

CORPORATE DESIGN MANUAL

Version 1.9
October, 2012
Basics



BRAND ELEMENTS

BOBST
Corporate Design Manual | October 2012 | Basics



BOBST

BOBST logo

The BOBST logo is used to brand all BOBST products, offerings and communications.

Secondary design element

To bring the BOBST brand to life, and to inspire the viewers, BOBST shows a secondary design element, representing BOBST on an emotional level.

Colours

The BOBST brand colour is red – combined with black and white. The red and white combination implicitly convey Swissness, while black stands for precision and clarity.

Typography

BOBST uses the typeface Akkurat for all professionally created media. Akkurat combines formal precision with stylish, modern shapes.

Imagery

BOBST imagery is clear, bright and precise, communicating the high-end quality of the brand.

BRAND DESIGN PRINCIPLES

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Idea behind the design

The idea behind the BOBST brand appearance is the art of engineering. The visual qualities of BOBST products: through precise and focused information, by modern and bright images, finished with a touch of Swissness schema. The goal is to achieve a premium appearance in every medium.

Idea behind the design

The idea behind the BOBST brand appearance is the art of engineering. The visual appearance should convey the renowned qualities of BOBST products: through precise and focused information, using modern and bright images, finished with a touch of Swissness that is expressed in the red and white colour scheme. The goal is to achieve a premium appearance in every medium.

Layout

BOBST layouts are generous, with large bleeding images and ample white space. Covers are typically structured in six horizontal stripes to organise images, headlines, the secondary design element and the logo, as well as red and white areas.

Red highlights

The brand colour red is used as a highlighting colour: for red areas, as a background on technical outline images, for typography, and for the secondary design element.

Angles and corners



Lines and structures are orthogonal and precise. The subtly rounded corners of the logo are NOT a general design principle – only in very exceptional cases should rounded corners be used as a design feature.

BOBST BRAND VALUES

EXCELLENT

premium
innovative
setting industry standards

SUSTAINABLE

solid
reliable
long-term-oriented
environmentally friendly

EXPERT

knowledgeable
efficient
solution oriented
collaborative

COMMITTED

customer focused
tailored
solution oriented
responsive



LOGO

Elements

The BOBST logo consists of a graphic element – the square – and the BOBST logotype. These two elements always appear in a fixed combination, never apart or isolated. The logotype has been carefully modernised and technically improved – while retaining its well-known character.

Protection

The BOBST logo is a globally registered trademark. It is a valuable asset of the BOBST company and must be protected by correct implementation at all times. No modifications or supplements are permitted. Old forms of the logo are no longer used.



The BOBST logo unites all products under one brand: BOBST. The logo is a natural evolution of the well established BOBST logotype and the globally introduced group symbol, the red square.

Logo construction

LOGO VERSIONS

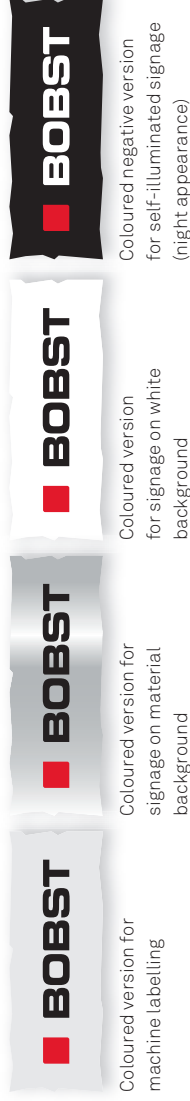
Print and digital applications



The BOBST logo exists in five versions: the coloured version in red and black, the greyscale version, two monochrome versions black and white, and the coloured negative version.

A stencil version is available exclusively for identification on wooden freight boxes.

Machine labeling and signage



White background

The BOBST logo is always placed on a white background. If there is no white background available, you should first check how you can introduce one by changing the layout and design of the medium.

Exceptions








Material surfaces

In signage and machine labeling the logo may have to be placed on material surfaces, for example metal, or varnished surfaces. Good contrast must be ensured (for example on dark grey areas of machines).

DO NOT:



LOGO SIZE

Sizes	Defined media formats	Logosize	Applications, for example
Size 1	Small applications		Pen USB stick
Size 2	Stationery A6–A4 Stationery US-Formats Ads A5 and smaller		Business card Letterhead A4/US-Letter Fax Compliment card Envelope C5 Envelope C5/6 Envelope C6 Label Ad A5 and smaller ID cards
Size 3	Printmedia A4–C3 Printmedia US-Letter Ads A4 and larger		Brochure A4 Magazine A4 Envelope C4 Ad A4 Notepad
Size 4	PLV 845 mm X 2000 mm		PLV
Size 5	Posters 800 mm X 600 mm		Posters

Sizes

For major formats in print applications, consistent sizes have been defined. For other applications, the logo size can be defined according to your needs.

