

FRAUSCHER

Brand Guidelines

11.2022

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Introduction

We strengthen and modernise our brand. As a “Big Player” we want to be the market leader and guarantee recognition – our personality as a company must be preserved. The symbol “F” stands for Frauscher. As a simplified representation of a track layout it is unique and convertible. The new lettering combines digitalisation and humanity: sharp edges pick up on technical components, round shapes emphasise the approachable side of partnership.

Frauscher Sensor Technology Group GmbH, called Group

FRAUSCHER

Frauscher Sensortechnik GmbH, called Frauscher

 **FRAUSCHER**

Frauscher Sensonic GmbH, called Sensonic

 **SENSONIC**

Logo

Main Version
Group

Petrol remains as the main colour and stands for the Frauscher Group. The logo should be white, when used on a dark background.

FRAUSCHER

FRAUSCHER

Logo

Main Version

Frauscher

The main colour of the Sensor Technology logo will be Dark Blue. Petrol remains as part of the new signet that is added to the Frauscher wordmark. Contrast needs to be checked when used on a dark background.



Logo

Main Version

Rail Signalling



FRAUSCHER

Rail Signalling Systems



FRAUSCHER

Rail Signalling Systems

Logo

Variants

Frauscher

The main version should always have preference, but sometimes there are printing limitations. That's why variants of the logo are presented.

Main version



Black and White



Grayscale



50% Black

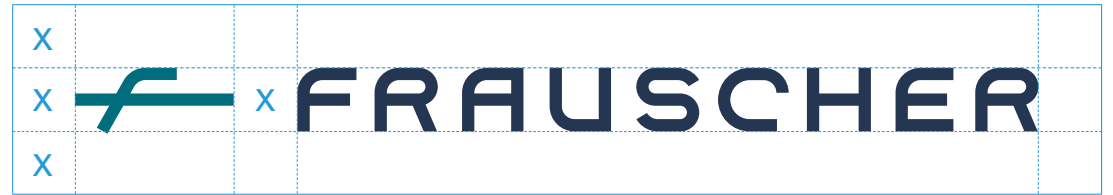
100% Black



Clear Space



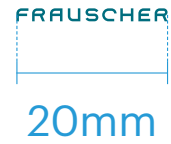
The clear space around the logo can be measured by the height of the Frauscher F.



Minimum Size

These are the minimum sizes for each of the Frauscher logos.

Group



Frauscher



Rail Signalling



Specifications

1. Never stretch, squash or rotate the Frauscher logos.

2. Never apply shadows or effects of any kind to the Frauscher logos.

3. Never use the Frauscher logos in outlines.

4. Never change the colours of the Frauscher logos.

5. Never place the Frauscher logos over a complicated image.

6. The Frauscher logos have to follow the Clear Space rules (see page 16) and should never be cropped.

Don'ts

To ensure that the Frauscher logos are not victims of aesthetic vandalism, the following general rules apply: **Do not change, alter, modify any part of the logos.** Some examples of missuses are shown below.

1.



The Frauscher logo is shown rotated and stretched, which is incorrect. A red diagonal line is drawn over the logo to indicate it is a bad example.

2.



The Frauscher logo is shown with a shadow effect, which is incorrect. A red diagonal line is drawn over the logo to indicate it is a bad example.

3.



The Frauscher logo is shown in an outline style, which is incorrect. A red diagonal line is drawn over the logo to indicate it is a bad example.

4.



The Frauscher logo is shown with a green 'f' symbol instead of the standard blue 'f', which is incorrect. A red diagonal line is drawn over the logo to indicate it is a bad example.

5.



6.



The Frauscher logo is shown cropped, which is incorrect. A red diagonal line is drawn over the logo to indicate it is a bad example.

The signet is not combined with the group logo, but stands for the Frauscher group.

