



Visual identity



01	Our brand	3	Carl Rickard Nyberg, a soldering specialist knew that the soldering techniques in
02	Visual identity	12	1880s left much to be desired. He was determined to find a heat source that
03	Inspiration	36	would streamline the work. In 1882, he managed to craft the first soldering blowtorch which he also secured a patent for. The same year, a German industrialist Max Sievert opened the doors to his machinery store in Stockholm which later formed the basis for an industrial conglomerate. When Carl Rickard Nyberg and Max Sievert finally crossed paths, a successful collaboration was formed. Nyberg manufactured blowtorches and Sievert sold them worldwide. For more than 140 years, SIEVERT has been associated with high-quality heating tools for professional use. Our history and legacy is dear to us. Today, 140 years later we carry that legacy in everything we do, whether it’s developing a new innovative heating tool, our relationship with our customers or suppliers, we always strive to deliver original professional excellence.

01	Our brand	
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01 Our Brand

Vision

Mission

Values

Identity

Personality

Promise

Next generation
heating tools

Our focus is on heating tools that ensure the safe application of heat, and we continuously strive to find new ways and solutions to deliver 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 in soldering, mechanics, cooking, or even simple tasks like weeding.

The next generation is about remaining at the forefront, consistently 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 to our children.

Vision

Mission

Values

Identity

Personality

Promise

**We provide craftsmen with
professionals tools for the
safe application of heat, 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

Mission

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

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 the safe application of heat, ensuring a better today and tomorrow

Values

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

Identity

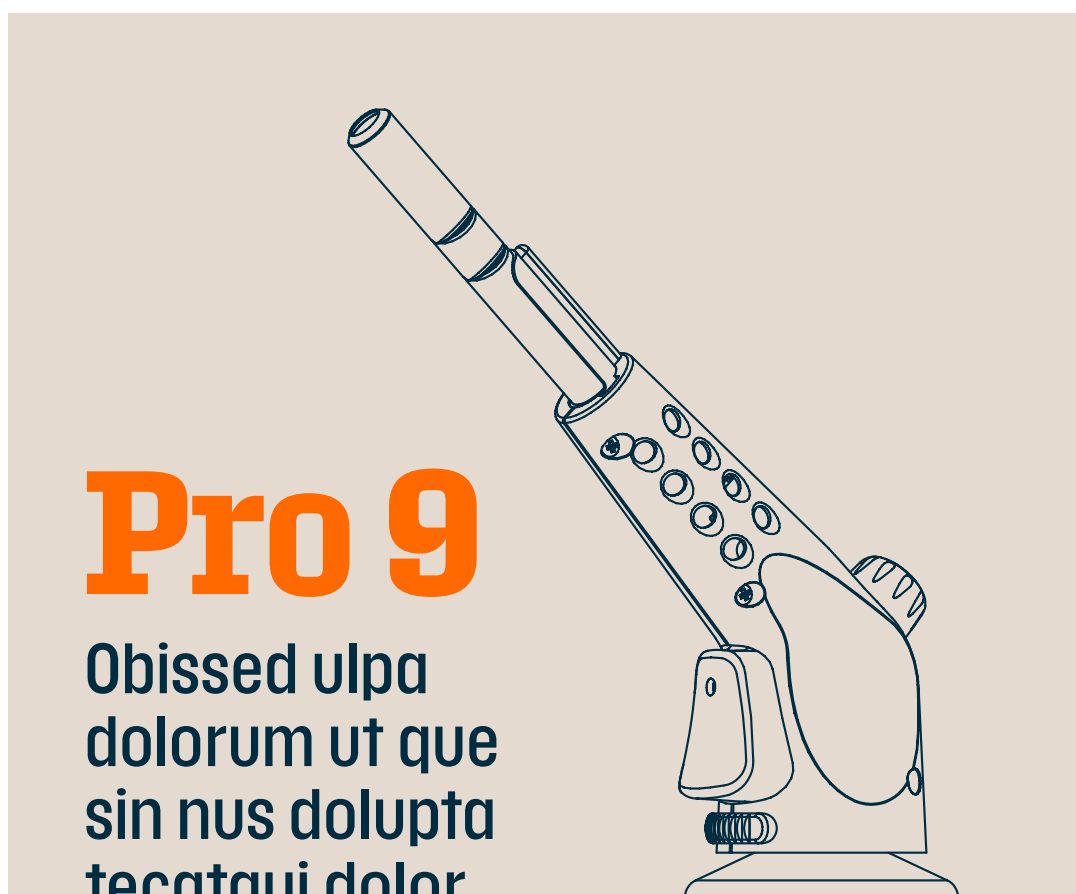
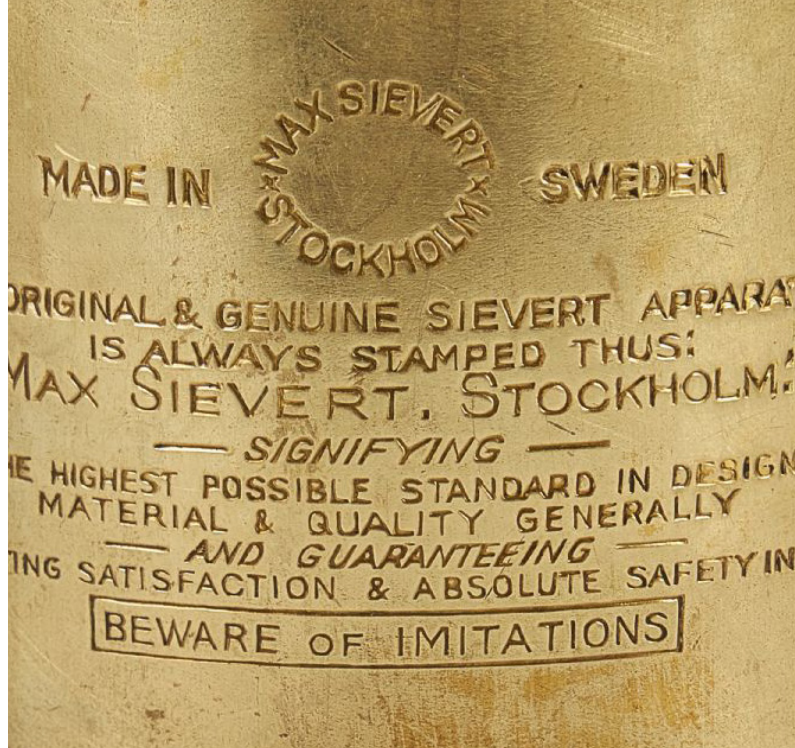
Purposeful design
Experience-based knowledge
Imitated since 1882

Personality

Professionally insightful
Forever passionate
Future-focused

Promise

Original professional excellence



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

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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

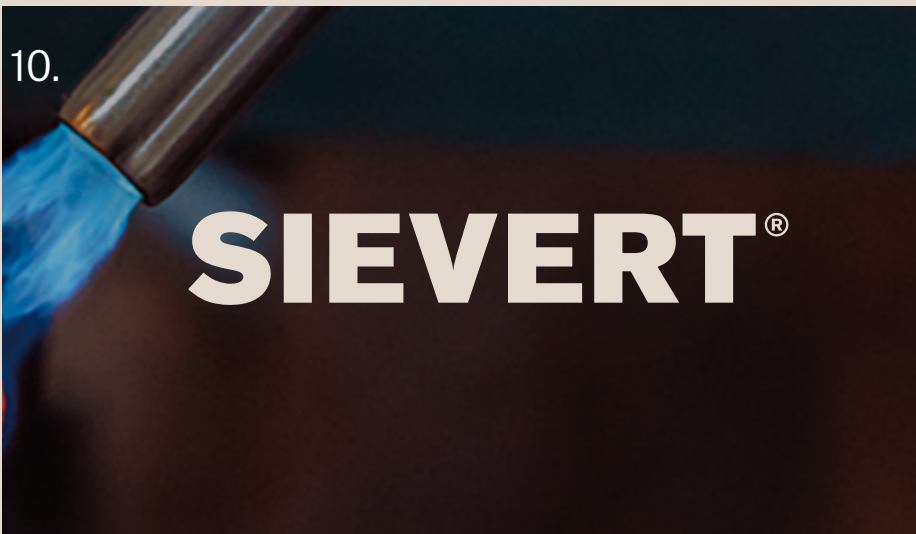
- 1. Blue background
- 2. Sand background
- 3. White background
- 4. Clean, dark and non-distracting image background

