

**AF
OS**

ATTRACTION FILM
OF SWEDEN

ATTRACTIONFILM.COM

**BRAND
BOOK**

A F O S

ATTRACTIONFILM OF SWEDEN

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INTRODUCTION

Why a Brand Book?

This Brand Book is written for current and future team members of AFOS. To help everyone navigate the waters of our workplace. It is partially an expression of who we are as a company, and partially about what we strive to be

Brand guidelines are a set of rules about how to represent the brand AFOS across channels and assets, helping our business build credibility and recognition as we grow.

Consistency across all touch points is key for obtaining a competitive advantage that speaks to our market. The idea of our guidelines is to build recognition by repetition. To engrave our mission and our product into potential clients when they simply see the brand or logo.

Please use the logo, graphics and colors as provided in this guideline.
Try to not use it in any other way.

Do remember, our brand is not just a logo, slick design, a website, a business card...it's an experience that leaves our clients with a certain perception of our services and values as a company.

WHO WE ARE

At AFOS, short for Attraction Film of Sweden, we first and foremost produce moving content such as commercials, brand films and feature films.

Secondly, we provide overall content solutions, strategies and production services for our clients and their brand positioning.

We deliver nothing less than bespoke premium quality productions with a personal touch.

We are a proud team consisting of directors, producers, creatives, coordinators and more. All working towards the same goals:

Premium. Trustworthy. Personal.

We'd like to think we do things a bit differently than most companies in the way we work, the way we think, and the goals we strive for.

Promise

Our promise to our clients is a premium and personal experience. From pre-production to post-production. A service and product that matches or exceeds their expectations, and that if anything happens that does not align with their expectations, we'll fix it. We'll not only fix it, we'll fix it better than the client would expect.

We assure that we are fully up-to-date with current trends and will make sure to get a deep understanding of our clients' brands and products. We provide smart productions with a clear purpose in mind.

We can be trusted with any kind of production they throw our way.

Vision

We aim to be the obvious go-to company when choosing a provider for moving content and brand positioning in following regions: South of Sweden, Denmark and Germany.

Culture

A company culture always exists whether we try to shape it or not. So why not strive for a culture we love!

Our core values and vision at AFOS are what all team members should aspire to, and that automatically creates a certain culture.

This Brand Book is as already mentioned, to align everyone in our daily work, and to get everyone pointing, working, and thinking in the same direction.

Externally it enables AFOS to attract the team members and clients that matches our values.

Internally it exists to solidify who we are as a company. To make it clear what we value at AFOS.

Core Values

We provide “**best in class**” productions and unsurpassed service that, together, deliver premium value to our clients.

We make conscious and eco-friendly choices when planning and executing our productions.

We stand for diversity and mutual respect towards clients and team members, regardless of heritage, background, experience, skills, age, gender or profession.

We develop positive relationships. We provide our clients with good feelings and vibes. They thank us by staying with us, as well as telling their friends about us.

We value our team, encourage their development and reward their performance.

We are committed in heart and mind.

We make things happen every day. We are effective as hell, because action trumps all.

We are humans and are allowed to make mistakes. Encourage and lift up.

If it is to be, it's up to us as a team.

We keep it reel!

Workflow

We want to provide teammates with a direction on where we're going, not micromanage decisions on how to get there. This requires a lot of trust and is something we should strive to be better at every single day.

When someone says *"how about we try this new idea, angle, editing or processs?"*...the room should be buzzing with the previously mentioned fuck-yeah-hold-my-beer feeling.

At AFOS everyone knows who is responsibly for each task. This is key for a smooth and hassle free workflow. But, everyone is highly motivated to dig in and help out with any task, at any given time of a project.

Freedom and responsibility are both equally important at AFOS.

Being true to our structure and workflow, will set more time free for creativity and innovation, in the long run leading to growth. It will also mean less errors along the way.

Yes we are up-to-date and know our current positioning, but we don't care too much about the competition or what other companies in the industry are doing. Instead, we are constantly doing our own thing striving to improve ourselves way past the bar.

