OUR BRAND POSITIONING

In a market where people relationships, price-quality ratio and supply chain reliability are crucial for business success, the worldwide demand for wheels has created a supplier-market, in which wagon builders and train operators are frequently faced with the choice of either buying from bulk suppliers with little customer-focus or from more solution-oriented suppliers who are less flexible in delivering large quantities.

Amongst our customers, KLW has gained the reputation of a firefighter team in recognition of its ability to respond to large quantity standard orders in a speedy and flexible manner, when other suppliers are overwhelmed by demand.

We are determined to move beyond this commodity image and become the first global solution-oriented supplier, able to respond to large quantity orders. We strongly believe that we can become the preferred partner to add value along our customers' freight car life-cycles.

We make every effort to understand and integrate ourselves into our customers' processes in the role of consultants rather than allowing ourselves to be their opportunistic choice in bulk supply. This is because KLW proudly looks back on its heritage of metallurgical excellence and unparalleled output capacity of the Karl Liebknecht Works. Coming from a small home market, we have naturally extended our view beyond Ukraine to make things happen in international partnerships. Our people have developed a true "can do" mentality and working spirit, which is fertile ground for collaboration at every stage: from door-to-door distribution and just-in-time delivery through to developing bespoke components and joint R&D with our clients.

Our customers benefit by having the security that their order is in capable hands. We offer a sound planning horizon combining competitive yet realistic lead-times whilst allowing for process predictability and customer intervention. We provide a direct interface not just with Sales and Project Management but also with researchers and technicians to ensure that requirements are met precisely.

CONTINUITY, TRANSPARENCY AND TRUE PARTNERSHIP THINKING, IN EVERYTHING WE DO.

BRAND BELIEFS

We believe in our "**can do**" spirit as an enabler to move beyond the standard delivery and to engage in **constructive and inspiring** dialogue with our customers and partners.

Every relationship should be as **fruitful and hassle-free** as possible for our customers. After all, our customers' success is our own success.

We **think big**, not just in terms of our production capacity, but also when it comes to thinking of solutions for our customers' challenges in a holistic way. We foster an **open and team-oriented** work culture that values constructive critique and personal development.
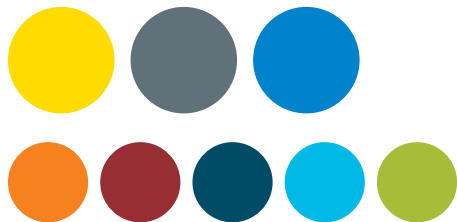
KLW logo

corporate typeface

| Thin | Light | Regular | Medium | Bold | Extra Bold | Black |

Daxline Pro

colour palette

graphic element (KLW edge)

RELAX, WE TAKE CARE
A HEADLINE CAN BE SHORTER
OR LONDER. IT DEPENDS

DOLORES IPSUM
ERET MITERAL VAS

MICHAEL IS'KOV
General Manager

photographic style

This overview illustrates the most important design elements for the implementation of the new KLW Corporate Design.

In addition to the KLW logo, there are four other important design elements which shape the visual identity of KLW.

- corporate typeface
- colour palette
- graphical element
- photographic style

A detailed description of each individual element can be found in the following chapters.

The application of the individual elements must follow the guidelines.

BASIC RULES
- Always make sure that you apply all of the design elements consistently.

LOGO – CONTENT

The KLW logo is made up of three elements: the wordmark, the symbol and the endorsement.

THE WORDMARK
Created using specially drawn letters, the KLW logo is unique. Therefore, it should never be redrawn or manipulated in any way.

THE PICTUREMARK
It symbolises speed, modernity and focus - combined with a strong signal colour.

THE ENDORSEMENT
The endorsement should compliment the KLW logo and is intended to ensure strong, mutually-beneficial association between the 2 brands.

These three elements are locked together in a fixed relationship and should never be altered in any way.

YOU WILL FIND THE MASTER ARTWORK ON THE CD-ROM PROVIDED WITH THESE GUIDELINES AND THE LOGO DATABASE.

For further information about file specifications, please contact: Aleksey Orishechok, Manager on Design and Polygraphy at KLW.

The KLW logo

The picturemark

The wordmark

The endorsement

The size of the logo is measured by its width.

To ensure that the logo is sufficiently visible, the width of the logo should never be smaller than 16 mm.

When a logo smaller than 16mm is necessary, the special logo (page 11 et sqq.) should be used.

SIZE
Recommended logo sizes for standard formats have been made. When printing special formats, please select the most similar format as a reference point for the size of the logo.

Format	mm
DIN A1	86
DIN A2	60
DIN A3	42
DIN A4	30
DIN A5	22
DIN A6	16
DL	22
US Letter	30

x
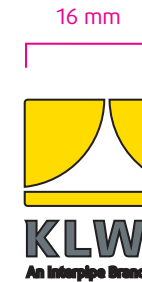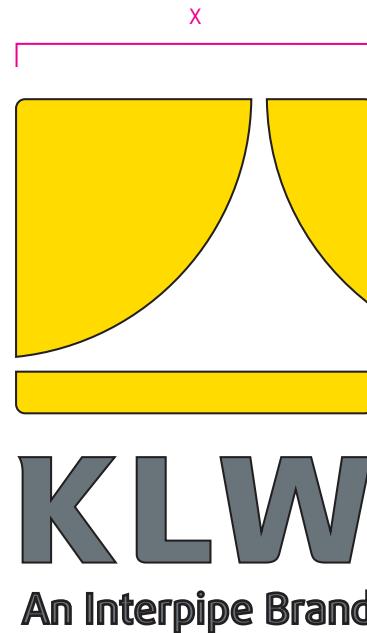
16 mm

Smallest size: 16 mm width

To ensure that the KLW logo is immediately recognisable and always legible, it must appear with an area of clear space that is free of other elements such as type or imagery.

The outer box around the KLW logo shows the minimum area of clear space that is permitted as illustrated.

The minimum clear space is just that, a minimum – the more space permitted around the logo, the greater its visual dignity.

In order for the minimum clear space to be easy to use, it's in the form of an invisible rectangle in all digital originals. The rectangle allows the logo to be automatically centred in most layout programs.

BASIC RULES
- The KLW logo is surrounded by a minimum area of clear space which remains free of other elements at all times
- The clear space may not be altered
- The clear space is defined by the height of the word mark
- The clear space does not define the position of the logo on any format

$^1/_2$ X

$^1/_2$ X

$^1/_2$ X

$^1/_2$ X

X

KLW
An Interpipe Brand
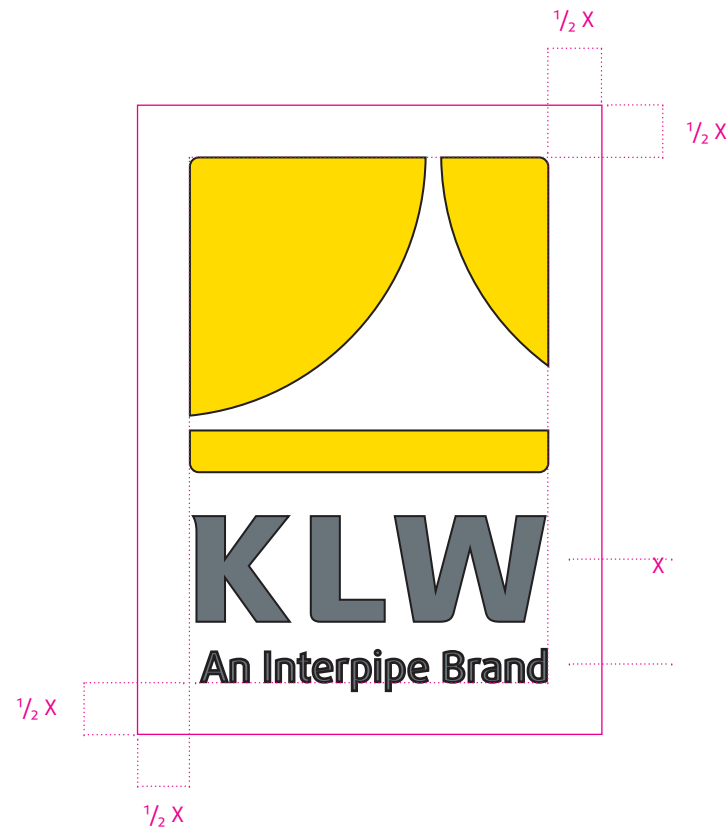
The KLW logo should preferably always be used in the colour version on a white background. However, if colour print is not possible, you may refer to the black + white version or a negative white version as illustrated.

