

The background features several thin, light blue lines forming abstract geometric shapes, including a large triangle and a series of connected lines that create a sense of movement and depth. The text is positioned in the lower-left quadrant of the image.

# BAGS DESIGN GUIDELINE

## INTRODUCTION

Who we are and what we do is greatly influenced by the way we communicate with our audiences. Therefore, these directives have been developed to ensure a consistent and coherent brand identity of the Sandvik brand around the world.

The following pages will enable you how to apply Sandvik's verbal and visual elements correctly to create a strong, distinctive and powerful brand appearance.

You should be able to find what you need to achieve your communication goals within this document. If you have any questions, please don't hesitate to contact our brand team.

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REGULAR BAG – FRONT



REGULAR BAG – BACK



VCI BAG - FRONT



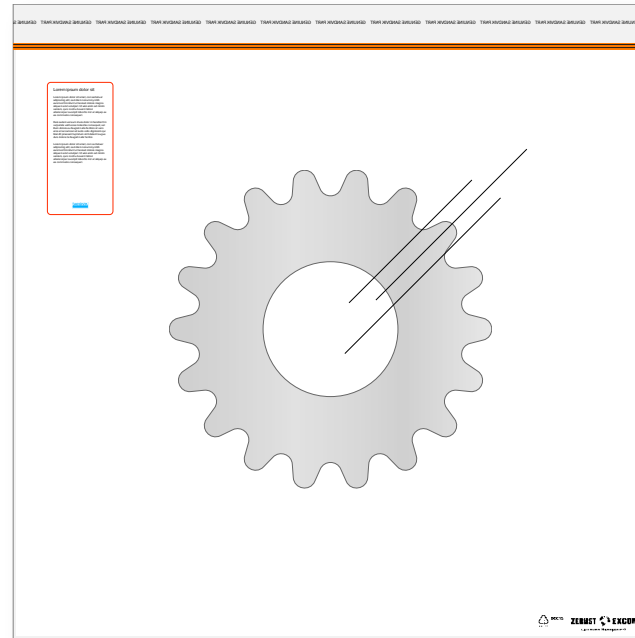
VCI BAG - BACK



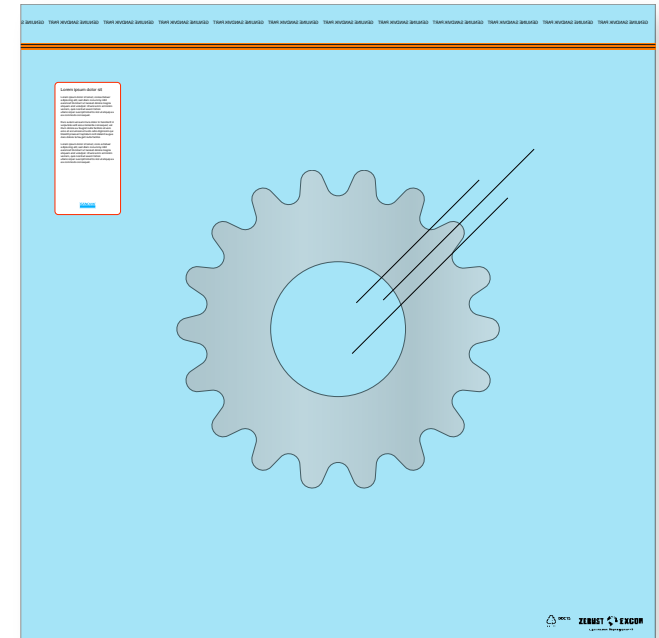
## CLEAR AND BLUE PLASTIC

The plastic bags are made both in regular clear plastic for regular bags and in the standard VCI-blue colour for the VCI bags.

