

ASKO Brand book 2024.
Inspired by Scandinavia.



Introduction

Our history 3

Our story..... 4

What is the ASKO brand?..... 5

Why is our brand so important?..... 6

The Brand platform..... 7

Brand communications strategy

Brand communication strategy 17

Target Groups..... 21

Mix of communication 25

Brand coherence..... 26

ASKO Brand Guidelines

Trademarks..... 28

The ASKO logotype..... 29

Inspired by Scandinavia byline 33

Typography 34

Visual imagery 38

ASKO Colours 49

Printed assets..... 52

Corporate identity..... 57

Web 59

Collaborations 62

Presentations..... 64

Events and special projects 67

In-store and showrooms 73

POS 78

Symbols and signs 82

Giveaways and gifts 84

Our history.

The beginning of ASKO was an act of love – no more, no less. In the 1950s, a young farmer in Jung, south of Lidköping in Sweden, saw his mother's predicament: washing by hand is wet, cold, hard and heavy.

He wished to ease her burden, and so he invented his own machine. It had superior cleaning performance, with builtin water heating, spinning and a durable stainless steel structure. When others saw his machine, they wanted one too. Pretty soon, production began.

More than 70 years later, ASKO is a global brand that designs and develops premium kitchen and laundry appliances for homes and businesses. We manufacture our products to the highest possible standards and develop our domestic appliances based on professional principles.

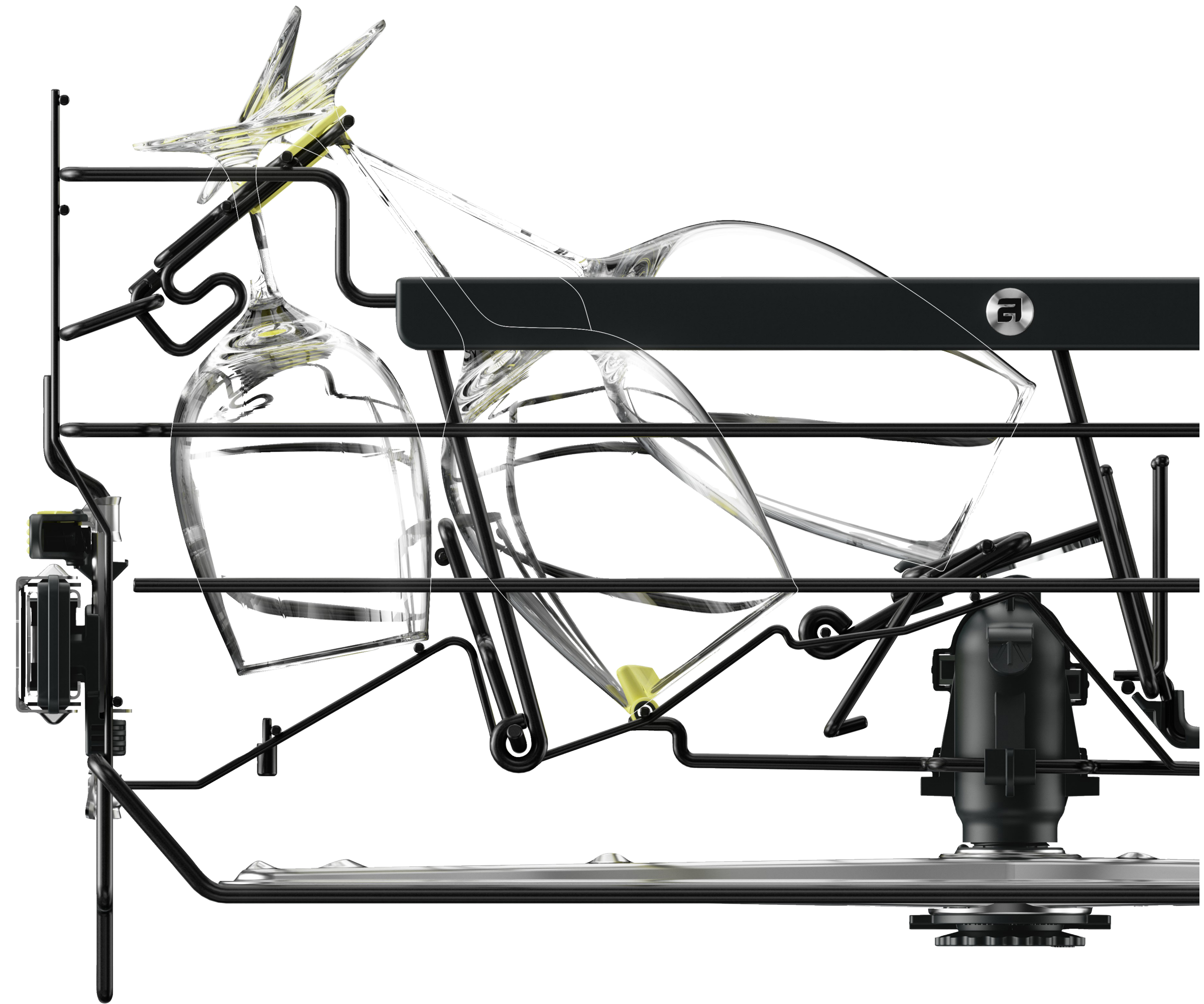
Today, ASKO helps people around the world to cook, clean and care for their families whilst looking after the environment. With a uniquely Scandinavian approach, ASKO combines award-winning design with innovative features and smart solutions. We create products and services that are destined to become a much-loved part of people's homes and lives.



Our story.

Our journey from relatively humble beginnings in a farming community in Sweden, to where we are now, with our appliances found in millions of homes worldwide, is something we're incredibly proud of.

From one single washing machine, we've now progressed to the stage where we provide a full range of appliances for both kitchens and laundry. We always make sure that everything we produce displays our love for design, using visual flair and a strong aesthetic to create good-looking appliances for discerning customers. And we're driven to create appliances that are really useful, as well as solutions that improve the health and wellbeing of the people who use them. We're also committed to caring for the environment. Our closeness to and respect for the Scandinavian natural landscape provides us with a constant source of inspiration and compels us to preserve it for the next generation. We're motivated by the need to create the most environmentally friendly solutions possible and use our resources in the most compassionate ways we can. As a rule, our machines are water and energy efficient, as well as being built to last longer for real hard-wearing sustainability.



What is the ASKO brand?

The ASKO brand is a way to express what we do, who we are and how we do it in a way that differentiates us from our competitors, in an understandable and consistent way.

This document is the ASKO brand book. It explains the essence of the ASKO brand: what makes us unique, what motivates us, and what we can tell people when they ask "what is ASKO?".

ASKO is a business that make premium household and professional appliances and services. But ASKO is also the people in the company that makes them, as well as a combination of ideas, cooperation, expertise, imagination, business sense, heritage, uniqueness, effort, attention to detail, passion, and understanding. And a major dose of Scandinavianism.

There's a lot that we can say, because there is a lot that's unique about us. So much to be proud of. But to use our resources more effectively, ASKO's brand needs alignment. The brand platform describes our clear common vision, and the different aspects of the brand that have been adjusted to take us in that direction. To put words into action, the Toolbox proposes simple tools and templates to help align our daily work with the brand.



Why is our brand so important?

“If you are not a brand, you are a commodity. Then price is everything and the low-cost producer is the only winner.”

/Professor Philip Kotler

We offer products and services that may seem similar to those of our competitors. We make things that cook food, or keep it cold, or get clothes clean, or do the dishes.

As a result the ways in which we communicate can sometimes seem fairly similar, particularly if we just focus on the rational benefits.

We’ve analysed our competitors to find ways to separate ourselves from them, to stand out in a crowded marketplace. We want to give our customers – and future customers – even more reason to buy from us.

