

V 1.2 **SIP™** BRAND BOOK

1.0 BASIC ELEMENTS

1.1

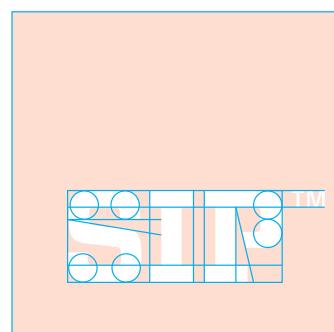
LOGO

SIPTM

The basic logo layout consists of SIP logotype and TM tag. The ratio between elements never changes.



Secondary logo layout consist of SIP logotype, TM tag and the square. The ratio between elements never changes.



Logo construction

1.2

POSITIVE AND NEGATIVE

SIP™

Positive and negative in colour

SIP™

Positive and negative when monochrome

SIP™

Positive and negative in gray

1.3

LOGO IN COLOUR BACKGROUND

The logo can also be used in positive and negative in other colour backgrounds and in photos.

To make logo visible and readable, we need to ensure a satisfactory contrast between the background and the logo.



1.4

BASIC COLOUR PALLETE

Primary colours of SIP corporate identity design are red, black and grey. The secondary colour is green, which is used only for communication.

The optimal solution for printing is spot colour printing, where perfect colour imprint is enabled. Process printing is used, when colour printing is not possible.

We also have to choose the right paper type as well as type and density of raster to get appropriate colour reproduction:

- on uncoated paper we use raster 150 lpi (lines per inch),
- on coated art paper we use 175 lpi,
- on newsprint and when screen printing we use 85 lpi.

For the computer and other screen displays we reproduce colour in RGB (Red, Green and Blue) technique.

To check if colour is correct use colour scale. The colours represented in the brand book are not of appropriate quality, therefore should never be used as a reference.

Primary colours

OC 100M 100Y 0K
234R 0G 42B
Pantone 185
RAL 3020



Secondary colours

100C 20M 100Y 0K
0R 153G 70B
Pantone 347
RAL 6029



OC 0M 0Y 100K
0R 0G 0B
Pantone Process Black
RAL 39017

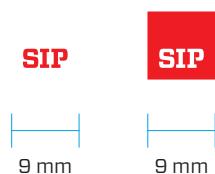


OC 0M 0Y 50K
137R 139G 142B
Pantone Cool gray 8
RAL 7021



1.5

MINIMUM LOGO SIZE

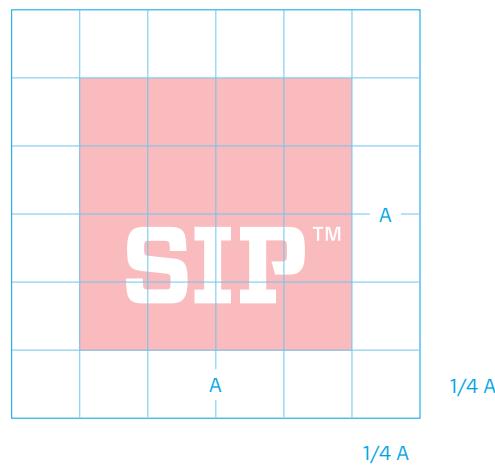


The size of logo depends on media and material used as well as printing technique.

There is no upper size limit defined, however it is desirable to consult the author or corporate identity design administrator when creating larger applications.

To secure integrity, image and readability of logo and logotype see above given minimum authorized size, which appears with TM superscript.

1.6 MINIMUM SPACE



Minimum space is space including logotype and banner around logotype. This space must be clear from all supplement elements like text, photos and other graphical or textual elements.

1.7 TYPOGRAPHY

The basic font is Hoefler & Frere-Jones Forza.

As secondary font we use Microsoft Arial. It is used in electronic applications as Microsoft Word, Powerpoint, Excel and other.

Both fonts have three different thicknesses.

