ELISA INDUSTRIQ

Brand Guidelines

Timeline

2025 - Year of Transformation

Brand implementation lead by Elisa Industriq marketing heads. Continuous brand improvements will be done 2025 and brand guidelines will be updated as we move forward.

As we deploy, we will find need to clarify the brand identity. Please, always check for the latest version of the guidelines.

APRIL
Elisa Industriq Hannover Messe

MARCH 6
Capital Markets Day

APRIL
sedApta UK becomes
Elisa Industriq UK

MAY
Atomos Hyla becomes
Elisa Industriq Italy

MAY/JUNE
New website launch

SEPT
Elisa Polystar

OCT
CalcuQuote, sedApta

NOV
camLine

Table of content

Ambition
To be a Go-to Brand

Our ambition is to grow by delivering digital solutions that meet our customers' needs while driving a sustainable future through digitalisation.

Built on deep industrial knowledge, cutting-edge AI innovation, and the expertise of our people, Elisa Industriq aims to become a trusted partner and driving force for our customers' success.

Our goal is clear:
To be the go-to brand in operational intelligence and the partner of choice for the industries we serve.

Brand Foundation

Elisa industriq is a sub-brand of Elisa with its own visual identity.

Elisa IndustriQ unites the strngths of its specialised business units - sedApta, DES, Polystar, camLine and CalcuQuote - each retaining its expertise while contributing to a cohesive and trusted presence. Together, through a shared visual identity, we deliver exceptional value, positioning ourselves as a leader in digital transformation.

Business Units

Offers
What our business units deliver

sedApta
Supply Chain Planning for Manufacturers

DES
Distributed Storage for Energy Users

Polystar
Automated Assurance Solutions for Telco

camLine
Software Solutions for Manufacturers

CalquQuote
Procurement for Electronics Manufacturers

Elisa Industriq

Brand ambition
Our aim for the brand

The **Go-To Brand** for software solutions that drive customer's success in target industries, globally!

Brand essence
What we align around

Driving sustainable growth through Operational Intelligence

Elisa

Mission
Our reason for being

A Sustainable Future Through Digitalisation

Vision
Our long-term ambition

We are the global benchmark for generationg value in communication and digital services

Values
Our cultural compass

We create value for the customer - We take responsibility - We succeed as a team - We deliver results - We grow and develop fearlessly

Brand Persona
The Guide

A brand persona is essential as it defines who we are beyond the products and services we offer. It serves as a guiding framework, ensuring consistency in how we communicate, behave, and engage with our audience.

Elisa Industriq embodies the Guide persona. The Guide is a trusted advisor who combines deep knowledge with practical wisdom. Our purpose is to illuminate paths forward, sharing insights that transform complex challenges into clear opportunities—building long-lasting partnerships based on expertise, trust, and meaningful collaboration.

This persona is reflected in both our verbal and visual communication through our CLEAR framework.

The CLEAR framework ensures our Guide persona informs communications that are confident, wise, straightforward, and focused on providing valuable direction—consistently reflecting who we are as Elisa Industriq.
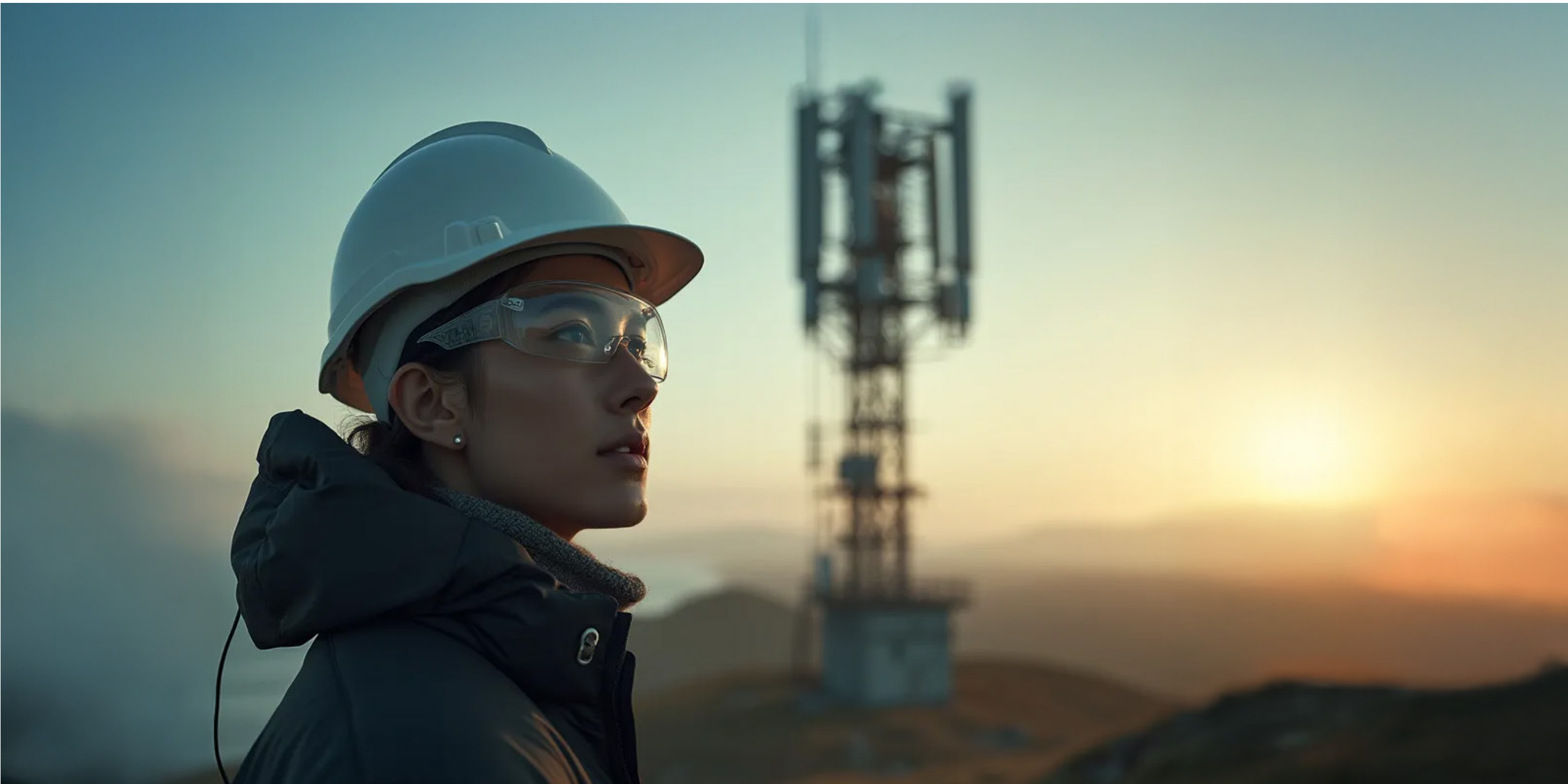
Customer-focused
We put customer success at the center of everything we do, advocating for their needs and focusing on outcomes that deliver genuine value to their business.

