



Brand manual



We mark the future



Prologue

Together, we're on a journey to strengthen our position as a global expert in the industrial marking sector. Our Brand Guidelines will be our compass, ensuring a consistent, professional brand expression across all touchpoints.

Our goal is that our distinctive visual identity will help us stand out in the market, be a source of internal pride and create memorable connections and shaping perceptions in alignment with our vision.

The x-symbol, a core component of our logotype, along with our key design elements and our brand promise, "We mark the future," are the core assets of our brand. Incorporating typography, imagery, motion, and illustration, along with a cohesive tone of voice, our visual identity elements will cultivate the desired audience associations.

Every action we take, decision we make, and word we say influences our brand. When we act and communicate as one Partex, we stand united as a global team. This unity builds our recognition and trust everywhere we go. My team and I are here to support you through this process.

A handwritten signature in black ink, appearing to read "Eva Sandsjö Liljedahl".

Eva Sandsjö Liljedahl
CMCO Partex Group

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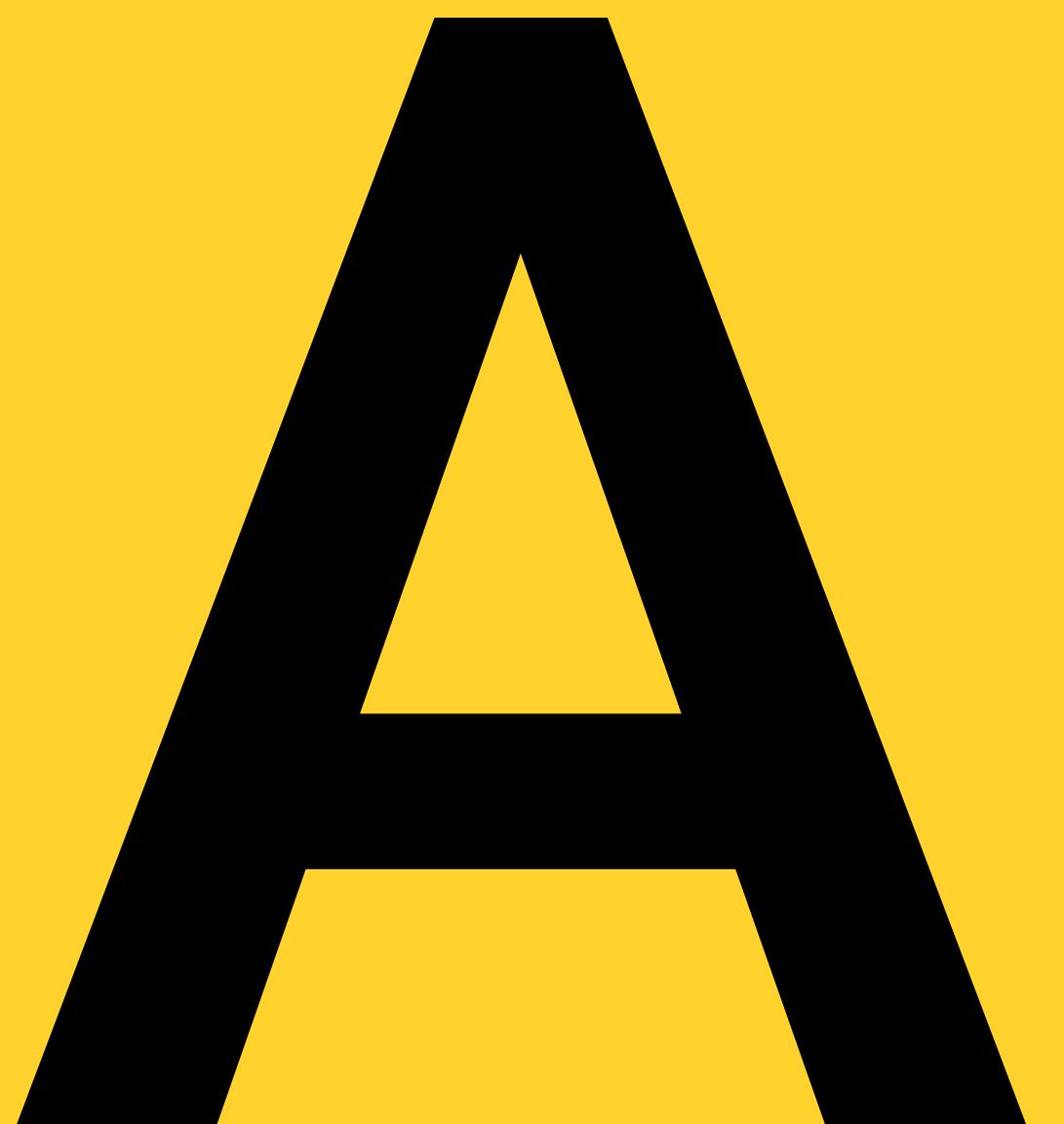
V.1.0, 20240130

This document is an essential visual blueprint for Partex's branding strategy. It serves as the authoritative reference for the correct use of the company's visual elements, ensuring consistency and brand integrity across all platforms and materials.

Brand story

Our brand story is more than just our history; it's the heartbeat of who we are. It's a narrative that captures our journey, our values, and our mission, connecting us deeply with our surrounding worlds.

A promise, and a reflection of our dedication to making a meaningful impact in the lives and companies we serve.



We mark the future

We've been supporting the electrification of the world for over 75 years. To us, it has always been about supporting the future. However, considering the on-going and life-changing innovation around electricity, what we do today is even more revolutionary than it was back then. When we invented the first cable marker in 1948, no one could imagine the extent to which the world would become electrified.

The simple purpose of a cable marker is to identify where a cable comes from and where it goes. We believe the same goes for businesses and people – you need to know where you've come from and where you're going.

Where we have come from is the small town of Gullspång in Sweden, a family business since 1948, not only by ownership but in how we operate. Today we have evolved into an expert with a global reach in the marking industry. We call ourselves a 75-year-old start-up because we have the energy and ambition of a start-up together with a heritage valuing loyalty and respect.

As we continue to grow we are committed to staying humble and hungry. We focus on building lasting relationships with our customers and employees, creating products that stand the test of time, and always taking the long-term view to ensure that every action contributes to a sustainable and prosperous future for both Partex and those we serve.

Where we are going is further out into the world. There is a lot at stake, and we want to protect the things essential for the future – life, time and resources.

In a business that gets bolder with age; we want to be the humble expert, always ready to meet our customers' needs and supporting a safer electric future. Whatever you are building, let us mark it for now and for the future.

Whatever you are building, let us mark it for now and for the future.



We mark the future In use

Utilize Roboto Medium according to typography rules. It is also available as a vector object. Combined square-graphic core element and brand promise, available as a vector object.

We mark the future is our brand promise.

We commit to making decisions with the future in mind, by investing in sustainable materials and improvements in production, by supporting our communities and employees, and by safeguarding our customers investments and innovation.

We mark the future. A simple promise with a big meaning.

The text of our brand promise is available to be used as a stand alone typographic visual element or boxed within a yellow square highlighting our brand promise.

We mark the future

We mark the future

We mark the future

Don'ts

This part highlights examples of design and application errors that are inconsistent with our brand's image. It's crucial to understand these don'ts to prevent miscommunication and inconsistency in our brand's representation.

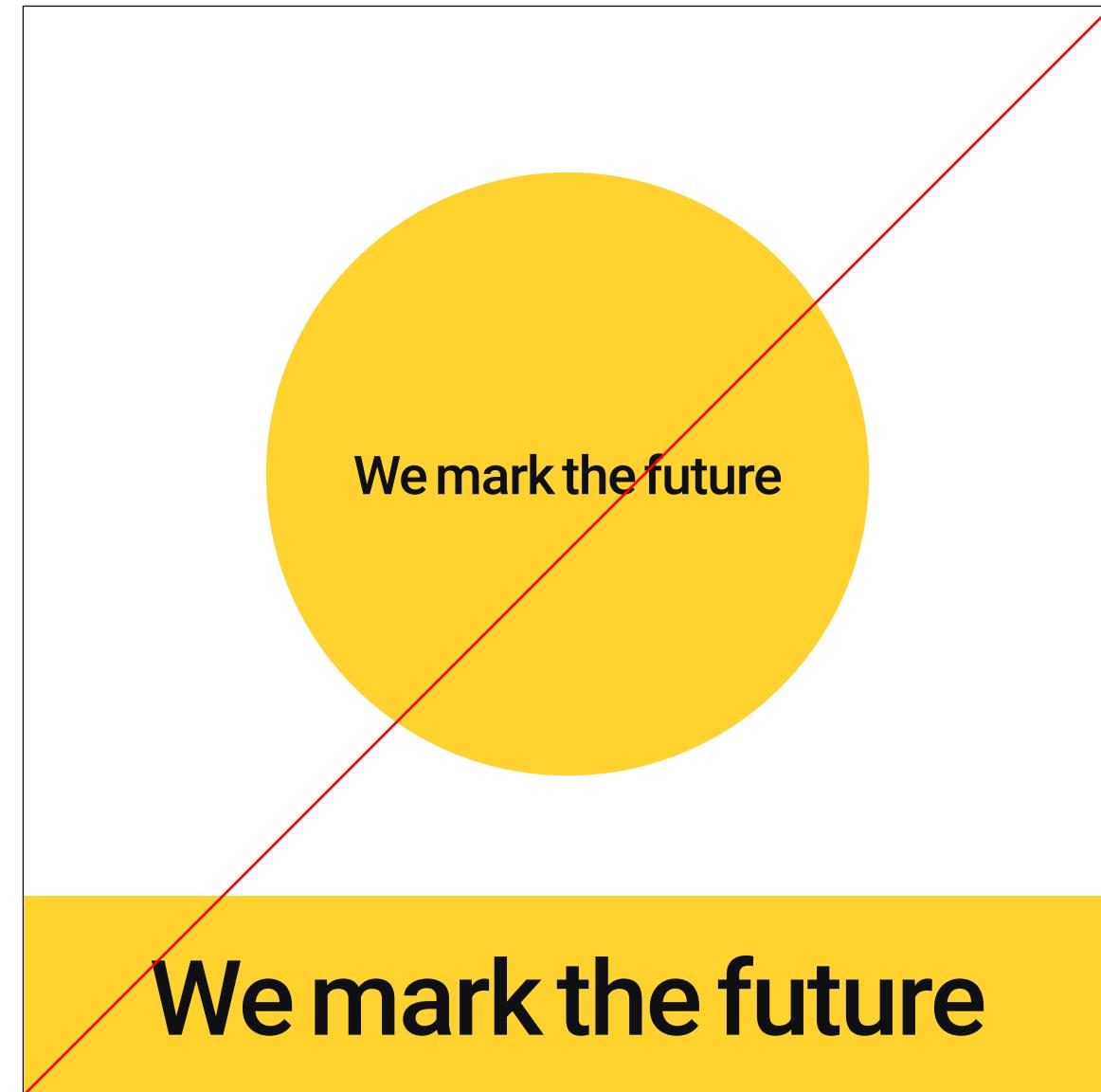
DON'T USE OTHER COLORS THAN RECOMMENDED



DON'T PAIR WITH LOGO



DON'T USE OTHER SHAPES THAN THE YELLOW SQUARE



DON'T USE LOW RESOLUTION OR TILT



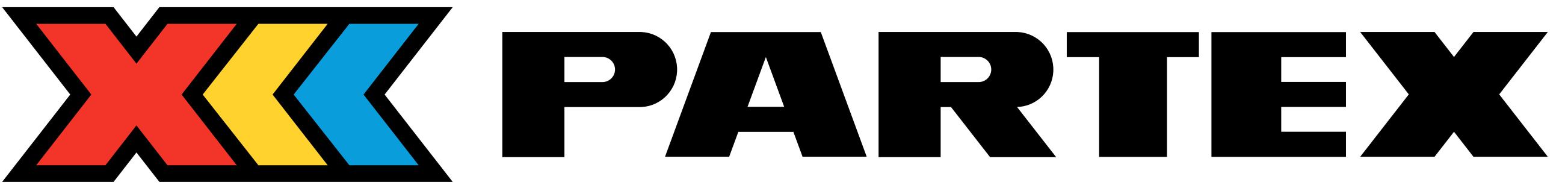
Logotype

In today's dynamic branding landscape, effectively leveraging various logo versions is crucial for building a strong and recognizable brand identity.

This chapter offers practical advice on how to skillfully use different logo styles, including horizontal, vertical, colored, and monochrome variants. By understanding and applying these principles, we can significantly enhance our brand adaptability and visibility across diverse platforms.



Horizontal logotype



PRINT:

Use vector files .ai/.eps

Important when scaling the logos or graphics.

DIGITAL:

Use vector .svg for 100% scalable logo or

transparent .png

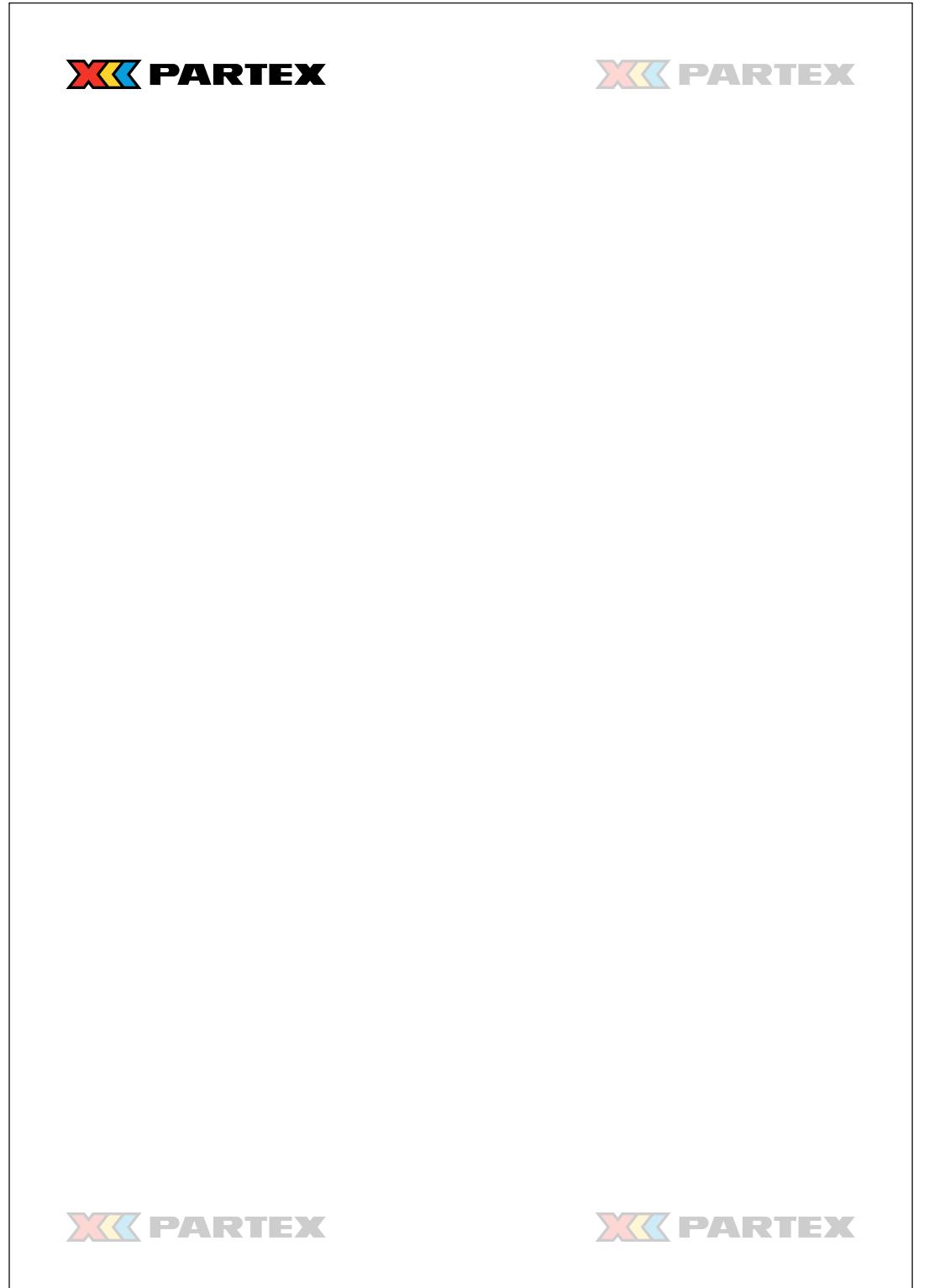
MINIMUM FREE ZONE



Horizontal logotype Placement

GUIDING RULE

Cornered placement



EXAMPLE:

Print publication cover

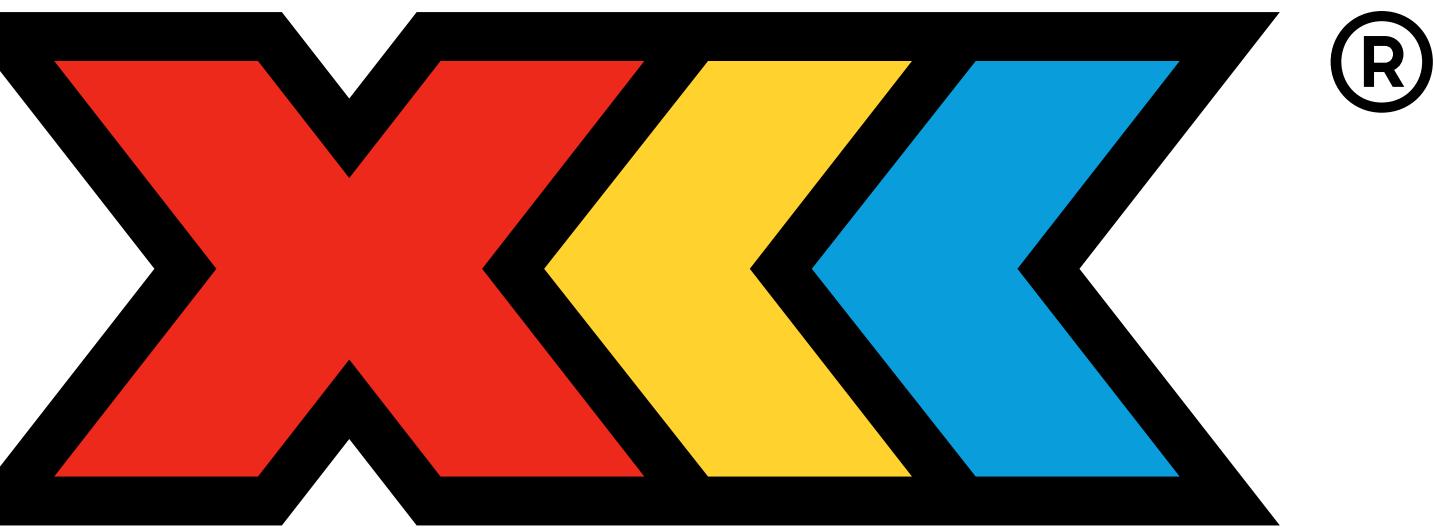


The horizontal logotype can be placed at the edge within the graphical framework, taking into account its free zone.

EXAMPLE:
Horizontal sponsor sign.
Logo that maximizes the area considering the free zone
for the logotype.



Vertical logotype



PARTEX

PRINT:

Use vector files .ai/.eps

Important when scaling the logos or graphics.

DIGITAL:

Use vector .svg for 100% scalable logo or

transparent .png

MINIMUM FREE ZONE



Vertical logotype Placement

GUIDING RULE

Centered placement



EXAMPLE:

Backside of a print publication cover



EXAMPLE:

Logo packshot ending a film



EXAMPLE:

Flag



The vertical logo has a centered composition, combining the symbol and wordmark. It is optimal for centered logo placement within the graphical framework, taking into account its free zone.

