SCHIESSL

CORPORATE DESIGN MANUAL
PRINCIPLES AND GUIDELINES

VERSION: MAY 2013

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1.1 FOREWORD

The international contest to attract customers' attention shifts the appearance of our company to a central position. Our Corporate Image is the basis for distinctiveness. It is based in consistent strategic communication and allows Schiessl to stand out from the crowd, with an image on the market as a recognisable, established and strong brand.

The values behind Schiessl, its consistent attitude and alignment with the high goals it sets itself have allowed the company to progress to become a unique brand. This CD Manual reflects our expectations, principles and visual guidelines on the international stage. It can be seen as a tutorial for increasing the effectiveness of all corporate activities. It creates a uniform identity, generating credibility and continuity. Logo, font, colour and image fuse to form a single unit, a large entity with high level of recognition value – unquestionable and visually comprehensible.

The basis for Schiessl's standard corporate image on the world market is the use of the guidelines described here. Their use is compulsory for all communications.

Wishing us all much success with them

Anette Schießl

1.2 CORE VALUES

Companies are like people: they grow, develop personality and attitude, and define values and goals for themselves. The interplay of all these factors forms their basic values, and hence the manner in which they communicate. And how they are perceived and regarded, as one "character" among many others.

The more standardised this presence, the more competent and continuous, the greater the confidence placed in the company by its counterparts. And, in the final analysis, it is this customer confidence that makes Schiessl a strong brand.

The Corporate Design outlined here has been set up so as to establish compulsory bases with sufficient scope to be applied to all channels of communication. It is intended to establish a basic intention, allowing scope and freedom – and, precisely because of this, it unshakeably ensures that we speak a communicative language all over the world.

2.1 BASIC VERSION

The logo forms the core of our new presence.
It consists of two elements that together form a
single unit: the word "Schiessl" and the "drop"
with its integrated ice crystal and the letter "S".
Combined, they form the "Schiessl drop".

The logo as a graphic symbol will be used
only in the set form as a word/image trademark.
The two components of the logo may not be
used individually. The Schiessl logo may not be
distorted, cut, tilted or alienated in any
other way.

Schiessl logo, basic version in colour

Other ways in which the logo may be depicted
are in black and white and in full-tone black.

The Schiessl logo is always on a white ground.
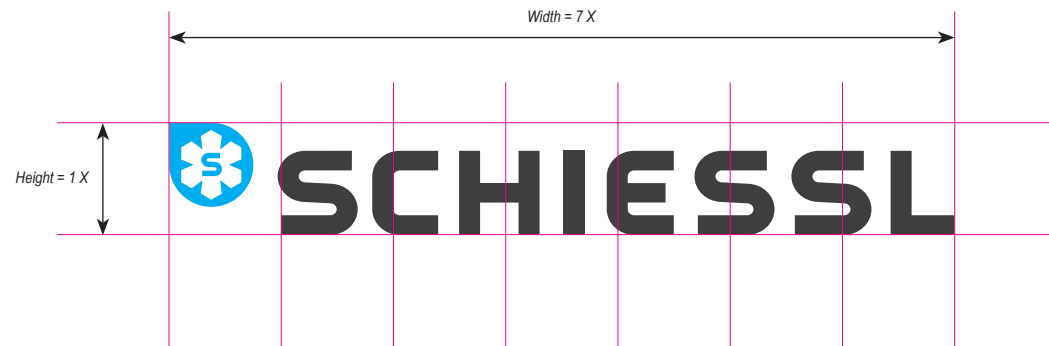

*Schiessl logo, basic version in black*

2.2 PROPORTIONS

The Schiessl logo is constructed with clear ratios.

The unit of measurement X is derived from the height of the whole logo. The total width is 7 x X. The ratio is thus 7 to 1 (length to height).

Width = 7 X

Height = 1 X

Both the height of the lettering and the height of the signet can be calculated from the value X and equal ¾ X. The distance and offset of the signet from the lettering are ¼ X.

*¾ X*

¼ X
¼ X
¼ X
¼ X

¼ X
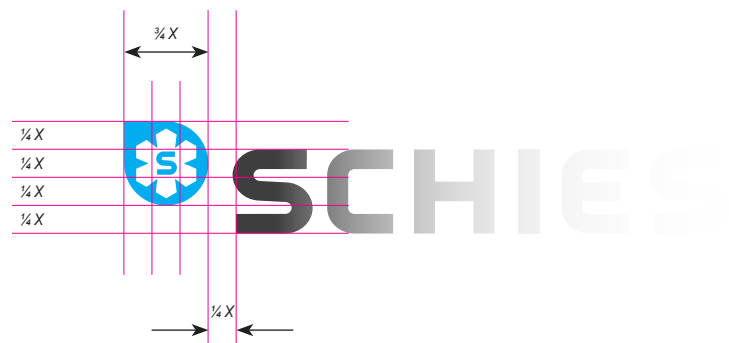
2.3 BLANK SPACE

In order for the logo to be effective, a specifically defined blank space must be maintained around it. No other image or text elements may be placed in this blank space.

