

The Orange Manual

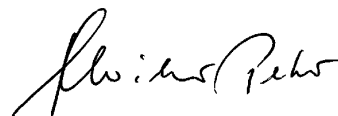
Showing colours.

A company probably makes the most important impression on its surroundings by its appearance, its behaviour and its language.

The appearance is the first impression and serves visualisation. Behaviour and language then yield the overall impression. This overall impression is critical to our presence and our communication in the market.

The following guidelines will help you to incorporate the basic graphical elements, a very important part of the Gebrüder Weiss image, deliberately and efficiently in your work.

Only with the commitment of all Gebrüder Weiss employees, so every single one of you, can our company profile develop to become the distinctive identity that is clearly perceived by the market as Gebrüder Weiss.



Peter Kloiber
Management Board member

Word-Image logo



Word-image logo left-aligned

The word-image logo must be composed of the following elements: the white emblem, white lettering and an orange background. The fourth element, the words Transport and Logistics, can be omitted in exceptional cases.

No other colours are allowed for the word-image logo!



Word-image logo right-aligned



Word-image logo positive orange

The word-image logo must basically consist of white characters on an orange background.

Note: The logos in different GW country languages can be found in the download area at: <http://www.gw-world.com/logotheke>



Word-image logo positive black

In exceptional cases, the word-image logo may be inverted. Please consider that this has a strong impact on the recognition value!

The inverted word-image logo must always be placed on a white or very light background at least the size of the orange background in the positive application. This background does not (!) have a border line.



Word-image logo negative black

The word-image logo on an orange background is possible with a thin, single border line.



Word-image logo Croatian/Serbian

Neither the background nor the word-image logo may be scaled down or deformed in any way!

Further applications of the word-image logo are:

- English
- Romanian
- Czech/Slovak
- Hungarian
- Slovenian

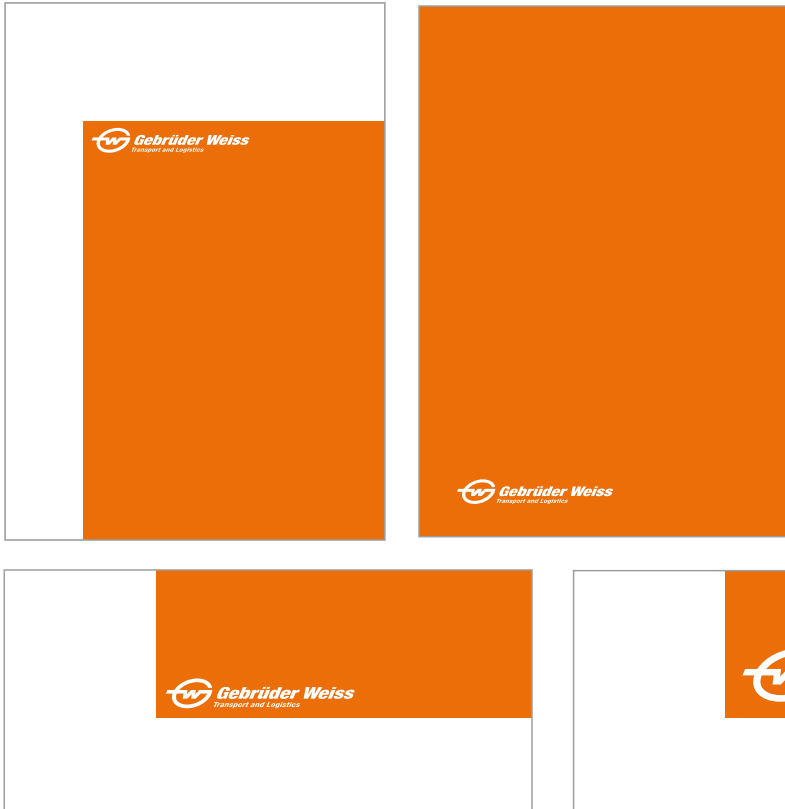
The position and proportions of all elements in relation to each other are first right-aligned and then left-aligned within the background.

The background has to be in full colours (orange), black or shades of grey. No colour gradations or half-tones may be applied!



Word-image logo application on orange background

The word-image logo as a primary design element



Whenever possible, the word-image logo should be placed in a corner, reaching out into the format. There are two ways of arranging emblem and logo text:

left-aligned word-image logo and right-aligned word-image logo.

