BRAND GUIDELINES — 210618

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Foreword

Our visual identity is the face of our brand. It presents our personality, our attitude and our values to the world around us – and it is one of the key assets that unites us. Everything it contains has been carefully considered and created. Our identity is not just a logotype. It's a design scheme composed of a number of core elements that creates a distinctive visual language that makes the Bravida brand instantly recognisable. Everything we say and do communicates: the way an image is photographed, how a document feels, even the choice of words we use.

These guidelines are based on the Bravida brand strategy that can be found on the intranet.

The following pages presents our assets. Every detail contributes to the total impression of our brand. To maintain a consistant Bravida look it's important that we use all of our assets consistantly.

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Introduction

The Bravida logotype is our most important brand asset and should always be handled with care and respect. The logotype should never be modified or appear in any other way than stated in these guidelines.

The logotype must appear on all official Bravida communication.

Clear space

The Bravida logotype should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The minimum clear space around the logotype should be half of the logos height.

This measurement is the minimum space allowed around the logotype and should always be applied in all instances. It ‘s important to point out that the defined clearspace is a minimum, it is of course allowed and recommended to go above this in order to create clear and consistent designs.

Color options

The Bravida logotype can appear in different color schemes depending on the background it's applied on. It's a vailable in three color systems (PMS, CMYK & RGB) and in black and white. Note that usage of separate PMS-colors is always preferable. The black logotype versions should only be used whenever color alternatives don’t work. The logotype should never be modified or appear in any other way than stated in these guidelines.

Don'ts

1. Do not change the logo colors.
2. Do not distort the logo.
3. Do not redesign the logo
4. Do not use the wordmark alone.
5. Do not use the Bravida letters to create new logos.
6. Do not change proportions of the logo.
7. Do not attach areas of expertise to the Bravida logo.
8. Do not add effects to the logo.
9. Do not rotate the logo.

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Introduction

The Bravida symbol is the simplest graphic representation of the brand. The symbol is an abstraction of a star. The symbol can also represent the lifecycle of buildings.

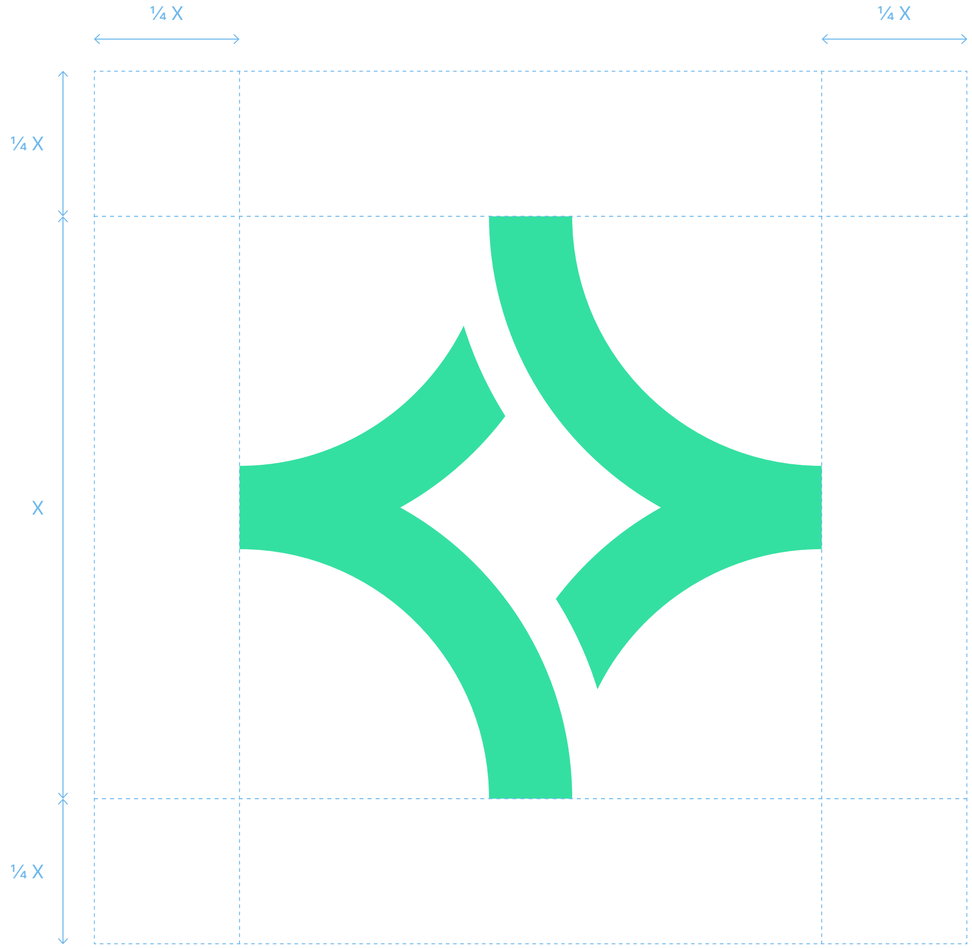
The Bravida symbol can be used alone if the Bravida logo is present somewhere on the same application.

In social media t he symbol can be used alone without the wordmark as long as the Bravida name is close.

Clear space

The Bravida symbol should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The minimum clear space around the logotype should be ¼ of the symbols height.

This measurement is the minimun space allowed around the symbol and should always be applied in all instances. It ‘s important to point out that the defined clearspace is a minimum, it is of course allowed and recommended to go above this in order to create clear and consistent designs.



Color options

The Bravida symbol can appear in different colors depending on the background it's applied on. It's available in color (PMS, CMYK & RGB) and in black and white. Note that usage of separate PMS-colors is always preferable. The black logotype versions should only be used whenever color alternatives don’t work. The symbol should never be modified or appear in any other way than stated in these guidelines.

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Primary brand colors

Color is one of the most recognizable parts of the brand. It can become t he one single element that people relate to in Bravida collateral. Bravida Blue and Green are the primary brand colors.

The combination within a layout should always include one or both primary colors. While the Bravida Blue or Green assures visual depth and brand recognition, the white adds lightness and space, and the supportive colors individually contribute to a modern and dynamic expression.

PMS (Pantone Matching System) is used when printing (e.g. brochures, stationery). Use Pantone colors for the best color accuracy when printing.

CMYK (Cyan, Magenta, Yellow, Black) is used in 4-color printing (e.g. advertising, digital printing)

RGB (Red, Green, Blue) is the scale for screen colors (e.g. Web and PPT).

NCS (Natural Color System) is mostly used for wall paint and other objects that are part of our branded environments.

Bravida Blue

PMS 7706 C
PMS 7706 U
CMYK 100.5.0.47
RGB 0.99.144
HEX #006390
NCS 4050-B

Bravida Green

PMS 3385 C
PMS 3375 U
CMYK 55.0.45.0
RGB 52.224.161
HEX #34E0A1
NCS S 1050-B90G

Supportive colors

In man y cases it is necessary to widen the two primary brand colors, therefore we have six supportive colors. The supportive colors are designed to be used with care and never to overpower or replace our primary brand colors. Bravida Silver should only be used as a Pantone-color or foil in order to create the best silver effect possible.

Bravida Dark Blue

PMS 7708 C
PMS 7708 U
CMYK 100.0.0.70
RGB 0.53.78
HEX #00354E

Bravida Light Blue 75

PMS Process Cyan C 75 %
PMS Process Cyan U 75 %
CMYK 75.0.0.0
RGB 0.182.237
HEX #00B6ED

Bravida Light Blue 50

PMS Process Cyan C 50 %
PMS Process Cyan U 50 %
CMYK 50.0.0.0
RGB 131.208.245
HEX #83D0F5

Bravida Light Blue 25

PMS Process Cyan C 25 %
PMS Process Cyan U 25 %
CMYK 25.0.0.0
RGB 201.232.251
HEX #C9E8FB

Bravida Pink

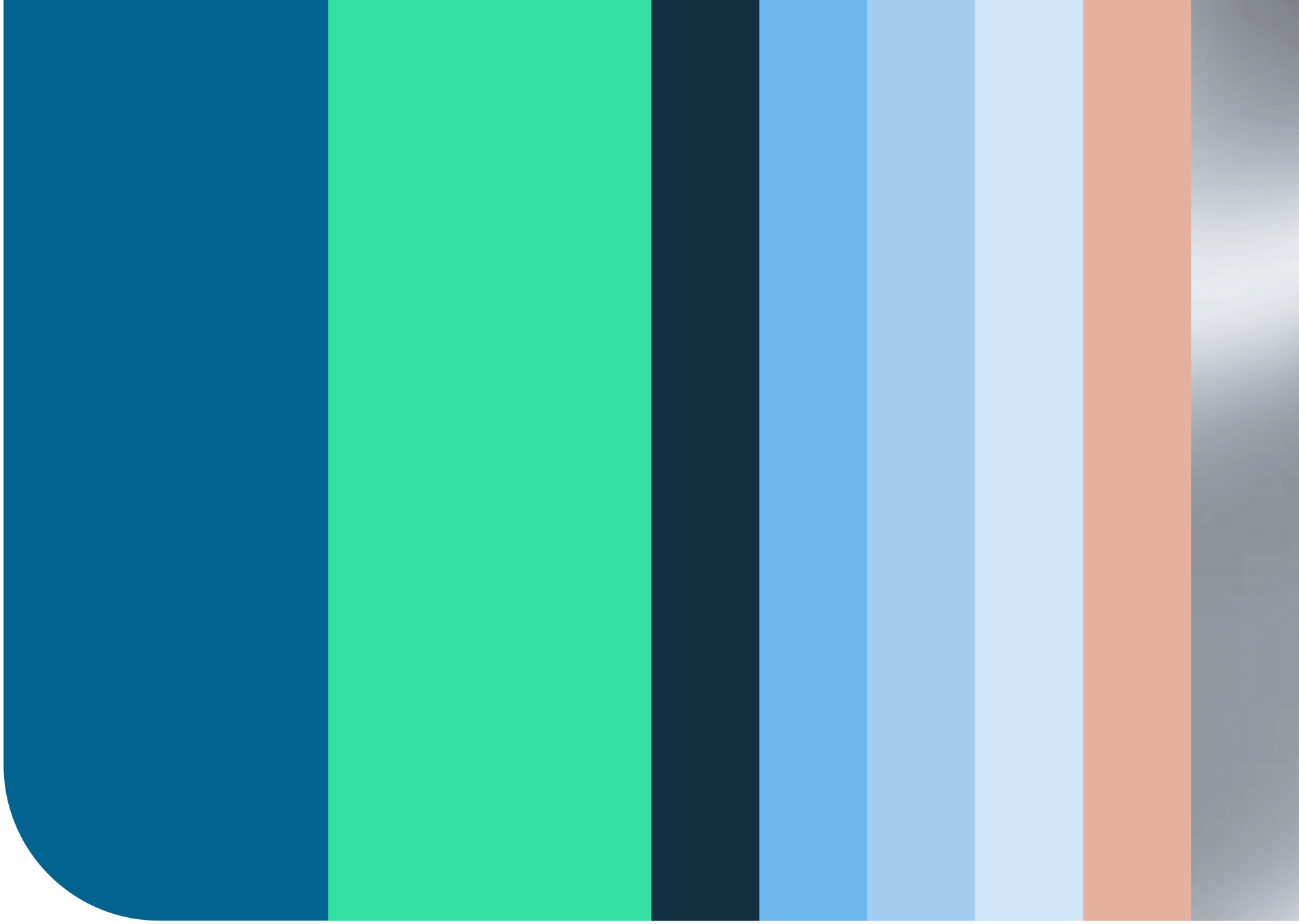
PMS 487 C
PMS 487 U
CMYK 0.37.31.0
RGB 234.167.148
HEX #EAA794

Bravida Silver

PMS 877 C

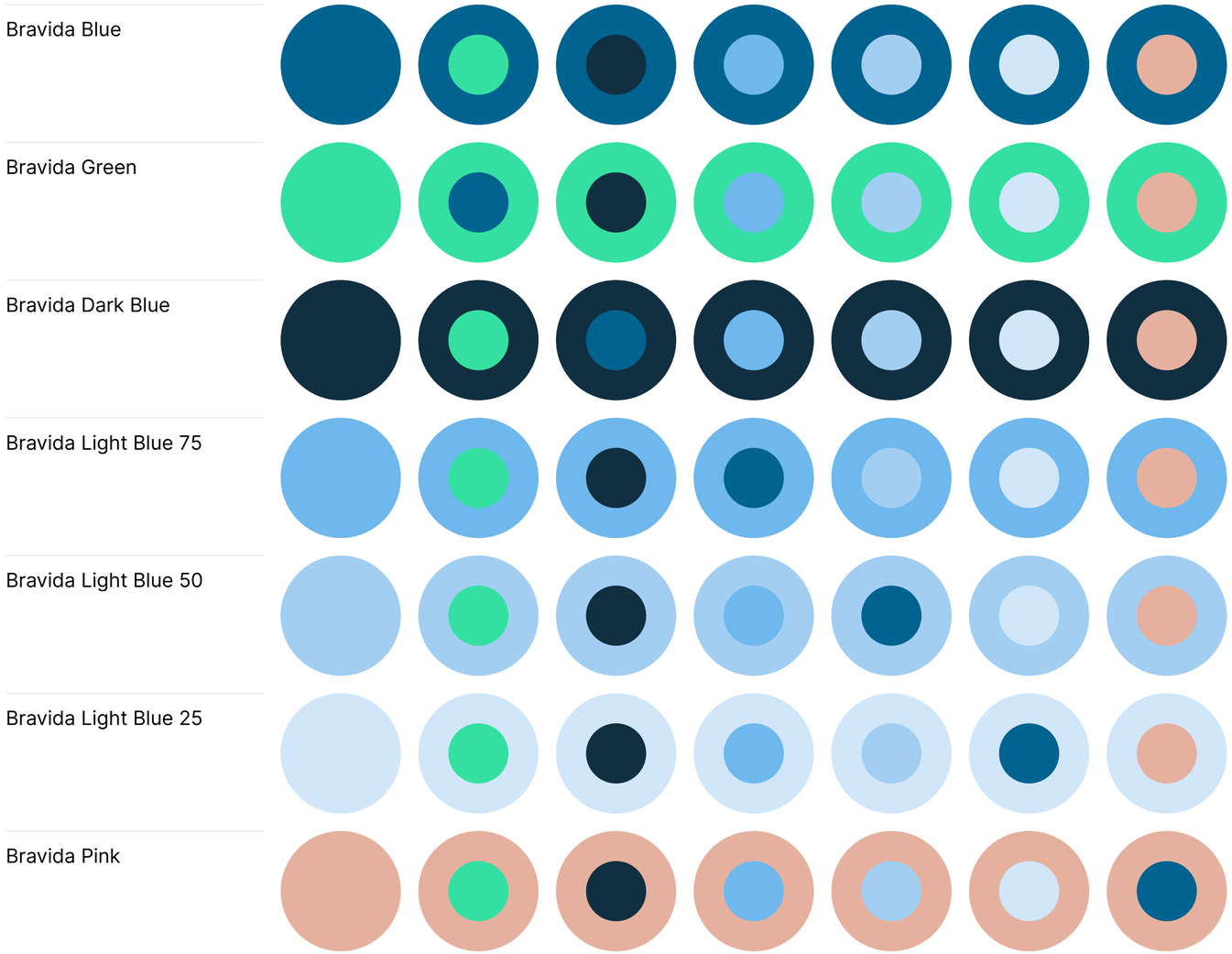
Color usage

It is impor tant to find a balance between the colors when creating any brand communication in order to maintain brand consistency and remain accessible for all people. The supportive colors are designed to be used with care and never to overpower or replace our primary brand colors.



Color combinations

It is important that every color combination creates sufficiant contrast for legibility. Therefore a few combinations should be avoided.



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Introduction

Typography is a very important part of our identity. Inter is a typeface that reflects the values of our brand and will become a part of the Bravida personality. Inter is available in a wide range of weights and styles, but in order to keep things simple and consistent Bravida will use four of these.

Inter

The typeface Inter has been chosen for its legibility and simplicity in order to enhance the clarity of our communications. When designing with typography it is important to do so with consideration. Take time to establish a hierarchy of information and use size and color to direct and lead the reader through the content in a logical order.

Usage:

Headlines
Inter Light is used for headlines throughout our communication. When headlines are above 25 pt in size use Inter Extra Light.

Body text
Body text should always be set in Inter Regular in at least 6 points. Always set body text in 100% of an approved Bravida color, black or white. In order to retain legibility, avoid setting text smaller than 6 points.

Subheader
For subheaders use Inter Semibold.

Inter – Extra Light
abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
1234567890!?&©£$™

Inter – Light
abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
1234567890!?&©£$™

Inter – Regular
abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
1234567890!?&©£$™

Inter – Semibold
abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
1234567890!?&©£$™

Fallback typeface

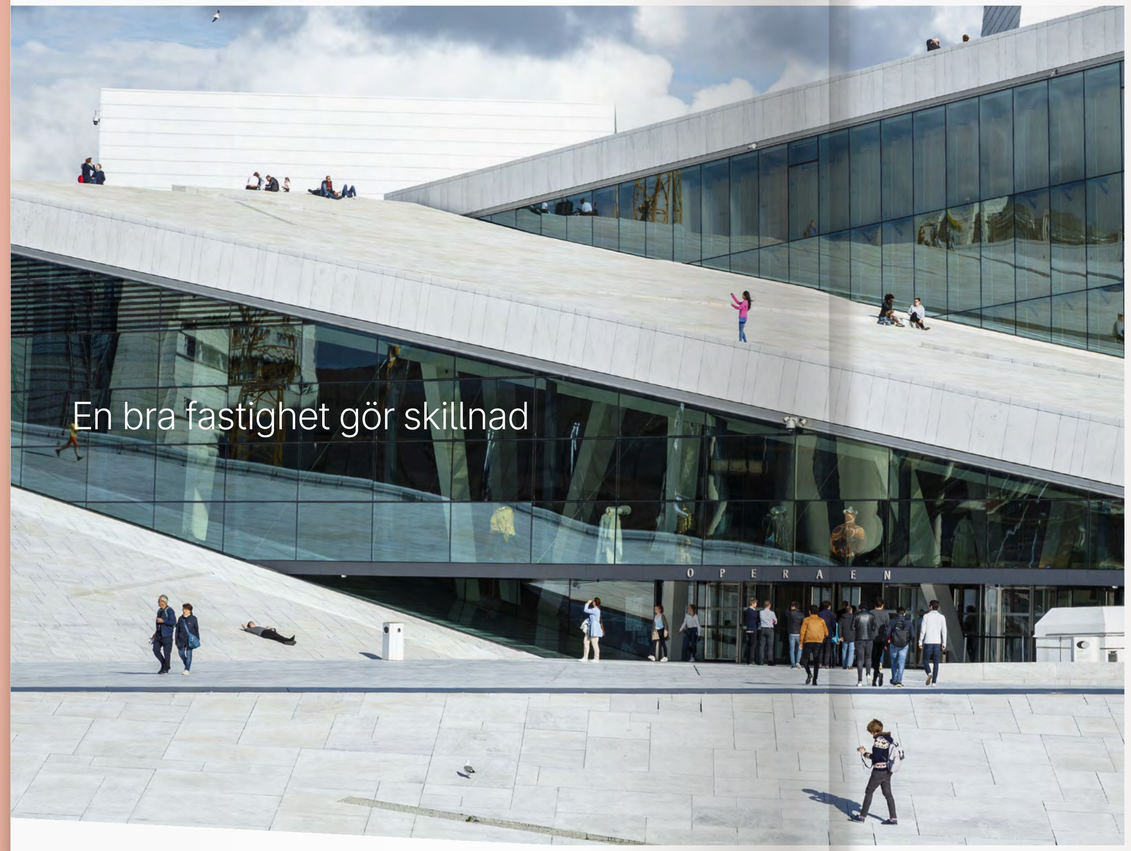
When Int er is not available, such as in Word or Powerpoint Arial should be used. Arial is one of the most common typefaces and is available on most computers.

