



Corporate identity manual 3.3

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It all starts here. Then comes the design.

Our name, Castellum, means watchtower. A watchtower is a place from which you can track the course of development. It is a place that gives us an overall picture, and hence the ability take the right action locally based on the bigger picture.

Our stylized watchtower can be seen all over Sweden. These towers have three layers, which we constantly review and develop.

1. People

Business is done between people. We have a genuine interest in our customers' business and its development. This is why we want to have a presence, both locally and through networks. It must be easy to reach us and talk to us.

2. Property

We have strong positions in growth regions. We create tailored solutions and environments that increase well-being, efficiency, profitability and job satisfaction.

3. Society and locations

Thanks to our local presence we can effectively influence and guide local development in each location.

Do you plan to create a recruitment advertisement to attract new employees? Produce a sign for a property? Or maybe market some available property? Whatever your intention, always start with an understanding of these three layers, which are at the core of Castellum. People, property and society.

Design plays a role

This manual is intended to make it easier for you to represent Castellum visually. See it as a toolbox that helps us present a clear identity through all our communications. Become familiar with our tools and guidelines for everything from the logo and typography to images and colours. If you have any questions or need more information, our Communications Department will be glad to help you.

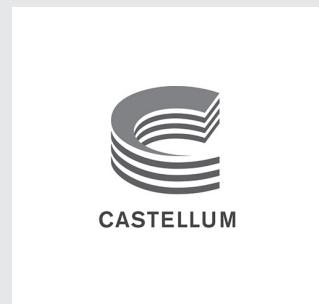
And remember, just like any other toolbox, you do not need to use all the tools at once. Just use what you need at the time, to visually represent Castellum in the best way.

Good luck!

Vertical logo



CASTELLUM



Horizontal logo



Colours



Typography

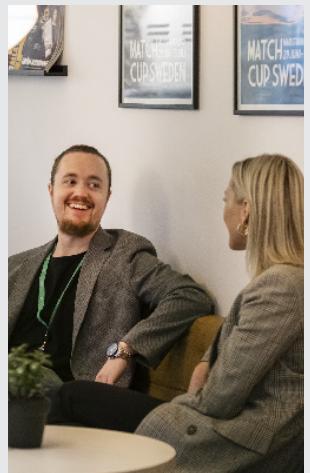
Whitney

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö
1234567890 !#%&

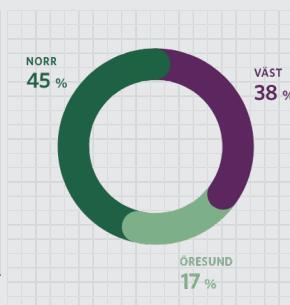
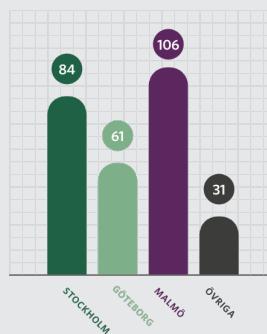
The Castellum bar

Lorem ipsum

Images



Infographics



Graphic elements



Our watchtower

Castellum's logo is made up of two elements, a symbol and a wordmark. The logo symbol is a letter C comprising the three layers of the watchtower that we mentioned in the introduction. The symbol uses two shades of grey and the wordmark uses a third shade. You can find the colours under the section "Colours".

Primary logo

The vertical logo, with the wordmark centred under the symbol, is our primary logo that we use most often.

Secondary logo

Sometimes the space or shape requires a horizontal logo. We therefore also have a logo with the wordmark next to the symbol.

Contrast with the background

We mainly use our primary logo in the three shades of grey. Alternatively, we use a negative logo against a coloured background. In some types of communication the logo can appear in our profile colour, Sustainable, and our accent colour, Personal. Read more about our colours under the section "Colours".

Regardless of location, the logo should be as clear as possible and contrast with the background. The logo may be placed over images, but avoid messy or distracting background images to ensure the logo remains clear.

Logo



CASTELLUM



CASTELLUM

Small but important details

We use the entire logo, with both symbol and wordmark, wherever possible. In rare cases where the entire logo does not fit, the symbol can be used without its wordmark. This could be when the logo needs to be smaller or when the context requires it, such as for embroidery or engravings.

To make the identity of the communicator clear, we maintain a well-defined clear space in which no other graphic elements may be placed. The clear space also controls the minimum distance from the edges.

Clear space



Minimum size

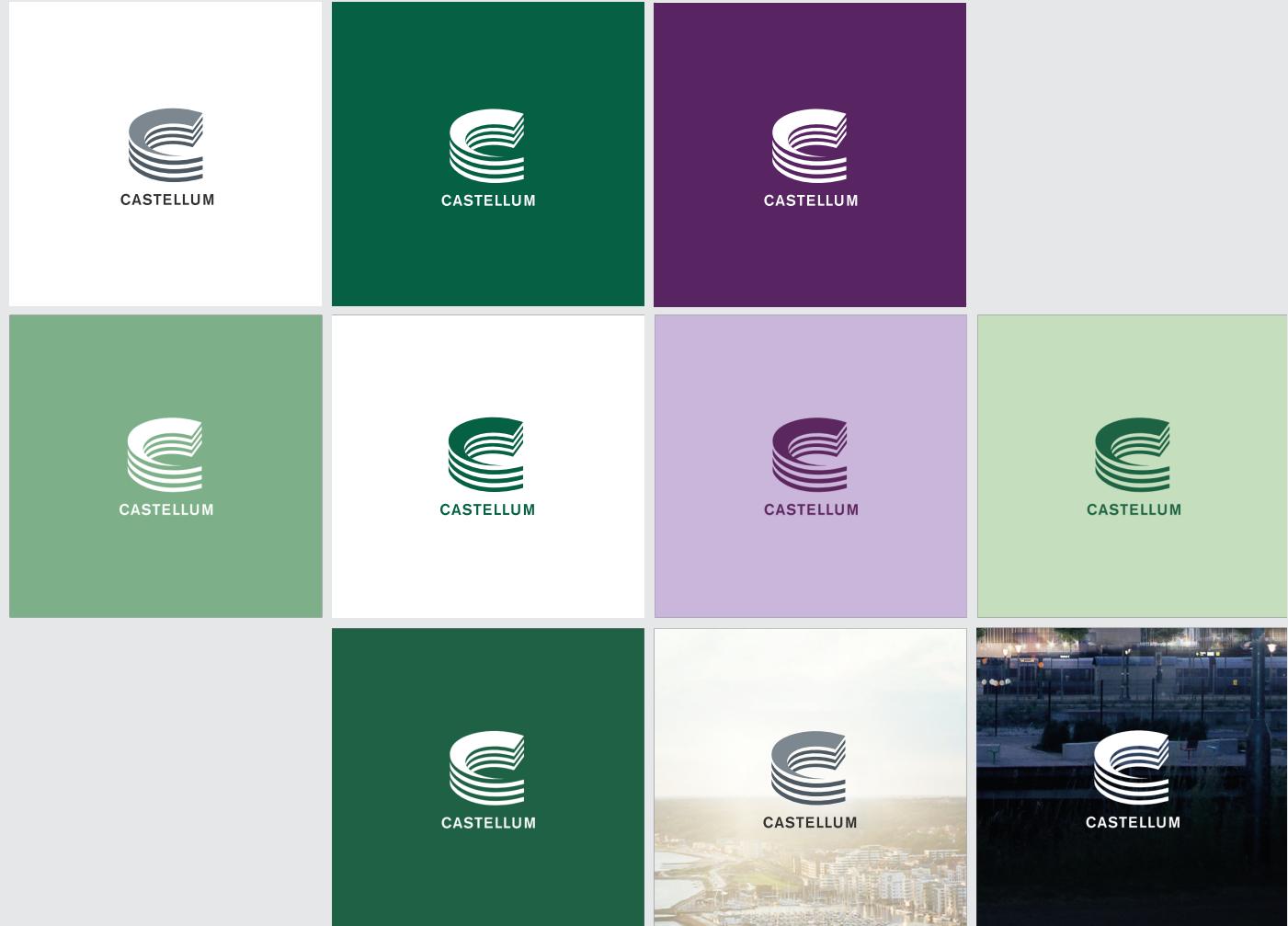


Contrast with the background

Castellum's colour palette provides opportunities for many interesting colour combinations. On the right you can see all the colour combinations we can use, which ensure good contrast between the logo and background. Read more about our colours under the section "Colours".

