

PROFILE MANUAL

PEDAB

PEDAB

VERSION 1.0 20190821

www.pedab.com

These guidelines describe the visual and verbal elements that represent Pedab's corporate identity. This includes our name, logo and other elements such as color, type and graphics. Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company.

These guidelines reflect Pedab's commitment to quality, consistency and style. The Pedab brand, including the logo, name, colors and identifying elements, are valuable company assets.

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WORDS AND PICTURES ARE INCREDIBLY POWERFUL

We often say that the brand is everything you have said and done, everything you say and do, and everything you can imagine saying and doing. We are our history, our present and future.

That is why it is important to keep track of what we have said, what we are saying, and what we will say. We all know how hard it can be to clean up after saying something questionable (just think about the situation for our politicians).

Just like our visual identity, it is important to be consistent and clear with everything we say. Put simply, the old saying “think before you speak” is key. It’s easy to say, but not always as easy to maintain.

The primary task of this manual is to keep the brand’s communication and profile consistent. Because a company’s brand is now more important than it has ever been before, it is only natural that its lowest common denominator – the logo – is used uniformly by everyone.

The profile manual is a source of inspiration and a basis for ensuring the primary elements of communication – the logo, graphics and font – are used consistently. This way, we can make sure we are creating a uniform image of Pedab on the market. The manual therefore includes rules, guidelines and instructions about how and where Pedab’s logo should be used, as well as what fonts we use.



LOGO

PEDAB's logo creates a sense of modernity and speed.

The shape of the red plate and tilt of the name emphasize PEDAB and give the logo a sense of forward motion.

PEDAB's logo is unique, which means you may neither create a similar one with your own letters and shapes nor manipulate the colors.



COLORS

Preferably, the logo should be used in color. For the best rendering, primarily PMS colors are used. For 4-color printed matter, where no fifth or sixth colors are possible, use CMYK. The logo may only be used in black/white as an exception.

Color systems

PMS – decorative color printing, such as profile units

CMYK – four-color printing, such as advertisements

HTML – web production

RGB – video production and digital presentations



COLOR

PANTONE 1805

HTML 9E3039

C 20 M 100 Y 100 K 10

RGB 170, 39, 47



BLACK/WHITE



NEGATIVE

LOGO FOR SOCIAL MEDIA

For social media using a small square, we have developed a pictogram of the logo to be used.



Pedab Sweden AB

767 followers

1mo

Förutom att få bort dagens flask teknologier som snart kommer y privata användare — IoT, Blueto

 See translation

LOGO WITH TAGLINE

Logo with tagline/partner promise is only for use when the communication is intended for partners.

If the target group is mixed, i.e. both customers and partners, then the logo without the customer promise should always be used.



**FINDS YOUR
NEXT BUSINESS**

ICONS FOR OUR FOUR DIVISIONS



DATA & ANALYTICS



DATA & ANALYTICS



DATA & ANALYTICS



SECURITY



SECURITY



SECURITY



ECOSYSTEM



ECOSYSTEM



ECOSYSTEM



INFRASTRUCTURE
& PLATFORM



INFRASTRUCTURE
& PLATFORM



INFRASTRUCTURE
& PLATFORM

ILLUSTRATIONS

The illustrations should create the impression of modernity, speed, tempo and progressiveness. These illustrations can be used as background pictures, and are available for free use online and for PowerPoint presentations, for example.

The illustrations may be used horizontally or vertically and rotated. But they may not be warped and the proportions may not be distorted.

