



# Lindström Brand Guidelines

01.01.2020





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# Introduction

Everything from visual appearance to our behavior at work builds the Lindström brand. We are all key players, we make our customers' day.

This document gives you the basics of our brand and guides you through the principles of how we should look, act and sound to give our customers the same Lindström experience wherever they are. It's important to look the same and follow the same principles, since our customers deserve the same care and passion everywhere.

The inspiration behind our brand is described in the Lindström Brand Book. Please read it through to understand our brand experience.





# Lindström logo

Our primary brand element is the Lindström logo. Our logo is used in all our materials and products. In its basic form, the logo consists of a red oval symbol combined with a blue Lindström wordmark. The symbol is always attached to the left side of the wordmark and it should not be attached to any other texts, nor should wordmark be used with other symbols.

Always reproduce our logo from the original digital files. Never change the colors, shape or proportions of the elements.

## Color versions

The primary version of our logo is in full color and it is used on white background. Check the next page for instructions of how to use the logo on the background.

When the full color version of the logo cannot be used and the color range is limited, then use the whole logo in black or in white, depending on the background. Make sure that the logo is clearly readable and stands out from the background.

**Other versions and color combination of the logo are not allowed.**

## Space around the logo

To ensure good visibility for our logo, always leave clear space around it, don't place other elements too close. Use the Lindström symbol as a measure; clear space should be at least half the width or height of the symbol.



Lindström logo



White logo on solid color background



Black logo on textured background



Other versions of the logo are  
**not allowed.**



# Logo usage

Our logo should be visible in all our materials. When producing materials, always check that our logo is present and used in a correct way.

## Logo label

When our logo is used on top of an image (e.g. in brochure covers etc.) or on solid color background, it is placed on a white label. The label should always attach to the image's top edge on either left or right side. To define the label's size, use the Lindström symbol as a measure. See the instructions for the label below.

## Logo size

In general the Lindström logo is clear and prints out well, but reproducing it in a size less than 15 millimeters wide is not recommended.



## How to build logo label

- Check image for instructions
- Leave more space on the side which is attached to the image's/page's/color's edge, at least one width of the symbol or more





# Logo with a service range text

We operate in various markets and awareness of the Lindström brand and our service range varies from country to country. That's why we might need to communicate our service range together with our logo to make our brand more familiar to potential clientele.



## How to build?

- Use the Benton Sans Bold font and Lindström blue
- Text cap height should be 1/4 of the height of the Lindström symbol
- Align the text center in relation to the logo
- If the text width exceeds the width of the logo, divide the text in multiple lines
- Use the Lindström symbol to measure the distance between the logo and the text

On white background



**Workwear rental services**



**Workwear and mat  
rental services**



**Textile rental services**

On color background/  
image



**Workwear rental services**



**Workwear and mat  
rental services**



**Textile rental services**

# Lindström brand hierarchy

Lindström's subsidiary companies must use the same visuals as the parent company, so that they clearly link to the Lindström Group.

Subsidiary logos use similar typography and the same logo colors as the parent company. To differentiate from the parent company, the oval Lindström symbol appears after the wordmark, like a registration mark. This is always the primary version of the logo.

In addition, you can use A Lindström Group Company signature with the subsidiary logo as a secondary option. It clearly states that the subsidiary is part of a larger company and gives it more credibility. Still, this should be used only as a secondary option, e.g. in footers or back covers.

Use of additional symbols, such as local awards and environmental certificates are allowed on materials and websites, as long as they do not intervene with Lindström logo and brand.

**Comforta** 

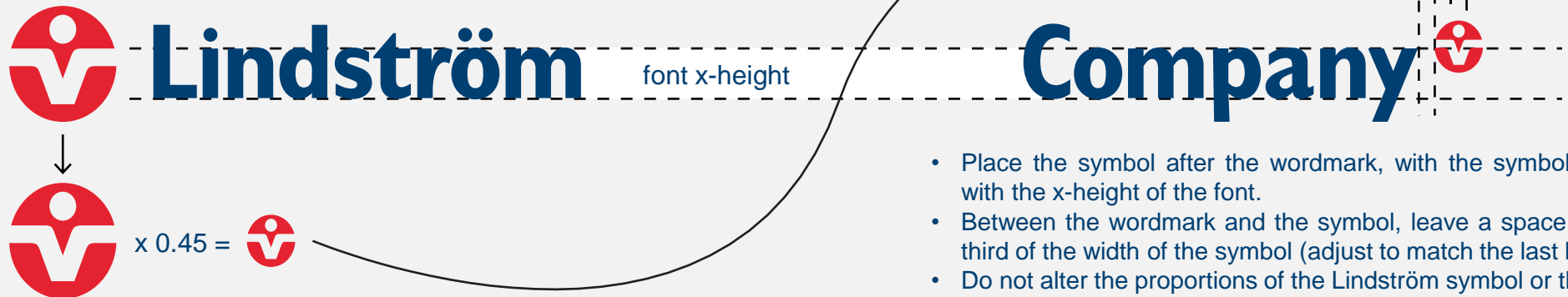
**A Lindström Group Company**

Example of a subsidiary logo with the Lindström signature

Comforta guidelines you find from [here](#).

## How to build?

- Use the Lindström logo as a measure.
- Use Gill Sans Bold Condensed as the font and Lindström blue as the color when writing the subsidiary's name. Remember to balance letter spacing.



- Copy the Lindström symbol and shrink it to 45% of the original.

- Place the symbol after the wordmark, with the symbol's midpoint in line with the x-height of the font.
- Between the wordmark and the symbol, leave a space that is about one-third of the width of the symbol (adjust to match the last letter).
- Do not alter the proportions of the Lindström symbol or the font.



# Brand colors

Consistent use of colors is one key element in our visual identity. Color codes for different brand implementations are listed below.

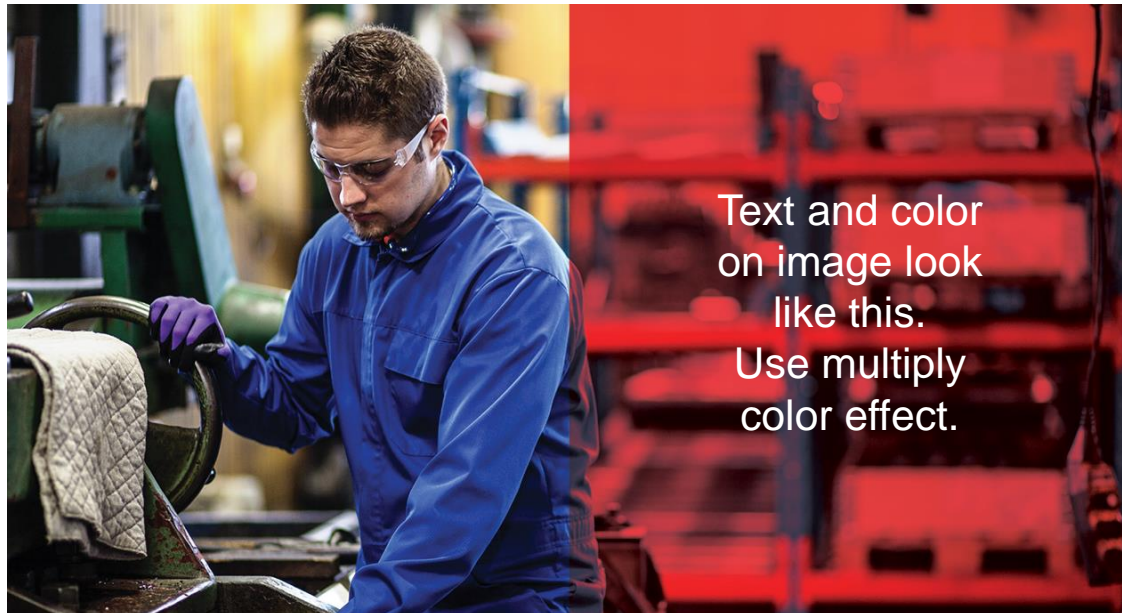
Our primary color is red, which also appears in our logo. Red is recommended to be used as primary color and should always appear first in, e.g., brochure covers or the title slides of a presentation. Complimentary colors add passion and joy to our visuals.

