

Brand book .

Version 1.2 – 04/2021

PREVEX 
ALL ABOUT WATER TRAPS



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Contents

Brand foundation.

Finnish roots

The visual manifestation of Prevox's brand clearly shows our Finnish roots. Water is an element that is characteristic both for water traps as well as for Finnish nature with its many lakes and shores.

R&D and B2B focus

Throughout its history, Prevox has been deeply engaged in R&D, developing ground-breaking high-quality products. These products are mainly sold to B2B customers, with whom we engage in long-lasting partnerships.

Sustainability

At Prevox, sustainability means two things; that we constantly seek ways to lower the carbon footprint of our products, and that the products themselves are durable. Long-lasting products give customers and end-customers peace of mind.

A man wearing glasses and a dark sweater is working on a water trap assembly. He is holding a green cap on a clear plastic pipe that is part of a larger assembly. The background shows a laboratory setting with various equipment and pipes. The text "Business idea ." is overlaid on the right side of the image.

Business idea .

With pride and precision, we develop, manufacture and sell the best water traps and accessories for kitchen and bathrooms.

PREVEX.



Tag line.

Prevex – all about water traps.





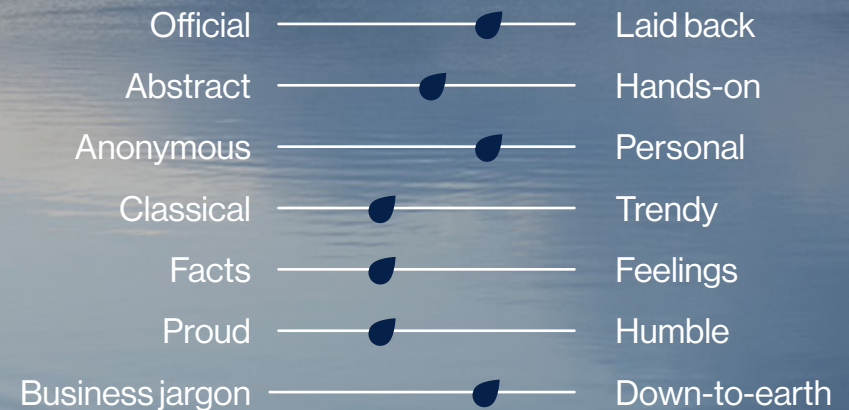
Brand promise .

We give you peace of mind by creating
the smartest and most sustainable
water traps in the world.

PREVEX .

Tone of voice .

Tone of voice is the way we sound in written communication – whether it is website copy, brochures or newsletters. Prevox's tone of voice is influenced by the fact that we mainly are a B2B company with strong expertise. Therefore we need to sound serious and reliable, yet approachable and down-to-earth.



Company values.

Honesty

We want to create an atmosphere of trust – both within the company and with external partners.

Respect

We respect both people and the environment.
Hence we are continuously looking for ways to make our operations more sustainable.

Dedication

We are passionately dedicated to developing the best water traps in the world.



PREVEX.

PREVEX 

Logo

The logo is the most prominent expression of the Prevex brand. It is therefore important to use it correctly and consistently. The logo consists of two different elements; the name Prevex, as well as a water drop.



Logo in one color: Prevex blue.



The logo can be used without the water drop element.



Logo in black.



Logo in white.

Use of logo

There are many different variations of the logo. Please choose the one that fits the purpose in the best possible way.



The vertical version of the logo is the secondary option, which is used when the vertical one is not suitable, such as in social media.



The minimi width of the logo is 45 mm / 130 px.



White-space



Logo with slogan

All about water traps label


The label shows the company tagline and works as a decorative graphic element in various applications. The label can be used as white or blue, depending on the background colour.




Colours

The Prevex colours have been chosen to symbolize the elements that the company's products revolve around, i.e. water and drains. In addition to the blue and grey tones, yellow can be used as an accent colour.