The blank space is the defined minimum distance and corresponds to the unit of measurement X2.

The distance from the margin also corresponds to the prescribed blank space.

X^2

Blank space
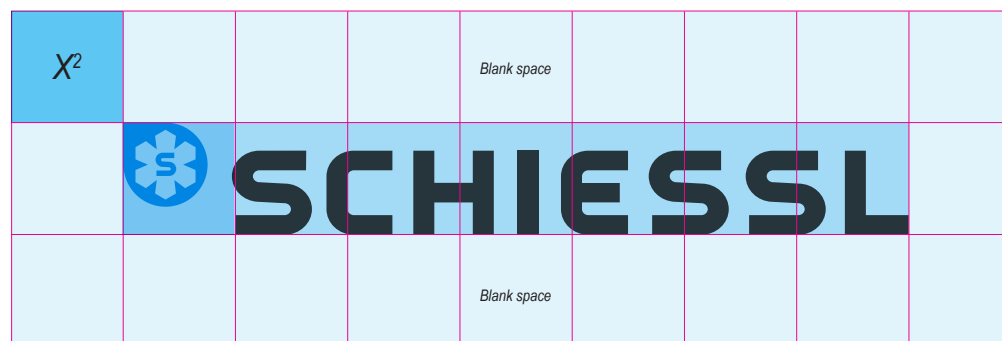
Blank space

For some applications and publicity materials, it may be necessary to place the Schiessl logo on a white field. In such cases, the value for the blank space decreases to ½ X

When placed in this position, the logo is always set towards the right-hand margin at a distance of 1 X.

The corner radii of the field must be adapted to the "Schiessl Drop". The angle of inclination is 15°.

½ X   ½ X

1 X

½ X   ½ X

15°
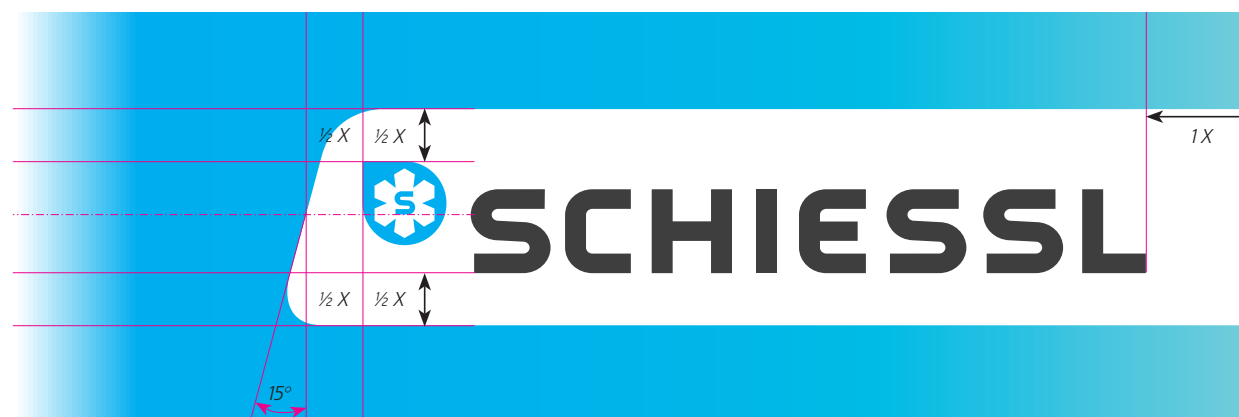
2.4 DISPLAY SIZES

The correct scaling of the logo depends on the paper size. Starting from A4 (size 100 % = width 70 mm), the size for A3 is adapted to 140 % and for A5 to 70 %. Other sizes also follow this system.

140 %

SCHIESSL

Schiessl logo display size on A3
Width = 98 mm, height = 14 mm

100 %

SCHIESSL

Schiessl logo display size on A4
Width = 70 mm, height = 10 mm

70 %

SCHIESSL

Schiessl logo display size on A5
Width = 49 mm, height = 7 mm

2.5 CORRECT AND INCORRECT USE

In principle, the logo is displayed on a white background. In exceptional cases, the logo may also be placed on a very light background. However, in this case it must be ensured that the internal area of the drop always remains in white.

The Schiessl logo may never be displayed on a dark or coloured background or with the lettering in white.

Nor may the position of the elements in relation to one another be exchanged and the logo may not be distorted!

Schiessl logo, basic version on white background

Schiessl logo, basic version on light background

Schiessl logo, basic version on calm background

Position of the elements exchanged

Schiessl logo distorted

Too little contrast with the background

Background too busy so poor legibility

Negative version and distorted

Too little contrast

3.1 COLOURS

The Schiessl colours are a strong blue and an industrial grey. These colours must be used in all coloured printed material from Schiessl.

The blue represents Schiessl's core business, refrigeration. Blue is a cool, fresh colour. It conveys a cool but personal ambient atmosphere. Blue also stands for intellectual openness, freedom and honesty.

