

# Style Guide

**Brand Identity usage  
Guidelines**

**SKAWEN ©2022**



**SKAWEN**

# CONTENT

- 1. Logotype**
- 2. Typography**
- 3. Colours**
- 4. Pattern**
- 5. Image guidelines**
- 6. Iconography**
- 7. Brand elements**

This style book describes the usage of SKAWEN logo and brand guidelines.

There are necessary requirements and instructions, which must be followed to the maximum extent possible by both the company's own employees and partners who produce marketing materials.

Please, be sure to follow all the conditions and requirements of logo and corporate style guidelines usage. This will convey the company's marketing messages in the correct graphic key

Please, always take the logo and elements from the original vector files.

01.

# LOGOTYPE



SKAWEN

## THE STORY OF LOGO

We all know how important fresh, ventilated air is. The entire process of air exchange must be carried out correctly regardless of the size of the room or any other conditions.

The lines of the SKAWEN logo also follow this principle. They express the dynamic and controlled movement of the air and give volume to the logo.

The letter S, which is the first letter of SKAWEN's name, is drawn through lines like throughout this process and is felt in the airflow produced by SKAWEN's equipment.

In addition to such benefits as much lighter weight and very quite work, SKAWEN's equipment is environmentally friendly, that is one of the most important priorities of the company. So it was decided to emphasize this benefit in the slogan.

The company's slogan chosen is:

**"ENVIRONMENTAL FRIENDLY AIR HANDLING"**



The space area around logo



# LOGO USAGE

## PRIMARY

**PRIMARY** version of logotype is a priority.

Try to use this vertical arrangement of elements in logotype in most of cases where possible including the space area around logo.

You can use logo in reversed state where needed (white logo on black or dark background).

**SKAWEN** logo should always be black or white, regardless the background color.



**SKAWEN**



**SKAWEN**

## LOGO USAGE

### SECONDARY

This is the additional logo version with slogan included. It should be used as the support of primary logo.

Secondary version is a good option to be used as the heading for most of the documents, stationary or souvenir products. See the example of its usage further in the guide.

You can use logo in reversed state where needed (white logo on black or dark background).

Skawen logo should always be black or white, regardless the background color.

# SKAWEN

ENVIRONMENTAL FRIENDLY AIR HANDLING



# SKAWEN

ENVIRONMENTAL FRIENDLY AIR HANDLING

Letter "E" of the slogan is used to calculate the space area

# LOGO USAGE

## TERTIARY

**Tertiary version of logotype is less priority than previous two.**

Use horizontal arrangement of elements in logo mostly along narrow and elongated formats, where only the logo is located without any additional inscriptions. You can use both smaller and larger font size — depends on the size of an object or format where you put it.

You can use logo in reversed state where needed (white logo on black or dark background).

**Skawen logo should always be black or white, regardless the background color.**



## LOGO USAGE



ENVIRONMENTAL  
FRIENDLY AIR  
HANDLING



ENVIRONMENTAL FRIENDLY  
AIR HANDLING

You can use primary logo together with slogan if needed. It is possible to use both versions with 2 and 3 line slogan. 2-line version is for the narrow and alongate format. 3-line version is for square and rectangle format.

Skawen logo + slogan with 3 and 2 lines

## LOGO USAGE

All these versions are correct and allowed to use, but remember about their **priority of usage (1, 2, 3)**.  
The minimum width of the logo must not be less than **40 mm** of primary logo version on any printed matter

# SKAWEN

ENVIRONMENTAL FRIENDLY AIR HANDLING

1



## SKAWEN

3



## SKAWEN

3



## SKAWEN

2

ENVIRONMENTAL FRIENDLY  
AIR HANDLING



## SKAWEN

2

ENVIRONMENTAL  
FRIENDLY AIR  
HANDLING



## SKAWEN

1



02.

# TYPOGRAPHY



SKAWEN

## TYPOGRAPHY FONT

Aa

Light  
Book  
Medium  
Demi  
Heavy  
Bold

Aa Bb Cc Dd Ee Ff Gg  
Hh Ii Jj Kk Ll Mm Nn  
Oo Pp Qq Rr Ss Tt Uu  
Vv Ww Xx Yy Zz  
0123456789 ð ? ¡ &  
@ ' ' " " « » % \* ^ # \$ £  
€ ¢ / ( ) [ ] { } . , ® ©

[Download Futura PT](#)

FUTURA PT

Futura PT is sans serif, modern, geometric font (cyrillic support)

## FONT SCALE

# H1 Lorem ipsum dolor sit amet

Size: **60/72 px** (You can use **even bigger size** for large docs, print files, break slides in presentations or to fill the space if needed)

## H2 Lorem ipsum dolor sit amet

Size: **36/48 px** (Use **48 px** for large documents, print files, break slides in presentations or to fill the space if needed)

### H3 Lorem ipsum dolor sit amet

Size: **30 px**

#### H4 Lorem ipsum dolor sit amet

Size: **24 px**

Text Lorem ipsum dolor sit amet Size min: **14 px**

Font: Futura PT

Heading style: **Bold**

Text style: **Light/Book/Medium**

Highlights style: **Demi/Heavy**

Preferred alignment: **left**

Font sizes (px): 14/16/18/21/24/30/36/48/60/72

03.

