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Logotype

There is just one single logotype for the entire Saab Group. It is a strong and constant icon that keeps the brand together.



Our logotype consists of a fixed combination of the symbol with the name Saab located to the right.

In the Saab brand there is an inherent motion: from military defence to civil security, from high tech to the individual, from history to future, from product to system, from action to safety. So having the single logotype signifies both that it is one company, one Saab, and that it is constantly moving forward.

The logotype represents the technological edge and forward-mindedness that Saab stands for. It is an ever-present visual communicator and shall always be present as the sender in all information and presentation materials, in advertisements, on company printed matter as well as on our buildings and at our exhibition displays.

The logotype is used by Saab AB and all business units within the Saab Group. Some jointly owned companies may have a separate logotype which must be based on legally binding owner agreements. Approval is required from Corporate Communications.

Logotype policy

The logotype must never be changed, reproduced, cropped or distorted. Text, illustrations, vignettes, alien logotypes, words, motto-scrolls or other graphic elements must not be inserted into, be combined with, nor be located too near the logotype. There shall always be a free zone around the logotype.



The logotype may be positioned in tint blocks in our design colours and calm, not disturbing parts of background images. In such cases, a space shall be made for the symbol. The logotype shall always be applied horizontally. Neither the logotype nor parts of it may be inserted into body copy text.

Size

For corporate literature and brochures, which are in the A5, A4 and A3 formats, the logotype must always be 50 mm wide. For ads and other more varied formats, the logotype may vary in size, using sound judgement and checking the size with Corporate Communications (see under the heading "[Contacts](#)") if there is any uncertainty.

Placement

As a general rule, the logo is placed in the upper left hand corner. This is to denote that Saab is the host of the information contained in the material.

In ads, it is placed in the lower right hand corner, but this is to denote that Saab is now the sender of the information.

The logotype can only be placed horizontally.

In all templates the logotype placement is pre-determined and shall not be adjusted or moved in any way.

Download files for

Professional printing
Office printing
Digital use

Brochure cover

Print ad

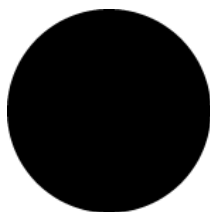


Colours

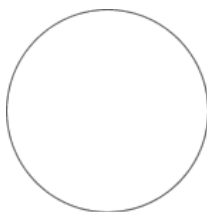
Base colours

The base colours of the graphic identity are black, white and three shades of grey. These are used to strengthen the position of Saab as a technological company, with their sharp contrasts and clean look.

Base colours



Black
PMS PROCESS BLACK
CMYK 0, 0, 0, 100
RGB 0, 0, 0
WEB #000000
NCS S 9000-N
RAL 9017



White
PMS -
CMYK 0, 0, 0, 0
RGB 255, 255, 255
WEB #FFFFFF
NCS S 0300-N
RAL 9016



Saab dark grey
PMS 425 UC
CMYK 15, 0, 0, 75
RGB 100, 100, 100
WEB #646464
NCS S 8000-N
RAL 7012



Saab middle grey
PMS 422 UC
CMYK 10, 0, 0, 50
RGB 150, 150, 150
WEB #969696
NCS S 3000-N
RAL 7030



Saab light grey
PMS 420 UC
CMYK 2,5, 0, 0, 25
RGB 205, 205, 205
WEB #CDCDCD
NCS S 1500-N
RAL 7035

Accent colours

Blue, red and silver are accent colours and are used to highlight certain items of special interest. These colours are taken from the logotype, as a means of creating recognition and continuity in the design.

The accent colours must be used sparingly.

The gold in the logotype is not used in the graphic identity in any way. (Except as it appears in the logotype.)