Grey is a neutral, inconspicuous colour. It represents maturity, technical experience, objectivity, willingness to compromise and wisdom. Grey is elegant, respectable and creates a distance.

Blue
The colour occurs principally in the trademark (signet), in titles and in headlines. But together with its tonal values, it also forms the basic tone in the design.

Grey
The industrial grey only occurs in the lettering. But it can also be used as a design colour, but very sparingly and never over large areas.
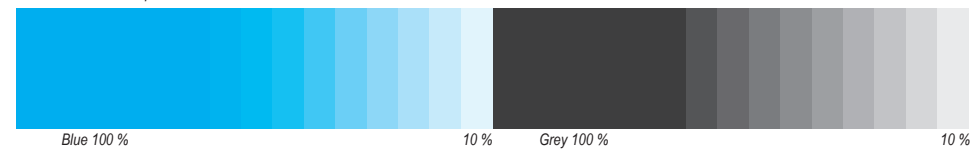
The Schiessl progression
Coloured areas may be softened with the use of minor tonal progression from 100% to 50 % of the shade.

Schiessl logo, basic version in colour
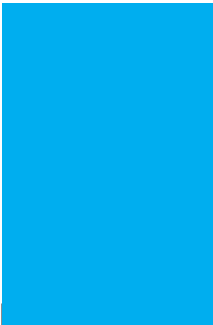
Gradations in 10% step

Blue 100 %   *10 %*   *Grey 100 %*   *10 %*

Schiess progression

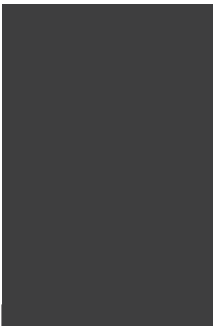*Blue 100 %*   *100 %*   *50 %*

3.2 COLOUR DEFINITIONS

Strict compliance with the specifications for the latest applications is required so that the appearance of the Schiessl colours is always reproduced identically in the various printing processes and applications.

The most closely corresponding colours were selected when assigning RAL and HKS colours.

	Pantone C/U*	Euroscale	HKS	RAL**	RGB	Web
	Pantone Process Cyan Coated	Cyan 100 %	HKS 47 K	220 60 40	R 0	# 00 9d e0
					G 157	
					B 224	
	Pantone Process Cyan Uncoated					
Blue						

* For coated (C) and uncoated (U) paper   *** RAL design colour fans*

	Pantone C/U*	Euroscale	HKS	RAL**	RGB	Web
	Pantone 425 C	Black 90 %	HKS 93 K	140 30 05	R 63	# 3f 3e 3e
					G 62	
	Pantone 426 U				B 62	
Grey						

* For coated (C) and uncoated (U) paper   *** RAL design colour fans*

3.3 TYPOGRAPHY

Another fixed item in Schiessl Corporate Design is consistent typography.

The house font Arial Narrow is distinctive for its wide distribution, outstanding legibility and timeless, individual, characteristic style.

Its prevalence also ensures that the appearance can be implemented without difficulty.

Times New Roman is used for continuous and bulk text. It is distinctive for good legibility and is also very widely available.

Arial may also be used as an additional font for continuous and bulk text in business correspondence.

Arial Narrow Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄËÖÜÁÇÔØ
abcdefghijklmnopqrstuvwxyzäëöüáçôø
1234567890 []{}(),.;:!?&ß-*@ƒ

Arial Narrow Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄËÖÜÁÇÔØ
abcdefghijklmnopqrstuvwxyzäëöüáçôø
1234567890 []{}(),.;:!?&ß-*@ƒ

Times New Roman Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄËÖÜÁÇÔØ
abcdefghijklmnopqrstuvwxyzäëöüáçôø
1234567890 []{}(),.;:!?&ß-*@ƒ

Times New Roman Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄËÖÜÁÇÔØ
abcdefghijklmnopqrstuvwxyzäëöüáçôø
1234567890 []{}(),.;:!?&ß-*@ƒ