BASIC RULES
– The colour version of the KLW logo is the preferred version
– The KLW logo may only be featured in the colour versions shown here
– The colour version of the KLW logo is always reproduced on a white background. No other colours or backgrounds are allowed
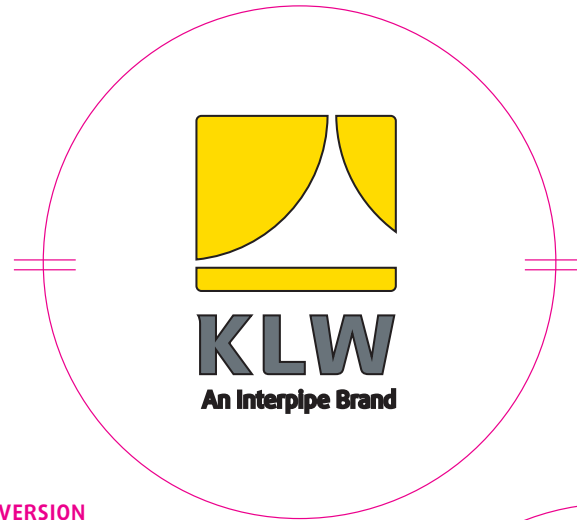
COLOUR VERSION
printed in KLW Yellow
and KLW Grey on a
white background
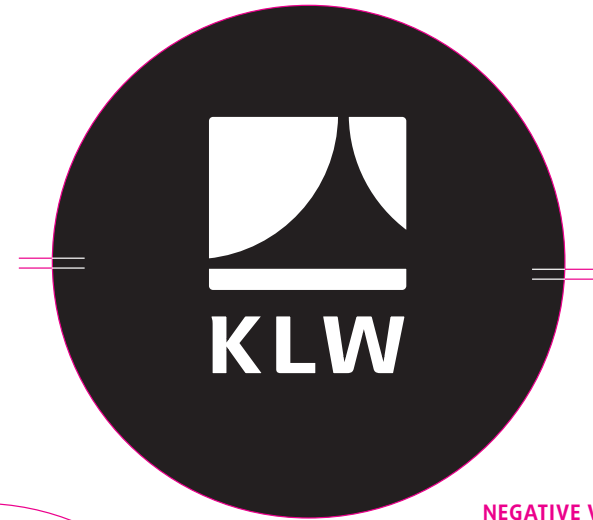
NEGATIVE VERSION
printed negative white
on a black background

BLACK + WHITE VERSION
printed in 100 % black
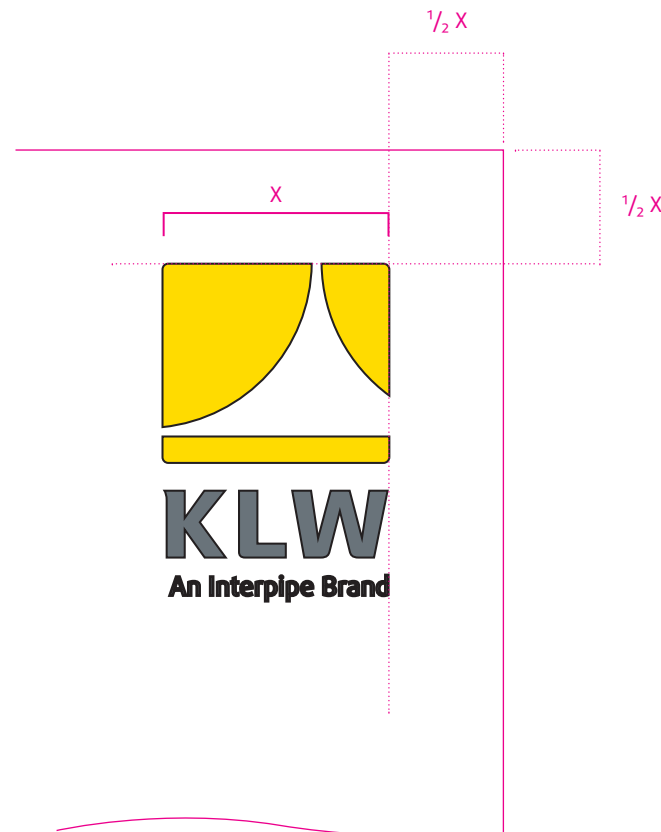on a white background
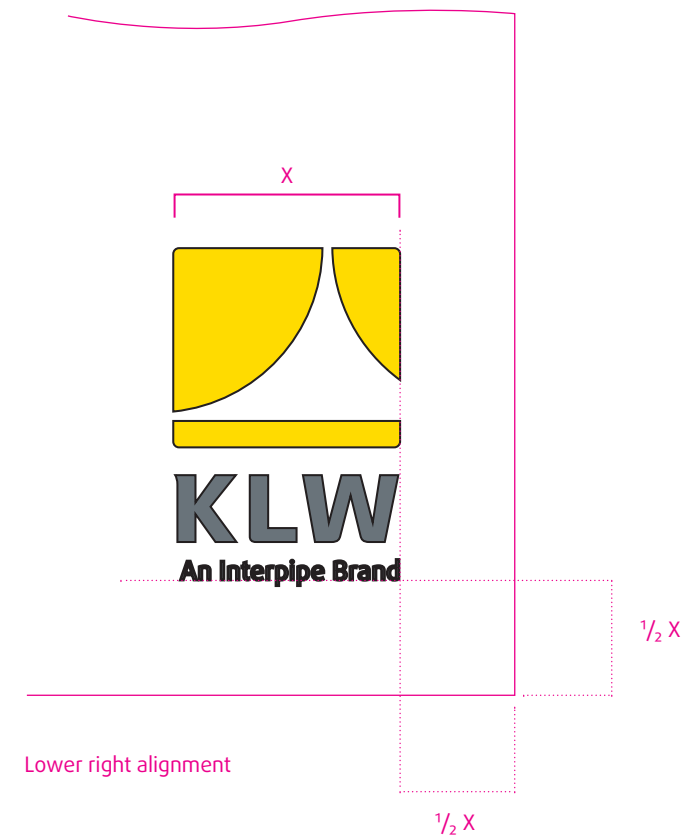
To ensure the consistent application of the logo, a fixed position of this unique element has been defined for all formats.

The logo should generally be right aligned within the format. The space between the logo and the margin is equal to the ½ width of the logo, defined as ½ X.

$^1/_2$ X

X

$^1/_2$ X

X

$^1/_2$ X

$^1/_2$ X

Upper right alignment

Lower right alignment

The KLW special logo is made up of three elements: the wordmark, the symbol and the endorsement.

THE WORDMARK
Created using specially drawn letters, the KLW special logo is unique. Therefore, it should never be redrawn or manipulated in any way.

