



**SAL**

SILICON AUSTRIA LABS

# **corporate design manual**

February 2019

## THIS IS IT!

It's all in your hands now. A logo and Corporate Design give your company "personality". Ideally, your communication should leave a consistent, positive and lasting impression. The uniform appearance helps your customers to identify your company—and your employees to identify with it.

For maximum benefits, we recommend you apply a healthy measure of consistency in the use of your logo. Everything that you and other people who will be working with your logo need to know about how to put it to use is summed up in this CD manual. Enjoy this useful tool and make it one of the foundations of your work.

### LOGO USAGE:

#### OFFICE – WEB

for Office programmes like Word, PowerPoint, etc. and the web

- Logo Farbe RGB

The images are stored as \*.jpg and \*.png with 300 dpi ("large" variant) and 72 dpi ("small" variant) and as \*.svg.

#### PRINT

for forms, folders, signs, advertising material, etc.

- Logo in colour CMYK
- Logo in greyscale CMYK
- Logo in negative/white CMYK
- Logo in spot colour
- Logo in black CMYK

The data are stored as \*.eps (Adobe Illustrator Version 8)

## LOGO COLOURS



#### CMYK

Cyan	100%
Magenta	0%
Yellow	45%
Black	0%

#### SPOT COLOUR

HKS 51 K  
Pantone 7716 C

RAL 5021

**Greyscale**  
40 % Black

#### RGB

R 0  
G 155  
B 155

#### HTML

#009a9b



#### CMYK

Cyan	0%
Magenta	0%
Yellow	0%
Black	70%

#### SPOT COLOUR

HKS 92 K  
Pantone Cool Gray 10 C

RAL 7037

**Greyscale**  
70 % Black

#### RGB

R 112  
G 111  
B 111

#### HTML

#706f6f



#### CMYK

Cyan	0%
Magenta	0%
Yellow	0%
Black	40%

#### SPOT COLOUR

Pantone Cool Gray 6 C

RAL 7038

**Greyscale**  
40 % Black

#### RGB

R 178  
G 178  
B 178

#### HTML

#b2b2b2

## LOGO DESIGN



Logo element  
cube

Geometric  
sans-serif font

**Minimum height: 10 mm**  
A minimum logo height of  
10 mm should always be  
maintained.



## LOGO VARIANTS

**Colour variant (CMYK/  
spot colour = RAL or  
HKS/Pantone)**  
for forms, folders,  
advertising material etc.



**Greyscale variant**  
for fax templates etc.



**B/W variant**  
for B/W Office printouts,  
stamps, engravings etc.



**Negative variant**  
As shown here, the  
logo can also be used  
on backgrounds in the  
colours of the CD.



**Negative variant white**  
As shown here, the logo  
can also be used on  
backgrounds featuring  
the defined imagery.



## POSITION

### Protected space

To achieve its optimal effect, the logo should always be surrounded by a protected space. No other graphical elements or printed characters may be placed inside this protected space. The size of the protected zone is calculated using the height of the cube.



## TYPOGRAPHY

### Print

For use in printed media (brochures, folders, posters, etc.)

#### Gibson Bold

Gibson Regular

Gibson Light

**Ut autem re veles dit  
repelibus doluptatum  
etusand omnis num  
lant.**

Ut autem re veles dit  
repelibus doluptatum  
etusand omnis num lant.

Ut autem re veles dit  
repelibus doluptatum  
etusand omnis num lant.

### Web

For use on the corporate website

#### Open Sans

Ut autem re veles dit  
repelibus doluptatum  
etusand omnis num lant.

Ut autem re veles dit  
repelibus doluptatum  
etusand omnis num lant.

### Office

For use in Office programmes like Word, PowerPoint, etc.

#### Arial Black

Arial Regular

**Ut autem re veles dit  
repelibus doluptatum  
etusand omnis num.**

Ut autem re veles dit  
repelibus doluptatum  
etusand omnis num lant.

