

BLÅKLÄDER

VISUAL IDENTITY

Version 2019 - 1.0



TABLE OF CONTENT

- ➔ Our company
- ➔ Our brand
- ➔ Our products & services
- ➔ Our processes

LOGOTYPE

Colour logotype

Our logotype is the signature of our company and should never be changed or recreated. Our colours build a strong brand identity and recognition. The blue stands for safety and trust, the yellow for the energy and the red is for the passion. We use yellow or blue as a main colour conveying a pinch of swedishness to the brand.



Pantone



Pantone 109 C

CMYK



C= 0 M= 8 Y= 100 K= 0



Pantone 295 C



C= 100 M= 70 Y= 0 K= 53



Pantone 200 C



C= 0 M= 100 Y= 80 K= 20

Logo colours should never be used as a background colour

Recommended background colour



Pantone 5395 C



C= 100 M= 80 Y= 50 K= 65



LOGOTYPE

With web address



LOGOTYPE

Sizing and positioning

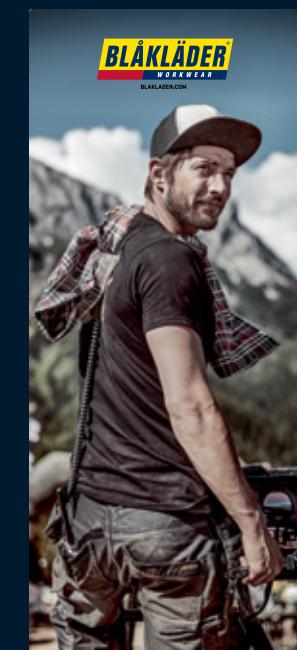
The minimum clear space around the logotype should be the height of the yellow block.



The standard placement of the logotype is the bottom right corner. This can be adjusted if the situation demands it, the most important is that the logotype is placed where it will be seen.



For pieces that will be placed close to the floor where the logotype might be hard to see, it should be placed in a top corner, preferably on the right. All exceptions must be approved by the Marketing Department.



LOGOTYPE

Landscape logotype

If you want to use the landscape version of our logotype you have to contact the headquarter in Svenljunga. No exceptions allowed.

The minimum width between the text and the edge should be the height of the red block.



The maximum width between the text and the edge should be the height of the yellow block.



LOGOTYPE

Landscape logotype applications



LOGOTYPE

Black/White logotype

Only to be used when the printing technique does not allow 4-colour printing.

BLÅKLÄDER®

BLÅKLÄDER®

DON'T USE

This version has been replaced and is not to be used.



COLOURS

For print and layout

These colours are used when creating layouts for catalogues, print, campaigns etc.

See page 25 for examples of how they can be used.

PRIMARY COLOURS

C = 100
M = 80
Y = 50
K = 65

C = 80
M = 59
Y = 35
K = 54

SECONDARY COLOURS

C = 0
M = 0
Y = 0
K = 85

C = 0
M = 0
Y = 0
K = 17

ACCENT COLOUR

C = 0
M = 8
Y = 100
K = 0



COLOURS

For workwear magazine

These colours are used when creating layouts for workwear magazine.

PRIMARY COLOURS

C = 80
M = 55
Y = 15
K = 60

C = 75
M = 50
Y = 20
K = 40

SECONDARY COLOURS

C = 0
M = 0
Y = 0
K = 85

C = 0
M = 0
Y = 0
K = 17

ACCENT COLOUR

C = 0
M = 8
Y = 100
K = 0

EDITION COLOURS - Depending on the season we add a colour to the front cover.

C = 65
M = 0
Y = 97
K = 0

C = 0
M = 8
Y = 100
K = 0

C = 0
M = 100
Y = 80
K = 20

C = 75
M = 10
Y = 0
K = 10

SPRING

SUMMER

FALL

WINTER

COLOURS

For web and e-marketeer

These colours are used when creating layouts for workwear magazine.

PRIMARY COLOURS

R = 13
G = 21
B = 35
#0d1523

R = 19
G = 30
B = 49
#131e31

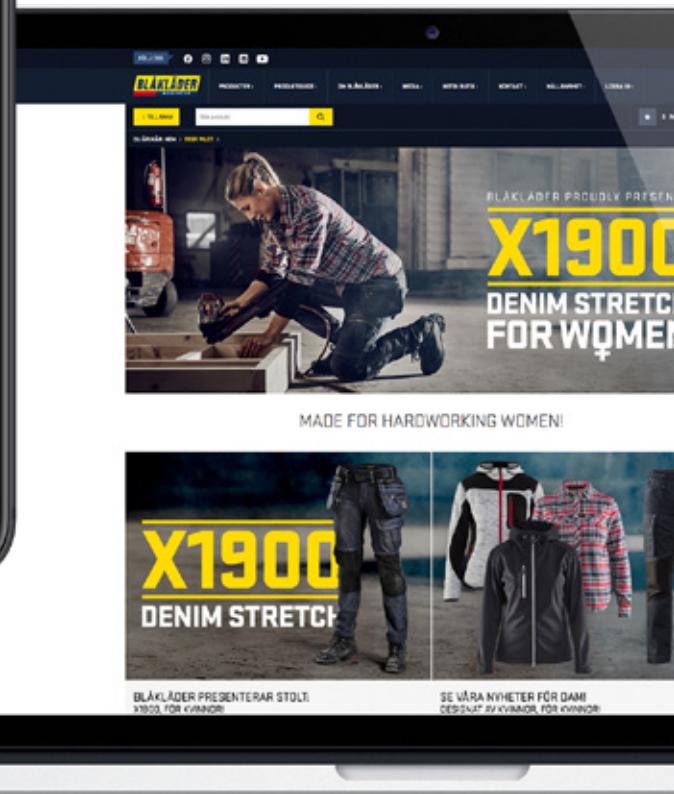
ACCENT COLOUR

R = 255
G = 224
B = 0
#ffe000

SECONDARY COLOURS

R = 166
G = 170
B = 171
#aaaaaa

R = 246
G = 246
B = 246
#f6f6f6



FONTS

Our fonts

HEADLINE FONT

Stratum1 Light

A B C 1 2 3 4 5 6 7 8 9 0 ! @ # € %

Stratum1 Bold

A B C 1 2 3 4 5 6 7 8 9 0 ! @ # € %

SECONDARY FONT

Aa

Akkurat Pro Light

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM NOPQRSTUVWXYZÅÄÖ
1234567890!@#€%^&*()

Aa

Akkurat Pro Regular

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM NOPQRSTUVWXYZÅÄÖ
1234567890!@#€%^&*()

Aa

Akkurat Pro Bold

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM NOPQRSTUVWXYZÅÄÖ
1234567890!@#€%^&*()

WEB/MAIL FONT

Aa

Arial Regular

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM NOPQRSTUVWXYZÅÄÖ
1234567890!@#€%^&*()

Aa

Arial Bold

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM NOPQRSTUVWXYZÅÄÖ
1234567890!@#€%^&*()

DOCUMENT FONTS

Aa

Franklin Gothic Demi
Regular [Headline font]

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM NOPQESTUVWXYZÅÄÖ
1234567890!@#%^&*()

Aa

Microsoft Sans Serif
Regular [Secondary font]

abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLM NOPQESTUVWXYZÅÄÖ
1234567890!@#%^&*()

FONTS

Usage example - headline & secondary font

ENOSETRO DOLEN

Catiens ressentem ses tus hebemnes fur-
obse natisque no. Accit hem suli, nonsultis.
Monoretta colognairi desso fantalizione
endonorm atte 2009.

