

# Cloetta

## ID-Manual

Corporate brand guidelines

2022



# General guidelines

## Introduction

As part of our corporate brand, the Cloetta identity is very important to the company as a whole. The visual identity and logo must reflect that we are a contemporary company with an international look, but also one that remains thoroughly grounded in local markets.

Cloetta's purpose "**We believe in the Power of True Joy**" is about our products playing a positive part in adding that special touch to people's daily lives. When they savor Cloetta's products, people experience a moment of true joy.

We want our visual identity to be warm, contemporary, joyful, sharp, driven and focused.

# Logotype

The Cloetta logotype is the basis of our visual identity. It is unique and full of character. We are proud of our logotype and what it stands for. We are not afraid to use it boldly in our applications. As it has so much character it can easily be placed on an empty area and stand on its own.

## Primary Logotype

- Our logotype is natural red and has all the characteristics of a strong brand mark that can stand on its own.
- Cloetta's logotype should be respected at all times.
- Download the Cloetta logotype pack [here](#).



*Cloetta*

# Logotype

## The primary logotype

Cloetta's primary logotype is red. It is always used on a natural white, or very light background with clear space around it.



Pantone 485 C  
C: 0, M: 100, Y: 100, B: 0  
R: 240, G: 0, B: 0

*Cloetta*

## The secondary logotype

Cloetta's secondary logotype is white. It must be used in front of a colored background or image, with clear space around it.

*Cloetta*

# Typography

Our typography may look straight-forward and simple, but it is how we use it that makes the impact. Remember to use contrast when you layout your text or headlines (e.g., big vs. small, see examples below). Typography is chosen to complement our logo that has a lot of character and personality.

## Primary Digital typeface: In-house & web

In our digital media we use Arial Bold and Regular, if necessary, since it is similar to Neue Haas and it is a web-safe typeface.

Example of use:

- Arial Bold for headlines for productions made in MS Office or the Web, e.g., in applications, such as PPT-presentations, Excel and Word documents and the Internet.
- Arial Regular for body text for productions made in MS Office, for example, in applications as PPT-presentations, Excel and Word documents.



**Aa123** Aa123

Cloetta Digital Typography  
Arial Bold

Cloetta Digital Typography  
Arial Regular

# Typography

## Secondary Digital Typeface: In-house & web

We use Times New Roman as our web-safe substitute to Chronicle.

Example of usage:

- As body text when there is a need for long sections of body text. For example, reports compiled in Word and via the Internet.

Aa123

Cloetta Digital Typography  
Times New Roman

# Primary Typeface

## Primary Typeface - Print production

Our primary typeface is Neue Haas Grotesk Display. This typeface is a newly drawn version of a timeless classic – Helvetica (Similar story to our logo).

We picked a typography that is timeless and simple to complete the personal and characteristic logotype. Depending on how it is used it can be both sharp, contemporary, driven and joyful. It adds a corporate feel to the visual identity. It must be used primarily for headlines, facts or captions.

Example of use:

- Headlines of documents drafted using InDesign or Illustrator, for example, for applications such as the Annual report and other printed documents.
- Buy the typeface Neue Haas Display [here](#).

**Aa123**  
Cloetta Typography  
Neue Haas Grotesk Display

# Typography

## Secondary Typeface - Printed documents

As a complimentary typeface, we use Chronicle Display, since it is a modern and sharp typeface that can be used in both body text and highlighting quotes.

Example of use:

- Chronicle Display is used for body text for productions made in InDesign or Illustrator, for example in applications such as the Annual report and other printed documents.
- Buy the typeface Chronicle Display [here](#).

Aa123

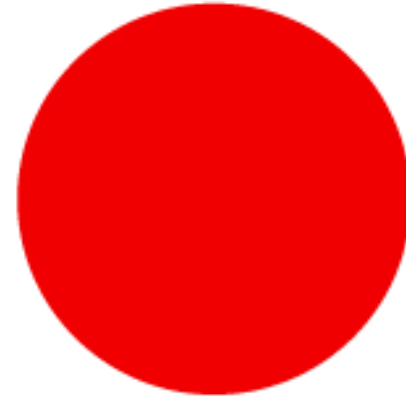
Cloetta Typography  
Chronicle Display



# Colour palette

## Primary colours

- Our primary colours are red and white.
- Red is an energetic colour that is passionate and sharp. It is also easy to reproduce in all media.
- Red is used in particular when we want to highlight anything important.
- White is as important as the red. It acts as a natural background to the logo or as a crisp and sharp “colour” when the logo lies on a colour or picture background.