THE SYMBOL
It symbolises speed, modernity and focus - combined with a strong signal colour.

THE ENDORSEMENT
The endorsement should compliment the KLW logo and is intended to ensure strong, mutually-beneficial association between the 2 brands.

These three elements are locked together in a fixed relationship and should never be altered in any way.

YOU WILL FIND THE MASTER ARTWORK ON THE CD-ROM PROVIDED WITH THESE GUIDE-LINES AND THE LOGO DATABASE.

For further information about file specifications, please contact: Aleksey Orishechok, Manager on Design and Polygraphy at KLW.

KLW special logo

picturemark

wordmark

endorsement

If however the use of the KLW Logo is not possible, the KLW special logo is available.

It is used for small applications such as give aways, to ensure the legibility of the logo and the endorsement.

All defined specifications of the KLW logo also apply for the KLW special logo. Exceptions are described on the following pages.

The size of the KLW special logo is measured by its width.

The KLW special logo is only to be used for special applications such as banners, pens and other small applications.

To ensure that the logo is sufficiently visible, the size of the KLW special logo should never be smaller than 25 mm (8 mm picturemark width).

x

25 mm

8 mm

smallest size

To ensure that the KLW special logo is immediately recognisable and always legible, it must appear with an area of clear space that is free of other elements such as type or imagery.

The outer box around the KLW special logo shows the minimum area of clear space that is permitted as illustrated.

The minimum clear space is just that, a minimum – the more space permitted around the logo, the greater its visual dignity.

In order for the minimum clear space to be easy to use, it's in the form of an invisible rectangle in all digital originals. The rectangle allows the logo to be automatically centred in most layout programs.

BASIC RULES

– The KLW special logo is surrounded by a minimum area of clear space which remains free of other elements at all times
– The clear space may not be altered
– The clear space is defined by the height of the word mark
– The clear space does not define the position of the logo on any format

$\frac{1}{2}$ X

$\frac{1}{2}$ X

X

$\frac{1}{2}$ X

$\frac{1}{2}$ X

KLW

An Interpipe Brand
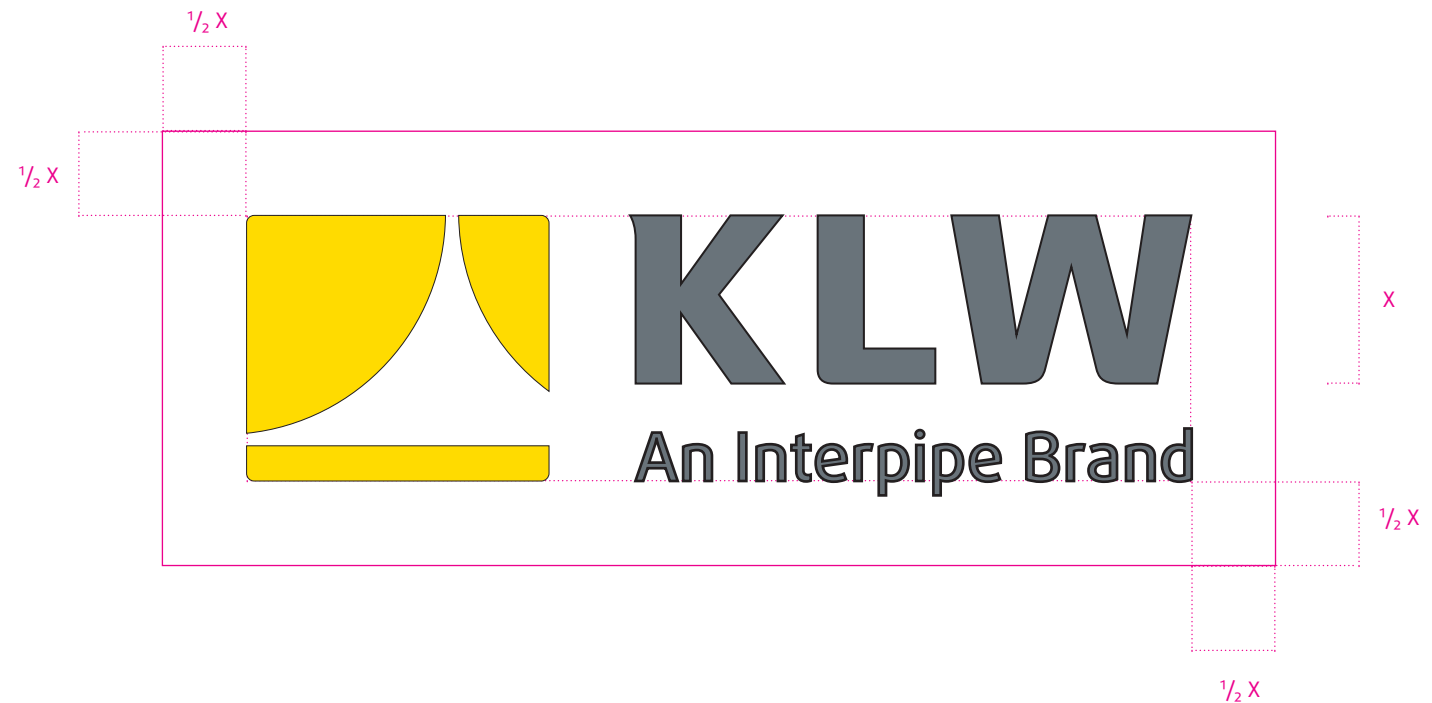
The KLW logo should preferably always be used in the colour version on a white background. However, if colour print is not possible, you may refer to the black + white version or a negative white version as illustrated.

BASIC RULES
– The colour version of the KLW special logo is the preferred version
– The KLW special logo may only be featured in the colour versions shown here
– The colour version of the KLW special logo is always reproduced on a white background. No other colours or backgrounds are allowed
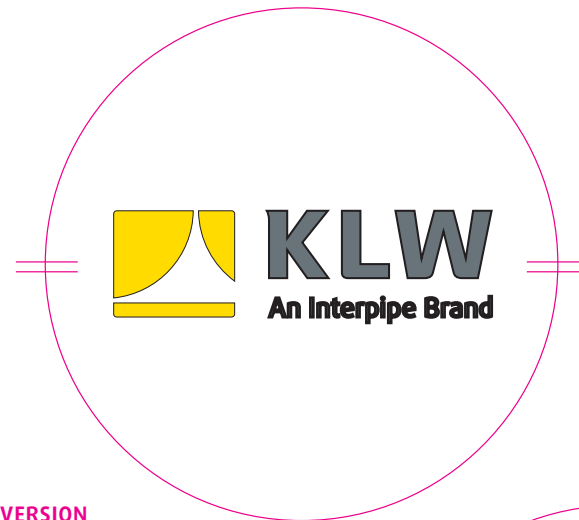
COLOUR VERSION
printed in KLW Yellow and KLW Grey on a white background
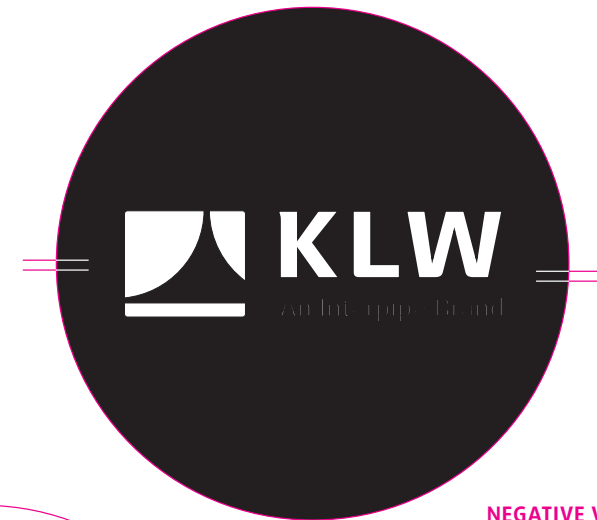
NEGATIVE VERSION
printed negative white on a black background
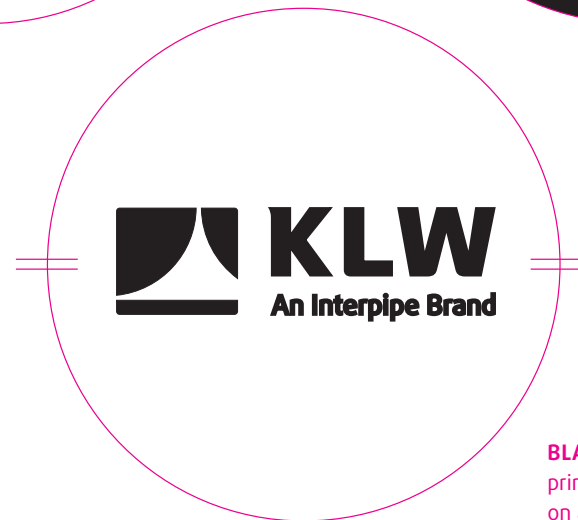
BLACK + WHITE VERSION
printed in 100 % black on a white background