FORZA
Thin

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/„()::

FORZA
Thin Italic

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/„()::

FORZA
Book

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::

FORZA
Book Italic

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::

FORZA
Bold

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::

FORZA
Bold Italic

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/.,“()::

ARIAL
Regular

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/,.“()::

ARIAL
Regular Italic

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/,.“()::

ARIAL
Bold

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/,.“()::

ARIAL
Bold Italic

AaBb12+!&
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890£/,.“()::

2.0 BUSINESS PRINTINGS

2.1

CORPORATE PAPER

Size:
210 x 297 mm

Colour:
Pantone Red 185
Pantone Process Black

Paper type:
Biomat 90 g



A	A	SIP STROJNA INDUSTRIJA D.O.O. Jublerova ulica 2, SI-331 Šempeter v Savinjski dolini T +386 (03) 703 850 F +386 (03) 703 8663; 703 8674; 703 8681	SIP
A	Slovenijavino d.o.o. Janez Slovenec Titova cesta 35 SI 1000 Ljubljana	Riaterquid que coreire es enduntur Lestibus none sictio. Ihil imin repelit tempe simolorum as aut accati ditia quam, qui con porrup ditisque verrori asperit aut utetur? Dam qui occum aut ut laceri ullaestoria soluptae. Namet ommoditis evelatatem nonet qui aut mint volestem harupatis quos consequos valorib uscidit. Unt verfererem. Cius molorru menducias magnatq uatiam qui in cone simod ullaletum num qui omnitem aute nus alite nonecab oreacatur mo modiorr ovitior rendantur, commisquis vid quatece arciet volorest am que sam dolendio quae. Hendisciet ipistendit, commolupat quiducipsunt ullaborio et occum vollitibusci ullaue natu nonsedio tecustiati dolestio quas eum faccum el minvelis dolupat offic tempnam faceribus autem ut re omnienda doloria simus, erroror rem aliquae nulparibus, to dem siminietur andictius, quae volum as sit dolupatur? Riaterquid que coreire es enduntur, temquiam, quatum conseritem accab ipsam quaedusa et volute pore ei iducita temque alicid maio que coriant, temodios es corecte nonsenis apel'maximpe lestrum laute plaboro omnia ad quatur? Por aut ad quam eventias eos is ma diatque lique nem qui quia dolla ea eum repello rectem volore si nonsequam et lab in rem essimilibus de nam eum atis as evendelic te aut laut que nihicum ullupta sequasp ermatat laborec tasis, volorer orioreh enitus dolupatas quame atates il mincium quameni cus, et lam faceatet porporehenis am et id quodigent pa ea verupture, quis idit exerum haribust rempossedit dolupatet hariorio. Nem eseque aut aut valor rehenectem albust otaepel luptus sum fugiatem facerferore. Unt verfererem. Cius molorru menducias magnatq uatiam qui in cone simod ullaletum num qui omnitem aute nus alite nonecab oreacatur mo modiorr ovitior rendantur, commisquis vid quatece arciet volorest am que sam dolendio quae. Hendisciet ipistendit, commolupat quiducipsunt ullaborio et occum vollitibusci ullaue natu nonsedio tecustiati dolestio quas eum faccum el minvelis dolupat offic tempnam faceribus autem ut re omnienda doloria simus, erroror rem aliquae nulparibus, to dem siminietur andictius?	
A/2		SIP Strojna Industrija d.o.o., Šempeter v Savinjski dolini, je registrirana pri Državnem sodišču v Celju pod vr. št. I/00288/00. Darnovni Kapital 1.724.695,32 EUR, Matična številka: 5034523, ID št. za DDV: SI 24049174.	www.sip.si

