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Strengthening ESAB’s visual identity

In our business environment, goodwill, such as the company name and its logotype, can be expressed in terms of trust, confidence and acceptance on the one hand and the customer’s signature in the order book on the other. Contradictions in the first can have serious negative effects on the second. This explains why the importance of what we say and how we say it, what we do and the way we do it can never be over-emphasised.

This is what identity and communicating with people is all about and it applies in particular to the visual aspects of our identity. They put the words we say on record, with the formal support of our corporate trademark.

"A product is something that is made in a factory; a brand is something that is bought by a customer. A product can be copied by a competitor; a brand is unique. A product can be quickly outdated; a successful brand is timeless."

This is why it is extremely important that all the units within the ESAB group of companies consistently present the same visual identity all over the world.

Conflicting impressions create confusion, weakness and uncertainty. Consistency, on the other hand, creates harmony, strength and confidence. It also produces the advantages which result from standards being applied by a top-class organisation. ESAB can only maintain its leading position by working according to these standards through every available communication channel, such as brochures, advertisements, stationery, Web sites, signs and so on.

This revised visual identity guide is designed to help us achieve the best possible effect in every visual and communication activity and to do so in a practical and rational manner. All companies within ESAB are instructed to follow the rules and recommendations in this guide to guarantee the maximum goodwill in the marketplace.

No deviations from these rules and standards are permitted. Any requests to make changes or modifications must be approved by the Market Communication Department at ESAB AB in Göteborg.

Atlanta, March 2000

Ray Hoglund
President and Chief Executive
The philosophy behind ESAB’s visual identity

The shortest route to fast and effective communication is simplicity and consistency of graphic design. The visual signal must be free from trend-oriented graphic “ornaments”.

ESAB’s basic identity from the 1980s has a simplicity in terms of both colour scheme and graphic design. The house colour was chosen with care and, after many tests, yellow was found to be the best. It triggers positive associations, it is trendless and, in combination with black, it emits very powerful identity signals, in what are frequently muddled and confused workshop settings.

Yellow and black is the best colour combination when it comes to visibility, readability and attracting attention. The powerful ESAB signal transmitted by the combination of yellow and black must not be reduced or weakened by adding other distracting colours or graphic elements (stripes, dots, borders and so on) which quickly become “outdated”, as well as disrupting the visual signal. This is one of the prerequisites for a consistent graphic identity and it is something of which we must be extremely observant.

Visual signals

We have to put the different visual signals on consumables packaging and machines in order of importance. The principal signal is the ESAB logotype. On packaging, it is followed by ISO and RESY labels. We have done this to facilitate the visual communication and to guide the reader’s eye to the point we have chosen. There are no OK, ISO or RESY labels on machinery, so the order is the ESAB logotype, followed by the product name and electrical/mechanical symbols.

Yellow is one of the most important identity carriers. The combination of yellow and black constitutes an unbeatable ESAB signal, especially in our industry. The risk of destroying the powerful ESAB signal by adding other colours has to be eliminated. The graphic elements cannot have the same mutual value. The eye roams around and is unable to find a fixed point. One of the graphic signals has to dominate and thus act as an eye-catcher.
The logotype

Usage
The ESAB brand logotype has been created for use solely in black, either on a yellow field or on white. Its elements are precisely proportioned and must not be altered – any change would impair the character and effectiveness of the mark.

The logotype is complete in itself. It must not be used as part of headline text or typeset body copy – nor as part of a joint trademark or a corporate, sub-corporate or product name.

Reproduction
Only authorised master copies of the logo may be used as originals for reproduction. Repro-sheets with logotype originals of various sizes are enclosed with this guide and can also be ordered from the Market Communication Department, ESAB AB, Göteborg, by sending in the enclosed order form. The logotype is also available in digital format.

You are not allowed to change the proportions or to produce your own logotypes in a computer. They can never have precisely the right appearance and the feeling of recognition – one of the main reasons for having a logotype – is thus lost.