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

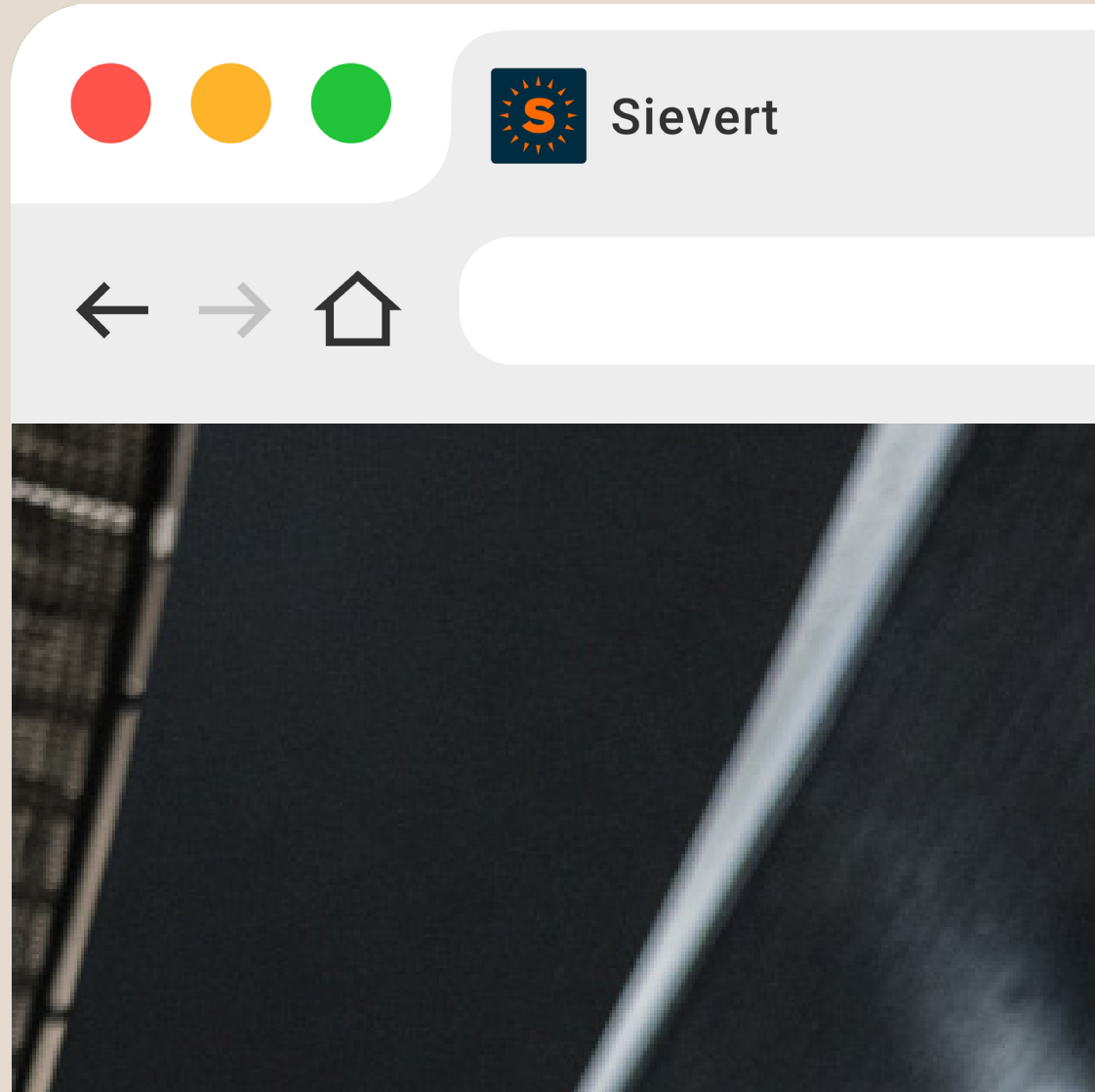
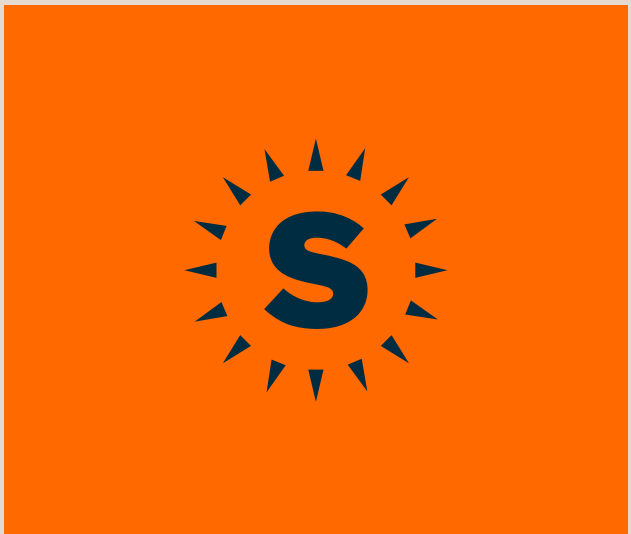
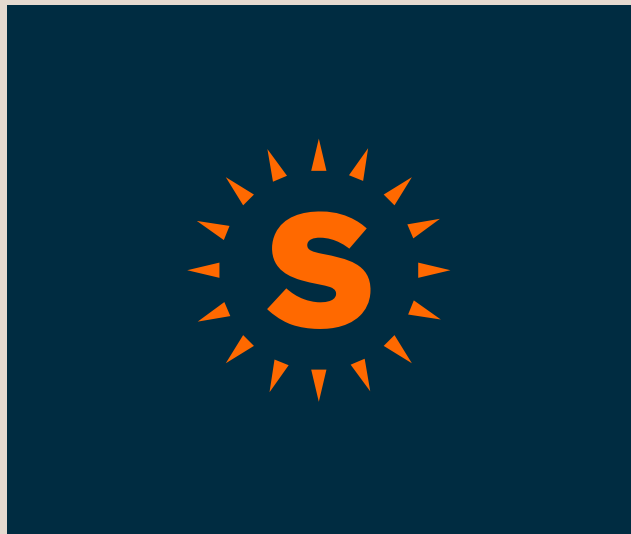
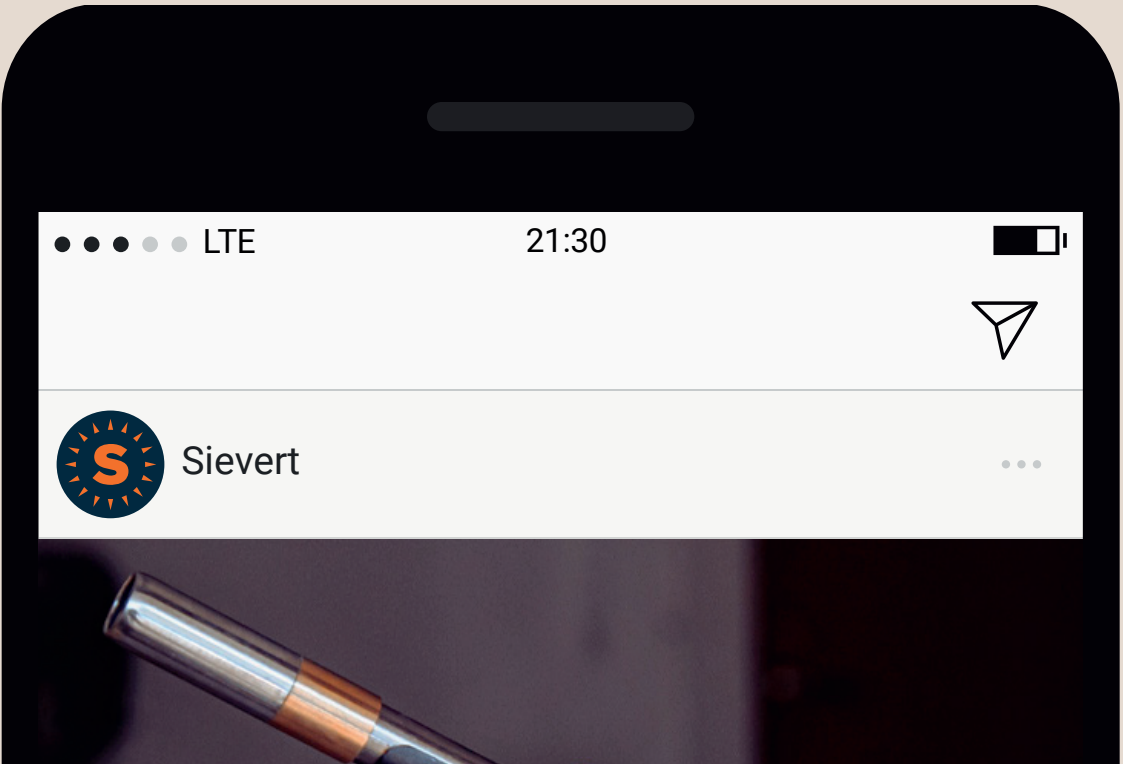
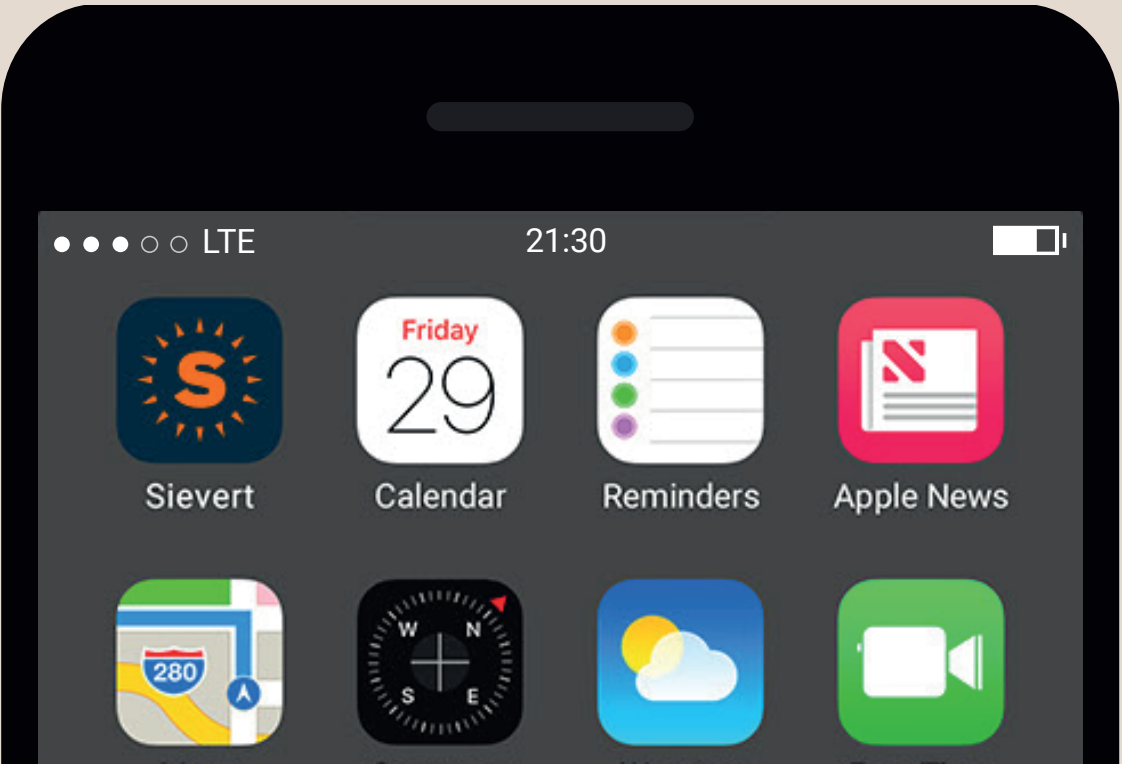


2.5 Logotype icon

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.