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄËÖÜÁÇÔØ
abcdefghijklmnopqrstuvwxyzäëöüáçôø
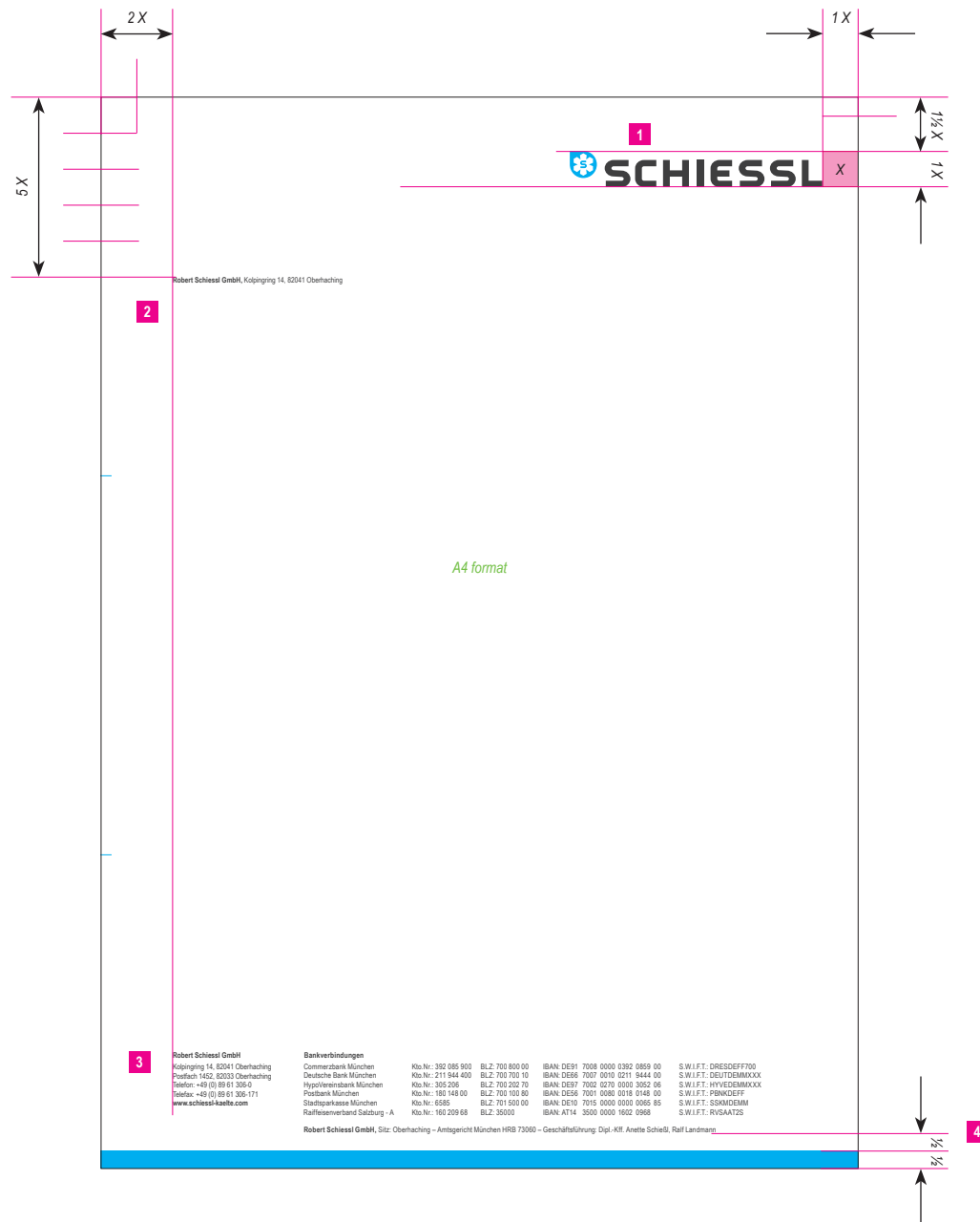1234567890 []{}(),.;:!?&ß-*@ƒ

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄËÖÜÁÇÔØ
abcdefghijklmnopqrstuvwxyzäëöüáçôø
1234567890 []{}(),.;:!?&ß-*@ƒ

4.1 LETTERHEAD

The letterhead is particularly important for creating a uniform appearance because the purpose of a letter is not merely to inform but its characteristic typeface and logo also represent the Schiessl brand and thus make a major contribution to brand recognition.

The fact that the logo is always positioned in the same place and the clear structure ensure that the uniform image is also maintained in written correspondence.

1 Logo: positioned top right, size 70 x 10 mm

2 Sender: right-justified positioning; Arial Narrow Bold and Arial Narrow, font size 6 pt

3 The footer: positioned bottom right; Arial Narrow Bold and Arial Narrow, font size 6 pt, lead 7.2 pt, text blocks left-justified

4 The finish: positioning of the bar bottom right, height ½ X

2 X

1 X

5 X

1½ X

1 X

1

SCHIESSL X

Robert Schiessl GmbH, Kolpingring 14, 82041 Oberhaching

2

A4 format

3

Robert Schiessl GmbH	**Bankverbindungen**				
Kolpingring 14, 82041 Oberhaching	Commerzbank München	Kto.Nr.: 392 085 900	BLZ: 700 800 00	IBAN: DE91 7008 0000 0392 0859 00	S.W.I.F.T.: DRESDEFF700
Postfach 1452, 82033 Oberhaching	Deutsche Bank München	Kto.Nr.: 211 944 400	BLZ: 700 700 10	IBAN: DE66 7007 0010 0211 9444 00	S.W.I.F.T.: DEUTDEMMXXX
Telefon: +49 (0) 89 61 306-0	HypoVereinsbank München	Kto.Nr.: 305 206	BLZ: 700 202 70	IBAN: DE97 7002 0270 0000 3052 06	S.W.I.F.T.: HYVEDEMMXXX
Telefax: +49 (0) 89 61 306-171	Postbank München	Kto.Nr.: 180 148 00	BLZ: 700 100 80	IBAN: DE56 7001 0080 0018 0148 00	S.W.I.F.T.: PBNKDEFF
www.schiessl-kaelte.com	Stadtsparkasse München	Kto.Nr.: 6585	BLZ: 701 500 00	IBAN: DE10 7015 0000 0000 0065 85	S.W.I.F.T.: SSKMDEMM
	Raiffeisenverband Salzburg - A	Kto.Nr.: 160 209 68	BLZ: 35000	IBAN: AT14 3500 0000 1602 0968	S.W.I.F.T.: RVSAAT2S

