

# INTRODUCTION



Consistent use of Corporate Design is the basis for successful Corporate Communication. This document presents the design elements that will define the new, independent Corporate Identity of SWISS KRONO.

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# **1.01** LOGO



# SWISS KRONO GROUP



The logo represents SWISS KRONO and constitutes the core of our identity. The SWISS KRONO logo is a combination of a brand icon and a wordmark. The wordmark is never to be used without the icon, whereas the icon is allowed to be used separately (explained under 1.03).

The icon shows the roots of SWISS KRONO and combines the swiss cross and the K of KRONO. Icon and wordmark form a harmonic whole and their forms and proportions may not be modified. The original templates developed for the different print and screen applications must always be used.

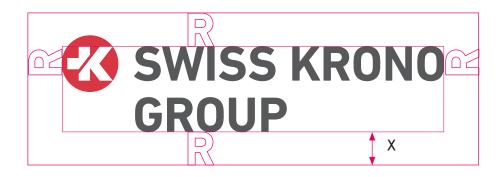
There are two versions of the logo:

The SWISS KRONO GROUP logo is only used for the Holding. The SWISS KRONO logo is used for the country branches.

In text the company name is always written in capital letters.

# 1.02 LOGO CLEAR SPACE



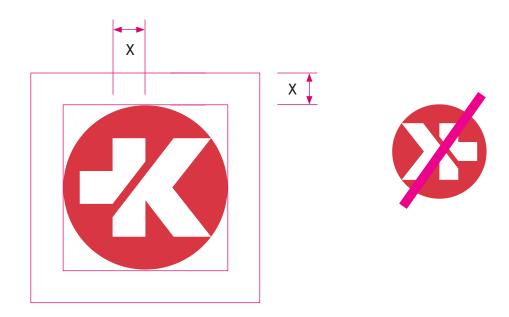




The amount of clear space around the logo is equivalent to the height of the R in KRONO. This clear space ist already set in the eps. logo file. No words, colours or graphic elements should be set into this space. In special cases, you are allowed to use a minimum of 0.5 X.

# 1.03 BRAND ICON CLEAR SPACE





The brand icon can also be used separately from the word mark as a quality seal. Applications could be decorative wall patterns or on the cover of a gift box. The icon may never be mirrored.

In this case the clear space is equivalent to the stroke width of the cross strokes. No other element should cross this zone.

Nevertheless, the clear space can be ignored when placing the icon as a decorative background element on the edges of a format.

# **1.04** LOGO SIZES



130% height 13 mm



e.g. press folder

100% height 10 mm



e.g. letterhead, catalogue cover

60% height 6 mm



e.g. business card

The standard logo sizes are based on a percentage scaling system in 10% steps. In general, the logo needs to be big enough to be legible but small enough not to be overstated. For print material, the logo should never be reproduced at less than 50% (5 mm). A smaller size is permissible in only specific cases. In order to ensure that the logo is always correctly reproduced, only the original digital files must be used. The logo has a standard size of 100% (10 mm height) in all digital files.

# 1.05 LOGO FILE FORMATS



SWISS KRONO	File formats
Print	SwissKrono_Logo_2c_coated.eps SwissKrono_Logo_2c_uncoated.eps SwissKrono_Logo_2c_white_coated.eps SwissKrono_Logo_2c_white_uncoated.eps SwissKrono_Logo_4c_coated.eps SwissKrono_Logo_4c_uncoated.eps SwissKrono_Logo_4c_white_coated.eps SwissKrono_Logo_4c_white_uncoated.eps SwissKrono_Logo_white.eps SwissKrono_Logo_white.eps SwissKrono_Logo_black.eps
Screen	SwissKrono_Logo_RGB.jpg SwissKrono_Logo_RGB.png SwissKrono_Logo_RGB_c_white.png
SWISS KRONO GROUP	
Print	SwissKronoGroup_Logo_2c_coated.eps SwissKronoGroup_Logo_2c_uncoated.eps SwissKronoGroup_Logo_2c_white_coated.eps SwissKronoGroup_Logo_2c_white_uncoated.eps SwissKronoGroup_Logo_4c_coated.eps SwissKronoGroup_Logo_4c_uncoated.eps SwissKronoGroup_Logo_4c_white_coated.eps SwissKronoGroup_Logo_4c_white_uncoated.eps SwissKronoGroup_Logo_white.eps SwissKronoGroup_Logo_white.eps SwissKronoGroup_Logo_black.eps
Screen	SwissKronoGroup_Logo_RGB.jpg SwissKronoGroup_Logo_RGB.png SwissKronoGroup_Logo_RGB_c_white.png

