

CORPORATE IDENTITY

Quick Guide

Version 1.1, October 2011

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How a company is represented visually has a great impact on how it is perceived. A graphic identity has the power to carry a brand forward and embody the values with which a company wants to be associated.

This is why, as a global brand, a consistent and unified image is of great importance to Gunnebo. By ensuring that we use a shared graphic identity in all our markets, we strengthen our brand, its reputation and what it stands for.

Every Gunnebo employee has a responsibility to see to it that our graphic guidelines are followed and our brand respected in all forms of communication – from five centimetre business cards to five metre displays.

This Quick Guide will help you, but please remember that it is just that – a *quick guide*. It is full of useful pointers intended to set you on the right path but is by no means the whole story. A complete and regularly updated corporate identity manual is available on my.Gunnebo.NET. This also includes our “text identity” – a set of pre-approved texts designed to ensure we communicate a consistent message about our business.

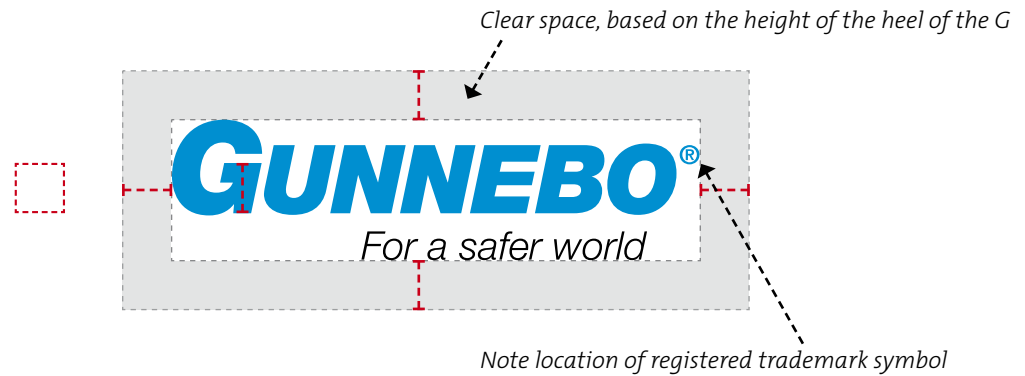
If you have any further questions, these can be answered by Group Communications.

Kind Regards

A handwritten signature in black ink, appearing to read 'Karin Wallström'.

Karin Wallström

Logo



Colour Palette

	CMYK	Pantone c/u	RGB	Hexadecimal	RAL	NCS
<i>Primary Colour</i>						
 Gunnebo Blue	100-9-0-6	PMS Process Blue	0-148-215	#0094D7	240 50 40	S 2065-B
<i>Secondary Colours</i>						
 Gunnebo Green	94-0-43-0	PMS 326	0-172-167	#00ACA7	160 60 40	S 2050-B60G
 Gunnebo Dark Blue	100-56-0-18	PMS 294	0-69-131	#004583	270 30 35	S 3560-R80B
 Gunnebo Grey	0-6-6-27	PMS Warm Grey 4	176-169-165	#B0A9A5	270 30 35	S 2502-R
 Gunnebo Orange	0-47-100-0	PMS 144	242-127-26	#F27F1A	060 70 70	S 1070-Y40R

CMYK (cyan, magenta, yellow and black) is used for four-colour printing

Pantone c/u (PMS, Pantone Matching System coated/uncoated) is used for printing in two or three colours

RGB (red, green, blue) is used to reproduce colours on a computer (or television) screen

Hexadecimal colour codes are used for designing web pages

RAL is used for defining colours for paint and coating

NCS (Natural Colour System) is used for printing on textiles or painting an interior

Fonts

Printed Material

For headings and pull quotes

For body text

TheMix

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!

Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!

TheSans

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!

Plain

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!

TheMix and TheSans can be ordered from Karin Wallström.

Other

For e-mails, websites (Internet, Intranet and Extranet),
Word documents and PowerPoint presentations: **Verdana**

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!

Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789&'"(\$!ç)-,;:?!



Border

- Used at the top of the front page of all material (concept brochures, product sheets, posters, ads, etc)
- The size, shape and colour should not be altered in any context
- For concept brochures, the border is also used at the top of the back page, but curves down from left to right



Coloured Line

- The coloured line should be used on the front and back cover of the concept brochure (never inside) and on the front and back of the product sheet
- Should overlap the bottom of the page
- Should be exactly 3mm thick
- Also used on the bottom of coloured business cards, PowerPoint template and corporate web pages (Internet and Intranet)



