

permobil

# Innovating for individuals

Permobil brand guidelines

*Updated March 2021*

## Guideline overview

A well-developed brand guideline is an essential tool for establishing our brand identity. It's more than just choosing colors and fonts. These guidelines will help us bring a common look and feel to all of our marketing materials, and across all of our markets. It will be used by both our internal teams and external partners, to provide the framework for anything we want to communicate.

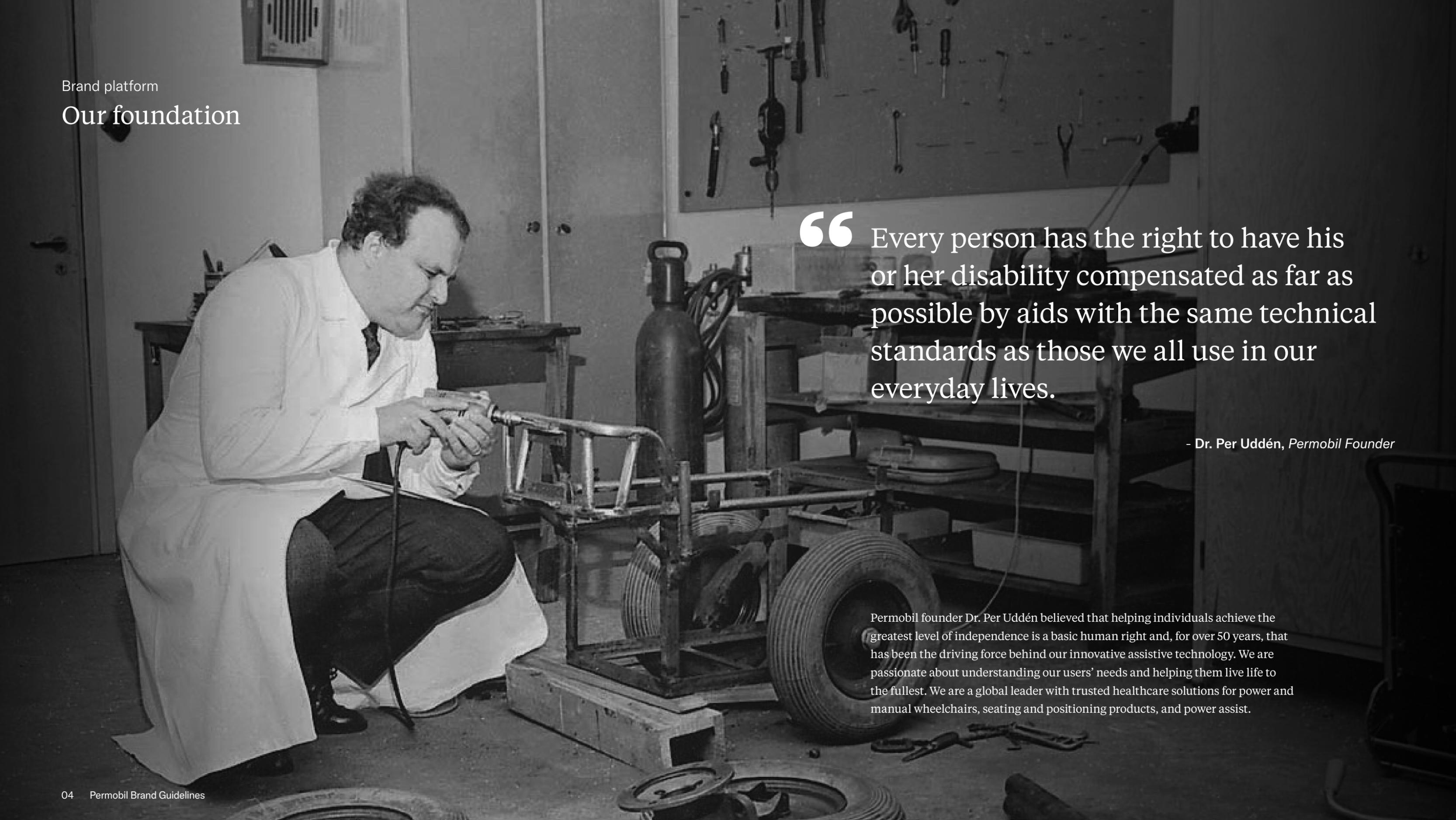
By having this consistent and recognizable look, it shows we care about the details and it distinguishes us from our competitors. More importantly, it helps us to build and strengthen our Permobil brand globally with a singular voice that resonates with our users.

We need your support by using these guidelines as we continue to build our brand awareness, which in turn builds trust, and supports our core purpose of innovating for individuals.

Our brand platform

Brand platform

## Our foundation



“ Every person has the right to have his or her disability compensated as far as possible by aids with the same technical standards as those we all use in our everyday lives.

- Dr. Per Uddén, *Permobil Founder*

Permobil founder Dr. Per Uddén believed that helping individuals achieve the greatest level of independence is a basic human right and, for over 50 years, that has been the driving force behind our innovative assistive technology. We are passionate about understanding our users' needs and helping them live life to the fullest. We are a global leader with trusted healthcare solutions for power and manual wheelchairs, seating and positioning products, and power assist.

Brand platform

## Core values



# User first

Our main focus will always be on the users of our products and services - helping them live their lives to the fullest by providing the best solutions for their needs. We create solutions for individuals - and all the different lives and needs and preferences they come with. We aim to provide a user experience that can't be matched elsewhere.



Brand platform  
Core values

# Leading

As an industry leader, we always put innovation at the forefront. This means providing technically advanced solutions with the highest quality in each market segment. It also means driving innovations forward by working with insights based on clinical data - we call it evidence-based innovation. We always strive for excellence and we get things done.

Brand platform

Core values

# Trusted

It's crucial that our users are confident that our products are functional, durable and reliable. But that trust goes further than our users - our customers and partners also need to be assured that we care for them, share knowledge and keep our promises. We uphold the highest standards of business ethics and integrity.

Brand platform

Core values

# Passionate

We may be a large group, but we all share the same dedication to meet our users' needs and improve their quality of life. We know our products and services make a big difference. As a group, we are all part of a friendly and cooperative culture where we care about each other. We feel proud about our company and the work we do.



Brand platform

## Our mission

Support individuals to live their lives to the fullest by developing the world's most advanced assistive technology solutions.



Brand platform

## Our purpose

# Innovating for individuals

This statement allows us to focus on future developments and innovations without forgetting the heart of what we do in serving individuals. When this purpose is separated into its two key parts – “innovating” & “for individuals” – we clearly see where our focus and intentions must be directed at all levels and areas within Permobil.

This duality concept will be reinforced throughout these guidelines. You will see it again in how we approach new styles of photography, use complementary and contrasting color choices, and even what fonts we choose to convey our messages.



# Innovating for individuals

## Why do we exist?

# Innovating for individuals

### What do we offer?

We develop and market advanced assistive solutions.

### Where do we compete?

We are a global leader in complex rehab.

### Who are we targeting?

We support individuals to live their lives to the fullest.

### How do we want to be perceived?

We are user first, trusted, leading and passionate.

“Every person has the right to have his or her disability compensated as far as possible by aids with the same technical standards as those we all use in our everyday lives.”

