



VICTORINOX

VICTORINOX BRAND DESIGN
GLOBAL BRAND GUIDELINES

December 2015

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Carl Elsener

Dear Victorinox Colleagues and Partners,

The Victorinox brand plays an important role in our commitment to achieve our vision:

«Under the Victorinox umbrella, passionate people dedicate themselves to customers all around the globe. Our customers place their trust in our quality and are enthusiastic about the functionality and iconic design of our products, as well as the power of innovation that goes into their development. As far as our thoughts and actions are concerned, we are inspired by the values and heritage of the Swiss Army Knife.»

These guidelines provide us with the outline for the Victorinox brand design. Please comply with them. By respecting these directives, you make an important contribution to our presence in the market place and the lasting success of our corporation and our products.

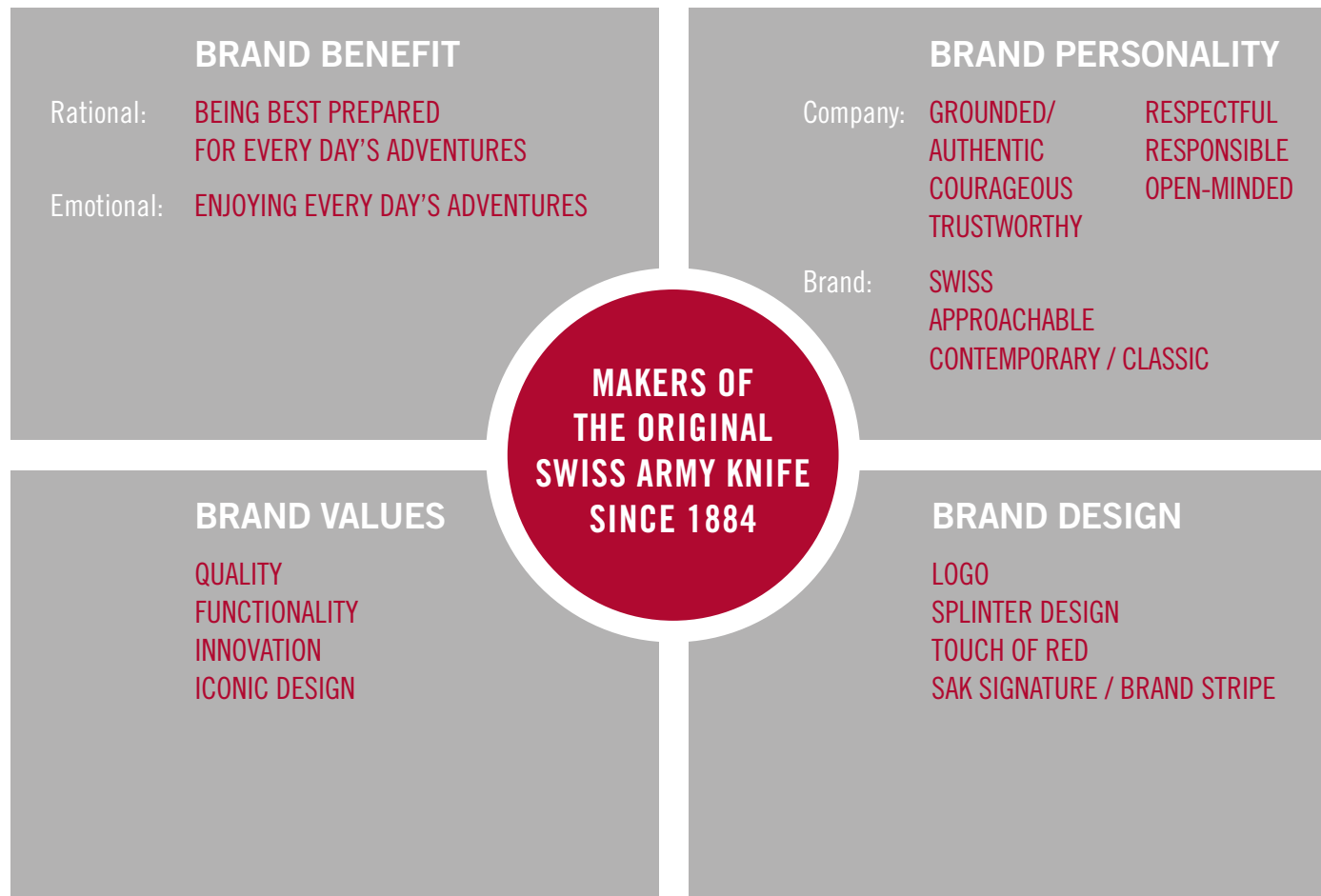
Thank you for your valuable and continued support.

Carl Elsener

Carl Elsener
CEO Victorinox



The Victorinox brand is unique.
Through the attitude behind it, it takes on a life of its own.





To ensure recognition and create a distinctive look & feel to the brand the Victorinox Brand Design is characterized by **four key branding elements** that should be consequently applied on all touchpoints.

