

# Design

DesignDirectives

# Guide

July 2020

Design Guide, Design Directives of PCC SE  
Edition: July 2020

The design directives presented here define the layout elements of PCC's corporate design.

By providing this manual, we aim to make sure that anybody involved in any country can adhere to a set of rules which guarantees a uniform appearance of PCC. All elements of our corporate design are drawn up according to uniform criteria, thus ensuring maximum brand recognition of PCC.

In case of any questions, please do not hesitate to contact:

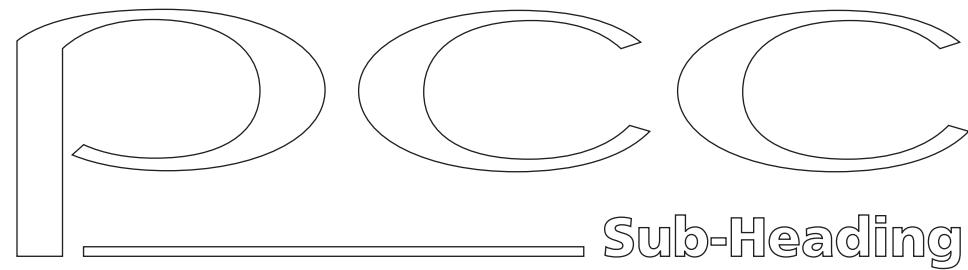
Mrs Susanne Biskamp  
Head of Marketing & Public Relations  
PCC SE, Duisburg (D)  
Phone: +49 (0)20 66 20 19 35  
Fax: +49 (0)20 66 54 68 2  
E-mail: [susanne.biskamp@pcc.eu](mailto:susanne.biskamp@pcc.eu)

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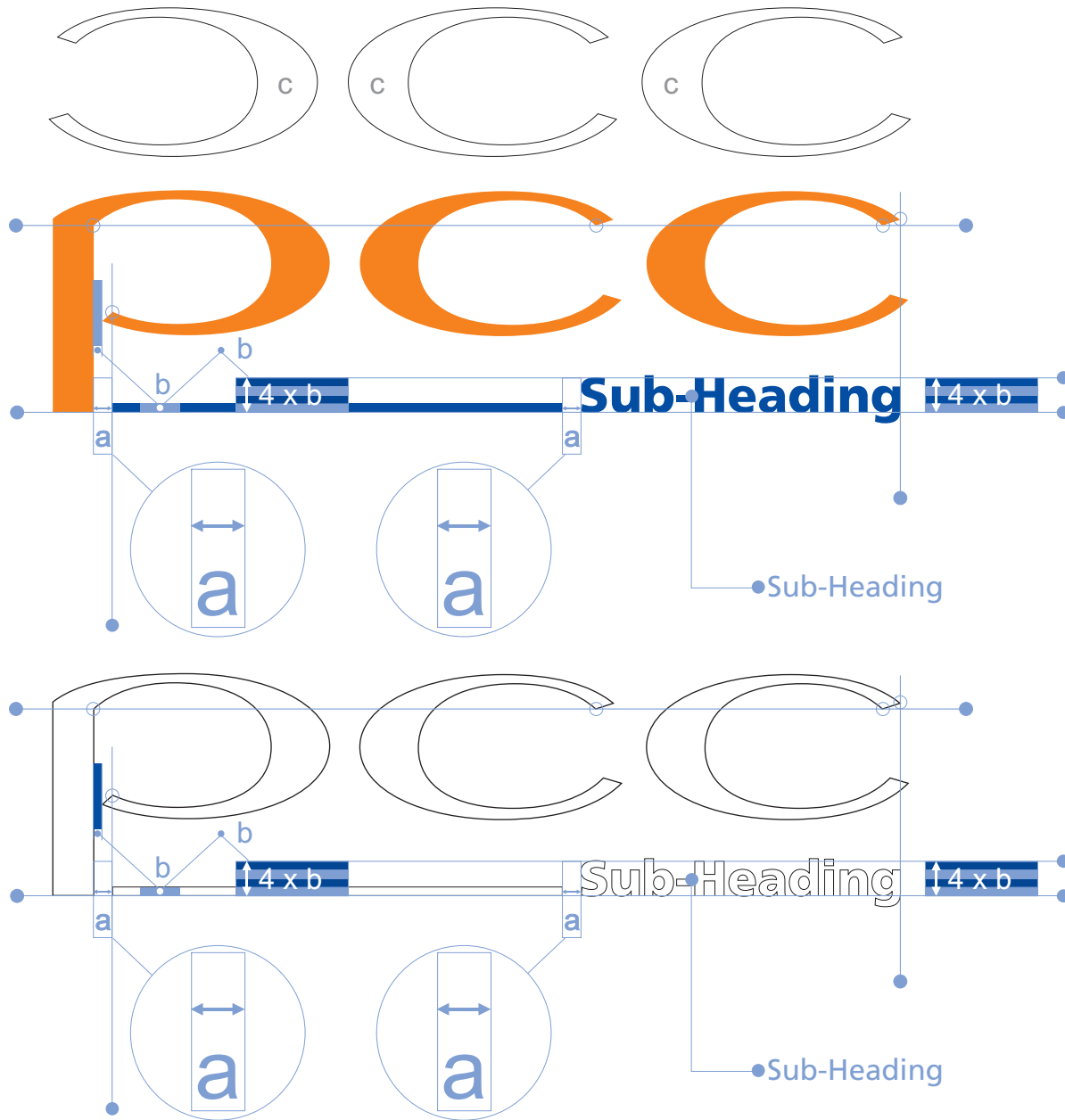
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## The Basic Elements

The basic elements are made up of forms, colours and fonts. They form the basis of the PCC identity and are precisely described below as to form and application.

