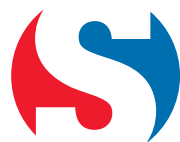# GRAPHIC MANUAL

FOR SINCLAIR AIR CONDITIONING LOGOTYPE

sinclair
AIR CONDITIONING

introduction

The purpose of this graphic manual is to define the basic graphic rules for using the Sinclair logotype in third-party applications. Uniform rules and their respecting not only enhance the general image as such, but also considerably influence the end-customer relation to Sinclair products.

logotype basic version without a symbol

We distinguish between the following Sinclair logotype versions without a symbol:

1. with a text
2. without a text

❶ **sinclair**
AIR CONDITIONING

❷ **sinclair**

logotype version
with a symbol

We distinguish between the following basic versions of the Sinclair logotype:

1. vertical version with a text
2. horizontal version with a text
3. vertical version without a text
4. horizontal version without a text

❶

SINCLAIR
AIR CONDITIONING

❷

SINCLAIR
AIR CONDITIONING

❸

SINCLAIR

❹

SINCLAIR

a logotype construction

The Sinclair logotype is made up of a Sinclair symbol and text. The symbol can be placed over the logotype (1) or in front of the logotype (2), in an area and size exactly specified in relation to the text (see the proportionality diagram on page 12). Other than the above specified positions are not allowed to use (see prohibited usages).

The spaces between characters and some of their links are visually aligned in an optimum way. Only this displayed version is authentic and may not be altered in any way.

Dots over the „i" letters are the colours of the symbol, the first dot is always red, representing warmth, the second dot is always blue, representing cold. The same colours in the same sequence are used in the symbol which represents the logo philosophy.

Rarely it may be possible that the symbol is not part of the logotype.

❶

❷

logo philosophy

The graphic symbol of Sinclair uses simple elements that were created by cutting out the letter „S" in a circle. These shapes and colours represent the benefits of air-conditioning, the features of warm air cooling or, the other way round, flow of air...

A smooth curvilinear shape of the two-colour drawing enhances the message of the logo and reliability of the Sinclair air-conditioning functionality. Thanks to the dynamics of form of the logo and a purely technical character of the typography which complements the logo, the Sinclair brand produces a competitive, modern and timeless effect.
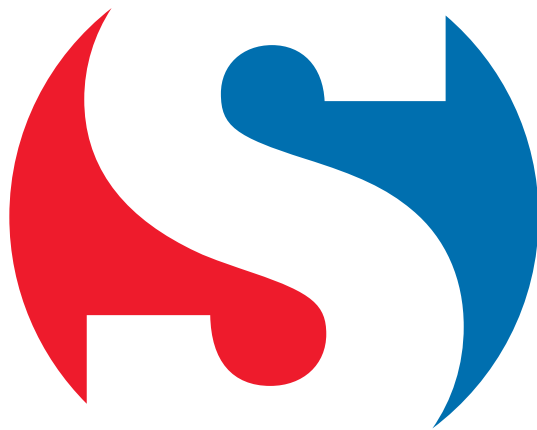
proportionality diagram

The mutual relations of the individual parts of the logotype are exactly defined using an ´x unit´. This unit is derived from the length of the word „Sinclair". For purposes of an accurate reproduction, however, an electronic version of the logotype is used.

The proportionality diagram is only used to illustrate the mutual relations of the individual elements of the logotype.

