

☆☆☆
Swedish Match®

Corporate Identity

SENSE AND SENSIBILITY



Contact:
corporateidentity@swedishmatch.com

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OUR CORPORATE BRAND

How we look

A successful corporate brand transmits an immediate, positive message that is associated with the values of the company behind the brand. Swedish Match's brand is built on our core values. The brand should always be cherished and carefully nurtured. This manual is intended to help you to do so.

All our businesses are organized in one global structure. To be consistent and clear to all of our stakeholders, this is visualized in all communication through our corporate identity. This enables us to promote a strong, unified global image and profile.

Any exceptions to the guidelines in the corporate identity must be approved by Communications & Public Affairs. It's up to you to put the guidelines into practice - the responsibility is yours!

Sense and Sensibility

Our graphic profile portrays who we are, in color and in shape. It incarnates our values, our personality and our vision. We want our profile to illustrate the two sides of our brand: the rational and the emotional. The two opposites that make sparks fly. The confident, calm and competent, along with the curious, passionate and visionary. Our strong tradition along with our clear aim towards the future. Where we come from, and to where we are going. We have named our graphic profile Sense and Sensibility.

The colors that the profile is based upon are mainly blue and yellow. Those two primary colors are supplemented with elements of green and red. Our profile also contains the three stars.

BLUE is a color that is associated with reliability, quality and confidence. Also with calmness, profoundness and harmony.

YELLOW is usually associated with the sun. It stands for thought and enlightenment. Also for curiosity and pleasure. The color of gold. Yellow often symbolizes the future.

GREEN is the color of life. It is most often associated with renewal, nature and energy.

RED stands for warmth and passion. It is also associated with joy, leadership and willpower.

Those four colors constitute our palette.

Legal considerations

The use of the Swedish Match brand is subject to legal considerations that must be respected. The legal framework is important for protection and maintenance of our corporate brand.

THE CORPORATE BRAND

Swedish Match AB has the exclusive right to the corporate brand Swedish Match. This includes trademark rights and thus the right to grant licenses, among other things. Swedish Match AB has the ultimate legal responsibility for keeping the corporate brand intact and protecting it against infringement.

However, the practical responsibility is assigned to each individual unit within the Group – and therefore to each employee within a unit. This means that each employee must ensure that the Swedish Match logotype is used correctly, in conformity with the rules in this manual.

HOW CAN WE PROTECT OUR CORPORATE BRAND?

1. Monitor competitors and their advertising, scan newspapers and periodicals in order to identify infringements by competitors, and report any findings to Group Legal Affairs.
2. Refrain from initiating local proceedings or any other legal action without consulting Group Legal Affairs.
3. Maintain appropriate records of advertising campaigns and trademark usage.
4. Consult Group Legal Affairs if you have any questions regarding trademark usage, registrations, renewals, licenses, infringements, or any other legal matters concerning the brand.

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The color palette



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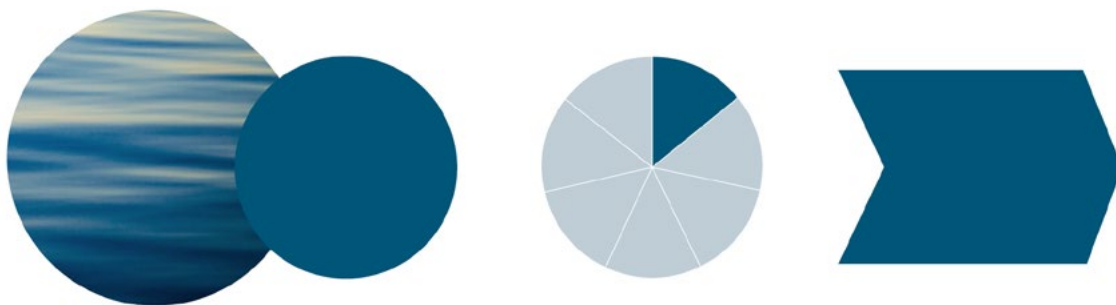
The blue corporate color

Swedish Match's palette mainly consists of a blue nuance, along with the complementary colors yellow, green and red. Our primary blue (PMS 7701) should be the dominant color in all communications, but it often needs to be complemented with one of our complementary colors.

The blue color is the same as our logotype color where Swedish Match is the sender.

Please note: The colors on your computer screen are not always consistent with PMS, CMYK or RGB charts. Therefore, when we use the colors, they must be specified with the appropriate color identification codes.

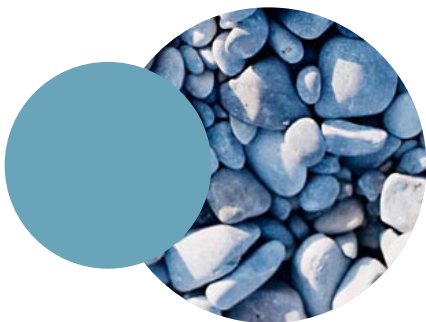
COLOR IDENTIFICATION CODES



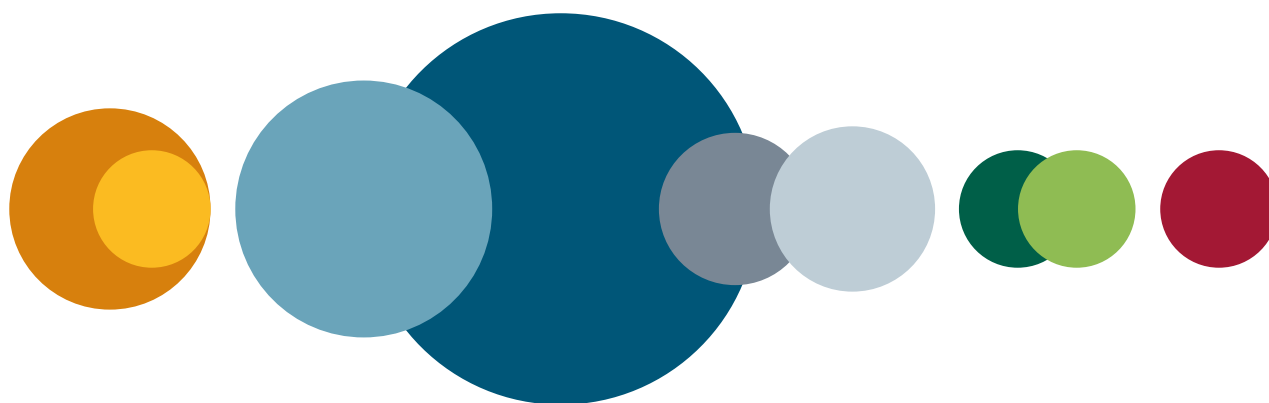
PMS	CMYK	RGB	HEX
7701	95/55/32/20	7/91/121	#075B79











Complementary colors

To supplement the blue corporate color, a set of complementary colors may be used. These colors are most appropriate as accents in charts and graphs, in lines and dots, and as highlighting for text. The usage of the colors may be changed exceptionally when the text pertains to a subject that requires a specific color.



