



Graphic guidelines

Version 1.0

ESSVE[®]

A B&B TOOLS COMPANY

Graphic guidelines

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What & why?

Everything we do affects the way customers see us: everything we say and write, how we behave, how we present ourselves and our products, our printed material and our advertising. In every context, we must reflect our customer promise: “ESSVE provides smarter solutions for a good job faster.”

For all of us to be seen as part of the same company, we have to act uniformly and put forward the same strong arguments in the same consistent manner. Doing this also allows us to benefit from the important synergies generated by our centrally and locally produced communications. This enables all of us to get even more out of our efforts.

This manual contains practical graphic guidelines for our printed material and our advertising. You will find clear examples of printed material, signs and ads, along with information on the typefaces we use, logos, colour samples and so on. Follow these guidelines for design and layout in all the material you produce.

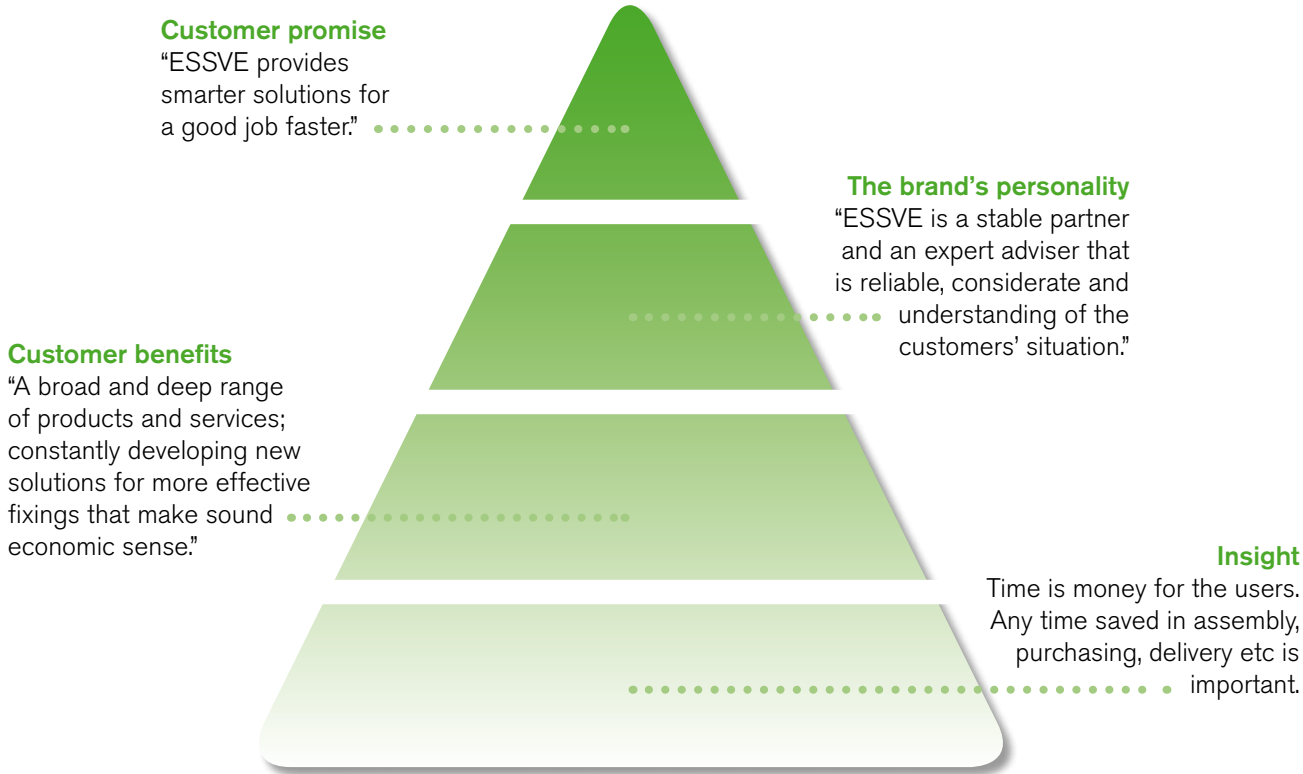
A handwritten signature in black ink, appearing to read 'Magnus Nilsson', with a stylized flourish at the end.