Arial – Regular
abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
1234567890!?&©£$™

Arial – Bold
abcdefghijklmnopqrstuvwxyzåäö
ABCDEFGHIJKLMNOPQRSTUVXYZÅÄÖ
1234567890!?&©£$™

Typographic settings

- Try to limit different type sizes in applications – a maximum of three is optimal.
- The standard alignment for all text is flush left.
- Fonts need adjustment in letter spacing and sometimes kerning, otherwise the characters will appear too spacious. The word spacing and leading also need tighter adjustments in large type size to look right.
- Column widths change due to the size of layout/copy. Line lengths should not be too long 40–45 characters is optimal. It is impor tant to the overall impression that text blocks have well-balanced proportions.



Operahuset i Oslo. Tillsammans med våra kunder skapar vi hållbara och trivsamma miljöer.

Därför finns Bravida

Nu ställer Norden om till klimatneutrala samhällen. Bravida gör skillnad när vi hjälper våra kunder att skapa lösningar som får samhället att fungera bättre – idag och i framtiden.

Bravida handlar om dig, om samhället runt omkring oss, och om klimatet.

Tillsammans med våra kunder skapar vi trivsamma miljöer och nödvändiga samhällsfunktioner: effektiv ventilation på intensivvårdsavdelningen, automatisk belysning på kontoret, kraft till datahallen och brandlarm i barnens skola.

Bravida ger fastigheter liv. Vår teknik är energieffektiv och håller länge. Med regelbundet underhåll ser vi till att allt fungerar som det ska – dygnet runt, året om. På sjukhuset, reningsverket, shoppingcentret, i bostaden eller på kontoret.

Den som använder fastigheten behöver inte tänka på tekniken, och det är precis som det ska vara. Genom klimatsmarta lösningar leder vi vägen mot en hållbar framtid. För våra kunder, för samhället och för nästa generation.

Typographic settings

Header
Int er Light
Optical kerning: -15
Leading: 90–100% depending on the amount of text.
Wordspacing: 80%
Left aligned

Header above 30 pt
Int er Extra Light
Optical kerning: -15
Leading: 90–100% depending on the amount of text.
Wordspacing: 80%
Left aligned

Intro
Int er Regular
Optical kerning: -10
Leading: 120–130% depending on the amount of text.
Wordspacing: 80%
Left aligned

Subheader
Int er Semibold
Metric kerning: 0
Leading: 120–130% depending on the amount of text.
Wordspacing: Auto
Left aligned

Body copy
Int er Regular
Metric kerning: 0
Leading: 120–130% depending on the amount of text.
Wordspacing: Auto
Left aligned

Full potential inom installation

Framöver ska vi öka vår helhetsförsäljning, och flytta oss in i tidigare projektfaser inom installation. Men framför allt ska vi skapa marknadens bästa och mest lönsamma leverans.

Det händer mycket inom installation nu. På marknaden ser vi ett ökande intresse för helhetsleveranser, inklusive rådgivning, projektering och samordning. Installationerna blir allt mer avancerade, med ökande efterfrågan på energi- och klimateffektiva lösningar. Samtidigt vill kunderna ha allt högre kvalitet, till allt lägre kostnad.

Vinnare på marknaden blir den aktör som väljer rätt kunder, kommer in i tidiga projektfaser, levererar effektivt – och kan hantera hållbara helhetslösningar genom hela livscykeln. Med andra ord, den aktör som kan konkurrera med mer än pris.

Installation till nästa nivå
De närmaste åren ska vi ta vår installationsverksamhet till nästa nivå. Det betyder att kundupplevelsen är i centrum, och fokus på lönsamhet är en självklarhet. Vi har alltid rätt personer på plats och vi använder våra gemensamma arbetssätt. Vi är helt enkelt mästare på projektledning och leverans.

Med ett strukturerat säljarbete kan vi prioritera rätt kunder och arbeta för att komma in i tidiga projektfaser. När våra avdelningar hjälper varandra, kan små kunder inom ett teknikområde bli stora helhetskunder genom hela livscykeln.

INSTALLATIONSMÅL 2023 ↓

- Omsättning **12 miljarder SEK**
- Total årlig tillväxt **+2 %**
- Ambition EBITA-marginal **>10 %**

Här vill vi vara inom installation

Bravida är den ledande installationsaktören inom vår bransch i Norden. Vi har en affär som växer – men bara med lönsamma projekt. Vi är helt enkelt Nordens bästa leverantör av tekniska installationer för fastigheter och anläggningar.

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Introduction

Bravida has a need for various types of images – from corporate marketing to product sheets – all of which must be planned and in line with a consistent Bravida style. Images pla y an important role in communicating the Bravida brand. That is why the quality of the images are very important.

Look and feel

All Bravida images should have a journalistic touch. Professional photographers and stylists are the best way to ensure the Bravida look and feel.

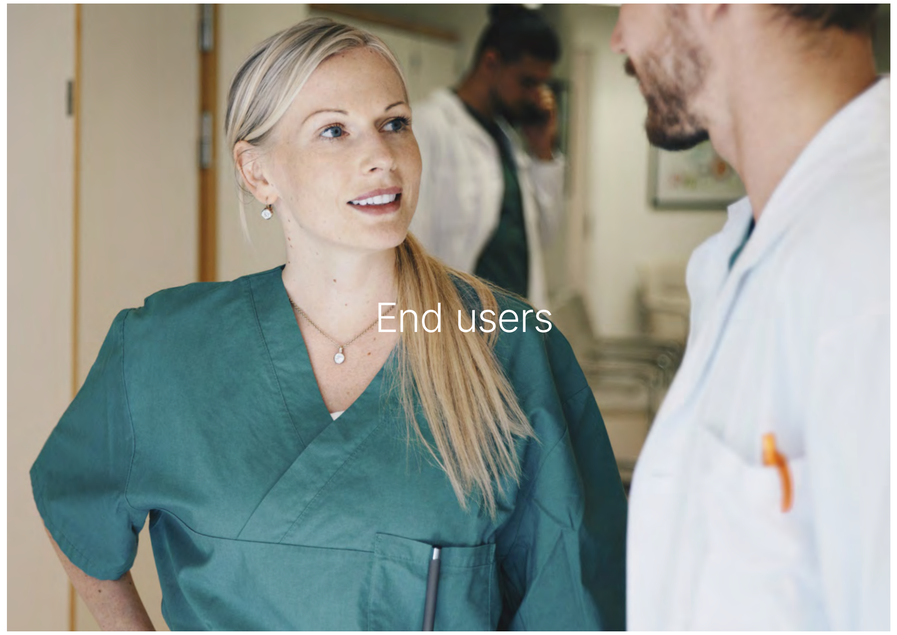
Checklist:

- Do not stage photos. Use realistic situations and environments.
- Compose images so that they draw you into the photo.
- Remember that the subject is important. Make sure that the surroundings are not too cluttered or distracting.
- Shallow depth of field can be used to isolate and highlight employees and objects.
- Avoid using flash or artificial lighting. Use existing/natural light if possible.
- Colors should feel natural. Not saturated or enhanced.
- Try to avoid wide angle lenses when shooting. Especially when shooting people.
- People should not look into the camera.
- Make sure that all our employees in the pictures use correct safety equipment.
- Other brands and logos should not be present in our images.
- Never shoot in tilted angles.

Image categories

Bravida's image bank is devided into four categories.

· Instal lation
· Service
· Office
· End users



Service

Images of our emplo yees that are working within the service divisions. These images gives us a peek into our employees daily routines. Therefore it's important that the images are not staged or feel unnatural in any way.

Checklist:

- Do not stage photos. Use realistic situations and environments.
- Employees should look focused and professional.
- Employees should wear branded Bravida workwear and the right safety equipment.
- We are a team of people from different countries and gender working together at Bravida. Make sure that it comes thru in our images in a realistic way.
- Always make sure that we get a good variaty of images. Close-ups, distant, portrait, landscape, abstract and informative. And keep in mind that images should have room from cropping and sometimes the possibilty to add text on top of them.

Installation

Images of our emplo yees that are working within the installation divisions. These images gives us a peek into our employees daily routines. Therefore it's important that the images are not staged or feel unnatural in any way.

Checklist:

· Do not stage photos. Use realistic situations and environments.

· Work environments can be really dirty and cluttered. Try to work around that and find angles to simplify.

· Employees should look focused and professional.

· Employees should wear branded Bravida workwear and the right safety equipment.

· We are a team of people from different countries and gender working together at Bravida. Make sure that it comes thru in our images in a realistic way.

· Always make sure that we get a good variaty of images. Close-ups, distant, portrait, landscape, abstract and informative. And keep in mind that images should have room from cropping and sometimes the possibilty to add text on top of them.

Office

Images of our empl oyees that are working in our offices. These images gives us a peek into our employees daily routines. Therefore it's important that the images are not staged or feel unnatural in any way.

Checklist:

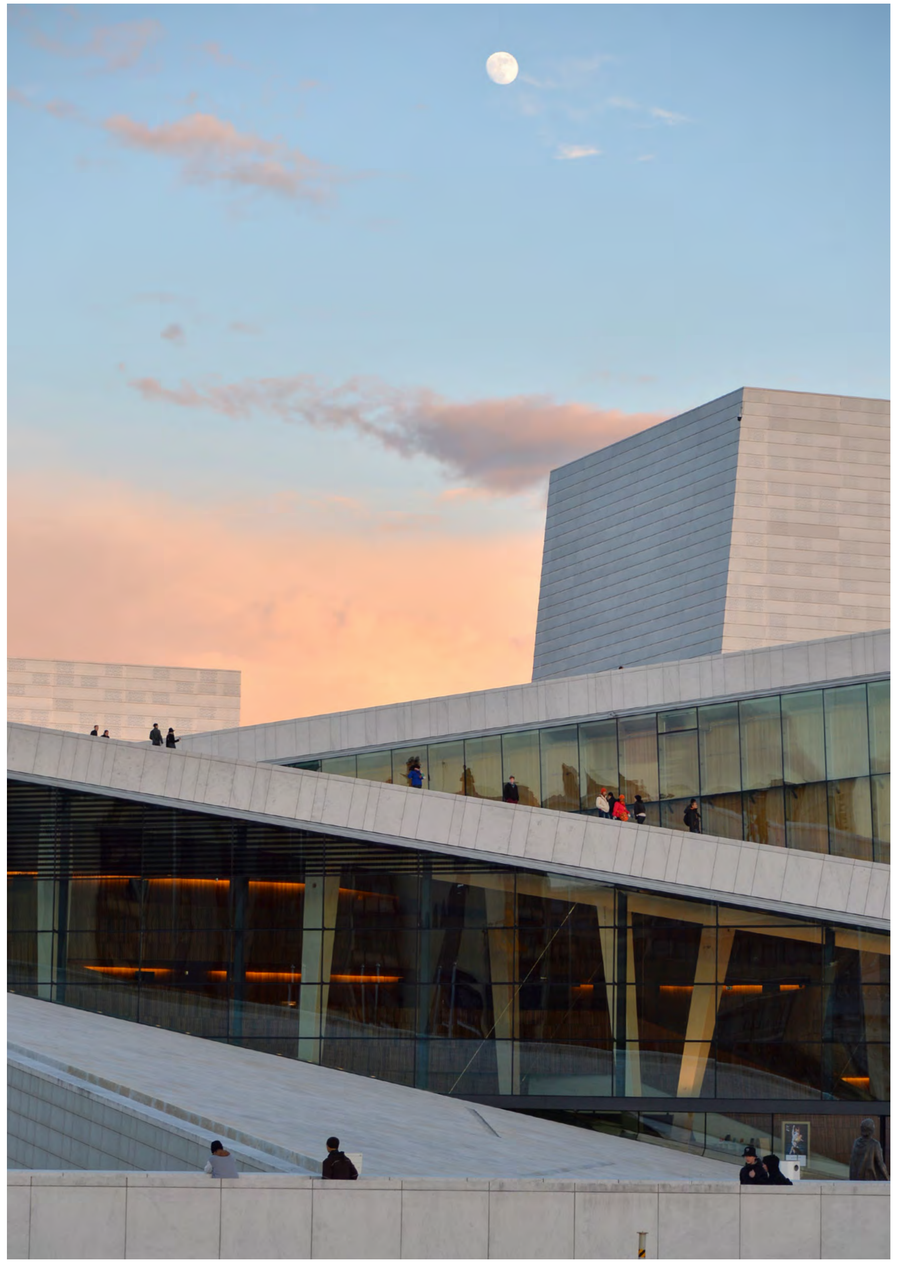
- Do not stage photos. Use realistic situations and environments.
- Shooting from a distance with a long lens is a great techniques to get a realistic feel without distracting employees or models.
- Employees should look focused and professional.
- Employees should wear normal clothing. Make it look natural and try to avoid branded clothing and strong patterns/colors.
- We are a team of people from different countries and gender working together at Bravida. Make sure that it comes thru in our images in a realistic way.
- Always make sure that we get a good variaty of images. Close-ups, distant, portrait, landscape, abstract and informative. And keep in mind that images should have room from cropping and sometimes the possibilty to add text on top of them.

End users

This category shows finalized Bravida projects and lifestyle images of the people living and working in the buildings that we have brought to life.

Checklist:

- Do not stage photos. Use realistic situations and environments.
- Compose images so that they draw you into the photo.
- Remember that the subject is important. Make sure that the surroundings are not too cluttered or distracting.
- Shallow depth of field can be used to isolate and highlight people and objects.
- Avoid using flash or artificial lighting. Use existing/natural light if possible.
- Colors should feel natural. Not saturated or enhanced.
- Try to avoid wide angle lenses when shooting. Especially when shooting people.
- People should not look into the camera.
- Other brands and logos should not be present in our images.
- Never shoot in tilted angles.



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Introduction

By utilizing the geometrical round curves of the B in our logotype, we create a graphic format that gives the brand clear recognition in both printed and digital channels. It is used throughout the entire identity tying all applications together. It can be applied to one or two corners of an image or graphic shape. The size of the radius can differ depending on what kind of application it's applied on.

Examples

Here's some examples on how to use the graphic format.

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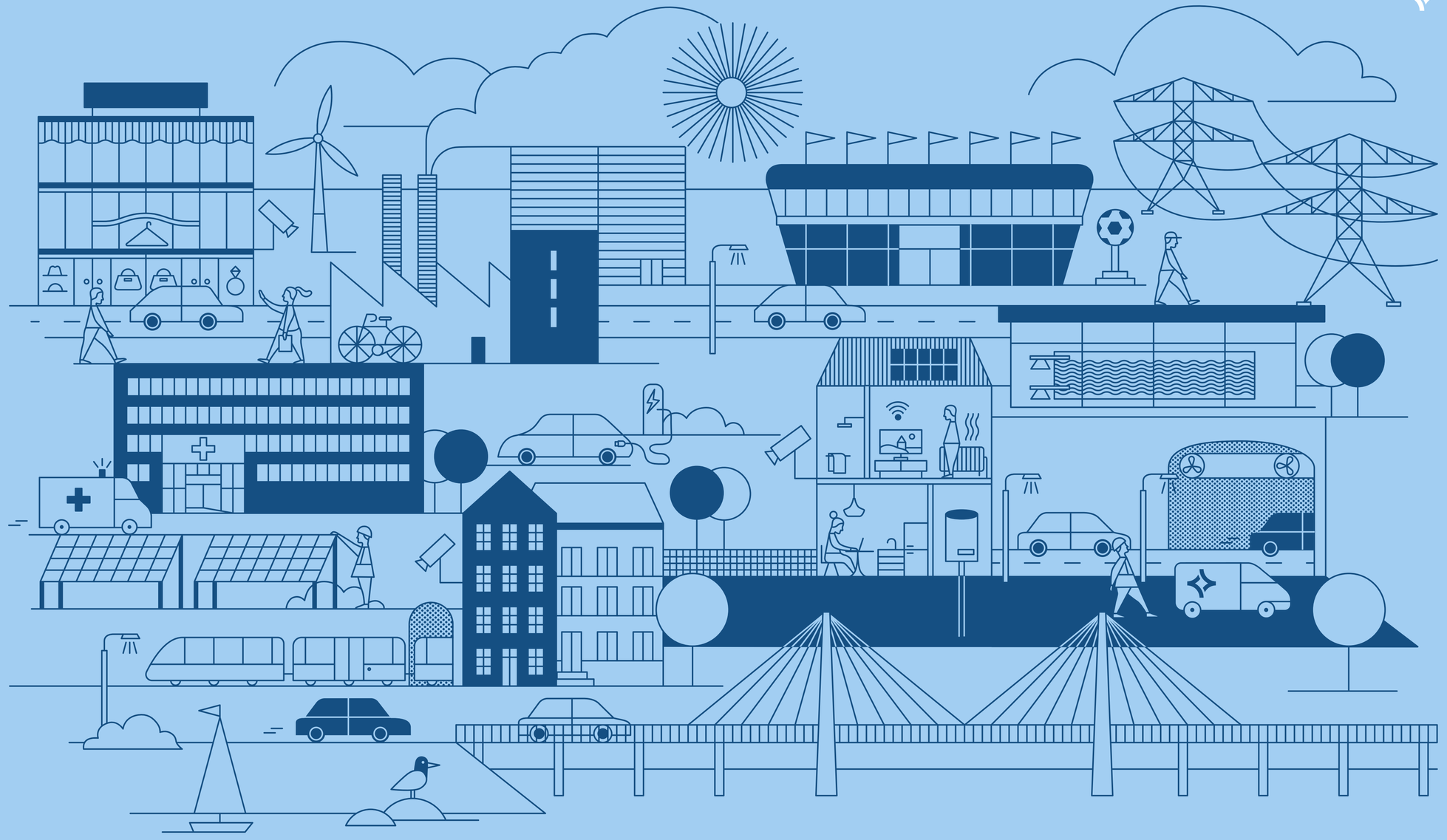
Introduction

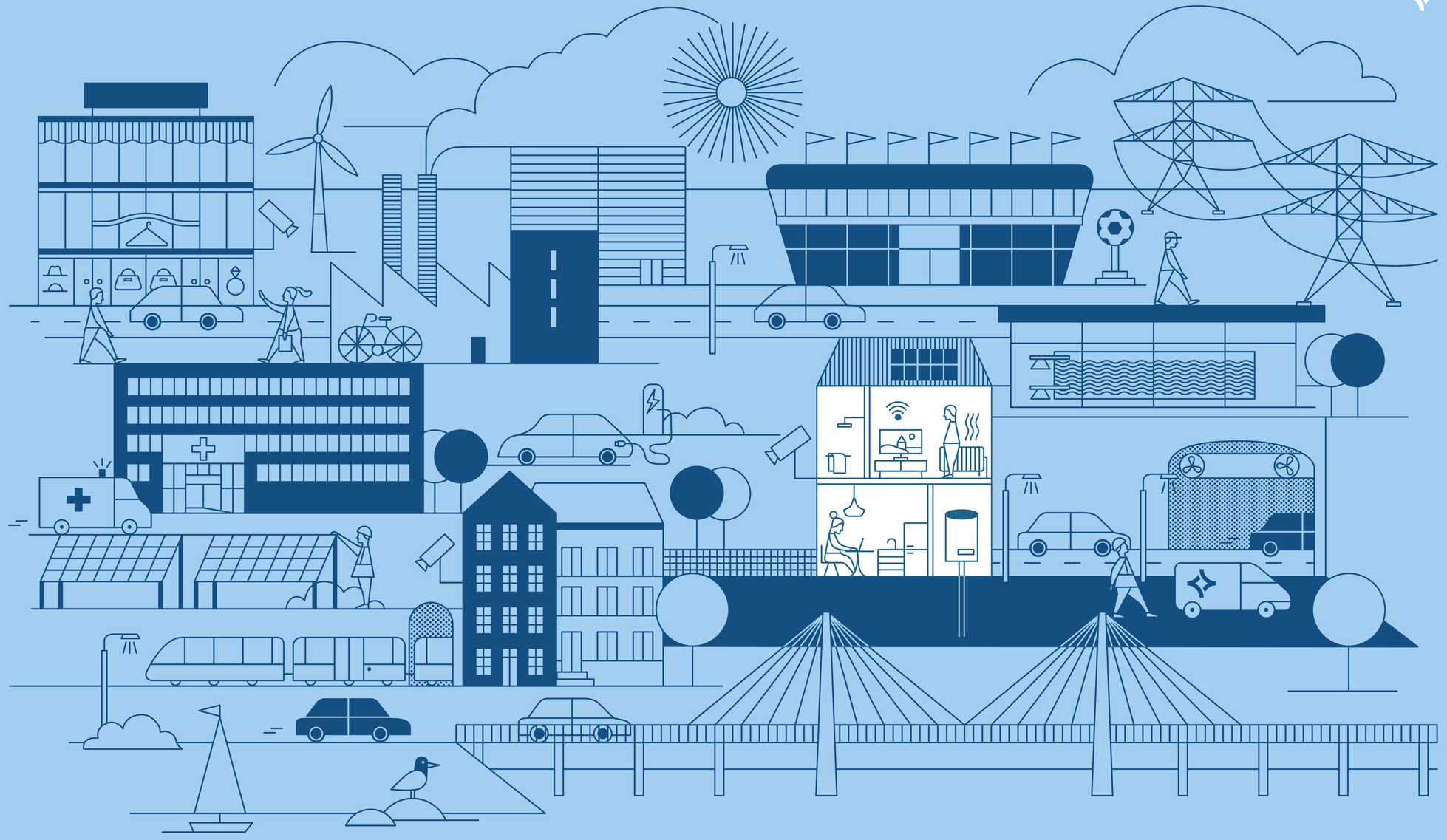
Il lustrations are used to illustrate our services. Simple and geometric, just like the other assets in our toolbox. Our illustrations are made to be monochrome. They can be applied to different colored backgrounds. But the line color can't be changed. Please see page 00 for color suggestions.



