

GRAPHIC GUIDE



Opportunities on display



WHY?

A brand is the sum of everything a company does and says. It is its soul. And different brands naturally have different souls. Volvo exudes safety whilst BMW exudes driving pleasure. It's quite simple really.

Every day we come into contact with thousands of brands. We are scarcely out of bed in the morning before we are exposed to at least 20. With this in mind it is easy to appreciate that instructions on how a brand name and its symbol are to be used are important in order to ensure clarity and conviction. It helps to set us apart from other companies in the same industry.

GRAPHIC GUIDELINES

This graphic guide contains graphic guidelines, decor colours and templates for certain printed matter and deals with the part of the Expolinc brand name that is expressed visually. The guide should be adhered to as far as possible. Following these rules is not only in Expolinc's interests—if everyone who sells or markets our products applies the same rules then the brand will remain distinct and will be even more competitive on the market. The more closely you follow the guide the easier it will be to sell our products.

If you have any questions please feel free to contact us at info@expolinc.com or telephone +46 8-546 444 00.

WHO ARE WE?

At Expolinc we usually say that we work with tools that display the communication of our customers. The better the exposure the greater the impact of the communication.

The company was founded back in 1986 with the idea of developing and marketing portable display systems, which are distributed through a worldwide network of dealers.

OUR CORE VALUES

Reliability

Availability

Openness

Service-mindedness

Simplicity

LOGOTYPE

The logotype is available in the following colour variants to suit all printing conditions.



Four-colour



Deco colour



Black



White

LOGOTYPE WITH A PAYOFF

The logotype with a payoff is also available in the colour variants to the left and should be used in conjunction with the general marketing and advertising of the products and the company Expolinc. It should not be used in information units or display material.

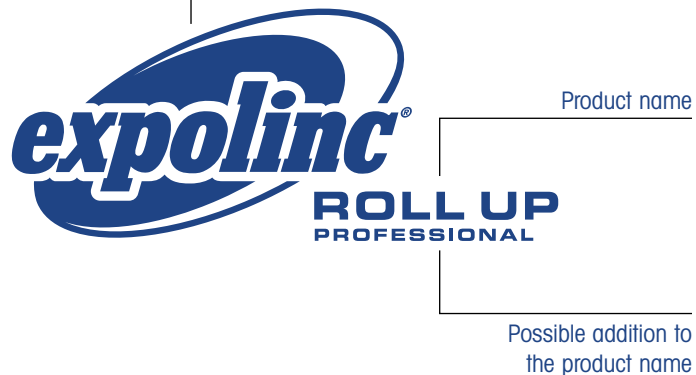


Opportunities on display

LOGOTYPE WITH A PRODUCT NAME

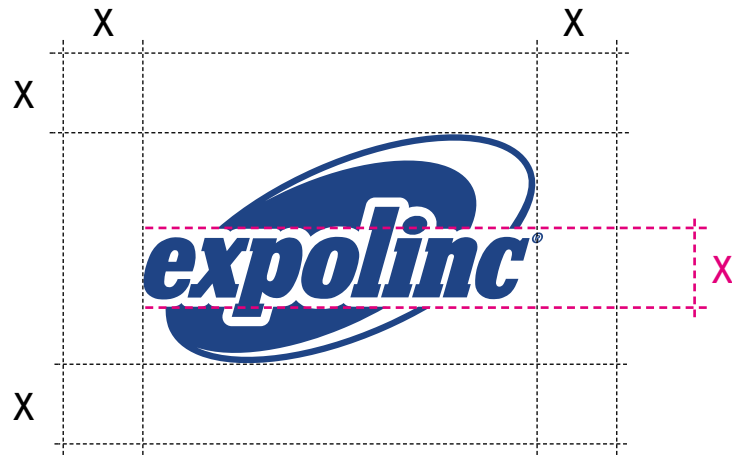
The different Expolinc products are always presented with the logotype as seen below.

Expolinc logotype



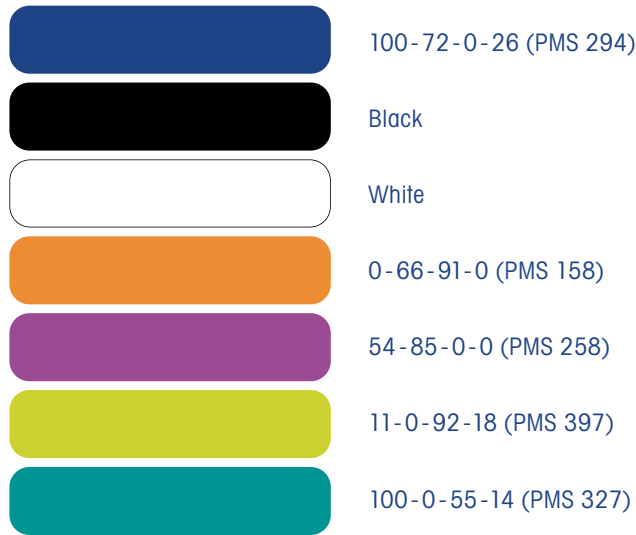
POSITIONING OF THE LOGOTYPE

Ensure that the logotype is always at a distance of at least x to the edge of the paper, the frame of the web browser and other objects.



COLOUR PALLET

For varied, yet consistent expression, black, white and a further four complementary colours are used in addition to Expolinc blue.



TYPOGRAPHY

To ensure consistent expression, all communication from Expolinc should be set using the same typography.

AaBbCcDdEeFfGgHhIiJj
1234567890!"#%&?

Avant Garde Condensed Book is used for body text.

AaBbCcDdEeFfGgHhIiJj
1234567890!"#%&?