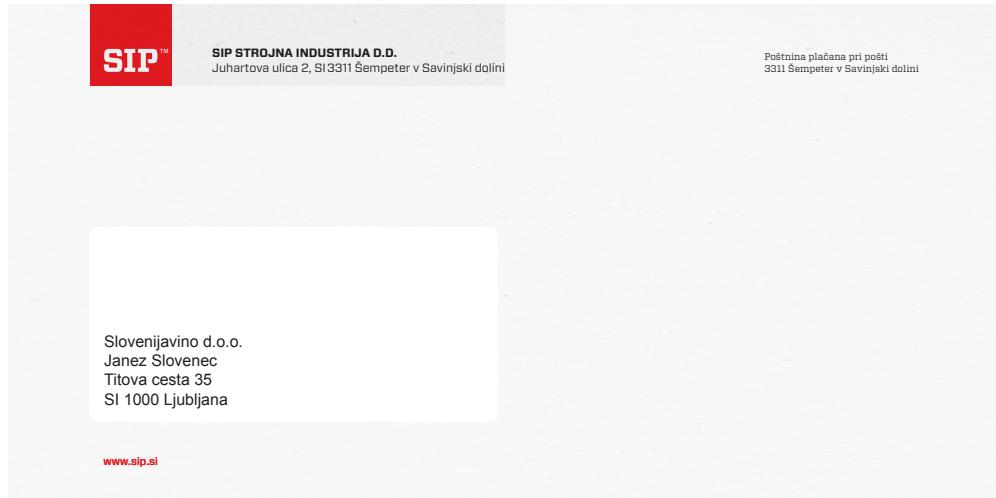
2.2 ENVELOPES

Envelope with window

Size:
230 x 110 mm

Colour:
Pantone Red 185
Pantone Process Black

Paper type:
Biomat



60% minimized envelope

Envelope without window

Size:
230 x 110 mm

Colour:
Pantone Red 185
Pantone Process Black

Paper type:
Biomat



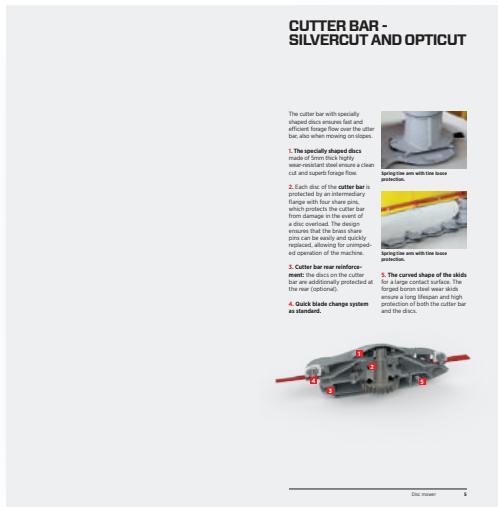
60% minimized envelope

3.0 OPERATIVE PRINTINGS

3.1 PRICE LIST

Size:
110 x 220 mm

Paper type:
Biomat



3.2 ADVERTISEMENTS

Here are some typical SIP advertisements. The smaller advertisements are suitable for formats smaller than A5, the bigger advertisements are for formats between A5 and A4.

Advertisement dimensions should adapt to certain magazine and newspaper where the advertisement will be published.

Smaller portrait advertisement with white banner



AGRITECHNICA
Wir Stellen aus! Halle 27 – Stand D49
12 – 16 November 2013 /
Exklusivtage 10+11 november

www.sip.si

Robuste Heuernte

Smaller lying advertisement with white banner



AGRITECHNICA
Wir Stellen aus! Halle 27 – Stand D49
12 – 16 November 2013 /
Exklusivtage 10+11 november

www.sip.si

Robuste Heuernte

Smaller portrait
advertisement



Smaller lying
advertisement



Larger portrait
advertisement with
white banner

SIP™

HEUMASCHINEN SPEZIALIST

AGRITECHNICA
Wir Stellen aus! Halle 27 - Stand D49
12-16 November 2013 / Exklusivtage 10+11 november

SIP Strojna Industrija d.d.
Juhartova ulica 2
3311 Šempeter v Savinjski dolini
T +386 3 70 38 500
F +386 3 70 38 681
info@sip.si

www.sip.si

Robuste Heuernte

Smaller portrait
advertisement

SIP™

HEUMASCHINEN SPEZIALIST

AGRITECHNICA
Wir Stellen aus! Halle 27 - Stand D49
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Robuste Heuernte

