

Electrolux Visual Identity Guidelines

2015

Version 1.1 issued January 2015

Our aim is simple – to inspire her and give her confidence that there are no limits to what she can achieve at home.

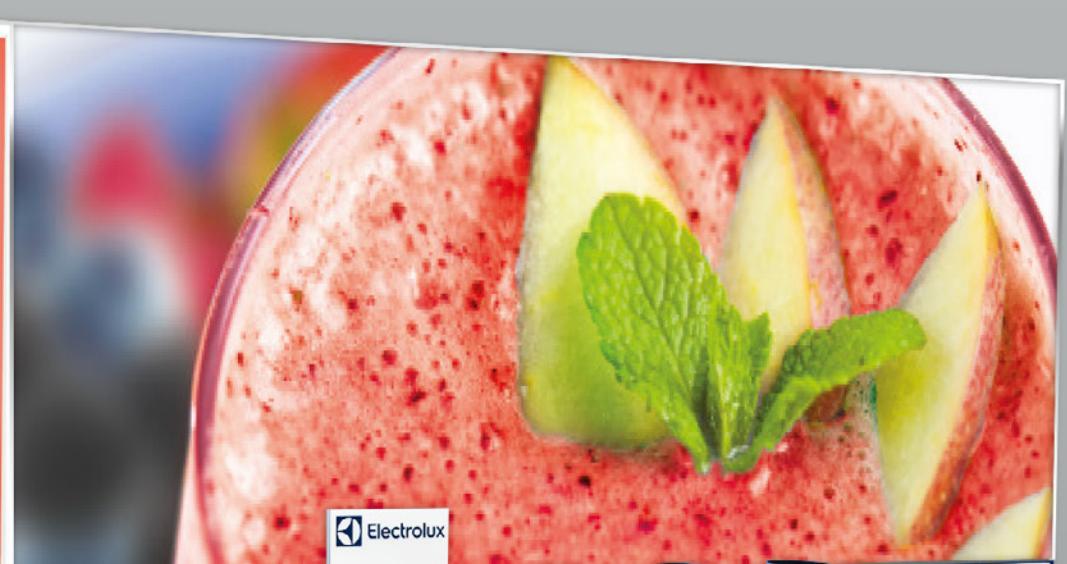
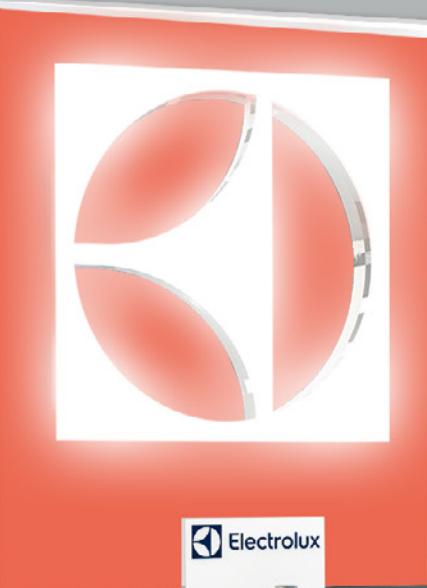
Our visual identity is the platform we use to present this story to the world.



Electrolux

Better blending
for even
better taste

Electrolux
Masterpiece Collection



Our Brand Symbol is our most valued asset – it is heroized wherever possible, building recognition at every touchpoint



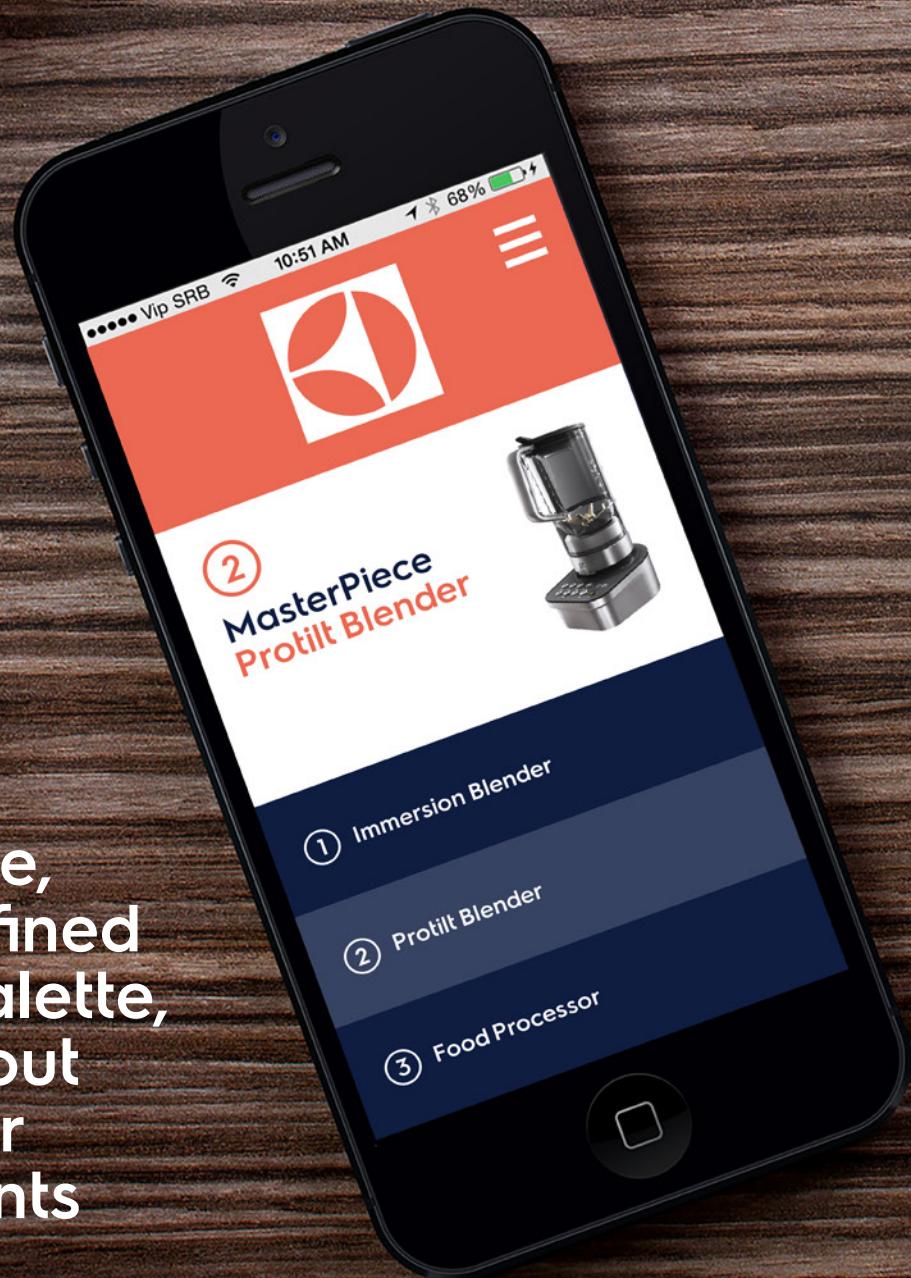
Our logo has been updated
to create greater stand-out,
particularly in-store and
in digital



A more distinctive typeface
modernizes the brand
— bringing our messaging
to life



A rich, premium blue, combined with a refined supporting color palette, has greater stand-out and stopping power across all touchpoints





Contents

Our visual identity captures the spirit of who we are and the basic elements of our identity: our logo, color palette, typeface, imagery and tone of voice are the key features of the face we present to the world to express our story.

Understand who we are and what we stand for

Get to know the assets that comprise our visual identity

Sample touchpoints that put all the basic elements into use

For color matching purposes always refer to the correct breakdowns on the color palette pages in this guideline. Do not match directly to screen or printouts of this document.



Our brand doesn't live in a logo or in an advertisement. It is the sum of all perceptions about our products and services, built through consumer experiences and communications – creating a set of expectations between us and our consumers.

What do we offer?

With Electrolux, there's no limit to what you can achieve at home.

What our brand should demonstrate:

Electrolux gives you new and better capabilities for great tasting food, a perfect clean and care at home.

How our brand should make consumers feel:

Inspired and confident – whatever I do next will turn out the way I want it to!

What makes us remarkable:

We offer ingenious and progressive design that lets people do things better.

We have over 90 years of experience designing appliances for Europe's best chefs and the finest hotels.

Our brand Communication framework

The Electrolux brand communication framework organizes our messaging and imagery into a single, logical structure that allows for simple, intuitive implementation across markets, functions and applications.

The logic of the brand communication framework is derived from the way in which our consumers experience the brand across all touchpoints.

Consumers interact with the Electrolux brand in three distinct stages:

1 Attract

Why would I consider this product?
Emotionally demonstrate that Electrolux products deliver desirable results.

2 Engage

What does this product look like and do?
Provide a functional understanding of what the product is, what it looks like and what it does.

3 Convert

How does this product work?
Demonstrate technical product features and persuade to buy.



Attract

I'm just browsing
Makes me consider
the product

Something to grab
my attention

Stand-out in a busy
environment or screen

5+ meters away in retail

Engage

I'm interested and
curious to know more

Help me understand
why this product is right
for me

Validation as to why
Electrolux is the brand
for you

1 meter away in retail

Convert

You've got me
I really want to check
all of the technical details
Final checks before I buy

In your hand reading
the box in retail

Our brand Visual identity

Our visual identity is an articulation of our brand story and should deliver against two distinct criteria: Functional and emotional.

Functional:
Stand-out
Premium
Modern

Optimize visibility and recognition in a consistent way while being flexible and applicable across touchpoints and product lines.

Create a clear separation from competitors in category and other brands across the broader marketplace.

Emotional:
Inspired
Creative
Passionate

Communications must align with, and support the brand story and brand attributes.

Our identity creates an emotional effect that strengthens the role of the brand, the visual identity, communications touchpoints and the role Consumer experiences play in driving consideration, selection and engagement.

Basic elements

Basic elements

How we present ourselves at retail will be different from how we present ourselves in a brochure or an app, but the core of who we are – our basic elements – will remain consistent across all of our touchpoints.

Using these elements correctly will give us real and instant impact – crucial to ensuring that we stand-out from the crowd.

Basic elements

1/2

1/2 Logo and Brand Symbol

Our logo comprises the Electrolux name and our Brand Symbol with a clear relationship between the two to ensure legibility. The Brand Symbol can be used in a number of ways to create maximum impact and recognition.

3 Typeface and messaging

Electrolux Sans helps create our own recognizable style with clarity and simplicity, maintaining consistency of presentation across all of our touchpoints.

How we talk is as important as how we look. Our tone of voice and defined messaging structure ensures we engage consumers in the right way and at the right time.

4 Color palette

Unique to Electrolux, our colors create better stand-out and stopping power. Our core colors, Electrolux Blue and white, are complemented by a supporting palette of vivids, neutral lights and darks.

5 Pattern

Three brand patterns, derived from the Brand Symbol add an extra level of distinction.

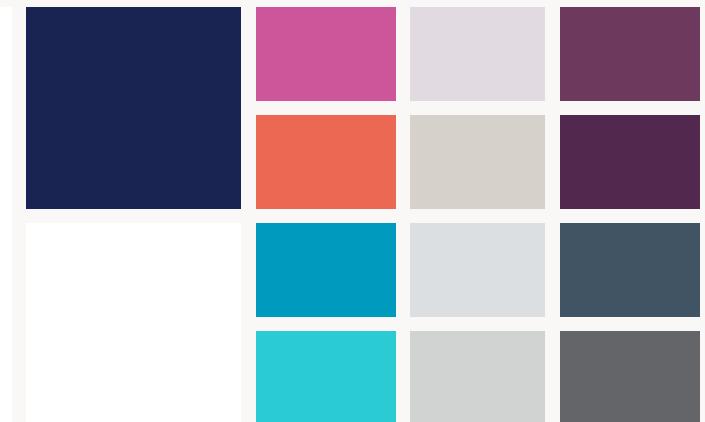
6 Imagery

Inspiring, beautiful imagery that tells a story is at the center of our visual identity with a clear, logical structure to frame the way we use it.

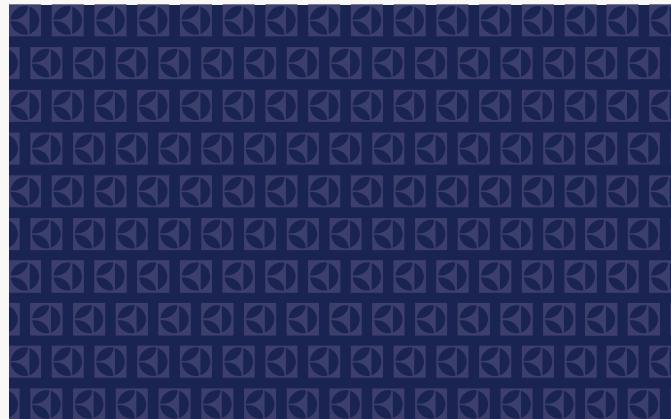


3/4

**A perfectly smooth blend,
without stirring**



5/6



Logo

Our logo is our flag. It is a sign of our commitment to designing great products to inspire and delight our consumers.

The clean, geometric qualities are timeless and make it stand-out from the crowd. It is one of our greatest visual assets.



Electrolux

Logo History

In 1959, Electrolux had the Design Laboratory in Chicago carry out a major study of its logo's identification value. The study concluded that a new corporate symbol and trademark should be designed to communicate the positive qualities of Electrolux and its products more effectively. The symbol and logotype were designed by Swiss designer Carlo Vivarelli and introduced globally in 1962.

The Electrolux Brand Symbol is derived from a capital E and a square. Combined, it serves as a mark of excellence and remains one of our most recognizable assets.

The 2014 version removes the tagline and ellipse, reconfigures the proportion of symbol to logotype and modernizes the typeface – increasing visibility and generating better stand-out.