Victorinox Logo

The Victorinox and the Victorinox Swiss Army logo stand for the same brand promise around the world. For more information please refer to Chapter 1.



VICTORINOX

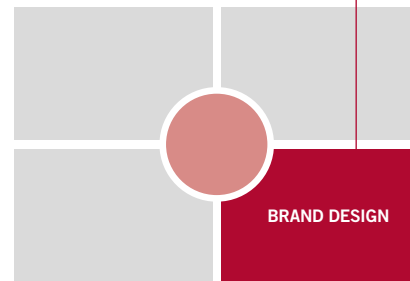
SAK signature / brand stripe

The SAK (Swiss Army Knife) signature and the brand stripe are communicating Victorinox' heritage and/or multi-category character. For more information please refer to Chapter 4.



MAKERS OF THE ORIGINAL SWISS ARMY KNIFE | ESTABLISHED 1884

SWISS ARMY KNIVES CUTLERY WATCHES TRAVEL GEAR APPAREL FRAGRANCES | ESTABLISHED 1884



Touch of red

Red is Victorinox' corporate color and should therefore always be a part of the brands' appearance. For color specification please refer to Chapter 2.1.



Splinter (Layout) Design

The so-called "Splinter Design" is inspired by the multi-functionality of the Swiss Army Knife and creates a unique brand appearance. For more information please refer to Chapter 8.1.



1 LOGO

1.1 Centered and horizontal



Two logos – one brand

Victorinox and Swiss Army are both registered trademarks. Whether the Victorinox or the Victorinox Swiss Army logo is used, both logos stand for the same brand promise around the world.

Please note that the Victorinox Swiss Army logo is never used to advertise or brand products that do not fulfill the Swiss Law requirements in terms of „Swiss origins“ (see chapter 6).

Two logo versions for specific purposes

The centered versions are the standard applications in most cases. The horizontal versions are only used in exceptions when the standard versions cannot be used for space reasons.

The logo as an identification feature

The logo consists of the Victorinox emblem – the so-called Cross&Shield and the logotype Victorinox or Victorinox Swiss Army. These elements stand in a defined relationship to each other which must not be altered. They form a unit.

The use of the Cross&Shield alone is limited to its function as a decorative or design element. In other words, it may never be used as a sole message bearer.

Standard, centered



VICTORINOX

Exception, horizontal



VICTORINOX



VICTORINOX
SWISS ARMY



VICTORINOX
SWISS ARMY

1 LOGO

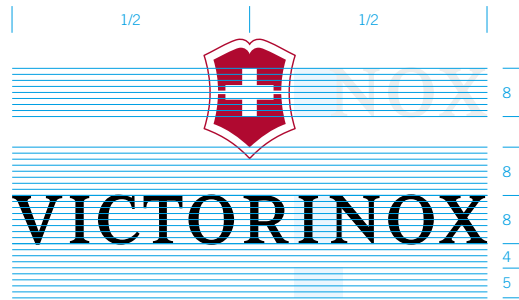
1.2 Construction of the logos



The construction of the logo versions

The adjacent depictions explain the construction and proportions of the Victorinox and Victorinox Swiss Army logos. The relationship of the Cross&Shield to the logotype is defined and may not be altered.

Standard, centered



Exception, horizontal



1 LOGO

1.3 Minimum clear space



Minimum clear space

For the logo to achieve effectiveness, a minimum clear space of the height of one Cross&Shield (C) around the logo must be maintained for all applications.

Please note that for specific applications the clear space is defined greater than 1C (see next page).



1 LOGO

1.4 Positioning, clear space and sizes for communications



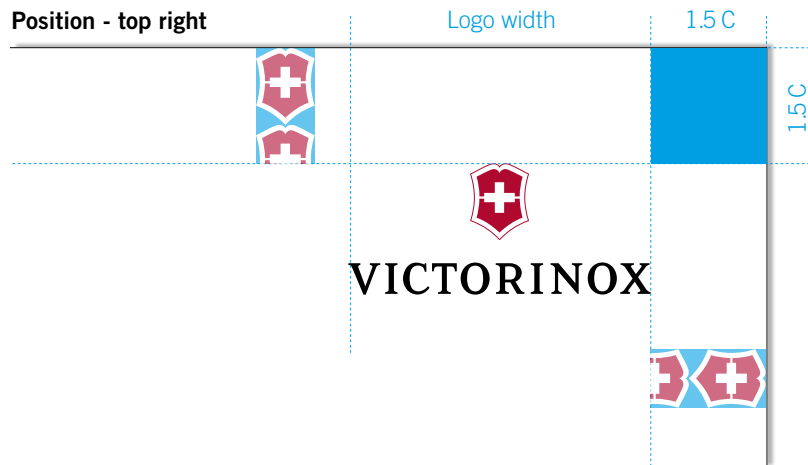
Basic sizes and positioning of the logo

To simplify use and ensure a uniform brand image, application of the logo has been defined based on the most common formats. As a rule, these basic sizes and clear spaces (1.5 Cross&Shield) are to be used on all communication media. Intermediate formats are assigned to the closest basic format. Special sizes and special applications are media-specific and are either to be taken from the corresponding guidelines or to be proportionally size-adjusted in line with the latter.

