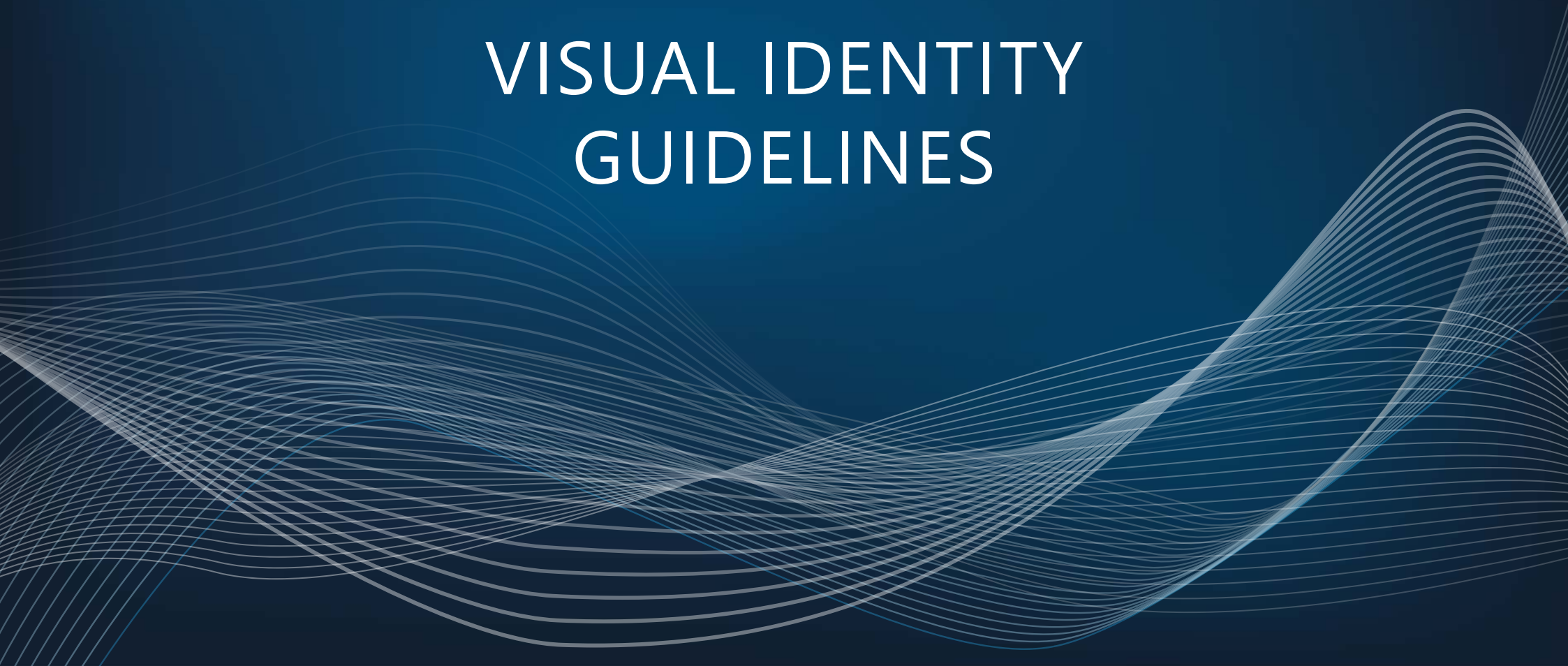


VISUAL IDENTITY GUIDELINES

The background of the slide features a series of thin, white, wavy lines that flow across the bottom half of the image, creating a sense of movement and depth against the dark blue background.

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01. BRAND

THE IMPORTANCE OF A VISUAL IDENTITY GUIDELINES

Through a consistent design, we communicate our values and messages in a unified way. The graphic profile helps us maintain consistency, create a credible and professional impression, and achieve strong brand recognition. Therefore, these guidelines apply to all our operations as well as to all material produced by advertising agencies and other production partners. By following the guidelines, every employee contributes to strengthening and spreading our visual identity in an effective way.

THE IMPORTANCE OF A STRONG BRAND

A strong brand is our key to success. The brand defines who we are, what makes us unique, builds loyalty, and differentiates us from our competitors. We strengthen our brand by delivering quality, building trust, and creating positive customer experiences, which give meaning to our employees, customers, and partners. Based on the brand, both our business and our communication and visual profiling are developed.

OUR SLOGAN

Eletta
- Engineered to Endure

OUR CORE VALUES

QUALITY

Our products meet high standards of reliability, accuracy, and performance.

