

# CORPORATE IDENTITY MANUAL

Proper Use and Handling of  
the Hatteland Technology Corporate Identity

Corporate Identity Manual	
Updated: 03 Feb 2025	Doc Id: INB100040-2 (Rev 28)
Created: 363/8511	Effective from April 2019

Copyright © 2025 Hatteland Technology AS  
Eikeskogvegen 52, N-5570 Akksdal, Norway.

All rights are reserved by Hatteland Technology AS. This information may not, in whole or in part, be copied, photocopied, reproduced, translated or reduced to any electronic medium or machine-readable form without the prior written consent of Hatteland Technology AS

The products described, or referenced, herein are copyrighted to the respective owners.

The products may not be copied or duplicated in any way. This documentation contains proprietary information that is not to be disclosed to persons outside the user's company without prior written consent of Hatteland Technology AS.

The copyright notice appearing above is included to provide statutory protection in the event of unauthorized or unintentional public disclosure.

**All other product names or trademarks are properties of their respective owners !**

# Identity Manual

This **identity manual** describes the use of our logo and other graphic elements such as colors, fonts, and photos. In addition, the document provides practical information about how to write signatures, set up business cards, and guide in the use of slogans and keywords.

The **identity manual** cannot be static; the guidelines cannot just be set and 'checked out.' We as a company are constantly changing, creating new content, and developing new ideas, which will affect the design manual. However, new content and graphic elements must fit the same brand identity, whereas the manual must reflect changes.

The **identity manual** should reference the basic rules and the correct use of images and other elements. It gives examples of the correct (and incorrect) use of the brand, logo, and its components.

For more detailed information and explanations, contact our graphic designer.

# Content

## **1. HATTELAND TECHNOLOG LOGO**

### **1.1. With or without the endorsement?**

### **1.2. Size and placement**

### **1.3. Brand Logo**

## **2. COLORS**

## **3. TYPOGRAPHY Company name**

## **4. FONTS**

## **5. IN THE OFFICE**

### **5.1. E-mail signatures**

### **5.2. Business cards**

### **5.3. Other stationary**

## **6. ONLINE PRESENCE**

### **6.1. [www.hattelandtechnology.com](http://www.hattelandtechnology.com)**

### **6.2. Social Media**

## **7. SLOGANS, PHRASES & KEYWORDS**

## **8. IMAGES**

## **9. EXPOS and other arenas**

# 1. Hatteland Technology LOGO

The Hatteland Technology logo is our main branding element.

**HATTELAND  
TECHNOLOGY**


## 1.1 With or without the endorsement

an EMBRON Company 

The Hatteland Technology logo should be accompanied by the endorsement ('an EMBRON company) everywhere it is applicable. It is more of an exception to the rule to use the logo without the endorsement; such cases can be when there is a lack of space.

The HT logo WITH the endorsement should always be used in/on:

- Office templates
- Email signature
- Business cards
- Stationary, such as envelopes, notebooks, post it, etc.
- Marketing purposes (exhibitions, brochures, ads, etc.)

**HATTELAND  
TECHNOLOGY**  
an EMBRON Company 

## 1.2 Size and placement

Web: 100px wide

Print: 30mm (85px) wide



### Placement



## 1.3 Brand Logo

# HATTELAND®

The brand logo, **HATTELAND®** can only be used on or own products.  
If in doubt, contact VP Product Management.



The brand logo, **ENIX** can only be used on ENIX products, design by Hatteland Technology. If in doubt, contact VP Product Management.

## 2. Colors

Hatteland Technology has a set of colors recognizable on all of its internal and external released material. The table below shows all the correct color values for RGB, CMYK, PMS, RAL/NCS, and WEB where applicable.

Black	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	0,0,0	0%, 0% , 0%, 100%	"Black"	RAL: 9011	#053a70
Marine Blue	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	5, 58, 112	100%, 72% ,0% ,38%	281	RAL: 5003 NCS: 7020-R80B	#053a70
Sky Blue Color	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	95,179,219	75%, 0%, 0%, 7%	306C	RAL: 5012	#5fb3db
Gray Green Color	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	111,128,128	35% , 0%, 16%, 54%	5487	RAL: 7009	#6f8080
White	RGB VALUE	CMYK VALUE	PMS	RAL/NCS	WEB
	255,255,255	100%,100%,100%,100%	"White"	RAL: 9010	#ffffff

The color of the main logotype must be “BLACK” or “WHITE” on dark background.

