Corporate Design Manual

KWS SAAT AG
Version 1.0 | March 2015

**SEEDING
THE FUTURE
SINCE 1856**

KWS

The Corporate Design for the KWS Brand

Our brand's advantage lies in gaining and maintaining the trust of our customers and the wider general public.

Trust in brands is established through performance and habit. People have to value the benefits of products and services and get used to them before they trust them. This requires a brand to be continuous and recognizable over a long period of time in terms of its presence and the benefits it offers. That goes for the way in which we structure our products and services, but it also applies to the visual design of our communication activities and trademark. That is why KWS needs a standard corporate design which can be used all over the world.

In our brand concept "My KWS – Make yourself grow" we find "foresight" as a brand value, which compels us to develop innovative and future-proof solutions for sustainable farming. This means that innovation can be found wherever the KWS brand is and the customer will find state-of-the-art solutions. Since our aim is to ensure that our customers and the wider general public get a sense of this whenever they encounter the KWS brand, our corporate design must also keep pace with the evolution of aesthetic perception. It should be modern and innovative.

Accordingly, as part of the "Make yourself grow" initiative, the corporate marketing department has got together with the marketing departments of the various divisions to carefully revise and modernize the corporate design of our KWS brand.

All the essential elements relating to the corporate design of the KWS brand can be found in this manual. Its rules are valid and binding worldwide. With the work that you do, you as an individual are one of the most important ambassadors of our brand. Through the consistent use of the standard corporate design we will enhance the trust placed in our KWS brand and thereby strengthen the brand.

Dr. Peter Hofmann – Executive Board of KWS SAAT AG

Contents

1

Corporate Design Elements

Logo

Structure and Versions

The logo is made up of the word mark (KWS) and picture mark (sun and fields). Only both elements together form the KWS trademark and are registered and protected as a logo throughout the world.

1 Sizes

Standard version This logo file is used as standard and features the ® sign.

Small version As soon as the size of the logo is reduced to ≤ 12 mm, the logo file is used without the ® sign. In such cases, the minimum size of the logo is 5 mm.

2 Structure and exclusion zone

The form of the KWS logo cannot be changed and is designed as a logo file with a defined exclusion zone. No other layout elements may be positioned within this exclusion zone.

3 Colors and color spaces

For trademark protection reasons (KWS Orange) the KWS logo should always be used in the **spot color files** (HKS, Pantone) The logo is available as a **CMYK file** and **grayscale file** for printed advertisements. The **monochrome file** is used for tone-on-tone versions (see next page). The KWS logo is available as an **RGB file** for use in digital media.

For an overview of the logo files including the file key and usage sizes, see the appendix on page 47 and 49.

The KWS logo database is available to download in the CI portal.

1

Standard version (® sign)   Small version (≤ 12 mm)

Minimum size (5 mm)

2
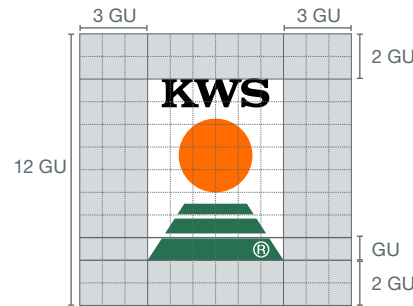
Square exclusion zone
GU = grid unit

3

Color version   Grayscale version   Monochrome version

Don'ts
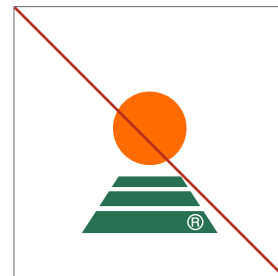
Do not alter the elements
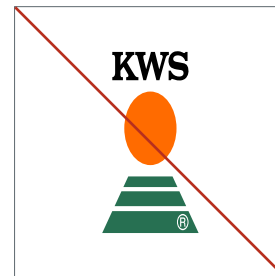
Do not distort, compress, or reflect the logo or do anything similar
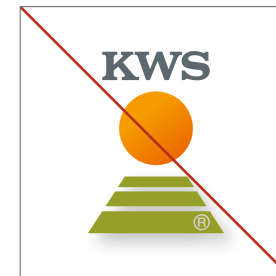
Do not change the colors or add gradients or effects
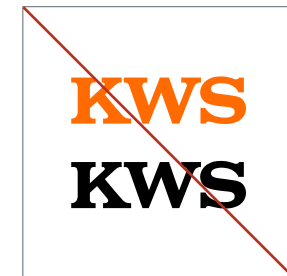
The word mark must no longer be used on its own

Logo

Use and Positioning

1 **White logo background**
The KWS logo always appears on a white background.

2 **Usage on non-white backgrounds**
The KWS logo must always be placed on a white, square field on colored backgrounds or pictures. The size of this logo field is defined by the exclusion zone contained in the original logo file.
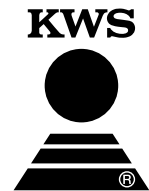
3 **Special form: drop shadow**
In some media (e.g. text advertisements) the logo appears with a text field on a white background. It is given a drop shadow in such cases. A black contour or outline around the square logo field is not permitted.

Drop shadow definition (Adobe InDesign)
Mode: Multiply
Color: black
Opacity: 35 %
Position: x-y offset 0.5 mm, angle 135°
Options: 1.5 mm

4 **Special form: tone-on-tone use**
In justified special cases (e.g. for clothing and promotional items) a monochrome (tone-on-tone) version of the KWS logo can also be used. The white background is not necessary here.

1

If the logo is used on its own, it always appears on a white background (e.g. letter paper and business cards). The logo should appear alongside the slogan whenever possible.

2

Use in the white brand field on images
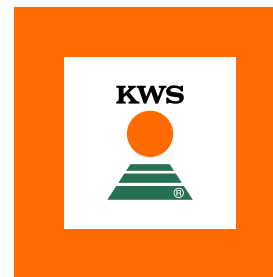
Use in the white brand field on KWS Orange
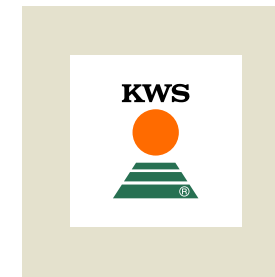
Use in the white brand field on colored backgrounds

3

Special form: drop shadow (e.g. text advertisements)

4

Special form: tone-on-tone on KWS Orange

Special form: tone-on-tone on materials

Don'ts
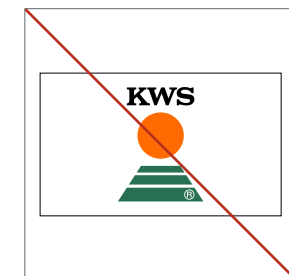
No contour around the logo field, format change of the logo field

Slogan

Interaction with the KWS Logo

The slogan "Seeding the future – since 1856" is the key brand promise made by KWS and should therefore be featured in all forms of communication.

The use of our slogan is fixed for the following elements: Advertisements, brochures, flyers, data sheets, one-pagers, posters, roll-ups, web site, PowerPoint, envelopes, greeting cards. This list will be extended on an ongoing basis within the development of new design guidelines for other categories.

1 Minimal combination of logo and slogan

In its smallest form the slogan appears on a square (KWS Orange) next to the logo field. The minimal combination of logo and slogan is available to download in a wide range of file formats.

2 Offset combination of logo and slogan

As soon as more than just the slogan is communicated the orange slogan field grows and becomes the bearer of our communication (hereinafter referred to as the text field). In this constellation the logo field moves to a stronger position in the foreground and is offset from the text field. (For further details, see the layout principle, page 22). **The logo and slogan also form an inseparable unit in the offset combination.**

3 Slogan size

There is a set relationship between the size of the slogan and the KWS logo. Other proportions apply to the minimal combination and offset combination. Slogan sizes for each medium are preset in the logo files and templates and can be obtained from the table on page 49.

4 Font and color

The slogan font is Neue Helvetica Bold. The slogan is always right-justified in white capital letters. The font size remains consistent. The positive version used on envelopes, for example, is subject to an exception and is not available for other media.


1

Minimal combination:
to identify the company

3

Determining the slogan size in the minimal combination

4

Neue Helvetica Bold, right-justified, capital letters

2

communicative use

Offset combination:
communicative use

Determining the slogan size in the offset combination

Slogan

Languages

A specific language version of the slogan "Seeding the future – since 1856" has been specified for each country. A two- or three-line version of the slogan has also been defined for each country. The content or form of the language versions may not be altered.

Two-/three-line slogans

It must be ensured that the slogan layout remains unchanged within each language (minimal combination or offset combination), i.e. written over either two or three lines.

If the slogan is not available in the language you require, please get in touch with the corporate marketing affairs department.

Usage in copy text

In copy text the slogan "Seeding the future – since 1856" is written on one line with a dash. The dash is not used if written over two lines when "Seeding the future" appears on one line and "since 1856" appears on the next.

All relevant versions of the slogan are available to download in the CI portal.

Argentina
SEMBRANDO
EL FUTURO
DESDE 1856

Bulgaria
ПОСЯВАМЕ
БЪДЕЩЕТО
ОТ 1856

Belarus
СЕЕМ БУДУЩЕЕ
С 1856

Chile
SEMBRANDO
EL FUTURO
DESDE 1856

China
播种未来
始于 1856

Czech Republic
SEJEME
BUDOUCNOST
OD ROKU 1856

Germany
ZUKUNFT SÄEN
SEIT 1856

Egypt
نزرع للمستقبل
منذ ١٨٥٦

Spain
SEMBRANDO
EL FUTURO
DESDE 1856

France
SEMER L'AVENIR
DEPUIS 1856

Georgia
ვთესავთ
მომავალს
1856 წლიდან

Croatia
SIJEMO
BUDUĆNOST
OD 1856

Hungary
JÖVŐT VETNI
1856 ÓTA

Iran
بذرافشانی آینده
از سال ۱۸۵۶

Italy
SEMINARE
IL FUTURO
DAL 1856

Lithuania
SĖJAME ATEITĮ
NUO 1856-ŲJŲ

Latvia
RUPES
PAR NAKOTNI
KOPS 1856

Morocco
نزرع المستقبل
منذ 1856

Moldova
FĂURIM VIITORUL
DIN 1856

Netherlands
TOEKOMST ZAAIEN
SINDS 1856

Pakistan
بذرافشانی آینده
از سال ۱۸۵۶

Poland
SIEJEMY
PRZYSZŁOŚĆ
OD 1856

Portugal
SEMEANDO
O FUTURO
DESDE 1856

Romania
SEMĂNĂM
VIITORUL
DIN 1856

Russia
СОЗДАЁМ
БУДУЩЕЕ
С 1856 ГОДА

Serbia
SEJEMO
BUDUĆNOST
OD 1856

Slovenia
SEJATI
PRIHODNOST
OD 1856

Slovaki
SEJEME
BUDÚCNOSŤ
OD ROKU 1856

Tajikistan
بذرافشانی آینده
از سال ۱۸۵۶

Turkey
GELECEĞİ
EKİYORUZ
1856'DAN BERİ

Ukraine
СІЄМО МАЙБУТНЄ
З 1856 РОКУ

United Kingdom
SEEDING
THE FUTURE
SINCE 1856

Colors

Primary Colors

PLEASE NOTE: NEW COLOR VALUES FOR CMYK AND RGB

KWS Orange is the key brand color and protected by trademark law. Together with the other primary colors white and black it characterizes the color climate typical of the KWS brand.

1 Use

KWS Orange is used as an extensive background color or text color, e.g. for headlines. KWS Orange is used in graphics to accentuate content. It is not permissible to screen KWS Orange.

White is the background color for the logo, because it ensures maximum impact. White is the text color on KWS Orange. In formats such as literature and inner pages white is the ideal background color.

Black is used primarily for text on white backgrounds.

For reasons relating to trademark law, KWS Orange should be used as a spot color (HKS, Pantone) whenever possible.

The CMYK color model is used for classic four-color printing. RGB and HEX values primarily relate to pure screen applications (Internet, PowerPoint, and multi-media layouts). The RAL colors are used for tarpaulins and painting among other things.

Tip: Check and compare color numbers of other paint manufacturers (for paint, tarpaulins, materials, or other special materials) in order to get as close to the HKS or Pantone colors as possible.

KWS Orange

Pantone 1505 C
HKS 7
CMYK 0.65.100.0
RGB 255.108.0
#ff6cc00
RAL 2008

White

CMYK 0.0..0.0
RGB 255.255.255
#ffffff
RAL 9016

Black

Pantone Black C
CMYK 0.0.0.100
RGB 0.0.0
#000000
RAL 9017

1
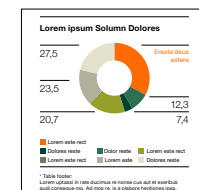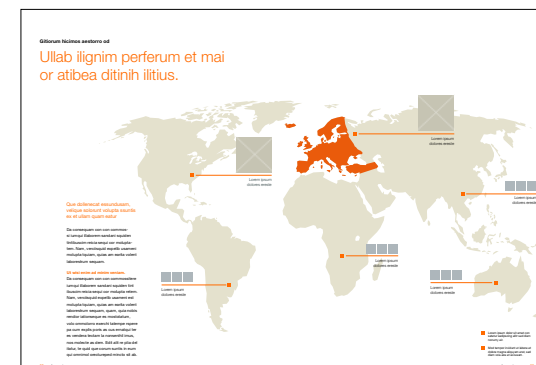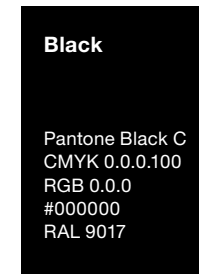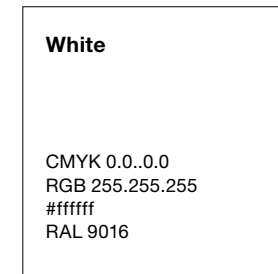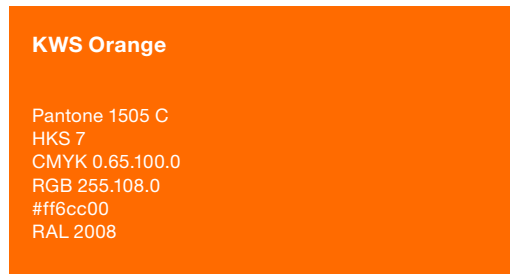
Colors

Secondary Colors

The world of KWS secondary colors is fresh, vibrant, and harmonious. The balanced selection of secondary colors gives KWS Orange warmth and ensures that illustrations are realistic. The secondary colors are a combination of neutral colors and realistic natural colors (bright colors).

Screening
All secondary colors can be screened at intervals of 25 %, 50 %, and 75 %.

1 Use
The secondary colors are used for icons, illustrations, tables, graphics, and for background areas (also in photos).

Spot color: Signal Red
To present important negative information in charts (e.g. a weakness in a particular variety) the color Signal Red (CMYK 10.90.90.20, RGB 204.51.51) can additionally be used in exceptional cases.