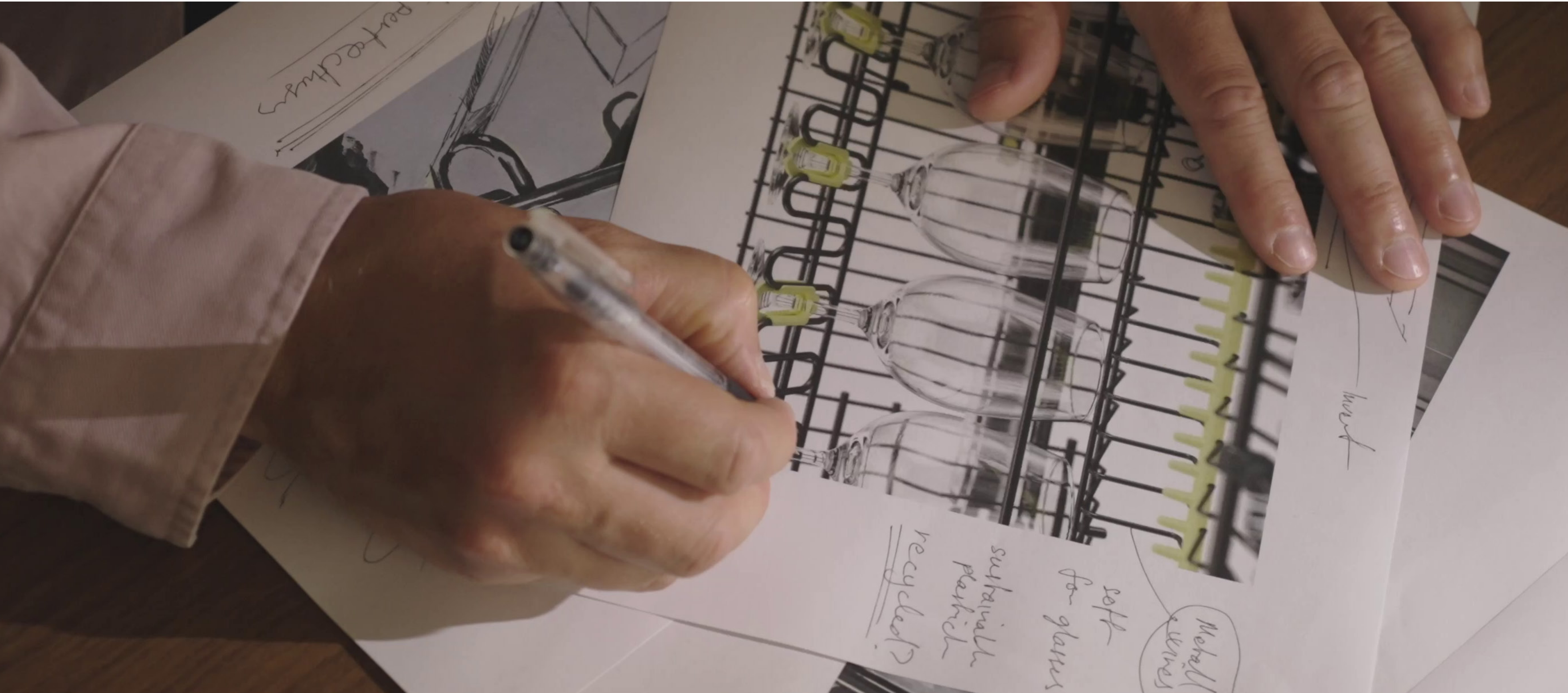
The world is changing, our marketplace is changing as a result, and we need to make sure that we do something to address and make the most of those changes. Issues

like health and wellbeing, care for the environment, equality and so on are – hopefully – only going to become more important for humankind over the next few years. Pointing out the work we do to improve these things, in a way that is natural and that we can prove, is going to help us spread the message.

Why do we need to define our brand?

A strong brand helps a business succeed. It helps you talk to your customers and get their trust, it helps you make a mark and stand out in the market, it helps people make decisions about buying products. For a brand to be really strong it helps if it’s consistent wherever people encounter it.

The brand platform.
The essence of ASKO.

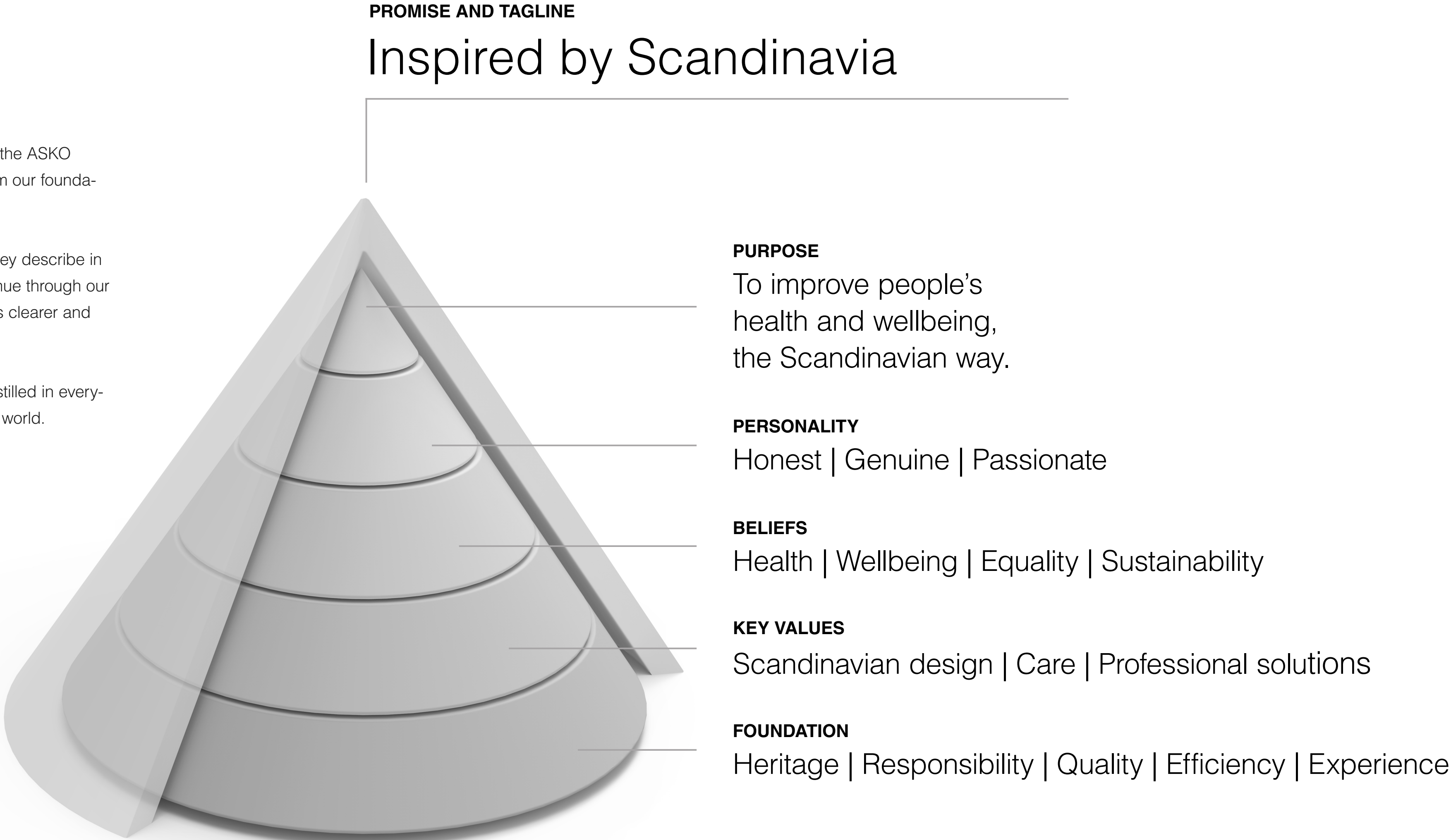


Brand platform.

The ASKO brand platform describes the essence of the ASKO brand. Each level represents a different aspect – from our foundation to our brand promise.

We begin with our foundation and our key values. They describe in broad terms what makes ASKO unique. As we continue through our beliefs, personality and purpose, our vision becomes clearer and more focused until we reach our brand promise.

Our brand promise – Inspired by Scandinavia – is instilled in everything we do. This is how we present ourselves to the world.



Communication should clearly stem from Scandinavian values, design aesthetics and the heritage of ASKO.

Communication should promote healthy choices and wellbeing overall.

Communication should be honest, genuine and passionate.

We promote health, wellbeing, equality and sustainability and believe they are vital in creating values towards our customers.

Scandinavian minimalism, design and care for choice of materials should be apparent.

We base our communication on our heritage, our responsibility, quality in products and services and other parts of our foundation.



What is Scandinavia?

When we say Scandinavian, we mean a combination of design, functionality and ideals.

From a rational perspective, the Scandinavian countries are: Denmark, Finland, Iceland, Norway and Sweden. These countries often have top rankings when it comes to the most equal, healthiest countries, with the highest quality of life and living standards. Our countries are almost always named as the most sustainable countries in the world.