- Dr. Per Uddén, *Permobil Founder*

Our logo

Logo

Our logo

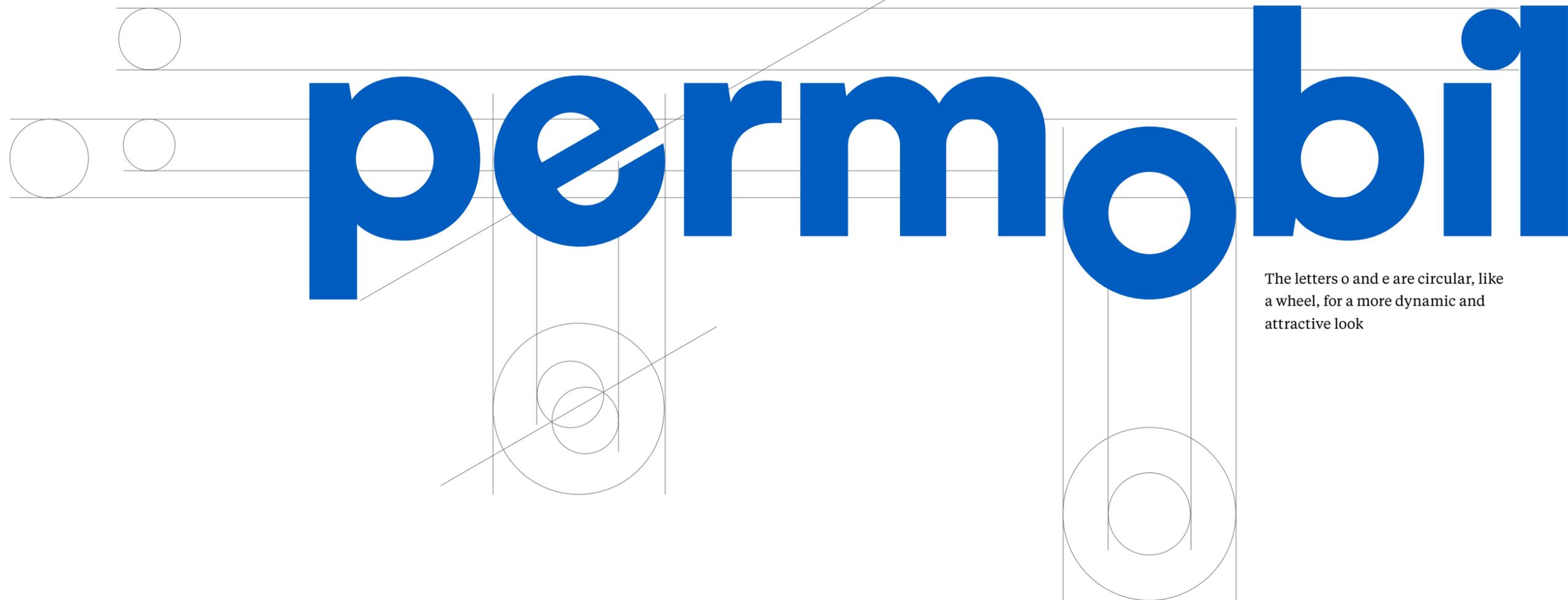
The image shows the word "permobil" in a bold, blue, lowercase sans-serif font. The letters are thick and rounded, with a clean, modern aesthetic. The 'p' is the tallest, followed by 'e', 'r', 'm', 'o', 'b', and 'i', with 'il' being the shortest. The 'l' is a simple vertical bar. The overall appearance is that of a strong, recognizable brand mark.

The Permobil logo is the primary means by which people recognize us. So we must present it consistently and clearly, in all our communications across all our markets. When displayed proudly and used with care, it will become intrinsically linked to everything we say and do.

Logo

## Our logo

Inner shapes are now circular, not oval, for a more modern, distinct and balanced feel



The letters o and e are circular, like a wheel, for a more dynamic and attractive look

Logo

## Meaning & pronunciation



**Pronounced: /pēr-mō-bēl/**

So innovative was the technology that Per Uddén developed, the word Permobil literally means power wheelchair in Swedish. We are very proud of our logo and what it represents.

Logo  
Updates

Previous logo



permobil

New logo



permobil

The logo is slightly more distinct and geometric, forming a friendly word mark to match our brand identity. A thinner appearance makes the logo stand out better, especially in small sizes. The letter shapes are slightly taller giving the logo a “prouder” and less compressed look. A more vibrant and modern blue color makes it pop.

Logo

## Usage

The Permobil logo can only appear in Legacy blue, black or white. We want to appear Big, Bold and Blue wherever possible. The Permobil logo must be used in strict accordance with these guidelines. Never try to recreate the logotype. Always use the master artwork provided.



**Positive logo**

Suitable for light backgrounds



**Reversed logo**

Suitable for dark backgrounds



**Black & white logo**

Suitable for light backgrounds and when color printing is not an option

**Positive logo on white**

This option creates a clean and balanced feel.



**Positive logo on a light background**

The positive logo is also suitable for light-colored backgrounds and light photographic backgrounds.



**Reversed logo on Legacy blue**

This option creates impact and stands out.



**Reversed logo on a dark background**

The reversed logo is also suitable for dark-colored backgrounds and dark photographic backgrounds.



**Positive logo on materials**

The reversed logo can also be applied on materials such as fabric or metal for a sophisticated feel. The logo must stand out against the base material.



**Reversed logo on black**

To be used in exceptional cases, where only one color printing is possible.



**Solid black logo on white**

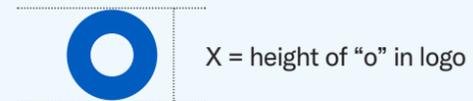
To be used in exceptional cases, where only one color printing is possible.



# Spacing

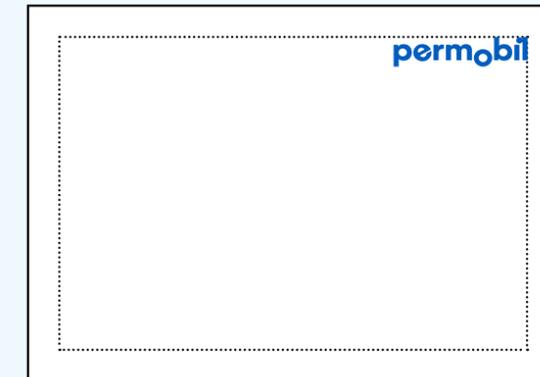
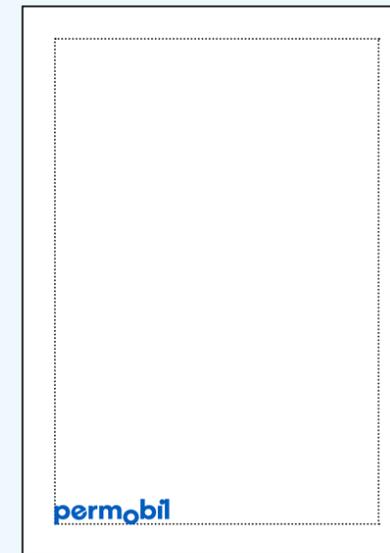
## Logo clear space

To maximize the impact of our logo it needs room to "breathe", so an exclusion zone has been specified. This defines the minimum area of clear space around the logo – this must be kept free of graphic elements. The exclusion zone is equal to the height of the "o" in our logo.



## Logo positioning

In order to ensure consistency across our communications, ideally our logo should be positioned on the top right or bottom left corners within the margins, as the anchors to our messages. However, in some instances like signage, promotional materials and stationery it can be positioned centrally, at a larger size, for greater impact.



Logo

## Sizing

### Recommended logo size

It is important to ensure proper spacing around the logo. The logo does not need to fill the space of an area to make a larger impact, the negative space around the logo can help create focus.

permobil

25 mm / 100 px

The logo should never appear smaller than 25 mm wide in print or 100 px wide in digital. There is no maximum size for our logo, but it is important to ensure there is plenty of negative space around the logo. Larger is not always better.



#### Slides and promotional materials

Logo should be centered and sized appropriately.

#### For videos

Logo should be approximately 575 px wide at 1920 px x 1080 px.

#### For tradeshows and other signage

Logo may be larger with less negative space.

#### For brochures/flyers

Footer logo: 28.575 mm / 1.125"

Brochure cover logo: 47.625 mm / 1.875"

## Dont's

This page demonstrates poor or inconsistent applications of our logo. Never try to recreate the logo. Always use the master artwork provided.



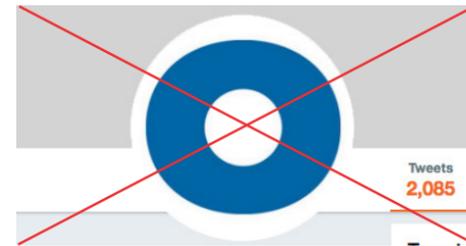
Do not encase the logo in holding shapes.