**BESACHUIDESTAACHIDESTA CATIRENTEM
SESTUS HABEMNESHABEMNES NATISQUENO**

Vestibulum ante ipsum primis in faucibus orci luctus et
ultrices posuere cubilia Curae; In ultrices tellus vitae enim
luctus, ut sodales dui vestibulum.
Sed sit amet viverra sapien, ac convallis lorem. Aliquam
erat volutpat. Pellentesque nec mi aliquam, auctor tellus id,
aliquet metus. Curabitur ut diam quis dui cursus rhoncus.
Nam malesuada arcu a ipsum tempus bibendum.
Maecenas ultrices massa sollicitudin, dignissim nulla sed,
rutrum lorem. Maecenas viverra cursus luctus. Aliquam
pharetra tristique lectus non dapibus. Fusce enim risus,
mattis bibendum lacus dapibus, vestibulum malesuad.

Headline / Stratum1 Bold

Preamble or body text / max 50% of headline size / Akkurat Pro Light

Medium Heading / Min 7,5 pt / Akkurat Pro Bold

Body text / Min 6,5 pt / Akkurat Pro Light

Akkurat Pro Light

"Vestibulum ante ipsum
primis in faucibus orci luctus
et ultrices posuere cubilia
Curae; In ultrices tellus"

FONTS

Usage example - Document fonts

Fonts that are windows compatible to use in powerpoint and word.

ENOSETRO DOLEN

Catiens ressentem ses tus hebennes
furobse natisque no. Accit hem suli, nonsu
tis. Monoretta cognairi desso fantalizione
endonorm atte 2009.

BESACHUIDESTAACHTUIDESTA CATIRENTEM
SESTUS HABEMNESHABEMNES NATISQUENO

Vestibulum ante ipsum primis in faucibus orci luctus et
ultrices posuere cubilia Curae; In ultrices tellus vitae enim
luctus, ut sodales dui vestibulum.

Sed sit amet viverra sapien, ac convallis lorem. Aliquam
erat volutpat. Pellentesque nec mi aliquam, auctor tellus id,
aliquet metus. Curabitur ut diam quis dui cursus rhoncus.
Nam malesuada arcu a ipsum tempus bibendum.
Maecenas ultrices massa sollicitudin, dignissim nulla sed,
rutm lorem. Maecenas viverra cursus luctus. Aliquam pha-
retra tristique lectus non dapibus. Fusce enim risus, mattis
bibendum lacus dapibus, vestibulum malesuad.

Headline/Franklin Gothic Demi Regular

Preamble or body text/max 50% of headline size/Microsoft Sans Serif Regular

Medium Heading/Min 7,5 pt/Microsoft Sans Serif Regular

Body text/Min 6,5 pt/Microsoft Sans Serif Regular

Microsoft Sans Serif Regular

"Vestibulum ante ipsum pri-
mis in faucibus orci luctus
et ultrices posuere cubilia
Curae; In ultrices tellus"

STATIONARY

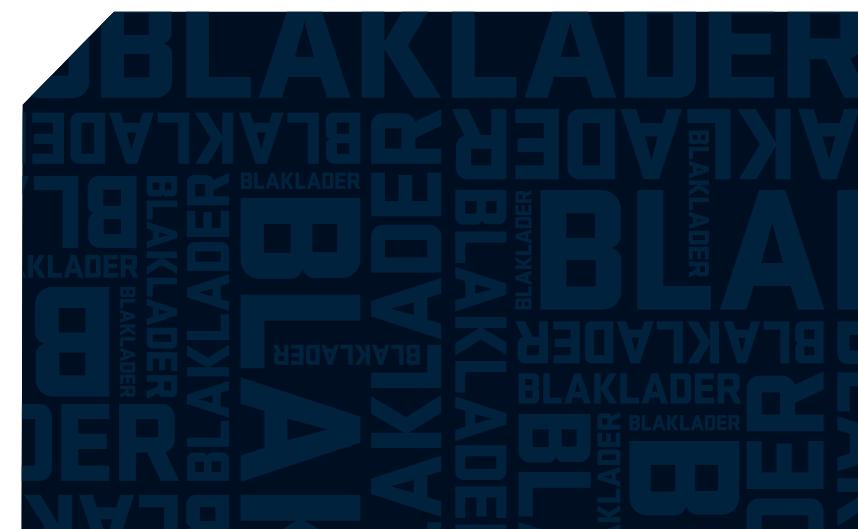
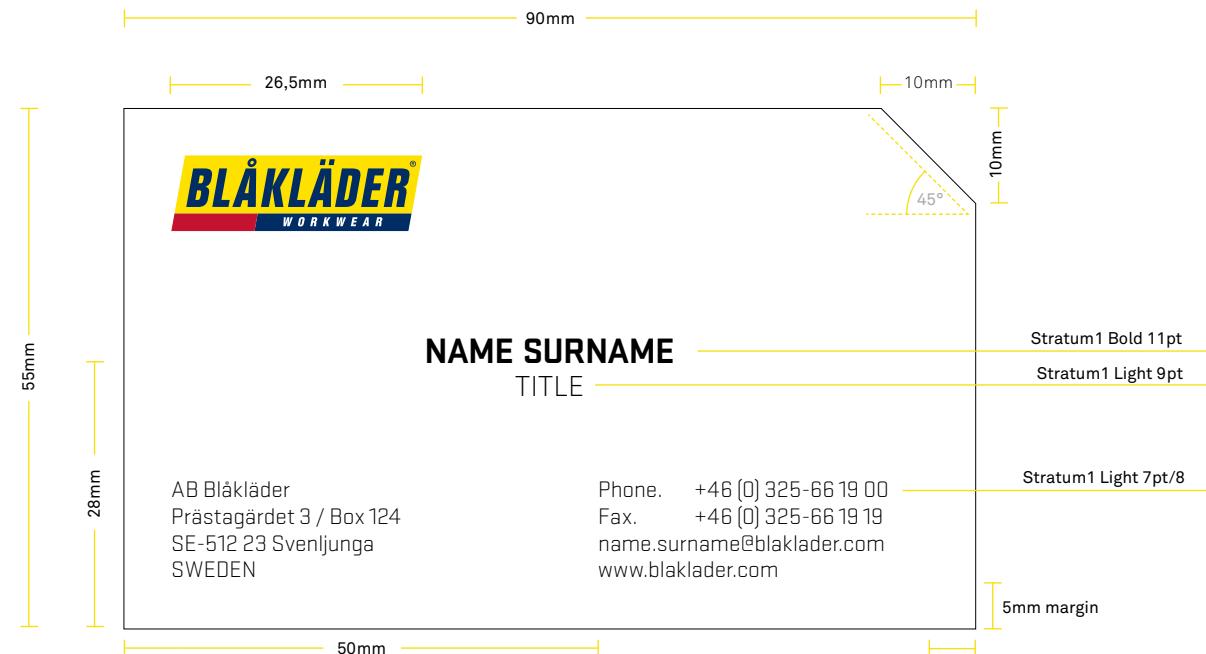
Letters and envelope