# COLOURS



SKAWEN

## PRIMARY COLOURS

### WHITE

HEX: #FFFFFF

HSB: 0, 0, 100

RGB: 255, 255, 255

CMYK: 0, 0, 0, 0

CLEANNESS

Background, Text, Elements

### BLACK

ENGINE

HEX: #191818

HSB: 0, 3, 9

RGB: 25, 24, 24

CMYK: 72, 67, 65, 79

Text  
Elements

### DARK BLUE

HEX: #252D44

HSB: 225, 46, 27

RGB: 37, 45, 68

CMYK: 87, 78, 47, 47

RELIABILITY

Background

### LIGHT BLUE

AIR

HEX: #AFD9F7

HSB: 204, 29, 96

RGB: 175, 217, 247

CMYK: 28, 4, 0, 0

Background  
Text highlights



## SECONDARY COLOURS

### GREEN

HEX: #FFFFFF

RGB: 255, 255, 255

HSB: 0, 0, 100

CMYK: 0, 0, 0, 0

ECO

Background  
Text highlights

### BEIGE

EARTH

HEX: #EBE8E3

HSB: 37, 3, 92

RGB: 25, 24, 24

CMYK: 72, 67, 65, 79

Background

### ORANGE

HEX: #252D44

HSB: 225, 46, 27

RGB: 37, 45, 68

CMYK: 87, 78, 47, 47

POWER

Background, Text highlights

### BLUE

WATER

HEX: #AFD9F7

HSB: 204, 29, 96

RGB: 175, 217, 247

CMYK: 28, 4, 0, 0

Background  
Text highlights

04.

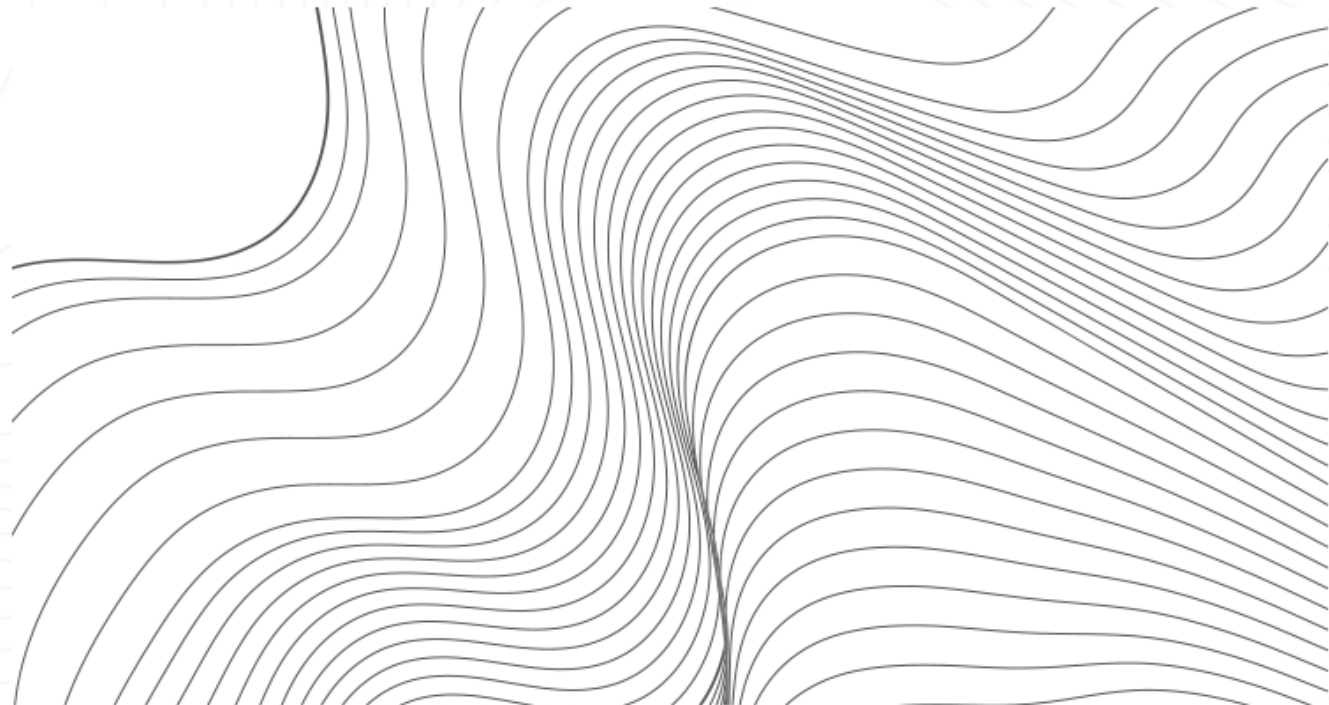
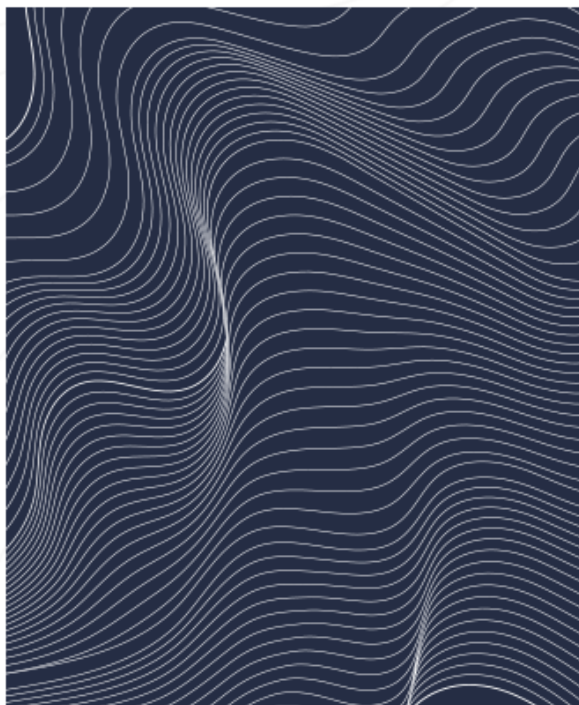
# PATTERN



