It’s all about our identity!

Visual communications convey important impressions to many types of audiences and groups, and are critical to the success of our business. Just as our product development, marketing and sales are planned and organized, so must our design programme be if it is to be effective.

Style, form, colour and consistency of our total visual identity will tell the world something about our attitude towards competing in the marketplace. If details such as brochures, advertisements, packaging, rolling stock, sign layouts and placement are visually confusing, outdated or disorganized, our customers can hardly be blamed for thinking of Jotun in similar terms. However, if our exposed identity is well planned, designed and coordinated, we can efficiently control the public’s perception of our company.

Our ultimate goal is to enhance the world wide image of Jotun in the mind of the consumers. We must stand out from our competitors and continually strengthen our market positions.

To make this happen we have to ask for your personal commitment. It is your responsibility to ensure that we really ‘show our true colours’, and I hope you will make this ambition widely known in your organization and among business partners using our Jotun Corporate Identity elements.

Knut Øivind Malm
Vice President
Jotun Multicolor & Jotun Corporate Identity
Level 1 Corporate brand, logo size, fonts, colours, background

Logo size on marketing materials

Only these standard sizes are allowed on printed material:

<table>
<thead>
<tr>
<th>Size</th>
<th>Width</th>
<th>Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 mm</td>
<td>35 mm</td>
<td>110 mm</td>
</tr>
<tr>
<td>35 mm</td>
<td>50 mm</td>
<td></td>
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<tr>
<td>50 mm</td>
<td>75 mm</td>
<td></td>
</tr>
<tr>
<td>75 mm</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Logo size on shop posters and display

Only these standard sizes are allowed:

- 250 mm, 400 mm, 520 mm and 780 mm.

Logo size on billboards and signboards

Sizes to be agreed upon as relevant and always as big as possible, and has to be in accordance with regional shop/retail manuals.

The height of the red top panel of the logo is used as a principle for the minimum distance of the blue area around the logo, when blue is used the minimum blue around the logo is same as the height of red stripe, but more blue is also allowed.

Corporate typefaces – Frutiger and Times

Font headings for pre-printed and marketing material

- Frutiger Neue Ultra Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Neue Thin
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Bold
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Black
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123

Font body, for large volumes of text. NB! Also Frutiger may be used on large volumes of text.

- Times Regular
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Times Bold
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123

Regarding font body it is allowed to use both Times and Frutiger together. Each segment is to decide which font to use, but these typefaces can be used together in the same document. Italic is meant for emphasising, single words, highlights etc.

Digital font for web, PowerPoint and stationery

- Verdana Regular
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Verdana Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Light Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Bold Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Black Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Ultra Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Ultra Light Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Thin
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Thin Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Light
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Light Italic
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Bold
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123
- Frutiger Black
  ABCDEFGHIJKLMNOPQRSTUVWXYZ
  abcdefghijklmnopqrstuvwxyz123

Regarding font body it is allowed to use both Times and Frutiger together. Each segment is to decide which font to use, but these typefaces can be used together in the same document. Italic is meant for emphasising, single words, highlights etc.

Background for Jotun logo, alternatives

Solid, A4

Gradient, A4

2

Digital font for web, PowerPoint and stationery

It is possible to use other colours which are adjusted to products as well as design trends. Grey colours from the palette can be used in charts, graphics etc.

Corporate colours

- PANTONE 281 C
- CMYK 100/85/5/35
- R0, G38, B100
- HTML 002664
- NCS 6040R 80B
- RAL 5022
- 3M 100-003
- Avery 723 Dark Blue**
- Avery 933 Midnight Blue***
- PANTONE 485 C
- CMYK 0/96/100/0
- R213, G43, B30
- HTML D52B1E
- NCS 1090Y 90R
- RAL 3020
- 3M 100-368
- Avery 726 Medium Red**
- Avery 906 Medium Red***
- PANTONE 130 C
- CMYK 0/35/100/0
- R240, G171, B0
- HTML F0AB00
- NCS 1070Y 20R
- RAL 1003
- 3M 100-25
- Avery 904 Chrome Yellow**
- Avery 904 Chrome Yellow***
- WHITE
- RAL 9010

