

# Brand Design Elements Guidelines

Personally yours



# Introduction

The GF brand world features numerous brand elements, including a vibrant color palette, four illustration styles, and digital “Sparkle Cloud” templates. These guidelines illustrate how to create GF communications that are engaging, memorable, and on-brand. Adhering to these guidelines is essential to ensure the coherent and consistent representation of the GF brand.

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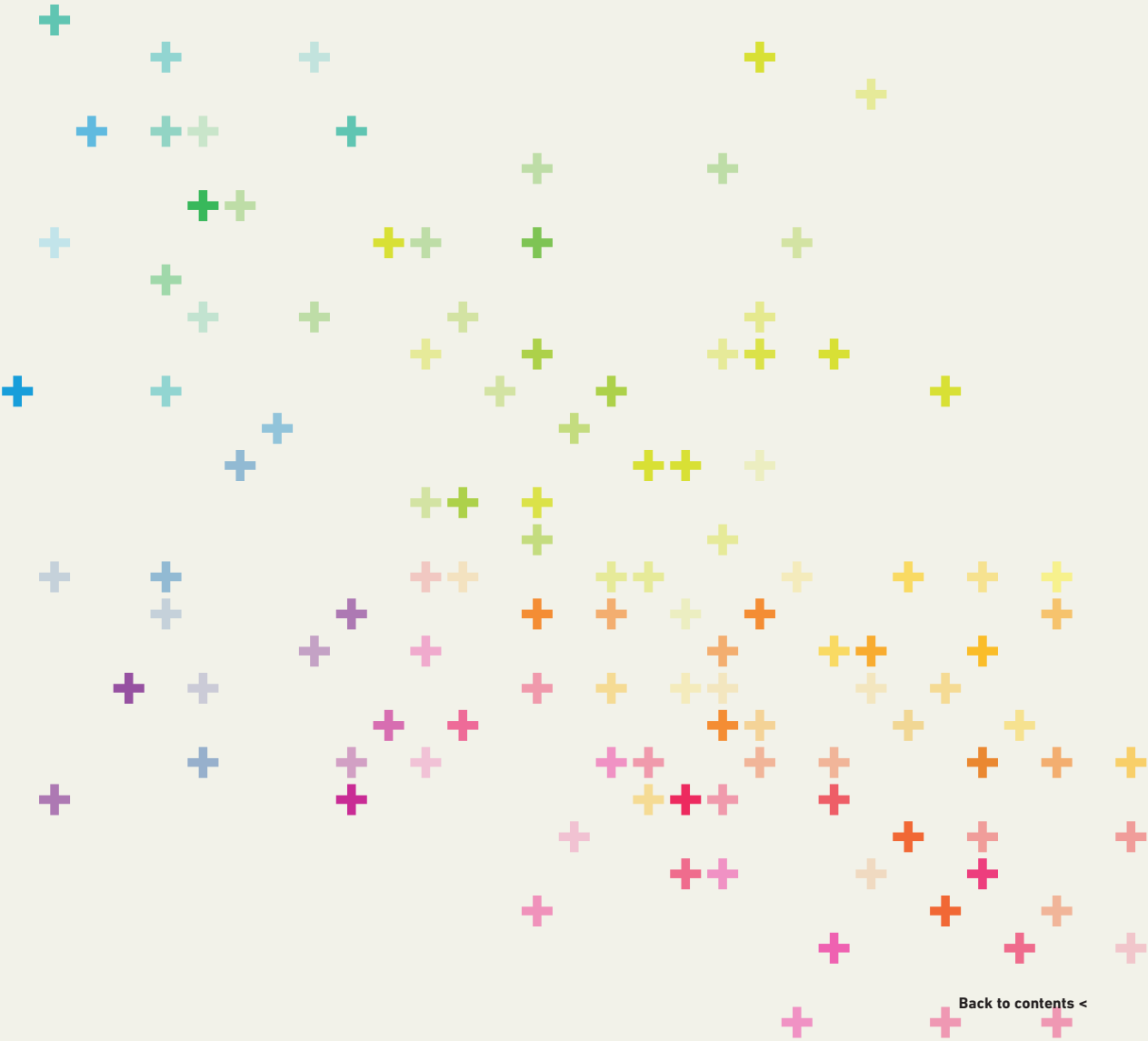
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# Corporate Design

## Getting started



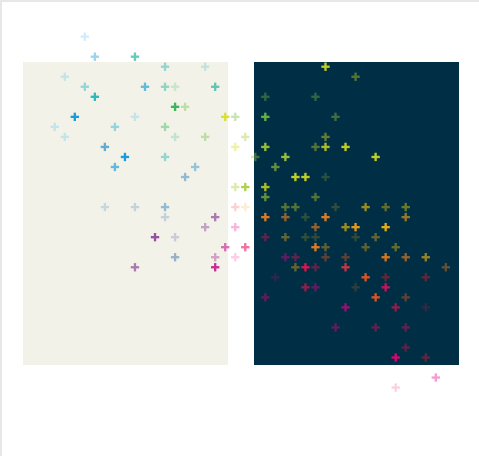


# The GF essentials

**Design elements**  
Each design element serves a different purpose and plays an important part in creating the distinctive GF brand world.



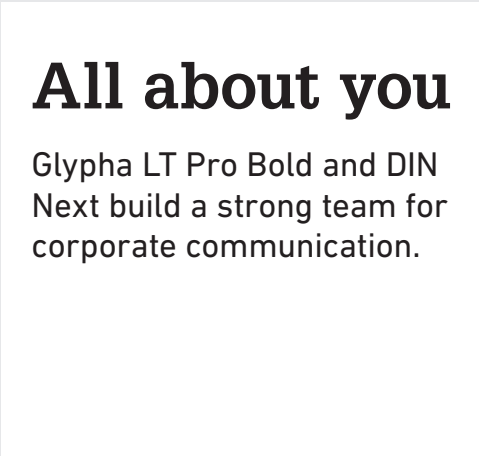
**GF is our brand**, and the GF logo is our only logo. Divisional names appear embedded in text.



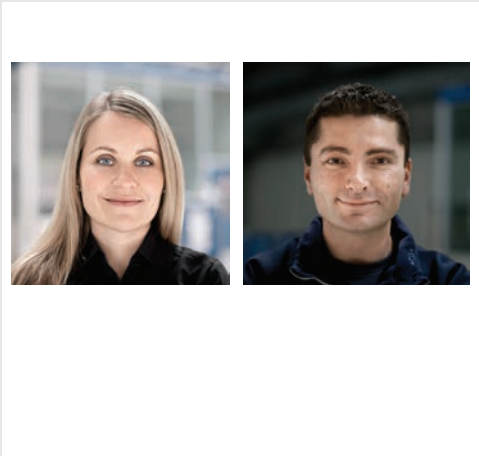
**Colorful sparkles** stand for the added value GF provides its customers through innovation and customized solutions. The sparkles also provide additional space for design.



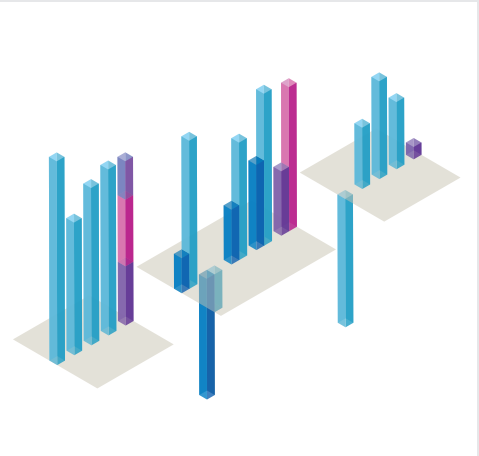
**The eight rainbow-inspired design colors** represent the company's diverse offerings. Please note: The logo remains GF blue.



**DIN Next is the GF standard font**. In addition, Glypha LT Pro Bold is used for strong headlines or key messages.



**Meaningful portrait images** evoke engagement, closeness, empathy, and trust. They help to bring to life the GF positioning, "All about you."



**Luminous 3D diagrams** are an effective way to communicate complex data.

# Layout

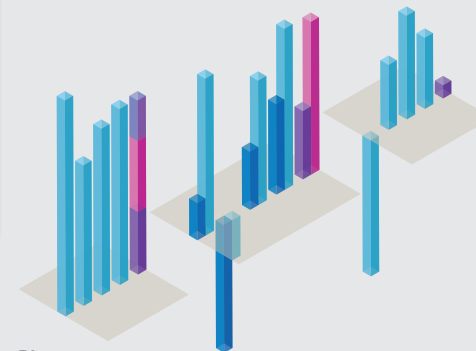


**Logo**  
All visual corporate communications are branded GF and show the GF logo.

## All about you

**Headlines**  
Short and memorable headlines leave a strong and lasting impression.

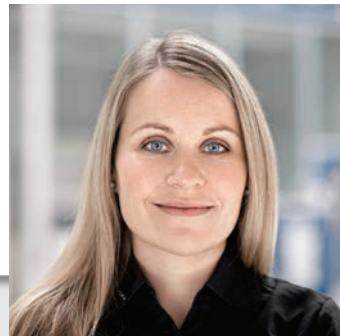
**Colors**  
A luminous color palette gives GF corporate communications a friendly and distinctive expression.



**Diagrams**  
3D bar and pie charts help to communicate complex data in a tangible way.

**Sparkles**  
Joyful sparkles inspire imagination.

Use the entire space to convey ideas.












**Imagery**  
Meaningful portrait images evoke engagement, closeness, and trust.

### Principles

The GF corporate design features ample space for flexible layouts. It includes numerous design elements that can be used in a variety of ways to create distinctive communications.

# Interplay of bright and dark

	Bright	Dark
Signage and architecture		
Stationery		
E-media		
Print media		
Advertising		
Products and packaging		

**Principles**

The GF brand world is bright and friendly, characterized by a bright design environment and a vibrant blue logo. A darker environment also can be used in certain types of media. The dark design provides the option of highlighting, while still remaining within the GF brand world.

The table shows where the dark design can be used.

# Logo

The heart of the GF identity



# Logo elements



## Three business divisions – one brand

The GF logo represents the company's values and ideas in their simplest form. It is the heart of the GF brand identity.

## Elements

The GF logo consists of a graphic element – the two plus signs – and the short GF logotype. These two elements appear in a fixed combination, to ensure identification and recognition.

## Protection

The GF logo is a globally registered trademark and a valuable corporate asset. It must be protected by correct implementation at all times. Modifications or supplements are not permitted.

## Construction

Always use the official logo versions provided by GF. Do not reconstruct the logo in any way.

Artwork files can be downloaded from the GF Net.

## Sparkles versus logo

Sparkles and the logo are separate elements and should never be used in a visual fusion. For guidelines on using sparkles, please see "Design Elements" (pages 15–21).

# Logo versions

GF blue version



The GF logo in blue is the most commonly used version. For color specifications, please see "Color specifications" (page 24).

White version



Choose the version that works best with the design. Remember that brand recognition and readability are key.

Black version



Use the black GF logo in monochrome applications only.

## Versions

The GF logo exists in three colors:

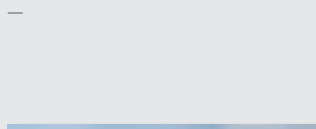
- GF blue
- White
- Black

The GF logo should always appear in GF blue unless this interferes with readability. When dealing with low color contrast or improper color combinations, use the white GF logo. Use the black GF logo only in monochrome applications.

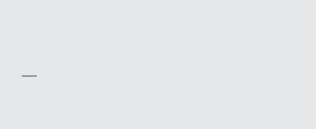
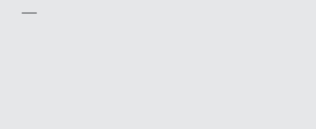
Bright background



Dark background



Images



## Backgrounds

The GF logo can be placed on all kinds of backgrounds, as long as the logo remains recognizable and legible.

Don'ts

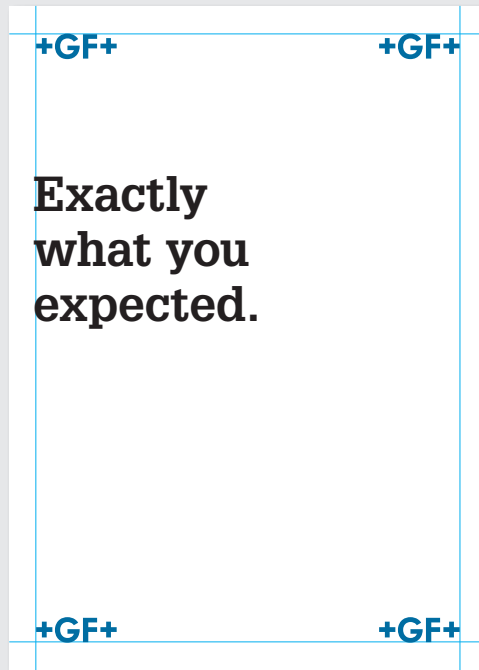


Do not place the blue GF logo on a dark background.



Do not place the black GF logo on images.

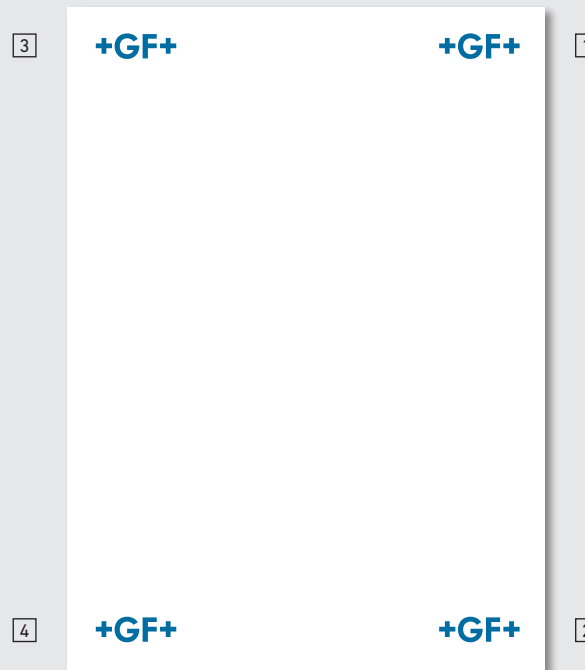
# Logo placement



Place the GF logo in one of the four corners of the layout, in alignment with the major design elements.



The GF logo can be centered for certain types of media (e.g., movies).



The top right corner is the ideal position for the GF logo. If this will not work for a given layout, try positions 2, 3, or 4.



The minimum clear space around the GF logo is equal to the height of the plus sign. The clear space serves as a protective area around the GF logo, in which no other design elements can be placed.

## Principles

The GF logo should be left- or right-aligned. For certain types of collateral (e.g., movies), the logo can be centered. In all cases, make sure the GF logo is aligned with the other design elements (e.g., headlines, grid, and shoulder heights) as well.

## Defined placement

For several types of collateral (e.g., stationery), the logo placement has been defined. To ensure consistency, do not change the logo position and size in these collateral items.

## Clear space

It is essential to maintain adequate clear ("white") space around the GF logo so that it remains recognizable. A minimum white space around the logo of 1x (x = the height of the plus sign in the logo) is recommended. When this is not possible (e.g., for giveaways or signage), visually estimate an appropriate amount of clear space.

# Division naming dos and don'ts

## Dos



Division names appear detached from the GF logo.

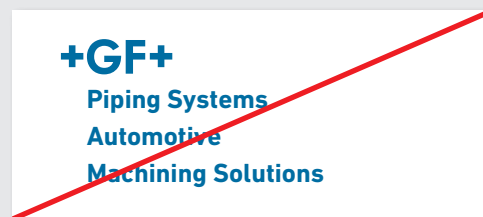


For division names, use the font DIN Next.

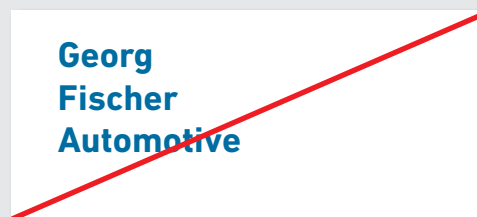


Division names are typeset to blend into text hierarchies.

## Don'ts



Avoid combining the division names with the GF logo.



Do not write "Georg Fischer" instead of "GF," and do not use the division names to create a logo.



GF is our brand. The GF logo should always take precedence over the division names. The division names should not be set in multiple lines, with line breaks and hyphenation.

## Division naming

The three GF business divisions are:

- GF Piping Systems
- GF Automotive
- GF Machining Solutions

The names are defined and may not be altered. When listed together, the division names appear in the order as shown above.