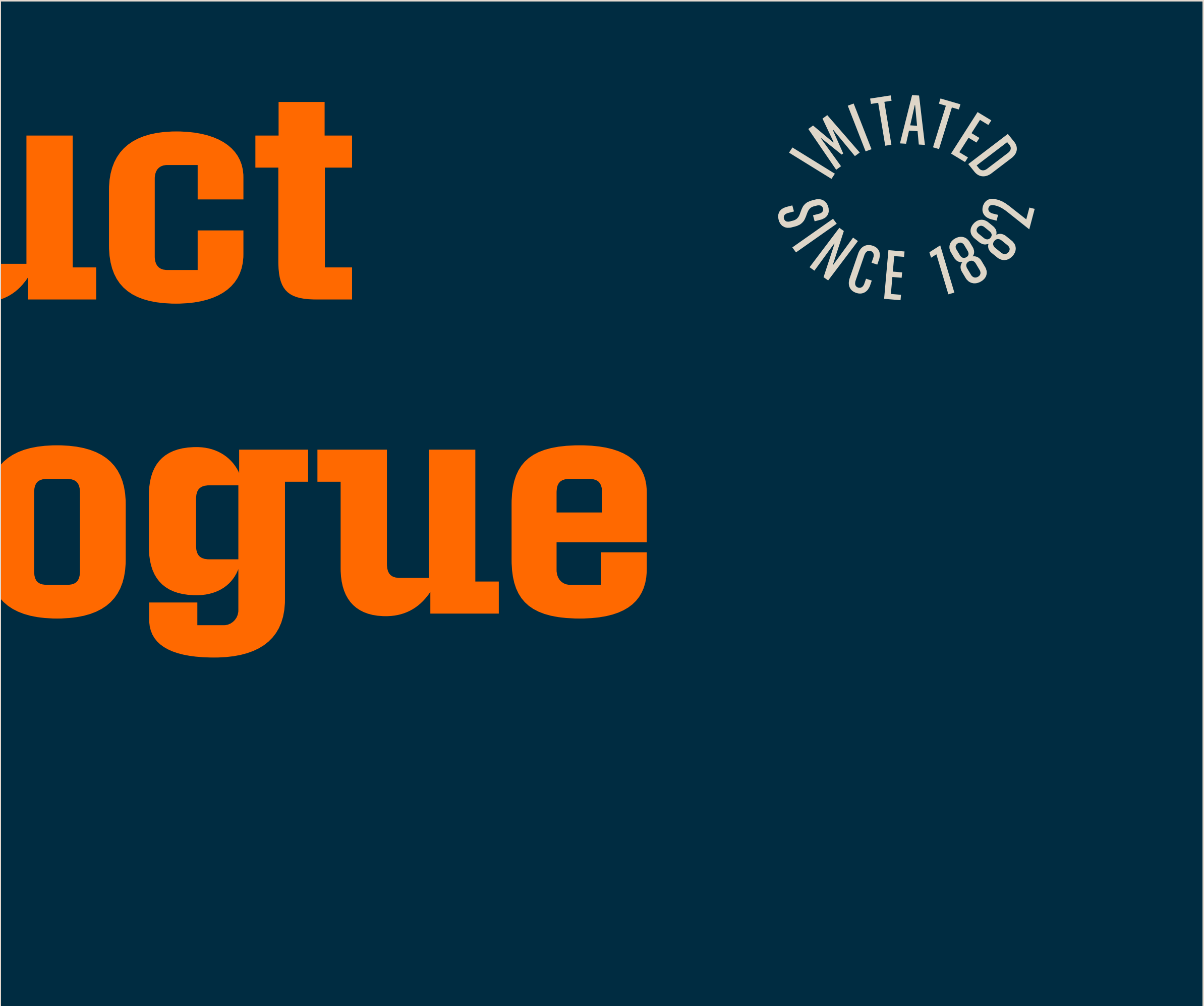
Colors and permitted placement follow the same principles as our logotype.



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

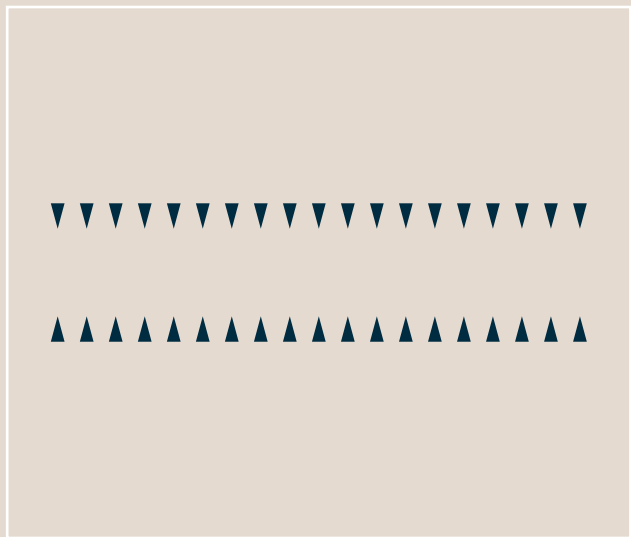
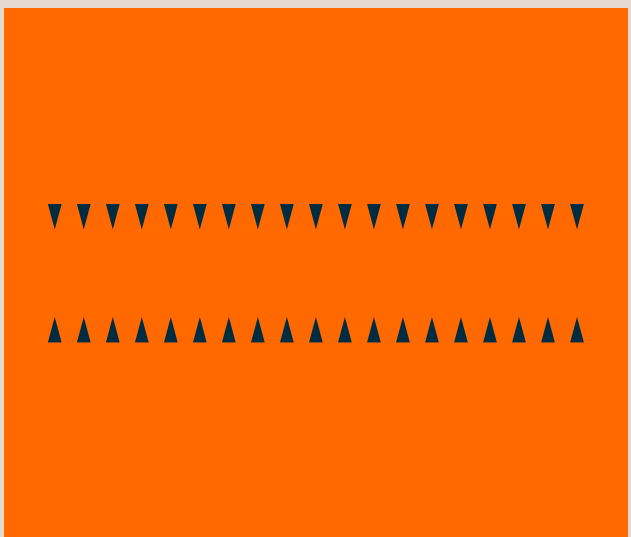
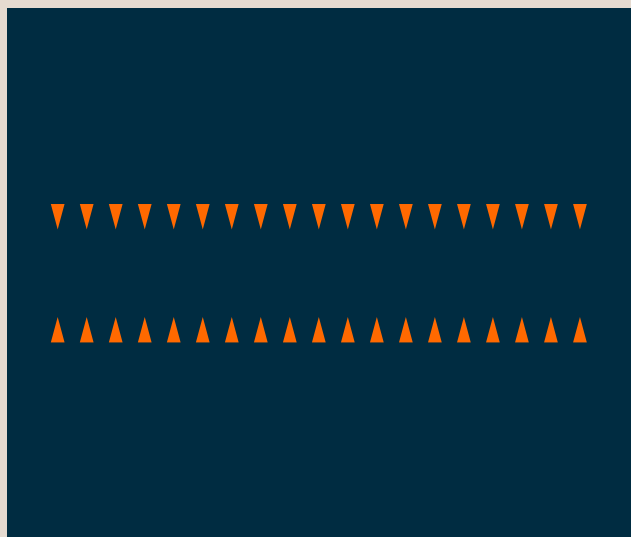
Our graphic element is a stylized flame illustrating warmth and having a formal connection to the logotype icon.



The element serves as a divider for headlines and more.