Lucid
We articulate complex ideas with clarity and precision, making sophisticated concepts accessible through concrete examples and straightforward explanations.

Engaged
We actively participate in our customers' journeys, demonstrating commitment through attentive listening, responsive action, and authentic involvement in their challenges.

Approachable
We share our deep expertise in welcoming, friendly ways that invite conversation and collaboration, ensuring everyone feels comfortable working with us regardless of their technical background.

Relevant
We earn trust through consistent delivery of practical guidance that directly addresses business challenges, focusing on what matters most to create sustainable value.

Brand Identity

Built on 8 elements

Our brand identity is built upon eight key elements:

· Tone of Voice
· Colors
· Aurora Pattern
· The Line
· Typography
· Dynamic Logo System
· Message-driven Imagery
· Motion Graphics

These elements are designed to work harmoniously, either together or in various combinations. Depending on the application each element play a different role ensuring flexibility while maintaining a cohesive brand expression.
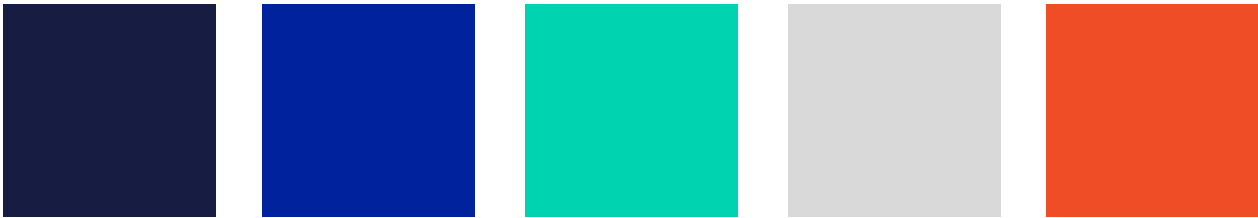
The Aurora pattern

Message-driven imagery

Dynamic logo system

ELISA INDUSTRIQ

CalcuQuote
ELISA INDUSTRIQ

sedApta
CalcuQuote

Colors

The line

Typography

Abcdefghijklmnopqrstuvxyz
123456789!

Tone of voice

Words of Wisdom

Motion graphics

7

Tone of Voice
Concept

A strong brand speaks with clarity, depth, and purpose. At the heart of Words of Wisdom is the ability to explain complex operational challenges in a way that is simple, engaging, and valuable.
True wisdom is not about using difficult words - it's about making difficult things easy to understand and act upon.

Our expertise is most powerful when it translates into practical business value for our customers. Whether in a single statement or a detailed explanation, our words should always illuminate possibilities, clarify decisions, and turn abstract concepts into tangible outcomes.

In every interaction our voice should inspire trust, demonstrate expertise, and guide others toward deeper understanding.
We don't overwhelm with complexity - we make sense of it together. With Words of Wisdom, we ensure that every message resonates - not just as information, but as guidance that drives measurable results.
"Operational Intelligence" is a perfect example of our straightforward tone. It is a simple, clear expression of what we do: operational, because we are grounded, hands-on, and focused on where business truly happens; intelligence, because we bring insight, technology, and expertise to make operations smarter. There is no clearer way to describe what we stand for and no better way to put wisdom into action. Simply, Words of Wisdom.

Sustainable Growth
By bringing operational intelligence to our customers we help their sustainable growth

Tone of Voice
Writing Rules

For brand names, we write Elisa Industriq (not ELISA INDUSTRIQ or Elisa IndustrIQ) and Polystar (not POLYSTAR). For some of our business unit brands, we maintain their traditional spelling to leverage recognition: sedApta, DES, camLine, and CalcuQuote.

We use American English in all brand communications to ensure consistency across all markets. Please follow American spelling conventions (e.g., color instead of colour, organization instead of organisation).

We write in upper/lower case since it enhances readability and sets a friendly tone.
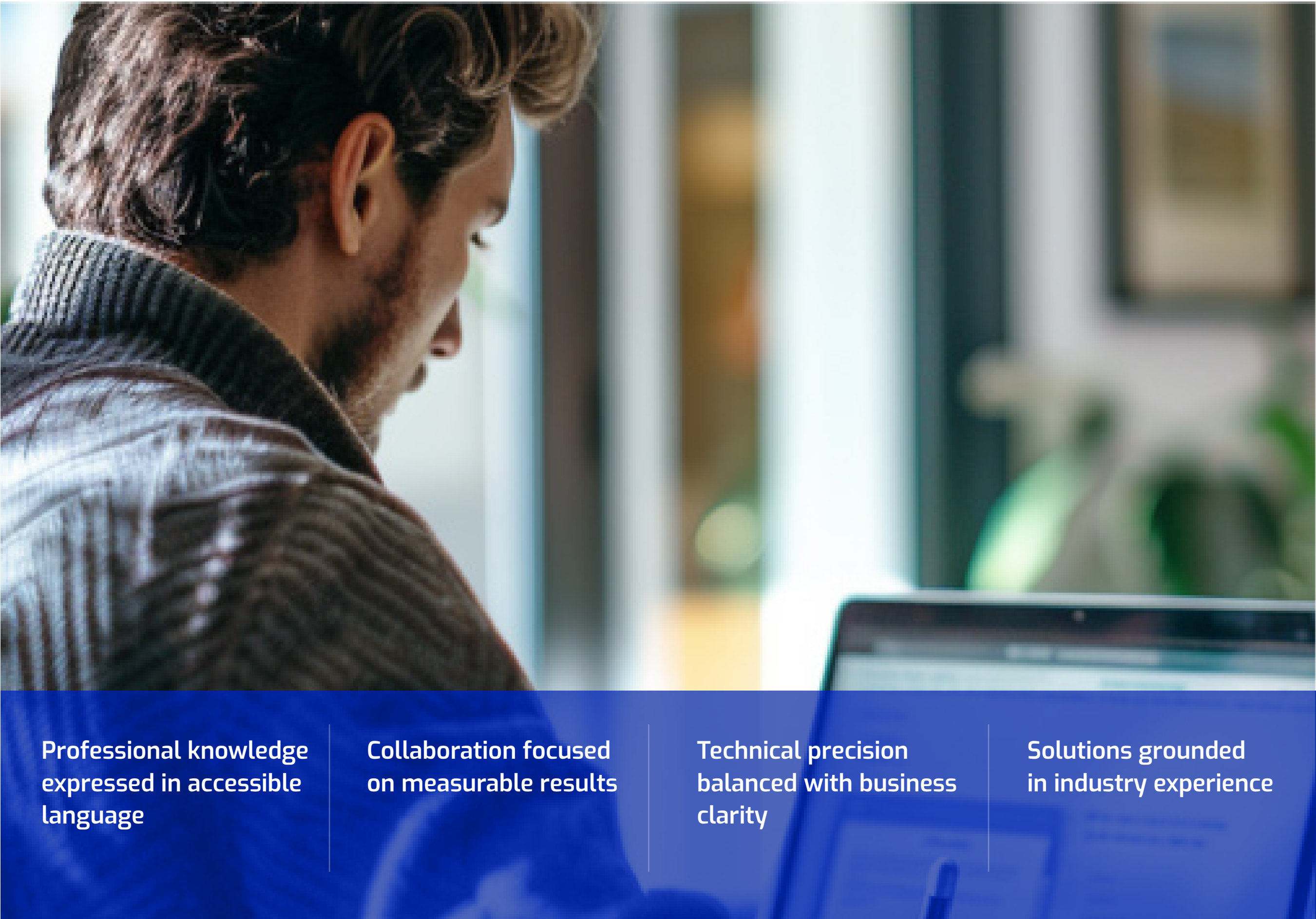
Professional knowledge expressed in accessible language