Scandinavian countries are all in the northernmost part of the globe, where it gets quite cold, and fairly dark, for a large portion of the year. Finding comfort in your home, and a spot of warmth and light in the cold darkness, became a way of life. As did seasonal thinking: planning for the dark, cold times, preparing your home as best as you can so that you're ready for winter.

An aerial photograph showing a dark, calm lake on the left and a dense forest of snow-covered evergreen trees on the right. The contrast between the dark water and the bright white snow is prominent.

Our brand promise.

We're inspired by Scandinavia. It is our promise, our tagline and our guiding light. We care about health, wellbeing, equality and sustainability. We create products and services that are the very essence of Scandinavian design – functional, beautiful, caring and long-lasting. And we are honest, genuine and passionate.

This all comes naturally to us. Because ASKO is Scandinavian.
Founded and based in Sweden.

Our brand promise: Dos and don'ts

Dos:

- Use it as inspiration
- Use it in communication
- Use it to connect things like design and services
- Use it to connect the brand to its heritage
- Use it to check decisions you're taking

Don'ts:

- Don't overuse it
- Don't be inconsistent
- Don't expect it to work the same way in all communication

Our purpose.

Our purpose is the reason for ASKO to exist. We deliver it, via our products, solutions and services. Everything we do is designed to make people healthier and more content. And we do it in a way that reflects our Scandinavian heritage and its associated values.

To improve people's **health** and **wellbeing**, the **Scandinavian way**.

Our purpose: Dos and don'ts

Dos:

Incorporate it in business strategy

When needed, let it help you plan resources and prioritize

Explore new ways to achieve it via products, services and actions

Treat it as a description of the overall ASKO brand, not individual products

Let it guide you when you are uncertain

Don'ts:

Do not communicate it externally

Don't let it hold you back – it's there to inspire you, not restrict you

Our personality.

Our personality makes us unique and memorable. It helps us connect with people and attract them to our brand. Our personality dictates which emotions and characteristics we convey in our communication and helps people relate to us.

Honest
Genuine
Passionate

Our purpose: Dos and don'ts

Dos:

Let it guide our communication via images and text
Use a caring tone so customers feel happy and valued
Use it to inspire passion in people

Don'ts:

Don't overdo it
Don't let it restrict you
Don't let it distract from our products and services
Don't be inconsistent and change personality



Our beliefs.

Our beliefs are important to us. They help us engage with people and create an emotional connection with those who share our beliefs. Our beliefs give us credibility. They are relatable and distinctly Scandinavian:

- Health
- Wellbeing
- Equality
- Sustainability

Our beliefs: Dos and don'ts

Dos:

- They should be recognizable in everything we do
- Use them as a checklist for every product and service we create
- Treat them equally
- Communicate them openly

Don'ts:

- Do not produce anything that has a negative impact on any of our beliefs

Our key values.

When combined, our key values make us unique. They are what we provide our customers with through our products and services. They are rational rather than emotional.

Scandinavian design
Care
Professional solutions

Our key values: Dos and don'ts

Dos:

Let them inspire you
Use them as a checklist for products and services
Communicate them internally and externally in a non-corporate way, e.g. say 'We care' rather than 'Our key values include care'

Don'ts:

Do not misinterpret them
Do not make them sound dull and uninspiring



Our foundation.

Our foundation describes where and what we come from. It's also what we continue to build on. It highlights key aspects that single us out as a brand. Some of these aspects may be shared with other brands but we have our own unique take on them. Five key areas are:

Heritage
Responsibility
Quality
Efficiency
Experience

Our brand has always been built on traditional Scandinavian values. As a result, the ASKO brand has a distinct character and is perceived as authentic. This has positive associations around the world.

Our products and services are manufactured and delivered responsibly. We aim to make all ASKO operations examples of sustainability in action. We carefully consider the use of natural resources as well as our social and cultural impact.

Every ASKO product and service is of the highest quality. This is an expression of our ambition to offer products that

can be trusted and relied on. We rigorously challenge our product designs, we manufacture for a 20-year lifecycle and rigorously test every product before shipment.

ASKO has an inspiringly efficient business system. We are driven by a passion to complete every job with the most efficient use of time, energy and resources. We are focused, accurate and organized.

ASKO is an organization of thoughtful, concerned and committed people. We design products and services with seamless user experiences in mind. Our nature is that of a watchful friend: we are always ready to help, we are always on-hand to assist.



Brand communication strategy.
How we communicate ASKO.





Competitive landscape.

We act on a saturated arena, so we have to stand out.
We do so by being true to ASKO.

In this constantly changing world where ASKO operates, our distinctive voice and unwavering commitment to our beliefs become our guiding compass. They help us overcome obstacles, make smart choices, and shape our strategic path. By staying true to who we are, we reinforce ASKO's position, make a lasting impression, and sow the seeds of significance in the hearts and minds of our audiences. Our authenticity sets us apart, fosters connection, and fuels our growth as we strive to make a meaningful impact.

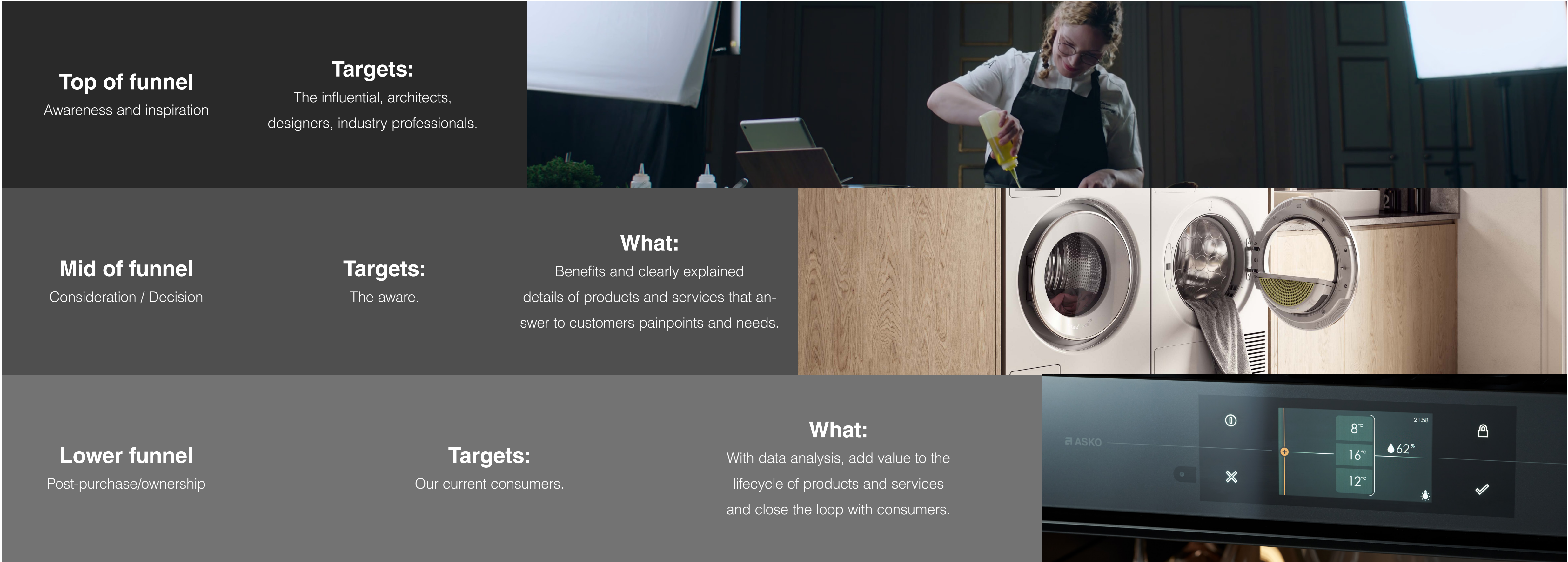


Strategy of ASKO.

Simple, minimalistic communication that creates focus where needed .

ASKO's strategy of communication and marketing is quite simple.

The communication is to-the-point, minimalistic and specific to the part of the customer journey. We want to make people aware of the brand, and present clear product and services benefits to convince them to approach the ASKO offering. We focus on communicating that we are Scandinavian brand with an offering that speaks to the “aware”.



Funneling and targeting strategy.
Simple, minimalistic communication that creates focus where needed.

Our brand employs a strategic funneling approach to reach our diverse audience. At the top level, we focus on influential architects and designers, showcasing our brand's value and establishing credibility. As we move down the funnel, we shift gears, communicating with the aware audience to create interest and consideration. Finally, at the post-purchase stage, we concentrate on speaking directly to the actual consumer, closing the loop and ensuring their satisfaction. This comprehensive and clear strategy enables us to build relationships, drive conversions, and maximize our brand's impact.

