

monitor
ERP SYSTEM
Graphics Standards Manual



Purpose

In this manual you will find graphic standards for printed material intended for Monitor ERP System AB. These standards apply to both internal and external material. The graphics standards manual will make it easier for those who represent Monitor to make a consequent and credible impression in their visual communication. Feel free to work with the visual profile but always stick to the standards and follow the rules and basic principles described here. Before publishing, the person responsible at Monitor must approve your material in the specific context.

Layout

Here you will find our graphic profile. It is useful for advertising agencies, communication agencies and others in contact with Monitor ERP System AB.

It must be clear that Monitor ERP System AB is the originator of all reports, faxes, brochures and other material during trade fairs, conferences, etc. Any deviations from the graphic profile must be approved by the person responsible at Monitor.

Concept

The graphic format is based on the company's logotype and the symbol of the MONITOR ERP system. The website, letter heads, business cards, etc. are all based on these. The logotype and symbol are intended to be used in a number of contexts and can be adjusted accordingly. You will find more specific rules in the sections that follow in this document.

The logotype was designed in the early 1990's and is still our foundation. The blue color is our hallmark which represents reliability, trustworthiness and devotion.

The logotype has been complemented with the symbol of the ERP system. This way you will see a significant difference between the company name and the ERP system. The company name is always written with lowercase letters besides from the initial letter - Monitor. The actual ERP system is always written with capital letters - MONITOR.

Components

The logotype consists of the word "monitor" at the top and the words "ERP SYSTEM" at the bottom. The logotype must not be modified and shall be used in full to the utmost possible extent. On rare occasions, when this cannot be accommodated, you will need an approval from the person responsible at Monitor.

Font

The fonts used in the logotype are "Traffic" (monitor) and "Univers" (ERP SYSTEM). "Traffic" is a rounded typeface with a diagonal intersection. "Univers" belongs to the font family "sans-serif" which is one of the world's most used fonts within that category. Please note that the space between the letters in the logotype is not the same as during regular use of the "Traffic" font. The spaces in the logotype are fixed which is why you shall always use the existing logotype. You can download our logotype at www.monitor.se

Additions

You are allowed to add information, such as Monitor's web address, below the logotype. You shall then use black text that is aligned according to the right side of the logotype. The font shall be Calibri (bold) and about 20% of the logotype's font size. The line spacing after the logotype shall be the same as the x height for the lower-case letters in the text.

Free Zone and Location

To make the logotype clear and easy to understand it shall be surrounded by a free zone, that is, a minimum space to other graphics, texts or images. The more free zone around the logotype, the clearer it appears. The free zone must consist of an empty space as wide as the letter height (x) in the word "monitor" in the logotype. Please see the illustration below. The logotype must be included in all material produced by Monitor ERP System. There are no restrictions on the Internet regarding the location of the logotype as long as it is well visible and free from distractions.



Color and Shape

The logotype has a fixed shape that cannot be manipulated. It can be reproduced in all sizes as long as the text is readable. The logotype's color definition is the same as for the entire graphic profile and is described under Colors and Definitions on page 8. It is standard to use a blue and black logotype against a white background. It is standard to use a blue and white logotype against a dark background. However, the logotype's color can be replaced with gray, if needed.

The logotype is available in six different variants. **Do not create a logotype of your own!** Use one of the following variants.



Color

Use this main logotype for color publication.



Color Inverted

Use this logotype for color publication on dark background.



Two-colored

Use this logotype when only one color can be reproduced.



Grayscale

Use this logotype for black and white publication.



Outline

Use this logotype in for example faxes.



Inverted

This logotype is identical to the outline logotype, but inverted. Use this on dark backgrounds.

Graphic Elements

This symbol is intended to be used as a creative graphic element in the visual communication and as a recognition factor of MONITOR ERP system. The symbol of the ERP system consists of the letter "M" for MONITOR and a surrounding circle. The surrounding circle can be adjusted and modified by Monitor when launching future versions of the program. However, the letter "M" is a permanent part of the symbol. The present symbol cannot be modified or manipulated. The symbol is available with or without a shadow. However, it can be used as a separate graphic object. If so, some variations are allowed. Please contact the person responsible at Monitor if you have any questions or doubts. Below you will find the general symbol of the MONITOR ERP system.



Contour

This version is designed to work well in eg fax.

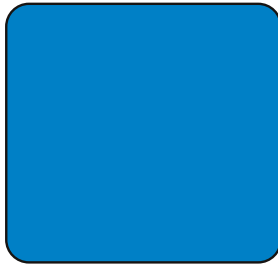


Inverted

The inverted logo is identical to the contour of the logo, but it's inverted. It's used for dark backgrounds.

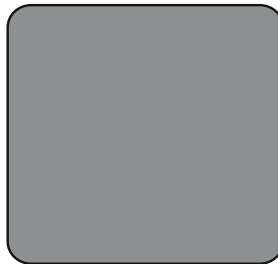
Profile Colors and Typography

Colors and Definitions



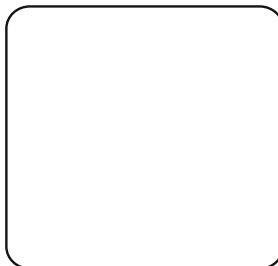
Blue:

C=100	R=0
M=30	G=137
Y=0	B=207
K=0	



Gray:

C=36	R=141
M=27	G=144
Y=26	B=145
K=25	



White:

C=0	R=255
M=0	G=255
Y=0	B=255
K=0	



Black:

C=0	R=0
M=0	G=0
Y=0	B=0
K=100	

Typography and Text

Remember to whom the text is intended when selecting language and content. You should always design the typography and text based on this. Always prioritize readability and clearness. To improve the typographical quality, the following shall be considered:

Font	Lower-case and capital letters
Font size	Line spacing
Line length	Line arrangement
Column arrangement	Interword gap
Letter spacing	Text against background
Color and paper	Figures