

GRAPHIC MANUAL



**T**here are plenty of reasons for helping us strengthen the Expand brand. So what's in it for you? A brand is an intangible asset and it is very difficult to put a price tag on it. At Expand, we believe that our brand is our greatest asset. When faced with a choice between a whole range of different products, it is often the brand that makes the decisive difference.

Someone once defined a brand as a "a series of associations". The associations we wish the Expand brand to convey are by nature both hard and soft. They should of course involve our physical products, but they should also include the opportunities opened up by the products in a wider perspective, and bringing to mind innovative thinking and an intelligent approach.

All these associations combine to form the overall picture of Expand that we want you to help

us convey. After all, the clearer the picture, the stronger our brand. A successful branding process requires consistency and sustainability. If we join forces to ensure that Expand always communicates its message consistently, our end-customers will feel secure about what Expand and its products represent. In the long run, this will boost sales and encourage more people to use Expand's products. This ensures more satisfied customers who know what they are getting and will keep coming back for more. Both to you and to us.

Agreeing on a graphic identity is part of the process of creating the right associations and communicating an overall picture. This manual is designed to help you familiarise yourself with Expand's graphic identity. It is a tool to help us in our combined efforts and assist us in attaining our shared goal: a stronger brand. And that is what's in it for you.

## 2. THE LOGOTYPE

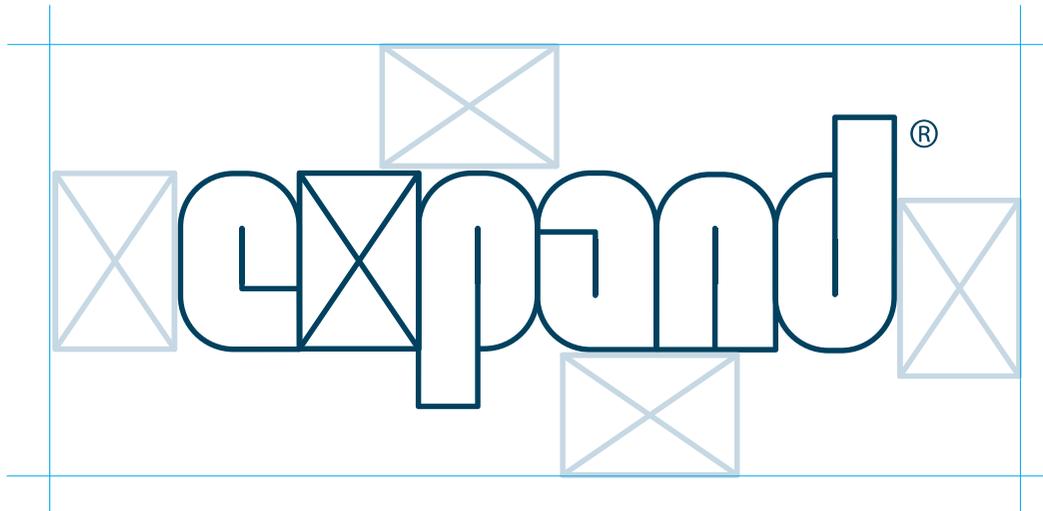


### This is Expand's logotype.

To help maximise the strength inherent in Expand's logotype, the instructions in this manual should be observed and followed carefully. Correctly used, our brand symbol will communicate the idea of development, quality and security.

Expand's logotype comes in the following versions: the main logotype (Pantone 303), a black logotype (only for black and white productions) and a negative logotype.





**The free space around the logotype.**

To communicate with maximum power and effectiveness, Expand's logotype needs to be surrounded by free space. The amount of space to be left free is shown by the imaginary border above. In practice, it means that no external brand symbols, figures, text, colours, shadows or similar should appear inside this area.

#### 4. THE LOGOTYPE

1.



2.



3.



4.

#### The basic logotype. Logotype against a white or light background.

1. Basic logotype (Pantone 303) against a white background. Should be used wherever possible.

#### The logotype used against the background of a picture.

2. If there is a bleeding picture in an advertisement, for example, and the basic logotype thus cannot be used, the negative version should be used as in the illustration. There are two exceptions to this rule: In cases where the pictures are too light, you should use the basic logotype (Pantone 303).

3. If the picture background is indistinct and would risk making the logotype appear unclear, you should create a white background field on which to apply the basic logotype (Pantone 303).