1 Created in 1919

2 Carlo Vivarelli

3 1990s–2011

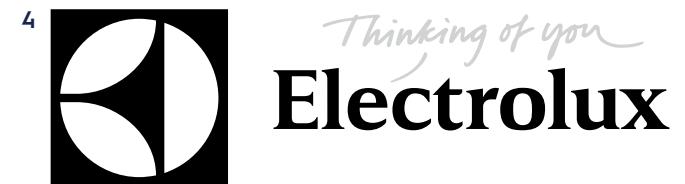
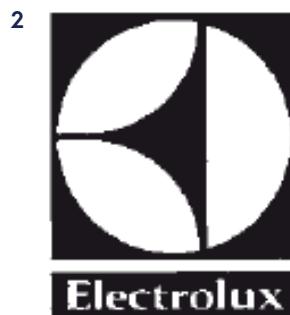
4 2011 update

5 2014 update



Electro Lux

Electrolux



Logo Composition

1 Logo

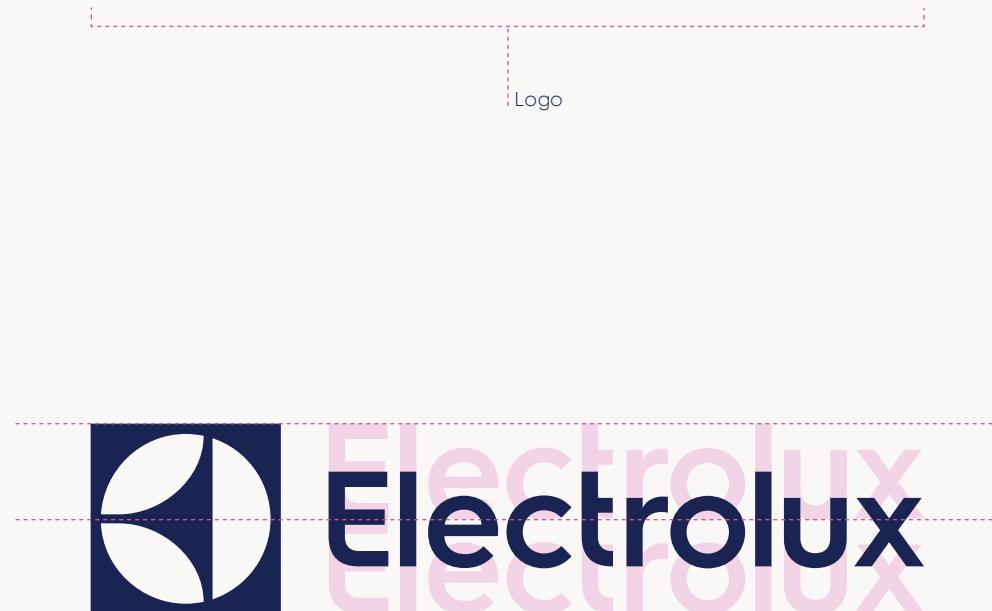
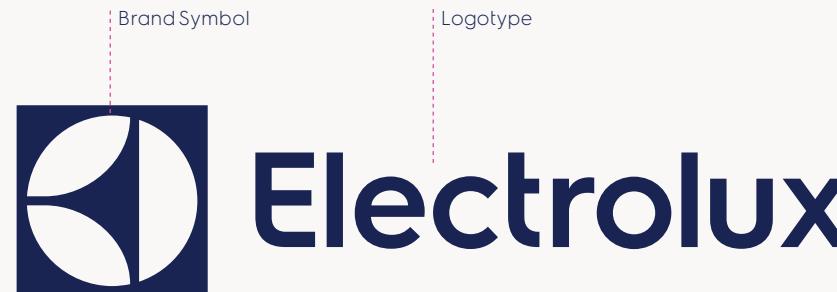
Our logo comprises two elements: the Brand Symbol and the logotype. It is a contemporary mark that has strong visual impact to increase brand visibility and recognition on key touchpoints.

2 Proportion

The proportion of the logotype to the Brand Symbol is one half of the height, positioned in the vertical center. This clearly defined relationship ensures a balance of prominence of the Brand Symbol and legibility of the logotype at all sizes and all formats.

The logo does not include taglines or holding shapes – creating maximum impact wherever it appears.

The Brand Symbol can be used on its own to create large-scale impact, but it must always be used near to or in field of vision of the full Electrolux logo. Refer to pages on Brand Symbol usage for further detail.



Logo Usage

1 Clear space

A minimum clear space rule has been devised to ensure no other graphic elements appear too close to the Electrolux logo. This will ensure legibility and that it is treated consistently and with integrity.

The clear space rule should be adhered to wherever possible, although there are exceptions dictated by the scale or shape of a format, particularly in retail or product scenarios.

These instances will be referred to in specific guidelines.

2 Minimum Size

The minimum size rule is shown opposite. However, there will be some exceptions where there is restricted space, for example on merchandise or some digital applications.

Small use logo color

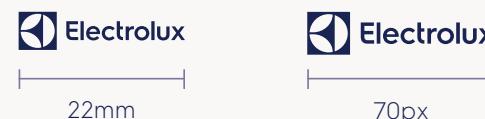
When using the Electrolux Blue logo at small sizes, care should be taken to ensure it does not appear black. In these instances use the color values below. This should only be used for logos 125px wide and below.

RGB value: 26/36/95

1



2



Logo Alternative configuration

A vertical stacked version of the logo has been created for use on product applications. This configuration has been developed to ensure maximum impact for the Brand Symbol and is the only permitted variation of the Electrolux logo.

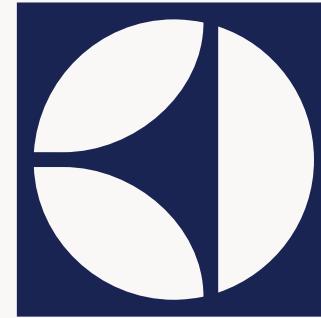
1 Vertical stack logo

The Brand Symbol is the most prominent element with the Electrolux logotype aligning underneath to a fixed width.

2 Proportioning

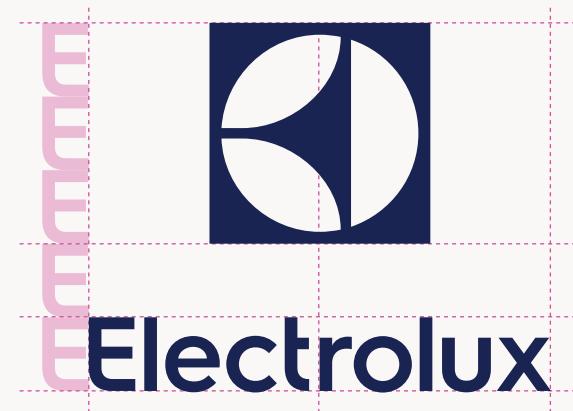
The Brand Symbol is the height of 3 'E's from the Electrolux logotype. It is centered vertically and spaced 1 'E' from the logotype. A proportion of 3:1:1.

1



Electrolux

2



Logo Colorways

There are two main colorways for the logo: Electrolux Blue and white-out.

1 Electrolux Blue

Used on light colors, white-out or metallic backgrounds.

2 White-out

May be applied to color backgrounds or images where legibility allows.

3 Black

A black version of the logo is available where color production is limited. It is not to be used as a lead logo color in print, digital or retail. The color should always be 100% process black.

The logo can be applied to a variety of colored backgrounds and imagery, but care should be taken to ensure clarity, prominence and legibility.

Do not apply to images with complex, cluttered backgrounds that compete with the logo.

1



Electrolux

2



Electrolux

3



Electrolux



Logo Colorway don'ts

1

Do not use against backgrounds that visually compete with the logo. Always ensure there is high contrast between the logo and the background on which it is used.

2

Do not apply a black logo within color applications, or on colored backgrounds.

3

Do not apply the blue logo to competing color backgrounds.

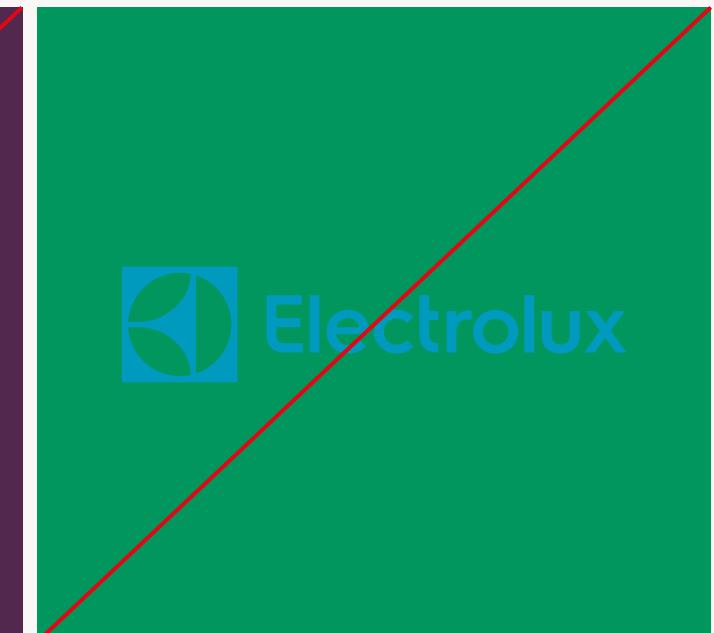
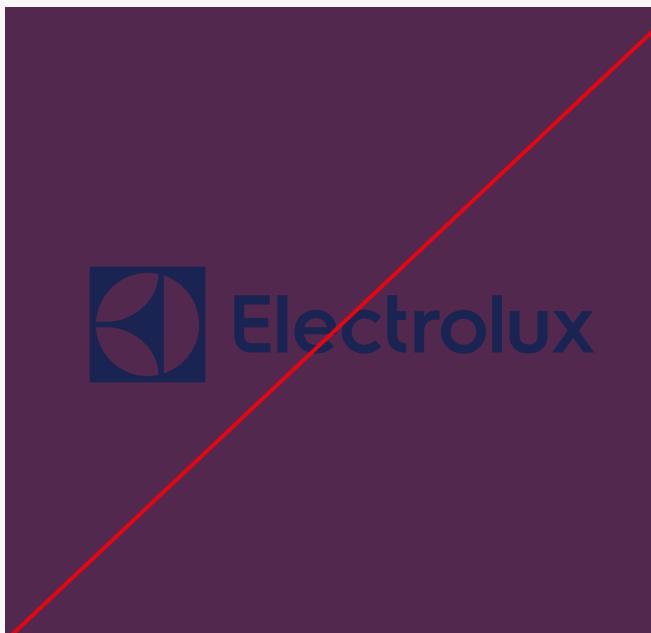
4

Do not use the logo in non-Electrolux colors.

1/2



3/4



Logo Print finishes

The Electrolux logo may also appear in a number of premium print finishes to heroize the logo in printed applications.

1 Foil blocking

Using a silver foil for the Electrolux logo creates a strong premium feel for the application.

2 Spot varnish

A clear spot varnish creates a subtle and sophisticated feel to the logo.

Do not create mock metallic finishes with color gradients in print applications.

1



Electrolux

2



Electrolux

Logo Animation

Animation provides a great opportunity to present the Electrolux logo in dynamic and engaging ways.

The animated logo is used in digital and retail to create seamless omni-channel experiences.



Logo Animation

When animating the Electrolux logo we use premium-feel lighting effects on a logo rendered to have a metallic finish. Simple movements and elegant lighting builds a modern and premium feel for the brand and adds dynamism.

This connects the brand across retail and digital touchpoints. There are two versions available:

1

The Electrolux logo is rendered in a 3D premium, metallic finish – revealing the Brand Symbol first before connecting with the name Electrolux. This version is also available on white.

2

In this version the Brand Symbol appears to form out of liquid metal, coming together to form the final Brand Symbol with a metallic finish, as above.



Logo Green leaf symbol

Building a green brand and keeping the Electrolux logo unified is an ongoing process that requires our constant attention. Our green leaf symbol represents Electrolux's commitment to a sustainable future, and it is crucial that we present it with a look and feel that is consistent in all communications and media.

The green leaf has the potential to drive our sales even further.

The Eco Green color is used within the green leaf symbol and can also be used as a background in retail on relevant POS.

Eco Green

PMS 340 C
CMYK 100/0/84/0
RGB 0/150/94

Illustrative examples of language cues:



Eco
Product

50%
Less
Energy

Switch
Up

Logo Green symbol

This page shows the Eco Green color applied as a background on two POS examples. It should be used in the same way as a vivid color from the supporting palette. Please refer to the section on supporting colors later in this document.

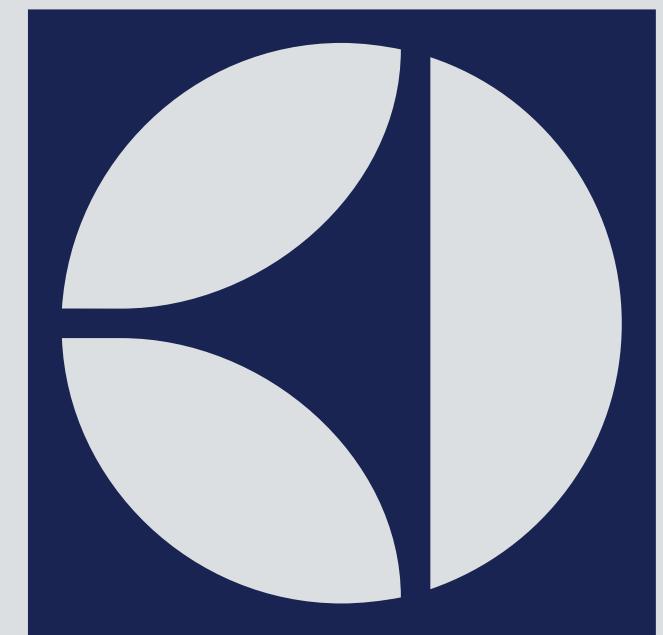


Brand Symbol

We have a powerful and unique asset in our visual identity – the Electrolux ‘E’ Brand Symbol.

Heroizing the Brand Symbol across our touchpoints builds greater recognition in the minds of our consumers, making it a key identifier for the Electrolux brand.





Brand Symbol Colorways

The Electrolux Brand Symbol is a key identifier of the brand and should be heroized across all of our touchpoints, wherever possible.

1 Core colors

In line with the Electrolux logo it can appear in our core colors of Electrolux Blue and white.

2 Limited use

A black version is also available where color reproduction is limited. The color should always be 100% process black.

When used as part of the brand pattern (see following section) the Brand Symbol appears in colors from the supporting palette. However when used on its own it appears only in Electrolux Blue and white-out or black as limited use.

1



2



Brand Symbol Hero

The Brand Symbol is part of the Electrolux logo and with its strong visual impact can also be used on its own. Heroizing the symbol builds awareness of the brand and increases overall brand visibility, particularly in a retail context. Care must be taken to ensure the Brand Symbol's integrity when applied.

1 Clear space and proportion

A clear space rule has been devised to ensure that other graphic elements or applications do not appear too close to the Brand Symbol.

The clear space rule should be adhered to wherever possible; however there will be exceptions dictated by the scale or shape of a format, for example on small merchandise or on narrow flags or banners and some digital formats.

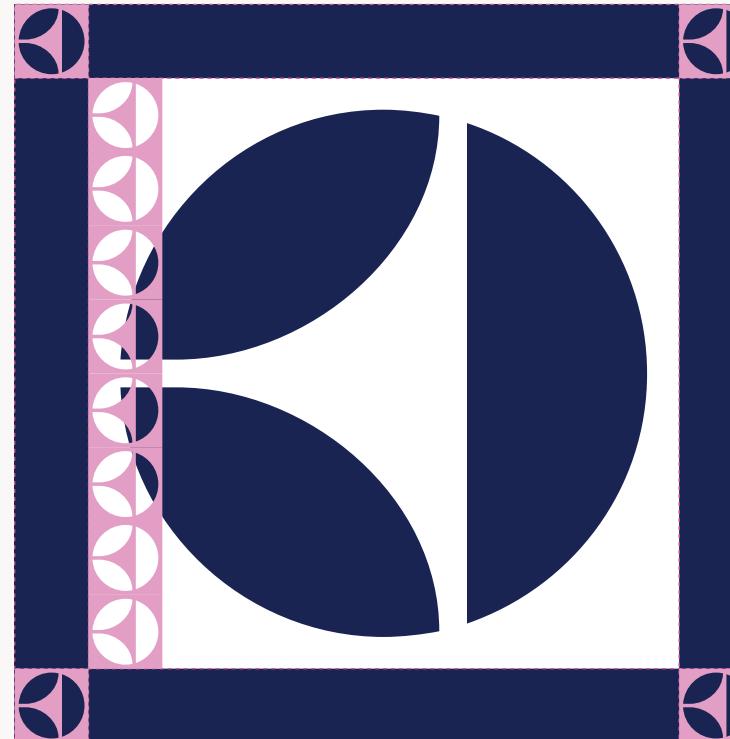
The recommended clear space guide is also used as a way of scaling the Brand Symbol to the maximum in any given format – a space of 1/10th of the symbol.

