

**We're Aimtec.**

Corporate Identity Manual

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# Basic logotype

# Basic logotype

## Proportions

The basic logotype’s colour scheme is shown to the right.

It comprises an orange rounded square containing a white triangle with rounded corners. The word “aimtec”, written in Helvetica Neue Bold, follows alongside the logo. The indentation between the logotype’s symbol and its text is 2.2 mm when the logotype is at its base size. The predefined colours here are provided in the chapter on the Aimtec colour scheme.

Logotype source data:  
marketing@aimtecglobal.com



# Basic logotype

## Colour variations

In black-and-white outputs and in cases where objective obstacles prevent the use of the brand's colour design, we use a black-and-white or monochrome brand design. Inverse brand colours are used whenever black and white would reduce the brand's legibility.



# Basic logotype

## Standard sizes

The logotype's standard size is designed for the A4 paper format. Its other formats are then derived from this.

The minimum logotype size is 20 mm.



Logotype 48 mm 137% A3



Logotype 35 mm - 100% A4



Logotype 28 mm - 80% A5



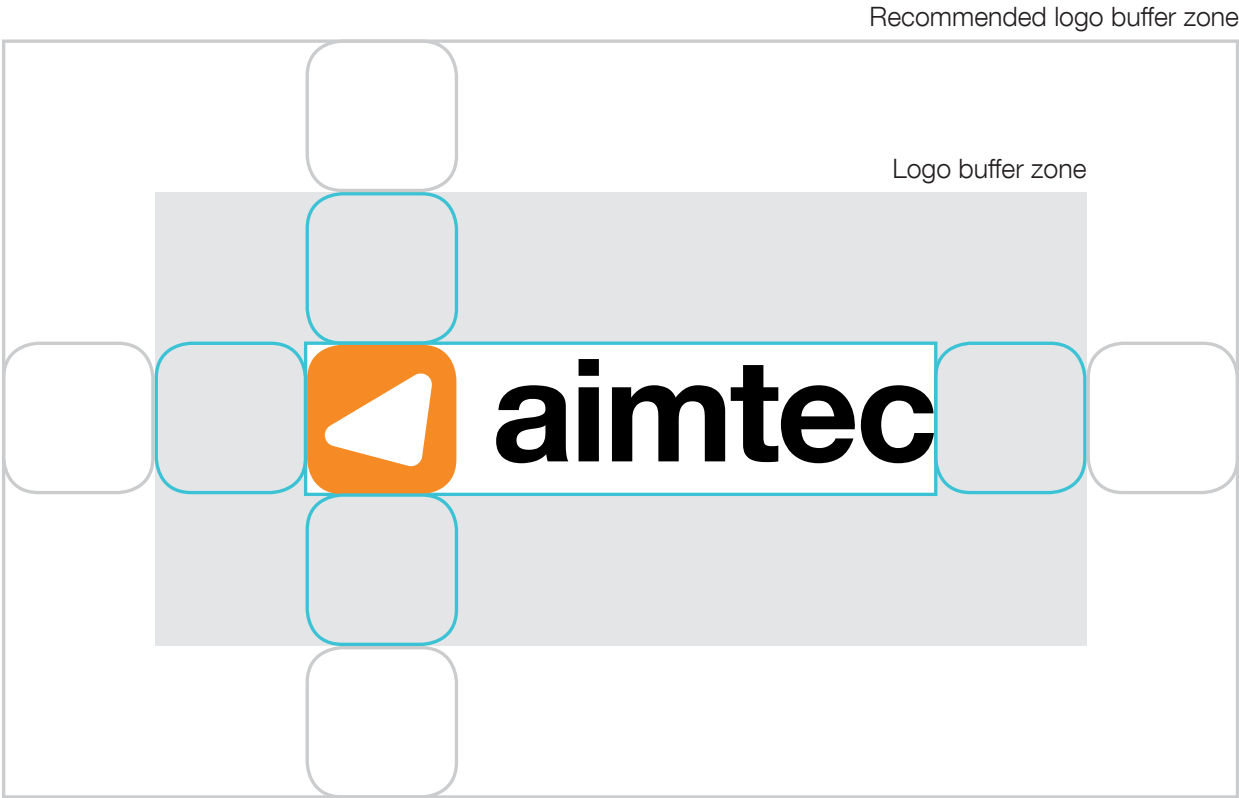
Logotype 20 mm - minimum size

# Basic logo

## Buffer zone

The grey field in the example on the right depicts the logo's minimum buffer zone. It is based on the size of the logotype itself. The grey field defines the minimum space that must be left between the Aimtec logotype and any other graphic elements (text, an illustration, another logo, etc.).

Whenever the situation allows it, we ask that you use the recommended buffer zone.



# Basic logotype

## Disallowed logotype usage

Do not give the logotype outlines. Do not give the logotype a drop shadow. Do not give the logotype an inner shadow. Do not bevel or emboss the logotype. Do not change the logotype's colour values.

Do not give it a different brush order. Do not deform the logotype.

Do not position the logotype on top of colour gradients. Against a coloured background, use a monochrome version of the logotype.





# The Aimatec colour scheme

# The Aimtec colour scheme

## Definition

Colours are one of the basic elements that shape Aimtec’s visual style. Basic colour palettes for both print and online materials has been defined for use in marketing materials. Supplementary colours are also defined for use if needed. However, you should primarily use the colours in the basic palette.

Different hues can be used in an online environment, but only in such a way as they are defined.