Bring buildings to life

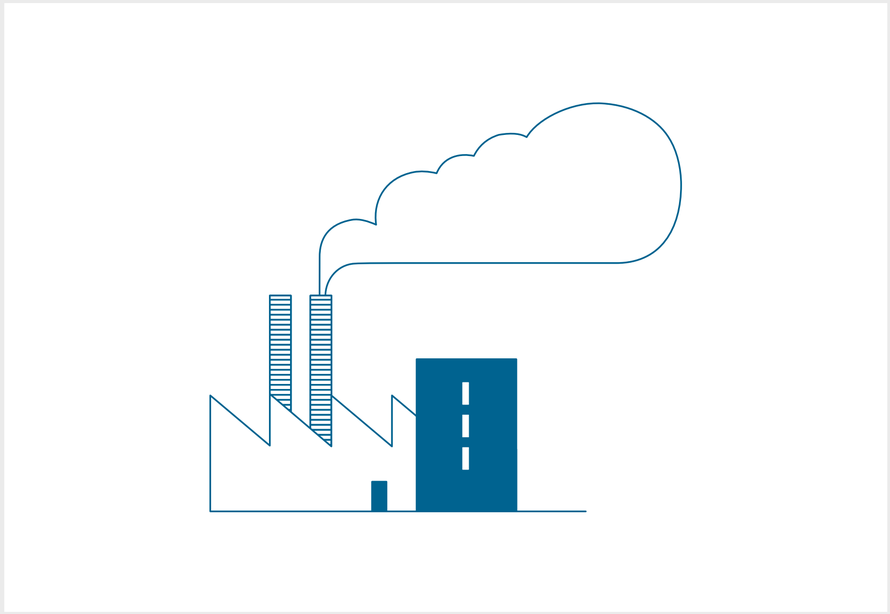
Specific parts of the illustration such as a window or the shopping mall can be highlighted to illustrate our saying: ”We bring buildings to life”.

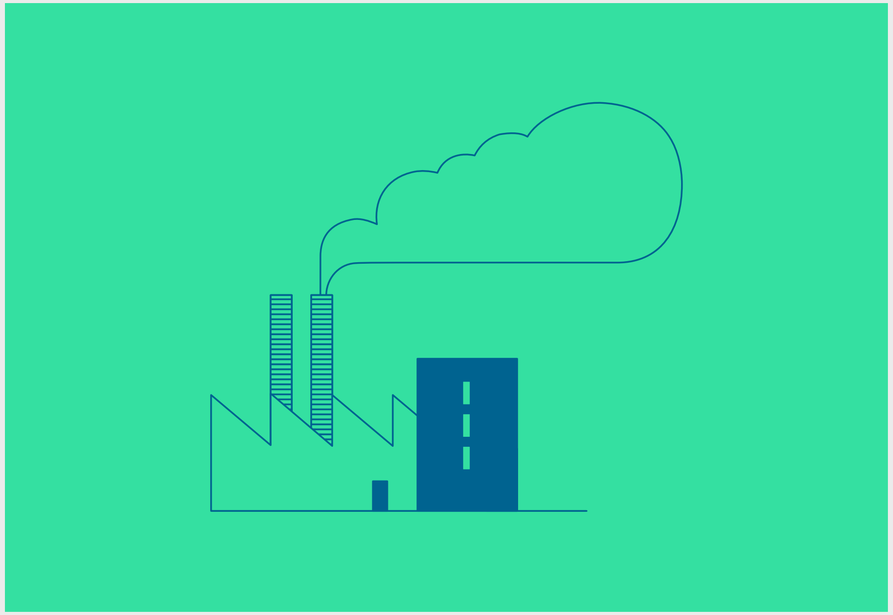
The illustrations are designed specifically for Bravida and should never be altered. Please contact the communication department for illustrations.

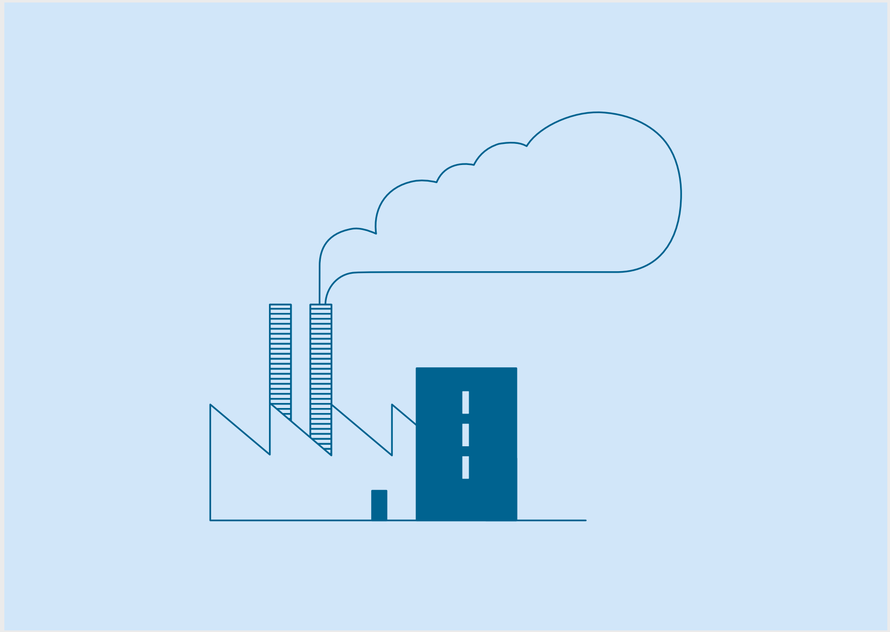


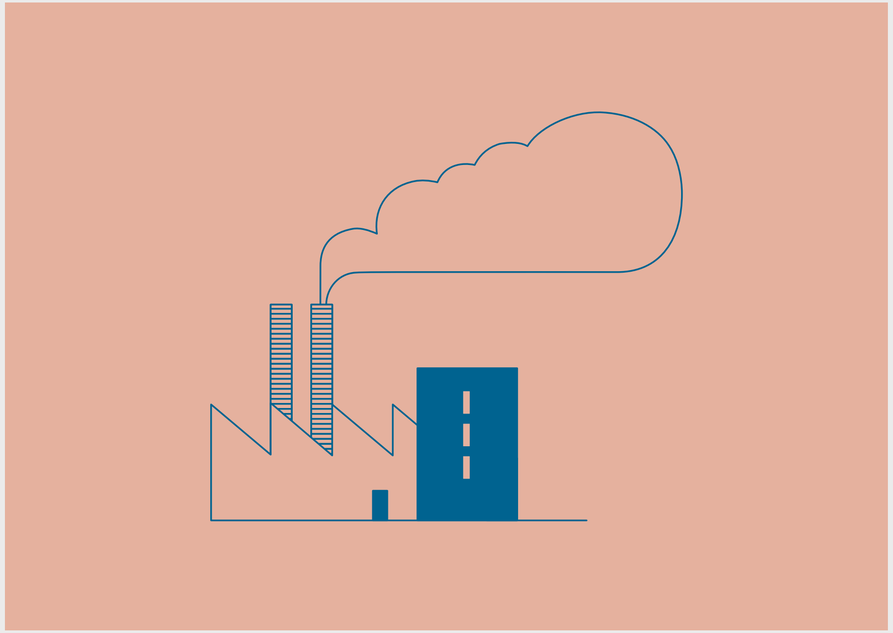
Color options

Here are the color options for the background plus Bravida Light Blue 50 displayed on the previous page. The line color should always be Bravida Blue.









Example

Here's an example on how to use illustration in printed matter.

Charts

Our charts should feel like an extension of our illustration style. Inf ormative and simple. The Bravida colors can be used on the charts. See page 17 for color combinations.

Installation
Projektering & design →
Installation → Överlämning till service

Service
Drift → Optimering → Underhåll →
Uppgradering → Renovering

Vi får kundens fastighet att fungera som en helhet

Hos Bravida får kunden en partner som tar hand om alla tekniska funktioner. Vi skapar hållbara lösningar i fastighetens hela livscykel.

Fastigheter och anläggningar har många olika tekniska funktioner. El, vatten, ventilation, värme, kyla, säkerhet, automation, solceller, hissar, brandskydd och kraft. Allt ska fungera felfritt och utan problem, genom fastighetens hela livscykel.

Då behövs proffsig projektering, ett lönsamt byggprojekt och hållbara installationer. När anläggningen står klar ska hyresgästerna vara nöjda, driften problemfri och underhållet regelbundet.

För att ordna allt detta, skulle det kunna krävas tio olika leverantörer. Vi på Bravida tycker att det räcker med en enda.

Bravida ger fastigheter liv
Bravida är leverantören som får tekniken att fungera som en helhet, genom fastighetens hela livscykel.

Vi är en partner och rådgivare till våra kunder. Vi skapar helhetslösningar som gör det svåra enkelt och som höjer fastighetens värde. Vi jobbar alltid nära kunden, lyssnar och föreslår lösningar. Vi hjälper våra kunder att göra hållbara val. Och framför allt – vi håller vad vi lovar och tar ansvar för vårt jobb.

Med Bravida som leverantör blir jobbet enklare. Vi ger fastigheter liv.

Bravida sköter ofta installationerna i sjukhusbyggen. Regelbunden service säkrar att vårdlokalerna fungerar som den ska, så att sjukhuset kan upprätthålla en god patientsäkerhet.

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Introduction

Our icons are created to work as wayshowers and clarify information in both printed and digital media. They can be used in all of our identity colors. Just make sure that every color combination creates sufficiant contrast for legibility. See page 17 for color combinations.

The icons are made with a grid to make sure that they all look like a family sharing the same line width and geometric details. All icons are centered within a circle. The light blue square shows the design area for the icon. No part of the icon should be outside of the inner square. The end of the lines should always be flat, not rounded.

Please contact the communications department for new icons.

Examples

Service

Ventilation

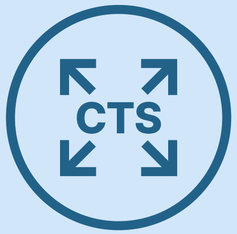
Installation

Vvs

El

Sprinkler

Kraft



CTS

Eltavler

Energioptimering

Sjukhus

Stora aktörer/
Komersiella fastigheter

Lokala företag/Bostäder

Riktade åtgärder

Kunder

Examples

Medarbetare

Tillträdessystem

Fysisk säkerhet

Kameraövervakning

Brandskydd

Specialer

Kyla

Kvantitativ analys

Integrerade säkerhetssystem

Elevator

Lås

Leverantörer

Infrastruktur

Projektledning

Inbrottslarm

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Introduction

Bravida's tagline “We bring buildings to life” captures the soul of the Bravida brand and culture. It should always be used together with the logotype but never as a lock-up (logotype with tagline connected underneath).

Tagline

Bravida's tagline “We bring buildings to life” is available in all local languages. It comes in two different versions that can be used depending on the size of the application. The tagline is a set artwork and should not be altered.

We bring buildings to life.

Vi giver bygninger liv.
Annamme kiinteistöllesi elämän.
Vi ger fastigheter liv.
Vi gir bygninger liv.

Tagline — Compact

Bravida's tagline “We bring buildings to life” is available in all local languages. It comes in two different versions that can be used depending on the size of the application. The tagline is a set artwork and should not be altered.

We bring buildings to life.

Annamme kiinteistöllesi elämän.

Vi ger fastigheter liv.

Vi gir bygninger liv.

Vi giver bygninger liv.

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Introduction

Bravida has areas of expertise within technologies and services that bring buildings to life. When we want to draw special attention to an area of expertise, we can highlight the name using an unified visual treatment. We detail the guidelines for the visual treatment on the following pages. And in addition the following applies:

- We treat areas of expertise like names, without brand status or logotype character.
- We use a defined set of descriptive names.
- We highlight one expertise area at a time.
- For clarity, we preferably use local Nordic languages, rather than the English terms.
- We don’t connect Bravida to the name when we highlight the area of expertise in communication.
- The areas of expertise should always be applied together with the Bravida logo.

	Sweden	Norway	Denmark	Finland
Technology areas (For full list of approved names or new technology areas consult Group Communications)	El VS Ventilation Sprinkler Kyla Kraft Energioptimering Cooling Fire & Security	Elektro Rør Ventilasjon Kjøling Sprinkleranlegg Brann og sikkerhet Teknisk bygningsdrift	El VVS Ventilation Fjernvarme Sprinkler Køling Elevator Energioptimering Fire & Security	Sähkö Lämpö, vesi ja viemäröiti Ilman vaihto Paloturvallisuus jaturvallisuus Jäähdytys Sprinkleri Linjasaneeraus
Key service offerings Examples	Energioptimering Facility management	Teknisk bygningsdrift Energioptimalisering	Energioptimering Facility management	Energiansäästö

Sizing options

The area of expertise name is written in Inter Light, using upper and lower case letters. Inter Light is used to differentiate and to make sure that the area of expertise does not compete with the Bravida logo.

This page illustrates the different sizing options that are available. They are not recommended placing. Which one to use, depends on the length of name and the size of the application. Names with two or more words can be written double lined.

The areas of expertise should never be placed too close to the Bravida logo so that it can be perceived as a lock-up.
See page 7 for correct minimum distance to Bravida logo.

Single line Option 1
Inter — Light

Single line Option 2
Inter — Light

Double line Option 1
Inter — Light

Double line Option 2
Inter — Light

Double line Option 3
Inter — Light
Only used on cars.

Color options

On white backgrounds use Bravida Blue on the area of expertise.

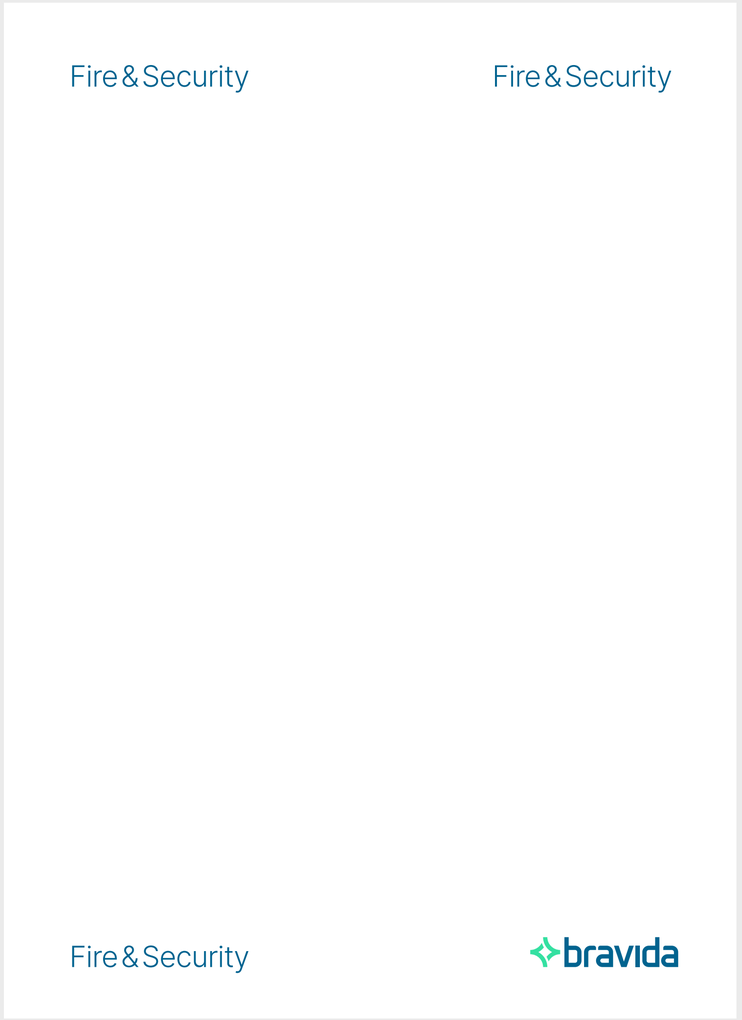
On dark backgrounds use Bravida Light Blue 75 or white on the area of expertise.

Always strive for good readability and contrast.

Placement on printed materials

On printed material place the area of expertise at the top or bottom left corner. If t hat space is occupied by other information place it in the top right corner.

The areas of expertise should not be placed too close to the Bravida logo so that it can be perceived as a lock-up.



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Sustainability

Sustainability is an important part of Bravida. Therefore, we have developed some specific visual tools and guidelines to strengthen our communication on sustainability. The tools are based on Bravida's visual identity, with a slight differences in treatment.

Color
Since green is a good way to symbolize sustainability it should always be present. To make it more dynamic we have expanded our color palette with a supportive green color, Bravida Green 25. This color is only to be used for this topic and should be treated the same way as the other supportive colors in our palette. To maintain brand consistency its important to find a balance between the green colors and the other colors in our palette.

Illustrations
The illustration can be displayed in the following two color versions:

- Blue line color against Bravida Green or Bravida Green 25 background.
- Green line color against white background.

Icons
The icons can be displayed in the same two color versions as the illustrations, Bravida Blue or Bravida Green.

Bravida Green	Bravida Green 25
PMS 3385 C PMS 3375 U CMYK 55.0.45.0 RGB 52.224.161 HEX #34E0A1 NCS S 1050-B90G	PMS 2253 C PMS 2253 U CMYK 25.0.20.0 RGB 202.247.231 HEX #CAF7E7

Bravida GreenHub

Bravida GreenHub is a concept within the sustainable area. Here are some examples of how the tools have been implemented to communicate sustainability in the best way.

We use green to symbolize sustainability, which is why GreenHub is written in Bravida Green. Apart from that the same guidelines and rules should be followed for handling Bravida GreenHub as for Bravida's areas of expertise. For more detailed instructions please read more under the areas of expertise chapter.

Illustrations
The illustration can be displayed in the following two color versions:

- Blue line color against Bravida Green or Bravida Green 25 background.

- Green line color against white background.

Other
The Bravida Green color is used for Bravida GreenHub's shirts. To ensure that all shirts have the same shade of green, all shirts should be purchased from the same supplier.