Coates Coating

PANTONE 429 C (50 %)
PANTONE 429 C (25 %)

* CMYK-values from PANTONE® color bridge™ coated EURO
** Economical – suitable for medium-life indoor and outdoor applications
*** Expensive – superb quality, up to 12-years’ life even in the most challenging conditions

It should always be aimed to obtain a colour that is as close to the standard as possible, and slightly wrong results should never be used as benchmark for new production.

NB! Always use templates from Jotun Corporate identity on jotun.com
Level 1 Corporate brand, pre-printed stickers

Logo size on stickers and how to order

Order directly at Dekorima AS – Phone: +47 33 48 32 20 – Mail: salg@dekorima.no
Orders may also be placed by your Segment or Region

Stickers are to be printed only in colours (no black/white nor blue/white)

**Sizes:**
- 25 mm
- 50 mm
- 75 mm
- 110 mm
- 250 mm – standard for Jotun Multicolor machines
- 400 mm – standard for Shop in Shop in Middle East and Asia
- 520 mm
- 780 mm

**Colours**
- Pantone 485 C
- Pantone 281 C
- Pantone 130 C

Order directly from Dekorima AS - tlf. +47 33 48 32 20 - salg@dekorima.no
Orders may also be placed from your Division/Region

NB!
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Level 1 Corporate brand, buildings, billboards, signboards

Factory buildings and office signs

Signboard on factory/office buildings is preferred with the pay-off "Jotun Protects Property" – also plain signboard might be acceptable, but not preferred.

The main colour on buildings should be white, RAL 9010 Pure White, with or without the blue contrast colour.

Billboards/Signboards

Recommended Jotun awareness billboards and signboards – ref guidelines for minimum distance of the blue area around the logo

Text should only be Jotun pay-off (no segment names to appear under the logo)

Factory buildings and office signs

The main colour on buildings should be white, RAL 9010 Pure White, with or without the blue contrast colour.

Optional pay-off (or no pay-off)

Free space for product-message

Recommended product billboard*

Free space for product-message

Optional pay-off (or no pay-off)

Templates, product billboard

Free space for product-message

Free space for product-message

Optional pay-off (or no pay-off)

Jotun allows different alternatives of product billboards, and free space for product-message is given.

The logo size is to be as big as possible and minimum 2/3 of the length of the billboard (depending on size and shape of actual billboard) – and preferably on a blue background.

NB! Always use templates from Jotun Corporate Identity on jotun.com

NB! Always use templates from Jotun Corporate Identity on jotun.com
Level 1 Corporate brand, regional billboards, shop decoration

Billboards Middle East

Special recommendation for the Middle East due to laws and regulations regarding Arabic language in combination with English text (50% Arabic is required).

Note: Taglines have been made slightly smaller due to the fact that two taglines are needed to accommodate local rules and regulations.

Recommendation for design of corporate billboards for the Middle East

Template, product-billboard for the Middle East

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Examples, product-billboard for the Middle East

Example in use today

Example 1 Facade

Example 2 Interior

Lightbox/signboard on facades when rectangular not possible

Vertical logo type is also allowed to be used in connection with shop-front or shop-side signboards and decoration when the preferred rectangular is not suitable.

When vertical Jotun logo is used on retail shops, it is assumed to be displayed rather large. Small versions of this are not encouraged.

Tagline/text can be written in local languages

NB! Always use templates from Jotun Corporate Identity on jotun.com

Shop Decoration – facades and internal

Please refer to Jotun Multicolor Shop Standardisation Manual.

Example 1 Facade

Template, Facade

Example 2 Interior

Lightbox/signboard on facades when rectangular not possible

Vertical logo type is also allowed to be used in connection with shop-front or shop-side signboards and decoration when the preferred rectangular is not suitable.

