

DESIGN AND BRAND GUIDELINES

ENABLE DIGITAL DEVELOPMENT SO THAT PEOPLE CAN
IMPLEMENT THEIR IDEAS AND DRIVE INNOVATION.



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THE COMPANY INTRODUCTION

THE DESIGN GUIDELINES

These guidelines describe the visual and text elements that represent **Binero Group's** corporate identity. This includes our name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect **Binero Group's** commitment to quality, consistency and style.

The **Binero Group** brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the **Binero Group** name and marks.

BINERO GROUP

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01 CORPORATE LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

THE CORPORATE FONTS AND TYPOGRAPHY

THE FULL LOGOTYPE

The **Binero Group** Masterbrand or Corporate Logo comprises two elements, the logo symbol and logo type. The Logo Symbol is a powerful image evoking the culture of design services - the connection between the strength of communication and the different points that influence.

It has a particular relationship with the **Binero Group** name. The Logo Type has been carefully chosen for its timeless and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is vector made and has also been modified to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The three corporate colours are Green, Grey and White. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless. The Colours have been selected according to international standards as shown below and are easily implemented.



1) The general Logo
The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

LOGO DARK VERSION



LOGO LIGHT VERSION



2) The Logo Symbol
Consists of a powerful "leaf"-element evoking the culture and history of the Binero brand.

The Logo Subtitle
GROUP is chosen for its corporate, highly legible meaning, which has been further enhanced by the use of upper case letters in gray tone of the chosen corporate color. The font that is used here is "Lato" - SemiBold.

3) The Logo Dark Version
will be used when the background color is light colored.

4) The Logo Light Version
will be used when the background color is dark colored.

Recommended formats are:
.eps | .ai | .png | .jpg | .tiff | .svg

Attention:
Use of any stylized, animated, hand drawn or other versions of a inofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Binero Group Trademark Licensing if you have any questions or need further help.

BINERO GROUP - LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.



APPLICATION ON A BACKGROUND

PRIMARY LOGOS AND LOGO SYMBOLS

Usage:
Use them as the dominant logotype for all internal and external visual presentations of the company.

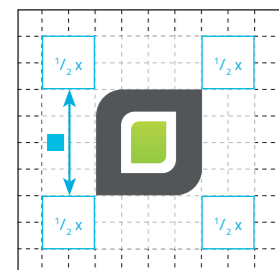


SECONDARY LOGO

Usage:
Use them when simplicity requires it

CLEARSPACE

Logo Symbol



CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



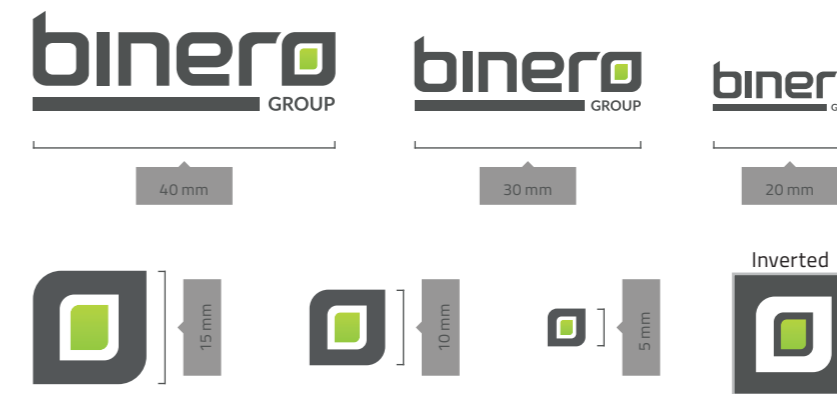
Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

