
Guidelines for Use of Logos

The Logo



Dolphins have been used from the beginning in designing the images of GROUP Technologies AG to win favor and symbolize performance. The extraordinary mental and physical abilities generally associated with the dolphin fit in perfectly with the internal and external demand of corporate culture and skills. The abstract representation of diving dolphins imparts symbolic power of expression to the GROUP company logo.

All dolphins are commonly referred to as socially competent, intelligent, quick, powerful, courageous and determined. Upon closer examination one finds additional sympathetic analogies that characterize the dolphin as a positively stimulating image medium.

The distinctiveness of GROUP is conveyed above all by the signet.

It consists of the company name and the orange square with the dolphins.

It is used in its current form for all GROUP printed matter, for signs on vehicles and buildings and for all related measures.

In printed media the signet is always on the right side.

The logo is created using the following typefaces:

GROUP	Modified
Technologies	Frutiger Black

The orange square can be used as a design element for a wide range of corporate design measures.

The style of the GROUP name is always the same; in coherent texts it always appears in capital letters as one word.

*The original data can be obtained from
GROUP Technologies AG.*

Please contact the Marketing department.

Logo – Colors and Use



The signet always appears in the defined specific color orange.

The following colors were used for the orange:

Pantone	144C
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Euroskala

Cyan	0 %
Magenta	50 %
Yellow	100 %
Black	0 %

RGB

R	255
G	139
B	20

In very few exceptions the logo can be used on transparent backgrounds (e.g. stickers).

The GROUP logo should be used only on a blue background (Pantone 2748 C), in order to maintain the color contrast.

If there is no possibility of printing in color (e.g. in fax messages or newspaper ads, or in internal test prints), the orange is replaced by 100% black.

The Company Colors



The color system

Another factor influencing the character of the image is the selection and use of the company colors for backgrounds.

Orange is a symbol of warmth, flexibility and innovation. In the signet, together with the symbolism of the dolphins it becomes an element of dynamism and intelligence.

The complementary color to orange is dark blue, which symbolizes depth and rationality.

Pantone 144C

Pantone 2748C

Euro scale

Cyan	0 %
Magenta	50 %
Yellow	100 %
Black	0 %

Euro scale

Cyan	100 %
Magenta	83 %
Yellow	0 %
Black	12 %

RGB

R	255
G	139
B	20

RGB

R	0
G	39
B	108

Integration of Product Lines and Product Brands and Partner Logos

Product Line Logos

Examples in combination with all logos.



The product logos always appear in the defined specific colors orange and black. The form of the product logos may not be changed, and they may be used only as product logos.

The following colors are used for orange:
Pantone 144 C

Conversion to Euro scale:
0c 50m 100y 0k

The following colors are used for black:
Euro scale 30c 30m 30y 100k for 4c printing

The gray tone in the iQ ending uses
30% black,
Euro scale 0c 0m 0y 30k.

Product Line Logos

Examples when used individually



If the product line logos are used individually (as in 1/3 page ads), the bar on the right is shortened until the distance before and after the writing is equal.



Product Line Logos

Examples for print



Examples in combination with individual product names

The product line logo becomes the product logo by adding the product name.

The product name is located beneath the product line logo in a white field that is 0.5 times smaller.

Spelling in continuous text:

securiQ.Crypt

organiziQ.Clerk

managiQ.Budget

etc.