Exception: Stationery

Please note that logo sizes and positioning vary slightly from the above:

- DIN A4 portrait/landscape 40 mm
- DIN A5 portrait/landscape 40 mm
- US Letter portrait 40 mm / 1.57 in
- US Half Letter portrait/landscape 40 mm / 1.57 in



DIN size	Logo width	Clear space (=1.5C)
DIN A 6, A 6/5 portrait/landscape	30 mm	11.3 mm
DIN A 5 portrait/landscape	35 mm	13.2 mm
DIN 1/3 A 4 portrait *	40 mm	15.1 mm from the top, horizontally centered
DIN A 4 portrait/landscape	45 mm	17 mm
DIN A 3 portrait	63 mm	23.75 mm
DIN A 2 portrait	90 mm	34.25 mm
DIN A 1 portrait	130 mm	49 mm
DIN A 0 portrait	180 mm	68 mm
Poster size F4	180 mm	68 mm
City size F200	260 mm	98.5 mm
Poster size F12	340 mm	129 mm
US size		
US Letter portrait/landscape	1.79"	0.63"
US Half Letter portrait/landscape	1.57"	0.52"
US 22" w x 28" h	5.08"	1.93"
US 30" w x 40" h	6.93"	2.68"

* Logo positioning on narrow formats

If clear space of 1.5C cannot be met due to the narrow format, the logo is horizontally centered.

1
1.5 LOGO
Versions



Red and black logo

Red and black are the standard logo versions.

Tonal logos

Tonal logos are mostly used to brand products that do not fulfill the Swiss Law requirements in terms of „Swiss origin“. For more information see Chapter 6.

Stencil logos

Stencil logos are restricted to materializations only and not supposed to be used in print.

Logotype

The logotype may be black or white (in combination with red or black Cross&Shield) or silver or dark gray (in combination with the tonal Cross&Shield), but never another color.

Red logo



White background

Black logo



Dark colored backgrounds



Bright colored backgrounds



Tonal logos

negativ



White background



Dark gray background

positive



Gray or silver background



Stencil logos

Materialization only



1 LOGO

1.6 Dos and don'ts



Dos

1. Standard version

The Cross&Shield in red and the logotype in black is used on a white background.

2. Quiet image background

The logo should be used on a quiet background with sufficient contrast.

Don'ts

3. The logo may not be altered

The proportions of the logo may not be altered.

4. Legibility

The logotype must always have strong contrast to the background.

5. Stencil in red

Never use the stencil logo in red in order to avoid confusion with the Red cross logo.

6. Logotype

The logotype is always black or white, silver or dark gray, depending on the logo version you are using, but never another color.

7. Cross&Shield

The Cross&Shield alone is not a logo and may only be used as a decorative or design element complementary to the logo.

Dos



1. Standard version

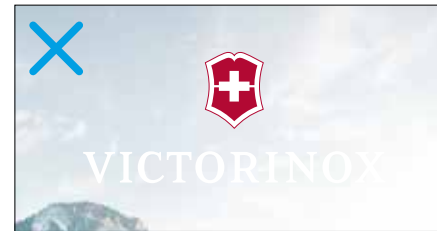


2. Quiet background

Don'ts



3. The logo may not be altered



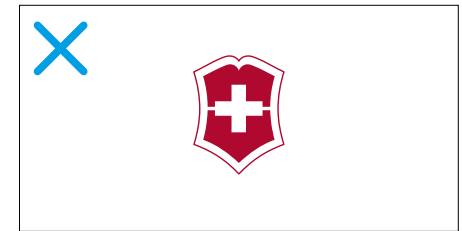
4. Legibility



5. Stencil in red



6. Logotype



7. Cross&Shield

1 LOGO
1.7 Event or Program Logos



Special logos for Victorinox events or programs can only be created as an exception and require previous approval from Global Brand Management.

If the request is granted by the Head of Global Brand Management, please note that in the creation neither the use of the Victorinox emblem, the Cross&Shield nor the Victorinox logotype is permitted.

The event or program logo can only stand in addition to the Victorinox logo, always respecting its minimum clear space. An event or program logo can never stand alone or replace the Victorinox logo.

The final logo needs to be approved by Global Brand Management.

125
YEARS
YOUR
COMPANION
FOR
LIFE

2015
GLOBAL SALES MEETING



2 COLORS

2.1 Victorinox red



Corporate color

Victorinox red is the corporate color and supports the recognition of the Victorinox brand.

Application

The color information for various applications, from print to architecture, can be seen in the adjacent overview.

Note

The color depiction on this page is only for orientation purposes and not binding. Color intensity may vary depending on the printing device.

Binding color references can be found in the Victorinox "Color and Material Guide".