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

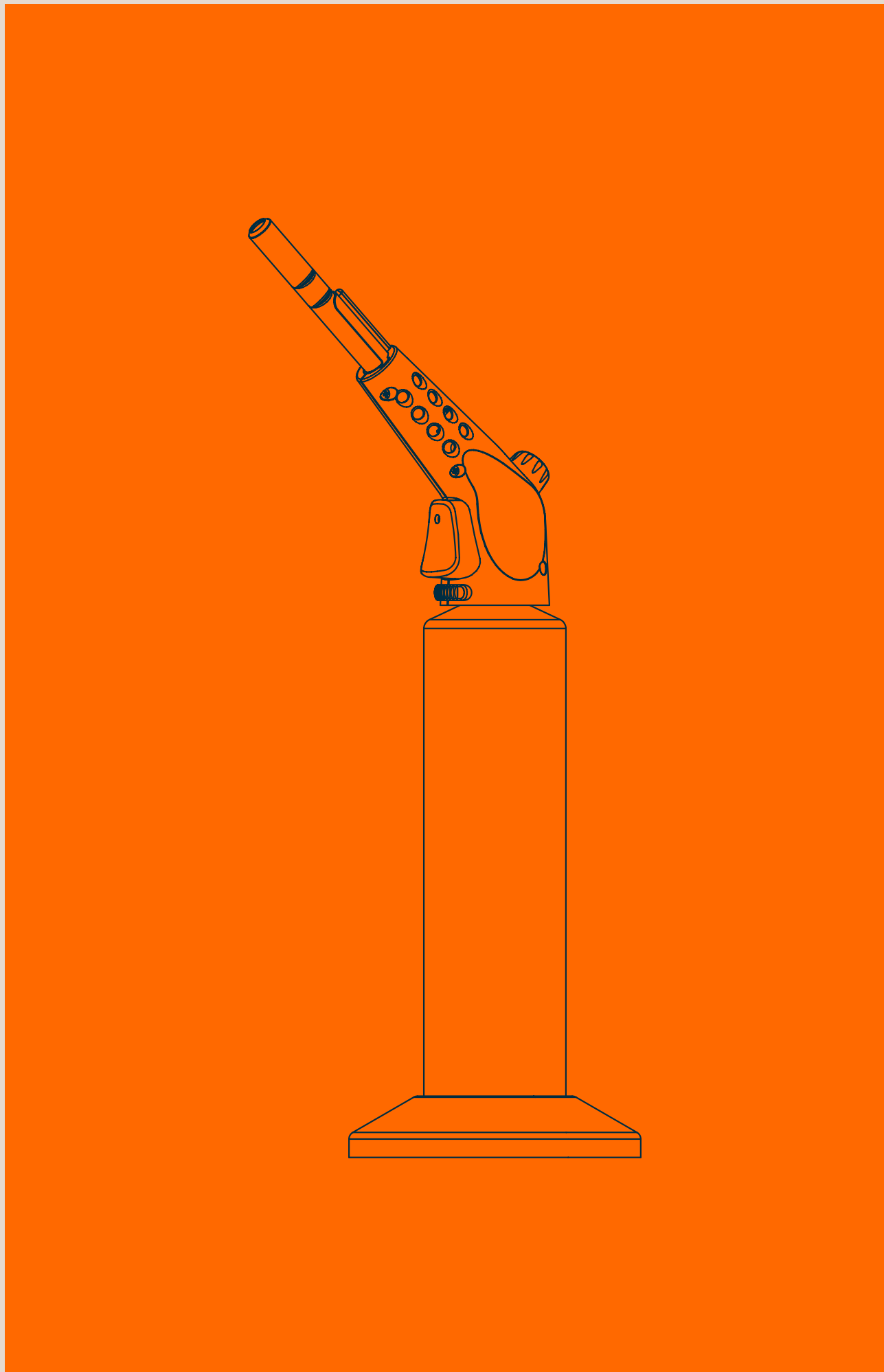
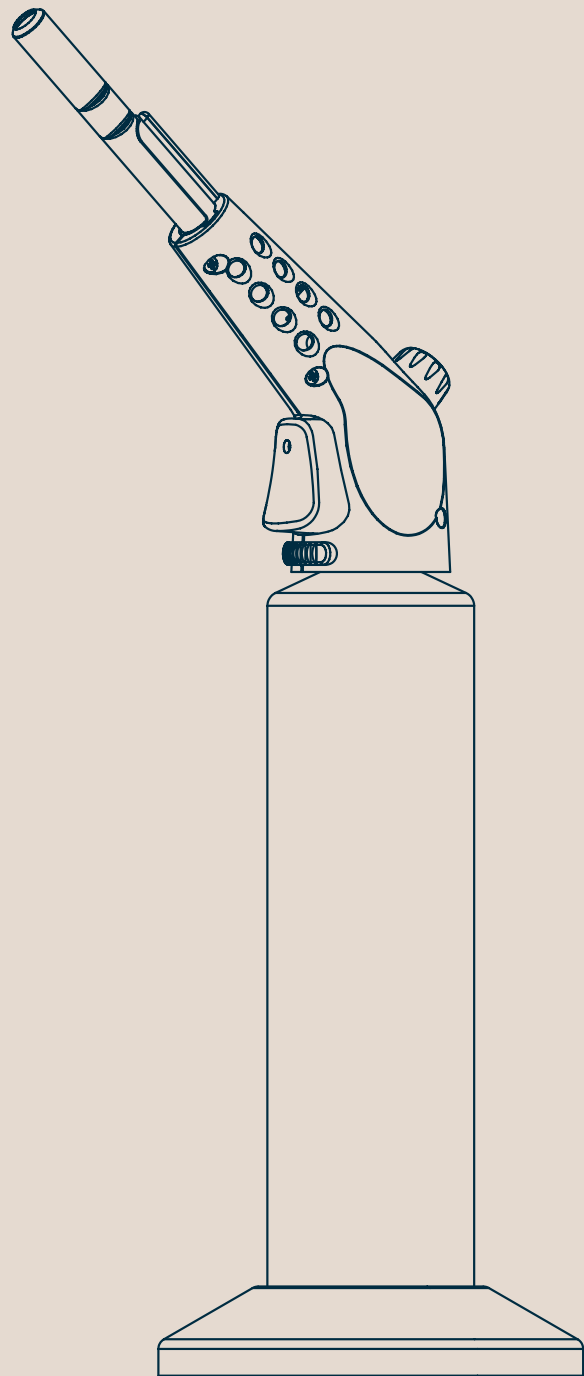
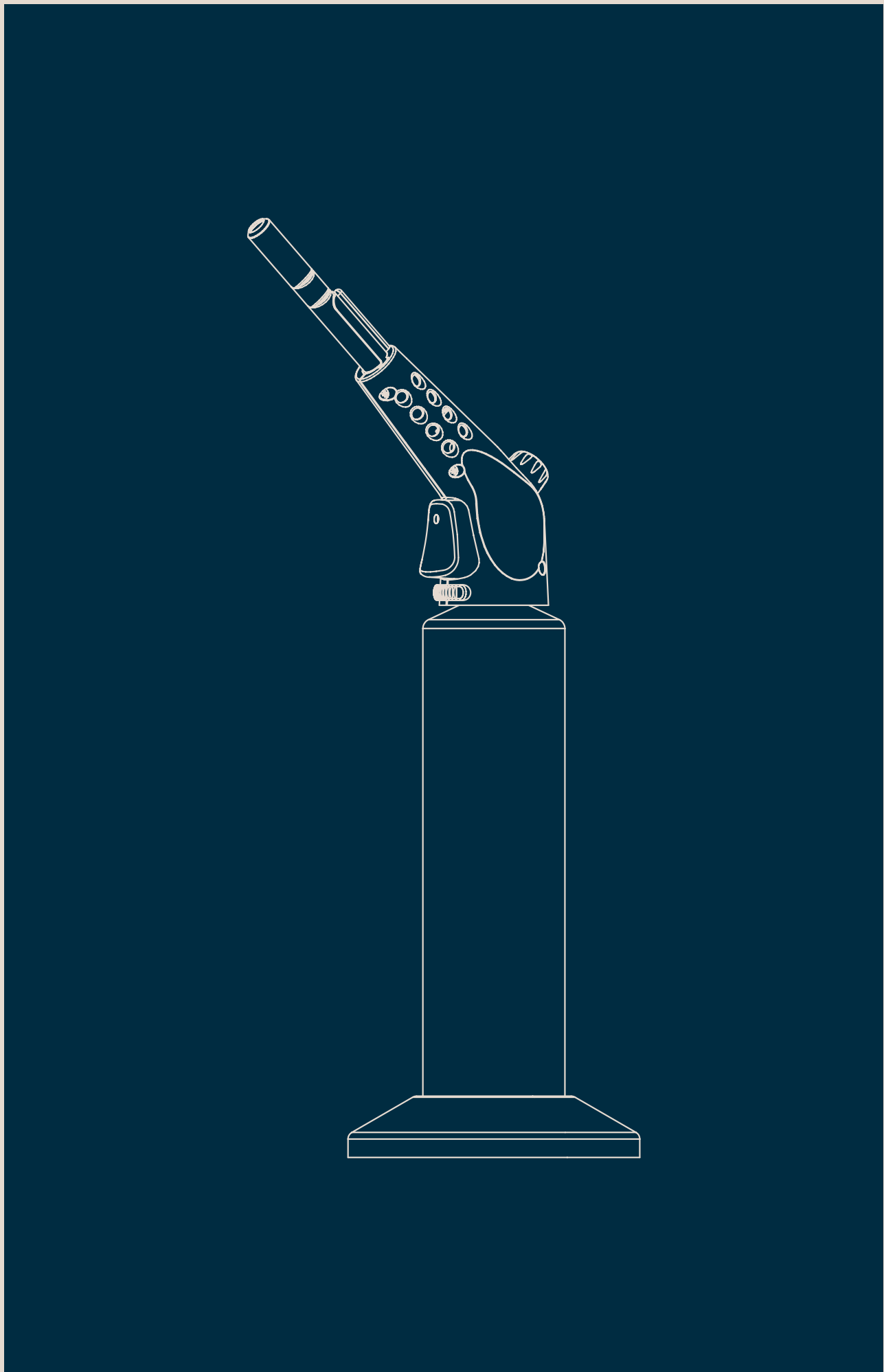


2.9 Illustrations

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.	Secondary colors are used only when more colors than the primary ones are needed, such as for inserts, illustrations and diagrams
2.10 Colors		Instead of white, Sievert Sand is used to create a tranquil base.	

Primary color

<div>Sievert Orange</div> <div>RGB 255, 105, 0</div> <div># ff6900</div> <div>CMYK 0, 69, 94, 0</div> <div>PMS Bright Orange C, Bright Orange U</div> <div>RAL 2003</div>					
70 %		50 %		30 %	
10 %					
<div>Sievert Blue</div> <div>RGB 0, 44, 65</div> <div># 002c41</div> <div>CMYK 100, 76, 47, 52</div> <div>PMS 540 C, 540 U</div> <div>RAL 5003</div>					
70 %		50 %		30 %	
10 %					
<div>Sievert Sand</div> <div>RGB 234, 226, 218</div> <div># eae2da</div> <div>CMYK 4, 7, 11, 7</div>		<div>Sievert Black</div> <div>RGB 43, v43, 42</div> <div># 2b2b2a</div> <div>CMYK 5, 3, 6, 95</div>		<div>Sievert Dark grey</div> <div>RGB 107, 106, 103</div> <div># 6b6a67</div> <div>CMYK 5, 5, 8, 70</div>	<div>Sievert Mid grey</div> <div>RGB 180, 179, 175</div> <div># b4b2af</div> <div>CMYK 5, 5, 8, 35</div>
<div>Sievert Light grey</div> <div>RGB 227, 224, 220</div> <div># e3e0dc</div> <div>CMYK 5, 5, 8, 10</div>					
70 %		50 %			

2.11 Typeface, headlines

Our typefaces have been handpicked to add character to our brand and to please the eye, both to read and to look at. They convey messages effectively while being both classic and modern.

Our headline typeface is a modern and robust condensed slab serif font that, through its serifs, reflects confidence, history, experience – and a sense of strength. It has its own distinct expression that fosters quick and easy recognition, conveying a technical feel to connect with the products.

Designed by Matthew Carter.
From Carter & Cone.

Roster Narrow can be downloaded from fonts.adobe.com/fonts/roster

Tracking Metrics 0
Line spacing: 1.2%

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Roster Narrow Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvXxYyÅåÄäÖö
01234567890!"#€%&

Roster Narrow Semibold

Roster Narrow

2.11 Typeface, shorter copy

Placard Next is used for shorter texts such as intros 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
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: Roster Narrow Semibold, 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: Roster Narrow Regular, 20/24 points.
Tracking Metric 0

20

Intro

1.

Et laborepedis etur taquate

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

3.



4.

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

5.

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.

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 consequi 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-
plistic 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

6.

