

# Design

DesignDirectives

# Guide

August 2009



Design Guide, Design Directives of PCC SE  
Edition: August 2009

The design directives presented here define the layout elements of PCC's corporate design.

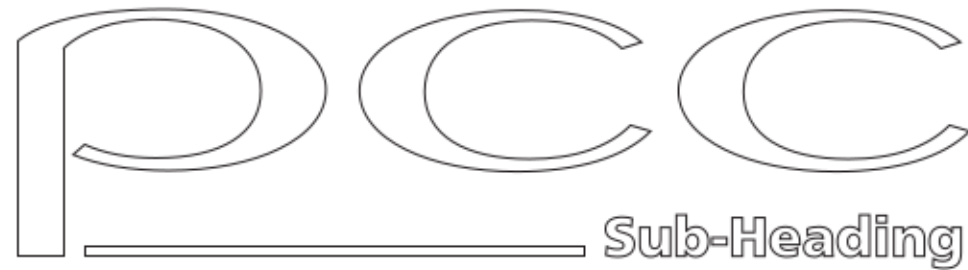
By providing this manual, we aim to make sure that anybody involved in any country can adhere to a set of rules which guarantees a uniform appearance of PCC. All elements of our corporate design are drawn up according to uniform criteria, thus ensuring maximum brand recognition of PCC.

In case of any questions, please do not hesitate to contact:

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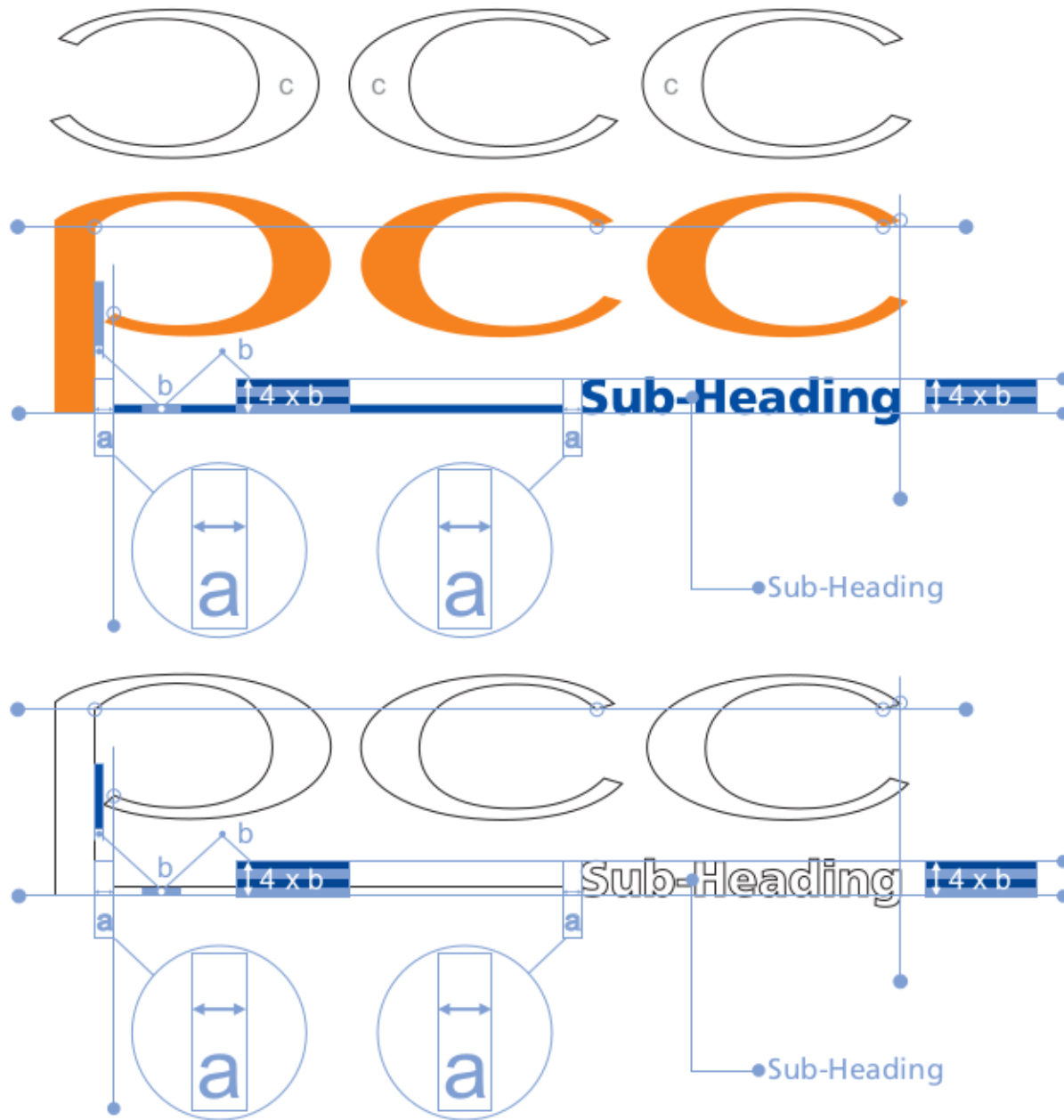
## The Basic Elements

