

**SLEIPNER**

BRAND GUIDELINES

## Welcome to the Sleipner Brand Guidelines

Here you will find information about our logo, typeface, colours, imagery etc and how to use them.

Our brand is the foundation for being able to present ourselves in a cohesive manner. It is the starting point in communication who we are and what and how we do it. No matter what type of content we create, whether it is an email or a thruster, it is important that we present ourselves in a streamlined way.

We have therefore created this guide to help us achieve our goals and take Sleipner into the future.

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## CONTENT

Who we are	3
Communication concept	10
<b>BRAND ELEMENTS</b>	<b>13</b>
Logo	14
Typography	21
Colours	24
Graphic elements	29
Tone-of-voice	34
Imagery	37
<b>BRAND USE, IDEAS</b>	<b>43</b>
Printed items	44
Power point	45
Event material	46
Social Media	47
Digital advertising	48
Print advertising	49
Product labels	50
Promotional material	51
Product branding	52
<b>BRAND USE, REALISATION</b>	<b>53</b>
Printed items	54
Event material	56
Social Media	60
Digital advertising	62
Print advertising	63



# WHO WE ARE

The foundation of our company, all these elements set the course for everything else we do. Get to know us, and why we do what we do.

**WHAT (are we and what do we do)**

**WHAT, WHY AND HOW?**

We are a high-tech company that creates its own world-leading products and solutions of uncompromised quality, with clear and practical benefits for recreational and professional boats worldwide. We contribute to safety and comfort onboard – whether you work on the boat, steer and operate it, or you just enjoy life on it.

**WHY (do we exist)**

We are real boaters, from a great maritime nation. We know what safety and comfort means at sea, and we care passionately. That is why we spend all our time, knowledge and experience to give everyone a better boating experience.

**HOW (do we do it)**

Our products and solutions are made with the help of knowledge, experience, technology and good craftsmanship - in an open and honest partnership with boat users and the industry. By always seeking out new and better solutions, we challenge ourselves and the industry, and set the standard for the boating of tomorrow.



**BRAND VALUES**

Our values embodies our strengths, and they act as a compass for the development of our organization going forward. They are also important for growing our brand loyalty and hence our future top line.

To make sure we're all on the same page, we have exemplified what our values shall mean for our organization, for our customers, for our products and our culture.



**Customer/Distributor/Market**

- We are open, honest and keep our promises
- We right our wrongs, and make sure the customer is always happy
- We put the customer first, and will always recommend what is best for them, not us

**Communication**

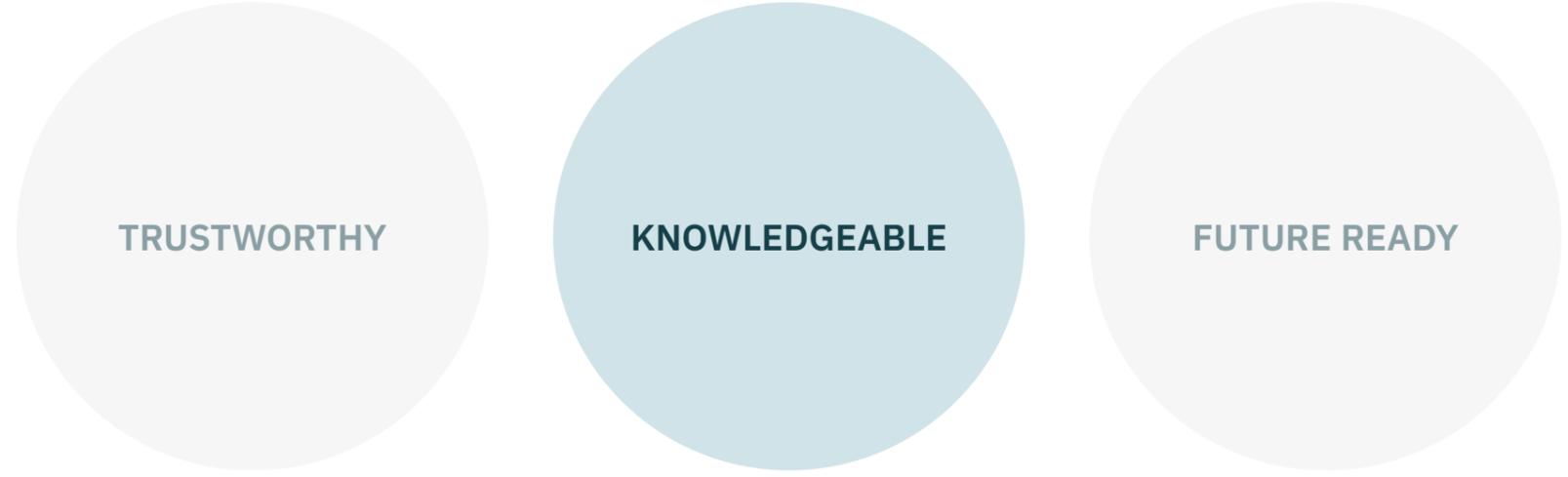
- We are transparent, and share our experiences «for better or worse»
- We stand by what we say – we are clear, honest and direct
- We do quality assurance on all information, and make sure it is consistent in all channels with the same look and feel
- We are present for our customers, when they need us, in the channels they prefer, and we act quickly

**Productions/Solutions**

- We test our new products continually until the quality criteria are met before we launch to market
- We control our whole value chain

**Organization/Culture**

- We are passionate about boating, the industry and our customers
- We keep our promises and trust each other
- We are coordinated internally and have a clear division of responsibilities and roles



**Customer/Distributor/Market**

- We are experts on the boating market and a source of knowledge
- We lead and set industry standards
- We have market and industry insight that gives us the opportunity to adapt to customer needs

**Communication**

- We share our knowledge and expertise with customers and the market (through courses, keynotes, seminars, events, blog, website etc)
- We make all relevant information accessible, so customers can easily find what they need, thus providing more self service
- We are proud of our over 100 years old history, and all the experience and competence gained over time

**Productions/Solutions**

- We develop integrated products and solutions based on our long and solid experience, knowledge, customer insight and market understanding
- We understand our role as component supplier in a complex value chain, but also recognise the importance of our role in the boat as a whole

**Organization/Culture**

- We adapt to customer needs based on our insight and knowledge
- We build and maintain our expertise inhouse
- We share knowledge, data and information that helps us strengthen each other



**Customer/Distributor/Market**

- We listen to the market, customers and monitor trends
- We continually work on improving the experience for new and existing customers

**Communication**

- We share data, information, ideas, test results, manuals etc. with the market and customers
- We utilise relevant communication channels - also new ones

**Productions/Solutions**

- We develop own, innovative products and solutions based on insight
- We improve existing products and solutions, also the ones that are already market-leading/best
- We involve the customers in our product and solution development
- We stay up to date on new technologies, digital solutions, methods and development

**Organization/Culture**

- We are agile and can change / turn around quickly
- We look for those with the right competence, but prioritise the ones with the right views
- We are actively inquisitive and invest in new knowledge, listen to the market/customers and share with each other

**VALUE PROPOSITION**

**SMALL**

We create world-leading technologies that consistently improves safety and comfort at sea and set the benchmark for the boating of tomorrow.

**MEDIUM**

We are a technology-driven company, focused on creating world-leading products and solutions of uncompromised quality to improve safety and comfort at sea. Our dedication to boating and innovation ensures that our products are the benchmark for the industry, today and tomorrow.

**LARGE**

We are a Norwegian technology driven company, focused on creating world leading products and solutions of uncompromised quality to improve safety and comfort at sea. As boaters we know what safety at sea means. So, we don't let our solutions slip out of sight for a second; We manufacture them ourselves, using technologies we have developed ourselves – and we work in close partnership with boat builders and our global service network to ensure optimal function throughout their lifetime. You know what you get when you install a Sleipner. Our dedication to boating and innovation ensure that our solutions are the benchmark for the industry, today and tomorrow.

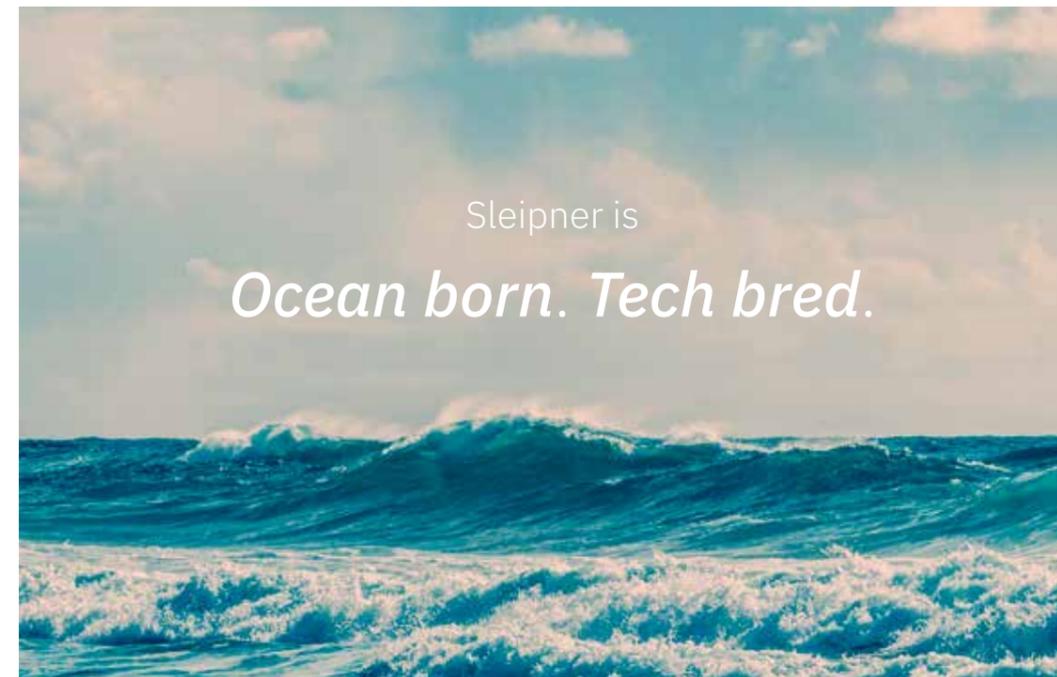


*Ocean born. Tech bred.*

# COMMUNICATION CONCEPT

Our products are born from our love of the ocean, and bred through technology, through innovative solutions and continuous search for perfection.

## COMMUNICATION CONCEPT



Sleipner is  
*Ocean born. Tech bred.*

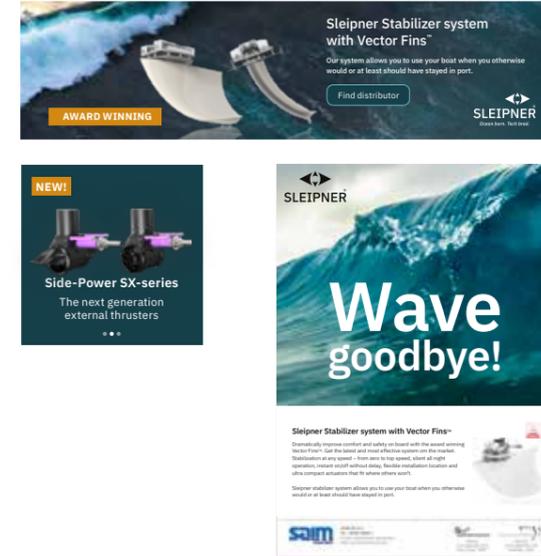
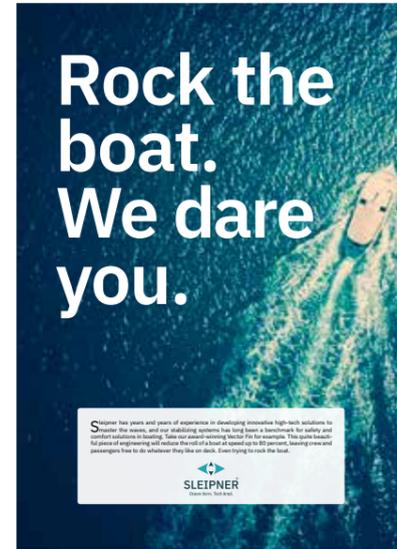


Sleipner has for over a century worked hard and passionately to enable boats to master the elements at sea. We've done it, and with success. Our systems – from stabilizers to thrusters – has long been a benchmark for safety and comfort solutions in boating. In fact, it's quite safe to say that your experience at sea will always be better with a Sleipner solution onboard.

