

Corporate

Design Manual

Guidelines for Graphic Design

makes it easy.

SWF™
KRANTECHNIK

makes it easy.

Corporate Design

Introduction

The following guidelines are confidential instructions to ensure a uniform appearance among all business partners of SWF Krantechnik. These specifications are mandatory and binding for all partners. The strict usage of and compliance with these requirements is necessary to achieve the desired corporate design. Please note that the guidelines can change from time to time and should be reviewed in each individual case. The marketing team at SWF Krantechnik will be happy to assist with any questions regarding the proper usage of the logo.

Important:

Business partners are obliged to obtain prior approval from the SWF Krantechnik marketing department before each individual usage of the SWF Krantechnik logo. This also applies to image and film material in which the SWF Krantechnik logo is used or published.

In addition, a sample copy of any printed materials must be sent to the marketing department in Mannheim, Germany. Digital materials must be transferred via download link, email or data carrier. These steps help optimize the production processes and results for digital and print media to optimally position both the business partner and SWF Krantechnik in the market.

1. Logo

1. Logo

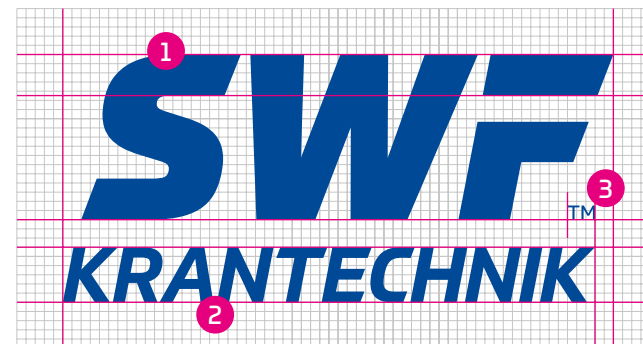
1.1 Word branding

SWF Krantechnik GmbH stems from “Süddeutsche Waggon Fabrik GmbH”. The company has built on this foundation and the acronym “SWF”, which today stands for “Süddeutsche Winden- und Förderanlagenfabrik”.

The logo of SWF Krantechnik GmbH is a wordmark and the most important element of the corporate design because it fundamentally shapes the internal and external presentation of the company.

The wordmark consists of three elements:

- 1 Headline “SWF”
- 2 Subline “Krantechnik”
- 3 Trademark symbol “TM”



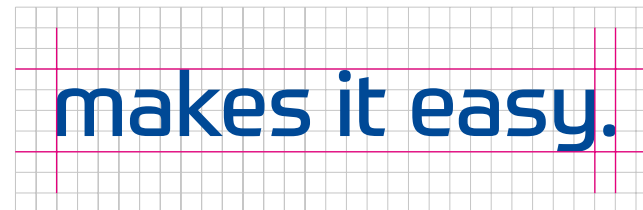
1. Logo

1.2 Claim

The claim “makes it easy.” has been a key component in corporate communications since 2018. This implies that working together with SWF Krantechnik is much simpler in comparison to other partners. The claim contains an important value proposition – namely, that the products and employees, processes and tools of SWF make life easier for the customer.

The claim always ends with a period and may not be altered (e.g. font type, style, spacing) in any way.

makes it easy.



1. Logo

1.3 Wordmark and Claim

When used as a joint element, the wordmark and claim must always be displayed in a fixed ratio. Both the size and position of the elements are clearly defined and may not be altered.



1. Logo

1.4 Safety Area, Wordmark

A safety area must be upheld to ensure the visibility of and awareness for the logo. No additional texts, images or elements are permitted in this zone.

The internal spacing of the safety area to the wordmark is 1 1/2 times the height of the capital letters in the subline “Kranttechnik” in all directions.

In the case of special formats with a small height or width, a smaller safety area can be used to ensure a suitable size for presenting the logo.



1. Logo

1.5 Safety Area, Wordmark and Claim

If the wordmark and claim are used as a joint element, the safety area on the bottom side is reduced to the actual height of the capital letters in the subline “Kranttechnik” for an optimal visual presentation.



1. Logo

1.6 Variations of the Logo

A variation of logo can be used as a design element in a proportionally defined (rectangular) base area.

Aside from the standard usage (blue logo on white background), inverted usage (white logo on blue background) is also possible.

The area's proportions can be derived from the right, bottom and left sides of the safety zone. Depending on the usage and display, the upper inner spacing must be at least three times the height of the capital letters in the subline "Kranstechnik".



1. Logo

1.6 Variations of the Logo

The logo variation is primarily used to create a sufficient contrast of the logo against the background. Images, therefore, can be used without having to take factors such as cropping, position or color into consideration.

With the logo variation, the base area can also serve as a design element that highlights the logo.