KWS Dark Gray
CMYK 60.25.35.80
RGB 35.55.55
75% 50% 25%

KWS Dark Brown
CMYK 20.40.50.65
RGB 100.80.65
75% 50% 25%

KWS Dark Beige
CMYK 40.30.50.40
RGB 120.120.95
75% 50% 25%

KWS Dark Green
CMYK 100.50.80.50
RGB 0.65.50
75% 50% 25%

KWS Dark Blue
CMYK 60.10.0.50
RGB 58.115.145
75% 50% 25%

KWS Dark Red
CMYK 20.70.70.10
RGB 190.95.70
75% 50% 25%

KWS Dark Yellow
CMYK 10.20.100.10
RGB 220.185.0
75% 50% 25%

KWS Gray
CMYK 20.0.0.70
RGB 95.105.110
75% 50% 25%

KWS Brown
CMYK 20.30.50.40
RGB 150.130.95
75% 50% 25%

KWS Beige
CMYK 0.0.20.40
RGB 180.175.155
75% 50% 25%

KWS Green (Logo Green)
Pantone 555
CMYK 80.25.70.20
RGB 37.113.80
RAL 6032
75% 50% 25%

KWS Blue
CMYK 55.0.15.20
RGB 100.170.185
75% 50% 25%

KWS Red
CMYK 0.45.30.40
RGB 170.115.115
75% 50% 25%

KWS Yellow
CMYK 0.30.100.0
RGB 250.185.0
75% 50% 25%

KWS Light Gray
CMYK 15.5.5.15
RGB 200.208.214
75% 50% 25%

KWS Light Brown
CMYK 0.10.30.20
RGB 215.200.166
75% 50% 25%

KWS Light Beige
CMYK 0.0.15.15
RGB 204.200.168
75% 50% 25%

KWS Light Green
CMYK 35.10.90.25
RGB 150.160.45
75% 50% 25%

KWS Light Blue
CMYK 25.0.5.15
RGB 180.205.215
75% 50% 25%

KWS Light Red
CMYK 0.20.20.25
RGB 205.180.166
75% 50% 25%

KWS Light Yellow
CMYK 5.10.65.0
RGB 250.222.100
75% 50% 25%

Neutral colors

Bright colors

1
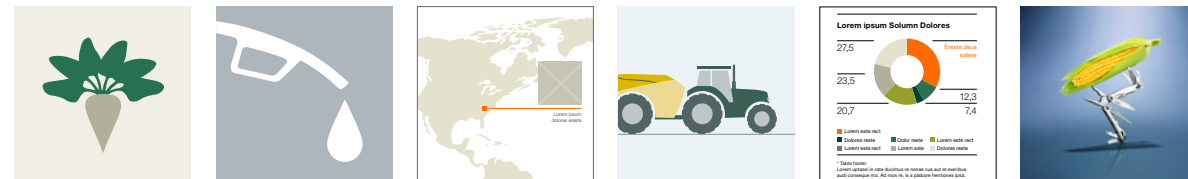
Typography

Neue Helvetica and
Substitute Fonts

The KWS corporate font is "Neue Helvetica." Its modern yet classic look rounds off the KWS brand presence. It is a well-structured font and thus suitable for international use.

Additional fonts for square bullet points (▪)
Square bullet points are always used for lists. This is not part of the Neue Helvetica font. Accordingly, the system font Web Dingbats (PC) or Zapf Dingbats (Mac) are used for this purpose. With both fonts the bullet point can be found using the "n" shortcut key.

Office substitute font Arial
The substitute font Arial is used for Microsoft Office applications such as PowerPoint, Word, or Excel.

Non-Latin alphabets
Chinese: MHei HK (Traditional Chinese) or MHei PRC (Simplified Chinese)
Japanese: YU Gothic
Arabic: Arial Unicode MS

Neue Helvetica

Neue Helvetica Light (*Italic*)
Neue Helvetica Roman (*Italic*)
Neue Helvetica Bold (*Italic*)
Neue Helvetica Black

- Wingdings (PC)
- Zapf Dingbats (Mac)

Square bullet points in Wingdings (PC)
or in Zapf Dingbats (Mac)

Arial Regular (*Italic*)
Arial Bold (*Italic*)

Office substitute font Arial

The font licenses for "Neue Helvetica" and the non-Latinalphabets can be acquired from Web sites such as **www.linotype.com**

Typography

Use and Color

The tonality of the communication is adapted by using certain versions and colors of the Neue Helvetica font. The KWS brand will only be more recognizable if Neue Helvetica is used correctly and consistently.

General
Copy text is generally left-justified and ragged on the right. Mixed styles lend a certain vibrancy to the typeface.

Capital letters
Capital letters are reserved for the KWS brand, the slogan next to the logo, and variety names.

Detailed use of the various font versions
Sizes, colors, line spacing, and character spacing have all been defined for the use of Neue Helvetica in various media. See the size table in the appendix 49. These settings are pre-defined in the original design templates.

Top line in Neue Helvetica Bold black or white

Headlines are set in Neue Helvetica Light in KWS Orange. White and black can also be used on images. Only white can be used on KWS Orange.

Bilingual headlines are distinguished using the Light Italic version of the font.

VARIETIES IN THE BLACK FONT VERSION

Neue Helvetica Bold is used in one of the three primary colors for accentuations such as copy text headings or text highlights.
Copy text is set in Neue Helvetica Roman. The three primary colors orange, white, or black can be used depending on the background.

- Square bullet points characteristic of the brand are used. They come from the additional fonts Web Dingbats (PC) or Zapf Dingbats (Mac).
- Bullet points can be used in the four colors orange, white, black, and beige.

The font licenses for "Neue Helvetica" and the non-Latin alphabets can be acquired from Web sites such as **www.linotype.com**

Images

Corporate Communication

THE IMAGE CONCEPT IS CURRENTLY BEING REVISED

The KWS brand presence should be supported by high-quality images which are both natural and authentic. Since credibility is especially important, "real" farmers and employees are preferred to professional models. It should be ensured that all images support and in no way contradict the values defined for the KWS brand (vision, team spirit, closeness, trust, and independence). The use of selective focus as a stylistic device, in which only the essential part of the image is in focus, is recommended in order to guide the beholder's gaze to the important area of the image. If KWS employees, customers, or business partners appear in images, the photo reportage style should be used.

- The focus is on the farmer and his daily working environment
- The photographer is an observer and always approaches the farmer and his work with a great deal of respect.
- The people should also not "pose" in front of the camera nor should they look into the camera if at all possible.
- If third-party brands appear in the image, they should not occupy center stage.
- The (subtle) integration of the color orange is recommended to establish a distinctive relationship with KWS.
- Situations should be natural, credible, and authentic (no new gum boots).
- Do not take photos that "look down" on people.
- Ensure a clear distinction between the farmer and adviser.
- It should be possible to use the image in both portrait and landscape format.

Images

THE IMAGE CONCEPT IS CURRENTLY BEING REVISED

Product Communication

Images in product communication primarily support the variety name and/or convey the positioning of the variety (campaign motifs). Even though a freer approach can be taken to the images used, certain important rules still need to be observed:

- The image and/or the use of the crop icon must unmistakably communicate the corresponding crop type.
- An image should in no way damage the KWS brand values (vision, team spirit, closeness, trust, and independence).
- In the case of stylized or artificial photo montages and collages, the images must remain of a sufficiently high and respectable quality.
- If the farmer is featured, he should also be portrayed as authentically as possible as a businessman in his natural surroundings. Images that portray farmers in a degrading or absurd manner are not permitted.
- No comic-style depictions.
- No excessive exaggerations in photo montages. People remain people. Animals remain animals. Objects remain objects.

Icons

Crop Icons

Crop icons are used to provide guidance and to label crop varieties. Their color design using the KWS secondary colors gives them a natural, fresh, and modern look and makes them more distinct from each other. They are also highly suitable for use in digital media as a result of their reduced structure.

1 **Structure and background**
The form of the crop icons cannot be altered. The square background in 50 % KWS Light Beige is already preset in the original icon file.

2 **Size variations**
Standard version for standard use.
Small version for use with minimal sizes (≤ 8 mm).
The minimum size is 6 mm.

3 **Grayscale version**
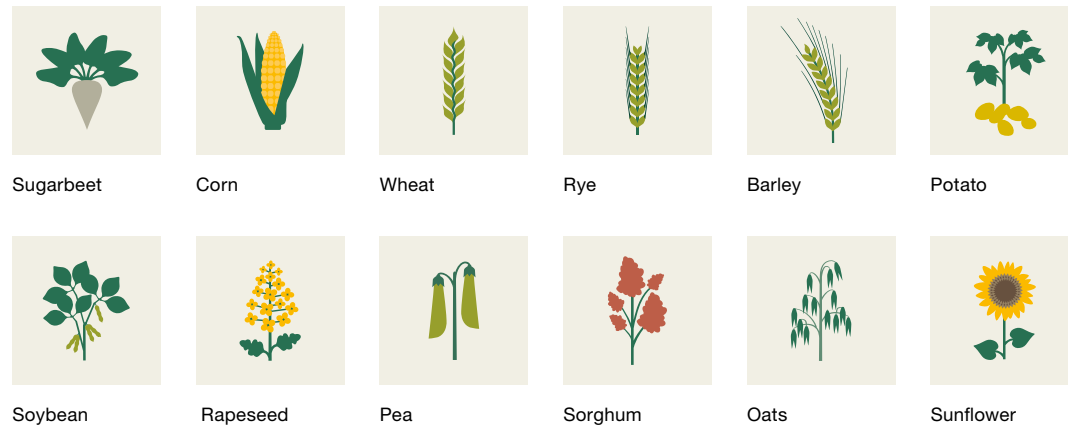The crop icons should always be used with the 4C model. A grayscale version (1C) of the icons has been produced for special cases determined by production conditions.

4 **Positioning on backgrounds**
Crop icons may appear on KWS Orange or white. Here, too, they appear on a light beige square.

Crop icons should never be overused. They should only be used for product communication if the crop type is not immediately recognizable from the images used. Crop icons are not to be used as a decoration element, for illustrative purposes, or to identify the company in place of the KWS logo. In printed matter the crop icon must not be larger than the logo.

The crop icon database is available to download in the CI portal.

Sugarbeet	Corn	Wheat	Rye	Barley	Potato
Soybean	Rapeseed	Pea	Sorghum	Oats	Sunflower

1 50 % KWS Light Beige

2 Standard version — Small version (≤ 8 mm)

3 Grayscale version

4 Positioning on KWS Orange — Positioning on white

Don'ts

On KWS Orange — In KWS Orange — Tone-on-tone — On/in black

Icons

Usage Icons

These icons are used in product communication to identify the areas in which the varieties are suitable for use. They differentiate products within a crop type and provide a cross-divisional overview of products.

The usage icons appear in KWS Gray to enable better differentiation from the crop icons.

1 **Structure and background**
The form of the usage icons cannot be altered. The square background in 50 % KWS Gray is already preset in the original icon file.

2 **Grayscale version**
The usage icons should always be used in white on KWS Gray (4C). A grayscale version (1C) of the icons has been produced for special cases determined by production conditions.
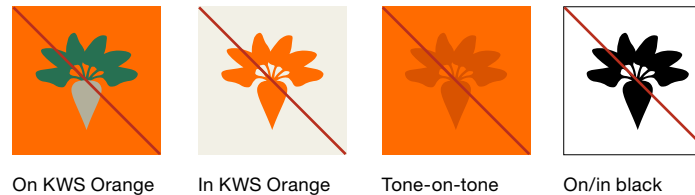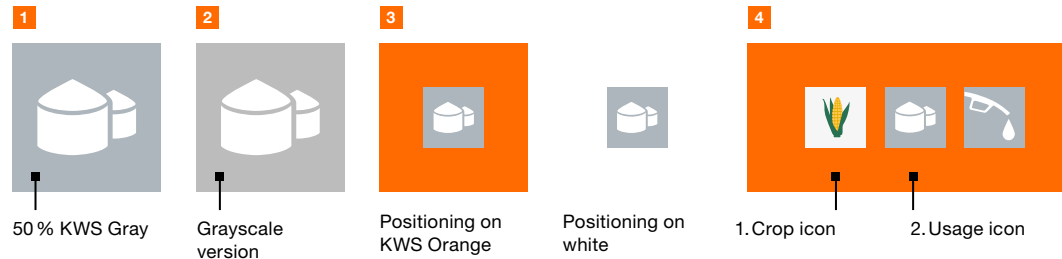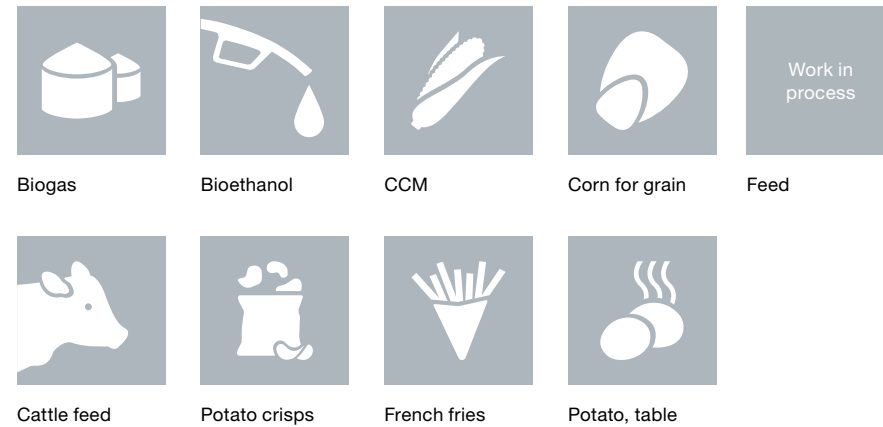
3 **Positioning on backgrounds**
Usage icons may appear in KWS Orange or white. They stand on a KWS Gray square.

4 **Crop and usage icons**
Several usage icons can be used simultaneously in product communication. If the crop icon is used in addition to the usage icon, this is placed before the usage icon.

Usage icons are not to be used as a decoration element, for illustrative purposes, or to identify the company in place of the KWS logo. They should be no smaller than 6 mm.

The crop icon database is available to download in the CI portal.

| Biogas | Bioethanol | CCM | Corn for grain | Feed / Work in process |

| Cattle feed | Potato crisps | French fries | Potato, table |

1 50 % KWS Gray

2 Grayscale version

3 Positioning on KWS Orange / Positioning on white

4 1. Crop icon 2. Usage icon

Don'ts

| In KWS Orange | In color | In white on KWS Orange | On/in black |

Icons

Text Icons for Labeling
Products and Segments

1 KWS Ackerfit
The KWS Ackerfit label has been developed to identify catch crop mixes.

2 KWS Energy, KWS Organic
The KWS Energy and KWS Organic labels are available to identify the company's expertise in the area of energy crops and organic farming across all types of crops.

3 Structure and background
The form and style of the text icons cannot be altered. The square shape, the font, and the color scheme (KWS primary and secondary colors) are already preset in the icon file.

4 Grayscale version
The text icons should always be used on KWS Gray (4C). A grayscale version (1C) of the icons has been produced for special cases determined by production conditions.

5 Positioning on backgrounds
Text icons may appear on KWS Orange, KWS Light Beige, KWS Light Gray or white.

6 Crop, usage, and text icons
Icons can be used simultaneously in product communication. The text icon can be positioned before the crop icon and usage icon.

The structure, style, or color scheme of the text icons may not be altered. They should be no smaller than 6 mm.

The text icon database is available to download in the CI portal.

1

KWS ACKERFIT

Catch crops

2

KWS ENERGY

Energy crops

KWS ORGANIC

Organic farming

3

KWS ACKERFIT

Neue Helvetica

4

KWS ACKERFIT

Grayscale version

5

KWS ACKERFIT

Positioning on KWS Orange

KWS ACKERFIT

Positioning on white

6

KWS ENERGY

1. Text icon   2. Crop icon   3. Usage icon

Don'ts

KWS ORGA NIC

Wrong structure

KWS *Organic*

Wrong font

KWS ORGANIC

Wrong color

Illustrations

Basic Structure and Color

Illustrations typical of the KWS brand should be striking, clear, and reduced to the essentials. This allows facts to be presented comprehensibly and structures, processes, and relationships to be communicated simply and at the same time informatively.