<sup>1</sup>The licences required for the use of this font can be purchased at <https://www.myfonts.com/fonts/canadatyping/gibson/>

# CORPORATE PRINT MATERIALS

## Business cards



## Envelopes



## Stamps



# CORPORATE PRINT MATERIALS

## Letter paper




# POWERPOINT TEMPLATE


## FONT


**Arial Black**


Arial Regulal


## COLORS


 38/38/38  
Black


 255/255/255  
White


 0/155/155  
Turquoise

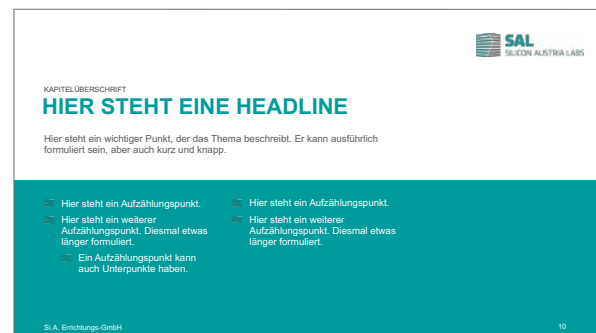
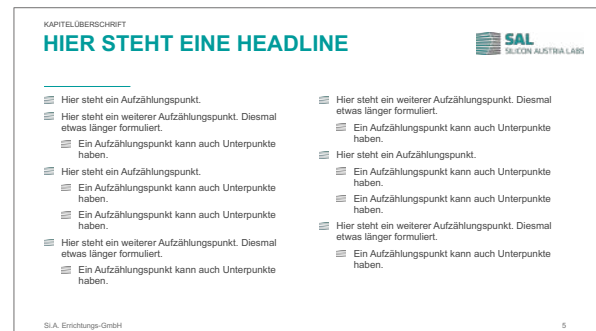
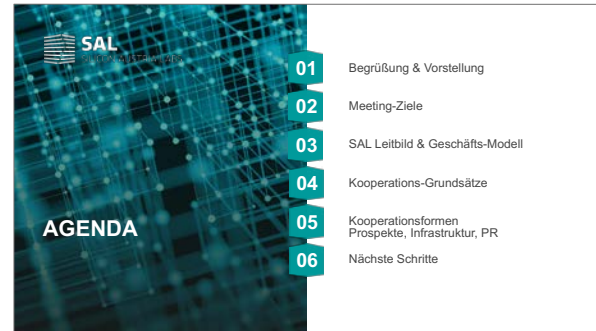
 203/222/222  
Middle Turquoise

 231/239/239  
Light Turquoise

 165/165/165  
Dark Grey

 191/191/191  
Grey

 216/216/216  
Light Grey



# ADVERTISING MATERIAL

Poster A1

**SAL**  
SILICON AUSTRIA LABS

**Sensor Systems**

**RF Systems**

**Power Electronics**

**System Integration**

UNLOCK YOUR TALENTS. UNLEASH YOUR IDEAS.

## unfold the future.

Silicon Austria Labs (SAL) is on the way to become a top European research center for electronic based systems (EBS). In the network of science and industry, SAL is laying the basis for groundbreaking research. **Together we can unfold the future.**

**Unfold yourself**   
silicon-austria-labs.com/career

**Graz**  
Campus TU Graz  
Inffeldgasse 25F  
8010 Graz, Austria

**Villach**  
High Tech Campus Villach  
Europaweg 12  
9524 Villach, Austria

**Linz**  
Science Park 1  
Altenberger Straße 69  
4040 Linz, Austria

# ADVERTISING MATERIAL

Flyer A6

**SAL**  
SILICON AUSTRIA LABS

## unfold the future.

silicon-austria-labs.com

**SAL**  
SILICON AUSTRIA LABS

**Sensor Systems**

**RF Systems**

**Power Electronics**

**System Integration**

UNLOCK YOUR TALENTS.  
UNLEASH YOUR IDEAS.

Silicon Austria Labs (SAL) is on the way to become a top European research center for electronic based systems (EBS). In the network of science and industry, SAL is laying the basis for groundbreaking research. **Together we can unfold the future.**

**Unfold yourself**   
silicon-austria-labs.com/career

**Graz**  
Campus TU Graz  
Inffeldgasse 25F  
8010 Graz, Austria

**Villach**  
High Tech Campus Villach  
Europaweg 12  
9524 Villach, Austria

**Linz**  
Science Park 1  
Altenberger Straße 69  
4040 Linz, Austria

# EMPLOYER BRANDING

## Job advertisement



## power your research.



Position im Bereich  
Sensor Systems

Werden Sie Teil von Silicon Austria Labs (SAL) – das Spitzenforschungszentrum für elektronikbasierte Systeme (EBS). Unfold the future, unfold yourself.