Colored or monochrome

Primarily, the Partex logo should be applied against a white background. However, we also have monochrome versions of the logo, which give us the flexibility to adapt for various applications, from digital platforms to printed materials, on product, cars etc.

PRIMARY:

Colored logo only against white background



SECONDARY:

Black logo against light colored background



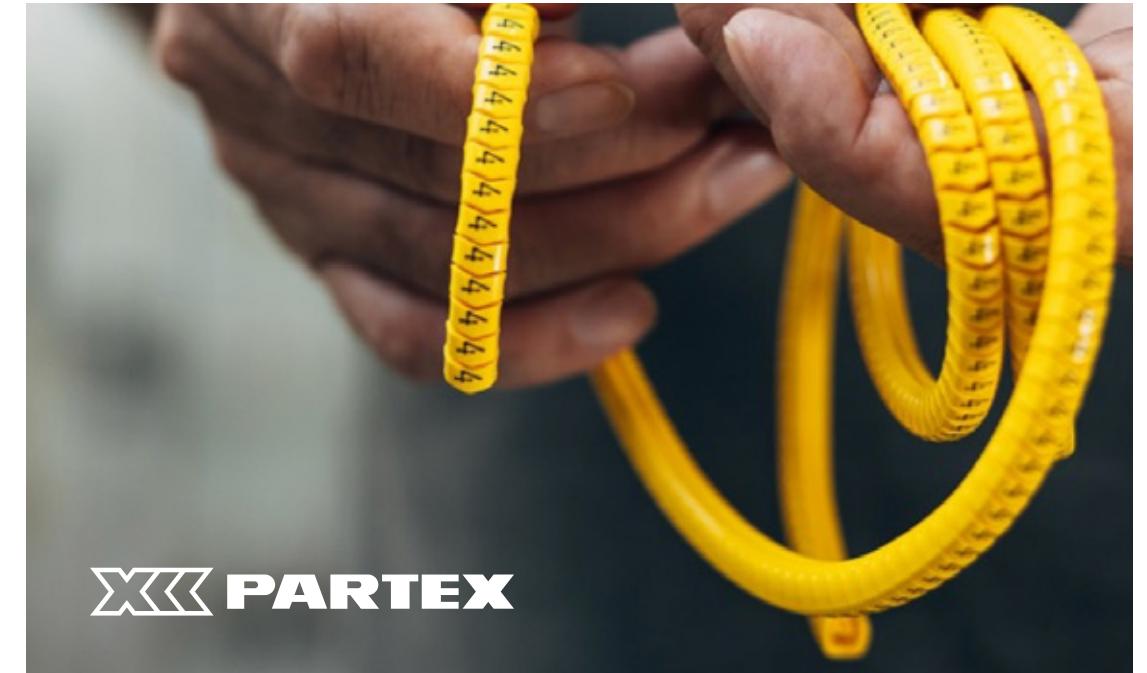
SECONDARY:

White logo against dark colored background



SECONDARY:

White logo against image background



Logotype Don'ts

This part highlights examples of design and application errors that are inconsistent with our brand's image. It's crucial to understand these don'ts to prevent miscommunication and inconsistency in our brand's representation.

DON'T USE EFFECTS OR PAIR WITH OTHER ELEMENTS



DON'T STRETCH OR COMPRESS ANY VERSION OF THE LOGO



DON'T CHANGE COLORS OR TILT ANY VERSION OF THE LOGO



DON'T USE LOW RESOLUTION ON ANY VERSION OF THE LOGO



Colors

Yellow is the primary color of our brand. To strengthen and link color with graphics in building brand recognition, we utilize the yellow square as our signature element, accompanied by a neutral base of white, beige, gray, and black.

Through the strategic use of colors, we create a visually striking brand presence that reflects our rich history and commitment to distinctively marking the future.



Color range

Please note:
For correct color reproduction always use the accurate color space.

For instance: When printing in CMYK;
utilize CMYK labeled logos, graphics and color settings.

PARTEX BRAND YELLOW

RGB 255,210,45
CMYK 0,10,100,0
PANTONE 7404U/116C
RAL 1023

Our brand colour. In communication, primary for use
as a yellow square in the layout.

WHITE

RGB 255,255,255
CMYK 0,0,0,0
PANTONE —
RAL 9010 Pure White

Primary base color

BEIGE

RGB 234,229,218
CMYK 7,7,15,0
PANTONE Warm Grey 1 U

Secondary base color

LIGHT GREY

RGB 240,240,240
CMYK 5,4,3,0
PANTONE Cool Grey 1 U (40%)

Secondary base color

GRAPHITE GREY

RGB 88,92,96
CMYK 8,4,0,62
PANTONE Cool Gray 11 U

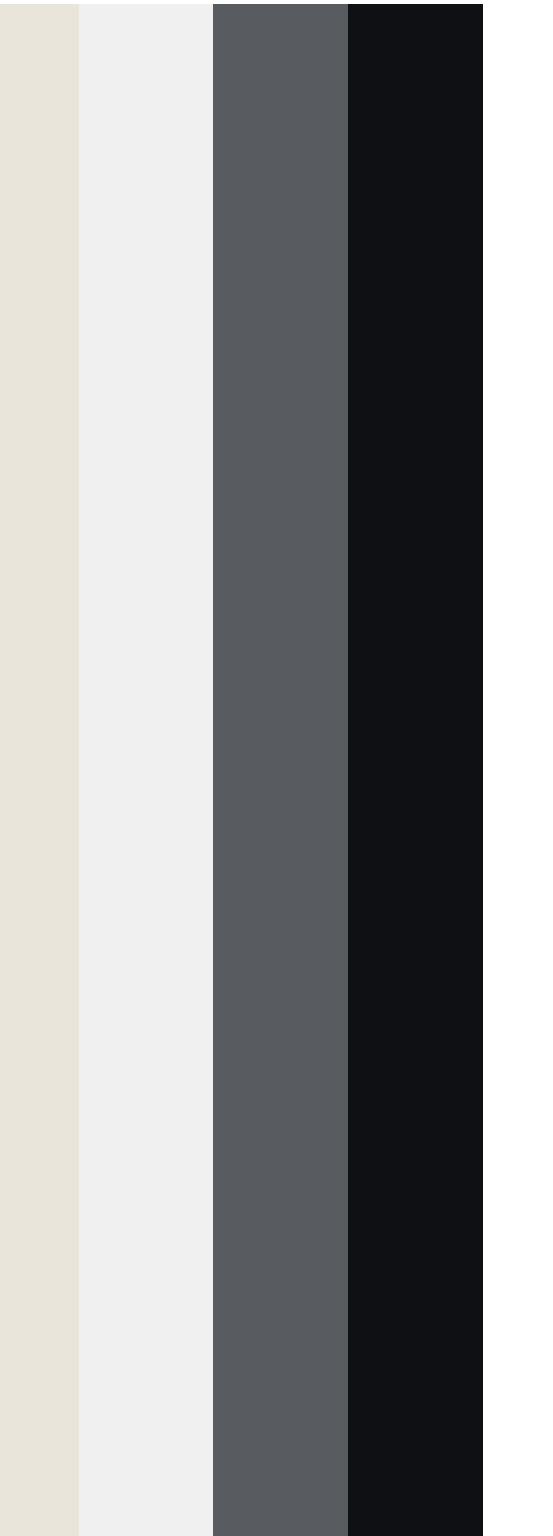
Secondary base color

BLACK

RGB 15,16,20
CMYK 60,40,40,100
PANTONE Black 6 U
RAL 9005 Jet black

Mainly for typography

Color spaces



RGB

For digital media usage.

Pantone

For offset print, utilize Pantone labeled logos, graphics and color settings.

CMYK

For printing in CMYK, utilize CMYK labeled logos, graphics and color settings.

RAL

For achieving specific aesthetics in signage and interior design or when specifying paints, the RAL system can be a useful reference.

Please note:

For correct color reproduction always use the accurate color space.

For instance: When printing in CMYK;

utilize CMYK labeled logos, graphics and color settings.

Typography

The use of typography is central to our design, emphasizing the importance of our letter components. We honor the letters that marked our past and continue to mark our future.



Font family

Roboto is our brand font used in all market communication. It is a font that has very good legibility, even in small sizes and in a digital context. Available to download from anywhere, via Google fonts.

In cases Roboto isn't available:
Use Arial

PARTEX BRAND FONT

Roboto

Headlines
Lead

Body copy

Highlight

Captions

CAPTION HEADLINES

Medium
Regular

Light

Italic

Light

Medium

A large, bold, black sans-serif font is displayed, showing the letters 'A', 'b', and 'C'. The letter 'A' is in a tall, narrow, upright shape. The lowercase 'b' has a long vertical stem and a circular bowl at the bottom. The uppercase 'C' is a simple, rounded, open circle.

Typography Guiding sample overview

TYPOGRAPHY IN USE

Typography is a fundamental cornerstone of our brand identity, serving not just for clarity in communication but also as a key graphic element.

A crucial aspect of our typographic design is ensuring a clear hierarchy and noticeable contrasts in sizes. For instance, a fundamental rule we follow is that headlines should be at least twice the size of the body text. This principle is especially pivotal for communicative headlines, where we amplify contrasts to create a more striking and attention-grabbing effect. This structured approach to typography not only reinforces our brand's visual identity but also enhances the overall readability and impact of our communications. To maintain consistency, text sizes should be multiplied in regular steps, avoiding irregular values such as 37.51. Minimum font size in print 6 pt.

ADVANCED USAGE

To achieve an unified expression, line height is also an important aspect. At the headline level, we aim to typeset as tightly as possible without the lines colliding, to create as strong and compact an expression as possible. Body text is also set relatively tight but with greater line height than at the headline level. For optimal typography, use a slightly spaced kerning.

Headlines: Roboto Medium 100% line-height -2% kerning

In this example:
60 pt

3 x the size of body copy

Lead: Roboto Regular
120% line-height
-2% kerning

30 pt

1,5 x the size of body copy

Sub headlines: Roboto Medium
120% line-height
-2% kerning

20 pt

Same size as body copy

Body copy: Roboto Light
120% line-height
-2% kerning

20 pt

SHORT CAPTION HEADLINES: ROBOTO MEDIUM, UPPERCASE
120% line-height
-2% kerning

12 pt

~0,6 x of body copy

Captions: Roboto Light
120% line-height
-2% kerning

12 pt

~0,6 x of body copy

Typography In use

PARTEX

Statement from our CEO

Embracing long-term sustainability and inclusivity

Headline
3 x the size of body copy

Lead
1,5 x the size of body copy

Body copy

Sub headline
The size of body copy

Body copy

Caption
0,6 x body copy

Pressmeddelande 2023-09-27

Lorem ipsum set amet dolor

Text: Lorem ipsum set amet dolor Acerere dernate sequatessunt volupta voloreicidus ab ipsaes eos dipsum faccupt aectur aliqua net quatio. Et estrum ratet lab id quias estia vendele cteniatur alis aut et faceatur, utem ne con pore num ullabaria dit lis eosam rere aut ut ipsae conessim explam, iderspici omnima et quid maximin nonsequi totaete eos aut hicitat laeritas il mo mod quat.

Text: Dae praesus, eum quidebi ssitaquatio. Ut alissin ulparum rempe doluptaquio te idit quundam nimaximil issites explabore milit dolum volorepel elicit optati sequibus ex excerum et fugitat aquibus. Naten fuga. Gendit mil nusdae ipient. Borest et volutpatibus aliquis eum ius serest queaperum venesendus eatrest, et lacea volenimpe poria verferiae pore omnihit expe el ipsunte natesitionse dia vollorn aut faccus demporiasi adis nonecaborem fuga. Ut quodis ipienient latum et at quam volore molore conse cuptatium quat volor sitatem venis autern accatassume et esti corenibus, quatquat.

Text: Invella ccatur sum que veleseq uataqua stotate sequunt. Etanirincipiet aut dero tem faccus, odi conse coriorpos et liquam, consequ idellentur, optioreml lam, alitam ut a etur am aut ut eatibus aciur a sequat. Corerum que dusam harchilt et fugitemporro idit por sed mi, odio. Is sapiet alignatis necaten isimus autenis mil int ut erepernatium re cus ut occum volorro vitaerius etur sitinus, officillest quatur modipic.

Text: Mikael Persson, CEO, Partex Group

We mark the future

Partex Marking Systems AB
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VATNo SE556348962
RegOffice Gullspång



Mikael Persson
CEO, Partex Group

Statement from our CEO

Statement from our CEO

Embracing long-term sustainability and inclusivity

Headline
4 x the size of body copy

Lead
1,5 x the size of body copy

Body copy

Sub headline
The size of body copy

Body copy

An ongoing commitment
It's important to note that our work in ESG is a never-ending journey. We recognize that the pursuit of sustainability and inclusivity is ongoing; we'll never be done. Our commitment to these principles will remain a constant, guiding us towards a better, more sustainable future.

Supporting electrification
Electrification, as a global movement, represents a shift towards harnessing the power of electricity as a cleaner and more sustainable energy source. It signifies a departure from traditional fossil fuels and their associated environmental impacts. This transition is vital in reducing carbon emissions and lessening our collective environmental footprint. Our small yet important products are a contributing force in this transition.

Environmental progress
Our commitment to environmental initiatives has driven a series of energy-saving strides, marked by the implementation of solar panels, efficient heating systems and upgraded compressors. Yet, our most remarkable achievement lies in our transition from conventional PVC to the groundbreaking Bio-PVC, setting us apart as pioneers in the market. Our journey continues as we are currently exploring biodegradable packaging materials, aligning with our goal to make sustainable choices whenever we can.

An inclusive culture
As one of Gullspång's largest employers, with a dedicated workforce of approximately 65 individuals,

At Partex, our commitment to ESG (Environmental, Social and Governance) principles is deeply rooted in our identity as a family-owned business. Our heritage fosters a profound sense of responsibility towards our employees, customers and the Gullspång community. Our journey toward ESG excellence began decades ago – long before ESG was even a term – when we introduced initiatives promoting employee well-being and health.

In this publication, we aim to offer insight into how Partex is embracing the important subject of ESG on a global scale. As a family business, we have steadfastly trod this path for years, and now, we are embarking on a more expansive journey. That's why being open and transparent is very important to us. It helps us have open conversations and shows our dedication to being transparent and involved in what we do.

Mikael Persson, CEO Partex Group

Chapter 1

4

Typography Rational/Emotional

EXAMPLE: Informative

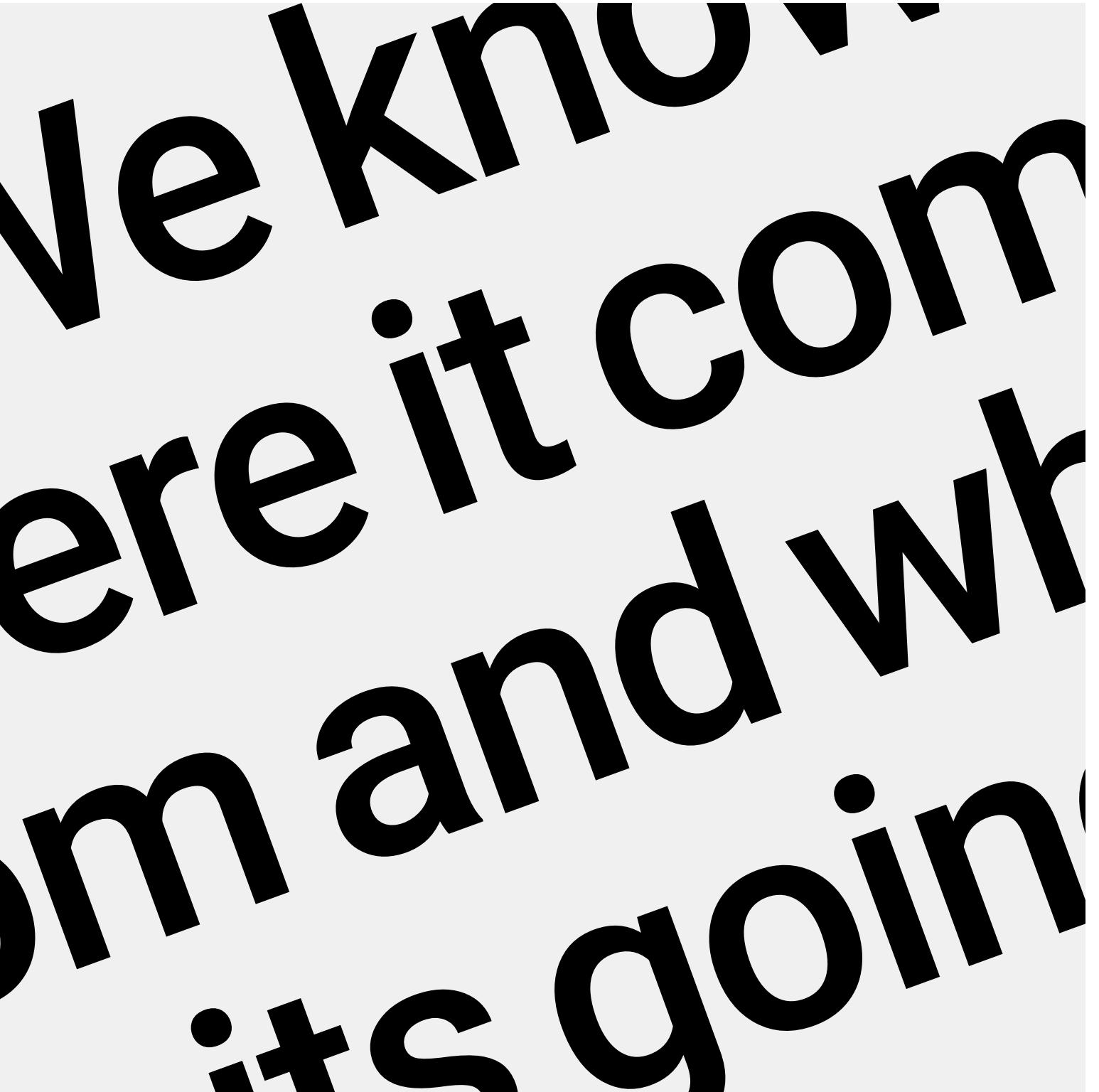


RATIONAL

EXAMPLE: As graphic element utilizing large sized letters or numbers



EXAMPLE: As a pure graphic element/pattern rather than informative



EMOTIONAL

Typography is a central part of Partex's brand identity. We use typography both in a rational and informative way, but also in a more emotional context, as a graphic element. Contrast, structure, and hierarchy are what tie together both extremes.

Typography Don'ts

This part highlights examples of design and application errors that are inconsistent with our brand's image. It's crucial to understand these don'ts to prevent miscommunication and inconsistency in our brand's representation.

HEADLINES

**DON'T USE
UPPERCASE IN
COMMUNICATIVE
HEADLINES**

LINE-HEIGHT

Don't use other line-height than recommended. Don't use other line-height than recommended.

TEXT ALIGNMENT

Do not use justified text alignment. Do not use justified text alignment.

TEXT COLOR

Don't use colored texts. Use black as primary color for typography. Greyscale to white when needed to create clarity, distinction or visibility.

Graphic design concept

Just as our markers organize electrical systems, our layout strategy organizes visual information, ensuring a seamless flow and intuitive user experience.

The yellow square is our graphic core, and the square grid principle serves as our visual roadmap. Enabling a consistent expression and structure in all size proportions when it comes to alignment, spacing, and margins. Echoing our commitment to precision and the systematic approach inherent in our brand's DNA.



The yellow square

The yellow square is our graphic signum. It derives its origin from our markers and also forms the basis for the square layout grid.

