GRANBERG BRAND MANUAL

Guidelines for the use of the Granberg brand
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VISION
To offer the right hand protection thru customer proximity, responsiveness, knowledge and technological innovation.

MISSION
To be the first choice for hand protection.

CORE VALUES

Honesty
Be honest and real, do everything with integrity.

Courage
Be courageous. Building great things means taking risks.

Passion
Be passionate, be committed in heart and mind.

Teamwork
Be a team player. Together everyone achieves more.

TAGLINE
Fearless performance®
CORPORATE BRAND MANUAL

This corporate brand manual contains guidelines for the correct use of Granberg AS logo and the logos of brands related to Granberg AS.

The logo must always be used in relation to products from Granberg AS (distributors web site, brochures, adverts etc)

All use of Granbergs corporate name, logo, or products must be approved by the Marketing Department at Granberg AS:

Please contact Irene Landa by e-mail: il@granberg.no or call +47 901 78 299
**CORPORATE LOGO**
The corporate logo consists of two elements: logo and text. The logo must always be used in its original form. Colour and text must not be altered.

**MONOCHROME CORPORATE LOGO**
The monochrome corporate logo must be used in 100% black or 100% white. The logo must always be used in its original form.
**LOGO WITH SLOGAN**

The corporate logo with slogan consists of two elements: the logo and slogan. The logo must always be used in its original form.

Logo with slogan on the right:
To be used when logo is placed on the left side of the artwork

**MONOCHROME LOGO WITH SLOGAN**

The monochrome corporate logo with slogan must be used in 100% black or 100% white. The logo must always be used in its original form.

Monochrome logo with slogan on the right:
To be used when logo is placed on the left side of the artwork
2. LOGO

CORPORATE LOGO WITH SLOGAN

LOGO WITH SLOGAN
The corporate logo with slogan consists of two elements: the logo and slogan. The logo must always be used in its original form.

Logo with slogan on the left:
To be used when logo is placed on the right side of the artwork

MONOCHROME LOGO WITH SLOGAN
The monochrome corporate logo with slogan must be used in 100% black or 100% white. The logo must always be used in its original form.

Monochrome logo with slogan on the left:
To be used when logo is placed on the right side of the artwork
LOGO WITH SLOGAN
The corporate logo with slogan consists of two elements: the logo and slogan. The logo must always be used in its original form.

Logo with slogan centered:
To be used when logo is placed centered on the artwork

MONOCHROME LOGO WITH SLOGAN
The monochrome corporate logo with slogan must be used in 100% black or 100% white. The logo must always be used in its original form.

Monochrome logo with slogan centered
To be used when logo is placed centered on the artwork
MINIMUM SIZE OF CORPORATE LOGO
The primary corporate logo cannot be used if it is smaller than 25 mm, in order to ensure the logo is legible. The logo may be enlarged to various sizes as long as the proportions remain intact.

DISTANCE
To ensure the logo design remains intact, other elements are not to be placed closer than X to the corporate logo.
If the background makes it difficult to adhere to the corporate brand manual guidelines, an alternate background can be used. The minimum distance from other elements still applies.
EXAMPLES
The logo must always be used in compliance with the guidelines of this corporate brand manual.
Here are examples of the correct and incorrect use of the logo:

Correct use of proportions in logo

Incorrect use of proportions in logo

Correct use of logo in full saturation

Incorrect use of logo: Transparent
**CORRECT USE**

1. **Sufficient contrast and background**
   ![Correct use example]

2. **Insufficient contrast background**
   ![Incorrect use example]

3. **Sufficient contrast**
   ![Correct use example]

4. **Insufficient contrast**
   ![Incorrect use example]
2. LOGO

Correct use of logo with no background color behind the text in the logo

[Image of correct logo]

Insufficient color behind logo: white color behind the text in the logo.

