

Innovating for individuals

Permobil brand guidelines

Updated March 2025



Introduction

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Guideline overview



A well-developed brand guideline is essential for establishing our brand identity. These guidelines will help us bring a cohesive look and feel to across all of our touchpoints globally. It will be used by both our internal teams and external partners.

A consistent and recognizable look helps build and strengthen our brand in 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 - bringing independence to them 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 clinically 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.

Because we know our products and services make a big difference. As a group, we are all part of a friendly and co-operative 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.



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



Brand platform

Why do we exist?

What we offer

We develop and market leading advanced assistive solutions.

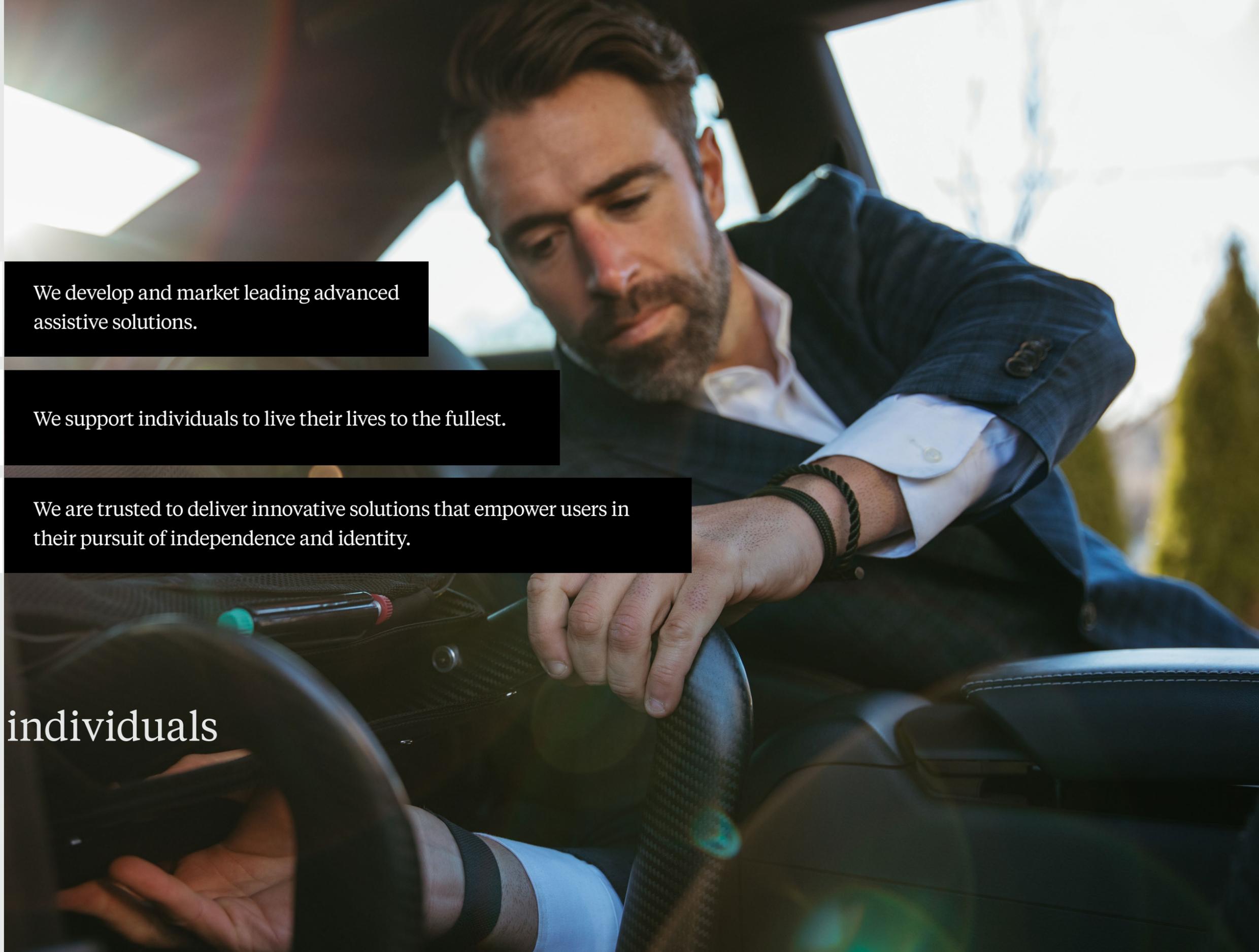
Who we serve

We support individuals to live their lives to the fullest.

How we work

We are trusted to deliver innovative solutions that empower users in their pursuit of independence and identity.

Innovating for individuals



Our logo

Logo

Our logo

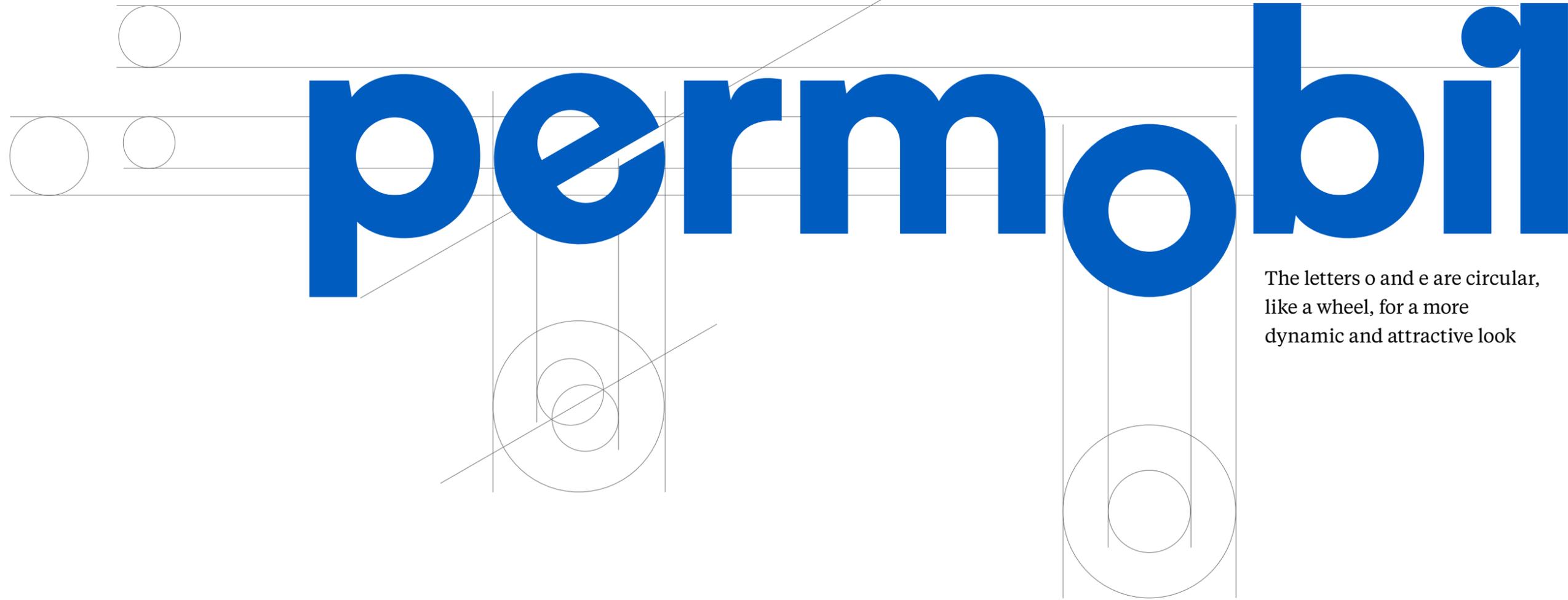
The word "permobil" is displayed in a bold, blue, lowercase sans-serif font. The letters are thick and rounded, with a consistent weight throughout. The 'p' has a distinctive shape with a slightly curved bottom. The 'e' has a small gap at the top. The 'o' is a simple circle. The 'b' has a thick stem and a rounded top. The 'i' has a simple vertical stem and a small dot above it. The overall appearance is clean, modern, and professional.

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

Current and past

Current logo

The current Permobil logo is the word "permobil" in a blue, lowercase, sans-serif font. The letters are clean and modern, with a consistent weight and spacing.

