



Visual Identity



01	Our brand	3	The Sievert legacy drives us today. Carl Richard Nyberg, a soldering specialist, knew from experience that the soldering techniques available in the 1880s left much to be desired. He was a determined man, resolved to find a heat source that would streamline the work.
02	Visual identity	12	
03	Inspiration	34	

After much experimentation, Nyberg found a viable solution. By 1882, he had crafted the first prototype of his soldering blowtorch, for which he secured a patent.

The same year, the future industrialist Max Sievert opened the doors to his machinery store in Stockholm, which later formed the basis for an industrial conglomerate.

When Nyberg’s and Sievert’s paths finally crossed, a collaboration was formed that would prove highly fruitful. Nyberg manufactured blowtorches and Sievert distributed them worldwide. Success was a fact. Sievert’s products stand as world leaders, yet it feels as though our journey has only just begun.

For more than 140 years, Sievert has been associated with high-quality heating tools for professional use, and our proud history is dear to us. At the same time, we are aware that our identity extends deeper than that, and therefore, we dare to renew and refine to be visible in today’s media landscape and to meet the future.

This manual is for those who work on communicating Sievert. It is not just about advertising but about every way we showcase our brand. The design is based on our brand platform, and every aspect is intentionally developed so we can present Sievert as the market leading expert we are. Therefore, it is equally important to follow this manual for internal as well as external units.

01	Our brand	
1.1	Vision	4
1.2	Mission	5
1.3	Values	6
1.4	Identity	7
1.5	Personality	8
1.6	Promise	9
1.7	Summary platform	10

01 Our Brand

Vision

Mission

Values

Identity

Personality

Promise

Next Generation Heating Tools

Our focus is on heating tools for the safe application of heat, and we always strive for new ways and solutions to provide professional excellence to our users.

Controlling and providing heat is our expertise. Improving the quality of life worldwide through the use of heat is our passion, whether it is in soldering, mechanics, cooking or simply weeding.

Next generation is about staying at the forefront, constantly advancing and leading the field, as we have always done, setting a standard for others to follow. However, it is also about a sustainable future, creating a better tomorrow and taking responsibility for the world we are leaving for our children.

Vision

Mission

Values

Identity

Personality

Promise

"Craftsmen" include mechanics, roofers, silversmiths, chefs and other discerning people who use our products, regardless of whether they are paid or DIYers – and of course, of all genders

We provide "professional tools" for everybody who cares about professional results

"Heat application" is what we offer for every situation

"Safe" is part of our Swedish heritage

"Better today" is about ergonomics and performance

"Tomorrow" addresses sustainability, durability and longevity

We provide **craftsmen** with **professional tools** for **safe heat application**, ensuring a **better today** and **tomorrow**

Vision

Ingenuity as a Driving Force

Our brand was founded on ingenuity and a desire to find innovative ways for safe heat application

Mission

Values

Longevity as a Mindset

As a Swedish company the sustainable approach is part of our nature – we believe in long-lasting products, relationships and results and have had this mindset for more than 140 years

Identity

Personality

Passion as a Commitment

We share our customers' passion for professional results and genuinely care about longterm relationships

Promise

Vision

Purposeful Design

We always combine ergonomics, weight and functionality to ensure high-performing innovative solutions that last

Mission

Values

Experience Based Knowledge

What we learn we share with our community

Identity

Personality

Imitated Since 1882

We are proud of our story, our history, and the steps that allowed us to dedicate ourselves to professional heating tools

Promise

Vision

Professionally Insightful

Mission

We know what your business is about and we know the difference we make – and that is why we are straightforward and communicate all facts and features

Values

Forever Passionate

Identity

We will never stop improving and developing our products, range and offering

Personality

Future-Focused

Promise

We have always set our sights on a better tomorrow, addressing both product benefits and our approach to sustainability

Vision

Mission

Values

Identity

Personality

Promise

Original Professional Excellence

Our brand promise reflects what we have provided to all our customers since 1882, and our ambition to always offer the best. It also represents our relationship with suppliers, agents, distributors, wholesalers and retailers. Professional defines the market, addressing professionals and those who want professional results.

Vision

Next generation heating tools

Mission

We provide craftsmen with professional tools for safe heat application, ensuring a better today and tomorrow

Values

Ingenuity as a driving force
Longevity as a mindset
Passion as a commitment

Identity

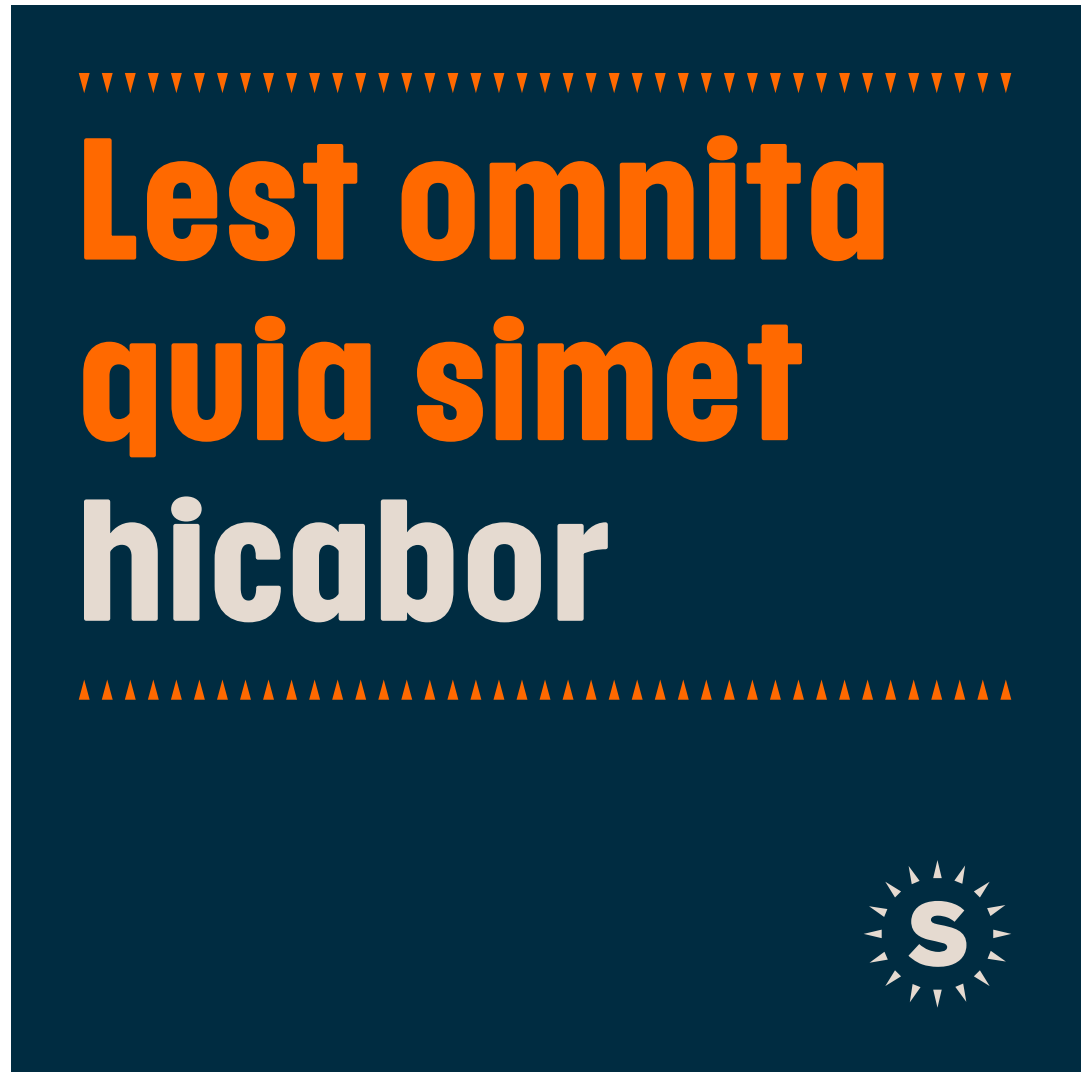
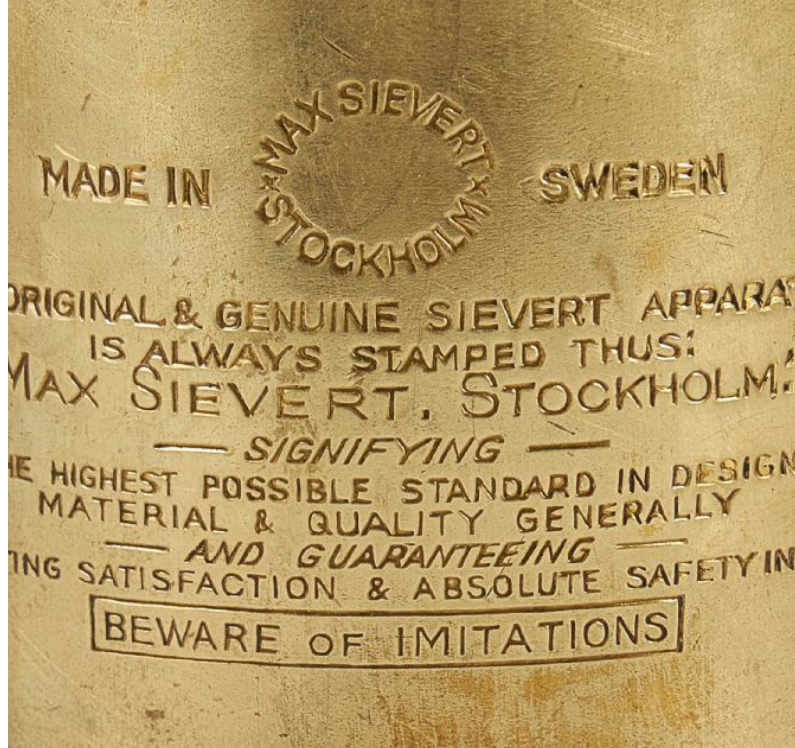
Purposeful design
Experience-based knowledge
Imitated since 1882

Personality

Professionally insightful
Forever passionate
Future-focused

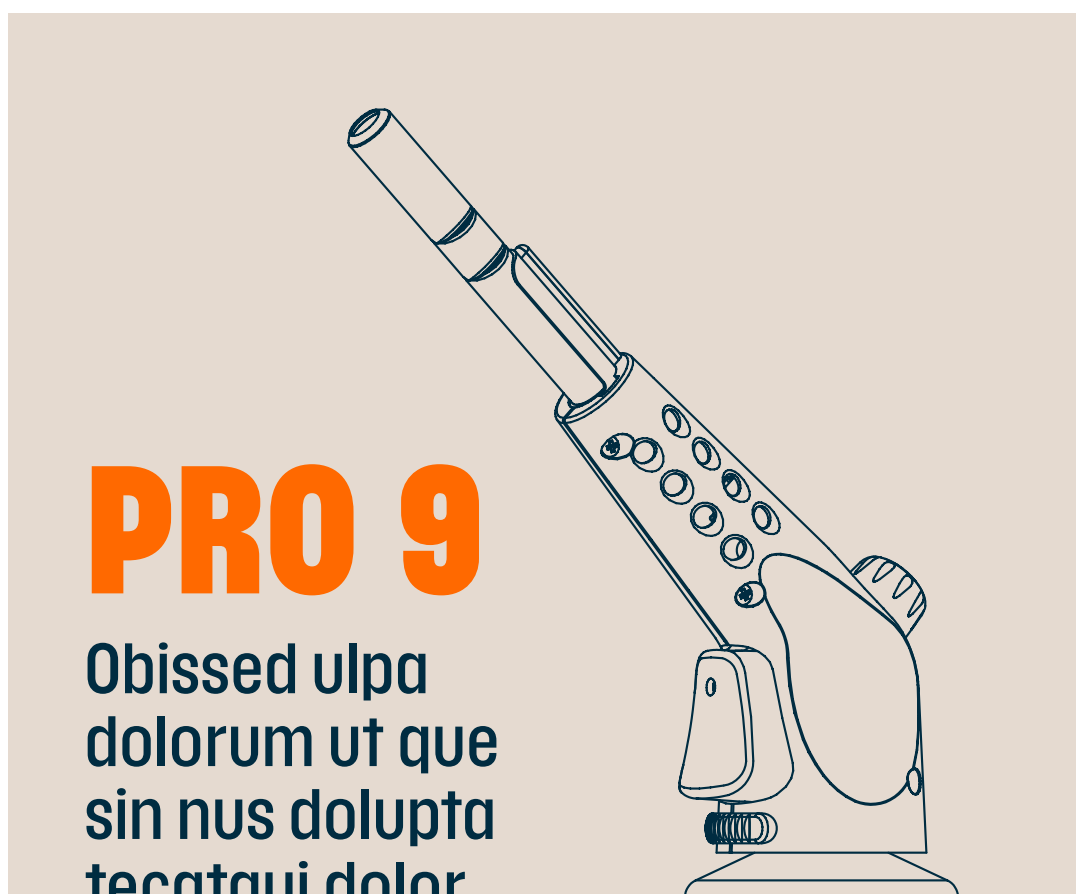
Promise

Original professional excellence



**Obissed
ulpa ast**

Henempore enda
eptatem que sus
dolut et occus et
aut ipsam sit eliquo
cusam solupta tin
venis verrumet
quaecte nost



The image of Sievert is created by what we say and do, but of course also by how we look. A consistent graphic profile increases recognition and helps us to be perceived as serious and reliable. People should recognize, like, and remember us.