COLORS



	PMS	CMYK	RGB	HEX
	7701	95/55/32/20	7/91/121	#075B79
	549	60/20/20/5	102/161/181	#66A1B5
	145	13/55/100/3	212/129/39	#D48127
	5455	30/14/14/0	179/197/206	#B3C5CE
	7544	55/37/30/13	110/128/140	#6E808C
	7409	0/30/90/0	248/177/52	#F8B134
	342	100/12/70/45	0/98/76	#00624C
	7489	50/0/80/5	130/189/96	#82BD60
	7427	25/100/70/20	153/27/55	#991B37
	Black	0/0/0/100	0/0/0	#000000

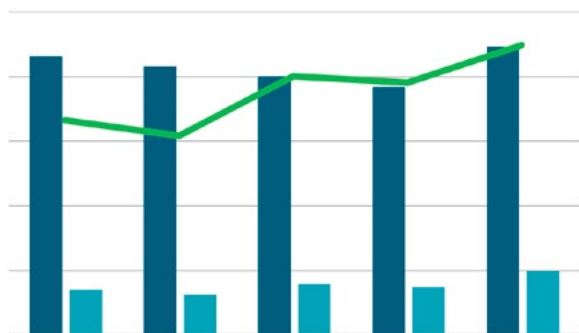
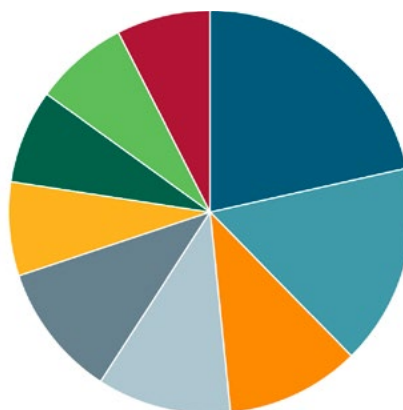
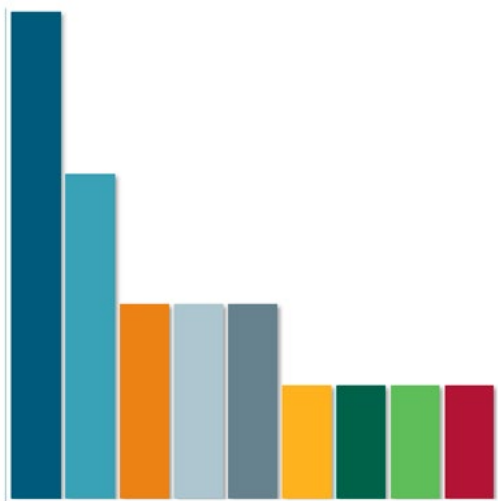
How to use Swedish Match colors

In general, our corporate blue should be primary and should be complemented by the lighter blue, for example in the headings and subheadings. The usage of the colors may in some projects and/or texts be used more freely, when it handles a subject that requires a specific color or when we want to express a special feeling, though it should not be any doubts who the sender is. For example, the dark green and light green may be used more.

CHARTS AND GRAPHS

Our corporate blue color must always be the primary color, while the other complementary colors can be used freely to create a more varied and fresh expression.

GRAPHS















Background boxes

The following colors may be used in background boxes. For some productions and units a faded background is required. Mainly on the web but also in PowerPoint and brochures.

These colors should be used in the following order.

FADED BACKGROUNDS

	PMS 549	PMS 7427	PMS 7544	PMS 7489
100%				
40%				
	RGB 200/221/231	RGB 200/203/210	RGB 241/205/162	RGB 213/228/191
20%				
	RGB 227/239/244	RGB 227/228/232	RGB 247/229/209	RGB 234/242/224

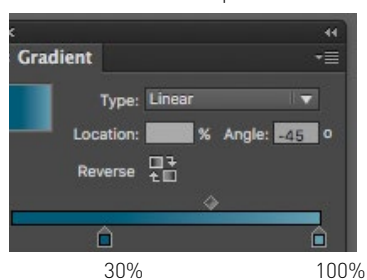
Swedish Match fading background

The fading background is foremost used as a complement to pictures and to create dynamic in text backgrounds. It is an important and iconic corner stone in the Swedish Match corporate identity.

FADED BACKGROUNDS



The fading is in a -45%-angle from PMS 7701 (CMYK 95/55/32/20) (RGB 7/91/121) (HEX #075B79), with 30% placement, to PMS 549 (CMYK 60/20/20/5) (RGB 102/161/181) (HEX #66A1B5) with a 100% placement.



Swedish Match®

Our logotype



Use of the logotype

Swedish Match is the corporate brand and, as such, a symbol of our corporate identity. The logotype is a fundamental visual device for identifying our corporate brand, because it serves as a common identifier.

Correct and consistent use of the logotype is crucial to unify and strengthen all communications from Swedish Match. The design of the logotype includes a specific typeface and defined proportions which may not be changed. The logotype may never be used in body text.

The Swedish Match logotype in its original format is essential as identification of the sender. The logotype should be placed in the upper left corner in all official material (print and web).

Clear space around the logotype

Our logotype is a strong symbol. But graphically, it is also sensitive and can easily be damaged. This is the reason why a clear space must be maintained around the Swedish Match logotype, a space that protects its integrity.

The purpose of the clear space is to enhance the effect by differentiating the logotype from all surrounding elements, so that it clearly stands out and is highly visible. The clear space must be kept free of other elements such as text, lines, images or other graphics.

! Please note that the stars never may be altered. The white/light side of the top point must always be on the left side – do not invert it.



The logotype and clear space

The clear space marks the smallest distance between the logotype and the margin, type area or other elements. (S) marks the smallest distance, but as often as possible, a larger clear space is preferred.

Logotype and background colors

The color of the Swedish Match logotype is PMS 7701 according to PANTONE® Matching System. The blue logotype should be placed on a white background. This is the original feature of our logotype. However, in certain cases, we need to adapt to given circumstances. Therefore, there are a few options to choose from for both print and web.



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White/light background

The Swedish Match logotype should be printed in PMS 7701 (CMYK 95/55/32/20) on a white/light background. This is the original feature of our logotype.

