



Corporate Identity

This manual presents a coherent corporate identity for AIMTEC a. s. Its aim is to ensure a unified and cohesive appearance throughout all communication channels, making sure that Aimtec is represented consistently and professionally.

The manual outlines the mandatory standards for creating, producing, and using visual elements and tools, codifies the logo as well as all essential elements of the company's corporate identity, and specifies mandatory standards, methods, and recommendations for real-life applications. The tools for a unified corporate identity include typefaces, colours, and graphic elements, as well as how each tool is used.

Adhering to these rules in a uniform and proper manner represents and strengthens public perception of the company as a whole. These standards must be applied correctly and over the long term so as to prevent any deterioration in how Aimtec is perceived. Everyone involved in the application of a unified corporate identity must work exclusively in accordance with the rules contained in the manual.

This manual does not present an exhaustive list of all prohibited applications of corporate identity tools. Consequently, a general prohibition applies to all graphic designs and applications which are inconsistent with typography standards and methods or which disturb the aesthetic perception of the overall design.

Brand Codes

Brand codes represent a group of visual elements which clearly distinguish the brand and make it more memorable. When creating visual content, these elements must never be omitted.

The core of Aimtec's corporate identity is composed of a set of elements, including the logo, primary colour palette, colour gradients, the claim **Be digital. Faster.**, specific pictograms, and typography using a combination of styles from the Helvetica Neue LT Pro typeface family.



**Be digital.
Faster.**



Collect up-to-date data and watch production processes **in real time.**



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1 Logo & symbol



→ 1.1 Primary logo

The primary logo and its preferred form is in colour. Logos have also been created for use on black-and-white backgrounds.

On black backgrounds, the colour version of the logo featuring an inverse wordmark and a white triangle inside an orange symbol may be used. Usage of the logo on a coloured background is defined in [2.4 Logo on a coloured background](#).

The entire logo may be enlarged or reduced as long as the rules in [2.2 Scaling range & minimum size](#) are followed. Do not distort the proportions. Examples of distorted proportions are provided in [2.7 Things to avoid](#).



Aimtec orange

PANTONE	144
CMYK	0 / 55 / 100 / 0
RGB	255 / 145 / 0
HEX	ff9100
RAL	1033

White

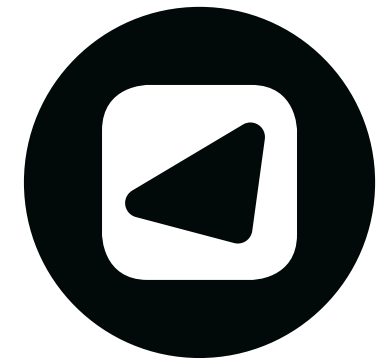
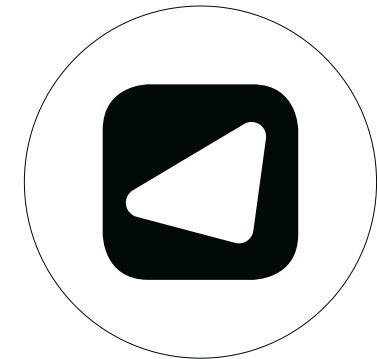
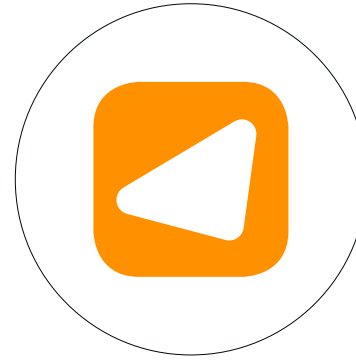
PANTONE	11-0601 TPX
CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	ffffff
RAL	9010

Aimtec black

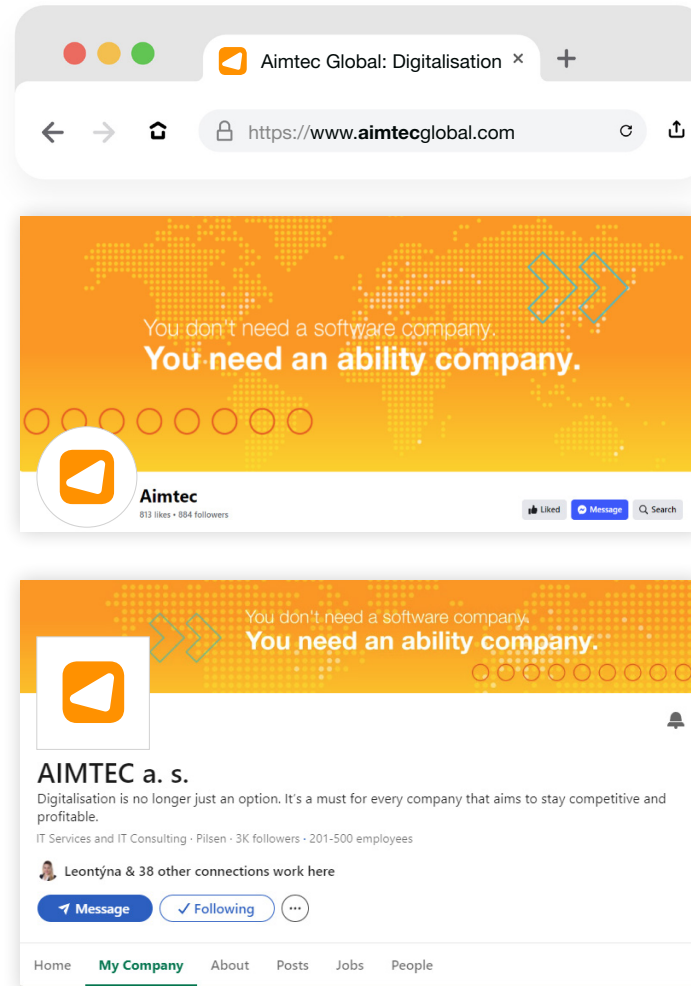
PANTONE	Black 6
CMYK	60 / 40 / 40 / 100
RGB	0 / 0 / 0
HEX	000000
RAL	9005

→ 1.2 Symbol

The symbol is primarily used in places where it is objectively impossible to use the primary logo, such as social media profile pictures or website favicons. Although the symbol is a distinctive element, using it as a standalone entirely without text is not recommended. The same rules for use on coloured backgrounds apply for the symbol as for the primary logo.



→ 1.3 Symbol use examples



2 Principles of logo & symbol use

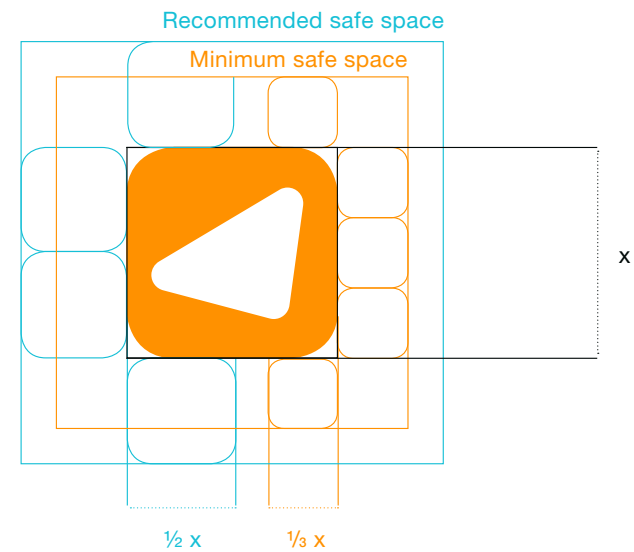
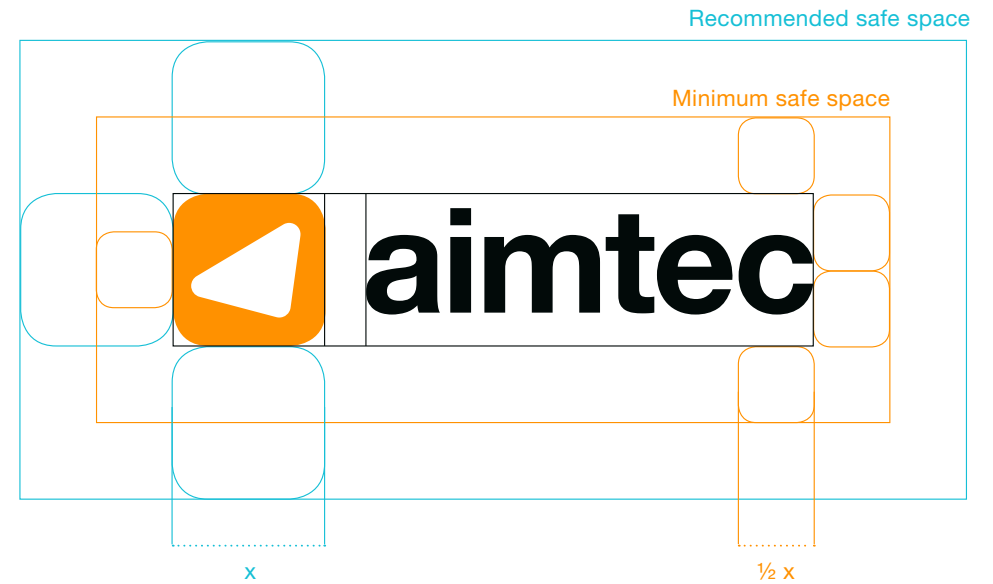


→ 2.1 Safe space

The safe space establishes the area surrounding the logo that must be free from any additional text or graphic elements. Maintaining the safe space is important for brand legibility and clarity.

The safe space is measured by the width of the symbol (x).

The **recommended safe space (x)** is a primary dimension which should be respected. If it is objectively impossible to use this, the **minimum safe space ($\frac{1}{2} x$)** may be used.



→ **2.2 Scaling range & minimum size**





Scaling range defines recommended logo sizes on commonly used marketing collateral and merchandise. The basic full size used in scaling is the height of the logo symbol on an A4 format.

The minimum size is 5 mm, which is 60% of the basic size.




In exceptional cases, a smaller size than the one defined may be used provided that legibility and clarity are preserved. The logo was designed to be easily recognised, even at small sizes.

It is important to remember that logo legibility at minimum sizes depends on the quality of the printer or digital display, and therefore the minimum size is only recommended.

Print

H: 12 mm	35 px		145%	A3 format
H: 8.3 mm	24 px		100%	A4 format, letterhead
H: 7 mm	20 px		85%	A5 format, 90 x 50 mm business card
H: 5 mm	15 px		60%	minimum permitted size

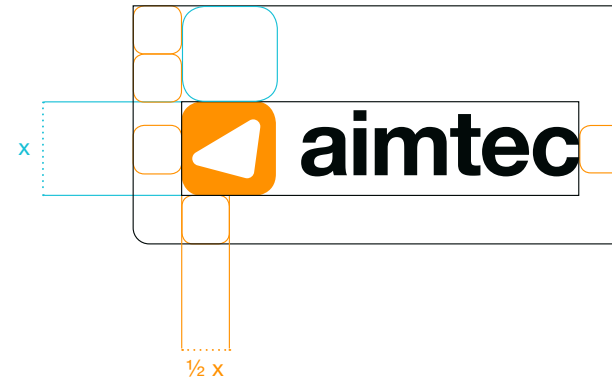
Digital

H: 60 px		100%	screen 1920 x 1080 px
H: 40 px		67%	screen 1200 x 627 px
H: 25 px		42%	screen 300 x 600 px
H: 15 px		25%	minimum recommended size

→ 2.3 Logo on a separate block

In certain special situations, the logo may be placed on a white block to support visibility and good legibility. This logo block is to be placed on the edge of the format; the preferred location is the upper right corner.

The block size is based on the size of the logo safe space, i.e. $\frac{1}{2}$ of the symbol width, with the distance from the top edge being the width of the entire symbol.



→ 2.4 Logo on a coloured background

The logo may be placed unchanged on a coloured background which must be a colour listed in 3.1 Primary palette, except for Aimtec orange, on which the white logo must be used (see 1.1 Primary logo).

Do not place the primary full-colour logo on backgrounds of other colours.

If the logo is being applied to a very light-coloured background, use the black logo. Use the white logo on dark backgrounds. As a general rule, always make sure that the brand is easily legible and visible.

It is important that the selection be made by a graphic designer or a person who is more perceptive of the overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.



Colours not included in the primary palette

Correct usage of the logo on primary palette colours and gradients

→ 2.5 Logo on a black-and-white background

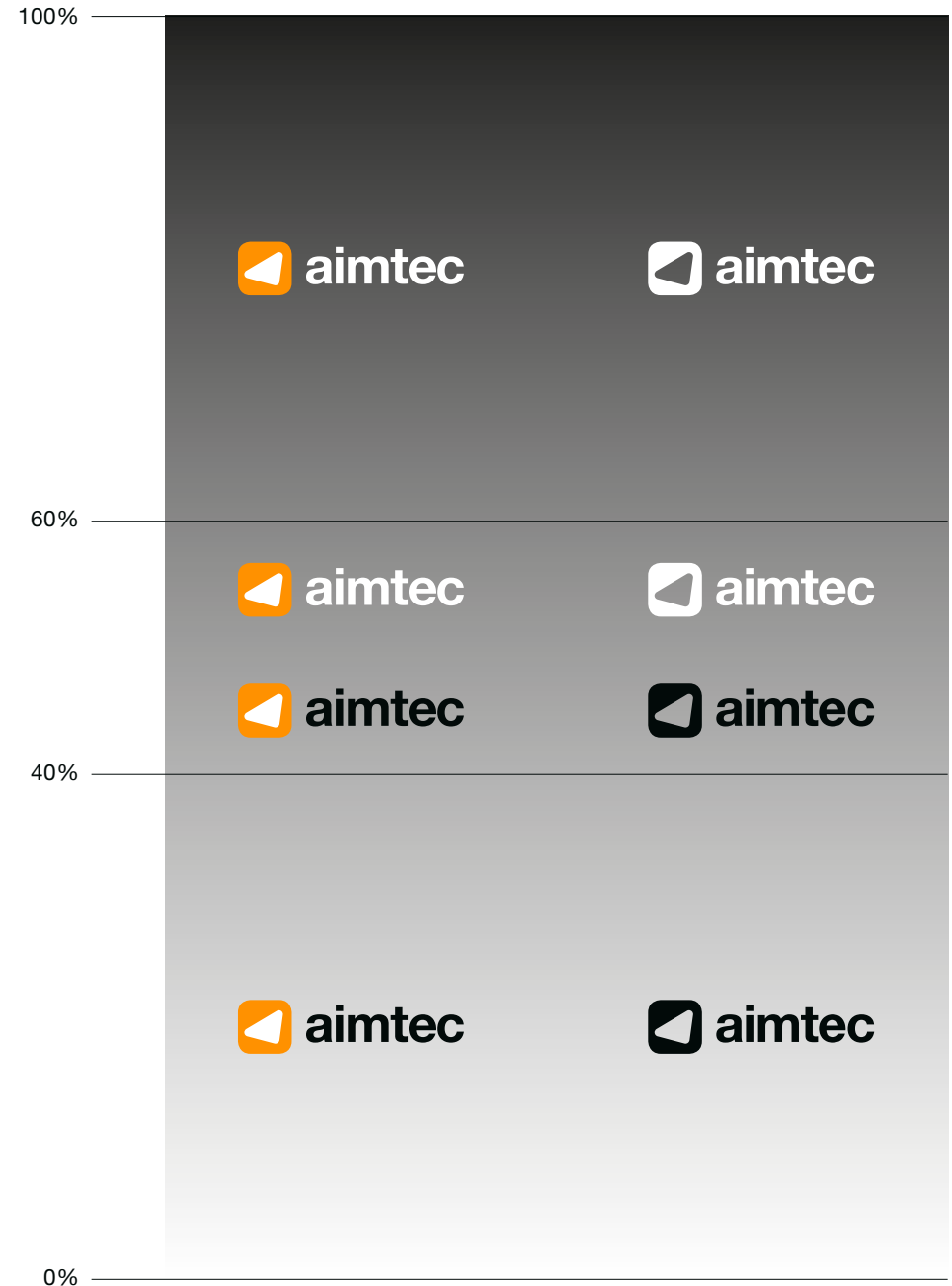
The primary colour logo and the black logo may be applied to grey backgrounds which are up to 40% black.

In the range between 40% and 60% black, the colour logo with a white or with a black wordmark, the pure black logo, or the pure white logo may be used.

The colour logo with a white wordmark or the entirely white logo may be used on grey backgrounds which are 60% black or more.

As a general rule, always make sure that the logo is easily legible and visible.

It is important that the selection be made by a graphic designer or a person who is more perceptive of the overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.



→ 2.6 Logo on a photograph

Use of the logo on photographs depends on the character of the background.

When using a logo on a photograph, the contrast between the background colours and the logo colours is important. The logo should not be placed on a noisy background or a background with a fragmented pattern.

If the photograph features diverse and complex motifs, a black filter can be used to improve logo legibility; the filter is defined in [6.6.4 Photograph usage rules](#). As a general rule, always make sure that the logo is easily legible and visible.

If none of the tools described here can be used, the primary colour logo can be used on a separate block; see chapter [2.3 Logo on a separate block](#).