Building a successful identity for KLW depends upon the consistency with which the KLW logo and KLW special logo is applied. Incorrect use of the KLW logo and KLW special logo, however slight, will reduce the overall impact of the KLW identity.

To ensure consistent and accurate reproduction, the guidelines outlined in this document should be applied. The KLW logo and KLW special logo should only ever be reproduced using master artwork, which can be found on the KLW Design Guidelines CD-ROM.

This page illustrates only a few examples of prohibited use of the KLW logo and KLW special logo, focusing on the two most important considerations – legibility and changing the logo.

All these examples apply to the KLW logo and the KLW special logo.

Do not alter proportions or the fixed relation between the symbol and the wordmark

Do not change the order of the KLW logo

Do not change the order in which the KLW logo is laid out

Do not use any other typeface for the KLW wordmark and the endorsement

Do not use any special effects e.g. drop shadows

Do not use the KLW logo on a coloured background

Do not use the KLW logo on a complex or high-contrast background
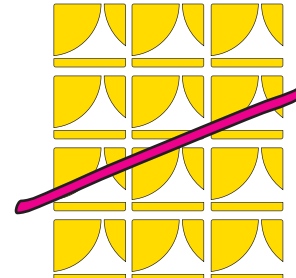
Do not create patterns from any part of the KLW logo

Do not add any additional elements
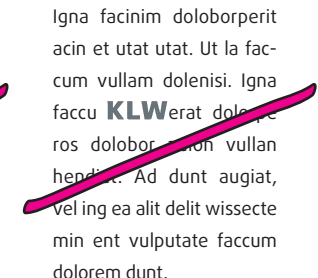
Do not reproduce the KLW logo in body copy

DATABASE   17

1. NAME/VERSION
KLW logo = INT
KLW special logo = INTS

2. ENDORSEMENT
int = An Interpipe Brand

3. PAPER CODE
c = coated
u = uncoated

4. COLOUR CODE
4c = CMYK
3c = RGB
2c = special colour (Pantone®)
1c = black and white

5. SIZE
S = small, the smallest possible size
M = medium

6. FORMAT
.eps = vector graphic
.jpg = web picture
.tiff = print picture

KLWint_c4CS.eps

1. name/version   2. endorsement   3. paper   4. colour code   5. size   6. format

COLOURS

The KLW colour palette is an important part of the KLW identity. The KLW colour palette is divided into primary colours, used for the KLW logo and supporting colours, as well as the accompanying colours, the so-called secondary colour palette.
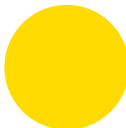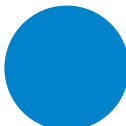
LOGO COLOURS
The KLW logo used the same colours as the interpipe logo.

By using the logo colours across all media, wherever possible, we can achieve a strong impact which is instantly recognisable as KLW.

PRIMARY COLOURS
The most important colour next to the logo colour is the KLW Blue. There should be an emphasis on this colour for supporting additional graphic work.

*Pantone® is a trademark of © Pantone Inc.

			2c			3c		4c
			PANTONE®	HKS	RAL	RGB	HTML	CMYK
KLW Yellow		c	109 C	3 K	1018 (CLASSIC)	247.212.23	F7D417	0.11.100.0
		u	108 U	3 N				0.7.100.0
KLW Grey		c	431 C	92 K	240 50 05 (DESIGN-SYSTEM)	99.107.112	636B70	16.0.0.65
		u	431 U	92 N				16.0.0.65
KLW Blue		c	3005 C	47 K	5015 (CLASSIC)	0.122.201	007AC9	100.32.0.0
		u	3005 U	47 N				

c = coated paper   u = uncoated paper

SECONDARY COLOURS
To support the power and impact of KLW a strong and comprehensive secondary color-palette is available.

Always use a variety of secondary colours in all applications to compliment the vitality and power of the KLW brand.

CONSISTENCY
To maintain consistency across different media it is preferable that KLW colours are printed as specials. Alternative breakdowns as shown should be used wherever specials are not possible nor applicable.

Colours may also be used as tints to create more differentiation. The definition of the secondary colours should never be altered in any way.

*Pantone® is a trademark of © Pantone Inc.

			2c			**3c**		**4c**
			PANTONE®	HKS	RAL	RGB	HTML	CMYK
KLW Orange		c	144 C	72 K	70 70 70 (DESIGN-SYSTEM)	222.135.3	DE8703	0.60.100.0
		u	144U	72 N				0.45.100.0
KLW Red		c	194 C	17 K	020 30 40 (DESIGN-SYSTEM)	151.35.63	97233F	10.100.55.39
		u	194 U	17 N				
KLW Petrol		c	302 C	41 K	240 30 25 (DESIGN-SYSTEM)	0.65.101	004165	100.49.12.58
		u	302 U	41 N				
KLW Light Blue		c	306 C	50 K	220 70 35 (DESIGN-SYSTEM)	0.185.228	00B9E4	76.0.5.0
		u	306 U	50 N				
KLW Bright Green		c	383 C	62 K	100 70 60 (DESIGN-SYSTEM)	158.171.5	9EAB05	40.10.100.0
		u	383 U	62 N				

c = coated paper   u = uncoated paper

The KLW typography reflects the mother brand, Interpipe, through the use of Daxline Pro.

Daxline Pro allows for creative scope through multiple weights and sizes. Only a few of the possible cuts are illustrated here.

Headlines are always set in upper case.

Daxline Pro is used in all printed KLW materials.

LATIN AND CYRILLIC
Daxline Pro open type offers both latin and cyrillic letters.

To purchase Daxline Pro open type please refer to www.fontshop.com

FOR OFFICE CORRESPONDENCE AND INTERNET, VERDANA IS APPLIED. YOU WILL FIND ARIAL ALREADY INSTALLED ON YOUR PC.

Thin | Light | Regular | Medium | Bold | Extra Bold | Black

Daxline Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

For normal bodycopy use Daxline Pro Regular in sentence case

1234567890

Standard numbers are used in normal copy

HEADLINES IN UPPERCASE

For headlines use Daxline Pro Medium in uppercase

ABC

DEF

GHI

JKL

The KLW Colour palette can be applied in conjunction with copy but contrast and legibility must be ensured

Typography forms a strong element of the KLW brand and should never be substituted with other typefaces or distorted. The correct use of typography is vital to ensure a consistent KLW brand.