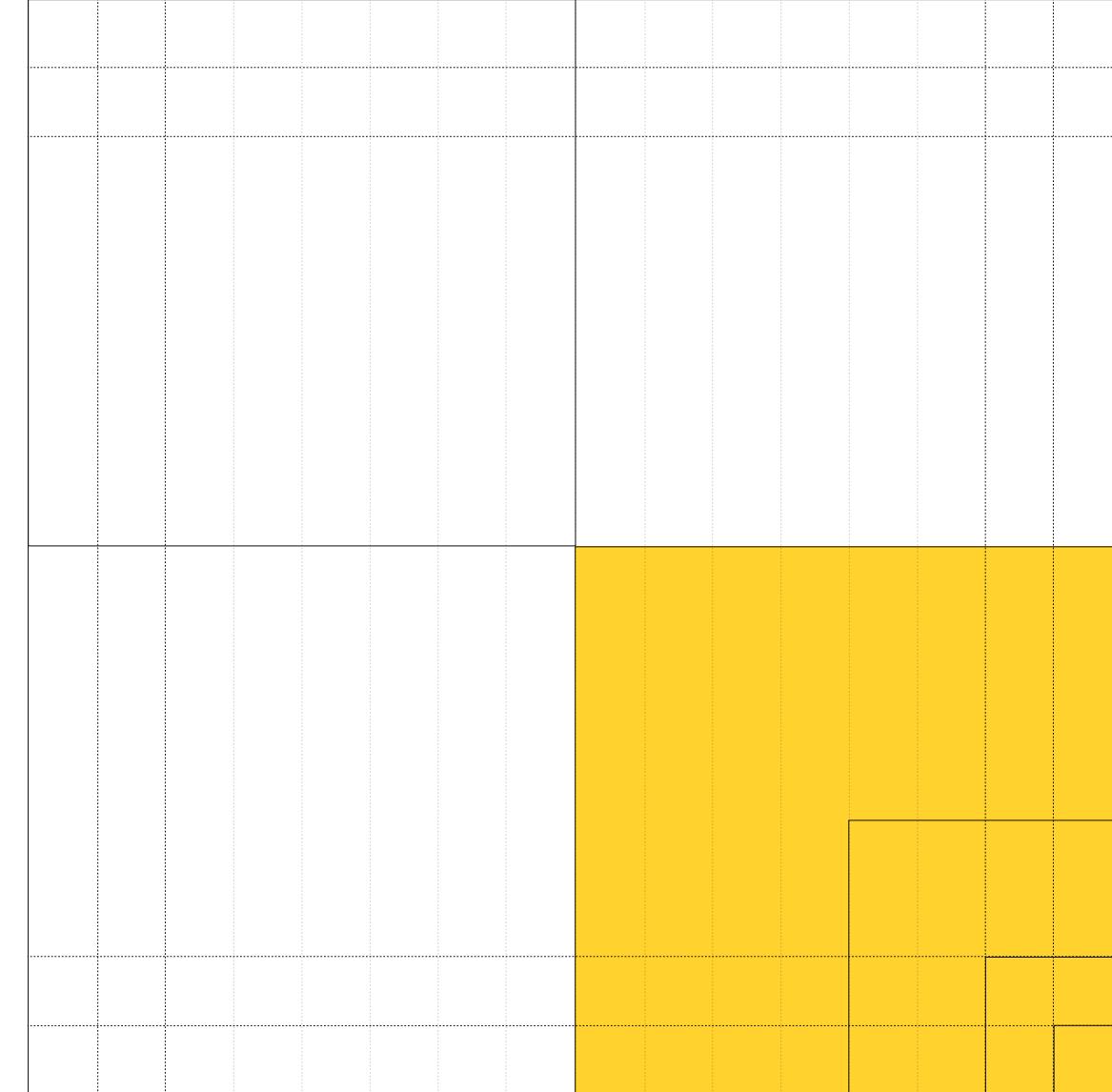
OUR CORE – THE MARKERS



GRAPHIC INTERPRETATION: THE YELLOW SQUARE



INTO THE GRID



VISUAL EXAMPLE



Headline



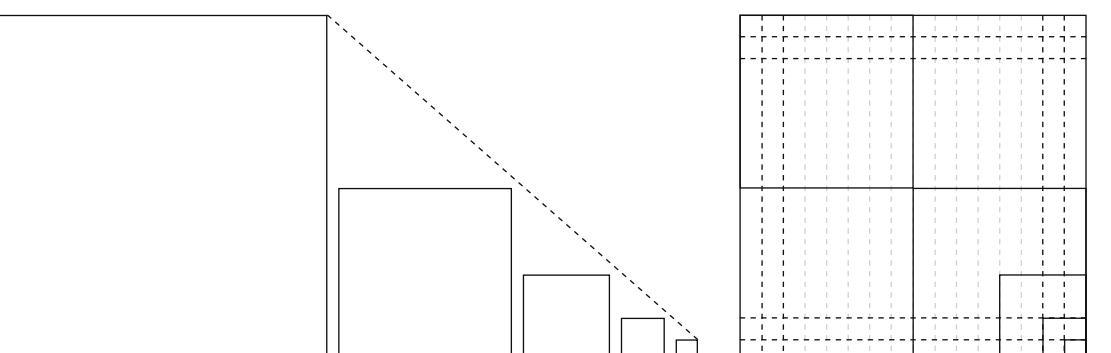
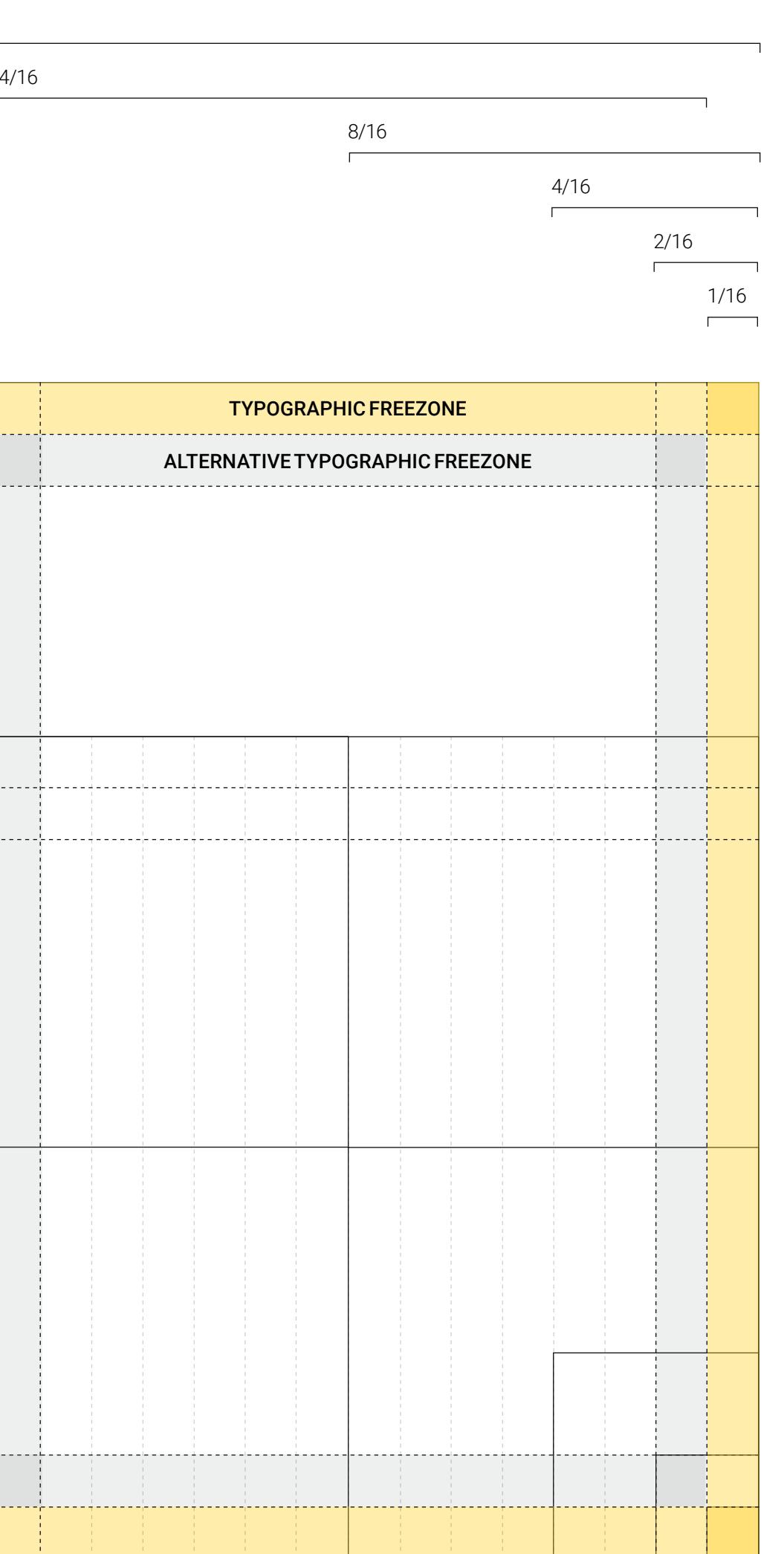
We mark the future

Layout system

INSTRUCTIONS

Margins and the space between them (the type area 14/16), are determined by dividing the short side into 16 parts.
1/16 is a free zone where no text is allowed to be placed.
Images can be full bleed or within the type area.

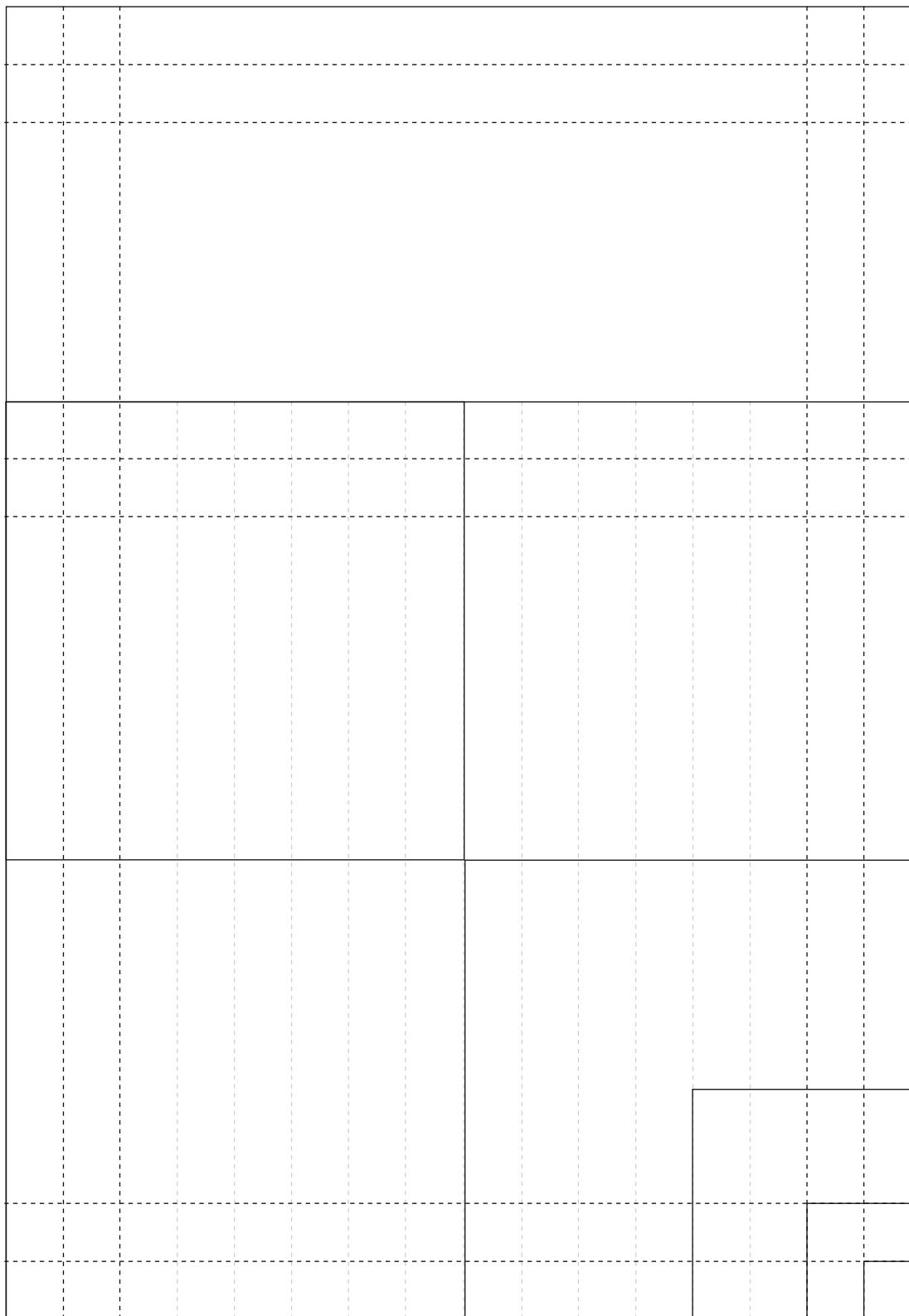
See visual examples on the following pages.