“The influential”.

Comprised of architects, designers, influencers, and industry professionals, this discerning audience possesses the ability to shape trends and sway opinions. By engaging with this group, we tap into a network of thought leaders and tastemakers, amplifying our brand's reach and impact. We understand the unique needs and aspirations of the influential, and our products and messaging are crafted to resonate with their discerning taste and drive their continued advocacy for our brand.

“The Aware”.

The Aware, a target group our brand recognizes, consists of individuals who perceive themselves as intellectually conscious. They prioritize reason over trends and use advertising information to make independent choices, rejecting manipulation. Predominantly female, aged 35-65, with higher education and middle to high income, they form a significant portion of homeowners. Quality, aesthetics, environmental friendliness, and brand reputation matter to them. The Aware are environmentally concerned, conservative, confident, and content. While not inherently loyal, they are repeat purchasers, connecting ASKO with quality and durability.

These are general brand target groups. For every product launch, there should be specific target groups identified.

The consumer.

Comprised of our actual consumers, they are the foundation of our business. This diverse group spans various demographics and preferences. They range from individuals to couples and families, aged 35-65, with college and/or university degrees and middle to high incomes. The majority of them are homeowners, considering themselves decision-makers or deciding jointly with their spouse. The Consumer values quality, aesthetics, environmental friendliness, and brand reputation. While not bound by loyalty, they are loyal repeat purchasers as long as we add value to them.

Target groups.

Target the influential. Convince the aware.
Add value to the consumer.

Our brand employs a strategic funneling approach to reach our diverse audience. At the top level, we focus on influential architects and designers, showcasing our brand's value and establishing credibility. As we move down the funnel, we shift gears, communicating with the aware audience to create interest and consideration. Finally, at the post-purchase stage, we concentrate on speaking directly to the actual consumer, closing the loop and ensuring their satisfaction. This comprehensive strategy enables us to build relationships, drive conversions, and maximize our brand's impact.



Targeting communication examples.
Target the influential. Convince the aware.
 Add value to the consumer.

Awareness and outreach: we move further away from the product. We tell stories about inspiring people, use high-end photography and renders that doesn't necessarily show features but ways of living and working with our products.

Types of communication: establishing showroom, high-end collaboration with chefs, social media outreach, high-level photography and ASKO Stories.



Targeting communication examples.
 Target the influential. **Convince the aware.**
 Add value to the consumer.

Consideration and decision: we get closer to the products and our solutions to show the benefits and details. We help people decide for the fitting product or solution by being clear and to the point in communication.

Types of communication: shop display strategy, benefits communication, blog posts, influencer strategy, product reviews etc.



Targeting communication examples.
 Target the influential. Convince the aware.
Add value to the consumer.

Post-purchase and ownership. At this level, we add value to the consumer by prolonging lifetime of our appliances, by offering premium services and by adding



Mix of communication.

Display, physical events, PR, Digital, collaborations, word of mouth etc.

To achieve an effective market penetration, a mix of actions is important.

From having products displayed in store, to attending relevant physical events (both designer and trade focused), to PR and digital - all touchpoints where we can face our target groups and teach them about our products and services should be utilized.



Brand coherence.

Value proposition process defines what to develop, what to market, to whom and how.

To align on brand fundamentals, and to stay coherent through different channels, markets and touchpoints, it is important that everyone involved in communicating the ASKO brand (marketing, sales, service and others) stick to the Brand guidelines. We also have a number of internal tools to align work between compartments. Those include:

Value proposition process

To ensure that our brand foundation is always evident in new product development, service development and supporting materials. The Value proposition process helps us focus in development and aligns work across departments.

Visual identity and templates

For communication touchpoints, there are visual guidelines explaining how to use the ASKO brand in the correct way. There are also templates available to simplify the creation of marketing assets.

Brand assets.
And how to use them.



ASKO

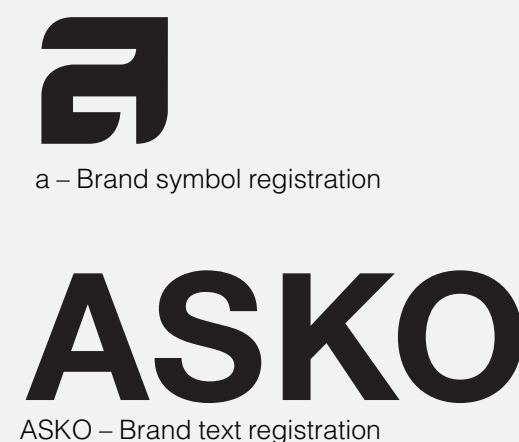
Asko Appliances

When talking about the brand and our products, ASKO is always written in capital letters. When talking about the company, Asko Appliances AB, we use sentence-case.

Brand registrations

All ASKO brand registrations are registered and owned by Asko Appliances AB (Swedish company number 556577-9054). Registration requests and registration-related issues should always be addressed to ASKO Brand Management.

The ASKO brand and all domain names that include the word “ASKO” are the property of ASKO and can only be used by authorized distributors for the duration of any agreement. This also includes any use of the ASKO brand in the company name of a distributor.



Trademarks

Our trademarks provide powerful support for our product arguments. We use TM to gain respect for our technology and products. For maximum impact, it must be given space so it doesn't have to compete with other names.

Therefore: In running text, a trademark must always be distinguished with an ® or TM symbol, depending on whether the name is registered.

For example: Active DrumTM.

Other systems or solutions should be described rather than named. Do not exaggerate the use of trademarks. Give the most important trademarks space.

All trademarks must be approved by ASKO Global Marketing Management before being used. Approved trademarks are presented in most ASKO marketing material. The same trademarks are to be used consistently in all markets.

Trademarks must remain in their original form with the name in English as far as possible in local markets. The only exception is when local market rules require the translation of brands and trademarks.

TM



The logotype.

A powerful part of a brand identity.

It is essential that you always use the right version of the logotype at the right time. This will ensure consistency and maximum impact. The logotype must not be changed or corrupted in any way.

The ASKO logotype consists of two elements – the “a” symbol and the type, which is ASKO.

- The logotype must not be distorted.
- The logotype may only be split for special printing requirements, e.g. on flags, corporate gifts, etc.
- The logotype must always have the correct proportions.



a ASKO
Inspired by Scandinavia

a ASKO

■	PMS	BLACK
	CMYK	0% cyan 0% yellow 0% magenta 100% black
	RAL	9017

Our black logo on a light or white background is the main way we communicate.

Placement: primarily top right corner.
In horizontal use cases, such as ads or for social media use, mid placement is also allowed. Always use at least an ASKO “a” for margin reference.

If your not certain, contact ASKO global marketing for guidance.

Use of tagline: in situations where the logo stands by itself with no supporting communication, use the tagline variant. Otherwise you can use the standalone asko logo for increased visibility and readability.

a ASKO

a ASKO

a ASKO

a ASKO



a ASKO
Inspired by Scandinavia

a ASKO

Other alternatives: the white logo can be used on dark backgrounds, and darker imagery.

Use of ASKO “a”: for specific use cases, such as social media profiles or favicons, the ASKO “A” can be used. Also in cases where the full logo has been properly introduced, such as in internal presentations it can be used.


a ASKO
Inspired by Scandinavia

a ASKO



Red logo: for corporate communication only. For guidance, contact Global Marketing.

a ASKO
Inspired by Scandinavia

	PMS	1797
	CMYK	9% cyan 85% yellow 100% magenta 0% black
	RAL	3020

Ok placement and sizing of logotype.

Ok placement and sizing of logotype.

Inspired
by Scandinavia



Tagline.
Inspired by Scandinavia.

Using the “Inspired by Scandinavia” tagline on its own:
The tagline can be used as outros to videos, on print and in social media.
It can also be used on special applications to complement the stand-alone logotype of ASKO.

Typography.
How we communicate ASKO.



Helvetica LT Std

Light ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
 abcdefghijklmnopqrstuvwxyzåäö1234567890!@

Bold ABCDEFGHIJKLMNOPQRSTUVWXYZÅÄÖ
abcdefghijklmnopqrstuvwxyzåäö1234567890!@

About Helvetica: Developed in 1957, its clean and versatile design has stood the test of time. With its balanced proportions, neutral aesthetic, and legibility at any size, Helvetica is a trusted choice for diverse applications. From logos to signage, print to digital media, this iconic font exudes professionalism, clarity, and sophistication. Its enduring popularity stems from its ability to communicate messages with clarity, simplicity, and a touch of refined elegance. In other words, a very good match for the ASKO brand.