### Basic colours (logotype and graphic elements)

#### Print



**Orange**  
Pantone 144  
0, 55, 100, 0\*



**Yellow**  
Pantone Yellow  
0, 5, 100, 0



**Light blue**  
Pantone 2226  
65, 0, 18, 0



**Purple**  
Pantone 2101  
50, 55, 0, 0



**Red**  
Pantone 1655  
0, 80, 100, 0



**Green**  
Pantone 2291  
40, 0, 100, 0



**Dark blue**  
Pantone 2144  
100, 45, 0, 0

\*Always take care to ensure that the orange used has the correct colour space if it is not possible to print in Pantone colours.

#### Online



**Orange**  
255, 145, 0  
ff9100\*\*



**Yellow**  
255, 200, 0  
ffc800

255, 230, 0  
ffe600



**Light blue**  
21, 191, 214  
15bfd6

61, 225, 245  
3de1f5



**Purple**  
133, 108, 204  
856ccc

172, 142, 255  
ac8eff



**Red**  
230, 46, 0  
e62e00

255, 80, 0  
ff5000



**Green**  
158, 201, 0  
9ec900

185, 235, 0  
b9eb00



**Dark blue**  
0, 102, 186  
0066ba

0, 145, 255  
0091ff

\*\*Always take care to ensure that the orange used has the correct RGB colour space.

# Typography

# Typography

## Definition

Primary font: Helvetica Neue

Aimtec’s primary font is Helvetica Neue; use it in both headings and body text. It also has its own specific line spacing. This line spacing must always be manually adjusted, because the spacing is too large when using the font’s automatic definition.

Usage examples  
Font size: 62pt, Line spacing size: 60pt, Font size: 20pt, Line spacing size: 20pt, Font size: 12pt, Line spacing size: 14pt

When it is not possible to use Helvetica Neue, use Arial in its place.

Secondary font – Portada Text  
Portada Text is the secondary font; its job is to liven up long texts.

If Portada Text cannot be used, use Georgia in its place.

**Helvetica Neue Bold**  
Helvetica Neue Regular

**Portada Text Bold**  
Portada Text Regular

**Arial Bold**  
Arial Regular

# Typography

## Definition

The use of individual fonts in the company profile.



# Digital Factory

Machines of the future have digital capabilities, and their ability to communicate with each other will become a key factor for success. Customers expect a brand new world in which physical features will be outstripped by digital intelligence. Likewise, mechanical production must get its own digital brain.

The extreme costs of customisation and error traceability will result in some companies no longer being able to supply large manufacturers unless they have digital production platforms. They will not have the control they need over logistics and material flows, and they will not be capable of complying with constantly changing requests. Their current profits will fall due to an excessive number of returns and communication problems with both suppliers and customers.

We're here to help manufacturing and logistics companies keep pace with future changes. We offer them a digital advantage: the advantage of a digitised factory that can rapidly respond to change while constantly remaining under control. We're here to lead through such change without tremble.

Digitisation is not just automation of selected processes. It is a redesign of the whole production model.



**Web  
address**

# Web address

## Definition

The web address should always be displayed without “www.” Aimtec is always written in bold, and the rest of the address in the regular weight.

The web address may be in any of several colour variations: orange, black, and white.

**aimtec**global.com

**aimtec**global.com

**aimtec**global.com

# Claim



# Claim

## Definition

The claim: "Be digital. Faster." may be used in this graphical form. Shown here is its appearance at 100% size for the A4 paper format. Changes of any kind, either graphical or textual, are disallowed.

The claim may be supplemented with graphic elements such as arrows, ellipses, etc., but these graphic elements may not overlap into the claim's graphic design. The claim may also be used on its own without any supplementary graphic elements.



# Claim

## Colour definition

To maximize the contrast between the claim and its background, the claim may be placed against a white or black background.



**Be digital.  
Faster.**



# Claim

## Incorrect usage of the claim

Translating the claim into other languages is disallowed. Changing or deforming its graphic elements in any way is likewise disallowed.



## Claim

### Recommended placement of the claim on A4 paper

This is the recommended placement of the claim and graphic elements on an A4 sheet of paper. This placement is not mandatory.

Place both the claim and the logotype “two logo squares away” from a document’s edge – see example. Each such square has a size of: 8.3 mm for A4.



# Graphic elements

# Graphic elements

## Definition

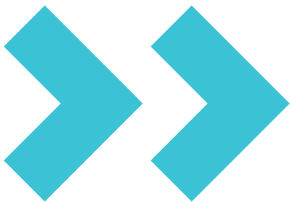
All graphic elements can be used in all materials in the defined colours only. They are used to liven up a document.