Robert Schiessl GmbH, Sitz: Oberhaching – Amtsgericht München HRB 73060 – Geschäftsführung: Dipl.-Kff. Anette Schießl, Ralf Landmann

4

½

½

4.2 CONTINUATION SHEET

The continuation sheet follows seamlessly from the letterhead but without the address line at the bottom or the sender at the top.

1 Logo: positioned top right, size 70 x 10 mm

2 The finish: positioning of the bar bottom right, height ½ X

1 X

1½ X

1 X

1

SCHIESSL *X*

A4 format

2

½

4.3 C5/6 ENVELOPE

Clear rules also apply to envelopes; because here, too, the consistently identical positioning of the logo and the clear structure of the design results in a uniform and recognisable appearance.
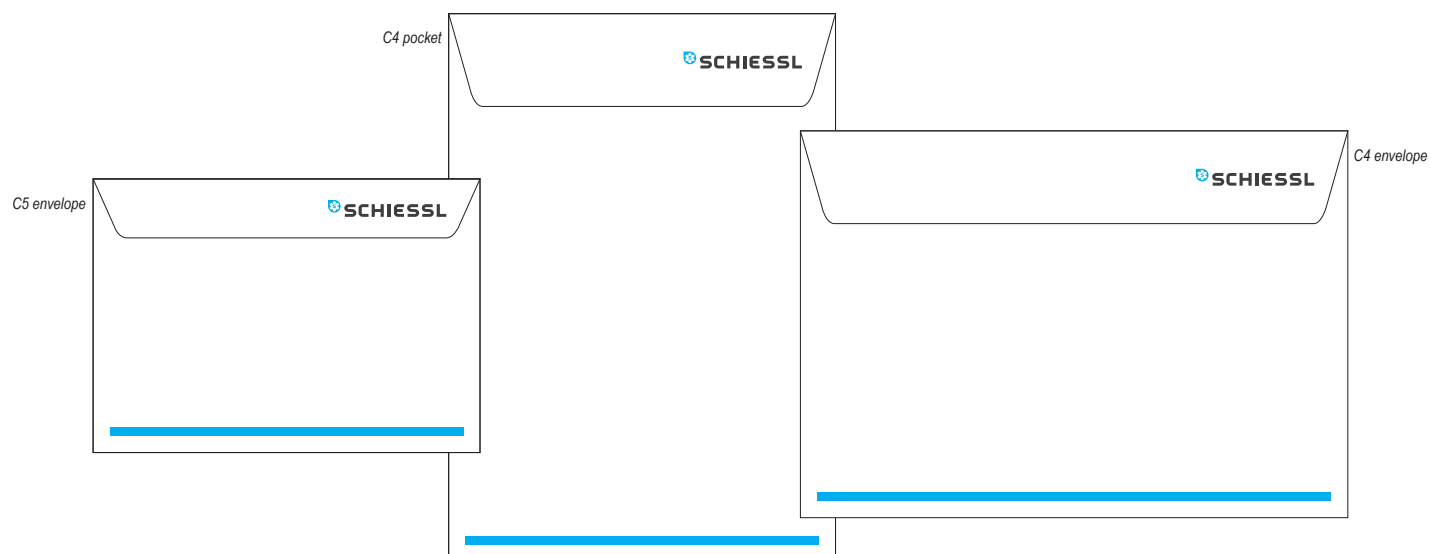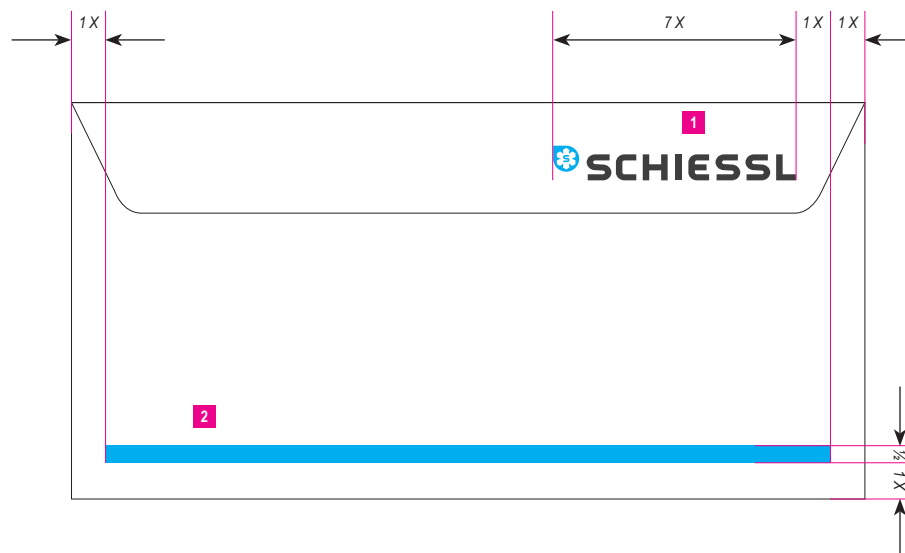
No design is placed on the front for postal reasons. Instead, the branding is undertaken on the back of the envelope.