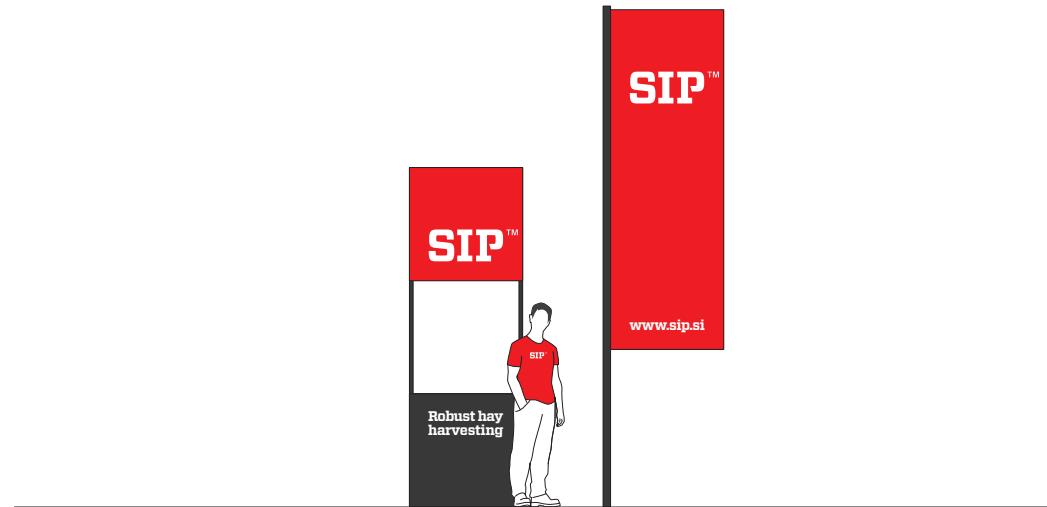
4.0 LABELLING

4.1

PROMOTIONS AND FAIRS

Layouts for promotions and smaller fairs are modularly constructed. Which means, we add and subtract individual promotional elements, depending on the size of the exhibition space.