The basic elements are made up of forms, colours and fonts. They form the basis of the PCC identity and are precisely described below as to form and application.



The font: **Frutiger 75 Black**  
(in MS Windows applications sometimes identified as Frutiger 55 Roman Bold)

## The PCC Logo Construction



The PCC Logo  
Examples

**PCC**  
— **Petro Carbo Chem GmbH**

**PCC**  
— **Energie**

**PCC**  
— **Cargo GmbH**

**PCC**  
— **ROKITA**

## The PCC Colours

The PCC colours are orange and blue.

The Logo shall only be shown in **orange/blue** or 40 % **black/black** or **black** or as **line**.

On a **blue surface** in **orange/white**,  
on a **orange surface** in **white/blue**  
or only **white**,  
on a **grey surface** like 40% black  
in **orange/white**,  
on a **black surface** in **white**.



**pcc**  
Sub-Heading



**pcc**  
Sub-Heading

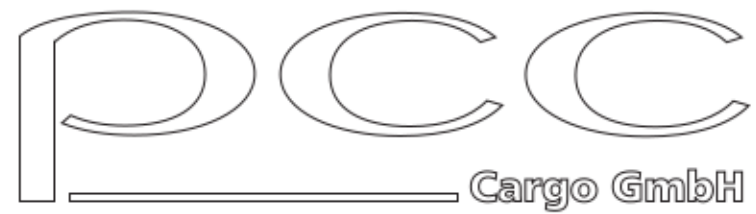


**pcc**  
Sub-Heading



**pcc**  
Sub-Heading





The PCC Logo  
Examples

## Misuses of Identity

The corporate identity has been specifically created for PCC SE and the PCC Group of companies and must not be re-drawn, re-set or distorted in any way. Always use digital master templates, which are available on request (see page 2).







## The PCC Logo

### "Protected" Area

The empty space around the logo must not be smaller than defined "protected" area here.

It constitutes the minimum space between the PCC logo and other elements.

## The Typefaces

There are two different corporate typefaces of PCC Group depending on their purpose:

### Frutiger and Arial

Frutiger:  
used for image brochures, marketing and sales literature (printed), advertising etc.

Arial:  
used for correspondence, contracts, Internet.

## Print Typefaces

### West European

#### Headlines

### Frutiger 67 Bold Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Sublines

### Frutiger 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Text body

### Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Captions

### Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Emphasised

### Frutiger 77 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

### Central European

#### Headlines

### Frutiger CE 67 Bold Condensed

ÁÂÃÄÅĹĆČĈĎĚĚĚİİĎĐŃŇŃŎŎŎŎŔŠŮÚŰŰŸŤ  
áâäåăłćčĉďěěěııđđňńňŏŏŏŏŕšůúűűÿť  
1234567890!?!@&#