Print media

Coated, matt-coated and non-coated papers



Pantone® 201 C/M/U



CMYK C/M/U
0/100/65/30

Electronic media

Internet and PowerPoint



RGB 177/0/52

Architecture and trade fair booths

RAL industry standard



RAL CLASSIC 3003
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils



3M Scotchcal translucent
3630-53 Cardinal red

3M Scotchcal Opaque
100-23 Deep Red (EU)
7725-23 Deep Red (U.S.)
(close to RAL 3003)

2 COLORS

2.2 Additional colors



Victorinox red is augmented by a neutral color range of white, silver and dark gray.

Black is not part of the Victorinox color range.

Note

The color depiction on this page is only for orientation purposes and not binding. Color intensity may vary depending on the printing device.

Binding color references can be found in the Victorinox “Color and Material Guide”.

Dark Gray



Print media

Coated, matt- and non-coated papers, newsprint

CMYK 0/0/0/75
Pantone® not defined, please match according to CMYK if needed

Electronic media

Internet and PowerPoint
RGB 100/101/103

Architecture and trade fair booths

RAL industry standard
RAL CLASSIC
7043 Traffic Gray
Gloss and semi-matt / silk-matt finish

3M Scotchcal opaque
100-706 Dark Gray (EU)

White



Print media

Coated, matt- and non-coated papers, newsprint

Paper white

Electronic media

Internet and PowerPoint
RGB 255/255/255

Architecture and trade fair booths

RAL industry standard
RAL CLASSIC
9010 Pure white
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils
3M Scotchcal translucent
3630-20 White

3M Scotchcal opaque
100-10 White (EU)
7725-10 White (U.S.)
100-20 Matt White (EU)
7725-20 Matt White (U.S.)

Silver



Print media

Coated, matt- and non-coated papers, newsprint

Pantone® 877 C/M/U
CMYK 0/0/0/40

Electronic media

Internet and PowerPoint
RGB 204/204/204

Architecture and trade fair booths

RAL industry standard
RAL CLASSIC
9006 White aluminum
Gloss and semi-matt / silk-matt finish

3M Scotchcal foils
3M Scotchcal translucent
3630-121 Silver
(Pantone® 877C)

3M Scotchcal opaque
100-58 Aluminium (EU)
7725-58 Satin Aluminium (U.S.)
(close to RAL 9006)

3 FONT

3.1 Corporate font / Trade Gothic



Body text

The corporate font: Trade Gothic

As a rule, the Trade Gothic font is used as the corporate font.

Applications (online & offline)

Headings, sub-headings and highlighting are done in Trade Gothic Bold 2 as a rule. Body text as a rule is in Trade Gothic Light or Medium. Trade Gothic Condensed no. 20 is used for the SAK signature and the brand stripe.

Trade Gothic Light
 ABCDEFGHIJKLMNOPQ
 RSTUVWXYZÄÖÜÆĀ
 abcdefghijklmnopqrstuv
 wxyzäöüéèêçáàâßøå

Trade Gothic Medium
 ABCDEFGHIJKLMNOPQ
 RSTUVWXYZÄÖÜÆĀ
 abcdefghijklmnopqrstuv
 wxyzäöüéèêçáàâßøå

Headings

Trade Gothic Bold 2

**ABCDEFGHIJKLMN
 OPQRSTUVWXYZÄÖÜÆ
 abcdefghijklmnopqrstu
 vwxyzäöüéèêçáàâßøå**

SAK signature / Brand stripe

Trade Gothic Bold Condensed No. 20

**ABCDEFGHIJKLMN
 OPQRSTUVWXYZÄÖÜÆĀ
 abcdefghijklmnopqrstu
 vwxyzäöüéèêçáàâßøå**

Office applications

In MS Office applications (Word, PowerPoint, Excel), Arial is used as the system font.

Arial Regular
 ABCDEFGHIJKLMNOPQ
 RSTUVWXYZÄÖÜÆĀ
 abcdefghijklmnopqrstuv
 wxyzäöüéèêçáàâßøå

Arial Bold
**ABCDEFGHIJKLMN
 OPQRSTUVWXYZÄÖÜÆĀ
 abcdefghijklmnopqrstu
 vwxyzäöüéèêçáàâßøå**

4 SIGNATURE

4.1 SAK signature



The SAK (Swiss Army Knife) signature is an additional branding element to the logo to communicate Victorinox' heritage.

Application

The SAK signature is used on all Victorinox communication, except stationery (letterheads, business cards etc.) or when Swiss Law regulations apply.

Sizes and Colors

The basic sizes are defined in the adjacent diagrams. For color definition please refer to chapter 2. Colors.

Tagline

The tagline "MAKERS OF THE ORIGINAL SWISS ARMY KNIFE | ESTABLISHED 1884" may not be altered and is **never translated**.

The tagline is always set left adjusted.