SKAWEN

## PATTERN USAGE

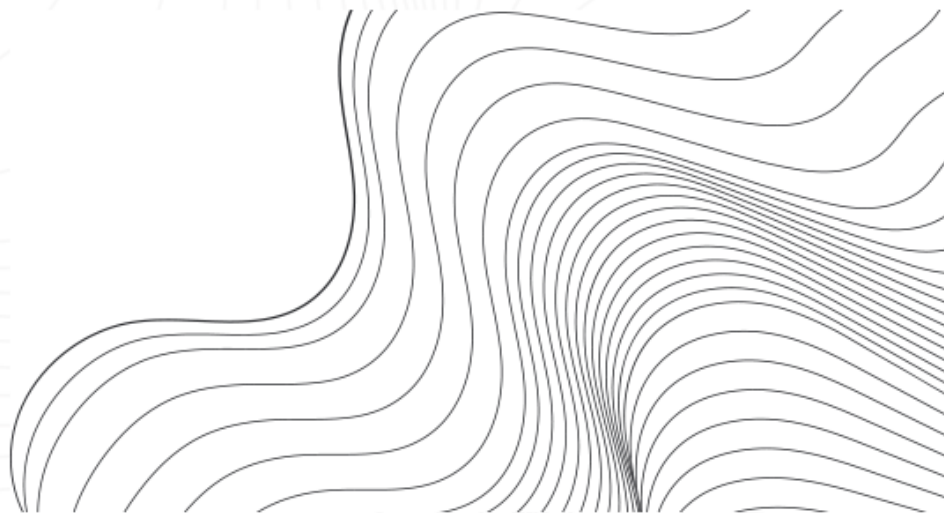
Use this line pattern, which symbolises air circulation, on backgrounds, stationary or other brand elements. **Try to repeat the approximate proportions and location of the pattern inside the frame, as in the examples below or in the examples of brand elements further in the guidebook.**



## PATTERN USAGE

Use this line pattern, which symbolises air circulation, on backgrounds, stationary or other brand elements. **Try to repeat the approximate proportions and location of the pattern inside the frame, as in the examples below or in the examples of brand elements further in the guidebook.**

- ✓ Scale this line pattern only **proportionally**. In smaller formats try to use the wave form of the left side of the pattern as a recognizable sign of branding. This wave should always been seen in the upper left corner of any format where you use the pattern.
- ✗ Never scale the pattern unproportionally. Do not leave the cut edges of the pattern visible inside the frame.



05.

