



FOGMAKER
INTERNATIONAL AB

COMMUNICATION PLATFORM & GRAPHIC PROFILE

for Fogmaker International AB and certified partners.



**Products are made in the factory, but
brands are created in the mind.**

Walter Landor

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“ Together, we work to promote the Fogmaker brand according to this communication platform and graphic profile.

FOGMAKER'S MARKETING COMMUNICATION

Marketing communication is the way we communicate with our market – to you as our partners, customers and the world around us. We should add the word “strategic” in front. This is precisely what underlines the importance of market communication. That is – it is goal-oriented and explicitly linked to Fogmaker's business goals. As our partners, you are also part of our strategic work with regard to our marketing communication. You are ambassadors for the Fogmaker brand, and together, we work to promote the Fogmaker brand according to this communication platform and graphic profile.



INTRODUCTION

Fogmaker's brand is built on the way our – Fogmaker's employees and partners – conduct ourselves in our business and our way of marketing, developing and manufacturing our product.

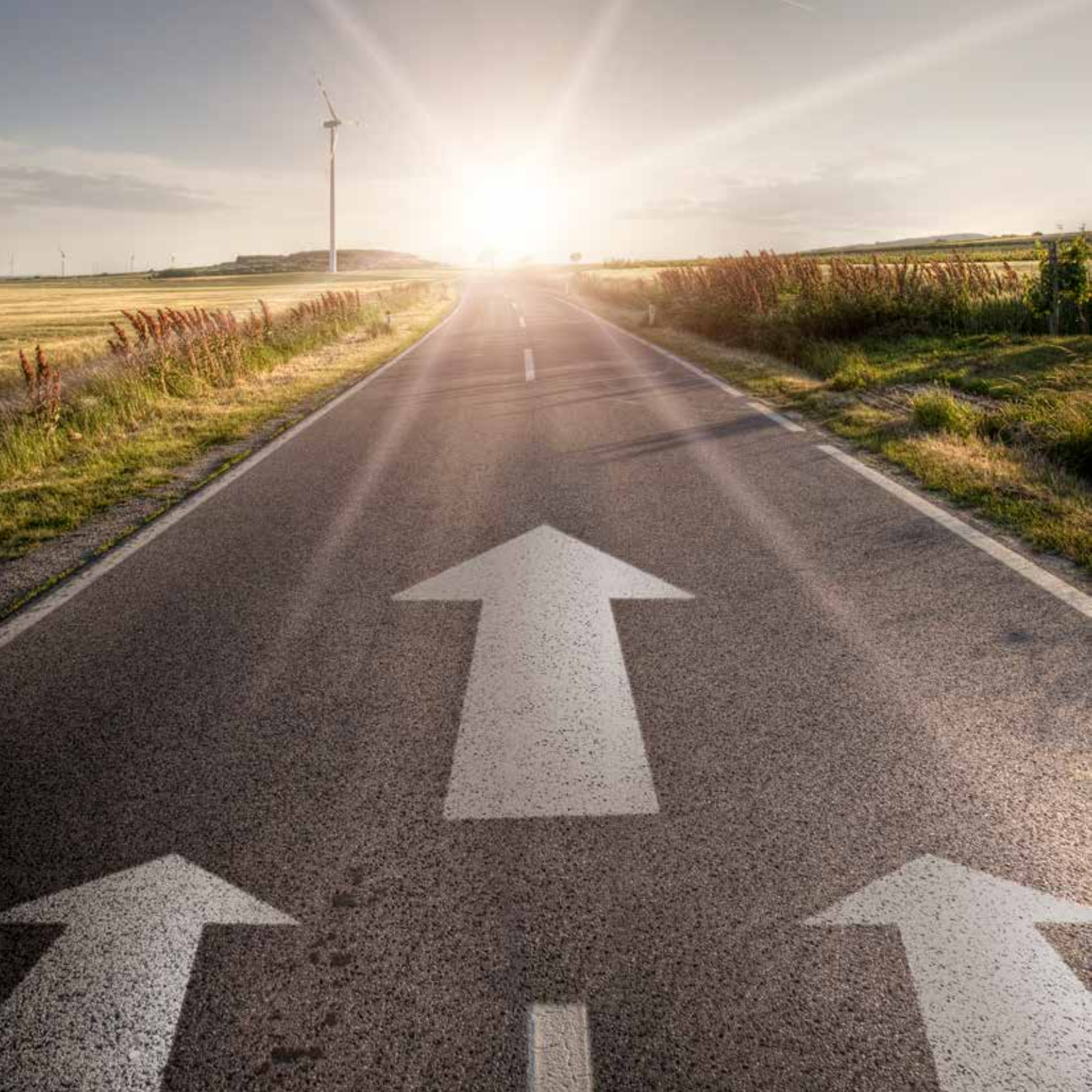
The brand is conveyed through our behaviour towards customers and the outside world, as well as through our graphic identity.

By creating a uniform foundation through our communication platform and graphic manual, we create uniformity and strong brand recognition.

A communication platform and graphic manual:

- *Creates a common thread.*
- *Provides a professional image of the company.*
- *Provides high trust in the brand.*
- *Allows us to stand out from the crowd.*
- *Clarifies our goals.*





“ Our partners, and all of us here at Fogmaker, have an important role in determining how we will be perceived. Every individual has the opportunity to make a difference.

COMMUNICATION PLATFORM

Who is Fogmaker?

What do we want the world to know about us? Or rather, what do we want to tell the world? And how do we do it?

