BRAND
BOOK

Corporate identity. Values. Definitions.

CONFIGURA

Contents

Configura is unique. Our philosophy, people, products and plans for the future set us apart in the marketplace. We strive to convey our unique value proposition – what we offer to the outside world – through our brand.

This book helps us define how our partners can use our brands. Use this book to position and strengthen the Configura brand and our software sub-brands in the marketplace.

Johan Lyreborn, CEO
Linköping, Sweden

Become the leading global software provider for people who design spaces.

VISION

MISSION

We develop software for the design of buildings and everything within and around them.

We provide an open ecosystem for companies that sell highly configurable products.

We engage with simplicity and deliver with power.

The Configura story

In 1990, Sune Rydqvist had an idea for a simplified way to produce quotes for configurable products and, together with his son Göran Rydqvist and Johan Lyreborn, set out to develop a software solution unlike any the industry had seen.

Starting out small with Sune's own wall system company, the real breakthrough for Configura's solution came with Finnish office furniture company Martela in 1994. Since then, Configura has signed leading companies in various industries all around the world and opened offices in the United States, Malaysia, China and Germany.

Configura is now the global leader in Parametric Graphical Configuration (PGC) software solutions and mainly serves five different markets: Commercial Furniture, Kitchen & Bath, Material Handling, Industrial Machinery and Laboratory & Healthcare.

Through highs, lows, upturns, downturns and always unrelenting creativity – Configura's software is the solution of choice for global companies.

Sune Rydqvist, Göran Rydqvist and Johan Lyreborn founded the company in Sweden on September 26, 1990, naming it CadCal Design.

DEFINITIONS

The Configura business model is based on a range of central concepts.

PGC

Parametric Graphical Configuration is a solution development framework for the implementation of quick, efficient, and intuitive graphical configuration software that is customized to specific products and solution domains.

CET platform

Stands for Configura Extension Technology and is the collective name to include all tools on our open platform. The platform encompasses our development tools, MyConfigura, Marketplace, CET Designer, Extensions and services.

CET Designer

An intelligent, highly visual and intuitive space-planning software that simplifies specifying and selling of products in a variety of industries. This is Configura's main software that can be further customized with Extensions.

InstantPlanner

Our generic software solution for the Material Handling industry that houses generic non-manufacturer specific material handling products.

Configura software

Our original software program for specifying and selling of products in a variety of industries. Each Configura solution is a standalone solution created for each customer.

CM

Configura Magic is our own programming language especially developed for PGC solutions.

CET Developer

Our programming environment and development tool to create, maintain and publish Extensions for CET Designer.

Extension

Custom to each manufacturer, an Extension is an addition to CET Designer and houses the manufacturer's products. It incorporates all rules, parts and pricing, and can also enhance the user experience with new functionality or add-ons.

Catalogues

The collective name of our data-driven development tool and related solutions, most often used to create solitary products and enter product data that can be extended with PGC.

Catalogue Creator

Our data-driven development tool to create, maintain and publish a Catalogue.

Catalogue Browser

The Extension used to view and import Catalogues objects into CET Designer.

Marketplace

Our e-commerce solution for Extensions, Catalogues and some of our services.

MyConfigura

MyConfigura is a web portal that connects all of Configura's cloud-based services. It allows handling of licenses, user and developer permissions, account information, Extension information and royalty payments. MyConfigura is also a community and communication channel provided by Configura.

Implementation Partner

An external company, typically other software developers, who help companies, manufacturers and future Application Partners implement specific services to make their transition to our CET Platform a success. Services could include: Extension/Catalogue development, training, dealership adoption, etc.

Application Partner

The owner of an Extension and the driving force behind the direction of that Extension. Application Partners can choose to develop their Extension internally, use an Implementation Partner or experts at Configura.

Academy

Configura's training program for CET Designer, CET Developer and Catalogue Creator. Training is available as in-person, online and self-paced.

Education Program

Program to implement CET Designer into the classroom. Universities with interior design programs receive free access to implement CET Designer into the classroom.