This is a main header.
It is divided.

This is a second header, which is always bold.

This is a third header, which is always roman.

THIS IS A FOURTH HEADER, WHICH IS ALWAYS LIGHT.

This is a tooltip text or small information text next to body or header texts.
See use cases on next page.

A header should never cover more than 50 % of a productions width,
both in printed and digital channels.



Typography and use cases.

Display, physical events, PR, Digital, collaborations, word of mouth etc.

Good use of typography can make information easy to read and take part of. We use our typography to communicate consistently througout all our channels and strive to never make our content hard to read. This makes our approach inclusive - everyone should be able to take part of the information. That includes having the correct contrasts, the right line height and never exceeding recommended row lengths.

Main header on page sets the rules.

First heading and text examples.

How we use typography to communicate.

Borem cupti re, suntium cupta di beriam quam, corror arumquam nem inulliq uiaerch icidem ratationet apientum ea nobis rectem destrum corem cullate nonsectempos milleseri antia vernatur? Nam ea voluptam estibus antias prae doluptatem nat. Luptatio. Uciminv enihit unt dem liquasp eriamet ureicitas.

Second heading and text example.

Borem cupti re, suntium cupta di beriam quam, corror arumquam nem inulliq uiaerch icidem ratationet apientum ea nobis rectem destrum corem cullate nonsectempos milleseri antia vernatur? Nam ea voluptam estibus antias prae doluptatem nat.

Third headings and text example.

Borem cupti re, suntium cupta di beriam quam, corror arumquam nem inulliq uiaerch icidem ratationet apientum ea nobis rectem destrum corem cullate nonsectempos milleseri antia vernatur? Nam ea voluptam estibus antias prae doluptatem nat. Luptatio. Uciminv enihit unt dem liquasp eriamet ureicitas.

Typography and use cases.

Display, physical events, PR, Digital, collaborations, word of mouth etc.

Good use of typography can make information easy to read and take part of. We use our typography to communicate consistently througout all our channels and never make our content hard to read. This makes our approach inclusive - everyone should be able to take part of the information. That includes having the correct contrasts, the right line height and never exceeding recommended row lengths.

AN INTRODUCTION TO THE SEGMENT.

First heading and text examples.

How we use typography to communicate.

Borem cupti re, suntium cupta di beriam quam, corror arumquam nem inulliq uiaerch icidem ratationet apientum ea nobis rectem destrum corem cullate nonsectempos milleseri antia vernatur? Nam ea voluptam estibus antias prae doluptatem nat. Luptatio. Uciminv enihit unt dem liquasp eriamet ureicitas.

Typography and use cases.

Display, physical events, PR, Digital, collaborations, word of mouth etc.

Visual imagery.
The image of ASKO.











ROLAND PERSSON







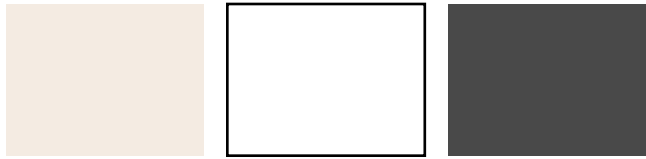






ASKO colors.





Printed materials.

How we communicate ASKO.





Layout of print.
Brochures, leaflets, ads and other print.

The layout of ASKO print, including brochures, folders and print ads is determined by Global Marketing, and can be adapted to local needs.

ASKO refrigerators allow you to enjoy freshness, flexibility, storage and style on another level. Available in different sizes, installation options and colours, they are uniquely designed to integrate with your life. Quiet, efficient and easy to use, ASKO refrigerators also come with a wide range of innovative features for flexible storage and wonderfully fresh food – all wrapped up in a stunning design that will add unbeatable style and elegance to your home.



ASKO 63202709

Precise temperature control.
It's in your hands.



celsius° cooking™



Laundry in a new way.
The ASKO way.



Laundry from ASKO.