Do not use any of the elements in the Permobobil logo i.e. the "e", "o" or "i" as graphical elements in any other messaging.



Do not lock the logo up with the words like "the power of mobility" as this tagline is no longer used and doesn't reflect the diversity of our product solutions.



Do not use the "o" as a stand alone symbol.



Do not use 3D renderings of the logo.



Do not stretch a logo to fit.



Do not outline the logo in print or on products.



Do not create new colors for the logo outside of Legacy blue, white or black.



Do not add effects to the logo.



Do not recreate the logo.



Do not place the logo on visually busy backgrounds or photographs.



Do not use the primary logo on accent colors.



Do not add extra elements, illustrations or text to the logo other than the approved ones for the Foundation.

Logo

# Brand architecture

Company brand



Product categories

Power wheelchairs

Manual wheelchairs

Power assist

Seating and positioning

Product brand

permobil

Permobil

permobil

TiLite

permobil

SmartDrive

permobil

ROHO

permobil

Comfort



Permobil F5  
Corpus



Permobil M3  
Corpus



TiLite Aero T



TiLite TRA



SmartDrive  
MX2+



SmartDrive  
PushTracker E2



ROHO Hybrid  
Select Cushion



ROHO Quadro  
Select High  
Profile Cushion



Comfort M2



Comfort  
Acta-Back

*\*This is not intended to be an inclusive list of all Permobil products. Depending on a variety of factors, products may be represented as a product brand or under the company brand. Any decisions regarding product brand architecture are to be made at the Product Board with Regional Marketing alignment.*

Logo

## Lock-ups

Under the Permobil brand, we have many innovative and quality products for our users. There is a certain pride, recognition, and loyalty that goes with each of our brand names: Permobil, TiLite, SmartDrive, ROHO, and Comfort. As we move forward together, these brands will be incorporated into all of our future product naming. However, we do need to simplify and strengthen our identity by only having the one overall brand of Permobil.

During a transition period after acquisitions, we used the Permobil logo with a product descriptor, however these “lock-ups” will be transitioned out. The only remaining lock-up allowed is the Foundation one shown on the next page.

~~permobil  
POWER WHEELCHAIRS~~

~~permobil | POWER WHEELCHAIRS~~

~~permobil  
MANUAL WHEELCHAIRS~~

~~permobil | MANUAL WHEELCHAIRS~~

~~permobil  
SEATING + POSITIONING~~

~~permobil | SEATING + POSITIONING~~

Logo

## Foundation logo

The Permobil Foundation in the USA has unique logo guidelines shown here. Only two versions are applicable – the stacked identifier and the horizontal identifier. Both are based on spacial requirements and applications. These can be applied in the two color or white logo version only.

The stacked version should be used on “portrait” formats such as literature. The horizontal version should be used on “landscape” formats such as advertising and banners.

Two color logo placed on a white background creates color harmony, balance, and consistency across communications.

**Stacked identifier**

The stacked identifier logo consists of the word "permobil" in a blue, lowercase, sans-serif font. The letter "o" is white with a blue outline. Below "permobil" is the word "FOUNDATION" in a smaller, black, uppercase, sans-serif font.

permobil  
FOUNDATION

**Horizontal identifier**

The horizontal identifier logo features the word "permobil" in blue, lowercase, sans-serif font, with a white "o" and blue outline. To its right is a vertical line, followed by the word "FOUNDATION" in black, uppercase, sans-serif font.

permobil | FOUNDATION

Our colors

Colors

# Primary

Blue, black and white are our primary colors. It is as simple as that. The blue color reflects Permobil's heritage and reputation. We use it for the logotype, but also on key elements to establish brand recognition. Black and white work well for bold, simple and modern messages.

## Legacy blue

#005CBE

**RGB** 0 / 92 / 190

**CMYK** 90 / 63 / 0 / 0

**PMS** 300

## Black

#000000

**RGB** 0 / 0 / 0

**CMYK** 0 / 0 / 0 / 100

## White

#FFFFFF

**RGB** 255 / 255 / 255

**CMYK** 0 / 0 / 0 / 0

Colors

## Primary examples



One quick thing  
before you take off...

# permobil



Colors

## Accent

### Active orange

*Happy and outgoing*

#FF4A12

**RGB** 255 / 74 / 18

**CMYK** 0 / 80 / 89 / 0

### Positive pink

*Warm and friendly*

#EB589A

**RGB** 235 / 88 / 154

**CMYK** 0 / 78 / 0 / 0

### Light yellow

*Radiant and lively*

#F7EB61

**RGB** 247 / 235 / 97

**CMYK** 7 / 0 / 70 / 0

### Electric purple

*Vibrant and energetic*

#582583

**RGB** 88 / 37 / 131

**CMYK** 82 / 100 / 0 / 0

### Vivid green

*Bright and dynamic*

#14D990

**RGB** 20 / 217 / 144

**CMYK** 66 / 0 / 61 / 0

### Cool blue

*Crisp and consistent*

#D2F5FF

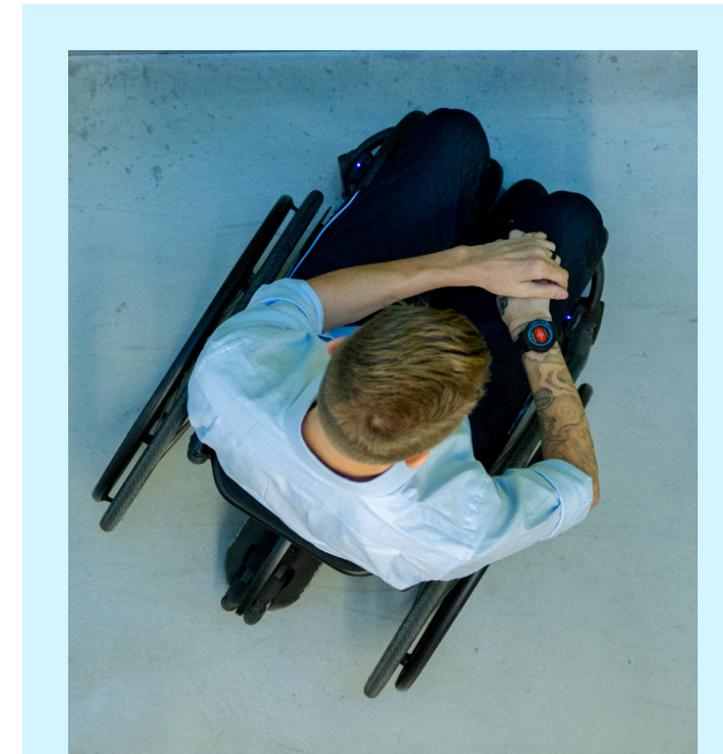
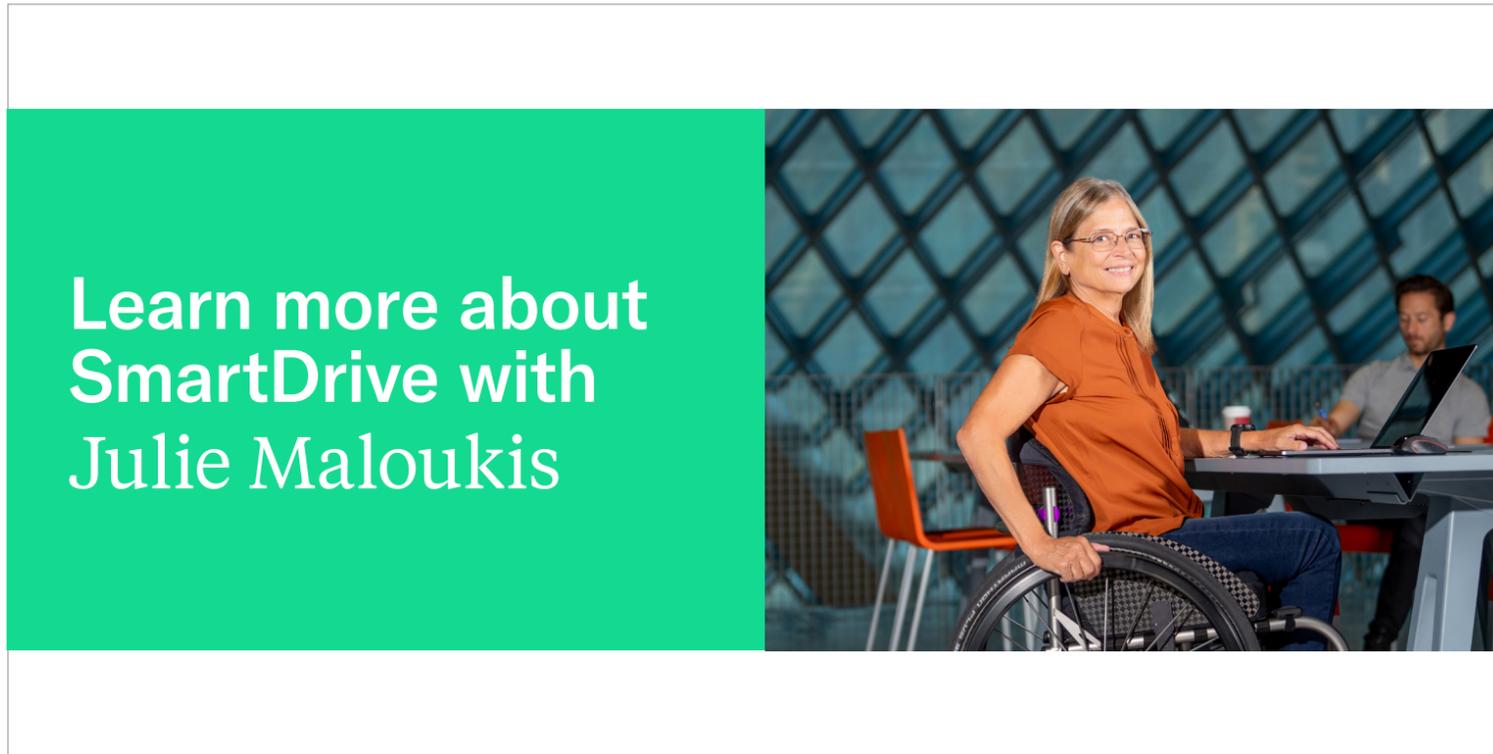
**RGB** 210 / 245 / 255