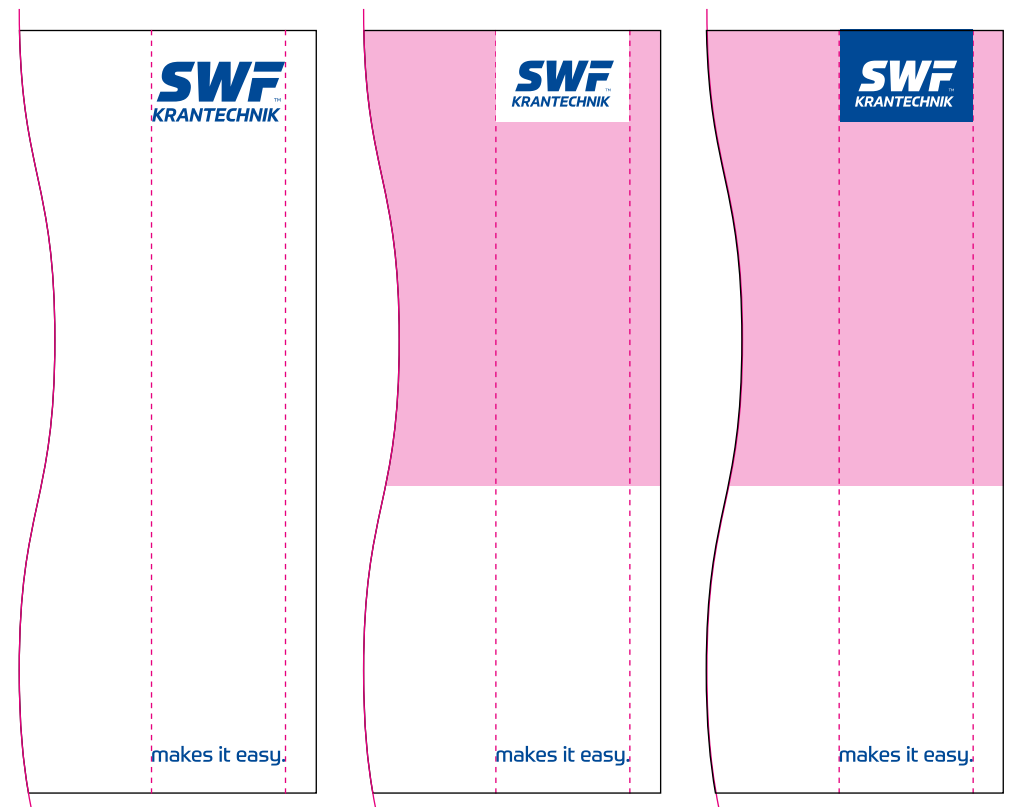
1. Logo

1.7 Positioning the Logo and Claim

The logo in all variations is to be positioned at the upper right area of the medium to be designed.

For the vast majority of all standard formats, the type area of the medium will determine the spacing to the right and upper margins of the page. **(Exception: special or especially small/large formats).**

If possible, the claim “makes it easy.” should always be used in combination with the wordmark in which case it is placed in the lower right section of the media to be designed. The width of the claim is equivalent to either the width of the wordmark or, if using the logo variation, the width of the base area.



1. Logo

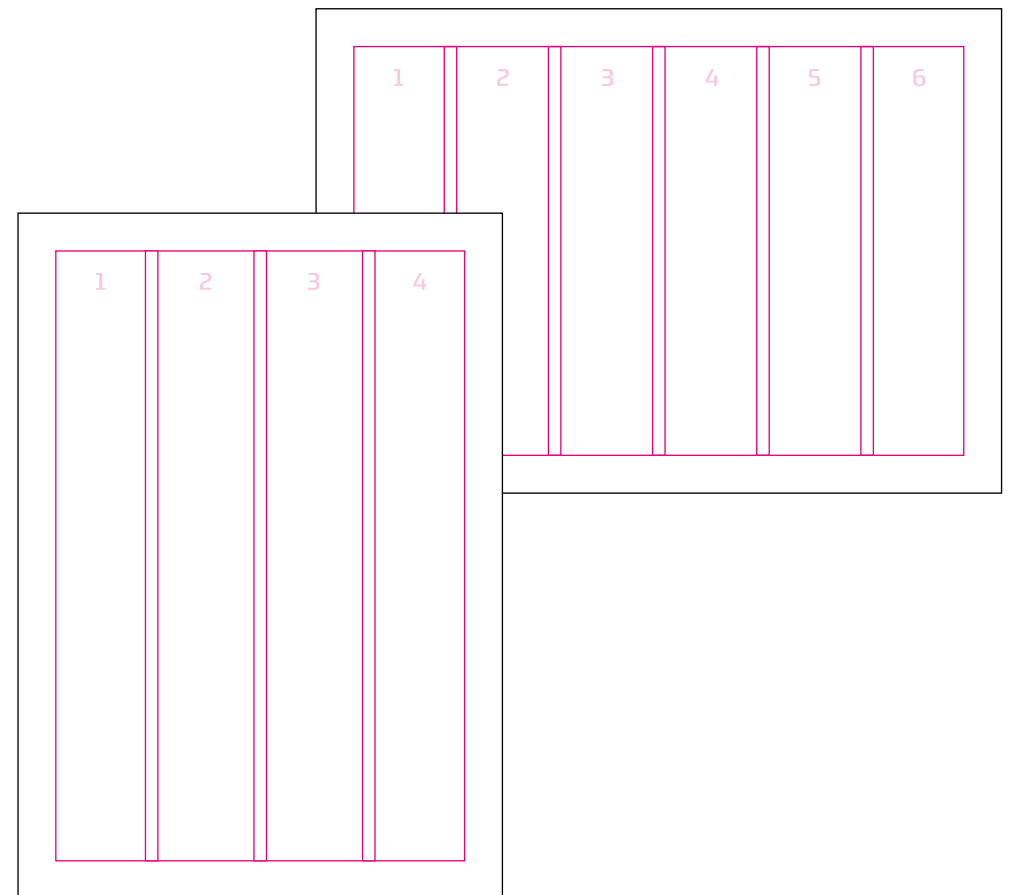
1.8 Design grid

The basic alignment of the elements is done according to a scalable design grid. The division takes place in the print space, the number of columns varies depending on the format:

// Portrait format > 4 columns

// Landscape format > 6 columns

All columns must have the same width and also the bars in between are identical to each other. In case of single pages, the area around the columns also have the same width. Special formats are excluded from this rule and must be reviewed individually.