ASKO
Inspired by Scandinavia

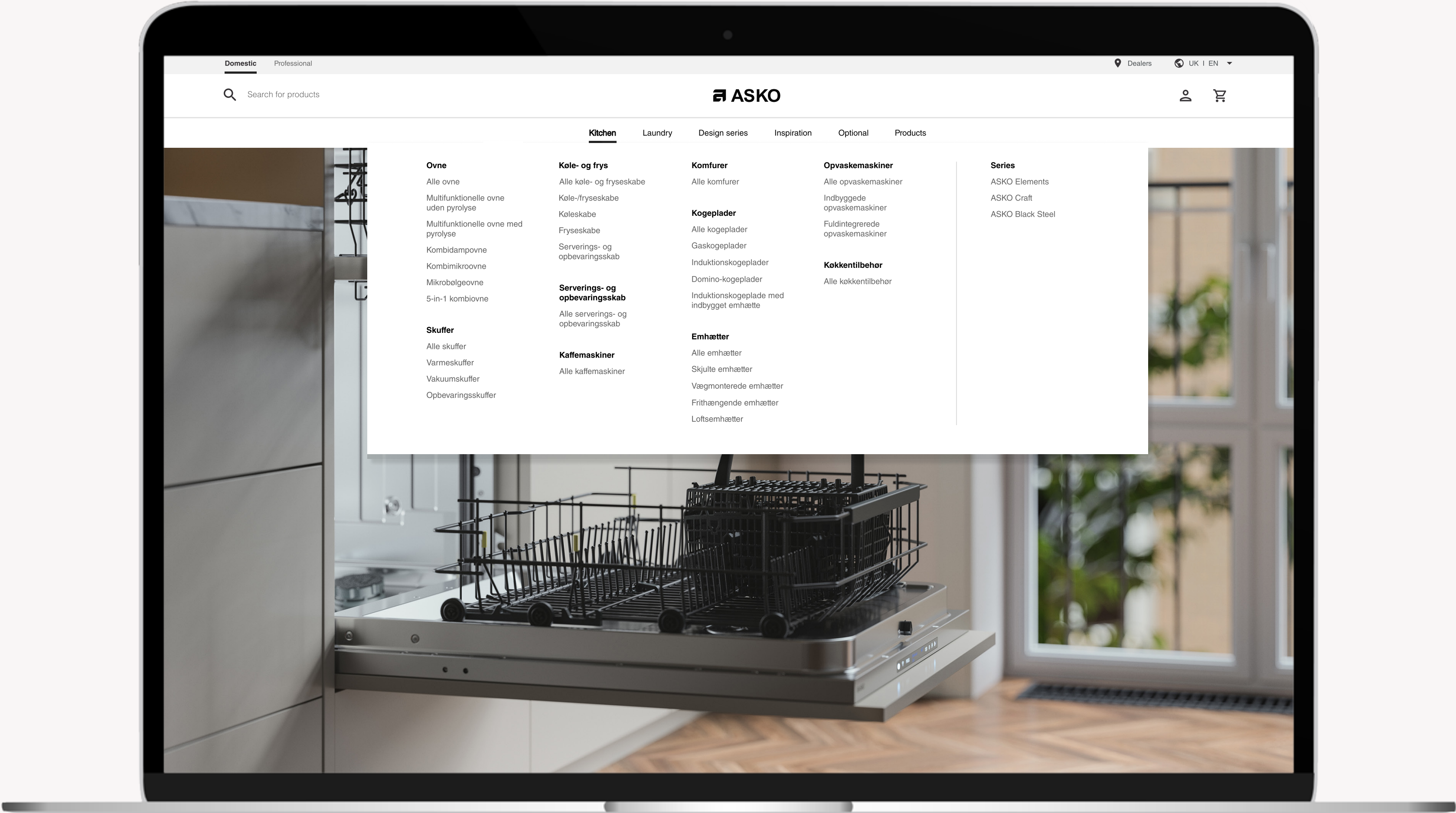


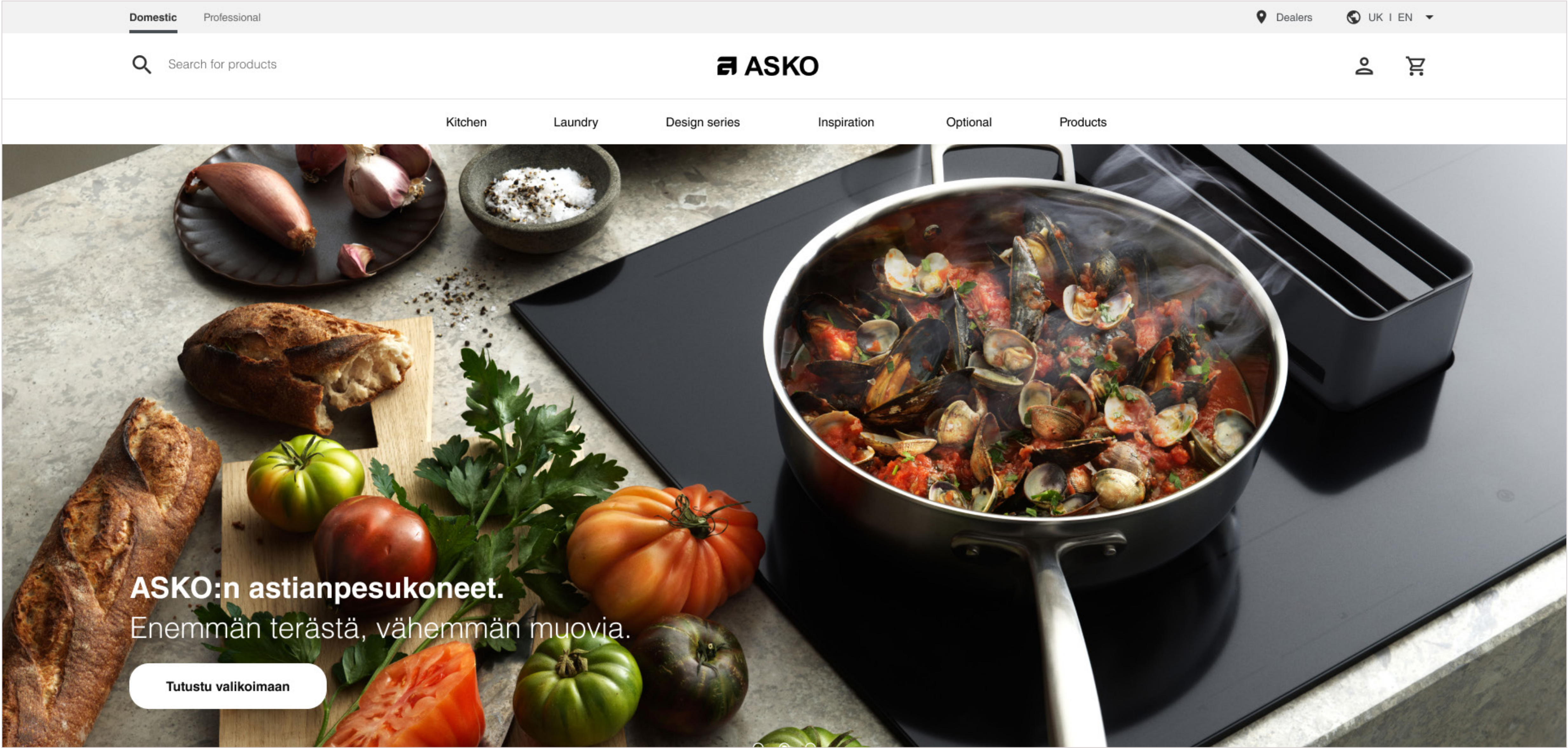
Corporate identity.
How we communicate ASKO.





Web and digital.
How we communicate ASKO.





ASKO's website should be clear and guide users through our assortment. It follows the same principles as other communication channels, meaning typography is clear, imagery is allowed to take place.

Hood in Hob Elevate with Celsius Cooking™

W40967R.W/1



- Energieeffektivitetsklasse: B
- Vaske Kapacitet: 9 kg
- Centrifugeringshastighed: 1600 omdr.
- Antal programmer: 23
- Pro Wash™ - System til effektiv vask og skyl
- Installationstype: Fritstående
- Produkt linje: Logic - Simpelt top-betjeningspanel
- Farve: Hvid



DKK 10,995

8€ Eco-contribution* Håklumqu untissæ ndtlio untissæ ndtlio untissæ ndtlio

Add to cart

Compare

♥

Kun få på lager



The Hood-in-Hob solution can be installed either with an air-duct extraction or with recirculation kit for flexible placement.

celsius°cooking™

This product is part of the Celsius Cooking family. Celsius Cooking gives you temperature precise cooking controls using bluetooth connected accessories.

Includes:

Smart probe x1

Learn more

Hood In Hob Essentials

W40967R.W/1



Hood In Hob Essentials

W40967R.W/1



Hood In Hob Essentials

W40967R.W/1



Collaborations.
Influential ambassadors.





ASKO STORIES

ASKO Stories

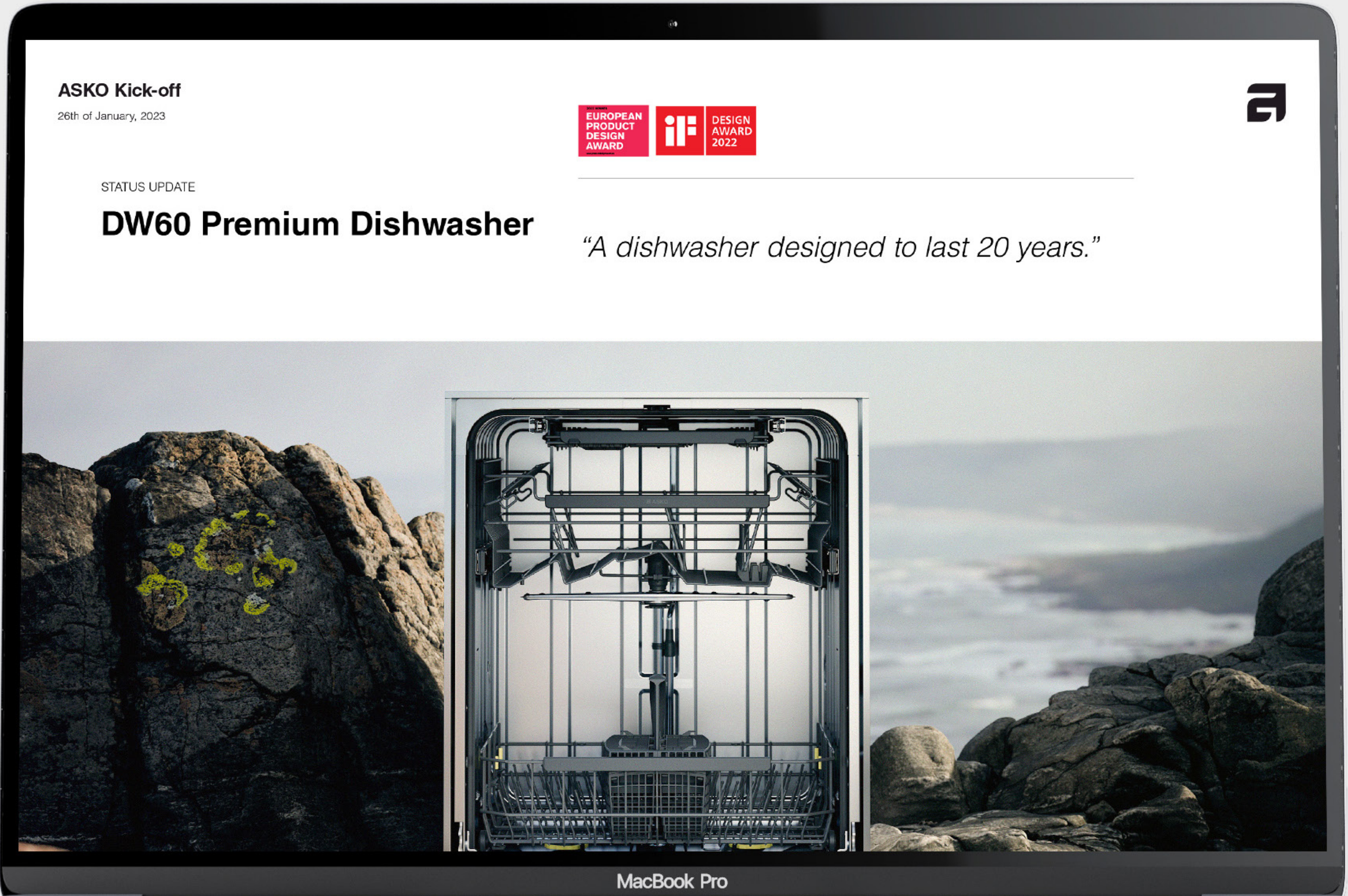
ASKO Stories is the umbrella under which we gather all collaborations within ASKO. Try to match the tonality of past and current collaborative productions when starting collaborations on your specific market.

