



GRANBERG BRAND MANUAL

Guidelines for the use of the Granberg brand



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STRATEGIC FOUNDATION

VISION

To offer the right hand protection thru customer proximity, responsiveness, knowledge and technological innovation.

MISSION

To be the first choice for hand protection.

CORE VALUES



Be honest and real, do everything with integrity.



Be courageous. Building great things means taking risks.



Be passionate, be committed in heart and mind.



Be a team player. Together everyone achieves more.

TAGLINE

Fearless performance®

INFORMATION

CORPORATE BRAND MANUAL

This corporate brand manual contains guidelines for the correct use of Granberg AS logo and the logos of brands related to Granberg AS.

The logo must always be used in relation to products from Granberg AS (distributors web site, brochures, adverts etc)

All use of Granbergs corporate name, logo, or products must be approved by the Marketing Department at Granberg AS:.

Please contact Irene Landa by e-mail: il@granberg.no or call +47 901 78 299

PRIMARY CORPORATE LOGO

CORPORATE LOGO

The corporate logo consists of two elements: logo and text.
The logo must always be used in its original form.
Colour and text must not be altered.



MONOCHROME CORPORATE LOGO

The monochrome corporate logo must be used in 100% black or 100% white. The logo must always be used in its original form.



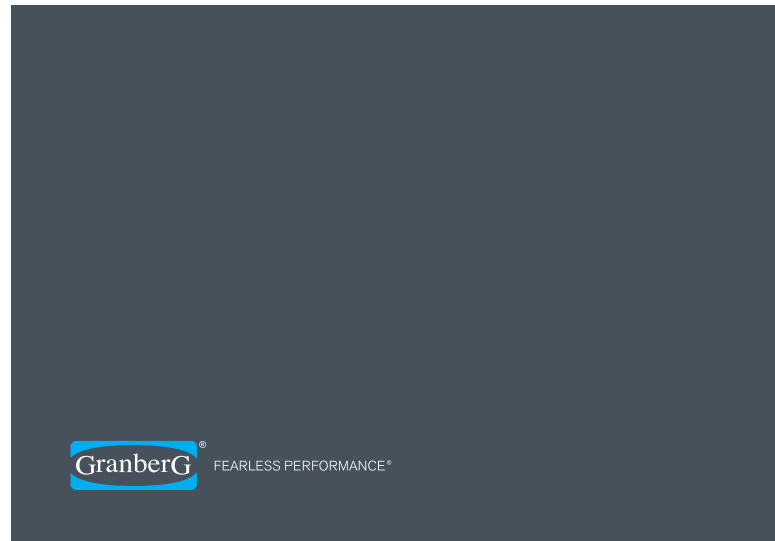
CORPORATE LOGO WITH SLOGAN

LOGO WITH SLOGAN

The corporate logo with slogan consists of two elements: the logo and slogan. The logo must always be used in its original form.

Logo with slogan on the right:

To be used when logo is placed on the left side of the artwork

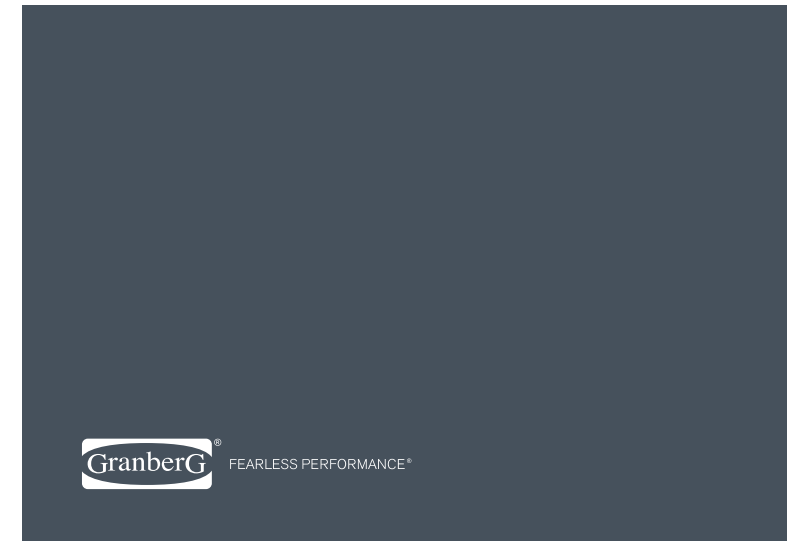


MONOCHROME LOGO WITH SLOGAN

The monochrome corporate logo with slogan must be used in 100% black or 100% white. The logo must always be used in its original form.

