



VICTORINOX

VICTORINOX BRAND DESIGN

BASIC ELEMENTS

February 08, 2010

0.0 TABLE OF CONTENTS



Chapter	Content	Page	Chapter	Content	Page
1	PREFACE	3	5	COLORS	
2	BRAND UNDERSTANDING	4		• COLOR WORLD	20
3	BRAND POSITIONING	5		• VICTORINOX RED	21
4	LOGO			• ADDITIONAL COLORS	22
	• LOGO AND EMBLEM	6	6	FONTS	
	• BASIC VERSIONS	7		• TRADE GOTHIC AND ARIAL	23
	• USE OF VICTORINOX OR VICTORINOX SWISS ARMY	8	7	BRAND STRIPE	
	• CONSTRUCTION OF THE LOGO VERSIONS	9		• BASIC INFORMATION	24
	• CLEAR SPACE	10		• SPECIFICATIONS	25
	• GENERAL POSITIONING	11	8	WORDING	
	• BASIC SIZES AND POSITIONING FOR THE MOST COMMON FORMATS	12		• MATRIX	26
	• PRINT / LOGO HANDLING	13	9	CORPORATE IMAGERY	
	• MATERIALIZATION / LOGO HANDLING	14		• OVERVIEW	27
	• APPLICATION ON BACKGROUNDS / DOS AND DON'TS	15			
	PRINT FILES				
	• CODING KEY	16			
	• OVERVIEW	17			
	• OVERVIEW	18			
	FILES FOR EMBOSsing AND MATERIALIZATION				
	• OVERVIEW AND CODING	19			



Carl Elsener Sen.

Carl Elsener Jr.

Our brand as a strategic position for success

The Victorinox brand is an expression of our identity. It embodies the spirit of Victorinox and plays a key role in distinguishing our enterprise in the marketplace.

In an environment where products are increasingly similar, differentiation and the establishment of a clear profile can only be done through the brand. Therefore, the Victorinox brand is of essential importance for securing the success of our endeavors. For all of these reasons, we must treat our brand with care. We guide it consistently through its values and personality, irrespective of fashionable trends, which come and go, and fundamentally with a long-term horizon before us.

These guidelines outline the appearance of the Victorinox brand. They provide a clear and binding definition of how we use our figurative mark and further design elements. Please comply with them. By respecting these instructions, you make an important contribution to our consistent market presence and the lasting success of our corporation and our products.

Carl Elsener
Carl Elsener Jr.



Quality and environmental compatibility are of central importance for Victorinox.

All of us, who work for Victorinox – externally and internally – share and have a stake in this responsibility.

Brand values bind

The spirit of the legendary “Original Swiss Army Knife” lives on in the Victorinox brand. The benchmark values of the brand’s personality are quality, practical use, inventiveness and a unique design language. Quality is of primary importance for development, production and distribution as well as for marketing and sales. Added to this is a well-developed awareness for the environment. Victorinox stresses correct ecological conduct and strives to achieve the optimum for the environment in all areas.

A clear example of this is our Greenshield ecology program, which includes a series of technology and process-related initiatives to improve the ecological balance, for which Victorinox was awarded the corporate prize by the Schweizerische Umweltstiftung in 2008.

In principle, the strict environmental standards apply to all enterprises within the Victorinox Group as well as to all external partners who work for Victorinox. For you as well! Please bring all of your activities and decisions in line with our criteria for sound ecological compatibility. Please also factor in the lasting value of measures during the idea development and planning stages. Look for processes that do not burden the environment when making purchases, and preferably use recycled or at least reusable materials.



The Victorinox brand is unique.

Through the attitude behind it, it takes on a life of its own.

Victorinox. Something special.

The Victorinox brand mirrors the value pairs which distinguish the “Original Swiss Army Knife”, the original Victorinox product, and provide the basis for its unmistakable character: exceptional quality and absolute reliability, functionality and innovation, refinement and perfection even in the smallest details. These characteristic features take on an external form in an iconic design.

It should be possible to live the Victorinox spirit in the brand presence. This is characterized by authenticity and trustworthiness, accessibility and passion, honesty and a deep bond with Switzerland.

The central brand idea is derived from the brand value and the brand personality: Victorinox stands for practical luxury inspired by the ingenuity of the “Original Swiss Army Knife”. Through this positioning, we create a unique place for the Victorinox brand and lend it the charisma which it deserves.