2 Minimum size

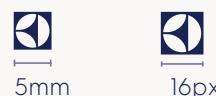
To ensure legibility when applying the Brand Symbol, there is a recommended minimum size of 8mm.

Described here are the optimum clear space measurements and minimum size rules. There may be exceptions to these where space is restricted.

1



2



Brand Symbol Usage

Our Brand Symbol is a unique and distinctive mark that is imbued with the values of our brand.

Wherever possible the Brand Symbol is heroized to create recognition and stand-out for Electrolux.

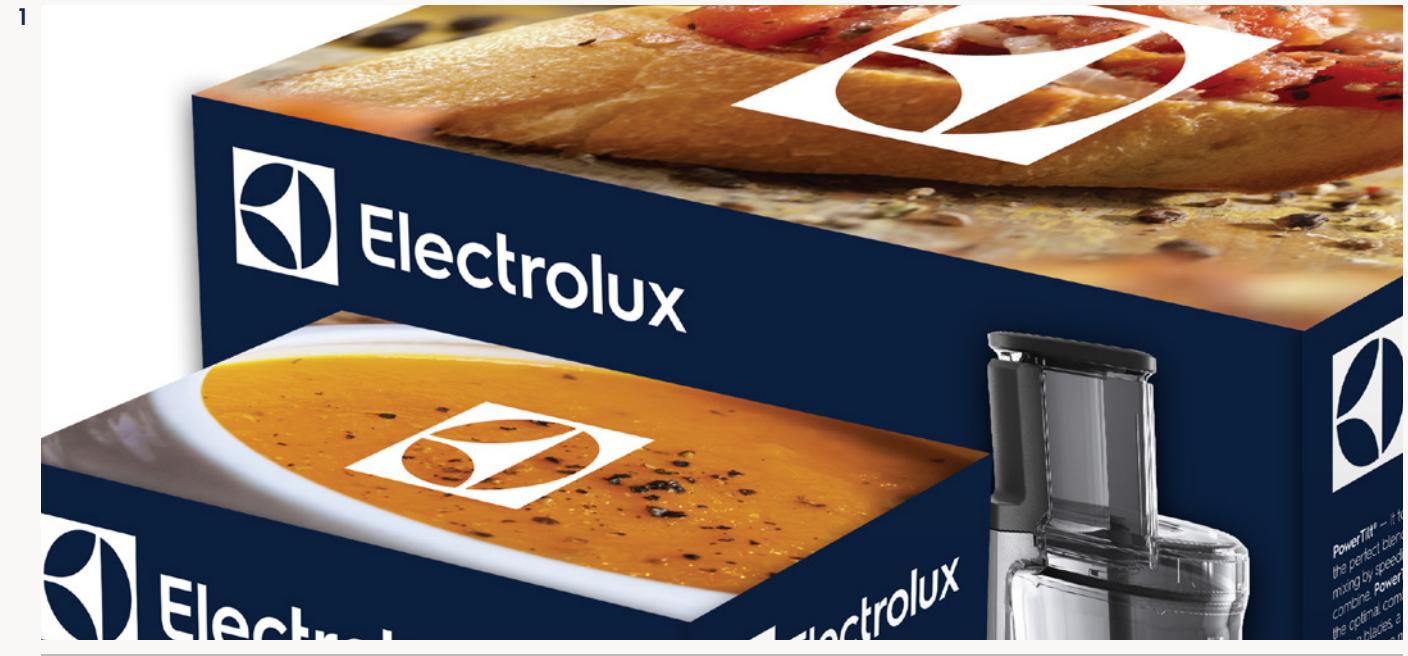
The examples opposite show two instances:

1 Packaging

A large-scale Brand Symbol over a benefit image creates a distinctive look for our SDA range.

2 Retail

In retail situations an illuminated Brand Symbol grabs attention in busy retail environments.



Brand Symbol Heroizing

Heroizing the brand symbol can be realised in a number of ways. On this page the examples show how large scale appearances of the brand symbol can create remarkable visual impact in event and retail situations.



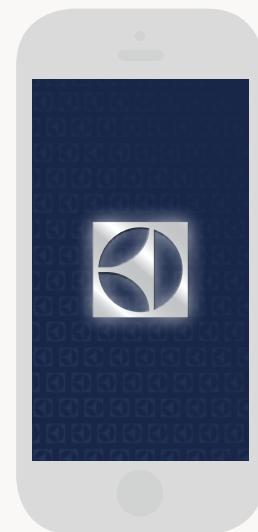
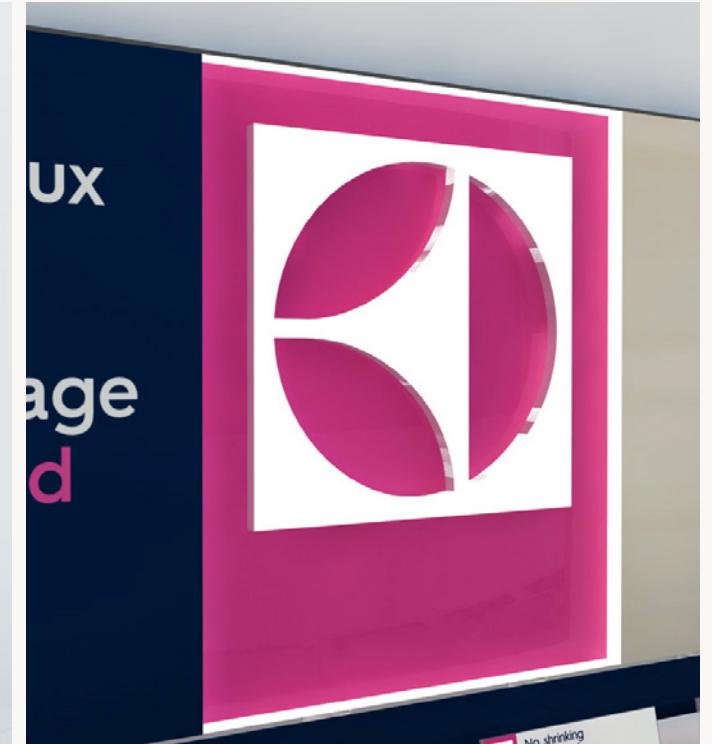
Brand Symbol Heroizing

Heroizing the Brand Symbol doesn't just mean using it at a large scale - at every opportunity use the suggested techniques to draw attention to the Brand Symbol - creating recognition, stand-out and a premium feel for the brand.

In these examples a small scale Brand Symbol is still heroized through color contrast and clear space around the symbol, creating a unique on-shelf retail stand.

Illumination can draw the eye from great distances in busy retail environments. This is combined with a fret-cut metal logo on the end of the island.

Animating the logo and Brand Symbol add dynamism across our platforms.



Brand Symbol Relationship to logo

We have three ways of defining how the Brand Symbol should be used:

1A/1B Direct association

Wherever possible, the Brand Symbol and the Electrolux logo should be applied on the same surface, ensuring that there is a distinct size contrast and space between them.

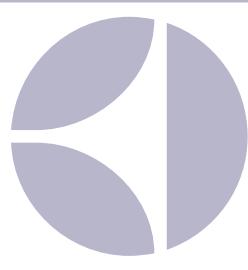
2 Within close context of the logo

The Brand Symbol may be used on its own with the Electrolux logo seen in the same field of vision, but on a different surface.

3 Limited use

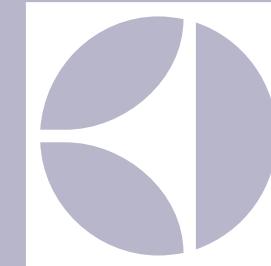
On some limited applications, the Brand Symbol can be used on its own. For example at events or product launches the Brand Symbol can be used to create engaging experiences.

1A/1B

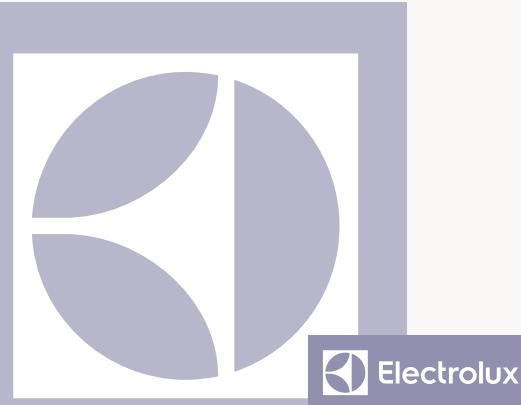


Electrolux

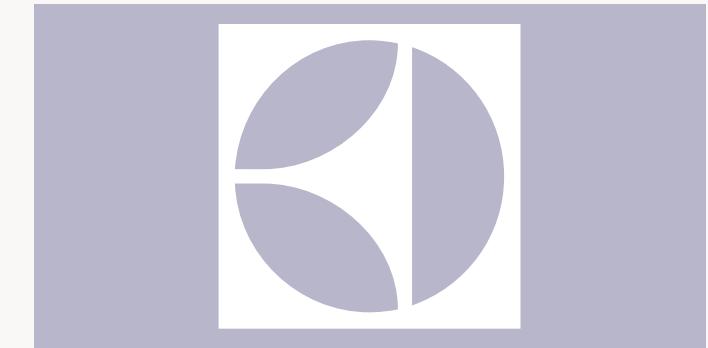
Electrolux



2/3



Electrolux



Color

Color is one of our strongest and most recognizable basic elements. Applied correctly it will give us stand-out in busy retail environments as well as a distinctive look for our digital and packaging applications.

Color: At a glance



Color palette Overview

The Electrolux color palette is divided into two distinct levels: Core and Supporting colors, each performs a distinct role when working with the visual identity.

1 Core colors

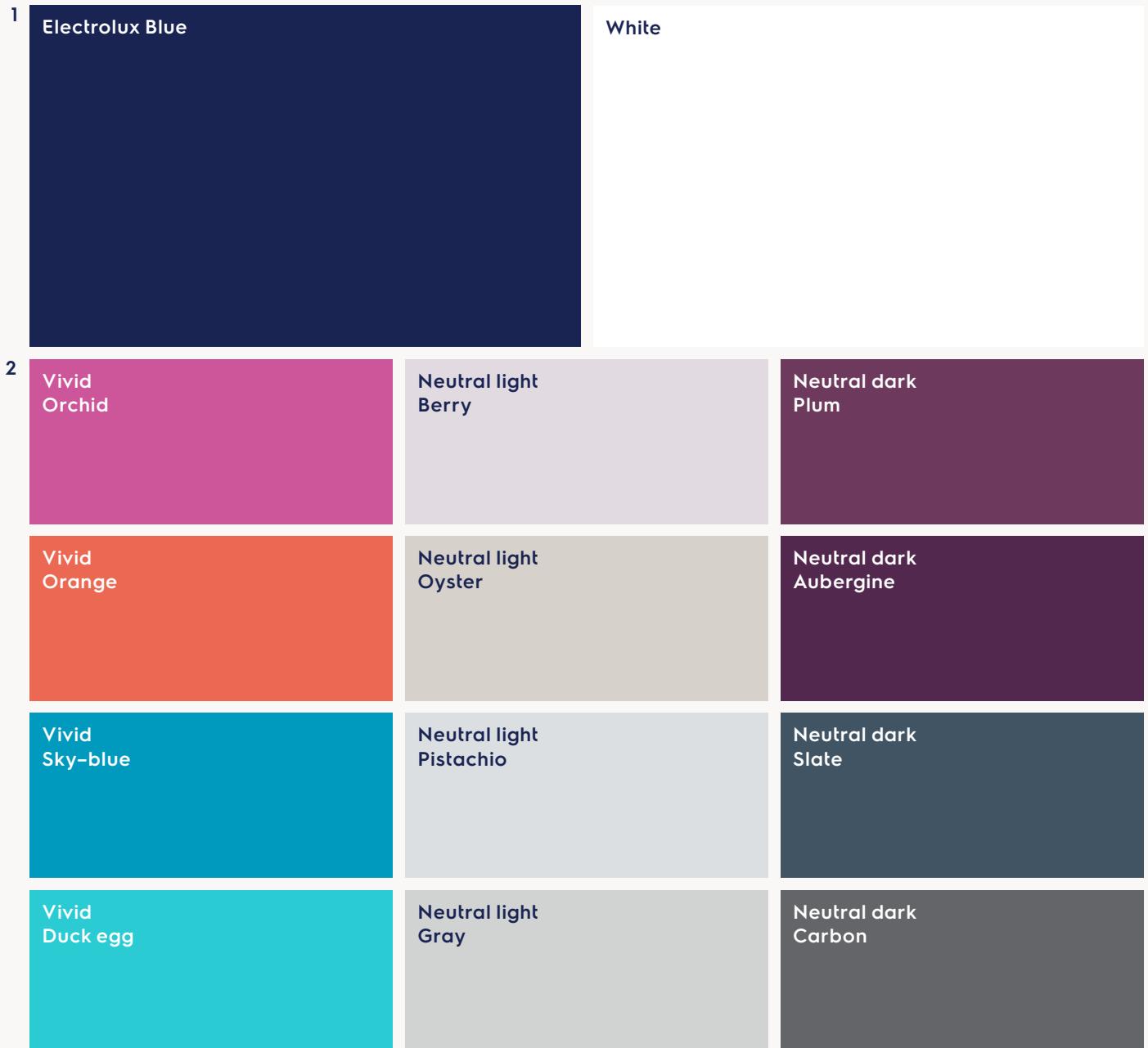
Electrolux Blue and white are our core colors and appear on all of our communications primarily in our logo. The Electrolux Blue has a strong, premium feel that is contrasted with crisp, clean white.

2 Supporting colors

The vivid palette is inspired by current color trends and create stand-out wherever they are used. They contrast well with Electrolux Blue and with the neutral colors.

Neutral lights and darks provide a set of colors primarily for backgrounds, that complement and contrast with the Electrolux Blue, creating a premium feel for the brand.

The purpose of this section of the palette is to give flexibility for a range of design layouts and communications. They support and compliment the core colors when used in extra design elements such as typography and iconography.



Our core colors are Electrolux Blue and white

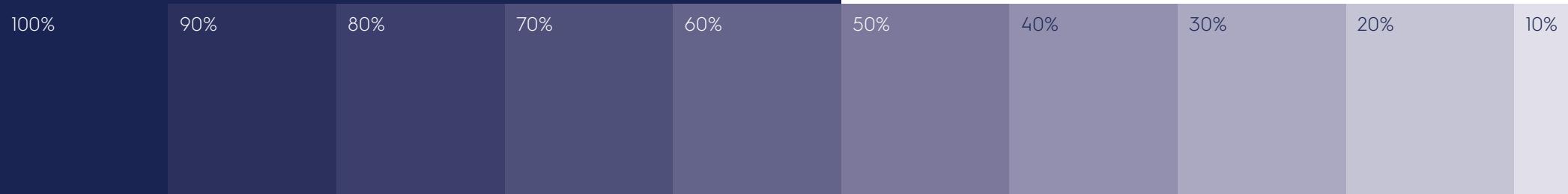
Electrolux Blue
PMS 282
CMYK 100/90/13/63
RGB 4/30/80

The RGB values given here are optimized for various screen formats.