Download our current logo [here](#).

Old logo

The old Permobil logo is the word "permobil" in a darker blue, lowercase, sans-serif font. The letters are thicker and more rounded than the current logo. The negative space in the letters is smaller and offset, giving it a more compact and slightly squished appearance.

How to identify the old logo.

- Darker blue color
- The “e” and the “o” have an oval somewhat squished shape to them
- The negative space or circles found in the “P” “o” and “b” are smaller and offset
- Overall the letters are thicker
- Please contact communications@permobil.com for found old Permobil logos that need to be updated

Logo

Legacy brands

As part of our strategy to present a single, united brand; the use of legacy logos on ALL product ranges should be discontinued by EOY 2025. The approved product range names below can be featured on product labels in accordance with our brand standards and product branding guide. The product ranges should be written as they appear below, matching the capitalization and casing.

Manual Wheelchairs

- Panthera
- PDG
- Progeo
- TiLite

Power Assist

- SmartDrive
- Mototronik

Seating & Positioning

- BodiLink (TBD)
- Comfort
- EvoShape
- Physio
- ROHO
- TruShape

Beds & Surfaces

- Trost/Halsa (TBD)

Power Wheelchairs

- Permobil

Software & Services

- Connect
- Services (TBD)

Legacy logos (discontinued)



Logo

Usage

The Permobil logo can only appear in Infinite 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.



permobil

Positive logo

Suitable for light backgrounds



permobil

Reversed logo

Suitable for dark backgrounds



permobil

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 Infinite 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.



Black or white logo

Options available that convey the modernization of our brand. Can also be used for single color printing.



Positive logo on materials

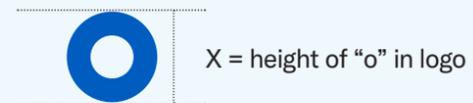
The reversed logo can also be applied on materials such as fabric or metal for a sophisticated feel. The logo must stand out against the base material.



Spacing

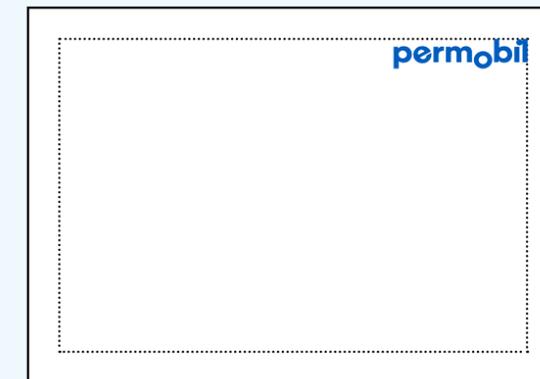
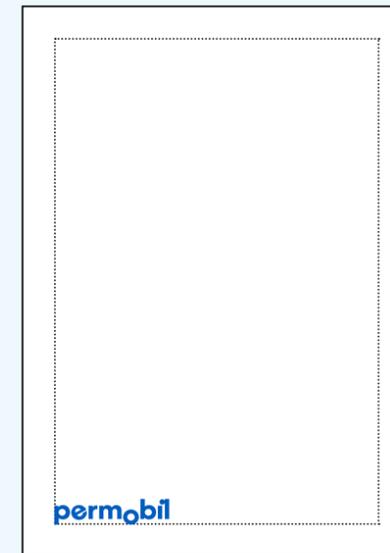
Logo clear space

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 presentations it can be positioned centrally, at a larger size, for greater impact.



Logo

Sizing

Recommended logo sizes

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.

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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"

Logo

Dont's

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



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Innovating for individuals

Do not create a logo lock up with the Permobil logo and the Permobil brand purpose



permobil

POWER WHEELCHAIRS

permobil | POWER WHEELCHAIRS

Do not use past logo lock ups featuring product segments



permobil

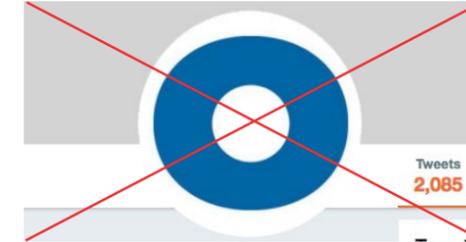
Do not encase the logo in holding shapes.



permobil

THE POWER OF MOBILITY

Do not lock the logo up with the "the power of mobility" tagline.



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



Do not use 3D renderings of the logo.



fika

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



permobil

Do not stretch a logo to fit.



permobil

Do not outline the logo in print or on products.



permobil

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



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



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Do not recreate the logo.



permobil

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



permobil

Do not add effects to the logo.



permobil

Do not use the primary logo on accent colors.

Brand architecture

Company brand

permobil

**This is not intended to be an inclusive list of all Permobil products and services. A variety of factors will affect product availability and representation per market. Please consult your local Permobil representative for a complete list of product and services in your area. Any adjustments to Permobil brand architecture are to be made at the Product Board with Regional Marketing alignment.*

Product categories

Power wheelchairs

Permobil



Permobil F5 Corpus

Manual wheelchairs

TiLite



TiLite TRA

Progeo



Progeo Joker

Panthera



Panthera X3

PDG



Fuze T50n

Power assist

SmartDrive



SmartDrive MX2+

Mototronik



Mototronik

Software & Services

Connect*

Permobil Connect
My Permobil App
PushTracker App
Fleet Management

Services

PermobilAssist
PermobilAssist+
Permobil
Genuine Parts

Seating and positioning

ROHO



ROHO Hybrid Select Cushion

Comfort



Comfort M2

Supportec*



Soft Orthosis Flexie

Tru-Shape



Tru-Shape Seating

EvoShape



EvoShape Solid

Distributed products

Tröst & Hälsa



Tröst Bed



Hälsa Bed

Bodypoint



Monoflex™

*Naming currently under discussion.

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



Horizontal identifier



Our colors



Colors

Primary

Blue, black and white are our primary colors. It is as simple as that. The blue color reflects Permobil's visionary leadership and the endless possibilities ahead. 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.

Infinite 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

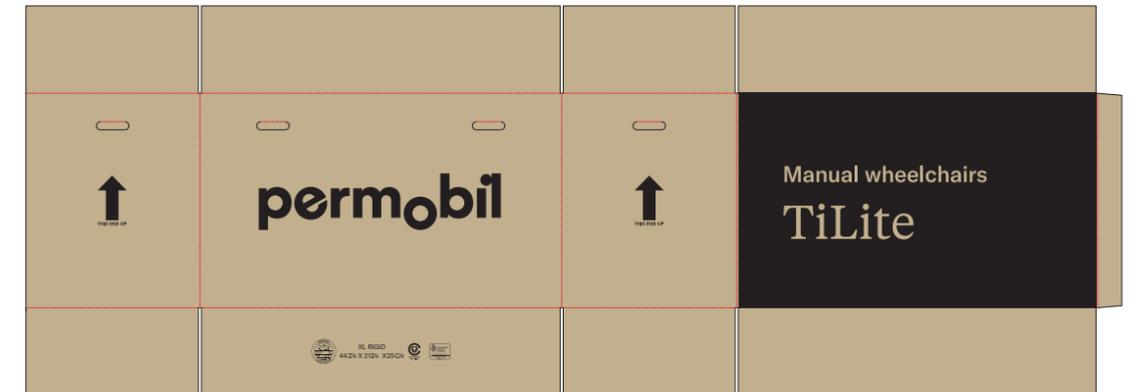
#FFFFFF

RGB 255 / 255 / 255

CMYK 0 / 0 / 0 / 0

Colors

Primary examples



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Permobil is renowned for producing some of the best wheelchairs available in the market due to several key factors that set them apart. First and foremost, their commitment to innovation and cutting-edge technology is evident in their products. Permobil constantly invests in research and development, resulting in wheelchairs that incorporate the latest advancements in mobility solutions. This dedication to staying at the forefront of wheelchair technology ensures that users have access to the most advanced and efficient products on the market.

Another reason for Permobil's recognition as a top wheelchair manufacturer is their focus on customization. They understand that each user has unique needs and preferences, and their wheelchairs are designed with a high degree of adjustability and personalization. This ensures that users can achieve the best fit and functionality for their specific requirements, enhancing comfort and mobility.

