

# BRAND IDENTITY



# ABOUT THE BRAND IDENTITY

SMA Mineral's brand identity manual is an important working tool for everyone involved in the company's communications. By presenting an attractive and cohesive face to the outside world, we make a professional impression and create synergies between different communication efforts.

The manual's guidelines for graphic design, colors, and typography should be applied across printed materials, websites, advertisements, and display materials, as well as in personal presentations.

By acting uniformly and consistently, we communicate clearly with our various target audiences.

The brand identity manual contains rules for the use of the logo, typography, and colors.

The manual concludes with a series of practical examples showing how the visual identity can be applied in different contexts.

If you have any questions or concerns regarding the visual identity, please contact:

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# LOGO



# LOGO

The logo can be used in full color, in one color (black/greyscale), and in negative (white) with the symbol in full color or greyscale.

The symbol can be used without text as a profile element and for example, on textile prints.

The logo should always be presented in its original format and must not be manipulated in a way that alters proportions or colors.

## Logo

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## Only the circle

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# BRAND LOGOS

In addition to our company logo, there are several brand logos that represent products included in our range.

The brand logos can also be displayed against a white or colored background.

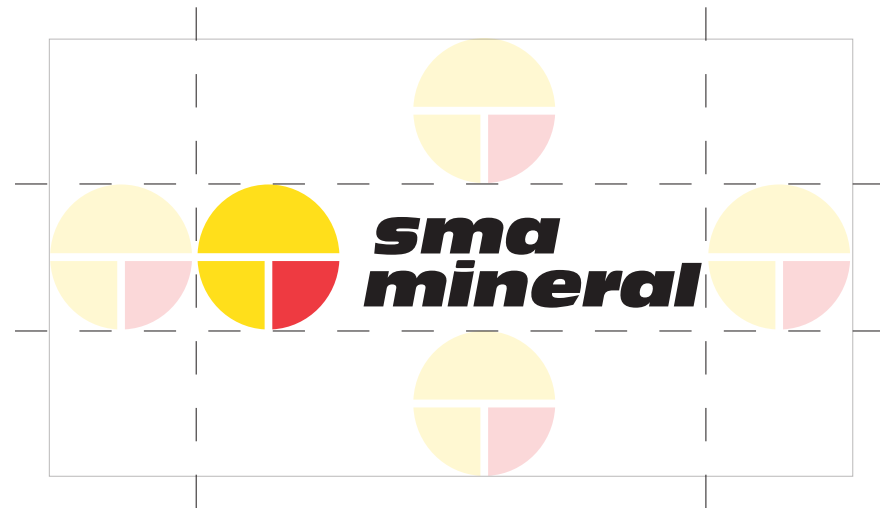


# LOGO - CLEAR SPACE & MINIMUM SIZE

## CLEAR SPACE

The logo should be displayed without being disturbed by text or other elements.

It should therefore be placed with clear space in all directions. The clear space is relative and should equal the width/height of the logo symbol, as shown in the figure on the right.



## MINIMUM SIZE

To maintain good readability, the logo should not be displayed in a size where the height is less than 8 mm.

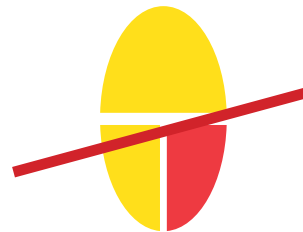


# LOGO - INCORRECT USAGE

The logo must not be manipulated, altered, or adapted in color, shape, or typography.

It may only be used in color or in negative. The symbol must not be distorted by using effects such as shadows or gradients.

When scaling, the logo should always be resized proportionally, ensuring that the balance and relationship between its parts are maintained.



# COLORS





# COLORS - PRINT

Our primary colors are a bold red, a vibrant yellow, and a deep, almost black shade. These form the foundation of our graphic identity and create a strong and recognizable visual presence.

To add dynamism and flexibility, the primary colors are complemented by a palette of secondary colors in varying hues. These are used to create contrast, variation, and visual depth in our communication, while harmonizing with our overall design.

