

CORPORATE IDENTITY MANUAL

MARCH 2022





A black and white halftone photograph of a soccer stadium at night. The stadium is packed with spectators, and the field is brightly lit by stadium lights. The text 'TEAMNOLOGY' is overlaid in the center of the image.

TEAMNOLOGY

TABLE OF CONTENTS

Introduction	4
Logo	5
Colour	6
Visual design	7
Typography	9
Applications	11
Photography and video	13
Examples	18

simac



PREFERRED LOGO

The grey and red version of the logo is always preferred over all other versions. The preferred logo is always placed on a white background.

INTRODUCTION

TEAMNOLOGY

Simac is nearly 50 years old and has meanwhile grown into a company with over 1,100 employees, 14 sites, and 16 operating companies. But Simac is so much more than the sum of its parts.

We are a family-run business with a unique corporate culture. A culture that is defined by two aspects. On the one hand, there is our engineering passion, expertise, and experience. And on the other, there is our sense of responsibility and our people's unrivalled commitment to their customers.

It goes without saying for a Simac employee; our no-nonsense approach. And yet, it is precisely this combination of characteristics that makes Simac so unique. It's what all Simac companies have in common. And it's the primary reason why customers favour a long-term partnership with us.

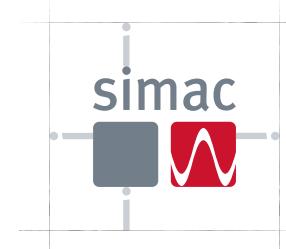
With this in mind, we have decided to better convey our corporate culture. The idea is to make it recognisable to staff, customers, suppliers and partners alike. And for the rest of the world to start to notice. Our vision and engineering, as well as the

way in which we make a difference through technology, can be summed up in one word: **Teamnology**.

Every single engineering solution by Simac is the product of a team effort. We make technology work for our customers. And we do so as a team. As a team, we contribute to our customers' long-term success.

You, me, and every single Simac employee, but our partners, suppliers, and even customers too, we are all part of Teamnology. We are going to express our firm belief in Teamnology as the key to success in various ways and through different channels to raise the profile of the Simac brand to new heights.

This requires clear rules for our corporate identity. This corporate identity manual details the most important elements of our corporate identity. By closely following this manual, we will be building a strong Simac brand together.



BLACK / GREY

If colours cannot be used, there are two possible variations on the logo that can be used. The entirely black version is the preferred one. Use the grey version only in media that are already in greyscale.

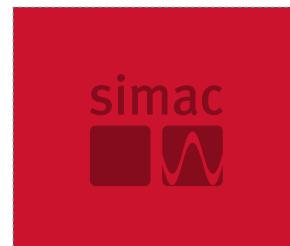


EXCEPTION 1

In exceptional cases, the text in the logo can be used as a word mark. It can be used on the sleeve of sportswear, for example.

DIAPOSITIVE (WHITE)

This version is always used on a dark background, as such that there is sufficient contrast.



EXCEPTION 2

Semi-transparent / tone on tone. Use this understated version of the logo when you need it to be less prominent.

MINIMUM WHITE SPACE

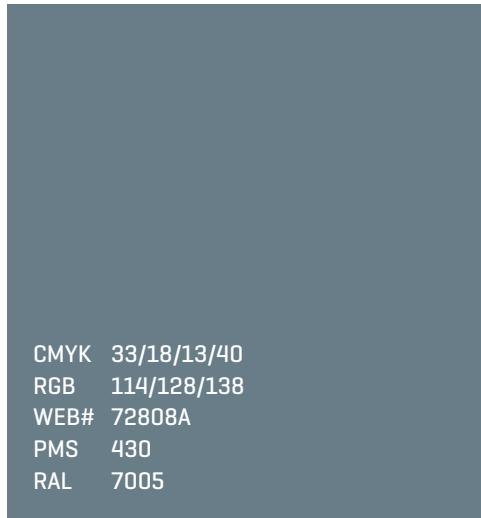
Give the logo some space. Ensure sufficient margin between the logo and document edges, text, and colour panes. A handy rule of thumb; Use the height of the 'i' as the benchmark for minimum white space.