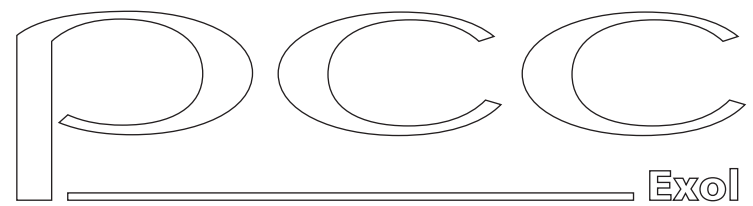


## The PCC Logo Construction



The PCC Logo  
Examples





## The PCC Logo

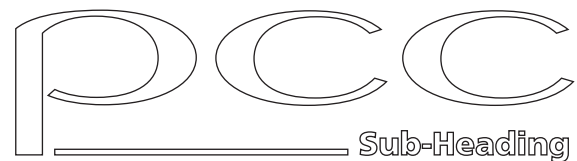
Examples

## The PCC Colours

The PCC colours are orange and blue.

The Logo shall only be shown in **orange/blue** or 40 % **black/black** or **black** or as **line**.

On a **blue surface** in **orange/white**,  
on a **orange surface** in **white/blue**  
or only **white**,  
on a **grey surface** like 40% black  
in **orange/white**,  
on a **black surface** in **white**.





## Misuses of Identity

The corporate identity has been specifically created for PCC SE and the PCC Group of companies and must not be re-drawn, re-set or distorted in any way. Always use digital master templates, which are available on request (see page 2).

