

VISUAL IDENTITY CONCEPT

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This document showcases a new visual identity concept for Inderes. This conceptual work takes into consideration typography, colour palette, form language, illustration and layout. Additionally, there are application sections to inspire and showcase how the visual identity elements should be applied.

Please note that all images, including illustrations and photographs, are for reference only and are not allowed to be used for any marketing purposes.

1.0

Design Concept

1. Videogame-esque
2. Playful
3. Local
4. Rebellious
5. Clear
6. Fresh

Conversational and Confident

The refreshed Inderes identity is now a more vocal and bolder treatment to bring a confidence and clarity to the brand. With use of type and illustration inspired by both graphic novel storytelling and the world of media conversation, with a sense of scale and volume. A refined colour palette references the old indexes with a new digital-first feel. A clear layout style brings a sense of movement that suggests a more dynamic brand and references the offset logo. The logo details have inspired a new circle form language that can extend in various ways and compositions to act as holding shapes for content or symbols to identify navigation in interfaces.

2.0

Identity Elements

2.1

Typography

The chosen typeface is GT America, a contemporary grotesque typeface. This typeface family offers several styles, allowing it to be used for both bold statements and subtle body text. GT America is a commercial typeface that must be licensed from the type foundry at grillitype.com.

HEADLINE TYPEFACEGT AMERICA CONDENSEDREGULAR, ITALIC, BLACK, BLACK ITALIC

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

CONTENT TYPEFACEGT AMERICAREGULAR, ITALIC, BOLD, BOLD ITALIC

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZabcdefghijklmnopqrstuvwxyz1234567890

This page showcases a few main typography usages. The main guideline is that GT America Condensed is used for headlines and call-to-actions, while GT America is used for longer content, such as body text.

TYPOGRAPHY USAGE EXAMPLE
HEADLINE

GT AMERICA
CONDENSED
BLACK
90/90 PT
KERNING -10

THIS IS A
HEADLINE

GT AMERICA
CONDENSED
REGULAR
70/70 PT
KERNING 0

This is a
subheadline

TYPOGRAPHY USAGE EXAMPLE
CONTENT

GT AMERICA
CONDENSED
REGULAR & ITALIC
40/44 PT
KERNING 0

Bitium que volo quibust
preptio quibera volla

GT AMERICA
REGULAR
18/21,6 PT
KERNING 0

Tem intin peliamet eles assi naturem lam quis aut essim veliquias volut rectia quos etur sus dolorem qui omnis es seniminctur, nobita quam, occus dolor reptatis anis vent fugiae ipsae preperion eatus modit quam volo cuptass incipit qui aspis explabo. Sapienis explabo rporum ratus nia nos re denit ditat. Rorrovi duciet laboreiunte nos rentiam dolorro illendi natemodit eum quam.

GT AMERICA
CONDENSED
REGULAR
25/25 PT
KERNING +5

○ READ MORE

2.2

Colour

The main colours, Inderes Blue and White, are key elements of our visual identity. Black is introduced when necessary, typically paired with blue and white or used in longer text.

Inderes Blue

RGB	63, 62, 255
HEX	3F3EFF
CMYK	74, 55, 0, 0
PMS	2125 C, 2125 U

White

RGB	255, 255, 255
HEX	FFFFFF
CMYK	0, 0, 0, 0

Black

RGB	0, 0, 0
HEX	000000
CMYK	0, 0, 0, 100
PMS	PROCESS BLACK

Colour
Supporting Colours

Additionally, we have lively accent colours, which are used sparingly to add interest or variation. Never use more than one accent at a time. Light green serves as the primary supporting accent.

Additional chart colours are complementary to Inderes Blue and available for use in graphs and similar visual storytelling.

SUPPORTING LIGHT ACCENTS

LIGHT GREEN

RGB

212, 252, 179

HEX

D4FCB3

CMYK

15, 0, 46, 0

PMS

2281 C, 2281 U

LIGHT GREY

RGB

225, 220, 220

HEX

E1DCDC

CMYK

3, 3, 6, 7

PMS

WARM GREY 1

LIGHT BLUE

RGB

186, 200, 255

HEX

BAC8FF

CMYK

26, 9, 0, 0

PMS

2120 C, 2120 U

LIGHT RED

RGB

252, 206, 190

HEX

FCCEBE

CMYK

0, 20, 21, 0

PMS

489 C, 489 U

ADDITIONAL COLOURS FOR CHARTS

PURPLE

RGB

196, 156, 255

HEX

C49CFF

CMYK

40, 44, 0, 0

PMS

2645 C, 2645 U

EARTHY GREEN

RGB

145, 167, 127

HEX

91A77F

CMYK

34, 10, 33, 20

PMS

5635 C, 5635 U

DARK GREY

RGB

48, 56, 69

HEX

303845

CMYK

65, 43, 26, 78

PMS

432 C, 432 U

GREY

RGB

157, 157, 157

HEX

9D9D9D

CMYK

19, 12, 13, 34

PMS

422 C, 422 U

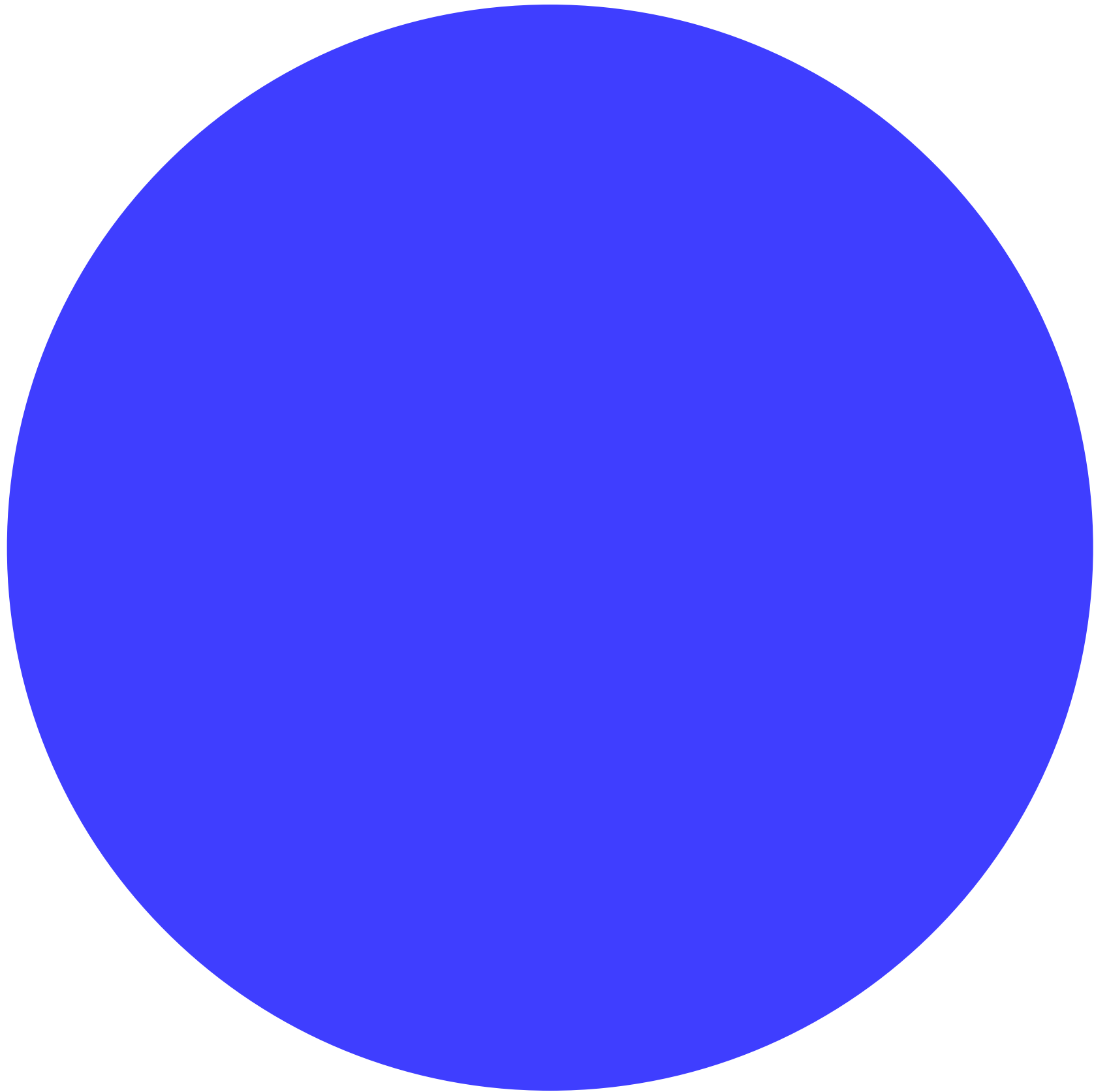
inderes.

Primary usage of the logo is blue on a white or light background, or white on a blue or dark background. The black logo can be used only when necessary.

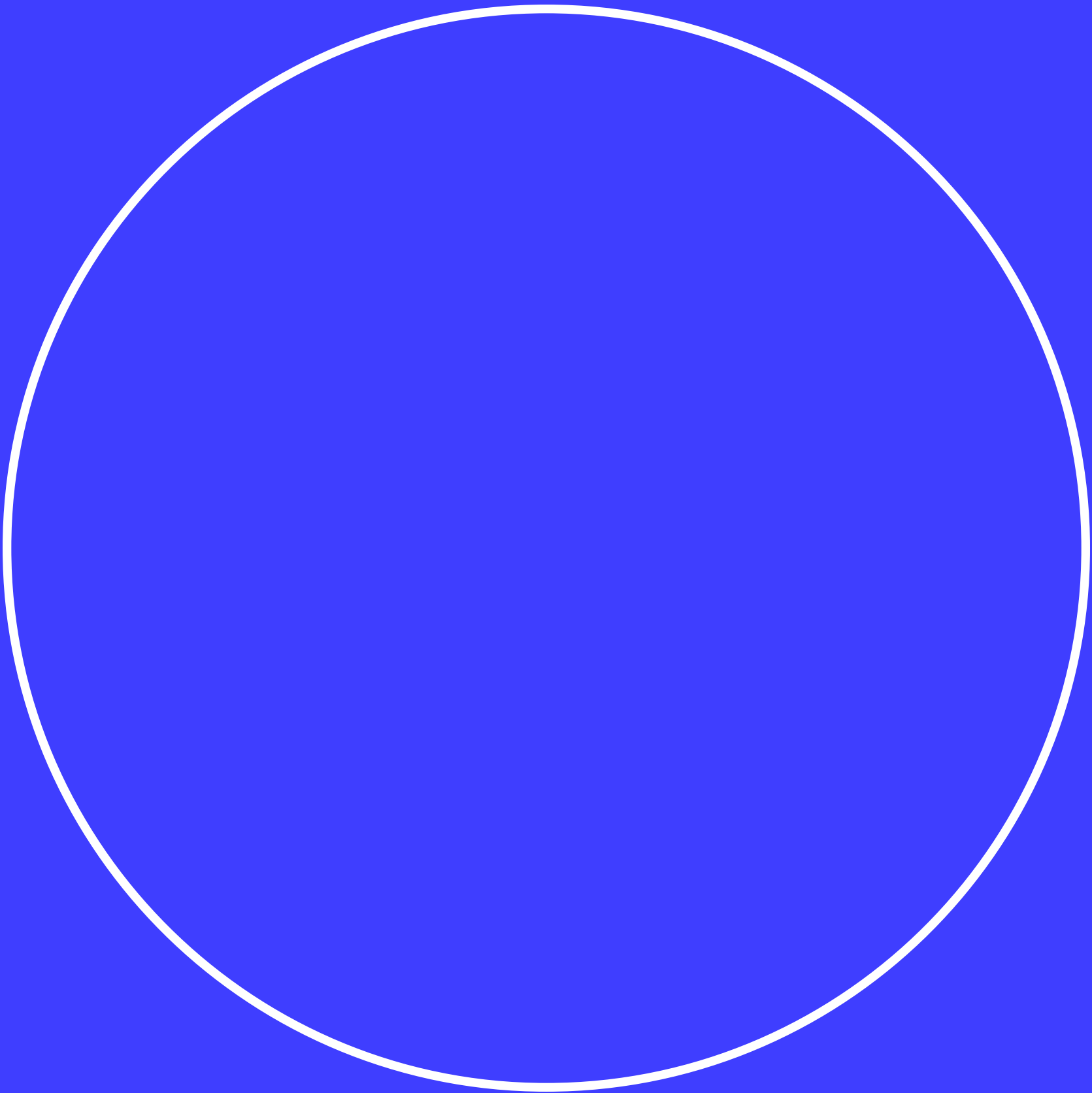
inderes.

