

Style guide anniversary

August 2018

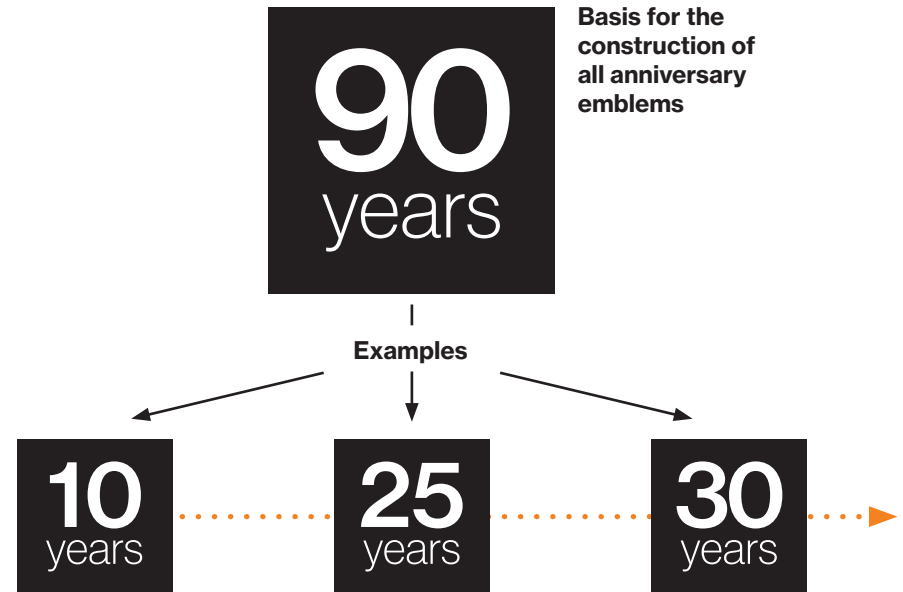
uvex anniversaries

Happy anniversary! An anniversary is not just a reason for celebration, but also a distinct USP for the uvex brand: a special emblem was developed to mark uvex's 90th anniversary celebrations in 2016, allowing us to draw attention to this milestone over the course of the year in our communication tools. This emblem and the accompanying usage guidelines have provided an exemplary template for the design of all communication materials in milestone years for uvex.

No matter whether uvex is celebrating 20, 30 or 50 years at a certain site, a strong brand serves to increase the value of the group as a whole. Every single employee can help us achieve this objective by adhering to these guidelines. Thank you for playing your part!

uvex anniversary emblems for download can be found at: cdportal.uvex.com

Anniversary emblem



When should the special emblem be used?

This emblem must be placed on all anniversary communications.

Consequently, it must also be included on measures that are being created in the previous year but will primarily be used during the anniversary year.

Only media that will be in use for significantly longer should not include the emblem.



Period in which emblem should be used

Emblem

Basic version and colour options



blue

uvex blue:
CMYK: 100/70/0/20
Pantone: 287
RGB: 0/51/153



orange

uvex orange:
CMYK: 0/60/100/0
Pantone: 1505
RGB: 255/102/0

Basic version

The emblem should always be a square tile.

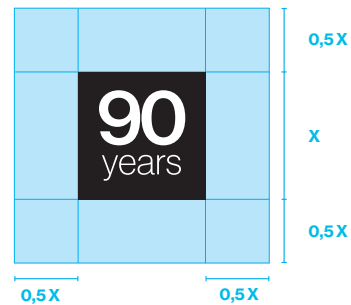
Colour options

The emblem should be used in blue, orange, negative white or positive black.

Templates

Please only use the approved files provided by uvex. Special cases must be assessed and agreed in coordination with CBM.

Emblem exclusion space



The exclusion space is specified at 0.5 times the height of the tile (x).

The exclusion space only applies for the distance to other design elements, not for the distance to the format margin or the baseline.

Special cases must be assessed and agreed in coordination with CBM.



negative = white

uvex black:
CMYK: 0/0/0/100
Pantone: Black C
RGB: 0/0/0



positive = black

uvex white:
CMYK: 0/0/0/0
RGB: 255/255/255

Use of emblem



Example of placement on light background

Example of placement on dark background

Use of emblem

There must always be clear colour definition between the emblem and the background.

The colour option should be chosen that best integrates into the respective layout.

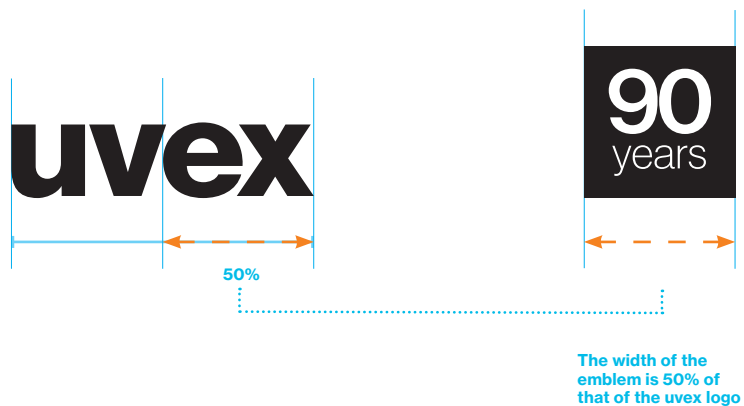
The following should be taken into account when placing the emblem within the layout:

- Optimum legibility must be ensured
- The exclusion space must be maintained
- The emblem must not be placed below the baseline
- The emblem must not be placed above the uvex logo

Emblem size

Use of the anniversary emblem with the uvex logo

If the anniversary emblem is used alongside the uvex logo, the width of the emblem should typically be 50% of that of the uvex logo.