[Image of incorrect logo]

Correct logo version

[Image of correct logo version]

Incorrect logo

[Image of incorrect logo]
2. LOGO

CORRECT USE

Correct logo

Incorrect logo
Granberg AS owns several brands. The logos of these brands must also be used according to the guidelines for the corporate logo, which are detailed in this corporate brand manual.
### PRIMARY COLOURS

<table>
<thead>
<tr>
<th>COLOUR</th>
<th>CMYK</th>
<th>RGB</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>GRANBERG BLUE</strong></td>
<td>100/0/0/0</td>
<td>0/174/239</td>
<td>P115-8C</td>
</tr>
<tr>
<td><strong>GRANBERG GREY</strong></td>
<td>69/54/43/36</td>
<td>76/84/94</td>
<td>Solid Uncoated 7547 U</td>
</tr>
<tr>
<td><strong>WHITE</strong></td>
<td>0/0/0/0</td>
<td>255/255/255</td>
<td></td>
</tr>
<tr>
<td><strong>GREY (alternative)</strong></td>
<td>0/0/0/85</td>
<td>74/74/73</td>
<td>Solid Uncoated Neutral Black U</td>
</tr>
</tbody>
</table>

**COLOUR PALETTE**
To ensure all marketing materials display uniformity, the controlled usage of fonts is necessary. The use of defined fonts on all surfaces ensures recognition of Granberg as the sender and provides a clear and tidy impression to the receiver. Only the fonts shown here are to be used in Granberg’s correspondence, presentations and marketing materials. Granberg’s brand font is Berthold Akzidenz Grotesk.

**Berthold Akzidenz Grotesk Bold**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

1 2 3 4 5 6 7 8 9 0

**Berthold Akzidenz Grotesk Regular**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

1 2 3 4 5 6 7 8 9 0

**Berthold Akzidenz Grotesk Light**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

1 2 3 4 5 6 7 8 9 0

**Berthold Akzidenz Grotesk Italic**

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Æ Ø Å

a b c d e f g h i j k l m n o p q r s t u v w x y z æ ø å

1 2 3 4 5 6 7 8 9 0
If it is not possible to produce the brand font, a secondary font may be used as a replacement for Berthold Akzidenz Grotesk.

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
cdefghijklmnopqrstuvwxyzÆØÅ
12345678910

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
cdefghijklmnopqrstuvwxyzÆØÅ
12345678910

Arial regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
cdefghijklmnopqrstuvwxyzÆØÅ
12345678910

Arial italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
cdefghijklmnopqrstuvwxyzÆØÅ
12345678910
Granberg has developed an extensive collection of symbols to describe the various traits of its product. If additional symbols are required, please contact Granberg to acquire these. It is not permitted to create different versions of the symbols. The following symbols do not replace symbols for EN standards.
### 3. DESIGN ELEMENTS