Pantone 109 C



STATIONARY

Business cards

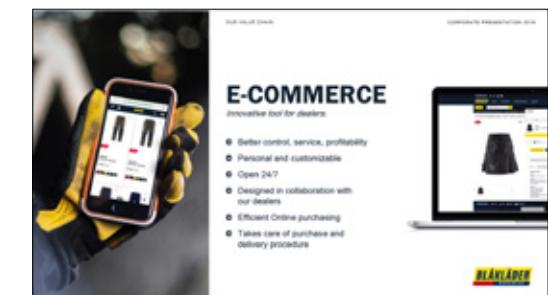
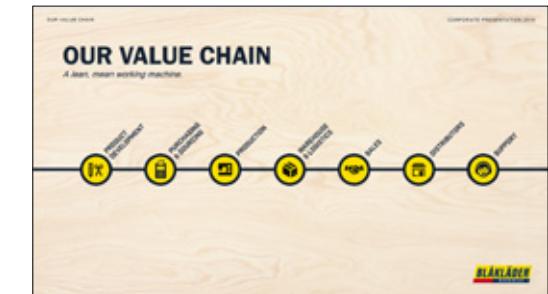


CORPORATE PRESENTATION

Powerpoint

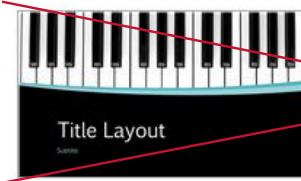
Franklin Gothic Demi Regular

Microsoft San Serif Regular



DON'T USE

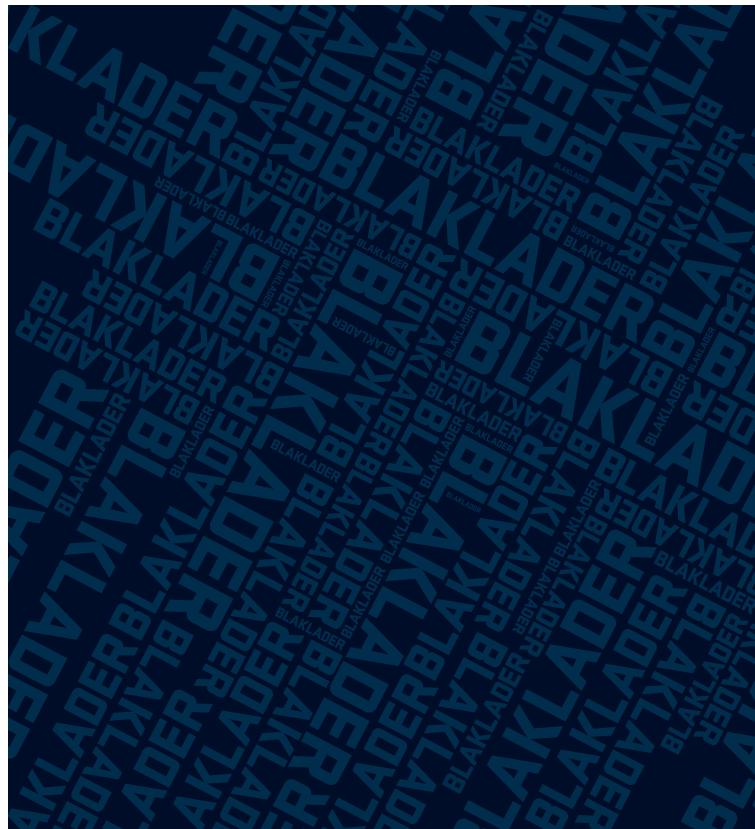
Our official Blåkläder template should be used when creating presentations,
do not use standard Powerpoint templates.



GRAPHICS

Multiprint

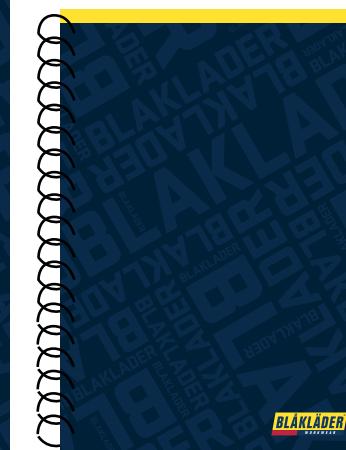
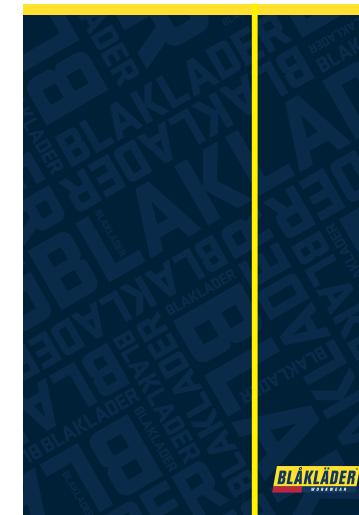
The multiprint is always used slanted (27degrees) and can be applied for various situations.



Pantone 534 C
CMYK: 93, 57, 18, 65

Pantone 5395 C
CMYK: 100, 60, 25, 85

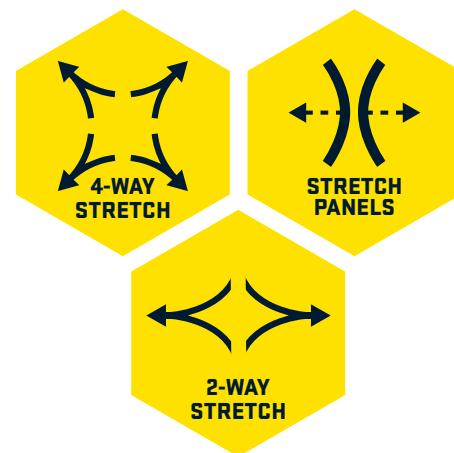
Example of application.



GRAPHICS

Hexagon

The hexagon is a design graphic that you could use as a design complement in the layouts.



