

Corporate Design Guide


Basic elements



LM Glasfiber

We are proud of our name and logo and want to protect our company's image on printed matter, on the Internet, in advertisements and other places that put us in the public eye.

This guide aims to help all those who work with the visual image of LM Glasfiber. By following these guidelines we will ensure consistency of the LM Glasfiber brand through all our communication.

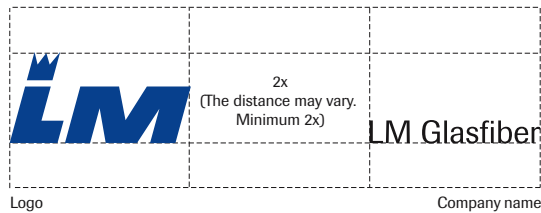


Anders D. Christensen
CEO

Basic elements

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Our logo



Our logo

LM Glasfiber's logo has a long history and has played an important part in LM Glasfiber's rise as a serious player in the international wind turbine industry. Our name and logo must be used uniformly and consistently, regardless of the media in which it appears.

We trace the origins of our group back to 1940 and have used the LM Glasfiber name ever since 1952. Yachts, train components and, not least, rotor blades have made our name and logo well-known all over the world.

Associated directly with the promise we make to the market, our name and logo are the most important parts of our company profile.

Our logo represents our core values:

Initiative
Responsibility
Forward thinking

Position of company name

As a general rule, the company name must be placed on the right hand side of the LM logo in publications and advertisements.

The company name may be placed under, or at the right hand side of, the LM logo.

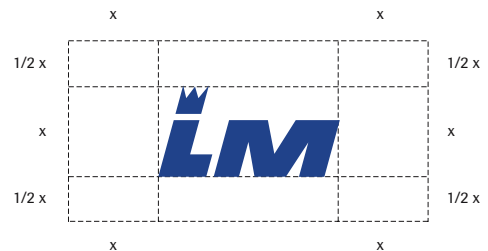
The company name is always printed in black or in negative, using the typeface shown above – Berthold Imago Book.

Correct use of the logo

Coloured version
CMYK: 100 70 00 05
Pantone: 294C



Negative version
and exclusion zone



Black version



Logo versions

There are three basic versions of our logo: a coloured, a negative (white) and a black version. All logos are designed for use in print and in electronic media. The colour version and the negative version are used most frequently and should always be used unless subject to technical restraints.

Sizes

There are no upper size limitations for the logo. The visual free zone and placing relative to other elements must be respected.

There are two standard logo formats: A 12 mm version for brochures and advertisements and a 5 mm version, which is the minimum logo size.

Exclusion zone

The space around the logo is called the exclusion zone. It defines the minimum distance to other elements. When the logo appears against a coloured background or in pictures, the exclusion zone indicates the area that must be of a uniform and non-distracting character. The logo may only be placed on our primary colours and pictures from level 1 – corporate level.

For further details please refer to the "Creating our visual environment" section.

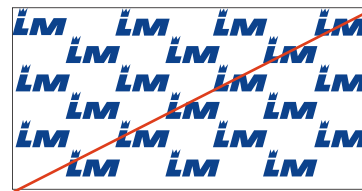
Incorrect use of the logo and company name



Do not change the shape and proportions of the logo.



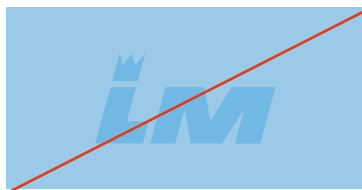
Do not use a dark background colour for the coloured logo. The white version should be used.



Do not make patterns out of the logo.



Do not change the typography or position of the name.



Do not reverse the logo out of a colour using a tint.



Do not change the colour of the logo.



Do not add extra words to the name.



Do not place the logo on a complex image the area must be of a uniform and non-distracting character.



Do not use sections of the logo.

