

umore

Corporate Identity
Manual

Brand
Styleguide



INDEX

CORE ELEMENTS

01. Basic guidelines

Discusses the means available
to achieve consistency

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02. Graphic Elements

Illustrates how this guide
can be applied

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The Brand Manual is meant to improve the efficiency of the process of communication. The combination of a search for both **consistency** and **appropriateness** results in a meaningful diversity of printed items.

INTRODUCTION

1.1.

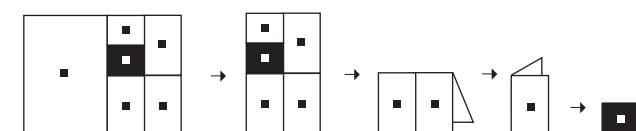
Basic Guidelines

1.2.

Core Elements - Suggested Grid

SUGGESTED GRID

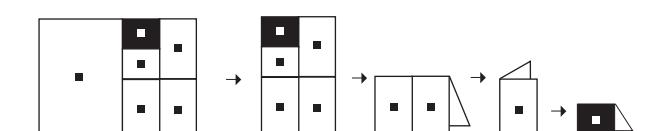
APPLYING GRID TO DIFFERENT FORMATS /MAINTAIN A CONSISTENT VISUAL IDENTITY.



The column grid

The column grid is the underlying grid divided into six columns. It creates the ideal framework for marketing literature. The column grid provides the flexibility for combining text with images in a number of ways, according to the needs of each marketing communication.

FRAMEWORK FOR POSITIONING THE LOGO AND LOCK-UP INFORMATION



The column grid

Its basic unit is 60 mm rectangle.
The grid is divided into four horizontal modules.

THE FULL BREADTH OF UMORE FORMATS CAN BE
SEEN ON THE FOLLOWING PAGES

THE OVERALL LOOK

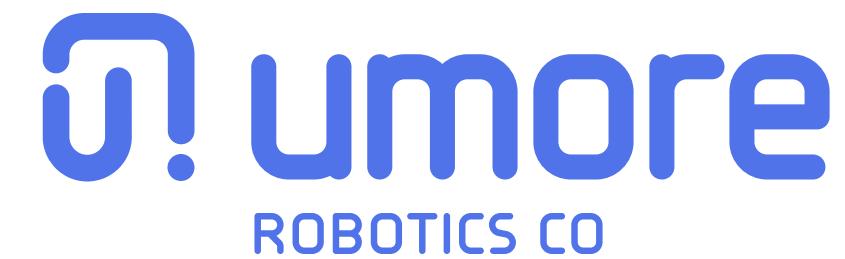
The grid achieves a disciplined look with a minimum of restrictions. Considerable efficiencies are realized with the use of a predetermined grid.

1.3.

LOGO

The logo is the most visible element of the identity - an universal signature across all.

Logo with tagline



Because the logo is such a recognisable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

1.3.1.

This helps to ensure clarity and improve the impact of the logo.

Protecting the logo

The logo should be positioned away far enough away from other logos, marks or other graphic elements so that they do not appear to constitute a single united element.



1.3.2.

This helps to ensure clarity and improve the impact of the logo.

minimum sizes

Please do not reproduce the logo smaller than 25 mm wide.

The logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished.

Even if the specific size of the logo will vary according to each application, the logo should be used in a size large enough to ensure legibility.

Graphic elements represent a system that uses a combination of typography, visual arts and page layout techniques to produce a final result. The second part of Brand Manual deals with the overall look of the piece and how all the elements fit in with it.

2.2.

BRAND COLOR PALETTE.

Color Scheme

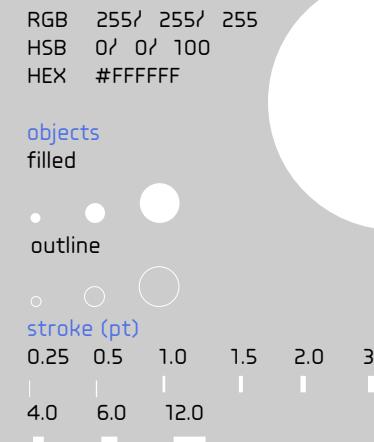
CORPORATE COLOR SCHEME

The Colour Palette is designed to establish a strong and recognizable identity which gives consistency to all materials.

