

INSTA BRAND MANUAL

2007



Insta Brand Strategy

This manual contains the guidelines for Insta Group's visual identity. The graphical instructions work towards a personal Insta-way of communication, which ensures our uniform visibility in the market. Its aim is to steer the day-to-day visual planning of all marketing efforts including advertising, mailings, stand designs etc.

This manual gives a general guidance of where and how the Insta brand should be used. The Insta brand is a vital tool for building the knowledge of Insta and its offering.



Insta in Brief

- Insta is a recognised high-tech company, which provides and maintains defence, security, automation and information technologies for demanding environments.
- We help our customers to develop and ensure the efficiency and profitability of their operations.
- We are worth your trust – since 1960.
- More information: www.insta.fi



Insta Values

Insta is a successful, desired and competitive private-owned company.

- We do right at first time
- We are worth your trust
- We are competent and successful together



Insta Tomorrow

- Insta is a continuously profitable, growing, innovative and international company with modern management philosophy and an excellent reputation among internal and external stakeholders
- Insta operates in business areas where we have achieved/can achieve a remarkable/leading position in target markets.



Introduction of Security Systems

Insta DefSec's Security Systems is a global information security specialist that develops and supplies networking and information security solutions.

We focus on innovative solutions and applications for customers with high quality and security requirements. Our top-level expertise and technology, combined with our certified operating practices, have ensured us an internationally recognised position as one of the leading security companies in the market.



Graphical instructions

- Insta color palette
 - Color is a strong and communicative element to any brand identity. Insta color palette includes harmonious blend of different shades of blue and gray.
 - Insta color palette will generate a strong brand unity and create visually consistent look of different materials.



CMYK:
100, 69, 0, 11
RGB:
R0, G37, B119
PMS:
287 CVC-1



CMYK:
100, 45, 0, 18
RGB:
R0, G101, B164
PANTONE:
301 C



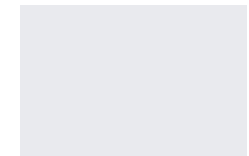
CMYK:
96, 55, 0, 6
RGB:
R0, G103, B173



CMYK:
24, 0, 0, 44
RGB:
R119, G147, B161



CMYK:
18, 0, 0, 23
RGB:
R164, G190, B204



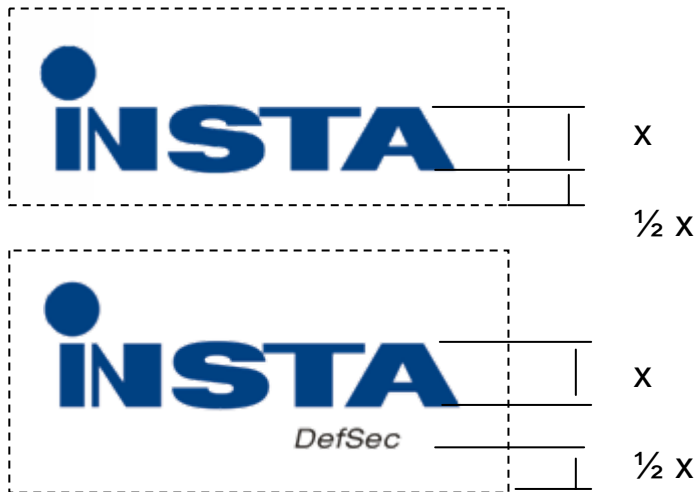
CMYK:
7, 5, 3, 0
RGB:
R233, G234, B238

Graphical instructions

- Company logo
 - When you need the logo, always use the suitable format and file. Never try to compose the logo yourself. The logos are included in our brand cd and also available on our website at www.certificate.fi.
 - Logotype is used to mark a letter, an advertisement etc. Logotype is not used in the body text. In the body text company logo is written with the same font as the text in general.

Graphical instructions

- Company logo
 - The proportions of Insta's logo must not be changed. The minimum space around the logo should be kept clear of other elements. The minimum space around the corporate signature is at least half of the font size.



Graphical instructions

- Logo colours



Logo colours are PMS 287, RGB colour values: R0, G37, B119



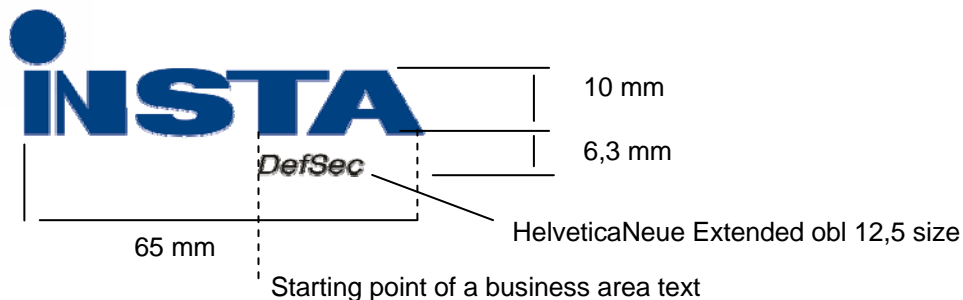
Logo in black



Negative logo

Graphical instructions

- Business areas of the company
 - The name of each business area is placed near the company logo according to the instructions, i.e. the starting point of the business area text is below the INSTA logo underneath the letter T. The font used is HelveticaNeue Extended obl 12.5 size. In Group-level communication materials only the Insta logo is used.



Graphical instructions

- Typography
 - In print jobs the typeface Helvetica is used.
 - Titles: HelveticaNeue Extended
 - Insert titles: **Helvetica Bold**
 - Body text: Helvetica Regular and Helvetica Light
 - Arial typeface set is used in www pages and power point presentations.

Graphical instructions

- Example 1

In print jobs the title appears like this

Helvetica Bold is used in insert titles

Either Helvetica Regular or Helvetica Light is used in body text


- Example 2


In print jobs the title appears like this
or like this

Helvetica Bold is used in insert titles

Either Helvetica Regular or Helvetica Light is used in body text

Title colouring

 colour: 24c and 44k

 colour: 18c and 23k

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