When using the Electrolux Blue logo at small sizes, care should be taken to ensure it does not appear black. In these instances use the color values below. This should only be used for logos 125px wide and below.

Small use logo RGB value:
RGB 26/36/95

White
CMYK 0/0/0/0
RGB 255/255/255



Supporting colors –
Vivids

Sky-blue

Orange

PMS 7703 C
CMYK 80/18/19/0
RGB 0/154/191

PMS 7416 C
CMYK 0/70/66/0
RGB 235/104/82

Orchid

Duck egg

PMS 674 C
CMYK 19/78/0/0
RGB 205/85/153

PMS 319 C
CMYK 66/0/23/0
RGB 42/203/211

Supporting colors –
Neutral lights

Berry

Supporting colors –
Neutral darks

Plum

PMS 664 C
CMYK13/15/8/0
RGB 225/218/225

PMS 5125 C
CMYK 57/81/34/27
RGB 109/58/93

Oyster

Aubergine

PMS Warm Gray 1C
CMYK18/16/20/0
RGB 215/209/203

PMS 262 C
CMYK 69/90/36/38
RGB 82/40/78

Pistachio

Slate

PMS 7541 C
CMYK17/9/11/0
RGB 218/223/225

PMS 7545 C
CMYK 75/55/41/32
RGB 65/84/100

Gray

Carbon

PMS 427 C
CMYK 21/14/16/0
RGB 209/211/211

PMS Cool Gray 10 C
CMYK 58/47/42/31
RGB 100/101/105

Color Usage – vivids

Using our colors in a consistent manner is an important part of building our visual identity.

The vivid palette is inspired by current color trends and can be used for:

1 Typography

Using vivid colors in messaging creates stand-out on dark and light backgrounds. Part of a message can be highlighted with a color to draw attention to a function, benefit or detail.

2 Backgrounds

Vivid colors can also be used as backgrounds to the Brand Symbol or logo. In the example opposite, a vivid color is used to highlight a benefit in the attract message which then connects with a lower-level POS communication, creating a harmonious display.

1

Tender on the inside
crispy on the outside

Delicious results
cooking with steam

①

Lock in flavour
Hot air crisps the outside whilst steam keeps the inside tender

②

Healthier dishes
Cooking with steam preserves vitamins and uses less fats for cooking

③

Faster results
Combining heat and steam reduces cooking times by 20%

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2



Color Usage – don'ts

1

Avoid using a vivid color that clashes with imagery. In this instance the image of salmon would work better with the Orange color or neutral lights and darks.

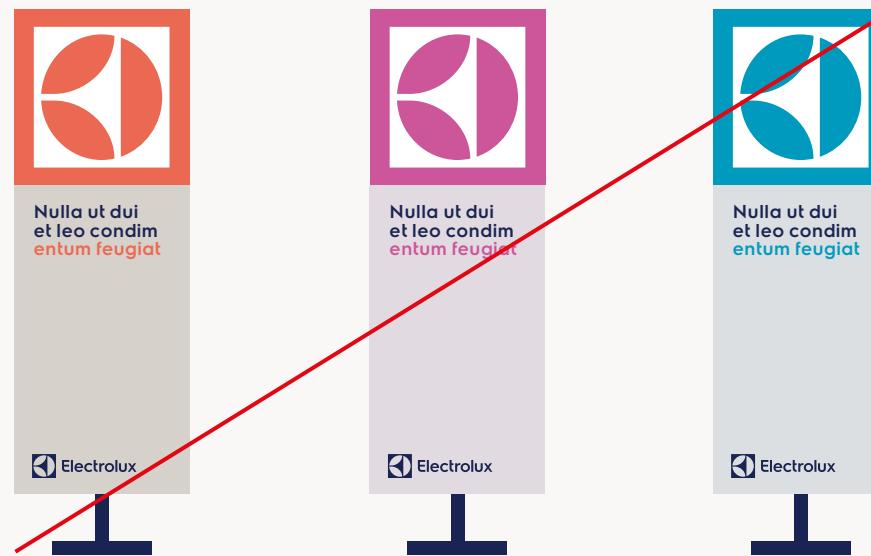
2

Avoid mixing multiple vivid colors in close proximity.

1



2



Color Usage – neutrals

1 Neutral lights

The neutral colors are primarily used as backgrounds, particularly in retail environments, to avoid large areas of white. They complement the Electrolux Blue and can be used on typography when used on a contrasting background.

The logo or Brand Symbol appears in Electrolux Blue when used on neutral lights.

2 Neutral darks

As with the neutral light colors, neutral darks can be used as backgrounds across our touchpoints. The logo or Brand Symbol appears white-out when used on neutral darks.

1

Tender on the inside
crispy on the outside

Delicious results
cooking with steam

①

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②

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Delicious results
cooking
with steam

Electrolux

2

Tender on the inside
crispy on the outside

Delicious results
cooking with steam

①

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Delicious results
cooking
with steam

Electrolux

Color Combinations – neutral lights

The examples opposite demonstrate the various color combinations available with neutral lights.

This is a diagrammatic explanation of the colors – it is not representative of an actual display.

While the examples are illustrative, the principles can be applied across any piece of communication – considering color harmony within a communication or display creates a more consistent and premium expression of the brand.

1
Light Oyster and Light Berry neutrals work as a background with Vivid Orange in typography or as a background to the Brand Symbol – this is because the colors are warm.

2
Vivid Sky-Blue and Vivid Duck Egg go well with Light Gray and Light Pistachio as they are cool colors.

The color combinations demonstrate the flexibility of the color palette to be able to respond to market needs, seasonality, new lines or promotions while still retaining a unified, branded look.

1/2



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



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Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat



Nulla ut dui et leo condim entum feugiat

Color Combination – neutral darks

The examples opposite demonstrate the various color combinations available with neutral darks.

As with neutral lights look for color harmony, the warm neutral darks of Plum and Aubergine work well with Orchid and Orange in the vivid colors (1).

The color combinations demonstrate the flexibility of the color palette to be able to respond to market needs, seasonality, new lines or promotions.

The cool colors of Slate, Carbon, Sky blue and Duck egg also combine well (2).



Color Usage – don'ts

These examples show bad practice of color application:

- 1 Neutral dark backgrounds combined with neutral darks or Electrolux Blue in messaging cannot be read.
- 2 Two neutral darks combined does not create contrast within the application.
- 3 Ensure messaging and logo has contrast with the background to make it legible.
- 4 Neutral lights used with white-out Brand Symbol renders it illegible.

1/2/3/4



Color Usage

The examples opposite show the color palette applied to a retail kitchenette illustration.

The core Electrolux Blue appears in the unit header to display the white-out logo.

In example **1**, a neutral light is used alongside an attract image with the Electrolux Blue Brand Symbol to draw attention from a distance. Electrolux Blue is also used in the message and a vivid color highlighting a key benefit. In this instance Orange connects well with the food image.

A vivid color has been used in examples **2** and **4** for extra stand-out and stopping power – the vivid color sits well with the attract food image.

A neutral dark is used in example **3** along with a white-out symbol – here the vivid color used to highlight a benefit and connects with colors within the image.

1/2



Electrolux



Obis sam harum
facitam explige nihilior
am
Et commit hillesquia
quibusae voluptatures



Electrolux



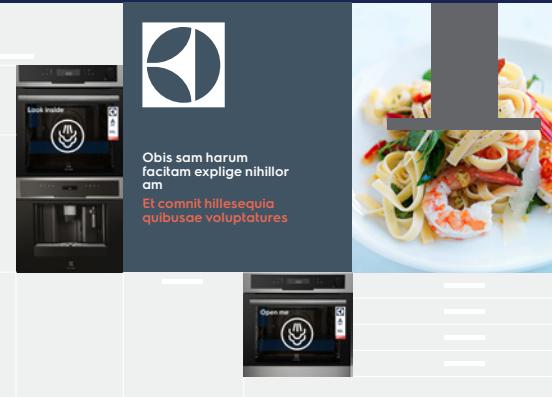
Obis sam harum
facitam explige nihilior
am
Et commit hillesquia
quibusae voluptatures



3/4



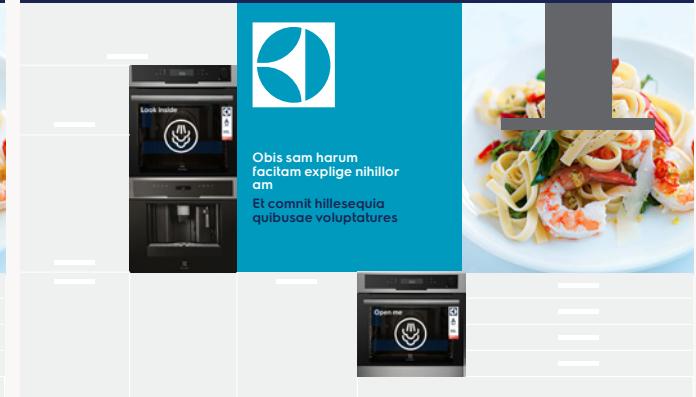
Electrolux



Obis sam harum
facitam explige nihilior
am
Et commit hillesquia
quibusae voluptatures



Electrolux



Obis sam harum
facitam explige nihilior
am
Et commit hillesquia
quibusae voluptatures



Color Logo and symbol colorways

The key principle when working with the Electrolux logo and Brand Symbol is to ensure legibility and contrast.

The table opposite summarizes the permissible color backgrounds for the Electrolux logo.

A black logo should only be used in limited situations where color restrictions apply.

Electrolux Blue logo and Brand Symbol



White-out logo and Brand Symbol



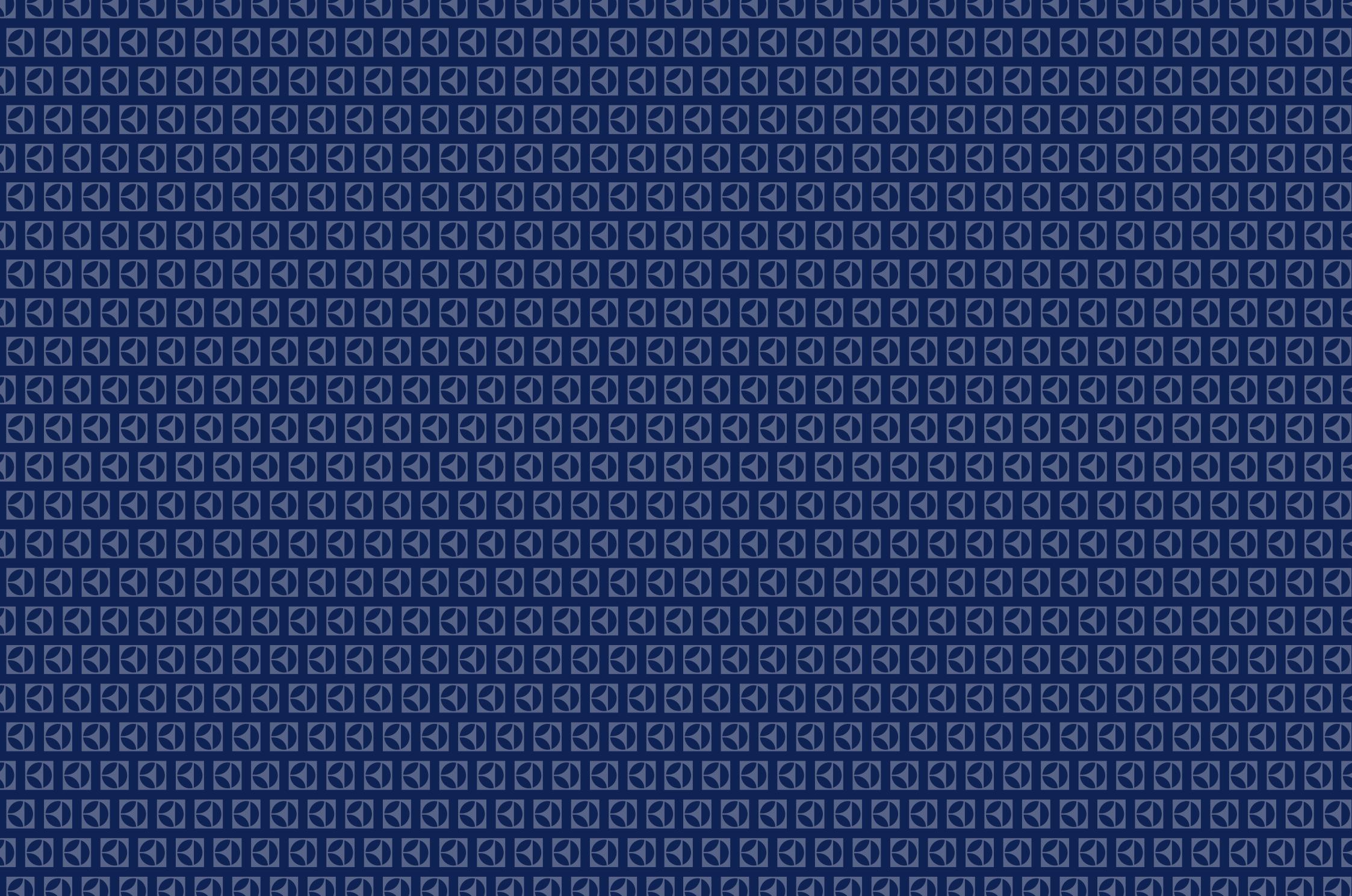
Metallic logo and Brand Symbol



	Electrolux Blue	✗	✓	✓
Electrolux Blue		✗	✓	✓
White		✓	✓	✓
Orchid		✗	✓	✓
Orange		✗	✓	✓
Sky blue		✗	✓	✓
Duck egg		✗	✓	✓
Berry		✓	✗	✗
Oyster		✓	✗	✗
Pistachio		✓	✗	✗
Gray		✓	✗	✗
Plum		✗	✓	✓
Aubergine		✗	✓	✓
Slate		✗	✓	✓
Carbon		✗	✓	✓
Eco Green		✗	✓	✓

Brand Symbol – Pattern

To continue building equity into the Brand Symbol it can be used as a repeat pattern, creating distinctive backgrounds across Electrolux communications.



Pattern Construction

1 Construction

The construction of the pattern allows space between each symbol to allow it to be seen clearly.