Different units and activities with common visual elements support each other. One plus one equals three. The identity should also make it easier for our recipients to find and absorb information. Internally, the profile strengthens our sense of unity.

A consistent visual expression builds value over time. Any deviation from the profile diminishes that value. Therefore it is important that we stick to the building blocks in our graphic toolbox and avoid adding new elements. This manual is meant to clarify, provide

examples and streamline our communication. Consider it equal parts inspiration and regulation. Together, we are responsible for adhering to the guidelines

02 Visual Identity

02 Visual Identity

2.1	Logotype	13
2.2	Logotype, free area	15
2.3	Logotype, permitted placement	16
2.3	Logotype, not permitted placement	17
2.5	Logotype icon	18
2.6	Watermark	19
2.7	Innovated in Sweden	20
2.8	Graphic element	21
2.9	Illustrations	22
2.10	Colors	23
2.11	Fonts, headlines	24
2.11	Fonts, shorter copy	25
2.11	Fonts, longer copy	26
2.11	Fonts, examples	27
2.12	Size and placement of logotype	28
2.12	Design system	29
2.12	Images	32
2.13	Businesscards, email signature and letterhead	33
2.13	Product sheets	34

2.1 Logotype

The Sievert logotype consists of the wordmark "Sievert" in a sans serif font and the registered trademark symbol.

Minimum desired logo width: 20 mm.

The logo is the ultimate visual expression of our brand. Under no circumstances should it be altered, manipulated, rotated, divided or otherwise deviate from the original. It should never be used for copy.

SIEVERT®

2.1 Logotype

Sievert's primary logotype is orange but can also be used in the colors blue and sand.



2.2 Logotype, free area

The free area is based on the width of the letter "R" in the wordmark.

The free area ensures that the logotype is clearly visible and has good readability. The text and object free space also protect the visual integrity of the logotype. The larger the free area, the stronger the impression.

When the logotype is exposed alongside other logotypes, the free area is especially important and may exceed the minimum dimensions.



2.3 Logotype, permitted placement

The correct version in the appropriate context and with the right placement ensures that our logo is always clearly visible and that the word-mark offers easy readability.

Allowed:

Orange logotype

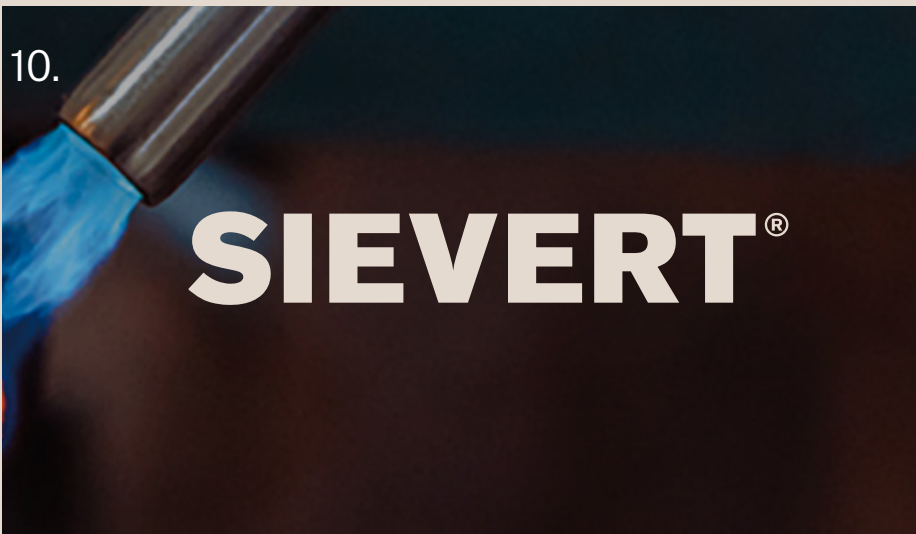
- 1. Blue background
- 2. Sand background
- 3. White background
- 4. Clean, dark and non-distracting image background

Blue logotype

- 5. Orange background
- 6. Sand background
- 7. White background
- 8. Clean, bright and non-distracting image background

Sand logotype

- 9. Blue background
- 10. Clean, dark and non-distracting image background



2.4 Logotype, not permitted placement

It is important to ensure that Sievert is clear and readable. Incorrect logotype placement and use is detrimental to how our brand is perceived.

Not allowed:

Orange logotype

- 1. Blue background
- 2. Sand background
- 3. White background
- 4. Clean, dark and non-distracting image background

Blue logotype

- 5. Toned primary color
- 6. Toned logotype color
- 7. Distracting background image
- 8. Do not distort the logotype

Sand logotype

- 9. Against orange background
- 10. Against white background
- 11. Distracting background image
- 12. Avoid shadows on the logotype

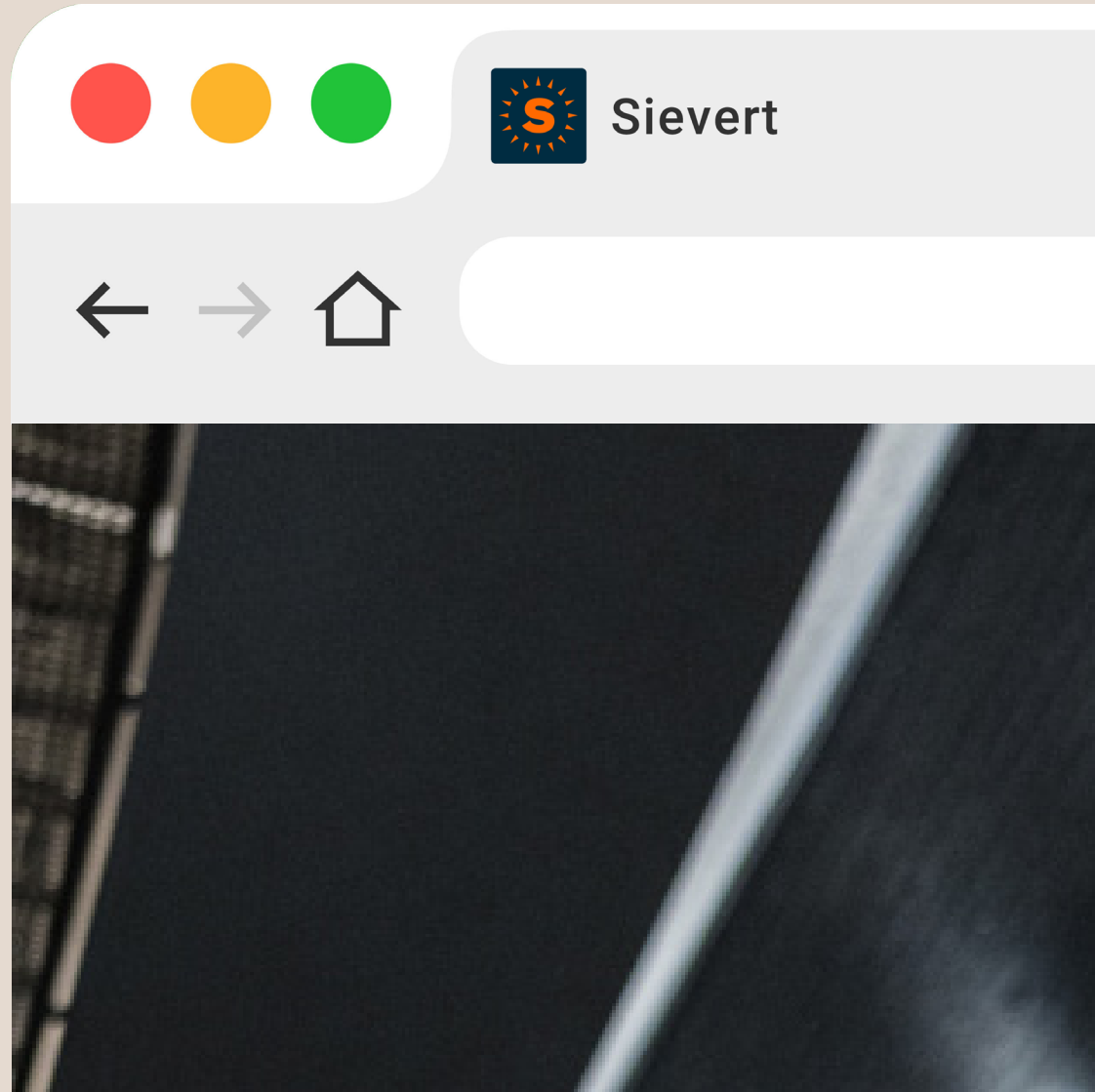
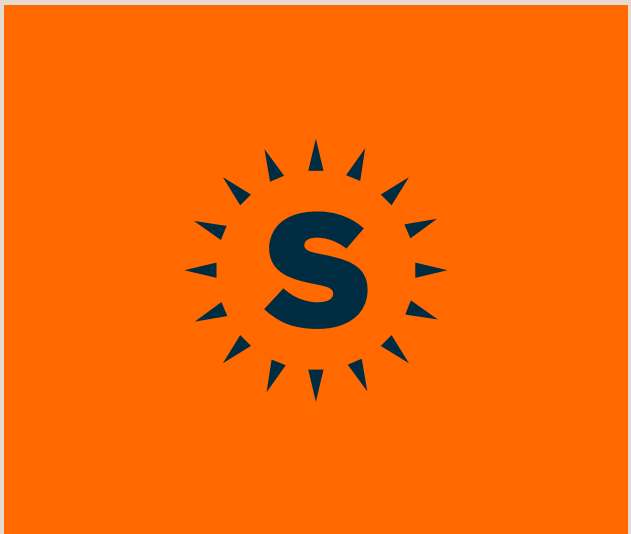
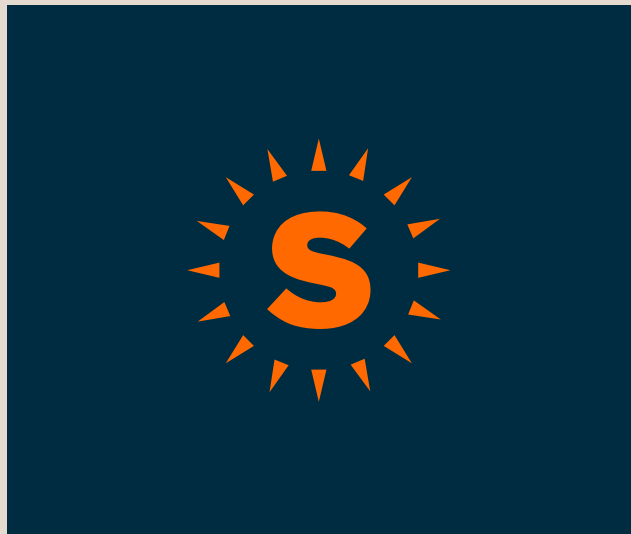
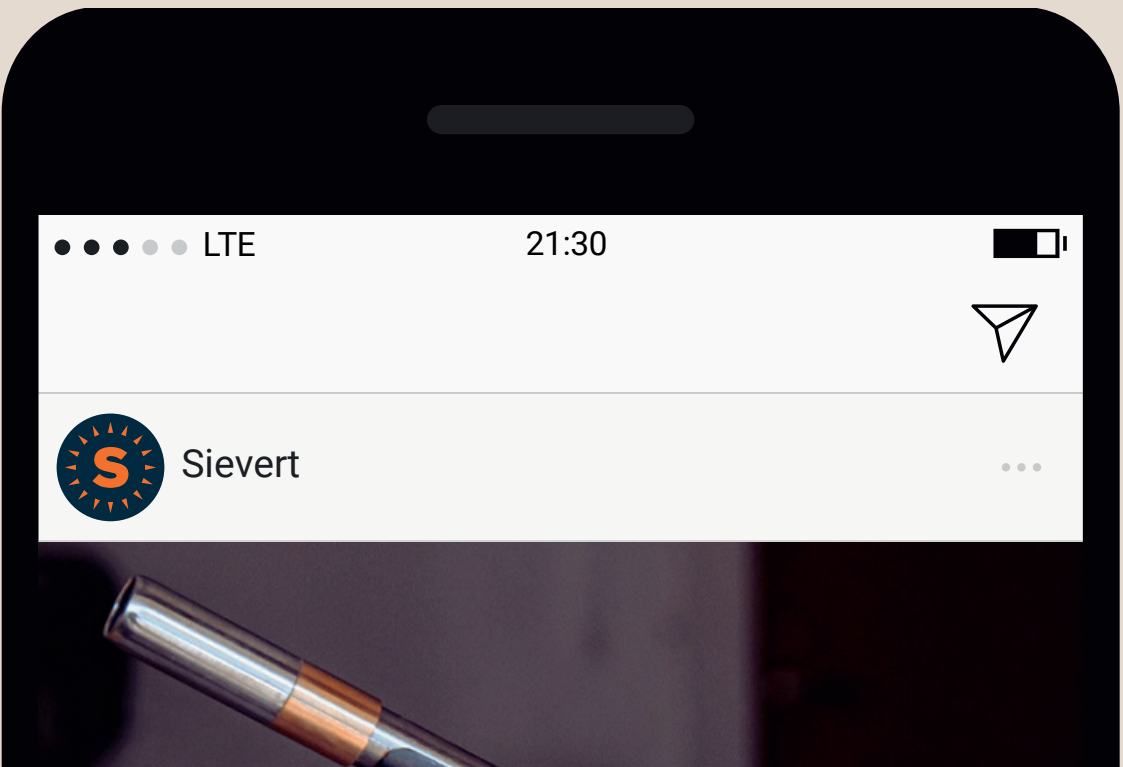
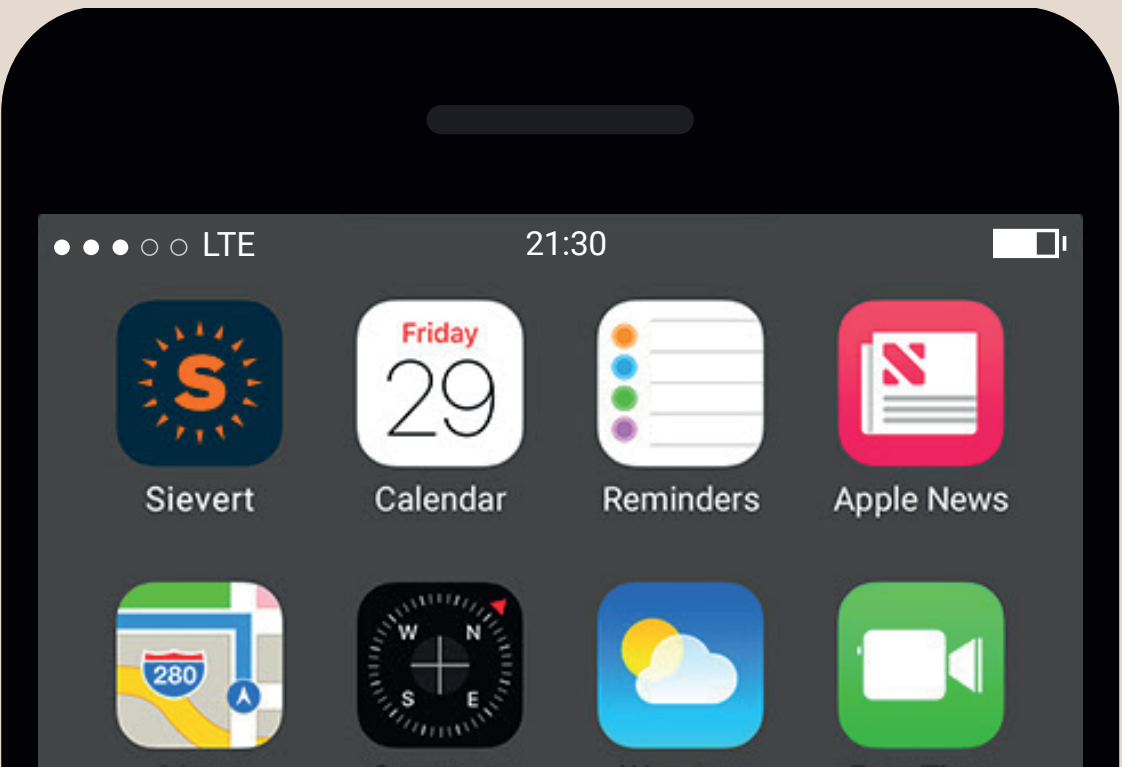