2.3

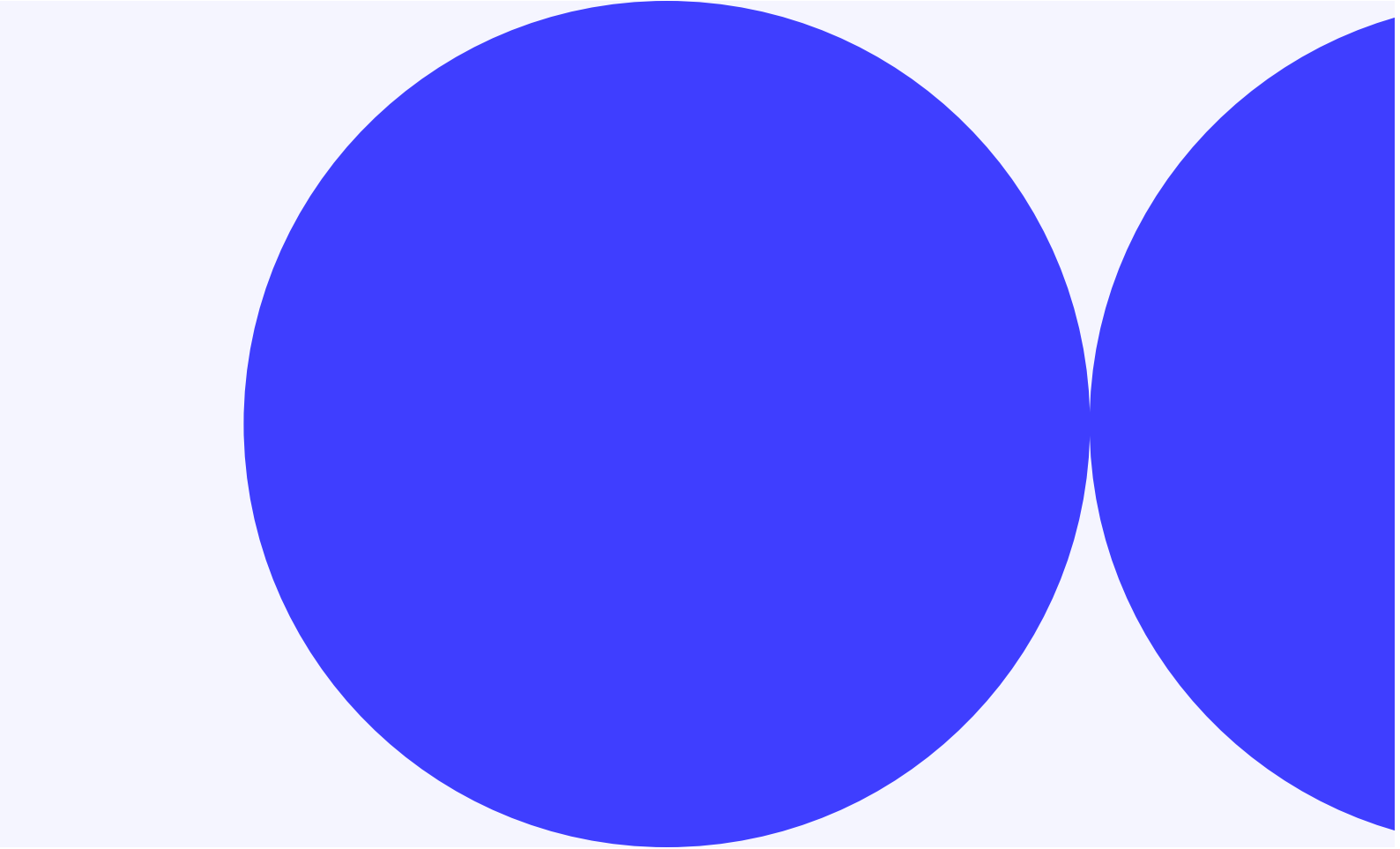
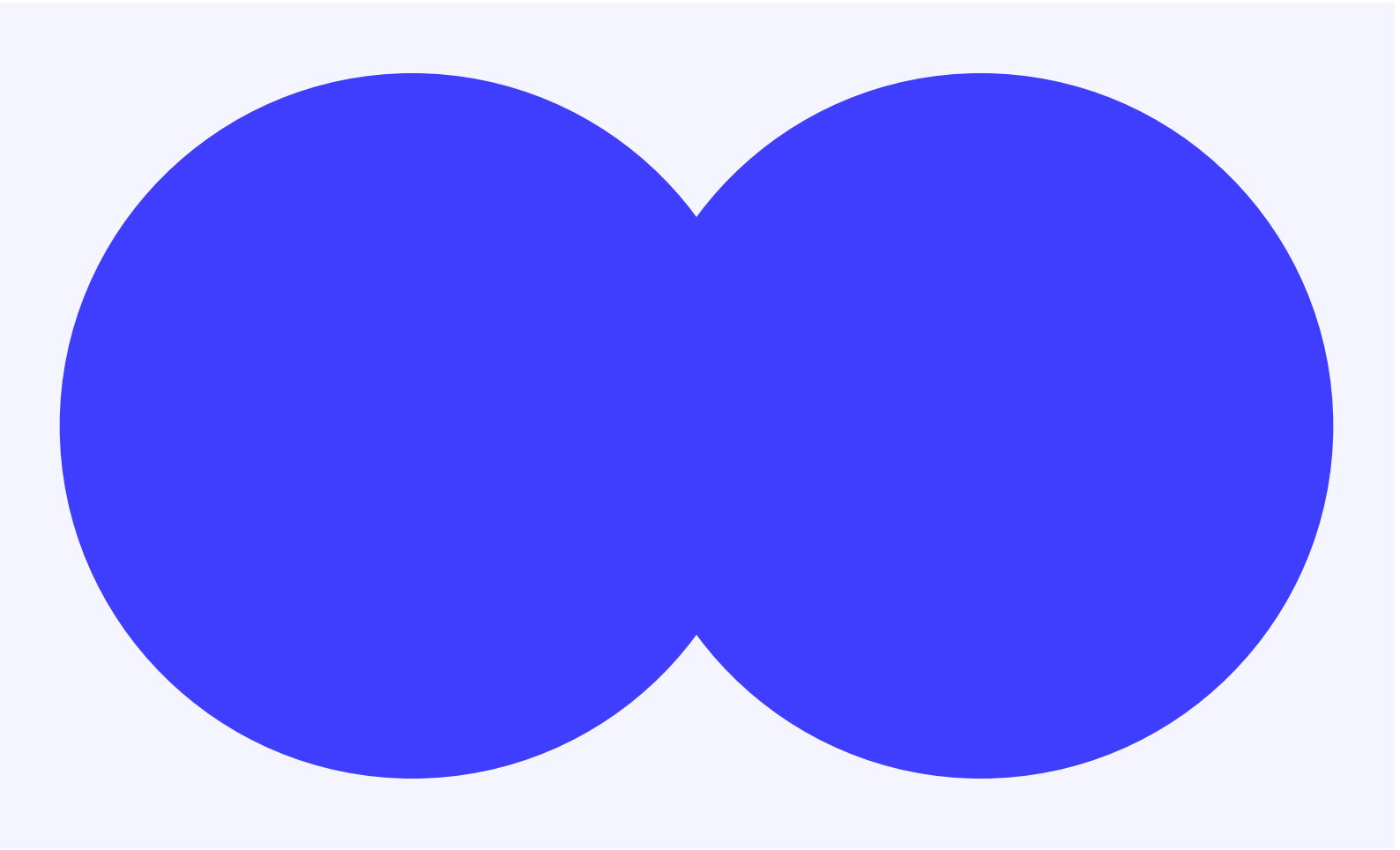
Form Language



The main graphic element is an Inderes dot that can be used in both solid and outline versions. It can serve various purposes, such as a background, illustrative element, or even a bullet point.