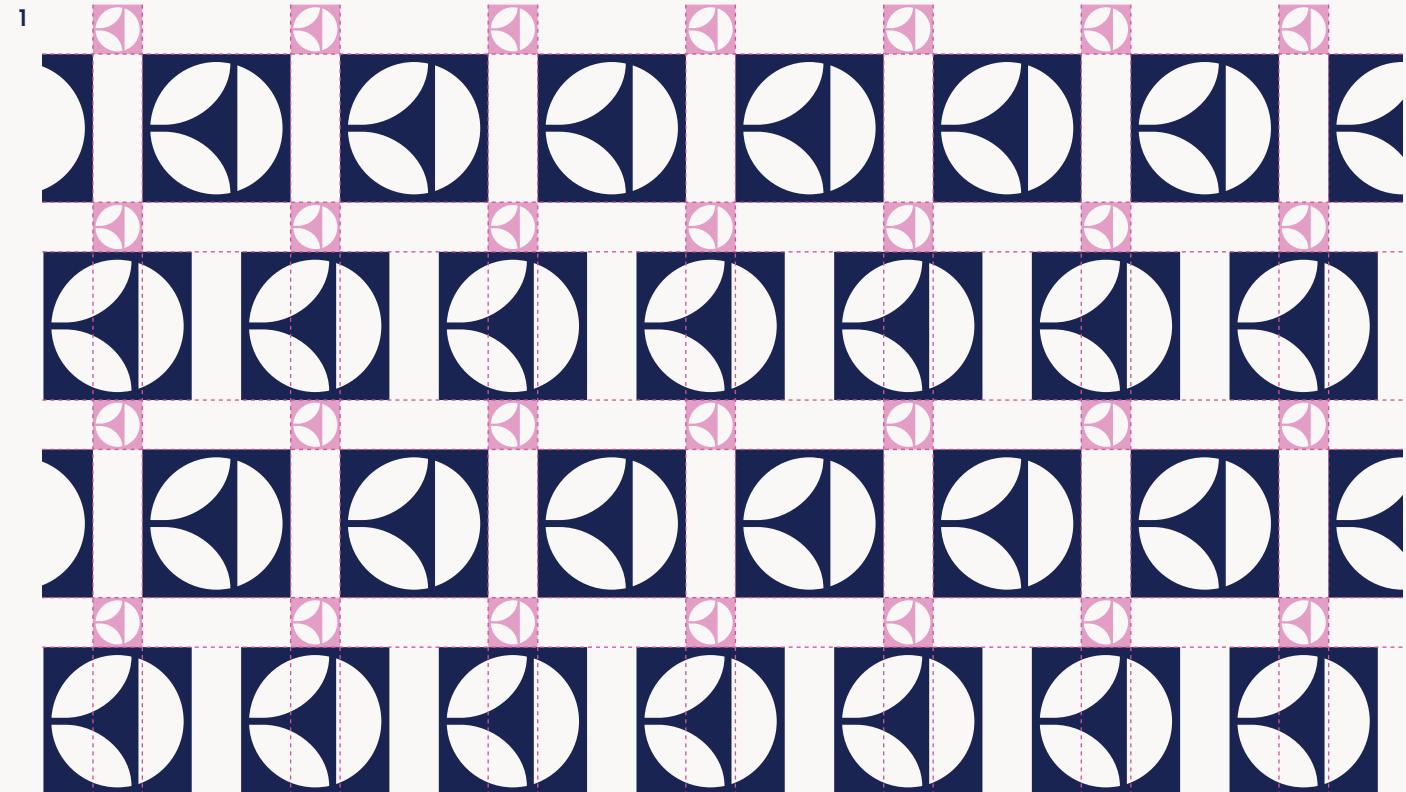
The pattern is a fixed piece of artwork and should not be altered.

2 Proportion to Brand Symbol

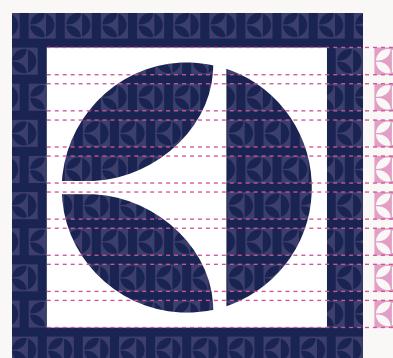
To accommodate our wide range of communication platforms there are a selection of proportions available to use.

These are the recommended proportions, some applications may require further consideration to ensure the integrity of communication and brand.

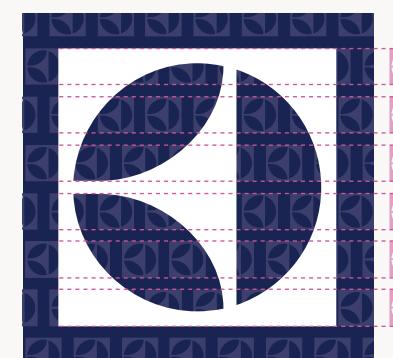
The scale of the pattern should relate to the hero brand symbol used. The recommended proportions are equal to 8, 6 or 4 symbols in the pattern to the height of the hero symbol.



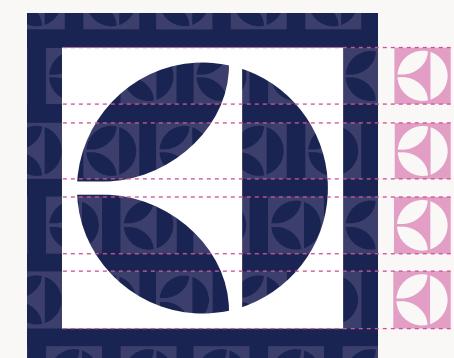
2A/2B/2C



8 symbols



6 symbols



4 symbols

Pattern Proportion

The examples on this page show the preferred sizing of the pattern in the context of a pack. There is no fixed equation but care should be taken to ensure the pattern can be seen clearly with enough contrast between the Brand Symbol in the pattern and in the logo.

1 Correct proportion

The brand pattern contrasts with the logo and is sympathetic to the format on which it appears.

2 Too small

The brand pattern appears too small and is difficult to see.

3 Too big

The brand pattern appears too large, does not have a premium feel and competes with the logo.



1

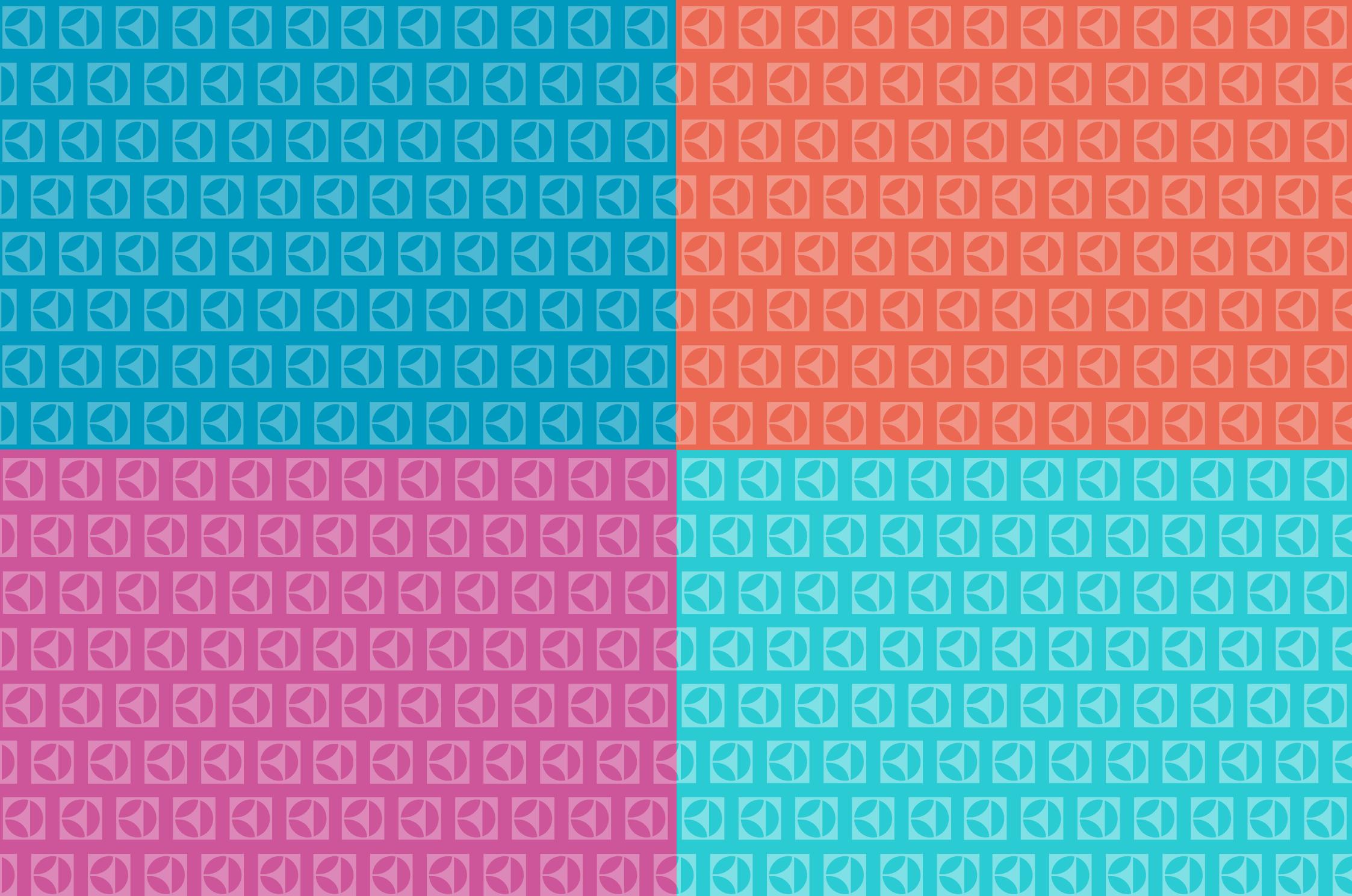


2



3





Pattern Colorways

The brand pattern is a tonal background – this is the only acceptable instance where the Brand Symbol can appear in colors other than Electrolux Blue or white-out.

1 Colorways

The core colors of Electrolux Blue and white can be used for the brand pattern. In the instance of white the pattern will most likely appear as a spot varnish on a white base.

2 Alternative colorways

The brand pattern is also available in all colors from the supporting palette. Only three colors are shown here but all colors are available.

3 Finishes

The pattern can be used in different finishes – such as gloss/matt varnishes and embossing/debossing – adding a premium and subtle feel to the touchpoint on which it is used.



Pattern Color adaptation

The colour tints within the Brand patterns can be modified for use across a variety of applications. The examples opposite show just one color to demonstrate the principle, all colors are available for the Brand patterns. If text is being used over a pattern, a higher percentage of color is recommended to ensure contrast and legibility.

1. Brand Symbol pattern.

The background must always be 100% solid colour, the brand symbol can vary from 90 - 60% in increments of 5%.

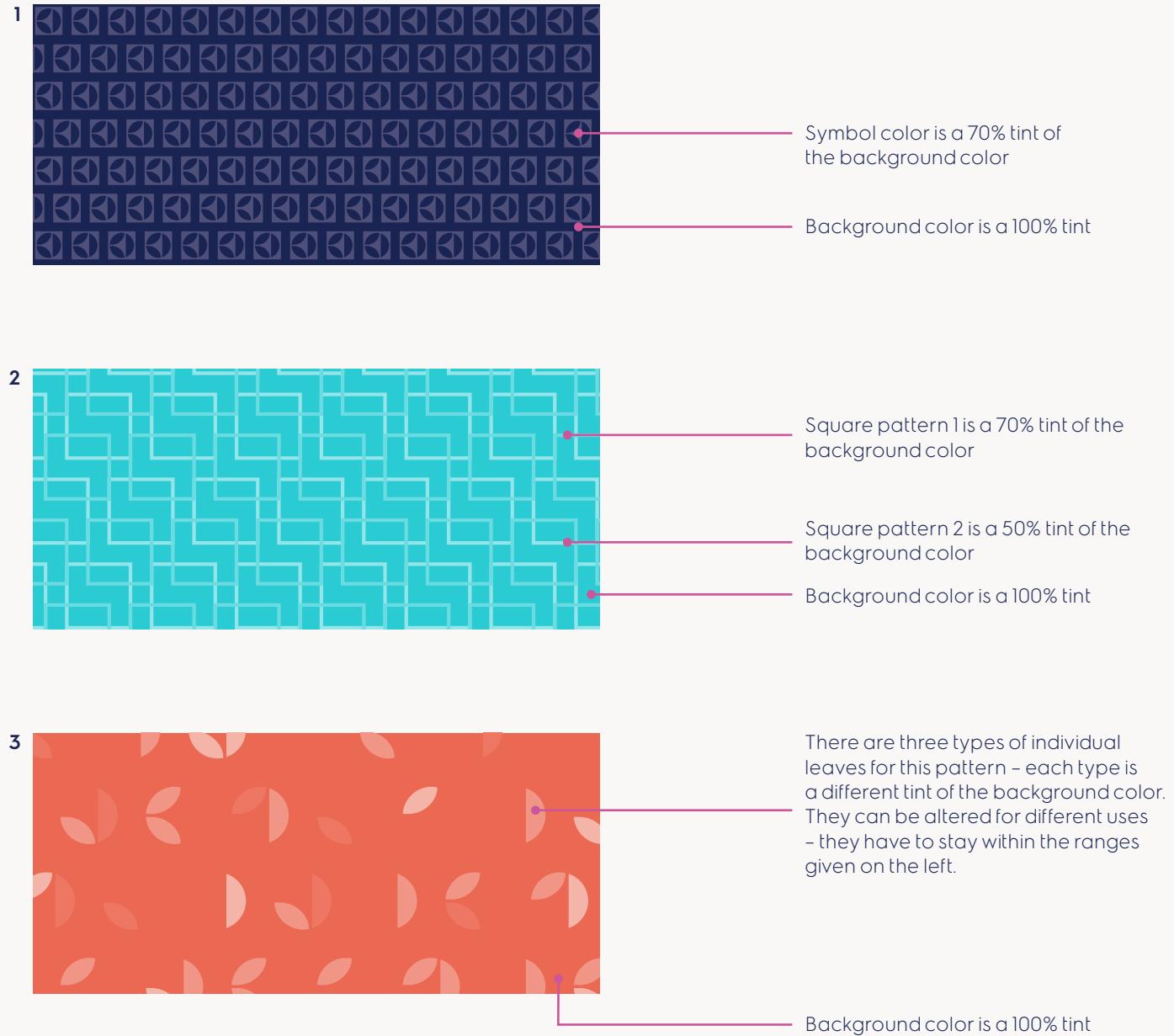
2. Square pattern

The square pattern is comprised of two different tints of square on a background that must always be 100% solid colour. Square pattern 1 can appear between 90 - 70% and square 2 between 75 - 50% - ensure there is enough contrast between the square shapes to retain the depth of pattern.

3. Leaf pattern

The leaf pattern is comprised of three different tints of shape, each of which can be adapted. Leaf 1 can appear between 90 - 80%, leaf 2 70 - 60% and leaf 3 50 - 40%. The background must always be 100% solid colour.

Patterns use only tints of one color from the palette, never use multiple colors in one pattern.



Pattern Applications

The examples on this page show four ways the brand pattern can be realised across different touchpoints.

1 Digital

The brand pattern can be used as a background on our website, mobile app and other digital touchpoints. Adding an extra level of detail and giving a premium feel.

2 POS

Our pattern can be used in retail to add an extra dimension to low level POS.

3 Window vinyl/events

The brand pattern can also be used in event, retail, or pop up retail instances on windows or glass dividers as a way of branding a space or environment.

1/2



3



Pattern Retail

The Electrolux brand pattern can be used as a background on numerous touchpoints. In retail environments it should be used subtly to ensure it does not conflict with imagery or messaging.

1

Brand pattern is subtle and allows messaging and logo to be seen clearly.