### OCEAN BORN. TECH BRED.

Our products are *born* from our love of the ocean – from how we've explored it, enjoyed it and used it through centuries. And *bred* through technology, through innovative solutions and continuous search for perfection. This is why Sleipner's products stand out, this is why we're the quality benchmark for safety and comfort solutions in boating. This is why your voyage at sea always will be better with a Sleipner solution installed.

The communication concept is based on our values and the "What, why and how". The aim is to position and clarify the Sleipner brand, and it focuses on high-tech and premium quality. We are real boaters seeking new solutions.



Concept in use

## PRINCIPLES AND ELABORATION OF THE CONCEPT

Duality in everything we do. Technology and feelings – history/tradition and modern. We use the communication concept to tell our story. It also gives the brand it's tagline.

- Standard-setting products
- Boating life is best with Sleipner
- The feeling of the sea and what the sea gives you is clearer than the practical functions of the sea

# BRAND ELEMENTS

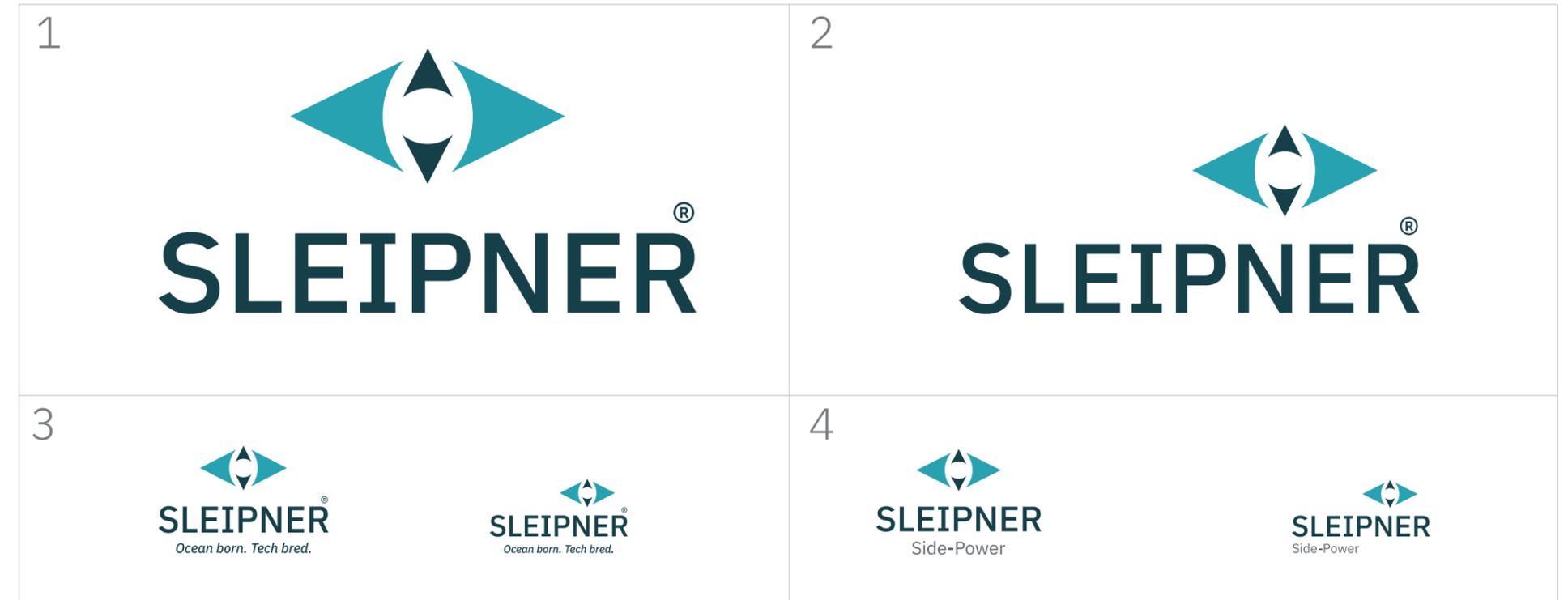
An overview of all the elements created for the brand and directions on how to use them.



# LOGO

The foundation of our brand's visual identity. We use a strong and steady typeface with a logomark hinting at movement, boating and nordic history with the eye of Odin.

## LOGO



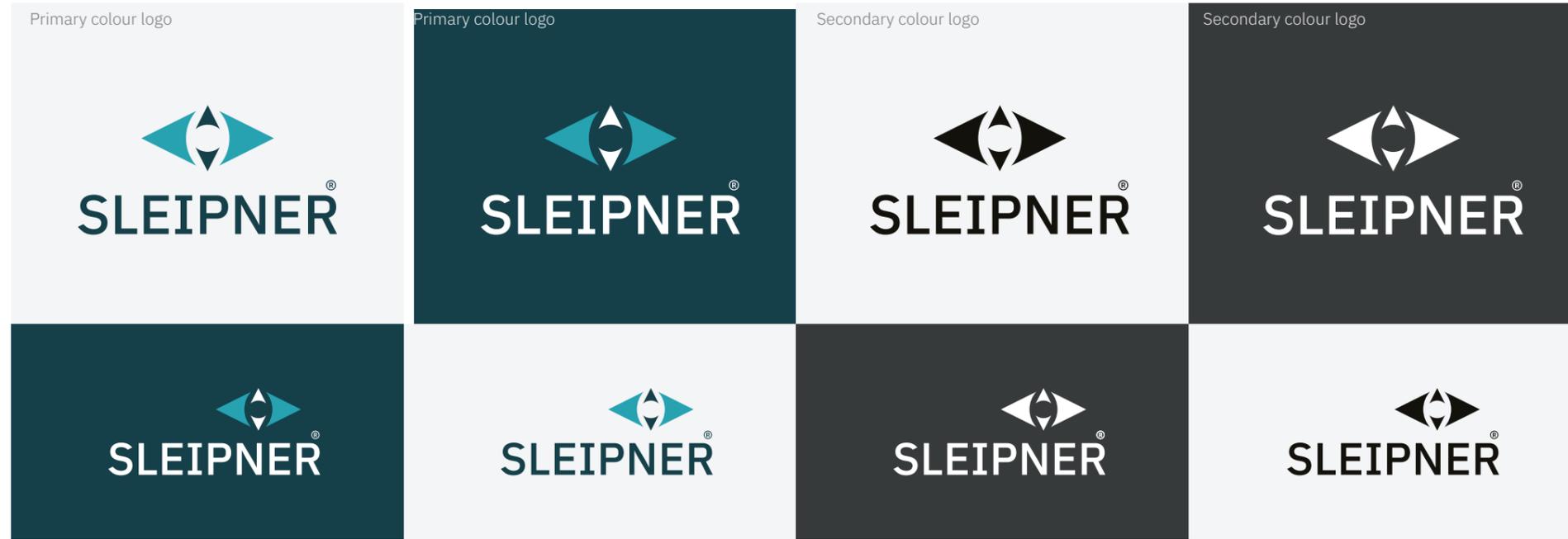
### LOGO VARIATIONS

The Sleipner main logo, logo with tagline and the brand name is a registered trademark and the logo containing the symbol ® is to be primarily used. When this is not possible due to estetic reasons, when there is limited space or other issues, versions without the registered symbol can still be used.

The Sleipner logo utilises two of the main brand colours, namely Petroleum and Aqua. The name Sleipner utilises the brand's primary font IBM Plex Sans. The logo comes in a few varieties in order to give flexibility. However, the following rules should be followed or logo usage.

1. The primary logo variation and the one that should be most commonly used.
2. If the primary logo cannot be used due to lack of space, use this version.
3. In brand building exposures and activities use the tagline logo variation.
4. In markets where Side-Power brand recognition is strong, these versions can be used in a transition period (not a registered trademark).

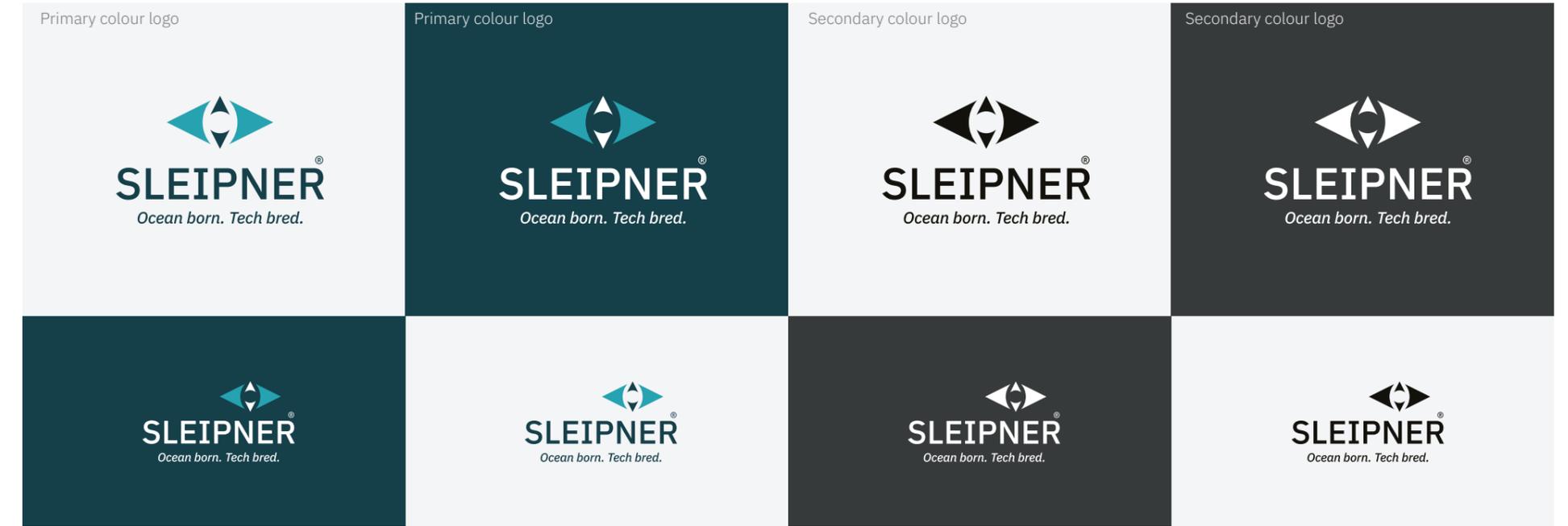
**!** All logo variations are available in positive, negative and monochromatic versions.



**PRIMARY LOGOS**

The primary logos of Sleipner, as shown above, come in two-tone (primary colour) and monochromatic versions (secondary colour).