ICONIC
DESIGN

QUALITY



INNOVATION

FUNCTIONALITY

Practical luxury inspired by the ingenuity of the “Original Swiss Army Knife”.



The Victorinox logo

The logo consists of the Victorinox emblem – the so-called Cross&Shield and the logotype Victorinox or Victorinox Swiss Army. These elements stand in a defined relationship to each other which may not be altered. They form a unit.

The Victorinox emblem Cross&Shield

The use of the Cross&Shield alone is limited to its function as a decorative or design element. In other words, it may never be used as a sole message bearer. In this case, the Cross&Shield would be augmented with a logo application.

Logo Victorinox



VICTORINOX

The Victorinox emblem Cross&Shield



For example, label with logo sewed into a luggage piece



For example, label with logo sewed into a piece of clothing



For example, lettering with logo



Two logos – one brand

Whether Victorinox or Victorinox Swiss Army is used, both logos stand for the same brand promise around the world. In each case, the use is determined by specific media, geography or both factors.

Two logo versions for specific purposes

The centered versions are the standard applications in most cases. The horizontal versions (special applications) are only used when the standard versions cannot be used for space reasons or do not make sense, such as for banner advertising.

The logo as an identification feature

The logo consists of the Victorinox emblem – the so-called Cross&Shield and the logotype Victorinox or Victorinox Swiss Army. These elements stand in a defined relationship to each other which may not be altered. They form a unit.

The use of the Cross&Shield alone is limited to its function as a decorative or design element. In other words, it may never be used as a sole message bearer.

Standard, centered



VICTORINOX



VICTORINOX
SWISS ARMY

Special version, horizontal



VICTORINOX



VICTORINOX
SWISS ARMY

4 LOGO / USE OF VICTORINOX OR VICTORINOX SWISS ARMY



As a rule, the Victorinox logo is placed on all communication media, with two exceptions:

Only the Watch Division places the Victorinox Swiss Army logo on all of its communication media. As soon as a vessel, i.e. e.g. Corporate Markets Catalog or a cross-product exhibition booth, contains more than just watches, the Victorinox logo must be placed in a prominent position. In the case of a cross-product exhibition booth, however, the watch display in the showcase may bear the Victorinox Swiss Army logo.



Example Victorinox: Cross-product exhibition booth



Example Victorinox: Cross-product exhibition booth

Another exception is the US branch. For legal reasons, the Victorinox Swiss Army logo must be placed on all correspondence sent by that branch on behalf of the company. However, product-related publications use the Victorinox logo (except for watches, see above paragraph).



Example Victorinox Swiss Army: Shop window for watches



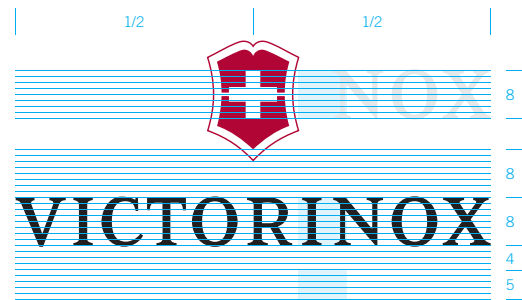
Example Victorinox Swiss Army: Cross-product exhibition booth



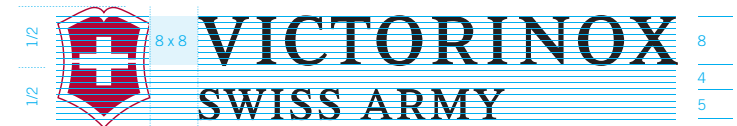
The construction of the logo versions

The adjacent depictions explain the construction and proportions of the Victorinox and Victorinox Swiss Army logos. The relationship of the Cross&Shield to the logotype is defined and may not be altered.

Standard, centered



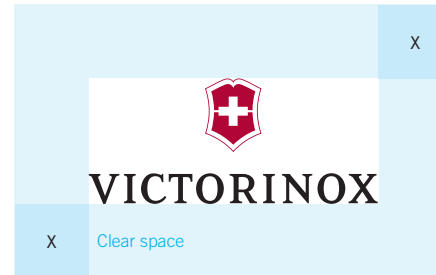
Special version, horizontal





Clear space

For the logo to achieve effectiveness, a minimum clear space around the logo must be maintained when it is applied. As a rule, this is equal to X.