SUSTAINABILITY

By focusing on sustainable materials and manufacturing methods, we ensure that our products can be used for a long time without losing performance or quality.

LONG SERVICE LIFE

The long service life of our flow switches minimizes the need for frequent replacements or repairs.

RELIABILITY

Designed and manufactured to the highest standards, they ensure continuous and accurate operation even under the most demanding conditions.

02. LOGOTYP



02. LOGOTYP

PRIMARY VERSION

The primary logotype to be used in the first place is the red version with a frame and in the second place the red version without a frame.

SECONDARY VERSIONS

To ensure that the logotype always has maximum readability, a black and a white version are also available.

BACKGROUND USE

When the logo is placed on a light background, the red or black version should be used. When placed on a dark background, the white version should be used. On image backgrounds, always use the version that provides the best visibility.

PLACEMENT

The logo is one of the most important elements in our communication. Therefore, it is essential that it is clearly visible through correct size and placement. Our logo should primarily be placed in the top right corner to ensure maximum visibility (see example image – Roll-up). In exceptional cases, the logo may be centered or repositioned to optimize it for the specific format.

CLEAR SPACE

The logo must always be surrounded by a clear space.

The clear space is the minimum distance to other graphics, text, or images. Our clear space is defined as 50% of the symbol's height.



PRIMARY LOGO WITH FRAME



WITHOUT FRAME



SECONDARY LOGO WITH FRAME



WITHOUT FRAME



03. TYPOGRAPHY



03. TYPOGRAPHY

Segoe UI is our primary typeface and is used in all internal and external communication. It is designed for high readability in digital environments and has a modern, neutral form that provides a clear and professional appearance.

The typeface is particularly well suited for the industrial and technical sectors, where clarity, precision, and structure are essential. Its neutral character makes technical information, product data, and instructions easy to read and understand. Segoe UI also works excellently in technical manuals, service instructions, and product data sheets, maintaining good readability even at small sizes, such as in tables and dimension specifications.

The typeface can be used for both headings and body text and creates a consistent typographic hierarchy across all our channels, from websites and presentations to printed materials and digital interfaces.

Headings – Segoe UI Semibold

Used for main headings and key messages. The slightly heavier weight creates clarity, contrast, and a stable visual structure.

Subheadings – Segoe UI Semilight

Used for secondary headings. The lighter weight provides a more modern and refined appearance and clearly defines a hierarchical level without competing with the main headings.

Body text – Segoe UI Regular

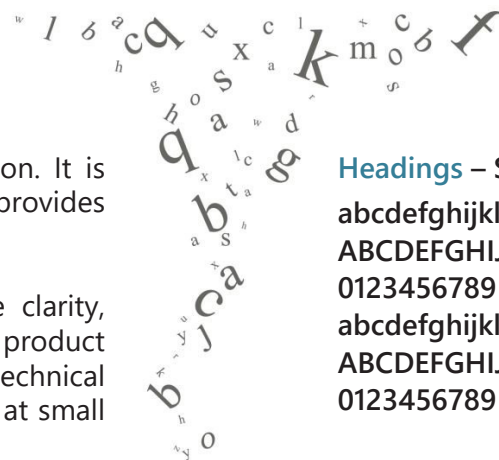
Used for all running text. The Regular weight provides optimal readability in both digital and printed media and is best suited for longer paragraphs, technical information, and product-related content.

Emphasis – Segoe UI Italic or Semibold

Used to highlight important words or parts of a text. Segoe UI Italic is used for subtle emphasis in body text, while Segoe UI Semibold is used for stronger emphasis, for example in tables, lists, or technical specifications.

Decorative text – Segoe UI Light

Used sparingly for short, graphic, or decorative text elements, such as slogans, quotes, or captions. It should not be used as body text due to reduced readability at small sizes.



Headings – Segoe UI Semibold

abcdefghijklmnopqrstuvwxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
0123456789
abcdefghijklmnopqrstuvwxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
0123456789

Subheadings – Segoe UI Semilight

abcdefghijklmnopqrstuvwxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
0123456789
abcdefghijklmnopqrstuvwxyzåö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ

Body text – Segoe UI Regular

abcdefghijklmnopqrstuvwxyzääö
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789
 abcdefghijklmnopqrstuvwxyzääö
 ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 0123456789

Decorative Text– Segoe UI Light

abcdefghijklmnopqrstuvwxyzääö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789
abcdefghijklmnopqrstuvwxyzääö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
0123456789

04. COLORS



04. COLORS



PRIMARY COLOR – The Core of the Brand

Description: An energetic and distinct red that signals strength, passion, and precision.