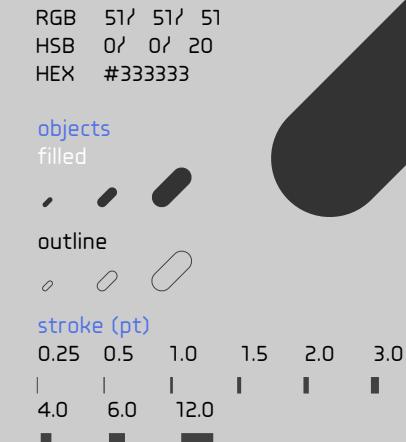
PANTONE
SOLID UNCOATED 2726 U



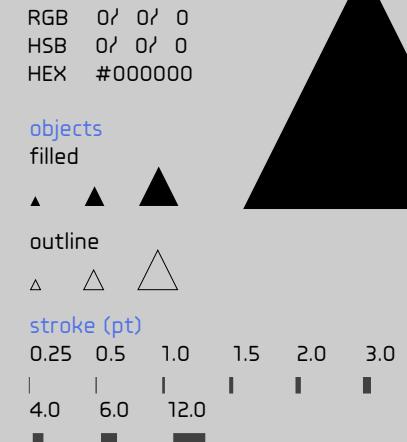
PANTONE
SOLID COATED WHITE



PANTONE
SOLID COATED BLACK 7 C



PANTONE
SOLID COATED BLACK





The Umore typeface is **Nine Metric**. It is the heart of the Umore identity and is the foundation for all Umore branding. It is available in a variety of weights to express contemporary qualities.

TYPEFACE

2.3.

MuirMcNeil Nine Metric is a varispaced geometric type system in nine weights designed for use in text or display setting.

Nine operates within strict geometric constraints and is based on a grid system of 36 unit squares subdivided into nine units. Nine Metric is constructed from vertical, horizontal and 45 degree oblique segments terminated by circular arcs.

There are nine weights in the Nine Metric system: 018 Ultra Light, 036 Extra Light, 054 Light, 072 Regular, 090 Medium, 106 Bold, 126 Heavy, 144 Black, 162 Extra Black.

018 Ultra Light

036 Extra Light

054 Light

072 Regular

090 Medium

108 Bold

126 Heavy

144 Black

162 Extra Black

Nine Metric
054 Light
280pt

Rob

Nine Metric
054 Light
60pt

mobile robots
are capable of
navigating an
environment

Nine Metric
054 Light
30pt

Mobile robots have the capability to move around in their environment and are not fixed to one physical location. Mobile robots can be "autonomous" (AMR - autonomous mobile robot)

Nine Metric
054 Light
280pt

When a variety of type sizes and weights are used, the differences between them must be clearly recognisable. The contrast creates clear, strong and consistent designs.

Tannhauser

Headline /NM Heavy 48pt

Supporting Title /NM Heavy 13pt

Body Text/NM Medium 12pt

Romantischer Oper von Richard Wagner

Musikalische Leitung: Christian Vochting

Inszenierung: Hans Hotter

Bühnenbild und Kostume: Max Rothlisberger

Choreographie: Renate Ebermann

Chore: Hans Erismann

Bluthochzeit

Headline /NM Heavy 48pt

Supporting Title /NM Heavy 13pt

Body Text/NM Medium 12pt

Lyrische Tragodie von Federico Garcia Lorca

Musik von Wolfgang Fortner

Musikalische Leitung: Armin Jordan

Inszenierung: Kurt Erhardt

Bühnenbild und Kostume: Toni Businger

2.3.1. Typographic Hierarchy

ROB
OTS

Muir McNeil

Nine Metric 108 Bold

300
pt

Kerning
-60pt

MuirMcNeil Nine Metric should be KERNED according to context. When used at large sizes (100 points or more) the space between individual characters should be reduced.