You can also place the logo on an image, as long as the logo contrasts with the background and remains clear. Avoid using messy or distracting backgrounds.

Colour combinations and backgrounds

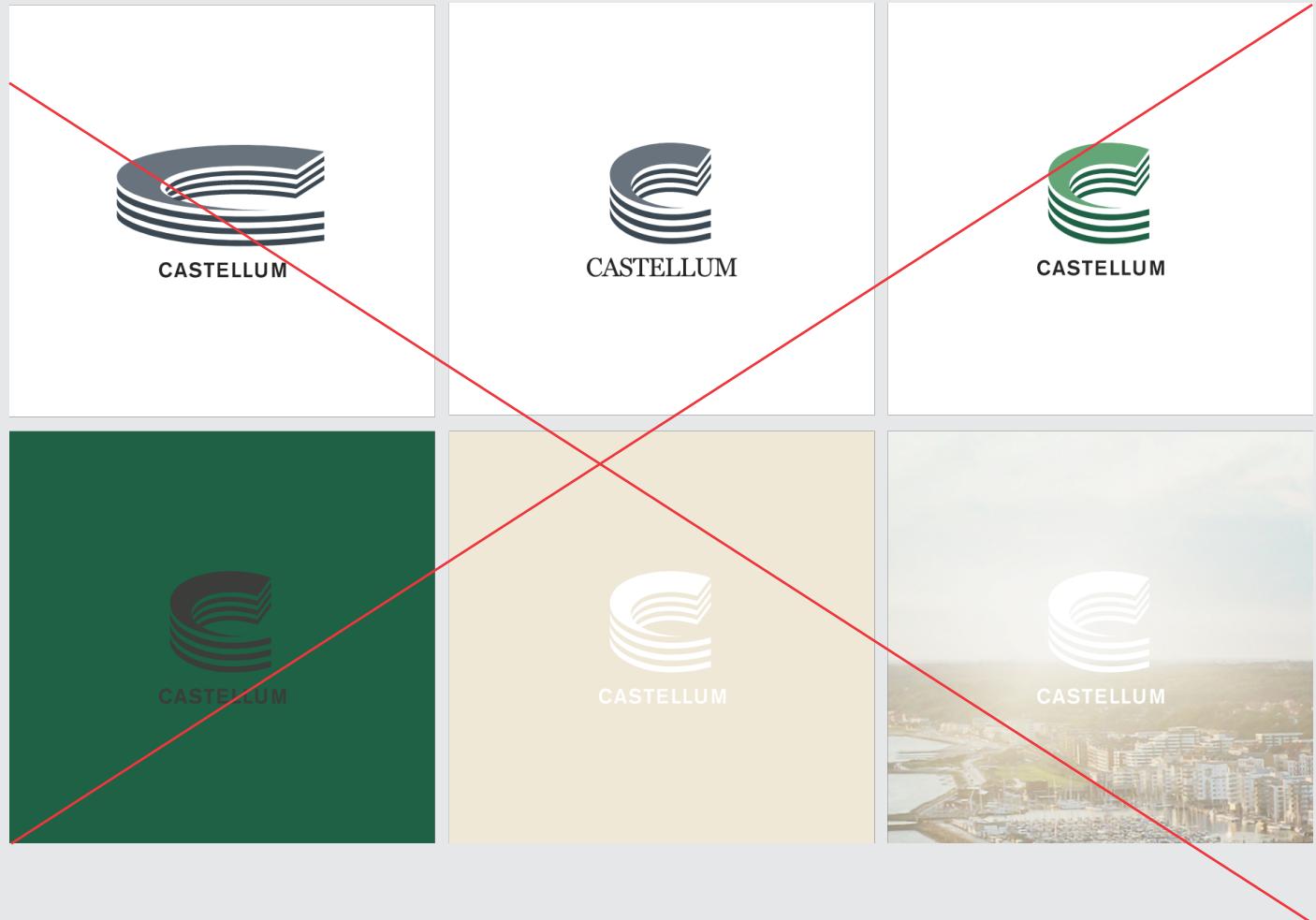


Use the right logo in the right way

Our logo is unique. This means that the logo must not be recreated using a similar shape or similar letters. Similarly, it must not be manipulated. Always use the original files available from our communication department.

Also remember that you should only use the logo in one of the colour combinations shown on the previous page, to ensure that it contrasts well against the background.

Incorrect use



Logo colours

Our logo consists of a symbol and a wordmark, coloured in three shades of grey.

The symbol is a letter C inspired by the three layers of the watchtower we mentioned earlier, coloured in two shades of grey: Cement and Concrete. The wordmark "Castellum" is the darkest shade of grey: Graphite.

Profile colours

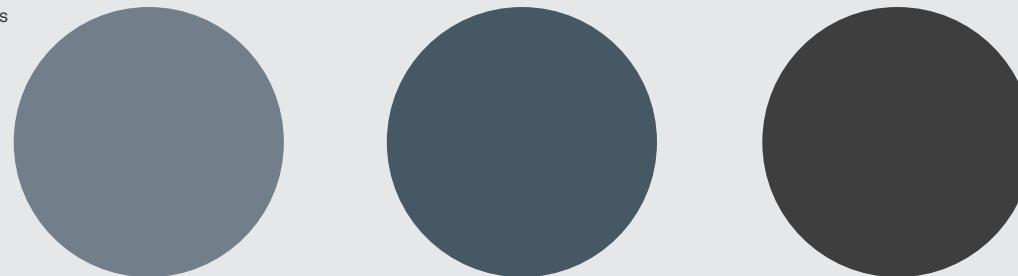
Castellum's primary colours are Sustainable and Innovative, which in addition to portraying our brand, stand for sustainability, innovation and security. No matter what you intend to create, one of these two colours must be included. You can read more about how and when to use each colour on pages 11–12. Sustainable also has its own contrasting colour, Sustainable Contrast, which can only be used together with Sustainable, often as a background colour to create a lighter feeling.

Sustainable is the best choice of background colour where good readability is needed, and should then be combined with white text and a white logo. Sustainable Contrast is used as a background colour for a softer and lighter impression in units with a shorter reading distance, such as advertisements. The text and logo should then appear in our Sustainable colour. Note that Sustainable Contrast should not be used without its darker partner, Sustainable. Nor should it be used as contrast for the colour Innovative, only as contrast for Sustainable.

Innovative is our strongest brand colour and is preferred in units that are intended to identify Castellum as the communicator. It is also our strongest signal colour, which makes it the best choice when the aim is to draw attention to a particular message.

Colours

Logo colours



Logo symbol, Cement

PMS: 430 C
C: 33 M: 18 Y: 13 K: 40
R: 124 G: 135 B: 142
HTML: 7c878e
NCS S: 5005-B20G

Logo symbol, Concrete

PMS: 431 C
C: 45 M: 25 Y: 16 K: 59
R: 91 G: 103 B: 112
HTML: 5b6770
NCS S: 6005-B20G

Logo wordmark, Graphite

PMS: 433 C
C: 0 M: 0 Y: 0 K: 90
R: 57 G: 57 B: 56
HTML: 393938
NCS S: 8502-B

Profile colours



Sustainable + Sustainable Contrast Innovative

PMS: 343 C
C: 73 M: 4 Y: 65 K: 57
R: 31 G: 97 B: 68
HTML: 1e6144
NCS S: 5030-G20Y

PMS: 2260 C
C: 25 M: 3 Y: 27 K: 0
R: 198 G: 223 B: 191
HTML: c6dfbf
NCS S: 1510-G20Y

PMS: 2249 C
C: 67 M: 9 Y: 61 K: 0
R: 120 G: 170 B: 128
HTML: 78aa80
NCS S: 2040-G10Y

Accent colours

Personal and Personal Contrast are our accent colours, which represent the human side of our brand: warmth, creativity and health.

They are used to complement our primary colours in a longer sequence or a multi-page unit, to break up the green.

Accent colours should not be combined with our green colours in a small area, such as an advertisement or on a single page, except where they are used for a specific purpose such as an informative diagram. Likewise they should not dominate, but simply serve as accent colours.

On page 13 you can read more about how and when you can use accent colours.

Support colours

In addition to our profile colours and accent colours, we have four support colours that are used for smaller, secondary elements.

Beige is useful as a background for infographics and illustrations (see example on page 23).

