



# Corporate Identity

**BRAND GUIDELINES**

# Introduction

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## BRAND GUIDELINES

To firmly position Silco d. o. o, we want to underline the brand's representation across all visual media in various different situations.

These guidelines describe the visual and verbal elements that represent Silco d. o. o. corporate identity.

These include our name, logo, colors, typography and other graphic elements.

The Silco brand, including the logotype, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Silco brand.

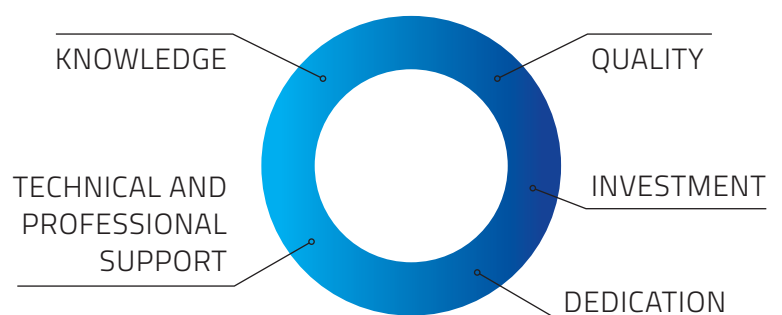
## ABOUT Silco d. o. o.

Inspired and motivated by professionalism, product and service quality, investment in knowledge, technical support and dedication to our customers; all these values inspire and motivate us to do our best.

## MISSION STATEMENT

Maintaining equally high levels of quality, efficiency and competitiveness, we want our business operations become your standards - where high quality is expected and cost-effectiveness understood.

## Our brand beliefs



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# Attributes of brand Silco

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// ORGANIZED

// ELABORATE

// STABLE

// RATIONAL

A brand identity represents the values, services, ideas and personality of an organisation.

It is designed to increase recognition and build perceptions of the organisation in this chosen marketplace.

Attributes of brand Silco needs to be considered in every step we take.

Visual brand identity and external/ internal communications need to be expressing all attributes that our brand encompasses.

***silco***®  
**AUTOMOTIVE**

# Brand Logo

## DESIGN OF LOGO

The Silco logo must be clearly visible wherever it is used. It is essential that our logo is used correctly and consistently in all communications.

Silco logo is the most visible element of our identity.

Logo consist of four key elements:

- logotype "silco"
- geometric shape of arrow
- caption automotive
- registration mark

Composition of logo is dynamic. Slightly tilted logo gives an impression of forward movement. Arrow at the end of the logo indicates upward movement.

## LOGO EXCLUSION ZONE

The exclusion zone (indicated by dashed line) is the minimum area around the logo that must remain clear of type, graphics or any other element. It is calculated by using the height and width of character *A* from caption *AUTOMOTIVE*.



# Logo Variations

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## COLOR LOGO

Primary logo is used in two colors.

Positive and negative version.



## MONOCHROMATIC LOGO

Secondary logo is used in one color.

Positive and negative version.



# Incorrect use of the Logo

It's very important to use the Silco logo as described in these guidelines.

Here are some possible misuses of the logo which are prohibited.



// DO NOT DISTORT (STRETCH) THE LOGO



// DO NOT USE THE LOGO IN ANY COLOR OTHER THAN APPROVED ONES



// DO NOT DISTORT (SHRINK) THE LOGO



// DO NOT SEPARATE THE ELEMENTS OF THE LOGO



// DO NOT ROTATE THE LOGO



// DO NOT CHANGE PROPORTIONS BETWEEN THE ELEMENTS OF THE LOGO

# Support Graphic Elements

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## DESIGN

Colored version of the graphic element consists of complex geometric shapes which are interlaced between themselves, filled with gradients of different opacity and blend settings.



## MONOCHROMATIC VERSION OF SUPPORT GRAPHIC ELEMENT





# Usage

Support graphic element is always on the right or under the Silco logo.

Blue version is used in vertical and horizontal bands.

Monochromatic version is used as a background.



// EXAMPLE OF SILCO FLAG



// EXAMPLE OF SILCO PRODUCT LABEL



// EXAMPLE OF SILCO PRODUCT LEAFLET

# Color System

## PRIMARY COLOR PALETTE

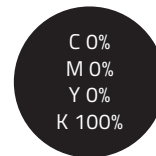
Primary colors for Silco are black and orange. Our colors can be used in all media.

Specified here is the Pantone reference for each color, the CMYK values for four-color process printing and the RGB and HEX values for screen and online usage.

### PANTONE



### CMYK (PRINT)



### RGB AND HEX



## SECONDARY COLOR PALETTE

Our secondary color is blue; different blue tints and gradients. Secondary colors has been chosen to complement the two primary colors.

Specified here is the Pantone reference for each color, the CMYK values for four-color process printing and the RGB and HEX values for screen and online usage.

### PANTONE



### CMYK (PRINT)



### RGB AND HEX



// GRADIENT BETWEEN LIGHT BLUE AND DARK BLUE

# Typography

## CORPORATE TYPOGRAPHY

Typography plays an important role in communicating an overall tone and quality.

The correct use of typography emphasizes our personality and ensures clarity in all Silco communications.

## PRIMARY TYPEFACE

For all external and internal communications our primary typeface is Titilium.

Titilium typeface consists of 14 font styles.

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789 (-"=#\$%&!@/\*+.,:;)

Titilium Light

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789 (-"=#\$%&!@/\*+.,:;)*

Titilium Light Italic

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789 (-"=#\$%&!@/\*+.,:;)

Titilium Regular

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789 (-"=#\$%&!@/\*+.,:;)*

Titilium Regular Italic

**ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789 (-"=#\$%&!@/\*+.,:;)**

Titilium Semibold

**ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789 (-"=#\$%&!@/\*+.,:;)**

Titilium Bold

# Typography

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## SECONDARY TYPEFACE

Where primary typeface is not available (for example e-mails or web ...) the secondary typeface Calibri should be used.

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrstuvwxyž  
0123456789 (-"=#\$%&?!@/\*+.,;:)

Calibri Light

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrstuvwxyž  
0123456789 (-"=#\$%&?!@/\*+.,;:)

Calibri Regular

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrstuvwxyž  
0123456789 (-"=#\$%&?!@/\*+.,;:)*

Calibri Italic

**ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrstuvwxyž  
0123456789 (-"=#\$%&?!@/\*+.,;:)**

Calibri Bold

# Contacts

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## MARKETING DEPARTMENT

If you need any further guidance on the Silco identity, wheter communications, design or digital, please contact one of the marketing team.

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