Free zone
The grid shows the exact proportions of the mark and its rectangular field of influence (grid field). It also shows the exact position of the ® (registered trademark) which from now on will be an integrated part of the logotype. No other trademark, text, illustration or colour may intrude on this field. (Special free zones are permitted for consumables packaging, see page 29.)

Registered trademark
The ESAB trademark is registered on such a scale that the use of the ® when labelling products and in marketing can take place without any foreseeable risks. The ® label will therefore be an integrated part of the logotype from now on.

The ESAB brand logotype can only be used in black on either a yellow or a white background.
House colours
Yellow and black are the identifying colours of the ESAB brand. This combination has been found to be the best when it comes to visibility, readability and attracting attention. This powerful ESAB signal must not be reduced or weakened by adding other distracting colours. This is one of the prerequisites for a consistent graphic identity and it is something to which we must pay proper attention.

The NCS colour system
When using the NCS system, the measurement of colour is made optically and is therefore more true than when the colour is described according to the PMS scale, for example. ESAB’s shade of yellow is therefore given first and foremost according to the NCS scale. Use NCS to define all the colours that cannot be defined properly using the RGB and CMYK methods.

At the back of this brochure, you will find a sheet of perforated swatches for colour matching according to the NCS system. It is very important that you always include a colour sample with each printing order to make sure that you obtain the correct colour. Always try to make comparisons in natural daylight.

Below are the colour denominations that you should use when defining our yellow house colour.

The RGB colour system
Mixing red, green, and blue (RGB) coloured light in various proportions and intensities can represent a large percentage of the visible spectrum. Where the colours overlap, they create cyan, magenta and yellow. RGB colours are called additive colours because you create white by adding R, G, and B together – that is, all the light is reflected back to the eye. Additive colours are used for lighting, television and computer monitors. Use RGB when preparing a document to be viewed on a screen or printed on a colour printer.

The CMYK colour system
While the RGB model depends on a light source to create colour, the CMYK model is based on the light-absorbent quality of ink printed on paper. As white light strikes translucent inks, a portion of the spectrum is absorbed. Colour that is not absorbed is reflected back to your eye. Combining pure cyan (C), magenta (M) and yellow (Y) pigments would result in black, by absorbing, or subtracting, all the colours. Black (K) ink is added for better shadow density. Combining these inks to reproduce colour is called four-colour process printing. Use CMYK when preparing a document to be printed using process inks.

RAL
For industrial painting of products and cars, the designated colour is RAL 1018.

Original yellow: NCS S 0580-Y
The closest printing ink is PMS 012.

RGB:
Red 100%, Green 95%, Black 0% (255, 242, 0) (some applications, such as Adobe, use this method of defining the RGB colours).

CMYK:
Cyan 0%, Magenta 5%, Yellow 100%, Black 0%.

RAL: 1018

Be sure to include a colour guide with each order to match our yellow NCS S 0580-Y and ensure that you always obtain the correct colour whatever basic material you choose. Always try to make comparisons in light with the colour temperature of 5,000°K.
Using trademarks

Our trademarks are symbols we use to differentiate our products and services from those of our competitors. Exclusive rights to a trademark can be obtained by registering it.

When a trademark is used, it is important that this is done in the correct manner. To spotlight the characteristics of a trademark in text, it should be written in upper-case (capital) letters – or, at the very least, with the first letter as a capital. In the case of registered trademarks, it is also possible to use the ® symbol, which must not be used if the trademark is not registered in the majority of the industrialised countries. In the case of trademarks which are not registered on a worldwide basis, the abbreviation ™, with or without a circle, can be used.

A large number of trademarks are used within ESAB worldwide. The list to the right shows which of them are registered. However, most of these registrations are limited to just a few countries. The legal aspects also differ from country to country. In some countries, adding an ® to unregistered trademarks can have repercussions. In some countries, the use of the ® is compulsory if the trademark is registered.