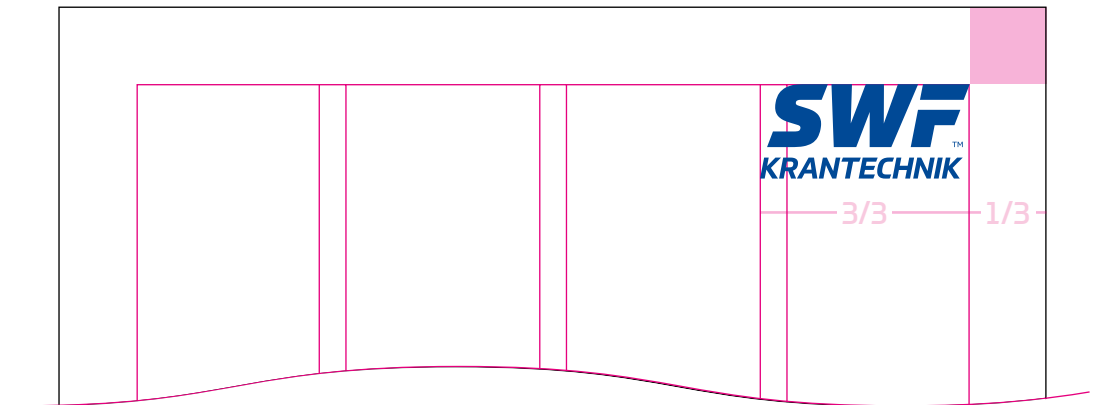
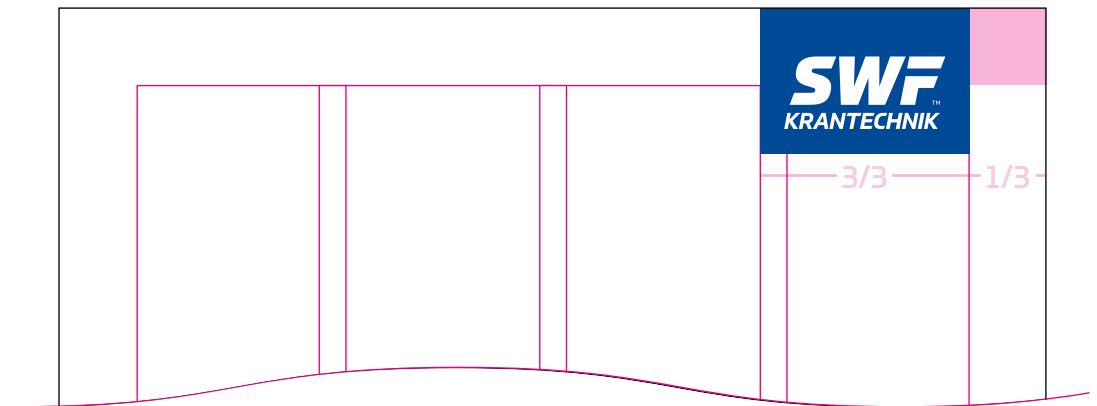


1. Logo

1.9 Sizes and spacing

The logo is positioned in the design grid. The logo is always in the right column, plus the adjacent left space, positioned and scaled accordingly. This applies to all logo variants.

The outer space of the print space is about 1/3 of the logo width. (see example under 1.11)



1. Logo

1.10 Positioning Logo, Claim und Domain

Whenever possible, the web domain “www.swfkrantechnik.com” is to be positioned on the bottom-left area of the medium to be designed and placed with the claim “makes it easy.” on a base line. The spacing to the left and bottom page margin is based on the type area of the medium. **(Exception: special or especially small/large formats).**



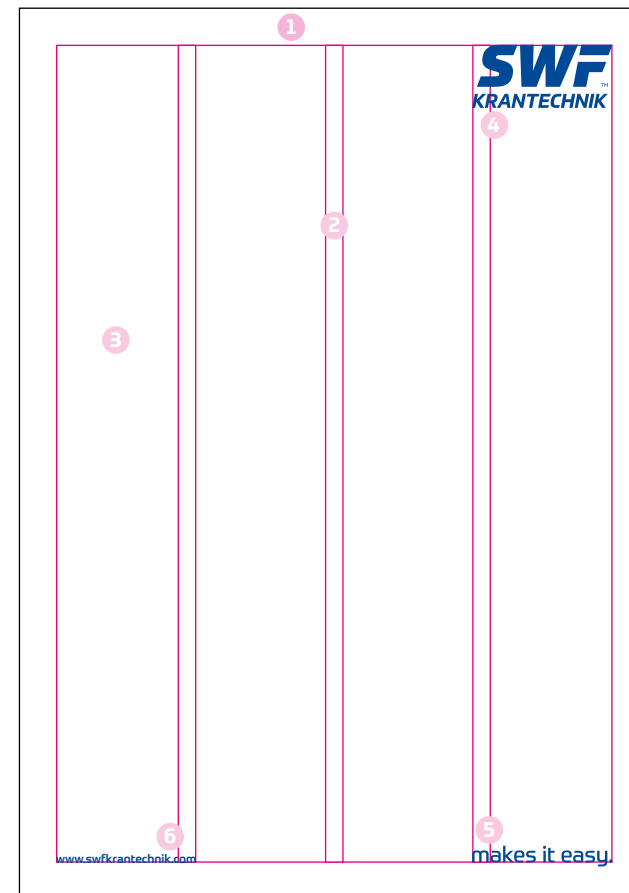
1. Logo

1.11 DIN A format

Example DIN A4

Example	210x297mm
Single page	180 x267mm
Number of columns	4

- 1. Area around the columns 15mm (defined for A4)
- 2. Bars in between 6mm (defined for A4)
- 3. Width of columns $(\text{print space} - (3 \times \text{bar}))/4 = 40,5 \text{ mm}$
- 4. Width of logo Column + bar = 46,5 mm
- 5. Width of claim Column + bar = 46,5 mm
- 6. Width of domain Column + bar = 46,5 mm