# IMAGE GUIDELINES



SKAWEN

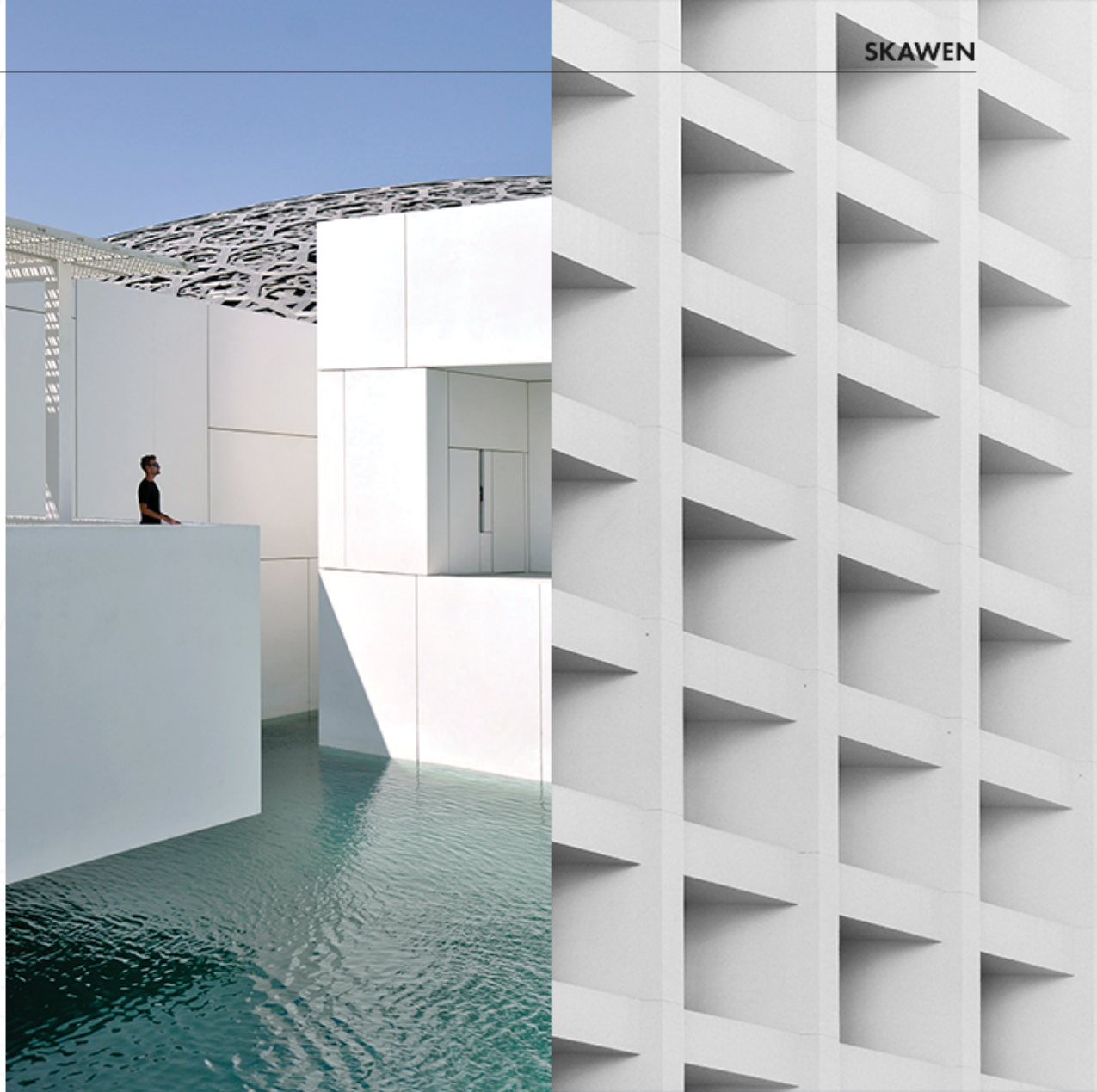


## IMAGE GUIDELINES

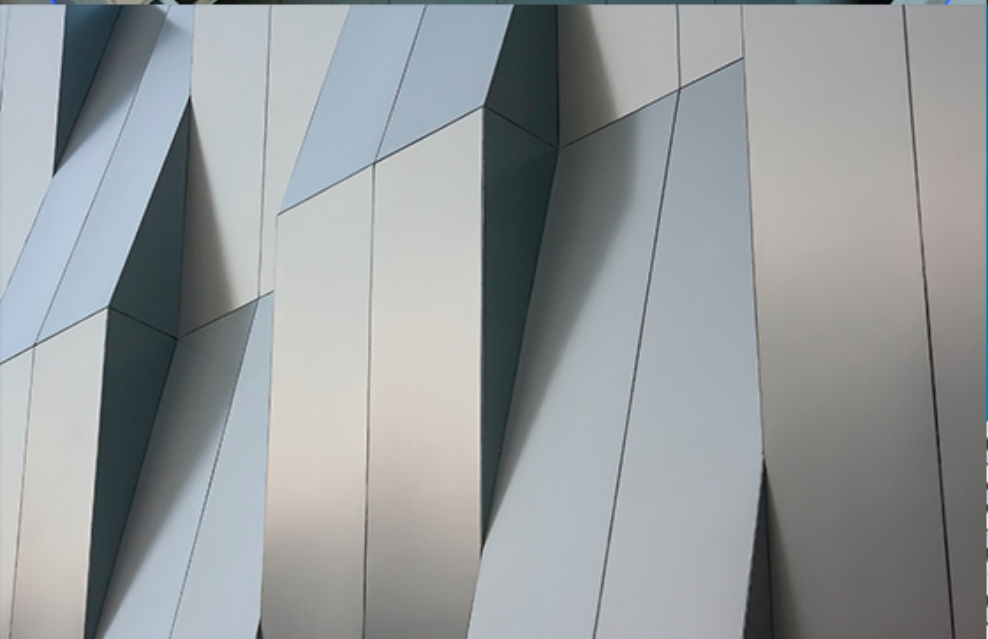
The images that we use in branding are minimalistic, have clean lines and evoke the harmony of nature and human — just like skawen equipment creates comfortable conditions by providing water and air exchange process.

**Images show the connection of nature elements (water and air) and engineering structures, for example:**

- Air structures of glass ceiling
- Perforated wall through which air passes
- Architecture of the building, suggesting the complex design of the pool flowing through it
- Concrete or metal wall relief, reminding of waves or air flow
- ... and etc.













06.

# ICONOGRAPHY



SKAWEN

## ICONOGRAPHY

The basic idea of Skawen's icons is to create a structured sign system that is based on the company's style and at the same time conveys a technical meaning. The lines form a fingerprint, and an explanatory icon next to it conveys the information that the device administrators need, and makes it easier for them to understand the system, the operation of the system, and the components.

Why fingerprint image — we had to convey the idea of a figuratively innovative and up-to-date solution. That means that the whole system can be managed through innovative technological solutions, — “without leaving home”, you have full control over the managed system.



Ventilator



Humidifier



Compressor



Heatexchanger



Rotor



Heating



Damper



Vapobloc



Adiabatic cooling



Filter



Cooling



Silencer



Evaporator



Condensator



07.

# BRAND ELEMENTS



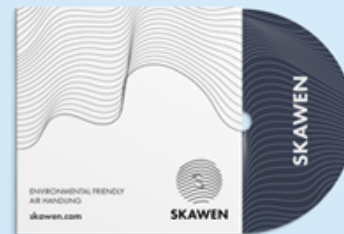
SKAWEN

# STATIONARY

These are products and accessories used for correspondence, paperwork and business and network tasks.

Stationery design, then, refers to applying custom graphic art to these items as part of a branding strategy, to make them part of a brand's image commonly.