2.5 Logotype icon

Our icon is a stylized flame radiating warmth that reflects our heritage and function.

The icon replaces the logo on certain occasions, such as on the web and on social media.

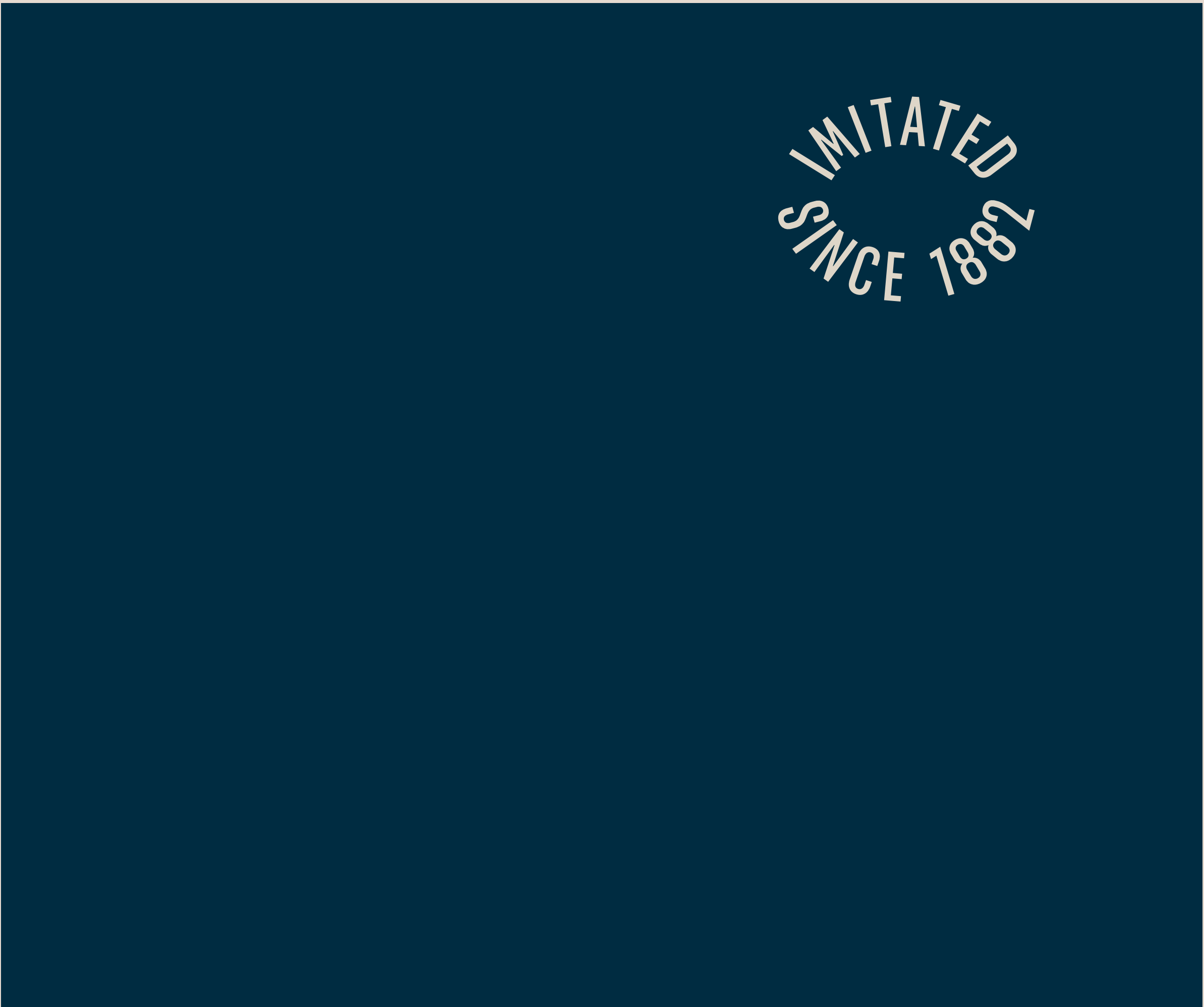
Colors and permitted placement follow the same principles as our logotype.



2.6 Watermark

The function of the watermark is to communicate both how long Sievert has been around and that the products are of high quality.

Colors and permitted placement follow the same principles as our logotype.



2.7 Innovated in sweden-symbol

The Innovated in Sweden symbol communicates our origin.

The colors and permissible placement of the symbol follow the same principles as our logo.

It should be used in all communication materials where relevant and applicable. See examples of applications later in this manual.



2.8 Graphic element

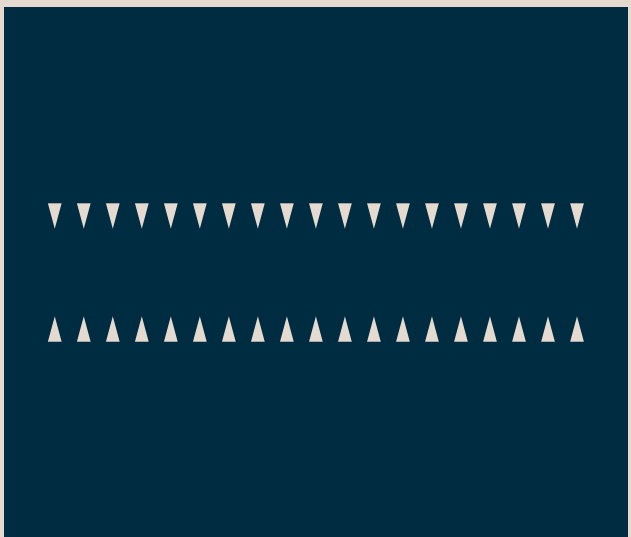
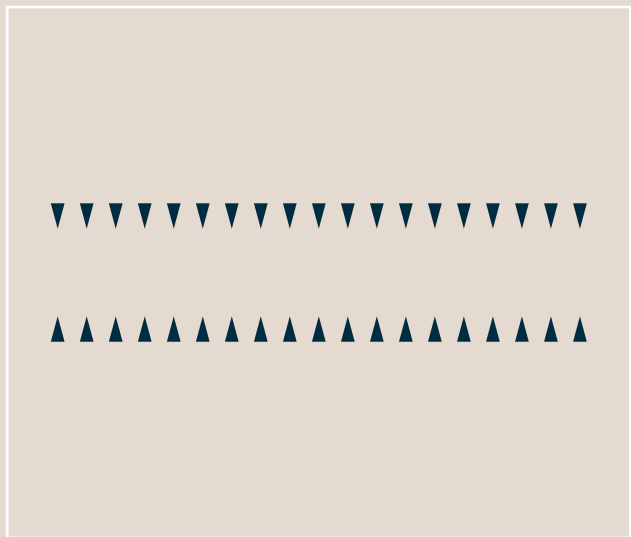
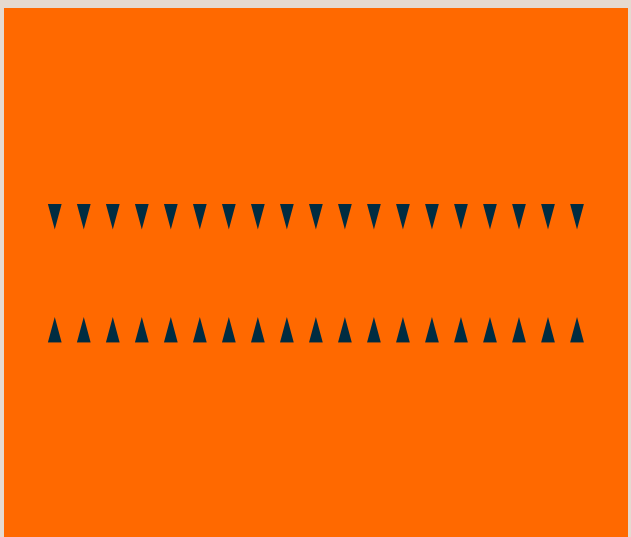
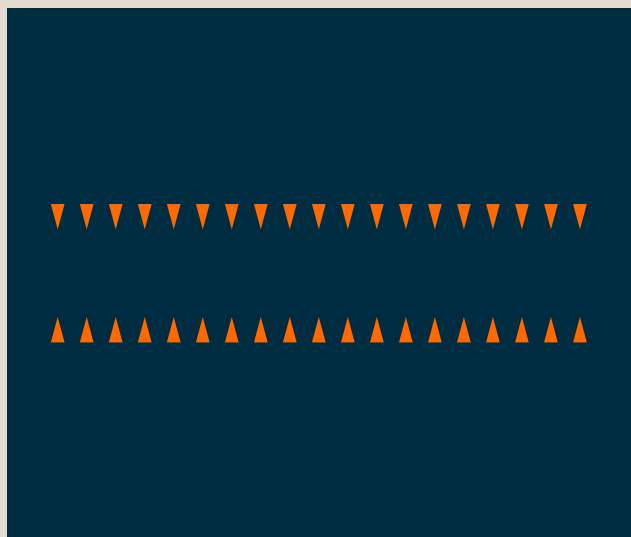
Our graphic element is a stylized flame illustrating warmth and having a formal connection to the logotype icon.