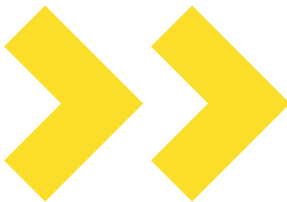
Orange arrow



Yellow arrow



Blue double arrow



Yellow double arrow



Orange double arrow



Purple Gantt



Blue Gantt



Yellow stripes



Red dots

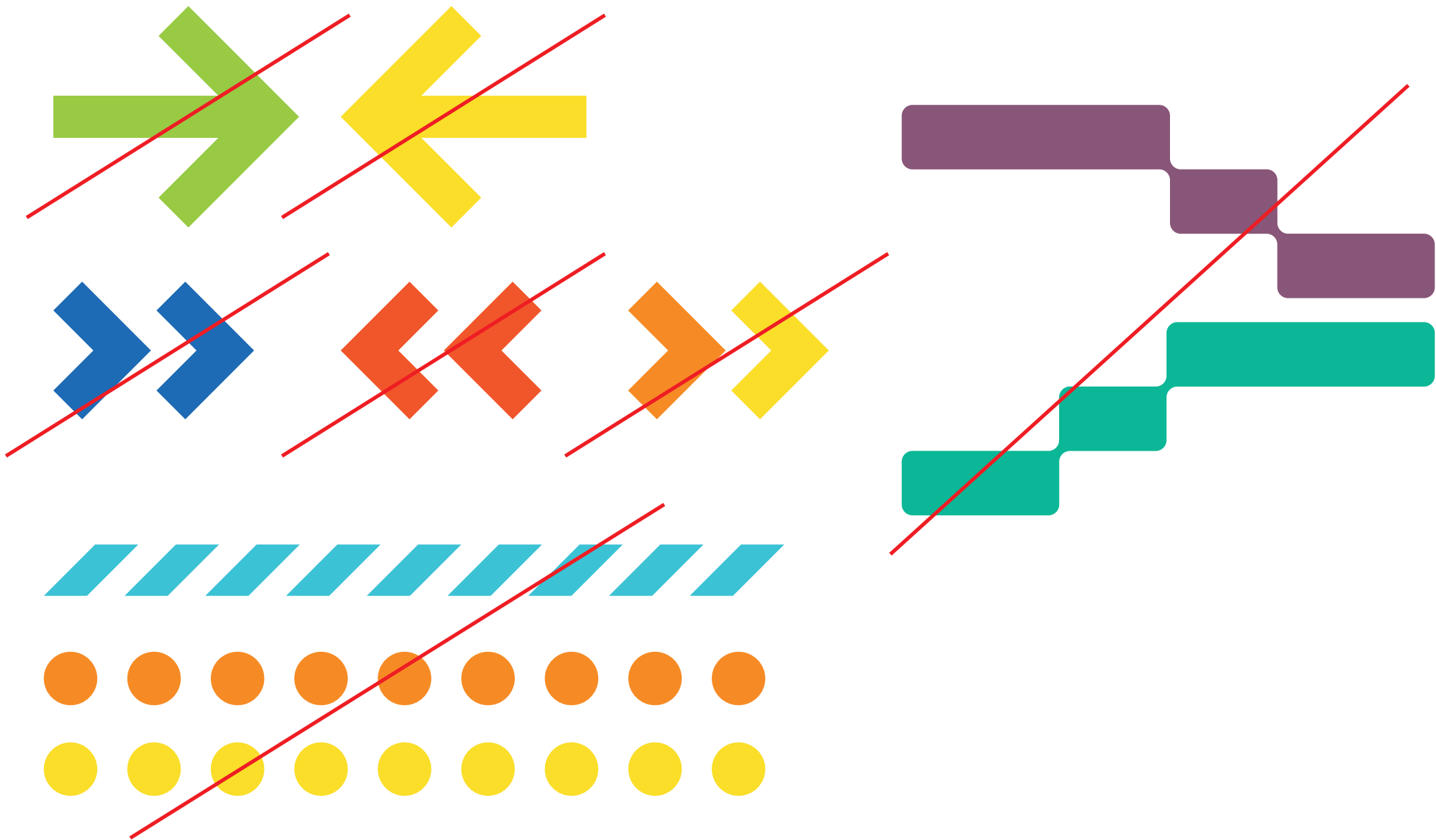


Blue dots

# Graphic elements

## Incorrect usage of graphic elements

Changing the shapes or the colours of graphic elements is disallowed. Adding new elements is likewise disallowed.



# Icons

## Definition

All icons can be found in our database, which may be requested at: [marketing@aimtecglobal.com](mailto:marketing@aimtecglobal.com)

These icons serve as a further graphic element to liven up documents, presentations, web articles etc.

The icons are only to be used in the Aimtec colours. If a specific icon is missing from the database, it may be created and subsequently used after approval by Aimtec’s marketing department.



