EuroMaint

A CAF GROUP COMPANY

Graphic Profile and Guidelines

2022-03-14

Introduction

Content

Logotype	3-5
Colors	6-7
Fonts	8
Company name	10
Company – Short Story	11
Imagery	12-13
Material	14
Event	15

This presentation describes Euromaint´s graphic profile. It should be used as a basis for all internal and external communication.

A strong and positively charged brand is something that our customers and other stakeholders associate with our services and what we stand for. When our graphic appearance is uniform and connected to what we do and what we say, we build a strong brand. Euromaint wants to be associated with high quality, it must apply to everything, including our visual elements.

Our graphic guidelines summarize how we use and relate to our brand. It also describes how we use our brand, colors and images as well as what appeal we have in all our communication and typography to be used in the visual material that the association produces.

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Logotype

The brand of the company is the most visible and clearest carrier of our identity. It is also one of the most important assets for building our brand. Therefore, it must be treated extremely carefully and in accordance with the advice and rules of the guide.

Euromaint´s logo must be used as a clear sender in all communication.

The Euromaint mark shall always be used in its horizontal form without exception.

The logo must not be placed close to other graphic elements, text or other logos, but must always have a clear free space around it. The rule for free space is the logo's height as the smallest distance around.

Primary

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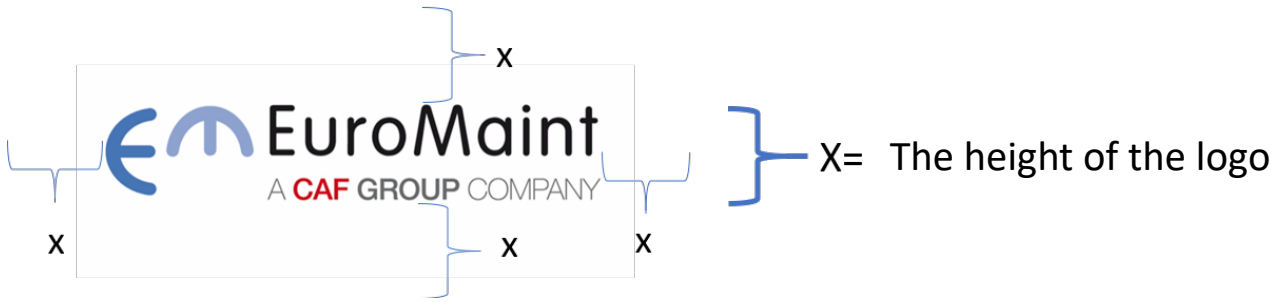
Free surface and padding



Alternative use in black or white

Our logo is available in one version but can be altered in choice of color.

The colored logo with the text “A CAF group company" must be used in all formal documents concerning the company. The logo may be used in other colors where the previously mentioned does not work with background or surface.

Brand	Background	Exception
Color	White	Silver (cars)
White	Black	Dark blue, dark grey (workwear)
Black	White	Signal/notice (work clothes)
White plate + brand in color	Patterned	

Logotype

Example of how **not** to use the logo.

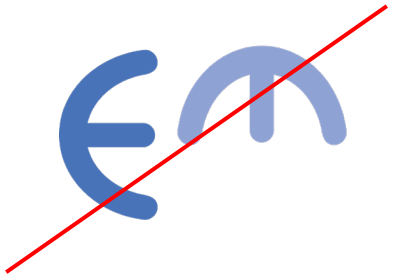
For example, you may not change the shape of the logo, change the proportion of text or symbol, use the logo without its symbol or only the symbol.

Examples of how the logo can be used in different contexts can be found under the section Materials.

You may not change the shape of the logo

You may not change the colors of the logo

You may not only use the symbol



You may not use the text without the symbol

Colors

Primary colors

Euromaint's primary colors are the two shades of blue found in the symbol. The primary blue colors is also complemented with a cool grey and a rich red. These colors are mainly used for color plates, overlays and headings.

To these comes a rich palette of complementary colors. The complementary colors are used as accents, for example in printed matter or in PowerPoint presentations.

