

# Consid Brand Guidelines

# Table of Contents

---

1. Logotype
  2. Typography
  3. Colors
  4. Graphic Element
-

# 1. Logotype

The logo is the primary carrier of our visual identity. By consistently using the logo in accordance with the guidelines outlined in this manual, we clarify our message to our target audience and strengthen our recognition and brand.

# Consid's Logotype

## Our Primary Logo

Consid's logo consists of two parts, a symbol together with Consid's word image. The red in our logo stands for the heart of the company – our human capital, there is – and our passion for what we do. The helmet embracing the red circle stands for the security we provide to our employees as well as our customers, and the circle around the symbol and its point stand for focus and delivery.

## Size and Contrast

It is important to display our logo as clearly as possible in all situations. This means that the size should not be too small (or too large) or that the color lacks sufficient contrast against the background.

## Usage

In the following sections, you can learn more about how the logo is intended to be used and what we should avoid.

Primary logotype

---



# Our Logotype on Different Backgrounds

The logo should always be used in a color that ensures it is displayed as clearly as possible. On the next page, you will find color variations of the logo and how they should be used.

**Black logotype**

Our black logo may be placed on our light colors or a light image. If our primary logo does not have sufficient visibility and contrast against the background, our single-color logo should be used.

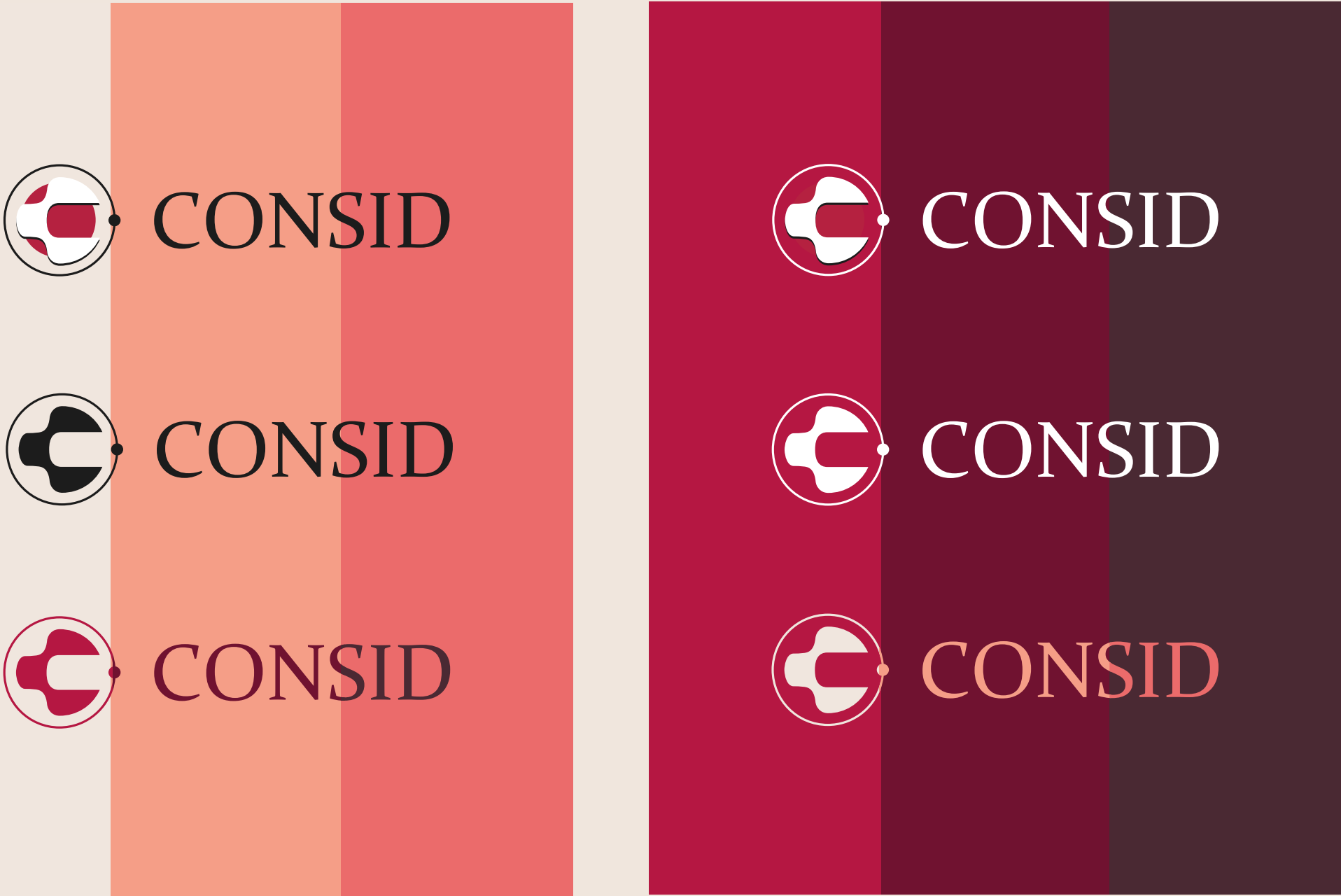
**White logotype**

Our white logo is used on our dark colors or a dark image. If the primary logo is not suitable for the purpose, our single-color logo is used.

**One-color logotype**

Our single-color logo can be used in all our colors, but make sure to consider the contrast value between the background color and the logo color.

For guidance on approved and non-approved color combinations according to the accessibility directive, see page 18.



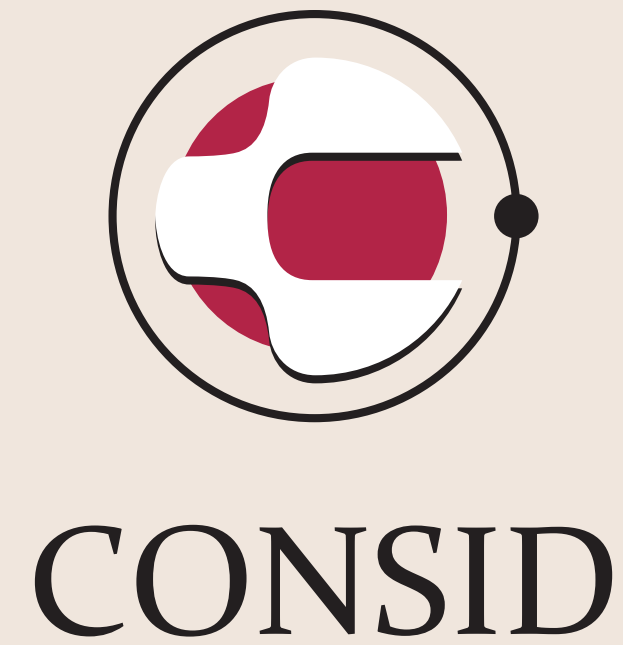
# Secondary Logotype

Consid's logo is also available in a vertical version, which can be used when our primary logo is not suitable for the purpose or does not provide sufficient readability.

The vertical logo may be used in the same colors and according to the same principles as our primary logo.

Secondary logotype

---



# Logo Clear Space

The clear space is the minimum area around the logo that must remain clean and free from distractions to ensure the logo stands out and is displayed properly. No text or other graphics may be placed within this area.

