

NILFISK

Brand Guidelines | Feb 2025



Nilfisk
Professional
Dealer Extract

Confidential and Proprietary



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Introduction

Drivers

Tone of Voice

Introduction

Every interaction with the Nilfisk brand should reinforce what we stand for and promote a consistent and positive impression. These design and messaging guidelines will help ensure that all brand expressions remain in alignment with the new Nilfisk look, sound and feel.

Drivers

There are three key drivers behind the new CVI, designed to increase brand impact, create stronger differentiation and provide clearer navigation.

Greater impact:

- Get more eyeballs on the brand
- Generate more listing opportunities
- Energize and unify Nilfisk

Stronger differentiation:

- Stronger brand presence
- Meaningful differentiation towards competition
- Clear distinction between professional and consumer propositions

Clearer navigation:

- Products
- POS and packaging
- Digital media and communications

Tone of Voice

We talk in a way that exudes knowledge, creates reassurance and makes us respected, approachable and likable.

Be the expert. Be confident. Be understanding.

✓ **Be the expert**

Be intelligent, informative, insightful and interesting.

✓ **Be confident**

Be bold, direct and inspiring. A simple message is a clear message.

✓ **Be understanding**

Be approachable. Have the ability to listen and change.

✗ **An expert is not**

Patronizing
Condescending
Confusing
Boring
Quirky

✗ **Confidence is not**

Arrogance
Rudeness
Cutting
Competitor bashing

✗ **Understanding is not**

Over-emotional
Long-winded



Wordmark

Rules

Wordmark

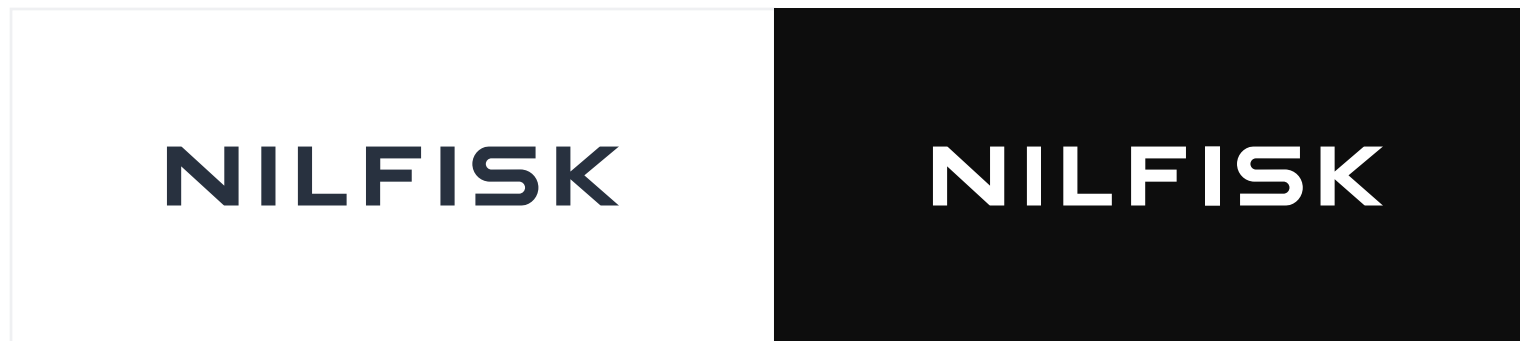
Color

The wordmark is only to be used in the Nilfisk Dark color or white.

If one-color printing is required, then 95% black can be used.



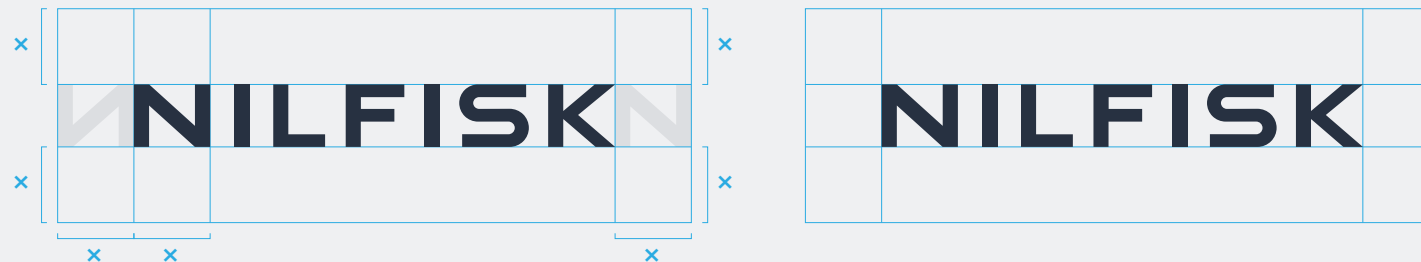
Alternative version:



Wordmark

Clear space

The clear space around the wordmark on all sides should be equal to the width of the 'N' in Nilfisk for maximum legibility and impact.