Use independently of logo

The size of the emblem should be the same size which would have been used for the uvex logo for the particular application in question, even though the uvex logo is not used in this case.

Standard paper sizes

Paper size	Width of emblem
Envelope	15 mm
A5	15 mm
A4	20 mm
A3	30 mm

For standard paper sizes, the defined widths correspond to the 50% rule. These are also applicable where the emblem is used independently of the uvex logo.

Minimum emblem size

The minimum emblem size is set at 10 mm.



Exceptions

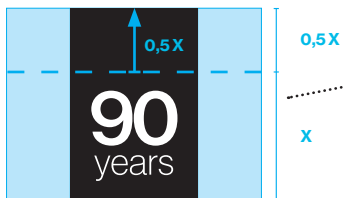
For non-standard paper sizes or special applications, the proportions of the uvex logo and the emblem can be adapted to suit the particular layout. We recommend that the size remains between one quarter and two-thirds of the width of the uvex logo.

Example for use of one quarter size: At exhibition stands, the uvex logo is usually very big. Using the 50% rule here could simply be too much. In this case, scaling the proportion down to $\frac{1}{4}$ would be an option.

Example for use of two-thirds size: This is an option for small paper sizes where the emblem would otherwise fall short of the minimum size of 10 mm, or where the dimensions require greater emphasis on the emblem.

Positioning with bleed

Positioning with bleed at top of page



The emblem can be used with a bleed, which must be the same colour as the emblem background. The size of the bleed is 50% of the main emblem height, extending at the top of the page in this example.

Special cases must be assessed and agreed in coordination with CBM.



Positioning with bleed to left or right



When the bleed is positioned to the side, its size should be 50% of the emblem width.



Applications not permitted



If a bleed is being used, the emblem must not be positioned around the baseline

Applications not permitted



Non-specified emblem colour



Rearrangement



Outline



Effects

The shape and colour of the emblem is specified for the brand presence and must not be changed, rearranged or supplemented with additions. Below are examples of applications which are not permitted.



Reformatting the emblem




Insufficient contrast



Insufficient contrast



Use of emblem on background of same colour

Exemplified running text Cessi cust, ut adiveles que explab lum  eatur moluptur? Eptatur, to ipsunquo dus re porepero test omni reperfere rsplit, officil iusa consectibus, voluptius, videlesseces doluptis lorem.

Application in running text



Addition of graphic elements



Modification of lettering



Emblem with bleed

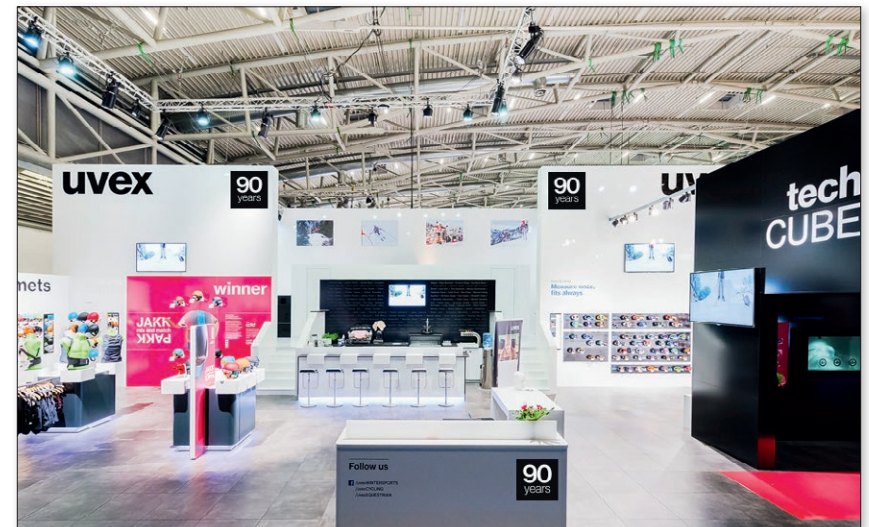
Examples

Print



Correct exclusion space around emblem. Emblem is harmoniously integrated

Trade fairs



Harmonious integration on a trade fair stand

Examples

Applications not permitted



Incorrect exclusion space around emblem



The emblem must not be placed above the uvex logo



The emblem must not be placed below the baseline



Too many different emblems

**All general design guidelines
can be found by visiting:
cdportal.uvex.com**