When should the ® symbol be used?
The ESAB trademark is registered on such a scale that the use of the ® when labelling products and in marketing can take place without any foreseeable risks. Labelling with an ® is therefore always recommended when it comes to the ESAB trademark and logotype.

The ® symbol could also be used for the registered trademarks ESAB® (word), OK®, FILARC® and ARCOS®.

Use the ™ symbol for all other trademarks
When it comes to the other trademarks, no general recommendation of this kind is possible. The question of labelling must be based on the practical and financial aspects relating to each application. In view of our extensive market and the advantages that could accrue from using the same label all over the world, a balance must be struck between the risks and the practical viability. The main rule is, however, not to use the ® but the ™ symbol.

So the regulations governing the correct way of using a trademark vary from country to country and, when more precise information is required, please refer to the Patent Department, ESAB AB, Göteborg, Sweden.

We have also registered European Community Trademarks comprising 15 countries for the following trademarks:

ARISTO™
AUTROD™
CADDY™
ESAB (logo) ®
OK®
SUPERSTIR™
TUBROD™

These countries are:
Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Luxembourg, Portugal, Spain, Sweden, the Netherlands and the United Kingdom.
Typography

Main typeface
The Helvetica typeface has been chosen as the main ESAB standard because it triggers associations with technology and industrial operations. It is internationally viable, easy to read and timeless.

Helvetica is to be used for all product-related material such as product catalogues, product brochures, leaflets, instruction manuals, service manuals and so on.

The typefaces may be known by different names depending on the software supplier. Always make sure that you use the typefaces nearest to the ones shown in the examples on this page. For machine or word processing correspondence material, the Arial typeface may be used as a complementary typeface to Helvetica.

Complementary typeface
For sales campaign and advertising material and company periodicals, the Times typeface may also be used for the body copy.

Product-related material:
Headlines: Helvetica Neue 75 Bold or 65 Medium
Body copy: Helvetica Neue 55 Roman

Sales campaign and advertising material and company periodicals:
Headlines: Helvetica Neue 75 Bold
Body copy: Helvetica Neue 55 Roman or Times Roman

Correspondence material:
Pre-printed text: Helvetica Neue or Arial
Word processing: Helvetica Neue or Arial

Helvetica Neue 55 Roman

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Helvetica Neue 55 Italic

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Helvetica Neue 65 Medium

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Helvetica Neue 65 Bold

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Helvetica Neue 65 Medium Italic

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Helvetica Neue 75 Bold

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Helvetica Neue 75 Bold Italic

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Times Roman

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Times Italic

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Times Bold

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#

Times Bold Italic

abcdedfhijklmnotuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890%&/()?!#
Stationery
Many people underestimate the importance of consistency in stationery. Letter paper, business cards, envelopes, fax paper and so on are the material that is used on the widest scale outside the company. It is absolutely essential that the logotype and typography are used and positioned according to the following regulations.

For machine or word processing correspondence material, the Arial typeface may be used as a complementary typeface to Helvetica.

Letterheads
The design follows recommended international letter paper and tabulator standards. Specimen letterheads are shown below with dimensions in millimetres.

Type sizes
Unit signatures, 1 line: Helvetica Neue Medium 14 pt
Unit signatures, 2 lines: Helvetica Neue Medium 11 pt
Country: Helvetica Neue Light 12 pt
References: Helvetica Neue Light 6 pt

Letterhead continuation sheets
These are intended for standard A4 letter paper. The dimensions of the specimens below are given in millimetres.

Type sizes
Unit signatures: Helvetica Neue Medium 8 pt and 6 pt
Order confirmations, invoices and other documents

Order and transport documents are normally generated from an automatic computer system. These documents comprise order confirmations, packing lists, invoices, payment reminders, certificates and so on. They should naturally also be designed in accordance with ESAB’s visual identity rules.

