





CORPORATE DESIGN MANUAL

 CMYK 0/100/100/0
RGB 226/0/26
HEX #e2001a
PANTONE 485C

 CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

CORPORATE COLORS

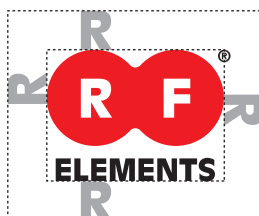
The basic corporate colors are red and black. Colors are one of the basic elements of a unified visual style. The simple table on this page contains a codification of red and black for different technologies.



LOGOTYPE HORIZONTAL / CENTERED

It is recommended to use the horizontal logotype. If the design requires a centrally aligned, or square-shaped logo, use the centered logo.

Note: If logotype is used in small sizes (registration mark ® smaller than 1 mm), the use of registration mark is not mandatory.



LOGOTYPE SAFE ZONE

The safe zone is the area around the brand, which must not interfere with any other elements (other text or other graphic elements). Respecting this area guarantees sufficient readability and appearance of the brand. It is shown by dotted area around the brand.



LOGOTYPE COLOR VERSIONS

It is recommended to use color logotype: Graphics and text elements are always in red and black.

Grayscale logotype: One-colored gray in steps of 10 percent of black from K= min 20% (0/0/0/20, 0/0/0/30, etc.)

Note: When using in small sizes, consider the use of registration mark according to the printing technology.
Consult with your printing professional.



LOGOTYPE INVERSE / WHITE LOGOTYPE

Inverse logotype is to be used on corporate red or gray background (low-contrast, not detailed backgrounds are allowed as well). The background lightness should be min. 25 %.



LOGOTYPE PROHIBITIONS

Do not change colors, proportions or positions of elements.

Do not use automatic conversion from full-colored logotype (different grays in logotype).

Do not place logotypes on high-contrasted, colorful backgrounds. Use dimmed images as background instead.

Myriad Light **Semibold Bold**
Frutiger Light **Bold**

TYPOGRAPHY PRESENTATION MATERIALS

General Advertisements: MyriadPro Font Family - do not use Light Style for small text sizes.

Product Communication: Frutiger Font Family

Note: The text part of the logotype is made of AntiqueOliveBlack, do not use this font for headlines!

Arial Regular **Bold**

Brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum. Si meliora dies, ut vina, poemata reddit, scire velim, chartis perficit quotus pretium quotus arroget annus.

Calibri Regular **Bold**

Brevi vel toto est iunior anno. Utor permissio, caudaeque pilos ut equinae paulatim vello unum, demo etiam unum. Si meliora dies, ut vina, poemata reddit, scire velim, chartis perficit quotus pretium quotus arroget annus.

TYPOGRAPHY MS OFFICE DOCUMENTS

System fonts Arial or Calibri