**CMYK** 20 / 0 / 2 / 0

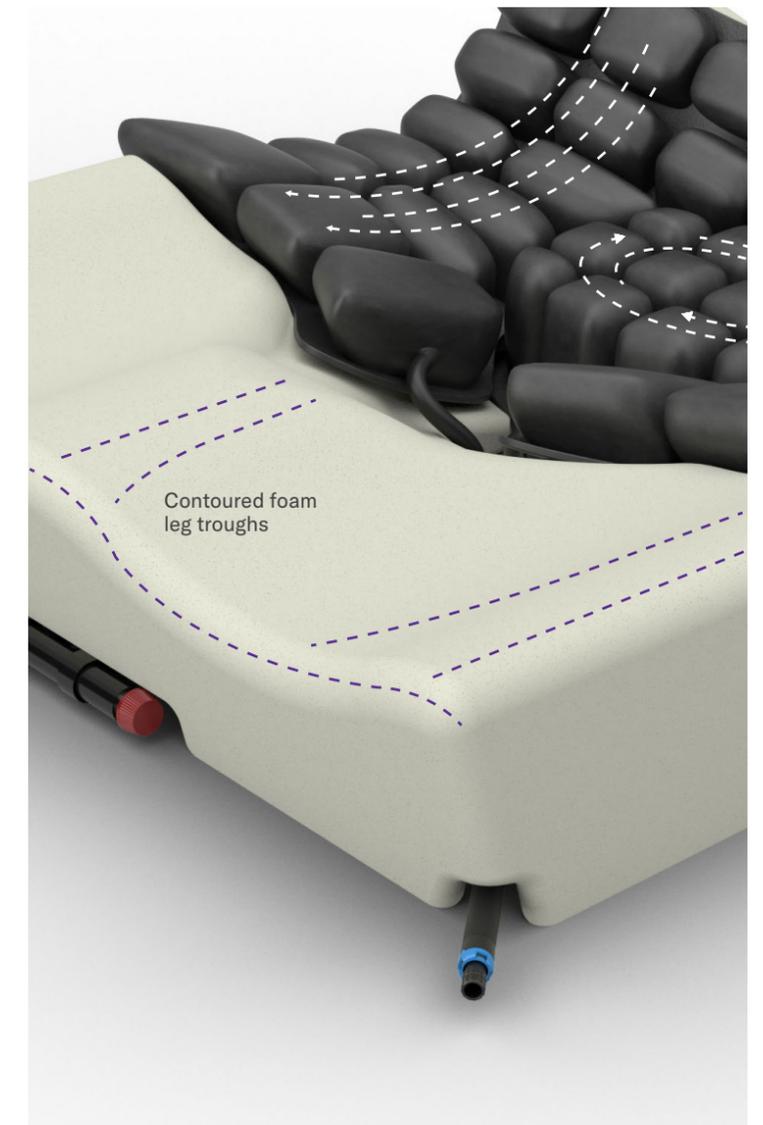
To complement and provide contrast to our primary colors, we use an accent palette. These colors include both bright and rich shades that celebrate individuals. Pairing of primary and supporting colors create flexibility for different touchpoints. These colors are used to draw attention to specific items or area and, color selection should be singular to match any associated image tonality. Be sure to use accent colors thoughtfully, the color selection should not always be mixed with other supporting colors or compete with Legacy blue.

Colors

## Accent examples



# Innovating for individuals



Full article →

Okay!

MyPermobil →

Colors

## Functional pastels

These additional colors are designed to supplement the primary and accent palettes. They can be used as backgrounds for diagrams and texts, as an alternative to standard white, and as backdrops for product photos. These can be used to subtly warm, cool, or soften the presentation of graphics/visuals where an otherwise stark or bright presentation is not appropriate.

