SNP SE

CORPORATE DESIGN MANUAL

2020

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SNP | The Data Transformation Company

SNP SE

INTRODUCTION

DESIGN MANUAL

This manual describes the visual elements that represent SNP's corporate identity. They include our name, logo and other elements such as colors, typography and graphics.

Communicating a controlled message is important in order to present a strong, consistent corporate image.

This manual reflects SNP's commitment to quality, consistency and style. The SNP brand, including the logo, the name, the colors and the identification of elements, are valuable assets for the company.

Every one of us is responsible for protecting the company by preventing unauthorized or improper usage of the SNP name and brand.

SNP SE

CONTENT

01 | CORPORATE LOGO
Logo and typography, logo structure, free space and dimensioning, logo usage — Pages 4 to 8

02 | CORPORATE TYPOGRAPHY
Fonts and typography — Pages 9 to 11

03 | TYPOGRAPHY HIERARCHY
Usage in text design — Pages 13 to 14

04 | CORPORATE COLORS
Primary and secondary colors — Pages 15 to 17

05 | CORPORATE STATIONERY
Letterheads and business cards — Pages 19 to 21

06 | PRINT MEDIA
Success Stories, Factsheets, Whitepapers, Brochures, Advertisements, Rollup — Pages 22 to 28

01 CORPORATE LOGO

Our logo is the cornerstone of our identity and the primary visual element that identifies us. The signature is a combination of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

Corporate Logo and Typography
Logo Structure, Free Space and Dimensioning
Logo Usage

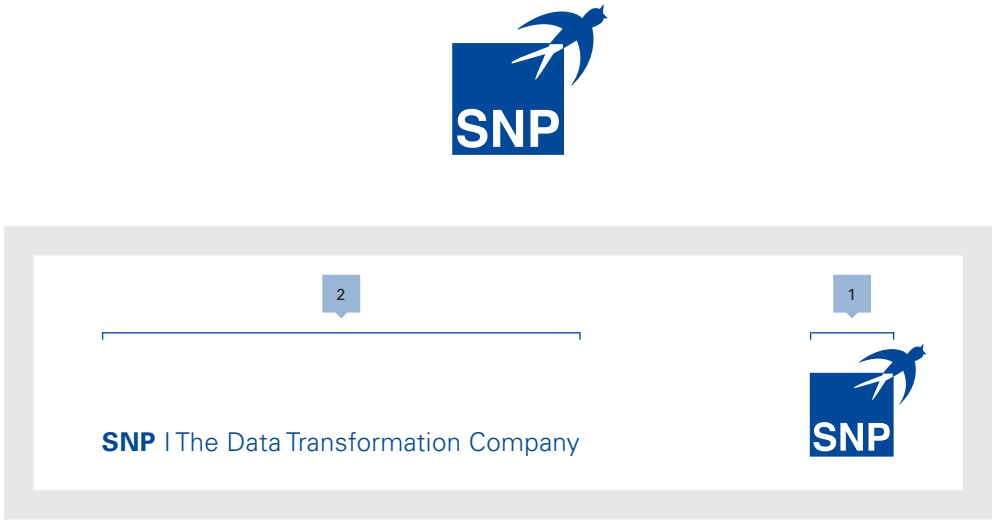
CORPORATE LOGO AND TYPOGRAPHY

The corporate logo consists of two elements: the logo symbol and the logo typography.

The logo typography is characterized by a modern and legible quality, which has been further improved by the use of capital letters. The font is Univers LT Std 65 Bold and forms a single entity together with the logo symbol.

The primary corporate color is SNP Bluefield Blue and stands for the company's values: modern, classic, timeless.

You can find more details on the corporate colors from page 15 onward.



1) Logo Symbol
This consists of a square bordered by the three letters "SNP" and the SNP swallow.
The logo symbol is independent and can be placed alone.

The main logo is the blue logo, which is used on a white background. You can find alternatives for blue backgrounds or darker backgrounds below.

The logo is located on the right-hand side in the format and always displayed along with the SNP claim.

2) SNP Claim
The SNP claim is always displayed alongside the logo. The fonts used here are Univers Bold and Univers Light. The SNP claim is always located on the left-hand side in the format.