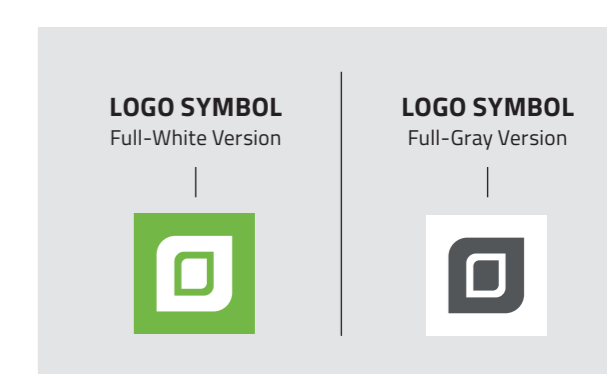
MINIMUM LOGO SIZES

Full Logo
Minimum Size: 20mm x 3.33 mm

Logo Symbol
Minimum Size: 5 mm x 5 mm



SECONDARY LOGO SYMBOL



BINERO SOLUTIONS - LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

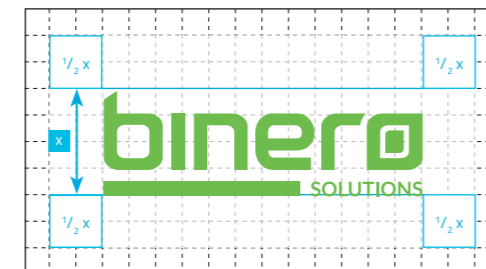


CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this



Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

APPLICATION ON A BACKGROUND

PRIMARY LOGOS

Usage:

Use them as the dominant logotype for all internal and external visual presentations of the brand.

LOGO A
Green Version



LOGO B
White Version



LOGO C
Gray Version



LOGO D
Gray Version



SECONDARY LOGOS

Usage:

Use them when simplicity requires it

LOGO E
Full-White Version



LOGO F
Full-Gray Version



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 20mm x 3.33 mm



Logo Symbol

Minimum Size: 5 mm x 5 mm



BINERO CLOUD - LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can

be positioned in relation to the mark. of the the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

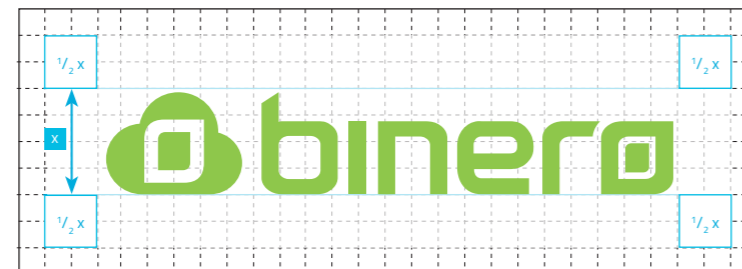


CLEARSPACE

Full Logo

Definition

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Computation

To work out the clearspace take the height of the logo and divide it in half. (Clearspace = Height / 2).

APPLICATION ON A BACKGROUND

PRIMARY LOGOS

Usage:

Use them as the dominant logotype for all internal and external visual presentations of the brand.

LOGO A
White-blue Version



LOGO B
Green Version



SECONDARY LOGOS

Usage:

Use them when simplicity requires it

LOGO C
Full-White Version



LOGO D
Full-Gray Version



MINIMUM LOGO SIZES

Full Logo

Minimum Size: 20mm x 3.33 mm



Logo Symbol

Minimum Size: 5 mm x 5 mm



02 THE CORPORATE TYPOGRAPHY

Typography is the art and technique of arranging type to make written language legible, readable, and appealing when displayed. The arrangement of type involves selecting typefaces, point sizes, line lengths, line-spacing (leading), and letter-spacing (tracking), and adjusting the space between pairs of letters. The

term typography is also applied to the style, arrangement, and appearance of the letters, numbers, and symbols created by the process. Typography also may be used as a decorative device, unrelated to communication of information.. Here are some of the most common techniques for Binero Group layouts.

THE WEB FONTS AND TYPOGRAPHY

THE FONT

Titillium is born inside the Accademia di Belle Arti di Urbino as a didactic project Course Type design of the Master of Visual Design

Campi Visivi. The aim of the project is the creation of a collective fonts released under OFL. Titillium Web is a geometric sans with a wide variety of weights & styles.

TITILLIUM WEB

PRIMARY FONT
TITILLIUM WEB

USAGE :
PRIMARY FONT FOR
COMPANY WEBPAGES AND
ALL MARKETING MATERIAL
DIGITAL AND PRINTS

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
TITILLIUM WEB

! " § \$ % & / () = ? ` ; : j " ¶ ¢ [] | { } ≠ ¿ ' « »
Σ € ® † Ω " / ø π ▪ ± ' æ œ @ Δ ° ª © f ð . å ¥ ≈ ç

Special Characters

THE CORPORATE FONTS AND TYPOGRAPHY

THE FONT

Arial, sometimes marketed or displayed in software as Arial MT, is a sans-serif typeface and set of computer fonts. Fonts from the

Arial family are packaged with all versions of Microsoft Windows from Windows 3.1 onwards, some other Microsoft software applications, Apple's macOS and many PostScript 3 computer printers. The typeface was designed in 1982 by Robin Nicholas and Patricia Saunders, for Monotype Typography.