Font (Base size for DIN A4)

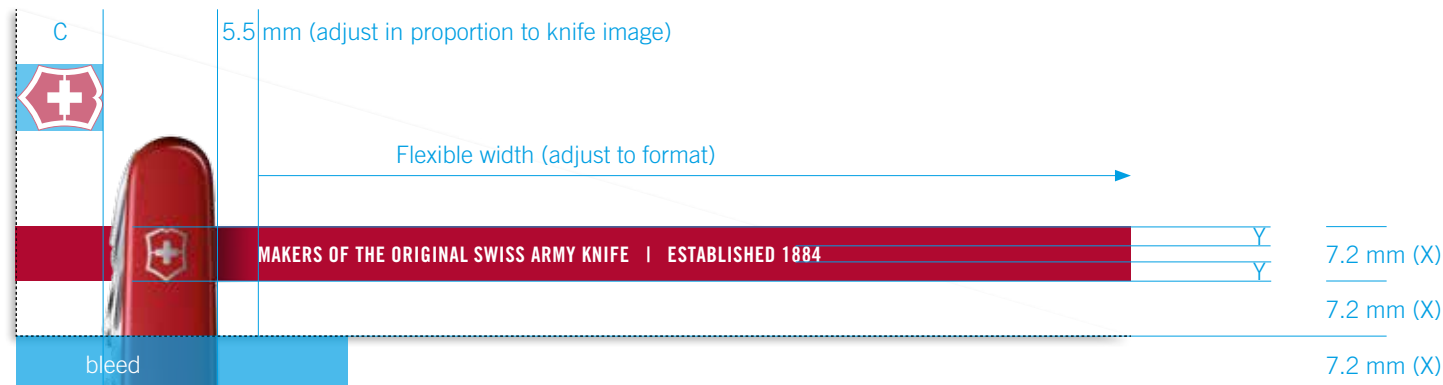
Trade Gothic Bold Condensed No. 20 / CAPITAL LETTERS / font size 8 pt / spacing InDesign +30 / Spacing before and after the slash: 3 spaces

The following knife image has to be used for the SAK signature:

VX_SAK_Knif_4cC.psd

Victorinox Database (Celum):

Brand / Logos_Signature / SAK Signature



If the entire text does not fit due to space reasons, only the „ESTABLISHED 1884“ is used.

DIN size	SAK Signature Height (X)	Font size	Knife Image size
DIN A 6, A 6/5 portrait/landscape	6 mm / 17 pix	7.5 pt	16.67 %
DIN A 5 portrait/landscape	6 mm / 17 pix	7.5 pt	16.67 %
DIN 1/3 A 4 portrait	6 mm / 17 pix	7.5 pt	16.67 %
DIN A 4 portrait/landscape	7.2 mm / 20 pix	8 pt	20 %
DIN A 3 portrait	10 mm / 28 pix	12 pt	28 %
DIN A 2 portrait	14.4 mm	16 pt	40 %
DIN A 1 portrait	20 mm	24 pt	55.56 %
DIN A 0 portrait	30 mm	36 pt	83.33 %
Poster size F4	30 mm	36 pt	83.33 %
City size F200	40 mm	54 pt	111.11 %
Poster size F12	40 mm	54 pt	111.11 %
US size			
US Letter portrait/landscape	0.28"	8 pt	20 %
US Half Letter portrait/landscape	0.24"	7.5 pt	16.67 %
US 22" w x 28" h	0.79"	24 pt	55.56 %
US 30" w x 40" h	1.18"	36 pt	83.33 %
Minimum size			
	4.5 mm	4 pt	12.5 %

4 SIGNATURE

4.2 Brand stripe



The brand stripe is used to communicate Victorinox' multi-category character.

Application

It is only used on back covers of brochures and catalogues.

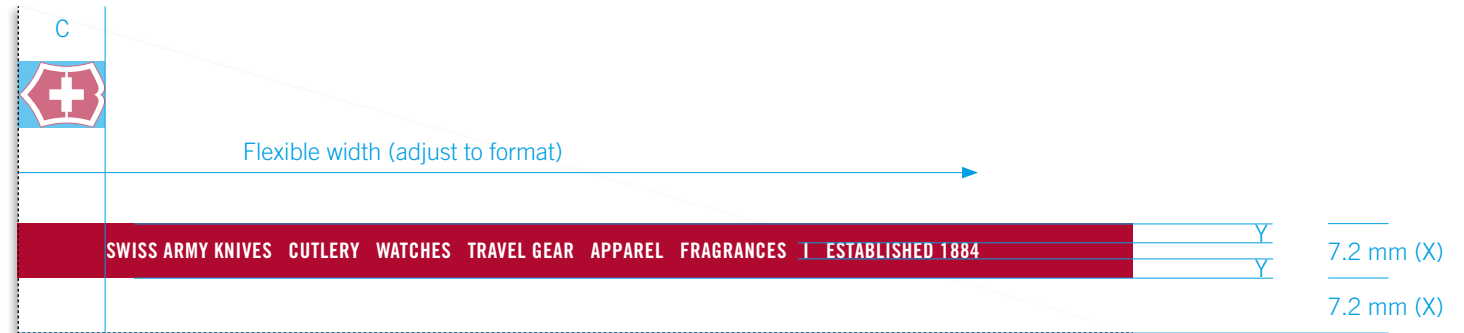
Sizes and Colors

The basic sizes are defined in the adjacent diagrams. For color definition please refer to Chapter 2. Colors.