PGC is a philosophy that can be applied to both technology and business strategy. It is the key to creating simple yet intelligent software that can simplify sales, design and production of configurable products. PGC is the essence of our software and how we work to create it.

Göran Rydqvist,
Chief Technical Officer

BRAND
ARCHITECTURE
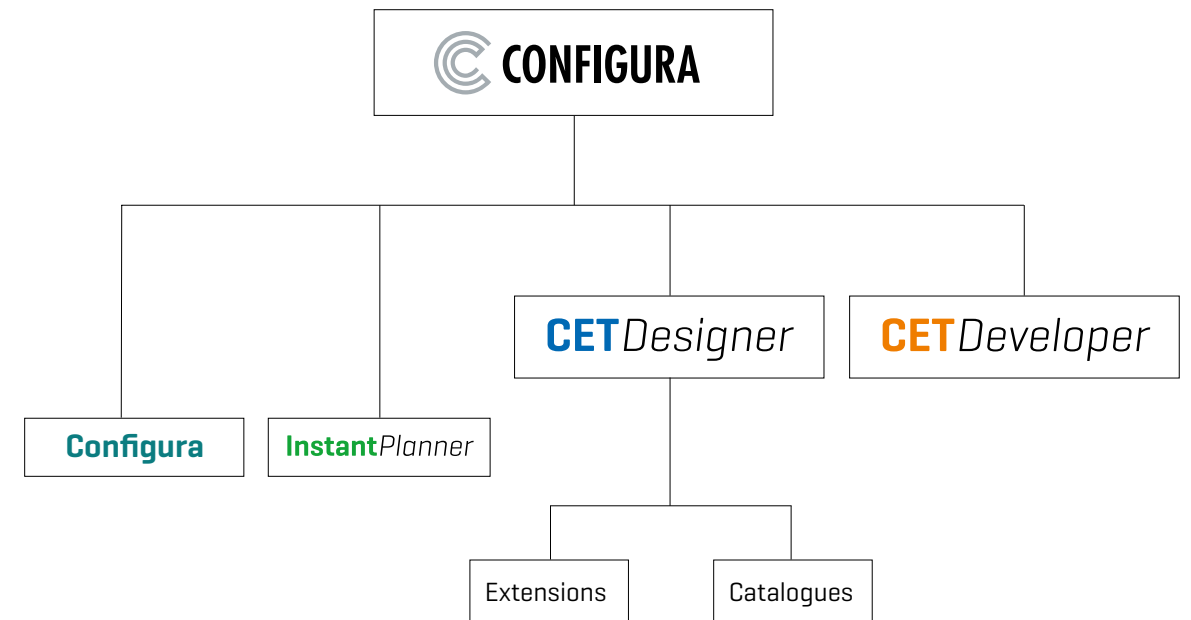
Configura is our parent brand. It is the base in our communication and the brand that we promote to manufacturers and employees.

Our software brands are our sub-brands. We promote these to users and dealerships.

It is important to separate the parent brand and sub-brands in our communication so they are not competing with one another.

EXTERNAL
COMMUNICATION

Interacting with the Configura, CET Designer or any of our other brands is an opportunity to help spread our message and innovations. We encourage employees, partners, users and others to interact with our brands on social media and include us in press releases, advertising and other promotional material but ask you to follow our guidelines.

Basic guidelines

- Always use the full name of the brand, i.e. never write CET, always write CET Designer.

- Use the correct brand and logo for your purpose.

- Leave space around logo – don't attach or add anything to the logo. Make sure other elements are not too close to the logo.

- Always be clear about your relationship to Configura and CET Designer.

