

Elisa Industriq Brand Guidelines

Version 1.2

Last updated: October 23, 2025

This document is a living guide. Our brand is evolving, and so are these guidelines. Always make sure you are working with the latest version available. For the best experience, open this file with Adobe Acrobat to ensure all interactive features, navigation, and embedded media display as intended. These guidelines are designed to be both a rulebook and an inspiration tool. They provide structure for consistent brand expression while leaving room for creativity as Elisa Industriq grows.

If you have any doubts, questions, or suggestions, please contact the brand team before producing materials.

ELISA INDUSTRIQ

Elisa Industriq Brand Guidelines

BRAND STRATEGY

Introduction	3
Ambition	4
Brand Foundation	5
Brand Persona: the Sage	6
The Eight Elements	7
Tone of Voice, Concept	8
Tone of Voice, Writing Rules	9

VISUAL LANGUAGE

Intro	11
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Logotype

Dynamic Logo System	12
Partner Program Logos	13
Co-branding	14
Exclusion Zones	15
The Symbol	16
The Line	18

Typography

Primary Font	20
Fallback Font	21

Color

Our Color System	23
Primary Colors	24
Secondary Colors	25
Neutrals	26
Color Dont's	27
Color Do's	28
Application Examples	29
Application Examples, Business Units	30

Imagery

Basic Guidelines	32
Choosing Imagery	33
Style	34
Overlays and Text Support	35
Imagery Dont's	36
Lighting, Aspect Ratio and Color	37
Supporting Imagery	38
Technical Standards	39
Abstract Backgrounds	40
Aurora Backgrounds	41
Motion Graphics	43
Image Rights and Usage	44

Illustrations

Illustration Guidelines	46
Illustration Do's and Dont's	47
Pictograms	48
Pictograms Do's and Dont's	49
Prefered Toolset	50

Version History

Change Log	51
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Clarity of Purpose

The Elisa Industriq Brand Strategy

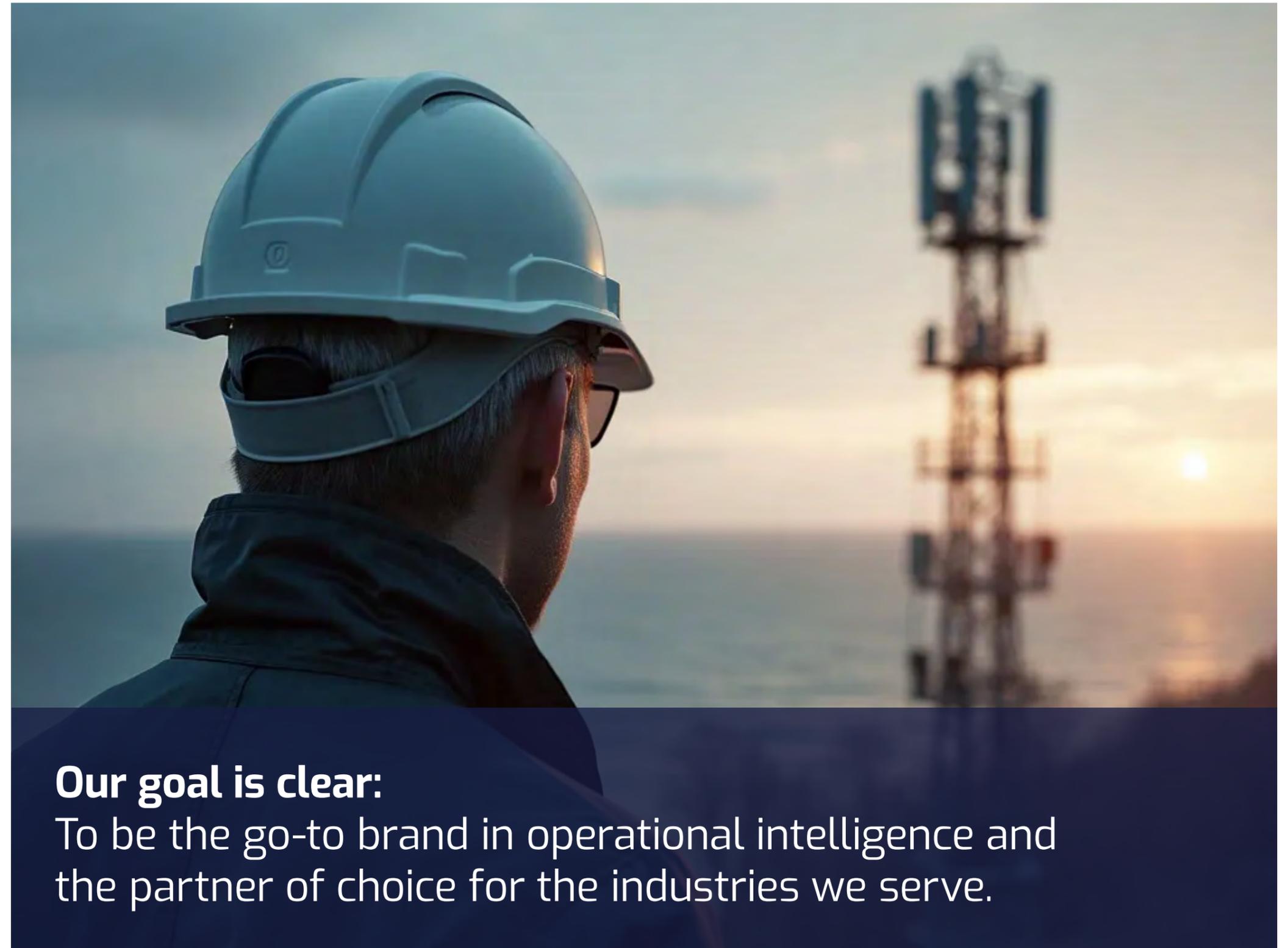
Our strategy tells the story of who we are, the change we want to make, and how we help our customers succeed. It is the compass that guides everything we do — shaping a visual language and communication style that is human, consistent, and unmistakably Elisa Industriq.

ELISA INDUSTRIQ

A Go-To-Brand Ambition

Our ambition is to grow by delivering digital solutions that meet our customers' needs while driving a sustainable future through digitalisation.

Built on deep industrial knowledge, cutting-edge AI innovation, and the expertise of our people, Elisa Industriq aims to become a trusted partner and driving force for our customers' success.



Our goal is clear:

To be the go-to brand in operational intelligence and the partner of choice for the industries we serve.

Strategy

Brand Foundation

Elisa Industriq is a sub-brand of Elisa with its own visual identity.

Elisa Industriq unites the strengths of its specialised business units—sedApta, Gridle, Polystar, camLine and CalcuQuote—each retaining its expertise while contributing to a cohesive and trusted presence.

Together, through a shared visual identity, we deliver exceptional value, positioning ourselves as a leader in digital transformation.

Business units

Offers

What our business units deliver

sedApta

Supply chain planning for manufacturers

Gridle

Distributed storage for energy users

Polystar

Automated assurance solutions for telco

camLine

Software solutions for manufacturers

CalcuQuote

Procurement for electronics manufacturers

Elisa Industriq

Brand ambition

Our aim for the brand

The **Go-To Brand** for software solutions that drive customer's success in target industries, globally!

Brand essence

What we align around

Driving sustainable growth through Operational Intelligence

Elisa

Mission

Our reason for being

A Sustainable Future Through Digitalisation

Vision

Our long-term ambition

We are the global benchmark for generating value in communication and digital services

Values

Our cultural compass

We create value for the customer - We take responsibility—we succeed as a team - We deliver results—we grow and develop fearlessly

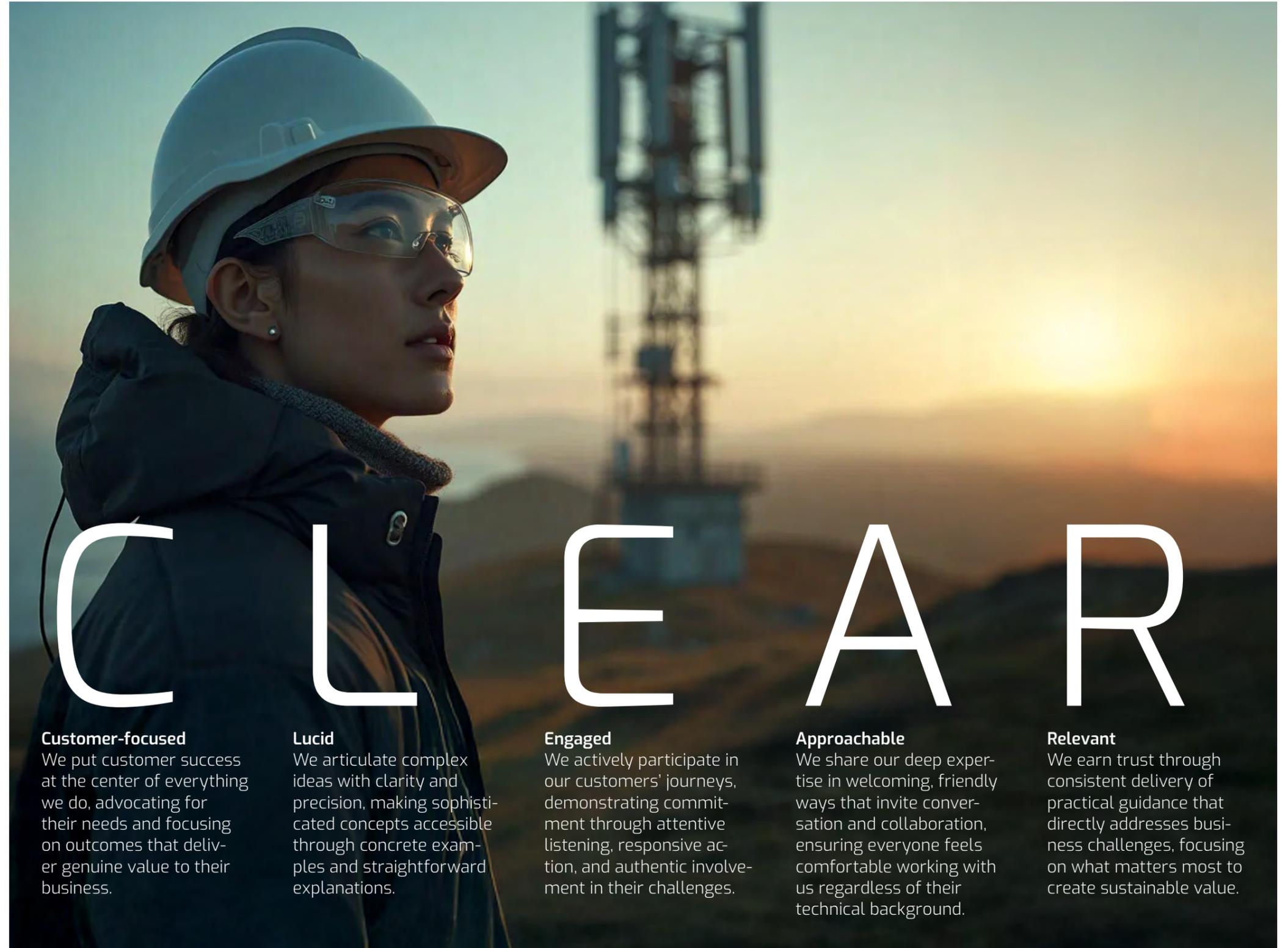
Brand Persona

The Sage

A brand persona is essential as it defines who we are beyond the products and services we offer. It serves as a guiding framework, ensuring consistency in how we communicate, behave, and engage with our audience.

Elisa Industriq embodies the Sage persona. The Sage is a trusted advisor who combines deep knowledge with practical wisdom. Our purpose is to illuminate paths forward, sharing insights that transform complex challenges into clear opportunities—building long-lasting partnerships based on expertise, trust, and meaningful collaboration. This persona is reflected in both our verbal and visual communication through our **CLEAR** framework.

The CLEAR framework ensures our Sage persona informs communications that are confident, wise, straightforward, and focused on providing valuable direction—consistently reflecting who we are as Elisa Industriq.



Customer-focused

We put customer success at the center of everything we do, advocating for their needs and focusing on outcomes that deliver genuine value to their business.

Lucid

We articulate complex ideas with clarity and precision, making sophisticated concepts accessible through concrete examples and straightforward explanations.

Engaged

We actively participate in our customers' journeys, demonstrating commitment through attentive listening, responsive action, and authentic involvement in their challenges.

Approachable

We share our deep expertise in welcoming, friendly ways that invite conversation and collaboration, ensuring everyone feels comfortable working with us regardless of their technical background.