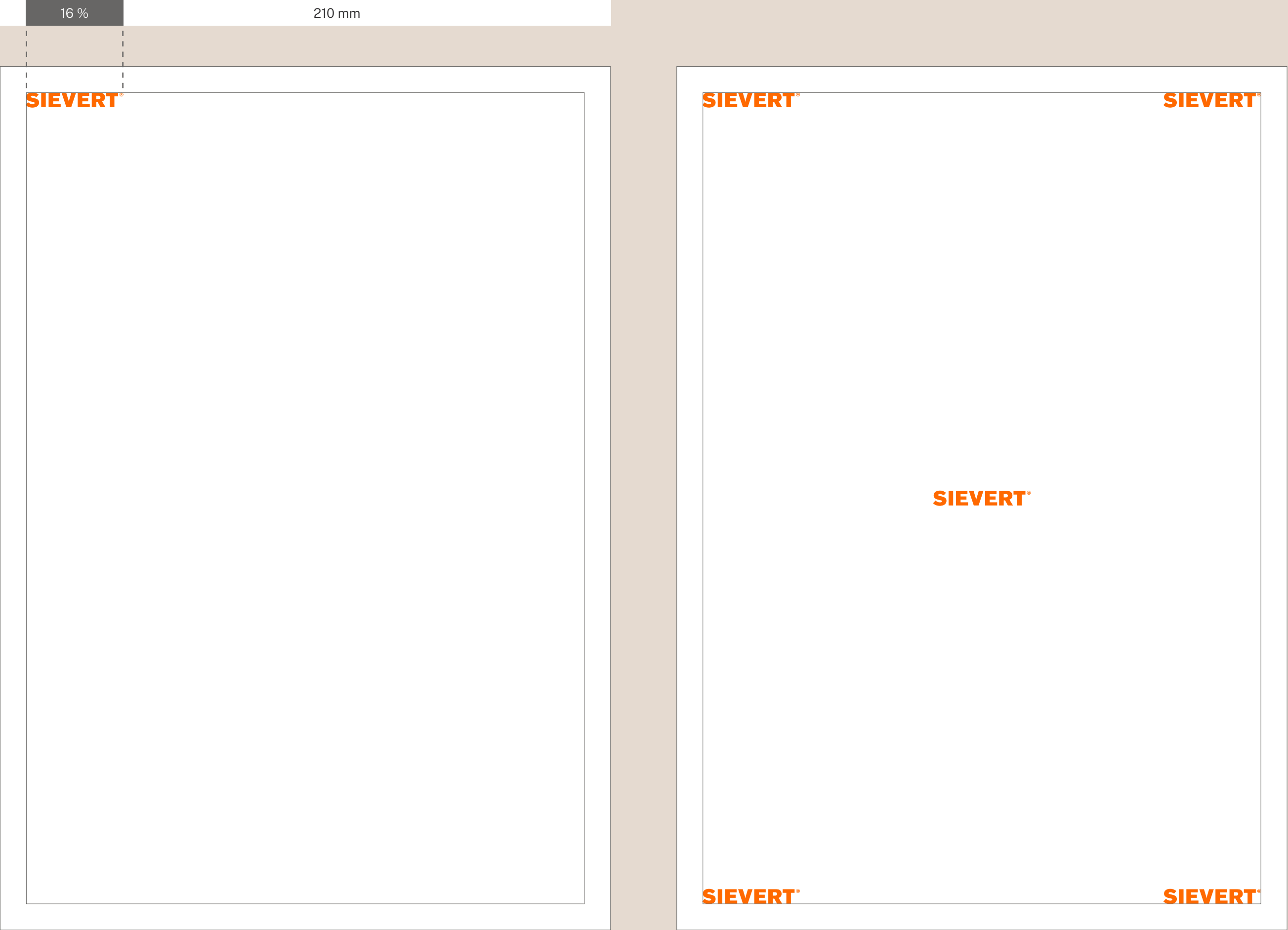


Namn Namnsson, Takläggare, Umeå

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.

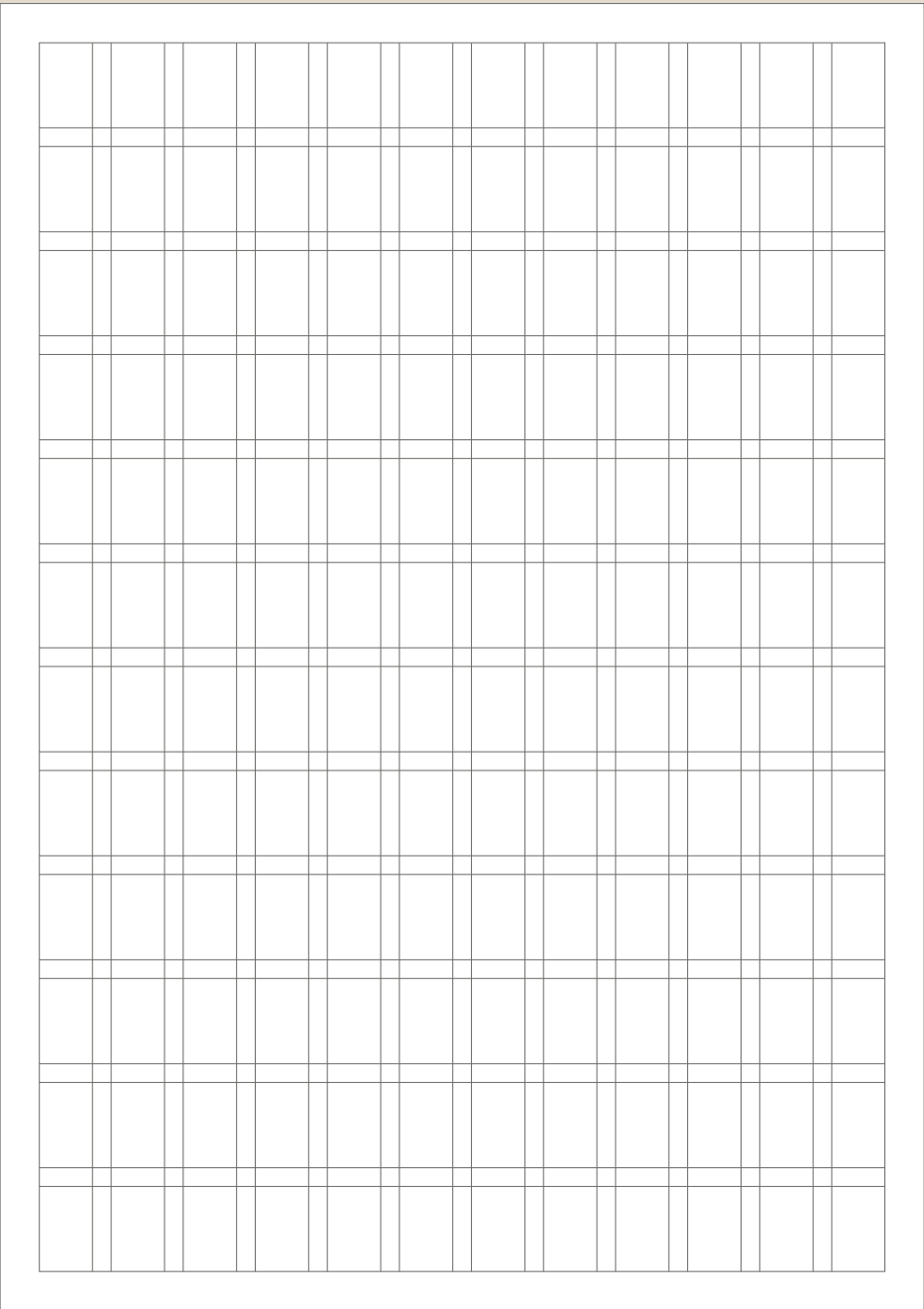


2.12 Design system

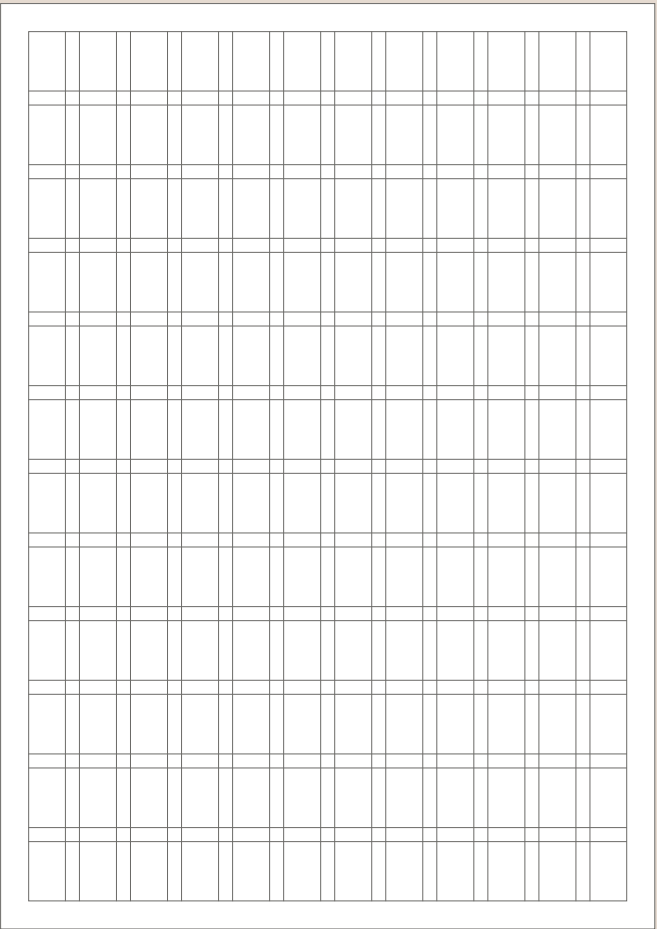
A grid is used to combine visual building blocks into layouts. Together, they form a collage that reflects Sievert’s business with order and precision.