The build quality of Permobil wheelchairs is also exceptional. They use premium materials and manufacturing processes, which result in durable and long-lasting products. Permobil's commitment to quality and reliability means that their wheelchairs are less prone to issues and breakdowns, providing users with peace of mind and a sense of security.

Furthermore, Permobil prioritizes user experience and accessibility. Their wheelchairs are not just about mobility but also about making daily life more manageable. They incorporate features that enhance ease of use and comfort, making Permobil a preferred choice for individuals seeking the best in terms of both mobility and quality of life. These factors combined make Permobil a leader in the wheelchair industry, known for producing the best wheelchairs available.



result in durable and long-lasting products. Permobil's commitment to quality and reliability means that their wheelchairs are less prone to issues and breakdowns, providing users with peace of mind and a sense of security.

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1501 S. 74th Street, Belleville, IL 62223 | 618.222.3600 | permobil.com



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 touch points. 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 Infinite blue.

Colors

Accent examples



Learn more about SmartDrive with Julie Maloukis

- Sign up here
- Learn more
- Let's go!



On-demand power assist

Pushing a manual wheelchair can put stress on your shoulders and lead to serious future issues. SmartDrive's seamless power assist has been proven to reduce up to 81%* of your pushes and minimize repetitive stress, allowing you to focus on the things that matter.

Multiple ergonomic handles to quickly attach to almost any manual wheelchair

OmniWheel's patented design engages and stays engaged in any position, maintains optimal traction, and climbs up to 17% inclines

13.2 lb - Lightest rear mounted power assist in the world

Easily removable, making it great for transportation

Various control options to power your push, your way



Innovating for individuals



Do you have questions on funding? Find a funding representative in your area

Find your funding rep



SmartDrive MX2+ App for Samsung Galaxy Watch

Now available for FREE from Google Play Store for Samsung Galaxy Watch (4 or newer)

- Fast and simple setup
- Increased screen visibility
- Improved battery life & performance

Click on the link below to learn how to get improved battery life and performance on your PushTracker E2 or E3 as well!

PushTracker E2/E3 Update Guide

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.

Due to limitations with Microsoft's color themes, the functional pastels are not included by default. However, they can be used as needed by applying the color codes listed below.

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

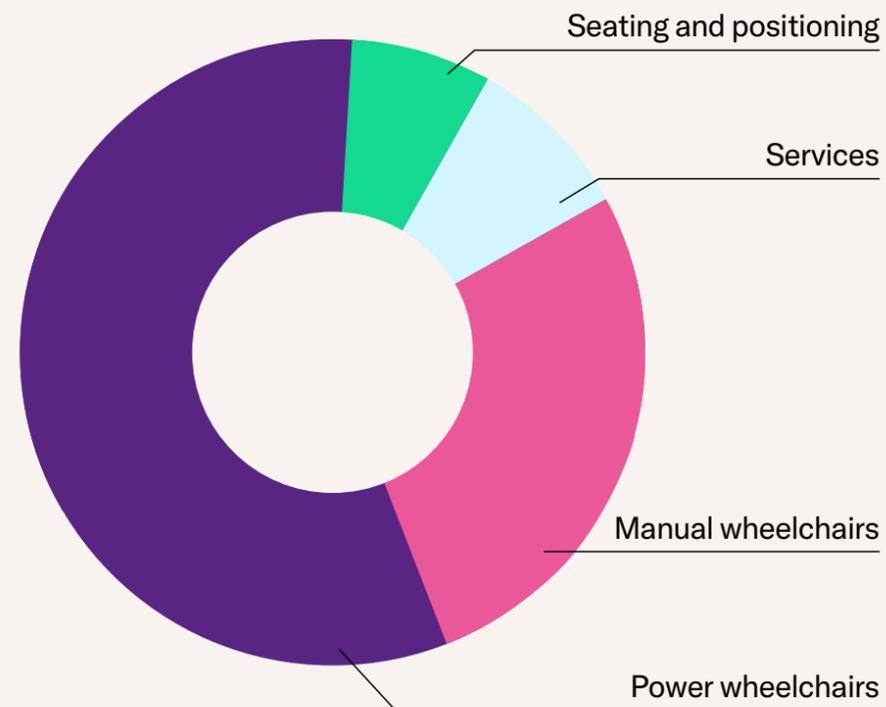
CMYK 4 / 5 / 7 / 0

Functional pastel examples



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

Fig.01 Permobil



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

When in doubt, use the fonts in the following way or contact your regional marketing team for guidance.

Headings & Titles: Tiempos Text (*alternative Times New Roman*)

Body Copy: GT America (*alternative Aptos*)

Alternative fonts

Use the templates within MS Office which are ready to use with our chosen fonts, colours etc to make it easy for you to always have the correct design components.

System font replacements

San Serif typeface: GT America → Aptos

Serif typeface: Tiempos Text → Times New Roman

Symbolic character fonts

Korea

San Serif typeface: GT America → Noto Sans

Serif typeface: Tiempos Text → Noto Serif

Japan

San Serif typeface: GT America → Aptos

No serif alternative

China

San Serif typeface: GT America → Heiti

Serif typeface: Tiempos Text → Fangson

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

Duality examples

Pressure Management Guide

Understanding the role of support surfaces and wheelchair systems



permobil

Give back with social activist Bobby Brown



Permobil Portraits

Get technical with Wheelchair Whisperer Ken Winward



ActiveReach

Functional forward tilt

Face daily tasks head on with ActiveReach. By combining Corpus seat functions with up to 45 degrees of forward tilt, you can achieve improved ergonomics for overhead reaching and table top activities. ActiveReach can also help improve posture for social engagement and body mechanics during transfers.

Power wheelchairs

Corpus Seating System



permobil

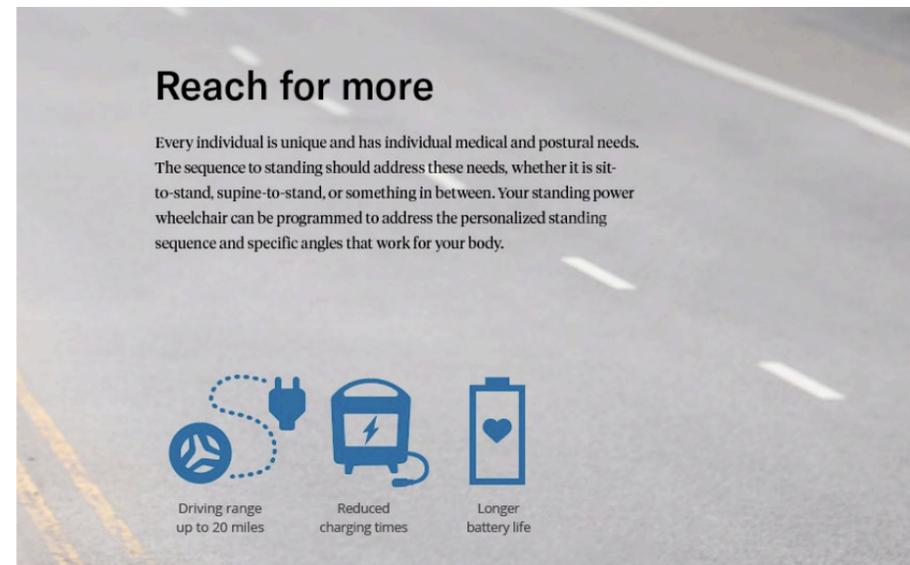
Examples



- 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

Brochure cover

- 1 ——— **Permobil** *(Company name is more general)*
- 2 ——— **M Corpus VS** *(Product name is more personal and specific in this hierarchy)*



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)

Product weight	12.5 lb (5.7 kg) Drive Unit
User weight	30 to 331 lb (14 to 150 kg)
Driving range	Up to 12.3 mi (19.8 km)
Motor power	250 W Brushless DC
Maximum speed	5.5 mph (8.8 km/h)
Operating temp	-13°F to 122°F (-25°C to 50°C)
Chair type compatibility	Rigid, Folding, Tilt-In-Space, One-Arm Drive and others
Drive wheel diameter	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 **SwitchControl -**
 Programmable option for
 controlling your SmartDrive