The element serves as a divider for headlines and more.



Colors and permissible placement follow the same principles as our logotype.

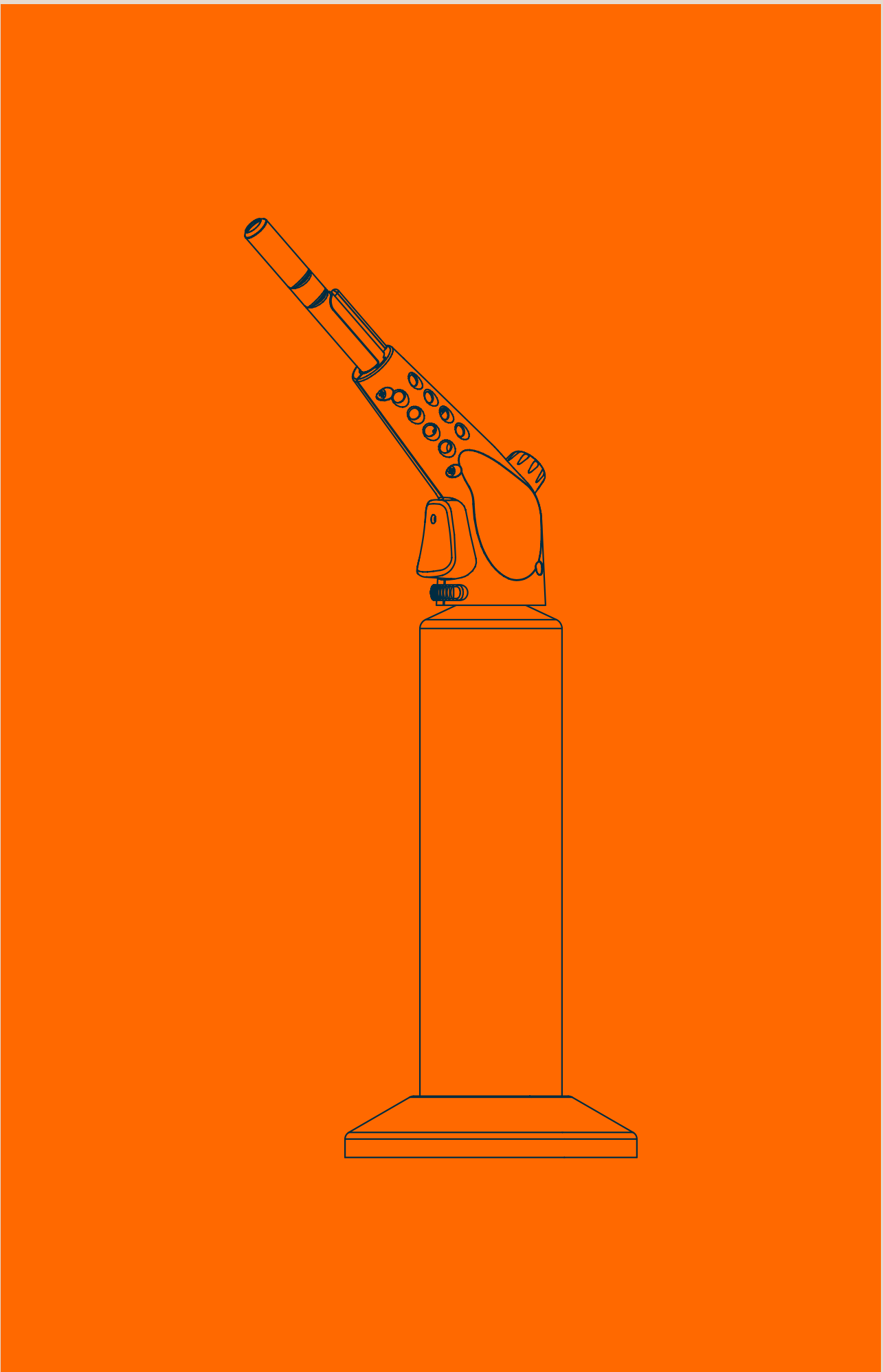
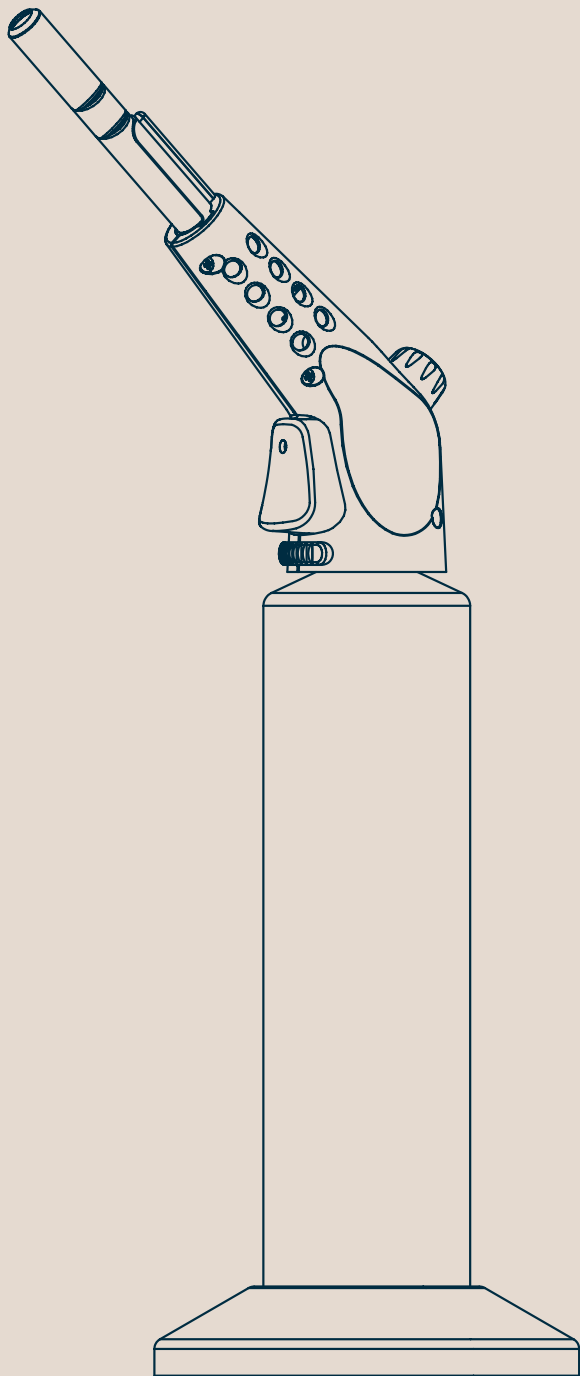
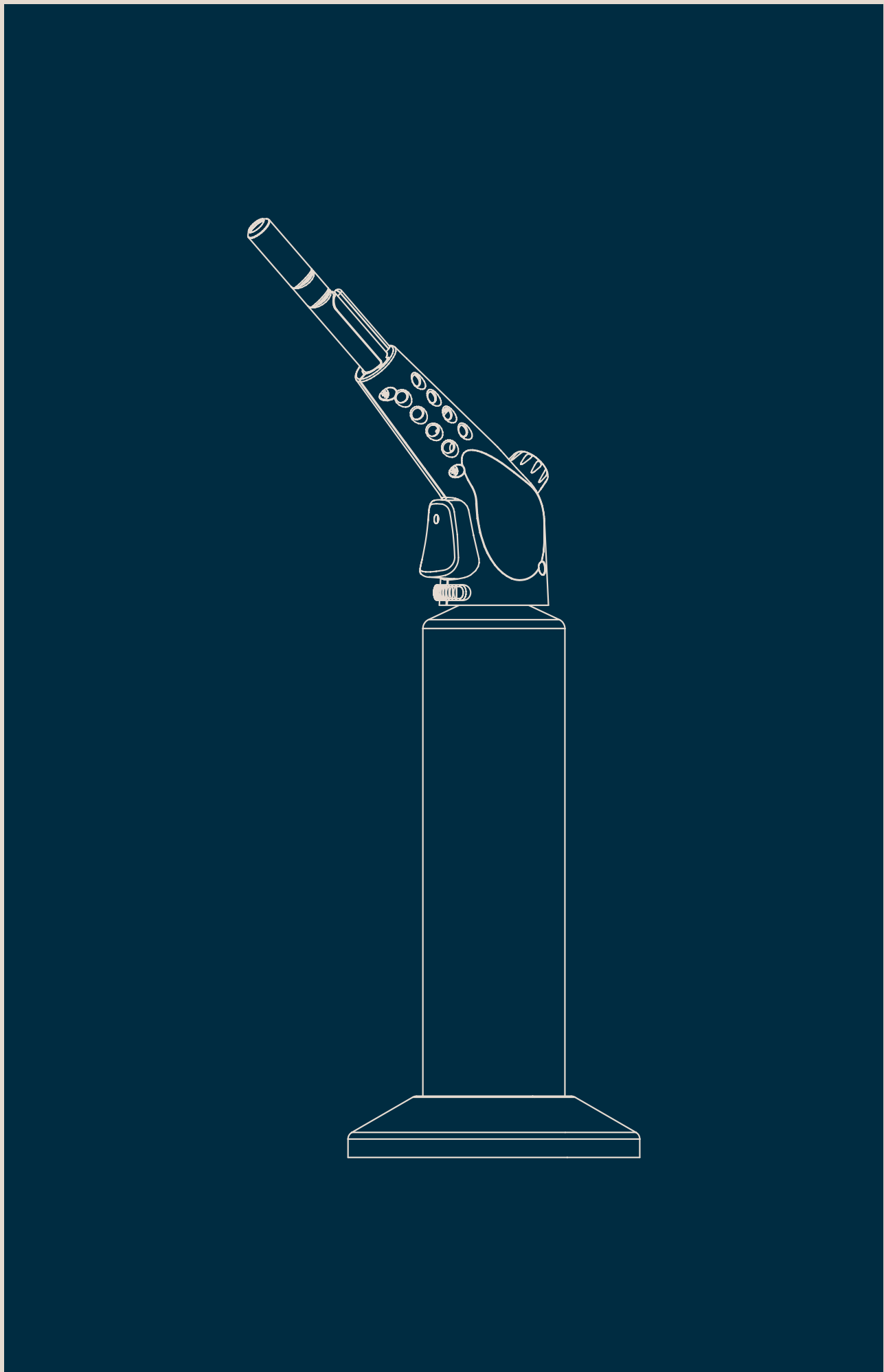


2.9 Illustrations

Line drawings of the products depict the product and its appearance, which are simplified to minimize the number of colors and issues that may arise when using photographs.