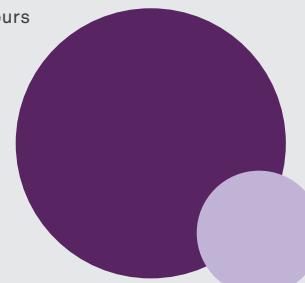
Dark grey and black can both be used for body text and secondary text elements, as well as logos on a white background (see example on page 18).

White is used as a background colour or as a text background when you want to highlight a particular piece of text. It can also be used as a text colour against a dark background (see example on page 15).

Castellum's financial communications use a wider range of support colours that are intended for detailed financial reports and presentations.

Colours

Accent colours

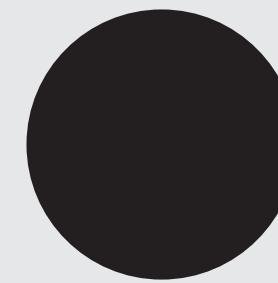
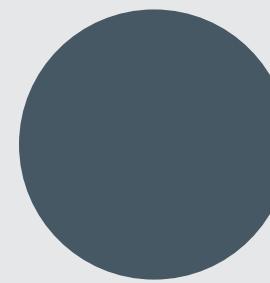
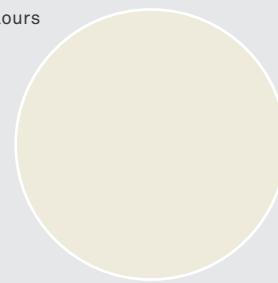


Personal + Personal Contrast

Personal
PMS: 519 C
C: 70 M: 95 Y: 25 K: 25
R: 91 G: 38 B: 94
HTML: 5b265e
NCS S: 5040-R40B

Personal Contrast
PMS: 2635 C
C: 23 M: 28 Y: 1 K: 0
R: 207 G: 192 B: 223
HTML: cfc0df
NCS S: 1030-R60B

Support colours



Beige

PMS: 7527 C
C: 6 M: 5 Y: 13 K: 0
R: 240 G: 232 B: 214
HTML: f0e8d6
NCS S: 1002-R

Concrete

PMS: 431 C
C: 45 M: 25 Y: 16 K: 59
R: 91 G: 103 B: 112
HTML: 5b6770
NCS S: 6005-B20G

Black

C: 0 M: 0 Y: 0 K: 100
R: 0 G: 0 B: 0
HTML: 000000

White

C: 0 M: 0 Y: 0 K: 0
R: 255 G: 255 B: 255
HTML: ffffff

Rules for colour use: Sustainable + Sustainable Contrast

All stand-alone units must contain an element in the colour Sustainable or in the colour Innovative (see next page).

Foreground elements – Sustainable as background colour

Sustainable is best as a background colour for units that require good readability at a distance, such as building signs, hoardings and wraps. Text and the logo must be white if used with Sustainable as the background. The Castellum bar can be either white or Sustainable Contrast.

Foreground elements – Sustainable Contrast as background colour

Sustainable Contrast can be used as a background colour to create a softer and lighter impression, or where the chosen image harmonizes better with this colour. Text, the logo and the Castellum bar must always be Sustainable if the background colour is Sustainable Contrast.

Foreground element – white background colour

If the background is white, all foreground elements (text, the logo and the Castellum bar) must be Sustainable to ensure good readability.

Elements in Sustainable and Sustainable Contrast can be combined in the same unit as long as the other rules above are followed.

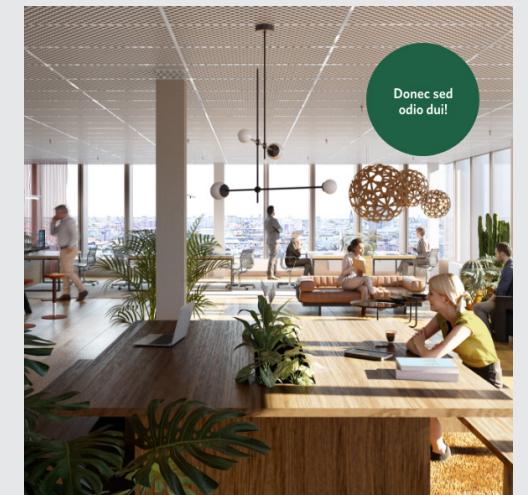


Softer impressions

For a softer and lighter impression in units that are read at a closer distance, such as advertisements and social media posts, Sustainable Contrast is used as the background colour. This can be solid or carry an image that has 10% opacity (see example). Text, the logo and the Castellum bar should always be Sustainable if the background is Sustainable Contrast.

Best readability

Sustainable is best as a background colour for units that require good readability at a distance, such as building signs, hoardings and wraps. Text, the logo and the Castellum bar are always white when they appear on the colour Sustainable.



**Cem sociis natoque
penatibus et magnis**



Harmony with the image

A brighter image often harmonizes best with Sustainable Contrast as the main colour. The other elements are then coloured according to the example on the left. Complementary elements may use Sustainable as a background colour, but these should always have white text.

Rules for colour use: Innovative

All stand-alone units must contain an element in the colour Sustainable or in the colour Innovative.

As a basic rule, Innovative can be used in all situations where Sustainable can also be used.

Innovative is a strong colour, which makes it a suitable choice to draw attention to a specific message.

In units with several pages, double-page spreads or multiple parts, the use of both Sustainable and Innovative is recommended (see example on page 15). Note that it is not permitted to use both colours together on the same page.

Innovative is used exclusively with white foreground elements.



Clear communicator

Innovative is a suitable background colour if you want to apply a large logo on a building or as part of an advertisement, for example.

Clear message

Innovative is also suitable as a background colour when you want to highlight a specific message.



Rules for colour use: Personal + Personal Contrast

Personal and Personal Contrast are our accent colours, and are used to add variety to multi-page or longer units such as brochures, hoardings on buildings or series of images in social media. Personal and Personal Contrast are a colour duo that are used together.

Accent colours that only highlight

As mentioned earlier, all our units must include either Sustainable or Innovative, as these are our profile colours. Personal and Personal Contrast do not have the same weight and should not be used in combination with our profile colours on the same page or at the same time, but only as accent colours for longer series of images, in brochures, on fence hoardings, in carousels in social media or in animated banners.

They should always be used as a colour duo here.

These colours reflect our softer values and can be used to advantage (but not exclusively) in messages that relate to well-being, creativity and health.

Foreground element – Personal as background colour
If the background colour is Personal, the text and logo should always be in white. The Castellum bar can be either white or Personal Contrast.

Foreground element – white as background colour
If the background is white, it is fine to use the colour Personal for the heading, subheading and logo. However, the body text should be in black. When the heading and subheading use the colour Personal, so should the Castellum bar. Personal Contrast may not be used on a white background.

Foreground element – Personal Contrast as background colour

If the background colour is Personal Contrast, all foreground elements should always be in Personal.

Light and warm impression

Personal Contrast works best as a background colour in a secondary area of the unit, in order to soften the overall impression. The colour of foreground elements on a background of Personal Contrast should always be Personal. The example on the right shows an image from a carousel in social media, where the previous image communicated the main message in the colour Sustainable against a white background.



Cum sociis natoque penatibus et magnis

Donec sed odio dui. Integer posuere
erat a ante venenatis dapibus posuere
velit aliquet.



Clear distinction

Personal works best as a background colour when you want to create a clear distinction from the green colours but still want to ensure good readability, especially at a distance. This layout can be used to advantage in multi-part units where all parts are equally important. The text and logo on a Personal background should always be white. The Castellum bar can be in white or Personal Contrast. The Castellum bar can be white or Personal Contrast.



If you want to break with a white background, it is fine to have a heading and subheading in the colour Personal. However, the body text must be in black, for the sake of readability Personal Contrast is never used on a white background.

