CORPORATE DESIGN
Guidelines 2017

simalube
smart lubrication

SWISS
MADE

simatec
smart technologies

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INTRODUCTION

Corporate Design

Introduction to Corporate Design

The way a person, product or whole company presents itself in the market makes a lasting impression. The relevant activities contribute substantially towards forming the public image of a brand and products and making them more easily recognised. Since an active company communicates something with everything it does and every product it makes, its Corporate Identity (C.I.) is largely determined by its visual presentation (Corporate Design/C.D.) as well as by the two other elements of Corporate Identity, Corporate Communication (C.C.) and Corporate Behaviour (C.B.).

Aim and purpose of the CD manual

The Corporate Design manual is the instrument for the correct internal and external implementation of Corporate Design. It clearly lays down the house colour, the rules for the use of the logos and guidelines for design and layout. However, even the most comprehensive Corporate Design manual cannot cover every application.

The manual is addressed to all employees who are directly confronted with design. It is also intended for all external designers, compositors, lithographers, printers and other persons who work together with the company.

LOGOS

Manufacturer and product logos

The logos are globally registered and protected trademarks.

Logotypes

Manufacturer logo
The simatec manufacturer logo with slogan is used for company means of communications.

simatec smart technologies
Manufacturer logo

Product logos
The simalube, simatherm, and simatool product logos are used for product or application-specific communication means.

simalube® smart lubrication

simatherm® smart mounting

simatool® smart tools

Product logos

SWISS MADE
Swiss Made logo

Swiss Made
The «Swiss Made» logo appears as an addition to the manufacturer or product logo for each communication measure.

Logo colours

	CMYK	Pantone
Black	0, 0, 0, 100	Black C
Magenta	0, 100, 0, 0	219 C

■ Two-colour logos: 100% magenta and 100% black
■ Monochrome logos: Black positive or white negative

Black

Magenta

Logo makeup

■ Logo font: Futura Extrabold
■ Logo claims: Futura Condensed
■ Line: The line below the logo measures 50% of the font size of the slogan and underlines the «sima» part of the logo
■ Product logos with ®
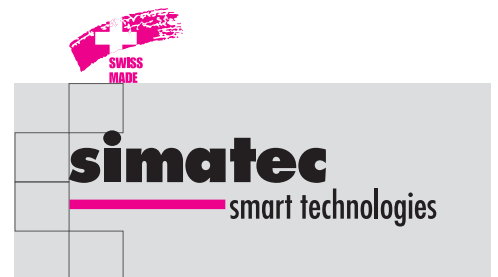
LOGOS

Placement

Logo placement

Protected area
The protected area applies to all logos including claim.
It measures the X-height **X** of the logo lettering.
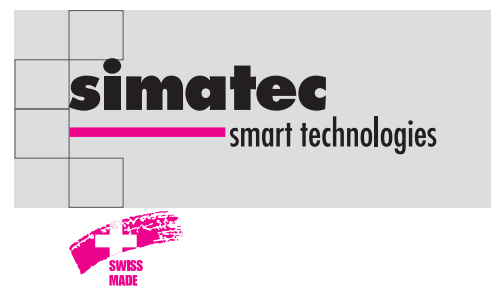

Protected area with X-heights

Swiss Made

- Placement **above** a logo Distance:
  See Protected zone

- Placement **beneath** a logo Distance:
  See Protected zone

- The «Swiss Made» logo measures the width of the «sim» part
  of the logo

Swiss Made above a logo

Swiss Made beneath a logo

LOGOS

Applications

Position and size in DIN A4 format
- The manufacturer or product logo is preferably displayed at the bottom left or alternatively at the top left
- For business stationery or templates, such as Word, Excel, or PowerPoint, the logo is shown at the upper right, or alternatively, at the bottom right.
- Rule of thumb: The «sima» logo part or the magenta bar measures 10% of the entire format width.
- The logo is placed in the type area (see chapter on «Basic grid and type area»))

If a layout is to be designed outside of the defined set, the greatest possible approximation to the defined template should be sought after.