#### Never do this.

4. The logotype may never be changed or disrupted in any way. It should therefore never be filled either with colours or patterns, etc.



expand

**The minimum size of the logotype.** The width of the logotype should never be less than 15 mm. This ensures its legibility at all times.





**Expand. A registered brand.**

The familiar R-symbol above serves an important legal purpose. It tells the world that the Expand logotype is registered in the different markets in which we operate. The symbol is always placed next to the logotype (in the top right-hand corner) to protect us from brand infringement. In practical terms, it means that nobody outside the company may produce a logotype that is similar to ours. This in turn means that no one may abuse the values inherent in Expand's logotype.

# Pantone® 303

# Pantone® 801

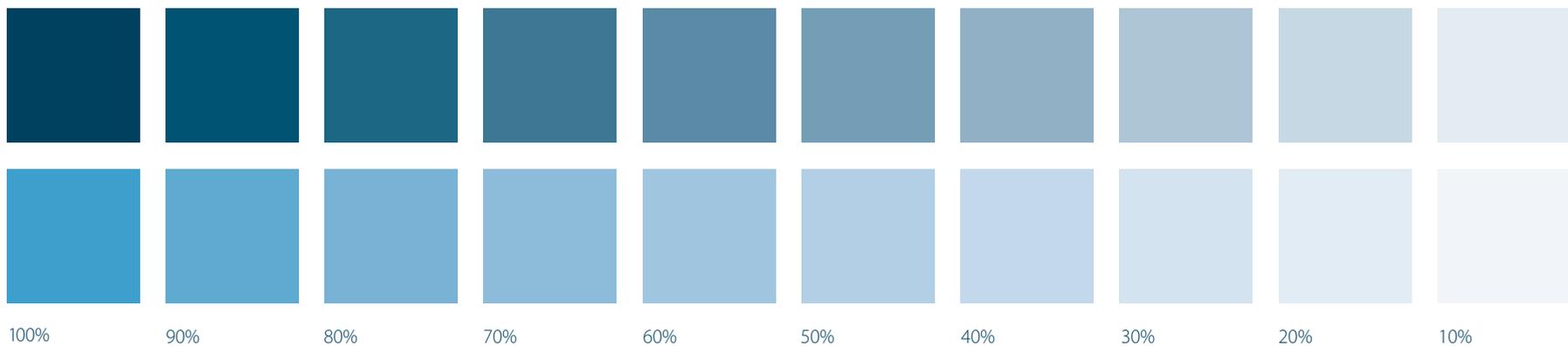
## Expand's colours.

The design of this manual may serve to illustrate how Expand's colours should be used and how they complement each other.

Expand's visual identity comprises two colours: Pantone 303 and Pantone 801. Pantone 303 is our basic colour and is used for the logotype (whenever the black or negative versions of the logotype are not being used). Pantone 801 is a complementary colour that may be used for sub-headings, for example, or to underline or emphasise something. On our business cards, for instance, our names are reproduced in Pantone 801.

It is just as important to follow our colour instructions closely as it is to adhere to those for the logotype. This is why no other colours may be used to communicate the Expand brand. In cases where the material itself or other circumstances prevent the use of Pantone colours, please refer to the conversion chart (see overleaf).

If greater colour variation is required or motivated, the Expand colours may be varied in accordance with our colour scale (see overleaf). It is possible, for example, to use 70% Pantone 303 to produce a lighter shade of the same colour.



COLOURS. 9

**Conversion chart.**

**PANTONE.** Pantone 303 and Pantone 801

**NCS.** Pantone 303:S 5540-B10G and Pantone 801:S 1060-B

**CMYK.** Pantone 303: **C**100 **M**0 **Y**0 **K**76 and Pantone 801: **C**84 **M**11 **Y**10 **K**0

**HTML.** Pantone 303:0262F and Pantone 801:1976A2

**RGB.** Pantone 303: **R**0 **G**38 **B**47 and Pantone 801: **R**25 **G**118 **B**162

A b c

Myriad Light

### Expand's typography.

Expand's main font is Myriad. It is a sans serif font (it lacks those little tails) and the flowing, open form of its lettering makes it highly legible even in small point sizes. All communication about Expand, such as product names, headings and running text in advertisements, printed material, posters and signs should use lower-case Myriad letters, except for the first letter of the opening word, which should be capitalised. Myriad should also be used in connection with Expand's products (product names, technical specifications, etc.) even in contexts where products from other suppliers are also included.