x

0,43x

0,34x

0,15x

0,17x

0,09x

sinclair

AIR CONDITIONING

0,33x | 0,7x

x

0,7x

0,26x

0,06x

sinclair

AIR CONDITIONING

0,15x

0,09x
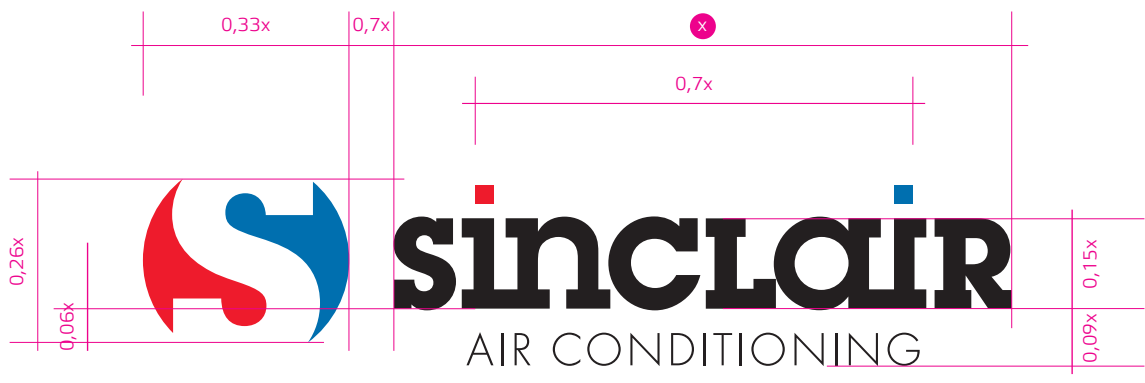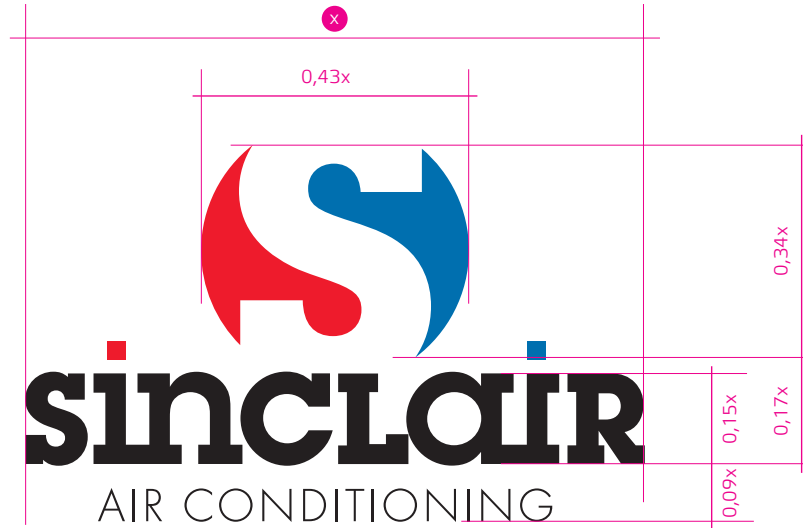
protective zone
of the horizontal logotype

The protective zone of the logotype is defined by the letter „L" in all directions. Protective zone 2 provides a minimum distance from the other graphic elements and text, or a minimum space from the edge of a document format (protective zone 1).

The logo protective zone defines a minimum space around the logotype where no other elements may be placed, i.e. any texts, photos or other logotypes must be placed outside the boundary of this delimited space.

Where there is a number of other logos around the Sinclair logotype, it is suitable to use the size 1 protective zone.
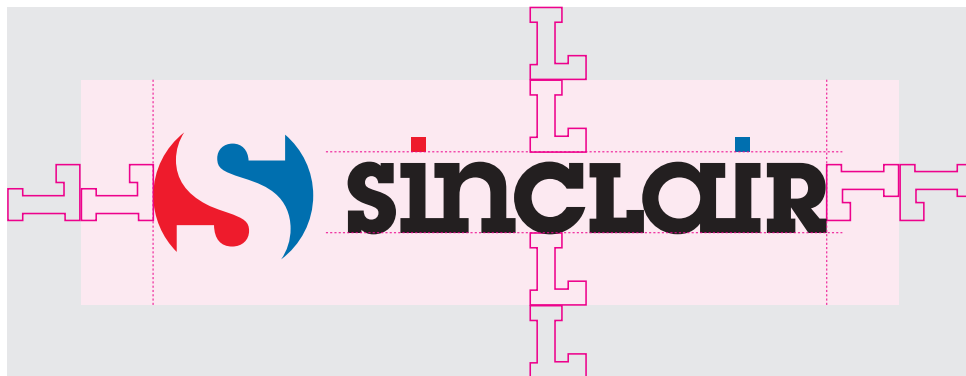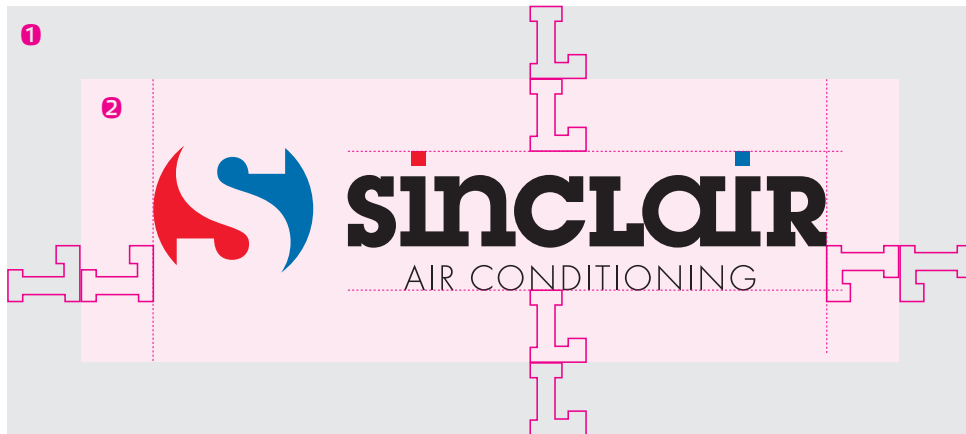
protective zone
of the vertical logotype