Examples of correct use: Digital media

**Post in social media**

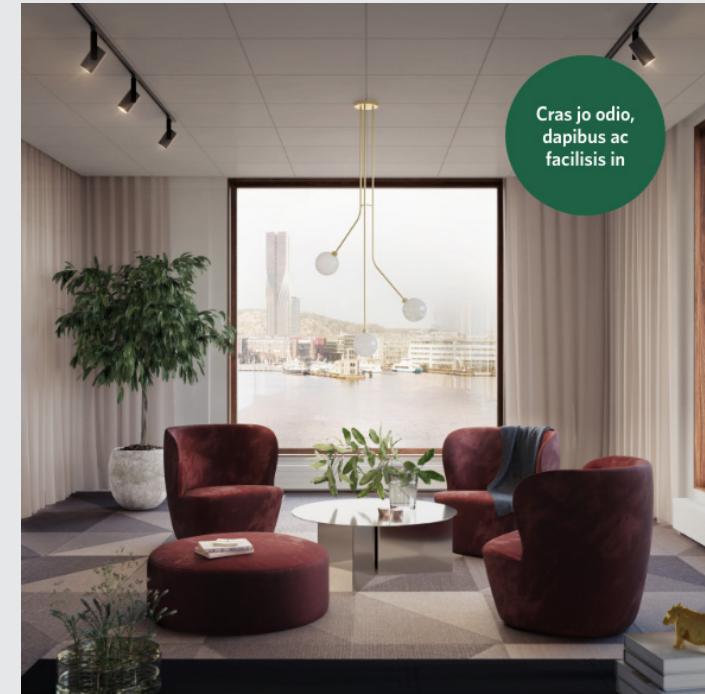
White text on Sustainable background (in this example an image that is split-toned 10%).

“

**“Morbi leo risus,
porta ac
consectetur ac,
vestibulum.”**



Post in social media
Foreground element in Sustainable on white background.



“
**Lore ipsum dolor sit
amet consectetur**

**Digital banner**

Text and logo in Sustainable on background of Sustainable Contrast + white text in Sustainable circle.

Examples of correct use: Printed media



Hoardings on fence

The entire profile is used on different pages within the same unit:

Personal as accent colour with white text for a long hoarding.
White text in a Sustainable circle.
Text element in Sustainable on a background of Sustainable Contrast (and image with 10% opacity).
White logo on a background of Innovation.

Full-page advertisement

White text where the background gives good contrast. Foreground element in white. Highlighted areas in Sustainable with white background field.



Examples of incorrect use

Digital banners

Lack of identity colour makes it unclear who is the communicator.

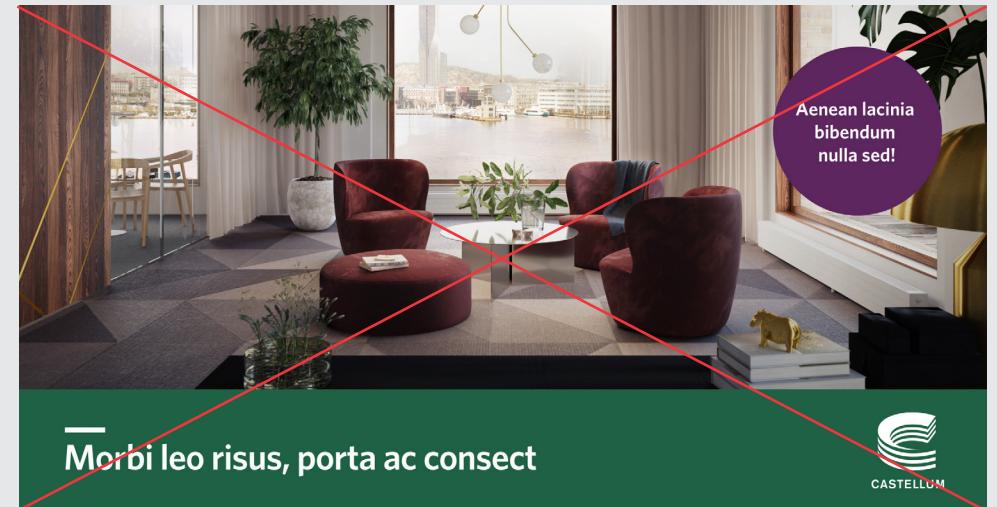


**Aenean lacinia
bibendum nulla sed
consectetur**

Curabitur blandit tempus porttitor.
Praesent commodo cursus magna, vel
scelerisque nisl consectetur et.



Post in social media
The entire unit only uses Personal and Personal Contrast.



Morbi leo risus, porta ac consec



Digital banners
Sustainable and Personal are both used in the same unit.

Lorem est
Morbi leo risus!



Wrap window
Sustainable Contrast is used without Sustainable. Sustainable and Personal are both used in the same unit.

Typography

Our primary typeface is Whitney. This is used for all internal and external communication, digital or printed.

Substitute typeface

If Whitney is not available you can use Arial. Arial is also the typeface we use for our Office templates.

Whitney Semibold

Primary headings, primary heading elements, highlights in body text, calls-to-action and subject lines.

Whitney Medium

Secondary headings, secondary heading elements, introductions and body text, where required for readability.

Whitney Book

Body text in printed and digital media.

Whitney Light

Supporting typographic elements and introductions in larger typeface sizes.

Whitney

ABCDEFGHIJKLM NOPQRSTUVWXYZ ÅÖ
abcdefghijklmnopqrstuvwxyz åö
1234567890 !#%&

Examples of correct use



Post in social media

Heading and highlight in Whitney Semibold.
Body text in Whitney Book with good readability.
Heading and highlight above images are given
better contrast with a white background field.



Facade hoarding

Heading and subject line in Whitney Semibold.
Contact information in Whitney Book.
Capital letters can be used for subject lines.



Full-page advertisement

Heading, highlight and call-to-action in Whitney Semibold. Body text in Whitney Book. There is no need for a white background field because the contrast with the background is good enough.

Framing of headings

The way we use typography is an important aspect of our identity. The Castellum bar is a coloured bar above the heading that is used in combination with a heading. In most cases the bar is placed above the heading. If instead you want a subject heading above the heading, the bar can be placed below the introduction. And if the heading is placed on a white highlight field, you can decide for yourself whether you want to include the bar, or not. For colouring of the Castellum bar, see the section *Colours – Rules for use.*

Size and placement

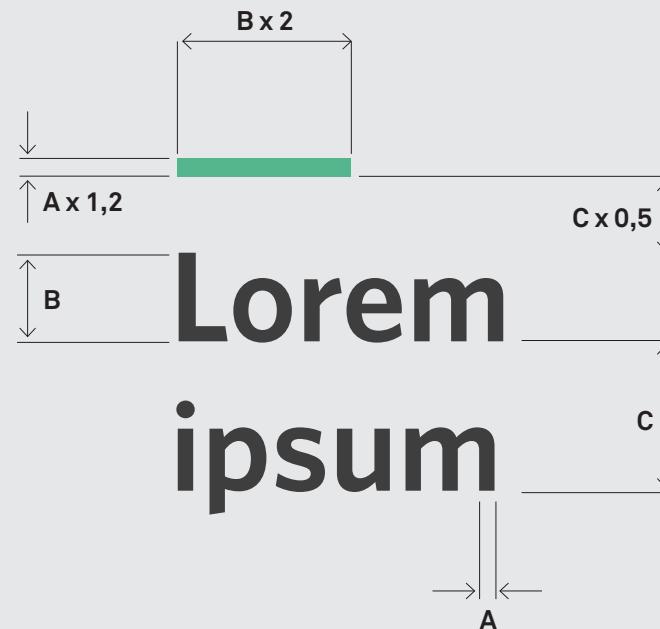
Length: $2 \times$ cap height

Height: $1.2 \times$ cap stroke

Placement: $0.5 \times$ line spacing (from bottom of base line to bottom of following base line).

Colour: Chosen profile colour or accent colour

The Castellum bar



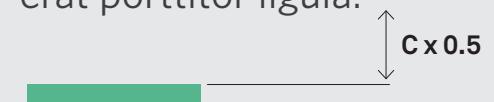
Standard placement

LOREM IPSUM

**Lorem
ipsum**

Duis mollis, est non
commodo luctus, nisi
erat porttitor ligula.

Placement with subject heading



Images

Images

Our images help to build the Castellum brand by being authentic, accountable and credible. They should reflect the entire business by showcasing our tenants and employees as well as our properties and locations.

Human, warm and inclusive

The feeling and tone of our images communicate the personality of Castellum. Images should create a warm and sympathetic impression; people and places should feel welcoming. It is important that the unit gives an impression of inclusion, with a careful balance of men and women, tenants and employees, and individuals from different ethnic backgrounds. The locations and properties that we show should also represent our entire geographical area and our entire business.

Encounters between people

The goal is to always include people, or signs of people. Visualize the human encounter in an authentic way. These may be encounters between employees, between employees and tenants, or other relevant encounters. The main thing is that the image creates a warm feeling and sparks recognition and pride among our employees.



Images**Sustainability**

Sustainability is a natural part of Castellum's business, and this should be reflected in our images. This is why we like to portray our employees and tenants in settings that reflect our sense of sustainability. The encounter between people is still in focus, but the background environment could, for example, show a solar power system, timber facade, electric car or recycling.