Primary palette




Prevex blue
Pantone 7463 C
cmyk 100-90-39-45
rgb 5-32-73
#052049




Calmness
Pantone 550 C
cmyk 47-7-8-8
rgb 156-183-209
#9cb7d1



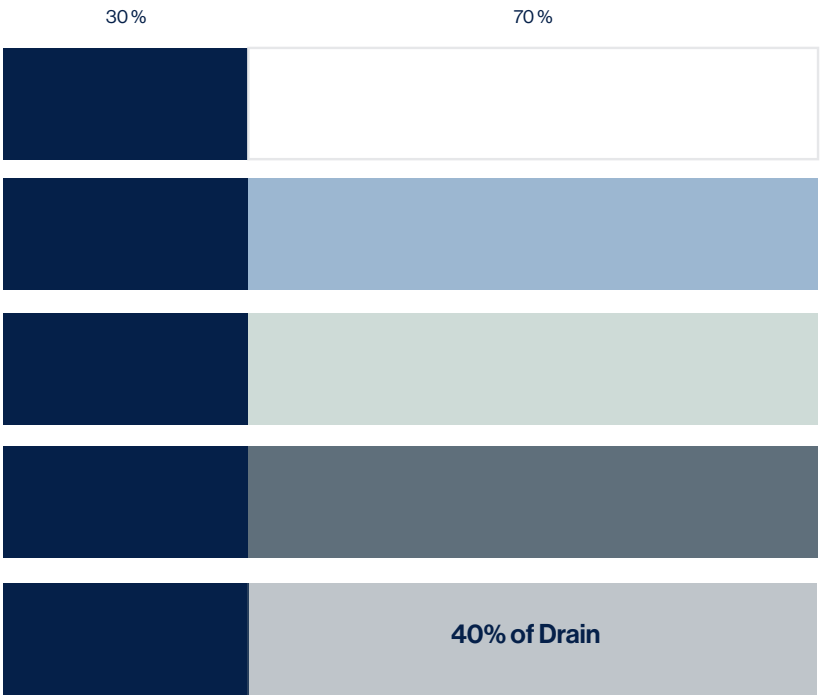
Peace of mind
Pantone 5527 C
cmyk 12-2-9-8
rgb 188-201-197
#dbe2de




Clean
White
cmyk 0-0-0-0
rgb 255-255-255
#FFFFFF



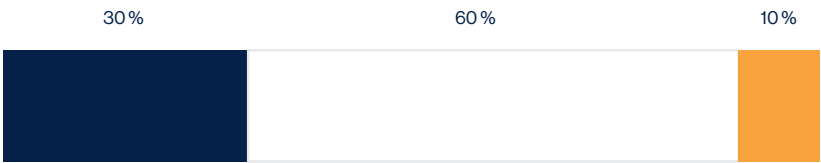
Drain
Pantone 431 C
cmyk 45-25-16-59
rgb 95-111-123
#5f6f7b



Secondary



Vitamin pill
Pantone 1375 C
cmyk 0-45-94-0
rgb 224-159-45
#e09f2d



Use of colours

Use of logotype on brand colours and photos.