Wordmark

Minimum size

To preserve legibility, the wordmark should never appear smaller than 10 pixels tall and never be printed smaller than 3 mm tall.

NILFISK 10px

NILFISK 3 mm

Wordmark

Improper uses

The wordmark cannot be altered or redrawn in any other way. Previous versions should never be used, and the wordmark must not appear in a line or block of text. The Nilfisk wordmark must not be used in a block of text, but should be typed in Roboto.



Wordmark colors are inconsistent with brand standards



Wordmark in any other color than Nilfisk Dark, black or white



Letters are stretched out and distorted



Background colors are inconsistent with brand standards



Any form of the old logo and/or wordmark



Never rotate or make a curve out of the wordmark. Vertical text should never read top downwards



The **NILFISK** wordmark must not appear in a line or block of text



Never abbreviate Nilfisk to an N or NF

Wordmark

Other applications

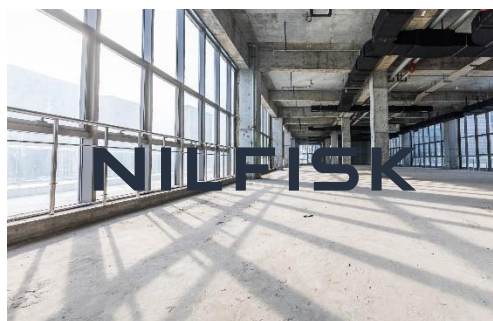
The Nilfisk wordmark should always be displayed clearly. All letters must be legible and not distracted by the background image.



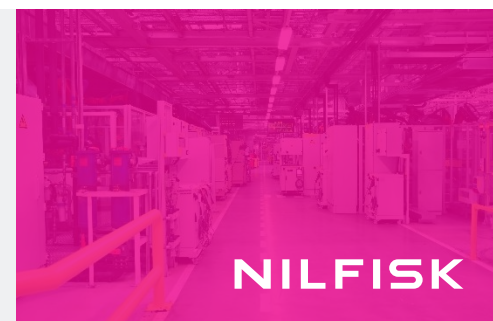
✓ This is an acceptable use of the wordmark on an image with blank space.



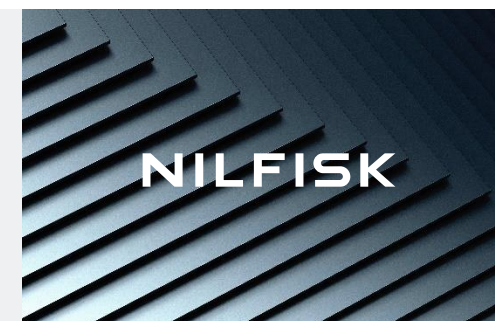
✓ If the wordmark needs to be placed on a busier image then a darkened or lightened version of the image using one of the brand colors must be used.



✗ Do not force the wordmark onto an image or background that compromises its legibility.



✗ Do not use a color that is not in the brand guidelines to color the entire image.



✗ Do not force the wordmark onto conflicting patterns.

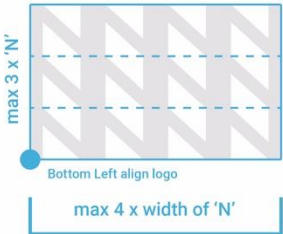


Social Media Co-branding

Social media Co-branding

Partner and dealer logos can be added in the bottom left corner on a media post, following the spacing rules on the next pages.

Primary scaling rule:



Secondary scaling rule:
(only used for long logos)



Social media

Co-branding in external channels

Partner and dealer logos can be added in the bottom left corner on a media post, following the spacing and scaling rules below.