We need to make our publications as easy to read as we can. Please use the following guidelines to ensure that our messages can be understood easily.

TYPE SIZE
To increase legibility, a minimum type size of 8 point must be used for all correspondence and publications.

UPPER AND LOWERCASE
Always use upper case for headlines and special text block. Body copy should always use upper and lower case.

INCREASING TYPE LEGIBILITY
- text must be ranged left, ragged right
- text must have 60% contrast with background
- use a line space to separate paragraphs
- do not split words at the end of lines (switch off auto hyphenation)
- do not use superscript, eg the 10th application
- do not use "&"
- do not use "/", use "or"
- emphasis should be considered carefully, kept to a maximum of three lines.

LOREM IPSUM ET DOLORES ALLER MITERAL NUMEO IS TEQUALIT GERALUS ISAL.

Write headline in Daxline Pro Medium upper case with small line spacing and kerning

LOREM IPSUM ET DOLORES ALLER MITERAL NUMEO IS TEQUALIT GERALUS ISAL.

Headlines can use the KLW corporate colours

Lorem ipsum Em zzrit, susto dolorer osting etum exer senim quam nostie consent lor ipisisit at. Min henit

Use copytext in Daxline Pro Regular in sentence case with regular line spacing and only in black letters

LOREM IPSUM ET DOLORES ALLER MITERAL NUMEO IS TEQUALIT GERALUS ISAL.

Do not write headline in upper case with big line spacing

Lorem ipsum Em zzrit, susto dolorer osting etum exer senim quam nostie consent lor ipisisit at. Min henit am nim niamcon sequis ad ent et lam iurem quismod ionulputat la fe

Do not use outlines

Lorem ipsum Em zrerit, susto dolorer osting etum exer senim quam nostie consent lor ipisisit at. Min henit am nim niamcon sequis ad ent et lam iurem quismod ionulp

Do not align centre

LOREM IPSUM ET DOLORES ALLER MITERAL NUMEO IS TEQUALIT GERALUS ISAL ALLER MITERAL NUMEO

Do not use small kerning

Lorem ipsum Em zrerit, susto dolorer osting etum exer senim quam nostie consent lor ipisisit at. Min henit am nim niamcon sequis ad ent et lam iurem quismod ionulp utat la feRe mel, dio conummy nit iriurerosto odolorem ipsumsan hent dolores.

Do not use small line spacing for copx text

Lorem ipsum Em zrerit, susto dolorer osting etum exer senim quam nostie consent lor ipisisit at. Min henit am nim niamcon sequis ad ent et lam iurem quismod ionulp

Do not underline words or sentences
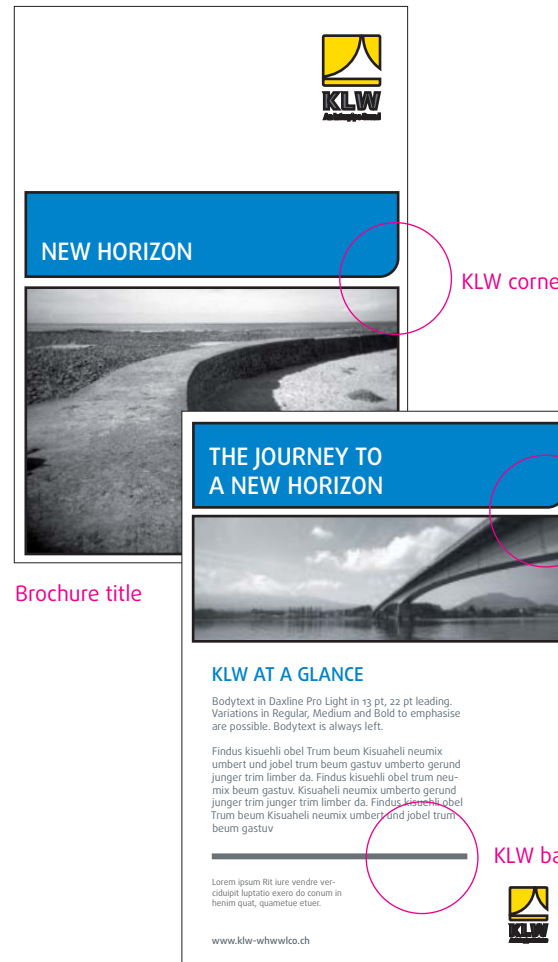
GRAPHICAL ELEMENTS

The KLW graphic language offers two unique supergraphic elements.

THE KLW CORNER
Derived from the KLW logo, it is general a coloured box with one rounded edge for headlines, text and other valuable information.

THE KLW BAR
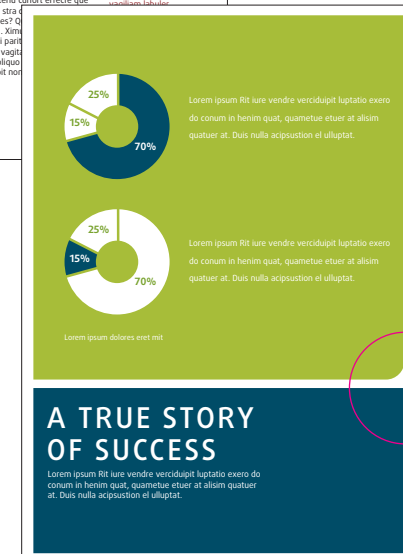Used to separate, highlight and support text elements or areas within the grid.

NEW HORIZON

KLW corner

Brochure title

THE JOURNEY TO
A NEW HORIZON

KLW corner

KLW AT A GLANCE

Bodytext in Daxline Pro Light in 13 pt, 22 pt leading. Variations in Regular, Medium and Bold to emphasise are possible. Bodytext is always left.

Findus kisuehli obel Trum beum Kisuaheli neumix umbert und jobel trum beum gastuv umberto gerund junger trim limber da. Findus kisuehli obel trum neumix beum gastuv. Kisuaheli neumix umberto gerund junger trim junger trim limber da. Findus kisuehli obel Trum beum Kisuaheli neumix umbert und jobel trum beum gastuv

Lorem ipsum Rit iure vendre vercidupit luptatio exero do conum in henim quat, quametue etuer.

www.klw-whwwwlco.ch

KLW bar

Advertisment

OUR BUSINESS STRATEGY

COME AWAY WITH US

Publiam o et, quam addum ad publicon diuraris atie etiamdica; C. Sa serei facchuideest vius verfessi inari silla in sili pribus comnos erfectoditil vidit.Lempotamque interoria cri, con vagiliam labuler ibuntratum opublis cepopab liculti porem nicientili, con vid forsult ortelia rei talerum omaio villa verebel ecrionfecric tem us cors nis C. Lum, quonscris, nostioribut audem cur, nem aurits? Nam o publica Senimoe nterbes con verfecrunum obsenarec omperessedic tus stiam iam pos es erisses siginam diendiemed conunum elum tant. Ox simis, sulius, quostum poenihi, serfex sulabus nunimis, faursulto etod pernihilicae idit. Gulvid pretodius essenaturo vit? Ibuntiu mendam virmant et? Satat rei prae rente menatraelut firiond acidees consu maciam poste pratis cientem consign atilc tatiamque egeruntea ne mart. Rompl. Omnirtus deps, ad fatorum iam. Fuliu movehemquiA-haed stius pere, ner que autebut pra rehem audam eorte, utus conterm ilissil us egernum esse me audemno nihicem poptius corenit vivereo rditast L. Hilinc int, Castus sul-lescrica oporum patqua patiam vo, se poentide consulibus, C. consupiemque prentes prorum Romnon stere atilinc latquod publica perum,In Itant audam que terris es num tus aciem hos pos adhuider la tam senatilinum ununteriu curiort erfecre que pra que nonimus pra mora mo Cupplia stra d inte norterox sentilis notam tuus, es cles? Q inatuam viris, que adhum me capest C. Xime terumbus poenimor iam plii pes! Si idi parit dica; Caticutanum publisse consulii se vagita patiquam sesti, C. Evit quon sid iam ubliquo haedem quit C. Gra oculicu lerferi perbit nor

KLW bar

Publiam o et, quam addum ad publicon diuraris atie etiamdica; C. Sa serei facchuideest vius verfessi inari silla in sili pribus comnos efectoditil vidit.Lempotamque interoria cri, con vagiliam labuler

Inside page

25%
15%
70%

Lorem ipsum Rit iure vendre verciduipit luptatio exero do conum in henim quat, quametue etuer at alisim quatuer at. Duis nulla acipsustion el ulluptat.

