

# The Sandvik Identity *Guidelines*

Effective from 2001-01-01



# A strong corporate identity

The Sandvik Group is a global enterprise with activities in 130 countries. One of our greatest assets is the Sandvik corporate brand.

To create a strong, distinct and solid corporate identity, it is important that we have a uniform policy for how our corporate brand is communicated. Also, it is important that we utilize the strength of our product brands and have rules for how we combine them with our corporate brand. This has to be carried out in a consistent and harmonized way. In all contexts. From business cards to advertising.

To accomplish this, we have decided to revise and refine our Group identity guidelines. The purpose is to make our identity even more unified and thereby stronger. The platform for this is that our blue and white Group logotype – without any text in the “beam” – shall now be used by all Sandvik units that have decided to display their Group affiliation.

This booklet provides the guidelines for the application and use of our corporate brand. We have few rules but we urge all Sandvik employees to carefully adhere to them.

The responsibility for protecting and promoting the Sandvik identity rests with the management of each Group company.

The Sandvik Identity Guidelines with examples is also available on our intranet.

Clas Åke Hedström  
President and CEO

# The Sandvik logotype

## Design

The Sandvik logotype is a unique graphical design with unique letters and must not be altered or recreated in any way. Note that the name Sandvik in the logotype may never be reproduced using letters in any other typeface.

The logotype consists of three elements – the word Sandvik, the beam and the frame.



**Never attempt to create the Sandvik logotype by yourself!  
Always use the original  
(for example available at our intranet).**



## Logotype "free zone"

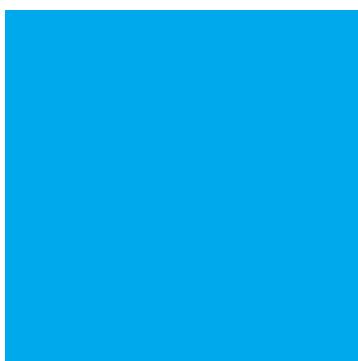
The Sandvik logotype must always be surrounded by an empty space with at least the same width as the blue beam (a). No text or other graphical element may appear inside this "free zone".



## Color

The logotype is blue on a white background. In traditional printing, the PMS Process Cyan is used. This is the equivalent of the blue color used in European-scale four-color printing.

Logotypes reproduced using other techniques (painted, on the Internet, etc), must always be checked against the color sample enclosed.



The Sandvik Logotype color expressed in different color systems:

*Print* Euro Color System: Ec 00X0 (100% Cyan)  
Pantone Color: PMS Process Cyan

*Screen* RGB: 0 142 227  
0 57.2% 81.8%  
web color: # 0099FF

*Interior decorating/Architectural*  
NCS: Blue

#### General rules

The Sandvik logotype shall be used by all Sandvik units that have decided to display their Group affiliation. All their business and legal documents and all information and promotional materials must be clearly identifiable through use of the approved Sandvik logotype.

The logotype must always be prominently positioned and must never be combined with other graphical elements. The logotype may never be used as part of a headline or in running text.



A new  product

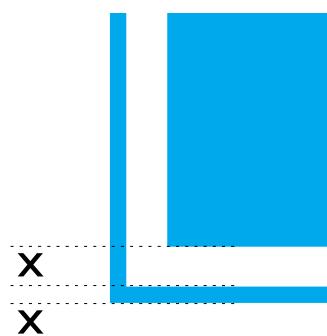
The  Group is a global enterprise with activities in 130 countries. One of our biggest assets in our operations is our corporate brand – the Sandvik name.

## Special applications

Your first choice should always be to reproduce the Sandvik logotype on a white background. This gives the best impression of our brand name. On non-white materials the logotype must be printed in black.

In single-color printing, the logotype may be printed in the same color as the remainder of the text.

If the background is multi-colored or so dark that the logotype frame is barely legible, the logotype must be reproduced in a white box with a width (x) as designated.



# Sandvik company names

## Business area names and company names

An important change from earlier is that from now on the beam element of the logotype must not be used for text. The beam must always be clean.