When vertical Jotun logo is used on retail shops, it is assumed to be displayed rather large. Small versions of this are not encouraged.

Tagline/text can be written in local languages

NB! Always use templates from Jotun Corporate Identity on jotun.com
Level 1 Corporate brand, pay-off

Pay-off international, alternatives

Pay-off Norwegian, alternatives

NB! Always use templates from Jotun Corporate Identity on jotun.com
Level 1 Corporate brand, how to use penguin pattern

Penguin pattern for exhibitions, receptions, screens, displays, etc.
Penguin pattern should never be used without the Jotun logo with pay-off.

Optional grey for certain circumstances (regional/segment marketing decide use)

Note:
Use of the grey pattern has to be based on approval from Corporate in Sandefjord or from Regional or Segment marketing.

NB!
Always use templates from Jotun Corporate identity on jotun.com

These alternative flags can be used in combination with the ordinary Jotun flags or alone.

Roll-ups: white text can be used on pattern. Jotun logo plus pay-off in the top center as shown in the example. Web address should be placed in bottom center.
Level 1 Corporate brochures, brand/segments

Corporate brochures and Annual Report, examples

Segment brochures and colour cards, examples

Logo size A4: always 110 mm
Jotun corporate pay-off (Jotun Protects Property) to be placed under the logo.
Segment names can appear in the titles, subtitles etc.
Margins:
Height of blue solid area: 60 mm
Space from logo to the top of page: 10 mm
Gradient:
When the selected image is in blue tones and the background is calm, a blue gradient may be utilized. This is a predefined gradient Photoshop-file which is merged from the top and down into the selected image. A deep etched image can be placed into a separate layer on top, in such a way that it lies above the layer with the gradient.
Logo size A5: 50 mm
Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm

NB! Always use templates from Jotun Corporate Identity on jotun.com
Jotun is one of the world’s leading manufacturers of decorative paints, marine, protective and powder coatings. The Group has 70 companies and 36 production facilities on all continents. Jotun products are available in more than 90 countries through own subsidiaries, joint ventures, agents, branch offices and distributors. Jotun’s total sales in 2013 was NOK 16,022 million and has more than 9,500 employees. The Jotun Group is organised into four segments and seven geographical regions, and has its head office in Sandefjord, Norway.

Did you know that the 300 metre high Eiffel Tower was painted by Jotun.

Jotun has been chosen for the second time to protect this national monument marked the centennial of the French world exhibition in Paris in 1889 and is no coincidence that Revolution. It is no coincidence that革命. It is no coincidence that Revolution. It is no coincidence that革命.
Level 2 Sub-brands, brochures

 Examples, Jotun Decorative Paints

 110 mm logo is always preferred

 Examples, Jotun Performance Coatings

 110 mm logo is always preferred

 Examples, Jotun Decorative Paints (Scandinavia)

 110 mm logo is always preferred

 Two alternative logos, A4 size:

 110 mm (Margins: Height of blue solid area: 60 mm. Space from logo to the top of page: 10 mm)

 50 mm (Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm)

 Optional with/without packshots.

 Logo, A5 size: 50 mm (Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm)

 NB! Always use templates from Jotun Corporate Identity on jotun.com

 Gradient: When the selected image is in blue tones and the background is calm, a blue gradient may be utilized. This is a predefined gradient Photoshop-file which is merged from the top and down into the selected image. A deep etched image can be placed into a separate layer on top, in such a way that it lies above the layer with the gradient.

 Two alternative logos, A4 size:

 110 mm (Margins: Height of blue solid area: 60 mm. Space from logo to the top of page: 10 mm)

 50 mm (Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm)

 Optional with/without packshots.

 Logo, A5 size: 50 mm (Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm)
Level 2 Sub-brands, brochures cont.

Examples, Jotun Powder Coatings

110 mm logo is always preferred*

It’s preferred that Jotun Powder Coatings continues as now to always use the large logo 110 mm unless otherwise clearly agreed. This according to decisions also made in Jotun Decorative Paints and Jotun Performance Coatings.