REGULAR BAG



VCI BAG

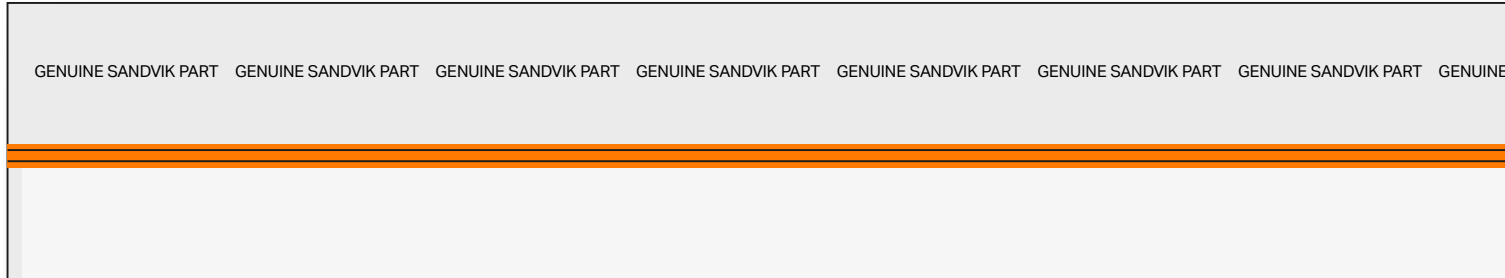


NOTE: The image on this side is showing a schematic illustration of bags containing a spare part. Seen from the backside.

The zip lock should be coloured in Sandvik orange colour Pantone 1505 C.

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ORANGE COLOURED ZIP LOCK

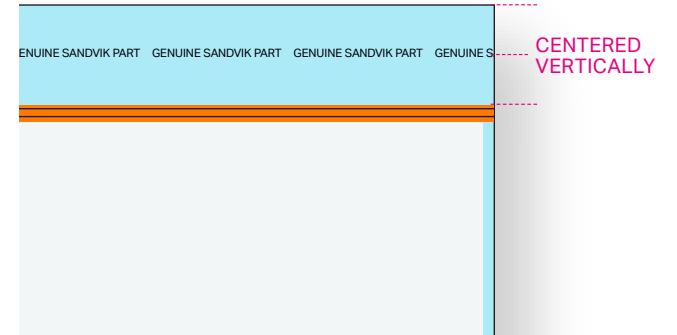


## GENUINE SANDVIK PART

Centered vertically in the space between the zip lock and the opening of the bag is a text saying GENUINE SANDVIK PART.

The text is printed in black and set in 12 points Aktiv Grotesk Regular. The message is repeated over the whole width only on the front side.

Since this bag design may be used in other product areas besides spare parts, this text message is not mandatory. However it should be used whenever it's applicable.



## REPEATED TEXT

GENUINE SANDVIK PART GENUINE SANDVIK PART GENUINE SANDVIK PART GENUINE SANDVIK PART GENUINE SANDVIK PART GENUINE SANDVIK PART



**WHITE AREA ON FRONT**

All front sides should have a white area printed. The area should be printed as big as possible with the zip lock as the upper limit. That is – no white area above the zip lock. In this example the white area ends with a margin of 3 mm to the edges.

REGULAR BAG



≈3 MM MARGIN

VCI BAG



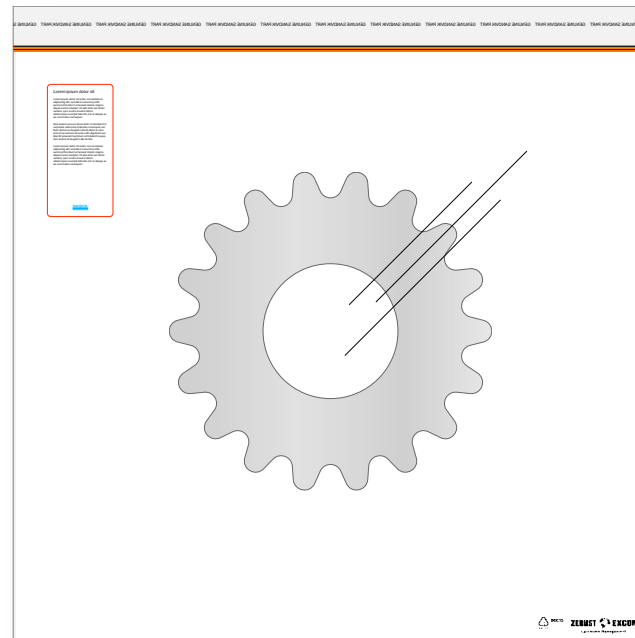
≈3 MM MARGIN

**CLEAR BACK SIDE**

On the back side of all bags there is no white area printed. The marking for material code, recycling etc. is printed in black on the lowest possible position to the right.

**LABEL PLACEMENT**

The label should be placed in the upper left corner on the back side. Using the same margin as on the front of the bag.