Monochrome logo with slogan on the right:

To be used when logo is placed on the left side of the artwork



CORPORATE LOGO WITH SLOGAN

LOGO WITH SLOGAN

The corporate logo with slogan consists of two elements: the logo and slogan. The logo must always be used in its original form.

Logo with slogan on the left:

To be used when logo is placed on the right side of the artwork



MONOCHROME LOGO WITH SLOGAN

The monochrome corporate logo with slogan must be used in 100% black or 100% white. The logo must always be used in its original form.

Monochrome logo with slogan on the left:

To be used when logo is placed on the right side of the artwork



CORPORATE LOGO WITH SLOGAN

LOGO WITH SLOGAN

The corporate logo with slogan consists of two elements: the logo and slogan. The logo must always be used in its original form.

Logo with slogan centered:

To be used when logo is placed centered on the artwork



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MONOCHROME LOGO WITH SLOGAN

The monochrome corporate logo with slogan must be used in 100% black or 100% white. The logo must always be used in its original form.

Monochrome logo with slogan centered

To be used when logo is placed centered on the artwork



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POSITION AND PROPORTIONS

MINIMUM SIZE OF CORPORATE LOGO

The primary corporate logo cannot be used if it is smaller than 25 mm, in order to ensure the logo is legible. The logo may be enlarged to various sizes as long as the proportions remain intact.



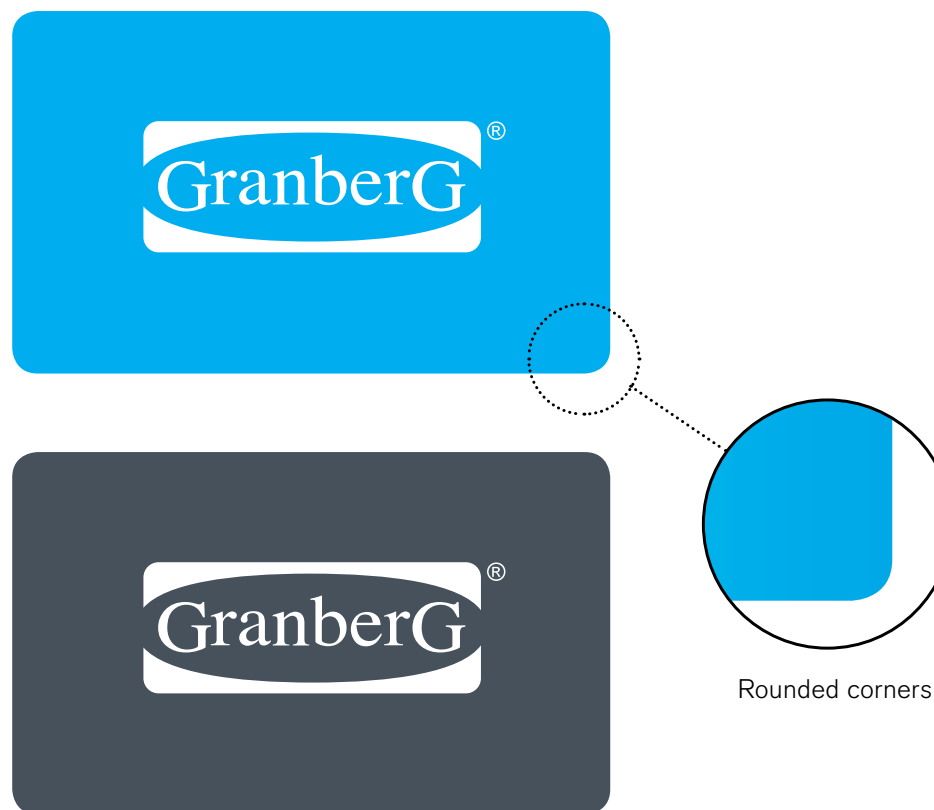
DISTANCE

To ensure the logo design remains intact, other elements are not to be placed closer than X to the corporate logo.



