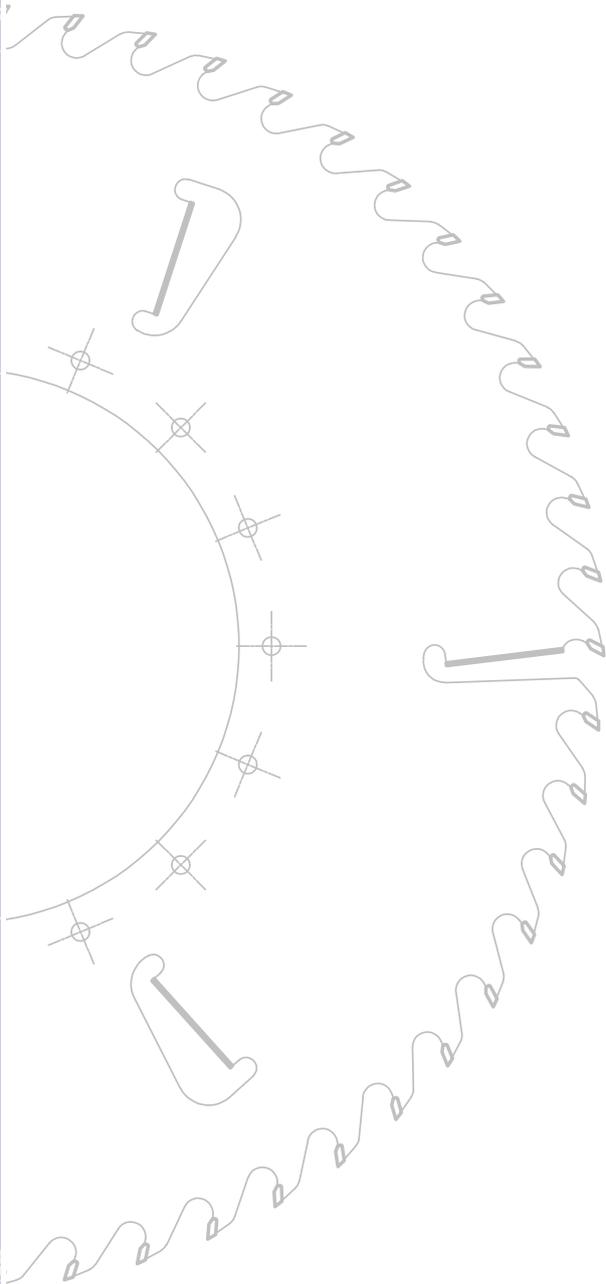




**BRAND BOOK**





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**WE  
AIM  
BIG**

Micor Tooling is part of the LSAB Group in Sweden. We offer a complete line of circular saw blades, band saw blades, planing tools, moulders, PCD tools and knives.

With over 175 years of combined experience, we know what is needed, which has allowed us to become one of the leading manufactures in Northern Europe.



MARCUS WÄRRING  
CEO MICOR TOOLING

# The Micor Tooling logo

As a global manufacturer of cutting tools, we aim big according to our strategy. Industry, manufacturing, engineering, dynamics and the sense of a global enterprise with a high expertise, were important keywords in the process of developing our logotype.

The logotype consist of a symbol in combination with our company name Micor Tooling.

Building on keywords such as Precision, Excellence, Factory, Sharpness and Tools in combination of the initials of Micor Tooling we have added a powerful symbol to our new logotype. The symbol as an graphic element can be used isolated in different environments and when established in the future alone signalize our great company.



Always try to have space around our logo.

The logo can be used in negative on colored background or photo.



# The Micor Tooling Typeface

Our typeface is Inter wich is a Google Font and it works both in digital and printed material. The advantages of this are that we have a common typeface in all different environments. The typeface signalizes stability and have a corporate look that reminds of the classic typeface Helvetica. The typeface can be downloaded at [Google Fonts](#).

Inter Light

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ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789%&#

abcdefghijklmnopqrstuvxyz123456789%&#

Inter Regular

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ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789%&#

abcdefghijklmnopqrstuvxyz123456789%&#

Inter Bold

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789%&#**

**abcdefghijklmnopqrstuvxyz123456789%&#**

Inter Black

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**ABCDEFGHIJKLMNOPQRSTUVWXYZ123456789%&#**

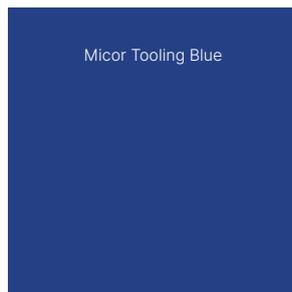
**abcdefghijklmnopqrstuvxyz123456789%&#**

# The Micor Tooling Colors

The primary color of Micor Tooling is a darker blue. It signals a large corporate feeling, stability and trust. As complements other secondary colors can be used for example tables, graphics etc.

**Primay Color**

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**Secondarys Colors**

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