Coding o	f file	formats
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2c (Pantone special colour)
4c (Cyan, Magenta, Yellow, Black)
c\_white (brand icon colour, wordmark white)
white
black
coated (use on coated paper)
uncoated (use on uncoated paper)

RGB (red, green, blue)
c\_white (brand icon colour, wordmark white)

The SWISS KRONO logos are set up for print applications as a vector-oriented, scalable EPS file and for screen applications as a pixel-oriented graphic. The different files are available by the Head of Marketing. The coding above serves to explain the file designations and the system on which they are based. It shows all existing file abbreviations which are used to name the logo files.

# 1.05 LOGO FILE FORMATS



Brand Icon	File formats
Print	SwissKrono_lcon_2c_coated.eps SwissKrono_lcon_2c_uncoated.eps SwissKrono_lcon_4c_coated.eps SwissKrono_lcon_4c_uncoated.eps SwissKrono_lcon_white.eps SwissKrono_lcon_black.eps
Screen	SwissKrono_lcon_RGB.jpg SwissKrono_lcon_RGB.png

Coding of file formats	
2c (Pantone special colour) 4c (Cyan, Magenta, Yellow, Black) white black coated (use on coated paper) uncoated (use on uncoated paper)	
RGB (red, green, blue)	

The SWISS KRONO logos are set up for print applications as a vector-oriented, scalable EPS file and for screen applications as a pixel-oriented graphic. The different files are available by the Head of Marketing. The coding above serves to explain the file designations and the system on which they are based. It shows all existing file abbreviations which are used to name the logo files.

# 1.06 LOGO COLOURS









### Colour logo

The colour logo is the standard version of the SWISS KRONO logo. It should be used in all applications where colour reproduction is possible. There are three different types of the colour version logo – Pantone, CMYK and RGB. Pantone colours are adequate in applications where only the two SWISS KRONO colours red and dark gray are needed (letterhead). For most print applications, the CMYK version can be used. The RGB version is used for all electronic and certain office applications. E.g.: internet, touchscreens, PowerPoint presentations, etc. The colour codes of the logo can be found under 1.08.

#### One-colour line art

This special version of the logo is used specifically for fax sheets or internal memos. It is also used for materials that require engraving (e.g. giveaway items).

# 1.07 LOGO BACKGROUNDS



SWISS KRONO

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In exceptional cases where readability and sufficient contrast is given, the logo can be placed on a colour background (e.g. luminous west, sponsorship logo placing).

Exceptions only by approval by the Head of Marketing.

- 1 In general, the brand icon should be red and the logo background clear and white.
- 2 In special cases like on trucks or on the website the logo can be placed on PMS Cool Grey 2 or on an up to 20% black background.
- 3 Also silver is allowed as background.
- 4-5 Even a Cool Grey 11 or black background with the brand icon in red and the wordmark reversed white is possible.

