

Corporate design **EN**
KOLBUS



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The new logo



Logo – Derivation of logo

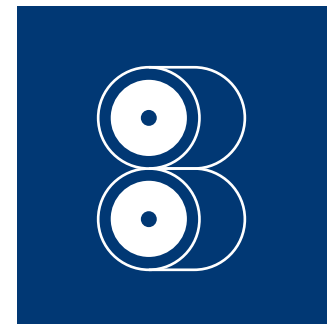
Derivation of “K” for Kolbus



Derivation of book



Derivation of rollers/machine



Logo – Design



Logo – Design



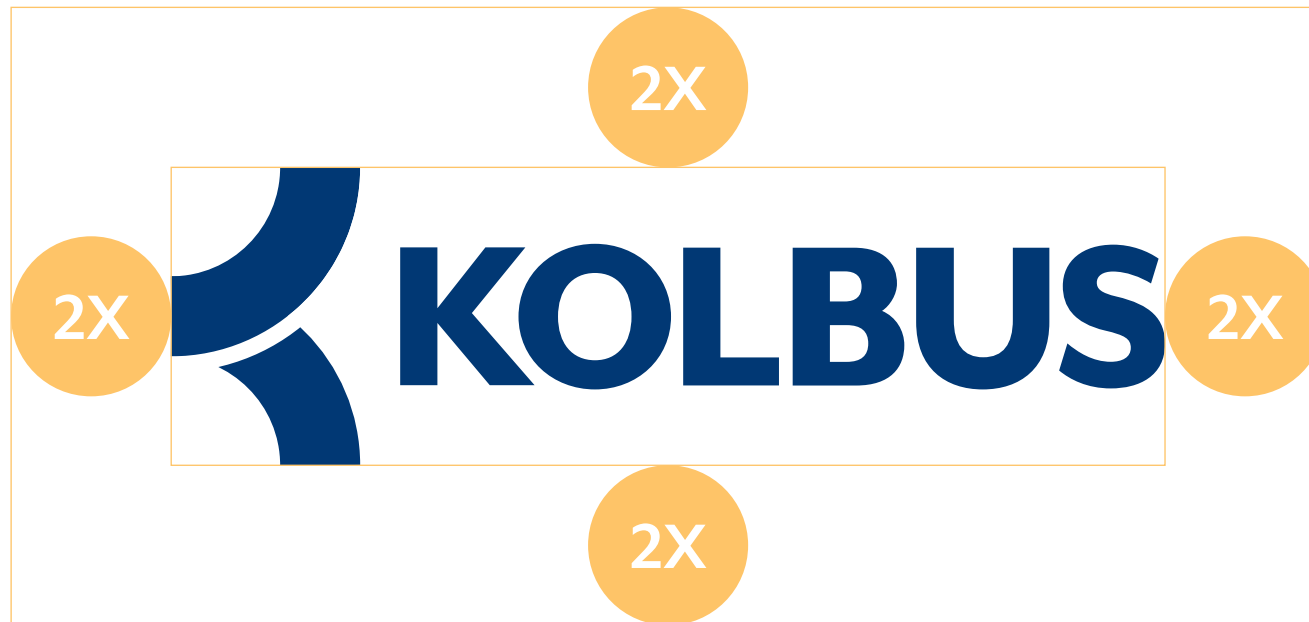
The X-value is derived from the ring thickness of the logo and is used as a unit of measurement for the logo design.

Logo – Negative design



In order to create a visually identical impression with the negative version of the logo, the “cut” of the logo is increased to $\frac{1}{4} X$.