Primarily Gunnebo Blue and Gunnebo Grey

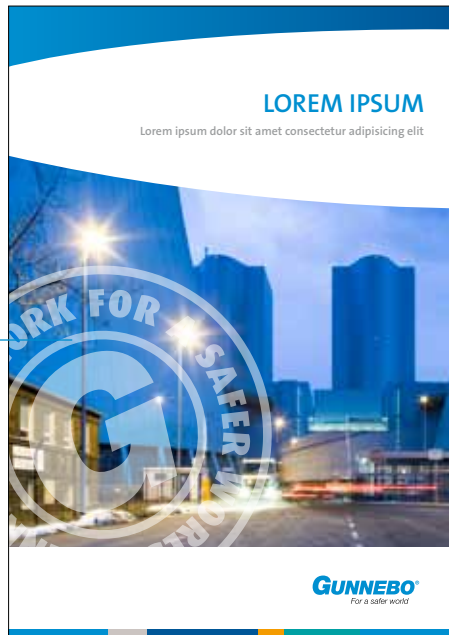


Other Gunnebo colours can be used online

Gunnebo Stamp

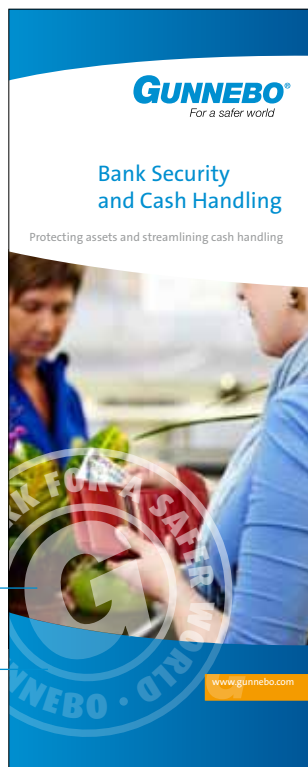
- As standard, the stamp reads “GUNNEBO FOR A SAFER WORLD”, but the text can be changed to suit the material
- However, the “G” in the middle must *always* remain
- Used on the front of all material except for product sheets
- On a plain white background, use Gunnebo Blue (100%)
- On top of a photo or coloured background, use the stamp as a watermark in white with around 50% opacity (depending on the photo)
- The stamp may also be used online where the full range of Gunnebo colours can be used, but primarily Gunnebo Blue and Gunnebo Grey
- For positioning, see examples on next page

! Standard stamps downloadable from Gunnebo's Mediabase



1) Concept Brochure – Front Page

- Should be positioned in the bottom left of the picture, overlapping the side of the page, but should not be visible outside of the picture.
- Covers roughly one third of the picture.



2) Concept Brochure – Inside

- Stamps can also be used as a feature inside concept brochures. There is no restriction on where they can be placed, but somewhere they should overlap the side of the page.

3) Posters, Quick Screens and Other Display Material

- Should be positioned in the bottom left of the picture, overlapping the side of the page. Unlike the concept brochure cover, the stamp may also be visible outside of the picture.
- Note the difference in opacity between the part of the stamp on the picture and the part on the blue background.

>> AIRPORT SECURITY SOLUTIONS

Page Description

- For concept brochures.
- A general heading to indicate where the contents of the page fit in the context of the brochure (like a chapter heading in a book).
- Made up of two chevrons and text. The horizontal centre of the chevrons should be aligned with the horizontal centre of the text.
- Text: all capitals, TheMix Bold, 20pt.
- Colour: Gunnebo Grey (60%) other Gunnebo colours (40%) or white (on pictures), but note that colour used should be the same for text and chevrons.
- Positioned in the top left of a left-hand page (chevrons pointing right then text >> TEXT) and in the top right of a right-hand page (text then chevrons pointing left TEXT <<).



A full range of solutions... *Step by step*

Heading for Graphics

- For concept brochures as a heading for graphics and illustrations.
- Text: TheMix Plain Italic, 15pt.
- Colour: Black (text 50%, line 30%) or any of the Gunnebo colours (text and line 40%), but note that colour used should be the same for text and line.

Step by step

1. Entrance

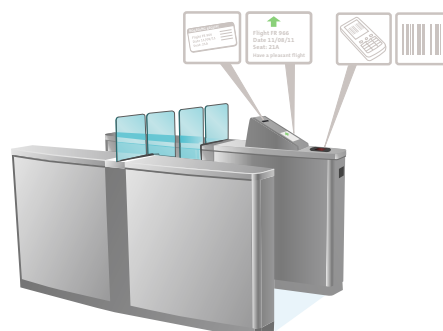
The passenger's ticket is read by a ticket scanner, barcode reader or RFID.

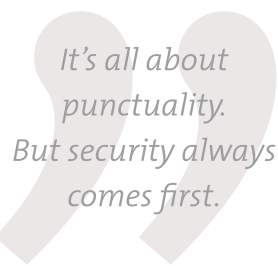
2. Identification

An in-built screen indicates the status. If the ticket is legitimate, the passenger is instantly allowed to move on.

3. Exit

BoardSec issues a receipt and the passenger boards the plane.





Small Pull Quote

- For concept brochures
- For a quote of around ten words or less which is positioned in or around text, use the small pull quote
- The quote should sit on top of the quotation mark graphic and does not have to be set in quotation marks itself
- Text: TheMix SemiLight Italic, 14pt (approx. but depends on amount of text), black (50%)
- Colour: Gunnebo Grey (40%)

Passenger transfer and processing times are shortened and security is increased



Large Pull Quote

- For concept brochures
- For a quote of around ten words or more which is positioned away from the text (on an image, for example), use the large pull quote
- The quote should sit beside the quotation mark graphic and does not have to be set in quotation marks itself
- Text: TheMix Bold, 18pt (approx. but depends on amount of text)
- Colour: Any of the Gunnebo colours, but note that same colour must be used for text and quotation marks

www.gunnebo.com

gunnebo.com
Read more at Gunnebo.com

Web Address Box

- Boxes for positioning on left, right or middle of page available
- Can be used in any type of material to highlight a web address
- Box colour: Gunnebo Orange
- Text: TheSans Bold, 10pt, white

Web Address (Discreet)

- As an alternative, a more discreet option in grey can also be used to highlight a web address
- Text behind: TheMix ExtraBold Italic, Gunnebo Grey (30%)
- Text in front: TheMix Plain, black (100%)

! Web box graphic downloadable from Gunnebo's Mediabase for each Gunnebo country site.

