

Graphic guide

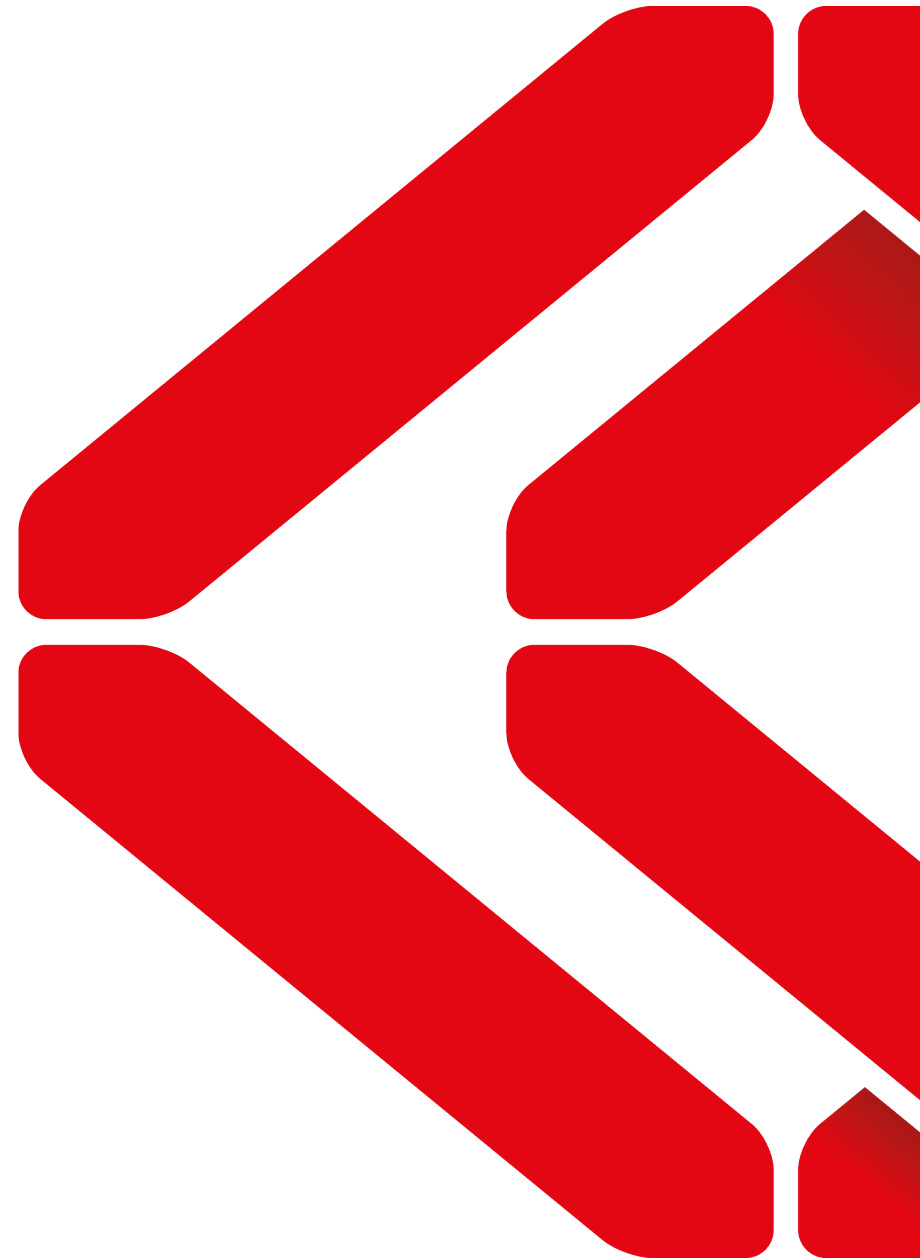
November 2019

If you have any questions regarding this graphic guide please contact

Charlotte Geeber | Senior Marketing Manager Sweden/Team Lead

Phone; +46 732 75 38 00

E-mail: charlotte.geeber@coromatic.se



Content

1. Introduction
2. Logotype
3. Tagline
4. Colours
5. Typography
6. Printed assets
7. Powerpoint
8. Roll ups
9. Accessories / Symbol application
10. Accessories / Clothes
11. Vehicles



1. INTRODUCTION

We are
professional,
reliable and
committed

Coromatic

Operations
Secured

24/7

1. INTRODUCTION



What's linking us together

The chain symbol reflects our heritage, and lays a solid foundation for our future. Its consistent look across all applications embraces and reflects our core values in being professional, reliable and committed.

The chain symbol is the key element in the new brand identity system, and consists of two links in a chain, working to keep a bigger system together. This element always appears in a fixed ratio and size relationship that does not change. Regardless of region, local language, or language of the application. Do never change or modify the chain mark.

2. LOGOTYPE



2. LOGOTYPE

Chain symbol



Company name

Coromatic

Logotype

2. LOGOTYPE / Variations



Original logotype
4-color CMYK
(also in RGB)

The Coromatic logotype is made with both digital and printed matter in mind. Different printing methods requires different types of files. With this in mind we created a set of 4 different logotypes. The original logotype is the preferred logotype at all times.



