



## BRAND GUIDELINE

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ABOUT JOSAM

BRAND GUIDELINE

# HOW IT ALL STARTED

Named after its founder **Jonas Samuelsson**, JOSAM emerged after an idea:  
Bringing to the market a more straightening press.

Located in Örebro, Sweden, JOSAM is a worldwide manufacturer and provider of wheel alignment, straightening and induction heating equipment for the heavy vehicle industry dedicated to serving Truck & Bus OEMs and workshops.

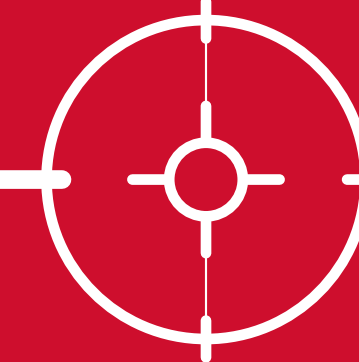
Since launching our first frame straightening system in 1972 and our first wheel alignment system in 1974, JOSAM is constantly improving products to higher levels of speed, accuracy and user-friendliness.



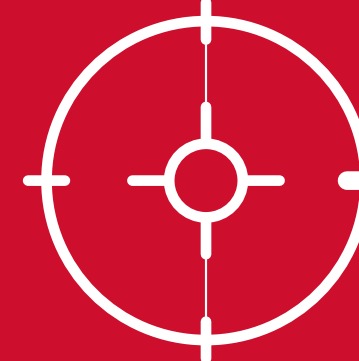
# 1972

The company was founded and the first straightening press for trucks is ready for sale. Unlike other press trolleys, the Josam straightening press is anchored in the floor beams in the workshop.

# 1974



The next stage of development involves a new alignment system for truck wheels and axles which is named JOSAM laser AM. This system is based on the idea of using the centre line of the truck frame as a reference when aligning wheels and axles using lasers and alignment scales.



# 1979

The JOSAM cab bench sees the light of day. This time, the team has managed to devise a completely new system for straightening truck cabs. Ingeniously, this system can be supplemented with various adapters so that it can be used with different makes of trucks.



1985

In the beginning of the 80s, Josam is growing at a tremendous speed. In 1985, Josam was given the Industry Award by the Municipality of Örebro.

1995

In 1995 Josam becomes ISO 9001 certified.

1996

JOSAM introduces the Truckaligner I, an electronic wheel alignment system, substituting the analogue one.

1998

In 1998, the first induction heating system is released.



# 2000s

A new cab straightening system with floor anchoring, JOSAM cab tower, is launched in 2002. The PC based wheel alignment system JOSAM truckaligner II is released in 2006 and the new frame straightening system I-press is introduced in 2008.

# 2011

The super fast wheel alignment system JOSAM i-track is released. I-track means you do not have to apply scales to the vehicle itself, so in turn you can measure the wheel alignment and diagnose the wheel settings very quickly.

# 2014

2014 sees the introduction of a new wheel alignment system based on camera technology. With the robust and mobile JOSAM cam-aligner system, wheel alignment can easily be performed in any place and in any environment

# 2018

The highly successful wheel alignment system JOSAM i-track is released. With I-track II, the best has been made even better.

02

LOGO

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# HISTORY

The JOSAM logotype symbolizes a twisted truck chassis viewed from behind. This is one of the most common damages that gets repaired with JOSAM straightening equipment. The photo to the left is a trailer with the same kind of damage. The original logo derives from the early 70's when JOSAM was founded.



# PRIMARY USE

The black logotype should always be used except on dark backgrounds.



# SECONDARY USE

The light grey/white logo should be use on dark backgrounds.



## Clear Area



## Simplified Logotype

The simplified logo should only be used when the primary or secondary applications are not possible.



# APPLICATION

Do's and Dont's.



Don't enclose the logo within a shape or add borders around it.



Don't add type elements or use the logo in a sentence.



Don't use as a pattern.



Don't use without a register mark.



Don't stretch or compress the logo.



Don't rotate the logo.



Don't use over competitive backgrounds.



Don't use in color except black or white.