1 Structure and dimensions
KWS illustrations are structured using two-dimensional geometric forms in combination with free forms. The forms should be arranged with no spacing whenever possible, unless it impairs the message of the illustration.

2 Color scheme
Illustrations may be designed using the KWS secondary colors and their respective screening intervals (25 %, 50 %, and 75 %). Lighter screens should generally be used for backgrounds. KWS Orange is used to highlight special elements within the illustration.
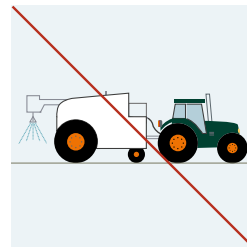
3 Dimensions
Depth is achieved through color contrasts and not 3-D effects. A horizontal line can also be used to provide a sense of the space.

Basic principles governing the structure
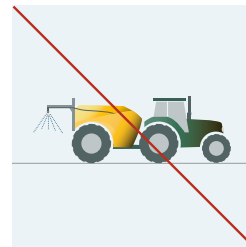- **No contours**
- **No color gradients**
- **No shadows**
- **No textures**
- **No transparencies**

Marking/labeling with squares.
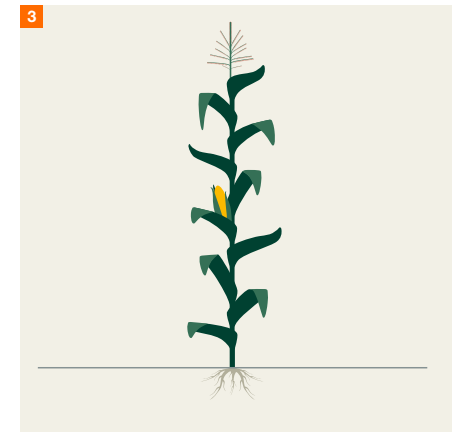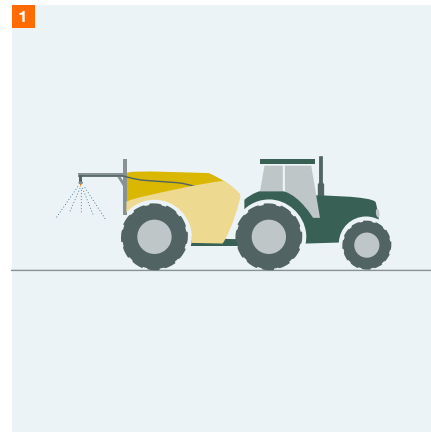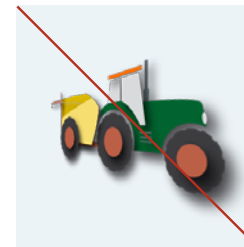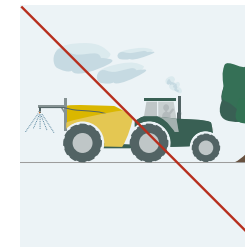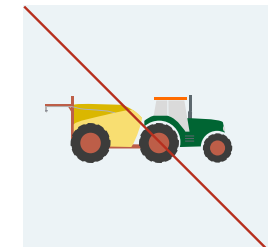

Don'ts

No contours

No color gradients

No 3-D effects

No overloading

Too many secondary colors

1.8.1

Charts

Tables

Tables typical of the KWS brand have a two-dimensional structure that helps to present facts and figures in a clear and striking manner.

1 Structure

Table heading (optional) Table headings are primarily used in KWS literature. They are optional and help to structure the content.

Table head A table head is set apart from the rest of the table in KWS Orange whenever possible.

Table body Rows are separated from each other using the background color KWS Light Beige at screening intervals of 25 % and 50 %.

Font In tables Neue Helvetica is used in the Roman and Bold versions for accentuation in black or white (on KWS Orange).

Lines Line weights measuring 0.25 pt, 0,5 pt, and 1 pt may be used to structure tables.

2 Colors

For more pronounced structuring of content the secondary colors of the KWS Beige and Green spectrums may be used at the 25% and 50% screening intervals in addition to KWS Orange and KWS Light Beige.

3 Grayscale version

Grayscale versions of tables may also be produced in special cases determined by production conditions (e.g. b/w printing).

4 Linear version

Linear tables may also be produced in special cases determined by production conditions (e.g. fax).

1

Table heading

Table head	Column	Column
Table body	Row*	Row
Table body	Row	Row
Table body	Row	Row

* Table footnotes:
Lorem uptassi in rate ducimus re nonse cus aut et exeribus audi conseque mo. Ad mos re, is a plabore hentiones ipsa gondi quid quat. Nequis sitamuto.

2

Table colors

KWS Orange	Light Green	Beige
Light Beige 25 %	25 %	25 %
Light Beige 50 %	50 %*	50 %
Light Beige 25 %	25 %	25 %

* Table footnotes:
Lorem uptassi in rate ducimus re nonse cus aut et exeribus audi conseque mo. Ad mos re, is a plabore hentiones ipsa gondi quid quat. Nequis sitamuto.

3

Grayscale version

Table head	75 % black
Table body	25 % black
Table body	50 % black*
Table body	25 % black

* Table footnotes.

4

Linear version

Table head	Column	Column
Table body	Row	Row
Table body	Row	Row*
Table body	Row	Row

* Table footnotes.

1.8.2

Charts

Graphs and Diagrams

Diagrams and graphs illustrate complex facts and figures. Careful use of KWS secondary colors and a basic two-dimensional structure strengthen perception of the KWS brand.

1 Structure

Graph and diagram headings (optional) Graph and diagram headings are primarily used in KWS literature. They are optional and help to structure the content.

Background Background areas in KWS Light Beige at screening intervals of 25% and 50% (alternating) provide better orientation within the diagrams. They are optional and are not used in graphs.

Font In tables Neue Helvetica is used in the Roman and Bold versions in black and white for highlighting as well as in KWS Orange for accentuation. Accentuated large figures are set in the Light version.

Lines Line weights measuring 0.25 pt, 0.50 pt, and 1.0 pt may be used to structure graphs and diagrams.

**Legends** Squares typical of the brand's corporate design are used for legends.

2 Colors

If more pronounced differentiation is needed, additional colors from the secondary color palette may also be used. After the KWS Beige and KWS Green spectrums, further bright secondary colors are permitted as an option (screening intervals 25 % and 50 %).
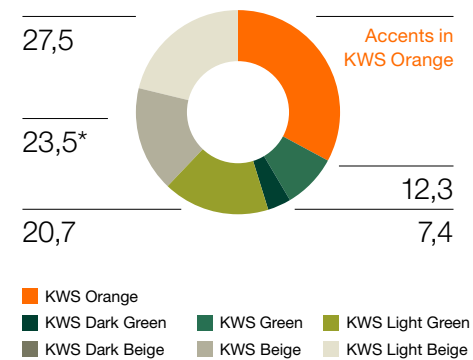**KWS Orange always accentuates the most important information.**

1

Graph and diagram heading
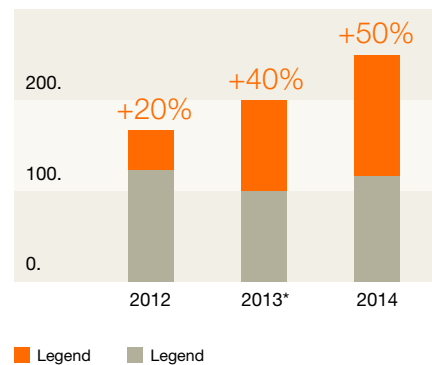
| | +20% | +40% | +50% |

200.

100.

0.

2012   2013*   2014

■ Legend   ■ Legend

* Table footnotes:
Lorem uptassi in rate ducimus re nonse cus aut et exeribus audi conseque mo. Ad mos re, is a plabore hentiones ipsa.

2

Color weighting

27,5

23,5*

20,7

Accents in KWS Orange

12,3

7,4

■ KWS Orange
■ KWS Dark Green   ■ KWS Green   ■ KWS Light Green
■ KWS Dark Beige   ■ KWS Beige   ■ KWS Light Beige

* Table footnotes:
Lorem uptassi in rate ducimus re nonse cus aut et exeribus audi conseque mo. Ad mos re, is a plabore hentiones ipsa.

Eye-Catcher

Structure and Use

KWS Dark Green   KWS Green   KWS Light Green   KWS Beige

100 %
75 %
Neue Helvetica

12°
Rotated to the left by 12°

1 Structure and color scheme

KWS eye-catchers are round to ensure maximum impact in the layout. Depending on the contrast with the background, they can be used in the four secondary colors KWS Dark Green, KWS Green, KWS Light Green, and KWS Beige. The eye-catcher is available as a template file (Adobe Illustrator) with preset colors and font sizes. Its form cannot be altered.

Eye-catcher texts should be no longer than three lines.

2 Rotation

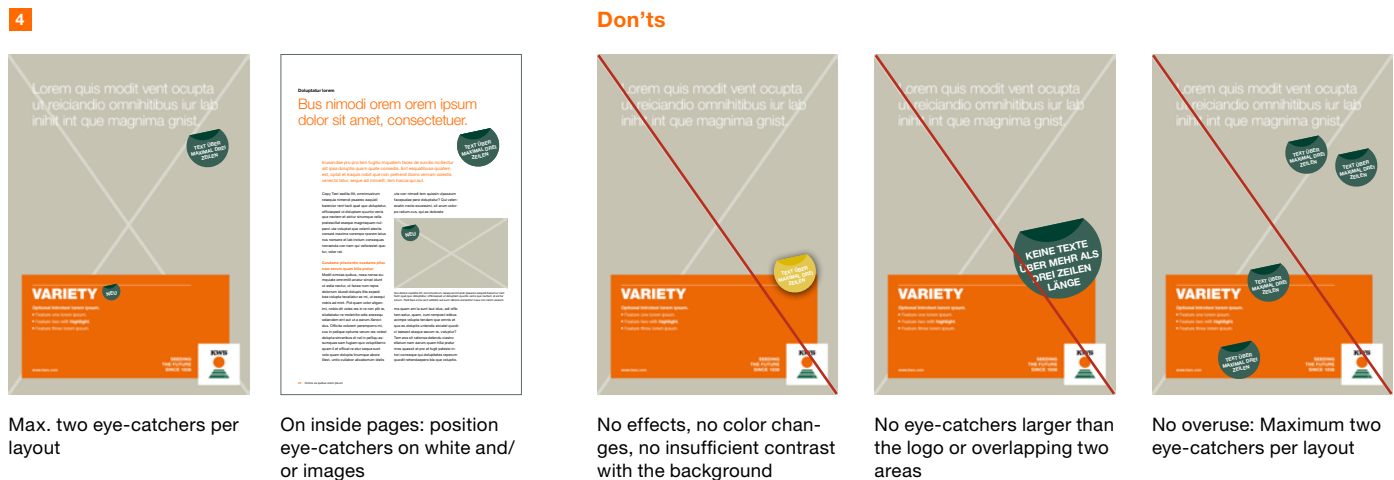The eye-catcher is rotated 12° to the left.

3 Size

The size of the eye-catcher is scalable depending on the amount of text. However, it should be no larger than the size of the logo field in the layout.

4 Number and positioning

The eye-catcher may be positioned in the text field, on images, or on white. It should be ensured that there is sufficient contrast. The eye-catcher should not overlap between images and other areas.

A maximum of two eye-catchers per layout may be used at the same time.

Scalable depending on the amount of text

Maximum size

Max. two eye-catchers per layout

On inside pages: position eye-catchers on white and/or images

Don'ts

No effects, no color changes, no insufficient contrast with the background

No eye-catchers larger than the logo or overlapping two areas

No overuse: Maximum two eye-catchers per layout

An eye-catcher template is available to download in the CI portal.

Layout Principle

Logo and Text Field Sizes

1 Determining the size of the text field

The size of the text field is always a multiple of the logo field. The text field should preferably grow in whole number proportions to the logo (e.g. 3 × 3). The text field can also grow in half number proportions (e.g. 2.5 × 2.5) in order to make optimal use of the space. It can be square or rectangular.

2 Flexible use of the logo

The logo can shift along the text field. The preferred position is the bottom right of the page and this should be the standard format.
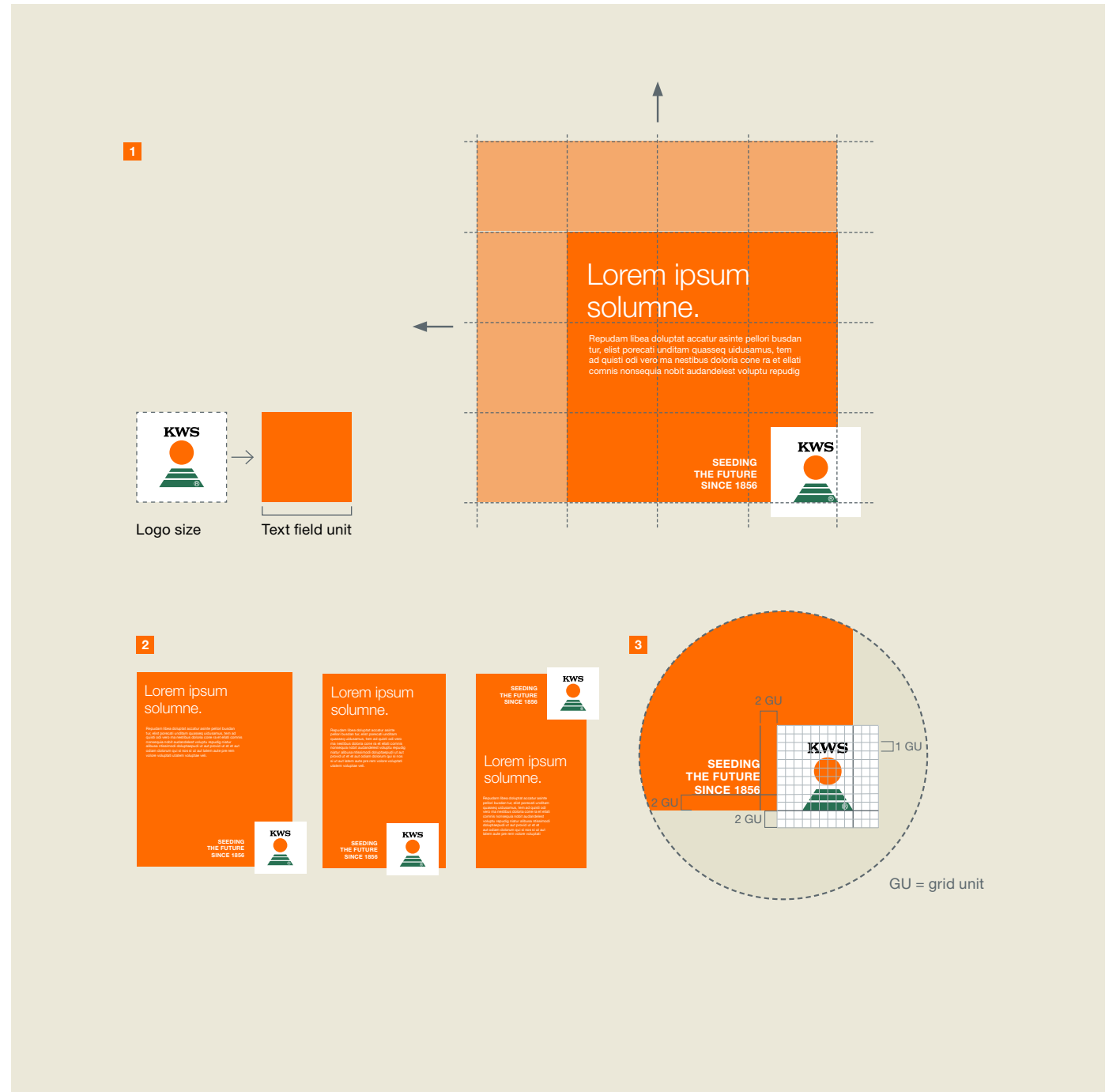
Exceptions:

In justified exceptional cases (e.g. in Arabic-speaking countries) the logo and slogan can be positioned on the left. Positioning the logo at the top may make sense to achieve maximum impact from a distance in certain media.