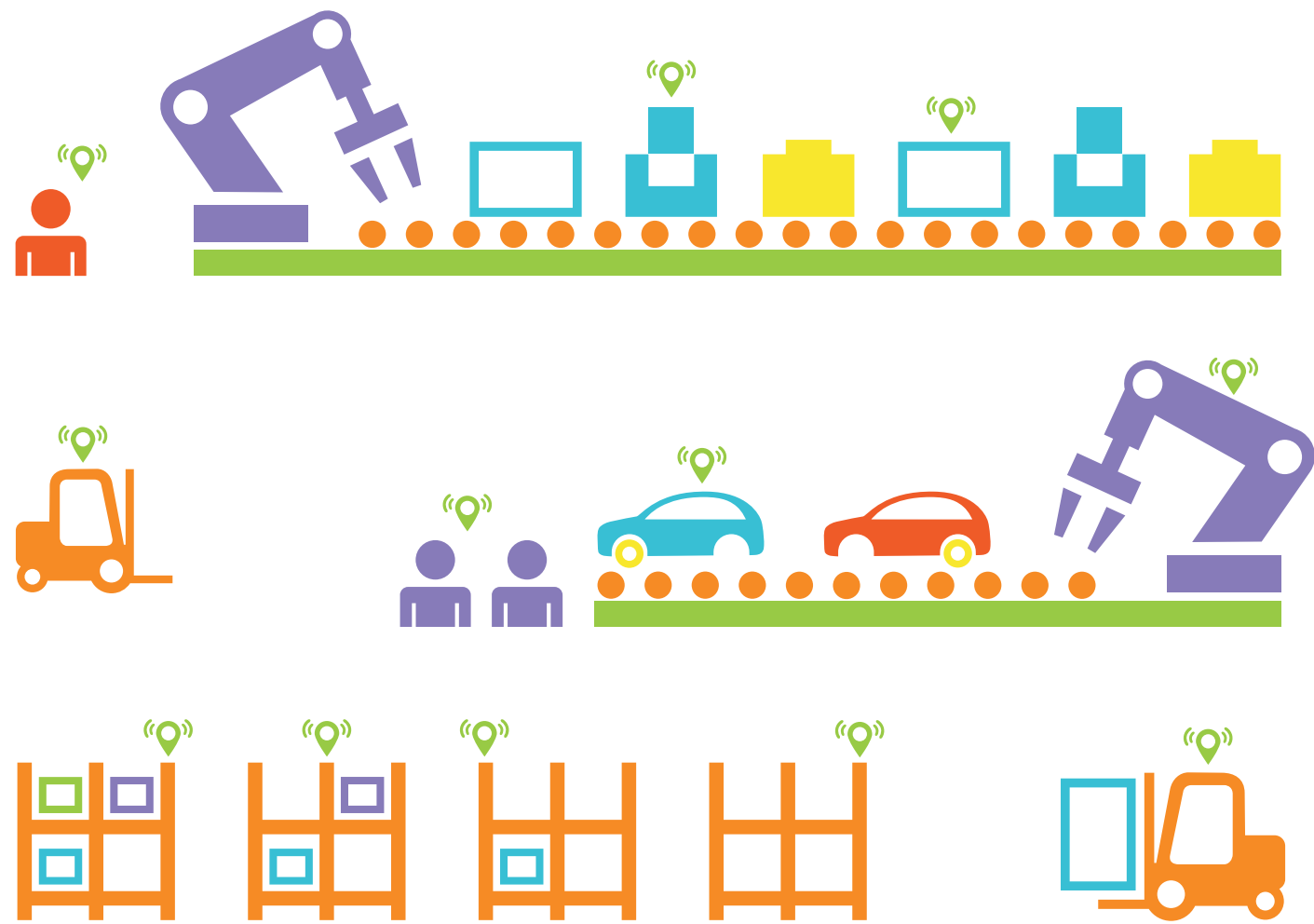


# Illustrations

## Definition

Illustrations are to be used on the web, in presentations, and e.g. in documents that need livening up.

Illustrations may only have the Aimtec colours.



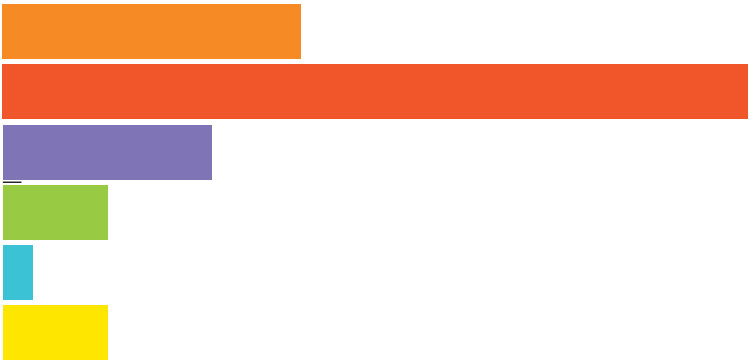
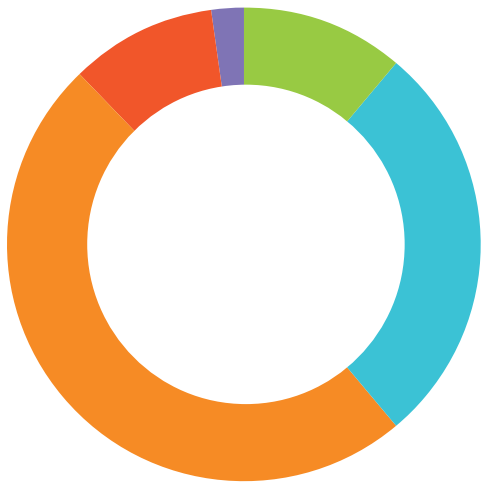
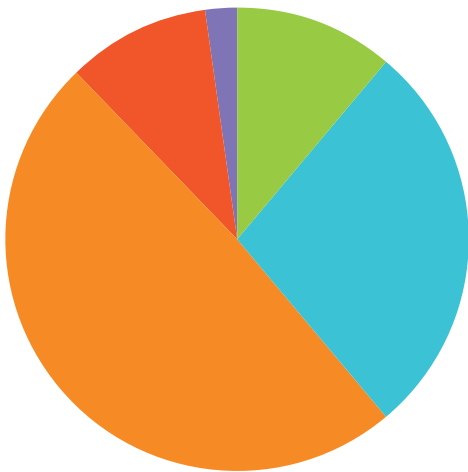
# Graphs

## Definition

When preparing graphs you must maintain the Aimtec colour scheme.

Recommended colour sequence in terms of priority:

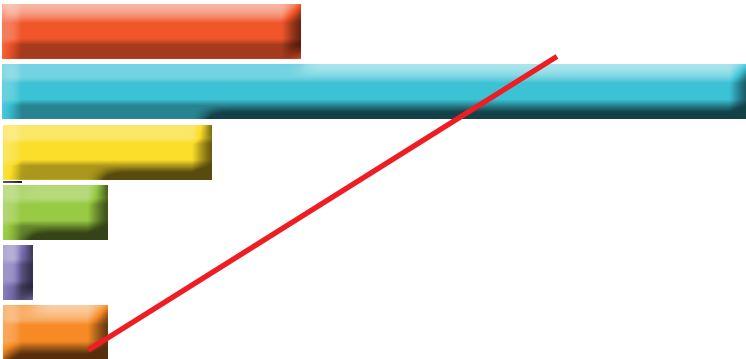
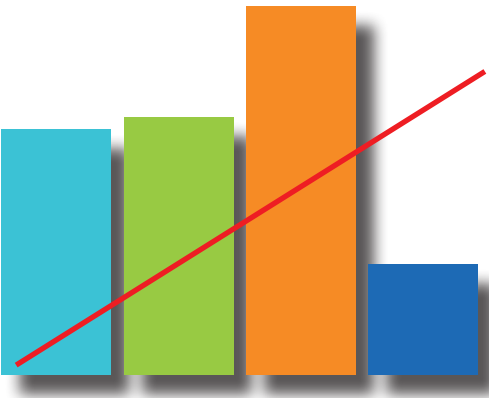
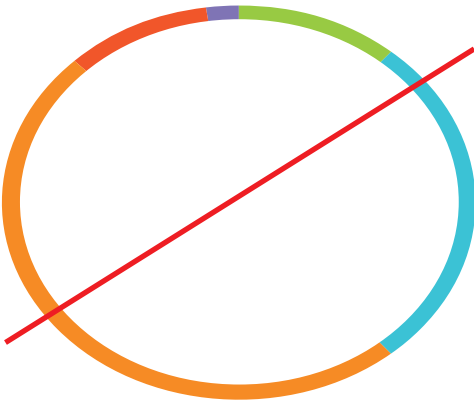
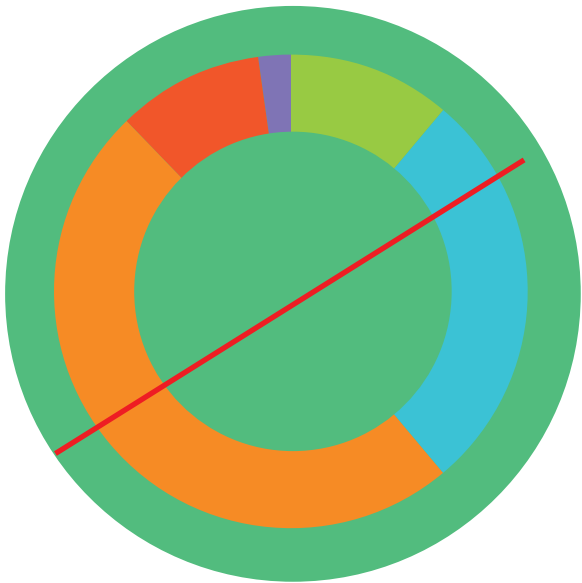
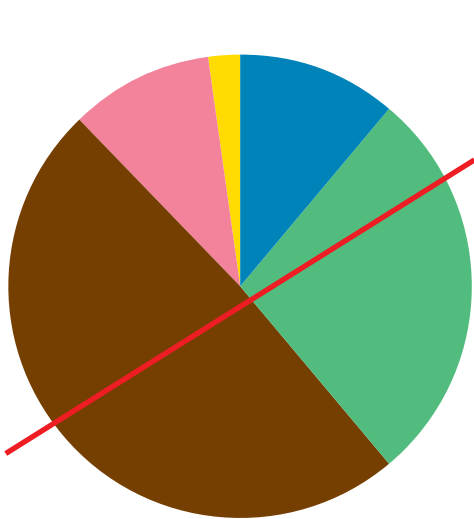
- orange
- red
- purple
- green
- light blue
- yellow
- dark blue



# Graphs

## Disallowed variants

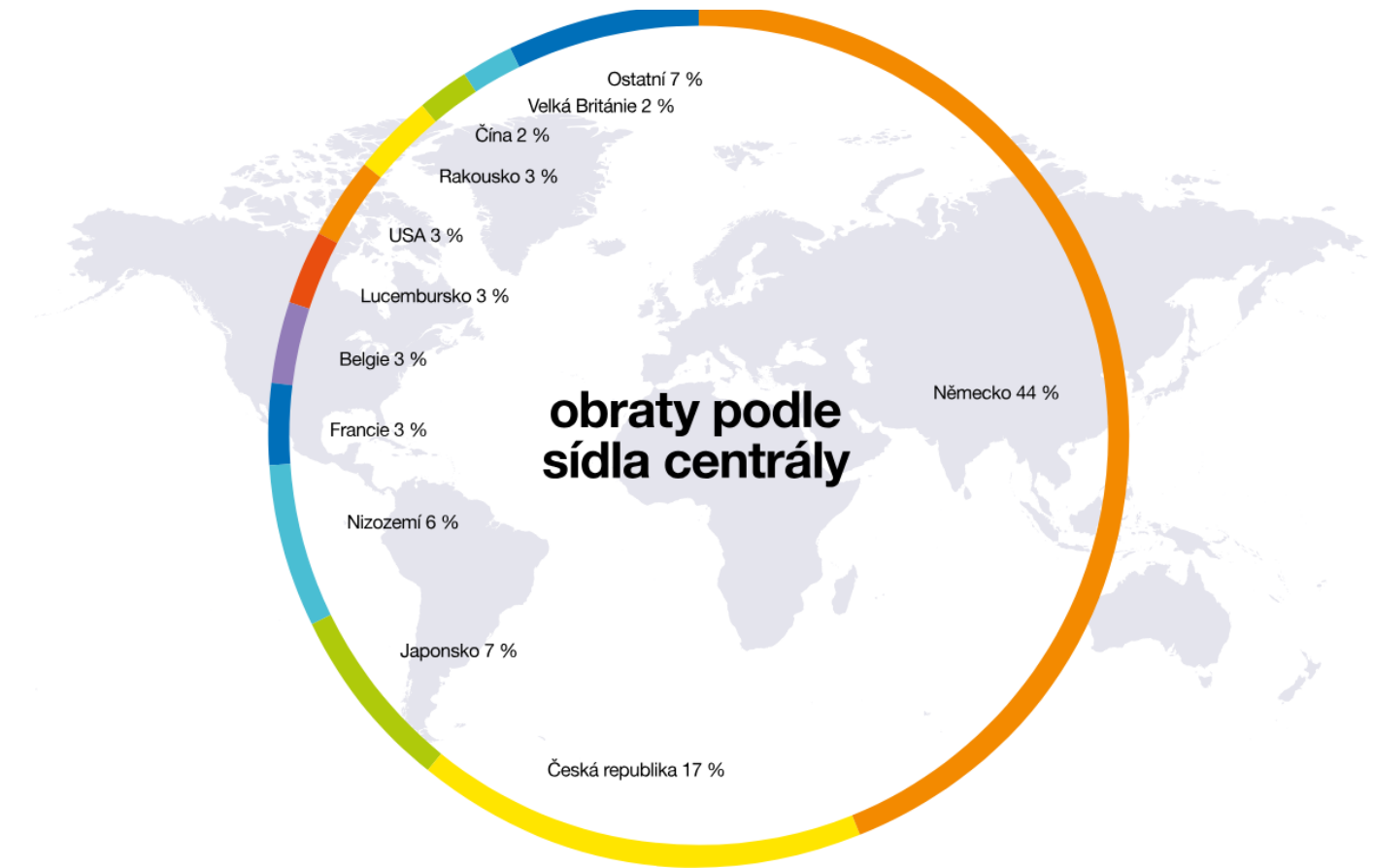
You may not change graphs' colours, use 3D displays, deform graphs in any way, or place shadows under them.