Logo – Safe area



Logo – Claim



Logo – Sizes



70 mm
Maximum size for A4



20 mm
Minimum size for A4

Logo – Versions



Logo – Don'ts



Compress



Font



Rotate



Rearrange



Background colour



Busy background

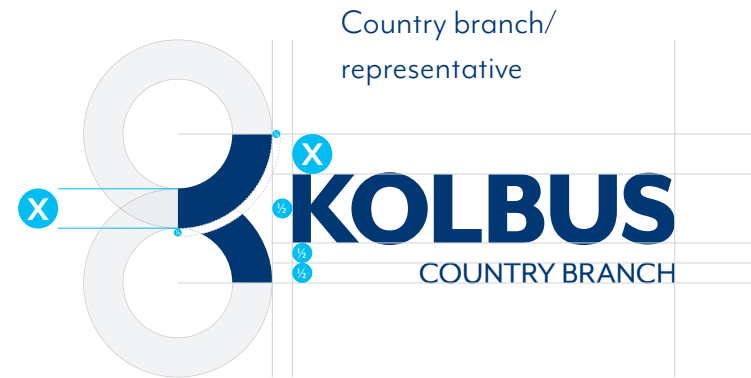


Any colour



Shadow

Logo sub-brands – Design



Logo sub-brands – Example

Product brands



Country branch/
representative



Subsidiaries



Division



Logo sub-brands – Don'ts



Centre



Mixed lettering



Space



Any font



Modified font size

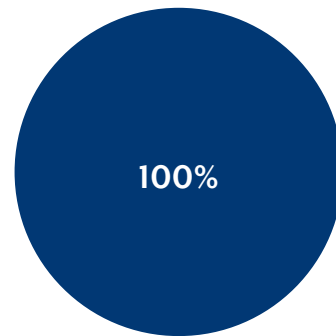


Combine divisions



Change umbrella brand

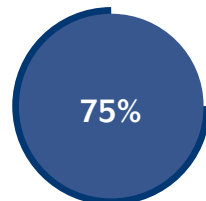
Colour – Corporate colour



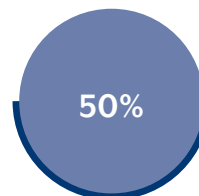
100%

RAL 5003 - Sapphire Blue
PANTONE 294 C
CMYK 100 | 70 | 0 | 40
RGB 0 | 53 | 112
HEX #003570

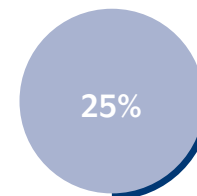
MASTERPLOT (IGEPA) 701 Steel Blue



75%

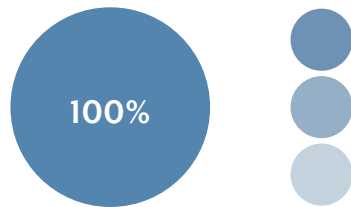


50%



25%

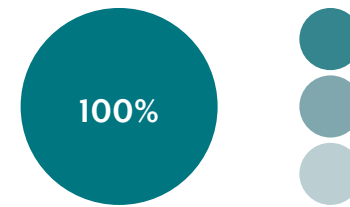
Colour – Secondary colour



RAL
PANTONE 646 C
CMYK 66 | 35 | 10 | 8
RGB 91 | 137 | 180
HEX #5b89b4



RAL
PANTONE 3405 C
CMYK 99 | 0 | 82 | 0
RGB 0 | 172 | 105
HEX #00ac69



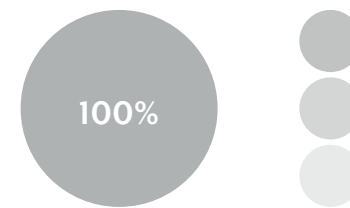
RAL
PANTONE 7474 C
CMYK 90 | 12 | 33 | 33
RGB 0 | 116 | 129
HEX #007481