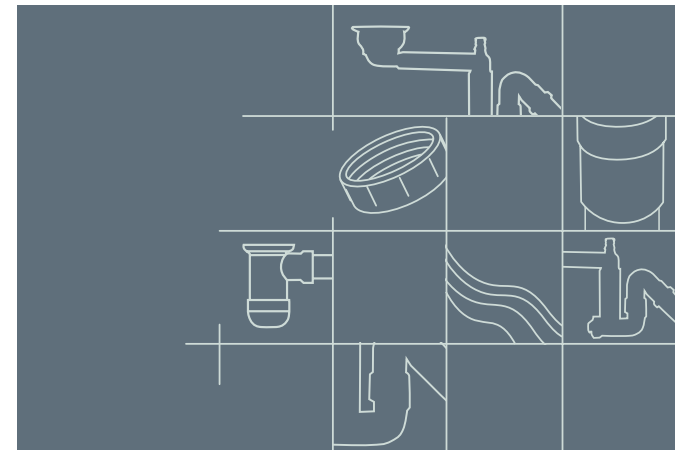
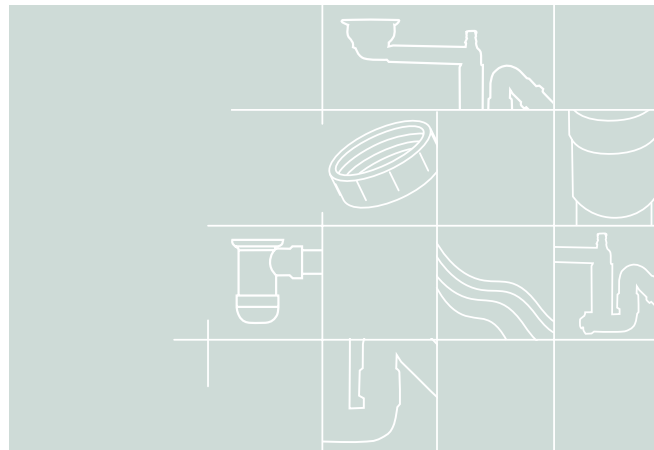
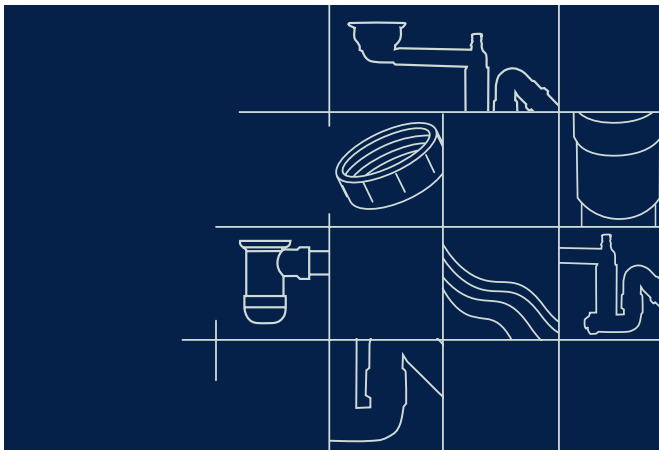
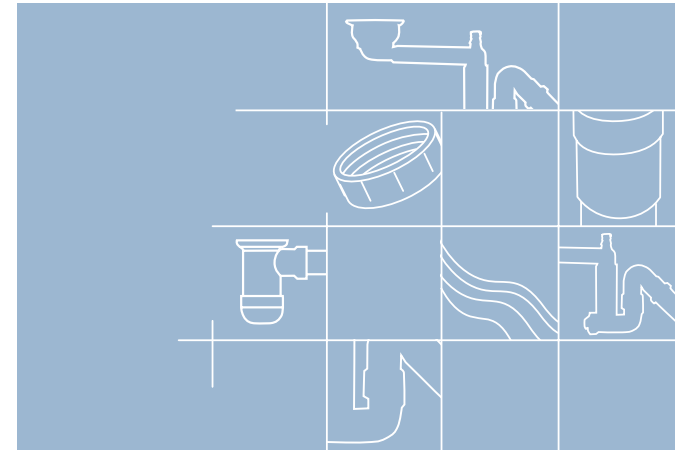
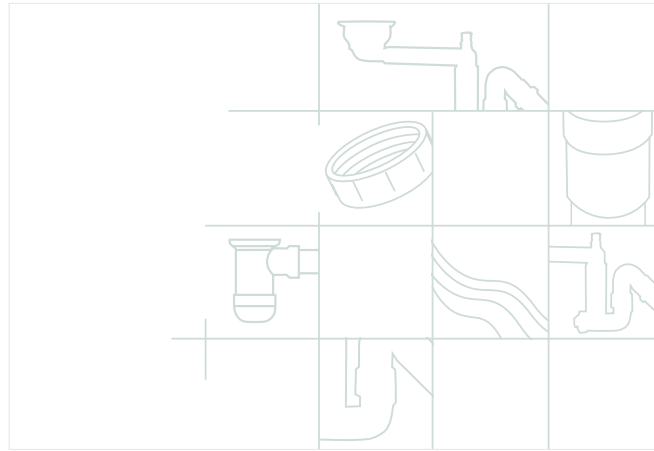
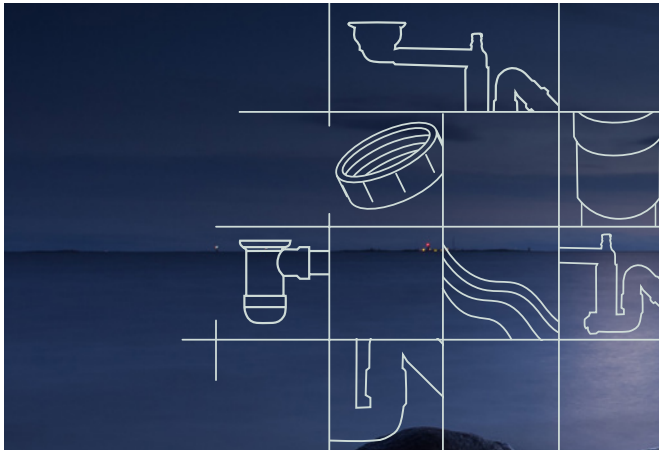
Extended color palette