The data given in this material may be subject to change without further notice. The Gunnebo logo and Gunnebo – B

The Gunnebo Security Group provides efficient and innovative security solutions to customers around the globe. It employs 5900 people in 29 countries across Europe, Asia, Africa, Australia and North America, and has a turnover in excess of €640m. Gunnebo focuses its offering on Bank Security & Cash Handling, Secure Storage, Entrance Control and Services.

We make your world safer.

www.gunnebo.com

Middle position



Säkerhetslösningar för en säkrare framtid

Säkerhetsskoncernen Gunnebo levererar innovativa säkerhetslösningar som ger ökad effektivitet och skapar en säkrare värld. Idag och i framtiden. Gunnebo har erfarenheten, branschkännedom och närvaron som krävs för att kunna erbjuda de bästa lösningarna för din, dina anställdas och partners säkerhet.

Vi har kontor i 30 länder i Europa, Asien, Afrika, Australien och Nordamerika och fokuserar våra erbjudanden inom Affärsområdena Bank Security & Cash Handling, Secure Storage, Entrance Control och Services.

Vi gör din värld säkrare.

www.gunnebo.com

GUNNEBO®
For a safer world

Right position



Säkerhetslösningar för en säkrare framtid

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Vi gör din värld säkrare.

www.gunnebo.com

GUNNEBO®
For a safer world

Left position

1. BoardSec – Fast-Boarding Gates

E-ticket processing for quicker aircraft boarding. Smoother for customers and simpler for staff.

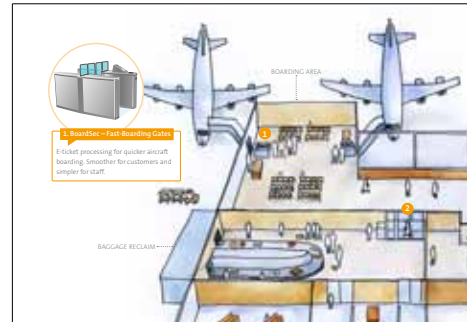
0.7pt

1. BoardSec – Fast-Boarding Gates

E-ticket processing for quicker aircraft boarding. Smoother for customers and simpler for staff.

Text Box

- For concept brochures
- Used if text is required to accompany an illustration or graphic
- Can be used in any of the Gunnebo colours, but do not mix
- Heading: TheMix, Semi Bold, 9.5pt, white
- Text: TheSans Light, 9pt, black (50%)
- Border thickness: 0.7pt

**Fact Box 1**

- For concept brochures
- Heading: TheMix Plain Italic, 15pt, black (50%)
- Bullets: TheSans Light, 9pt, black (50%)
- Border colour: any of the Gunnebo colours (100%)
- Border thickness: 0.7pt
- Background colour: White

0.7pt

Benefits

- Controls passenger movement from secure to non-secure areas
- Improves security with advanced detection system
- Allows high throughput with no passenger interaction
- Reduces staff costs
- DDA compliant

When used on photos, use a white background with 70% opacity (depending on the photo) and black text (80%)

**Fact Box 2**

- For product sheets
- To list technical specifications, benefits, features, etc
- Heading: TheMix Semi Bold, 10pt, all capitals, white
- Bullets: TheSans Light, 8pt/10pt
- Border colour: Gunnebo Dark Blue (100%)
- Border thickness: 0.3pt
- Background colour: White

0.5pt

TECHNICAL SPECIFICATIONS

- DTA connection
- XFS
- SafeControl
- Rear emptying
- TTW
- Article 6 for coins
- Choice of two currencies
- UPS
- Automatic air cleaning system for coin sensor



World Map

- Used as part of sign-off on back page of concept brochures.
- Should not be used to show locations or regions.

! Downloadable from
Gunnebo's Mediabase



“City Line”

- Used in Group level material to represent breadth of Gunnebo's offering. For example, Annual Report, In Brief, event displays.
- Can also be used as individual images to represent a specific industry.
- Full colour and blue-tone illustrations available.

! Downloadable from
Gunnebo's Mediabase



City Outline with message

- Used in Group level material.
- Gunnebo Grey and Gunnebo Orange only.
- An outline incorporating each Core Value in English is available from the Mediabase. No other text may be incorporated into the outline.