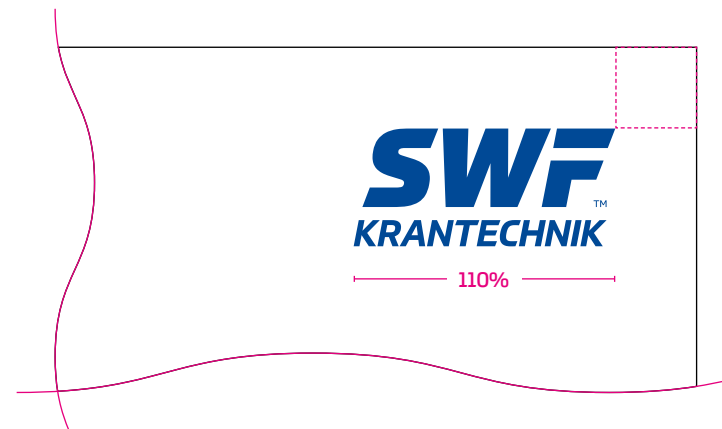
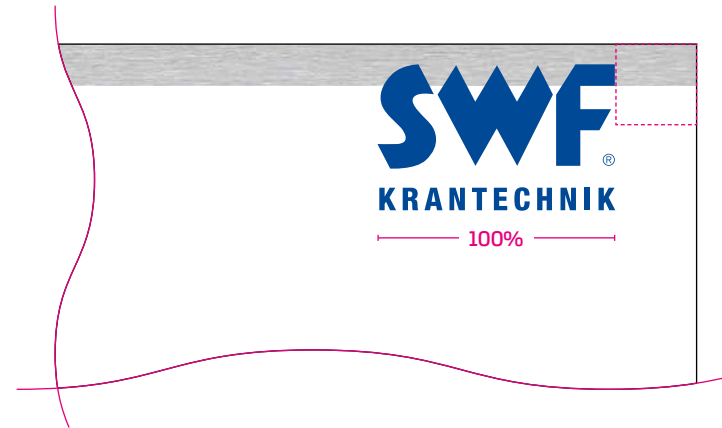


1. Logo

1.12 Replacing the old Logo

If the old logo must be replaced in an existing layout or other usage, the new logo should amount to 110% of the width of the old logo in order to achieve the optimal size.

The steel bar must be removed and the spacing of the logo to the upper page margin must be adjusted.



1. Logo

1.13 Logo usage with partner logo

If the SWF Krantechnik logo is to be used together with a partner logo, the following guidelines must be observed:

- The height of the SWF Krantechnik logo must be used for the partner logo.
- The SWF Krantechnik logo must bear either the addition "Partner of" or "Powered by".
- The "S" from SWF must fit between the partner logo and the SWF Krantechnik logo.

For special applications (e.g., on the girder) different guidelines apply. This application is defined on the following pages.



1. Logo

1.14 Partner of

“Partner of SWF Krantechnik” is preferably used in general communication. This includes all digital and print media.

SWF partners can use the SWF Krantechnik logo with the addition “Partner of”. This addition is placed above the SWF Krantechnik logo. This is to be placed right-aligned starting on half the width of the logo.



1. Logo

1.15 Powered by

“Powered by SWF Krantechnik” is preferably used on crane systems (e.g., girders). The design guidelines under “1.16 Logo usage on girders” must be taken into account.

The SWF Krantechnik logo is equipped with the addition “Powered by”. This addition is placed above the SWF Krantechnik logo. This is to be placed right aligned starting on half the width of the logo.



1. Logo

1.16 Logo usage on girder

If the SWF Krantechnik logo is to be placed on the girder of a crane, the following guidelines apply to its use:

- The height of the SWF Krantechnik logo is derived from the height of the partner logo. The SWF Krantechnik logo must be at least half as high as the partner logo and a maximum of just as high.
- The SWF Krantechnik logo bears the addition "Powered by".
- Two SWF "S" must fit between the partner logo and the SWF Krantechnik logo including the addition "Powered by".
- The partner's logo should be placed in the middle of the girder - the SWF Krantechnik logo is located off-center to the right of it.



1. Logo

1.16 Logo usage on girder



1. Logo

1.16 Logo usage on girder

The SWF Krantechnik logo must never be placed alone on the girder but must always be used in combination with a partner logo and the addition “Powered by”. The guidelines under “1.16 Logo usage on girder” must be observed.



1. Logo

1.17 Product lettering on profile

The wordmarks of the products CraneKit, VECTO *jib*, ProfileMaster *plus AL* and ProfileMaster *plus ST* may be displayed on the profiles of the respective products.

This is done according to the illustrated scheme together with the logo of SWF Krantechnik and the crane's load capacity. All elements must be depicted in a uniform colour. You can choose from the following three colours: white, black, SWF blue.

If necessary, the crane's load capacity can also be omitted. However, if the load capacity is placed on the same profile, it must be depicted according to the illustrated scheme.



1. Logo

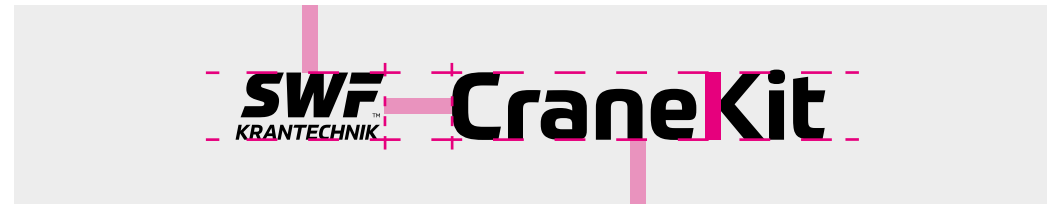
1.17 Product lettering on profile

The base size is determined by the height of a capital letter in the product name. This height applies to all components of the lettering. This measure also determines the spacing between the components.

The lettering on the profile should be scaled so that it occupies 1/3 of the height of the respective profile. The lettering should preferably be placed centrally on the profile.

The font size of the load capacity corresponds exactly to half the font size of the product name. The load capacity is to be placed inverted in a box with an even distance to the edge.

If it is a particularly short profile, the lettering should be placed so that there is at least the base size distance to all sides.



2. Colors

2. Colors

2.1 Introduction

Colors are important pillar of the corporate design and, therefore, an essential element. Accordingly, the color values defined in this chapter must be strictly observed and not modified in any way.

The underlying color concept for SWF Krantechnik is based on the colors blue and white.

The strict usage of these colors ensures high recognition and underscores the high quality of the products and the company's strong dedication to quality in general. Regardless of the media used, all visuals come together as a whole and fortify the brand image.