Magnus Nilsson
Communications Director

Our customer promise in practice

Your argument, whether spoken or written, must be rooted in our customer promise. It must always exemplify how we simplify our customers' work and make their life easier with our products and solutions. Everything we produce in the form of ads, signs, printed material and so on must reflect our customer promise and our core values. The words don't always have to appear in the text, but the images, layout and wording must always exude quality and reliability.

Our brand platform



Our customer promise in practice

Putting forward your argument

Highlight the user benefit in the heading, preferably in an unusual and inventive way. It has to reflect our customer promise about smarter solutions. In this case, we've focused on the Cutter's ease of sinking and reduced risk of splits and splinters.



One ad, one argument. Concentrate the text around just one strong customer benefit if possible. This increases the chances of capturing the attention of the reader.

Our web address must always be included.

In bodytext always write ESSVE in upper case.

Always write from the user's perspective, avoid using 'we'.

In the text, turn the product's properties into advantages for the user. Base this on the needs and problems of the builder.

Communication must be quick and concrete. Go straight to the customer benefits without any diversions. Remember that fixings are a low-interest area for the customer. However, he is always interested in saving time and effort.

Our customer promise in practice: how to write

We want to communicate the fact that we solve customers' fixing problems with our innovative and smart solutions, and that we have products for all fixing needs in our broad and extensive range. If we can do this, we'll win the battle for customers. But saying that is not enough. After all, everyone says that their products are innovative, unique etc... So we also have to communicate a little better, a little more clearly and a little faster than our competitors.

What to avoid. Avoid empty phrases and clichés, hackneyed words and expressions that have lost all meaning, e.g. 'high quality', 'ultramodern', 'cutting edge product', 'market leading', 'user friendly' and so on. Also avoid superlatives such as best, strongest and fastest (even if you have proof). There is always a more attractive way to express this.

Bear in mind that we also don't talk about cheap solutions, because that sounds cheap and does not reflect our brand. However, we are happy to talk about the economic sense in customers choosing our products (everything from time savings to less risk of mistakes, fewer fixings required etc...).



ESSVE

The decking screw that makes kids happier.

EXAMPLE

New!

No more kids in tears with splinters in their feet when you use Cutters™ CoriSeal®. Smart twin threads and cutting grooves sink the whole screw into the wood with no splitting and splinters. The groove and the screw's wax coating also mean that it goes in more easily. It takes 30% less energy from you and your screwdriver, which naturally makes the job faster and easier.

You can also be sure that your screws will last as they come with the top corrosion protection on the market – CoriSeal – our patented and type approved surface treatment, Class C4.

www.essve.se

Our customer promise in practice: how to write

- Get straight to the point. Focus on usefulness and concrete customer benefits. Preferably with a twist.



EXAMPLE

New!

No more kids in tears with splinters in their feet when you use Cutters™ CorrSeal®. Smart twin threads and cutting grooves sink the whole screw into the wood with no splitting and splinters. The groove and the screw's wax coating also mean that it goes in more easily. It takes 30% less energy from you and your screwdriver*, which naturally makes the job faster and easier.

You can also be sure that your screws will last as they come with the top corrosion protection on the market – CorrSeal – our patented and type approved surface treatment, Class C4.

www.essve.se

- Think about what the great properties of our products lead to. Write that down and create credibility by then explaining why.

- Support your claims, preferably with independent tests, classifications, approvals etc.

- Write as concisely as you can. Concentrate on one key message per ad/letter/brochure.

There's a difference between ESSVE and ESSVE

Within ESSVE we have a rather unusual situation because we have the same company name and product brand. To keep these two brands separate we have created two versions of our logo.

The company logo is green and only appears together with the tagline A B&B TOOLS COMPANY. This logo is only used when the company is the sender.



The product logo is white with no tagline. This is what you should use in all your marketing material. Always try to use the green background. If that's not possible, use white.



Our logo

A logo is more than just a name. It's an image and a symbol of the whole company and everything we stand for. Treat our logo with respect and give it the space it deserves. It must not, under any circumstances, be changed or cropped.

The logo must always be placed on our green signature colour. Read more about our signature colour on page sid 6:1.

Note: The ® symbol must always be included with the logo. Do not remove it.



Logo in different file formats

The logo can be downloaded in two different file formats: eps and jpg. They have different areas of use.

eps is a vectorised version, i.e. it can be expanded and contracted while retaining the same proportions. This format covers the vast majority of needs.

jpg is a pixel-based format for use primarily in digital media as banners etc, but also in Word templates.