Solid color
logotype
2-color PMS

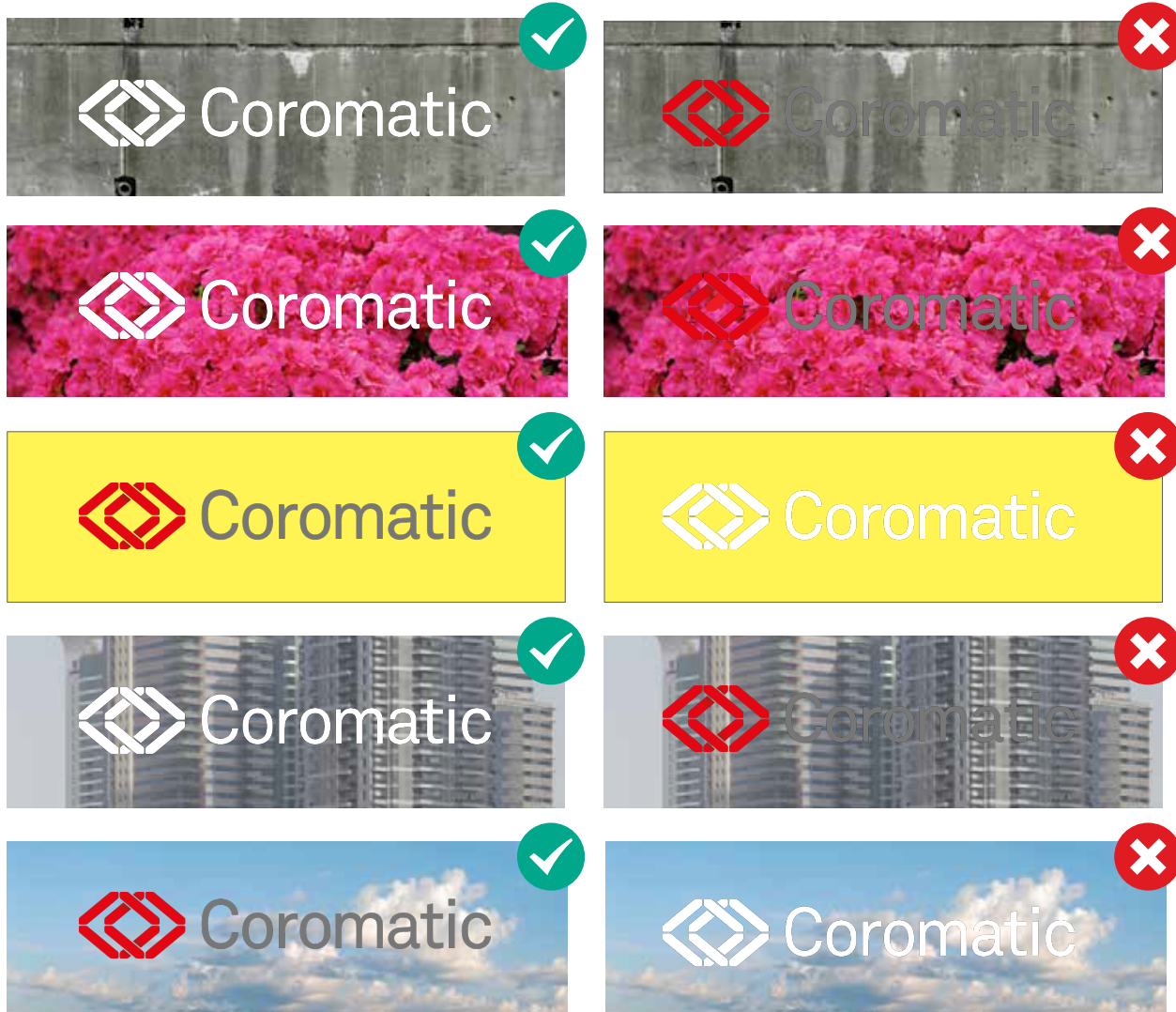


Negative
monochrome
logotype 1-color
PMS White



Black monochrome
logotype 1-color
PMS Black

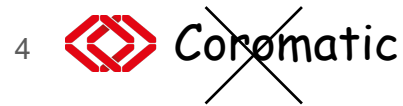
2. LOGOTYPE / Variations



Always choose the logotype version that will give the highest possible contrast. If more options are possible always choose the original version.

We can never control all usage of the logotype. Sometimes there might be sponsored events, trade fairs or other cases where someone else is producing materials. But in these examples are the basics and this side of the manual can be shared to other parties producing materials.

2. LOGOTYPE / Improper use



1. Never change the color of the logotype
2. Never tilt the logotype
3. Never change the size relationships
4. Never stretch or skew the ratio of the logotype
5. Never change the position of the chain symbol
6. Never change the space between company name and chain symbol
7. Never change the typeface of the company name
8. Never change the color schemes
9. Never use another symbol or image in the vicinity of the logotype
10. Never use shading or other effects on the logotype

3. TAGLINE



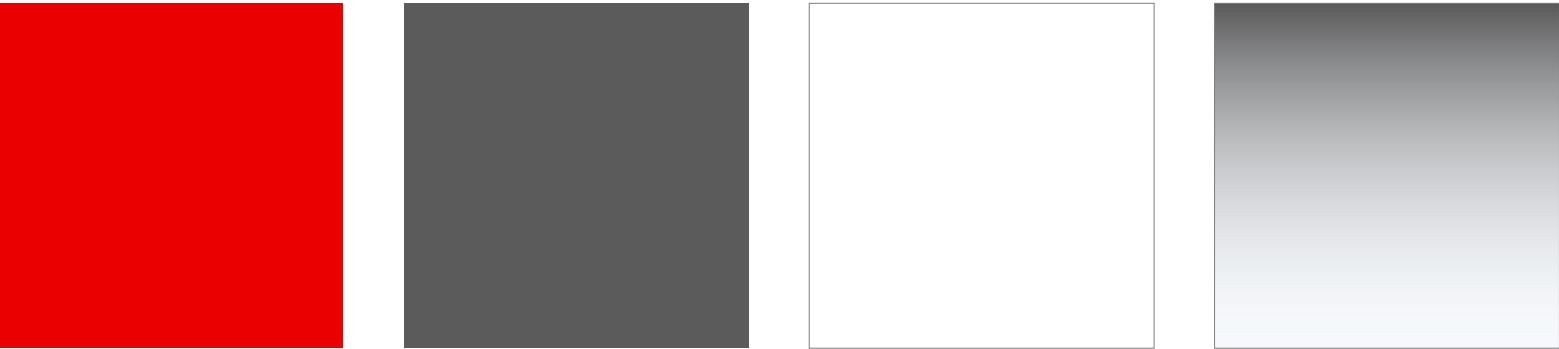
Operations Secured 24/7

The tagline symbol communicates the core offer from Coromatic to its customers.

It can be used on the same basis as the logotype, standalone or in combination with the Coromatic logotype.