Square

1200 x 1200 px
Logo area: 255 x 158 px
Distance to edges: 67 px

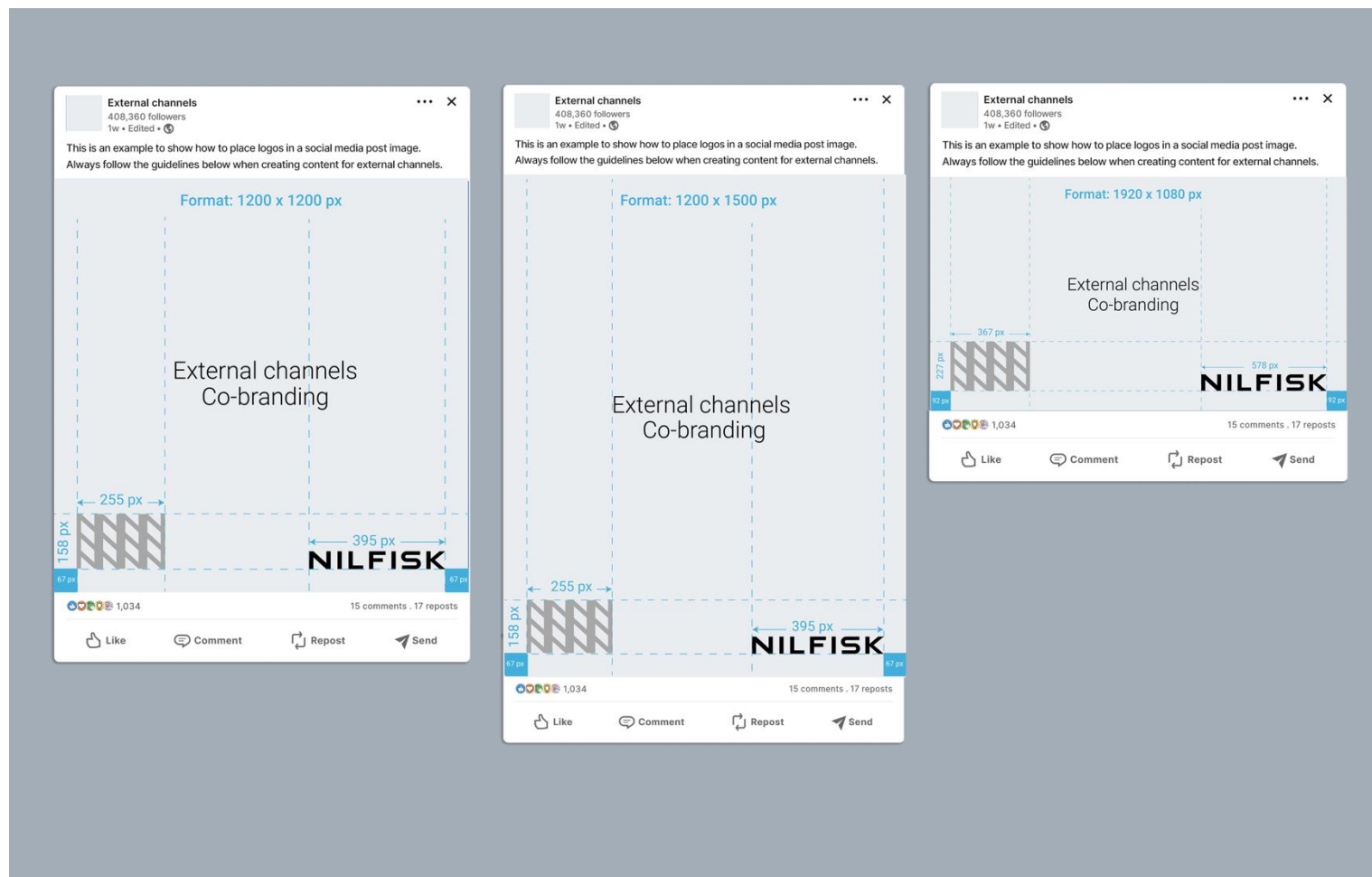
Portrait

1200 x 1500 px
Logo area: 255 x 158 px
Distance to edges: 67 px

Landscape

1920 x 1080 px
Logo area: 367 x 227 px
Distance to edges: 92 px

The wordmark can be white or Nilfisk Dark.





