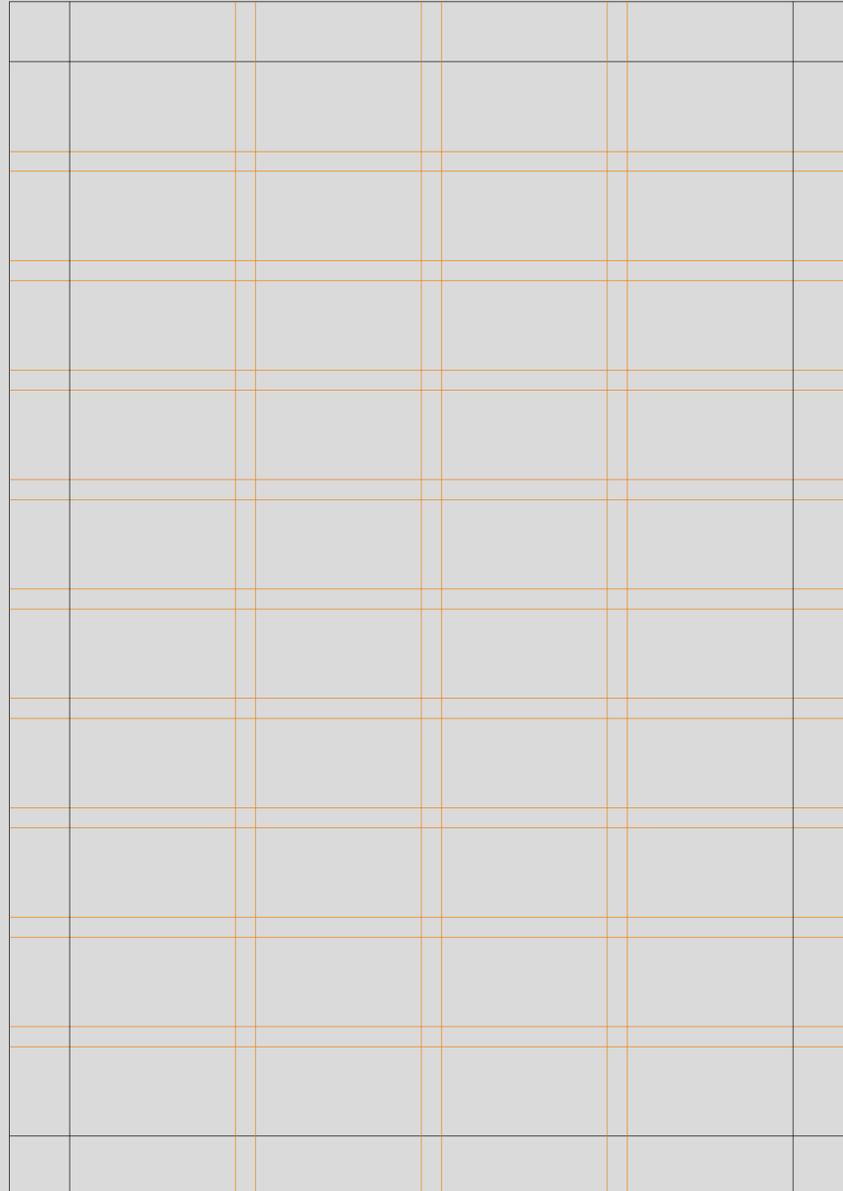
Quae et, te pellupiet assimus di voluptatem dis res et eum fuga. Aliquam aligend itiati ellendi tecepel itasperfero maximperro occullore volorem doleste ndessi sunt, sit pres et, quamet externam Pa cus re, ent dolest atia dolecea veles dolorion nobis porae es doluptatur? Rovit molupta.Amet aut quosse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

# 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).

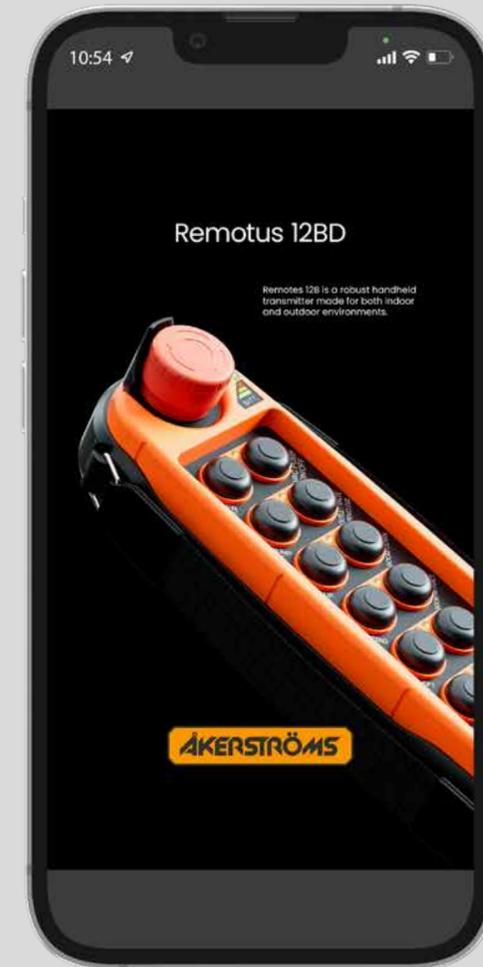
The following pages show examples of different designs.





# Grid

Social media



# Application

Examples of how the logo is used on clothing and products.