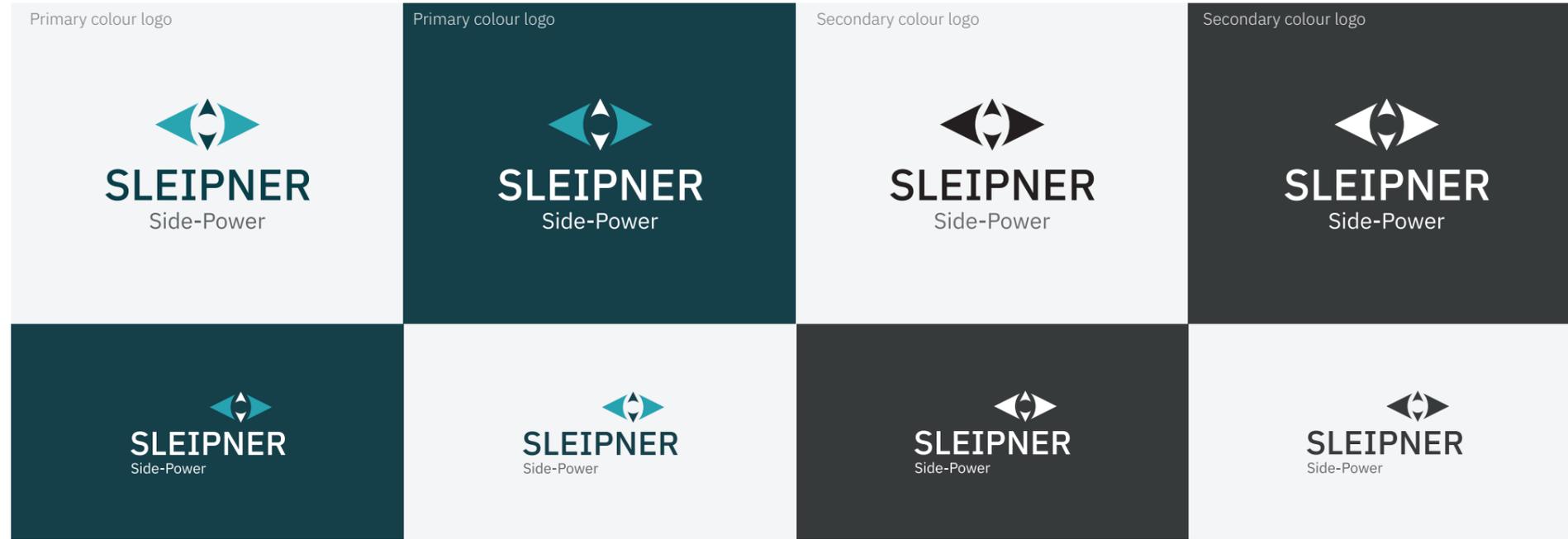
The primary colour logos should only be used on solid backgrounds, preferably Sleipners own White, Petroleum or (light) Charcoal colours. On backgrounds with several tones (i.e. pictures), use the monochromatic versions for better visibility of the logo.



**SECONDARY LOGOS**

For brand building exposures, such as brand advertising or brand movies, use the tagline logo.

The primary colour logos should only be used on solid backgrounds, preferably Sleipners own White, Petroleum or (light) Charcoal colours. On backgrounds with several tones (i.e. pictures), use the monochromatic versions for better visibility of the logo.



**TEMPORARY LOGOS**

In some markets we know that the Side-Power brand is the most familiar brand. In order to not lose Side-Power brand recognition we have developed a temporary logo variant where we use both brand names. This logo should only be used in markets where Side-Power is better known than Sleipner, and only during a transition period. The Side-Power logo is not a registered trademark.



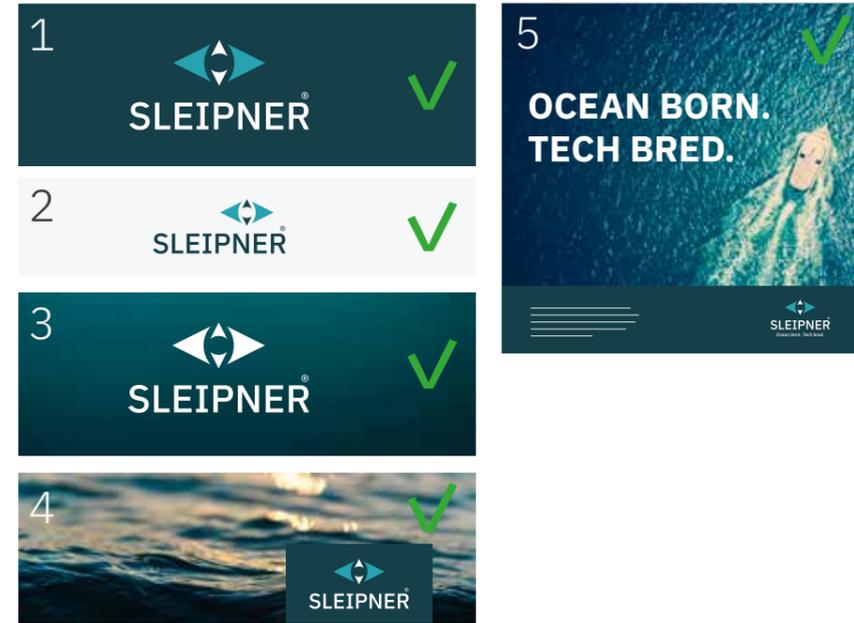
**CLEAR SPACE**

This pertains to the clear space between the logo and any other element, in any direction. The height of the Sleipner name is the *minimum* of clear space the logos should have, as shown above.

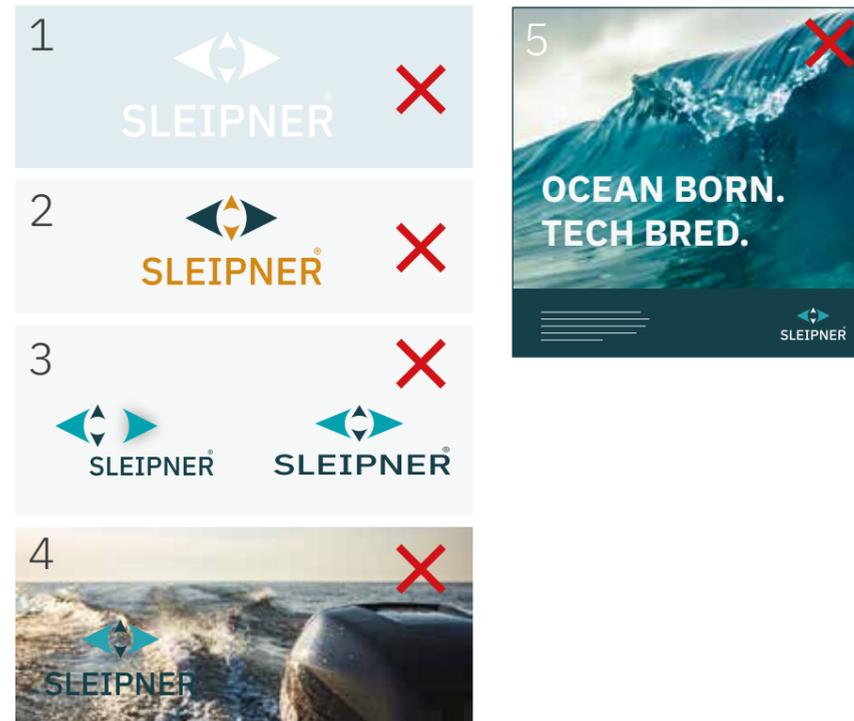
This is especially important to remember, and relay to partners, in cases such as sponsorship or brand name listings.

## LOGO

### DO



### DON'T



## DO'S AND DONT'S

Our logos should never be redrawn, distorted or changed in any way. See examples of correct and incorrect use above.

### CORRECT USAGE

1. Use the primary logo in negative on Petroleum background.
2. Use primary logo in smaller version when lack of space.
3. Use the monochromatic version on different coloured backgrounds.
4. If background is too busy even for the monochromatic logo versions, place a solid colour block beneath the logo.
5. Use tagline logo for brand building exposures

### INCORRECT USAGE

1. Ensure enough color contrast
2. Do not change the logo colouring
3. Do not change/move the logo elements or distort/put effects on the logo
4. Do not use primary colouring logos on different coloured backgrounds
5. In brand building exposures use tagline logo

X SANS VERDANA PRO VERDANA PRO IBM PLE  
IBM PLEX SANS IBM PLE  
IBM PLEX SANS IBM PLEX SAN  
VERDANA PRO

## TYPOGRAPHY

Good typography can help us communicate our brand's personality as well as help make text easier to read. We have chosen fonts that will help us bring character and uniqueness to the products and communication, but that is still easily accessible for all that need to use it.

Aa

IBM Plex Sans

- \* IBM Plex Sans Thin
- IBM Plex Sans Extra light
- IBM Plex Sans Light
- IBM Plex Sans Regular
- IBM Plex Sans Medium**
- IBM Plex Sans Semibold**
- IBM Plex Sans Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
 abcdefghijklmnopqrstuvwxyzæøå  
 1234567890 ?!%&/();:;<>  
 ыиюфжњмцкѡψφđǧ

**PRIMARY FONT**

IBM Plex Sans is designed to illustrate the unique relationship between mankind and machine. It is also created to have excellent legibility on all screen sizes and on printed materials. IBM Plex Sans is available in 16 styles ensuring good variety for the brand.

IBM Plex Sans is to be used everywhere except Microsoft Office programs. This font is also used in our logo, with a slight alteration to fit the logomark better.

\* *Italic-versions are available for all styles*

Aa

Verdana Pro

- \* Verdana Pro Condensed Light
- Verdana Pro Condensed
- Verdana Pro Condensed Semibold**
- Verdana Pro Condensed Bold**
- Verdana Pro Condensed Black**
- Verdana Pro Light
- Verdana Pro Regular
- Verdana Pro Semibold**
- Verdana Pro Bold**
- Verdana Pro Black**

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ  
 abcdefghijklmnopqrstuvwxyzæøå  
 1234567890 ?!%&/();:;<>  
 ΦΣЦβđěзЧРЮ

**SECONDARY FONT (MICROSOFT OFFICE)**

For ease of use we utilize a native Microsoft Office font (Verdana Pro) in all Office programs. This font is available for everyone who has the Microsoft Office package installed. This font exists on all Microsoft office versions since 2009.

Verdana Pro is an open font and has good legibility. It comes in 20 styles, and also has some of the same characteristics as our primary font IBM Plex Sans.

\* *Italic-versions are available for all styles*



# COLOURS

The colour palette is based on the core values of the company and show Sleipners passion and enthusiasm for the sea and technology, their competence in their field, their nordic history and traditions, trustworthiness and their drive to create a better experience at sea.

## COLOURS

<p><b>CHARCOAL</b></p> <p>RGB 55, 61, 66          HEX #373D42          CMYK 10, 0, 0, 90          PMS 426 C          RAL 9011</p>	<p><b>PETROLEUM</b></p> <p>RGB 8, 62, 72          HEX #083E48          CMYK 90, 55, 50, 50          PMS 316 C          RAL 5020</p>	<p><b>AQUA</b></p> <p>RGB 40, 161, 173          HEX #28A1AD          CMYK 75, 15, 30, 0          PMS 7467 C          RAL 5018</p>	<p><b>WHITE</b></p> <p>RGB 255, 255, 255          HEX #FFFFFF          CMYK 0, 0, 0, 0</p>
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### PRIMARY COLOURS

The primary colours of Sleipner are Charcoal, Petroleum, Aqua and White. These are the core colours of the brand and should always be the colours that are primarily associated with the brand.

Based on the core values of the brand; these colours show Sleipner as a knowledgeable and competent, trustworthy and serious, modern company with a passion for technology and the sea.

Colour tints and gradients are available to use for variety and support.

### INFORMATION ABOUT RAL COLORS

RAL is an European color matching system which defines colors for paint, coatings and plastics. There are only 213 RAL colors. In RGB, you have close to 17 million colors available.

This means that for many RGB colors, there is virtually no way to find an exact RAL match - leaving us to find the closest match possible.

We have only mapped one color so far (28.09.2021), which is the secondary color Sea Green found on the next page. This is the primary color for the new eVision products.