#### Sublines

### Frutiger CE 47 Light Condensed

ÁÂÃÄÅĹĆČĈĎĚĚĚİİĎĐŃŇŃŎŎŎŎŔŠŮÚŰŰŸŤ  
áâäåăłćčĉďěěěııđđňńňŏŏŏŏŕšůúűűÿť  
1234567890!?!@&#

#### Text body

### Frutiger 45 Light

ÁÂÃÄÅĹĆČĈĎĚĚĚİİĎĐŃŇŃŎŎŎŎŔŠŮÚŰŰŸŤ  
áâäåăłćčĉďěěěııđđňńňŏŏŏŏŕšůúűűÿť  
1234567890!?!@&#

#### Captions

### Frutiger 45 Light

ÁÂÃÄÅĹĆČĈĎĚĚĚİİĎĐŃŇŃŎŎŎŎŔŠŮÚŰŰŸŤ  
áâäåăłćčĉďěěěııđđňńňŏŏŏŏŕšůúűűÿť  
1234567890!?!@&#

#### Emphasised

### Frutiger CE 77 Black Condensed

ÁÂÃÄÅĹĆČĈĎĚĚĚİİĎĐŃŇŃŎŎŎŎŔŠŮÚŰŰŸŤ  
áâäåăłćčĉďěěěııđđňńňŏŏŏŏŕšůúűűÿť  
1234567890!?!@&#

The main logo colour is HKS 7, the second logo colour is Pantone Reflex Blue!

HKS 7

Pantone Reflex Blue

When printing the PCC logo colours, please refer to the complete colour specifications given below:

Pantone	HKS	RAL	CMYK	RGB	PVC film ORAFOL
151*	HKS 7	2008	0 c, 50-60 m* ; 100 y, 0 k	R 255, G 102, B 0	Oracal 751-35
reflex blue	HKS 42	5002	100 c, 80 m, 0 y, 0 k	R 1, G 42, B 123	Oracal 751-49

\*The orange tone Pantone 151 shall only be used in exceptional circumstances!

\*\* The magenta intensity depends on the printing substrate (e.g. coated paper 60 %, uncoated paper 55 %, newspaper 52 %)

Pantone	HKS	RAL	CMYK	RGB	PVC film ORAFOL
40 % black	40 % black	7001	0 c, 0 m, 0 y, 40 k	R 153, G 153, B 153	Oracal 751-721
black	black	9005	0 c, 0 m, 0 y, 100 k	R 0, G 0, B 0	Oracal 751-70
		9003	0 c, 0 m, 0 y, 0 k	R 255, G 255, B 255	Oracal 751-10

### The Background colours

In order to best represent the PCC logo, please use only the following background colours:



No other colour (e.g. red, green, yellow, brown) is suitable as a background colour for the coloured PCC logo.

In case of other background colours only the white, black or grey/black PCC logo shall be used.

### The Basic Colours

The colours shown here are not colour true. For print monitoring please use the proof copies attached to the Design Directives or a valid HKS, Pantone, RAL or transparency colour fan.

### The Background Colours

## Cyrillic

## Headlines

**Frutiger CYR 67 Bold Condensed**

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Sublines

## Frutiger CYR 47 Light Condensed

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Text body

## Frutiger 45 Light

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Captions

## Frutiger 45 Light

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Emphasised

**Frutiger CYR 77 Black Condensed**

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## General Correspondence

## Headlines

**Arial Bold**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!?!@&#

## Text body

**Arial Plain**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
 abcdefghijklmnopqrstuvwxyz  
 1234567890!?!@&#

Only non-serif typefaces are used.

Frutiger 55 and **Frutiger 75 Black** are only used for business printed matter as well as Business cards, Note Paper, Invoice Forms.

Frutiger 67 Bold Condensed - (in MS Windows applications sometimes identified as Frutiger 47 Light Condensed Bold)

**Frutiger 75 Black** - (in MS Windows applications sometimes identified as Frutiger 55 Roman Bold)

**Frutiger 77 Black Condensed** - (in MS Windows applications sometimes identified as Frutiger 57 Condensed Bold)



**PCC SE**

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