Conveys: The brand most clearly – the Eletta logo.

Usage: Logo, headings, buttons, icons.

SECONDARY COLOR – Complement

Description: A deep dark blue with a technical and professional character.

Conveys: Growth, stability, and professionalism.

Usage: Backgrounds, illustrations, text, headings, or as contrast to red.

ACCENT COLOR – For Emphasis

Description: A cool blue-green tone that conveys modernity and a technical feel.

Conveys: Trust and reliability, while creating visual dynamism.

Usage: Visual elements, buttons, charts, graphics, links.

NEUTRAL COLOR – Base Color Balancing the Palette

Description: A light warm-gray tone.

Conveys: Balance and calmness.

Usage: Neutral base – backgrounds, surfaces, and text areas for good readability.

NEUTRAL COLOR – Base Color Balancing the Palette

Description: A deep, warm black tone with a subtle brown-gray undertone.

Conveys: Strength, stability, and technical precision.

Usage: Text on light backgrounds or as a background for light and red elements.

PRODUCT COLOR

Description: A vibrant traffic blue with a strong technical and industrial character, closely associated with our products and their physical design.

Conveys: Precision, reliability, innovation, and technical competence.

Usage: on Elettas products.



FOR WEB/DIGITAL: FOR PRINTING:

RGB & HEX - WEBB
CMYK & PANTONE (PMS)

RGB: 221-5-43
HEX - WEBB: #dd052b
CMYK: 0-100-81-4
PANTONE (PMS): 199C



RGB: 35-46-68
HEX - WEBB: #232e44
CMYK: 91-76-45-49
PANTONE (PMS): 296 C



RGB: 53-126-151
HEX - WEBB: #357e97
CMYK: 77-34-29-1
PANTONE (PMS): 7690 C



RGB: 244-243-241
HEX - WEBB: #f4f2ec
CMYK: 5-4-6-0
PANTONE (PMS): f4f3f1



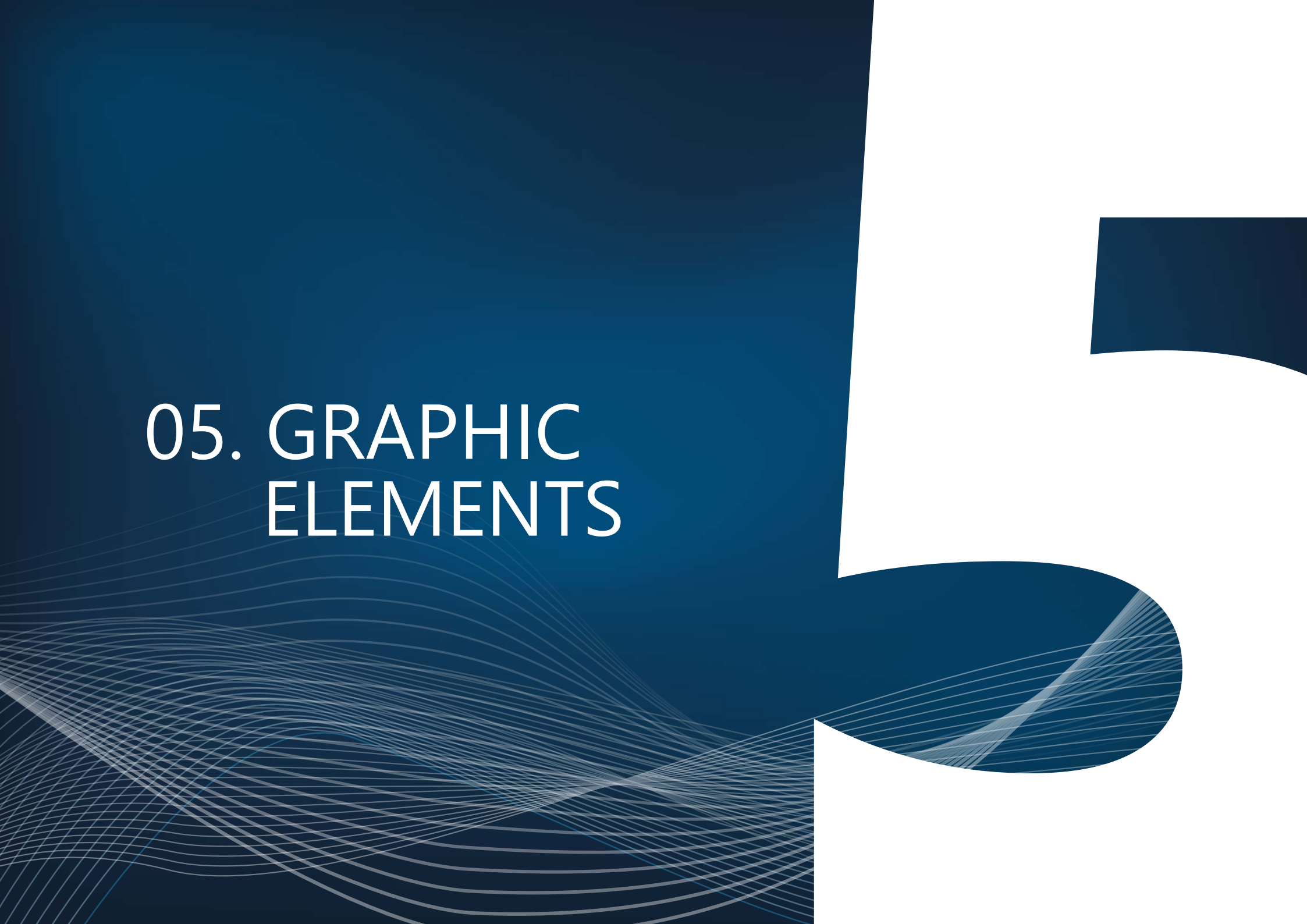
RGB: 43-43-43
HEX - WEBB: #2B2B2B
CMYK: 70-64-63-68
PANTONE (PMS): Black 7 C