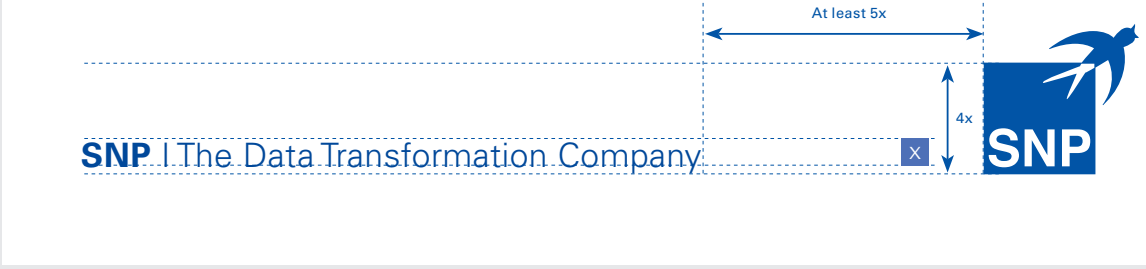
3) Negative variant
The negative variant is used when the background color is SNP Bluefield Blue or darker.

The recommended formats are:
.eps | .ai | .png | .jpg | .tiff

LOGO STRUCTURE, FREE SPACE AND DIMENSIONING

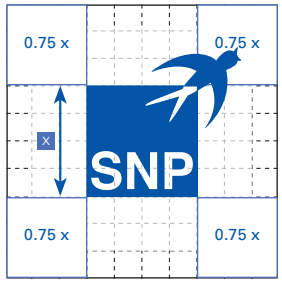
It is important to maintain the distances to other graphic elements. To ensure this, we have defined a fixed exclusion zone around the logo and the SNP claim.

The specified values have a fixed relationship to the logo and must not be changed in any way.



FREE SPACE

Logo Symbol



FREE SPACE

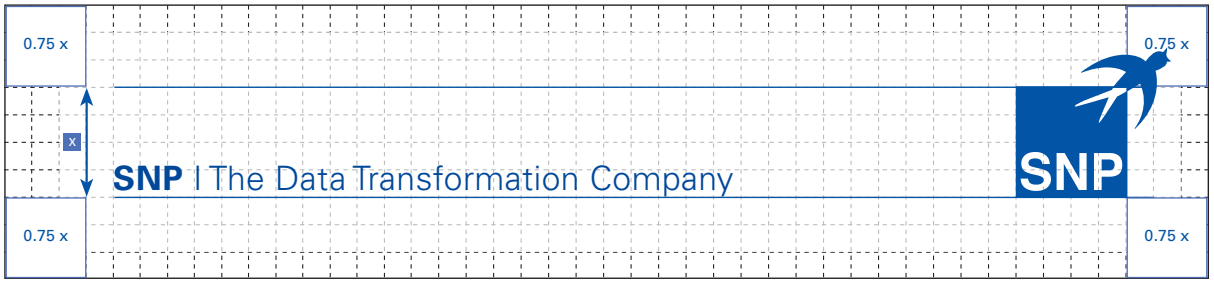
Logo and SNP claim

Definition

Whenever you use the logo, it should be surrounded by free space to ensure its visibility and impact. You must not use other graphic elements within this zone.

Dimensioning

Use the height of the logo to calculate the free space.



LOGO USAGE

LOGO A
blue version

LOGO B
white version

LOGO C
white version

LOGO CENTERED
with web address

The logo can also be centered and placed together with the SNP claim or the web address. The total height is 9.5x. The height "x" refers to the letter height of the web address.

MINIMUM LOGO SIZE

Logo Symbol

Minimum size: 5 mm x 5 mm

PARTNER LOGO

02 CORPORATE TYPOGRAPHY

Typography is an important part of SNP's corporate design. It comprises our visual representation internally and externally and is derived from our corporate identity. The aim here is to ensure consistent visual positioning and profiling. The typography helps to present a consistent corporate image for SNP both internally and externally.

SNP Corporate Fonts
SNP Typography and Text Hierarchy

CORPORATE FONTS

U N I V E R S

PRIMARY FONT
UNIVERS LT Std

Univers supports at least 56 languages (Com / OT TTF).