## Typography

Use both upper and lower case letters for division names. Whenever possible, use DIN Next. For more information on GF corporate fonts please see "Fonts" (page 31).

## Role of division names

Division names are verbal elements – not brands. They appear embedded in text, or as separate typographic elements, and always detached from the GF logo. Division names are typeset to blend into text hierarchies, but never to achieve an individual logo character.



# Use in copy text

## Divisions

**Georg Fischer has three operational divisions:  
GF Piping Systems, GF Automotive and GF Machining Solutions.**

## Don'ts

~~Georg Fischer has three operational divisions:  
GF PipingSystems, GF Automotive and GF Machining Solutions.~~

Do not **combine** words or otherwise modify the division names.

~~Georg Fischer has three operational divisions:  
GF Piping Systems, GF Automotive and GF Machining Solutions.~~

Avoid **using italics** to emphasize the division names.

~~Georg Fischer has three operational divisions:  
GF Piping Systems, GF Automotive and GF Machining Solutions.~~

Avoid **partially emphasizing** the division names.

~~Georg Fischer has three operational divisions:  
GF PIPING SYSTEMS, GF AUTOMOTIVE AND GF MACHINING SOLUTIONS.~~

Do not **use all capitals** for division names – use both upper and lower case letters.

~~Georg Fischer has three operational divisions:  
GF Piping Systems, Automotive and Machining Solutions.~~

Do not **omit "GF"** from the division names, as it is an integral part of the division names.

## Notation

For both internal and external communications, use "Georg Fischer" or "GF" as its abbreviated form. Please note that in documents with a legally binding character (e.g., contracts), "Georg Fischer" must be written out in full.

## Exception

Existing legal names using "George Fischer ..." (e.g., George Fischer Corporation, El Monte, CA) are not altered.

## Internal and external communications

Division names use the abbreviation "GF":

- GF Piping Systems
- GF Automotive
- GF Machining Solutions

## Internal communications only

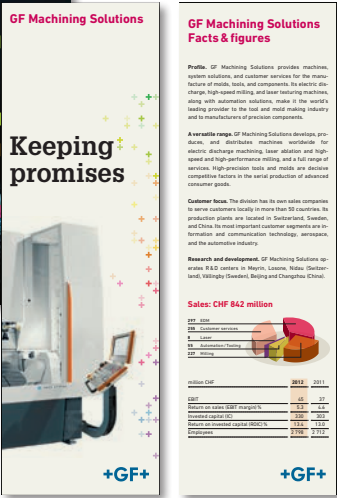
In internal communications, the division names may be used in their full form, or abbreviated as follows:

- GF Piping Systems or GF PS
- GF Automotive or GF AU
- GF Machining Solutions or GF MS

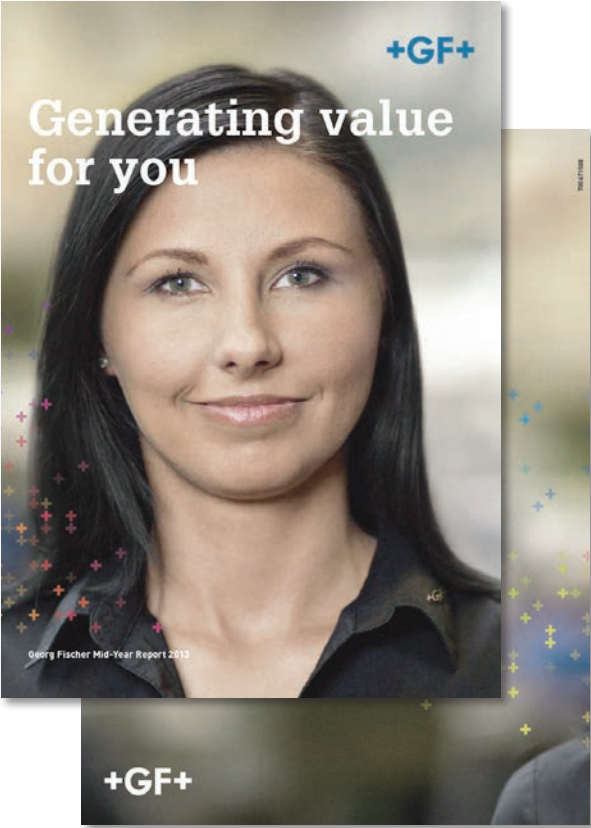
# Logo implementation examples



Poster



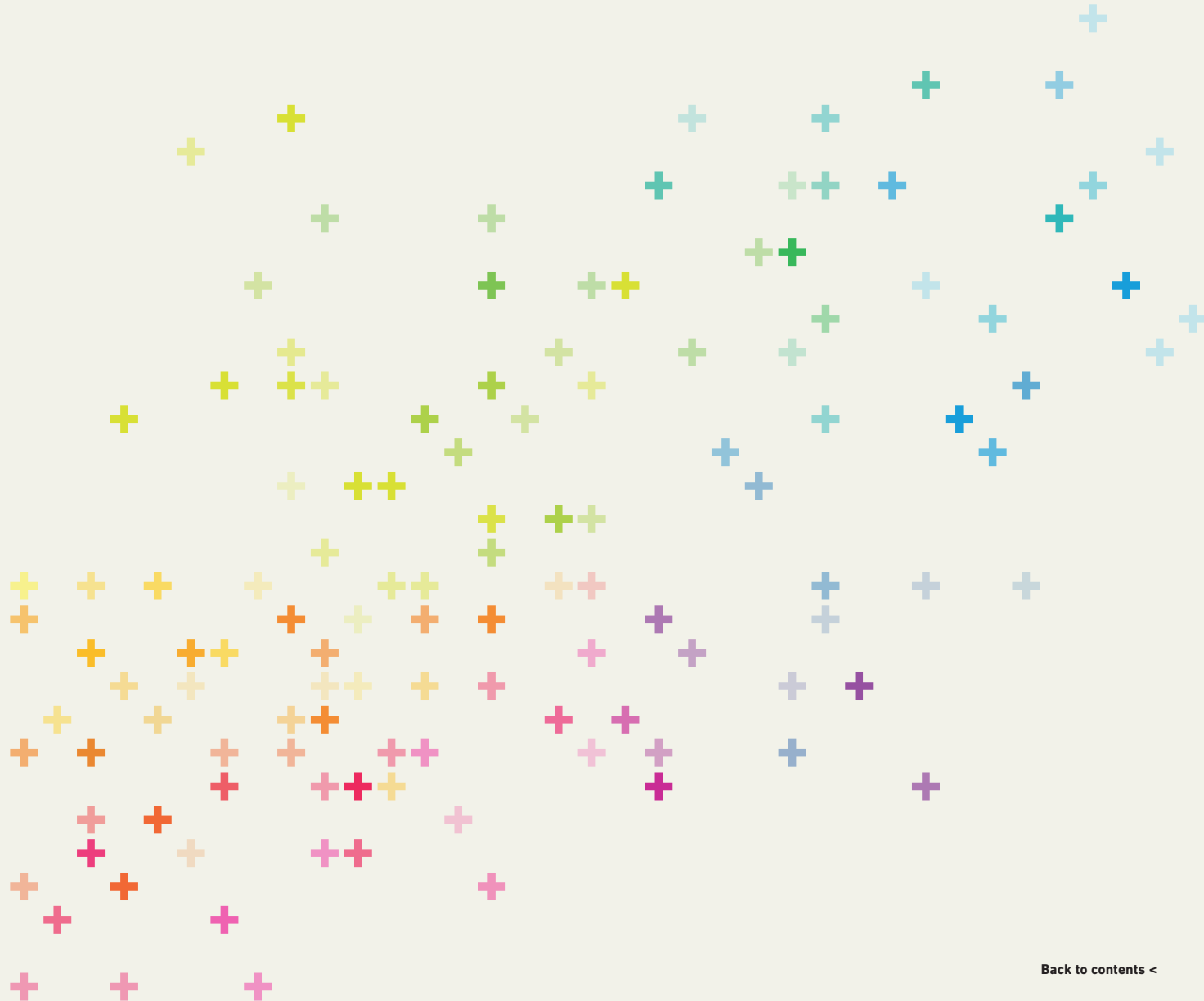
Fact sheet



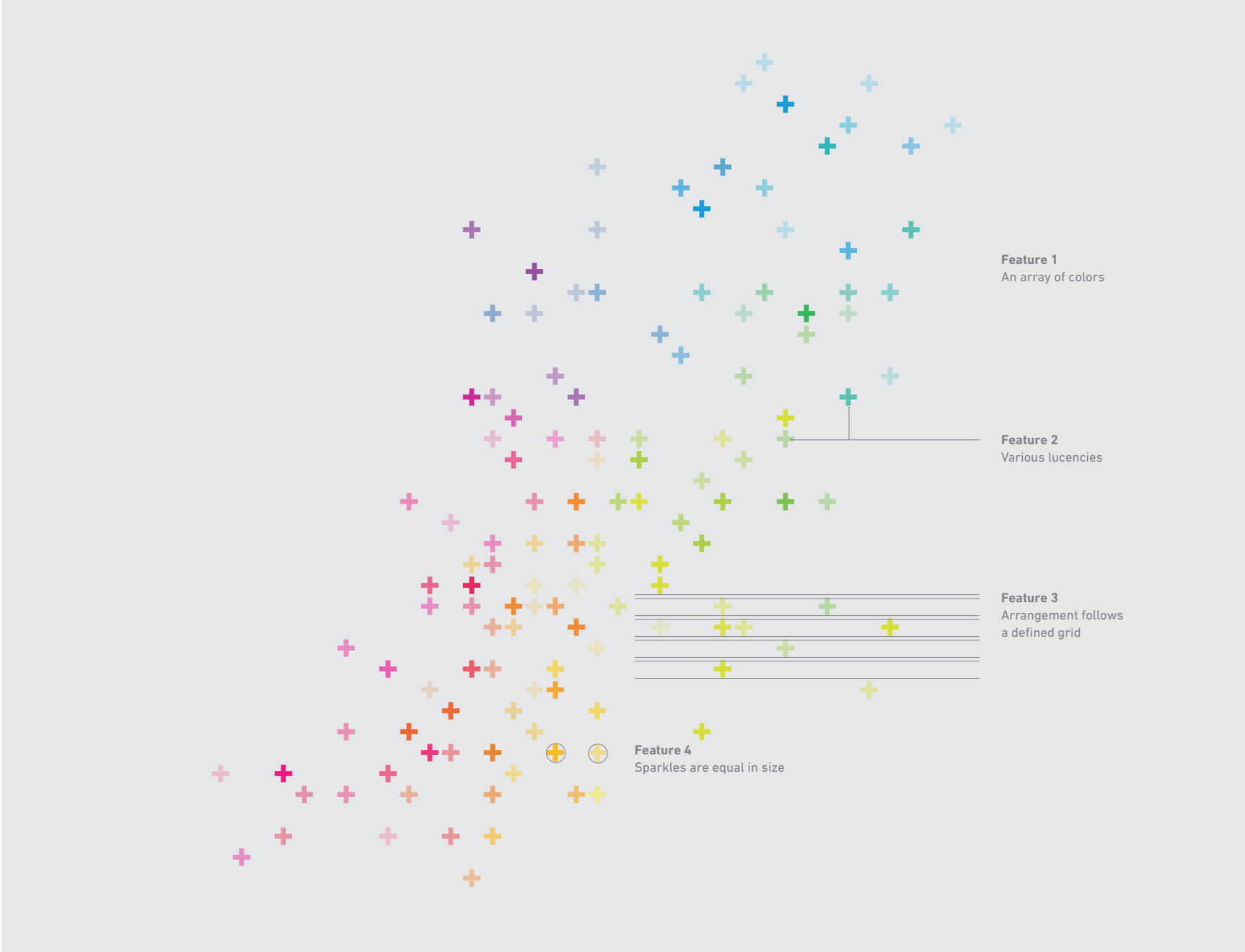
Mid-Year Report

# Design Elements

A touch of inspiration and magic



# Design elements

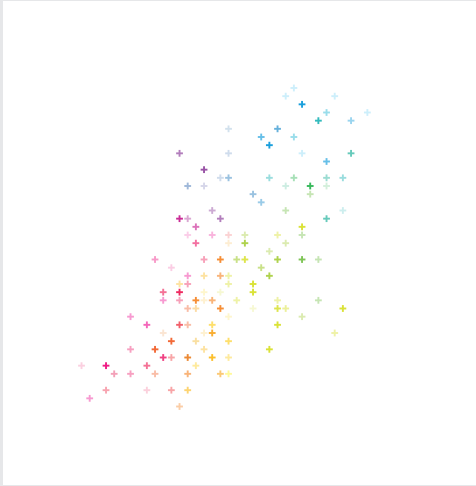


## The Sparkle Cloud

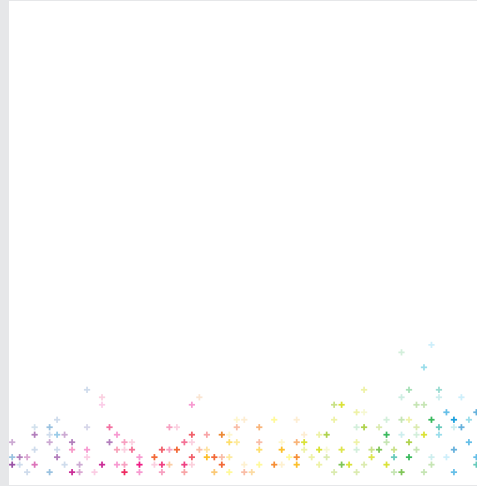
The fine, colorful sparkles come from the well-known plus sign in the GF logo. Presented in a joyful gathering ("the Sparkle Cloud"), they represent the added value GF provides for its customers through innovation and customized solutions. They add a touch of inspiration and magic to the GF identity, and give the GF brand a fresh appearance.

# Design element templates

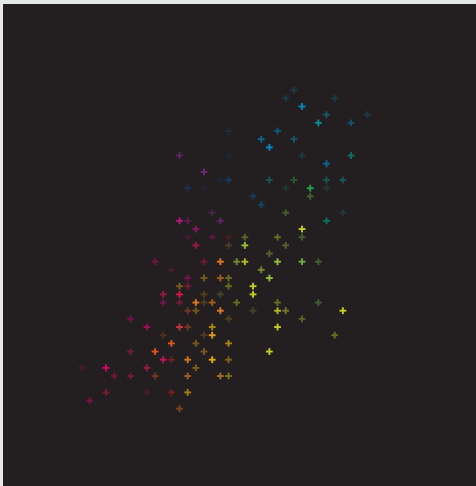
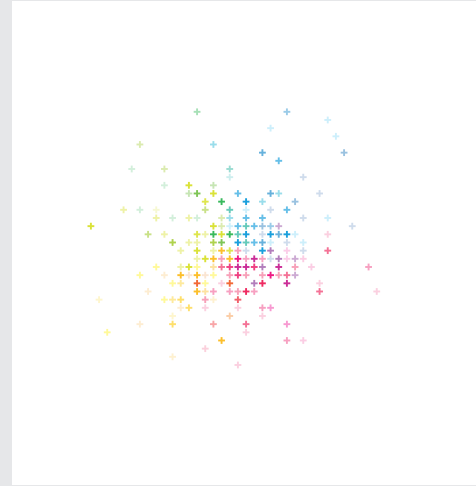
GF Sparkles Progress



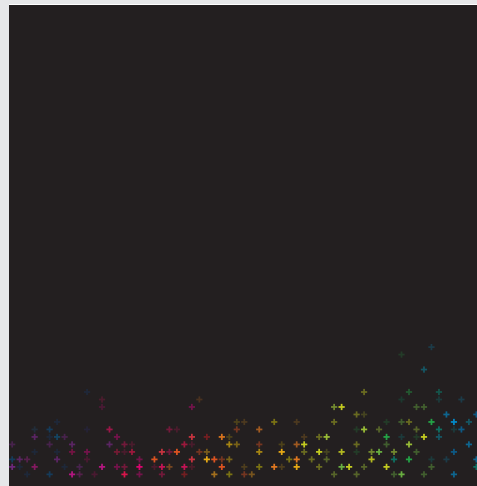
GF Sparkles Evolution



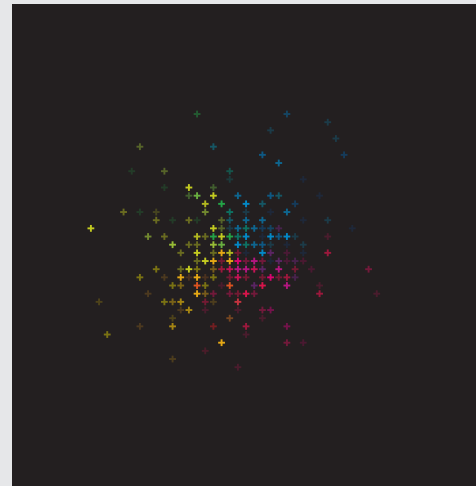
GF Sparkles Expansion



The sparkles float in a kind of cloud that lies diagonally across the image.