4. COLOURS

| COROMATIC RED | COROMATIC GREY | WHITE | GREYSCALE |
|---------------------------|---------------------------|---------------------------|-----------------------|
| PMS: 185C | PMS Cool Gray 9C | PMS White | Cool Gray 9C -> White |
| C:0 M:100 Y:100 K:0 | C:14 M:12 Y:10 K:60 | C:0 M:0 Y:0 K:0 | |
| R: 235 G:0 B:0 | R: 91 G:91 B:91 | R: 0 G:0 B:0 | |
| HEX: #eb0000 | HEX: #5b5b5b | HEX: #ffffff | |
| NCS: S 1080-R (interiors) | NCS: S 6000-N (interiors) | NCS: S 0500-N (interiors) | |



Our colours build our identity. They create recognition and differentiate us from competitors. Correct usage of the colors is a fundamental act in building the brand. Our brand colours are Coromatic Red, Coromatic Gray, Black and White. The complete scale between black and white is also very useful in creating a more dynamic look in presentations and online.

| | |
|---------------------------------------------------------|-------------------------------------------------------------|
| GREEN C:88 M:12 Y:71 K:0 R: 0 G:144 B:97 | DEEP BLUE C:100 M:79 Y:35 K:0 R: 22 G:62 B:108 |
| CYAN C:85 M:19 Y:5 K:0 R: 0 G:140 B:202 | TANGERINE C:0 M:59 Y:100 K:0 R: 237 G:109 B:15 |
| PINK C:12 M:52 Y:18 K:0 R: 204 G:121 B:148 | YELLOW C:0 M:13 Y:100 K:0 R: 255 G:207 B:0 |

The secondary colours are mainly for more complex products such as annual reports, special campaigns or other special needs. There is also use for these colours in the PPT-template. Charts and symbols can carry these colors.

5. TYPOGRAPHY

AaBbCcDd

123456789

The typeface of Coromatic is a versatile and modern typeface called Akkurat. The 3 different cuts of the typeface is LIGHT, REGULAR and BOLD. All available in italics.

Coromatic secures availability of power and data communications for mission-critical functions. We are here 24/7 for our customers to ensure high availability and productivity in facilities, to save lives by securing operations without disruptions and to protect the environment by optimizing energy consumption.

5. TYPOGRAPHY

Akkurat should be used whenever it's possible. Because of licensing not all employees can use this typeface in their regular line of work. All externally produced material such as advertising or other graphic design made by agencies or designers should use Akkurat primarily.

When working with in-house produced material with Microsoft Office, Arial will be the typeface. Also digital newsletters and web pages will use Arial as their bulk typeface.

Akkurat Light

abcdefghijklmnopqrstuvwxyzåäæöø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
01234567890°!"#€%&/()=?^*

Arial

abcdefghijklmnopqrstuvwxyzåäæöø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
01234567890°!"#€%&/()=?^*

Akkurat Regular

abcdefghijklmnopqrstuvwxyzåäæöø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
01234567890°!"#€%&/()=?^*

Arial Bold

abcdefghijklmnopqrstuvwxyzåäæöø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
01234567890°!"#€%&/()=?^*

Akkurat Bold

abcdefghijklmnopqrstuvwxyzåäæöø
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÆÖØ
01234567890°!"#€%&/()=?^*

6. PRINTED ASSETS / Letterheads



6. PRINTED ASSETS / Letterheads



To :
Nann Nannsson
Adressvägen 12a
123 45 City

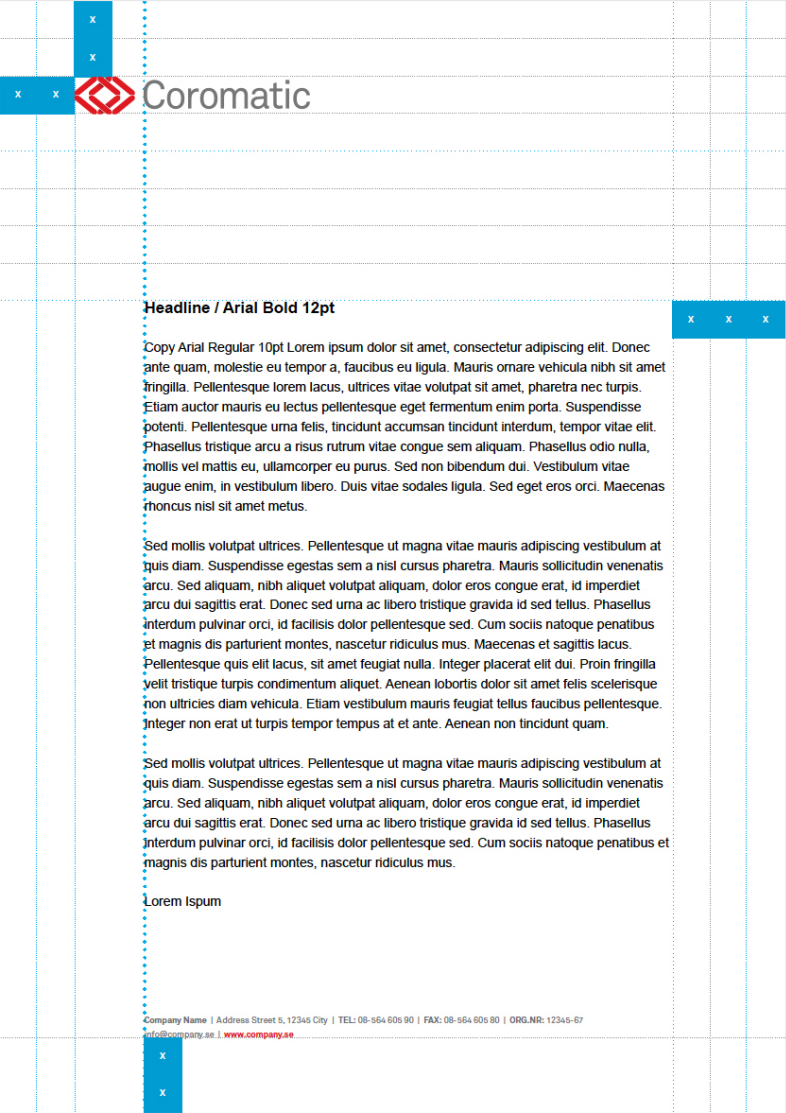
BREVMALL Headline / Arial Bold 12pt

Copy Arial Regular 10pt
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec ante quam, molestie eu tempor a, faucibus eu ligula. Mauris ornare vehicula nibh sit amet fringilla. Pellentesque lorem lacus, ultrices vitae volutpat sit amet, pharetra nec turpis. Etiam auctor mauris eu lectus pellentesque eget fermentum enim porta. Suspendisse potenti. Pellentesque urna felis, tincidunt accumsan tincidunt interdum, tempor vitae elit. Phasellus tristique arcu a risus rutrum vitae congue sem aliquam. Phasellus odio nulla, mollis vel mattis eu, ullamcorper eu purus. Sed non bibendum dui. Vestibulum vitae augue enim, in vestibulum libero. Duis vitae sodales ligula. Sed eget eros orci. Maecenas rhoncus nisi sit amet metus.