Relevant

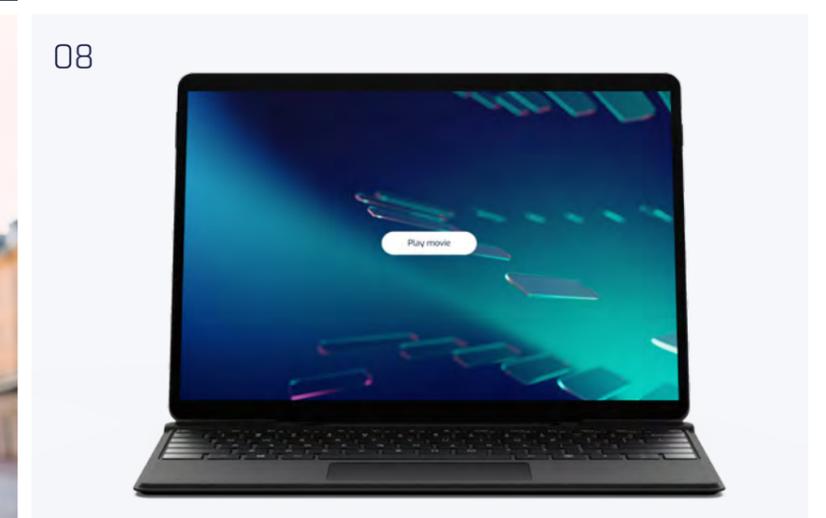
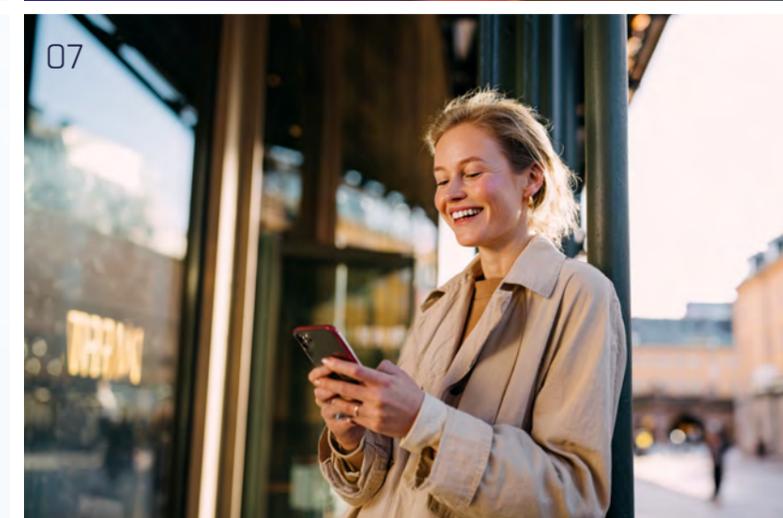
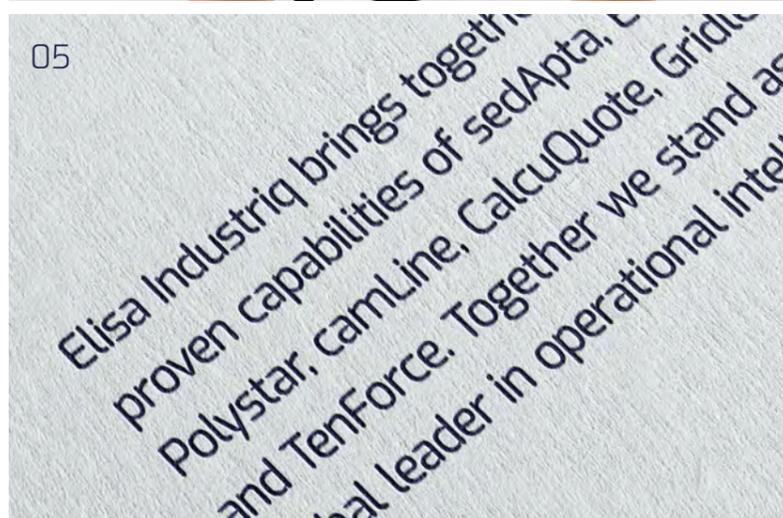
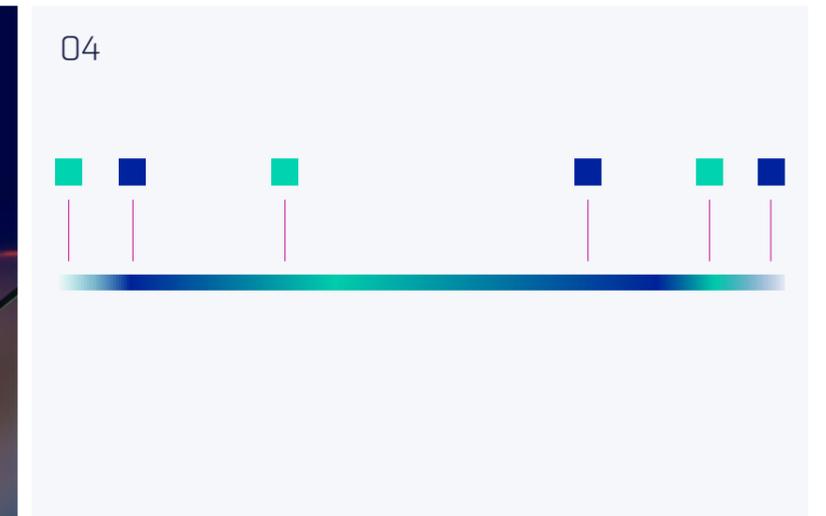
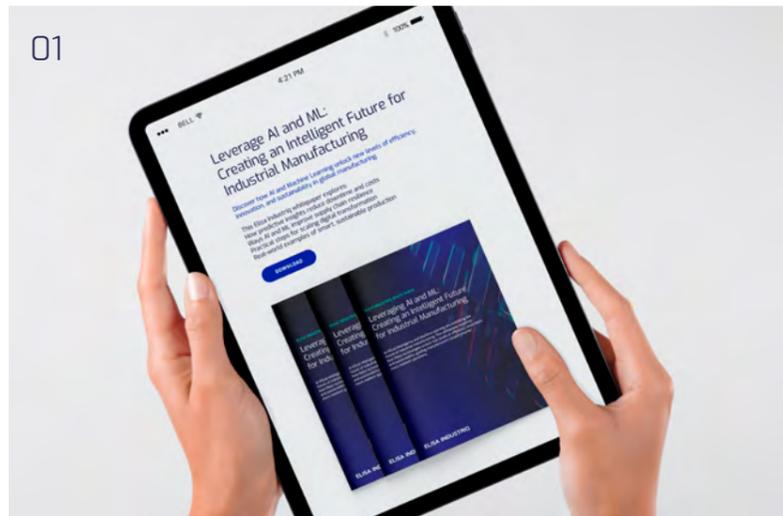
We earn trust through consistent delivery of practical guidance that directly addresses business challenges, focusing on what matters most to create sustainable value.

Brand Identity Built on 8 Elements

Our brand identity is built upon eight key elements:

- 01 Tone of voice
- 02 Colors
- 03 Aurora visuals
- 04 The line
- 05 Typography
- 06 Dynamic logo system
- 07 Message-driven imagery
- 08 Motion graphics

These elements are designed to work harmoniously, either together or in various combinations. Depending on the application each element play a different role ensuring flexibility while maintaining a cohesive brand expression.



Tone of Voice Concept

A strong brand speaks with **clarity, depth, and purpose**. At the heart of Words of Wisdom is the ability to explain complex operational challenges in a way that is simple, engaging, and valuable. True wisdom is not about using difficult words – it's about making difficult things easy to understand and act upon.

Our expertise is most powerful when it translates into **practical business value** for our customers. Whether in a single statement or a detailed explanation, our words should always illuminate possibilities, clarify decisions, and turn abstract concepts into tangible outcomes.

In every interaction our voice should inspire trust, demonstrate expertise, and guide others toward deeper understanding. We don't overwhelm with complexity – we make sense of it together. With Words of Wisdom, we ensure that every message resonates – not just as information, but as guidance that drives measurable results. **"Operational Intelligence"** is a perfect example of our straightforward tone. It is a simple, clear expression of what we do: operational, because we are grounded, hands-on, and focused on where business truly happens; intelligence, because we bring insight, technology, and expertise to make operations smarter. There is no clearer way to describe what we stand for and no better way to put wisdom into action. Simply, **Words of Wisdom**.



Sustainable Growth

By bringing operational intelligence to our customers we help their sustainable growth.

Tone of Voice Writing Rules

For brand names, we write **Elisa Industriq** (not ELISA INDUSTRIQ or Elisa IndustriQ) and Polystar (not POLYSTAR). For some of our business unit brands, we maintain their traditional spelling to leverage recognition: sedApta, Gridle, camLine, and CalcuQuote.

We use **American English** in all brand communications to ensure consistency across all markets. Please follow American spelling conventions (e.g., color instead of colour, organization instead of organisation etc.).

For writing choices not specified elsewhere, we try (to the best of our abilities) to follow the Chicago Manual of Style (CMOS 18), albeit with some Elisa Industriq style adaptation for readability and less complexity.

Chicago Manual of Style: Elisa Industriq Key Points:

Headlines and display heads

Use headline-style capitalization. **Capitalize all main words** except prepositions with four letters or fewer. **However**, if the preposition is part of a **phrasal verb**, for example a headline that says: "Setting Up Your Account" (where the preposition "Up" is just two letters but part of the phrasal verb "Setting Up") we do capitalize the preposition as in the example above. Also use **lowercase for articles** (a, an, the), and coordinating conjunctions (and, but, or).

- **Do:**
Connecting with Customers Through Insight
- **Don't:**
Connecting With Customers Through Insight
(“With” and “through” are prepositions; “with” has four letters = lowercase; “through” has seven letters = capitalized. Phew, we know it’s complicated.)

Headings

Use sentence case for section and sub-section headings. Capitalize only the first letter of the first word + proper nouns.

- **Do:**
Customer benefits
- **Don't:**
Customer Benefits

Serial Comma (Oxford Comma)

Always use a comma before the final 'and' or 'or' in lists.

- **Do:**
productivity, efficiency, and safety
- **Don't:**
productivity, efficiency and safety

Quotation mark placement

Periods and commas always go inside closing quotation marks.

- **Do:**
"The future of manufacturing," she explained.
- **Don't:**
"The future of manufacturing", she explained.

Other

Avoid exclamation marks unless genuinely warranted by tone and subject.

NOTE: The only exceptions to this are media releases: reflecting journalists' expectations, our media releases use title case in the U.S. and sentence case elsewhere.



01.
Professional knowledge
expressed in accessible
language

02.
Collaboration focused on
measurable results

03.
Technical precision
balanced with business clarity

04.
Solutions grounded
in industry experience

Background Visuals

Aurora

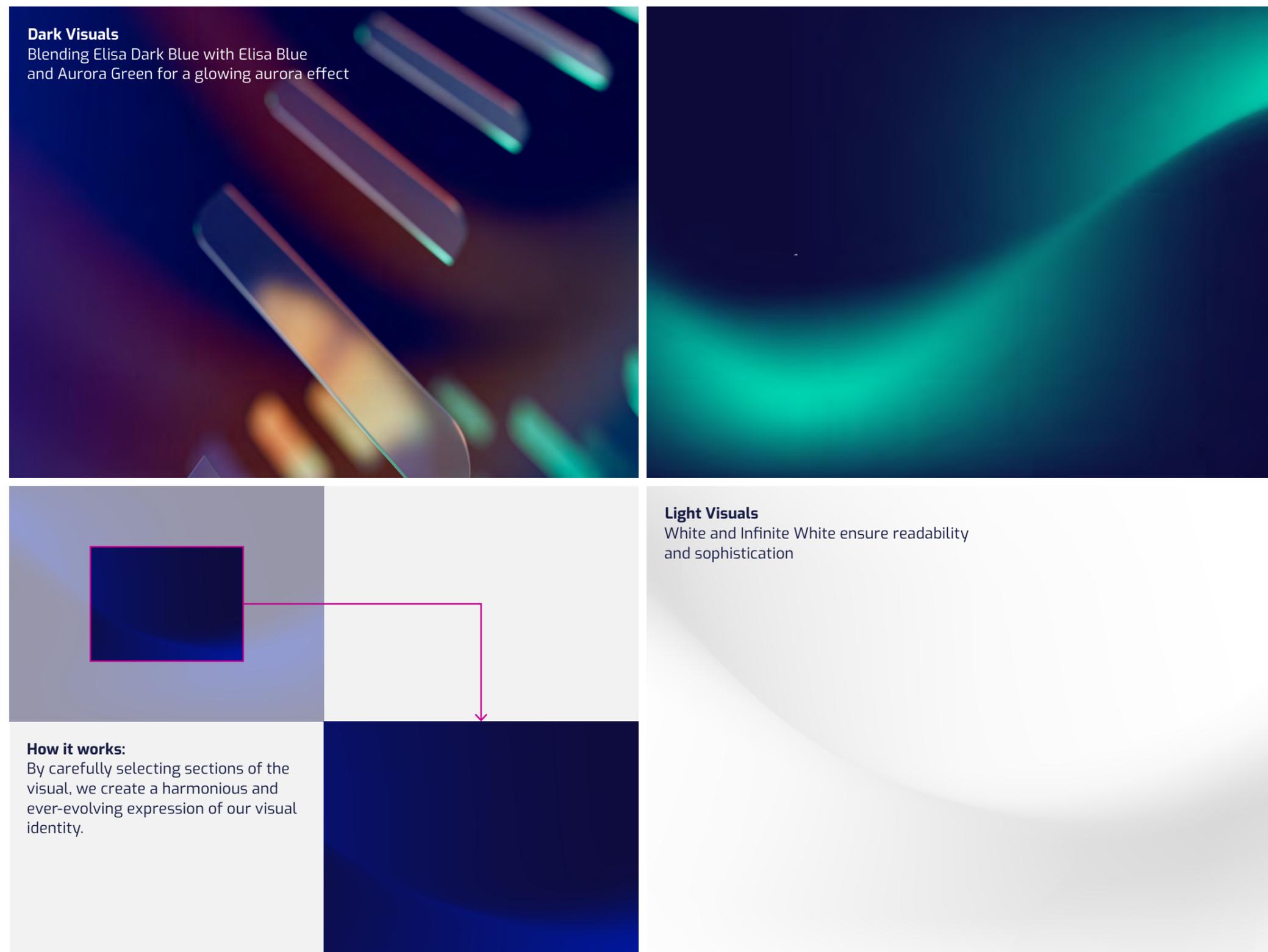
The Aurora backgrounds are inspired by the Northern Lights — ever-changing, dynamic, and never the same twice. Like the countless particles that create auroras, they symbolize the streams of data that fuel Elisa Industriq.

There are two expressions of the Aurora:

- **Gradients:** smooth flows of color that capture light in motion, from deep Elisa Blue into vibrant Aurora tones.
- **Shards:** backgrounds where the Aurora is combined with shards from the Elisa Industriq symbol, adding structure, rhythm, and a sense of direction.

The visual transitions from deep blue to a spectrum of colors and shades, reflecting constant movement and change. To maintain this sense of dynamism, we encourage the use of different cropped sections of the visual, balancing light and dark, variations in tone, and fluid motion.

Both versions balance light and dark, motion and stillness. Each crop should feel like a captured frame of transformation, alive, dynamic, and unmistakably ours.



From Vision to Visuals

The Elisa Industriq Design Language

This section translates strategy into practice. Here you'll find the rules and tools that bring our brand to life: colors, imagery, logos, illustrations, and more. The design language ensures consistency across every touchpoint while giving teams the flexibility to create with confidence.

ELISA INDUSTRIQ

Logotypes

Our Dynamic Logo System

Our logo system is designed to express unity across Elisa Industriq and our business units. It shows how we operate as one — distinct in expertise, yet always connected.

Business Units always with Elisa Industriq

Business Unit logos never appear alone; Elisa Industriq must always be present. The two entities can be shown side by side, or in a lock-up when it's important to emphasize unity.

1. **In vertical lock-ups**, the BU logo is scaled 20% larger than the Elisa Industriq logo, signaling both its expertise and its place within the group.
2. **In horizontal lock-ups** the BU logo is the same cap-height as the Elisa Industriq wordmark.

Logo color and legibility

Our logos can be reproduced in Elisa Dark Blue or white. If color reproduction is not possible, 100% black may be used as an exception. The logo must never be placed on backgrounds that impair legibility.

Standalone wordmark

ELISA INDUSTRIQ

Business unit brands presence together

ELISA INDUSTRIQ
CalcuQuote
camLine
Gridle
Polystar
sedApta

Please note: business unit brands never appear alone, Elisa Industriq must always be present

Elisa Industriq and Business Unit Brands together

CalcuQuote

ELISA INDUSTRIQ

1. Vertical lockup

Polystar | ELISA INDUSTRIQ

2. Horizontal lockup

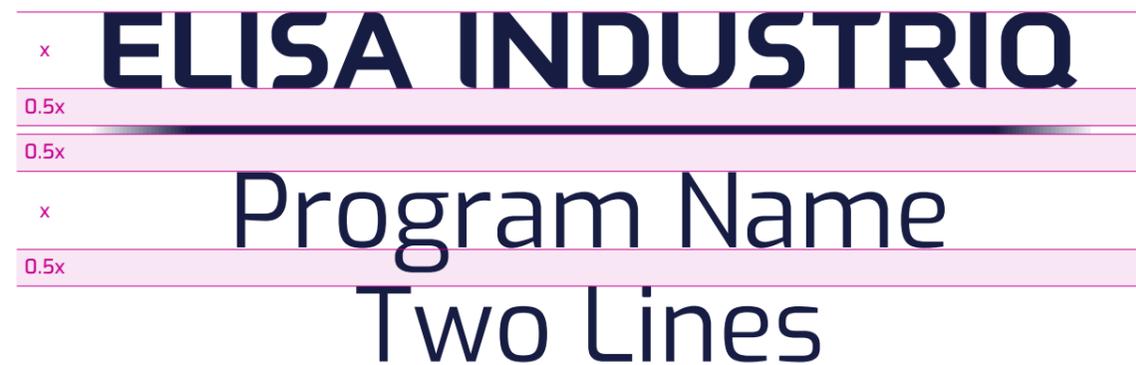


Together on application

Logotypes

Partner Program Logos

Partner program names are always typeset in Exo Regular and appear in Elisa Dark Blue or White. The layout follows a strict grid to ensure alignment and maintain consistent spacing across applications. The Line acts as a divider between the Elisa Industriq logo and the partner program name.