Here you can see how the brand guideline rules are used



## BADGE



## BUSINESS CARDS





## BUSINESS CARDS



Here are different versions of of front/back sides and private/general company business cards

## DOCUMENTS

SKAWEN

ENVIRONMENTAL FRIENDLY AIR HANDLING



INFO  
skawen.com

Skawen Technologies AB  
+46 702 263 293  
info@skawen.com

Banérgratan 54, 1606  
115 26 Stockholm  
Sweden



skawen.com  
ENVIRONMENTAL FRIENDLY  
AIR HANDLING

Skawen Technologies AB  
Banérgratan 54, 1606  
Stockholm 115 26, Sweden  
+46 702 263 293  
info@skawen.com

## INVOICE 20208

## INFO

Invoice date: 20/04/2022  
Due date: 20/04/2022  
VAT: DE331144702

## (Shipping address):

Tangoluh Tungard  
Boulevard Geh. Moser  
0162/2831853

## To:

Skawen, Christian Zywicki  
Skawen DE GmbH  
Johannesstrasse 27  
45729 Ober-Eichenbach  
Germany

Reference: Tangoluh

VAT: DE331144702

## Project: Tangoluh

Item description	Quantity	Unit price	Taxes	Amount
1. Down payment of 30.0%	1,00 pcs(s)	5 086,00	Customer Prepayment 3-party sales	5 086,00 €
2. SKW Comp 4000 (V2 all side, left hand, face, Indian, Normal, Heating Pump, Feet)	0,00	13 555,00		0,00 €
3. Reversible hot pump system	0,00	2 400,00		0,00 €

Please use the following communication  
for your payment: 20208

Payment terms: 30% at order,  
70% at delivery

SUB TOTAL: 5 086,50 €  
Other on 5 086,50 €

TOTAL: 5 086,50 €

SKAWEN

VAT: SE559169589401  
IBAN: SE90 8000 0832 7933 7676 0678  
BIC: SWEDSESS

Page 1/1



skawen.com  
ENVIRONMENTAL FRIENDLY  
AIR HANDLING

Skawen Technologies AB  
Banérgratan 54, 1606  
Stockholm 115 26, Sweden  
+46 702 263 293  
info@skawen.com

Alydus  
Aleksandrovich

Skawen International Sales  
(swedish office)  
alydus.aleks@skawen.com  
+46 238 234 178

## LOREM IPSUM DOLOR SIT AMET

Kompensering SA till Vår Emeditörsklass för att ge en god service till våra kunder och för att ge en god service till våra kunder.

Ipsum ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Sed ut phasus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

Sten Mogard

Skawen CEO & Founder  
Managing director

+46 702 263 293  
info@skawen.com

SKAWEN

skawen.com



skawen.com  
ENVIRONMENTAL FRIENDLY  
AIR HANDLING

Skawen Technologies AB  
Banérgratan 54, 1606  
Stockholm 115 26, Sweden  
+46 702 263 293  
info@skawen.com

I confirm

Director of Board

Date

## DOCUMENT N° 336/2

Stockholm 04 May 2022

## Compensation of work glasses for SKAWEN employees and board member

To compensate the employees of the SKAWEN foundation and the board for working with a display of work glasses, the maximum amount is 150 (one hundred and fifty) euros.

+46 702 263 293  
info@skawen.com

SKAWEN

skawen.com



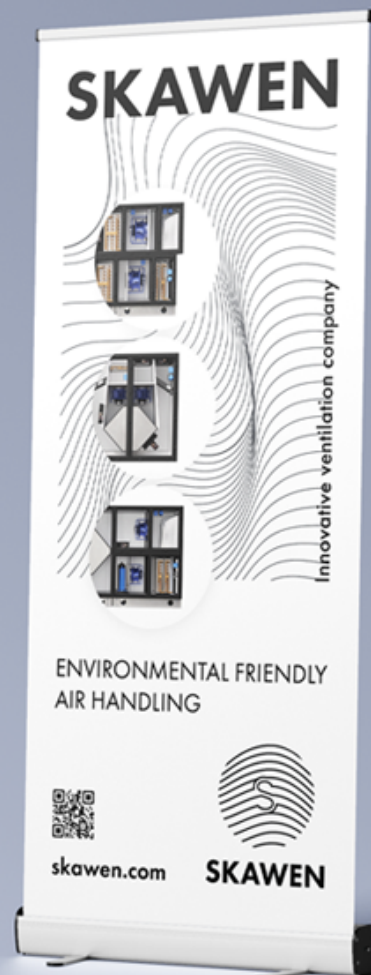
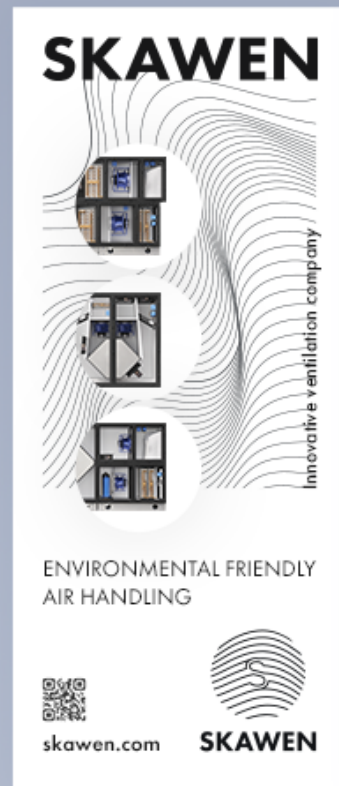
## PEN