! Downloadable from
Gunnebo's Mediabase

Security Grid as used
on a product sheet



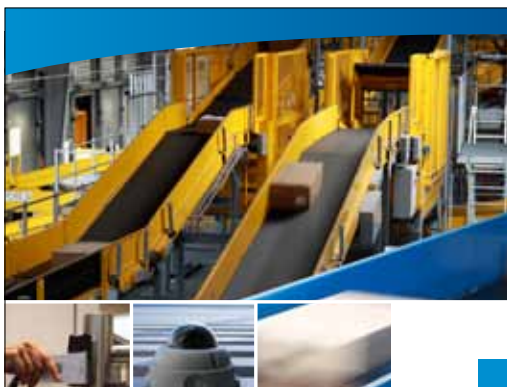
Single image
where possible

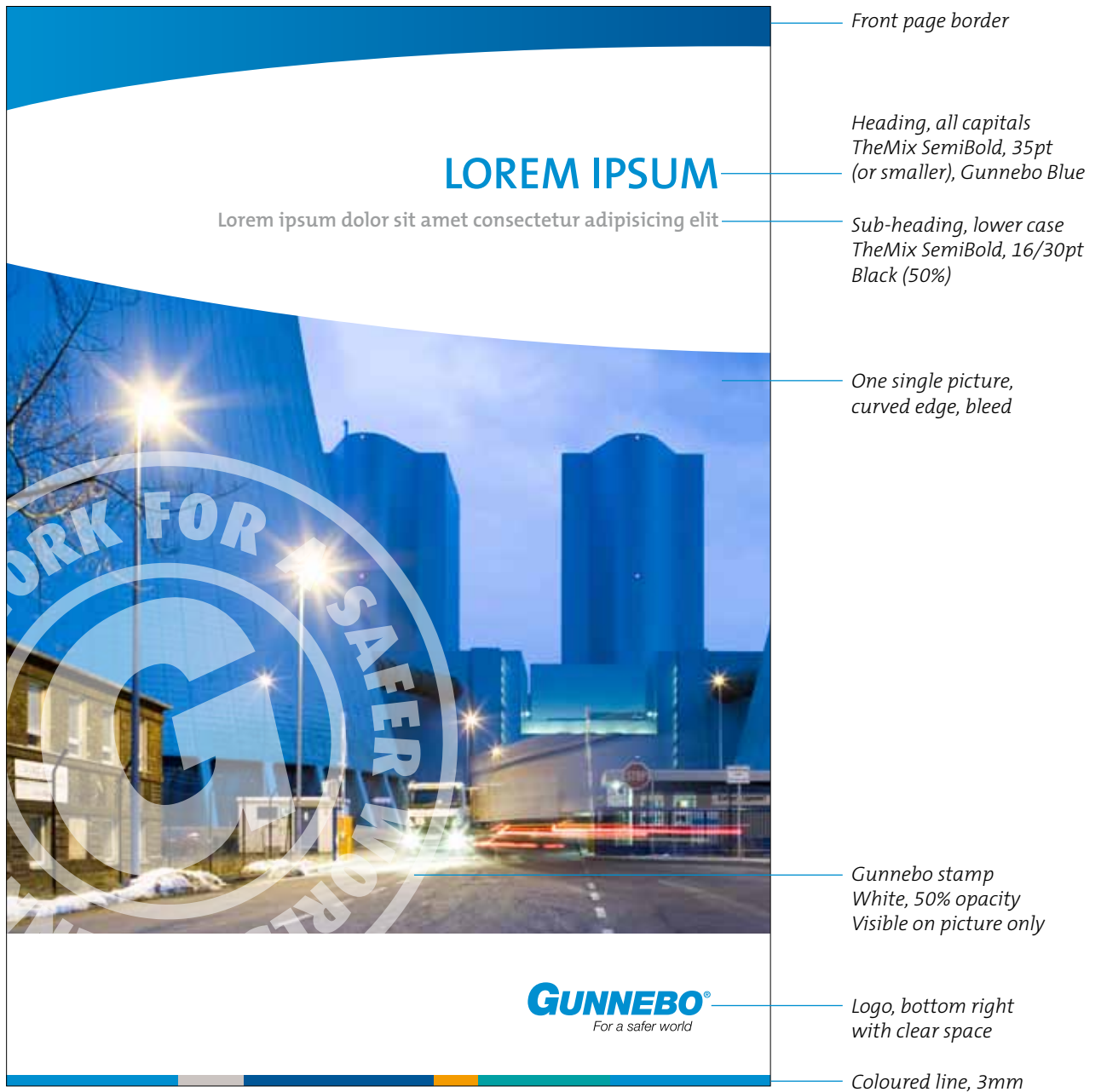
Security Mark

Security Grid

- The Security Grid has been part of Gunnebo's graphical identity before, but please note that new rules now apply to its use
- The Grid should bleed off the page, i.e. should overlap the edge of the page
- The Grid is always "finished" with the Security Mark – this is one size and always Gunnebo Blue with no border
- Try, where possible, to use a single image in the Grid
- Where several images are used, they should always be in proportion to one another

! Template downloadable
from Gunnebo's Mediabase





! Template downloadable
from Gunnebo's Mediabase



*Boilerplate

- A “boilerplate” is a short piece of text that describes the company and can be frequently re-used, for example, at the end of press releases or on the back of corporate material
- A full range of standard texts about Gunnebo make up our Text Identity and are available on the Corporate Identity TeamSite

Page description

Heading, TheMix Plain, 15pt

Body text, TheSans Light, 9.5pt

Sub-heading, TheMix Plain, 11pt

Small pull quote

LOREM IPSUM

LOREM IPSUM

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LOREM IPSUM

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AIRPORT SECURITY SOLUTIONS

Freedom of Movement, Uncompromised Security

One of Gunnebo's core businesses is Entrance Control. We offer a wide range of solutions developed to create a secure environment without compromising freedom of movement for authorised individuals or efficiency of operation within a site.

Precisely these issues – security and facilitation – are of great concern to airports.

Airport security is becoming tighter and tighter, helped in no small part by new advances in technology. Gunnebo's entrance control solutions for

boarding, immigration and passage from airside to landside all rely on sophisticated identification tools – such as document readers, biometric scanning and presence detection – to provide high-level security.

Airports are closely governed by official requirements and these set the standard which Gunnebo's security solutions meet. Since legislation and regulations differ from country to country, our solutions are also flexible enough to adapt to the varying demands of each airport.

In the past though, more security has meant more queues. That is why Gunnebo's solutions couple security with speed. Our fast-boarding gates, for example, prevent unauthorised entry onto the plane while ensuring legitimate passengers are allowed through as quickly and as smoothly as possible.