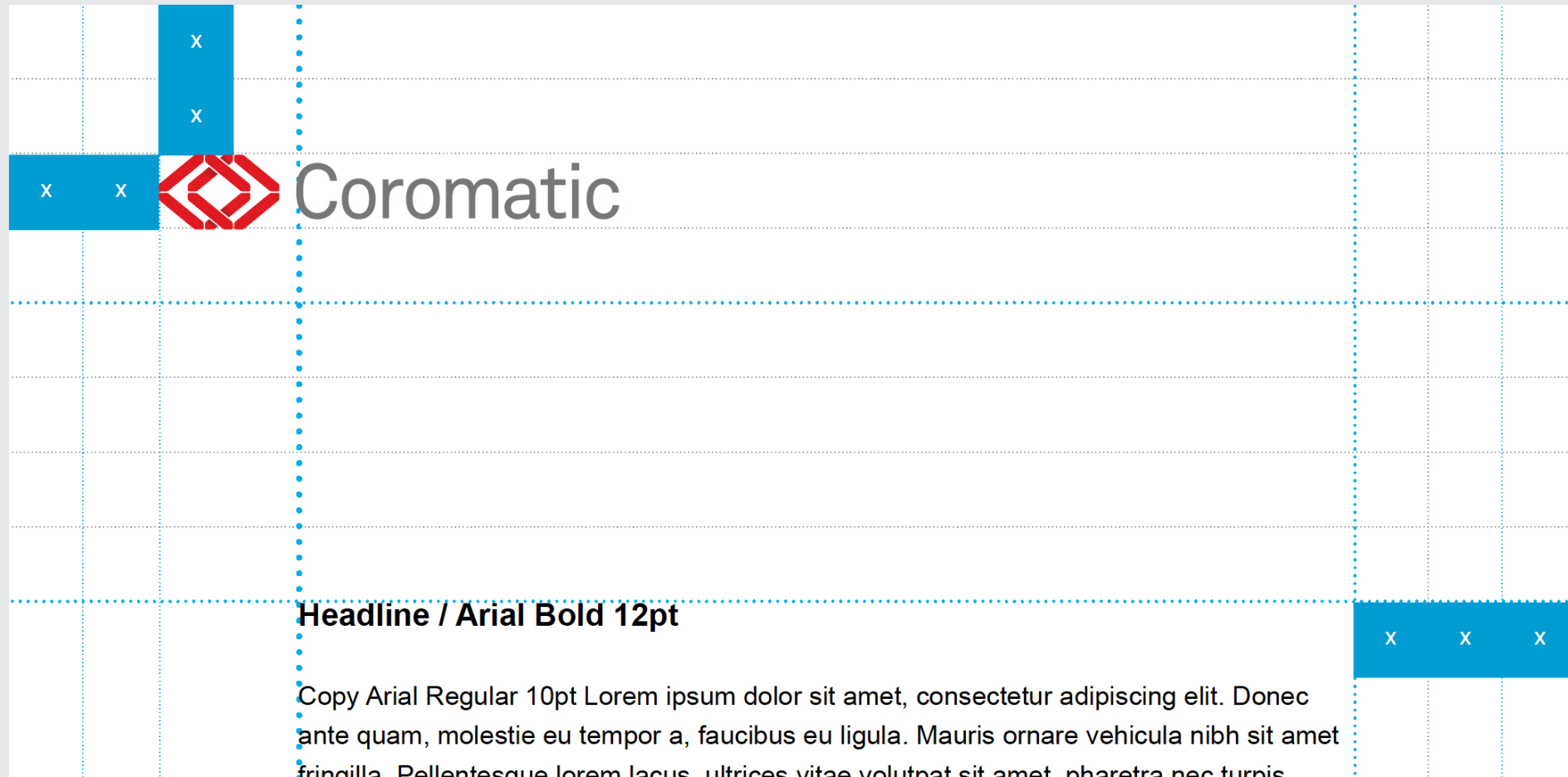
Sed mollis volutpat ultrices. Pellentesque ut magna vitae mauris adipiscing vestibulum at quis diam. Suspendisse egestas sem a nisi cursus pharetra. Mauris sollicitudin venenatis arcu. Sed aliquam, nibh aliquet volutpat aliquam, dolor eros congue erat, id imperdiet arcu dui sagittis erat. Donec sed urna ac libero tristique gravida id sed tellus. Phasellus interdum pulvinar orci, id facilisis dolor pellentesque sed. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Maecenas et sagittis lacus. Pellentesque quis elit lacus, sit amet feugiat nulla. Integer placerat elit dui. Proin fringilla velit tristique turpis condimentum aliquet. Aenean lobortis dolor sit amet felis scelerisque non ultricies diam vehicula. Etiam vestibulum mauris feugiat tellus faucibus pellentesque. Integer non erat ut turpis tempor tempus at et ante. Aenean non tincidunt quam.

Sed mollis volutpat ultrices. Pellentesque ut magna vitae mauris adipiscing vestibulum at quis diam. Suspendisse egestas sem a nisi cursus pharetra. Mauris sollicitudin venenatis arcu. Sed aliquam, nibh aliquet volutpat aliquam, dolor eros congue erat, id imperdiet arcu dui sagittis erat. Donec sed urna ac libero tristique gravida id sed tellus. Phasellus interdum pulvinar orci, id facilisis dolor pellentesque sed. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