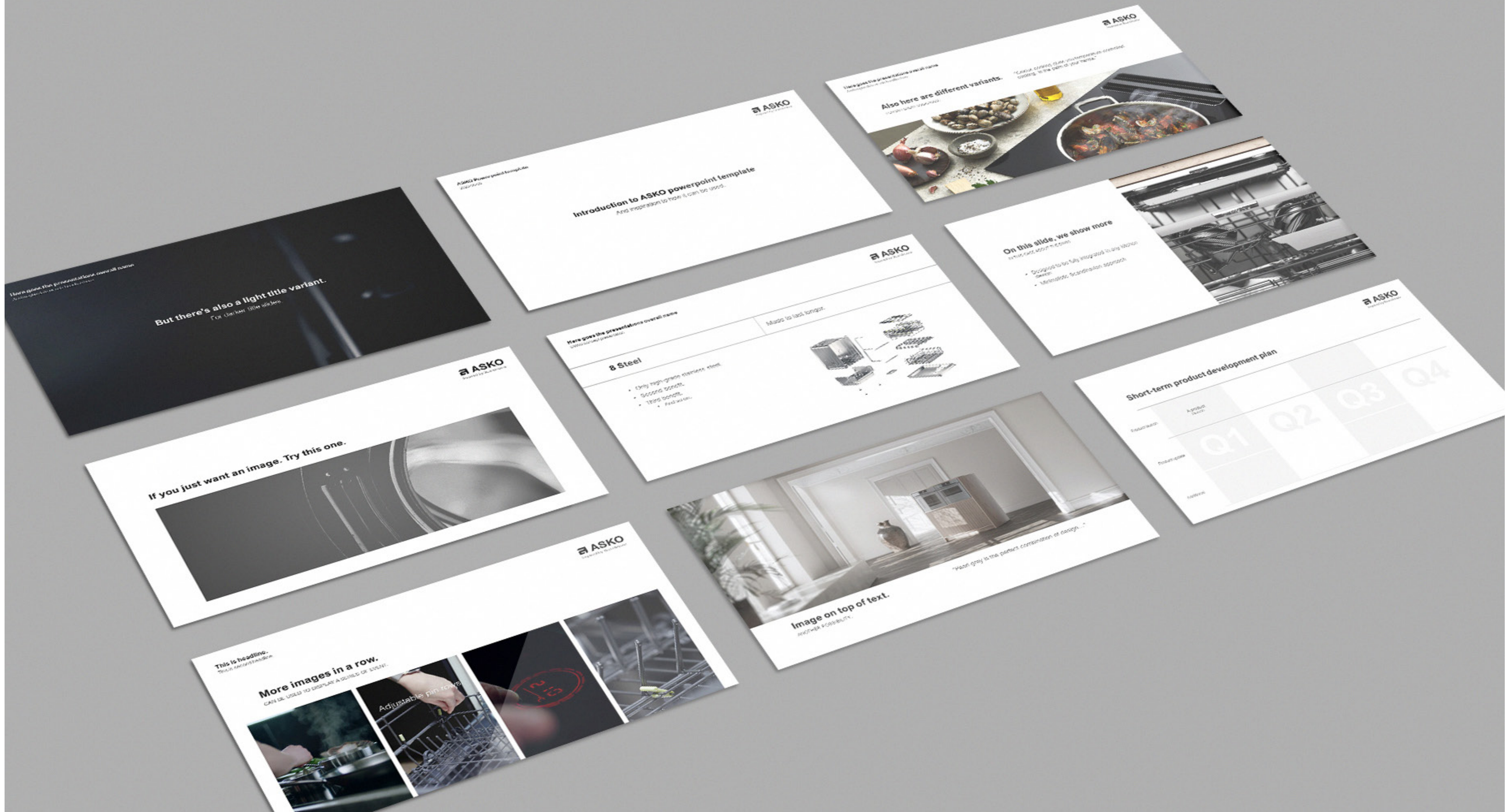
ASKO’s collaborations should be of high-quality, with interesting people, organizations or projects. What is most important is that they can communicate their expertise in a way that helps us showcase our product or service in the best possible way. By establishing interesting collaborations, we can create unique content that is viable in all ASKO channels.

All collaborations should result in content production including imagery, videos and PR for use in Global channels. For guidance, consult Global Marketing.

Presentations.

How we communicate ASKO.





STATUS UPDATE

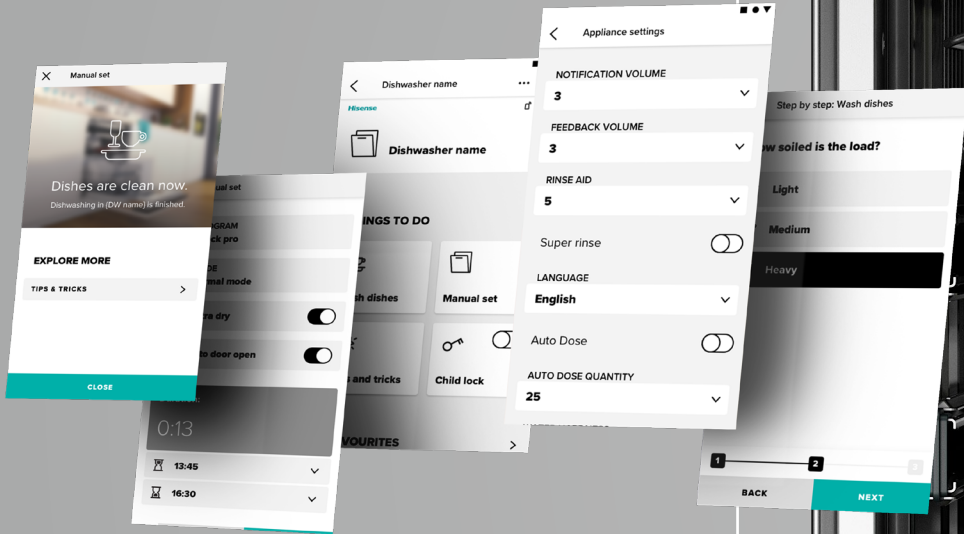
DW60



Powered by
ConnectLife™

WiFi Connectivity
with FOTA

Largest loading
height on the market



17 place settings

Sensor controlled
turbo combi drying



11-spray system

Flexi-racks

8-steel™

38 dB(A)

Quick Pro - 59 min AA program

UV Cleanse™

Auto-dose
Detergents



Push-to-open

Events and special projects.
How we communicate ASKO.





Event projects..

Brochures, leaflets, ads and other print.

Events and special collaborative projects are a big part of ASKO's go to market strategy. For events, Global Marketing may develop specific marketing collaterals and imagery. For help with design or planning of an event, consult Global Marketing.









In-store and showroom.
How we communicate ASKO.





