

Bravida Visual Guidelines Full Version





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 platform.



Brand integration of acquired companies

Bravida is a “One-company brand”

We all work under a unified brand across all business areas and geographical markets.

Bravida provides guidelines and a timeline for the onboarding process to merge acquired companies with the Bravida brand.

Acquired companies must gradually transition to fully using Bravida’s name and visual identity within 12 months of the acquisition.

The process is structured into four steps:

1. **Local communications to clients, suppliers, and relevant stakeholders,** announcing the acquisition, brand name change, and new logo.
2. **Implementation of the Bravida logo** across all channels and materials, including workwear, vehicles, and signage for offices and installation sites. This change should be initiated as soon as possible and fully executed within 12 months.
3. **Updated digital presence:** Immediately upon acquisition, information about the merger must be published on the company’s website with a highlighted link to the Bravida website. Within 12 months, the site must be redirected to the Bravida site, and all social media posts must be published through Bravida’s channels.
4. **Order updated branded products:** Stationery, branded merchandise, marketing materials, advertisements, and campaigns must all be produced according to Bravida’s brand guidelines.

Acquired companies must gradually transition to fully using Bravida’s name and visual identity within 12 months from the time of acquisition.

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 available 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.

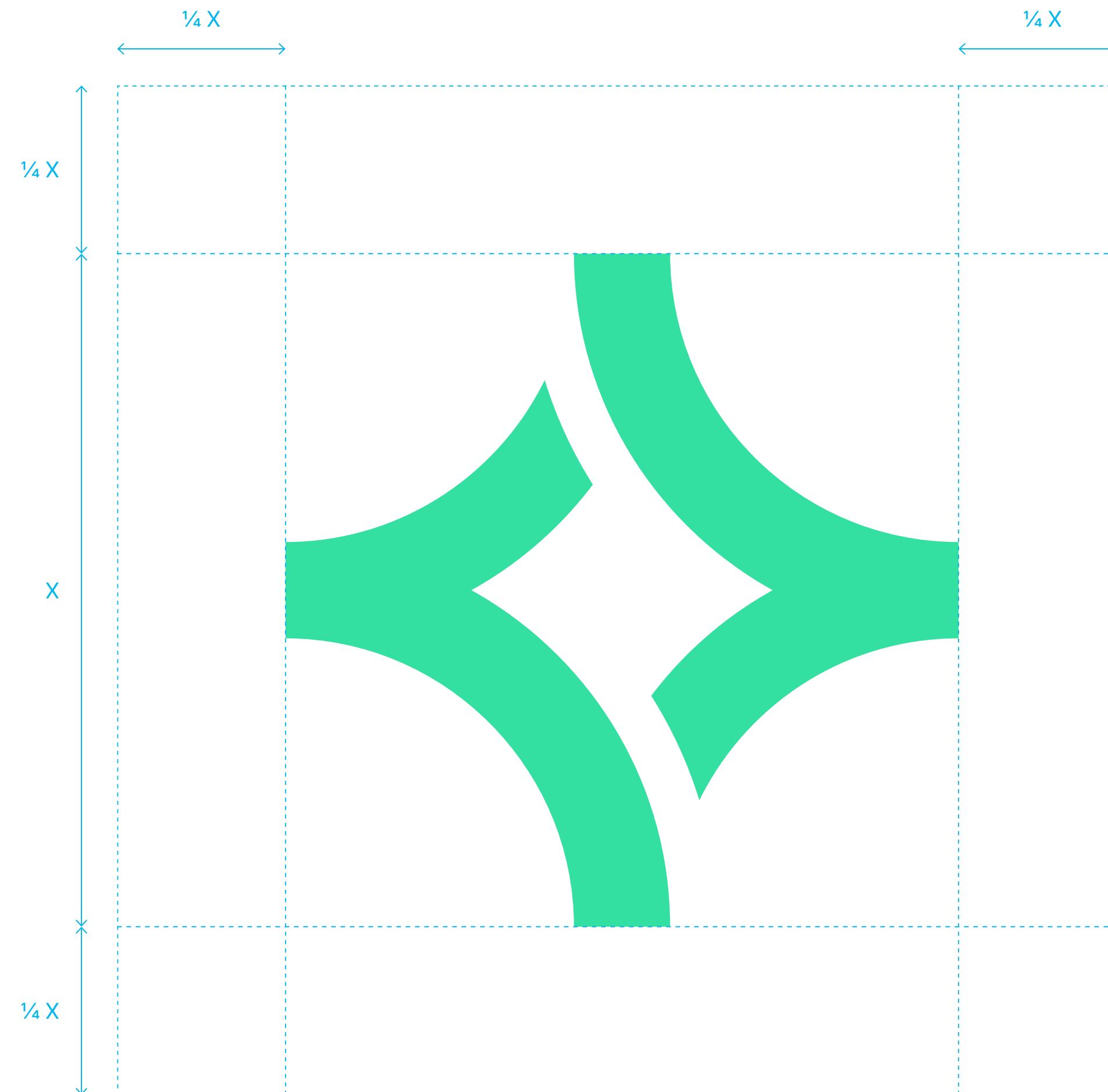
In social media the symbol can be used alone without the wordmark as long as the Bravida name is close.



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 $\frac{1}{4}$ of the symbols height.

This measurement is the minimum 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 the 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 many 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

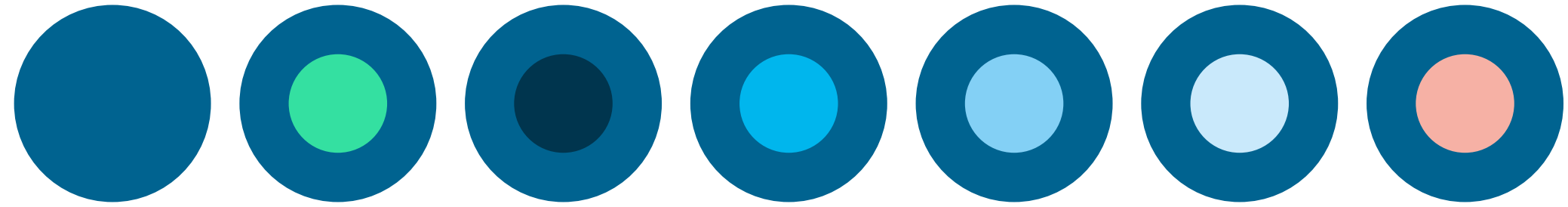
It is important to find a balance between the colors when creating any brand communication in order to maintain brand consistency and remain accessible for all people. The supportive colors are designed to be used with care and never to overpower or replace our primary brand colors.



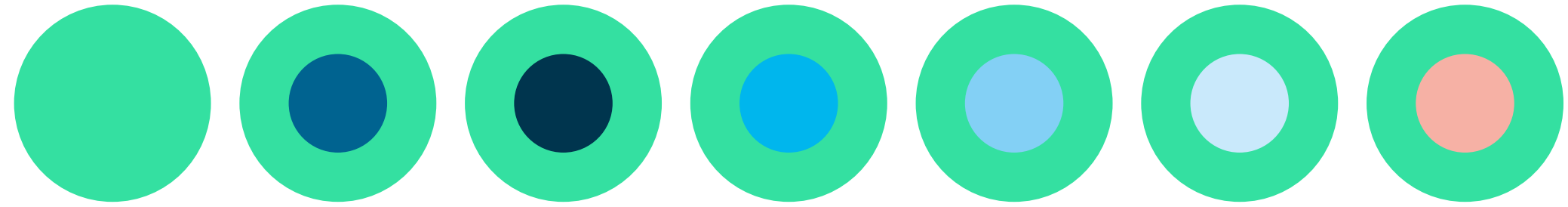
Color combinations

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

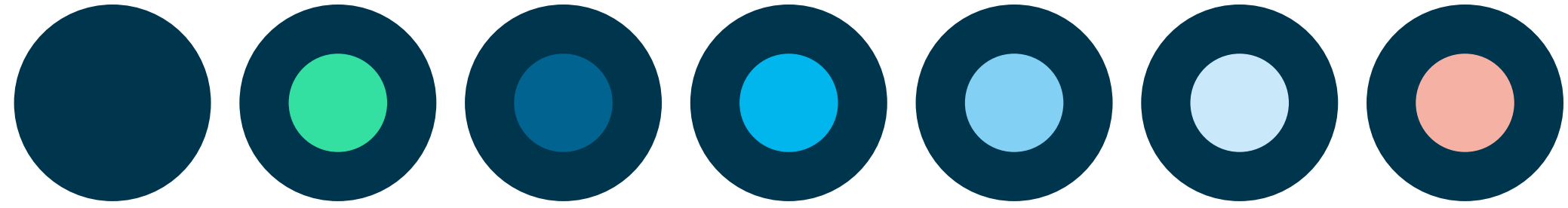
Bravida Blue



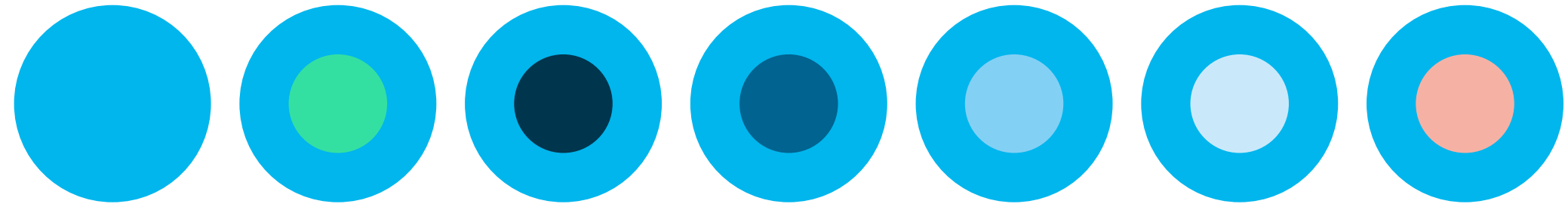
Bravida Green



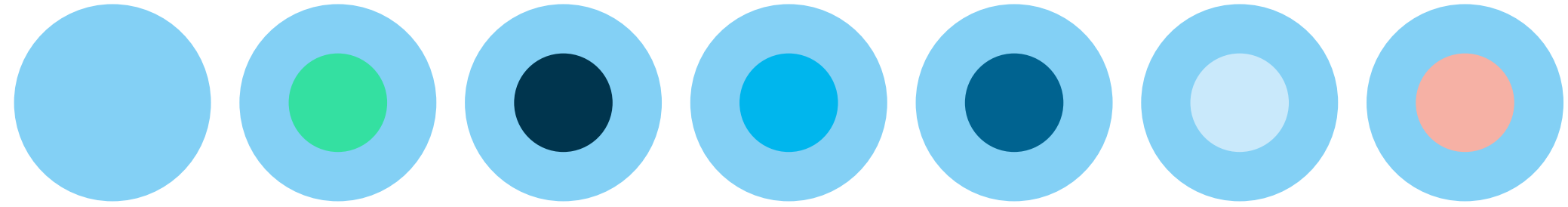
Bravida Dark Blue



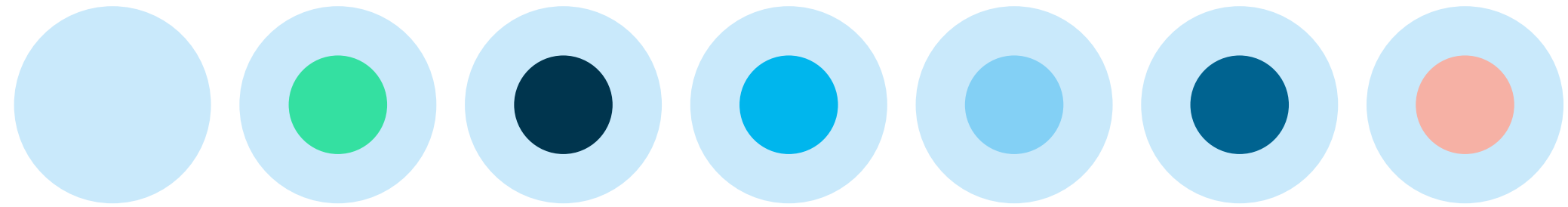
Bravida Light Blue 75



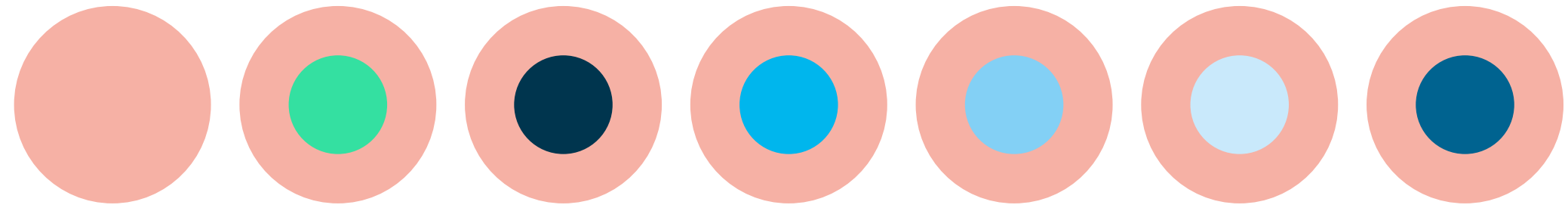
Bravida Light Blue 50



Bravida Light Blue 25



Bravida Pink





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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.

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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

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!?!&©£\$™

Inter – Light

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!?!&©£\$™

Inter – Regular

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!?!&©£\$™

Inter – Semibold

abcdefghijklmnopqrstuvwxy^zåäö
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
1234567890!?!&©£\$™

Fallback typeface

When Inter 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

abcdefghijklmnopqrstuvwxy^zåäö

ABCDEFGHIJKLMN^{OP}QRSTU^VXYZ^ÅÄÖ

1234567890!?[&]©£\$[™]

Arial – Bold

abcdefghijklmnopqrstuvwxy^zåäö

ABCDEFGHIJKLMN^{OP}QRSTU^VXYZ^ÅÄÖ

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 important to the overall impression that text blocks have well-balanced proportions.



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Typographic settings



Header

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

Header above 25 pt

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

Intro

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

Subheader

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

Body copy

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

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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 play 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:

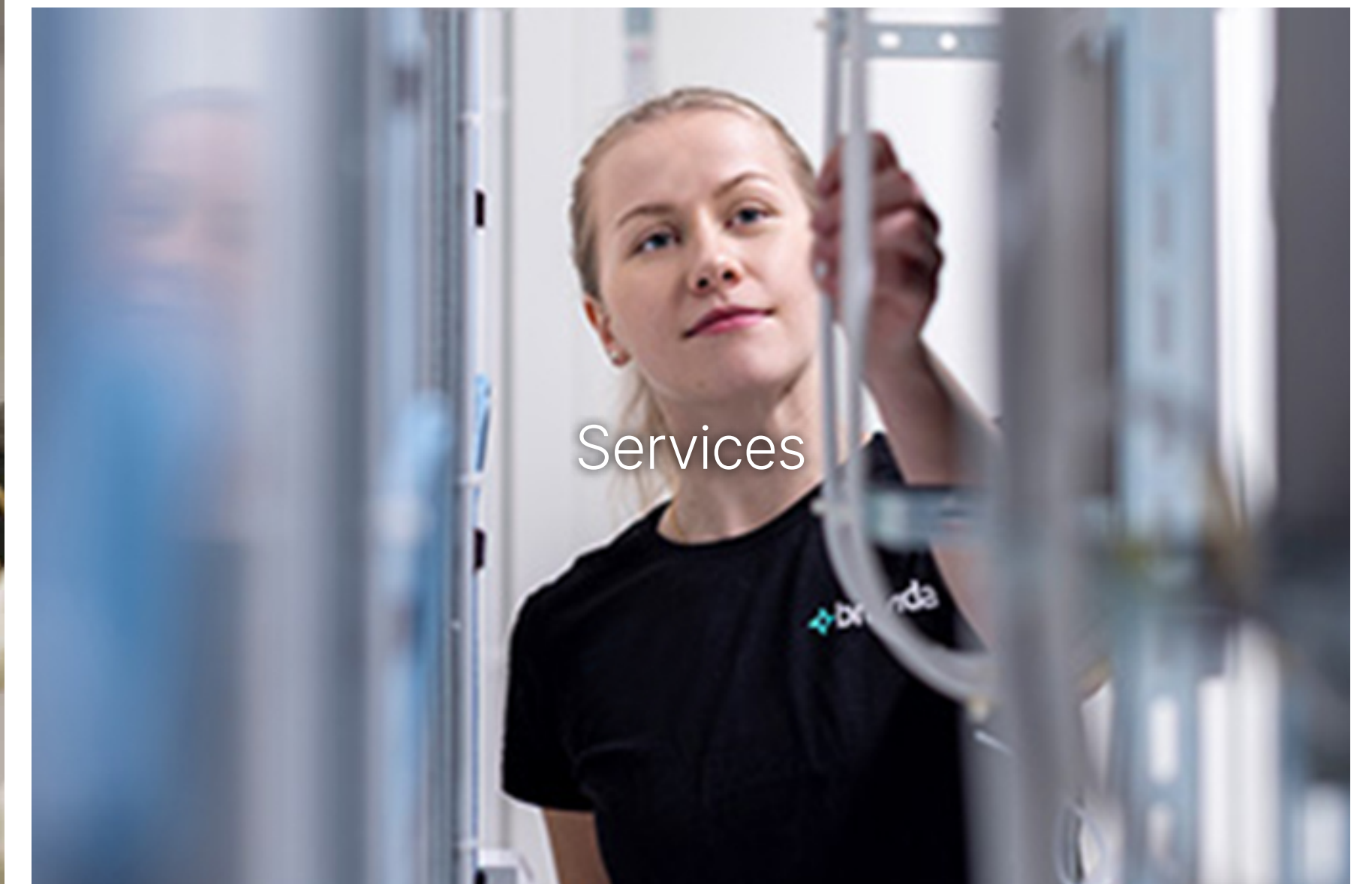
- Do not stage photos. Use realistic situations and environments.
- Compose images so that they draw you into the photo.
- Remember that the subject is important. Make sure that the surroundings are not too cluttered or distracting.
- Shallow depth of field can be used to isolate and highlight employees 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.
- Try to avoid people looking straight 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 divided into four categories.

- Installation
- Service
- Office
- End users



Service

Images of our employees 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 variety of images. Close-ups, distant, portrait, landscape, abstract and informative. And keep in mind that images should have room from cropping and sometimes the possibility to add text on top of them.



Installation

Images of our employees 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 variety of images. Close-ups, distant, portrait, landscape, abstract and informative. And keep in mind that images should have room from cropping and sometimes the possibility to add text on top of them.

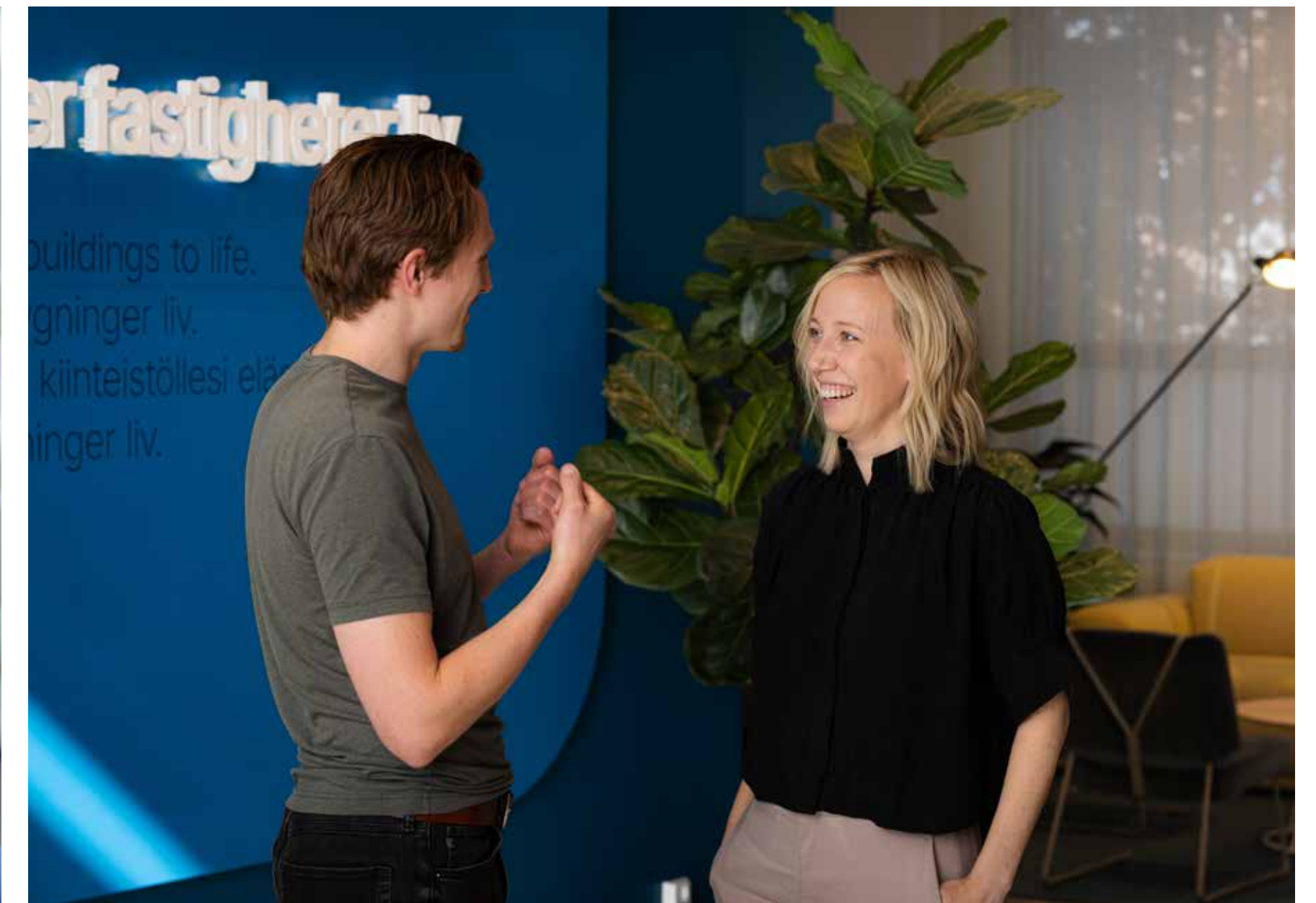


Office

Images of our employees 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 variety of images. Close-ups, distant, portrait, landscape, abstract and informative. And keep in mind that images should have room from cropping and sometimes the possibility to add text on top of them.

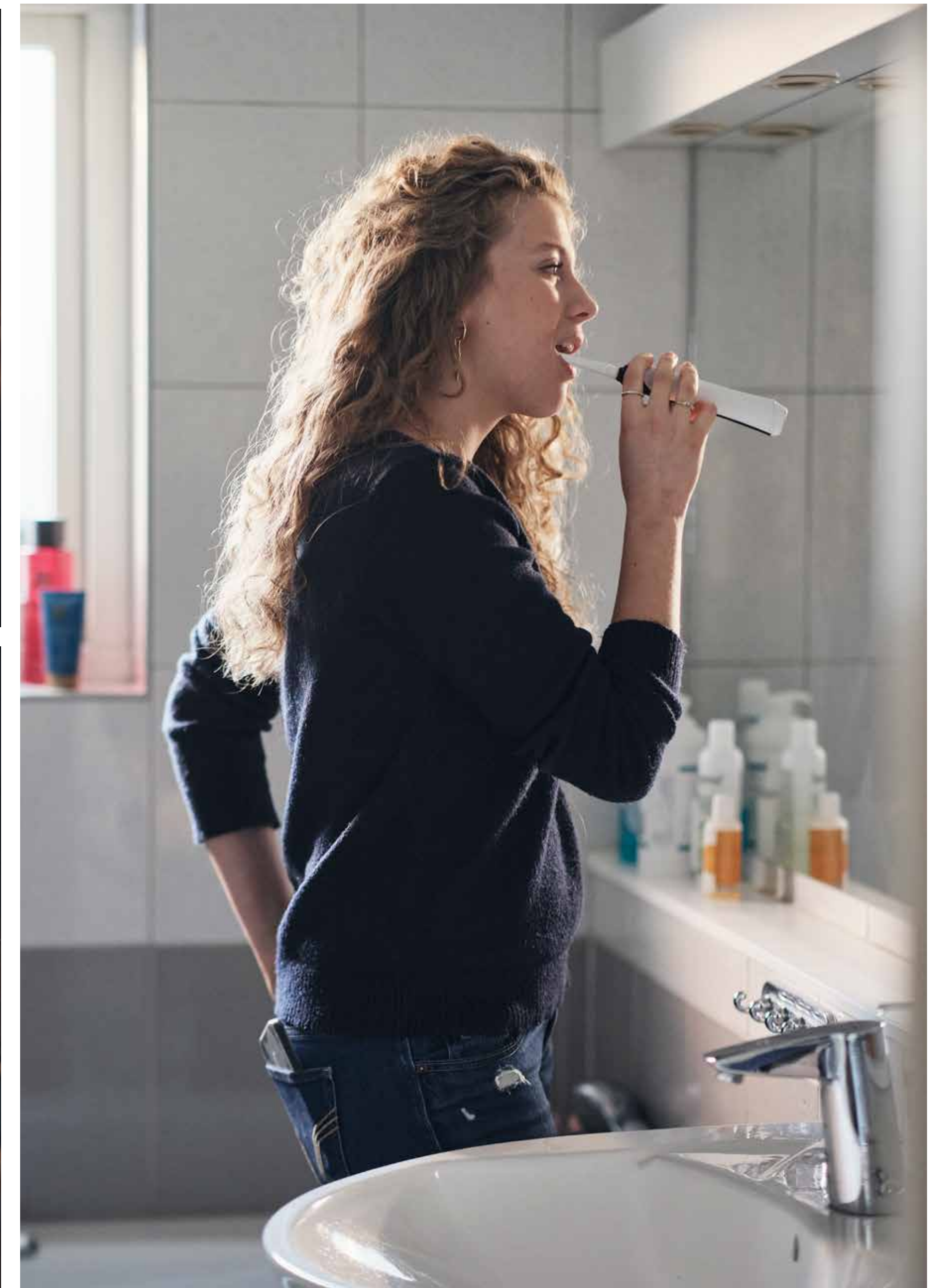
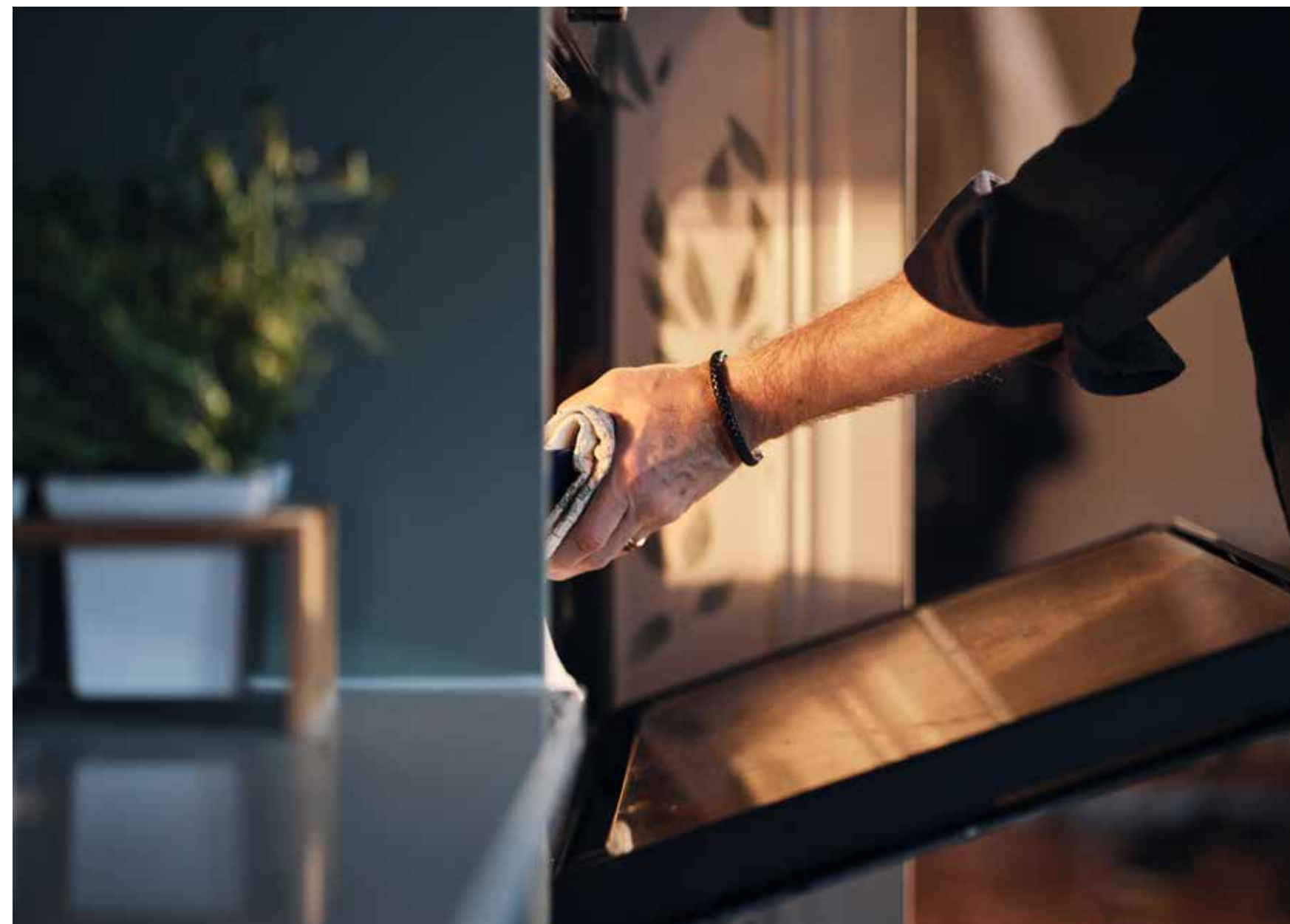


End users

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.
- Try to avoid people looking straight into the camera.
- Other brands and logos should not be present in our images.
- Never shoot in tilted angles.