Collaboration focused on measurable results

Technical precision balanced with business clarity

Solutions grounded in industry experience

Aurora
Background Pattern

The Aurora Pattern is inspired by the Nortern Lights and their ever-changing nature. Much the trillions of particles that create the auroras, each contributing to the larger spectacle, the pattern symbolizes the countless data points that drive intelligence in our business.

The experience of the pattern is always transforming - never the same. Just like the Northern Lights, and just like the ever-growing streams of data that fuel our intelligence.

The pattern transitions from deep blue to various colors and shades, reflecting constant movement and evolution.
To maintain this sense of dynamism, we encourage the use of difference cropped sections of the pattern, balancing light and dark, diverse colors and fluid motion.

The pattern exists in a dual theme - light and dark, as well as motion and still. Each still application should feel like a captured frame of transformative light, ensuring that even static visuals embody the essence of our brand in motion.

Dark Patterns
Blending Elisa Dark Blue with Elisa Blue and Aurora Green for a glowing aurora effect

Light Patterns
White and Infinite White ensure readability and sophistication

Aurora

How it works

By carefully selecting sections of the pattern, we create a harmonious and ever-evolving expression of our visual identity.

Colors
Our Brand Color Palette

Our colors are inspired by the Northern Lights and chosen to work well together with both our dark and light aurora color schemes.

Elisa Dark Blue represents the deep Arctic night sky providing a strong background foundation for dark mode applications. Elisa Dark Blue is also used for most texts.

Elisa Blue is our lead brand color - a bold representation of the Elisa mother brand. It reflects the rich blues of the Arctic night sky and serves as our default color for buttons, highlights, and primary call-to-actions. When only one color can be used, Elisa Blue is the top choice.

Sky Red is our accent or "kick" color. It is used selectively to inject energy, spark attention, and add contrast. Whether highlighting key content or adding vibrancy to layouts, Sky Red helps make things pop.

Aurora is a vibrant teal green reminiscent of the glowing aurora, perfect for highlighting design objects in a layout.

Infinite White represents the daylight and can be used for typography against dark backgrounds. Infinite white works also well for color panels in different shades together with dark typography.

