# SCHIESSL

Styleguide

# INDEX

**Your professional in the field of refrigeration and air conditioning**

# THE INTRODUCTION

**SCHIESSL**

## THE PREFACE

The international competition to attract the attention of customers puts the appearance of our company in a central role. Our corporate image is the basis for distinctiveness. It is based on consistent strategic communication and allows Schiessl to stand out from the crowd and appear on the market as a recognizably established and strong brand.

The values behind Schiessl, the consistent attitude and the focus on the high goals we have set ourselves have made the company an unmistakable brand. This CD manual reflects our standards, principles and visual guidelines on the international stage. It is like a tutorial font for increasing the effectiveness of all corporate activities. It creates a uniform identity, credibility and continuity. Logo, color and image merge into a single unit, a large whole with a high recognition value - without contradiction and visually comprehensible.

The basis for Schiessl's uniform corporate image on the global market is the application of the guidelines presented here. They are binding for all communication measures.

I wish us all every success with this.

Sabine Schießl

## THE CORE VALUES

Companies are like people: they grow, develop a personality, an attitude, define values and goals for themselves. The interplay of all these factors forms their core values. And thus the way they communicate and how they are perceived and appreciated as a "personality" among many others.

The more uniform this appearance is, the more confident and cousistent it is, the greater the trust that the counterpart places in the company. And it is this trust that makes Schiessl a strong brand.

The present corporate design is designed to establish binding principles that leave enough room to serve all communication channels. It is intended to define a basic intention that leaves room for maneuver, that allows for freedom - and that is precisely why it unalterably ensures that we speak a communicative language worldwide.

# THE LOGO

## THE BASIC VERSION

The logo forms the heart of our new appearance. It consists of two elements that together form a unit: the lettering "SCHIESSL" and the "drop" with integrated ice crystal and the letter "S". In combination, the "SCHIESSL drop".

The logo is used as a graphic symbol only in the specified form as a word-picture mark. It is not permitted to use the two logo components individually. The SCHIESSL logo may not be distorted, cropped, rotated, skewed or otherwise distorted.

Other ways of depicting the logo are in black and white or as a solid in black.

The SCHIESSL logo is always on white.

## THE PROPORTION

The SCHIESSL logo is built in a clear ratio. The unit of measurement X is derived from the height of the entire logo. The total width takes up 7 x X. The ratio is therefore 7 to 1 (length to height).

Both the font height and the height of the signet can be determined from the value X and take ¾ X of its. The distance and offset of the signet from the lettering are ¼ X.
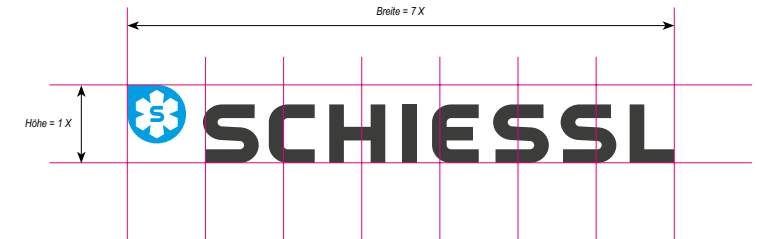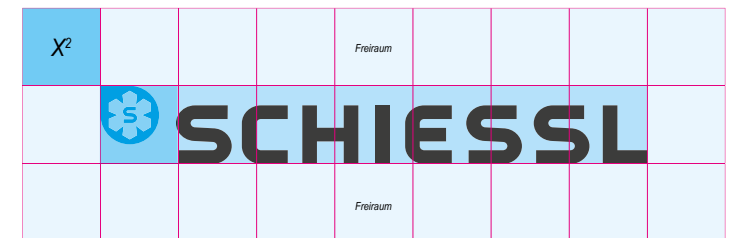
## THE BLANK SPACE

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

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

The distance to the edge also corresponds to the prescribed free space.