## COLOURS

<b>SEA GREEN</b>	<b>MIST</b>	<b>SUNSET</b>	<b>BRONZE</b>	<b>BURNT ORANGE</b>	<b>*BLACK</b>
RGB 6, 96, 105 HEX #06606A CMYK 85, 35, 40, 35 PMS 7715 C RAL 5021	RGB 207, 223, 223 HEX #CFDFDF CMYK 18, 5, 10, 0 PMS 7457 C RAL 6027	RGB 242, 212, 148 HEX #F2D494 CMYK 5, 15, 48, 0 PMS 7403 C RAL 1018	RGB 201, 133, 42 HEX #C9852A CMYK 19, 51, 100, 0 PMS 124 C RAL 1028	RGB 212, 98, 55 HEX #D46237 CMYK 15, 75, 90, 0 PMS 7579 C RAL 2009	RGB 0, 0, 0 HEX #000000 CMYK 0, 0, 0, 100 PMS ProcessBlack

## SECONDARY COLOURS

The secondary colours should be used to support and highlight the primary colours. They also give more depth and variation to the brands colour palette and therefore more meaning to the brands personality. They should however never take the primary focus.

The secondary colours give the colour palette a good contrast with several warmer colours. They point back to Sleipners nordic heritage, their long history of good quality craftsmanship, as well as the underlying mechanical nature of their company. They also showcase Sleipners enthusiasm for boating, willingness to change, to look forward, to be creative and always reach for something better.

Colour tints and gradients are available to use for variety and support.

## COLOURS

<b>CHARCOAL</b>	<b>PETROLEUM</b>	<b>AQUA</b>	<b>MIST</b>
RGB 55, 61, 66 HEX #373D42 CMYK 10, 0, 0, 90 PMS 426 C RAL 9011	RGB 8, 62, 72 HEX #083E48 CMYK 90, 55, 50, 50 PMS 316 C RAL 5020	RGB 40, 161, 173 HEX #28A1AD CMYK 75, 15, 30, 0 PMS 7467 C RAL 5018	RGB 207, 223, 223 HEX #CFDFDF CMYK 18, 5, 10, 0 PMS 7457 C RAL 6027
<b>SUNSET</b>	<b>BRONZE</b>	<b>BURNT ORANGE</b>	<b>SEA GREEN</b>
RGB 242, 212, 148 HEX #F2D494 CMYK 5, 15, 48, 0 PMS 7403 C RAL 1018	RGB 201, 133, 42 HEX #C9852A CMYK 19, 51, 100, 0 PMS 124 C RAL 1028	RGB 212, 98, 55 HEX #D46237 CMYK 15, 75, 90, 0 PMS 7579 C RAL 2009	RGB 6, 96, 105 HEX #06606A CMYK 85, 35, 40, 35 PMS 7715 C RAL 5021

## COLOUR GRADIENTS

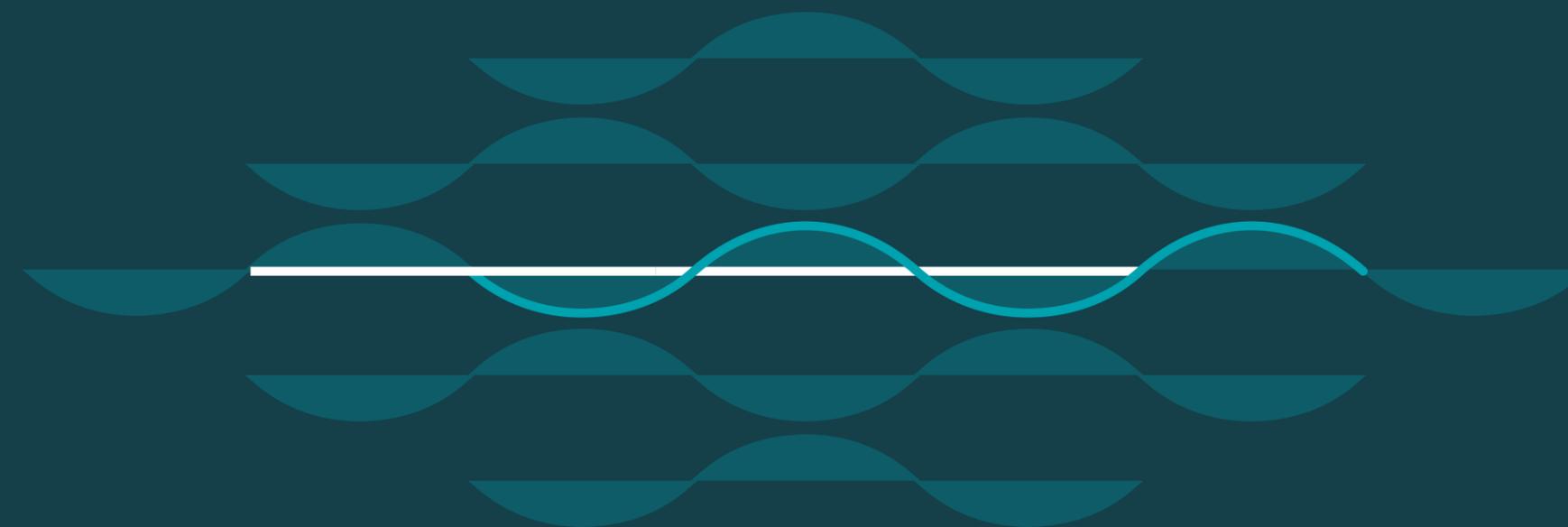
Gradients are available to use for variety and support.



### COLOUR PROPORTIONS

The primary colours should always take precedence as these are the colours associated with the brand. Secondary colours can be used to support, highlight or accent the primary colours, or for visual variation. Therefore they must be used to a lesser extent.

The figure above shows an approximation of the visual impression left by the use of Sleipners colour palette, that we want.



## GRAPHIC ELEMENTS

The main graphic elements are derived from the triangles in the logomark. We use one softer wavepattern element, a versatile element which can be utilized in many ways. We also have a Line&Wave element, combining the softer wave with a harder straight line.

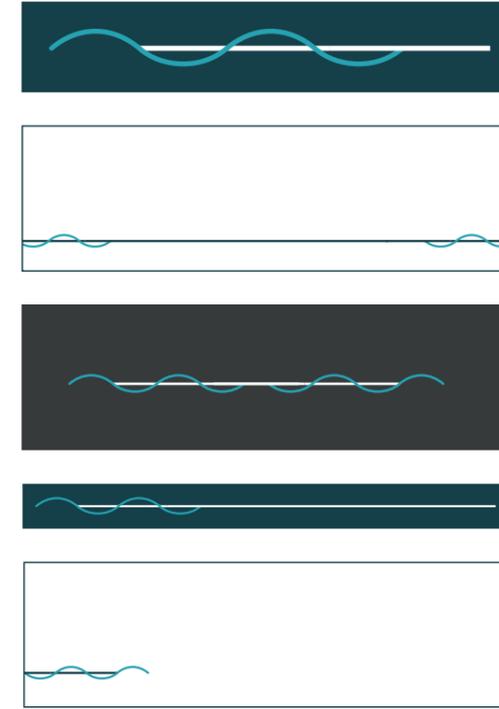
## GRAPHIC ELEMENTS



## LINES & WAVES

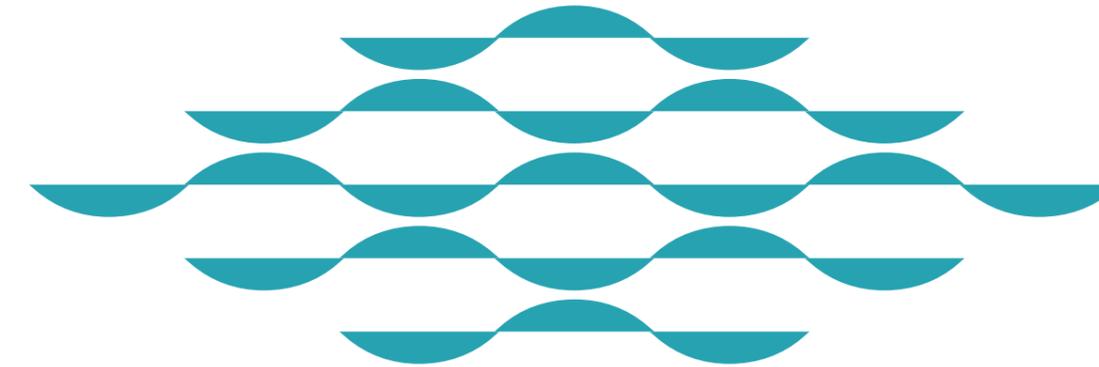
The Lines&Waves element is derived from the triangles in the logomark. Illustrating the contrast between calm or rough seas, a stabilized boat versus not, it also tells the story of contrasts in the Sleipner brand; The nordic history, the joy and genuine personality versus the competence, seriousness and passion for technology.

This element is only used in the Primary colours of the brand, and the wave is always in Aqua. As it's base association is the surface of the sea, it is never used vertically.



Examples of uses on different formats

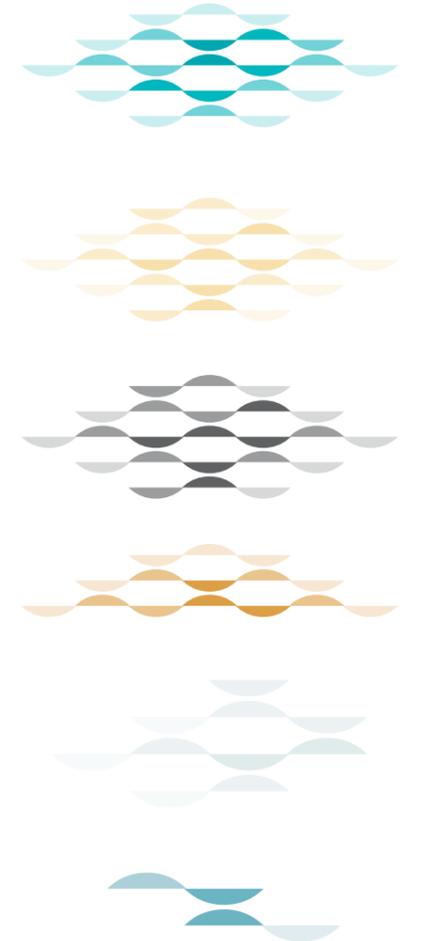
## GRAPHIC ELEMENTS



## WAVES

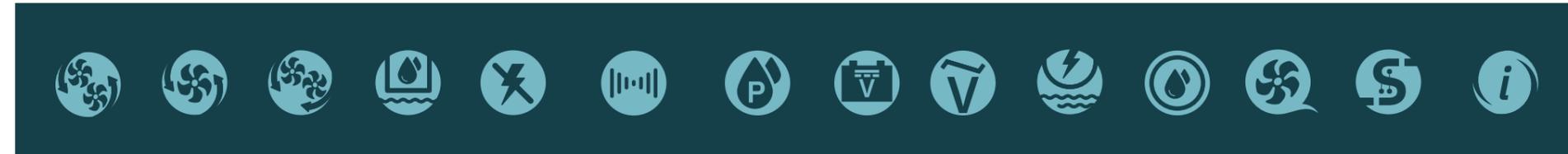
The waves element is also derived from the triangles in the logomark, as is's a continuation of the Lines&Waves element. This element can be seen as simple abstract waves when used with a solid colour, or if used with different opacities it hints more to the play of light on the ocean surface. The presence of the Line and the Wave is also clear in this pattern element which again underlines the concept of contrasts in the brand.

It is a very versatile element which can be used in all sizes, with solid colour, several colours or opacity, in full form or in smaller pieces or lines. This element can be used with all the colours in the Sleipner brand.