Corporate blue background

The second best alternative for our logotype, is when the colors are reversed, e.g. a white logotype on a blue background PMS 7701 (CMYK 95/55/32/20). Above color options should also be applied when placing logotype on pictures.



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Dark background

The second best alternative for our logotype, is when the colors are reversed, e.g. a white logotype on a blue. Only if it is impossible to print the logotype in corporate blue, a black or white logotype should be used. At all times, the highest possible contrast should be kept between logotype and background, e.g. a black logotype on a white/light background, or a white logotype on a black/dark background. Above color options should also be applied when placing logotype on pictures.

Logotype sizes

To ensure that the outline of the stars isn't perceived as too thin the logotype is available in two sizes.

Small = when the logotype width is maximum 35 mm.

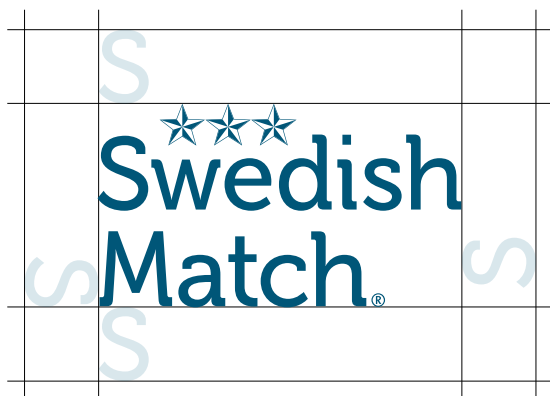
Large = when the logotype width exceeds 35 mm.

The trademark ® must be included in all printed material. In print, always use format Illustrator.eps for the logotype.

For Office use png-format. For websites, please consult with Communications & Public Affairs for best selection.

Secondary logotype

The two lined logotype should be used as rarely as possible. Only when it is a clear advantage to use the two lined logotype instead of the original Swedish Match-logotype, foremost on small units, e.g. applications for Iphone/Android or buttons on websites. The standard color options are applied to this logotype in the same way as for the original logotype.



The logotype and free space

The free space marks the smallest distance between the logotype and the margin, type area or other elements. (S) marks the smallest distance, but a larger free space is often preferred.

Swedish
Match®

Swedish
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Match®

Incorrect usage

Incorrect usage of our logotype undermines the strength of our corporate brand. It also diminishes the legal rights to our trademark and copyright, which is another reason why accurate application of the corporate identity guidelines are of utmost importance.

Please find below examples of incorrect usage of our logotype.

~~This is the ***
Swedish Match® logotype~~

~~***
Swedish Match® US DIVISION~~

~~***
Swedish Match®
Europe Division~~

~~***
Swedish Match®~~

~~***
Swedish Match®~~

~~***
Swedish Match®~~

~~Swedish Match®~~

~~***
Lights International~~



~~***
Swedish Match®~~

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Swedish Match®~~

~~***
Swedish Match®~~

~~***
Swedish Match®~~

~~***
Swedish Match®~~



This example is not allowed.
The stars never may be altered.
The white/light side of the top
point must always be on the left
side – do not invert it.

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Typography



Typography for printed communication

In this section, we make distinction between printed communications, carried out by a professional printer such as the annual report, and in-house, online productions, which are made by Swedish Match employees not having access to professional typefaces.

In Swedish Match printed communications, DIN and Minion are the typefaces that should be used. If printed matters for inhouse use are produced, such as diplomas and posters, and you do not have these typefaces on your computer, please contact: corporateidentity@swedishmatch.com

HEADINGS AND SUBHEADINGS

Continuity in headline typography creates a sense of distinctiveness. The headline should always start with capital letter, directly followed by lower case letters in DIN Pro Bold or DIN Pro Condensed Bold. You may also use only capital letters in the headings.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö0123456789**

DIN PRO BOLD – Used for headline and subheading

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö0123456789**

DIN PRO CONDENSED BOLD – Used for headline and subheading

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö0123456789**

DIN PRO MEDIUM – Used for thin headline, introduction text, short body copy e.g. advertising copy and bylines

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö0123456789

DIN PRO LIGHT – Used for short body copy, emphasis, quotes and bylines

*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÖ
abcdefghijklmnopqrstuvwxyzåö0123456789*

DIN PRO Italic – Used for emphasis, quotes and bylines

BODY COPY

Minion has the calm and steady flow required for body copy. In longer bodies of text, Minion should be used. For emphasis, you may use Minion Italic.

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö0123456789

MINION PRO REGULAR – Used for body copy, e.g. brochure

LINE SPACE

Line space is always larger than the character size. E.g. 9 pts. character size gives a 12 pts. line space. Text is normally written in 8-12 pts. Image text, captions, etc. is written in a character size smaller than body copy; 2 pts. to reach sufficient contrast.

RELATION BETWEEN CHARACTER SIZE AND LINE SPACE

8/10	At eum as ut aris explite stiissimusae molo repdi te cuptatae. Ximi, textra tur siat et idi consequas a nobit, eum lacatur, corro eium et queest quaer natur autecum quide llabo.	At eum as ut aris explite stiissimusae molrepdi te cuptatae. Ximi, textra tur sediat et idi consequas a nobit, eum lacatur, textra tur sediat et idi cnserro eium et eum as ut aris sediat tur sediat etidi conse quas a nobit, eum lacatur, textra tur.	10/12
9/11	At eum as ut aris explite stiissimusae molo repdi te cuptatae. Ximi, textra tur siat et idi consequas a nobit, eum lacatur, corro eium et queest quaer natur autecum quide.	At eum as ut aris explite stiissimusae molrepdi te cuptatae. Ximi, textra tur sediat et idi consequas a nobit, eum lacatur, textra tur sediat et idi cnserro eium et eum as ut aris sediat tur sediat etidi conse quas a nobit, eum lacatur, textra tur.	11/13
	At eum as ut aris explite stiissimusae molrepdi te cuptatae. Ximi, textra tur sediat et idi consequas a nobit, eum lacatur, textra tur sediat et idi cnserro eium et eum as ut aris sediat tur sediat etidi conse quas a nobit, eum lacatur, textra tur.		12/14

INDENTATION

New indentation is marked by a square indentation, equally large as the size of the typeface. E.g. 9 pt. text, 9 pt. indentation. See example below.

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Typography for Office and web

When producing documents and presentations in Office (Powerpoint/Excel/Word) and e-mail Arial should be used. Arial is a standard typeface in all PC- and Mac-computers.