Accent colours



Saab Blue
PMS 282
CMYK 100, 70, 0, 60
RGB 0, 36, 89
WEB #002459
NCS 6030-R70B
RAL 5013



Saab Silver
PMS 877
CMYK 15, 8, 8, 0
RGB 204, 204, 204
WEB #CCCCCC
NCS 2006-R70B
RAL 9006



Saab Red
PMS 200
CMYK 10, 100, 90, 0
RGB 204, 0, 0
WEB #CC0000
NCS 1080-R
RAL 3020

Content

Colour in backgrounds and large surfaces
Colour in informational elements
Colour in text

Typography

There are two different kinds of typography: branding typography used for producing print and professional media, and typography for use in Office programs.

Typographical guidelines for professional users

The main typeface is brought up from the logotype, to provide continuity and consistency, and to strengthen the inherent motion within the Saab brand.

The major typefaces used when producing print and professional media (Helvetica Neue Extended and Minion) must be in Open Type format, so as to work problem free across all digital platforms.

Neue Helvetica Extendes Heavy

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890**

Neue Helvetica Extendes Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Minion Pro Regular & Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Typography for Office users

For Office programs, we have chosen typefaces that are present in all computers. Templates are pre-set and shall be used. The typefaces used in all Office programs are Arial and Georgia

In Word and Excel:

Arial, for headlines, captions, facts and so on.

- Regular
- Bold

Georgia, for body copy

In PowerPoint

Arial

- Regular
- Bold

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

Georgia

ABCDEFGHIJKLMNOPQRSTUVWXYZ 1234567890
abcdefghijklmnopqrstuvwxyz

For professional users

Headlines
Other texts
Colours in headlines

For Office users

Guidelines

Help

Use the correct font

Choose Bold or Italic font instead of using the dropdown menu on the Word toolbar.

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Imagery

Images are of course important to how Saab portrays itself. And as a forward moving, progressive company that's constantly evolving, images that represent Saab also evolve and vary. Naturally, different images perform different tasks but they must all support a unified representation of the company.

The general idea is to illustrate that Saab is an international company, with products and solutions for all kinds of environments and situations, and with a wide spectrum of employees for all those tasks.

This provides a lot of freedom with a wide spectrum of images to work with, so long as they are produced using the guidelines found here. Categories of images are: Progressions, Products and users in studio, Arenas/textures, Products and users in action, People and Circular images.

The image bank is constantly evolving. In it there are both ready-made progressions and images that can stand alone. A large and varied image bank for a large and varied company. The possibilities are endless, so long as the images are of a high professional quality – the unique Saab branding lies in the progression.

Our images

Progressions
Products and users in studio
Arenas and textures
Products and users in action
People
Circular

Progressions



Products and users in studio



Arenas and textures



Products and users in action



People



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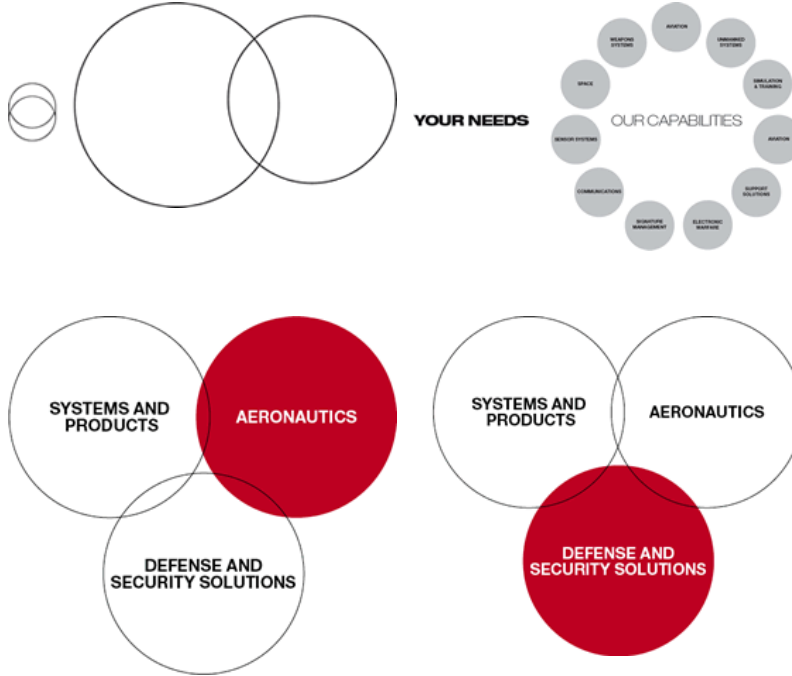
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Design elements