On helmets and electric scooters we are using a white background and our logotype in Bravida Blue and GreenHub in Bravida Green. For bicycle boxes we are using a green line color illustration against white background.

bravida GreenHub

bravida Green Hub

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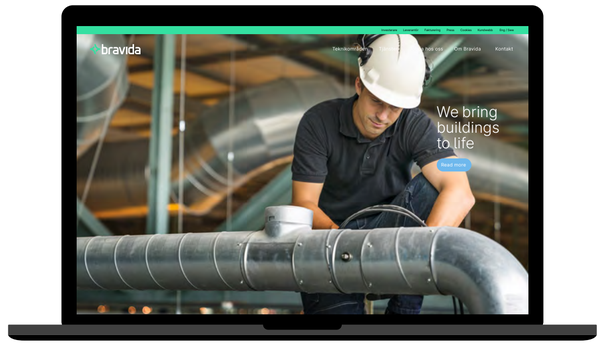
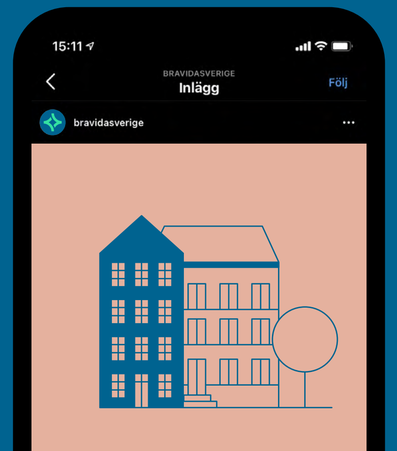
bravida

Hållbara lösningar är början på vår framtid
och ska bli kärnan i allt vi gör

bravida


bravida
We bring buildings to life


15:11
BRAVIDASVERIGE
Inlägg
Följ
bravidasverige

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Sweatshirt Zip Up

On this sweater use a large symbol on the back. Use the double line option 1 version and the single line option 1 version of the area of expertise on the chest and arm to create good impact and readability. Use Bravida Light Blue 75 on the area of expertise since the fabric is dark.

Sweatshirt Zip Up

On this sweater use a large symbol on the back. Use the single line option 1 version of the area of expertise on the chest and arm to create good impact and readability. Use Bravida Light Blue 75 on the area of expertise since the fabric is dark.

Polo shirt

On polo shirts the logo ca be either screenprint or embroidered. On dark fabric use the positive version of the Bravida logo. If t he color of the fabric is light use the white version of the Bravida logo.

The logo should be placed on the right side of the chest.

Sweatshirt Reflex

On sweatshirts use the black Bravida logo. Place a small Bravida logo on the right side of the chest and a large Bravida logo centered on the back of the shoulders.

Jacket

On jackets use the black Bravida logo. Place a small Bravida logo on the right side of the chest and a large Bravida logo centered on the back of the shoulders. below the hood to create good visibility.

Pants

On pants use the black Bravida logo. The logo should be placed on the lower back of the right leg. On the right front pocket print the Bravida symbol in black.

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Peugeot 510 + Tagline and campaign sticker 73
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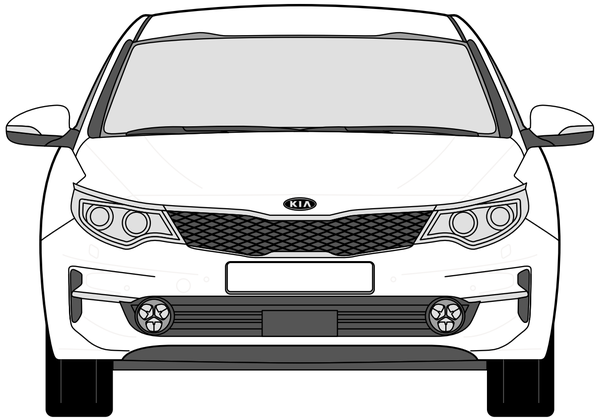
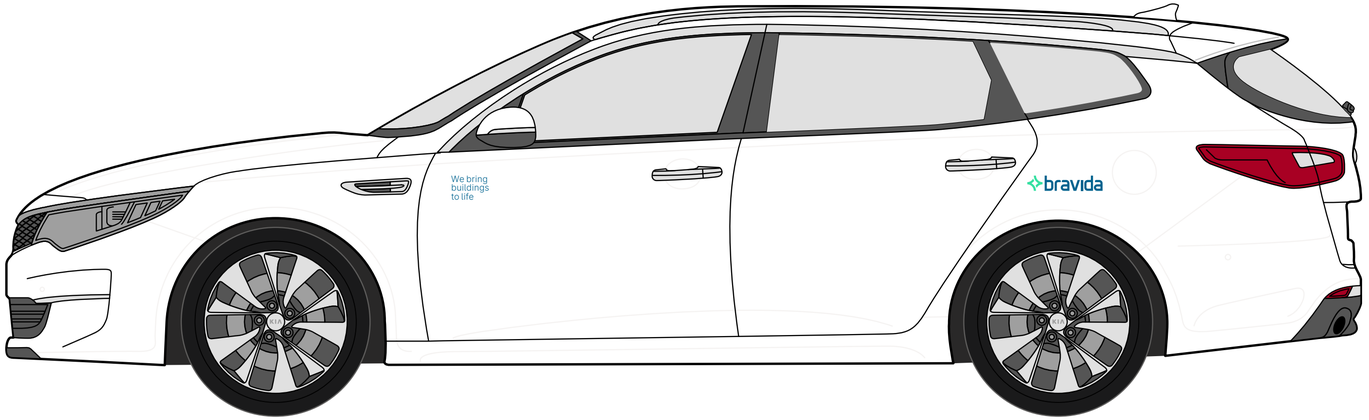
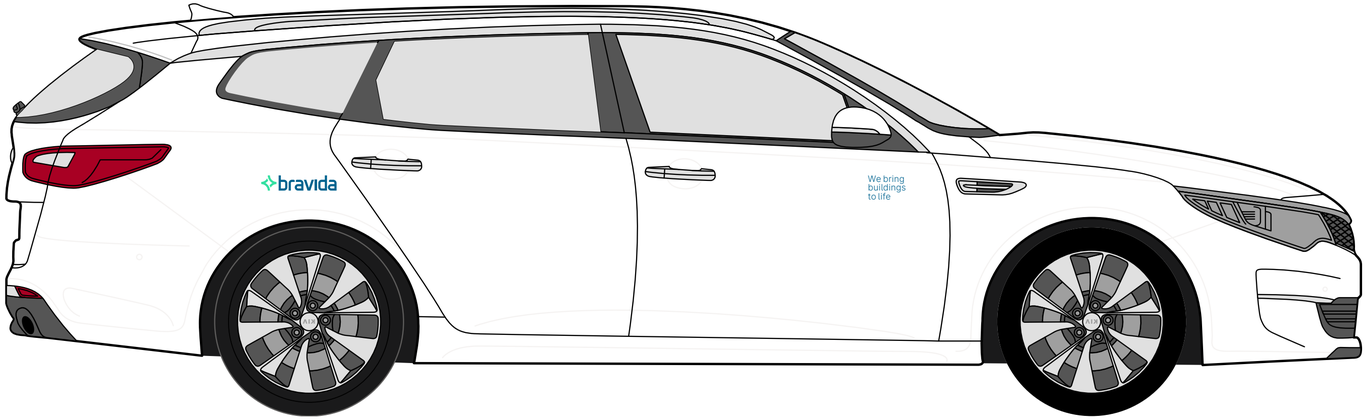
Kia Optima Sportswagon + Tagline