Large scale print

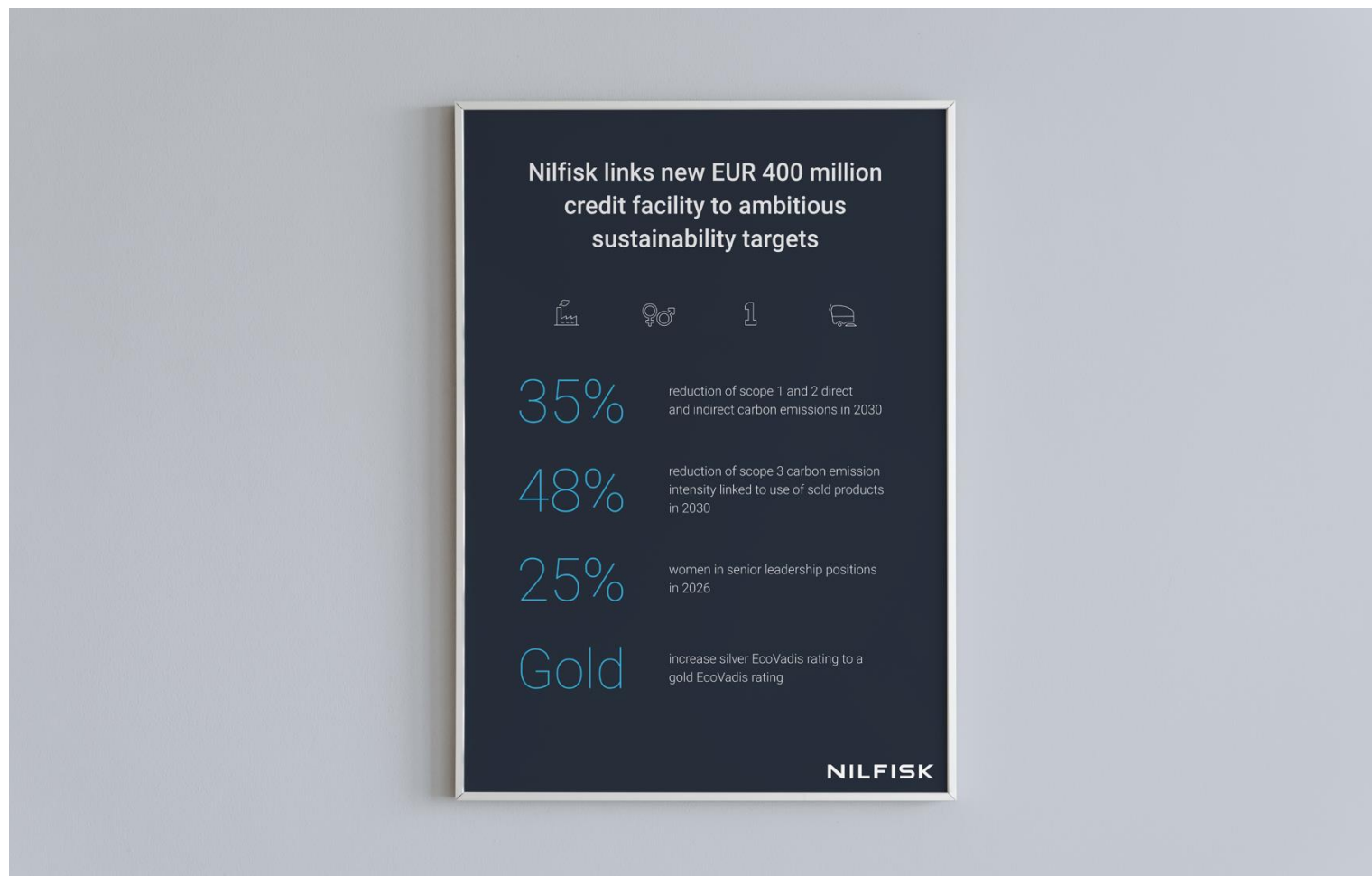
Posters

Roll-ups / banners

Posters

The wordmark should be displayed in the bottom right corner on all posters.

Poster formats are used for service posters to display our product range, and as internal corporate communication.



Posters

Placement of wordmark

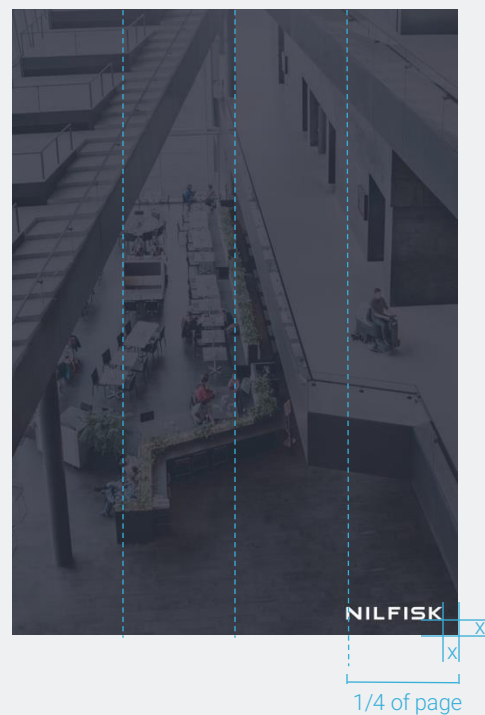
Wordmark must be used on Nilfisk Dark or white. Depending on the background. It should always be legible. Ensure there are no conflicting patterns or elements behind the wordmark.

This rules apply to A3 formats and larger.

Horizontal formats:



Vertical formats:



X = width of N in Nilfisk wordmark

Posters Guideline

Keep the margins free from text and content.

Margin

Left: 6% of poster width.

Top: 6% of poster width

Right: 6% of poster width

Bottom: The clear space around the wordmark on all sides should be equal to the width of the 'N' in Nilfisk for maximum legibility and impact. (see Wordmark section).