**HATTELAND  
TECHNOLOGY**

**HATTELAND  
TECHNOLOGY**

### 3. Typography – company name

Shown here is the correct way of stating our company name when using only written words. This should be followed in all writings from or about Hatteland Technology.

COMPANY TEXT : Allowed company name text variations:

- Hatteland Technology AS
- Hatteland Technology
- Hatteland Technology (HT)

Use of "HT" as a reference to the company without using the company name first, like; "Hatteland Technology (HT)" is not allowed.

### 4. Fonts

The fonts chosen are based on appearance, readability, and availability, allowing the material to be highly exportable and visible as intended.

#### *Arial*

This font is used for longer written documents like user manuals, as it has an appearance that tends to be easier to read over long periods. Arial is the main font to be used in company presentations in PowerPoint.

Almost unlimited subtitles can be used; hereunder are the main ones presented. The most important is that it should only be used one (1) font in any document or text. We should never add another font type just for the look of it. Variations in size are ok, although the set once is preferred—the same with colors.



Title (Arial 28)

Heading (Arial 20)

Heading 2 (Arial 14)

Heading 3 (Arial 12)

Heading 4 (Arial 11)

Quote (Arial 11)

Body (Arial 11)

### Tahoma

This font or Arial can be used for "bread-text" elements on marketing material, smaller reports, letters, smaller documents, and short text elements.

### Roboto

This font is used on Hatteland Technology **website**, in Social Media and marketing materials such as roll-ups.

Roboto

Roboto Light

Roboto Regular

Roboto Medium

Roboto Bold

Roboto Condensed Bold

Roboto Condensed Bold

Header

HEADER

Header

Header

Quote

Body

## 5. In the office


Different kinds of office materials such as letterheads, business cards, signs, cards as well as e-mail signatures follow the same company profile and layout as described earlier in this document.

## 5.1 E-mail signatures

The set-up of one's email signatures in Outlook should preferably be formatted with the "Outlook Signature Creator Software," - which automatically produces an email signature for new emails, reply signatures, and the overall stationery theme.

The Verdana font is not part of the Hatteland Technology font set, but due to its appearance in Outlook, this font was proven to be most suitable for the eye to read when it comes to an email signature.

*Example:*

 Send	From ▾	anna.aulie@hattelandtechnology.com
	To	✓ <u>Jonas Grytemark</u>
	Cc	
Subject		Example of e-mail signature

Hello,  
This is how it should be.

Vennlig hilsen / Kind regards

**Anna Aulie**  
Marketing & Communication Manager  
**Hatteland Technology AS**

Direct Phone : +47 9246 3190  
[anna.aulie@hattelandtechnology.com](mailto:anna.aulie@hattelandtechnology.com)  
[www.hattelandtechnology.com](http://www.hattelandtechnology.com)

**HATTELAND  
TECHNOLOGY**  
an EMBRON Company

## 5.2 Business cards

On business cards, the amount of data must be possible to adjust depending on the office location, as well as title, although 1-4 lines are to prefer. The design is based on the same layout as the Outlook Signature and it can also be used as name tags during exhibitions and seminars.



### 5.3 Other stationary

Example of other stationaries and branding products.



## 6 Online presence

Our online presence can be defined by how easy it is to find us online, whereas the website is the most important platform. If the content on our website is presented well, we can drive more traffic to the site, which means we can capture more leads.

Well-placed keywords recognized by the search engines are vital as they will continually drive more and more online traffic to the website. Once the customer arrives at the website, the recognition aspect is essential. Part of the success lies with the website's design, the social media posts, the nature of the content, language, and use of images, and much more. Hence the need for website, social media- and content strategies.

Our website, [www.hattelandtechnology.com](http://www.hattelandtechnology.com), should work as an information channel for customers, media, partners, and others seeking information about Hatteland Technology.