Logo size: 70 x 10 mm

1 Logo: positioned top right on the flap, distance from right margin may be adjusted depending on the flap.

2 The bottom bar creates a visual finish. Height ½ X

Note: All other envelope sizes are designed according to the same principle.

1 X

7 X

1 X   1 X

1 SCHIESSL

2

½ 1 X

C4 pocket

SCHIESSL

C4 envelope

C5 envelope

SCHIESSL

SCHIESSL

4.4 SPECIAL FORM BUSINESS CARD

The advertising material that will probably be most used. And the one that is also usually the first personal contact with the company.

This special position is why we are using a slightly different design for this medium and presenting it separately here.

Printed on 300 g Creato board, matte laminated finish!

BACK:

1 Logo: positioned top right in a white field, size 42 x 6 mm
This gives a height of 12 mm for the white field.

2 Progression: colour progression from left to right, blue 100 % to blue 50 %
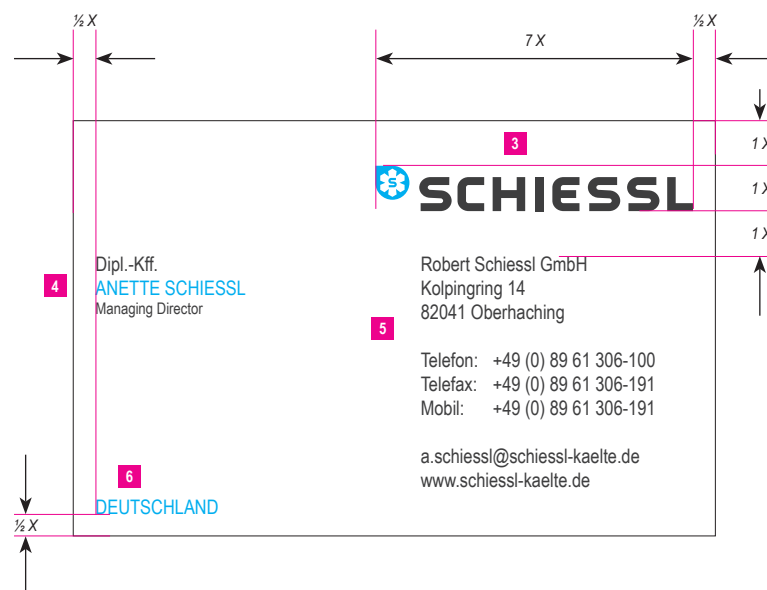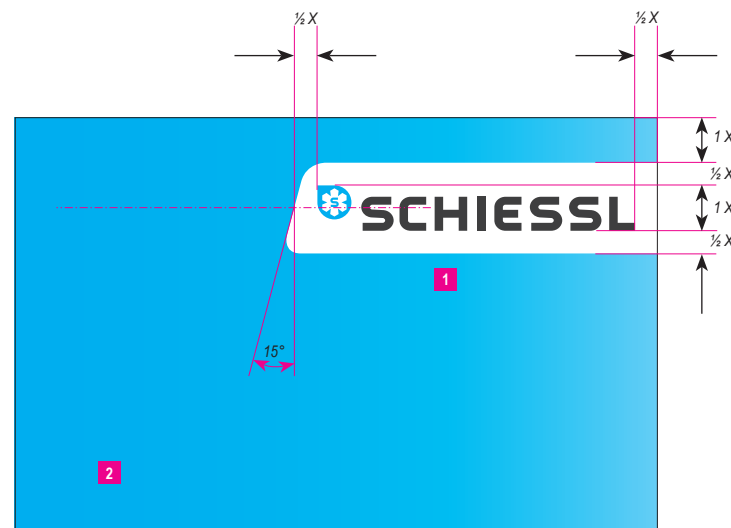
FRONT:

3 Logo: positioned top right, size 42 x 6 mm

4 The name line: positioned left; academic qualifications: Arial Narrow 7.5 pt; Name: Arial Narrow, 7.5 pt, upper case letters; position: Arial Narrow 6 pt