The protective zone of the logotype is defined by the letter „L" in all directions. Protective zone 2 provides a minimum distance from the other graphic elements and text, or a minimum space from the edge of a document format (protective zone 1).

The logo protective zone defines a minimum space around the logotype where no other elements may be placed, i.e. any texts, photos or other logotypes must be placed outside the boundary of this delimited space.

Where there is a number of other logos around the Sinclair logotype, it is suitable to use the size 1 protective zone.
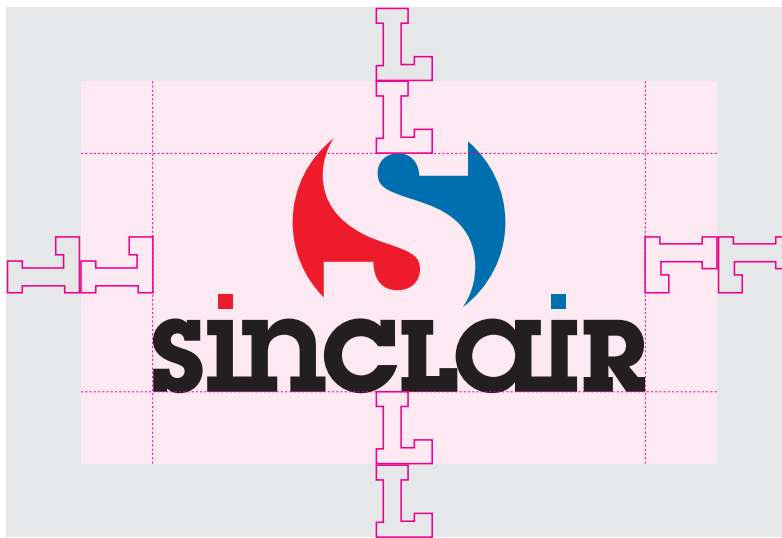
size range
- horizontal logotype

The size range demonstrates usability of different logotype sizes.

The smallest recommended width of the logotype with an accompanying text and a symbol (2) equals 32 mm. In this instance, the size of the font under the logotype is on the borderline of good legibility. A smaller width (3) application can only be used for technologies with a very high resolution quality. Still we recommend that the accompanying text be rather left out with this size of the logotype (4).

The smallest recommended logotype width without an accompanying text and a symbol (5) equals 16 mm. The size of the „sinclair" characters is on the borderline of good legibility in this instance. It is strictly forbidden to use the logotype in a smaller than the above specified width.

A separate „S" symbol can be used for smaller sizes, but only up to a width of 2.8 mm.

❶

❷

❸

❹

❺

❻

size range
- vertical logotype

The size range demonstrates usability of different logotype sizes.

The smallest recommended width of the logotype with an accompanying text and a symbol (2) equals 24 mm. In this instance, the size of the font under the logotype is on the borderline of good legibility. A smaller width (3) application can only be used for technologies with a very high resolution quality. Still we recommend that the accompanying text be rather left out with this size of the logotype (4).

The smallest recommended logotype width without an accompanying text and a symbol (5) equals 11.3 mm. The size of the „sinclair" characters is on the borderline of good legibility in this instance. It is strictly forbidden to use the logotype in a smaller than the above specified width.