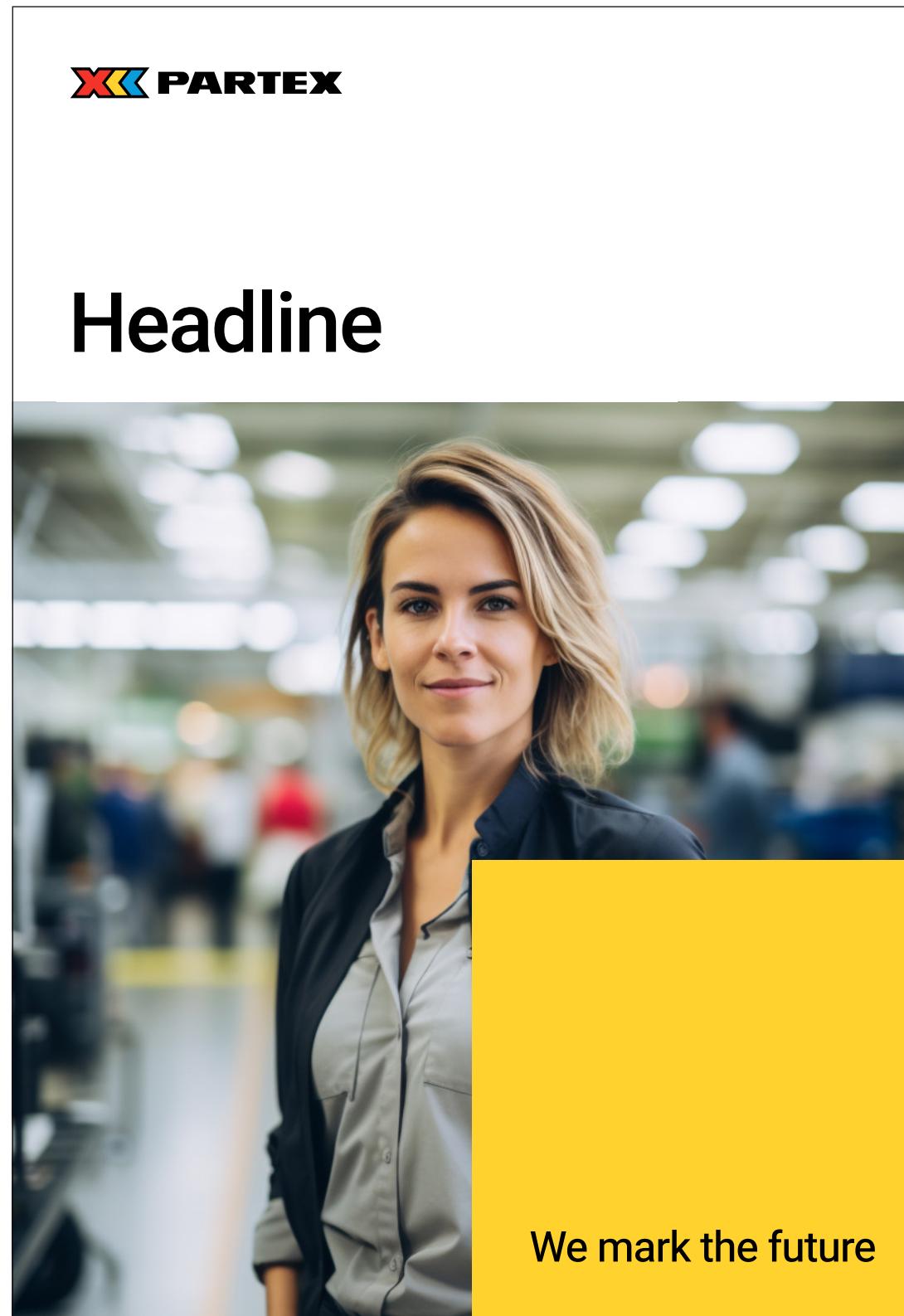
Layout examples

Portrait

EXAMPLE: A4 PORTRAIT GRID

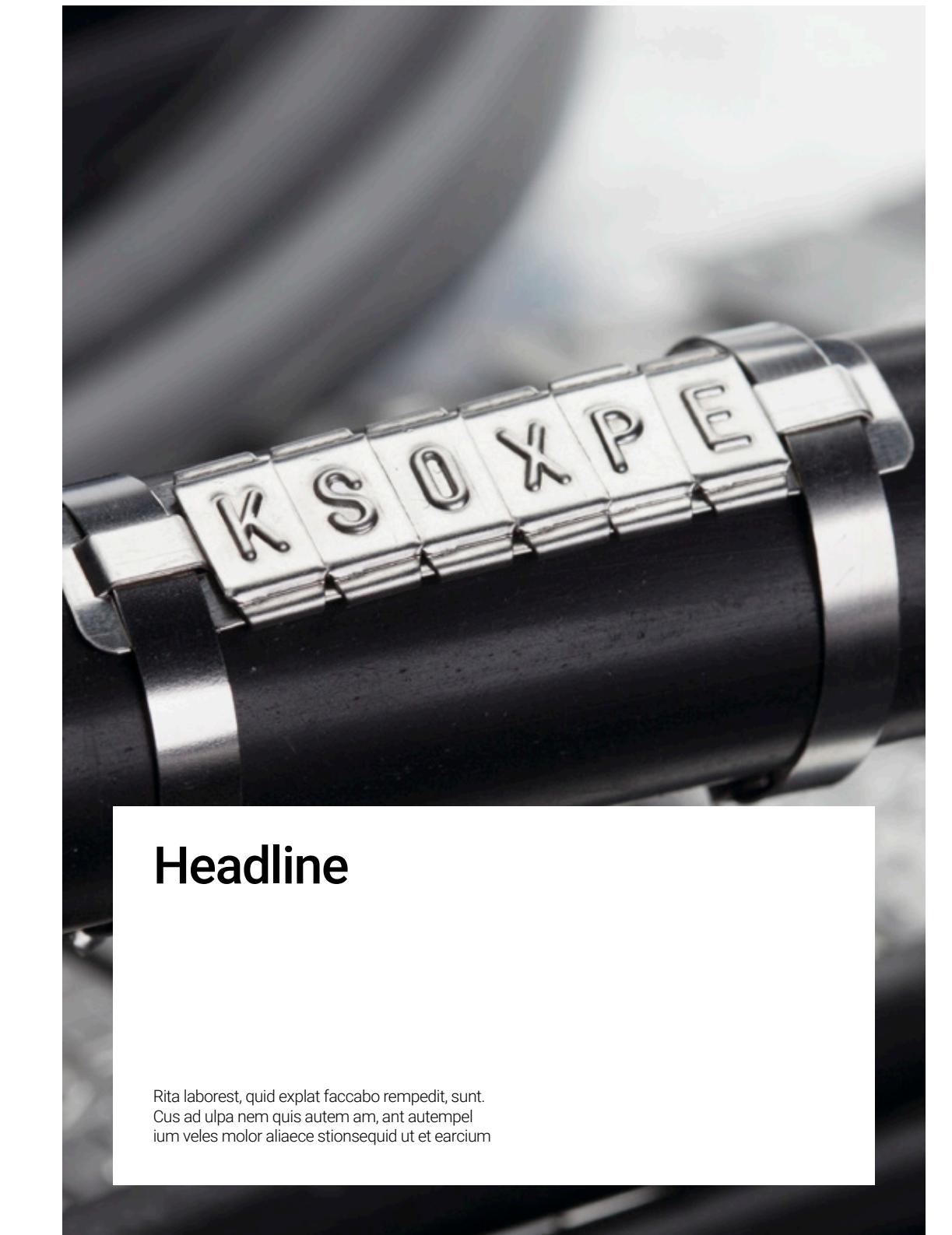
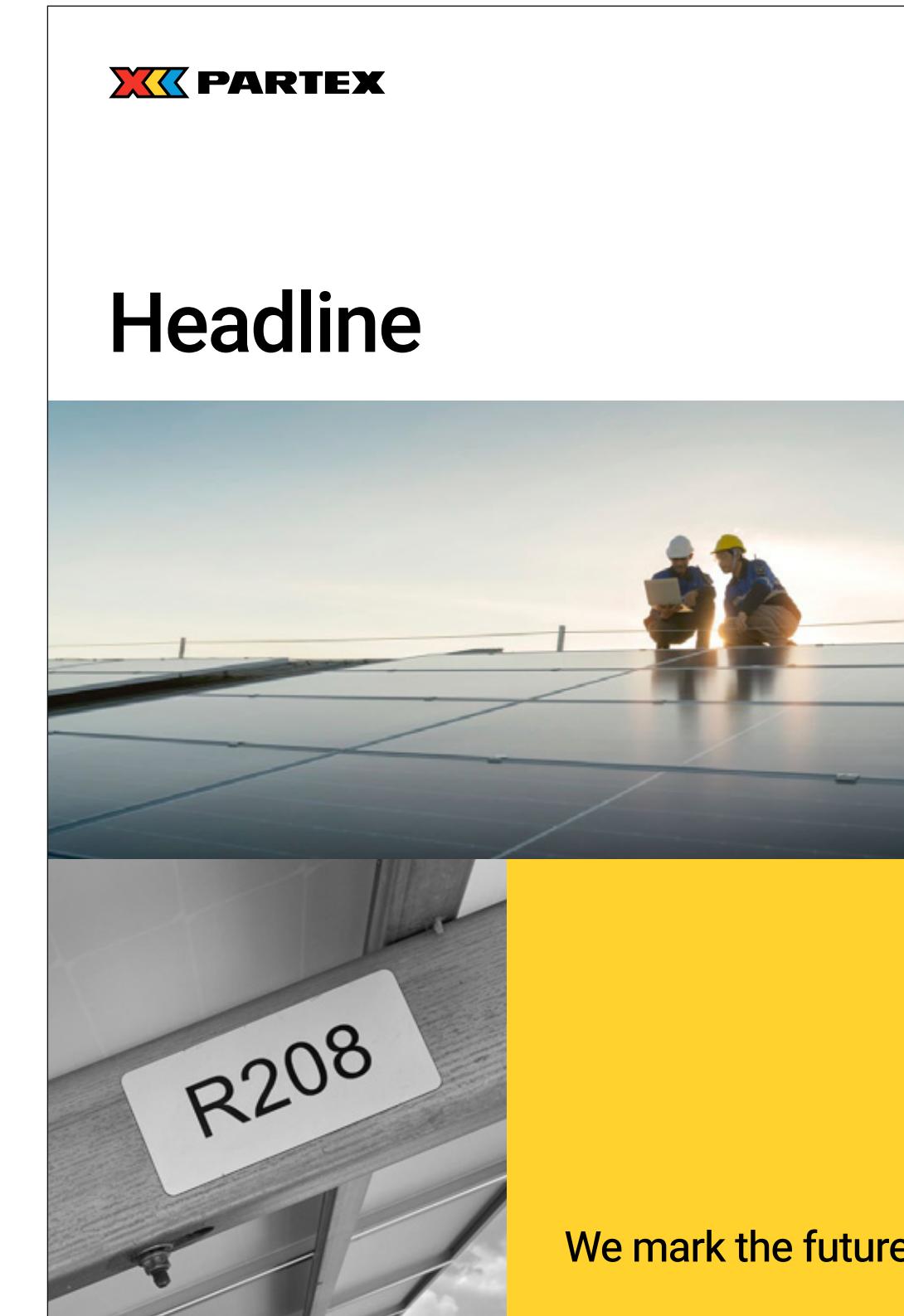


A4 EXAMPLE Print publication cover



The primary task of the layout system is to ensure that the brand maintains a consistent expression that is easy to recognize regardless of format or touchpoint.

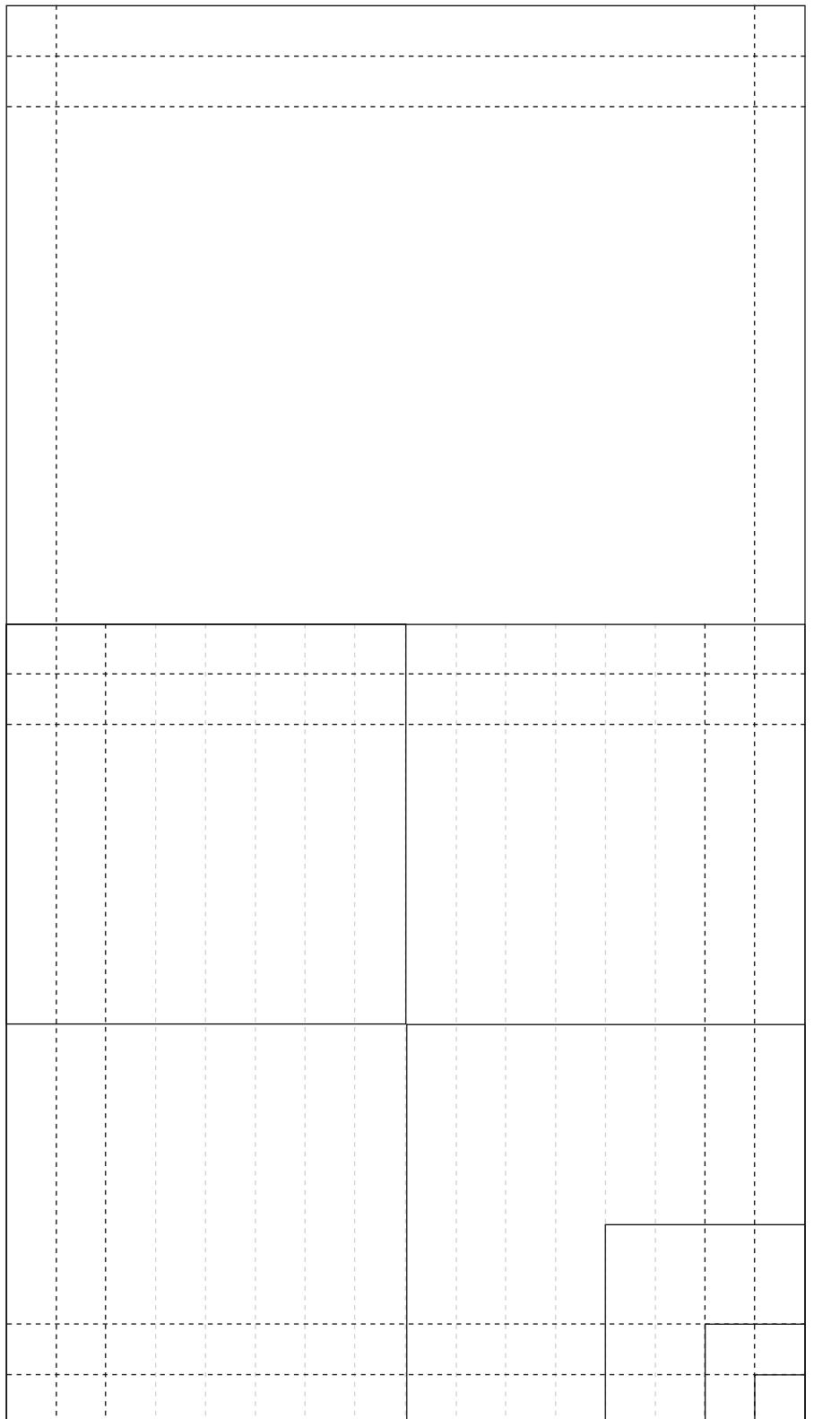
A4 EXAMPLE Product Sheet



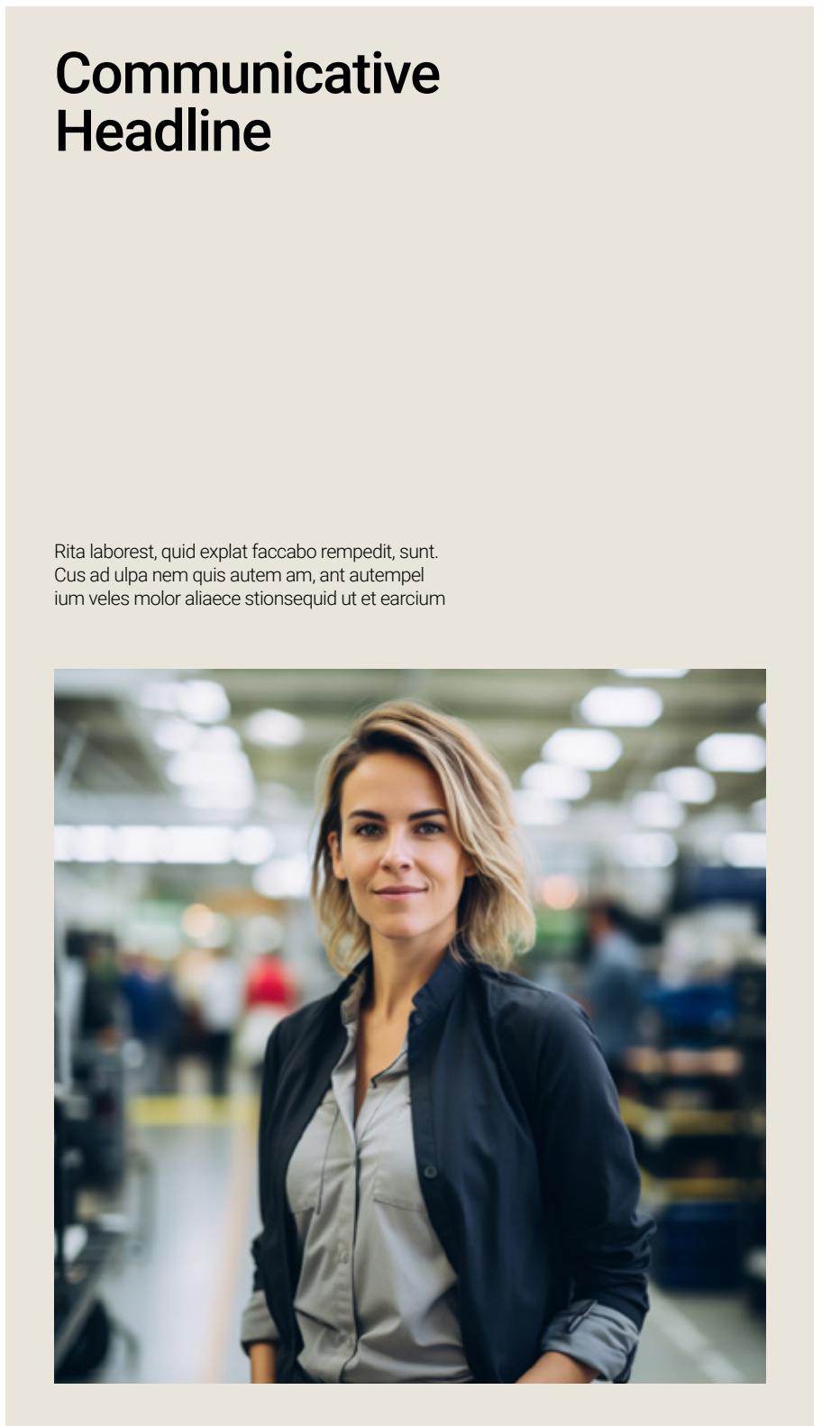
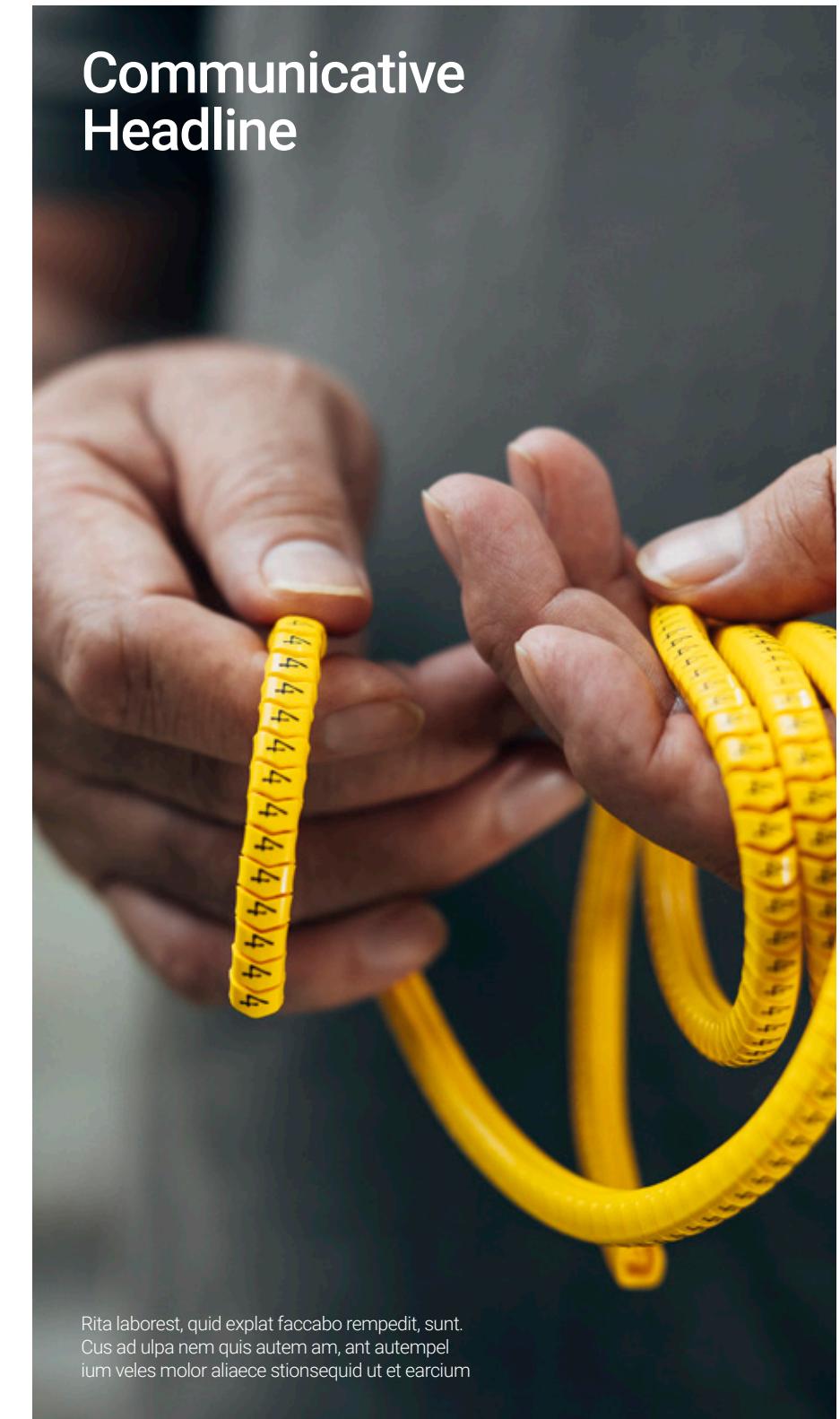
Layout examples

Portrait

9:16 PORTRAIT GRID



9:16 EXAMPLES Digital/Print



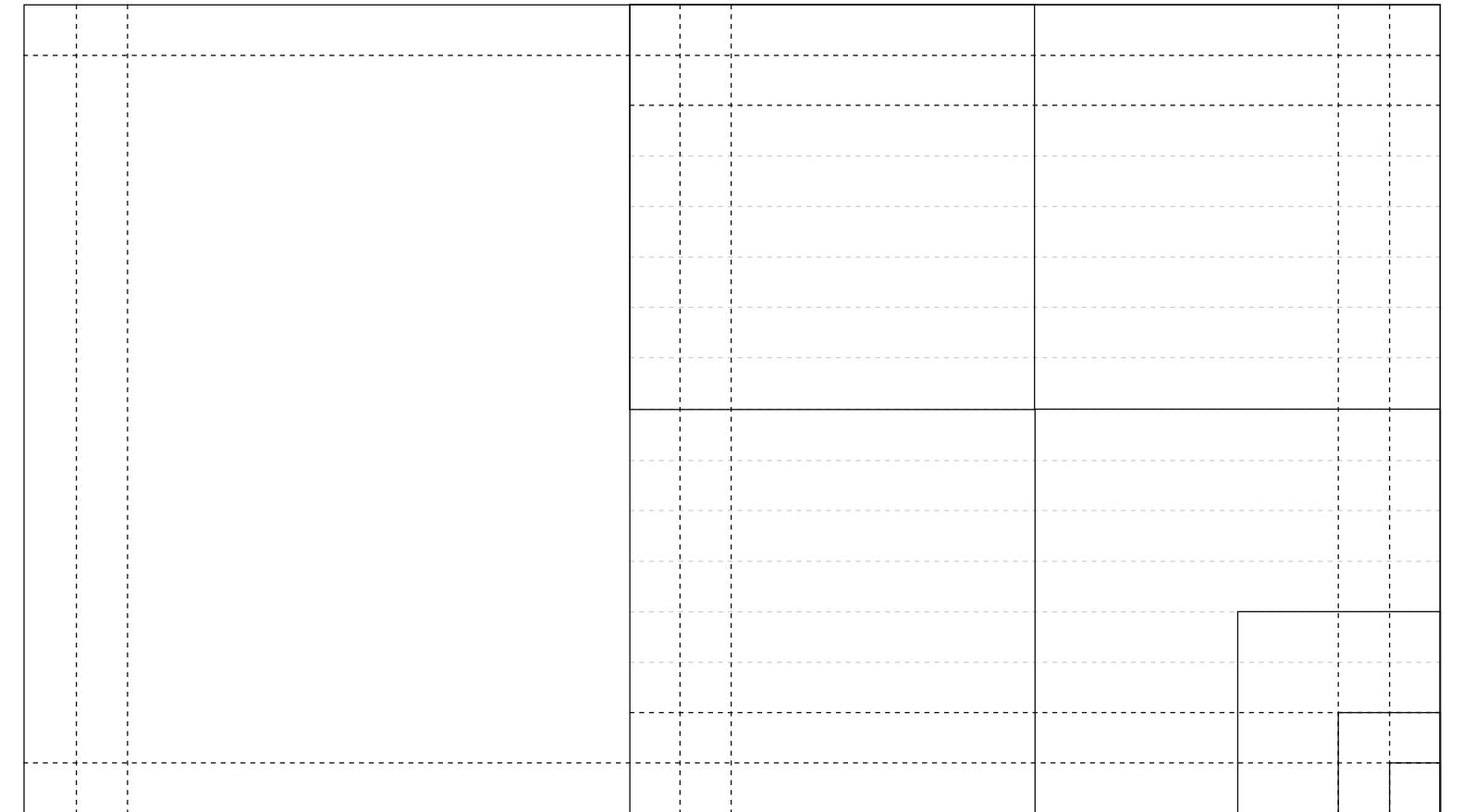
The primary task of the layout system is to ensure that the brand maintains a consistent expression that is easy to recognize regardless of format or touchpoint.

