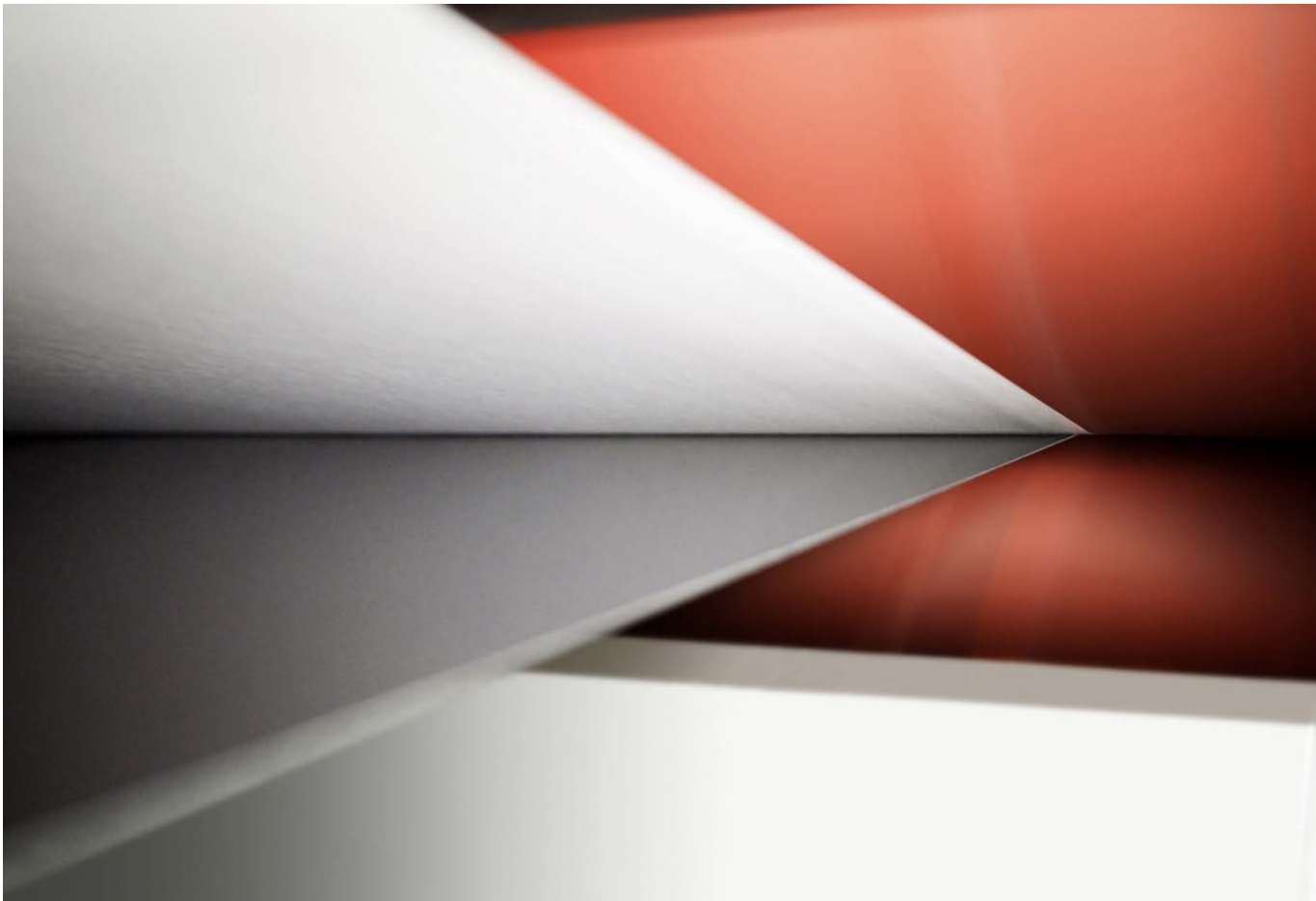




METALCOLOUR

Visual Identity Guidelines



Our graphic manual is one of our most important tools in our contacts with the surrounding world. It contains our guidelines for visual communication – website, social media, advertisements, business cards, folders, leaflets etc. When used correctly, it helps to convey Metalcolour's brand identity in a clear and credible way.