For cost and practical reasons, most ESAB companies may prefer only to use documents in black and white. In this case, the primary identification on the documents is the black logotype in the upper left-hand corner of the form. For those companies that still prefer to have pre-printed paper, the black logotype should also be placed in the upper left-hand corner and on the same type of yellow strip as is used for letterheads.

Since the rules on this page may be changed from time to time due to new logistical routines, always make sure that you have the latest version of the guidelines for order and transport documents by contacting the Market Communication Department in Göteborg.

The colour of the paper should be white and under no circumstances may the logotype be used in grey or any colour other than black.
Fax paper
Fax messages often replace letters and other correspondence. For this reason, the same visual identity standards as for other forms should be applied.

Business cards
Standard ESAB business cards are to be used when representing the ESAB brand or company. The dimensions marked above are in millimetres. (Size equal to size of standard credit cards.)

Type sizes
Company names: Helvetica Neue 65 Medium 7 pt
Personal name: Helvetica Neue 65 Medium 9 pt
All other information: Helvetica Neue 55 Roman 7 pt

Envelopes and labels
Envelopes in the standard C4 and C5 sizes must carry the same size logo as that used on A4 letterheads. Dimensions are in millimetres. Labels can be produced in black and white.

Forms
The primary identification on forms is the black logotype on the yellow plate. If this is not practical for space or colour reasons, the black logotype may be used on its own.
Intranet

The intranet is an internal information tool which is based on the same technique as the Internet and enables us to spread and share information within the ESAB group of companies in a very effective way. The intranet information should or will be available to all units connected to ESAB's internal communication system called the WAN.

As the intranet is a joint channel, uniformity in terms of graphics and layout/navigation is very important. For this reason, we have created the ESAB intranet guidelines which should be used when creating, reading, copying and distributing information presented on the ESAB intranet pages.

There are certain degrees of freedom when making a new document. There are, however, certain basic layout elements including the ESAB logotype, the navigation frame and the title of the page which must always be included in the same place on the page.

The Helvetica or Arial typefaces are recommended for use for all texts.

The guidelines and recommendations will be updated at regular intervals. Always make sure that you have the latest version by contacting your local Infomaster or the Market Communication Department in Göteborg.

Internet

The use of the global communication network, the Internet, is growing at an explosive rate. The size of the network and its worldwide establishment has made it an extremely popular and cost-effective medium for passing on information to a large and highly varied target group.

As this is a global medium, uniformity in terms of graphics and content is important. The visual identity rules which govern printed media also apply in principle to the Internet, but the technical limitations of the Web and the browser software used to navigate through it must naturally be taken into account. Each sales company will have its own Web site, where information specific to its market can be put. The overall structure should, however, be the same.

The logotype is located in the top left-hand field. The top menu and the left-hand menu are also fixed. The typeface used in normal texts and in graphical areas is Verdana. This font has good readability even in small sizes. The typeface used in headers is Helvetica Neue.

As the Internet can only be described as a living medium, the guidelines and recommendations will be updated at regular intervals. Always make sure that you have the latest version by contacting your local Infomaster or the Market Communication Department in Göteborg.

E-mail messages

In the beginning, the e-mail message was often used internally when communicating with colleagues. The need for rapid communication and the extended use of computers means that correspondence via e-mail has become more and more widespread externally as well. The e-mail often replaces letters, fax messages and other correspondence.

For this reason, it is important that the header on an e-mail message makes it clear which company and individual is sending the message. You are therefore recommended to use the first template that is included in our current Lotus Notes mail platform, not the more or less imaginative mail headers that also accompany the system. You are also recommended to add a suitable “foot” with the necessary address info.
Information sheets and presentation material

We must treat internal information material with the same respect as external information material, so the examples shown here illustrate the visual aspects of both external and internal material.