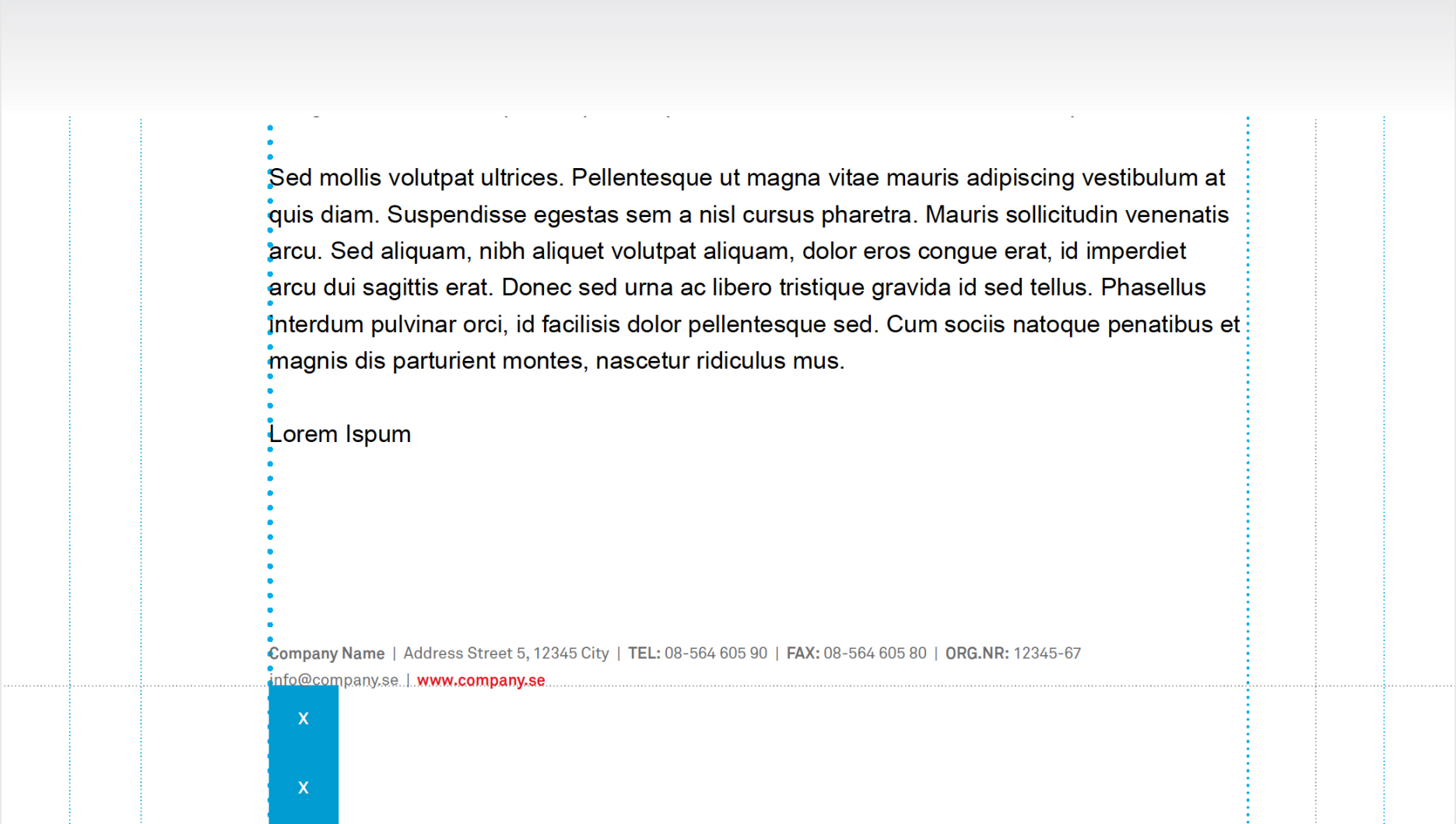
Lorem Ipsum




6. PRINTED ASSETS / Letterheads



6. PRINTED ASSETS / Letterheads



6. PRINTED ASSETS / ISO document template



Document namn:
XXXXXXXXXX

Författare:
Förmann Eftennamn

Datum:
Klicka eller tryck
här för att ange
datum.

Godkänt:
Förmann Eftennamn

Version:
0.1


Informationsklass:
Välj ett objekt.

DOKUMENTTITEL
för
XXXXXX bolag i YYYYY land

COROMATIC AB | HK: Rånhamnsvägen 20, 166 67 Bromma | TEL: 08-664 605 90 | info@coromatic.se | www.coromatic.se

GÖTEBORG | MALMÖ | NORRKÖPING | HALMSTAD | PITEA | ÖSTERSUND

1 (3)



Document namn:
XXXXXXXXXX

Författare:
Förmann Eftennamn

Datum:
Klicka eller tryck
här för att ange
datum.

Godkänt:
Förmann Eftennamn

Version:
0.1

Informationsklass:
Välj ett objekt.

1 Rubrik nivå 1

Normal text

1.1 Rubrik nivå 2

- Punktlista
- Punktlista
- Punktlista

1.1.1 Rubrik nivå 3

- Numrerad lista
- Numrerad lista
- Numrerad lista

1.2 Rubrik nivå 2

1.2.1 Rubrik nivå 3


1.3 Rubrik nivå 2

2 Appendix – Rubrik nivå 1

COROMATIC AB | HK: Rånhamnsvägen 20, 166 67 Bromma | TEL: 08-664 605 90 | info@coromatic.se | www.coromatic.se

GÖTEBORG | MALMÖ | NORRKÖPING | HALMSTAD | PITEA | ÖSTERSUND

3 (3)



Document namn:
XXXXXXXXXX

Författare:
Förmann Eftennamn

Datum:
Klicka eller tryck
här för att ange
datum.

Godkänt:
Förmann Eftennamn

Version:
0.1

Informationsklass:
Välj ett objekt.

Innehåll

1 Rubrik nivå 1..... 3

1.1 Rubrik nivå 2..... 3

1.1.1 Rubrik nivå 3..... 3

1.2 Rubrik nivå 2..... 3

1.2.1 Rubrik nivå 3..... 3

1.3 Nivå 2..... 3

2 Appendix – Rubrik nivå 1..... 3

Revisioner

| Version | Datum | Författare | Godkänt | Händelse |
|---------|------------|------------|---------|----------|
| | | | | |
| | | | | |
| | | | | |
| | | | | |
| 0.1 | 2016-XX-XX | NN | NN | Utkast |

COROMATIC AB | HK: Rånhamnsvägen 20, 166 67 Bromma | TEL: 08-664 605 90 | info@coromatic.se | www.coromatic.se

GÖTEBORG | MALMÖ | NORRKÖPING | HALMSTAD | PITEA | ÖSTERSUND

2 (3)