Furthermore, Gunnebo delivers airport security solutions that simplify passenger travel by ensuring

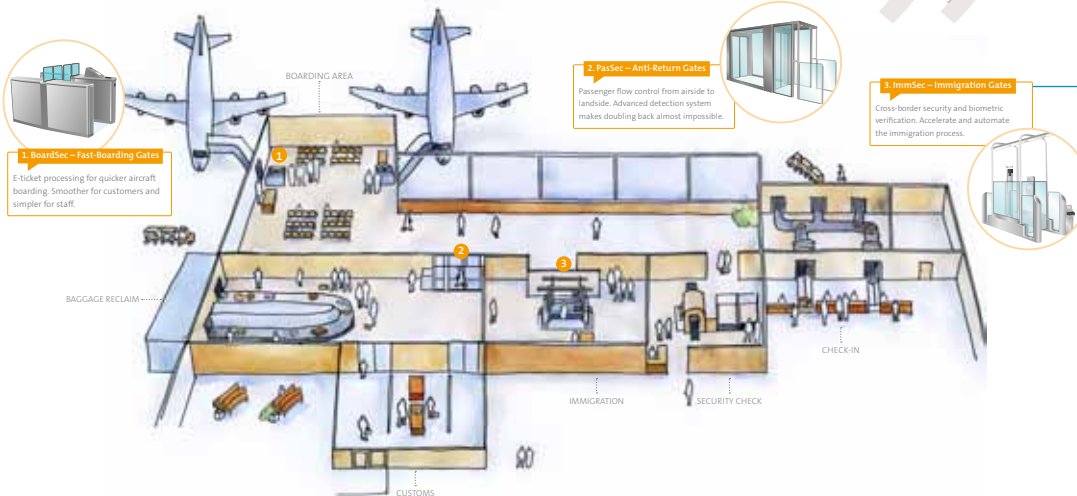
reliable, trouble-free interaction with travellers, security staff and security systems at all times.

Gunnebo's airport security solutions – making your world safer.

It's all about punctuality. But security always comes first.

Small pull quote

Text box



FAST-BOARDING

BoardSec

E-ticket processing for quicker aircraft boarding

When it comes to boarding, airlines are faced with a major challenge. Modern aircraft are getting bigger and the number of passengers is increasing, yet turnaround time remains the same. The net result is that boarding must be quicker.

Gunnebo's BoardSec gates accelerate the whole boarding process. They make it smoother for the customer and simpler for staff. Scanners for machine-readable documents (MRTDs) and e-tickets are integrated into the gates and passenger data is automatically collected for passenger manifests, advanced passenger information (API) and passenger profiling.

For an added level of security, biometric technology, such as a fingerprint reader or iris scanner, can also be integrated.

Step by step

1. Entrance

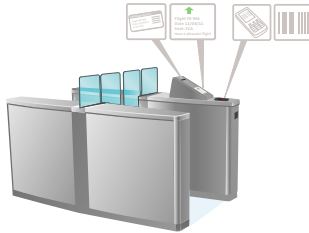
The passenger's ticket is read by a ticket scanner, barcode reader or RFID.

2. Identification

An in-built screen indicates the status. If the ticket is legitimate, the passenger is instantly allowed to move on.

3. Exit

BoardSec issues a receipt and the passenger boards the plane.



Benefits

- Accelerates and standardises boarding speed
- Reduces operational costs and removes human error
- Minimises staffing levels
- Automates the collection of data – passenger manifests, advanced passenger information (API) and passenger profiling (PP)
- Increases security with integrated biometrics technology and single passage detection
- DDA compliant

Accelerates the whole boarding process – smoother for the customer and simpler for airline staff



Large pull quote

Fact box 1

A full range of solutions...

Complete security

Security is a serious challenge for transport and logistics centres. Whilst authorised vehicles must be able to enter and exit a site unhindered, perimeter security must prevent access to unauthorised parties. Security within the site, where vehicles are parked or where freight is managed, is just as critical. A complex and coherent security structure is required which covers every area of the site.

Serious challenge

With our in-depth knowledge of critical infrastructures, considerable technological expertise and a continuously developing range of products and solutions, Gunnebo offers transport and logistics companies the total security package, ensuring reliability, flexibility and a high-level of quality. Our extensive experience and skill in access and entrance control, outdoor perimeter protection and electronic security, makes Gunnebo the preferential partner for transport and logistics companies the world over.

Complete security

We provide complete security solutions including equipment, software and value-added ser-

vices. We are able to lead the process from start to finish, from an initial audit and architecture definition to systems integration, installation and implementation, and of course ongoing maintenance once installation is complete.

Serious challenge

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Serious challenge

With our in-depth knowledge of critical infrastructures, considerable technological expertise and a continuously developing range of products and solutions, Gunnebo offers trans

...to provide total security for embassies



Gunnebo stamp



No border

Heading, TheMix
SemiBold, 20pt

Sub-heading, TheMix —
SemiBold, 10/18pt, Black (50%)

Sub-heading in text
TheMix Plain, 11pt

Body text —————
TheSans Light, 9/12pt

Disclaimer —————
TheSans Light, 8/11pt

LORUM IPSUM

Lorem ipsum dolor sit amet consectetur adipiscing elit

Lorum ipsum

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Lorum ipsum

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 proident, sunt in culpa qui officia deserunt.