Logo position top

Logo position bottom

Logo size

10%

100%
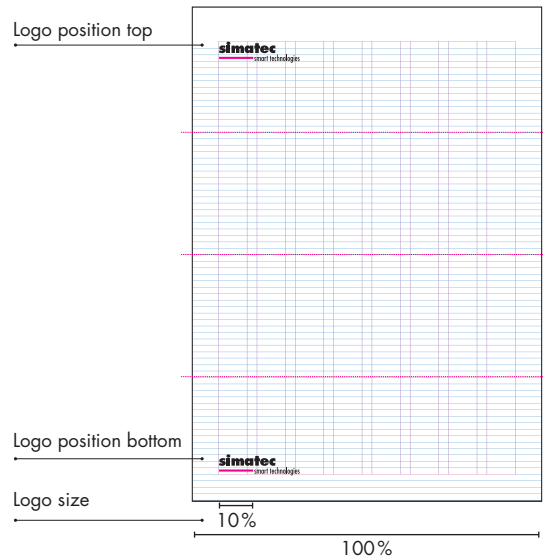
Minimum size
The logo width measures at least 28 mm. In the case of smaller images, the «smart technologies» claim is skipped.

Minimum size of logo width: 28 mm

Monochromatic logos
- For B/W applications: Black positive
- For dark backgrounds: White negative

Logos Black negative

Logos White negative

Don'ts

For photographic backgrounds

Logos in a white box, see chapter «Protected Zone»

Unpleasant colour combinations

Logos in a white box, see chapter «Protected Zone»

COLOUR WORLD

Colour concept

The colour concept is black and the colour is «simatec magenta».

The table below defines the exact names for the various applications and production processes.

Black	
Magenta	
Light grey	
Dark grey	

Base colours	Pantone Coated	Pantone Uncoated	CMYK	RGB	NCS	Scotchcal
Black	Black C	Black U	0, 0, 0, 100	18, 18, 18		
Magenta	219 C	226 U	0, 100, 0, 0	221, 0, 130	S 1070-R20 B	100-454

Spot colours	Pantone Coated	Pantone Uncoated	CMYK	RGB	NCS	Scotchcal
Light grey			0, 0, 0, 20	213, 214, 214		
Dark grey			0, 0, 0, 80	72, 72, 71		

TYPOGRAPHY

Font system

Headlines Versal	Futura Std Book 18 pt, ZA 14.5 pt Spacing 180 Colour black or white	# NAM AUT ESTRUM
Headlines Bold	Futura Std Bold 16 pt, ZA 22 pt Colour black or white	**Quidem ad mi**
Decorative title and emphases	Futura Std Book 18 pt, ZA 21.6 pt Colour black or white	Consers pienihit dignita
Lead	Futura Std Book 11 pt, ZA 14.5 pt Colour black	Nonest atur, ideriam
Title in bars	Futura Std Bold 11 pt, ZA 14.5 pt Colour white	**Ulpa quid que volo** Title in dark grey (black, effect/opacity: 80 %)
Title pages Running text	Futura Std Bold 8.7 pt, ZA 11 pt Colour black	**Que volo omnihici**
Running text	Futura Std Book 8.7 pt, ZA 11 pt Colour black	Nam aut estrum quidem ad mi, consers pienihit dignita atur, ideriam autatem ulpa quid que volo omnihici sae
Emphases	Futura Std Medium 8.7 pt, ZA 11 pt Colour black	Nam aut estrum quidem ad mi, consers pienihit dignita atur, ideriam autatem ulpa quid que volo omnihici sae
Captions and measurements	Futura Std Book 7 pt, ZA 8.4 pt Colour black	Nam aut estrum quidem ad mi, consers pienihit dignita nonest atur, ideriam autatem ulpa quid que volo omnihici sae
Enumerations	Square in magenta Center length or x-height of the copy text (1.5x1.5 mm)	■ Ulpa quid que volo ■ Consers pienihit dignita – Nam aut estrum quidem

TYPOGRAPHY

Do's and Don'ts

Do's

- If the manufacturer or product name is used in a text, the following rule applies:
  All names are written in lowercase letters:
  simatec, simalube, simatherm, simatool

- The running text for general printed matter is set flush as a ragged margin

- A square in magenta is always preceded by enumerations – an em quad is then inserted in front

Don'ts

- Manufacturer and product names are never bound with a hyphen

- Emphases: non-italic, underlined, etc.
  (see chapter «Font System»)