# TABLE OF CONTENTS

**Guidelines 2017**

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td>Corporate Design</td>
<td>3</td>
</tr>
<tr>
<td><strong>LOGOS</strong></td>
<td></td>
</tr>
<tr>
<td>Manufacturer and product logos</td>
<td>4</td>
</tr>
<tr>
<td>Placement</td>
<td>5</td>
</tr>
<tr>
<td>Applications</td>
<td>6</td>
</tr>
<tr>
<td><strong>COLOUR WORLD</strong></td>
<td></td>
</tr>
<tr>
<td>Colour concept</td>
<td>7</td>
</tr>
<tr>
<td><strong>TYPOGRAPHY</strong></td>
<td></td>
</tr>
<tr>
<td>Writing system</td>
<td>8</td>
</tr>
<tr>
<td>Do’s and Don’ts</td>
<td>9</td>
</tr>
</tbody>
</table>
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.

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

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

Logo colours

<table>
<thead>
<tr>
<th></th>
<th>CMYK</th>
<th>Pantone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>0, 0, 100, 0</td>
<td>Black C</td>
</tr>
<tr>
<td>Magenta</td>
<td>0, 100, 0, 0</td>
<td>219 C</td>
</tr>
</tbody>
</table>

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

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 ®

manufacturer logo

product logos

Swiss Made logo
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.

**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
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 «simat» 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.

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

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

Don’ts
- For photographic backgrounds
- Unpleasant colour combinations

Minimum size of logo width: 28 mm
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.

<table>
<thead>
<tr>
<th>Base colours</th>
<th>Pantone Coated</th>
<th>Pantone Uncoated</th>
<th>CMYK</th>
<th>RGB</th>
<th>NCS</th>
<th>Scotchcal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>Black C</td>
<td>Black U</td>
<td>0, 0, 0, 100</td>
<td>18, 18, 18</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Magenta</td>
<td>219 C</td>
<td>226 U</td>
<td>0, 100, 0, 0</td>
<td>221, 0, 130</td>
<td>S 1070-R20 B</td>
<td>100-454</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Spot colours</th>
<th>Pantone Coated</th>
<th>Pantone Uncoated</th>
<th>CMYK</th>
<th>RGB</th>
<th>NCS</th>
<th>Scotchcal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Light grey</td>
<td></td>
<td></td>
<td>0, 0, 0, 20</td>
<td>213, 214, 214</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dark grey</td>
<td></td>
<td></td>
<td>0, 0, 0, 80</td>
<td>72, 72, 71</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
TYPOGRAPHY

Font system

**Headlines Versal**
Futura Std Book
8.7 pt, ZA 14.5 pt
Spacing 180
Colour black or white

**Headlines Bold**
Futura Std Bold
16 pt, ZA 22 pt
Colour black or white

**Decorative title and emphases**
Futura Std Book
18 pt, ZA 21.6 pt
Colour black or white

**Lead**
Futura Std Book
11 pt, ZA 14.5 pt
Colour black or white

**Title in bars**
Futura Std Bold
11 pt, ZA 14.5 pt
Colour white

**Title pages**
Futura Std Bold
11 pt, ZA 14.5 pt
Colour black

**Running text**
Futura Std Book
8.7 pt, ZA 11 pt
Colour black

**Emphases**
Futura Std Medium
8.7 pt, ZA 11 pt
Colour black

**Captions and measurements**
Futura Std Book
7 pt, ZA 8.4 pt
Colour black

**Enumerations**
Square in magenta
Center length or x-height of the copy text (1.5x1.5 mm)

**NAM AUT ESTRUM**

**Quidem ad mi**

**Consers pienihit dignita**

Nonest atur, ideriam

**Ulpa quid que volo**

Title in dark grey (black, effect/opacity: 80 %)

**Que volo omnihici**

Nam aut estrum quidem ad mi, consers pienihit dignita atur, ideriam autatem ulpa quid que volo omnihici sae

Nam aut estrum quidem ad mi, consers pienihit dignita atur, ideriam autatem ulpa quid que volo omnihici sae

Nam aut estrum quidem ad mi, consers pienihit dignita nonest atur, ideriam autatem ulpa quid que volo omnihici sae

- Ulpa quid que volo
- Consers pienihit dignita
- Nam aut estrum quidem
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»)