You should therefore be consistent when you produce or order material originating from Metalcolour! Always follow the rules specified in our graphic manual and always ask for advice if you are unsure how to proceed.

OUR LOGO

The Metalcolour logo is our most important visual trademark and it should be treated correctly. It is an important carrier of our brand and it is therefore essential that we are consistent in the way we display our logo.

Our logo should be viewed as a unit and should always consist of both our name and symbol together.

Use only the original digital logos that are supplied by us.

OUR LOGO IS USED IN TWO VARIANTS:

Preferably we use the logo with the pay off "INNOVATIVE COIL COATING". There are two exceptions: In contexts where the logo with the pay off already has been exposed we can use a logo without the pay off (for example at the back of folders/sheets where the logo is placed together with contact information). The other exception is when the size of the logo isn't large enough for the pay off to be readable.



INNOVATIVE COIL COATING

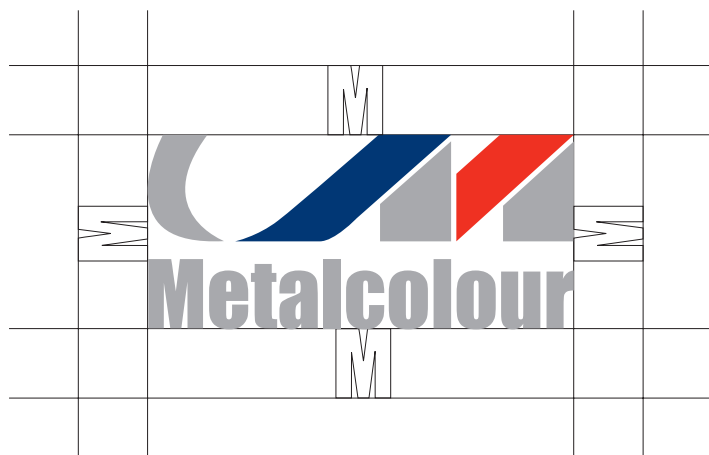
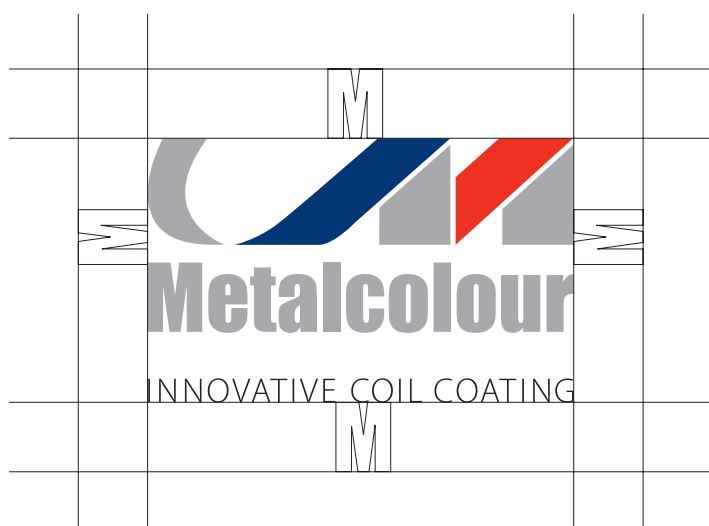


INNOVATIVE COIL COATING



FREE SPACE AROUND THE LOGO

The following guidelines show the amount of free space that the logo requires around it in order to be clearly visible. The logo should always be placed with clear space around it at least equal to the height of the letter "M" in the word Metalcolour in the logo.



OUR BRAND DOBEL®

DOBEL® is a product group suitable for areas where security and sustainability requirements are particularly high, for example on cruise ships, trains and in public premises. **DOBEL®** has its own logo which we use in contexts where it's relevant to highlight the brand **DOBEL®**. Please contact the communication department at Metalcolour if you are unsure of how to proceed.

DOBEL®

OUR SEALS

There are two seals associated with Metalcolour's core values. These are used to convey the added value linked to Metalcolour and should be used in communication where there is content that can be clearly linked to the seals. Generally, they are placed at the top right of a layout, and size proportions according to the application examples described later in this manual.