GRAPHICS

Angled blocks

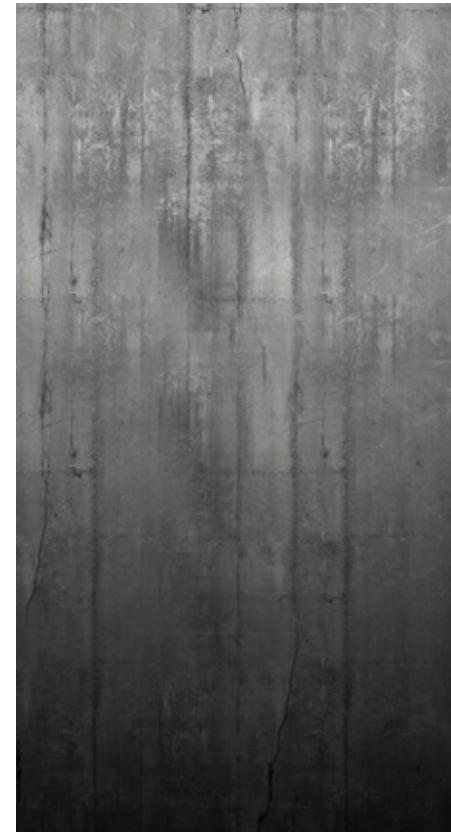
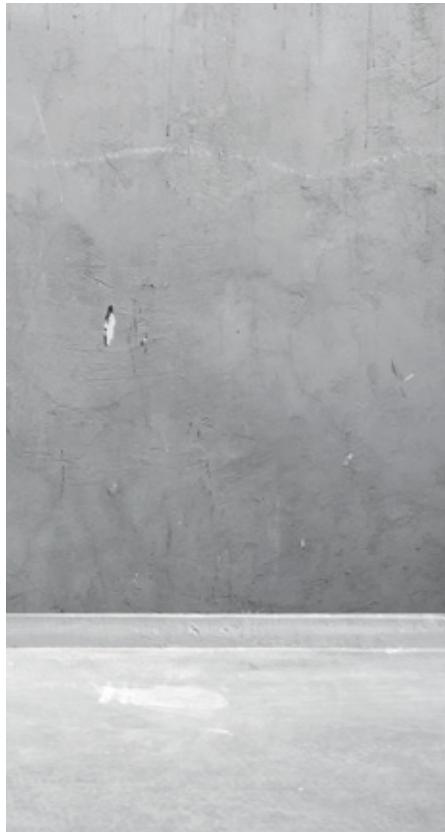
The graphics should be angled 10,39 degrees, this is the same angle as the logos corner. Can be applied for various situations.



BACKGROUNDS

Example of background images

The multiprint is always used slanted (27degrees) and can be applied for various situations.



E-MAIL

Signature

Arial Regular 7,5pt

Med vänliga hälsningar / Best regards

Arial Regular/Bold 10pt

Name Surname
Job Title

Arial Regular 7,5pt

T: +46325 66 19 00
F: +46325 66 19 19
M: +46 705 66 19 19

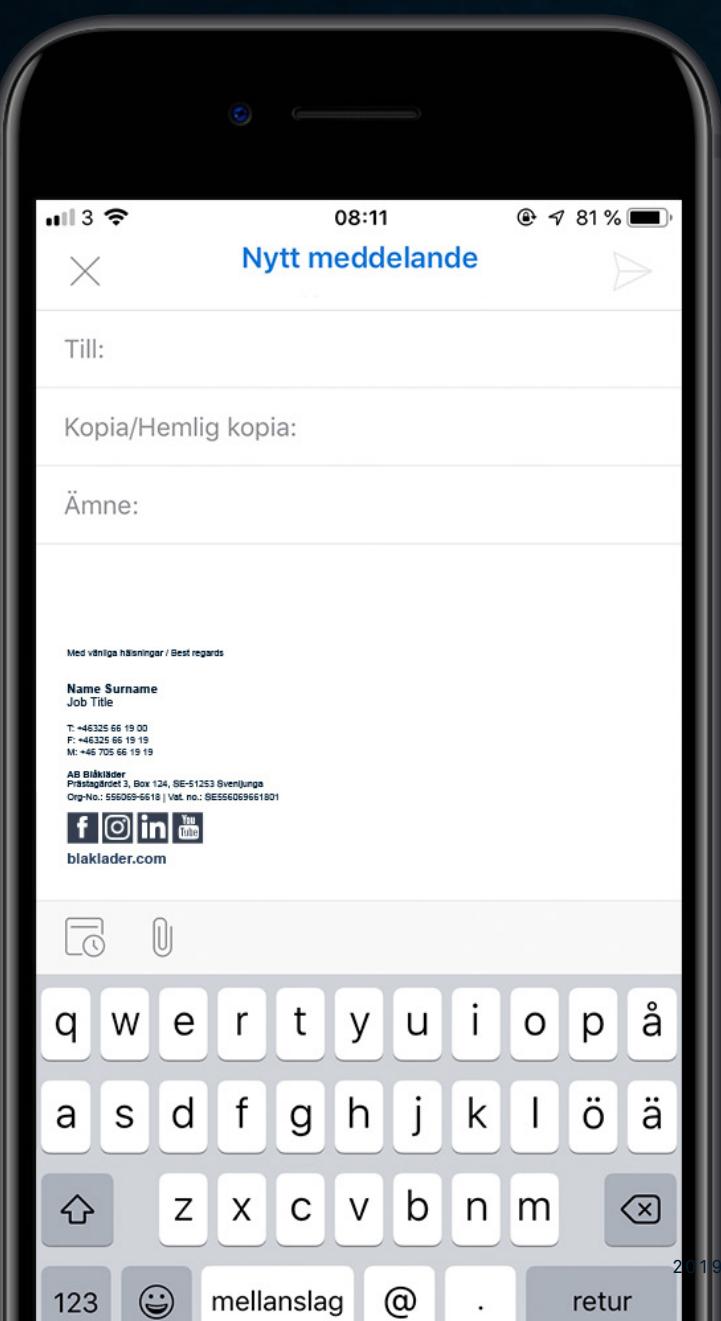
Arial Bold 7,5pt

AB Blåkläder
Prästgårdet 3, Box 124, SE-51253 Svenljunga
Org-No.: 556069-6618 | Vat. no.: SE556069661801



Arial Bold 12pt

blaklader.com



ICON

Social media

Our social media icons are used on our website, and in printed media. They are usually white on blue background but varieties can occur.



ICON

Functionality

Our functionality icons are used when we want to strengthen the function of a garment.