Our logo: positioning

Wherever the logo appears, it must be easy to see and identify. We must be consistent with the logo's size, positioning, colour and spacing. It should be placed in the right-hand corner: in the bottom corner of leaflets and in the top corner of ads and signs.

On clothing, give-aways, signs and so on, the positioning may be decided on a case-by-case basis. On clothing the positioning can also be a little more discreet.



The logo is placed in the bottom right-hand corner of leaflets.

The logo is placed in the top right-hand corner of ads and signs.



Our logo: clear space

The clear space is the empty field around the logo. There is a minimum distance between the logo and surrounding text, images and margins that you must respect. Our logo must never be squeezed into too tight a space. If space is too tight, either reduce the size of the logo or move the surrounding elements such as images, text etc. The clear space also applies to the outer edges of the printed material and signs that you produce.

It's easy to work out how much clear space there should be. The space should be equivalent to half the height of the logo's upper case E in all directions.



Our logo: size

Always try to achieve a balance concerning the size of the logo. Too small a logo is just as bad as too large a logo. It gives an uncertain and forced impression. Follow these recommendations as far as possible.

The size is measured in upper case.



The minimum size is 6 mm.

Format of printed material	Logo size
A6 (105 x 148 mm)	12 mm
A5 (148 x 210 mm)	15 mm
A4 (210 x 297 mm)	21 mm
A3 (297 x 420 mm)	31 mm
50 x 70	44 mm
70 x 100	63 mm
Roll-up 1 x 2 m	90 mm

Typeface

The typeface is also part of our graphic identity. That's why we always use the same typeface in all markets and in all contexts. Our typeface is called Berthold Akzidenz Grotesk and is practical and functional, as well as being modern and easy to read. It works well in all media and for all types of text, in headings and bodytext and also in smaller sizes in tables, fact boxes etc. Our typeface is available in all writing and layout programs. In headings we use a bolder variant and in bodytext the normal one, called Regular. The typeface can be downloaded from our media database Pablo.

Headings: Berthold Akzidenz Grotesk Bold/X Bold/Super

Bodytext: Berthold Akzidenz Grotesk Regular

Berthold Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö

Berthold Akzidenz Grotesk Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö

Berthold Akzidenz Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö

Berthold Akzidenz Grotesk Super

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö

Berthold Akzidenz Grotesk Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖ
abcdefghijklmnopqrstuvwxyzääö

Graphic elements

A unique graphic identity is a composition of many parts, including colours, pictures and so on. Everything combines to create the image of ESSVE. Make sure that all the parts are included and that they follow our uniform design in everything you yourself produce. This example is an advertisement. It can be downloaded as a template from our media database Pablo.

The typeface for headings and bodytext must always follow our graphic identity. See chapter 5:0.

The green decoration at the top and bottom is part of our unique identity. Read more about this in section 6:1.



Read more about the **logo's positioning**, clear space and size in chapter 4:0.

Read more about the **unique style** of our product images, our image library and our photo studio in chapter 7:0

We have ready-made templates for **highlights**, when you want to draw particular attention to something. See section 6:3

The **packaging** is a natural part of our product marketing.

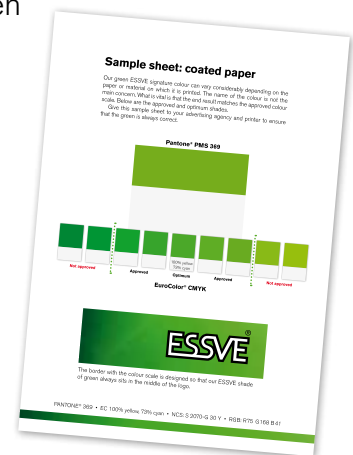
The **web address** must be included on all our items.

Graphic elements: colour and decoration

The colour green has long been synonymous with ESSVE and gives us a clear profile in the market. Unfortunately, it has been difficult achieving the right shade in print. Things will now be easier with our separate sample sheet, which you can take to the printer. We also recommend that you always print on coated, preferably gloss, paper since uncoated paper absorbs the ink and affects the shade.

In our templates for advertisements, signs and leaflets, we have created a coloured border that goes from dark green to light green. This makes it easier to achieve the right shade of green. The coloured border is always included in the templates. Use the solid green in print when there are no ready-made templates. The colour border can be downloaded from our media database Pablo.