METALCOLOUR INNOVATION STAMP:

Communicates Metalcolour's history of innovative solutions developed since its inception in 1973. The seal is appropriate for use in all contexts where Metalcolour and Metalcolour's products are presented.



DOBEL® QUALITY & SERVICE GUARANTEE STAMP:

Communicates Metalcolour's favourable quality and service warranty which applies to the products under the **DOBEL®** registered trademark. The seal is appropriate for use in all contexts where products and solutions are presented under the **DOBEL®** brand.



METALCOLOUR – DESIGNED AND MANUFACTURED IN SCANDINAVIA:

Communicates Metalcolour's pride in maintaining the Scandinavian reputation of extraordinary skills in design and engineering. The seal is appropriate for use in all contexts where Metalcolour and Metalcolour's products are presented.

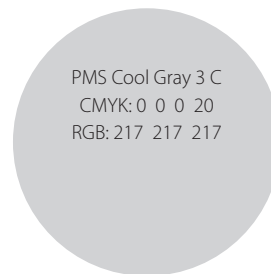
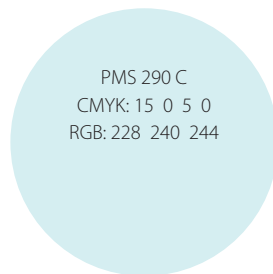
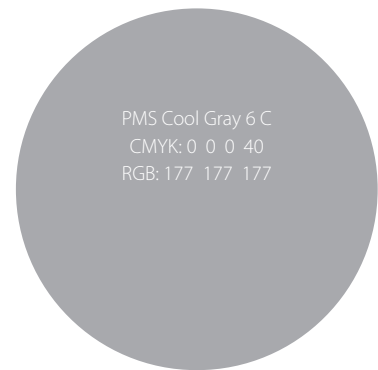
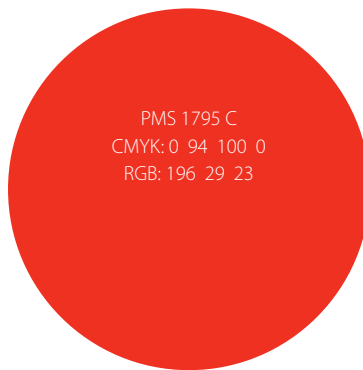
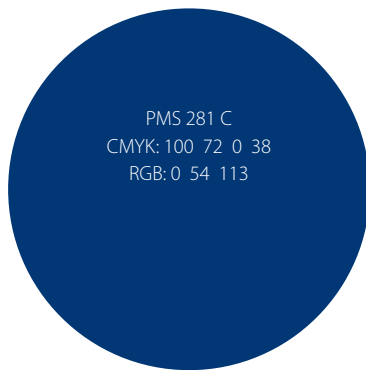




PROFILE COLOURS

Using colour consistently is an important part of recognition. The colours are divided into profile colours and complementary colours. In general, the coloured surfaces should be used sparingly in visual communication. Ideally, a white background should be used with pictures and an airy layout which gives a stylish impression and good legibility.

We have three profile colours which are all represented in Metalcolour's logo. In addition, there are two complementary colours that go well together with the profile colours. Complementary colours are lighter and are appropriate for use in areas such as colour plates behind text which needs to be separated from the other content.



TYPOGRAPHY

We consistently use two different fonts, the main font Myriad Pro and Helvetica as the replacement font. In all external communication, such as business cards, folders, signs, advertisements and presentations, only Myriad Pro is used. Helvetica is used when the main font is not available. Special rules apply for online use, where we use the font PT Sans.

Main font – to be used in all external communication

Font for headings – Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890 !"#%&/()=?

Font for body text – Myriad Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890 !"#%&/()=?

Alternative font – used when the main font is not available

Font for headings – Helvetica Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890 !"#%&/()=?