ALTERNATIVE BACKGROUND

If the background makes it difficult to adhere to the corporate brand manual guidelines, an alternate background can be used. The minimum distance from other elements still applies.



CORRECT USE

EXAMPLES

The logo must always be used in compliance with the guidelines of this corporate brand manual. Here are examples of the correct and incorrect use of the logo:

Correct use of proportions in logo



Incorrect use of proportions in logo



Correct use of logo in full saturation



Incorrect use of logo: Transparent

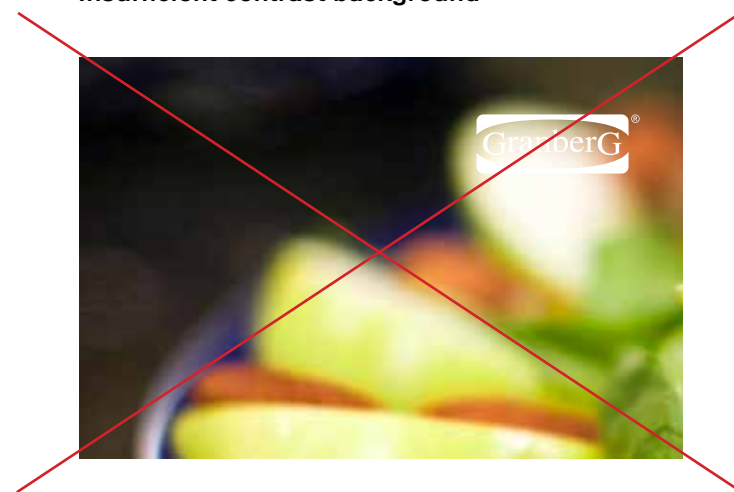


CORRECT USE

Sufficient contrast and background



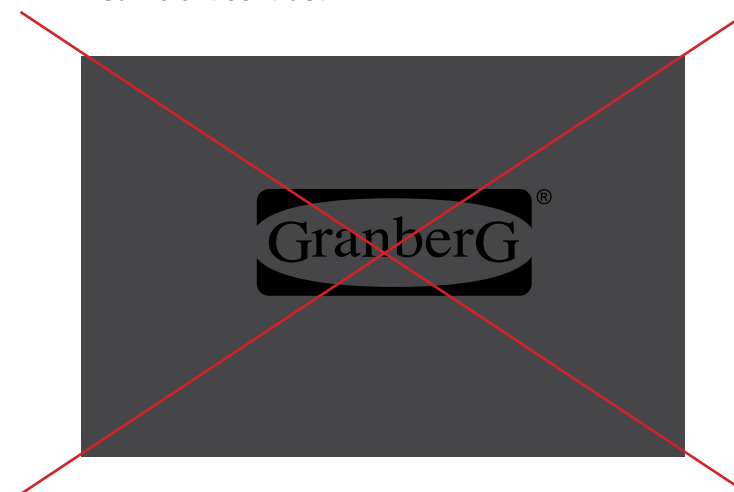
Insufficient contrast background



Sufficient contrast



Insufficient contrast



CORRECT USE

Correct use of logo with no background color behind the text in the logo



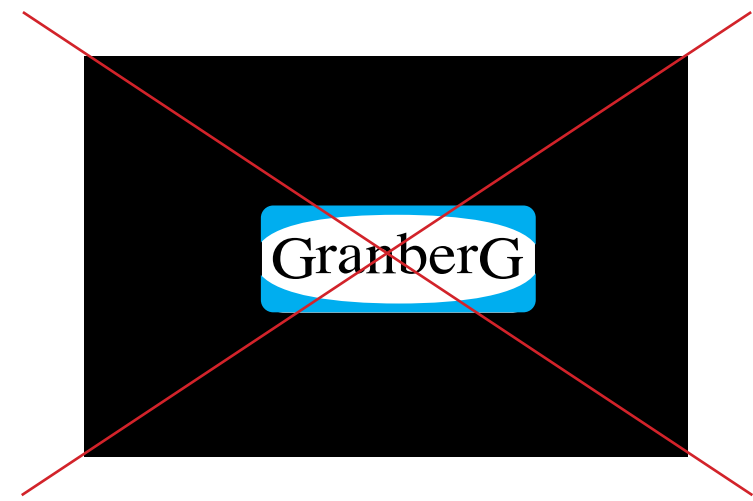
Insufficient color behind logo: white color behind the text in the logo.