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Introduction

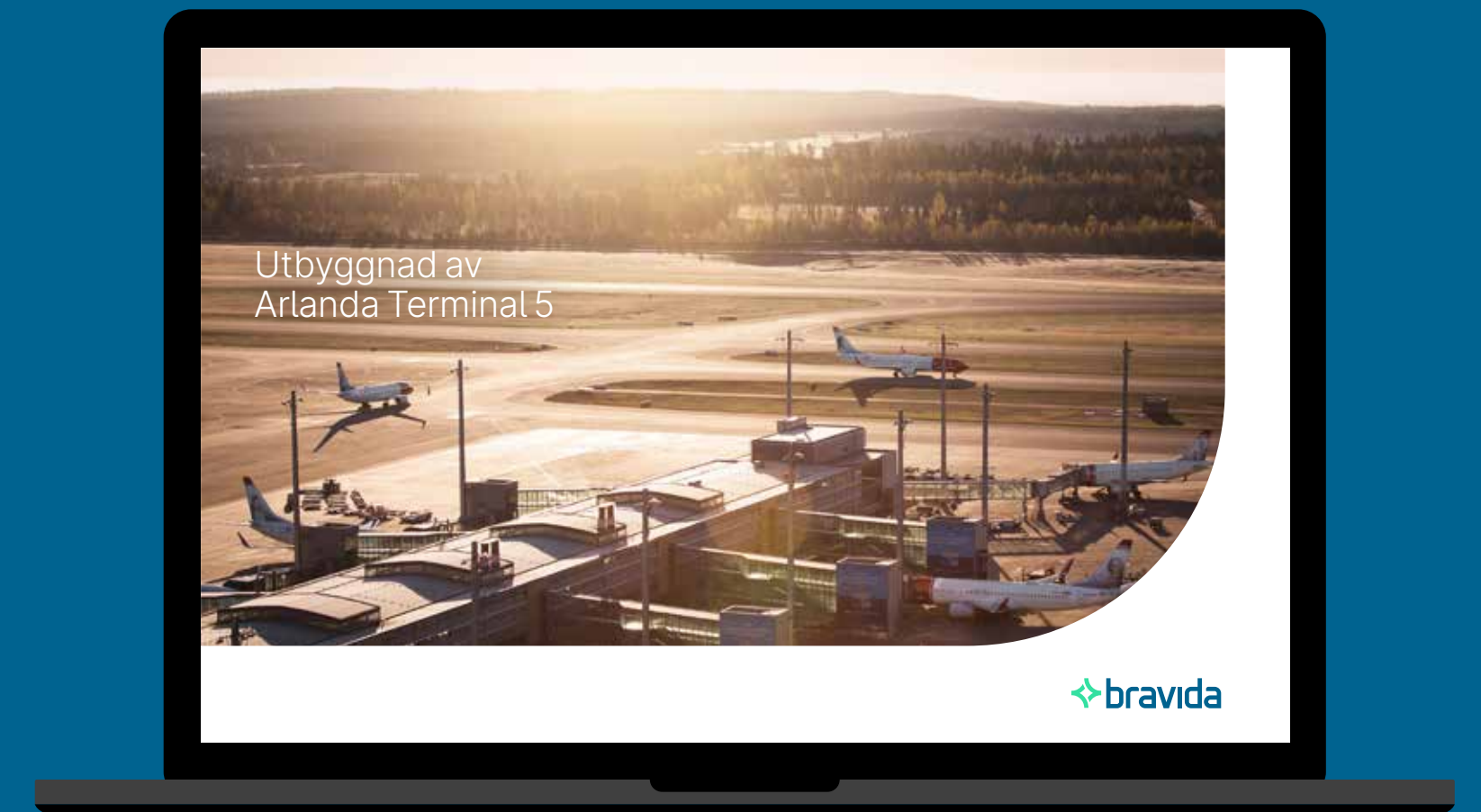
By utilizing the geometrical round curves of the B in our logotype, we create a graphic format that gives the brand clear recognition in both printed and digital channels. It is used throughout the entire identity tying all applications together. It can be applied to one or two corners of an image or 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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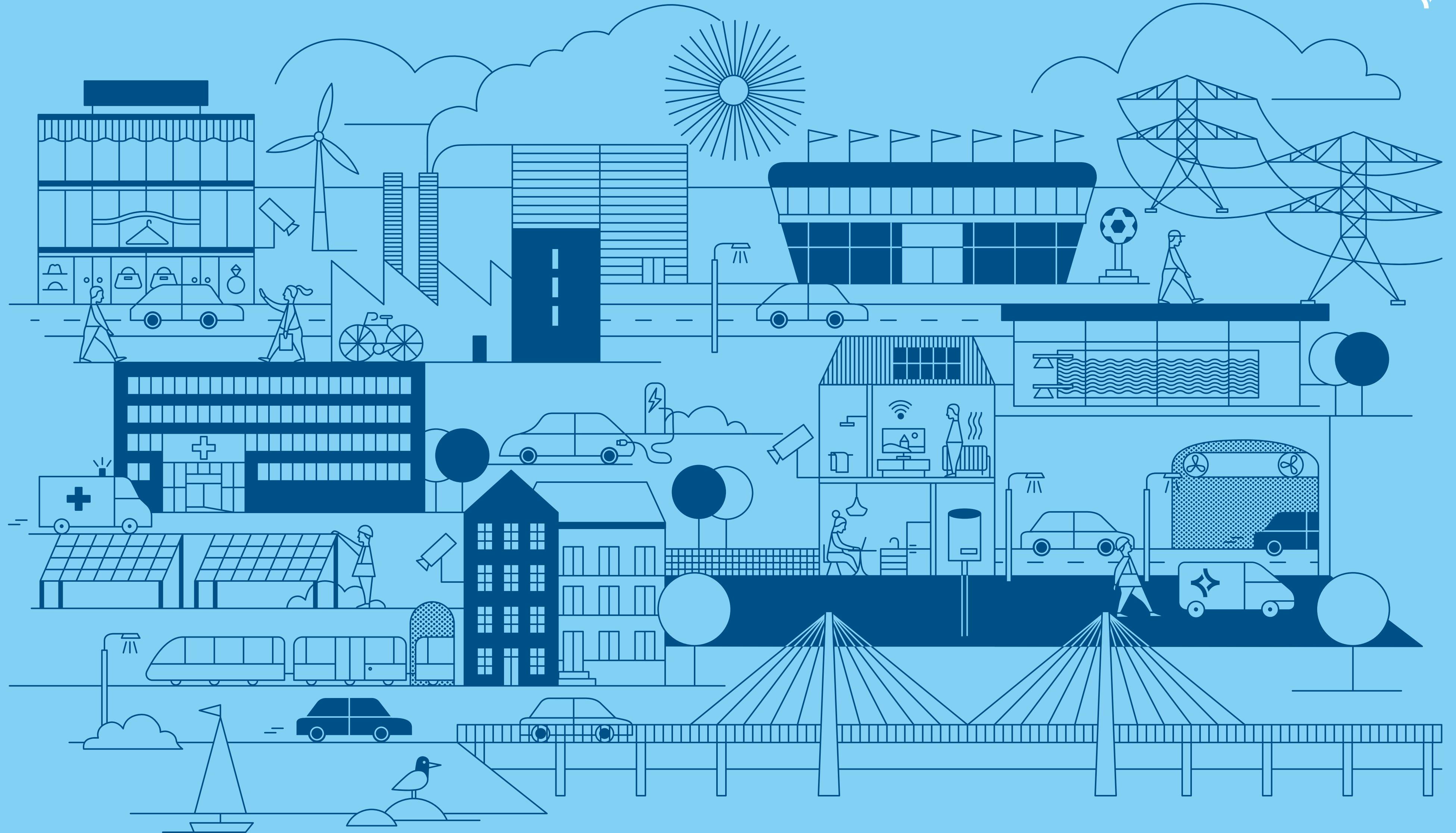
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Illustrations & charts	37
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Introduction



Illustrations 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 18 for color suggestions.

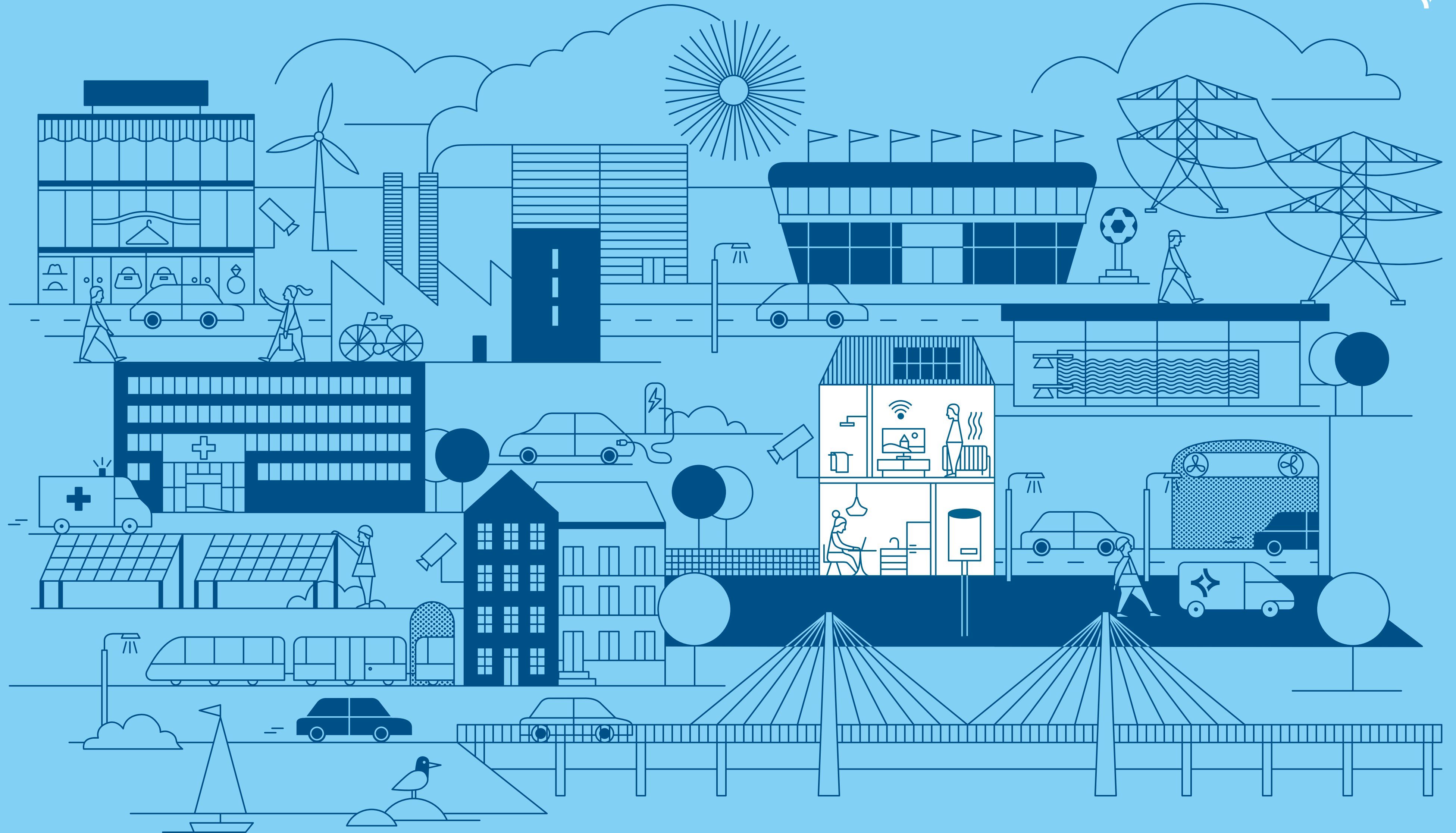


Bring buildings to life



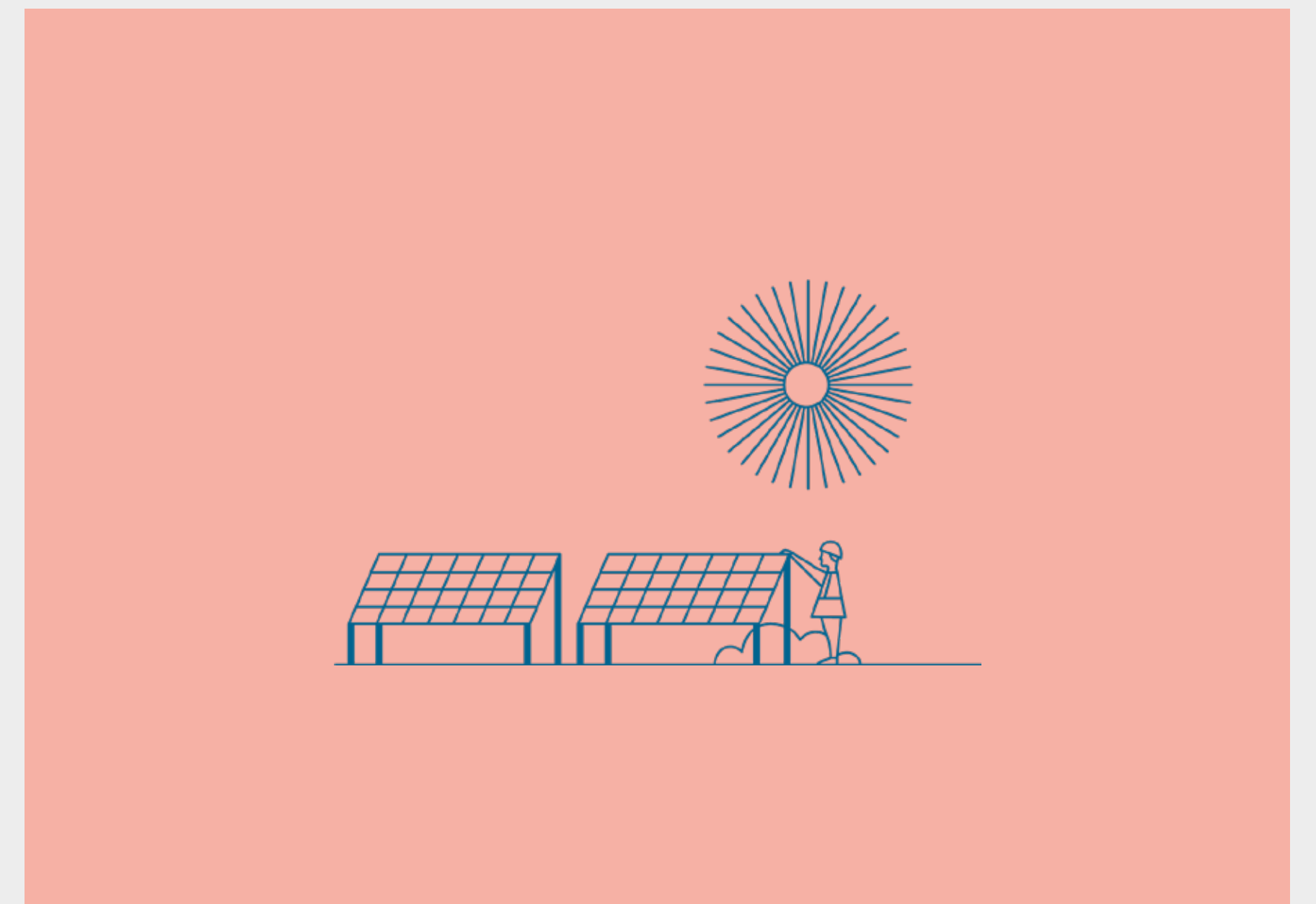
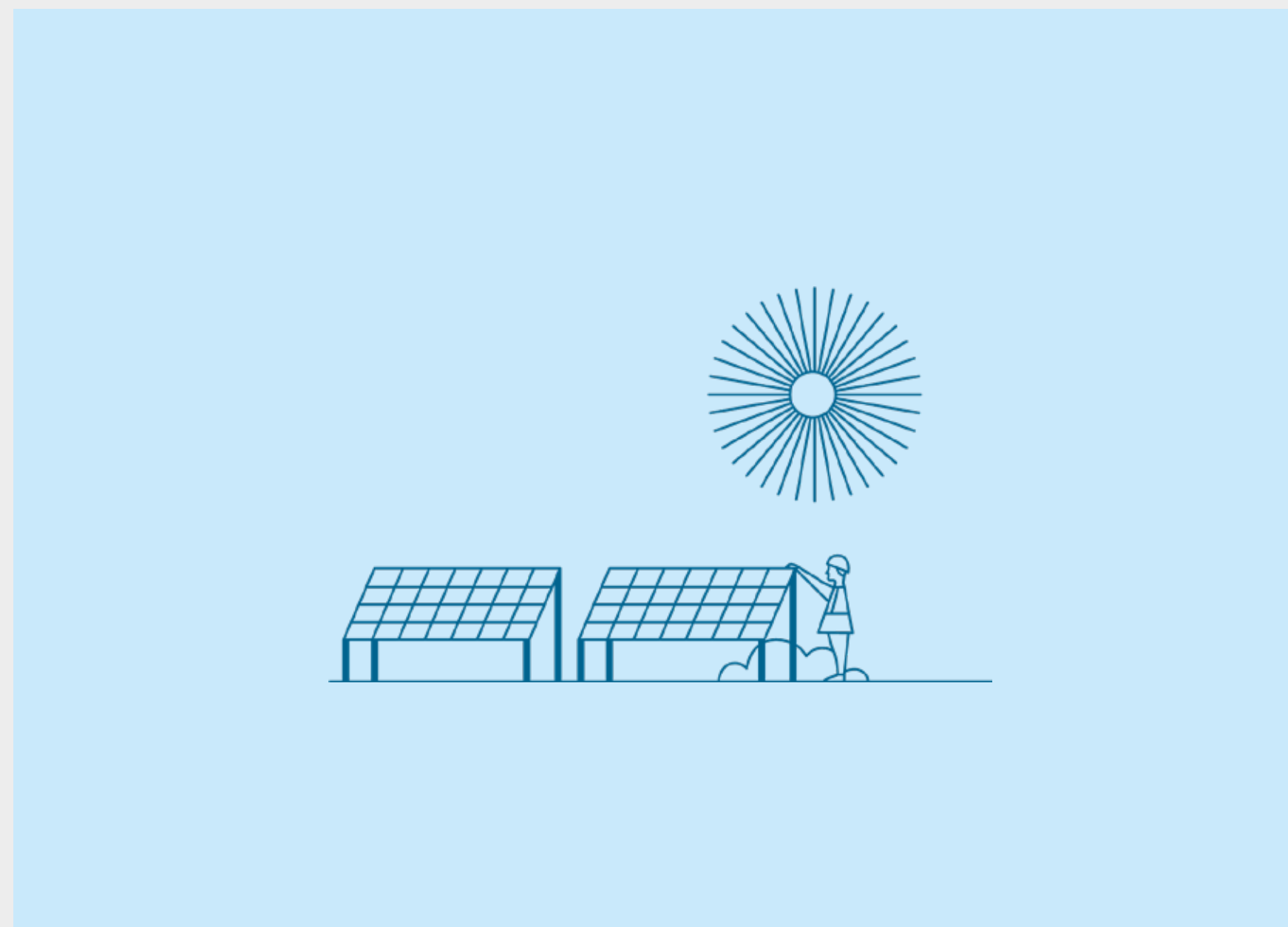
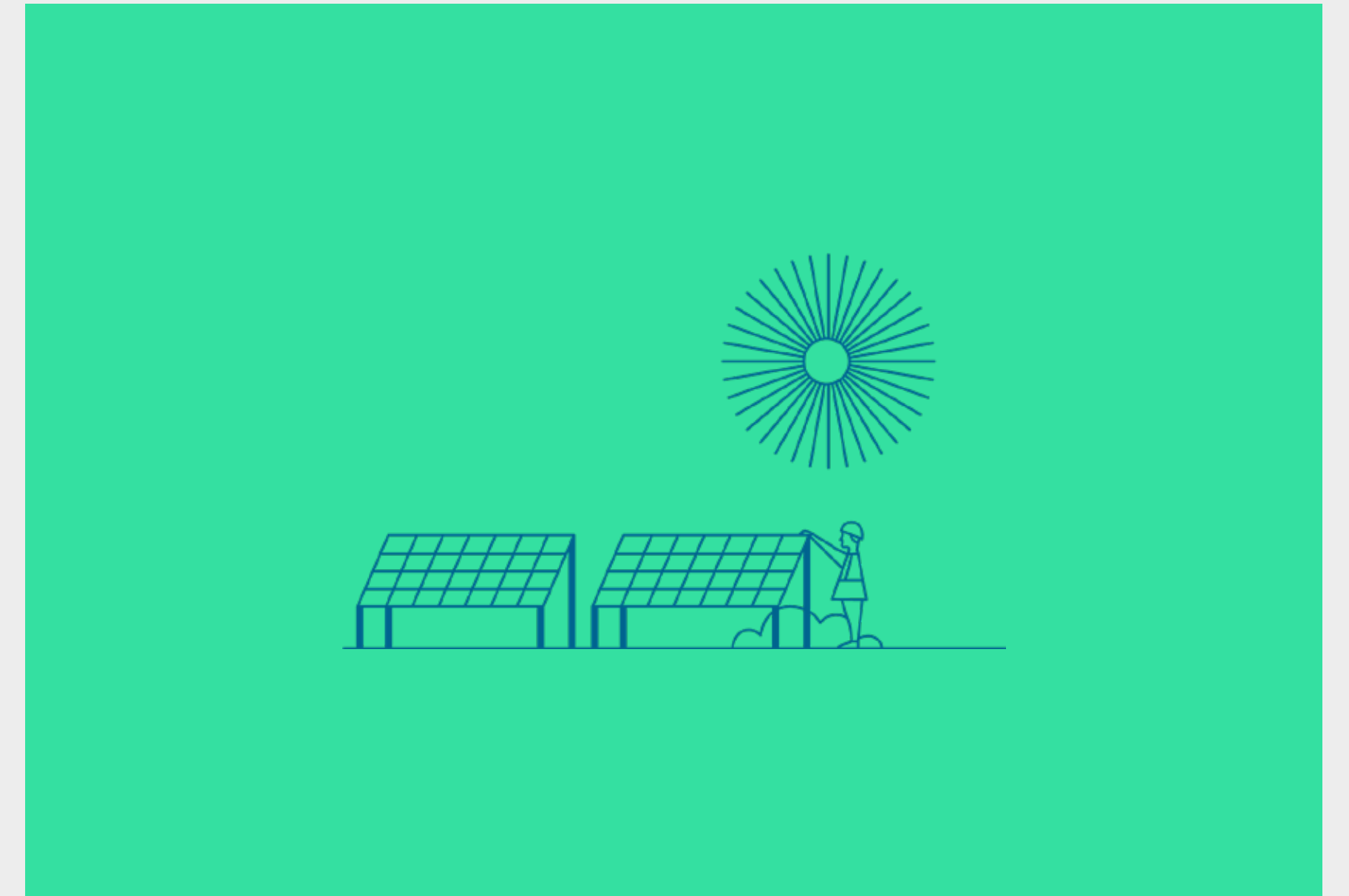
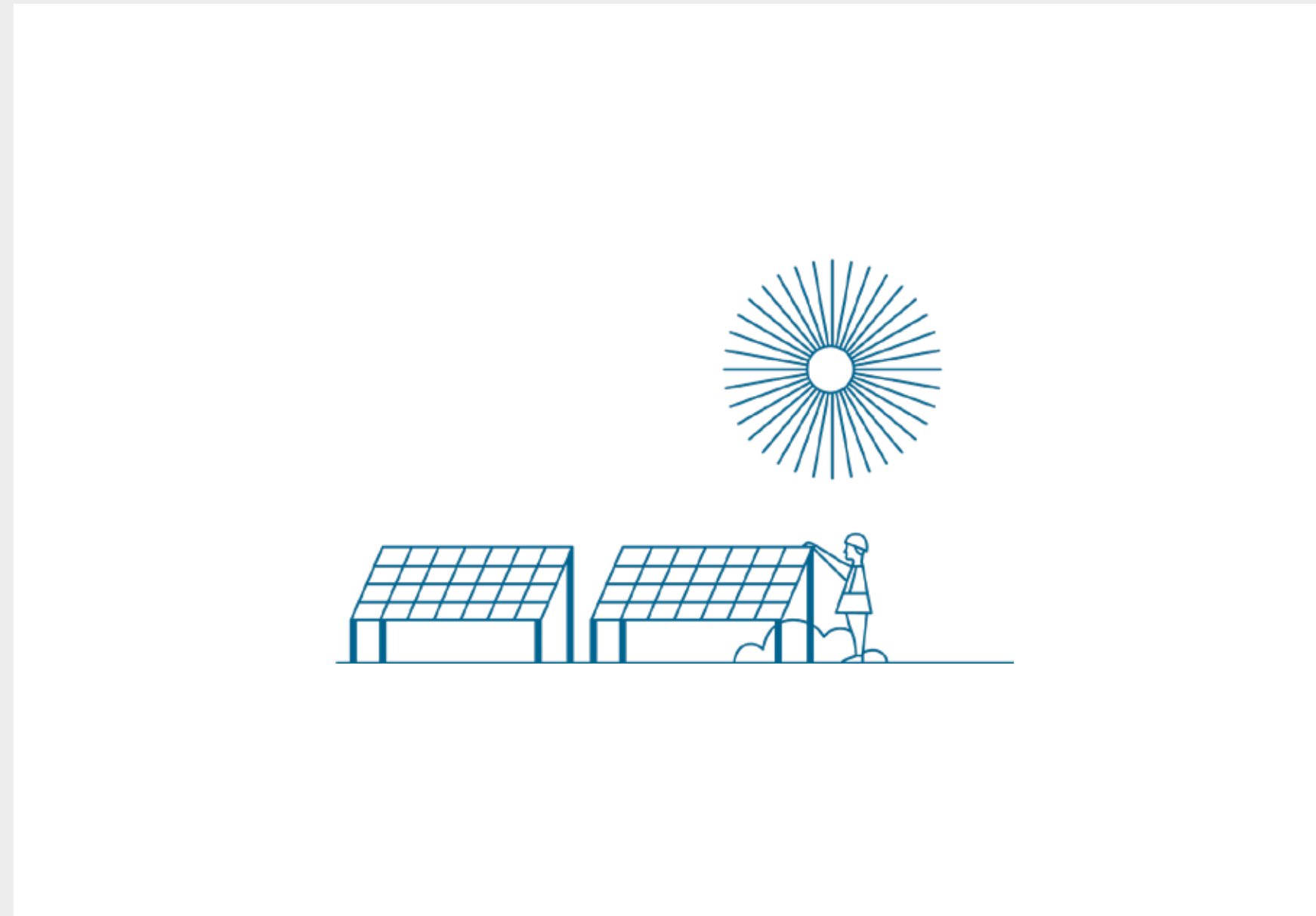
Specific parts of the illustration such as a window or the shopping mall can be highlighted to illustrate our saying: "We bring buildings to life".

