

GOREX

Hardness at the core. Evidence in every delivery.
Hårdhet i kärnan. Bevis i varje leverans.

WORKING NAME / ARBETSNAMN



Approved brand artwork — not evidence of inventory or manufacture. / Godkänd varumärkesskiss — visar inte lagerstatus eller tillverkningsbevis.

How to use this book

Så används boken

SV

Detta är ett förkommersiellt styrdokument. Namn, domän och slutlig märkesrätt måste godkännas före offentlig lansering. Innehållet styr design och språk, men ersätter inte juridisk granskning.

EN

This is a pre-commercial governance document. Name, domain and final mark rights must be cleared before public launch. It governs design and language but does not replace legal review.

GATE 01

Legal clearance

Trademark, company-name and domain checks.

GATE 02

Evidence review

Every operational claim needs a named source.

GATE 03

Release control

Assets and documents move only through controlled revision.

GATE 04

Rename ready

One configuration, then a complete propagation scan.

Premise, audience and posture

Premiss, målgrupp och position

SV

För nordiska och europeiska OEM-köpare, inköpare, konstruktörer och verkstäder som behöver skilja specifikation från marknadsföring.

EN

For Nordic and European OEM buyers, procurement teams, designers and workshops that need to distinguish specification from promotion.

PROMISE

Evidence in every delivery

Material identity, ordered requirements and shipment documents form one chain.

PERSONALITY

Calm industrial precision

Direct, specific and technically honest.

CATEGORY

Finished wear parts

GOREX 400, 450 and 500 finished components with documented source-material control.

POSTURE

Selection before slogans

Application, impact, geometry and processing determine fit.

Three layers of confidence

Tre lager av tillit

SV

Varumärket skapar inte tillit genom storord. Det organiserar bevisning i tre lager.

EN

The brand does not create confidence through superlatives. It organises evidence in three layers.

01

Material confidence

Grade ranges, test basis, identity and inspection documents.

02

Processing confidence

Conservative guidance tied to actual chemistry, thickness and competent procedure.

03

Commercial confidence

Order-specific origin, mill, dimensions, lead time and release status.

MATERIAL

PROCESS

ORDER

DOCUMENT

DELIVERY

Claim discipline

Påståendedisplin

SPECIFIED / SPECIFICERAT

A requirement in the controlled delivery specification or signed order.

INDICATIVE / VÄGLEDANDE

Engineering guidance or a non-guaranteed typical value.

ORDER RESULT /**ORDERRESULTAT**

A measured value in the inspection document for one shipment.

SV

Använd aldrig genvägar som antyder universell likvärdighet, svensk tillverkning, lagerstatus, fältbevis eller prestanda utan verifierat underlag.

EN

Never use shortcuts implying universal equivalence, Swedish manufacture, inventory status, field proof or performance without verified evidence.

Every number needs a state, scope, unit, source basis and revision.

Working-name architecture

Arbetsnamnets arkitektur



CONTROLLED NAMING HIERARCHY

LEVEL	PATTERN	EXAMPLE
Brand	GOREX	GOREX
Short code	GX	GX-TDS-001
Product	GOREX + nominal class	GOREX 500
Document	GX-[type]-[number]	GX-QP-001

SV

Arbetsnamnet innebär ingen anknytning till tredje part och ingen likvärdighet. Varumärkes- och domänkontroll pågår.

EN

The working name implies no third-party affiliation and no equivalence. Trademark and domain clearance remain pending.

Primary plate artwork

Primär plåtgrafik



Approved brand artwork — not evidence of inventory or manufacture. / Godkänd varumärkesskiss — visar inte lagerstatus eller tillverkningsbevis.

SV

Använd för konceptpresentationer och förkommersiell designvalidering. Bilden är inte en slutlig produktmärkning, ett kontrollintyg eller bevis på levererad plåt.

EN

Use for concept presentations and pre-commercial design validation. It is not final product marking, an inspection document or evidence of delivered plate.

Digital wordmark and X-core symbol

Digital ordmärke och X-core-symbol



SV

Ordmärket är namnkonfigurerbart under klareringsfasen. X-symbolen bygger på två skärande plåtplan och en central verifieringskärna.

SV

- Behåll proportioner och horisontell grundlinje.
- Använd endast godkända enfärgs- eller metallversioner.
- Konvertera slutligt ordmärke till konturer efter namnkontroll.