Correct logo version



Incorrect logo



CORRECT USE

Correct logo



Incorrect logo



BRAND LOGOS

Granberg AS owns several brands. The logos of these brands must also be used according to the guidelines for the corporate logo, which are detailed in this corporate brand manual.



Bamboo®
by Granberg



Black Diamond
by Granberg



Chemstar®
by Granberg



EX®
by Granberg



Granberg®
by Granberg



Magic Touch®
by Granberg




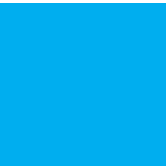
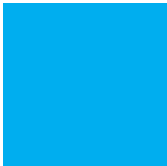





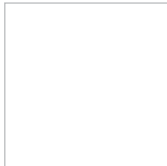



Pro-Fit®
by Granberg



Protector
by Granberg

COLOUR PALETTE

PRIMARY COLOURS

	CMYK	RGB	Pantone
GRANBERG BLUE	 100/0/0/0	 0/174/239	 P115-8C
GRANBERG GREY	 69/54/43/36	 76/84/94	 Solid Uncoated 7547 U
WHITE	 0/0/0/0	 255/255/255	
GREY (alternative)	 0/0/0/85	 74/74/73	 Solid Uncoated Neutral Black U

TYPOGRAPHY

PRIMARY FONT

To ensure all marketing materials display uniformity, the controlled usage of fonts is necessary. The use of defined fonts on all surfaces ensures recognition of Granberg as the sender and provides a clear and tidy impression to the receiver. Only the fonts shown here are to be used in Granberg's correspondence, presentations and marketing materials. Granberg's brand font is Berthold Akzidenz Grotesk.

Berthold Akzidenz Grotesk Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

Berthold Akzidenz Grotesk Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

Berthold Akzidenz Grotesk Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

Berthold Akzidenz Grotesk Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

TYPOGRAPHY

SECONDARY FONT

If it is not possible to produce the brand font, a secondary font may be used as a replacement for Berthold Akzidenz Grotesk.

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

Arial regular

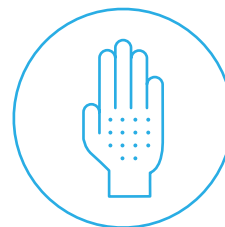
ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

Arial italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
12345678910

SYMBOLS

Granberg has developed an extensive collection of symbols to describe the various traits of its product. If additional symbols are required, please contact Granberg to acquire these. It is not permitted to create different versions of the symbols. The following symbols do not replace symbols for EN standards.