The colors can be used as solid colors and they should either with enough white space or on their own, to give maximum attention to the color. Avoid using similar colors side by side, like red and pink or blue and purple.

Transparent colors can be used with text as transparent color fields on top of images and should use multiply effect.

In case you need any further information of the color usage, please contact Lindström Global Marketing team.

To match the wall paints with Lindström brand colors refer to RAL <http://www.ralcolor.com/>



Text and color  
on image look  
like this.  
Use multiply  
color effect.

## RED

**PMS 185**  
**CMYK 0-91-76-0**  
**RGB 229-35-48**  
**# E52330**  
**RAL 3024 Luminous Red**

## DARK BLUE

**PMS 541**  
**CMYK 100-55-0-45**  
**RGB 0-63-114**  
**# 003F72**  
**RAL 5002 Ultramarine Blue**

## GREEN

**PMS 376**  
**CMYK 50-0-100-0**  
**RGB 122-184-0**  
**# 7AB800**  
**RAL 6018 Yellow Green**

## ORANGE

**PMS 151**  
**CMYK 0-50-100-0**  
**RGB 255-121-0**  
**# FF7900**  
**RAL 2003 Pastel Orange**

## PURPLE

**PMS 2602**  
**CMYK 60-100-0-0**  
**RGB 124-16-154**  
**# 7C109A**  
**RAL 4006 Traffic Purple**

## PINK

**PMS Rubine red**  
**CMYK 5-100-30-5**  
**RGB 202-0-93**  
**# CA005D**  
**RAL 4010 Telemagenta**

## TURQUOISE

**PMS 3135**  
**CMYK 100-0-25-10**  
**RGB 0-148-179**  
**# 0094B3**  
**RAL 5012 Light Blue**

# Brand typography

Our primary brand font is called Benton Sans. It's versatile, has good legibility and is therefore suitable for a variety of uses. Benton should be used as a primary font whenever possible. In Chinese the main font is Song Typeface and in Korean Nanum. For Cyrillic letters use Museo Sans (Museo Sans Cyrillic 100, 300, 500, 700, 900). The font color should always be either white or black. The font should be minimum size 10 in body and 22 in heading.

## Supporting font

Our supporting brand font is Caslon 3. It is used only in headlines and short texts where softness and emotional touch is needed.

## Substitute fonts

For languages that are not supported, please use a font that has similar letterforms to Benton Sans; straightforward and uncomplicated. In office use, e.g. presentations and text documents, replace Benton with Arial.

## Supporting and substitute fonts

### CASLON 3

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwWxXyYzZ  
aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwWxXyYzZ

### MUSEO SANS / МУЗЕО САНС

AaBbГгДдЕеЖжЗзИиЙйКкЛлМм НнОоПпРрСсТтУуФфХхЦцЧчШшЩщЬьЮюЯя  
AaBbГгДдЕеЖжЗзИиЙйКкЛлМм НнОоПпРрСсТтУуФфХхЦцЧчШшЩщЬьЮюЯя

### ARIAL

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwWxXyYzZ  
aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwWxXyYzZ

Aa  
Benton Sans

aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwWxX  
aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwWx  
aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVwW  
aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvVw  
aAbBcCdDeEfFgGhHiIjJkKlLmMnNoOpPqQrRsStTuUvV

### Benton Sans Light

Corpor sint quam quat aut aut alibusda volorro qui  
ut occuptur, odi nullor asi dustibusant accullabo. Em  
hic tecestrum voluptiam idunt alibusdae. Aximusa  
pidebitio event.

### Benton Sans Medium

Corpor sint quam quat aut aut alibusda volorro qui  
ut occuptur, odi nullor asi dustibusant accullabo.  
Em hic tecestrum voluptiam idunt alibusdae.  
Aximusa pidebitio event.

### Benton Sans Regular

Corpor sint quam quat aut aut alibusda volorro qui  
ut occuptur, odi nullor asi dustibusant accullabo.  
Em hic tecestrum voluptiam idunt alibusdae.  
Aximusa pidebitio event.

### Benton Sans Black

Corpor sint quam quat aut aut alibusda volorro  
qui ut occuptur, odi nullor asi dustibusant  
accullabo. Em hic tecestrum voluptiam idunt  
alibusdae. Aximusa pidebitio event.



# Brand image style

## General information on images

Our images portray people at work, in real locations and service situations. We aim to capture unique situations and moments, that represent a strong feeling of passion, happiness and success at work. The images should evoke emotions.

Our imagery is international in all aspects; our models represent multiple nationalities the color scheme is rich and the locations are globally recognizable working environments. We want to make an impact and have the look and feel of the truly global company that we are.

## Visuality

We use images that are thoughtfully arranged and that compositions are well designed. We aim for international credibility and high quality. Our images are designed to impress with their strong and colorful compositions.

## Tone of voice

Our images portray big emotions; joy, passion, excitement, amazement, happiness, affection. We want to show strength combined with sensibility. We express true emotions and don't overreact or act in an artificial manner.

Our images are not distant, cold, gloomy or bleak. We do not stretch pictures. Low quality pictures can only be used internally and should not be used as printed.





# How to use images?

## Brand images come first

Our brand images build the customer's impression of our brand. Therefore we want our brand imagery to be the first thing our customers see when they encounter Lindström. Our brand images are meant to be used in, e.g., brochure covers, advertisements, on our vehicles etc.

Brand pictures you find from Lindström Materialbank

<https://materialbank.lindstromgroup.com/f/bp2P>

## Product images

Of course we also need to show the clients our product range. Our product images should be taken in good lighting conditions, and the products should be clean, functional and in good condition. When photographing textiles, make sure that they are new, clean and smooth – we want to show the best qualities of our clothes and textiles. Check also that the products are the latest models available.

Product images you find from Lindström Materialbank

<https://materialbank.lindstromgroup.com/f/xTXq>

## Additional images

In addition, we use images that are more explicitly everyday images. You can find these from our external image bank. These images are more factual and more related to the matter at hand. These images can be documentary but should still reflect the overall good quality and colorfulness of our imagery.

Additional images: [www.123RF.com](http://www.123RF.com)





# Avoid using these kind of pictures

Lindström images are not cold, gloomy, bleak or distant. Neither are the object in motion or back towards the camera. We do not stretch pictures. Low quality pictures can only be used internally and should not be used as printed or online. As shown on the right side.

## Description of avoidable images by numbers:

1. Cold, gloomy or bleak.
2. Blurred or low quality.
3. In motion.
4. Back pose of model.



# Graphics

## Primary illustration style – Line drawings

The illustration style is clear and simple, yet interesting and colorful. Objects, such as icons and symbols, are drawn with white lines on a brand color background.

In some instances you may use brand colored lines on a white background.

## Primary illustration style – Detailed characters

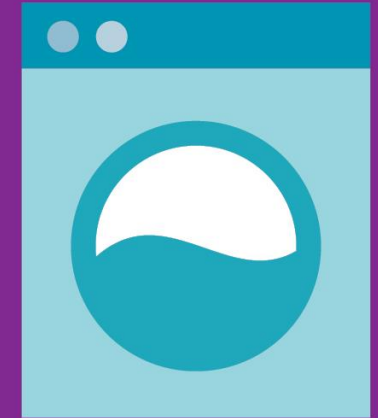
When illustrating complex people or animals, which are showing emotions or facial expressions, it is best to use filled illustrations. These illustrations should be in our brand colors and the background should be solid. Filled style can be used on both characters and objects. See examples on the side.