# Graphs

## Example of graph usage

An example of correct work with graphs. A vector graphic or for example an appropriate photo may be placed in the background of a pie chart.

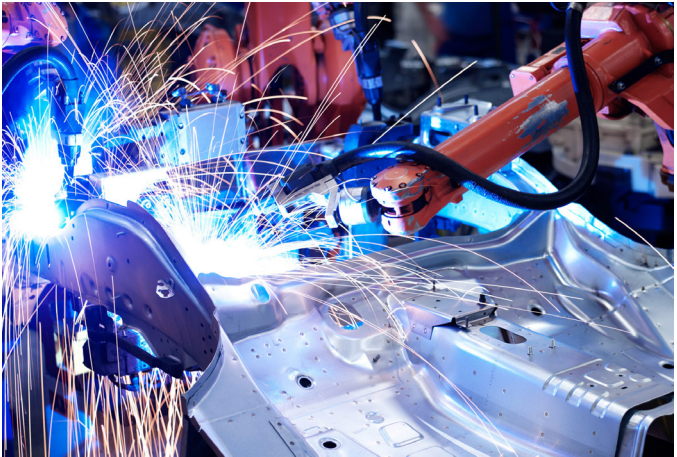


# Photographs

## Definition

All of our recommended photos may be found in our database: [marketing@aimtecglobal.com](mailto:marketing@aimtecglobal.com)

Photographs are a fundamental part of Aimtec’s visual style. Choose photographs that will look natural and unforced. Take care that they are of sufficient quality.



**Applying  
the logo**

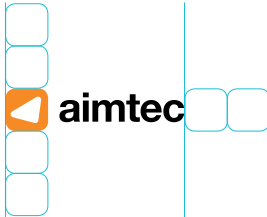
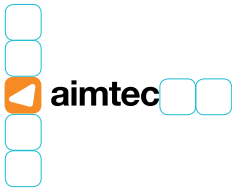
# Applying the logo

## Definition

Always place the logotype at a distance of “two logo squares” away from a document’s edge. The illustration here shows sample placements on A4 and A3 paper and on an envelope.

The width for a web address should always match the logotype width.

Each square has a size of: 8.3 mm for A4.



# Promotional materials



# Folders

## Definition

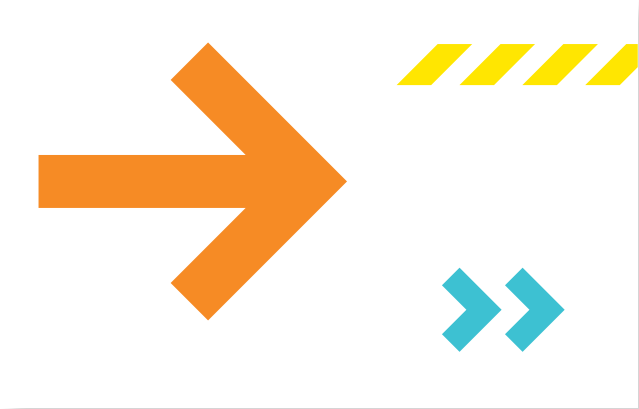
Aimtec folders with flaps have graphic elements printed on them. The inside of these folders is coloured Aimtec orange.



# Business cards

## Definition

Aimtec business cards have dimensions of 90 x 50 mm and are double-sided.



# Internal documents

## Definition

Always place the logotype at a distance of two “logo squares” away from a document’s top edge and three such squares away from its right edge.

The graphical elements shown to the right are an example of this. Different elements with a different layout may be added in harmony with this manual.

Each square has a size of: 8.3 mm for A4.

Font: Arial

Document templates are available at: [marketing@aimtecglobal.com](mailto:marketing@aimtecglobal.com) and at the internal storage point.



aimtec

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Name and Surname

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AIMTEC a. s. | Háfkova 32 | 301 22 Pilsen | Czech Republic  
GSM +420 377 225 215 | CRN: 25201816 | VAT: CZ699002484