2

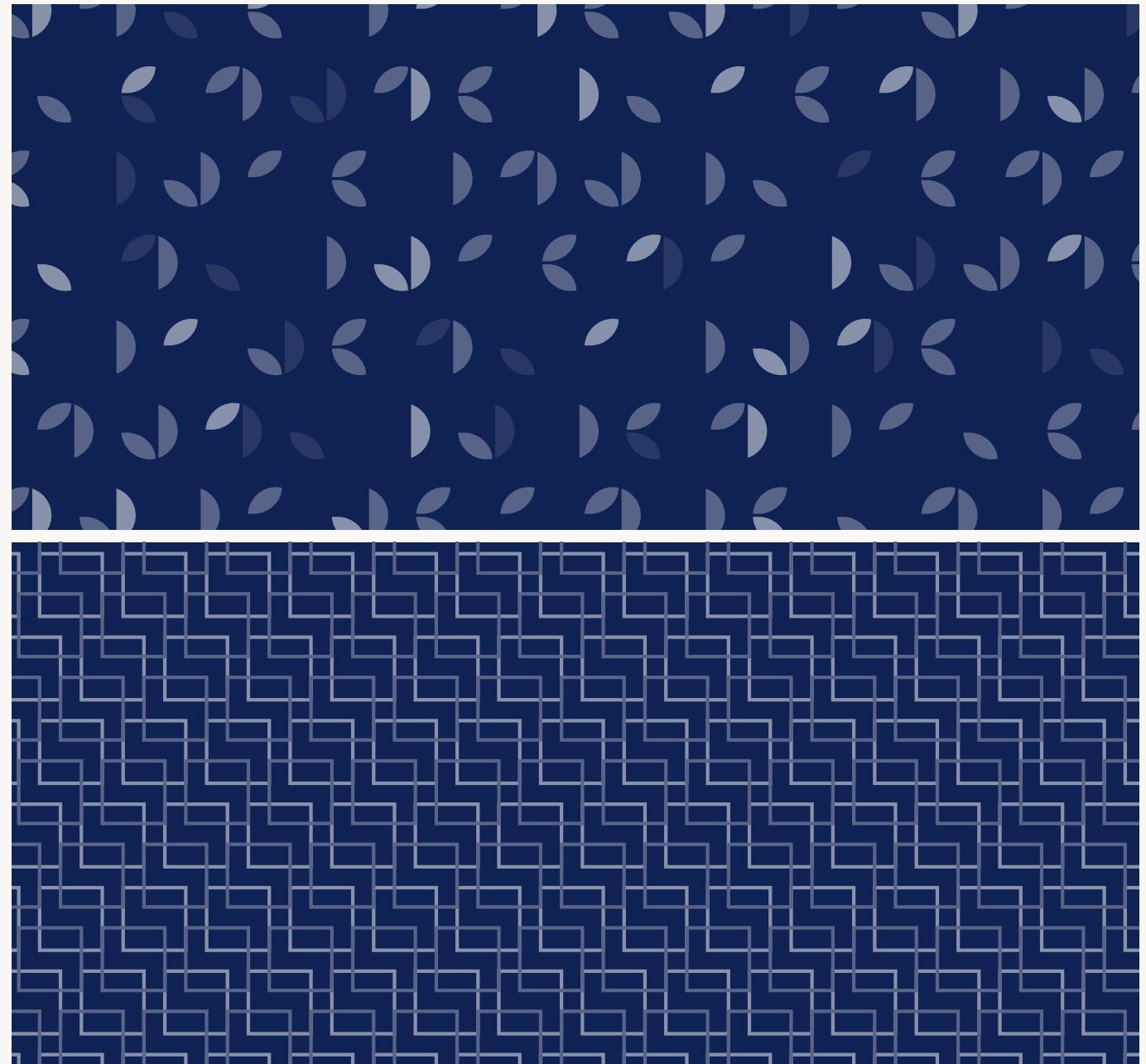
Brand pattern is too bold and interferes with the legibility of message and logo.

1/2



Pattern Alternatives

Two alternative patterns have been created using elements of the Electrolux logo. Using the shapes from within the Brand Symbol



Pattern Colorway

They are also available in all the colors from the core and supporting palette.

Please note only a selection of colors are shown on this page - all colors from the palette are available.



Pattern Retail

1/2



These two examples show the alternative patterns (square and leaf) applied in two alternative scenarios.

1

Brand pattern is subtle and allows messaging and logo to be seen clearly.

2

Brand pattern is used to enliven and demarcate a retail zone.



Tone of voice and messaging

We want to surprise and delight our consumers showing them there is no limit to what they can achieve at home. Our tone of voice and messaging should reflect this, engaging people in a positive and emotional way.

Through our
tone of voice,
let's **surprise**
and delight

Tone of voice **Attract**

A good headline has the power to quickly attract consumers. Drawing them in with words and copy to express the key benefits of the product and inspiring consumers with the results that can be achieved.

Opposite are three examples of 'attract' headlines for Masterpiece Blender, CombiSteam Oven, and DelicateCare Dryer.

Use these as inspiration when creating messages for products.

¹ **The secret to great taste is smoother blending**

² **More delicious taste with steam**

³ **No shrinkage guaranteed**



Tone of voice

Engage

At this level copy should express the functional benefits of a product to help consumers understand how the product can help them accomplish their goals at home.

Inspire them with insights, talk about the results, and reveal Electrolux's ingenious design features.

Unique **PowerTilt®** technology for the smoothest velvety textures.

Our unique **FullTaste® Steam System** enables you to bring out the tastes and textures of your dishes like never before.

The new **DelicateCare®** dryers guarantee no shrinkage of even your most delicate hand-wash only silk and woollens.



Tone of voice Convert

Convert messaging is all about the details, the difference that Electrolux makes and the details, features and technology that make it possible.

Truflow® Pro technology

It took years of testing in professional kitchens to optimize the flow around the blades and increase the rate that ingredients combine.

SousVide

Captures and intensifies taste for deliciously tender results, as used by top Michelin starred restaurants.

DelicateCare system

Our new DelicateCare system tailors the spin motion to suit the fabric guaranteeing no shrinkage of hand-wash only silk and woollens.

Triple titanium blades

Three blade types and six cutting edges – and with an EM6 titanium coating, they'll stay sharper for longer.

VarioGuide

The oven automatically ensures the right temperature, humidity and cooking time for a wide range of dishes.

Silk programme

Our new silk program dries with gentle cradling motions and at lower temperatures leaving even handwash only silks soft and smooth.



Tone of voice Communication framework

The example on this page shows the communication framework applied to messaging for the masterpiece collection blender.



Brand and primary benefit statement
Grab attention with a concise Benefit statement which resonates with the consumer's life



Functional validation
Explain the proposition in a compelling way and invite further exploration.
Where applicable include a branded signature feature



Secondary benefits
Technical details are used to validate, inform and persuade to drive purchase behaviour

Electrolux
The secret to great taste is smoother blending

Unique PowerTilt® technology for the smoothest velvety textures

Titanium Blades
The three blades have six different cutting edges to tackle the toughest jobs

Long lasting design
Die-cast construction inspired by professional kitchens

Typography

The Electrolux Sans typeface helps us to create our own recognizable style with clarity and simplicity. Thus maintaining consistency of presentation throughout all of our visual communications.

Electrolux Sans
Semibold
Regular
Light

Typography

Typeface

Electrolux Sans is a modern, sans-serif font with clean geometric forms that support our design.

We have our own unique and distinctive typography. The Electrolux Sans family helps us to create our own recognizable visual style with clarity and sharpness, while maintaining consistency of presentation across all visual communications.

A range of weights are available for a variety of uses with Semibold and Regular being the preferred options.

- 1 Electrolux Sans Semibold
- 2 Electrolux Sans Regular
- 3 Electrolux Sans Light

If you are an Electrolux approved partner, please visit the brand portal to download and access Electrolux Sans.

¹ ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

12345
67890

² ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

12345
67890

³ ABCDEFGHIJKLMN
OPQRSTUVWXYZ
abcdefghijklmn
opqrstuvwxyz

12345
67890

Typography Alternative languages

Non-roman alternatives

There are three alternative fonts to Electrolux Sans, for non-roman alphabets.

Helvetica is available for Greek and Cyrillic alphabets as well as Vietnamese, Hebrew and Indonesian – a font which shares similar geometric forms to Electrolux Sans

Janna is an equivalent to Avenir for Arabic, and covers most languages in this family including Farsi.

Use Arial Unicode for Korean, Japanese, Thai, Chinese (traditional and simplified)

1 Helvetica Bold

2 Janna bold

3 Arial Unicode

(simplified Chinese shown)

¹ Съешь ещё эти
французских б
выпей же чаю

² بذرزشش
بذرزشش
بذرزشش

³ 这是一段示范文字，
只给予辨认字体使用。
这是一段示范文字，
只给予辨认字体使用。

Typography Typesetting

To ensure messages and copy can be read clearly, apply the simple typographic specifications below to optimize font legibility.

1 Headline

Electrolux Sans Semibold
Sentence case, no full-stop
Word Spacing: 60/70/80
Letter Spacing: 0/0/0
Leading: Set solid

2 Subhead

Electrolux Sans Regular
Sentence case
Word Spacing: 60/70/80
Letter Spacing: 0/0/0
Leading: 110%

3 Bodycopy

Electrolux Sans Regular
Sentence case
Word Spacing: 60/70/80
Letter Spacing: 0/0/0
Leading: 120%

¹ The secret
to great taste
is smoother
blending

² Unique PowerTilt® technology
for the smoothest velvety textures

³ Titanium blades

The three blades have six different cutting edges to tackle the toughest jobs. The titanium coating keeps blades sharper longer.

2.2L tilt carafe

Big enough for large batches. Durable and scratch resistant, it's safe for hot soups along with sauces.

Typography Use of color

Color can be used in typography to highlight key benefits, features or functions.

This is best achieved using the vivid colors from the supporting palette.



Imagery

Through images we bring an emotional connection to our brand. Images show our products and the exciting world of possibilities they bring.

As with color and messaging, we use different types of images at different points to attract, engage, or convert our consumers.



Imagery Communication framework

This example shows the communication framework applied to imagery.



WHY would I consider or buy this product?

Desirable outcome: Focused on result

Lifestyle: Humanity of enjoying end result

Desirable outcome:

- Food
- Laundry
- Floorcare

Lifestyle:

- Food
- Laundry
- Floorcare



WHAT does this product look like and do?

Product photography: Product is the hero

Product in use: Show the product in use

Product photography:

- Food
- Laundry
- Floorcare

Product in use:

- Food
- Laundry
- Floorcare



HOW does this product work?

Technical feature: Details of the product that explain a technical feature

Design feature: Product in context with emphasis on design

Technical feature:

- Food
- Laundry
- Floorcare

Design feature:

- Food
- Laundry
- Floorcare



Imagery Attract

Desirable outcome:

- Compelling, benefit-focused images that demonstrate that Electrolux products deliver desirable results
- Images should grab attention through visual narrative
- Premium and inspirational
- Real and tells a story
- Image or headline creates an emotional connection with the consumer and brings people through a story

Types of imagery:

- Delicious food
- Perfectly clean laundry
- Aspirational kitchen suites
- Hero products in situation

These images are placeholder only and may not be used elsewhere. For more information please contact the Electrolux Brand Team.



Imagery Attract

Desirable outcome: Food

1 Immersion Blender

The benefit of butternut squash soup puréed to the right consistency.

2 Induction

The benefit of seared salmon that's crispy, yet tender.

3 Convection

The benefit of perfectly roasted brussel sprouts.

4 Induction

The benefit of delicious fresh pasta with juicy fresh prawns.

5 Induction

A delicately poached egg and sautéed spinach.

6 Steam

The benefit of the crispiest, juiciest roast chicken.

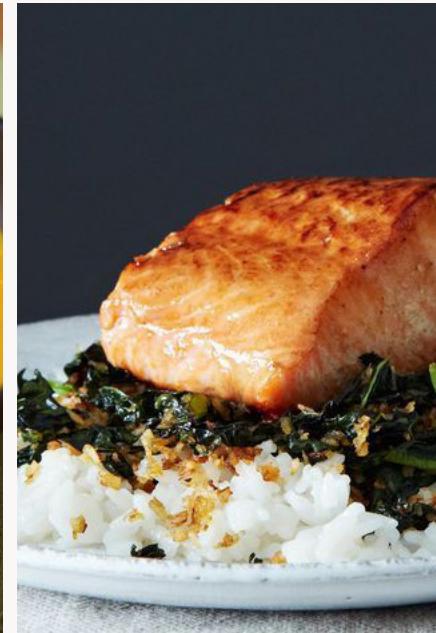
Top Tips:

- Feels more approachable and inviting
- Looks delicious
- Benefit is clear via outcome of dish

These images are placeholder only and may not be used elsewhere.

For more information please contact the Electrolux Brand Team.

1/2/3



4/5/6



Imagery Attract

Desirable outcome: Laundry

1 Steam

The benefit of a clean, crisp dress.

2 Sanitize feature

The benefit of favorite toys sanitized for baby.

3 Gentle cycle

The benefit of maintaining the softness of delicate towels.

4 Capacity

The benefit of crisp, perfectly clean bedding.

Top Tips:

- Premium, yet real
- Environment presents relatable situation
- Overall inviting feel
- Benefit is clear with appearance of towels

1/2



3/4



These images are placeholder only and may not be used elsewhere. For more information please contact the Electrolux Brand Team.

Imagery Attract

Desirable outcome:

Kitchen:

Beautiful suites of appliances for the heart of your home.

Top Tips:

- Feels more approachable and inviting
- Looks premium; consumers aspire to live there
- Showcases the suite of appliances
- The props within kitchen imagery should be real and help tell a story and not be cold or stark



These images are placeholder only
and may not be used elsewhere.
For more information please contact
the Electrolux Brand Team.

Imagery Attract

Lifestyle: Food

1 Perfect temp probe

The benefit of cooking that's perfect for guests.

2 Double wall oven

The benefit of a perfected multi-course dinner party.

3 Wine refrigerator

The benefit of wine served at its ideal temperature.

4 Convection

The benefit of moist, delicious cupcakes for the smallest gourmets.

Top Tips:

- Environment is relatable, inviting and presents humanity
- Image evokes an emotional connection
- Provide context or highlight a benefit
- Show the ultimate emotional benefit of the results
- Lifestyle images of people must feel real, not posed or staged

These images are placeholder only and may not be used elsewhere.
For more information please contact the Electrolux Brand Team.

1/2



3/4



Imagery Attract

Lifestyle: Laundry

- 1 **Maintains softness for delicate skin.**
- 2 **Keeps even your most delicate clothes stain and wrinkle free.**
- 3 **A crisp, clean white shirt to keep the kids looking their best.**
- 4 **Cleans and sanitizes even cashmere.**

Top Tips:

- Situation is relatable and conveys emotion
- Benefit is emphasized via lifestyle
- If pulled back wider, image could show product
- Model's expression should feel like a real representation of life and not staged or posed

These images are placeholder only and may not be used elsewhere. For more information please contact the Electrolux Brand Team.

1/2



3/4



Imagery Attract

Lifestyle: Floorcare

EPA certified

Headline: Snuggles, not sneezes

Strong enough to remove all allergens.

Bare floor scatter guard

Confidence that there's no leftover debris.

Never loses suction technology

A thoroughly clean home you can enjoy.

Top Tips:

- Relatable situation conveys emotion and humanity
- Lifestyle imagery that clearly depicts an emotional end benefit

These images are placeholder only
and may not be used elsewhere.
For more information please contact
the Electrolux Brand Team.



Imagery Engage

Product in use:

- Explanatory imagery that not only helps provide a clear understanding of what the product is, what it looks like, what it does, and what differentiates it.
- Product demonstrated in context.
- Must have a premium feel and storytelling approach.
- Images tell consumers what makes our products special.