SYMBOLS



Accelerator-free



Anti-vibration



Bacteria resistant



Breathable



Chromium free



Cut resistant



Eco-friendly



Ergonomical fit



ESD protection



Extra long



Flame resistant



Granulated grip



Heat resistant



High visibility



High voltage protection



Impact protection



Non-allergic



Oil repellent



Phthalate free



Powder free



Precision



Puncture resistant



Bacteria resistant



Waterproof



Water repellent



Cold protection



Thumb base reinforcement



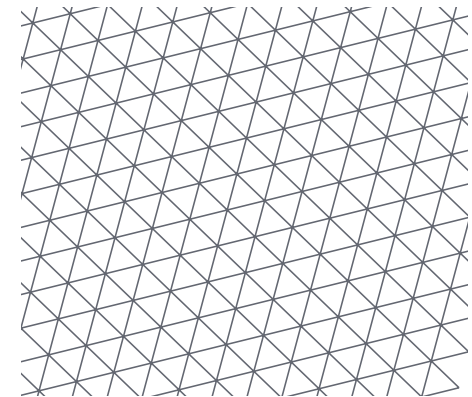
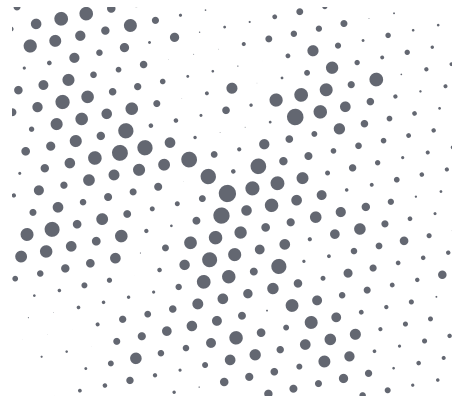
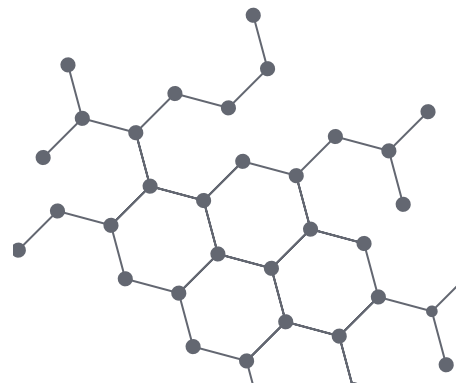
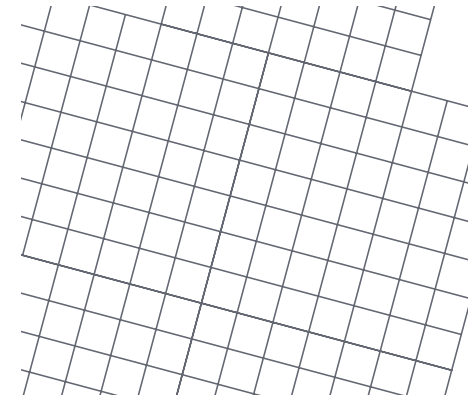
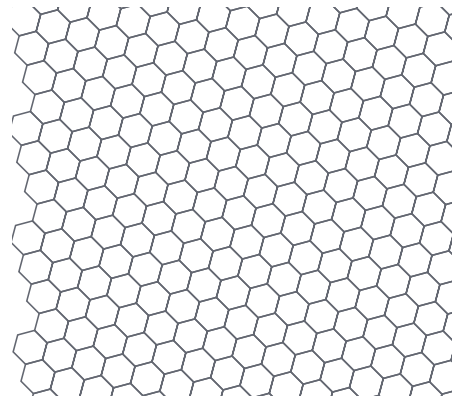
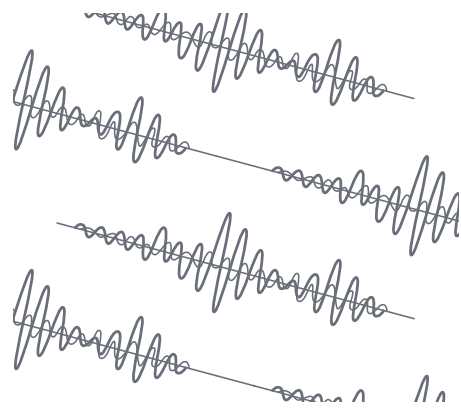
Reinforcement on fingertips



Reinforcement on palm

ADDITIONAL ELEMENTS

Background patterns




ADDITIONAL ELEMENTS

Example of an additional element



STATIONARY

LETTERHEAD AND BUSINESS CARDS

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Customer AS
Attn.: Oia Nordmann
Address 45
4575 City
NORWAY

January 6, 2016

LECTUR ALIC TOTAT QVAEPTATUR

Gia incim aliquidel id quiaecto dolorupta veles dolorei ciassinulpa volum int dolore es dolorrum ut resti vende solorem necture ceatur sus paria quatendant dit aut am quodcil essequate prat i volupti ssequament alitatus acil iminte ne plaut volestlunt qui iusdae exese siminimet quo dolut ut dusci quo essimin ihitisi rem. Et di volupta cones ent reptas im lab inus que ressin nus aut a milique delicia quis eatem facculparia vent.