Progression

It's easy for an organisation to rest on its laurels. To ease up on the throttle when things seem to be stable and safe. We don't want to be that company and we should all try to avoid this at all costs.

To us, stagnation and failure to adapt are what kill companies. So we want to always have ambitious goals that we aggressively strive to achieve.

Slowing down is like gravity in many ways, you constantly have to fight it. We should constantly be pushing for progress.

Decisions

We build ideas on insight and data as much as possible. But of course sometimes we just make things to look fly and cool.

We try to always acknowledge what we don't know, and what we don't have experience with, and act accordingly. We gather as much intel as we can from everyone and everywhere, filter it, and attack the issue at hand the best we can, full speed. No regrets, but carefully planned.

That means efficient decision-making by those who are closest to the project.

Growth

Thinking too small can easily hold us back. Challenging limiting beliefs is important. When we think large scale, we make very different decisions.

We're in this for the long haul. We want to build something that lasts, and that should affect our decision making. We don't want to spend time on projects that don't create a lasting, positive impact on the business.

Short term wins don't compound. Getting into the helicopter, taking a broad perspective on things and looking way ahead, is important for everyone anywhere in the organization.

We try to avoid being tempted by small projects, quick wins, and instead keep our eyes on the big ball, staying true to our big picture strategies.

Short terms wins, should only be encouraged for the sole purpose of building our brand portfolio and spreading brand awareness about AFOS.

It's natural to evolve and grow. We adapt and we move forward.

For us, unconventional ideas, solutions and business models are critical for growth.



The best marketing strategy ever:

CARE

LOGO IDENTITY USAGE

Logo Layout

YES: The AFOS logo can be used as a standalone logo, but also together with the Attractionfilm of Sweden logo. The AFOS logo is superior and should be on top of the two.

NO: Attractionfilm of Sweden logo should not be used independently without the AFOS logo.

APPROVED

A F O S

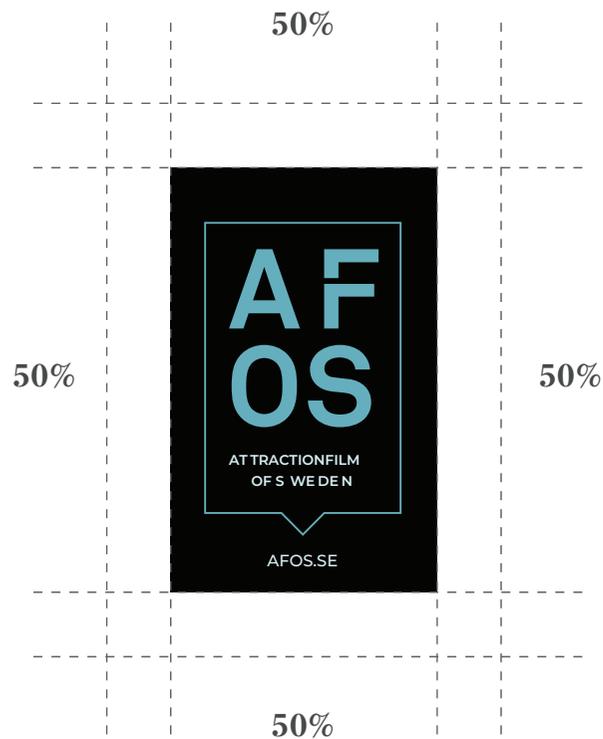
APPROVED

A F O S

ATTRACTIONFILM OF SWEDEN

NOT APPROVED

ATTRACTIONFILM OF SWEDEN



Branding is what people say about you when you are not in the room.

Additional Logo

In some rare cases the layout doesn't allow a horizontal logo. This is when the vertical logo steps in, as an additional logo.

Always try to leave at least 50% of the logo's size in space around the logo to let it breathe.

Rules regarding color for Additional Logo is a bit blurry since this logo is only used when the layout decides the circumstances. As long as the logo keeps true to the color palette, the color combinations can vary.