Im Netzwerk von Wissenschaft und Wirtschaft bietet das Zentrum Forschung in vier zukunftsweisenden Bereichen: Sensor Systems, RF Systems, Power Electronics und System Integration.  
**SAL – a great place to research.**

## Head of Research Unit

**POWER ELECTRONICS** (m/w)  
Standort Vilsbiburg, Europastraße 12

**AUFGABEN**

- Aufbau eines Teams zur Erforschung neuer, innovativer Lösungen in der Leistungselektronik
- Durchführung von Projekten gemeinsam mit Partnern aus Wissenschaft und Industrie
- Entwicklung, Modellierung und Simulation von neuen Konzepten sowie Aufbau von entsprechenden Prototypen inkl. Validierung
- Erarbeitung neuer Methoden zur Optimierung von Leistungselektronischen Systemen
- Betreuung von Studierenden
- Verlassen wissenschaftlicher Publikationen und Teilnahme an Konferenzen

**SIE BIETEN**


- Abgeschl. Studium (PhD) Elektrotechnik/Elektronik
- Erfahrung in der Konzeption, Simulation, Aufbau und Validierung von leistungselektronischen Schaltungen (mind. 5 Jahre)
- Fundiertes Wissen zu state-of-the-art Technologien/Entwicklungen im Bereich Leistungselektronik
- Mehrjährige Erfahrung in der Planung und der Durchführung von Forschungsprojekten mit wissenschaftlichen/innovativen Zielen im Bereich der Leistungselektronik
- Selbstständiger Arbeitsstil, team- und zielorientiert
- Gute Deutsch- und Englischkenntnisse


**WIR BIETEN**





- In einem internationalen Umfeld eröffnen wir Ihnen die Möglichkeit, Prozesse nachhaltig mitzugestalten und eigenständig umzusetzen. Somit erwartet Sie ein vielfältiges Tätigkeitsprofil, bei dem Sie die Innovationen von morgen mitgestalten.
- In Abhängigkeit Ihrer Erfahrung und Qualifikationen bieten wir Ihnen ein Gehalt ab € 59.000 brutto/Jahr.

Jetzt bewerben: [career@silicon-austria.com](mailto:career@silicon-austria.com)

# EMPLOYER BRANDING





-  Sensor Systems
-  RF Systems
-  Power Electronics
-  System Integration

## power your research.

Become part of Silicon Austria Labs (SAL) – the top research center for electronic based systems (EBS). Unfold the future, unfold yourself.

In the network of science and industry, the center offers research in four pioneering divisions: Sensor Systems, RF Systems, Power Electronics and System Integration.  
**SAL – a great place to research.**

**01**

**mmWave Lab** for sensing and communications

System Engineering for:

- RF Comms & Radar (Physical Layer)
- RF and Mixed-Signal Circuit Design
- Signal Processing and DSP FW
- Radar & RF Frontend HW Design
- RF Test & Measurement

**02**

**Wireless Sensor & Actuator Communication Networks** for IOT and Cyber Physical Systems

System Engineering for:

- Wireless Communications & Protocols (L1-3)
- Embedded Realtime SW design
- Micro-controller and VHDL programming
- Security & Safety, Edge computing

**03**

**Machine Learning Lab** for intelligent sensor data processing and embedded AI

System Engineering for:

- Machine Learning
- Data Science
- Analog and Digital Circuit Design
- Neuromorphic Computing
- Signal Processing and Sensor Fusion
- Embedded SW

Apply now: [career@silicon-austria.com](mailto:career@silicon-austria.com)



## ICONS DIVISIONS



Sensor Systems



RF Systems



Power Electronics



System Integration

# CREATING EXCELLENCE

Great Ideas.  
All Channels.  
Perfectly done.

© RUBIKON  
WERBEAGENTUR

8010 Graz, Austria  
Leechgasse 25  
T 0316-831444-0  
F 0316-831444-20  
E: [rubikon@rubikon.at](mailto:rubikon@rubikon.at)