These are important questions to answer. Therefore, we start by laying out our strategic communicative guidelines in this document which form the foundation of this communication platform followed by the graphic manual.

The public image of Fogmaker is largely shaped by how we communicate. The communication platform is a very important tool to guide us and create consistent, targeted communication efforts – both externally and internally.

We aim to ensure that our communication is clear and well thought out. This helps us maintain a high level of quality and present ourselves as a professional, trustworthy company. It must also be clear and relevant to the market. Communication shall be characterized by the value words, the brand, and the vision.

Our partners, and all of us here at Fogmaker, have an important role in determining how we will be perceived. Every individual has the opportunity to make a difference. It is therefore important to be well-acquainted with our communication platform.

Through well thought out communication, we can prevent mistakes and clarify our goals.



OUR VALUE WORDS

If we once again consider the first question in the introduction, “Who is Fogmaker?”, our values are how we want to be perceived by our customers. They also stand for the values that will characterize the organization.

Fogmaker is a value-oriented company. By that we mean that our values govern how we conduct business and provide guidance in decision-making. Our values give us common ground to stand on and create a “we” feeling. Our shared values make Fogmaker unique!

Together, we have developed our core value words: expertise, commitment and integrity.

At Fogmaker, these core value words are always in focus and guide us in our daily work. Although our products and assortment may change over time, our values remain the same.

“A strong brand is always built from the inside out.”



EXPERTISE

- We develop our expertise by sharing experiences and fostering creativity
- We work in a structured manner in all of our endeavours
- I ask when I don't know the answer

COMMITMENT

- We identify problems and opportunities – we learn from them and grow
- We listen to our customers and solve their challenges
- We strive to be a good example in society and the world as a whole

INTEGRITY

- We show respect for each other and our customers
- We support each other through clear communication, encouragement and feedback
- We believe that trust is something you earn
- I take responsibility for my work by always doing my best



BUILDING A STRONG BRAND

Now we have answered the question of what Fogmaker stands for: expertise, commitment and integrity.

As we mentioned in the introduction, communication shall be characterized by the value words, the brand and the vision. Which leads us to our brand, Fogmaker.

Having a strong brand provides many benefits. It creates a stronger connection to our customers and promotes feelings of trust. This makes our day to day work easier. When the customer already has a positive view of our brand, it is easier to drive customer satisfaction further. In addition, customers help spread a positive impression of the company and promote word-of-mouth advertising.

Internally, a strong brand makes it easier to collaborate effectively and achieve common goals. Pride in ones brand and organization also creates motivation, loyalty and job satisfaction.

A strong brand is always built from the inside out. If our value words reflect our core values, the foundation we stand on and that guide us in our work, **the vision** is our lodestar and represents that which we hope to achieve and are constantly striving to reach. That vision is **for our Fogmaker suppression systems for engine compartments and confined spaces to be the market leader and to always be the customer's first choice.**



THE FOGMAKER BRAND

Product characteristics

Fogmaker offers fire suppression systems with water mist under high pressure for engine compartments and confined spaces.

Functional advantages

Innovative, simple, robust and reliable fire suppression system adapted for engine compartments with a Triple Action function.



Triple Action means that all three components of the fire triangle are attacked with the Fogmaker Fire suppression system (FSS).

Emotional Benefits

The customer should feel that we have a high level of expertise that is constantly developing and improving. We are committed, honest and reliable.

The brand's vision

To be the market-leading brand for fire suppression systems for engine compartments and confined spaces and always be the customer's first choice.

LOGO

Graphic Profile

The purpose of our graphic profile is to strengthen the Fogmaker image. The manual should make it easier to directly identify us as the sender.

In addition, it should stand for the core values we want to communicate. The graphic profile provides a framework for creating an effective interaction between words, colours and images. When these are in tune, it is easier for us to convey the message we are trying to send.

Basic element

Our graphic profile consists of the logo, our colours and the images we use so the brand is perceived in a certain way. The logo is the strongest signal for our identity and consists of the wordmark, Fogmaker. No one else can claim this wordmark. To take advantage of its power, we will always use it in a uniform way. Regardless of where the logo is used, it shall be used in accordance with the guidelines and proportions of this graphic manual.

Fogmaker's website address is always provided without www.

See examples from page 31 onwards.



The F's height is the free area around the logo



Logo negatives are applied against a dark background in exceptional cases where single colour printing is the only option available.

fogmaker.com

fogmaker.com

PARTNER'S MARKETING OF FOGMAKER

When you own a company, you work hard to build your reputation and earn the trust of your customers. The reputation you worked so hard to build deserves protection through trademark registration. It also provides you with rights and ownership over how your trademark is used. Fogmaker is a protected trademark; our partners obtain the right to use the Fogmaker brand in their marketing after completing certification. Note that Corporate branding is only handled by Fogmaker International AB. Certified Fogmaker Partners shall always use the partner logo in the marketing contexts, which is available on page 19.

The Partner's own brand can of course be used together with Fogmaker's partner logo. An example is given on page 38.

Why this distinction? It is important to us that the customer knows who is being represented, and that the value words that are a part of our brand are conveyed correctly.

Mismanagement of the brand may result in a warning and in severe cases, broken contracts. As a certified partner, the guidelines in this document shall always be followed.

Our graphic platform is also a great tool for partners who wish to work with their own communications agency, at their own expense. External partners shall always obtain our graphic profile and adhere to this. Fogmaker Int. would like to participate in production before distribution.



The F's height is the free area around the logo

The logo used by retailers/partners is certified by Fogmaker. The logo can be used in conjunction with your own company logo.

All other marketing is handled by Fogmaker International AB.