Our photography

Photography

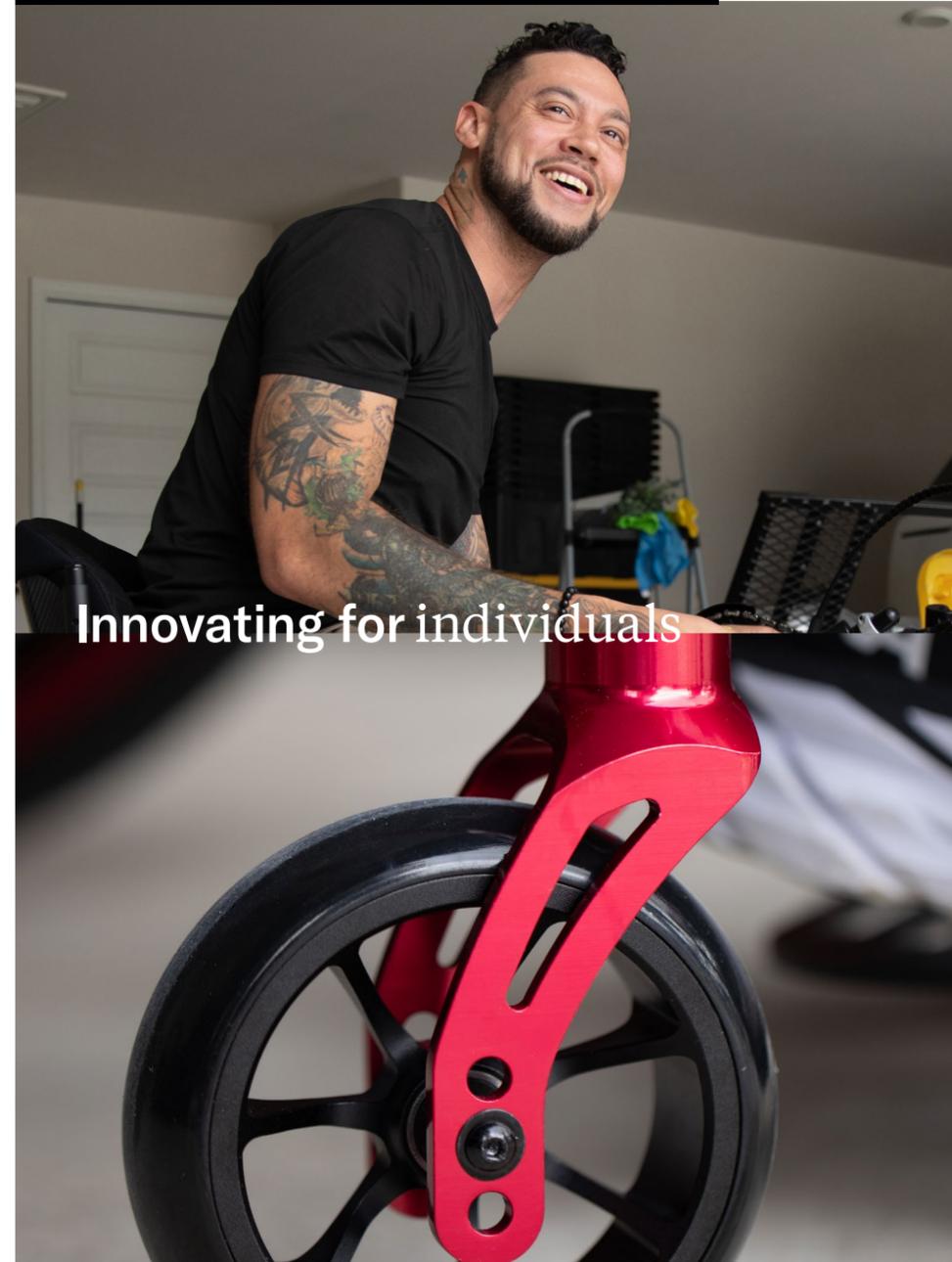
Types

We use four primary types of photography to visually communicate the story of our products and appropriately represent the promise of the Permobil brand.

These various styles are frequently combined or intentionally juxtaposed to accomplish the following:

- Tell compelling user stories through the lens of innovation.
- Associate innovative product features to their emotional impacts for the user.
- Reinforce the duality in our brand purpose of “Innovating for individuals.”

Lifestyle - Individual



Innovating for individuals

Product - Expressive

Product - Descriptive

Innovating for individuals



Lifestyle - Innovation

Photography

Lifestyle - individual

We are putting the end user at the center of everything we do. Each lifestyle image should reflect the unique personality, preferences, and style of the user, where our products do not need to be the central focus.

Keep portraits natural and warm, with tight crops to feel more intimate and authentic.

- User should be in a naturally comfortable position – arms in a functional position (pushing/driving the wheelchair or reaching for something).
- Model doesn't have to be looking at the camera directly, or even smiling.
- Depict users in their daily routines, highlighting the unique ways our products and solutions seamlessly integrate into their lives and empower them to live more independently.
- It's important that users can see themselves in the scenarios we depict. Therefore, avoid extreme situations, e.g. climbing mountains.
- Have diversity in your model choices so images can be used in all regions.
- When others are in the image, ensure the user is an active actor, not a passive recipient.



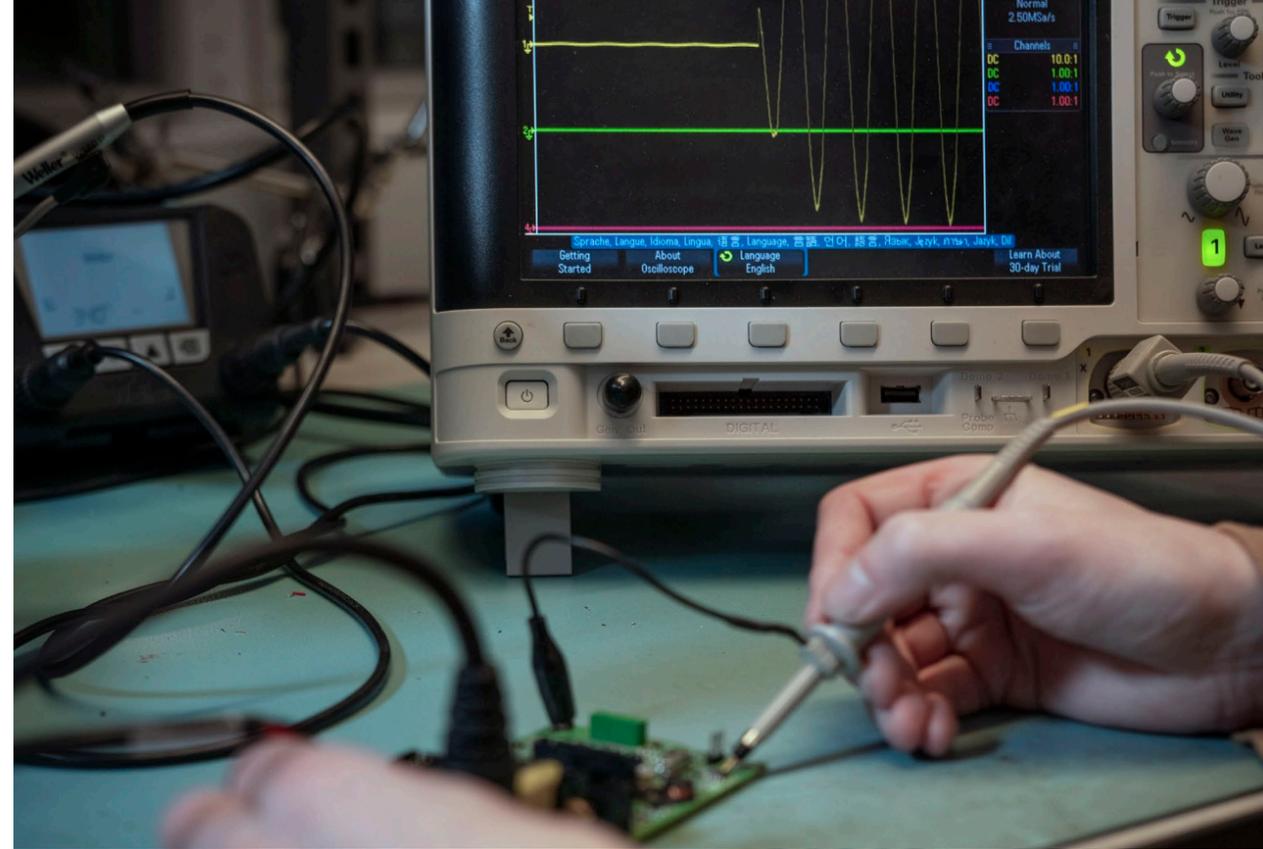
Photography

Lifestyle - innovation

Our innovation is showcased through dynamic visuals of our teams, technology, and facilities, highlighting our leadership and passion for excellence. Each image should be clean, sharp, and purposeful, creating a compelling narrative of our brand's commitment to advancing mobility solutions.