The sparkles float from one side to the other side in the layout.



The sparkles are concentrated in the middle and drift toward the outside of the image.

Three official design templates for the Sparkle Cloud are available, so that nobody has to build their own Sparkle Cloud from scratch:

- GF Sparkles Progress
- GF Sparkles Evolution
- GF Sparkles Expansion

These templates should be the basis of all GF visual communications.

Designed to be flexible, they can be rotated 90 or 180 degrees.

Artwork files can be downloaded from the GF Net.

# Design element implementation rules

## Rule 1

Always use one of the three templates provided. The templates can be rotated at a 90 degree angle or mirrored as well.



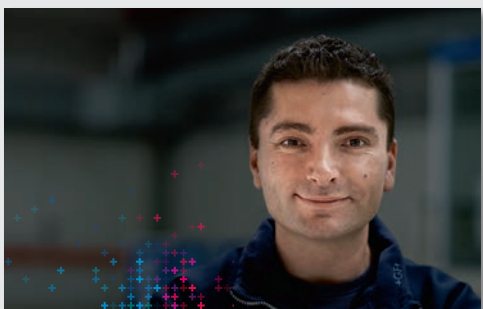
## Rule 2

The Sparkle Clouds can be used in part or in their entirety. The sparkle cloud can be cropped, but single sparkles should not be cut off.



## Rule 3

Always place the sparkles on part of an image, or on a bright or dark gradient background.



## Look-and-feel

The sparkles appear in a gathering, to communicate the many ways in which GF provides added value for its customers. Use a generous amount of Sparkle Clouds – but use them judiciously.

The size of the sparkles will depend on the overall design.

Keep in mind that the GF sparkles should support images, and not detract from them. They should appear only on part of an image, and never on the whole image.

Make sure the sparkles are surrounded by ample clear space so they have room to “dance.”

## Size

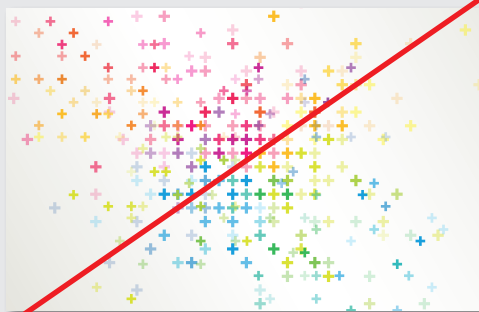
The size of the sparkles will depend upon the size of the logo. They should be a minimum size of  $\frac{1}{4}x$  ( $x$  = height of the logo) and a maximum size of  $\frac{1}{2}x$ . Exceptions to this rule can be made for 3D implementations, animations, or specific e-media implementations.

# Design element implementation don'ts

## Don'ts



Do not create your own Sparkle Clouds.



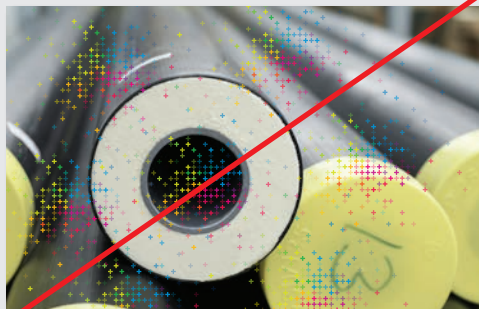
Never place two Sparkle Clouds on top of each other: They should not overlap, even partially.



Rotate the sparkles by 90 or 180 degrees only.



Do not place the sparkles over faces.



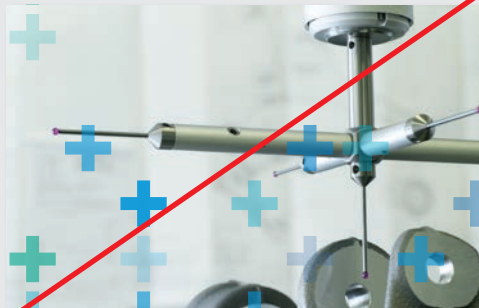
The sparkles should support images, not detract from them.



The sparkles should not interfere with the legibility of the text.



Avoid using too few sparkles, as they will be lost in the image.




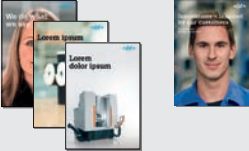




Do not make the sparkles too big.



Do not break the Sparkle Cloud into smaller groups of sparkles.

# Areas of application

Signage and architecture		No sparkles on signage and on building exteriors.
Stationery		<p>No sparkles on:</p> <ul style="list-style-type: none"> <li>– Letterhead stationery</li> <li>– Envelopes</li> <li>– Address labels</li> </ul> <p>Sparkles allowed on:</p> <ul style="list-style-type: none"> <li>– Business cards</li> <li>– Compliment cards</li> <li>– Info folders</li> </ul>
E-media		<p>Sparkles allowed.</p> <p>Mandatory on:</p> <ul style="list-style-type: none"> <li>– Landing pages</li> <li>– Key images</li> </ul>
Print media		<p>Sparkles allowed.</p> <p>Mandatory on:</p> <ul style="list-style-type: none"> <li>– Covers</li> <li>– Posters</li> <li>– Roll-ups</li> </ul>
Advertising		Sparkles mandatory.
Products and packaging		No sparkles

**Cross-media**

The sparkles can be applied across almost all types of media.

The table opposite shows where the sparkles can be used.



# Media implementation examples

## A substantial rise in performance

Dear shareholders

GF generated sales of CHF 3.16 billion in 2012 for a nominal increase of 1%. On a like-for-like basis, corrected for changes in the scope of consolidation and currency effects, growth amounted to 2%.

After a weak first quarter, sales recovered especially in the second half year, which showed growth of 4% on the back of better market conditions but also market share gains.

Operating profits (EBIT) rose 12% to CHF 251 million as plants were better loaded in the second half and overhead costs were kept in the previous year's level.

The EBIT margin went up from 6.0% to 6.7%, and the return on invested capital (ROIC) from 12.7% to 14.7%. All three divisions contributed to the profitability increase and generated ROICs well above their cost of capital.

Free cash flow before acquisitions went up 70% to CHF 176 million thanks to the higher profit but also as net working capital was kept in previous year's level and capital expenditures went slightly down.

The number of employees increased by 654 to 16,044 mainly on account of the acquisition of Teknor Plastik (Turkey) in July 2012.

Net profit grew 3%, amounting to CHF 145 million after the deduction of CHF 24 million resulting from the divestment of the greatly die-casting business of GF Automotive.

Earnings per share stood at CHF 34, after the above-mentioned one-off effect. The Board of Directors will propose a dividend of CHF 14 (CHF 15 in 2012) at the Annual Shareholders' Meeting.

**Significant progress towards strategy implementation**

The acquisition in July 2012 of Teknor Plastik, a leading Turkish plastic piping systems manufacturer with annual sales of CHF 100 million, brings GF Piping Systems a strong presence in Turkey, in the Middle East and Eastern Europe as well as a whole array of complementary products, which will be sold by the whole GF Piping Systems sales organization.

The divestment of the aluminum greatly die-casting plant in Thurgauwil (Austria) at the beginning of 2012.

From July, President and CEO and Member-Representative, Chairman of the Board of Directors.

GF Automotive focuses on its core tire and casting as well as aluminum and magnesium pressure die-casting activities.

The cost reduction program of CHF 25 million announced at the beginning of the year has been implemented in full and already supported the second half result. It will be fully effective in 2013.

All three divisions increased their sales and operating profits.

**GF Piping Systems**

GF Piping Systems increased its top line by 8% to CHF 1,402 million, of which acquisitions accounted for 5% and organic growth 3%. A large and cold winter impacted sales negatively during the first four months in 2013.



Annual Report, inside pages



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GF also publishes Georg Fischer Ltd

**+GF+**



**We ensure**  
Sustainable development

Georg Fischer Sustainability Report 2012

Sustainability Report

## All about GF

**GF Profile** GF comprises three divisions: GF Piping Systems, GF Automotive, and GF Machining Solutions. Founded in 1882, the Corporation is headquartered in Schaffhausen and is present in 32 countries, with 124 companies, 48 production facilities. Its approximately 16,000 employees generated sales of CHF 3.16 billion in 2012. GF is the preferred partner of its customers for the safe transport of liquids and gases, lightweight casting components in vehicles, and high-precision manufacturing technologies.

**GF Piping Systems** is a leading supplier of piping systems made of plastic and metal. The division focuses on system solutions and high-quality components for the safe transport of water and gas in industry, utility, and building technology. The product line includes fittings, valves, pipe, automation and joining technology and covers all water cycle applications.

**GF Automotive** is a technologically pioneering development partner and manufacturer of lightweight cast components and systems made of die-cast iron, aluminum and magnesium for the global automotive industry as well as a variety of industrial applications. The highly efficient lightweight components contribute to making modern vehicles lighter and reducing the CO<sub>2</sub> emissions.

**GF Machining Solutions** electrical discharge, high-speed milling and laser cutting machines, along with automation solutions, make it the world's leading provider to the fast-growing metal casting industry and its manufacturers of precision components. Most important customer segments are transportation and construction technology, aerospace, and the automotive industry.

The division has its own sales companies in more than 50 countries and production plants in Switzerland, Sweden, and China. GF Machining Solutions operates research and development centers in Mainz, Lausanne, and Natick, Switzerland. Technology transfer is in Schaffhausen (Switzerland), Beijing, and Changzhou (China).

**Sales: CHF 1,402 million**

**GF Piping Systems** supports its customers in over 100 countries through its own sales companies and representation. The division is present in Europe, Asia and the Americas with more than 30 manufacturing sites and research and development centers, which also support energy-saving use of raw materials and resources.

**Sales: CHF 1,402 million**

**GF Automotive** manufactures some 600,000 tons of lightweight components at production plants in Germany, Austria, and China. In these plants as well as in Schaffhausen, Korea and Japan it operates sales offices. The lightweight research and development competency is in Schaffhausen (Switzerland) and Suzhou (China).

**Sales: CHF 847 million**

**GF Machining Solutions** manufactures precision components for the transportation and construction technology, aerospace, and the automotive industry. The division has its own sales companies in more than 50 countries and production plants in Switzerland, Sweden, and China. GF Machining Solutions operates research and development centers in Mainz, Lausanne, and Natick, Switzerland. Technology transfer is in Schaffhausen (Switzerland), Beijing, and Changzhou (China).

**Sales: CHF 847 million**

**GF Piping Systems**


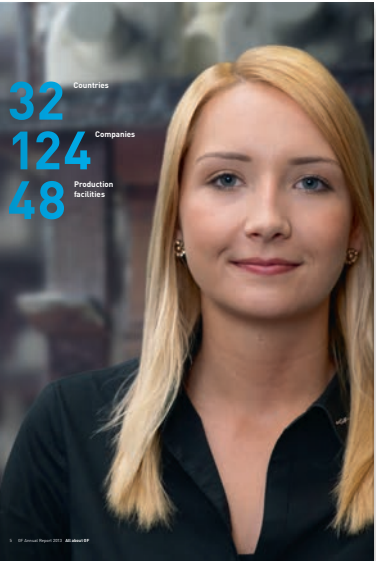
2012	2011	2010	2009	2008	2007
Sales	1,402	1,396	1,368	1,307	1,247
EBIT	251	228	219	215	219
Return on sales (EBIT margin %)	18.0	16.3	15.9	16.4	17.6
Invested capital (€)	1,100	1,050	1,000	950	900
Return on invested capital (ROIC %)	14.7	12.7	12.9	17.2	19.6
Employees at year-end	16,044	15,390	14,736	14,082	13,428

**GF Automotive**

2012	2011	2010	2009	2008	2007
Sales	847	847	847	847	847
EBIT	145	145	145	145	145
Return on sales (EBIT margin %)	17.1	17.1	17.1	17.1	17.1
Invested capital (€)	1,100	1,050	1,000	950	900
Return on invested capital (ROIC %)	14.7	12.7	12.9	17.2	19.6
Employees at year-end	16,044	15,390	14,736	14,082	13,428

**GF Machining Solutions**

2012	2011	2010	2009	2008	2007
Sales	1,402	1,396	1,368	1,307	1,247
EBIT	251	228	219	215	219
Return on sales (EBIT margin %)	18.0	16.3	15.9	16.4	17.6
Invested capital (€)	1,100	1,050	1,000	950	900
Return on invested capital (ROIC %)	14.7	12.7	12.9	17.2	19.6
Employees at year-end	16,044	15,390	14,736	14,082	13,428



## Worldwide for you

Europe 67 companies  
Americas 14 companies  
Near East 3 companies  
Asia 38 companies  
Australia 2 companies

Production plants, service and sales centers  
Production plants  
Service and sales centers

**Content**

8 Highlights 2012  
10 Letter to the Shareholders  
14 Corporate Report  
20 Interview CEO  
22 Success Story GF Piping Systems  
24 Success Story GF Automotive  
26 Success Story GF Machining Solutions  
34 Organization of GF  
36 Sustainability  
40 Corporate Governance  
50 Compensation Report

**Financial Report 2013**

40 Consolidated financial statements  
44 Notes to the consolidated financial statements  
46 Segment information  
48 Corporate accounting principles  
70 Risk management  
80 Notes  
107 Report of the statutory auditor  
109 Financial statements Georg Fischer Ltd  
111 Notes to the financial statements  
114 Proposed by the Board of Directors  
119 Report of the statutory auditor

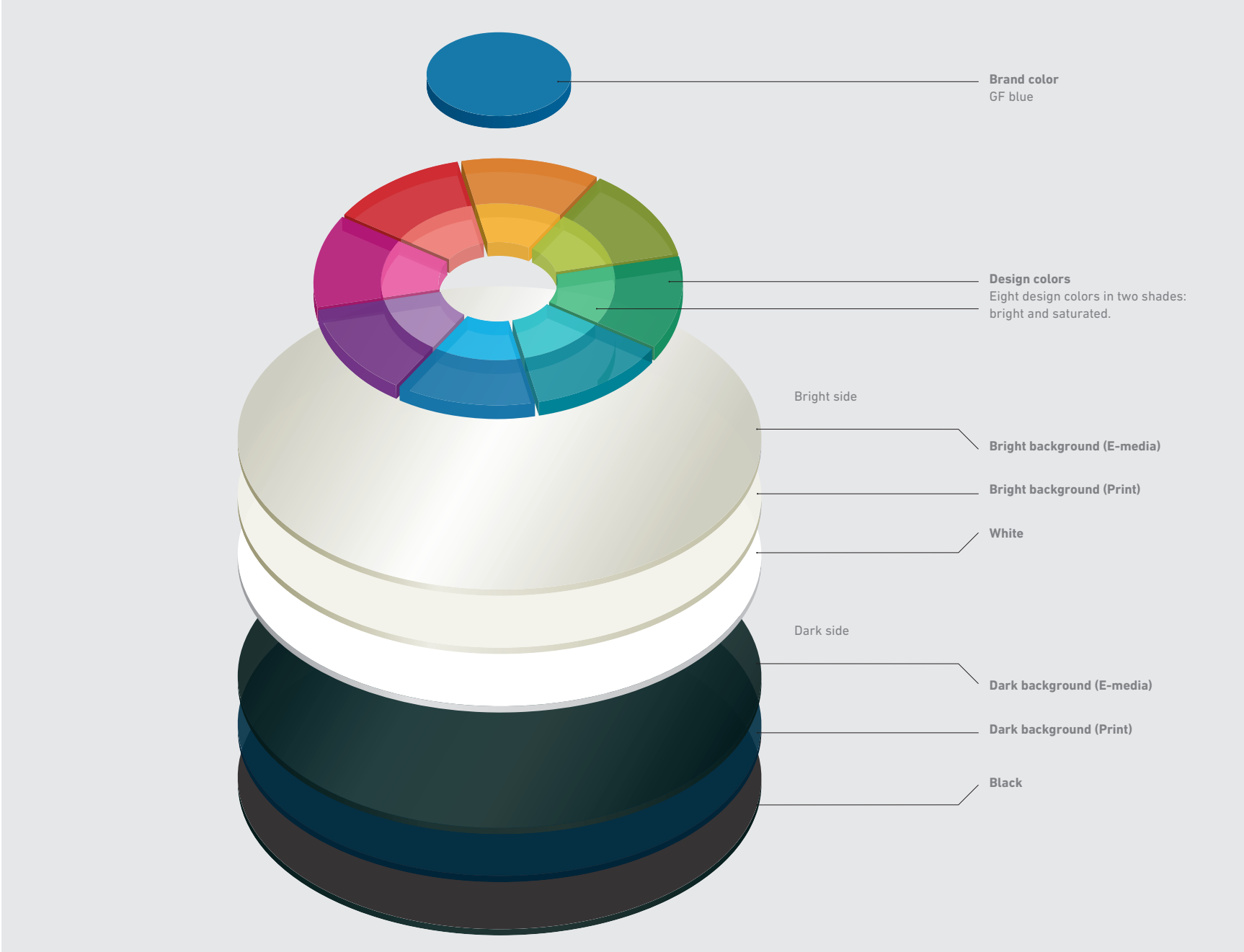
120 Investor information  
123 Index  
125 See the Date

# Colors

A range of hues for a range of emotions



# The GF color palette



**Brand color**  
GF blue is used for the GF logo.

**Design colors**  
The eight bright, rainbow-inspired GF design colors represent the company's broad diversification. These eight colors are also available in saturated shades for greater contrast.

