









# Stylesheet

OKTOBER 2014

maykestag  
PERFORMANCE  
IN PRECISION

# Logo

	4C	BLACK/WHITE
<p><b>LOGO, POSITIVE</b></p> <p>The positive logo should be used whenever possible.</p>		
<p><b>LOGO, NEGATIVE</b></p> <p>The negative logo version is only used in special cases.</p>		
<p><b>LOGO, LONG VERSION</b></p> <p>The version with the claim to the right of the logo is used for unusually long formats (e.g. book spines, ball-point pens).</p>		
<p><b>CLAIM, FREE</b></p> <p>If the claim is used independently of the logo it must always be used in conjunction with the "chip" to create a strong link to the brand.</p>		

# Logo Size For Applications

## LOGO

Guidelines exist to ensure that the legibility of logo and claim is not impaired.

The correct use of the logo must be ensured when Maykestag is the **sponsor**. The positive logo and claim are always the first choice for the sponsor's logo.



Application larger than or equal to 25 mm  
= Use logo with claim

≥ 25 mm >



Application smaller than 25 mm  
= Use logo only without the claim

## FREE CLAIM

The claim can be used as a standalone design element.

### There are two options:

1. Independently of the logo, e.g. on an inside page with no specific size, but never over-dimensional.
2. In conjunction with sub-brands such as Speedcut, Speedtap and Speeddrill.



# Logo applications

In general, the various logo versions should be used as shown in the examples below.



Display



Title



Business cards

# Corporate colors



**How and where this color is used:**

**CYAN**

is derived from the “chip” and is used as an accentuating color to create a technical look in conjunction with the color white.

**BLUE-BLACK**

is used as a background color for displaying information in brochures and catalogues.

**ANTHRACITE**

is used as a background color for Speed Family product categories and as a contrast color for colored surfaces.

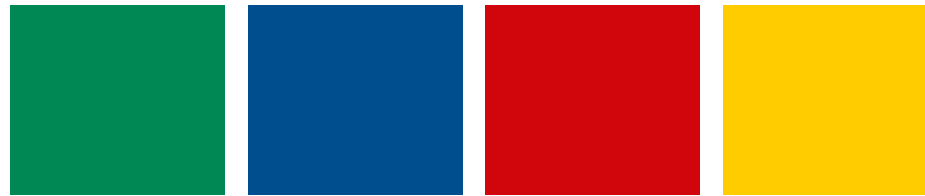
**BLUE-GRAY**

is used where lots of information needs to be color-coded for a clearer overview (e.g. in tables)

		<b>CYAN</b>	<b>BLUE-BLACK</b>	<b>ANTHRACITE</b>	<b>BLUE-GRAY</b>
<b>PRINT</b>	Pantone (Solid Coated Plus Series, 2010)	Pantone Prozess Blue C	532 C	432 C	429 C
	CMYK (Fogra 52 (Beta))	000 / 000 / 000 / 100	60 / 46 / 11 / 89	38 / 17 / 000 / 82	21 / 12 / 8 / 24
	...				
<b>SCREEN</b>	RGB (sRGB)	000 / 158 / 227	24 / 28 / 43	52 / 62 / 74	173 / 179 / 187
	...				
<b>ENVIRONMENTAL</b>	RAL (K5 Classic)	–	5004	7016	7040
	3M Folie (Serie 100)	100-123 light blue	–	–	–

**Note:** the color fields shown here are not fade-resistant. The client will provide the contractor with digital contract proofs. Digital proofs without a media wedge are not considered as color-fast.

# Secondary colors / Speedcut



UNIVERSAL

INOX

68 HRC

ALUMINIUM

		UNIVERSAL	INOX	68 HRC	ALUMINIUM
<b>PRINT</b>	CMYK (Fogra 52 (Beta))	90 / 000 / 77 / 21	100 / 56 / 000 / 25	000 / 100 / 100 / 10	000 / 20 / 100 / 0
	...				000 / 20 / 100 / 0
<b>SCREEN</b>	RGB (sRGB)	000 / 136 / 84	000 / 77 / 141	209 / 5 / 12	255 / 204 / 0
	...				
<b>ENVIRONMENTAL</b>	RAL (K5 Classic)	6024	5005	3020	1023
	...				

**Note:** the color fields shown here are not fade-resistant. The client will provide the contractor with digital contract proofs. Digital proofs without a media wedge are not considered as color-fast.

# Corporate fonts

## HEADERS

Headers and section introduction texts are always set in Geogrotesque UltraLight. Whereby section introduction texts are always set in the color cyan.

Create highest productivity at top speed.

Europäische Qualität bedeutet für uns, dass wir genau wissen und verstehen, welche Innovation den entscheidenden Vorteil bringt. In enger ...

## COPY

Font used for copy text:  
Geogrotesque UltraLight 100% black.

Vitiusdam nimusam et, serio. Incipsum fugitin imagnam quide core sit que nat dolorectur aspersp erioreres maximen delicti conse pores imus de non nulluptat.

## DISPLAYS

The Vox font family is used to display information such as material characteristics and product categories:

Material characteristics:  
Vox Bold

INOX, UNIVERSAL, etc.:  
Vox Italic



UNIVERSAL



INOX

## OFFICE APPLICATIONS

The Calibri system font is used for invoices and PowerPoint presentations as well as for applications where the Alpen and Maykestag brands appear side by side.

Ficiet ilibus, cum que vendel et volorumet occum quatis sit doluptiurit quam aut qui ullaccae sus am qui inctat omnistiamus atem net omnitati seditatinti cornima nonestr umquas