You can find licenses for all styles at www.linotype.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

0 1 2 3 4 5 6 7 8 9 0

Numbers

EXAMPLE CHARACTERS FOR UNIVERS

! " § $ % & / ( ) = ? ` ; : ¡ " ¶ ¢ [ ] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ / ø π • ± ‘ æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

Glyphs

CORPORATE FONTS

SECONDARY FONT
UNIVERS LT Std 57 CONDENSED

U N I V E R S

You can find licenses at www.linotype.com

Univers LT Std Condensed is used as a headline font for image brochures.

57 Condensed

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

CORPORATE FONTS

MONTSERRAT

PRIMARY FONT
Montserrat

You can find licenses for all styles
at www.linotype.com

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Roman

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z

Light

0 1 2 3 4 5 6 7 8 9 0

Numbers

EXAMPLE CHARACTERS FOR
MONTSERRAT

! “ § $ % & / ( ) = ? ` ; : ¡ “ ¶ ¢ [ ] | { } ≠ ¿ ‘
« ∑ € ® † Ω ¨ ⁄ ø π • ± ‘ æ œ @ Δ º ª © ƒ ∂ , å ¥ ≈ ç

Glyphs

03 TYPOGRAPHY AND TEXT HIERARCHY

Typographic hierarchy is another way to represent the company visually. It helps in determining the priorities within the overall layout structure and guides the reader when they are scanning the text.

Typographic hierarchy creates a contrast between the various elements in the layout. There are many ways to create a layout with a text hierarchy.

PRINT MEDIA TEXT

Font colors: 100% black
and C 100, M 75, Y 0, K 20

Text
Source
references

Lorem ipsum dolor sit amet

Univers LT Std 45 Light
6 pt type, 9 pt line spacing

Copy text

Lorem ipsum dolor sit amet

Univers LT Std 45 Light, 8,7 pt type, 11 pt line spacing

Subheadings,

emphasis

LOREM IPSUM DOLOR SIT AMET

Univers LT Std 55 Roman, 9 pt type, 12 pt line spacing

HEADLINES AND MARKUPS

Font colors: 100% black
and C 100, M 75, Y 0, K 20

Intro

Lorem ipsum dolor sit amet

Univers LT Std 45 Light, 11 pt type, 19 pt line spacing

Headline
Title

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet

Montserrat Light, Montserrat Medium, 24 pt, ZAB 28 ine spacing, SNP BLUEFIELD BLUE

Big Headline
Title

LOREM

Montserrat Light, 60pt

04 CORPORATE COLORS

Color plays an important role within SNP's corporate identity system. A range of primary and secondary colors has been developed to reinforce SNP's corporate design.

The consistent use of these colors will help to ensure a cohesive and harmonious image for SNP's brand identity across all relevant media.

SNP Primary Color System
SNP Secondary Color System

PRIMARY COLOR SYSTEM

Explanation

The SNP Group has an official primary color: SNP Bluefield Blue.
This color is a fixed identifier for the company.

Usage

Use the primary color for all internal and external visual presentations of the company.

PRIMARY COLOR SNP WHITE

COLOR CODES

CMYK : 0 0 0 0
RGB : 255 255 255
Web : #ffffff

PRIMARY COLOR SNP BLUEFIELD BLUE

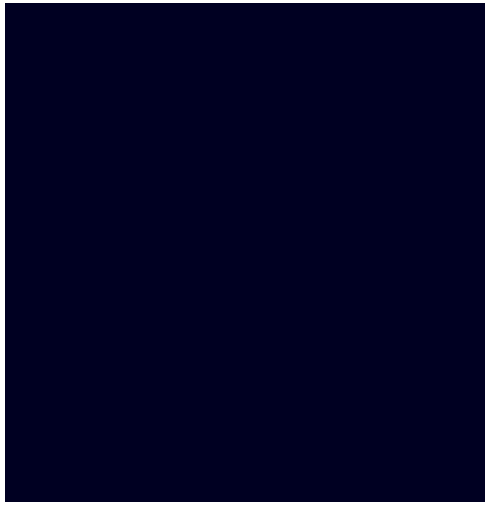
COLOR CODES

CMYK : 100 75 0 0
Pantone : 286 C
RGB : 0 72 153
Web : #004899

SECONDARY COLOR SYSTEM

Explanation
The secondary colors complement the official colors but are not discernible identifiers for the company. Secondary colors should be used sparingly.