Aside from the primary colors blue and white, six secondary colors define the product groups of SWF Krantechnik and supplement the color palette (see "Product Colors and Their Usage")

2. Colors

2.1 Colors and Their Usage



C 100 / M 72 / Y 0 / K 6

R 0 / G 73 / B 150

Web: #004996

Pantone Reflex Blue C

RAL 5002 Ultramarine Blue

Vinyl:

MaCal 8938-13 Royal Blue (Matte)



C 0 / M 0 / Y 0 / K 0

R 255 / G 255 / B 255

Web: #FFFFFF

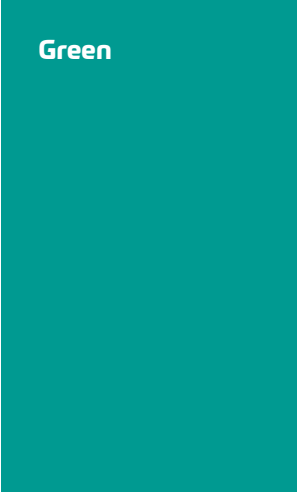
RAL 9003 Signal White

Vinyl:

MaCal 8928-00 White (Matte)

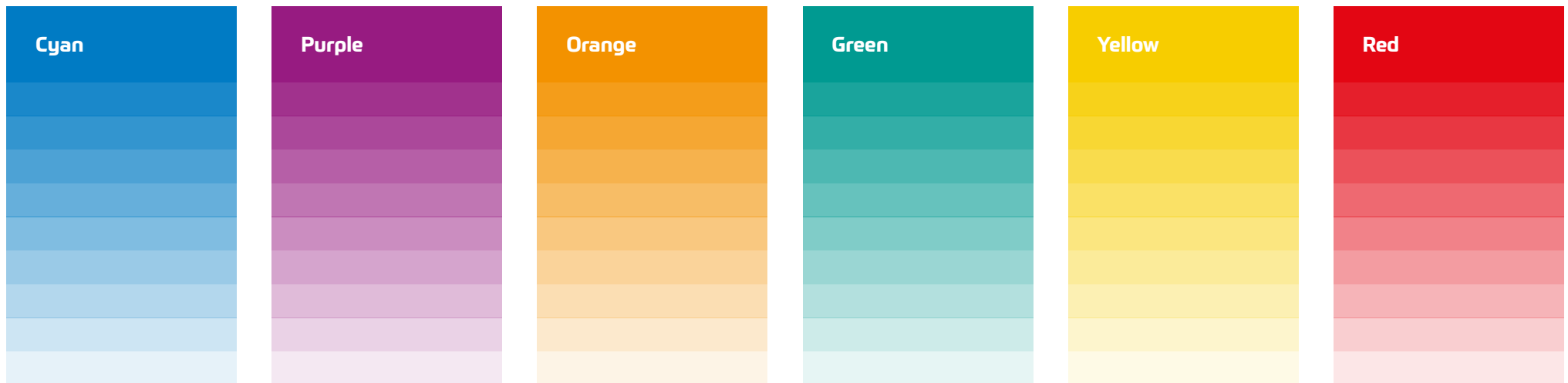
2. Colors

2.2 Product Colors and Their Usage

					
Cyan	Purple	Orange	Green	Yellow	Red
Wire Rope Hoists	Chain Hoists	Light Crane Systems	Controlling/Monitoring	Crane Components	Explosion Proof
C 100 / M 35 / Y 0 / K 0 R 0 / G 123 / B 196 Web: #007bc4	C 49 / M 100 / Y 0 / K 0 R 151 / G 27 / B 129 Web: #971b81	C 0 / M 40 / Y 100 / K 0 R 243 / G 146 / B 0 Web: #f39200	C 100 / M 0 / Y 51 / K 0 R 0 / G 154 / B 145 Web: #009a91	C 0 / M 15 / Y 100 / K 5 R 247 / G 205 / B 0 Web: #f7cd00	C 0 / M 100 / Y 100 / K 0 R 227 / G 6 / B 19 Web: #e30613

2. Colors

2.2 Product Colors and Their Usage



The product colors are not dithered in the design. Instead, transparency is used, preferably in 10% increments, to alter their intensity and opacity. This allows for a combination of motifs and color coding without losing the image's detail.

All product colors can be used wherever they fit in the context of the respective product or product group. This shows that different products belong together and supports the structure of the SWF Krantechnik product portfolio.

3. Typography

3. Typography

3.1 Corporate Typeface, Prometo

The new typeface at SWF Krantechik GmbH is “Prometo”. Prometo is available in many different variations and, therefore, very flexible and versatile in usage.

- Light
- Regular
- Medium
- Bold
- XBold
- Black
- Light Italic
- Italic
- Medium Italic
- Bold Italic
- XBold Italic
- Black Italic

For body copy, the variations “Regular” or “Medium” should be used. Headlines are to be set in “Bold”, “XBold” and “Black”. Italics are used to distinguish or highlight specific text passages or words.

Prometo · Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!β€&%@) 0123456789

Prometo · Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!β€&%@) 0123456789*

Prometo · Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!β€&%@) 0123456789

Prometo · Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,:?!β€&%@) 0123456789*

3. Typography

3.1 Corporate Typeface, Prometo

Prometo · Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789

Prometo · Medium Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789*

Prometo · Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789**

Prometo · Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789***

Prometo · XBold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789**

Prometo · XBold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789***

Prometo · Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789**

Prometo · Black Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
(.,,:?!β&%@) 0123456789***

3. Typography

3.2 Using Headlines as a Design Element

Title headlines serve as a design element and are displayed in a specific schema.

Headlines are set at a maximum of three rows, in which each row stands in an individual base area. The allowed proportions and spacing are defined and derived from the size of the capital letter “X” in the headline.

The left inner spacing of the base area is generally determined by the type area of the respective medium (**Exception: special or especially small/large formats**).