By consistently using these colors, we strengthen our brand's visual expression and ensure a clear, professional, and cohesive appearance.

## Primary colors

### SMA YELLOW

CMYK: 0-9-94-10

RGB: 239-207-0

HEX: #EFCF00

### SMA RED

CMYK: 15-100-100-0

RGB: 205-23-25

HEX: #CD1719

### SMA ALMOST BLACK

CMYK: 72-67-59-79

RGB: 34-31-32

HEX: #221F20

## Secondary colors

### SMA DARK BLUE

CMYK: 45-24-10-75

RGB: 59-70-81

HEX: #3B4651

### SMA LIGHT BLUE

CMYK: 40-20-10-40

RGB: 116-133-149

HEX: #748595

### SMA DARK GREEN

CMYK: 35-10-45-75

RGB: 69-80-62

HEX: #45503E

### SMA LIGHT GREEN

CMYK: 40-7-70-20

RGB: 148-169-92

HEX: #94A95C

### SMA DARK BEIGE

CMYK: 15-20-50-70

RGB: 97-89-64

HEX: #61593F

### SMA LIGHT BEIGE

CMYK: 0-5-25-25

RGB: 207-198-170

HEX: #CFC6AA

# COLORS - WEB

The colors on our website are adapted for digital environments and follow the same core color theme as our visual identity.

Our primary palette consists of a bold red, a vibrant yellow, and a deep, almost black shade. These colors ensure a strong digital presence and good readability on screens.

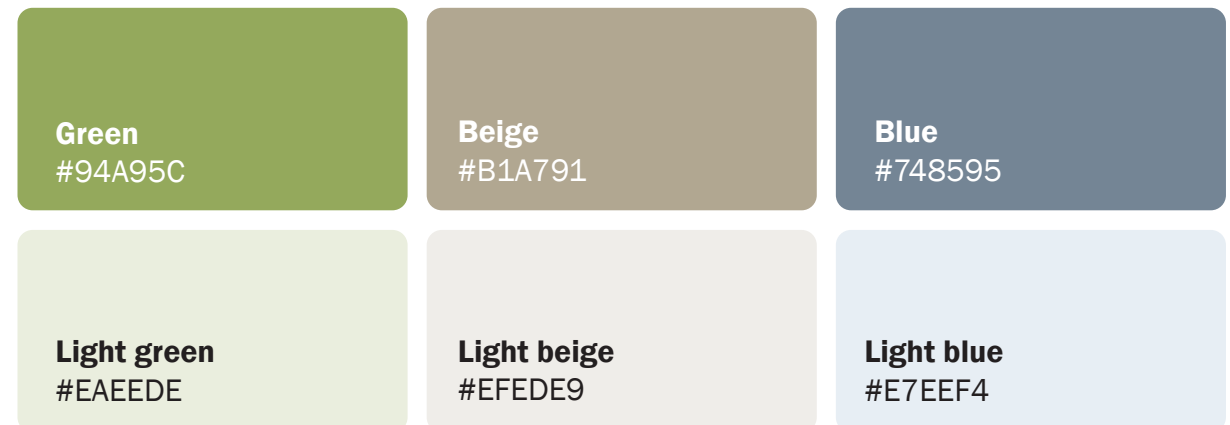
To create contrast and visual balance, the primary colors are complemented by secondary web colors in various shades, providing flexibility in digital design while maintaining a consistent and recognizable identity.

By using these colors consistently, we ensure a modern, accessible, and visually appealing look across digital platforms.

## Primary colors



## Secondary colors



# TYPOGRAPHY



# TYPOGRAPHY - PRINT

The typeface used in print media is **Franklin Gothic**, which is available in multiple weights and styles.

**Headline**

Franklin Gothic / Demi

**Subheadline**

Franklin Gothic Demi / Medium

Preamble

Franklin Gothic Book / Regular

Body text

Franklin Gothic Book / Regular

# TYPOGRAPHY - WEB

The typeface used on the website is **Rubik**, in various weights and styles.