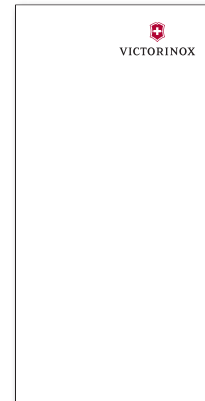
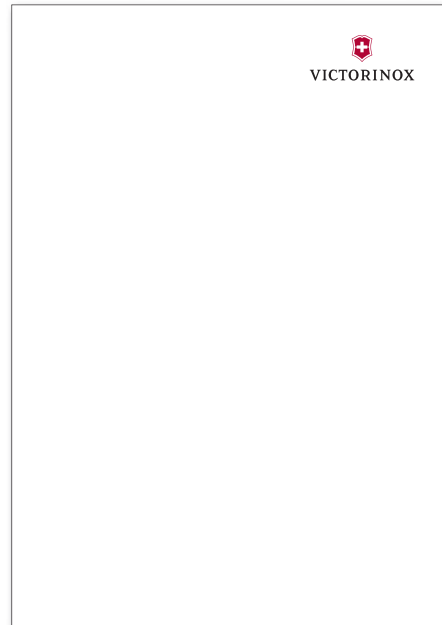
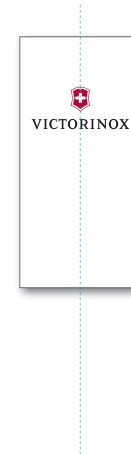
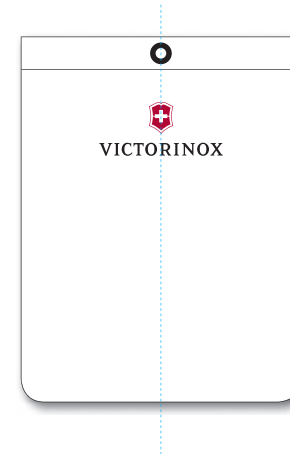


**Logo positioning: top right**

In general, for print media, such as catalogs, posters, advertisements, flyers, and letterheads. Also for PowerPoint presentations.

Logo positioning: centered

In general, for hanging applications, such as carrier bags, and narrow formats.

Logo positioning top right**Logo positioning centered**

4 LOGO / BASIC SIZES AND POSITIONING FOR THE MOST COMMON FORMATS



Basic sizes and positioning of the logo and brand stripe

To simplify use and ensure a uniform brand image, application of the logo and brand stripe has been defined based on the most common formats.

As a rule, these basic sizes are to be used on all communication media. Intermediate formats are assigned to the closest basic format. Special sizes and special applications are media-specific and are either to be taken from the corresponding guidelines or to be proportionally size-adjusted in line with the latter.

Logo width - corporate communications

(e.g. correspondence, greetings cards)

DIN A4 portrait/landscape 40 mm

DIN A5 portrait/landscape 40 mm

US Letter portrait 40 mm / 1.57 in

US Half Letter portrait/landscape 40 mm / 1.57 in

Logo width and brand stripe specification for marketing communication (e.g. posters, brochures, advertisements) - see matrix opposite.



DIN sizes	Logo		Brand stripe	
	Logo width	X	Height	Font size
DIN A 6/5 portrait	40 mm	16 mm or type area	9 mm	8 pt
DIN A 5 portrait/landscape	40 mm	16 mm or type area	9 mm	8 pt
DIN A 4 portrait/landscape	50 mm	16 mm or type area	9 mm	8 pt
DIN A 3 portrait	70 mm	20 mm	13 mm	14 pt
DIN A 2 portrait	100 mm	35 mm	18 mm	20 pt
DIN A 1 portrait	142 mm	50 mm	26 mm	28 pt
DIN A 0 portrait	200 mm	60 mm	36 mm	40 pt
Poster size F4	300 mm	60 mm	40 mm	55 pt
City size F200	400 mm	78 mm	52 mm	72 pt
Poster size F12	500 mm	60 mm	40 mm	55 pt
US-sizes				
US Letter portrait/landscape	1.79"	0.63" or type area	0.35"	8 pt
US Half Letter portrait/landscape	1.57"	0.63" or type area	0.35"	8 pt
US 22" w x 28" h	5.08"	1.968"	0.905"	26 pt
US 30" w x 40" h	6.93"	2.204"	1.259"	36 pt



Overview of publication forms and applications on various backgrounds

The adjacent overview defines the general application of the logos through examples. Basically, two versions of the Cross&Shield are used: One version with a fine red outline and one without.