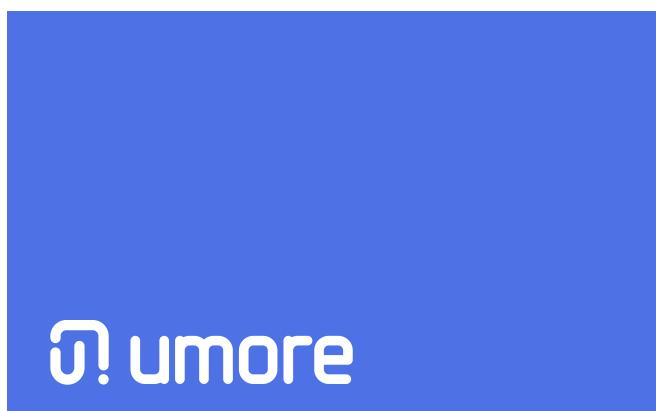
The example above is set in Nine Metric Bold 300pt with a -60 kerning.

2.3.

Business Card /Letter
/Invoice /Folder

Basic identity kit

/Business Card Template

**umore**

/Letterhead Template

AUTONOMOUS ROBOT SYSTEMS



ADDRESS 6-701 NO. 328
XINGHU AVENUE SIP,
SUZHOU 215123,
CHINA

TELEPHONE 0086-512-62535575
FAX 0086-512-62535565

REF/

DATE/

Gregors Blick richtete sich dann zum Fenster, und das trübe Wetter – man hörte Regentropfen auf das Fensterblech aufschlagen – machte ihn ganz melancholisch. »Wie wäre es, wenn ich noch ein wenig weiterschliefe und alle Narrheiten vergäße,« dachte er, aber das war gänzlich undurchführbar, denn er war gewöhnt, auf der rechten Seite zu schlafen, konnte sich aber in seinem gegenwärtigen Zustand nicht in diese Lage bringen.