Welcome to an  
amazing world of  
limestone

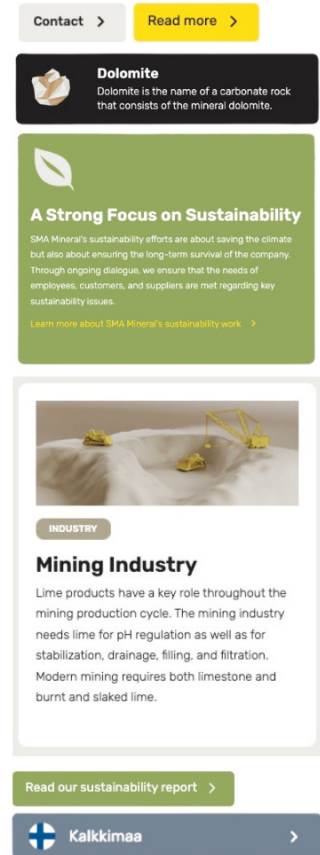
The sustainability report  
provides us with guidelines for  
the future

An H2 headline about our expertise

Eum conubia nibh fringilla non molestiae,  
platea elit, repudiandae venenatis  
recusandae? Pharetra architecto turpis.  
Assumenda ante voluptate temporibus  
odioadipiscing. Nam nostrud? Soluta mus  
itaque.

Id odit ultricies taciti perferendis mollit, est feugiat  
asperioresvehicula quasi? Sit nostrum culpa Id odit  
ultricies taciti.

Id odit ultricies taciti perferendis mollit, est feugiat asperiores  
vehicula quasi?



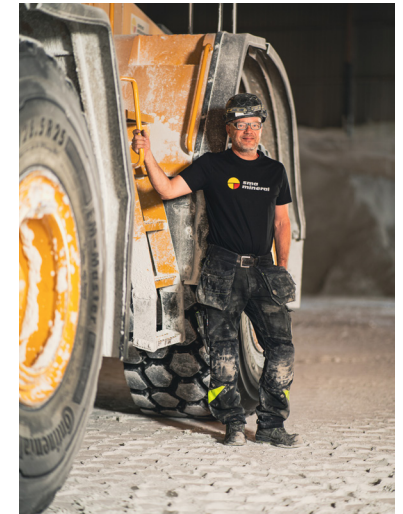
# IMAGES



# IMAGES

In both printed materials and digital media, a harmonious balance between image, product, and production photos is sought.

The visual style should be clear, bright, and visually impactful. To highlight important details, images can advantageously be tightly cropped, creating a more dynamic and engaging visual experience.