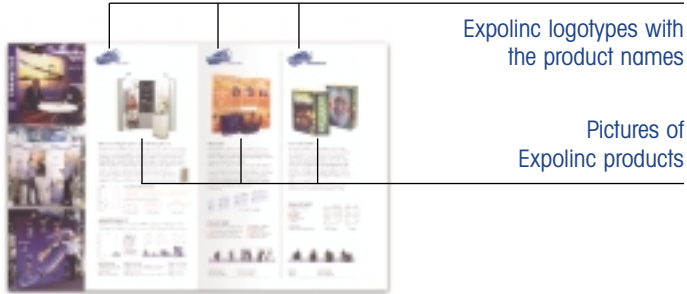
Avant Garde Condensed Demi is used for introductions and sub-headings.

AaBbCcDdEeFfGgHhIiJj
1234567890!"#%&?

Avant Garde Bold is used for headings.

LOGOTYPE WITH AN IMAGE

When pictures of Expolinc products are used, a logotype with the correct product name must always be placed directly adjacent.



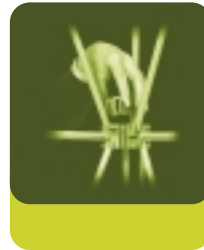
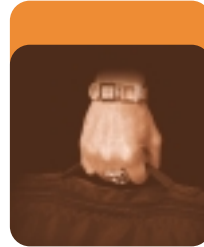
MINIMUM LOGOTYPE SIZE

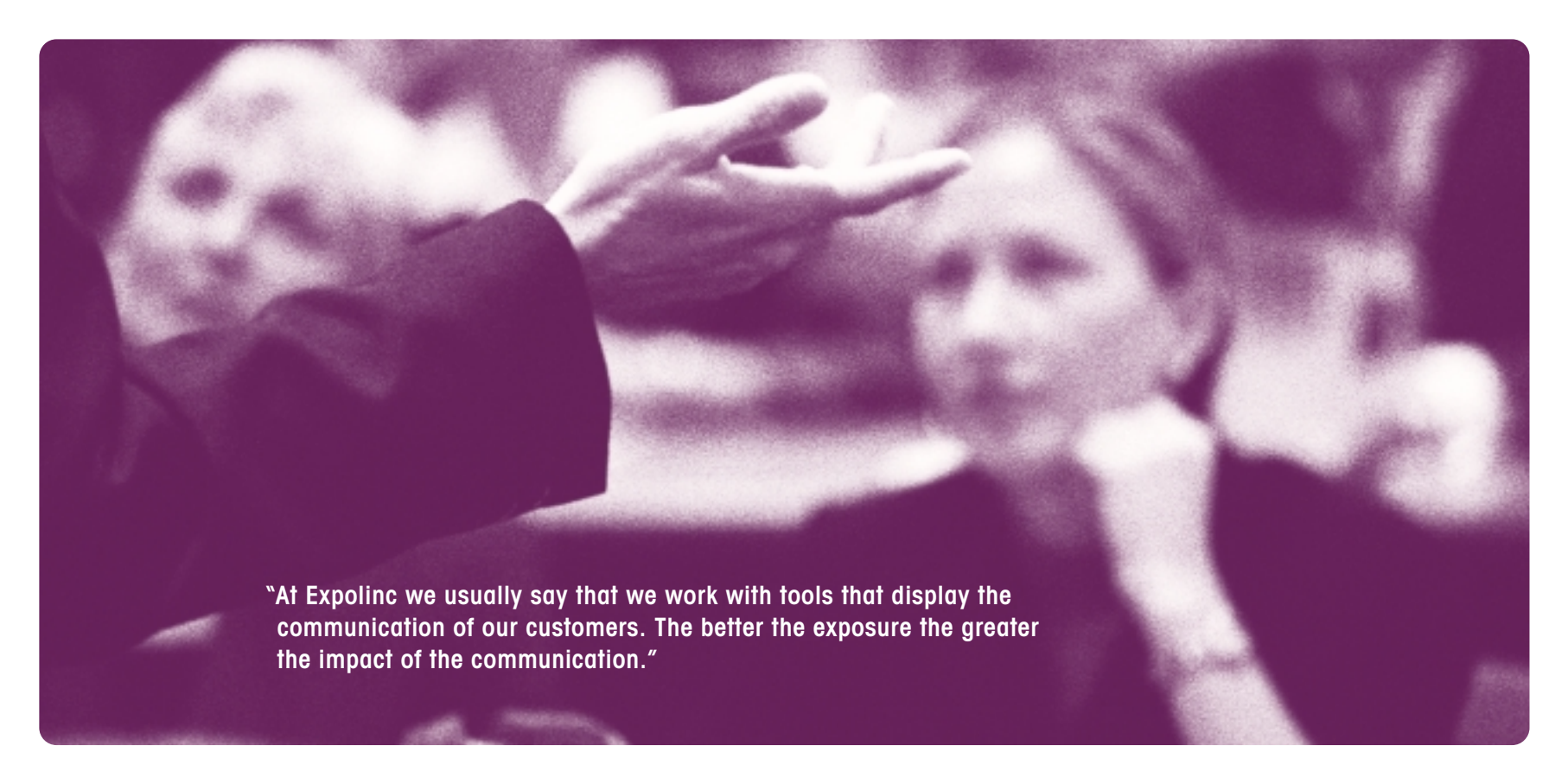
For the logotype and product name to be recognisable and legible they should not be smaller than the following.



PHOTOGRAPHS

To achieve a consistent level of expression, photographs should be in complementary colour duplex. This does not apply to purely descriptive pictures, which should be in normal four-colour.





"At Expolinc we usually say that we work with tools that display the communication of our customers. The better the exposure the greater the impact of the communication."

THE CD INCLUDES

Logotypes and advertising material in pdf-format



Opportunities on display