The spacing to the bottom row(s) should not exceed half the size of the capital letters of the headline.

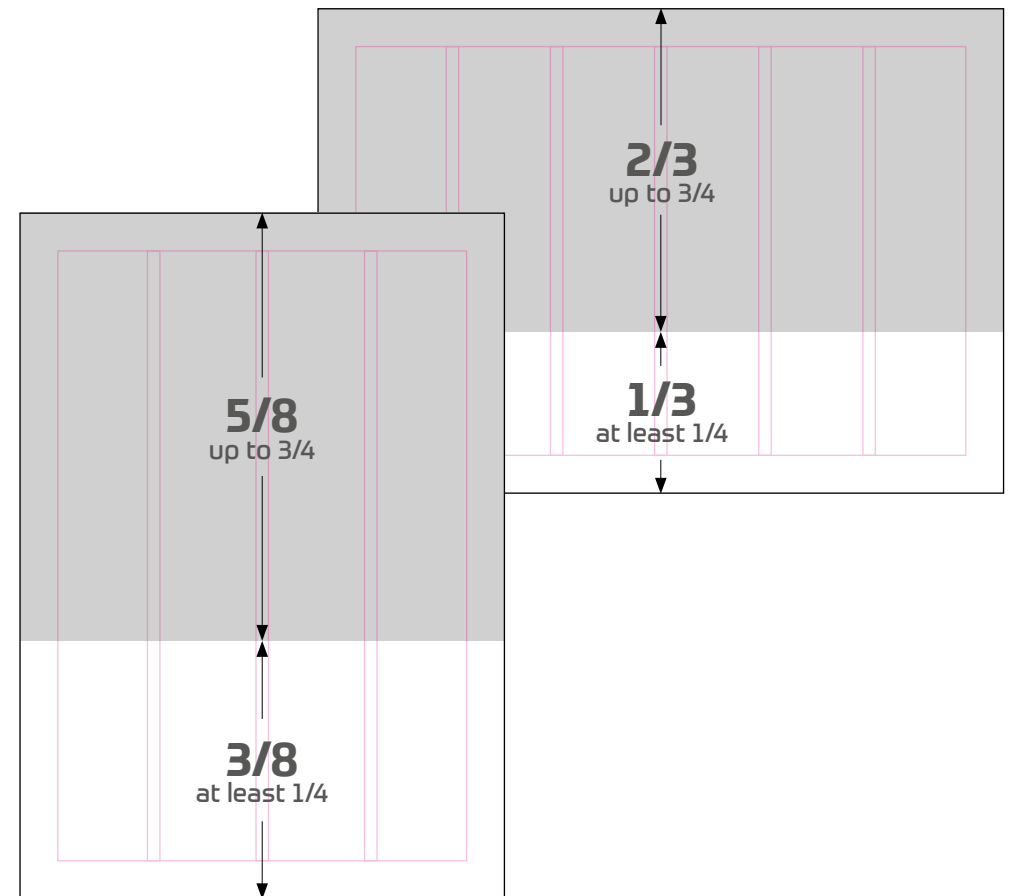


4. Areas & headline

4. Areas & headline

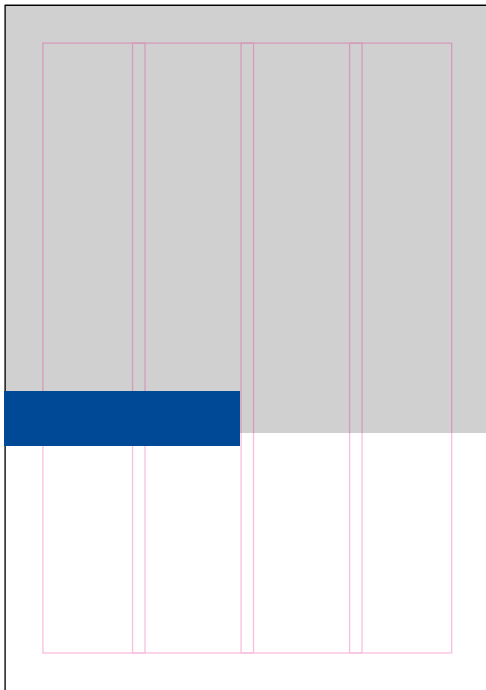
4.1 Division of areas

This definition applies in particular to front pages, advertisements, single-page flyers, roll-ups or similar media. Images are placed around the entire width of the media. The total area is vertical depending on the page format in $\frac{5}{8}$ (image portion) and $\frac{3}{8}$ (white space) for portrait formats or $\frac{2}{3}$ (image portion) and $\frac{1}{3}$ (white space) for landscape formats. Individual divisions for application-related formats or special formats can be used regardless of the format.

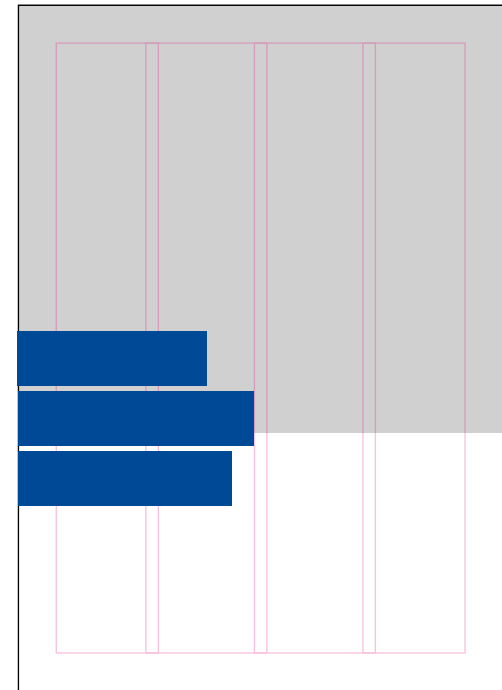
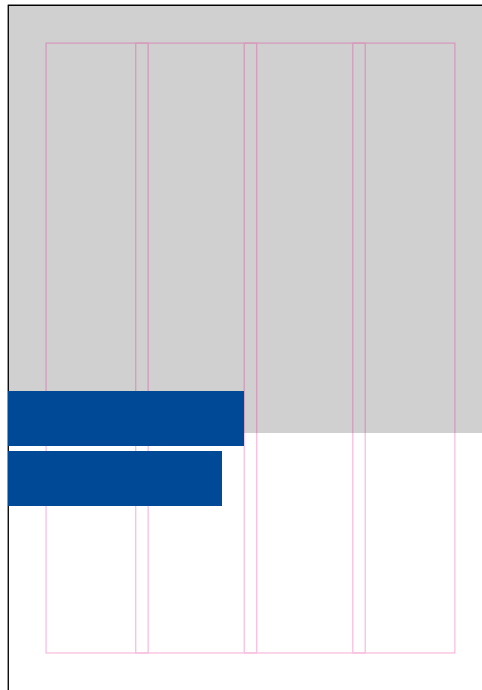