Consistent feeling

All new images should complement the subject of our existing images and harmonize in tone and emotion. Keep in mind that images should harmonize with our colour profile and serve their intended purpose, in subject and feeling, so that they complement the design of the relevant unit.

Short depth of field

Office environments can be untidy. We therefore keep the depth of field as short as possible, so that neither the foreground nor the background distracts from the focus of the image.



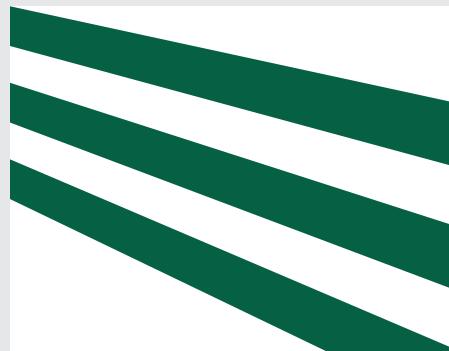
Graphic elements

Graphic elements

One tool to aid recognition is our graphic bars, which are inspired by our watchtower symbol. These graphic elements are used when there are no other colours or elements that reflect our profile, such as on vehicles.

The colours we use are Sustainable and Personal. If the vehicle has a dark colour we use a negative version of the bars, i.e. white.

Always use our EPS files to get the right shade.



Graphic elements on white background

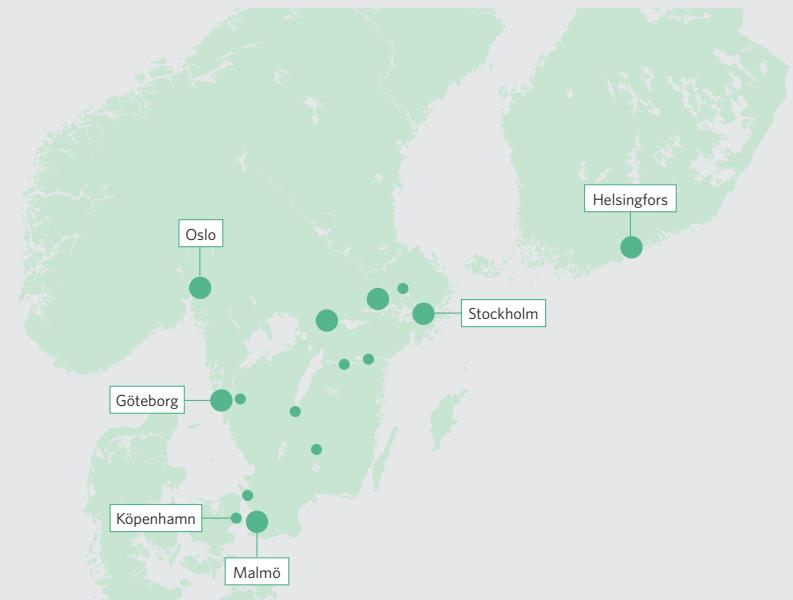
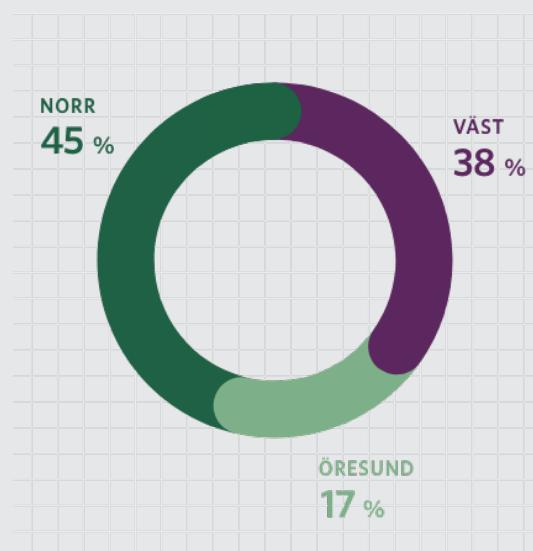
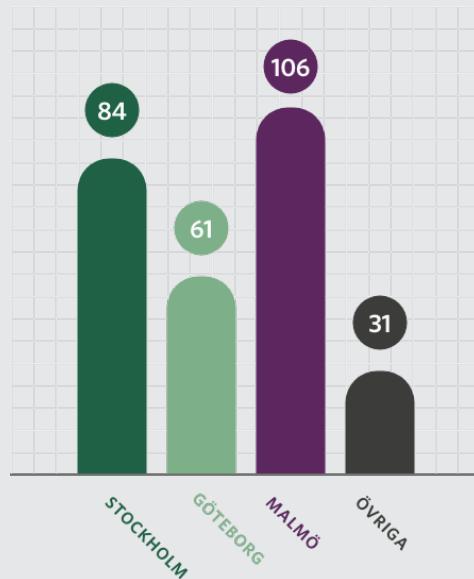


Graphic elements on dark background

Clear and simple style

All graphics in reports and presentations should have a clear and simple style as illustrated in the examples on the right. Our profile and accent colours can be used to advantage here, to clarify information. Otherwise the same rules apply to typography and colours as described earlier.

Castellum's financial communications use a wider range of graphics that are intended for detailed financial reports and presentations.





CASTELLUM

Visual identity Applications

Applications

This section gives some good examples of how the design can be varied, based on the rules, to suit the application and the practical and technical requirements of the units.

Applications



Available property communication

Banners

Applications – Social media



Vertical (Story Instagram/Facebook)



Square (Instagram/Facebook)



Square (Instagram/Facebook)



Horizontal (LinkedIn/Facebook)



Horizontal (LinkedIn/Facebook)



Brand communication

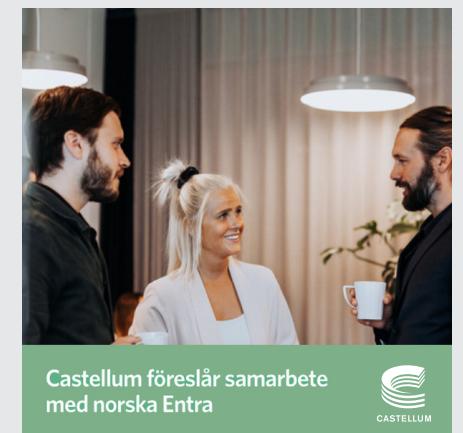
Banners



News (Instagram/Facebook)



News (Instagram/Facebook)



Castellum föreslår samarbete med norska Entra



News (Instagram/Facebook)



Recruitment (Instagram/Facebook)



Available property (Instagram/Facebook)



Kontor på första parkett med panoramavy över Malmö.

Available property (Instagram/Facebook)

Brand communication

Banners



News carousel (Instagram/Facebook)



Sustainability (LinkedIn)



Sustainability (Instagram/Facebook)



News (LinkedIn)



Sustainability (Instagram/Facebook)

Digital media

Banners/video/animation



Advertisement/Banner – horizontal

Kontorshuset
där insidan
räknas

VILL DU VETA MER?
Kontakta oss på [castellum.se](#)



CASTELLUM

Ett kontor som
öppnar sig mot
världen

Flytta in i ett
kontor med
personlighet!

VILL DU VETA MER?
KONTAKTA OSS PÅ [CASTELLUM.SE](#)



Advertisement/Banner – horizontal/square



Animated banner or Instagram video/animation

Arbetsplatser som
sätter mänskliga
värden i förgrunden



Kontor för stora
och små företag

De nya kontorsbyggnaderna är
anpassade för det lilla enmansföretaget
så väl som för det större bolaget.



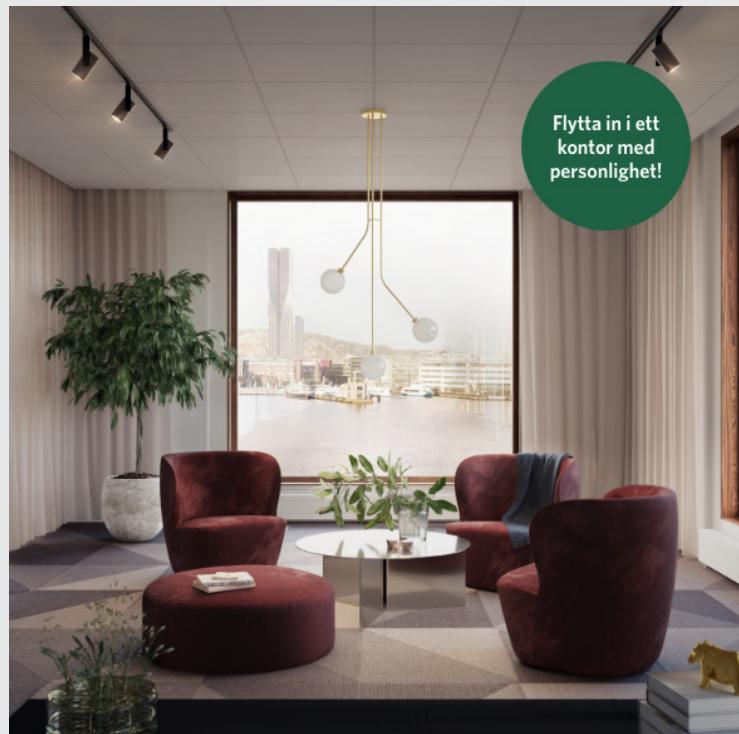
Vill du veta mer om
Edison Park?