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

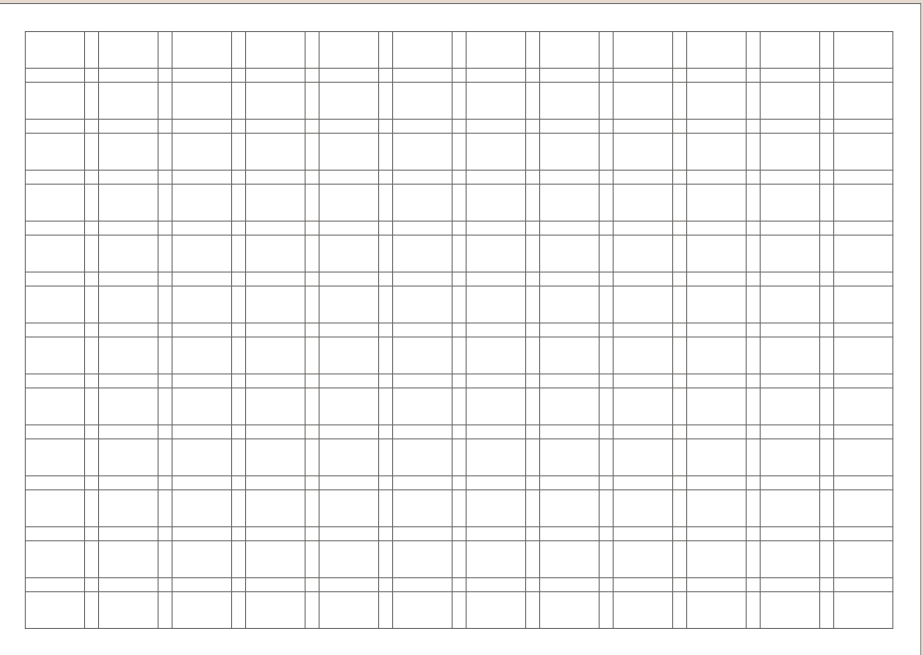
Grid:
Based on a 12x12 or 6x6 grid for standard A format.
Column spacing: 4.5 mm for A4.
For narrow formats, use a 4x10 or 10x4 grid.



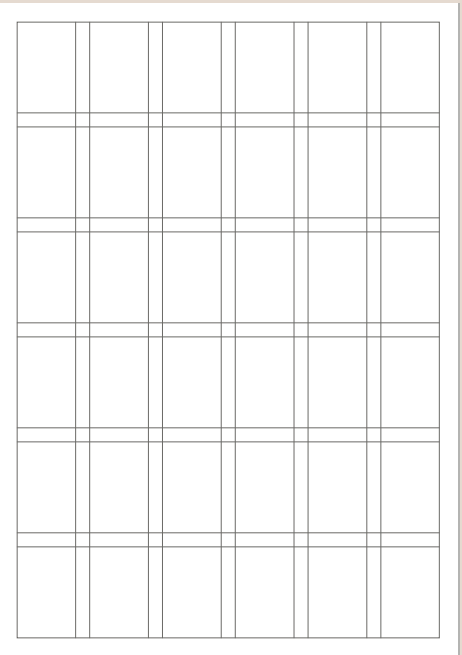
A3 12x12



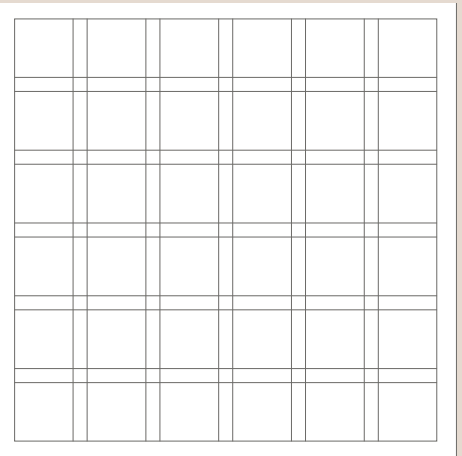
A4 12x12



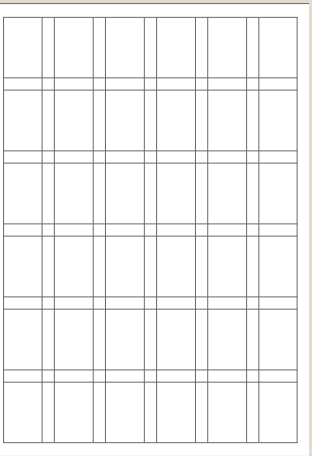
A4 12x12



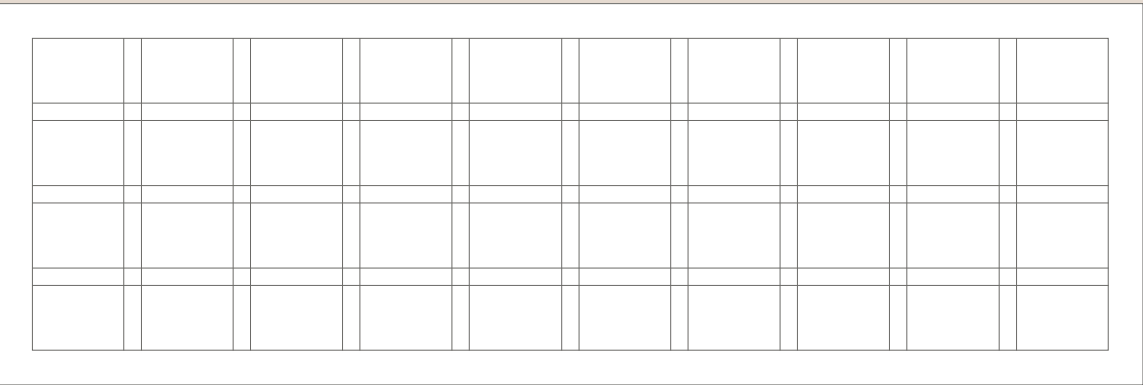
A5 6x6



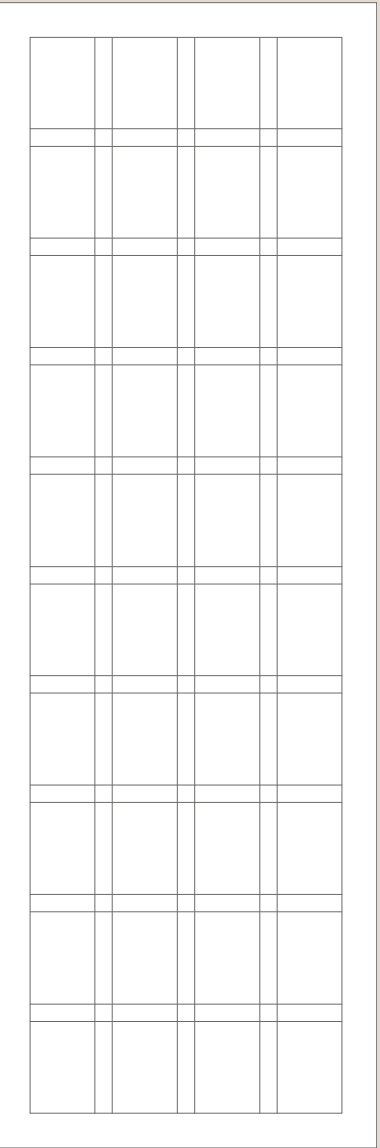
Kvadrat 6x6



A6 6x6



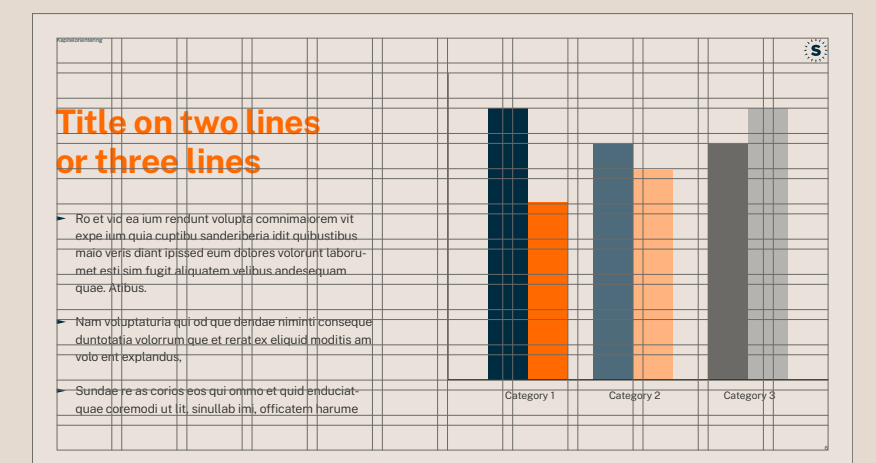
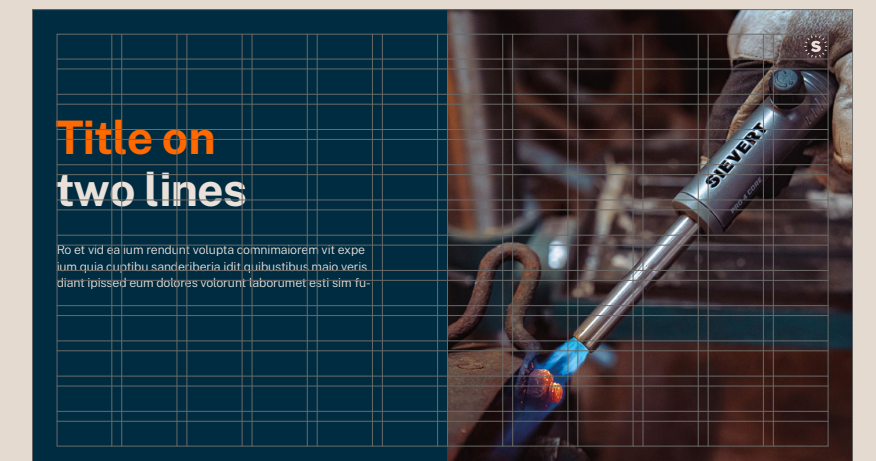
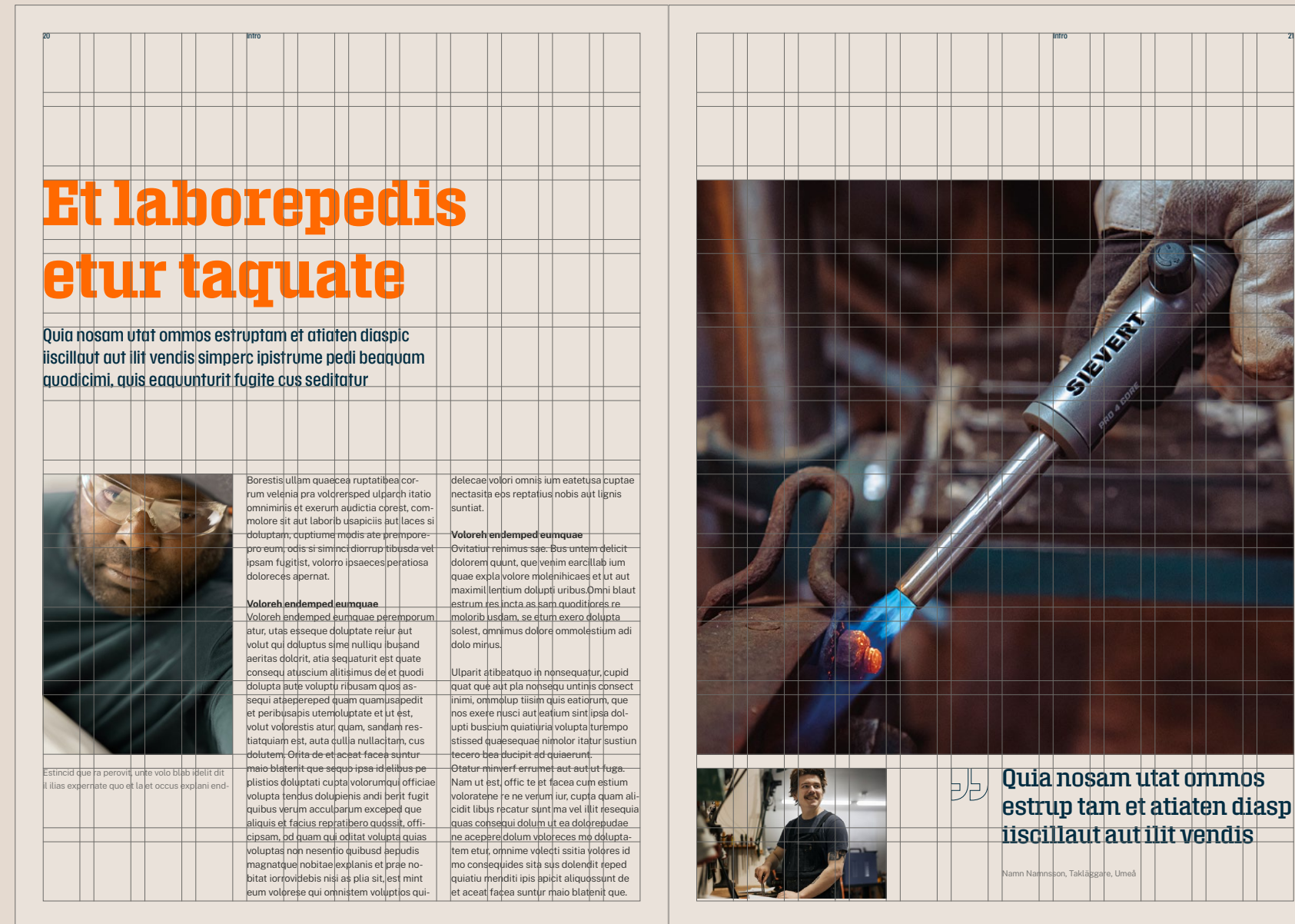
3:1-format 10x4



