



Version 2.0

Corporate design 2017

valid from 01/11/2017

More than pumps



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1.1 The logo



The Biral logo conveys the following attributes:

- Competence
- Proximity to customers
- Reliability

Proportions may not be altered.

1.2 The signet



The Biral signet/impeller conveys the following attributes:

- Impeller
- Pump industry
- Technology

and is a graphic element in the logo.

More than pumps

The Biral slogan stands for:

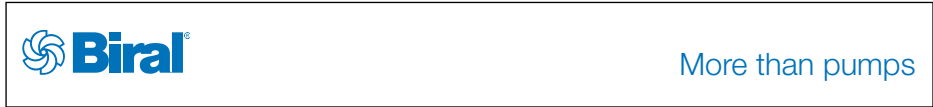
- Competence
- Customer proximity
- Reliability
- The customer obtains more than just a pump
- Advice
- Expertise
- Professionals are here on-site
- Service organisation
- After sales support
- Progressive
- Innovative

1.4 Logo and colours - 1

1. General

Logo with slogan

Blue on a white background



Black on a white background



Black on a light background



White on a dark background



White on a black background



1.4 Logo and colours - 2

1. General

Logo without slogan

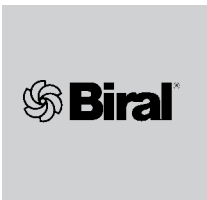
Blue on a white background



Black on a white background



Black on a light background



White on a dark background



White on a black background



1.5 Logo set-up

1. General

Size of the logo:

A4 page high/transverse = wide logo including impeller W: 44 mm, H: 11.4 mm

A5 page high/transverse = wide logo including impeller W: 22 mm, H: 5.7 mm

Convert other sizes proportionally

Size of the slogan:

Always 50 % of the font height of the logo / proportional conversion

Placement:

Upper side edge = logo left / slogan right

Lower side edge = logo right / slogan left

General:

Only one version may be selected per page. Either logo/slogan at the upper or lower side edge, but never both on one page.



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1.6 Colours

1. General

The blue of the company, Biral, generates a unique recognisable effect. Depending on the background, the colours may be used according to the specifications at 1.4 Logo and colours 1 and 2. Orange and light blue can also be used.

BLUE



Euroscale

| | |
|---------|-------|
| Cyan | 100 % |
| Magenta | 43 % |
| Yellow | 0 % |
| Black | 0 % |

RGB

| | |
|-------|-----|
| Red | 0 |
| Green | 114 |
| Blue | 186 |

Pantone

Pantone 300 C/U

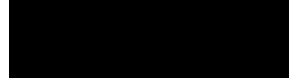
RAL

RAL 5015 sky blue

Colour code

#0072ba

BLACK



Euroscale

| | |
|---------|-------|
| Cyan | 0 % |
| Magenta | 0 % |
| Yellow | 0 % |
| Black | 100 % |

RGB

| | |
|-------|---|
| Red | 0 |
| Green | 0 |
| Blue | 0 |

WHITE



Euroscale

| | |
|---------|-----|
| Cyan | 0 % |
| Magenta | 0 % |
| Yellow | 0 % |
| Black | 0 % |

RGB

| | |
|-------|-----|
| Red | 255 |
| Green | 255 |
| Blue | 255 |

ORANGE



Euroscale

| | |
|---------|------|
| Cyan | 0 % |
| Magenta | 51 % |
| Yellow | 93 % |
| Black | 0 % |

RGB

| | |
|-------|-----|
| Red | 243 |
| Green | 147 |
| Blue | 27 |

Colour code

#f3931b

LIGHT BLUE



Euroscale

| | |
|---------|------|
| Cyan | 38 % |
| Magenta | 13 % |
| Yellow | 0 % |
| Black | 0 % |

RGB

| | |
|-------|-----|
| Red | 166 |
| Green | 202 |
| Blue | 240 |

Colour code

#a6caf0

1.7 Fonts

1. General

In-house font – Helvetica Neue

Used for all printed matter (e.g. brochures, catalogues, flyers, etc.).

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,?!\$£ç+%

55 Roman

Used for all general communication

**abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,?!\$£ç+%**

75 Bold

Used for the titles

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,?!\$£ç+%

45 Light

Used for the slogan and titles (title pages)

*abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.,?!\$£ç+%*

56 Italic

Used in 3-language catalogues for the middle column

1.7 Fonts

1. General

Alternative font – Arial

Used for internal and general written communications (e.g. letters, e-mails, newsletters, website, invoices, etc.)

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890.,?!\$£ç+%

Regular

Used for general communications and the Biral slogan

abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPOQRSTUVWXYZ
1234567890.,?!\$£ç+%

Bold

Used for titles



Contact details for questions/suggestions on corporate design:

Biral AG
Marketing communication departement
Südstrasse 10
3110 Münsingen

Phone: +41 31 720 90 00
Fax: +41 31 720 94 42
E-mail: marketing@biral.ch

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