The logo with the swosh may only be placed by marketing.
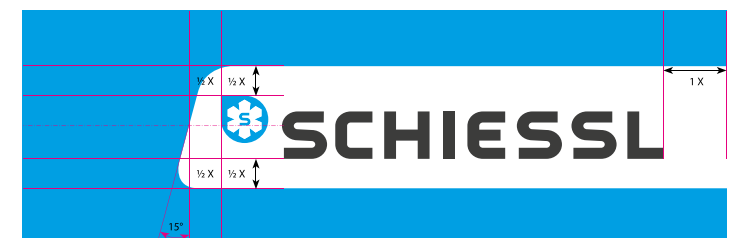
# USE OF THE LOGO

In principle, the logo is displayed on a white background. In exceptional cases, the logo may also be on a very light background. In this case, however, it must be noted that the interior of the drop is always white.

Under no circumstances may the SCHIESSL logo be placed on a dark or colored background or the lettering be displayed in white.

Swapping the elements with each other and distorting the logo are also not permitted!

# THE COLORS

## THE COLOR DEFINITION

The colors of SCHIESSL are a powerful blue and a technical gray. These colors must be used in all SCHIESSL colored printed materials.

**BLUE**
Stands for the core business of SCHIESSL, refrigeration technology. Blue is a cool, fresh color. It conveys a cool, yet personal room climate. Blue also stands for intellectual openness, freedom and honesty. The color appears predominantly in the brand mark (signet), in titles and in headlines. Together with its tonal values, however, it also forms the base tone in the design.

**GRAY**
Is a neutral inconspicuous color.
It stands for maturity, technical experience, objectivity, willingness to compromise and wisdom. Gray looks elegant, serious and creates distance. The technical gray appears only in the lettering. However, it can also be used as a design color, but then very sparingly and never flat.



| COLOR | CMYK | HKS | RGB | WEB | RAL** | PANTONE C/U* |
|-------|------|-----|-----|-----|-------|--------------|
| 🔵 | 100 \| 0 \| 0 \| 0 | HKS 47 K | 0 \| 159 \| 227 | #009fe3 | 220 60 40 | Pantone Process Cyan Coated<br>Pantone Process Cyan Uncoated |
| ⚫ | 0 \| 0 \| 0 \| 90 | HKS 93 K | 61 \| 61 \| 61 | #3d3d3d | 140 30 05 | Pantone 425 C<br>Pantone 426 U |

\* For coated (C) and uncoated (U) papers      \*\* RAL design fan

# TYPOGRAPHY

## FONTS

Text of all kinds is always written in HTML-formatted system fonts and not used as graphics.

With the @fonts-face rule in CSS3, any font can now be used on websites.

At SCHIESSL the house font is Arial Regular or **Arial Bold.**

Helvetica Neue LT Pro (Family)
Well suited for print media such as net price lists and catalogs.

The trademark **"SCHIESSL"** is always written as one word in capital letters.

## THE SPELLING OF SCHIESSL

The spelling of SCHIESSL should be written as follows:

**SCHIESSL** (in the text)

**mySCHIESSL**

**mySCHIESSL Card**

**mySCHIESSL TOP 12**

**Schiessl** (only for the address: Robert Schiessl GmbH)

**Schießl** (only use as a last name)

### Arial (Family)

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜß
abcdefghijklmnopqrstuvwxyzäöüß
1234567890!-?%€@

### Helvetica Neue LT Prorow (Family)

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜß
abcdefghijklmnopqrstuvwxyzäöüß
1234567890!-?%€@

# TABLES

Tables can be presented in different ways. In general, the clarity of the information to be transmitted should always be in the foreground.

The individual rows or columns should only have contours. Only colors from the SCHIESSL color palette should be used.

As an additional separating element, gray: **#878787** or **0/0/0/50** CMYK with **0.5** pixel lines can be used.