PRIMARY FONT
ARIAL

USAGE :
FONT FOR ALL CORPORATE
DOCUMENTS AND
FINANCIALREPORTS

ARIAL

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9 0

Figures

TYPE EXAMPLES
ARIAL

! " § \$ % & / () = ? ` ; : j " ¶ ¢ [] | { } ≠ ¿ ' « »
Σ € ® † Ω " / ø π • ± ' æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Special Characters

03 TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key

information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Binero Group layouts.

CONTEXT TEXT AND INNER HEADLINES

Caption Text
-
Binero Group Typo
-
Titillium Web Regular
8 pt Type / 11 pt Leading

Copy Text
-
Binero Group Typo
-
Titillium Web Regular
12 pt Type / 15 pt Leading

Headlines
Copy Text
-
Binero Group Typo
-
Titillium Web - Semi Bold
16pt Type / 16pt Leading

HEADLINES AND TYPOBREAKS

Sublines
Sections
-
Binero Group Typo
-
Titillium Web - Semi Bold
24pt Type / 24pt Leading

Big Headlines
and Title
-
Binero Group Typo
-
Titillium Web - Semi Bold
34pt Type / 34 pt Leading

Sequencer
and Title for
Marketing
-
The header
-
Titillium Web - Semi Bold
48pt Type / 48 pt Leading

04 CORPORATE COLOR SYSTEM

THE PRIMARY COLOR SYSTEM AND COLOR CODES

Color plays an important role in the Binero Group corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme. Consistent use

of these colors will contribute to the cohesive and harmonious look of the Binero Group brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

PRIMARY COLOR SYSTEM

Explanation:

The **Binero Group** Company has three official colors: Green, Grey and White. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.



PRIMARY COLOR GREEN

COLOR CODES

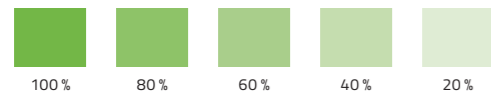
CMYK : C034 M000 Y072 K030
Pantone : 368C
HKS : 65K
RGB : R119 G179 B051
Hex : #77B333
Websafe : #66CC33



PRIMARY COLOR DARK GRAY

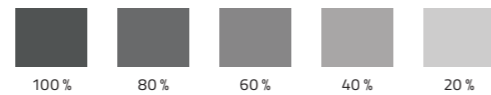
COLOR CODES

CMYK : C059 M049 Y049 K041
Pantone : 445C
HKS : 93K
RGB : R087 G087 B086
Hex : #575756
Websafe : #666666



100% 80% 60% 40% 20%

COLOR TONES



100% 80% 60% 40% 20%

COLOR TONES



Green Gradient

THE GRADIENT



Grey Gradient

THE GRADIENT

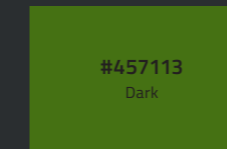
SECONDARY COLOR SYSTEM

Explanation:

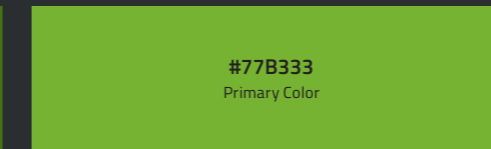
The Secondary colors are complementary to our official colors, but are not recognizable identifiers for our company. Secondary colors should be used sparingly (less than 10% of the palette in one piece).

Usage:

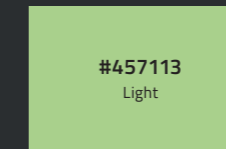
Use them to accent and support the primary color palette.