Fonts for body text – Helvetica Regular

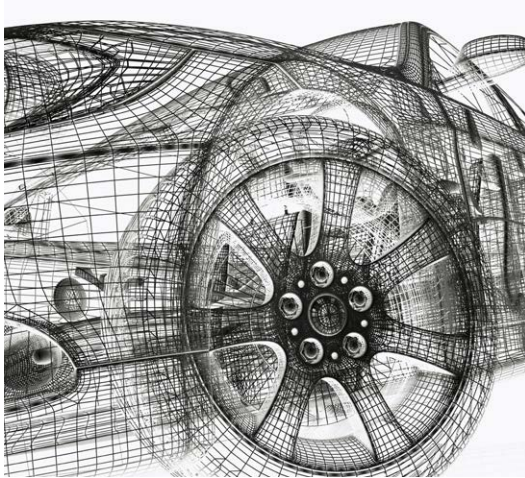
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzääö
1234567890 !"#%&/()=?

IMAGE STYLE

When portraying Metalcolour's products and product segments, the aim of image selection is to inspire and to demonstrate context and application areas rather than simply to illustrate the products. The images should convey Metalcolour's core values of flexibility, innovation and high quality, and should exude exclusivity and stylishness.

In addition to the above, Metalcolour products should also be portrayed together with images of personnel where possible. For images featuring people, it is essential that they look relaxed and exude commitment and positivity.



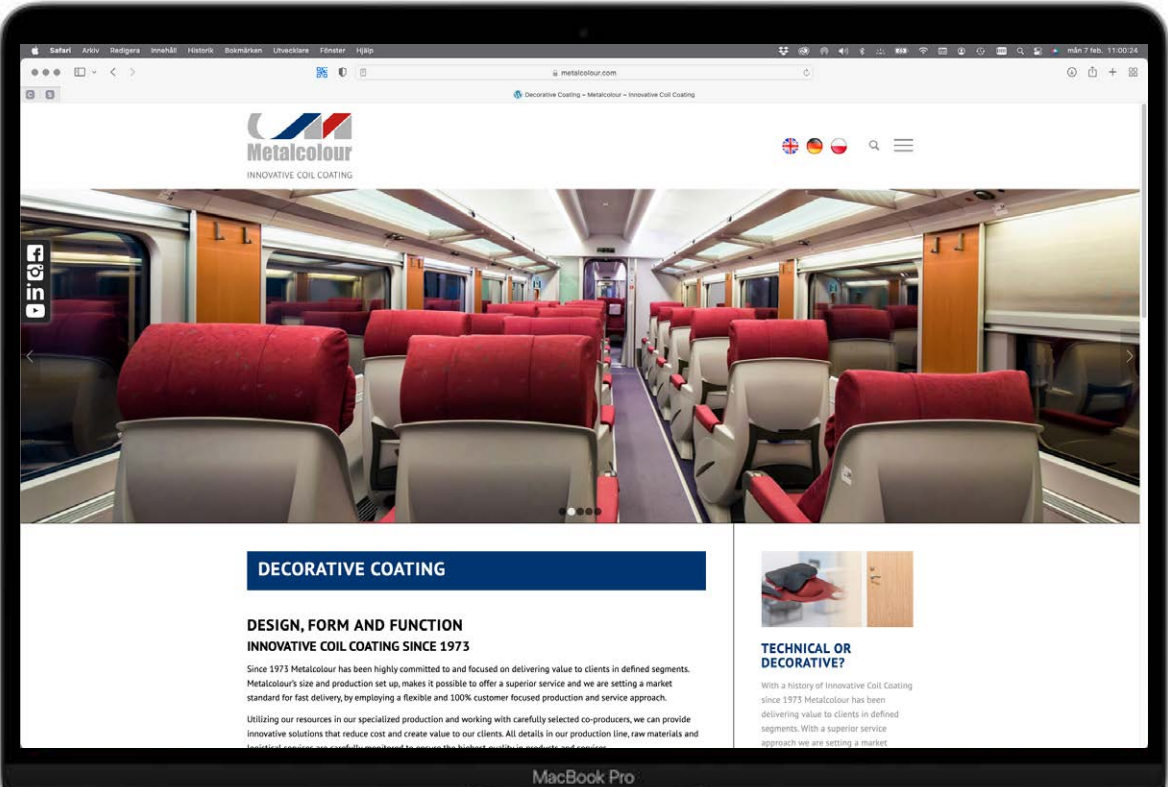


METALCOLOUR.COM

Metalcolour's website should be clear and easy to navigate, it should be easy to find information about the company and its products. The slideshow is the part of the website that has the highest exposure value. Images here must also follow the guidelines for Metalcolour's image style and provide associations linked to Metalcolour's identity and applications. Images should be supported by a short piece of text.