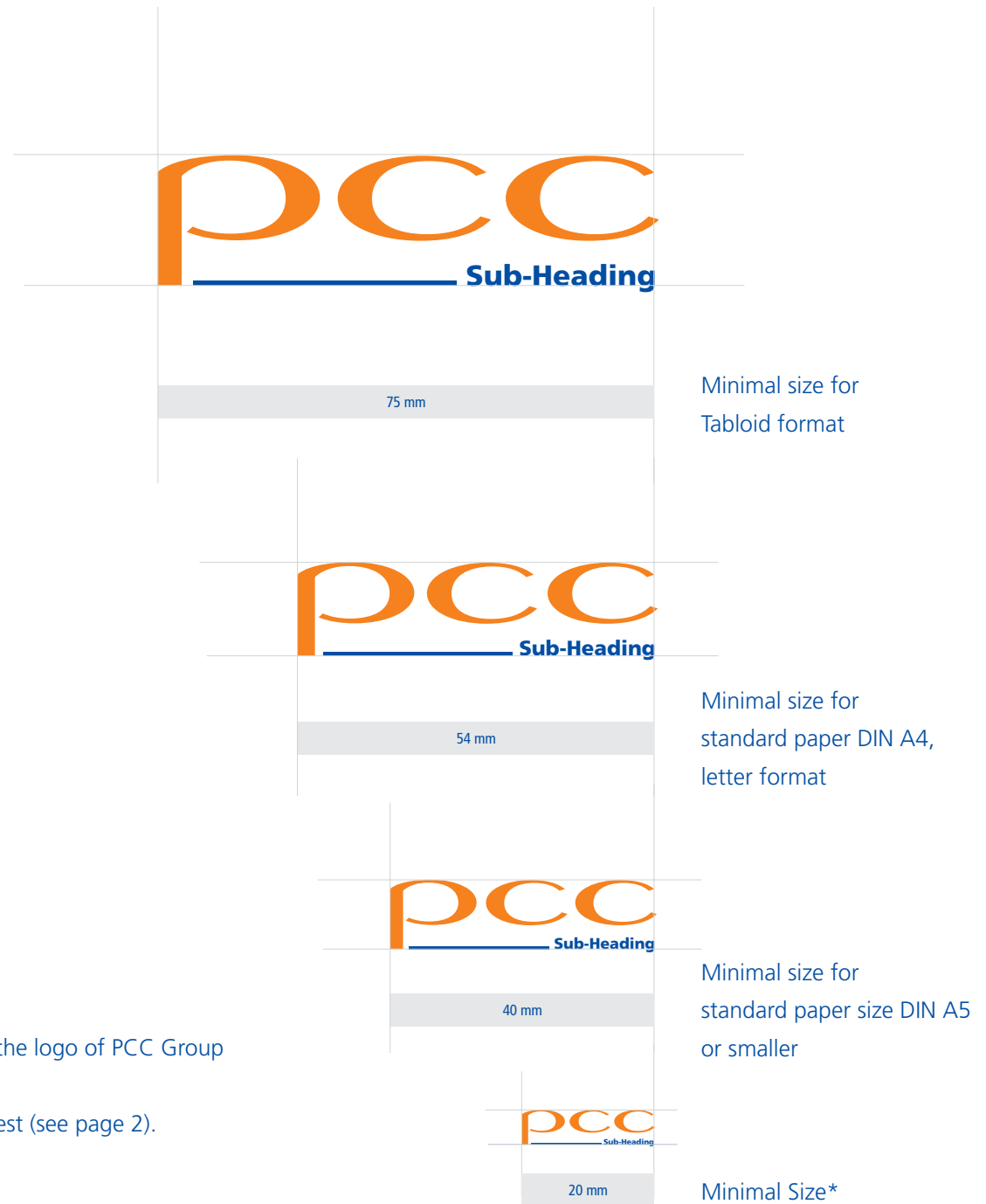


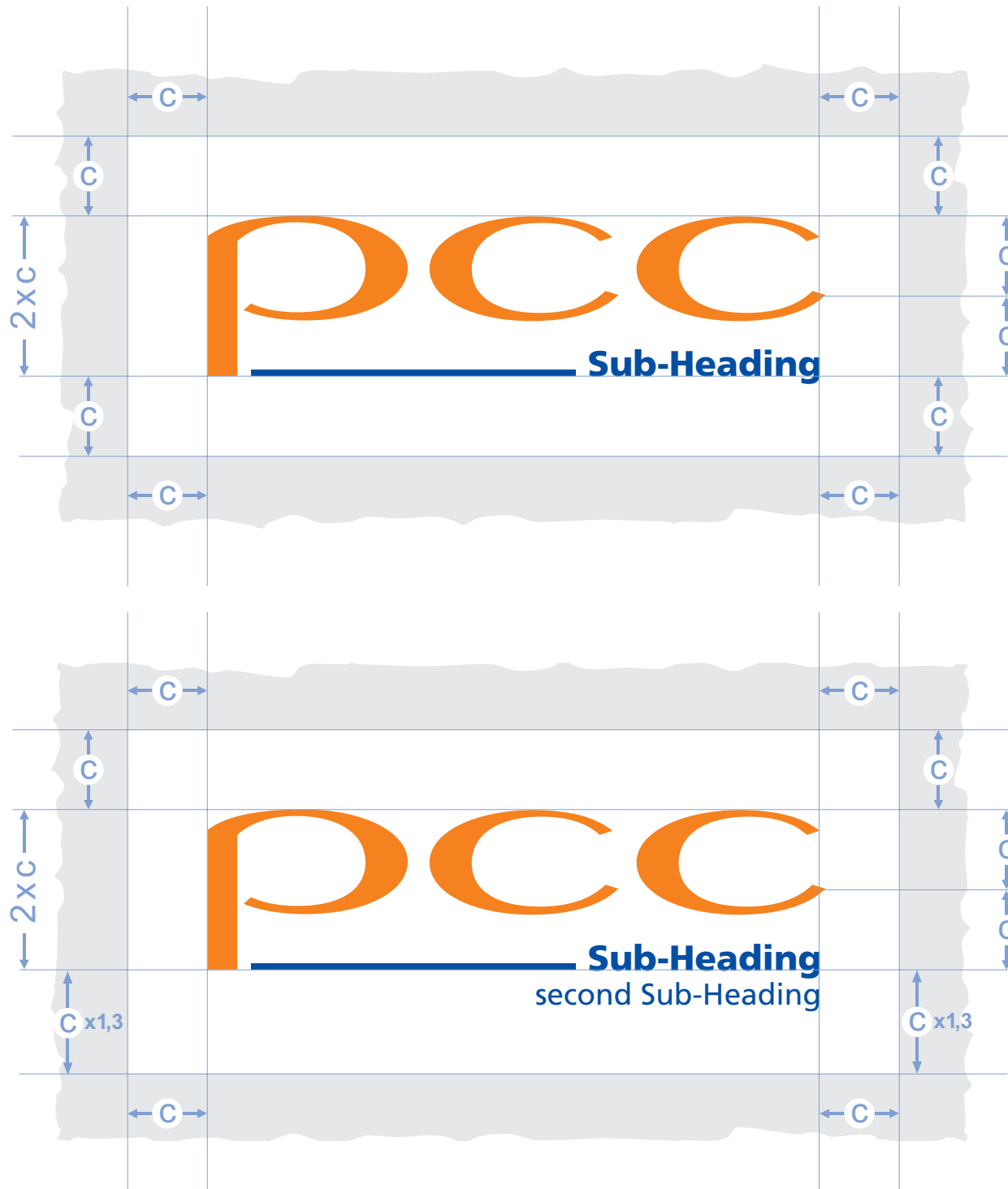
## The PCC Logo

To ensure a uniform design, binding measures have been defined for the company logo to fit various formats.