Usage
Use the secondary colors to accentuate and support the primary color palette.



SNP DARK BLUE

CMYK 100 75 0 90
RGB 0 3 36
#000324

ANALYSIS BLUE

CMYK 80 20 10 10
RGB 0 143 188
#008fbc

INTERFACE DISCOVERY GREEN

CMYK 30 0 75 25
RGB 160 177 98
#a0b162

SHELL YELLOW

CMYK 0 30 90 0
RGB 251 188 67
#fbbc43

TEST DATA ORGANIZER ORANGE

CMYK 10 55 100 0
RGB 225 134 64
#e18640

TRANSFORMATION RED

CMYK 5 80 70 10
RGB 209 75 64
#d14b40

OPERATIONAL EXCELLENCE PURPLE

CMYK 45 100 0 0
RGB 158 25 129
#9e1981

PARTNER GREEN

CMYK 71 0 93 0
RGB 76 174 66
#4cae42

05 CORPORATE STATIONERY

Corporate stationery is a primary means of communication, and it is important that its usage consistently reflects our corporate identity too. There is only one approved design for letterheads, envelopes and business cards.

In addition to being recognizable, practical use must be guaranteed, especially for corporate stationery.

SNP Letterheads
SNP Business Cards

LETTERHEADS

Explanation
These are the approved layouts with the primary elements of the SNP corporate stationery system.

Usage
The letterhead is used for all official SNP communication.

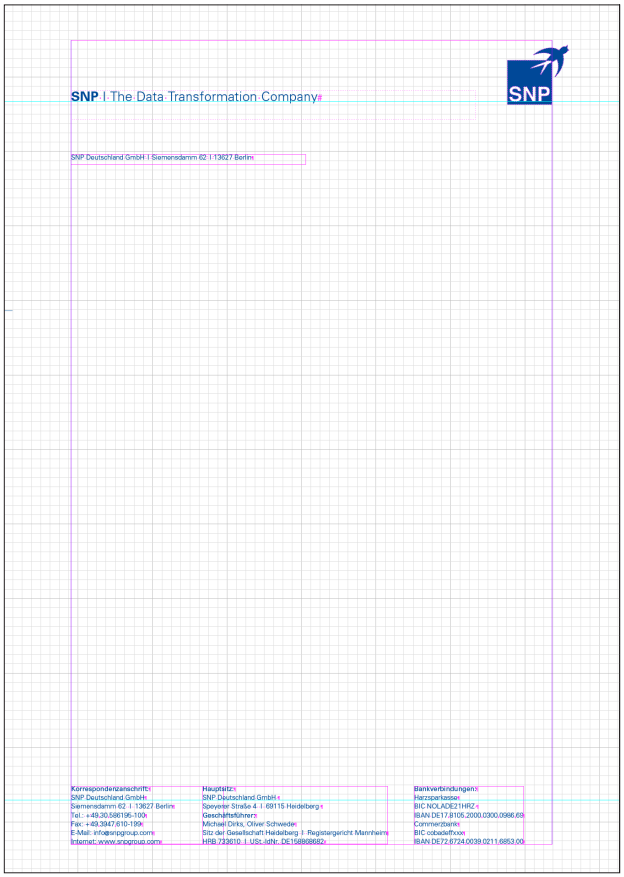
PARAMETERS

Format
297 x 210 mm
DIN A4

Paper
120 g/m
Heaven 42

Printing
Offset
CMYK

Template
SNP Corporate Design Manual
02 Business equipment
02 Letterheads
BB TEMPLATE 2020



BUSINESS CARDS

Explanation

This is the approved layout with the primary elements of the SNP corporate stationery system for business cards.