The extended palette should be used sparingly and considerately. This palette is mostly for illustrations, as well as for thematic and categorical necessity within documentation. Each colour has a primary swatch, as well two alternatives: dark and light.

darker	primary color palette	lighter
#010a1e	#052049	#37527b
#93A192	#dbe2de	#edf3f1
#54585a	#707372	#c6c7c7
#6a7b97	#9cb7d1	#c4dfef
#d78c35	#f5ad3d	#efd19f

Graphical elements

The graphical element is used in the right corner of an image or a monochrome background. The colour of the graphical is either white or “Peace of mind”, depending on the background. The graphical element can also be animated.



Typography

The typography has been chosen to reflect the core of the Prevex brand; the professionalism, design and quality. The font Neue Haas Grotesk is timeless and yet modern. It works both in print and on the web.

Primary typeface

Body

Neue Haas Grotesk
Text Pro

Headlines

Neue Haas Grotesk
Display Pro

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

Secondary typeface

Roboto Slab

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

Ersättande typsnitt

Arial

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

Ersättande typsnitt

Georgia

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

Typography

The typography has been chosen to reflect the core of the Prevex brand; the professionalism, design and quality. The font Neue Haas Grotesk is timeless and yet modern. It works both in print and on the web.

Polish

Primary typeface

Body

Neue Haas Grotesk
Text Pro

Headlines

Neue Haas Grotesk
Display Pro

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

Secondary typeface

Roboto Slab

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

abcdefghijklmnopqrstuvwxyzåäö1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ

Ersättande typsnitt

Arial

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

Ersättande typsnitt

Georgia

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

abcdefghijklmnopqrstuvwxyz-
vwxyzåäö1234567890

Typography

The typography has been chosen to reflect the core of the Prevex brand; the professionalism, design and quality. The font Neue Haas Grotesk is timeless and yet modern. It works both in print and on the web.

Cyrillic

Primary typeface

Roboto

А а	Б б	В в	Г г	Д д	Е е	Ё ё	Ж ж	З з	И и	Й й
К к	Л л	М м	Н н	О о	П п	Р р	С с	Т т	У у	Ф ф
Х х	Ц ц	Ч ч	Ш ш	Щ щ	Ъ ъ	Ы ы	Ь ь	Э э	Ю ю	Я я
А а	Б б	В в	Г г	Д д	Е е	Ё ё	Ж ж	З з	И и	Й й
К к	Л л	М м	Н н	О о	П п	Р р	С с	Т т	У у	Ф ф
Х х	Ц ц	Ч ч	Ш ш	Щ щ	Ъ ъ	Ы ы	Ь ь	Э э	Ю ю	Я я
А а	Б б	В в	Г г	Д д	Е е	Ё ё	Ж ж	З з	И и	Й й
К к	Л л	М м	Н н	О о	П п	Р р	С с	Т т	У у	Ф ф
Х х	Ц ц	Ч ч	Ш ш	Щ щ	Ъ ъ	Ы ы	Ь ь	Э э	Ю ю	Я я
А а	Б б	В в	Г г	Д д	Е е	Ё ё	Ж ж	З з	И и	Й й
К к	Л л	М м	Н н	О о	П п	Р р	С с	Т т	У у	Ф ф
Х х	Ц ц	Ч ч	Ш ш	Щ щ	Ъ ъ	Ы ы	Ь ь	Э э	Ю ю	Я я