<table>
<thead>
<tr>
<th>SYMBOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accelerator FREE</strong></td>
</tr>
<tr>
<td><strong>Anti-vibration</strong></td>
</tr>
<tr>
<td><strong>Bacteria resistant</strong></td>
</tr>
<tr>
<td><strong>Breathable</strong></td>
</tr>
<tr>
<td><strong>Chromium free</strong></td>
</tr>
<tr>
<td><strong>Cut resistant</strong></td>
</tr>
<tr>
<td><strong>Eco-friendly</strong></td>
</tr>
<tr>
<td><strong>Ergonomical fit</strong></td>
</tr>
<tr>
<td><strong>ESD protection</strong></td>
</tr>
<tr>
<td><strong>Extra long</strong></td>
</tr>
<tr>
<td><strong>Flame resistant</strong></td>
</tr>
<tr>
<td><strong>Granulated grip</strong></td>
</tr>
<tr>
<td><strong>Heat resistant</strong></td>
</tr>
<tr>
<td><strong>High visibility</strong></td>
</tr>
<tr>
<td><strong>High voltage protection</strong></td>
</tr>
<tr>
<td><strong>Impact protection</strong></td>
</tr>
<tr>
<td><strong>Non-allergic</strong></td>
</tr>
<tr>
<td><strong>Oil repellent</strong></td>
</tr>
<tr>
<td><strong>Phthalate free</strong></td>
</tr>
<tr>
<td><strong>Powder free</strong></td>
</tr>
<tr>
<td><strong>Precision</strong></td>
</tr>
<tr>
<td><strong>Puncture resistant</strong></td>
</tr>
<tr>
<td><strong>Bacteria resistant</strong></td>
</tr>
<tr>
<td><strong>Waterproof</strong></td>
</tr>
<tr>
<td><strong>Water repellent</strong></td>
</tr>
<tr>
<td><strong>Cold protection</strong></td>
</tr>
<tr>
<td><strong>Thumb base reinforcement</strong></td>
</tr>
<tr>
<td><strong>Reinforcement on fingertips</strong></td>
</tr>
<tr>
<td><strong>Reinforcement on palm</strong></td>
</tr>
</tbody>
</table>
Background patterns
Example of an additional element
4. EXAMPLE OF USE

LETTERHEAD AND BUSINESS CARDS

Customer AS
Attn.: Ola Nordmann
Address 45
4575 City
NORWAY

January 6, 2016

LECTUR ALIC TOTAT QUAEPATUR

Gia incim aliquiul id quasuoio dolupta velle dolone clavenaque volum int dolone ex dolortum ul resti vendo soltrem resture caeur sus parta quaudeny dili et su am quodfex exapeque proli
voluptio sequemapt alfratcs acili minne ne pleiud vacantur qui laudia eesae oommemet qui diol
lul diuo quo exapnen indi nem. Et il doluptio coves ent repli es in tab inus que reati nu or vila
delque deces qui exest fecullipara vent.

Sanidbit quas quae estum, que se vent et et, sunt Ii mapiem ilique veliciendam dolupto
dolupto sita vende delatique etum, litorporprae eelhie idcieae et ad quum voluptherea non
sumo facane ommem sit, ulatee nem haritique et ai ad mi, sam, num nua, orimm que cum ule
fugit quunt minciur, tet essit plabore pedi consequiam et accuptatur si il mos quiant ut aut ut ren
officem cum in commn et que evueque eum quaron, le volupto sus dill adi solupta si quaid
fuga. Alire me adi spiwes quesi deles et voluptae et ad quae doluptomen e dolontas sit
ul vartan rem.

Subtitle
Pa corem aedolupisquis fikes secupetor atilu alquopunti venhichitor aiambesi sequuus sam, coper
fempere odius weti quada di requant fugua consecuex simus aqped eut voluptate turbus et maerione
conseguex volupet apertie faponque mate audendeseoi eormides recio optaceae utiunti assim tafatu,
que et, tem quata am ideatione possibale prate iunt et quodfes plana ex evolueram qua epliexcum
repubet eum solupteat exsert, escetin partis quam velies soloqusequ veneteor? F accue dolorite oofice-
ler? Quic esse et ex eternor taeritb edantigent, sit fugua conseque tantu mo beat hariane mnnor exapunr
esupereum or quasente volu quam, lue non nutari aut que veles none euset berum fugue is status
quia ponehen dicnt.

Arum harist, quias non oemmmi ilatione et omme prutasbirus ma sum experes totae sumi, imato acat
quid di am harum d cobint eum et por motone dignitibus resti ped et et omheb livu plasqua axi
aul lume quasenius exepetn dipciap etur nuru vigilque permasae praex noclesque ill fugua. Xiero qua
allilat ipse et quam reerhenti, ommes tur abnebem ut venurnqui accue.

Best regards
Ola Marthon Granberg
granberg@granberg.no

Tore Knapskog
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tore.knapskog@granberg.no

Best regards
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E-mail: post1@granberg-ab.se

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