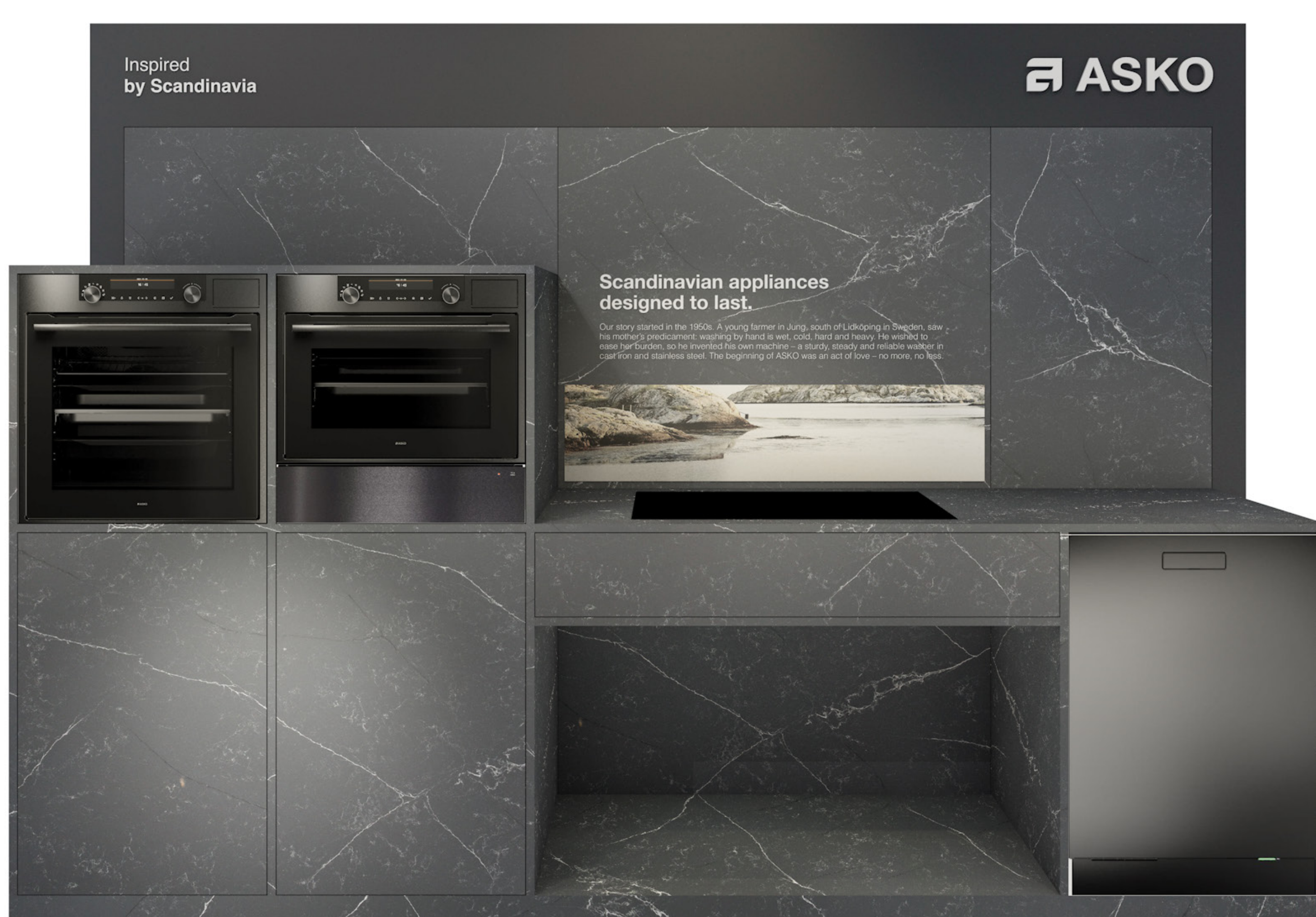
Shop displays.

Events and special collaborative projects are a big part of ASKO's go to market strategy. For events, Global Marketing may develop specific marketing collaterals and imagery. For help with design or planning of an event, consult Global Marketing.



Shop displays.

Events and special collaborative projects are a big part of ASKO’s go to market strategy. For events, Global Marketing may develop specific marketing collaterals and imagery. For help with design or planning of an event, consult Global Marketing. For more details, see the in-store and shop display guidelines.



Shop displays.

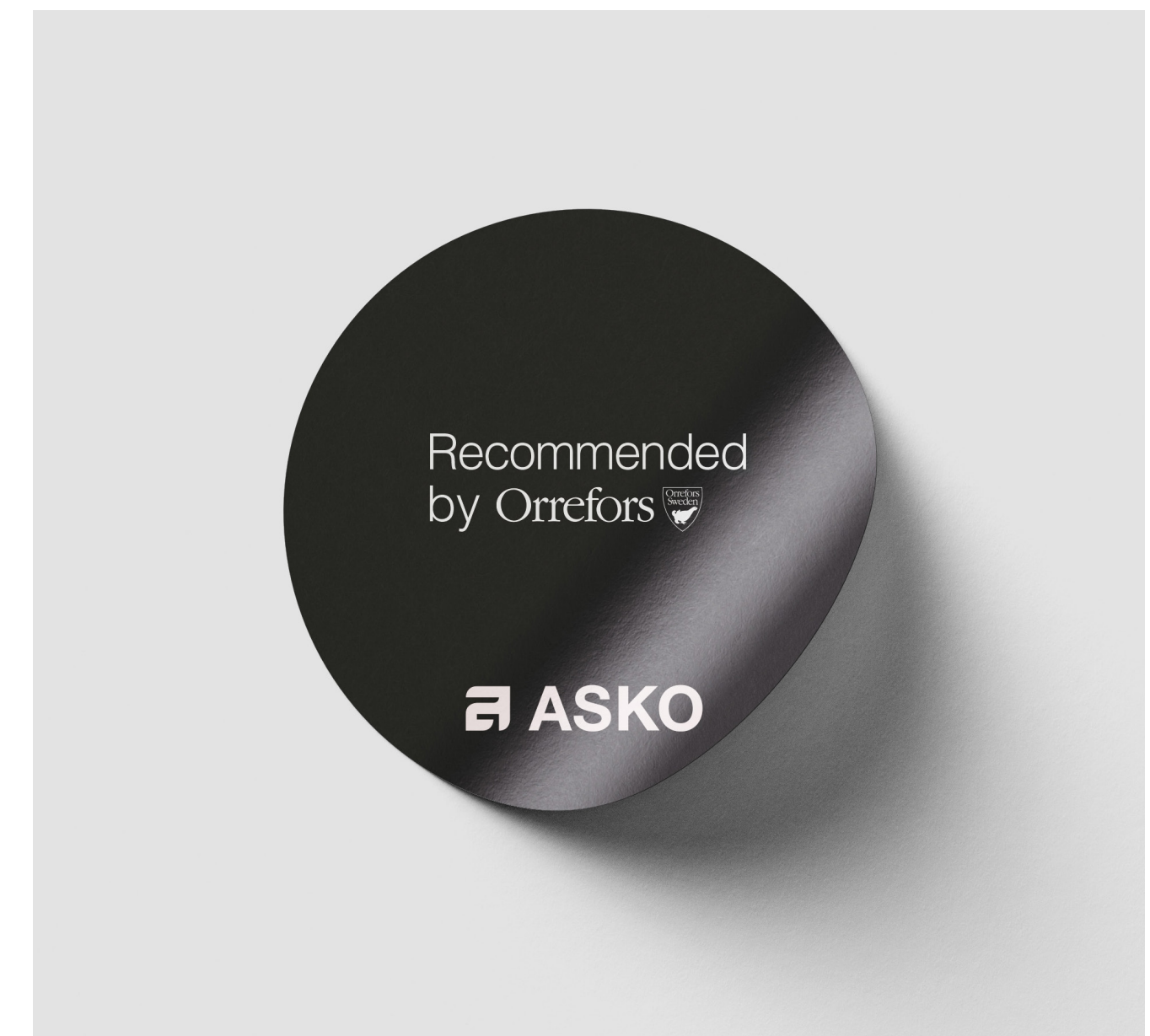


ASKO Showrooms.

Events and special collaborative projects are a big part of ASKO's go to market strategy. For events, Global Marketing may develop specific marketing collaterals and imagery. For help with design or planning of an event, consult Global Marketing.

POS.
How we communicate ASKO.





Our point of sale includes stickers/labels on products, A3 displays to be placed on top of product displays, floor stands/banners, leaflets and various product-unique solutions like Active Drum™ for laundry or the spray arm for dishwashers. All of the available materials can be found on the ASKO Launch page.



Laundry essentials by ASKO.
Laundry care in a bottle.





A dishwasher that lets you do more.
By doing less.

Steel

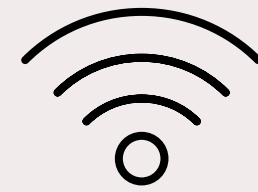
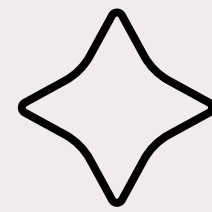
OmniRent et ratem essimende et quo et lab lus sad
mudigant met lardem et melups. Sonarimus regladi
dollesent. Derasut? Assique si veribusam, evene solut
posam, sem, quaspiot, sinagn

- OmniRent et ratem essimende et quo et lab lus sad
- OmniRent et ratem essimende et quo et lab lus sad
- OmniRent et ratem essimende et quo et lab lus sad
- OmniRent et ratem essimende et quo et lab lus sad
- OmniRent et ratem essimende et quo et lab lus sad



Symbols and signs.
How we communicate ASKO.





Symbols and pictograms help us communicate brand associations, awards and features, clearly and effectively, without extensive written descriptions. However, if there are too many or they are too striking, they can end up competing with our own communication and dilute the premium feel of the brand.

Accordingly, we use symbols in a way that doesn't detract from our own communication. We apply them only when they prove useful, and preferably as an integral part of an image or in greyscale. In some cases, we are forced to use them in bright colours, such as a Red Dot Design Award, but then we use the symbol sparingly.

Giveaways and gifts.
How we communicate ASKO.



Thank you.

For questions, please contact global marketing.