For web: like for printed communications (see previous page), DIN should be used for headings, sub headings and short body text. In longer body text, Minion can also be used. If DIN and Minion are not available, Arial (see below) should be used as first choice, otherwise use the standard typography for the interface.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö0123456789**

ARIAL BOLD – Used for headlines in Powerpoint/Excel/Word and e-mail

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö0123456789

ARIAL REGULAR – Used for body text in Powerpoint/Excel/Word and e-mail

*ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö0123456789*

ARIAL ITALIC – Used for emphasis in Powerpoint/Excel/Word and e-mail

**ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö0123456789**

ARIAL NARROW BOLD – Used for headlines in Powerpoint/Excel/Word and e-mail

ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö0123456789

ARIAL NARROW REGULAR – Used for body text in Powerpoint/Excel/Word and e-mail

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Identity in use



Contact:
corporateidentity@swedishmatch.com

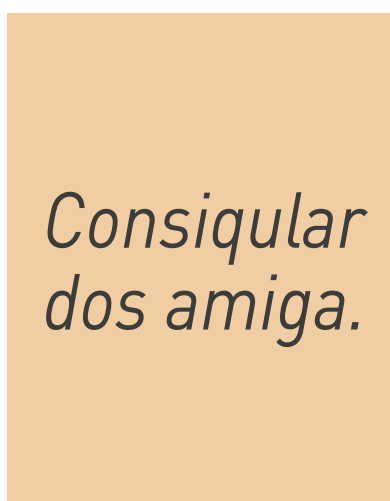
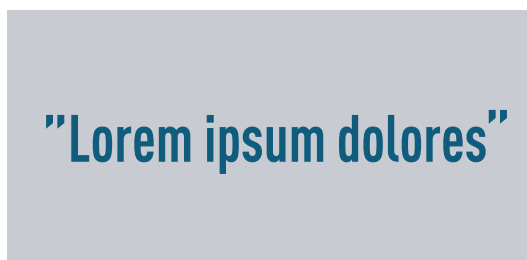
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Examples of usage

In this section, we discuss how to put the identity to use, in practical terms. Here, you will find examples of all types of units that the guidelines concern.

FADED BACKGROUND BOXES

Chose appropriate typeface color in order to contrast the background as efficiently as possible. Avoid light typeface colors on faded backgrounds.



IDENTITY IN USE

Advertisement

When producing advertisements with pictures, the Swedish Match blue background or the fading blue background should be used. For advertisements, the typography is DIN Pro Bold and DIN Pro Regular.



LARS DAHLGREN
President and Chief Executive Officer

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För mer information www.swedishmatch.com

Swedish Match.



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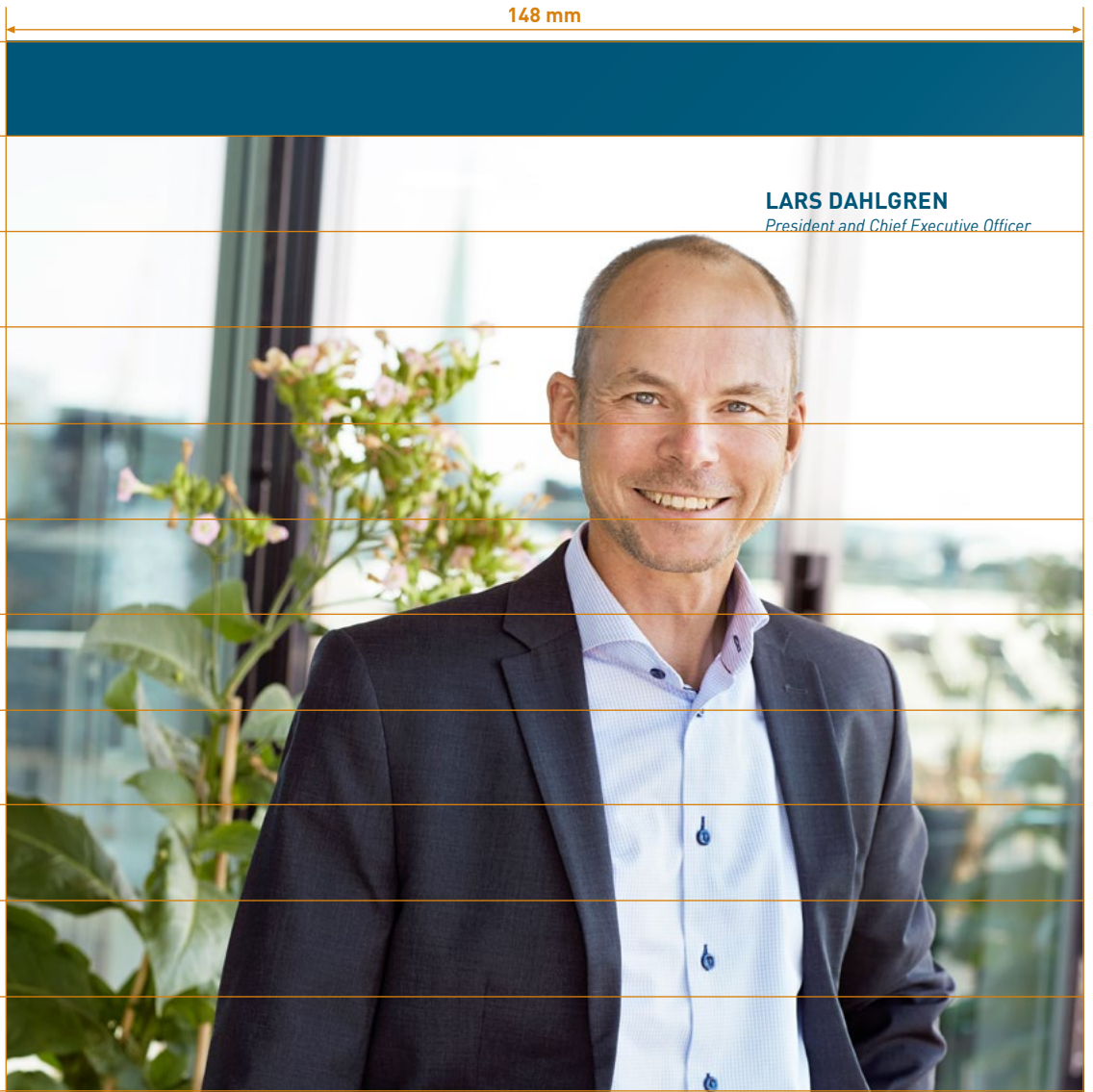
För mer information www.swedishmatch.com

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IDENTITY IN USE

Blue top
should be
1/16 of
ad high

148 mm



LARS DAHLGREN
President and Chief Executive Officer

LOREM IPSUM DOLOR – dolores sit amet conseqular

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För mer information www.swedishmatch.com



The faded "S" marks the minimum clear space

IDENTITY IN USE

Text advertisements

When producing text advertisements the Swedish Match blue background or the fading blue background should be used. For advertisements, the typography is DIN Pro Bold and DIN Pro Regular.