25%
15%
70%

Lorem ipsum Rit iure vendre verciduipit luptatio exero do conum in henim quat, quametue etuer at alisim quatuer at. Duis nulla acipsustion el ulluptat.

Lorem ipsum dolores eret mit

KLW corner

A TRUE STORY
OF SUCCESS

Lorem ipsum Rit iure vendre verciduipit luptatio exero do conum in henim quat, quametue etuer at alisim quatuer at. Duis nulla acipsustion el ulluptat.
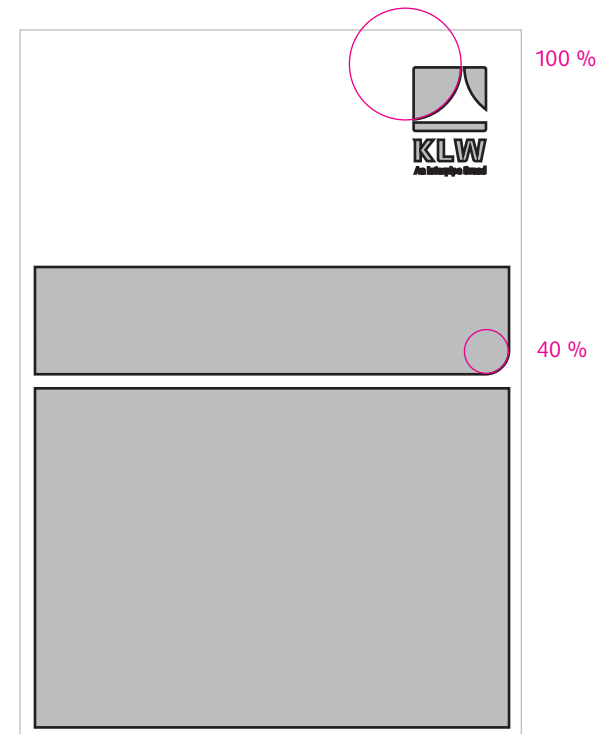
Inside page

RULES
- The KLW corner is 40% in size of the KLW symbol being used for that given format.
- The KLW corner element is used in combination with a second area element.
- Length and is depending on the format.
- The rounded edge is always facing right.

The KLW corner is taken from the symbol

100 %

40 %

Example of the use of the KLW corner

BASIC RULES
- use towards standing boxes (colour box or picture box)
- use white frames
- use the round KLW edge in the right bottom corner of the box
- only use one corner element per page

AREA RATIO
There are a number of possible ways to divide a given format area. Please see the illustration left for further information.

All of these examples can be selected freely.

DONT'S
The illustrations also demonstrate prohibited use of the KLW corner.

Brochure cover

Advertisment or inner page layout

Advertisment or inner page layout

Advertisment or inner page layout

Advertisment or inner page layout

Inner page layout

Inner page layout

Inner page layout
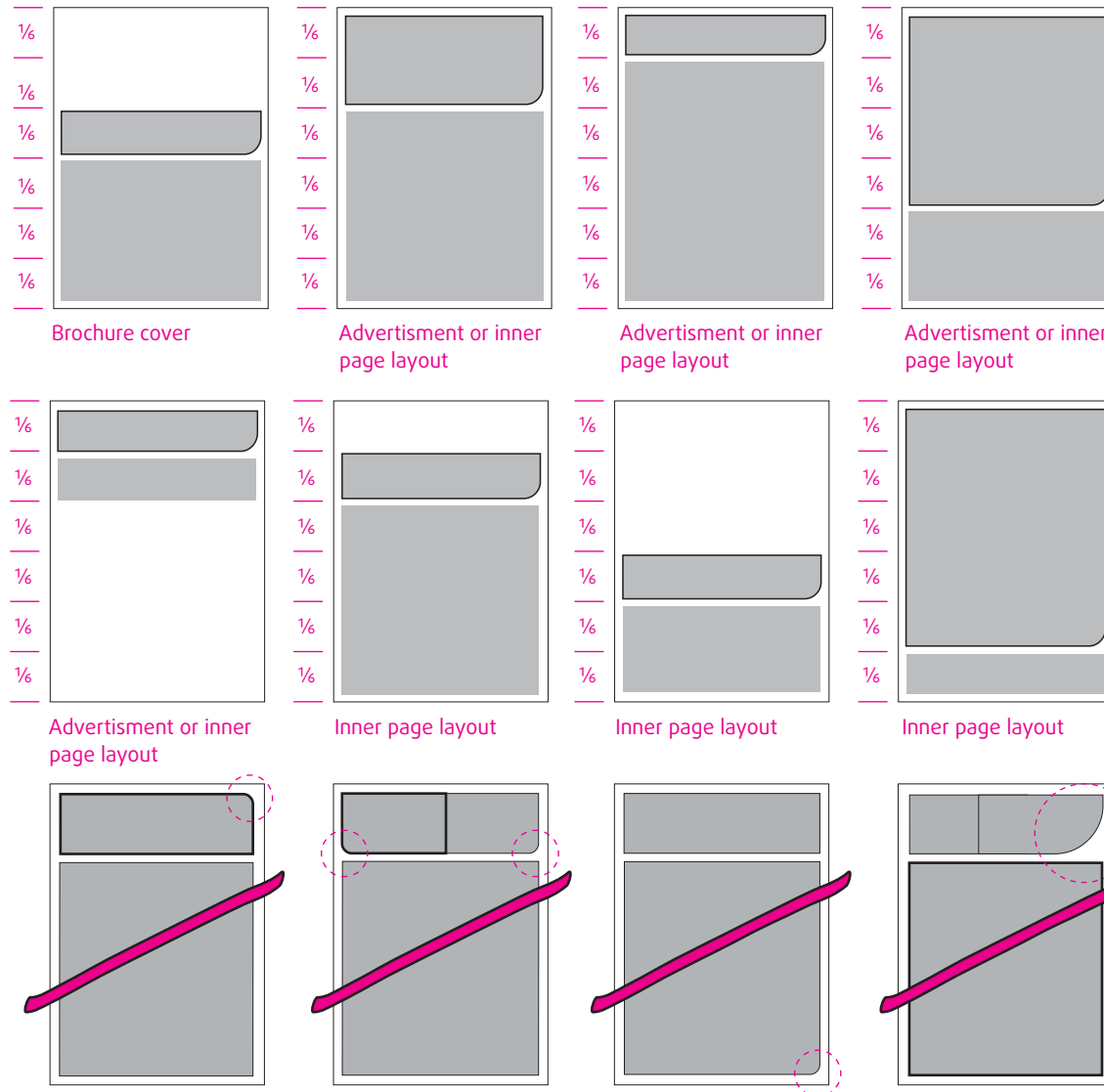
In general the KLW bar is always a colored stroke, using varying colours from the KLW colour scheme.