Web page



EXAMPLES OF APPLICATIONS

Here are a few examples of applications. Always follow the rules as specified in this manual and always ask for advice if you are unsure how to proceed.

FOLDER & PRODUCT SHEET
ENVELOPE



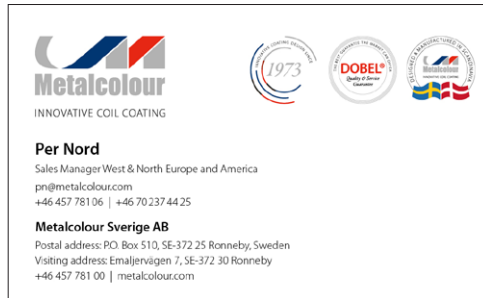
DOBEL® F 105

Safety First

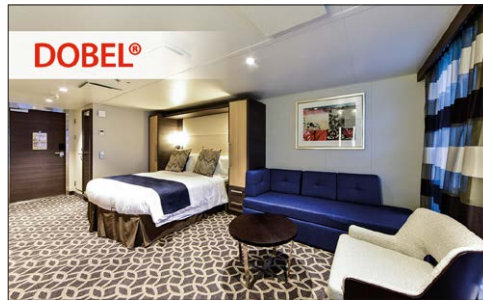


metalcolour.com

BUSINESS CARD



FOIL FAN



MAGAZINE AD



Metalcolour
INNOVATIVE COIL COATING





FREEDOM IN FUNCTION AND DESIGN

DOBEL® for Exclusive Interiors

DOBEL® F 105 allows designers to be creative in form while retaining both functional and safety properties. The combination of metal together with design features in foils gives a versatile material to many areas of use such as wall panels, ceilings, wet-units, furniture etc. **DOBEL® F 105** also meets all relevant approvals in the Marine Sector and comes with the best Quality and Service Guarantee the market can offer.

Since 1973 Metalcolour has been providing innovative solutions creating value to clients. Metalcolour is also well known for its unique flexibility, reliability and service approach.



Metalcolour A/S
Agrovej 6
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Phone: +45 5484 9070
info@metalcolour.com

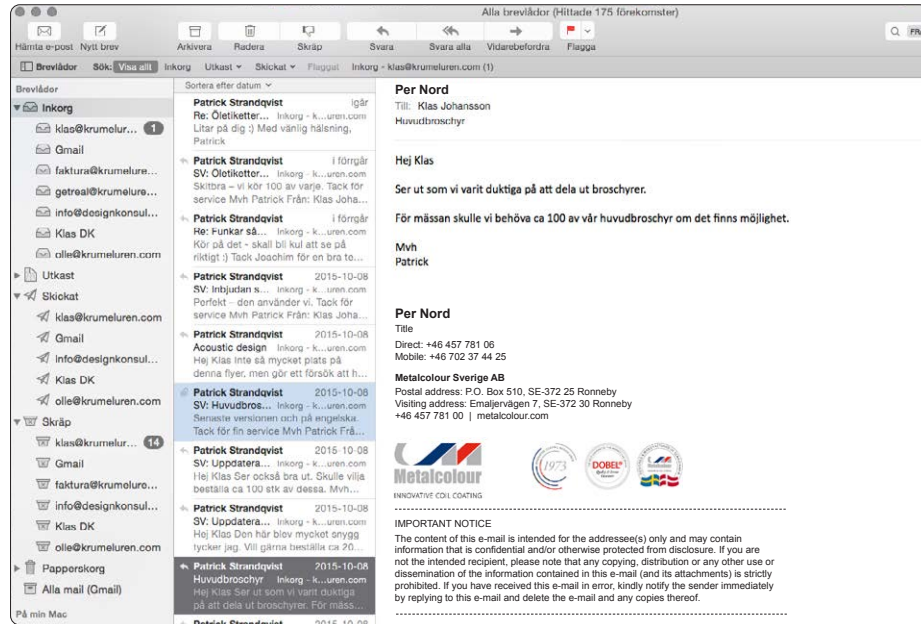
Metalcolour Sverige AB
Emaljervägen 7
SE-372 30 Ronneby
Phone: +46 457 781 00
info@metalcolour.com