**Backgrounds**  
Backgrounds appear in two different gradients for e-media and two solid colors for print.

**White and black**  
White and black can also be used as background colors, but they are predominantly used as text colors.

# Color specifications

Saturated

GF 1a-orange

Pantone: 7578C  
CMYK: 0 62 95 0  
RGB: 255 102 0  
HEX: #ff6600  
RAL: 2000

GF 2a-yellow-green

Pantone: 575C  
CMYK: 46 6 100 42  
RGB: 116 116 0  
HEX: #747400  
RAL: 6025

GF 3a-green

Pantone: 341C  
CMYK: 100 0 93 29  
RGB: 0 122 61  
HEX: #007a3d  
RAL: 6029

GF 4a-turquoise

Pantone: 7713C  
CMYK: 100 10 29 20  
RGB: 0 124 124  
HEX: #007c7c  
RAL: 5021

Bright

GF 1b-orange

Pantone: 124C  
CMYK: 0 31 98 0  
RGB: 255 204 0  
HEX: #ffcc00  
RAL: 1004

GF 2b-yellow-green

Pantone: 391C  
CMYK: 16 0 91 28  
RGB: 184 184 0  
HEX: #b8b800  
RAL: 1027

GF 3b-green

Pantone: 7738C  
CMYK: 63 0 84 0  
RGB: 102 194 102  
HEX: #66c266  
RAL: 6018

GF 4b-turquoise

Pantone: 7710C  
CMYK: 81 0 23 0  
RGB: 46 184 184  
HEX: #2eb8b8  
RAL: 6033

GF blue

Print coated  
Pantone: 3015C  
CMYK: 100 25 0 30  
Print uncoated  
Pantone: 307U  
CMYK: 100 15 0 25

E-media  
RGB: 25 101 163  
HEX: #1965a3

Signage Architecture  
RAL: 5017 Verkehrsblau  
HKS: 40 K\*  
Scotchcal: 100-47  
FasCal: 964 QM

\* color specification deviating,  
use another color system

GF 5a-blue

Pantone: 3015C  
CMYK: 100 25 0 30  
RGB: 25 101 163  
HEX: #1965a3  
RAL: 5017 Verkehrsblau

GF 5b-blue

Pantone: 299C  
CMYK: 86 8 0 0  
RGB: 51 173 255  
HEX: #33adff  
RAL: 5012

GF 6a-violet

Pantone: 2082C  
CMYK: 74 85 0 0  
RGB: 110 0 147  
HEX: #6e0093  
RAL: 5022

GF 6b-violet

Pantone: 521C  
CMYK: 40 60 0 0  
RGB: 184 138 230  
HEX: #b88ae6  
RAL: 4005

GF 7a-pink

Pantone: 676C  
CMYK: 18 100 6 18  
RGB: 184 0 138  
HEX: #b8008a  
RAL: 4004

GF 7b-pink

Pantone: 7424C  
CMYK: 0 78 8 0  
RGB: 255 102 204  
HEX: #ff66cc  
RAL: 4010

GF 8a-red

Pantone: 1807C  
CMYK: 5 94 88 22  
RGB: 189 12 24  
HEX: #bd0c18  
RAL: 3001

GF 8b-red

Pantone: 7417C  
CMYK: 0 72 70 0  
RGB: 255 98 98  
HEX: #ff6262  
RAL: 2012

## Specification basis

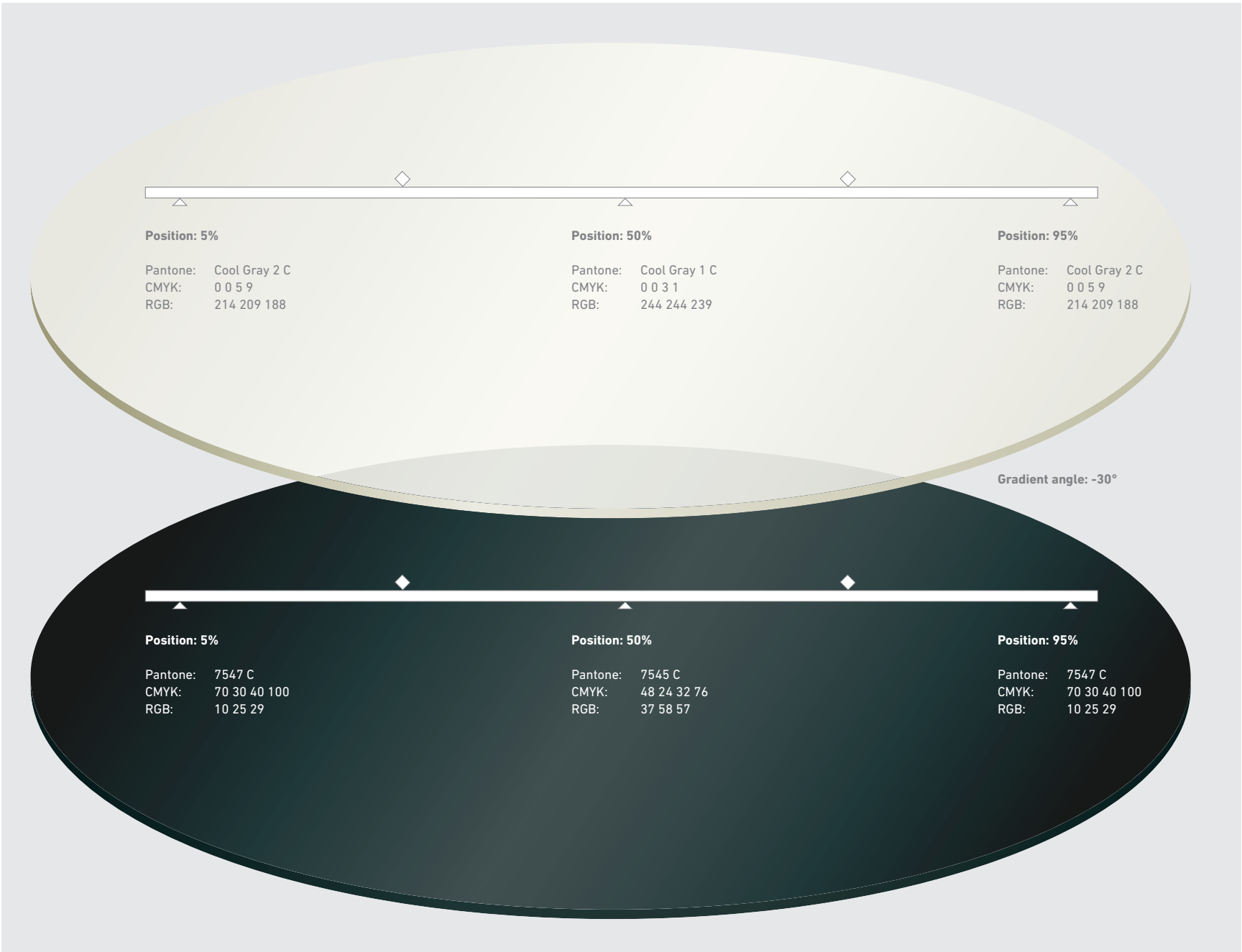
The design colors have been specified on the basis of a CMYK test print. Use the specifications provided here for all implementations. When using additional, rare color systems, e.g., HKS or NCS, derive the shade from the corresponding Pantone tone.

## Sparkle Clouds

To reproduce the Sparkle Clouds, specifications are not necessary: The sparkles are defined directly within the template. They have been created as an overall image composition, using the design colors as well as additional shades and rainbow colors.

# Background specifications for e-media gradients

**Please note**  
Use gradients only for e-media.



## Background specifications for print

### Please note

Use solid color backgrounds only for print.

#### Bright background print

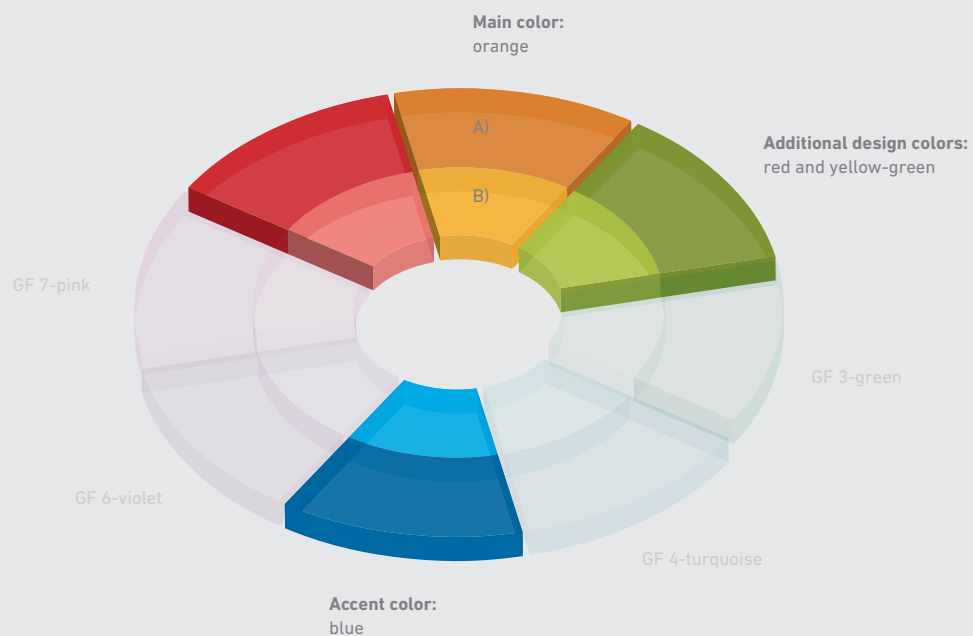
Pantone: 9080 C  
CMYK: 0 0 5 5

#### Dark background print

Pantone: 3035 C  
CMYK: 100 30 19 76

## Color application rules

### Example with GF1 orange



### Main color

Select one main color for the collateral item being designed. Use the bright shade for layout areas, and the saturated shade for text.

### Additional design colors

To improve legibility of charts and tables, use the two adjacent colors in the color wheel as design colors.

## Accent colors

For accents, use the color that is opposite the main color in the color wheel.

### Main colors



GF 1-orange

GF 2-yellow-green

GF 3-green

GF 4-turquoise

GF 5-blue

GF 6-violet




GF 7-pin

GF 8-red

## Color selection

### Main colors and additional colors








		GF 1
		GF 2
		GF 3

		GF 2
		GF 3
		GF 4

		GF 3
		GF 4
		GF 5

		GF 4
		GF 5
		GF 6

		GF 5
		GF 6
		GF 7

		GF 6
		GF 7
		GF 8

		GF
		GF
		GF

## Accent colors

  GF 5

GF 6

GF 7

GF 8

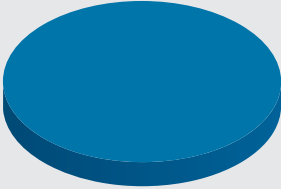

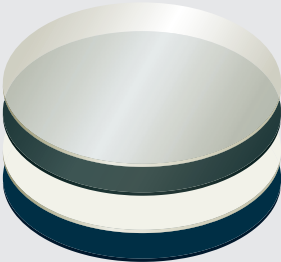

GF 1

GF 2

GF 3

GF

# Using the GF colors

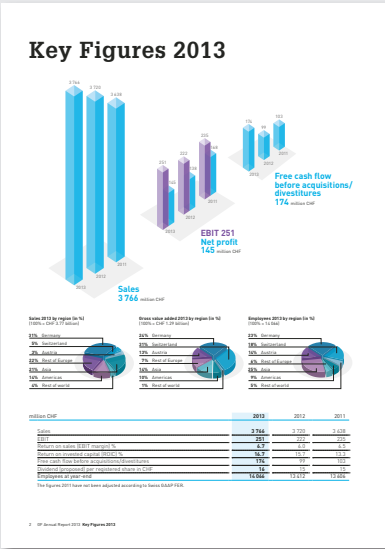
	Sparkles	Typography	Background	Logo
	—	—	—	Always use GF blue for the GF logo, unless it will interfere with recognition and legibility.
	The sparkles use rainbow colors. The colors are defined in the Sparkle Cloud templates.	Use DIN Next in all design colors, but be mindful of legibility. Otherwise, use black or white.	The GF design colors can also be used for backgrounds. However, use colored backgrounds sparingly. Details for the use of colored backgrounds are provided in the specific application guidelines	—
	—	—	Use bright and dark gradients for e-media backgrounds.  Use bright and dark solid colored backgrounds for print.	—
	—	Headlines in Glypha LT Pro Bold are set in black or white.	Backgrounds can also be black or white.	When using GF blue for the GF logo is not possible, use black or white instead.

**Color application**  
 The table opposite shows how best to use the GF corporate colors.



# Color implementation rules

**Rule 1**  
Follow the color application rules (see page 27).



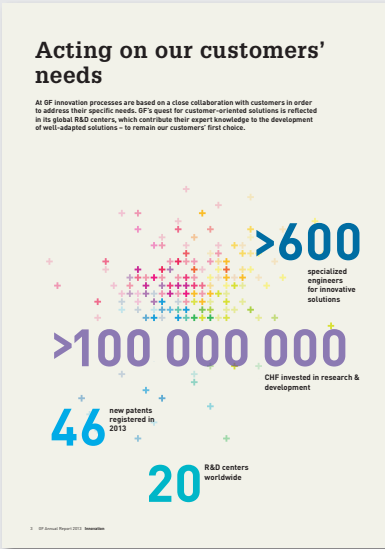
Use one main color, plus two additional color segments.

Don'ts



Do not use more than three color segments in a given piece of collateral.

**Rule 2**  
Make colors pop.



Use both bright and saturated colors.



Do not use pastel or muddy colors.

**Rule 3**  
Use colors to support the content of the design.



Use colors to highlight important information and structure text.



Do not use color arbitrarily.

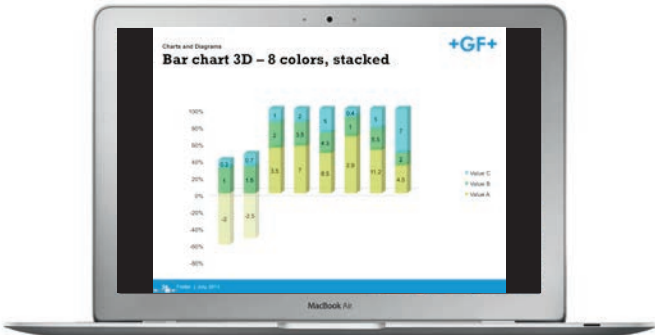
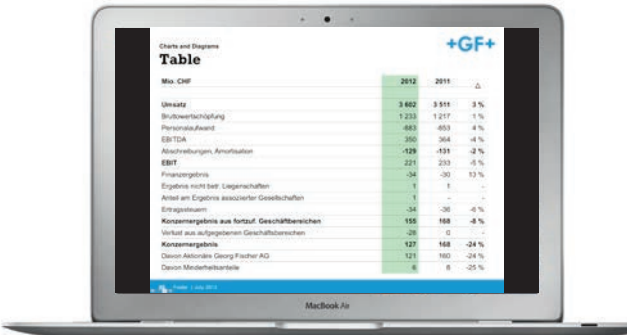
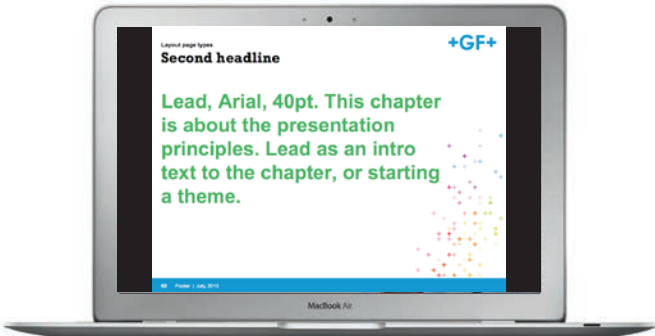
## Functional color application

Color is an effective way to highlight important information and key messages. When used thoughtfully, color can help to structure content and guide the reader through communications materials.

