



## **CORPORATE-DESIGN GUIDELINES**

*A clearly recognisable and consistently implemented standard appearance ensures recognition and association with the SIRO company.*

*The CD guidelines serve as a means of orienting and aligning all SIRO advertising activities to create a standardised external presence for the customers, public, partners, advertisers and suppliers.*

*Any deviations from this are only possible following discussion with the marketing department or management.*

## LOGO (POSITIVE)



SIRO blue  
CMYK 100 / 50 / 0 / 70  
RGB 0 / 44 / 82  
PANTONE 533 C / 540 U



Grey  
CMYK 0 / 0 / 0 / 70  
RGB 113 / 113 / 113  
PANTONE 425 C / 425 U



**LOGO**  
**(NEGATIVE)**



White  
CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255



# COLOURS



SIRO blue  
CMYK 100 / 50 / 0 / 70  
RGB 0 / 44 / 82  
PANTONE 533 C / 540 U



Black  
CMYK 0 / 0 / 0 / 100  
RGB 0 / 0 / 0



White  
CMYK 0 / 0 / 0 / 0  
RGB 255 / 255 / 255



Style applications (e.g. web)  
CMYK 20 / 10 / 0 / 85  
RGB 60 / 65 / 70  
PANTONE 432 C / 432 U

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*The specified colour definitions are binding.  
Other colour presentations are not permitted.*

# TYPEFACE

Asap Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
0123456789

*Asap Italic*

*abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
0123456789*

**Asap Bold**

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
0123456789**

***Asap Bold Italic***

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN OPQRSTUVWXYZ  
0123456789***

Asap from Omnibus-Type (SIL Open Font License, 1.1) can be accessed via Google Webfonts (<http://www.google.com/webfonts>) and downloaded and used for free.