### Soft blue

#EFF8FD

**RGB** 239 / 248 / 253

**CMYK** 8 / 0 / 1 / 0

### Soft gray

#ECECEC

**RGB** 236 / 236 / 236

**CMYK** 9 / 6 / 7 / 0

### Soft beige

#F8F3EF

**RGB** 248 / 243 / 239

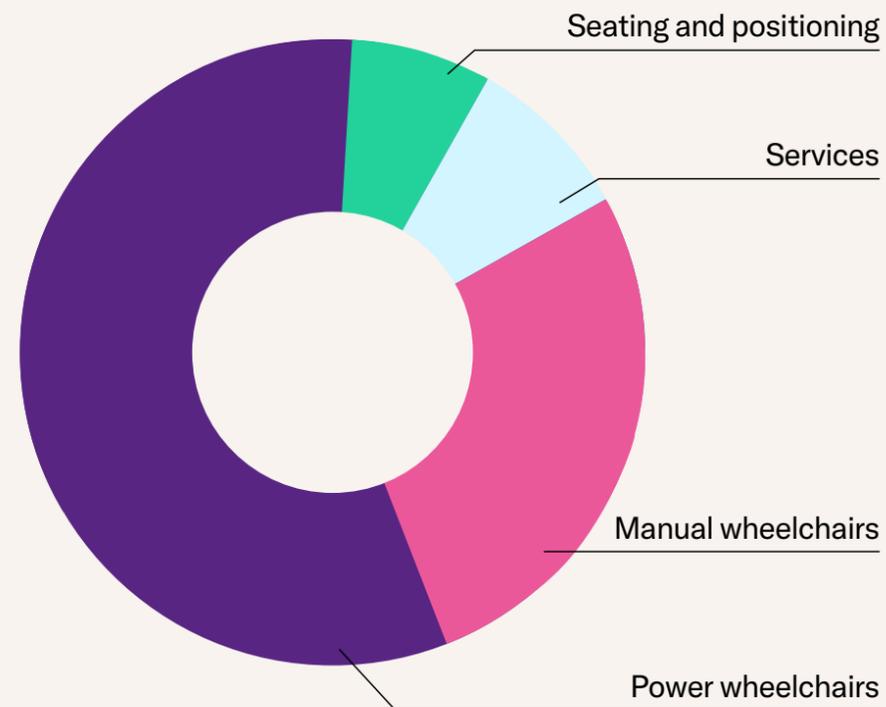
**CMYK** 4 / 5 / 7 / 0

# Functional pastel examples



**Strength and stability**  
Power meets performance on the new Permobil F5 Corpus VS.

Fig.01 Permobil



<b>Dimensions</b>	Length: 15.3" (389 mm) Width: 5.7" (141 mm) Height: 9.5" (242 mm)
<b>Product weight</b>	12.5 lb (5.7 kg) Drive Unit
<b>User weight</b>	30 to 331 lb (14 to 150 kg)
<b>Driving range*</b>	Up to 12.3 mi (19.8 km)
<b>Motor power</b>	250 W Brushless DC
<b>Maximum speed</b>	5.5 mph (8.8 km/h)
<b>Operating temp</b>	-13°F to 122°F (-25°C to 50°C)
<b>Chair type compatibility</b>	Rigid, Folding, Tilt-In-Space, One-Arm Drive and others

Our typography

Typography

Serif - Tiempos Text

# Tiempos Text

8 Styles

Regular *Regular Italic* Medium *Medium Italic*

**Semibold** *Semibold Italic* **Bold** *Bold 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

Tiempos is a modern serif family for editorial typography. Tiempos Text takes the functionality of Plantin and Times, gently updating it for contemporary use. It's robust and clear, perfect for economic and legible typesetting. Tiempos Text Regular should be used in headlines and body copy.

# GT America

14 Styles

UltraLight *UltraLight Italic* Thin *Thin Italic* Light  
*Light Italic* Regular *Italic* Medium **Medium Italic**  
**Bold** ***Bold Italic*** **Black** ***Black 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

GT America is the bridge between 19th century American Gothics and 20th century European Neo-Grotesk typefaces. It uses the best design features from both traditions in the widths and weights where they function optimally. GT America Medium should be used in headlines and regular as body copy.

# Innovating for individuals

GT America - San Serif

## Simple and clear

For when we talk about our products (like in headlines or specifications), we want to use this simple and clear font.

Tiempos Text - Serif

## Warm and personal

For when we talk about our users, or share their individual stories, we want to use this warm and personal serif font.

The choice of fonts that we use can help convey our messages and play a key role in our brand awareness.

Serif fonts have small flourishes on each letter and are seen as more friendly and easier to read. This traditional look is a great choice for companies to be perceived as trustworthy, established, and reliable. With our 50-year history in complex rehab – that is a great message to send.

On the flip side of this are Sans Serif fonts that are made up of modern, clean lines. They are especially popular for reading on screens, and it speaks to users that we are accessible, approachable, and cutting-edge.

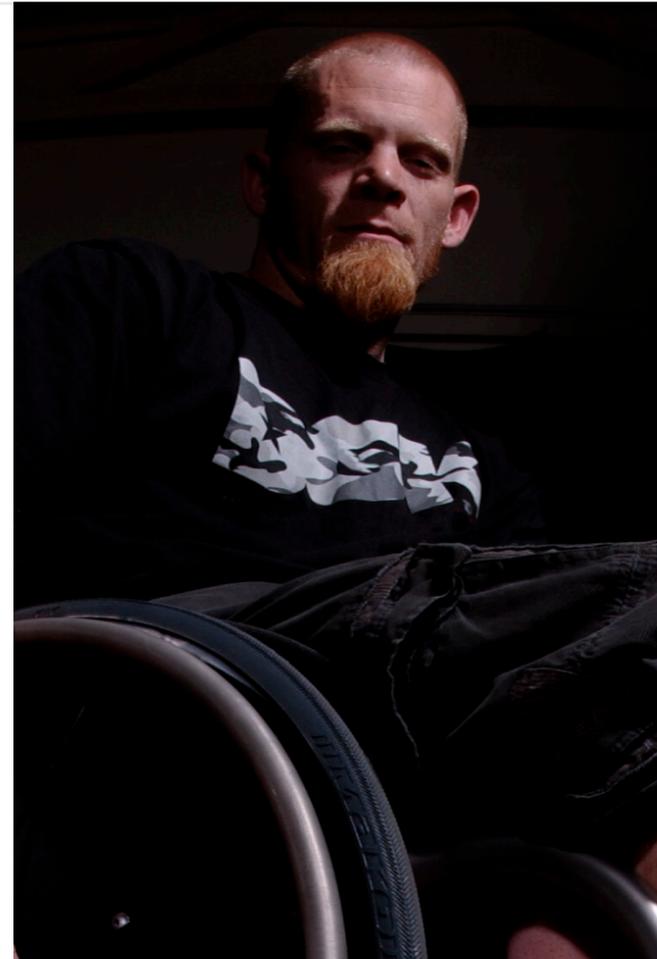
As you can see, this duality of who we are had to be incorporated into our new branding. The fonts shown here will be used in all of our marketing and communications going forward – for both print and digital platforms. And sometimes within the same headline!

Typography

## Duality examples

### Permobil Portraits

Game on with  
wheelchair athlete  
Mark Zupan



# Share your story.

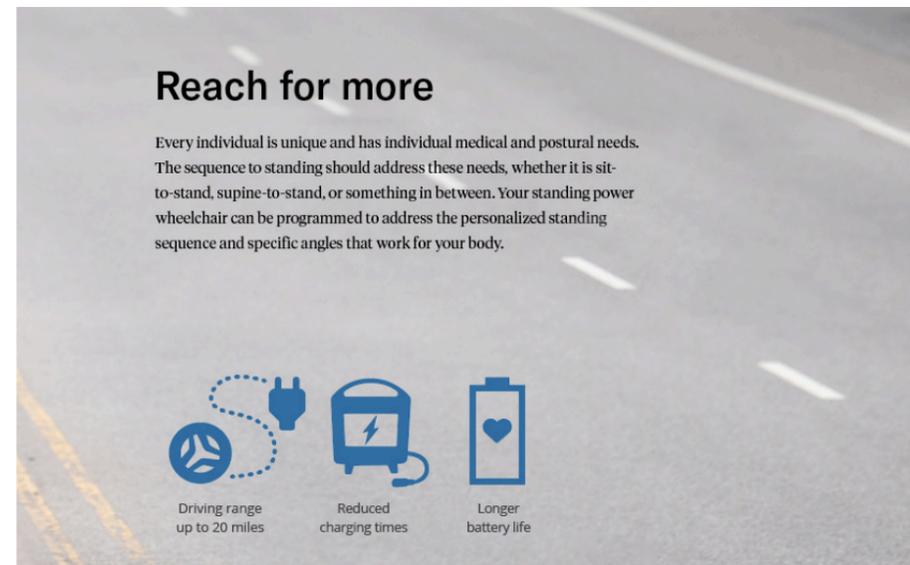
# Examples



Brochure cover

1 ——— **Permobil**  
2 ——— **2021 M-Series**

- 1 GT America Medium - 18 pt / 22 pt
- 2 Tiempos Text Regular - 38 pt / 42 pt
- 3 GT America Medium - 24 pt / 28 pt
- 4 Tiempos Text Regular - 9 pt / 16 pt



Heading and body copy

3 ——— **Reach for more**  
4 ——— Every individual is unique and has individual medical and postural needs. The sequence to standing should address these needs, whether it is sit-to-stand, supine-to-stand, or something in between. Your standing power wheelchair can be programmed to address the personalized standing sequence and specific angles that work for your body.