Guidelines for innovation imagery:

- Maintain a singular focal point, emphasizing the innovation at hand.
- Use close crops to draw attention to the details and design.
- Keep backgrounds minimal and uncluttered, allowing the subject to stand out.
- Experiment with unique, unexpected angles that add visual interest and evoke curiosity.
- Avoid clichéd images often used to illustrate “innovation”, such as robots, avatars, digital patterns, etc.



Photography

Product - descriptive

Our product images and renderings highlight the exceptional quality and design of each product with clear, straightforward shots. These images are clean and unfussy, drawing attention solely to the product itself. Each photo should be taken on a solid studio background, using natural shadows to provide depth and a true-to-life 3D feel. Product renderings are also welcome when available.

Guidelines for product images:

- Use a solid background, free of distractions or added elements.
- Capture key angles to offer a comprehensive view:
 - Front
 - Left and right sides
 - Back
 - 45° and ISO angles from front and back
 - Overhead



Photography

Product - expressive

Every detail matters, and these expressive product images capture the craftsmanship, design, and innovation that set our products apart. Close-up shots reveal the intricacies of materials, textures, and unique features that highlight our commitment to quality and excellence. We want these images to evoke a sense of pride and admiration for the work that goes into each product.

Guidelines for expressive imagery:

- Highlight details – Capture stitching, textures, finishes, or key features that convey high quality design and engineering.
- Keep it clean – Crisp, distraction-free images that keep the focus on the product.
- Use artistic angles – Unique perspectives add visual interest and showcase the product's character.



Our iconography

Iconography Style & Examples

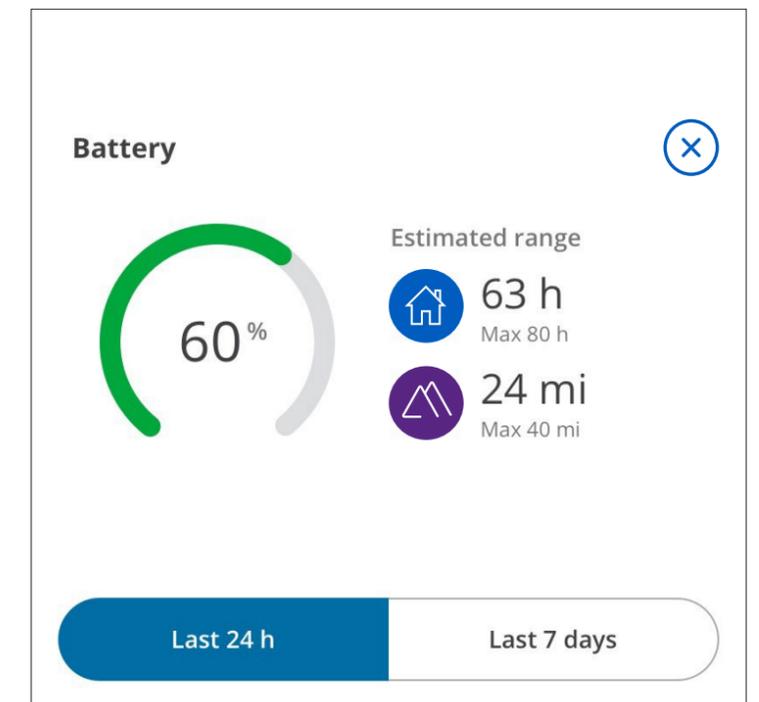
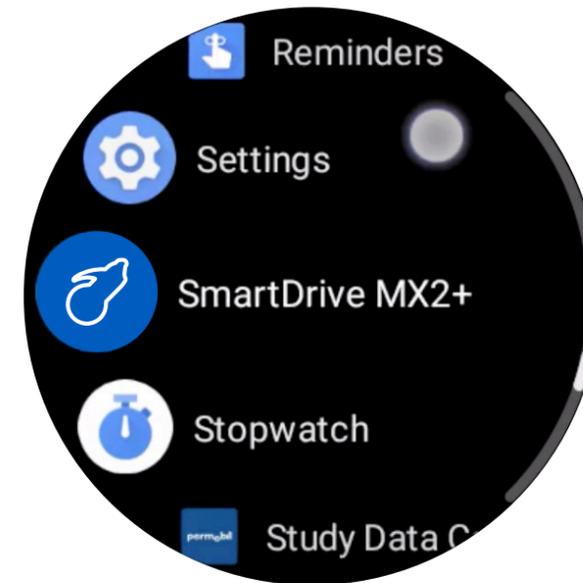
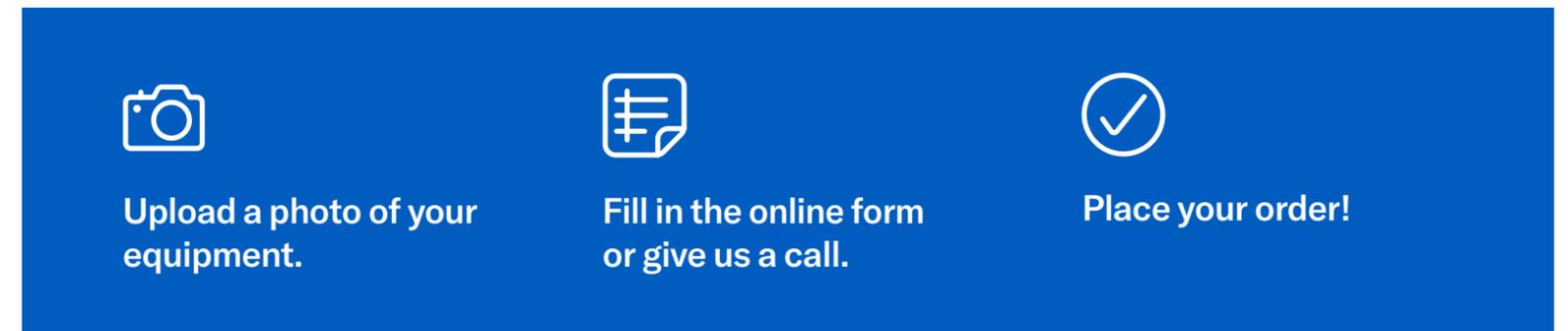
Icon style



Our icons should maintain a consistent style to ensure clarity and alignment across all brand applications. Their clean, modern design integrates seamlessly with other brand elements, creating a cohesive visual experience.

- Icons should primarily be Infinite Blue, black, or white.
- Existing icons should be redesigned and updated at the earliest logical opportunity.
- Do not create new or custom icons without alignment with regional marketing.

Download icons here [PDF](#), [Adobe Illustrator](#), [PNG](#)



Our voice and tone

Our voice reflects our values

Our voice and tone guide how we speak and write. It is an expression of Permobil's personality that help us connect with individuals and brings our brand to life.

Maintaining the same voice in our various languages and communications is especially important when speaking with our users or about our product solutions.

- Use language that is clear, relatable, and uncomplicated to highlight the emotional and functional benefits of our solutions.
- Never describe a user by their diagnosis nor what Permobil product they use.
- When describing people living with disabilities, avoid phrases that imply surprise or admiration for their accomplishments or everyday activities. Phrasing like “Despite their diagnosis...” or “Although being in a wheelchair...” suggests that a disability is an inherent limitation and may come across as patronizing. Instead, focus on the person and their actions without framing them in terms of adversity.

User first

We are **inclusive**, **genuine**, and **empowering**: Committed to understanding and supporting individuals' needs while fostering authentic human connection.