6. PRINTED ASSETS / Business cards

t



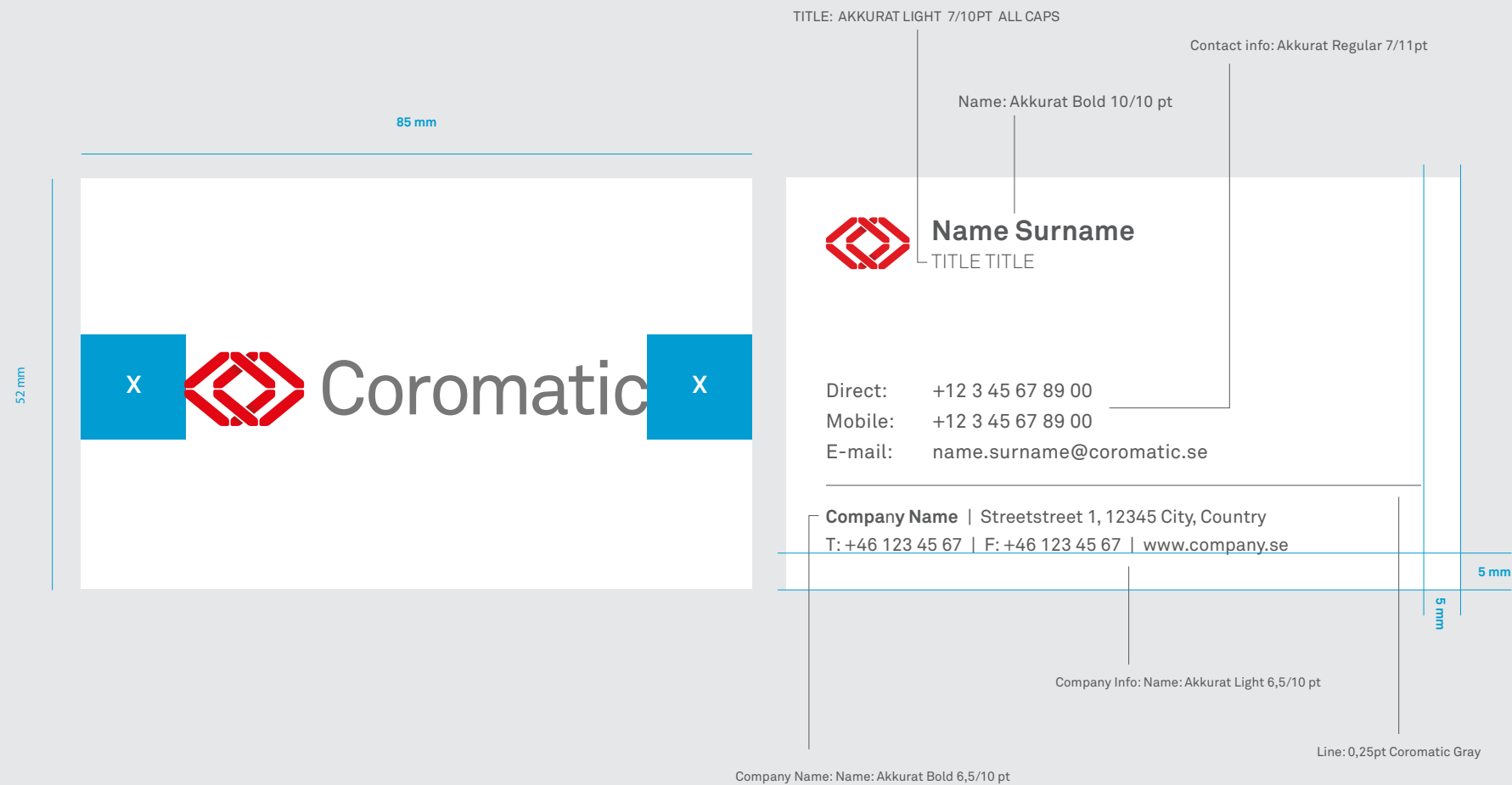
Name Surname

TITLE TITLE

Direct: +12 3 45 67 89 00
Mobile: +12 3 45 67 89 00
E-mail: name.surname@coromatic.se

Company Name | Streetstreet 1, 12345 City, Country
T: +46 123 45 67 | F: +46 123 45 67 | www.company.se

6. PRINTED ASSETS / Business cards



6. PRINTED ASSETS / Brochures

Type of asset

Tag symbol

CASE STUDY

Coromatic
Operations
Secured
24/7

Fortlax data center

Operational stability and cost efficiency



Logo

 Coromatic


Heading and subheading

Four tiled image

BROCHURE

Coromatic
Operations
Secured
24/7

Site Assessment



Coromatic

WHITEPAPER

Coromatic
Operations
Secured
24/7

Increase the efficiency
of your datacenter



Coromatic

6. PRINTED ASSETS / Brochures

Consistent
last page with
images

CASE STUDY

Coromatic
Operations
Secured
24/7


Fortlax data center

Operational stability and cost efficiency





CASE STUDY



Operational stability and cost efficiency when Coromatic manages the operation of Fortlax data center

With its central position in the digital world and its physical location in Piteå, Fortlax is northern Sweden's leading player in the data center industry. The company offers both cloud services and traditional colocation to Swedish and international customers. Today, Fortlax has three data centers in operation on its campus. As an important part of its growth strategy, the company has moved to channel all its energy into offering customers various data center-based, value-adding IT services.

– There's a lot of interest in our climate-smart data center services and solutions for cloud services and hosting, and our growth is strong, says Anders Berglund Hansius, CEO and founder of Fortlax.

Outsourcing data center operations to enable growth

As a result of its strategy and growth, the company has chosen to outsource the operational management of the physical infrastructure of its data center.

For example, this includes ensuring that the power supply always functions, that the data center cooling system is correctly dimensioned and functional, and that the backup power system and UPSs, as well as air conditioning systems and other security systems, are regularly maintained and tested.


Our job is to provide the best customer experience with extremely high operational stability. To achieve this, all our various positions must possess the very best expertise. In light of this, it was natural to bring in a specialist responsible for the operation and maintenance of the infrastructure, says Anders Berglund Hansius.

Coromatic constructed Fortlax's latest data center, F3, and is responsible for services through its local service organization. The company began a dialogue with Fortlax that resulted in Coromatic assuming responsibility for the operational management of all Fortlax data centers.

When Coromatic assumes responsibility, focus is on finance and expertise

Within the framework of the agreement, Coromatic has total responsibility for the financial management of infrastructure and the planning of operations and services for the entire facility.

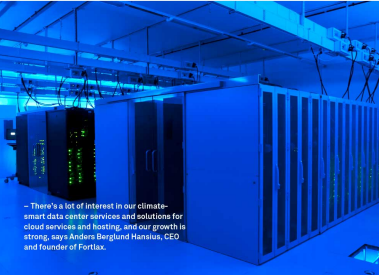
A contract governs the level of service and availability, and in the event that the operations are discontinued, the parties have a detailed agreement regarding damages.