3 Positioning the logo and slogan

Logo The position of the logo field on the text field in the capital letter combination is aligned with the lowest green field of the logo. This should always line up with the text field below it.

Slogan In all formats the distance between the slogan and the logo field is 1/6 of the overall size of the logo field (equivalent to 2 GU in each case).

Logo and slogan sizes for each medium can be obtained from the table on page 49. They are already preset in the templates.

Logo size   Text field unit

Lorem ipsum solumne.

Repudam libea doluptat accatur asinte pellori busdan tur, elist porecati unditam quasseq uidusamus, tem ad quisti odi vero ma nestibus doloria cone ra et ellati comnis nonsequia nobit audandelest voluptu repudig

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2 GU
1 GU
2 GU
2 GU
2 GU

GU = grid unit

Layout Principle

Page Layout

The combination of logo field/text field and various image formats makes it possible to create a number of different page layouts. This allows all KWS media to be designed in a way that is completely in keeping with the brand while achieving maximum media impact.

1 Combination of logo field and text field
The text field can grow depending on the amount of information being communicated. The ideal text field sizes are already preset in the template.

2 Image section and area ratio
The image section can grow to the benefit of the image or it can shrink to the benefit of the information section.

Possible logo and text field sizes

Possible image formats

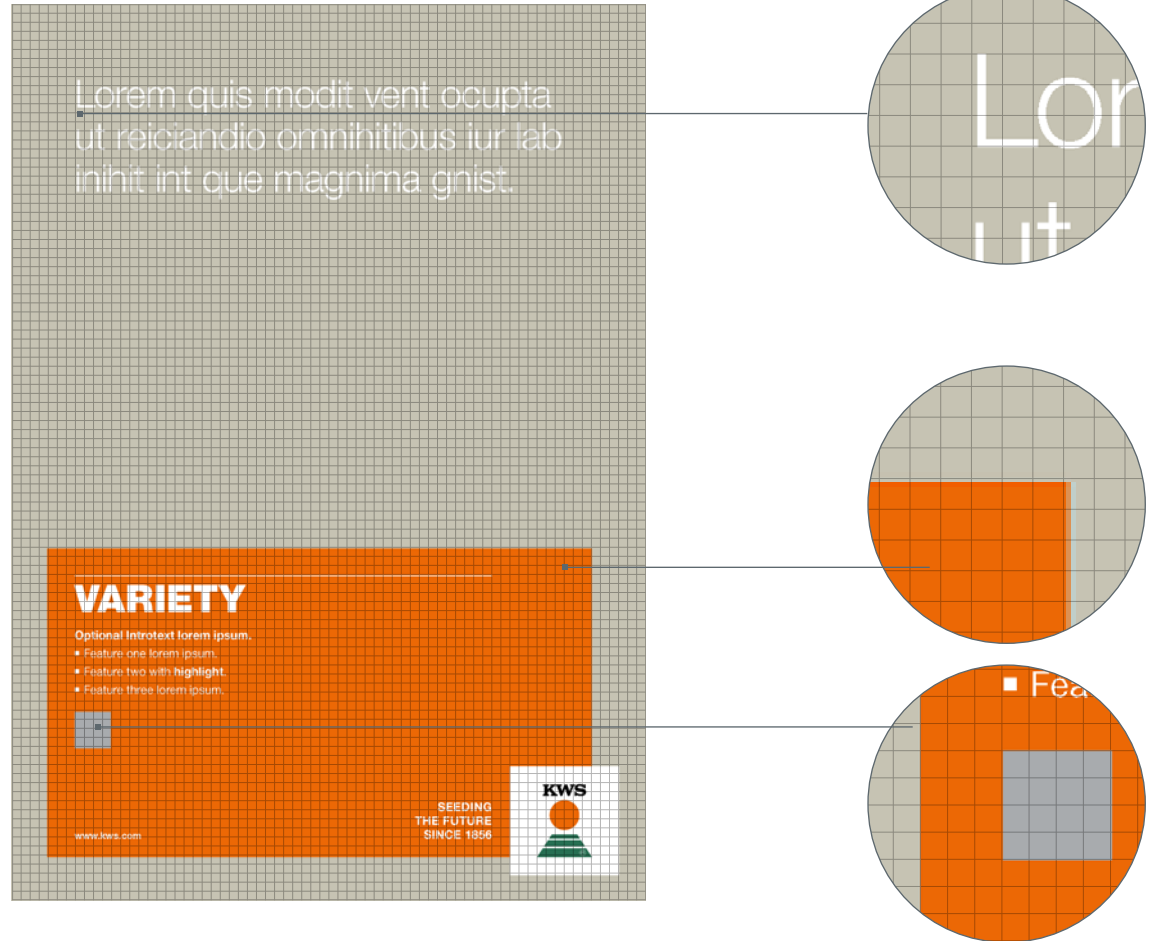Examples

Layout Principle

Grid and Positioning

A square layout grid has been devised to enable the simple positioning of all corporate design elements. The layout grids are defined for each medium and can be obtained from the appendix on page 49. The layout grids are preset in the individual templates.

Font sizes and the sizes of all corporate design elements can be derived from the layout grid. Its role is to align and precisely position the individual elements.

If a logo size is yet to be defined for your medium, please select the logo size that looks best for your medium. The grid is determined by dividing the logo field by 12.
Grid: logo field / 12
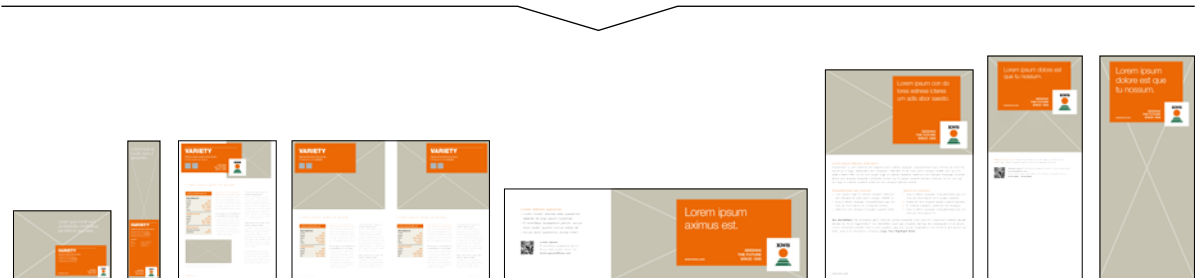
Templates with layout grids are available to download in the CI portal.

Examples

Corporate Design Applications

Advertisements

Types and Formats

Advertisements should always communicate a fundamental message which is as brief and comprehensible as possible. The chosen image should also support this message.

1 Image advertisement

The text field provides space for communicative content in copy text form both for corporate communication and product communication.

2 Variety advertisement

Variety advertisements are used to advertise a specific variety. Accordingly, the variety name is positioned prominently in the text field. Features and icons complete the communication.

3 Text advertisement

Besides advertisements with images, there are also those which feature only text. They are ideal for presenting large amounts of text or several varieties. The logo field and text field appear on a white background here.

4 Formats

The following formats are available as templates:

- **1/1 advertisement**
- **1/2 advertisement**
- **1/3 advertisement**
- **1/4 advertisement, portrait and landscape**

You can find detailed information on sizes in the appendix on page 50.

Advertising templates are available to download in the CI portal.

Image advertisement

Variety advertisement

Text advertisement

1/1   1/2   1/3   1/4 portrait   1/4 landscape

Advertisements

Structure and Positioning

A fixed layout grid governs the positioning of all corporate design elements in every format. The height of the text field is a multiple of the logo field. The flexible height is based on the amount of content being communicated.

1 Content in the text field

The communicative content, such as variety name, introductory text, features, company details, and icons, are left-aligned in the text field. The font sizes are fixed and preset in the templates. The presentation of up to three features is optimal. The height of the text field is based on the amount of content being communicated. In advertisements with an image the text field should not exceed 70 % of the image height.

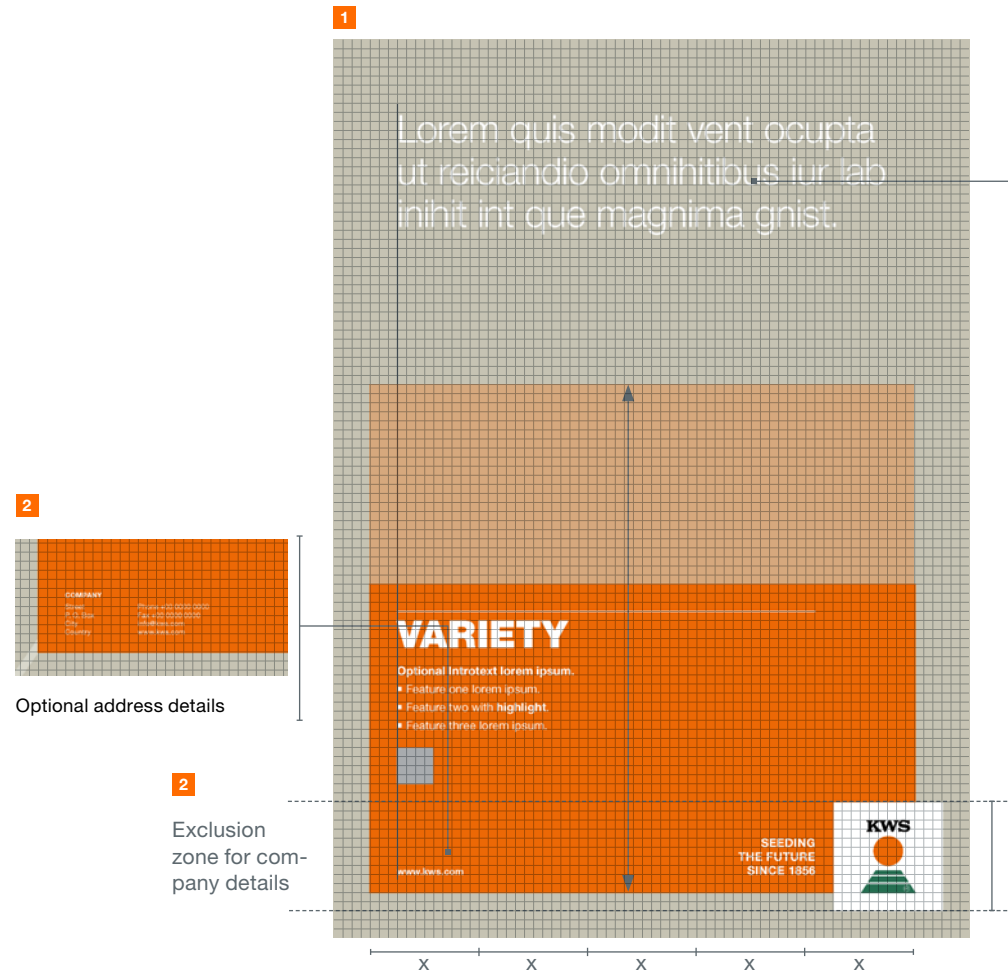**2 Exclusion zone for company details**

An exclusion zone reserved for company details is defined in the text field. Only the logo field, slogan, and company details (URL or address) may be positioned here. The exclusion zone is marked out in the templates.

3 Headline

KWS Orange and black can be used in addition to white in order to achieve the optimal contrast between the headline and the background. The headline should be a maximum of three lines long. The positioning of the headline is determined by the image. The font sizes are fixed and preset in the templates.

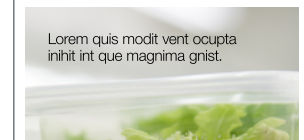You can find detailed information on sizes in the appendix on page 50.

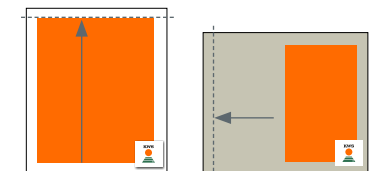Advertising templates are available to download in the CI portal.

1

Lorem quis modit vent ocupta ut reiciandio omnihitibus iur iab inihit int que magnima gnist.

2

Optional address details

COMPANY

VARIETY

Optional Introtext lorem ipsum.
- Feature one lorem ipsum.
- Feature two with **highlight**.
- Feature three lorem ipsum.

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KWS

2 Exclusion zone for company details

x

x x x x x

3

Lorem quis modit vent ocupta inihit int que magnima gnist.

Headline in white

Lorem quis modit vent ocupta inihit int que magnima gnist.

Headline in KWS Orange

Lorem quis modit vent ocupta inihit int que magnima gnist.

Headline in black

Example of headline positioning

Text advertisement

1/2 landscape

Advertisements

Positioning of Corporate Design Elements

1 Crop and usage icons

Crop icons are a mandatory element within product communication whenever the crop type is not immediately recognizable from the images used. A usage icon shows how a product can potentially be used and is an optional element of the variety advertisement.
Icon size: 1/3 logo size (4 GU)

2 Multilingual use

The second language is set in italics in bilingual advertisements.

3 Size of the variety names

The size of the variety name is equivalent to 3 GU. If there are more than two variety names, the font size is reduced to the equivalent of 2 GU. The line above the variety name has a fixed length. The length is preset in the templates. The size of the optional Variety identifier (e.g. ripeness index or tolerance) is equivalent to 1 GU.
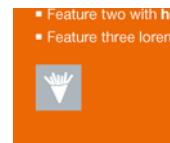
4 Legal text

If necessary, legal text can optionally be set apart under the advertisement on a white background. To ensure optimal legibility the font should be no smaller than the prescribed size of 5.5 pt. The remaining elements move up in accordance with the layout grid.
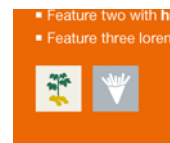
5 QR-Code

The QR code can optionally be used in white. The minimum size for small formats is 12 × 12 mm.
QR code size: 1/3 logo size (4 GU)

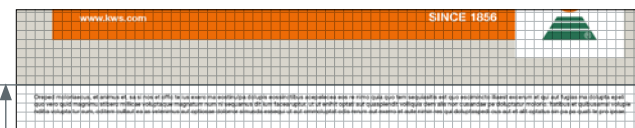Advertising templates are available to download in the CI portal.

1

Usage icon

Crop and usage icon

5

QR code
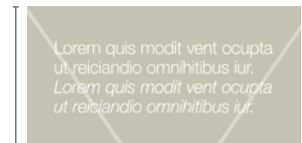
2

Multilingual use

3

1 GU
3 GU
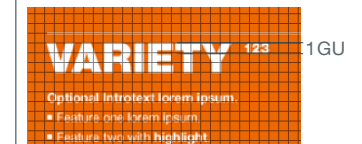
1 variety name

1 pt
2 GU

2–3 variety names

1 GU

Variety identifier (e.g. ripeness index or tolerance)

GU = Grid unit

Lorem quis modit vent ocupta ut reiciandio omnihitibus iur iab inihit int que magnima gnist.