PMS: 285
CMYK: C:91, M:43, Y:0, K:0
Hexadecimal: #4775BB
RGB: R:71, G:117, B:187
NCS: 2060-R80B

PMS: 284
CMYK: C:55, M:26, Y:0, K:0
Hexadecimal: #8DA2D4
RGB: R:141, G:162, B:212
NCS: 1040-R80B

PMS: Cool Gray 10C
CMYK: C:0, M:0, Y:0, K:70
Hexadecimal: #6F6F6E
RGB: R:111, G:111, B:110
NCS: 6000-N

PMS: 186C
CMYK: C:0, M:100, Y:100, K:5
Hexadecimal: #BB1119
RGB: R:187, G:17, B:25
NCS: 1085-Y90R

Colors

Complementary colors

The complementary colors are chosen to complement the brand's blue colors. There are "technical" colors that are reminiscent of steel, lighter blue that suggests the same properties as the brand's colors and more expansive, impulsive signal colors in red and orange. The green colors and earth color in reddish brown have a calming effect but can of course also be used as symbol colors for caring for people and the environment.

It's great with colors but even these should be used with common sense. For example, mixing too many colors in one and the same PowerPoint image soon gives a messy impression where the color dominates over the message.

The colors are chosen to harmonize with each other. Use only the specified tones! RGB is a color mix for screen display, CMYK and PMS specify color mixes for printing presses.

PMS: Cool Grey **Hexadecimal:** #D6D6D4	**RGB:** 214-214-212 **CMYK:** 5-3-5-11	
PMS: 429C **Hexadecimal:** #A5ACB0	**RGB:** 165-172-176 **CMYK:** 21-11-9-23	
PMS: 431C **Hexadecimal:** #5F6A72	**RGB:** 95-106-114 **CMYK:** 45-25-16-59	
PMS: 657C **Hexadecimal:** #C5D6E8	**RGB:** 197-214-232 **CMYK:** 23-6-0-0	
PMS: 299C **Hexadecimal:** #00A0DF	**RGB:** 0-160-223 **CMYK:** 86-8-0-0	
PMS: 2955C **Hexadecimal:** #003A69	**RGB:** 0-58-105 **CMYK:** 100-60-10-53	
PMS: 2593C **Hexadecimal:** #85459B	**RGB:** 133-69-155 **CMYK:** 56-87-0-0	
PMS: 107C **Hexadecimal:** #F7E200	**RGB:** 247-226-0 **CMYK:** 7-4-99-0	
PMS: 716C **Hexadecimal:** #F07B05	**RGB:** 240-123-5 **CMYK:** 0-63-99-0	
PMS: 485C **Hexadecimal:** #DC291E	**RGB:** 220-41-30 **CMYK:** 0-96-100-0	
PMS: 181C **Hexadecimal:** #7D2B27	**RGB:** 125-43-39 **CMYK:** 23-96-88-52	
PMS: 369C **Hexadecimal:** #55A51D	**RGB:** 85-165-28 **CMYK:** 73-0-100-0	
PMS: 7496C **Hexadecimal:** #6A8012	**RGB:** 106-128-18 **CMYK:** 50-6-99-42	

Fonts

Internally

Arial - our internal font
Our internal font is Arial which is available on all computers. Arial must be used consistently in internally produced material except on the intranet.

Headlines
Use Arial Bold in all headings. The recommended size should be 14 points for heading 1, 12 points for heading 2 and 10 points for heading 3 in word documents. If you use the ones already preset in the template document, it should be right from the start.

Body text
Feel free to use Arial, the size should be 10 points in word documents.

Captions, factual texts and footnotes
Use Arial or Arial Italics, to a slightly lesser extent than other text, 8-9 points. If you use the ones already preset in the template document, it should be right from the start.

PowerPoint presentations
Use Arial, recommended size for text is 16-24 points. If you use the ones already preset in the template document, it should be right from the start.

Intranet
On the Intranet we use the Verdana font. Use the pre-defined options Normal text and Heading 3. For intermediate headings in text, use Normal text in bold.

Fonts

Externally

Scala Sans - our external font
Scala Sans is our font in external material, such as advertisements and brochures. Exceptions are PowerPoint presentations, the website and internally produced documents.

Headings
Use Scala Sans Bold for headings and subheadings. Scala Sans Black or Scala Sans Regular can also be used.

Body text
Use Scala Sans Regular.

Introduction
Use Scala Sans Bold, Scala Sans Italic or Scala Sans Bold Italic.

Captions, captions and footnotes
Use Scala Sans Regular, Scala Sans Italic or Scala Sans Bold.

PowerPoint presentations
Use Arial, recommended size for text is 16-24 points.

The website
Here we use Verdana according to the website's typographic guidelines.

Documents
Use Arial in body text and Arial Bold in headings.

EuroMaint – our company name

EuroMaint

Euromaint is a proper name and is written in capital E and M and without spaces in headings and middle headings. In running text, to increase the readability of the text, the name is spelled with a capital E and small m – Euromaint.