When required, the name of the business area, company, etc. shall be presented under – or in connection with – the logotype outside the “free zone” (see page 2).

See further examples on the following pages.



[www.sandvik.com](http://www.sandvik.com)



Sandvik Hard Materials



# Sandvik Coromant

## A red and yellow brand

Effective immediately, for market strategic reasons, Sandvik Coromant will only use the red and yellow Sandvik logotype with the text Coromant in the beam. This logo-type will be used both as a company and product trademark.

Sandvik Coromant has its own identity rules and they follow the same basic rules as specified for the Sandvik logotype in this brochure.



## Units with a separate identity

### No Sandvik connection

For market strategic reasons, it has been decided that certain units belonging to the Sandvik Group shall have a graphic identity separate from that of the Group. These units shall not use the Sandvik logotype. Also, the text addition used earlier "A Sandvik Company" shall not be used any longer.



# Product trademarks (brands)

## Linked to the Sandvik brand

Our product brands are important for us and constitute a major asset in which we have invested substantially over the years. The combination of the Sandvik logotype and our product logotypes must be safeguarded.

It is therefore important that our product logotypes are linked to the Sandvik logotype in a clear fashion. However, they may not be linked directly in a manner that would create a new graphic element. See further examples on pages 3, and 8-15.

The size of the trademark/product logotype must be visually balanced against the Sandvik logotype.



# Business cards

## General

The business card size should be 93 × 56 mm, or the equivalent in accordance with local standards. The paper must be white and of high quality.

The logotype must be printed in Sandvik blue and all other text in black, set in Helvetica or a comparable typeface.

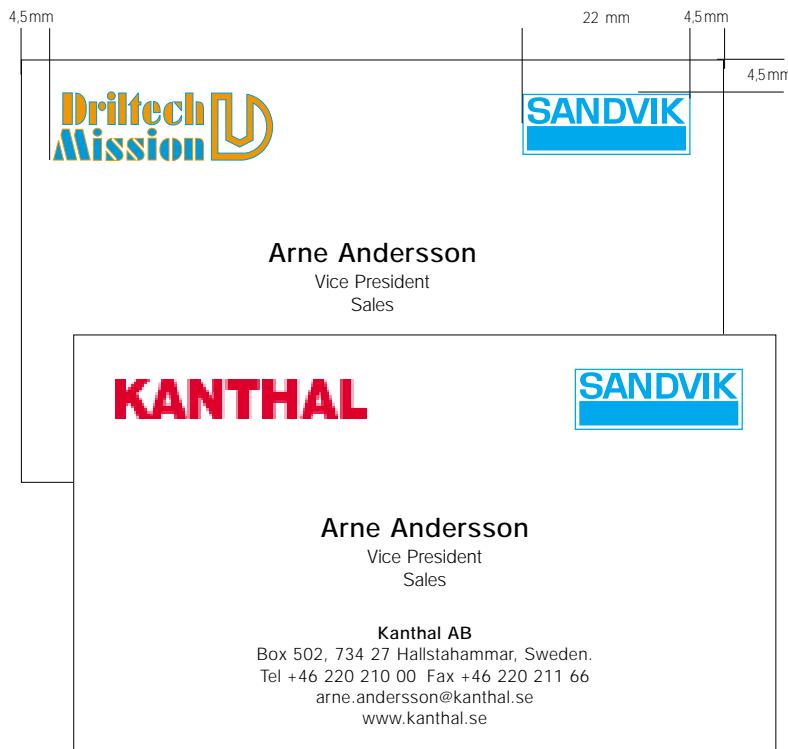
The layout of the business card may not be changed. The content (title, home address, etc.) may be decided by each Group company.

If the space on the front of the card is inadequate, certain information (other languages) may be printed on the reverse side of the card.



## Trademarks/product logotypes

When considered important from a marketing perspective, trademarks or product logotypes may be used on business cards together with the Sandvik logotype. In this case the Sandvik logotype is positioned in the upper right hand corner and the product logotype in the upper left hand corner of the card, well distanced from the Sandvik logotype. Approval of this variation must be obtained from Group Information.



