

Design elements of KOSTAL Solar Electric and KOSTAL Industrie Elektrik

— This summary of the Corporate Design agreements for KOSTAL Solar Electric and KOSTAL Industrie Elektrik is intended to make your everyday work easier.

Every employee who communicates internally or externally on behalf of KOSTAL Solar Electric or KOSTAL Industrie Elektrik should apply these rules carefully.

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KOSTAL logo

The logo is the identifying mark of the entire company and conveys the corporate image.

Appearance

To ensure uniform appearance, the logo is to be used in the form that appears here only.

KOSTAL

Use on a non-white background



With a bright, non-white background, the white filling of the logo predominates



On a dark background, the inverted logo is used

Do not use these:



Wherever possible, avoid integrating the logo on a dark background. Otherwise, use the inverted logo



Do not stretch the logo



Do not compress the logo



Do not put a shadow behind the logo



No double outline



Do not put a frame around the logo

Logo sizes

The logo appears in uniform sizes. The most common are displayed here.
Exceptions can be approved in individual cases by the Marketing department.

ISO A5:



ISO A4:



ISO A3:



ISO A2:

96 mm width
20 mm height

ISO A1 and larger:

120 mm width
25 mm height

Sovereign space

The logo is always to be positioned in the top right corner.

The logo has a sovereign space that must remain clear of adjoining text and images.



A capital letter "L" (as in Leopold) that appears "lying on its back" specifies the sovereign space around the KOSTAL logo.



In exceptional cases, the adjoining "L" may be placed on its head to indicate the sovereign space.

Business division designation/logotype

The business division/business field designations are used **in addition** to the KOSTAL logo.

The KOSTAL logo and the logotype of the business division are arranged separately from each other. The logotype is positioned at the top left and is on a baseline with the KOSTAL logo. The logotype is surrounded by a sovereign space.

1. The connecting space (area A) between the logotype of the business division/business area and the KOSTAL logo must be kept clear. Based on this, the "Leopold" rule applies as the sovereign space (area B).



2. Logotypes:
German/English: **SOLAR ELECTRIC**
German/English: **INDUSTRIE ELEKTRIK**
3. The logotype is to be used in conjunction with the KOSTAL logo only.
4. In all media, the logotype is positioned at the top left and is flush with the bottom edge of the KOSTAL logo.
5. The logotype, just like the logo, is to be used in the KOSTAL shade of blue.
6. Predefined sizes
SOLAR ELECTRIC
ISO A5: Width: 20.8 mm, height: 1.8 mm
ISO A4: Width: 30.7 mm, height: 2.6 mm
ISO A3: Width: 55.3 mm, height: 4.7 mm
ISO A2: Width: 73.7 mm, height: 6.3 mm
ISO A1 and larger: Width: 92.2 mm, height: 7.8 mm
INDUSTRIE ELEKTRIK
ISO A5: Width: 21.5 mm, height: 1.8 mm
ISO A4: Width: 37.9 mm, height: 2.6 mm
ISO A3: Width: 68.3 mm, height: 4.7 mm
ISO A2: Width: 91.0 mm, height: 6.3 mm
ISO A1 and larger: Width: 113.8 mm, height: 7.8 mm

Brand claim: "Smart connections."

The claim is based on the core of the KOSTAL brand and illustrates the components that make KOSTAL Solar Electric and KOSTAL Industrie Elektrik so distinctive and unique.

"Smart" communicates the rational aspect, such as expertise, the development of innovative products and renewable energy services on a common denominator.

"Connections" stands for the content understood emotionally as a particular advantage, such as human values and tradition and a zero-error approach.

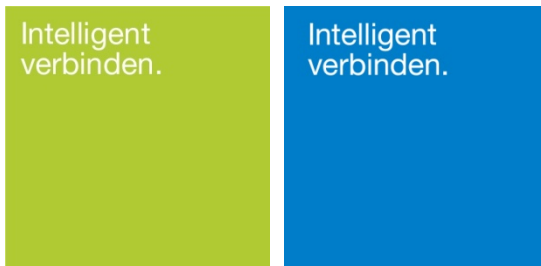
1. The claim is available in German and English versions. No other language versions are available. Accordingly, the German-language version is used in German documents. The English version is used in all other languages.
„Intelligent verbinden.“
"Smart connections."
2. The claim is used primarily in combination with the square as a design element. However, it can also be integrated into running text.
3. To better emphasize the claim, it is used in a Helvetica Bold font and the KOSTAL blue colour:
"Smart connections."
4. Note that the claim always has a period at the end.
5. In running text, the claim always appears in quotes: "Smart connections."