Types of imagery:

- Kitchen appliances in use
- Laundry appliances in use
- Floorcare products in use

These images are placeholder only and may not be used elsewhere.
For more information please contact the Electrolux Brand Team.



Imagery Engage

1 Smooth Gliding Racks

Effortlessly remove even the heaviest meals.

2 Swivel Steering

Flexible enough to get to those hard to reach messes.

3 The French Door Refrigerator/Freezer

That holds more food and keeps it organized.

4 Steam Oven

An oven that creates the juiciest, crispiest chicken.

Top Tips:

- A real life situation
- Shows the benefit (infinite glass) in context at once
- Appliance demonstrations should always be in context
- The environment in the imagery should be aligned with the brand's premium feel and storytelling approach

These images are placeholder only and may not be used elsewhere. For more information please contact the Electrolux Brand Team.

1/2



3/4



Imagery Convert

Convert imagery:

- Imagery that demonstrates how the products work and persuades consumers to purchase.
- Demonstrate the differential technological advantage.
- Images allow for a close-up of product features.
- Images provide further context for engage imagery.
- Serve to highlight our RTBs.

Types of imagery:

- Product images
- Feature images
- Images can be comparative to further illustrate the technology

These images are placeholder only and may not be used elsewhere. For more information please contact the Electrolux Brand Team.



Imagery Convert

Technical features:

1 Laundry

Clothes are refreshed and wrinkle-free with the addition of steam.

2 Steam Oven

Cooking perfectly delicious meals is as easy as adding water.

3 Steam Oven

A touch of steam for a crispy crust.

4 Aqualux System

Alternating wash arms, for a quieter and more efficient operation.

Top Tips:

- Focus on specific functions and details
- Benefit is clear and visible
- Provide a relatable context that better illustrates the benefits
- Considered propping adds an element of humanity to better illustrate the benefit

These images are placeholder only and may not be used elsewhere.
For more information please contact the Electrolux Brand Team.

1/2



3/4



Imagery Convert

Design leadership:

1 Hob

Vertical flame for more precise heat control and faster cooking.

2 Ergorapido

Designed to reach the hardest of places.

3 Nutrilight

Clearly see everything in your crisper drawer.

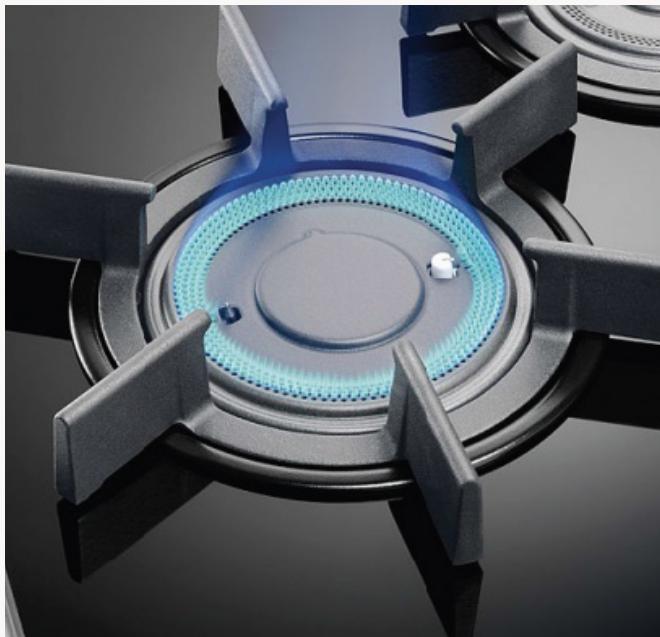
4 Precision of perfect set controls

Instantly adjust temperature with the touch of a finger.

Top Tips:

- The benefit is contextualized
- A real life situation consumers can relate to (reinforces the benefit)

1/2



3/4



These images are placeholder only
and may not be used elsewhere.
For more information please contact
the Electrolux Brand Team.

Icons

Based on the simple geometric forms in the Electrolux Sans typeface, our icons are clear and easy to understand. They express the key features and benefits of Electrolux products.

Icons Benefit and feature

A consistent appearance and application of icons across all touchpoints builds a seamless experience for our consumers.

The style of our icons is derived from our typeface, simple graphic forms – straight lines and slight curved edges – which creates harmony across the visual identity.

Containing the shapes within a circle helps consistency and a connection with a key element of the Electrolux Brand Symbol.

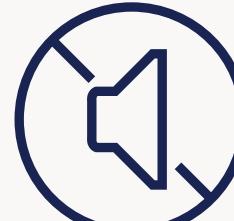
Benefit



Ultra performance



Ultra clean



Extra quiet



Gentle care



Energy efficiency



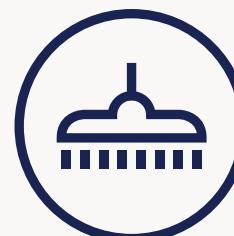
Save time



Anti allergy



Iron less



Extended brush



Steam clean



Strong fan



Larger filter

Feature

Bringing it all together

Bringing it all together

Combining all of our assets together, and following the guidance given so far, creates designs and communications that are eye catching, distinctive and true to Electrolux. The examples in this section show how to apply all of the elements together to achieve this.

Packaging: Overview

Packaging has to work hard in busy retail environments to support product displays, grab consumers' attention and to help drive a decision at the point of purchase.

A premium feel, attract message, beautiful imagery and clear product explanation creates our stunning packaging range for our premium SDA products.



Packaging: Electrolux Masterpiece Blender

Our packaging features a clear product image on the front face to heroize the design – it is lightly propped with relevant food items.

A headline message, derived from a product value proposition, attracts consumers to pick up the box. The engage copy explains more detail on its features. The side panel features a beautiful taste-driven image to demonstrate the end benefit – in this instance smoother blending. This also creates the opportunity for packs to be stacked alongside the front face.

The side panels provide an opportunity for cross selling across a product range.



Packaging: Electrolux Masterpiece Blender

The Immersion Blender example shows all the elements of the visual identity at play:

Logo

A large, clear logotype is highly visible from a distance.

Attract image

Used on the side of the pack, an attract image is combined with a hero Brand Symbol.

Messaging

The attract message, derived from the product value proposition explains the benefit of the product to the consumer, in a human and engaging way.

The engage messaging takes the next step to explain the functional benefits of the product.

Imagery

A bold beautiful product image instantly explains what the consumer is buying.



Retail environments are visually competitive and our brand must work hard to cut through and attract consumers to our products.



Retail executions

In retail scenarios we should look to be creative with solutions to heroize and draw attention to the products.

Here, a distinctive on-shelf display heroizes the logo and a video screen attracts and engages our consumers.



Retail executions

A heroized brand symbol illuminated on a Vivid Orchid vertical panel ensures consumers are 'attracted' from a distance. This is complemented by a illuminated logo on the end of the unit to promote the brand.



Retail executions

The use of reflective materials creates additional stopping power and makes the brand modern and premium.



Retail: Gondola end

Brand Symbol

A hero Brand Symbol is eye catching from a distance. An additional hero Brand Symbol has been added to the side panel to ensure it is visible from multiple angles.

Color

The Brand Symbol appears front illuminated with a vivid color as a background. The Vivid Orange is then used to highlight part of the key message.

Attract message

Clear product benefit, instantly communicated.

Imagery

Attract imagery demonstrates the benefit of the product, in this instance delicious looking chicken, perfectly cooked, brings to life the product experience in the minds of our consumers.



Retail: Gondola end

An illuminated lightbox featuring an attract message and image creates stopping power in busy retail environments. This is supported by hero Brand Symbols on a bespoke piece of Electrolux POS.

The customer experience is enhanced through use of a tablet helping people explore the product further.



Retail: Small scale

Combining product information on vertical and horizontal surfaces leads the consumer around the product and its features and functions.



Retail: Use of vivid colors and pattern

The examples on this page show the supporting vivid colors and the brand patterns used as backgrounds for retail executions.

In examples 1 and 4 the brand patterns appear in the vivid color palette to create eye catching banners and POS. A brand pattern could also be used as a printed floor vinyl to demarcate an Electrolux appliance island as shown in example 2.

Where possible, consider video screens and installations to add dynamism to product displays, showing the logo or brand symbol in its animated form alongside video footage of the benefits or product details – as shown here in example 3.

1/2



3/4



Illustrative examples of web design

We have a consistent approach to our digital design as it is important for us to present a coherent online brand presence. We believe in clear design, ease of navigation and simplicity of use.

Websites should be designed using the basic elements of our visual identity and be consistent with our design principles and standards. By maintaining a common approach to interface design across different sites, we establish a consistent experience for users.

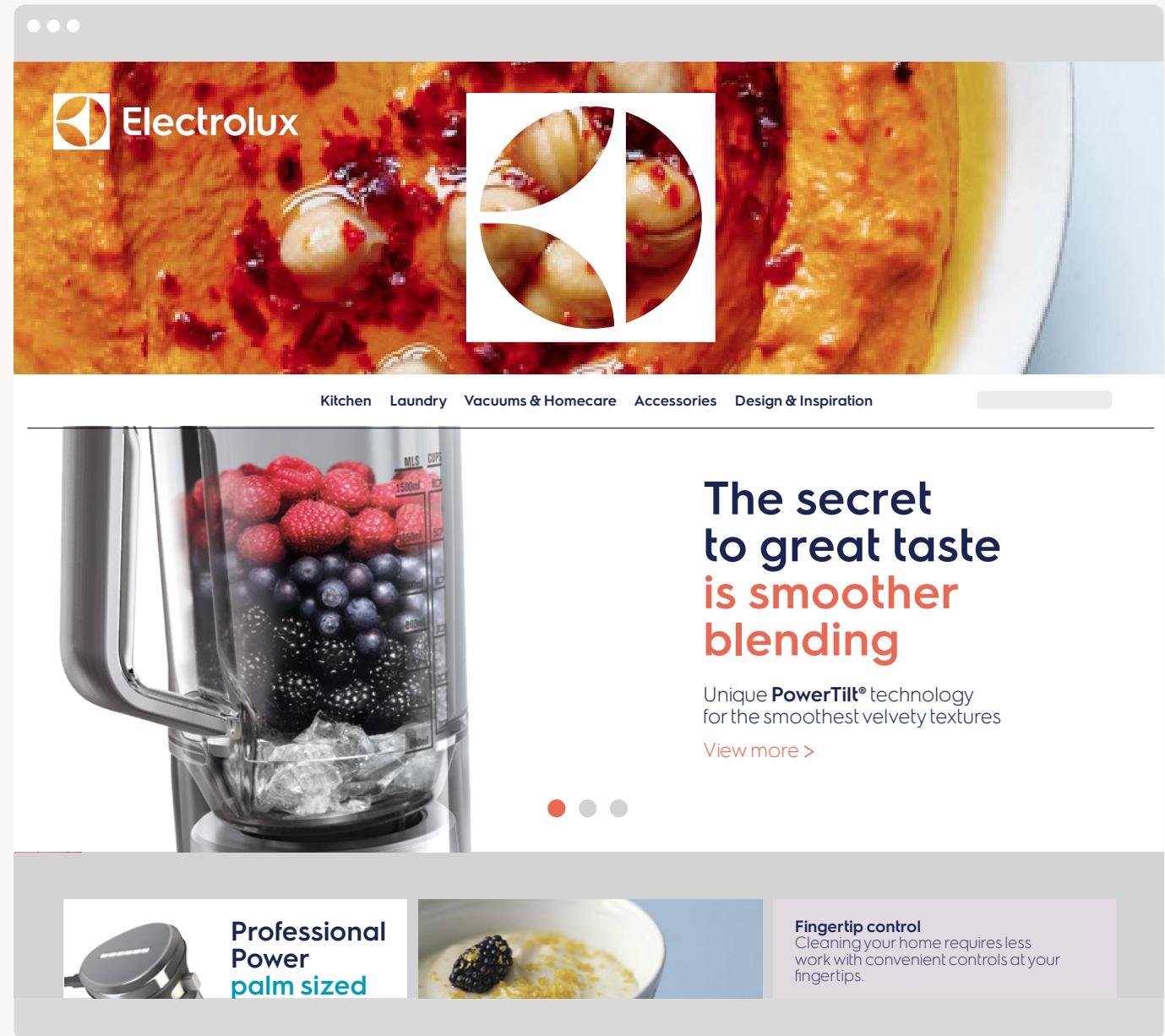


Digital: Website design

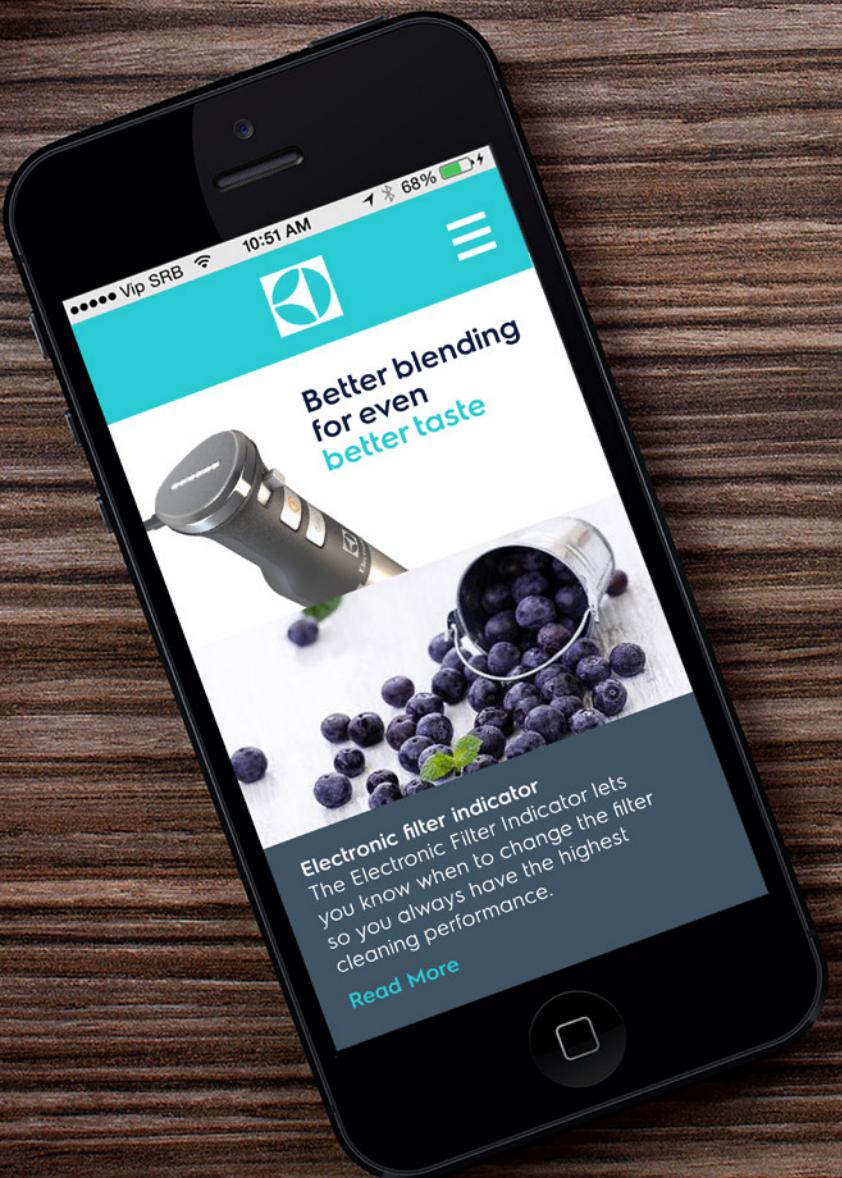
The example on this page show how our visual identity could be applied to a website design.

