

# HögforsGST

## Logo & Symbol

The HögforsGST logo consists of the Högfors name. The capital letters GST refer to ground stations, the base units for the high-quality heating systems providing district heating and cooling. The written form of the logo is always a single, compound word with no space between the two parts. It is written with an capital H and capital GST.

The symbol represents the combination of history and innovation within the company. It is a stamp of quality on the high-end products and services provided.

This visualization of the company identity will stand for the excellence in heat care products for generations to come.



HögforsGST symbol

## HögforsGST

The written form of the company name

# Logo

Consistent use of the HögforsGST logo in all print, broadcast and web applications is important to the integrity and impact of the branding.

The logo is a fundamental piece of the branding initiative and, as such, should never be compromised.

The main logo consists of the word "Högfors" in a black, sans-serif font, followed by "GST" in a bold, red, sans-serif font.

Main logo

The black and white logo consists of the word "Högfors" in a black, sans-serif font, followed by "GST" in a black, sans-serif font.

Black&White logo

## Safety area

A safety area around the logo ensures visibility and impact.  
The safety area for the logo is at least the size of x.



## Logo with the company slogan

HögforsGST company slogan is "Sharing smart solutions".  
The main logo with the slogan is used in marketing materials.



Main logo with slogan



Black&White logo with slogan

## Safety area

A safety area around the logo ensures visibility and impact.  
The safety area for the logo is at least the size of x.



# Safety area

A safety area around the logo ensures visibility and impact.  
The safety area for the symbol is at least  $\frac{1}{2}$  of X height.