Exceptions are possible where the logo constitutes a decisive design element.

\* For smaller size please use the logo of PCC Group without any sub-heading.  
The file is available on request (see page 2).





## The PCC Logo

### "Protected" Area

The empty space around the logo must not be smaller than defined "protected" area here.

It constitutes the minimum space between the PCC logo and other elements.

## The Basic Colours

### The main logo colour is HKS 7!

A fresh orange with special colour pigments.



**PCC Orange:  
HKS 7**

### The second logo colour is Pantone Reflex Blue!

**PCC Blue:  
Pantone Reflex Blue**



When printing PCC colours please use spot colour HKS7 for PCC orange and Pantone reflex blue for PCC blue. Rules and exceptions see below.

#### Offset-printing / screen-printing / gravure-printing:

-  PCC Orange: HKS 7 (should HKS colours not be available outside Germany, please use Pantone 1505C as a substitute)
-  PCC Blue: Pantone reflex blue (if necessary for cost reasons, print in 100c-80m-0y-0k instead)

#### For small numbers of copies only! Not for offset-printing!

##### Digital printing and printing on desk-top printers:

-  PCC Orange: 0c-55\*/60\*\*m-100y-0k (\* uncoated paper, \*\* coated paper)
-  Blue: 100c-80m-0y-0k

##### Gravure-printing without appropriate inking systems (e.g. newspapers):

-  PCC Orange: 0c-52m-100y-0k
-  PCC Blue: 100c-80m-0y-0k

The main logo colour is HKS 7, the second logo colour is Pantone Reflex Blue!

HKS 7

Pantone Reflex Blue

When printing the PCC logo colours, please refer to the complete colour specifications given below:

Pantone	HKS	RAL	CMYK	RGB	PVC film ORAFOL
1505C*	HKS 7	2008	0 c, 50-60 m**, 100 y, 0 k	R 255, G 102, B 0	Oracal 751-35
reflex blue	HKS 42	5002	100 c, 80 m, 0 y, 0 k	R 1, G 42, B 123	Oracal 751-49

\*The orange tone Pantone 1505C shall only be used in exceptional circumstances!

\*\* The magenta intensity depends on the printing substrate (e.g. coated paper 60 %, uncoated paper 55 %, newspaper 52 %)

Pantone	HKS	RAL	CMYK	RGB	PVC film ORAFOL
40% black	40% black	7001	0 c, 0 m, 0 y, 40 k	R 153, G 153, B 153	Oracal 751-721
black	black	9005	0 c, 0 m, 0 y, 100 k	R 0, G 0, B 0	Oracal 751-70
		9003	0 c, 0 m, 0 y, 0 k	R 255, G 255, B 255	Oracal 751-10

## The Background colours

In order to best represent the PCC logo, please use only the following background colours:

<input type="checkbox"/> white / transparent	<input type="checkbox"/> black	<input type="checkbox"/> grey / silver	<input type="checkbox"/> orange	<input type="checkbox"/> blue
--	--------------------------------	--	---------------------------------	-------------------------------

No other colour (e.g. red, green, yellow, brown) is suitable as a background colour for the coloured PCC logo.

In case of other background colours only the white, black or grey/black PCC logo shall be used.

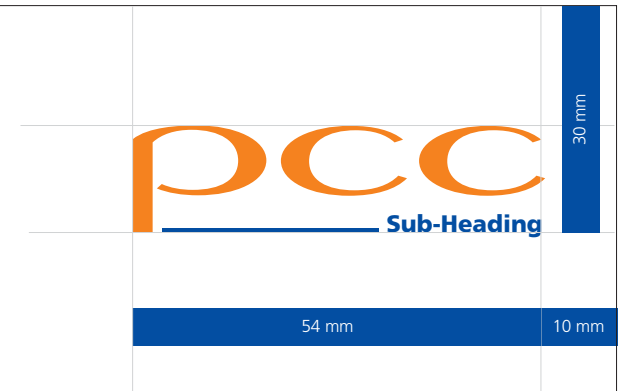
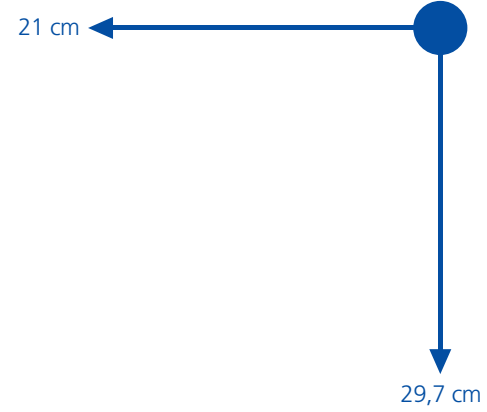
## The Basic Colours