Pantone 485 C  
C:0 ,M:100, B:0  
NCS S 0585-Y80R

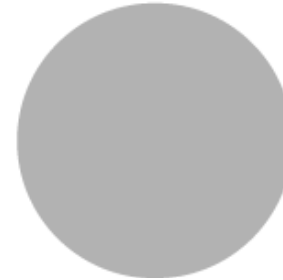
# Colour palette

## Secondary colour

- Our secondary colour palette complements the red and white.
- It is a greyscale and must be used as support on texts and elements that do not need to be highlighted.



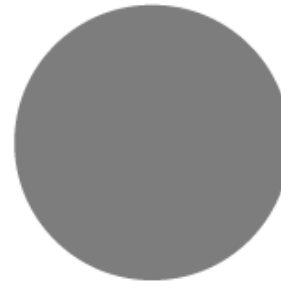
Pantone Cool Grey 1 C  
C: 0, M: 0, Y: 0, B: 10  
R: 244, G: 244, B: 244



80% Pantone Cool Grey 7C  
C: 0, M: 0, Y: 0, B: 30  
R: 178, G: 178, B: 178



Pantone Cool Grey 7 C  
C: 0, M: 0, Y: 0, B: 40  
R: 149, G: 149, B: 149



80% Pantone Cool Grey 11C  
C: 0, M: 0, Y: 0, B: 55  
R: 125, G: 125, B: 125



Pantone Cool Grey 11 C  
C: 0, M: 0, Y: 0, B: 70  
R: 110, G: 110, B: 110

# Colour palette

## Background colours

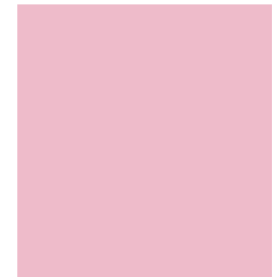
- The background colours are only to be used as background.
- These colours are used consistently throughout the websites to bring fun, joy and warmth.



C:45, M:11, Y:43, B:5  
R:151, G:185, B:156



C: 25, M: 0 Y:4, B:20  
R: 173, G: 199, B:209

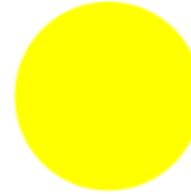


C:5, M:35, Y:10, B:0  
R:238, G:187, B:202

# Colour palette

## Accent colour

- The accent colours are to be used to highlight and enforce our information and decoration.
- These colours are only to be used in content as diagrams, illustrations, pictures, etc.



Pantone Yellow C  
C:0, M:0, Y:100, B:0  
R:255, G:255, B:0



Pantone 382 C  
C: 20, M:0, Y:100, B:0  
R:207, G:230, B:0



Pantone 360 C  
C:50, M:0, Y:100, B:0  
R:132, G:195, B:0



Pantone 7482 C  
C:85, M:15, Y:100, B:0  
R:46, G:130, B:30



Pantone 2925 C  
C: 70, M:15, Y:0, B:0  
R: 77, G: 161, B: 204



Pantone 2746 C  
C:100, M:100, Y:0, B:0  
R: 2, G: 11, B: 123



Pantone 2767 C  
C:100, M:100, Y:25, B:25  
R: 5, G: 2, B: 72



Pantone 2597 C  
C:80, M:100, Y:0, B:0  
R: 59, G: 7, B: 128



Pantone 7656 C  
C:50, M:100, Y:0, B:0  
R:128, G:15, B:128



Pantone 675 C  
C:25, M:100, Y:0, B:0  
R:183, G:23, B:128



Pantone 198 C  
C:0, M:100, Y:20, B:0  
R:242, G:30, B:100



Pantone 7533 C  
C:50, M:100, Y:85, B:70  
R:39, G:2, B:6



Pantone 477 C  
C:30, M:70, Y:80, B:65  
R:62, G:25, B:11

# Examples of colour usage

## Primary & secondary colours

- Are used consistently throughout the websites; in navigation, headlines, bullet points, search function etc.
- These colours can be used as background and font colour.
- The red color should always appear in small amounts on each page.