4. Areas & headline

4.2.1 Headline positioning

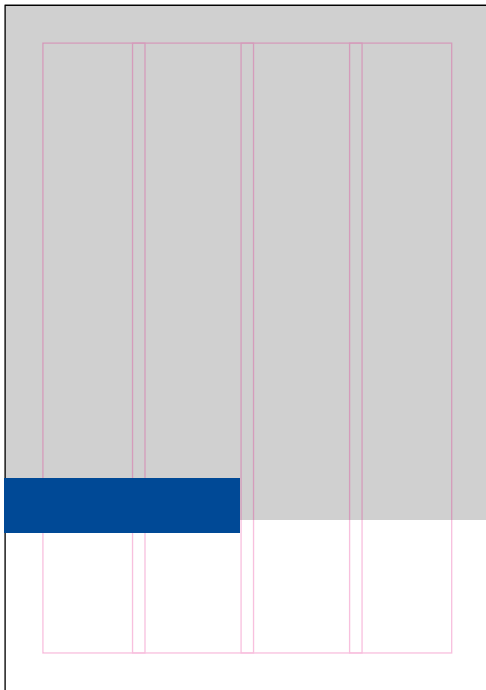


5/8 + 3/8 page division

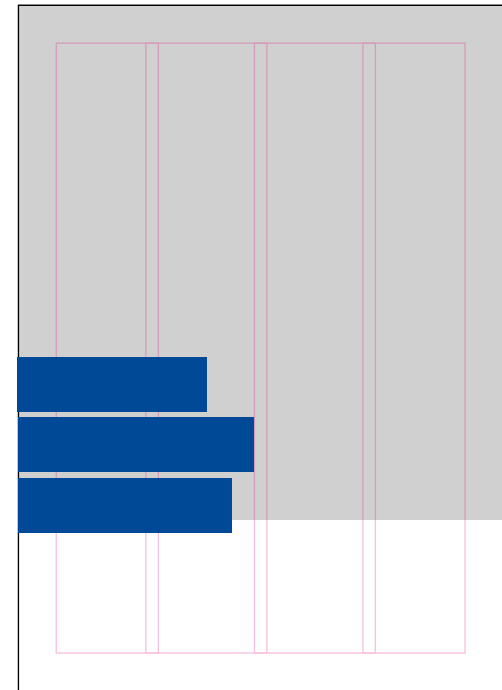
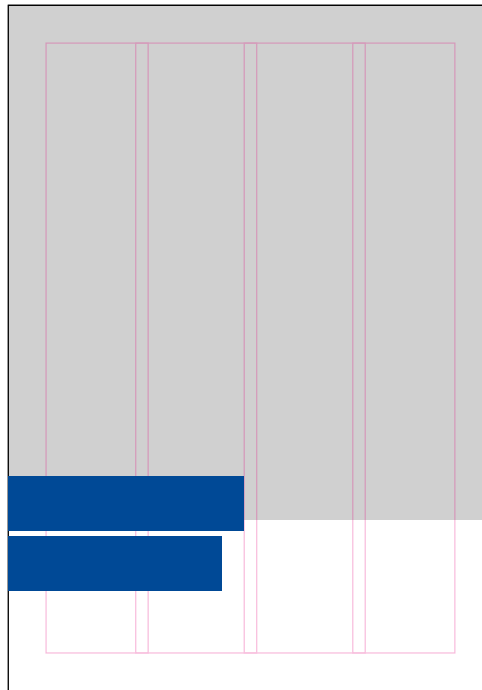