Corporate Design Manual

SWISS KRONO GROUP

# 1.07 LOGO BACKGROUNDS



# SWISS KRONO





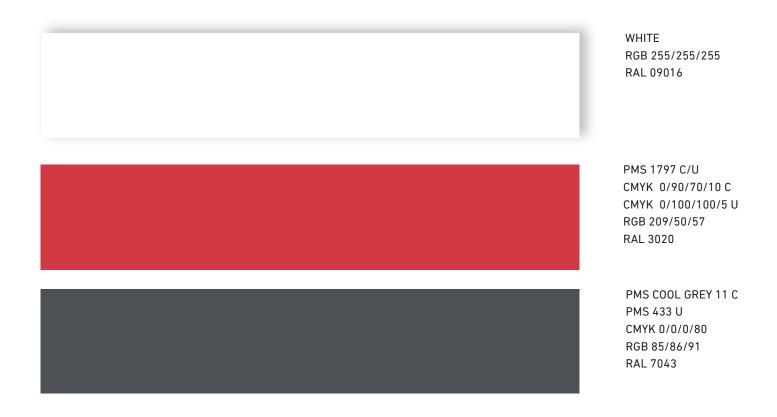
- 6-7 If colour reproduction is not possible, the logo can be displayed in black or reversed in white.
- 8 On a photo background the logo should be placed reversed white. Pay attention to readability and sufficient contrast.

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# 1.08 PRIMARY COLOURS





White, bright and red is the colour language of the SWISS KRONO brand. The overall impression of any visual is bright, the base colour is always white. The corporate colours PMS 1797 red, PMS Cool Grey 11 as well as the specified neutral tones determine the SWISS KRONO colour palette.

# 1.09 NEUTRAL TONES





The neutral tones are primarily used for graphics, charts and backgrounds for texts and graphics. The logo can only be placed on the following neutral tones: Silver and PMS Cool Grey 2

Silver is used when quality is specially highlighted, e.g. on the brochures for SWISS KRONO Swiss company (formerly Krono Swiss).

# 1.10 INCORRECT USE OF LOGO



**Incorrect Modifications** 



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- 1-4 The logo must never be modified.
- 5 No elements should be set into the clear space area.
- 6-9 The SWISS KRONO logo must not be represented in or on any colour other than those specified or be displayed on a colour gradient background.



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## **1.11** CORPORATE FONTS



### **DIN Next Pro**

**DIN Next Pro Light** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

DIN Next Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

DIN Next Pro Bold

# ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456

The typography of a company is one of the most important aspects of its visual identity. To ensure this typography becomes a recognisable characteristic of SWISS KRONO, only the fonts DIN Next Pro and Lyon Text, plus the system font Calibri should be used.

DIN Next Pro is a typeface family inspired by the classic industrial German engineering designs. Its industrial heritage makes it surprisingly functional in just about any application. It should be used mainly for headlines and technical texts. Lyon Text is a Renaissance serif typeface having a contemporary feel. Its elegant looks are matched with an intelligent, anonymous nature, making it excellent for bodycopy and reading texts. For italic lettering never use DIN Next Pro, always use Lyon Text.

### Lyon Text

Lyon Text Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

Lyon Text Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

Lyon Text Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

Lyon Text Semibold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

Lvon Text Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456

Lyon Text Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456

# **1.12** SYSTEM FONT



### Calibri

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

Calibri Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456

Calibri Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 123456

The SWISS KRONO corporate typefaces DIN Next Pro and Lyon Text play a key role in the visual recognition of the SWISS KRONO brand. However, if these fonts are not available it is sometimes necessary to use a so-called system font, e.g. on the Internet and in MS Office applications (Letterhead templates, fax, press information, communication within the company). The Calibri font has been chosen as the system font for its readability and open forms. The system font includes Calibri Regular, Calibri Bold and their corresponding italic styles.

### Calibri Cyrillic

Calibri Regular

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфхцчшщъыьэюя1234567

Calibri Regular Italic

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфхцчшщъыьэюя1234567

Calibri Bold

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфхцчшщъыьэюя1234567

Calibri Bold Italic

АБВГДЕЁЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ абвгдеёжзийклмнопрстуфхцчшщъыьэюя1234567

For texts in Cyrillic letters use the given weights of DIn Next Pro and Calibri. Instead of Lyon Text take Georgia in the following weights: Regular, Regular Italic, Bold and Bold Italic.

# **1.13** CONTACT



All productions and final art work needs to be released by the Head of Marketing.

Should you have any questions concerning the design guidelines, CD material, templates or final artwork, please contact:

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