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 progammes 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.

[1] The licences required for the use of this font can be purchased at https://www.myfonts.com/fonts/canadatype/gibson/

CORPORATE PRINT MATERIALS

Business cards

Envelopes

Stamps

CORPORATE PRINT MATERIALS

Letter paper

POWERPOINT TEMPLATE

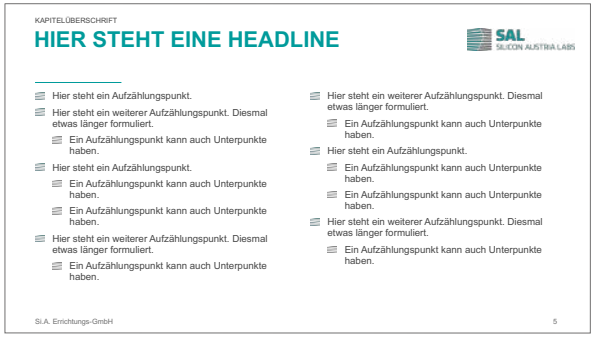
FONT

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

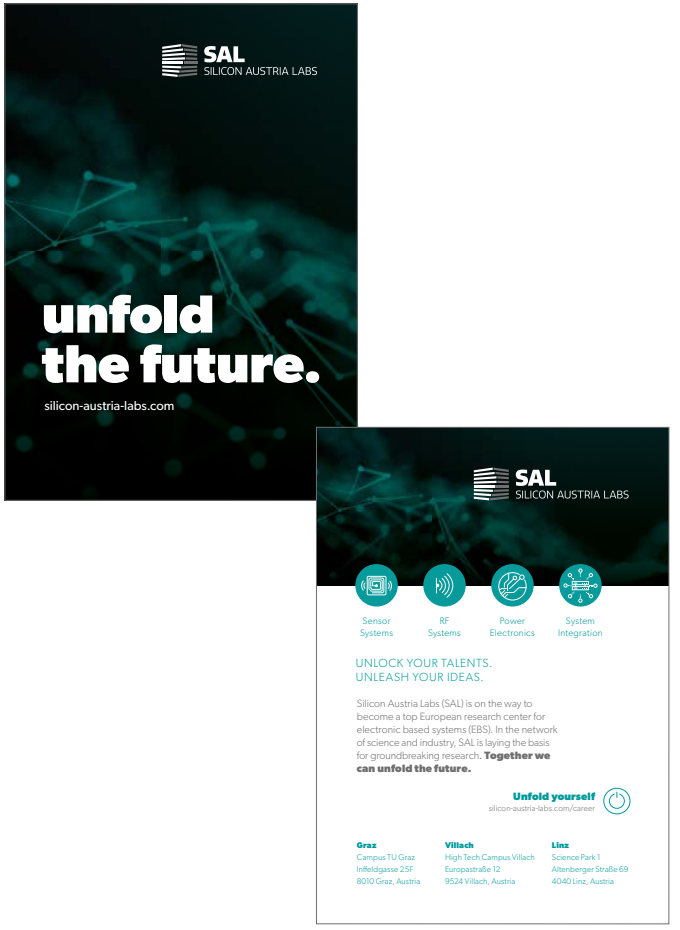


ADVERTISING MATERIAL

Poster A1

ADVERTISING MATERIAL

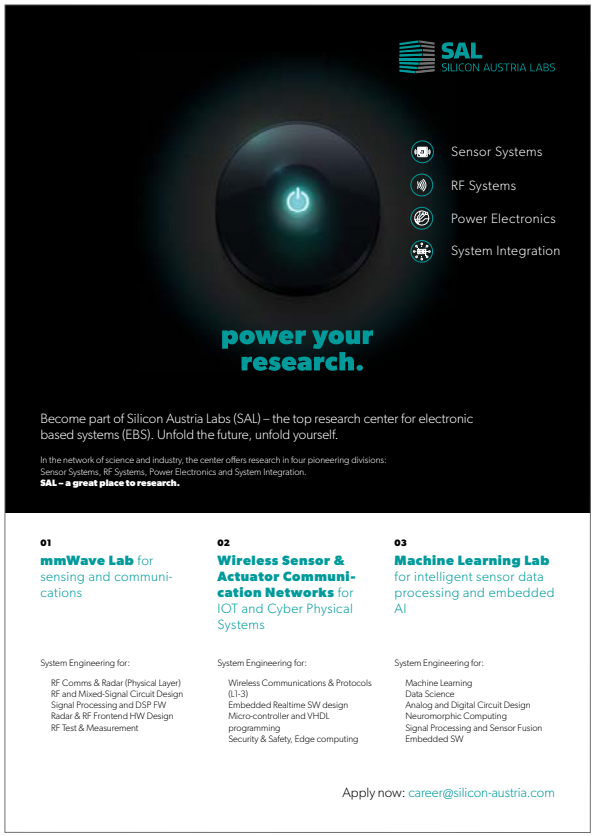
Flyer A6



EMPLOYER BRANDING

Job advertisement

EMPLOYER BRANDING



ICONS DIVISIONS

Sensor Systems

RF Systems

Power Electronics

System Integration

CREATING
EXCELLENCE

Great Ideas.
All Channels.
Perfectly done.

8010 Graz, Austria
Leechgasse 25
T 0316-831444-0
F 0316-831444-20
E: rubikon@rubikon.at