RGB: 35-79-127
HEX - WEBB: #234f7f
CMYK: 93-68-25-10
PANTONE (PMS): 5017
RAL: 5017



05. GRAPHIC ELEMENTS



05. GRAPHIC ELEMENTS

PURPOSE

The graphic elements strengthen Eletta Flow's visual identity and communicate the core of our brand: technology, precision, and flow. They contribute to a consistent and professional look across all communication.

EXPRESSION

Our visual language is based on movement, direction, and balance – inspired by flow and measurement. The elements are used to guide the eye, reinforce messages, and create recognition.

SHAPES AND LINES

Clean, geometric lines and shapes symbolize precision and technology. Soft wave forms create movement and forward momentum behind product images or headlines. They are used to create structure, balance, and direction in the layout.

BACKGROUND ELEMENTS

Use light neutral backgrounds, white or gray (#F4F3F1) for clarity and contrast. Subtle patterns or grids inspired by flow curves may be used as background textures. Example: A faint wave pattern behind text blocks in brochures or presentations.

ICONS AND SYMBOLS

Style: Linear, technical, and simple.

Colors: Dark blue (#232E44) or gray (#5B6770) on light surfaces.

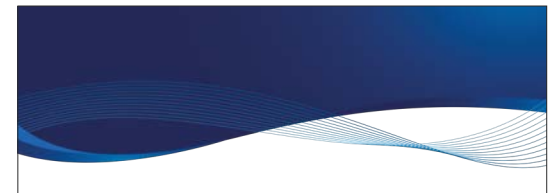
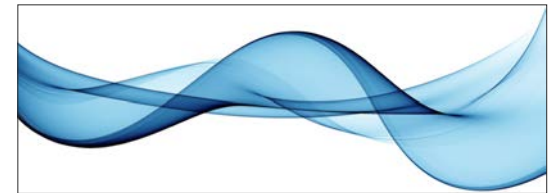
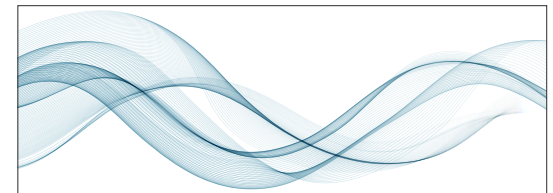
Function: To clarify content, not to decorate.

IMAGE TREATMENT

Images should feel technical, clean, and realistic.

Bright environments, metal, water, industry, and details in focus.

Colors should harmonize with our palette.