For the contents of the tables, the same specifications apply as for normal copy text (continuous text).

# BULLET POINTS

The bullet points are squared and colored.
Color value: **#009de0** or **100/0/0/0** CMYK.

## SCHIESSL

| COLOR | CMYK | HKS | RGB | WEB | RAL** | PANTONE C/U* |
|-------|------|-----|-----|-----|-------|--------------|
| ● | 100 \| 0 \| 0 \| 0 | HKS 47 K | 0 \| 159 \| 227 | #009fe3 | 220 60 40 | Pantone Process Cyan Coated<br>Pantone Process Cyan Uncoated |
| ● | 0 \| 0 \| 0 \| 90 | HKS 93 K | 61 \| 61 \| 61 | #3d3d3d | 140 30 05 | Pantone 425 C<br>Pantone 426 U |

**Features**

- Cooling
- Heating
- Ventilate 3 levels
- Dryer function
- Natural refrigerant R290
- Memory
- Time / Comfort mode
- Remote control
- Motorized flap
- Certified safety

# ICONS

These icons can be used for all SCHIESSL media.

SCHIESSL

# THE LETTERHEAD

For a consistent appearance, the letterhead holds particular significance. Letters not only provide information, but also represent the Schiessl brand with their characteristic typeface and logo, thus making a significant contribution to recognition.

The consistent positioning of the logo and the clear structure of the layout ensure a uniform appearance, ever in correspondence.

**1** Logo: Placement top right, size 52 x 7 mm

**2** Sender: Placement right-aligned Arial Regular and Arial Bold, font size 6 pt.

**3** Footer: Placement bottom right; Arial Regular and Arial Bold, font size 6 pt, bleed-through 7.2 pt, text blocks left-aligned

## The continuation sheet

**4** The continuation sheet seamlessly follows the letterhead, without the address line at the bottom and the sender at the top.