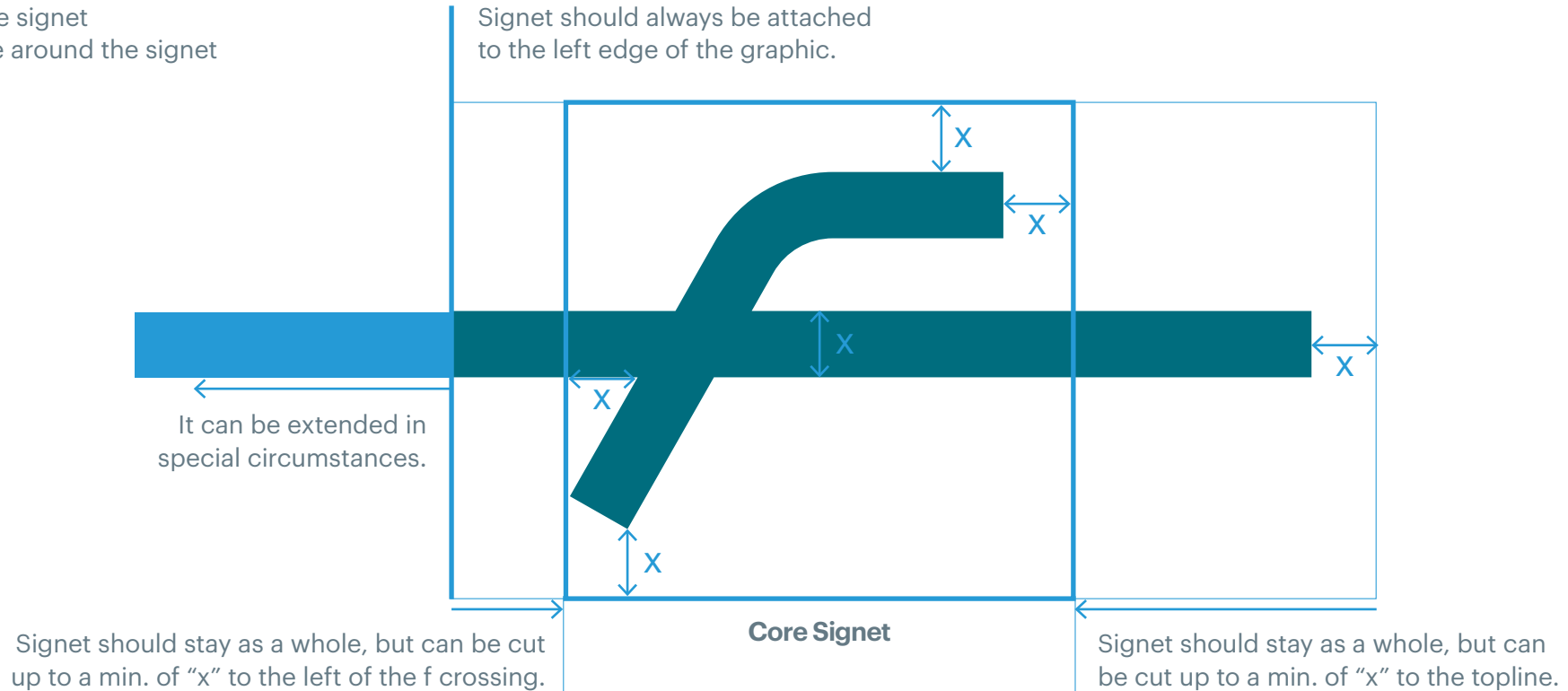


Usage

General

The signet can be used for graphic purpose, ideally stays as a whole, but can be cut to fit the format. **Primary use:** in petrol on white, in white on dark background (invers). **Secondary use:** on a primary coloured background with signet in the 10K darker tone.

x = width of the signet
= clear space around the signet



Colours

Modern simplicity meets innovation. The mix of colours combines these values in an exciting way. Through its combination and accentuation the Frauscher colour spectrum creates an innovative appearance with a strong recognition value.

The primary colours are Petrol, Darkblue, Mint and White. The secondary colours are yellow, red and grey tones.

In Frauscher communication, only these specified colours may be used. Depending on the application, different colour systems are used: CMYK for printed media; RGB and hexadecimal values for digital media.