Logo Color variations

We use **Black** as our **Master Color** and the color for our **Main Logo**.

On a **Dark Background** we use **White** as **Primary Color**.

As a **Supporting Color** we use **Dark Grey**. This can be used when Black or White simply doesn't work.

We also have one **Seasonal Color** we use whenever we feel there is a need for a more eye-catching look. This color change every season (year).

Rules:

- * Never stray from the Color Palette.
- * Never switch the colors.
- * Never rearrange elements of the design.
- * Never alter or add elements to the logo.
- * The Attractionfilm of Sweden text shall always be black, white or dark grey - Never in seasonal color.

A F O S

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AFOS BRAND COLORS

Color usage and Shades

Black is our **Master Color** and the color that should represent AFOS as a brand. This color shall always be represented in any communication, whether it be in the logo, in the artwork or background.

White is almost always used as a contrast to **Black**. **White** will for example be used frequently in storyboards and presentations. When aiming for a clean and premium approach, **White** spaces is the way to go, to let the typography and artwork breath.

To prevent a chunky feeling when using **Black** over large areas, the color **Grey** can be used to give the artwork or background a more inviting look, and let the eyes rest. Used mostly on website.

Our **Seasonal Color** shall only be used as eyecatcher in logo, headers or artwork. It shall be used with the purpose to catch the viewers attention. Not so much with the purpose to build brand awareness or brand recognition.

We have two **Complementary Colors**. **Bright Green/Blue** and **Light Grey**. The purpose of these is to add to the design and help their big brothers, **Dark Green/Blue** and **Dark Grey**. Never use these for the logos.

Exceptions applied to Body Text

For a bit more harmonic and calm feeling we never use pitch black or completely white when using body text. Instead we use a slightly tinted white and a slightly tinted black.

Guidelines:

On **Bright Background** we use this color for body text:

#474848
R 205
G 206
B 209

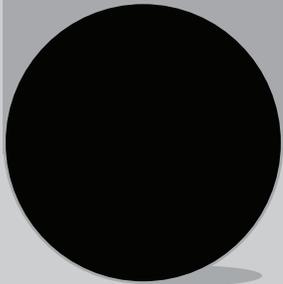
On **Dark Background** we use this color for body text:

#cccd0
R 72
G 73
B 73

Note:

The above colors are NOT listed in the color palette.

MASTER



For web

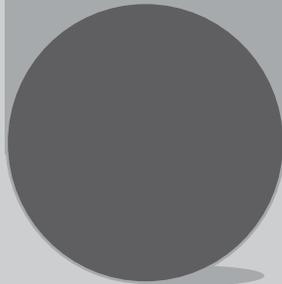
Red: 00
Green: 00
Blue: 00
Hex: #000000

For printing

Cyan: 75
Magenta: 68
Yellow: 67
Key: 90

Pantone: Black 6C

SUPPORTING



For web

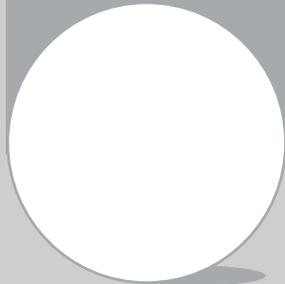
Red: 95
Green: 95
Blue: 97
Hex: #5f5f61

For printing

Cyan: 62
Magenta: 54
Yellow: 51
Key: 27

Pantone: 425C

PRIMARY



For web

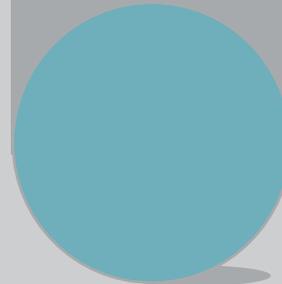
Red: 255
Green: 255
Blue: 255
Hex: #ffffff

For printing

Cyan: 00
Magenta: 00
Yellow: 00
Key: 00

Pantone: 11-0601

SEASONAL



For web

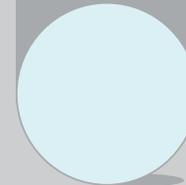
Red: 111
Green: 175
Blue: 188
Hex: #6fafbc