VARIETY

Optional Introtext lorem ipsum.
- Feature one lorem ipsum.
- Feature two with **highlight**.
- Feature three lorem ipsum.

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KWS

RE

4

www.kws.com   SINCE 1856

Legal text

Advertisements

Overview

Image advertisements

1/1

1/2

1/3

1/4 portrait

1/4 landscape

Variety advertisements

1/1, 1 variety

1/1, 3 varieties

1/2, 2 varieties

1/4 portrait, 2–3 varieties

1/2, 1 variety

1/3, 1 varieties

1/3, 3 varieties

1/4 portrait, 1 variety

1/4 landscape, 1 variety

2.2.1

Posters

Structure and Formats

The logo field and text field should preferably be positioned in the upper part of the poster to guarantee maximum impact from a distance.

The following formats are available as templates and serve as the basis for further sizes:

- **DIN A1 poster, 594 × 841 mm**
- **Roll-up, 850 × 2000 mm**
- **Banner, 2000 × 600 mm**
- **Billboard, 3560 × 2520 mm**

DIN A1 image poster
(594 × 841 mm)

Image banner (2000 × 600 mm)

Image roll-up
(850 × 2000 mm)

Image billboard (3560 × 2520 mm)

2.2.2

Posters

DIN A1 Poster

We make a distinction between two versions of the poster layout depending on its intended purpose and the amount of information featured:

1 **Image poster**

With image posters the logo field and text field appear on a full-size image. The logo field and text field may be moved around the layout so that the image is optimally displayed. They should preferably be positioned in the upper part of the poster to guarantee maximum impact from a distance. The communication is prominent within the text field.
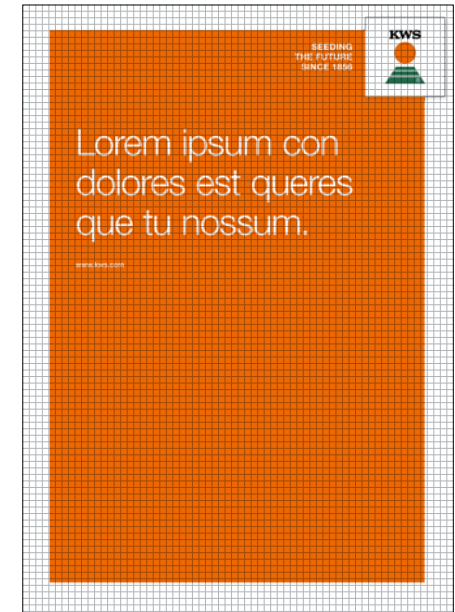
2 **Text/info poster**

The logo field and text field appear on a smaller part of the image or on a white background on text/info posters. They should preferably be positioned in the upper part of the poster to guarantee maximum impact from a distance. The information takes precedence over the image, whose height can be reduced flexibly. The headline should be as prominent as possible in the text field. The copy text appears underneath on a white background. Text, images, and graphics can be freely placed in this white area in accordance with the relevant guidelines (font, color, etc.). The poster can also appear with no image in exceptional cases.

Detailed information on size can be found in the appendix on page 51.

DIN A1 poster templates are available to download in the CI portal.

DIN A1 image poster (594 × 841 mm)

DIN A1 text/info poster (594 × 841 mm)

Text/info poster, exception with no image

Flexible positioning

Flexible use of image

Exclusion zone

Posters

Roll-up

We make a distinction between two versions of the roll-up layout depending on the intended purpose and amount of information featured:

1 Image roll-up

With image roll-ups the logo field and text field appear on a full-size image. The logo field and text field may be moved around the layout so that the image is optimally displayed. They should preferably be positioned in the upper part of the poster to guarantee maximum impact from a distance. The communication is prominent within the text field.

2 Text/info roll-up

The logo field and text field appear on a smaller part of the image or on a white background on text/info roll-ups. They should preferably be positioned in the upper part of the roll-up to guarantee maximum impact from a distance. The information takes precedence over the image, whose height can be reduced flexibly. The headline should be as prominent as possible in the text field. The copy text appears underneath on a white background. Text, images, and graphics can be freely placed in this white area in accordance with the relevant guidelines (font, color, etc.). The roll-up can also appear with no image in exceptional cases.

On KWS Orange the QR code appears in white. On white backgrounds it appears in black.

Detailed information on size can be found in the appendix on page 51.

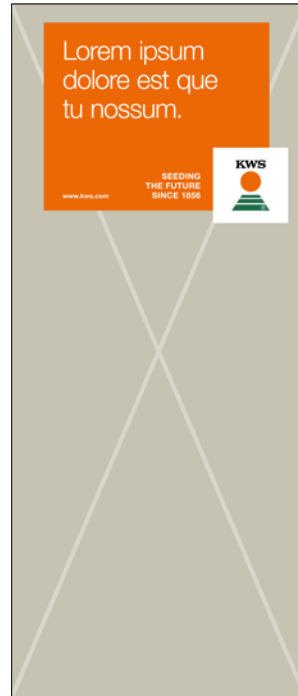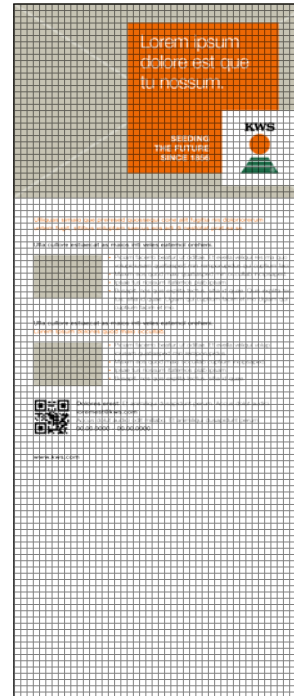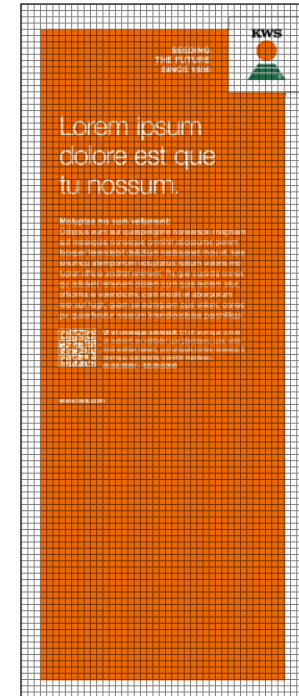Roll-up templates are available to download in the CI portal.
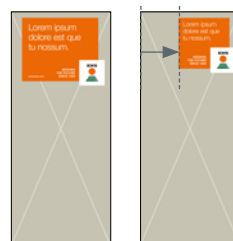

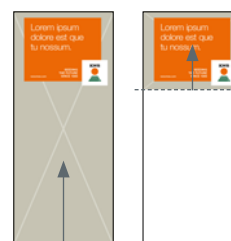Image roll-up (850 x 2000 mm)

Text/info roll-up (850 x 2000 mm)

Text/info roll-up, exception with no image
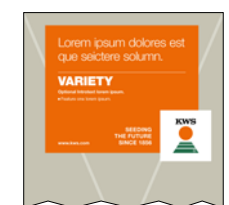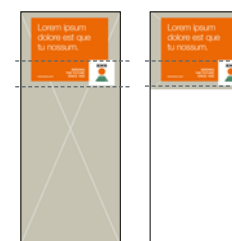
Flexible positioning

Flexible use of image

Exclusion zone

Example variety name

2.2.4

Posters

Banner

We make a distinction between two versions of the banner layout depending on its intended purpose and the amount of information featured:

1 **Image banner**

With image banner the logo field and text field appear on a full-size image. The logo field and text field may be moved around the layout so that the image is optimally displayed. They should preferably be positioned in the upper part of the poster to guarantee maximum impact from a distance. The communication is prominent within the text field.

2 **Text/info banner**

The logo field and text field appear on a smaller part of the image or on a white background on text/info banners. The information takes precedence over the image, whose width can be reduced flexibly. The headline should be as prominent as possible in the text field. The copy text appears to the left of it on a white background. Text, images, and graphics can be freely placed in this white area in accordance with the relevant guidelines (font, color, etc.). The banner can also appear with no image in exceptional cases.

On KWS Orange the QR code appears in white. On white backgrounds it appears in black.

Detailed information on size can be found in the appendix on page 51.

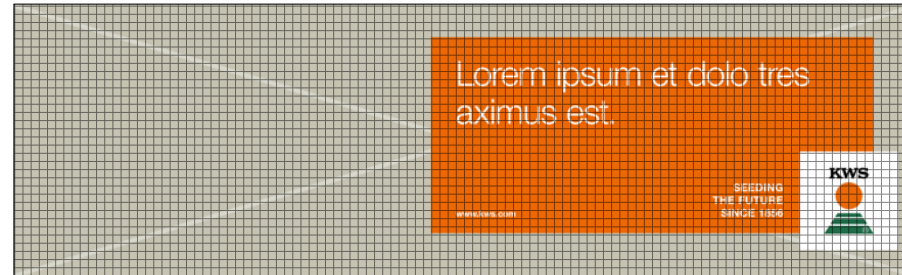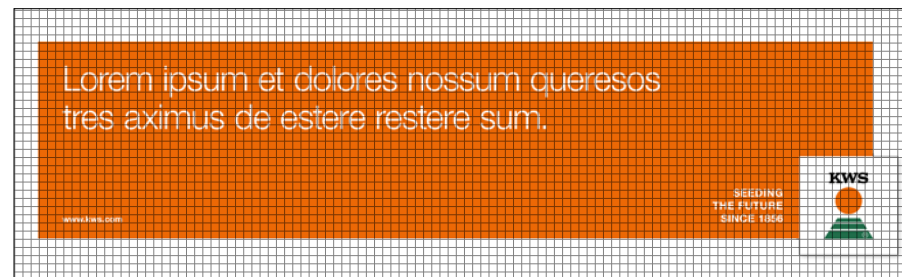Banner templates are available to download in the CI portal.
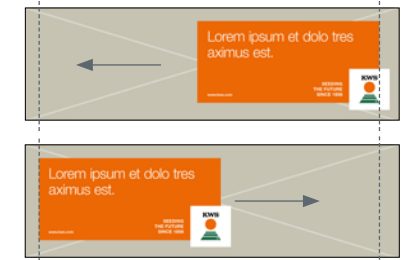
1

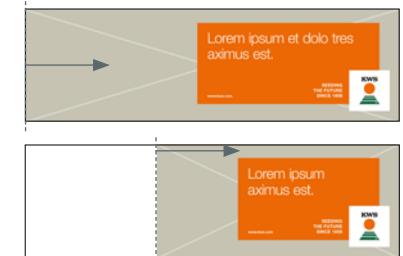Image banner (2000 × 600 mm)

2

Text/info banner (2000 × 600 mm)

Text/info banner, exception with no image

Flexible positioning

Flexible use of image

Exclusion zone

Posters

Billboard

In large-scale advertising both the image and the text appear as prominently as possible in order to achieve the desired impact from a distance. The key message should be striking and unnecessary text should be avoided.

1 Image billboard

With image billboards the logo field and text field appear on a full-size image. The communication is prominent within the text field. The logo field and text field may be moved around the layout so that the image is optimally displayed. They should preferably be positioned in the upper part of the billboard to guarantee maximum impact from a distance.

2 Text/info billboard

With text/info billboards the logo field and text field appear on a white background. They should preferably be positioned in the upper part of the billboard to guarantee maximum impact from a distance. The communication is prominent within the text field.
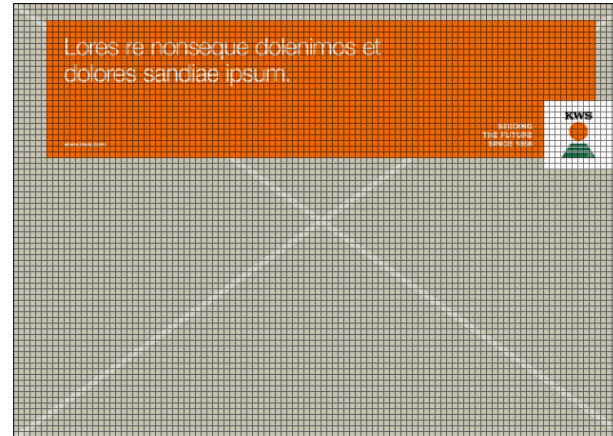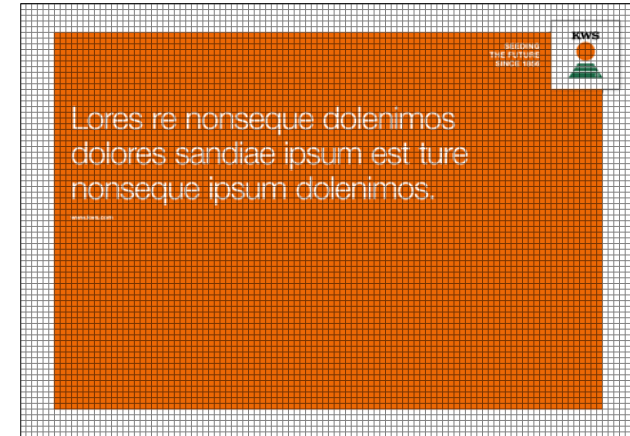

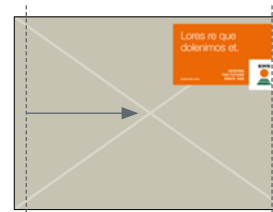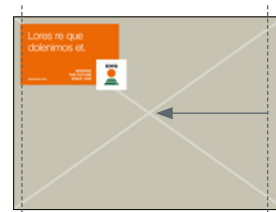Image billboard (3560 × 2520 mm)
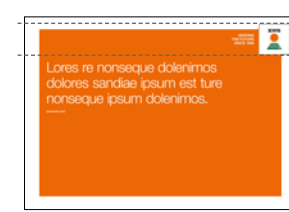

Text-/info billboard (3560 × 2520 mm)

Detailed information on size can be found in the appendix on page 51.

Billboard templates are available to download in the CI portal.

Flexible positioning

Exclusion zone

2.3.1

Literature

General

There are fixed page types used in KWS literature, subdivided into the cover page, back page, inside pages, and variety catalog inside pages. Distinctions are made between the following types of cover page:

1 Cover page layout standard

Corporate communication: Themed brochures from the areas of research and cultivation, IT, human resources, etc.
Product communication: Variety catalogs, brochures, and flyers, crop-type brochures, instructions for use, cultivation guides and planners, information on diseases, pests, etc.