PARAMETERS

Format
85 x 55 cm

Papier
400 g/m
Heaven 42

Printing
Offset
CMYK

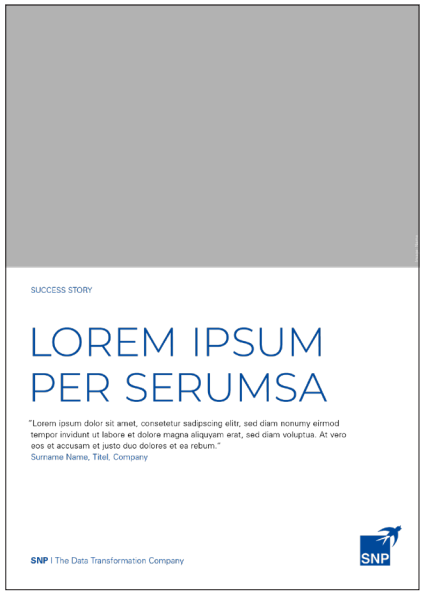
Template
SNP Corporate Design Manual
02 Business equipment
01 Business cards
VK HD TEMPLATE 2020

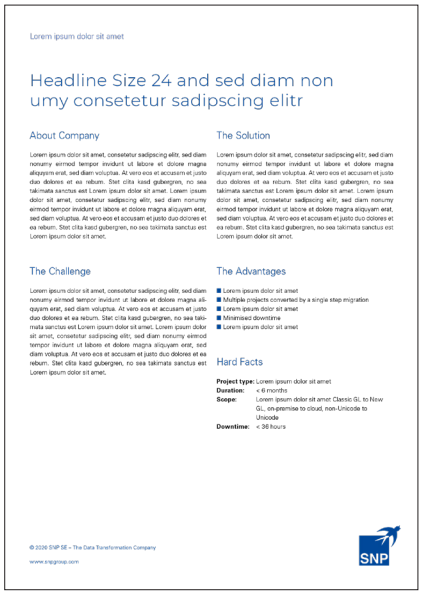
06 CORPORATE PRINT MEDIA

The SNP corporate print media include all printed information material such as product folders, Success Stories and Advertisements for internal and external communication. Here, the interplay between the logo, typography, photos and colors presents SNP's corporate image like no other medium.

Therefore, it is extremely important to observe the guidelines in the SNP Corporate Design Manual – especially in the case of print media. The SNP Marketing team will be happy to assist you with any questions you may have regarding the implementation of the guidelines.

SNP Success Stories
SNP Factsheets and Infosheets
SNP Whitepapers
SNP Brochures
SNP Advertisements





SNP
SUCCESS STORIES

Explanation

This shows the layout with the primary elements of the SNP corporate system for Success Stories.

Success Stories are displayed in a two-column structure.

The SNP logo is always located in the bottom right-hand corner of the title page and the back page. The SNP claim is always located in the bottom left-hand corner of the title page.

You can find the page structure and character formats in the templates.

PARAMETERS

Format DE and EN
297 x 210 mm
DIN A4

Templates
SNP Corporate Design Manual
03 Print media
01 SS A4 TEMPLATE 2020

SNP INFOSHEETS AND FACTSHEETS

Explanation

This shows the layout with the primary elements of the SNP corporate system for Infosheets and Factsheets.
SNP Factsheets are currently available as 4-page documents.

The title page contains a graphic element that provides the topic of the sheet. The inside pages are displayed in a two-column structure. The SNP logo is always located in the bottom right-hand corner of the title page and the back page. The SNP claim is always located in the bottom left-hand corner of the title page.
The lower area is white.
You can find the page structure and character formats in the templates.

PARAMETERS

Format DE and EN

297 x 210 mm
DIN A4

Format US

279.4 x 215.9 mm
Letter

Templates

SNP Corporate Design Manual
03 Print media
02 FS A4 TEMPLATE 2020

SNP WHITEPAPERS

Explanation

This shows the layout with the primary elements of the SNP corporate system for Whitepapers.
SNP Whitepapers are available as 4-page, 6-page and 8-page documents.

The inside pages are displayed in a two-column structure.
The SNP logo is always located in the bottom right-hand corner of the title page and the back page. The SNP claim is always located in the bottom left-hand corner of the title page. It is displayed in negative in the blue area.
You can find the page structure and character formats in the templates.