Logotypes

Co-branding

Co-branding layouts follow the same visual system. Logos are placed at equal height above the Line and spaced consistently to ensure visual balance. The layout can adapt to different types of relationships:

- **Equal Terms:** All logos appear with equal prominence and size.
- **Elisa Industriq hosting:** Elisa Industriq's logo is given greater emphasis.

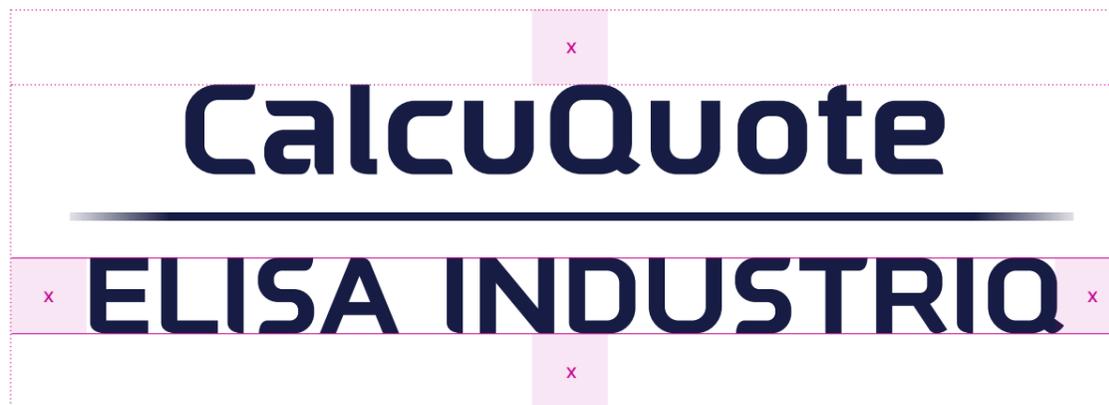
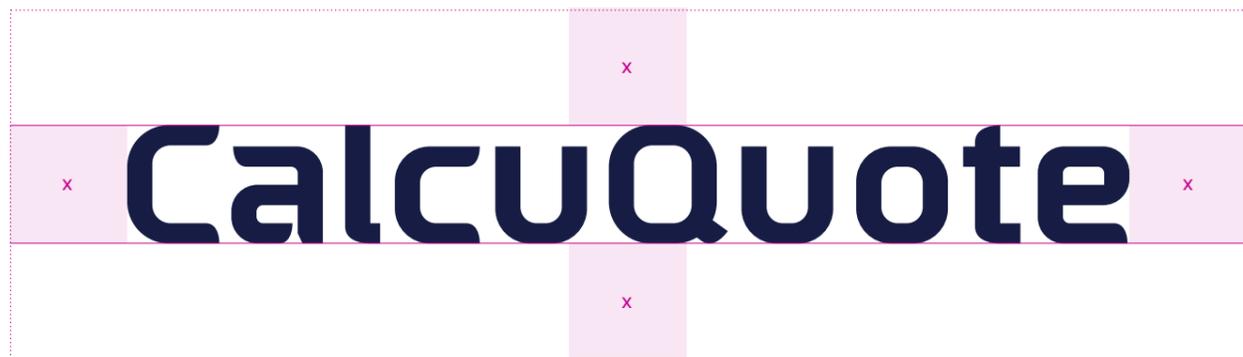
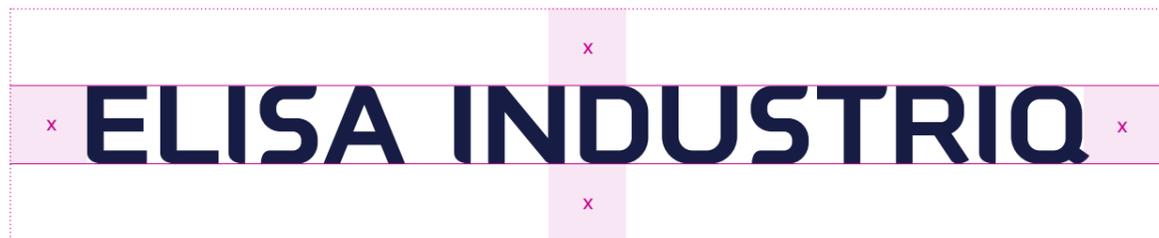
For longer additional logos, the Line may be extended to preserve balance without disrupting proportions.

Treat the co-branded logos in the same way as we would like others to treat our logo.



Logotypes Exclusion Zones

The exclusion zone is the minimum area around the logo that must be kept free from other graphic elements. This is to ensure that the logo is reproduced clearly and legibly without interference from other visual devices.

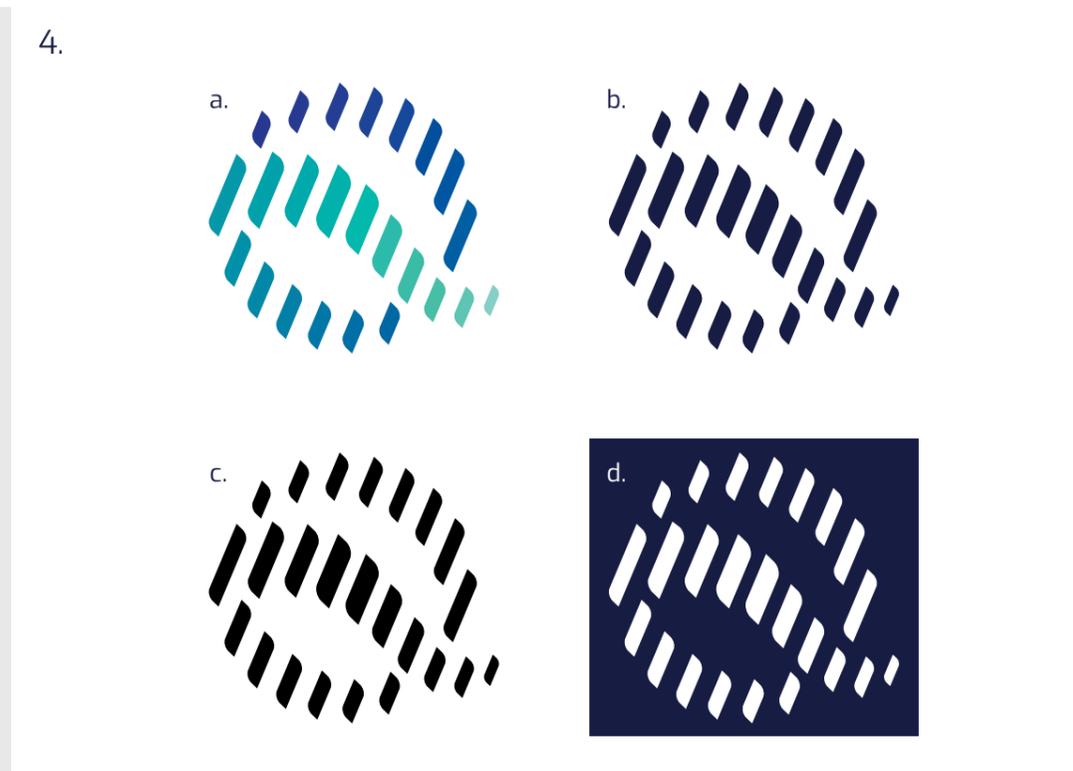
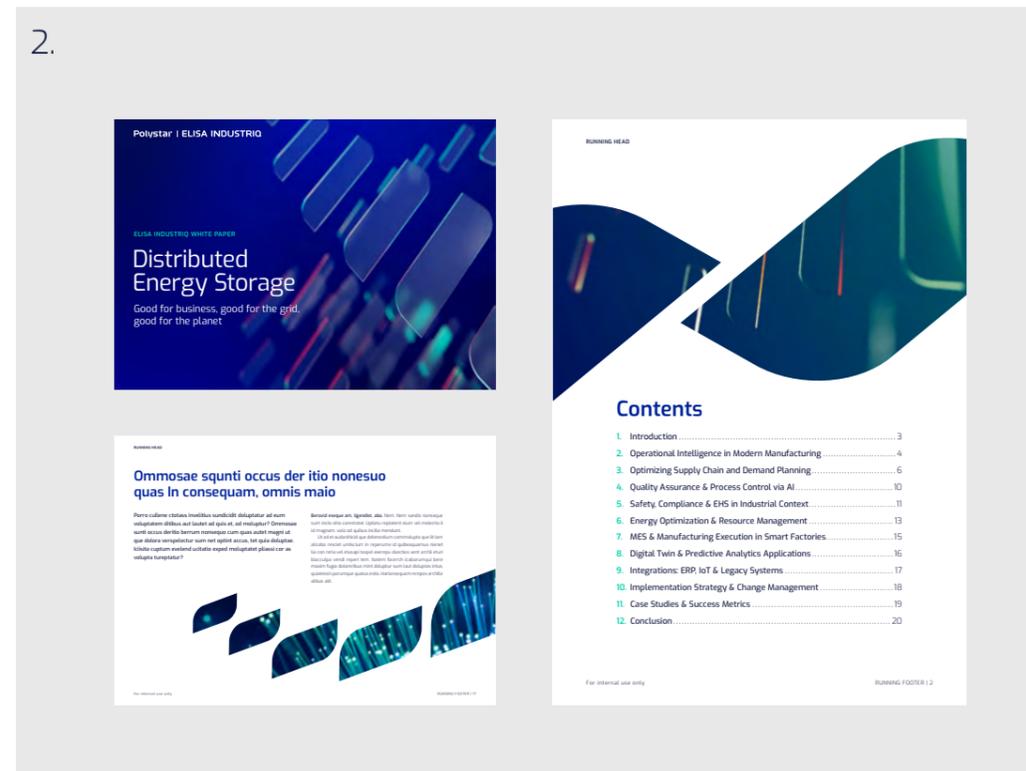
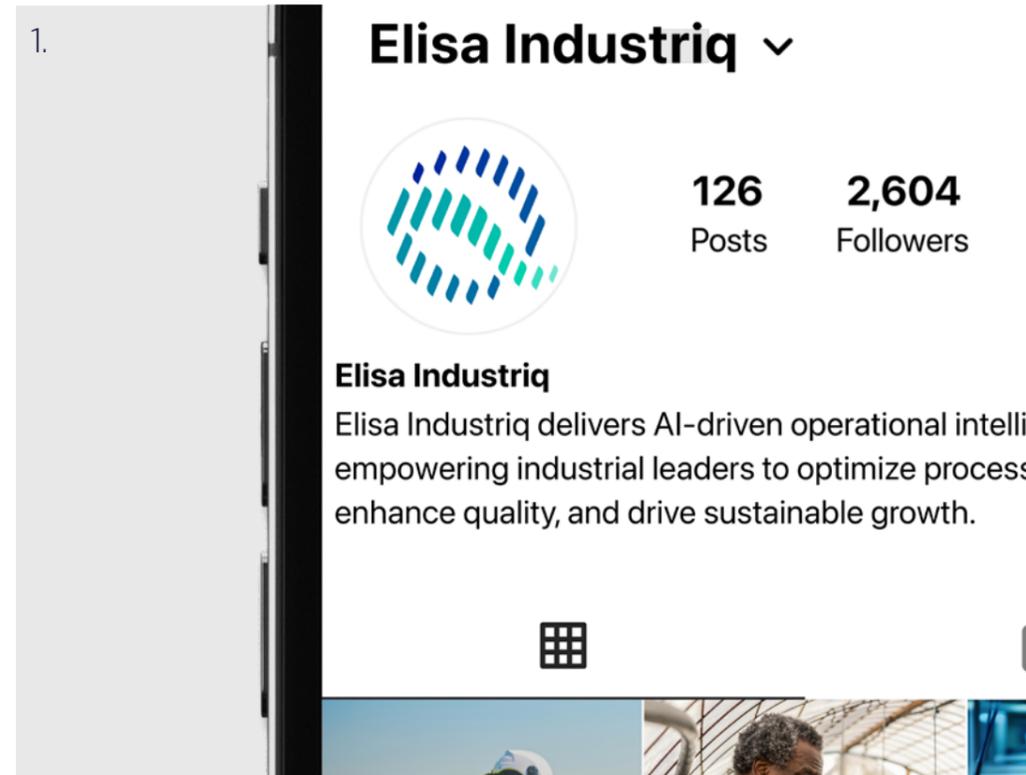


Logotypes Our Symbol

The Elisa Industriq symbol is born from two core elements of our identity: the Aurora and the “Q” in Industriq. Its flowing shards echo the Northern Lights, symbolizing transformation, data in motion, and the intelligence that drives our work.

The symbol is always used as a stand-alone brand element. It is not combined with the wordmark or placed in lock-ups with Business Unit logos. Instead, it serves three roles:

1. As a marker of the brand in contexts **where the full logo would be too large or impractical** — such as social media icons, favicons, app buttons, or other compact spaces.
2. As a **decorative element** across layouts and applications, adding rhythm, structure, and recognition while reinforcing the visual identity.
3. As a **brand signature** on collateral and merchandise, where the full logo might feel heavy-handed — for example on promotional items, event materials, or subtle branding applications.
4. The Aurora Q exists in four approved versions: (a) full color, (b) dark blue, (c) black and (d) white. Always choose the version that ensures maximum clarity and contrast in its context.