1:3-format 4x10

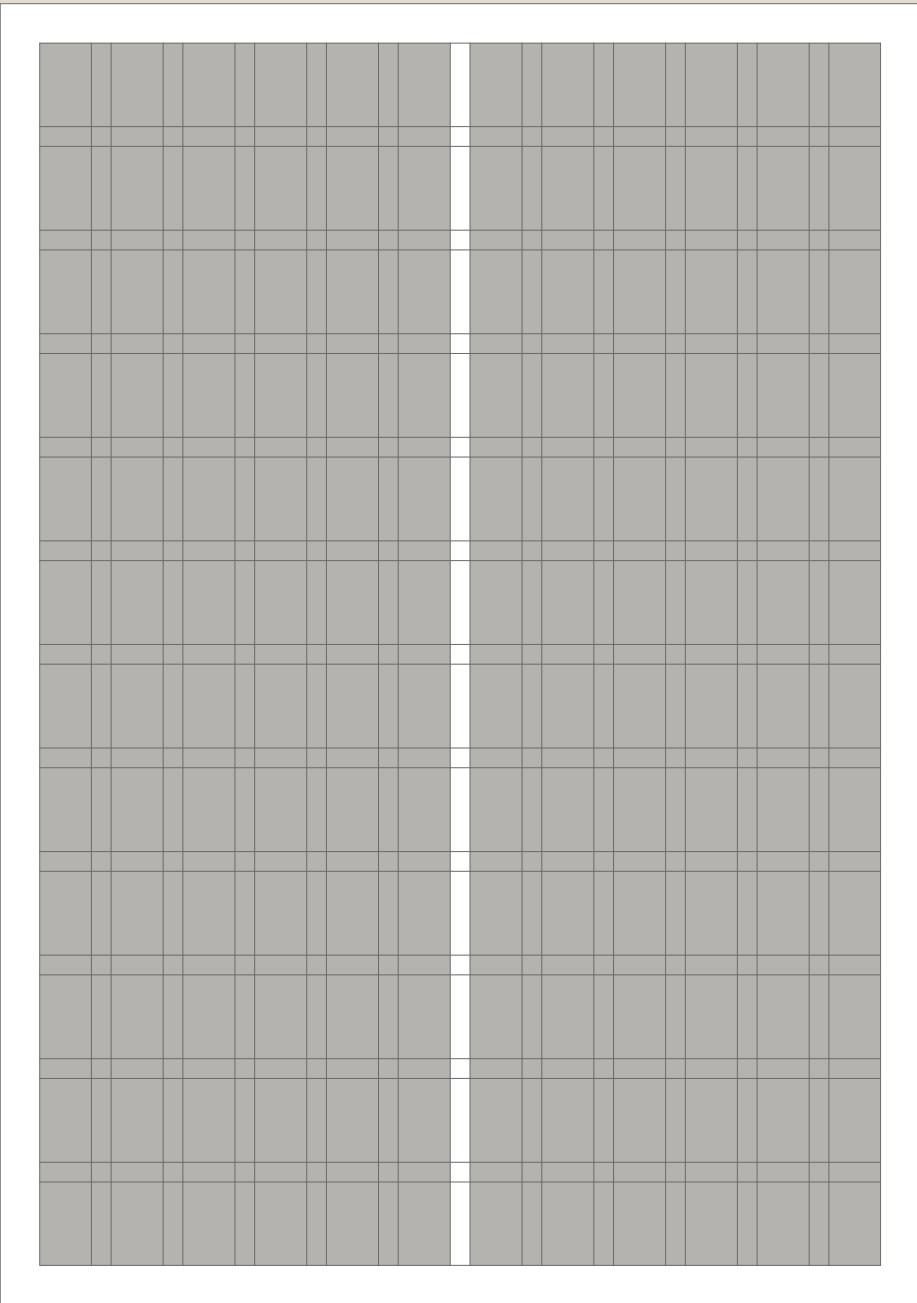
2.12 Design system

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 across various fractions. The examples below demonstrate the grid.