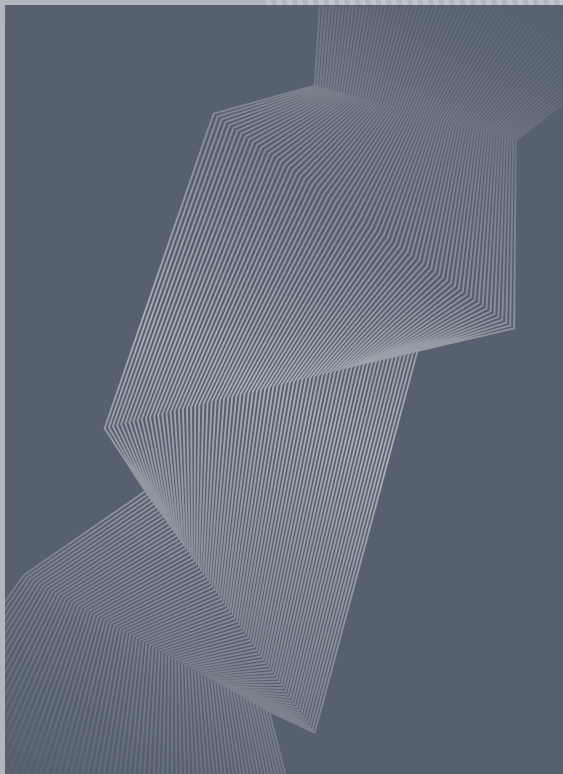
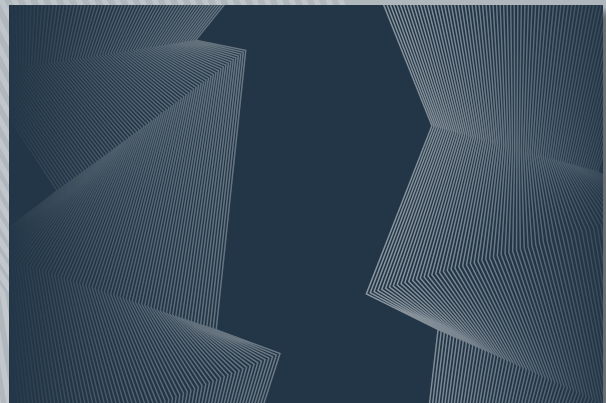
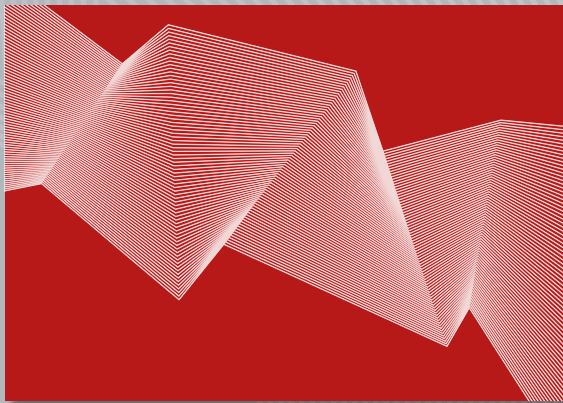


Image solution

Classify and train images using AI

an offering developed and tailored to solving specific efficiency targeting Manufacturing and Production and easy-to maintain service that can be accessed for days. With a usagebased pricing. In a nutshell – Pedab ne or many AI services, that is consumed in a flexible big project commitments!

The illustrations may be placed over both color plates and over pictures.

IMAGE STYLE

Images are a very important aspect of communication. We want to use images that create a positive impression. Preferably, use pictures of people. The pictures should be light and create a relaxed and positive impression.

Avoid dark pictures and overly technical pictures. Also avoid pictures that feel “posed” and create a stiff and inauthentic impression. Only use black/white pictures as an exception, and not as a primary solution.

EXAMPLES OF GOOD PICTURES



EXAMPLES OF GOOD PICTURES



BAD EXAMPLES OF PICTURES

Dark pictures - threatening and gloomy impression



Create a posed impression



An overly technical picture



Pictures that are too clichéd



FONT

To create a uniform impression and to strengthen the brand and familiarity with it, it is important to be consistent in the use of fonts. PEDAB uses Berthold Akzidenz Grotesk. Medium for headings and sub-headings, Light for body text, Medium Italic for introductions and Light Italic for captions. Online, Arial is primarily used.

BERTHOLD AKZIDEDNT GROTESK

The Primary Typography

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Medium italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Light italic

ARIAL

Online

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Italic

abcdefghijklmnopqrstuvwxyz

COLOR

Color plays an important role in the Pedab corporate identity program. The are recommendations for various media. A palette of primary colors has been developed, which comprise the “One Voice” color scheme. Consistent use of these colors will contribute to the brand identity across all relevant media.

Extra colors are not to be used on large backgrounds. Only use these on small objects.