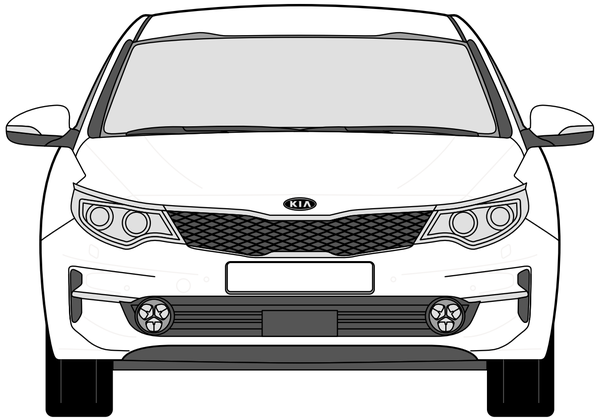


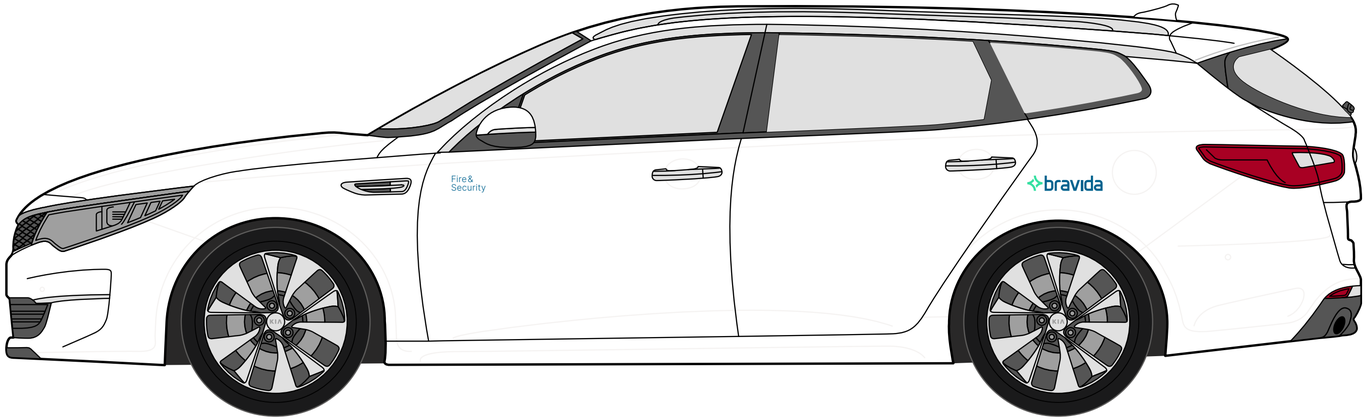


bravida We bring buildings to life

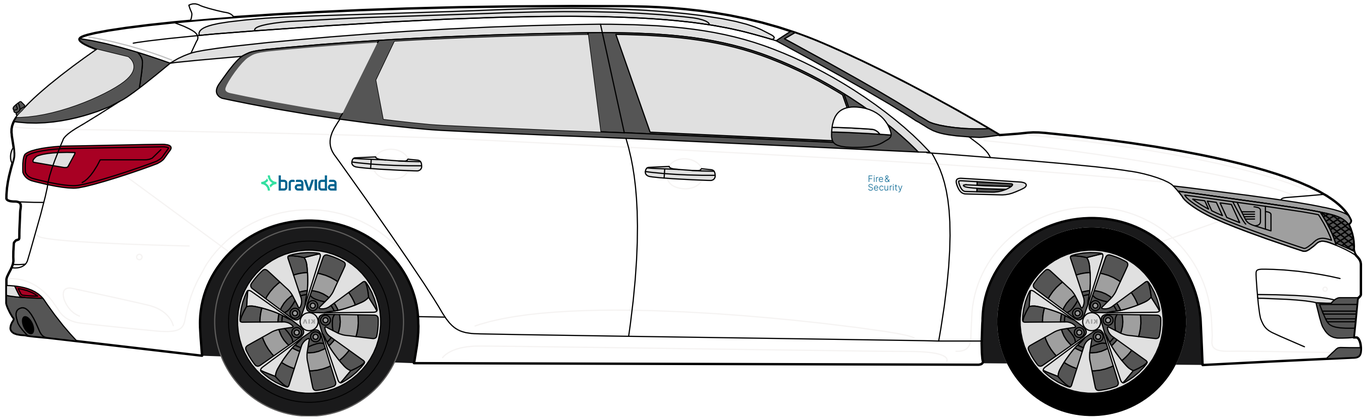


Kia Optima Sportswagon + Area of expertise

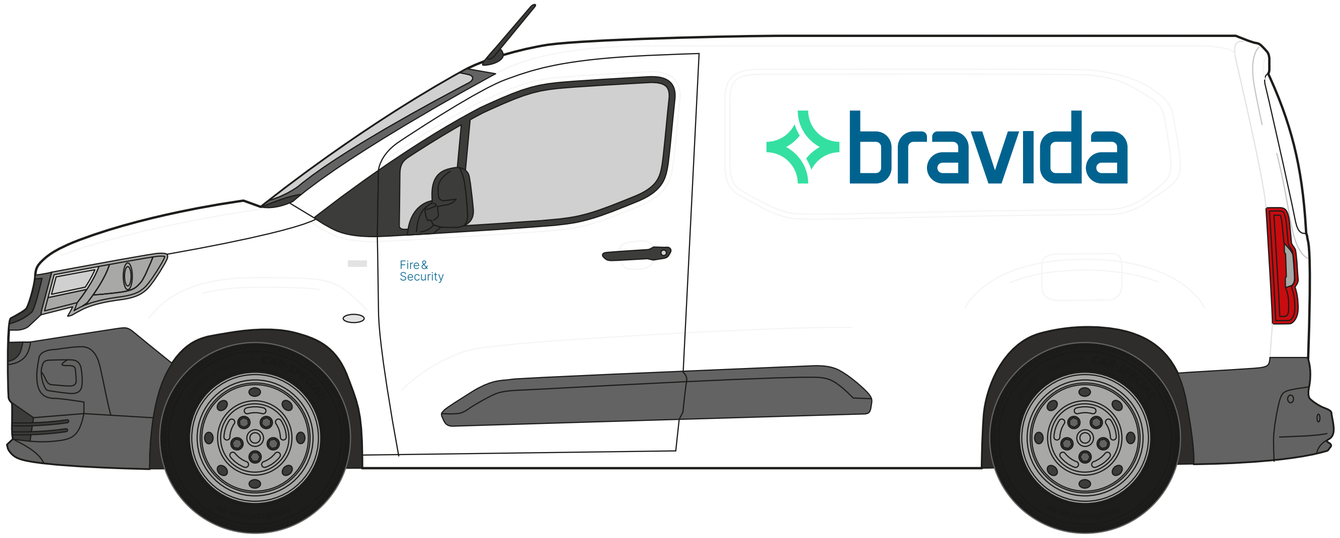


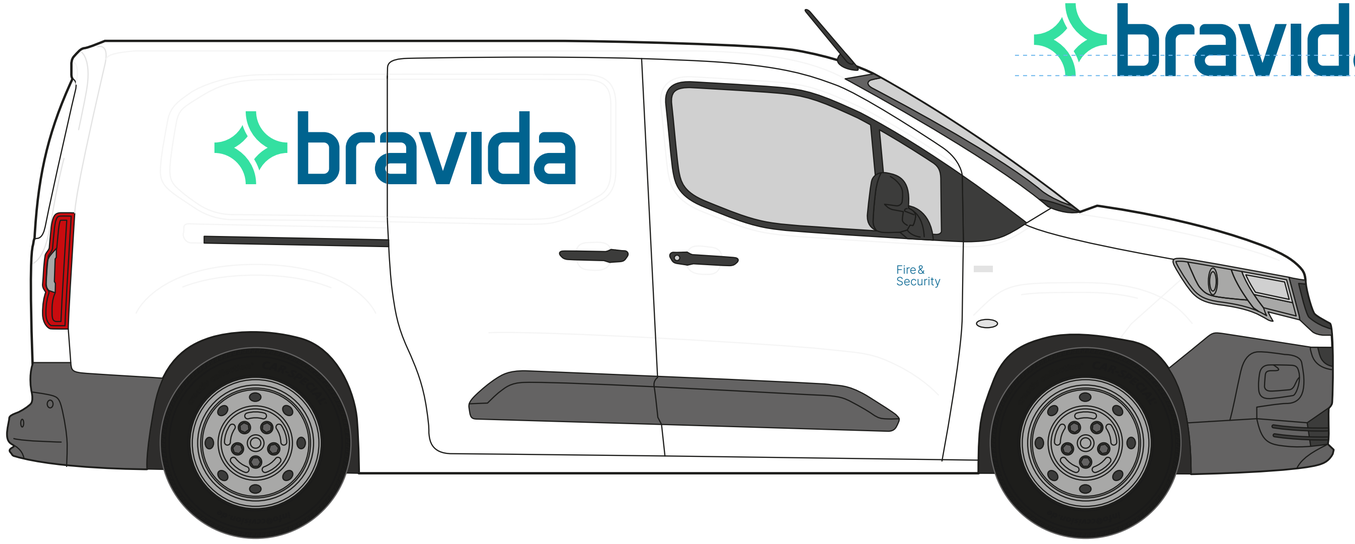


bravida Fire & Security



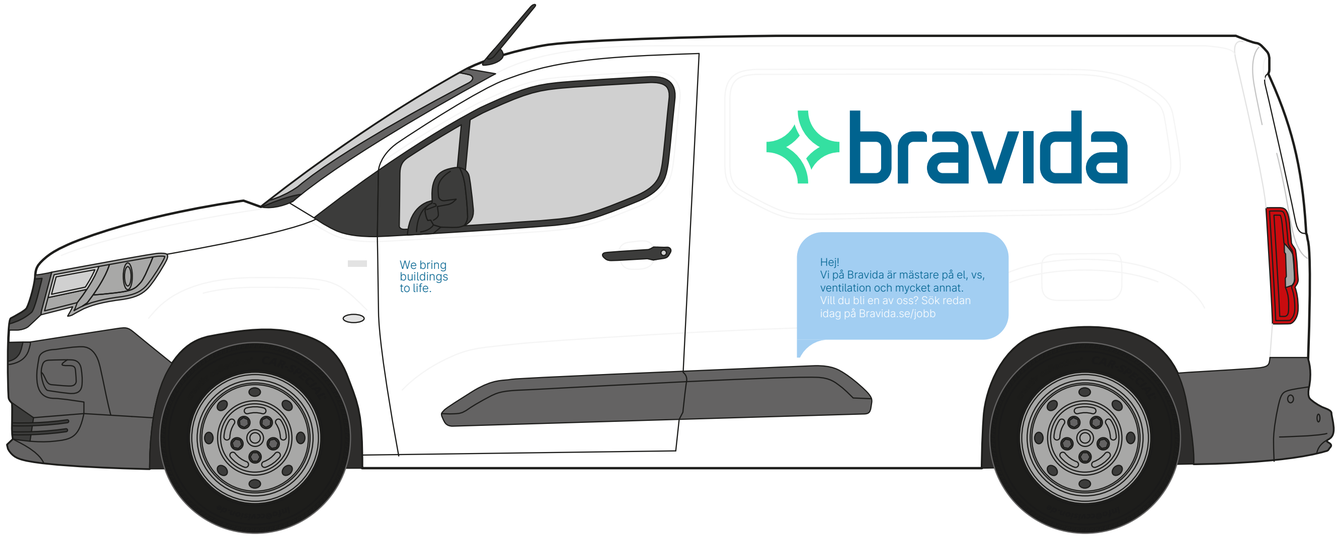
Peugeot 510 + Area of expertise

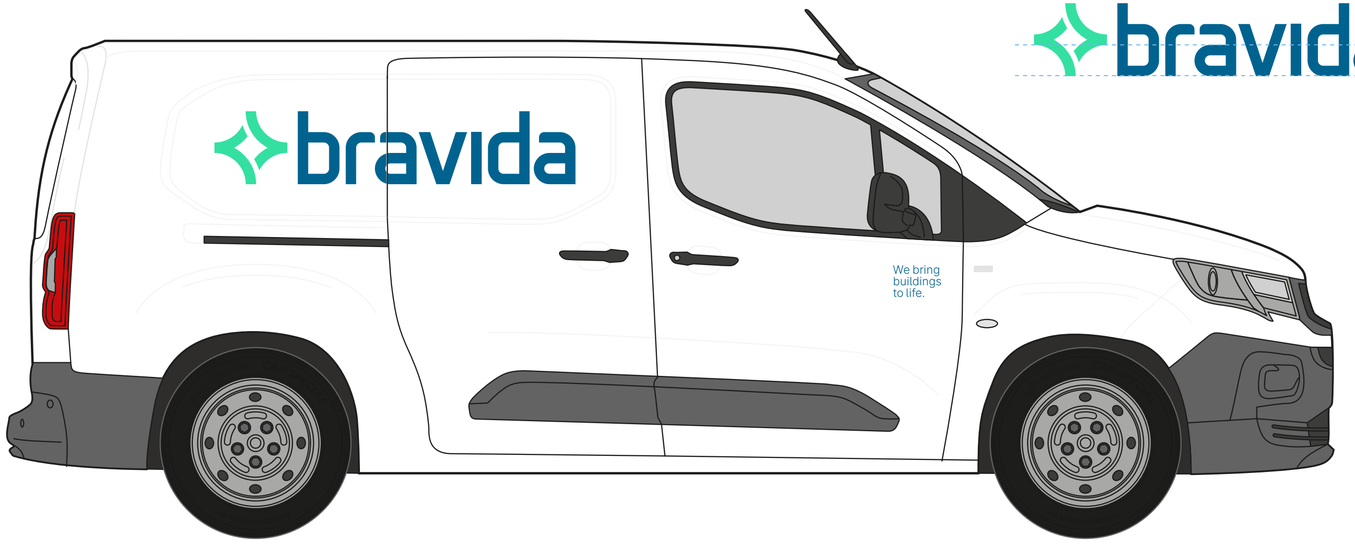




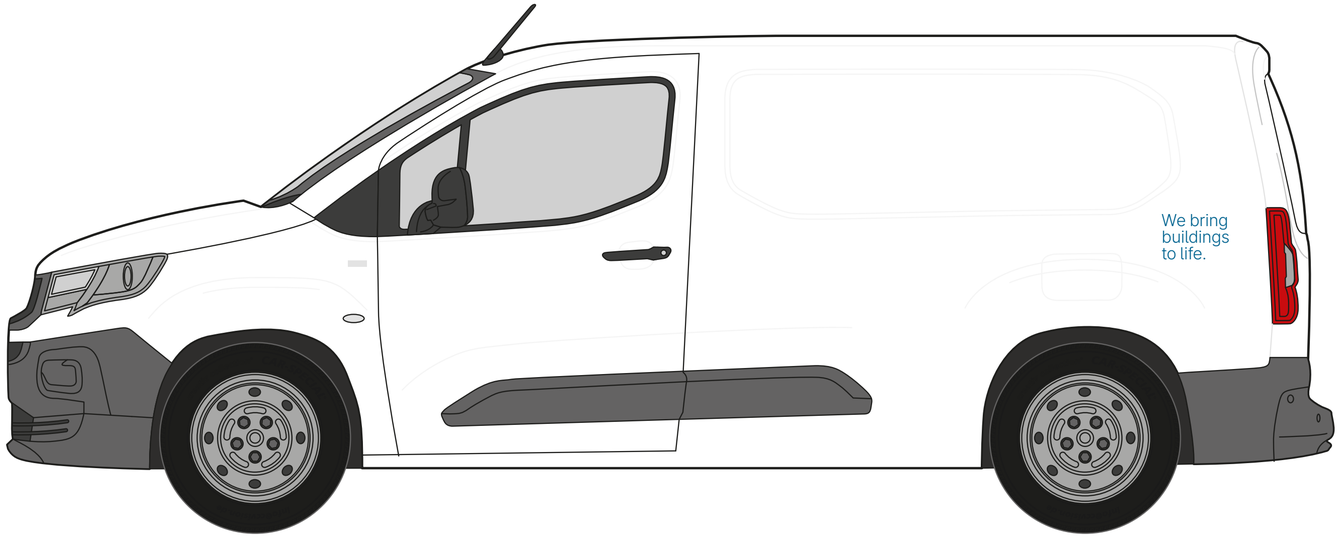
bravida Fire & Security

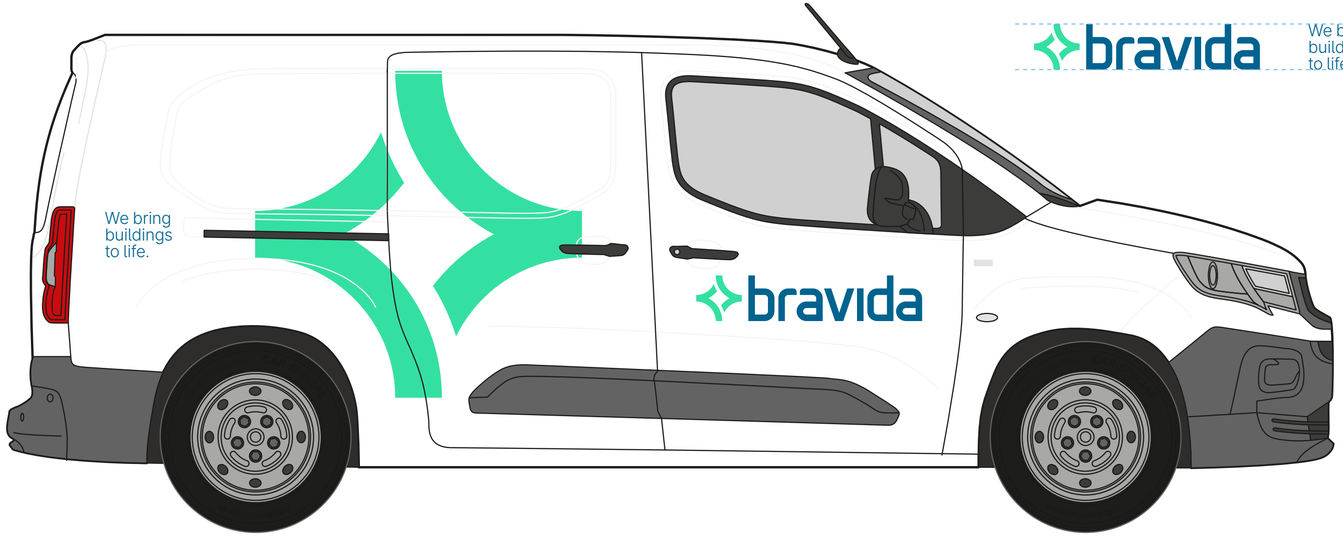
Peugeot 510 + Tagline and campaign sticker





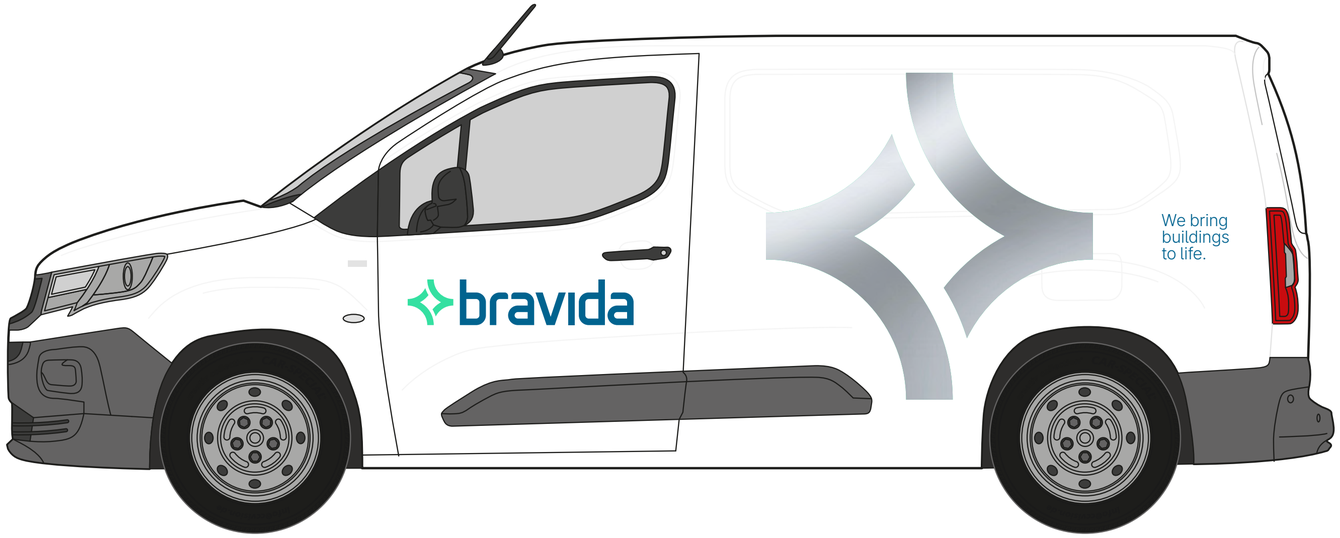
Peugeot 510 – Optional striping/Green

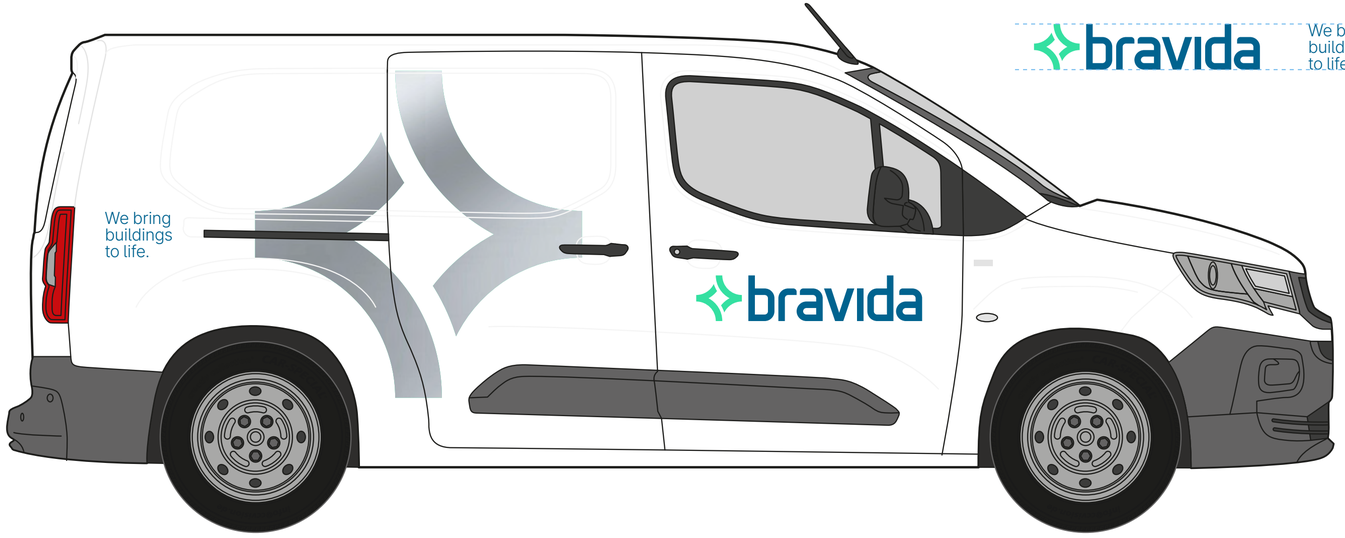




bravida We bring buildings to life.

Peugeot 510 – Optional striping/Silver





bravida We bring buildings to life.

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Business card

Size
90 × 55 mm

Margins
Bottom/top: 6 mm
Left/right: 7 mm

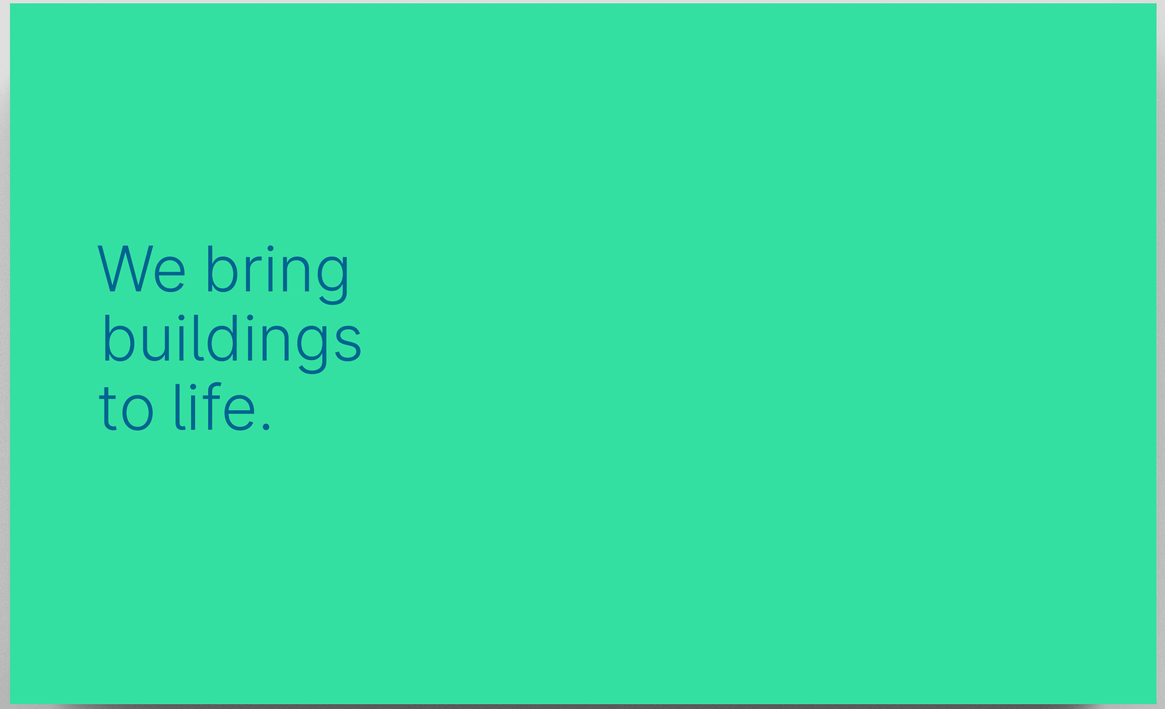
Name
Int er Semibold 8 pt
Metric kerning: -10
Leading: 110%
Wordspacing: 80 %
Left aligned

Information
Int er Light 8 pt
Metric kerning: 0
Leading: 110%
Wordspacing: 80 %
Left aligned

Paper
Uncoated

Colors
Bravida Blue – PMS 7706 U
Bravida Green – PMS 3375 U

Business card – Back



Word template

Bodytext
Arial Regular
10/12 pt

Subheader
Arial Bold
10/12 pt

Information top
Arial Regular
7/9 pt

Information bottom
Arial Regular
6/7,5 pt

Size
A4

Margins
Top: 20 mm
Bottom: 25 mm
Left: 40 mm
Right: 20
Columns: 12
Gutter: 0 mm

bravida

Bravida
Till Förnamn Efternamn

Datum
2021.11.17

Vår handläggare:
Förnamn Efternamn
Titel, Teknikområde
+46 (0)722-26 37 79

1/2

Till Förnamn Efternamn

Vidunt repudae illorion expla qui ut etur rem accuptatqui omnihicita consequat. Mi, quaerum faces venis nonseque plissit minciatus dellectior atur aut as rat fugit, illabo. Ovitatur, ut dolore imolupture venimpores voloreperro digendi temolup icaborest quiatur magnimo con coreriore et omnisqui tem et latquunt et eum voloreped et essit laborem porrovi disciminvel imodi omnistis nobitate necust odipsapis maiorer uptatem sum repedit, tem et harciam aut prest, qui ant, nis dolore exere sit, quam ipit, cores audae numque vernate et fuga.

Mellanrubrik
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Med vänlig hälsning,
Bravida Sverige AB

Förnamn Efternamn
Titel, teknikområde

Bravida Sverige AB
Bravida.se

Besöksadress:
Mikrofonvägen 28
126 37 Hägersten

Postadress:
126 81 Stockholm

08-695 20 00 Tel.

Org.nummer
556197-4188

Säte:
126 81 Stockholm

Email signature

Rumqui ditaque simusto bla idebita quassequi del im quosaectae volupta qui occus mo excepe ea quas nobis eius magnien ihiciet quam sunt hari tempori oriore et remo oditatur? Obis eumetur? Repro volestius, il eicim fugiatem qui auditaqui officia nimin prae simet.
La sit fugit enia vendebis quosa eatis eos dolorest, quo berferumet esequiamus qui doluptur min neceaque quatem dolupitatur, que im il esenditat. git enia vendebis quosa eatis eos dolorest, quo berferumet esequiamus qui doluptur min neceaque quatem dolupitatur, que esenditat.
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Rumqui ditaque simusto bla idebita quassequi del im quosaectae volupta qui occus mo excepe ea quas nobis eius magnien ihiciet quam sunt hari tempori oriore et remo oditatur.

Kind regards,

First name Surname
Title, Area of expertise

+46 (0)8-695 20 00 Direct
+46 (0)722-26 37 79 Mobile
firstname.surname@bravida.se

We bring buildings to life.

Bravida Sverige AB
SE-126 81 Stockholm
Visit us at www.bravida.se/en/
Facebook.com/bravida.se
linkedin.com/company/bravida/

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Grid – A4

All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement.

These grids are starting points and helps us to have a consistent expression throughout communication. However, designers should feel free to explore these and not feel constrained by them.

When constructing the grid, three things need to be defined: the margins, the number of columns and, for inside pages, advertisements and newsletters, the space between columns.

Size
A4

Margins
20 mm
Columns: 10
Gutter: 4 mm

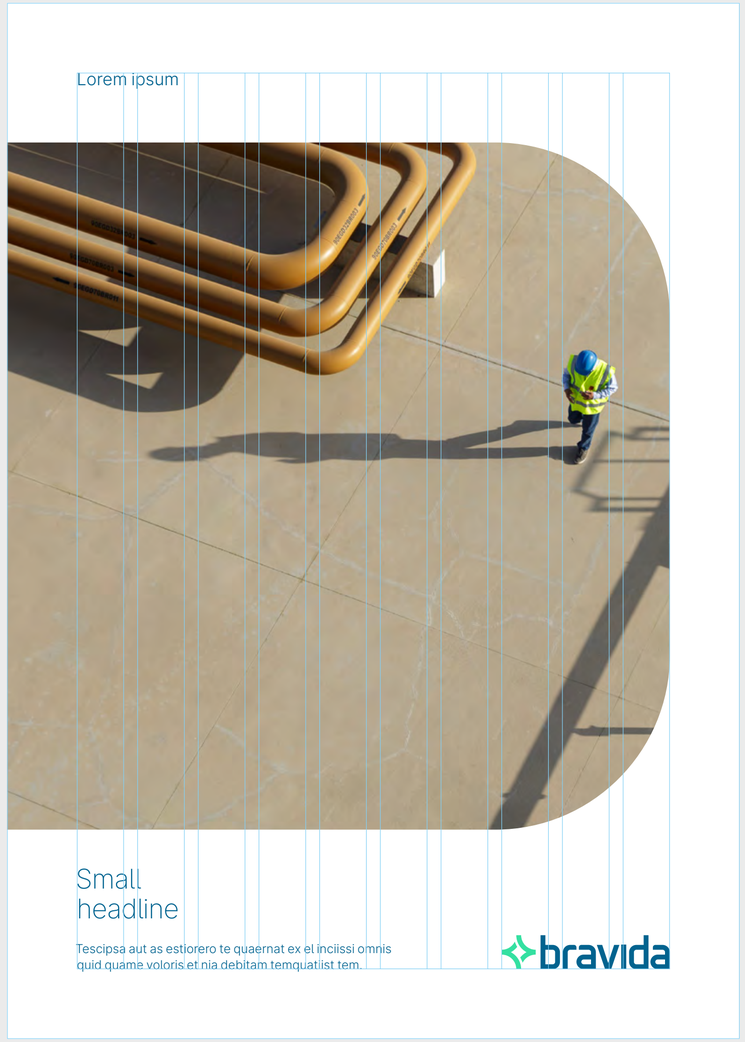


Photo Ad – A4

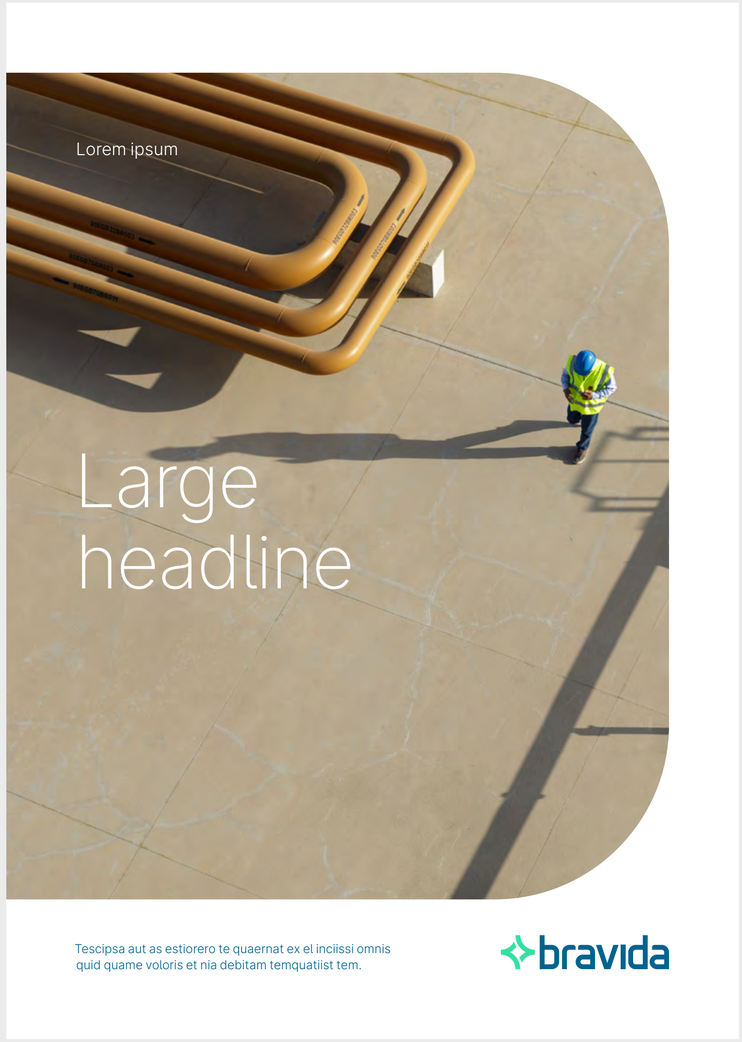
Large headline
Int er Extra Light 60 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