We also communicate on different Social Media (SoMe), with varying mailing campaigns to specific targeted audiences (external newsletters and mailing campaigns). In addition, internal newsletters are sent to all employees regularly and updates on our intranet.

Any online communication (SoMe, website, internal and external mailings) should follow the guidelines in this identity manual as far as possible. The aim is always to see the "red thread." See 8.3 for some examples.

## 6.1 [www.hattelandtechnology.com](http://www.hattelandtechnology.com)

The website is hosted in HubSpot.

Our website should work as a tool to communicate our business goals and brand the company to our audience. Some visitors might be familiar with Hatteland Technology as a company and perhaps our website, but some are new. It is important that both types of visitors easily can understand why the website exists and what they can find there.

The company's web designers are responsible for ensuring that the content on [www.hattelandtechnology.com](http://www.hattelandtechnology.com) follows the design style set for colors, fonts, pictures, icons, etc.

Visitors to our website should easily find updated information in these areas:

- About us
- Companies
- Solutions & Services
- Contacts
- Locations
- News

## 6.2 Social Media

Social media marketing is simply the action when we create content to promote Hatteland Technology on social media platforms, in our case, Facebook and LinkedIn. There are many reasons we as a company should be active on social media, but brand awareness is the most important.

As of today, we do not have a detailed social media strategy or plan; it follows our marketing plan, whereas posting on social media is one action point in every campaign. Foremost we use social media to show “we are here,” which is also a mode of communicating internally with employees in Hatteland Technology. For more in-depth on strategy and plans, contact the marketing team.

Hatteland Technology has the following social media platforms:

**LinkedIn:** [www.linkedin.com/company/hattelandtechnology](http://www.linkedin.com/company/hattelandtechnology)

**Facebook:** [www.facebook.com/HattelandTechnology/](http://www.facebook.com/HattelandTechnology/)

It is important that these platforms are active and updated.

Posting on social media should as far as possible follow the same set of design rules as for other types of communications, although social media is more free.

## 7 Slogans, phrases & keywords

On our website, on SoMe, in presentations and documents we use different slogans, phrases, and keywords to build up our branding strategy. It is important one know when to use what and where.

### Your Solution Partner

Our main slogan!

This is what we are - who we are! We aim to use this slogan as much as possible in our different modes of communication and adverts, within all markets that we operate in.

### One Stop Shop

Our goal is to provide One Stop Shop solutions to a wide range of integrators and a wide range of industries.

Has been an important slogan when building up ‘two become one’, especially in the Nordic countries.

### YOUR INDUSTRIAL COMPUTING, NETWORKING AND SURVEILLANCE EXPERTS

That is who we are! When we want to communicate trust and knowledge.

## Enabling industrial innovation

That is what our technical solutions aim to do

### Dedicated – Skilled – Trusted

That is what the employees at Hatteland Technology are, mainly for internal use. This phrase has it upcome from when we were working more closely with and as Embron Group.

‘an Embron company’, is the endorsement to the logo. See 1.1.for info.

## 8 Images (photo, picture, illustration, icon)

When using an internal or external image, make sure you are allowed to use it, that it is up-to-date, fits the message, and matches our corporate identity..

HT has a range of images that are ‘ours’ and allowed to use in external and internal communication. There are photos taken by the marketing team or other employees or by an external photographer, stock images, illustrations, and icons made by the in-house web designer.

These images are used in expo stand design, articles, press releases, and posts on SoMe, as well as internal and external presentations. But please note that not all images are suitable everywhere; for example, images used in an internal company presentation are not always the right ones to use on an exhibition stand.

We have made some of our most commonly used images available on our Intranet; you find them under the ‘Marketing’ section. If you need assistance, please ask our web designers.

## 9 Expos and other arenas (exhibition, webinars, trade show, key speaker, seminar)

If you’re planning an exhibition, conference, road-show or similar, and need help - please start with sending a request well in advance to the marketing team. Once the request is received, the marketing team can assist in most tasks related in an expo; registration, stand design, roll-ups, giveaways, marketing materials etc. See the box with stand photos for inspiration. For more information - contact marketing manager.