Text

The terms and order of the product categories is defined and may not be altered. See chapter "Wording" for more.

The text in the brand stripe is set left adjusted.



If the entire text does not fit due to space reasons, only the „ESTABLISHED 1884“ is used.

Brand Stripe		
DIN size	Height (X)	Font size
DIN A 6, A 6/5 portrait/landscape	6 mm / 17 pix	7.5 pt
DIN A 5 portrait/landscape	6 mm / 17 pix	7.5 pt
DIN A 4 portrait/landscape	7.2 mm / 20 pix	8 pt
US size		
US Letter portrait/landscape	0.28"	8 pt
US Half Letter portrait/landscape	0.24"	7.5 pt

5 IMAGERY

5.1 Overview



Corporate brand visuals

All approved corporate visuals are on Celum and can be used by/for all divisions/subsidiaries/distributors for individual use (e.g. within brochures, as wallpapers, in power point presentations).

For usage at other touchpoints, please follow the advertising part (page 22 and following).



6 USE OF CROSS&SHIELD

6.1 GENERAL RULES



SWISS LAW REGULATIONS

Products originating from Switzerland

Swiss Law allows the use of the Victorinox emblem, the “Cross&Shield” in red/white and every other color version on products that are made in Switzerland. This applies generally to the following product categories, whereas few exceptions occur for accessories or individual products. For more information on exceptions please contact the respective product category.

- Swiss Army Knives
- Cutlery
- Watches
- Fragrances

Products not originating from Switzerland

Products not made in Switzerland are **not allowed** to carry the Victorinox “Cross&Shield” in red/white, red/silver, black/white or black/silver nor must the Cross&Shield be reproduced in another color likely to lead to confusion with the Swiss cross or the emblem of the Red cross (such as orange, pink).

Victorinox has therefore defined the versions that can be used instead to brand products in compliance with Swiss Law. This applies to the following product categories:

- Travel Gear
- Apparel

GENERAL RULES AT VICTORINOX

Victorinox does not use its emblem, the “Cross&Shield” in red/white, red/silver, black/white or black/silver
 - **ON** (product branding) and
 - **AROUND** (hangtags, packaging, inserts etc.) products that do not fulfill the Swiss Law requirements in terms of “Swiss origin”.

However, please always ensure that there is no overall impression of the products being of “Swiss origin”.

On Product

To brand products that do not fulfill the Swiss Law requirements the **four approved logo versions** (see next page) can be used, or any other color or materialization version not being likely to lead to confusion with the Swiss cross or the emblem of the Red cross (such as orange, pink).

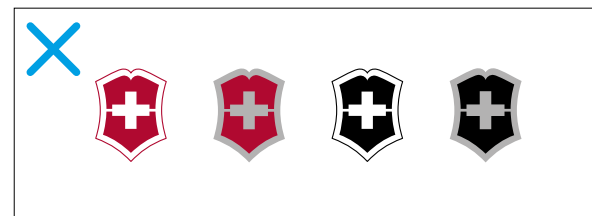
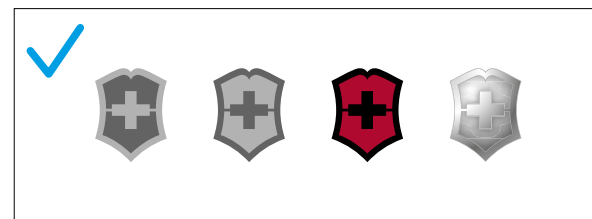
Around product

Applications around product are varied depending on the type of product but include all items that are either **in** a product (inserts, warranties etc.), **attached** to a product (hangtags, stickers etc.) or are literally **around** the product such as packaging.

Victorinox has specified **two logo versions** (tonal positive and negative, see next page) to brand (generally printed) items around products that do not fulfill the Swiss Law requirements.

	Swiss Army Knives	Cutlery	Watches	Travel Gear	Apparel	Fragrances
On Product Product Branding (on product)				✗	✗	
Around Product Hangtags, Labels, Inserts, Manuals etc.				✗	✗	
POS (Fixtures, visuals)						
Product advertising (on/offline)						
Product literature (catalogues etc.)						
Multi-product advertising & literature						
Website / E-Shop						
Give-aways						
Stationery / business cards						

DOS AND DON'TS







6 USE OF CROSS&SHIELD

6.2 APPROVED LOGO VERSIONS



Approved logo versions

These logo versions can be used when Swiss Law requirements apply.