03

COLOR

BRAND GUIDELINE

RED	SOLID WHITE	BLACK	SHADOW
80%	80%	80%	80%
60%	60%	60%	60%
40%	40%	40%	40%
20%	20%	20%	20%
<div><div><div>PANTONE 186C</div><div>C12 M100 Y91 K3</div><div>R206 G14 B45</div><div>HEX CE0E2D</div></div></div>	<div><div><div>CO MO YO KO</div><div>R255 G255 B255</div><div>HEX FFFFFFFF</div></div></div>	<div><div><div>PANTONE Process Black</div><div>CO MO YO K100</div><div>R35 G31 B32</div><div>HEX 231F20</div></div></div>	<div><div><div>PANTONE Warm Gray 8 C</div><div>C46 M43 Y48 K8</div><div>R140 G130 B122</div><div>HEX 8C827A</div></div></div>

04

TYPOGRAPHY

BRAND GUIDELINE

# OSWALD LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
°!#\$%&/()=?[\*~][\_.;><

# OSWALD REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
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0123456789  
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# OSWALD BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**  
**°!#\$%&/()=?[\*~][\_.;><**

# HELVETICA REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
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05

IMAGERY

BRAND GUIDELINE



# LET'S PUT THINGS STRAIGHT

The JOSAM pictures should reflect the power and accuracy of the brand. Keep the background clear and simple and preferably workshop environment. Highlight the product and preferably show its application. Complementary elements should follow the JOSAM color palette.







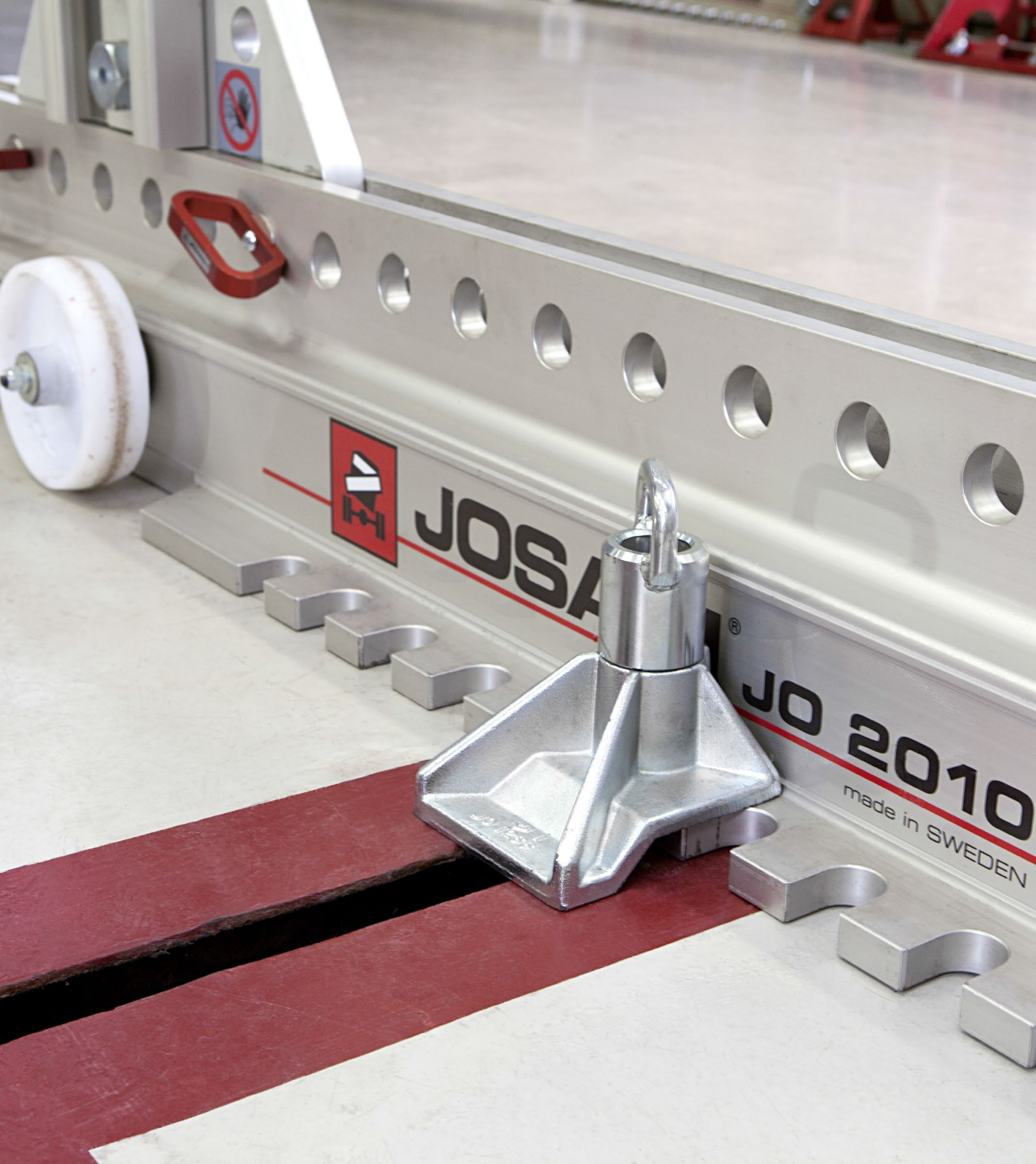














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2019 - V1.0