EN

The wordmark remains name-configurable during clearance. The X symbol is built from two intersecting plate planes and a central verification core.

EN

- Preserve proportions and the horizontal baseline.
- Use only approved single-colour or metal versions.
- Convert the final cleared wordmark to outlines after name clearance.

Clearspace and minimum size

Frizon och minsta storlek



1X

Clearspace equals the central core width on every side.

MINIMUM REPRODUCTION SIZES

ASSET	DIGITAL MINIMUM	PRINT MINIMUM	RULE
Wordmark	120 px	32 mm	Keep all letter counters open
X-core symbol	28 px	8 mm	Do not reproduce the central core below legibility
Plate artwork	320 px	85 mm	Retain the complete bezel and disclosure

Background, color use and misuse

Bakgrund, färganvändning och felbruk

DO

Paper on ink

Use inspection paper for technical fields on blue-black.

DO

Silver restraint

Warm alloy is a highlight, not a chrome effect.

AVOID

Competitor trade dress

No copied badge form, red field, slogan or campaign composition.

AVOID

Decorative proof

Never style a claim as validated without its evidence state.

SV

Alla digitala textpar ska nå WCAG 2.2 AA. Status förmedlas alltid med text och form, aldrig bara med färg.

EN

All digital text pairings must meet WCAG 2.2 AA. Status is always conveyed by text and shape, never colour alone.

Color system

Färgsystem

INK 950 #050A12 5 10 18	NAVY 800 #0A2457 10 36 87	COBALT 600 #174EA6 23 78 166	ALLOY 100 #E8E3D9 232 227 217	PAPER 50 #F3F0E8 243 240 232
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COLOR FORMULAS ARE PRODUCTION STARTING POINTS; PROOF BEFORE PRINT

TOKEN	APPROX. CMYK	PRIMARY ROLE
Ink 950	72 / 44 / 0 / 93	Core background
Navy 800	89 / 59 / 0 / 66	Enamel field
Cobalt 600	86 / 53 / 0 / 35	Signal and focus
Alloy 100	0 / 2 / 6 / 9	Warm highlight and text
Paper 50	0 / 1 / 5 / 5	Technical sheet

SAIRA SEMI CONDENSED

Industrial authority with compact width and measured force.

IBM Plex Sans carries technical explanation with open, readable forms.

IBM Plex Mono identifies documents, grades, standards, units and trace references.

GX-TDS-001 / 500 HBW / -40 C / EN 10204 3.1

TYPE HIERARCHY

ROLE	FAMILY	WEIGHT	USE
Display	Saira Semi Condensed	600 / 800	H1-H3, grade classes
Body	IBM Plex Sans	400 / 600	Copy, navigation, forms
Data	IBM Plex Mono	500	IDs, units, state labels
Fallback	Segoe UI / sans-serif	regular	Only when local assets fail

Grid, chamfer, bezel and data systems

Grid, fas, ram och datasystem

GRID

Editorial split

Use 7/5 or 8/4 asymmetry with generous margins.

CHAMFER

Cut, do not round

Corner cuts suggest processed plate and route direction.

BEZEL

Nested frames

Outer carrier plus inner information surface.

DATUM

Measured labels

Mono labels align claims, units, source and revision.

TECHNICAL TABLE SYSTEM

TABLE RULE	REQUIREMENT
Caption	Name purpose and scope
Headers	Repeat when a table spans pages
Units	Always visible beside the value
State	Specified, Indicative or Order result
Source	Standard or controlled document plus revision

Photography direction

Bildriktning

GX-BRAND-001

REVISION 1.0

2026-08-18



AI-generated concept visual — not evidence of stock, a customer project or operations. / AI-genererad konceptbild — inte dokumentation av lager, kundprojekt eller drift.

