



**SIEMENS**

Siemens  
Management  
Consulting

SMC Styleguide for Presentations, version 2.6, March 2015

# SMC Styleguide – Design

# Introduction SMC Design

**Presentations** are SMC's **face to the customer**.

They serve as a basis for visualizing information in a structured, comprehensible and visually appealing way.

A **consistent look** throughout our presentations plays an important role in helping us to project a unified and cohesive brand image.

- The **theory of visual perception** is the base of our design
- To ensure a **consistent look**, this styleguide provides all necessary information implemented in Efficient Elements and think-cell. Therefore it is highly recommended to base all work on these tools
- To ensure a **consistent terminology**, the “**Styleguide Terminology**” should be applied

## Legend



Efficient Elements



Efficient Elements: My Elements



think-cell



PowerPoint:  
Microsoft Office PowerPoint Chart

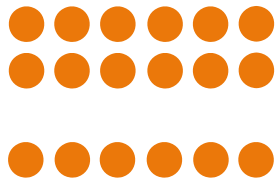


Content

# Theory of visual perception

## Law of proximity

Objects that are close to one another appear to form groups.



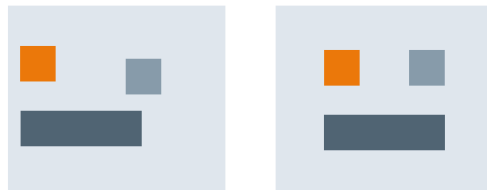
## Law of similarity

Items which share visual characteristics such as color, shape or size, will be seen as belonging together.



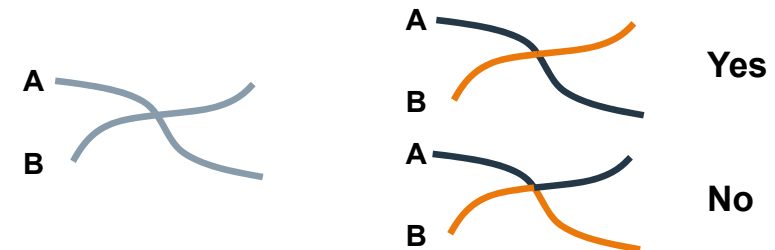
## Law of alignment

All elements should be visually linked to one another.



## Law of continuity

Lines are seen as following the smoothest path.



The “Gestaltgesetze” should be applied throughout all SMC presentations

## SMC colors (RGB)

Using our color palette consistently enhances the recognizability of our presentations and ensures a consistent brand look and feel. **Avoid using any colors apart from SMC colors.**

### Primary colors

Stone 1 223 230 237

Stone 2 190 205 215

Stone 3 135 155 170

White

Stone 4 80 100 115

Black

Stone 5 35 55 70

### Accent colors

Yellow 1 255 225 120

Yellow 2 255 185 0

Yellow 3 235 120 10

Yellow 4 180 75 40

Yellow 5 125 45 30

### Traffic light colors

Functional Red 153 0 0

Yellow 2 255 185 0

Green 4 100 125 45

White, Stone 1 and Stone 2 have an outline. All other colors have no outline or an outline in the same color as the fill.

## Siemens colors, 5 shades (RGB)

Stone	Natural Yellow	Natural Red	Natural Blue	Natural Green	Natural Gray	Sand
<b>Stone 1</b> 223 230 237	<b>Yellow 1</b> 255 225 120	<b>Red 1</b> 245 200 220	<b>Blue 1</b> 205 230 235	<b>Green 1</b> 240 240 140	<b>Gray 1</b> 220 225 230	<b>Sand 1</b> 235 235 227
<b>Stone 2</b> 190 205 215	<b>Yellow 2</b> 255 185 0	<b>Red 2</b> 230 135 165	<b>Blue 2</b> 140 195 210	<b>Green 2</b> 210 215 65	<b>Gray 2</b> 175 185 195	<b>Sand 2</b> 215 215 205
<b>Stone 3</b> 135 155 170	<b>Yellow 3</b> 235 120 10	<b>Red 3</b> 175 35 95	<b>Blue 3</b> 85 160 185	<b>Green 3</b> 170 180 20	<b>Gray 3</b> 125 135 145	<b>Sand 3</b> Typography only 170 170 150
<b>Stone 4</b> 80 100 115	<b>Yellow 4</b> 180 75 40	<b>Red 4</b> 100 25 70	<b>Blue 4</b> 0 100 135	<b>Green 4</b> 100 125 45	<b>Gray 4</b> 80 90 100	<b>Sand 4</b> 110 105 90
<b>Stone 5</b> 35 55 70	<b>Yellow 5</b> 125 45 30	<b>Red 5</b> 65 20 50	<b>Blue 5</b> 0 55 75	<b>Green 5</b> 55 80 15	<b>Gray 5</b> 15 25 35	<b>Sand 5</b> 60 55 45

**SMC selection**

Blue 3, e.g., in a chart, to show Siemens. The color **Petrol** is reserved only for the **SIEMENS** logo, do not use it elsewhere!

Siemens colors only to be used in special cases, e.g., water, green topics, special client layout

Stone 1 and Stone 2 have an outline. All other colors have no outline or an outline in the same color as the fill.

## Use of SMC colors – focusing (RGB)

	Fills	Outlines	DI logic	Icons <sup>1)</sup>
Weak focus	White		White DI 1	1
	Stone 1	Stone 2	Stone 1 DI 2	1
	Stone 3	Stone 3	Stone 2 DI 3	1
	Yellow 2	Yellow 2	Stone 3 DI 4	1
Strong focus	<b>Core message</b> Yellow 3	Yellow 3	Stone 4 DI 5	1
	<b>Attention</b> Functional Red	Functional Red		1

### Focusing

- The stronger the focus, the more intense the color
- **Stone colors** for weaker focus and **accent colors** for stronger focus
- **Yellow 3** for highlighting the core message
- **Functional Red** for traffic light logic or attention

### Recommendation

- No more than three different colors per slide
- No color gradients

Decent use of colors recommended.

Only the **most important information / core message** should be highlighted

1) All icons have an outline, see [Elements](#).