

BRAND MANUAL

ROTOTEC

CLEVER GEOENERGY PIONEER

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BRAND MANUAL

This brand manual presents the elements of the Rototec company identity and their use in various contexts. It provides guidelines for the proper use of the Rototec logo and tagline, and defines the Rototec way of communicating.

The purpose of the brand manual is to provide guidelines that will help us communicate a correct and consistent image of Rototec. The brand manual is not a restrictive collection of rules and regulations, but a useful tool supporting our everyday communication.

If you have any questions regarding the guidelines, please contact us at: [**media@rototec.fi**](mailto:media@rototec.fi)

BRAND CORE

Rototec is a

Clever Geoenergy Pioneer.

This means that Rototec is an innovative forerunner in the geoenergy business. We want to be in the forefront of the energy revolution in order to make a better world for future generations. To make this happen, we are dedicated to constantly thinking outside the box and challenging any old-fashioned ways of doing and thinking.

SLOGAN

Be a green pioneer.

Our slogan summarizes the core of the brand. We aim to use it as much as possible and in various ways, for example in ad texts, visual elements (such as splash) or social media.

The slogan is adjusted to the international market as well as our business operations in Sweden, Norway and Finland.

EN: Be a green pioneer.

SVE: Välj rätt energi.

NO: Velg riktig energikilde.

FIN: Planeetan kovinta energiaa.

TAGLINE

Clever Geoenery Pioneer.

The Rototec tagline is always used together with the logo. It summarizes what Rototec stands for.

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STONE OF VOICE

With the right tone of voice we present our brand personality and values. We communicate in a disruptive way to cause major change in the entire energy business with thought provoking messages. As we encourage our stakeholders to take a stand in a non-provocative way, we raise the discussion regarding energy options.

We strive to become the opinion leader in geoenergy – therefore we appeal to feelings regarding climate change and a better future. In the meantime we make people feel good about themselves as they make the right decisions.

LOGO

The Rototec logo consists of clear and timeless typography and its main color is “Rototec green”. The color values for different media types are listed in this manual on page 13.

Secondary versions – white or black – can also be used to reinforce the visibility of the logo on dark or very light backgrounds.

The right color version of the logo should always be used to obtain the best possible visibility.

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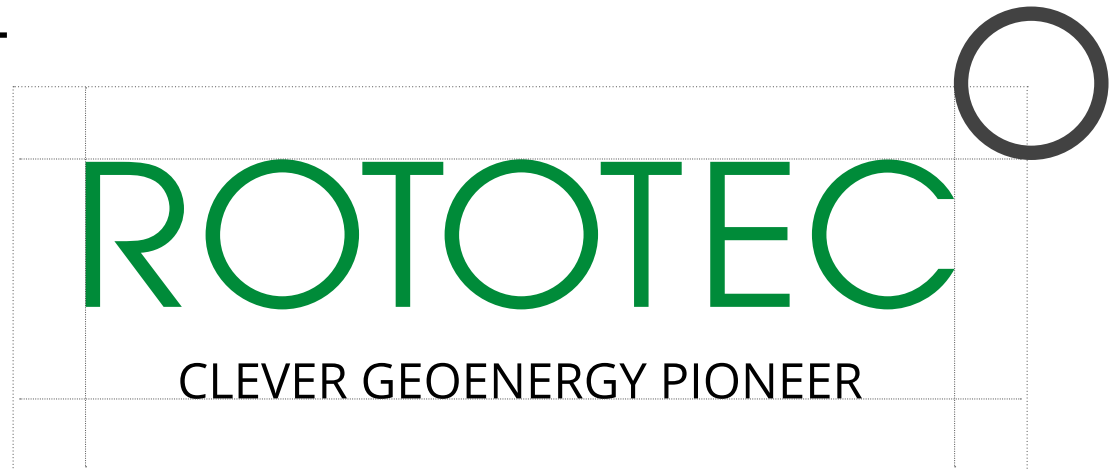
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LOGO – BUFFER ZONE

In order to maintain good visibility, a buffer zone should always be left around the logo.