**BACK SIDE ALL BAGS**

UNSPECIFIED  
MARKING

### THREE SIZE SEGMENTS

The plastic bags can be produced in a wide range of sizes. To make the graphic feel proportional we have divided the sizes in three segments.

#### SMALL

Bags with the shortest side smaller than 149 mm.

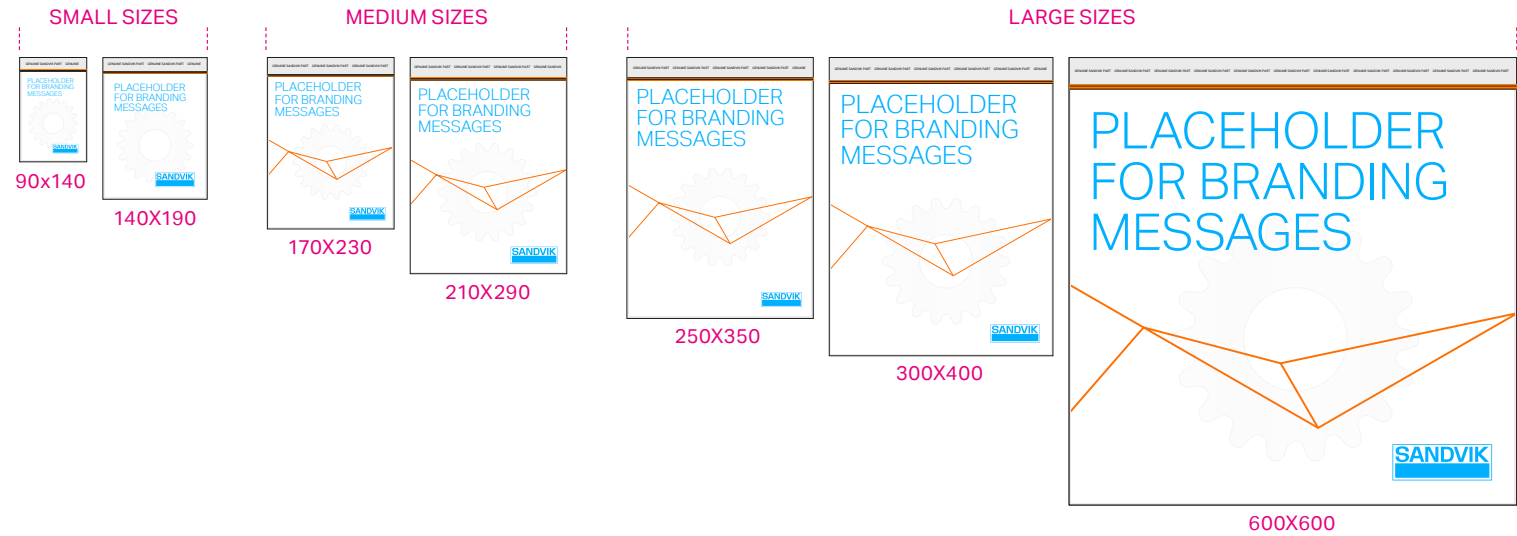
#### MEDIUM

Bags with shortest side between 150 – 249 mm.

#### LARGE

Bags with shortest side wider than 250 mm.

### A FEW EXAMPLES OF BAG SIZES



**SMALL BAGS**

The margin of the type area is 10% of the width of the white area.

The type area should keep its margin to the zip lock at the top.

The logotype width is 50% of the type area width and is positioned in the lower right corner.

The branding message in Aktiv Grotesk Light in three lines is placed in the upper left corner of the type area. It is set in upper case, normal kerning. The X-height should be 50% of the logotype height. The leading has the same value as the type height.

The branding message is not mandatory and is only used when a suitable message is available.

The color of the logo and text is Pantone Process Cyan C.

Bag example shown here is 90x140 mm.

PLACEMENTS SMALL BAG



TEXT MESSAGE SIZE



**MEDIUM BAGS**

The margin of the type area is 5% of the width of the white area.

The type area should keep its margin to the zip lock at the top.

The logotype width is 33% of the type area width and is positioned in the lower right corner.

The branding message in Aktiv Grotesk Light in three lines is placed in the upper left corner of the type area. It is set in upper case, normal kerning. The X-height should be 66 % of the logotype height. The leading has the same value as the type height.

The branding message is not mandatory and is only used when a suitable message is available.