## PEN & PENCIL



## ROLLUP





Assembly Room



Meeting Room

9-12



Engineers



Board

6



Restroom



Exit



3



Assembly Room

Engineers

Engineers



## T-SHIRTS

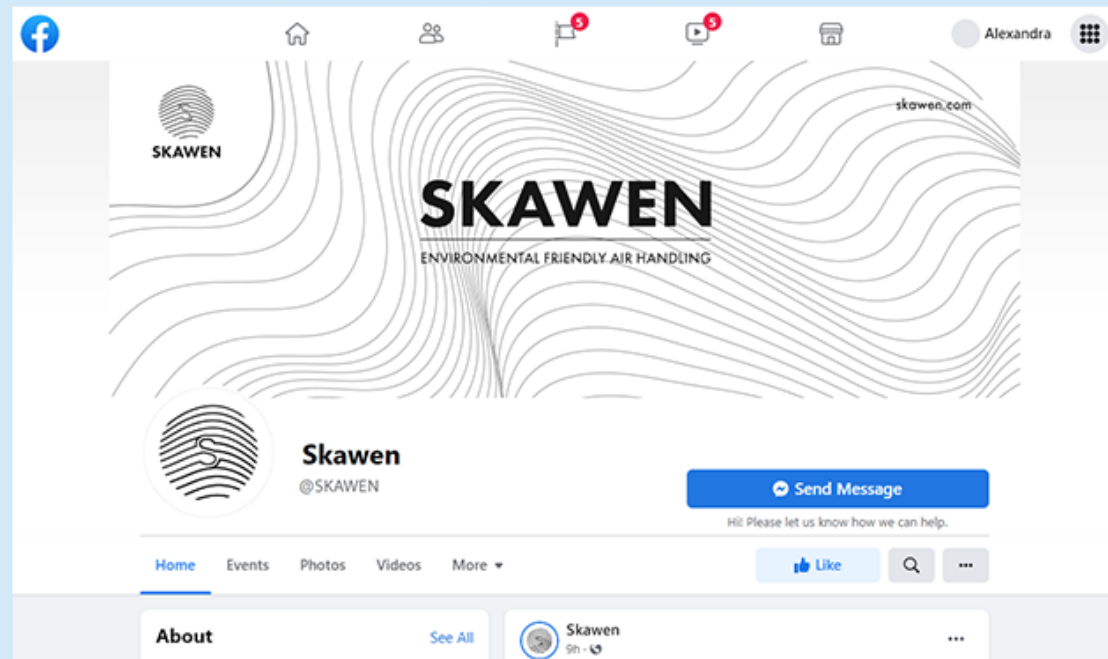
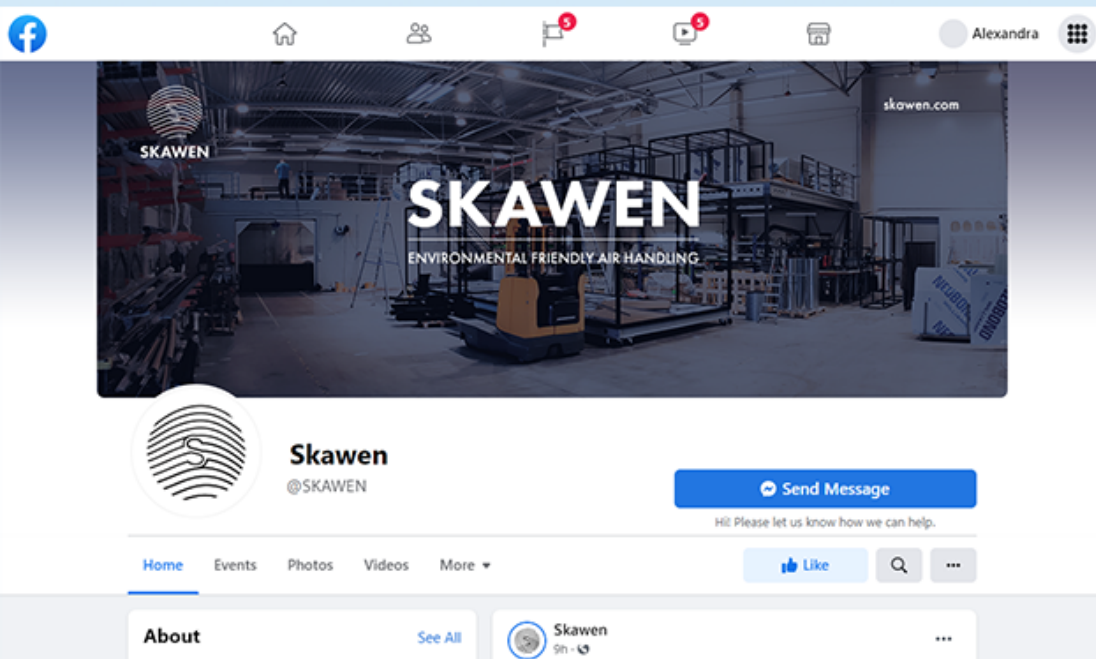