Use our separate sample sheet in your contact with the printer, advertising agency etc. You can get this by contacting our marketing department.



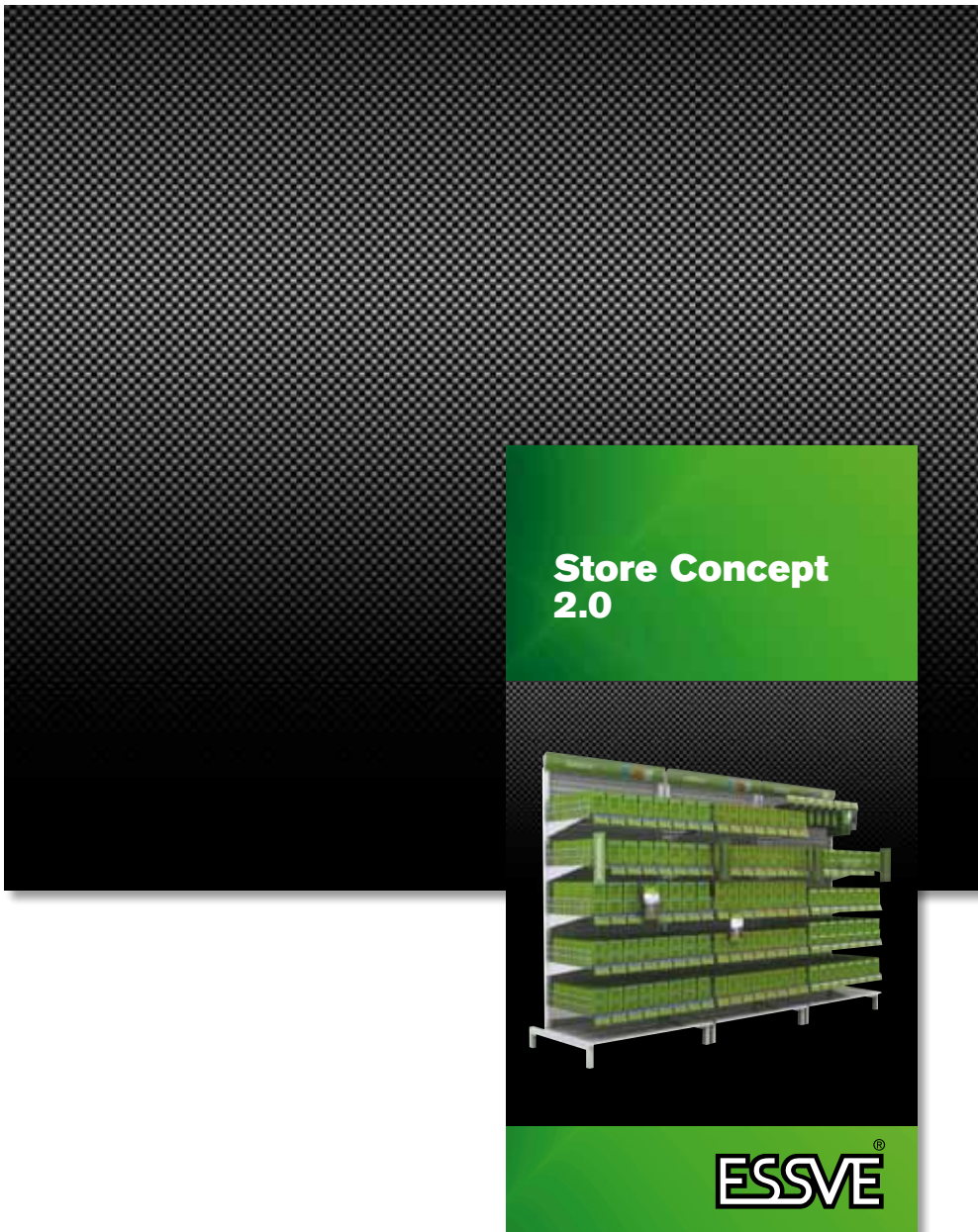
The border with the colour scale is designed so that our ESSVE shade of green always sits in the middle of the logo.



PMS: 369
EC: 100% yellow 73% cyan
NCS: S 2070-G 30 Y
RGB: R75 G168 B41
HEX: #58AB27

Graphic elements: image background

On those occasions when you use transparent images in your advertising and printed material, for example of products, stands, packaging etc, you'll find our image background extremely useful. It has been developed to highlight and bring the images to life, making them stand out better. The background is a vectorised template that can be downloaded from our media database Pablo. To access it, go to our website, where there is a link and a form for requesting a password.