2 Cover page layout special subjects

Corporate communication: Company flyers / corporate brochures
Product communication: Corporate seed brochures (all crop types)
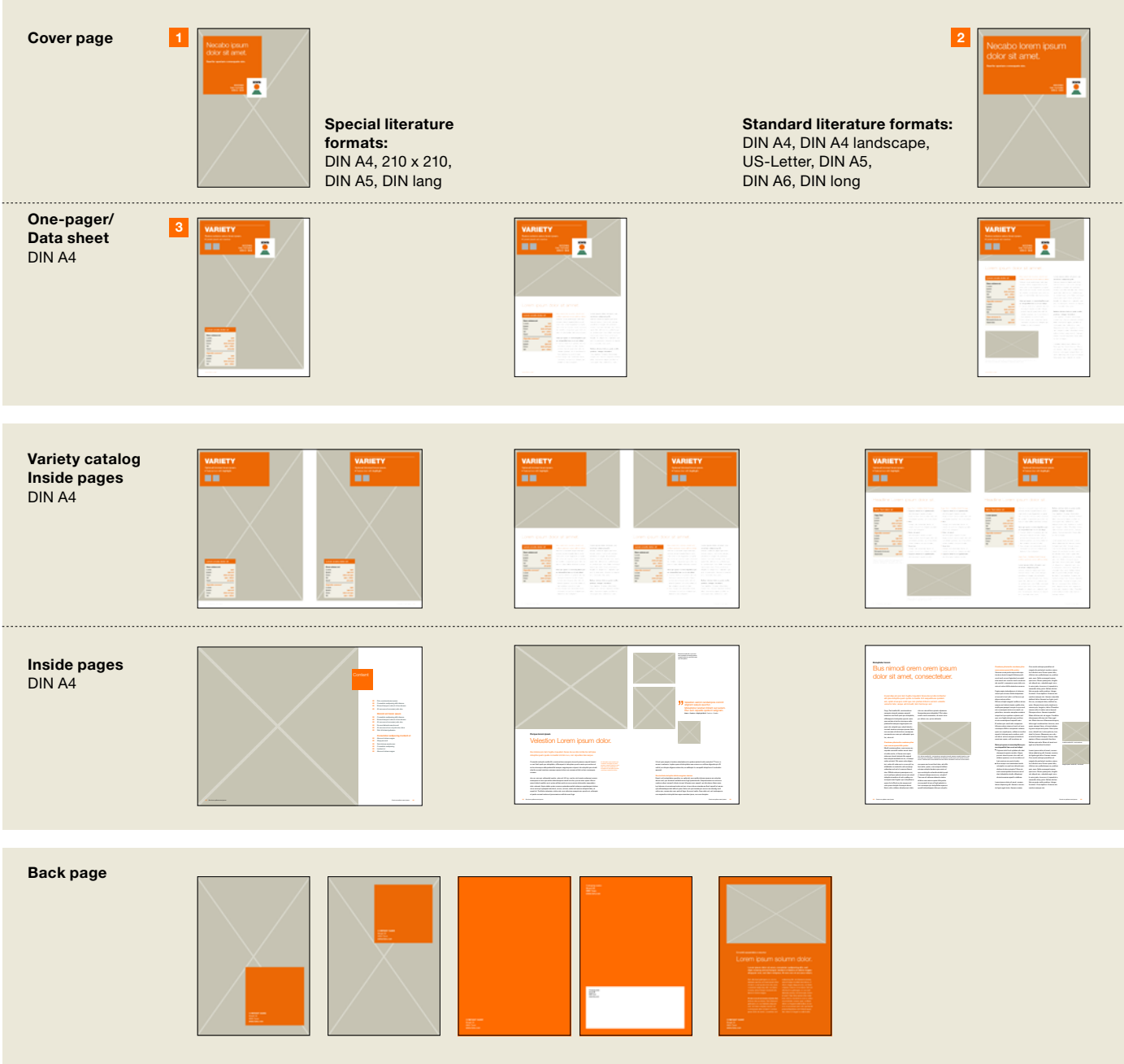
For temporary campaigns, events, initiatives, or similar, which are classed as special activities, a freer cover page layout in the "special subjects" category can be chosen in order to achieve an individual look. The format can also be freely chosen for such special cases.

3 Cover page layout, one-pagers/data sheets

Corporate communication: KWS at a glance / facts & figures, themed one-pagers, "KWS in Dialog" newsletter
Product communication: Variety data sheets

The impact of the various media (emotional/rational) is managed by adapting the image/text ratio

Literature templates are available to download in the CI portal.

Cover page

1

Special literature formats:
DIN A4, 210 x 210,
DIN A5, DIN lang

2

Standard literature formats:
DIN A4, DIN A4 landscape,
US-Letter, DIN A5,
DIN A6, DIN long

One-pager/
Data sheet
DIN A4

3

Variety catalog
Inside pages
DIN A4

Inside pages
DIN A4

Back page

Emotional (larger image section)

Rational (smaller image section)

2.3.2

Literature

Cover Page Design

Two layout versions are available for the cover page:

1 **Cover page design standard**
The size and positioning of the text field is fixed. This ensures that all brochures have a very similar appearance.

2 **Cover page design special subjects**
The size of the text field is fixed. The text field can move around. This flexible positioning within the layout grid means that the best possible impact can be achieved with the image.

3 **Basic structure**
A fixed layout grid governs the positioning of all corporate design elements on the cover page of every format. The size of the text field is a multiple of the logo field. An exclusion zone for the company details is defined within the text field. Only the logo field and slogan may be positioned here. All further communicative content is positioned on the text field. The headline and any communicative content such as the headline and subheading are left-aligned and already preset in the original template files.

Flexible positioning of logo field and text field
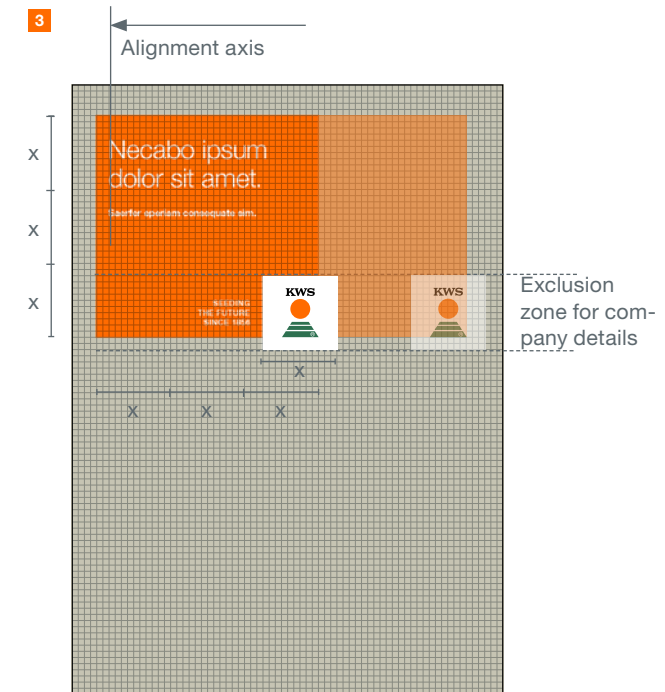
Alignment axis

Exclusion zone for company details

Cover page design: standard formats

DIN A4 DIN A4 landscape US-Letter DIN A5 DIN A6 DIN long

Cover page design: special subject formats

DIN A4 210 x 210 DIN A5 DIN long

2.3.3

Literature

Back Page Design

Various layout versions are available for the back page:

1 **Basic structure**

A fixed layout grid governs the positioning of all corporate design elements on the back page of every format.

2 **Exclusion zone for company details**

An exclusion zone reserved for company details has been defined, which is equivalent to the height of the logo field. Ideally, the exclusion zone is aligned with the lower area of the format.
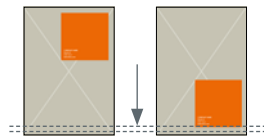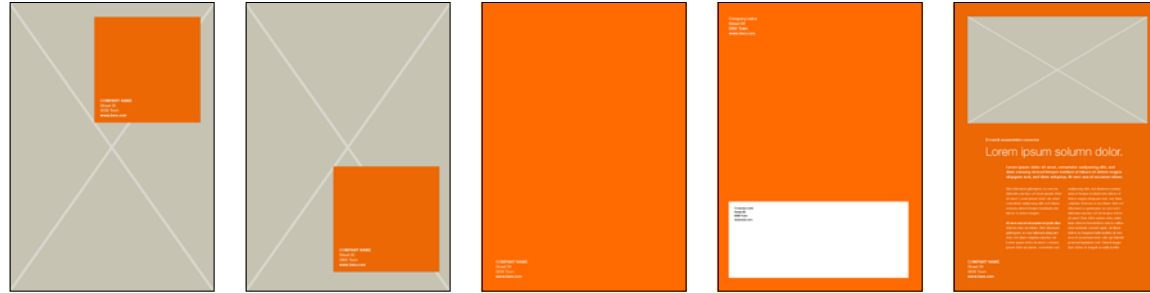
Positioning of the text field
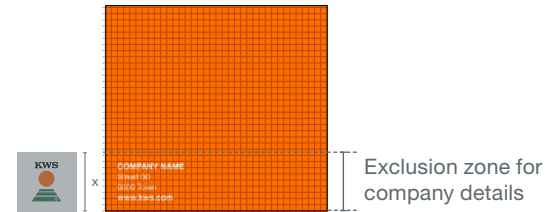
Exclusion zone for company details

Formats
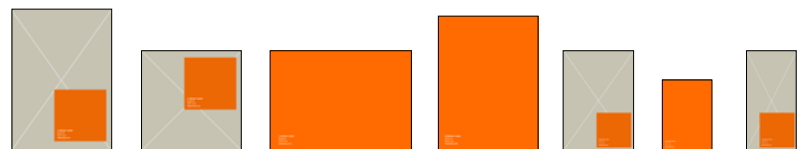
DIN A4   210 x 210   DIN A4 landscape   US-Letter   DIN A5   DIN A6   DIN long

Literature

General Inside Page Design

1

1 Page types

The examples on the right show page layouts typical of the KWS brand. They are used in both standard and special formats. Images, text, and graphics can be accentuated by offsetting them.

Images can either be positioned within the type area or bled off. The important thing is that they follow the image grid. All values are preset in the templates.

2 Inside page grids

The type area, image and column grids, and baseline grid have all been derived from the layout grid. All corporate design elements are aligned with the grid.

- **Type area:**
  The type area is determined by the format and is preset in the templates.
- **Image grid:**
  The image raster is always equivalent to 5 × 5 GU (grid units).
- **Column grid:**
  The column grid is always equivalent to 5 GU (grid units) per column. The gutter is 2 GU (grid units) wide.
- **Baseline grid:**
  The baseline grid has spacing equivalent to 1/3 grid unit. In small formats ≤ DIN A5 it is equivalent to 1/2 grid unit.

Detailed information on sizes can be found in the appendix on page 52.
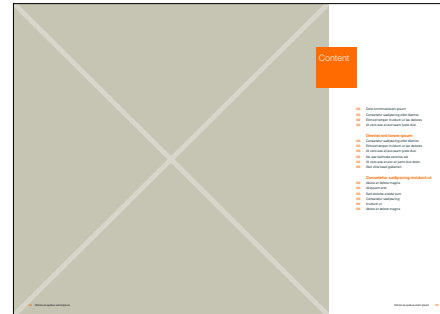
Structure page example   Inside page example – lots of images   Inside page example – lots of text

2
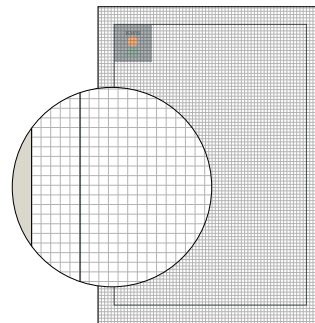
Type area: the GU are determined by the format
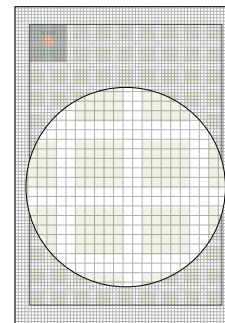
Image grid: 5 × 5 GU
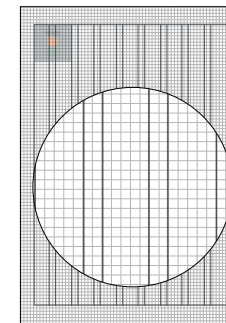
Column grid:
Column 5 GU,
Gutter: 2 GU
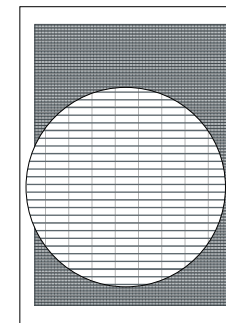
Baseline grid: 1/3 GU

GU = grid unit
(Cover page
logo size /12)

Examples of various formats

DIN A4   210 x 210   DIN A5   DIN long   DIN A4 landscape   US-Letter   DIN A6

Literature

Variety Catalog Inside Page Design

The pages in the variety catalog are clear, uncluttered, and neatly arranged. To ensure consistency, the variety catalog pages feature one text field in KWS Orange. It presents all the relevant content at a glance: variety name, feature, and icons.

1 Crop and usage icons

Crop icons are a mandatory element within product communication whenever the crop type is not immediately recognizable from the images used. A usage icon shows how a product can potentially be used and is an optional element of the variety advertisement.

Icon size: 1/3 logo size (4 GU)

2 Size of the variety name and Variety identifier (e.g. ripeness index or tolerance)

The size of the variety name is equivalent to 3 GU. This can be reduced to 2 GU with extremely long names. The size of the Variety identifier (e.g. ripeness index or tolerance) is equivalent to 1 GU.

3 Flexible use of images and logo/text field

The emotionality of the page can be increased by enlarging the image or reduced by increasing the text content. The text field can be moved accordingly. Both layout versions (fixed text field or moving text field) are available to choose from. The layout version may not be changed within the same variety catalog.

1

Crop and usage icons
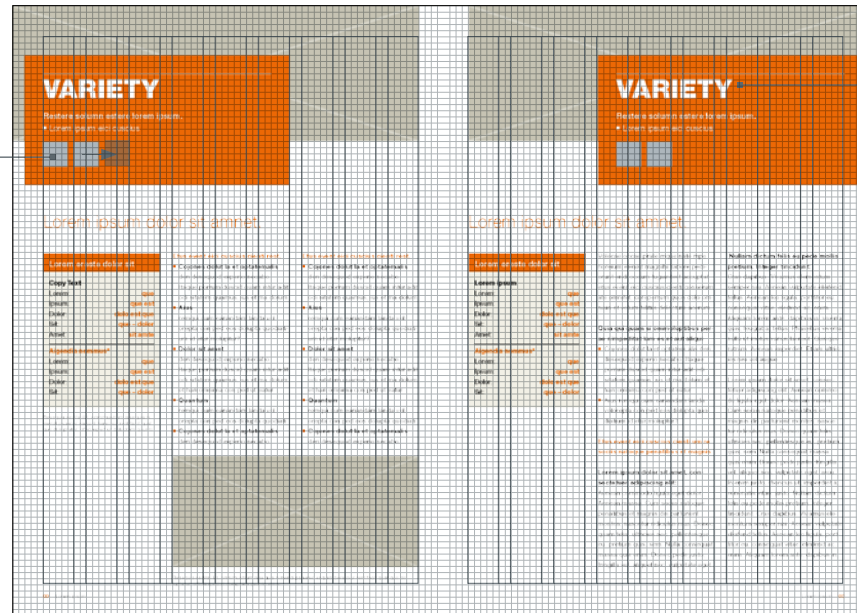
2

1 variety name

Extremely long variety name

Variety identifier (e.g. ripeness index or tolerance)

GU = grid unit
(Cover page logo size/12)

3
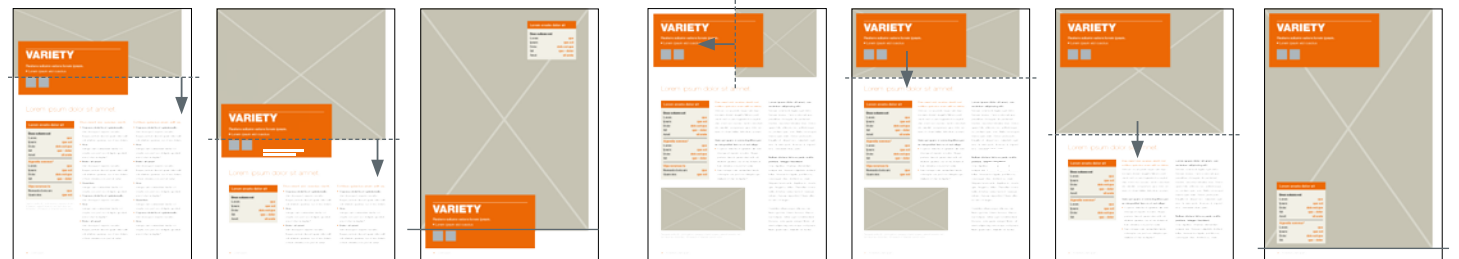
Rational — Emotional

Rational — Emotional

Literature

One-Pagers/Data Sheets

Everything at a glance: A text field in KWS Orange has been created for designing one-pagers (corporate communication) and data sheets (product communication) typical of the brand. Its position is fixed; the space occupied by the image may vary. One-pagers and data sheets differ solely in terms of the content and elements featured. On the data sheet the variety name and icons appear in the text field instead of the headline.