aimtecglob.com

# Car decals

## Definition

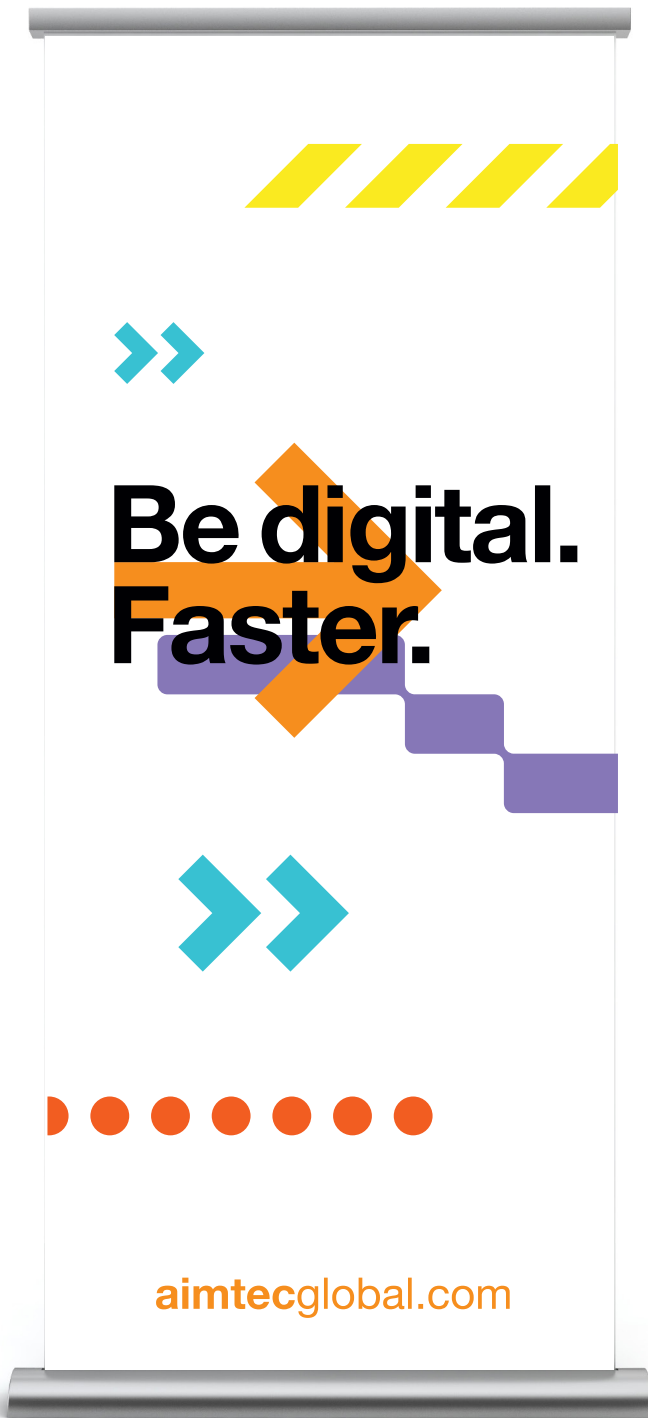
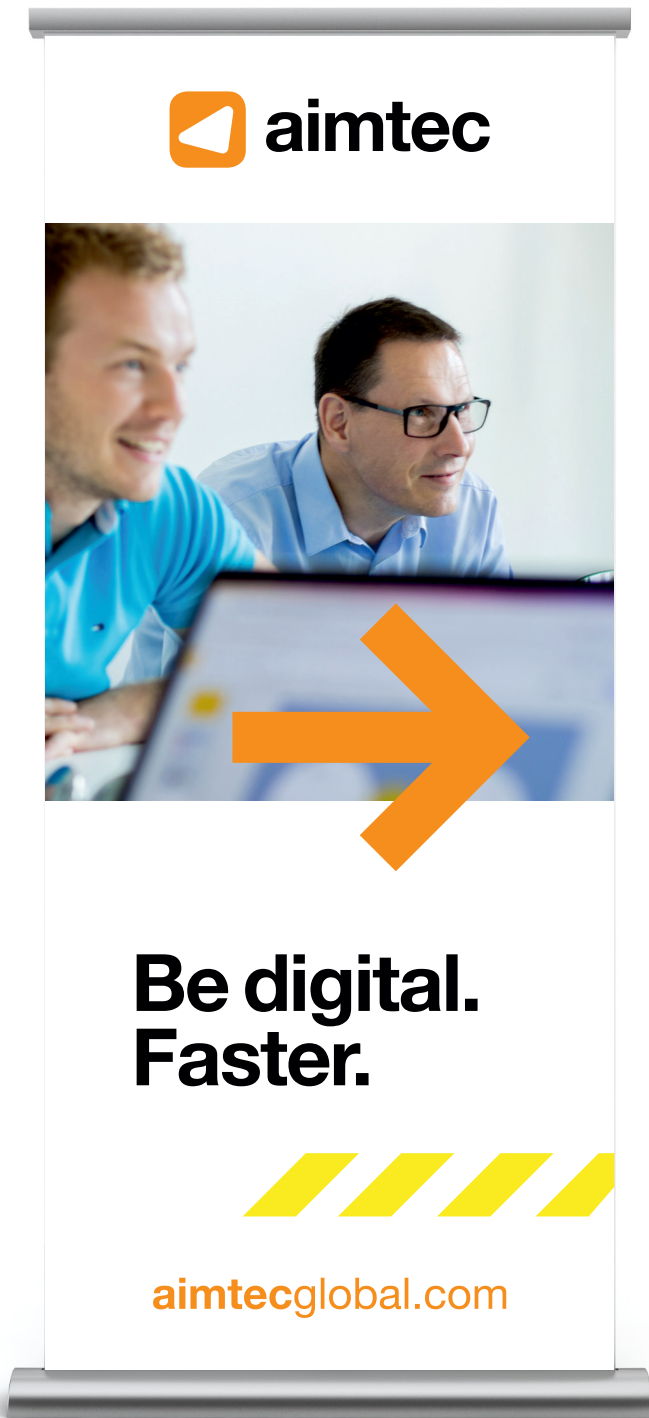
Car decals may only be applied in the approved manner, i.e. as follows: Logotype on the rear window and web address on a plastic frame around the license plate.



# Roll-up banners

## Definition

The graphics for roll-up banners are based on photos and clean graphic elements. Web addresses have the same size and are also located at the same level: 22 cm from the bottom. The letter “a” in the word “aimtec” should have a size of 3.6 cm. The recommended web page colour is orange.