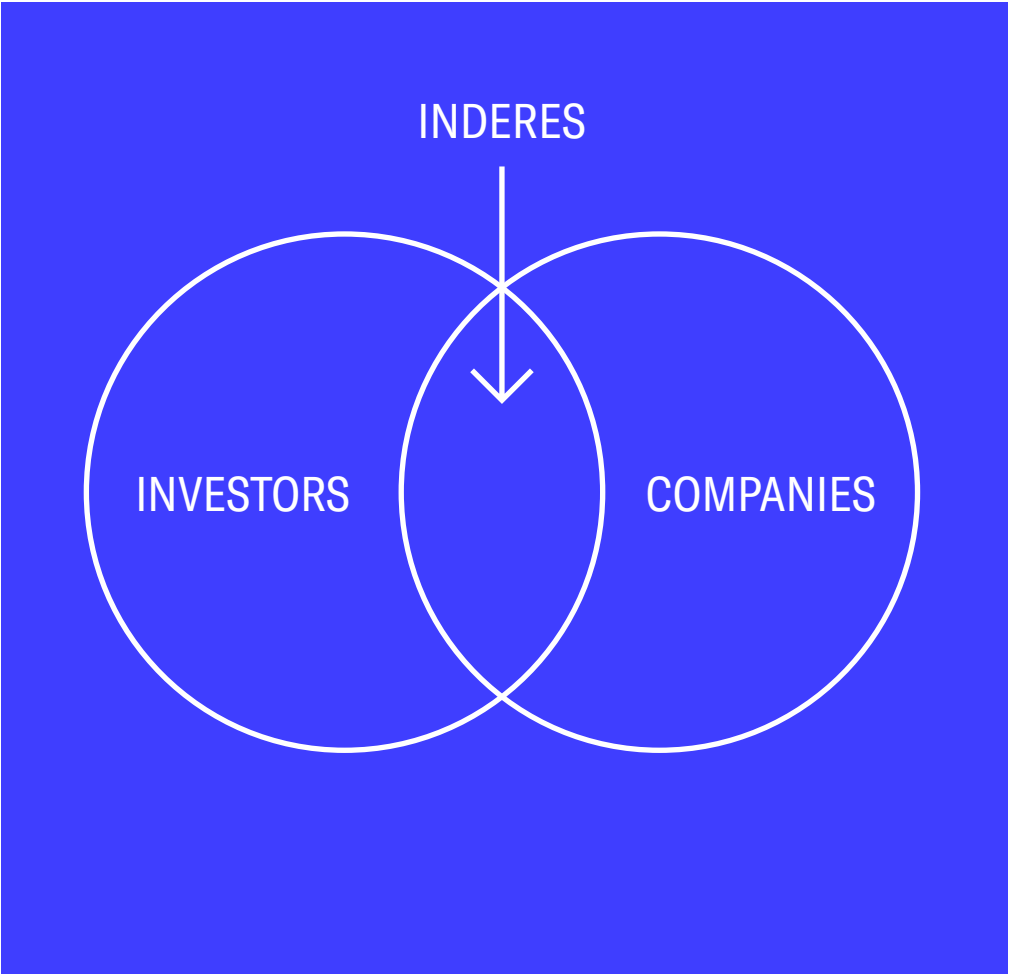
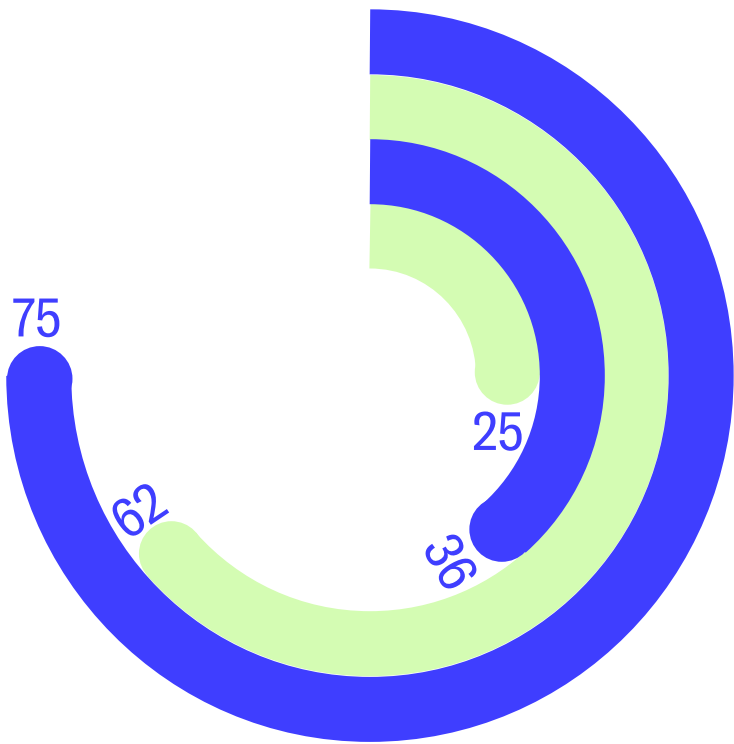
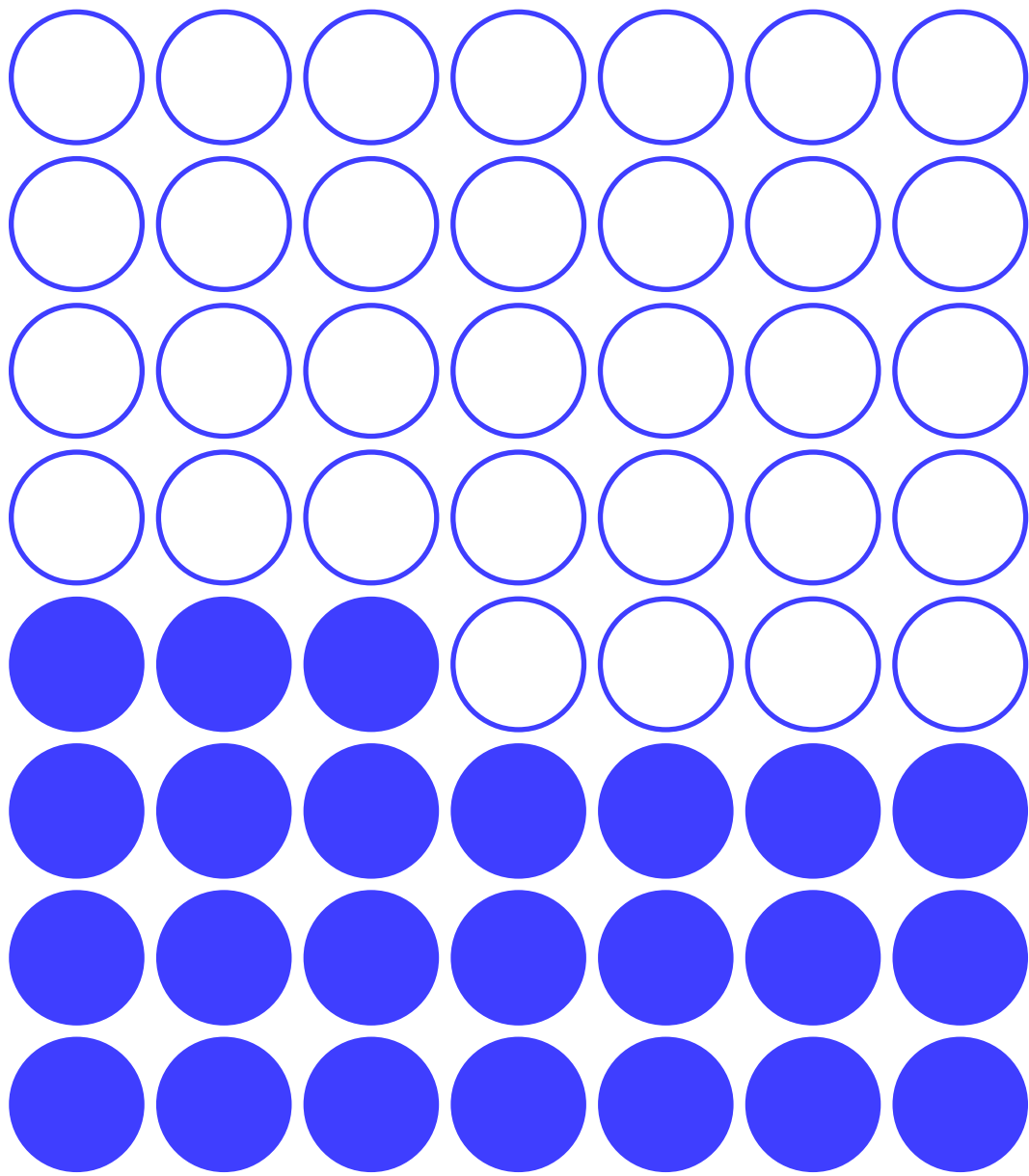


The Inderes dot can be utilized in numerous ways. It can be scaled to different sizes or combined into various shapes that can serve as a background or as a holding shape.

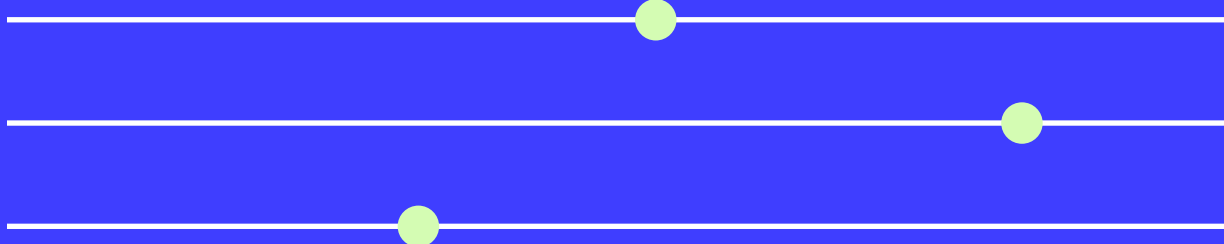


The form language mentioned before also applies to infographics and key visual storytelling. Circular shapes are effective for creating recognition and can be used in both solid and outlined forms.

PERCENTAGES
GRAPHS
CHARTS

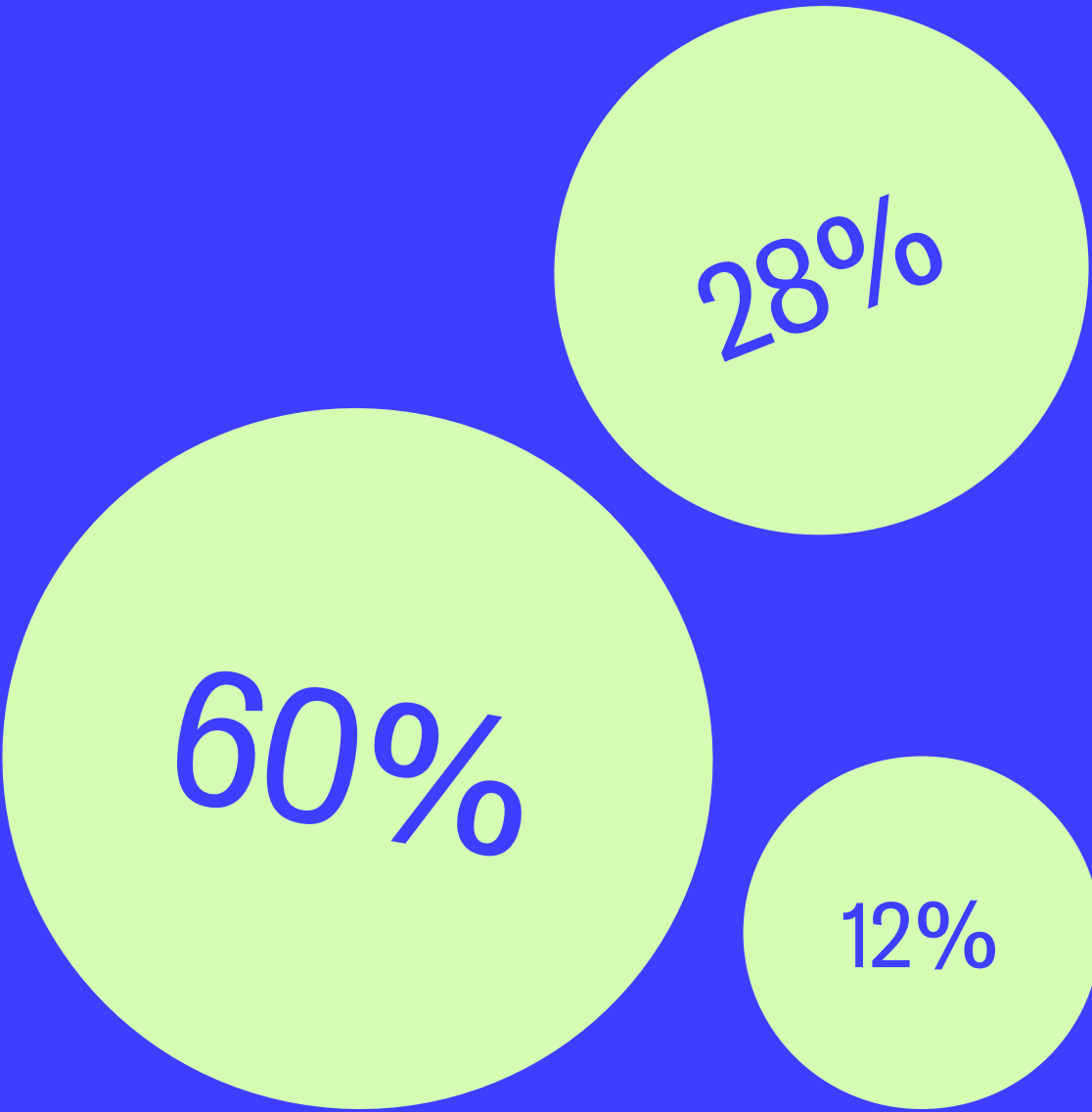


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Q1 2024

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2.4

Illustration

Illustration
Illustration Style

Inspired by comics and the signature style of The New Yorker, our illustrations are rich in detail and characterized by bold black outlines around shapes. The colour palette should harmonise with the visual