Wordmark can be white or Nilfisk Dark depending on the background

Posters Examples



Nilfisk links new EUR 400 million credit facility to ambitious sustainability targets

35% reduction of scope 1 and 2 direct and indirect carbon emissions in 2030

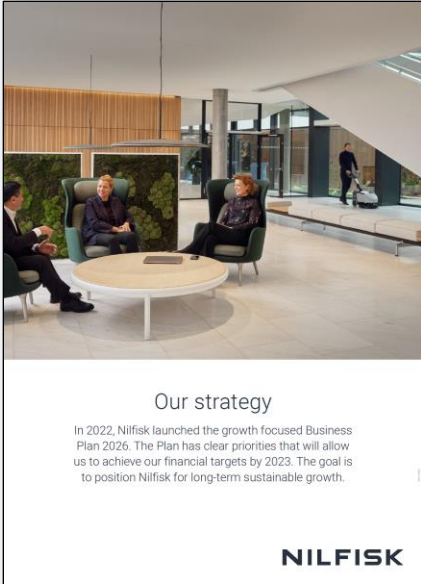
48% reduction of scope 3 carbon emission intensity linked to use of sold products in 2030

25% women in senior leadership positions in 2026

Gold increase silver EcoVadis rating to a gold EcoVadis rating

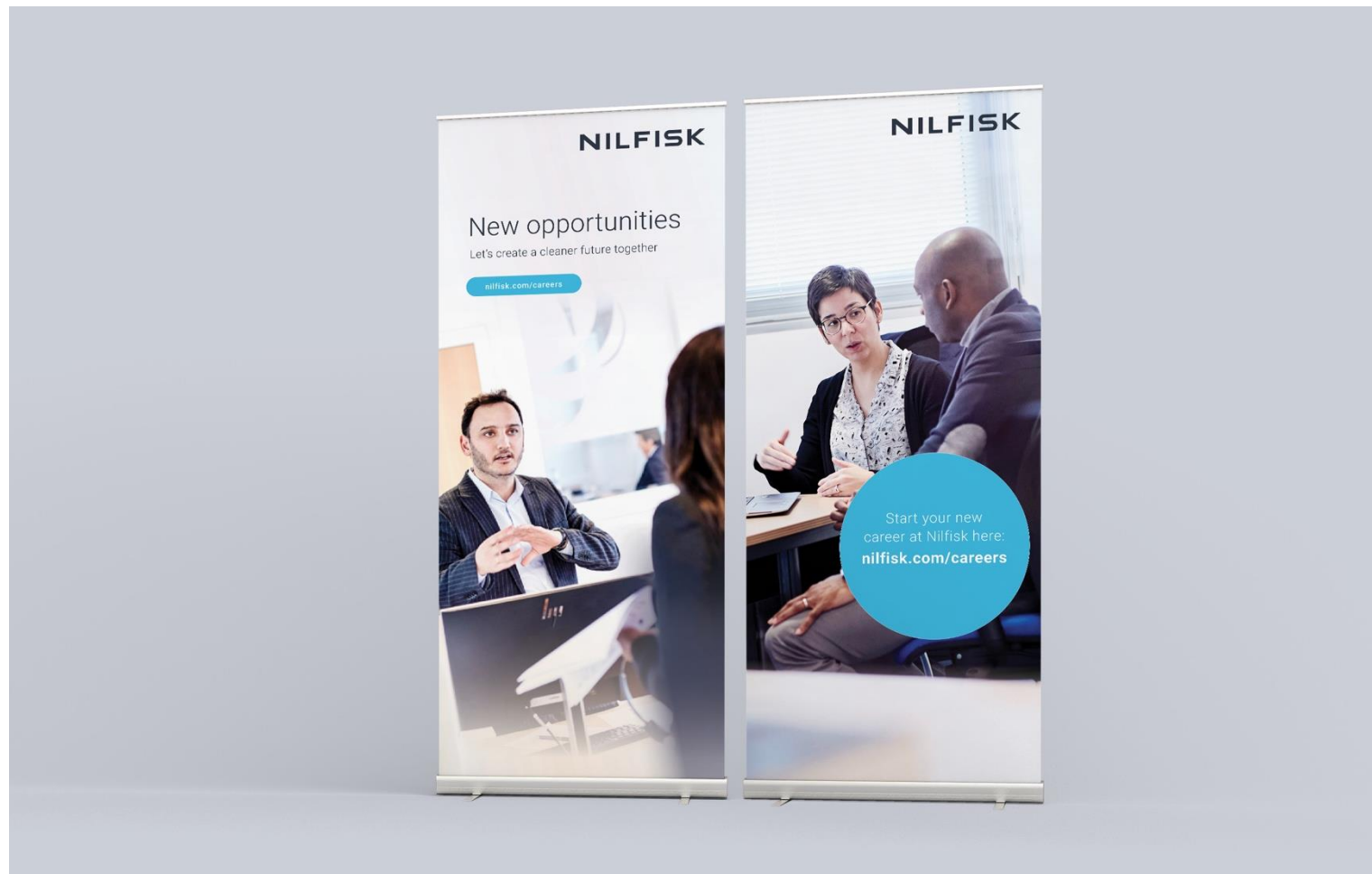
NILFISK

Posters Examples



Roll-ups / banners

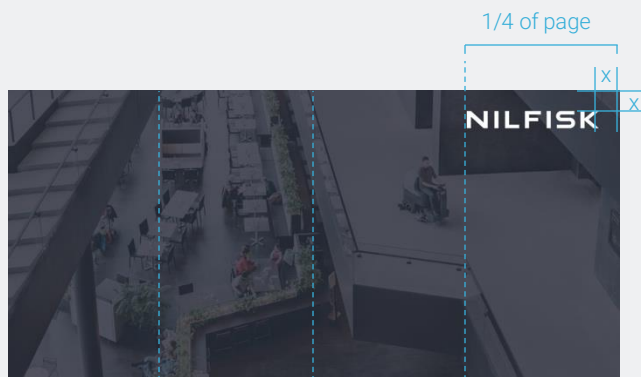
The wordmark should be displayed in the top right corner on all roll-ups and banners for brand clarity and impact.



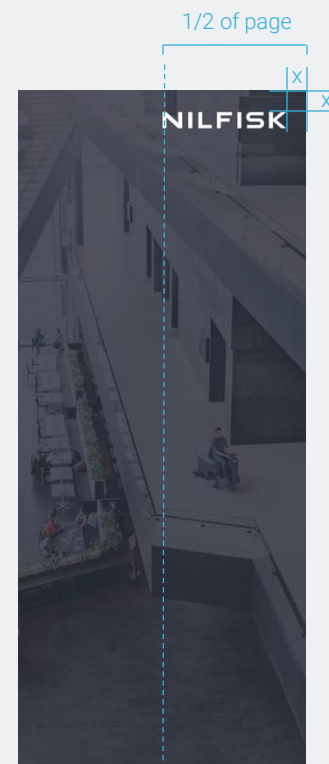
Roll-ups / banners

Placement and scale of wordmark on all poster sizes.

Wordmark can be used on Nilfisk Dark or white, depending on the background. It should always be legible. Make sure there are no conflicting patterns or elements behind the wordmark.



Horizontal



Narrow vertical

X = width of N in Nilfisk wordmark

Roll-ups Guideline

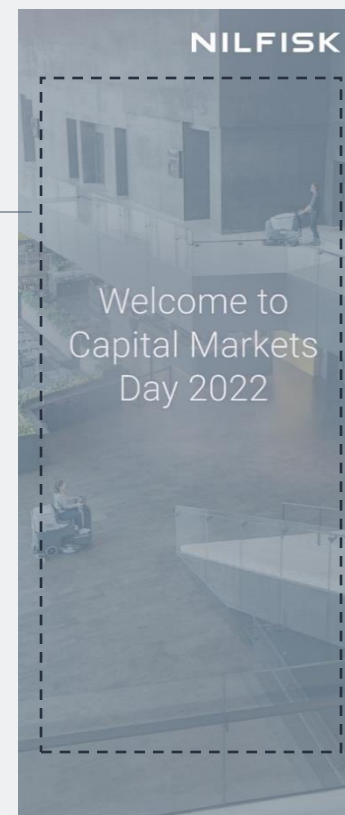
Margin

Top: The clear space around the wordmark on all sides should be equal to the width of the 'N' in Nilfisk for maximum legibility and impact. (see Wordmark section)

Left: Width of N

Right: Width of N