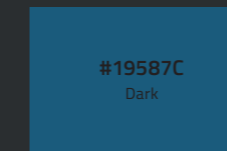
#457113
Dark



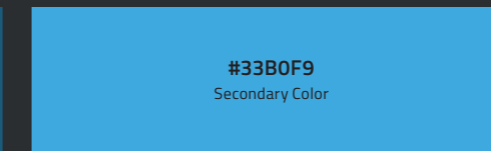
#77B333
Primary Color



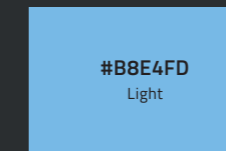
#457113
Light



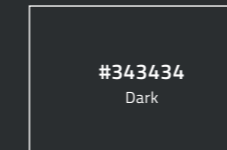
#19587C
Dark



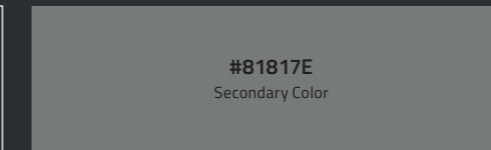
#33B0F9
Secondary Color



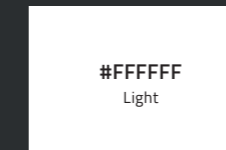
#B8E4FD
Light



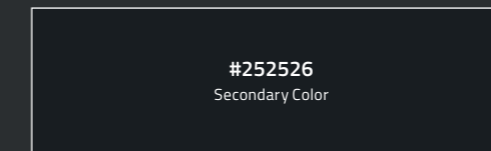
#343434
Dark



#81817E
Secondary Color



#FFFFFF
Light



#252526
Secondary Color

CMYK : C053 M000 Y085 K000 RGB : R151 G200 B061
Pantone : 368C Hex : #97c83d
HKS : 67K Websafe : #99cc33

CMYK : C080 M029 Y000 K002 RGB : R51 G176 B249
Pantone : 298C Hex : #33B0F9
HKS : 47K Websafe : #3399FF

05 CORPORATE STATIONERY

INTERNATIONAL PAPER STATIONERY

Stationery is a primary means of communication and it is essential that every application be a consistent reflection of our corporate identity. There is only one approved design format for all corporate and business unit stationery, although there are slight variations in size and content for different regions of the world. This section illustrates approved layouts for standard

business stationery. It includes specifications for typography, color, printing method, paper stock and word processing. Stationery brand management guidelines do not include invoices, bills of lading, credit letters, business forms, checks, e-mail tags or other business processes.

THE COMPANY ENVELOPE

-

Explanation:

This shows the approved layout with the primary elements of the **Binero Group** stationery system for envelopes.

Dimensions

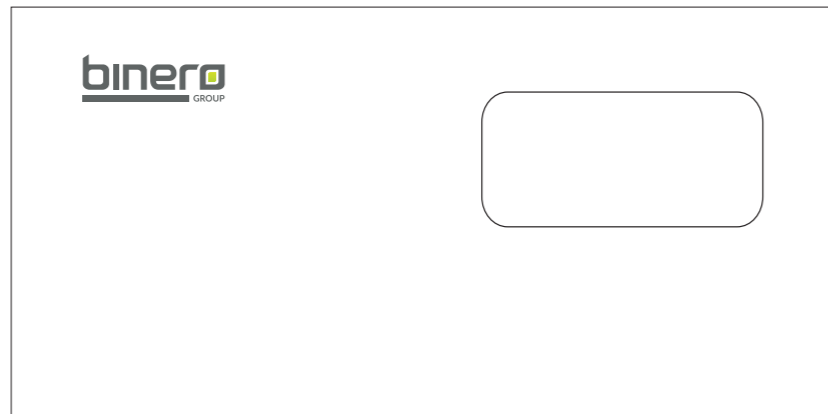
297 x 210mm
DIN A4

Weight

120g/m Uncoated white

Print

Offset
CMYK



THE COMPANY BUSINESS CARDS

-

Explanation:

This shows the approved layouts with the primary elements of the **Binero Group** stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of **Binero Group** company.