identity. Illustrations can be used as a large canvas or smaller cut-out objects. Our recommended illustrator is *Karlotta Freier*.

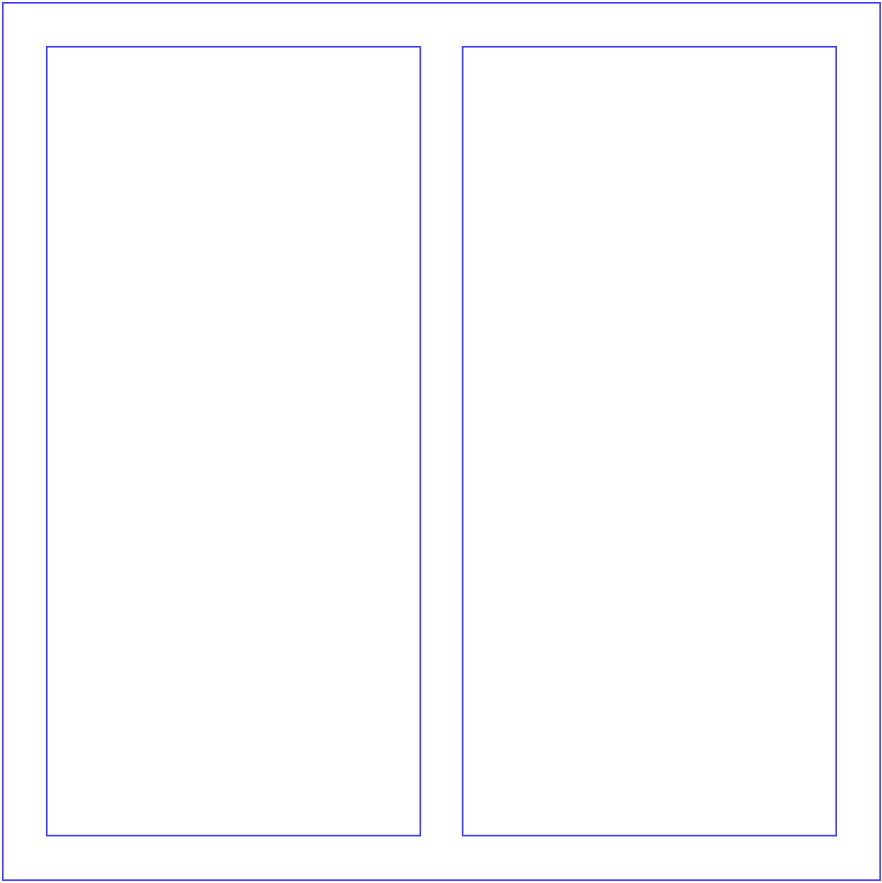


2.5

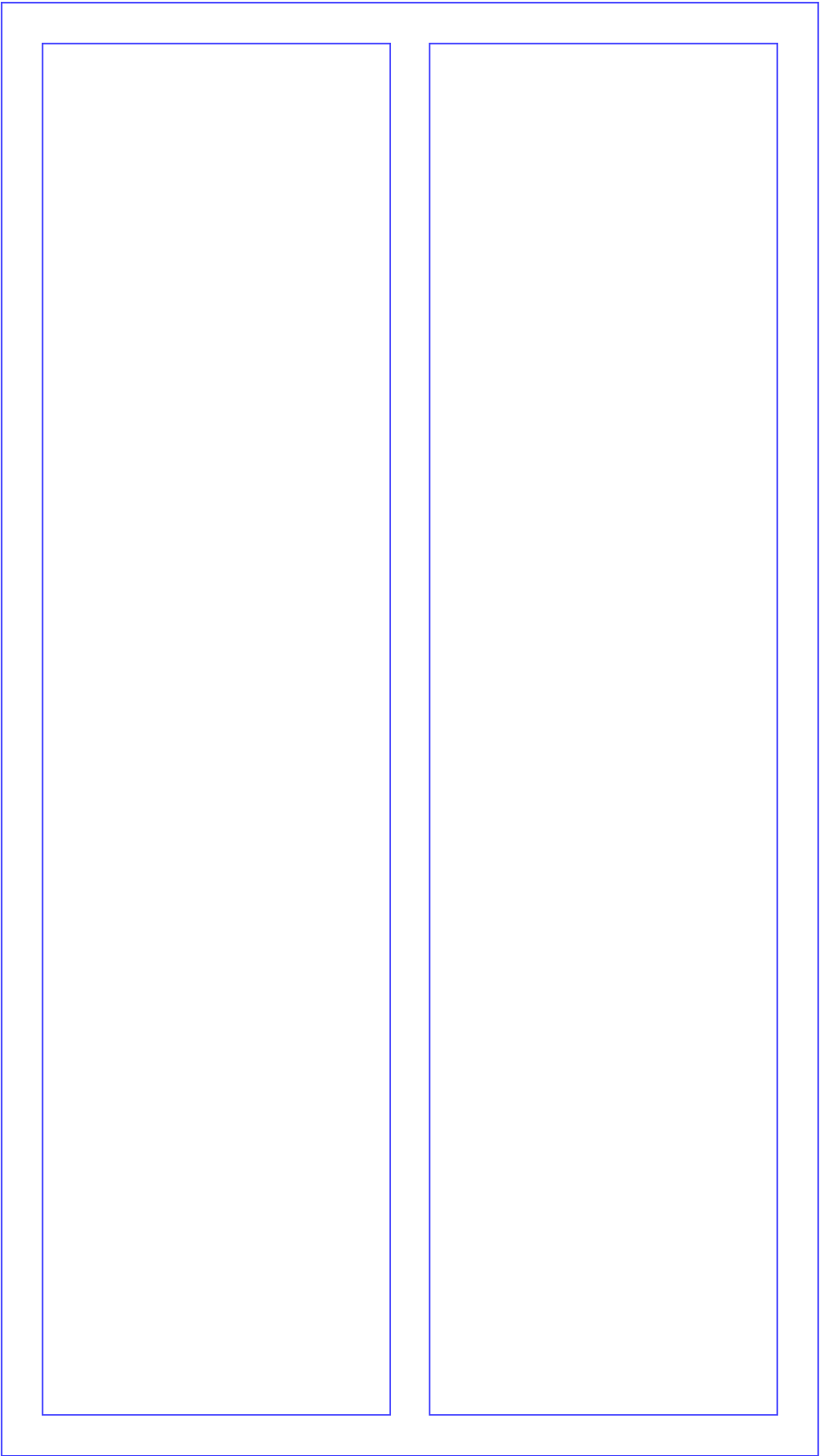
Layout

Stick to even columns that support the layout. Simpler content needs fewer columns, while heavier text may require more. Always ensure the number of columns suits the layout design. For instance, simple social media posts may need only a few columns, while text-heavy formats often need more.