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SITAMENTE ADRE MASSIMO.
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SITAMENTE MASSIMO.
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Swedish Match

Minimum clear space

The faded "S" marks the minimum clear space

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DIN Pro Bold www.swedishmatch.com

Swedish Match

Examples – of typography and brochures

LOREM IPSUM

LOREM IPSUM DOLORES

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LOREM IPSUM
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LOREM IPSUM DOLORES
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LOREM IPSUM DOLORES SIT AMET
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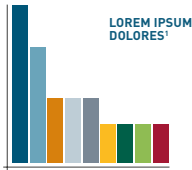
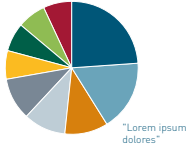
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We recommend the use of a colored corner as a chapter divider. The color of the corner must follow our palette, and the size needs to be adjusted to that the corner is discreet, but distinct.

To highlight a subheading, you can either use a line or a dotted line.

Selected sections of text may be highlighted using a box faded from transparent to 100%. Use colors specified in the "Background boxes" section.

DIN Pro Bold

LOREM IPSUM DOLORES

DIN Pro Condensed Bold

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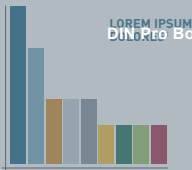
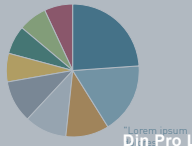
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DIN Pro Light
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IDENTITY IN USE

Brochures

When producing brochures, the logotype can be placed in any corner or centered in the top or the bottom. Pictures should be given maximum space.



1/4 of
advertisement
width



1/4 of
advertisement
width

Websites

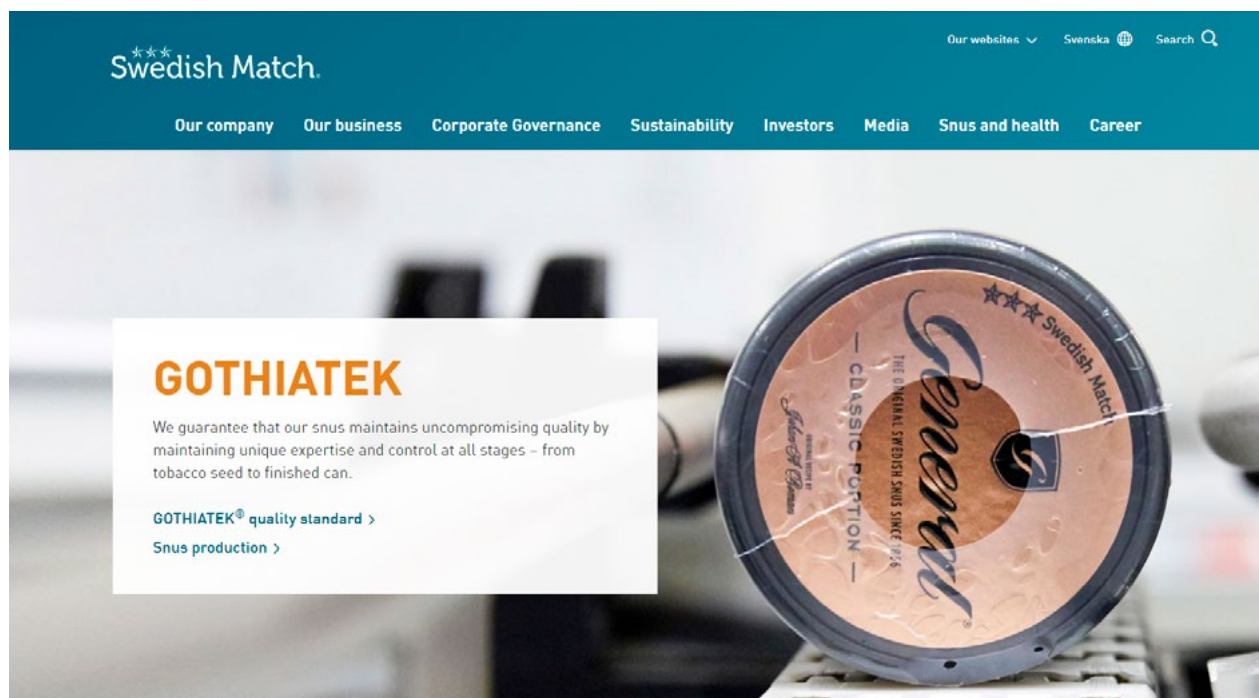
All websites from our organization must be properly identified as originating from Swedish Match. The Swedish Match corporate website, extranets and intranets, whether corporate or run by a division, should always follow the Group's corporate identity. This also includes other internal/external systems etc where applicable.

Color setting: Always follow Swedish Match's rules for color usage.

Typography: Always follow Swedish Match's rules on typography for online production.

Header: Is Swedish Match's corporate header in fading (if possible) blue background. The header should include logotype (in upper left corner) and when preferable menu and headline.

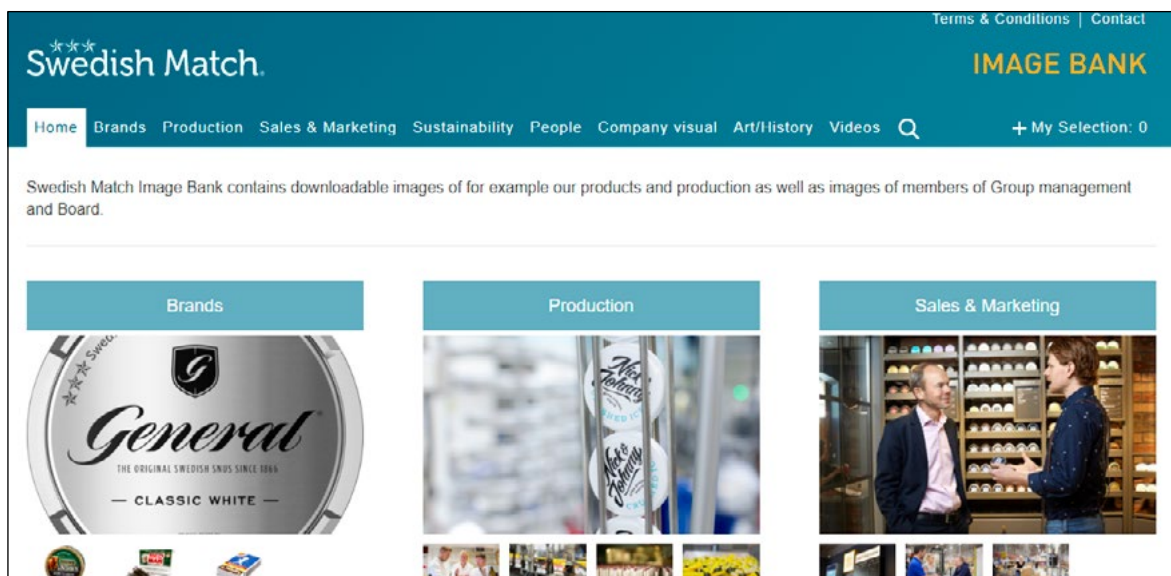
See the Company's corporate website for inspiration and guidance.