An overhead transparency or a presentation on a screen should support a verbal presentation. If the visual presentation contains all the information, the audience will lose interest in the presentation sooner rather than later. So produce simple, stylistic presentations. Use the special ESAB templates on your computer, put as little text as possible on every image and try to limit the number of illustrations.
Covers, binders and folders

Video and CD-ROM covers, binders, folders and similar material are also important parts of the ESAB identity. The ESAB logotype should be positioned in the upper right-hand corner of the front page and at the foot on the left-hand side of the last page.
**Printed matter**

The design of printed matter creates associations in the same way as logotypes, typography, colours and layouts. It is important that synergy is obtained in all information material, not least in order to make it quickly recognisable and to obtain overall print economy.

The ESAB logotype should always be positioned in the upper right-hand corner of the front page.

It is of the greatest importance that these simple, basic standards are followed and respected. This is a small yet vital part of our efforts to create a consistent visual picture of ESAB and to strengthen our identity in the world around us.

Always use the Helvetica typeface in product-related printed matter both in headlines and in body copy.

---

**Front pages**

Yellow heading with logotype in black
Product name in black

**Group item number** in Helvetica Bold 8 pt in the lower left-hand corner of the front page.

---

**LAW 400 and 500**

*Powerful, efficient and flexible power sources in the A 10 system*

---

**Quattro dio horemtius**

The stipulated design for printed matter naturally applies to all business areas, such as welding equipment, welding consumables and cutting systems.
Inside pages with 2 or 3 columns

Columns in 10/11 pt or 11/12 pt guarantee good readability. Lead-ins can be type-set using a Roman typeface or italic, medium or semi-bold in varying point sizes.

---

**Headline Helvetica**

---

**Headline Helvet**

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Tables for four-colour prints
Head: 100% yellow + 5% magenta. Other areas: 30% yellow or varying percentage of yellow for priority.

When it comes to the last page, the logotype should be printed at the foot of the page on the left-hand side with company data. Space should be left in the bottom right-hand corner for local distributors to add their dealer imprint.

**Technical data**

**LAW 400 and 500**

<table>
<thead>
<tr>
<th>Arrus satres para</th>
<th>Arrus satres para</th>
<th>Arrus satres para</th>
</tr>
</thead>
<tbody>
<tr>
<td>Petro merdi de</td>
<td>Petro merdi de</td>
<td>Petro merdi de</td>
</tr>
<tr>
<td>vanti soti chetti</td>
<td>vanti soti chetti</td>
<td>vanti soti chetti</td>
</tr>
<tr>
<td>lacca. Divarius</td>
<td>lacca. Divarius</td>
<td>lacca. Divarius</td>
</tr>
<tr>
<td>santi parka de</td>
<td>santi parka de</td>
<td>santi parka de</td>
</tr>
<tr>
<td>molto blaskosius,</td>
<td>molto blaskosius,</td>
<td>molto blaskosius,</td>
</tr>
<tr>
<td>si sigolicci basta.</td>
<td>si sigolicci basta.</td>
<td>si sigolicci basta.</td>
</tr>
<tr>
<td>Chappa tarrioka</td>
<td>Chappa tarrioka</td>
<td>Chappa tarrioka</td>
</tr>
<tr>
<td>de reckla osatius</td>
<td>de reckla osatius</td>
<td>de reckla osatius</td>
</tr>
<tr>
<td>ossi. Filippo</td>
<td>ossi. Filippo</td>
<td>ossi. Filippo</td>
</tr>
<tr>
<td>rabasta romasti</td>
<td>rabasta romasti</td>
<td>rabasta romasti</td>
</tr>
<tr>
<td>mali varta de silo</td>
<td>mali varta de silo</td>
<td>mali varta de silo</td>
</tr>
<tr>
<td>glatta eckis.</td>
<td>glatta eckis.</td>
<td>glatta eckis.</td>
</tr>
</tbody>
</table>

Tables for two-colour prints
Head: 100% yellow (NCS S 0580-Y). Other areas: 30% yellow or varying percentage of yellow for priority.

Picture copy in Helvetica Neue Medium Italic 9 pt.