Primary Colours

PETROL

RGB 0 / 109 / 126

HEX #006d7e

CMYK 100 / 0 / 30 / 40

PANTONE 3155 C + U

RAL 5021 Wasserblau

DARK BLUE

RGB 37 / 54 / 82

HEX #253652

CMYK 85 / 65 / 30 / 45

PANTONE 534 C + 540 U

RAL 5003 Saphirblau

The primary colours are present on the logos.

WHITE

MINT

RGB 60 / 183 / 170

HEX #3cb7aa

CMYK 70 / 0 / 40 / 0

PANTONE 570 C + 571 U

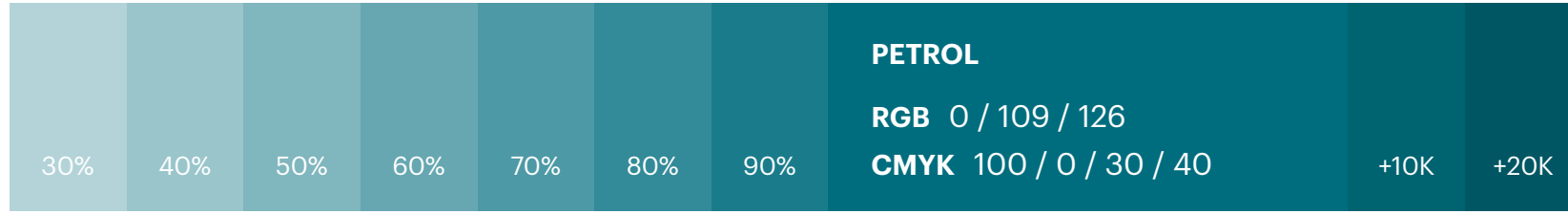
RAL 6027 Lichtgrün

Primary Colours

Shades

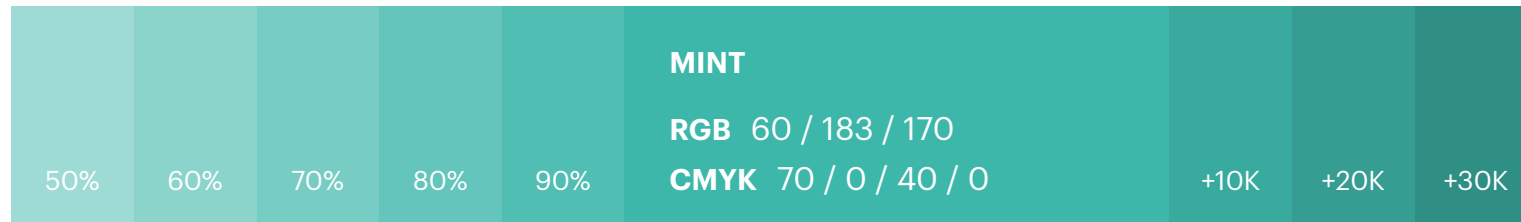
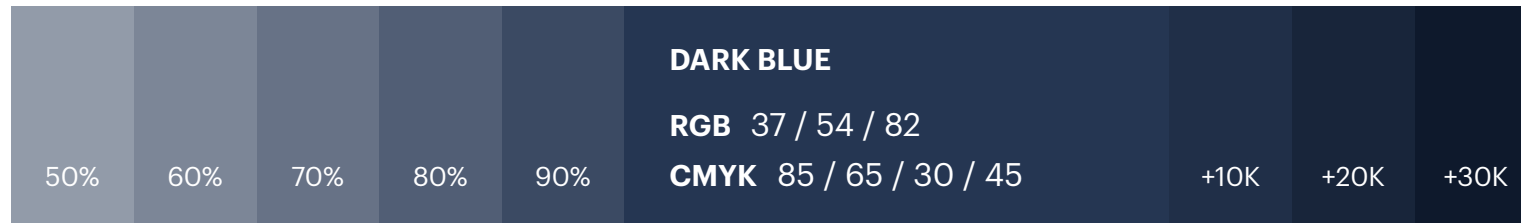
Shades of the primary colours can be used on communication materials.