The Primary Colors

RED

R 183 G 25 B 24
C 20 M 100 Y 100 K 10
HEX b71918



BLUE

R 34 G 54 B 71
C 90 M 69 Y 47 K 48
HEX 223647



WHITE

R 255 G 255 B 255
C 0 M 0 Y 0 K 0
HEX ffffff



The Secondary Color

BLUE



BLUE 2

R 51 G 66 B 84
C 81 M 62 Y 42 K 43
HEX 334254



BLUE 3

R 69 G 81 B 97
C 72 M 55 Y 38 K 38
HEX 455161



BLUE 4

R 87 G 96 B 112
C 63 M 48 Y 33 K 34
HEX 576070



RED 2

R 189 G 64 B 56
C 18 M 84 Y 76 K 10
HEX bd4038



RED 3

R 196 G 86 B 72
C 16 M 75 Y 68 K 09
HEX c45648



RED 4

R 203 G 106 B 89
C 14 M 66 Y 63 K 08
HEX cb6a59



GREY

R 157 G 157 B 157
C 0 M 0 Y 0 K 50
HEX 9d9d9c

Extra colors (small objects)



GREEN

R 19 G 165 B 56
C 80 M 0 Y 100 K 0
HEX 13a538



BLUE

R 0 G 159 B 227
C 100 M 0 Y 0 K 0
HEX 009fe3



PINK

R 218 G 72 B 104
C 9 M 83 Y 41 K 1
HEX da4868

EXAMPLE



Pedab Ai image solution

Quickly tag, classify and train images using AI

Pedab Ai image solution is an offering developed and tailored to solving specific business problems and improve efficiency targeting Manufacturing and Production Industry. It is an easy-to deploy and easy-to maintain service that can be accessed for production environments within days. With a usagebased pricing. In a nutshell – Pedab offers a solution that contains one or many AI services, that is consumed in a flexible usage model. With no need for big project commitments!

What is the value?

Pedab AI Image Solution can be applied to any use cases where there is, or could be, access to images (or video frames). Images that humans can interpret and label. Most humans typically and statistically can process and identify faults in images to 95% and above – If they are domain experts and if the volume of images is low. Our AI solution can do it 24/7 – Faster, with Accuracy and at Scale!

How to apply?

A typical starting point for Pedab AI Image Solution would be defining a use case, selecting a set of representative images to individually classify or label. Pedab's AI team then develop the algorithm based on the provided and labelled data set. Validating and testing as the next step is done by using an intuitive framework in the solution, a different set of images is used to verify the accuracy of the algorithm.

Validation is always done by our customers! When algorithm is deemed satisfactory, the services can be deployed – on prem or off prem. Choice of deployment options and corresponding infrastructure usually depend on response time requirements. Once the service is in production the algorithm can continuously learn from new production data by validation. This enables the solution to be infinitely improved.

This offering then covers the full process of AI – Label, Train, Deploy and continuous Learning. All without the need to invest in data science skills. The solution is built for subject matter experts, not data scientists!

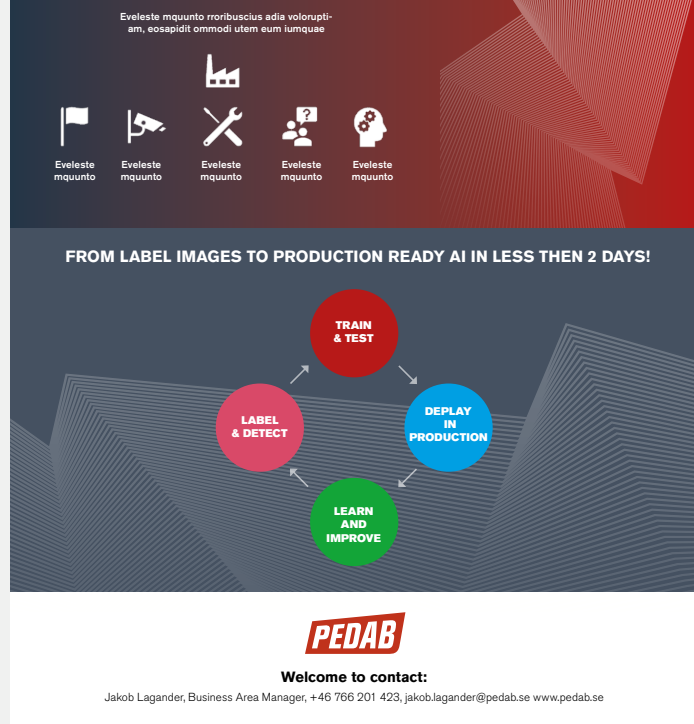
Pedab provides IT solutions and services built on infrastructure, software and services from selected vendors to an ecosystem of partners and customers. We work with leading technology vendors like IBM, Huawei, SAP, Oracle, Microsoft, Cisco, VMware, Informatica and Cloudera. Pedab has offices in nine countries, including Sweden, Norway, Denmark, Finland, Iceland, Estonia, Lithuania, Latvia and France. The turnover of the Pedab Group for 2018/19 amounted to EUR 200 million.