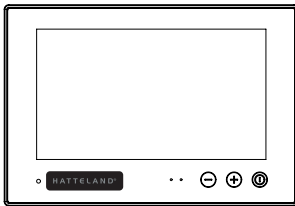
Brand Logo sticker examples (tradeshows, exhibitions, showcase, demo products)

**HATTELAND®**

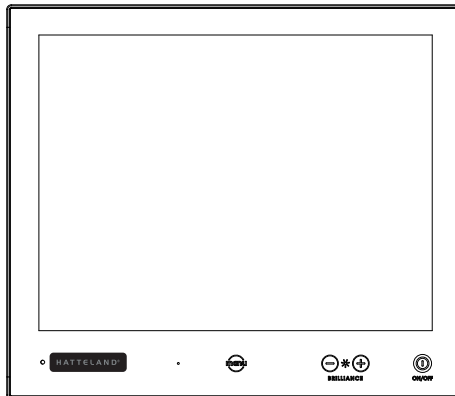
Size 60 x 15 mm. Black and Pantone 877C Metallic



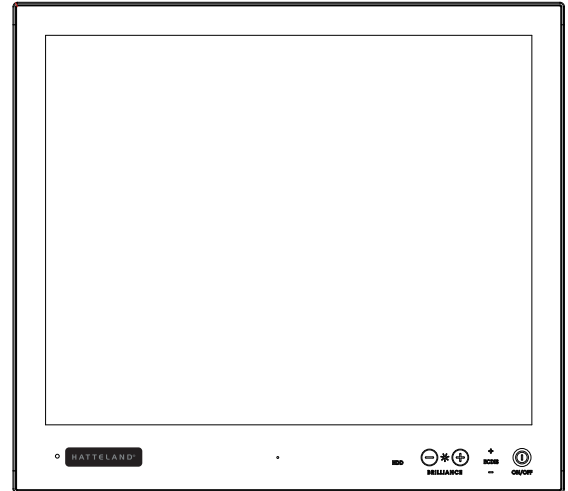
On 8 inch size



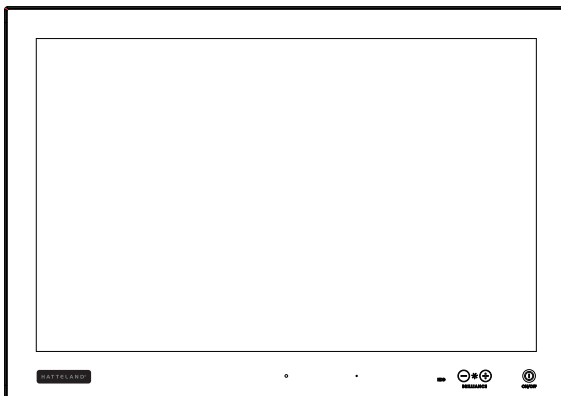
On 15 inch size



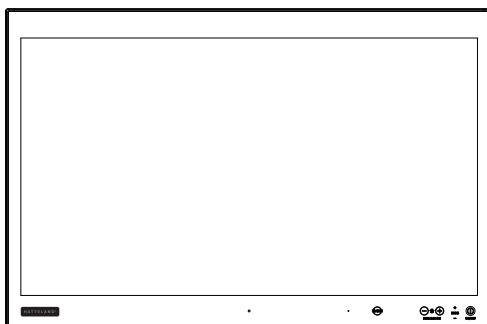
On 19 inch size



On 26 inch size



On 32 inch size



On 55 inch size

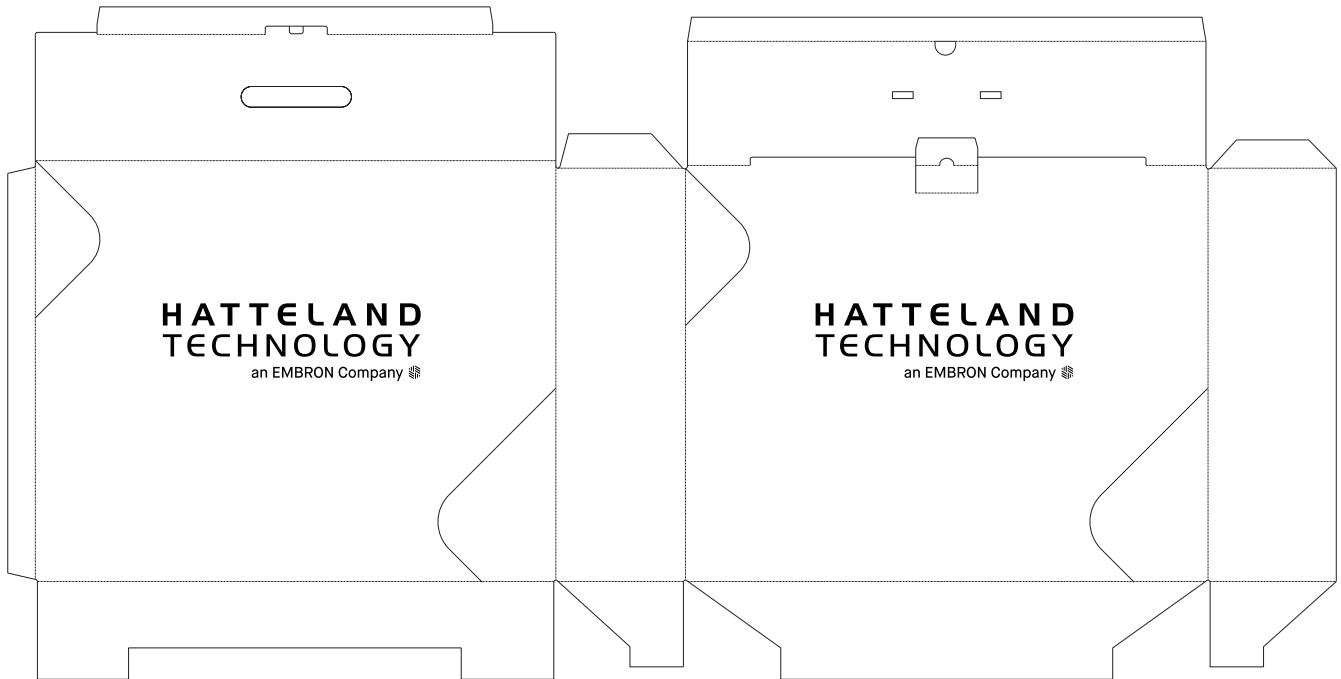




## Packaging Logo Placement and Specifications for Main Products (Displays, Panel Computers, Computers)

Specifications and details for Carton Box packaging are available in document (under NDA): **"DOC210722-1 HT Packaging specification"**

Illustrated below are the company default design on all boxes for Hatteland Technology manufactured products.



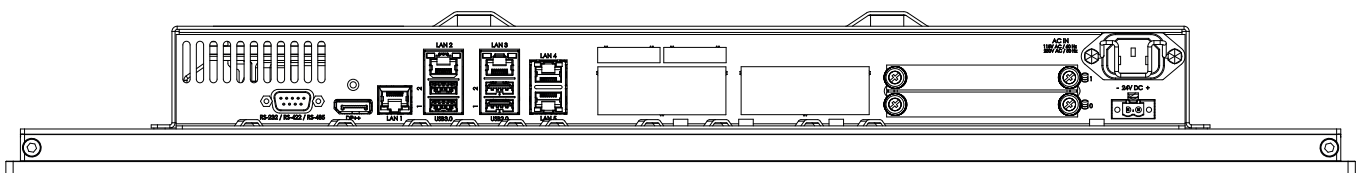
Logo variants (color, black in common file formats + this manual) can be downloaded from:  
<https://www.hattelandtechnology.com/logos-and-guidelines> ("Logos for Download" tab)

Packaging Symbols as illustrated in this manual can be downloaded from (various formats, all black color): <https://www.hattelandtechnology.com/logos-and-guidelines> ("Packaging Symbols for Download" tab)

### Product Signal Terminal Labelling (silk printed text)

All products manufactured by Hatteland Technology will in most cases be clearly marked on the Terminal Plate with silk printed text identifying the name, function or reference to every physical user connector, such as DVI-I, VGA, RJ45, COM Ports, USB Ports etc.

Reference to our internal document (only available under NDA): **DOC206225-1**.  
Please review specific product User Manuals for details of each connector and markings (available via our website).