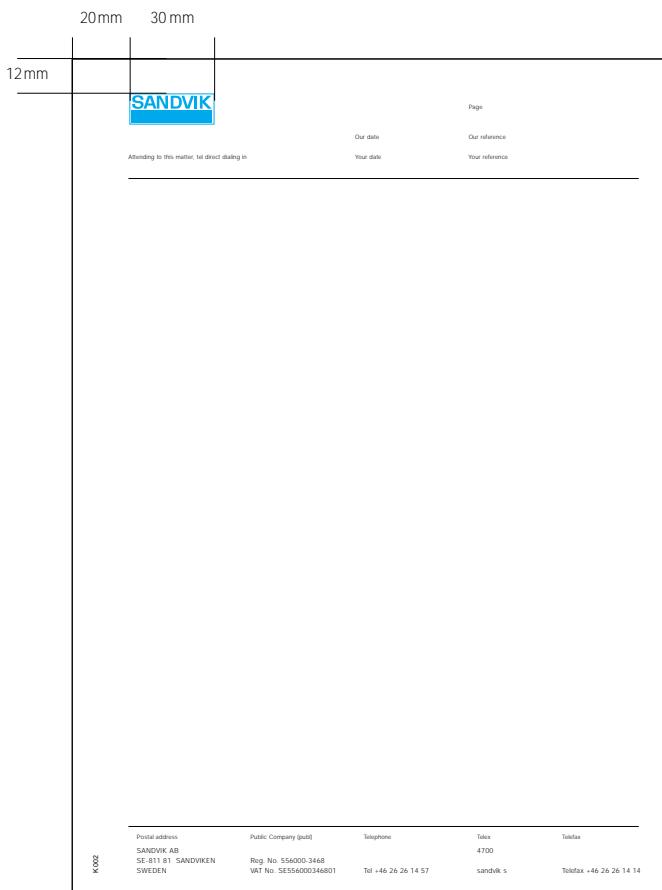
# Letterheads

## General

Whenever possible, the letterhead format should be A4 (210 × 297.5 mm), or an equivalent local standard. The paper must be white and of high quality.

The logotype must be printed in Sandvik blue and all other text in black, set in Helvetica or a comparable typeface.

Each company is responsible for ensuring that letterheads contain the information stipulated by local legal requirements.



## Trademarks/product logotypes

When considered important from a marketing perspective, trademarks or product logotypes may be used on letterheads together with the Sandvik logotype. These must be positioned in the upper left hand corner of the letter, well distanced from the Sandvik logotype.



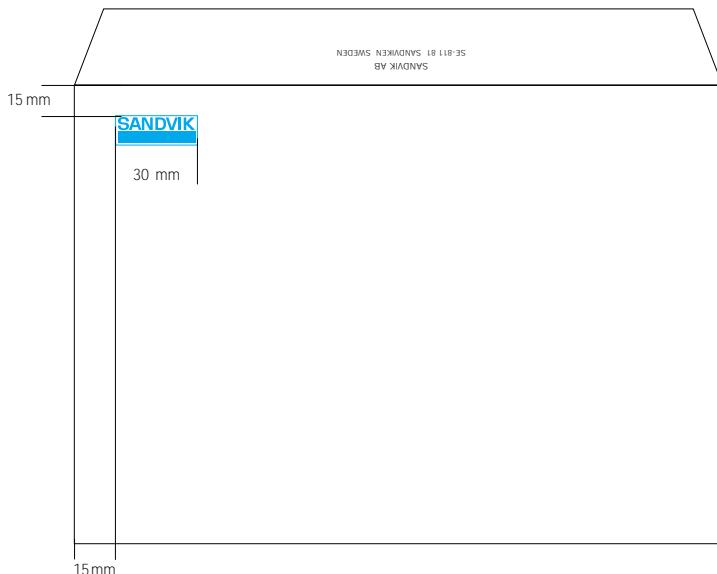
# Envelopes

## General

The paper should be white and of high quality.

