

ITK

IDENTITY TOOLKIT

This document contain all the work of ITK work for Essemce.
Created by Karl-Oskar Designstudio 2019

ITK - IDENTITY TOOLKIT

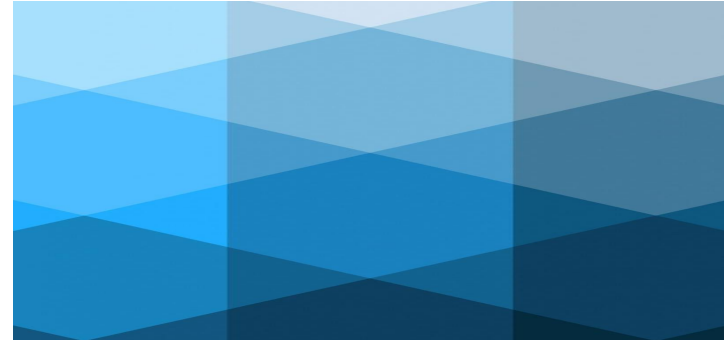
IDENTITY TOOLKIT

What colour do you think of when I say blue? Well probably another shade of blue than I do, and everyone else. Working with images together with words is of great use, especially in the work of branding when words need to be visualized. There is a better translation of words into visual concepts, and the cliché "a picture says more than a thousand words" is actually of use here. It gives a more complete, elaborate and mutual understanding of a brand, product or service.

IMAGE BOARDS

Working with the ITK method means to choose pictures and words to describe a situation/product/brand. We create boards with five pictures and five words. Each of the boards describe different stages.

- 1 State board
- 2 Position board
- 3 Future board
- 4 Shape & Colour
- 5 Communication



What colour do you think of when I say blue...?



Example of ITK board Texture/Material from working with Black Jacks.

ITK - STATEBOARD

STATE BOARD

Standing for experience, trust and a high technical knowledge. A long time partner for many glass workers in the world. Working both local and global. Always helping the customer to find their best solution.

The look and marketing of Essemce has a product focus. The function and technical specifications are in the center.



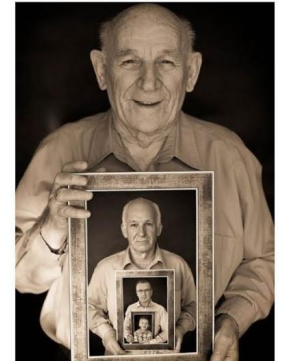
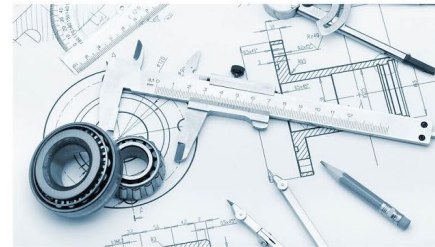
TRUST