PARAMETERS

Format DE and EN

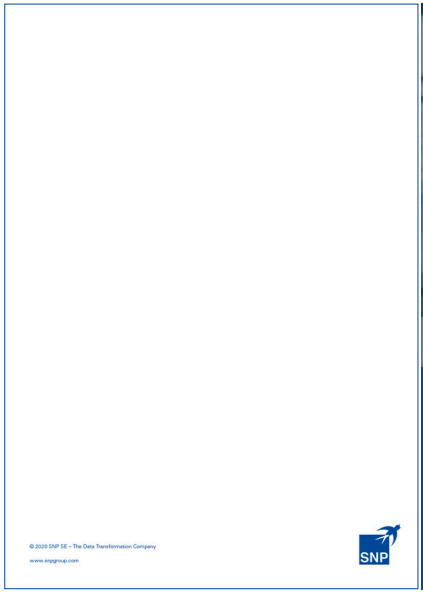
297 x 210 mm
DIN A4

Format US

279.4 x 215.9 mm
Letter

Templates

SNP Corporate Design Manual
03 Print media
03 WP A4 TEMPLATE 2020



SNP BROCHURES

Explanation

This shows the layout with the primary elements of the SNP corporate system for Brochures. SNP Brochures are available as 4-page, 8-page and 12-page documents.

The inside pages are displayed in a two-column structure. The SNP logo is always located in the bottom right-hand corner of the title page and the back page. The SNP claim is always located in the bottom left-hand corner of the title page. It is displayed in negative in the blue area.

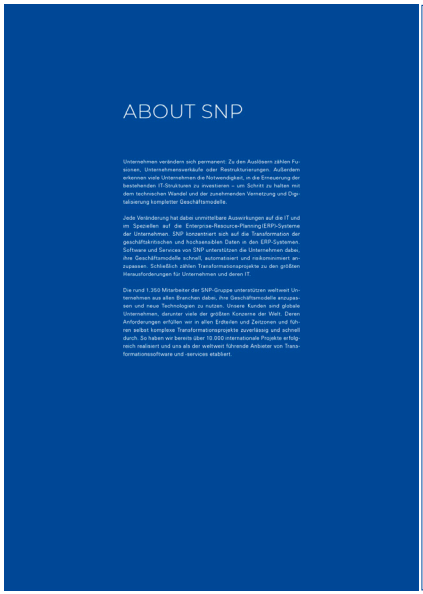
You can find the page structure and character formats in the templates.

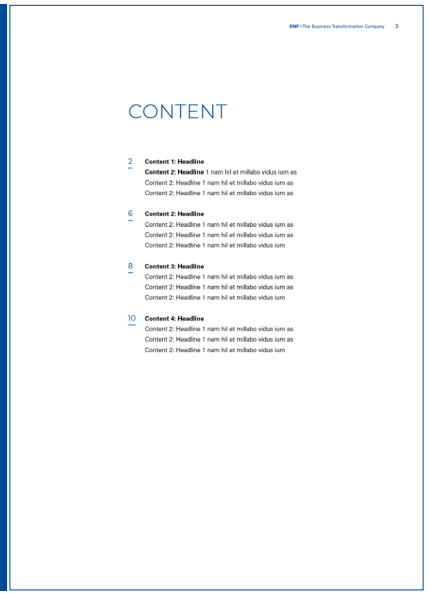
PARAMETERS

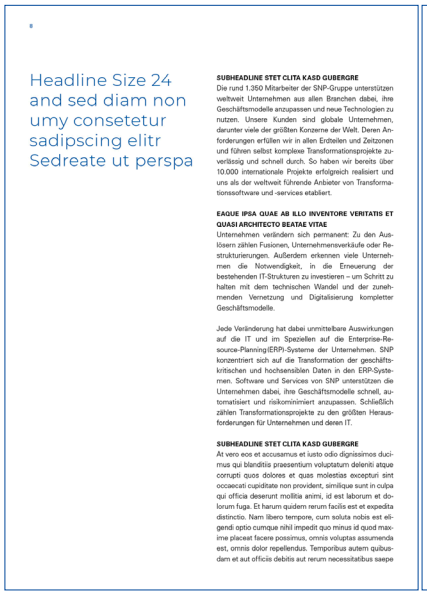
Format DE and EN
297 x 210 mm
DIN A4

Format US
279.4 x 215.9 mm
Letter

Templates
SNP Corporate Design Manual
03 Print media
04 BROS A4 TEMPLATE 2020







SNP ADVERTISEMENTS

Explanation

This shows the layout with the primary elements of the SNP corporate system for Advertisements.
SNP Advertisements are available in different formats.