WATERPROOF



WINDPROOF



BREATHABLE



TAPED SEAMS



LINED



LIGHTWEIGHT



2-WAY STRETCH



4-WAY STRETCH



STRETCHPANEL



WOMENS FIT



WOLL



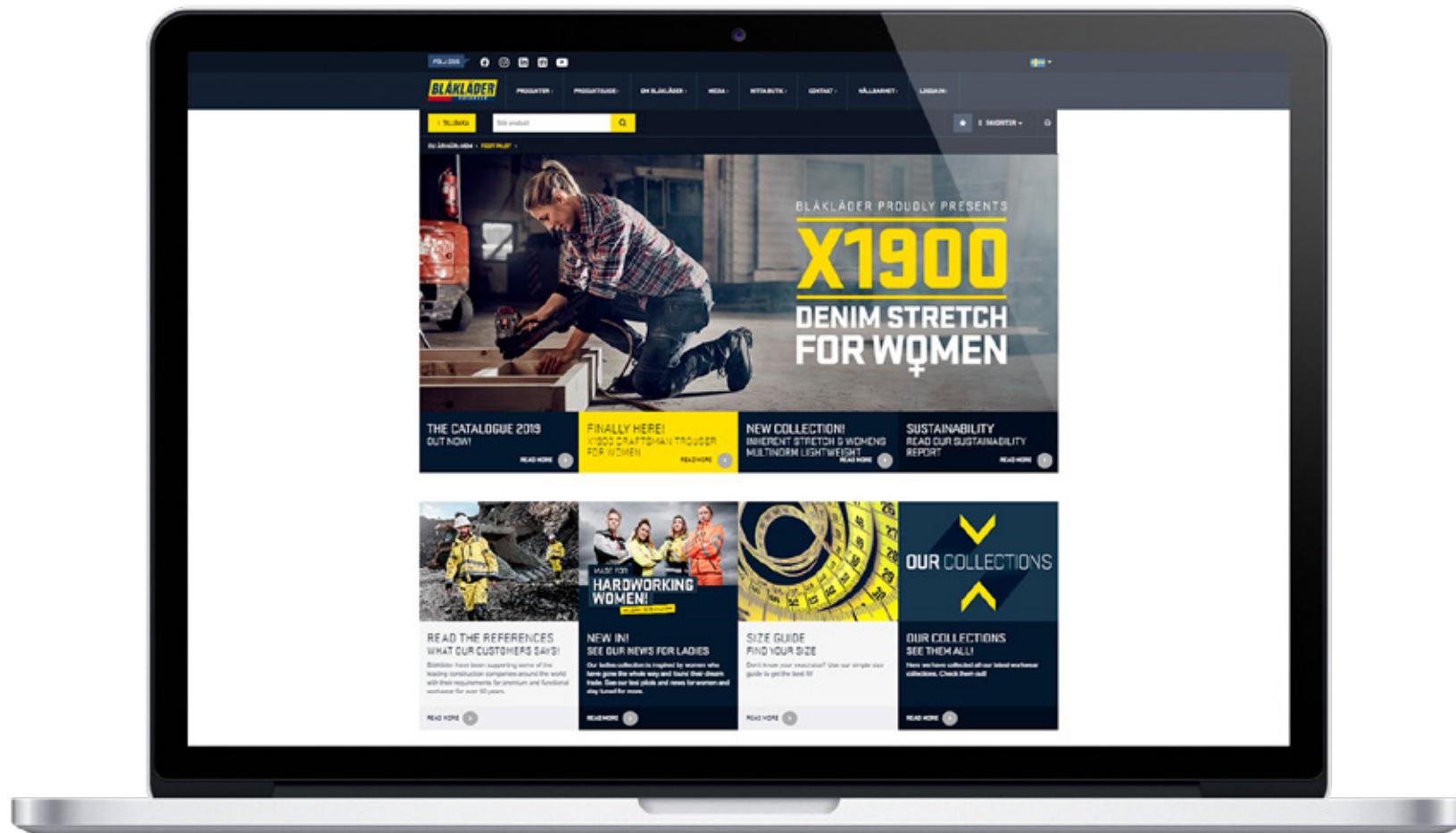
100% COTTON



INDUSTRIVÄTT

WEBSITE

Official website



WEBSITE

Banner sizes for website

BANNER 1200*482 px



BIGSPOT 1070*800 px

BLÅÖDRA I ÅRETS KATALOG
HITTA NYHETER OCH PÄLITIGA KLASSIKER
Missa inte alla nya och intressanta nyheterna som Blåkläder visar upp här! Helt aktuella märkesvaror från hela världen. Katalog 2019 - beställer du den här.

BLÅKLÄDER WORKWEAR MAGAZINE
VÅR 2019
Karta in nära hundra särskilda lokaler och företag är dessutom hämtbara i Blåkläder Workwear Magazine. Trend omring.

SMALL SPOT 800*597 px



LEFT COLUMN 720px*FLEXIBLE HEIGHT



EN AV SVERIGES STÖRSTA PRODUENTER
AV ARBETSKLÄDER

Det krävs starka skäl för att byta leverantör av arbetskläder. Därför växer Blåkläder. Blåkläder producerar och distribuerar sedan 1959 yrkeskläder huvudsakligen för den svenska marknaden. Vi är idag en av landets största producenter inom segmentet lyngre arbetskläder. Vi tillverkar årligen ca. 3 miljoner plagg vid våra fabriker.

Utöver vår svenska marknad finns vi representerade i Norge, Finland, England, Irland, Frankrike, Belgien, Holland, Tyskland, Schweiz, Italien, Canada, USA, Japan, Estland och Österrike.

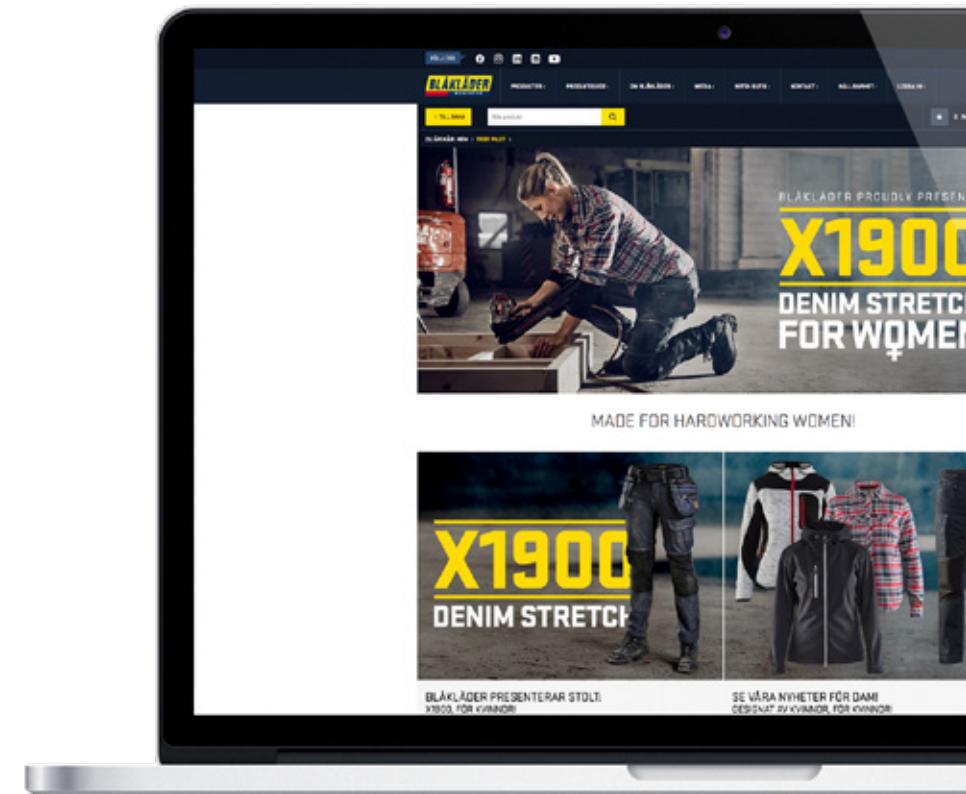
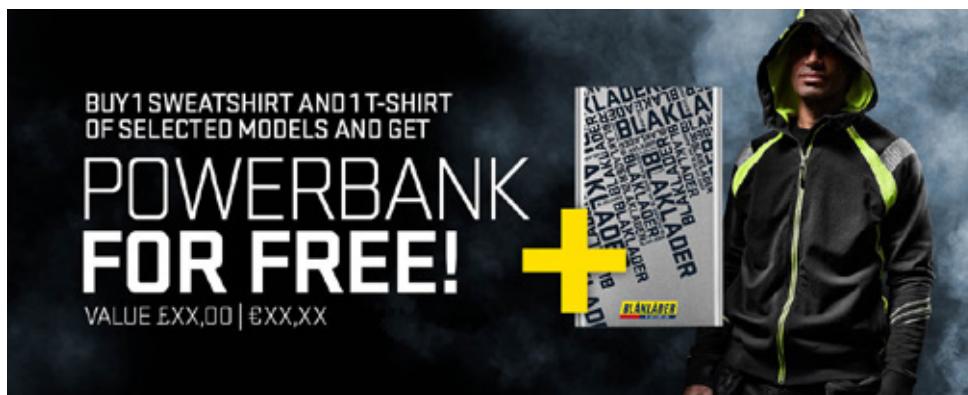
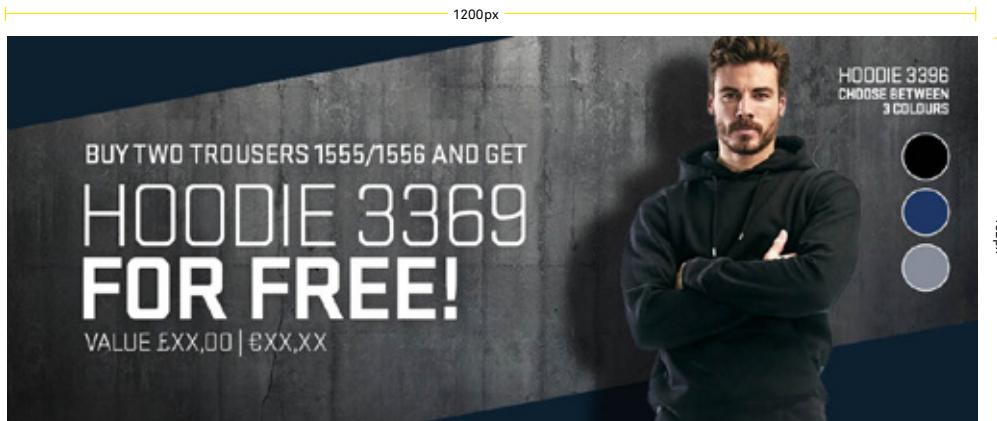
For frågor och mer information, vänligen kontakta:
sajsupport@blaklader.com
0325-661999