MARKETING SUPPORT FOR PARTNERS FROM FOGMAKER

Fogmaker Int. will gladly assist our partners with marketing support. Assistance can be obtained by contacting our marketing manager or marketing communications officer. The inquiry needs to be received in good time. We can never guarantee assistance if an inquiry is received with less than two months' notice.

The following products are ordered via order@fogmaker.com:

- Segment folders
- Advertising products, which you can find in our product catalogue. The partner pays for these.

Self Service through our partner Portal

Here you will find our:

- communication platform and graphic profile
- Partner logo
- Image Bank
- PowerPoint template and presentations
- brochures

Advertising

If you would like to advertise as a Certified Partner, please contact our marketing communications officer.



PARTNERS SUPPORT FOR FAIRS

Fogmaker can support partners at certain exhibitions, but this must first be agreed with your KAM or Fogmaker's marketing manager. If you market Certified Partner by Fogmaker on 50% of the surface, we can contribute half the cost, etc.

Reciprocity

Fogmaker support our partners with financial and graphic support for exhibitions. Our requirement for reciprocity is that you participate when Fogmaker Int. participates at fairs in your home market. At these events, we cover your hotel costs if you work in the booth.

If you need help with graphic production the following questions should be answered before it is time to participate in the fair:

- What do you need help with/what is the purpose?
- When do you need the material? Please note that your request must be submitted at least two months before the fair.
- How should the material be used?

Clearly describe the exact dimensions for, e.g., stand walls, roll-ups etc. Also indicate if you have other specific requests.



TYPOGRAPHY

In printed material, on signs and in our advertising, we use Eurostile LT Std Bold or Medium for headings. In short texts such as ads, callouts, etc., we also use Eurostile LT Std Medium in body text. The website uses Eurostile and Calibri.

In longer body texts, such as corporate presentations, brochures, etc., we use Calibri Regular.

To further distinguish the Fogmaker brand, we may use a quote or a few words that stand out on special occasions using the special character Bradley Hand ITC.

PowerPoint presentations use Calibri Regular as it is a standard font that everyone has access to.

Headlines: Eurostile LT Std Bold or Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÄL
abcdefghijklmnopqrstuvwxyzääl
?!;:,.&% 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÄL
abcdefghijklmnopqrstuvwxyzääl
?!;:,.&% 1234567890

Long body copy: Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÄL
abcdefghijklmnopqrstuvwxyzääl
?!;:,.&% 1234567890

Body copy: Eurostile LT Std Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÄL
abcdefghijklmnopqrstuvwxyzääl
?!;:,.&% 1234567890

Special: Bradley Hand ITC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
?!;:,.&% 1234567890

Powerpoint: Calibri Regular

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abcdefghijklmnopqrstuvwxyzääl
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“ Technical expertise should be transmitted in our communication to create trust.... Our social expertise should shine through alongside our technical expertise.

TONE

Fogmaker's communication should be clear, honest and credible. We do not overcomplicate things or use difficult words if the situation does not require it.

Technical expertise should be highlighted in our communication to create trust. We listen and strive to create good structure and content from the customer's perspective. We want to be a role model in the community and across the world. As a result, our social expertise will shine through side-by-side with our technical expertise.

By showing our responsiveness in the way we communicate with the customer, we should also be perceived as competent, service-minded and committed.



COLOURS

The colours we use to symbolize Fogmaker are the parent base colours of orange, black and of course white. These base colours also use grey and blue in different percentages to create a unique, varied expression in graphic materials.

Complementary colours can be used to indicate, enhance and provide a contrasting effect. Orange and Black can “take over” and become overly dominant colours and it is therefore beneficial to use shades of these base colours together with the complementary colours.



Base Colour
Pantone 172C (RAL 2009)
CMYK: 0/80/100/0
RGB: 255, 72, 20
HEX: #FF4814
NCS s0585-Y70



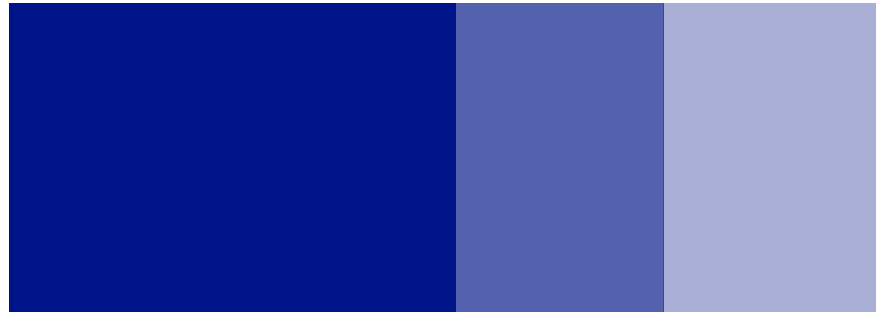
Gradient Colour
65% Base colour orange, see above
35% White



Base Colour
Pantone: Black C
CMYK: 80/40/40/100
RGB: Black



Complementary colour
Pantone 172C (RAL 2009)
CMYK: 0/0/0/55
RGB: 115,115,115
HEX: #737373



Complementary colour
Pantone Reflex Blue C
RGB: 0,20,137
CMYK: 100/89/0/0,
HEX: #001489

IMAGERY

We select images based on their ability to communicate and create a certain feeling. The entirety of the header, the text and layout, works as a single unit to convey a clear message to the recipient.