Leading

We are **knowledgeable** and **visionary**: Confidently guiding the way forward in our industry while unafraid to set new standards.

Trusted

We are **reliable** and **knowledgeable**: Prioritize clarity and consistency to build lasting confidence in our expertise.

Passionate

We are **energetic** and **inspired**: Driven by a deep commitment to make a difference, we bring motivation and enthusiasm to every interaction.

Voice and tone

Our tone is personalized

Our tone is personalized for each audience we serve—meeting our users, providers, and clinicians with empathy, clarity, and respect.

By tailoring our communication, we are able to build trust, foster connection, and empower every individual.

Within this approach messaging should be adapted to different regions and markets, while also recognizing that any communication, especially social media posts, may be seen by anyone across the globe.



To our users

Warm, empathetic, and empowering.

We speak directly to our users with genuine care and inclusiveness, acknowledging their unique journeys and needs. Our tone reassures and motivates, fostering a sense of partnership and support.



To our providers

Clear, respectful, and solution-oriented.

We communicate with providers as reliable partners, providing transparent information and dependable resources to support their goals. Our tone conveys expertise and trust, emphasizing collaboration and clarity.



To our clinicians

Informed, insightful, and supportive.

We engage with clinicians with a shared dedication to excellence in care. Our tone is both knowledgeable and respectful, recognizing their expertise and inspiring confidence as we work together to deliver the best individual outcomes. If necessary, more technical language can be used for tailored communications to this group.

Examples

Boilerplate

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 devices. Permobil is part of Patricia Industries, a subsidiary of Investor AB and is headquartered in Sweden. Permobil has over 2000 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.

Product announcements

1 billion reasons to make it personal.

The TiLite X & Z offer truly personalized mobility with over 1 billion possible configurations and rapid assembly. All without compromising our best-in-class quality and performance.

Made to move

The new M Corpus VS brings Permobil's customizable power standing to a mid-wheel drive base. With advanced technology and ergonomic design, you can program standing sequences to find your ideal position. Customize further with adjustable chest support, knee supports, and a power articulating footplate. For stability, traction, and comfort, our new DualLink suspension with oil-dampened shocks and strong low-end torque ensures a smooth ride. Because when life moves, we move with you.

Social & email communications

🌟 Explorer Mini: the perfect mobility solution for the youngest adventurers!

✅ Empowering Early Exploration: Designed to foster independence and discovery from as early as 12 months.

✅ Lightweight & Portable: Easy to transport for adventures near and far.

✅ Adjustable Design: Configures effortlessly to fit children of different sizes.

Where will your little explorer go next? 🌍🌟

Upgrade Your Permobil with Gel Arm Rest Pads!

Did you know you can swap out the standard armrest pads on your Permobil power chair for gel armrest pads? This simple upgrade adds an extra layer of comfort and support, making those long hours of gaming, typing, or any functional task a breeze.

Brand touchpoints

Brand touchpoints

Products

Each Permobil product gives the deepest and most long-lasting impression of our brand to its' user. We must take an active role to ensure visual synergy exists across our product names, labels, and branding. This will not only reinforce the breadth of our product offering, but also more appropriately represent the quality and value we bring to our stakeholders.

Principles for branding our products:

- Each new product will follow the global process for naming.
- All products MUST have the Permobil logo.
- The use of legacy brand logos has been discontinued.
- Product names must be applied using approved label designs.

Please reference the **Product Branding Guide** for more detailed guidance or contact your **Regional marketing team** for additional support.

Panthera X3



Brand touchpoints

Packaging

Taking pride in our product solutions means ensuring they are packaged and delivered with the same attention to quality and detail. To represent our brand and portfolio effectively—and to stand out in warehouses, showrooms, and during deliveries—we use a standardized packaging design across all product ranges.

Our packaging templates are helpful to:

- Strengthen association between our products and our brand.
- Highlight the type of product in each package.
- Visually separate us amongst competitors' packaging.

Please contact your **Regional marketing team** for approved packaging templates or additional support.



Brand touchpoints

Tradeshows & events

Our tradeshow stands are an opportunity for users, clinicians, and providers to connect with us directly and explore our product solutions in greater depth. We strive to create warm, inviting experiences by combining our brand standard with natural wood tones, greenery, and lifestyle lighting. This physical construction of our brand not only pays homage to our Scandinavian heritage, but presents an innovation-forward aesthetic that visually reinforces our brand's purpose of **innovating for individuals**.

Placing the logo as a standalone feature at the top ensures consistency and maintains a clear, recognizable brand presence. Use the logo carefully to avoid excessive usage.

Our tradeshow stands should:

- Be accessible to all visitors.
- Prominately feature our logo and primary blue color.
- Present product features and functionalities in a clean, professional manner.



Brand touchpoints

Tradeshows & events

Every element of our tradeshow presence plays a role in creating an immersive brand experience. From signage to digital displays, our booth design should be intentional—reinforcing our legacy of advocacy, our innovation-driven mission, and our commitment to individuals. By maintaining consistency in branding, typography, color usage, and messaging, we ensure that our presence is both professional and engaging.

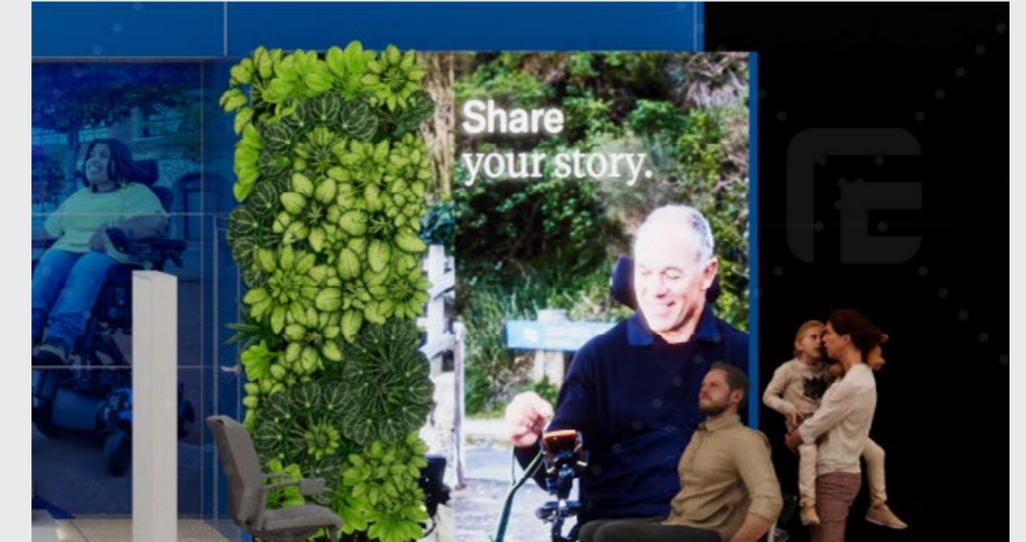
Elements of branding our tradeshows:

- **Masthead signage** – Feature our Infinite Blue color. Either with the white logo on blue or blue logo on white with Infinite Blue featuring elsewhere. Ensure adequate padding for clarity and brand prominence..
- **Secondary signage** – Showcase lifestyle photography with brand messaging (e.g. “Innovating for Individuals”). Use approved fonts, colors, and layouts to create a visually compelling message.
- **Kiosk/Pillar signage** – Highlight specific product ranges or new product launches, with typography set in GT America and aligned top-left or top-center based on the design use case.
- **Digital signage** – Leverage lifestyle videography, product animations, product demonstrations, and/or category product range names to enhance engagement and interactivity.

Masthead signage



Secondary signage



Kiosk/Pillar signage



Digital signage



Brand touchpoints

Tradeshows & events

Our smaller events provide a streamlined yet impactful way for users, clinicians, and providers to engage with our brand. Whether at local conferences, community events, or educational workshops, we maintain a professional and inviting appearance while offering flexibility for different event sizes and formats.

By utilizing branded table coverings, pop-up banners, and back wall signage we create a cohesive and recognizable presence that aligns with our larger tradeshow experiences. Even in a simplified format, our brand remains clear, accessible, and innovation-driven.