Bottom: Same as top margin



Wordmark can be white or Nilfisk Dark depending on the background

Roll-ups
Examples



NILFISK

Er en selvkørende gulvvasker noget for jer?

Nilfisk.dk

NILFISK

The icon just got upgraded

Silent cleaning meets maximum power

Visit www.nilfisk.co.uk to learn more

NILFISK

Floorcare

Sweepers, scrubber dryers, combination riders, carpet extractors, and burnishers.

Visit www.nilfisk.com to learn more

NILFISK

Vacuum cleaners

Commercial vacuum cleaners, wet/dry, industrial vacuum cleaners, consumer products, central vacuum cleaners.

Visit www.nilfisk.com to learn more

NILFISK

High-pressure washers

Professional high-pressure washers, ultra-high/low pressure, consumer high-pressure washers.

Visit www.nilfisk.com to learn more

Roll-ups
Examples



NILFISK

Scheuersaugmaschinen
für maximale Sauberkeit
und Effizienz



www.nilfisk.de

NILFISK

Nilfisk Hochdruckreiniger-
Strahlende Sauberkeit im
Handumdrehen



www.nilfisk.de

NILFISK

Nilfisk Industriesauger
für höchste
Reinigungsansprüche



www.nilfisk.de

NILFISK

Effiziente Kehrmaschinen für
beste Reinigungsergebnisse
im Innen- und Außenbereich



www.nilfisk.de

NILFISK

Innovative Saugleistung
für wirkungsvolle
Reinigung



www.nilfisk.de

Roll-ups

Placement of co-branding

Partner and dealer logos can be added in the bottom section of roll-ups, following the spacing rules on the next page.