Colour palette



Primary colours

LM Blue/logo colour

CMYK	100 / 70 / 00 / 05	RAL	5010
Pantone	294C	NSC	4050-R80B
WEB	#27579F	3M	100-308

LM Dark blue

CMYK	100 / 70 / 00 / 50	RAL	5003
Pantone	281C	NSC	6040-R80B
WEB	#113365	3M	100-003



Primary colours

LM Grey or silver ■

CMYK	10 / 00 / 00 / 25	RAL	9006 Silver or 7040
Pantone	877C or 7543C	NSC	2502-B
	(If silver cannot be used)	3M	Silver / 100-384
WEB	#B3BFC7		

LM Dark grey ■

CMYK	20 / 00 / 00 / 45
Pantone	431C
WEB	#82929E



Secondary colours

LM Red

CMYK	30 / 100 / 80 / 20
Pantone	209C
WEB	#822336

LM Warm orange

CMYK	00 / 85 / 100 / 00
Pantone	Warm Red C
WEB	#D14F2A

LM Light blue ■

CMYK	40 / 05 / 00 / 00
Pantone	2905C
WEB	#A3CCEF

LM Green ■

CMYK	55 / 40 / 60 / 00
Pantone	Afventer
WEB	#858B76

Colours

LM Glasfiber's blue logo colour signals strength and integrity. The blue colour is classic and noble, conveying history and expressing far-sightedness and stability.

The secondary colours are those that surround our profile. Used for accentuation or highlighting, they are intended to support and contrast with our corporate colours. They should not take over the role of the company's blue colour or dominate it.

The colours marked with ■ may be tinted. They are used for backgrounds, charts and figures.

Colours and paper quality

Paper quality should always be given consideration in connection with printed matter. The visual result depends on the quality of the paper – the appearance changes according to whether uncoated or coated paper is used. We use coated paper to ensure seriousness and strength to support the aims of our visual profile.

Typefaces

The consistent use of clear typefaces is another way of establishing a recognised and professional identity. **However, there is more to typography than selecting a typeface.** The typography can and should be used to create a dynamic text that allows the reader to focus on the text. A large bold or semi-bold typeface often signals strength and significance. An italic typeface may be used to describe softer values and to convey a lighter impression. By contrasting the two typographical tools, we help the reader to focus on the text.

Berthold Imago

Arial

Light Book *Italic* Medium

Regular *Italic* Bold

Typeface	Headings	Sub-headings	Body text	Highlights	Captions/notes
Berthold Imago Light	▪			▪	
Berthold Imago Book	▪		8,5/11,5 pt		7,5/11,5 pt
Berthold Imago Italic				▪	
Berthold Imago Medium		8,5/11,5 pt			

▪ The typeface size may vary and be adjusted to the appearance of each individual publication

Creating layouts

Berthold Imago is our primary typeface that should be used in all typeset communications such as publications and advertisements. Berthold Imago has many different styles and effects which allows for considerable flexibility.

At the office and on the Internet

Arial is used for all printed communications (letters, forms etc.) and for all electronic media (PowerPoint presentations etc) and as dynamic text on our website. Arial is pre-installed on both PCs and Mac computers.

Berthold Imago can be ordered online from the Berthold Types: www.bertholdtypes.com

Worth knowing about file formats



.pdf

The pdf can be viewed as a screen dump and can be printed out, but it must not be used as artwork.

Acrobat Reader

In order to download pdf files, you need to install Adobe Acrobat Reader 6.0. The programme can be downloaded free of charge from: www.adobe.com/products/acrobat/readstep2.html

.eps

Eps is a format for professional printers. Because all Webservers understand the extension .eps as encapsulated postscript files, you cannot download an .eps file which the server has translated into .ps, i.e. standard postscript. Therefore, when downloading an .eps file, please ensure that you save the filename with the .eps extension and not the .ps extension.

.jpg .gif .tif .bmp

All these formats are used on computer screens only. These formats must not be used for artwork.

.zip

Zip is a format for bundling files as well as minimising files. Zip files can be opened or "unzipped" with WinZip or Stuffit.

Contacts

For any questions relating to correct application of the LM Glasfiber brand please contact:

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