In addition to our core brand colous, **Black** is used for strong contrast and high-impact layouts, while **White** ensures clarity and legibility in lighter environments.
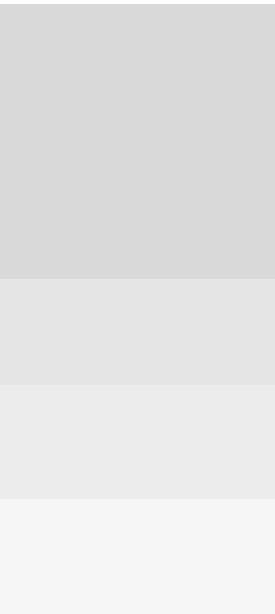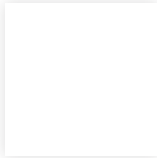
Elisa Dark Blue	**Elisa Blue**	**Aurora**	**Infinite White**	**Sky Red**	**White**	**Black**
HEX #171C43	**HEX** #00239D	**HEX** #00D3AF	**HEX** #D9D9D9	**HEX** #E74011	**HEX** #FFFFFF	**HEX** #000000
CMYK 95.72.15.67	**CMYK** 100.80.0.0	**CMYK** 55.0.38.0	**CMYK** 14.11.11.0	**CMYK** 4.89.100.0	**CMYK** 0.0.0.0	**CMYK** 0.0.0.100
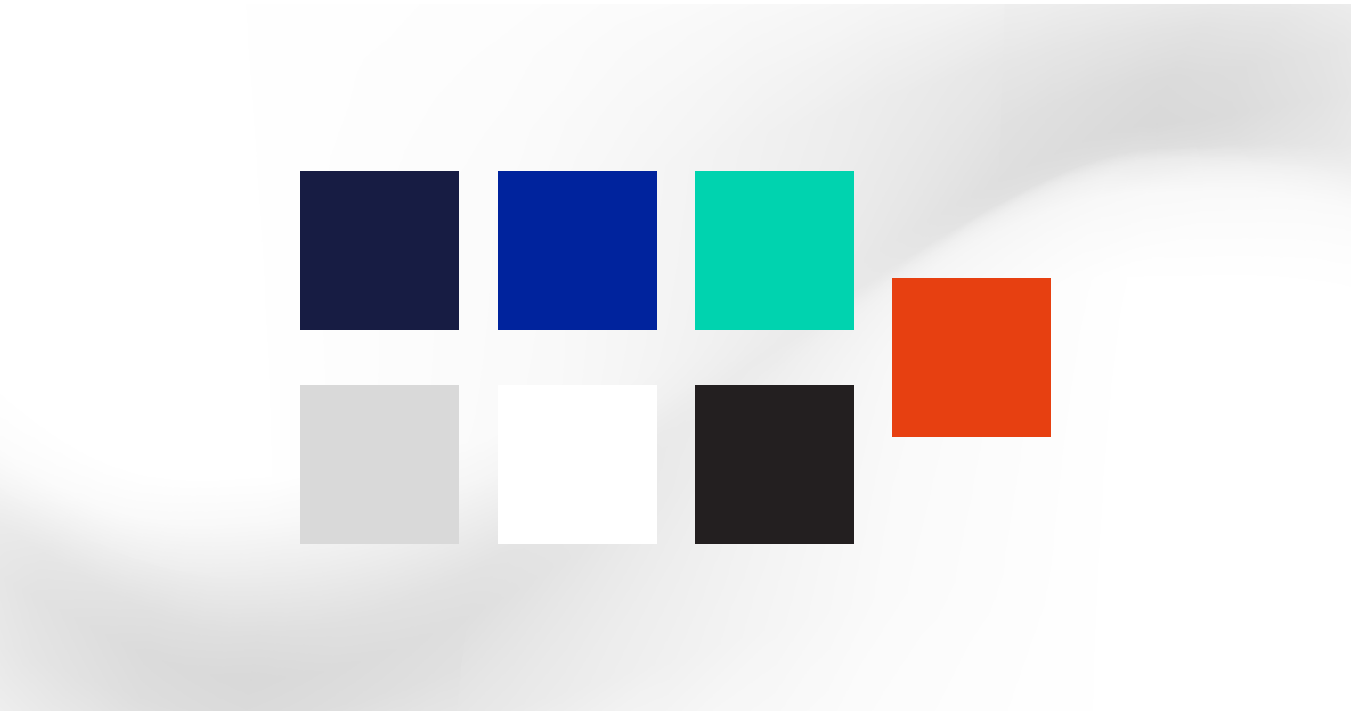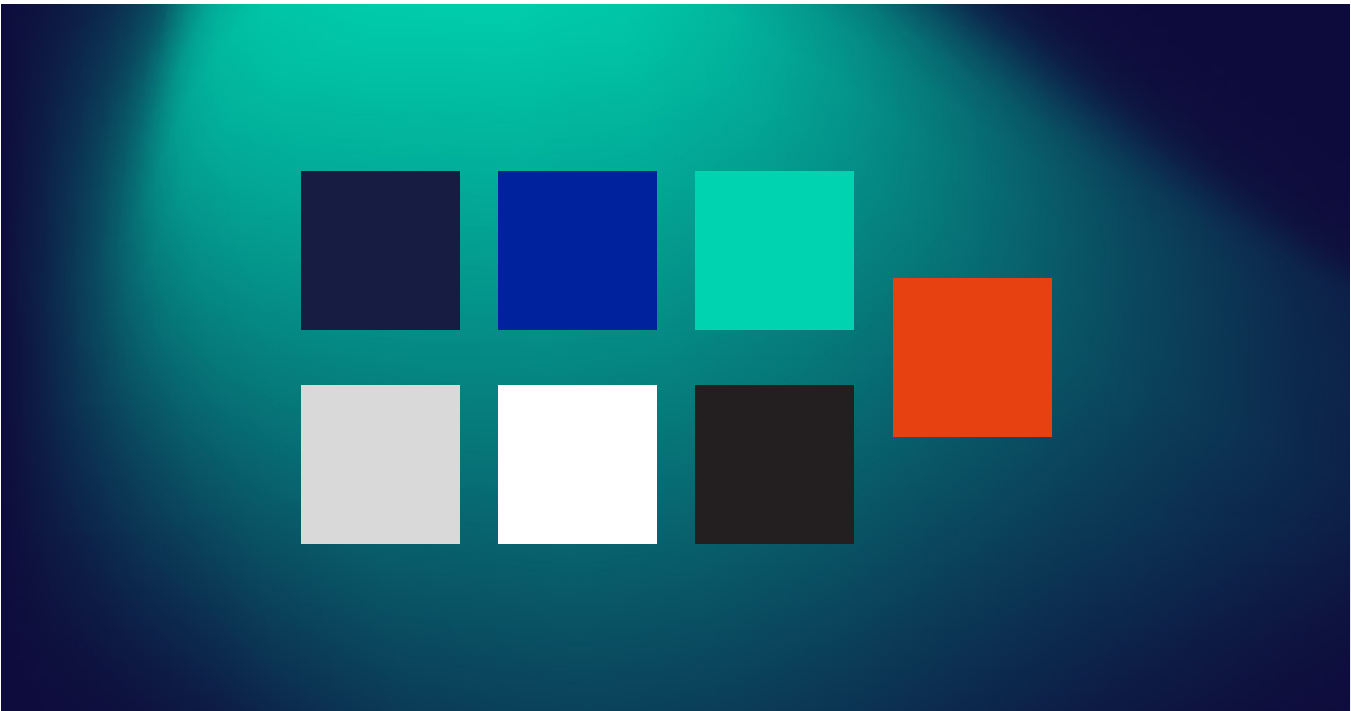
2.7 Identity Elements
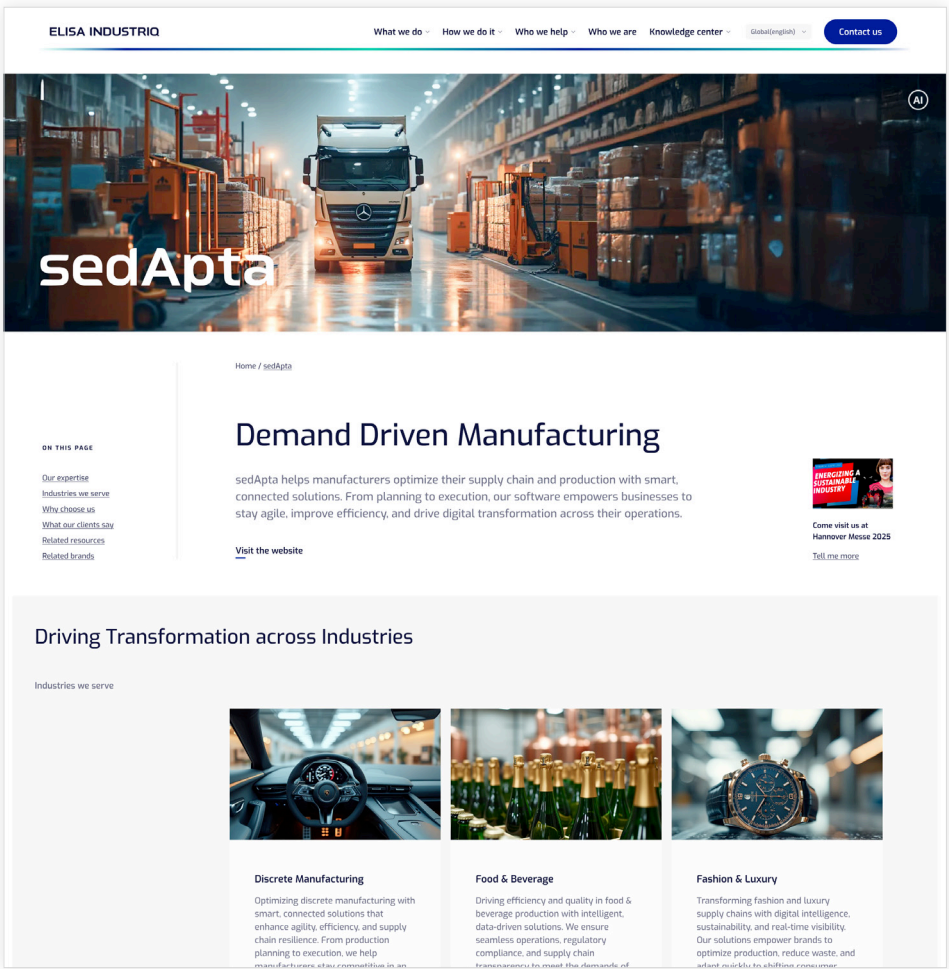
Colors
Color Harmony