Myriad comes in several font styles (bold, medium, etc.). Regular and Light should be used wherever possible. Avoid using the heaviest font styles if you can.

The font used by Expand in its internal texts and correspondence is Times New Roman, a font with tails that is also one of the most commonly used. We use this font at Expand for all running text in our letters, memos and other internal publications.

Wherever Expand appears on the web all Expand-related text should be written in Verdana (regular). Verdana works satisfactorily on most browsers and computers.

Myriad, Times New Roman and Verdana can be downloaded from our extranet. If you are unsure about which font to use in any particular context, please contact us.

abcdefghijklmnopqrstuvwxyz(".;!\*?':,")  
\$1234567890&fiflß–äöüåçèîóæøœ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÅÄÖÜÇÈÎÓÆØŒ

Myriad Regular

**abcdefghijklmnopqrstuvwxyz(".;!\*?':,")**  
**\$1234567890&fiflß–äöüåçèîóæøœ**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**ÅÄÖÜÇÈÎÓÆØŒ**

Myriad Bold

abcdefghijklmnopqrstuvwxyz(“.;‘!\*?’:,”)  
\$1234567890&fiflß–äöüåçèîóæøœ  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
ÅÄÖÜÇÈÎÓÆØŒ

Times New Roman

## 12. PRODUCT NAMES

Expand Qu

The image features large, bold, blue text. The word 'Expand' is written in a sans-serif font. To its right, the letters 'Qu' are also in a sans-serif font. Above the 'Q' in 'Qu', there is a larger, stylized blue 'Q' with a horizontal line passing through its middle, resembling a logo or a decorative element.

### **Expand's product names.**

In all contexts in which Expand's products are named, it is essential that the product names should appear in full. This helps to distinguish our products from those of our competitors and also serves to enhance the scope and unity of Expand's product family.

All product names always begin with Expand. In other words, products may never be referred to simply as "QuickScreen 3," for example, or "BigFabric." The complete and correct names are "Expand QuickScreen 3" and "Expand BigFabric."

~~QuickScreen 3~~

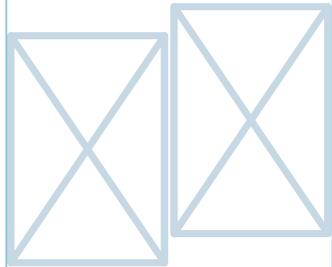
QuickScreen 3

*Your Logotype*

**Using Expand's logotype alongside your own.**

See above. The line that separates the two logotypes should be the same height as Expand's logotype, as measured from the lower edge of the 'p' to the top edge of the 'd'. Your logotype should be the same height as Expand's, with the exception of capitalised logotypes, which should be adapted to the size of the 'x' in Expand. The space between the two logotypes should be equivalent to the height of two of the Expand 'x's'.

**pe**®



**expand**®

## 16. EXPAND PARTNER MATERIAL

### For Expand Partners who wish to advertise.

When you wish to market our products through advertisements, it is essential - both for you and us - that you should make optimal use of the strength inherent in the Expand brand. In practical terms, this means two things: presenting our products in a clear and accessible manner and ensuring that the advertisement's audience is able to understand instantly that they can buy these products from you.

The clarity and pivotal role of the products in the advertisement are emphasised if they are presented as separate entities against a white background. This procedure applies wherever possible. The product names should also appear in full (e.g. "Expand QuickScreen 3" not "QuickScreen 3") and should be placed in the direct vicinity of each product.

To highlight our working partnership and communicate the name of the Expand Partner clearly, please use your own logotype together with Expand's as specified on the previous spread (see also the example opposite). The block formed by the two logotypes should be centred or right aligned. If this is not possible because of the structure of your logotype or the design program you are using, you should place the Expand logotype in the direct vicinity of the products in the bottom right-hand corner. You should, however, always try to follow the basic procedure wherever possible.

If you are only advertising Expand's products, you should use the Myriad font, which can be downloaded from our extranet. This helps to convey a clear and unified picture of the Expand brand wherever it is given exposure.