COLOUR

PRIMARY COLOURS



CMYK 0/100/82/16
RGB 204/20/47
WEB# CC142F
PMS 186
RAL 3027



CMYK 33/18/13/40
RGB 114/128/138
WEB# 72808A
PMS 430
RAL 7005



WEB #28265B
CMYK 100/98/30/23

WEB #CC142F
CMYK 0/100/82/16

COLOUR GRADIENT

A colour gradient can be used as an aid. Can be used horizontally or vertically, from blue to red or vice versa. Make sure any use in a design is consistent.

WEB# A01B3B CMYK 24/100/71/20	WEB# 8D153E CMYK 27/100/59/29	WEB# 892147 CMYK 41/99/61/19	WEB# 77244B CMYK 56/100/59/117	WEB# 681446 CMYK 41/96/34/44	WEB# 57174B CMYK 60/97/34/140	WEB# 492054 CMYK 75/96/32/34	
WEB# 3B275D CMYK 90/98/35/22	WEB# 2A3364 CMYK 95/89/31/32	WEB# 262261 CMYK 100/100/25/25	WEB# 282658 CMYK 100/98/30/23	WEB# 515876 CMYK 73/63/32/18	WEB# EDEDED CMYK 0/0/0/10	WEB# D5D8DA CMYK 3/0/0/20	WEB# 000000 CMYK 0/0/0/100
WEB# B2B8BC CMYK 7/0/0/35	WEB# 8D9498 CMYK 10/0/0/52	WEB# 6D767A CMYK 15/0/0/65	WEB# 535D62 CMYK 20/0/0/75	WEB# 394348 CMYK 25/0/0/85	WEB# 2A363B CMYK 30/0/0/90	WEB# 152127 CMYK 40/0/0/95	WEB# FFFFFF CMYK 0/0/0/0

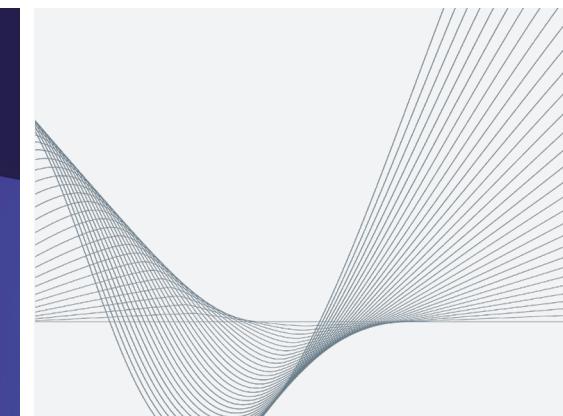
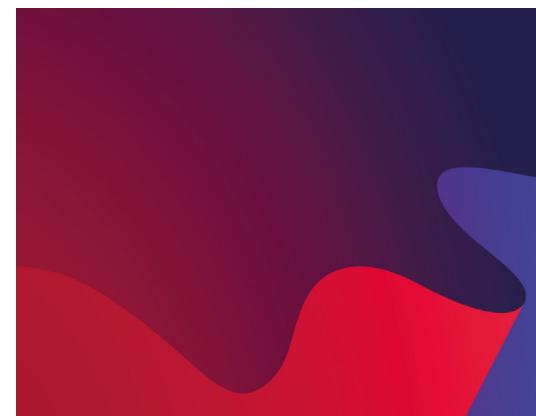
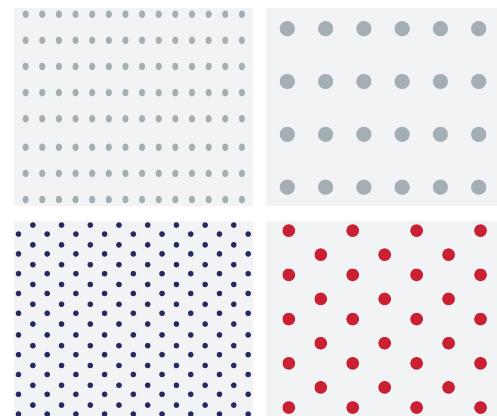
SECONDARY COLOURS

Secondary colours that can be used in a design as an aid. Use sparingly and make sure that the design always stays in line with the look that suits Simac's overall corporate identity.