Always use filled illustrations when creating an animated video.

You can find the primary illustrations here  
<https://materialbank.lindstromgroup.com/f/Vfnh>

## Primary illustration style

used in animation



Do not use  
drop shadows



Do not use  
gradients



Do not stretch  
characters



Do not use  
stroke on  
characters



# Graphics

## Secondary illustration style – Filled characters

The illustration style can also be simple and light. In this case, characters should contain minimal detail and be used against a background of line drawings. The lines should be white and backgrounds solid.

You can find the secondary illustrations here  
<https://materialbank.lindstromgroup.com/f/bLt>

## Secondary illustration style

White stroke on brand color background



**Do not** use  
gradients or drop  
shadows



**Do not** use  
different colored  
lines. Use one  
color only



**Do not** use both  
stroke and fill together  
in same object



**Do not** use  
varying stroke  
widths





# Hand-drawn elements

To highlight things and direct the viewer's attention, you can use simple hand-drawn elements like arrows, short words and geometric shapes. These graphics make our material easy to approach.

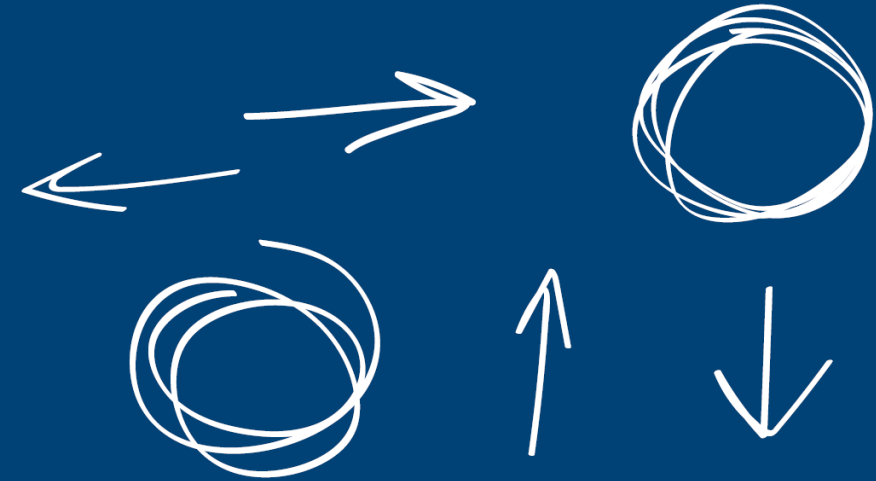
These are playful line drawings with little to no detail and should appear simple and clear.

Avoid excessive use of hand-drawn elements, as we do not want to appear childish or amateurish. These types of elements are meant for highlighting content only and should not be used as main elements in layouts.

Hand-drawn elements you find from Lindström Materialbank  
<https://materialbank.lindstromgroup.com/f/TckT>

## Hand-drawn elements

White stroke on brand color background



## Hand-drawn elements

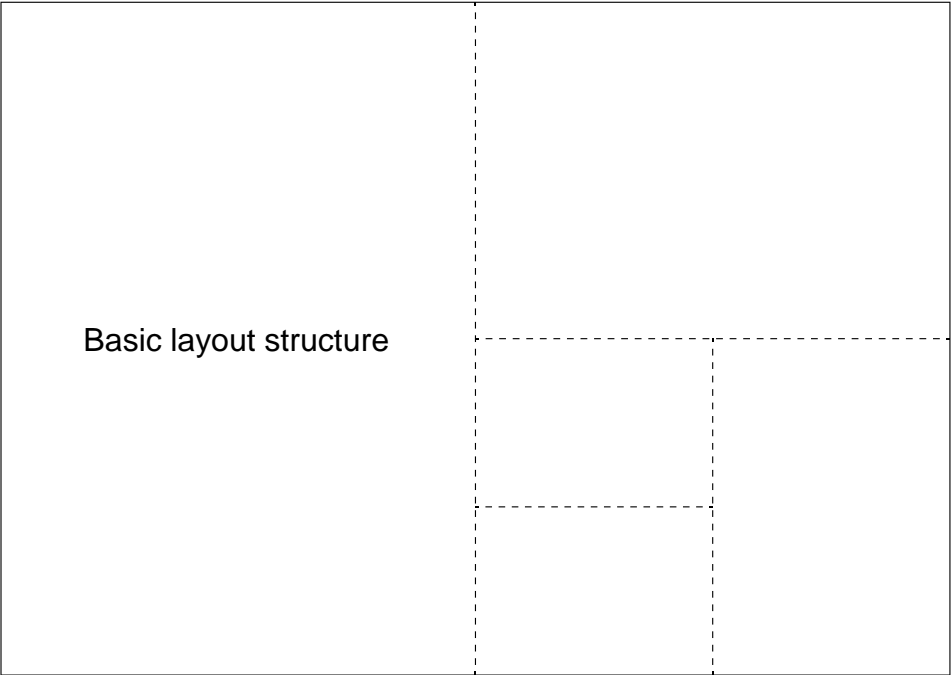
Example of use



# Principles of the Lindström layout

When possible, we use the basic layout structure in all our materials. The layout principle is simple; just divide the space available in two. And do it again, if needed. And again.

Both vertical and horizontal divisions are allowed. You can play with images, color fields and content areas, but keep it in moderation. It is not mandatory to use the structure everywhere, if it does not suit the content.

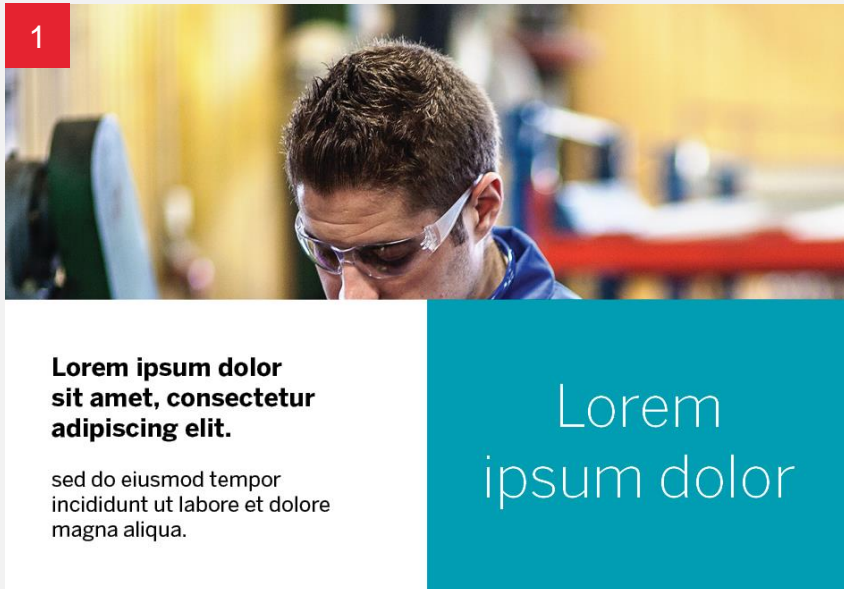


# Avoid using these kind of layouts

While using images in any layout, keep on mind that do not cut people faces and keep them full on one side. Use our brand photos, do not modify and keep on mind our image guidelines. Avoid color and people rush in slides and keep the message clear by adding text. As shown on the right side.

## Description of avoidable layout by numbers:

1. Avoid cutting people faces.
2. Avoid overlapping layer and text on image.
3. Avoid color and people rush.





# Examples of Lindström brand implementations





# Basic printed products

## Business cards

Business cards are available as template documents. On the front of the card there's the contact information of both the person and the company. The personal information should be placed on their own lines and include full name, title, phone number with country code, work e-mail address. Additional line can be inserted for work related social media accounts (LinkedIn, We Chat etc.). Company information should include the Lindström legal entity name, local address and webpage, each on their own line.