Examples of opacity, colours and outtakes

## GRAPHIC ELEMENTS



## MAIN THRUSTER FEATURES

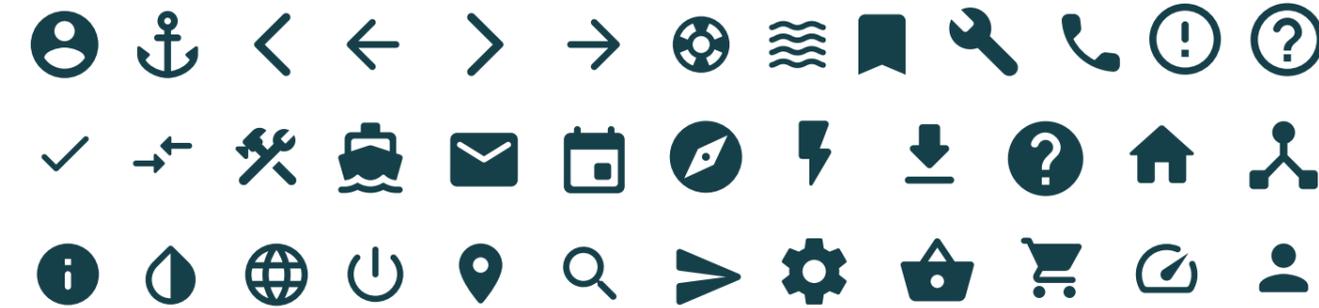
We use product feature icons to differentiate the products and their features.

The icons used in/on one product (print product/website/physical product) should all have the same colour. This is to unify the icons, make them easier to read and retain.

They can be used in both positive and negative colouring, in all the colours of the brand, **but** ensure adequate color contrast so the labels have good legibility.

## GRAPHIC ELEMENTS

Material design



Simpleicons



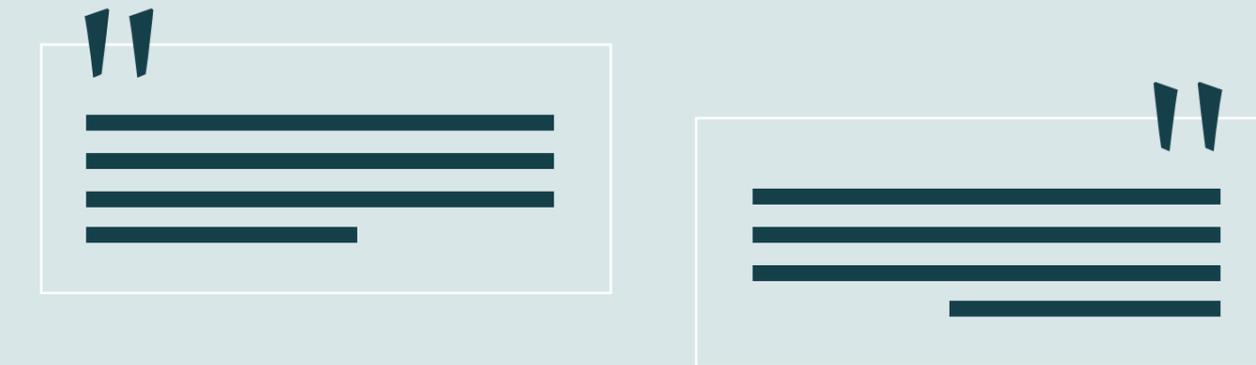
## ICONS

We mainly use the material design icons, a rich library of freely accessible icons, which includes a webfont. These are clear, easy to read icons.

They are supplemented by other icons if a specific icon is not available in the Material design icon set. If the look of these icons do not match the look of the Material design icon set, they should be altered to match.

Icons are primarily used on the website/screens.

The above is an excerpt of the material design icon set, and an example of supplement icons on social media from Simpleicons.



# TONE-OF-VOICE

The aim of tone-of-voice is to make sure that the values that the company lives by – and the personality the company identifies itself with – always is expressed in any communication.

## TONE-OF-VOICE

### About tone-of-voice

When setting some basic rules for a company's tone-of-voice, the aim is to make sure that the values that the company lives by – and the personality the company identifies itself with – always is expressed in any communication. In this case we limit the rules to communication through the company's website – sleipner.no

Tone-of-voice is basically about how you express yourself and how this – between the lines – say something about the company's character. In other words, it's not about the content itself – although content and your way of expressing this content always will be dependent of each other.

### Who is the "person behind" Sleipner? Whose voice are we creating?

The personal characteristics are based on the company's values. In Sleipner's case, that means trustworthy, knowledgeable and future ready. What kind of person will that create – and how would he or she express themselves?

We are obviously talking of an expert here, but the trustworthiness and the future-focus tells us that he or she will not be your standard stereotype arrogant "I know best" professor. We can quite surely assume that our expert is a helpful, understanding and friendly expert. He wants you to know what he knows – for your common benefit.

### What does that mean for the way he – or you – write?

A confident but understanding expert will always reason with his audience. He will tell you why, never take short cuts, but talk straight in a simple manner, to make sure everybody understands. He will talk calmly using as common-known words as possible. If he needs to use technical terms, he makes sure to explain them.

Having said that, an expert like this also know his audience. There is no reason for him to over-simplify if he knows his crowd is well-educated in the respective subjects.

At the same time, he is also a modern expert, and understands that the most intricate details are of no interest for the majority of his audience. Therefore, he makes sure that he is swift, simple and effective in his communication.

### What does this mean in concrete writing?

Tone-of-voice is created by the words you choose and how you use them. Here are some points to create that confident, understanding expert:

- Always tell the main point first. Don't waste time.
- Be clear and be quick to state benefits. Don't overdo it. State them as facts, and in a considered order.
- Always back your statement with facts and well-considered arguments. Relate arguments to as well-known situations/problems as possible.

- Choose words that have a clear meaning. Do not open for interpretation.
- Write predominantly whole sentences with clear subjects. Avoid very long sentences – all though "clear" trumps "short" any day.
- However; Mix in shorter sentences, inserted or attached, to create variation and tempo.
- Furthermore, an understanding expert will try to make you feel comfortable while explaining. Therefore, try to balance your subject-focus with a "common" language.
  - Don't over-use technical terms.
  - If you can use a "normal" word to explain something, then do so.

**Common** means not just single words, but also the way you present it using the small words that lightens a text such as "just" and "so" – and even small words and phrases that allows you take side with your reader – like "naturally", "as you can see", "obviously", "of course" and "granted".

- A general trick is to think of how you would explain somethings orally, not in writing – and then write (almost) like that.
- This approach can also balance a "heavy" text with some "easier" expressions – without influencing the meaning of the text.
- NB! This is about balancing the text – don't go overboard with it.

## Recipe for writing on Sleipnergroup.com

This template can serve as a recipe for any writer on sleipnergroup.com – especially for those writing in more general terms about certain subjects. The idea behind it is that an expert of our kind would always be clear on the main point he tries to convey, and back this up with a fixed routine of stating why this point matters, elaborating on further benefits and also stating how it’s all possible.

It’s about being the master of a craft with the confidence, facts and argument to back it up.

### – What? (title and intro)

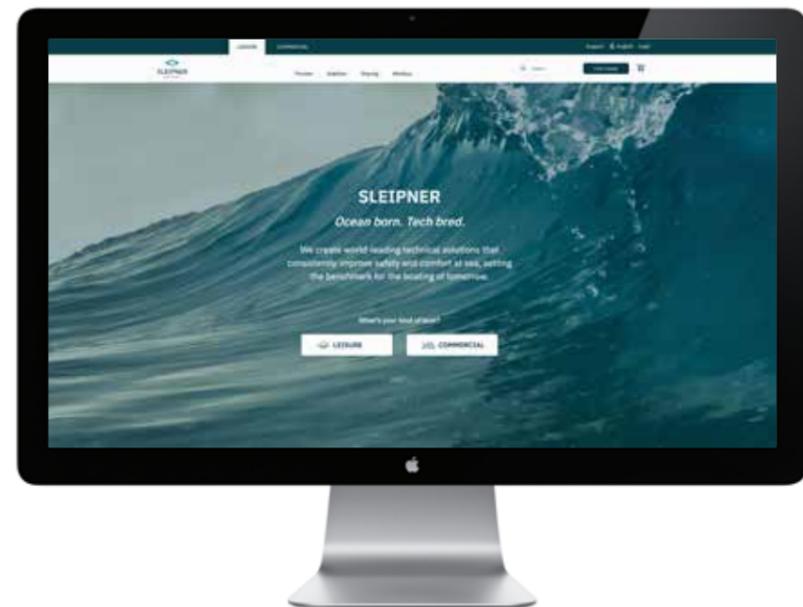
The title and intro should always cut the content of the article to the bone. The goal is to express the essence as common and straight forward as possible – and to put it into the reader’s context.

### – Why? (body text)

Traditionally you would like to elaborate on the «whats» before explaining why. However – the understanding of the cause-consequence-relation is of paramount importance in any information text, and we recommend to state why the reader should consider the “what” as early as possible. Many times, it seems obvious for the writer, but this may not be the case for the reader. Make sure it is clear for all to see why they actually need this.

### What more? (body text)

When we have expressed the reason to consider this text, we find ourselves in a position to elaborate on how the “what solves the why”. First that means expressing more around what lies behind the original “what”. Are there any other benefits? What else will the reader get from the issue at hand?



As more details are revealed, the subjects might become more advanced, and the way you present it will often be more detailed and advanced as well. You will still benefit though if you keep your presentation as clear and straight-forward as possible.

### How? (body-text and appendixes)

You as an expert need to satisfy any knowledge-seeking reader – without terrifying others. Most people want to know though – basically – how things work. “How can all these magical things that you have stated actually happen?” You need to

address that the same way as you’ve gone about the rest of the text. Be clear and try to explain the basics – in as simple words as possible.

Still, we are soon entering “special interest country” here – and at some point, you should consider putting any further explanations into appendixes, or “read more sections”. Here you are a lot freer to dive into details and show your excellence. But avoid – as always – using technical language just for the sake of it. Be clear and explain where explanations are needed. Your goal is as always making people understand.



# IMAGERY

The imagery used should reflect the personality in the Sleipner brand.

They should be genuine, yet serious and show our history with a modern flair.

Convey the feeling of being at sea, wether it's leisure or for work, with a touch of technical competence.



1



**1: LIFE ON A BOAT**

We do not show the entire boat unless it is seen from afar (aerial photos). We show details of the boat, details of the controls, steering, the deck etc. We show the situation, not the type of boat. When promoting our products we show detail images (close-ups), both in context (installed on a boat) and with clean 3D-illustrations.

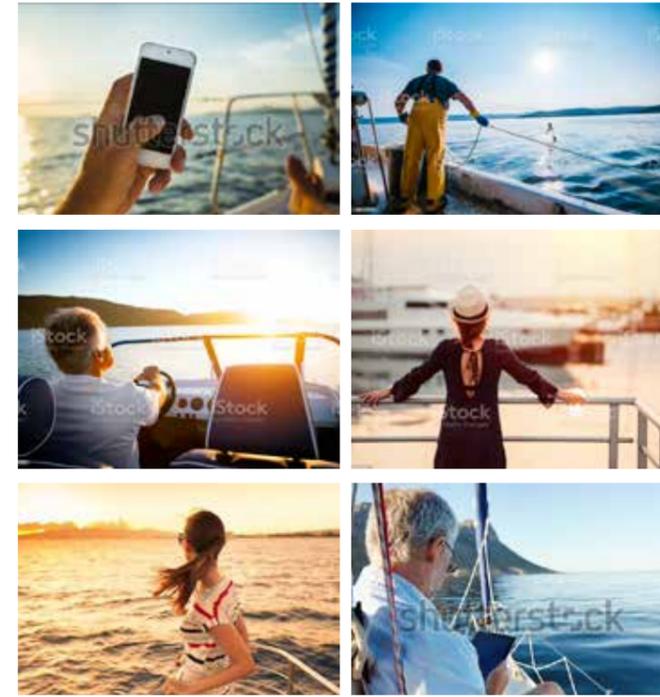
For collection images (i.e. marina) look for symmetri or directional lines in the images. Haphazard placements of objects or and image filled with details from top to bottom can be very uneasy for the eye. Symmetri and clear lines, or with a quiet patch in the chaos, will be more calming to view.