Graphic component

There is a design element available in the Saab graphic toolbox that users are encouraged to employ. The circle is extracted from the symbol in the logotype, representing the motion inherent in the brand. Using circles and orbital patterns in designs strengthens the sense of unity and continuity.

Examples of ways to use the circular shape:



Pictograms

They can be used for everything from making circular pictograms to pie charts.



Download pictograms as InDesign-documents

[pictogram_black.indd](#)
[pictogram_blue.indd](#)
[pictogram_gray.indd](#)
[pictogram_red.indd](#)

Download pictograms as PNG-files

[Pictogram](#)

Graphs

Small dots or bullet points can emphasize important points or be used for footnotes.

Images can also be cropped as circles, which strengthens the bond with the logotype, but must only be utilised in secondary usage. Circular images are then used to hint at something that will be revealed, at another place further along in a publication for example.



2008 Saab Brand Portal

Produced by [Emanuel Identity Manuals](#). Version: 2008-02-14 13:41.

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Design guidelines

The graphic identity consists of the logotype, two sets of colours (base and accent), typography, a design element and images. All the different parts revolve around the logotype in some way, in order to create a strong sense of continuity and unity.

To make these different parts of the identity work together in print and professional media, there are some principles to follow.

Ground rules:

Logotype

Placement

- Company signs, posters, roll-ups, leaflets, brochures and folders: upper left hand corner.
- Ads: lower right hand corner.
- Read more about trade fairs, signage and promotional items.

Backgrounds

- The logotype is placed on clean or coloured surfaces, not on top of images.
- Place the positive logotype on the background base colours white, light and middle grey.
- Place the negative logotype on the background base colours dark grey and black

Size

- The standard size is 50 mm width on all printed formats between A5 and A3.
- On formats larger than A3 or smaller than A5, the logotype size is chosen in regards to viewing distance and media, as well as whether the logotype appears alone or with text.

Colour

- The base colours are used for text, graphs and backgrounds surfaces.
- Accent colours are used sparingly, for extra visual highlights in text and graphs only.
- Both base and accent colours can be used to bridge images in a progression.

Typography for print and professional media

Headlines

- Use only the stipulated typefaces Neue Helvetica and Minion in Open Type format.
- Headlines are set in a combination of Neue Helvetica Extended Heavy and Thin.
- Headlines are ideally one or two lines long, maximum three.
- Make the most important word or sequence of words of the headline Heavy.
- Only one sequence of a headline can be set in Heavy.
- Align headlines to the left with the logotype's symbol or the name mark Saab depending on space at hand.
- An accent colour can be used for extra highlight in headlines, graphs and tech specs.
- If the headline consists of only one word, it is set in Heavy.
- If the headline is only one word, it must not be set in an accent colour.

Typography for Office programs

- Always use Saab Word and Powerpoint templates.
- Templates include typography.
- Do not mimic print headlines by mixing bold and regular Arial.

Images

- Studio product images must be placed on white backgrounds.
- Studio product images are not to be included in image progressions.
- Image progressions are created by overlapping images using the "multiplicity" command.
- Image progressions are placed only on white or black backgrounds.

Using a lot of white space to create an open and dynamic aesthetic is an overriding principle to follow.

(In the templates available for printed matter and Office programs, all the rules outlined in this chapter concerning typography, logotype placements and so on, have been pre-set, for user convenience.)

* Click on images to enlarge

Specific guides

Company print and professional media
Ads
Trade shows
Roll-ups and posters
Interior design
Promotional items
Company signs