IDENTITY IN USE

PLACEMENT OF EXTRANET NAMES

Swedish Match logotype should be placed to the left, and any names on the extranet should be placed to the right, see example below.



E-mail signatures

All employees at Swedish Match shall use a uniform email signature created via Word, see link below for instructions. The e-mail signature includes enough information for the recipient to be able to easily contact the sender.

HOW TO INSTALL YOUR E-MAIL SIGNATURE.

1. Open Word
2. Click on the templates icon
3. Click on Outlook signature
4. Choose address/department and fill in additional information
5. Click OK to update

WHEN SHOULD THE SIGNATURE BE USED?

The long signature should be used when e-mailing with external recipients. The signature could also be used in replies, alternatively a shorter version, as shown below.

DO NOT

- Use other colors than advised.
- Use other typography than advised.
- Change the legal disclaimer provided in the last part of the signature.

IDENTITY IN USE

EXAMPLE OF E-MAIL SIGNATURES

There are three different versions of the e-mail signature, see the examples below.

CORPORATE AND US DIVISION:

Firstname Lastname
Title | Department/Function
+ Telephone (office) | + Telephone (cellular)

Swedish Match
Postal address | Visiting address
swedishmatch.com | [alternative website](#)

Swedish Match.

A WORLD WITHOUT CIGARETTES

Swedish Match develops, manufactures, and sells quality products with market-leading brands within snus, moist snuff, chewing tobacco, cigars, matches and lighters.

Notice: This e-mail may contain confidential/legally privileged information and is for the intended recipient only. If you are not the intended recipient, you are notified that any disclosure, copying, distribution, or taking action based upon the information is prohibited. If you have received this e-mail in error, please notify the sender and delete it. Swedish Match AB, Corp. Id. no 556015-0756, including its affiliates ("Swedish Match Group").

EUROPE DIVISION:

Firstname Lastname
Title | Department/Function
+ Telephone (office) | + Telephone (cellular)

Swedish Match
Postal address | Visiting address
swedishmatch.com | [alternative website](#)

Swedish Match.

A WORLD WITHOUT CIGARETTES

Notice: This e-mail may contain confidential/legally privileged information and is for the intended recipient only. If you are not the intended recipient, you are notified that any disclosure, copying, distribution, or taking action based upon the information is prohibited. If you have received this e-mail in error, please notify the sender and delete it. Swedish Match AB, Corp. Id. no 556015-0756, including its affiliates ("Swedish Match Group").

LIGHTS DIVISION:

Firstname Lastname
Title | Department/Function
+ Telephone (office) | + Telephone (cellular)

Swedish Match
Postal address | Visiting address
swedishmatch.com | [alternative website](#)

Swedish Match.

Swedish Match develops, manufactures, and sells quality products with market-leading brands within snus, moist snuff, chewing tobacco, cigars, matches and lighters.

Notice: This e-mail may contain confidential/legally privileged information and is for the intended recipient only. If you are not the intended recipient, you are notified that any disclosure, copying, distribution, or taking action based upon the information is prohibited. If you have received this e-mail in error, please notify the sender and delete it. Swedish Match AB, Corp. Id. no 556015-0756, including its affiliates ("Swedish Match Group").

SHORT VERSION:

Firstname Lastname
Title | Department/Function
+ Telephone (office) | + Telephone (cellular)

Flags

To ensure maximum legibility for the logotype on flags, the only permissible option is a white logotype on the Swedish Match fading blue background. The background is in the Swedish Match fading blue. The fading is in a -45%-angle from PMS 7701 (CMYK 95/55/32/20) to PMS 549 (CMYK 60/20/20/5) with a 50% placement.

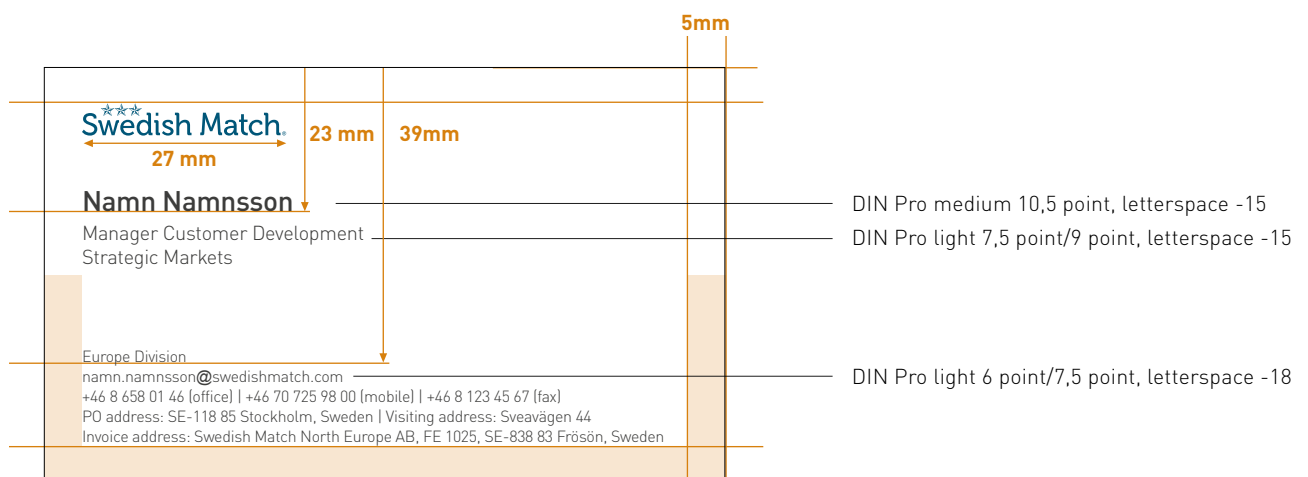
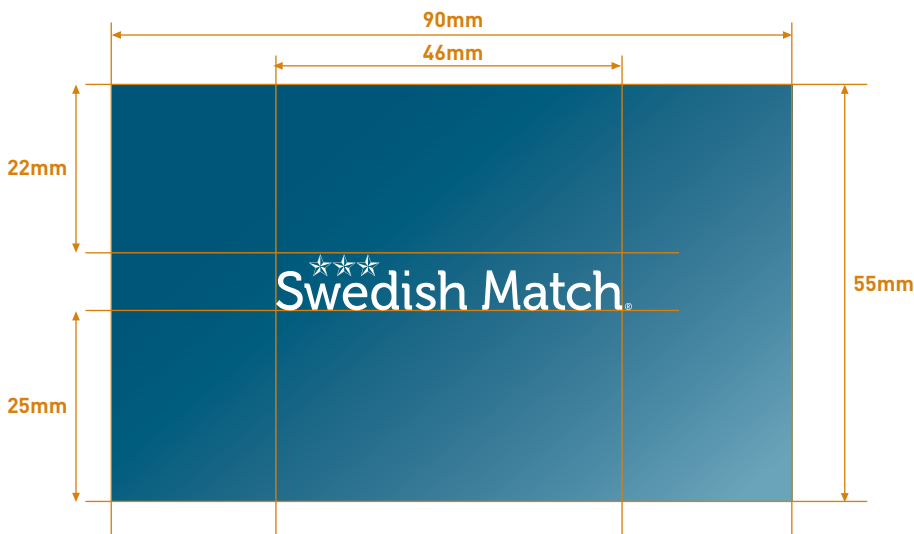
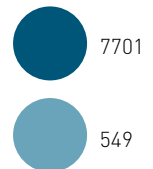