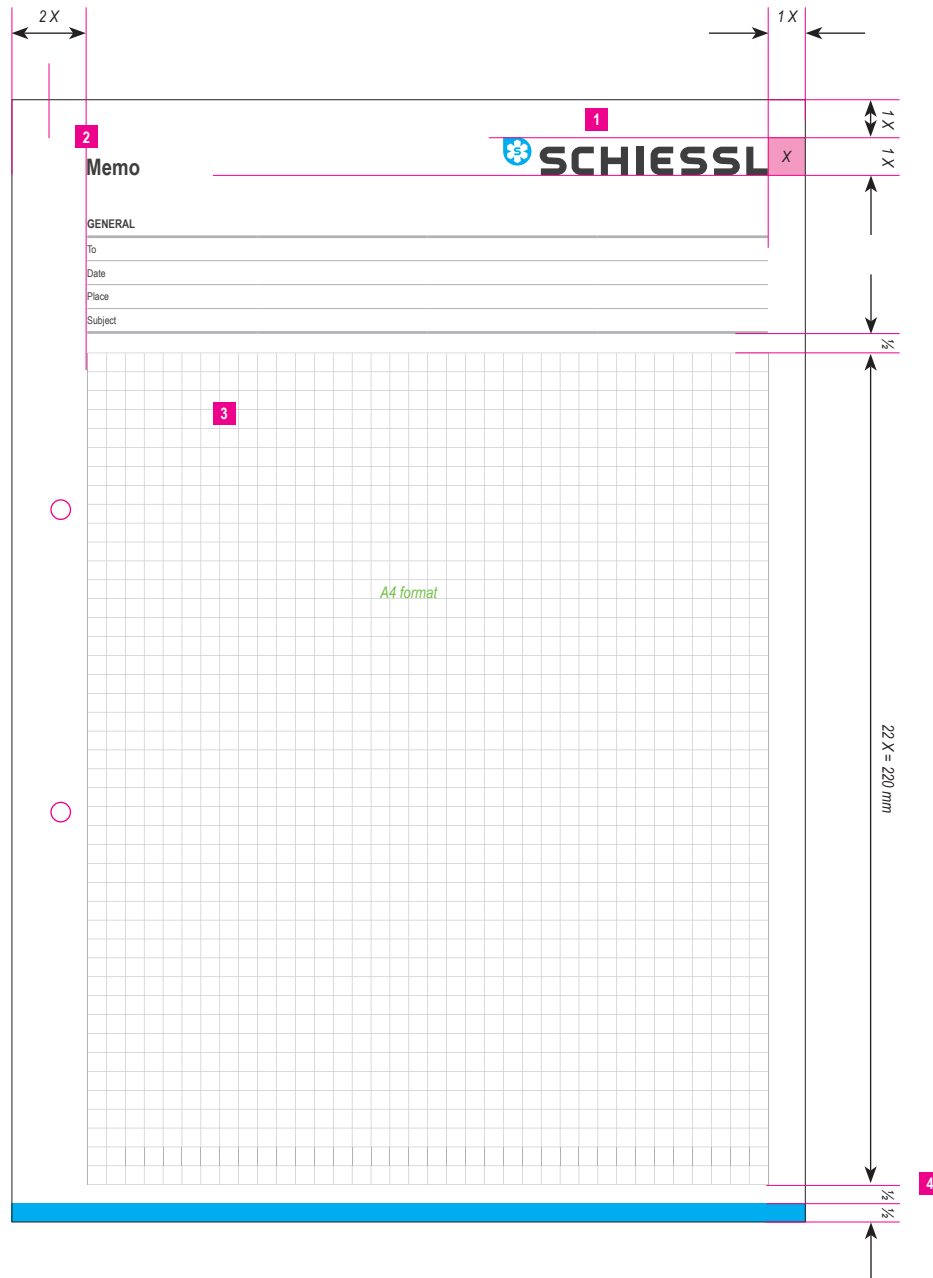**5** The address line: positioned right, Arial Narrow, 7.5 pt; lead 9 pt, left-justified

6 The country identifier: positioned bottom left, Arial Narrow, 7.5 pt, left-justified

½ X   ½ X

1 X
½ X
1 X
½ X

1

15°

2

½ X   7 X   ½ X

3   1 X

1 X

1 X

Dipl.-Kff.
4   ANETTE SCHIESSL
Managing Director

Robert Schiessl GmbH
Kolpingring 14
82041 Oberhaching

5

Telefon: +49 (0) 89 61 306-100
Telefax: +49 (0) 89 61 306-191
Mobil: +49 (0) 89 61 306-191

a.schiessl@schiessl-kaelte.de
www.schiessl-kaelte.de

6   DEUTSCHLAND

½ X

SCHIESSL

5.1 MEMO

The design of the A4 memo follows the same
simple ground rules as the basic equipment.

1 Logo: positioned top right, size 70 x 10 mm

2 The title is left-justified and positioned on
the same base line as the logo, Arial Narrow
Bold, 17 pt
The lettering that follows below is set in
9 pt Arial Narrow Bold and 8 pt Arial Narrow
Regular respectively.