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and can have many definitions. The general as problem-identification, problem-solving by computers using machine learning neural networks and deep learning. Pedab's solution is designed to remember that all of today's are niched and boxed to a specific use. Generic AI is still far away.

PEDAB PRODUCT SHEET

PRODUCT BROCHURE





Pedab Sweden AB

767 followers

1mo



Förutom att få bort dagens flaskhalsar öppnar en Wi-Fi 6-lösning upp för nya teknologier som snart kommer vara självklara inslag i både arbetslivet och för privata användare — IoT, Bluetooth, ZigBee och RFID, AR/VR, videokonfe ...see more

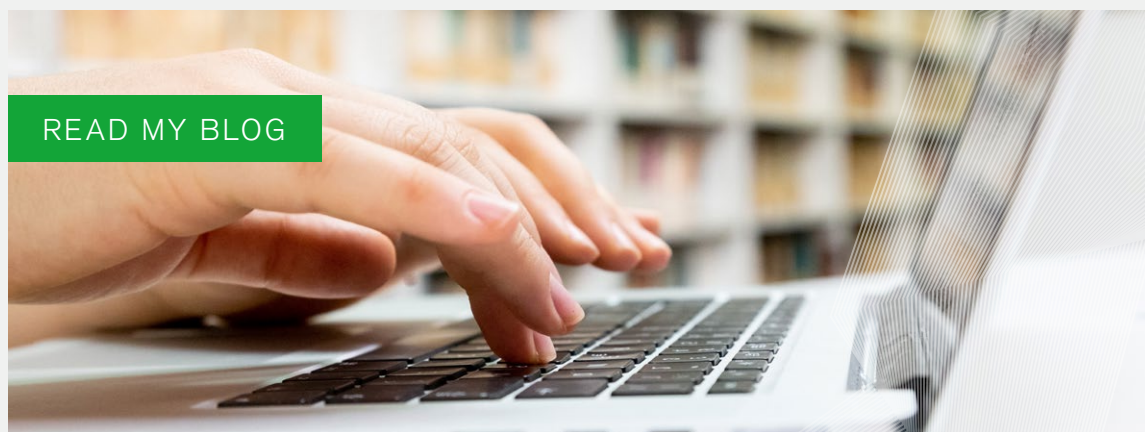
 [See translation](#)

PEDAB

Unimagined network possibilities
with Huawei Wi-Fi 6 Solution.



BANNERS



[READ MY BLOG](#)

"AI-based network solutions to quickly and efficiently create open, simple, intelligent, secure and cloud-based data center networks with phenomenal broadband capacity."

Hawre Stark, Network specialist at Pedab

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NEWSLETTER



Vinn fler affärer med Micro Focus

Micro Focus, som är ett av världens största programvaruföretag, hjälper företag i deras digitala transformation. Ett omfattande löfte som infrias genom lösningar som är sorterade i fyra områden och sex produktgrupper för att bygga, driva, säkra och analysera det moderna företags verksamhet.

Data driven affärsutveckling är hett. Här finns efterfrågan och därmed investeringsviljan. Vi på Pedab ser att Micro Focus är perfekt positionerad för att hitta de öar av god tillväxt som finns på den svenska IT-marknaden.

Micro Focus har genomgått en spännande förändring de sista två åren och står nu starkare än någonsin. Tre tydliga förändringar är köpet av nya programvara kring säkerhet och automatisering, förstärkningar i det svenska teamet och en omfattande översyn av partnerprogrammet.