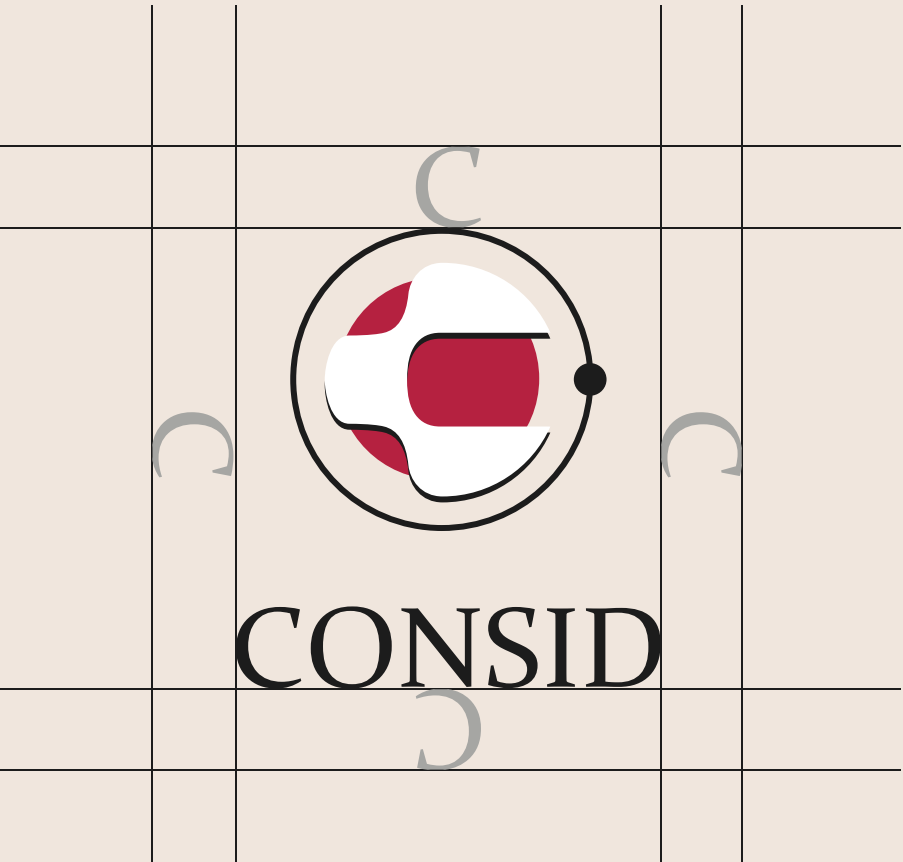
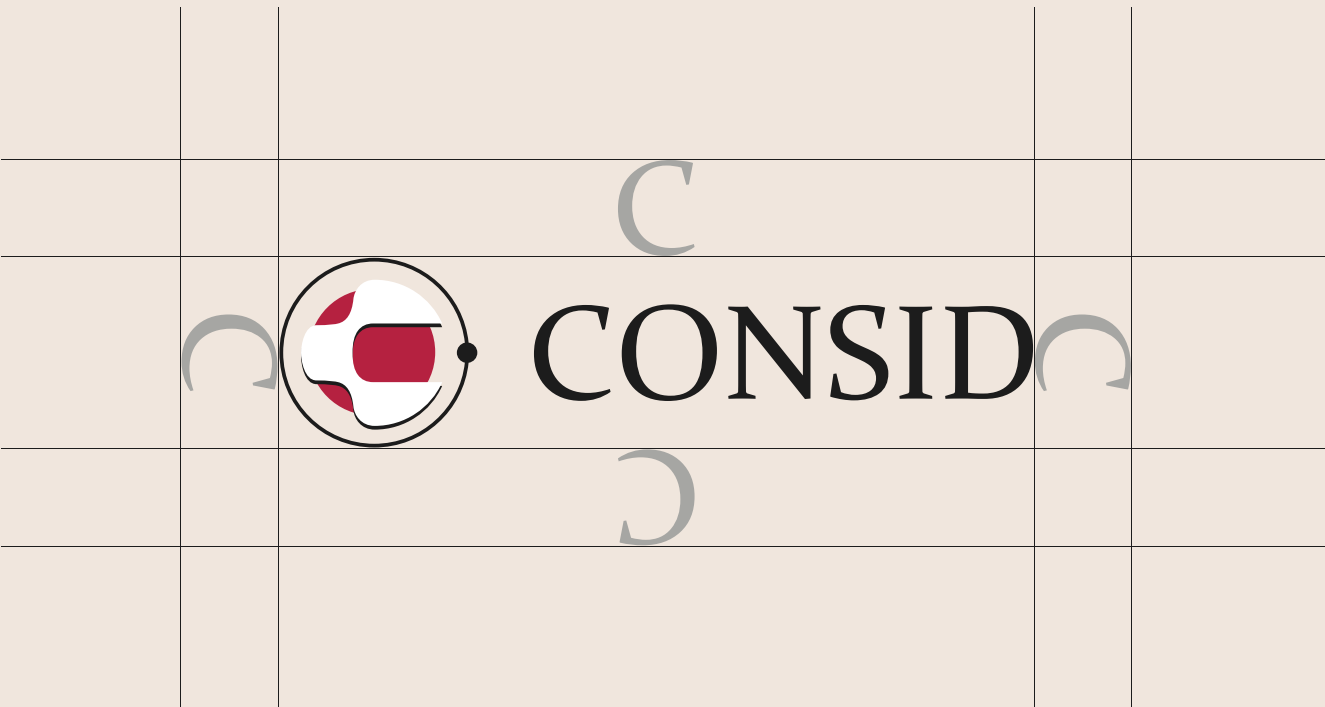