PARAMETER

Dimensions

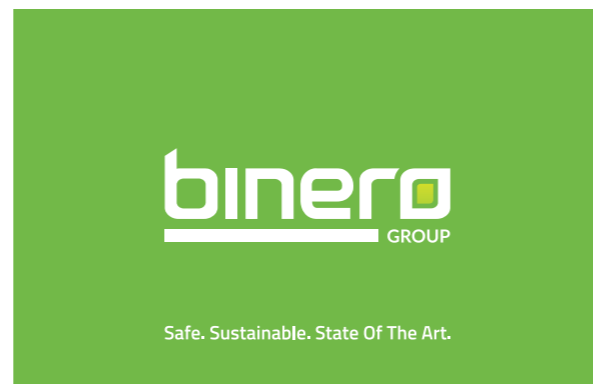
90 x 55 mm

Weight

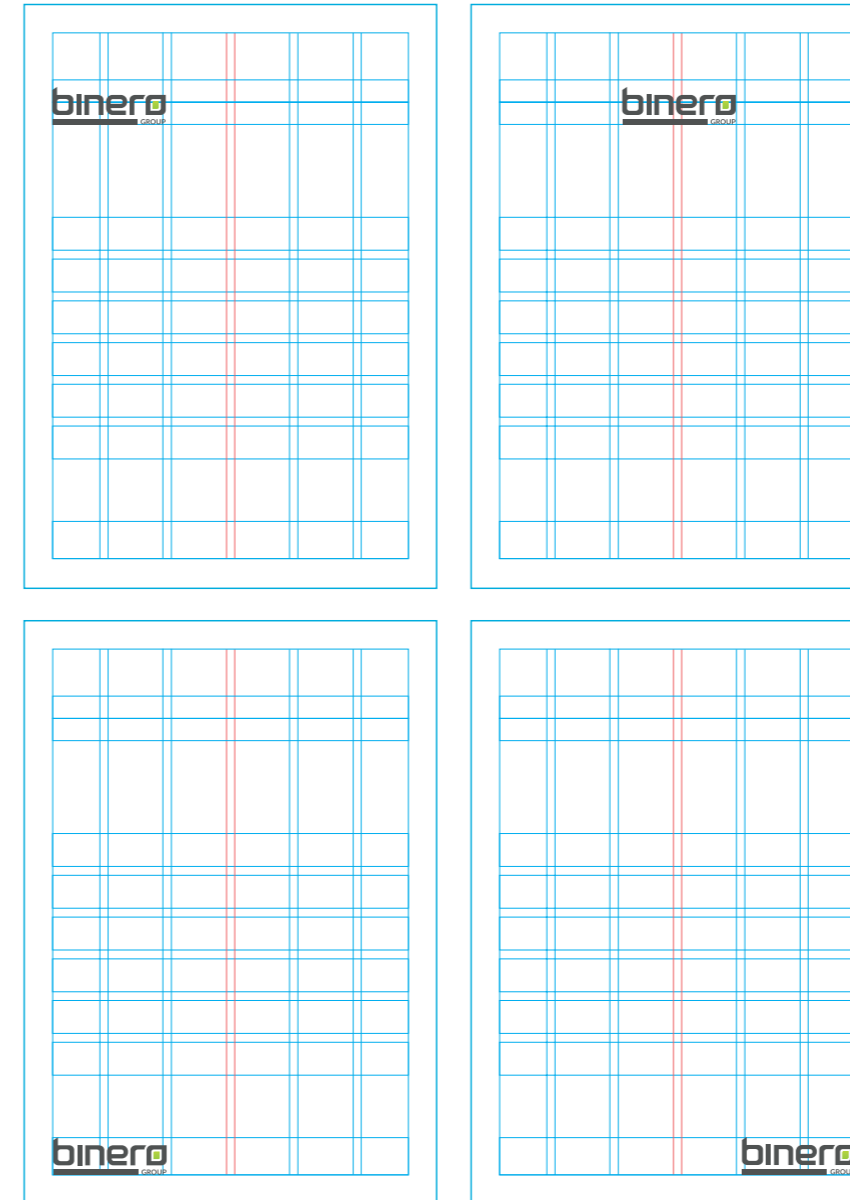
400g/m Uncoated white

Print

CMYK



06 THE CORRECT LOGO PLACEMENT



CORRECT LOGO PLACEMENT

-
Explanation:

To place the **Biner Group** logo in the correct way please use one of the approved styles that are shown here. To place the **Biner Group** logo in other ways is not allowed.