LORUM

Dimensioner (HxWxD)	≈ 1210x730x765 mm
Vikt	≈ 270 kg
Stålpålt	2 mm
Strömförsörjning	230V, 50 Hz
Effekt	300W
Ljudnivå	<70 dB
Räknehastighet	<1000 mynt per min
Myntlådor/väskor	4
Omgivningsförhållanden	Temp 5-30 °C, RF 40-85%
UPS	750 VA



www.gunnebo.com

Box with web address

LORUN

- DTA anslutning
- XFS
- SafeControl
- Tömning bakifrån
- GV (genom vägg)
- Article 6 för mynt
- Val av två valutor
- UPS
- Automatisk komprimerad luftnätssystem för myntsensor

00000000

LORUN

- DTA anslutning
- XFS
- SafeControl
- Tömning bakifrån
- GV (genom väggen)
- Article 6 för mynt
- Val av två valutor
- UPS
- Automatisk komprimerad luftreningsystem för myntsensor



GUNNEBO®
For a safer world

For a safer world

- Coloured line, 3mm

! Templates downloadable
from Gunnebo's Mediabase

Job

Gunnebo AB, mother company in international Gunnebo security group is looking for a

Koncernredovisningschef

Vi söker nu för vår kunds räkning en Koncernredovisningschef med placering på koncernkontoret i Göteborg. Tjänsten rapporterar till CFO.

Dina främsta uppgifter:

- ansvara för konsolideringen av Gunnebo Holdings månads-, kvartals- och årsbokslut samt driva analysarbetet och uppföljningen av den finansiella rapporteringen
- personalsvar för fem personer
- uppdatering av redovisningsstandards (IFRS, IAS 39) och finansmanualen
- ansvara för meddelhetsprognos, kassaflödesanalys, investeringsuppföljningar, transfer pricing etc.
- ansvara för årsredovisningen samt kvartalsrapporteringen
- kontaktperson gentemot revisorer, dotterbolag, banker etc.

Vi söker kandidater med följande profil:

- civilekonom med minst fem års erfarenhet av koncernredovisning på internationellt börsnoterat bolag, tidigare erfarenhet ifrån "Big 4"-revisionsbyråer är meriterande
- mycket goda kunskaper inom IFRS och stort intresse av koncernredovisning, legal, strukturerad och noggrann med stor integritet och van att leverera hög kvalitet inom utsett tid
- goda kunskaper i större affärssystem, erfarenhet av Cognos är meriterande
- erfarenhet av personalsvar är meriterande
- svenska och engelska, skriftligt som muntligt

Övrigt:

Vill Du ta chansen att arbeta för Gunnebo AB? Skicka då Din ansökan med referens: IME/112939 till Mikael Ekstrand, ansvarig konsult på Michael Page. Din ansökan skickas Du snarast till sweden@michaelpage.se.

Gunnebo security group has an annual turnover of MEUR 750 and 6.800 employees. We are suppliers of integrated security solutions for bank, retail and also in need of high security protection. Our experience and presence make your world safer.

GUNNEBO
For a safer world

Gunnebo AB, mother company in international Gunnebo security group is looking for a

Koncernredovisningschef

Vi söker nu för vår kunds räkning en Koncernredovisningschef med placering på koncernkontoret i Göteborg. Tjänsten rapporterar till CFO.

Dina främsta uppgifter:

- ansvara för konsolideringen av Gunnebo Holdings månads-, kvartals- och årsbokslut samt driva analysarbetet och uppföljningen av den finansiella rapporteringen
- personalsvar för fem personer
- uppdatering av redovisningsstandards (IFRS, IAS 39) och finansmanualen
- ansvara för meddelhetsprognos, kassaflödesanalys, investeringsuppföljningar, transfer pricing etc.
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Teaser

**WE KNOW HOW
TO MAKE THE
WORLD SAFER**

Find out how
at Skydd 2011

GUNNEBO
For a safer world

Event/
Invitation

WE KNOW HOW TO MAKE THE WORLD SAFER

Find out how at Skydd 2011

**SKYDD 2011
STOCKHOLMSMÄSSAN
30 sep – 3 okt
MONTER A 14:10**

www.gunnebo.com

GUNNEBO
For a safer world

Corporate

www.gunnebo.com

Gunnebo är en internationell säkerhetskoncern med en årlig omsättning på 6 700 Mkr och 6 800 anställda.

Koncernen tillhandahåller integrerade säkerhetslösningar till kunder med höga krav på säker kontanthandling, passage- och tillträdeskontroll, inläggskydd och brandskydd.

De viktigaste kundsegmenten är bank, detaljhandel och anläggningar i behov av högsäkerhetsskydd. Gunnebo är dessutom världsledande leverantör av högsäkerhetsklassade brand- och inbrottskyddande sälj.

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GUNNEBO
For a safer world

! Template downloadable
from Gunnebo's Mediabase



Poster Size

- The specifications indicated above are based on the standard poster size of 50x70cm. With other sizes of poster, the size of the text should be scaled up or down accordingly.