The area is placed around the edges of the logo, and it is preferably at least half the size of the logo's letter O.



LOGO – PLACEMENT

As shown in these example banners, the primary placement of the logo is in the lower left corner. The secondary placement of the logo is centered in the lower area of the format.

Roll ups are an exception to these rules. When using this format, the logo should always be placed centered in the upper area. See the example on page 18.



TYPOGRAPHY – TITLES

The font for all titles, headings, quotes and texts that need to be highlighted is the timeless and distinct Futura.

The bold version is preferred for titles and headings. The medium version is suitable for quotes.

The fonts are the same for both digital and printed media.

Futura Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9

Futura Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9

TYPOGRAPHY – BODY TEXT

For introductions and body text, the font Open Sans is used. The bold version is preferred for introductions and the regular version is suitable for body text.

The font Verdana is used when Open Sans is not available, for example in Power-Point-presentations and e-mails.

The fonts are the same for both digital and printed media.

Open Sans Semibold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9

Verdana

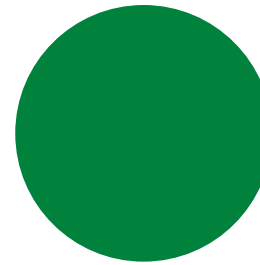
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Å Ä Ö
a b c d e f g h i j k l m n o p q r s t u v w x y z å ä ö
0 1 2 3 4 5 6 7 8 9

COLORS

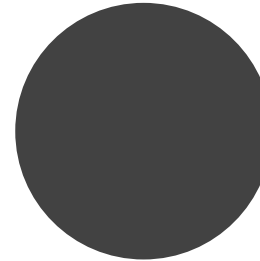
The bright and colorful palette reflects our sustainable and innovative brand values.

Rototec green is the primary color to be used in various materials and can also be combined together with the complementary colors.

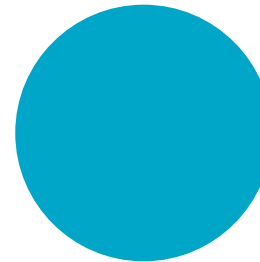
The right color value should be used depending on the media type.



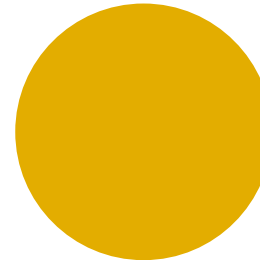
Rototec Green
CMYK 96 2 100 12
RGB 0 130 61
Pantone 348 C



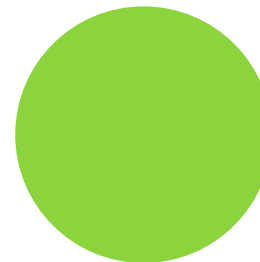
Grey
CMYK 0 0 0 85
RGB 66 66 66
Pantone Cool Grey 11



Blue
CMYK 76 14 16
RGB 0 166 199
Pantone 312 C



Orange
CMYK 0 40 100 0
RGB 227 173 0
Pantone 143 C



Light Green
CMYK 48 0 98 0
RGB 140 212 61
Pantone 375 C

PHOTOS

Photos are an essential part of the brand and its communication. The photos contain real people in authentic situations and should reflect worksites, projects, buildings and staff members.