Clear Space

The logo must not be placed closer to the outer edge than the clear space allows. The size of the clear space is equivalent to the "C" in the logo. The clear space is a minimum; feel free to use a larger clear area around the logo if the layout permits.

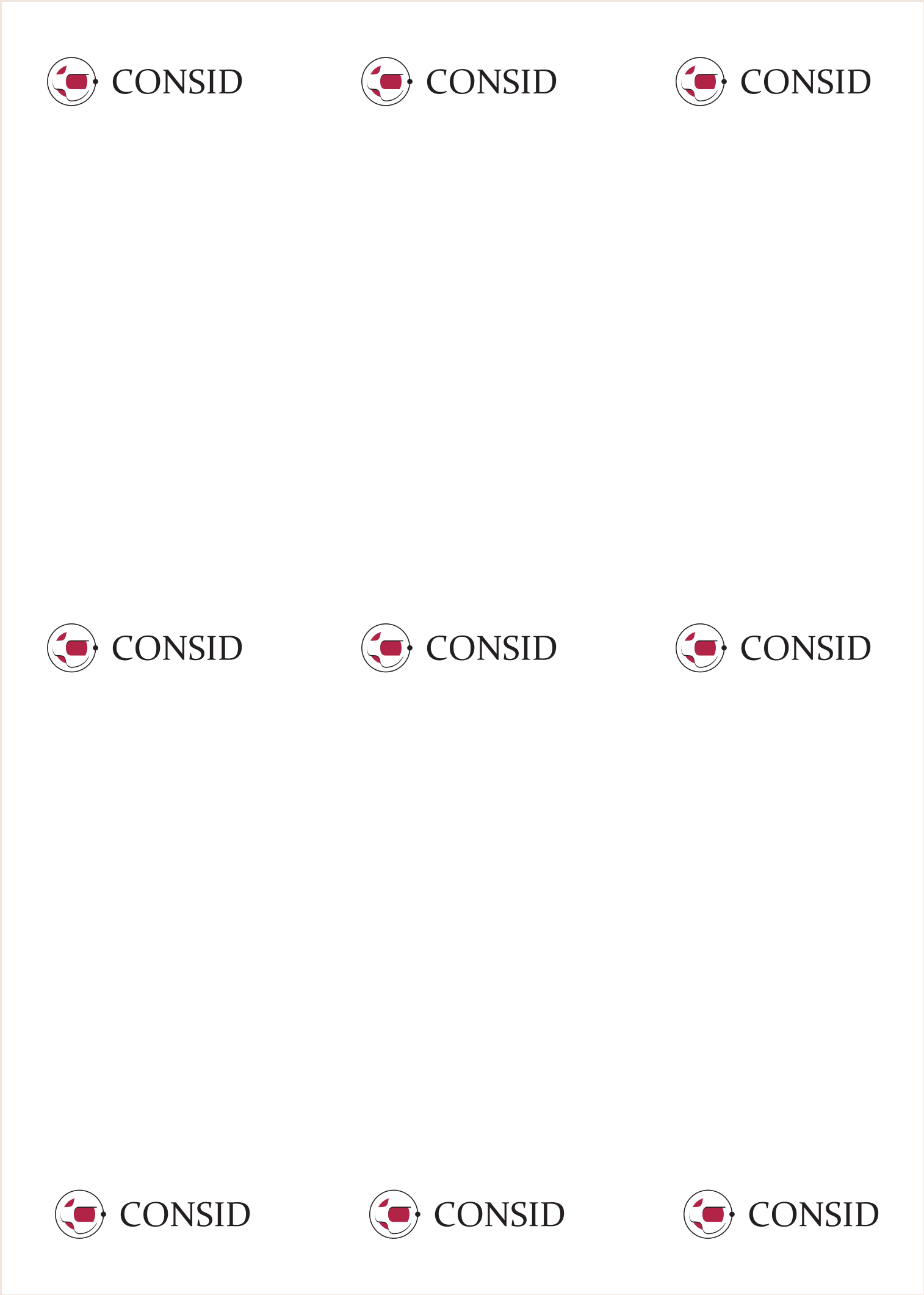
Size

In layouts, the size of the logo can be adjusted freely, but avoid exaggeration, as an overly large logo can easily become too dominant.



# Placing

Consid’s logo may be placed in both the left and right corners, at the top or bottom of a surface, and also centered on the surface.  
Avoid placing the logo in random positions.



# 2. Typography

Our typeface is an important key element of our visual identity. Using the correct typeface consistently throughout the organization, both internally and externally, is essential for our branding efforts.

# Typeface

Consid Sans is the typface we use in all communcation for both headline and body text. Consid Sans is a modern yet soft sans-serif typeface with excellent readability in both small and large sizes.

For headings, Consid Sans is advantageously used in Semibold to give a stable and clear expression. Consid Sans Regular is a good weight for body text, see next page for example.