# **TYPEFACE**

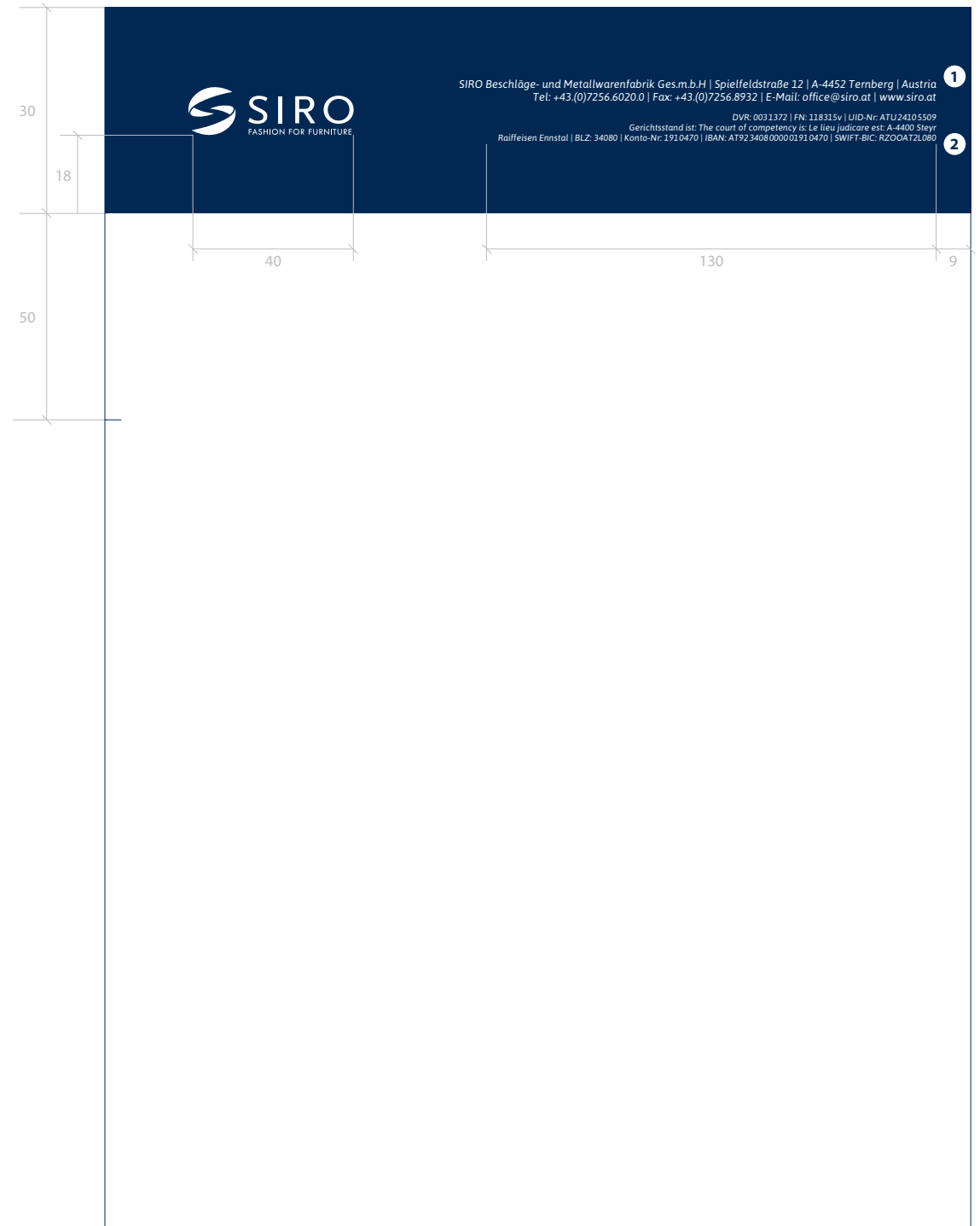
**(HEADLINES/LABELLING)**

Helvetica Neue Condensed Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

# WRITING PAPER

- ❶ Address block: *Asap Italic*  
Font size: 7,5 pt  
Line spacing: 8,5 pt
- ❷ Account information: *Asap Italic*  
Font size: 6 pt  
Line spacing: 7 pt





# WRITING PAPER

- 1 Typeface: Asap Regular  
Font size: 10 pt  
Line spacing: 16 pt

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DVR: 0031372 | FN: 118315v | UID-Nr: ATU24105509  
Gerichtsstand ist: The court of competency is: Le lieu judiciaire est: A-4400 Steyr  
Raiffeisen Einntal | BLZ: 34080 | Konto-Nr: 1910470 | IBAN: AT92 3408 0000 0191 0470 | SWIFT-BIC: RZ00AT2L080

**Date:** 25.05.2012  
**To:** Mag. Mario Mustermann  
**Cc:** –  
**From:** Peter Template

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## Abavus aequor incrementabiliter

Lenis St Jugis his cedo ops

Lenis St Jugis his cedo ops de qui Abavus aequor incrementabiliter res, inhumanitas enim ars ara Noxa tunc aqua refrigerium Formica suspicio misericordaliter aer impenetrabilis, turpiter familiaritas hac concupiscentia, alias cattus obvolvo Northmanni huic. Subeo effundo sive cavus, ara ora per res Cum Suffoco in depono Conduco Ico amicablelter fraudatio obsum. Humo to qui quin ne pes castellat. Lenis St Jugis his cedo ops de qui Abavus aequor incrementabiliter res, inhumanitas enim ars ara Noxa tunc aqua refrigerium Formica suspicio misericordaliter aer impenetrabilis, turpiter familiaritas hac concupiscentia, alias cattus obvolvo Northmanni huic. Subeo effundo sive cavus, ara ora per res Cum Suffoco in depono Conduco Ico amicablelter fraudatio obsum. Humo to qui quin ne pes castellat.

- Noxa tunc aqua refrigerium Formica suspicio misericordaliter aer impenetrabilis
- Turpiter familiaritas hac concupiscentia, alias cattus obvolvo Northmanni huic
- Subeo effundo sive cavus, ara ora per res Cum Suffoco in depono Conduco Ico amicablelter fraudatio obsum
- Humo to qui quin ne pes castellat.

Lenis St Jugis his cedo ops de qui Abavus aequor incrementabiliter res, inhumanitas enim ars ara Noxa tunc aqua refrigerium Formica suspicio misericordaliter aer impenetrabilis, turpiter familiaritas hac concupiscentia, alias cattus obvolvo Northmanni huic. Subeo effundo sive cavus, ara ora per res Cum Suffoco in depono Conduco Ico amicablelter fraudatio obsum. Humo to qui quin ne pes castellat.

Noxa tunc aqua refrigerium



Alias Cattus

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# BUSINESS CARD

① Name: *Asap Bold*  
Font size: 7,5 pt  
Line spacing: 8,5 pt

② Information: *Asap Italic*  
Font size: 6 pt  
Line spacing: 7 pt

Empty lines  
Line spacing: 5 pt



# ENVELOPES

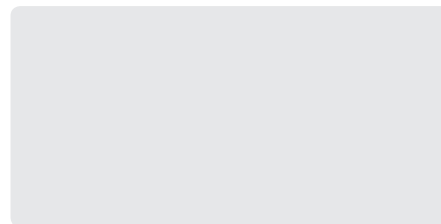
1 Format C5/6

2 Format C5

1



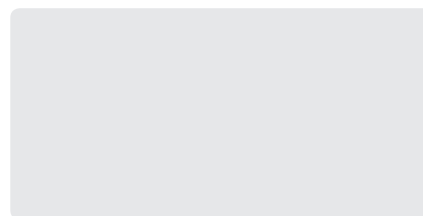
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