Transparency lower than 30% is not allowed



Darker than +20K shades of petrol are not allowed

Transparency lower than 50% is not allowed



Secondary Colours

The secondary colours were defined to support Frauscher's communication materials.

DARK GREY

RGB 63 / 78 / 84

HEX #3f4e54

CMYK 30 / 0 / 0 / 80

PANTONE Cool Gray 11 C + U

RAL 7043 Verkehrsgrau B

MEDIUM GREY

RGB 100 / 121 / 132

HEX #647984

CMYK 30 / 0 / 0 / 60

PANTONE 444 C + U

RAL 7046 Telegrau 2

LIGHT GREY 1

RGB 173 / 182 / 188

HEX #adb6bc

CMYK 10 / 0 / 0 / 35

PANTONE Cool Gray 4 C + U

RAL 7040 Fenstergrau

LIGHT GREY 2

RGB 218 / 222 / 225

HEX #dadee1

CMYK 4 / 0 / 0 / 16

PANTONE Cool Gray 1 C + U

RAL 7035 Lichtgrau

Secondary Colours

Red and yellow can be used to highlight important information and show warnings. These colours should be mainly used for user interfaces.

RED

RGB 229 / 32 / 39

HEX #e52027

CMYK 0 / 95 / 85 / 0

PANTONE Warm Red C + U

RAL 3024 Leuchtrot

YELLOW

RGB 249 / 190 / 4

HEX #f9be04

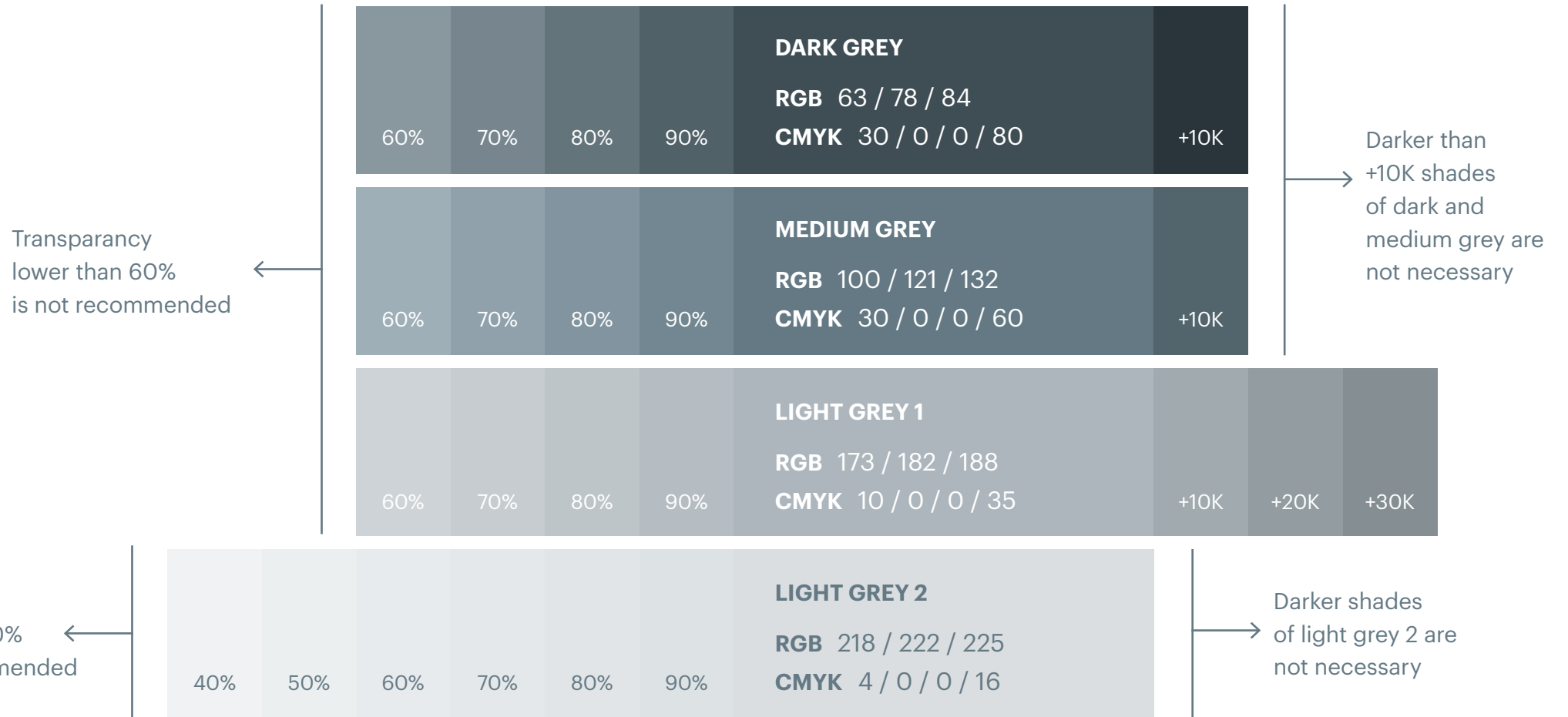
CMYK 0 / 20 / 100 / 0

PANTONE 123 C + 114 U

RAL 1018 Zinkgelb

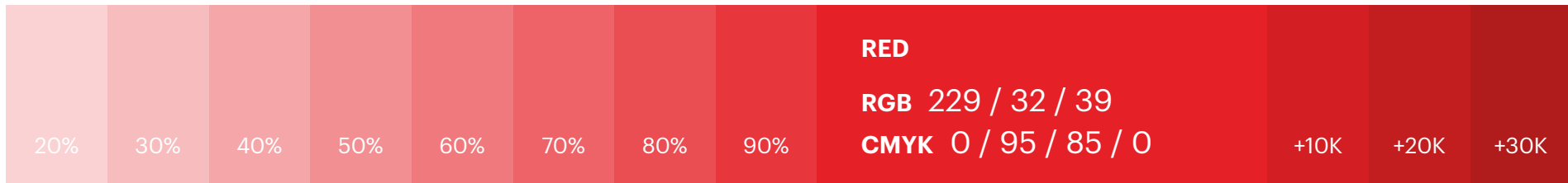