**FOR ALL IMAGES**

Use images with a little warmth. We want the contrast between cold and warm to be present in all imagery.

This could be warm colours, some warmer colour tones, an object with a warm colour, backlight, sunset/sunrise, seas with tones of green rather than all navy.

In order to keep the warmth in the images, no B&W imagery should be used.



2

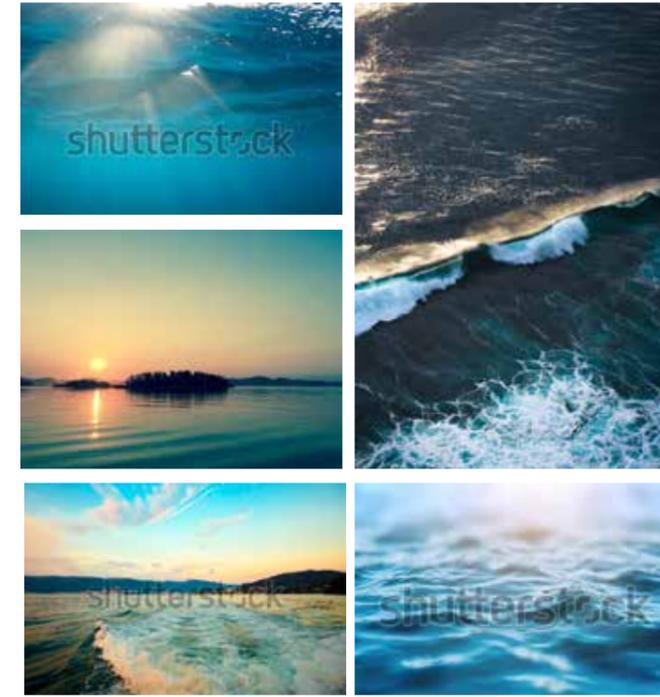
**2: CANDID & GENUINE**

We use situational imagery of people, depicting the feeling of being at sea or on a boat, wether it's for leisure or for work. Real people, living, working, boating. We also show no front images and no clear faces.

**3: SEASCAPES AND UNDERWATER/SURFACE**

These types of images are good for setting the stage. Used as backgrounds, below text or emotional pauses. Only use the images with calmer water for text backgrounds to ensure good legibility.

3



**FOR ALL IMAGES**

Use images with a little warmth. We want the contrast between cold and warm to be present in all imagery.

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In order to keep the warmth in the images, no B&W imagery should be used.



**EXTRA GUIDELINES, IMAGES OF PEOPLE**

**Children in imagery**

We do not recommend the use of children in any imagery. If children are to be used, these rules must be followed:

1. Children are fully clothed, not just swimwear for example
2. Children must have safety gear visibly on – we promote safety onboard
3. No clear faces or full frontal of children

**Adults in imagery**

1. Adults are fully clothed, not just swimwear for example
2. No clear faces or full frontal of adults



**4. EMPLOYEE PHOTOS**

Our employee images should convey our brand values and therefore must have a warmer feel that promotes us as genuine, real, approachable, honest and capable.

Therefore the people in the images should look relaxed and competent rather than staged and corporate. The background should be atmospheric but blurred as the employee must be in focus.

The employee should look at the camera to connect to the viewer, and the background should not contain other people.

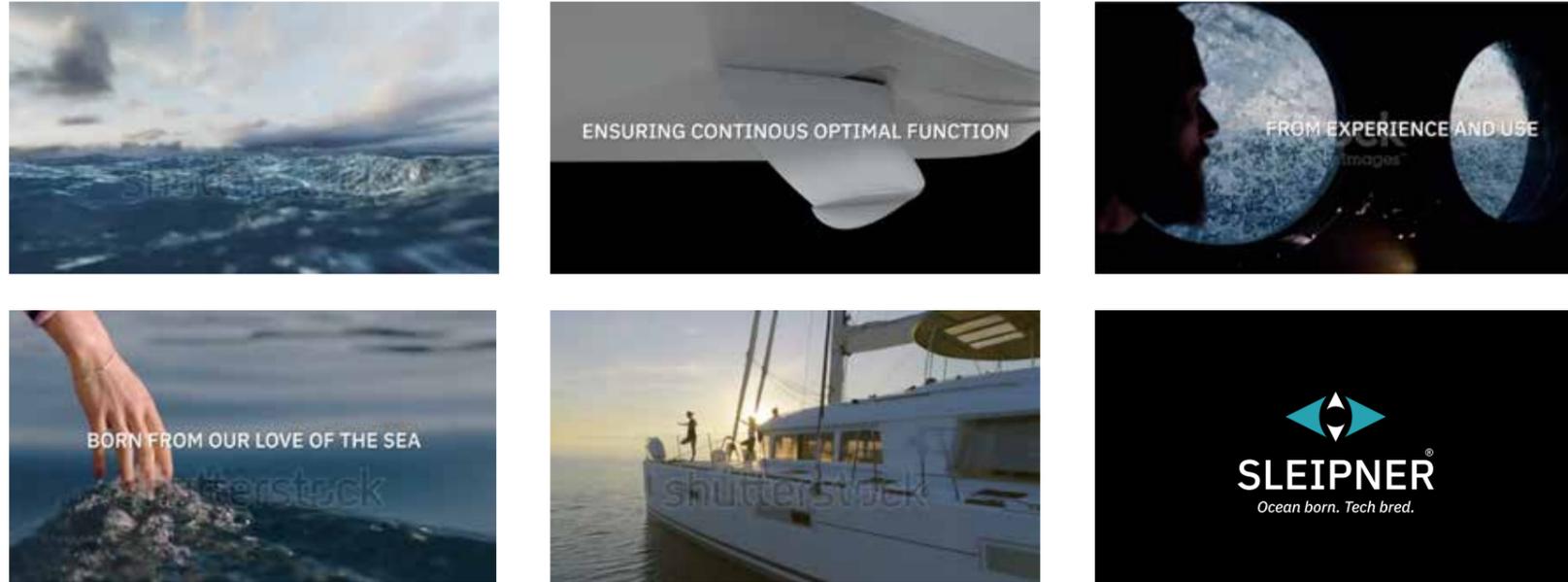


**FOR ALL IMAGES**

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In order to keep the warmth in the images, no B&W imagery should be used.



Exampleshots from branding video

## 5. VIDEO

**Branding/promotional videos:** Video shots should be tastefully composed in such a way that draws the viewer into the imagery. A few things to remember:

1. The video should contain a minimum of three parts: an intro (start) – the main part – outro (call to action).
2. Be consistent, and don't give the viewer too many messages during one video. If you have many topics, split up the story and make several short videos instead.
3. Think about what you want the viewer to remember after watching the video.

**Social media videos:** Video is a very effective tool for social media. Here are a few things to remember:

1. Do not bore the viewer. Make it short and to the point.
2. Text the videos in social media. Most viewers don't have sound on.
3. Get them hooked. Start with the most important thing you want to tell. Then it's more likely the viewer will see the entire video.

### ! FOR ALL VIDEOS

All imagery direction described for photography also apply to imagery in videos.

# BRAND USE, IDEAS

How to use the brand on different surfaces and media.

## BRAND USE

### Business card



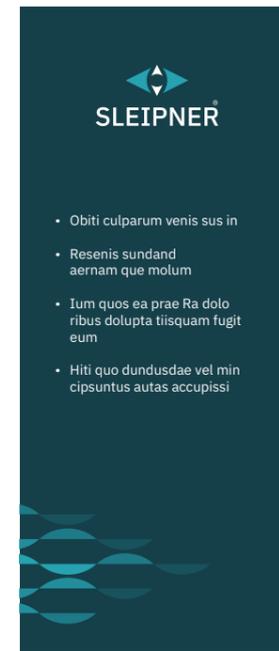
### Letter/envelope



## PRINTED ITEMS

These are examples of different printed items using the brand elements.

### Rollup



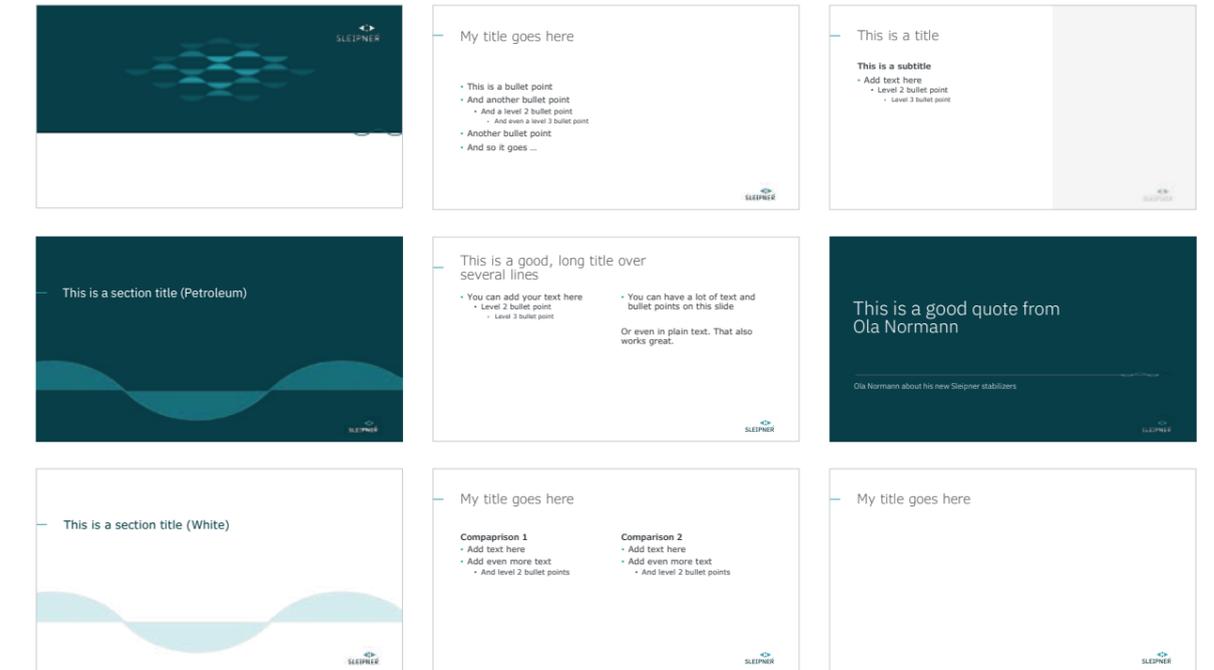
### Catalogues



### Poster



## BRAND USE



## POWER POINT

This is Slepners Power Point template. Please contact the marketing departement to access the template.

## BRAND USE



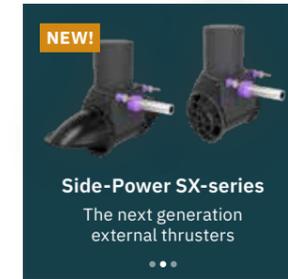
Examples of product walls, branding walls and communications concept walls

## EVENT MATERIALS

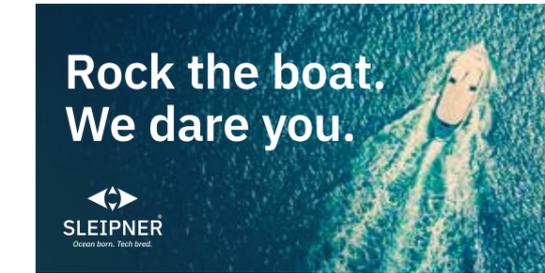
We are often at events displaying our products. Above are plans for branding at these events, and the elements used.