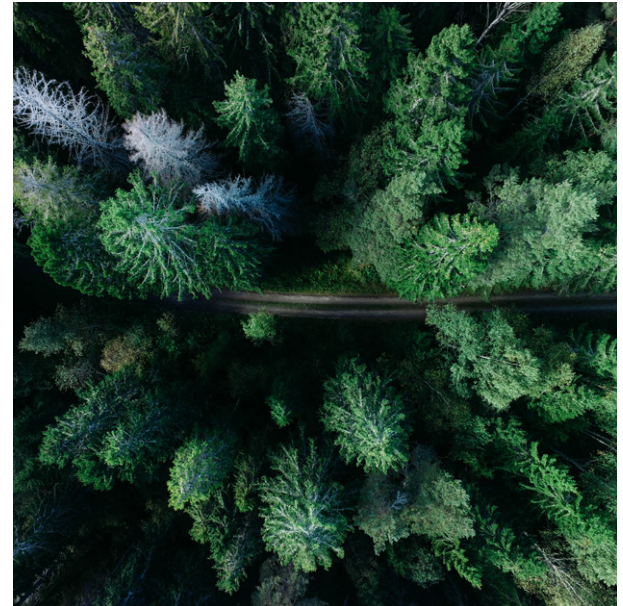


PHOTOS

The environmental values are reflected through inspiring and fresh photos of nature and urban surroundings.

It is important to use professional quality photos.

The same guidelines also apply when filming videos.

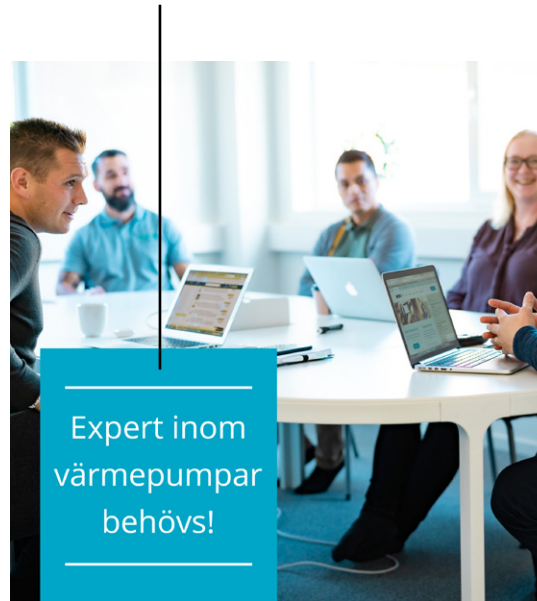


GRAPHIC ELEMENTS

Graphic elements are used to strengthen the company's message and identity in order to create a distinct brand.

Besides the elements shown here, an important part of Rototecs communication is to demonstrate their environmental achievements in large numbers – example on page 18.

Colored fields with framing lines can be used when there is a risk that the text disappears against the background image.



The arrow is only used in project related posts and its main purpose is to highlight and draw attention to the project in question.



An orange splash is used when communicating the brand slogan to make it prominent.

Colored panels are used behind headlines to increase text visibility.

CAMPAIGN MATERIAL

General campaigns are produced according to special needs and occasions. They can have a different appearance depending on the season and message.

OMA RAHA: Rahastomyrsky rauhoittumaan päin 2023/04/07

Kaupparehti

TUUSTAINA
31. MAALISKUUTA 2020

REKRYTOINTI JA OSA-AIKALUOTTAMINEN
WWW.KAUPPALAHTI.FI/REKRYTOINTI JA OSA-AIKALUOTTAMINEN
PÄÄTOIMITUS TUUSKALA 00100
NÄKÄÄ 2020

**“Hei tyypit!
On aika mennä läpi
harmaan kiven.”**

Ajattele #MAANTAVALLA

Jos Maa saisi valita, millaista energian käyttöä, se olisi mahdollisimman puhdasta, jota voimme taata hyvän tulevaisuuden myös jälkipolville.

Etenkin Suomessa maaperä on otollista maailman hyödyntämiseen.

Katso, millaisia tuottoja maailmapöytä siirtymään tuo suorille kimmesteille.

Rototec.fi/maantavalla

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Vuonna 2017 perustettu suomalainen Rototec Oy on Euroopan suurin maaperän lämmön ja lämpötilan...



“När värmen kommer inifrån.”