As part of its ongoing commitment, Coromatic has appointed a site manager responsible for the operational management, who works on-site at Fortlax. The latter company also benefits from the accumulated experience that exists throughout Coromatic's organization. At Coromatic, it is clear that the rapid pace of data center expansion is driving the development of efforts to safeguard expertise related to data center operation.


– As Sweden's data center industry has undergone strong growth, the need for experienced and competent personnel with proven operational processes has increased, says Henrik Wahl, Head of Services.

– We have therefore developed a service portfolio that relieves the pressure on our customers – in this case, Fortlax – because we take responsibility for the day-to-day operations and ensure that the facilities operate optimally around the clock.



– There's a lot of interest in our climate-smart data center services and solutions for cloud services and hosting, and our growth is strong, says Anders Berglund Hansius, CEO and founder of Fortlax.





Total process transparency and SLAs provide security

The work started with a month-long "transition" project, in which consultants from Coromatic documented the entirety of Fortlax's data center activities.

When Coromatic takes over existing contractual agreements, these are reviewed and reviewed. All infrastructure in the data center is inventoried and reviewed in order to assess its status and analyze the specific costs – for example, this applies to Fortlax's backup power solutions and cooling systems.

Following this transitional period, Coromatic took over responsibility for the infrastructure that runs the data center. In addition to ongoing operations, service and maintenance, the work also includes managing subcontractors and ensuring that the agreed SLA levels are maintained, that contracts are renegotiated, and that ongoing and agreed-upon improvements to the operation of the data center are implemented.


Zero interruptions and reduced electricity costs are reflected in the bottom line

For both us and our customers, it's crucial to avoid interruptions to our activities. Thus, it's been Coromatic's mission to ensure that we don't experience any interruptions – and I'm pleased to say that we have achieved that objective, says Anders Berglund Hansius.


In addition to ensuring that operations are conducted without interruptions, Fortlax also hoped to increase the cost efficiency of the operation, service and maintenance of its data center. This is yet another area in which partnering with Coromatic has already yielded results.

By improving the service and maintenance processes, the proportion of so-called blue light service has been significantly reduced, which ultimately lowers costs. In addition, an inventory of energy consumption and the subsequent renegotiation of Fortlax's electricity subscription has resulted in a six-digit reduction in the cost of electricity consumption.

I'm very pleased with our cooperation with Coromatic, which I see as an important partner in our business. With the addition of their experience in what Fortlax can offer, my staff and I feel we can rest assured that our business will always be available to our customers, concludes Anders Berglund Hansius.



Find more information on coromatic.com




Coromatic.se
Sweden
Phone: +46 8 554 005 90

Coromatic.no
Norway
Phone: +47 22 76 00 00

Coromatic.dk
Denmark
Phone: +45 30 17 00 00

Coromatic.pl
Poland
Phone: +38 10 231 00 00



Elevator pitch

Key facts
(red bullets)

6. PRINTED ASSETS / Envelopes



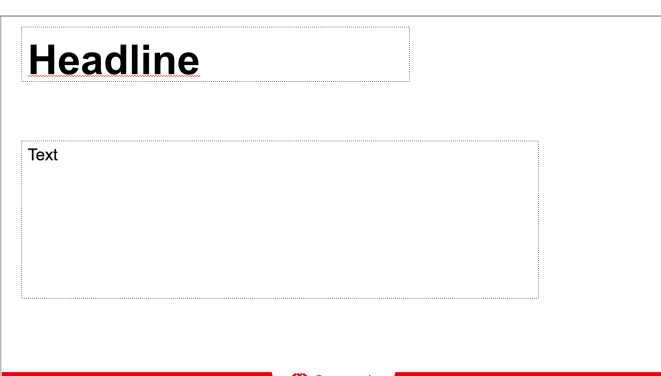
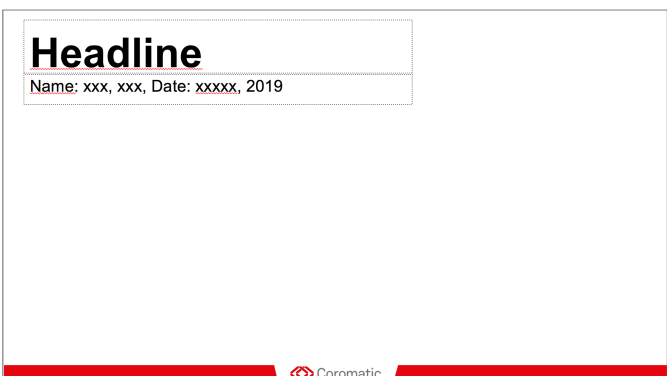
7. POWER POINT / Templates

Headline

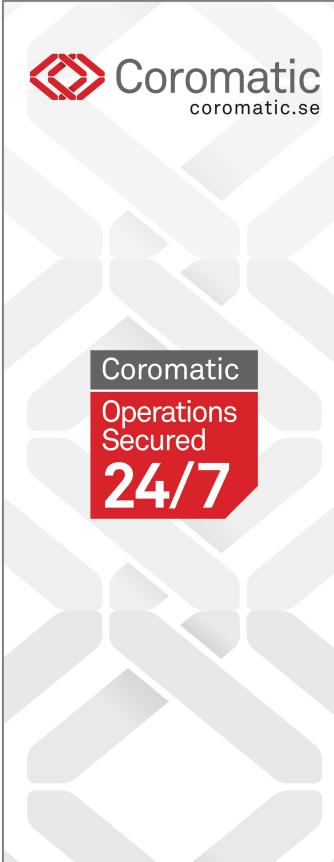
Text

The new PPT-template is a key document and should be used at all times. There will be assets available in the template file that can be used when presenting your company externally and internally. This includes shapes, diagrams, maps and together with new imagery there will be a coherent look and feel throughout the group.