Our color palette is designed to work in harmony—each shade playing its part without overwhelming the others. Together, they express calm confidence and clarity. Deep blues convey wisdom and stability, while brighter tones like Aurora and Sky Red introduce subtle energy and momentum.

Used thoughtfully, these colors create a balanced, sophisticated aesthetic that reflects our role as a trusted guide.
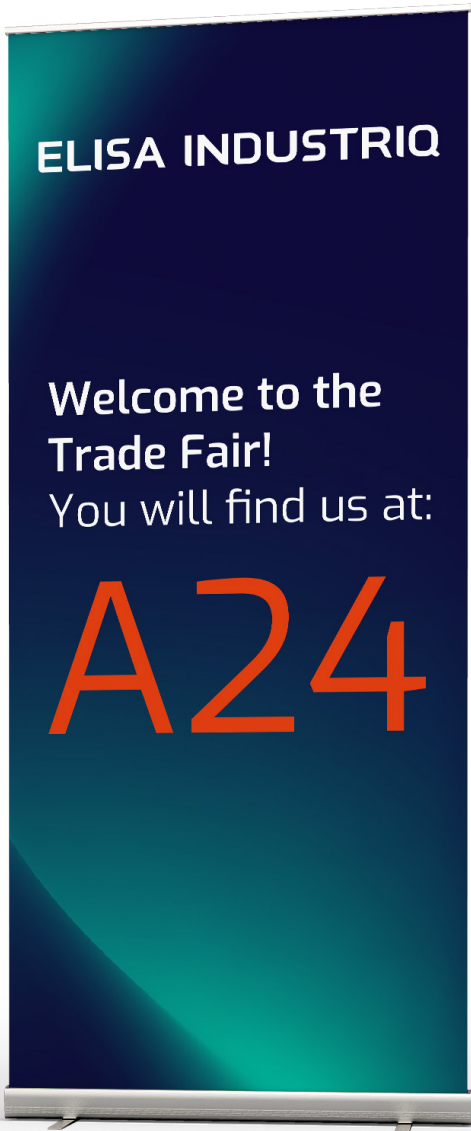

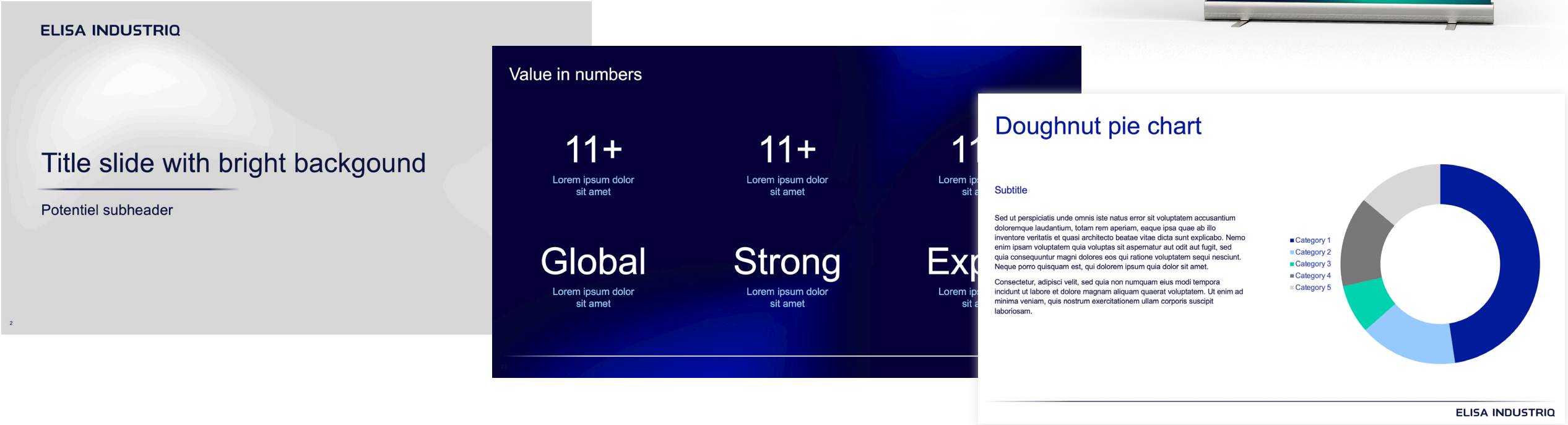PowerPoint

Logotypes
Presentation

Our logotypes can be reproduced in Elisa Dark Blue or White. If color reproduction is not possible due to technical limitations or monochrome printing, the logo may be used in 100% black as an exception.

The logo must never be placed on backgrounds that impair legibility.

To preserve recognition and continuity, we have retained the mixed-case spelling from the past. It is a subtle reminder of where we come from, and an important part of our brand heritage.

ELISA INDUSTRIQ

Business unit brands
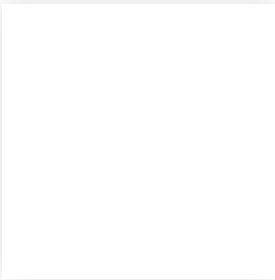
CalcuQuote
camLine
DES
POLYSTAR
sedApta

Logo colors

Elisa Dark Blue	White	Black
HEX #171C43	**HEX** #00D3AF	**HEX** #000000
CMYK 95.72.15.67	**CMYK** 0.0.0.0	**CMYK** 0.0.0.100

Logotypes
Our Dynamic Logo System

Our logo system is dynamic and flexible, designed to express the idea of unity and the evolving relationships between our business unit brands and Elisa Industriq. It allows us to visually demonstrate how we operate as one - distinct in expertise, yet united. The system is built to grow with us, enabling new brands to integrate seamlessly without disrupting the overall brand structure.