SV

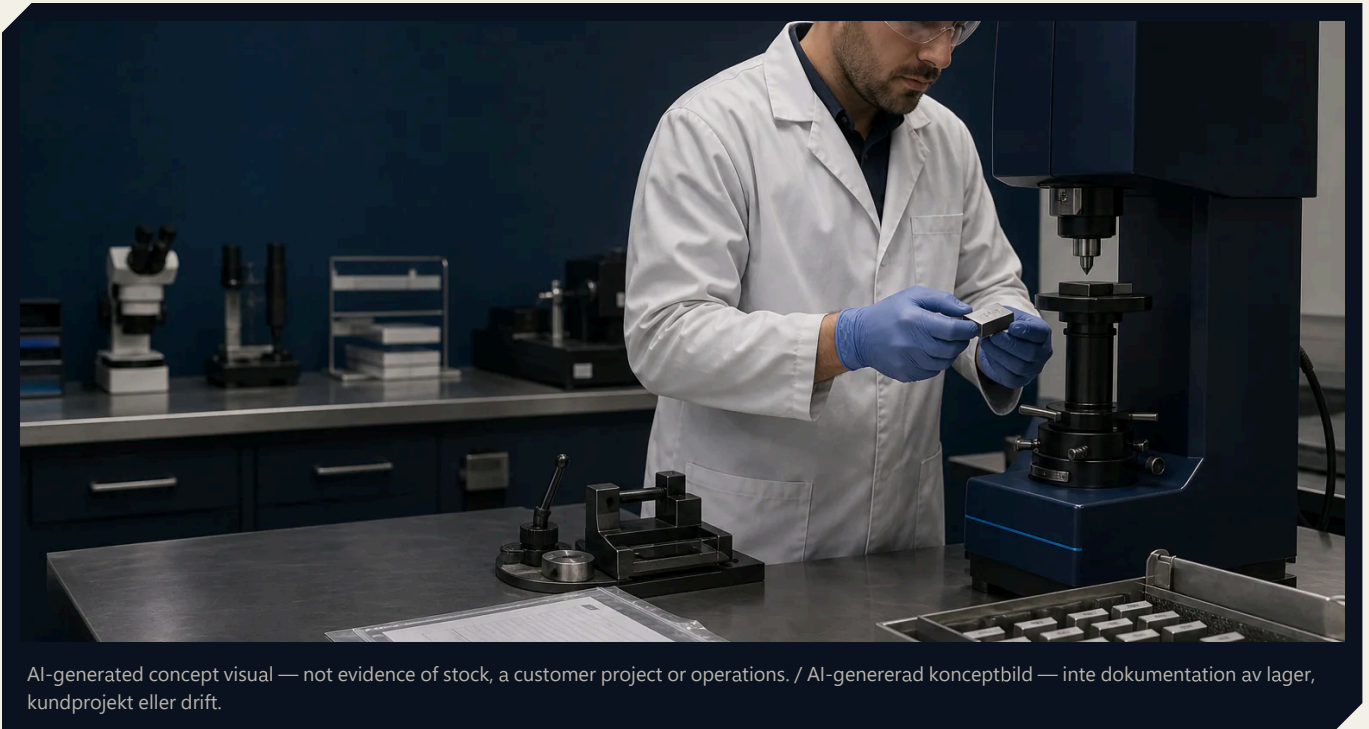
- Nordiskt, kallt naturljus med varma stålreflexer.
- Korrekt maskingeometri, PPE och säkra zoner.
- Negativt utrymme för rubrik, med fungerande mobil beskärning.

EN

- Nordic cool natural light with warm steel highlights.
- Correct equipment geometry, PPE and safe work zones.
- Negative space for headings with a viable mobile crop.

AI concept-art policy

Policy för AI-konceptbilder



AI-generated concept visual — not evidence of stock, a customer project or operations. / AI-genererad konceptbild — inte dokumentation av lager, kundprojekt eller drift.

SV

Konceptbilder visar avsedd visuell riktning. De får inte användas som dokumentation av lager, kundprojekt, egen anläggning, provresultat, ackreditering eller fältprestanda.

EN

Concept visuals show intended visual direction. They must not be used as evidence of inventory, customer projects, an owned facility, test results, accreditation or field performance.

Disclosure stays adjacent to every concept image until replaced by documented photography with recorded provenance.

Voice and language

Röst och språk

VOICE

Precise

Name the property, scope, method and source.

VOICE

Direct

State what the reader must verify next.

VOICE

Calm

Avoid combat language and category theatrics.

VOICE

Evidence-led

Prefer specified, tested and documented over superlatives.

BILINGUAL LANGUAGE EXAMPLES

APPROVED / GODKÄNT	AVOID / UNDVIK
Confirmed in quotation / Bekräftas i offert	Universal recommendation
Use actual inspection-document chemistry	Unqualified processing recipe
Nominal 500 HBW class	Third-party comparison shortcut
Planned trace architecture	Implied operating history

Product architecture

Produktarkitektur

GOREX 400

Balanced finished wear parts where impact, geometry and processing margin matter.