The color of the logo and text is Pantone Process Cyan C.

The polygon shape is placed visually centered vertically between the text message and the logotype. It stretches over the white field. The standard line weight, which relates to the logotype size, is used for the polygon line weight on medium and large bags.

The polygon is printed in Pantone orange 1505 C to correspond with the orange zip-lock.

Note that the polygon shape is never used on its own. Only together with branding message.

Bag example shown here is 210x290 mm.

PLACEMENTS MEDIUM BAG



5% OF WHITE SURFACE WIDTH

33% OF TYPE AREA

TEXT MESSAGE SIZE



POLYGON STANDARD LINE WEIGHT



**LARGE BAGS**

The margin of the type area is 5% of the width of the white area.

The type area should keep its margin to the zip lock at the top.

The logotype width is 25% of the type area and is positioned in the lower right corner.

The branding message in Aktiv Grotesk Light in three lines is placed in the upper left corner of the text area. It is set in upper case. Normal kerning. The X-height should be the same as the logotype height. The leading has the same value as the type height. The color of the logo and text is Pantone Process Blue.

The branding message is not mandatory and is only used when a suitable message is available.

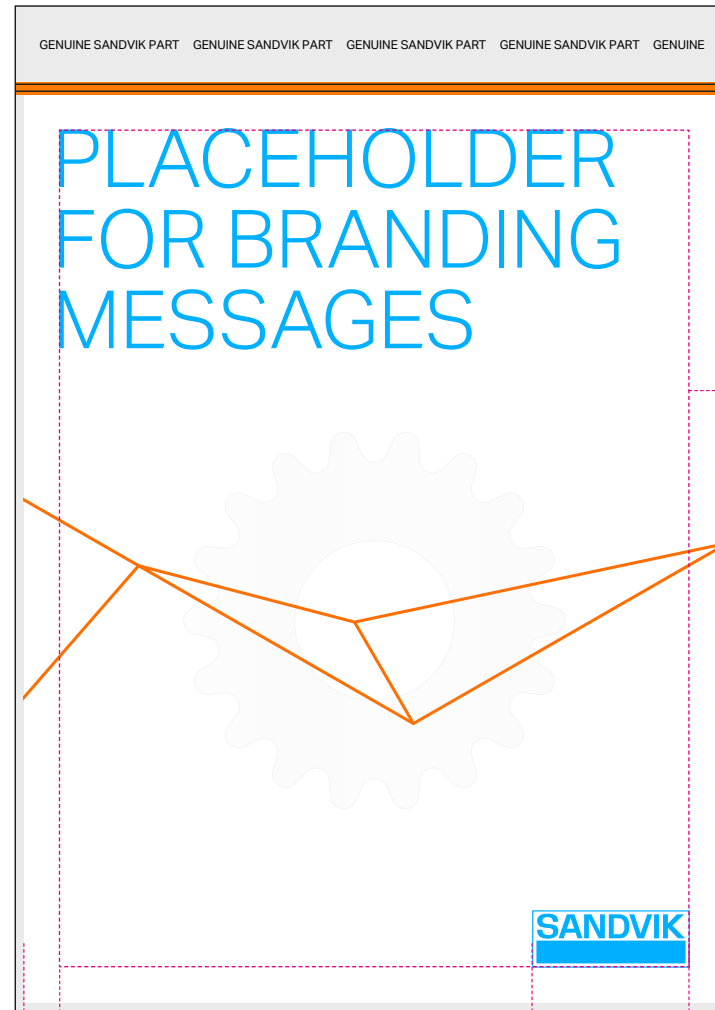
The polygon shape is placed visually centered vertically between the text message and the logotype. It stretches over the white area. The standard line weight, which relates to the logotype size, is used for the polygon line weight on all medium and large bags.

The polygon is printed in Pantone orange 1505 C to correspond with the orange zip-lock.

Note that the polygon shape is never used on its own. Only together with branding message.

Example shown here is 250x350 mm.

LARGE SIZED BAGS FRONT SIDE



5% OF WHITE SURFACE WIDTH

25% OF TYPE AREA

TEXT MESSAGE SIZE



TYPE AREA

POLYGON STANDARD LINE WEIGHT



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## CONTACT

If you have any questions or feedback about these basic guidelines or need more information on Sandvik's brand applications, please contact us at [branding@sandvik.com](mailto:branding@sandvik.com).