Värm upp och kyl ner med Rototec – Europas största bergvärmeleverantör. Klimatsmarta lösningar med bra avkastning. Välj rätt energi på rototec.se

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PRINTED MATERIAL

In non-digital platforms and situations we use printed material to spread knowledge about the brand and geoenery. Roll-ups and brochures are common examples.



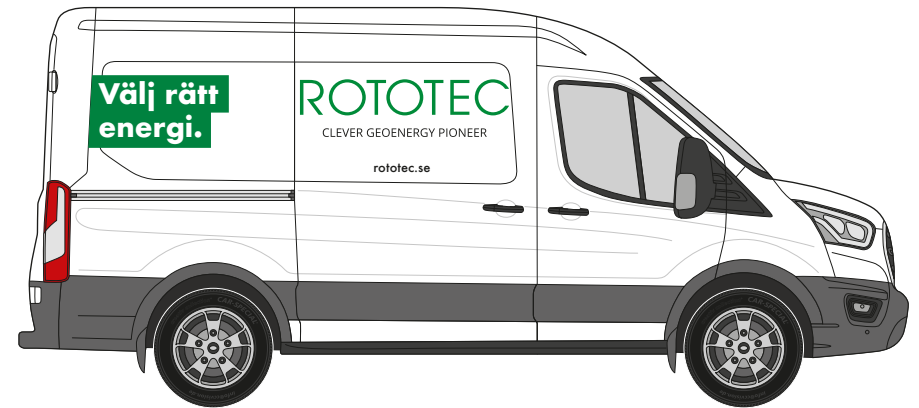
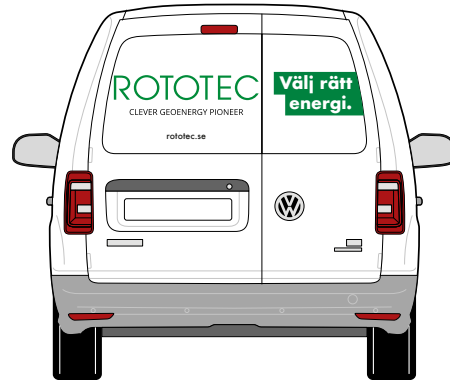
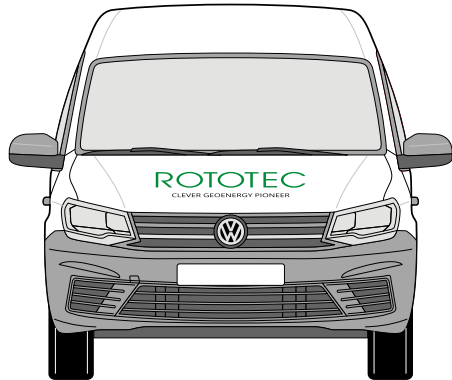
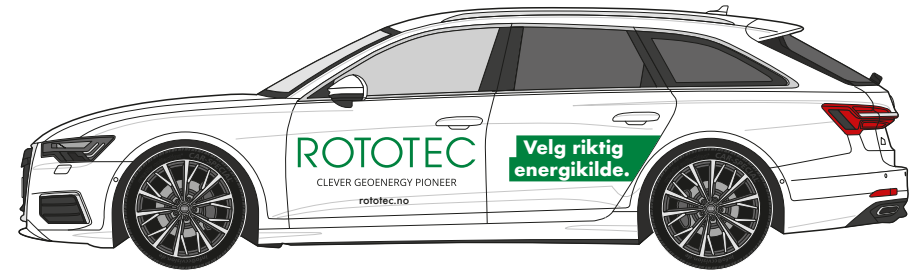
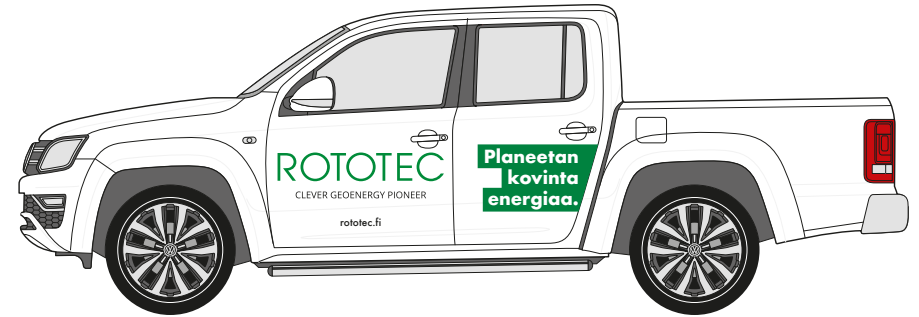
CORPORATE GIFTS