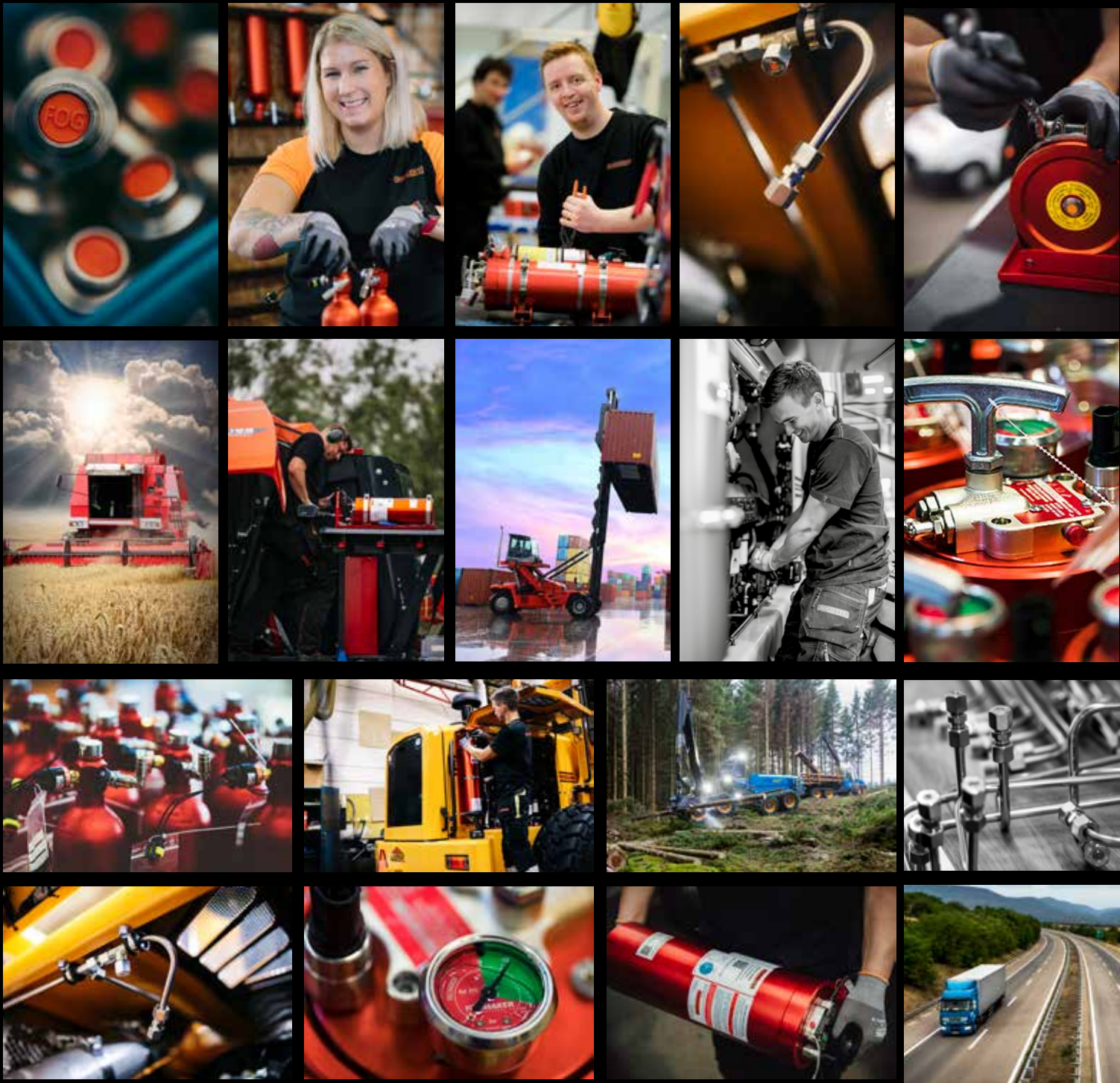
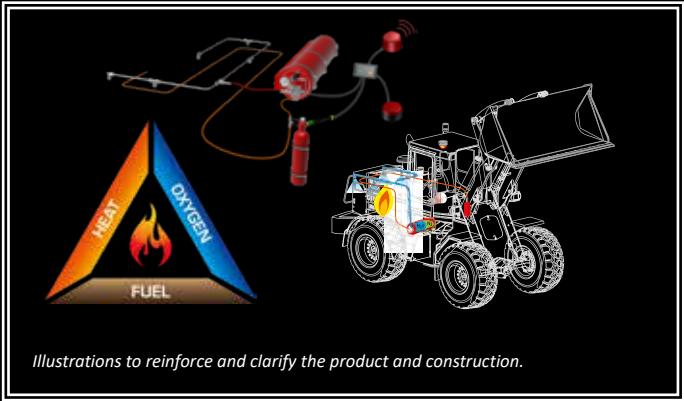
To differentiate Fogmaker and effectively communicate in line with our brand, we use images that are personal and feature our employees and the products we sell. Images from the business should reflect the real Fogmaker and give a picture of who we are and what we do.

We also highlight our customer's products where our product is an installed component. It is important to highlight our global presence in our image selection.

To reinforce and clarify the product and design, we use details and illustrations.

Images from the business are featured, preferably with details photographed from interesting angles to convey the combination of active people and unique products for our customers. We vary between colour and black and white images.

All in all, this creates a unique expression for Fogmaker.



PRINTED MATERIALS

In printed materials such as company presentations, advertisements, segment brochures, information and product sheets, all combinations in the graphic profile may be used to offer clear communication and reinforce our message.