Optional QR-code can be inserted on bottom right corner in front (Option 1) or in the middle center on the back (option 2). It should be size 2 cm x 2 cm and can be linked to our company page or professionally used social media accounts.

In the option1, the backside consists of the Lindström logo placed on a top left corner on a label and a brand image. There are several images to choose from. Please contact Global Communications & Marketing Team for any special enquiries about brand image and do not use your own illustrations.

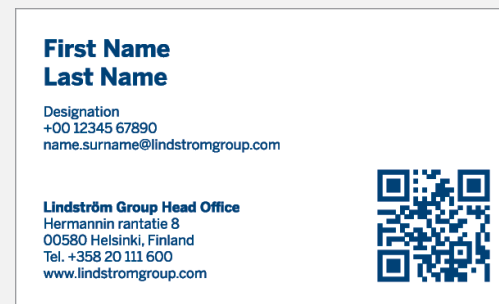
In the option 2 the front of the card is with the picture, which left side is layered with our brand color. The logo is placed in front on the layer and underneath there are the basic contact details (name, position, phone number and e-mail. On the back side there is space the QR-code and address.

The business card size is 90 mm x 50 mm. The material of the business cards is carton, 260 grams, Invercote Createo or similar (smooth surface, both sides are fully coated and have a matt finish).

To select your business card you can fill the details in Business Card Order Info [here](#).

For printing you can contact the concern person from your country/region of Lindström.

Business card option 1



Card front



Card back

Business card option 2



Card front



Card back

# Basic printed products

## Forms

### Letter form A4

The upper left-hand corner features the logo. Contact information is centered at the bottom of the form as shown in the sample. (If needed) . The font is Benton Sans Regular, 8 pt.

Note! The font used in all electronic forms is Arial.



Street address or postcode, street address or postcode, +000 12 345 6789, [www.lindstromgroup.com](http://www.lindstromgroup.com)



# Basic printed products

## Envelopes

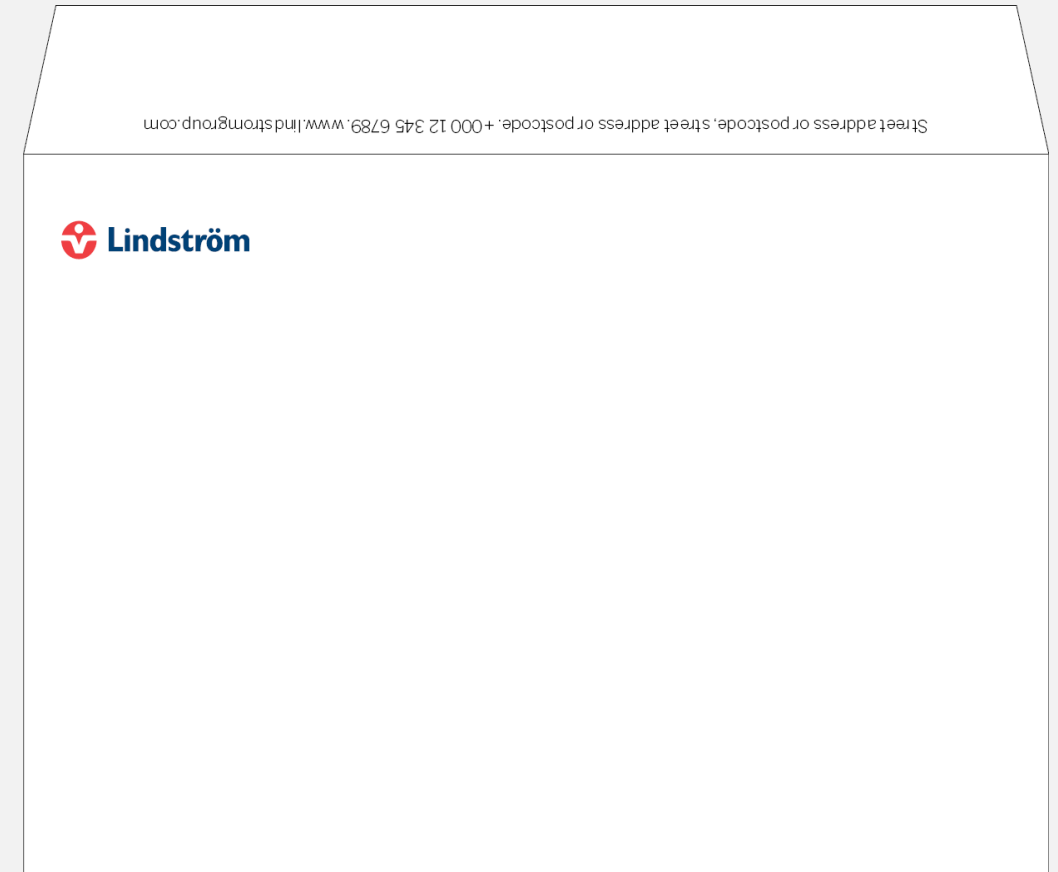
The logo is printed in the upper left-hand corner of envelopes regardless of the size of the envelope.

Contact information is centered horizontally and vertically on one line on the envelope flap as shown in the sample. The font is Benton Sans Regular, 8 pt.

The color of all texts is 100% cyan (CMYK: 0.0.0.100)

Sizes: C4, C5, E4, E5 (E: envelopes with window)

Individual looking envelopes can be created for example in campaign purposes.



# Electronic basic templates

## Word templates

Word templates are used for various documents and in internal communication. Official customer communications use a separate letter form (see page 15).

The text of the Word template is always in Arial.

The logo is located in the upper left-hand corner as instructed in the graphical guidelines. No text or any other element may enter the minimum clear space of the logo.

(Use your country standard for official word document template.)

The template is available in SharePoint.

<https://lindstromoy.sharepoint.com/sites/global-intranet/company/brand/templates>



# Electronic basic templates

## PowerPoint templates

PowerPoint presentations are intended to help the presenter to convey the message to the audience. The slides are never the full presentation, they are there to support it.

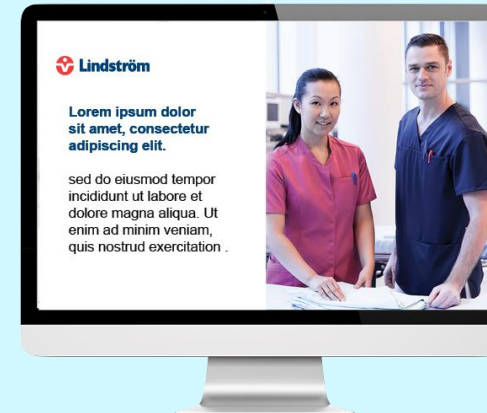
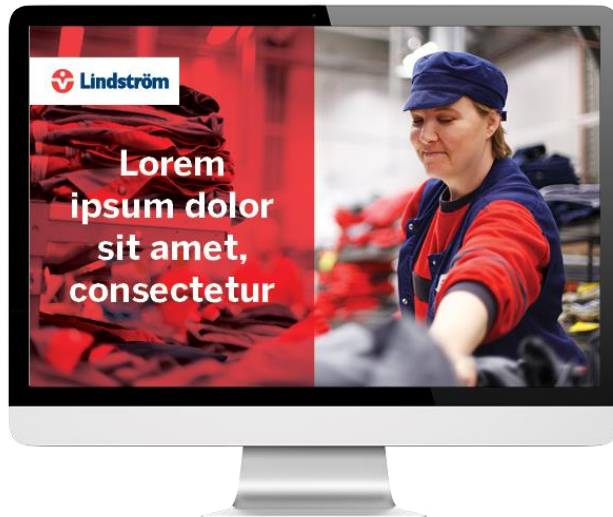
Lindström's PowerPoint templates are designed in a way which presents the supportive material clearly without unnecessary elements. The layout of PowerPoint is created with our basic layout model, by dividing space into two. The text in the other slides must fit in the space between the heading and the logo. Text must not enter the minimum clear space of the logo.

