



DESIGN AND BRAND GUIDELINES

2019-06a



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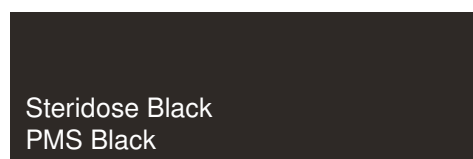
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THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the Steridose corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the cohesive and harmonious look of the Steridose brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

The Steridose Company has two main colors: Black and blue, preferably on a white background. These colors have become a recognizable identifier for the company.



Color codes

CMYK: 100 / 0 / 0 / 0

RGB: 000 / 000 / 000

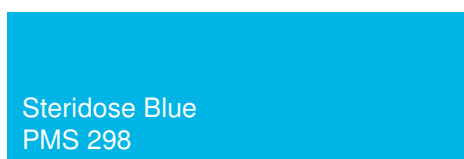
Web: #000000

Pantone: Black

Color tones



100 % 80 % 60 % 40 % 20 %



Color codes

CMYK: 71 / 8 / 0 / 0

RGB: 0 / 178 / 238

Web: #00B2EE

Pantone: 298

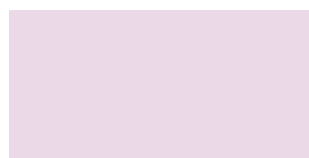
Color tones



100 % 80 % 60 % 40 % 20 %

THE SECONDARY COLOR SYSTEM AND COLOR CODES

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Steridose company. Use them to accent and support the primary color palette. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.



Color codes

CMYK: 6 / 15 / 1 / 0

RGB: 240 / 225 / 239

Web: #F0E1EF



Color codes

CMYK: 28 / 99 / 2 / 0

RGB: 189 / 10 / 127

Web: #BD0A7F



Color codes

CMYK: 34 / 3 / 6 / 0

RGB: 178 / 219 / 237

Web: #B2DBED

Stop using
this shape



Stop using
this shape



LOVE OUR LOGO, AND TREAT IT RIGHT

Corporate identity elements

The Steridose corporate logo comprises two elements, the logo symbol and logo type. The proportional relationships between the elements of the logo, as well as the colors, are predetermined and are not to be changed.

The logo symbol illustrates the environment in which our products work, and the results our products contribute to.

The logo type has been carefully chosen for its highly legible style, which has been further enhanced by the use of upper-case letters. The typeface of the logo type is Futura Condensed Extra Bold, and are not to be used any other text.

Primarily the blue and black logo should be used on a white background for maximum impact and clarity. In cases where the color logo is not appropriate, like in engraving or embroidery, the monochrome and inverted monochrome versions are available for use.

By applying these rules, we care for our visual identity and thereby our brand.



The Steridose Logo

The main logo is the dark logo used on white or colored background. For colored backgrounds please see the inverted alternative.

A The Logo Symbol

The symbol consists of a powerful element illustrating mixing.

B The Logo Type

Carefully chosen for its refined, highly legible style, which has been further enhanced by the use of upper case letters.

Logo construction and clearspace

It is important to keep the logo clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the logo. This exclusion zone indicates the closest any other graphic element or message can be positioned in relation to the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Whenever you use the logo, it should be surrounded with clear space equivalent to the letter “E” in the Logo title, to ensure its visibility and impact.

Attention:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency.

- Never invert the logo, use the inverted version
- Do not alter the logo symbol
- Do not alter the logo type style
- Do not change size relationship between the logo symbol and logo type.
- Do not change the proportions of the logo vertically or horizontally

Please consult with Steridose if you have any questions or need further help.

The Monochrome logo

When the background is light the monochrome or two color logo can be used. If the background is darker, use the inverted logo.



The Inverted monochrome logo

If the background color is dark or similar to the logo colors, use the inverted logo.



THE TAGLINE

Our tagline is "providing the perfect mix..".

We use it to unify our company's marketing strategy by attracting attention to a distinctive product feature. To make the tagline appear in a familiar way we always use the Adobe Garamond typeface, in the color CMYK 27,100,0,0 / RGB 189,10,127 / HEX #BD0A7F.

Compared to other texts, this deviation in typeface and color is not a problem as the tagline is not to be used within body text, it does its job best as a single statement at the end of a message.



THE CORPORATE FONTS AND TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Steridose communications. In print we use ChevinBold as the Typeface for headlines, DejaVu Sans for sub-headings and NimbusSanL for body text, tables and data.

For office communication we use Calibri.

Chevin Bold

Characters: **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures: **0 1 2 3 4 5 6 7 8 9 0**

Special characters: **! “ § \$ % & / () = ? ` ; :**
¡ “ ¶ ¢ [] | { } ≠ ¿ ‘
« € ® † “ / ø • ‘
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Usage:
Headline typeface

DejaVu Sans Condensed

Characters: **A B C D E F G H I J K L M**
N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures: **0 1 2 3 4 5 6 7 8 9 0**

Special characters: **! “ § \$ % & / () = ? ` ; :**
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Usage:
Sub-heading typeface

Nimbus Sans L

Characters: A B C D E F G H I J K L M
(Regular) N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Characters: **A B C D E F G H I J K L M**
(Bold) **N O P Q R S T U V W X Y Z**
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures: 0 1 2 3 4 5 6 7 8 9 0

Special characters: ! “ § \$ % & / () = ? ` ; :
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Usage:
Body text typeface

Calibri

Characters: A B C D E F G H I J K L M
(Regular) N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m
n o p q r s t u v w x y z

Figures: 0 1 2 3 4 5 6 7 8 9 0

Special characters: ! “ § \$ % & / () = ? ` ; :
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æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Usage:
Office typeface



providing the perfect mix...

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