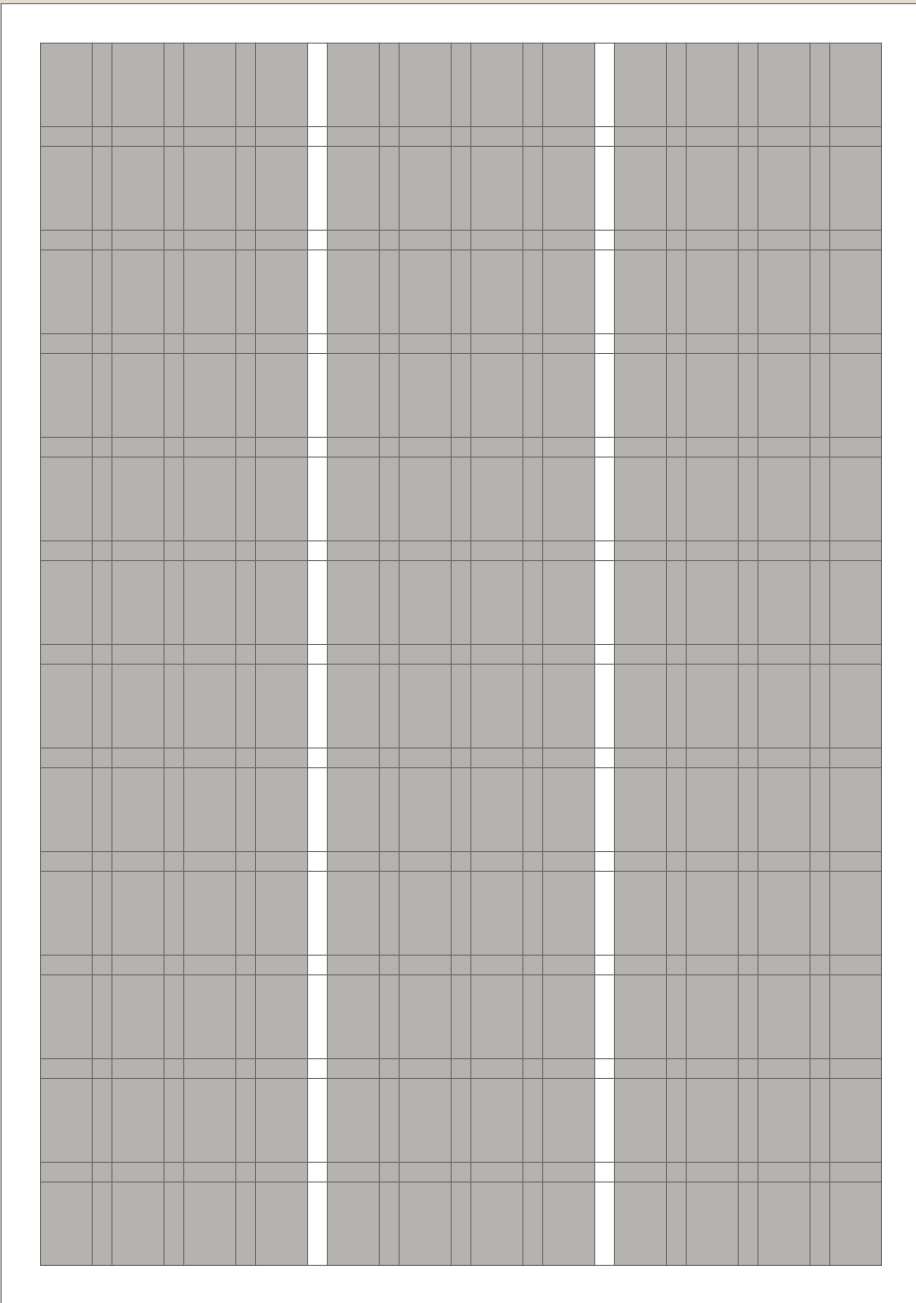


2.12 Design system

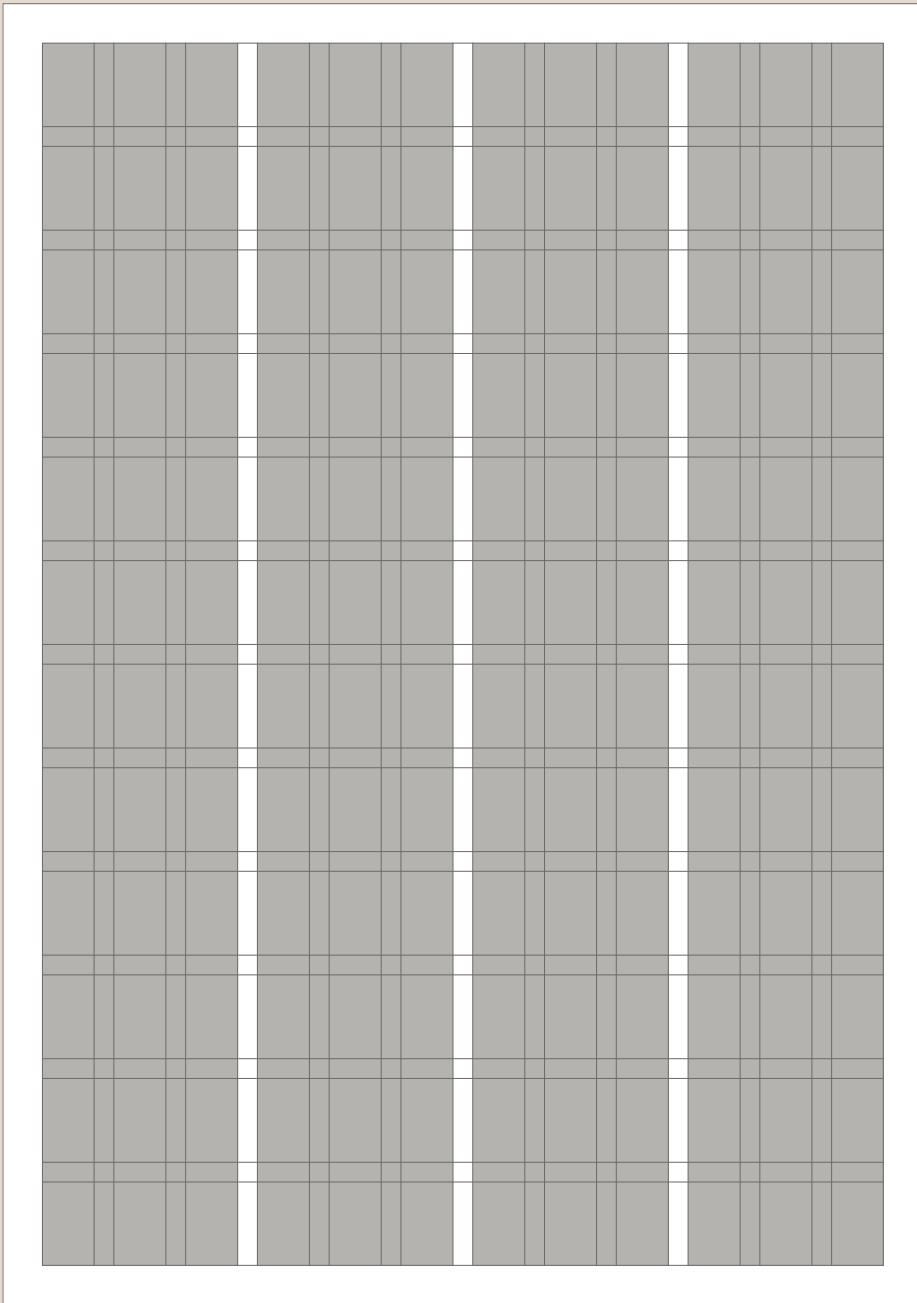
Our 12 column grid provides numerous layout options for distributing content.



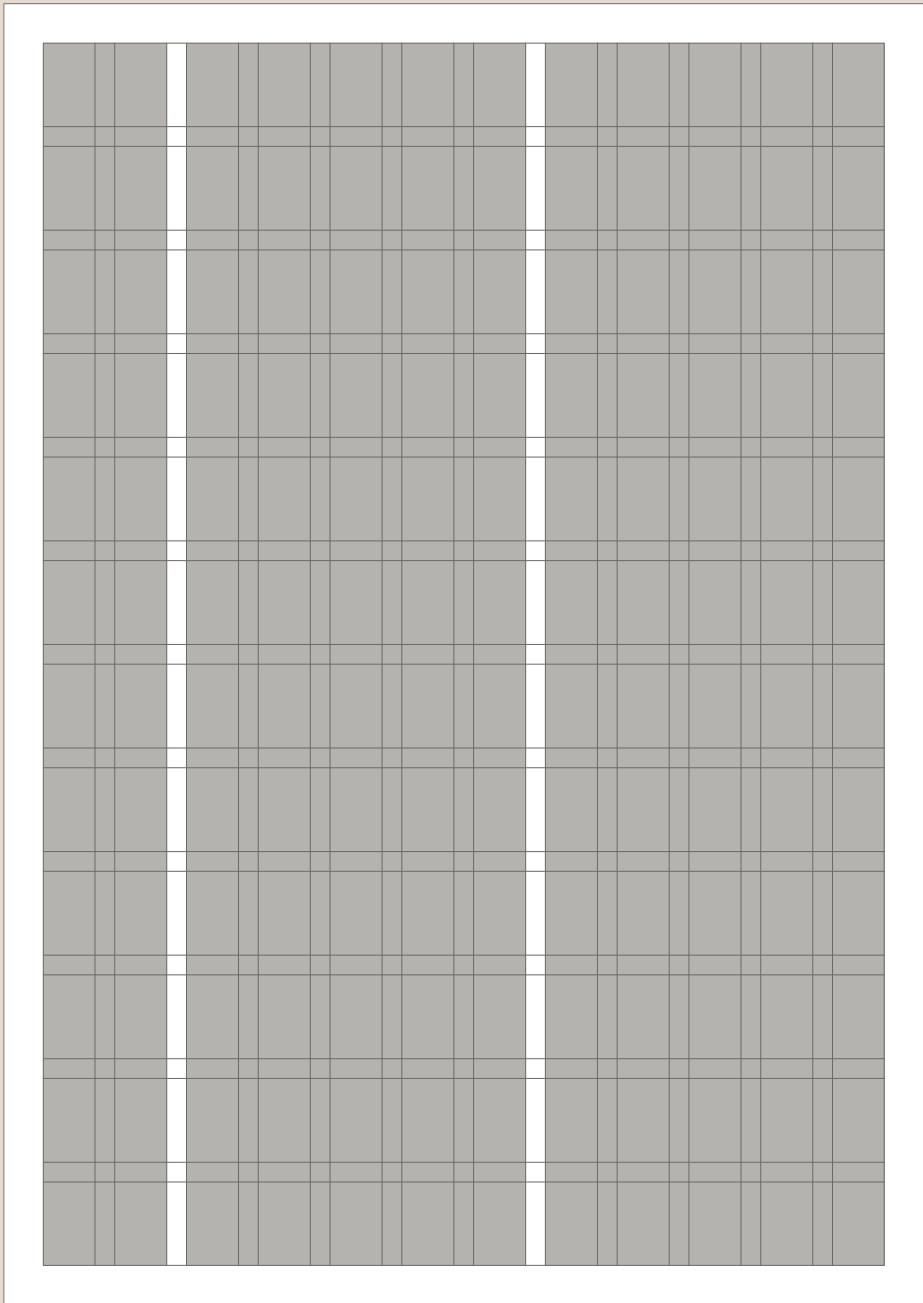
2 columns



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.



Examples of product sheets.

SIEVERT®

INNOVATED IN SWEDEN

Pressure Wheel Rollers

The Sievert pressure wheel roller is made of high-quality steel, ensuring durability and longevity even in difficult conditions.

Equipped with integrated ball bearings that ensure smooth and consistent operation during welding work. The shaft is adjustable between 110 and 180 cm in height, so it can be adjusted to your exact needs. In addition, the handle has a soft grip for less fatigue and more comfort during prolonged use.

Art No	Weight	Length	Wheel width
591212	12 kg	110-180 cm	120 mm
591209	9 kg	110-180 cm	120 mm
591206	6 kg	110-180 cm	120 mm
598009	9 kg	110-180 cm	80 mm
598006	6 kg	110-180 cm	80 mm

sievert_official

Sievert- Heating Tools for Professionals

sievert.se

SIEVERT®

INNOVATED IN SWEDEN

Article No. 398101

Pro Venturix

Hot Air

Hot Air Membrane Welding Burner

Engineered for maximum safety and efficiency, the Pro Venturix Hot Air burner is perfect for tasks such as drying, adhesive application, waterproofing and targeted heating applications.

With its robust stream of hot air, you can bid farewell to the hazards of open flame, ensuring a secure workspace.

TECHNICAL DATA	
Connection	BSP 3/8" LH
Burner Diameter (ø)	80 mm
Working Pressure	2-4* bar
Effect	9-15 kW
Gas Consumption	700-1180 g/h
Noise Level	81 dB

*When operating at 4 bar, always use compressed air to still maintain a hot air stream.

FEATURES

ENCLOSED PILOT FLAME

100% EFFECTIVE COMBUSTION

PRECISE TRIGGER

LPG SAVING SYSTEM

MULTI-CORE FLAMES

AIR VALVE ADJUSTMENT

NOISE REDUCTION SYSTEM

PIEZO IGNITION

ERGONOMIC

HOT AIR STREAM

HIGH GRADE TITANIUM

HEAVY-DUTY DURABLE

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INNOVATED IN SWEDEN

Pro Venturix

Next Generation Overlap Burner

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03 Inspiration

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