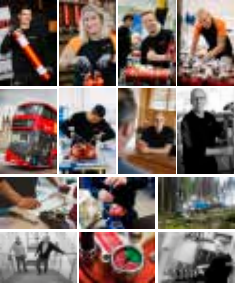
Airy, fresh images of our products, company employees hard at work along with components and on vehicles where our products are installed.

Catchy text combined with images should create a distinctive expression. We provide a simple and stylish layout to benefit thoughtful images and illustrations. No long, substance-less text columns – we use thoughtful, well-formulated text according to customer needs.

FOGMAKER
INTERNATIONAL AB

**"Think
outside
the box"**

Fogmaker.com



**This is
Fogmaker**



FOGMAKER
Fire suppression for engine compartments

**"We save life
and property."**



FOGMAKER
Fire suppression for engine compartments



FOGMAKER
Brandskydd för alla motorrum

Skydda dig och dina tillgångar från en motorbrand

Utslaggningen är komplexiteten, bränslet och den fysiska strukturen av en motorbränsle är en utmaning för att skydda mot en brand. En brand kan utlösas av många olika faktorer, till exempel en felaktig installation av utrustningen eller en felaktig användning av utrustningen. En brand kan också utlösas av en felaktig installation av utrustningen eller en felaktig användning av utrustningen. En brand kan också utlösas av en felaktig installation av utrustningen eller en felaktig användning av utrustningen.

Skikt ett skyddande bränsle i tid

En brand kan utlösas av många olika faktorer, till exempel en felaktig installation av utrustningen eller en felaktig användning av utrustningen. En brand kan också utlösas av en felaktig installation av utrustningen eller en felaktig användning av utrustningen. En brand kan också utlösas av en felaktig installation av utrustningen eller en felaktig användning av utrustningen.

Ett Triple Action³ brandskyddssystem

Fogmakers brandskyddssystem erbjuder den senaste tekniken av skiktmedel - vatten, i kombination med det höga trycket och en liten skiktmedel av skiktmedel alla tre komponenter av den brandskyddssystem utgör en brand - värme, ånga och bränsle.

VÄRME - Högtryck
Högtrycket är den effektivaste faktorn när det gäller att bryta ett bränsle, och vatten är ett bra följande medel för att bryta. Utöver följande komponenter har skiktmedel vatten och vatten ånga - vattenbränsle. När skiktmedel bryter så ger Fogmakers system vattenbränsle en normaltryck på 1 m i diameter till 8000 mbar tryck. Skiktmedel bryter så och har därmed en energi för att bryta och bryta utgående i en brand.

ÅNGA - Utlösning av ånga
Utöver följande, när en ånga för ånga, vatten ånga till 1700 bar vattenång. Detta vatten ånga från en ånga 7.5 bar. Fogmakers system utlösning ånga till 12 m vattenång, vilket bryter för att bryta utgående av skiktmedel vatten och vatten ånga - vattenbränsle.

BRÄNSLE - Vattenbränsle
Med en liten mängd av 80% skiktmedel skapas en liten ånga av skiktmedel, vilket bryter vatten för att bryta utgående av skiktmedel vatten ånga. Detta vatten ånga bryter för att bryta utgående av skiktmedel vatten ånga - vattenbränsle. Skiktmedel av Fogmaker ett Triple Action³ brandskyddssystem.

"Från 870° C till 136° C på 10 sekunder!"

Unik kylfäkt, temperaturminskning med 734° C på 10 sekunder!

TRIPLE ACTION³

Alle tre komponenter i brandskyddssystemet av Fogmaker

En beprövad brandskyddslösning

Fogmaker erbjuder flera kvalitetsprodukter för brandskydd. Vår Triple Action³ brandskyddslösning är en av de mest effektiva lösningarna för brandskydd. Vår Triple Action³ brandskyddslösning är en av de mest effektiva lösningarna för brandskydd. Vår Triple Action³ brandskyddslösning är en av de mest effektiva lösningarna för brandskydd.

VARFÖR FOGMAKER?

- Triple Action³ - skiktmedel alla tre utgör en brandskyddslösning
- Installation för olika typer av skiktmedel
- Enkelhet - ingen skiktmedel, skiktmedel
- Låg skiktmedel - Ång, skiktmedel, skiktmedel, skiktmedel
- Skiktmedel - Ång, skiktmedel, skiktmedel, skiktmedel
- Skiktmedel - Ång, skiktmedel, skiktmedel, skiktmedel
- Skiktmedel - Ång, skiktmedel, skiktmedel, skiktmedel

MARKETING MATERIALS

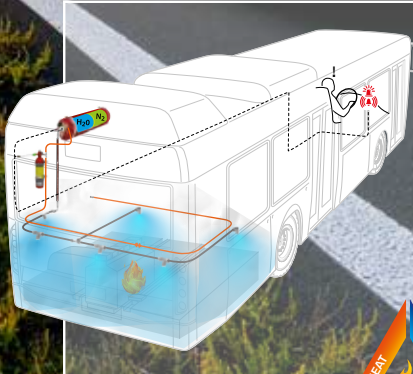
The following are some examples of how marketing communication can be designed.

FOGMAKER

INTERNATIONAL AB

Fire protection for human and bus

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- dento maio tessente
- solorro resse



Fogmaker.com

Example advertisement for the bus segment.

