Schaltbau Corporate Signature

Basic elements
1. **Basic elements**

**Introduction**

These guidelines are an updated excerpt for the corporate signature of Schaltbau GmbH. All other specifications in the 2016 Holding Guidelines continue to apply.

Schaltbau's corporate design is the visual expression of the defined brand values. The overall brand communication has to follow basic principles described in this document. Only the consistent and dedicated application of the guidelines will establish a unified, well-recognized and strong brand presence all over the world.
1. Basic elements
1.1 Corporate signature / Elements

Corporate signature
Considered as the main distinctive mark of the brand’s appearance. It consists of logotype (1) and a claim (2).

The individual elements are fixed in appearance and position and may be applied only according to the guidelines.
1. Basic elements
1.1 Corporate signature / Safety area

The safety area defines the ideal space around the corporate signature free of other graphic or text elements.

The recommended size of the clear space for print and web applications equals the height of the letter “S” on all sides of the corporate signature.

If the printing areas are not sufficient, the clear space can be reduced to the half of the height of the letter “S”. For example when the corporate signature is used on exhibition displays or on very small promotional items.
1. Basic elements
1.1 Corporate logotype / Element

Schaltbau’s logotype can be used on its own only in exceptional cases when the display of the full corporate signature is not possible, for example due to printing technique limitations of small printing areas.
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1.1 Corporate logotype / Safety area

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Producing graphic elements with a wide range of printing techniques requires special corporate signature versions.

The rules of color reproduction on print and online media apply to the corporate brand and subline!

To ensure the proper perception of the corporate signature the following treatments are strictly prohibited.

1. Basic elements
   1.2 Corporate signature / Usage rules

Full color positive

Full color negative

Black positive

White negative

Grayscale positive (60K)

When the Schaltbau logotype is used on its own, it is to be displayed only in full color positive or fullcolor negative.

Using incorrect colors

Skewing the corporate signature

Applying visual effects

Applying outlines

Rotating the corporate signature

Using noisy backgrounds
The specifically defined corporate colors help to reflect the principles of the brand and are used in all media communication.

The rules for color use should strictly be adhered to in order to provide enough contrast in communication media and clarity of corporate signature perception.

### 1. Basic elements

#### 1.3 Corporate signature / Logo colors

<table>
<thead>
<tr>
<th>SCU White</th>
<th>SCU Red</th>
<th>SCU Black</th>
</tr>
</thead>
<tbody>
<tr>
<td>PANTONE Coated</td>
<td>PANTONE Coated</td>
<td>PANTONE Coated</td>
</tr>
<tr>
<td>PANTONE Uncoated</td>
<td>PANTONE Uncoated</td>
<td>PANTONE Uncoated</td>
</tr>
<tr>
<td>CMYK</td>
<td>CMYK</td>
<td>CMYK</td>
</tr>
<tr>
<td>RGB</td>
<td>RGB</td>
<td>RGB</td>
</tr>
<tr>
<td>RAL</td>
<td>RAL</td>
<td>RAL</td>
</tr>
<tr>
<td>Web</td>
<td>Web</td>
<td>Web</td>
</tr>
<tr>
<td>PANTONE Coated</td>
<td>186</td>
<td>Black</td>
</tr>
<tr>
<td>PANTONE Uncoated</td>
<td>1797</td>
<td>-</td>
</tr>
<tr>
<td>CMYK</td>
<td>C0 M100 Y100 K0</td>
<td>C0 M0 Y0 K100</td>
</tr>
<tr>
<td>RGB</td>
<td>R216 G31 B42</td>
<td>R35 G31 B32</td>
</tr>
<tr>
<td>RAL</td>
<td>3020 Traffic red</td>
<td>9017 Traffic black</td>
</tr>
<tr>
<td>Web</td>
<td>#d81f2a</td>
<td>#231f20</td>
</tr>
</tbody>
</table>

The most preferable way of printing is using the Pantone system.

Combination between Pantone and CMYK system is also possible.

For web-design, screen interfaces and other cases of screen reproduction, the RGB color system is used.
The size of the corporate signature is preset for the most common formats and presented in the table below. In case the used format is not presented in the table, the closest tabulated values should be used.

<table>
<thead>
<tr>
<th>Format</th>
<th>Corporate signature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Min Size</td>
<td>4 mm</td>
</tr>
<tr>
<td>A6</td>
<td>6 mm</td>
</tr>
<tr>
<td>A5</td>
<td>8 mm</td>
</tr>
<tr>
<td>A4</td>
<td>11 mm</td>
</tr>
<tr>
<td>A3</td>
<td>17 mm</td>
</tr>
<tr>
<td>A2</td>
<td>24 mm</td>
</tr>
<tr>
<td>A1</td>
<td>34 mm</td>
</tr>
<tr>
<td>A0</td>
<td>48 mm</td>
</tr>
<tr>
<td>Billboard 3x4m</td>
<td>175 mm</td>
</tr>
<tr>
<td>Billboard 3x8m</td>
<td>295 mm</td>
</tr>
<tr>
<td>City Light 1.2x1.8m</td>
<td>70 mm</td>
</tr>
<tr>
<td>Roll Up 0.85x2m</td>
<td>70 mm</td>
</tr>
</tbody>
</table>

*If needed, the size of the corporate signature can be changed and adjusted to the desired size.*
2. **Design principles**

2.1 **Image Area / Principles for advertisements**

**Portrait image area**
Grid: 6 horizontal modules
Height: min. 2 modules
max. 5 modules

**Landscape image area**
Grid: 8 horizontal modules
Height: min. 3 modules
max. 6 modules

**Red bar**
Positioning: 1x above the bottom end of the image area

The unit of measurement „X“ corresponds to the distance that the logo has to the edge
2. Design principles
2.1 Image Area / Examples

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Advertisement

Poster

Roll Up