## POLO





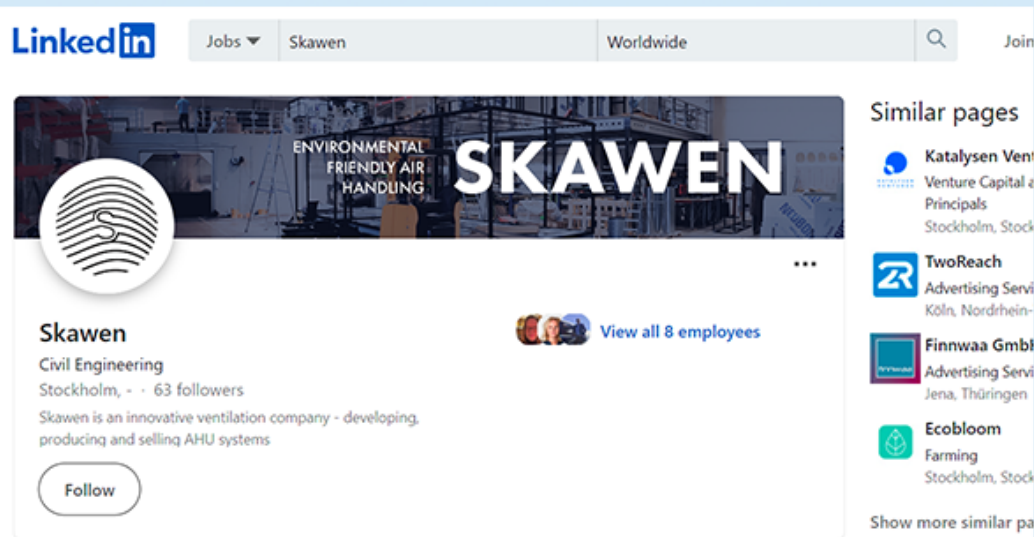
# SOCIAL MEDIA / FACEBOOK



Facebook cover page and avatar

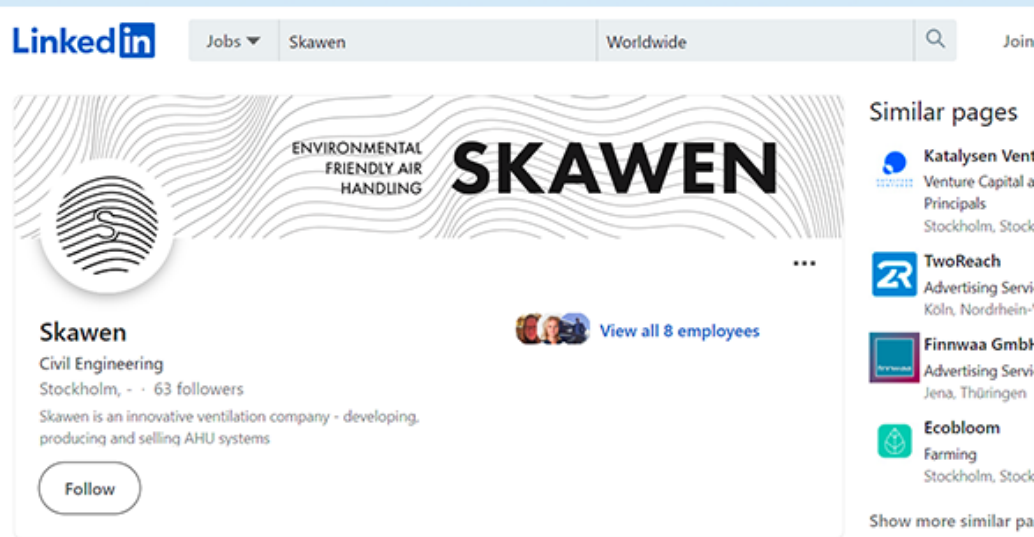
FACEBOOK

# SOCIAL MEDIA / LINKEDIN



## About us

Skawen is an innovative ventilation company developing, producing and selling AHU's with a highly