The Rototec logo and slogan are used in giveaways and corporate gifts, as shown in these examples.



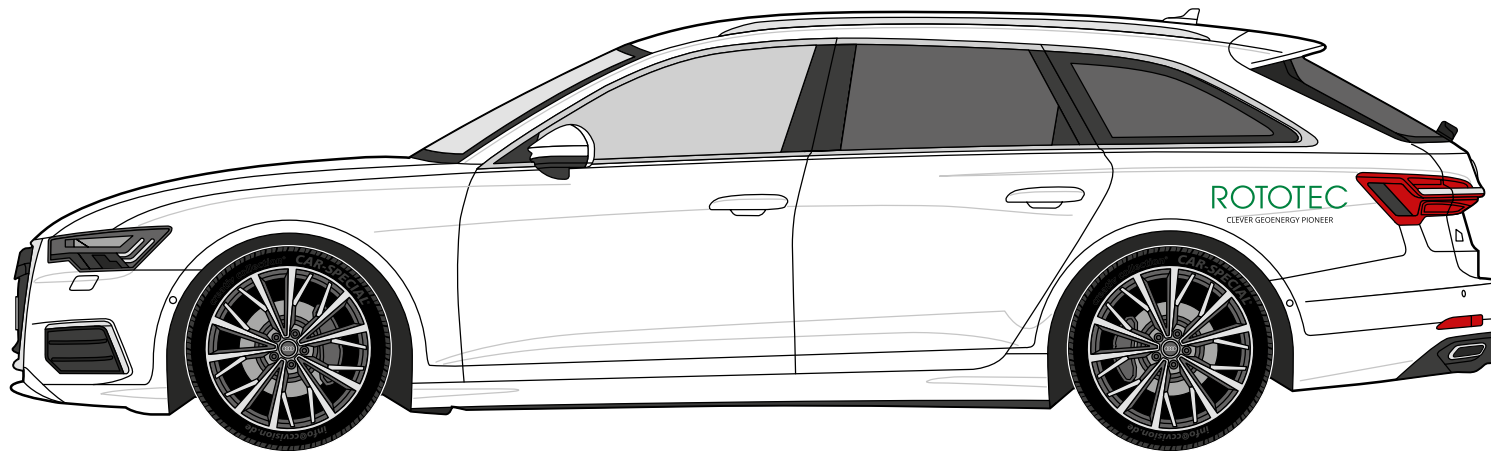
CARS

On Rototec cars the logo with the tagline is taped on both sides.



CARS

Rototec employee cars have a smaller logo both on the back and rear sides.



CONTAINERS

On Rototec containers the logo with the tagline is taped on both sides.

ROTOCONT

width 1,9m
length 4,05m
height 2,05m

ROTOCONT+

width 2,5m
length 6,0m
height 2,5m



TRUCKS AND DRILLING UNITS


The logos are placed on highly visible areas on both trucks and drilling units.



PROMOWEAR

All workwear is branded with the Rototec logo to highlight Rototec as a company and employer.

The workwear can also be worn by contractors together with their own logo and on all garments besides the pants and the helmet – these are reserved for Rototec branding.

 Contractor logo can be printed on the right arm of the Rototec clothing.



Office clothing and other casual wear in black or gray.



Workwear in high-visibility colors for safety reasons.



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