4. Areas & headline

4.2.2 Headline positioning

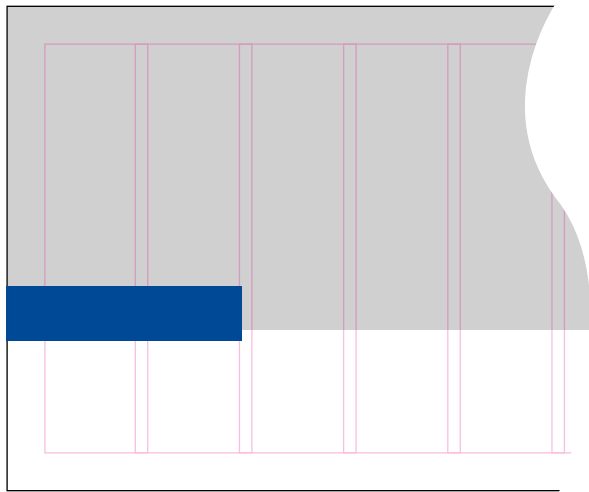


3/4 + 1/4 page division

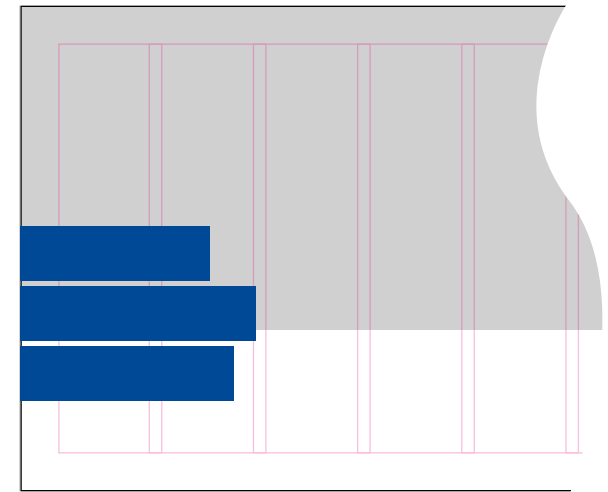
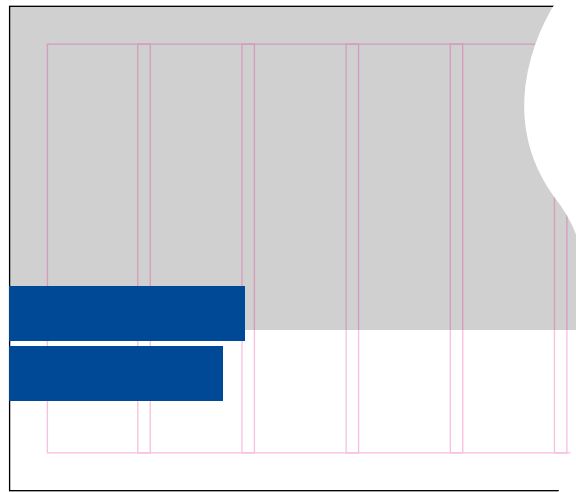


4. Areas & headline

4.3.1 Headline positioning

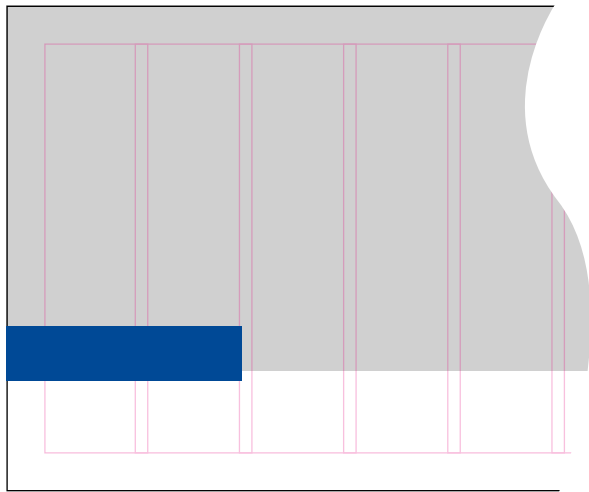


2/3 + 1/3 page division

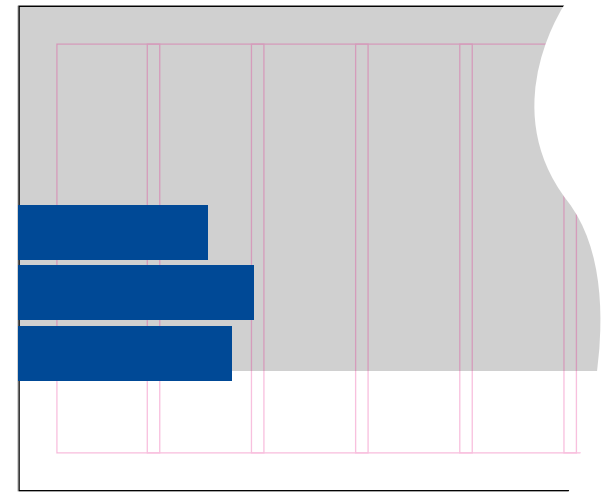
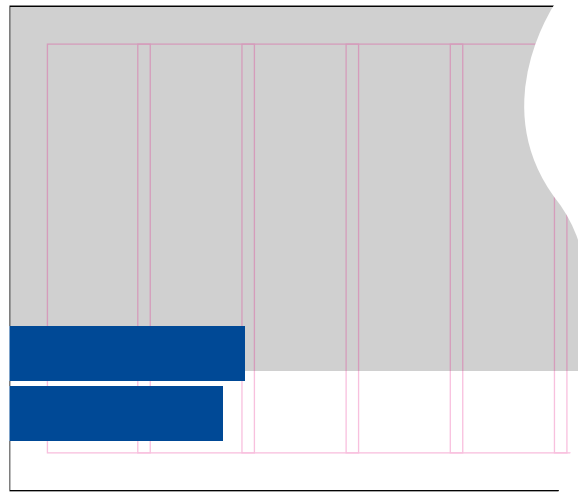


4. Areas & headline

4.3.1 Headline positioning



3/4 + 1/4 page division



5. *Sample usage*

5. Sample usage





EXproof Products

Strong in explosion protection

Our entire product range is available in the explosion-proof (EX) version. The EX crane components are designed for loads up to 80 t. Our products can be used in zones 1 and 2 for gas protection as well as in zones 21 and 22 for dust protection. They meet the highest European and international safety standards according to ATEX and IECEx. Our EX products are used in all industries and we have many years of expertise in the EX area.





www.swfkrantechnik.com

makes it easy.





CRABster

Winch

Load range up to 250,000 kg

Winch for heavy duty





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SWF
KRANTECHNIK

SWF
KRANTECHNIK

SWF
KRANTECHNIK

32.0t

Seilzüge

Ketten- / Bandzüge

Arbeitsplatzkrane

Steuern/Überwachen

Krankomponenten

Explosionsschutz

www.swfkrantechnik.com

makes it easy.



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Handelsregister:
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USt-Id.-Nr.:
DE183 276 804

SEB AG / SEB Merchant
Banking, Frankfurt am Main
SWIFT:
ESSEDEFF
IBAN:
DE51 5122 0200 0031 8210 02

Betreffzeile

Sehr geehrter Herr Pelikan,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

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Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt.

Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

Mit freundlichen Grüßen

makes it easy.



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