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.

Lorem ipsum

Lorem ipsum dolor sit amet – consectetur adipiscing

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sagittis vitae leo et lacinia. Donec vel eros a diam viverra ultrices. Praesent consequat lacus a ullamcorper interdum. Duis enim ante, lobortis non mollis sed, vestibulum ut quam. Quisque lobortis.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sagittis vitae leo et lacinia. Donec vel eros a diam viverra ultrices. Praesent consequat lacus a ullamcorper interdum. Duis enim ante, lobortis non mollis sed, vestibulum ut.

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Mauris efficitur vehicula quam in consequat. Suspendisse consequat sed hendrerit lacus ut ullamcorper.

Vivamus

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Suspendisse

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Quisque sit

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*Lorem ipsum: dolor sit amet, consectetur adipiscing elit. Proin sagittis vitae leo et lacinia.

40 LOREM IPSUM 2024.2025.2026



»Proin sagittis vitae leo et lacinia.
 Donec vel eros a diam viverra
 ultrices praesent.«

LOREM IPSUM 2024.2025.2026

41

Charts

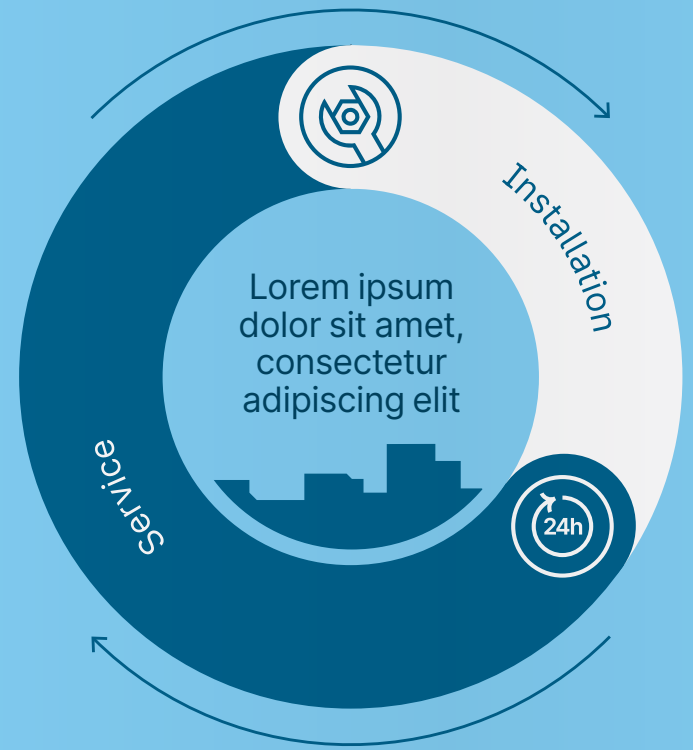

Our charts should feel like an extension of our illustration style. Informative and simple. The Bravida colors can be used on the charts. See page 19 for color combinations.

Lorem ipsum

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sagittis vitae leo et lacinia. Donec vel eros a diam viverra ultrices. Praesent consequat lacus a ullamcorper interdum. Duis enim ante, lobortis non mollis sed, vestibulum ut quam. Quisque lobortis.

Quisque eget velit non odio:
→ Vivamus pretium purus est, ac tristique sem tincidunt nec
→ Mauris efficitur vehicula quam in consequat, et faucibus urna
→ Suspendisse consequat hendrerit lacus ut ullamcorper
→ Sed porttitor eros id ultrices sodales, etiam quis finibus magna



XXXX
29 BILLION SEK
EBITA 6,3%

XXXX
35 BILLION SEK
EBITA 7%

Lorem ipsum

Net sales Service > 55% Installation < 45%	EBITA > 7% Ebita branch level: > 10%	Net sales, annual growth > 5% (organic + acquisitions)
Market position #1 or #2 (In our local markets)	Operating cash flow > EBITA	

XXXX
35 BILLION SEK
EBITA 7%

XXXX
29 BILLION SEK
EBITA 6,3%

Lorem ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin sagittis vitae leo et lacinia.

8 LOREM IPSUM 2024.2025.2026

LOREM IPSUM 2024.2025.2026 9

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 sufficient contrast for legibility. See page 19 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.

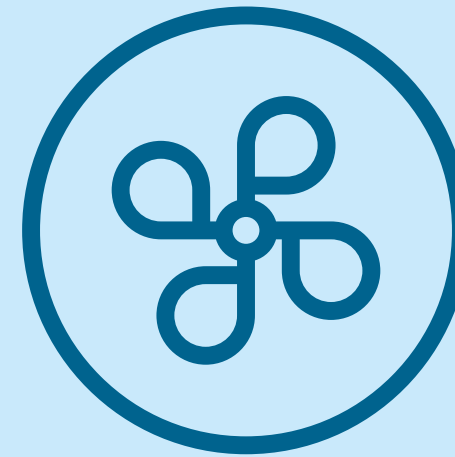
Please contact the communications department for new icons.



Examples



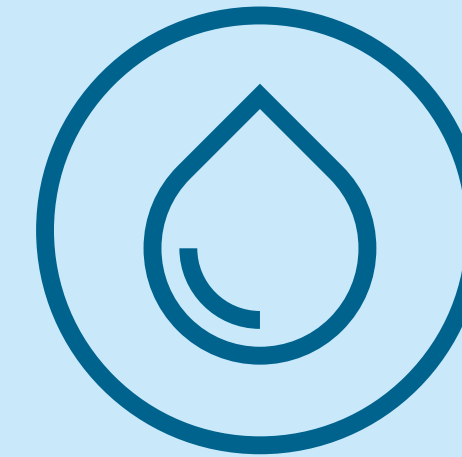
Service



Ventilation



Installation



Heating and plumbing



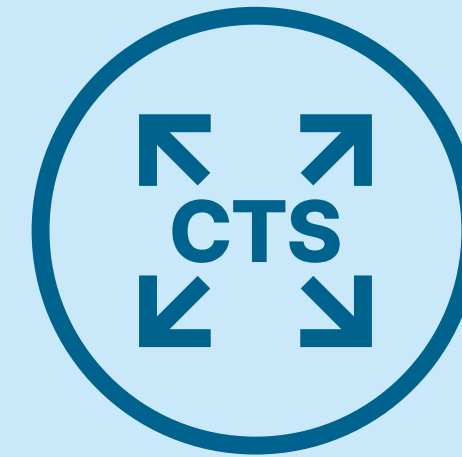
Electrics



Sprinkler



Power



CTS



Electrical panels



Energy optimisation



Hospital



Large projects /
commercial properties



Local businesses /
housing



Targeted measures



Customers

Examples



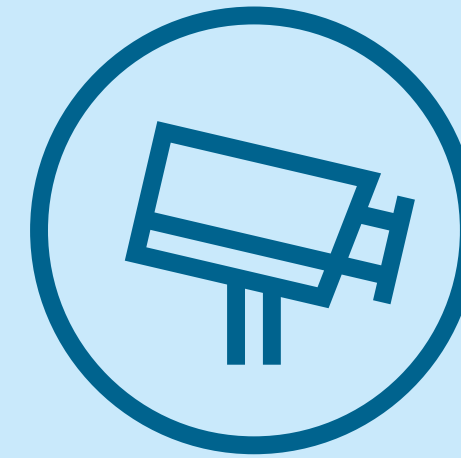
Employees



Access system



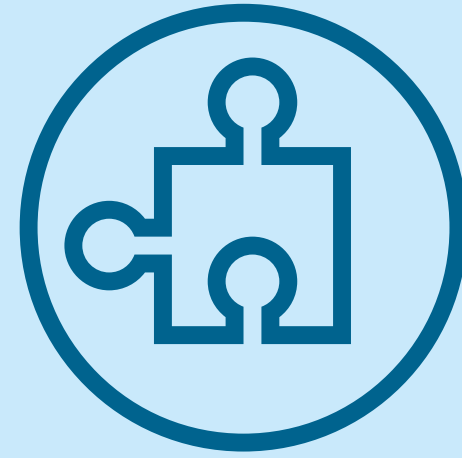
Safety



Camera surveillance



Fire protection



Specialities



Cooling



Quantitative analysis



Integrated security systems



Elevator



Lock



Suppliers



Infrastructure

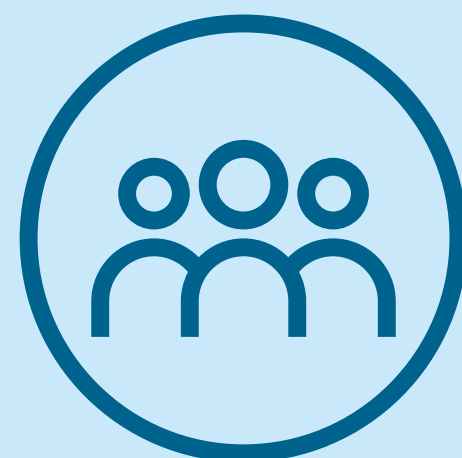


Project management

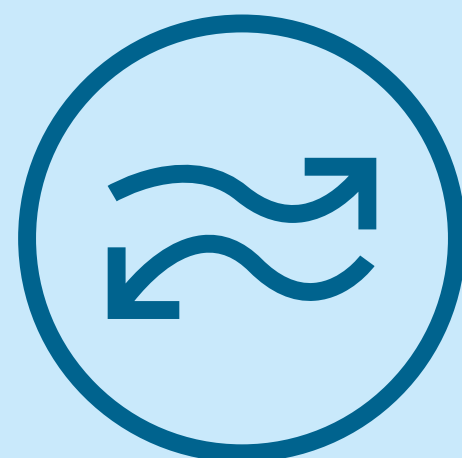


Intruder alarm

Examples



Visitor system



District heating



Owner



Automation



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Taglines — Introduction

Bravida has a main tagline, “When it just works”, and also alternative taglines that can be used to support specific aspects of our business.

Our taglines should always be used together with the logotype, but never as a lock-up (logotype with tagline connected underneath).

When it just works

We bring buildings to life

Service everywhere, every time

Shaping the resilient future. Today and beyond.

Innovation that works – when and where it matters.

Safety first. Always.

We create great results together

Building trust since 1922

Taglines — Messages



The main tagline can be used for all general level communications of the Bravida brand.

The alternative taglines can be used to support specific aspects of our business, to strengthen our business areas and skills.

When it just works

Main tagline: Customer-centric messaging and when we want to talk about the whole customer journey and our end-to-end offering.

We bring buildings to life

For: Primarily for messaging around installation and certain types of services such as facility management and building automation.

Service everywhere, every time

For: When we want to speak about Nordic reach and being on call for reliable service 24/7.

Shaping the resilient future. Today and beyond.

For: Messaging around sustainability and solutions that help businesses and society to transform.

Innovation that works – when and where it matters.

For: Messaging around innovation and when we need to communicate around our proptech-offering.

Safety first. Always.

For: When we talk about our commitment to health and safety for our employees.

We create great results together

For: The employees at Bravida. They constitute a team that make things happen. And we do it together.

Building trust since 1922

For: Occasions when we want remind people about Bravida's extensive knowledge and experience.

Taglines — Languages



All taglines, in all local languages.
(EN, SE, FI, DK, NO)

Note: The main message “When it just works”, is used in English for all markets.

EN **When it just works**

EN **We bring buildings to life**

SE Vi ger fastigheter liv

FI Annamme kiinteistöllesi elämän

DK Vi giver bygninger liv

NO Vi gir bygninger liv

EN **Service everywhere,
every time**

SE Service överallt,
varje gång

FI Kiinteistön huolto ja ylläpitoa
kaikkialla ympäri vuoden

DK Service overalt,
hver gang

NO Service overalt,
hver gang

EN **Shaping the resilient future.
Today and beyond.**

SE Vi skapar ett motståndskraftigt samhälle.
Idag och för framtiden.

FI Luomme kestäväää tulevaisuutta.
Nyt ja aina.

DK Vi skaber en bæredygtig fremtid.
I dag og for altid.

NO Vi former en robust fremtid.
I dag og i morgen.

EN **Innovation that works – when and where it matters.**

SE Innovation som gör skillnad
– när och där det behövs.

FI Innovaatiot, jotka toimivat
– oikeaan aikaan, oikeassa paikassa.

DK Innovation, der fungerer
– når og hvor det er vigtigt.

NO Innovasjon som fungerer
– når og der det trengs.

EN **Safety first. Always.**

SE Säkerheten först. Alltid.

FI Turvallisuus ensin. Aina.

DK Sikkerhed først. Alltid.

NO Sikkerhet først. Alltid.

EN **We create great results together**

SE Vi skapar stora resultat,
tillsammans

FI Saavutamme enemmän yhdessä

DK Vi skaber store resultater
– sammen

NO Vi skaper resultater sammen

EN **Building trust since 1922**

SE Vi har byggt
förtroende sedan 1922

FI Luottamusta rakentamassa
jo vuodesta 1922

DK Vi har skabt tillid siden 1922

NO Tillit opparbeidet siden 1922

Taglines — Design

A taglines should always be used together with the logotype, but never as a lock-up (logotype with tagline connected underneath).

When applying a tagline use the font Inter.

Font sizes:

Lorem
ipsum

For type sizes above 25 pt
always use Inter ExtraLight.

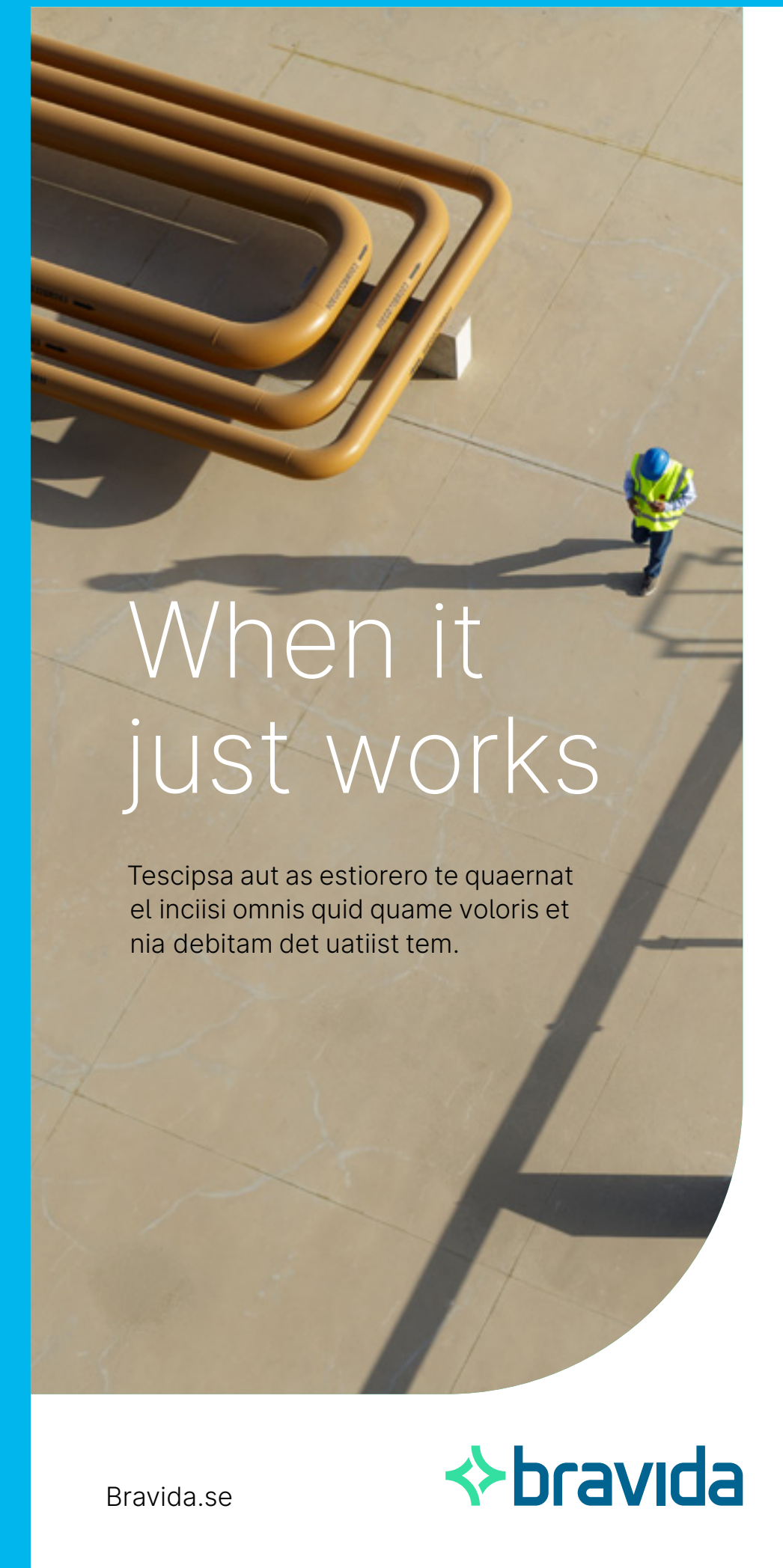
Lorem
ipsum

For type sizes above 14 pt
primarily use Inter Light.

Lorem
ipsum

For smaller sizes
primarily use Inter Regular.

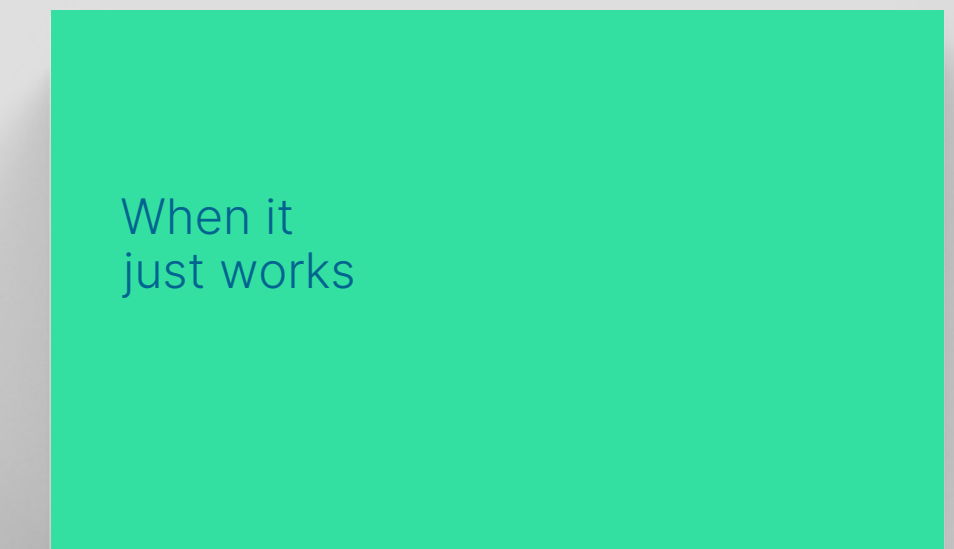
Font size examples:



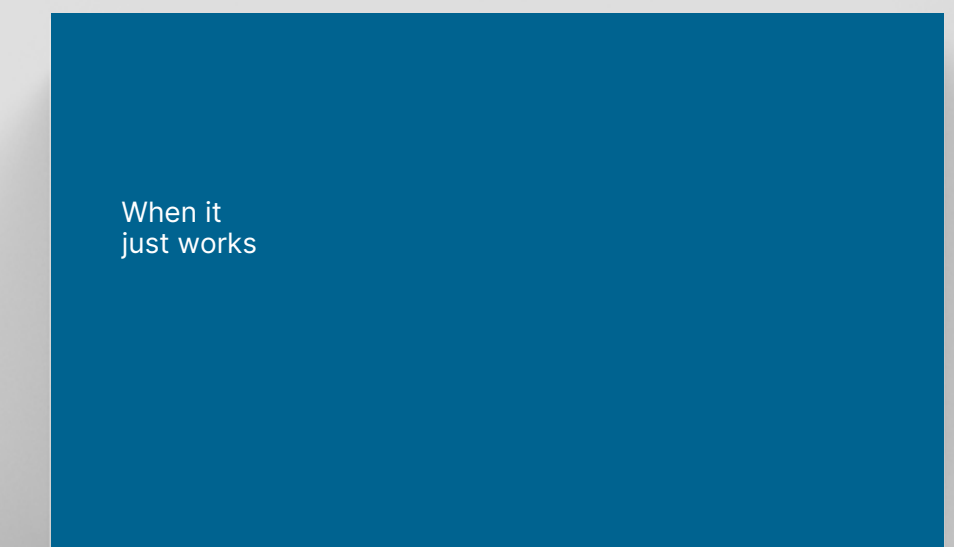
Grid 300×600:
Inter Extra Light, 40 pt



Business Card (back):
Inter Light, 14 pt



Business Card (Back):
Inter Regular, 8 pt



Taglines — Examples



Safety first.
Always.

Tescipsa aut as estiorero te quaernat el incisi omnis quid quame valoris et nia debitam det.

Bravida.se

Vi skaber en bæredygtig fremtid.
I dag og for altid.

Tescipsa aut as estiorero te quaernat ex el incissi omnis quid quame valoris et nia debitam temquatist tem.

Service överallt,
varje gång

Tescipsa aut as estiorero te quaernat ex el incissi omnis quid quame valoris et nia debitam temquatist tem.

Innovation that works
– when and where it matters.

When it just works



We bring buildings to life



Our toolbox

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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	El VS Ventilation Sprinkler Kyla Kraft Energioptimering 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 viemäroiti Ilmanvaihto Paloturvallisuus ja turvallisuus Jäähdytys Sprinkleri Linjasaneeraus
Key service offerings Examples	Energioptimering Facility Management	Teknisk bygningsdrift Energioptimalisering	Energioptimering Facility Management	Energiatehokkuus Tekninen Facility Management

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.

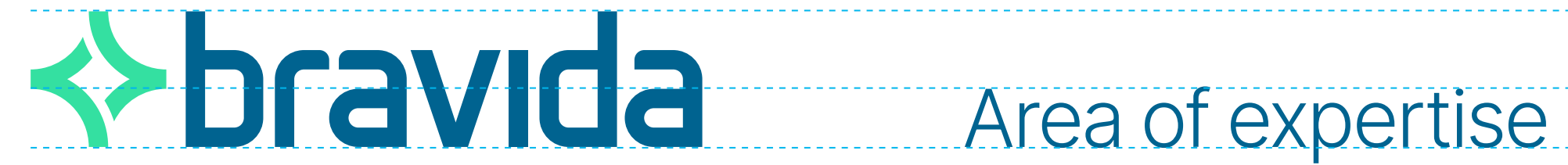
The areas of expertise should never be placed too close to the Bravida logo so that it can be perceived as a lock-up. See page 7 for correct minimum distance to Bravida logo.



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.



Area of
expertise



Area of
expertise



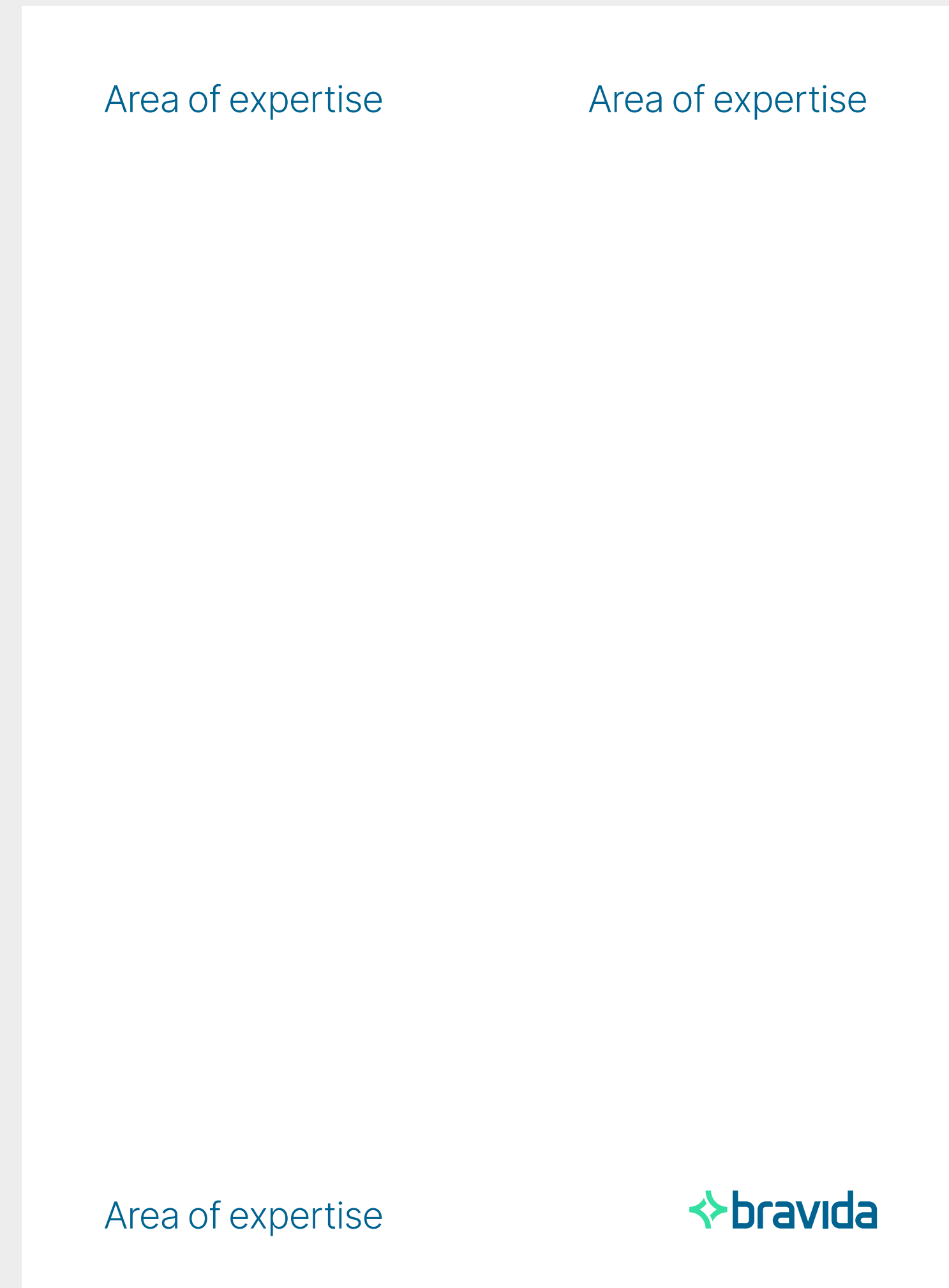
Area of
expertise



Placement on printed materials

On printed material place the area of expertise at the top or bottom left corner. If that 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.