3 The field for the memo itself is aligned with
the bottom bar. The size of the squared grid
corresponds to half the height of the logo,
i.e. ½ X = 5 mm

4 The finish: positioning of the bar bottom
right, height ½ X. Distance from squared
grid also ½ X

2 X

1 X

1

2

Memo

GENERAL

To

Date

Place

Subject

SCHIESSL

X

1 X

1 X

½

3

A4 format

*22 X = 220 mm*

4

½ *½*

A5 NOTE PAD

The note pad in A5 format also follows
the principles already described. The only
difference is that the size of the squares
here is not defined from the logo height but
corresponds to the conventional standard grid
of 5 mm.

1 Logo: positioned top right, size 49 x 7 mm

2 The finish: positioning of the bar bottom
right, height ½ X

3 X

1 X

1

1

www.schiessl-kaelte.com

SCHIESSL X

1 X

1 X

A5 format

2

1 X
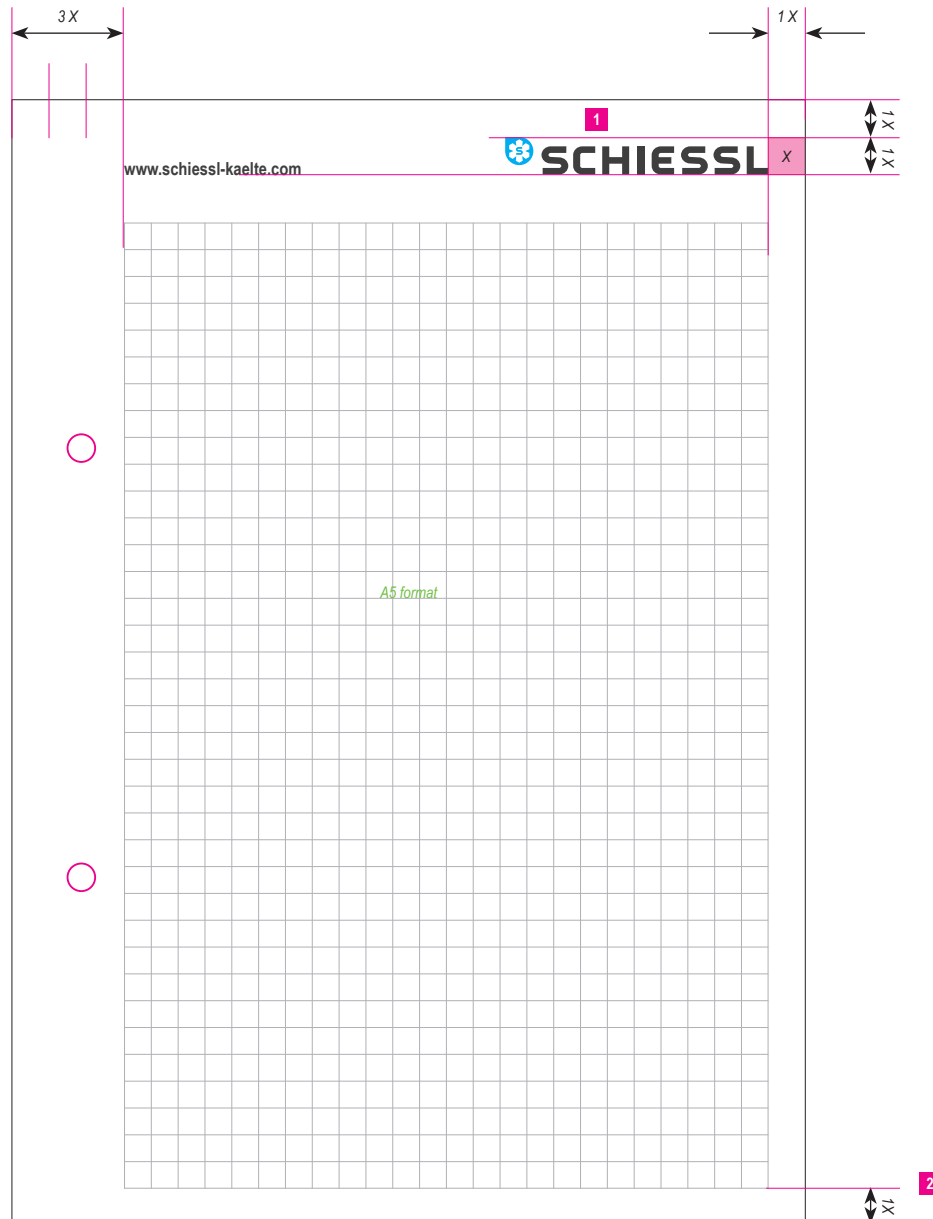
5.3 CONTINUOUS ADHESIVE TAPE

The prescribed white space has been deliberately reduced on the adhesive tape to allow for better visibility and legibility of the logo.

The alternation with the website address creates a communications tool with an additional function.