The screenshot shows the Cloetta website homepage. The navigation bar includes: About Cloetta, Governance, Markets and brands, Sustainability, Investors, Media, Contact, and Career. The main content area is divided into several sections:

- About Cloetta** (with a red arrow): Includes a photo of people celebrating and a paragraph: "Cloetta is a proud provider of joyful moments – our brands and products bring fun and joy to memorable occasions. We are convinced that our consumer focus is the basis for Cloetta to grow and our brands to flourish." Below it is a "Read more" link.
- Cloetta in brief**: Includes "Purpose and values", "Strategic priorities", and "The market" (with sub-points: Consumption patterns, Drivers in the surrounding world, Consumer trends).
- Our business**: Includes "Product development", "Purchasing", "Manufacturing" (with sub-point: Production facilities), "Customer", "Consumer", and "Organisation".
- History** (with a red X icon): Includes "The history of Ahlgrens bilar", "The history of Jenkki", "The history of Kexchoklad", "The history of Låkerol", and "The history of Venco".
- Glossary**

The screenshot shows a "Words from the President" article. The navigation bar is the same as in the previous screenshot. The article title is "A year of rebound in sales and improved profitability".

**How would you summarise the year 2021?**

In short, I would say that we managed to deliver a bounce back from 2020 – thanks to hard work, strong marketing initiatives and our focus on innovation and brand development.

I was particularly pleased to see that we were successful in our efforts to bring organic sales of Branded packaged products to above 2019 levels. This was achieved mainly through successful marketing, strategic innovations, such as fruit-based candy and Kexchoklad Vegan, as well as a further focus on sales fundamentals. I was also delighted to see that our actions taken in the Pick & mix business during the year yielded results, where our margin-enhancing initiatives brought the segment close to break-

We also have a responsibility to be prepared for future demands and to evaluate new paths, including packaging, products with less or no sugar, fulfilling demand for transparency and portion control among other things.

attended from their home offices simultaneously. It was encouraging to see how each and everyone contributed as One Cloetta.

**Any specific joyful moments during the year?**

The Halloween media campaign that the Pick & mix team launched with the video on demand service SF Anytime. I was proud of our people who put that together through hard work. It moved me to see the result after extraordinary efforts.

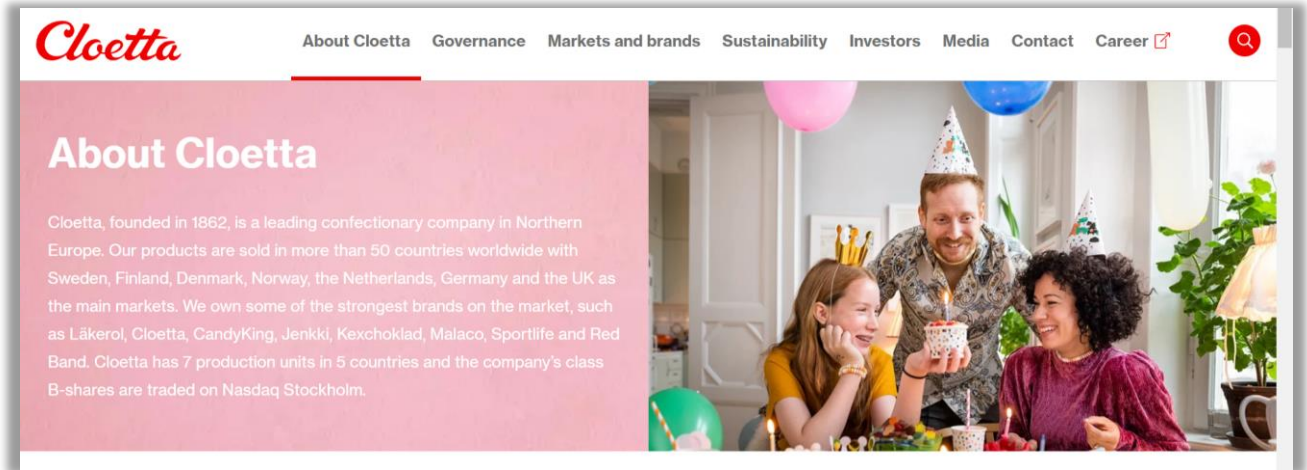
From a personal point of view, a joyful moment was in September when the whole Group Management Team of Cloetta met for the first time in 1.5 years. It showed the importance of meeting each other in person, and it also reminded me of what we bring

**Our more ambitious sustainability agenda will be**

# Examples of the use of colours

## Background colours

- These colours are used consistently throughout websites and in reports to bring fun, joy and warmth.
- To be used especially as a background colour in PPT and graphs etc.
- Not recommended to use as text.



# Examples of the use of colours

## Accent colours

- To be used only in content such as diagrams, illustrations, graphs, etc. in small quantities.
- Accent colours can be used to a reasonable extent for highlighting.

