

SYSTEMS IN MOTION AS
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SYSTEMS IN MOTION

Visual communication manual



CONTENT

Graphic identity	3
Logo	4
Placement of logo	6
Typefaces	8
Colour palette	12
Other graphic components	14
Logo and product names	16
Stationery	18

GRAPHIC IDENTITY

This is a guideline reference for those creating visual communication for Systems in Motion and its affiliates. It's important that you read carefully through these guidelines before implementing your own ideas and the requirements that were given to you.

Our business and its environment is technically advanced and facing tough competition from other companies. Without the clear visualization of our profile, it will be hard for our clients to recognise SIM and its products. All visual SIM communication must stand out as clear, concise and creative. The use of set design elements is a first step in this direction.

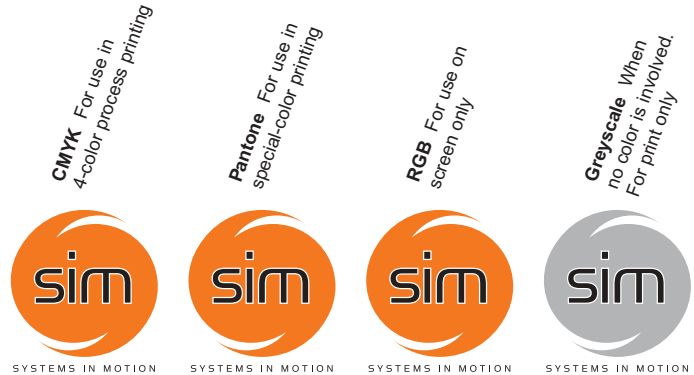
Our logo symbolises movement and new thinking – there may be situations when the use of some fixed elements contradicts this. Go back, read this manual again and ask questions as early as possible. Then you can continue.

LOGO



SYSTEMS IN MOTION

The SIM-logo should be used in all communication! The shape invokes movement, as in "motion", and is perceived as dynamic. Orange is the colour of energy and supports the movement in the shape.



Four different versions of the logo are supplied for different use.

The logo may, on stationery for example, be used without the "SYSTEMS IN MOTION" underneath it – if the logo stands together with SIM's contact and address information.

The logo can, on occasions, be used with white undertext. This version is not supplied on the CD and must be made specially.

PLACEMENT OF LOGO



The logo needs a certain distance to the other set elements in order to stand out. The height of the letter "s" (outline not included) in SIM gives you the minimum distance. The only exception from this is when the logo is combined with SIM product names. The distance should then be reduced to about 2/3 of the "s" height. See Logo and product names. Distance to the formats outer edge can be a little smaller than the "s" height. See "Stationery".

The logo may be placed directly on a picture provided that this picture allows the logo room to breathe. No noisy pictures or multicolored backgrounds are acceptable. Special care must be taken not to place the logo on colors, patterns or pictures that interfere with the orange or distorts the readability of SYSTEMS IN MOTION.

TYPEFACES

Simian Display Orangutan

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Simian Display Orangutan is the type in use on the three letters that make up the SIM-logo.

It may also be used in headings or short, powerfull blocks of text.

only

Simian Text Orangutan

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Simian Text Orangutan isn't as "interestingly" shaped as Display. It's therefore more suitable for use in smaller sizes of text.

Simian Display Chimpanzee

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Simian Display Chimpanzee may be used in small blocks of text when you want a bolder look than with Orangutan – in product names on packaging, etc.

TYPEFACES

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyz
1234567890

The chosen type for larger amounts of text and html-text. Arial is a grotesque and classified as a neutral typeface. Use preferably in 100 % black.

Arial MT Italic, Arial Bold MT and Arial Black is to be used for headings, sub-headings and highlights.

gon

Arial MT Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Arial Bold MT

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
abcdefghijklmnopqrstuvwxyzæøå
1234567890

COLOUR PALETTE

Pantone 158	Pantone 605
CMYK C M 65 % Y 100 % K	CMYK C M Y 100 % K 6 %
RGB R 255 G 102 B 0 FF6600	RGB R 204 G 255 B 0 CCFF00
Orange	Pale green

Pantone 273	Pantone 428
CMYK C 100 % M 94 % Y K 6%	CMYK C M Y K 25%
RGB R 51 G 0 B 102 330066	RGB R 204 G 204 B 204 CCCCCC
Blue purple	Grey

SIM uses mainly four colours which may be used on backgrounds, headings, etc. Orange, which is used in the logo, pale green, blue purple and grey. These are contrasting colours that, with the addition of black and white, will help you create a sparkling look. The grey and pale green does not have the best of contrast between them and direct contact between the two should be avoided.