7. POWER POINT /Templates



8. ROLL UPS



Coromatic
coromatic.se

Coromatic
Operations
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24/7



Coromatic

UPS – Uninterruptible Power Supply

- Specialist i UPS
- Høj kvalitetsprodukter
- Høj kvalitetsløsninger
- Batteriløsninger
- Pålidelig service/support 24/7

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24/7

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Coromatic

POWER SUPPLY

Kraftværk, Industri, Tele-IT
Transport, Maritim, Vind

- OEM og specialløsninger
- Lithium og blybatterier
- Hybride energianlæg
- Test og laboratorie
- 50/60Hz frekvens
- Batterisystemer
- Veksleretere
- Ensrettere
- Nødstrøm
- Service

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Coromatic

Nødstrøm til Nyt Hospital Bispebjerg

"Coromatic har været gode til at finde løsninger undervejs i processen"

Thomas Egedal Kristensen,
Commissioning Leder
på Bispebjerg Hospital

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Coromatic
coromatic.dk

9. ACCESSOIRES / Symbol application



Examples of how to use the chain symbol as a pattern to create covers for brochures, annual reports, writing pads, wrapping paper or other printed matter.



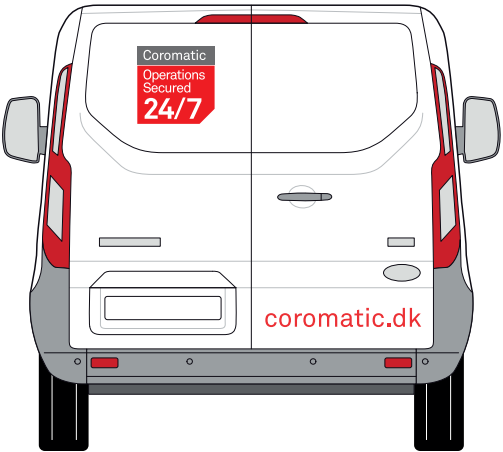
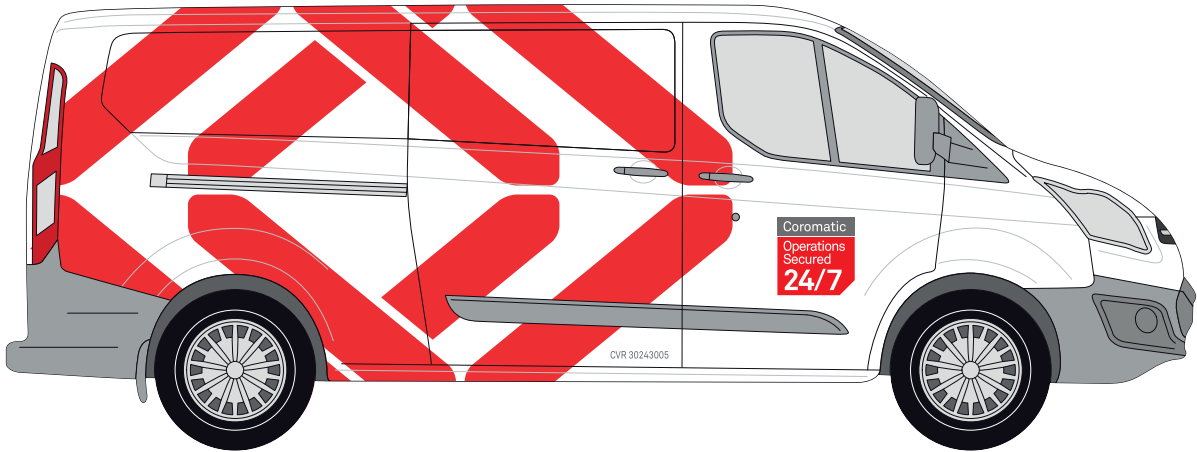
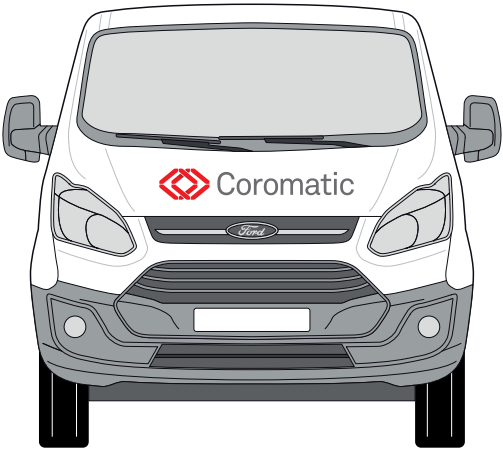
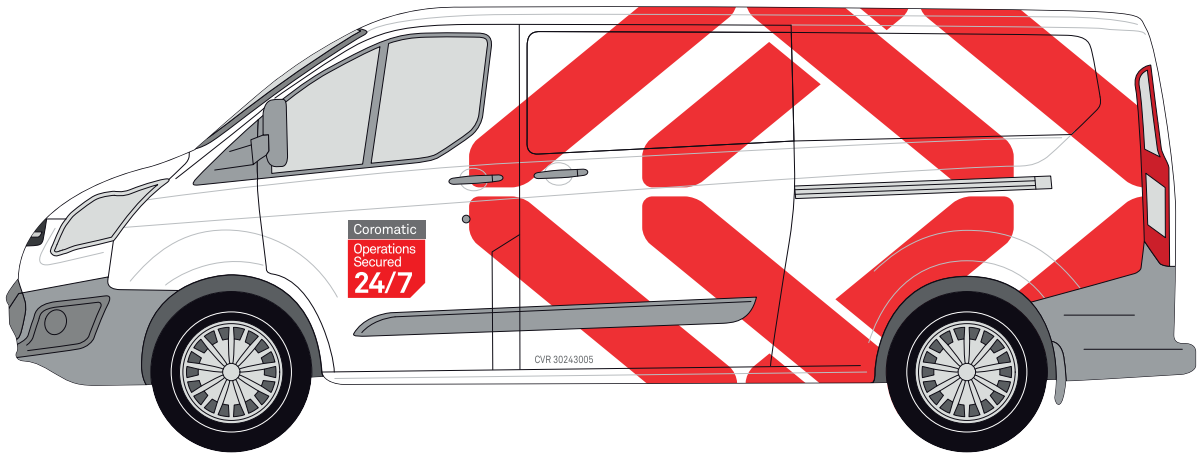
10. ACCESSOIRES / Clothes



All black clothing should use the original logotype in the red and grey colour scheme. This creates a subtle and stylish branding to the company clothes collection.



11. VEHICLES



Graphic guide

November 2019

If you have any questions regarding this graphic guide please contact

Charlotte Geeber | Senior Marketing Manager Sweden/Team Lead

Phone; +46 732 75 38 00

E-mail: charlotte.geeber@coromatic.se