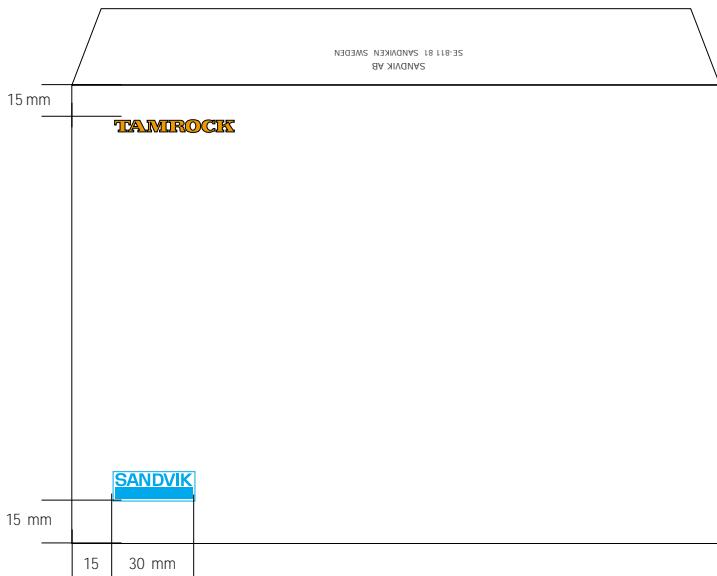
The logotype must be printed in Sandvik blue and all other text in black, set in Helvetica or a comparable typeface. On non-white paper, the logotype is to be printed in black.

Each company is responsible for ensuring that envelopes contain the information stipulated by local legal requirements.



## Trademarks/product logotypes

When considered important from a marketing perspective, trademarks or product logotypes may be used on envelopes together with the Sandvik logotype. These must be positioned in the upper left hand corner of the front of the envelope, well distanced from the Sandvik logotype.



# Sales promotion materials

## Advertisements

To conform with the Sandvik Identity, units belonging to the Sandvik Group should sign off their advertisements with the Sandvik logotype.

The name of the business area, company name, etc., shall be positioned under the logotype or at the bottom of the page according to examples shown.

If, for market strategic reasons, a product trademark is used, it must be positioned well separated from the Sandvik logotype.

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cat aequo.

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et exactis minimum distantia miror. Inter quae ver-  
bum emicuit si forte decorum, et si versus paulo  
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et postera respuat aetas?

"Iste quidem veteres inter ponetur honeste, qui  
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missio, caudaeque pilos ut equinae paulatim vello



[www.sandvik.com](http://www.sandvik.com)

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missio, caudaeque pilos ut equinae paulatim vello



Sandvik Steel

A B   S A N D V I K   S T E E L      8 1 1 8 1 S A N D V I K E N      T E L   0 2 6 - 2 6 3 0 0 0      [w w w . s t e e l . s a n d v i k . c o m](http://www.steel.sandvik.com)

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**TAMROCK**

S A N D V I K   T A M R O C K   P . O . B O X   1 0 0   F I N - 3 3 3 1 1   T A M P E R E , F I N L A N D   T E L + 3 5 8 2 0 5 4 4 4 6 0 0   F A X + 3 5 8 2 0 5 4 4 4 6 0 1   [w w w . s a n d v i k t a m r o c k . c o m](http://www.sandviktamrock.com)



## Brochures

The basic rule is that the Sandvik Group logotype is used as a sign-off on the back page of brochures. In this context, we also recommend that a brief presentation of the Sandvik Group is included.

For the front page of brochures, we have no specific rules for the layout and positioning of logotypes. We refer to the specific rules for each business area.

"Sandvik is a high-technology engineering Group with advanced products and a world-leading position within selected niches – tools for metalworking, machinery and tools for rock-excavation, products in stainless steel, special alloys, high-temperature materials and process systems. Worldwide business activities are conducted through 300 companies and representation in 130 countries."



[www.sandvik.com](http://www.sandvik.com)

SANDVIK AB 811 81 SANDVIKEN SWEDEN TEL +46 26 00 00 FAX +46 26 10 22

back cover

"Sandvik is a high-technology engineering Group with advanced products and a world-leading position within selected niches – tools for metalworking, machinery and tools for rock-excavation, products in stainless steel, special alloys, high-temperature materials and process systems. Worldwide business activities are conducted through 300 companies and representation in 130 countries."