WEBSITE

Banner example

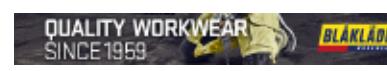
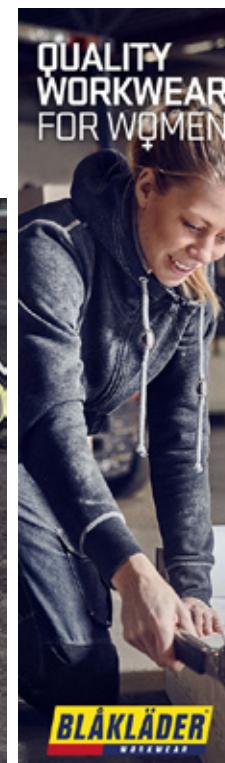
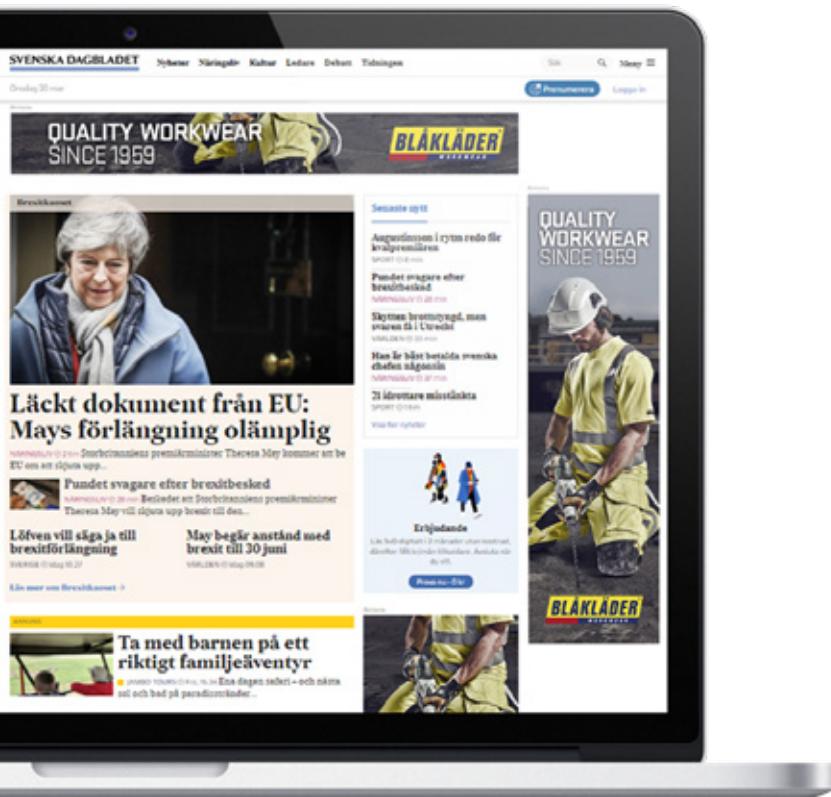
When building a banner please keep in mind that it's most common that a person reads the text from left to right. That's why we always should strive for a banner layout that has the text to the left side and an image that is right lined.



DIGITAL MARKETING

Display ads - Prospecting

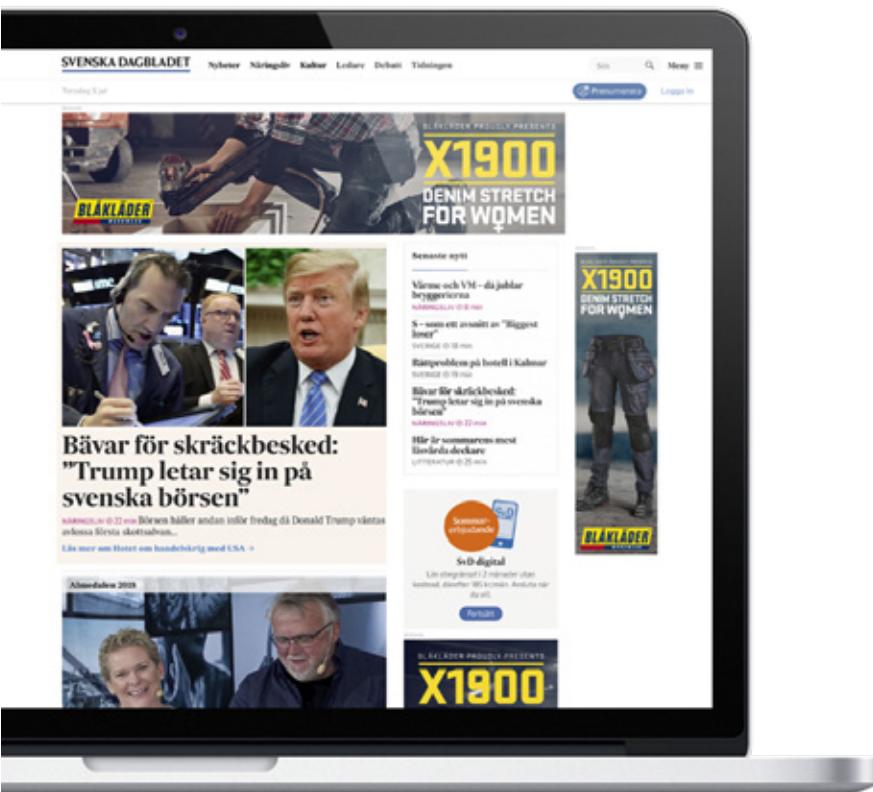
Karakärsdrag: Vet inget om varumärket, Visas mot bredare målgrupp, Första steget i varumärkesresan. **Content:** Kommunicera tydligt att det rör sig som arbetskläder, Undvik specifika erbjudanden, Snygga IMGbilder och generiskt USP. **Målsättning:** Berätta att Blåkläder gör arbetskläder, Få folk intresserade nog att ta sig till steg två