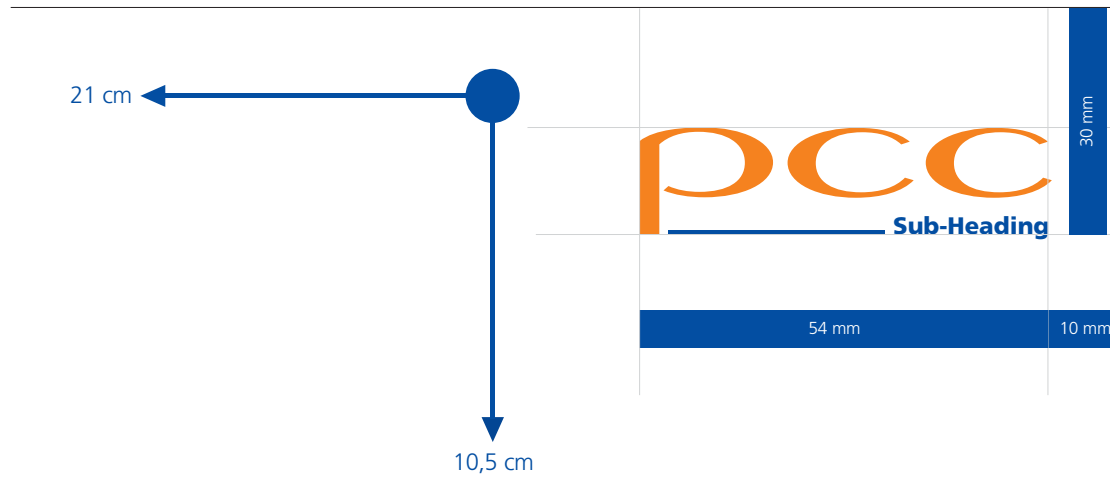
The colours shown here are not colour true. For print monitoring please use the proof copies attached to the Design Directives or a valid HKS, Pantone, RAL or transparency colour fan.

## The Logo Position

DIN A4 paper sheet  
(21 x 29,7 cm)

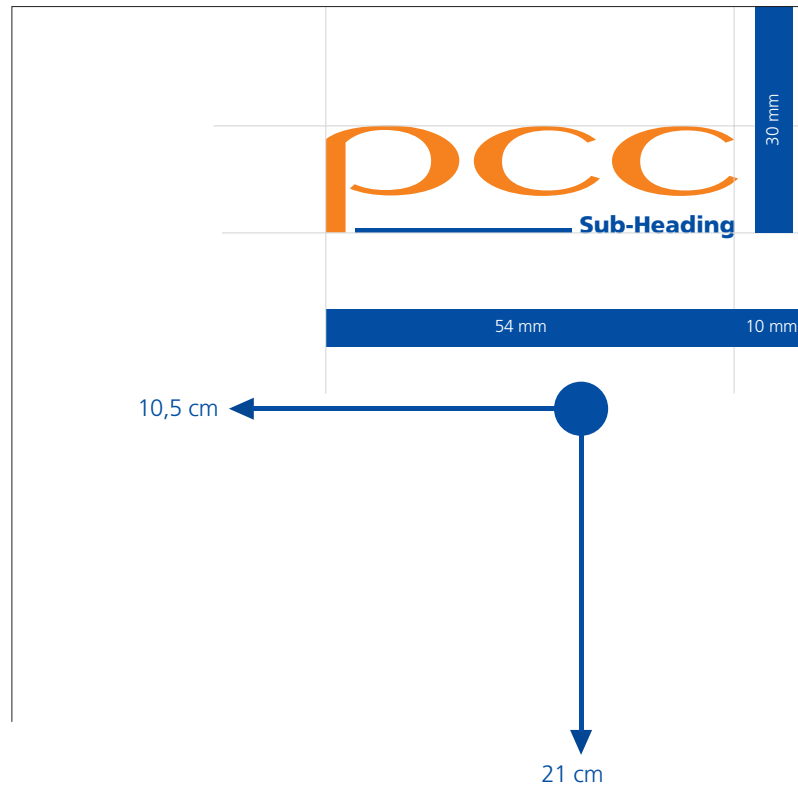
14





## The Logo Position

21 x 10,5 cm paper sheet



## The Note Paper

Example of the PCC note paper sheet.