---

ESAB AB  
Box 8004, SE-402 77 Göteborg, Sweden  
Phone +46 31 50 90 00, Fax: +46 31 50 93 90  
E-mail: info@esab.se  
Internet: www.esab.com
Instruction books, catalogues and so on
Customer aids such as catalogues, instruction books, service manuals, spare parts lists and so on are also important bearers of the ESAB identity.

The ESAB logotype should always be positioned in the upper right-hand corner of the front page. When it comes to the last page, the logotype should be printed at the foot of the page on the left-hand side with company data. Space should be left in the bottom right-hand corner for local distributors to add their dealer imprint (see the example on page 19).

Always use the Helvetica typeface in product-related printed matter both in headlines and in body copy.
Product catalogues

Product catalogues may be produced for welding consumables, welding machines and cutting equipment and the sizes may differ, but the ESAB logotype should be positioned in the upper right-hand corner of the front page.
Company periodicals

ESAB in-house and customer magazines are the main vehicles for conveying corporate and business news internally and externally. As such, they must convey the essence of the ESAB identity visually and verbally and they must follow professional journalistic principles. The standards permit some flexibility in the use of layout and typefaces. However, always make sure that the requirements relating to the proportions and the free zone of the logotype are complied with.
Sales campaign and advertising material

The layout and the information in all advertising, direct mail material and other campaign material can be adapted to suit the requirements of different markets. The starting-point must, however, be the directives relating to logotype, colours, typography, free zone and the printed matter standard which have already been described. The logotype may be positioned in the upper right-hand corner or at the foot of the front page, as shown in the following examples.

Complementary typeface

For sales campaign and advertising material, the Times typeface may also be used for the body copy.

Headlines: Helvetica Neue Bold or Medium
Body copy: Helvetica Neue or Times Roman
Advertisements

An advertisement is publicly authenticated by the company signature and logotype. Nothing else reflects the character of a company and its management so broadly by the way it looks and what it says or infers.

Cluttered, disorderly appearances reduce readability. Conflicting appearances or statements generate confusion and reduce credibility. It is therefore essential that statements are clear-cut, specific and not misleading.

Brief company information must be used in all recruitment ads.

When producing sales campaigns and advertising material, the standards permit some flexibility in the use of typefaces, illustrations and the placing of the logotype. However, always make sure that the pictures do not interfere with the text flow and that the requirements relating to proportions and the free zone of the logotype are complied with.
Complementary typeface
For advertisements, the Times typeface may also be used for the body copy.

Headlines: Helvetica Neue Bold or Medium
Body copy: Helvetica Neue or Times New Roman

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**ESAB – Your partner in welding and cutting**

With more than 90 years of experience in welding and cutting, ESAB is the world leader in this sector. Our product program covers everything from hand welding electrodes to sophisticated computerised cutting and welding systems. The ESAB group has 7,700 employees, a turnover of around SEK 9 billion and a large network of agents and dealers all over the world.

For more information about our products and services in South Africa, please contact:
Arc Engineering (Pty) Ltd.
P.O. Box 121 74, 7, Neutron Road
Chicopee 1624
Phone 011 393 4551
Fax 011 393 3218.

---

**HAR DU RÅD ATT INTE KÖPA NYA POWER MIG?**


Denna veckan har vi specialvisning av Power MIG och du är välkommen hit att prova det. Ring gärna så kommer vi ihåva om demonstrationstid.

---

**Product ad**

---

**Profiling ad**

---

**Profiling ad**

---

**Dealer ads**

---

**Dealer ads**
Spare parts, wear parts and accessories

To make the picture of ESAB's packaging identity complete and consistent, spare parts packaging also has to be included in our overall identity.

The ESAB logotype has a natural position in the upper right-hand corner, while taking account of what is known as the free zone.

ESAB's yellow background colour is also essential. The position of headings and designations should be based on the following examples. The words “Original Parts” should be positioned at the lower edge, black text on yellow background and in the form of a horizontal, running line of text.