Metalcolour Asia Pte Ltd
17 Tuas Avenue 4
SG-639368 Singapore
Phone: +65 6898 2535
info@metalcolour.com

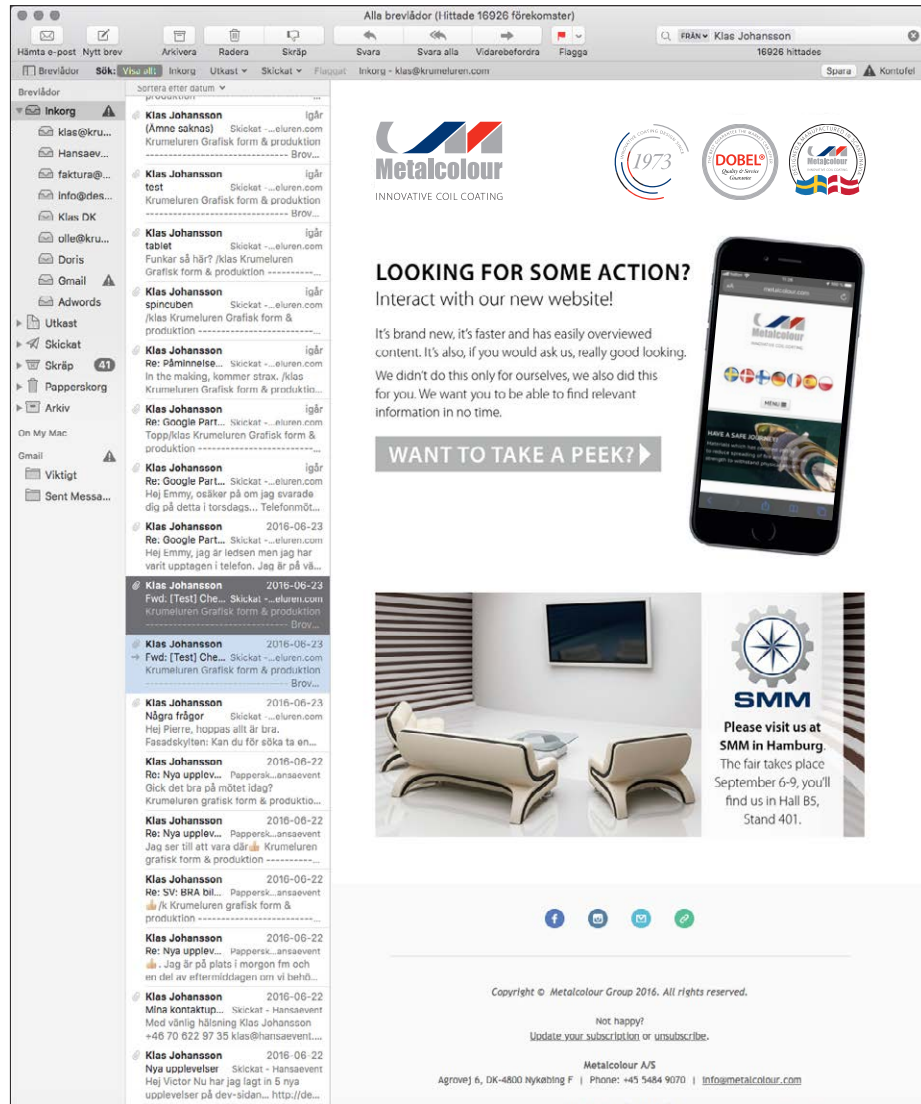
metalcolour.com

metal@metal.com FEBRUARY 2022

EMAIL SIGNATURE



DIGITAL NEWSLETTER





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