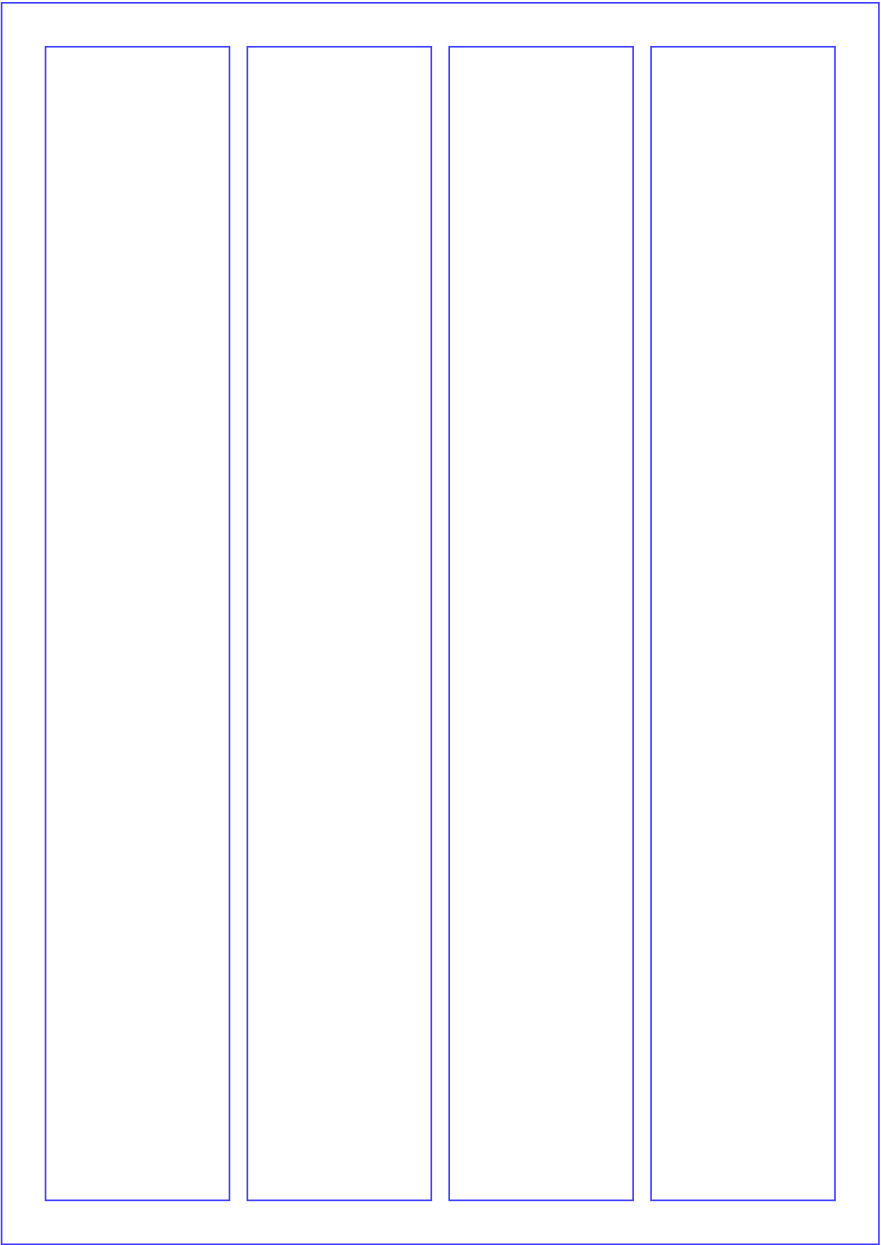
GRID EXAMPLE
SOCIAL MEDIA



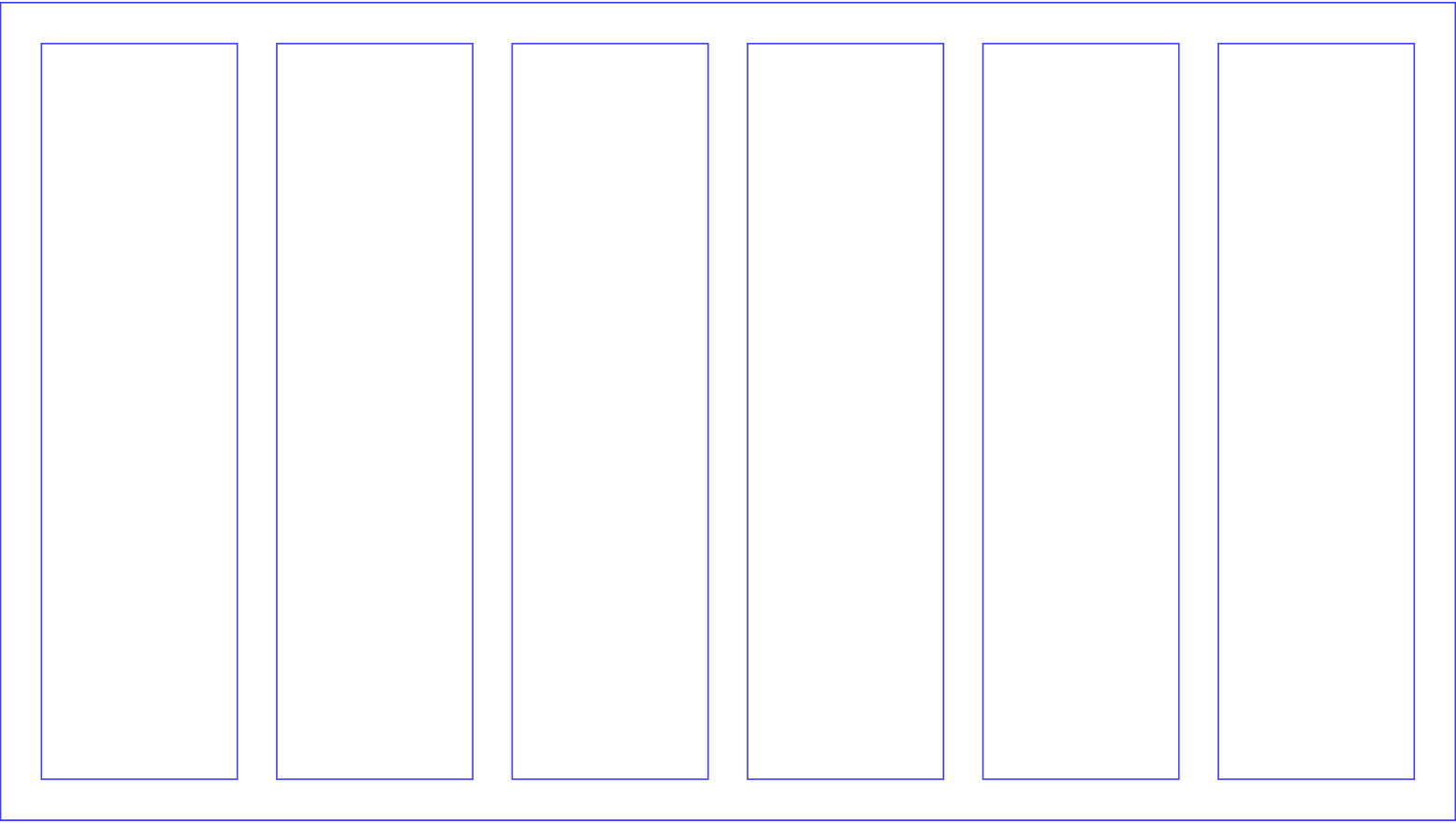
GRID EXAMPLE
SOCIAL MEDIA, DIGITAL SCREEN



GRID EXAMPLE
A-FORMAT



GRID EXAMPLE
POWERPOINT



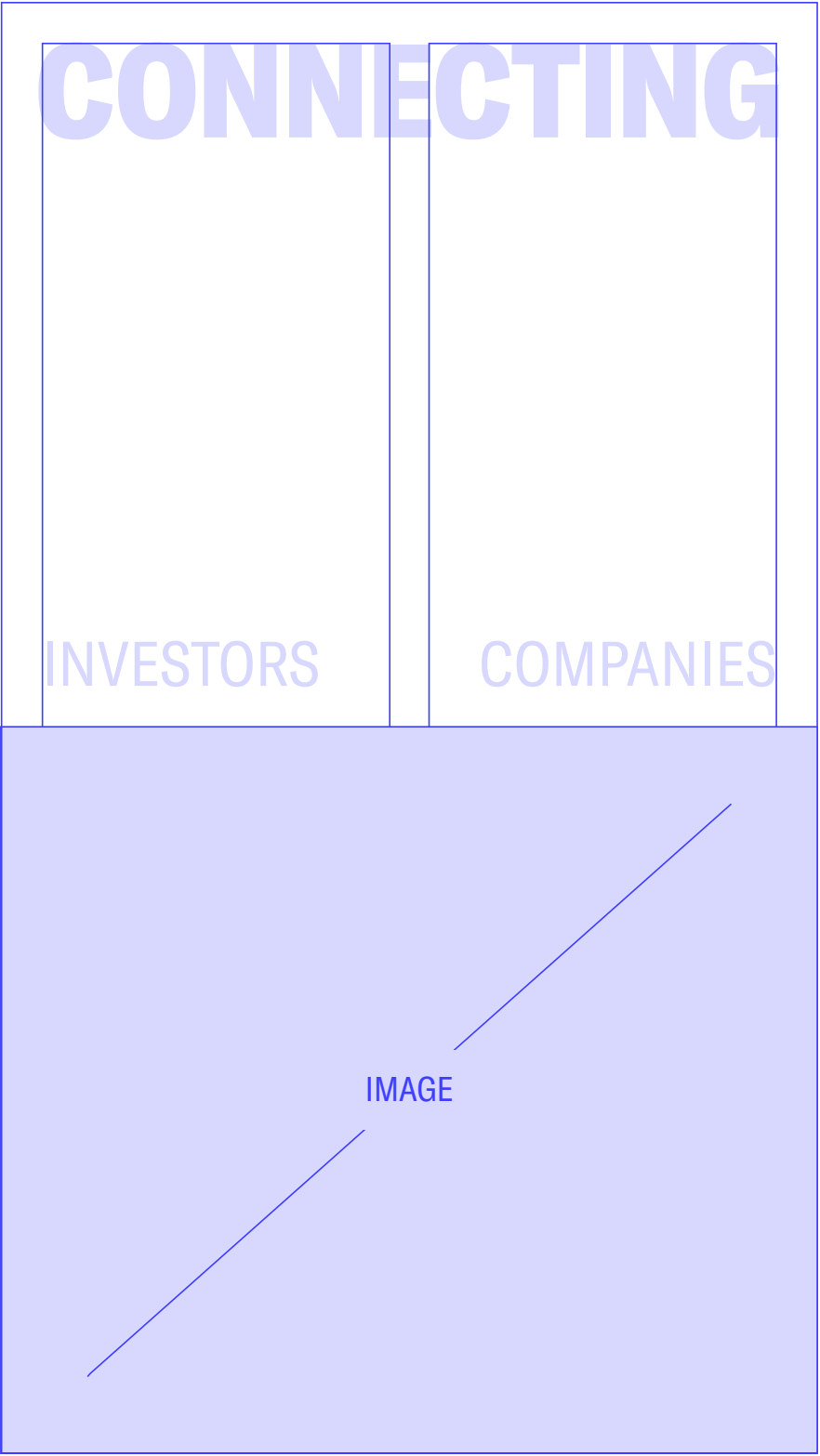
This page demonstrates core composition principles across formats. In all layouts, we prioritize placing elements in the top-left corner with left alignment. Logos, calls-to-action, and secondary content are

ideally situated at the bottom. Incorporating an equal split with imagery is recommended, as it not only adds visual interest but also enhances recognizability, especially when repeated.