Gradient: When the selected image is in blue tones and the background is calm, a blue gradient may be utilized. This is a predefined Photoshop-file which is merged from the top and down into the selected image. A deep etched image can be placed into a separate layer on top, in such a way that it lies above the layer with the gradient.

Two alternative logos, A4 size:
110 mm (Margins: Height of blue solid area: 60 mm. Space from logo to the top of page: 10 mm)
50 mm (Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm)

Optional without packshots
Logo, A5 size: 50 mm (Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm)
Level 2 Sub-brands, ads

Treolje V
tamquam ancillae

Lorem ipsum sed no dolor placerat scriptorem, diam reque alterum mea ex. Tamquam ancillae iudicabit eam et, ex eius civibus eloquentiam nam, an has corpora facilisis modertius. Eros sententiae cotidieque ea nam, ea usu utinam facilisis dissentias, sed mucius malorum intellegebat ex.

Logo, A4 size:
50 mm (Margins: Height of blue solid area: 41 mm. Space from logo to the top of page: 13 mm)
Both gradient and solid is allowed.
Both pack-shots for the wet paints products and lock up for powder products to be compulsory.

NB!
Always use templates from Jotun Corporate Identity on jotun.com

Template with pack-shot

Template with lock up

It’s not just powder. It’s choice.
New agreed guidance for Jotun Decorative Paints (brochures and ads)

Decorative Paints MEIA/SEAP are allowed to define their premium interior and exterior sub-brands (Fenomastic, Lady Design, Majestic, Jotashield etc.) as endorsed brands (the same way as for Lady in Decorative Scandinavia), when it comes to print ads, brochures and colour cards.

Consequently, the smaller logo of 50 mm may be used for brochures etc. for these sub-brands if decided so between region and segment as an alternative to 110 mm when relevant. For ads, however, the logo shall always be 50 mm defined as a minimum, alternatively 75 mm or even 110 mm depending on the size of printed ads, but with no intermediate sizes allowed.

Level 3 Endorsed brands, brochures

Logo always 50 mm and placed on top in center
(Space from logo to the top of page: 13 mm)
Packshots to be placed in lower right corner

Height, abt 50 mm

New agreed guidance for Jotun Decorative Paints (brochures and ads)

Decorative Paints MEIA/SEAP are allowed to define their premium interior and exterior sub-brands (Fenomastic, Lady Design, Majestic, Jotashield etc.) as endorsed brands (the same way as for Lady in Decorative Scandinavia), when it comes to print ads, brochures and colour cards.

Consequently, the smaller logo of 50 mm may be used for brochures etc. for these sub-brands if decided so between region and segment as an alternative to 110 mm when relevant. For ads, however, the logo shall always be 50 mm defined as a minimum, alternatively 75 mm or even 110 mm depending on the size of printed ads, but with no intermediate sizes allowed.

Level 3 Endorsed brands, ads

Logo always 50 mm, as a minimum
Packshots to be placed in lower right corner
Margins: Space from logo to the top of page: 13 mm.
Space from bottom, left/right: 15 mm

When smaller format than A4, the logo is allowed to be 35 mm
Exception: For very small ads, 25 mm logo size can be used as minimum

Height, abt 50 mm
NOTE! There might be some further challenges when it comes to different shapes of material used for each of the cans/pails in different countries, so this issue will always have to be sorted out on a case to case basis with Regional or Segment Marketing Manager.

Jotun Protective Coatings

Jotun Marine Coatings

Jotun Decorative Paints

Jotun Decorative Paints in Scandinavia

Jotun Powder Coatings

Special for US gallon like in Thailand

For Endorsed Brands these sizes are absolute.
For Jotun Sub-brands these sizes are to be considered as minimum sizes.

For Endorsed Brands these sizes are absolute.
For Jotun Sub-brands these sizes are to be considered as minimum sizes.