Layout examples

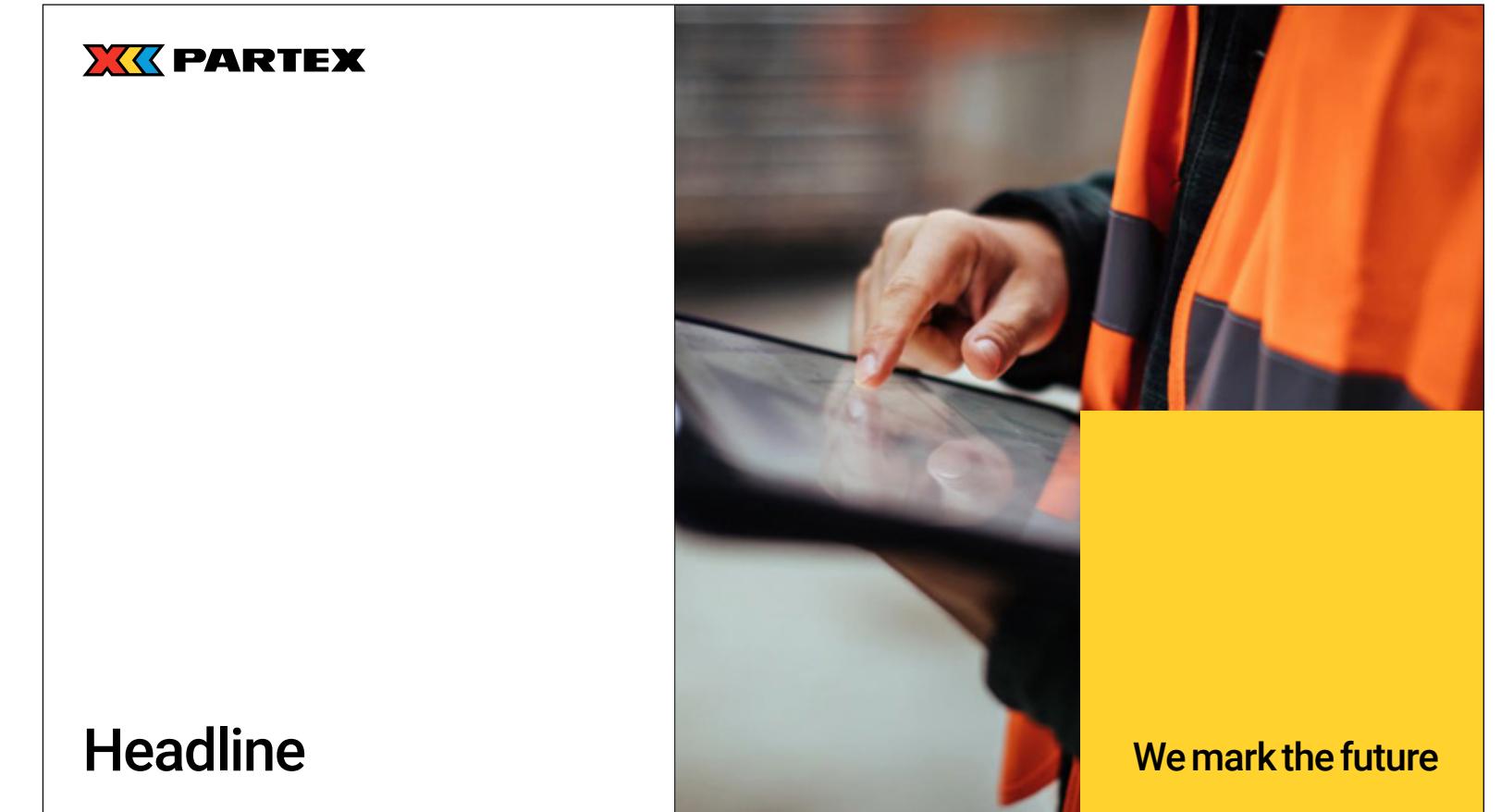
Landscape

The primary task of the layout system is to ensure that the brand maintains a consistent expression that is easy to recognize regardless of format or touchpoint.

16:9 LANDSCAPE GRID



16:9 EXAMPLES Digital/Print

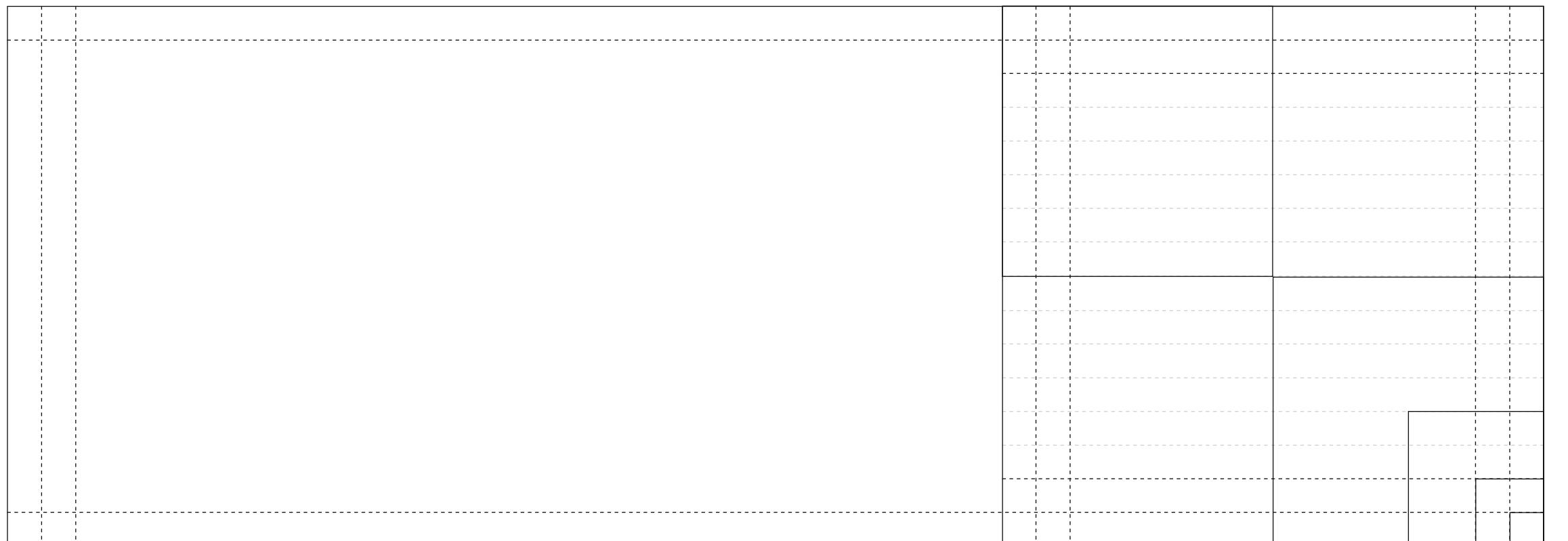


Layout examples

Landscape

The primary task of the layout system is to ensure that the brand maintains a consistent expression that is easy to recognize regardless of format or touchpoint.

LANDSCAPE GRID



EXAMPLE Digital/Print

Headline

Rita laborest, quid explat faccabo rempedit, sunt.
Cus ad ulpa nem quis autem am, ant autempel ium
veles molor aliaece stionsequid ut et earcium



Images and motion concept

Our brand's visual guidelines emphasize distinct image layers for effective communication. These layers include people and relations, surrounding world's storytelling, and product representation.

By prioritizing genuine connections, captivating narratives, and creative product visuals, we create a cohesive brand experience. Consistency and alignment with our strategic direction are essential to maintaining a strong and impactful brand identity.

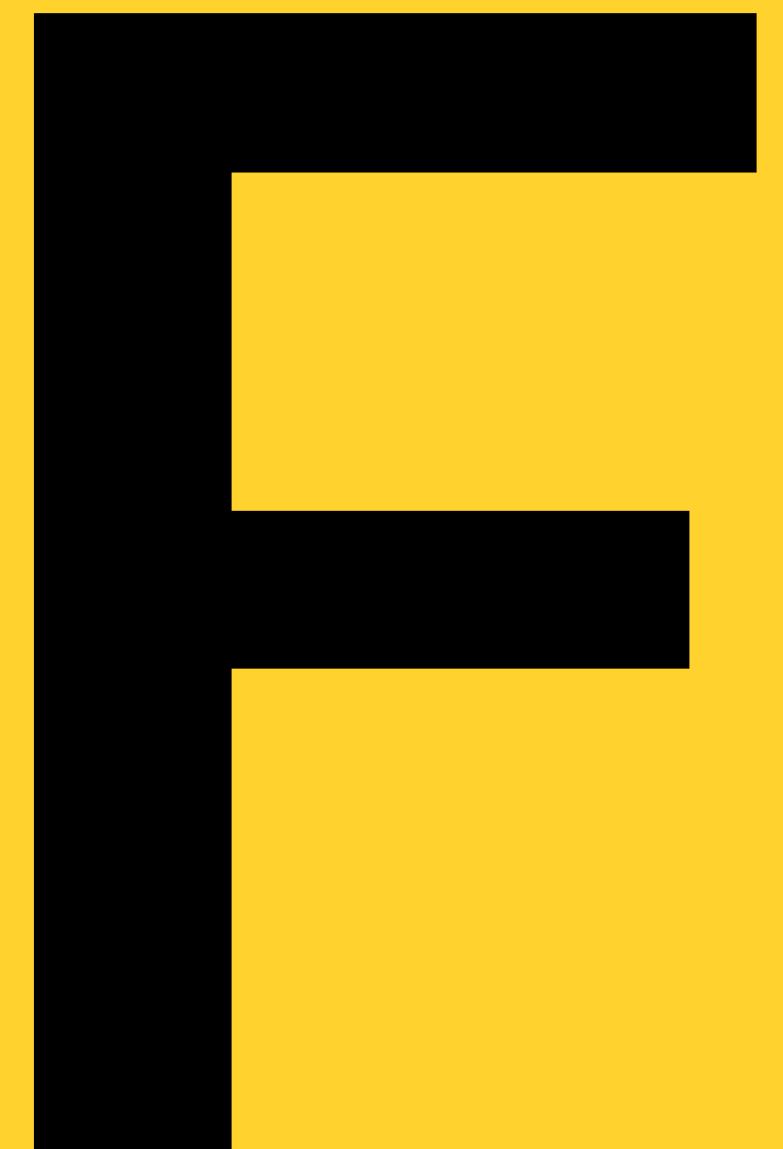


Image concept

Visual theme:

We create the overarching visual theme through a mix of close-ups and wider shots around our image layers. People, surrounding worlds, and products. In color and black and white.

Composition and elements:

The composition of the image is crucial for creating interesting pictures. We base this on the rule of thirds. Yellow elements are welcome in the image composition.

Purpose and audience:

The imagery should reflect Partex's values and what we stand for. It should feel authentic, secure, global with a personal presence.



Image layer People

When showcasing our brand, prioritize visuals that highlight genuine connections with people. Emphasize the importance of relationships and portray the positive impact our brand has on individuals and communities.

Important words: Caring, harmony, values, safety.

1. CLOSE-UPS



2. REVELING SURROUNDINGS + human interaction, single person/group in the corners.



3. PORTRAITS



Image layer Surrounding worlds

1. CLOSE-UPS



2. REVELING SURROUNDINGS



3. THE BIGGER PICTURE



Compelling narratives are at the heart of our brand. Through visuals, transport our audience to different environments, segments, and experiences. Use captivating imagery that sparks curiosity and invites them to immerse themselves in our brand's story.

Image layer Product

Our products are the embodiment of our brand's promise. When presenting them, provide concise and descriptive information that conveys their unique features and benefits. Incorporate creative visuals that showcase the product and their surroundings in a expressive context.

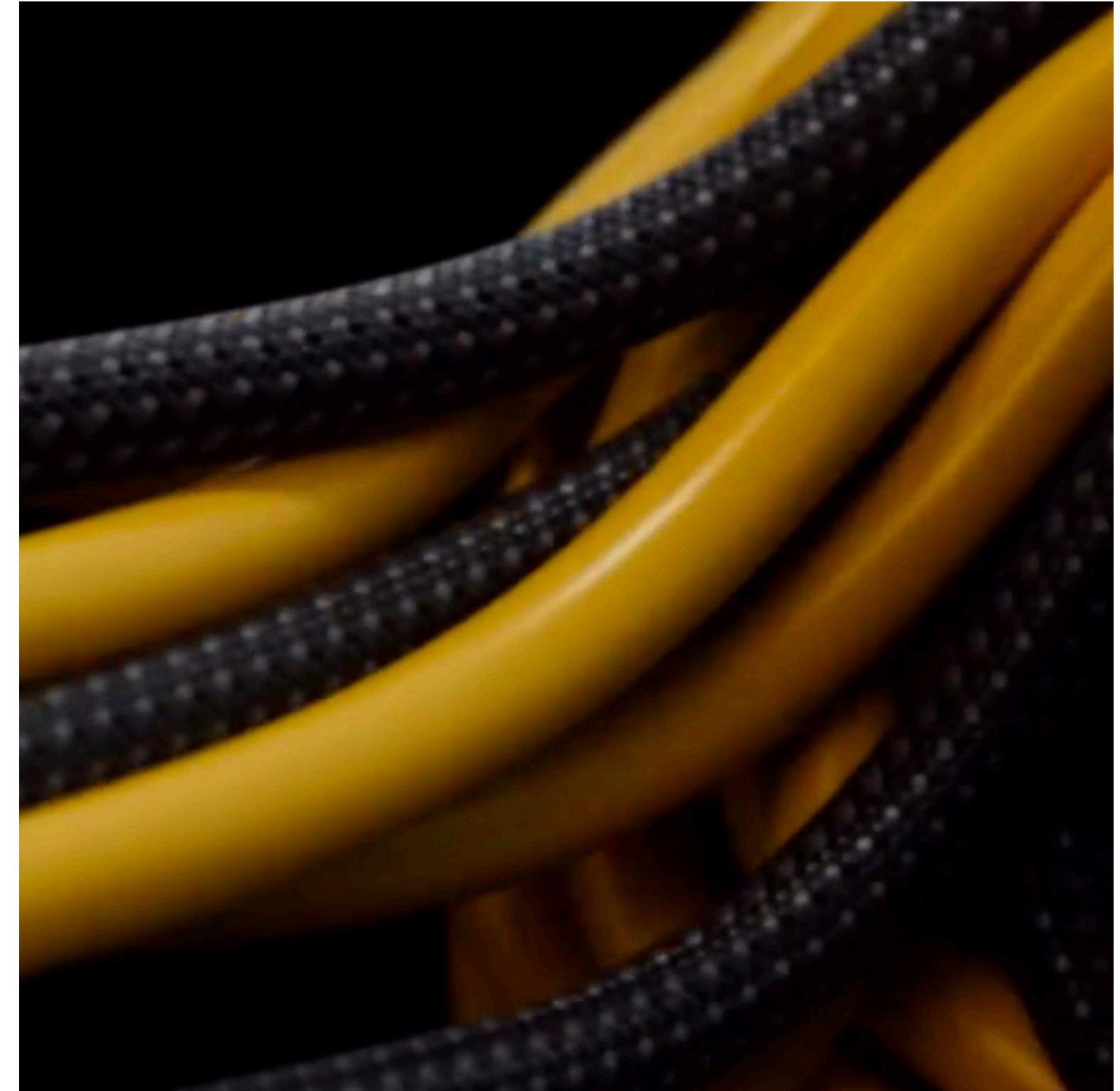
1. RATIONAL Descriptive product shots/renders, still and motion graphic



2. PRODUCTS IN USE



3. EMOTIONAL Product/Product surroundings (stills/motion)



RATIONAL

EMOTIONAL

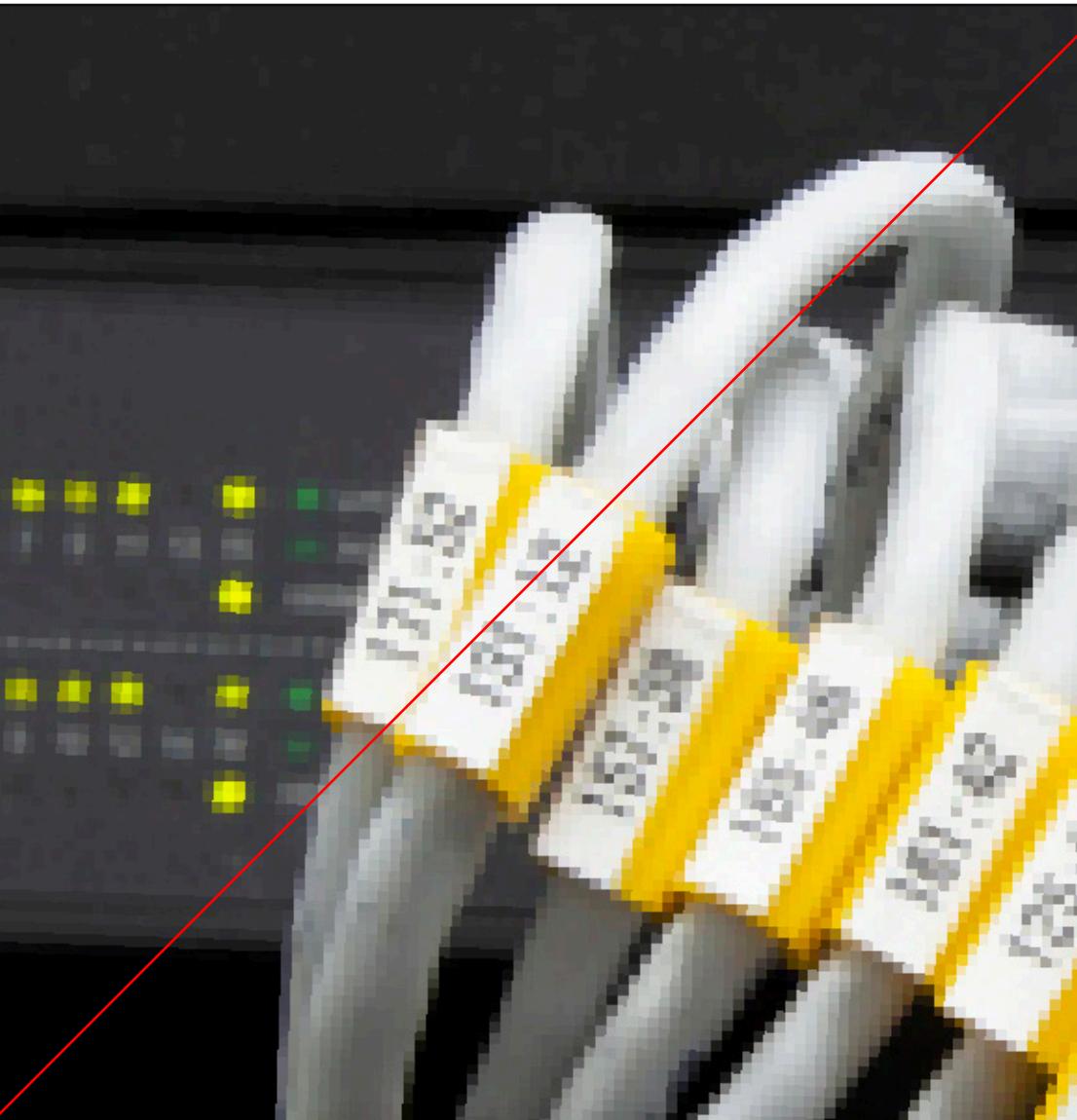
Image Don'ts

This part highlights examples of design and application errors that are inconsistent with our brand's image. It's crucial to understand these don'ts to prevent miscommunication and inconsistency in our brand's representation.