Layout for marking label

<table>
<thead>
<tr>
<th>Description</th>
<th>Type/Dim</th>
<th>Number of pieces</th>
<th>Part no.</th>
<th>English text</th>
<th>French text</th>
<th>German text</th>
<th>Swedish text</th>
</tr>
</thead>
<tbody>
<tr>
<td>1a b c d e f</td>
<td>0000 000 000</td>
<td>16 a b c d e f</td>
<td>Original Parts, Original Parts, Original Parts, Original Parts, Original Parts, Original Parts</td>
<td>Original Parts, Original Parts, Original Parts, Original Parts, Original Parts, Original Parts</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Text always Helvetica Neue or Arial

Layout for rider

<table>
<thead>
<tr>
<th>Description</th>
<th>Type/Dimension</th>
<th>Part no. 0000 000 000</th>
<th>English text</th>
<th>French text</th>
<th>German text</th>
<th>Swedish text</th>
</tr>
</thead>
<tbody>
<tr>
<td>Original Parts</td>
<td>Original Parts</td>
<td>Original Parts</td>
<td>Original Parts</td>
<td>Original Parts</td>
<td>Original Parts</td>
<td>Original Parts</td>
</tr>
</tbody>
</table>

Text always Helvetica Neue or Arial
Plastic bags, stickers and tapes

We can create the best possible ESAB identity by consistent repetition of the important identity signals: the ESAB logotype, the yellow colour, the Helvetica typeface and the characteristic design.

**Layout for plastic bags**
100 x 150 mm, 150 x 300 mm

**Layout for plastic bags**
235 x 380 mm, 300 x 450 mm

**Layout for stickers & tapes**
120 mm
Welding and cutting equipment

Colours
The product itself is the strongest balancing factor between brand identity (the organised way ESAB presents itself) and brand image (how other people think of ESAB). It is therefore essential that the visual standards for machines are strictly adhered to. ESAB brand colours for machines differ slightly from the corporate yellow and black, primarily in order to match variable production conditions. The NCS and the RAL colour identification systems are used as standard.

Markings
Markings must follow the prescribed ESAB logotype and typeface application. The logotype must not be used as part of a designation.

The ESAB logotype should be placed in such a way that it is clearly visible and this also goes for the product name. The typeface for the name should be Helvetica Neue Bold Italic.

New logotypes or symbols to be used for ESAB products must not be created.

Detailed information for production units can be found in a special manual “ESAB Brand Design Manual”, which also specifies machine standards, graphic and functional symbols and so on.
Consumables packaging

ESAB has an approved packaging design which forms an important part of the total corporate identity of the ESAB brand.

ESAB’s house colour combination of yellow and black is a very important identity device. The correct shade of yellow, NCS S 0580-Y, must always be used, regardless of the printing medium. ESAB and its suppliers share responsibility for this.

The ESAB logotype and typefaces must also be used in the correct manner. On every product, the visual messages such as logotype, product name and so on have been placed in order of importance in a logical, pre-determined manner. The principal signal is the ESAB logotype, followed by OK and the relevant product names, which are followed by the ISO and RESY symbols.

New logotypes or symbols to be used for ESAB products must not be created.

Detailed information for manufacturing units can be found in a special brochure “Welding consumables packaging design guide”, which can be ordered from Business Area Consumables, ESAB AB, Göteborg – order No. XA 00066120.
Flags
The 14 x 10 unit grid for flags is equivalent to the grid for the ESAB mark extended by one row all round the flag and rows on the right-hand edge (not next to the pole). Flags are available through ESAB AB, Göteborg, in the following sizes: 220 x 134 cm and 300 x 200 cm.