# Color implementation examples



Poster



PowerPoint presentation

# Typography

The GF brand in letters, numbers,  
and characters



## Fonts

**DIN Next is our standard font:**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890 ,.-()\***

DIN Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 ,.-()\*

DIN Next Regular

**Glypha LT Pro Bold is our  
headline typeface:**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

Glypha LT Pro Bold

### Corporate fonts

The GF standard corporate font is DIN Next in regular and bold (DIN Next Medium is optional). Glypha LT Pro Bold is used for headlines. Using these fonts consistently is key to maintaining and strengthening the GF corporate identity.

GF owns licenses for DIN Next and Glypha LT Pro Bold. These fonts are used for all GF templates.

To get these licensed fonts, please contact GF Corporate Communications.

# DIN Next rules

Rule 1

**GF corporate communications = DIN Next**

DIN Next is the preferred font for all text types. The only exception is for prominent titles, when the preferred font is Glypha LT Pro Bold.

Rule 2

**DIN Next is perfect in all shapes and sizes.**

Use DIN Next in all sizes for a variety of text types, including subheadlines, numbers, and captions.

Rule 3

**Use upper and lower cases.**

Use both upper and lower case letters for all text. Do not use all capital letters.

Rule 4

**DIN Next is colorful.**

Set DIN Next in the colors from your color selection: Use the main color, additional colors, or accent colors for headlines and subheadlines.

Rule 5

**DIN Next Bold is an eye-catcher.**

Use DIN Next Bold to highlight and structure text – and DIN Next Regular for copy text, DIN Next Medium is an option for special cases. Avoid DIN Next Light and Black.

## Principles

DIN Next Regular, DIN Next Medium and DIN Next Bold are used for almost all internal and external written communications, as they are highly readable and also available in many languages.

## Rules

On this page you will find five simple rules to help you implement the GF corporate typography guidelines.

## Preferences

For optimal readability, preferences should be set as follows:

Typefaces = regular and bold (DIN Next Medium is optional)

Letter size = x

Line spacing = 105–130 percent of x

Letter spacing = 0 (optical kerning)

Type size and line spacing will depend on the design.

## Glypha LT Pro Bold rules

Rule 1

**Glypha LT Pro Bold is our headline typeface.**

Use Glypha LT Pro Bold only for headlines. Never use Glypha LT Pro Bold for copy text or labeling.

Rule 2

**Glypha LT Pro Bold is black or white.**

Use Glypha LT Pro Bold in black and white.

Rule 3

**Use upper and lower cases.**

Use both upper and lower case letters for all text. Do not use all capital letters.

Rule 4

**Keep it short.**

Glypha LT Pro Bold is ideal for short headlines. Avoid creating long single-line headlines.

Rule 5

**Give Glypha LT Pro Bold some space.**

Give Glypha LT Pro Bold space. Glypha LT Pro Bold is most impactful in a spacious layout where it is set apart from other design elements.

### Principles

Glypha LT Pro Bold is an ideal typeface for catchy key messages. If Glypha LT Pro Bold is not available in a given language, use DIN Next instead.

### Rules

On this page you will find five simple rules to help you implement the GF corporate typography guidelines.

### Preferences

For optimal readability, preferences should be set as follows:

Typeface = bold

Letter size = x

Line spacing = 100–115 percent of x

Letter spacing = +5 (optical kerning)

Type size and line spacing will depend on the design.

# Font Index

Country	Text font	Headline font	Country	Text font	Headline font
Argentina	DIN Next	Glypha LT Pro Bold	Serbia & Montenegro	DIN Next	Glypha LT Pro Bold
Australia	DIN Next	Glypha LT Pro Bold			Memphis*
Austria	DIN Next	Glypha LT Pro Bold	Singapore	DIN Next	Glypha LT Pro Bold
Belgium	DIN Next	Glypha LT Pro Bold		DIN Next Devanagari	Shree Devanagari 0706*
Bosnia & Herzegovina	DIN Next	Glypha LT Pro Bold		DFHeiGB Std*	DFSongGB std*
		Memphis*	Slovakia	DIN Next	Glypha LT Pro Bold
Brazil	DIN Next	Glypha LT Pro Bold	Slovenia	DIN Next	Glypha LT Pro Bold
Bulgaria	DIN Next	Glypha LT Pro Bold	South Korea	YD Yoonche*	YD Hope*
Canada	DIN Next	Glypha LT Pro Bold	Spain	DIN Next	Glypha LT Pro Bold
China	DFHeiGB Std*	DFSongGB std*	Sweden	DIN Next	Glypha LT Pro Bold
Croatia	DIN Next	Glypha LT Pro Bold	Switzerland	DIN Next	Glypha LT Pro Bold
Czech Republic	DIN Next	Glypha LT Pro Bold	Syria	DIN Next Arabic	Ahmed*
Denmark	DIN Next	Glypha LT Pro Bold	Taiwan	DFHeiGB Std*	DFSongGB std*
Egypt	DIN Next Arabic	Ahmed*		Hei ASC Traditional*	DF Ming HK Traditional*
Finland	DIN Next	Glypha LT Pro Bold	Turkey	DIN Next	Glypha LT Pro Bold
France	DIN Next	Glypha LT Pro Bold	United Arab Emirates	DIN Next Arabic	Ahmed*
Germany	DIN Next	Glypha LT Pro Bold	USA	DIN Next	Glypha LT Pro Bold
Great Britain	DIN Next	Glypha LT Pro Bold	Vietnam	DIN Next	Glypha LT Pro Bold
Greece	DIN Next	Joanna Hellenic*			
Hungary	DIN Next	Glypha LT Pro Bold			
India	DIN Next Devanagari	Shree Devanagari 0706*			
Indonesia	DIN Next	Glypha LT Pro Bold			
Israel	Brown*	Abetka*			
Italy	DIN Next	Glypha LT Pro Bold			
Japan	DF Gothic P*	DFHS Mincho*			
Lebanon	DIN Next Arabic	Ahmed*			
Lithuania	DIN Next	Glypha LT Pro Bold			
Luxembourg	DIN Next	Glypha LT Pro Bold			
Macedonia	DIN Next	Memphis*			
Malaysia	DIN Next	Glypha LT Pro Bold			
Mexico	DIN Next	Glypha LT Pro Bold			
New Zealand	DIN Next	Glypha LT Pro Bold			
Netherlands	DIN Next	Glypha LT Pro Bold			
Norway	DIN Next	Glypha LT Pro Bold			
Philippines	DIN Next	Glypha LT Pro Bold			
Poland	DIN Next	Glypha LT Pro Bold			
Romania	DIN Next	Glypha LT Pro Bold			
Russia	DIN Next	Memphis*			

**\*Substitute fonts**

Fonts listed in **turquoise** and marked with an \* have been defined as GF fonts for these countries.

Fonts listed in **red** and marked with an \* are recommended substitutes for DIN Next or Glypha LT Pro Bold for these countries.

Please note: When choosing a substitute font for DIN Next or Glypha LT Pro Bold, try to find a font with similar characteristics.

DIN Next: Sans serif, technical, straightforward, and elegant  
Glypha LT Pro Bold: Slab serif, strong, striking, and rugged

Font providers  
www.linotype.com  
www.ascenderfonts.com  
www.monotype.com

**Languages**

The Font Index shows which font to use for each of the countries in which Georg Fischer has a presence.

DIN Next and Glypha LT Pro Bold have been defined as the GF corporate fonts. These fonts must be used whenever possible.

For languages with alphabets that are not available in DIN Next and Glypha LT Pro Bold, substitute fonts have been recommended (\*).

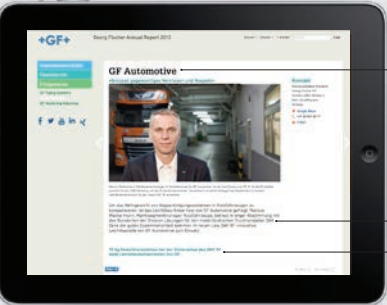
For font-related questions (e.g., substitute fonts other than those recommended here), please contact GF Corporate Communications.

# System fonts

Print media and e-media: Glypha LT Pro Bold and DIN Next



Poster



Online report

Glypha LT Pro Bold for headlines

DIN Next Regular and Bold for copy text

Glypha LT Pro Bold for headlines

DIN Next Regular and Bold for copy text

Office applications and e-media: Rockwell and Arial



Stationery

Titles in Rockwell Bold (e.g., memo, fax)

Arial Regular and Bold for text



PowerPoint presentation

Rockwell Bold for headlines

Arial Regular and Bold for content



Website

Rockwell Bold for headlines

Arial Regular and Bold for content

## Office applications and electronic media

DIN Next and Glypha LT Pro Bold are cross-media fonts. Use these two fonts whenever possible. However, for all office applications and for online media, the GF fonts are replaced by license-free system fonts that are available worldwide, on all computer systems.

### MS Office

When working with MS Office applications, such as Word or Excel, use Arial. Glypha LT Pro Bold is not available for MS Office. In some templates, the titles are set in the font Rockwell Bold. Remember to use the templates provided.

### MS PowerPoint

When working with MS PowerPoint, use Arial for all copy and subheadlines. Use Rockwell Bold for bold titles. Remember to use the templates provided.

### Internet

Set online content in Arial. Use Rockwell Bold for bold headlines.



## Typography implementation examples



# Imagery

## Depicting the GF brand



# Categories

### Key images

The key images show GF employees expressing the company's positioning, "All about you." These portraits convey confidence, interest, and friendliness. Key images can also be photos showing employees from the waist up, and in their environments.



Employee

### Mood images

Mood images show a single detail of a product in sharp focus, or entire applications in their environments. In these images, no people are visible.



Product detail, in atmospheric environment

### Product images

Product images are photographs, renderings, or illustrations that depict products in their entirety.



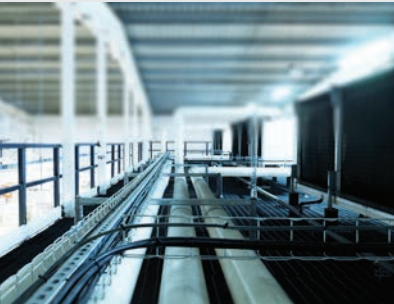
Photograph

### Documentary images

Documentary images complete the GF visual language with authentic and inspiring insights into the production or use of GF products.



Employee at a GF workplace



Application in its environment



Illustration

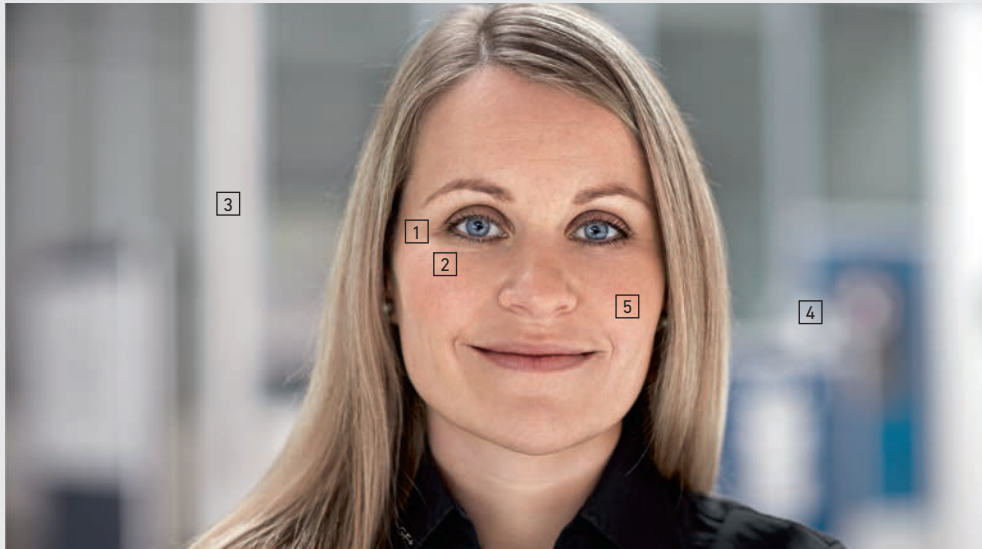


Exception: Working employee at a GF workplace  
Never use the image of a working employee at a GF workplace for a brochure cover

### Principles

The GF visual language consists of four main categories: key images, mood images, product images, and documentary images.

# Key image rules



Employee



Employee at a GF workplace

## Perspective (1)

Always depict the person at eye level, head-on. The person should be looking directly at the camera with a friendly expression. Avoid shooting from a high or low angle.

## Focus (2)

Follow the golden rule of portrait photography: Focus on the eyes.

## Background (3)

The portraits should be set where GF employees work. The background should be in soft focus and bright or dark to offset the subject. Avoid stark or colorful contrasts in the background.

## Color scheme (4)

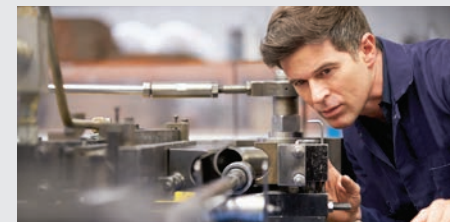
The image colors should be natural with low chroma. Avoid using multicolored backgrounds. The focus should be on the person, not on the scene behind.

## Lighting (5)

The lighting should be soft and clear. Illuminate the subject properly, to avoid creating hard shadows. The background can also be bright or medium gray and out of focus. Use lighting to create a clear distinction between subject and background.

## Key image exception

Never use an image of a working employee at a GF workplace on a brochure cover.



Working employee at a GF workplace

## Principles

The GF key images series consist of close-up employee portraits. The images focus on the employee's friendly expression and mood to evoke feelings of engagement, closeness, empathy, and trust. Through these portraits, the GF brand positioning "All about you" is brought to life.

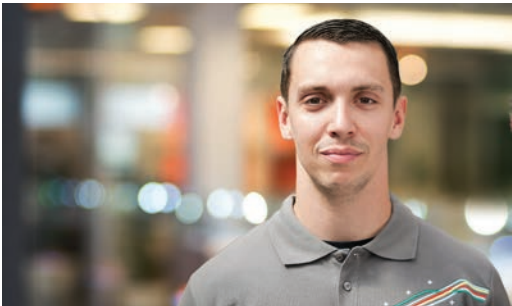
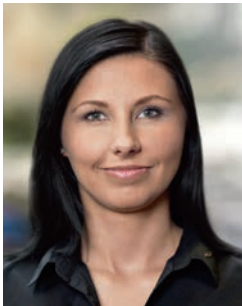
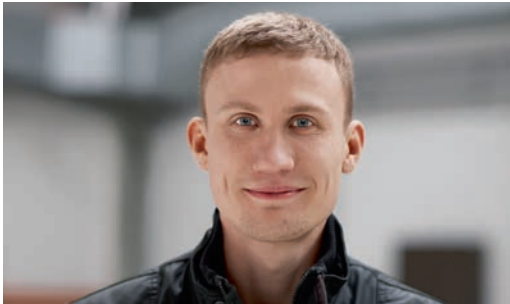
## Selection and staging of employees

Employees selected for photo shoots should be chosen because they represent key aspects of the GF brand personality:

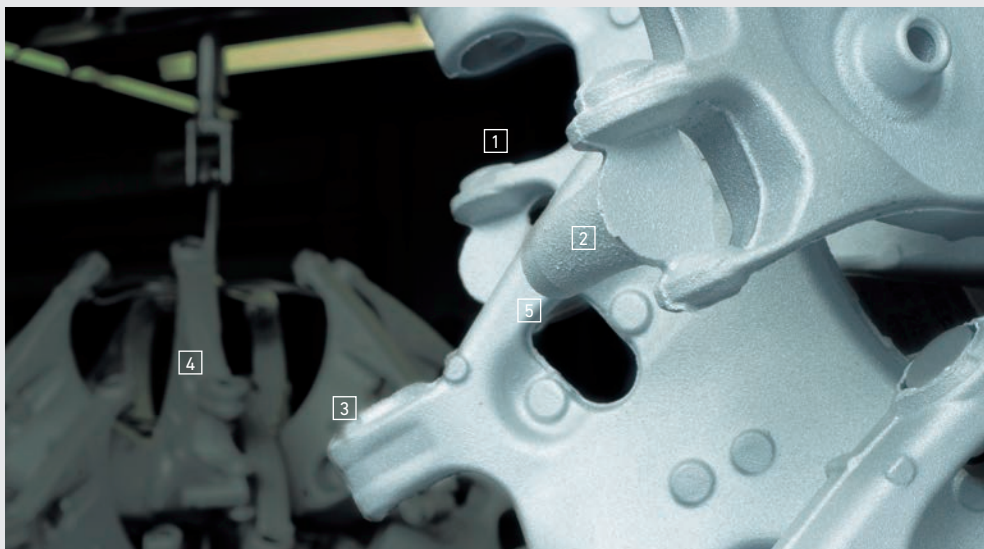
- Intelligent and expert
- Honest and trustworthy
- Friendly and responsive



# Key image examples



# Mood image rules



Product detail, in atmospheric environment



Application in its environment

## Perspective (1)

To create a more interesting photograph, use an orthogonal perspective and shoot the image from a suitable distance. Avoid shooting from a high or low angle.