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

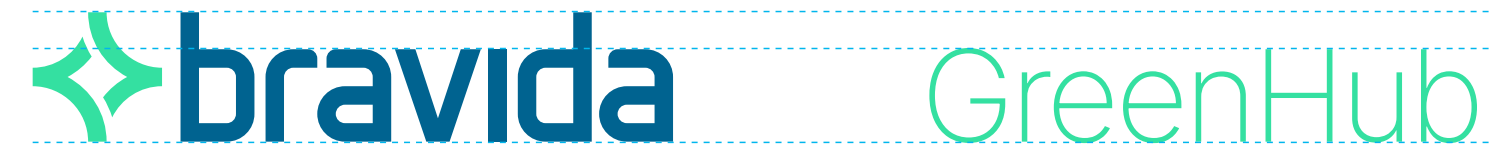
The illustration can be displayed in the following two color versions:

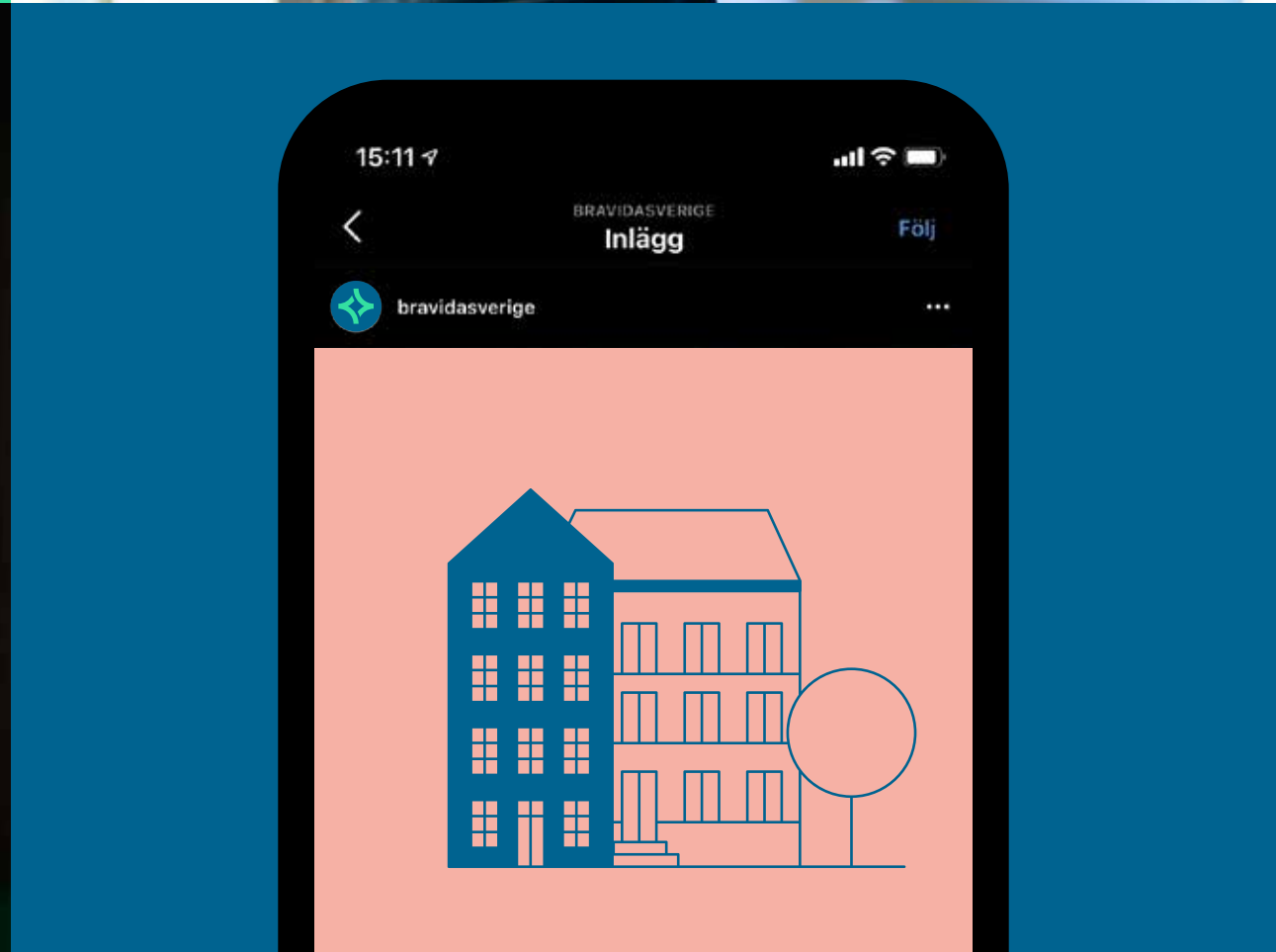
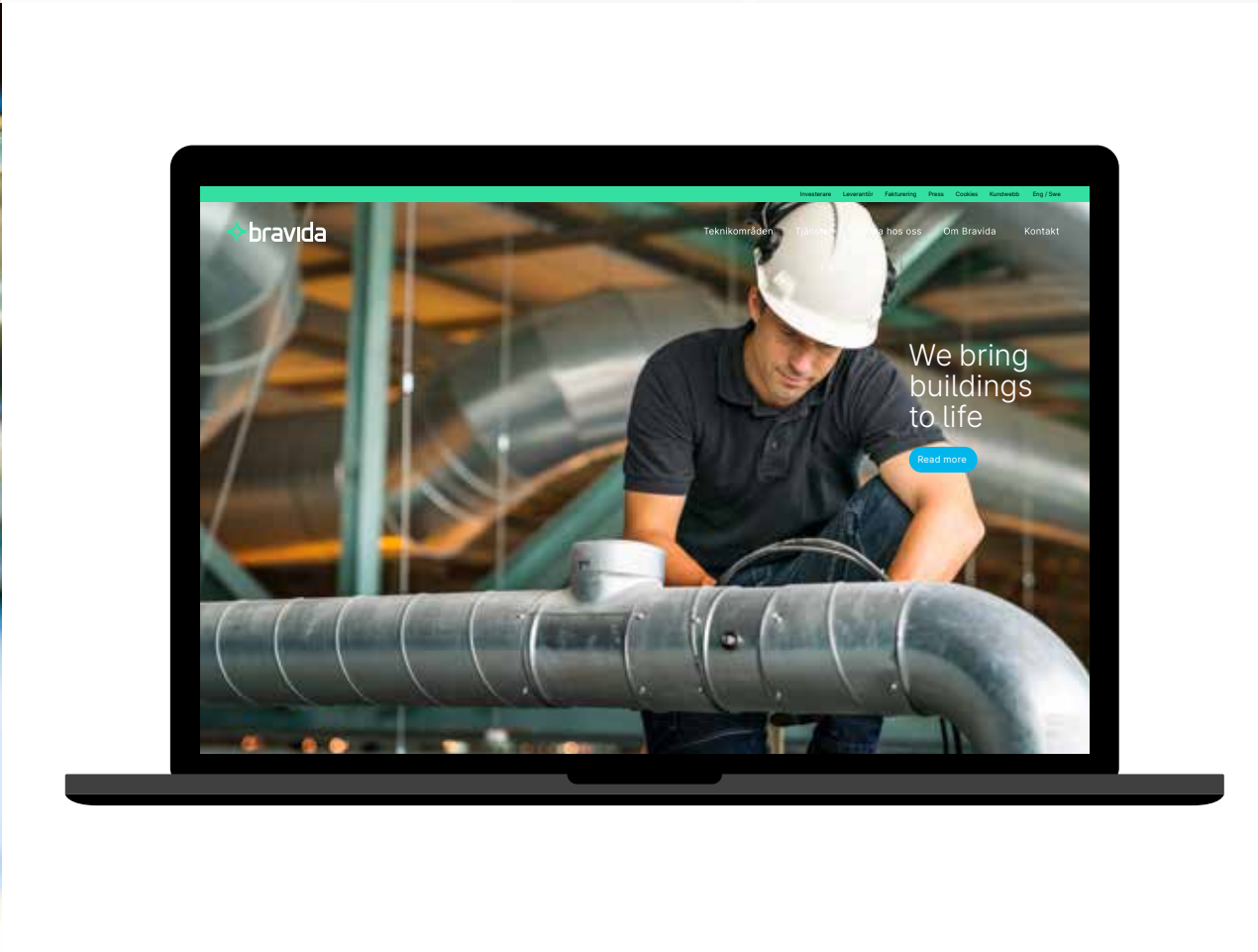
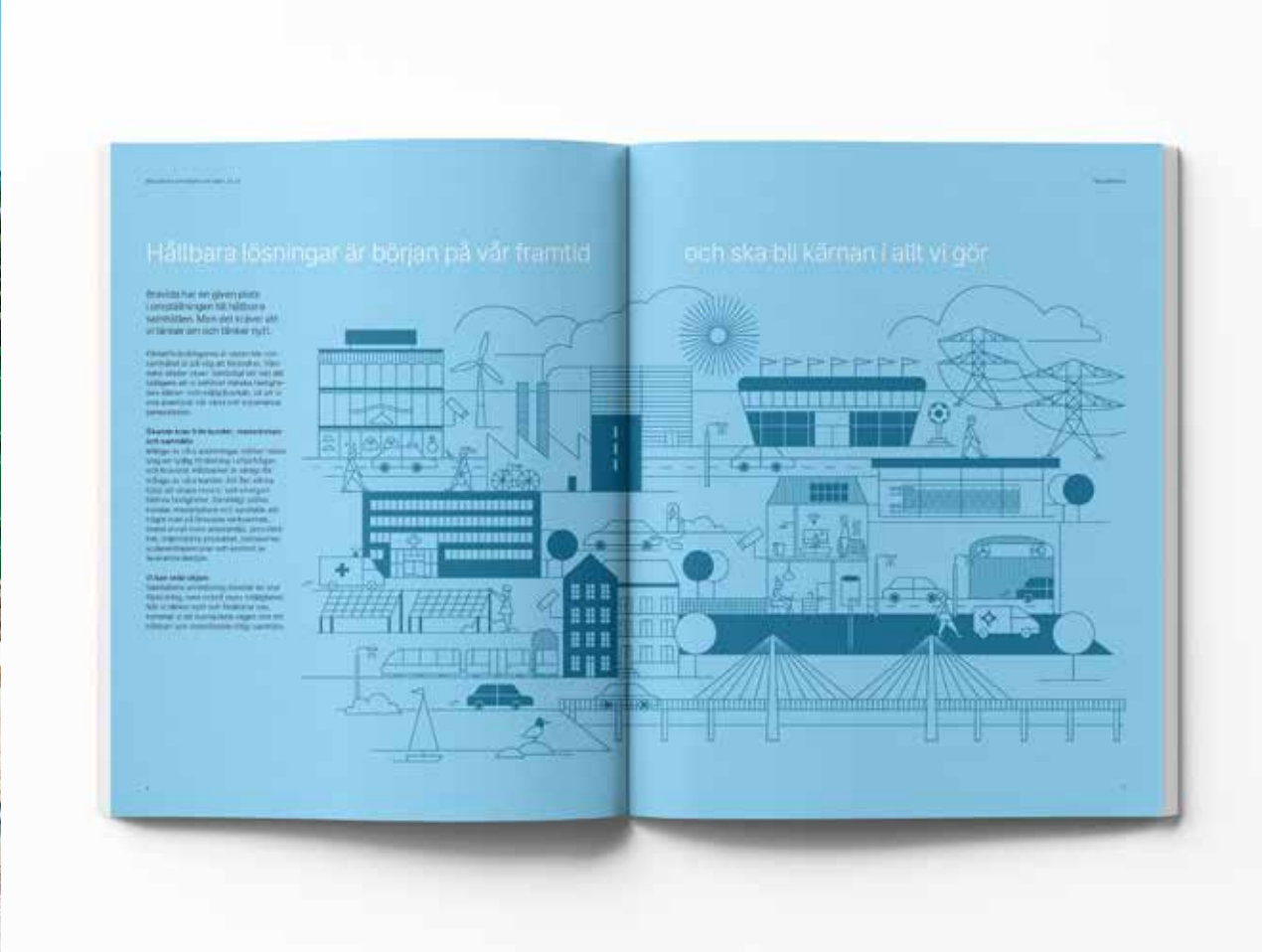
- Blue line color against Bravida Green or Bravida Green 25 background.
- Green line color against white background.

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.







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Sweatshirt Zip Up

On this sweater use a large symbol on the back and the Bravida logotype on the chest.



Polo shirt

On polo shirts the logo can be either screenprint or embroidered. On dark fabric use the positive version of the Bravida logo. If the 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.



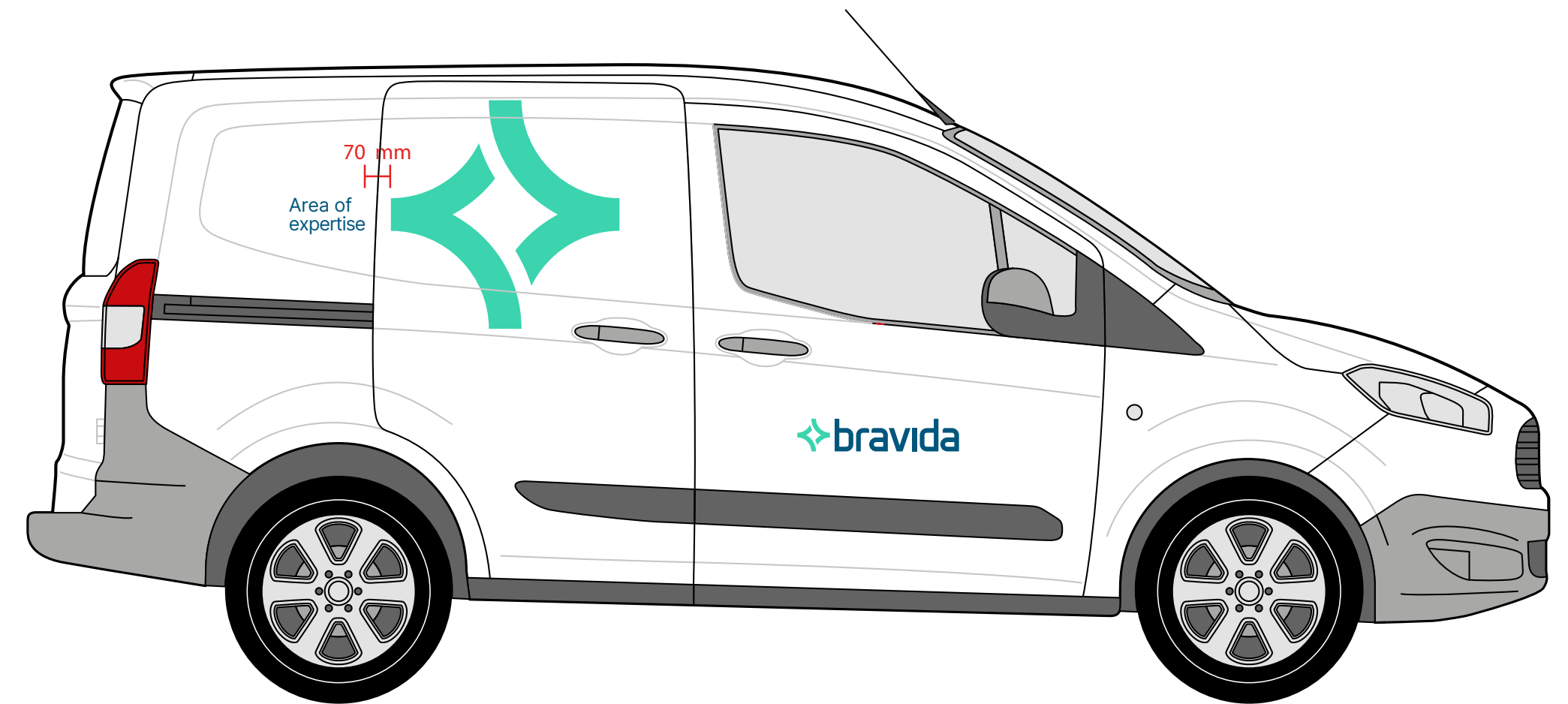
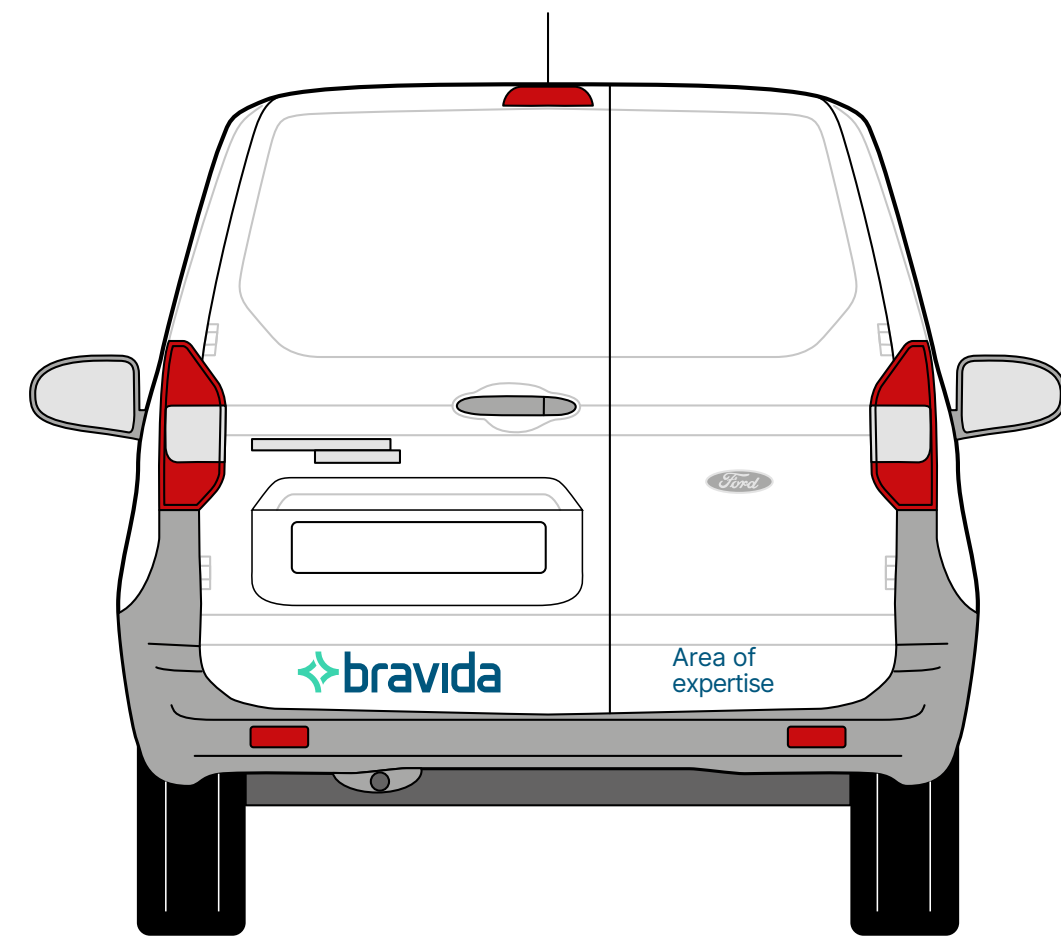
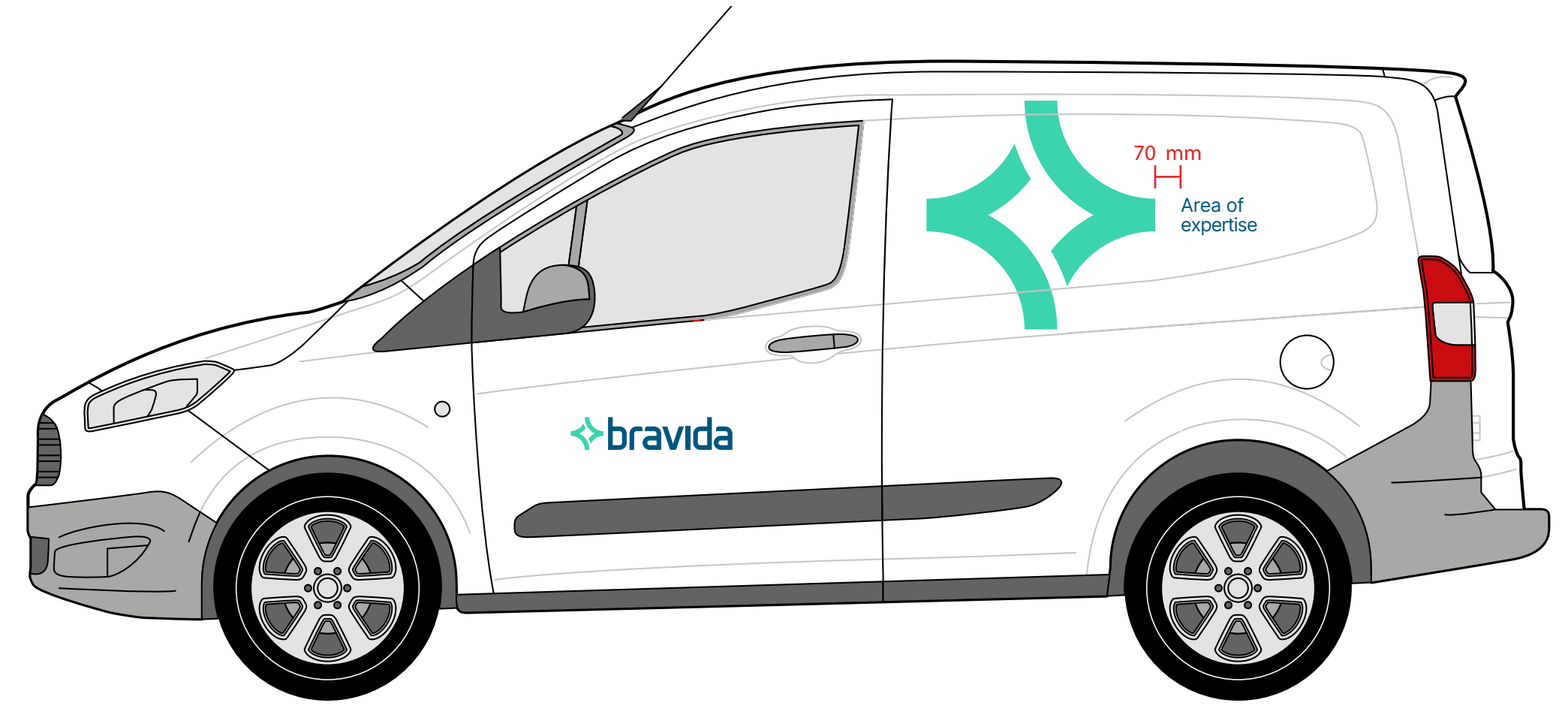
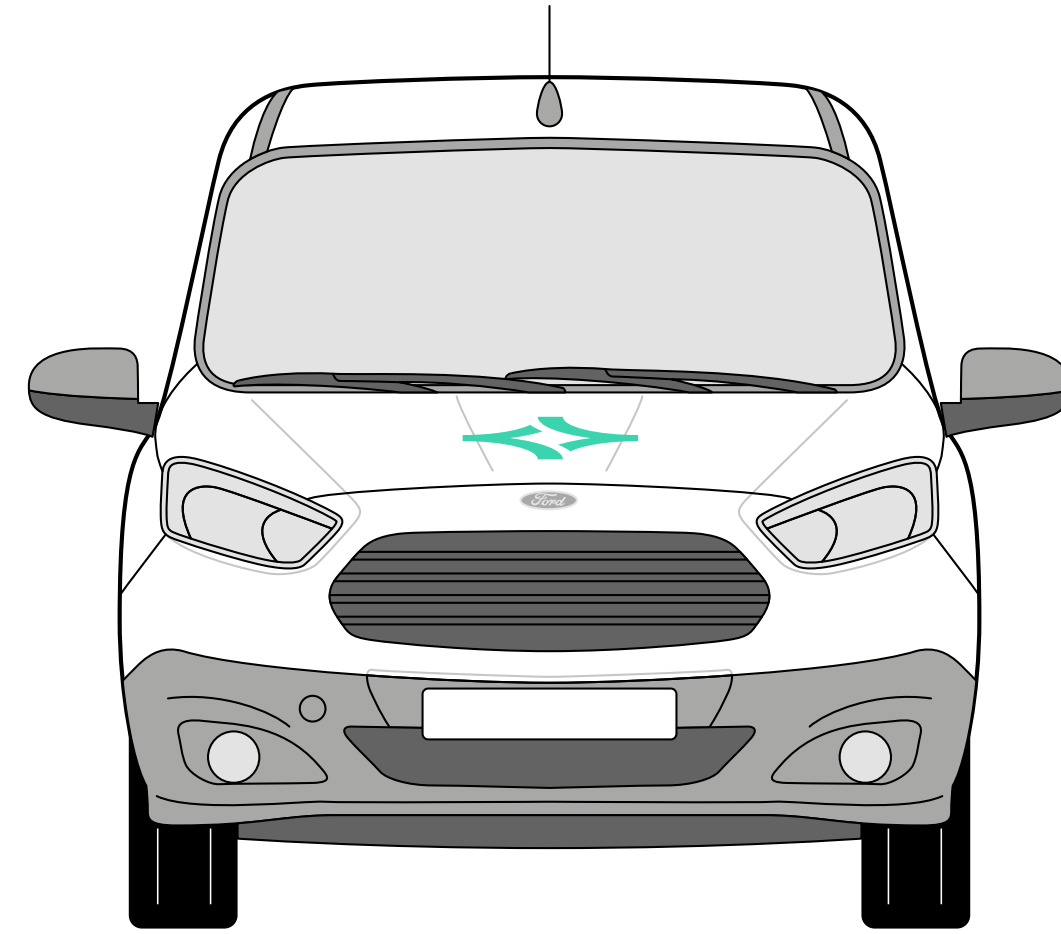
Vehicles

The Bravida Vehicle Manual is a separate document. It provides seven decal sets, A to G, to be used for different types of vehicles.

On company cars only the Bravida logo is applied (decal set A).

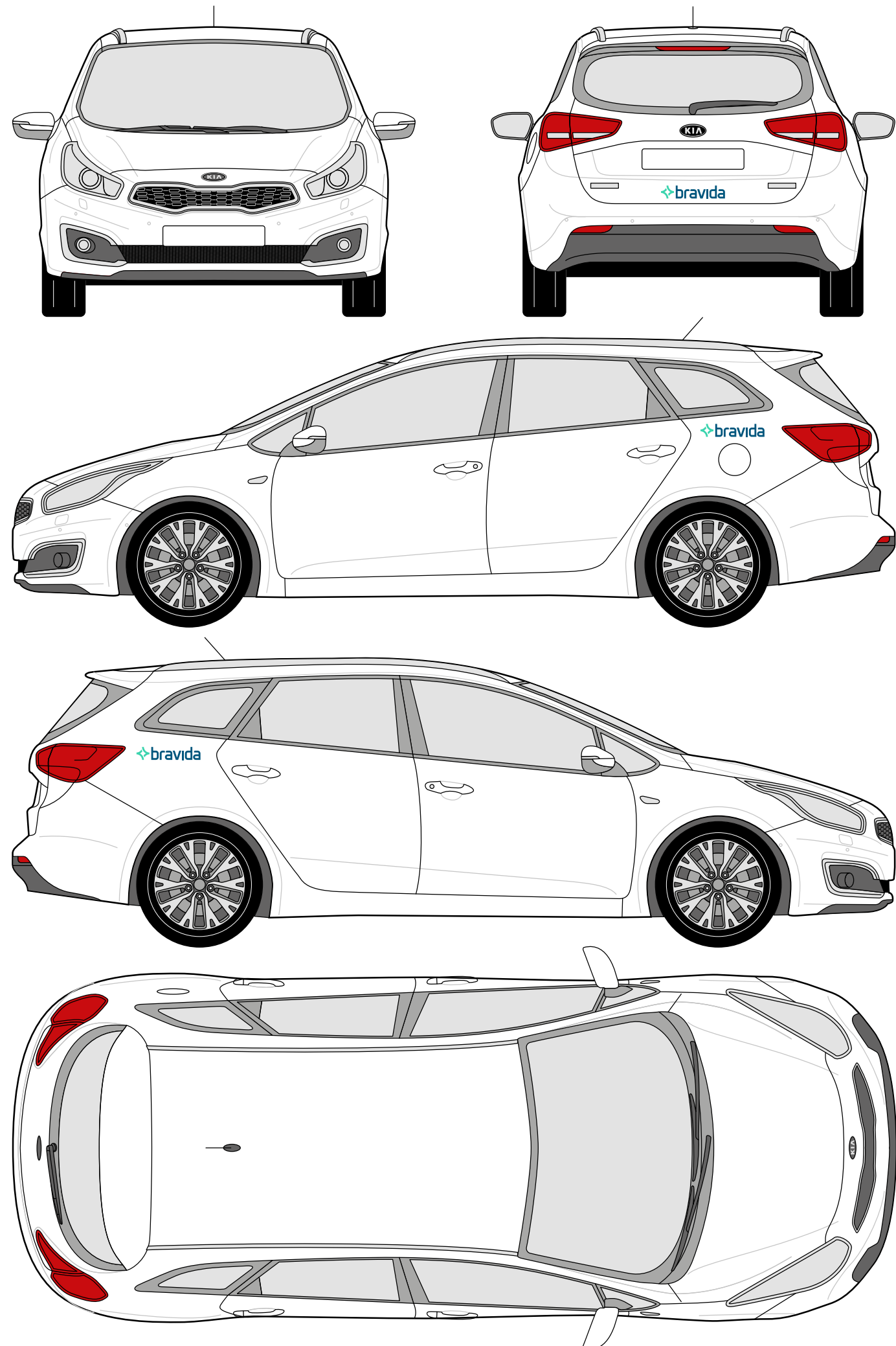
On work vehicles the Bravida logo and Bravida symbol are applied, in combination with a chosen area of expertise (decal sets A to G).