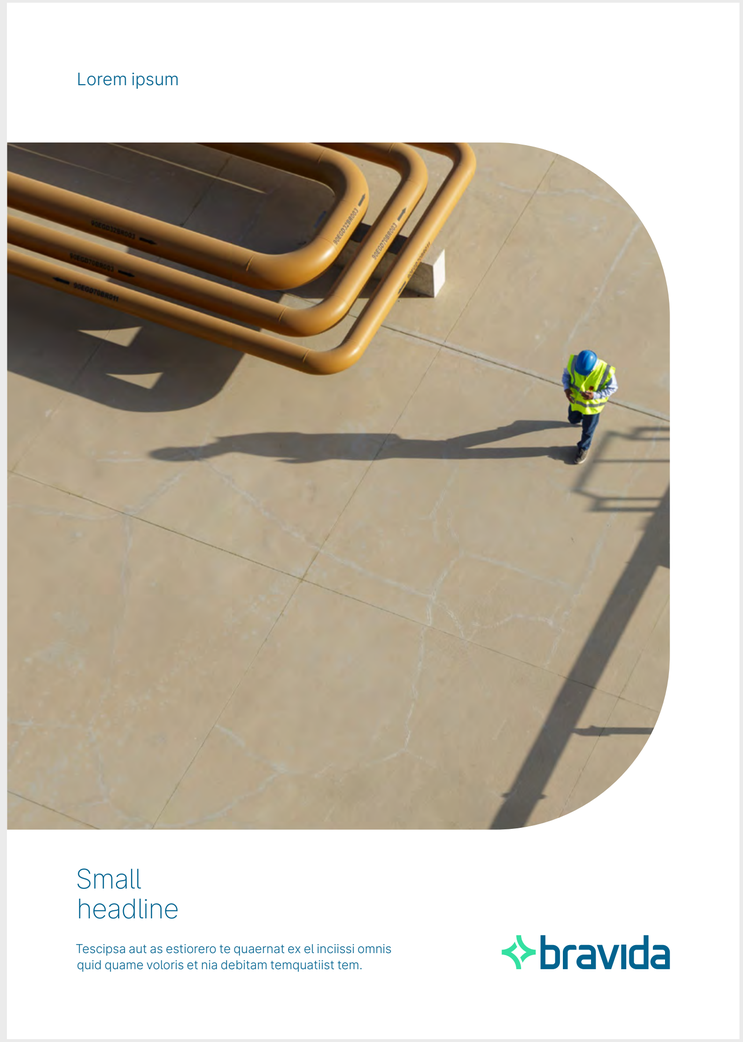
Small headline
Int er Extra Light 22 pt
Metric kerning: -10
Leading: 110 %
Wordspacing: 80 %
Left aligned

Information top
Int er Light 14 pt
Metric kerning: 0
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 10 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 50 mm





Graphic Ad – A4

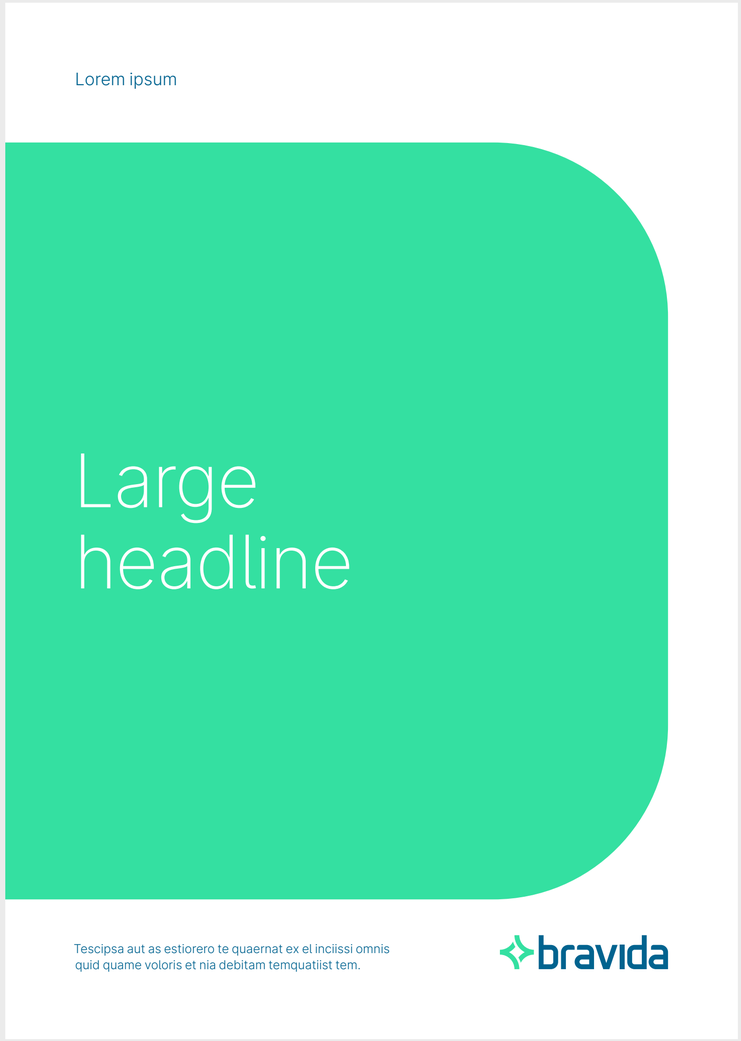
Large headline
Int er Extra Light 60 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

Information top
Int er Light 14 pt
Metric kerning: 0
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 10 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 50 mm

Colors
Bravida Green
Bravida Light Blue 75



Grid – A5

All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement.

These grids are starting points and helps us to have a consistent expression throughout communication. However, designers should feel free to explore these and not feel constrained by them.

Size
A5 – Landscape

Margins
15 mm
Columns: 7
Gutter: 4 mm

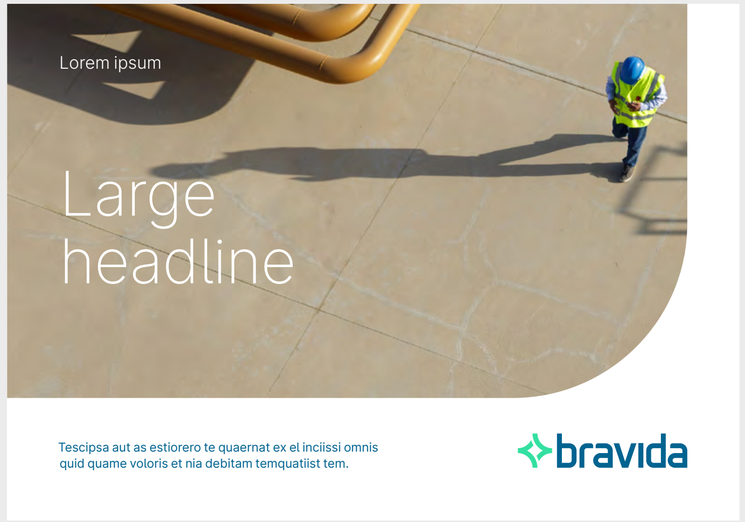
Photo Ad – A5

Large headline
Int er Extra Light 50 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

Information top
Int er Light 14 pt
Metric kerning: 0
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 10 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 50 mm



Graphic Ad – A5

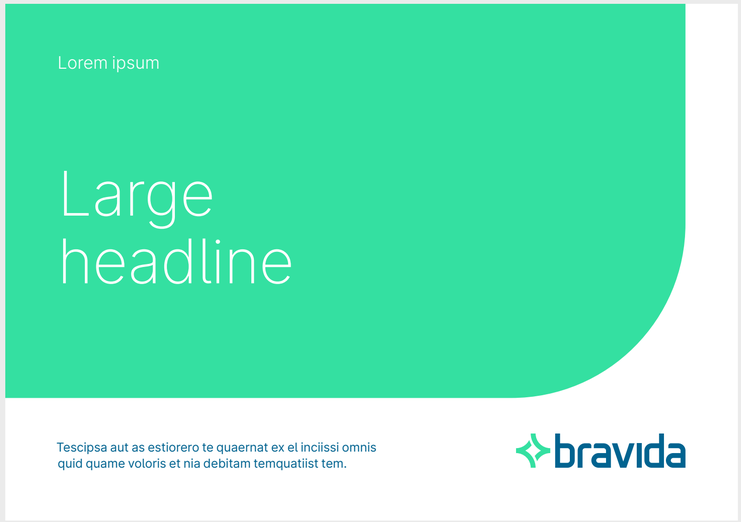
Large headline
Int er Extra Light 50 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

Information top
Int er Light 14 pt
Metric kerning: 0
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 10 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 50 mm

Colors
Bravida Green
Bravida Light Blue 75



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Grid – 300 × 600 px

All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement.

These grids are starting points and helps us to have a consistent expression throughout communication. However, designers should feel free to explore these and not feel constrained by them.

Size
300 × 600 px

Margins
10 mm

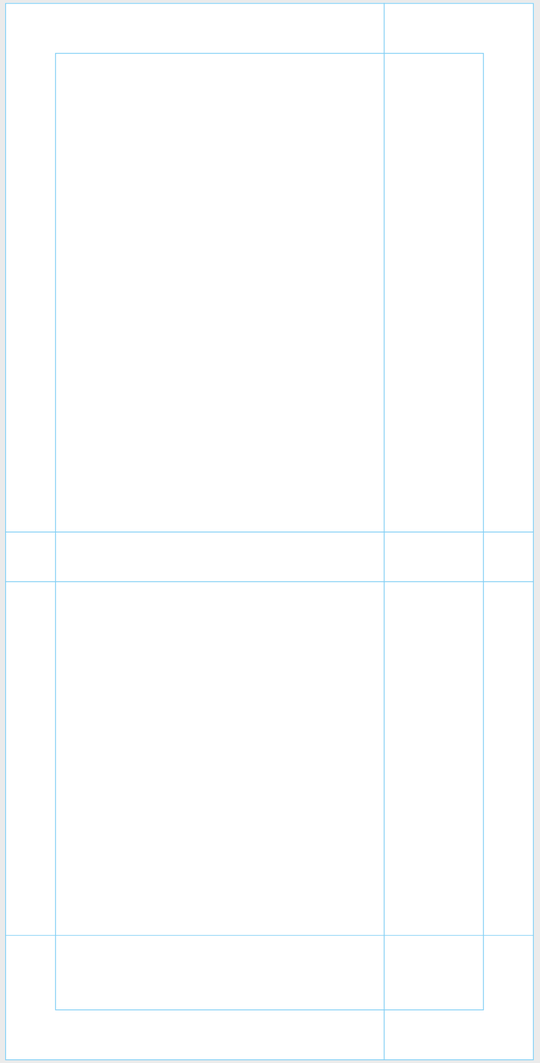
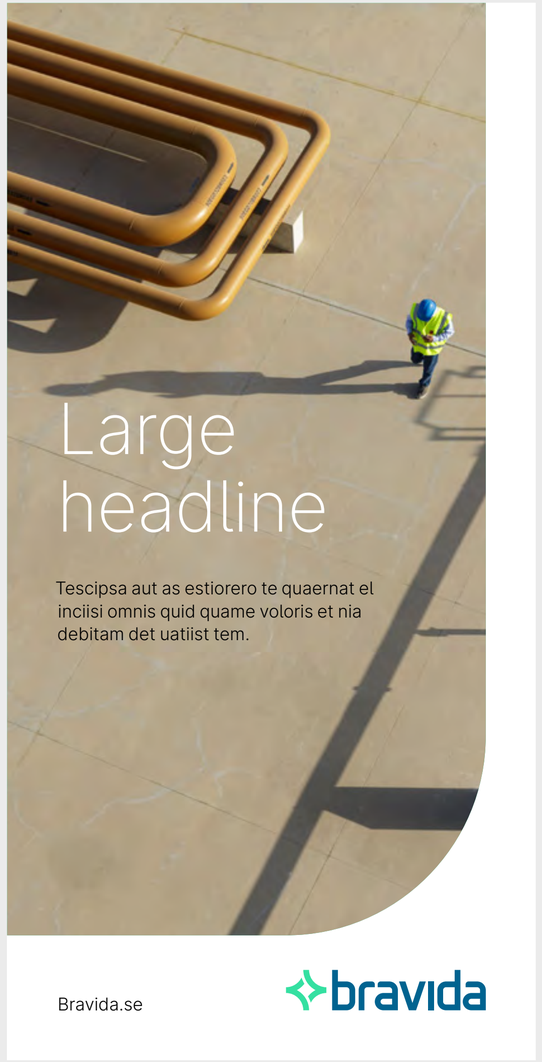


Photo Banners

Large headline
Int er Extra Light 40 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 10 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 40 mm

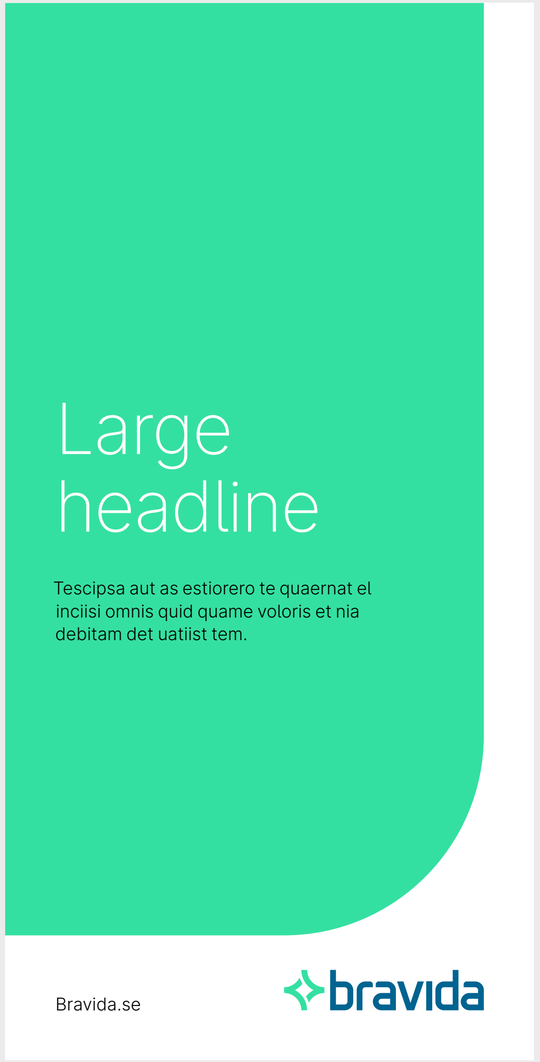


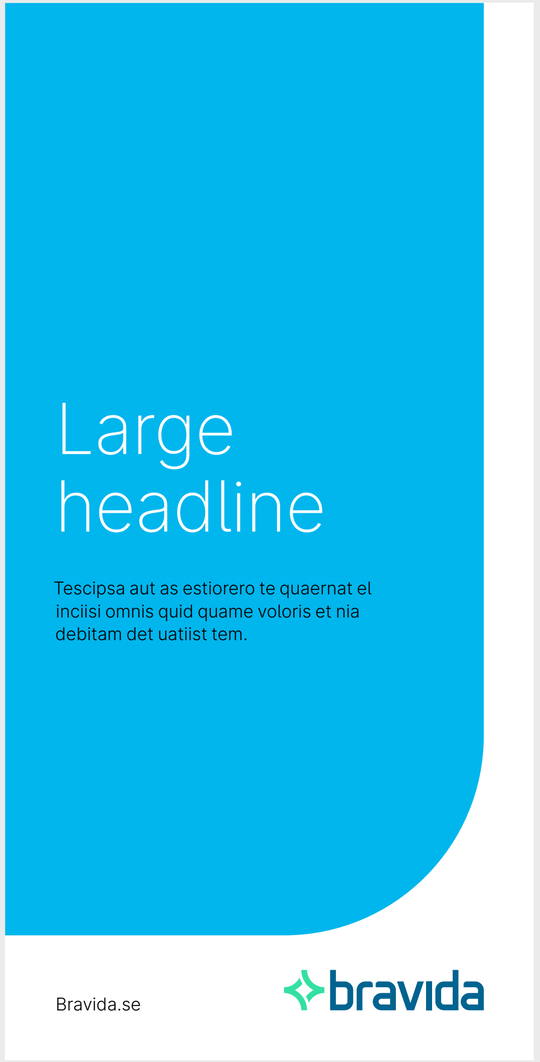
Graphic Banners

Large headline
Int er Extra Light 40 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 10 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 40 mm





Grid – 300 × 250 px

All graphic material should be laid out using a grid. This gives structure and order to any composition. The grid is there to help organize the text and imagery into a legible and visually pleasing arrangement.

These grids are starting points and helps us to have a consistent expression throughout communication. However, designers should feel free to explore these and not feel constrained by them.

Size
300 × 250 px

Margins
8 mm

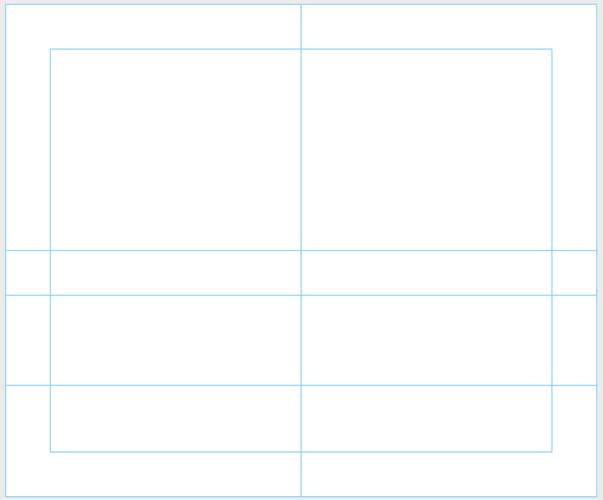


Photo Banner

Large headline
Int er Extra Light 35 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 9 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 30 mm

Graphic Banners

Large headline
Int er Extra Light 35 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

Bodytext
Int er Light 9 pt
Metric kerning: 0
Leading: 130 %
Wordspacing: 80 %
Left aligned

Graphic format
Radius 30 mm

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Introduction

Our motion identity plays an important part in reflecting the Bravida personality in communication across digital channels. Logotype, typography and other assets of the Bravida identity are translated to live in the evergrowing world of motion that surrounds us.

Logotype

Much like the lines, tubes and wires growing to form the infrastructure of our buildings and cities, the Bravida symbol and letters grow simultaneously along their paths to form the Bravida logotype. The animation starts slowly to gradually accelerate, before slowing down again at the end.