Svep upp för att läsa mer.



Digital media

Banners



Ett kontor som öppnar sig mot världen



Banner – vertical



Arbetsplatser att längta till!

Läs mer på [castellum.se](#)



Vi erbjuder allt från traditionella kontor, skräddarsydda lokaler, coworking och nyckelfärdiga kontor för alla typer av verksamheter.



Banner – GIF banner



Arbetsplatser att längta till!

Läs mer på [castellum.se](#)



Vi är fastighetsbolaget som hjälper företag att utvecklas och människor att växa. Vi erbjuder allt från traditionella kontor, skräddarsydda lokaler, coworking och nyckelfärdiga kontor för alla typer av verksamheter.



Banner – GIF banner

Available property communication

Print advertisements

Applications – Printed media



Print advertisement – project



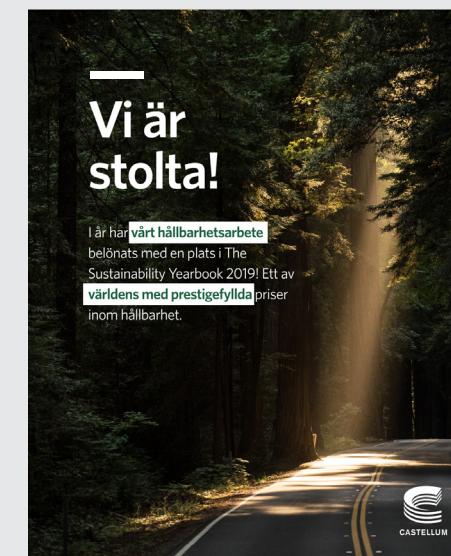
Print advertisement – project



Print advertisement – premises



Print advertisement – project



Print advertisement – sustainability

Magazines and brochures – double-page spread

Applications – Printed media

Kontor med fantastisk utsikt

Denna lokal består av tre exklusiva kontorslokaler som är placerade högst upp på plan 11-13, varje plan är ca 800 kvm.

CASTELLUM

OM OMRÅDET
Nyhamnen

Möts du av en fantastiskt utsikt över det gamla och nya Malmö som växer fram i Nyhamnen. Lokalernas disposition är effektiva och flexibla och medger såväl rumsindelade kontorsytör som öppna och aktivitetsbaserade miljöer.

BYGGNADSÅR
2022

TILLTRÄDE
01-23

AREA
2 400
KVM

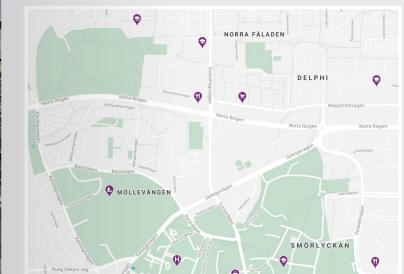
VÄNINGSPLAN
13

Available property communication – Double-page spread in catalogue or brochure

Magazines and brochures
– double-page spread



Brand communication – Double-page spread in magazine



Available property communication –
Double-page spread in magazine

Magazines and brochures – double-page spread

Project – Brochures



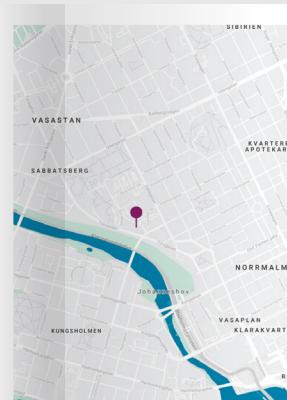
Front



Inside (example – double-page spread)

Torsgatan - gatan som förenar stadsdelar

På innergårdarna till den vackra jugendfastigheten på Torsgatan 22-30 undersöker Castellum möjligheterna att tillskapa nya fastigheter för att möta efterfrågan på kontor i city- och ge fler människor arbetsplatser att längta till.



UTHYRNINGSBAR YTA

ca 8 000 kvm

INFLYTTNING

Beräknad till 2025

ARKITEKT

Fojab

Nya attraktiva kontor i ett växande Stockholm

Möts du av en fantastiskt utsikt över det gamla och nya Malmö som växer fram i Nyhamnen. Lokalernas disposition är effektiva och flexibla och medger såväl rumsindelade kontorsytör som öppna och aktivitetsbaserade miljöer.



Vill du veta mer om Torsgatan?

Kontakta:

Per Wilhelmsson

+46 702 15 73 19

per.wilhelmsson@castellum.se

castellum.se/områden/torsgatan



Back

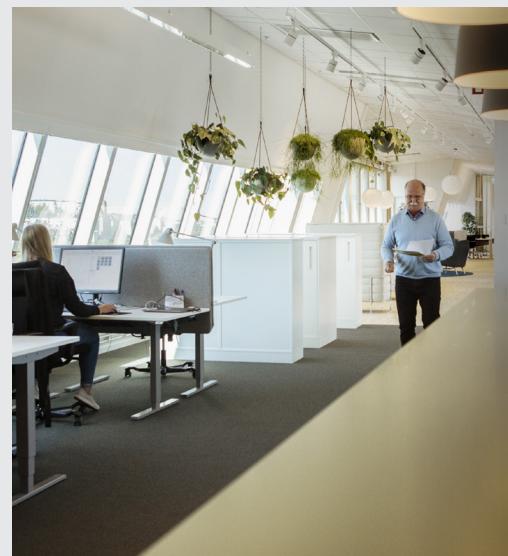
Magazines and brochures – double-page spread

Applications – Printed media



Available property communication –
Double-page spread in magazine

Investor Relations –
Double-page spread in magazine



Vi gillar stabilitet och vi gillar samarbete

Sedan introduktionen på Stockholmsbörsen 1997 har vi växt stadigt och med lågt riskräckande. Det sammankopplade fastighetsvärdelet uppgår idag till ca 90 miljarder kronor. Vår arbetsfilosofi är att skapa värde för våra kunder genom samspel och att hjälpa dem att växa på ett hållbart sätt, utifrån deras visioner och förutsättningar. När kunderna växer, då växer vi också.

90%

AV KUNDERNA KAN
REKOMMENDERA CASTELLUM
SOM HYRESVÄRD

77

NÖJD-KUND-INDEX
FÖR CASTELLUM
(BRANSCHSNITT 73)

Investerar över 4 miljarder kronor årligen.

Castellum är en långsiktig aktör och vår ekonomiska tillväxt bygger på att vi utvecklas med kundernas behov och marknadens möjligheter. Strategin är att årligen investera motsvarande 5 procent av fastighetsbeståndets värde, vilket idag motsvarar cirka 4 miljarder kronor. Det gör oss till en växande företag, och en naturlig utvecklingspartner på varje lokal marknad.