# Examples

## Heading and subheading

### 1 ——— **Reach for more**

#### 2 ——— **Full range of power seat functions**

3 ——— Every individual is unique and has individual medical and postural needs. The sequence to standing should address these needs, whether it is sit-to-stand, supine-to-stand, or something in between. Your standing power wheelchair can be programmed to address the personalized standing sequence and specific angles that work for your body.

1 GT America Medium - 24 pt / 28 pt

2 GT America Bold - 13 pt / 16 pt

3 Tiempos Text Regular - 9 pt / 16 pt

7 GT America Bold - 8 pt / 10 pt

8 GT America Medium - 8 pt / 10 pt

## Specification chart

### 4 ——— **Specifications**

5 ——— **Dimensions** Length: 15.3" (389 mm) ——— 6  
 Width: 5.7" (141 mm)  
 Height: 9.5" (242 mm)

<b>Product weight</b>	12.5 lb (5.7 kg) Drive Unit
<b>User weight</b>	30 to 331 lb (14 to 150 kg)
<b>Driving range</b>	Up to 12.3 mi (19.8 km)
<b>Motor power</b>	250 W Brushless DC
<b>Maximum speed</b>	5.5 mph (8.8 km/h)
<b>Operating temp</b>	-13°F to 122°F (-25°C to 50°C)
<b>Chair type compatibility</b>	Rigid, Folding, Tilt-In-Space, One-Arm Drive and others
<b>Drive wheel diameter</b>	22", 24", 25", 26" (501, 540, 559, 590 mm)

4 GT America Medium - 15 pt / 18 pt

5 GT America Bold - 8 pt / 10 pt

6 GT America Regular and Italic - 8 pt / 10pt



7  
8  
SwitchControl - Programmable option for controlling your SmartDrive

## Alternative versions

We will be providing new templates with the chosen fonts to make it easy for you to get your materials updated and to keep a similar look across the company. However, since most computers come with a shorter list of font choices, we have selected similar and accessible alternative fonts that you can use for letterhead, office documents, and presentations.

### System font replacements

San Serif typeface: GT America → Arial

Serif typface: Tiempos Text → Times New Roman

### Symbolic character fonts

#### **Korea**

San Serif typeface: GT America → Noto Sans

Serif typface: Tiempos Text → Noto Serif

#### **Japan**

San Serif typeface: GT America → Arial

No serif alternative

#### **China**

San Serif typeface: GT America → Dengxian

No serif alternative

*ONLY use this font to avoid any copyright issues due to the strict advertising regulation in China market.*

Our iconography

# Iconography Style

## Previous icon styles

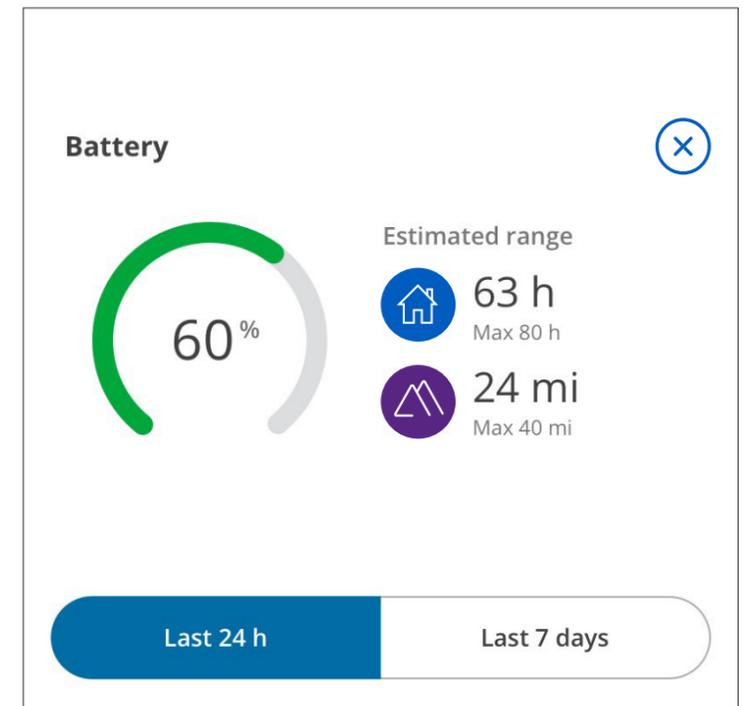
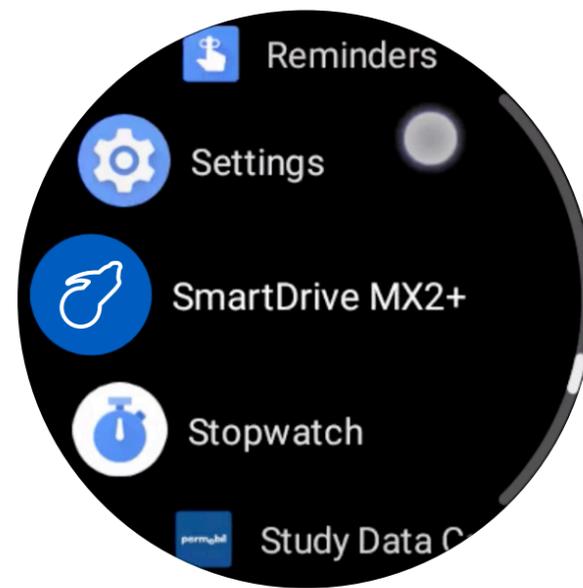
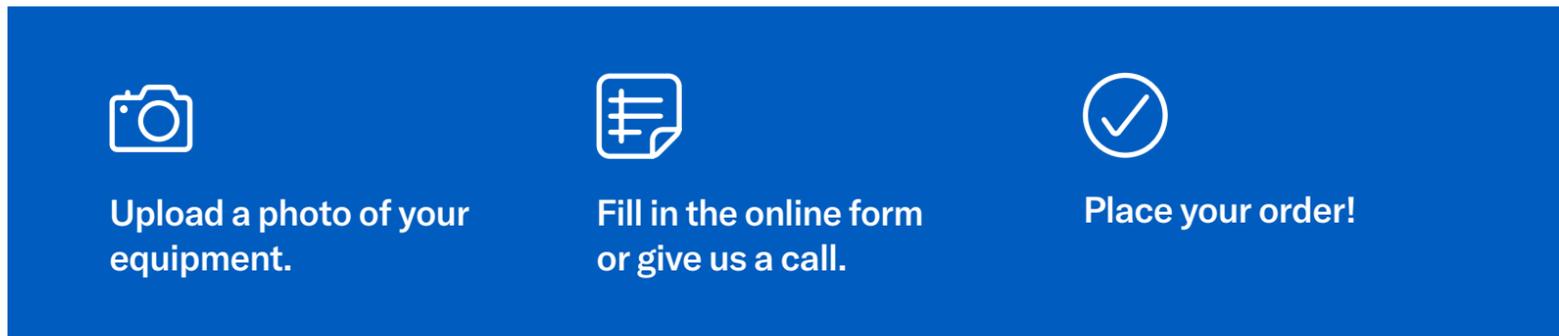


## New icon style



Current icons do not have a consistent style and do not bring cohesion across all brand assets. This new icon style will provide better direction on new icon creation. The modern approach will work well with other new brand elements. Icons should be either Legacy blue, black or white. Existing icons should be redesigned and updated at earliest logical times. Do not create new/custom icons without regional marketing alignment.