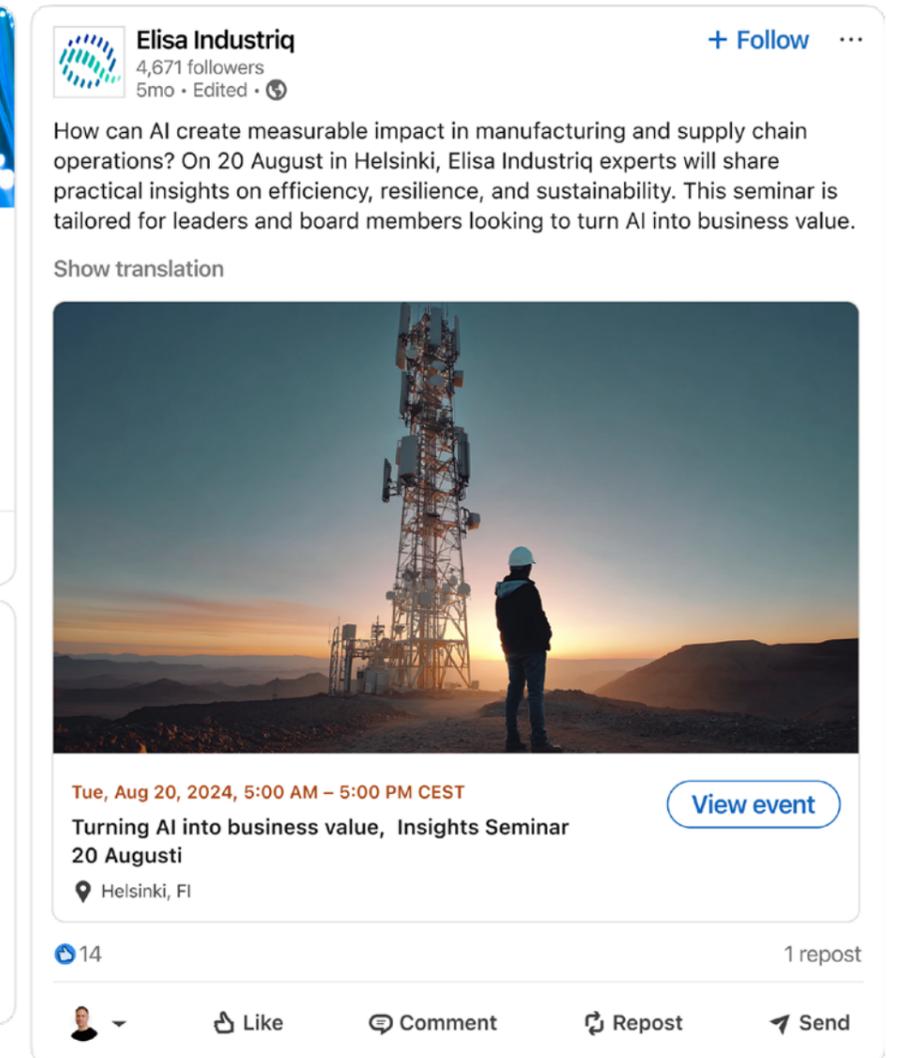
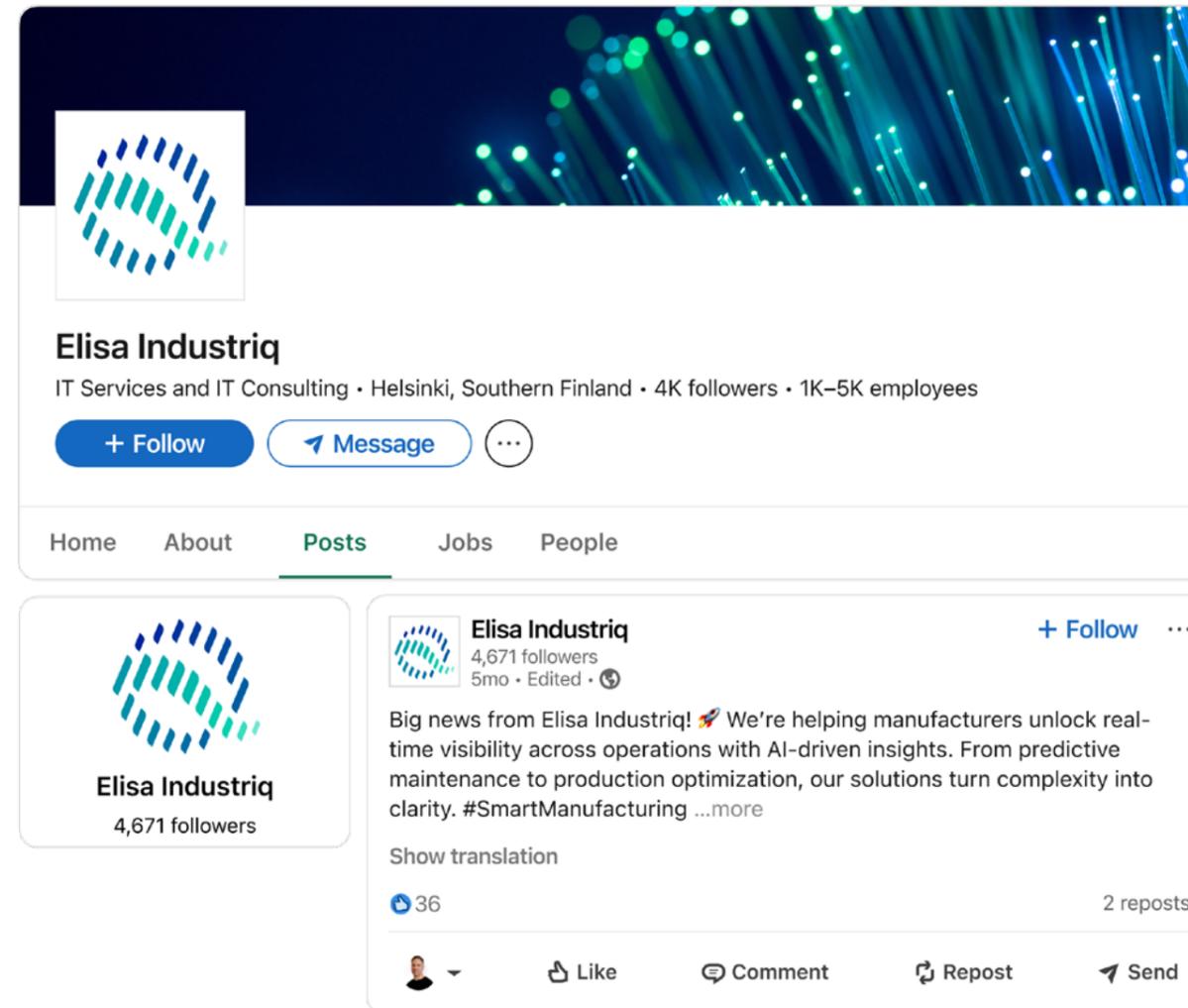


Logotypes

Social Media Symbols

On LinkedIn, YouTube, and other platforms, the brand must remain clear and recognizable — even at small sizes. For this, we use the Aurora Q symbol as our profile image.

- **Usage:** Full-color or reversed single-color. Always paired with the Elisa Industriq wordmark. Never with Business Unit logos or lock-ups.
- **Origin:** Built from the “Q” in Industriq, with shards extracted from the wordmark.
- **Meaning:** Q = intelligence, Aurora = flow of information. Together, they signal technology, transformation, and our Northern Lights inspiration.



Identity Elements

The Line

The Line is one of our core brand elements and serves as a visual divider. It exists in three versions: a full-color gradient, Elisa Dark Blue for light backgrounds, and white for dark backgrounds. The Line should always appear thin and crisp, with softened edges to evoke a sense of infinity and flow.

While it is used dynamically across applications, it should always remain horizontal. This element plays an important role in our brand expression; especially in logo lock-ups, presentation slides, and digital interfaces such as the website.

The line should start and end with the 10% segment going from solid color to transparency.

The screenshot shows a website header with a navigation menu: ELISA INDUSTRIQ, Solutions, Expertise, Industries, About Us, Knowledge Center. A search icon and a 'Contact us' button are on the right. Below the navigation is a hero section with a background image of a laboratory and the text 'Quality. Efficiency. Growth.' and 'We leverage industry expertise and deliver software solutions for Operational Intelligence globally.' A thin horizontal line with a blue-to-teal gradient is positioned above the hero section.

Next to the website header is a 'Gradient settings of the line' panel. It shows a 'Linear' gradient with the following stops:

Stops	Color	Percentage	Opacity
0%	00D2AE	0%	—
10%	00239D	100%	—
38%	00D2AE	100%	—
62%	00239D	100%	—
90%	00D2AE	100%	—
100%	00239D	0%	—

Web header: full color line

Gradient settings of the line



Slide's footer: Elisa Dark blue line



Logo lock-up for dark backgrounds: white line

Typography



Primary Typography

EXO Font

Exo SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?!&@

Exo Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?!&@

Our typeface is **Exo**, a clean font with modern lines that balance a tech-forward aesthetic with calm sophistication. It creates a sense of corporate elegance while staying approachable.

Usage & hierarchy

Typography should always have enough contrast to guide the reader. Keep at least two weights of difference between body text and headings:

- **Preferred:** Light for body copy with SemiBold for headlines – clean, elegant, premium.
- **Alternative:** Regular for body, Bold for subheads, SemiBold for headlines – more conservative but structured, especially effective for reversed text (white on dark backgrounds).

General rules:

- Use Elisa Dark Blue instead of black.
- Keep generous line spacing (e.g., 11/15 pt).
- Apply a 1.5–2 scale between headings and body text.
- Use upper/lowercase for readability; all caps only for short headlines or dividers in small sizes.

Download & installation

The Exo font can be [downloaded from Google Fonts](#). Once installed, make sure it is activated in your design applications for consistent use across all materials.



Secondary (fallback) Typography

Arial

In cases where Exo is not available we use **Arial** as our fallback typeface. Arial ensures consistency and accessibility across platforms where custom fonts are not supported, maintaining a clean, professional appearance that aligns with the Elisa Industriq tone.

Usage rules

- Use Arial Regular and Bold to mirror Exo Regular and SemiBold.
- Keep the same hierarchy, line spacing, and typographic scale as defined for Exo.
- Always use Elisa Dark Blue instead of black to keep the look consistent with our brand.

Arial Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?!&@**

Arial Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?!&@

Trust Through Color

The Elisa Industriq Color System

This section shows how color shapes our identity. It provides practical rules and inspiration for using the Elisa Industriq palette, ensuring every touchpoint feels consistent, recognizable, and full of energy.



Our Color System

Our three-tier palette keeps the brand clear, consistent, and flexible. Primaries carry our identity, secondaries add energy, and neutrals create balance. Together they express Elisa Industriq's calm confidence and trusted guidance.



A. Primary colors

Our primary colors are the foundation of the brand. They carry our identity and are used most prominently across communications and interfaces. Elisa Blues and Aurora define who we are—trustworthy, confident, and future-focused.



B. Secondary colors

These colors extend our visual expression. They provide energy, contrast, and variety, supporting storytelling and complex applications such as charts, diagrams, and infographics. While they are not always present, when used thoughtfully they add depth and dimension to our brand.



C. Neutrals

Our neutrals are the supporting framework. Whites, greys, and dark tones ensure balance, readability, and clarity. They give space for our primary and secondary colors to shine, creating a harmonious and professional aesthetic.

Primary Colors

Our colors are inspired by the **Northern Lights** and chosen to work harmoniously with both our dark and light Aurora schemes. Each primary color exists in a **five-step scale** for flexibility: Elisa Blues ranging from deep foundations to light decorative tones, and Aurora extending into a vibrant teal spectrum. These variations support everything from text and CTAs to backgrounds and accents – without losing brand strength.

● Elisa Dark Blue

Elisa Dark Blue -1

HEX.....#171C43
 RGB.....23, 28, 67
 CMYK66, 58, 0, 76
 Pantone.....2768 C

HEX.....#12215f
 RGB.....18, 33, 95
 CMYK81, 65, 0, 63
 Pantone.....280 C/U

Elisa Dark Blue represents the deep Arctic night sky providing a strong background foundation for dark mode applications. Elisa Dark Blue is also used for most texts.

● Elisa Blue

Elisa Blue -1

HEX.....#00239D
 RGB.....0, 35, 157
 CMYK100, 78, 0, 38
 Pantone.....Dark Blue C/U

HEX.....#99CCFF
 RGB.....153, 204, 255
 CMYK40, 20, 0, 0
 Pantone.....290 C

Elisa Blue is our lead brand color—a bold representation of the Elisa mother brand. It reflects the rich blues of the Arctic night sky and serves as our default color for buttons, highlights, and primary call-to-actions. When only one color can be used, Elisa Blue is the top choice.

Elisa Blue -2

HEX.....#EFF2F9
 RGB.....239, 242, 249
 CMYK4, 3, 0, 2
 Pantone.....656 C

Aurora +2

Aurora +1

HEX.....#024338
 RGB.....2, 67, 56
 CMYK91, 43, 70, 54
 Pantone.....3308 C

HEX.....#018B74
 RGB.....1, 139, 116
 CMYK83, 21, 61, 5
 Pantone.....7716 C

● Aurora

Aurora -1

HEX.....#00D3AF
 RGB.....0, 211, 175
 CMYK67, 0, 44, 0
 Pantone.....7465 C

HEX.....#71E6D3
 RGB.....113, 230, 211
 CMYK52, 0, 28, 0
 Pantone.....3252 C

Aurora is a vibrant teal green reminiscent of the glowing aurora, perfect for highlighting design objects in a layout.

Aurora -2

HEX.....#E2FAF6
 RGB.....226, 250, 246
 CMYK14, 0, 7, 0
 Pantone.....621 C

Secondary Colors

Secondary colors are functional, not brand-defining. They support primaries by adding clarity in graphs, and diagrams, are chosen to work seamlessly with Elisa Industriq’s palette. Each color comes in three versions for flexibility and readability.

	Orange	Yellow	Teal	Cyan	Purple	Magenta	Sky Red
1	HEX.....#ffc4e9 RGB.....255, 244, 233 CMYK.....0, 4, 9, 0	HEX.....#fffbef RGB.....255, 251, 239 CMYK.....0, 2, 6, 0	HEX.....#ecfbf7 RGB.....236, 251, 247 CMYK.....6, 0, 2, 2	HEX.....#e9fcfd RGB.....233, 252, 253 CMYK.....8, 0, 0, 1	HEX.....#f8efff RGB.....248, 239, 255 CMYK.....3, 6, 0, 0	HEX.....#fff0fa RGB.....255, 240, 250 CMYK.....0, 6, 2, 0	HEX.....#fff1f1 RGB.....255, 241, 241 CMYK.....0, 5, 5, 0
2	HEX.....#ffc98c RGB.....255, 201, 140 CMYK.....0, 21, 45, 0	HEX.....#fdeb9a RGB.....253, 235, 154 CMYK.....0, 7, 39, 1	HEX.....#9be7d4 RGB.....155, 231, 212 CMYK.....33, 0, 8, 9	HEX.....#9beff2 RGB.....155, 239, 242 CMYK.....36, 1, 0, 5	HEX.....#dba6ff RGB.....219, 166, 255 CMYK.....14, 35, 0, 0	HEX.....#ff9be0 RGB.....255, 155, 224 CMYK.....0, 39, 12, 0	HEX.....#ffaa99 RGB.....255, 153, 153 CMYK.....0, 40, 40, 0
3	HEX.....#ff8c0a RGB.....255, 140, 10 CMYK.....0, 45, 96, 0	HEX.....#fad22d RGB.....250, 210, 45 CMYK.....0, 16, 82, 2	HEX.....#4dd6b8 RGB.....77, 214, 184 CMYK.....64, 0, 14, 16	HEX.....#4ce4eb RGB.....76, 228, 235 CMYK.....68, 3, 0, 8	HEX.....#bd4bff RGB.....189, 75, 255 CMYK.....26, 71, 0, 0	HEX.....#ff3bc5 RGB.....255, 59, 197 CMYK.....0, 77, 23, 0	HEX.....#ff6b3d RGB.....255, 107, 61 CMYK.....0, 58, 76, 0
4	HEX.....#cc6f08 RGB.....204, 111, 8 CMYK.....0, 46, 96, 20	HEX.....#c8a61f RGB.....200, 166, 31 CMYK.....0, 17, 84, 22	HEX.....#379c85 RGB.....55, 156, 133 CMYK.....65, 0, 15, 39	HEX.....#36aab0 RGB.....54, 170, 176 CMYK.....69, 3, 0, 31	HEX.....#8e25c7 RGB.....142, 37, 199 CMYK.....29, 81, 0, 22	HEX.....#c02091 RGB.....192, 32, 145 CMYK.....0, 83, 24, 25	HEX.....#e63526 RGB.....230, 53, 38 CMYK.....0, 77, 83, 10
5	HEX.....#4d2800 RGB.....77, 40, 0 CMYK.....0, 48, 100, 70	HEX.....#4d3c00 RGB.....77, 60, 0 CMYK.....0, 22, 100, 70	HEX.....#12332c RGB.....18, 51, 44 CMYK.....65, 0, 14, 80	HEX.....#123537 RGB.....18, 53, 55 CMYK.....67, 4, 0, 78	HEX.....#2e063f RGB.....46, 6, 63 CMYK.....27, 90, 0, 75	HEX.....#3a0029 RGB.....58, 0, 41 CMYK.....0, 100, 29, 77	HEX.....#660000 RGB.....102, 0, 0 CMYK.....0, 100, 100, 60

Neutrals

Neutrals are supporting tools, not brand colors. Anchored by Infinite White, they form a five-step scale of blue-tinted greys, from almost black to almost white. They provide readability, structure, and contrast, giving space for brand colors to stand out across different contexts.