Cross&Shield with outline

This version is used on all backgrounds except red and black.

Cross&Shield without outline

The version is only used on red (corporate color) and black backgrounds. When in doubt, the version with outline should be used.

The logotype

The logotype may be black or white depending on the contrasting background, but it may never be in another color.

Cross&Shield with outline



White background



Gray or silver background



Colored background



Image background

Cross&Shield without outline

(Only for Victorinox red and black background)



Red background (corporate color)



Black background



Outline versions for materialization use only

The pure outline versions are only for use with all material forms (see examples) and may not be used in the print area.



Inlaid



Superimposed/machined



Deeply embossed



Embossing



Cast



Laser engraving



Engraving/etching



Laser engraving/etching



Color in color



Screenprint



Dos

1. White background

The Cross&Shield with outline and logotype in black is used on a white background.

2. Quiet image background – red is our corporate color

The logo with a red Cross&Shield should be used on a quiet background with sufficient contrast.

Don'ts

3. The logo may not be altered

The proportions of the logo may not be altered.

4. Too little contrast

The logotype must always have strong contrast to the background. This means using either white or black but never another color.

5. Positioning

For optimum readability, the logo should always be placed on a quiet background.

6. Logo in black and white

As a rule, the color version is used as long as there is no apparent reason to use the black-and-white version.

7. Red background

On a red background, the logo without outline is used and the logotype is white.

8. Black background

On a black background, the logo without outline is used.

9. Bright background

On all backgrounds except red and black, the logo with outline is used.

10. Logotype

The logotype is always black or white and never another color.

11. Cross&Shield

The Cross&Shield alone is not a logo and may only be used as a decorative or design element complementary to the logo.

12. Stencil/outline

The outline version may not be used in print or on-line applications but rather only for materialization (embossing, engraving, etc.).



1. White background



2. Quiet background – red is our corporate color



3. The logo may not be altered



4. Too little contrast



5. Positioning



6. Logo in black and white



7. Red background



8. Black background



9. Bright background



10. Logotype



11. Cross&Shield



12. Stencil/outline



The coding of the logo print files

The coding embedded in the file names for the logos contains all of the relevant information for reproduction. This makes it easy to find the right one and assign it correctly at all times.

The adjacent coding key applies to all logo versions.

Program note

The logo eps files were created in Adobe Illustrator CS3.

Availability

All of the logos on the following pages are available in the Victorinox database in the Brand Design directory. They are not all visible to every user. In general, special versions are only visible to certain user groups.

If you are not able to find a desired logo version in the database, please contact the marketing department of your product division.

VX_withOut_Z_b_4cCMU.eps

File format:
eps: Adobe Illustrator CS3

Print colors / application instructions:
1cb: one-color black
1cw: one-color white
1c201CMU: 1-color red: Pantone® 201 C/M/U for coated, matt-coated and non-coated paper
1c877CMU: 1-color silver: Pantone® 877 C/M/U for coated, matt-coated and non-coated paper
2c201CMU: 2-color black-red: Pantone® 201 C/M/U for coated, matt-coated and non-coated paper
4cCMU: 4-color CMYK for coated, matt-coated and non-coated paper

Logotype:
b: black for bright backgrounds
w: white for dark and red backgrounds
s: silver for various backgrounds

Version:
Z: standard version, centered
H: special version, horizontal (for exceptional cases)































Cross&Shield depiction:
withOut: with outline
noOut: without outline
stencil: stencil/outline

Name:
CS: Cross&Shield
VX: Victorinox Logo
VSA: Victorinox Swiss Army Logo

4 LOGOS / PRINT FILES / OVERVIEW



PRINT FILES STANDARD VERSION FOR PRINT ON VARIOUS BACKGROUNDS (Not for red or black backgrounds)

4-COLOR / CMYK	1-COLOR	1-COLOR	4-COLOR / CMYK	1-COLOR	1-COLOR
<p>Print files: Cross&Shield with outline</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Code: CS_withOut_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1cb.eps</p> </div> </div>			<p>Print files: Cross&Shield with outline</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Code: CS_withOut_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1cb.eps</p> </div> </div>		
<p>Print files: Victorinox Logo / with outline / centered (standard version) with black logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_b_2c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_b_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_b_2c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_b_1cb.eps</p> </div> </div>			<p>Print files: Victorinox Logo / with outline / centered (standard version) with white logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_w_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_w_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_w_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_w_1cb.eps</p> </div> </div>		
<p>Print files: Victorinox Logo / with outline / horizontal (special version for exceptional cases) with black logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_b_2c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_b_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_b_2c201CU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_b_1cb.eps</p> </div> </div>			<p>Print files: Victorinox Logo / with outline / horizontal (special version for exceptional cases) with white logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_w_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_w_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_w_4cCU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_w_1cb.eps</p> </div> </div>		