# Signs

## Large signs

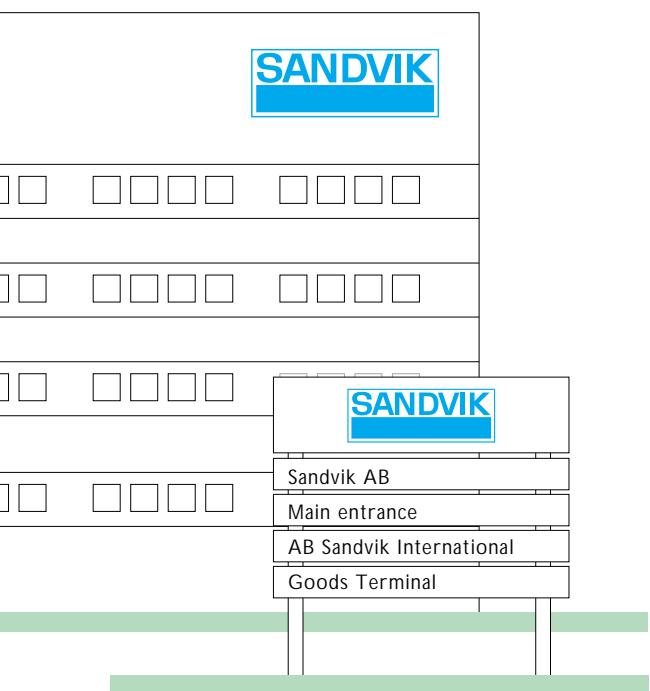
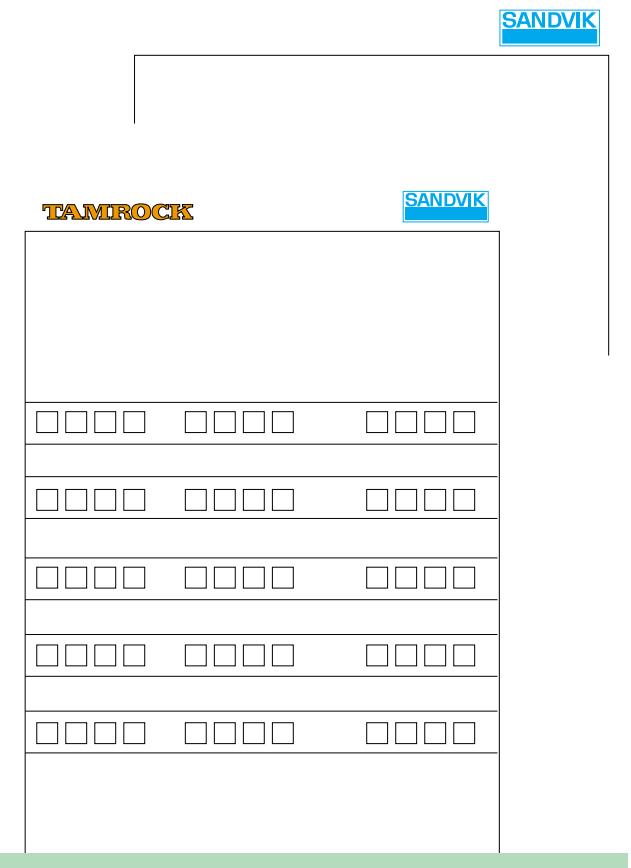
For large signs, the Group logotype must be used in all cases. As far as technically possible, the blue color of an illuminated sign must correspond to the printed Sandvik blue. The front side of building signs must be flat, without any fluorescent tubes.

## Entrance/directional signs

These must be designed in accordance with the illustration and conform with the logotype and color rules.