Start a presentation with a red cover slide with a logo.

The font used in Lindström's PowerPoint presentations is Arial.

The template is available in SharePoint.

<https://lindstromoy.sharepoint.com/sites/global-intranet/company/brand/templates>





# Email signatures

## Email signatures

E-mail exchange is an important part of our communication with customers and partners. When you communicate under Lindström, it is important that your e-mail signature shows clearly who you are and what company you represent. E-mail communication is brief and to the point, and the recipient must be able to find relevant information quickly.

Name and contact information are an essential part of polite communication, and they must never be omitted.

The font used in e-mail signatures is always Arial. Name is written on Arial Black, 9 pt. Other information is written on Arial Bold, 8 pt.

You can use a full address of our company or just your personal contact info. If you want to add professional networking connections, like LinkedIn profile or WeChat link, insert them after the e-mail address. Company address is written on Arial Regular, 8 pt. Including all the information, the e-mail signature should not be longer than 13 lines starting from the first name and ending to the beginning of the banner.

Select from the two email signatures. **Option 1** (with profile picture) OR **Option 2** (without profile picture). You can find Email Signature Template and instructions (how to use) [here](#).

### Option 1



### Option 2



# Marketing and advertising materials

## Preparation

Before starting any bigger marketing projects like video shoots or photo sessions, remember to create a marketing plan. That plan aids to build a bridge between marketing and sales and ensures that the materials created will be used by the sales. The plan should contain the following topics:

- Background of the project (why is this project necessary)
- Goals for marketing, communications and sales
- Project's target and measurements (expected impact and KPIs)
- Target audience (which customer segments are being targeted primarily and secondarily and why)
- Key message
- Timetable of the project and the launch
- Budget

Have a look at the easy check list that helps you to prepare for the project [here](#).



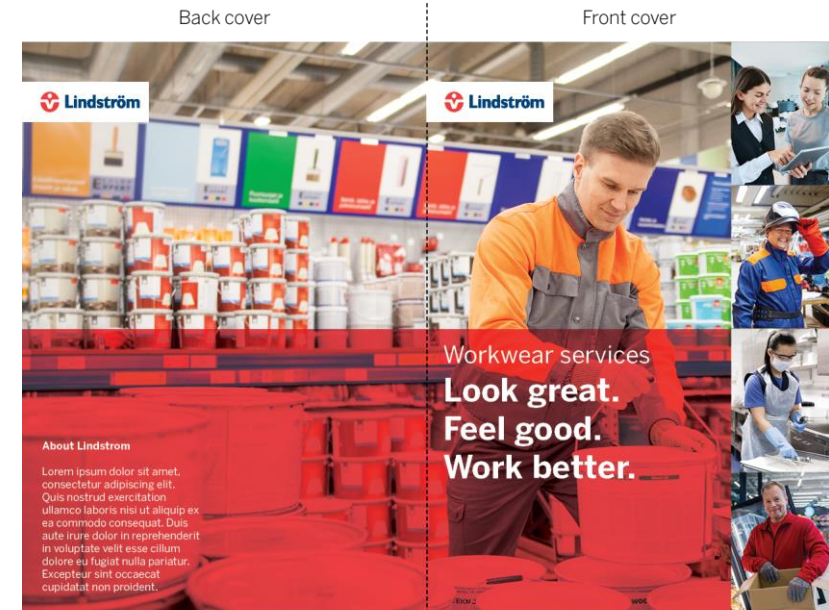
# Marketing and advertising materials

## Example of Lindström brochure

When creating marketing materials it is important to follow all the brand image guidelines set in brand book. Logo is always placed on left side of the materials. When creating materials that are going to be used externally or printed only use high quality pictures available in material bank.

You can see a wide range of different material examples on material bank and on Linet. In case you are in doubt of the brand image, please revisit Brandbook or contact Global marketing and Communications Team.

You can find the brochure templates [here](#).





# Digital guidelines

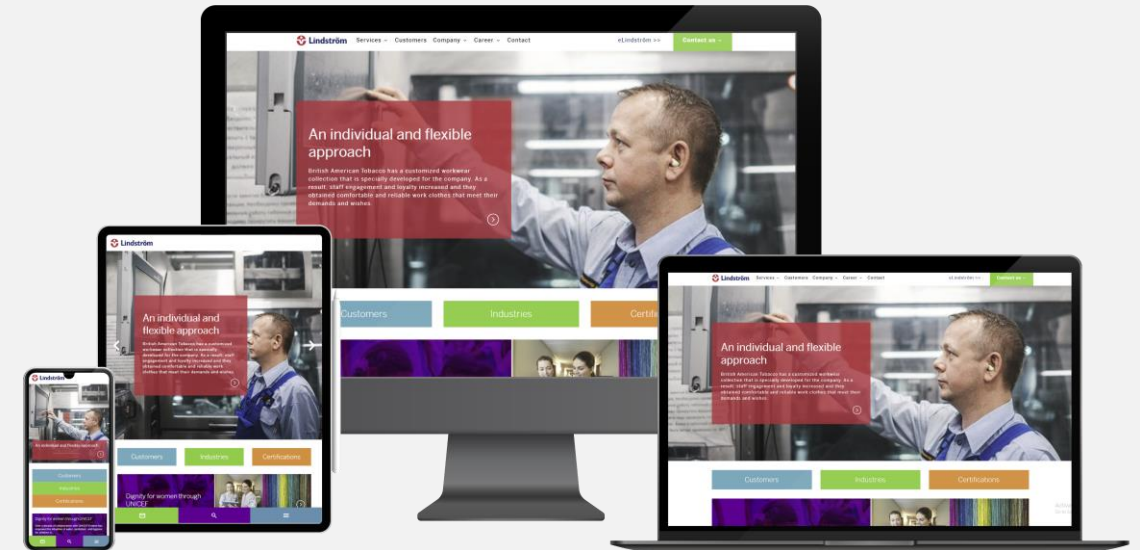
A digital brand is a sum of its digital user interactions. It aims towards a unified digital user experience for the Lindström brand. You can have access to digital guidelines through the link: <https://lindstromgroup.com/styleguide/>

To access the digital style guidelines you need to request a permission and password. For that please contact Lindström's Global Marketing and Communication team.

Inside you will find instructions for Lindström's most important user interface elements. These are the foundation for Lindström's unified user interface language, to be used in accordance with the other visual brand elements. You can find answers for example the codes of the Brand colors, pixel sizes and styles of buttons used as well as different icons and drop menus.

Instructions in this guide are tested as parts and will change and evolve over time. For further instructions consult the Digital Platform Solutions –team.

You can learn everything about social media [here](#).



# Marketing and advertising materials

Templates of recruitment ads can be found [here](#).