Use the KLW bar whenever an opening, finishing line or a divider is desired.

See the illustrations for further details.

SIZE

Recommended sizes (thickness) for standard formats have been made.

Format	mm
DIN A1	6
DIN A2	4
DIN A3	3
DIN A4	2,5
DIN A5	2
DIN A6	1,5

BASIC RULES

- ALways use colour
- The KLW bar is only used on inside pages or on single page applications, never on title or back pages
- The KLW bar is alway placed in the innerline grid
- Only use one bar per page
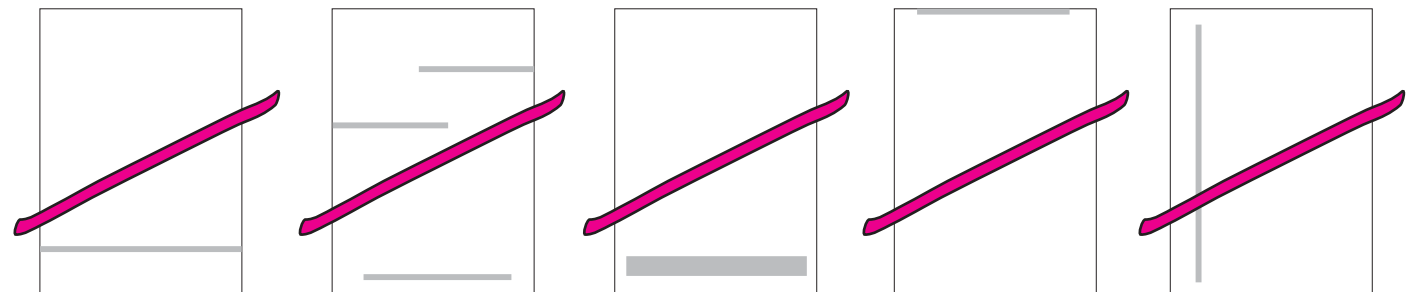
IMAGERY

Horizon pictures are one of the essential elements that will ensure a unique and consistent look and feel for KLW. Pictures in this category should demonstrate a big and open view of the world, based on black and white pictures that show the horizon and its vastness.

The core idea is to communicate the open spirit and strong power that characteristic KLW.

The pictures in this category are only reproduced in black and white. Lighting should be very clear and open, with a clear depth of sharpness (high contrast).

The pictures on this page are examples of imagery that fit into this category.

KEYWORDS
open
straight
rich in contrast
vastness
horizon
black and White
simple
wide

Nature   Arcitecture   Techique

Pictures in this category should deliver a modern, strong and open feel. Use either a clear depth of sharpness or a rather small depth of sharpness by focusing on specific objects.

The lighting should be bright and not soft. Avoid industrial romantic sceneries, atmospheres or lighting. The colour scheme is warm.

On the left, you will see examples of images that fit within this category.

KEYWORDS
warm
direct
can do spirit
dialouge
open
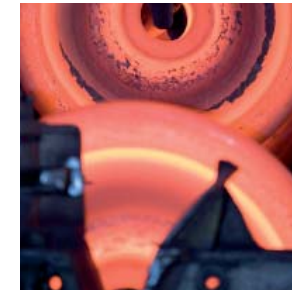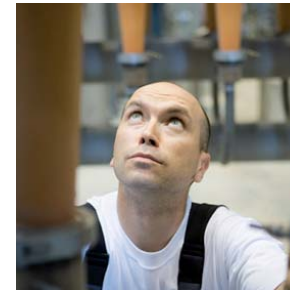
Production   People   Abstract

TO BE DEFINED

In this category, the pictures are likely to be displayed without their originally intended environment but with a clear focus on the object itself. Less emphasis is placed on surrounding areas, for example expressed by less detail around the object or less depth of sharpness for the area surrounding the object. Use unusual perspectives or angles. The lighting is open, rather clear and illuminated. Colour scheme is cold metal-oriented, grey, black, silverish with a touch of blue.

Overall the pictures should be clear, use a certain focus, use simplicity and create a certain suspense or interest.

On the left, you will see examples of images that fit within this category.

KEYWORDS
cold/blue
reduced
striking
suspence
clear

Details   Overview   Abstract
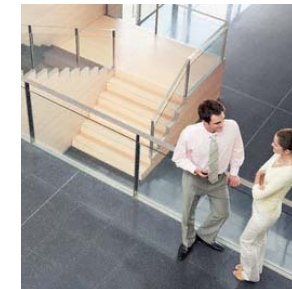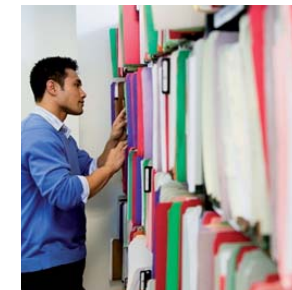
TO BE DEFINED

People shots should demonstrate movement, dialogue, action and determination in the chosen portrait scenes. They should communicate sympathy with a twinkle in the eye. The people of KLW are approachable and visionary at the same time. Close to the client with a "can do" mentality. This should always be transported in these pictures.

SALES TEAM, ENGINEERS AND OTHERS
The lighting is open, rather clear and illuminated. Colour scheme is white and light with. Overall the pictures should be clear, use a certain focus, use simplicity and create a certain suspense or interest.

## KEYWORDS
t.b.d.

Office

Management

Image

TO BE DEFINED

On this page you will find examples of what the KLW photographic style should not look like, and of the sort of images that may not be used.

Generally, we do not distort pictures with image processing and we do not use photographic effects or create collages. Please ensure that the light and the colours appear natural; if necessary, colours may be adjusted.

Do not use no focus or contents images
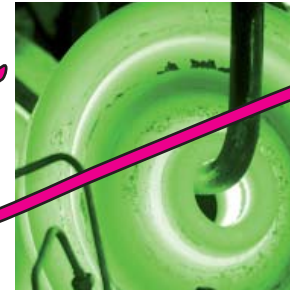
Do not use duotone pictures