Signs & Wraps



Construction site sign with image



Construction site sign without photo, focus on communicator



Construction site sign without photo, focus on message



Window wrap with image



Hoardings



Hoardings on fence



Facade hoarding – vertical



Facade hoarding – horizontal

Facade signs

Guidelines

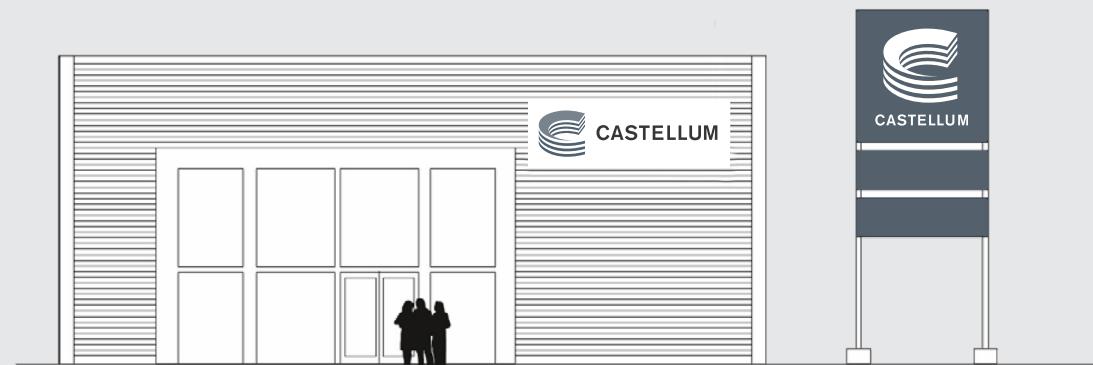
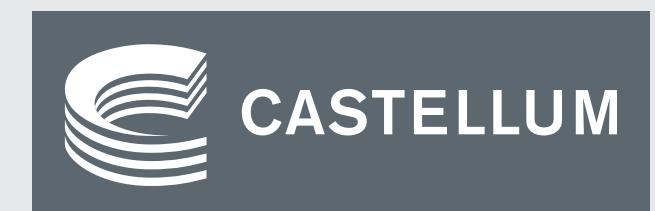
Signs should preferably have lettering without a background field. However, on some properties a background field is required, depending on visibility, contrast, the surrounding environment and the design of other signs on the facade.

Individual letters should preferably be black, with a grey logo, in line with the base design, but where the facade dictates otherwise white letters may also be used, in which case the logo should also be white.

For illuminated signs the daytime appearance should match the base design for the logo. The night-time appearance of illuminated signs is always white for the logo and for lettering.

The clear space specified in the section on our logo also applies to our signs. However, some deviations are allowed here – the main thing is that the clear space only applies when the logo appears on a white field. If there are individual letters on the facade, the clear space no longer applies.

In most cases, the horizontal logo is used. The logo may be centred if the facade/building on which the sign will be mounted is higher than it is wide. One example is gables on smaller properties.



Owner signs

Choice of materials

Material: 5 mm clear acrylic with polished edges.
Front: UV printed logo, first white, then logo colours
for clearer colour reproduction.
Back: Frosted wrap, EM5804 P Image perfect.

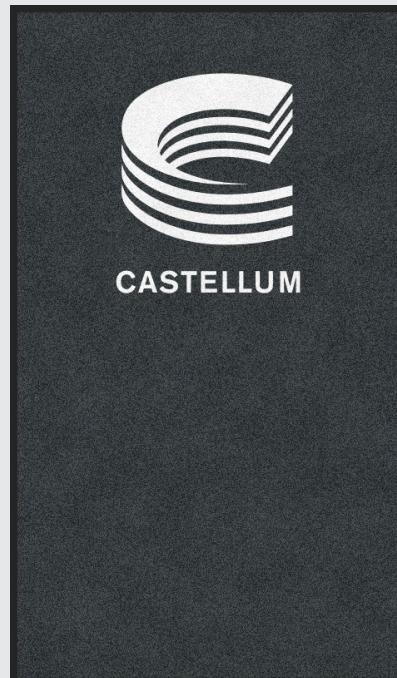


Mats

Vertical: 115 x 200 cm

Horizontal: 200 x 115 cm

Anthracite and white



Stairway info

Information signs for stairways

Sign templates in Word.

Lilla Bommen 4B

2
Cembrit AB
SIS – Statens Institutionsstyrelse
Lumenradio AB

1
Elkraft Sverige AB
Movimentor Group AB
Klang Arkitekt AB
Duravit Sweden AB
Hansgrohe AB

E
SIS – Konferens

0
Garage



TELEFON: 031-45 67 89 E-POST: info@castellum.se WEBB: castellum.se

A4 signs

Information

Lorem ipsum dolor sit ametconsectetuer.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam non pulvinar libero, sit amet viverra augue. Maecenas nec velit faucibus, lobortis lectus vel, varius urna. Maecenas tincidunt eros sagittis erat blandit blandit. Pellentesque sit amet dui sed ipsum eleifend hendrerit nec sed mauris. Nunc laoreet viverra mauris et convallis. Vestibulum tempor fermentum turpis at rutrum. Sed mattis efficitur ligula, at congue tortor luctus eget. In at ullamcorper mauris. Phasellus sit amet tellus dapibus, lobortis magna at, rutrum tortor. Nulla eleifend odio vitae nunc finibus tristique. Vivamus erat quam. auctor sit amet pellentesque ac, porttitor sed metus. Donec blandit nisl ac fermentum vehicula. Phasellus non sapien pretium magna eleifend pretium.



TELEFON: 031-45 67 89 E-POST: info@castellum.se WEBB: castellum.se

Ditt kundteam



Anders Andersson
FASTIGIETSAVHÅR
Jag ser till att allt fungerar i fastigheten och är den som i första hand har emot fejklämplen, frågor och synpunkter.

031-45 67 89
anders.andersson@castellum.se



Anders Andersson
FASTIGIETSAVHÅR
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031-45 67 89
anders.andersson@castellum.se

Jour

Betygger du att du hjälp med ett allvarligt fel efter ordinarie arbetstid ringer du till vår fastighetsjour

031-45 67 89



TELEFON: 031-45 67 89 E-POST: info@castellum.se WEBB: castellum.se

Flags

Our flags are made from durable marine polyester. Even though the flags are made from a high-quality fabric they eventually become worn. Check flags regularly for wear, as they are our brand-bearers. We recommend replacing them twice a year, and perhaps more often in locations exposed to the weather.

We use a negative logo in the colour Sustainable on all flags.

Horizontal flags are most suitable for carrying our logo. This shape follows the wind more easily, which makes it more durable, so choose a horizontal flag if possible. The size of the flag is chosen based on the flagpole height, according to the table below.



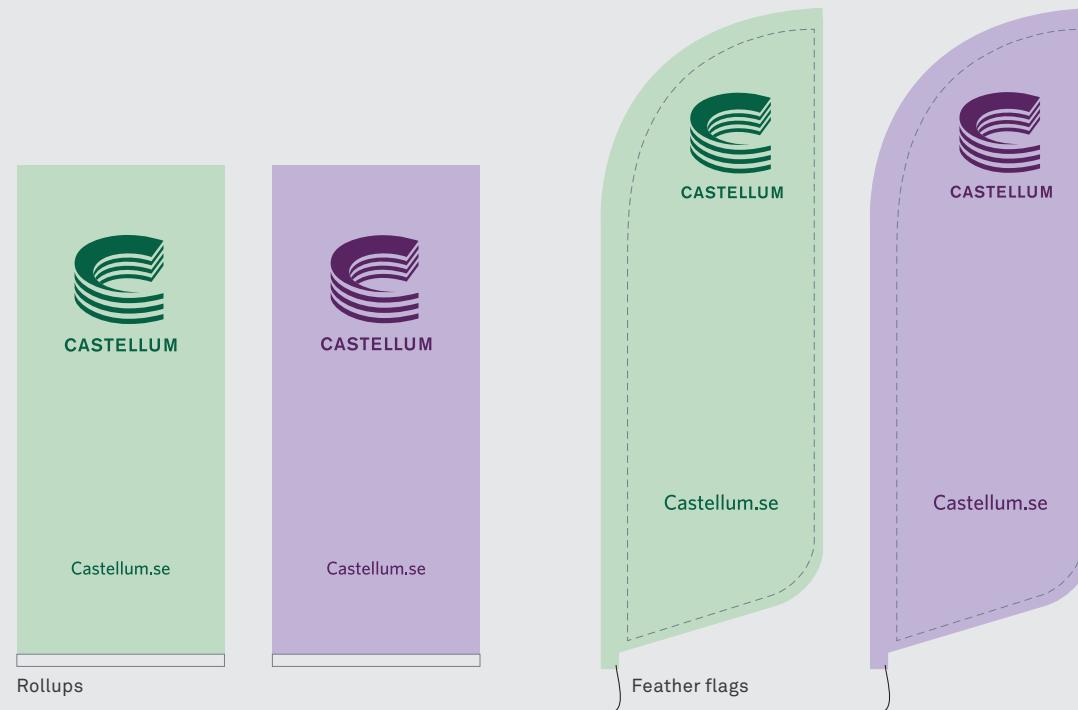
Flag pole height	Flag size
6 m	160–100 cm (XS)
7–8 m	200–125 cm (S)
9–10 m	240–150 cm (M)
11–12 m	300–188 cm (L)
16–18 m	420–263 cm (XL)

Flags are ordered from our corporate identity store at Prendo. If you need a special size, contact the Marketing Department.