## Consid Sans

Aa Bb

Abcdefghijklmnopqrstuvwxyzåäö  
Abcdefghijklmnopqrstuvwxyzåäö

Semibold  
Medium  
Regular

# Combinations

Here you will find examples of how to combine typography to make documents more readable and engaging.

Remember to break up long texts into shorter paragraphs with subheadings to enhance readability and comprehension.

### Guidelines

A guideline for maintaining proper spacing between a heading and body text is to ensure the space equals the size of an uppercase letter in the heading’s font size.

Headline  
Consid Sans Semibold

# Developing digital solutions for the future

Consid is one of the fastest-growing companies in the Nordic region and offers overall solutions in IT, business development and communication. We have gathered the industry’s most competent expertise to create long-term and sustainable value for some of the country’s best-known companies and organizations. Together, we develop innovative digital solutions that elevate businesses to new levels.

Body text  
Consid Sans Regular

# 3. Colors

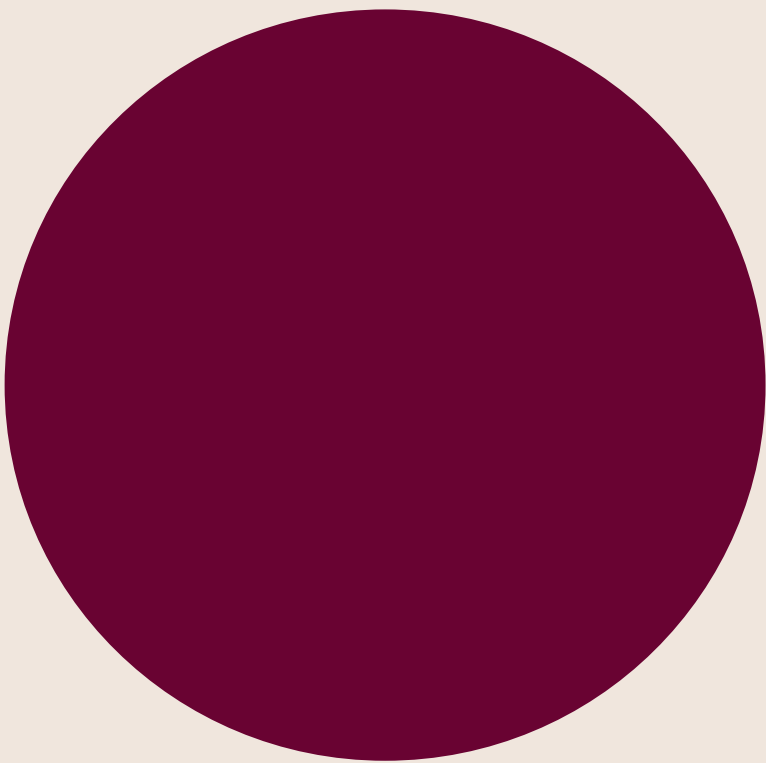
By using our color palette, we ensure clarity and consistency throughout all our communication.