Expand QuickScreen 3



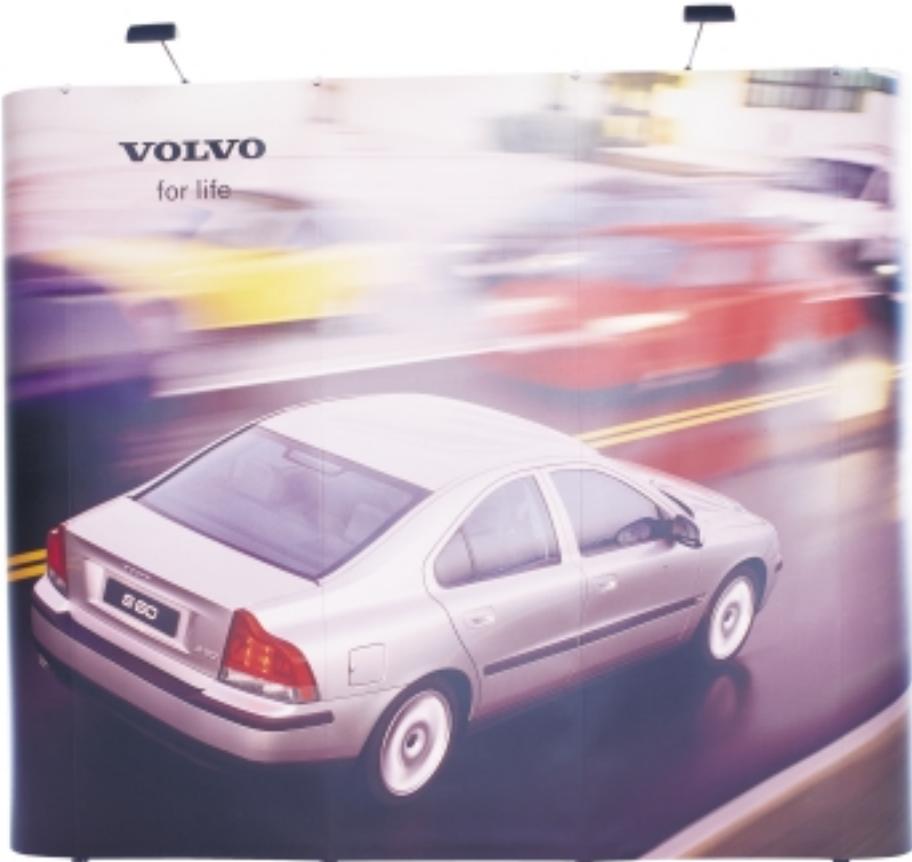
Expand 2000



Expand QuickScreen 3 in various colours

**Your Logotype** | **expand**

Expand 2000



EXPAND PARTNER MATERIAL. 17

**Your Logotype** | **expand**

#### 18. EXPAND PARTNER MATERIAL

##### **Your printed material.**

When you produce your own printed material, such as mail shots, product sheets and similar, and include Expand's products, you should try to follow the same guidelines as described in the previous section. The idea is to strengthen the perception of Expand as a unified and distinct brand, thus benefiting both yourself and us.



##### **You produce material marketing Expand's products exclusively.**

When you produce printed material designed exclusively to market Expand's products, you should treat the senders, i.e. the logotypes, in the same way as in equivalent advertisements (see examples). Please remember to use the complete product name, placing it directly adjacent to the product. Please use the Myriad font, which can be downloaded from our extranet.



**You produce material that includes products from other suppliers.**

When producing printed material including products from several suppliers other than Expand, it is all the more vital that you should use the full product name, placing it directly adjacent to the product itself to distinguish it from the others. The Expand logotype should be placed directly adjacent to the products in the lower right-hand corner.



**Expand produces the same material for several Expand Partners.**

When we produce printed material that is to be used by several Expand Partners, it will bear the Expand logotype. We will however leave space (the marked field) for your logotype.



**Your web site.**

When you advertise our products on your web site, please follow the rules specified for paper media wherever possible. This includes placing products as separate entities, using the complete product names and placing them directly adjacent to the products, the correct use of the logotype, etc. Please feel free to visit Expand's web site and use it as a model. Please remember to ensure that Expand's Pantone colours are correctly converted to HTML values (Pantone 303:0262F, Pantone 801: 1976A2). All Expand-related text should be written in Verdana (regular). Product pictures, product texts and fonts can be downloaded from our extranet.