They can be used as decorative elements.

Colors and permissible placement follow the same principles as our logotype.



Visual Identity

Sievert Orange is Sievert’s primary main color and is primarily used for the logotype, headlines and other identity-bearing elements. Sievert Blue is also a primary color and is most often used together with orange, providing a calming

base or background. Sometimes, however, the order can be reversed, with orange used as the base, but this is done only when something needs extra emphasis, such as on covers or packaging.

Instead of white, Sievert Sand is used to create a tranquil base.

Secondary colors are used only when more colors than the primary ones are needed, such as for inserts, illustrations and diagrams

2.10 Colors

Primary color

Sievert Orange

RGB 255, 105, 0
ff6900
CMYK 0, 69, 94, 0
PMS Bright Orange C, Bright Orange U
RAL 2003

70 %

50 %

30 %

10 %

Sievert Blue

RGB 0, 44, 65
002c41
CMYK 100, 76, 47, 52
PMS 540 C, 540 U
RAL 5003

70 %

50 %

30 %

10 %

Sievert Sand

RGB 234, 226, 218
eae2da
CMYK 4, 7, 11, 7

70 %

50 %

Sievert Black

RGB 43, v43, 42
2b2b2a
CMYK 5, 3, 6, 95

Sievert Dark grey

RGB 107, 106, 103
6b6a67
CMYK 5, 5, 8, 70

Sievert Mid grey

RGB 180, 179, 175
b4b2af
CMYK 5, 5, 8, 35

Sievert Light grey

RGB 227, 224, 220
e3e0dc
CMYK 5, 5, 8, 10

2.11 Typeface, shorter copy

Placard Next is used for shorter texts such as intros, headlines, quotes etc.

Designed by Malou Verlomme in 2018 and Monotype Studio in 1937.

Placard Next can be downloaded from myfonts.com

Tracking Metrics +10
Line spacing: 1.4%

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Placard Next Wide

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Placard Next Wide Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Placard Next Wide Bold

2.11 Typeface, longer copy

Public Sans is a serif typeface that, in terms of design, is close to the other two typefaces in the identity, but also in terms of x and y height, creating a balance in the overall identity. Public Sans is used in longer copy because it is easy to read.

Public Sans is consistently used in the software Microsoft PowerPoint and Microsoft Word.

Designed by USWDS, Dan Williams, Pablo Impallari, Rodrigo Fuenzalida

Public Sans can be downloaded for free from fonts.google.com

Tracking Metrics 0
Line spacing: 1,4 %

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Public Sans Light

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Public Sans Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Public Sans Bold

2.11 Typeface, examples

Typography examples for an A4 layout:

Headline:
Typeface: Placard Next Wide Medium, 52/62 points. Tracking Metric 0

Lead:
Typeface: Placard Next Wide, 14/19.6 points. Tracking Metric +10

Body text:
Typeface: Public Sans Light, 9/12.6 points. Tracking Metric 0

Subheading:
Typeface: Public Sans Bold, 9/12.5 points. Tracking Metric 0

Image caption:
Typeface: Public Sans Light, 8/11.2 points. Tracking Metric 0

Pagination (page number):
Typeface: Placard Next Wide, 6/8.4 points. Tracking Metric +10

Quotation:
Typeface: Placard Next Wide, 20/24 points. Tracking Metric 0

20Intro

1.

Et laborepedis etur taquate

2.

Quia nosam utat ommos estruptam et atiaten diaspic
iiscillaut aut ilit vendis simperc ipistrume pedi beaquam
quodicimi, quis eaquunturit fugite cus seditatur

3.



Borestis ullam quaecea ruptatibea cor-
rum velenia pra volordersped ulparch itatio
omniminis et exerum audictia corest,
commolore sit aut laborib usapiciis aut
laces si doluptam, cuptiume modis ate
premporepro eum, odis si siminci diorrrup
tibusda vel ipsam fugitist, volorro ipsae-
ces peratiosa doloreces apernat.

4.

Voloreh endemped eumquae
Voloreh endemped eumquae perem-
porum atur, utas esseque doluptate reiur
aut volut qui doluptus sime nulliqu ibu-
sand aeritas dolorit, atia sequaturit est
quate consequ atuscium alitisimus de et
quodi dolupta aute voluptu ribusam quos
assequi ataepereped quam quamusape-
dit et peribusapis utemoluptate et ut est,
volut volorestis atur, quam, sandam res-
tiatquiam est, auta cullia nullacitam, cus
dolutem. Orita de et aceat facea suntur
maio blatenit que sequo ipsa id elibus pe-
plstios doluptati cupta volorumqui offi-
ciae volupta tendus dolupienis andi berit
fugit quibus verum acculparum exceped
que aliquis et facius repratibero quossit,
officipsam, od quam qui oditat volupta
quias voluptas non nesentio quibusd
aepudis magnatque nobitae explanis
et prae nobitat iorrovidebis nisi as plia
sit, est mint eum volorese qui omnistem

5.

Estincid que ra perovit, unte volo blab idelit
dit il ilias expernate quo et la et occus explani

21Intro

6.



7.



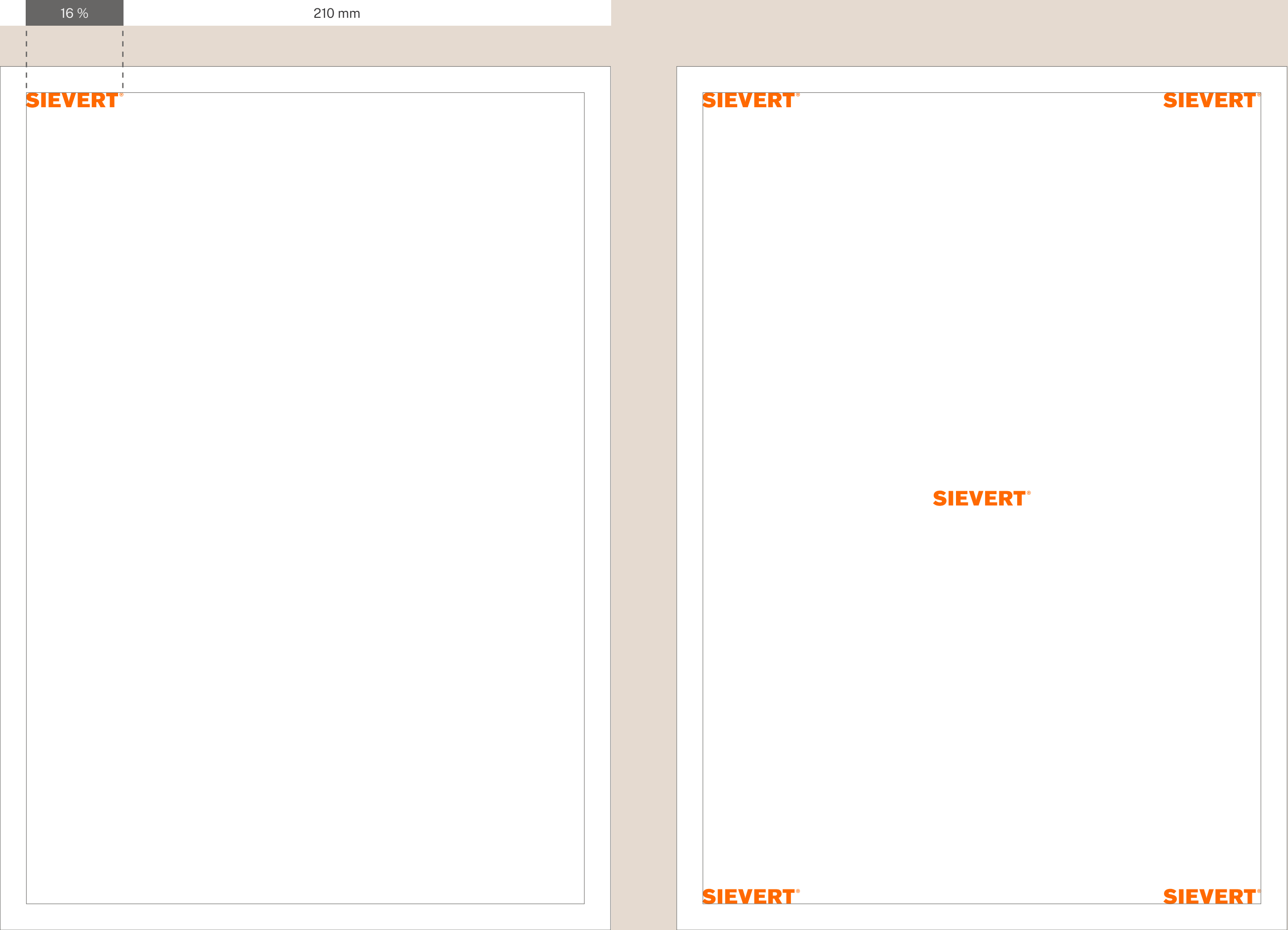
Quia nosam utat ommos
estrup tam et atiaten diasp
iiscillaut aut ilit vendis

Namn Namnsson, Takläggare, Umeå

2.12 Size and placement of the logotype

Size:
16 percent of the short side, 33.6 mm for A4

Placement:
The logotype can be placed in any corner and centered.