FOGMAKER
INTERNATIONAL AB

When safety comes first

A fire in the engine compartment can be devastating. The Fogmaker system, with high-pressure water mist, is a superior fire suppression technique in an engine compartment to strongly limit the consequences of a fire.



fogmaker.com

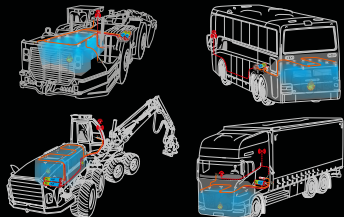
FOGMAKER
INTERNATIONAL AB



Fire suppression for engine compartments

High-pressure water mist has excellent cooling performance and oxygen displacement. The cooling effect by using water mist is outstanding with a temperature loss of around 700 degrees C within 10 seconds.

The Fogmaker systems can be installed in any engine room or enclosed area.



fogmaker.com

PARTNER CERTIFIED BY
FOGMAKER
INTERNATIONAL AB



SKYDDA DIG OCH DIN BIL

Skydda dig och din bil från en brand med Fogmakersystemet – brandskydd med vattendimma under högtryck. Vi har certifierade säljpartners, är godkända av svenska Bilsportförbundet och är FIA certifierade.

Fogmaker är anpassat för bilsporten genom dessa egenskaper:

- Lagesoberoende – det vill säga fungerar om bilen ligger på sidan eller upp och ner
- Släckvätska anpassad för etanol och metanol
- Robust och pålitligt
- Enkel och snabb rengöring efter utlöst system
- Snabb återställning av systemet
- Låg servicekostnad – årlig kontroll, 5-årsservice
- Triple Action³ – attackerar alla tre sidor av brandtriangeln



fogmaker.com

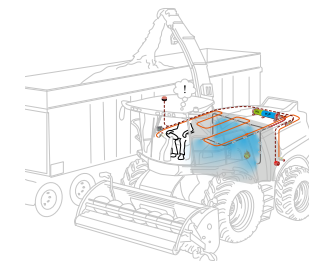
FOGMAKER
INTERNATIONAL AB



An eye catching headline

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fogmaker.com

Example advertisement for the agriculture segment.



CERTIFIED PARTNER BY

FOGMAKER

High-pressure water mist has excellent cooling performance and oxygen displacement.

173,000
installations
worldwide.

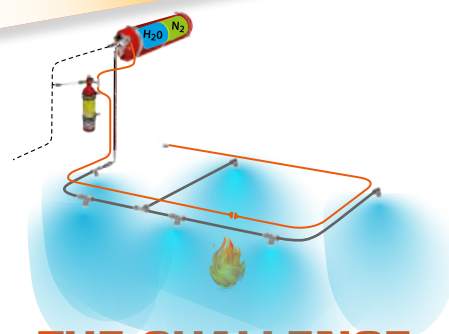


For more information visit:

ofira.it

fogmaker.com

TRIPLE ACTION



THE CHALLENGE

– the complexities, dangers and physical aspects of fires

Removing one side of the fire triangle may extinguish a fire, but because of the complicated nature of a fire in an engine compartment there are no guarantees, reignition may still occur.

Fogmaker's fire suppression system with a Triple Effect attacks all three sides of the fire triangle at the same time. This makes it the safest and most logical method that can be used to:

- minimise downtime
- improve service continuity
- protect human life

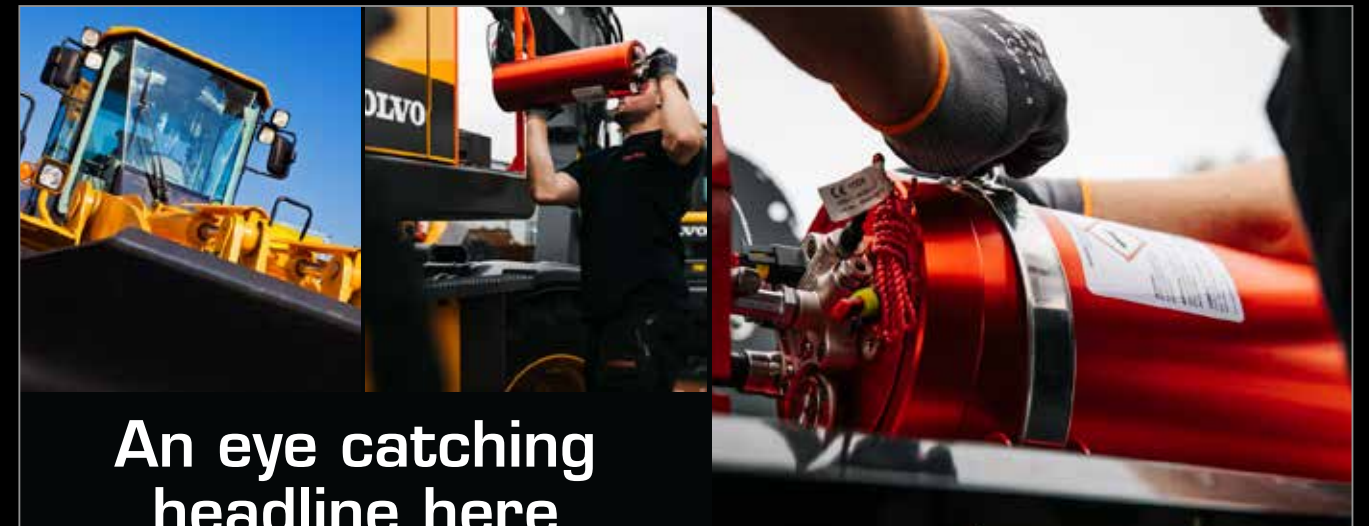


The Fogmaker systems can be installed in any engine room or enclosed area and Fogmaker works on multiple markets.