# Color Palette

## Main colors

Consid’s color palette has a clear breadth, while at the same time it has its basis in the red color scale where the tones harmonize with each other. As a complement to this, our palette has several earthy tones to create an additional width in the palette and cover as many needs as possible in it.

Below you can see Consid’s main colors that are used in combination with each other or with the complementary colors.



### Burgundy

RGB  
112, 17, 49

CMYK  
33, 100, 51, 49

HEX  
701131

PANTONE  
1955 C



### Raspberry Red

RGB  
181, 33, 63

CMYK  
20, 97, 64, 12

HEX  
B5223F

PANTONE  
193 C



### Light Orange

RGB  
244, 158, 136

CMYK  
0, 48, 43, 0

HEX  
F49E88

PANTONE  
1625 C

Complemetary colors

Consid’s complementary colors are available to complement the main colors and expand the areas of use.



Black

RGB  
28, 28, 28

CMYK  
0, 0, 0, 100

HEX  
1C1C1C

PANTONE  
Neutral Black C



Dark Purple

RGB  
73, 42, 52

CMYK  
54, 76, 49, 63

HEX  
492A34

PANTONE  
645 C



Greige

RGB  
169, 155, 148

CMYK  
33, 33, 35, 12

HEX  
A99B94

PANTONE  
7529 C



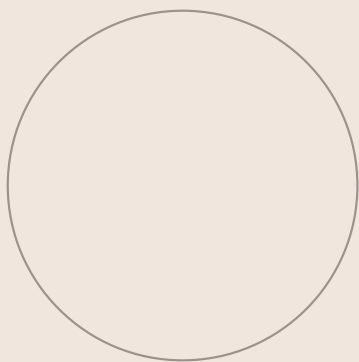
Orange

RGB  
237, 107, 107

CMYK  
0, 70, 49, 0

HEX  
EC6B6A

PANTONE  
805 C



Beige

RGB  
240, 230, 221

CMYK  
7, 10, 14, 0

HEX  
EFE6DD

PANTONE  
Warm Gray 1 C



# Accessibility and Contrast

Ensuring sufficient contrast between text and background is essential for accessibility. It makes content easier to read for everyone, including those with visual impairments, and ensures compliance with legal standards like WCAG. By prioritizing accessibility, we create a more inclusive and user-friendly experience, reach a wider audience, and strengthen our brand's reputation.

In the following section, you can easily see which combinations are allowed according to WCAG. It is important that we follow these guidelines to ensure our communication is always accessible to everyone.


# Accessibility

Use this section as a guideline on how to combine Consids color palette according to WCAG.


<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>
<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>
<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>
<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>
<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>
<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>	<div>Aa Aa</div> <div><div></div><div></div><div></div></div>

# Combinations


Here are examples of how Consid’s different colors can be combined.




Accelerating  
your business is  
our passion.



Accelerating  
your business is  
our passion.



Accelerating  
your business is  
our passion.



Accelerating  
your business is  
our passion.

# 4. Graphic Element

Our graphic elements can be used as complements in our communication to create dynamism and a more engaging design.

# Graphic Element

Consid has a graphic element consisting of a part from the logo. The element is used to create more vivid content and can be placed in the background like the example. In this example, the element is used in our light orange color with an opacity of 20%.