DON'T STRETCH PROPORTIONS



DON'T USE LOW RESOLUTION IMAGES



DON'T USE IMAGES THAT DON'T MATCH THE TONALITY



DON'T USE UNLICENCED IMAGES

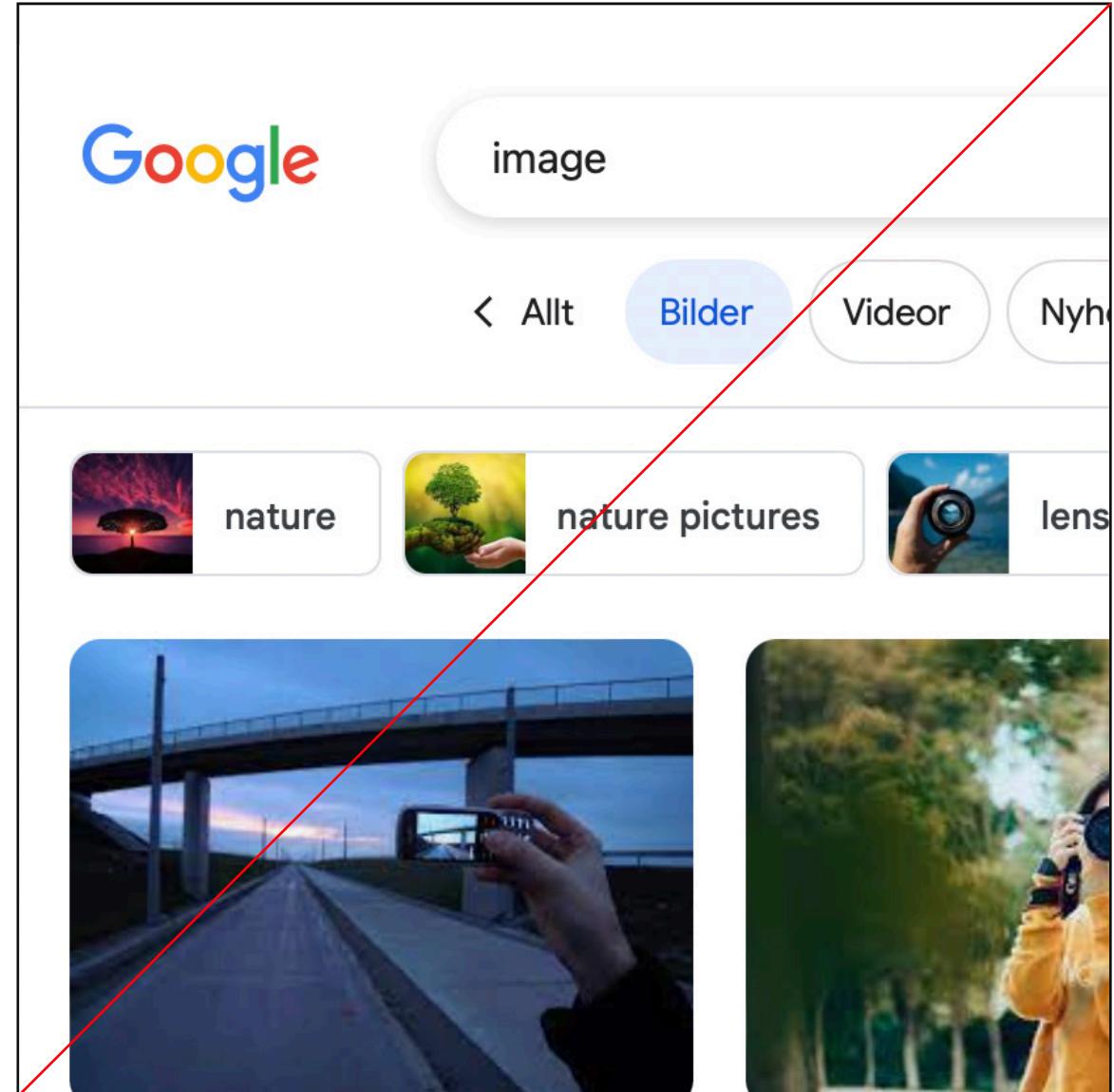


Illustration concept

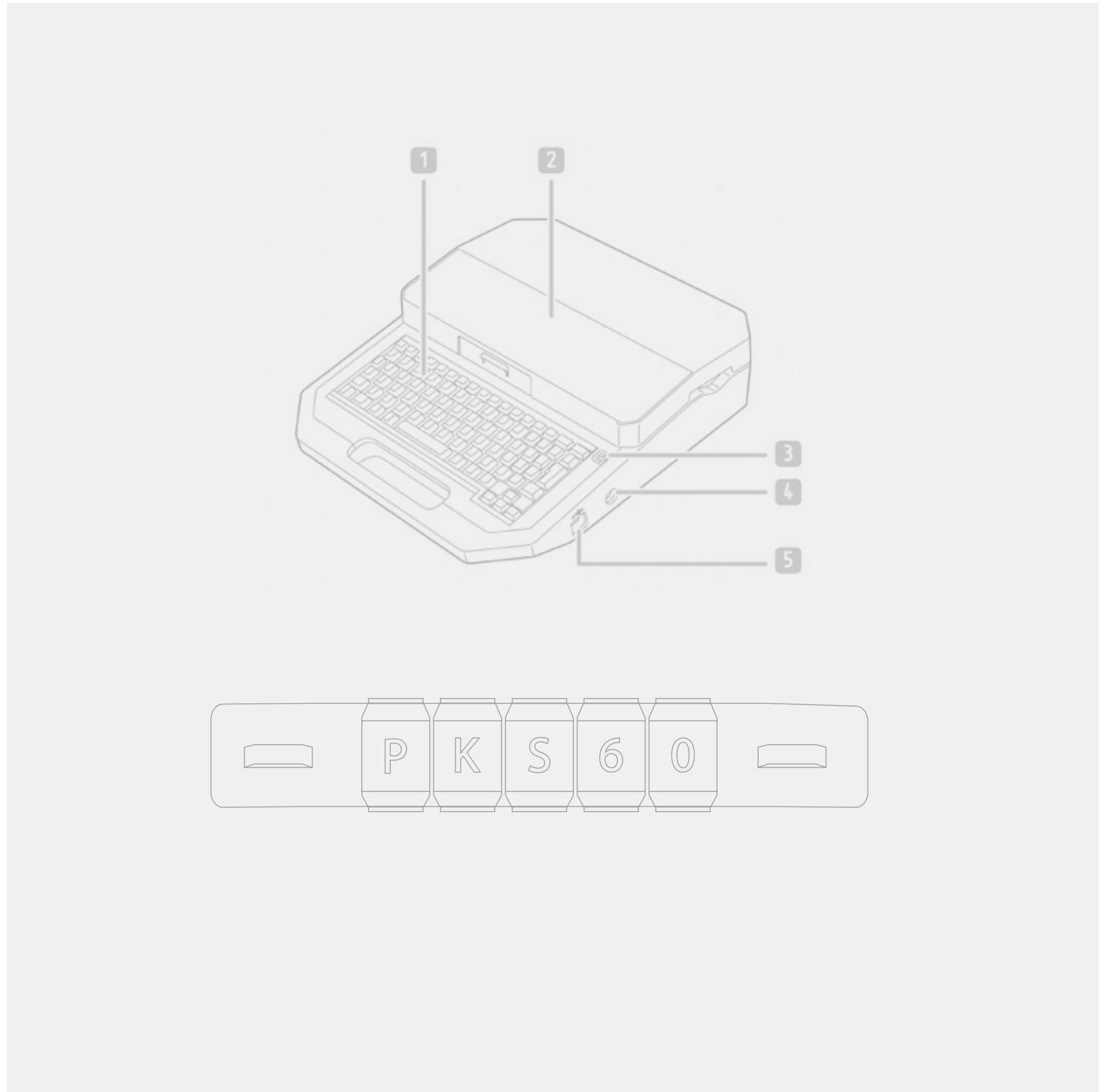
Illustrations are used as a complement to images and renderings, ranging from rational, informative illustrations to more emotionally charged graphic interpretations of products and Partex's surrounding worlds.



Illustrations

A thematic range from a rational informative type of illustration to a more graphic emotional interpretation of a PA marker.

EXAMPLE: Illustrative outlines



RATIONAL

EXAMPLE: Graphic shape of a PA marker

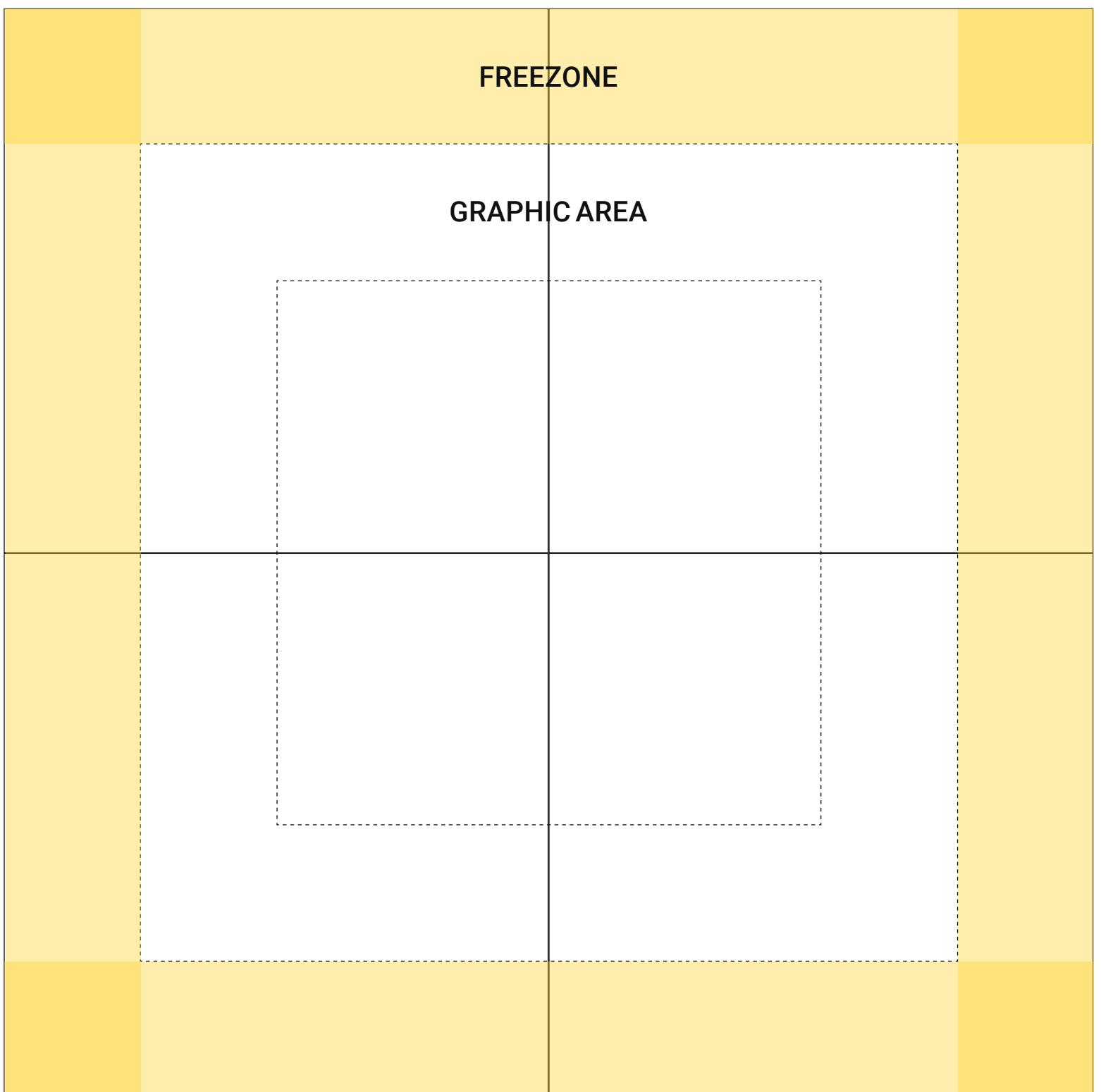


EMOTIONAL

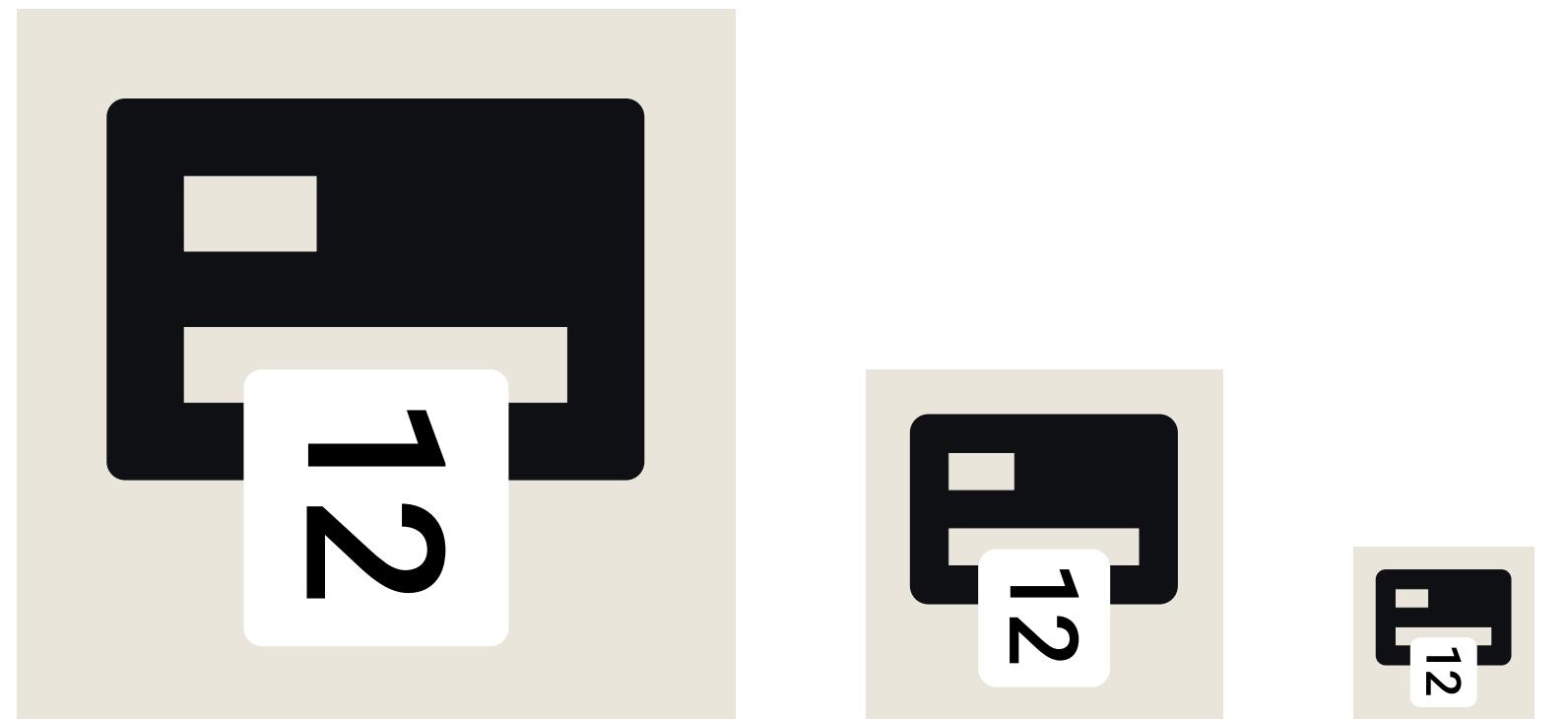
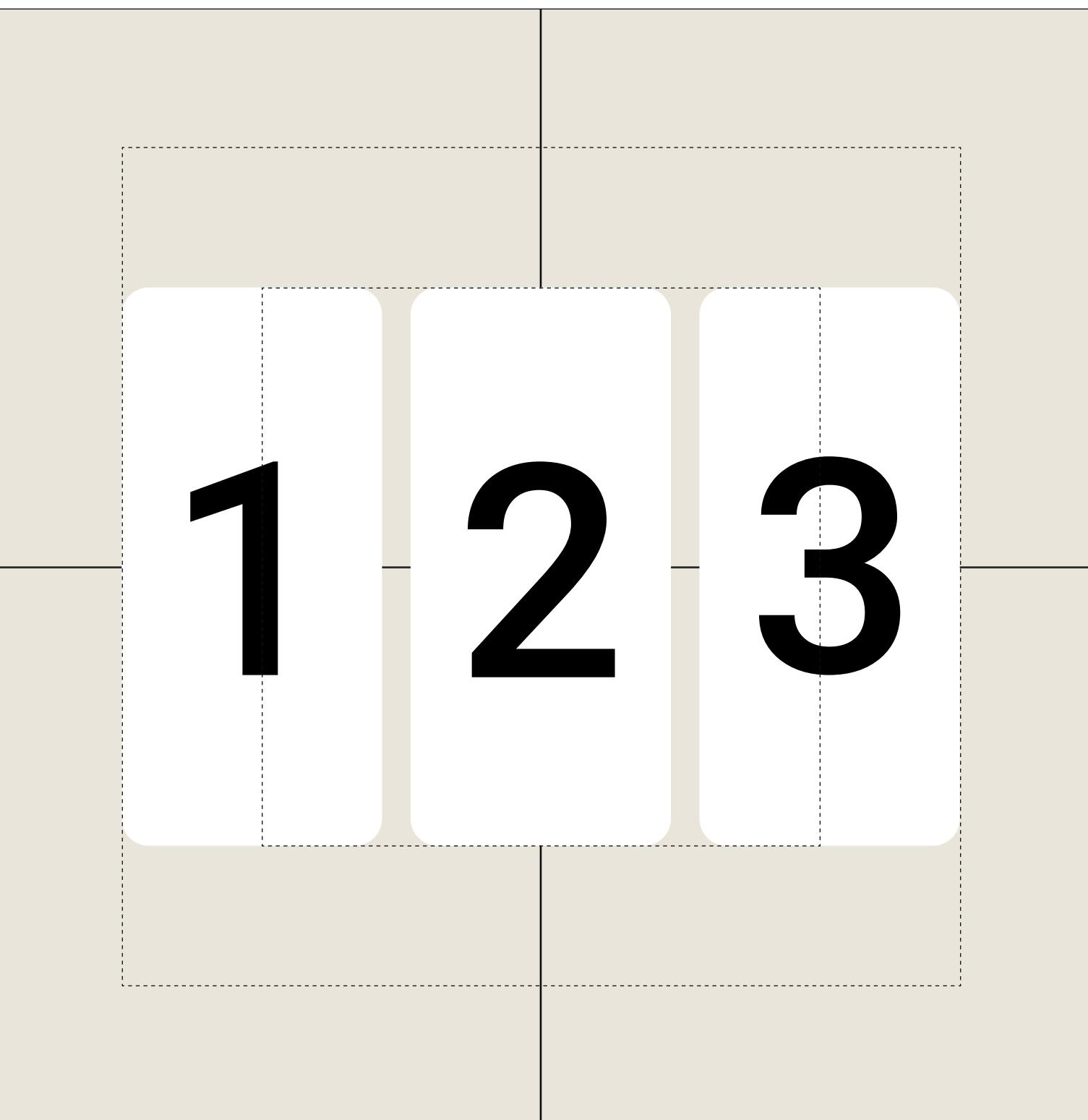
Iconography

Utilize the square grid and brand colors to develop icons.

SQUARE GRID PRINCIPLE



EXAMPLE: With Square grid principle overlay



Graphic Don'ts

This part highlights examples of design and application errors that are inconsistent with our brand's image. It's crucial to understand these don'ts to prevent miscommunication and inconsistency in our brand's representation.