**5** Logo: Placement top right, size 52 x 7 mm

**Format DIN A4 Letterhead**

**Format DIN A4 Letterhead**
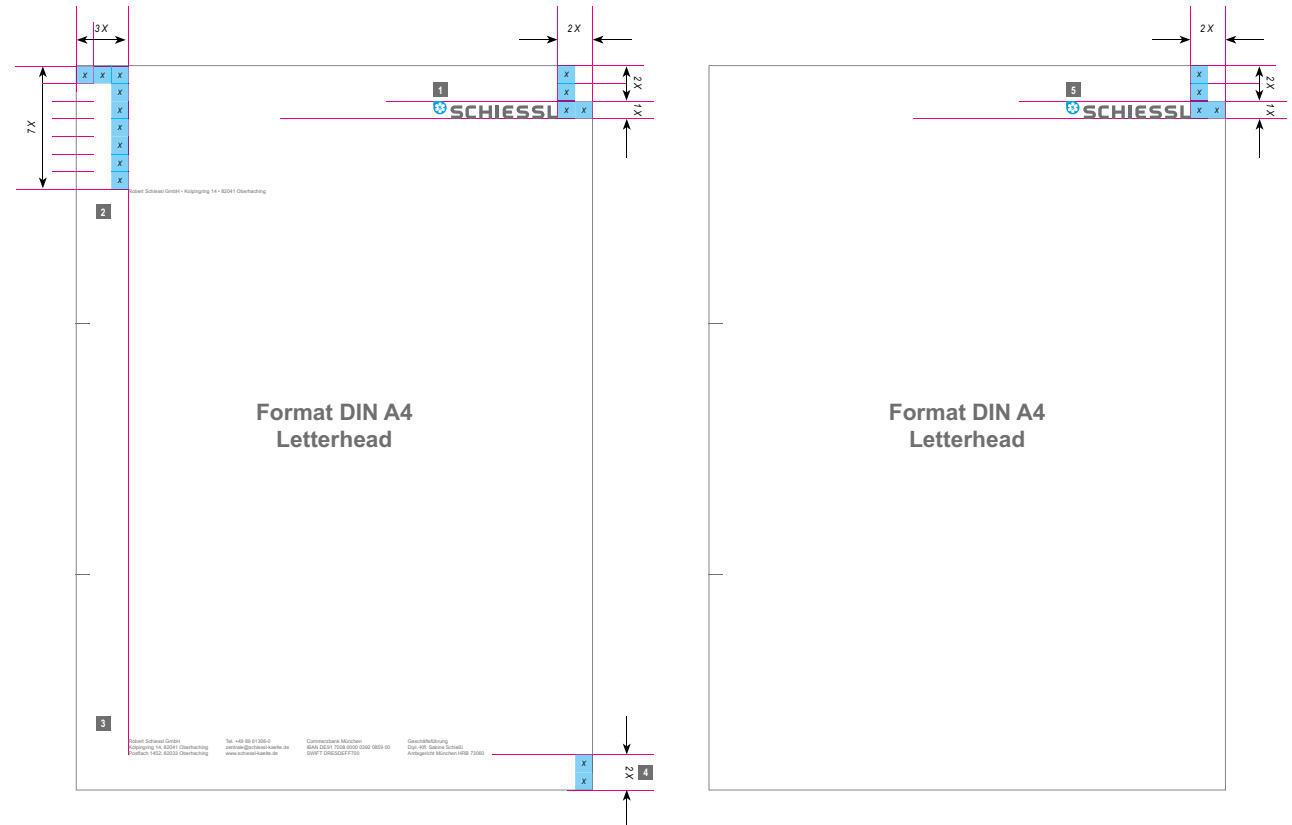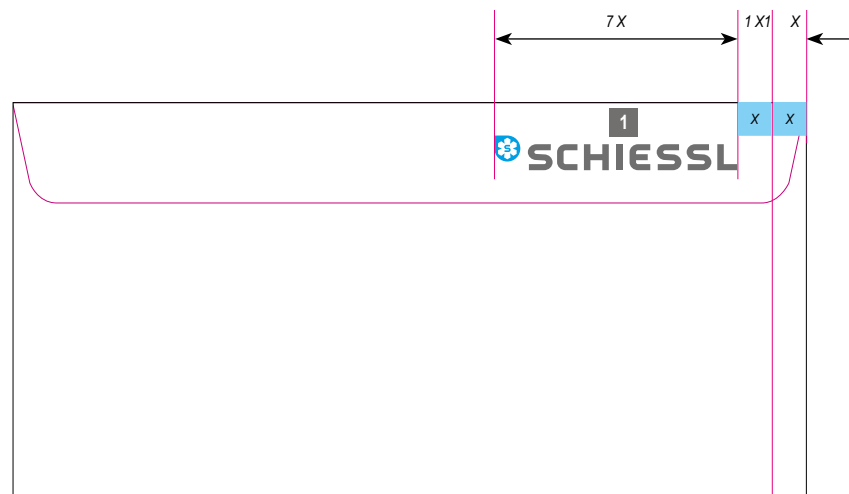
# ENVELOPE

## THE C5/6 ENVELOPE

Clear rules also apply to envelopes. Here, too, the consistent positioning of the logo and the clear structure of the design result in a uniform and recognizable appearance.