Approved Logo versions	CMYK	Pantone®
PRINT VERSIONS Logo files are on the Victorinox database		
Tonal positive 	VX_Tonal_Z_pos_1cb.eps Silver: 0/0/0/40 Dark gray: 0/0/0/75	VX_Tonal_Z_pos_2c877CMU.eps Silver: Pantone® 877CMU Dark gray: 0/0/0/75
Tonal negative 	VX_Tonal_Z_neg_1cb.eps Silver: 0/0/0/40 Dark gray: 0/0/0/75	VX_Tonal_Z_neg_2c877CMU.eps Silver: Pantone® 877CMU Dark gray: 0/0/0/75
MATERIALIZATIONS (on product only) These versions are not on the database and have to be “created” for each application, depending on materialization and/or production method		
Red/Black 	Victorinox red: 0/100/65/30 Black: 0/0/0/100	Victorinox red: Pantone® 201CMU Black: 0/0/0/100
3D or embossed tone in tone 	depending on material and/or production method	



7 APPROVAL

7.1 Process



Overview Advertising Competences

All communication activities are to be coordinated with the Global Brand Team or the respective product division (according to graphic on this page).

Advertising Approval Process on Celum:

mediacenter.victorinox.com

This only applies for registered users on Celum:

Step	What	Who
1	Choose ad via high res pdf on Celum	User
2	Order open InDesign data via link provided	User
3	Adapt/Create data (if needed)	User
4	Connect to Ticketing Program via Link: https://servicedesk.victorinox.ch	User
5	Open Ticket, follow process, send request	User
6	Approve or disapprove	Global Brand
7	Publish or revise ad	User

To facilitate the process please ensure that you send a PDF (max. 5 MB) with the relevant information regarding usage and format when you submit advertising material for approval.

Please note:

You have to be registered in order to connect to the ticketing program.

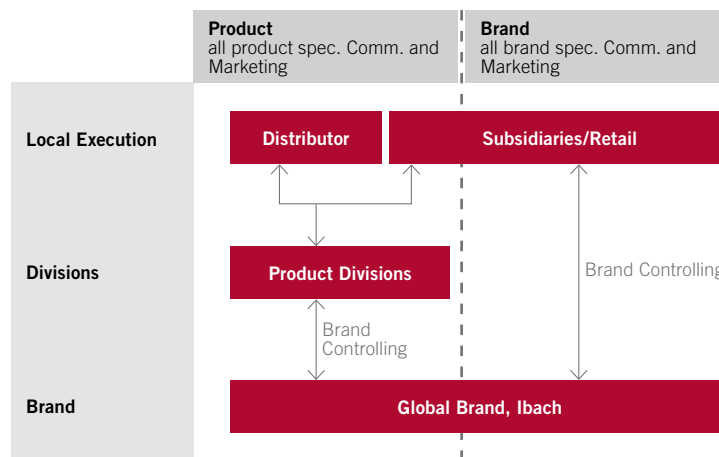
For questions regarding registering please contact:

Sandra Furer	Cornelius Meyer
+41 41 818 19 79	+41 41 818 18 16
sandra.furer@victorinox.com	cornelius.meyer@victorinox.com

Ticketing system:

- Approval for brand level advertising
- For divisions only: Approval for new advertising visuals launched by divisions (TRG, watches etc.)

All advertising must be sent through the ticketing system for approval by Global Brand Management



Contacts of approval:

Divisions/ Corporate	Responsible	Telephone	E-Mail
Swiss Army Knives	Toni Haberthür	+41 41 818 15 54	toni.haberthuer@victorinox.com
Watches	Valerie Oppliger	+41 32 344 39 71	valerie.oppliger@victorinox.com
Travel Gear	Urs Keiser	+41 41 818 18 53	urs.keiser@victorinox.com
Apparel	Delphine Minard	+41 41 818 19 03	delphine.minard@victorinox.com
Fragrances	Rebecca Holdener	+41 41 818 15 87	rebecca.holdener@victorinox.com
CORPORATE BRAND	Sandra Furer	+41 41 818 19 79	sandra.furer@victorinox.com
	Cornelius Meyer	+41 41 818 18 16	cornelius.meyer@victorinox.com

8 ASSET USAGE

8.1 Touch point overview



	APPLICATIONS	ASSETS	WHERE THEY SHOULD BE USED
<p>LEVEL 1 BRAND COMMUNICATION</p>		<p>USING IMAGES FROM SS16 CAMPAIGN</p>	<ul style="list-style-type: none"> • Advertising (Print, Online, OOH) • Website – homepage • Trade shows/fairs • Seasonal lookbook • Internal and external brand collaterals
<p>LEVEL 2 PRODUCT COMMUNICATION</p>		<p>USING EXISTING PRODUCT CUT OUTS ON BACKGROUND IMAGES</p>	<ul style="list-style-type: none"> • Print Advertising / POS • Other POS • Online promotions