Photographs with high-contrast backgrounds featuring a sufficiently legible logo



Photographs with black filters to improve logo legibility



Sufficiently calm photographs for simple logo



If the logo is illegible, a white block should be used under the logo

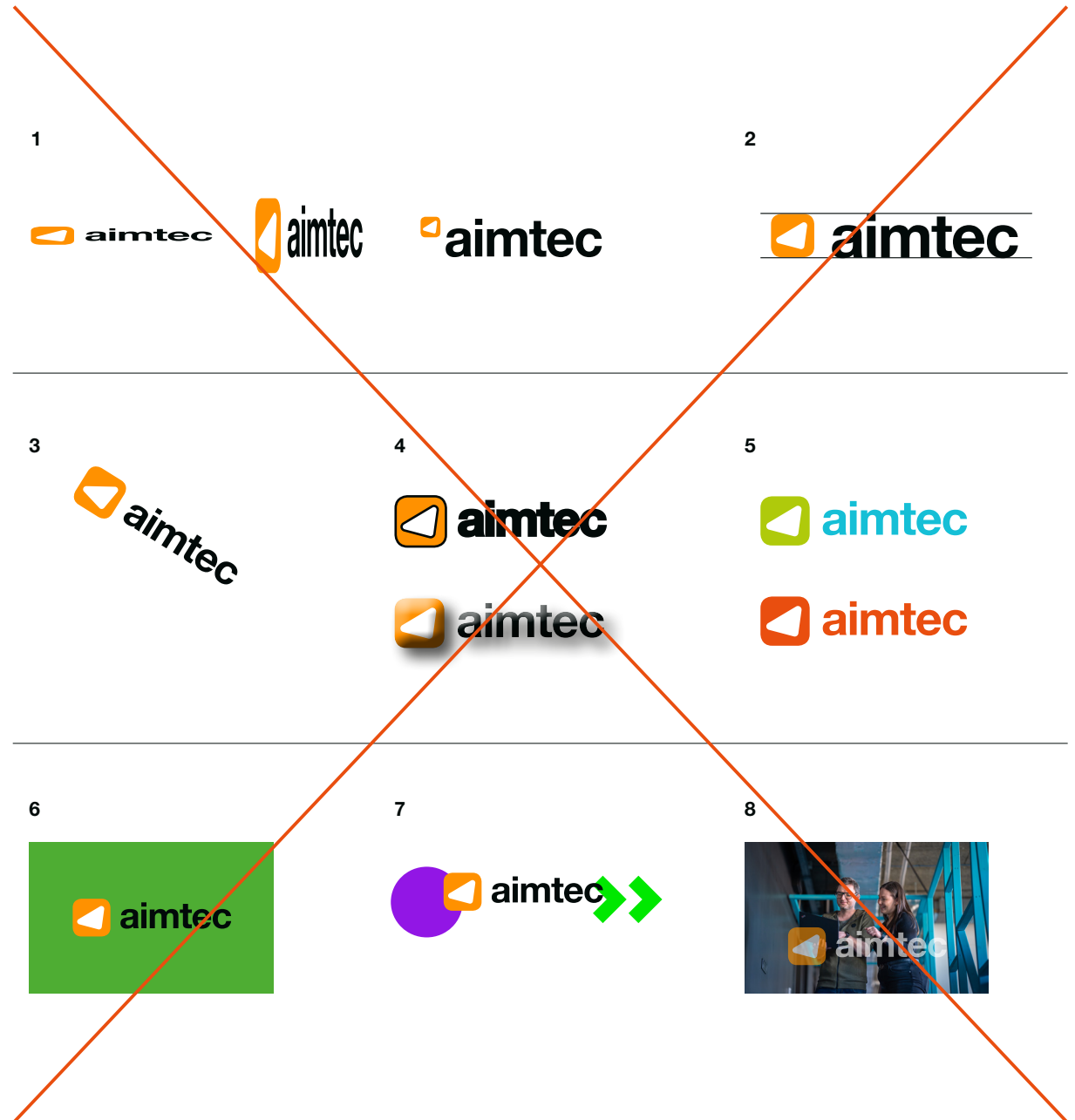


→ 2.7 Things to avoid

The following are things to avoid in the logo, representing cases where the logo has been altered, i.e., the colour or typeface has been changed, the proportions distorted, or new elements added.

The showcased examples of things to avoid represent just a few possible examples of incorrect usage, demonstrating a disruption to the aesthetic perception of the unified corporate identity and a violation of the rules of visual communication.

- 1 Do not distort the logo's proportions.
- 2 Do not make the height of the text level with the symbol.
- 3 Do not rotate the logo to different angles.
- 4 Do not add lines, drop shadows, or other effects.
- 5 Do not change the colour of the logo to colours other than those defined in chapter 1.1 Primary logo.
- 6 Do not place the colour logo directly on a colour background; use a white block.
- 7 Do not add new elements to the logo safe space.
- 8 Do not use a transparent logo.



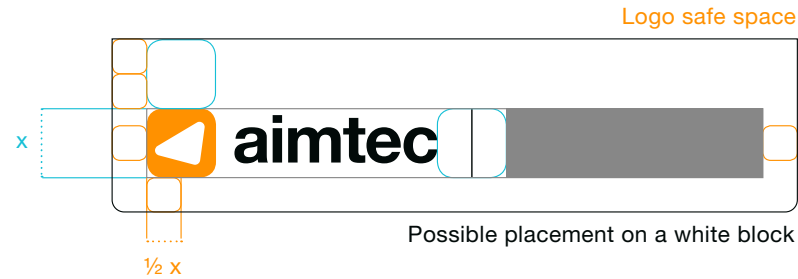
→ 2.8 Co-branding

If the logo must be used in combination with another company's logo, the logos are to be separated by a vertical or horizontal line.

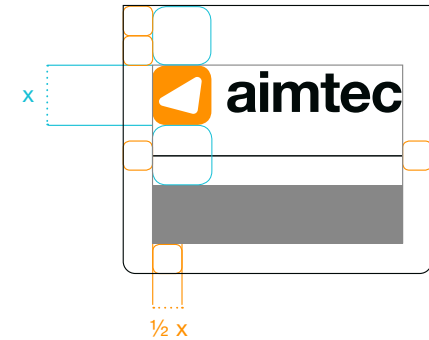
The individual logos must be kept at the proper distance, which is defined by the height of the symbol.

The length of the line dividing the Aimtec logo and the other company's logo is based on the longer of the two logos.

Horizontal version



Vertical version



Vertical version – other layout options



Examples



→ 2.9 Combinations with the claim **Be digital. Faster.**

In cases where the logo is combined with the claim **Be digital. Faster.** containing elements, the claim is 2× wider than the width of the logo.

If the logo is combined with just the primary tagline without elements, the claim is 3× wider than the width of the logo.



→ 2.10 Logo in physical form

If the logo must be reproduced in a physical form, contact the person at the company who is responsible for uniform communication to consult the correct size, placement, and combination of materials.

The material must always be chosen according to the form's purpose and the conditions under which it will be used.

Contact person:

Zdeněk Eliáš

Creative Manager

+420 776 195 253

zdenek.elias@aimtecglobal.com



3 Colour



→ 3.1 Primary palette

The primary colour palette is an important element of visual communication and it can be used throughout various content.

Precise definitions of the primary palette for various purposes:

- CMYK is used for the colour register in printing applications.
- RGB is used for digital displays (monitors).
- PANTONE is used as a spot colour in the printing process.
- RAL is used for wall paint.
- HEX is used to create websites and in e-mailings.

Aimtec orange

PANTONE 144
 CMYK 0 / 55 / 100 / 0
 RGB 255 / 145 / 0
 HEX ff9100
 RAL 1033

Aimtec yellow

PANTONE Yellow
 CMYK 0 / 5 / 100 / 0
 RGB 255 / 230 / 0
 HEX ffe604
 RAL 1018

Aimtec black

PANTONE Black 6
 CMYK 60 / 40 / 40 / 100
 RGB 0 / 0 / 0
 HEX 000000
 RAL 9005

Aimtec blue

PANTONE 2226
 CMYK 69 / 0 / 18 / 0
 RGB 21 / 191 / 214
 HEX 15bfd6
 RAL 5018

Cream

PANTONE Warm Gray 1 C
 CMYK 0 / 2 / 4 / 5
 RGB 243 / 239 / 233
 HEX f3efe9
 RAL 9003

White

PANTONE 11-0601 TPX
 CMYK 0 / 0 / 0 / 0
 RGB 255 / 255 / 255
 HEX ffffff
 RAL 9010

Light grey

PANTONE Cool Gray 2 C
 CMYK 0 / 0 / 0 / 18
 RGB 209 / 209 / 209
 HEX d1d1d1
 RAL 7047

Grey

PANTONE Cool Gray 9 C
 CMYK 0 / 0 / 0 / 47
 RGB 135 / 135 / 135
 HEX 878787
 RAL 9022

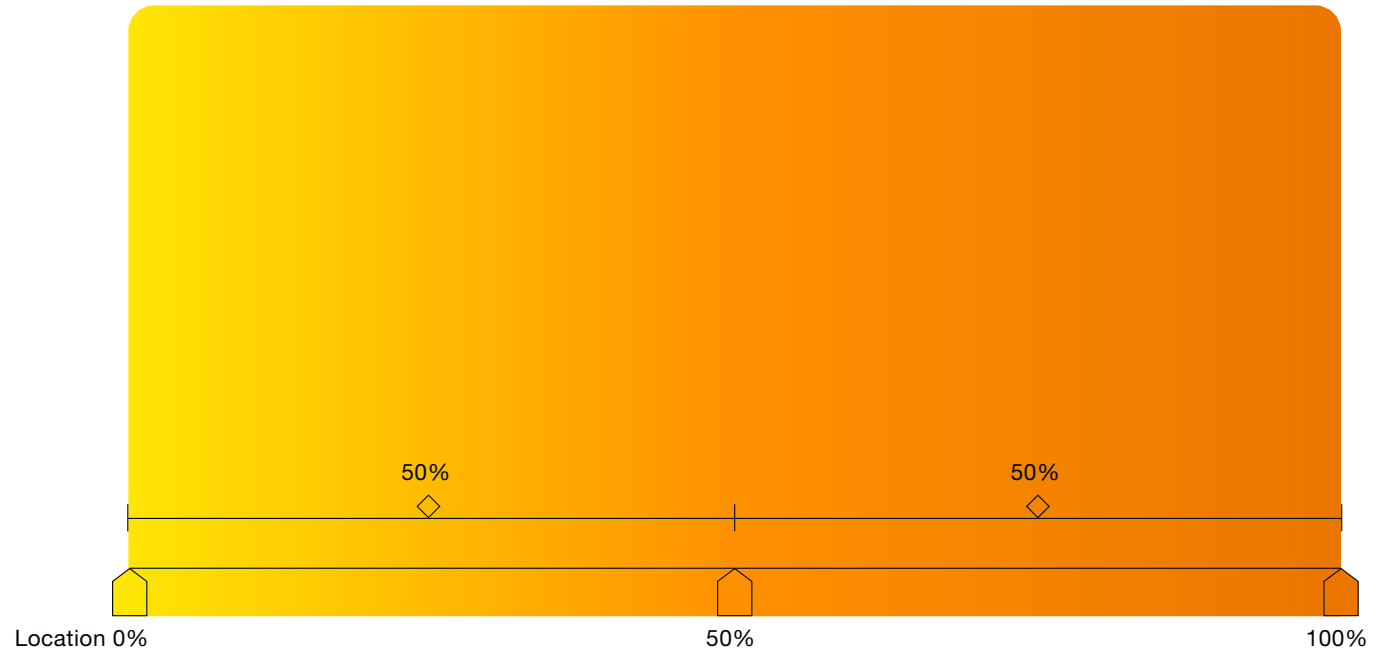
Dark grey

PANTONE 425 C
 CMYK 0 / 0 / 0 / 63
 RGB 94 / 94 / 94
 HEX 5E5E5E
 RAL 7012

→ 3.2 Gradient palette

Gradients are an important element of visual communication. Their appearance is defined in [6.4 Colour gradients](#).

To create a gradient which is rich in colour, always use a combination of the three colours specified in this chapter.



Aimtec yellow

PANTONE Yellow
CMYK 0 / 5 / 100 / 0
RGB 255 / 230 / 0
HEX ffe604

Aimtec orange

PANTONE 144
CMYK 0 / 55 / 100 / 0
RGB 255 / 145 / 0
HEX ff9100

Dark orange

PANTONE 716 C
CMYK 0 / 61 / 99 / 0
RGB 234 / 118 / 5
HEX ea7600

→ 3.3 Aimtec element palette

The palette presented on this page may be used only on elements. They must not be used at random as part of the corporate identity.

Each element has a specific colour assigned to it:

Arrow	orange
Gantt chart	blue
Stripes	yellow
Double arrow	blue
Dots	red

Precise definitions of the primary palette for various purposes:

- CMYK is used for the colour register in printing applications.
- RGB is used for digital displays (monitors).
- PANTONE is used as a spot colour in the printing process.
- RAL is used for wall paint.
- HEX is used to create websites and in e-mailings.

Aimtec orange

PANTONE 144
 CMYK 0 / 55 / 100 / 0
 RGB 255 / 145 / 0
 HEX ff9100
 RAL 1033

Aimtec yellow

PANTONE Yellow
 CMYK 0 / 5 / 100 / 0
 RGB 255 / 230 / 0
 HEX ffe604
 RAL 1018

Aimtec blue

PANTONE 2226
 CMYK 69 / 0 / 18 / 0
 RGB 21 / 191 / 214
 HEX 15bfd6
 RAL 5018

Red

PANTONE 1665 C
 CMYK 0 / 80 / 100 / 0
 RGB 255 / 80 / 0
 HEX ff5000
 RAL 2009

White

PANTONE 11-0601 TPX
 CMYK 0 / 0 / 0 / 0
 RGB 255 / 255 / 255
 HEX ffffff
 RAL 9010



→ 3.4 Graph and chart palette

The palette presented on this page may be used for graphs, charts, and technical illustrations and presentations. However, most graphic content should follow the primary palette presented in chapter [3.1 Primary palette](#).

Precise definitions of the primary palette for various purposes:

- CMYK is used for the colour register in printing applications.
- RGB is used for digital displays (monitors).
- PANTONE is used as a spot colour in the printing process.
- RAL is used for wall paint.
- HEX is used to create websites and in e-mailings.

Aimtec orange

PANTONE 144
 CMYK 0 / 55 / 100 / 0
 RGB 255 / 145 / 0
 HEX ff9100
 RAL 1033

65% HEX ff759

30% HEX ffdeb2

Red

PANTONE 1665 C
 CMYK 0 / 80 / 100 / 0
 RGB 255 / 80 / 0
 HEX ff5000
 RAL 2009

65% HEX f3925e

30% HEX fbd0b5

Aimtec yellow

PANTONE Yellow
 CMYK 0 / 5 / 100 / 0
 RGB 255 / 230 / 0
 HEX ffe604
 RAL 1018

65% HEX ffef5c

30% HEX fff7b4

Dark blue

PANTONE 2144
 CMYK 100 / 45 / 0 / 0
 RGB 0 / 102 / 186
 HEX 0066ba
 RAL 5017

65% HEX 7996cd

30% HEX c4cdea

Aimtec blue

PANTONE 2226
 CMYK 69 / 0 / 18 / 0
 RGB 21 / 191 / 214
 HEX 15bfd6
 RAL 5018

65% HEX 67d5e4

30% HEX b9ecf3

Green

PANTONE 2291
 CMYK 40 / 0 / 100 / 0
 RGB 175 / 202 / 11
 HEX afca0b
 RAL 6018

65% HEX cfdc77

30% HEX e9efc6

Violet

PANTONE 2101
 CMYK 50 / 55 / 0 / 0
 RGB 146 / 124 / 184
 HEX 927cb8
 RAL 4005

65% HEX b8aad1

30% HEX ded8ea

4 Typography



→ 4.1 Primary typeface

Helvetica Neue LT Pro is the primary typeface used in content produced by Aimtec. It is a sans typeface with a plenty of glyphs to cover all of the company's communication needs. If it is objectively impossible to use this typeface, it can be replaced with the system font listed in chapter [4.3 System font](#).

Helvetica Neue LT Pro

Helvetica Neue LT Pro 45 Light

AÁBCČDEÉĚFGHIJKLMNOPQRŘSŠTUÚŮVWXYZŽ
 aábcčdeéěfghiijklmnopqrrsstt'uuúvwxyzž
 1234567890 ¼ ½ ¾!#%&@*?-(+)§

Helvetica Neue LT Pro 55 Roman

AÁBCČDEÉĚFGHIJKLMNOPQRŘSŠTUÚŮVWXYZŽ
 aábcčdeéěfghiijklmnopqrrsstt'uuúvwxyzž
 1234567890 ¼ ½ ¾!#%&@*?-(+)§

Helvetica Neue LT Pro 75 Bold

AÁBCČDEÉĚFGHIJKLMNOPQRŘSŠTUÚŮVWXYZŽ
aábcčdeéěfghiijklmnopqrrsstt'uuúvwxyzž
1234567890 ¼ ½ ¾!#%&@*?-(+)§

→ 4.2 Secondary typeface

The secondary typeface is designated for setting longer bodies of text, such as annual reports, an image profile of the company, case studies, etc. Source Serif 4 is freely available on Google fonts.

Source Serif 4

Source Serif Regular

A Á B C Č D E Ě Ě F G H I J K L M N O P Q R Ŕ S Š T U Ú Ů V W X Y Z Ž
a á b c č d e ě ě f g h i j k l m n o p q r ŕ s š t u ú ů v w x y z ž
1 2 3 4 5 6 7 8 9 0 ¼ ½ ¾ ! # % & @ * ? - (+) §

Source Serif Bold

A Á B C Č D E Ě Ě F G H I J K L M N O P Q R Ŕ S Š T U Ú Ů V W X Y Z Ž
a á b c č d e ě ě f g h i j k l m n o p q r ŕ s š t u ú ů v w x y z ž
1 2 3 4 5 6 7 8 9 0 ¼ ½ ¾ ! # % & @ * ? - (+) §

→ 4.3 System font

If the primary typeface cannot be used, it can be replaced with a system font.

The system font is Arial, a typeface which is widely available across all operating systems and therefore optimal for everyday office work.

Aimtec content which uses Arial:

- Contracts
- Personnel records
- Financial reports
- Invoices
- Sales records and specific sales presentations
- MS Office documents which can be accessed by all Aimtec employees

Arial

Arial Regular

AÁBCČDEÉĚFGHIJKLMNOPQRŘSŠTUÚŮVWXYZŽ
aábcčdeéěfghiijklmnopqrřsštťuúůvwxyzž
1234567890 ¼ ½ ¾!#%&@*?-(+)§

Arial Bold

AÁBCČDEÉĚFGHIJKLMNOPQRŘSŠTUÚŮVWXYZŽ
aábcčdeéěfghiijklmnopqrřsštťuúůvwxyzž
1234567890 ¼ ½ ¾!#%&@*?-(+)§

→ 4.4 Sample settings

Sample setting for a longer body of text.

This example is for illustrative purposes only. The layout may be carefully adapted according to the type and purpose of the text.

The typesetting values are listed as: font size / leading / tracking. Font size and leading are measured by point, while tracking is measured by 1/1000 em dash – a unit of measurement which is relative to the size of the font being used.

A combination of Helvetica Neue LT Pro 45 Light and Helvetica Neue LT Pro 75 Bold styles may be used to emphasise key information.

The text should be set by a graphic designer or an experienced person who is more perceptive of the overall colour contrast, legibility, and aesthetic impression. More detailed typography settings in Adobe are listed on the following page.

Heading 2

Helvetica Neue LT Pro 75 Bold
12 / 15 / 0

Robert Cameron's Presentation at TAL2023

Heading 1

Helvetica Neue LT Pro 45 Light
42 / 45 / 0

A Brave New World in Automotive Logistics

Heading 1 – emphasis

Helvetica Neue LT Pro 75 Bold
42 / 45 / 0

Face-to-face with a changed reality in the automotive supply chain. Step into the future of automotive logistics with **Robert Cameron**, Head of Production, Logistics, and Aftermarket Department at the German Association of the Automotive Industry (VDA).

Lead paragraph

Helvetica Neue LT Pro 55 Roman
15 / 18 / 0

Lead paragraph – emphasis

Helvetica Neue LT Pro 75 Bold
15 / 18 / 0

Over the past two years, this **dynamic industry has faced unprecedented challenges**, surpassing anything experienced in the preceding fifty years. With this in mind, Cameron tackles the pressing question: What principles must we shed, and how can logistics managers effectively navigate these uncharted waters?

Body copy

Source Serif 4 Regular
12 / 15 / 20

Body copy – emphasis

Source Serif 4 Bold
12 / 15 / 20

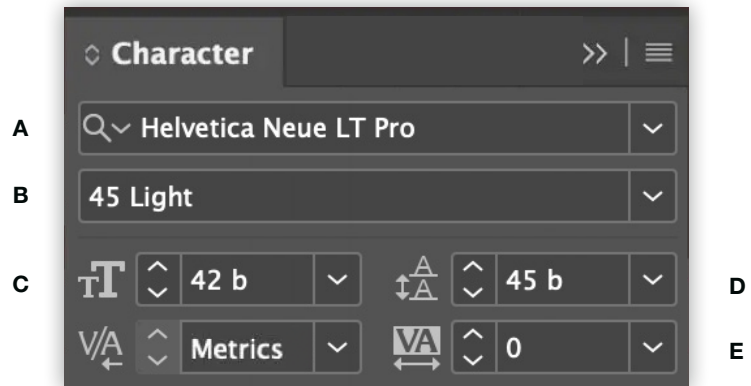
→ 4.4 Sample settings

This page shows the Adobe InDesign settings for the values listed on the previous page. These values can be set the same way in other Adobe programs.

- A Typeface
- B Style
- C Font size (points)
- D Leading (points)
- E Tracking (1/1000 em)

Flexible, standardised and agile.

- A Helvetica Neue LT Pro
- B 45 Light
- C 42 pt
- D 45 pt
- E 0



→ 4.5 Things to avoid

The following basic principles should be avoided when setting text.

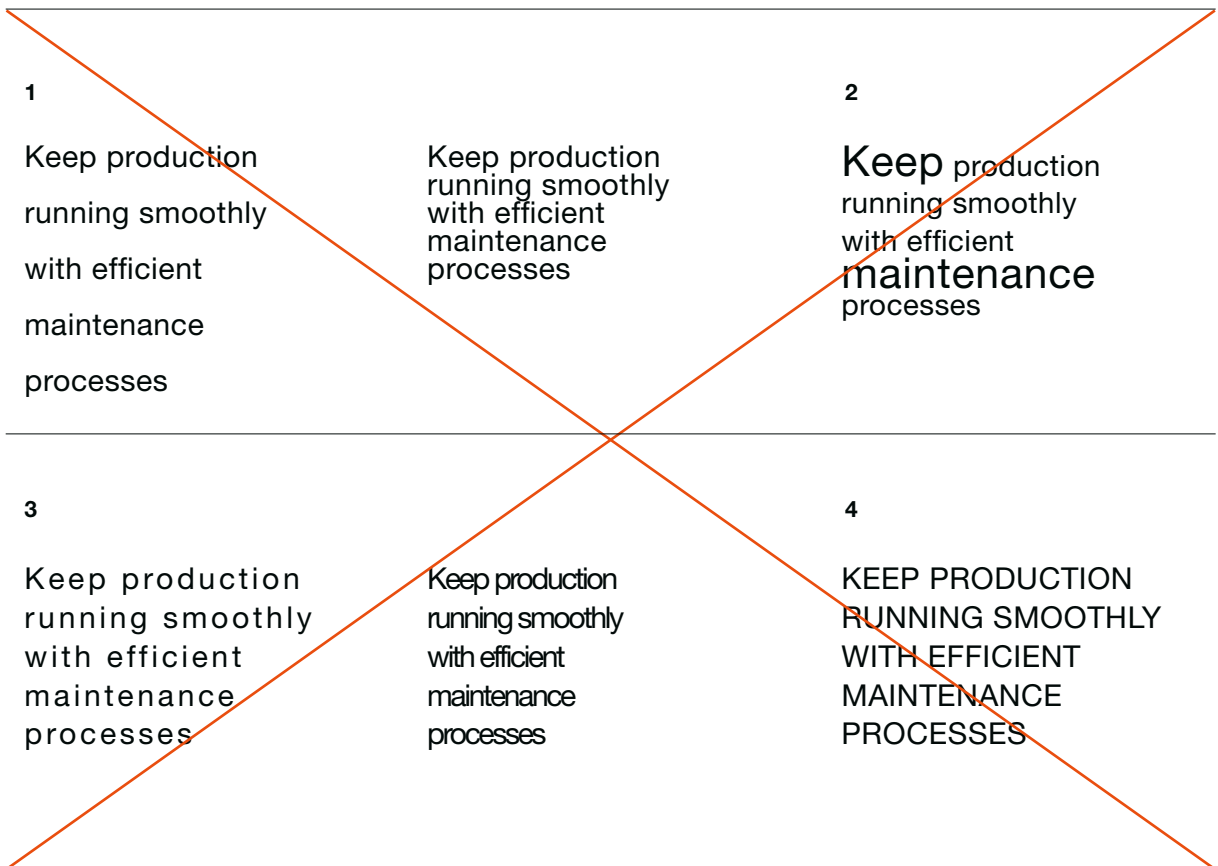
Using the typeface in the correct, uniform manner always supports the message in the text. By adhering to the recommended rules and keeping the structure of information clear, you ensure that the company's communication is uniform and understandable.

Recommended settings:

- 1 Avoid excessively large or small leading.
- 2 The use of several font sizes within a single communication is not recommended.
- 3 Avoid excessively large or tight tracking.
- 4 In all communications, avoid using text in upper case and small caps.

Recommended settings

Keep production running smoothly with efficient maintenance processes



→ 4.6 Typography usage examples

You face
new challenges
every day

EDI & SAP
Simply and simultaneously.

[Learn more](#)

If it is objectively impossible to use Helvetica Neue LT Pro 45 Light in the main headings (lack of space, unclear message, etc.), it can be replaced with the 75 Bold style.

Use of Helvetica Neue LT Pro 45 Light is not recommended for use at smaller sizes; it can be replaced with Helvetica Neue LT Pro 55 Roman.

SAP SOLUTION

Production planning
as a part of SAP

Create a production plan in an interactive planning table using a variety of strategies for arranging production commands

[I'm interested](#) [Learn more](#)

“No matter which SAP system version you choose for your company’s development, we’ll help you to set it up. Adapt your system to reality – not vice versa. Ensure your adaptation is final and sustainable, with perfectly documented changes.”

Martin Bezděk
SAP Consultant

aimtec

You don't need a software company.
You need an **ability** company.

aimtecglobal.com

Products

Zebra

Discover the best in human/system interfaces

The Zebra solution is a broad portfolio of products and services for automatic identification that enables you to collect and analyse data and make decisions in real time. Aimtec is a premium Zebra partner – and thanks to this, it can bring you the right tools and maximise your utility from them.

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aimtec

Consultant

Set up processes in production or logistics in companies around the world.

→ 4.7 Naming Aimtec

Here are the rules for writing the name Aimtec.

Proper writing of the name:

Aimtec

Lower-case “a” is only used in the logo (graphic element):



When writing about the corporate subject, use:

AIMTEC a. s.

→ 4.8 Website typography rules

When writing web addresses, always emphasise the word Aimtec. An arrow may be placed before the web address.

The height of the arrow is $\frac{4}{3}$ the height of the web address.

aimtecglobal.com

→ aimtecglobal.com

$\frac{4}{3} \times$ → aimtecglobal.com \times

aimtecglobal.com

kariera.aimtecglobal.com

→ kariera.aimtecglobal.com

kariera.aimtecglobal.com

Helvetica Neue LT Pro 75 Bold — aimtecglobal.com — Helvetica Neue LT Pro 55 Roman

kariera.aimtecglobal.com

aimteckackathon.cz

insights.aimtecglobal.com

aimtecopenrace.cz

portal.aimtecglobal.com

5 Be digital. Faster. claim



→ 5.1 Basic version

The claim **Be digital. Faster.** (BDF) is an integral part of Aimtec's corporate identity. It can be used throughout all printed materials and in other content as long as the defined rules are observed.

This page shows different ways to use the claim. Using the claim on a separate background is defined in chapter 5.4 [Use on backgrounds.](#)

**Be digital.
Faster.**

Be digital. Faster.

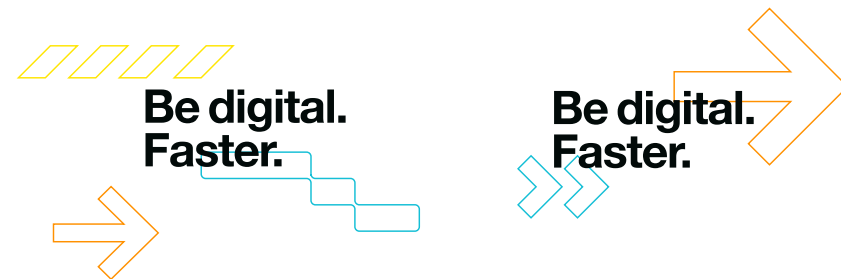
Basic tagline – on two lines or one



Solid elements under BDF – loose, compact, two elements



Combination of solid and outlined elements. The outlined elements are farther from BDF.



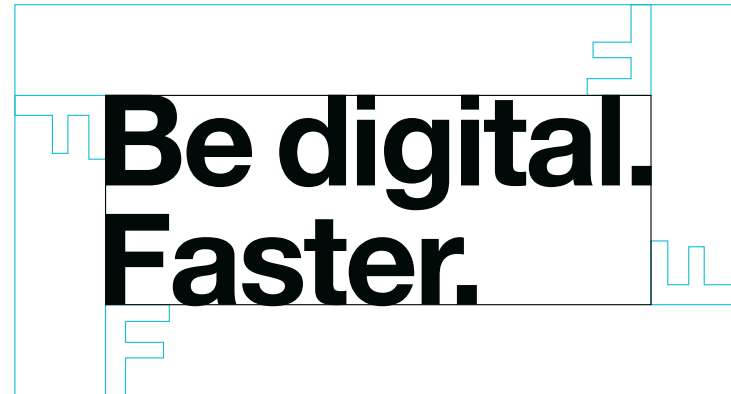
If all elements are outlined, they must be farther from BDF.

→ 5.2 Safe space

The safe space establishes the area surrounding the logo that must be free from any additional text or graphic elements. Maintaining the safe space is important for brand legibility and clarity.

The safe space is measured by the height of the letter **F** in the claim.

Logo safe space



Logo safe space



→ **5.3 Scaling range & minimum size**

The scaling range defines the recommended minimum sizes of the claim on commonly used marketing collateral and merchandise.

In exceptional cases, a smaller size than the one defined here may be used provided that legibility and clarity are preserved. The claim was designed to be easily recognised, even at small sizes.

It is important to remember that the legibility of the claim at minimum sizes depends on the quality of the printer or display, and therefore the minimum size is only recommended.

Task

H: 58.5 mm 166 px		145%	A3 format
H: 40.5 mm 115 px		100%	A4 format
H: 34 mm 96 px		85%	A5 format
H: 8 mm 23 px		20%	minimum recommended size

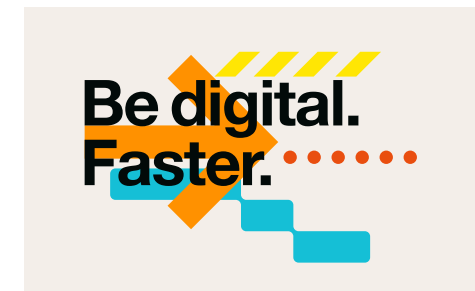
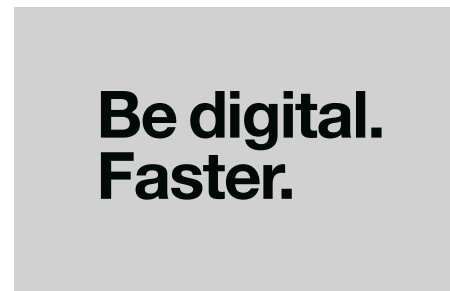
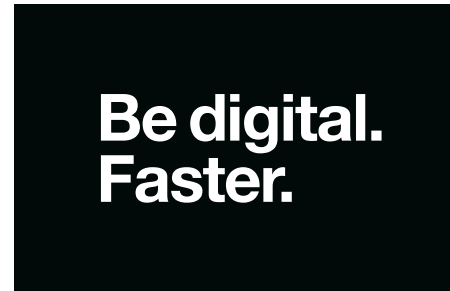
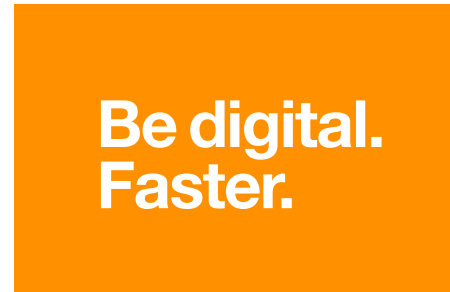
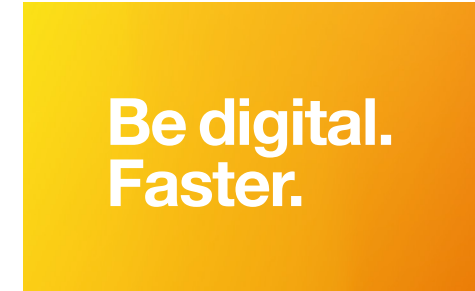
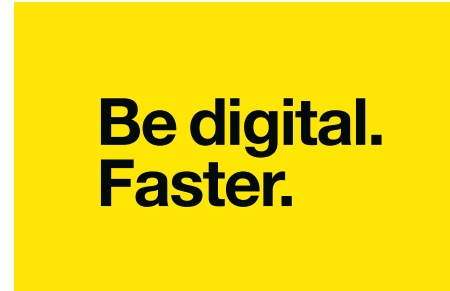
Digital

H: 293 px		100%	screen 1920 × 1080 px
H: 195 px		67%	screen 1200 × 627 px
H: 122 px		42%	screen 300 × 600 px
H: 30 px		10%	minimum recommended size

→ 5.4 Use on backgrounds

Examples of recommended use of claims on various backgrounds.

This chapter presents several basic principles. As a general rule, always make sure that the claim is easily legible and visible, and avoid applications on backgrounds which are too variegated and fragmented.



→ 5.5 Things to avoid

The principles of things to avoid in the claim correspond to those described for the logo in chapter 2.7 Things to avoid.

Rules specifically applying for the claim are as follows:

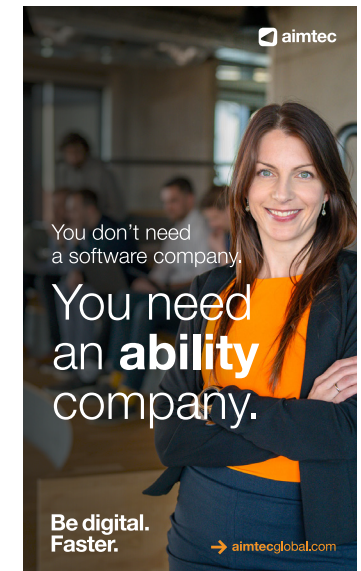
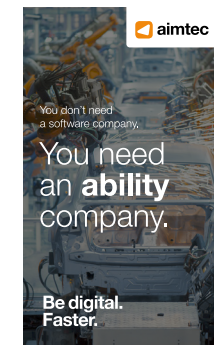
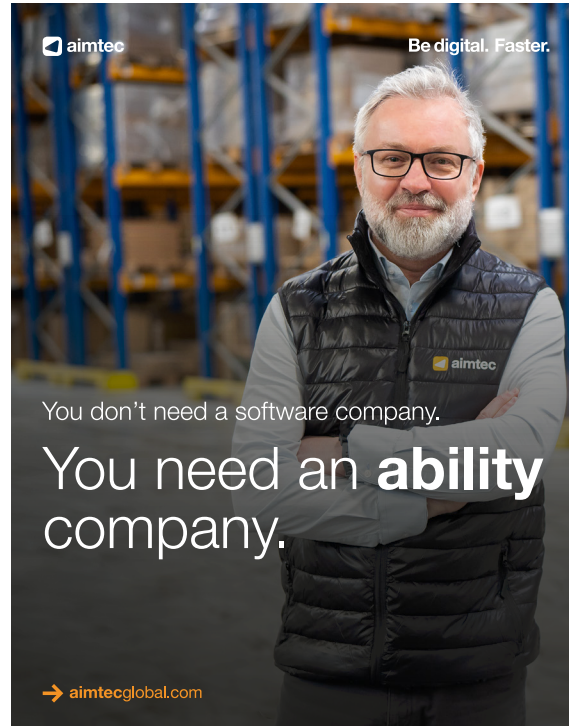
- 1 Do not use outlined elements directly underneath the claim, as this reduces text legibility and makes the elements appear messy.
- 2 Elements must not overlap the tagline.
- 3 The arrow must be aligned with the tagline.
- 4 Do not randomly change the element colours.
- 5 Do not place the colour claim on a background which is not defined on the previous page.



→ 5.6 Use in marketing campaigns

The claim **Be digital. Faster.** may be used on a single piece of content together with other corporate identity elements such as the logo, web address, or other messages according to type of marketing campaign.

It is always important to select the right layout according to the specific format. The format should clearly show the hierarchy of individual elements (see examples). When the elements are aligned correctly, balance and clear order are achieved. Filling every corner of the format with information is not recommended.



6 Corporate identity graphic elements



→ **6.1 Aimtec elements**
6.1.1 Aimtec element set

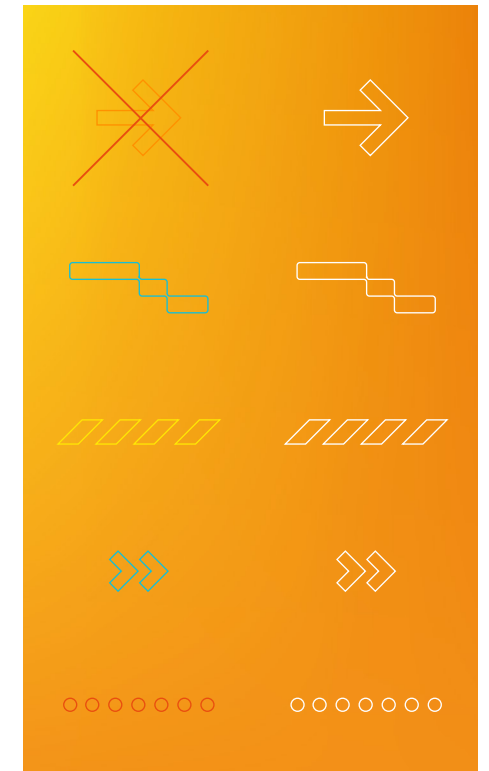
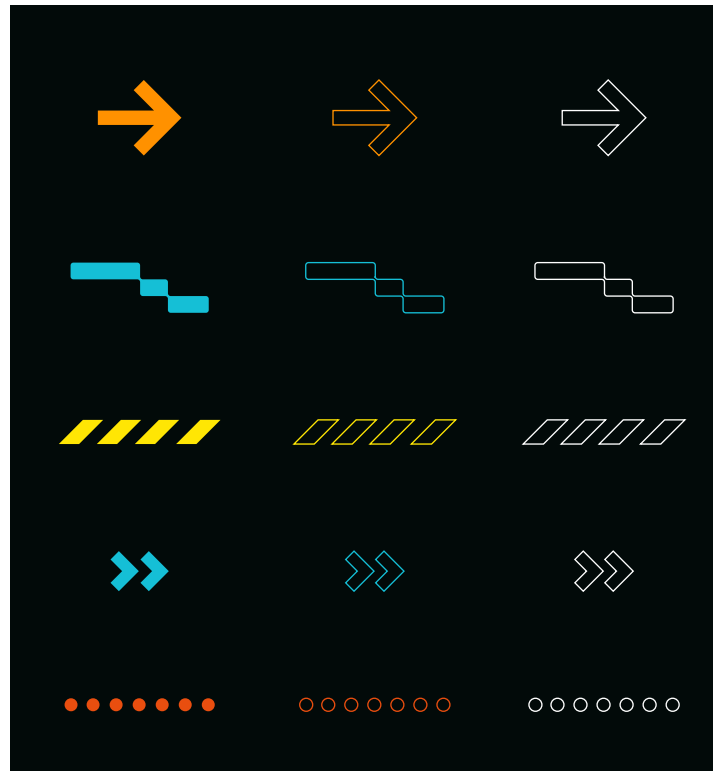
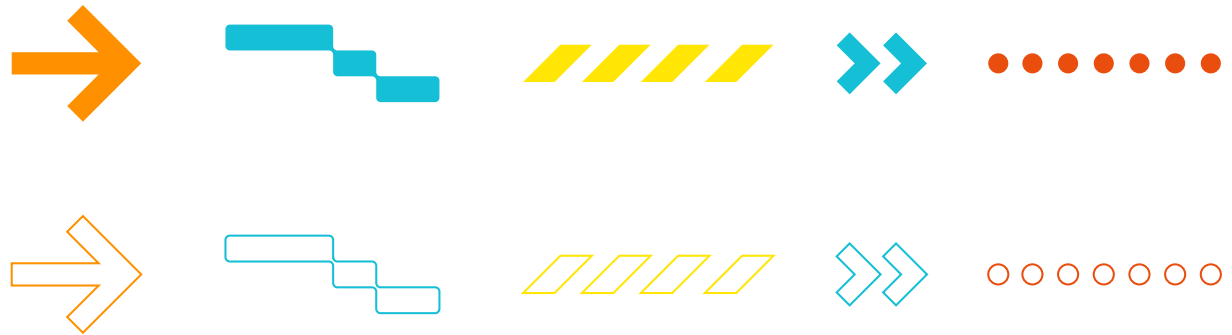
Elements are an important part of the corporate identity, and they can be applied in the creation of most Aimtec visual content. The elements may be used as a standalone, together with a text, or as a graphic element on a photograph.

The elements have clearly defined rules for use which are outlined in this manual. The elements are available in curves, so they do not need to be re-drawn.

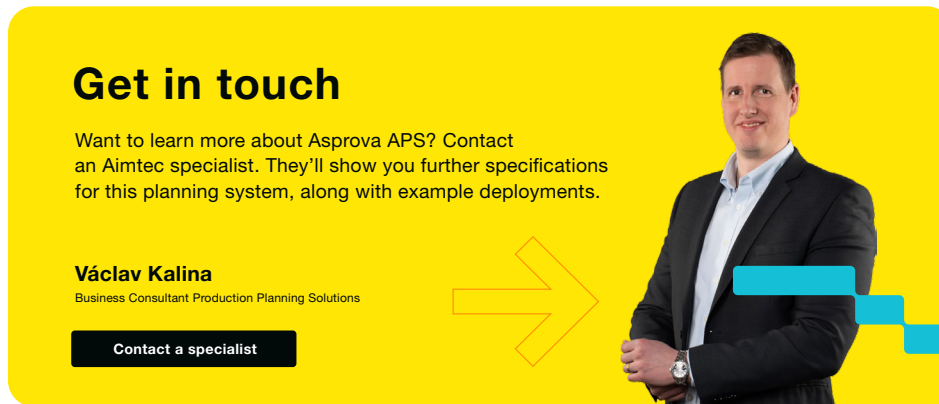
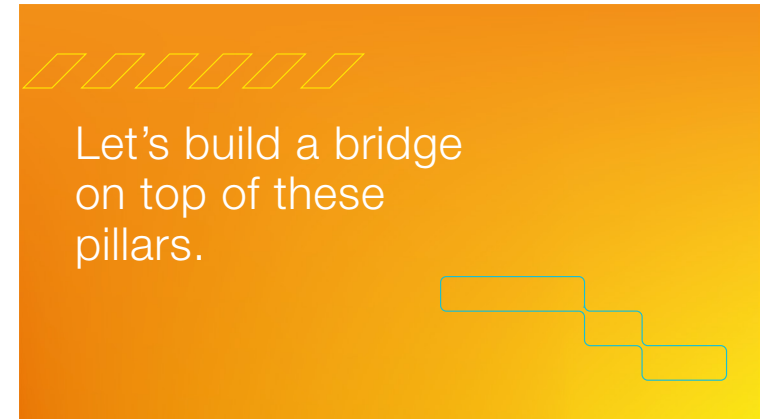
Individual elements must not be used in colours other than the ones listed on this page. The element palette and specific colour specifications are described in chapter **3.3 Aimtec element palette**.

If elements are applied to a gradient, they must always be placed in a way that makes them clearly visible. The orange arrow element must not be used on a gradient.

Changes and intervention into the appearance of Aimtec elements are not permitted.

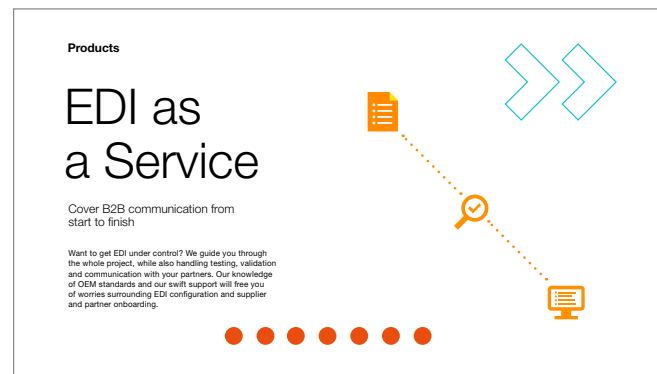


→ 6.1 Aimtec elements
6.1.2 Aimtec element usage examples



Elements may be placed on photographs in a way so that they respect the main subject of the photograph (usually a person) and are primarily integrated into the background (in the second layer).

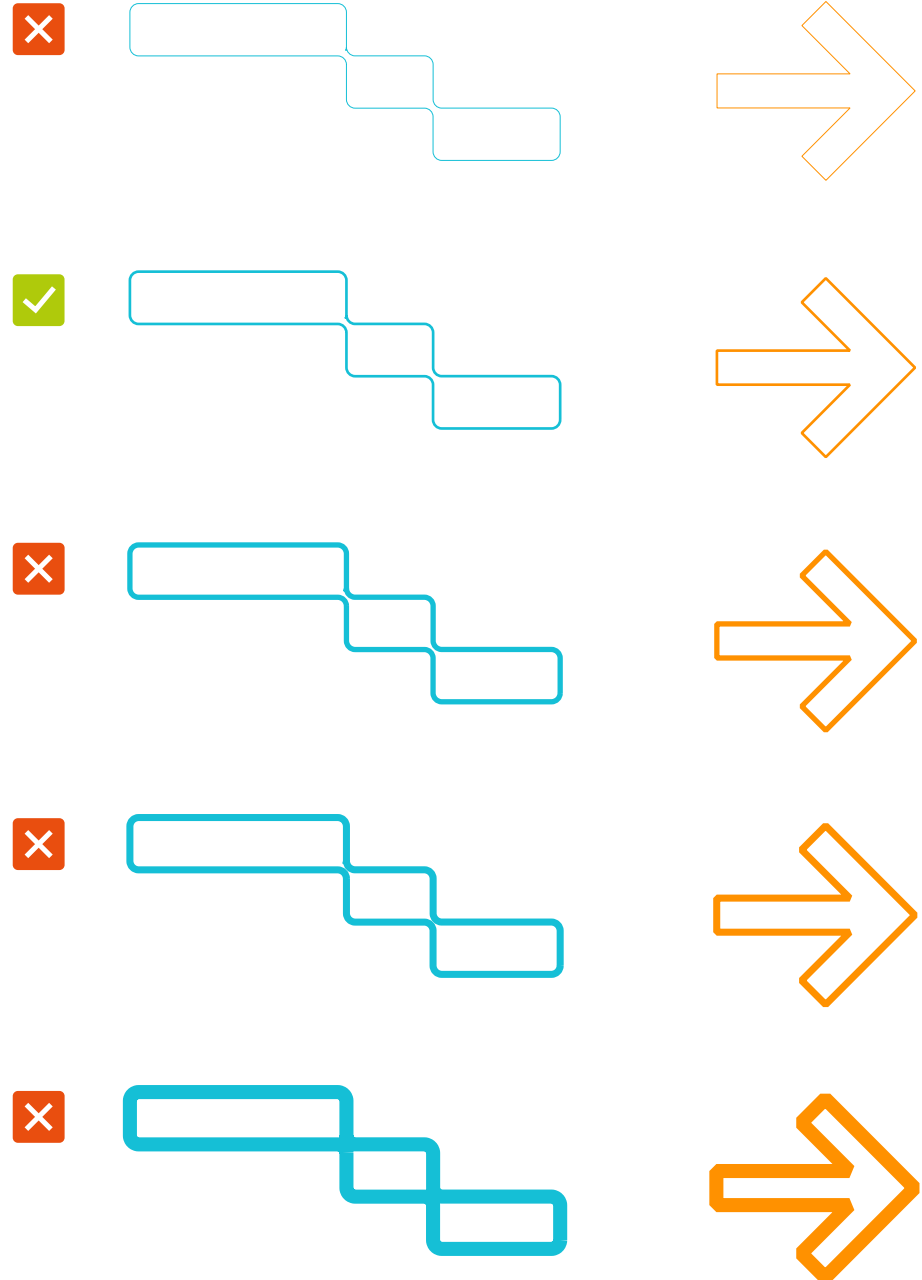
If elements must be laid out in the first layer, always make sure they do not touch the face.



→ 6.2 Lines

Outline versions of elements may also be used. Make sure that the lines are easily visible. The lines should be neither too thick nor too thin. If the elements arranged on a single format are of different sizes, make sure that all elements have the same stroke widths.

Within a single document (such as an annual report or a flyer), the stroke width of the lines should always be identical.







→ **6.2 Lines**
6.2.1 Scaling range




The scaling range defines the recommended element outline width on commonly used marketing collateral and merchandise.

This page illustrates the line width settings for various formats; however, the priority is that all element lines in a single piece of content be uniform and have preserved legibility. Always consider the print and digital display quality as well as the type of application and adjust the line accordingly.

Task

W: 0.529 mm	1,5 b		150%	A3 format
W: 0.353 mm	1 b		100%	A4 format
W: 0.353 mm	1 b		100%	A5 format
W: 0.15 mm	0,425 b		42.5%	minimum permitted width

Digital

W: 2 b		100%	screen 1920 × 1080 px
W: 2 b		100%	screen 1200 × 627 px
W: 1 b		42%	screen 300 × 600 px minimum permitted width

→ 6.3 Colour fields

Colour fields are usually used with rounded corners. If several different fields are used in the background on a single document, the rounded corner setting for each field will be based on the field with the highest vertical dimension. All corners in a single document must be identical, even if they have different heights.

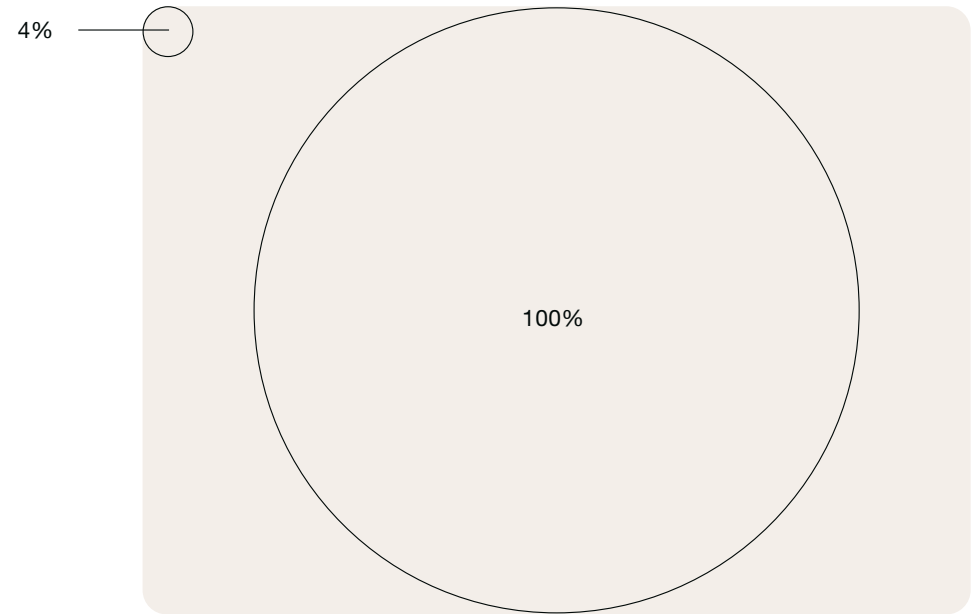
The rounded corner setting equals 4% of the height of the colour field.

For example:

Height 10 cm = 100%

Rounded corner setting 0.4 cm = 4%

This rule applies only for colour fields used as the background. For smaller objects, such as buttons, the rounded corner setting may be set to 1–2%.



→ 6.4 Colour gradients

Aimtec's corporate identity also includes colour gradients, which complement the group of colour fields. Gradients are always composed of three colours to maintain their dynamic appearance. Colours designated for gradients are defined in chapter 3.2 Gradient palette.

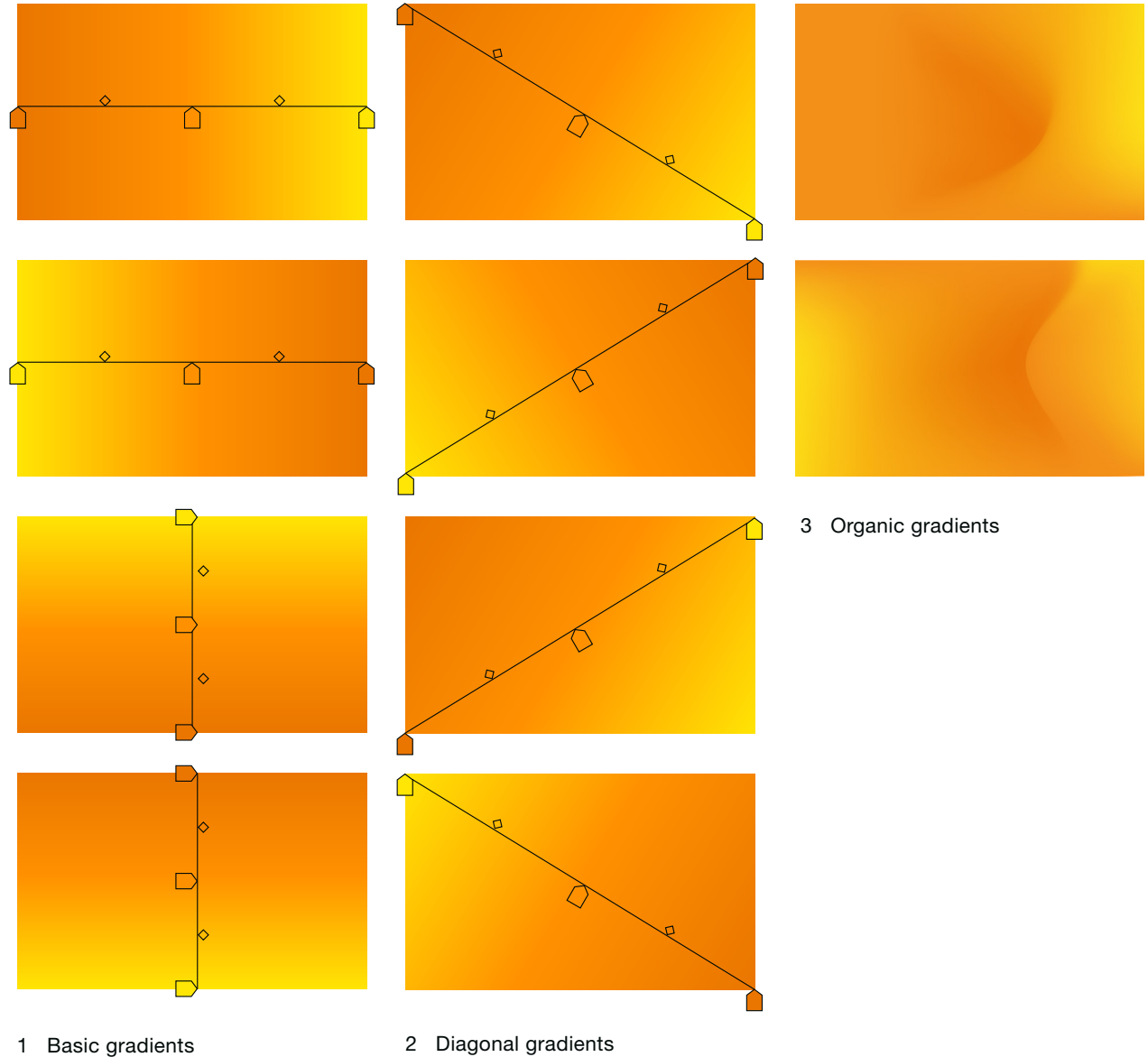
Gradients are divided into three categories:

- 1 Basic gradients
- 2 Diagonal gradients

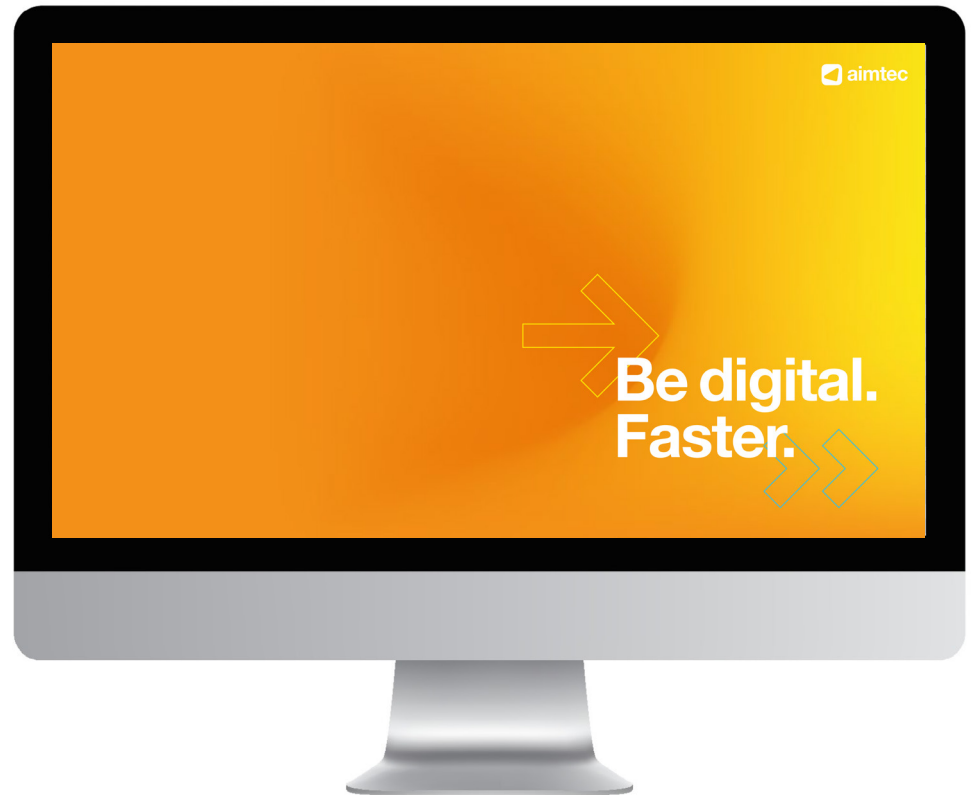
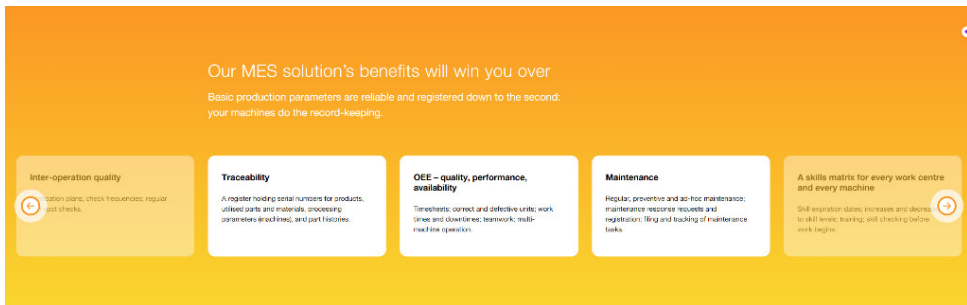
These are for primary use throughout all content.

- 3 Organic gradients

These are additional gradients to be used in special cases, such as a PowerPoint background, screen wallpaper, or similar applications.



→ **6.4 Colour gradients**
6.4.1 Gradient usage examples



→ 6.5 Icons

Icons are an integral part of the corporate identity. Each icon used in visual content helps to provide a full picture of the functions, properties, and benefits connected with the solutions Aimtec can offer.

All icons are available in the Aimtec database.

Icons are often used in diagrams of a more technical character, but also in illustrations, presentations, printed matter, websites, and other promotional materials.

Icons may also be used in colour in accordance with chapter 3 Colours.

These icons are not primarily intended for use in Aimtec applications and products.



→ 6.6 Photography

6.6.1 Image

Photographs of employees in the corporate environment offer a snapshot of their everyday working lives. The emphasis is placed on corporate culture, a pleasant atmosphere, professionalism, teamwork, openness, and joy at work. The people in the photographs are using work computers or tablets; graphs and charts from corporate presentations may also appear. In most cases, the photographs are in cool colour tones and try to integrate one of the primary colours of Aimtec's corporate identity.

When selecting or taking photographs, emphasis is placed on authenticity, from the authenticity of the environment in which the photographs were taken to the authenticity of the people in the photographs – who in most cases are chosen from Aimtec's own people.



→ **6.6 Photography**
6.6.2 Campaign photography

Photographs of company experts.

Photographs are taken at a variety of locations depending on the type of campaign and area of expertise. The photographs aim to present Aimtec's know-how, stability, certainty, and professionalism as represented by the company expert. The people in the photographs are not using any tools, are directly facing the camera, and have a subtle smile. An orange element is clearly visible on the photographs. The colour temperature depends on the location – warm tones for corporate environments, cooler tones for factory floors and other technical areas.

When selecting or taking photographs, emphasis is placed on authenticity, from the authenticity of the environment in which the photographs were taken to the authenticity of the people in the photographs – who in most cases are chosen from Aimtec's own people.



→ **6.6 Photography**
6.6.3 Product photography

Photographs showing the customer's environment. The shots primarily aim to present Aimtec customers' modern technology, production, warehousing, logistics, materials, and semi-finished and finished products. The photographs also show precision, automation, processes, and software. People are not the main focus of the photograph. The photographs are in cooler colour tones and focus on the product, software, or manufacturing, which they try to show in an unconventional and striking manner.

When selecting or taking photographs, emphasis is placed on authenticity, from the authenticity of the environment in which the photographs were taken to the authenticity of the people in the photographs – who in most cases are chosen from Aimtec's own people.



→ **6.6 Photography**
6.6.4 Photograph usage rules

If the colours in the photograph make it impossible to insert text and other graphic elements in accordance with the rules of good legibility, a linear graduated filter may be applied. The colour of the filter is Aimtec black. The angle and the length of the filter can be adjusted to the photograph.

Depending on the photograph, a full filter can also be used. The colour of the filter is also Aimtec black. The filter transparency is set between 30 and 70%. A full filter should not be used over photographs in which the main element is a human figure or face.

When applying filters, always make sure that the texts and logo are legible without disturbing the aesthetic value of the photographs and the content as a whole.

Photographs with sharp corners are used in content. If a photograph is placed in a box alongside a colour field, use rounded corners; the correct proportions are listed in [6.3 Colour fields](#).



Use photographs with sharp corners.



Photographs with filter



Corners of photographs may be rounded only if the photograph is part of a banner or background. An example where this would be used is a website.

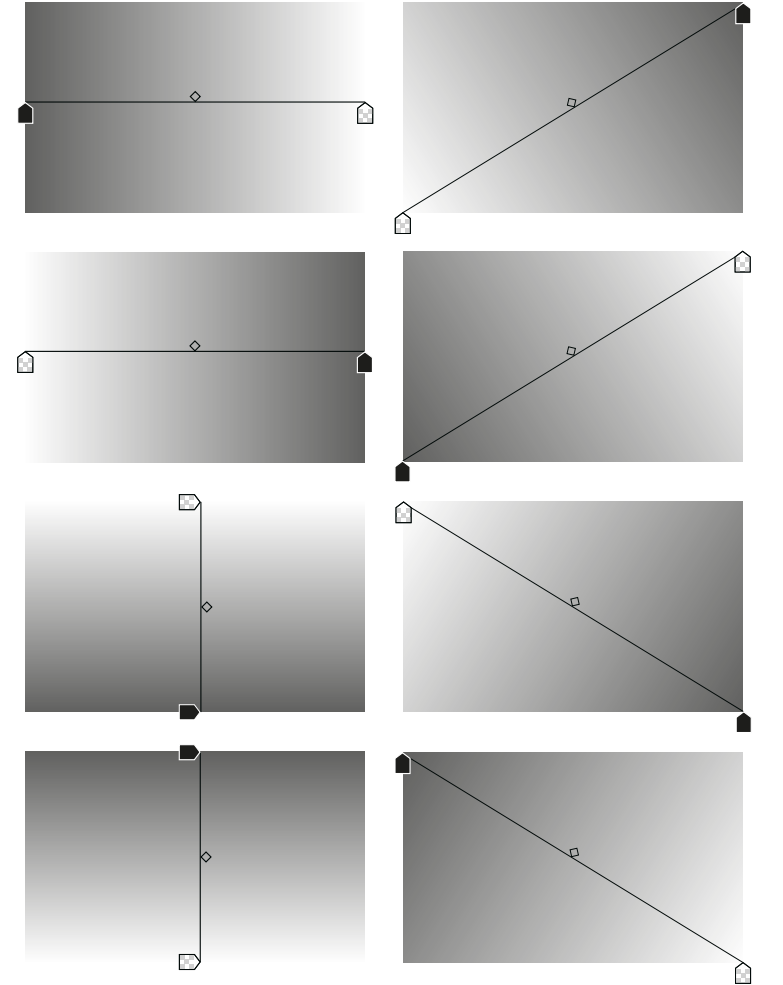
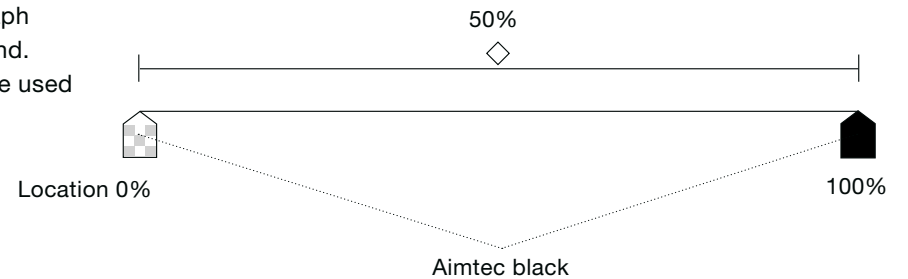


Photo filters



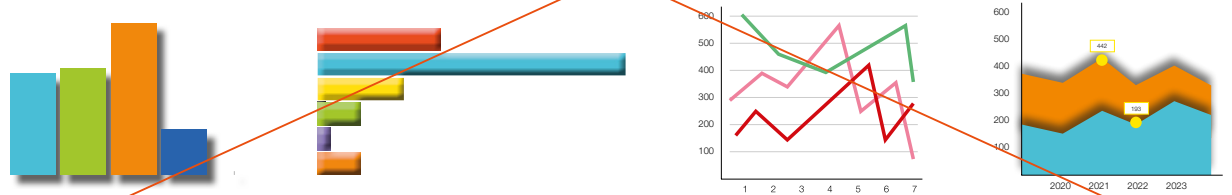
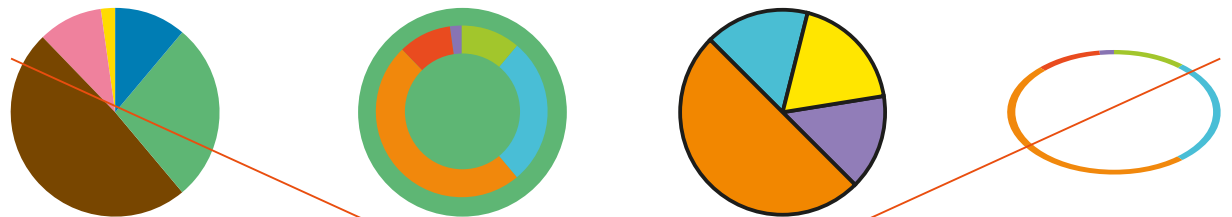
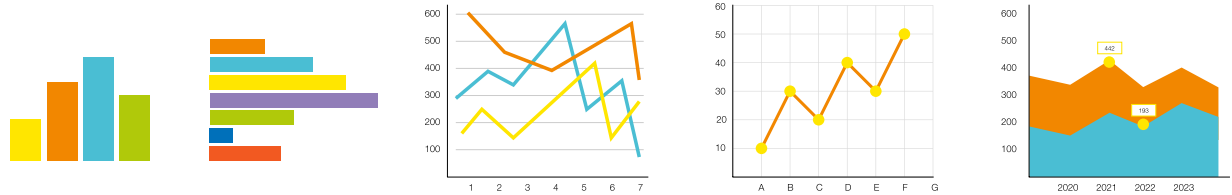
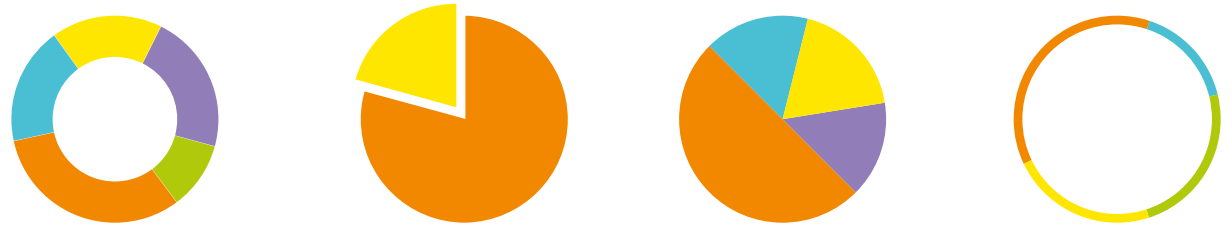
→ **6.7 Graphs and charts**
6.7.1 Graphs

Graphs are used primarily in MS Office applications and are based on the colour palette specified in **3.4 Graph and chart palette**.

The use of effects, shadows, and other distortions in graphs is not recommended.

Colour usage hierarchy:

- 1 Orange
- 2 Light blue
- 3 Yellow
- 4 Violet
- 5 Green
- 6 Red
- 7 Dark blue



➔ **6.7 Graphs and charts**
6.7.2 Charts

Charts appear especially in MS Office applications, most often in PowerPoint presentations. Charts are used to illustrate the functionality and properties of the solution being supplied by Aimtec.

Charts are composed of a combination of elements which are an integral part of Aimtec's corporate identity.

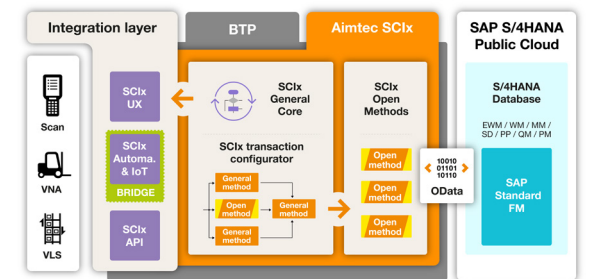
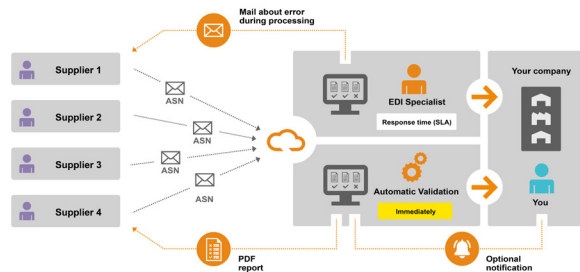
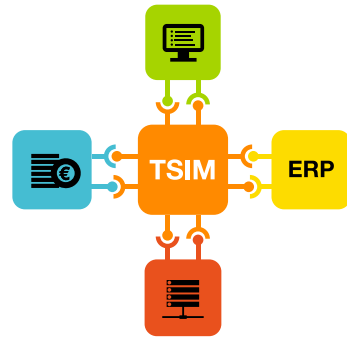
Most frequently used elements:

- Icons
- Colour fields
- Text descriptions
(Helvetica Neue LT Pro or Arial)
- Interconnections and dovetailing

The colour palette for charts is specified in [3.4 Graph and chart palette](#).

If information system layers are depicted, a larger number of overlapping colour fields must be used. In this case, shadows may be used.

- Shadow type: Drop shadow
 Colour: Black
 Indentation: X axis = 0; Y axis = 0
 Blur: 5 px
 Opacity: 45%



→ **6.8 Global reach**

Aimtec's global reach is simply depicted by a map of the world composed of yellow dots. When showing specific locations where Aimtec products have been implemented, the colour of the dot changes from yellow to white and the dot is backlit using the outer glow effect in white. The entire map has a vertical gradient background which is based on the specifications in [6.4 Colour gradients](#).

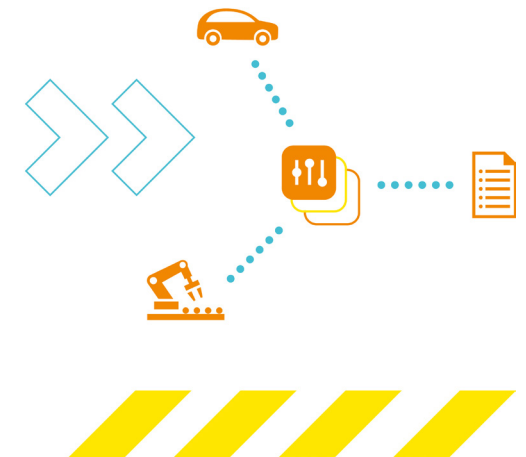
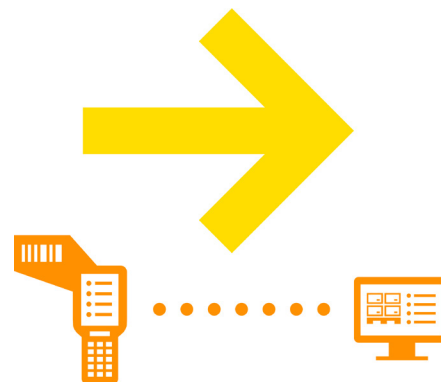
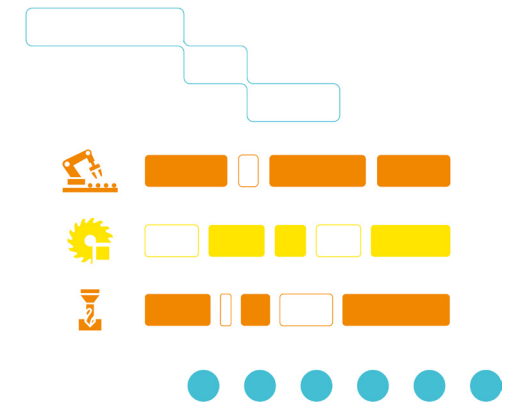
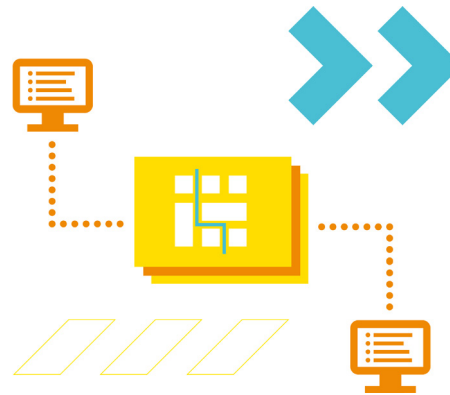
Automation solutions – worldwide,
flexible, standardised and agile.



→ 6.9 Illustrations

Illustrations are primarily used to provide a full picture of the character of the products Aimtec provides, or they may serve as illustrated images in PowerPoint presentations. The example here shows just a selection from the series of illustrations.

Illustrations are based on a combination of Aimtec elements defined in [6.1 Aimtec elements](#). Outlined or solid Aimtec elements may be used for this purpose. Different versions of Aimtec elements may be combined.



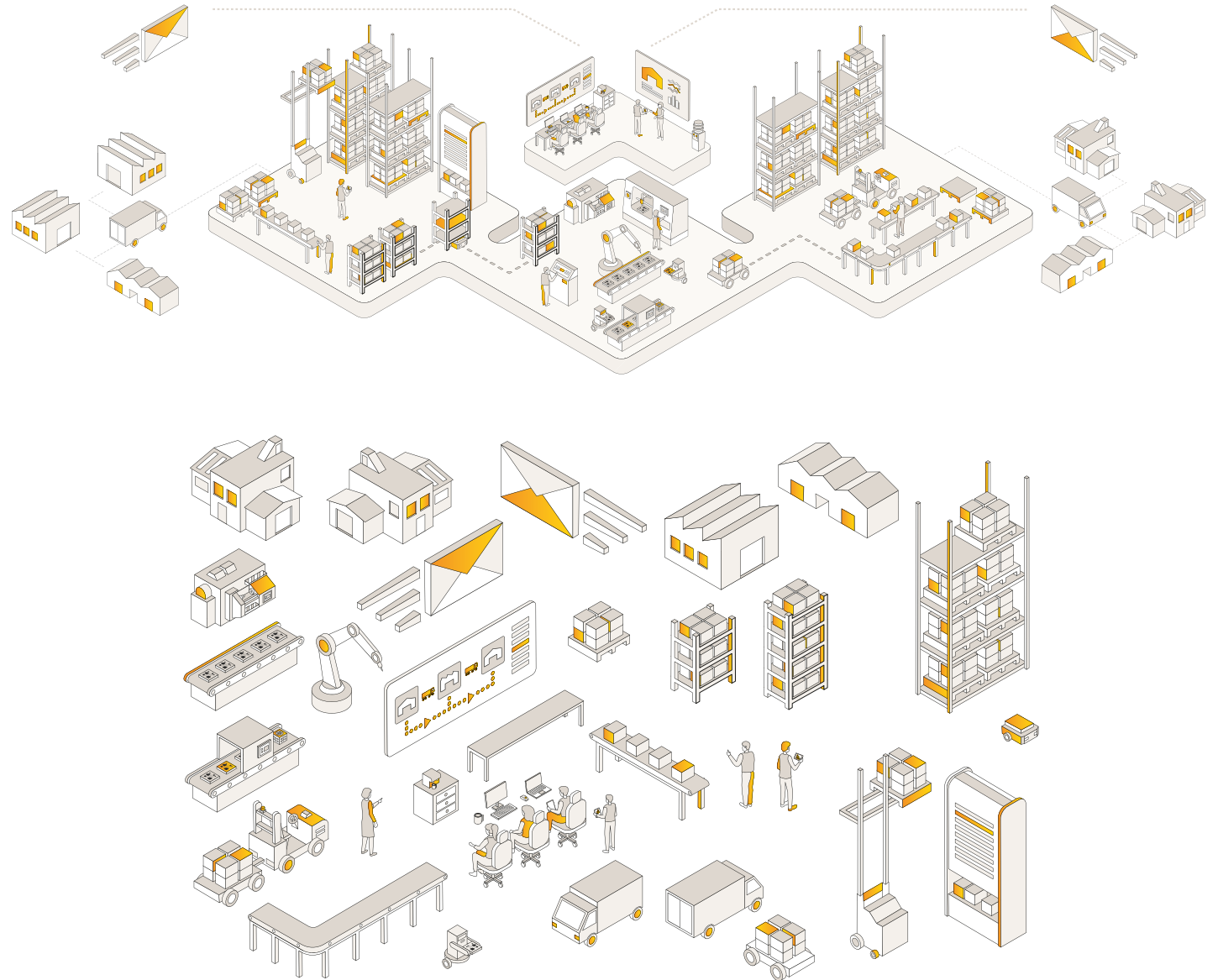
→ 6.10 Isometry

A compact isometric chart helps to visually represent the areas Aimtec covers by providing automation and digitalisation solutions for customers' operations. The chart is composed of a distinctive graphic element which is often used in PowerPoint presentations, but also appears on websites.

The chart colour palette is based on the primary palette defined in [3.1 Primary palette](#), but given its complexity, minor modifications are permitted for object shadowing. In addition, a colour gradient is used on partial areas of individual objects; gradients are defined in [6.4 Colour gradients](#).

The primary way of working with the chart is shown in the example at the top. Do not randomly insert additional isometric elements or other elements into the compact, seamless chart.

Individual objects may be used to create other Aimtec marketing materials.



7 Visual identity



➔ 7.1 Printed stationery
7.1.1 Letterhead

The primary letterhead mainly serves for everyday correspondence.

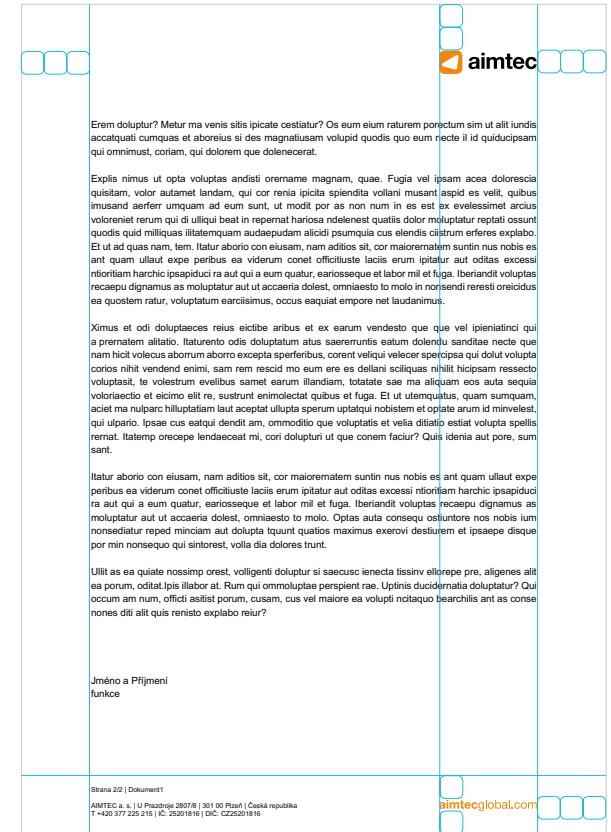
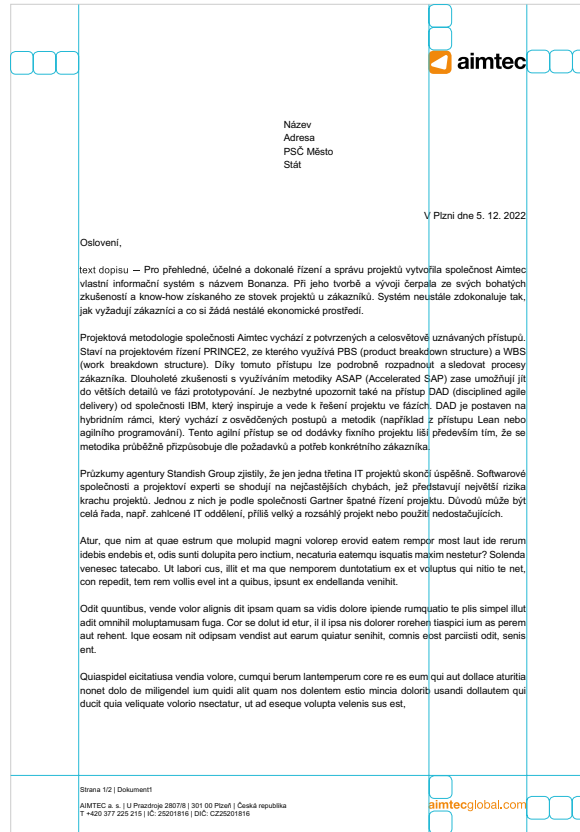
The primary logo at 100% size on an A4 format (i.e., 8.3 mm) is placed in the header.

The logo is placed at a distance corresponding to two symbols from the top edge of the document and three symbols from the right and left edges of the document.

The space below the header is reserved for the body of the communication. The digital template defines the font for the main text format as Arial, colour: black.

The document title, pagination, and Aimtec’s address, contact details, and website are located in the document footer.

Digital templates for documents are available in the internal repository or at marketing@aimtecglobal.com.



→ 7.1 Printed stationery

7.1.2 Internal documents

Internal document templates are used for everyday work and document creation in MS Word.

The title page contains graphic elements which comply with the rules defined in this graphic design manual.

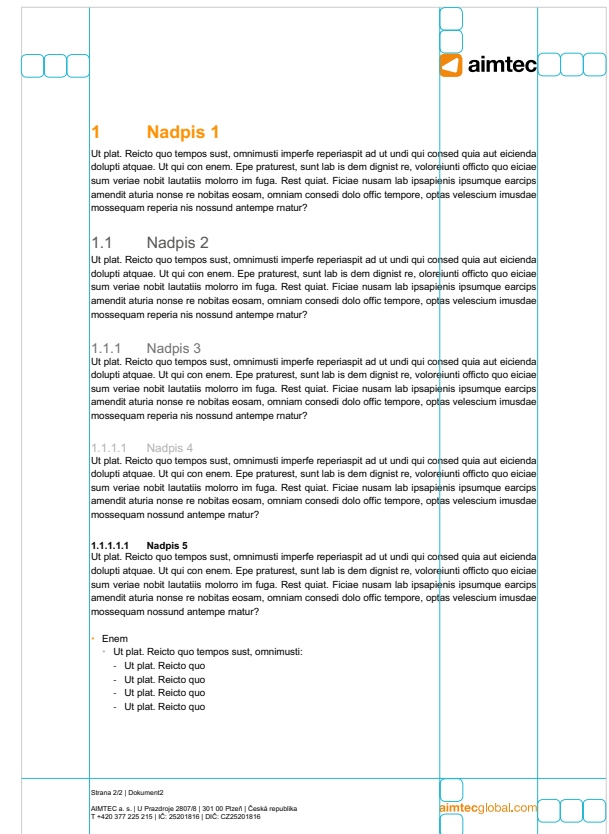
The primary logo at 100% size on an A4 format (i.e., 8.3 mm) is placed in the header.

The logo is placed at a distance corresponding to two symbols from the top edge of the document and three symbols from the right and left edges of the document.

The space below the header is reserved for the body of the communication. The hierarchy of headings and the body text format are defined in the digital template. The system font Arial is used in the document.

The document title, pagination, and Aimtec's address, contact details, and website are located in the document footer.

Digital templates for documents are available on the internal repository or at marketing@aimtecglob.com.



→ **7.1 Printed stationery**
7.1.3 Envelopes

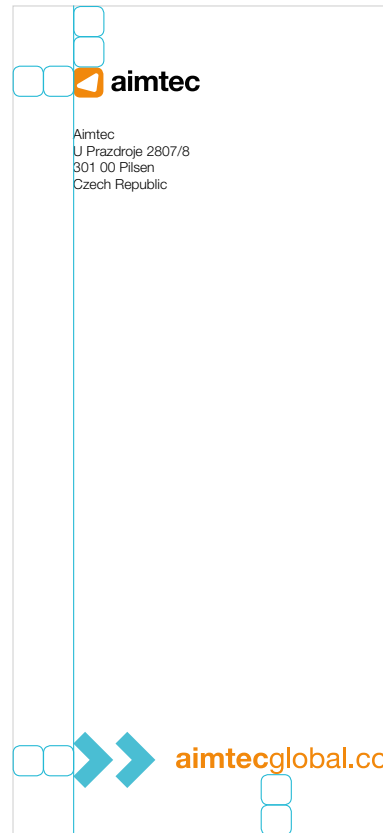
Letter envelopes are used to send individual pieces of mail and mass mailings. The standard envelope formats are DL, C4, and C3.

The primary colour logo is placed in the upper corner (see example) at 100% size. The distance between the logo and the edge is defined by the symbol at 100% size on the respective format. The width of the website is always the same as the width of the logo. The size is defined in [2.2 Scaling range & minimum size](#).

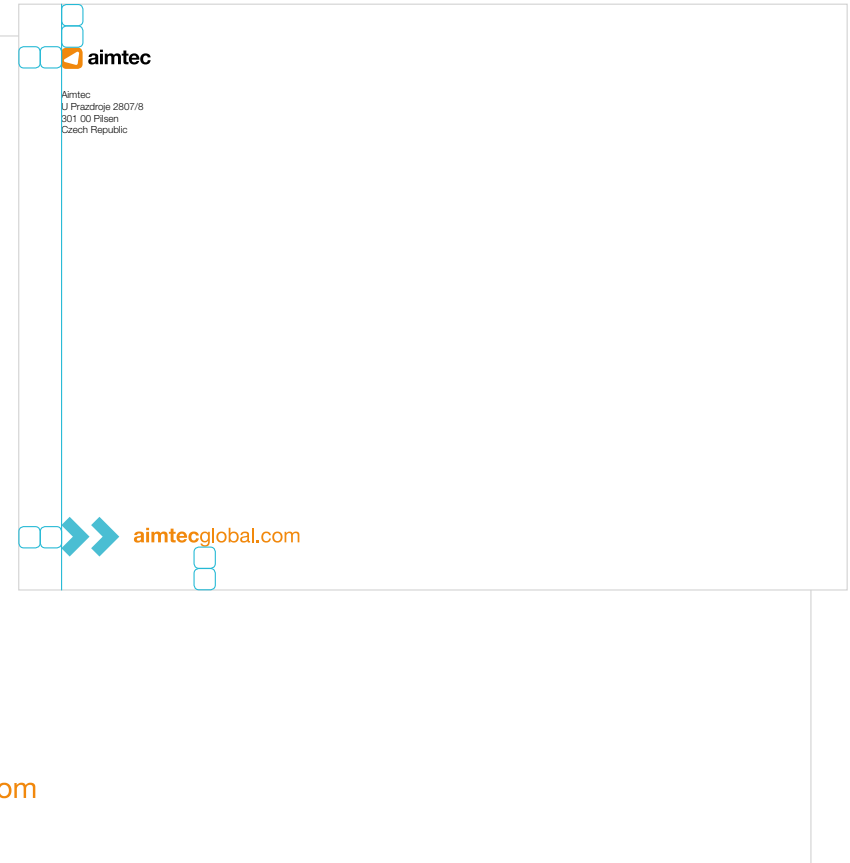
DL – 110 × 220 mm



C3 – 324 × 457 mm



C4 – 324 × 229 mm



→ **7.1 Printed stationery**
7.1.4 Business cards

Business cards are used by Aimtec employees at business and other meetings.

The business cards are double-sided. The front side of the business card contains the contact details, logo at 60% size, and the website with an arrow. The back side of the business card contains Aimtec elements and a web address with an arrow.

The business card dimensions are 85 × 55 mm.

In production, the business cards must be printed on pure white 300 g/m² glossy paper with matte lamination.

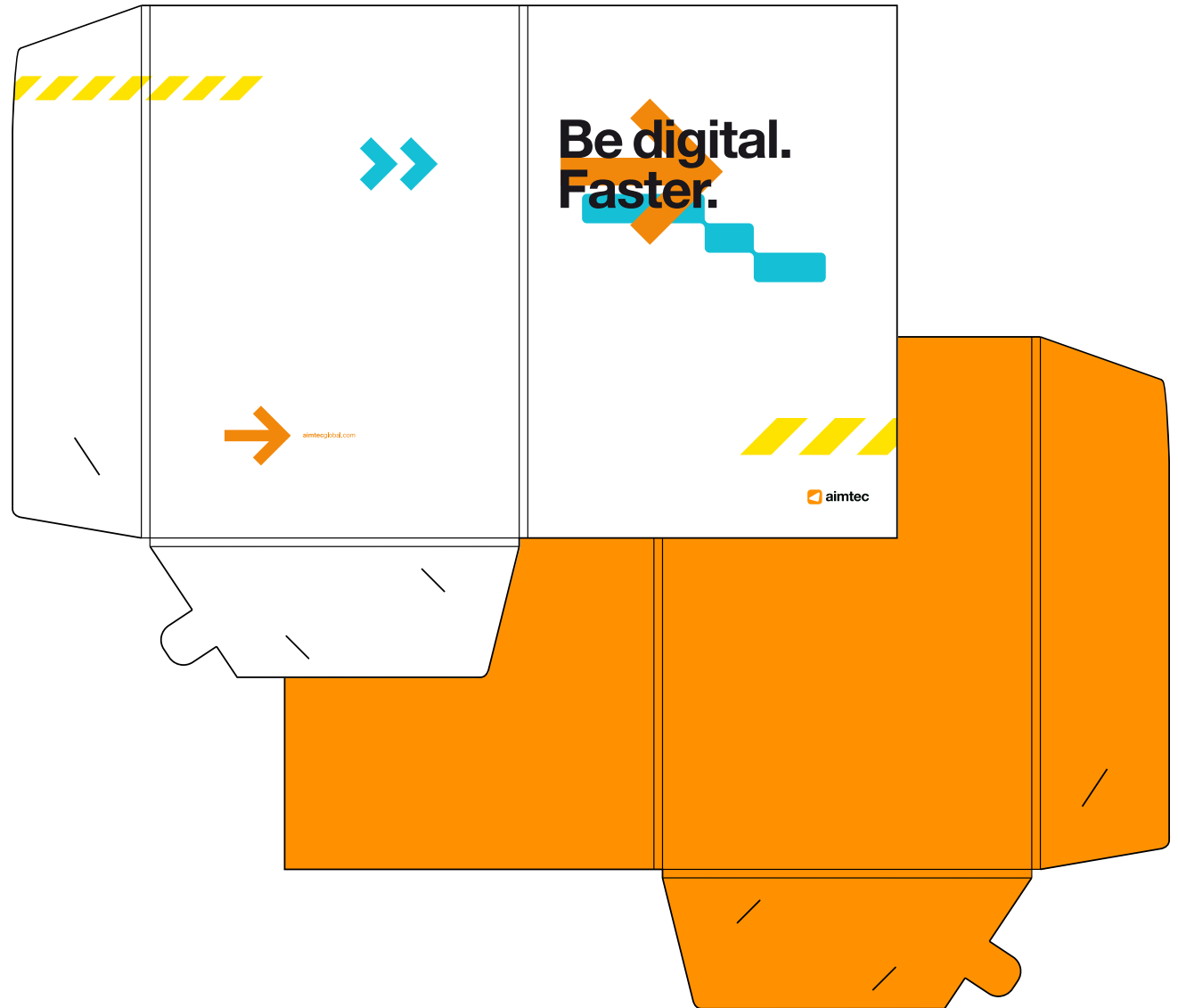


→ 7.1 Printed stationery
7.1.5 Presentation folders

Pocketed presentation folders are used to hold documents up to A4 in size.

Aimtec elements on a white background, the primary logo at 100% size in the lower right corner, and the claim **Be digital. Faster.** are located on the outside of the folder.

The inside is free of any graphic elements or logos and is fully covered in Aimtec orange.

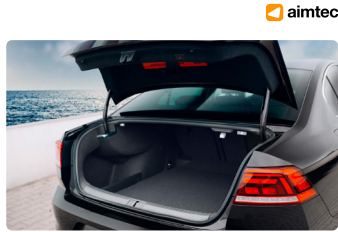


➔ 7.2 Case studies

Case studies help to provide information about the solutions Aimtec has implemented and delivered to its customers. The document aims to familiarise readers with the basic premises of the project, the technologies used, and the benefits reaped by the customer.

Visually, the document is based on the basic rules outlined in this manual.

A library of case studies in PDF format is available at Aimtec.



BRANO

A fully automated warehouse

21st-century logistics with no human input

About BRANO GROUP

BRANO GROUP is the largest purely Czech-owned automotive supplier in the Czech Republic. It has an annual turnover exceeding 4 billion Czech Crowns (as of 2020) and employs 2,300 people. It has been in business for over 140 years. It produces mechanical components, locks, jacks and other parts, primarily for automotive. Its customers are leading automakers such as BMW, Daimler, GM, Honda, Auto and VW. Besides nine branches in the Czech Republic, it also owns plants in China, Russia, South Africa, Slovakia and the USA. Its registered office is in Hradec nad Moravici. Digitalisation, including projects to connect production lines with the ERP system and develop an in-house MES system platform, has been a hot topic in BRANO GROUP for several years now. However, BRANO's internal logistics and the interconnecting of data from logistics and manufacturing processes long remained overlooked. This is why in 2020, they decided to build a new hall with a fully automated warehouse.

Project goals

- Digitising and automating logistics processes in the realms of materials warehouse, release to production, and work-in-progress tracking in the newly constructed warehouse.
- Digitally interlinking 25 assembly lines and the warehouse (400 types of materials; a throughput of 300 KLT carriers into the warehouse, 250 out of the warehouse).
- Expanding the warehouse to 150% of its original capacity.
- Introducing more detailed traceability (increasing the level of detail from production batches to specific handling units – crates).
- Simplifying materials handling.
- Enabling nonstop warehouse operations 24 hours a day.

Challenges during system implementation for the BRANO GROUP plant

- Ensuring the launch and operation of the automated warehouse without halting serial production.
- Interconnecting the current ERP system with the WMS. Defining which system would be the master for the individual transferred data units.
- Incorporating a full 90 processes from throughout BRANO's logistics into the new concept.
- Interlinking all the technology suppliers into one functional whole in a single moment.

Aimtec's solution: the DCIx digitalisation platform for technology management and integration

The task of interconnecting and controlling all the technologies supplied and the existing logistics processes within the newly constructed automated warehouse was entrusted to Aimtec. They took it on using the flexible DCIx digitalisation platform, which also serves as the central brain for the whole project. Both horizontal integration – the joining of technologies and manual logistics processes – and vertical integration from the standpoint of information systems were performed. DCIx collects data and sends it to the Hecol Green ERP system. Hecol Green also communicates back towards DCIx. For example, DCIx controls the number of pallets on the roller conveyor and sets how many of them should be supplied to production based on the consumption level. It instructs the stackers, telling them where they should store the KLT carriers and should pick them based on minimum and maximum values in a specific production line. Aimtec first implemented the project within an emulator, which simulated the individual technologies so that they could configure the entire information system. Aimtec then replaced the emulator with real-world technologies and verified the whole system's readiness. DCIx is configurable and can adapt to new processes, changes, or

conditions that arise from the real-world needs of the technology and the overall process. This adaptability applies even when these factors were not – or do not need to be – known during the project's analysis or definition.

“Building the new warehouse was fairly simple. The far greater challenge for us was digitalising logistics processes that we've mostly run manually until this time. By realising an automated warehouse, which changed the flow of materials and information, and cooperating with Aimtec and other partners, we brought our understanding of intralogistics into the 21st century.”

Dennis Kitzlich
Head of Logistics
BRANO GROUP

After acceptance and verification, materials are transported using standardized pallets with KLT carriers into the warehouse using an infeed roller conveyor. Non-standard materials are stored in a special part of the warehouse. An AGV (Automated Guided Vehicle) transports full pallets into and from a rack to the despalleteur, and partial pallets into the rack, or performs handling actions on empty pallets. The despalleteur is an automated machine that disassembles pallets and relocates KLT carriers that are marked with a barcode onto the roller track. Besides logistics technologies, a portion of production has also been placed in the new hall – the injection moulding shop, which is supplied from the automated warehouse. KLT carriers ride out from the injection moulding shop or the despalleteur along a roller track into the warehouse with two automated stackers just a node with a scanner and a scale at which validation is performed. During validation, workers determine e.g. how much a carrier weighs and what it contains, in what amount. The stackers then store the material or semi-finished goods into the right position in the warehouse, 80 m long. It contains 5,600 positions, which have a depth of 4 for small KLT carriers, or 2 for large ones. The stackers also bring carriers out onto the conveyor. It transports them to the infeed train, and these ride to the individual shopfloor work centres based on current needs.

Specifics after system implementation

- The plant reached a more comprehensive view of logistics and production.
- Internal employees changed their thinking.
- Further plans include the introduction of e.g. a process for automated JIS picking from customers and the digitalisation and implementation of WMS for other divisions.
- Improvements such as interconnection and better communication with internal and external suppliers and work are also planned.

New technologies and other partners

- B. BUNENBECKER**
Controlling the roller conveyors
- DUNGHENRICH**
AGV for pallet transport. Capacity of 15 pallets per hour
- EMWESLOG**
Two automatic stackers for storing KLT boxes. A capacity of 20,000 boxes, speed 9 m/s, cycle time for putaway and picking on average 30 s
- LOGTECH**
Operating the roller conveyors and physical interconnection of technologies, automatic passage tracks
- M.A.S.E.**
Delivery and installation of the despalleteur
- NEDCON**
Three types of rack systems

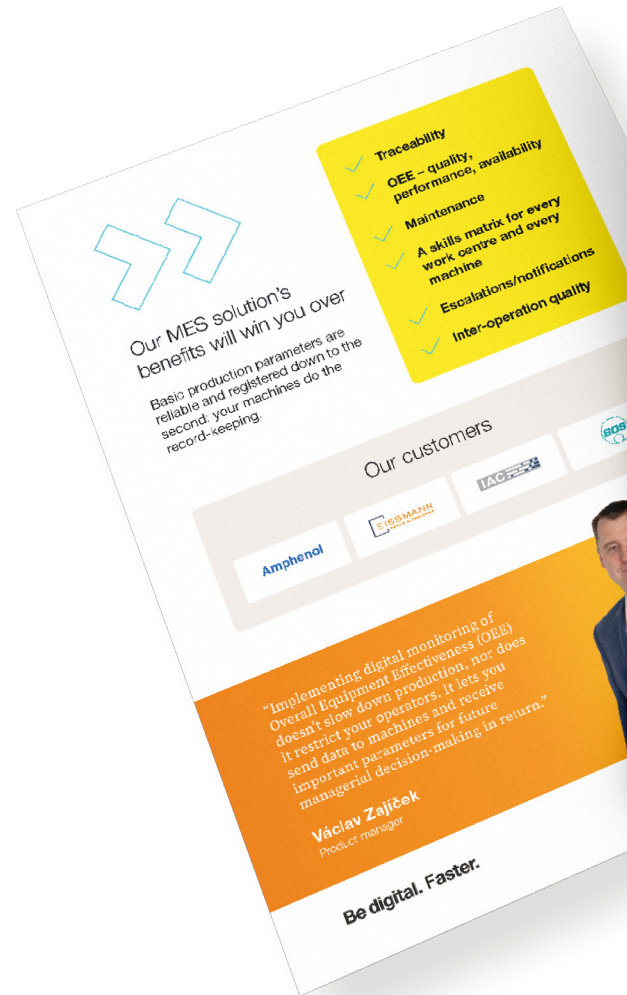
The main benefits

- Traceability has improved** – data is collected based on individual packaging units. 28,000 KLT carriers are marked with QR and RFID codes for **more detailed and precise traceability**.
- Flexibility is also improved** – nonstop warehouse operation (3 shifts, 5 days a week).
- Warehouse capacity is up by 50%**.
- There's now **precise information** for the materials warehouse operators about where each item is stored.
- High work productivity and competitiveness are maintained within the demanding automotive environment.**

➔ aimtecglob.com

→ 7.3 Flyers

Designed in accordance with this manual, the A4 and A5 flyers are an excellent example and inspiration for how to further work with the Aimtec corporate identity to create printed materials.

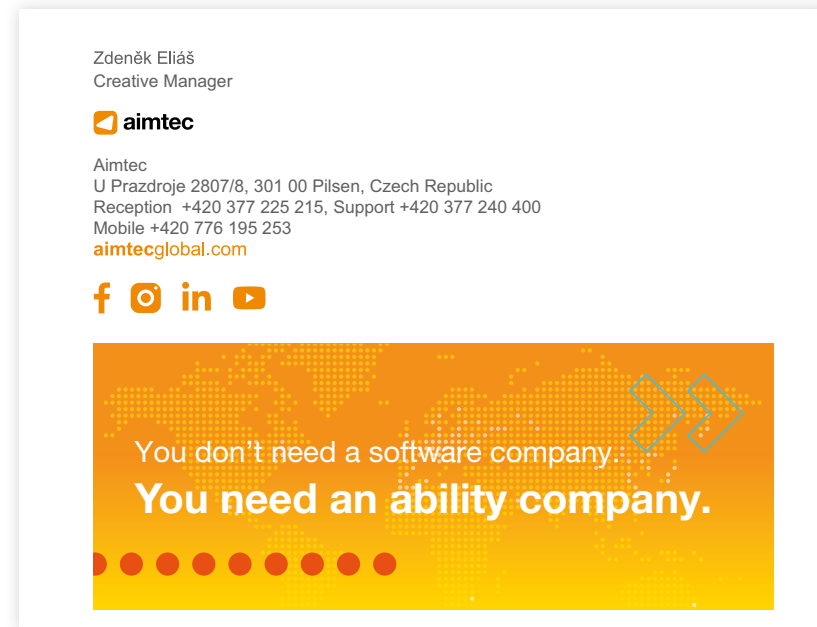


→ 7.4 Email signatures

Aimtec employee digital signatures are used in email communications. The signature comprises two sections:

The upper section remains unchanged and contains Aimtec's contact details and links to social media profiles.

The lower section is composed of a 388 × 152 px banner. The content of the banner changes according to current need. All banners below the signature are created in accordance with the rules outlined in this manual.

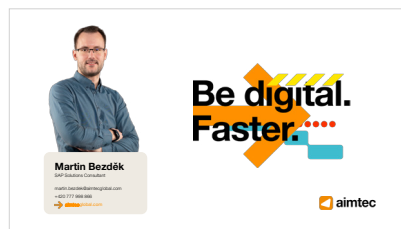
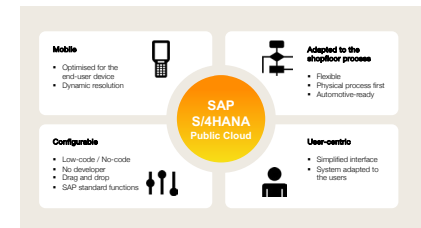
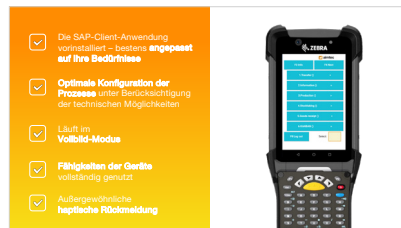
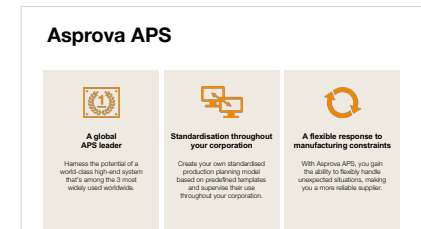
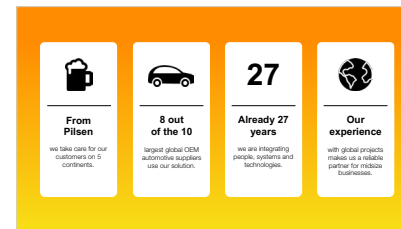
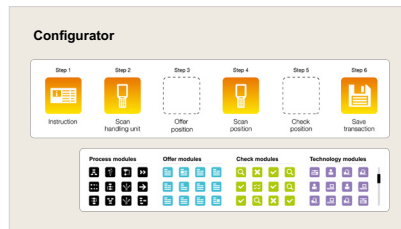
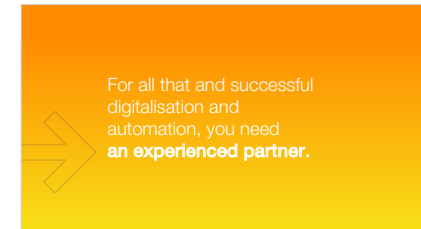
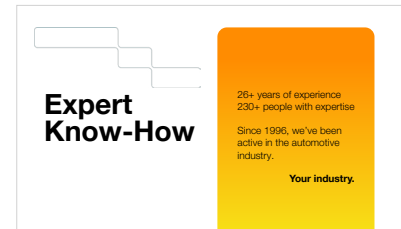
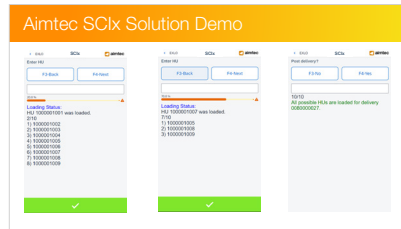
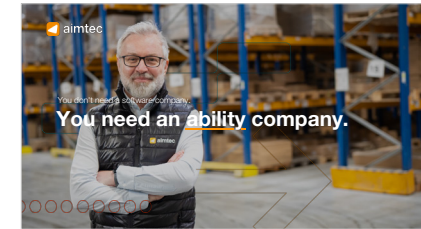
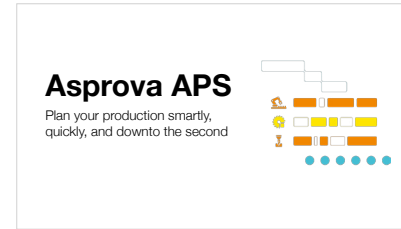


➔ 7.5 PowerPoint presentations

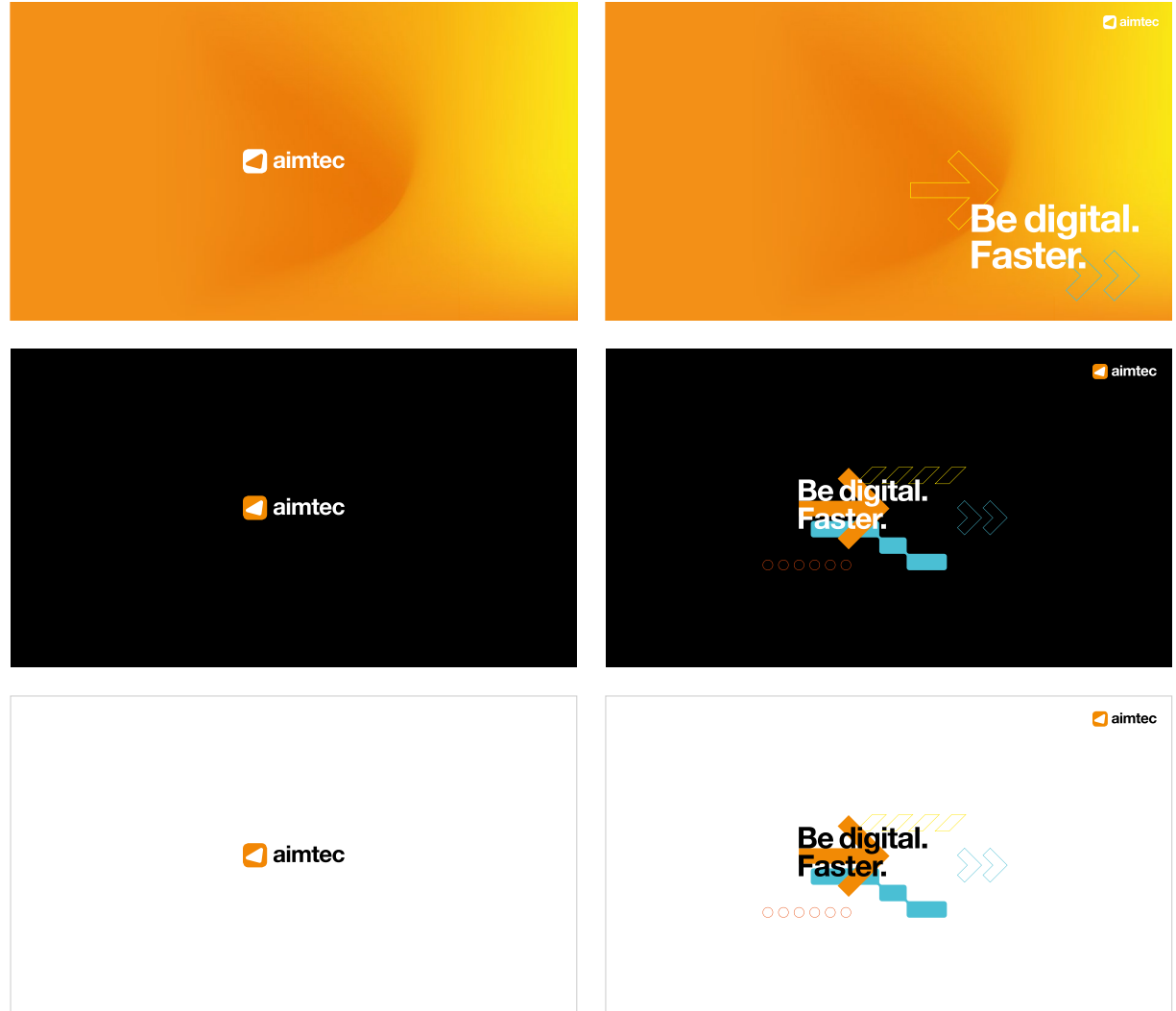
PowerPoint presentations represent important marketing material for Aimtec. Individual slides respect the rules outlined in this manual to the maximum possible extent given the capabilities of MS PowerPoint.

The example shows a variety of slides – from image slides mainly used in presentations aimed at introducing the audience to Aimtec, to slides with general facts & figures primarily used in presentations describing specific products or solutions.

A separate manual on creating PowerPoint presentations has been created and is included in Aimtec’s internal documents.

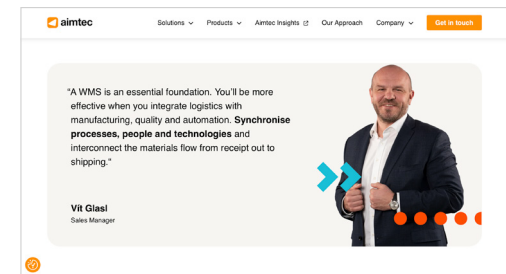
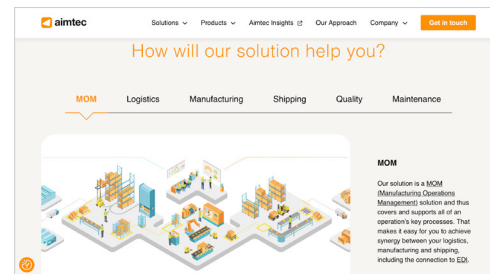
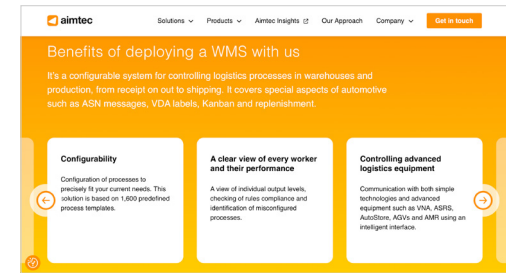
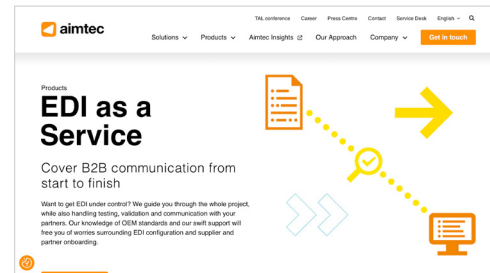
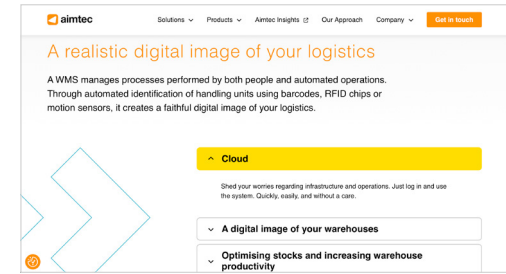
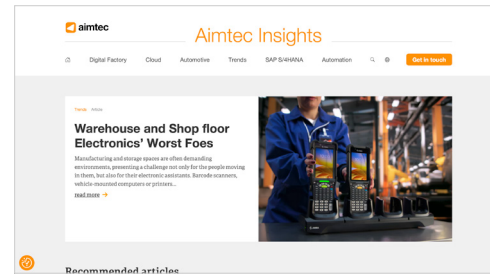
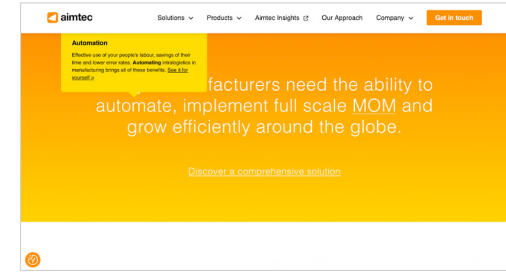
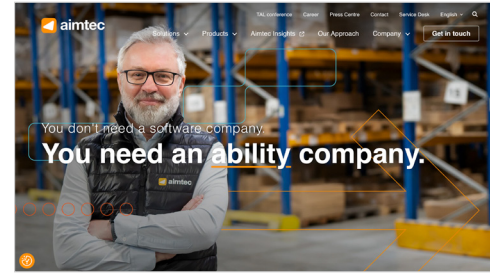


→ 7.6 Screen wallpapers



→ 7.7 Websites
7.7.1 Home page, subpage

Designed in accordance with this manual, the aimtecglobal.com website is an excellent example and inspiration for how to further work with the Aimtec corporate identity online.



→ **7.7 Websites**
7.7.2 Buttons

These buttons are applied on the aimtecglobal.com website, but they can also be used in email newsletters.

They are divided into three categories:

- 1 Primary
- 2 Secondary
- 3 Text

There are two types of primary buttons: orange with a yellow hover effect, and black with a grey hover effect. Which one is used depends on the type of background, with the aim of achieving the greatest possible contrast between the button and the background.

Primary buttons are set in Helvetica Neue LT Pro 75 Bold.

Secondary and text buttons are set in Helvetica Neue LT Pro 55 Roman.

Primary

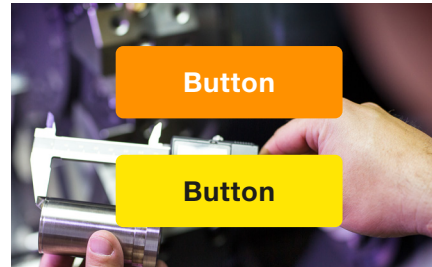
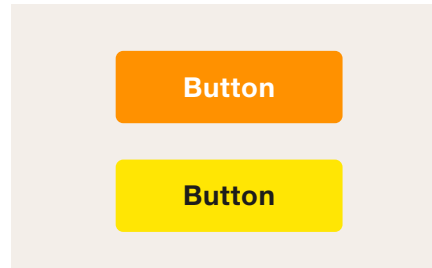
Aimtec orange
 HEX ff9100



Aimtec yellow
 HEX ffe604



Hover effect



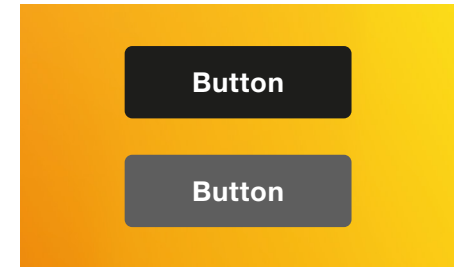
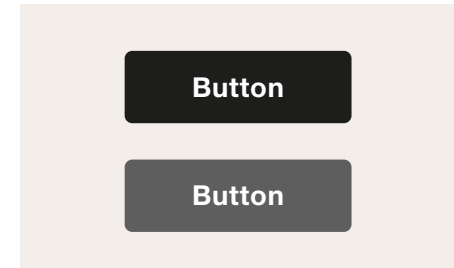
Aimtec black
 HEX 000000



Dark grey
 HEX 5E5E5E



Hover effect



Secondary

Aimtec black
 HEX 000000



Aimtec orange
 HEX ff9100



Hover effect

Text

Aimtec black
 HEX ff9100



Aimtec orange
 HEX 000000

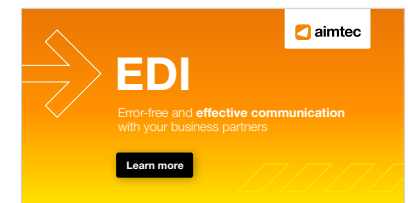
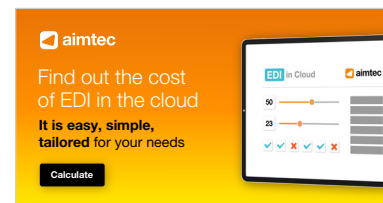
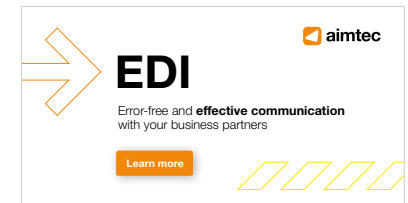
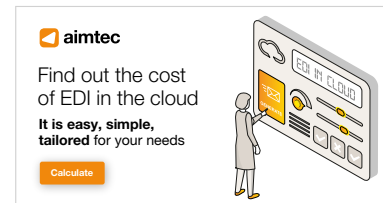
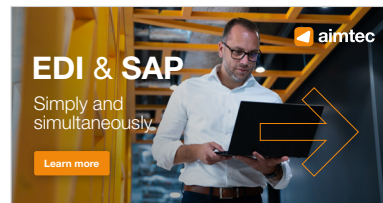
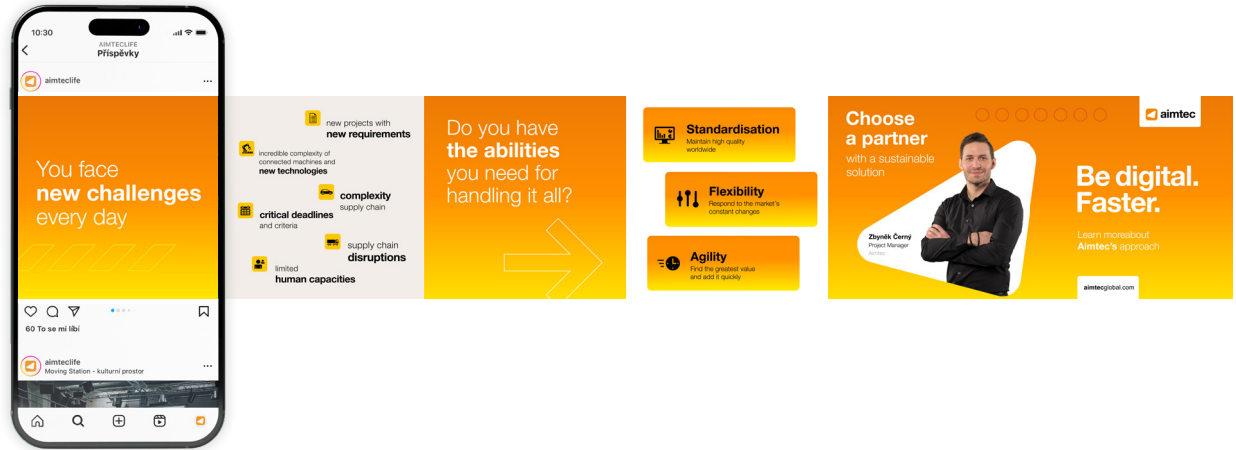


Hover effect

→ 7.8 Social media

Sample visuals for social media posts.

All content follows the basic rules described in this manual.



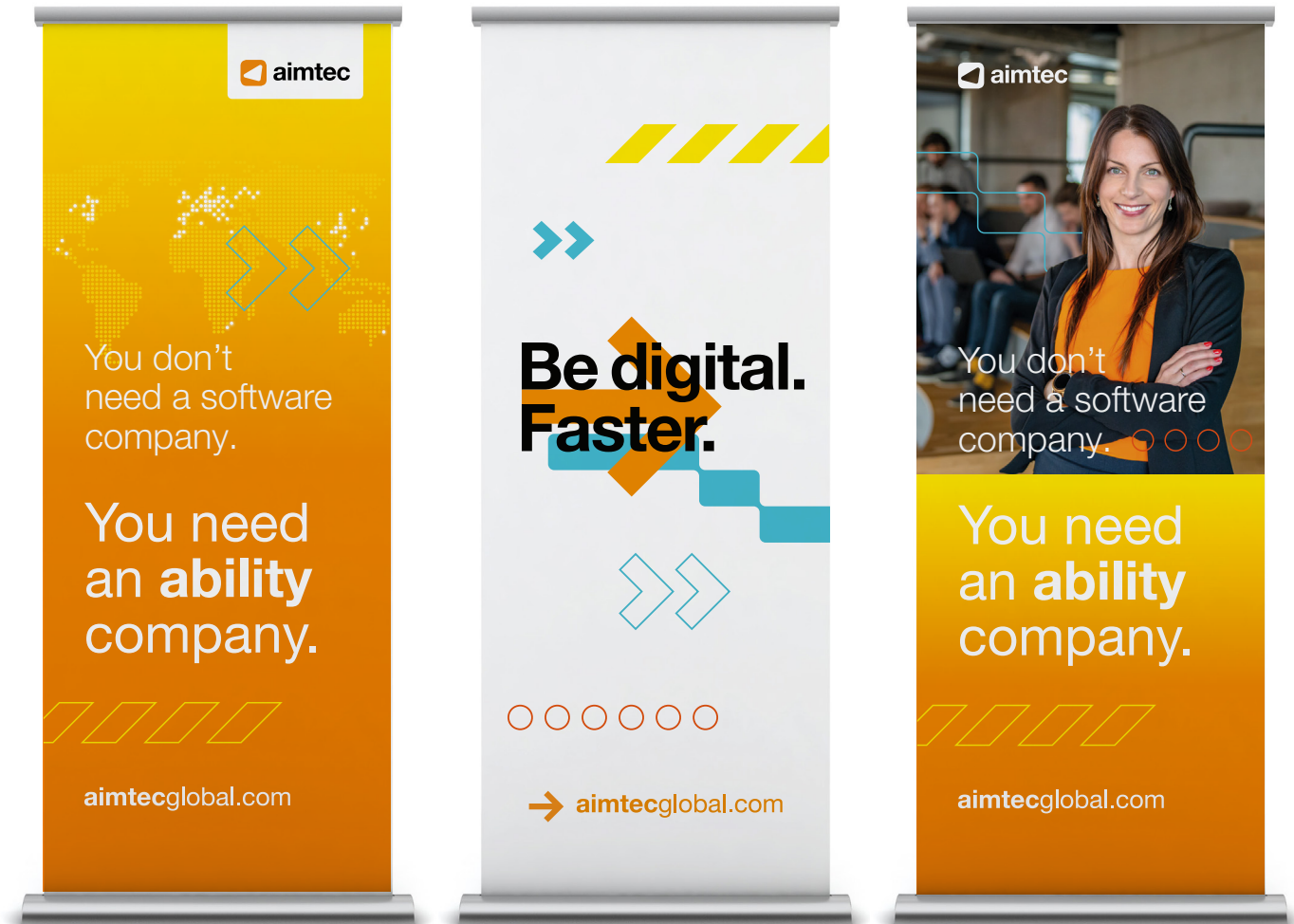
→ 7.9 Promotional material
7.9.1 Tear-off notepad and pen



→ 7.9 Promotional material
7.9.2 Bag



→ 7.9 Promotional material
7.9.3 Roll-up



→ 7.9 Promotional material
7.9.4 Aimtec fashion – t-shirt



→ 7.9 Promotional material
7.9.5 Aimtec fashion – cycling kit

Corporate identity applied to the cycling kit worn by Aimtec employees at the Aimtec Open Race.