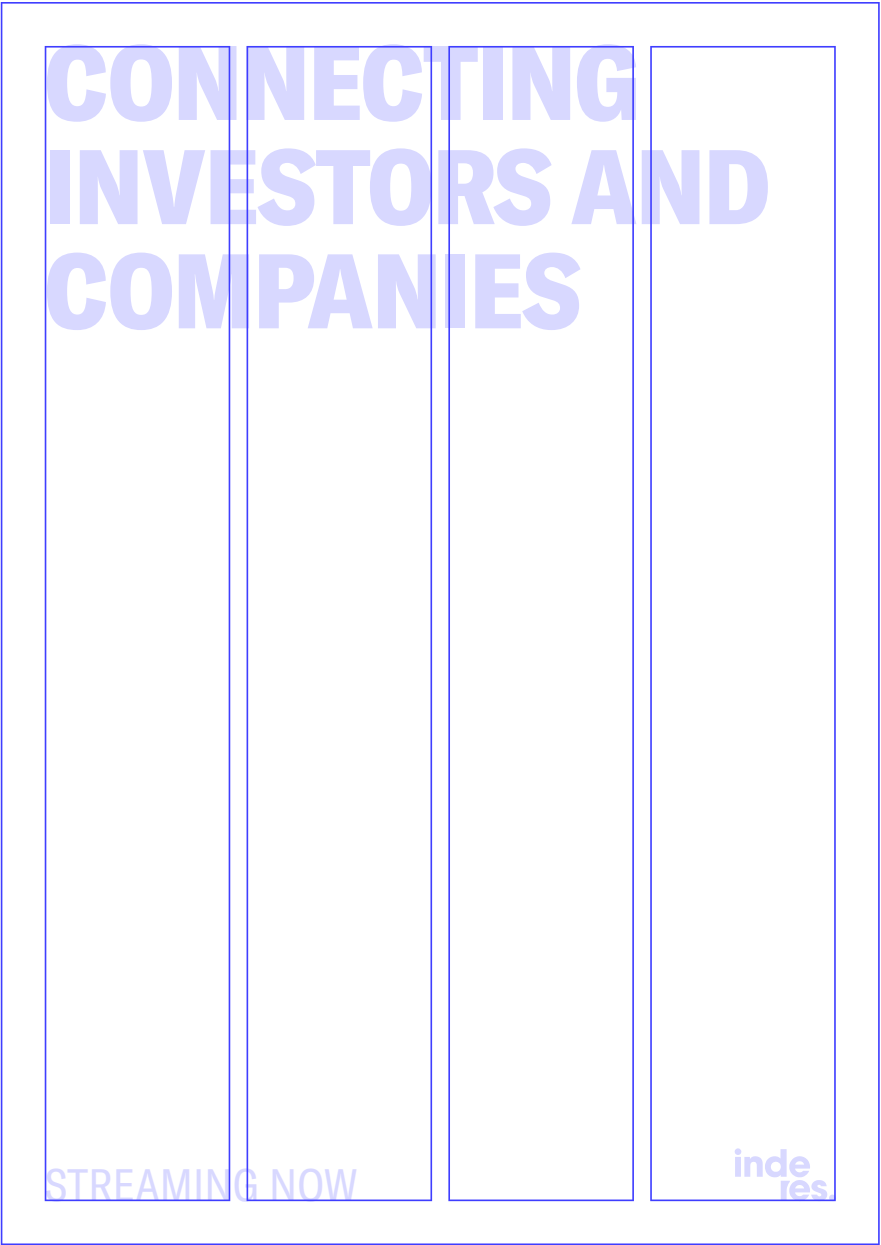
GRID USAGE EXAMPLE
SOCIAL MEDIA



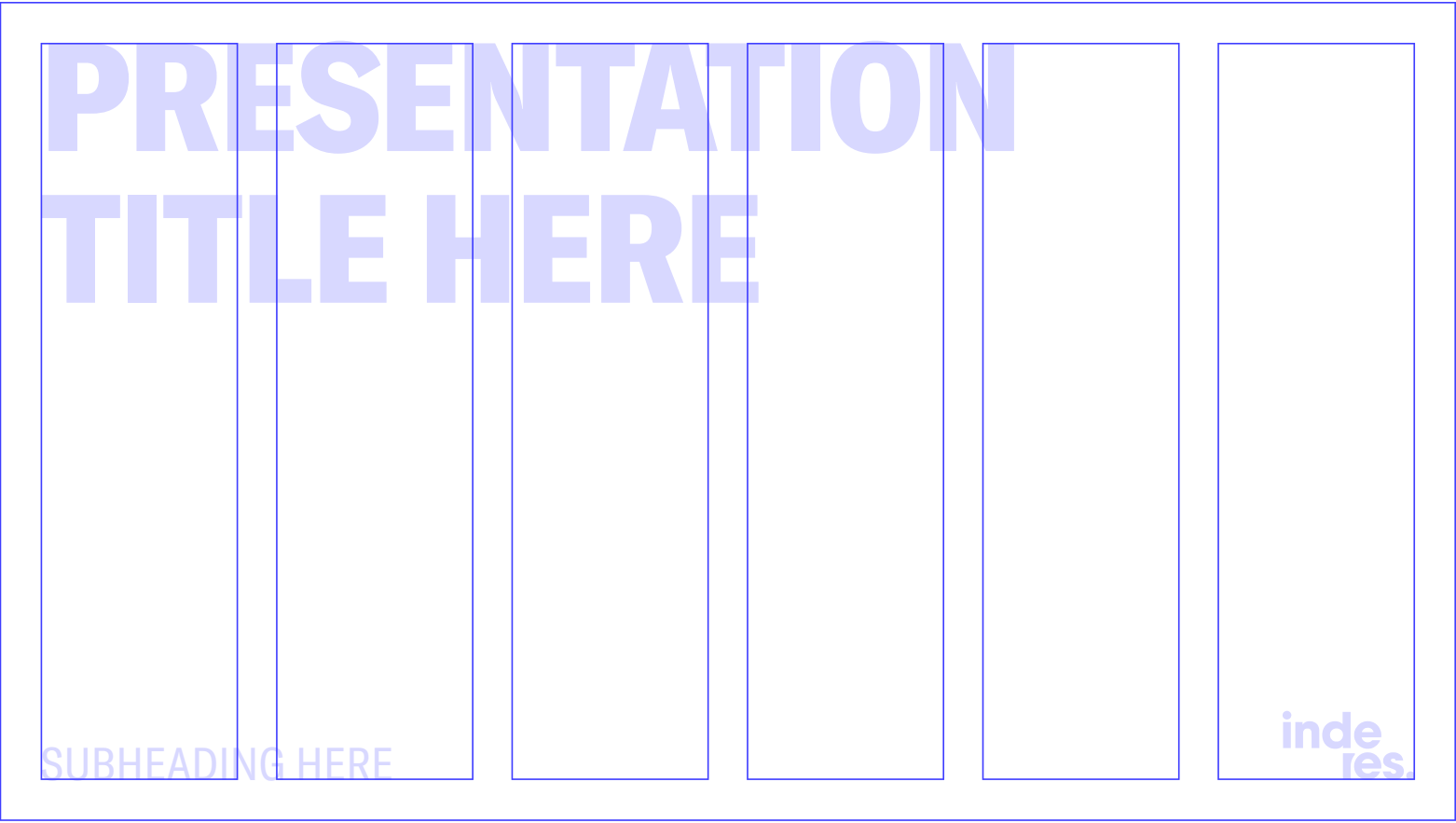
GRID USAGE EXAMPLE
SOCIAL MEDIA, DIGITAL SCREEN