The name should always be printed in its entirety, it must not be shortened and not hyphenated. We do not print the name of the company form (AB) – the exceptions are agreements and postal addresses.

In running text where the company is mentioned several times, you can choose to write Euromaint, the company or the company.

EuroMaint – our company story in short

About Euromaint

Euromaint offers qualified services based on a complete range of tool services, efficient logistics as well as material handling and digital solutions. The company's services and products ensure the reliability and service life of all types of rail vehicles such as passenger trains, trams, freight wagons and locomotives and work machines. Euromaint has a turnover of SEK 1,453 million and approximately 1,100 employees (2020). Euromaint has been owned by the Spanish company CAF since 2019. www.euromaint.com

In Swedish:

Om Euromaint
Euromaint erbjuder kvalificerade servicetjänster baserat på ett komplett utbud av verktygstjänster, effektiv logistik samt materialhantering och digitala lösningar. Bolagets tjänster och produkter säkrar tillförlitligheten och livslängden för alla typer av spårburna fordon såsom passagerartåg, spårvagnar, godsvagnar samt lok och arbetsmaskiner. Euromaint har en omsättning
på 1 453 MSEK och cirka 1 100 medarbetare (2020). Euromaint ägs av spanska företaget CAF sedan 2019. www.euromaint.com

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Imagery

Euromaint's activities are multifaceted and the possibilities of expression of the image should not be underestimated.

Our images should **enhance our communication**. The pictures should convey emotion, create attention and convey what we work with and for. We like to use pictures from our own business and pictures of our employees where they are active and at work, such as customer meetings, perform maintenance work on a customer's vehicle or components.

The **main image** should be related to the content of the specific material, but its task is primarily to **create curiosity**. Distinctive and interesting shapes and colors, preferably in bold prunings, are qualities that attract the viewer's attention.

The **smaller pictures** should be **concrete and informative**: "This is how it works", "This is what it looks like". Euromaint's employees must be included in the picture where possible.

At the concept and segment level, the main image is often graphically challenging with movement and color rather than technically descriptive. At the segment level, the main image can advantageously be taken from the customer's business. At the segment and service level, the main image can be supplemented with a number of explanatory, detailed images that show people, technology and customer value (or the customer's challenge).

The number of additional images should be limited to a maximum of three. However, the area can be divided into thirds so that an image covers 2/3 and a 1/3. The surface can also be divided into two halves.

Imagery
Tonality in pictures

The images should reflect our values; Cooperation, Responsibility, Contribution and Reliability.

The images must be saturated with quality, delivery and innovation.

Euromaint's distinct ambition to deliver safe trains on time every day is important. All personnel must wear the correct uniform, be a role model for the company and use the prescribed equipment, including protective equipment.

The pictures should create curiosity.

The pictures should show activity and movement, ie employees who work or vehicles on their way from the workshop.

Preferably detailed images with a direct connection to the business area or product / service that the image shows "How it works", "This is what it looks like“.

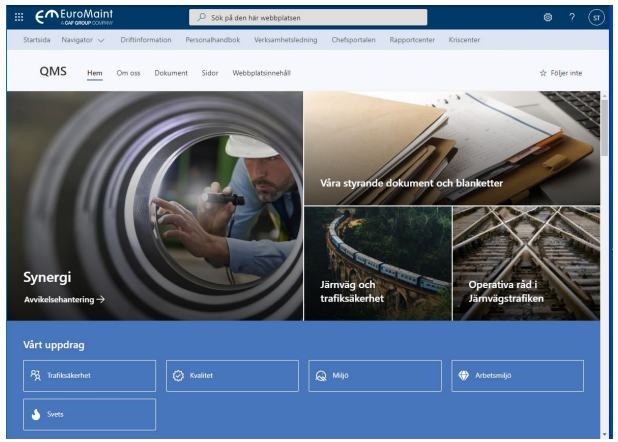
Material

Here are a few examples of communication materials in the form of web, printed matter and digital communication.