The header bar features a hero Brand Symbol over relevant, benefit-led, attract imagery. The images could rotate to feature images relevant to all areas of the business.

An attract message quickly conveys the product benefits and is used alongside a convert image and message. The neutral colors from the supporting palette appear in the background with vivid colors adding 'pop' to messaging and lower level product links.



A screenshot of the Electrolux website homepage. At the top, there is a hero banner featuring a close-up image of a smoothie or blended drink with various berries. Overlaid on this image are the Electrolux logo (a stylized 'E' inside a circle) and a large, semi-transparent circular graphic containing a smaller version of the same berry image. Below the hero banner is a navigation bar with links: Kitchen, Laundry, Vacuums & Homecare, Accessories, and Design & Inspiration. The main content area features a large image of a blender jar filled with berries and ice, with measurement markings visible on the side. To the right of this image is a bold, two-toned headline: "The secret to great taste is smoother blending". Below the headline is a subtext: "Unique PowerTilt® technology for the smoothest velvety textures" and a "View more >" link. At the bottom of the main content area are three callout boxes: one showing a close-up of the blender's lid with the text "Professional Power palm sized"; another showing a bowl of cereal with the text "Fingertip control"; and a third with the text "Cleaning your home requires less work with convenient controls at your fingertips".



Digital: Apps

1/2/3

Every touchpoint, whether printed or digital, should use the visual identity consistently to create a seamless expression of the Electrolux brand. As with our websites app design and interface should have a clear design, ease of navigation and simplicity of use.

1 Load screen

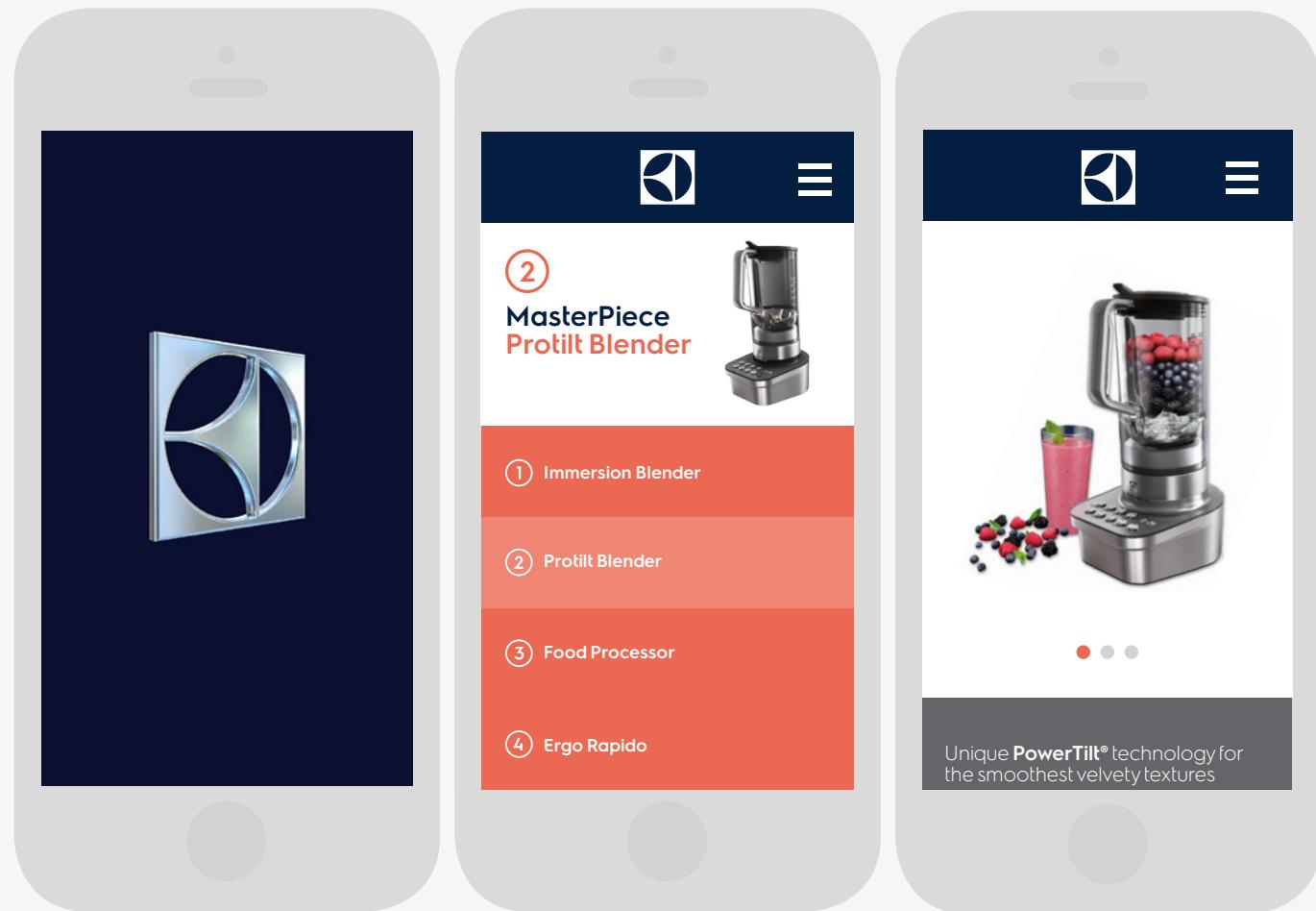
As the application loads an animated, metallic version of the Brand Symbol can appear. This is then supported by the full Electrolux logo appearing inside the first screen.

2 Category selection

In the example shown it is a product list selection but could be a recipe.

3 Content page

Ultimately the content of the app will drive the design solution. In this example, benefit imagery is combined with messages, the Brand Symbol or imagery to create an engaging experience.



Digital: Social media – Twitter

We use a range of social media platforms and it is important that we present a coherent online brand presence. The interface layout and appearance may vary between sites, but consistent use of the design principles and standards set out in this guideline should be maintained.

Social icon

Given its simplicity, clarity and legibility at small sizes, the Electrolux Brand Symbol is used as an icon across all social media platforms. It should be supported by the Electrolux logo on the background or content area.

Backgrounds and image areas

Most social media platforms have an opportunity to use imagery, either as a background in the header or as an element within the content of the page. Our attract imagery showing desirable outcomes and the benefits of using Electrolux products are a great way to connect with consumers, expressing passion for great results.

Tone of voice

As with all social media platforms, how we talk to people should reflect our brand and what we say should be inspiring and engaging to our consumers.

The screenshot shows the official Twitter profile for Electrolux (@Electrolux). The header features a large image of a salmon fillet served with vegetables. Below the header, the Electrolux logo is displayed next to the brand name. A large red square containing the Electrolux Brand Symbol is overlaid on the left side of the profile. The profile card includes the following statistics: TWEETS 2,192, PHOTOS/VIDEOS 321, FOLLOWING 1,145, FOLLOWERS 12.8K, and FAVORITES 361. A 'Follow' button is visible. The timeline shows two tweets. The first tweet, pinned at the top, is from May 6 and encourages users to participate in the DesignLab2014 competition. The second tweet, from May 21, is a '#DidYouKnow' post about self-cleaning ovens. On the right side of the screen, there is a sidebar titled 'Follow Electrolux' with fields for 'Full name', 'Email', and 'Password', and a 'Sign up for Twitter' button. Below that is a 'Worldwide Trends' section listing various hashtags.

Electrolux
@Electrolux

Electrolux Appliances have been inspiring great food and great design for more than 100 years. Find us on Facebook at facebook.com/Electrolux.

electrolux.com
Joined December 2007
321 Photos and videos

Tweets **Tweets and replies**

Pinned Tweet
Electrolux @Electrolux · May 6

We are now LIVE #DesignLab2014! See the Top 100+ and vote for your favorite concept: bit.ly/DesignLab2014...

7 2 ...

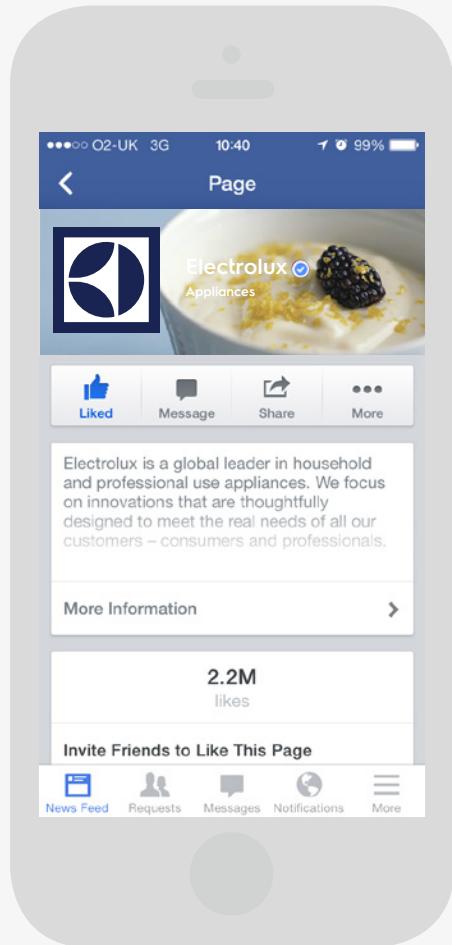
Electrolux @Electrolux · 21m

#DidYouKnow that some #Electrolux ovens can clean themselves? Discover more here: bit.ly/Self-Clean-Oven

Worldwide Trends · Change

#NotersAwesome
#3YearsSinceIMissYou5SOSCover
#MarahKeBang
#IndonesiaHEBATmilikgue
#youknowtheyrecarrotswhen
Nomeeer Absenmu
Ke Foodcourt
Happy National Running Day
LoveOrNot Durian

Digital: Social media – Facebook



A screenshot of the Electrolux Facebook page viewed on a desktop browser. The top navigation bar includes fields for 'Email or Phone' and 'Password', a 'Keep me logged in' checkbox, a 'Forgotten your password?' link, and a 'Log in' button. The main header features the Electrolux logo and the word 'Electrolux'. To the right is a large image of a dessert. Below the header is a large blue square containing the Electrolux logo. To the right of the logo is a blue circular icon with a white checkmark. A text block reads: 'Appliances Welcome to the Electrolux UK Facebook page, a place to be inspired and share ideas about food, home, design, entertaining and sustainability.' Below this are links for 'About', 'Photos', 'Chef Academy', 'Taste of Dublin', and 'Likes'. A 'Highlights' section shows a post from 'Electrolux' yesterday, encouraging users to share their secret ingredient for a chance to win a package and meet Michelin-starred chef Tom Kitchin at Taste of Dublin. The post includes a link: <http://bit.ly/ELXTasteOfDublin>. On the right, there's a sidebar for 'Recent Posts by Others on Electrolux' with posts from Sonja van Wingerden, Jane Mason, and Dumfries and Galloway! Whats Going on?.

Artwork list

All logo, Brand Symbol and pattern artworks are available in a range of formats and relevant colorways.

Electrolux Logo

The Electrolux Blue logo is available in Pantone, CMYK or RGB color modes. The Electrolux white-out and black logos are available in CMYK and RGB.



Electrolux Brand Pattern

Brand Patterns are available in both the Electrolux core and supporting colors – all colors will be provided in the swatches panel within a EPS file.



Electrolux Brand Symbol

The Electrolux Blue symbol is available in Pantone, CMYK or RGB color modes. The Electrolux white-out and black symbols are available in CMYK and RGB.



Electrolux Square Pattern

Square Patterns are available in both the Electrolux core and supporting colors – all colors will be provided in the swatches panel within a EPS file.



Electrolux Sans

The Electrolux font can be downloaded from:

<https://www.brandportal.electrolux.com/en/>

**The secret
to great taste
is smoother
blending**

Electrolux Leaf Pattern

Leaf Patterns are available in both the Electrolux core and supporting colors – all colors will be provided in the swatches panel within a EPS file.



Events and one-offs

The examples on this page show how the Brand Symbol can be realized in 3-dimensions in special event scenarios. These perfectly capture the spirit of a hero symbol to create truly inspiring consumer experiences.

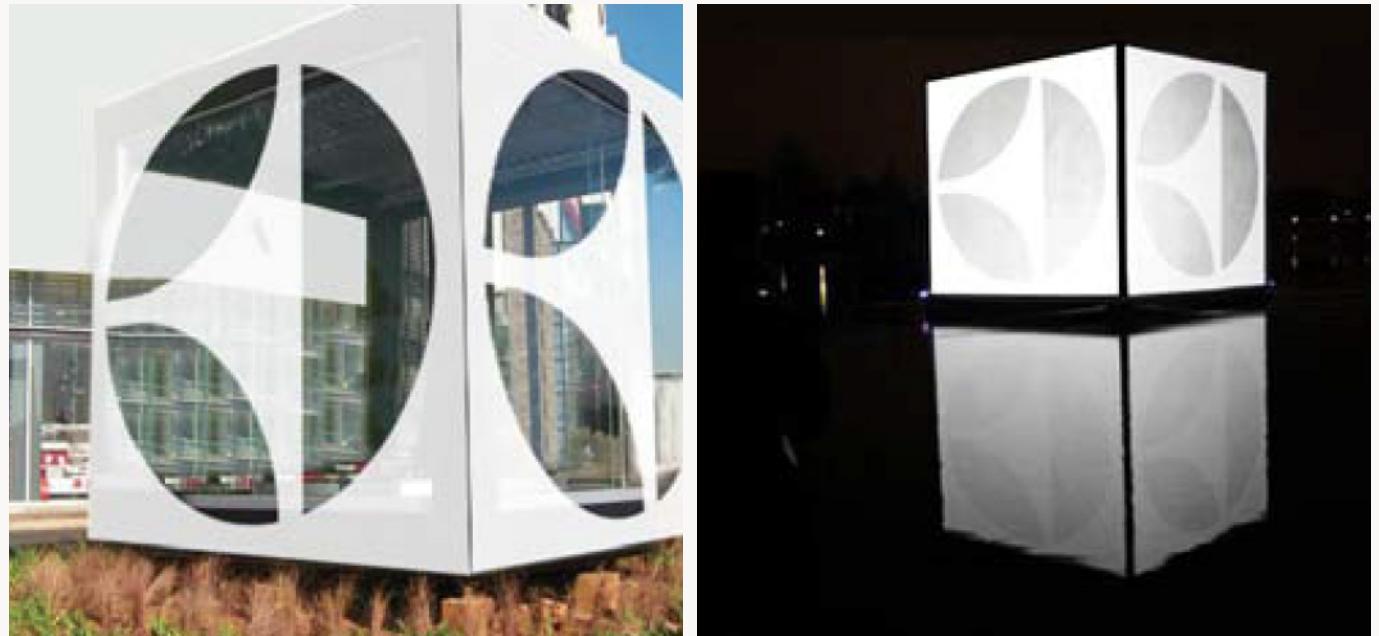
1 Pop up shop

2 See through cube sign

3 Illuminated 3D cube



2/3



**For more information on the
visual identity, please contact:**

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Chief Marketing Officer**

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