### The Paper Grade:

Conqueror, 100g/m<sup>2</sup>,  
smooth wove, oyster,  
with watermark

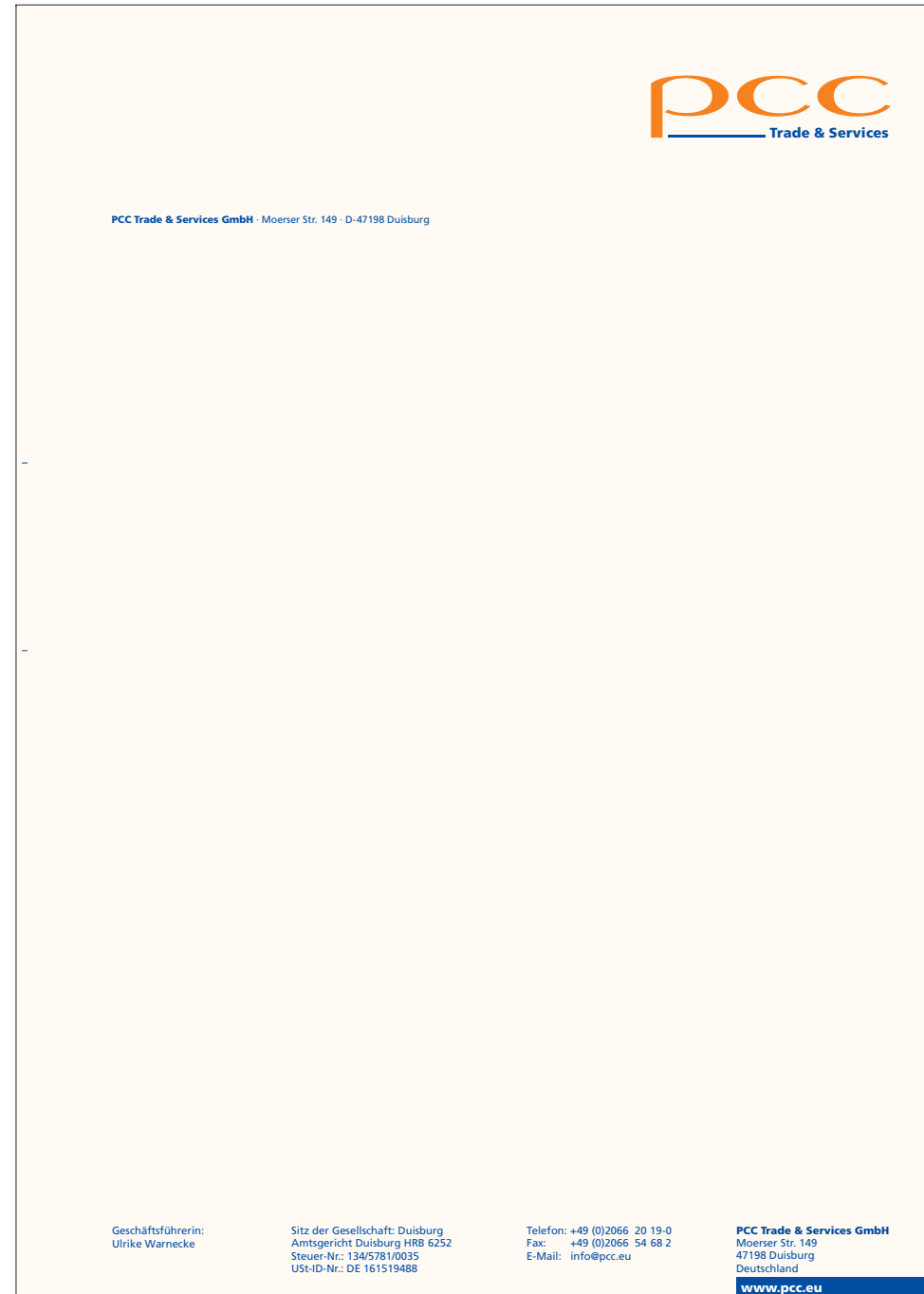
### German term:

Conqueror, 100 g/m<sup>2</sup>,  
glatt, perlmut,  
mit Wasserzeichen

### The Paper Grade for a large run:


Fly Cream, 100g/m<sup>2</sup>

Example:





Example:

<b>TELEFAX</b>	
Telefax-Nr./No.:	Von/From:
An/To:	E-Mail/E-mail: @pcc.eu
z.Hd./Attn.:	Durchwahl/Direct dialling: +49(0)2066 20 19-
Seitenzahl gesamt/Total pages:	Duisburg,
<b>SUBJECT</b>	
Dear Sir/Madam,	
Hier bitte Ihren Text eingeben	
Best regards,	
<b>PCC Trade &amp; Services GmbH</b>	
VornameName Ihre_Abteilung_oder_Position	
<b>www.pcc.eu</b>	
Geschäftsführerin: Ulrike Warnecke	Sitz der Gesellschaft: Duisburg Amtsgericht Duisburg HRB 6252 Steuer-Nr.: 134/5781/0035 UST-ID-Nr.: DE 161519488
Telefon: +49 (0)2066 20 19-0 Fax: +49 (0)2066 54 68 2 E-Mail: info@pcc.eu	<b>PCC Trade &amp; Services GmbH</b> Moerser Str. 149 47198 Duisburg Deutschland

## The Fax Sheet

Example of the PCC  
fax paper

22 mm

18

50 mm  
45 mm  
60 mm  
90 mm



30 mm

**Frutiger 75 Black - 6,5pt**

Frutiger Roman 55 - 6,5 pt

**Company name** - Address - Postal code Locality

Address

\_\_\_\_\_ Arial 11pt

54 mm

10 mm

Duisburg,

Arial 10pt

Your ref./Your message dated: \_\_\_\_\_ Our ref.: \_\_\_\_\_ Direct dialling: \_\_\_\_\_  
Enter your particulars Enter your particulars Enter your particulars

**Re**

\_\_\_\_\_ Arial 8pt

43 mm

Dear Sir/Madam,

This is only an example text. This is only an example text. This is only an example text. This is only an example text. This is only an example text. This is only an example text. This is only an example text. This is only an example text. This is only an example text. This is only an example text.