CERTIFIED PARTNER BY

FOGMAKER

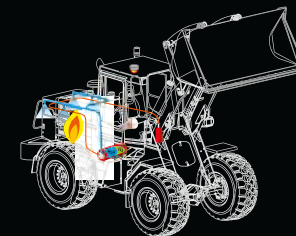


An eye catching headline here

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Fogmaker.com



FOGMAKER
INTERNATIONAL AB

Example advertisement for the heavy vehicle segment.

Examples materials for Fogmaker partners.

FOGMAKER

INTERNATIONAL AB

Underground
fire protection

with a Tripple Action Effect

HEAT

SMOKE

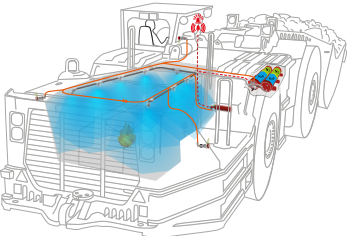
FUEL



An eye catching headline

Facearum fugiaec tatempo rum-
quas et inihil et reperias nis as
coribus sundandam, sum estrunt
re, si blatem re ium fuga. Et dolo
qui velent ipsante molorrovid et
quamus.

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nos ullestrum facea quo verem
corume occatiamAndam lacipis endi
idellecabo. Ehenduci quiaspe liquid
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Fogmaker.com

Example advertisement for the mining segment.



Fogmaker International AB är ett globalt företag som utvecklar,
tillverkar och marknadsför släcksystem för motorrum med vattendimma
Sedan starten 1995 har vi installerat 173 000 system i mer än
50 länder. Fogmakers system finns bland annat i skogsmaskiner,
gruvfordon och entreprenadmaskiner. Vi är i en spännande
expansionsfas och behöver nu stärka upp
med följande tjänster:

PROJEKTLEDARE
MARKNADSSUPPORT
LOGISTIKER

Läs mer om tjänsterna här:
fogmaker.com/career

Recruitment





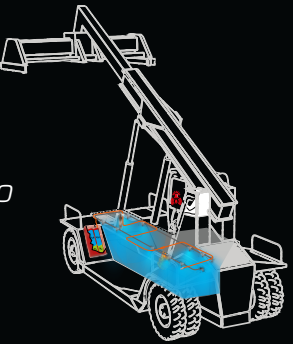


Fire protection for humans and material handling machines

Most fires start in the engine compartment, they are hard to discover, and often have a very intensive course of event. To suppress an engine fire with a portable extinguisher is almost impossible. Protect you and your machine with Fogmaker's suppression system, with a high pressure water mist, with an effective linear detection system. This will give you the best possible fire protection performance in case of an emergency.

An illustration of an installed Fogmaker system. We have made over 173,000 installations world-wide since 1995.

Fogmaker.com



Advertisement examples: Port and harbour



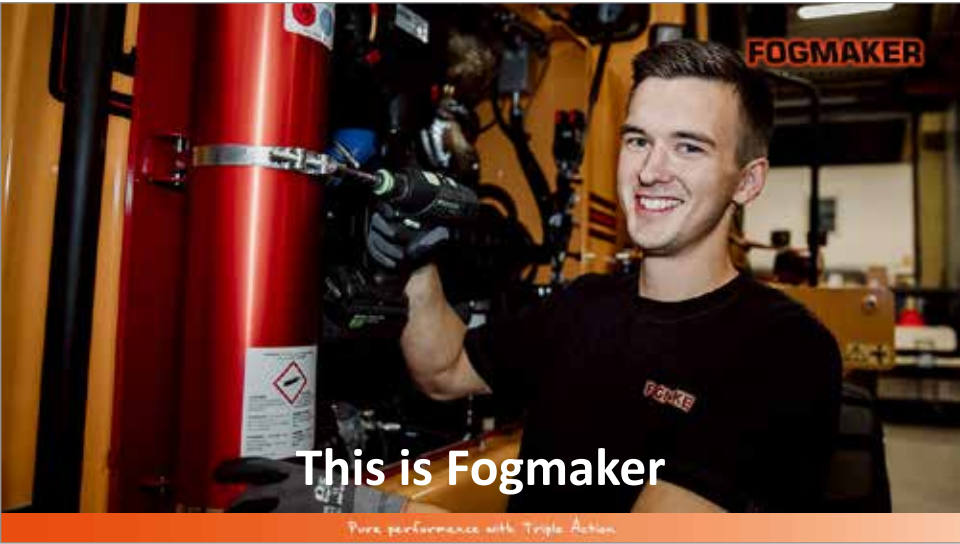
An example of how a Fogmaker is mounted. Here illustrated for a bus fair.

To the right are some examples of office stationery, which also bears our graphic profile and often represents a person's first impression of the brand. It is important that all employees use the same templates.

POWERPOINT PRESENTATIONS

PowerPoint template

In presentations, we use a stylish template that uses our base colours. White bottom for good readability. In order to be able to easily convey our presentations to colleagues, customers and stakeholders via email etc., we use Calibri Regular. The header is written in 28 point font and body text in 16 point font.



Our product

- Fire suppression with water mist for all engine rooms and enclosed spaces.
- With patented high-pressure technology.
- Fogmaker is market leader in Europe, and have delivered more than 160,000 fire suppression systems since 1995.