06. PICTURES



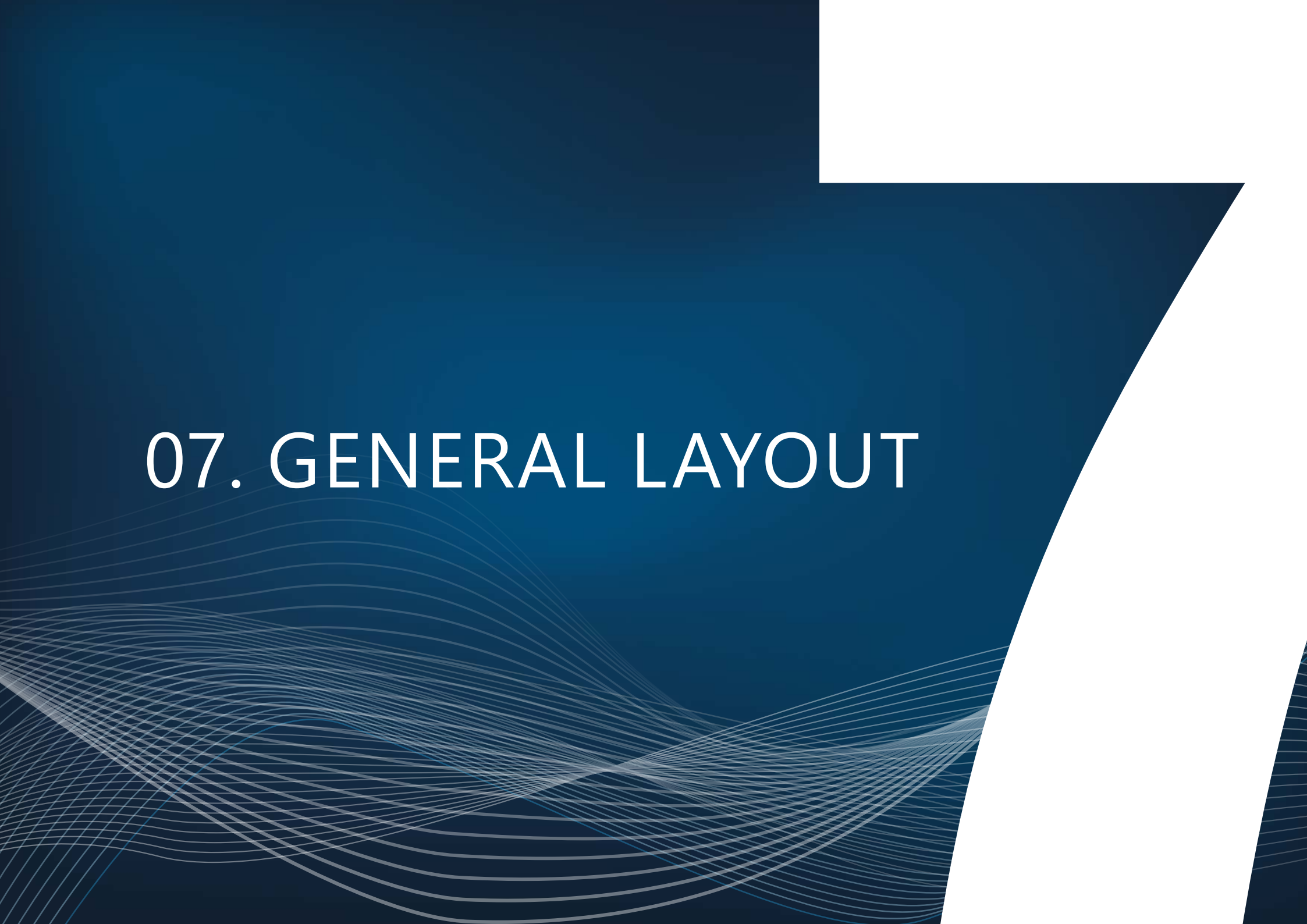
06. PICTURES

The visual imagery tells the story of our business. Therefore, choose images that can be associated with our work and our core values. They should communicate presence and opportunities in different ways.

Select images that show industrial environments or similar settings that can be clearly connected to our field of business.



07. GENERAL LAYOUT



07. GENERAL LAYOUT

THE LOGO is placed in the top right corner.

HEADINGS are written in uppercase to increase readability and visibility within the format.

GRAPHIC ELEMENTS are placed in the background without distracting from the focus on our products and content. The graphic elements create movement and forward momentum and communicate the core of our brand.

HEADINGS are written in uppercase to increase readability and visibility within the format.

IMAGES are used to create a dynamic layout.

BODY TEXT is set in Regular and the introduction in Bold to create contrast.

GRAPHIC ELEMENTS are placed in the background without distracting from the focus on our products and content. The graphic elements create movement and forward momentum and communicate the core of our brand.

BLUE COLOR BLOCK

– used to create emphasis.

PRINT

Example of typography as well as placement of graphic elements and logo on business cards.





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