IPC containers to be clearly Jotun branded

Jotun Protective Coatings

Jotun Marine Coatings

Jotun Decorative Paints

Jotun Decorative Paints in Scandinavia

Jotun Powder Coatings

All type of white cardboard boxes should be marked with our logotype, Jotun Powder Coatings and codes referring to the nature of the coatings.

Production no.: NET: 20 KGS
GROSS: 20.8 KGS

Keep dry and cool!
Handle with care
Jotun give-aways

T-shirts

Examples of give-aways. Complete assortment on JOIN.

T-shirts optional colours

Templates for mouse pads

Optional text field in white/correct fonts (Frutiger)

Scarfs

iPhone app

Give-aways to be ordered according to Jotun guidelines on JOIN/resources/marketing or to be produced as described here, 100% according to Jotun Corporate Identity. For engraving or silk print of Jotun logo, it is allowed to use a gold, silver, black, blue or negative (white) version as well as engraved logo.

NB! Always use templates from Jotun Corporate Identity on jotun.com
Guidelines for vehicles/vans/cars/trucks

Large vans

Blue areas of the car can be used for promotions; for best possible result we recommend foiling.

Note: The above decorated van is only an example, and in general pack-shots and product messages are preferred.

Small vans (Caddy)

Blue areas of the car can be used for promotions; for best possible result we recommend to use foiling.

Note: The above decorated van is only an example, and in general pack-shots and product messages are preferred.

Trucks with covers
Drivers cab is to be in any (light) colour. The truck sides are to be coated in Jotun blue and to be marked with the Jotun logo.

Free space for decoration Gradient edges is recommended

Open trucks
Rules for decoration of open trucks please see Corporate Identity Guidelines on jotun.com

Car branding – passenger cars
Passenger cars can be in any colour and should be marked with the Jotun horizontal logotype on the rear of the car. The size of the Jotun logotype is to be minimum 75 mm and maximum 125 mm, only positioned on back of the car – on left side for right side driving – opposite for left side driving.

Free space for decoration Gradient edges is recommended

NB! Always use templates from Jotun Corporate Identity on jotun.com
Jotun Penguins

The Jotun Penguin

The Penguin is a unique symbol for Jotun, and we want the same look of the penguins used, all over the world. Therefore, Jotun has developed an animated penguin, which also can be used as illustrations. This character represents the Jotun spirit and culture. The Penguin express the Jotun values: care, boldness, respect and loyalty.

Jotun Penguins representing Jotun’s values

In addition to the Jotun values the Penguin also express typical Jotun situations with still figures as: Cheer, Working, Inviting and Happy. This serves as the basis for how we in Jotun want to be perceived.

If other situations not obviously covered by these alternatives, other characters may be developed subject to approval from Jotun HQ. The Penguin is primarily for internal communication, but may also be used externally subject to regional or segmental approval.

It can be used in any situations, like gatherings and any relevant presentations, posters, drives etc. where the unique Jotun Penguin may add charm and effectiveness in communication.

Photos of live natural Penguins is certainly allowed, but then preferably the King Penguin or even Emperor Penguin may be used. The King is slightly smaller than the Emperor, but more colourful.

Further guidelines for how to use the Penguin will be available on JOIN and on Jotun WEB pages.

All relevant file formats to be download from Corporate Identity at jotun.com.

Jotun Penguins in movie

The video animation of the Jotun Penguin is available for download on jotun.com, both Windows Media Version (wmv) and Quick Time version (mov).

Jotun Penguins in other situations

The video is presented in one international version with english voice-over.

Local language versions with exact same message, may be produced locally and based on downloadable file with no languages.

All templates can be downloaded from jotun.com

NB! Always use templates from Jotun Corporate Identity on jotun.com

Jotun digital guidelines are available online on jotun.com. Follow the guidelines when creating content for existing and new publications or other Jotun sites. These guidelines also apply for video presentations.