Secondary Colours

Shades

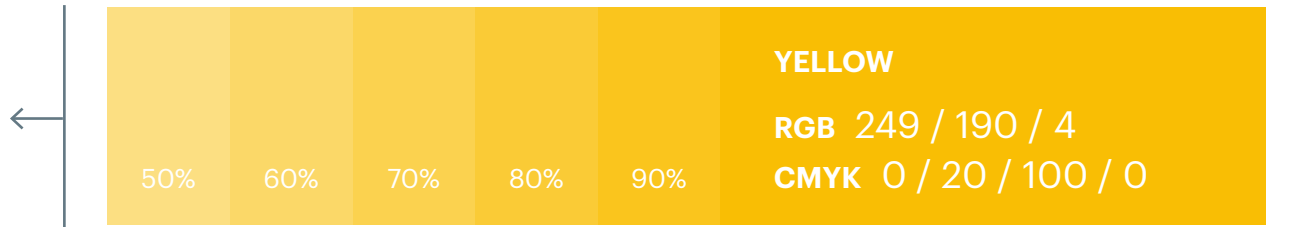


Secondary Colours

Shades



Transparency
lower than 60%
is not allowed



Darker shades
of yellow are
not allowed

Colours

Colour Division

Group



Frauscher



Digitaldruckfolie und Folienschnitt

Aufkleber Digitaldruckfolie

Digitaldruckfolie inkl. Schutzfolierung matt

Folie: Orajet 3165 (normalklebend)

Finish: Oraguard 215 Matt (Schutzlack)

Aufkleber Folienschnitt

Folienschnitt (Einzelbuchstaben) (keine Schutzlaminierung, nicht nötig)

Folie: Oracal 751C oder Orajet 3105HT (noch stärkerer als Oracal 751C)

PETROL Foil ORACAL 608 Petrol	MINT Foil ORACAL 055 Mint	DARK BLUE Foil ORACAL 518 Steel Blue
White Foil ORACAL 010 White Matt	BLACK Foil ORACAL 070 Black	DARK GREY Foil ORACAL 073 Dark Grey
MEDIUM GREY Foil ORACAL 713 Iron Grey	LIGHT GREY 1 Foil ORACAL 724 Ice Grey	LIGHT GREY 2 Foil ORACAL 072 Light Grey

Typography

The main Frauscher typeface is “Graphik LCG”, a simple and rational sans serif font, which is a mixture of a classical grotesque and a geometric sans font – to be equally used in printed (stationary, brochures, etc.) and digital media (website).