PRINT FILES ONLY FOR USE ON A RED BACKGROUND

4-COLOR / CMYK

1-COLOR

Print files: Cross&Shield without outline



Code: CS_noOut_4cCMU.eps



Code: CS_noOut_1c201CMU.eps

Print files: Victorinox Logo / without outline / centered (standard version)



Code: VX_noOut_Z_w_4cCMU.eps



Code: VX_noOut_Z_w_1c201CMU.eps



Code: VSA_noOut_Z_w_4cCMU.eps



Code: VSA_noOut_Z_w_1c201CMU.eps

Print files: Victorinox Logo / without outline / horizontal (special version)



Code: VX_noOut_H_w_4cCMU.eps



Code: VX_noOut_H_w_1c201CMU.eps



Code: VSA_noOut_H_w_4cCMU.eps



Code: VSA_noOut_H_w_1c201CMU.eps

PRINT FILES ONLY FOR USE ON A BLACK BACKGROUND

4-COLOR / CMYK

1-COLOR

Print files: Cross&Shield without an outline



Code: CS_noOut_4cCMU.eps



Code: CS_noOut_1c201CMU.eps

Print files: Victorinox Logo / without outline / centered (standard version)



Code: VX_noOut_Z_w_4cCMU.eps



Code: VX_plOu_Z_w_1c201CMU.eps



Code: VSA_noOut_Z_w_4cCMU.eps



Code: VSA_noOut_Z_w_1c201CMU.eps

Print files: Victorinox Logo / without outline / horizontal (special version)



Code: VX_noOut_H_w_4cCMU.eps



Code: VX_noOut_H_w_1c201CMU.eps



Code: VSA_noOut_H_w_4cCMU.eps



Code: VSA_noOut_H_w_1c201CMU.eps

4 LOGOS / FILES FOR MATERIALIZATION USE



1-COLOR

1-COLOR

1-COLOR

Print files: Cross&Shield / stencil / black/white/silver



Code: CS_stencil_1cb.eps



Code: CS_stencil_1cw.eps



Code: CAS_stencil_1c877CMU.eps

Print files: Victorinox Logo / stencil / centered (standard version) with black/white/silver logotype



VICTORINOX

Code: VX_stencil_Z_b_1cb.eps



VICTORINOX

Code: VX_stencil_Z_w_1cw.eps



VICTORINOX

Code: VX_stencil_Z_s_1c877CMU.eps



VICTORINOX
SWISS ARMY

Code: VSA_stencil_Z_b_1cb.eps



VICTORINOX
SWISS ARMY

Code: VSA_stencil_Z_w_1cw.eps



VICTORINOX
SWISS ARMY

Code: VSA_stencil_Z_s_1c877CMU.eps

Print files: Victorinox Logo / stencil / horizontal (special version) with black/white/silver logotype



VICTORINOX

Code: VX_stencil_H_b_1cb.eps



VICTORINOX

Code: VX_stencil_H_w_1cw.eps



VICTORINOX

Code: VX_stencil_H_s_1c877CMU.eps



VICTORINOX
SWISS ARMY

Code: VSA_stencil_H_b_1cb.eps



VICTORINOX
SWISS ARMY

Code: VSA_stencil_H_w_1cw.eps



VICTORINOX
SWISS ARMY

Code: VSA_stencil_H_s_1c877CMU.eps

**Color world**

The Victorinox colors are black and white, gray or silver, and the Victorinox red.

The brand-typical red is only used sparingly, as a “tip of red”.

Color definitions

You will find the precise color definitions on the following pages.

Note

Color representation on this page is for guidance only and is not binding. Colors can vary in appearance depending on the printing device used. Binding color references can be found in the Victorinox “Color and Material Guide”.





Corporate color

Victorinox red is the corporate color and supports the recognition of the Victorinox brand through consistent and regulated use in the emblem.

Application

The color information for various applications, from print to architecture, can be seen in the adjacent overview.

The color use for individual media is regulated specifically and can be deduced from the individual guidelines.