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
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Best regards


Ole Marthon Granberg
granberg@granberg.no

GRANBERG AS | Bjoavegen 1442 | 5584 Bjoa | Norway | Tel +47 53 77 53 00 | post@granberg.no | Org.no/VAT no 947 780 093
www.granberg.no

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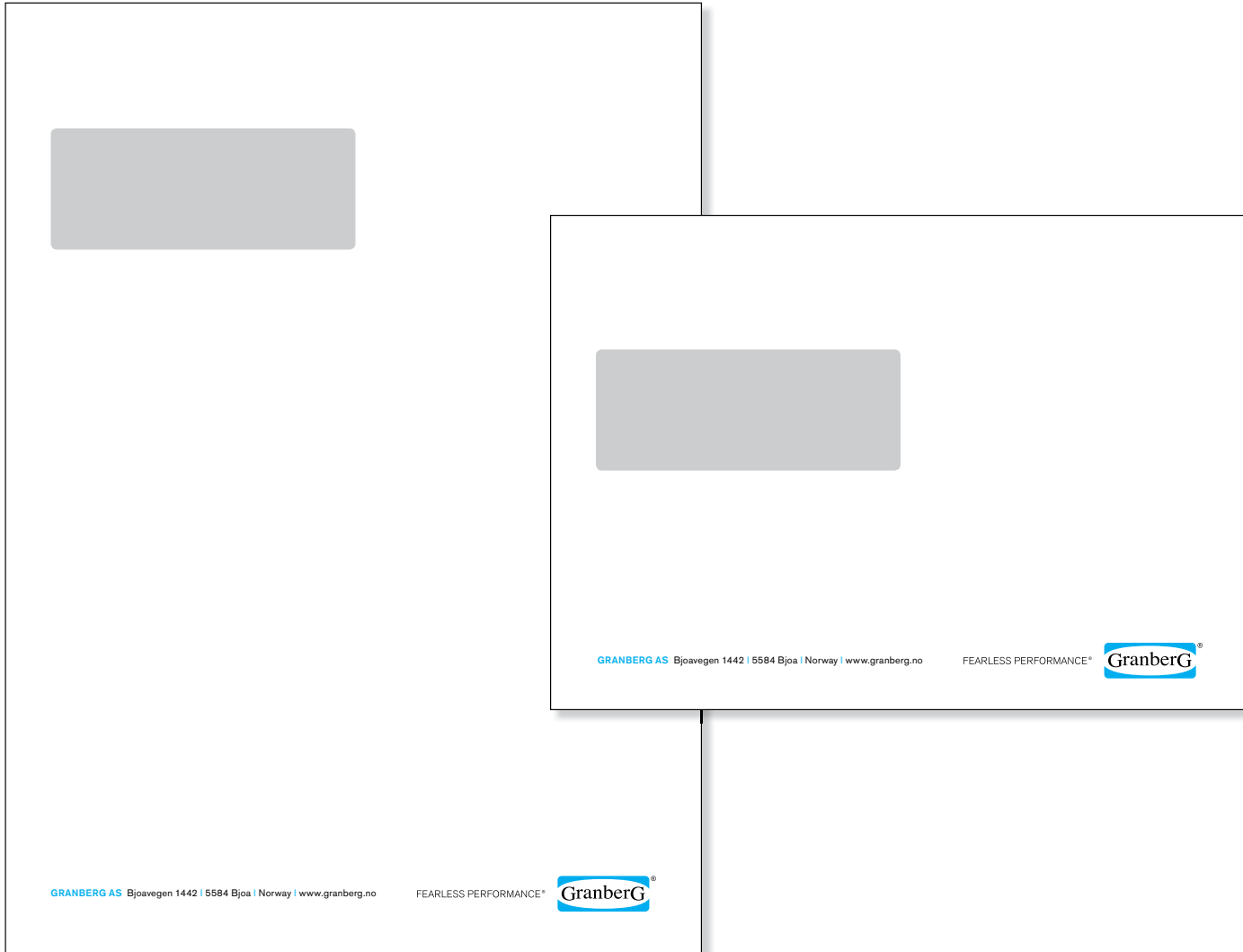
Tore Knapskog
Salgsjef Norge | Sales Manager Norway
+47 918 08 030
tore.knapskog@granberg.no