DON'T COMBINE PHOTO AND GRAPHIC



DON'T USE ROUNDED SHAPES AS PROMINENT GRAPHIC



DON'T COMBINE OUTLINE STYLES



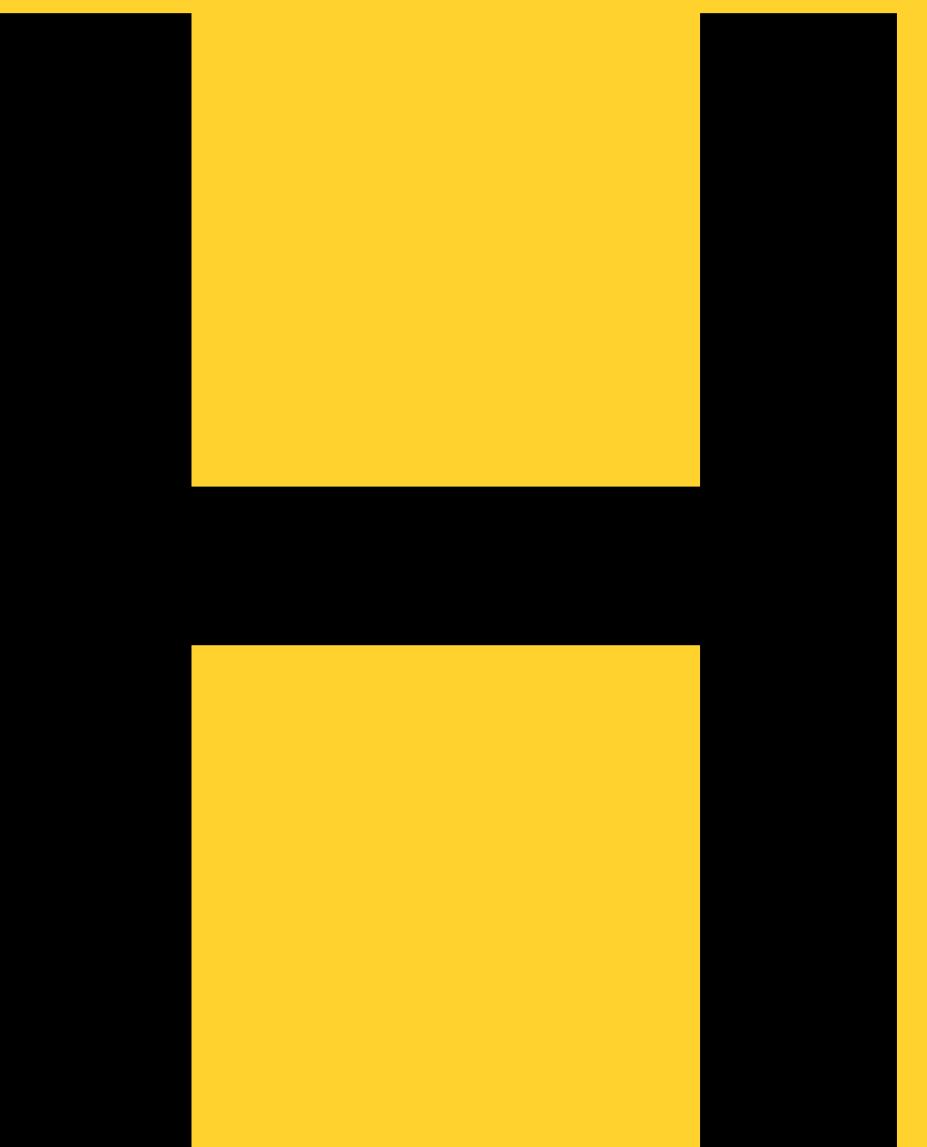
DON'T USE OUTDATED GRAPHICS/ILLUSTRATIONS



Tone of voice

Being mindful about our tonality will help us form a strong brand, with a clear and consistent voice. History has formed who we are, and it shines through in the way we communicate – in words as well as actions.

As a Swedish family-owned company, we strive to embody the best qualities our background has given us. Reliability, transparency, equality and genuine care for each other and our customers are all parts of our heritage that we value and want to accentuate. That is the mark we want to leave behind.



The caring humble experts – passionate about supporting an electrified future

THESE ARE THE PRINCIPLES THAT WILL GUIDE US IN OUR COMMUNICATION:

1. We are genuine. There is a human behind every message, and to make our personality shine through, we communicate with clarity, empathy and friendliness. We are personal yet professional and take pride in understanding our customers' context.

2. We are knowledgeable. We are confident in our abilities and passionate about what we do. We show our expertise and share our knowledge without ever making others feel inferior – by being humble and informal we stay approachable and nurture our relationships.

3. We are enthusiastic. We want to be a positive and supportive partner to our customers, always ready to give our advice when it is relevant.

4. We care. We believe in being generous with our time, resources, and expertise, and we are sympathetic to the needs of others. We care about our customers and want them to think of us as a reliable and caring partner.

Brand Guidelines

Directional guidelines for consistently showcasing our brand, both internally and externally. A unified suit that everyone at Partex can wear with pride.



Paper

These are our overarching guidelines for selecting different types of paper for printing. Where local variations may occur, the general guideline is to print on white uncoated paper.

White paper

Our "house paper".

Uncoated white paper available in multiple weights, including envelopes.

If yellow is applied by printing, utilize:
PMS 7404 U

Yellow paper

For special occasions.

Uncoated yellow paper available in multiple weights

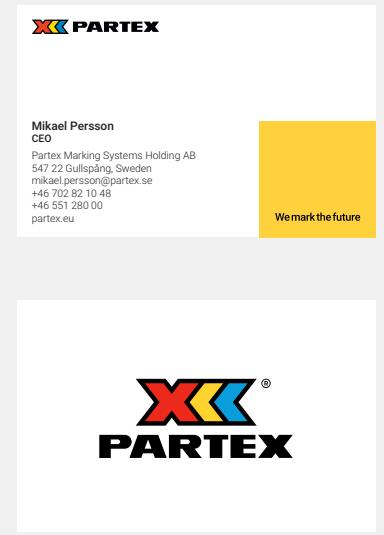
Scandia 2000 White Uncoated

Antalis – Olin Sunshine Yellow Uncoated

Corporate Communications

Guiding overview of applying the brand identity toolbox to stationery.

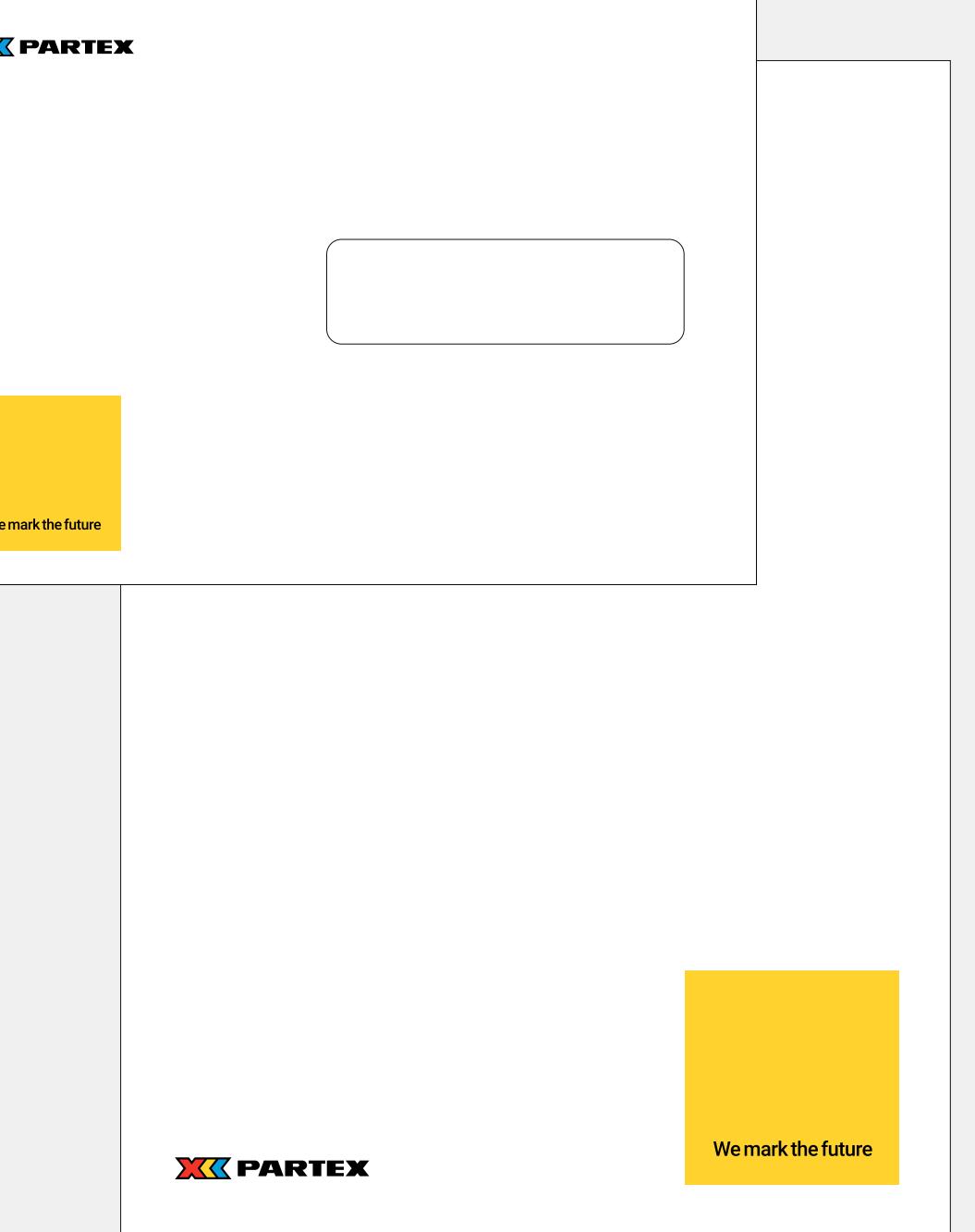
BUSINESS CARDS (85X55)



LETTER (A4)



ENVELOPE (C5+C4)



EMAIL SIGNATURE



Social Media

Guiding overview of applying the brand identity toolbox to our Social Media accounts.

PROFILE LOGO

PROFILE PHOTO

Choose one of the ready profile photos in our common file library or create one from the Photoshop template. The yellow box with our brand promise shall always placed to the right together with one or more photos.

Partex Marking Systems (Group)

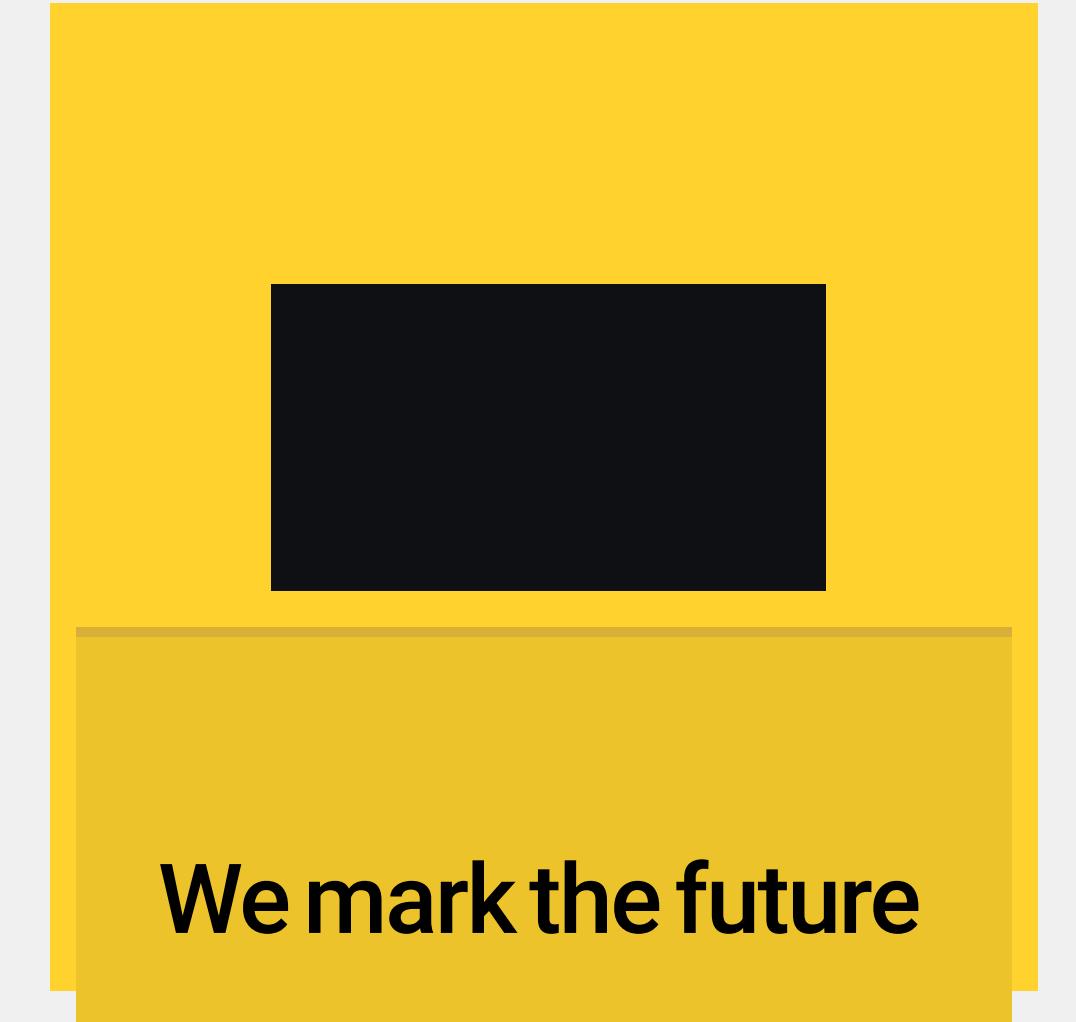
Industrial marking systems for the identification of wires, cables, pipes and components.

Tillverkning av elektriska och elektroniska apparater · Gullspång · 1tn följare · 201–500 anställda

Trade show

Guiding overview of applying the brand identity toolbox to trade shows and expos.

THE YELLOW SQUARE MODULE



BACKDROP (grid can be filled with brand colors/images/messages)

Communicative Headline

Rita laborest, quid explat faccabo rempedit, sunt.
Cus ad ulpa nem quis autem am, ant autempel
ium veles molor aliaece stionsequid ut et earciun

EXPO CUBES



Working clothes Guidelines

Guiding overview of applying the brand identity toolbox to workwear, with an emphasis on color schemes and logo placement. Incorporating the yellow square as a subtle, distinctive feature.

GUIDING EXAMPLE: Logoplacement and colors



Profile clothes Guidelines

Guiding overview of applying the brand identity toolbox to workwear,
with an emphasis on color schemes and logo placement.
Incorporating the yellow square as a subtle, distinctive feature.

GUIDING EXAMPLE: Logoplacement and colors



Give aways Guidelines

Guiding overview of applying the brand identity toolbox to workwear, with an emphasis on color schemes and logo placement. Incorporating the yellow square as a subtle, distinctive feature.

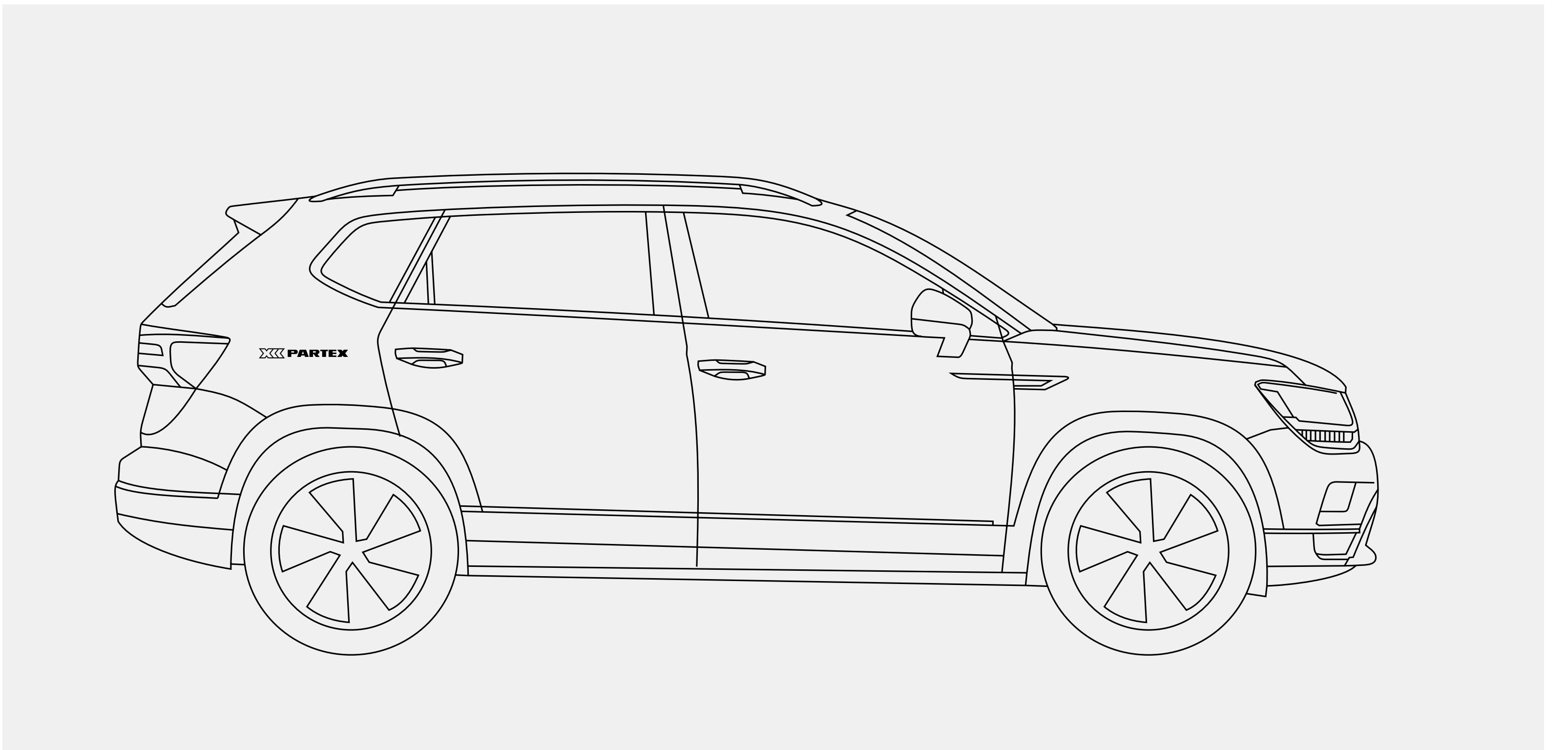
GUIDING EXAMPLE: Logoplacement and colors