Secondary typeface

Roboto Slab

А а	Б б	В в	Г г	Д д	Е е	Ё ё	Ж ж	З з	И и	Й й
К к	Л л	М м	Н н	О о	П п	Р р	С с	Т т	У у	Ф ф
Х х	Ц ц	Ч ч	Ш ш	Щ щ	Ъ ъ	Ы ы	Ь ь	Э э	Ю ю	Я я
А а	Б б	В в	Г г	Д д	Е е	Ё ё	Ж ж	З з	И и	Й й
К к	Л л	М м	Н н	О о	П п	Р р	С с	Т т	У у	Ф ф
Х х	Ц ц	Ч ч	Ш ш	Щ щ	Ъ ъ	Ы ы	Ь ь	Э э	Ю ю	Я я

Ersättande typsnitt

Arial

А а	Б б	В в	Г г	Д д
Е е	Ё ё	Ж ж	З з	И и

А а	Б б	В в	Г г	Д д
Е е	Ё ё	Ж ж	З з	И и

Ersättande typsnitt

Georgia

А а	Б б	В в	Г г	Д д
Е е	Ё ё	Ж ж	З з	И и
Й й	К к	Л л	М м	Н н
А а	Б б	В в	Г г	Д д
Е е	Ё ё	Ж ж	З з	И и
Й й	К к	Л л	М м	Н н

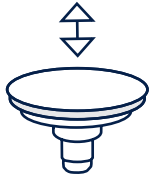
Accessibility

For the text to be readable, it is important that the contrast to the background is large enough. The smaller the text, the more important the contrast. These examples show the right combinations of coloured text and/or elements on coloured background.

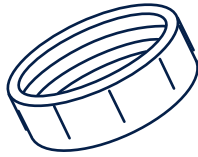


Iconography

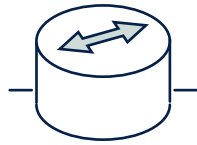
Icons in color



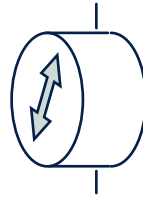
Pop-up



1 1/2"



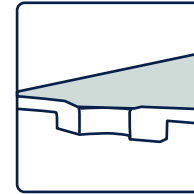
Floor-mounted



Wall-mounted



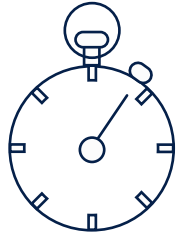
Easy installation



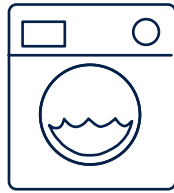
Sink thickness



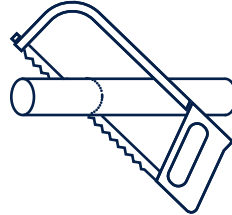
Flow maximization



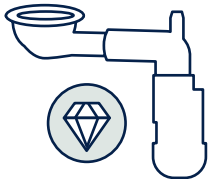
Quick installation



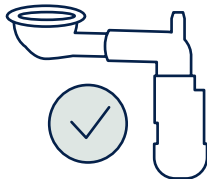
Appliance
connection



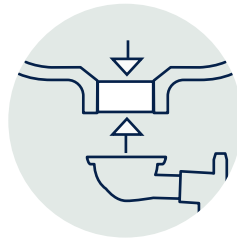
Cut to size



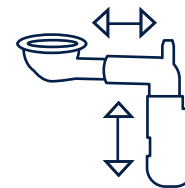
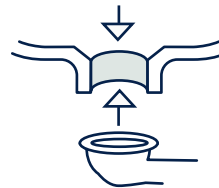
Durable