Gebrüder Weiss – typography

The following shows some of the most-preferred variations of Helvetica:

Helvetica Neue Pro Roman

Helvetica Neue Pro Italic

Helvetica Neue Pro Bold

Helvetica Neue Pro Bold Oblique

For headlines, teaser text etc., the following variations are used:

Helvetica Neue Pro Extended

Helvetica Neue Pro Extended Oblique

Helvetica Neue Pro Bold Extended

Helvetica Neue Pro Bold Extended Oblique

Choice of fonts

GW corporate font

Our standard font is New Helvetica Pro (Helvetica Neue Pro), mainly used in the type styles Roman and Bold. For headlines, the font Helvetica Neue Pro Bold Extended is recommended. The selected font should be applied with condensed character spacing to create our own, distinct typography.

The font is an essential part of the company's representation. Legibility and clarity are of top priority in any written text concerning Gebrüder Weiss.

Tip: Don't use too many different type styles in one document.

Note: The typography guidelines for GW publications are available in the download area:

<http://www.gw-world.com/typogramm-indd>

The logo as a design element



The “Gebrüder Weiss” logo text may only be used together with the logo.

Cube

The GW cube is applied in areas where the brand name receives a high level of attention, e.g. on the main page of GW publications, promotional material, GW mobile apps, work gear, merchandising products etc.

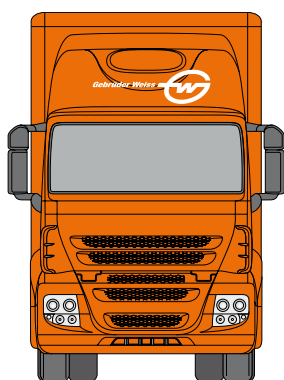
Scaled-down, attached writing

This option is suitable for landscape formats and employs a fixed size ratio: the middle height of the scaled-down logo text corresponds to the thickness of the logo.

The logo can also be used on its own for designs in a context.

For these backgrounds, equal conditions apply as for the “word-image logo as a primary design element”.

Vehicle graphics



Panel trucks, pick-up trucks and towing vehicles should be marked according to the guidelines in the Vehicle Graphics manual. Please mind the particulars of any given vehicle.

Important: According to road traffic regulations, vehicle graphics with reflecting letters must have a boundary frame of about 5 cm width!

Note: Guidelines and tips related to vehicle graphics can be found in the manual, available at: <http://www.gw-world.com/fahrzeugmanual>



Special Colour: coated Pantone 295C	Special Colour: Pantone Orange 021C
Euroscale: Newspaper, uncoated, coated C 100, M 50, Y 0, K 50	Euroscale: Newspaper: M 55, Y 100 uncoated: M 55, Y 100 coated: M 60, Y 100
Screen: G 65, B113 HTML: #003366	Screen: R 255, G102 HTML: #FF6600
Textiles: ISOCORD 3323	Textiles: ISOCORD 1300
Paintwork: RAL 5003 Foil: ScotchCal 100-003	Paintwork: RAL 2004 Foil: ScotchCal 100-14
Special Colour: coated Pantone 295C	Special Colour: Pantone Orange 021C
Euroscale: Newspaper, uncoated, coated C 100, M 50, Y 0, K 50	Euroscale: Newspaper: M 55, Y 100 uncoated: M 55, Y 100 coated: M 60, Y 100
Screen: G 65, B113 HTML: #003366	Screen: R 255, G102 HTML: #FF6600
Textiles: ISOCORD 3323	Textiles: ISOCORD 1300
Paintwork: RAL 5003 Foil: ScotchCal 100-003	Paintwork: RAL 2004 Foil: ScotchCal 100-14
Special Colour: coated Pantone 295C	Special Colour: Pantone Orange 021C
Euroscale: Newspaper, uncoated, coated C 100, M 50, Y 0, K 50	Euroscale: Newspaper: M 55, Y 100 uncoated: M 55, Y 100 coated: M 60, Y 100
Screen: G 65, B113 HTML: #003366	Screen: R 255, G102 HTML: #FF6600
Textiles: ISOCORD 3323	Textiles: ISOCORD 1300
Paintwork: RAL 5003 Foil: ScotchCal 100-003	Paintwork: RAL 2004 Foil: ScotchCal 100-14
Special Colour: coated Pantone 295C	Special Colour: Pantone Orange 021C
Euroscale: Newspaper, uncoated, coated C 100, M 50, Y 0, K 50	Euroscale: Newspaper: M 55, Y 100 uncoated: M 55, Y 100 coated: M 60, Y 100
Screen: G 65, B113 HTML: #003366	Screen: R 255, G102 HTML: #FF6600
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Pantone 021C	Pantone 295C
70 %	70 %
45 %	45 %
20 %	20 %

Pantone 021C	Pantone 295C
70 %	70 %
45 %	45 %
20 %	20 %

Pantone 021C	Pantone 295C
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Pantone 021C	Pantone 295C
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45 %	45 %
20 %	20 %

Corporate colours

Gebrüder Weiss is the “orange” freight forwarder. Colours are a strong distinctive feature and this is what we need to convey to the recipient. Therefore use our corporate colour as often as possible in order to make this graphic element gain importance.