War gänzlich undurchführbar, denn er war gewöhnt,
Michael Oliva

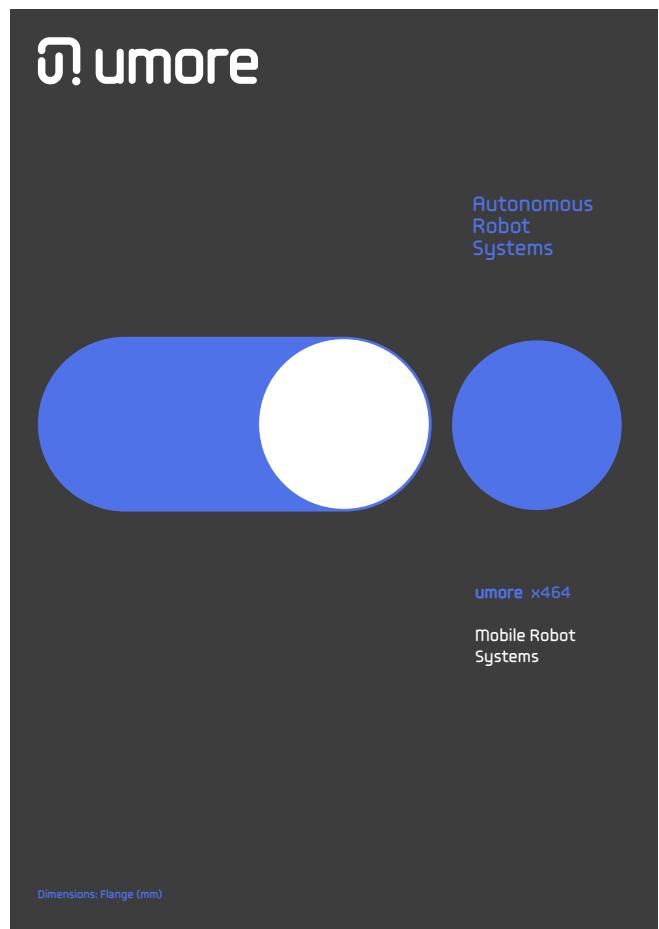
CEO

PRILSWAAGCSPAGNES DIRECT MAIL
SALES PROMOTION PRERELURP - SERCENDING

/Folder Template

Folder Template

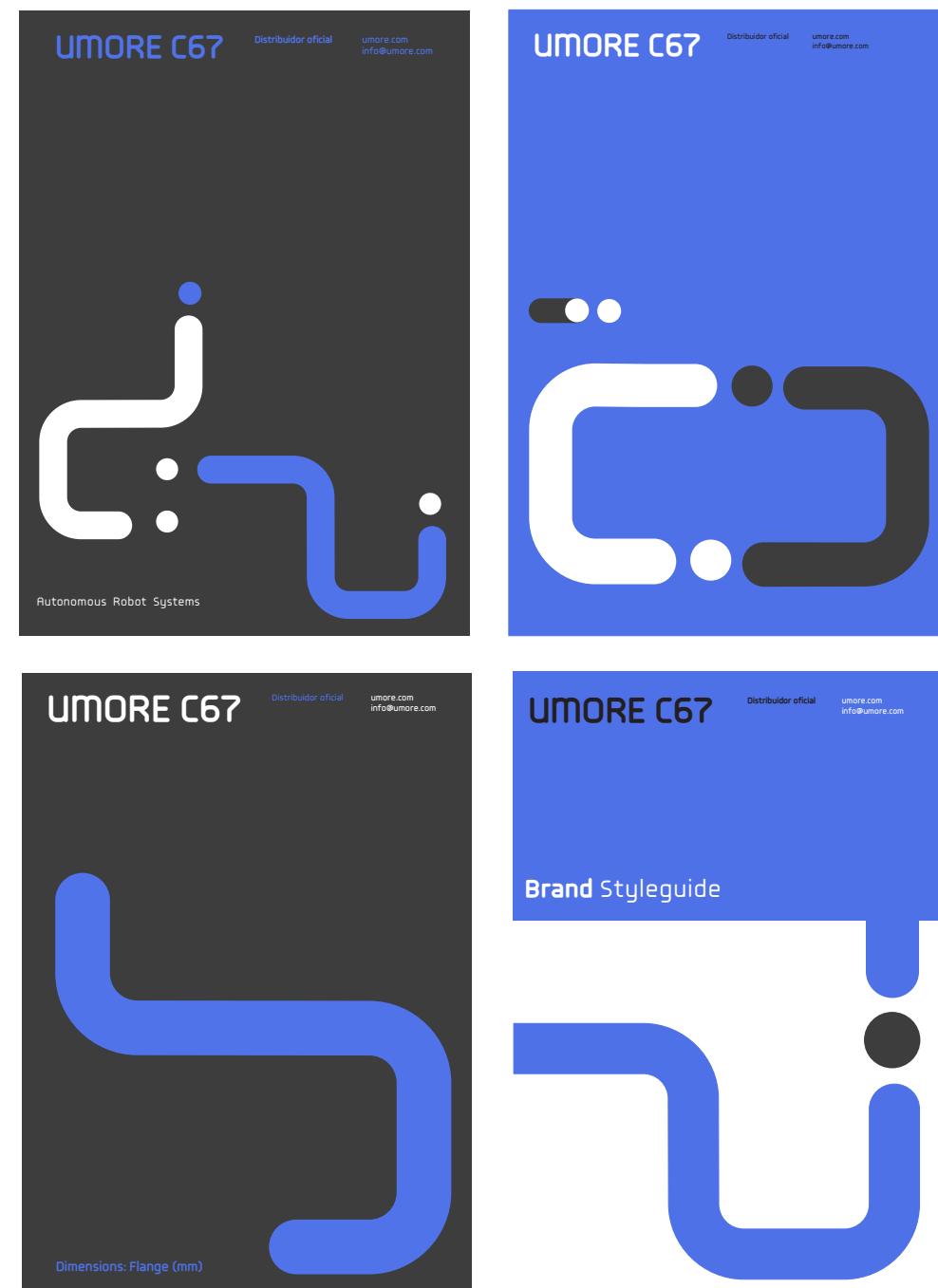
/Presentation Folder A4



/Folder Template - 185/297mm

CONSISTENCY - While creating rhythms and variations from item to item, a must is to maintain an overall aesthetic integrity.

- PANTONE SOLID UNCOATED 2726 U
- PANTONE SOLID COATED BLACK 7 C
- PANTONE SOLID COATED WHITE
- PANTONE SOLID COATED BLACK



2.5.

Brochure Templates

keep individual visual
and typographic elements
simple and clear.