For exact placement instructions on specific vehicle models consult the Bravida Vehicle Manual.

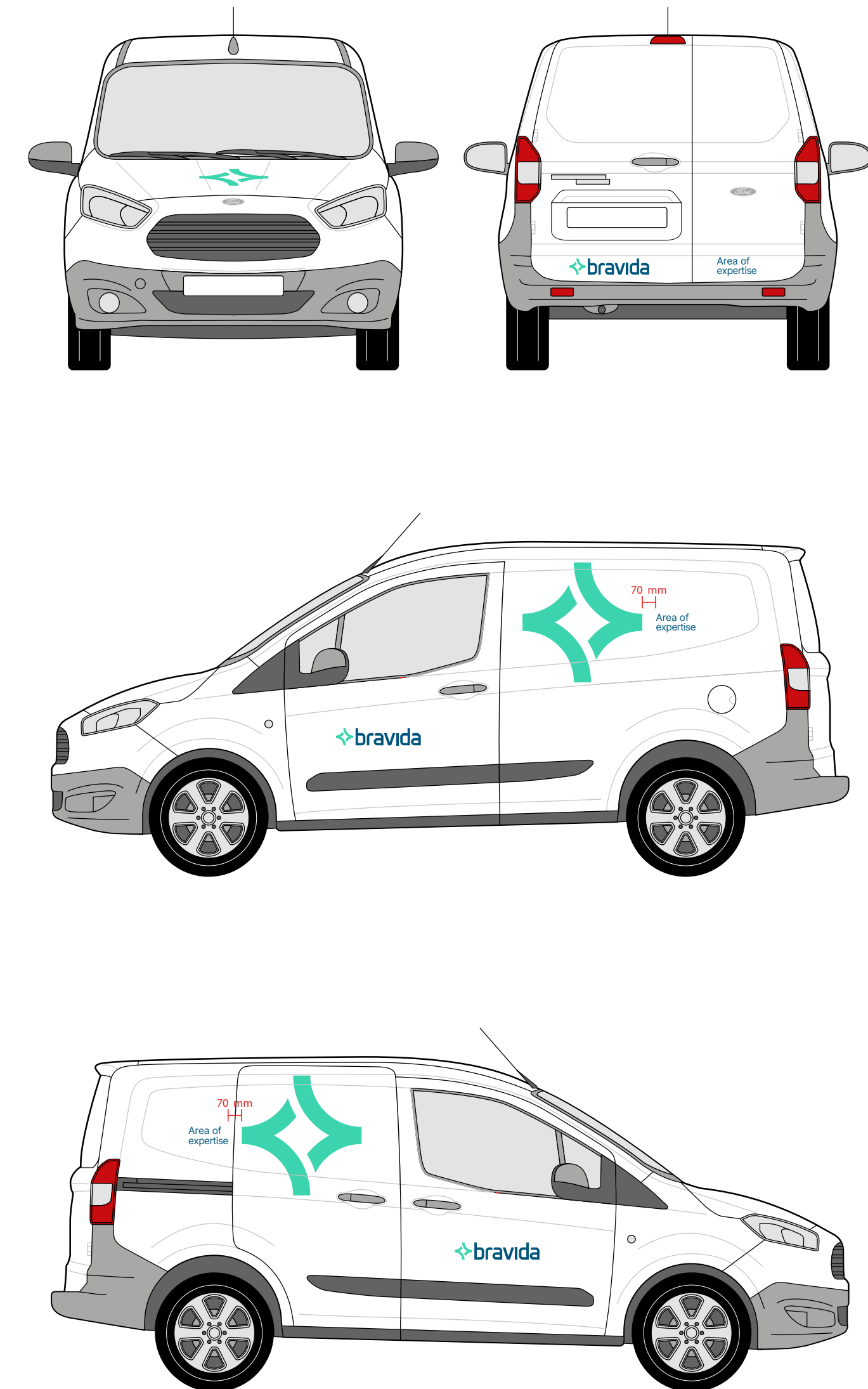


Vehicles — Examples

Decal set A

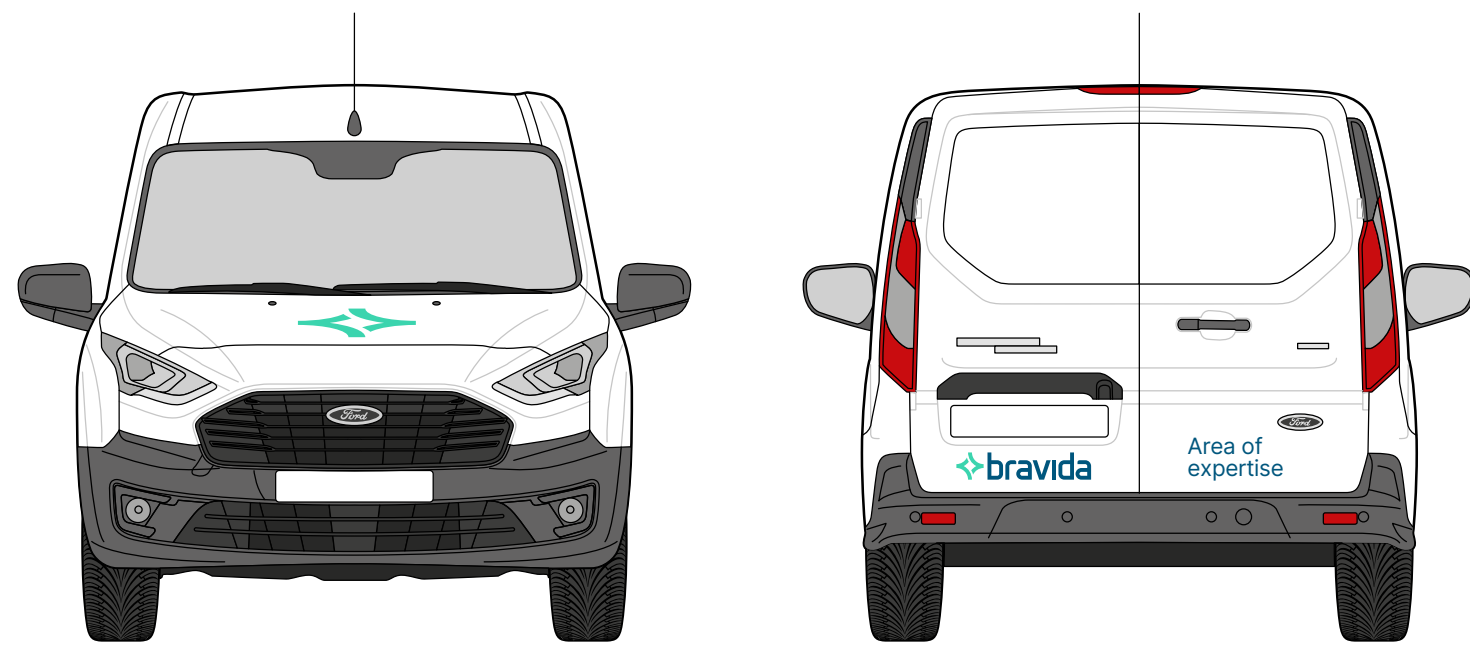


Decal set B
+ area of expertise

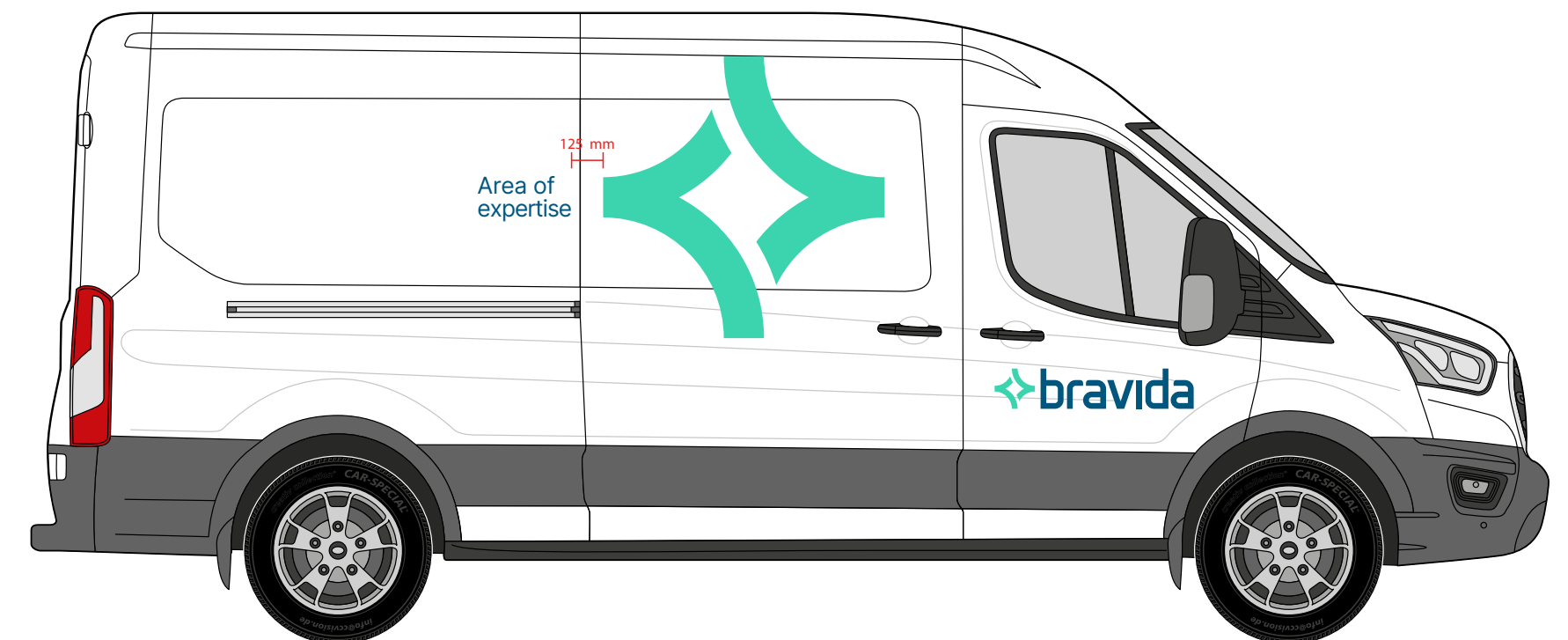
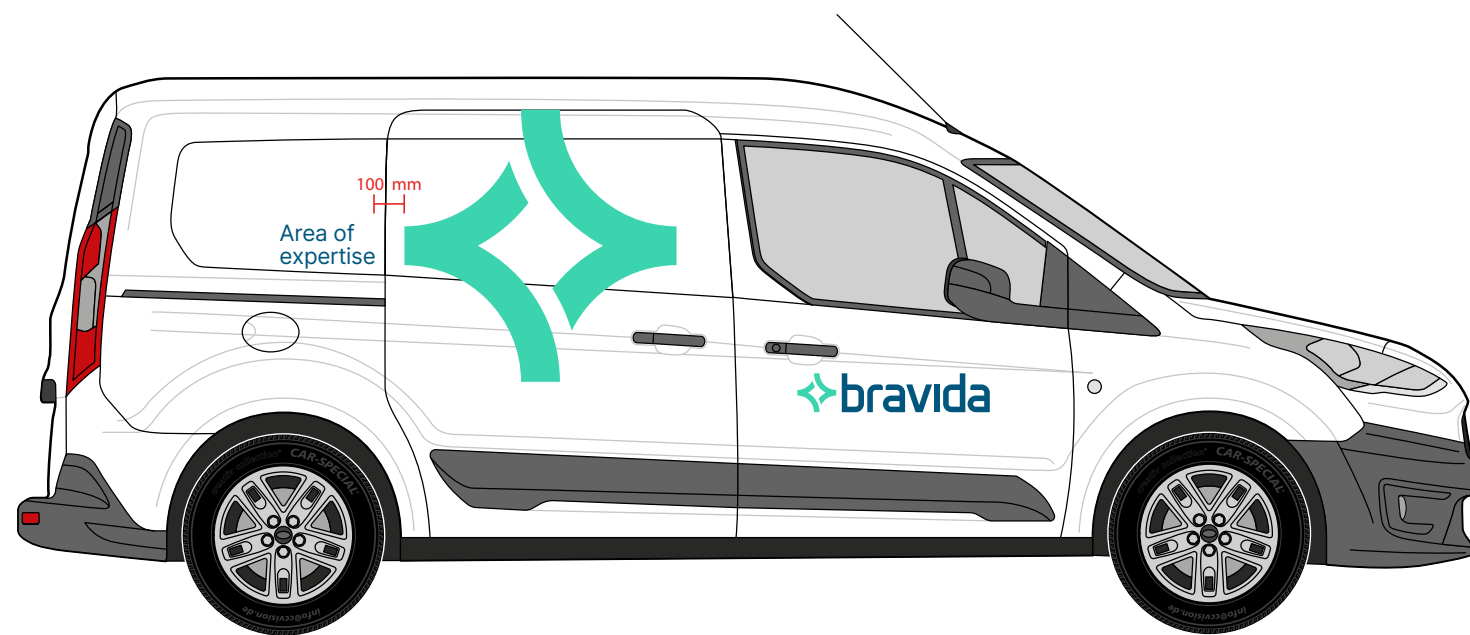
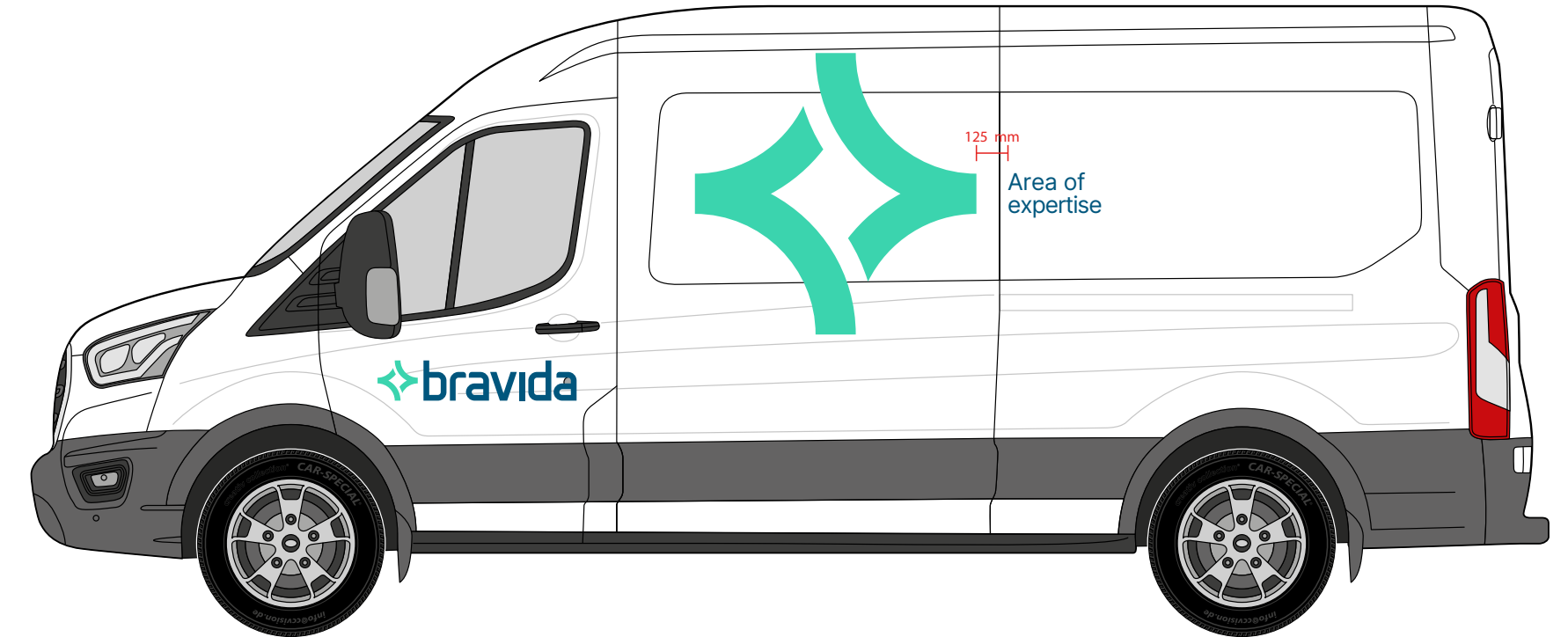
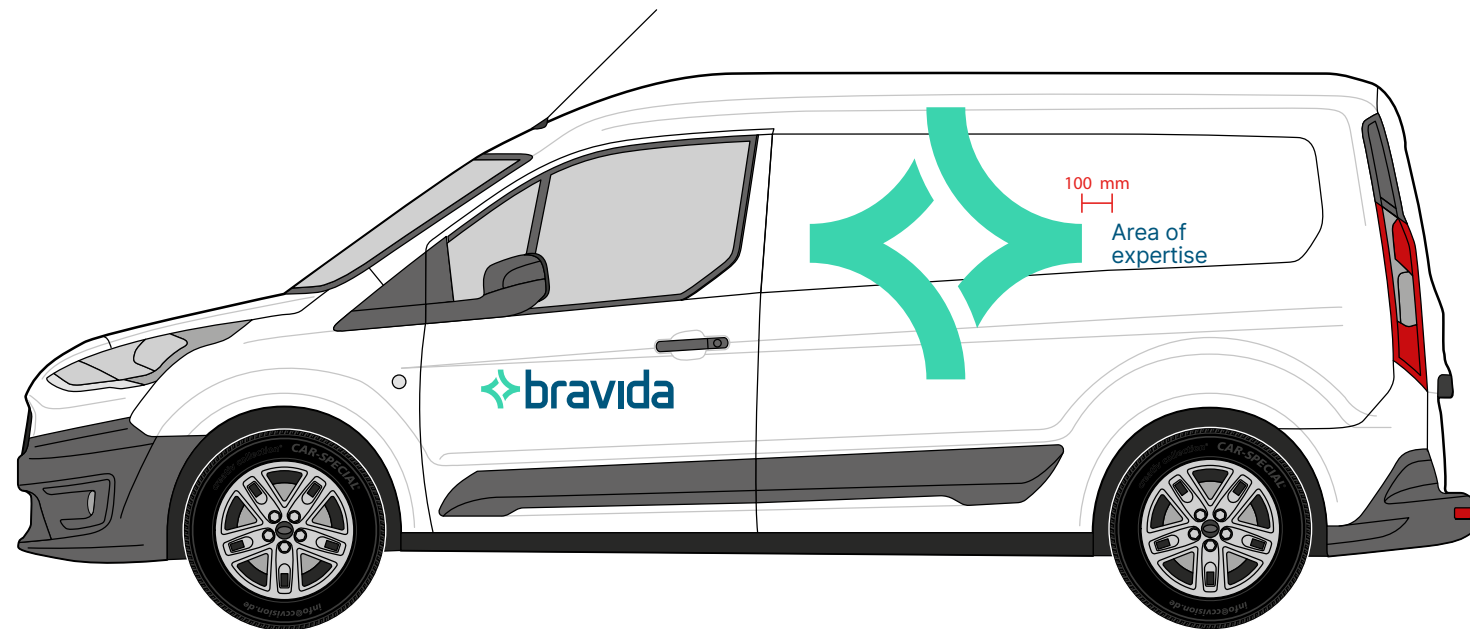
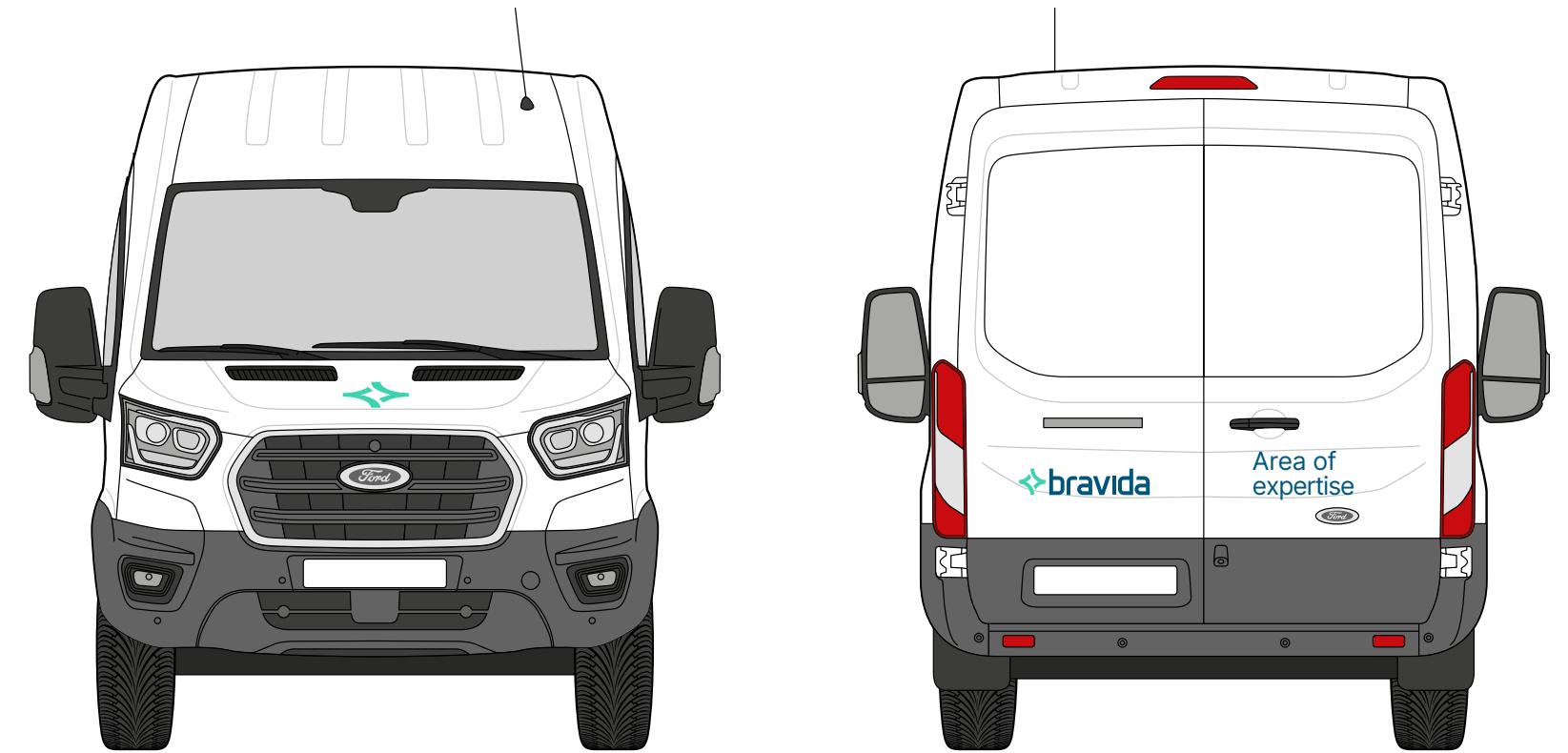


Vehicles — Examples

Decal set C
+ area of expertise



Decal set D
+ area of expertise



Business card

Size

90 × 55 mm

Margins

Bottom/top: 6 mm

Left/right: 7 mm

Name

Inter Semibold 8 pt

Metric kerning: -10

Leading: 110%

Wordspacing: 80 %

Left aligned

Information

Inter 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

First name Surname
Title

Lorem ipsum

+46 (0)8-695 20 00 — Direct
+46 (0)706-31 00 00 — Mobile
firstname.surname@bravida.se

Bravida Holding AB
Mikrofonvägen 28
126 81 Stockholm

+46 (0)8-695 20 00
Bravida.se



When it
just works



Word template

Bodytext

Arial Regular
10/12 pt

Subheader

Arial Bold
10/12 pt

Information top

Arial Regular
7/9 pt

Information bottom

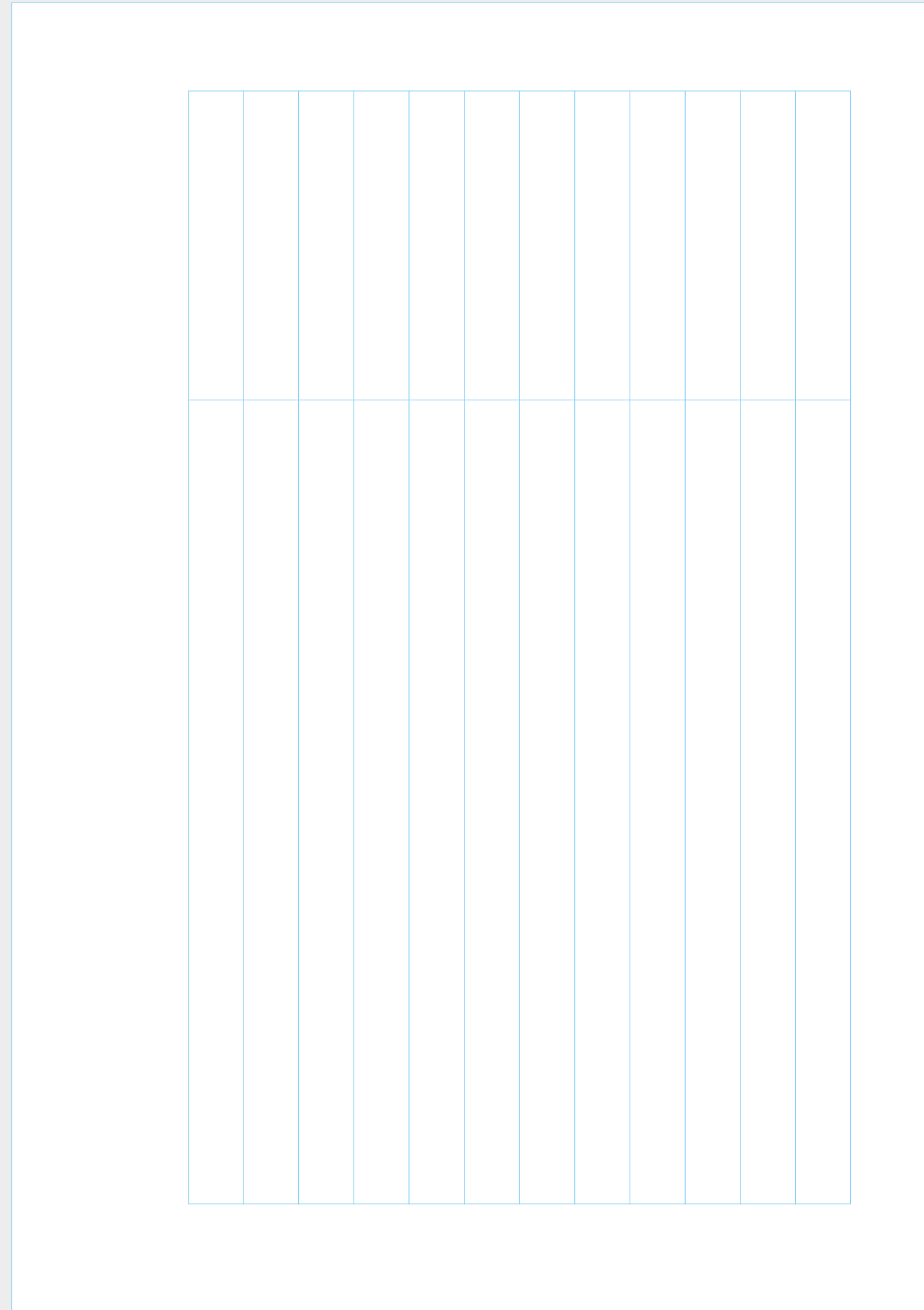
Arial Regular
6/7,5 pt

Size

A4

Margins

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



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 accuaptatqui 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 coreriere et omnisqui tem et latquunt et eum voloreped et essit laborem porrovi discriminvel 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 2B
126 37 Hågersten

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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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