Online AD



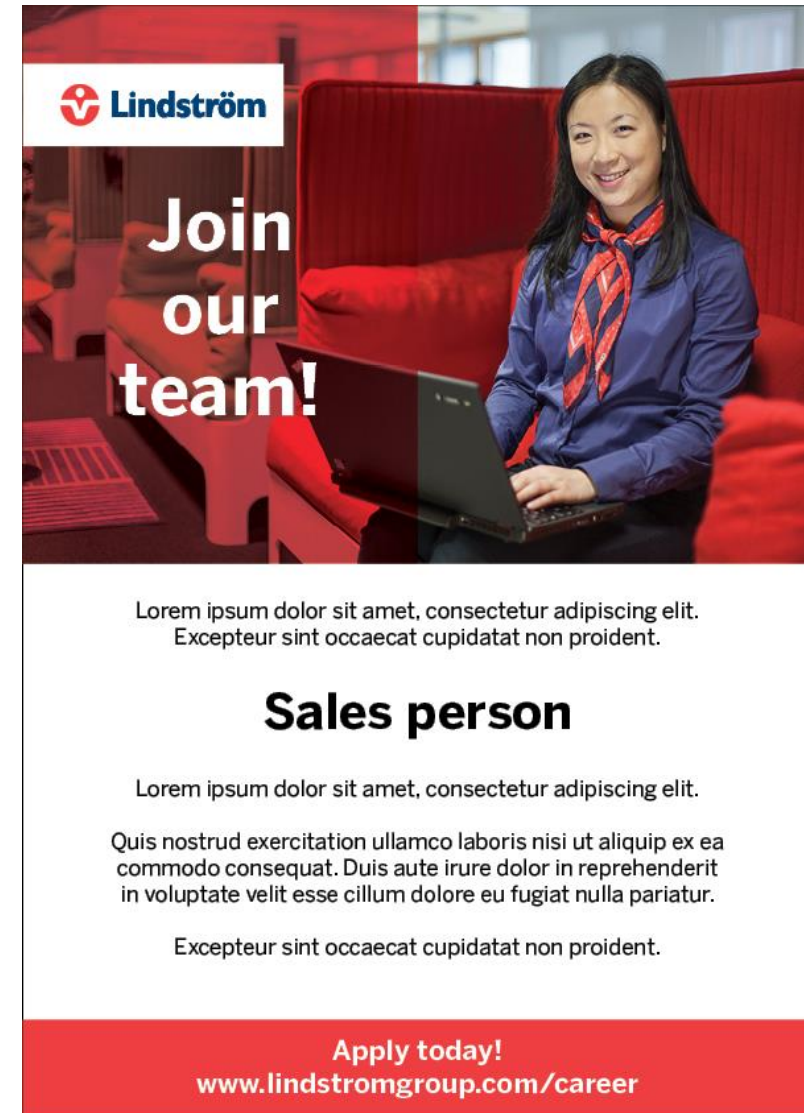
The online advertisement features a split background. The left side has a red overlay with the Lindström logo and the text 'Join our team! Textile Care Worker'. The right side shows a woman in a blue and red uniform working in a textile facility. At the bottom, a dark blue bar contains the text 'Apply today!' and the website 'www.lindstromgroup.com/career'.

**Lindström**

**Join our team!**  
**Textile Care Worker**

Apply today!  
[www.lindstromgroup.com/career](http://www.lindstromgroup.com/career)

Print AD



The print advertisement features a woman in a blue shirt and red scarf sitting on a red sofa, using a laptop. The Lindström logo is in the top left. The text 'Join our team!' is prominently displayed. Below this, there are two paragraphs of placeholder text. The title 'Sales person' is centered. Another paragraph of placeholder text follows. At the bottom, a red bar contains the text 'Apply today!' and the website 'www.lindstromgroup.com/career'.

**Lindström**

**Join our team!**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.  
Excepteur sint occaecat cupidatat non proident.

**Sales person**

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

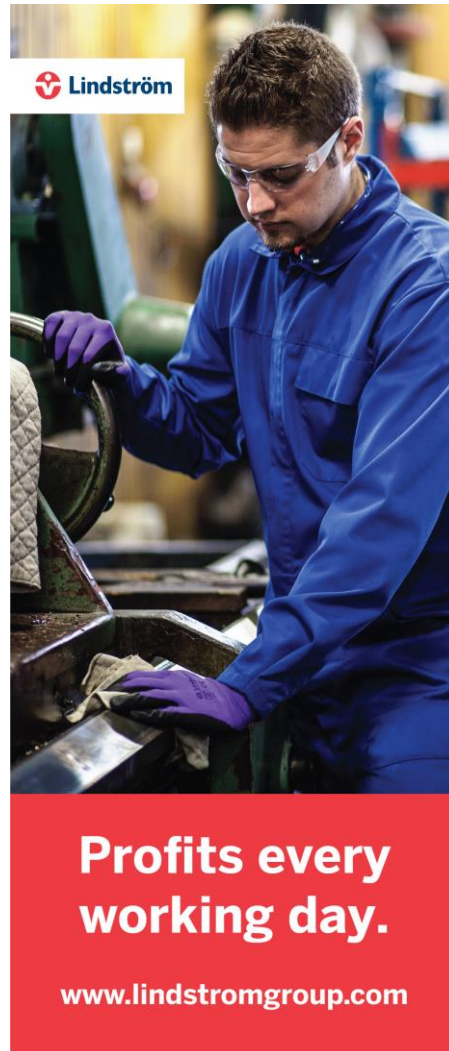
Quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea  
commodo consequat. Duis aute irure dolor in reprehenderit  
in voluptate velit esse cillum dolore eu fugiat nulla pariatur.

Excepteur sint occaecat cupidatat non proident.

Apply today!  
[www.lindstromgroup.com/career](http://www.lindstromgroup.com/career)

# Marketing and advertising materials

Examples of roll ups





# Marketing and advertising materials

Lindström invitations



#leadingwithheart

You're Invited to  
**2019**  
Growth Forum  
on 14-15.1.2019  
Clarion Hotel,  
Helsinki



**Program**  
Monday 14<sup>th</sup> of January  
8.30 Welcoming by Juha Laurio  
9.00 It's My Purpose  
12.30 Lunch  
13.30 WeCare Leadership - Leading with heart  
17.30 Closing Day 1 by Juha Laurio  
18.00 Cocktails at the Hotel's SkyBar  
20.00 Dinner at the Hotel Restaurant  
  
Tuesday 15<sup>th</sup> of January  
9.00 Opening of the Day by Juha Laurio  
9.15 Strategy 2025 - All aboard  
12.30 Lunch  
13.30 Customer Journey - From Theory to Practice  
16.30 Closing of the Event by Juha Laurio  
  
Dress code: Business Casual (no ties)



**KICK OFF 2019**  
18.1.

Tervetuloa vuoden 2019 Kick-Offiin  
Helsingin Clarioniin 18.1.2019!  
Pothaistaan vuosi käyntiin YHDESSÄ!

**Ohjelma**

**PÄIVÄ**  
12:00 Lounas  
13:00 Tilaisuuden avaus  
13:30 Keynote - Anna Perho  
14:15 Kahvitauko  
14:45 Workshop  
"Tunne asiakas - Asiakas tuntee"  
17:15 Päivän yhteenveto  
17:30 Majoittuminen ja iltaan valmistautuminen  
  
**ILTA**  
19:00 Buffa auki ja DJ viihdyttää  
20:00 Bileet käyntiin bändin tahdissa, kasarihiteillä höystettynä  
23:30 Kiitos ja hyvää yötä/ jatkoille Sky Roomiin  
  
**Tervetuloa!**  
Pasi Saarinen  
Vice President, Finland  
Lindström Oy

**AIKA JA PAIKKA**  
Perjantai 18.1.2019  
Clarion Hotel Helsinki  
Tyynenmerenkatu 2, 00220 Helsinki  
>> katso ajainti

**ILMOITTAUTUMINEN**  
Sähköpostin tulleen linkin kautta viimeistään 7.12.

**MAJOITTUMINEN**  
Clarion Hotel Helsinki  
Tyynenmerenkatu 2, 00220 Helsinki

**VAADETUS**  
Casual pukeutuminen, henkilökortti mukaan, illalla kasanimeninkiä - asu vapaa.

**KULJETUKSET**  
Kuljetukset tapahtumaan järjestetään ajalle.  
Lisätiedot tapahtumasta yhteyshenkilöiltä:  
ETS: Tero Oksanen  
FKI: Esko Manninen  
KAS: Mia Nieminen  
KES: Anu Siltala  
LOA: Anna-Leena Siltanen  
POS: Eeva Kettunen  
Comforta: Markka Rintanen

**Matkustussäännöt >> lue tästä**



**KUTSU**  
HSY

**Tule rakentamaan ja innovoimaan tulevaisuuden näkymiä kanssamme**

- Miltä tulevaisuuden työvaatteet voisivat näyttää?
- Mitä työturvallisuus vaatii työvaatteilta?