Our small event setups should:

- Maintain brand consistency with current logo and visuals.
- Feature the Permobil logo and “Infinite Blue” brand color .
- Showcase lifestyle imagery of our users relevant to event type.
- Be supported by our brand purpose statement when possible.
- Avoid specific information that prevents the material being used again. eg. dates, places or event names.
- Designs should avoid branding in the lower third of graphics that may be blocked by products/displays.

Contact your regional marketing team for brand guidance or support ordering updated tradeshow graphics.



Brand touchpoints

Tradeshows & events

Our educational sessions and presentations are key opportunities to share our expertise, engage directly with our stakeholders, and, reinforce our leadership in the industry. Whether clinical education, corporate presentations, or end-user focus groups, it is essential that our content is clear, professional, and tailored to the specific audience.

By using our corporate PowerPoint resources, we ensure consistency in messaging and branding while allowing flexibility to customize content for different opportunities. Thoughtful preparation and audience-specific messaging will help maximize the impact of each presentation.

Our presentations should:

- Utilize the approved corporate presentation and/or template.
- Be tailored to the audience, content topics, and presenter.
- Use high-quality visuals, data, and messaging that align with our brand standards.
- Reinforce our mission and expertise, positioning us as a trusted leader in our industry.

Links to approved **Presentations/Templates** found [here](#).



Image for representation only.

Brand touchpoints

Our site names

Permobil sites should be named and referenced based on their geographic location. Over time, some sites have become known by multiple names—such as their specific area and the nearest well-known city (e.g., Permobil Nashville vs. Permobil Lebanon). In these cases, either name may be used, but for consistency, we designate a preferred name along with an alternative.

Site naming guidelines:

- For production facilities, the prefix PU (Production Unit) may be used when relevant.
- To maintain clarity and brand consistency, Permobil workplaces—whether production facilities or offices—should not be named after products or product lines.
- A full list of approved site names for both production facilities and offices is available on the internal Resource Hub.

[Link to approved site names found here.](#)



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 Infinite 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 60 mm wide

The left sleeve may also be used for information that clarifies a team member’s specialty or country of origin.



For t-shirts with a special design on the front, the logo should be placed in the upper back location at 9” or 200 mm wide



For laptop bags/backpacks, the logo should be placed in a central location at 3” or 70mm wide



For padfolios and similar items, the logo should be placed in a central location at 4” or 100 mm wide max



For pens, keep the logo size around 1.25” or 35 mm wide max

Brand touchpoints

Social media

Our social media presence is an extension of our brand that allows us to engage directly with our audience, share meaningful stories, and highlight our industry leading innovations.

Every post should reflect our brand voice & tone (pages 50-52) — while maintaining visual consistency across platforms. Further guidance can be found in the global **Social Media Strategy**.

Our social media content should:

- Align with our brand identity, by using approved colors, fonts, images and other style elements.
- Maintain a consistent voice, balancing expertise with authenticity.
- Provide value to our audience, whether through direct support, education, or meaningful storytelling.
- Reflect our commitment to innovation, showcasing the impact of our people, our products, and our mission.



Brand touchpoints

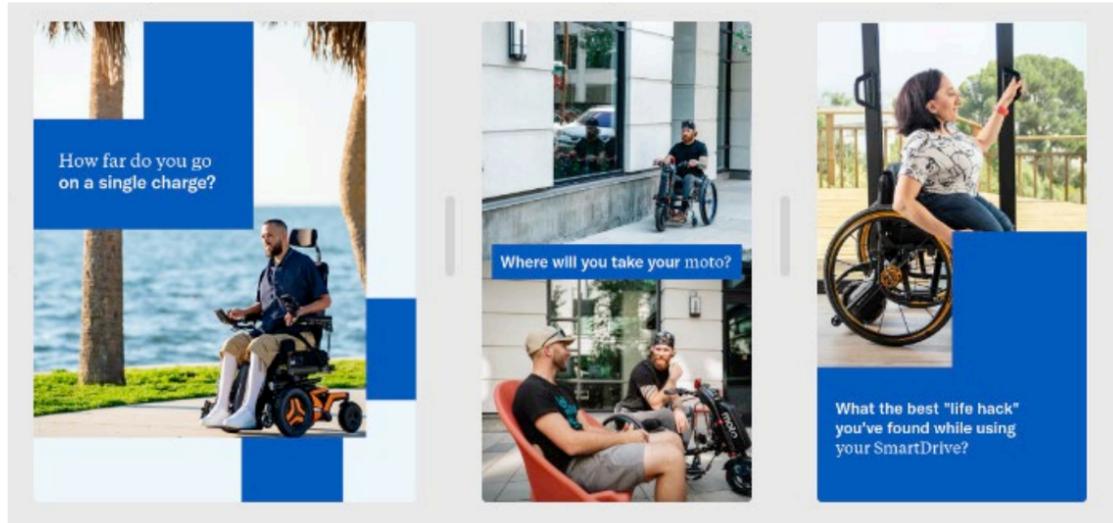
Social media



- **Do** use Permobil social media templates where appropriate.
- **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:

Adobe Express social templates



- **Do not** use a long wall text.
- **Do not** use shared post with double links to the original post.
- **Do not** use more than three hashtags per post.
- **Do not** use low quality images & videos, especially when visuals are produced by Permobil.

See our **Social Media Strategy** doc for additional guidance.

Do not:

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 traveling 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 traveling 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



Brand touchpoints

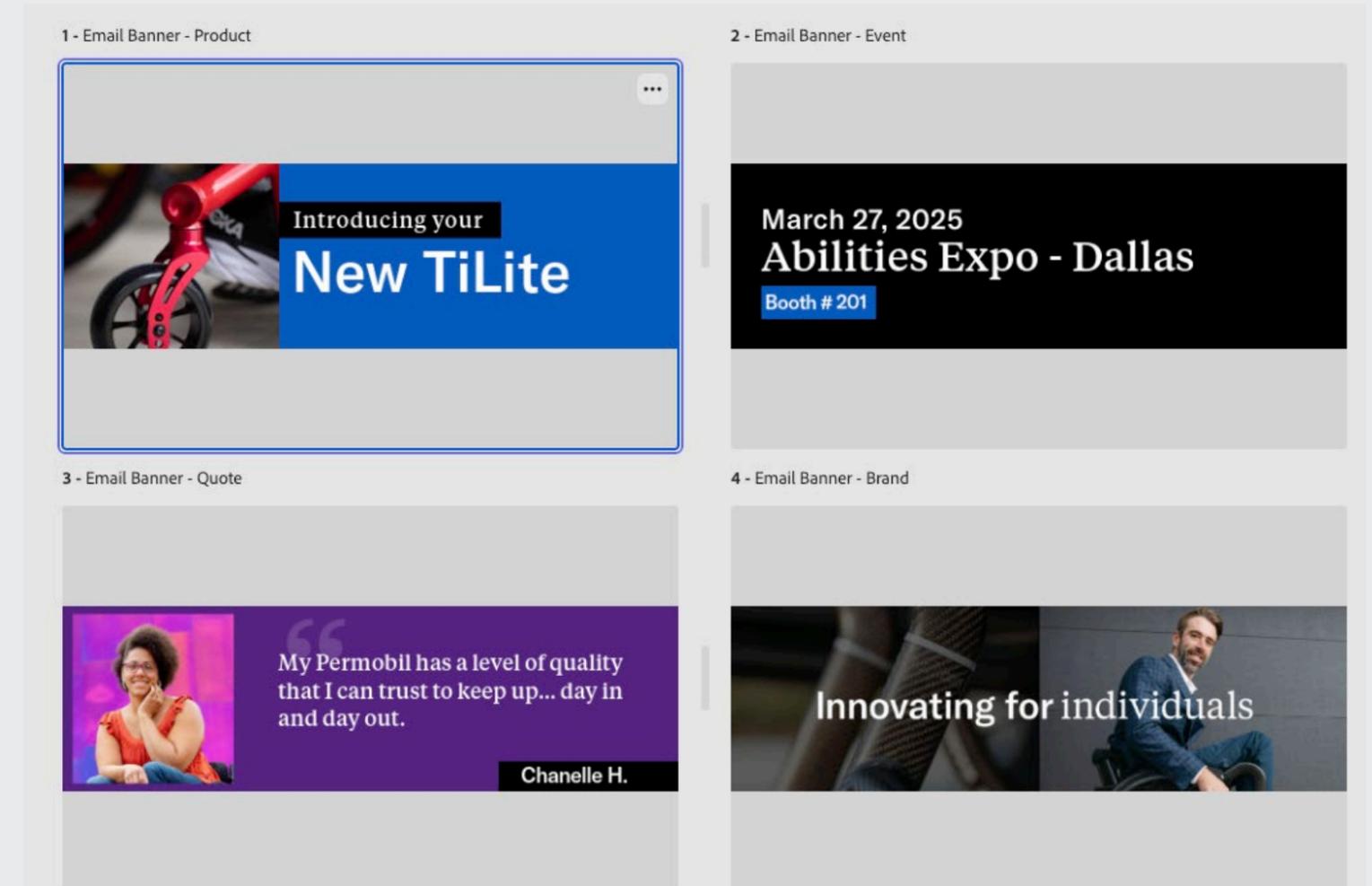
Email communications

Email is one of our most frequent touchpoints and serves as a direct representation of the Permobil brand to the recipients. Whether internal or external, every email should reflect our brand voice & tone (pages 50-53) while maintaining visual consistency whether across regions, categories or types of communication.