Orange, GW's corporate colour

In coloured prints, the word-image logo may only be used in full colour orange. In black-and-white prints, the logo must be kept in full colour black or in shades of grey.

Dark blue, the secondary colour

The complementary colour dark blue is the favourite for combinations. In two-colour prints it can be taken instead of black. It can also be used extensively, since it provides optimum support for the orange colour.

Blue can also be used in four-coloured printing. Please apply the Euroscale tonal values (C 100, M 50, Y 0, K 50) and **do not convert this colour according to the Pantone scale!**

Offset printing

The colour orange is printed in special colour Pantone 021C. If this is not possible – especially in newspaper printing – it may be printed according to the four-colour scale (as defined on the left).

Digital, ink-jet or colour-laser prints

If the colour orange cannot be printed as a spot colour, four-colour printing may be used as a stop-gap. The colour orange in this case should not be converted according to the Pantone scale, but defined according to the paper used with a ratio of 55% (newspaper or uncoated) or 60% (coated) Magenta (M) to 100% Yellow (Y).

Foils and outdoor advertising

Foil: ScotchCal 100-14
MacCal 9801-04
Paintwork or silk-screen prints:
RAL 2004

Textiles embroidery: ISOCORD 1300
Prints: RAL 2004

Packaging material Full cover whitener, spot colour Pantone Orange 021C

Screen R 255, G 102, B 0
HTML colour definition: #FF6600

The visual “language” of Gebrüder Weiss

The language of Gebrüder Weiss

Gebrüder Weiss’ services are varied and complex and, due to constant growth and innovations, are becoming more and more extensive. The customer, though, must be kept informed in a clear and transparent way. In customer care our employees always endeavour to be competent, polite, committed, versed, friendly and helpful. We want to express this attitude in all media related to our communication.

Attributes for your design: mobile, moving, reliable, industrial, digital, optimised, dynamic, solid and unbureaucratic.

Colouring

Always try to get as much contrast as possible in relation to the background. For longer texts, use black writing on white or light backgrounds and white writing on orange or dark backgrounds. For labeling orange writing or lettering in italics is also acceptable.

With black-and-white prints use white or black backgrounds and correspondingly black or white lettering only.

Planes

Planes are an important presentational element for Gebrüder Weiss.

The plane is the graphic representation of “territory”. The Gebrüder Weiss Group sees itself as strong and competent within their field of action. Therefore, planes are always clearly defined, without any limiting frames, and in clear colours, preferably in Gebrüder Weiss colours orange or blue. Please avoid rounded corners.

Lines

Lines may be used to underline, to connect or as a dynamic design element.

You may use them as you wish, but they should always show the colours orange, blue, black or white. This element is preferably used horizontally and as a straight line; vertical lines are an option but are to be employed very sparingly. Curved or downward lines as well as rounded frames are to be avoided.



Do’s

Graphically, the attributes are expressed by means of geometry, determination, movement, functionalism, clarity, dynamics and efficiency, but always in an appealing way.

Always use clear and unmistakable design elements and colours.

All elements used are meant to support and illustrate the message (and not to be ornamental).

Your design should always be to the point. Always remain matter-of-fact and straightforward, whether it be in texts, pictures or graphics, but never forget the human touch: your work should be appealing to the customer. Moreover, a self-confident appearance makes us look strong and convincing in comparison to our competitors.

Don’t’s

For the sake of completeness, please note that texts which are centered or aligned right, colour runs (except when shading) and awkward formats should be avoided.

Company notation in texts

Gebrüder Weiss or short GW (in capitals)

Notation of branches:
e.g. GW Lauterach, GW Zagreb

Correct punctuation

Quotation marks in English: “and” (66 and 99, both on top)

Single quotation marks (used within double quotation marks): ‘and’ (6 and 9, both on top).

Apostrophe: ’ (in form of a 9, on top)

Furthermore, please make sure to use hyphens and dashes in the right way:

A hyphen (-) is a short line, used to divide words or to separate compound words and names, e.g. “service-oriented”.

A dash (–) is longer and is used for expressing thoughts or adding extra information in a sentence, similar to how we use parenthesis, or a comma. It is also used to mean “up to and including”, e.g. “pages 0–17”.

Bullet characters

In lists, please use dots (•) and indent the following line.