Pre-assembled

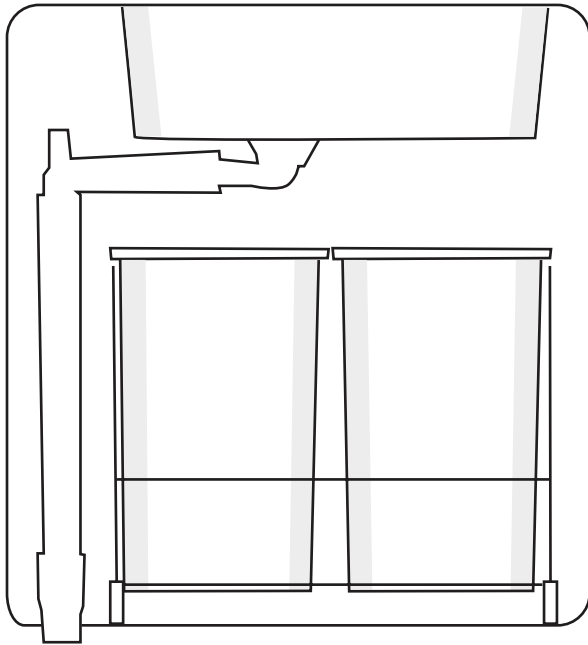


Highly adjustable

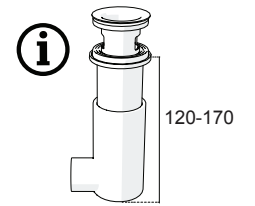
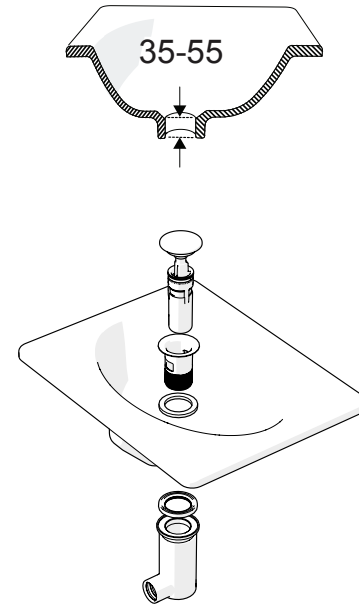
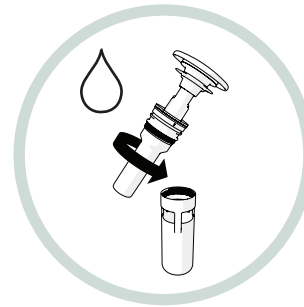
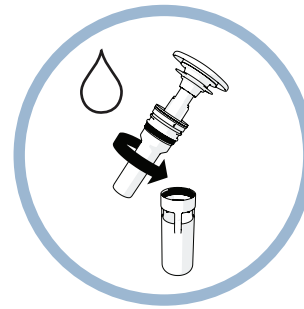


Flexible

Illustrations



SPACE-SAVING
SOLUTIONS



Photography

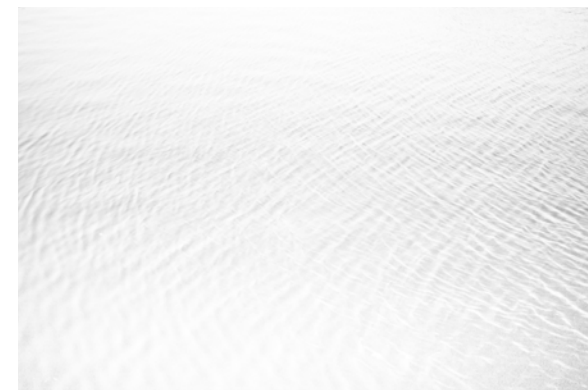
Images are vital to the consistency of any brand, as they are often the most visible part of it. All images used by Prevox should therefore be chosen with consideration. All images used by Prevox should have a cold tone and a calm feeling.

PREVOX 

ALL ABOUT WATER TRAPS

Photography

NATURE • Nature pictures are used to express Prevex's Finnish roots as well as the product's connection to water. The pictures should be calm, both in terms of colours and content.



Photography

BATHROOM • Bathrooms and kitchens showed in Prevex's images should be modern and calm in terms of colour.



Photography

KITCHEN • Bathrooms and kitchens showed in Prevex's images should be modern and calm in terms of colour.



Photography

PEOPLE • The fact that Prevx is a R&D company should be shown through the images. Although we use authentic people and settings in the pictures, the look and feel is still stylish.



Photography

PRODUCTS 3D RENDERING



Photography

PRODUCTS PHOTOS KITCHEN



Photography

PRODUCTS PHOTOS BATHROOM