PATTERNS

Wave and dot pattern



ROUNDED CORNER

An important recurrent element of the corporate identity is the rounded bottom corner of boxes. Depending on the layout, this can be the bottom-left or the bottom-right corner. This applies to all types of boxes: colour panes with or without text and photo boxes.

Try to keep the number of rounded corners per page to a minimum: 1 or 2 is enough.



OWN IDENTITY

This allows us to create our own style, making us unique from others. By following a different route compared to others, Simac will be one of the first to be recognised in our sector and beyond.

DRAWING STYLE & PERSONS

To give our corporate identity a unique look to the highest extent, we always use a certain drawing style. It can be recognised by the drawn persons and objects that return in visuals and infographics.

INFORMATION TECHNOLOGY

- › Cloud services
- › Networking
- › IT-security
- › Outsourcing
- › Workspace & mobility
- › Healthcare services
- › Retail services

SMART TECHNOLOGY

- › Machine vision oplossingen
- › Mechatronica
- › Identificatie-oplossingen
- › Connectivity
- › Document automatisering
- › Factuurverwerking
- › Industriële automatisering
- › Managed print services
- › Installatie- en meetapparatuur
- › Cliëntvolgsystemen
- › E-learning

Geogrotesque

Geogrotesque Regular

Geogrotesque Medium

Geogrotesque Semi-Bold

Open Sans

Open Sans Light

Open Sans Regular

Open Sans Bold

Calibri

Calibri light

Calibri Regular

Geogrotesque is the font used for short text: headers, quotes, streamers, etc. A font with a mechanical edge to it, a bit atypical. But also easy to read and versatile to use. The Geogrotesque font is available both for printed and online media. The Geogrotesque font comes in many different weights, of which we use only 'medium'.

Open Sans is the font we use for larger bodies of text. A practical, yet friendly font that contrasts with the Geogrotesque font. For this primary font, readability and applicability are the most important criteria. The Open Sans font can be used in different weights and in italics. The most commonly used weights are Light, Regular, and Bold. The Open Sans font is available for download from Google Fonts, and is free to use.

Calibri is the letter used for correspondence (e-mail) and Office applications (Word, PowerPoint, Excel). It is a system font that can be found on all PCs (Windows and OS X).

EXAMPLES

Geogrotesque

Geogrotesque Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

Geogrotesque Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

Geogrotesque Semi-Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

Open Sans

Open Sans Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

Open Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

Open Sans Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

Calibri

Calibri Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

Calibri Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ()[]@%&/€\$

MICROSOFT WORD

TEMPLATES & SIMAC RIBBON

Most Simac businesses have the Simac Ribbon pre-installed in Word. It contains standard templates for all layouts. For any other documents.

Here, we give a brief explanation of the layout we use. More information can be obtained from the Marketing department.

Microsoft Word has an own Simac Ribbon!

DOCUMENTTITLE

Ossintii scilla imposal verio het rem et quas et etur as

Era inum quodis repero et unt, sitiamet dolupta prem rum volorro eiure nem rat. Itae cor aut laudi optasimus, quid eumquia dolorpo requis rerferro molupie.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ligula metus, sodales quis tristique id, pellentesque sed massa. Quisque et urna placerat, lobortis turpis at, egestas massa. Nunc dignissim nisi viverra nisi lacinia, vitae scelerisque urna interdum. a lacus placerat cursus. Sed sollicitudin velit fermentum metus placerat, et feugiat sem condimentum. Duis egestas aliquam

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce ligula metus, sodales quis tristique id, pellentesque sed massa. Quisque et urna placerat, lobortis turpis at, egestas massa. Nunc dignissim nisi viverra nisi lacinia, vitae scelerisque urna interdum.