In Frauscher communication only the “Graphik LCG” font may be used. If a system font is required (e.g. newsletters), the font “Arial” is allowed.

Graphik LCG Regular

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Graphik LCG Semibold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Graphik LCG Light

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Graphik LCG Bold

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmn

opqrstuvwxyz

0123456789

Office communication

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Arial Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

Graphik LCG provides all the Glyphs for Russian or Greek.

Graphik LCG Light

абвгдеёжзийклмнопрстуфхцчшщъыьэюя
αβγδεζηθικλμνξοπρςστυφχψω

Graphik LCG Regular

абвгдеёжзийклмнопрстуфхцчшщъыьэюя
αβγδεζηθικλμνξοπρςστυφχψω

Graphik LCG Semibold

абвгдеёжзийклмнопрстуфхцчшщъыьэюя
αβγδεζηθικλμνξοπρςστυφχψω

Graphik LCG Bold

абвгдеёжзийклмнопрстуфхцчшщъыьэюя
αβγδεζηθικλμνξοπρςστυφχψω

For Thai please use the font Adobe Thai.

Adobe Thai

ก ข ฃ ค ฅ ฉ ง จ ฉ ช ซ ฌ ญ ฎ ฏ ฐ ฑ ฒ ด ต ถ ท ธ น บ ป ผ ฝ พ ฟ ภ ม ย ร ฤ ล ฬ ว ศ ษ ส ห

For Chinese please use the font Arial Unicode MS

Arial Unicode MS

诶 比 西 迪 伊 艾 弗 吉 艾 尺 艾 杰 开 艾 勒 艾 马 艾 娜 哦 屁
吉 吾 艾 儿 艾 丝 提 伊 吾 维 豆 贝 尔 维 艾 克 斯 吾 艾 贼 德

Margins

Leading to Headlines

Leading size:
30% of the
Headline

xLeading Frauscher Sensor Technology

XHeadlinex



Margins

Headlines to copy

xLeading Frauscher Sensor Technology

XHeadlinex

XXXXXXXXXX

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xLeadin Frauscher Sensor Technology

XHeadlinex

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Claim

Main Version

“Track more with less.” is Frauscher’s claim. The claim is independent from the logo and always appears as a one line sentence with a fullstop.

Track more with less.

Two colours 1
Group



Two colours 2
Frauscher



Claim
Variants

The claim can only appear in the following positive and negative versions, depending on which one of the Frauscher logos it is positioned with.

One colour 1
Group

Track more with less.

Track more with less.

One colour 2
Frauscher

Track more with less.

Track more with less.

Small-Claim Version

Construction

For **stationary materials**, like business cards and letterheads, the size of the claim in relation to the logotypes should be measured by the height of the “t” in the word “with”. The height of the “t” should be half the height of the Frauscher’s “F”.