Neutral 900
Deep Charcoal Blue

HEX.....#1A1F2A
 RGB.....26, 31, 42
 CMYK35, 28, 0, 84

Strongest contrast. Use for text on light backgrounds and deep foundations in dark mode.

Neutral 700
Slate Blue-Grey

HEX.....#3F4656
 RGB.....63, 70, 86
 CMYK27, 18, 0, 66

Secondary text, UI panels, dividers, and dark mode surfaces.

Neutral 500
Mid Grey (Anchor)

HEX.....#7A808F
 RGB.....122, 128, 143
 CMYK17, 10, 0, 44

Neutral tone for borders, icons, tables, and secondary UI elements.

Neutral 300
Infinite White

HEX.....#D9D9D9
 RGB.....217, 217, 217
 CMYK14, 11, 11, 0

Background blocks, diagrams, table fills, or inactive UI states.

Neutral 100
Arctic White

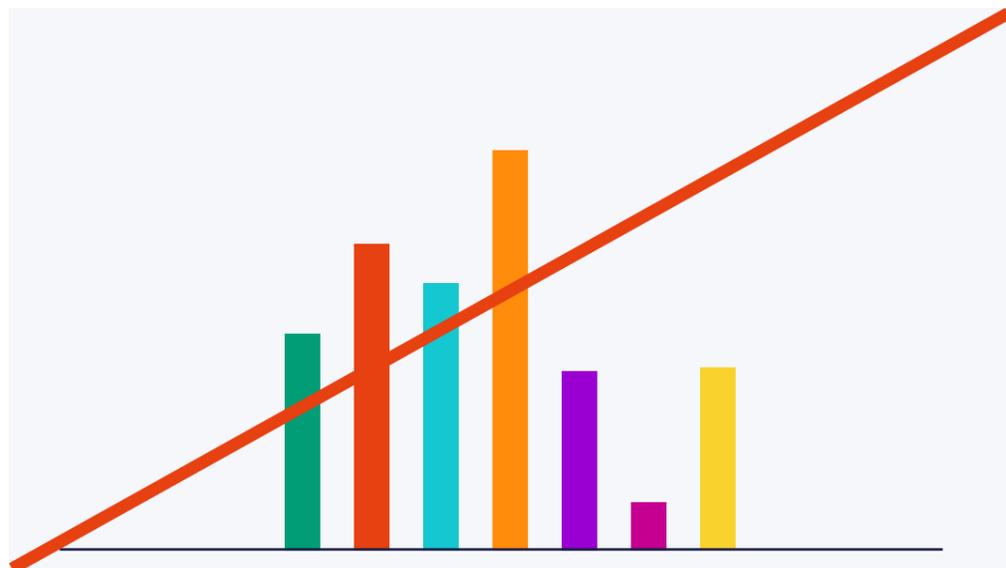
HEX.....#F5F7FA
 RGB.....245, 247, 250
 CMYK2, 1, 0, 2

Page backgrounds, panels, or light surfaces for clean layouts.

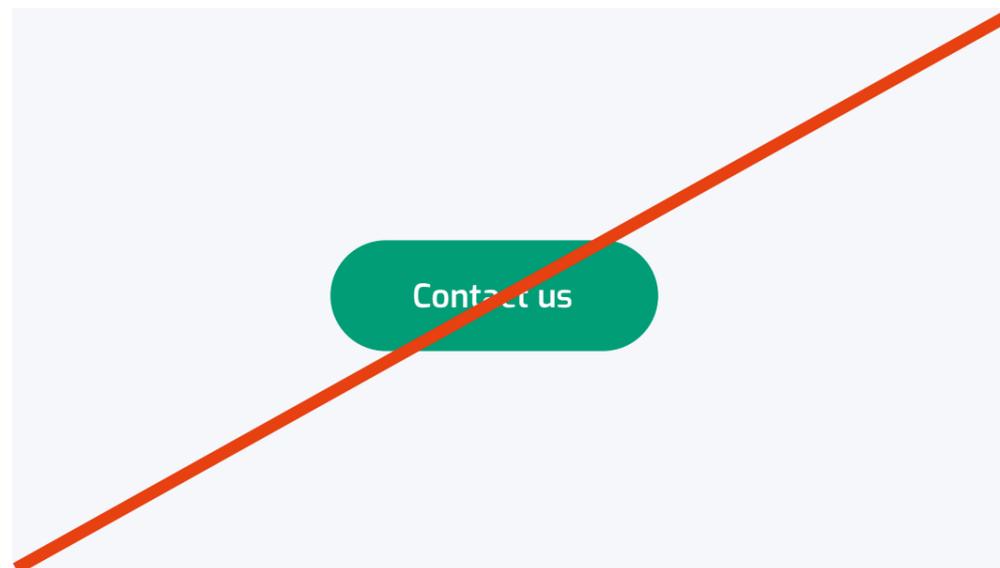
Secondary Colors

Some Don'ts

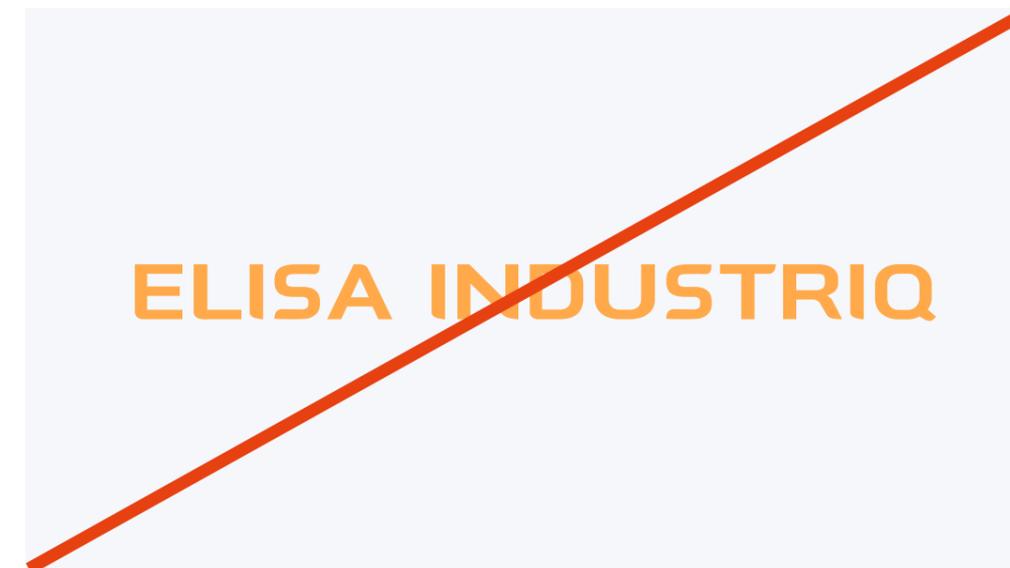
Our secondary colors add clarity in data but must not compete with the primaries that define Elisa Industriq's identity. Misuse of secondaries can dilute impact, create visual noise, or weaken brand recognition.

**Don't**

Avoid using all secondaries equally in one visual –they dilute impact.

**Don't**

Don't replace primaries with secondaries in CTAs or identity elements.

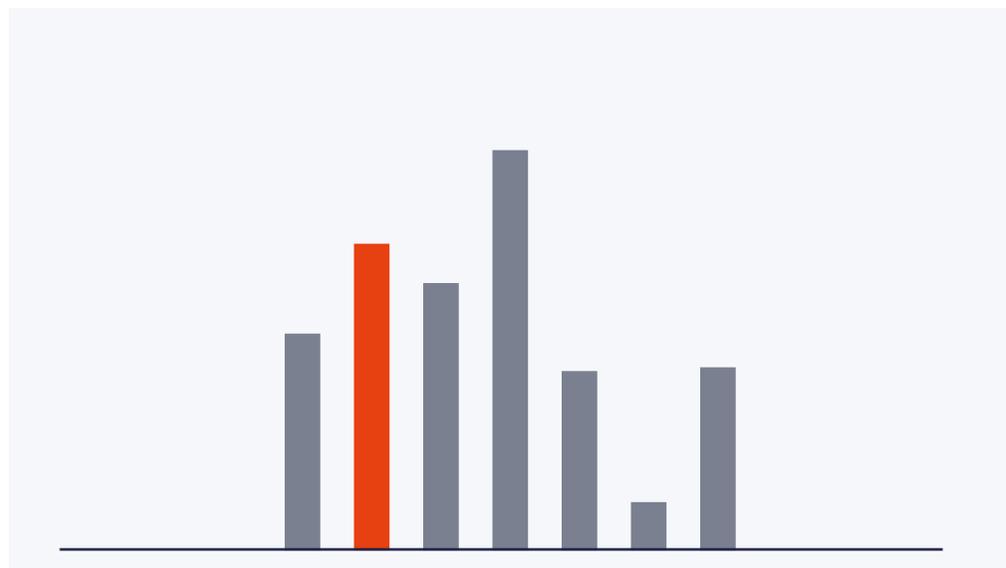
**Don't**

Never apply secondary colors to logos, headers, or brand signatures.

Secondary Colors

Do This Instead

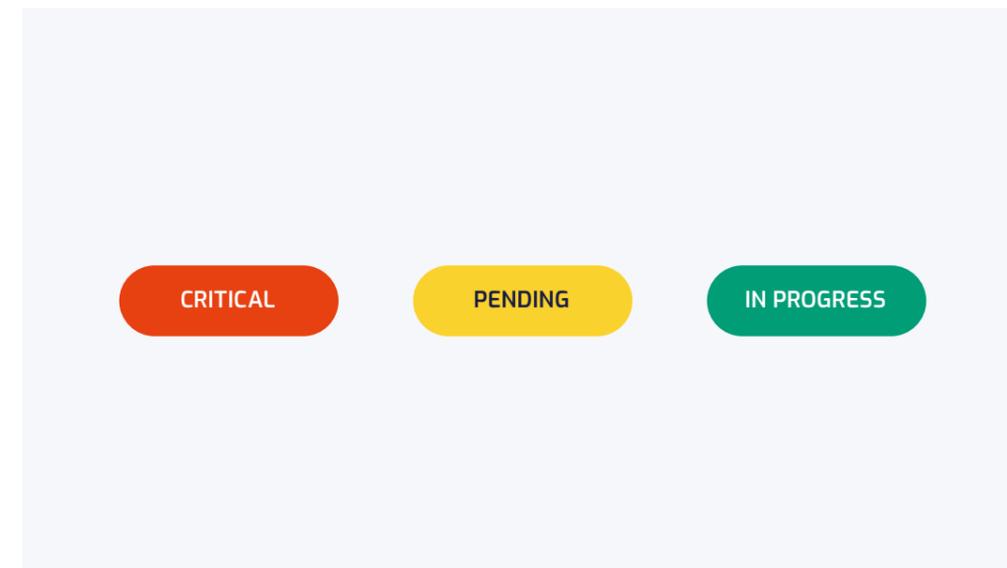
Secondary colors add clarity and variety when used with purpose. They support information design in charts, UI, and diagrams, helping highlight what matters without overshadowing the primaries.



Do
Use one secondary per category to maintain clarity



Do
Use secondary colors sparingly. They should support the message, not dominate the layout or overpower the content.

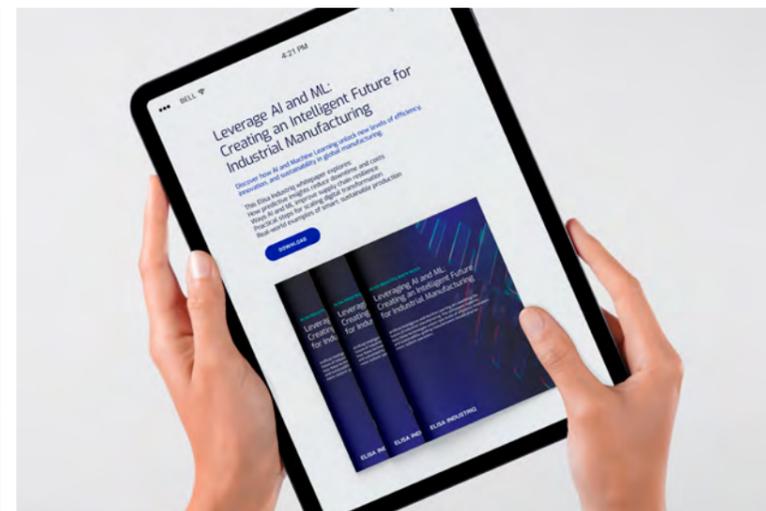


Do
Use secondary colors to differentiate status or categories in user interfaces or process flows.

Application Examples Color in Use

Our color palette comes to life across every touchpoint – from digital interfaces to every-day materials. The Elisa Industriq colors provide recognition, consistency, and energy, whether applied to publications, apparel, event items, or digital experiences.

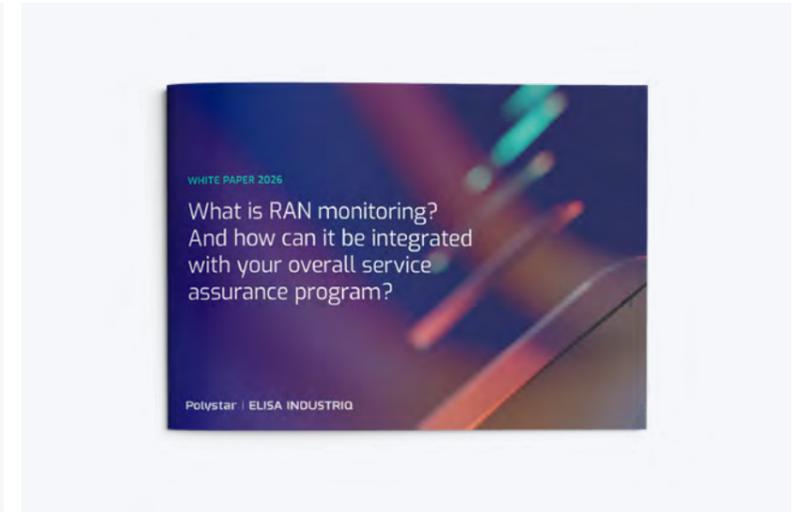
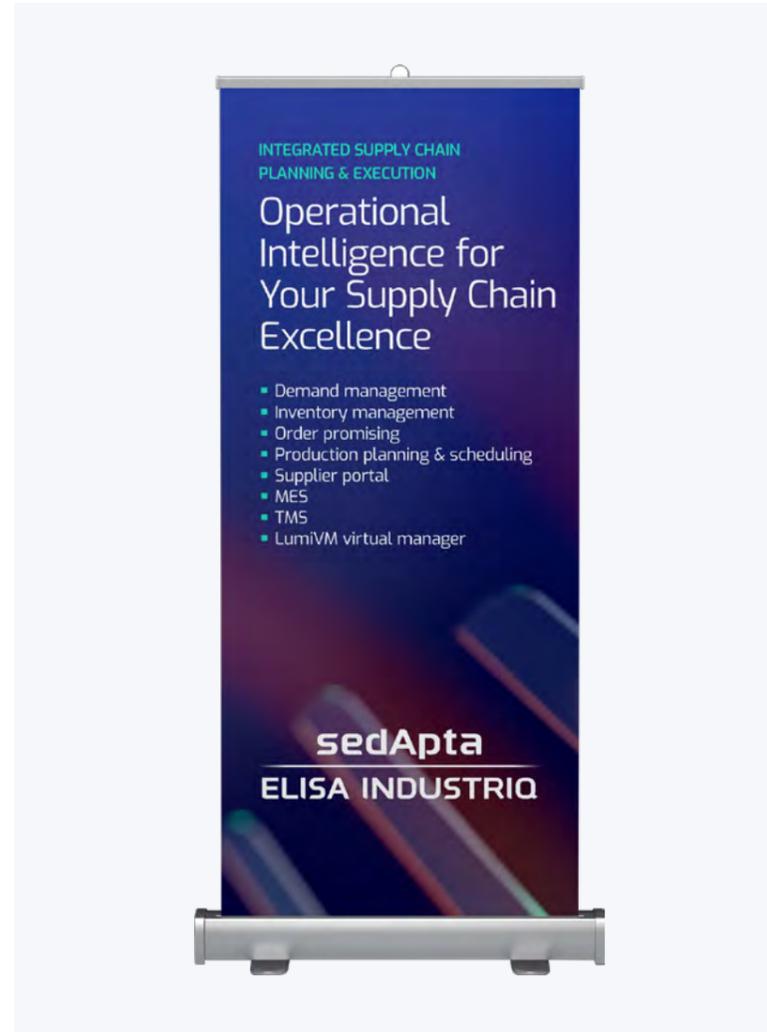
The key is balance: use our primary blues and teal as the foundation. Neutral space keeps layouts clean, while careful contrasts ensure readability and accessibility.