Squares as a design element

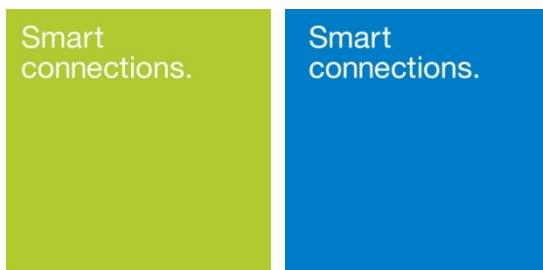
A design element has been developed for KOSTAL Solar Electric and KOSTAL Industrie Elektrik that is intended to enhance recognition.

At the same time, it serves as a distinctive feature from the other divisions of the KOSTAL Group.

1. The design element is a green square (for KOSTAL Solar Electric) or blue square (for KOSTAL Industrie Elektrik) that conveys the claim "**Smart connections.**".



2. The square is used not only to visualize the German-language claim, but for the English claim as well.



3. You can vary the size of the square that you select. However, to attain the uniformity we are looking for, the same size is always used for recurring applications.
The most frequent use is in A4 size, where the square is 35x35mm.
4. However, the ratio of the claim size to the square size must not change, even for the different sizes.
The claim does need to be legible at all times, so decisions are made on a case-by-case basis by the Marketing department.
5. The square is positioned at the bottom left corner of the medium.
6. For print products, at least one side of the square is in the "bleed" area.
For documents printed on the desktop, a margin to the edge can be provided, see Word templates.
7. The square must not be used to convey any other messages.
The only exception is the "Denkstrom" knowledge campaign, which is used to advertise the KSE seminars.



Smart
connections.

Colours

The defined colours also ensure brand recognition of KOSTAL Solar Electric and KOSTAL Industrie Elektrik.

Explanations of the colour models

RGB: For screen and office applications

CMYK: For print shops, publishers, agencies

Pantone: For offset printing

RAL: For varnishes and other coatings

1. KOSTAL Blue



RGB: 30-70-125

CMYK: 90-60-10-20

Pantone: 295U

RAL: 5000

2. KOSTAL Solar Electric Green



RGB: 180-205-50

CMYK: 40-0-90-0

Pantone: 381U

RAL: 1108070

3. KOSTAL Industrie Elektrik Blue



RGB: 0-125-200

CMYK: 100-10-0-0

Pantone: 639U

RAL: 5015

4. Additional colour values that can be used to represent the brand:

Dark grey

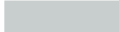


RGB: 130-135-135

CMYK: 5-0-0-50

Pantone: 430 / Cool Gray 9

Medium grey

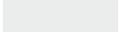


RGB: 200-205-205

CMYK: 3-0-0-20

Pantone: 428 / Cool Gray 3

Light grey



RGB: 235-237-237

CMYK: 3-0-0-10

Pantone: 7541 / Cool Gray 2

RAL: 7046

5. If the standard colour spectrum is not adequate, the following additional colours can be selected to provide emphasis.

KOSTAL Blue  (dark shade)

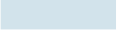
RGB: 75-115-165

CMYK: 70-40-10-15

KOSTAL Blue  (medium shade)

RGB: 140-175-210

CMYK: 45-15-5-10

Light blue 

RGB: 210-227-235

CMYK: 10-2-2-5

Orange 

RGB: 250-195-55

CMYK: 0-30-80-0

Red 


RGB: 155-00-00

CMYK: 20-100-70-0

Turquoise green 

RGB: 0-155-155

CMYK: 80-15-40-0

Turquoise green  (light shade)

RGB: 200-235-220

CMYK: 25-0-15-0

Violet 

RGB: 110-40-100

CMYK: 65-95-25-15

Yellow 

RGB: 255-255-0

CMYK: 10-0-95-0