# Clothing

## Example

Potential usage of Aimtec elements on clothing.





# PowerPoint presentations



# Presentations

## Definition

These are the basic slides and their recommended order for PowerPoint.

For a presentation’s final slide, use the Aimtec claim: “Be digital. Faster.” Do not use a thank-you slide or a logotype slide!

Font: Arial  
Heading size: 36pt  
Subheading size: 20pt  
Text size: 18pt  
Text size (subpoints): 14pt

For more information, see the manual for creating presentations.

1.

We are Aimtec.

2.

Title

Subtitle

Presenting 1

Date

Presenting 2

Place

Presenting 3



3.

## Program

Program 1

Program 2

Program 3

Program 4

Program 5

Program 6



last slide



Be digital.  
Faster.



# E-mail signatures

# E-mail signatures

## Definition

An illustration of the basic email signature format.  
The bottom part of the signature with the graphic  
(Be digital. Faster.) can be replaced as needed  
with banners for various events.

Specification for email's body-text font

Font: Arial

Font size: 10pt

Name Surname  
Position



Aimtec  
Halkova 32, 301 22 Pilsen, Czech Republic  
Reception +420 377 225 215, Support +420 377 240 400  
Mobile +420 776 195 253  
[aimtecglobal.com](http://aimtecglobal.com)

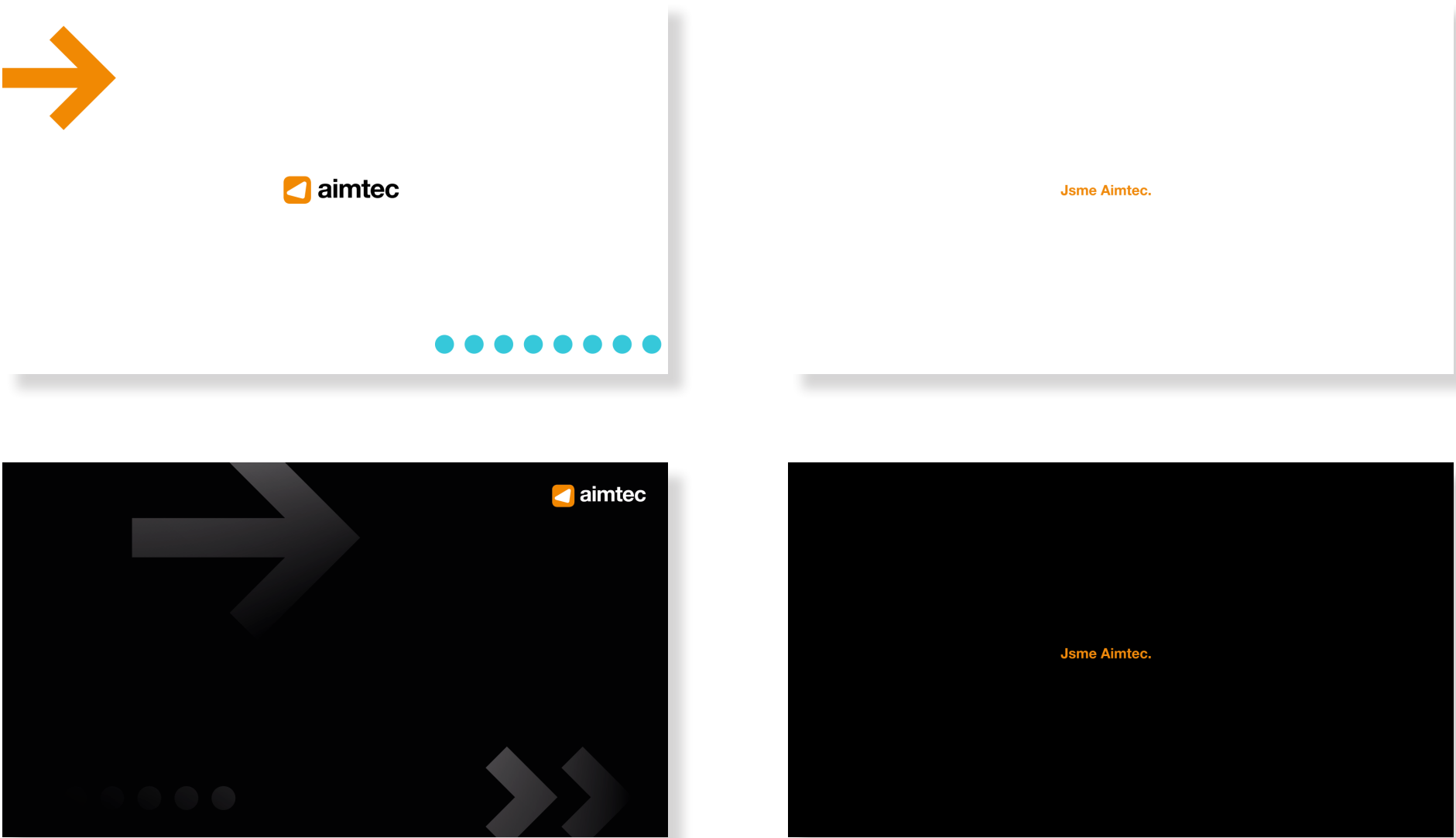


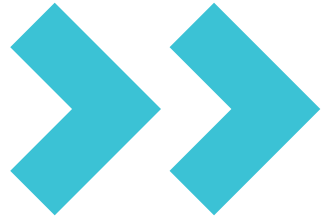
# PC Desktop backgrounds

# PC Desktop backgrounds

## Example

Examples of desktop backgrounds on Aimtec PCs.





**Be digital.  
Faster.**