Note

The color depiction on this page is only for orientation purposes and not binding. Color intensity may vary depending on the printing device.

Binding color references can be found in the Victorinox "Color and Material Guide".

Print media

Coated, matt-coated and non-coated papers



Pantone[®] 201 C/M/U



CMYK C/M/U
0/100/65/30

Electronic media

Internet and PowerPoint



RGB 177/0/52

Architecture and trade fair booths

RAL industry standard



RAL CLASSIC 3003
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils



3M Scotchcal translucent
3630-53 Cardinal red

3M Scotchcal Opaque
100-23 Deep Red (EU)
7725-23 Deep Red (U.S.)
(close to RAL 3003)

1.2 COLORS / ADDITIONAL COLORS



Additional colors

Victorinox red is augmented by the neutral colors black and white, various gray values, and silver.

Application

The color information for various applications, from print to architecture, can be seen in the adjacent overview.

The color use for individual media is regulated specifically and can be deduced from the individual guidelines.

Note

The color depiction on this page is only for orientation purposes and not binding. Color intensity may vary depending on the printing device.

Binding color references can be found in the Victorinox "Color and Material Guide".

Black (neutral)



Print media

Coated, matt- and non-coated papers, newsprint

Pantone® Black C/M/U
CMYK 0/0/0/100

Electronic media

Internet and PowerPoint
RGB 137/32/52

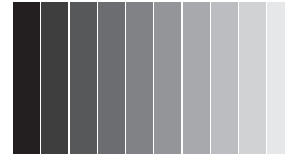
Architecture and trade fair booths

RAL industry standard
RAL CLASSIC
9005 Jet black
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils
3M Scotchcal translucent
3630-22 Black

3M Scotchcal opaque
100-12 Black (EU)
7725-12 Black (U.S.)
100-22 Matt Black (EU)
7725-22 Matt Black (U.S.)
(close to RAL 9005)

Black (neutral) 100% to 5 %



Print media

Coated, matt- and non-coated papers, newsprint

Pantone®
Cool gray 1-10 C/M/U
CMYK K 100% to 5%

Electronic media

Internet and PowerPoint
RGB corresponding values

Architecture and trade fair booths

RAL industry standard
RAL CLASSIC
Corresponding shades of gray
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils
3M Scotchcal translucent
Corresponding shades of gray

3M Scotchcal opaque
Corresponding shades of gray

White (neutral)



Print media

Coated, matt- and non-coated papers, newsprint

Paper white

Electronic media

Internet and PowerPoint
RGB 255/255/255

Architecture and trade fair booths

RAL industry standard
RAL CLASSIC
9010 Pure white
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils
3M Scotchcal translucent
3630-20 White

3M Scotchcal opaque
100-10 White (EU)
7725-10 White (U.S.)
100-20 Matt White (EU)
7725-20 Matt White (U.S.)

Silver



Print media

Coated, matt- and non-coated papers, newsprint

Pantone® 877 C/M/U
CMYK 0/0/0/40

Electronic media

Internet and PowerPoint
RGB 204/204/204

Architecture and trade fair booths

RAL industry standard
RAL CLASSIC
9006 White aluminum
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils
3M Scotchcal translucent
3630-121 Silver
(Pantone® 877C)

3M Scotchcal opaque
100-58 Aluminium (EU)
7725-58 Satin Aluminium (U.S.)
(close to RAL 9006)



The corporate font: Trade Gothic

As a rule, the Trade Gothic font is used as the corporate font.

Print applications

Headings, sub-headings and highlighting are done in Trade Gothic Bold 2 as a rule. Body text as a rule is in Trade Gothic Light. Trade Gothic Condensed no. 20 is used for the brand stripe.

Internet applications

Whenever possible, headlines and communication messages are to be implemented in Trade Gothic as a font or graphic.

Trade Gothic Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZÄÖÜÆĀ
abcdefghijklmnopqrstuv
wxyzäöüéèêçáàâßøå

Trade Gothic Bold 2

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZÄÖÜÆ
abcdefghijklmnopqrstu
vwxyzäöüéèêçáàâßøå**

Trade Gothic Light Condensed No. 18

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZÄÖÜÆĀ
abcdefghijklmnopqrstuv
wxyzäöüéèêçáàâßøå

Trade Gothic Bold Condensed No. 20

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZÄÖÜÆĀ
abcdefghijklmnopqrstu
vwxyzäöüéèêçáàâßøå**

The font for electronic media: Arial

Office applications

In MS Office applications (Word, PowerPoint, Excel), Arial is used as the system font.