Application Examples Color in Use, Business Units

Business Units follow the same color principles as Elisa Industriq. The palette, backgrounds, and hierarchy are applied consistently to ensure that all communication feels part of one unified brand.

As the examples show, BU applications can feature photographic imagery in line with our [imagery guidelines](#), or make use of a suitable Aurora background. Both approaches are fully on-brand and help reinforce our shared visual language.



Shaping Perception Through Images

Imagery Guidelines

Imagery is one of the strongest ways we tell the Elisa Industriq story. Used with care, it makes our brand human, credible, and recognizable across every channel. These guidelines ensure that every image — from hero shots to supporting visuals — is chosen with intent, styled with clarity, and applied consistently.



Real Stories, Clear Visuals

Imagery Guidelines

Proper imagery has the power to attract, motivate, and engage. In a world saturated with visuals, using a consistent style helps Elisa Industriq stand out and build recognition faster.

When selecting imagery, we always consider two factors:

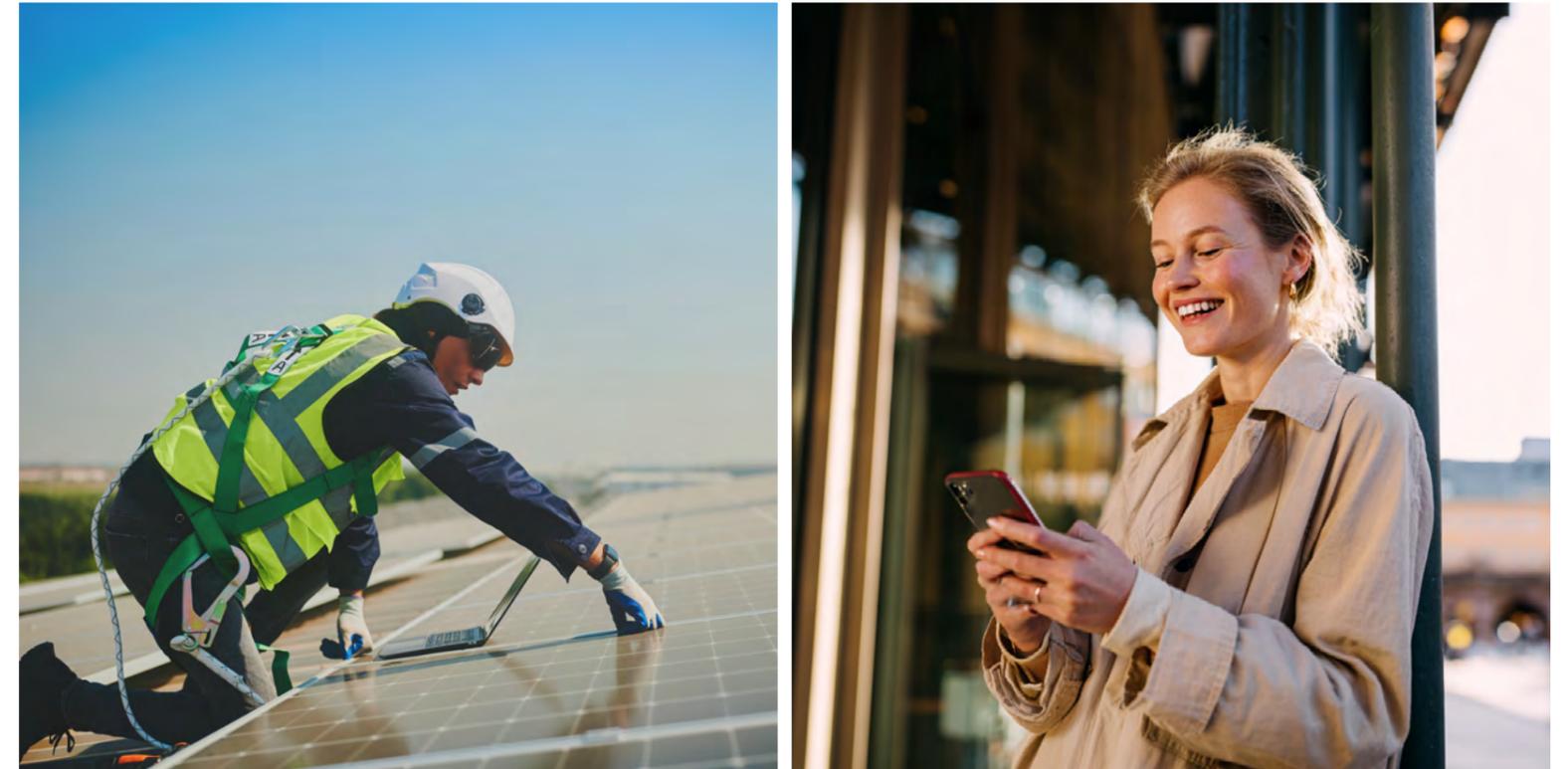
1. **Substance:** the content and the message we need to express visually (see pX).
2. **Style:** how we present that message in a way that reflects our brand (see pX).

We prioritize real imagery wherever possible, as authenticity is key. However, when real images are not available, we use AI-generated visuals to maintain consistency and storytelling impact.

Our image categories, in order of priority:

1. **Customers in action (real):** authentic images of customers engaging with our solutions.
2. **Customers in action (AI):** used only when real images are unavailable.
3. **Industry settings without customers:** contextual images that set the scene but do not feature people.

Every image must be chosen with intent. It should not just decorate but actively support and strengthen our brand narrative, reinforcing and amplifying the key message it represents.



Substance

Choose Imagery With Meaning

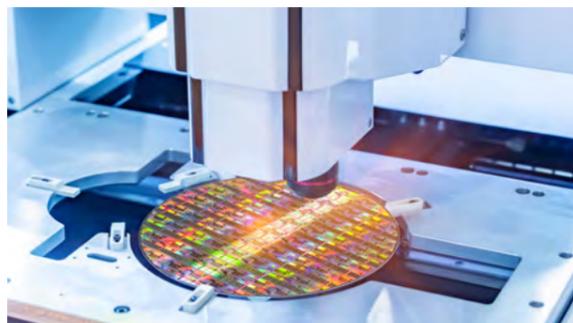
Our imagery must be more than decoration — it must carry the story. Always select images that support our brand narrative and highlight the human and technological impact of Elisa Industriq.



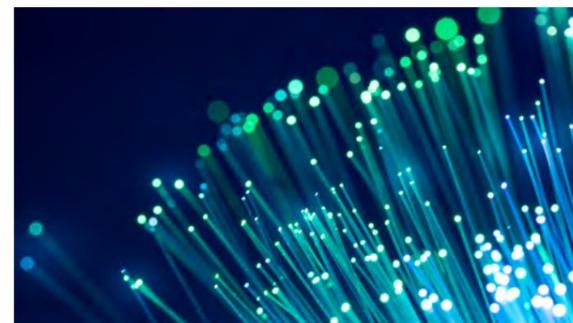
Prioritize real imagery whenever possible: Customers and users in action, engaging with our products and solutions. Elisa Industriq's specialists at work—engineers, technicians, and professionals developing solutions in real settings.



When human side is not easy to be represented, use contextual imagery to set the scene—warehouses, semiconductors production, base stations, data centers, renewable energy stations, industrial battery storages.



Dedicate special attention to hero/cover images (level 1). They set the tone for how people perceive our brand.



Hero images may also evoke a broader sense of wonder about the future, through curated abstract or futuristic visuals. These must always be minimal and brand-aligned.

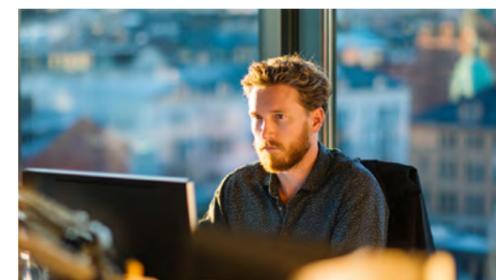


Ensure balance and diversity: different industries, cultures, and geographies should all be represented.

Style

Clarity and Consistency in Every Image

Imagery should not only show what we do, but how we do it: with clarity, trust, and optimism. Style decisions bring visual consistency across all communications and touchpoints.



Perspective

- Use natural eye-level views or authentic aerial shots.
- Close-ups are welcome when they look real and purposeful.
- Avoid forced or distorted perspectives that distract from the subject.

Composition

- Keep focus clear and uncluttered.
- Prefer realistic environments over studio-like setups.
- Avoid busy scenes with no focal point.

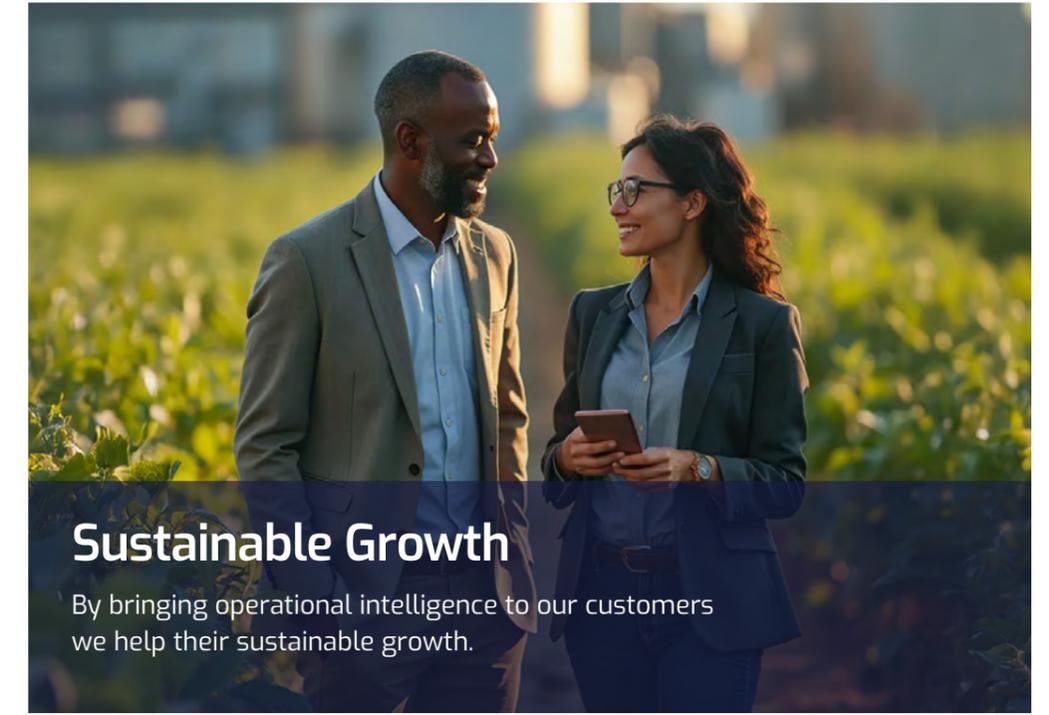
Effects

- Authenticity comes first, real photography is always preferred.
- If real photography is not possible, AI-generated images may be used sparingly.
- Avoid heavy layering, 3D gimmicks, or unrealistic visual effects. Less is more.

Overlays & Text Support Make Text Clear and Accessible

Images often carry text, icons, or data overlays. To keep them readable and on-brand, we apply semi-transparent color layers and keep layouts uncluttered.

- Use overlays to support the story/message when needed, not as decoration.
- Approved overlay colors: Black, White, Elisa Blue, Elisa Dark Blue. Transparency levels: 50–85%, depending on the image background.
- Always ensure overlays meet WCAG AA accessibility standards: Body text contrast $\geq 4.5:1$. Display/large text contrast $\geq 3:1$.



Stay Clear of Clichés Imagery Don'ts

To keep our brand consistent and professional, avoid these common pitfalls when working with imagery.



Never use photographs of the real aurora borealis. We use the Aurora background as a brand metaphor, therefore never use images of real Northern Lights skies.



If you need to add too much text or too many icons, rethink the layout. Consider using an infographic or illustration instead of overloading an image.

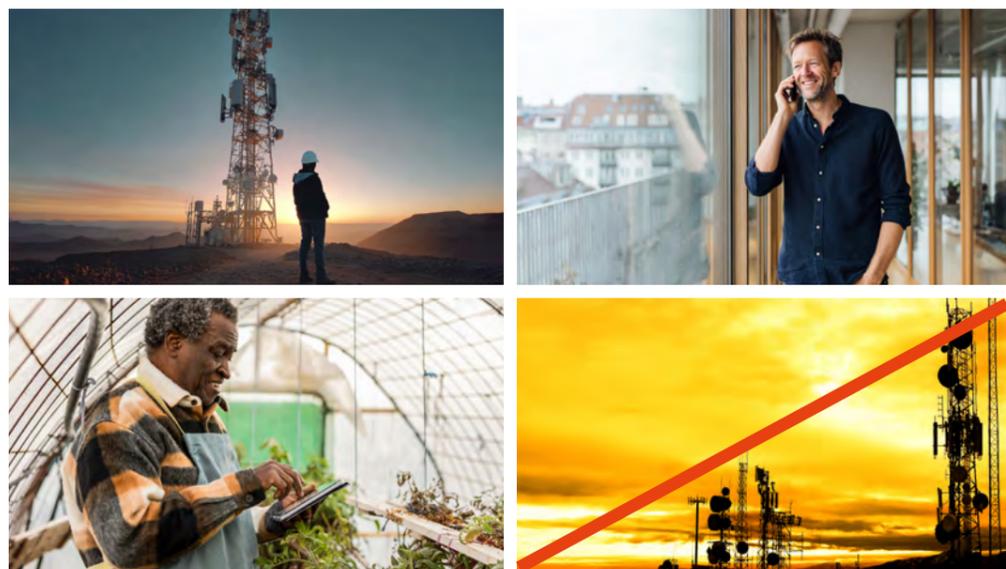


Never superimpose random vector graphics or generic icons onto images—this creates visual clutter and undermines the professional look.