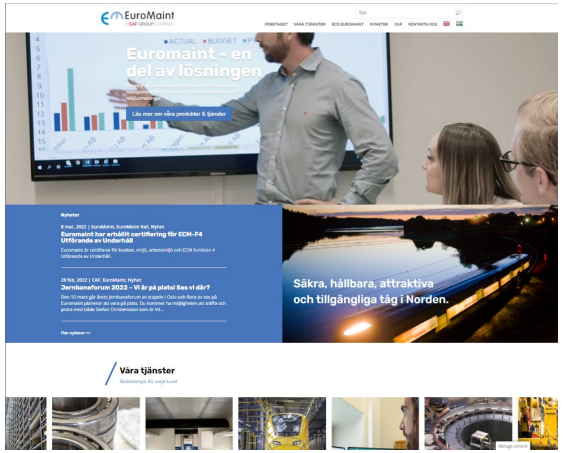
Rollup

Advertisement

Intranet



Euromaint.com



Material

In printed material such as advertisment, there are a few things to consider.

Choose bleeding main image.

The logo preferably to the right top or bottom corner.

Use a Native form to give the add more of an article feel to it.

Alternative use rather a picture to tell the story and use only a slogan as a headline.

If you use two or more pictures make sure one is the focal point, that it is taking up more space in the layout than the others.

EuroMaint - med fokus på resenären!

Fotograf: Benny Pedersen

Euromaint ansvarar för underhållet av spårvagnarna längs Lunds gator på uppdrag av Skånetrafiken sedan december 2020.
– Allt vi gör handlar i slutändan om att göra skillnad i människors resande, att få flera att välja spårvagnen framför andra transportmedel, säger Dennis Westin, underhållschef på Euromaint Rail.

Underhållsarbetet handlar i slutänden om att säkerställa en positiv resenärsupplevelse. Att spårvagnen rullar säkert, på utsatt tid och upplevs som bekvämt och flexibelt. Under det första halvåret som leverantör av underhållstjänster åt Skånetrafiken har Euromaint bland annat svarvat hjulen, bytt ut fönster och uppdaterat värme- och kylsystem på de nya spårvagnarna i Lund. Euromaints garanti- och underhållsarbete är en del i upplevelsen och leveransen till resenären.
– Allt vi gör handlar i slutändan om att göra skillnad i människors resande, att få flera att välja spårvagnen framför andra transportmedel. Vi säkerställer att lundaborna på ett smidigt, bekvämt och säkert sätt kan färdas med spårvagn längs stadens gator, säger Dennis Westin, underhållschef i Lund för Euromaint Rail.

EuroMaint har ett fast fotfäste på den nordiska järnvägsmarknaden med en betydande marknadsandel inom tågflottans underhållssektor, en verksamhet som företaget kombinerar med leverans av järnvägskomponenter till operatörer i landet. Sedan slutet av december 2020 underhåller företaget även spårvagnstrafiken i Lund åt Skånetrafiken. Lunds spårväg är det första nyanlagda svenska spårvägssystemet sedan 1911. Syftet med spårvägen är bland annat att försörja det nya området Brunnshög i nordöstra Lund, som planeras få 40 000 boende och arbetande. Att säkra detta nya underhållskontrakt av Spårvagnarna som trafikerar Lund är ännu ett bevis på att Euromaint stärker och breddar sin verksamhet på en ständigt växande marknad.

En dimension i utvecklingsarbetet för framtida underhåll för Euromaint är det nära samarbetet med moderbolaget CAF. Det CAF-utvecklade plattformen LeadMind är redan implementerat på spårvagnarna i Lund. Implementeringen har skapat ett mer modernt tillståndsbaserat underhåll i verksamheten. Ambitionen är att fortsätta satsningen och bli en ledande leverantör av underhållstjänster inom spårvagnssegmentet.
– Alla små byggstenar formar tillsammans den framtid som vi som företag siktar mot. Med system på tågen och i verkstaden som kommunicerar och läser av tågens tillstånd får vi gjort rätt underhåll, i rätt tid med bättre kvalitet och i slutändan en bättre passagerarupplevelse.

Om Euromaint
Euromaint är en del av CAF Group och erbjuder kvalificerade underhållstjänster av järnvägsfordon med tillhörande produktions- och logistikstruktur som tillgodoser kundernas behov av väl fungerande fordonsflottor. Bolagets tjänster och produkter säkrar tillförlitligheten och livslängden för spårbunna fordon såsom passagerartåg, spårvagnar, godsvagnar samt lok och arbetsmaskiner. Euromaint har en omsättning på 1 595 MSEK och cirka 980 medarbetare (2020). Euromaint ägs av spanska företaget CAF sedan 2019.

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Event

As a minimum we use:

Rollups; both from Euromaint and our owners CAF.

Branded video material to show our services. Also including CAF material.

A table and a couple of bar stools if possible.

Addition:
- A three wall screen
- Sweets or give aways on the table.

**The scale of our material at events is always depending of the event, size of the monter etc.*

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