Internet applications

Arial is used as the system font in the Internet. Body text is in Arial Regular; subtitles and highlighting are in Arial Bold.

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
RSTUVWXYZÄÖÜÆĀ
abcdefghijklmnopqrstuv
wxyzäöüéèêçáàâßøå

Arial Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
QRSTUVWXYZÄÖÜÆĀ
abcdefghijklmnopqrstu
vwxyzäöüéèêçáàâßøå**

7 BRAND STRIPE / BASIC INFORMATION



Brand stripe

The brand stripe in Victorinox red is an additional brand defining element. As a rule it includes the names of all product categories with a web address or, in the future, further group-level messages (to be defined).

Application

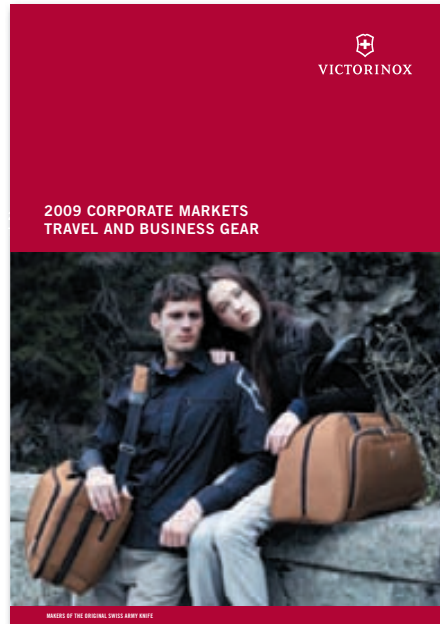
As a rule, the brand stripe is used at the group level, for example for the Internet, multi-product ads, etc.

The brand stripe is expressly not used in the following media:

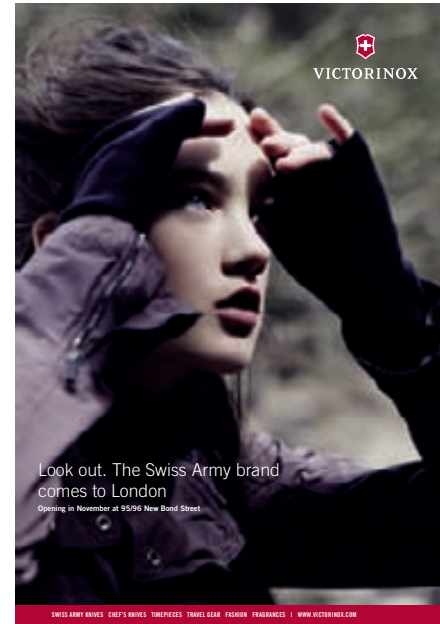
- Marketing communications products
- POS posters considered as decoration at the POS

Note

The use of the brand stripe is regulated on a media specific basis; consult the corresponding guidelines for use.