## Revision History - INB100040-2

Rev.	By	Date	Notes
01	SE ESS	07 Nov 2008	Initial release
02	SE	09 Dec 2008	Added revision history page. Changed front title. Was wrong ("Style Guide")
03	SE	11 May 2009	Update1: Company profile (use/placement of HATTELAND brand and company logo) Update2: Font added, DINOT. Change of rules regarding font use (Handelgothic BT) Update3: Brigde, statement removed due to revised company profile.
04	SE	11 Mar 2010	Update of example graphics to conform with today's profile. General text update where needed. Added 2 more colors (Naval and Yacht) Remove obsolete elements where found. Added descriptions for; Stationaries, Business Cards and Name Tags
05	AH ESS SE	20 Apr 2010	Moved some Correct/Incorrect example elements into its own Appendix chapter. Added Current Packaging Logo placement/use, point 11.3.
06	ESS SE	29 Jun 2010	Revised Current Packaging Logo placement/use, point 11.3. Revised info about logo's approval, point 4.1 to 4.7
07	SE	18 Aug 2010	Added info about the Hatteland Display bookmark icon, point 4.1
08	SE	28 Jun 2011	Added note and use of the "HD" abbreviation point 5 Added template example for RamBase system point 7.1 Added "Glass Display Control" logo to point 3.1, 5.3, 8.1 Removed reference to Bookmark Icon, point 4.1 (obsolete) Updated examples and change "hatteland-display.com" to "www.hatteland-display.com"
09	SE	09 Jan 2013	Added Trademark, Logo and copyright notice, page 2 Fixed missing entries for contents listing, page 3 Updated examples and adjusted to current designs, added Glass Display Control logo, page 5 Revised text to fit current standards, page 8 Revised Website text, page 24 Removed Name Tag, use Business Cards instead, page 26 Updated with current labels used, page 27
10	SE	12 Sep 2017	Revised Product Packaging, added more details and examples, page 29,30,31,32,33 General updated performed throughout the manual.
11	SE	08 Mar 2018	Updated to match latest company profile Added example of typical Accessories box, page 30
12	SE	25 Apr 2018	Revised text for symbols, page 31
13	SE	28 May 2018	Added example for typical "Contents of package (KitBox) Cardboard Box, page 30
14	EO SE	21 Sep 2018	Redefined measurements standards marked on Carton Boxes, page 29
15	SE	26 Sep 2018	Specified label type, page 31
16	SE	02 Oct 2018	Added section 11.4 for Terminal Plate silk printed markings on products, page 35
17	SE	04 Oct 2018	Revised text placement on Kit Box, page 30
18	EO SE	10 Oct 2018	Revised instructions for marking for main package, page 29
19	EO SE	12 Nov 2018	Revised illustration for Kit Box, page 30
20	EO SE	20 Nov 2018	Revised details for Main Product Packaging, page 29
21	SE	12 Feb 2019	Added new documentation regarding Hatteland Technology profile and details
22	SE	26 Oct 2020	Revised measurements on page 20 (artwork for box).
23	SE	26 Feb 2021	Added more details for how to calculate volume for carton boxes and specifications on thickness.
24	SE	30 Aug 2021	Corrected some text/visual issues, and imported latest profile throughout the manual
25	SE,SHL AU/SE	10 May 2022 28 Jun 2022	Added missing RAL codes to color Revised page 3-15

26	AU, JG SE	23 Mar 2023 21 Aug 2023	Revised with latest company profile, page 3-15 Added references to UKCA marking, page 19,22, ref: <a href="https://www.hattelandtechnology.com/product-notifications/changes-product-marking-all-products">https://www.hattelandtechnology.com/product-notifications/changes-product-marking-all-products</a> <a href="https://www.gov.uk/guidance/using-the-ukca-marking">https://www.gov.uk/guidance/using-the-ukca-marking</a>
27	SE	17 Apr 2024	Clarified the importance of LEFT and RIGHT arrow for carton box, page 19, 22
28	SE	03 Feb 2025	Revised chapter for "Product and Carton Box labelling" Removed obsolete chapter "Appendix #1 - Image use"



# HATTELAND TECHNOLOGY

an EMBRON Company 