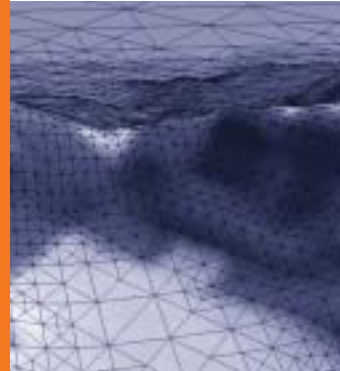
OTHER GRAPHIC COMPONENTS

3D (three-dimensional) is the fundament for SIMs products. This is clearly shown in this graphic element: a "grid"-illustration of a landscape.

This component should be just that: something extra, which occasionally lifts the visual profile of SIM – if there is ample room and occasion! Don't use it all the time. Then it will lose it's novelty. It should not be used as a static background for logo, other pictures or text. This will reduce both elements' effectiveness.

Use this element for back pages or other appropriate places where it may work on it's own – as shown on these pages. It may appear in and on all of SIMs primary colours.

The illustration is depicted in 55 - 60 % of the background-colour that it lies on. It must only be placed so that it emanates out from the bottom left corner of the page.



The logo-form has been stripped bare of text, and its movement speeded up by blurring its tails. This graphic element can be used on white backgrounds only. It should not be used close to the logo itself.

The reverse side of the business card is adorned with this sea bed picture. This element is produced as a Duotone in black + Pantone 2718. The element may also be used on other occasions.

LOGO AND PRODUCT NAMES



SIMs products don't have logos of their own. The name of each product is put in Simian Display Chimpanzee. Product version number and pay-off is put in Simian Display Orangutan.

The product name is set in the same size as the font in the logo – and must also be parallel with the logo. The distance between the two should be reduced to about 2/3 of the "s" height in order to make a closer connection. The lower edge of product names version (i.e "3,5" or "4.0") must be parallel with the lower edge of the logo's text (SYSTEMS IN MOTION). The pay-off text for each product should be integrated with the last digit in the product's version number.

RationalReducer

2,0

Knowing which polygons to remove

Product name may be combined with the logo or left to stand alone. Even if the product name is used without the logo, it should still be set up in the same way as mentioned on page 16. This leaves a certain freedom concerning the size-ratio vs. the logo. It's important that all elements are combined into a compact, readable and attractive whole.

Coin

6,5

The 3D development accelerator

Choose preferably a colour from the SIM palette – black or white. Other colours may also be used. Just make sure to maintain the overall "SIM-look". Products version-numbers should be in a light or mellow colour to ensure the readability for the pay-off text.

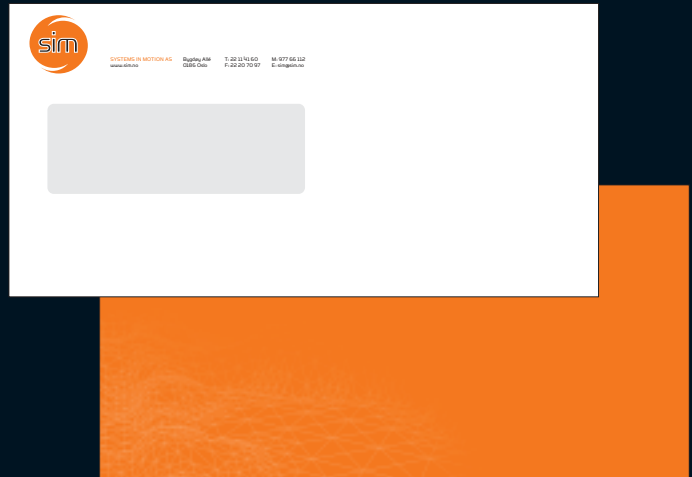
STATIONERY



Card, front and reverse

On all stationery the text "SYSTEMS IN MOTION" has been moved away from the logo, and placed together with the address etc. The colour is now orange instead of black, in order to keep the connection between the two elements.

The reverse side of the business card is adorned with the sea bed picture. This element is produced as a Duotone in black + Pantone 2718.



C6/5 envelope, front and reverse

Envelopes and stationery have a white front while the reverse is orange. On the reverse side of the C5-envelope, the grid-illustration/extra element is placed out from the bottom left corner.

STATIONERY

Letterhead with white front and orange reverse. The orange on the reverse side will show through and render the page with a warm hue.

Letterhead, front (top) and reverse (bottom)

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STATIONERY



Address label

Self-adhesive mailing-slip for use in larger, postal shipments.



PowerPoint

A template for individual pages in a Power Point presentation. Keep the heading and the logo in their area at the top of the page – and the sentence "ADVANCED 3D VISUALIZATION" in a smaller area/stripe at the bottom.

In this type of presentation it is essential to keep things simple and the design elements in their fixed places, then they won't disturb the text and content of the presentation itself.