Lighting, Aspect Ratio & Color

Use Light and Color With Care

Lighting, aspect ratios, and color treatments influence how imagery feels and how consistent it looks across channels. Apply these standards to keep our photography coherent and brand-aligned.



Lighting

- Prefer natural light. It creates clarity, authenticity, and warmth.
- Dark or night images may be used if they convey clarity and mood.
- Avoid overly warm or yellow tones that make imagery feel dated and/or off-brand.



Aspect Ratio

- For digital media, use landscape 16:9 as the default.
- For print, portrait formats are often better suited.
- Prepare channel-specific crops: 16:9, 4:5, 1:1, 9:16.
- Always respect safe zones for logos and text overlays.



Color

- Not all images need to be blue-toned. Other colors add variety and interest when used thoughtfully.
- Always ensure that added tones work harmoniously with Elisa Industriq's primary and secondary palette.
- Avoid over-processing or strong color filters that distort authenticity.

Secondary / Support Imagery

Build Depth With Supporting Visuals

Not every image has to be a hero. Secondary and supporting visuals add depth, variety, and context across our communications. They work in smaller placements or alongside hero images to complete the story.

Principles

- Keep imagery authentic and purposeful.
- Use supporting visuals to complement, not compete with, hero images.
- Avoid generic stock clichés or overly literal representations.



People in Action

Operators, engineers, and customers actively working with or benefiting from our solutions.

Context & Environment

Factory floors, manufacturing lines, base stations, server rooms, and offices where our technology is in use.

Technology Close-ups

Semiconductor wafers, PCB reels, equipment details, or anonymized UI screens.

Quality in Every Pixel

Technical Standards

Technical choices matter. Following these standards ensures our imagery looks sharp, works across every channel, and is always safe to use.

Resolution & size

- **Web:** Use images at a minimum of 1920 px width (HD).
- **Print:** Use images at 300 dpi at final output size.

File formats

- **Preferred for web:** WebP (small file size, high quality).
- **Alternative for web & digital:** JPG at 80–90% quality.
- **Print & transparency needs:** PNG.
- **Vector graphics:** SVG and EPS.
- Avoid TIFF, BMP, or other heavy/legacy formats.

Cropping & ratios

- Always prepare crops in standard aspect ratios: 16:9, 4:5, 1:1, 9:16.
- Respect safe zones for text and logos – don't crop into important details



Secondary / Support Imagery Abstracts

When photography isn't right, we use curated abstracts to evoke cutting-edge, human-centered technology. These visuals are decorative, but they must still feel engineered: calm, minimal, and recognizably Elisa Industriq.

Principles

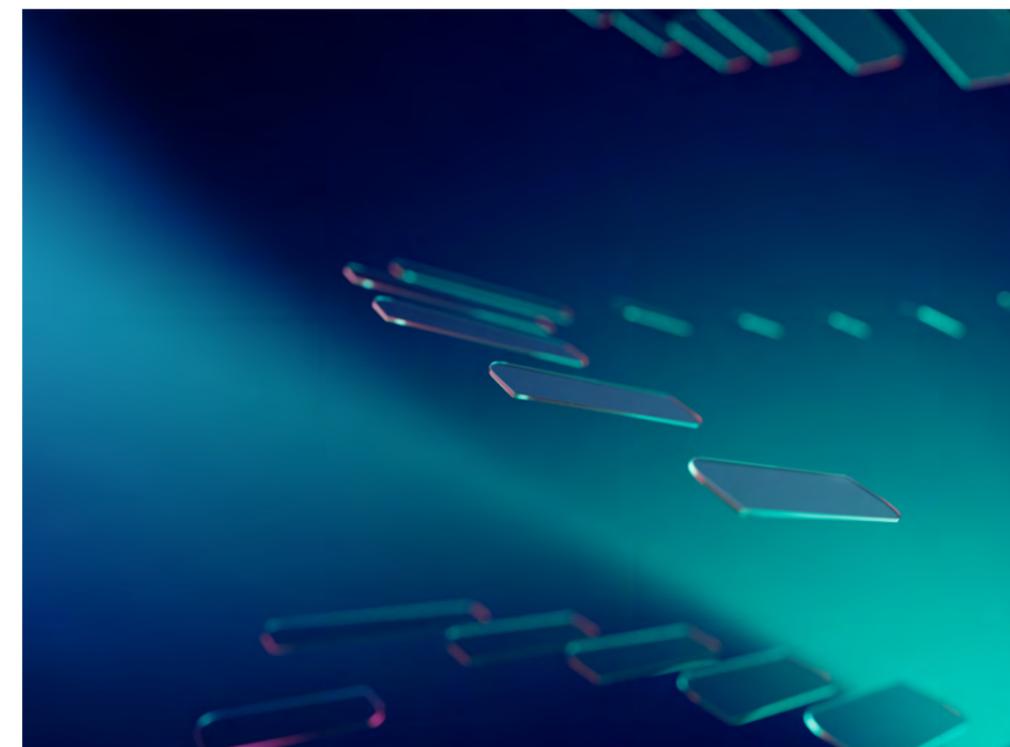
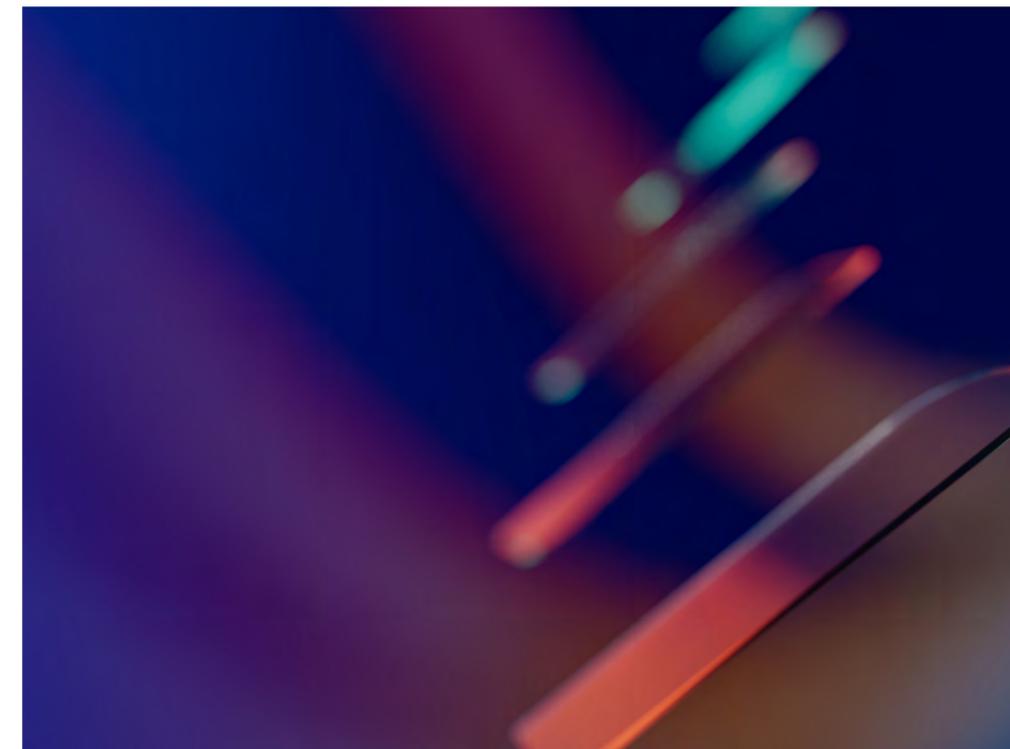
- **On-brand light & color:** Cool, luminous gradients (Elisa Blue/Dark Blue with Aurora Green & Purple accents). Soft falloff, no harsh saturation or warm/yellow casts.
- **Clarity & copy space:** One clear flow or structure; generous negative space for headlines/logos. Keep detail density away from text zones.
- **Crafted, not literal:** Custom waves/particles/wireframes that suggest data, AI, and flow. Never use photos of real aurora or generic stock/AI "tech soup."



Secondary / Support Imagery Aurora Backgrounds

Aurora is a core part of Elisa Industriq's visual identity. Inspired by the natural phenomenon, it symbolizes intelligence in flow — data, people, and systems working together. Aurora backgrounds bring depth and energy to our communications while staying recognizably Elisa Industriq.

When photography isn't the right fit, we use curated Aurora-inspired images to visualize abstract ideas such as AI, data, and predictive intelligence. These serve as supportive backgrounds or decorative elements, always aligned with our brand expression.



Aurora Backgrounds

Concept and Construction

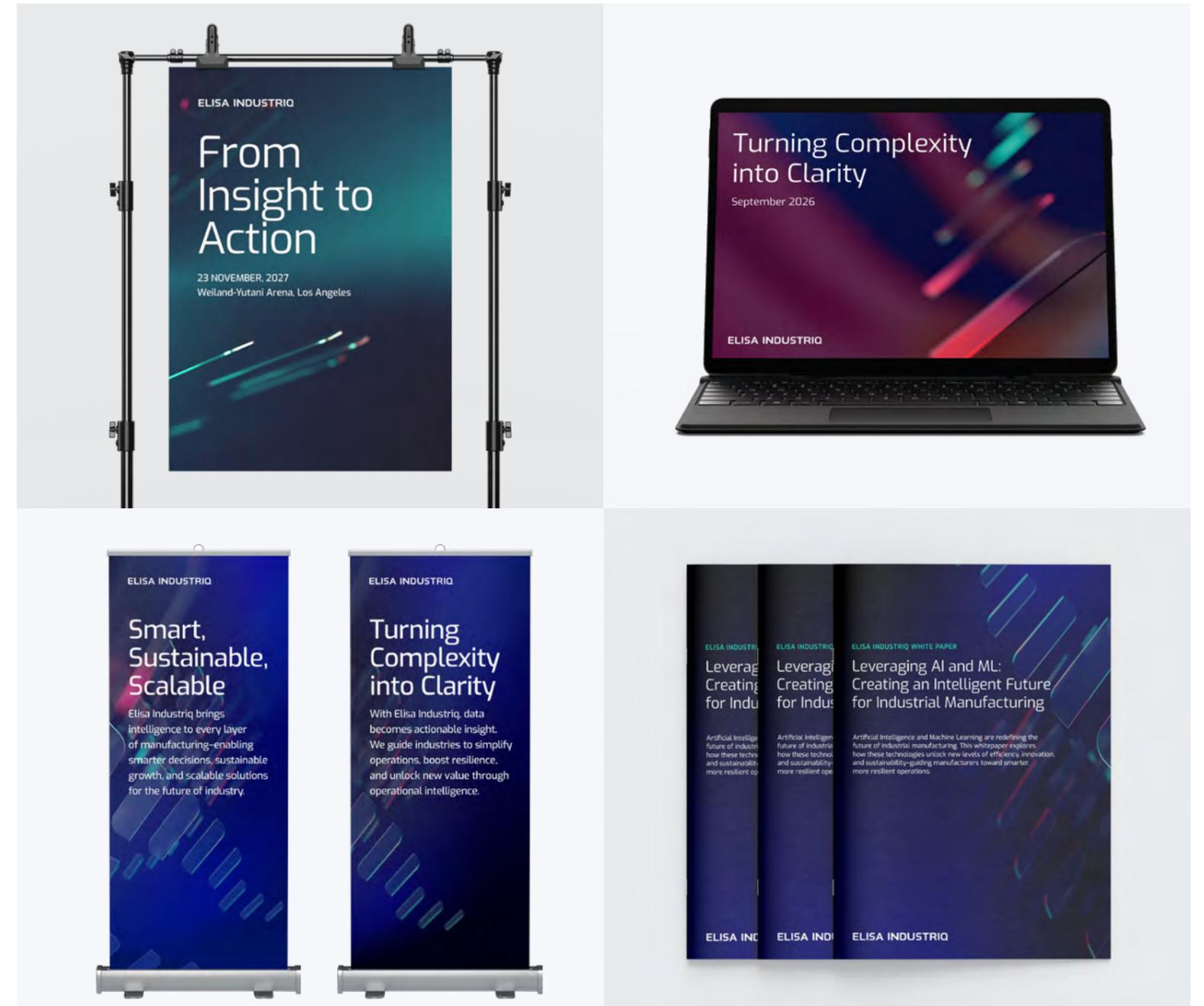
Aurora visuals are not decoration. They act as brand carriers, providing atmosphere and movement without overpowering content. They connect the brand to themes of technology, transformation, and human progress.

Construction

- Built from soft gradients and flowing wave-forms, inspired by light and energy.
- Always grounded in the Elisa color palette, especially blues, purples, and greens.
- Works in both static and motion formats.
- Avoid symmetry or rigid repetition, Aurora should always feel organic and alive.

Usage

- Hero applications: full-page backgrounds, key visuals, opening slides, campaign materials.
- Support applications: subtle overlays behind imagery or typography, adding depth without distraction.
- Always ensure legibility of text and logos by applying overlays where needed.
- Use sparingly in combination with other complex imagery – Aurora should not compete with photos, but complement them



Transition Effects

Motion Graphics

The motion design reflects the Sage's persona qualities of clarity, expertise, and purposeful transformation, bringing the visual identity to life through fluid, deliberate transitions that demonstrate how we help customers navigate from complexity to solution.

Fluid movements

that reflect wisdom, clarity and calm transformation.

Smooth transitions

Movements are soft and natural, echoing the flowing gradients of the Northern Lights and emphasizing a measured approach.

Directional movement

Forward, deliberate motions symbolize continuous progress and thoughtful growth using slow fades and slides to reinforce confidence and composure.

Illumination effects

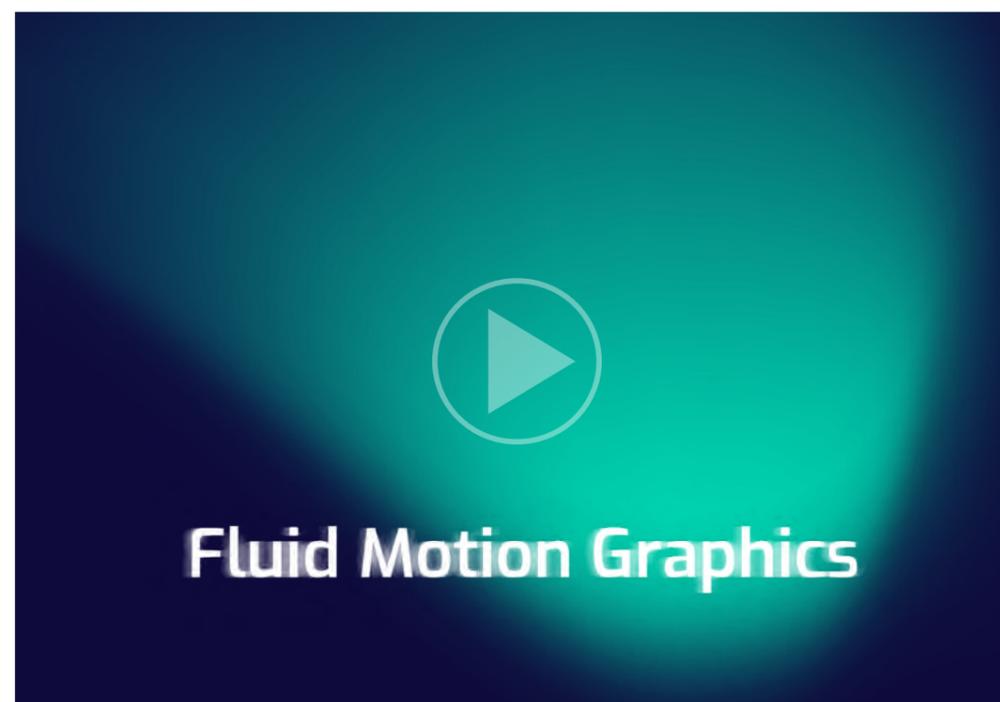
Subtle lighting effects emulate the glow of the Northern Lights, drawing attention to key elements in an understated, yet impactful way.

