

2022 August

MARKETING MATERIAL GUIDELINES



Introduction

The importance of building Eimskip's brand identity is vital to ensure success as a company. It reflects the mood and tone to be captured in whatever piece of communication – advertising, newsletters, brochures, signs, websites, etc.

Branding captures the thought that every point of contact that an individual has with Eimskip should reflect the same tone. But, having the same tone doesn't necessarily mean that every piece of communication must look the same.

EIMSKIP'S LOGO

Eimskip's logo is based on the letter E from the company's name. The two interlocked letters symbolise the tight relationship between the company and its customers. This highlights EIMSKIP'S service mindedness and dedication.

The blue colour represents Iceland and the sea, while the grey/silver colour represents the value creation of EIMSKIP and its customers.

Our Logo

Brand Guidelines ensure that the visual design elements of Eimskip are applied correctly in every application in which the Eimskip logo is identified.

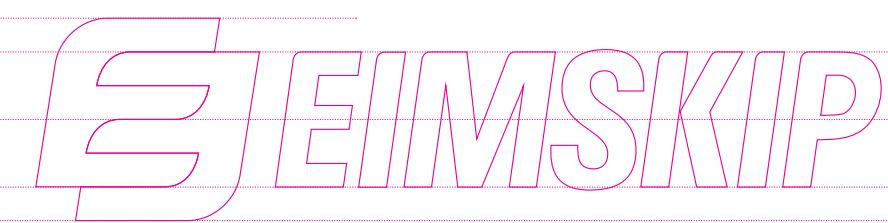
Published guidelines are essential for providing consistency in all communications. These guidelines should be followed to give Eimskip a uniform identity, greater visibility and powerful marketing possibilities. The purpose of the guidelines is to create uniformity in the visual image of Eimskip.

It is important that the standards are strictly followed, especially in regard to those concerning the Eimskip.



EIMSKIP'S LOGO

Eimskip's Logo Eimskip's logo consists of both symbol and logotype. It comes in two basic versions, for two color output and single color.



EIMSKIP'S LOGO

It's recommended not to break up the elements and use symbol or the logotype without each other.



PRIMARY LOGO

Monotone version



SECONDARY LOGO

Compact version



SECONDARY LOGO

Compact monotone version



CORRECT
Use of EIMSKIP's main logo



INCORRECT
Use of EIMSKIP's main logo



CORRECT

Use of EIMSKIP's secondary logo



INCORRECT

Use of EIMSKIP's secondary logo



PRIMARY COLOURS

CMYK, PANTONE, SRGB and HEX

DESIGN ELEMENTS COLOURS

CMYK, PANTONE, SRGB and HEX

Brand Colors

Our brand colors consist of two main colors. Blue, which is Eimskip's primary identity color and silver (or light grey) as a secondary color. The distinctive values for these colors are as shown to the right in regard of general offset printing,

on screen usage and spot color production usage and spot color production. Please keep in mind the possible variations between different media as the tone of blue and grey might vary.

C100 M47 Y0 K0
PANTONE 2935

R40 G115 B200
HEX #2873C8



C70 M33 Y0 K0
PANTONE 2925 R94 G144 B 202
HEX #5e90ca

C40 M19 Y0 K0
PANTONE 2915 R160 G190 B225
HEX #a9bee1

C10 M5 Y0 K0
PANTONE 2905 R234 G238 B248
HEX #eaeef8

C0 M0 Y0 K70
PANTONE 430

C0 M0 Y0 K50
PANTONE 429

C0 M0 Y0 K30
PANTONE 427



R150 G150 B150
HEX #969696

R157 G157 B156
HEX #9d9d9c

R198 G198 B198
HEX # c6c6c6

C0 M0 Y0 K70
PANTONE 431
R111 G111 B111
HEX #6f6f6f

C100 M80 Y0 K10
R15 G70 B154
HEX #0f469a



C100 M72 Y0 K0
R0 G89 B185
HEX #5e90ca

C100 M64 Y0 K0
R13 G98 B188
HEX #0c62bc

C70 M33 Y0 K0
R99 G143 B202
HEX #638eca

SECONDARY COLOURS

Used in EIMSKIP's Route artwork, financial graphs and as accent
CMYK, SRGB and HEX

| | | | | |
|--|--|---|---|--|
| C50 M0 Y0 K0 R100 G200 B230 HEX #64C8E6 | |  |  | C42 M4 Y0 K0 R138 G205 B241 C24 M2 Y0 K0 R188 G225 B247 C6 M1 Y0 K0 R236 G244 B252 |
| C0 M21 Y77 K0 R255 G203 B86 C0 M16 Y59 K0 R255 G214 B126 C0 M6 Y25 K0 R255 G237 B197 | |  |  | C0 M25 Y100 K0 R250 G200 B0 HEX #969696 |
| C0 M60 Y100 K0 R245 G140 B00 HEX #F58C00 | |  |  | C0 M38 Y67 K0 R250 G171 B101 C0 M21 Y38 K0 R253 G207 B161 C0 M7 Y13 K0 R255 G236 B218 |
| C60 M0 Y72 K0 R106 G192 B119 C36 M0 Y44 K0 R167 G214 B166 C10 M0 Y13 K0 R228 G242 B225 | |  |  | C100 M0 Y100 K0 R0 G155 B50 HEX #009B32 |
| C65 M90 Y0 K0 R40 G45 B140 HEX #BEBEBE | |  |  | C55 M67 Y0 K0 R130 G103 B173 C31 M38 Y0 K0 R175 G157 B204 C10 M12 Y0 K0 R224 G219 B237 |
| C0 M70 Y70 K0 R243 G112 B82 C0 M40 Y40 K0 R249 G170 B143 C0 M15 Y15 K0 R253 G221 B206 | |  |  | C0 M100 Y100 K0 R220 G40 B25 HEX #DC2819 |

KLAVIKA

TYPOGRAPHY DEMO

Our Typeface

Eimskip typeface is KLAVIKA. It is a sans serif typeface from Process Type Foundry, designed by Eric Olson and released by Process Type Foundry in 2004. It contains 8 different versions; Light, Light Italic, Regular, Regular Italic, Medium, Medium Italic, Bold and Bold Italic.

Additionally we use common typefaces Calibri when processing online documents e.g. Powerpoint. In those instances, we rely on computer system based type. The font can be obtained at processtype-foundry.com/fonts/klavika/

WE SIMPLY DELIVER

Eimskip is a leading transportation company in the **North Atlantic** with connections to international markets and is specialized in worldwide freight forwarding services, with the vision of providing **excellence in transportation** solutions and services.