DIGITAL MARKETING

Display ads - The middle ground

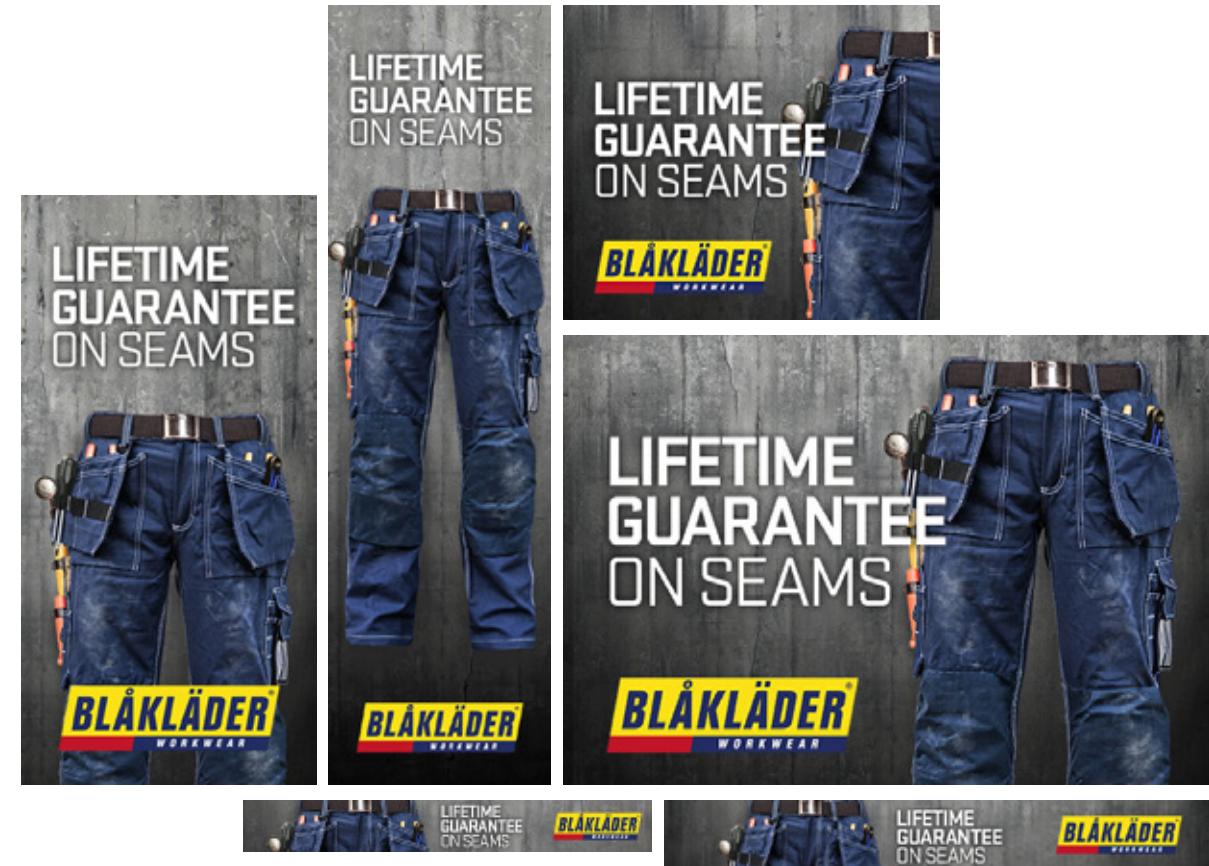
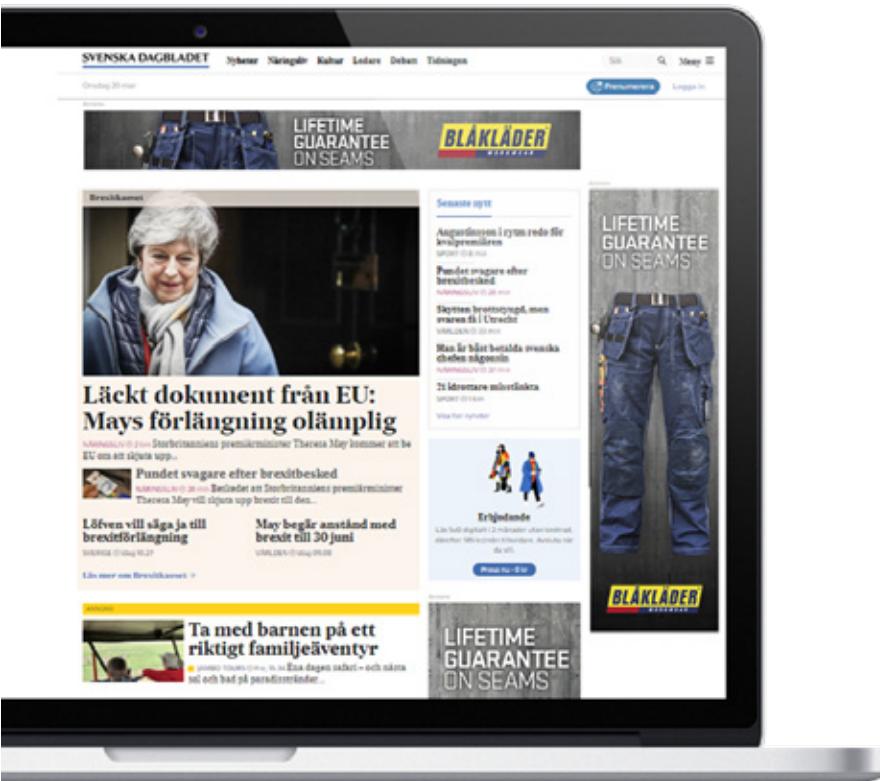
Karakärsdrag: Vet inget om varumärket, Visas mot bredare målgrupp, Första steget i varumärkesresan. **Content:** Kommunicera tydligt att det rör sig som arbetskläder, Undvik specifika erbjudanden, Snygga IMGbilder och generiskt USP. **Målsättning:** Berätta att Blåkläder gör arbetskläder, Få folk intresserade nog att ta sig till steg två