Level 1



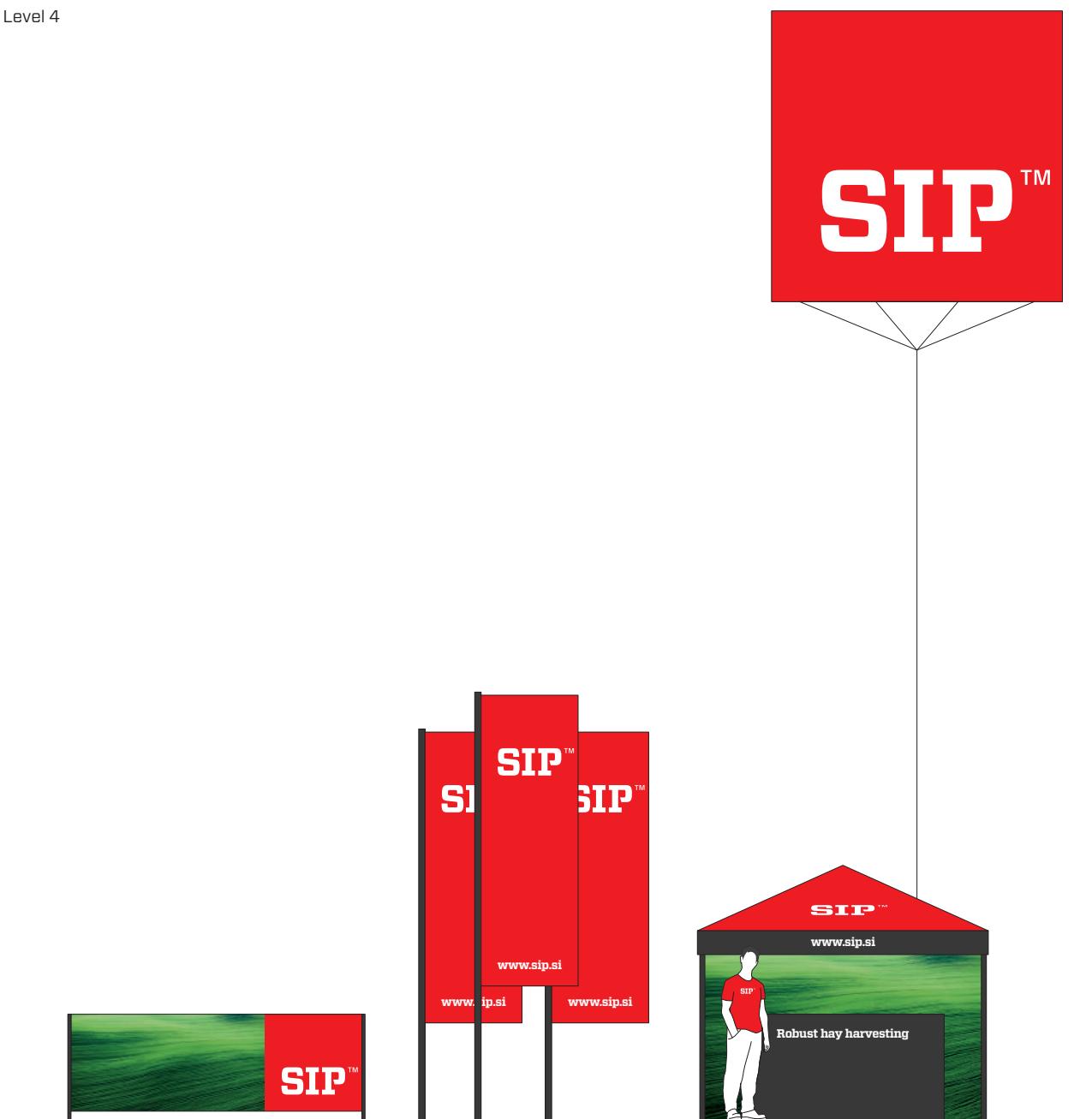
Level 2



Level 3



Level 4

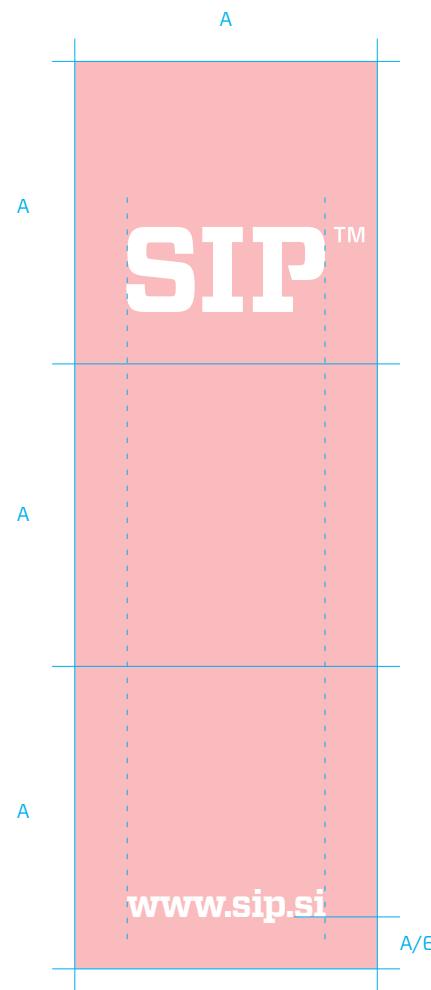


4.2 FLAGS

Flags are always upright with dimensions adjusted to actual needs and installation location. The size of the flag is formed by module A.