20 mm

Best regards,

**Company name**

First Name, Surname  
Department/Position

\_\_\_\_\_ Arial 11pt

enclosed

\_\_\_\_\_ Arial 9pt

Frutiger Roman 55 - 7pt

**Frutiger 75 Black - 7 pt**

(in MS Windows applications sometimes identified as Frutiger 55 Roman Bold)

Geschäftsführerin:  
Ulrike Warnecke

Sitz der Gesellschaft: Duisburg  
Amtsgericht Duisburg HRB 6252  
Telefon: +49 (0)2066 20 19-0  
Fax: +49 (0)2066 54 68 2  
Steuer-Nr.: 134/5781/0035  
E-Mail: info@pcc.eu  
USt-ID-Nr.: DE 161519488

**PCC Trade & Service GmbH**  
Moerser Str. 149  
47198 Duisburg  
Deutschland


2 mm

Frutiger Roman 55 - 8pt

**www.yourdomain**

5,5 mm

Example:



**PCC Trade & Services GmbH** · Moerser Str. 149 · D-47198 Duisburg

**PCC Trade & Services GmbH**  
 Moerser Str. 149 · D-47198 Duisburg  
 Tel.: +49 (0)2066 20 19 11  
 Fax: +49 (0)2066 5 46 82  
 E-Mail: info@pcc.eu · www.pcc.eu  
 Sitz: Duisburg  
 Handelsregister:  
 Amtsgericht Duisburg HRB 6252  
 Geschäftsführerin / Managing Director:  
 Ulrike Warnecke

Versanddatum / Date of Dispatch	Versandart / Delivery in	Lieferbedingung / Terms of Delivery		
Ihre Bestell-Nr. Your Order No.		Ust.- ID- Nr. / VAT- No. DE 161519488 Steuer-Nr. 134/5781/0035		
Artikel-Nr. Item No.	Bezeichnung / Product	Menge - Quantity	Preis - Price / to	

Commerzbank Duisburg · Swift-BIC: COBADEFFXXX · IBAN: DE72 3504 0038 0620 0323 00  
 BRE Bank S.A. · Swift-BIC: BREXPLPWWA2 · IBAN (EUR): PL52 1140 1977 0000 5927 8200 1002 · IBAN (PLN): PL79 1140 1977 0000 5927 8200 1001  
 Rheinland-Pfalz Bank · Swift-BIC: SOLADEST · IBAN (EUR): DE90 6005 0101 0002 7485 80 · IBAN (USD): DE39 6005 0101 7482 1602 17  
 UBS AG · Swift-BIC: UBSWCHZH80A · IBAN (EUR): CH12 0024 0240 1420 0470U · IBAN (USD): CH35 0024 0240 1420 0460Y

## The Invoice Form

Example of the PCC  
invoice form

## The Business Card

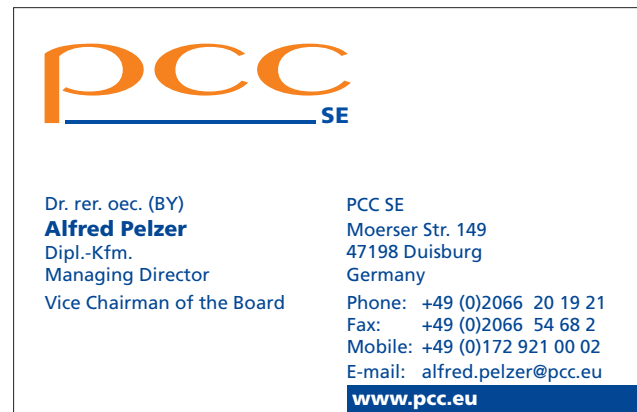
Example of the PCC business card

### The Paper Grade:



Rives Tradition, 250g /m<sup>2</sup>,  
pale cream

### German term

Rives Tradition, 250 g/m<sup>2</sup>,  
elfenbein




One-sided and double-sided print is possible  
for different language versions.

4	40	26,5	4
4,5			
15			
7,5	<b>First Name Surname</b> Position		
Company name Address Postal code Locality Country Phone: +00 (0)0000 00 00 00 Fax: +00 (0)0000 00 00 00 Mobile: +00 (0)0000 000 00 00 E-mail: name.surname@pcc.eu			
4	<b>www.yourdomain</b>		1,3
41			
4	40	26,5	4
4,5			
15			
7,5	<b>First Name Surname</b> Title Position		
Company name Address Postal code Locality Country Phone: +00 (0)0000 00 00 00 Fax: +00 (0)0000 00 00 00 Mobile: +00 (0)0000 000 00 00 E-mail: name.surname@pcc.eu			
4	<b>www.yourdomain</b>		1,3
41			