Focus & clarity

Gradual zooms and smooth transitions highlight specific content, ensuring a clear and focused presentation.

Calm pacing

Animations are moderate and deliberate, avoiding abrupt movements to maintain a composed and assured feel.



Right to Use, Right to Trust

Image Rights and Usage

Every image must be cleared for use. Following rights, naming, and licensing rules keeps our imagery safe and consistent.

Best practice

- Do not use any image unless you are 100% sure we own the rights to it.
- This includes: licensing (stock), releases (models, properties), and internal ownership (photographer approval). If in doubt: don't use the image.

Naming convention

- All images must follow a clear naming structure to make them easy to find and safe to use: BU_Category_ShortDesc_Location_YYYYMM_License
Example: **Industriq_Factory_UI_Finland_202509_CCO.jpg**
- All images must follow a clear naming structure to make them easy to find and safe to use: BU_Category_ShortDesc_Location_YYYYMM_Source_License
Example: **Polystar_Solutions_NetworkAssurance_5GmanBaseStation_Finland_202505_Gettyimages_RF.jpg**.

License types key

- **CCO** – Public domain / free to use without restrictions.
- **RF** (Royalty Free) – Paid or free license, unlimited use after purchase/download, but cannot be resold.
- **RM** (Rights Managed) – Licensed for specific use, timeframe, or region; check details before use.
- **Internal** – Images owned or created by Elisa; cleared for unlimited internal and external use.



Illustrations, Icons and Pictograms

Simple Forms, Strong Stories

Icons and illustrations help us explain what words and photos can't. This chapter shows how to apply them with consistency and purpose, ensuring every visual—big or small—supports the Elisa Industriq story.



Explaining with Clarity Illustration Guidelines

Illustrations help us visualize ideas that photography or icons alone cannot capture. They simplify complex concepts, highlight processes, and give a creative edge to our communications.

Style

Our illustration style grows directly out of our pictogram system (see pXX). Clean lines, geometric forms, and minimal detail keep the look consistent and easy to recognize. Aurora colors bring depth and distinction.

Usage levels

- **Everyday infographics:** Simple, 2D diagrams for PPTs, sales decks, bids, and datasheets. Easy to copy/paste and adapt.
- **Creative illustrations:** More elaborate visuals for designers and agencies: website graphics, brochures, roll-ups, and whitepapers. May include background shapes, isometrics, or subtle 3D effects – but always in the Elisa Industriq style.

Principles

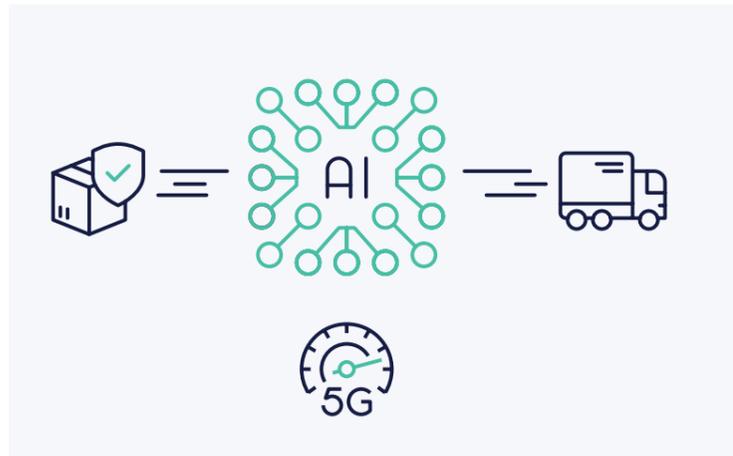
- **Consistent line work:** Thin, even strokes; scalable without losing clarity.
- **Minimal & clear:** Use simple forms, generous negative space, and avoid clutter.
- **On-brand color:** Primarily Elisa Blue and Dark Blue with Aurora Green and Purple as accents. Never use colors outside the palette.



Illustration Guidelines

Illustration Do's and Don'ts

Good illustrations make ideas easier to grasp. Keep them simple, on-brand, and connected to our pictogram style—that way they explain, support, and never steal the spotlight.



Do

- Use illustrations to clarify, not decorate.
- Stay consistent with line weight and color palette.
- Adapt complexity to the channel (simpler for PPT, richer for designed assets).



Don't

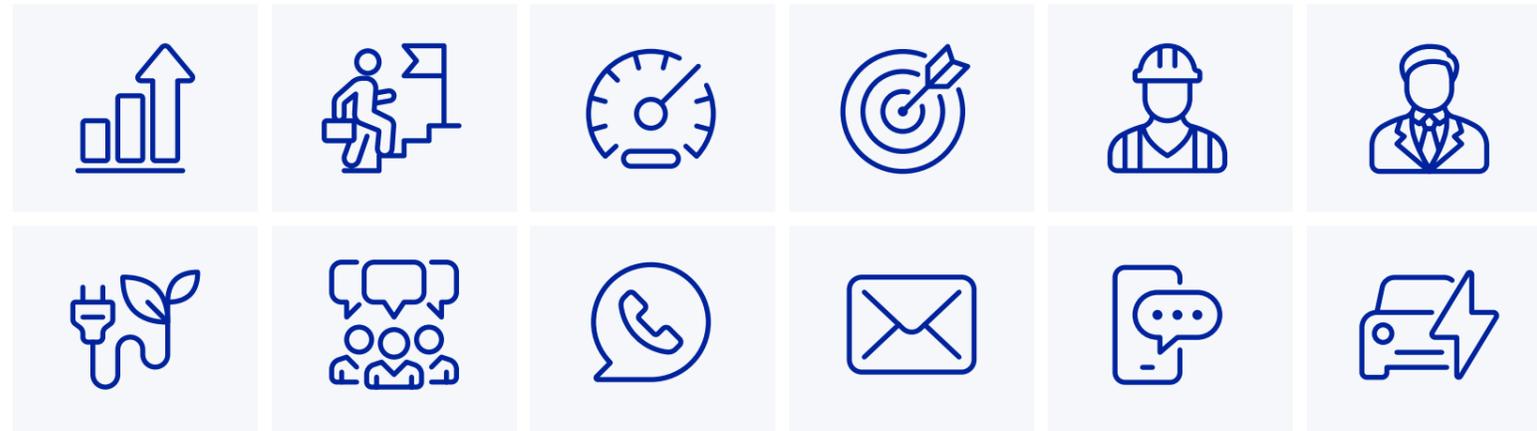
- Don't overload with detail.
- Don't mix with random stock illustrations.
- Don't use illustration styles that drift from our pictogram DNA.



Quick Clarity with Pictograms

Pictograms

Pictograms are supportive visual elements. They help us explain complex ideas quickly, add clarity to presentations, and strengthen our visual identity when used consistently. Elisa Industriq builds on the existing Elisa set, ensuring alignment across the group while giving creative teams the flexibility to push further when needed.



Usage level 1:

Everyday use (PPT and presentations)

- All Elisa Industriq employees have access to the standard Elisa pictogram and icon set.
- These can be copied and pasted directly into presentations.
- They should always stay within the Elisa Industriq brand color palette (adjust via shape outline if needed).
- This guarantees a simple, unified look across the organization.



Usage level 2:

Creative use (design and campaigns)

- Designers and creatives can take the base style further.
- Options include adding brand colors, background shapes, or light isometric treatments.
- These creative variations are for designed materials (e.g., whitepapers, roll-ups, marketing visuals) – not for everyday PPT use.

Pictograms

Pictograms Do's and Don'ts



Expert support

Always-on guidance and service to keep operations running smoothly.



Global partnerships

Connecting industries, teams, and ecosystems across borders.



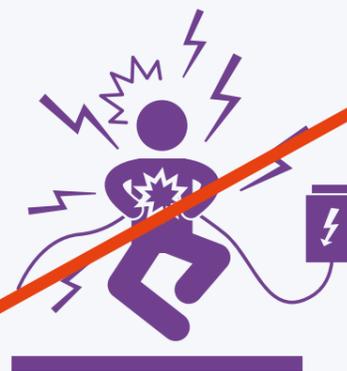
Clean energy solutions

Driving efficiency and sustainability with renewable power.



Smarter investments

Unlock savings and long-term value with intelligent operations.



Do

- Use pictograms to clarify ideas, not decorate.
- Keep line weight consistent when resizing (adjust thickness to avoid distortion).
- Stick to Elisa colors for consistency.
- Use the SharePoint library for the latest sets and .EPS files.

Don't

- Don't create new pictograms outside the system.
- Don't mix pictograms with random stock icons.
- Don't overcomplicate, pictograms should stay simple and clear.
- Don't use pictograms in product UIs, these are for communication materials only.

Production Standards Preferred Toolset

Adobe Creative Cloud

Adobe Creative Cloud (Adobe CC) is our primary suite for design production. We use Adobe Libraries to manage and distribute design assets across tools and teams. For video production, our standard tools are: Adobe Premiere Pro (for editing) and Adobe After Effects (for motion graphics and visual effects)

Digital Asset Management (DAM)

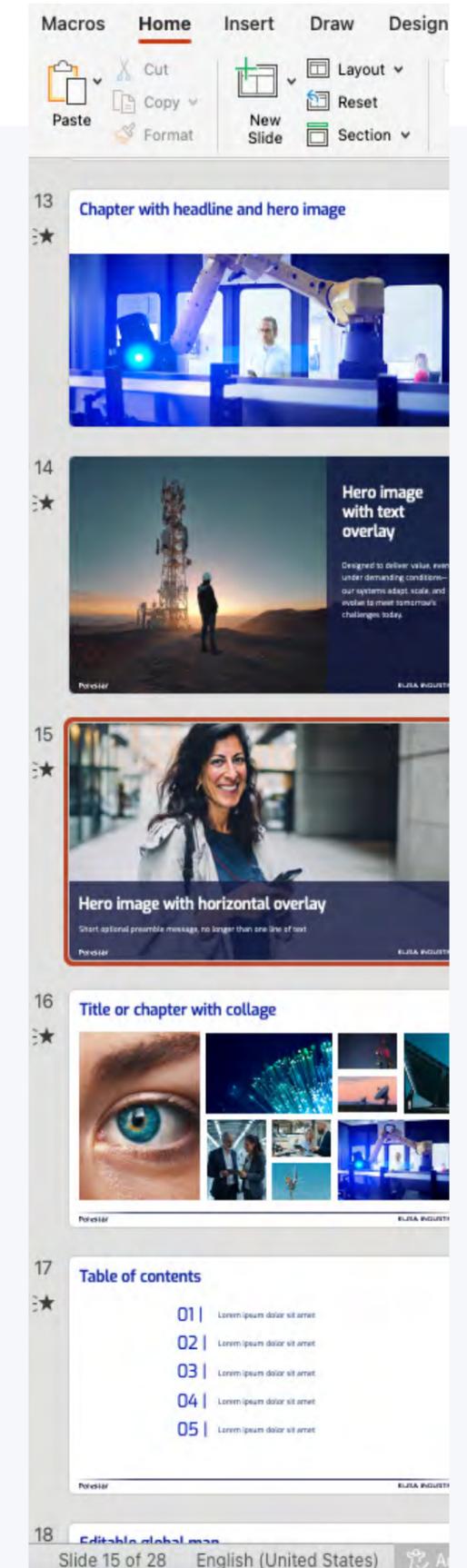
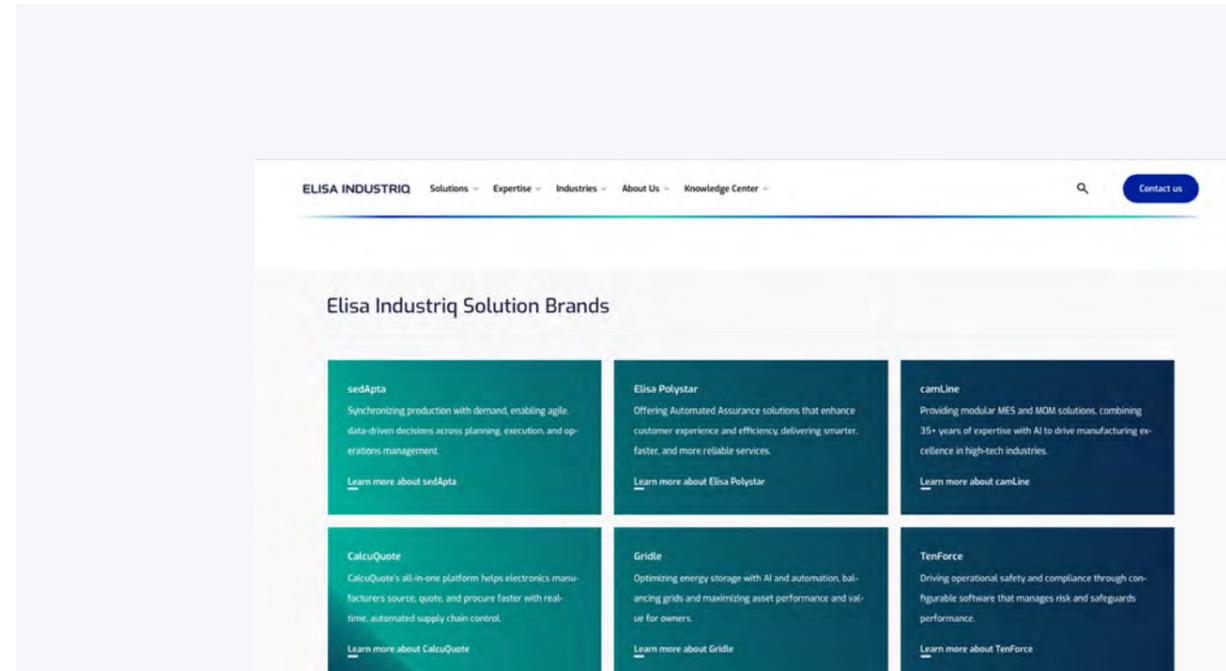
TBA. Our Digital Asset Management (DAM) tool for storing images and simple edits (e.g., cropping) will be finalized soon.

Figma

Figma is our standard tool for web and UI design.

Microsoft Office Suite

Word is our default tool for creating and editing text documents. PowerPoint is used for presentation development.



Version History

Change Log

Quickly see what's new, what's updated, and what's removed. Understand where changes have been made, while tracking version history for consistency. This document is a living guide. Our brand is evolving, and so are these guidelines. Always make sure you are working with the latest version available.

Version	Date	Section	Description
1.0	15.03.2025	All	First version
1.1	05.10.2025	All	Expansion, evolution and development of all sections
1.2	22.10.2025	ALL	Updated headlines to CMOS
1.2	23.10.2025	Color	Updated color values

For any questions about using the Elisa Industriq brand, or if you simply want to share an idea, please reach out to:

Raquel Sánchez Nieto
Creative Director, Elisa Industriq
raquel.nieto@elisa.com

ELISA INDUSTRIQ