CD / CI

Dimetix Design Manual

V 1.2

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Dimetix AG • Degersheimerstr. 14 • 9100 Herisau • Switzerland • Phone +41 71 353 00 00 • Fax +41 71 353 00 01 • info@dimetix.com • www.dimetix.com

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1 Introduction

Dimetix is a registered trade mark. If you have the permission to use the Dimetix trade mark, please follow the guidelines described in this manual.

If you have a new design that uses the trade mark Dimetix, please send it to Dimetix AG, Switzerland for approval.

2 Color

	100 Y 100 M	Black	Gray
CMYK	0 / 100 / 100 / 0	0 / 0 / 0 / 100	0 / 0 / 0 / 80
RGB	100 / 0 / 0	0 / 0 / 0	77 / 77 / 77
HEX	FF0000	000000	4D4D4D

Use 100% yellow and 100% magenta to print the red.

3 Font

Regular

Frutiger LT Com 45 light

Use this font for all printed documents.

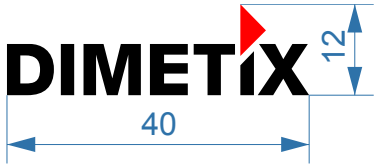
This font is available at

Alternative

Hind

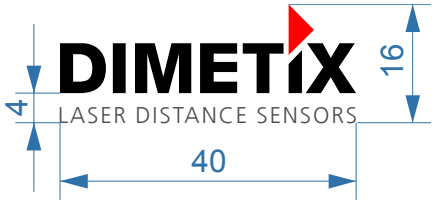
Use this Font if the Frutiger font cannot be used. For this font the SIL Open Font License applies.

4 Logo



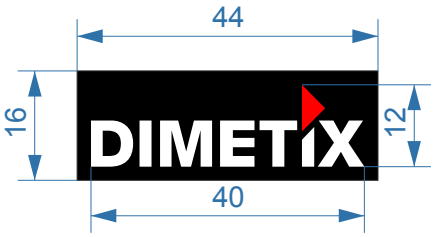
Logo

Logo_RGB
Logo_CMYK



Logo with Subline

Font size:	8.7pt	Logo_Subline_RGB
Character spacing:	30%	Logo_Subline_CMYK
Word spacing:	140%	
Color	Gray	

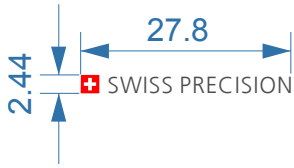


Logo negated

use this in exceptional cases only
e.g. the surface is black

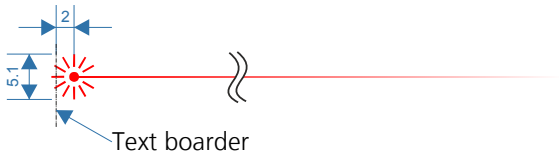
Logo_Neg_RGB
Logo_Neg_CMYK

5 Swissness Addition



Scale the Swissness Addition as shown on the left

6 Laser line



Insert the laser line as outlined on the left.

Please note, the laser dot must be round. Do not scale the laser line, just adjust the length of the horizontal line.