Pedab Group tecknade nytt avtal med Micro Focus i början av året. Det innebär att vår redan goda relation nu växer ytterligare.

Du är välkommen att kontakta oss när du har några frågor eller funderingar. Din kontakt på Pedab är [Tony Alshammur](#), Micro Focus specialist. Du når honom på tel: 08-587 237 88.

Vänliga hälsningar

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LÄS MER



Webbinar 2 maj

Många företags hela existensberättigande kommer inom några år att handla om vård av data, säkrande av data och snabb och föreslående analys av data. Antingen konsumerar man data eller så producerar man data. Idag är data bränslet i allt ifrån traditionella beslutsstödsystem, till ännu mer dataintensiva tekniker som AI, IoT och blockkedja.

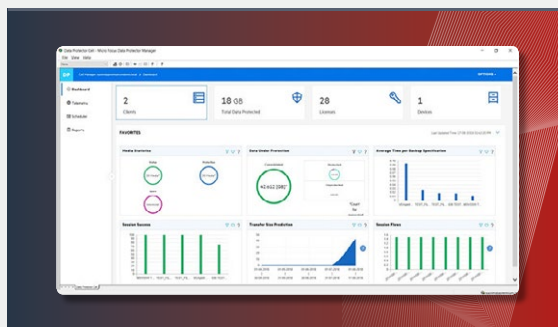
Med det höga värde som finns i data kommer behovet att kontrollera att information hamnar i rätt händer. Identitet och behörighet är nyckelområden för alla företag som ser att data är en strategisk tillgång.

Kunden sparar ofta pengar. I många fall finns också betydande effektiviseringsvinster att göra när man tar kontroll över sin data. Datavolymer minskar med trettio, kanske till och med femtio procent när man äntligen rensar ut gammal och redundant data.

Här finns tillväxten och kundernas efterfrågan. Därför bjuder vi nu in till ett webinar. Det vänder sig till alla partners, oavsett om man är nyfiken eller har kommit igång redan. Under en timme ger Micro Focus en övergripande bild av området Security, Risk & Governance med fokus på kundbehov och utmaningar på marknaden.

Presentatör är David Ahlen, Micro Focus. Webinaret äger rum den 2 maj 2019, klockan 15.00-16.00. Anmäl dig redan idag till Pedab så skickar vi ut länk till mötet.

ANMÄL DIG NU!



Uppgraderingsdags!

Datalagring och skydd av data blir mer kritiskt idag än någonsin. Behovet att skydda data på ett effektivt, snabbt och säkert sätt är högre än någonsin. Data Protector är en av de mest använda produkterna för backup och disaster recovery med mer än 700 kunder.

Nu är det dags att uppdatera till senaste versionen av Micro Focus Data Protector. Med Data Protector 2019.02 introduceras förbättringar av användarvänlighet, förbättrad rapportering och virtualiseringsstöd.

Mer information om Data Protector 2019.02, inklusive tekniska guider och funktioner och finns på [Micro Focus Practitioners Portal](#).

[Technical Awareness Webinar](#) beskriver de senaste nyheterna om Data Protector 2019.02 (10.30), inklusive genomgång av nya funktioner.

REGISTRERA DIG HÄR

PEDAB

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Pedab har sparat dina personuppgifter i form av namn, företag och e-postadress för att vi tror att du är intresserad av information och marknadsföring om Pedab och om den leverantör som vi distribuerar för er. Vi sparar ingen känsliga data. Du kan när som helst ta del av den information vi har sparat, tacka nej till vidare kommunikation från oss eller bli raderad ur vårt register. Datainspektionen är tillsynsmyndighet.

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Name of presentation

Subheading / Date etc.

PEDAB

Lorem ipsum dolor
amet, consectetur
adipiscing, sed do
eiusmod tempor
incidunt

XXX

x

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**A STRONG, RIGOROUSLY
DESIGNED CORPORATE
IDENTITY SYSTEM IS
ESSENTIAL TO
ESTABLISHING AND
PROMOTING YOUR BRAND.
IDENTITY STANDARDS ARE
THE BASIS OF RECALL.
CLARITY AND CONSISTENCY,
OVER TIME, REINFORCE
RELATIONSHIPS. A GOOD
IDENTITY SYSTEM IS GOOD
BUSINESS.**



THANK YOU

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