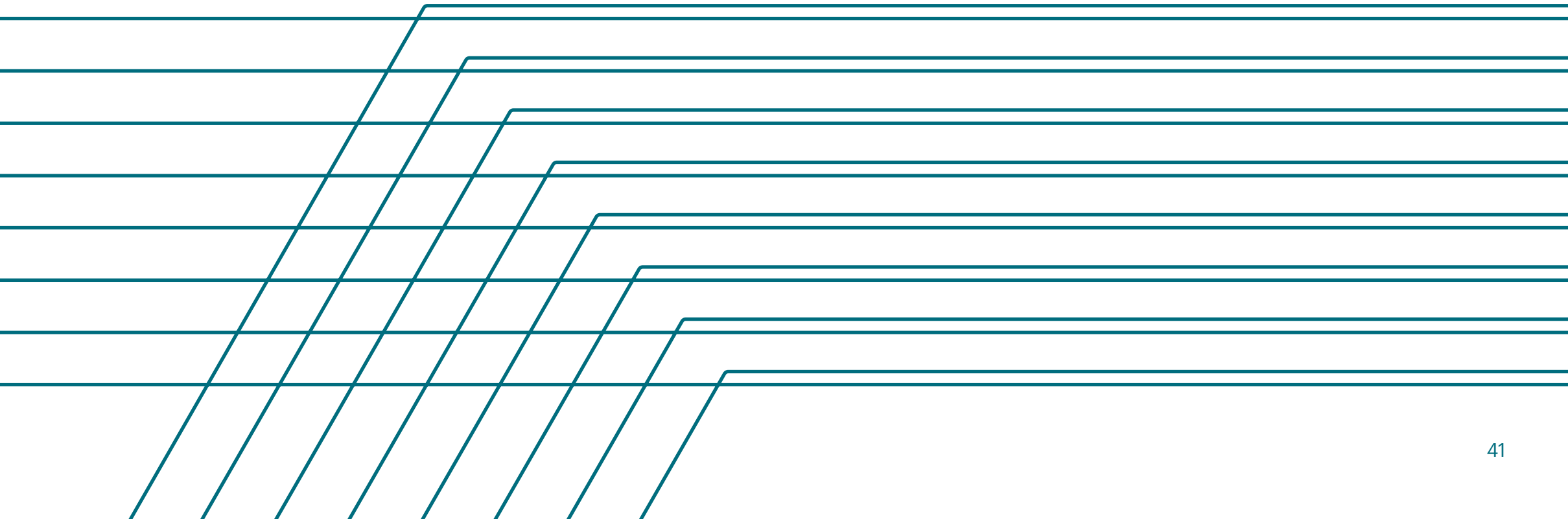
Large-Claim Version

Construction

For **promotional and communication materials**, like folders and ads, the size of the claim in relation to the logos can have the same height as the Frauscher “F”. This can be measured by the height of the letter “l” in the word “less”.



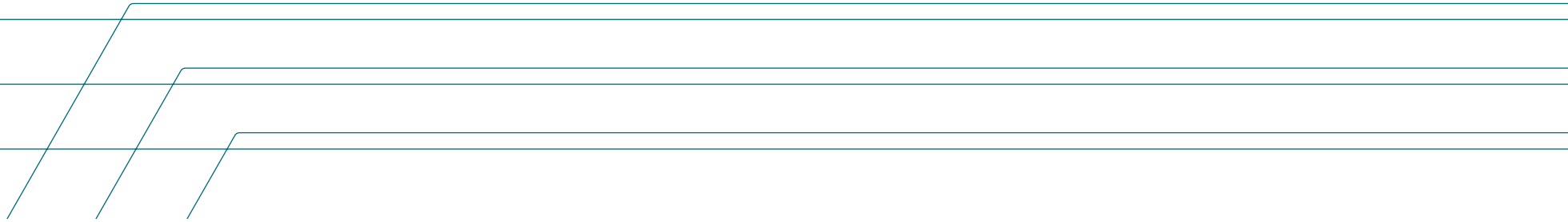
The Frauscher pattern is based on the company's signet and inspired by track plans and rails. It can appear in different ways and combinations of Frauscher's corporate colours depending on which brand it is used for.



Pattern

Stroke

Stationary, small format materials: 0,5pt



Communication and digital materials, large formats: 2pt



A single 60° line can also be used as a graphic element for a more minimalistic approach. As a pattern, it can also appear in different ways and combinations of Frauscher's corporate colours depending on which brand it is used for.