Pellentesque accumsan mauris a lacus placerat cursus. Sed sollicitudin velit fermentum metus

- Primary header
Calibri Regular
Corps: 28pt Interline spacing: Auto

- Documenttype
Calibri Regular - CAPS
- Corps: 11pt Interline spacing: Auto
- Other Headers
Calibri Regular
Corps: 22pt Interline: Auto

- Introduction
Calibri Light
Corps: 10,5pt Interline: Auto

- Body text
Calibri Light
Corps: 10,5pt Interline: Auto

- Paragraph heading
Calibri Light
Corps: 10,5pt Interline: Auto

MICROSOFT POWERPOINT

TEMPLATES & SIMAC RIBBON

A standard template is available for Microsoft PowerPoint. This template contains several layouts to create wonderful Simac presentations.

Here, we give a brief explanation of the layout we use. The template is pre-installed in PowerPoint and can also be obtained from the Marketing department.

Primary header
Calibri
Corps: differs from layout to layout
Interline spacing: Auto

Layouts
Different choices
Layouts have a standard look



Use of bullets
Calibri - Red square
Corps: differs from layout to layout
Interline spacing: Auto

Microsoft Powerpoint titel

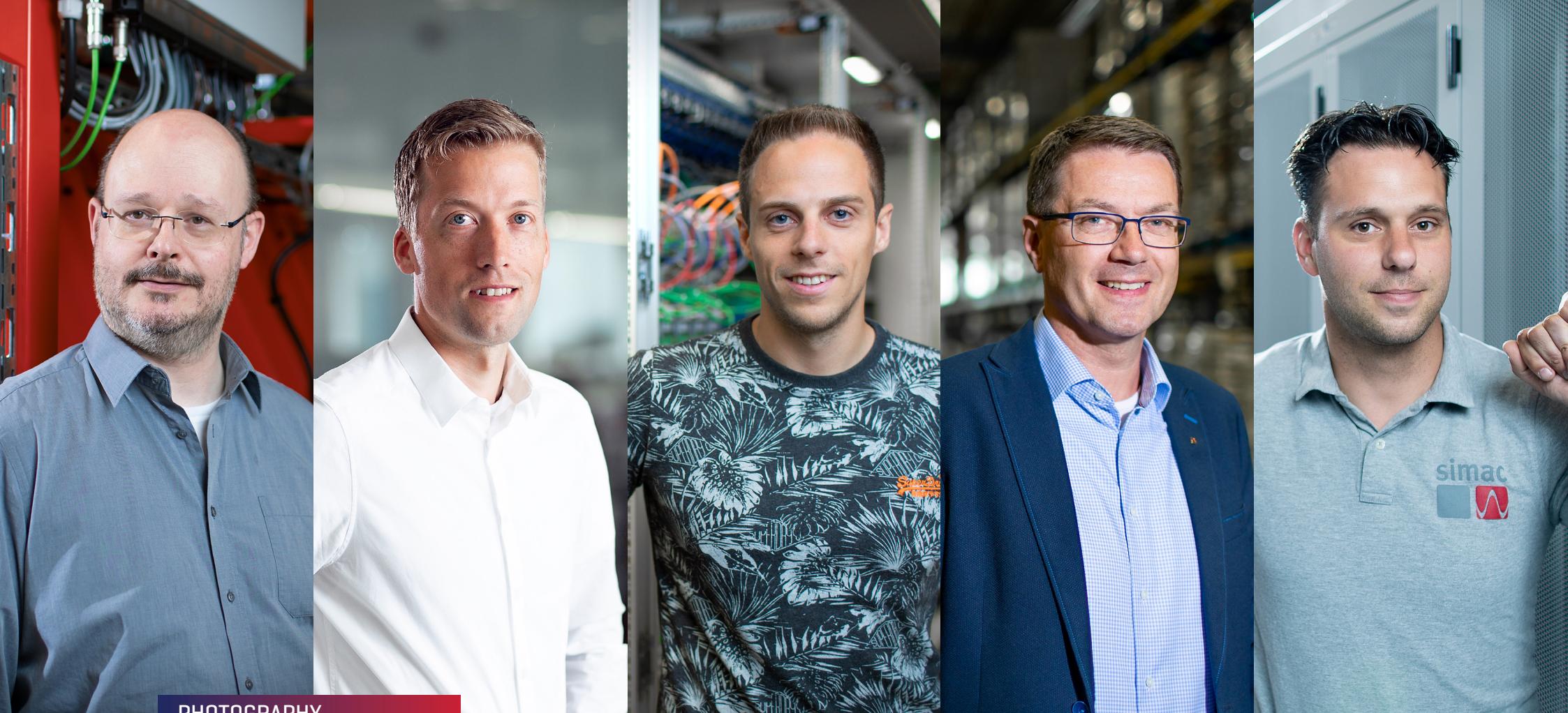
- Calibri is het font dat we gebruiken
- Per layout kan de corps anders zijn
- De opmaak staat in de layout
- Probeer deze ook in stand te houden
- Bullets geven we aan met een rode vierkant