1 Basic structure

A fixed layout grid governs the positioning of all corporate design elements on the back page of every format.

2 Size of the variety name and Variety identifier (e.g. ripeness index or tolerance)

The size of the variety name is equivalent to 3 GU. This can be reduced to 2 GU with extremely long names. The size of the Variety identifier (e.g. ripeness index or tolerance) is equivalent to 1 GU.

3 Crop and usage icons

Crop icons are a mandatory element within product communication whenever the crop type is not immediately recognizable from the images used. A usage icon shows how a product can potentially be used and is an optional element of the variety advertisement.
Icon size: 1/3 logo size (4 GU)

4 Flexible use of images and logo/text field

The emotionality of the page can be increased by enlarging the image or reduced by increasing the text content. The logo field and text field can be moved accordingly.

Detailed information on sizes can be found in the appendix on page 52.

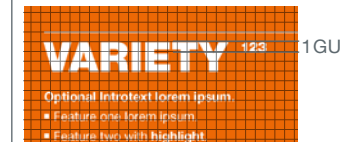One-pager

Data sheet
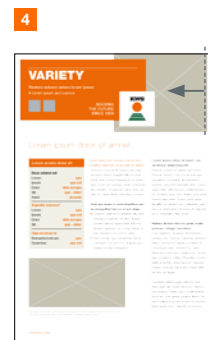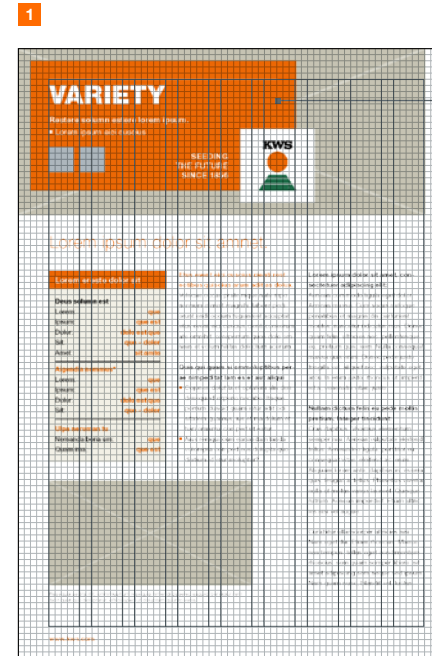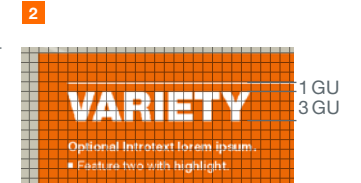
1 variety name

Extremely long variety name

Variety identifier (e.g. ripeness index or tolerance)
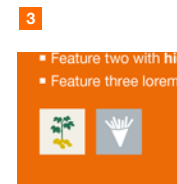
Crop and usage icon

GU = grid unit
(Cover page logo size/12)

1 GU
3 GU

1 pt
2 GU

1 GU

Rational

Emotional/Rational

Business Stationery

Letter and Fax Paper and Business Cards

1 Letter paper

Blank letter paper featuring the logo and an orange line (spot color printing) is available. Word templates with the company's preset values are printed onto it. The individual corporate design elements on the letter paper have a fixed position and may not be altered.

2 Fax paper

The fax paper is also available as a Word template for easy editing. The individual corporate design elements on the fax paper have a fixed position and may not be altered.

3 Business cards

The business cards can be printed on one or both sides. The two-sided version is ideal for producing bilingual business cards or adding a second address. The individual corporate design elements on the business cards have a fixed position and may not be altered.

Information on the correct paper can be found in the appendix on page 53.

Internal ordering service for KWS business cards at: **www.kws-businesscard.com**

Letter paper, first page

Letter paper, subsequent pages

Fax paper
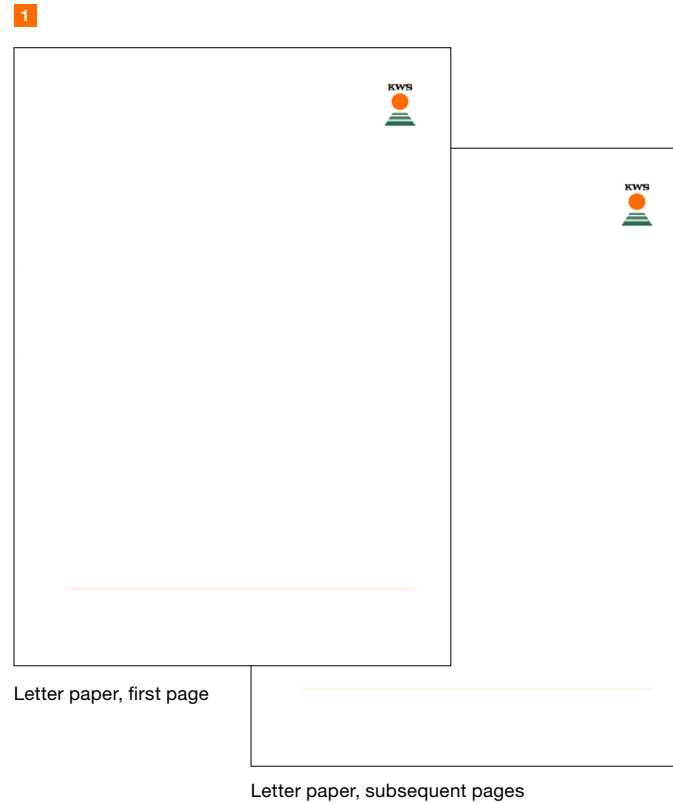
Blank sheet + Word template = Final printed letter
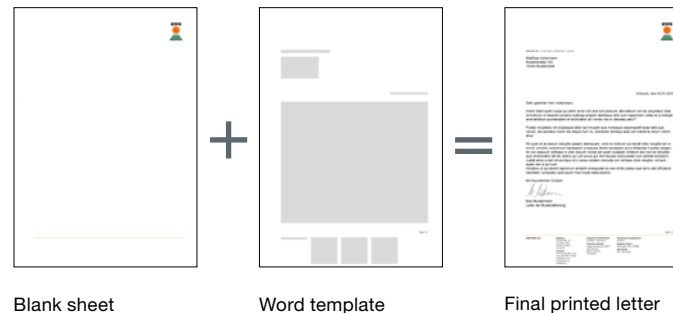
Business card front (85 × 55 mm), Business card back (optional) for bilingual color version

Back (optional) for subsequent printing in black

2.4.2

Business Stationery

Envelopes and Stamps

1 Envelopes

The envelopes are available in printed form with and without windows. The individual corporate design elements on the envelopes have a fixed position and may not be altered. The positive version used on envelopes, for example, is subject to an exception and is not available for other media. **Exception: If other standard formats are used internationally, the layouts can be adapted. The structure serves as a guide here.**

2 Stamps

The stamp is available in round and square versions as an Illustrator template. The individual corporate design elements on the stamps have a fixed position and may not be altered.

C4 (229 x 324 mm)

C4 with window

C4 back

C5 (229 x 162 mm)

C5 with window

C5 back

DIN long (220 x 162 mm)

DIN long with window

DIN long back

KWS COMPANY
0000 Street
P. O. Box 000
City 00000, Country
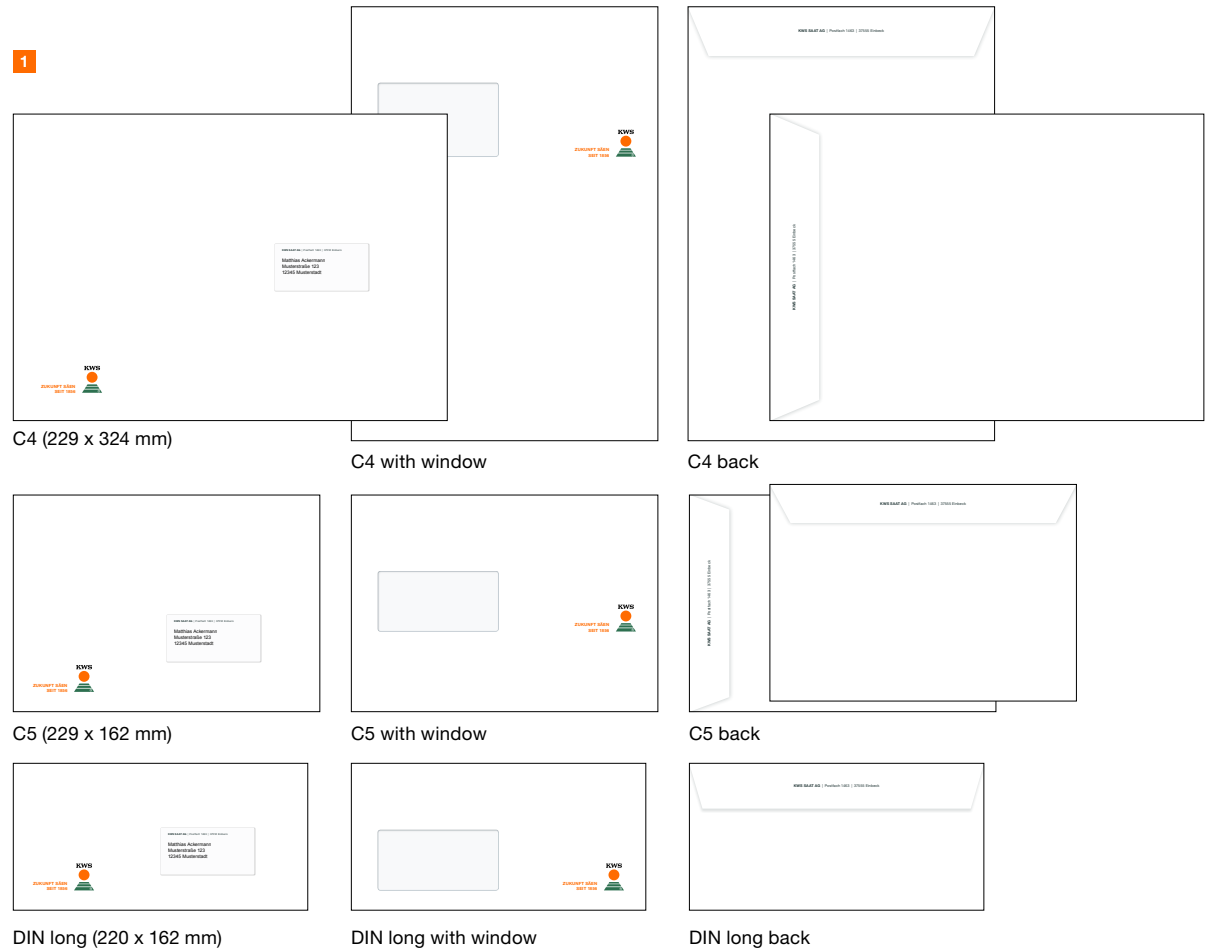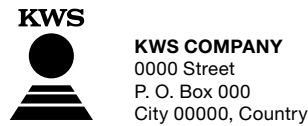
Stamp, square version (58 x 22 mm)
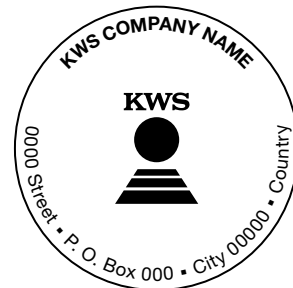
Stamp, round version (40 x 40 mm)

2.4.3

Business Stationery

Greeting Card

The greeting card is available in two layout versions (front/back) for invitations or short greetings. The size of the text field is fixed. The text field can move around. This flexible positioning within the layout grid means that the best possible impact can be achieved with the image.
It is recommended that the greeting card is printed in spot colors.

Lorem ipsum solumn dolores.

SEEDING
THE FUTURE
SINCE 1856

KWS

Din long (210 x 100 mm):
Front with image and headline for invitations
Front blank for standard greeting card

KWS

With Compliments.

COMPANY

1234 Street   Phone +49 (0) 5561 123456
P. O. Box 123   Fax +49 (0) 5561 123456
City 12345   info@kws.com
Country   www.kws.com

KWS

With Compliments.

COMPANY

Peter Sample   Jane Doe
Department   Department
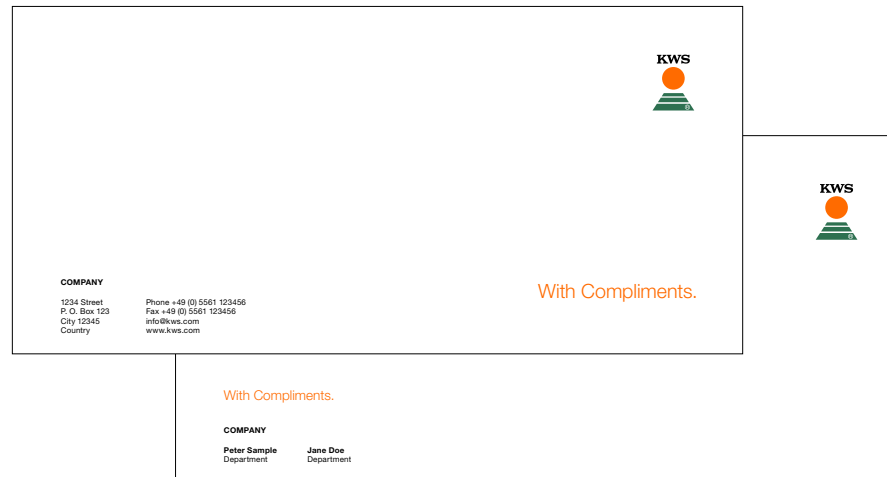
Back with company details,
Back with name

Greeting card templates are available to download in the CI portal.

Web Site

Overview

Basic structure

The KWS Web site consists of two areas:
- Open area with information on products as well as company/investor relations/HR
- Closed area as an advisory portal for registered users: **CultiVent**

"Tablet first" approach

A "tablet first" approach has been chosen for the KWS Web site. The site is programmed to be responsive. The grid follows the fluid approach between the breakpoints and adapts dynamically.

The Web site style guide with detailed information is available to download in the CI portal.