Line

Stroke

Stationary, small format materials - 0,5pt



Communication and digital materials, large formats - 2pt

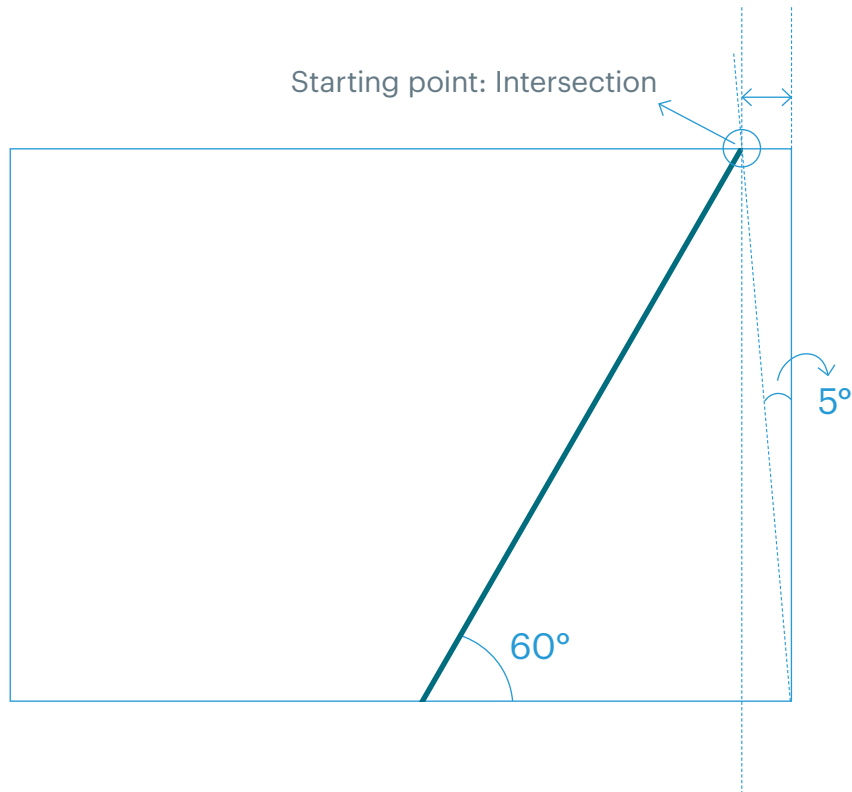


Line

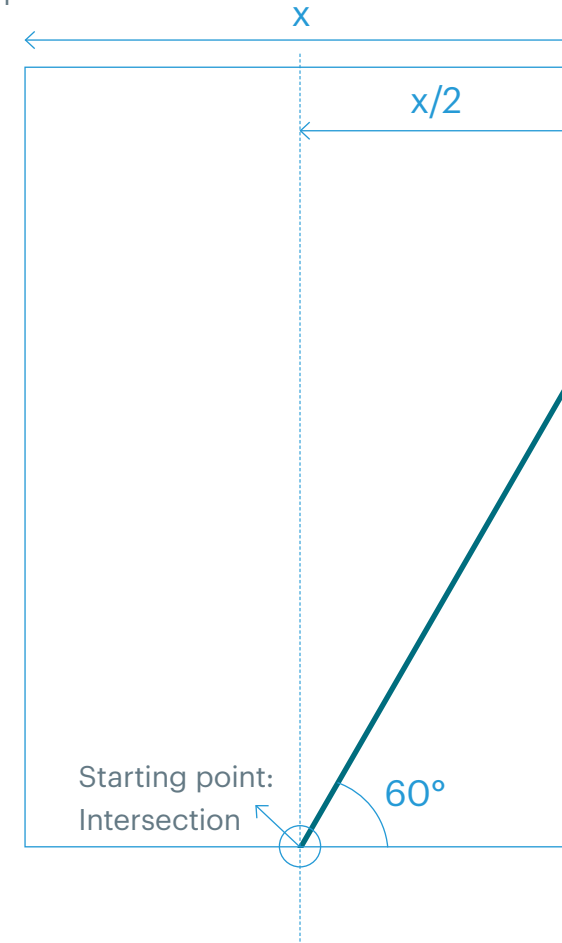
Position

The line should always be positioned on the right side. In a landscape orientated canvas the line should start at the point of intersection with a 5° line. In a portrait orientated canvas, the line should at half the width of the canvas.

Landscape orientation



Portrait orientation





www.frauscher.com