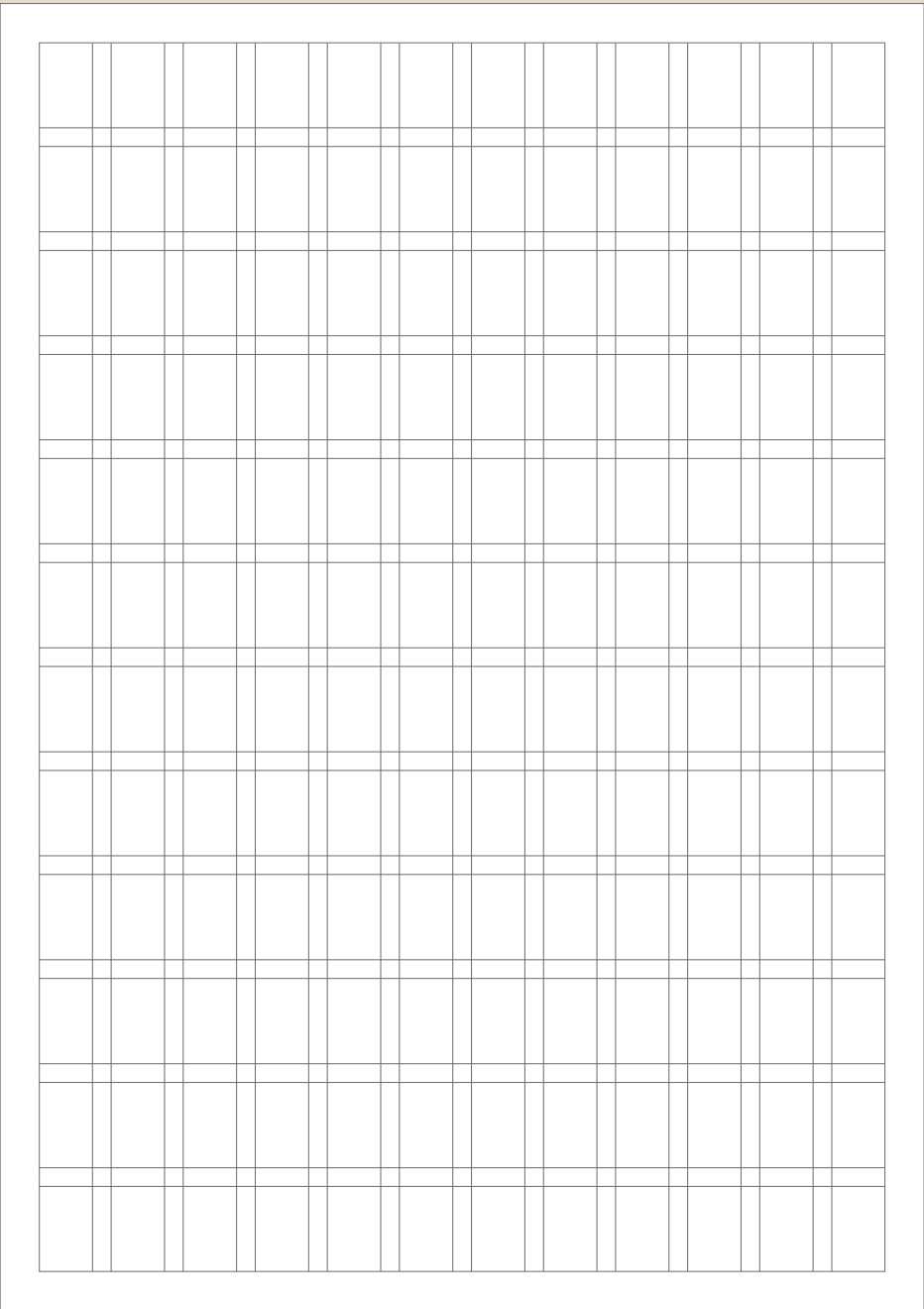


2.12 Design system

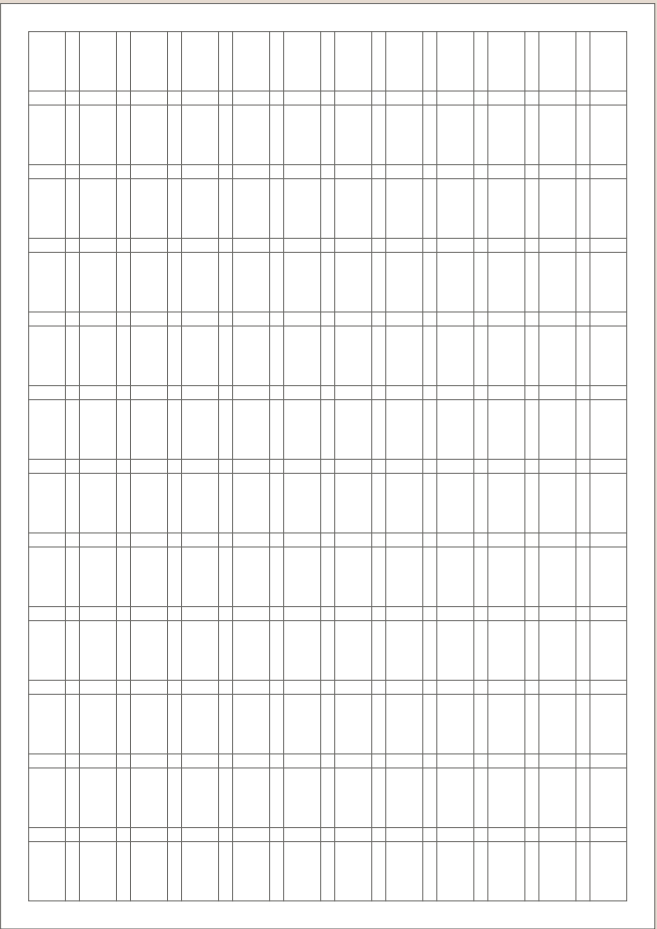
A grid is used to combine visual building blocks into layouts. Together, they form a collage that reflects Sievert’s business with order and precision.

Margins:
3% of the long side, 8.9 mm for A4.

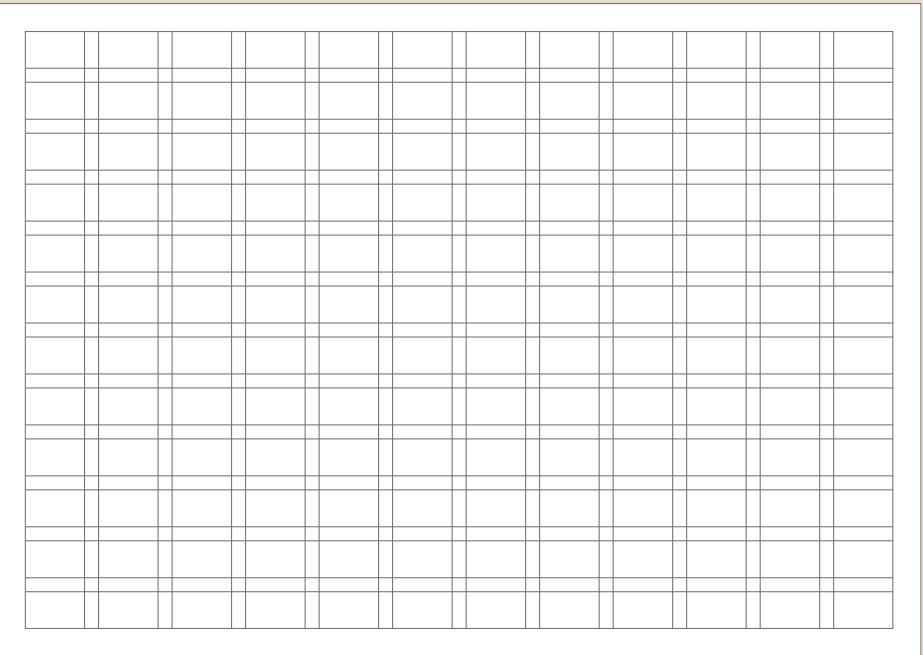
Grid:
Based on a 12x12 or 6x6 grid for standard A format.
Column spacing: 4.5 mm for A4.
For narrow formats, use a 4x10 or 10x4 grid.