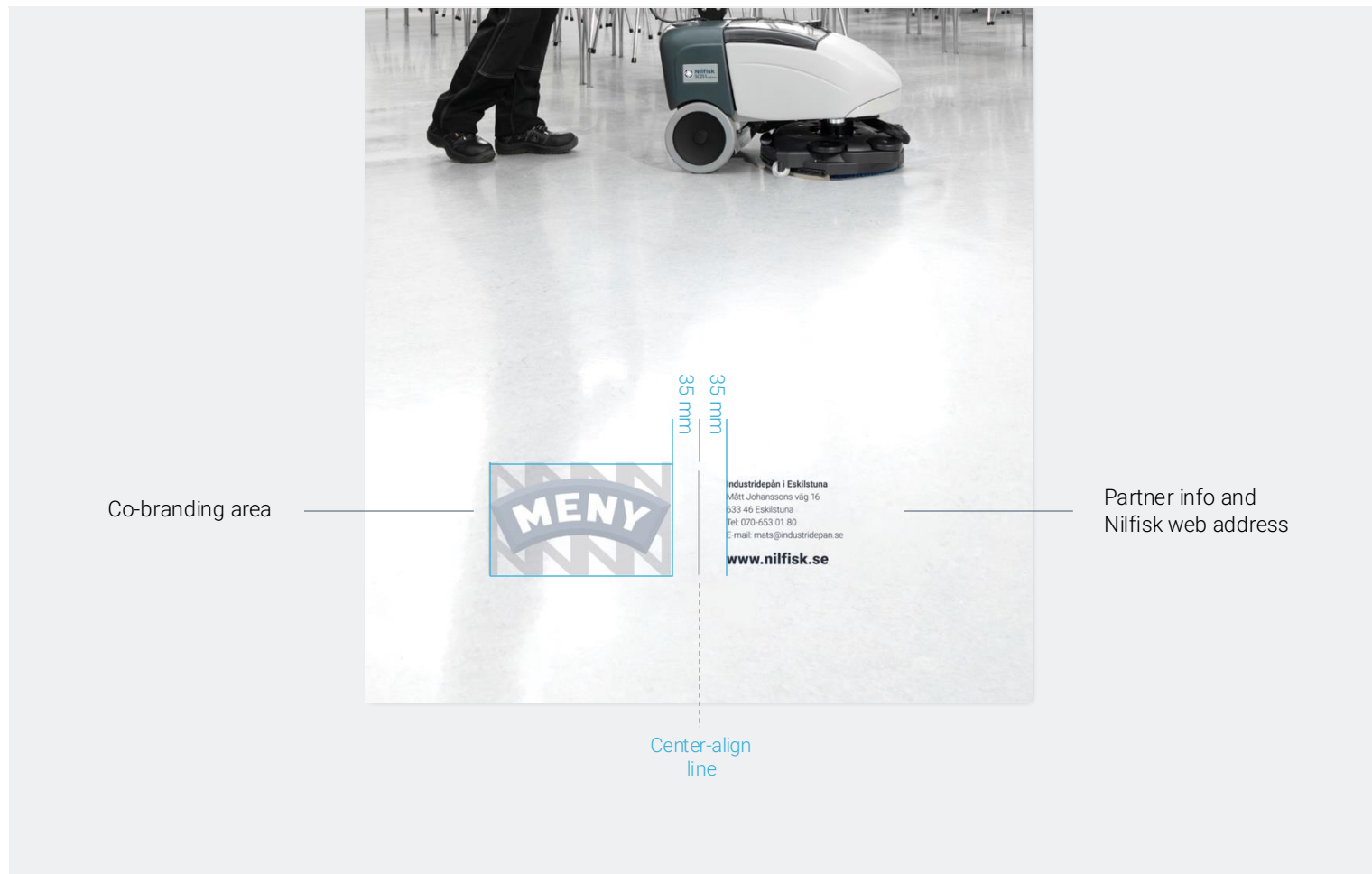
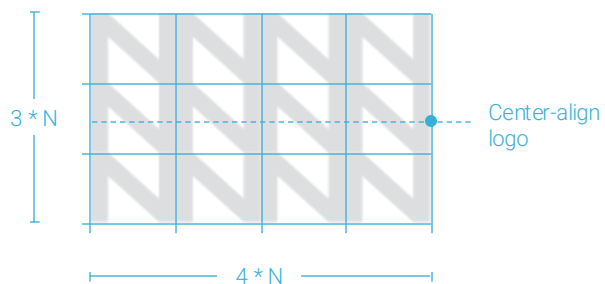
Roll-ups

Placement of co-branding

The partner or dealer logo must be placed inside the 'Co-branding area' at the bottom of the roll-up. Always align the logo to the center of the co-branding area.