GRID USAGE EXAMPLE
A-FORMAT

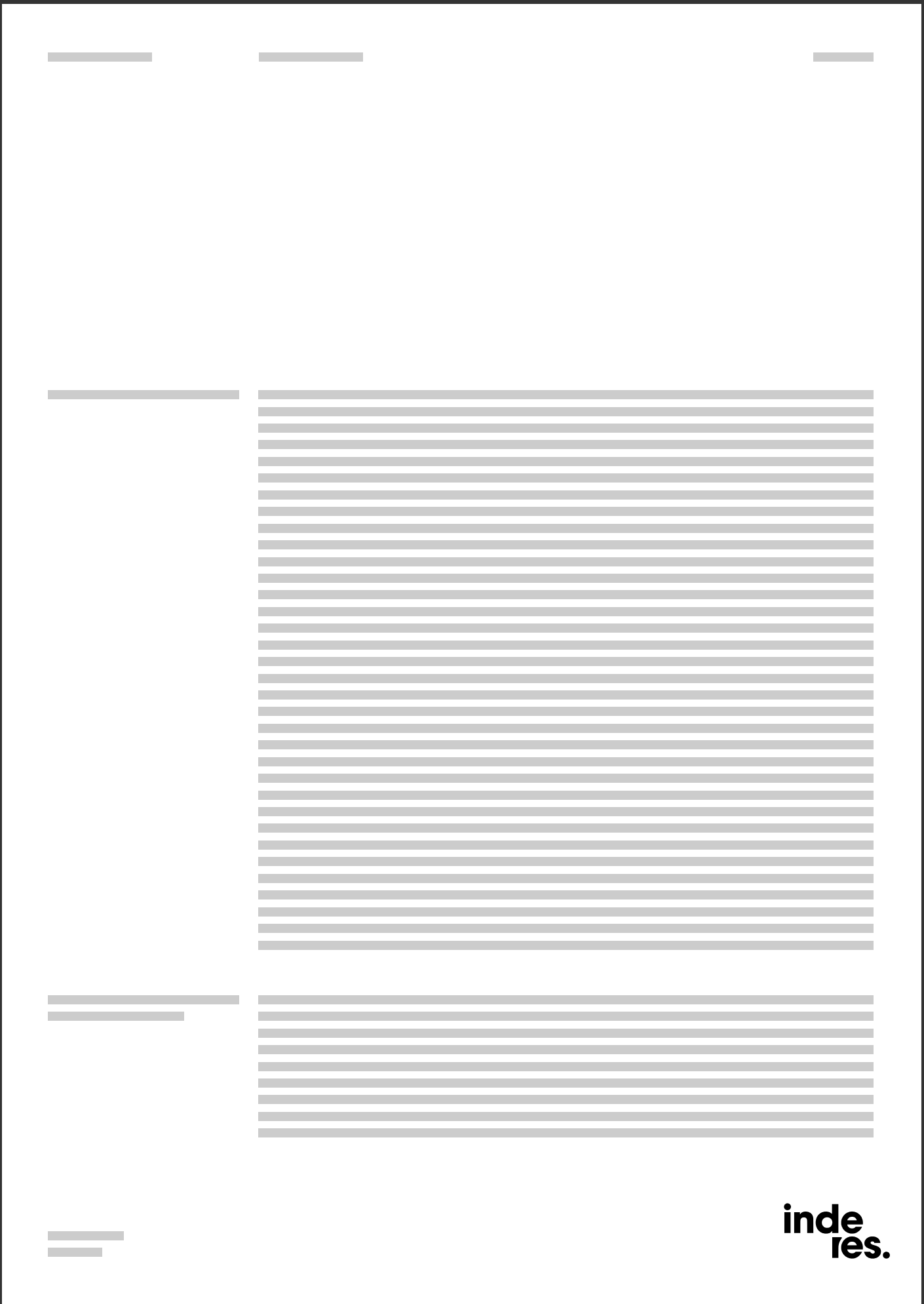


GRID USAGE EXAMPLE
POWERPOINT

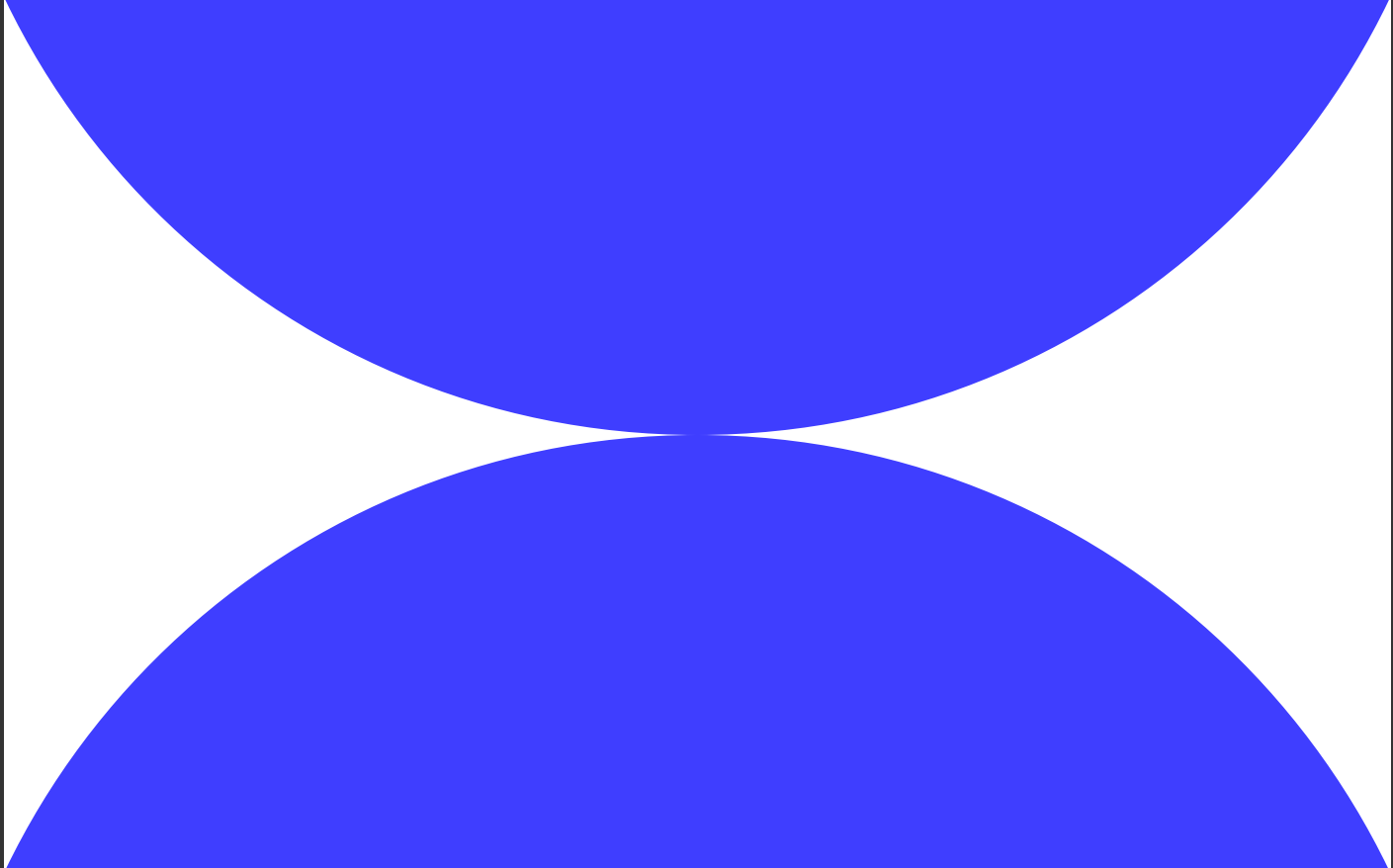


3.0

Application Examples



CONNECTING



INVESTORS
COMPANIES

inde
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**CONNECTING
INVESTORS AND
COMPANIES**

STREAMING NOW

inde
res.

Prosperity, Growth, Trust,
Wealth, Opportunity, Security,
Confidence, Success, Joy,
Investment, Knowledge and
Future

STREAMING NOW

inde
res.

**FINANCIAL
EMPOWERMENT**

IS INVESTING

IN YOURSELF

STREAMING NOW



**CONNECTING
CONNECTING
CONNECTING
CONNECTING
CONNECTING
CONNECTING**

STREAMING NOW



**SMART CHOICES
GREAT REWARDS**

STREAMING NOW



A circular portrait of Rickard Norstrom, a man with short brown hair, wearing a light blue button-down shirt and dark blue trousers, standing with his hands on his hips. The background is a light blue gradient with a dark blue circular shape behind him.