Graphic elements: highlights

When you want to emphasise something particular in your printed material and ads, e.g. promotional prices, news, competitions, events, demos etc, use our profiled highlights. These are available as ready-made templates from our media database Pablo. Choose between green and red. Use them in moderation. One per item is enough, otherwise you risk damaging the success of the communication.



Graphic elements: images

The image is probably the strongest of our various graphic elements. We can use it to arouse the customer's interest and set us apart from our competitors.

We have now created a large internal image library within ESSVE. Here you'll find product images, profiling images, situational images and packaging images – and the number is constantly growing. Contact the marketing department for a password and assistance. We have also launched our own photo studio, which you can contact when you need to produce new product images.



We have developed our own distinctive image style for presenting our products. You'll find a growing number of these images in our image library. A link to the media database Pablo can be found on our website www.essve.se

Printed material

We produce a wide range of printed material, everything from small product leaflets to point of sale material, sponsorship signs and whole catalogues. They differ hugely in terms of scope and size. It is therefore important that we maintain consistency in the design with a clear shared graphic identity. This includes our signature green, the border at top and bottom, our image style, our typeface and so on. Do what you can to keep to our profile. Our ready-made templates will be extremely helpful in this respect.



ESSVE® NAILGUN CAMPAIGN
15/10/09 – 28/02/10

That's nailed it!
Complete packages for professionals

COMPETE & WIN! • PAGE 8



ESSVE®


Takes harder knocks

Ribbed FZV hot galvanized

- For outdoor building work. The friction surface of the ribbed nail gives higher pull-out retention than a round nail, ensuring a stronger join.
- Produced in Scandinavia under the strictest quality control.
- 100% ore-based quality nail.
- For the ultimate hardness, the raw steel contains no slag products.

Even and high carbon content coupled with alloys of manganese and silicon guarantees a hot galvanized layer of at least 70 µm.

RRP 645
499
Excl. VAT 624 incl. VAT
Art. no. 228053
NOBB no. 21736567



Decking screw
Faster work. Less effort.

ESSVE®

Printed material: products & services

Our leaflets for product presentations follow a set design that you must not change. Use our ready-made templates and add as many pages as you need.



Format 109 x 210 mm
Border top and bottom
Heading with descriptive line of text
Logo in bottom right-hand corner

Printed material: campaigns

Printed material for a campaign can take on a freer form. However the green border and our highlights remain compulsory. The rules on the logo and our font also still apply. We recommend using our templates as a starting point when designing your own campaign material.



Example of campaign material:
Here our logo works like a newspaper title.

The freer design allows for multiple highlights.

The border at the top and bottom follows our graphic guidelines.

Point of sale material

It is essential that your point of sale material also keeps to the same consistent design as our other material. This applies to everything from small shelf wobblers to large stands, signs and posters. Use our images and templates as your starting point. Contact head office if you're unsure about design and content.

We have ready-made templates for posters and signs.



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RRP 645
499

Excl. VAT. 624 incl. VAT
Art. no. 226053
NOBB no. 21795567

CUTTERS

Advertising

Our media database Pablo contains ready-made templates for a range of different ads, large and small. Use these for your marketing. If you can't find the exact ad format you want, start with the template that is closest to your required format and proceed from there.

Example of a product ad

ESSVE

The decking screw that makes kids happier.

New!

No more kids in tears with splinters in their feet when you use Cutters™ CorSeal®. Smart twin threads and cutting grooves sink the whole screw into the wood with no splitting and splinters. The groove and the screw's wear coating also mean that it goes in more easily. It takes 30% less energy from you and your screwdriver, which naturally makes the job faster and easier.

You can also be sure that your screws will last as they come with the top corrosion protection on the market – CorSeal – our patented and type approved surface treatment, Class C4.

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Example of a product ad with the reseller's logo

ESSVE

The decking screw that makes kids happier.

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ESSVE Cutters are available from
Reseller's logo

All templates

All the templates are available from our media database Pablo. They are produced in the programs InDesign, Illustrator or Photoshop CS3. Download them yourself or your advertising agency can do it.

A link to the media database Pablo can be found on our website www.essve.se