Vehicles
In practice, company transport vehicles are mobile billboards – continuous visual reminders of ESAB and its products. The logotype may be used in black on yellow or white or with the black logotype on a yellow rectangular marking if the car has another basic colour.
Signs
Signs are perhaps the most complicated and extensive part of corporate identity. They include everything from simple plates on doors to large, advanced illuminated signs – free-standing or attached to façades.

Outdoors
The first requirements for a sign are that it must be visible and legible. Consideration should be taken of distance, lighting conditions, positioning in relation to heavy traffic, materials and so on. However, like all other visual material, the sign should create the right associations with the ESAB brand.

It is absolutely essential for all signs to have the same appearance in all countries and to follow the ESAB typography and colour standards. The ESAB mark must be applied in accordance with basic principles – black on a yellow base – grid area around to be left free – mark to be separated from text.

Recommended materials are aluminium, plexiglass or standard systems, provided they match ESAB’s visual standards.

Indoors
Wall-mounted direction boards may be required indoors, at reception and at stairway entrances, gates and so on. Interior signs must be immediately visible but still blend in with the surroundings. Companies may choose the design which is best suited to the local conditions. However, we recommend suspended aluminium signs in yellow or silver grey.
Exhibitions

Exhibition stands can be regarded as a three-dimensional advertisement, in which virtually all the aspects of the ESAB identity combine to lend impact. The stands are planned and designed for each individual exhibition, but it is important to have the same high standard of quality in terms of visual identification, regardless of the size of stand or type of exhibition. Avoid mixing too many materials. When it comes to wall colours, yellow, white or light grey can be chosen.

Attracting as many visitors as possible to our stand is one of the main aims of participation at trade fairs and exhibitions. The planning of floor space and exhibits must therefore allow ample room for visitors and staff – by cutting down on exhibits, if necessary. Always try to show new products or processes and not the complete line of well-known products.

Stand designers and builders must be informed of the correct ESAB visual identity rules.
Merchandise/displays

The way in which products and services are presented in our authorised dealers’ or local resellers’ shops is also very important. The best way of ensuring the right ESAB identification is to offer them pre-fabricated ESAB material. Various types of display material are therefore available for our subsidiaries to buy or lease.

A variety of material is shown below and the complete programme is presented in a separate brochure “Catalogue of display material from ESAB Welding Equipment” – order No. XA00077620.
Give-aways
The give-away items must be chosen carefully to match the ESAB quality image. When giving away belts, they should be made of genuine leather, for example. The logotype may be printed or stamped on the material. Certain deviations from colour regulations are permitted. However, all such deviations have to be sanctioned by the Market Communication Department, Göteborg.
The ESAB brand logotype

The ESAB logotype has been created for use solely in black, either on a yellow field or on white. Its elements are precisely proportioned and must not be altered – any change would impair the character and effectiveness of the mark.

The logotype is available on authorised reproduction sheets or in digital format. You are not allowed to change the proportions or to produce your own logotypes in a computer. They can never have precisely the right appearance and the feeling of recognition – one of the main reasons for having a logotype – is thus lost.

One reproduction sheet is included with this guide. More sheets or the logotype by e-mail or on CD can be ordered from the Market Communication Department, ESAB AB, Göteborg, at the address below. Make sure that you specify the file format you would like.

Colour samples

The shade of yellow is given first and foremost according to the NCS scale. This measurement of colour is made optically and is therefore more true than when the colour is described according to the PMS scale.

One sheet of colour swatches is included with this guide. It is very important that you always include a colour sample with each printing order to make sure you obtain the correct colour. Always try to make comparisons in natural daylight. More sheets can be obtained from the Market Communication Department.

The guide in digital format

The contents of this guide will also be available on ESAB’s intranet pages for everyone connected to ESAB’s internal communication network called the WAN.

It is possible to obtain the guide or parts of the guide as a PDF file via e-mail or on CD. Requests can be sent to the address below.

Questions and orders

For queries about details and the use of the items in this publication, to order material as specified above or for other questions relating to the ESAB visual identity, please contact the Market Communication Department in Göteborg.