Body text
Calibri
Corps: differs from layout to layout
Interline spacing: Auto

PHOTOGRAPHY AND VIDEO





PHOTOGRAPHY

VISUAL LANGUAGE

The visual language (photography and illustrations) is an important element of the visual identity. For the sake of recognisability and consistency, it is good to define basic principles for the visual language and the use thereof.

EDITING

Images can be cut and cropped in combination with a design. The image should remain representative of Simac. The use of filters is permitted. Exercise care when cutting, cropping, scaling and colour-editing. Keep the image logical in combination with the design.

PORTRAITS

Real people in real-life situations.

- Personal: People looking into the camera.
- Equal: Camera roughly at the same height every time.
- Authentic: Avoid images that are quite evidently (American) stock images.
- Real-life setting: Avoid plain backgrounds, studio photography, and decontextualised images.



TEAMNOLOGY

Teamwork visualised: between employees or with customers or teamwork producing engineering solutions for end users.

- Images with context
- Authentic situations and settings
- Avoid images that are quite evidently (American) stock images.

Do not use photo montages

By definition, IT terms are abstract. Terms such as 'cloud,' 'security,' 'data warehousing' are hard to represent visually. As a result, stock sites are often littered with the kind of photo montages shown here. These kinds of images are not consistent with our basic principles for photography.

Tip: Do not try to capture engineering work in visuals, but instead show the benefits it produces for end users.



From static to moving image

Simac increasingly uses video and animation as media in the communication process. The main challenge here is to ensure, on the one hand, that the message is conveyed well and, on the other hand, that the messages add value and contribute to the desired positioning of the operating company and the Simac brand. To this end, we will define a number of starting points that will provide direction and support in video production.

Choice of video

Video production requires time, energy and money. Good preparation is essential. If you have doubts as to whether video is the right tool or if you need help with video production briefing, the *'Video Briefing Document'* may be useful to you. By answering the questions in it, you (and everyone else involved) will get a better picture of the production.

Types of video

There can be several reasons why someone wants to make a video. It may involve, for example, a project completed for a customer, a new service, instructions for a specific application, or the recording of an event.

The following categories can be distinguished:

- **Case**

The purpose of a case video is to show how Simac tackles an IT issue or other issue for a client and what the results are. It's the evidence that makes Simac's position explicit. It confirms to current clients that they have made the right choice and provides the right image to clients who are in the process of selecting a new IT partner. Simac is the sender of the case video. The client is 'Part of Teamnology'.

- **Theme**

The primary aim of theme videos is to disseminate Simac's in-house knowledge and expertise. Simac highlights its expert role by responding to current issues and challenges in the market and linking these to Simac's solutions. The transfer of information can lead to the pitfall of going too deep into the content. The challenge is to outline only the main lines and to convey details and depth through other means such as a presentation or white paper.

Simac is the sender of the theme video. The questions or challenges to be answered are again 'Part of Teamnology'.