When it just works

Bravida Sverige AB
SE-126 81 Stockholm
Visit us at www.bravida.se/en/
[Facebook.com/bravida.se](https://www.facebook.com/bravida.se)
[linkedin.com/company/bravida/](https://www.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

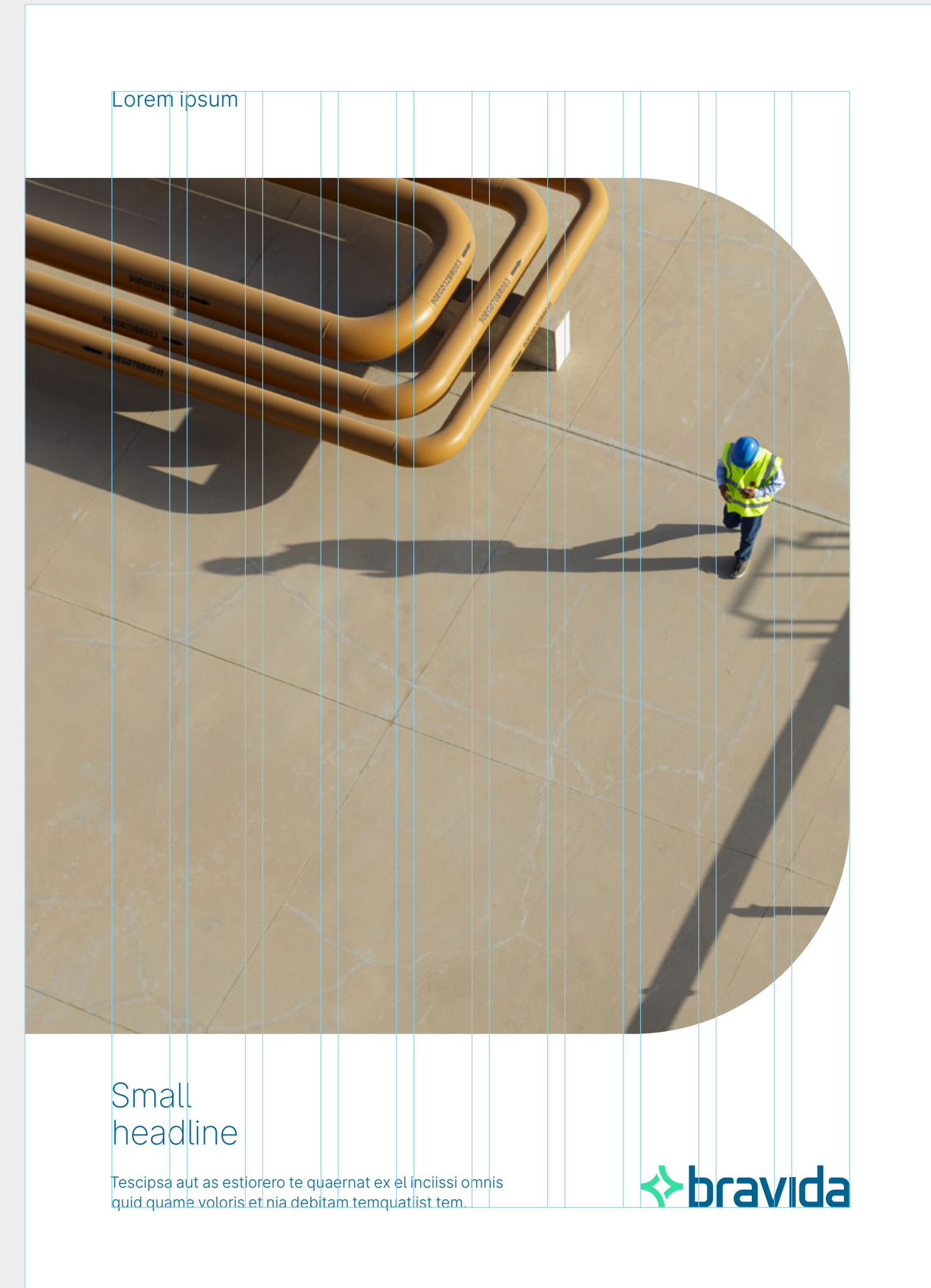
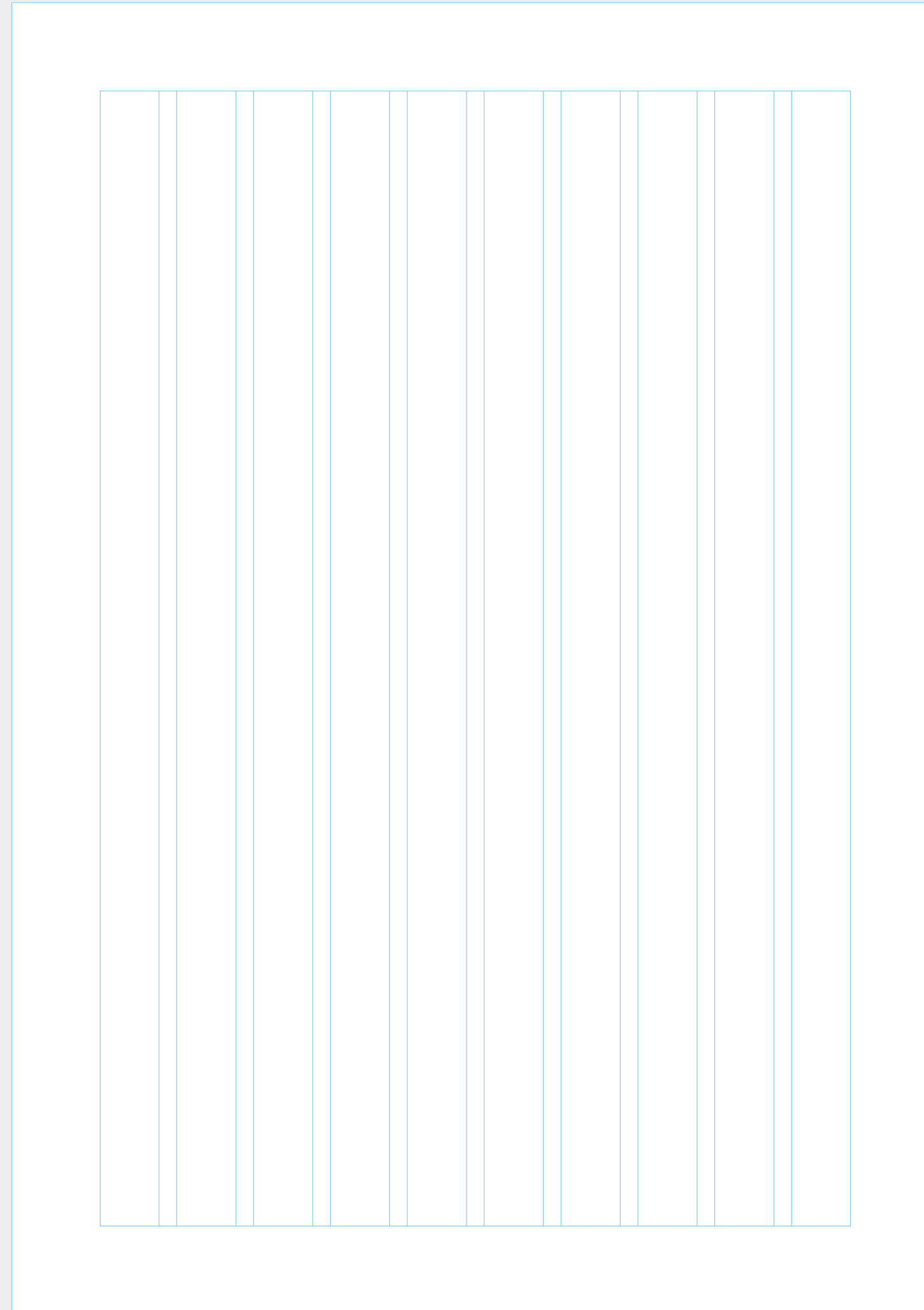


Photo Ad – A4

Large headline

Inter Extra Light 60 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Small headline

Inter Extra Light 22 pt

Metric kerning: -10

Leading: 110 %

Wordspacing: 80 %

Left aligned

Information top

Inter Light 14 pt

Metric kerning: 0

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

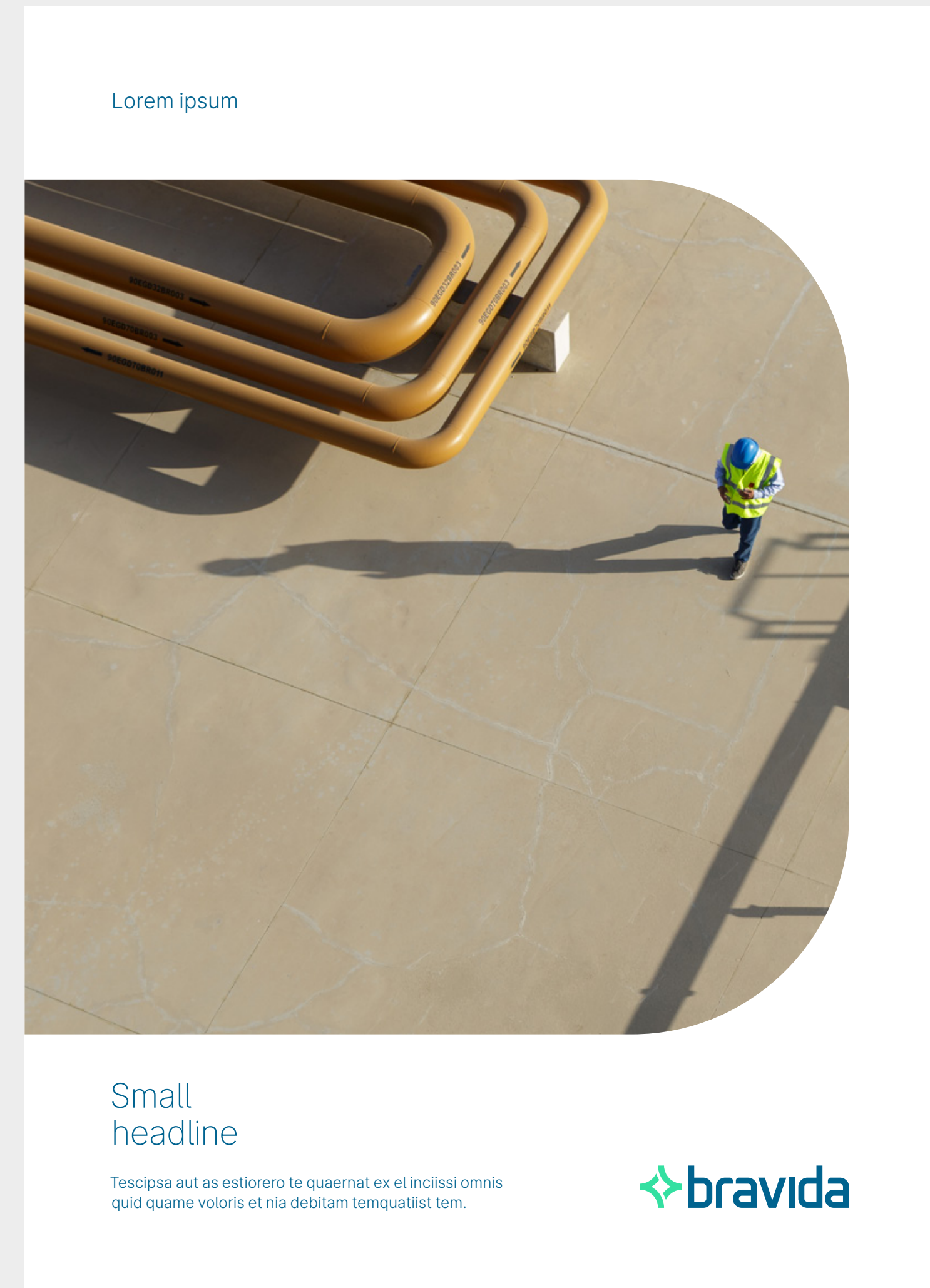
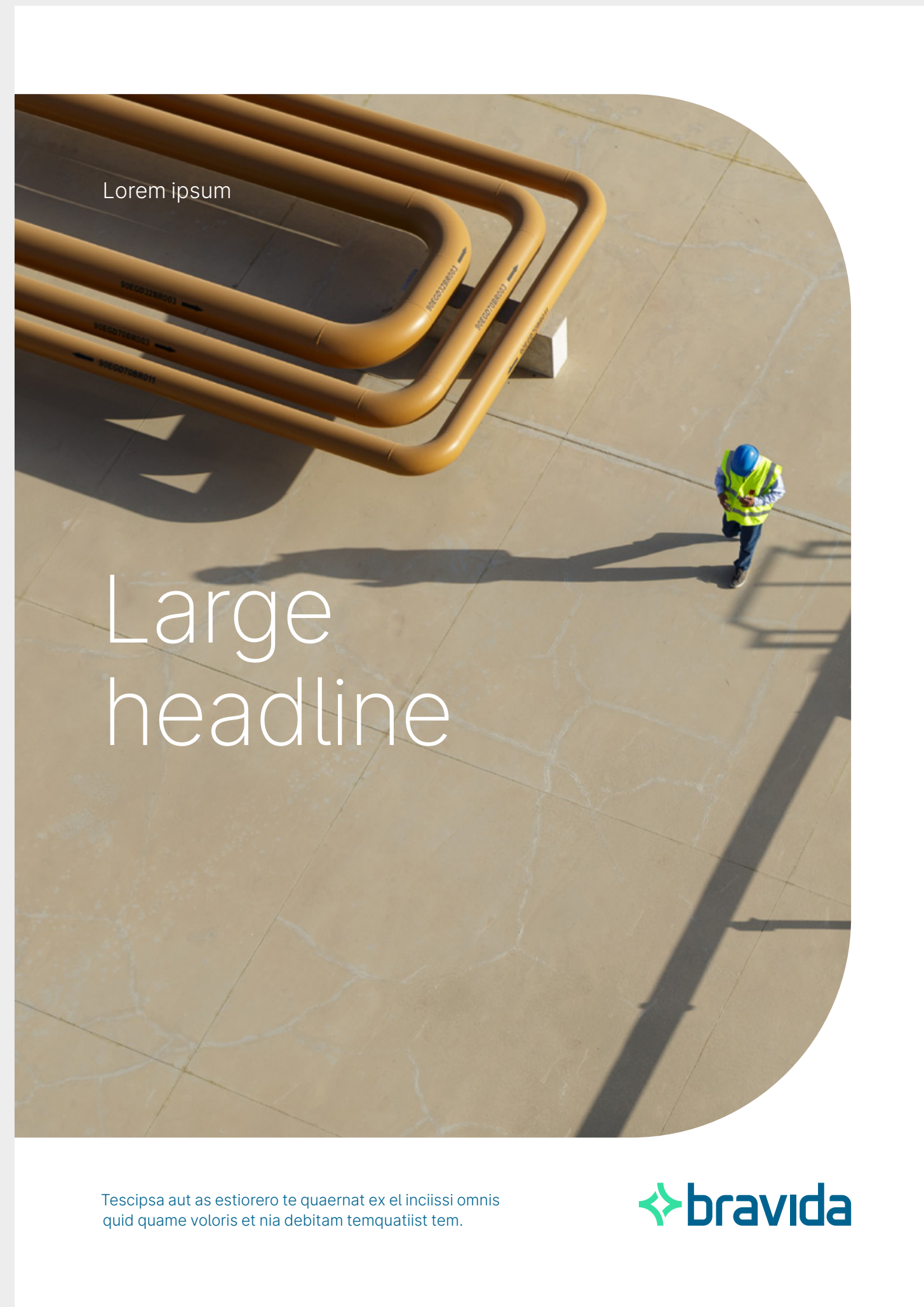
Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 50 mm



Graphic Ad – A4

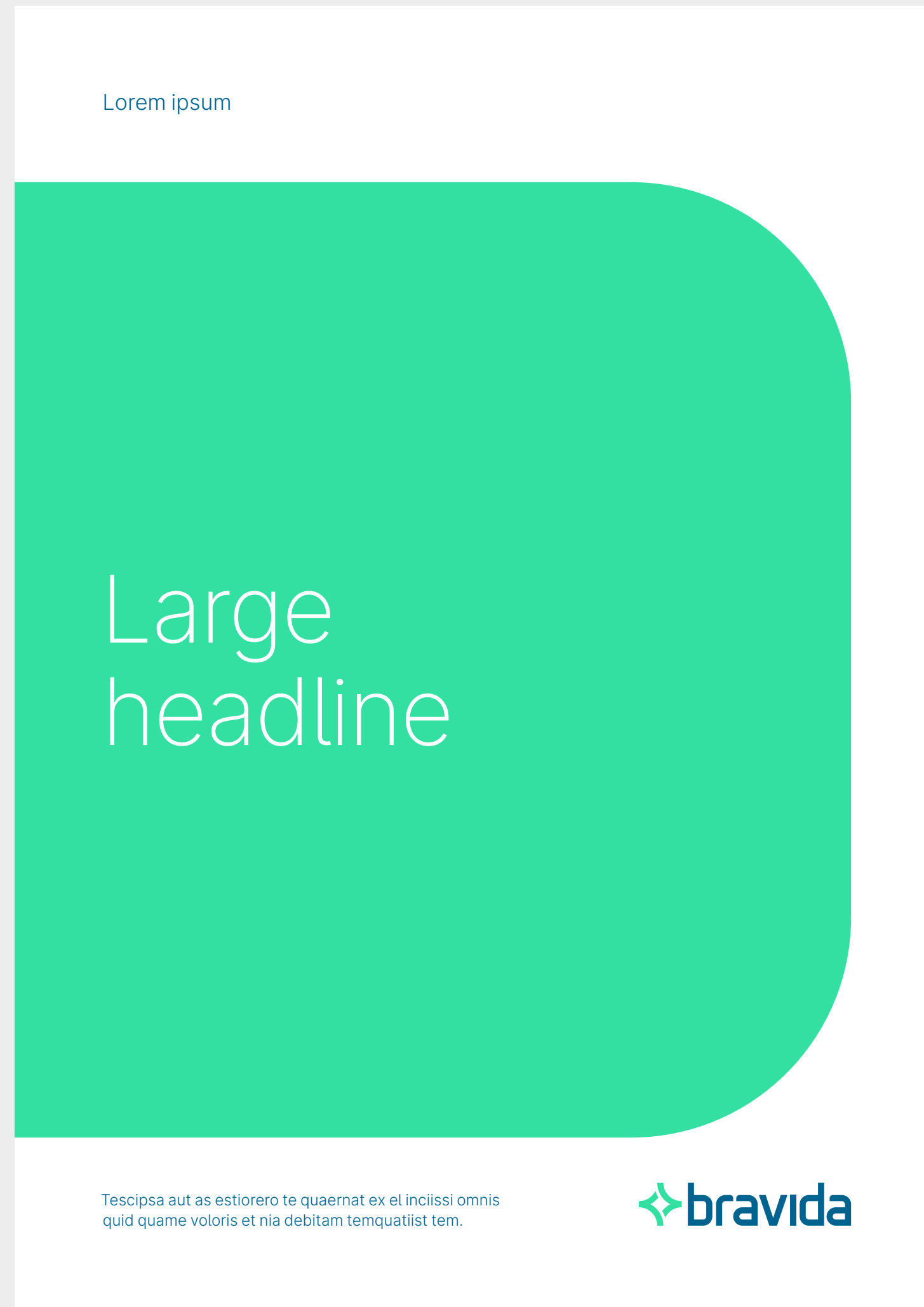
Large headline
Inter Extra Light 60 pt
Metric kerning: -20
Leading: 110 %
Wordspacing: 80 %
Left aligned

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

Bodytext
Inter 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

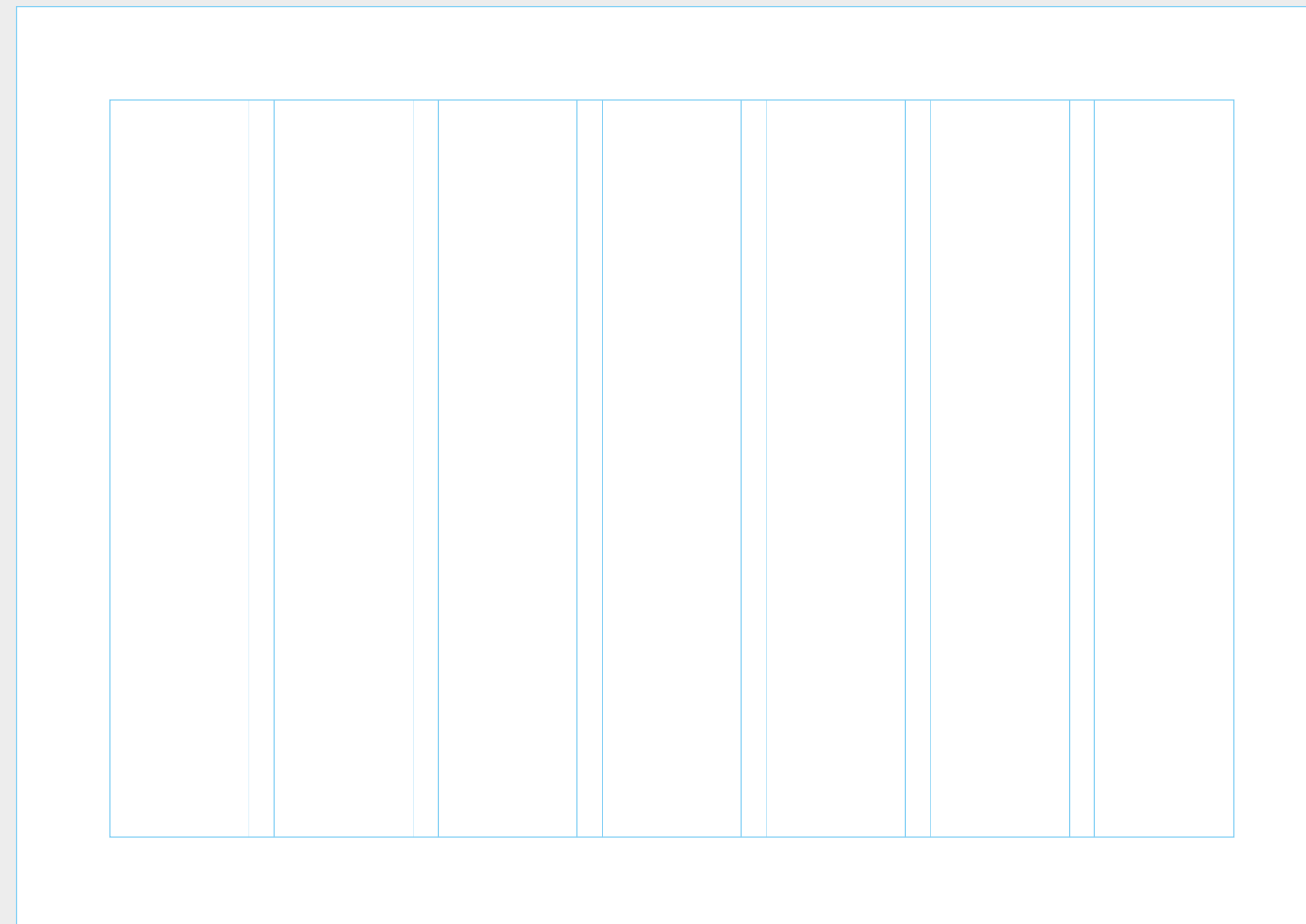


Photo Ad – A5

Large headline

Inter Extra Light 50 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Information top

Inter Light 14 pt

Metric kerning: 0

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

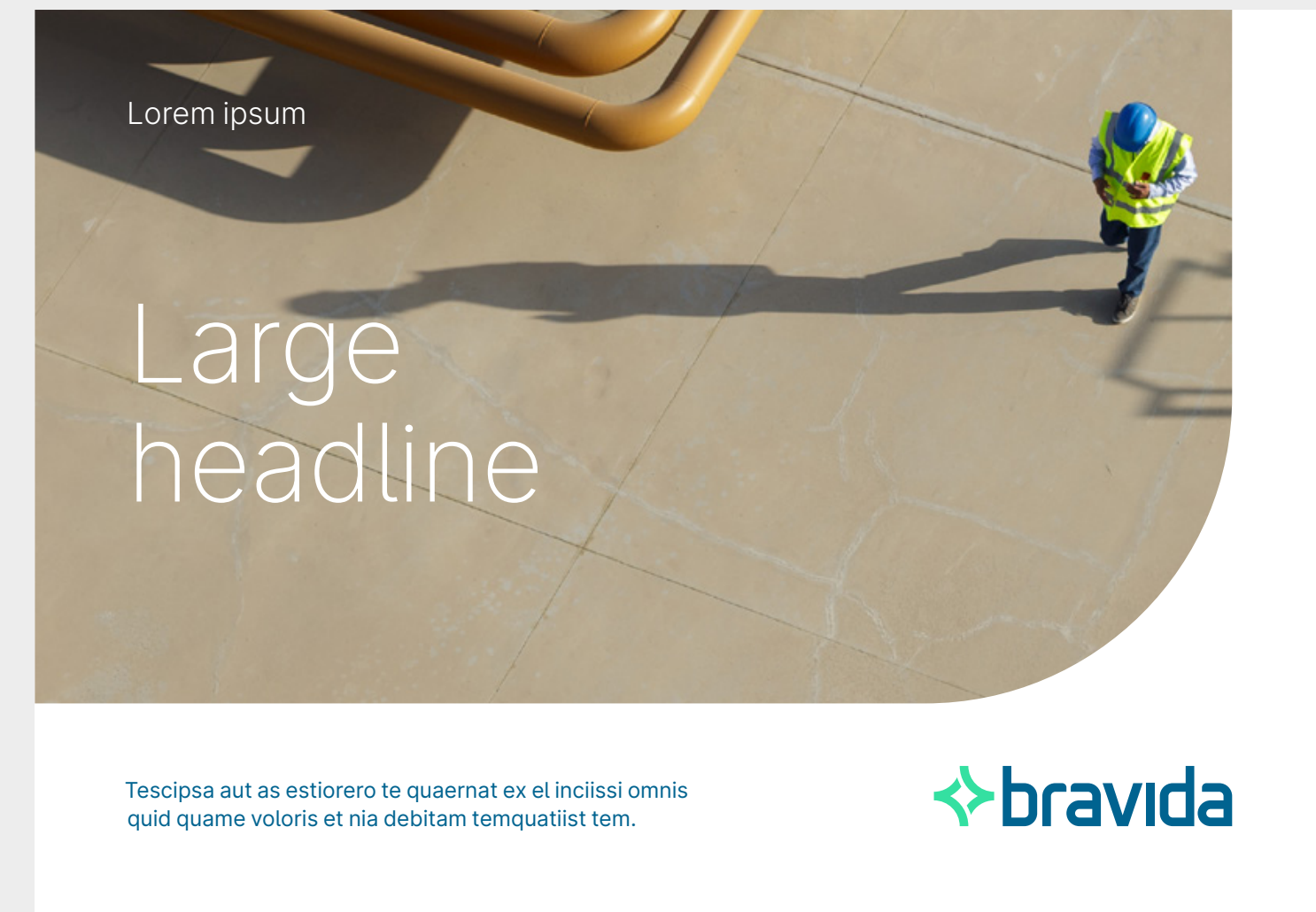
Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 50 mm



Graphic Ad – A5

Large headline

Inter Extra Light 50 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Information top