→ *Get logos and more detailed guidelines at configura.com/mediakit*

Newsletters

We have two regular newsletters:

- Configura News

- Everything CET Designer

→ *Subscribe to the newsletters at configura.com*

Configura Social Media Channels

	Configura	CET Designer
Facebook	facebook.com/ConfiguraIntl	facebook.com/cetdesigner
Instagram	instagram.com/configurans	instagram.com/cetdesigner
LinkedIn	linkedin.com/company/configura	
Pinterest		pinterest.com/cetdesigner
Twitter	twitter.com/configura	twitter.com/cetdesigner
Vimeo	vimeo.com/configura	
YouTube	youtube.com/user/ConfiguraAB	
XING	Configura Sverige AB	
WeChat	configura	

LOGOS

Company logo

Configura's company logo symbolizes stability and long-term partnership.
The logo consists of a symbol and text that together create a whole.
The symbol can never be used separately but must always be used together with the text.

The company logo exists in three versions: main logo, black and white/negative.

How to use

1] **Main logo:** The main logo should always be used on a white background. Use the main logo whenever possible.

2] **Black logo:** The black logo should be used on light-colored background or image.

3] **White/negative logo:** The white/negative logo should be used on dark-colored background or image. This logo is also used for projections and light boards.

4] **Clear space:** Always respect the clear space. Don't place anything within.

Color	CMYK	RGB	PMS	HEX #	NCS
	10, 0, 0, 40	164, 171, 177	7543	A4ABB1	S 3005-R80B

The logo is available in the following color systems: CMYK, PMS, RGB.

The logo is available in the following formats: EPS, PNG and SVG.
EPS is for print and PNG for screen and Microsoft Office and PowerPoint.

→ *Get the logos at configura.com/mediakit*

How to choose the right color system

Always ask! Before starting the design process, contact the printer, publisher, etc., for design specifications and instructions.

1]

2]

3]

4]

Chinese company logo

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2]

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Software logo: CET Designer

The software logo for CET Designer exists in three versions: main logo, black and white/negative.

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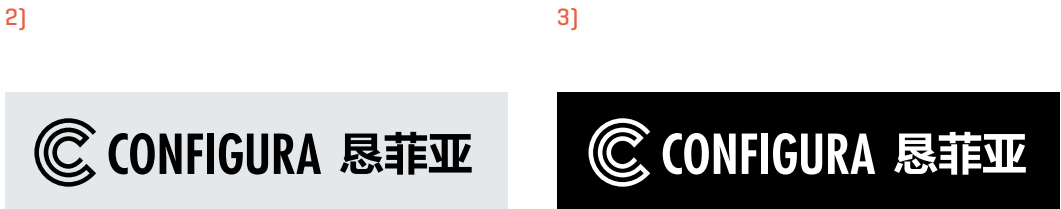| Color	CMYK	RGB	PMS	HEX #	NCS
	100, 50, 0, 0	0, 106, 179	2935	006AB3	S 3050-R90B

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1]

2]   3]

4]
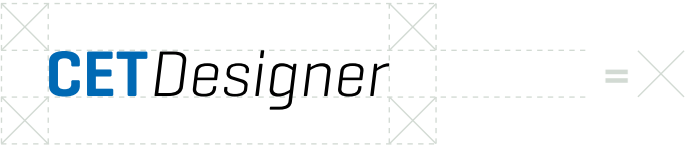
Promoting an Extension

If promoting an Extension for CET Designer, use this logo with the graphic element included. This logo exists in three versions: main logo, black and white/negative.

How to use

1] **Main logo:** The main logo should always be used on a white background. Use the main logo whenever possible.

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1]

CET*Designer*

EXTENSION

2]

CET*Designer*

EXTENSION

3]

CET*Designer*

EXTENSION

4]

CET*Designer*

EXTENSION

=

Promoting a Catalogue

If promoting a Catalogue for CET Designer, use this logo with the graphic element included. This logo exists in three versions: main logo, black and white/negative.

How to use

1) **Main logo:** The main logo should always be used on a white background. Use the main logo whenever possible.

2) **Black logo:** The black logo should be used on light-colored background or image.

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1]

CETDesigner

CATALOGUE

2]

CETDesigner

CATALOGUE

3]

CETDesigner

CATALOGUE

4]

CETDesigner

CATALOGUE

=

Do's and Don'ts

All examples apply to all logos.