Iconography  
Examples



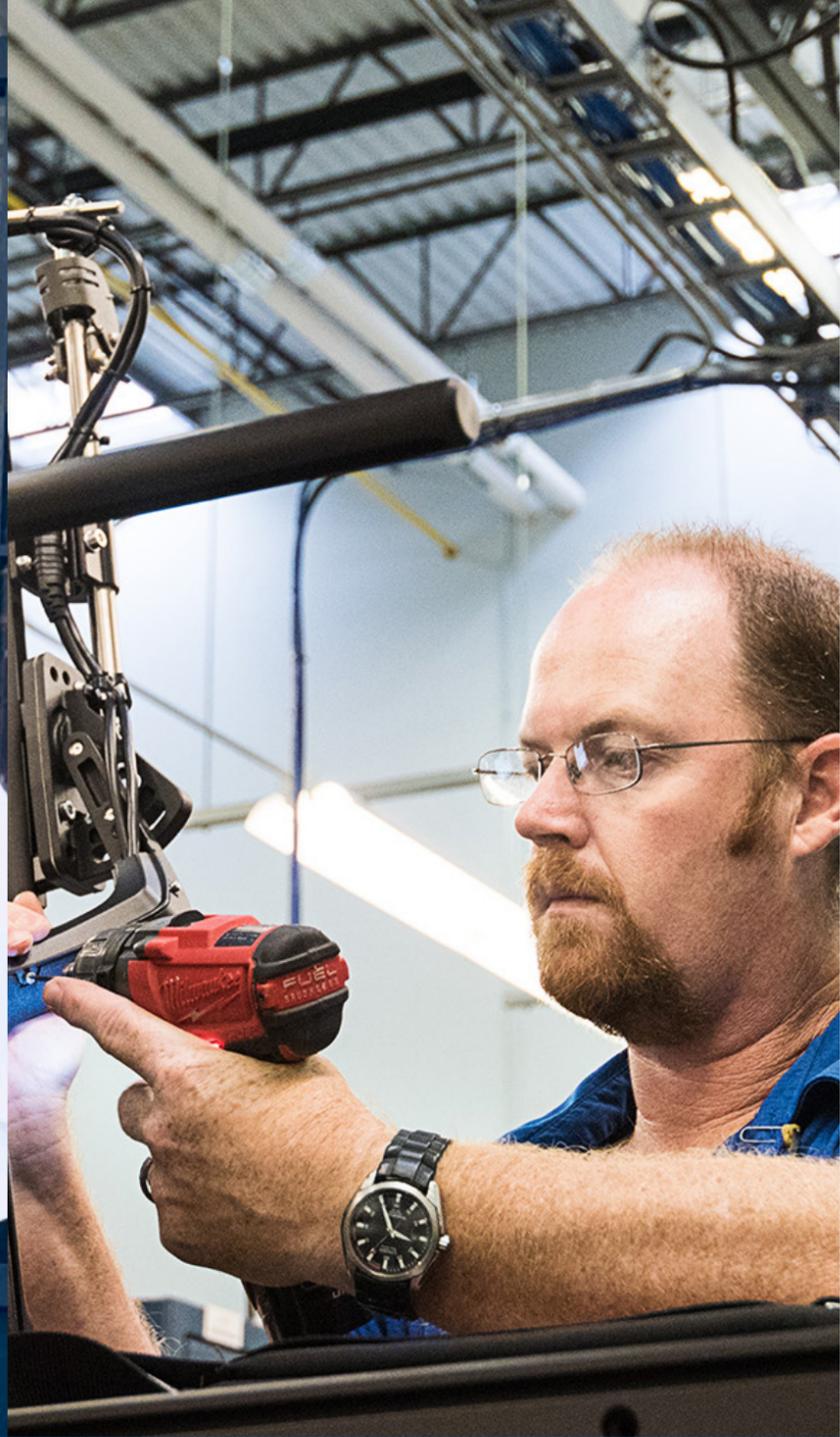
Our photography

Photography  
Types



Lifestyle

Individual



Innovation



Descriptive

Product



Expressive

Photography

## Lifestyle - individual

With our new mission statement, we are focusing on the individual - this is true in our photography as well. In this new style of photos, we want to directly reflect the diversity of our end users, and the life we want to them to live to the fullest. The product doesn't have to be central point (or even visible). Instead, we are putting the user at the core of everything we do.

We want to keep these portraits natural and warm, with tight crops to feel more intimate and authentic. Here are some more tips:

- User should be in a naturally comfortable position – both feet on the footrest, legs not crossed, arms in a functional position (pushing/driving the wheelchair, reaching for something, not just resting in their laps and passive).
- Model doesn't have to be looking at the camera directly, or even smiling.
- Capture something unique about the user to show their personality and evoke emotion.
- Have diversity in your model choices so images can be used in all regions.



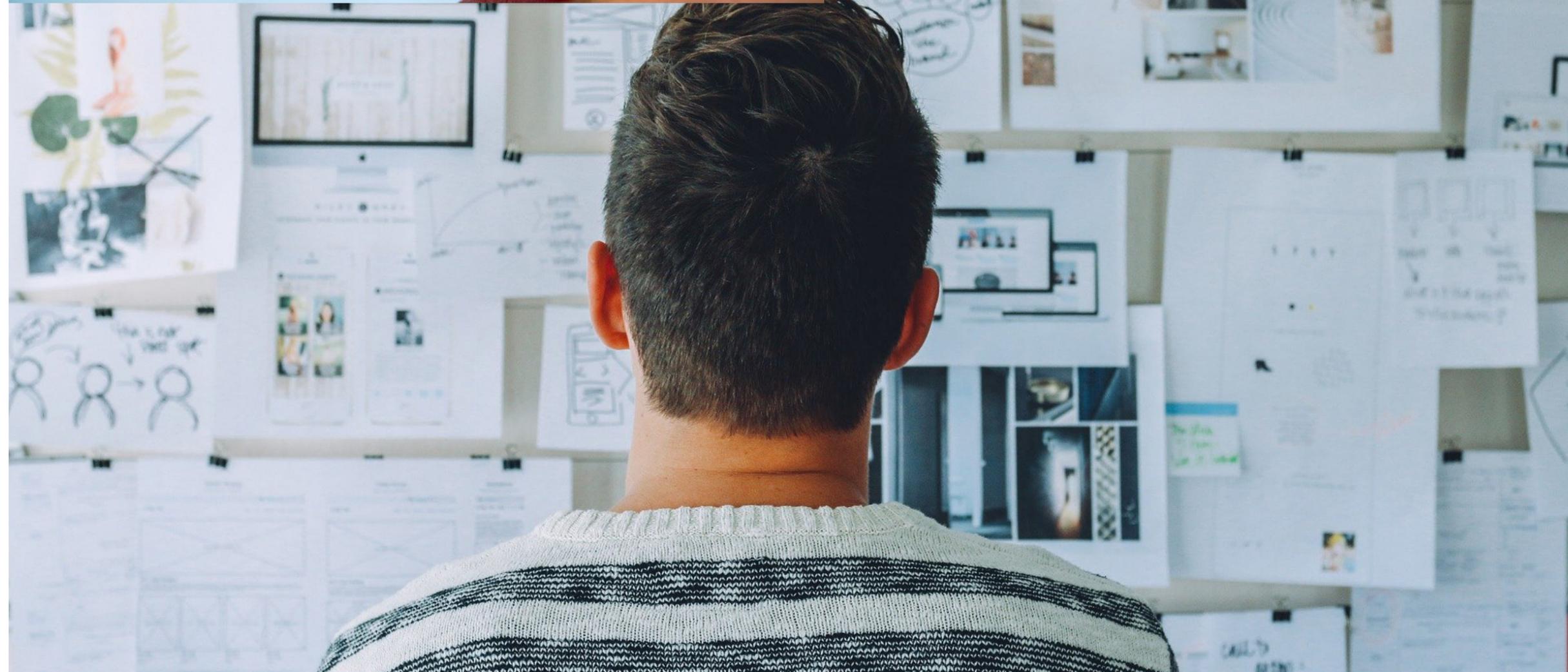
Photography

## Lifestyle - innovation

When we show how innovative we are at Permobil, we will be capturing photos of our teams, technologies, and facilities. These clean, sharp, and interesting images will help tell the story of what we do and who we are.

Images should:

- Have a singular focus.
- Be cropped in close.
- Not have a busy background.
- Use unique angles.