Frutiger 75 Black - 8pt spacing 120% Frutiger 55 Roman - 7pt	<b>First Name Surname</b> Position
Company name Address Postal code Locality Country Phone: +00 (0)0000 00 00 00 Fax: +00 (0)0000 00 00 00 Mobile: +00 (0)0000 000 00 00 E-mail: name.surname@pcc.eu	<b>www.yourdomain</b>
Frutiger 55 Roman - 7pt spacing 120% Frutiger 55 Roman - 7pt spacing 100% Frutiger 55 Roman - 7pt spacing 120% Frutiger 55 Roman - 7pt spacing 100%	Frutiger 75 Black - 7,5pt

Frutiger 75 Black - (in MS Windows applications sometimes identified as Frutiger 55 Roman Bold)



Frutiger 55 Roman - 7pt spacing 120% Frutiger 75 Black - 8pt spacing 100% Frutiger 55 Roman - 7pt	Title <b>First Name Surname</b> Position
Company name Address Postal code Locality Country Phone: +00 (0)0000 00 00 00 Fax: +00 (0)0000 00 00 00 Mobile: +00 (0)0000 000 00 00 E-mail: name.surname@pcc.eu	<b>www.yourdomain</b>
Frutiger 55 Roman - 7pt spacing 120% Frutiger 55 Roman - 7pt spacing 100% Frutiger 55 Roman - 7pt spacing 120% Frutiger 55 Roman - 7pt spacing 100%	Frutiger 75 Black - 7,5pt

Frutiger 75 Black - (in MS Windows applications sometimes identified as Frutiger 55 Roman Bold)

## The Typefaces

There are two different corporate typefaces of PCC Group depending on their purpose:

### Frutiger and Arial

Frutiger:  
used for image brochures, marketing and sales literature (printed), advertising etc.

Arial:  
used for correspondence, contracts, Internet.

## Print Typefaces

### West European

#### Headlines

### Frutiger 65

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Sublines

### Frutiger 47 Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Text body

### Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Captions

### Frutiger 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

#### Emphasised

### Frutiger 77 Black Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890!?!@&#

### Central European

#### Headlines

### Frutiger CE 65

ÁÂÃÄÅÆÇÈÉÊËËÏÎÏÐÑÒÓÔÕÖØŠÙÚÛÜÝ  
áâãäåæçèéêëïïîïðñóôõöøùú  
1234567890!?!@&#

#### Sublines

### Frutiger CE 47 Light Condensed

ÁÂÃÄÅÆÇÈÉÊËËÏÎÏÐÑÒÓÔÕÖØŠÙÚÛÜÝ  
áâãäåæçèéêëïïîïðñóôõöøùú  
1234567890!?!@&#

#### Text body

### Frutiger CE 45 Light

ÁÂÃÄÅÆÇÈÉÊËËÏÎÏÐÑÒÓÔÕÖØŠÙÚÛÜÝ  
áâãäåæçèéêëïïîïðñóôõöøùú  
1234567890!?!@&#

#### Captions

### Frutiger CE 45 Light

ÁÂÃÄÅÆÇÈÉÊËËÏÎÏÐÑÒÓÔÕÖØŠÙÚÛÜÝ  
áâãäåæçèéêëïïîïðñóôõöøùú  
1234567890!?!@&#

#### Emphasised

### Frutiger CE 77 Black Condensed

ÁÂÃÄÅÆÇÈÉÊËËÏÎÏÐÑÒÓÔÕÖØŠÙÚÛÜÝ  
áâãäåæçèéêëïïîïðñóôõöøùú  
1234567890!?!@&#

## Cyrillic

## Headlines

**Frutiger CYR 67 Bold Condensed**

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Sublines

## Frutiger CYR 47 Light Condensed

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Text body

## Frutiger CYR 45 Light

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Captions

## Frutiger CYR 45 Light

АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ  
 абвгдежзийклмнопрстуфхцчшщъыьэюя  
 1234567890!?!@&#

## Emphasised

**Frutiger CYR 77 Black Condensed**

**АБВГДЕЖЗИЙКЛМНОПРСТУФХЦЧШЩЪЫЬЭЮЯ**  
**абвгдежзийклмнопрстуфхцчшщъыьэюя**  
**1234567890!?!@&#**

## General Correspondence

## Headlines

**Arial Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?!@&#**

## Text body

**Arial Plain**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890!?!@&#**

Only non-serif typefaces are used.

Frutiger 55 and **Frutiger 75 Black** are only used for business printed matter as well as Business cards, Note Paper, Invoice Forms.

Frutiger 67 Bold Condensed - (in MS Windows applications sometimes identified as Frutiger 47 Light Condensed Bold)

**Frutiger 75 Black** - (in MS Windows applications sometimes identified as Frutiger 55 Roman Bold)

**Frutiger 77 Black Condensed** - (in MS Windows applications sometimes identified as Frutiger 57 Condensed Bold)



**PCC SE**

Moerser Str. 149 · 47198 Duisburg  
Germany

**Contact:**

Susanne Biskamp  
Head of Marketing & Public Relations

Phone: +49 (0)20 66 20 19 35

Fax: +49 (0)20 66 54 68 2

E-mail: [susanne.biskamp@pcc.eu](mailto:susanne.biskamp@pcc.eu)