GOREX 450

Finished wear parts with higher nominal hardness while balancing fabrication and impact needs.

GOREX 500

Highest launch class for severe abrasion, requiring tighter design and processing control.

SV

GOREX-klassen identifierar den färdiga slitdelen. Källmaterialet och det producerande stålverket bekräftas separat för ordern.

EN

The GOREX class identifies the finished wear part. The source material and producing mill are confirmed separately for the order.

Trace ID architecture

Trace ID-arkitektur

HEAT

PLATE

SAMPLE

DOCUMENT

DELIVERY

SV

Trace ID är en planerad märknings- och dokumentarkitektur. Offentligt uppslag är inaktivt tills verkliga frisläppta leveransdata och behörig dokumentåtkomst finns.

EN

Trace ID is a planned marking and document architecture. Public lookup is inactive until real released shipment data and authorised document access exist.

PLANNED IDENTITY CHAIN - INACTIVE WITHOUT RELEASED DATA

MARKING LAYER	REQUIRED REFERENCE
Plate	Heat and plate identity
Sample	Test position and report reference
Inspection document	Document number and ordered values
Delivery	Order and dispatch reference

Website component examples

Exempel på webbkomponenter

HEADER

Route and locale

Semantic discovery of products, applications, technical centre and trust.

HERO

Evidence-first opening

One promise, one state, one next action.

TABLE

Controlled data

Caption, headers, units, source, revision and responsive scroll.

CLAIM

Visible state

Specified, Indicative or Order result adjacent to the statement.

MEDIA

Provenance

Alt text, concept disclosure, focal point and crop.

QUOTE

Structured request

Application, grade, dimensions, tests, processing and delivery location.

Accessibility and responsive rules

Tillgänglighet och responsivitet

SV

- WCAG 2.2 AA för kontrast, fokus, rubriker, landmärken och formulär.
- Minst 44 x 44 CSS-pixlar för interaktiva mål.
- Ingen information enbart med färg.
- En kolumn på mobil; tabeller får kontrollerad horisontell rullning.
- Navigation och språkbyte fungerar utan rörelse.
- prefers-reduced-motion tar bort icke nödvändig animation.

EN

- WCAG 2.2 AA for contrast, focus, headings, landmarks and forms.
- Minimum 44 x 44 CSS pixels for interactive targets.
- No information by colour alone.
- One column on mobile; tables use controlled horizontal scrolling.
- Navigation and locale switching work without motion.
- prefers-reduced-motion removes non-essential animation.

Responsive behavior is part of the brand, not a later adaptation.

Rename protocol

Protokoll för namnbyte

CONFIG	ASSETS	CONTENT	PDF	LEGAL
SV		EN		
• Uppdatera en central konfiguration för namn, domän, produktprefix, kortkod och e-post. • Byt ordmärke, symbolmetadata och plåtreferens; kontrollera bildtexter. • Skanna metadata, strukturerad data, formulär, källor och genererade dokument. • Regenerera alla PDF:er och verifiera ID, sidfot, länkar och hash. • Provisionera e-post, domän och DNS endast efter uttryckligt godkännande. • Slutför juridisk granskning, omdirigeringar och lanseringschecklista.		• Update one central configuration for name, domain, product prefix, short code and email. • Replace wordmark, symbol metadata and plate reference; review captions. • Scan metadata, structured data, forms, sources and generated documents. • Regenerate all PDFs and verify IDs, footers, links and hashes. • Provision email, domain and DNS only after explicit approval. • Complete legal review, redirects and the launch checklist.		

Document control and approval

Dokumentstyrning och godkännande

PRE-LAUNCH APPROVAL REGISTER

CONTROL	STATE	OWNER FUNCTION
Name and domain clearance	Pending	Legal / brand governance
Technical claims	Pre-commercial review	Technical authority
Visual assets	Concept / supplied art	Brand governance
PDF library	Controlled revision	Document control
Commercial availability	Order-specific	Commercial authority

SV

Kontakt för arbetsmaterial och offertunderlag:
craig@craiggore.net

EN

Contact for working material and quotation input:
craig@craiggore.net

Source basis / Källgrund: controlled website registries, approved brand-site specification, GB/T 24186-2022 framework and the pre-commercial technical delivery overlay.

Release only after name/domain clearance, legal review, technical approval and a complete regenerated-asset scan.