Photography

## Product - descriptive

For product photos, we still need to provide a clear, straightforward shot – no background, no people, no fuss. These help to demonstrate our quality products and the focus is solely on them. Images should always be on a white studio background with natural shadows to capture the 3D product. Product renderings can also be used where available.

Certain angles are needed for these descriptive photos/renderings:

- Front
- Left and right side
- Back
- 45° from front
- 45° from back
- Overhead



Photography

## Product - expressive

Care is in the details. That's what these expressive product photos will show. We aren't shy about getting close-up pictures to highlight specific parts of our products. We are proud of what we make!

Images should:

- Show intriguing details in either design, material, or texture.
- Be clean and crisp.
- Angles can be artistic.



Other brand touchpoints

Brand touchpoints

## Tone of voice

The way that we write and speak is a vital part of our brand identity. The language we use should educate, engage and inspire our existing and future users and customers.

Maintaining the same voice in our language across communications is especially important when talking about our various solutions.

In our marketing, we should always be looking to bring out the emotional benefits (our “Why”) of our solutions to our users.

Use language which is uncomplicated, clear and relate-able, making it easier for us to connect with people.

**Make sure you ask yourself the following questions before you start outlining your communication:**

- Who is the communicator within Permobil?
- What are we communicating?
- Which communication channel?
- Who is the audience?
- What is the call to action/effect we want?

**Product announcement example**

[From M5 Corpus data sheet]

## Supreme comfort with true outdoor capability

The M5 follows your natural body movement, giving you a best-in-class driving experience, so you can sit for longer, reach further and travel greater distances – especially when driving outdoors.

With ActiveReach suspension on all wheels, it sets a new standard for mid-wheel drive comfort, providing stability and grip on slopes and uneven ground. That stability means you can drive while elevated with full suspension functionality.

# Social Media



- **Do** use a short, concise copy referring to another platform more suitable for longer texts.
- **Do** use a shared post with one link to the original post.
- **Do** use a link with a call to action button.
- **Do** use relevant hashtags used once.



- **Do not** use a long wall text.
- **Do not** use shared post with double links to the original post.
- **Do not** use a link placed directly in text.
- **Do not** use the same hashtag twice.

## Dont's:

Our Social Media Strategist Katie Charboneau is going to #LasVegas with her #Permobil chair and is blogging the entire trip from now until she comes to the Abilities Expo in Toronto, Ontario on Friday, April 5th!

Follow our Page to stay updated on her posts!

Katie's Quad Blog #1:

As a C5 quadriplegic who began travelling less than a year after my accident, and has been to the Bahamas, New York City, Mexico, Cuba, Belize, Jamaica, London, and even South Africa, I have learned A LOT about travelling with a disability (mostly through mistakes and trial and error). I require quite a bit of accommodations and accessibility, but if I can do it, so can you!

I normally travel exclusively in my TiLite manual wheelchair to avoid major damage being done to my power wheelchair while it is in the cargo hold of the airplane where it gets bounced around with all the luggage and who knows what else is down there. That is what happened the very first time I flew being a wheelchair user. Luckily we were going to the Shriner's hospital in Philadelphia so they had a technician onsite that was able to repair it quickly.

So, here I am today, ready to catch a flight tomorrow to Las Vegas, travelling with my Permobil M3 Corpus - the first time travelling with a power wheelchair in 13 years. I decided that this was the perfect time to try this because I just got this chair new a few months ago, and love all of the features that allow me to be more independent: fully articulating power leg rests, seat elevation, tilt and recline, improved stability and increased power and speed. Additionally, Las Vegas seems to be one of the most wheelchair accessible cities, so I think this is the perfect combination to try this.

I'll be regularly posting my experiences, so follow my posts on this Facebook page (they will be numbered so you can read them in sequence if you are as OCD as I am).

Comment down below if you have and any questions or comments!

**Permobil Canada**  
July 10 · 🌐  
First dances are so beautiful!  
#WheelchairWeddingWeek #FirstDance #WheelchairDance  
<https://www.facebook.com/marcelohmi/videos/2035304196549493/>

**Permobil Power**  
July 31 at 11:15 PM · 🌐  
ActiveReach + ActiveHeight on the 2019 F-Series empowers you to reach for more and go further. [Learn more about our newest series of power wheelchairs here https://bit.ly/2LqFTHQ](https://bit.ly/2LqFTHQ)

**Permobil Power**  
August 2 at 7:15 PM · 🌐  
#ReachForMore with Permobil! Tell us how Permobil helps you #ReachForMore by tagging us and using the hashtag.

## Trademarks/IP



- **Do** use the trademark in a consistent and proper way as registered – both in writing and verbally.
- **Do** distinguish the trademark from surrounding text by capitalizing the letter “P” (e.g. Permobil and not permobil).
- **Do** use a generic term which describe the goods or services in question next to the trademark (e.g. “Permobil power wheelchairs”).
- **Do** take action against any misuse and infringements of the trademark.
- **Do** take action against any use of the trademark as a generic name, for example by monitoring competitors, partners and the media.
- **Do** educate distributors, dealers and others which have the right to use the trademark Permobil about the guidelines to ensure proper use of our trademark.



- **Do not** use the trademark as the name of the product itself or as a generic term for the product.
- **Do not** use the trademark in plural (e.g. “Permobils are...”).
- **Do not** use the trademark as a descriptive verb.
- **Do not** abbreviate the trademark or alter it in any way.
- **Do not** use trademark registrations more than once in a document.

For questions regarding our trademarks or intellectual property please contact our legal team at [legal@permobil.com](mailto:legal@permobil.com).

# Boilerplate

Boilerplates are meant to be used as standard write-ups for Permobil. They should be used for employee recruitment ads, press releases, directories, tradeshow publications, corporate bios, etc., and should not be modified.

- The 125 word Boilerplate is the default and should always be used on Press Releases.

## **50 words or less**

For 50 years, Permobil has been dedicated to providing individuals with innovative assistive technology to help them live life to the fullest. We are passionate about understanding our users' needs and are a global leader with trusted solutions for power and manual wheelchairs, seating and positioning products, and power assist. [permobil.com](http://permobil.com).

## **75 words or less**

Permobil founder Dr. Per Uddén believed that helping individuals achieve the greatest level of independence is a basic human right and, for over 50 years, that has been the driving force behind our innovative assistive technology. We are passionate about understanding our users' needs and helping them live life to the fullest. We are a global leader with trusted healthcare solutions for power and manual wheelchairs, seating and positioning products, and power assist. [permobil.com](http://permobil.com).

## **125 words or less**

Permobil founder Dr. Per Uddén believed that helping individuals achieve the greatest level of independence is a basic human right and, for over 50 years, that has been the driving force behind our innovative assistive technology. We are passionate about understanding our users' needs and helping them live life to the fullest. We are a global leader in trusted healthcare solutions for power and manual wheelchairs, seating and positioning products, and power assist. Permobil is part of Patricia Industries, a subsidiary of Investor AB and is headquartered in Sweden. Permobil has 1600 team members in more than 15 countries around the world. For more information regarding the company's storied history and complete product line visit [permobil.com](http://permobil.com).

## Promotional items

Everywhere our logo is shown is a reflection on our company and our team. So how and where it is used on promotional items that we wear or give to others is just as important. Here are some quick guidelines:

- Logo should fit the space of the item while giving it enough room to breathe.
- Logo color should only be legacy blue, black, or white.
- Logo should be centrally located, but can be placed in corners as needed.
- On clothing, we always wear Permobil over our hearts.



For polos, vest, dress shirts and jackets, the logo should be placed on the left chest at 2.5" or 63.5 mm wide



For laptop bags/backpacks, the logo should be placed in a central location at 3" or 76.2 mm wide



For padfolios and similar items, the logo should be placed in a central location at 4" or 101.6 mm wide max



For t-shirts with a special design on the front, the logo should be placed in the upper back location at 9" or 226.8 mm wide



For pens, keep the logo size around 1.25" or 37.75 mm wide max

Brand touchpoints

## Contact information

### Questions?

#### Corporate communications

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#### Branding questions

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