

KRONOTERM

Corporate image instructions

The minimum size authorised

KRONOTERM

←————→
30 mm



Font type for print media

Font type for electronic and internet contents

Secondary font type [as a complement]

DIN Pro Regular

Arial Regular

Garamond Regular

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

DIN Pro Medium

Arial Italic

Garamond Italic

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

DIN Pro Bold

Arial Bold

Garamond Bold

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

Arial Bold Italic

Garamond Bold Italic

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ
abcĚdefghijklmnopqrsštuvwxyzž
0123456789.,;:_!{}%&€\$*+/'"

KRONOTERM

B/W logo / monochrome logo



B/W logo on black background

Colour system

Primary colours



Red
PANTONE Red 032

C 0 % R 230 RAL 3020
M 90 % G 50
Y 85 % B 40
K 0 %



Dark grey
PANTONE Cool Gray 11

C 0 % R 111 RAL 7000
M 0 % G 111
Y 0 % B 111
K 70 %

Colour system

Primary colours for backgrounds



White

C 0 % R 255
M 0 % G 255
Y 0 % B 255
K 0 %



Greyscale

C 0 %
M 0 %
Y 0 %
K 30 % / 20% / 10 %

Colour system

Secondary colours



Silver
PANTONE 877

C 0 % R 157
M 0 % G 157
Y 0 % B 157
K 50 %



Black

C 0 %
M 0 % R 0
Y 0 % G 0
K 100 % B 0

The silver colour or the actual real material (aluminium) is used on products and on special occasions (invitations...).

The black colour is used where necessary, if the grey colour intended for texts should not be readable enough - this is meant as an exception.

The appearance of logo on backgrounds

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Primary logo



Logo on white background



Logo on grey background (< 30% K)



Logo on metallic or silver background

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Secondary logo



Logo on dark grey background (> 70% K)

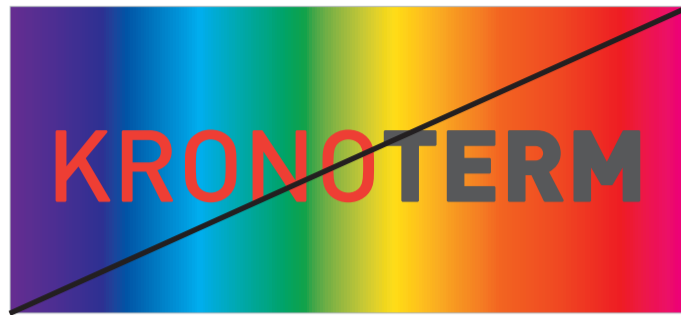
KRONOTERM

Tertiary logo - aluminium or silver



Logo on dark grey background or on a product (> 70% K)

Inappropriate or unauthorised use of the logo



The logo shall not be used on colour backgrounds



The logo shall always be maximised or minimised proportionately. Maximisation/minimisation only in height or in width is not allowed.



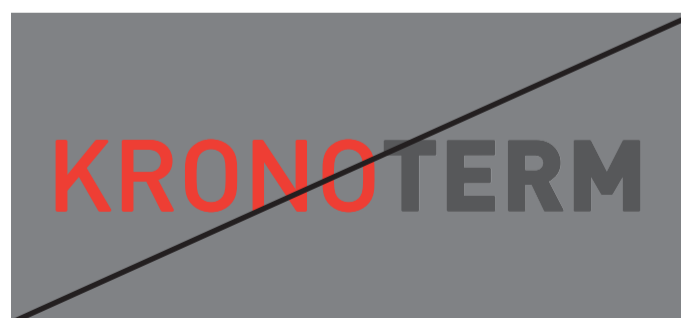
3D effects, shading and other emphases shall not be used on the logo.



The logo shall not be used in photographs and other images.



The colours of the logo shall not be altered. The logo shall appear only in authorised colours.



The logo shall not appear on colour backgrounds perscribed for individual colour variant (e.g. a dark grey logo shall never appear on a dark or medium grey background).

Basic printed correspondence matter

KRONOTERM

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HEAT PUMPS | COOLING SYSTEMS