Appendix

Size Table
Use of Fonts in Posters

Font: Neue Helvetica

Format / Format size	Version	Color
Slogan	Bold, capital letters	White
Headline, large (4 GU)	Light*	White
Headline, medium (3 GU)	Light*	White
Headline, small (2 GU)	Light*	White
Subline large	Bold	
Subline small	Bold	
Introductory text	Bold	
Copy text, large	Roman	
Copy text, small	Roman	
	Bold	
	Roman	

3.1

Writing Styles

Writing styles: A few special typesetting and typography rules must be observed when writing text:

- KWS written in conjunction with another word (KWS Group, KWS employees) is always unhyphenated
- German and American English (AE) are used for corporate communication and internal (Group) communication. A list of permissible KWS words (English) is available on the intranet under "Translations". For instance, "sugarbeet" is always written as one word.
- Names of product varieties should always be spelled in capital letters. Only in exeptional cases may be used upper case and lower case (e. g. for reasons of space in diagrams).

In copy text the slogan "Seeding the future – since 1856" is written on one line with a dash. The dash is not used if written over two lines when "Seeding the future" appears on one line and "since 1856" on the next.

File Key

Logo

KWS_Logo_S_4C.pdf

KWS_Logo_Slogan_SH_DE_4C.pdf

Name
KWS

File format
PDF (print)
EPS (print)
JPG (monitor)
PNG (monitor)

Media file
Logo
Logo and slogan (minimal combination)

Color version/color space
4C = four-color printing (CMYK)
3C = spot color printing (Pantone/HKS)
5C = five-color printing (CMYK + Pantone/HKS)
1C = one-color printing (black)
gray = one-color printing (grayscale)
RGB = monitor use

Version
S = file for use with small sizes
SH = file for use with drop shadows

Language abbreviation

The KWS icon database
is available to download
in the CI portal.

3.2.2
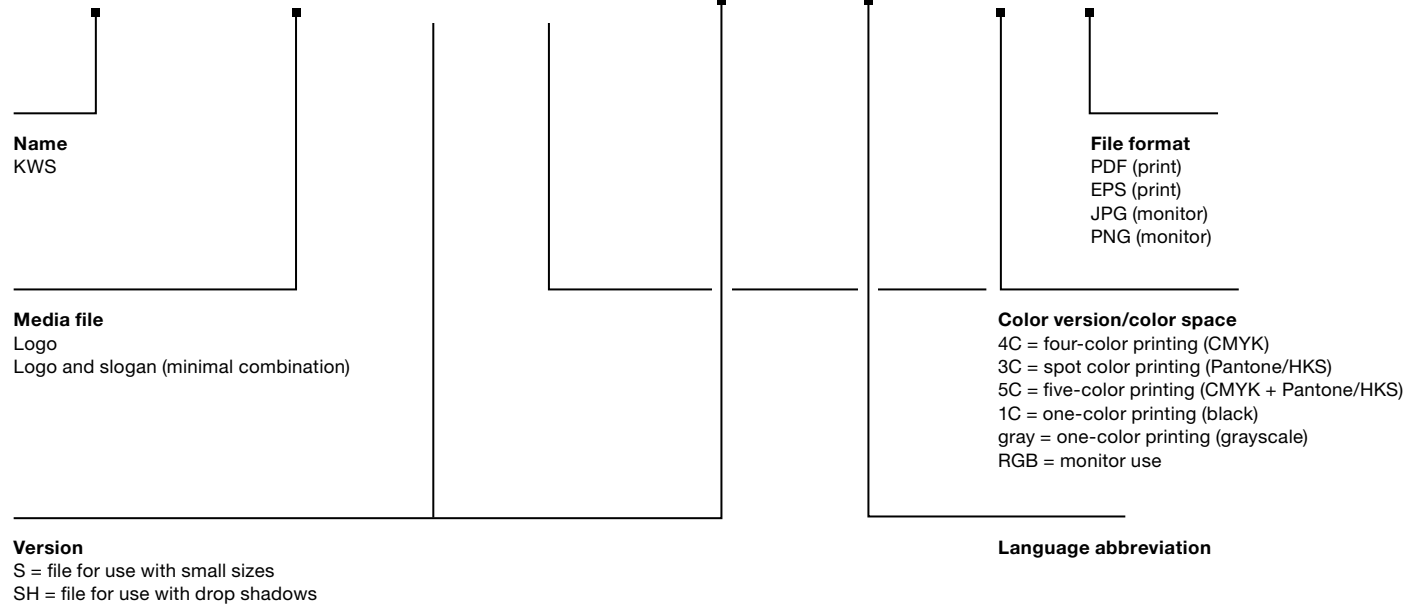
File Key

Icons

KWS_icon_corn_S_4C.pdf

Name
KWS

Media file
icon

File format
PDF (print)
EPS (print)
JPG (monitor)
PNG (monitor)

Color version/color space
4C = four-color printing (CMYK)
gray = one-color printing (grayscale)
RGB = monitor use

Crop icons
Usage icons
Text icons

Version
S = file for use with small sizes

The KWS icon database
is available to download
in the CI portal.

3.3.1
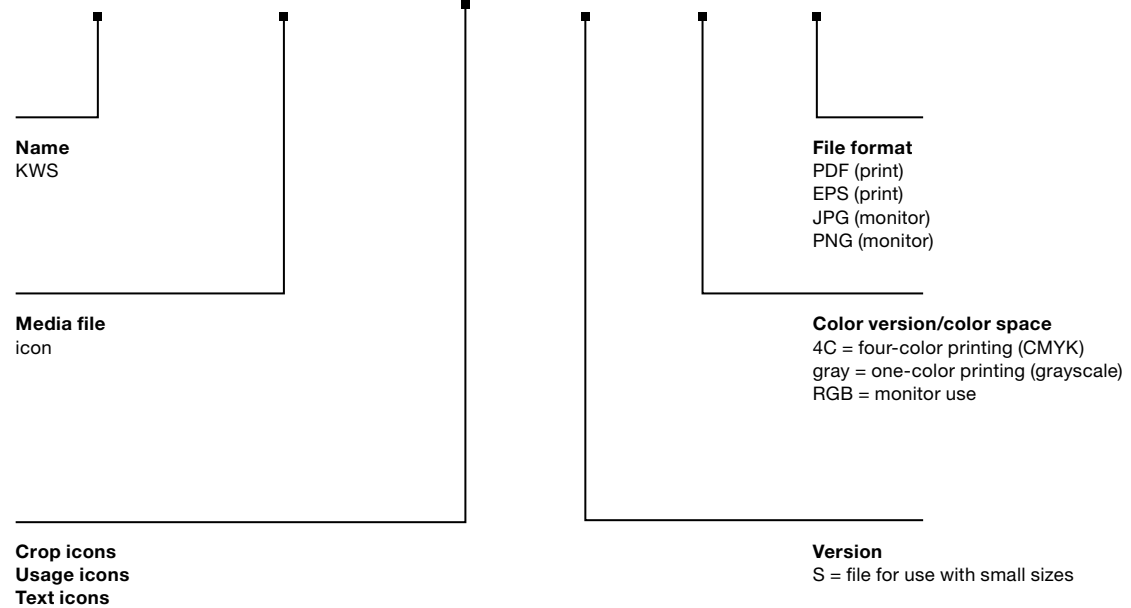
Size Table

Logo, Slogan, Layout Grid

Use

Format	Logo	Slogan (offset combination)*	Layout grid
DIN long	24 x 24 mm	8 pt	ZAB 9 pt	2 mm
DIN A6	24 x 24 mm	8 pt	ZAB 9 pt	2 mm
DIN A5	24 x 24 mm	8 pt	ZAB 9 pt	2 mm
DIN A4, US Letter	36 x 36 mm	11 pt	ZAB 13 pt	3 mm
DIN A1 (poster)	108 x 108 mm	34 pt	ZAB 39 pt	9 mm
Banner	216 x 216 mm	64 pt	ZAB 80 pt	18 mm
Roll-up	216 x 216 mm	64 pt	ZAB 80 pt	18 mm
Billboard	396 x 396 mm	125 pt	ZAB 142 pt	33 mm

Width × height | Kerning: visual | LS = line spacing
* Neue Helvetica Bold, capital letters

The "Neue Helvetica" font license
can be acquired from Web sites such
as **www.linotype.com**

The KWS templates are available
to download in the CI portal.

Size Table

Use of Fonts in Advertisements

Font: Neue Helvetica

Format	Version	Color**	1/1	1/2	1/3	1/4
Format size						Portrait Landscape
Slogan	Bold, versal	White	11 pt | ZAB 13 pt	8 pt | ZAB 9 pt	8 pt | ZAB 9 pt	8 pt | ZAB 9 pt
Headline, medium (3 GU)	Light*	White, KWS Orange,	36 pt | ZAB 110 %	24 pt | ZAB 110 %	24 pt | ZAB 110 %	24 pt | ZAB 110 %
Headline, small (2 GU)	Light*	White, KWS Orange, Black	24 pt | ZAB 110 %	16 pt | ZAB 110 %	16 pt | ZAB 110 %	16 pt | ZAB 110 %
Product name, medium (3 GU)	Black	White	36 pt | ZAB 110 %	24 pt | ZAB 110 %	24 pt | ZAB 110 %	24 pt | ZAB 110 %
Product name, small (2 GU)	Black	White	24 pt | ZAB 110 %	16 pt | ZAB 110 %	16 pt | ZAB 110 %	16 pt | ZAB 110 %
Introductory text	Bold	White	11 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.
Feature text	Roman	White	11 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.
Feature text, highlighted	Bold	White	11 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.
Copy text	Roman	White	9 pt | ZAB autom.	8 pt | ZAB autom.	8 pt | ZAB autom.	8 pt | ZAB autom.
Copy text, highlighted	Bold	White	9 pt | ZAB autom.	8 pt | ZAB autom.	8 pt | ZAB autom.	8 pt | ZAB autom.
URL	Bold	White	9 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.	9 pt | ZAB autom.
Adresse	Roman	White	6,5 pt | ZAB autom.	6,5 pt | ZAB autom.	6,5 pt | ZAB autom.	6,5 pt | ZAB autom.
Legal text	Roman	Black	5,5 pt | ZAB autom.	5,5 pt | ZAB autom.	5,5 pt | ZAB autom.	5,5 pt | ZAB autom.

Width × height | Kerning: visual | LS = line spacing
* Character spacing –10.
** Only the colors black and white are used for black-and-white advertisements. It should be ensured that there is sufficient contrast.

The "Neue Helvetica" font license
can be acquired from Web sites such
as **www.linotype.com**

The KWS templates are available
to download in the CI portal.

Size Table

Use of Fonts in Posters

Font: Neue Helvetica

Format	Version	Color	Poster DIN A1	Banner	Roll-up	Billboard
Format size			594 x 841 mm	2000 x 600 mm	850 x 2000 mm	3560 x 2520 mm
Slogan	Bold, capital letters	White	34 pt | 39 pt ZAB	64 pt | ZAB 80 pt	64 pt | ZAB 80 pt	125 pt | ZAB 142 pt
Headline, large (4 GU)	Light*	White	140 pt | ZAB 110 %	285 pt | ZAB 110 %	285 pt | ZAB 110 %	500 pt | ZAB 110 %
Headline, medium (3 GU)	Light*	White	107 pt | ZAB 110 %	215 pt | ZAB 110 %	215 pt | ZAB 110 %	395 pt | ZAB 110 %
Headline, small (2 GU)	Light*	White	72 pt | ZAB 110 %	140 pt | ZAB 110 %	140 pt | ZAB 110 %	265 pt | ZAB 110 %
Subheading, large	Bold	KWS Orange	34 pt | ZAB autom.	64 pt | ZAB autom.	64 pt | ZAB autom.	125 pt | ZAB autom.
Subheading, small	Bold	KWS Orange	27 pt | ZAB autom.	54 pt | ZAB autom.	54 pt | ZAB autom.	99 pt | ZAB autom.
Introductory text	Bold	White | Black	27 pt | ZAB autom.	54 pt | ZAB autom.	54 pt | ZAB autom.	-
Copy text, large	Roman	White | Black	34 pt | ZAB autom.	64 pt | ZAB autom.	64 pt | ZAB autom.	-
Copy text, small	Roman	White | Black	27 pt | ZAB autom.	54 pt | ZAB autom.	54 pt | ZAB autom.	-
URL	Bold	White | KWS Orange	27 pt | ZAB autom.	54 pt | ZAB autom.	54 pt | ZAB autom.	99 pt | ZAB autom.
Address	Roman	White | Black	19,5 pt | ZAB autom.	39 pt | ZAB autom.	39 pt | ZAB autom.	71,5 pt | ZAB autom.

Width × height | Kerning: visual | LS = line spacing
* Character spacing –10

The "Neue Helvetica" font license
can be acquired from Web sites such
as **www.linotype.com**

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Size Table

Font: Neue Helvetica

Format	Version	Color	DIN A4, US-Letter	DIN A5, A6, long
Format size			Hoch, quer und quadratisch	
Slogan	Bold, capital letters	White	11 pt | ZAB 13 pt	8 pt | ZAB 9 pt
Headline, large (4 GU)	Light*	KWS Orange | White	48 pt | ZAB 110 %	32 pt | ZAB 110 %
Headline, medium (3 GU)	Light*	KWS Orange | White	36 pt | ZAB 110 %	24 pt | ZAB 110 %
Headline, small (2 GU)	Light*	KWS Orange | White	24 pt | ZAB 110 %	16 pt | ZAB 110 %
Top line	Bold	Schwarz | White	11 pt | ZAB autom.	8 pt | ZAB autom.
Subheading	Bold	KWS Orange | White	13 pt | ZAB autom.	10 pt | ZAB autom.
Introductory text	Roman	KWS Orange | White	11 pt | ZAB autom.	10 pt | ZAB autom.
Copy text	Roman	Black | White	9 pt | ZAB autom.	8 pt | ZAB autom.
Copy text, highlighted	Bold	Black | White	9 pt | ZAB autom.	8 pt | ZAB autom.
Caption	Roman	Black	7 pt | ZAB autom.	7 pt | ZAB autom.
Page numbering	Bold	KWS Orange	7 pt | ZAB autom.	6 pt | ZAB autom.
Address (back page)	Roman	White	11 pt | ZAB autom.	8 pt | ZAB autom.

Width × height | Kerning: visual | LS = line spacing
* Character spacing –10

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Paper

Types and Use

Extra Plus pure (Igepa group)
Extra Plus pure is a very fine, super-smooth paper with high volume, high stability, and high smoothness. FSC®-certified, it is ideal for business stationery. Matching envelopes round off the product range.

Profimatt (Igepa group)
Profimatt is a matt, wood-free, white illustration printing paper with pleasant whiteness, good opacity, and a non-reflective surface for highly contrasting color reproduction. It is ideal for mailings, flyers, leaflets, brochures, and catalogs and is known for its especially cost-efficient quality.

Soporset Premium Preprint (Igepa group)
Soporset Premium Preprint is also a matt, wood-free, high-white material with an even surface, very high whiteness, and high opacity. It offers good value for money and is thus a more reasonably priced alternative to Profimatt.

If one of the recommended papers is not available in your country, you can choose an alternative based on the outlined paper characteristics.

Papers

Document	Paper	Grammage
Standard letter paper	Extra Plus pure	90 g/m^2
Business cards	Extra Plus pure	250 g/m^2
Mailings	Profimatt, Soporset Premium Preprint	80 g/m^2
Flyer/leaflets	Profimatt	100 – 200 g/m^2
Broschures/catalogs	Profimatt	70 – 300 g/m^2

All paper types can
be ordered from
www.igepa.com

Imprint

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CI portal

All important information on the brand and
corporate design can be found in the CI
portal on the KWS intranet. The logo files,
layout and design templates, and all rele-
vant design guidelines available here are
always up to date.
Intranet.kws.de

Conception and realization

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