For postal reasons, there is no design on the front. Instead, the branding takes place on the back of the envelope.
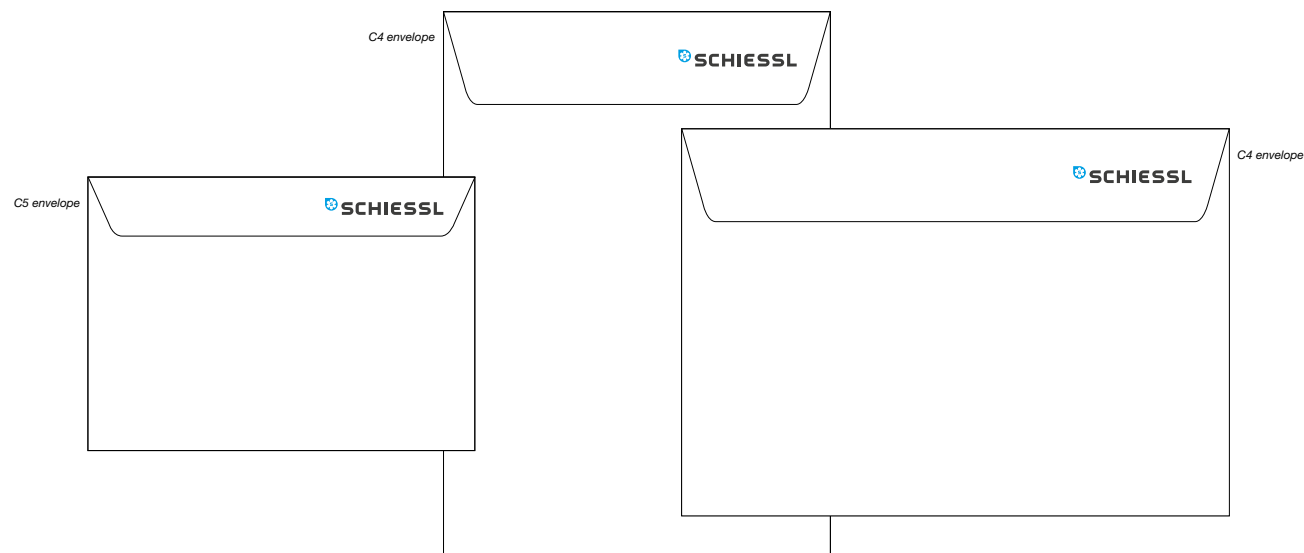
Logo size: 70 x 10 mm

## THE C4 ENVELOPE

Logo size: 70 x 10 mm

**1**  Logo: Placement on the top right of the tab, distance from the right edge can be adjusted to the tab.

Note: All other DIN formats are designed according to the same principle.

*7 X*  *1 X1*  *X*

**1**  *x*  *x*

SCHIESSL

*C4 envelope*

SCHIESSL

*C4 envelope*

SCHIESSL

*C5 envelope*

SCHIESSL

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# BUSINESSCARDS

The advertising medium that will perhaps be used most often, is usually also the first personal contact with the company.

Given this special status, we therefore also approach this medium with a slightly different design and list them separately here.

Printed on cardboard 400 g image printing matt
Format: Landscape format 8.5 x 5.5 cm
Finishing: Soft-feel double-sided foil-laminated matt
Coloring: 4/4-color

**Front**

**1** Logo: Placement top left in white field,
logo size 40 mm wide

**2** Name line: Placement on left,
Name: Arial Bold, 11 pt
Function name: Arial Regular, 7 pt

**3** The address line: Placement left, Arial Regular, 7 pt,
bleed-through 9 pt, left-justified

**Back side**

**4** Logo: placement center top, size 54 mm wide.

**5** QR code: Placement center, size 18.5 x 18.5 mm

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**SCHIESSL**

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**SCHIESSL**

# MEMO

**SCHIESSL**

The design of A4 Memo, follows the same simple basic rules as the basic design.

**1** Logo: Placement on the top right,
size 70 x 10 mm

**2** The title is left-aligned on the same baseline as the logo,
Arial Narrow Bold, 17 pt

The caption below is set in 9 pt Arial Barrow Bold or 8 pt Arial Narrow Regular.