Kutsomme Sinut vierailulle Lindströmin palvelukeskukseen Vantaan Koivuhakaan! Sinikellontie 1, 01300 Vantaa.

Lämpimästi tervetuloa!

**Ehdotamme alla olevia viikkoja tapaamisen ajankohdaksi:**  
Viikko 48/2018  
Viikko 3/2019  
Viikko 5/2019  
Viikko 7/2019  
Viikko 13/2019

**Mikä sinulle parhaiten sopii?**  
Toivomme mahdollisimman laajaa osallistujamäärä hankinnasta, työsuojelusta, markkinoinnista sekä muista sidosryhmistä.

**Juhlittamme samalla Lindströmin 170 vuotista taivalta.**  
Lindströmin vuokratekstiilipalvelu on luotu ja sitä kehitetään kiertotalouden periaatteiden mukaisesti – hankitaan vain tarpeeseen ja käytetään loppuun kierrättämällä sitä yritykseltä toiselle. Vuokratekstiili on käytäjälleen jätteenratkaisu, vastuu tekstiilien käytön ekologisesta jäljestä ja vastuullisesta elinkaaren hallinnasta on Lindströmillä.

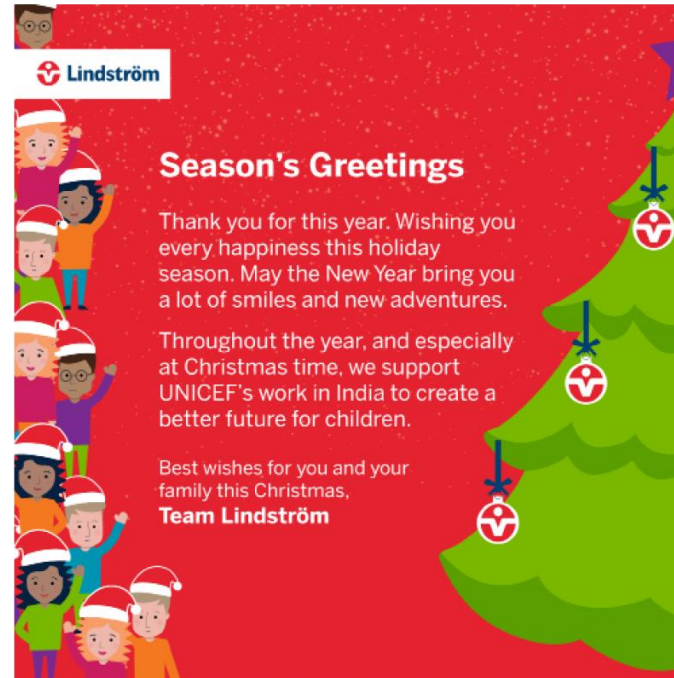
# Marketing and advertising materials

Templates of Season's greetings can be found [here](#).

Social Media Post



E-Greeting



Web Banner



Linkedin post

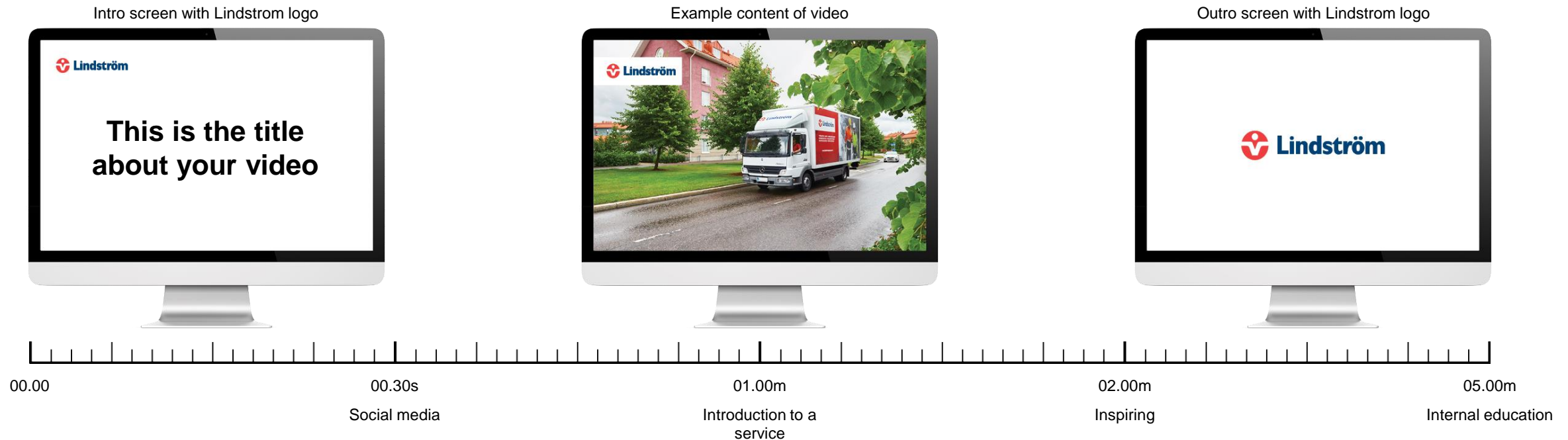


# Video guidelines

Videos can be used for example internally to inform and educate colleagues or externally to support sales or increase brand awareness. No matter the purpose or the target group, every Lindström video should follow the brand book stated instructions how the brand is to be presented. In a nutshell, people on the video should be acting natural and smiling, so that the video presents a positive tone of voice.

For internal use, the quality can be lower and anyone can use their own phones or cameras to record the video. For external use, the production and filming should be professional and the video in high quality. Depending on the context, videos should preferably be short. Engaging social media videos should remain between 30-90 seconds. Production, inspiring and educational videos can last longer. Always consider your target group and its needs before filming.

All our internal videos should be stored in Microsoft O365 tool called Stream. You can access Stream through Linet or [here](#). External videos are posted to Group's [Youtube channel](#) through Global Marketing & Communications team.



Read the complete video guideline is available in SharePoint [here](#)



# Vehicles

## Cars

### In general

Commonly used in cars, white logo sticker on the rear window.

- The material for the sticker is transparent polypropylene.
- Logo will be printed white, by that way it stands out from the window.
- The size for the sticker is 35 cm wide and 8,5 cm high. The width for the logo on the sticker is 29 cm.