PARAMETER

Example
297 x 210mm
DIN A4

07 IMAGES AND BLENDING MODES

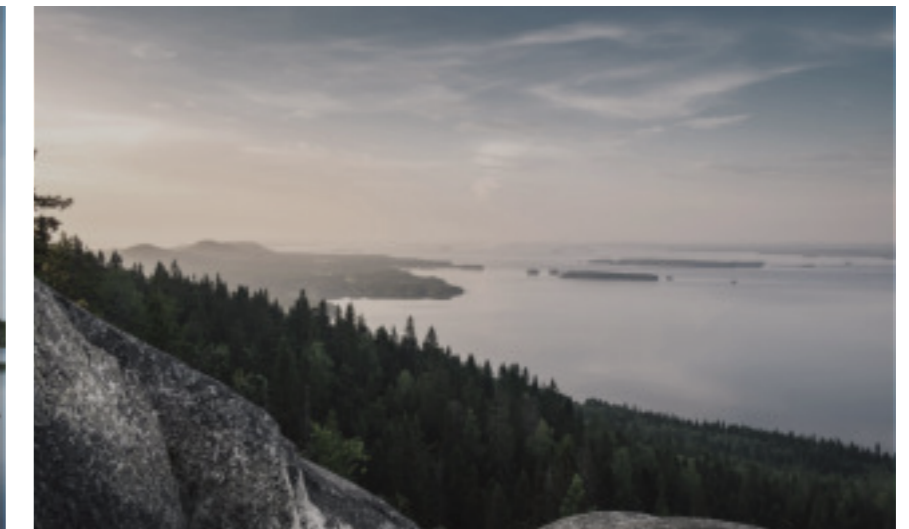


THE BINERO GROUP CORPORATE IMAGE : COLORED IMAGES

Corporate Images are responsible to transfer the values of **Binero Group** to our customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance, pronouncements, etc. Binero Group use various corporate advertising techniques to enhance their public image in order to improve their desirability as a supplier, employer, customer, borrower, partner, etc.

EXAMPLES FOR BINERO GROUP CORPORATE IMAGE SYSTEM

- Requirements:**
- colour reduction 35%
 - dark overlay 10%
 - landscape
 - sharp images
 - swedish nature



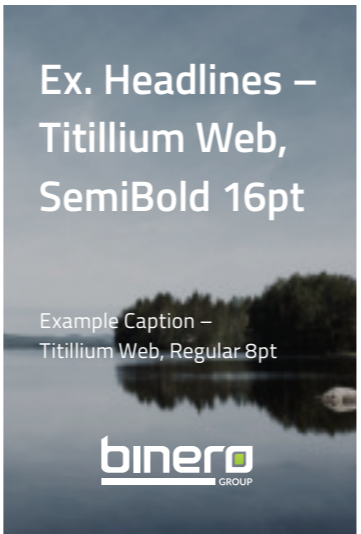
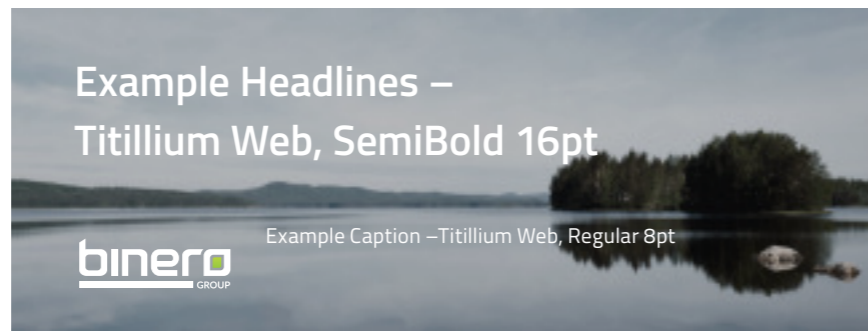
THE BINERO GROUP CORPORATE IMAGE : EXAMPLE ADS



EXAMPLES FOR BINERO GROUP CORPORATE IMAGE SYSTEM

-

- Requirements:**
- font white colours
 - darkened images
 - sharp images
 - nature
 - modern and crisp



THE BINERO GROUP BLENDING MODES FOR IMAGES

Image effects and blending modes raise the concision and the recognizability of a brand. Also they are able to divide content and other graphical elements that are used in layouts. In the same way the support statement of the used images and raise application possibilities.

EXAMPLES FOR BINERO GROUP BLENDING MODES

-

How to:

- 1) use colored images
- 2) use a placeholder with a black colour
- 3) adjust the layer opacity to 35%
- 4) adjust the layer style to “colour”
- 5) use a 2:nd placeholder with a black colour
- 6) adjust the layer opacity to 10%
- 7) adjust the layer style to “multiply”



EXAMPLES FOR BINERO GROUP LAYOUT BOX

-

How to:

- 1) use corporate primary colour
- 2) the box must never fill the image with 50%

08 CORPORATE ICONOGRAPHY



BINERO GROUP CORPORATE ICONOGRAPHY

An icon is a pictogram displayed on a screen or print layout in order to help the user navigate through the content in a easier way. The icon itself is a small picture or symbol serving as a quick, "intuitive" representation of for example a software tool, function or a data file.

EXAMPLES FOR BINERO GROUP CORPORATE ICONOGRAPHY SYSTEM

- How to:**
- use icon preferably with a background/object
 - minimum stroke size: 12 pt
 - upscale only proportional

Example:



ICONOGRAPHY DOWNLOAD LINK

Font Awesome Icons
Go to the "Free" icons section

Direct Link : <https://fontawesome.com/>

DESIGN AND BRAND GUIDELINES



**Binero Group
Brand Collection**



CONTACT

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167 51 Bromma
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DOWNLOAD

Direct Link : <https://binerogroup.com/press>