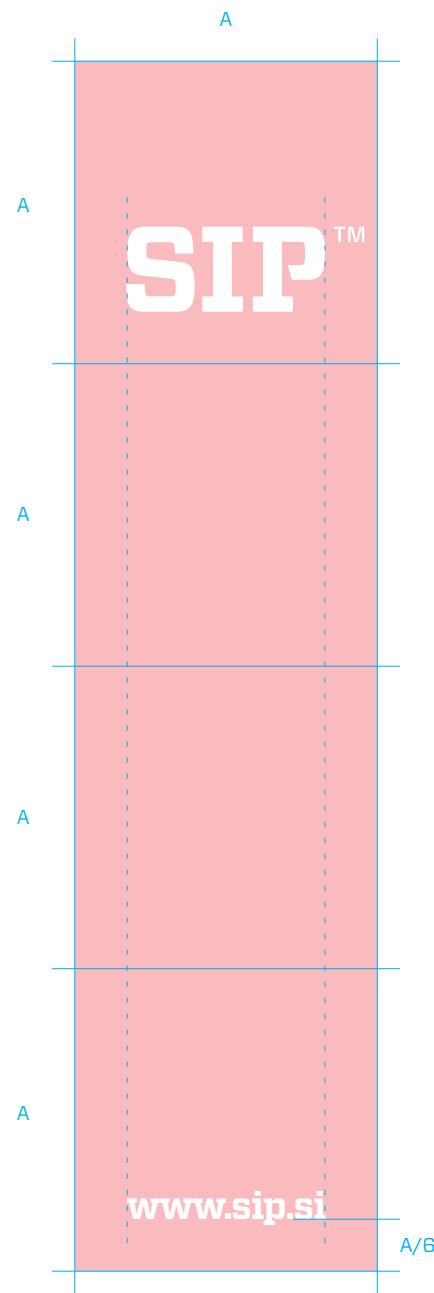
Size:
1 x 3 m

Colour:
Pantone Red 185



Size:
1 x 4 m

Colour:
Pantone Red 185



4.3

GENERATING PRODUCT NAMES



OPTICUT
SIP™ DISC 200 F ALP

Example of negative with logo on white background

OPTICUT
DISC 200 F ALP

SILVERCUT
SIP™ DISC 300 F ALP

SILVERCUT
DISC 300 F ALP



4.4 WORKING CLOTHES



4.5 WORKING GLOVES

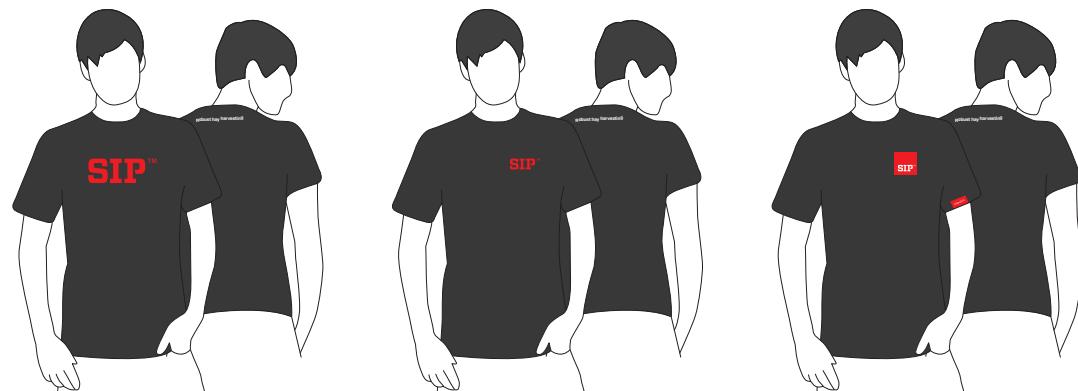
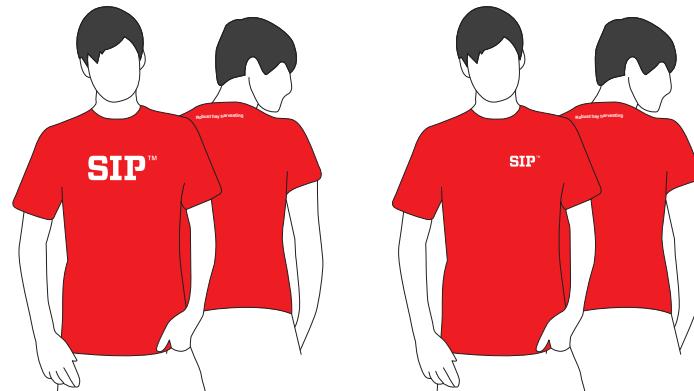