## Focus (2)

The most important part(s) of the product should be in sharp focus. When in doubt regarding product details, contact the appropriate GF employee.

For application environments, use motion blurring (or a tilt shift-effect) to draw focus to the application.

## Action (3)

Action images (e.g., a running machine) communicate the dynamic qualities of the GF brand. Using motion blurring, a photographer can convey an impression of speed.

## Color scheme (4)

The image colors should be light and natural, with low chroma. Avoid using strong background colors. The focus should be on the product or product parts, and not on the scene behind.

## Lighting (5)

The lighting should highlight the most important parts of the product(s). Strong contrast and areas of light and dark enhance the overall image composition.

## Mood image exception



Person interacting with a product in its environment. Avoid showing faces.

## Principles

Like the portraits, the mood images feature a distinctive, well-lit subject set in front of a subtle background.

The focus of a mood image is usually a close-up view of a product part or parts or an environment, while the background is low contrast and in soft focus.

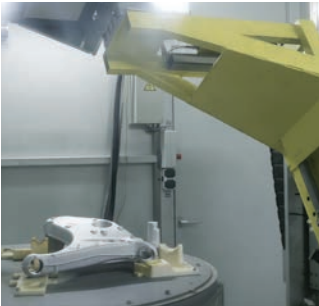
## Exceptions

People interacting with a product in its environment or an atmospheric environment related to the product can also be used for mood images.

Avoid showing faces in the mood image category, as this will detract from the key images.



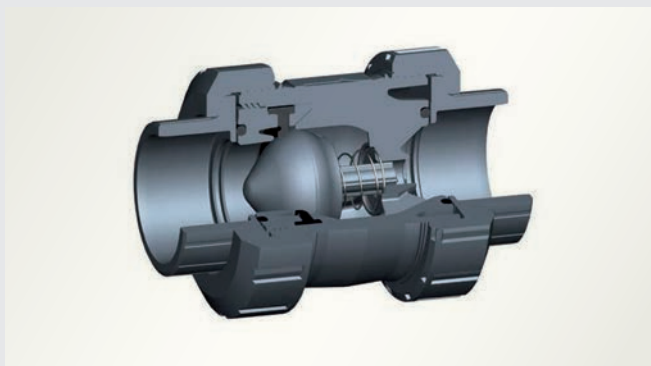
Mood image examples



# Product image rules



Photograph



Illustration



Do not place products on colored backgrounds.



Do not group different unrelated products.



With reflection



Freestanding, without effects



With drop shadow



Bright background



Dark background

## Perspective

Ensure that the perspective captures the most important part(s) of each product. When in doubt regarding product details, please ask the appropriate GF employee. Avoid shooting from extreme angles and or any other techniques that might distort the product image.

## Focus

The focus should be on the entire product.

## Background

Use a white, bright or dark background, with or without gradient. Do not place products on colored backgrounds.

## Color scheme

Show the real colors of the products. To improve clarity and contrast, colors can be optimized.

## Lighting

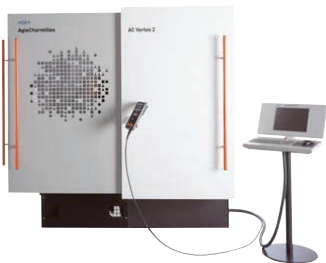
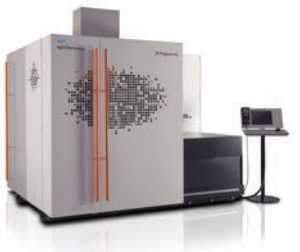
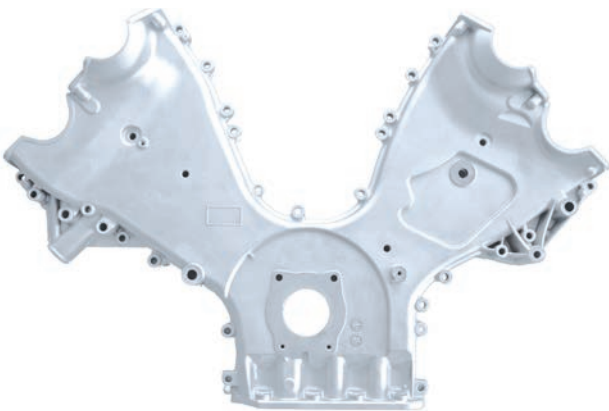
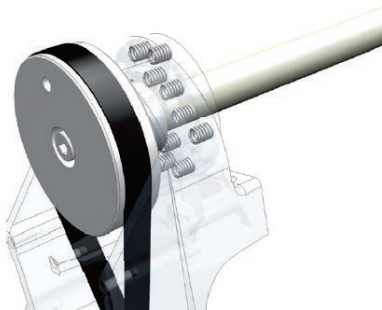
Use bright and clear artificial lighting, and avoid creating hard shadows.

## Principles

GF product images can be photographs, renderings, or illustrations. They are realistic depictions of GF products, shown either individually or in a group of related products.



Product image examples



# Documentary image rules



**Perspective (1)**  
Shoot at eye level or use a slight bird's-eye perspective.

**Focus (2)**  
The content of the image should focus on themes that interest GF customers.

**Action (3)**  
Consider the photographer as a neutral observer of the scene. Capture real work situations. Allow people to act naturally: Do not stage interactions. Avoid creating images in which employees look directly into the camera.

**Color scheme (4)**  
Set images in real working environments. Background colors should be natural with low chroma. Stronger colors can be used as highlights.

**Lighting (5)**  
Use natural lighting. Images can be in either a bright or medium gray tonality, but they should always be rich in color contrast.

## Principles

Documentary images are ideally suited to provide insights into how GF products are made, and how GF delivers added value to the company's customers. Choose themes that are interesting to GF customers and provide authentic insights (without breaching security or privacy requirements). Especially interesting are action images, which show how GF employees work or interact with customers or other employees.

## Reference images

Reference images and images of applications depict installed GF products. They are taken at selected customer's sites and show the products in their natural environment. Reference images can include people, with a typical professional activity related to the product, or they can be photographed as stills, without people.



Documentary image examples





# Photo briefing for key images

To prepare for a key image photoshoot for a key image, please follow these steps:  
**1. Find a suitable subject and get his/her written permission to be photographed**



Be sure to give a copy of the permission form to the employee for their records.

**2. Find a suitable location and an appropriate background**



The background can be a typical GF environment, but it should be blurred and undefined.

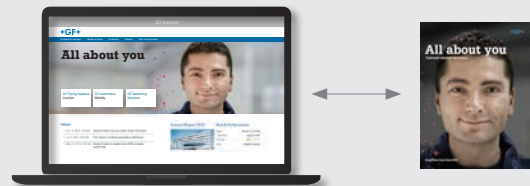


The background can also show the environment of one of the three divisions. It should also be blurred, but some characteristic elements can still be recognizable.



In exceptional cases, show an employee in a working situation or meeting with other employees. The background should also be blurred.

**3. Make sure the images fit**



Please note:  
All images must work in both extreme landscape format (e.g., for a Web page) and in portrait format (e.g., for a brochure). That is why shooting two additional background images at the end of a key image photo shoot is recommended.



Shown above are three shots from one key image photo shoot. The main image is in the middle. The main image must show the employee with both shoulders, without cropping. Please avoid sharp, colorful contrasts and messy-looking backgrounds.

Please refer to the rules for key images (page 40).



# Buying stock photography

Using GF images is always preferable to using stock photography. Stock images are never as strong or authentic as images shot especially for GF, plus they are not exclusive (a competitor might even use them). If using existing GF images or arranging a photoshoot is not possible, please follow these steps to buy stock images:

## 1. Choose an appropriate image category



**Key images**  
Key images show GF employees expressing the company's positioning, "All about you."



Using stock images for this category should be done in very rare cases only.



**Mood images**  
Never use a stock image to show a single detail of a product in focus.



Stock images can be used to show applications (though they must be unrecognizable). Stock images can also be used as abstract or allegorical visuals.



**Product images**  
**Documentary images**  
Never use stock images for these two categories. Show only real GF products and real GF environments.

## 2. Find an official, authorized image source

Corbisimages.com, de.fotolia.com, gettyimages.com, istockphoto.com, 123rf.com are a few well-established sources for licensed images. Do not use images from photo communities, where getting licenses may be difficult.

## 3. Check licenses and file sizes

Find out the type of license associated with a given image (in general, royalty-free images are substantially less expensive but are often poorer quality than those with royalties). Also, find out what file size is provided (i.e., whether the image has a high enough resolution for its intended use).

## 4. Other considerations

When searching for images, refer to the image category descriptions in these guidelines. Stock images should fit the visual style of all GF images – images should convey quality, reliability, organization, and calmness. Avoid images showing specific products that are not GF products.

### Don'ts



Do not use images that lack focus on an employee or on a GF product.



Never use models in studio settings, as these images lack authenticity.



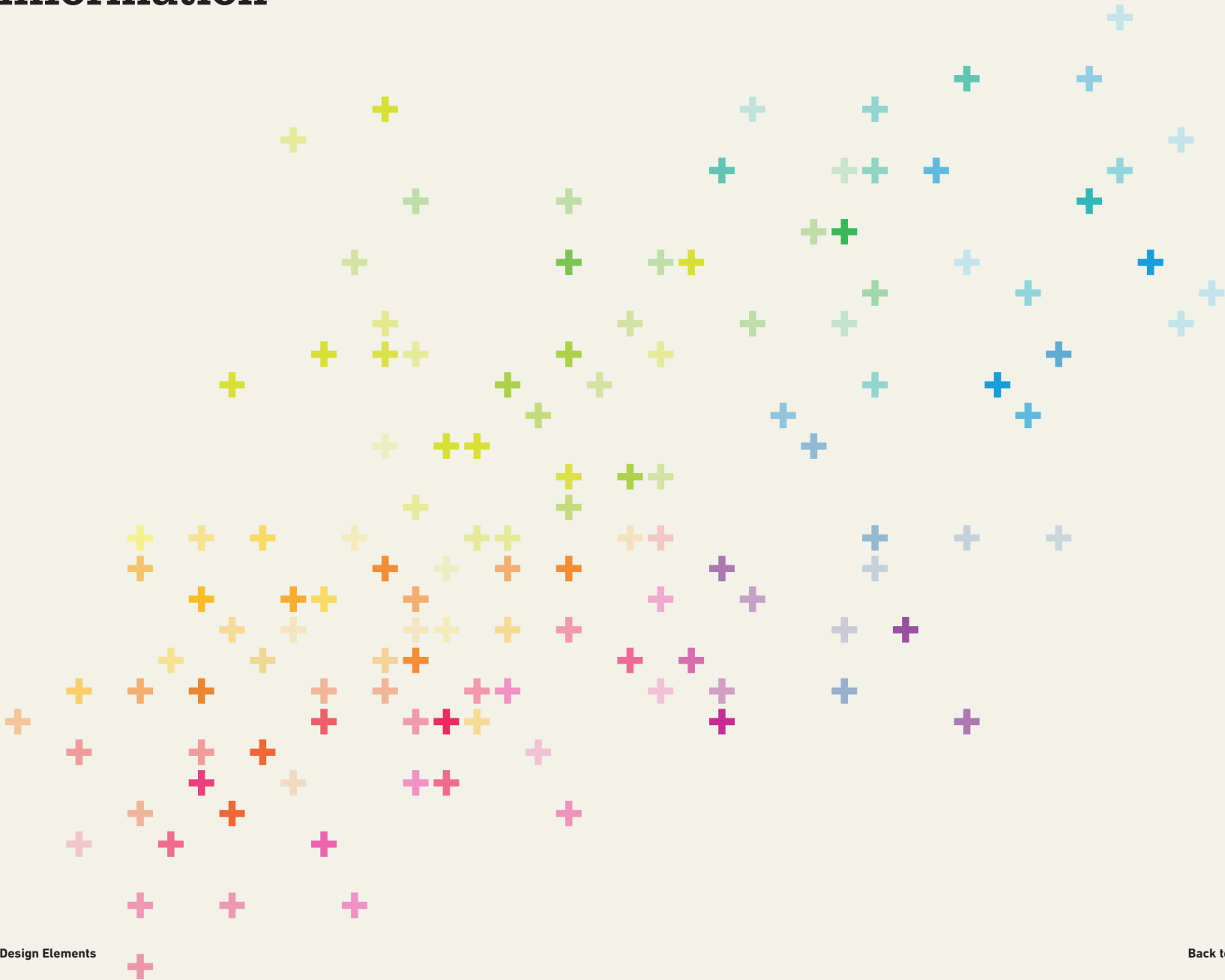
Avoid using unfocused images.

Please refer to the rules for key images and mood images (pages 40 and 42).



# Illustrations

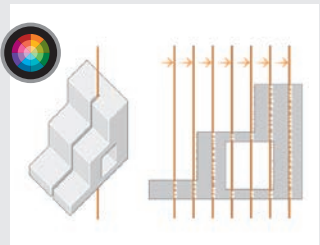
## Visualizing information



# Categories

## Product graphics

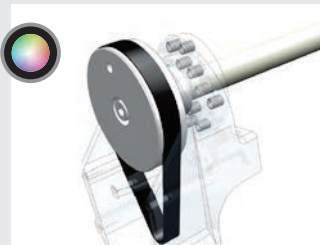
### 3D product information graphics



- Character**
- Three dimensional
  - Isometric
  - Schematic
  - Combined with two-dimensional illustrations
  - Reduced and simple
  - Surfaces and lines
  - GF colors

- Application**
- Products
  - Technical illustrations
  - Process diagrams

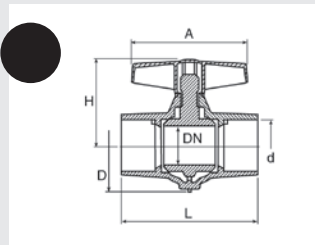
### 3D product realistic graphics



- Character**
- Three-dimensional rendering
  - Transparencies and cutaways
  - Optimized content
  - Realistic perspective
  - Realistic representation of materials
  - Realistic colors (slightly undersaturated)

- Application**
- Products
  - Structure and construction
  - Product usage

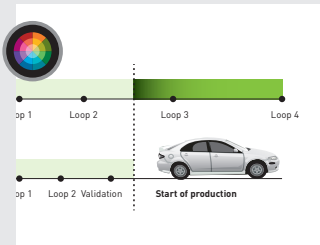
### CAD product illustration



- Character**
- Two dimensional
  - Orthogonal
  - CAD dimensions
  - Technical structure
  - Lines, shaded planes
  - Black and white

- Application**
- Products
  - Structure and construction
  - Dimensions
  - CAD

## Information graphics



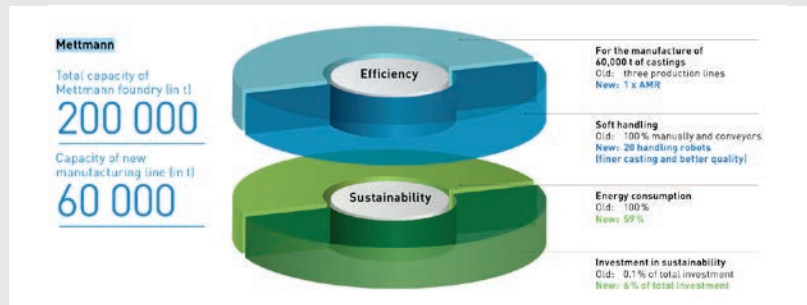
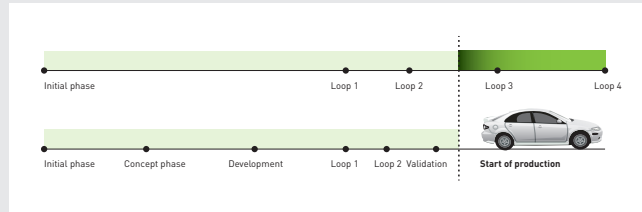
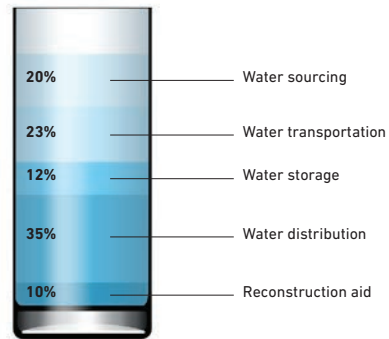
- Character**
- Two or three dimensional
  - Schematic
  - Reduced and simple
  - Can be combined with other graphics
  - Illustrate complex relationships
  - GF colors

- Application**
- Process diagrams
  - Relational illustrations
  - Temporal sequences

**Four styles for different applications**

GF uses four different illustration styles. Each style has its own distinctive character and application.