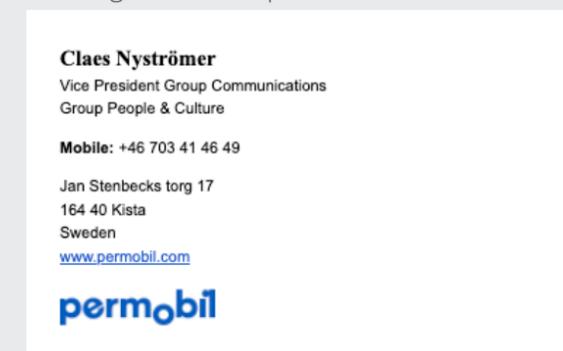
Our email communications should:

- Reflect our brand identity by using approved colors, fonts, logos, and styling elements.
- Maintain a professional and approachable tone, in line with our voice & tone guidelines.
- Ensure consistency in email signatures, including name, title, business area, and logo.
- Use standardized email footer graphics, available in Adobe Express, for visual alignment.
- Follow approval processes—all mass communications must be approved by Regional Marketing or Group Communications before sending.

Email footer graphic templates



Email signature example



Brand touchpoints

Digital products

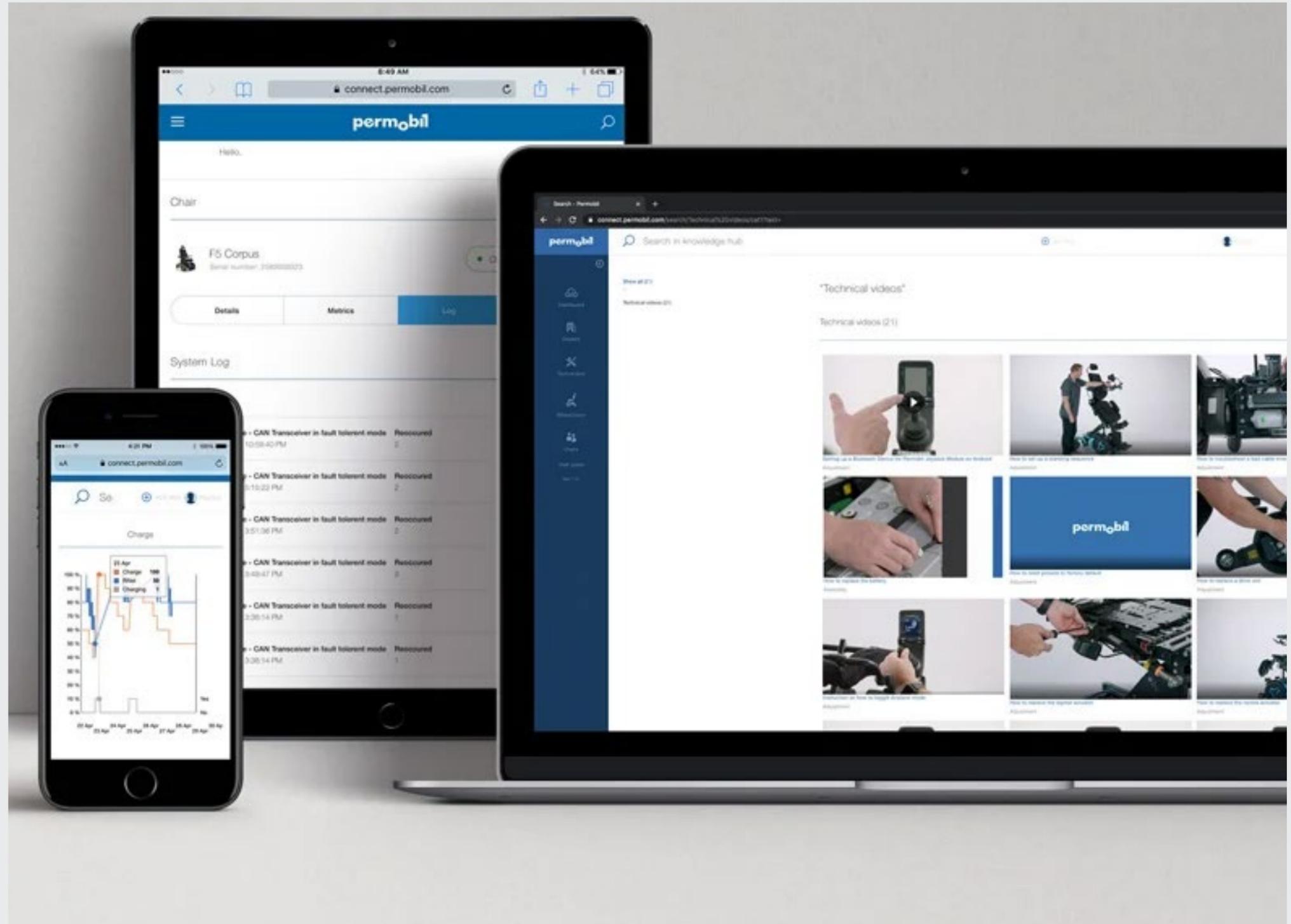
Our digital products are an increasingly important part of our product portfolio. They provide stakeholders with intuitive, accessible tools that enhance their product experience. To maintain a cohesive digital ecosystem, all applications must adhere to our three core principles for digital products:

Unified Brand Experience – All applications should use Permobil’s brand colors, typography, and iconography, with consistent logo placement and app icon design to create a cohesive visual identity.

Building Value Through Naming – App and service names should be clear, intuitive, and aligned with Permobil’s broader product ecosystem to ensure easy recognition and navigation.

Accessibility & Ease of Use – Digital products must follow a standardized UI approach, prioritize cross-platform compatibility, and incorporate accessibility-first design principles for an inclusive experience.

For more detailed guidance on naming, branding, and developing digital applications, consult the **Product Branding Guide**.



Trademarks/IP

Providing adequate protection while reducing complexity, the following guidance applies to all Permobil products:

Logos: The only device mark registration will be the Permobil logo.

Renewals: All existing word mark registrations will be renewed, as long as the product remains available in the market in question. For registrations in the U.S., proof of usage is also required.

New products: Product range names registered as a word mark in markets where the product is or forseen to be sold.

Unregistered trademarks: To claim rights on distinctive or product names special to Permobil, unregistered trademarks™ can be used.

Additional trademarks: Individual product/model trademark registration or additional trademark protection needs can be evaluated upon request by Regional Marketing to Group Legal.

For questions regarding our trademarks or intellectual property please contact our legal team at legal@permobil.com.

For more detailed information, consult the full Trademark Strategy.



- **Do** actively and consistently use the use the “®” on product related material. Specifically on websites, brochures, and order forms.
- **Do** continue working within regional teams for decision on trademark renewals.
- **Do** distinguish the trademark from surrounding text by capitalizing the letter “P” (e.g. Permobil and not permobil).
- **Do** take action against any misuse and infringements of the trademark. Including any use of the trademark as a generic name by competitors, partners, or 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 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 symbol more than once in a document.

Brand touchpoints

Contact information

Questions?

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