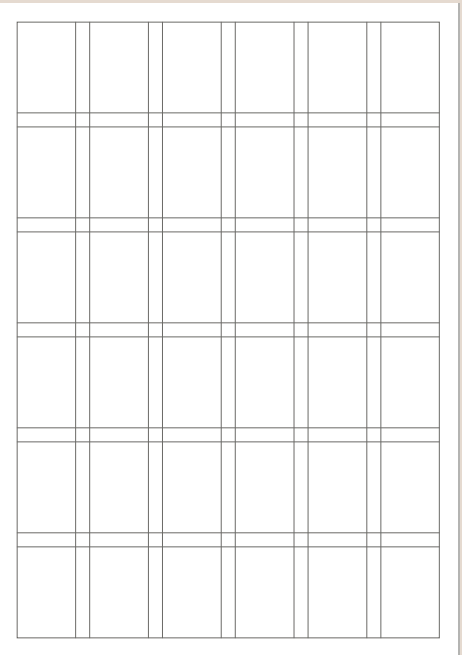
A3 12x12



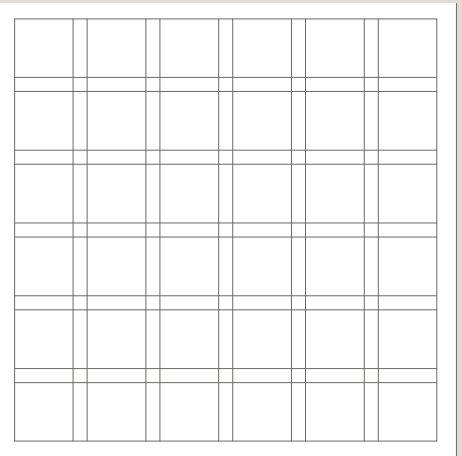
A4 12x12



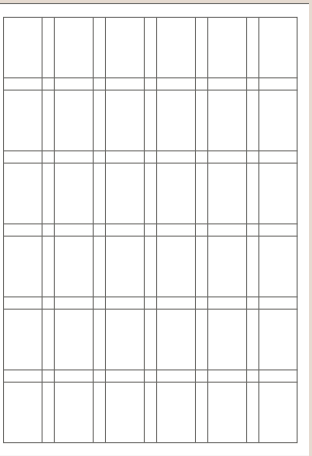
A4 liggande 12x12



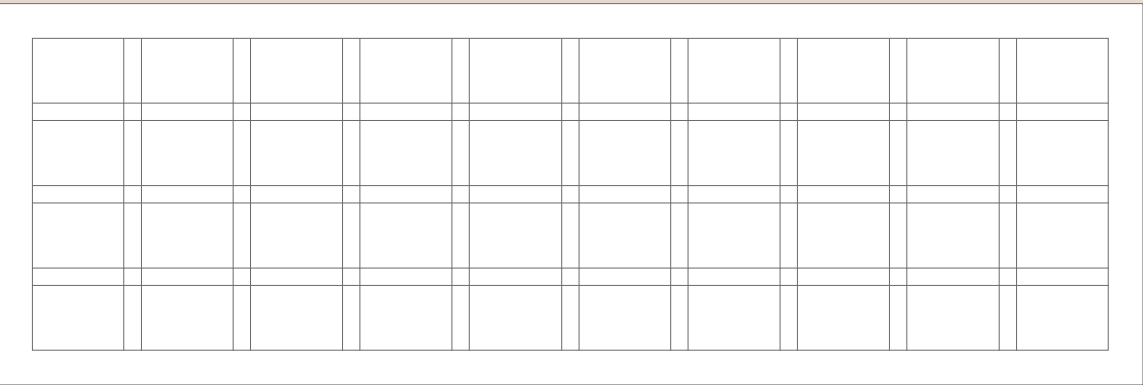
A5 6x6



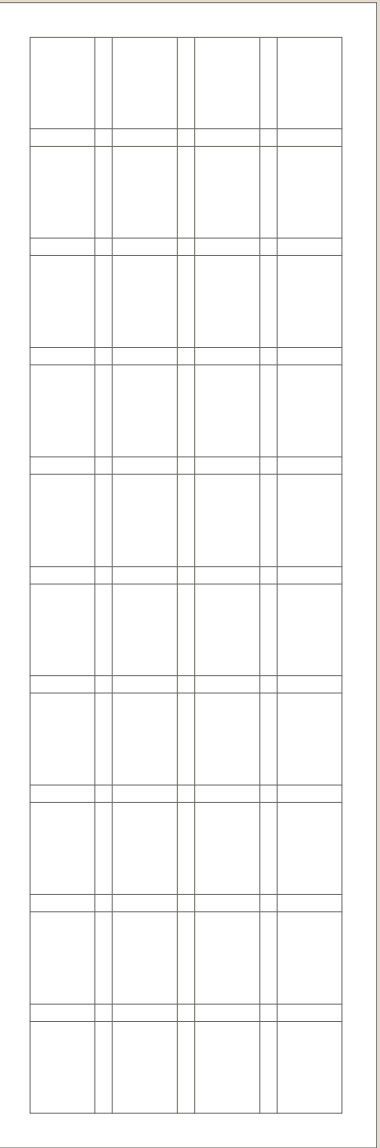
Kvadrat 6x6



A6 6x6



3:1-format 10x4

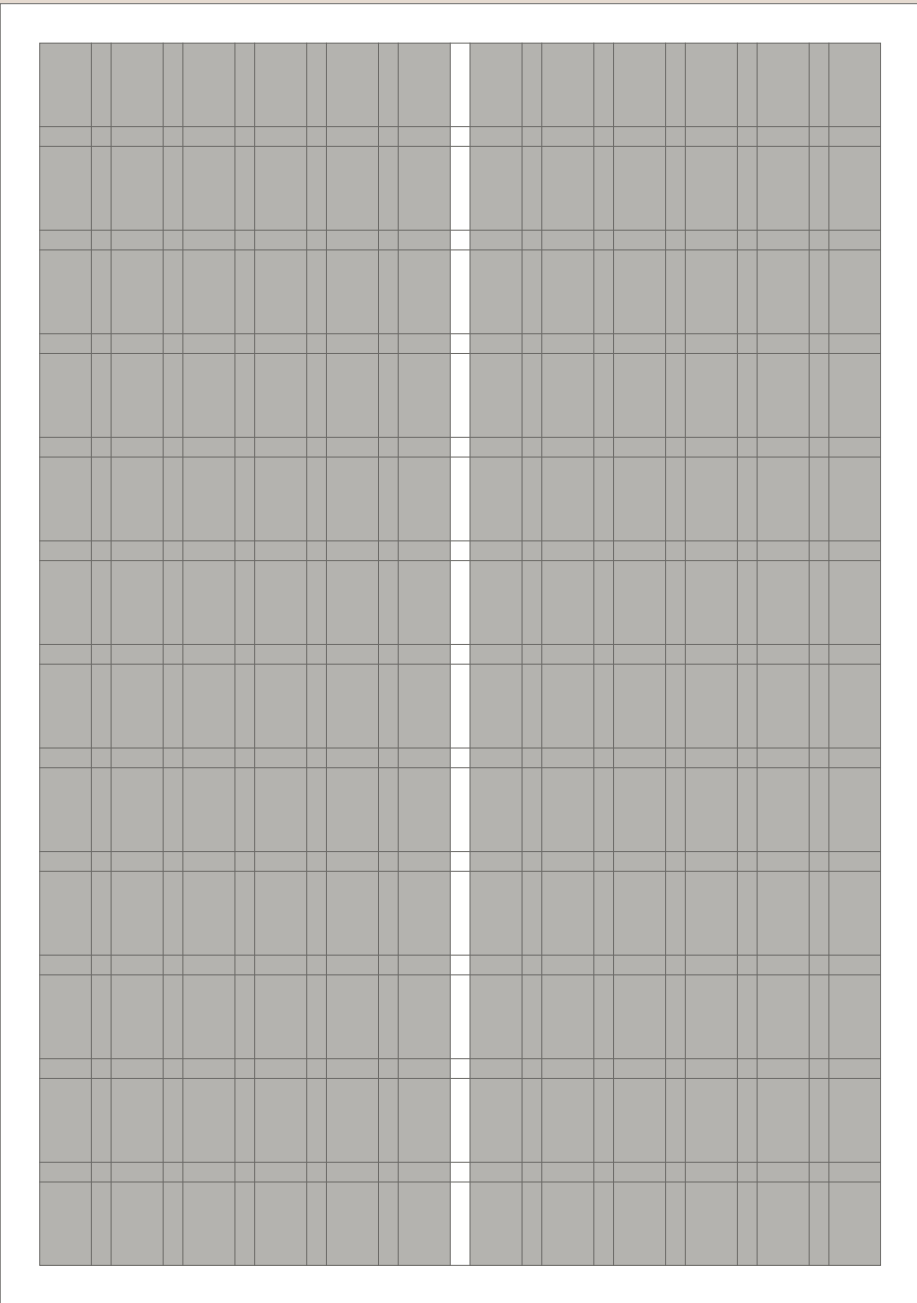


1:3-format 4x10

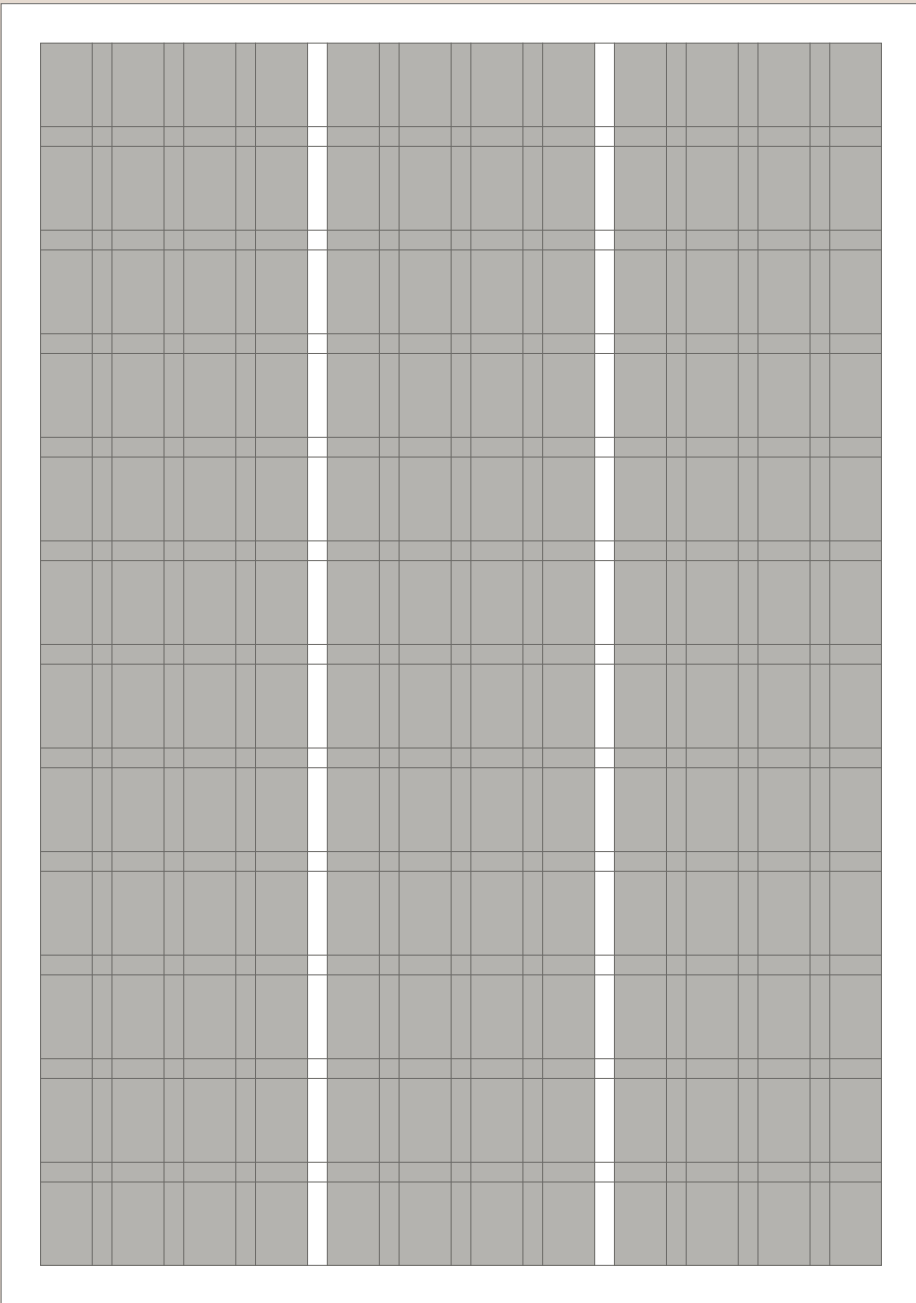


2.12 Design system

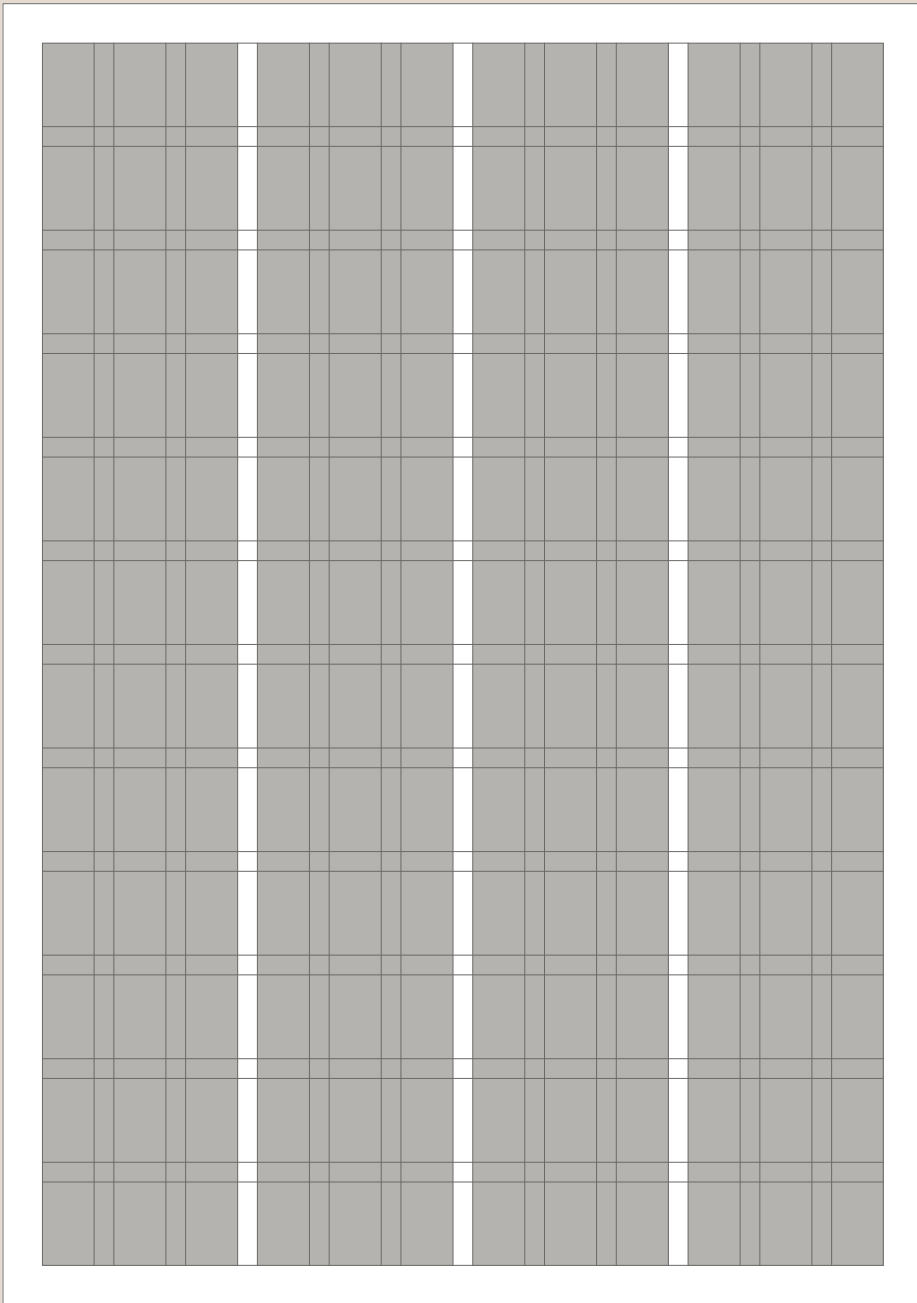
Our 12 column grid provides numerous layout options for distributing content.



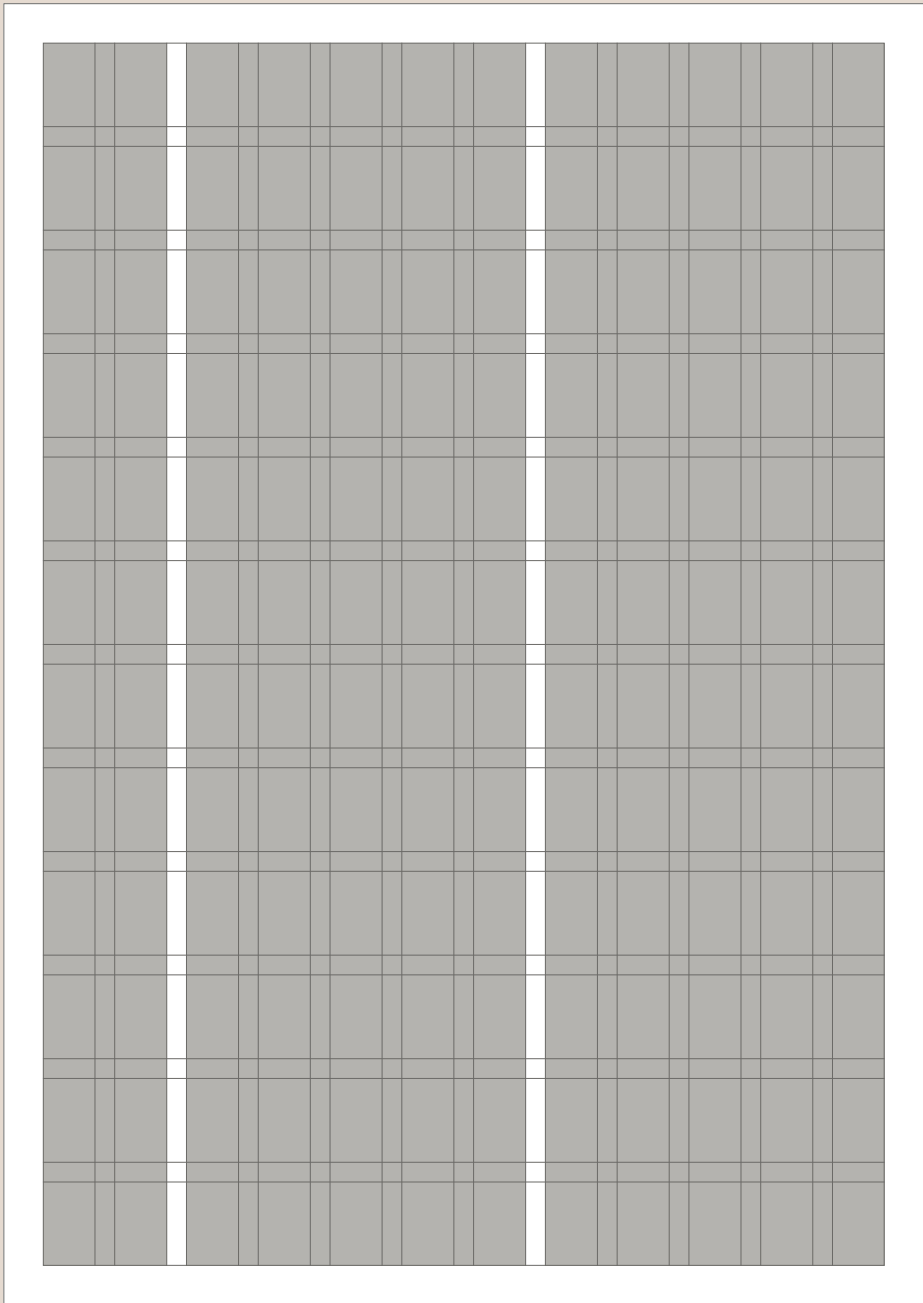
2 columns



3 columns



4 columns



Alternatives to 3 columns

2.12 Images

Our imagery should capture the essence of our business without being overly embellished or visibly staged. It should reflect professionalism, technology, collaboration and relationships.