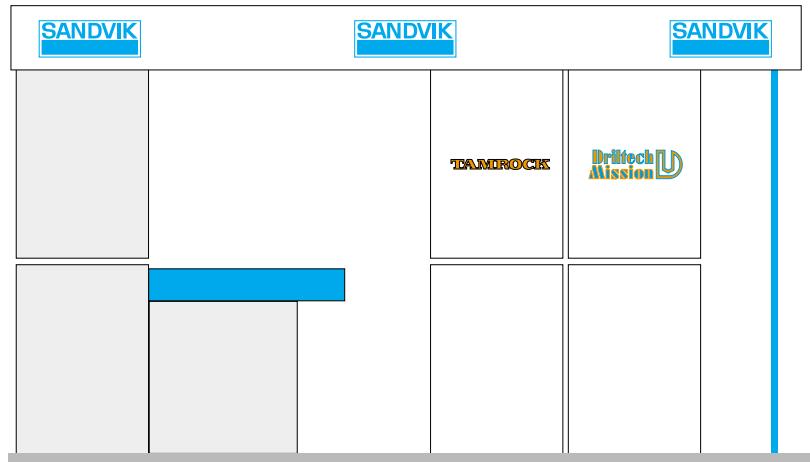
## Product/trademark signs

If, for market strategic reasons, a product trademark is displayed as a sign, it must be positioned well separated from the Sandvik logotype.



# Displays and exhibitions

Any selection of approved logotypes and product trademarks may be used on a display stand and at exhibitions. However, if multiple brands are displayed, please remember that Sandvik is always the overriding brand and should be positioned accordingly.



## Flags

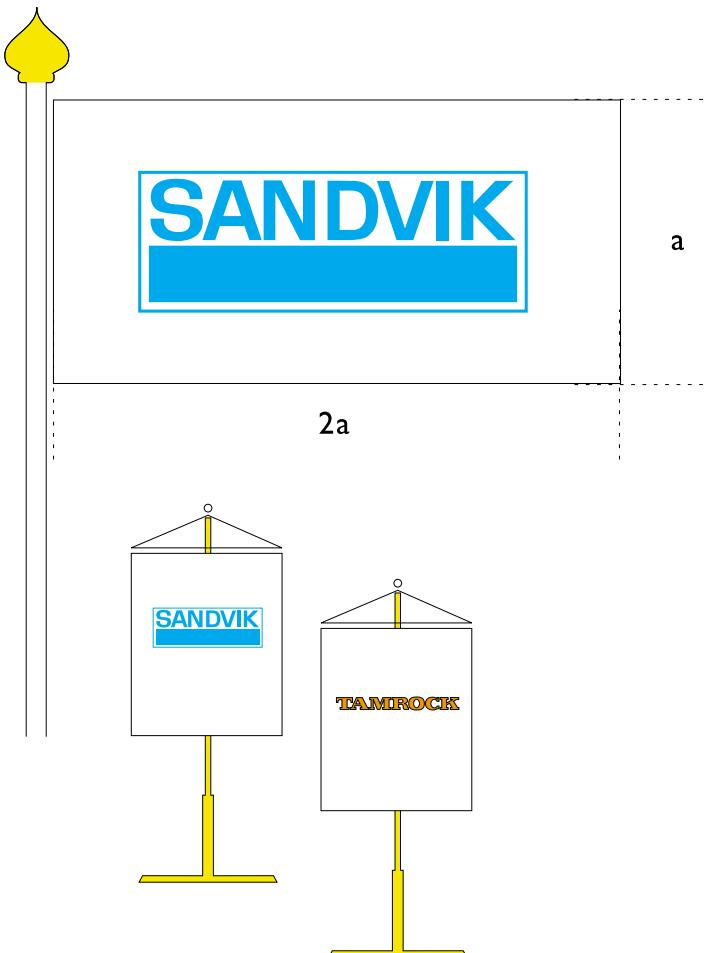
### Outdoors

Only one type of flag is approved for use outdoors. The Sandvik logotype is printed on a white background in the dimensions shown.

2a	a
3000	x 1500
2400	x 1200
2000	x 1000

### Pennants and banners

Indoor flags may be decorated with either the Sandvik logotype or product trademark logotypes.