DIGITAL MARKETING

Display ads - Close to purchase

Karaktersdrag: Vet inget om varumärket, Visas mot bredare målgrupp, Första steget i varumärkesresan. **Content:** Kommunicera tydligt att det rör sig som arbetskläder, Undvik specifika erbjudanden, Snygga IMGbilder och generiskt USP. **Målsättning:** Berätta att Blåkläder gör arbetskläder, Få folk intresserade nog att ta sig till steg två



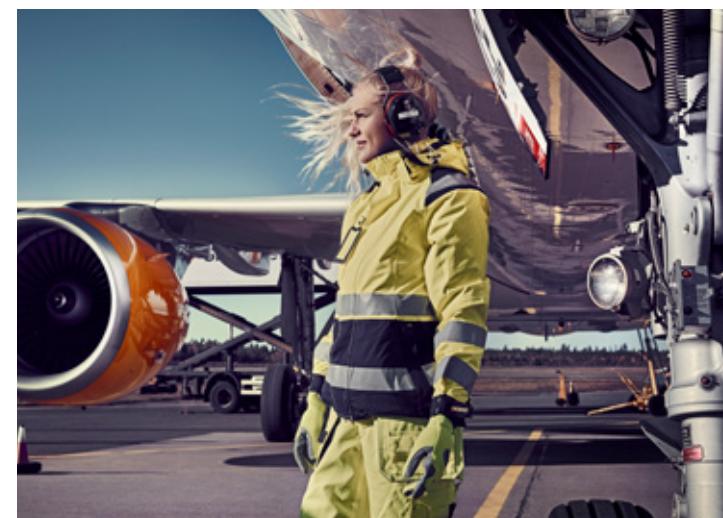
PHOTOGRAPHY

Style cast people



PHOTOGRAPHY

Lifestyle images



PACKAGING

Example



PACKAGING

Colours

These colours are used when creating layouts for packaging, POS materials and labels.

Pantone 109 C

Pantone 5395 C



STICKERS

Examples of application devices

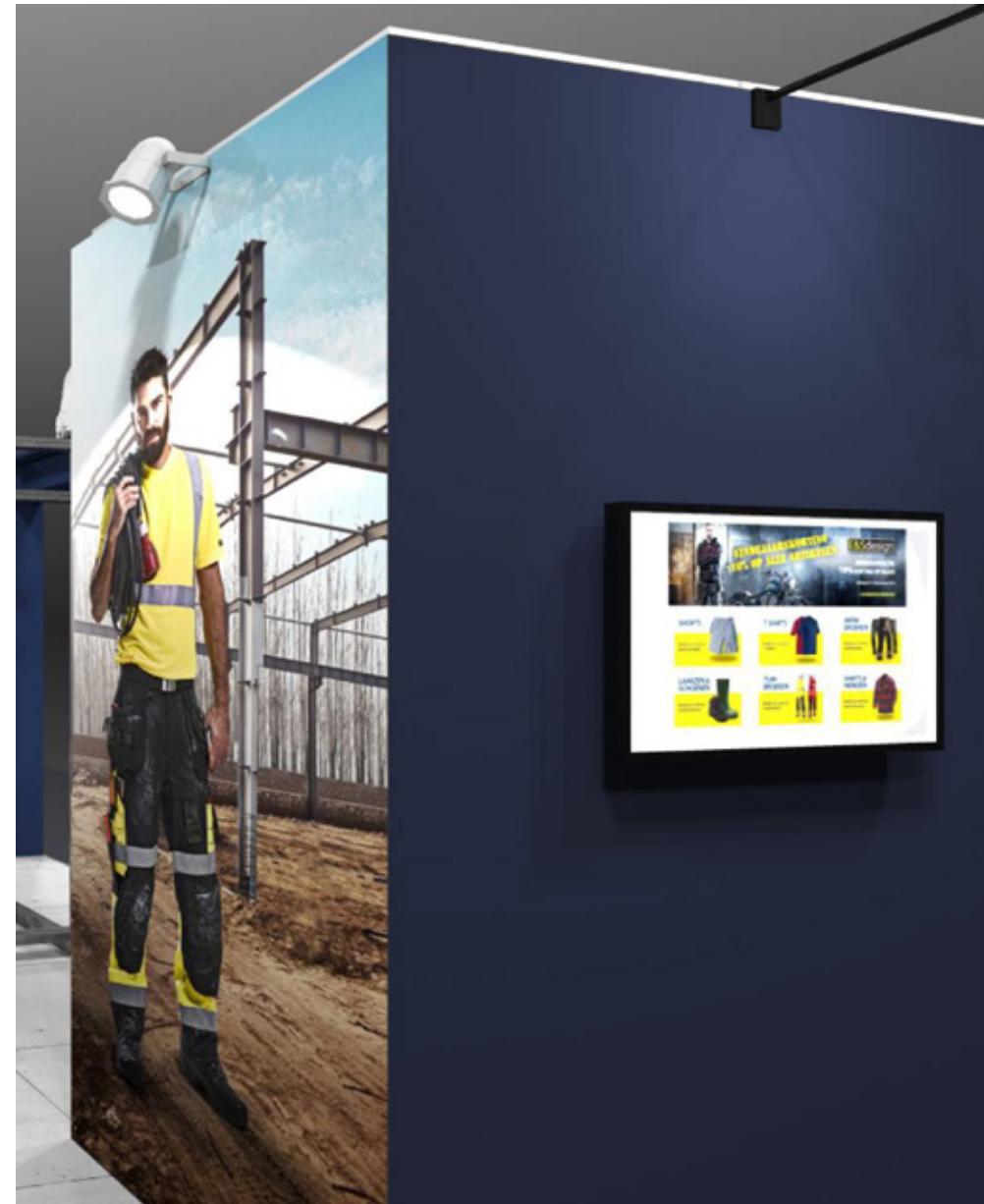


WALL

Colour

This NCS colour is a representation of our Blåkläder background colour and is recommended when painting a blue wall, for example in a booth or office.

 NCS S 8010-R90B



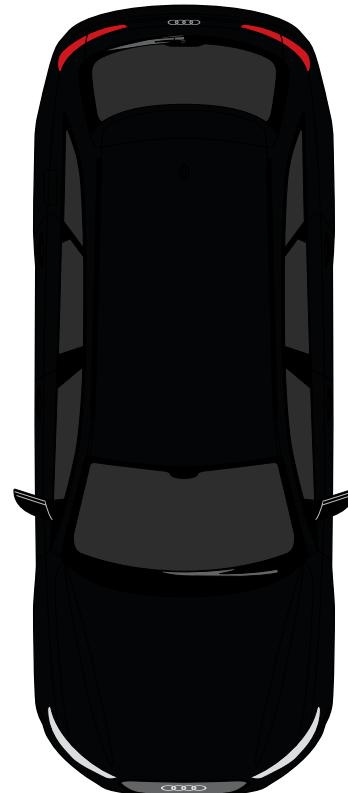
CORPORATE PROFILE

Company cars - staff



CORPORATE PROFILE

Company cars - Area sales managers



CORPORATE PROFILE

Sponsoring profile

No sponsor clothes can leave the headquarter without our logotype.
The placement of the logotype differs from case to case, contact the
Marketing Department for approval.



CORPORATE PROFILE

Sales staff