A separate „S" symbol can be used for smaller sizes, but only up to a width of 2.8 mm.

❶

❷

❸

❹

❺

❻

logotype colours

The Sinclair logotype colours are red, blue and black. The Sinclair logotype is also used, depending on technological possibilities, in one colour, specifically black or grey. An inverse (negative) logotype version is used on very dark to black surfaces.

The colour combination for various colour areas is specified in the table; the colours shall be consistently adhered to.

colour				
CMYK	0 - 100 - 91 - 0	100 - 38 - 0 - 15	0 - 0 - 0 - 100	0 - 0 - 0 - 40
RGB	189 - 55 - 39	29 - 105 - 171	0 - 0 - 0	177 - 177 - 177
Pantone	485	295	Black	430
Foil (Oracal 651 gloss)	32	57	70	74

logotype against colour background

(1)

The logotype is the best readable against the white background (1A). Still when used against a non-white background, its clear readability must always be ensured. A colour logotype can be used against a background in a shade containing up to 30 % of black (1B). For all shades containing more than 30% of black the logotype shall be placed on a white rectangle of a size of the protective logo zone, or a white logotype (1C) must be used against the above dark shades.

(2)

We use a black logotype in one-colour applications (2A). A logotype background may only have a richness of up to 30 % (2B) as a maximum. For backgrounds darker than that we will use an inverse logotype (2C) as in the case of 1C.

(3)

In cases of a light enough continuous colour background we can use a colour logotype without a white background rectangle (3A). Against deeper colour backgrounds and photographs we always use a logotype on a white background rectangle of the protective zone size (3B). If a photograph with very contrasting contours is used as a background, a white logotype without an accompanying text is used (3C).

A

B

C

❶

A

B

C

❷

A

B

C

❸

prohibited usages

Examples of prohibited modifications and applications:

1. different colours
2. conversion into the shades of black
3. use of a different font for accompanying text under logotype
4. use of transparencies and shadows
5. rotation
6. deformation
7. change of sizes of individual logo elements

The same rules also apply to the horizontal version of the logo

1

2

3

4

5

6

6

7

prohibited usages

Examples of prohibited modifications and applications:

7. change of sizes of individual logo elements
8. combination with other texts or logos in the protective zone
9. use against a rich colour background or a photograph

The same rules also apply to the horizontal version of the logo

7

7

8

8

9

9

basic font

The basic font for materials presenting Sinclair products is the Etelka Pro font. The font contours fittingly evoke the technical character of air-conditioning systems and match it in shape. The font is used in the Light, Regular, Medium and Bold sections.

Also the Condensed section can be used in catalogue tables and various technical documents due to its economical width.

Where the recommended Etelka font cannot be used, it is replaced by Trebuchet MS in all sections.

Etelka Light Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Etelka Light Pro Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**
Etelka Text Pro Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Etelka Text Pro Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**
Etelka Medium Pro Reguar	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Etelka Medium Pro Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890**

complementary font

Sebastian Light/Text/Medium Italic is used in advertising slogans. Advertising slogans may not be written in capital letters and Bold section.

Sebastian Light Pro
Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sebastian Text Pro
Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Sebastian Text Pro
Mediu Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
*abcdefghijklmnopqrstuvwxyz*
1234567890

conditions for use of Sinclair logotype

The Sinclair trademark, the information, data and other descriptions included in the Sinclair graphic manual including their modifications and forms may only be used in the manner not lowering the value of its reputation and quality.

The Sinclair trademark, the information, data and other descriptions included in the Sinclair graphic manual including their modifications and forms may not be used in connection with conduct that might threaten or violate the basic human rights and freedoms, religious beliefs or political convictions.

All the marketing outputs and presentations relating solely to Sinclair products are their authors' intellectual property and are protected by the copyright and their use of any kind not approved by Sinclair Corporation Ltd., their dissemination, reproduction, alteration or scanning are prohibited.

In case of any doubts concerning the correctness of use of the logotype or presentation materials solely relating to Sinclair products, please consult info@sinclair-eu.com.
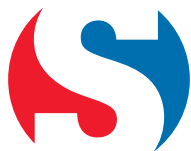
graphic manual for Sinclair logotype
Version 1.3.12.2011