Pure performance with Triple Action

PROMOTIONAL MATERIAL

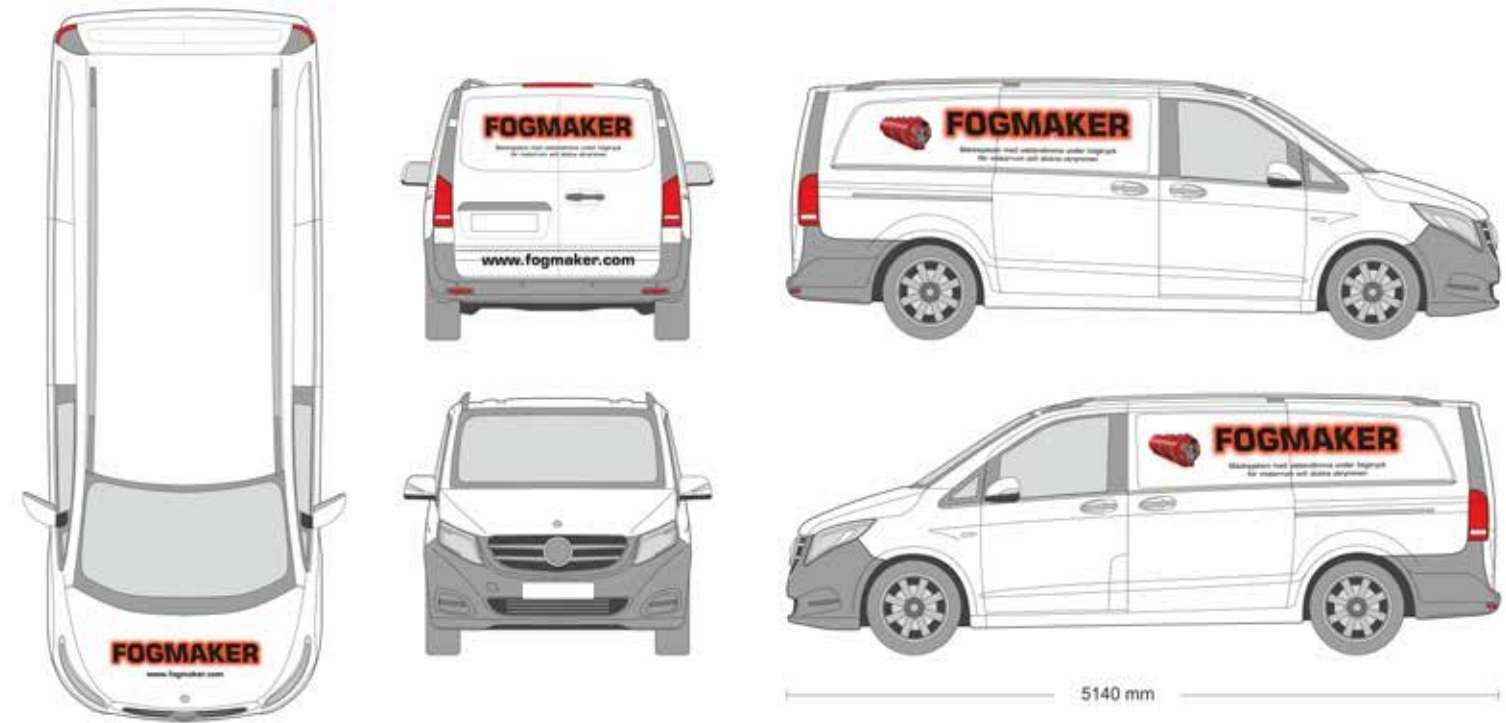
There is a standard assortment for gift/marketing materials for customer visits/fairs, etc. The partner bears the cost of the materials.

The assortment can be found in Fogmaker's product catalogue. To order products, please contact: order@fogmaker.com



VEHICLES

Profiling of Fogmaker Internationals AB's own vehicles.

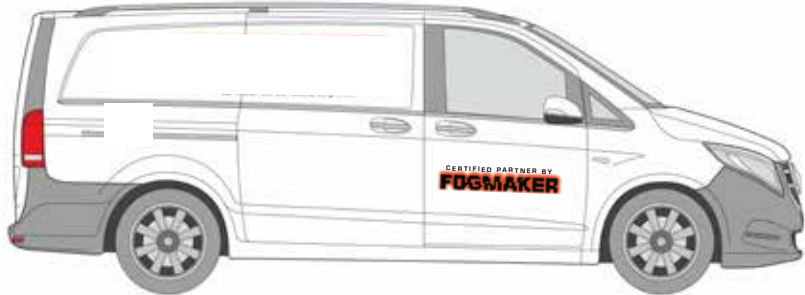
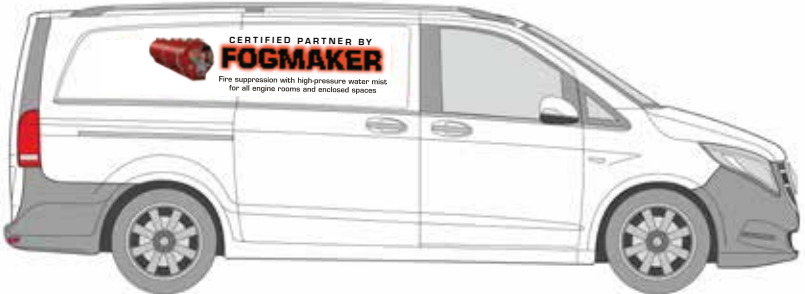


PARTNER VEHICLES

Partners who wish to profile their own vehicle can choose from the options on the right side.

We provide print-ready graphic material. This is only a guide, and striping can obviously vary depending on the vehicle type and available space.

Partners who only wish to use the partner logo in a smaller format together with their own brand are welcome to do so.



Profiling for partner vehicles. The position and size of the decals is determined by the partner.



Our communication platform
and graphic manual allow
us to create uniformity and
strong brand recognition.