**RICKARD
NORSTROM**

**WEBINAR
SESSION**

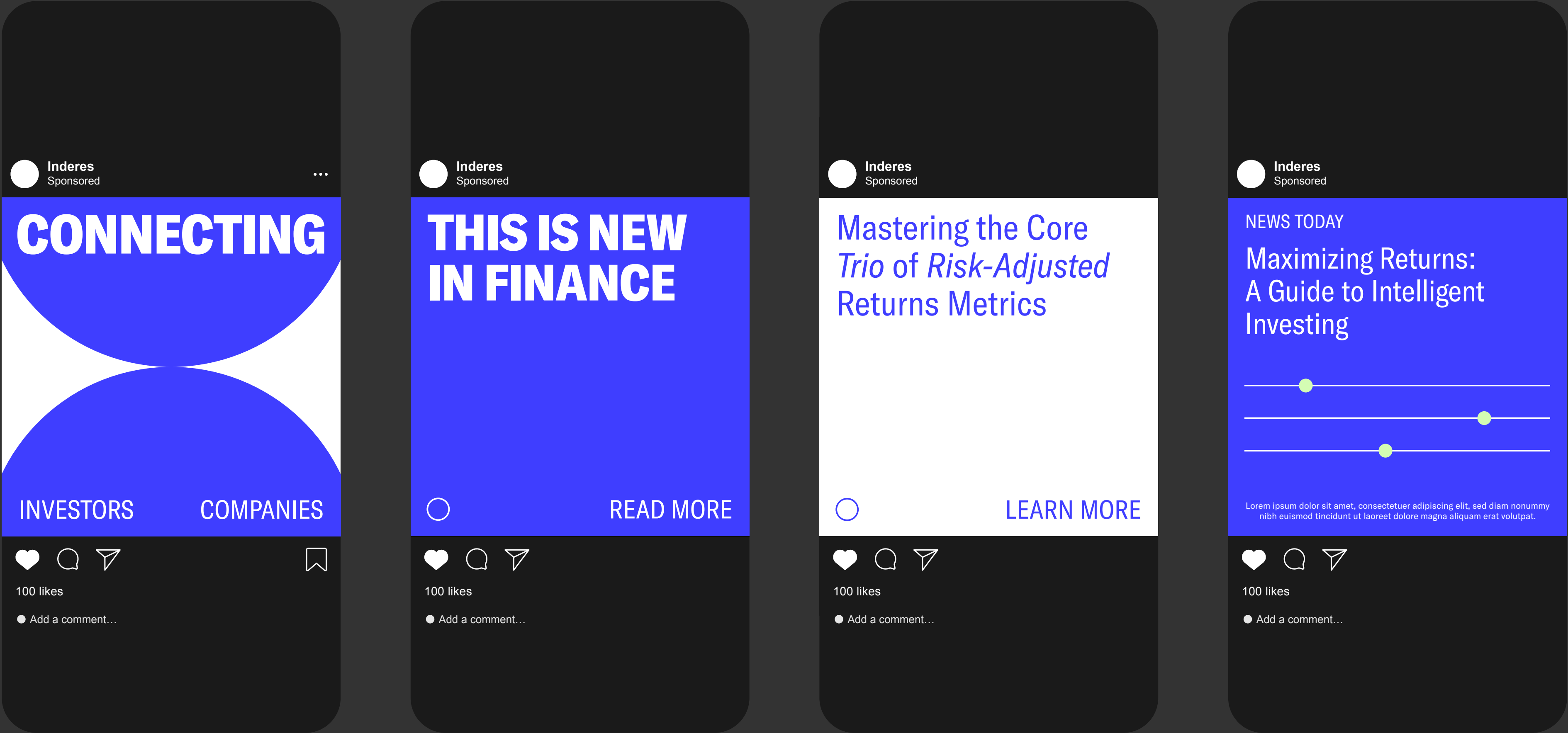
LIVE AT NOON

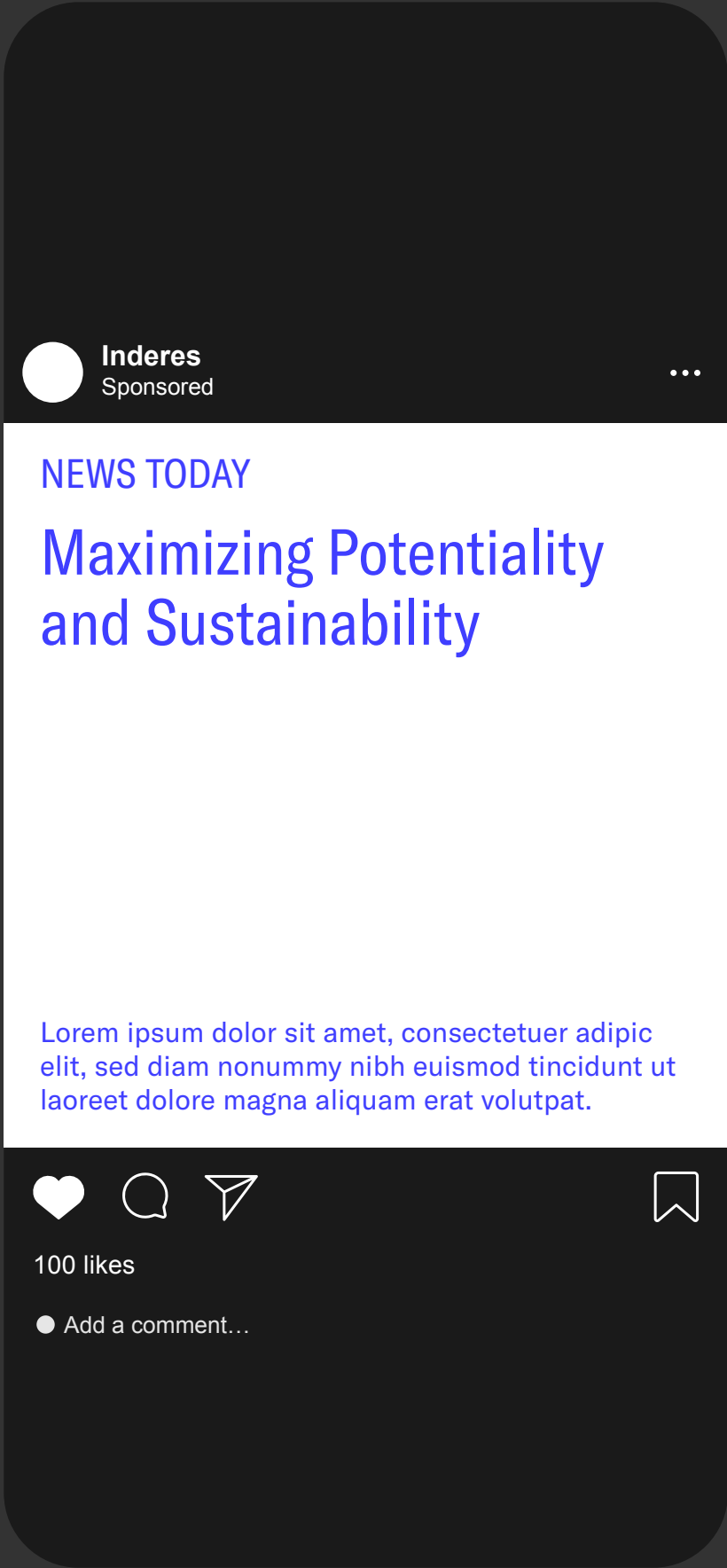
SPEAKERS

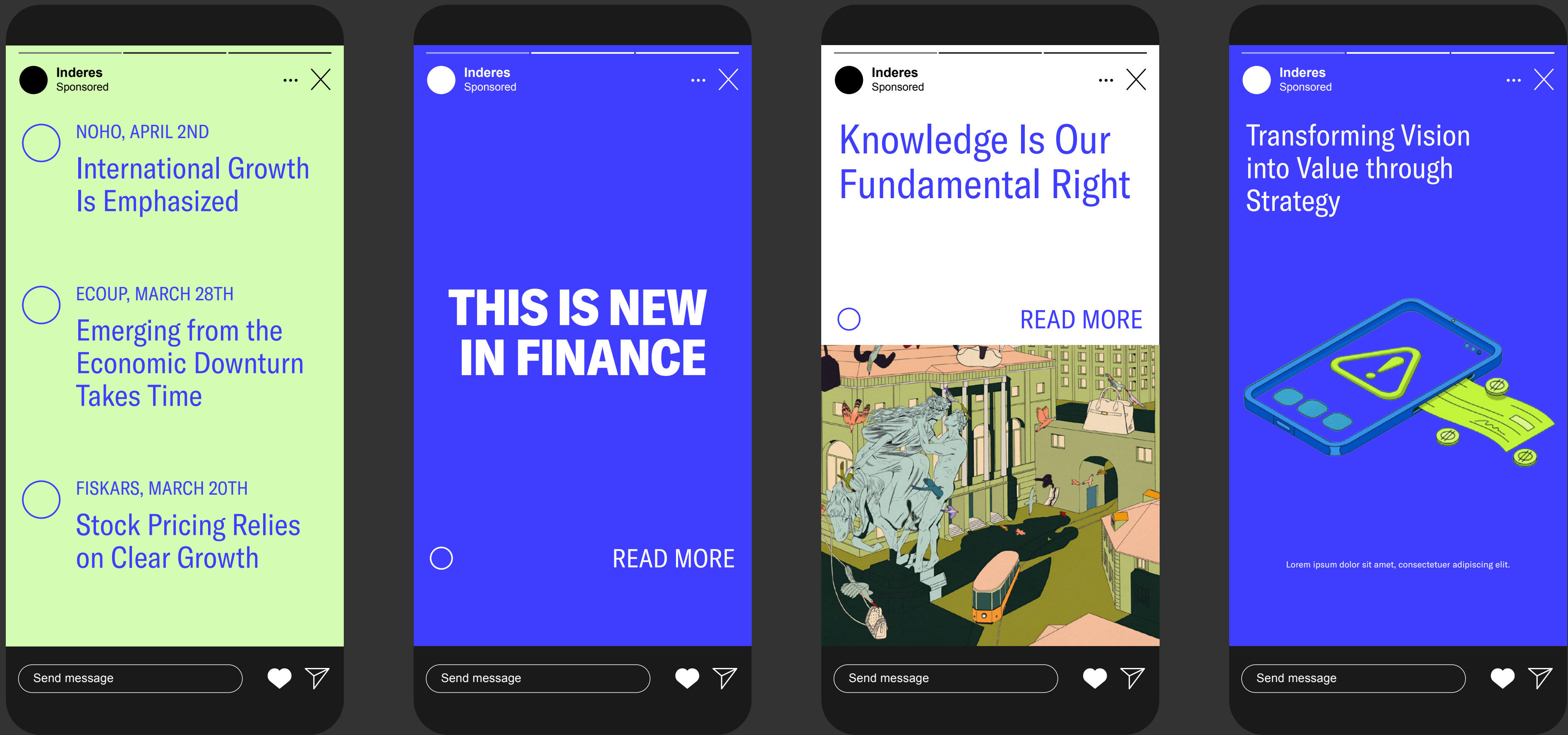
A circular portrait of Daniel Urhum, a man with short dark hair and a beard, wearing glasses, a black t-shirt, and blue jeans, sitting and smiling. The background is a light green gradient with a dark green circular shape behind him.

**DANIEL
URHUM**

**inde
res.**







PRESENTATION TITLE HERE

SUBHEADING HERE

inde
ies.

TABLE OF CONTENTS

1	HEADLINE GOES HERE
2	HEADLINE GOES HERE
3	HEADLINE GOES HERE
4	HEADLINE GOES HERE

INDERES

PRESENTATION TITLE

DATE

PAGE

1

Section title

INDERES

PRESENTATION TITLE

DATE

PAGE

This slide is ideal for introductions, quotes, or highlighting to emphasize key details and enhance the overall impact of your content. It also adds variation to basic text slides.

INDERES

PRESENTATION TITLE

DATE

PAGE

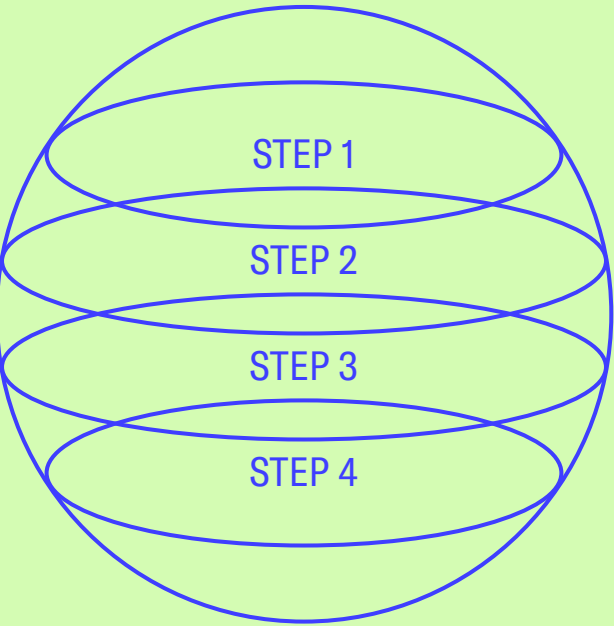


Headline Goes Here

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DATE

PAGE



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INDERES

PRESENTATION TITLE

DATE

PAGE



WELCOME TO THE NEW Inderes SITE

A Platform connecting stock investors and listed companies. Log in to track your interests.

☐ CREATE A FREE ACCOUNT



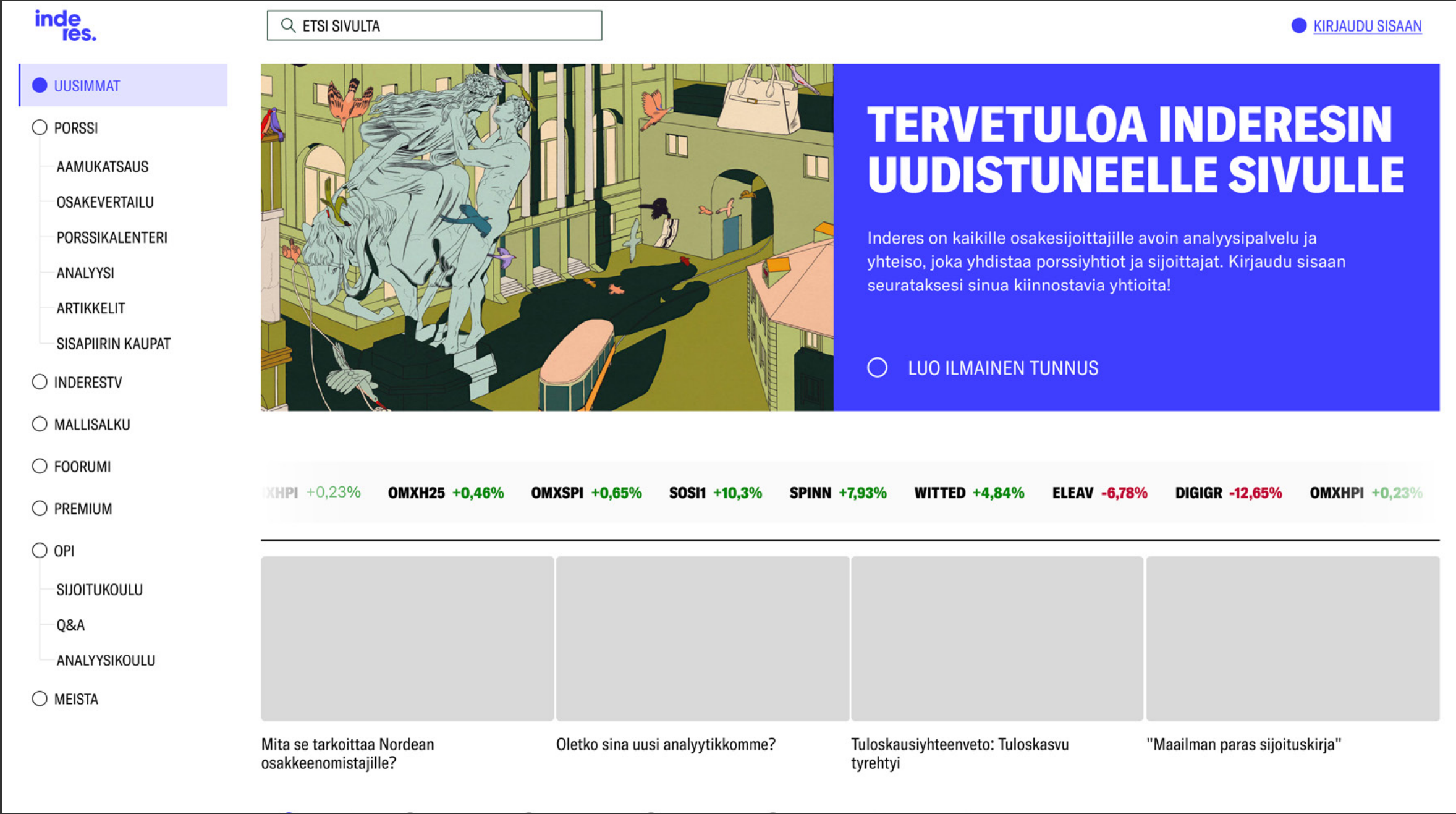
WELCOME TO THE NEW Inderes SITE

A Platform connecting stock investors and listed companies. Log in to track your interests.

☐ CREATE A FREE ACCOUNT







3.1

Overview

PRESENTATION
TITLE HERE

SUBHEADING HERE

inderes.

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HEADLINE GOES HERE

INDERES

PRESENTATION TITLE

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PAGE

This slide is ideal for introductions, quotes, or highlighting to emphasize key details and enhance the overall impact of your content. It also adds variation to basic text slides.

INDERES

PRESENTATION TITLE

DATE

PAGE

STEP 1

STEP 2

STEP 3

STEP 4

Headline Goes Here

Pa nihillaut aut volor accusti onsequae re conssedit voluptas estlos remo excessimus incto quae. Neque endem qui optate nae moditenditis secte si unt fuga pe sit plianla el eardidunt a imagnat emperchici nem susant voloriantem quiete officie ntiumquos sit eatendis aligend' secaliboreast molorio nasequis voluptibus sim fuga.

INDERES

PRESENTATION TITLE

DATE

PAGE

THIS IS NEW
IN FINANCE

READ MORE

CONNECTING

INVESTORS

COMPANIES

NEWS TODAY

Maximizing Returns:
A Guide to Intelligent Investing

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Prosperity, Growth, Trust,
Wealth, Opportunity, Security,
Confidence, Success, Joy,
Investment, Knowledge and
Future

STREAMING NOW

inderes.



SOLTEQ
GENERAL MEETING

INDERES TV

CEO'S REVIEW



ALMA MEDIA
GENERAL MEETING

INDERES TV

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