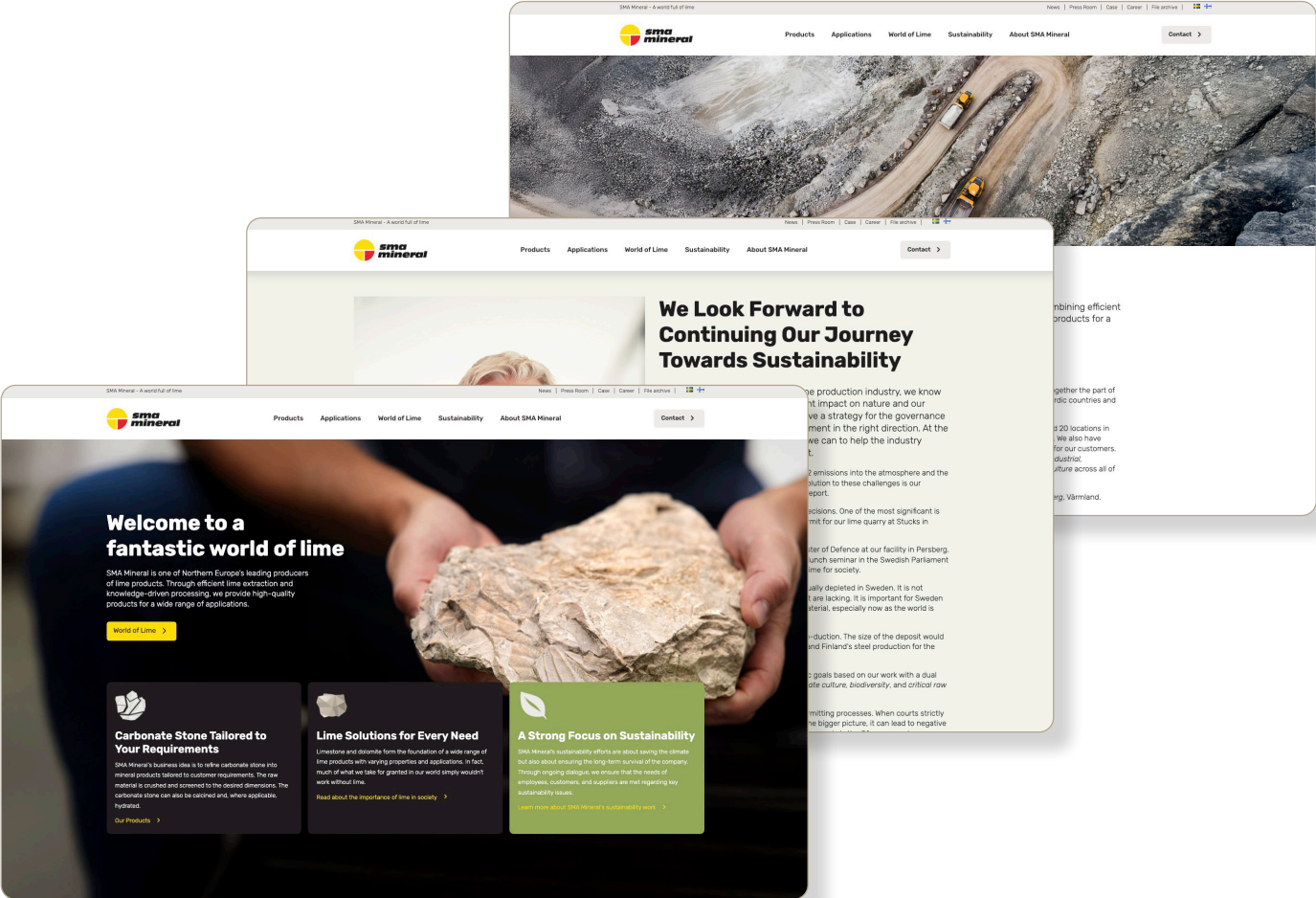


# APPLICATION EXAMPLES





# WEB



SMA Mineral brand identity



# SOCIAL MEDIA



# PRINT





# DISPLAY



# ZEQL

## ZEQL - THE PATH TOWARD HALVED CARBON DIOXIDE EMISSIONS

The largest, most important, and perhaps also the most challenging part of SMA Mineral's sustainability responsibility is to significantly reduce CO2 emissions. With our and SaltX Technology's concept **ZEQL – Zero Emission Quicklime** – we are making that goal achievable.

ZEQL is presented under its own brand, with its own logo and a distinct graphic identity.



# LOGO

The ZEQL logo can be used in full color, in one color (black/greyscale), and in negative (white) with the symbol in either full color or greyscale. The logo is available in two primary versions: vertical and horizontal.

It can be displayed with or without the “Keep It Clean” tagline.

The logo must always be presented in its original format and must not be manipulated in any way that alters its proportions or colors.

## Logo

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## With tagline

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# TYPOGRAPHY - PRINT

The messaging around ZEQL is communicated in print media using the **Graphik** typeface family, which offers multiple weights and styles.

**Rubrik**  
**Graphik / Bold**

**Subheadline**  
Graphik / Medium

**Preamble**  
Graphik / Medium

Body text  
Graphik / Regular