



SWISS TIMING

CORPORATE IDENTITY GUIDELINES

FOR OFFICIAL AGENT



PROTECTING THE SWISS TIMING BRAND

What is a brand? The perceived emotional corporate image as a whole.

What is identity? The visual aspects that form part of the overall brand.

What is a logo? It identifies a business in its simplest form via the use of a mark or icon.

A company's brand is one of its most valuable assets. This stands to reason because, to the public, the brand is the company's identity. It's not merely a name or a logo. The brand is also an image: The picture of what a company is and what it stands for registers in the public's consciousness.

Although Swiss Timing is not a consumer goods company, the value of its logos and product trademarks is every bit as important. Why? Because the company's customers, prospective customers, channel partners and fellow employees all identify certain characteristics with the Swiss Timing brand. They create a perception of what the company and its products represent. If we are inconsistent in the way we use our logo and brand we may cause confusion and concern.

In the pages that follow we establish the proper usage of the Swiss Timing brand. We ask you not to deviate from these standards by altering colours, size proportions, backgrounds or other components.

If you have any questions about brand usage, please contact us.

IMPORTANT REMARK: note that the legal spelling of the company name is: **Swiss Timing LTD**
Please do not deviate from this spelling.



COLOUR SCHEME

Colour has a powerful subconscious effect in lives. In business, a well-worked colour scheme strategy brings an invaluable tool to get the best response to the marketing and promotional effort and ultimately to create a successful business.

Swiss Timing colour scheme

**Red**

Use: logo, background colour on promotional documents

Pantone 485C

R 237, G 028, B 036

C 000, M 100, Y 100, K 000

RAL 3020 (Traffic Red)

**Silver**

Use: header, background colour on some stationery and promotional documents

Pantone Metallic 877C

R 190, G 190, B 190

C 000, M 100, Y 100, K 025

**Dark grey**

Use: pictograms

Pantone Cool Gray 11C

R 077, G 077, B 077

C 000, M 000, Y 000, K 070

**Black**

Use: font colour

Pantone Black C

R 000, G 000, B 000

C 000, M 000, Y 000, K 100



LOGO STANDARDS

The single most identifiable visual element we use to brand Swiss Timing is the official logo. By using this logo consistently, we help build and maintain brand recognition.

They are the only approved graphic elements that identify all Swiss Timing companies.



Standard version



2-lines version

Notes

- Only use the logo artwork we provide.
- Adhere to the colour, proportion and minimum size standards found in this guide.
- Don't alter the logo art in any way.
- Don't use the logos in any format that is not depicted in this guide. When in doubt, check with marketing dpt first.

LOGO - STANDARDS

STANDARD VERSION



Colour composition

■ C 000, M 100, Y 100, K 000

■ R 237, G 028, B 036

■ Pantone 485C

■ C 000, M 000, Y 000, K 100

■ R 000, G 000, B 000

■ Pantone Black C

STANDARD VERSION - BLACK



Colour composition

■ C 000, M 000, Y 000, K 100

■ R 000, G 000, B 000

■ Pantone Black C

STANDARD VERSION - WHITE



Colour composition

□ C 000, M 000, Y 000, K 000

□ R 255, G 255, B 255

LOGO - STANDARDS

2-LINES VERSION



Colour composition

■ C 000, M 100, Y 100, K 000

■ R 237, G 028, B 036

■ Pantone 485C

■ C 000, M 000, Y 000, K 100

■ R 000, G 000, B 000

■ Pantone Black C

2 LINES VERSION - BLACK



Colour composition

■ C 000, M 000, Y 000, K 100

■ R 000, G 000, B 000

■ Pantone Black C

2-LINES VERSION - WHITE



Colour composition

□ C 000, M 000, Y 000, K 000

□ R 255, G 255, B 255

Note

The same usage rules as for the “standard version” should be applied to the 2-lines logo.

LOGO - BACKGROUNDS

STANDARD VERSION



Usage

The standard version of the logo has to be used everywhere it appears. In some specific cases, you cannot use this version. In these cases, please refer to the following alternative versions of the logo.

STANDARD VERSION WITH SILVER BACKGROUND



Usage

This version of the logo is used on document headers for some stationery and promotional documents.

WHITE VERSION



Usage

This version of the logo is used only in conjunction with a dark background.

BLACK VERSION



Usage

This version of the logo is used only in conjunction with a light background or on black & white documents.

Note

The same usage rules as for the “standard version” should be applied to the 2-lines logo.

LOGO - PROPORTION

STANDARD VERSION - PROPORTION



STANDARD VERSION - ISOLATION AREA



2-LINES VERSION - PROPORTION



2-LINES VERSION - ISOLATION AREA



Note

The proportion and isolation area specifications are identical for all the different versions of the logo (coloured versions).

LOGO - DO'S AND DON'TS

STANDARD VERSION - DO'S



STANDARD VERSION - DON'TS



Never use standard logo on coloured background



Never use mixed coloured version of the logo



Never use standard logo on image

LOGO - DO'S AND DON'TS

BLACK VERSION - DO'S



SWISS TIMING



SWISS TIMING



BLACK VERSION - DON'TS



Never use black logo on dark coloured/image backgrounds



Never use black logo on light coloured/image backgrounds

LOGO - DO'S AND DON'TS

WHITE VERSION - DO'S



WHITE VERSION - DON'TS



Never use white logo on light coloured/image backgrounds



Never use white logo on dark coloured/image backgrounds

LOGO - OFFICIAL AGENT

STANDARD VERSION - OFFICIAL AGENT

OFFICIAL AGENT



2-LINES VERSION - OFFICIAL AGENT

OFFICIAL AGENT