The minimum size is 25 mm. Smaller sizes have to be tested for good reproduction quality.

COLOUR SPECIFICATIONS

	Brand colours		White		Colours for graphs, charts and backgrounds		Background for machine and spare part photographs		Machine colours	
	Red	Black	Black	White	Grey	Blue	Grey	Blue	Grey	Grey
Print media										
CMYK	0C-100M-90Y-5K	0C-0M-0Y-100K	0C-0M-0Y-0K	0C-0M-0Y-0K	0C-0M-0Y-80K 0C-0M-0Y-60K 0C-0M-0Y-40K 0C-0M-0Y-10K	100C-50M-10Y-10K 70C-20M-0Y-5K 40C-10M-0Y-0K 20C-5M-0Y-0K	0C-0M-0Y-10K 0C-0M-0Y-0K			
Pantone	P 1795 C									
Word /										
PPT / Excel	195R-0G-30B	0R-0G-0B	255R-255G-255B	255R-255G-255B	88R-88G-88B 134R-134G-134B 185R-185G-185B 236R-236G-236B	38R-88G-150B 101R-152G-202B 148R-178G-212B 195R-211G-230B	244R-244G-244B			
RGB										
Web										
RGB	195R-0G-30B	0R-0G-0B	255R-255G-255B	255R-255G-255B	88R-88G-88B 134R-134G-134B 185R-185G-185B 236R-236G-236B		244R-244G-244B			
Interior										
RAL	RAL 3020		RAL 9003	RAL 9003						
Products										
Pantone	P 1795 C									
RAL	RAL 3020	RAL 9011							RAL 3020 RAL 7035, Light grey	
3M	Scotchcal 100-13	Scotchcal 100-12								
NCS										NCS 5500, Dark grey

BOBST Red

Red is reserved for the logo, the illustrations – and to highlight important elements. Use it with care – and not too inflationary!

The red has been fine-tuned in 2012 for print and digital applications: it has a slightly darker shade than before and thus appears more premium. Make sure to use the correct colour specifications.

White

Bright white is used as a standard background. White conveys a high-tech engineering atmosphere. It stands for clarity, cleanliness and precision.

Black

Black appears in the logo and naturally for copy in most print media.

Grey and blue

A palette of grey and blue shades is available as colours for graphs and charts. Specific grey shades are also used as background for photography and as distinctive product colour.

TYPEFACES

Akkurat for **professionally produced media**.

AKKURAT, LIGHT

Akkurat, bold

Akkurat, light

Akkurat, light italic

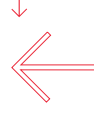
AKKURAT, LIGHT

Akkurat, bold

Akkurat, regular

Akkurat, italic

Akkurat has a number of **"engineered" characters** that make a fine contribution to our overall design.



Arial for **office applications** and internet.

Arial, regular

Arial, bold

Akkurat Standard*	Additional languages covered by Akkurat Pro*
Albanian	Afrikaans
Basque	Azerbajjani
Cornish	Bosnian
Danish	Catalan
Dutch	Crimean Tatar
English	Croatian
Estonian	Czech
Faroese	Esperanto
Filipino	Irish
Finnish	Kalaallisut
French	Latvian
Frisian West	Lithuanian
Friulian	Maltese
Galician	Moldavian
German	Polish
Icelandic	Romanian
Indonesian	Russian (available 2012)
Interlingua	Sami Northern
Italian	Slovak
Kinyarwanda	Slovenian
Malay	Sorbian Lower
Manx	Sorbian Upper
Northern Sotho	Tsonga
Norwegian Bokmal	Turkish
Norwegian Nynorsk	Welsh
Oromo	
Portuguese	
Somali	
Southern Sotho	
Spanish	
Swahili	
Swati	
Swedish	
Tsonga	
Xhosa	
Zulu	

* Source: Lineto.com

Other languages

For languages that are not covered by Akkurat Pro, use Arial as a substitute.

Professional practice: Akkurat

The typeface for professionally produced applications of BOBST is Akkurat OT (Open Type). Akkurat is a timeless, modern and elegant typeface. Akkurat is used as the BOBST Corporate typeface on representative media such as the Annual Report, animations and banners on the web, posters, or business stationery.

Languages in Akkurat

Akkurat contains a full Western European Character set and has been manually hinted for optimised screen rendering. Akkurat Pro covers additional languages, namely Eastern European.

Flexible practice: Arial

For all office documents, like Word, Power-Point, Excel, as well as for the website, BOBST uses Arial, a system font that is available on all computers worldwide.

Typography colour

Black for copy, red for headlines and highlighting.

Licences for typeface Akkurat

BOBST has acquired a limited number of licenses for the typeface Akkurat Pro. Please contact Group Communications should you require a license. Agencies and printers are requested to acquire their own license: <http://lineto.com/>