Inter Light 14 pt

Metric kerning: 0

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

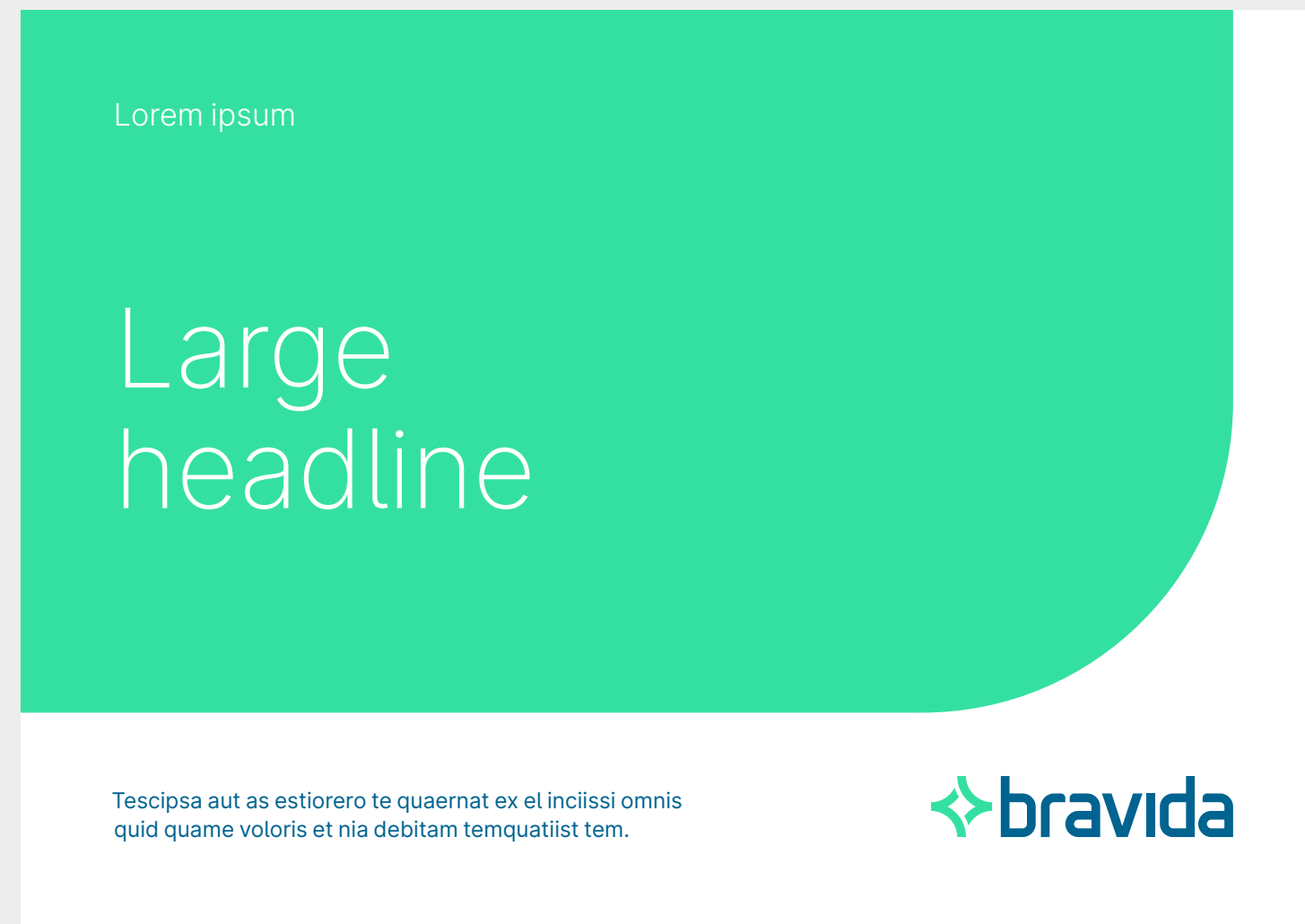
Graphic format

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

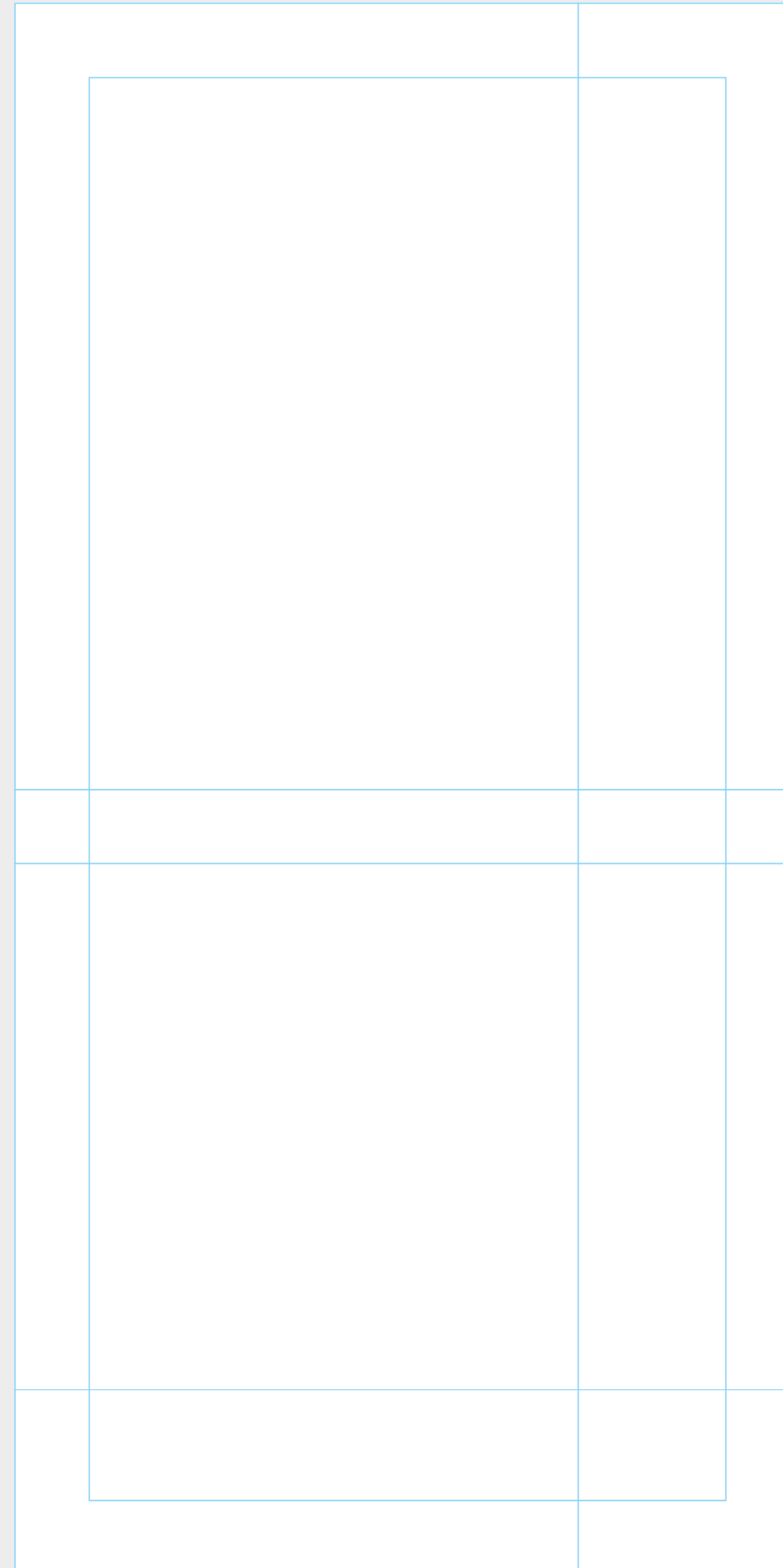


Photo Banners

Large headline

Inter Extra Light 40 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 40 mm



Graphic Banners

Large headline

Inter Extra Light 40 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 10 pt

Metric kerning: 0

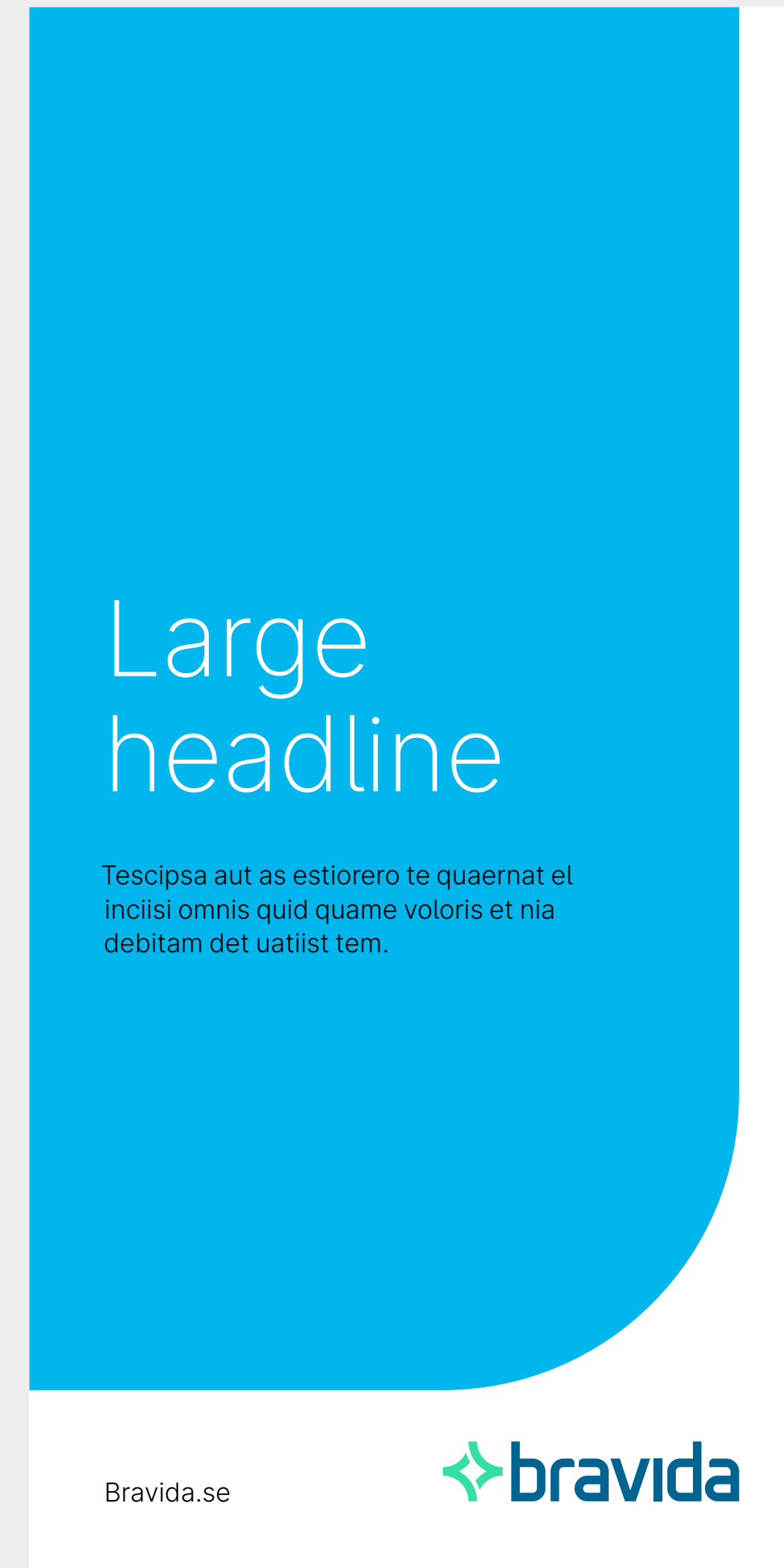
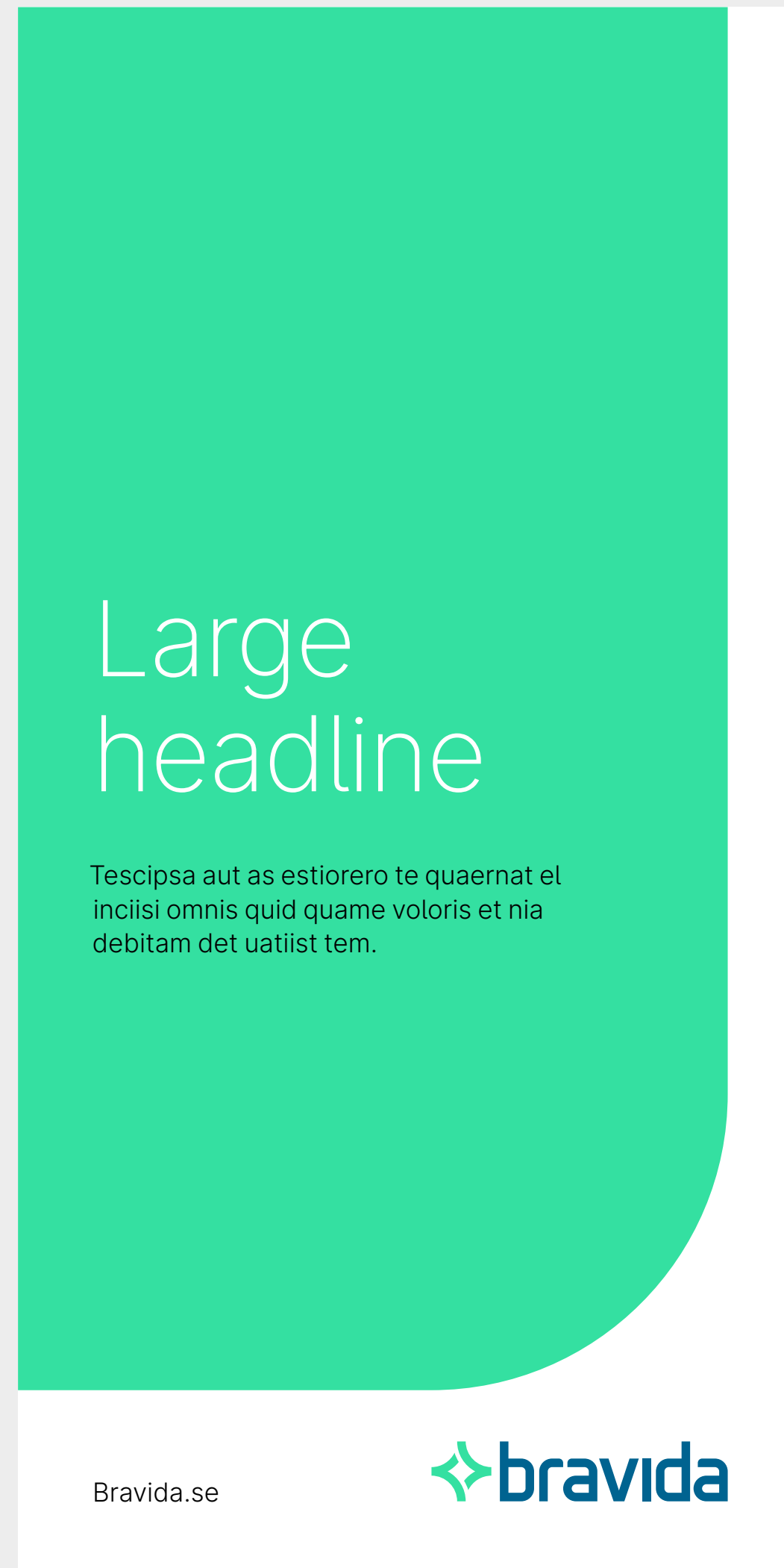
Leading: 130 %

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

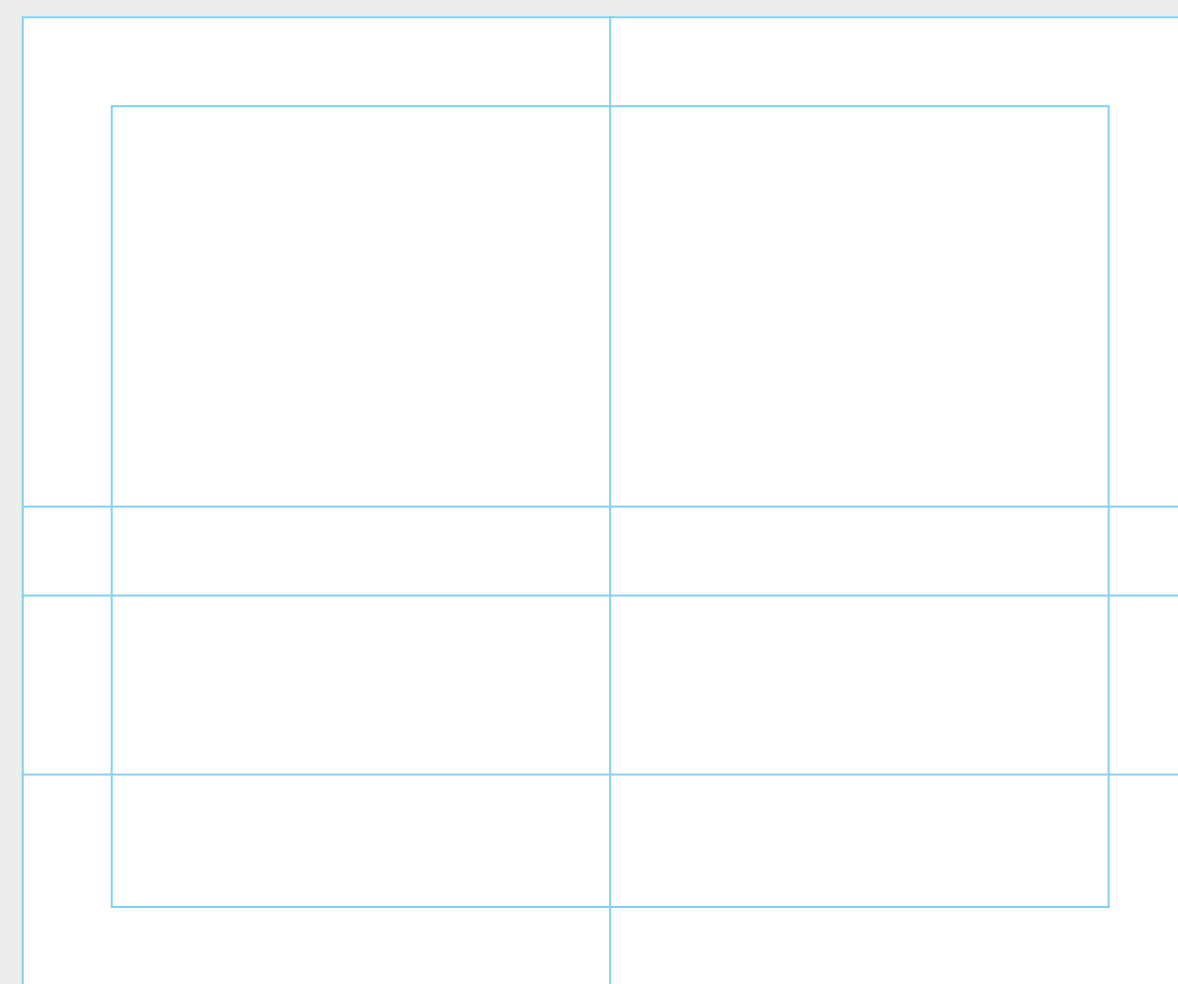


Photo Banner

Large headline

Inter Extra Light 35 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter Light 9 pt

Metric kerning: 0

Leading: 130 %

Wordspacing: 80 %

Left aligned

Graphic format

Radius 30 mm



Graphic Banners

Large headline

Inter Extra Light 35 pt

Metric kerning: -20

Leading: 110 %

Wordspacing: 80 %

Left aligned

Bodytext

Inter 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.



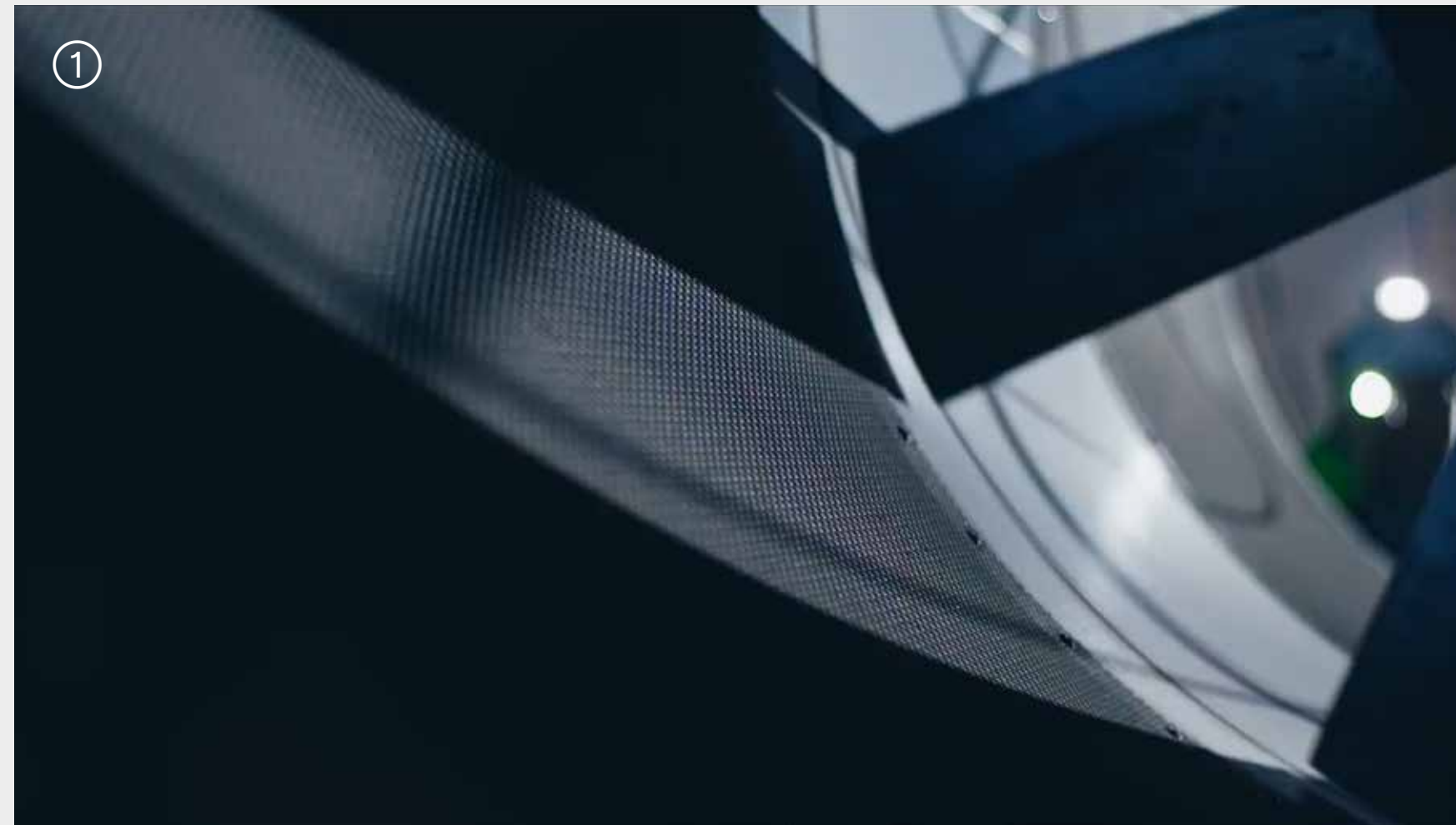
Intro

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 we 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: Inter Light
Color: White
Font size: 45px
Leading: 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

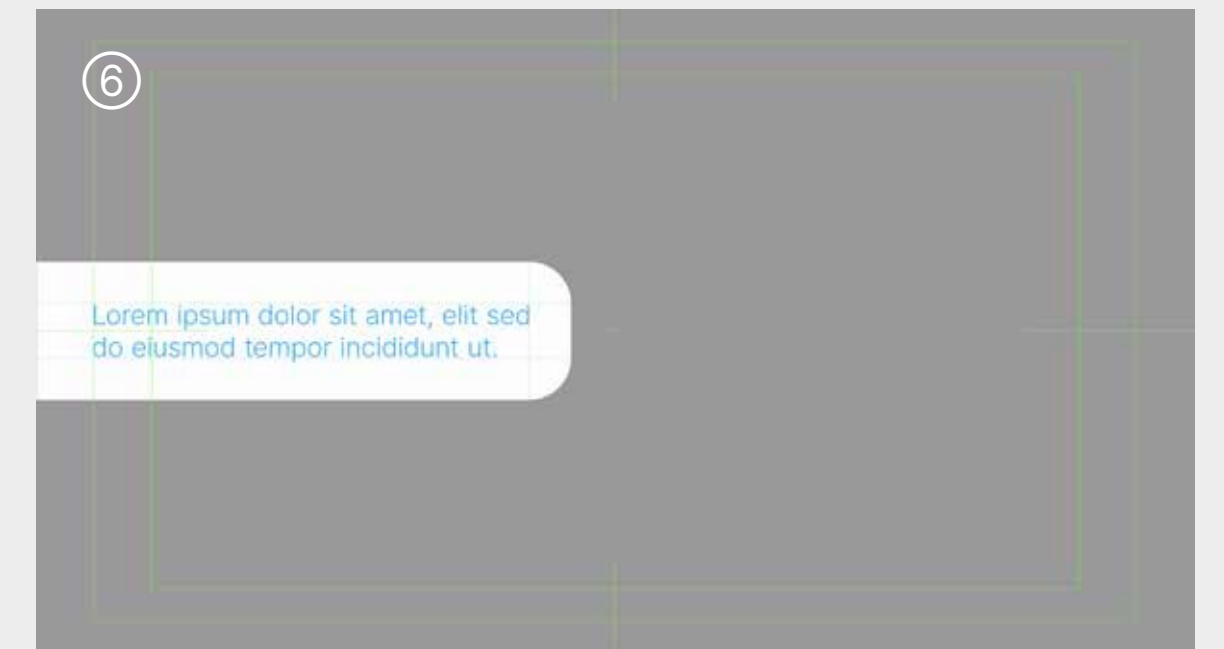
If the background footage is too bright and the text loses readability, a textplate can be used to preserve contrast. The textplate animates in from outside the screen and comes to a full still before any text appears. When the plate has completed its animation the text fades in. The text and textplate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

Typeface: Inter Light
Color: Bravida Light Blue 75
Font size: 45 px
Leading: 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. Textplate animates in.

6. Placement of textplate. The text should never extend beyond where the curvature of the textplate starts. It's important 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.

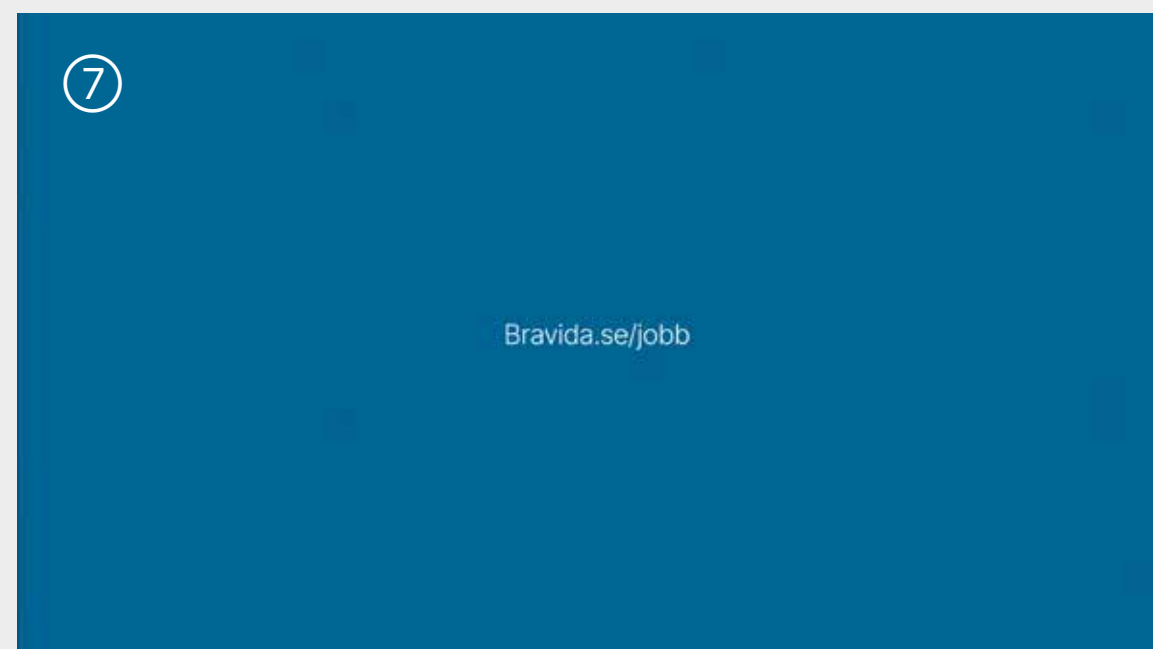
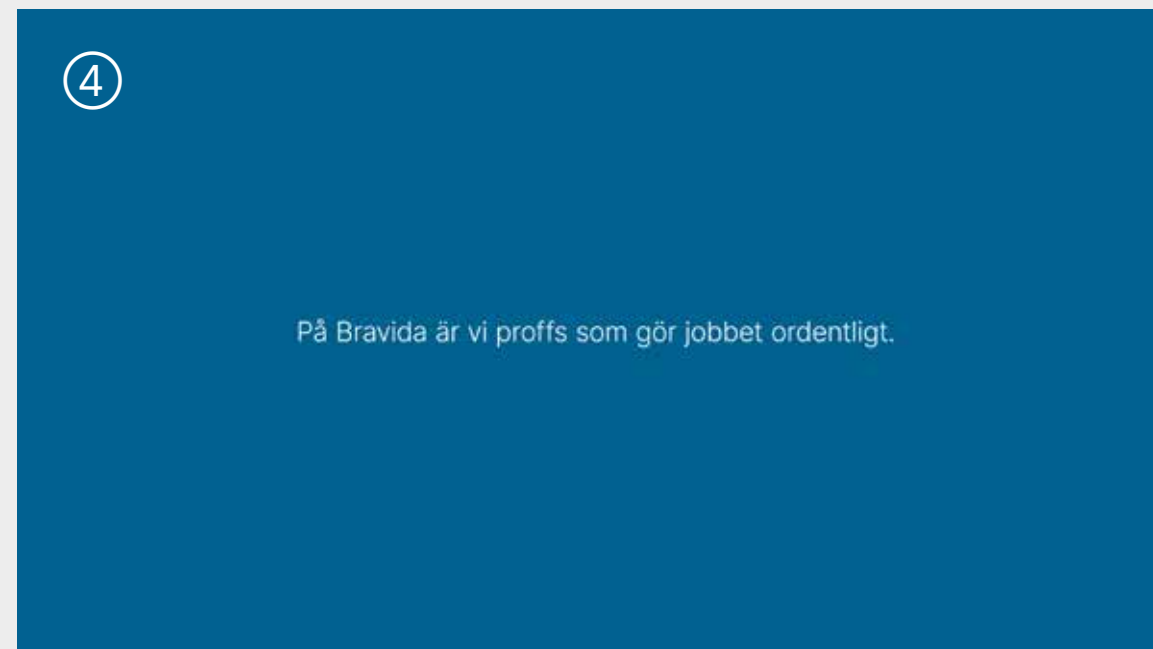
1–6. Text chapter animation.