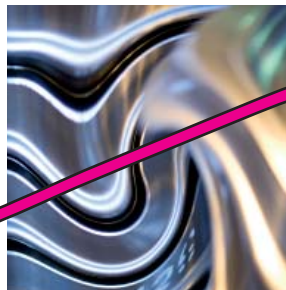Avoid industrial romantic sceneries

Do not use coloured horizon images

Do not use blurred or unclear sceneries

Do not use special effects or alienate images

Do not distort images

Do not use unnatural, posed scenes

Do not use collages or overlapping images

STATIONERY

SIZE
85 mm x 55 mm

1 KLW EDGE
Radius: 25 mm

Front side
2 KLW LOGO
Width: 15 mm
Colour version:*Pantone® 109/*Pantone® 431

3 NAME
Daxline medium 10 pt
uppercase
*Pantone® 3005

4 JOB DESCRIPTION
Daxline Regular 8 pt
*Pantone® 431

5 ADDRESS
Daxline Regular 8 pt/11 pt
*Pantone® 431
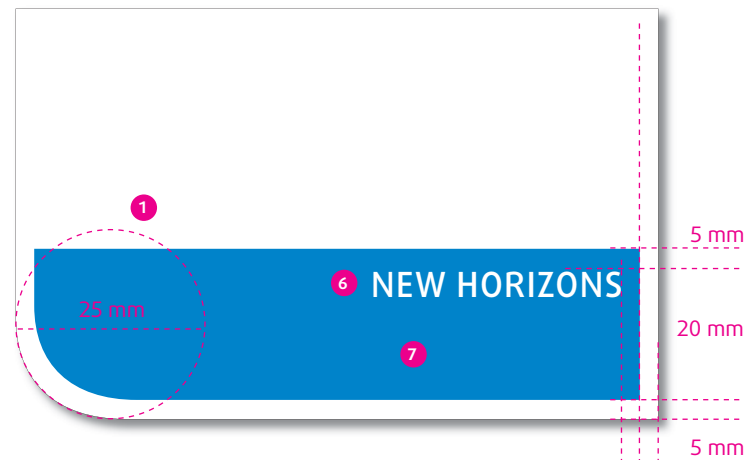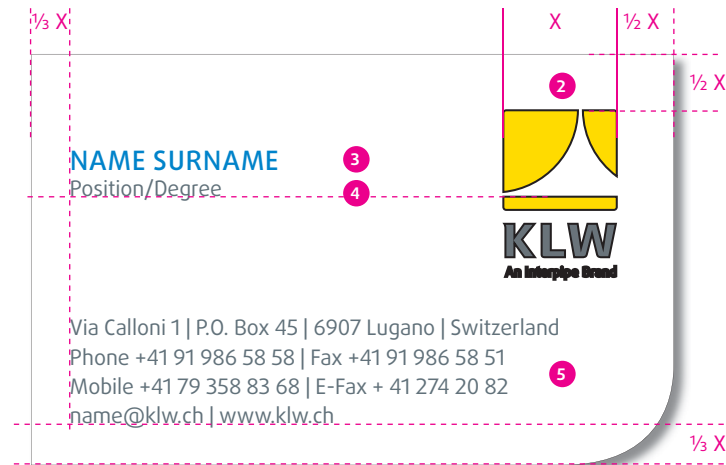
Back side
6 HEADLINE
Daxline Regular 13 pt
*Pantone® 431

7 KLW CORNER AREA
*Pantone® 3005

*Pantone® is a trademark of © Pantone Inc.

⅓ X   X   ½ X

½ X

2

NAME SURNAME **3**
Position/Degree **4**

KLW
An Interpipe Brand

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Phone +41 91 986 58 58 | Fax +41 91 986 58 51
Mobile +41 79 358 83 68 | E-Fax + 41 274 20 82 **5**
name@klw.ch | www.klw.ch

⅓ X

1

25 mm

6 NEW HORIZONS

7

5 mm

20 mm

5 mm

SIZE
DIN A4

1 KLW LOGO
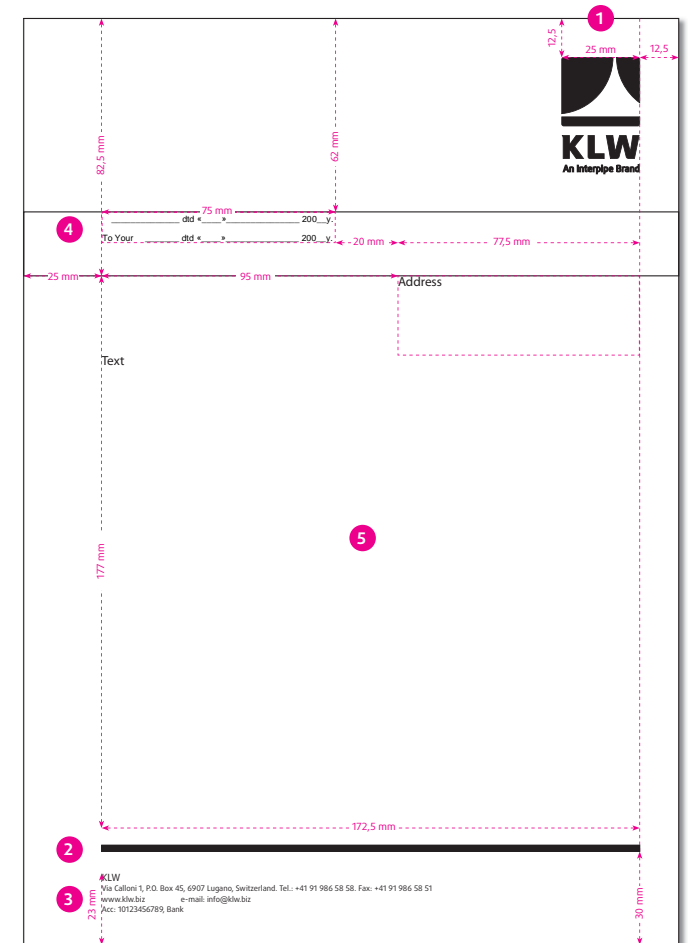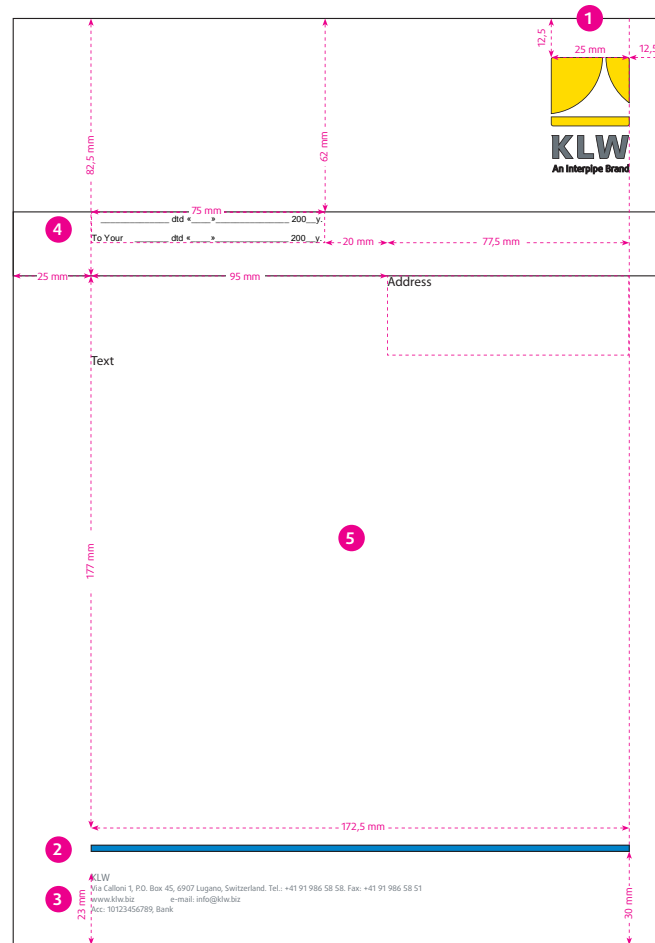Width: 25 mm
Colour version:*Pantone® 109/
*Pantone® 431

2 KLW BAR
Height: 2,5 mm

3 KLW ADDRESS
Daxline Regular 9 pt/7 pt
*Pantone® 431

4 DATE INFORMATION
Arial Regular 8 pt

5 ADRESS/COPY TEXT
Arial Regular 12 pt

*Pantone® is a trademark of © Pantone Inc.

(displayed at 41,25 %)

SIZE
210 mm x 105 mm

1 **KLW EDGE**
Radius: 30 mm

2 **KLW LOGO**
Width: 25 mm

3 **INDICATOR**
Daxline Medium 15 pt

4 **ADRESS**
Daxline Regular 7 pt

5 **HEADLINE**
Daxline Medium 20 pt
23 pt leading

½ X

X

¾ X

WITH KIND REGARDS

30 mm

(displayed at 65%)

KLW | Via Calloni 1 | P.O. Box 45 | 6907 Lugano | Switzerland

½ X

Front

½ X

¾ X

THE JOURNEY TO
A NEW HORIZON

5

(displayed at 33%)

Back