Business cards

The business card is a vital part of the first impression that you convey as a representative of Swedish Match. It is important that the rules for business cards are followed carefully.

The rules for creating business cards are identical for all markets. Employees that need business cards in two languages need to order two sets of business cards.

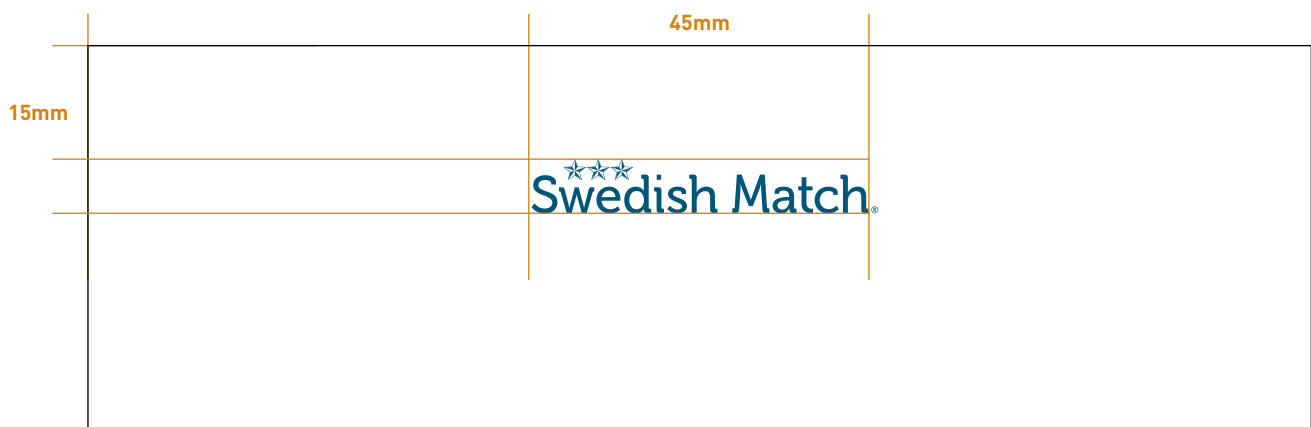
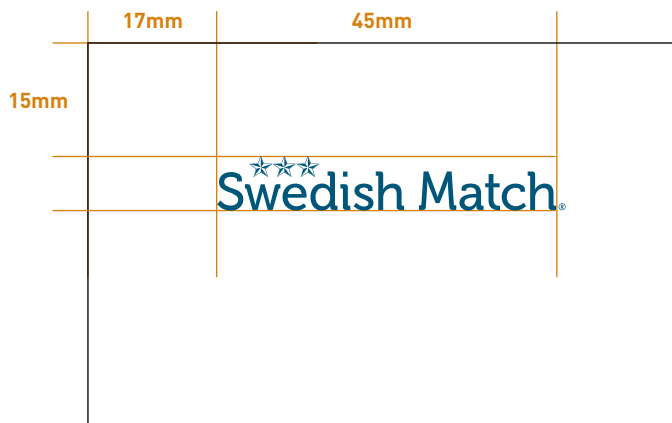
The background of the front page is in the Swedish Match fading blue. The fading is in a -45%-angle from PMS 7701 (CMYK 95/55/32/20) to PMS 549 (CMYK 60/20/20/5) with a 50% placement. All text should be in black.



Forms

Internal and external forms used by Swedish Match should also comply with the rules for the Swedish Match corporate identity.

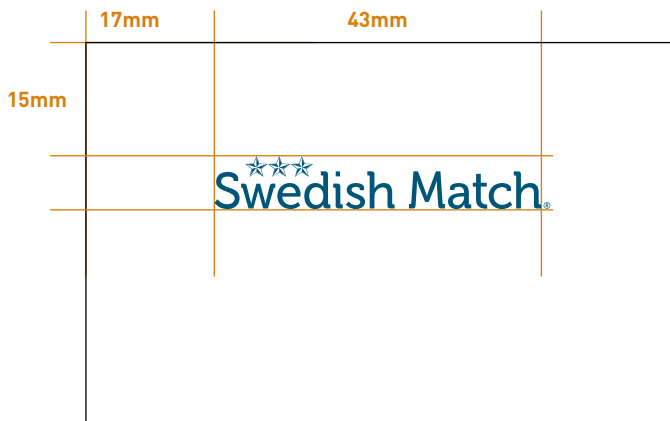
The logotype should be 45 mm of length. The logotype should be positioned either in the top left-hand corner, or in the top center, in both vertical and horizontal formats. The recommended typeface is DIN Pro Light and the recommended colors for lines and typography are black or gray.



Letterheads

Our letterheads contain specific information and have a distinct layout that may not be altered.

The letterhead may not include additional information or other design elements, such as product logotypes.