Rollups and feather flags

Rollups and feather flags are ordered in sets of two in the colours Sustainable (1) and Personal (1). Always use at least one rollup and feather flag in the colour Sustainable, then add the colour Personal if possible.

Rollups and feather flags are ordered from our corporate identity store at Prendo.



Business cards and email signatures

Use the identity colour Innovative for the bar.

Contact details in email signatures are printed in the typeface Arial and in Castellum's wordmark colour, Graphite.



Business cards



Arial Bold 13 p
Arial Regular 12 p

Arial Regular 12 p

Förnamn Efternamn Befattring

Castellum AB
Besöksadress: Östra Hamngatan 16
Postadress: Box 2269, SE 403 14 Göteborg
Telefon/Telephone: +46 31 12 34 56
Mobil/Mobile: +46 702 12 34 56
E-mail: fornamn.efternamn@castellum.se
Webbplats/Web page: www.webbplats.se

Email signature

Letter paper and envelopes

A4 letter paper

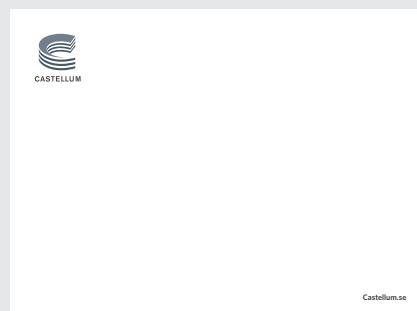
Gusseted envelopes

C4 horizontal without window

C4 vertical without window

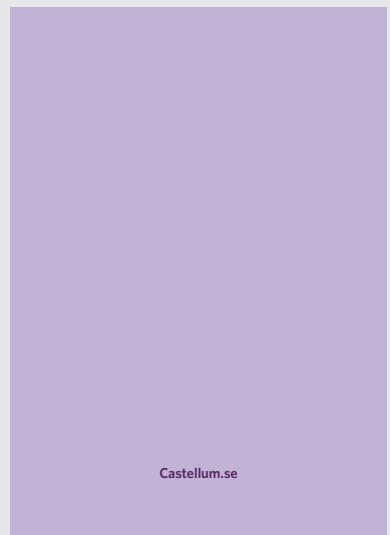
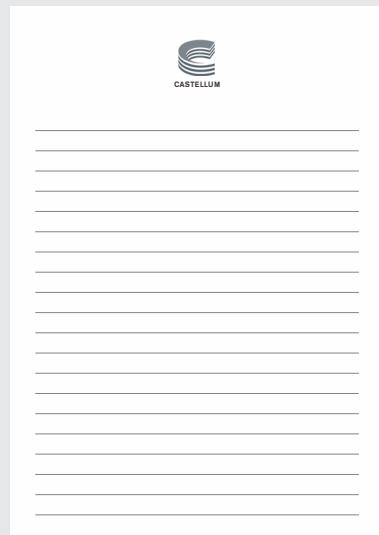
C5 horizontal with or without window

Correspondence materials are ordered from our corporate identity store at Prendo.



Conference pads and notepads

A5 notepads



Promotional products and giveaways

Paper bag

Tote bag

Sports bottle

Notepad

Lanyard

Ballpoint pen

Branded promotional products and giveaways are ordered from our corporate identity store at Prendo.



Appearance of maintenance clothing

The base colour for our maintenance clothing is black. We use a white logo on all garments.

The logo is preferably placed on the left chest on tops and jackets. If this does not work due to the placement of pockets, zips, and seams, you can also place the logo on the right side.

Size of vertical logo/decal:

60 x 63 mm

Maintenance clothing is ordered from our supplier Ahlsells.



Appearance of protective clothing

Protective clothing can come in various designs and colours. On black helmets we use the white vertical logo. On yellow warning colour we use the standard vertical logo.

Size of vertical logo/decal on helmet:

48 x 50mm

Size of vertical logo/decal on vest:

60 x 63 mm (chest)

154 x 161 mm (back)

Size of vertical logo/decal on jacket:

60 x 63 mm (chest)

154 x 161 mm (back)

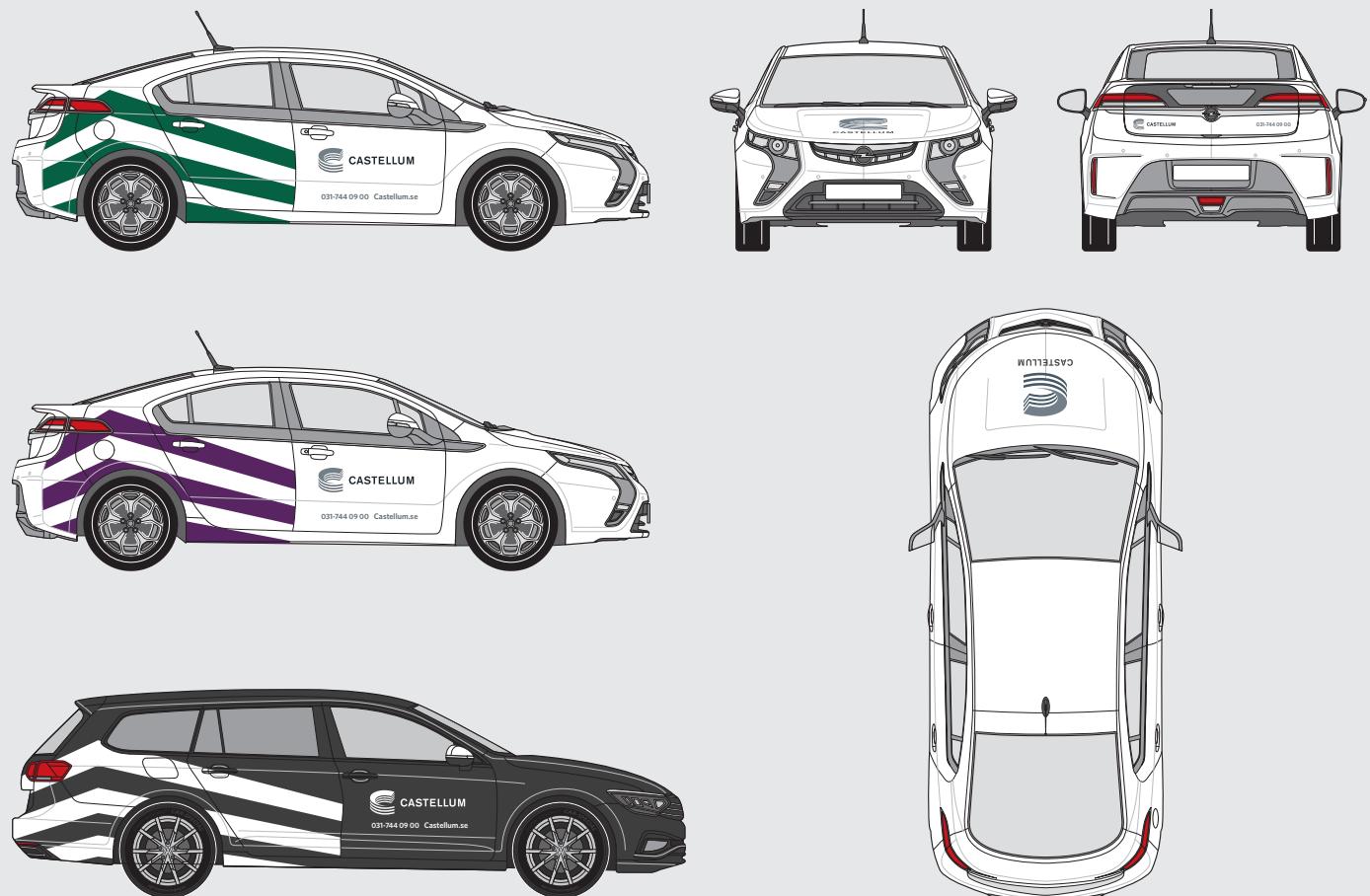
Protective clothing is ordered from our supplier Ahlsells.

Applications – Protective clothing



Livery on cars

Use the colours Sustainable and Personal for decorative elements. On dark backgrounds, use white decorative elements.



Livery on commercial vehicles

Use the colours Sustainable and Personal for decorative elements. On dark backgrounds, use white decorative elements.