## BRAND USE

Facebook/Instagram



LinkedIn



SoMe profile pictures



## SOCIAL MEDIA

The above shows examples of posts/ads on social media. It is important to be consistent across all platforms, so Slepner is perceived and recognised as one and the same brand no matter where you meet us.

On all social media we use the primary colour logos, in negative or positive.

## BRAND USE

Google display/programmatic ads

## DIGITAL ADVERTISING

These are examples of Google ads.

They can be product oriented or brand oriented. Keep the message short and to the point, and make sure the ads have good legibility. A CTA should always be present.

## BRAND USE

Brand building exposure, Half page / Full page / Spread

## PRINT ADVERTISING

These are examples of print advertisements in different sizes.

Boating magazines

BRAND USE

**SEP130/250T**

**SLEIPNER**  
Ocean born. Tech bred.

- INTELLIGENT POWER CONTROL
- TWIN
- GALVANIC SEPARATION
- SEALED DRIVE LIFETIME LUBRICATED
- Q-PROP™
- PRO VARIABLE SPEED CONTROL
- S-LINK™

- Made in Norway -

**SE40/125S2**

**SLEIPNER**  
Ocean born. Tech bred.

- INTELLIGENT POWER CONTROL
- SINGLE
- GALVANIC SEPARATION
- SEALED DRIVE LIFETIME LUBRICATED
- Q-PROP™

- Made in Norway -

PRODUCT LABELS

Examples of product label usage and colouring.

**SLEIPNER**

Here can be installed at an angle off the vertical centre, any space available in your vessel.

SE20	SE25	SE30	SE40	SE50	SE60	SE80	SE100
12V	12V	12V	12V	12V	24V	24V	12V 24V
Thrust at 12/24V (kg)	25	30	40	48	62	62	73
Thrust at 10.5/21V (kg)	20	25	30	40	50	50	60
Ideal Vessel Size (m/ft)	10/33	10/33	6-8/20-28	8-10/26-34	8-11/27-37	9-11/27-37	10-15/35-48
Internal Diameter (mm)	110	110	125	125	140	140	185
Propulsion System	Single	Single	Single	Single	Single	Single	Twin
Power Output (kW • Hp)	1.5 • 2	1.5 • 2	2.2 • 3	2.4 • 3.2	2.4 • 3.2	2.4 • 3.2	4.4 • 6
Power requirement (V)	12	12	12	12	12	12	12
Weight (kg)	9.5	9.5	10	15	15	15	20
Min. Battery CCA (DIN)	200	200	300	300	350	350	550

SE120	SE130	SE150	SE170	SE190	SE210	SE230	SE250	SE300
12V	12V	12/24V	12/24V	12/24V	24V	24V	24V	24V
Thrust at 12/24V (kg)	139	160	160	182	210	250	300	340
Thrust at 10.5/21V (kg)	120	130	130	150	170	210	250	300
Ideal Vessel Size (m/ft)	13-18/42-60	13-19/42-62	14-20/44-64	15-22/50-70	17-24/55-78	18-25/60-84	22-30/72-100	
Internal Diameter (mm)	215	250	250	215	250	250	300	300
Propulsion System	Twin	Twin						
Power Output (kW • Hp)	6.4 • 8.55	6.5 • 8.7	6.5 • 8.7	8.8 • 11.8	8.8 • 11.8	10 • 13.15	11.4 • 15.5	15 • 20
Power requirement (V)	24	12	24	24	24	24	24	48
Weight (kg)	34	37	37	38	44	68	70	73
Min. Battery CCA (DIN)	450	750	400	560	560	700	700	400

com Ver 01 2022

PRODUCT SPEC SHEETS

Examples of product spec sheets.

BRAND USE



PROMOTIONAL MATERIAL

Branding on promotional material is very useful and powerful. On these materials use the primary logo and the additional graphic elements can be used where suitable.



### PRODUCT BRANDING

On product branding we primarily use the secondary colour logos.

# BRAND USE, REALISATION

How to use the brand on different surfaces and media.

## BRAND USE

### Catalogs 2024



Download the latest Sleipner product catalogs on our website or order a print version with your next shipment.

## PRINTED ITEMS

These are the covers for our latest product catalogs in English.

## BRAND USE

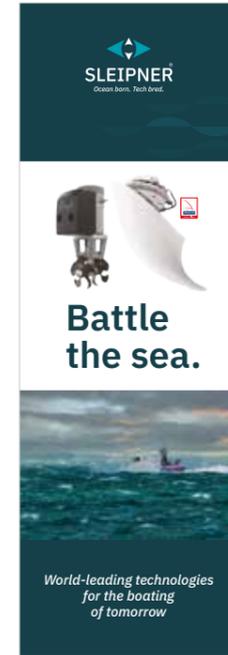
### Flags



### Banners



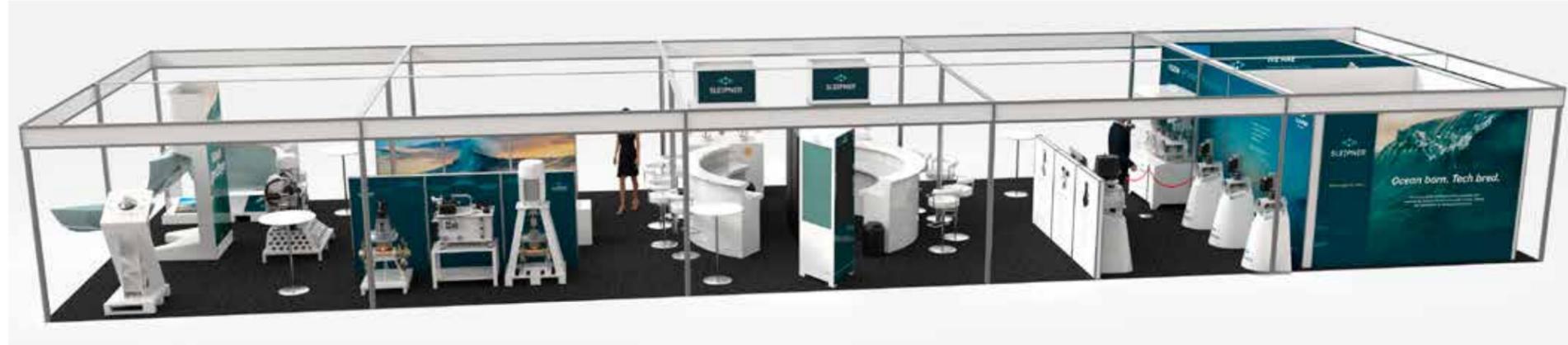
### Window signage



## PRINTED ITEMS

These are examples of different printed items using the brand elements.

## BRAND USE



Examples of product walls, branding walls and communications concept walls

## EVENT MATERIALS

Above are plans for the Metstrade, Amsterdam, NL. This is an example for a B2B trade show and our largest booth displaying a wide range of our products.



## BRAND USE



Main stand of four tents at Vieux Port.



Examples of product walls, branding walls and communications concept walls

## EVENT MATERIALS

The Cannes Yachting Festival is for both motor boats, and sail boats. Sleipner exhibits with focus on motor boats on the main stand and focus on sail boats in cooperation with the french dealer with whom Sleipner shares the second booth. The event is held outside and the booth space is in divisions of 3 x 3 tent modules.



Cooperation stand at Port Canto.

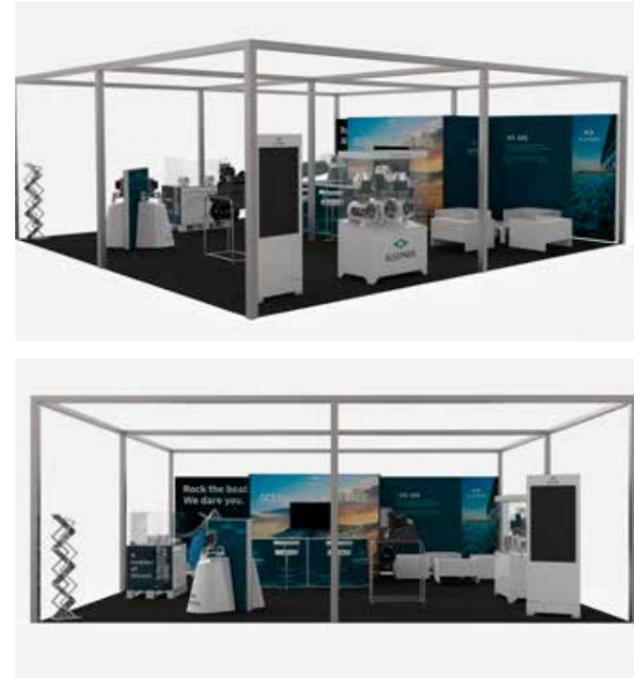
## BRAND USE



Examples of branding walls and communications concept walls

## EVENT MATERIALS

This example shows the Genua Boat Show, an Italian show for motor boats and smaller yachts. Though it is a local show, English is preferred to use.



## BRAND USE



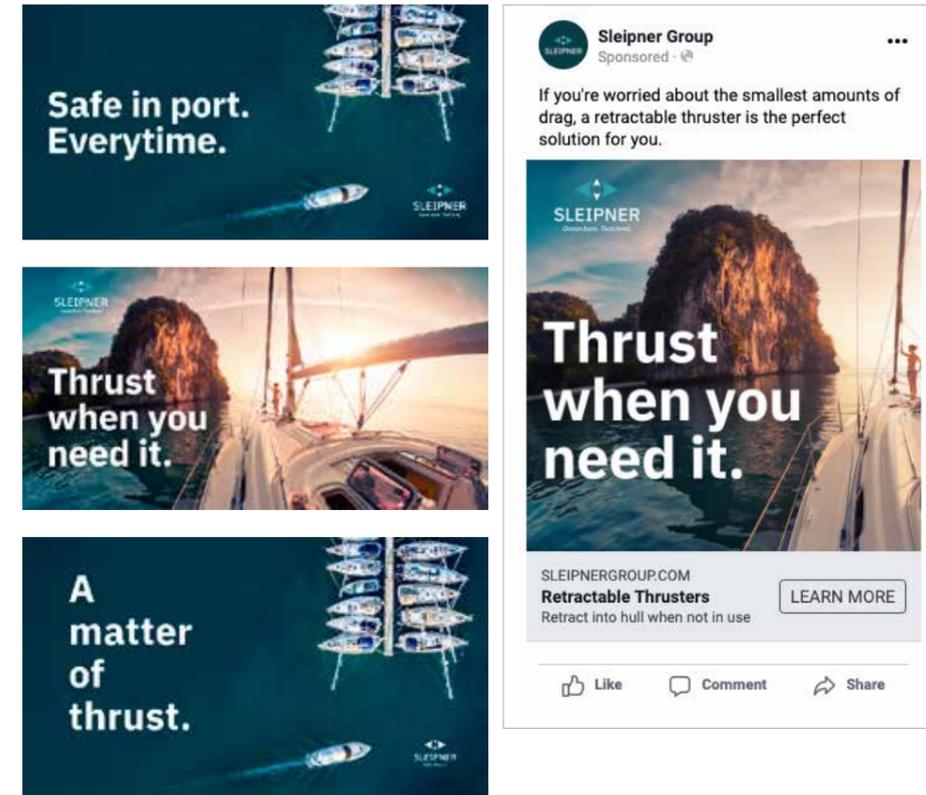
Examples of product walls, branding walls and communications concept walls

## EVENT MATERIALS

The Europort in Rotterdam/NL is an example of a commercial boat show. The focus is on products for large vessels as AC electric and hydraulic thrusters and Vector Fins™ stabilizers. A smaller range of products and a different wording with special imagery.