For printing

Cyan: 57
Magenta: 16
Yellow: 23
Key: 00

Pantone: 2218C

COMPLEMENTARY



For web

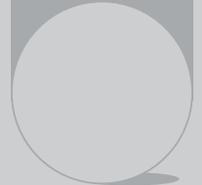
Red: 218
Green: 240
Blue: 244
Hex: #daf0f4

For printing

Cyan: 13
Magenta: 00
Yellow: 03
Key: 00

Pantone: 656C

COMPLEMENTARY



For web

Red: 205
Green: 206
Blue: 209
Hex: #cccd0

For printing

Cyan: 19
Magenta: 14
Yellow: 13
Key: 00

Pantone: 427C

TYPOGRAPHY

The contrast between **Montserrat** and **Berlinske** creates a dynamic and clean expression.

Montserrat has most confidence in a large size, sometimes almost exaggerated in size.

Berlinske Serif adds details and character without, for that matter, becoming eccentric.

Berlinske Sans is clean and easy to read, but still has its own identity despite being a “body text”.

Tip:

The **Sub Header** is usually twice the size of the **Body Text**. If the subheading is set to 30p, then the bodytext should usually be 15p.

Both **Montserrat** and **Berlinske** must be able to breath. Use them preferably against a neutral background with space all around.

PRIMARY FONT

Montserrat

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzåö

01234567890!@\$%

SECONDARY FONT

Berlinske Serif

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzåö

01234567890!@\$%

TERTIARY FONT

Berlinske Sans

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyzåö

01234567890!@\$%

MAIN HEADER

MONTSEERRAT

Weight: Usually Semibold or Bold
Space: Usually 20p
Style: Uppercase

SUB HEADER

Berlinske Serif

Weight: Usually Bold
Space: Usually 10p
Style: Lowercase

BODY TEXT

Berlinske Sans

Weight: Usually Regular
Space: Usually 50p
Style: Lowercase

NUMBERS

Berlinske Serif

Weight: Usually Bold
Space: Usually 50p
Style: Lowercase

EXAMPLE

MAIN HEADER

FORD VS FERRARI

SUB HEADER

Recreates racing history

BODY TEXT

American car designer Carroll Shelby and driver Ken Miles battle corporate interference, the laws of physics and their own personal demons to build a revolutionary race car for Ford and challenge Ferrari at the 24 Hours of Le Mans in 1966.