No logos in text

The logos should not be used as part of a title, in a headline or in a sentence. Company and software names are spelled out and always like this: CET Designer, CET Developer, Configura, InstantPlanner.

Do like this:

CET Designer is the thing

✓

Try CET Designer

✓

Don't:

CETDesigner is the thing

✗

Try **CET**Designer

✗

Don't crop the logo

The logo is a unity and the parts can not be used separately.

Don't:

✗

CET

✗

CONFIGURA

✗

Don't separate or move parts of the logo

The logos can never be split or moved.

Don't:

CONFIGURA

✗

CET *Designer*

✗

CET EXTENSION

✗

Don't distort or manipulate the logo

The logos can never be altered. Make sure the logo has the right proportions.

Don't:

CONFIGURA

✗

CONFIGURA

✗

Don't turn the vertical logo

The vertical logo is an exception to be used for special occasions and should never be used the wrong way.

Do like this:

CONFIGURA

✓

Don't:

CONFIGURA

✗

Software logos are not company logos

The software logos cannot be used as company logos. The software logos cannot be combined with company addresses or company web addresses. They should be placed apart from each other.

Do like this:

Configura Sverige AB
Storgatan 13, Box 306
SE-581 02 Linköping, Sweden
Tel. +46 13 37 78 00
info@configura.com

✅

www.configura.com

✅

Don't:

Configura Sverige AB
Storgatan 13, Box 306
SE-581 02 Linköping, Sweden
Tel. +46 13 37 78 00
info@configura.com

❌

www.configura.com

❌

Combination of company and software logo

If both a company logo and software logo are used, the software logo should be bigger than the company logo. Never place the two logos together.
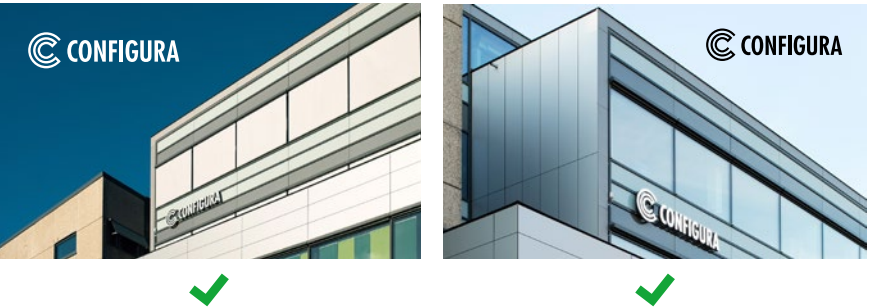
Don't:

❌

❌

Use the right logo depending on the background

Always use black or white company or software logo when the background isn't white. Create contrast to background.

Do like this:

✅

✅

Don't:

❌

❌

❌

❌

❌

❌

Our logos in co-marketing

Configura encourages collaboration, which can result in advertising or co-marketing with our partners and the community. Here are some guidelines for how to use our logos and how to combine logos in co-marketing.

- Keep the required white space around the logo.

- Ensure the weight of the logos are equivalent so one does not stand out compared to the other one.

- Always use the correct type of the logo depending on the background. White background can have the regular logo, while the white logo should be used on dark or colored backgrounds.

- Never distort or change our logos in any way. See our Do's and Don'ts for examples.

- Always use the correct logo for the purpose.

Which logo to use?

1. Are you promoting a cooperation or new partnership with Configura?
   ☐ Yes.
   → Use the Configura logo.

2. Are you promoting an Extension or Catalogue for CET Designer?
   ☐ Yes.
   → Use the CET Designer logo or the CET Designer logo combined with the graphical element for Extension or Catalogue.

3. Are you promoting a service on the CET platform?
   ☐ Yes.
   → Use the CET Designer logo.

→ *Get the logos at configura.com/mediakit*

Do's and Don'ts in co-marketing

The logos should be placed with respect to the clear space, preferably separated by a line.

Do like this on white respectively dark background:

Don't place logos too close to each other:

Don't create unbalance in size between the logos: