Kromer design guidelines for application

Kromer GmbH, 02-2025

Usage agreement for distributors
Regarding the use of the Kromer brand in external communication

KROMER

Use of the Kromer Logo and Design
As a distribution partner of Kromer products, you are allowed to use our logo and design for marketing purposes. We are pleased if you actively promote the Kromer brand in alignment with our brand identity.

1. Compliance with Design Guidelines
When advertising with the Kromer brand, it is mandatory to adhere to Kromer's design guidelines. The key information and instructions can be found in the following pages of our Style Guide. It is your responsibility to strictly follow these guidelines to ensure a consistent brand appearance.

2. Approval of Marketing Materials
Before publishing any marketing materials created independently that feature the Kromer brand, approval from Kromer is required. Please contact the designated contacts listed on the last page of the Style Guide for approval.

3. Exceptions to the Approval Requirement
Our logo and design may also be used in marketing materials created under the distribution partner's corporate design (including their logo, fonts, and colors). However, it must always be clearly recognizable that the materials and advertising do not originate directly from Kromer, but were created by the distribution partner. The distribution partner must be clearly identified as the creator of the marketing materials to avoid confusion. In this case, approval from Kromer is not required.

4. Support from Kromer
We are happy to support our distribution partners with tailored content to assist in the creation of sales brochures and marketing materials. Please contact us if you require any material or assistance.

5. Ensuring Consistent External Communication
Our goal is to ensure consistent and professional external communication. The Kromer brand should always be presented in its usual appearance. This guideline particularly applies to distribution partners who wish to adopt Kromer's design. All promotional measures featuring the Kromer brand must comply with the prescribed design guidelines.

6. Translations of Marketing Materials
Marketing materials may be translated into local languages to promote the Kromer brand in arious markets. However, it is essential that all translations are carried out professionally and correctly, ensuring that the content remains faithful to the original material without any alterations or misunderstandings. The translations must maintain the same quality and professionalism as the original to ensure consistency in brand communication. Kromer reserves the right to review translations and request modifications if necessary to ensure compliance with the brand guidelines.

7. Other Provisions

7.1 Correction of Materials:
Kromer reserves the right to request changes or adjustments to marketing materials if they do not comply with the brand guidelines.

7.2 Use of Trademarks:
Any use of Kromer trademarks, including the logo and design, is only permitted within the scope of the agreed usage and the established guidelines. Improper or unauthorized use may result in legal consequences.

Note: We expressly reserve the right to grant or deny the use of our brand and designs at our discretion.

I hereby agree to the terms of use for the Kromer brand.

Place, Date

Company stamp, Signature

The new logo consists of a strong, straight lettering and a logotype on the left.

Its horizontal orientation conveys stability and security. This is another reason why the horizontal version of the logo is preferred.

A combination of word and image mark facilitates the repetition Recognition: Both the activation of the name memory and the retrieval of images and symbols ensure that the logo is optimally remembered. In addition to the name of the company/brand, the logo provides the viewer with the

Corporate colors are communicated. The selection of colors and the Design also conveys a possible association with the technology industry in the broadest sense.

The lettering

The timelessly elegant lettering stands for precision and technical Expertise that is one of the fundamental characteristics of the Kromer GmbH. The uniform letters of the name confidently carry a new message into the world: Here stands Kromer!

A brand that realizes the highest quality standards in the industry and works in a future-oriented, innovative and sustainable manner.

The logo

Kromer products make work easier and support it, giving users the freedom to carry out their tasks effortlessly, efficiently and quickly. The logo symbolizes this lightness and the almost playful handling of loads. It is derived from the first letter of the name: the slanted lines of the "K" form an arrow shape, an angle. By dividing the two legs in color and overlaying them at their origins, the two angled surfaces appear transparent and light. The shape unfolds before the viewer and seems to rise up.

This upward-pointing shape shows the striving for productivity and maximum performance. It is meant to say: Kromer is determined and future-oriented.

The Kromer angle can also be viewed as a whole as a backward arrow, which symbolizes the connection with the historical roots of the family business. Inside, Kromer is oriented towards the future - as shown by the dark arrow that is created by the overlap of the two angled surfaces.

Colors

The orange tone represents a connection to Kromer's products. It stands for authenticity and a connection to the company's tradition and history. The Kromer blue offers a strong but pleasant contrast and symbolizes the technical, factual orientation of the brand. The lettering in the dark anthracite tone underlines the importance of the name through a strong contrast to both the logo and the background.

The logo appears fresh and free to the viewer: Kromer steps out of the “shadow” of its umbrella brand and presents itself as a confident and strong brand for its target groups.

Image of the logo

The logo is always used as a combination of word and image mark. The components may not be separated or displayed independently of one another.*

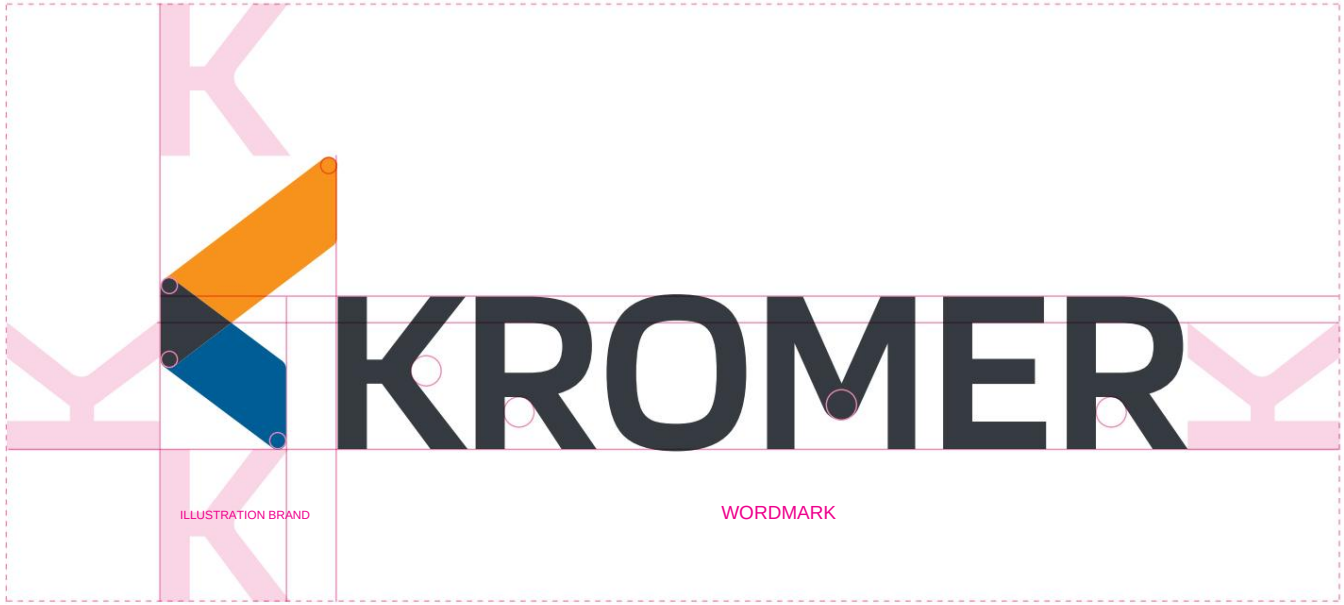
It must be enlarged or reduced proportionally and must not be compressed, mirrored or distorted.

Normally the logo should not be set smaller than 5.5 mm in height. The absolute minimum size of the logo is
3 mm.

When using a coloured image, ensure that there is sufficient contrast to the background. Avoid using images on orange or blue backgrounds. In this case, the greyscale version or the negative version (white) should be used.

Within this minimum distance (protection zone) no
other logos or icons. This zone is also used for alignment at the layout edges. The protection zone forms the height of the Kromer "K" on all sides.

* see "Exceptions"



The logo variants

While the horizontal logo is suitable for all common formats and purposes is preferred, there is a vertical
Variant for special purposes:

1) preferably on very portrait format surfaces (e.g. flags, poles)
2) for representations in “seals” or coat-of-arms forms
(e.g. stickers, narrow strips of fabric, pens, metal sleeves, etc.)

The use of the respective logo form must be coordinated with the marketing department.

exceptions

The use of the logo as a signet is only permitted for products and media that can be clearly assigned to Kromer GmbH (technical products, printed products from Kromer, product packaging, etc.). Ideally, the name "Kromer" is mentioned in the same field of vision (e.g. as a web address or in the adjacent text).

Attention: Please use the explicitly created logo shape. Do not simply "cut off" the word mark.

ILLUSTRATION BRAND

WORDMARK

KROMER

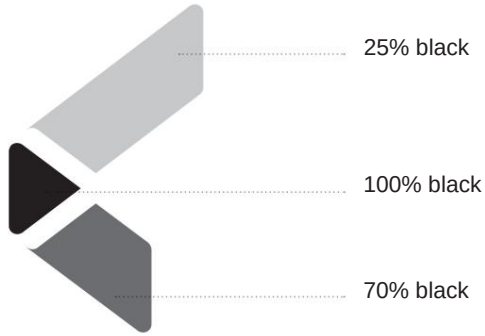
KROMER

grayscale logo

The grayscale form of the logo is used for images in single-color media, e.g. newspaper print, documentation, operating instructions, etc. This logo form can also be used as a negative version (white).

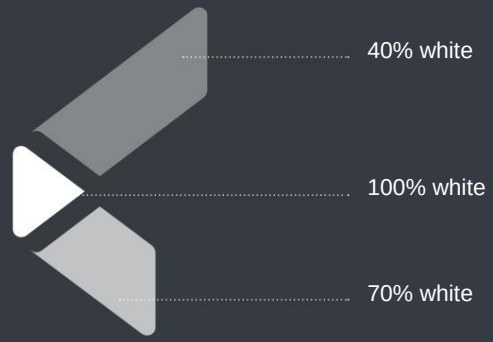
Attention: The word mark is shown here in full color with 100% black. The anthracite tone is to be used in the color variant.

For negative versions of the logos, separate percentages of white tones are defined. The black logo cannot simply be converted to white!



Logo: Adaptations for applications with limited color or size representation

Grayscale logo: negative version



Solid gridless logo

This version of the logo is intended for use with other materials such as metal, wood or plastic that require a tactile logo or cannot be printed on, for example.

The black is replaced by the respective color, e.g. orange when painting stainless steel parts. The logo is therefore suitable for producing a cutting die or an embroidery template for single-color embroidery on employee clothing.

Application examples: blind embossing, letterpress, punching, stamp printing, fabric, laser engraving, varnishing etc. - for example for single-colour housing varnishing, company stamps, woven straps with branding, sheet metal embossing

Logo with slogan

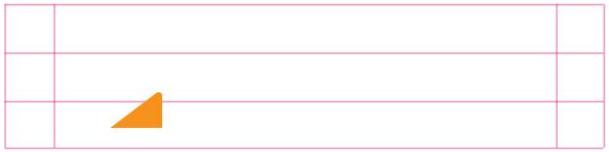
The logo is associated with a slogan, which can be displayed both in a fixed combination with the word-image brand, as well as separately, but in spatial relationship.
It is set in the Blinker Regular to achieve sufficient reading contrast and not to affect the overall appearance of the logo.

Horizontal logo placement:
The slogan is aligned to the right of the wordmark. It is 2/3 as wide as the lettering. Its vertical distance from the logo is determined by a "K" unit - see image on the right.

The minimum size for the image with a combined slogan is 10 mm in total height. This ensures that the slogan is legible.

Vertical logo placement:
The slogan is centered with the wordmark. It is 2/3 as wide as the lettering. Its vertical distance from the logo is determined by a "K" unit - see image on the right.

Solo placement of the slogan:
In combination with the grey arrow from the logo, the slogan can also be used on its own. However, the logo should always be shown within “visibility” to ensure clear identification.



primary colors

Kromer-Orange

CMYK 0/50/100/0

RGB 243/146/0

HEX #F39200

Full tone Pantone 144 C / HKS K 6

RAL 1007 Narcissus Yellow

Kromer-Anthrazit

CMYK 10/0/0/90

RGB 55/58/59

HEX #373A3B

Full tone Pantone 432 C / HKS K 93

RAL 7043 Traffic Gray B

Kromer-Blue

CMYK 100/40/0/3o

RGB 0/91/148

HEX #005b94

Full tone Pantone 7462 C / HKS K 44

RAL 5009 Azure Blue

secondary colors

Light gray

CMYK 0/0/0/15

RGB 227/227/227

HEX #e3e3e3

solid color Pantone Cool Gray 1 C

RAL -

Typography: OK!

Headings and subheadings

The Blinker font is the original font for the Kromer logo. The modern design language with its angular, sweeping letter shapes conveys to the viewer the association with the technical industry. It is reminiscent of the standard font - provided

with an independent character and therefore good recognition.

Primary use: Headlines, sublines, large font sizes

https://fonts.google.com/specimen/Blinker?query=blinker

continuous texts, explanatory texts

The Catamaran font is used as a “bread font”. Due to its narrow spacing, it is ideal for longer texts and limited space in the layout. A good reading font is characterized by a balanced size ratio between upper and lower case.

Lowercase letters and the quick comprehension of the individual Letters.

Primary use: descriptive texts, explanations, lists, written communication by letter or email, catalogue texts, etc. - smaller font sizes in the reading area

https://fonts.google.com/specimen/Catamaran?query=catamaran

ABCDEFGHIJKLMNOPQR

1234 &/›€

A coach should see what happens on the pitch. In this game there were two or three players who were as weak as an empty bottle!

Last game we had third place strikers: Elber, Jancka and then Zickler.
We must not forget Zickler. Zickler is one of the top players, Mehmet is more of a Basler.
Are these words clear, is it possible to understand what I said? Thank you.

Offensive, offensive is how we make space. Secondly: I explained with these two players: to Dortmund maybe need a half time break. I have also seen other teams in Europe after this Wednesday. I also saw two days of training. A coach is not an idiot! A coach is seen what happened in the square. In this game there were two or three of these players who were as weak as an empty bottle!

headlines

Blinker (Google Font)

sublines

Blinker (Google Font)

body text (copy)

Catamaran (Google Font)

replacement fonts

For applications where fonts cannot be installed or where there is a restriction to system fonts, the following fonts should be used instead of the house fonts:

Headings:	Verdana
Body text:	Arial

typography

A coach should see what happens on the pitch. In this game there were two or three players who were as weak as an empty bottle!

Blinker (Google Font)

typography

A coach should see what happens on the pitch. In this game there were two or three players who were as weak as an empty bottle!

Replacement font: Verdana

Last game we had three strikers in the top spot: Elber, Jancka and then Zickler. We mustn't forget Zickler. Zickler is one more striker, Mehmet is more of a Basler. Are these words clear, is it possible to understand what I said? Thank you.

Catamaran (Google Font)

Last game we had three strikers in the top spot: Elber, Jancka and then Zickler. We must not forget Zickler. Zickler is one more top, Mehmet anyway more Basler. Are these words clear, is it possible to understand what I said? Thank you.

Replacement font: Arial

Main graphic element: the “slant”

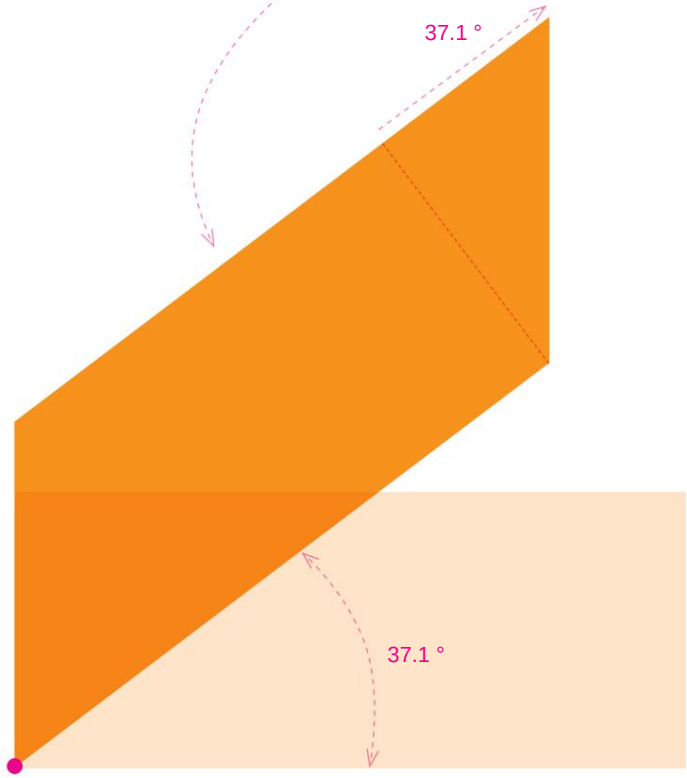
Derivation of the areas from the logo

The main element of the new Kromer corporate design is the “slant”, a slanted shape derived from the areas of the logo. The resulting parallelogram areas can overlap and superimpose each other, whereby the colour areas produce new colour transparencies through effects such as “multiply”, “hard light” or similar, thereby expanding the colour spectrum of the design.

expand.

The color areas can be used as image masks for photos or for better readability of writing on a motif as background area. It is possible to "multiply" the colored areas into the photo.

The transfer of the guiding idea - the “principle of lightness” - into the layout is implemented through the transparencies and overlays achieved with effects.

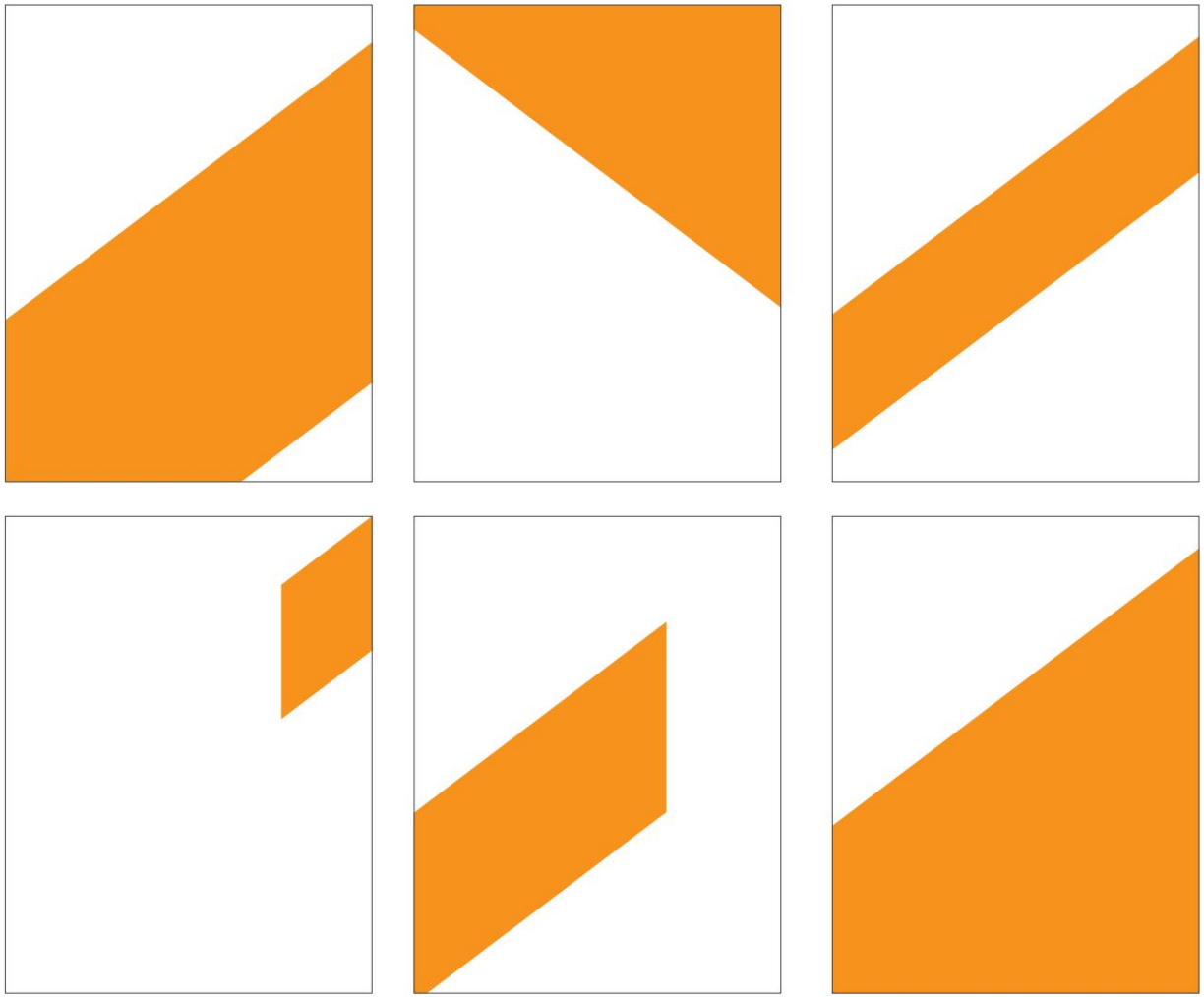


This is how the oblique shape in Graphics program generates:

InDesign setting
angle of rotation: 37.1 °
Shear angle: 37.1 °

Illustrator setting
Bending angle: 37.1 °
Axis: vertical, 90

imaging options and variations



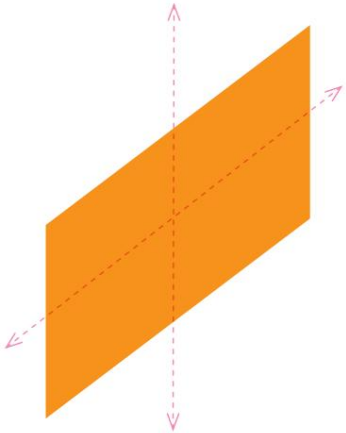
The slant may and can only be enlarged or reduced proportionally in order to create different sized areas.
generate.
It may be cut within the scope of the application format, even in several places. However, the basic appearance of the slanted shape must always be recognizable (i.e. at least one slant must be visible).

It must not be cut at angles other than 90° or 180° (horizontal and vertical), as well as at the same shear and bending angle of the slant (37.1°).

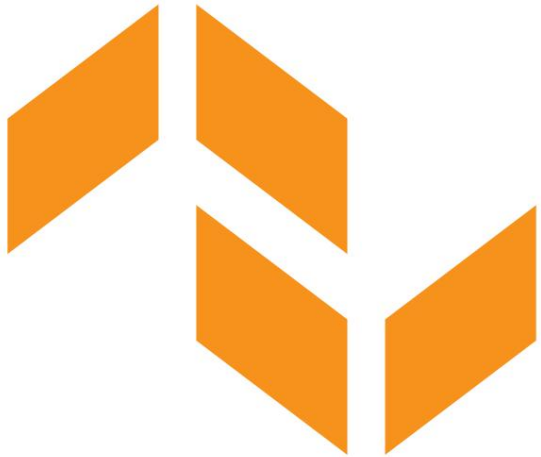
It is important to ensure that the overall layout does not appear too busy due to too many oblique angles. The depiction of the slant should therefore be used sparingly and purposefully.

"Slant" variations

The length and width of the bevel can be varied as desired, but the angles must be maintained!



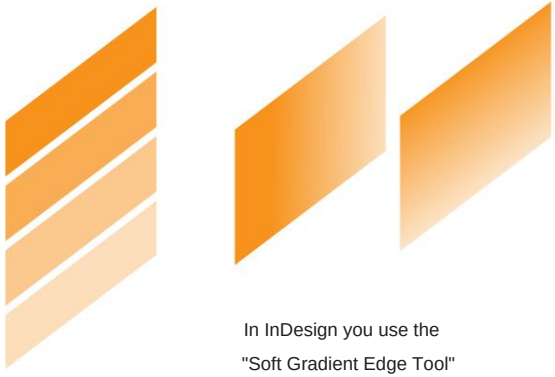
The oblique shape can be mirrored horizontally or vertically



Slants may/may not:

- ✓ overlap
- ✓ overlap if they contain transparencies
- ✓ white areas form
- ⊗ use different colors than in the logo
- ⊗ form a cross
- ⊗ form small-scale areas
- ⊗ have the smallest intersections

The slant can be displayed in any transparency, including as a transparency gradient.



In InDesign you use the "Soft Gradient Edge Tool"

Slants that overlap can change their color or merge with the background (e.g. photos) using effects such as “Copy into one another”, “Multiply”, “Soft light”

profile picture "Company" on cover photo

social media

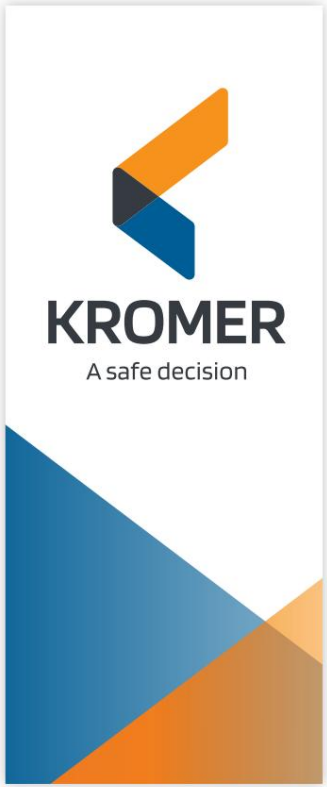
LinkedIn: profile picture, cover photo

social media

LinkedIn: Status update,
blog article

outdoor advertising

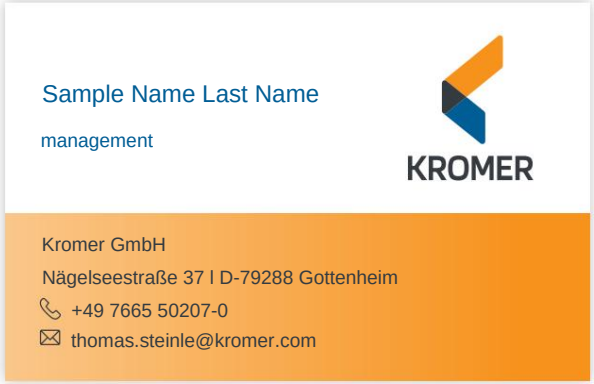
flag design



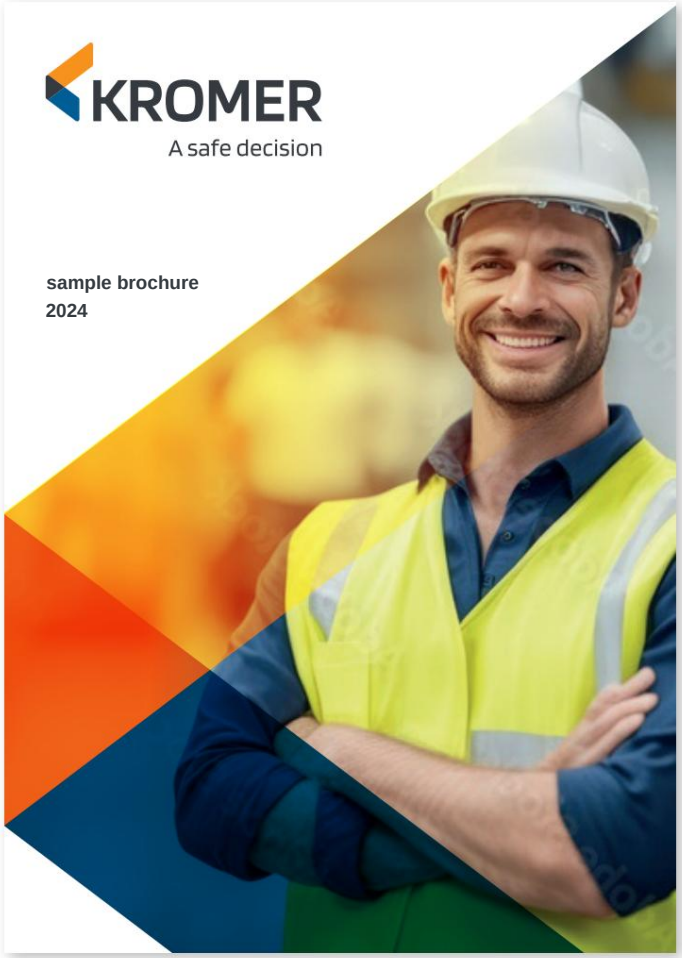
business equipment

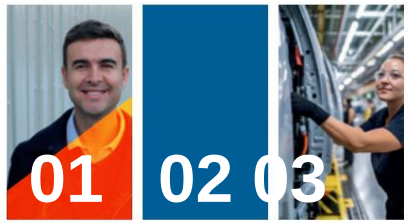
business cards

corporate design brochure



Application examples for corporate design





Foreword of the shareholders

02 Greetings

Short portrait of company

04 Short portrait

product portfolio 2024

05 Balancer
07 spring balances
08 positioner
11 hose spring balancers
13 Stainless steel balancers
14 ATEX balancers
16 ESD balancers
20 cleanroom balancers
22 accessories

sample brochure

02

A safe decision

We rely on quality products

Our product range currently includes spring balancers, hose spring balancers, positioners and weight balancers in various designs such as stainless steel balancers or ATEX balancers. All our products
products are manufactured at our site in the south of Germany. lands developed, produced and tested and draw characterized by their high functionality and durability. vitality.

As a spring balancer manufacturer with over 100 years of experience, we also offer tailor-made spring balancer solutions for our customers. We support you from planning to commissioning.

Today, Kromer spring balancers and weight balancers can be found in a wide variety of industries around the world, where they have a positive impact on safety and productivity in the workplace.

We rely on reliability

For us, reliability means meeting our customers' expectations of our quality and actions
at all times. We are aware that
that reliability is not a given and
We therefore continuously check the quality of our products and our work.

The direct and regular exchange with our
Customers and suppliers are an important part of this and help us to ensure maximum reliability at all levels: A high level of delivery reliability and readiness to deliver, fast response times in

Customer service and very high product quality. A large number of long-term business relationships confirm our belief that reliability is the basis for successful partnerships.

We focus on sustainability

Climate change is the greatest challenge for humanity since the end of the Ice Age. Worldwide,
There is now agreement that we urgently need to limit this man-made climate change.
The success of emission reductions depends largely on the voluntary and consistent action of the economy in industrialized countries.

So we are also ready to take responsibility for the world which we pass on to our children and grandchildren.
For this reason, we have introduced the greenhouse gas emissions of our company and
the unavoidable emissions are offset by the purchase of climate protection certificates.

With the certificates acquired, we support a
sustainable forestry project in Uruguay, certified
certified by the Verified Carbon Standard. Furthermore
Our company is in accordance with the latest requirements
according to the ISO 14001 standard. The certification confirms that we have a functioning, process-oriented environmental management system.

KROMER

03

Our product portfolio

balancer

ATEX balancer

06

cleanroom balancer

07

ESD balancer

08

Stainless steel balancers

09

04

KROMER
A safe decision

Contact details and contact persons

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