# Information graphics



## Principles

Information graphics are an efficient communication tool:

They explain complex relationships and processes in an easy to understand manner. Information graphics use familiar visual elements to help simplify information, such as callouts for explanations, or arrows for temporal sequences.

Opposite are some examples of possible applications.

## Character

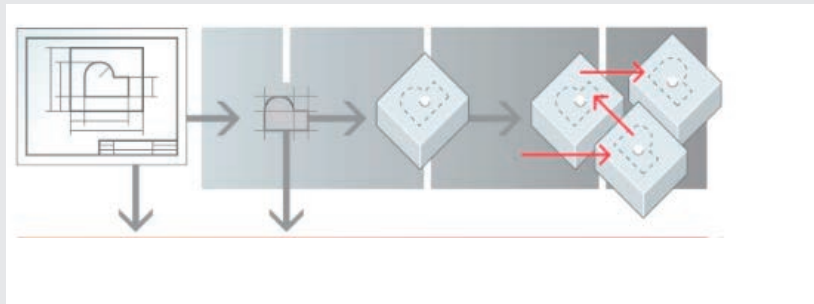
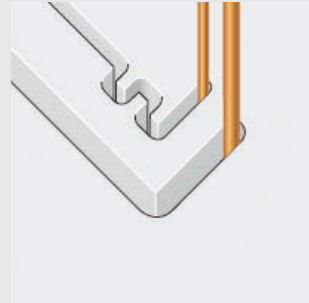
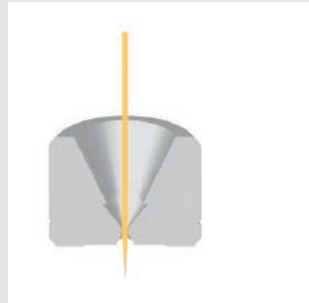
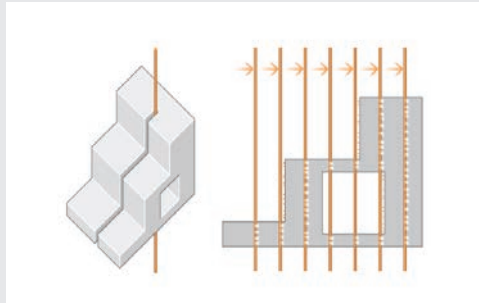
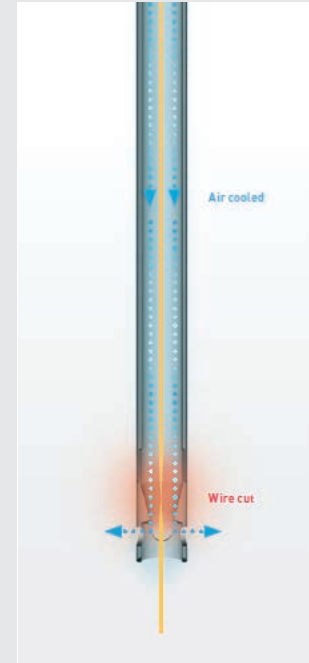
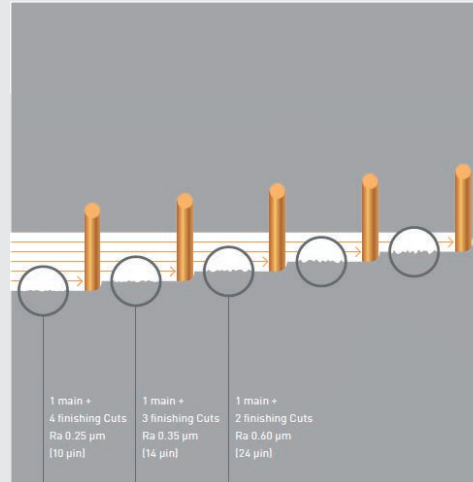
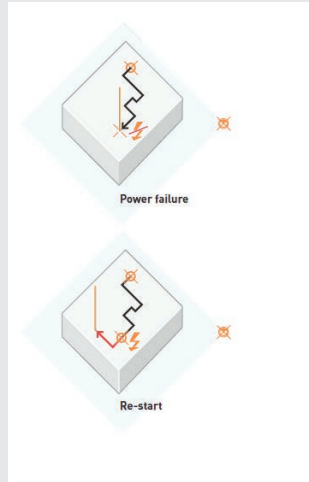
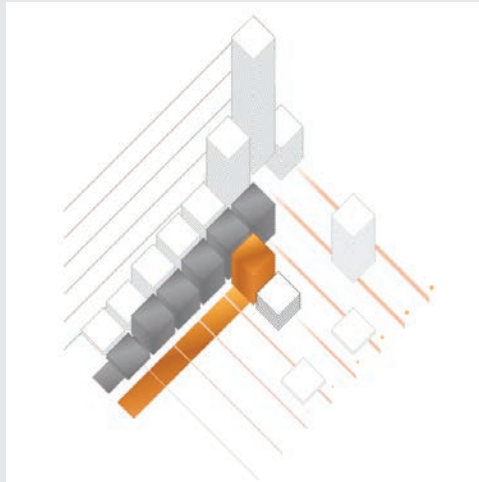
- Two or three dimensional
- Schematic
- Reduced and simple
- Can be combined with other graphics

## Usage

- Process diagrams
- Relational illustrations
- Temporal sequences



# 3D product information graphics



## Principles

3D graphics are an ideal way to explain and illustrate technical details. Isometric perspectives are especially helpful for creating illustrations.

Opposite are some examples of possible applications.

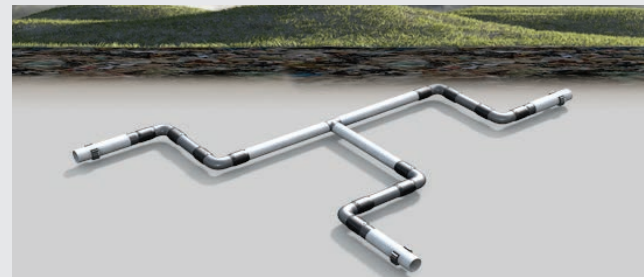
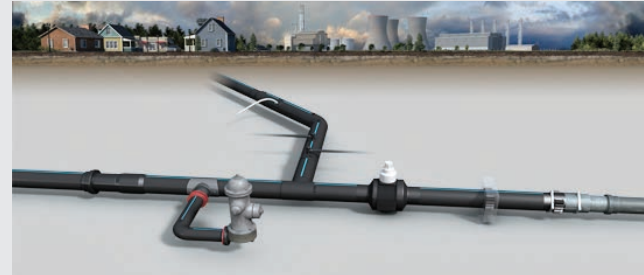
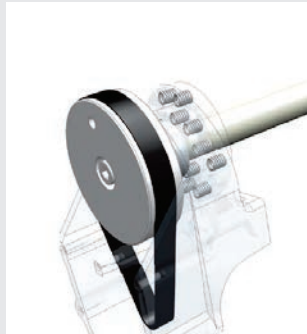
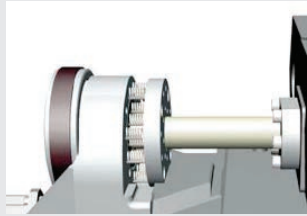
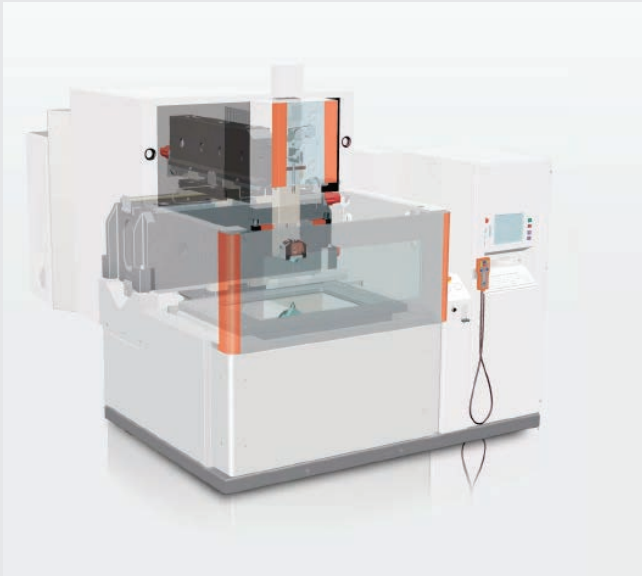
## Character

- Three dimensional
- Isometric
- Schematic
- Combined with two-dimensional illustrations
- Reduced and simple
- Surfaces and lines
- GF colors

## Usage

- Products
- Technical illustrations
- Process diagrams

# 3D product realistic graphics



## Principles

3D product realistic graphics are the stars of the GF illustration family. Precise and realistic, they leave a strong impression of quality, technical excellence, and intelligence. 3D rendering software should be used to create this type of illustration.

Opposite are some examples of possible applications.

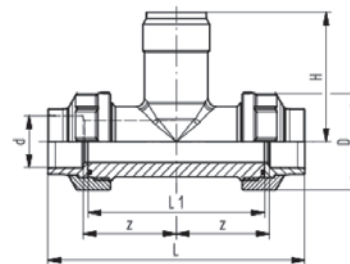
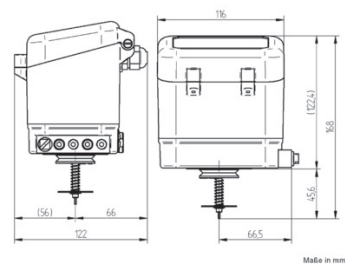
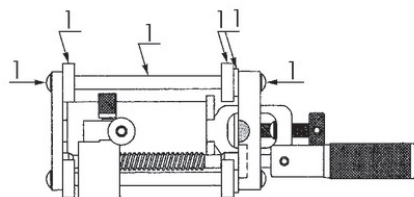
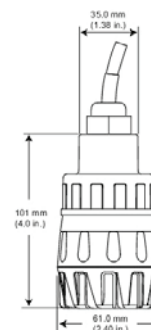
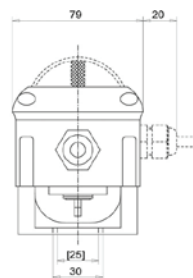
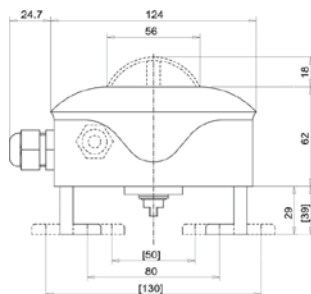
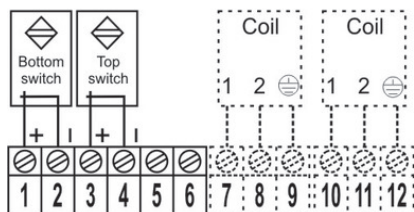
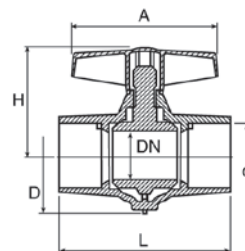
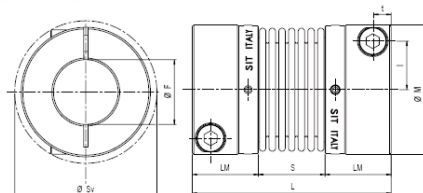
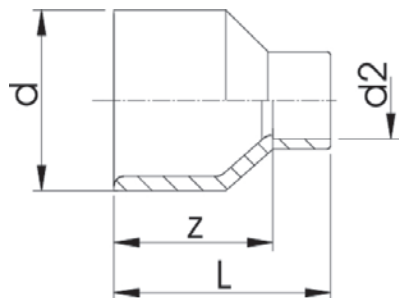
## Character

- Three-dimensional rendering
- Transparencies and cutaways
- Optimized content
- Realistic perspective
- Realistic representation of materials
- Realistic colors (slightly undersaturated)

## Usage

- Products
- Structure and construction
- Product usage

## CAD product illustrations



## Principles

CAD product illustrations show all the essential information needed for planning and installing GF products.

Opposite are some examples of possible applications.

### Character

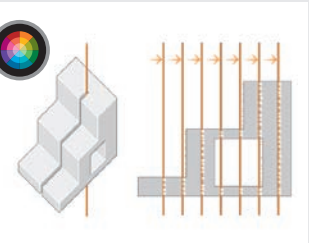
- Two dimensional
- Orthogonal
- CAD dimensions
- Technical structure
- Lines, shaded planes
- Black and white

## Usage

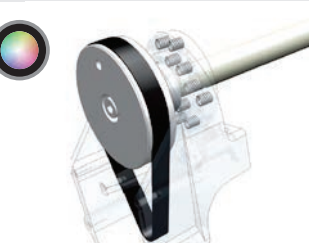
- Products
- Structure and construction
- Dimensions
- CAD

# Illustrations

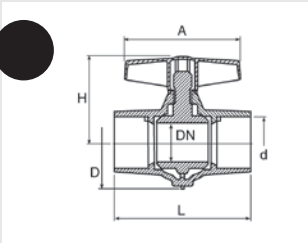
3D product information graphics



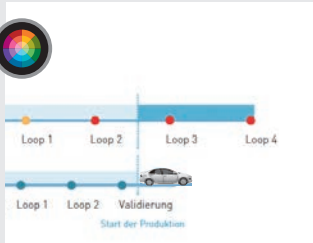
3D product realistic graphics



CAD product illustrations



Information graphics



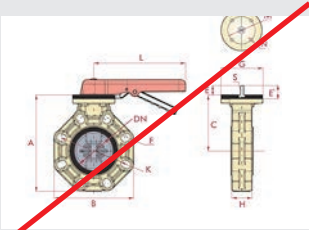
## Principles

Each of the four types of GF illustrations serves to convey a specific type of information. Combining illustration types within a given piece of collateral is possible.

## Don'ts



Do not distort a 2D illustration to create a 3D illustration.



CAD illustrations should never be colored. Use black and white only.



Do not use 3D clip art or illustrations from image databases.



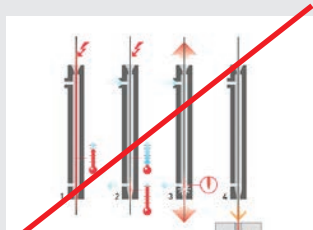
Do not mix 2D with partial 3D displays within one illustration, and be mindful of aesthetics.



Product renderings should not distort the product itself – products should always be recognizable and realistic in appearance.



Do not incorporate photographs in CAD dimension illustrations.



Whenever possible, show product illustrations in 3D, not as information graphics.