TECHNICAL

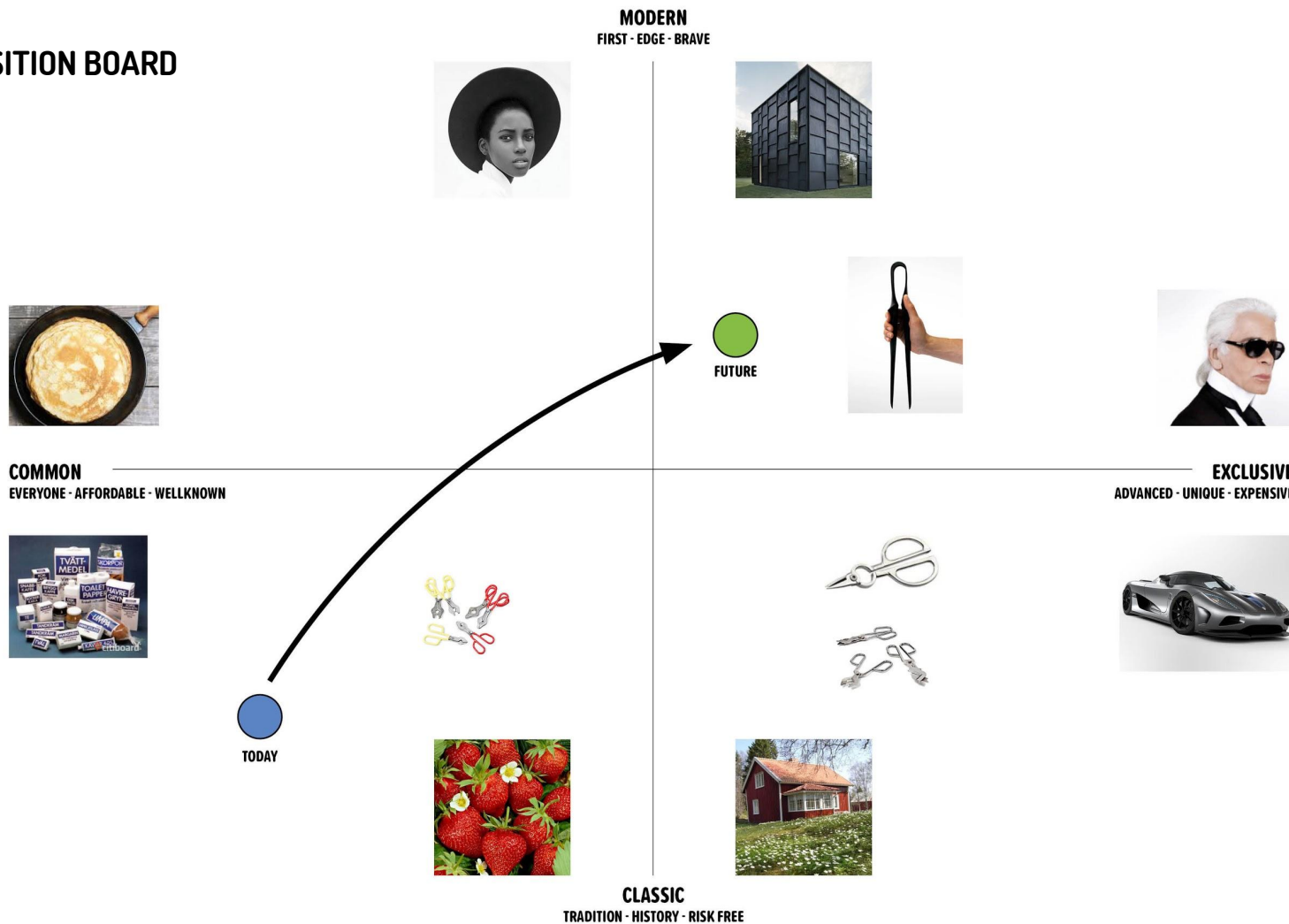
PRODUCT FOCUS

NEAR

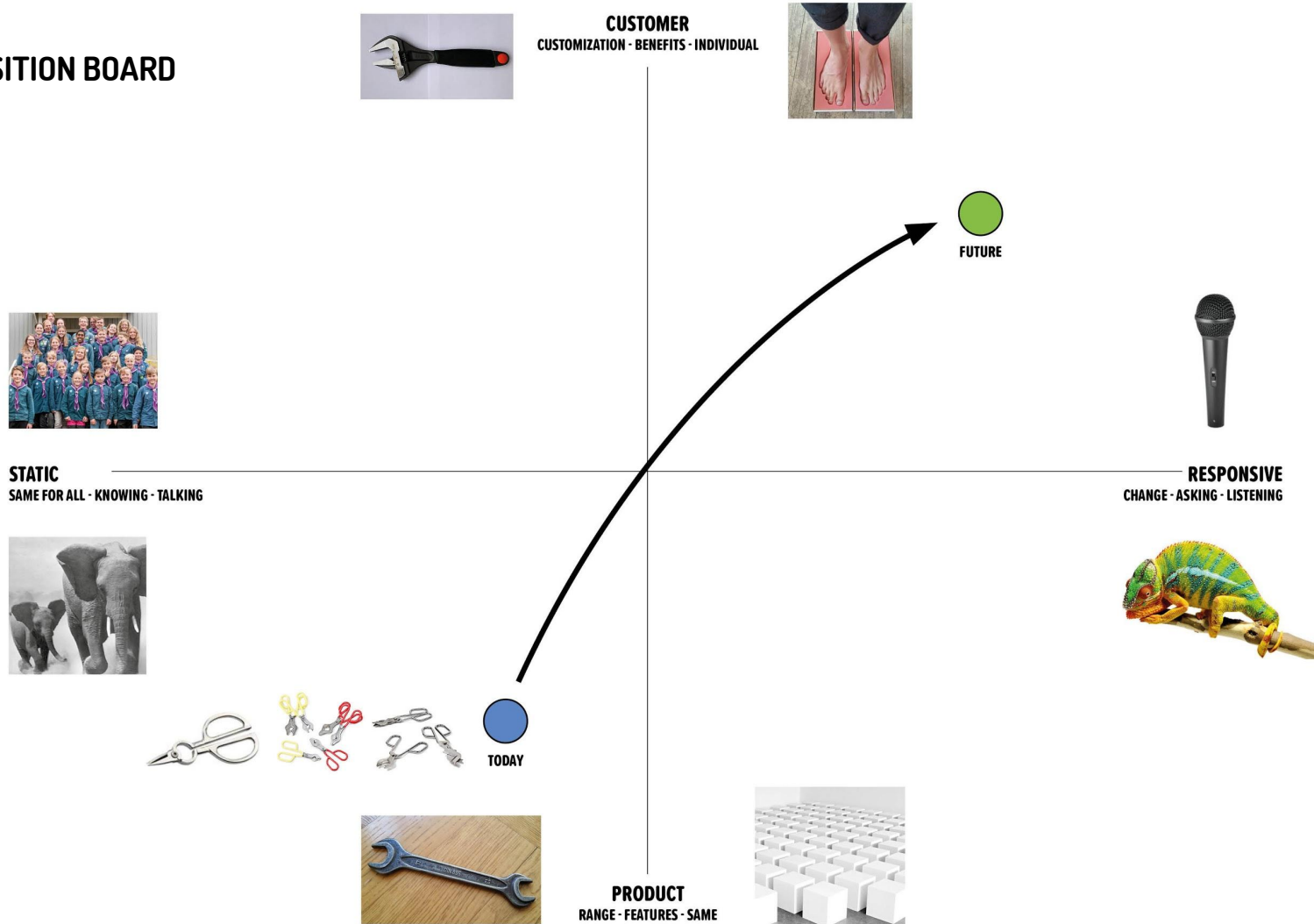
REPUTATION



ITK - POSITION BOARD



ITK - POSITION BOARD



ITK - FUTURE BOARD

FUTURE BOARD

Essemce will still be standing for experience, trust and a high technical knowledge as in the future also always focusing on being relevant. "What is said is said", and trust between all of us is foundation for collaboration.

RELEVANT

RESPONSIVE

CUSTOMER FOCUS

TRUST

CUSTOMIZATION

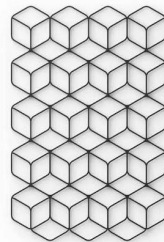


ITK - SHAPE & COLOUR

SHAPE & COLOUR

As a solid ground for all visual communication and as a base for the three customer segments, Essemce's common look will be a framework for visual content. Some components will be the same for all material from Essemce and some will be differentiated for each segment. Thinking colour is the first thing to identify a segment, so therefore the common expression of Essemce is held to desaturated colours. The forms are elegant and stylish with good contrast.

Warm light grey is chosen to be the main background colour. A soft tint of grey make whites in pictures, like glares in glass and steel, pop more from the background. Together with a warm dark grey, instead of a 100% black, they create a harmonious combination.



ELEGANT

GROUND

CLEAN

CONTRAST

TRUE

LIGHT GRAY

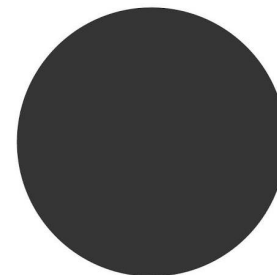
NCS	S1000N
RAL	D2 000 90 00
Pantone C	Cool Gray 1 C
CMYK	10,7,8,0
RGB	226,227,224

DARK GRAY

NCS	S8500N
RAL D2	000 20 00
Pantone C	Black 7 C
CMYK	70,64,63,65
RGB	43,43,43



WARM LIGHT GREY



WARM DARK GREY

ITK - COMMUNICATION

This is how Esence communicate with all their stakeholders, for everyone with everyone. This influences not only written texts and graphic design, also phone calls, IM, meetings etc. are grounded in this board.



DIRECT

LISTENING



PERSONAL



TRUE