PLACEMENT

Logotype in PMS 7701 (CMYK 95/55/32/20), should be positioned at the top left corner.
Length 45 mm.

Envelopes

The envelopes used by Swedish Match companies should conform to a standard layout, regardless of format.



PLACEMENT

Logotype in PMS 7701 (CMYK 95/55/32/20), should be positioned at the top left corner.
Length 60 mm.



ENVELOPE FLAGS

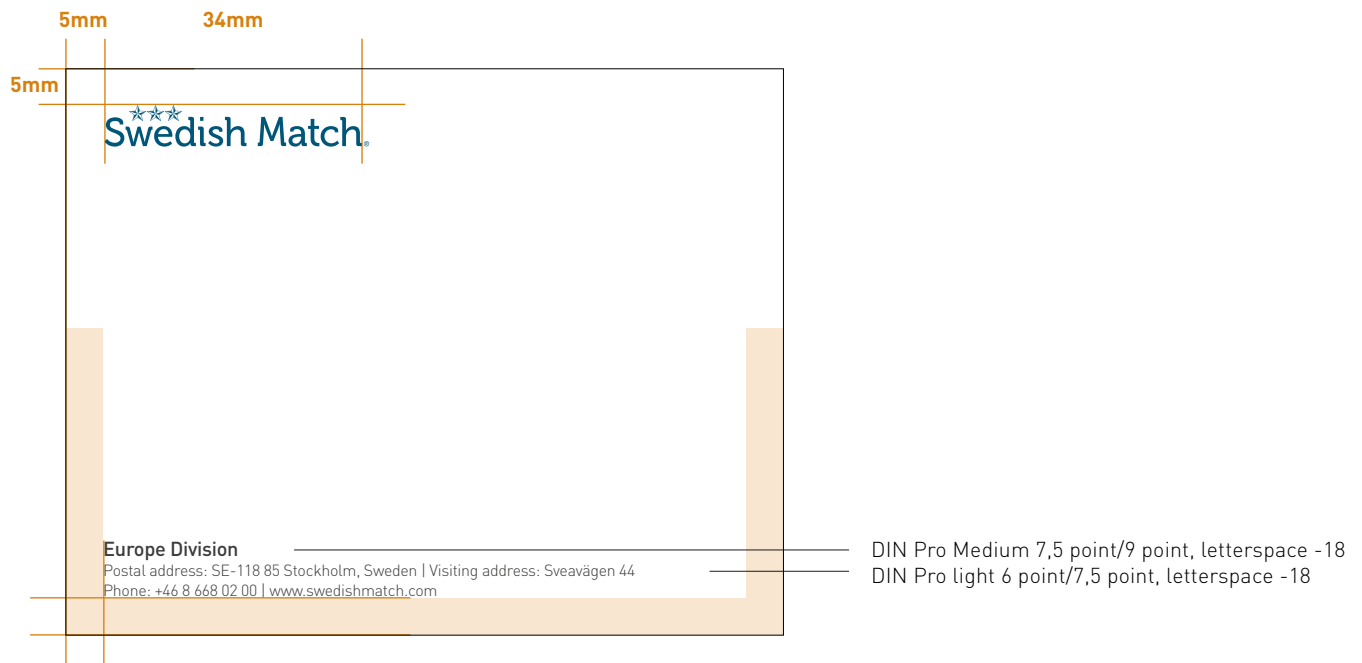
Envelope flap

The postal address should be 7,5 point DIN Pro Light, letterspace -15.
All text should be in black.

Address labels

Address labels are used on parcels, envelopes and other items that do not feature a pre-printed logotype. An address label should feature a Swedish Match logotype, while all other text should be in black. The dimensions of address labels can be varied.

On address labels, the name of the operational unit should be 7,5 point DIN Pro Light. Other text should be 6,5 point Din Pro Light. Format 95x75mm. All text should be in black.



Note pads and compliments cards

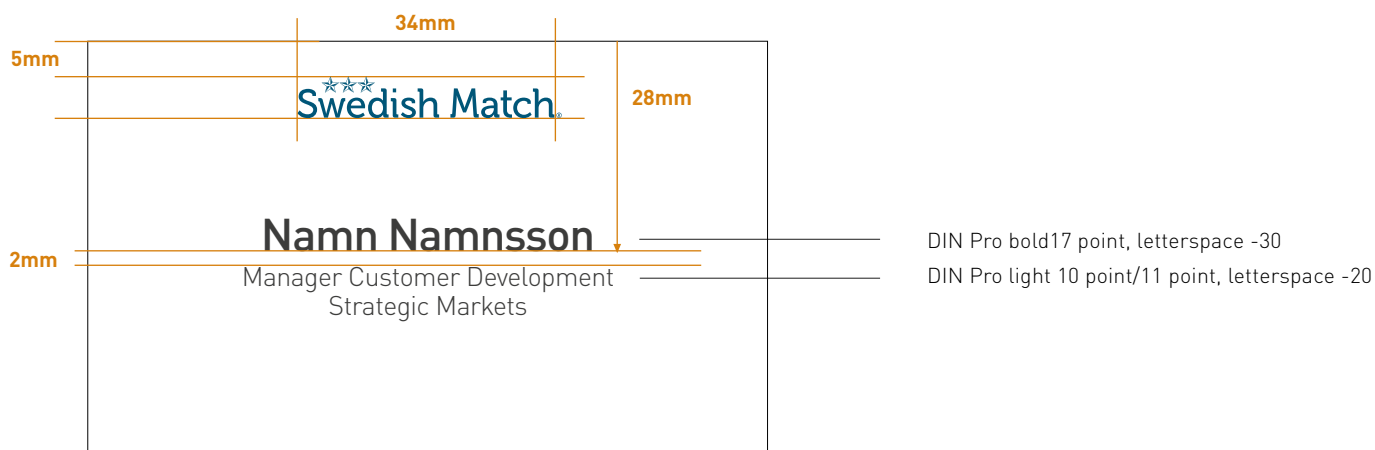
Note pads and compliments cards are personalized, but should comply with the same rules as business cards, where the division name and title must be clearly stated. For note pads and compliments cards, the logotype length should be 35 mm, in PMS 7701 (CMYK 95/55/32/20). The position of the logotype is the same on both vertical and horizontal formats. Standard dimensions for note pads and compliments cards: 105x148 mm. All text should be in black.



Name and visitor tags

Stationery must show a uniform design throughout the Swedish Match organization. Name and visitor tags can be designed in various ways, but the design must in general conform to the instructions in this manual. The name Swedish Match should be highly visible. Format 90x55 mm. All text should be in black.

NAME TAGS



VISITOR TAGS