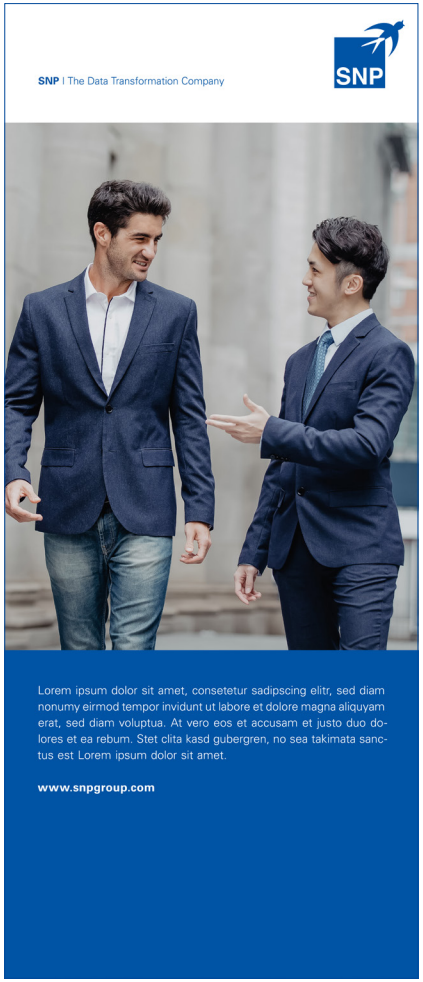
The SNP logo is always located in the bottom right-hand corner.
The SNP claim is always located in the bottom left-hand corner.

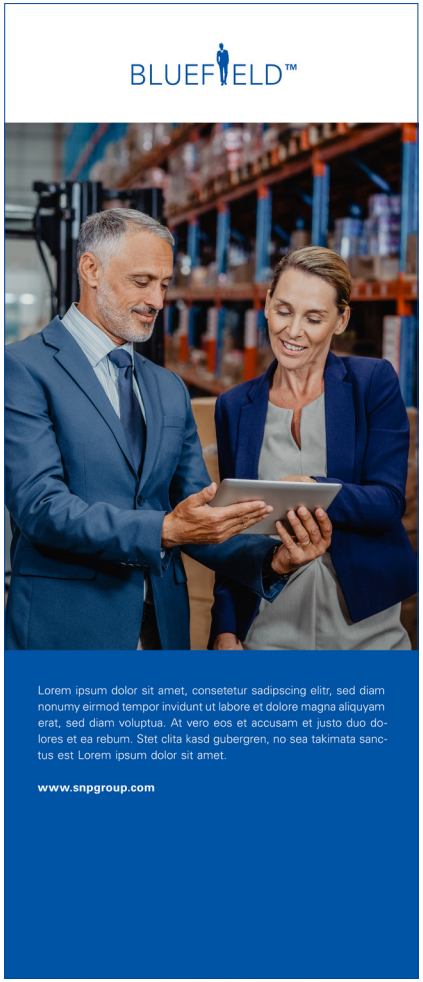
You can find the page structure and character formats in the templates.

PARAMETERS

Example format
297 x 210 mm
DIN A4

Templates
SNP Corporate Design Manual
03 Print media
05 AD A4 TEMPLATE 2020





SNP
ROLL-UP

Explanation

This shows the layout with the primary elements of the SNP corporate systems for roll-ups.

The page layout and the character formats can be found in the template templates.

PARAMETER

Format DE and EN
850 x 2000mm

Templates
SNP Corporate Design Manual
03 Printmedien
06 ROLLUP TEMPLATE 2020