Business Unit brands never appear alone - Elisa Industriq must always be present. The two entities can be shown side by side, or in a lock-up when it is especially important to emphasize our unity. In lock-ups, the business unit brand appears above the line and is scaled 20% larger than the Elisa Industriq logo below, signalling both its specialised expertise and its role within a unified group.

The system is also designed to support co-branded applications, ensuring alignment and clarity when used alongside partner brands.

Standalone logo

ELISA INDUSTRIQ

Business Unit Brands precence together

ELISA INDUSTRIQ
CalcuQuote
camLine
DES
POLYSTAR
sedApta

Please note: business unit brands never appear alone. Elisa Industriq must always be present

Elisa Industriq and Business Unit Brands together

CalcuQuote
ELISA INDUSTRIQ

As logo in the Elisa lock-up
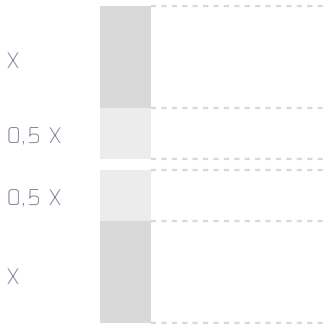
ELISA INDUSTRIQ

# CalcuQuote

Together on application

Logotypes
Partner Program logos

Partner program names are always typeset in Exo Regular and appear in Elisa Dark Blue or White. The layout follows a strict grid to ensure alignment and maintain consistent spacing across applications.
The Line acts as a divider between the Elisa Industriq logo and the partner program name.

X

0.5 X

0.5 X

X

ELISA INDUSTRIQ
Program Name

X

0.5 X

0.5 X

X

0.5 X
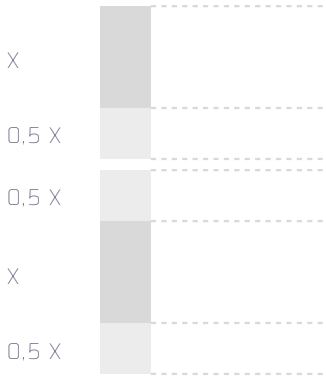
ELISA INDUSTRIQ
## Program Name
Two Lines

Logotypes
Co-Branding

Co-branding layouts follow the same visual system. Logos are placed at equal height above the Line and spaced consistently to ensure visual balance. The layout can adapt to different types of relationships:

· *Equal Terms* – All logos appear with equal prominence and size.

· *Elisa Hosting* – Elisa's logo is given greater emphasis.

For longer additional logos, the Line may be extended to preserve balance without disrupting proportions.

Treat the co-branded logos in the same way as we would like others to treat our logo.

X

0.5 X

0.5 X
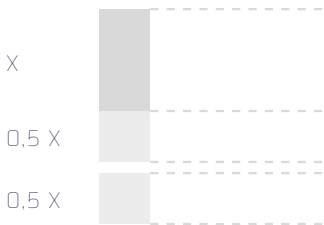
ELISA INDUSTRIQ

LOGO

X

Logotypes
Social Media Icons

On platforms like LinkedIn and YouTube, it's important that our brand is instantly recognisable - even at small sizes on smartphone screens. For this reason, we use a simplified brand mark as our profile image: the "E" from the Elisa Industriq logo on top of Aurora pattern. The patterns can be cut in different ways, creating multiply variations of the final image.

This mark is clean, distinctive, and optimised for digital use. It ensures strong visibility and consistent recognition across our social media presence, helping the brand stand out in crowded feeds and remain identifiable at a glance.
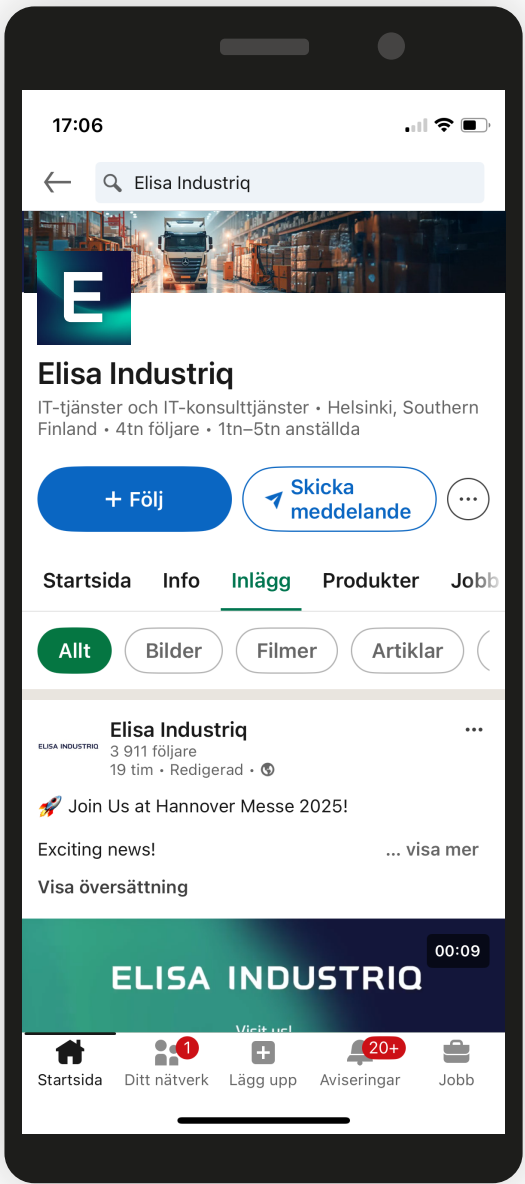
Logotypes
Exclusion Zone

The exclusion zone is the minimum area around the logo that must be kept free from other graphic elements. This is to ensure that the logo is reproduced clearly and legibly without interference from other visual devices.