! Template downloadable from Gunnebo's Mediabase



Quick Screen, can be used alone or in a row



! Template downloadable
from Gunnebo's Mediatbase



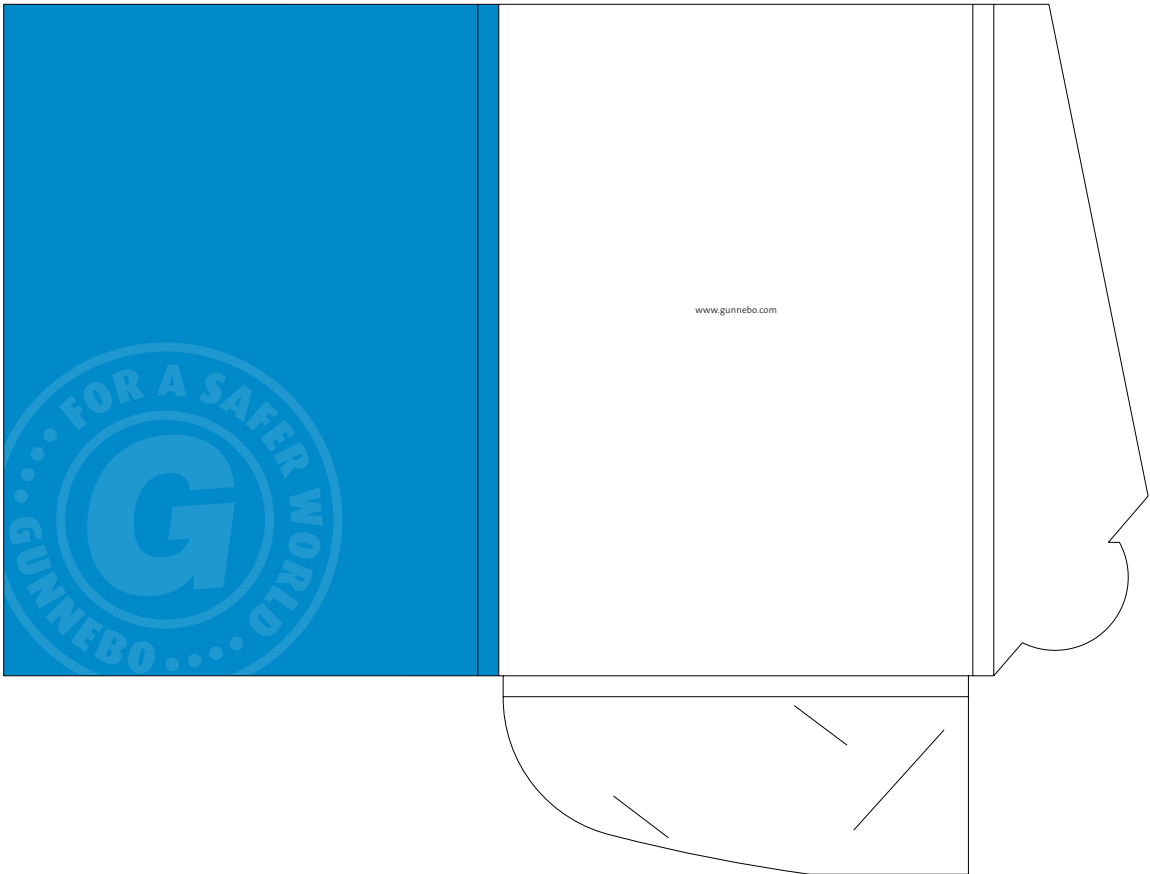
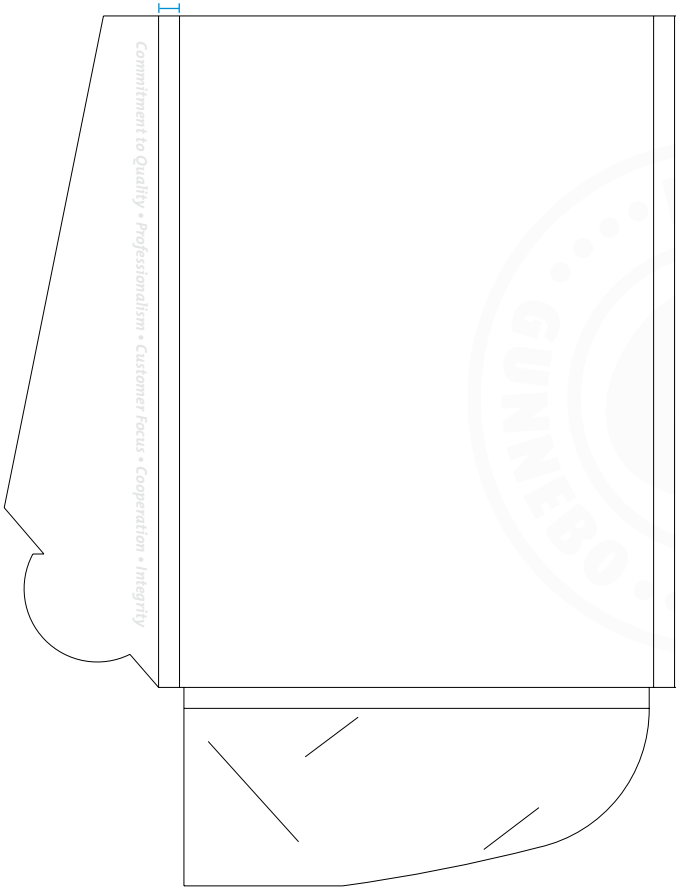
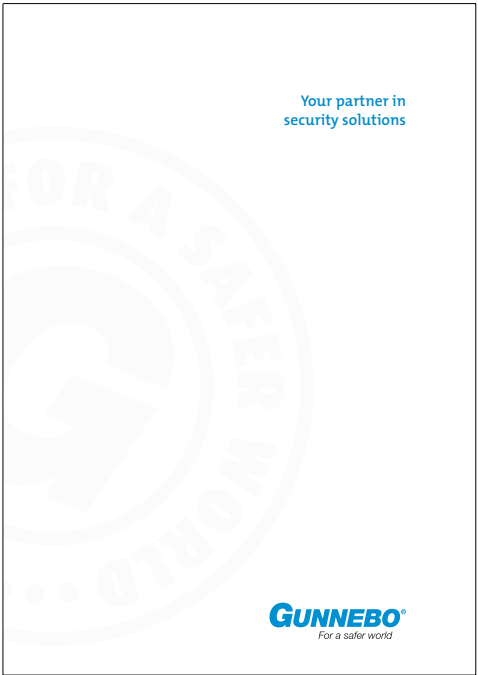
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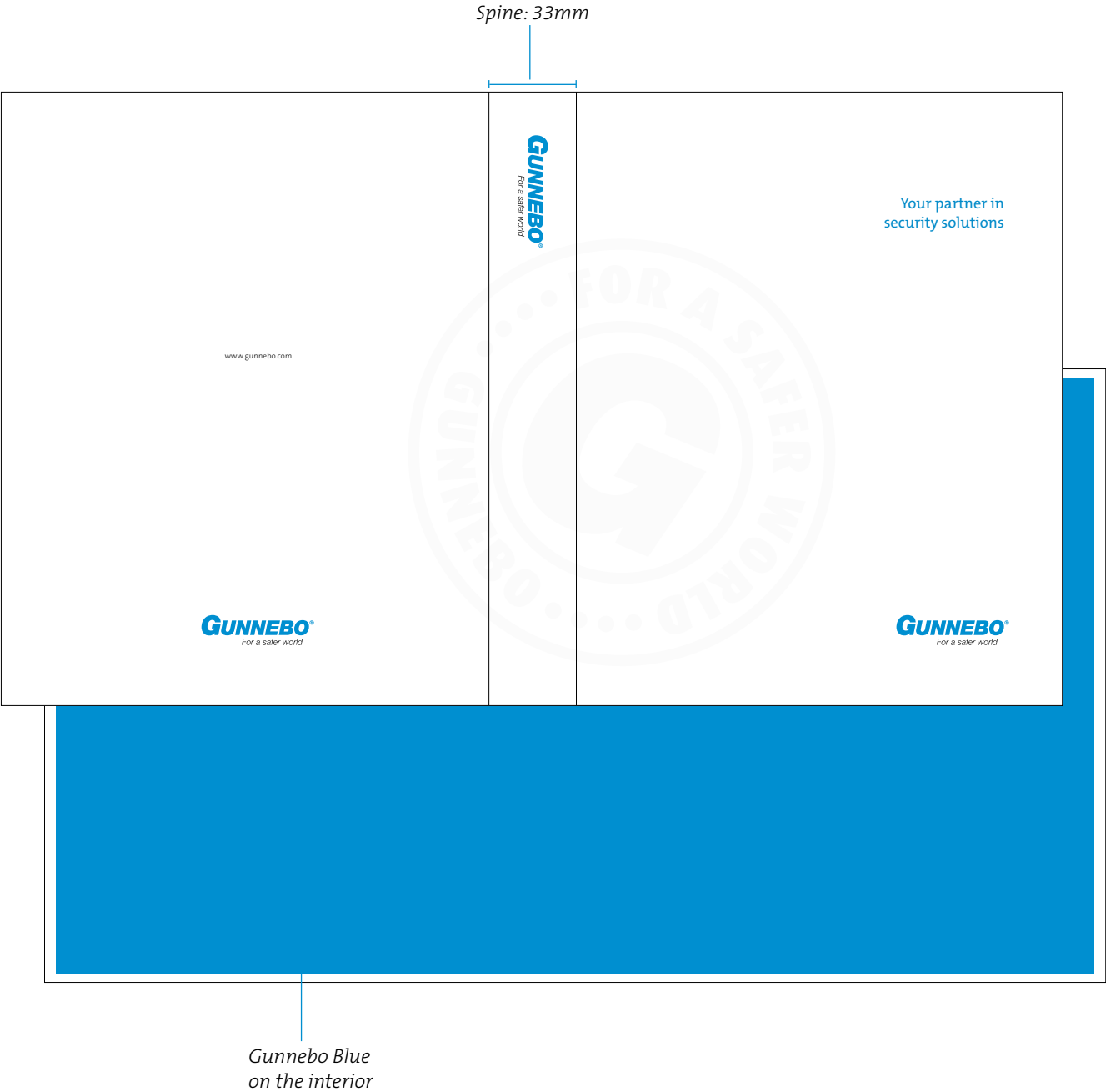
Back

! Template downloadable
from Gunnebo's Mediabase

Spine: 10mm



! Template downloadable
from Gunnebo's Mediabase



Templates

A range of document templates are available to download either from Gunnebo's Mediabase or Gunnebo's Intranet, my.gunnebo.net.

Printed Material (Mediabase)

- Concept brochure
- Product sheet
- Ads: job (colour and b/w), teaser, corporate
- Event invitation
- Posters, quick screens
- Folder, binder
- CD cover and label

Computer (my.gunnebo.net)

- Screensaver
- Desktop background
- E-mail signature

Stationery (via order system on Mediabase)

- Compliment slip
- Correspondance card
- Envelope, letterhead

Other (my.gunnebo.net)

- Newsletter
- Press release
- PowerPoint presentation
- Word document



Business Cards

Business cards should be ordered from Gunnebo's Mediabase, but only by designated individuals within each organisation. Please check with your local marketing manager or Group Communications for more details.

There are two designs – plain and coloured.