The logo should be displayed in grey if possible: Nilfisk Cool Grey 01

Co-branding area:



Roll-ups

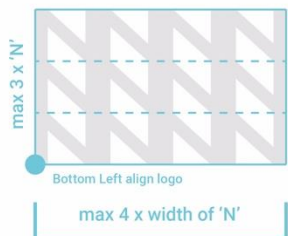
Size of co-branding

The partner/dealer logo must be placed in the co-branding area in the bottom left corner. Always align the logo to the bottom of the co-branding area.

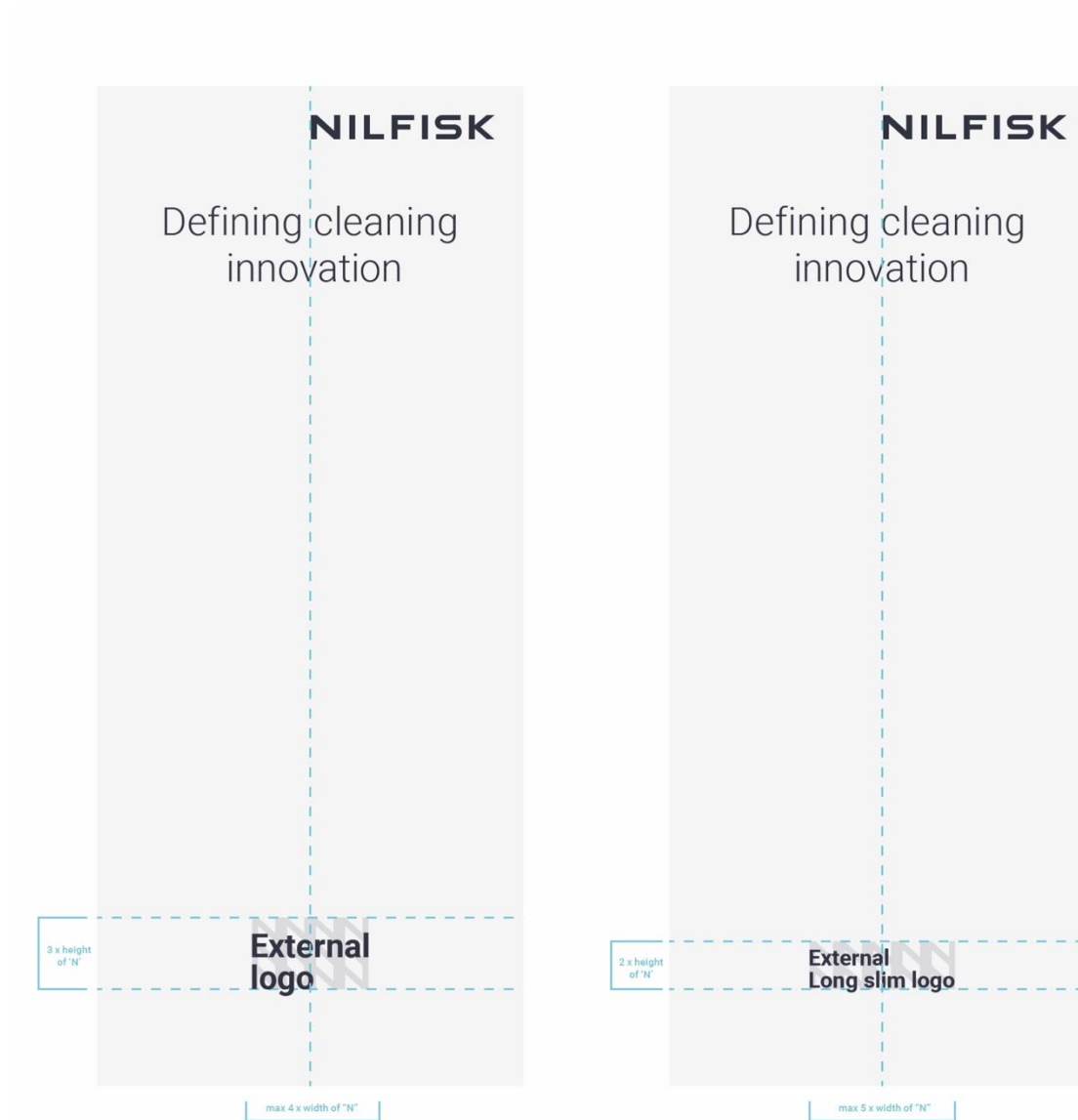
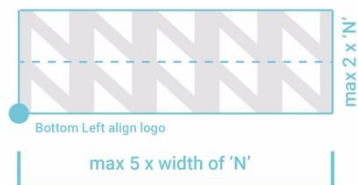
The logo should be displayed in grey if possible: Nilfisk Cool Grey 01

Depending on the dimensions of the co-branding logo, there are 2 scaling rules:

Primary scaling rule:



Secondary scaling rule: (only used for long logos)





Contact info

Please reach out to your local sales office