ELISA INDUSTRIQ

CalcuQuote

ELISA INDUSTRIQ
Program Name
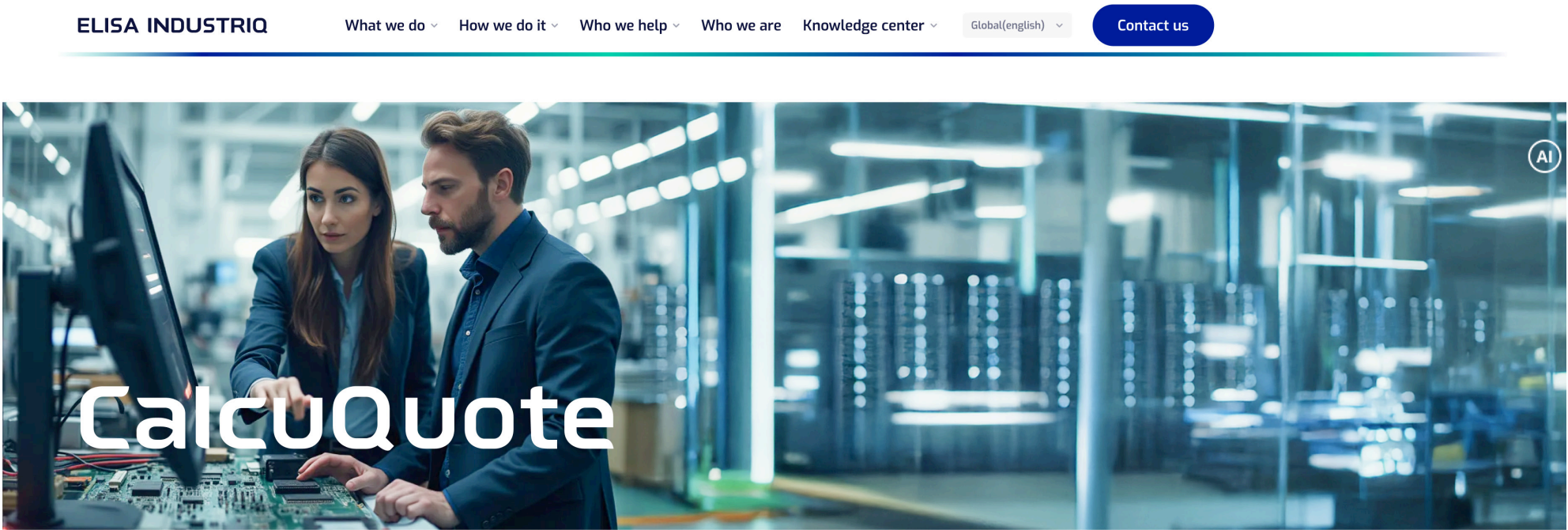
CalcuQuote
ELISA INDUSTRIQ

The Line

The Line is one of our core brand elements and serves as a visual divider. It exists in three versions: a full-color gradient, Elisa Dark Blue for light backgrounds, and white for dark backgrounds.

The Line should always appear thin and crisp, with softened edges to evoke a sense of infinity and flow. While it is used dynamically across applications, it should always remain horizontal.
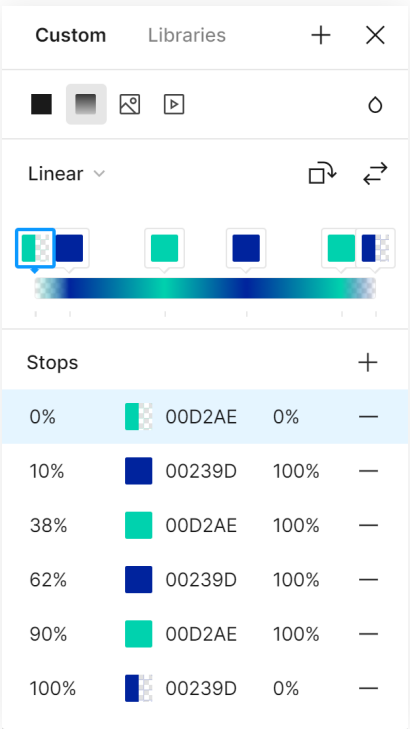
This element plays an important role in our brand expression; especially in logo lock-ups, presentation slides, and digital interfaces such as the website.

The line should start and end with the 10% segment going from solid color to transparency.

Web header - full color line

Gradient settings of the line

Stops			
0%	00D2AE	0%	—
10%	00239D	100%	—
38%	00D2AE	100%	—
62%	00239D	100%	—
90%	00D2AE	100%	—
100%	00239D	0%	—

Slide's footer - Elisa Dark blue line
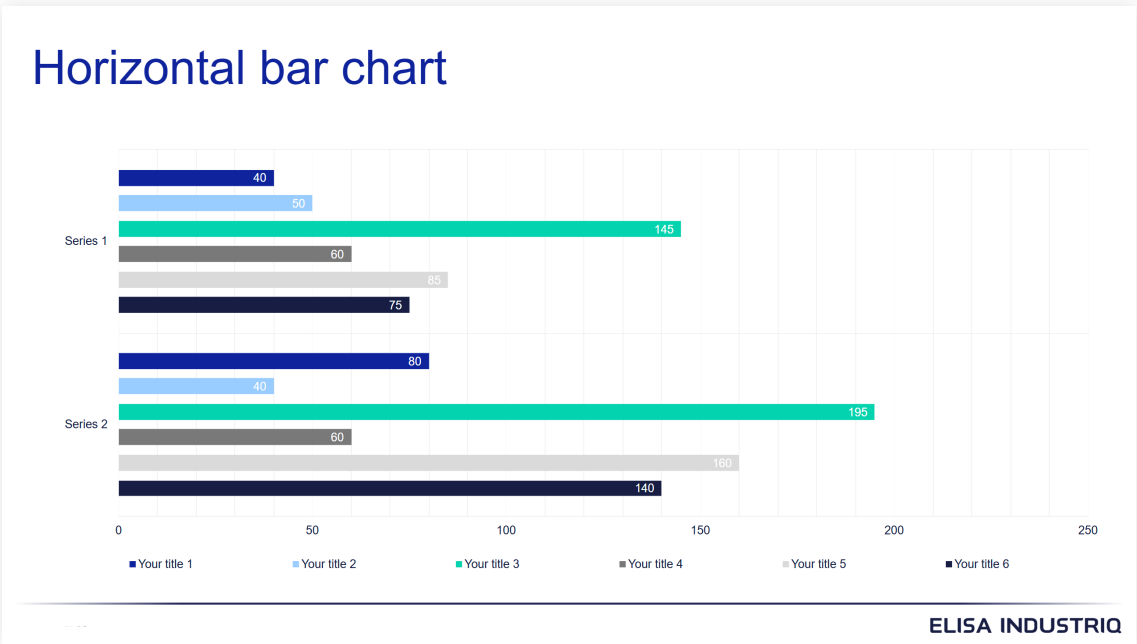
Logo lock-up for dark backgrounds - white line

Typography
Primary & secondary

The style of typography we use sets the tone for our brand. Our brand typeface is Exo, a clean typeface with modern lines balancing a tech-forward aesthetic with a calm sophistication, creating a sense of corporate elegance.

We use two weights: SemiBold and Regular. Exo is used for both headlines and sub-headings as well as for body copy.

In cases where our primary font, Exo, is unavailable - for example in MS environments such as PowerPoint - Arial serves as our fallback font. Arial ensures consistency and accessability across all platforms ans applications, maintaining a clean and professional apperance.

• Use Elisa Dark Blue for typography instead of Black.

• Exo is set with a generous line spacing. For example, this text is set with 11/15 pt.