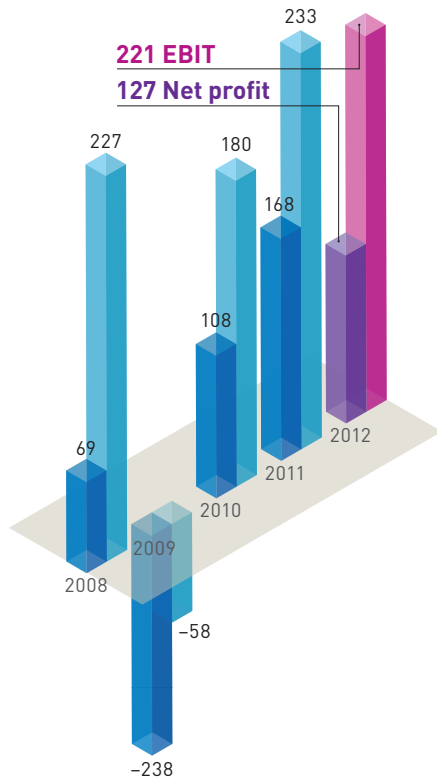
# Diagrams

## Illustrating data

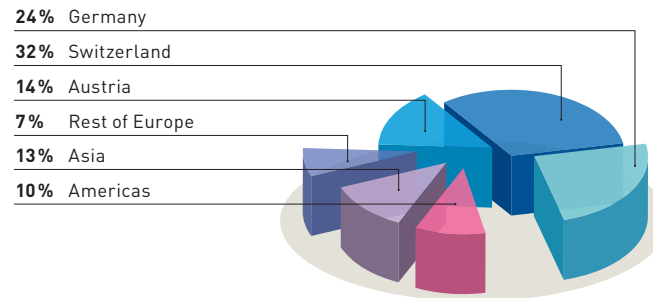


# 3D diagrams

Bar chart



Pie chart



## Basics

3D diagrams are an excellent way to communicate complex data. GF uses mainly bar and pie charts.

## Concept

With their isometric design, 3D diagrams are true highlights. Bar charts are always displayed sideways; pie charts always provide a bird's eye view.

To emphasize the 3D quality of these diagrams, all elements feature a subtle lucency. Color, size, and positioning support the key message of a given piece of collateral. Elements should be visually distinct from each other.

## Colors

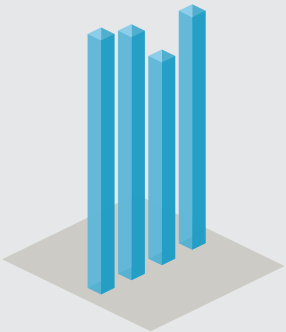
3D diagrams use colors from the luminous GF color palette.

## Labeling

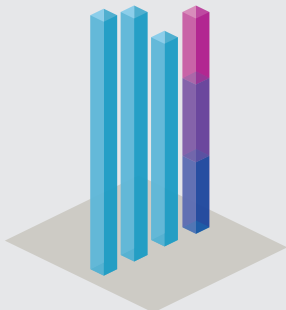
Diagram labels are set in DIN Next. Their positioning is determined by the type of diagram and volume of text. The labels are placed as close to the diagram as possible.

Connect the data and the diagram with a fine line that has a thick endpoint. The line is set at a 90 degree angle.

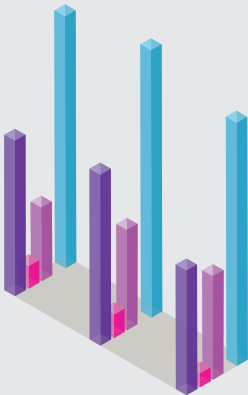
# 3D bar charts



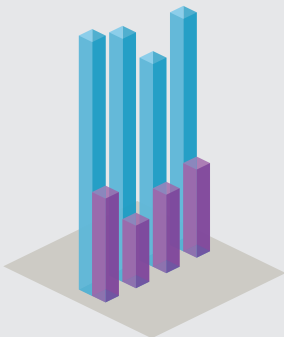
Simple bar chart



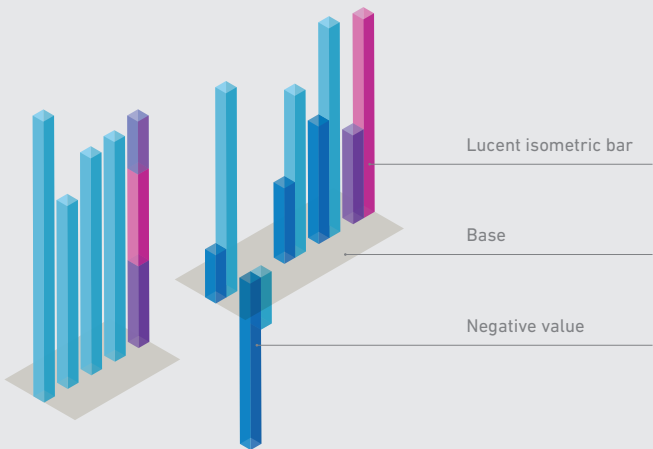
Stacked bar chart



Three-year overview



Bar chart with two comparisons



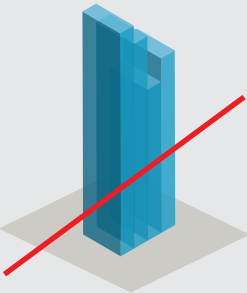
Two amounts in a five-year overview, including stacked bars and two different data sets

## Basics

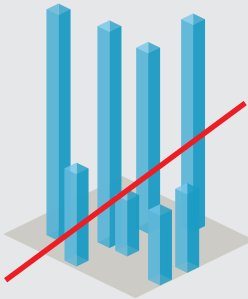
Bar charts are an ideal way to visualize comparative data (e.g., sales figures per GF division over a three-year period).

The dimensions of the bars can be adapted to a given design, but they should be alike within the same diagram. The elements should be aligned so that they support the main information or message to be conveyed.

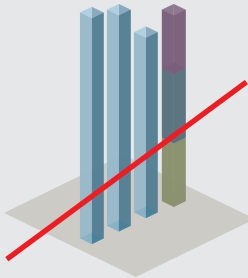
## Don'ts



Do not place bars too closely together, or the diagram will appear too massive.

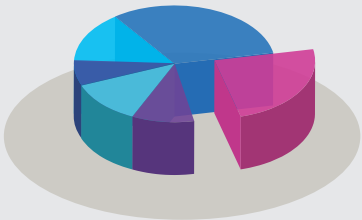


Do not confuse the reader by randomly positioning the bars.

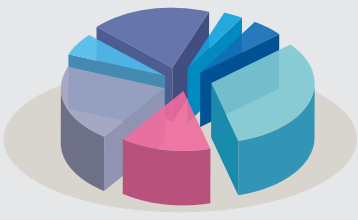


Do not use flat or dull tones – use the luminous GF colors.

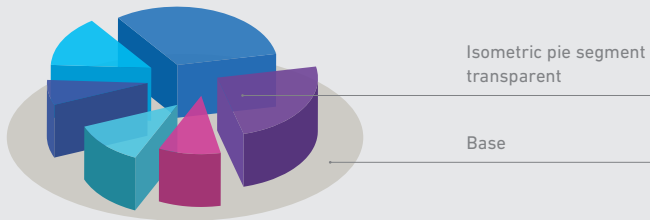
# 3D pie charts



To place emphasis on one particular segment, only one wedge has been displaced.



The wedges are distributed equally.



The wedges are distributed irregularly, but the pie chart is still recognizable.

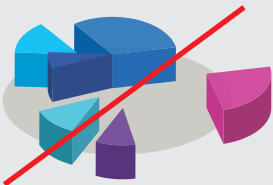
## Principles

Pie charts are ideal for illustrating numerical proportions.

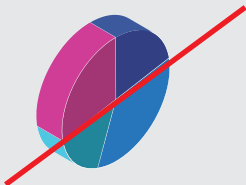
The blasted pie chart is the common style for GF pie charts. After an isometric pie chart is designed, its wedges are cut and distributed from the center. Callouts connect the wedges to their corresponding labels.

Closed pie charts can be used as well. The height of a closed pie chart should be determined by the design. Avoid creating a pie chart that appears too massive.

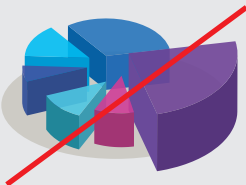
## Don'ts



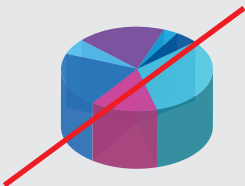
Do not distort the pie shape – make sure it remains recognizable, and that all segments are fully placed on the base.



Do not rotate pie charts.



Do not change the proportions of the wedges relative to each other.



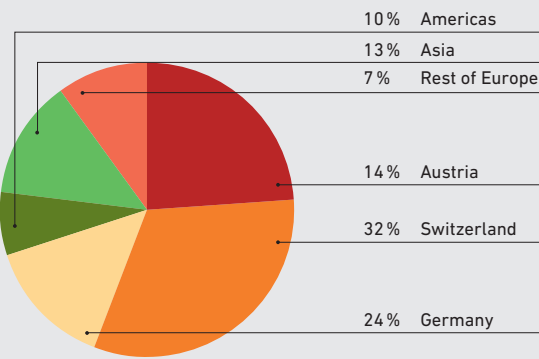
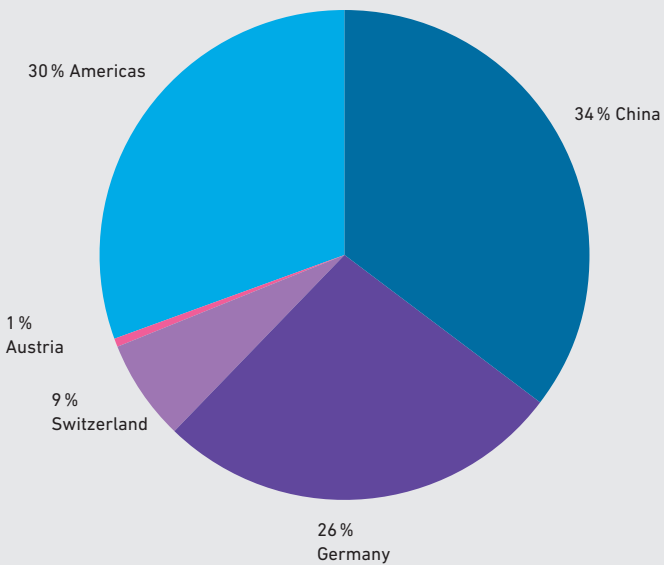
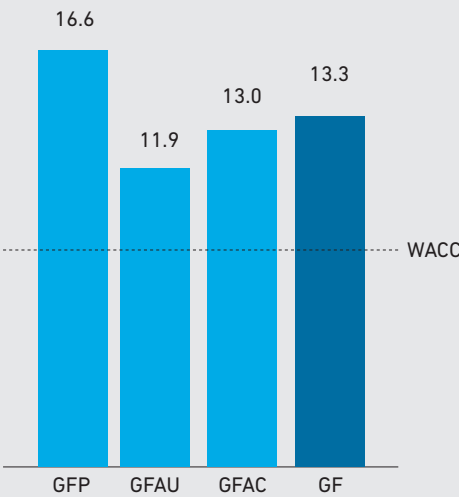
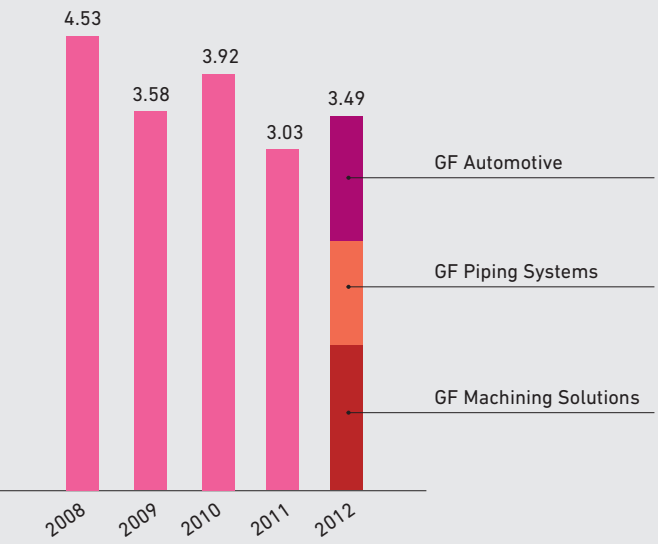
Do not create pie charts that are too high or appear too massive.



Do not assemble elements in a physically impossible space, or create overlaps.



## 2D diagrams

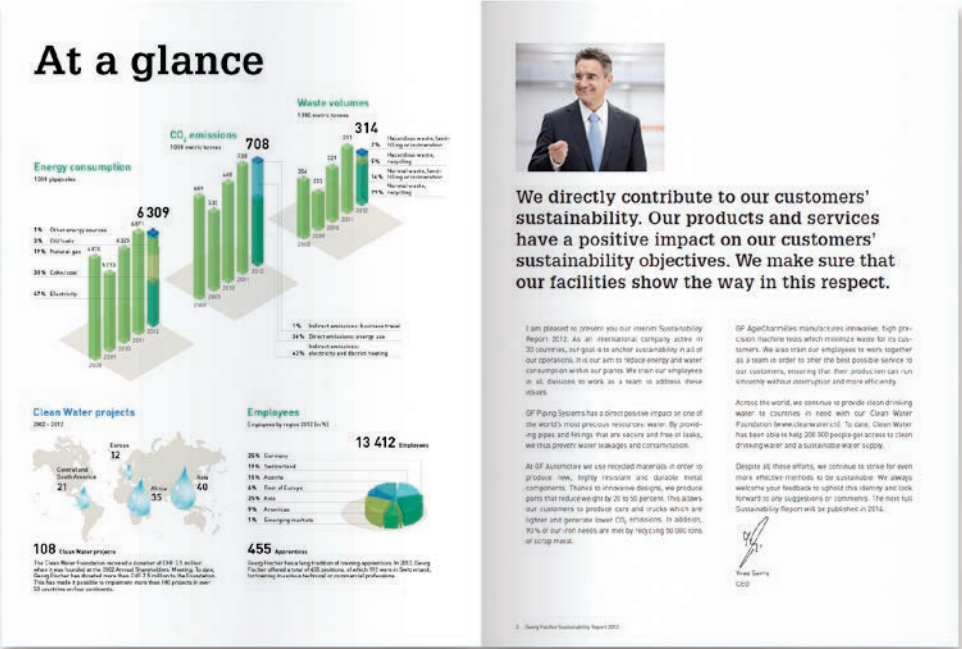


### Principles

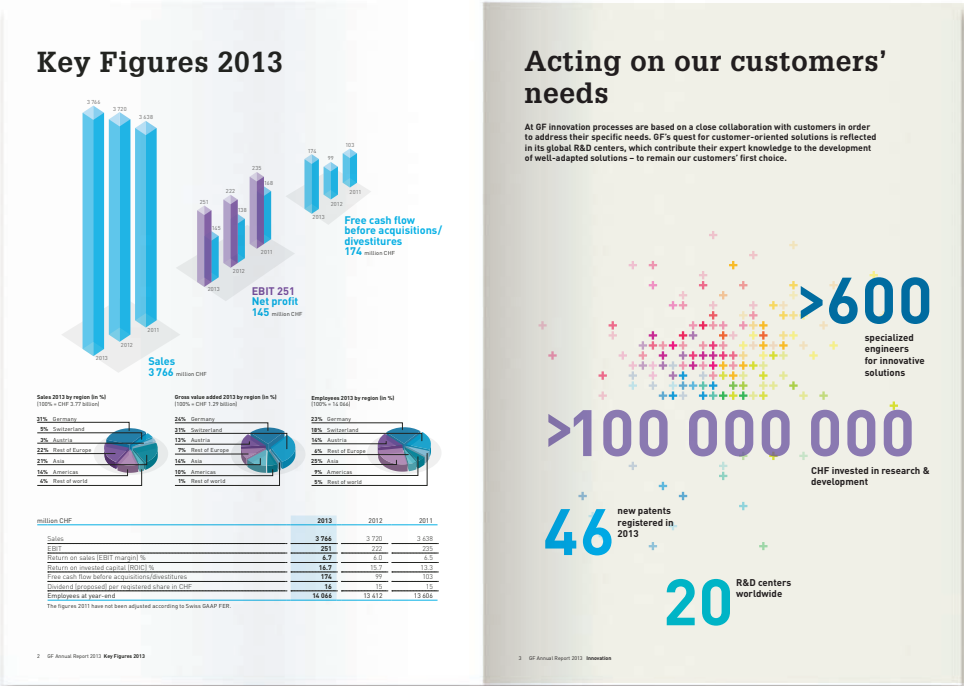
2D diagrams can be used instead of 3D diagrams, whenever the creation of 3D diagrams can not be technically achieved, or when only a small, discrete visual is needed. For labeling and color usage, the 3D guidelines apply.

Please note: The GF PowerPoint template allows for the simple creation of 3D bar charts and pie charts.

Diagram implementation examples



Sustainability Report 2013



Annual Report 2013

# Contacts

## Downloads

Artwork files, templates, images, and more detailed guidelines can be downloaded from the GF Net at [gfnet.georgfischer.com](http://gfnet.georgfischer.com).

## Contacts

If you need information that is not available on the GF Net, please email Corporate Communications. The divisional CD officers will also be happy to provide support and input on new collateral to be designed for their respective divisions.

### Corporate Communications

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