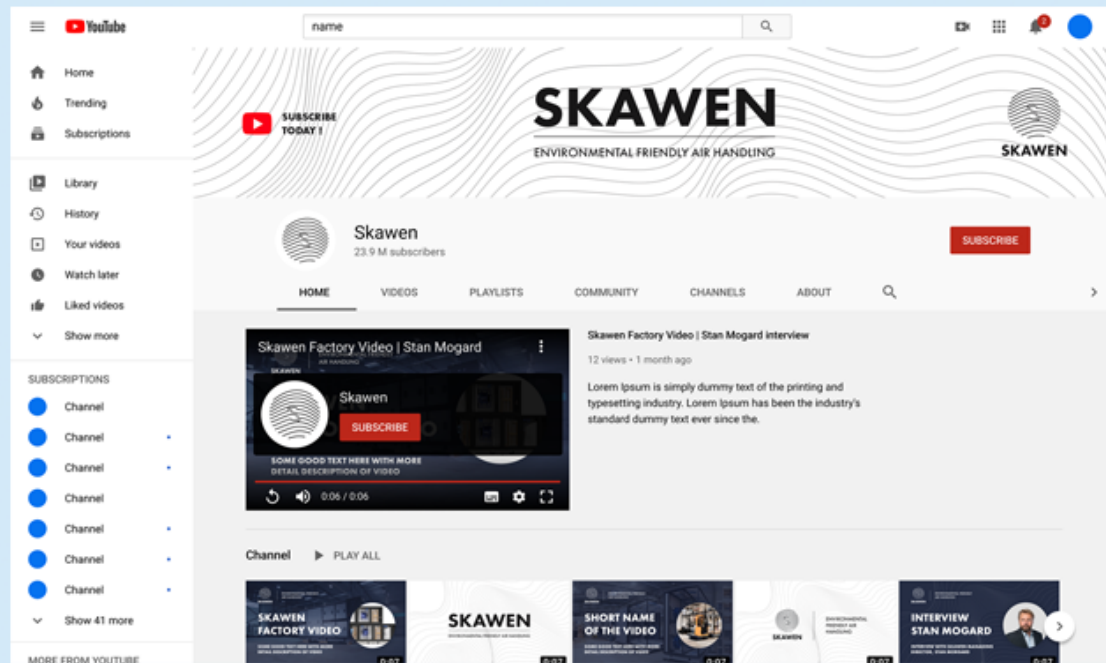
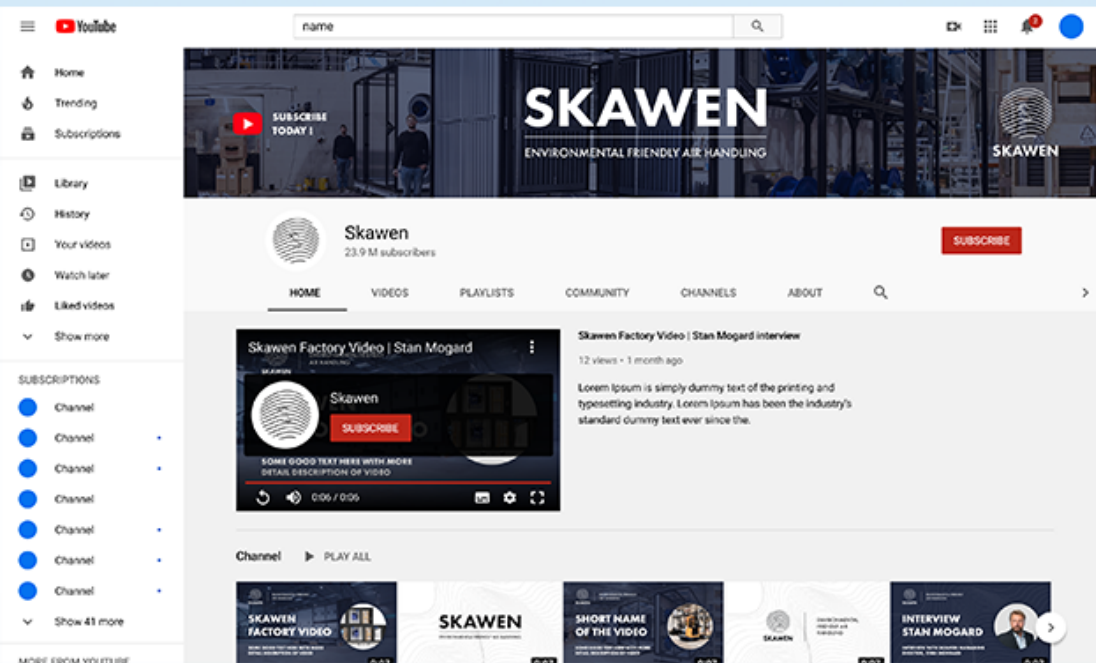
## About us

Skawen is an innovative ventilation company developing, producing and selling AHU's with a highly

Linkedin cover page and avatar

# LINKEDIN

# SOCIAL MEDIA / YOUTUBE

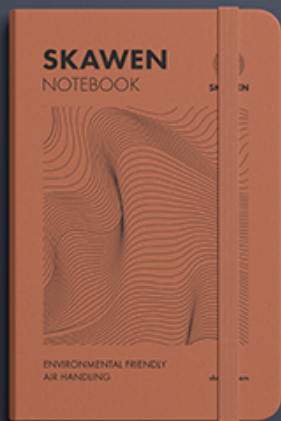
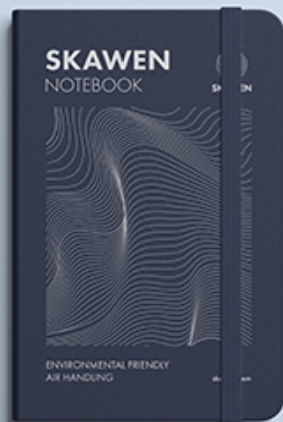


Youtube cover page and avatar

YOUTUBE

# ADVERTISING MATERIALS

Notebook

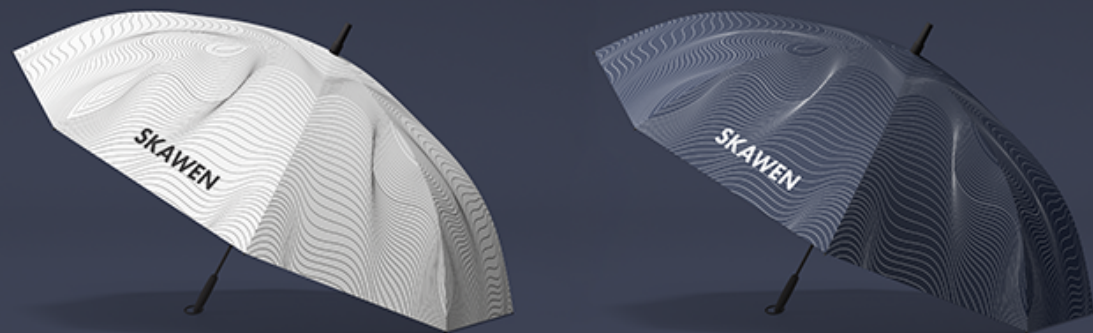




## ADVERTISING MATERIALS

Umbrella  
Power Bank  
Thermos

SKAWEN



Mug





# Thank you

**Brand Identity usage  
Guidelines**

**SKAWEN ©2022**



**SKAWEN**