• Typography scale is 1,5 - 2 to create a contrast between headings and sub-headings/body copy.

• Generally we Exo in upper/lower case since it enhances readability and sets a friendly tone. All caps texts are allowed as shorter headlines or dividers and only in smaller sizes. See examples through these guidelines.

Exo SemiBold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?&@

Exo Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn
OoPpQqRrSsTtUuVvWwXxYyZz
1234567890!?&@

Exo Semibold 7 PT
Trackning +50

Exo Semibold 30 PT
Trackning 0

Exo Regular 13/19 PT
Trackning 0

Exo Reular 9/14 PT Track-ning 0

Exo Semibold 9/14 PT
Trackning 0

2025-PRESENT

Demand Driven Manufacturing

sedApta helps manufacturers optimize their supply chain and production with smart, connected solutions. From planning to execution, our software empowers businesses to stay agile, imrove efficiency and drive digital transformation across their operations.

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis .

Tincidunt ut laoreet dolore magna
Aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue

tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobort nisl ut aliquip ex ea commodo consequat.

Message-Driven Imagery

Pictures with a Purpose

Our imagery is always paired with a clear and purposeful message. Rather than being purely decorative, every image is carefully selected to support and strengthen our brand narrative, ensuring that it reinforces and amplifies our key messages.

We priotize real imagery wherever possible, as authenticity is key. However, when real images are not available, we use AI-generated visuals to maintain consistency and storytelling impact.

Our image categories, in order of priority:

1. Customers in action
Real scenarios (preferred: authentic images of customers engaging with our solutions).

2. Customers in action
AI-generated images (used only when real images are unavailable).

3. Industry setting without customers
(Contextual images that set the scene but do not feature people.)

We use semi-transparent color overlays to ensure text legibility when needed. Colors: Black, White, Elisa Blue, Elisa Dark Blue; Transparency levels: 50-85%.

Always mark AI-generated images with the Ai-symbol.

Sustainable growth

By bringing operational intelligence to our customers we help their sustainable growth

Cover overlay

Sustainable growth

By bringing operational intelligence to our customers we help their sustainable growth

Cover overlay

Ai

Sustainable growth

By bringing operational intelligence to our customers we help their sustainable growth

Always mark ai-generated images with the ai-symbol

Sustainable growth

By bringing operational intelligence to our customers we help their sustainable growth

Industry setting without customers

Motion Graphics
Transition Effects

The motion design reflects the Guide's persona qualities of clarity, expertise, and purposeful transformation, bringing the visual identity to life through fluid, deliberate transitions that demonstrate how we help customers navigate from complexity to solution.

Fluid movements
that reflect wisdom, clarity and calm transformation.

Smooth transitions
Movements are soft and natural, echoing the flowing gradients of the Northern Lights and emphasing a measured approach.

Directional movement
Forward, deliberate motions symbolize continious progress and thoughtful growth using slow fades and slides to reinforce confidence and composure.

Illumination effects
Subtle lighting effects emulate the glow of the Northern Lights, drawing attention to key elements in an understated, yet impactful way.

Focus & clarity
Gradual zooms and smooth transitions highlight specific content, ensuring a clear and focused presentation.
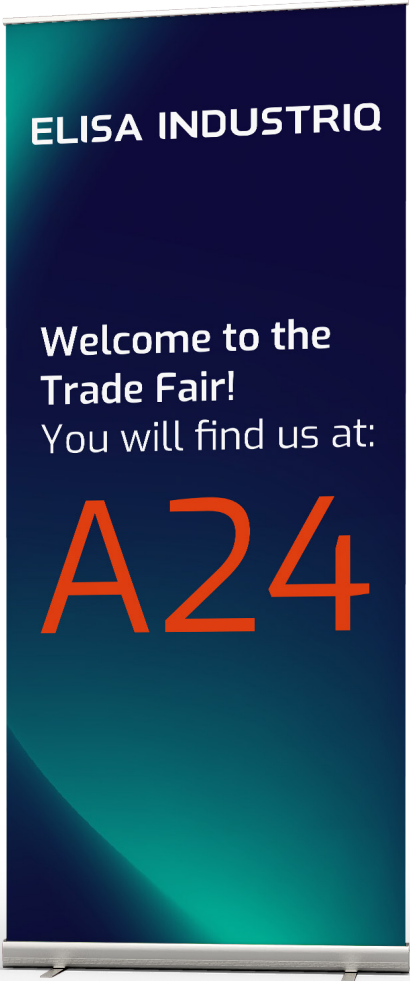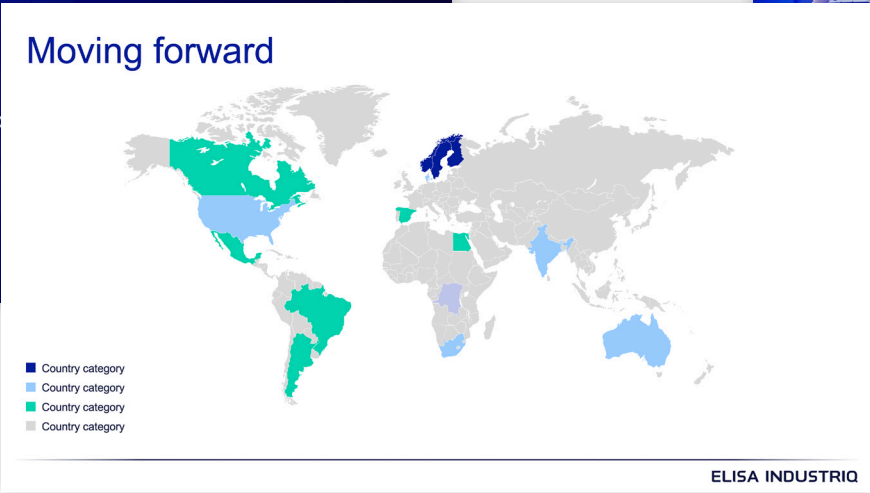
Calm pacing
Animations are moderate and deliberate, avoiding abrupt movements to maintain a composed and assured feel.

Fluid Motion Graphics

Example Applications

Production Standards

Preferred Toolset

Adobe Creative Cloud
Adobe Creative Cloud (Adobe CC) is our primary suite for design production. We use Adobe Libraries to manage and distribute design assets across tools and teams.

For video production, our standard tools are: Adobe Premiere Pro (for editing) and Adobe After Effects (for motion graphics and visual effects)

Digital Asset Management (DAM) – TBA
Our Digital Asset Management (DAM) tool for storing images and simple edits (e.g., cropping) will be finalized soon.

Figma
Figma is our standard tool for web and UI design.

Microsoft Office Suite
Word is our default tool for creating and editing text documents. PowerPoint is used for presentation development.