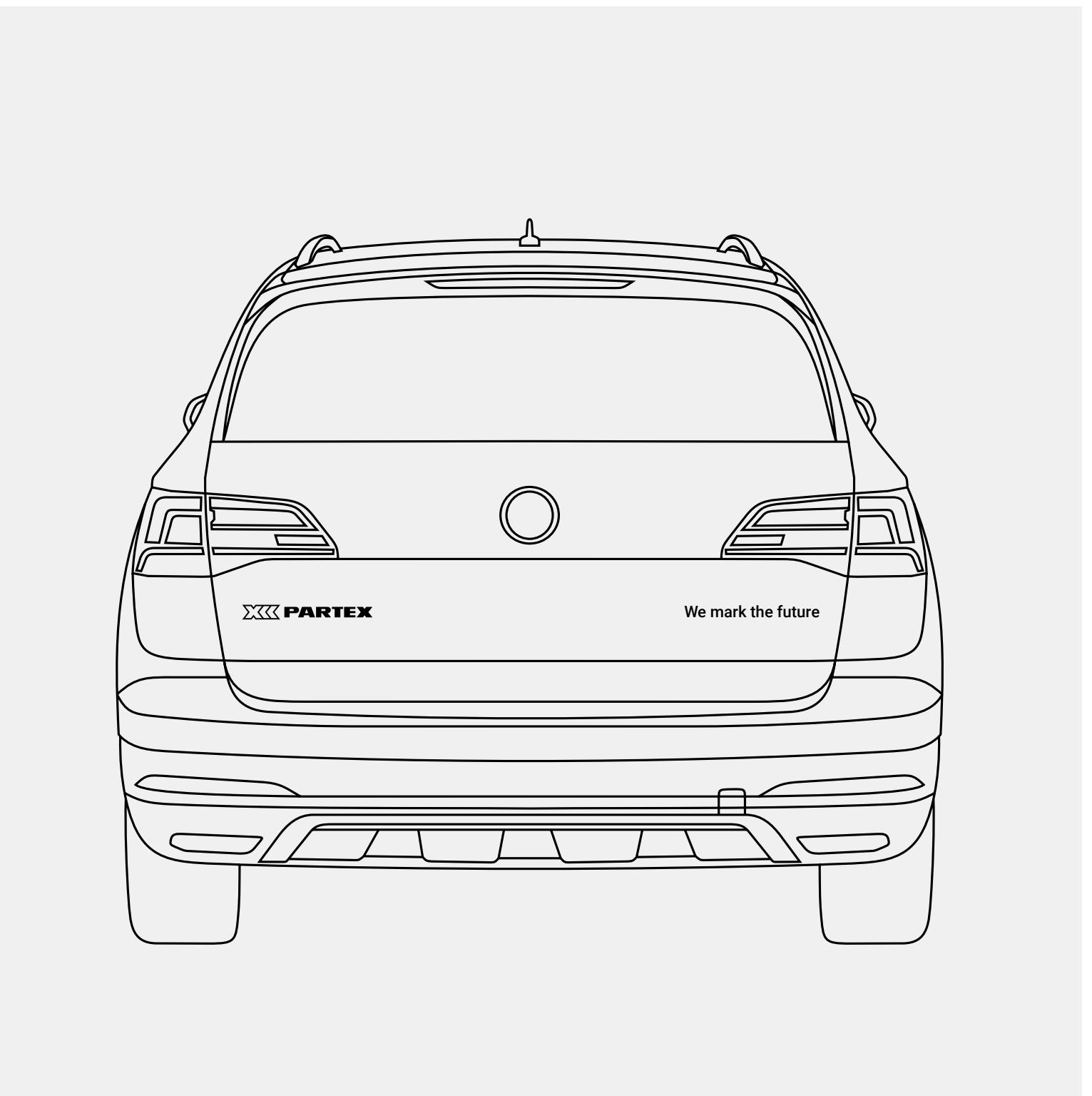
Cars Guidelines

The logo is applied discreetly in **black or white** on service vehicles.
An appropriate placement is at the rear above the wheelhouse on
the opposite side of any fuel cap. The logo can also be placed at the
back along with "We mark the future" on the oposite side.

GUIDING EXAMPLE: Side view, monochrome logo



GUIDING EXAMPLE: Rear view, monochrome logo + We mark the future



Flags Guidelines

We have two variants of brand flags. One with the vertical logo centered onto a white flag, and the other with the vertical logo centered at the bottom. Minimum freezone applied. Brand promise flag, We mark the future printed on brand colored yellow flag.

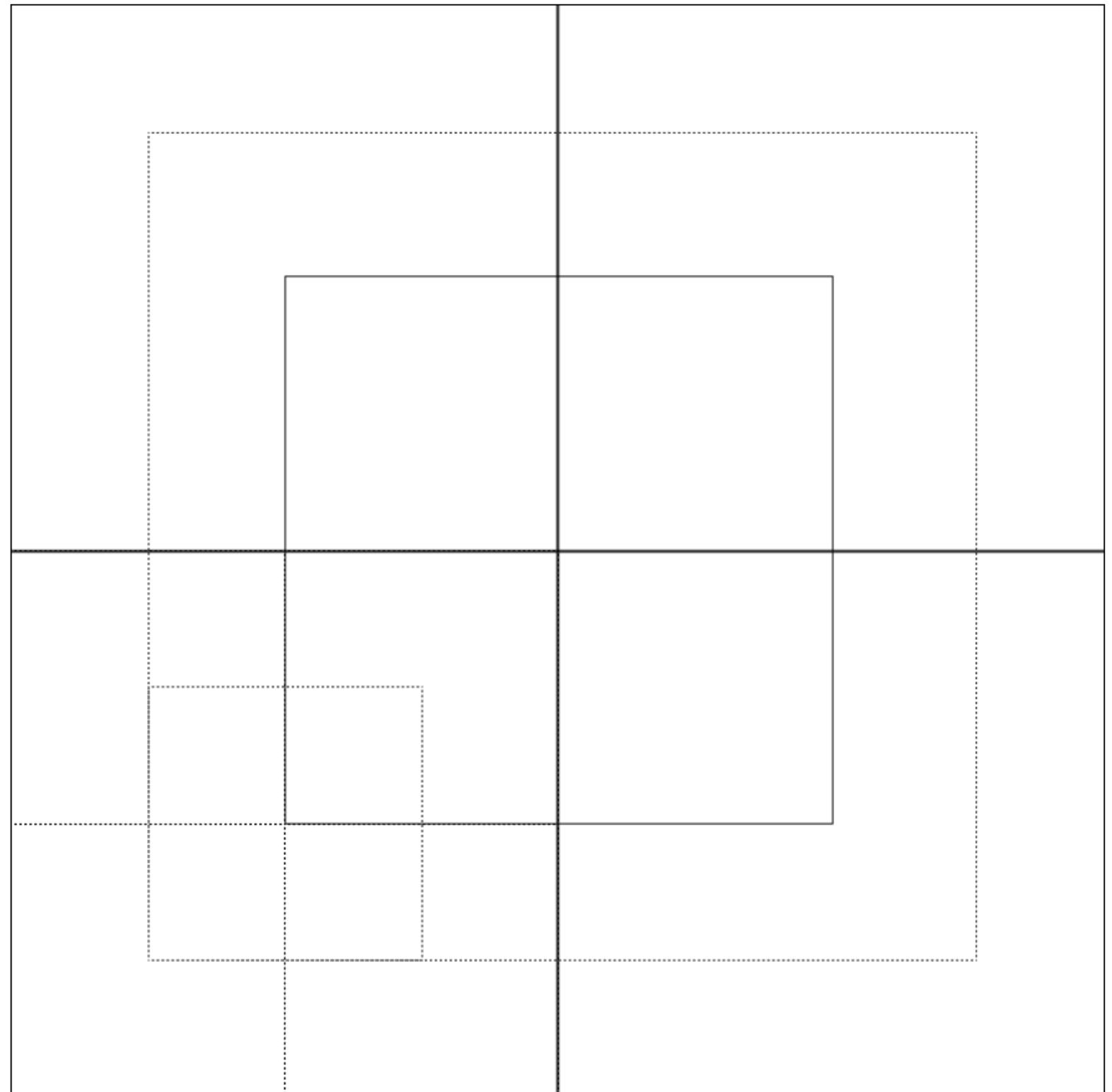
EXAMPLES



Signage Guidelines

Signs are designed and constructed using the Partex square grid system. This system is derived from the heart of Partex: the modular markers.

THE SQUARE GRID



EXAMPLES

Main entrance



Visual inspiration

Our brand story is more than just our history; it's the heartbeat of who we are. It's a narrative that captures our journey, our values, and our mission, connecting us deeply with our surrounding worlds.

A promise, and a reflection of our dedication to making a meaningful impact in the lives and companies we serve.



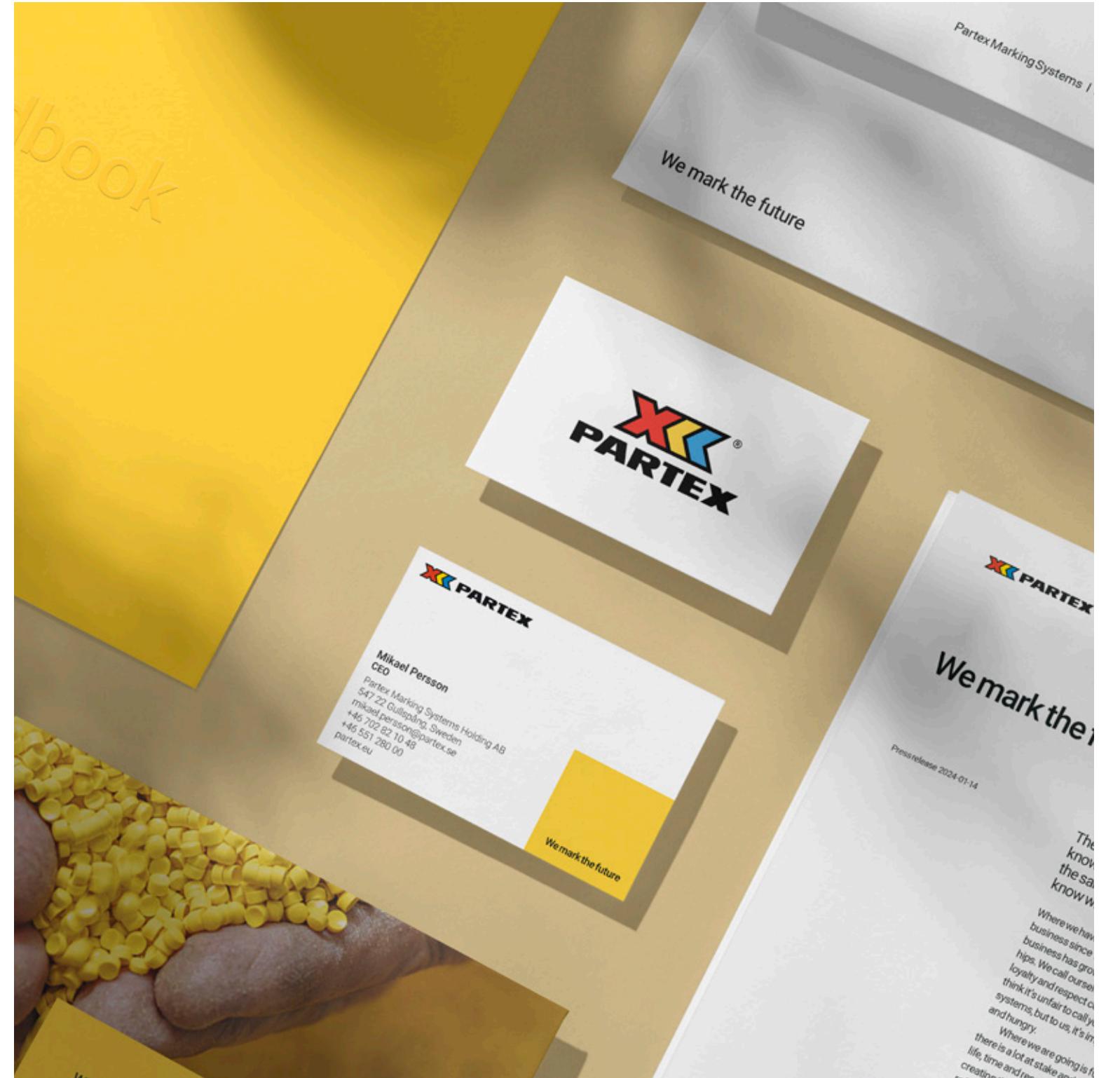
Visual inspiration

Please note:

What is shown in this chapter are only visual examples. Made to create a visual sense of how the brand looks in different contexts.

Do not use publicly.

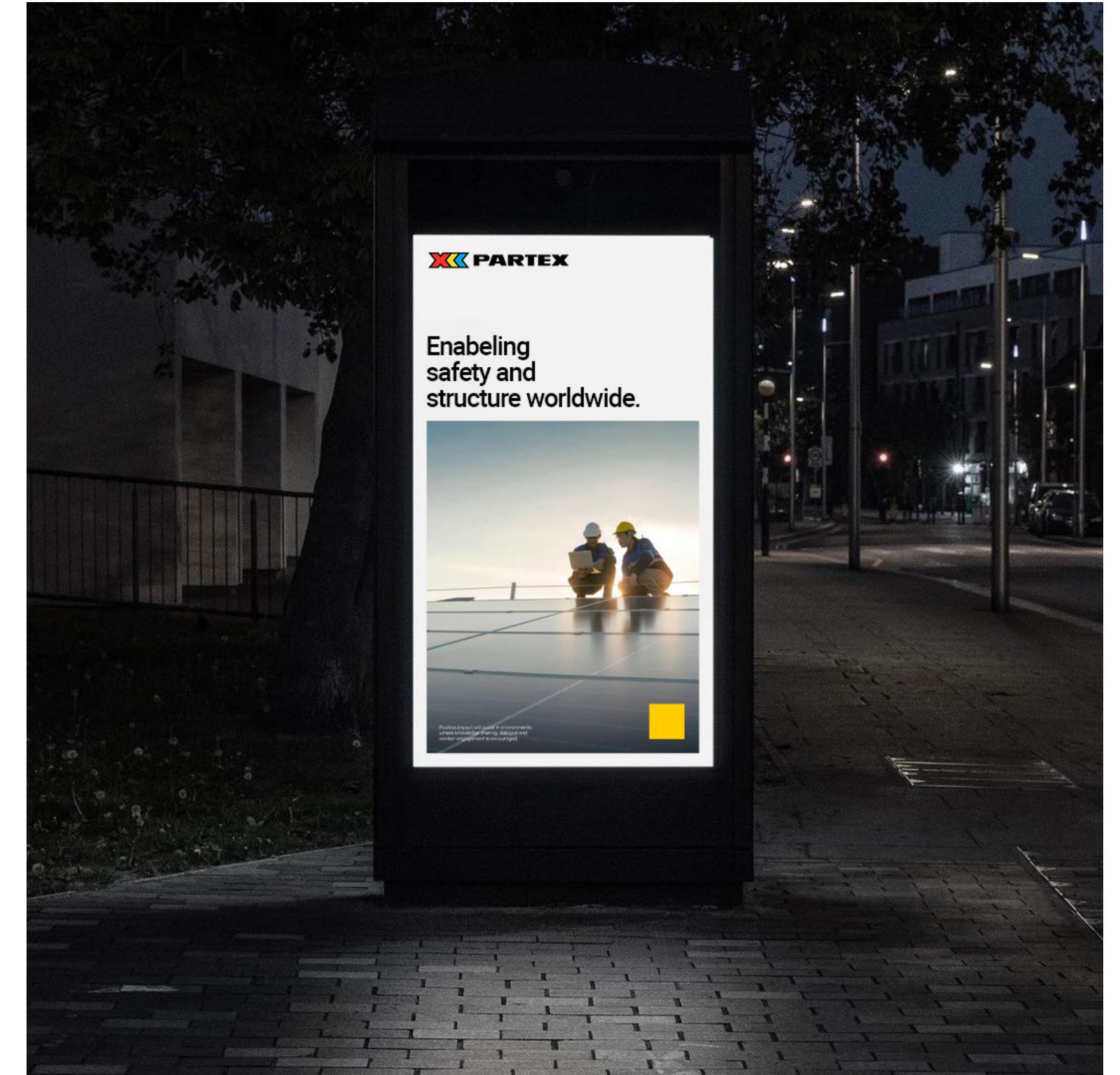
STATIONERY



BROCHURES



COMMUNICATION PRINT/DIGITAL



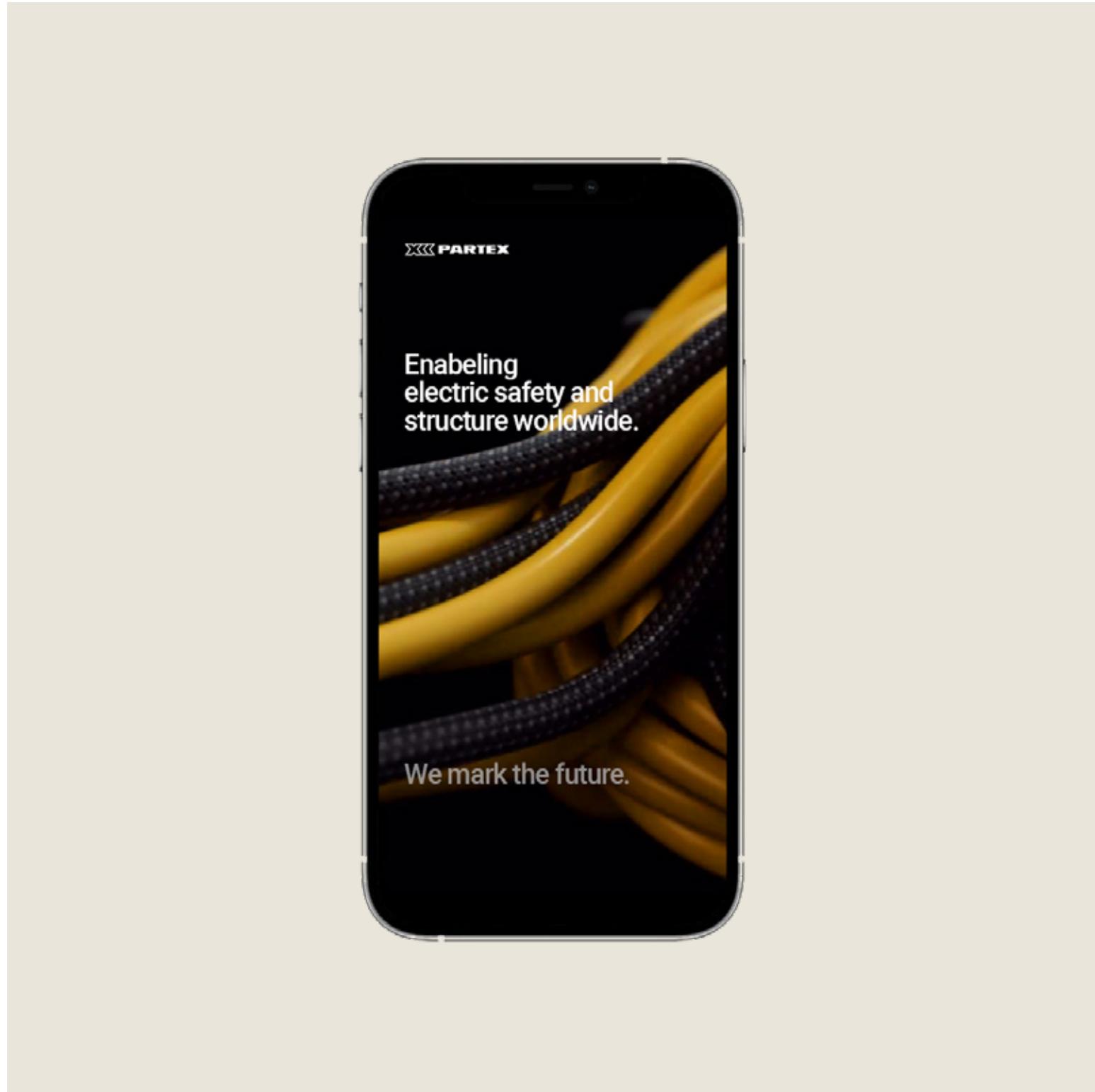
Visual inspiration

Please note:

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Do not use publicly.

DIGITAL ASSETS



DIGITAL PRESENTATIONS



GIVE-AWAYS



Visual inspiration

Please note:

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Do not use publicly.

TRADE SHOW



EXPO CUBES





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