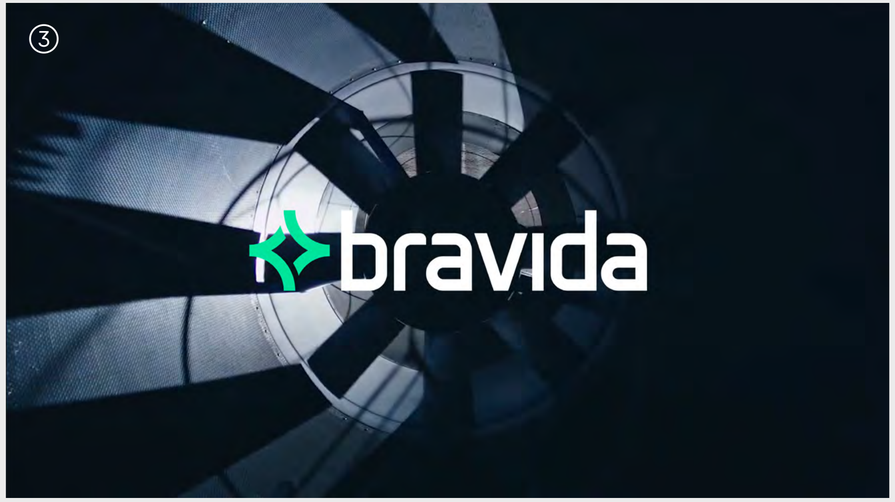
Intro

In motion media we use our logotype as a marker to inform the viewer that the content comes from Bravida. However, the intro of a video can benefit from not including a logotype, and instead focus on the actual footage and events in the video. We have two different alternatives of intros to utilize in motion media.

A. The primary alternative is to not include the logotype in the beginning of a video. This is because we want the viewer to focus on the footage and story of the video itself.

B. The second version includes our animated logo in the beginning of a video. The logotype animates in over the background footage and disappears on the same frame as a transition of the footage.

1–4. Intro alternative B with logotype animating over footage.

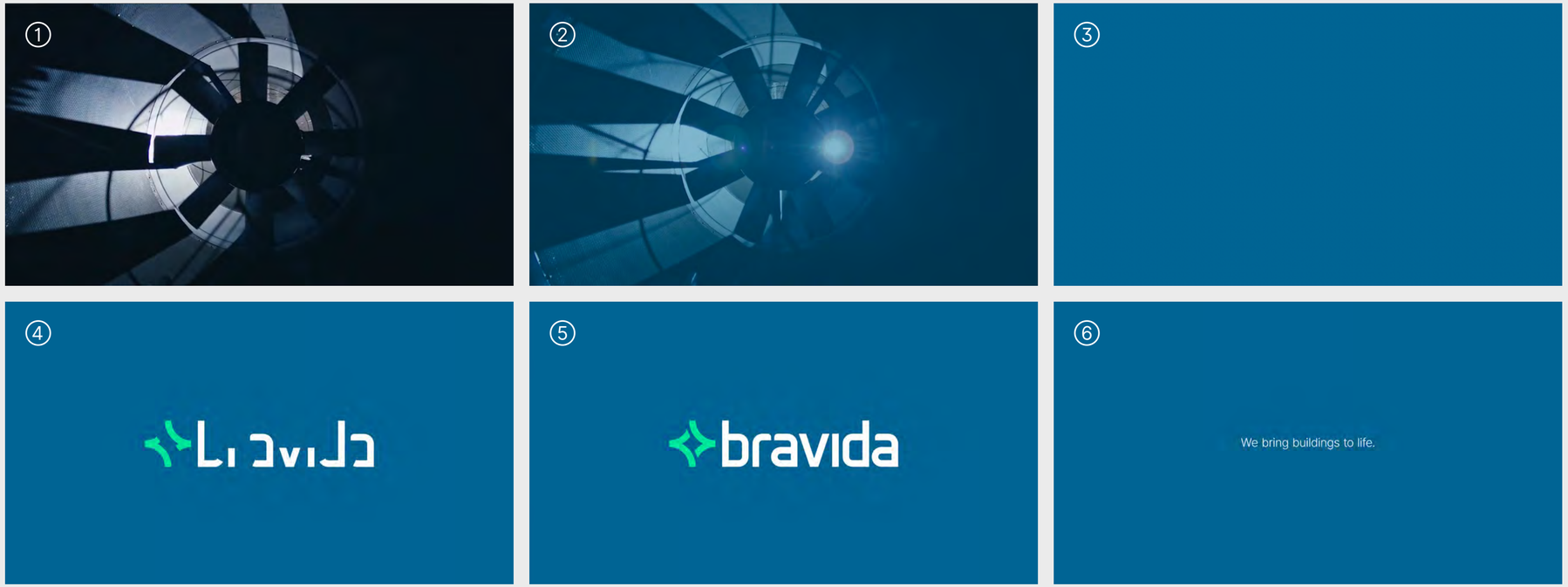


Outro

In motion media w e always use our logotype as an outro to inform the viewer that the content comes from Bravida. The outro starts with our Bravida blue fading in over the footage, followed by our logotype animation.

The outro has an alternative version where the Bravida tagline is added after the logotype. The logotype then disappears on one frame and the tagline appears with a quick fade.

1–6. Outro animation.



Typography

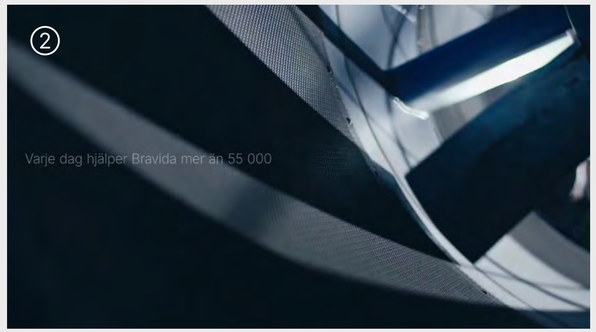
Typography is animated in line by line from left to right. In a calm tempo, each line of text slides in with a quick fade. The text animates out with the same fade but without any movement.

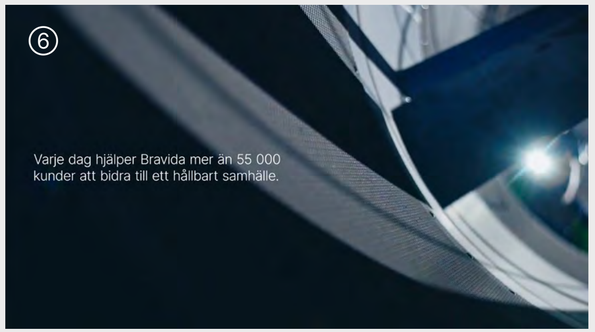
Typeface: Int er Light
Color: White
Font size: 45px
Leadning: Auto
Left aligned

1–6. Text animates in.

7. Placement of text. Text is left aligned to the action safe. The action safe equals 90 % of the screen.

These guidelines applies to the format 1920×1080. In case of other formats the text is to be scaled proportionally.





Textplate

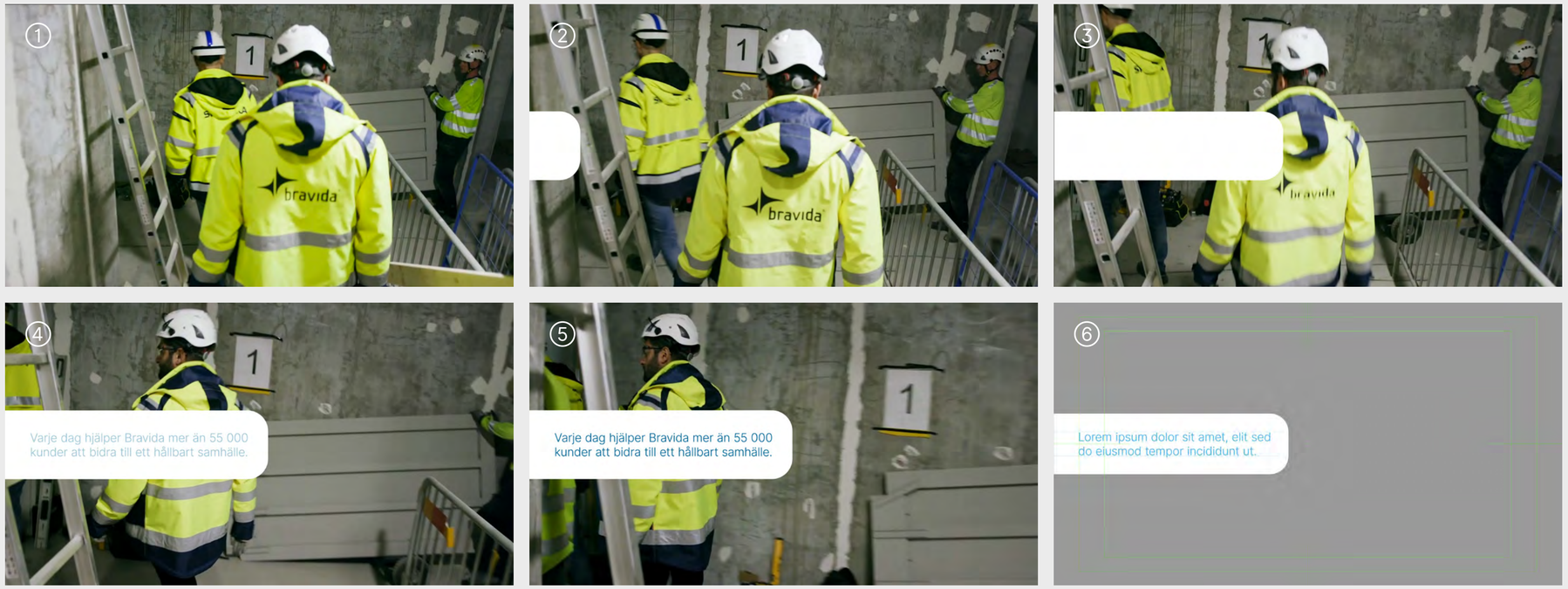
If t he background footage is too bright and the text loses readability, a textplate can be used to perserve contrast. The textplate animates in from outside the screen and comes to a full still before any text appears. When the plate has completed its animation the text fades in. The text and textplate animates out with the same fade but without any movement.

Typeface: Int er Light
Color: Bravida Light Blue 75
Font size: 45 px
Leadning: Auto
Left aligned

The textplate can be placed in the centre or lower part of the screen, and should always be scaled proportionally to fit the amount of text.

1–5. Texplate animates in.

6. Placement of texplate. The text should never extend beyond where the curvature of the textplate starts. It's impor tant for the text to respect the clear space of the textplate.



Text chapter

By fading in a color block over the footage, separate chapters for text can be created. This can be used to highlight text exclusively or divide a video into several parts.

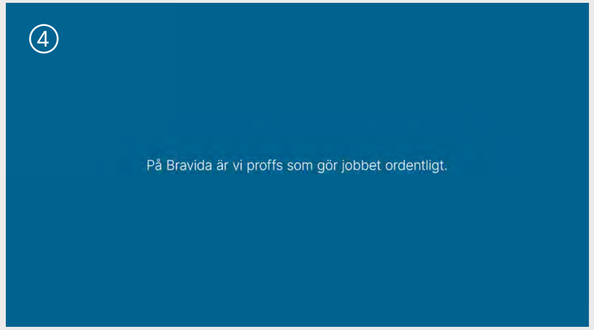
Text in chapters are set to be centered instead of aligned to the left. The chapter transitions back to footage in a single frame.

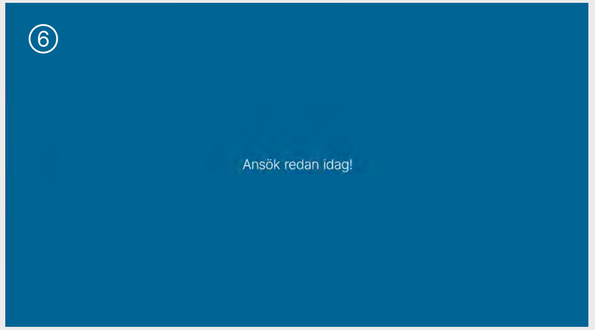
1–6. Text chapter animation.

Text sequence

For longer consecutive texts we can sequence text chapters. A color block fades in over the footage identical to that in a text chapter. The initial text animates in with a fade like other typography, but the remaning texts transition between each other on single frames.

1–7. Text sequence animation.





Nameplate

People in videos are presented with a nameplate containing their name, role and location. Depending on where the person is placed in the picture, the name plate can be placed on either the left or right side. Text in nameplates animates in line by line with a slide and quick fade. It animat es out by the same fade but without any movement.

Name
Typeface: Int er Light
Color: Bravida Dark Blue
Font size: 45 px
Leadning: Auto
Left aligned

Additional text
Typeface: Int er Light
Color: White
Font size: 45 px
Leadning: Auto
Left aligned

If t he background footage is too bright and the nameplate loses readability, a textplate can be used to perserve contrast. The textplate animates in from outside the screen and comes to a full still before any text appears. When the plate has competed its animation the text fades in without any movement.

When a textplate is used, the "additional text" is set in Bravida Light Blue 75 instead of white.

1–2. Nameplate placement.

3–4. Nameplate with textplate placement.

Subtitles

Subtitles have to be visible and easy to read and is therefore placed over a black box with 60 % opacity. The subtitles are always set in white and should consist of maximum two lines and use a maximum of 40 characters per line. Subtitles are placed with the lowest line of text aligning with the lowest line of the action safe.

Typeface: Int er Light
Color: White
Font size: 45 px
Leadning: 55
Aligned to center

Instagram 107
Facebook 109
Linkedin 111

Applications

Workwear 62
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Stationery 76
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Banner templates 88
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Social media 106
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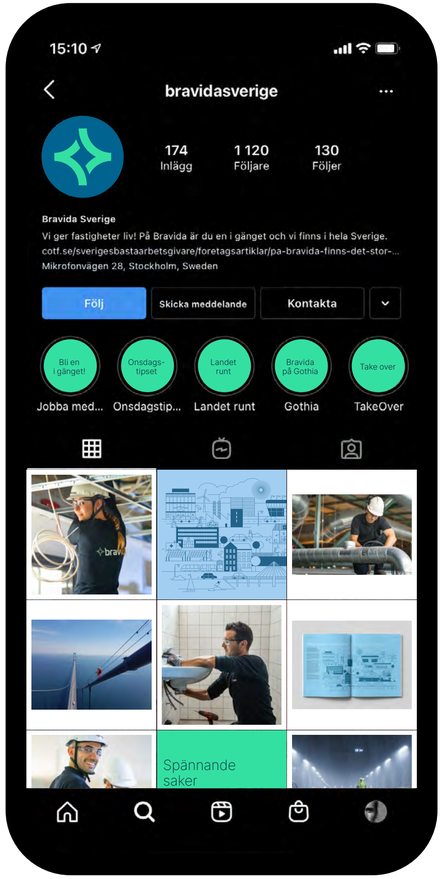
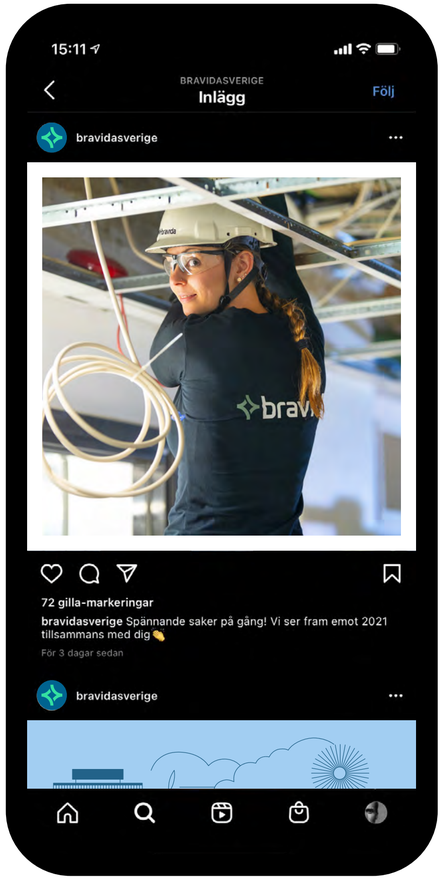
Signs & stickers 114

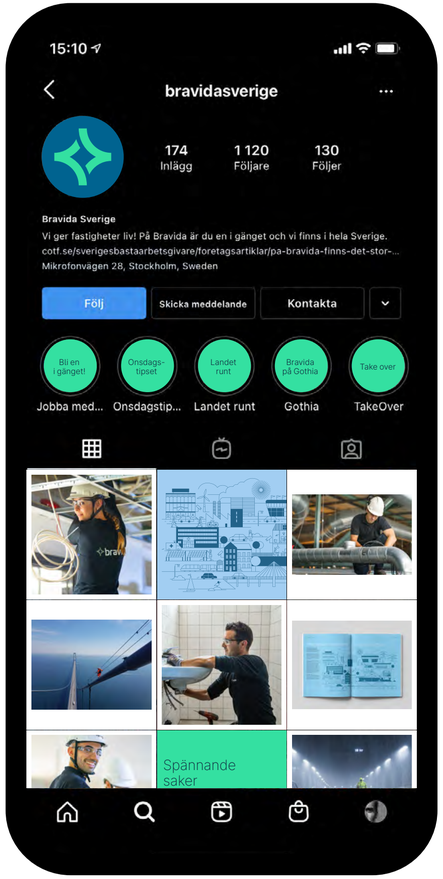
Instagram


15:10
bravidasverige
174
Inlägg
1 120
Följare
130
Följer
Bravida Sverige
Vi ger fastigheter liv! På Bravida är du en i gänget och vi finns i hela Sverige.
cotf.se/sverigesbastaarbetsgivare/foretagsartiklar/pa-bravida-finns-det-stor-...
Mikrofonvägen 28, Stockholm, Sweden
Följ
Skicka meddelande
Kontakta
Bli en i gänget!
Onsdags-tipset
Landet runt
Bravida på Gothia
Take over
Jobba med...
Onsdagstip...
Landet runt
Gothia
TakeOver
Spännande saker

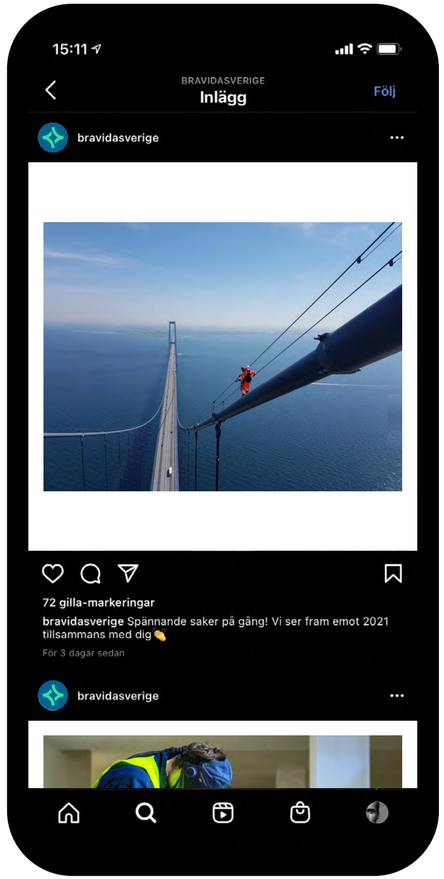

15:11
BRAVIDASVERIGE
Inlägg
Följ
bravidasverige
72 gilla-markeringar
bravidasverige Spännande saker på gång! Vi ser fram emot 2021 tillsammans med dig
För 3 dagar sedan
bravidasverige

15:11
BRAVIDASVERIGE
Inlägg
Följ
bravidasverige
72 gilla-markeringar
bravidasverige Spännande saker på gång! Vi ser fram emot 2021 tillsammans med dig
För 3 dagar sedan
bravidasverige