GRANBERG AS | Bjoavegen 1442, 5584 Bjoa, Norway
Tlf +47 53 77 53 00 | post@granberg.no | www.granberg.no

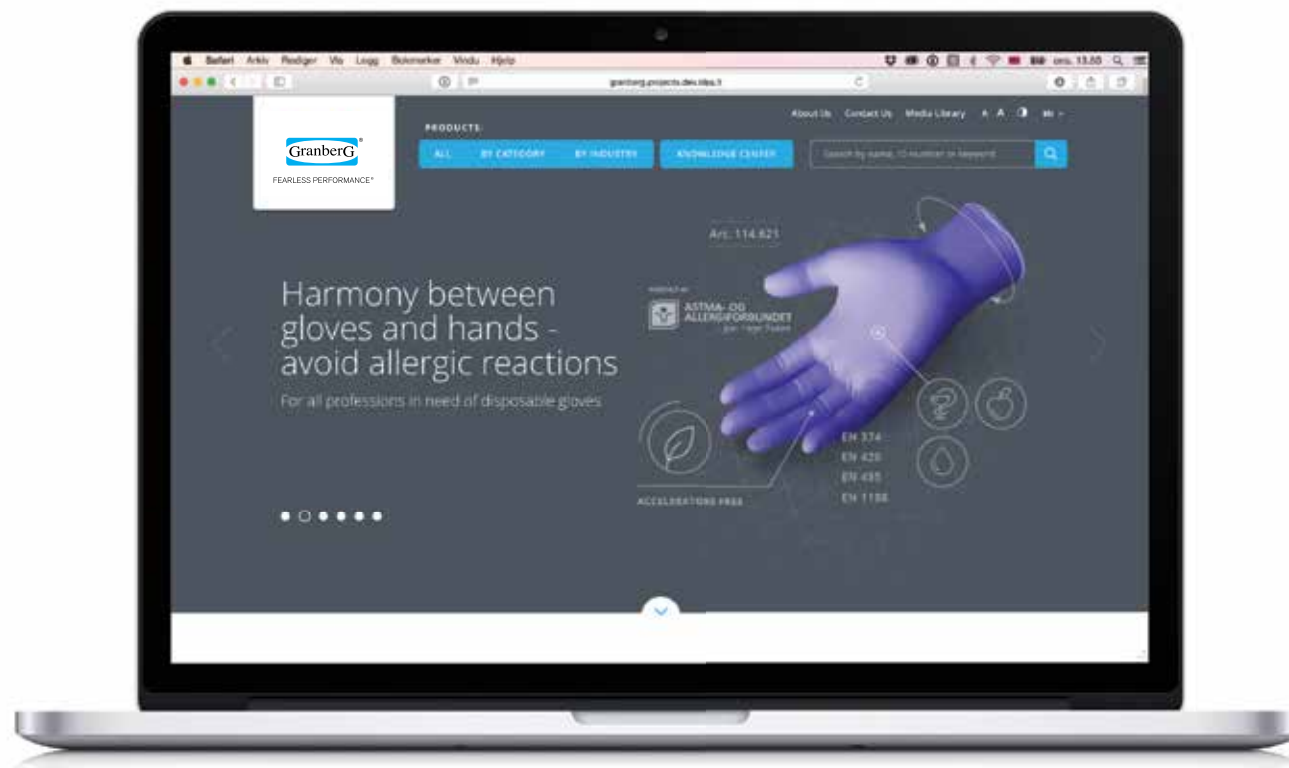

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STATIONARY

ENVELOPES



WEB



Granberg AS

Bjoavegen 1442
5584 Bjoa
NORWAY
Tel.: +47 53 77 53 00
E-mail: post@granberg.no

Granberg Sverige AB

Schubergsvägen 20
311 74 Falkenberg
SWEDEN
Tel.: +46 (0)346 12425
E-mail: post@granberg-ab.se

Granberg Middle East FZC

P.O. Box 54728
Ras Al Khaimah
UNITED ARAB EMIRATES
Tel.: +xxxxxx
E-mail: sales@granberg.ae