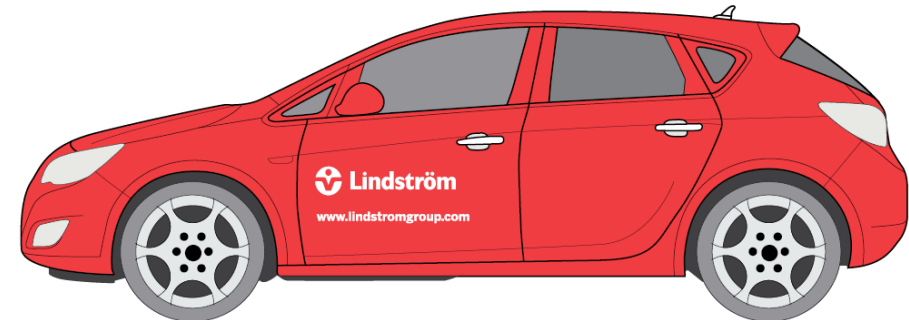
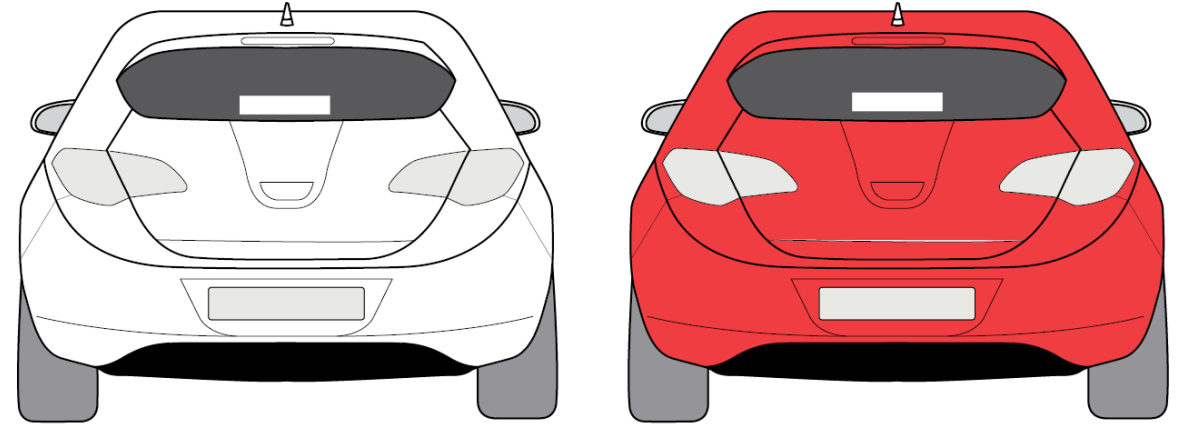
Sticker will be placed horizontally center on the rear window of the car. On the bottom of the window or the top depending on the location of the rear break light. Always place the sticker on the bottom of the window if possible.

- The logo can be placed on the front door also.
- Sticker material is transparent polypropylene.
- Sticker is pressed Lindström brand colors cut into shape without white background.
- The logo on the sticker width is 45 cm.

Logo sticker will be placed on the front door below the rounding profile aligned with the side mirror or similar position depending on the door design. Local web page address pressed and placed in the same way as white logo sticker in the rear window. The font used Benton Sans Bold.

### NOTE!

If the sticker is damaged or fades, it must be replaced to a new one.



# Vehicles

## Vans & Trucks

The taping is a good and cost-effective way to boost sales and awareness of Lindström's services!

Red color and a big image create the overall look of our vehicle tapings. The red color can be either solid or see-through. The photos can be chosen locally according to the guidelines of photo usage.

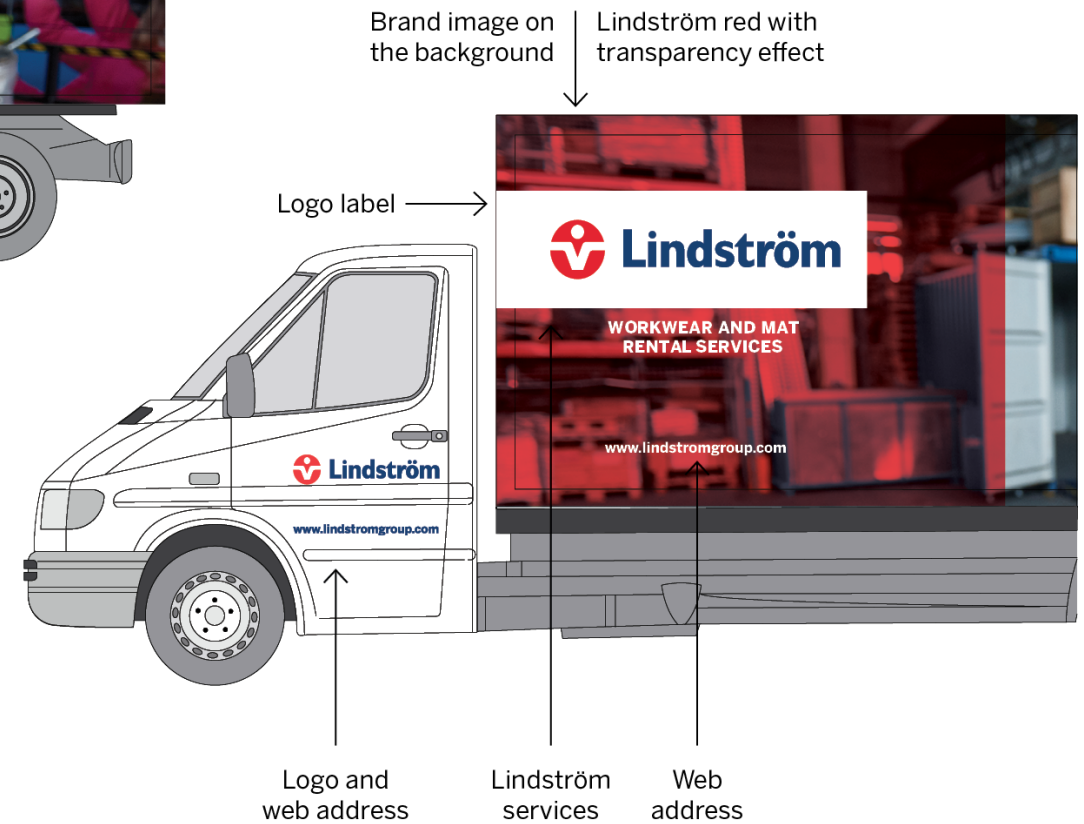
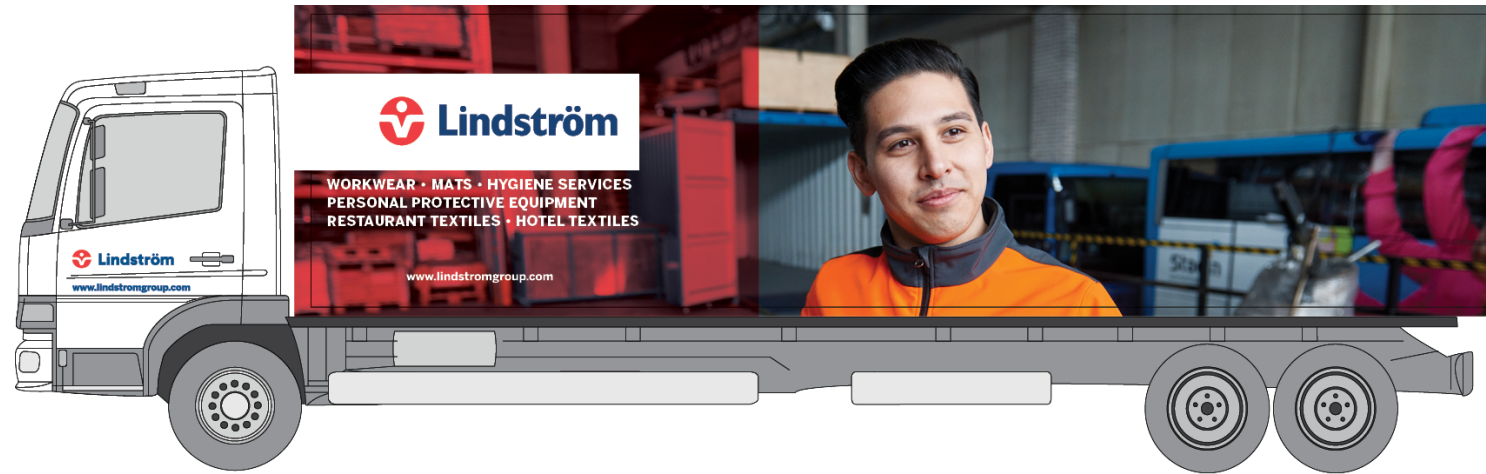
The vehicle tapings are informative and tell about our offering and a website address for more info. There should not be any slogans or other texts printed on the vans or trucks than our local service range and the website.

The typeface to be used in texts is Benton Sans. More info how to create the the logo with a service range text can be found on page 5.



# Vehicles

## Vans & Trucks







OUR PURPOSE  
+  
OUR VOICE  
+  
OUR VISUALS  
=  
OUR BRAND