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 remaining 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 animates out by the same fade but without any movement.

Name

Typeface: Inter Light
Color: Bravida Dark Blue
Font size: 45 px
Leading: Auto
Left aligned

Additional text

Typeface: Inter Light
Color: White
Font size: 45 px
Leading: Auto
Left aligned

If the background footage is too bright and the nameplate loses readability, a textplate can be used to preserve 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 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: Inter Light
Color: White
Font size: 45 px
Leading: 55
Aligned to center

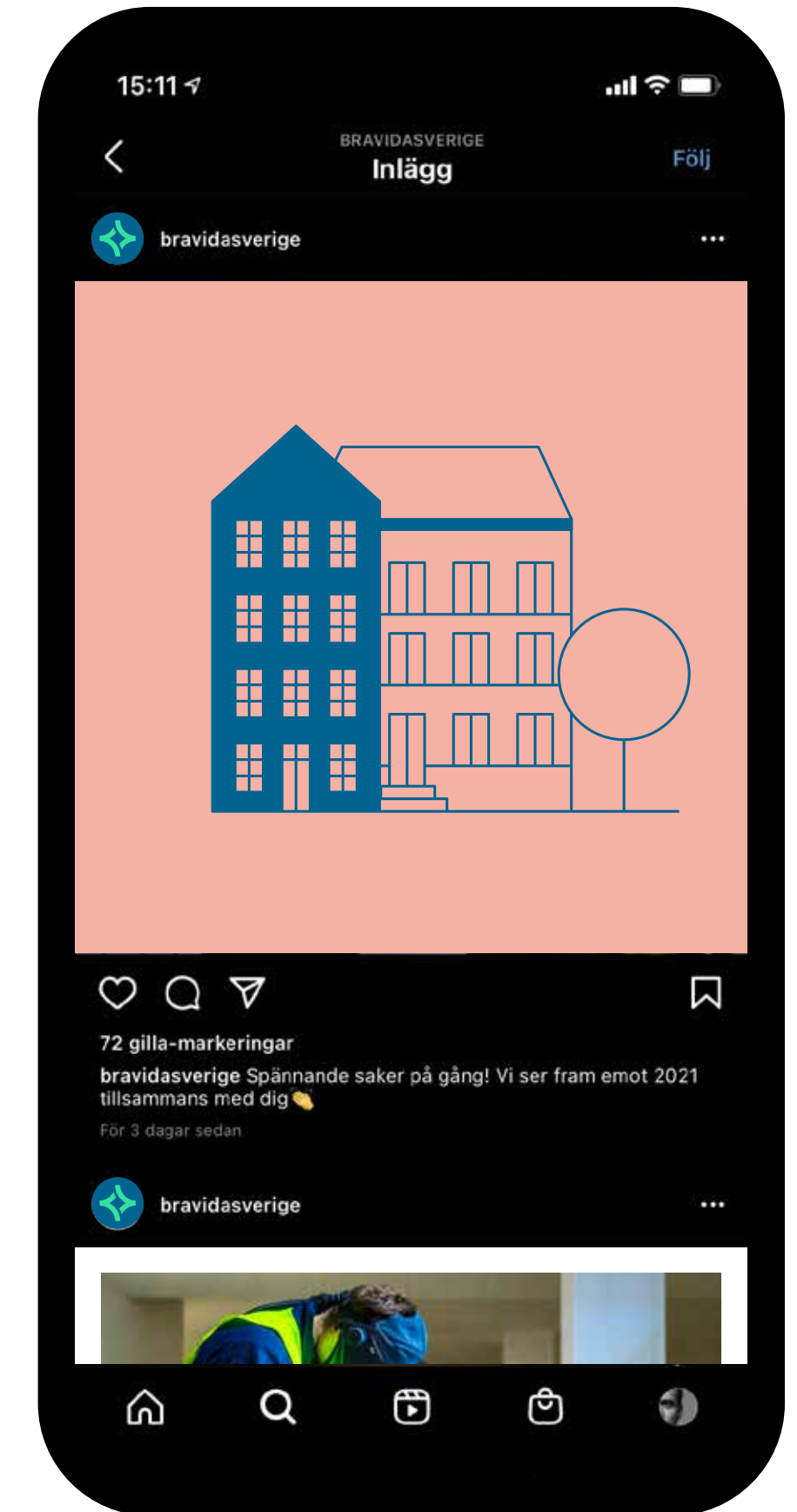
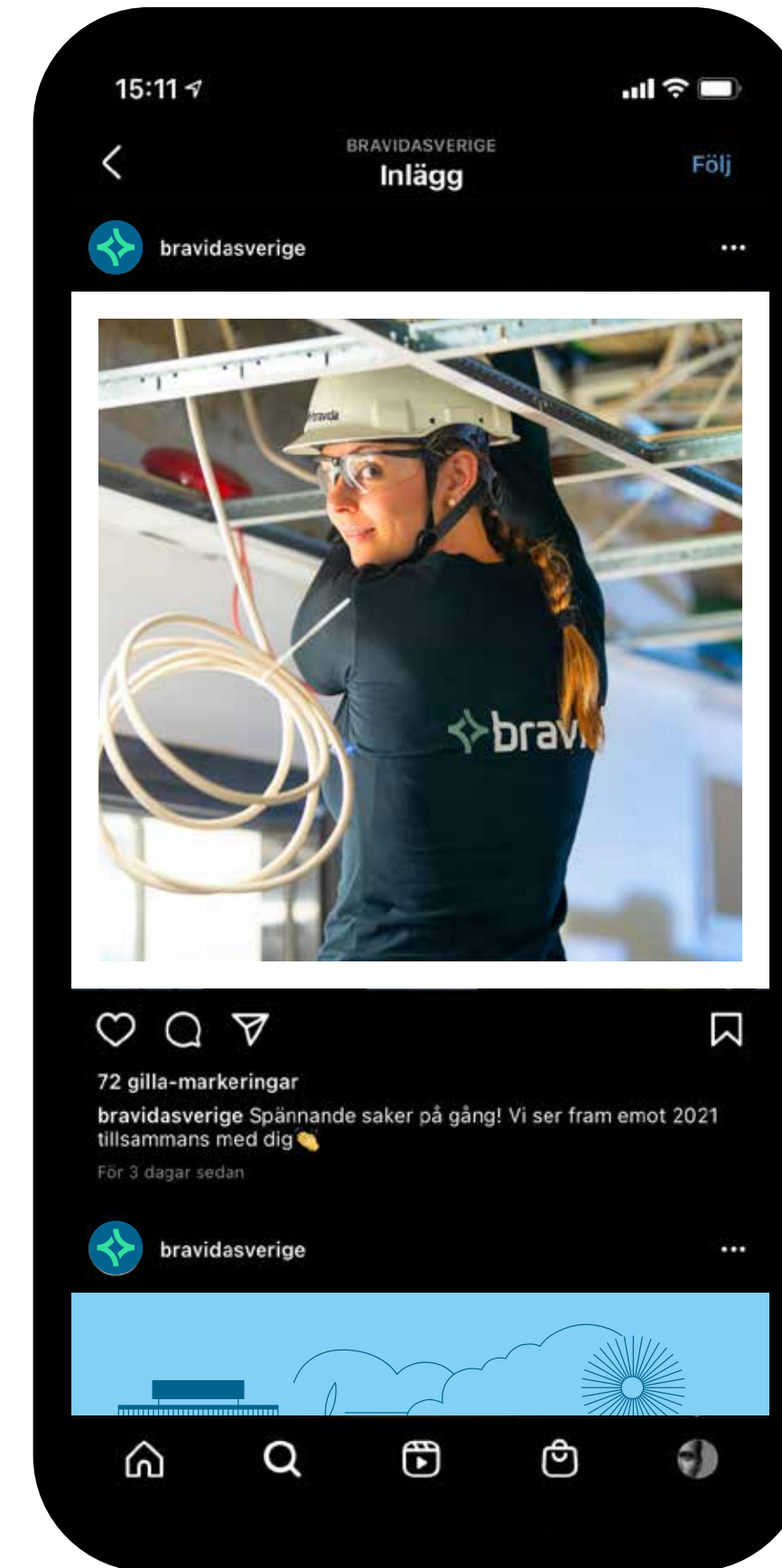
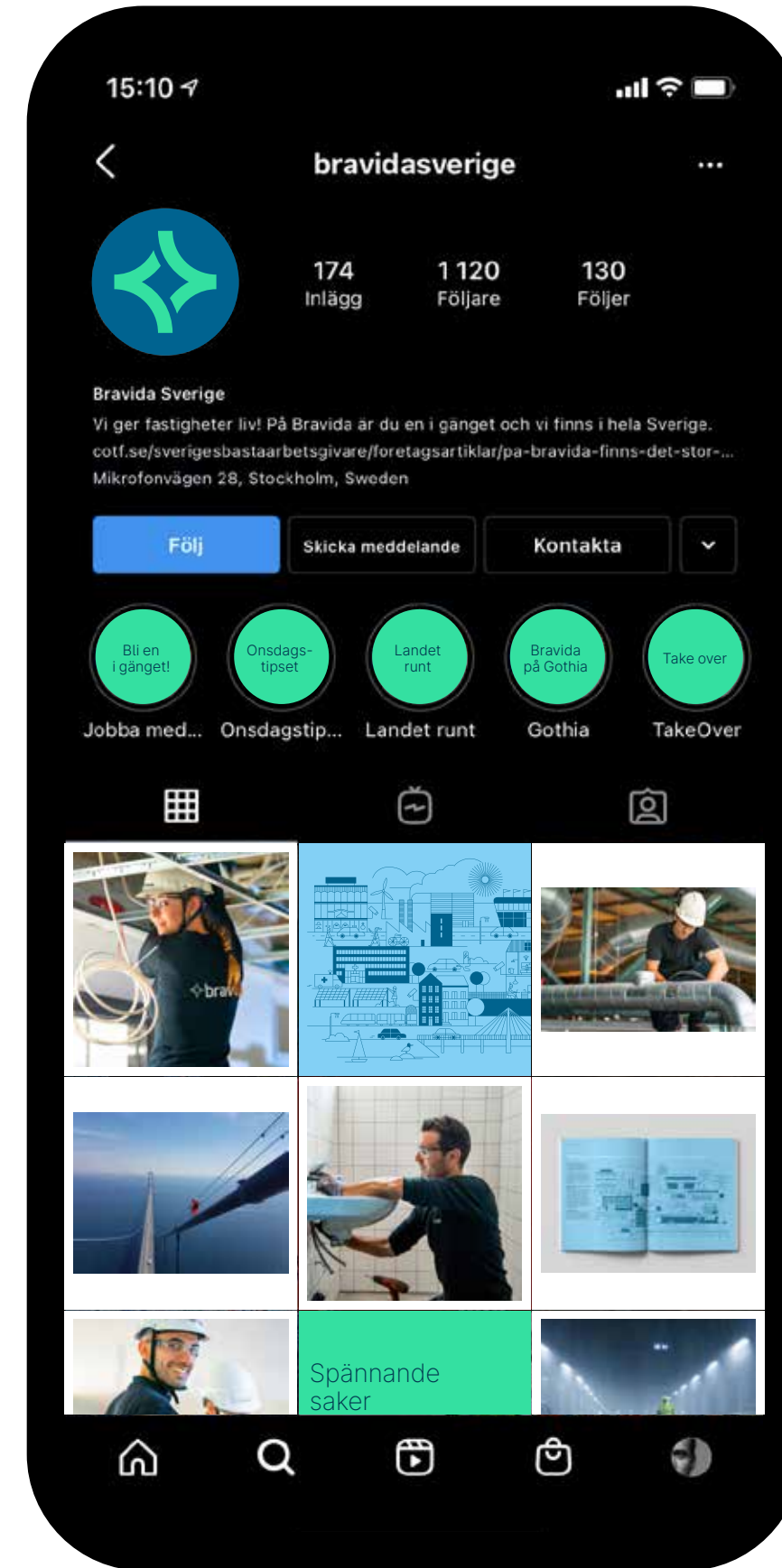




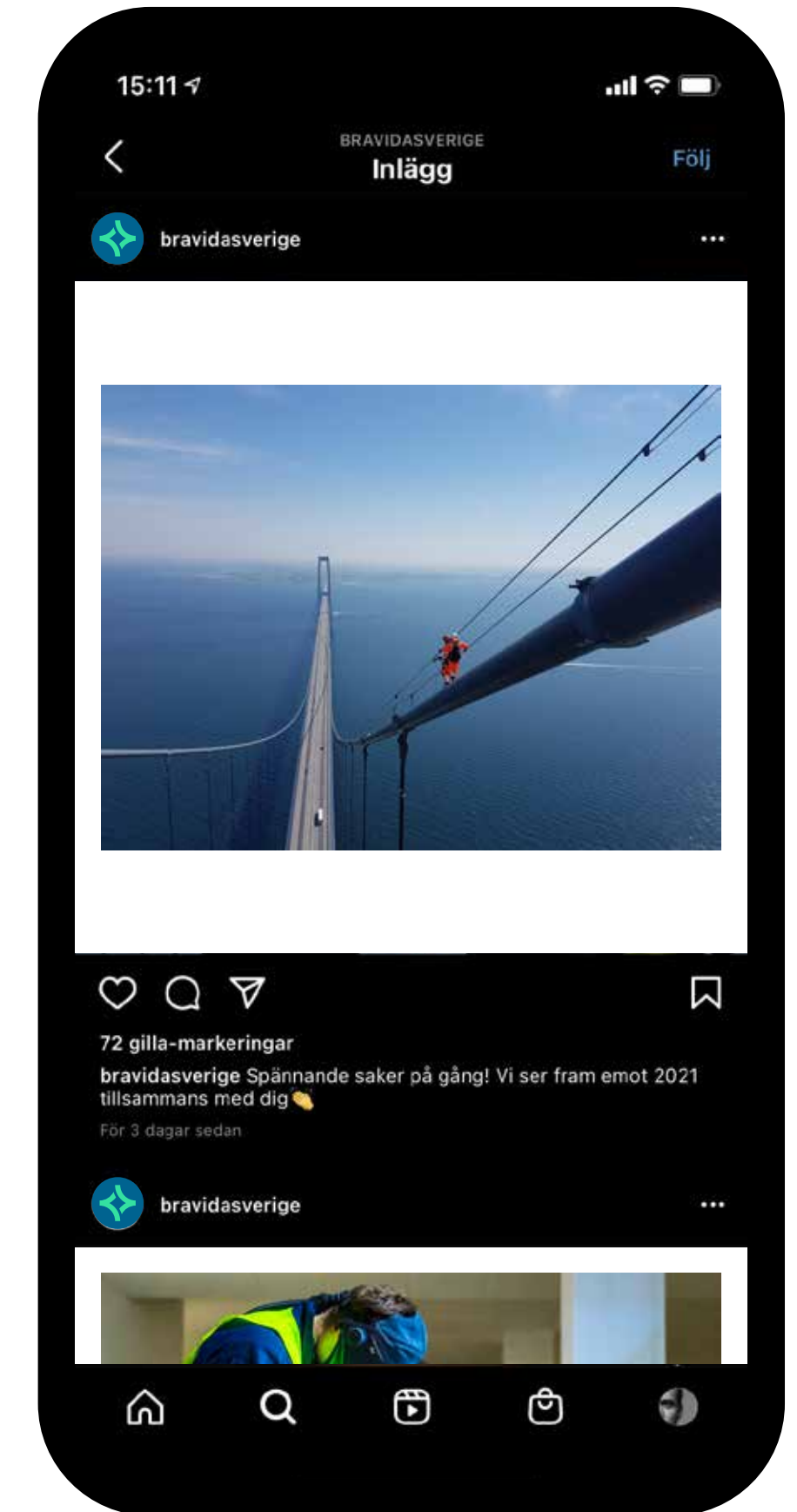
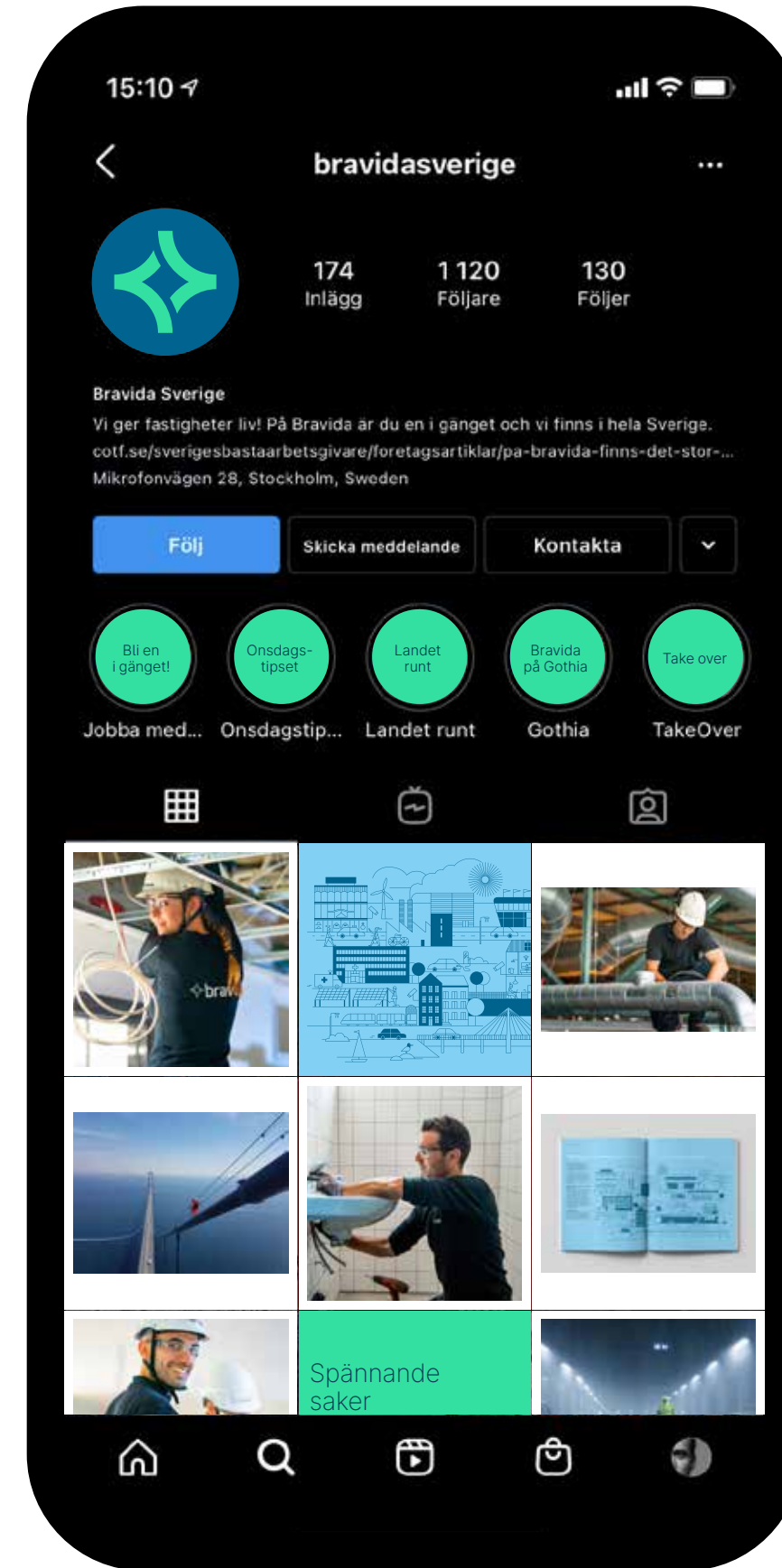
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Instagram



Instagram





facebook.com

Sök på Facebook

Bravida

@Bravida.se · Företag

Kontakta oss

bravida.se

Startsida Om Foton Videoklipp Fler

Gilla Meddelande

Om [Visa alla](#)

MIDSSOMMARKRANSEN

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](#)

MIDSOMMARBANSEN
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 📍




The screenshot shows a LinkedIn profile for Bravida. The profile picture is a circular logo with a green star. The header includes navigation icons for Home, Ditt nätverk, Jobb, Meddelanden, Aviseringar, Du, and Arbete. The main content area features a banner image of a woman in a hard hat, followed by the company name 'Bravida', industry 'Byggbranschen', location 'Stockholm', and follower count '17 688 följare'. Below this are buttons for '+ Följ', 'Gå till webbplats', and 'Mer'. A navigation bar includes 'Startsida', 'Info', 'Inlägg', 'Jobb', 'Personer', and 'Filmer'. The 'Om' section contains a paragraph about Bravida's services. The 'Nyligen upplagda filmer' section shows a video thumbnail with a play button and a description. The right sidebar contains 'Marknadsfört' ads, 'Andra har även besökt' (Bravida Danmark A/S, Bravida Norge AS, Assemblin), and a 'Meddelanden' notification.




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Title slide
Photo



21.01.12 City First name Surname, Title, Area of expertise



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




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



When it just works



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Logo sticker + address	120
Round security sticker	122
Security sticker	123



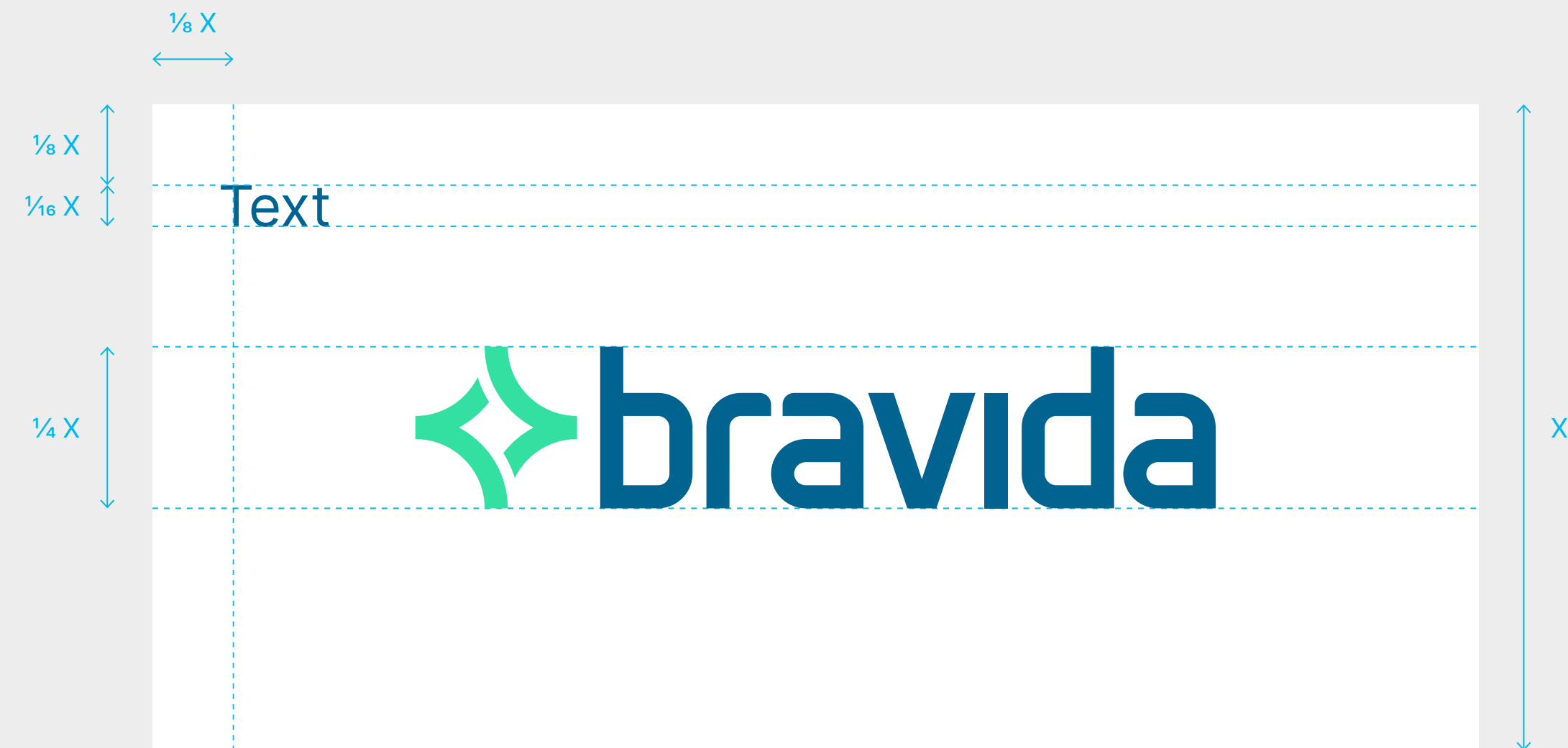
Applications

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Motion graphics	96
Social media	107
PPT template	113
Signs & stickers	115

Sign/sticker/banner + text

Typographic settings

Text: Inter Regular
Text color: Bravida Blue
Optical kerning: 0
Wordspacing: 80%
Left aligned



Sign/sticker/banner + text

Typographic settings

Text: Inter Regular
Text color: Bravida Blue
Optical kerning: 0
Wordspacing: 80%
Left aligned



Security sticker

Typographic settings

Headline: Inter Semibold (all caps)

Text: Inter Regular

Text color: White

Optical kerning: 0

Wordspacing: 80%

Left aligned

Area of expertise: Double line Option 2

Text

LARM

Fire &
Security



Security sticker

Typographic settings

Typeface: Inter Semibold (all caps)

Text: Inter Regular

Text color: White

Optical kerning: 0

Leading: 100%

Wordspacing: 80%

Left aligned

Area of expertise: Double line Option 2

Text

DÖRREN
LARMAD

Fire &
Security

 bravida

Logo sticker + address

Typographic settings

Typeface: Inter Regular

Text color: White

Optical kerning: 0

Leading: 120%

Wordspacing: 80%

Left aligned



Address
08-520 664 70

 bravida

Logo sticker + text

Typographic settings

Typeface: Inter Regular

Text color: White

Optical kerning: 0

Wordspacing: 80%

Left aligned



Text



Round security sticker

Typographic settings

Typeface: Inter 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



UTRYMNINGSLARM

Lämna omedelbart byggnaden när larmsignal ljuder/lyser

Fire &
Security

 **bravida**

When it just works