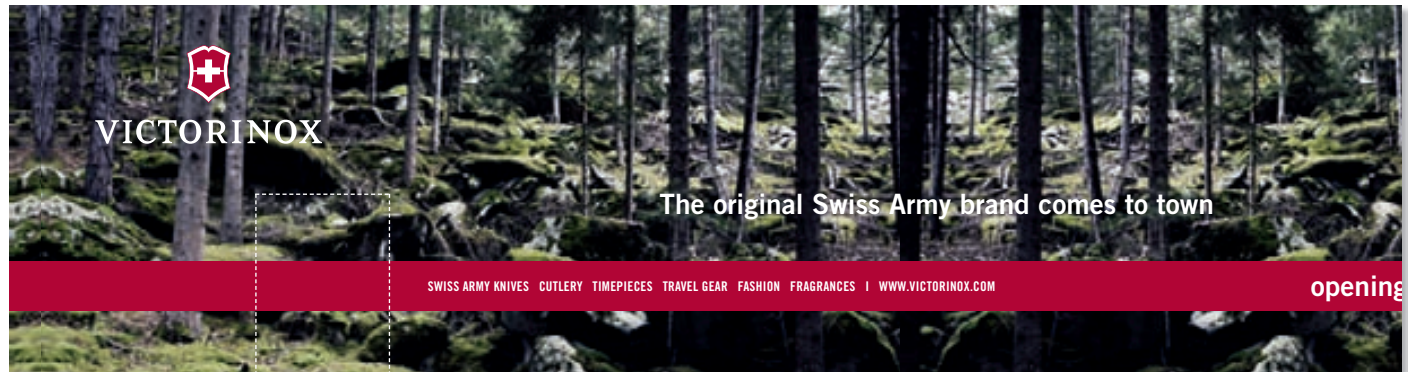
Example: catalog cover page



Example: flagship store ad



Example: letterhead or business card



Example: flagship store hoarding

7 BRAND STRIPE / SPECIFICATIONS



Brand stripe

The base sizes of the brand stripe are defined in the adjacent diagrams. Application and formal variances are defined specifically for each media type and found in the corresponding guidelines.

The terms and order of the product categories is defined and may not be altered. See chapter “Wording” for more. The text in the brand stripe is set left adjusted.

The color definition is the same as the print process colors and found in chapter 1.2. “Colors”.

Special applications

Special applications of the brand stripe can be used for advertising purposes, such as the hoarding at the flagship store in London. These special applications must be developed individually on the basis of these examples and approved by the appropriate party.

Flexible width

SWISS ARMY KNIVES CUTLERY TIMEPIECES TRAVEL GEAR FASHION FRAGRANCES | WWW.VICTORINOX.COM

Base size for DIN formats, portrait and landscape: A4 / A5 / height of the brand stripe = 9 mm

Base size for US formats, portrait and landscape: Letter / HalfLetter

Font: Trade Gothic Bold Condensed No. 20 / CAPITAL LETTERS / font size 8 pt / spacing InDesign 30

Spacing between the product categories: 3 spaces between each category

WWW.VICTORINOX.COM

Example: Web address

MAKERS OF THE ORIGINAL SWISS ARMY KNIFE

Example: Claim



Terminology

The terms for Victorinox product categories are binding in these languages.

Before translating into other languages, check whether the version in US English can be used. The US English version is generally used at group level.

Victorinox in written copy

The names Victorinox or Victorinox Swiss Army are always written in capital and small letters and formatted according to the rest of the copy.

German	English (USA)	English (UK)	French	Spanish
Schweizer Taschenmesser	Swiss Army Knives	Swiss Army Knives	Couteaux suisses	Navajas suizas
Haushalt- und Berufsmesser	Cutlery Household and Professional Knives	Kitchen Knives Household and Professional Knives	Coutellerie	Cuchillería
Uhren	Timepieces	Timepieces	Montres	Relojes
Reisegepäck	Travel Gear	Travel Gear	Bagages	Equipaje
Bekleidung	Fashion	Fashion	Mode	Moda
Parfum	Fragrances	Fragrances	Parfums	Perfumes



BRAND IMAGES

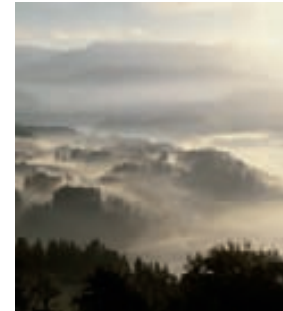
Brand images

Two types of images are used on a brand level: first, images of nature, including mountains, forests and water, and second, products photographed against a steel background. The head office is responsible for creating and distributing these images.

The coloration of the images of nature is subtle. They embody Switzerland without resorting to clichés, and are beautiful momentary images that convey a longing for nature.

Product images on a steel background are primarily used when several products are to be displayed next to each other. They emote the beauty of our products and do not focus on their functionality. The background and use of light are the linking elements that give the products their identity.

Nature



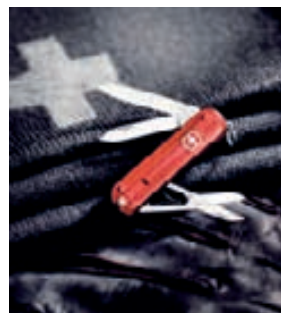
Product



Product images

There are three types of images available: atmospheric images; product images, primarily on a white background; and detailed images. The product divisions are responsible for creating and distributing these images.

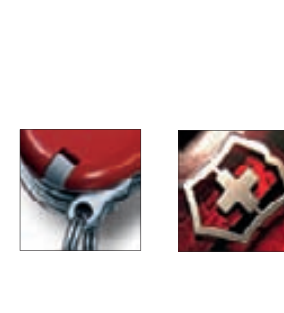
PRODUCT IMAGES



Atmosphere



Product



Details