

ALYSIUM

EVOLUTIONARY INTERCONNECTS

C O R P O R A T E D E S I G N M A N U A L

CONTENTS

The LOGO

1.	Proportions and Sizes	3
2.	Colours	4
3.	Signet	5

CLOURS

1.	Utilised Colours	6
2.	Colour Progressions	7

ICONS

1.	Industries	8
2.	Machine Vision	9

FONTS

1.	Corporate Font	10
2.	Font Size	11

Additional Information

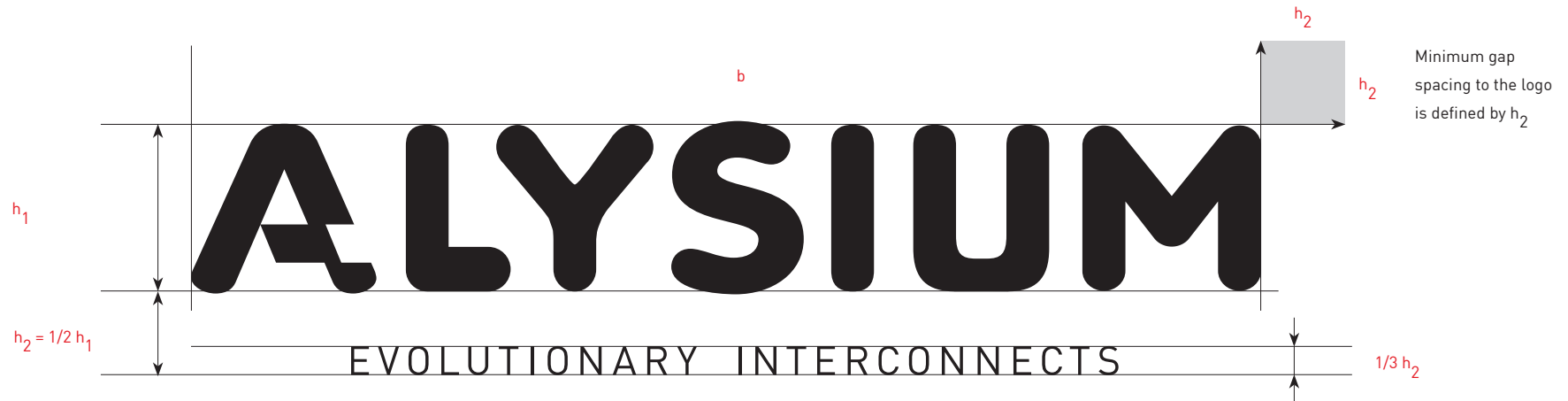
1.	Naming conventions	12
2.	CorporateKit	12

THE LOGO

1. Proportions and Sizes

Maximum size on DIN A4 / US Letter Paper

$b_{\max} = 160 \text{ mm}$



Minimum size with Claim

$b_{\min} = 40 \text{ mm}$

ALYSIUM
EVOLUTIONARY INTERCONNECTS

Minimum size without Claim

$b_{\min} = 15 \text{ mm}$

ALYSIUM

Recommended Standard Size

$b = 80 \text{ mm}$

ALYSIUM
EVOLUTIONARY INTERCONNECTS

THE LOGO

2. Colours

ALYSIUM
EVOLUTIONARY INTERCONNECTS

Logo and Claim should always be displayed in the same colour.

RED

Pantone	1797 C / U
CMYK	0 / 100 / 95 / 5
RGB	220 / 7 / 20
RAL	3020 (Traffic Red)

Logo and Claim should be displayed exclusively in positive instance red and in a negative instance white.

ALYSIUM
EVOLUTIONARY INTERCONNECTS

THE LOGO

3. Signet



In special instances, the “A” may be used on it’s own as a signet. The same colour definitions are to be applied as the full logo.

Should the Claim also be applied, it should be displayed in two rows. The width of the “A” increases 40% in relation to the Claim.



COLOURS

1. Utilised Colours



The Corporate Colour of ALYSIUM is RED.

Pantone 1797 C / U
CMYK 0 / 100 / 95 / 5
RGB 220 / 7 / 20
RAL 3020 (Traffic Red)



Texts on pale or light backgrounds are to be applied exclusively in black.

On pure white background, text may also be in red.

Top level headings (Headings 1 – see pg12) can also be in grey.



For grey panels, a warm grey is applied.

CMY 0 / 100 / 95 / 5
RGB 220 / 7 / 20

COLOURS

2. Colours Progressions



Predominantly for advertisements, a colour progression background can be used. It is not to be used as a partial background, rather exclusively for the full background.

The progression orientation can be arranged in any of the four primary directions.



ICONS

1. Industries



INDUSTRIAL



AUTOMOTIVE



CONSUMER



MEDICAL



TELECOMS

For illustration of the various industries, additional colours are used.

The icon colours are exclusively for the icons and/or the titles, but not for backgrounds.

Industry icons are not to be presented inverted.

- Blue CMYK: 96 / 0 / 11 / 0
- Orange CMYK: 0 / 53 / 100 / 0
- Green CMYK: 43 / 0 / 60 / 0
- Bluegreen CMYK: 80 / 0 / 40 / 0
- Yellow CMYK: 0 / 10 / 100 / 0

ICONS

2. Machine Vision



WATERPROOF



REDUCED OD



HIGH TEMPERATURE



POWER OVER CABLE



EXTENDED LENGTH



HIGHFLEX MODERATE



HIGHFLEX EXTREME



SMALLER PLUG SIZE

Icons exist to show the various properties of products in machine vision applications.

These can be shown in either corporate red or black, in positive or negative orientation.



HIGH TEMPERATURE



HIGHFLEX EXTREME



POWER OVER CABLE



SMALLER PLUG SIZE

FONTS

1. Corporate Font

DIN Regular

OpenSans Regular

DIN Medium

OpenSans Medium

DIN Bold

OpenSans Bold

Print Media

Alysium's Corporate font is DIN. It is used exclusively in the variants "Regular", "Medium" and "Bold".

Utilisation of DIN Font

Use of DIN font requires payment of a licence.
Please contact Alysium on this point.

Screen Media

For screen media or applications where the DIN font is not available, OpenSans is used as an alternative.

Utilisation of OpenSans Font

OpenSans is a Google font.

Download at <http://www.google.com/fonts#UsePlace:use/Collection:Open+Sans>

Fonts

2. Font Size

Product Benefits & Advantages

Collaborative Development

Optimising & developing product and product performance to meet your specific project needs.

Core capabilities in Cable, Components and Integration/Assembly fields.

Early Design Involvement.

To ensure a uniform typeface, the accompanying suggested font sizes should be used.

Should OpenSans be used, the same sizes are valid.

Headline I

30 pt / Line Height: 34 pt, DIN Regular

HEADLINE II

16 pt / Line Height: 20 pt, DIN Regular

Text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor

10 pt / Line Height: 15 pt, DIN Regular

Labeling: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.

7 pt / Line Height: 10 pt, DIN Regular

ADDITIONAL INFORMATION

1. NAMING CONVENTIONS

The company is registered with the name of Alysium-Tech GmbH.

The company should be uniformly addressed as simply **ALYSIUM**.

The website reachable via www.alysium.com.

In the instance of legal or legally applicable context, the registered company name must be used.

2. CORPORATE KIT

A corporate kit can be downloaded from the Company Download Centre.

Contents are:

- CD Manual
- Logo in 4 sizes (with and without claim)
- Colour Progression
- Icons

Please contact **ALYSIUM** for access:
info@alysium.com