NUMBERS

8.2/10

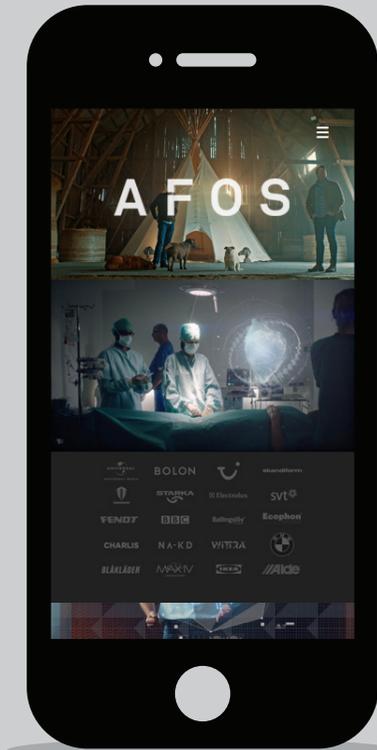
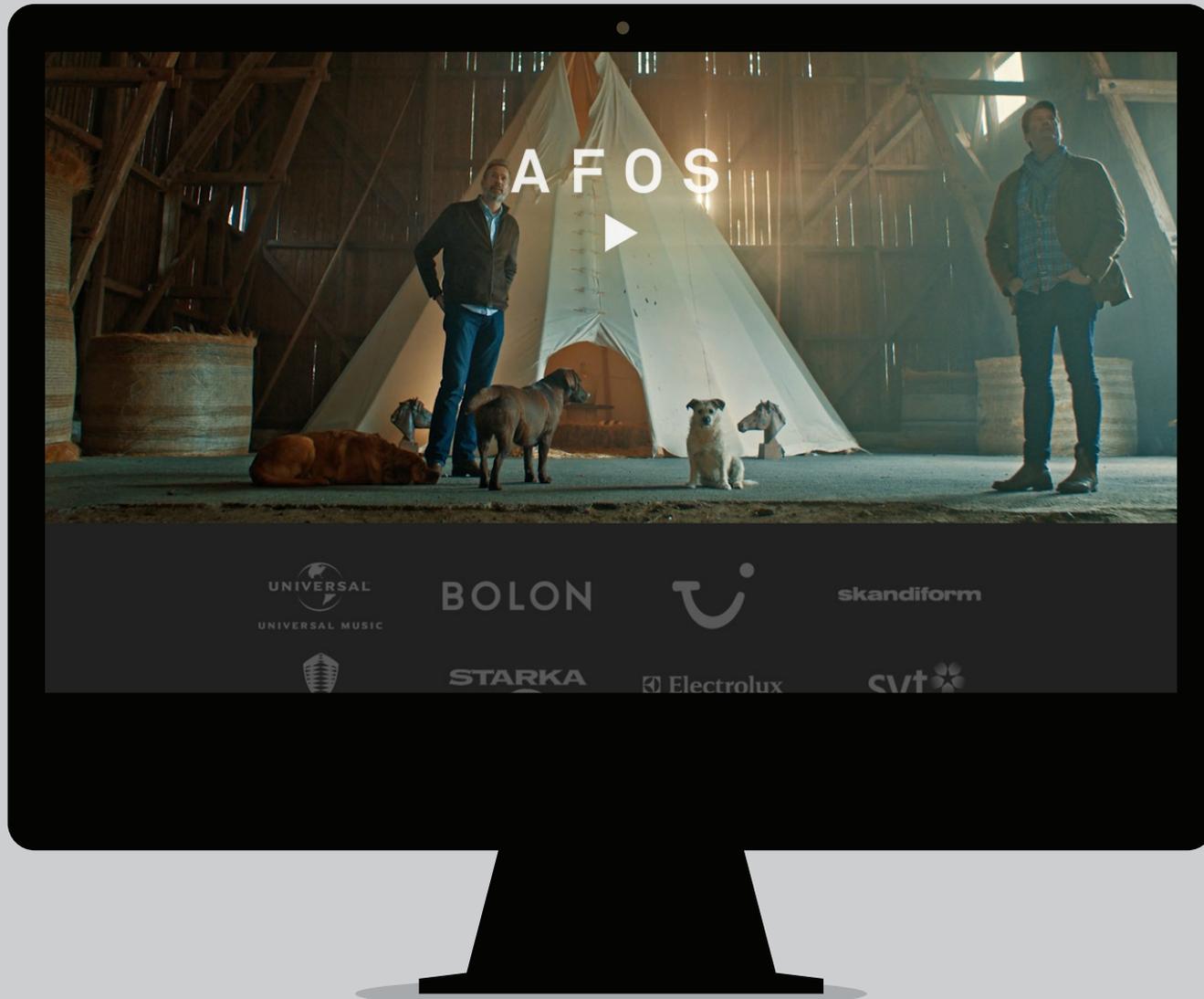
DESKTOP TABLET MOBILE PRINT

Our visual identity is our trademark, a set of all visual and material characteristics of our product, service, idea and company, which makes it distinct and creates a uniform visual unity of all elements.

AFOS has an identity of its own and we must never forget to present it in a stylish, professional and conceptually clear manner.

When it comes to our digital presence, we must pay equal respect to our visual identity, as to usability. Good design can never be neglected in favor of usability. Usability can never be neglected in favor for good design. If we only have an appealing graphic identity, which isn't user friendly, its worthless. Good design and usability must go hand-in-hand.

Consistency across all touch points is key for obtaining a competitive advantage that speaks to our market.



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