RAL
PANTONE 202 C
CMYK 17 | 90 | 59 | 43
RGB 138 | 36 | 50
HEX #8a2432

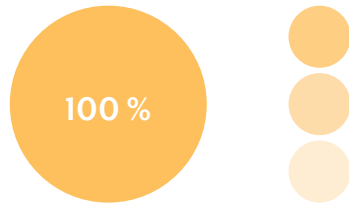


RAL
PANTONE 7500 C
CMYK 13 | 15 | 39 | 3
RGB 224 | 208 | 166
HEX #e0d0a6

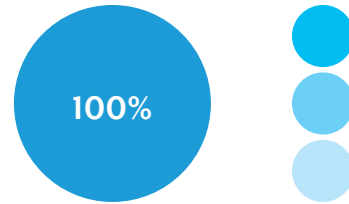


RAL
PANTONE Cool Gray 4 C
CMYK 0 | 0 | 0 | 35
RGB 187 | 187 | 187
HEX #bababa

Colour – signal colour



RAL
PANTONE 135 C
CMYK 0 | 27 | 73 | 0
RGB 252 | 195 | 86
HEX #fbc256



RAL
PANTONE Pantone Process Cyan
CMYK 100 | 0 | 0 | 0
RGB 0 | 158 | 227
HEX #009ee3

Typography – Corporate typeface

Mr Eaves Mod OT - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mr Eaves Mod OT - Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mr Eaves Mod OT - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Mr Eaves Mod OT - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Typography – System typeface

Calibri - Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

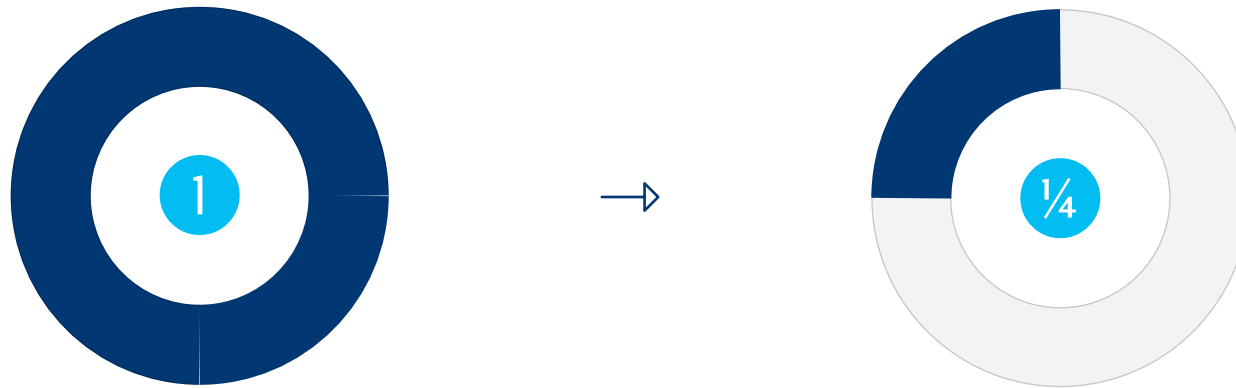
Calibri - Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Calibri - Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Design element – $\frac{1}{4}$ circle



Design element example



Icon Definition



Style: Outline,
single-colour



Border: rounded

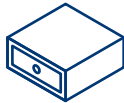


Corner: rounded



Outline size:
Print 1 Pt.
Digital 1.5 Pt.

Icon catalogue (excerpt)

							
Corrugated board	Creased	Scored	Cardboard	Paper	Form	Digital printing	Printing
							
Drawer box	Collar box	Hinged lid	Magnetic closure	Slip lid box	Cover lids	Cut to size	Stick boxes
							
Reduce setup time	Spare parts shop	Cast iron pan	Tutorials	ID card	Protect the environment	Reduce waste	Emboss
							
Upload	Download	Link	Contact person	Contact	Chat	Email	Calendar

Application – Business card

Mr Eaves Mod OT Bold - 14 Pt

Calibri Bold - 12 Pt

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Mr Eaves Mod OT Book - 9 Pt | LH 11 Pt

Calibri Light - 8 Pt / 6.5 Pt | LH 11 Pt

Application – Letterhead

Font Calibri Light
Font size 12 Pt
Line spacing 14 Pt



Application – Mail footer

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Font Calibri Regular
Font size 11 Pt
Logo width 4 cm

The mandatory information on the company form
is automatically attached to the emails.
KOLBUS Germany
Internal emails will be used without mandatory
information.