**3** The field for notes is aligned with the bar. The size of the check grid is half the height of the logo, i.e. ½ X = 5 mm



*2 X*

*1 X*

*1 X*

*1 X*

**2**

**Gesprächsnotiz**

**1**

X

**SCHIESSL**

**ALLGEMEINES**

Teilnehmer

Datum

Ort

Betreff

½

**3**

*Format DIN A4*

*22 X = 220 mm*

# A5 NOTEPAD

The notepad in A5 format also follows the principles already described. Only the size of the check is not defined by the logo height, but corresponds to the common standard grid of 5 mm.

**1** Logo: Placement on the top right, size 49 x 7 mm

**2** The finish: placement of the bar bottom right, height ½ X
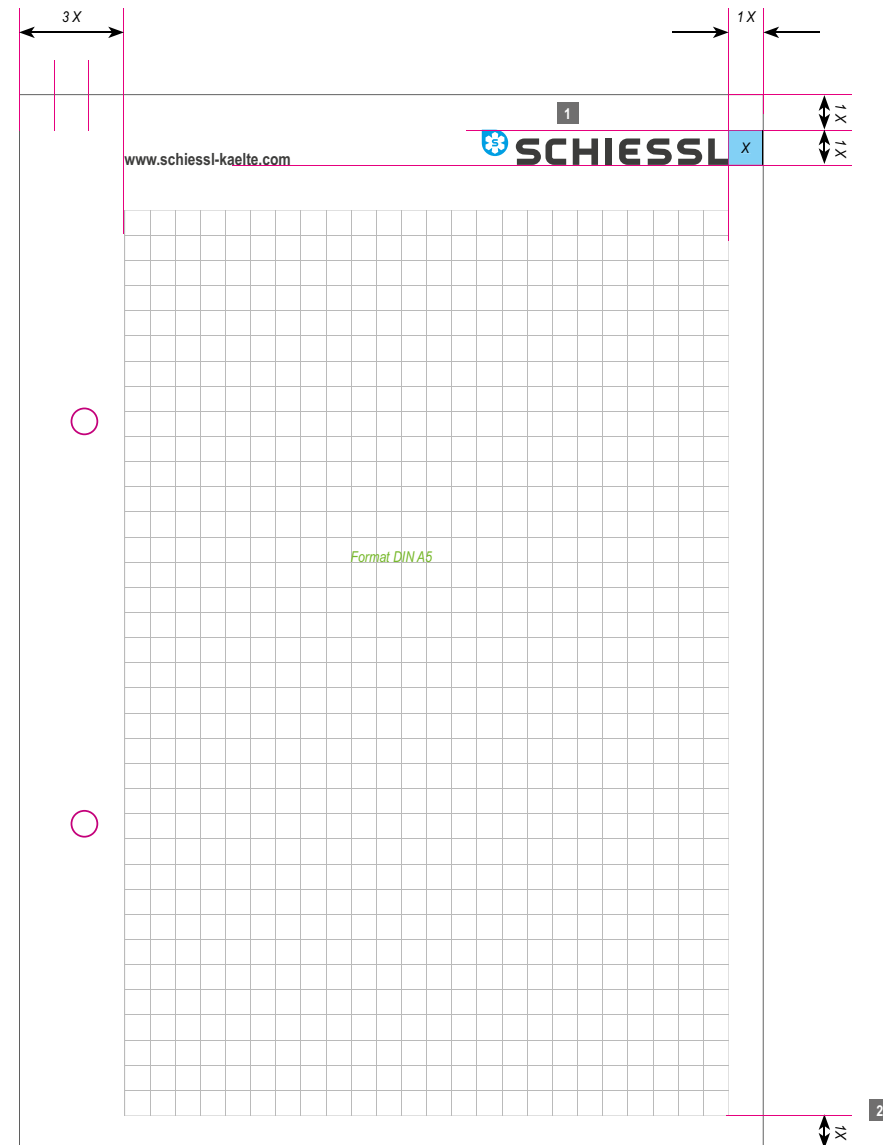
# BACKGROUND

## CONCRETE BACKGROUND

Can be used as background for promotions, news and print media.

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