## BRAND USE

### Social media international

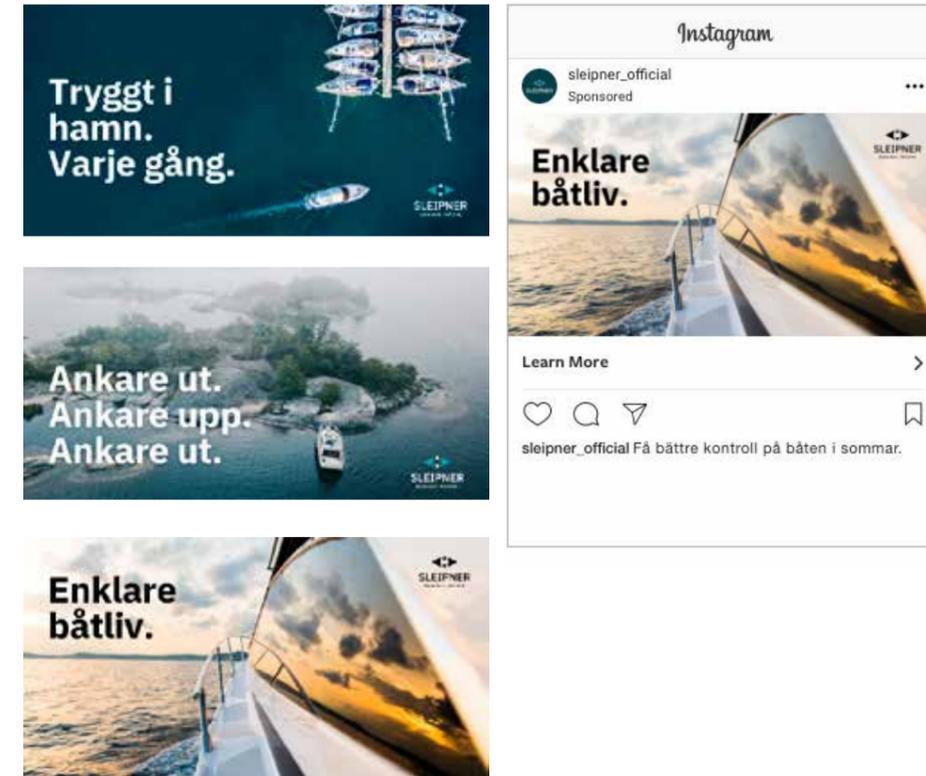


## SOCIAL MEDIA

The above shows examples of posts/ads on social media. It is important to be consistent across all platforms, so Sleipner is perceived and recognised as one and the same brand no matter where you meet us.

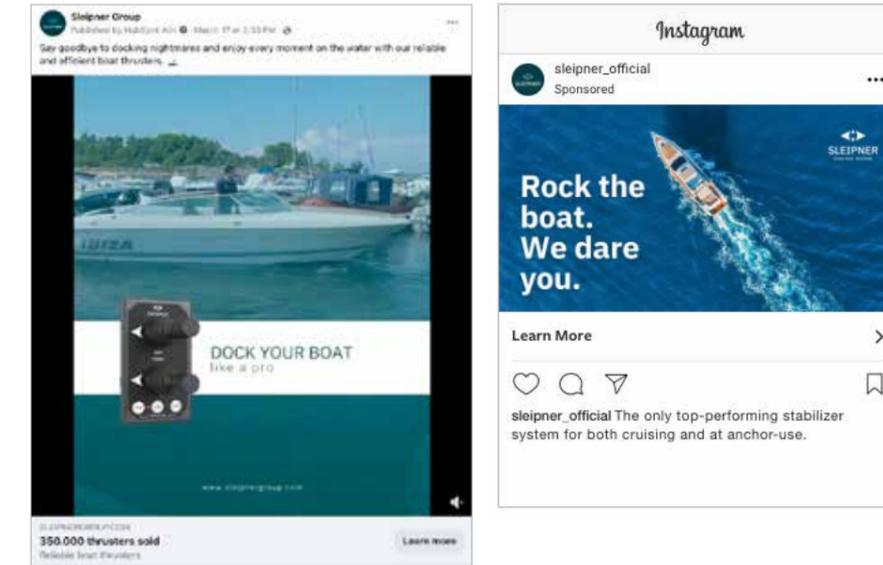
On all social media we use the primary colour logos, in negative or positive.

### Social media national



## BRAND USE

### Social media international

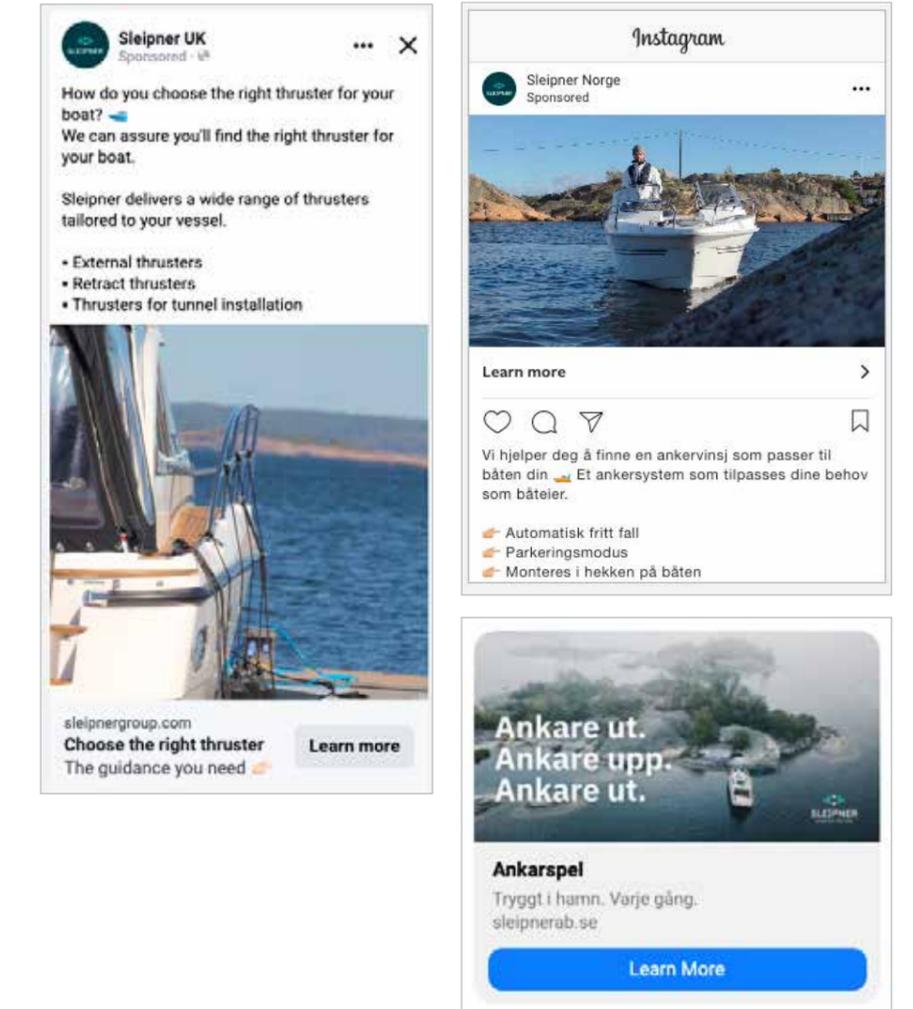


## SOCIAL MEDIA

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### Social media national



## BRAND USE

### Leaderboard gifs



## DIGITAL ADVERTISING

These are examples of gifs.

## BRAND USE

### Brand building exposure, Quarter page / Full page / Spread / Cover



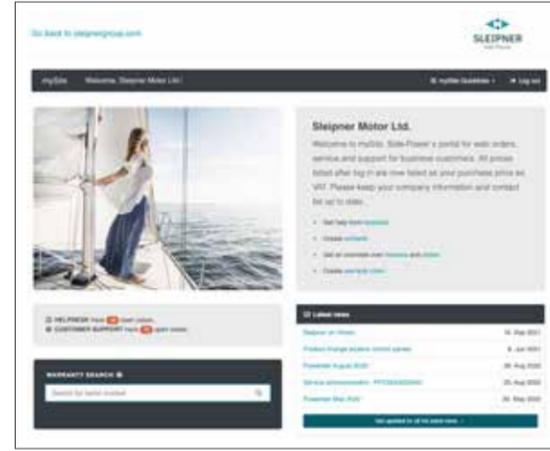
## PRINT ADVERTISING

These are examples of print advertisements in different sizes.



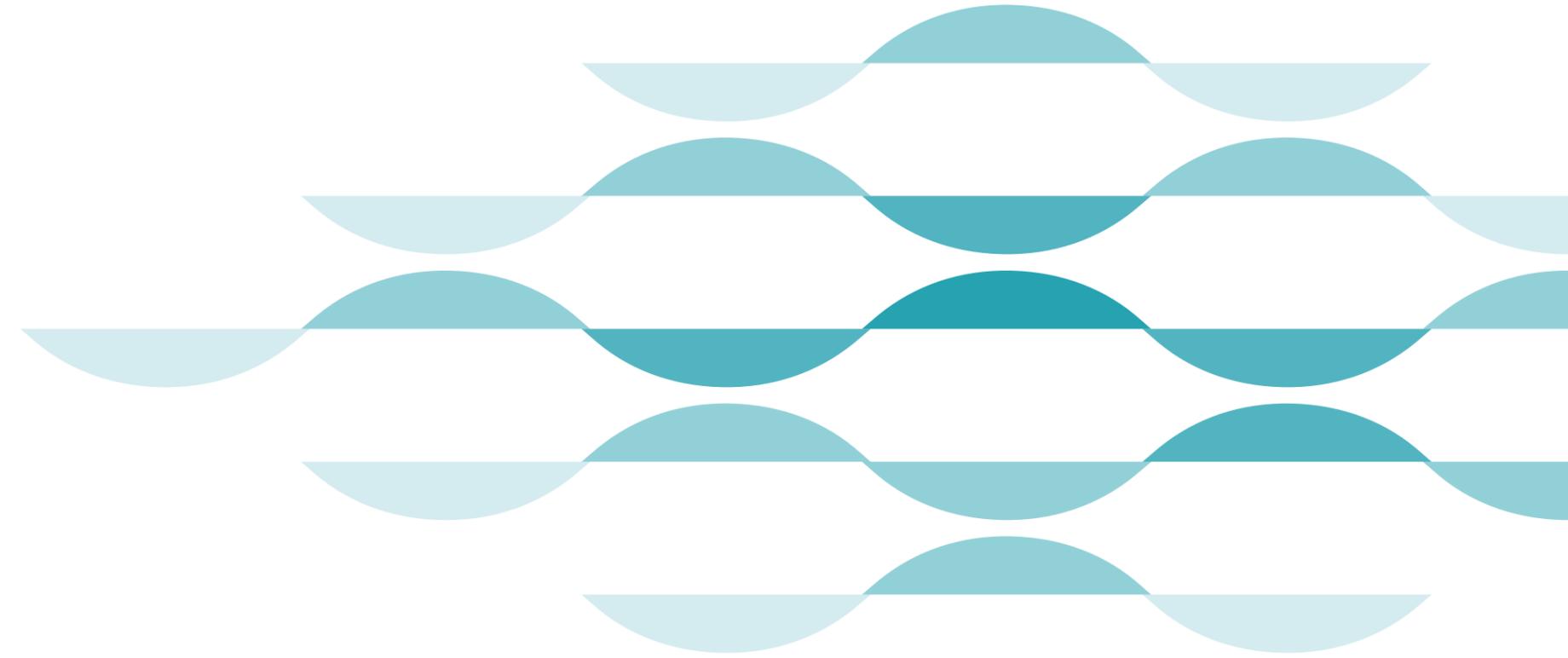
### CATALOGS

Download the latest Sleipner product catalogs on our website or order a print version with your next shipment.



### MYSITE

Log in to mySite for logos, graphics and imagery.





**SLEIPNER** BRAND GUIDELINES

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