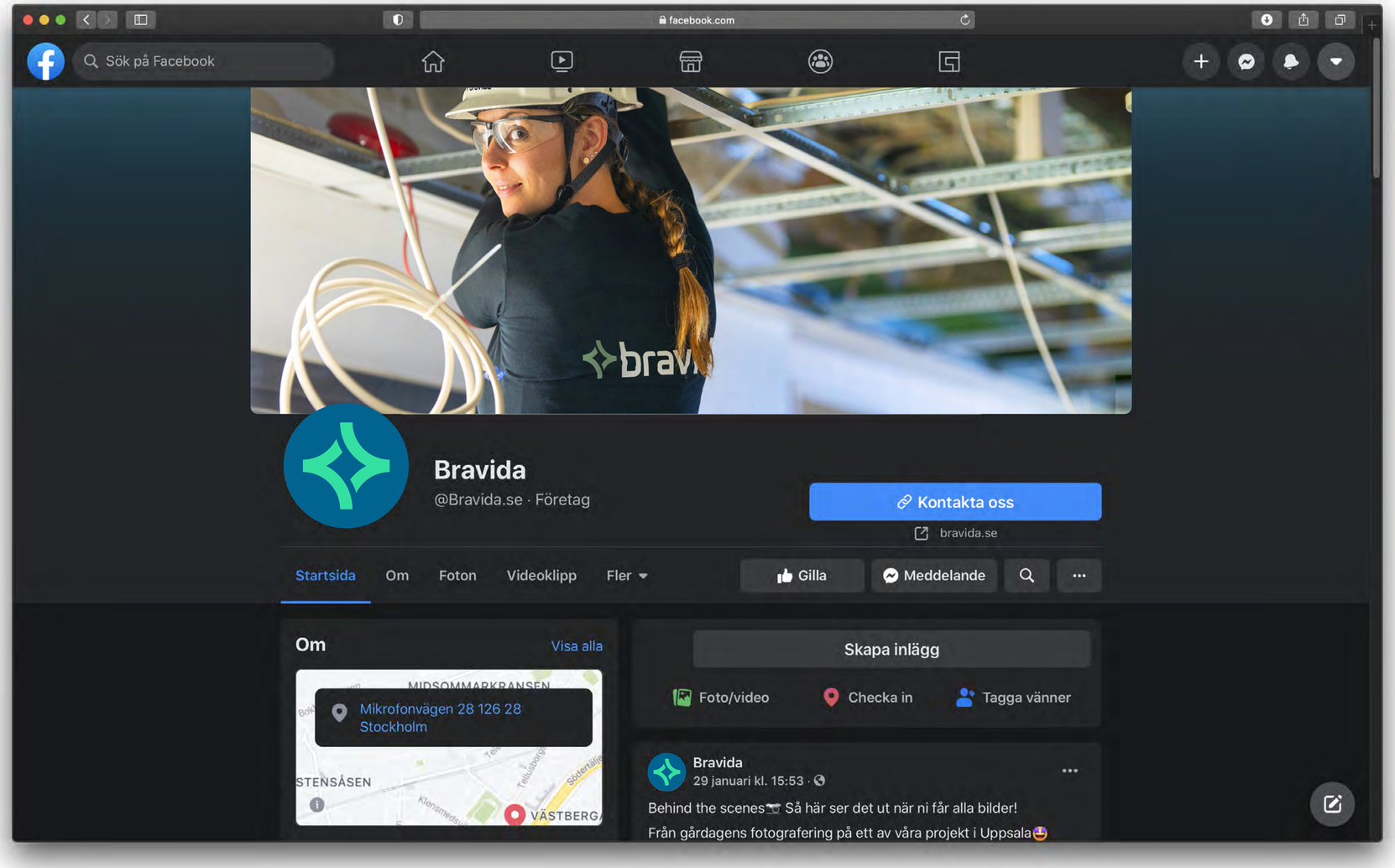
Instagram


15:10
bravidasverige
174
Inlägg
1 120
Följare
130
Följer
Bravida Sverige
Vi ger fastigheter liv! På Bravida är du en i gänget och vi finns i hela Sverige.
cotf.se/sverigesbastaarbetsgivare/foretagsartiklar/pa-bravida-finns-det-stor-...
Mikrofonvägen 28, Stockholm, Sweden
Följ
Skicka meddelande
Kontakta
Bli en i gänget!
Onsdags-tipset
Landet runt
Bravida på Gothia
Take over
Jobba med...
Onsdagstip...
Landet runt
Gothia
TakeOver
Spännande saker

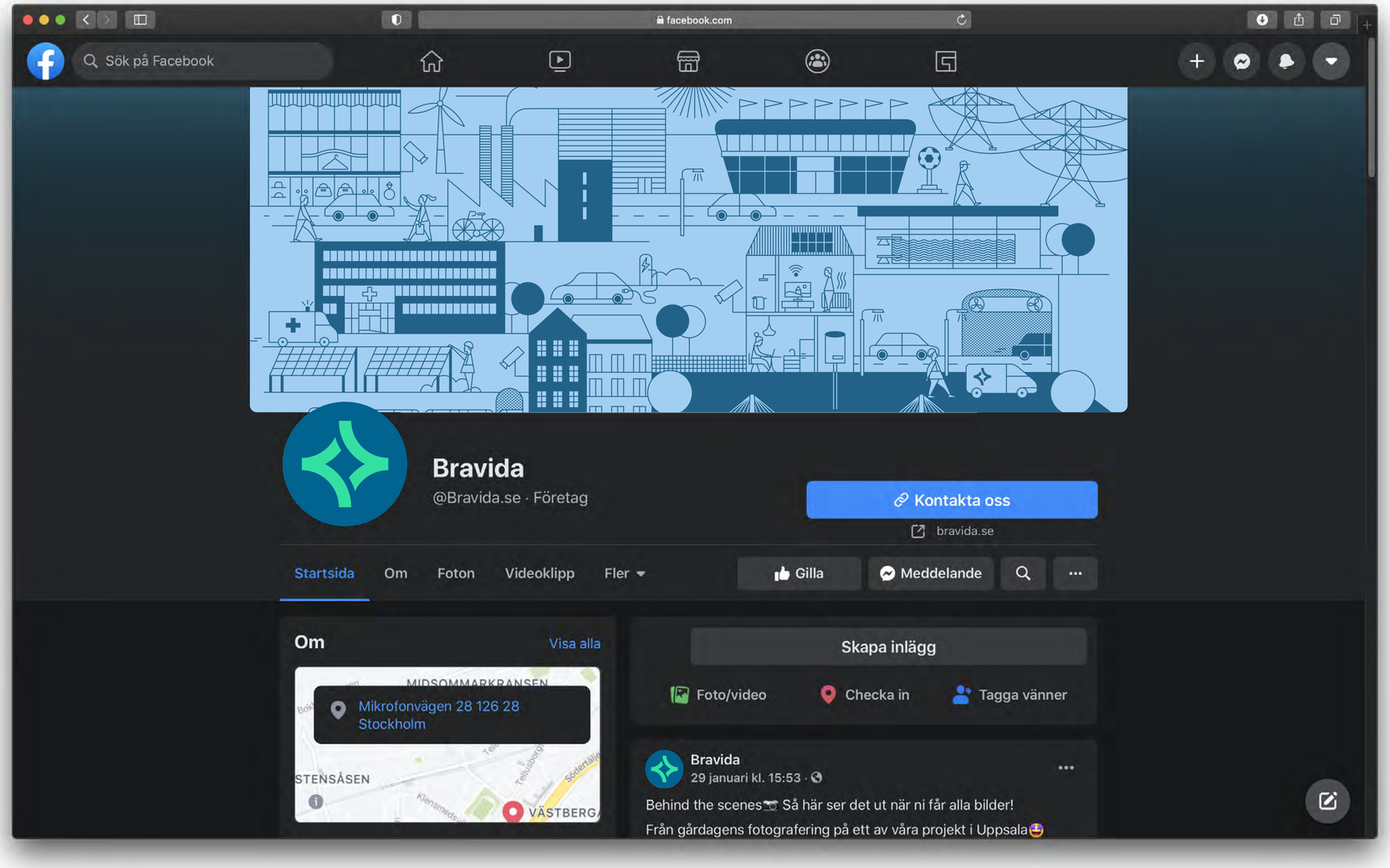
15:11
BRAVIDASVERIGE
Inlägg
Följ
bravidasverige
72 gilla-markeringar
bravidasverige Spännande saker på gång! Vi ser fram emot 2021 tillsammans med dig
För 3 dagar sedan
bravidasverige


15:11
BRAVIDASVERIGE
Inlägg
Följ
bravidasverige
72 gilla-markeringar
bravidasverige Spännande saker på gång! Vi ser fram emot 2021 tillsammans med dig
För 3 dagar sedan
bravidasverige

Facebook


facebook.com
Sök på Facebook
Bravida
@Bravida.se · Företag
Kontakta oss
bravida.se
Startsida
Om
Foton
Videoklipp
Fler
Gilla
Meddelande
Om
Visa alla
Mikrofonvägen 28 126 28
Stockholm
STENSÅSEN
VÄSTBERG
Skapa inlägg
Foto/video
Checka in
Tagga vänner
Bravida
29 januari kl. 15:53 ·
Behind the scenes🕶 Så här ser det ut när ni får alla bilder!
Från gårdagens fotografering på ett av våra projekt i Uppsala😍

Facebook


facebook.com
Sök på Facebook
Bravida
@Bravida.se · Företag
Kontakta oss
bravida.se
Startsida
Om
Foton
Videoklipp
Fler
Gilla
Meddelande
Om
Visa alla
Mikrofonvägen 28 126 28
Stockholm
STENSÅSEN
VÄSTBERGA
Skapa inlägg
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Checka in
Tagga vänner
Bravida
29 januari kl. 15:53 ·
Behind the scenes🕶 Så här ser det ut när ni får alla bilder!
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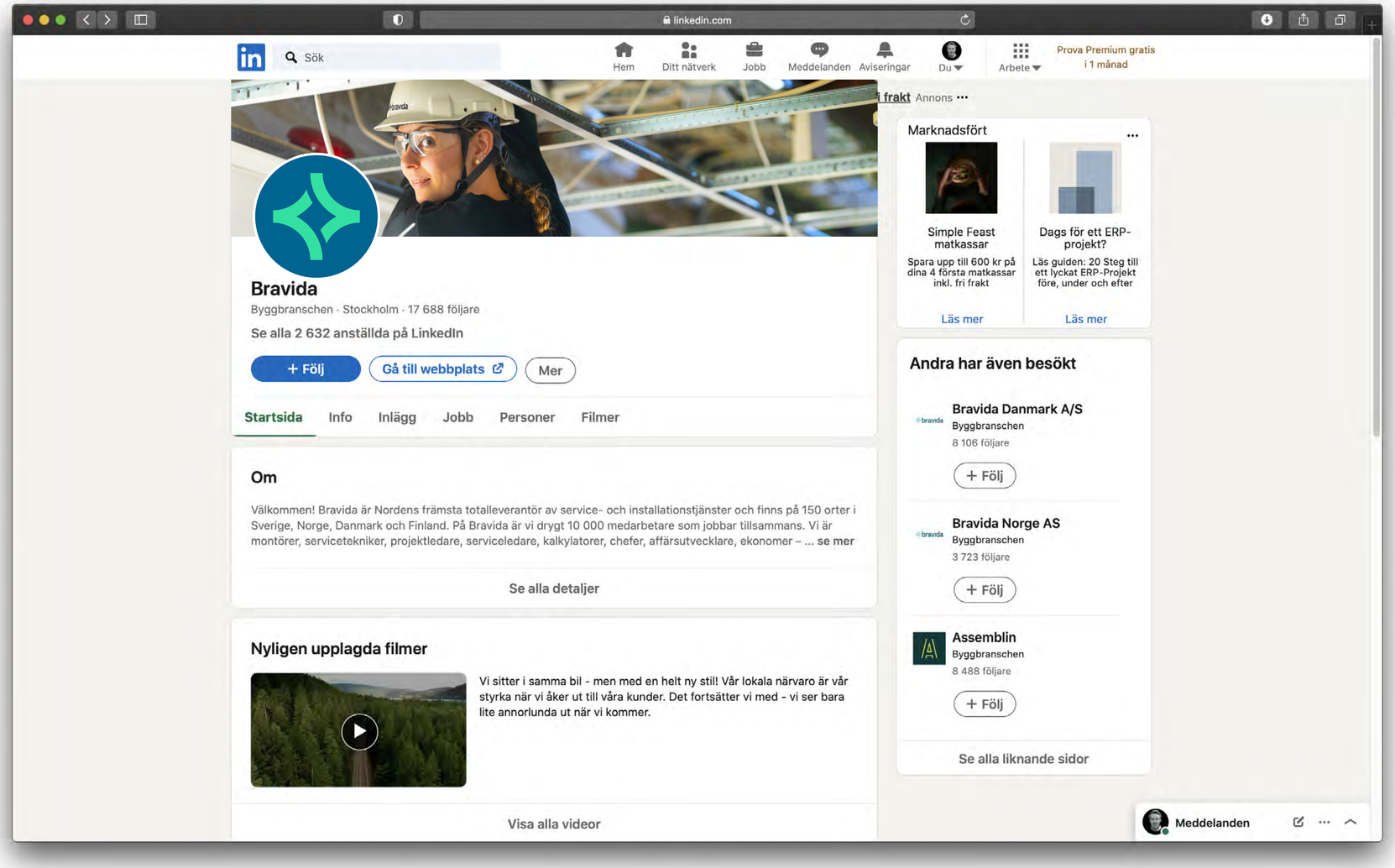
Linkedin


linkedin.com
Sök
Hem
Ditt nätverk
Jobb
Meddelanden
Aviseringar
Du
Arbete
Prova Premium gratis i 1 månad
frakt
Annons
Marknadsfört
Simple Feast matkassar
Spara upp till 600 kr på dina 4 första matkassar inkl. fri frakt
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Dags för ett ERP-projekt?
Läs guiden: 20 Steg till ett lyckat ERP-Projekt före, under och efter
Läs mer
Bravida
Byggbranschen · Stockholm · 17 688 följare
Se alla 2 632 anställda på LinkedIn
+ Följ
Gå till webbplats
Mer
Startsida
Info
Inlägg
Jobb
Personer
Filmer
Om
Välkommen! Bravida är Nordens främsta totalleverantör av service- och installationstjänster och finns på 150 orter i Sverige, Norge, Danmark och Finland. På Bravida är vi drygt 10 000 medarbetare som jobbar tillsammans. Vi är montörer, servicetekniker, projektledare, serviceledare, kalkylatorer, chefer, affärsutvecklare, ekonomer – ... se mer
Se alla detaljer
Nyligen upplagda filmer
Vi sitter i samma bil - men med en helt ny stil! Vår lokala närvaro är vår styrka när vi åker ut till våra kunder. Det fortsätter vi med - vi ser bara lite annorlunda ut när vi kommer.
Visa alla videor
Andra har även besökt
Bravida Danmark A/S
Byggbranschen
8 106 följare
+ Följ
Bravida Norge AS
Byggbranschen
3 723 följare
+ Följ
Assemblin
Byggbranschen
8 488 följare
+ Följ
Se alla liknande sidor
Meddelanden

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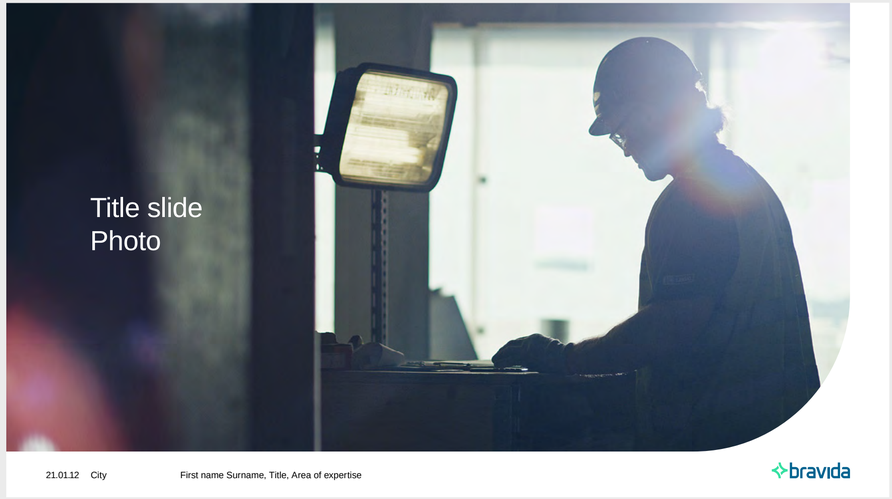
PPT template 112
Signs & stickers 114

PPT template



21.01.12 City First name Surname, Title, Area of expertise

bravida

Headline

We bring buildings to life – every day, all year round. We are a team of thousands of employees who install and maintain functions for electricity, heating and cooling, water, ventilation and security. Things that simply have to work.

Sustainability is important to Bravida. We have more than 50,000 customers and every day we help them contribute to a sustainable society.

We bring buildings to life – every day, all year round. We are a team of thousands of employees who install and maintain functions for electricity, heating and cooling, water, ventilation and security. Things that simply have to work.

Sustainability is important to Bravida. We have more than 50,000 customers and every day we help them contribute to a sustainable society.

00

bravida

Agenda

1. Lorem ipsum
2. Lorem ipsum
3. Lorem ipsum
4. Lorem ipsum
5. Lorem ipsum
6. Lorem ipsum
7. Lorem ipsum
8. Lorem ipsum
9. Lorem ipsum
10. Lorem ipsum

00 Presentation title or date

bravida

Annamme kiinteistöllesi elämän.

bravida

Sign/sticker/banner 115
Security sticker 117
Logo sticker + address 119
Round security sticker 121
Security sticker 122

Applications

Workwear 62
Vehicles 69
Stationery 76
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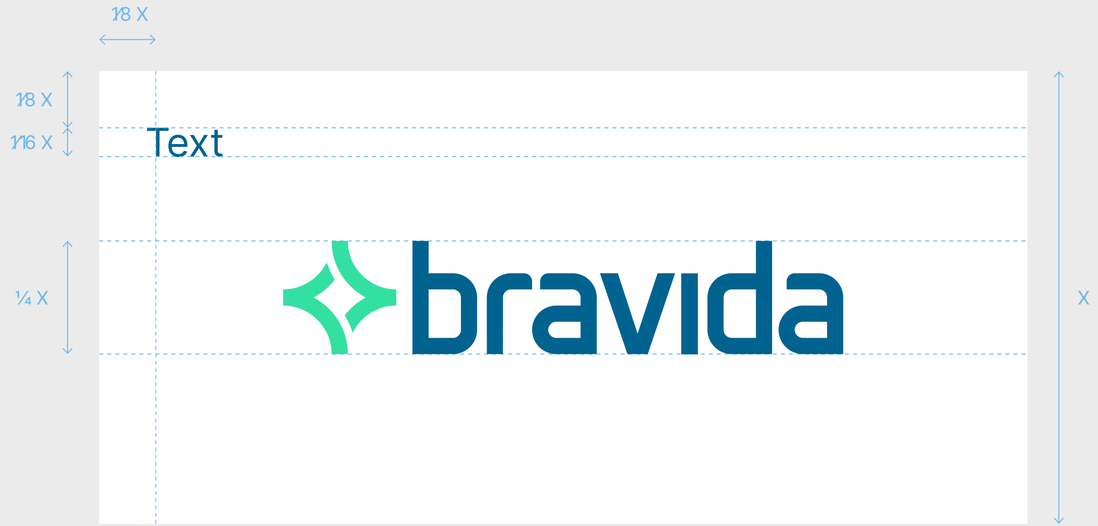
Banner templates 88
Motion graphics 95
Social media 106
PPT template 112
Signs & stickers 114

Sign/sticker/banner + text

Typographic settings
Text: Int er Regular
Text color: Bravida Blue
Optical kerning: 0
Wordspacing: 80%
Left aligned



Sign/sticker/banner + text

Typographic settings
Text: Int er Regular
Text color: Bravida Blue
Optical kerning: 0
Wordspacing: 80%
Left aligned

Security sticker

Typographic settings
Headline: Int er Semibold (all caps)
Text: Int er Regular
Text color: White
Optical kerning: 0
Wordspacing: 80%
Left aligned
Area of expertise: Double line Option 2

Security sticker

Typographic settings
Typeface: Int er Semibold (all caps)
Text: Int er Regular
Text color: White
Optical kerning: 0
Leading: 100%
Wordspacing: 80%
Left aligned
Area of expertise: Double line Option 2

Logo sticker + address

Typographic settings
Typeface: Int er Regular
Text color: White
Optical kerning: 0
Leading: 120%
Wordspacing: 80%
Left aligned

Logo sticker + text

Typographic settings
Typeface: Int er Regular
Text color: White
Optical kerning: 0
Wordspacing: 80%
Left aligned

Round security sticker

Typographic settings
Typeface: Int er Semibold
Text color: White
Optical kerning: 0

Security sticker

Typographic settings
Headline: Inter Semibold
Bodytext: Inter Regular
Text color: White
Optical kerning: 0
Wordspacing: 80%
Area of expertise: Double line Option 2

We bring buildings to life.