- **Explanation**

Explanation of solutions. In most cases, this is done in the form of an animation. As with video, a clear storyline and script constitute the basis.

- **Employee branding**

These videos are about what working for Simac entails and are linked to the subjects (part of Teamnology) mentioned in Simac's labour market communication plan.

- **Job ads (recruitment)**

These short videos portray individual employees in their current positions in order to show what their positions entail (in case of vacancies).

- **Event**

An event video is a video that is made during an event to give an impression of that event.

- **Management message**

Concerns the results over the past six months. The form involves a personal conversation between the interviewer and a member of the management board.

- **Social involvement**

Concerns Simac's social and societal involvement. Topics can include, for example, CSR, sponsorship, Simac Hart or charities.

Format

The format helps you get a grip on the production process and encompasses the following aspects.

• Visual treatment

This concerns applying a house style (logo and treatment) in a video. These elements ensure the recognisability of the sender (i.e. Simac). This involves the application of a logo, typography, colour and typical shape/style elements. Graphics also come into this category. A file containing the visual elements is available from *Simac's marketing department*. This file can be delivered to the production company or filmmaker that is going to produce the video. A brief explanation of the elements (e.g. intro and outro) and the use of logos is given next to this text. **PLEASE NOTE:** The film images, logos and texts used in the example file are for illustration purposes only.

• Storyline building blocks

These are the ingredients that provide structure and ensure that the message comes across.

As case and theme videos usually require the most preparation, the building blocks for these categories have been worked out for illustrative purposes in the '*Video Storyline Guidelines*'.

Visual treatment*



The red area provides space for an appealing and engaging announcement of the video. This is different for each production. The Simac logo will always appear on the left



After the introduction, the Simac logo appears in the top left corner and remains there throughout the entire production. It disappears at the end of the video.



Name and function and other items are animated in the same way as the other items. The locations in the image may vary.



If possible, we will load Teamnology at the end of the production. This can be done in different ways by using either a logo or plain text.



The final image of the production is always white and bears the Simac logo. The subtitle is the URL of either Simac corporate, an operating company or subject/theme. At the bottom of the footer there is space for the logos of partners.

* The film images, logos and texts used in the example file are for illustration purposes only.

EXAMPLES









BANNERS



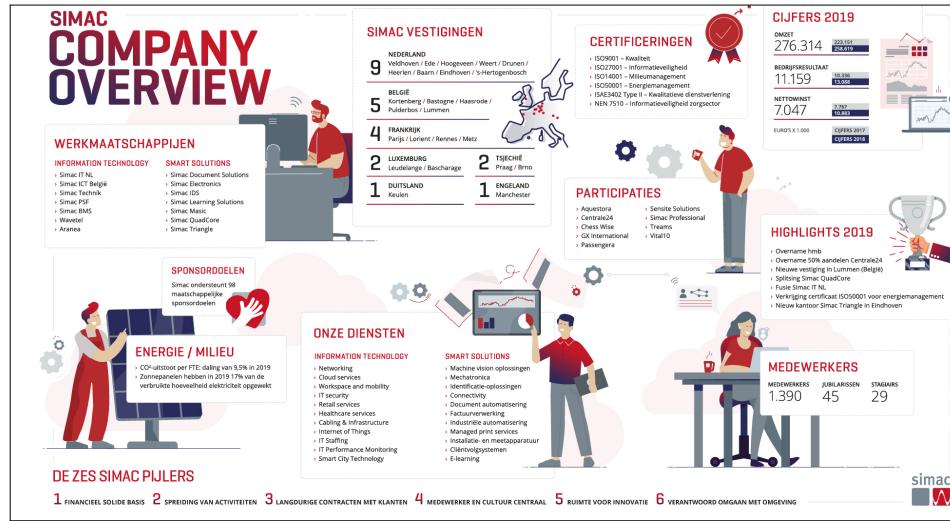
CLOTHING



SIGNING



CAR LETTERING



KENNISDOCUMENT

Glasvezel verbindingen voor harsch environment

Bijzchrift onsectetur adipiscing elit nullam nisi dolorum quis sapien a

Lorem ipsum dolor sit amet
Consectetur adipiscing elit. Fusce ligula metus, sodales quis tristique id, pellentesque sed massa. Quisque et urna placerat, lobortis turpis at, egestas massa. Nunc dignissim nisi ierra nisi lacinia, vitae scelerisque id, leo. Donec non tellus leo. Aenean ultricies ac nibh pretium lobortis. Nam eget libero volutpat. imperdiet augue id, tempus turpis. Duis scelerisque justo, eu tempor odio. Fusce nec sapien nunc.