Ideally, it should incorporate some orange detail or warmer tones to visually tie into Sievert’s primary colors.

The imagery should be slightly muted to reflect the contexts in which our products are used, but also to allow flames and warmth to stand out.

Note: The photos used in this manual are stock images. They have not been purchased and must not be used under any circumstances other than in this manual.



By following the guidelines and logic around our graphic building blocks, many different units can be developed.

The following are examples commonly found in Sievert’s everyday life and encountered by customers, decision-makers and the general public.

2.13 Productions

Business cards, email signatures, and letterheads

Business cards should have dimensions of 90 x 55 mm with a 4 mm margin and three columns with a 4 mm gutter.

The information on the card should be typed in Public Sans Regular 7/9.8 pt, and the name should be typed in Placard Next Wide at 8/11.2 pt. The logotype has a width of 26 mm.

The email signature should be typed in Arial 10 pt, with the ”name” in bold. The logo has a width of 44 mm at 150 dpi.

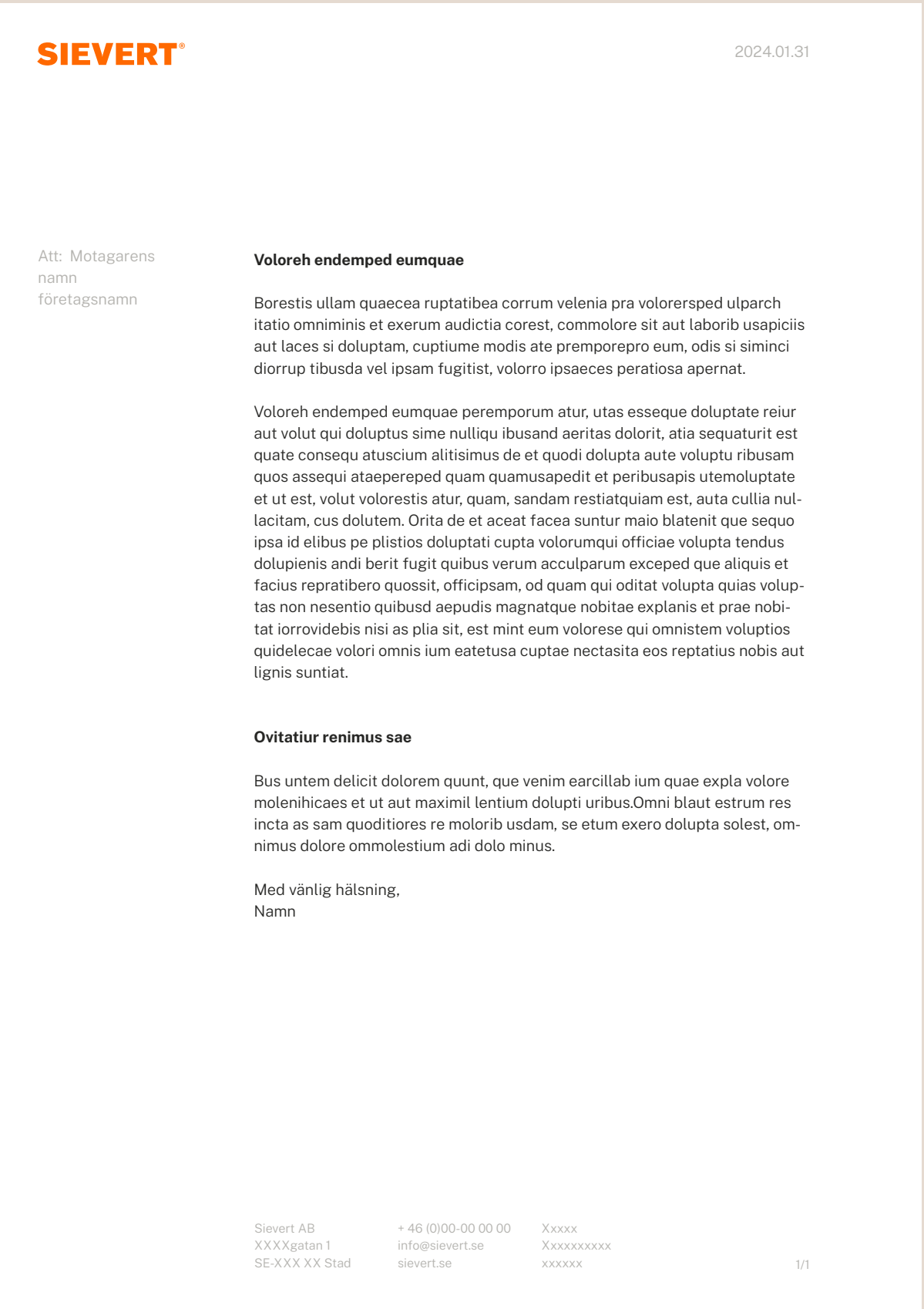
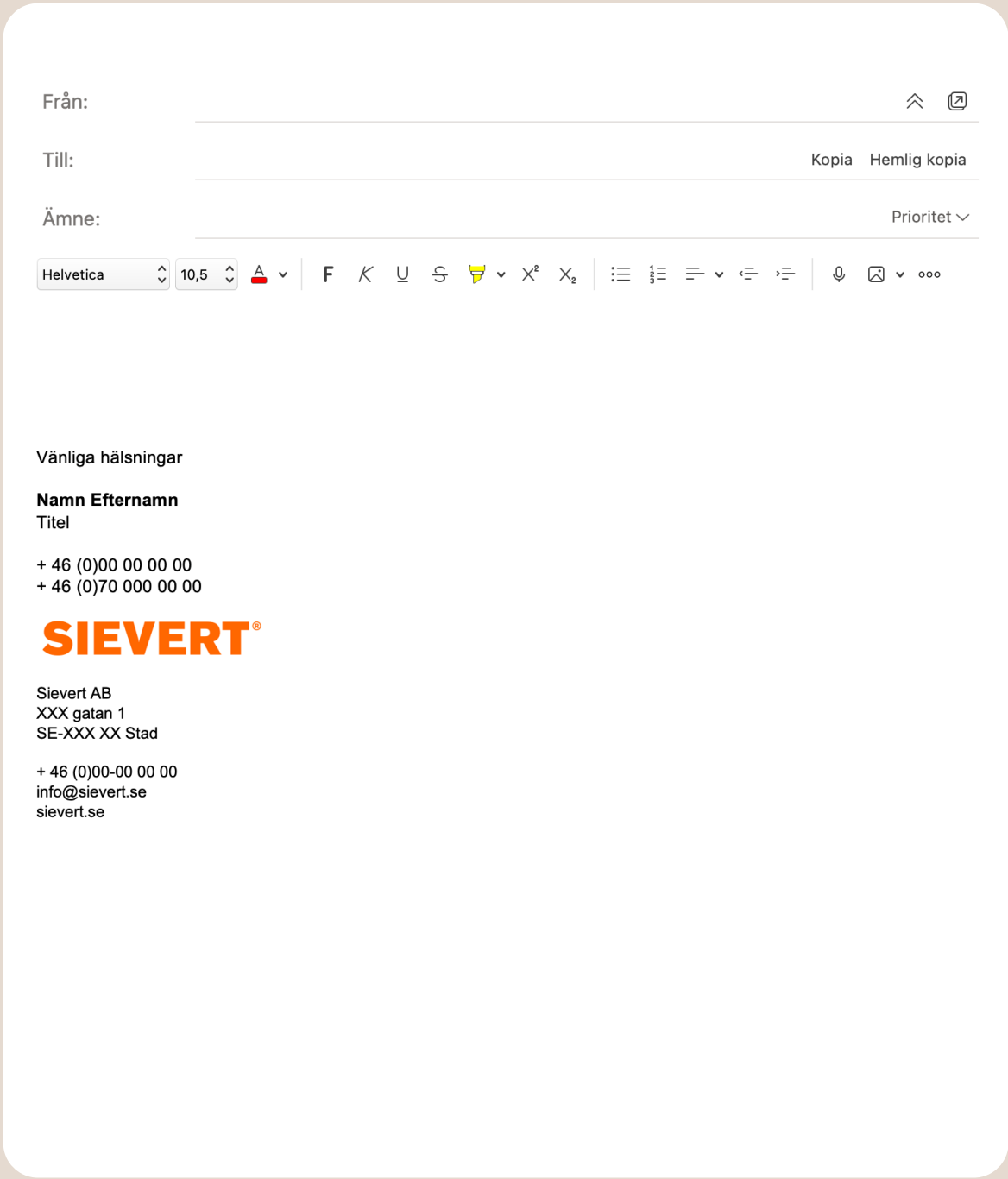
The text margins for the letterhead in Word:

- Top: 5.8 cm
 - Bottom: 3.3 cm
 - Left: 5.8 cm
 - Right: 2.5 cm
- The logotype has a width of 3.36 cm.

The text should be typed in Public Sans Light 10/14 pt, and the heading in Public Sans Bold 10/14 pt.



Partial lacquer on Sievert’s watermark, 26 mm wide.



Examples of product sheets.

SIEVERT®
Heating tools for professionals sievert.com

Art. No. 239511

EASYJET PLUS

For soldering, brazing and heating

Easyjet PLUS is an easy-used, efficient and versatile blowtorch with automatic ignition and fixed cyclone burner for both the professional user and the DIY handyman. Easyjet PLUS is an excellent tool for soldering, brazing and smaller heating applications.

TECHNICAL DATA	
Connection	EU (7/16")
Fixed cyclone burner	870701
Burner diameter ø (mm)	16
Gas consumption, g/h at 2 bar	230
Effect (kW)	2.9



MADE IN EUROPE



DROP PROTECTION



CYCLONE BURNER



**PIEZO
Automatic ignition**



GAS FLOW ON/OFF



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EUROPE

CYCLONE
BURNER

PIEZO
Automatic ignition

GAS FLOW
ON/OFF

DROP
PROTECTION

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03 Inspiration

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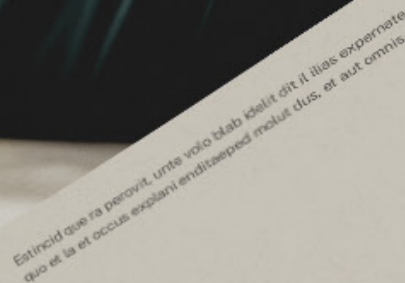


**laborator
etur taqua**

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Voloreh endemped eumque

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temperum volorporo. Ferum erit as volot
sandipase concti doluptat dolut
nienim in plant, vellenda
con re, verterferoid



Närin Namnsson, Taldåggare, Umeå

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Petter Furå
Art Director

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