Umore GX 4670

Umore

Autonomous
Robot System

Umore Python™

Linear
modules
EHA



Applying typographic rules

umore GX 475

Fertigungsjahr 2015 Serviceunterlagen Autonomous Robot Systems
OC5/PCS 7

International Consultants for Utilities

The services

- Demand forecasting and demand durch H
- Überstellung des Reibrades auf die Stufenwelle des Motors. Storaugach-freier Antrieb, schweißr Plattenteller und ausbalancierbarer Tonarm mit Aufschalthebele. 2 Ausfragen mit Aufschalthebele. 2 Ausfragen mit Aufschalthebele.
- umore CMX 408
- Energy management Power demand survey System reliability/availability analysis Efficient utilization of energy resources
- umore CMX 113
- Combined heat and power supply Diesel power plants Gasturbine peaking and bas load stations Combined cycle high efficiency stations Steam turbine power stations
- umore CMX 408
- Regional electrification Urban and rural public distribution systems Industrial distribution systems Outdoor and indoor substations Transmissions systems

The products

- umore CMX 408
- Fuel treatment Rehabilitation surveys System stability analysis Load management Tariff structures
- umore CMX 113
- Waste material fired power stations Mini and micro hydro plants Total economy systems Low heat value fuel utilization Waste heat recuperation District heating
- umore CMX 408
- Communication systems System protection and automation Regional power development planning Productive use assessment

Technische Daten

Geräteart: umore CMX 408 durch Hohenstellung des Reibrades auf die Stufenwelle des Motors. Storaugach-freier Antrieb, schweißr Plattenteller und ausbalancierbarer Tonarm mit Aufschalthebele. 2 Ausfragen lisferde.

Rufzeichen: a) PC 8 mit elektromagnetischen Tonensystem Shure M 7 U M7D b) PCS ohne Tonensystem

Gehäuse: Holzdeckel, grau oder graphit, abnehmbarer Plexiglasdeckel

Maße: Breite 40 cm, Höhe 20,5 cm, Tiefe 32 cm

Motor: Hysteresis-Synchronmotor für 220 V Wechselstrom, 50 Hz, festsitzend aufgehängt. Antrieb über Gummiringrad, Zwischenrolle, Gummibremse und Antriebsteller.

Plattenteller: 29,6 cm Ø, Gewicht 2,7 kg, ausgeweicht Ringe gehartet auf Kugellippe laufend

Resonanzfrequenz: <15 Hz

Storabstand: > 92 dB

Typographic rules need to be applied uniformly, so that the connotations of a particular type style, or the results of interaction with a certain graphic element, are independent of their context.

UMORE C67
10 PRINCIPLES FOR GOOD DESIGN

Principle V10

29 cm lang, Kugellager für horizontale und vertikale Bewegung. Schraubgewicht für Balance (Feinjustierung) horizontale und vertikale Bewegung. Schraubgewicht für Balance (Feinjustierung) horizontale und vertikale Bewegung. Schraubgewicht

29 cm lang, Kugellager für horizontale und vertikale Bewegung. Schraubgewicht für Balance (Feinjustierung) horizontale und vertikale Bewegung.

Francoboli permanenti "Juliana Regina"

Disegno S.L. Hartz. Emissione 1969

Valori e colori:
Fior.1 verde
fior.25 rosso bordo
fior.250 blu verdastro

numero di ordinazione 6107

Dati tecnici:
Formato dell'immagine 33 x 33 mm
Formato dei francobolli 25 x 36 mm
Dentellatura Carta non filigrana
Gomma sintetica
Quartini da 5 x 10 = 50 francobolli
Stampa rotocalco
Tipografia Joh. Enschede en Zonen Haarlem

Francoboli permanenti "Juliana Regina"

Disegno S.L. Hartz. Emissione 1969

Umore C67
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Disegno S.L. Hartz. Emissione 1969

Valores y colores:
Fior.1 verde
fior.25 rosso bordo
fior.250 blu verdastro

Número de pedido 6107

Datos técnicos:
Tamaño de la imagen 33 x 33 mm
Tamaño de los sellos 25 x 36 mm
Dentado 12/3/14
Papel Gomado
División de la haja goma sintética
Técnica de impresión impresor
Joh. Enschede en Zonen Haarlem

Número de ordenación 6107

Datos técnicos:
Formato dell'immagine 33 x 33 mm
Formato dei francobolli 25 x 36 mm
Dentellatura Carta non filigrana
Gomma sintetica

Sellos de franqueo permanentes "Juliana Regina"