Pellentesque accumsan mauris
a iacus placerat cursus. Sed sollicitudin velit fermentum metus placerat, et feugiat sem condimentum. Duis semper aliquam lobortis ex. Ut gravida ex egestas aliquam lobortis. Maecenas scelerisque malesuada nisi a tempus. Id idem quam feugiat id ante ac sodales. Vivamus blandit neque est, id idem quam feugiat id ante ac sodales. Vivamus blandit neque est, enim eget, venenatis gravida augue in. Integer quam nisl, scelerisque eros tempor, ac hendrerit sapien lacina. Aenean laicibus dolor neque est, utrices tortor sed, dignissim dui. Fusce lacina sollicitudin turpis sed bibendum. Integer gravida magna vitae lacus rutrum, fringilla commodo est euismod.

STERKE PUNten
STRATOS SOLUTIONS

- ✓ Eenvoudig aansluiten
- ✓ Betrouwbaar
- ✓ Compatible met de meeste systemen
- ✓ Lorem ipsum dolor
- ✓ Constructeur

simac

SIMAC.COM/NL/SIMACELECTRONICS

DOCUMENTTITEL

Ossintii scilla imposa verio het rem et quas et etur as

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam a purus in leo porttitor ullamcorper integer non mauris ac tortor, congue aliquet in ac tortor aenean eu scelerisque.

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Pellentesque accumsan mauris
a iacus placerat cursus. Sed sollicitudin velit fermentum. Duis dignissim nisi ierra nisi lacinia, vitae scelerisque id, leo. Donec non tellus leo. Aenean ultricies ac nibh pretium lobortis. Nam eget libero volutpat. imperdiet augue id, tempus turpis. Duis scelerisque justo, eu tempor odio. Fusce nec sapien nunc.

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quas sociis portis dolorum eiurum nisi dolorum quis sapien a

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SIMAC.COM/NL/SIMACELECTRONICS

RET IN TETU SOERA LA DITEN QUO EATEM LA AUTESTHETIC NU

Lorem ipsum dolor sit amet, consectetur adipiscing elit nullam nisi dolorum quis sapien a

simac

SIMAC.COM/NL/SIMACELECTRONICS

Top Left: A banner for "Documentstromen en Conversie in een Flow". It features a man in a suit holding a tablet. The text includes "SMART SOLUTIONS", "INFORMATION TECHNOLOGY", and "Document automatisering".

Top Center: A page titled "Document automatisering". It discusses how Simac optimizes processes like facturering and document management. It shows sections for "Order-to-Cash", "Document Management", and "Digitalisering dossiers in Automotive".

Middle Left: A page titled "UW PARTNER IN DOCUMENT- EN FACTUURVERWERKING". It highlights "Turning Technology into Workplace Flexibility" and "Profielen van Office 365". It features a man working at a desk.

Bottom Left: A page titled "TEAMNOLOGY". It shows a group of people and mentions Cisco's Innovation Partner of the Year. It includes a section for "Nieuwe Simac video" and "Bekijk onze nieuwe bedrijfsvideo".

Top Right: A page for "VMware". It includes sections for "Over Simac", "Simac Techniek NV", "Onze markten", "Onze technologie & diensten", and "Nieuws".

Middle Right: A page titled "Management". It features a woman working on a laptop and discusses "Document Management", "Software", and "Referenties".

Bottom Right: A page titled "ONTWIKELING & KENNIS". It includes sections for "Document Management", "Software", and "Referenties".