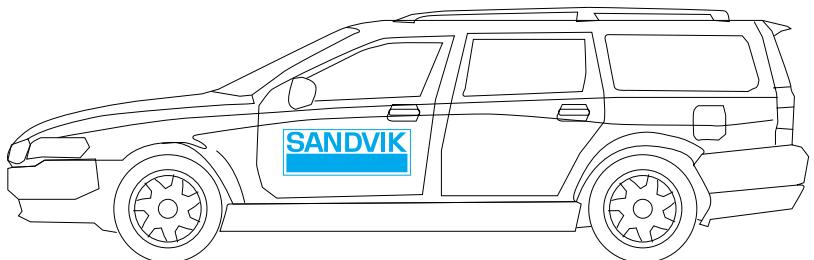


# Company vehicles

## Company logotype

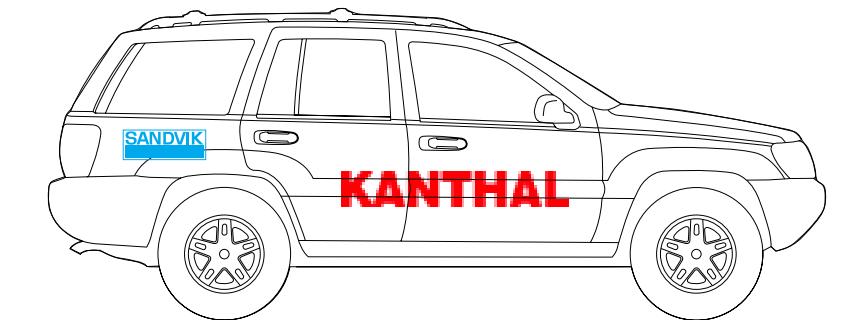
Vehicles, such as delivery or service vans, should preferably be white or blue, with the Sandvik logotype on the front doors.

On lorries and similar vehicles the logotype should be placed in a suitable position.



## Product trademarks/logotypes

If, for market strategic reasons, a product trademark is displayed on vehicles, it must be positioned well separated from the Sandvik logotype.



# Gifts

Gifts from Sandvik should generally display the Sandvik name. The basic rules for the application of our logotype apply.

We strongly recommend that for accuracy reasons a printed logo-type is used. However, in some cases, because of the material of the gift, it may be more appropriate to emboss or engrave the Sandvik logotype instead.

# Internet

It is important for the Sandvik Group to have a well-structured and easy-to-use website.

Group Staff Information is responsible for the corporate information and the links to the Sandvik companies on the Group website.

The different Sandvik Business Areas and companies are responsible for their own home pages and the information linked to them. Guidelines for the design of web pages can be found on our intranet.

The screenshot shows the Sandvik Group website with a blue header bar containing links for About Sandvik, Investor Relations, Career, Newsroom, and E-Business. Below the header is a large banner with the headline "We make it possible" and a sub-headline "High quality is the best recipe". It features a photograph of two workers in a factory setting. To the right of the banner is a news column with three recent articles: "2004-12-18 Sandvik to present General Meeting in Stockholm 18 Dec", "2004-12-16 Sandvik Mining and Construction contributes to production", and "2004-12-16 Sandvik's Annual General Meeting on 18 December 2004". Below the news is a sidebar with the heading "Did you know that Sandvik is at the top of the power goals" and a yellow graphic of a power plug. At the bottom of the page is a footer with links to "Read Sandvik 2004-11-08a", "E-Sandvik", and "Sandvik 1115a".

The screenshot shows the Sandvik Steel website with a blue header bar containing links for News, About us, WorldWide, Current, Environment, and Contact us. Below the header is a banner with the headline "Welcome to Sandvik Steel". It features a photograph of a woman and a man. To the right of the banner is a "Latest News" section with three items: "2004-12-18 Launch", "2004-12-16 Duplex steel added to Sandvik Abofors range", and "2004-12-16 Sandvik Steel debuts GalvalumeXtrata". Below the news is a "Site News" section with a photograph of a woman and the headline "Meet Anne at the R&D department - one of many who makes it possible". At the bottom of the page is a footer with the text "333 documents have been created and 2399 updated since 2000-12-01".





[www.sandvik.com](http://www.sandvik.com)

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