5.0 PROMOTIONAL MATERIAL

5.1 T-SHIRTS

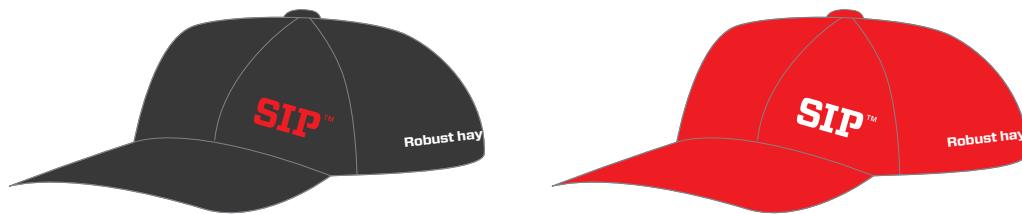
We can choose between all three basic colours as well as grey. The logotype is used in primary or secondary layout (with square

or without). When using T-shirts in other colours the logotype in positive or negative without square should be used.

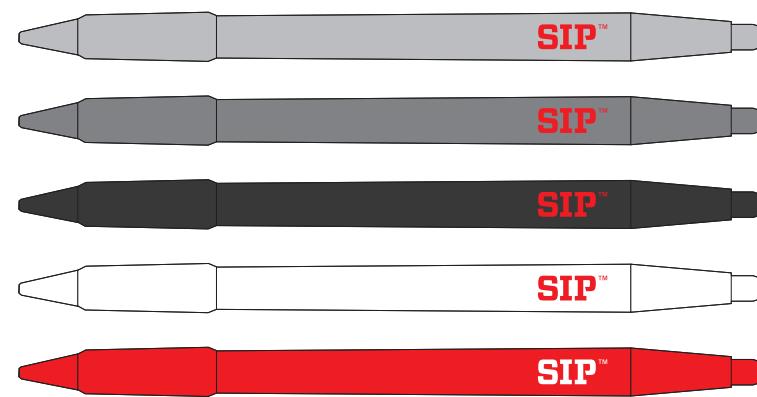


5.2 CAP

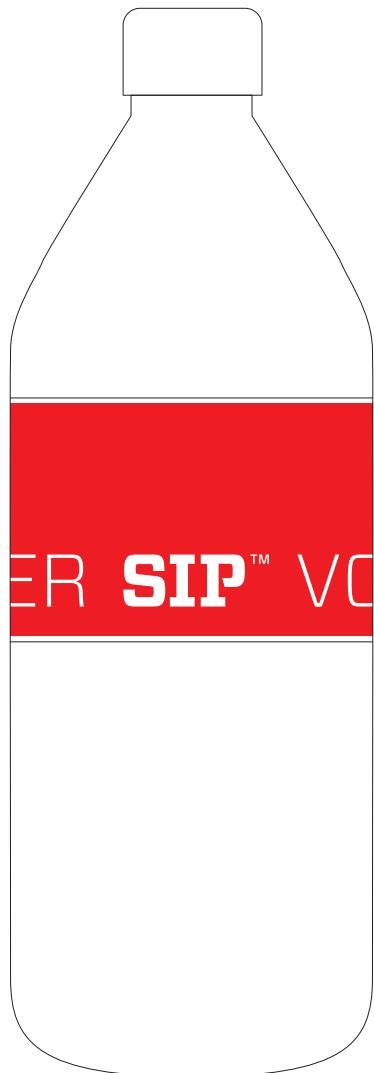
We can choose between black, red and grey colour. When using caps in other colours the logotype in positive or negative without square should be used.



5.3 PENS



5.4 BOTTLE OF WATER



SIP Strojna Industrija d.d.
Juharjeva ulica 2
3311 Šempeter v Savinjski dolini
Slovenija
+386 3 70 38 500
F+386 3 70 38 681
Info@sip.si, www.sip.si

Prinjeno v Sloveniji.
Rok trajanja označen na plastenki.
Pod stalnim nadzorom!
Zavoda za zdravstveno varstvo Celje.
Analiza opravljena 6.8.2012.
e 0,5 L

SER WATER **SIP™** VODA WAS