VISUAL COMMUNICATION APPROACH

LEVEL 1 ASSETS

LEVEL 2 ASSETS

LIFESTYLE SHOT
SS16 Campaign



PRODUCT SHOT
SS16 Campaign



BACKGROUND IMAGE
using new or existing images



PRODUCT CUT OUTS
using existing images



9 GENERAL PRINCIPLES

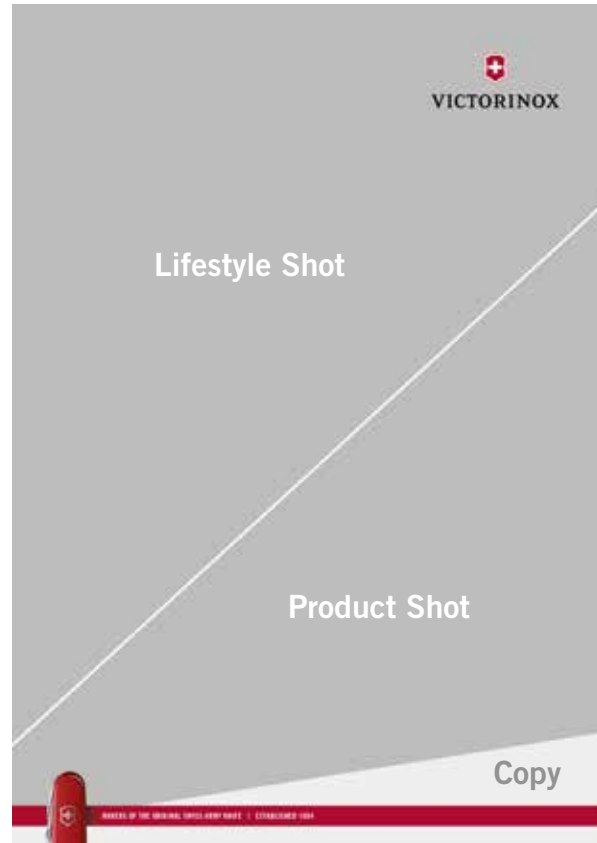
9.1 Splinter concept



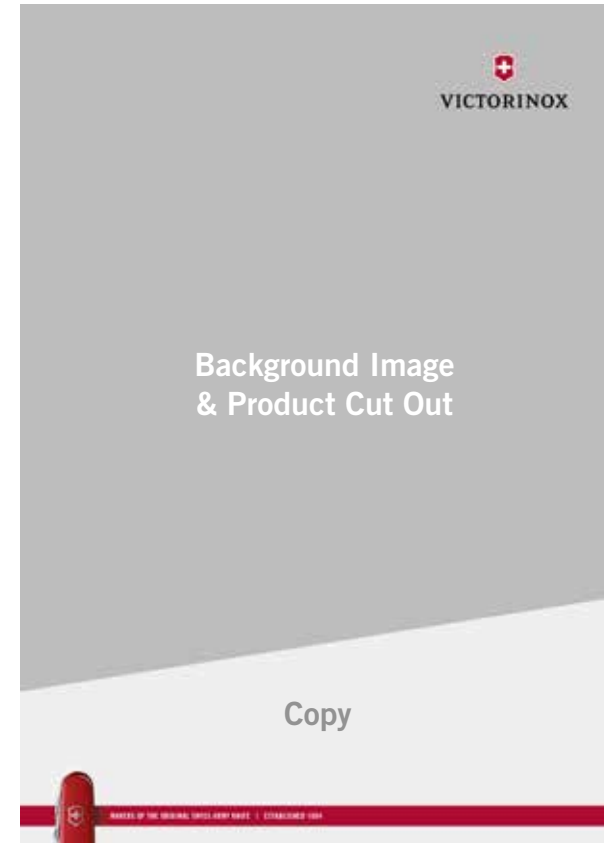
The splinter concept is a visual framework that can run across all communication, from brand advertising all the way to point of purchase.

It is a flexible system that – like the Swiss Army Knife – reveals different layers that can be dialled up or down depending on the product story and the medium it is used for.

The distinctive splinter lines also create consistency and brand recognition across the globe.



Level 1



Level 2

9 GENERAL PRINCIPLES

9.1 Splinter concept



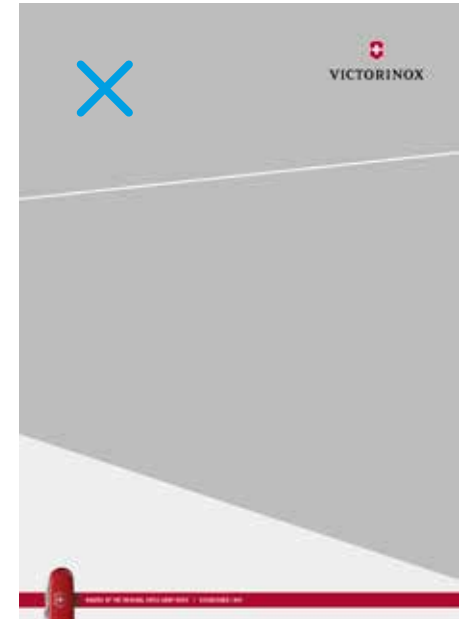
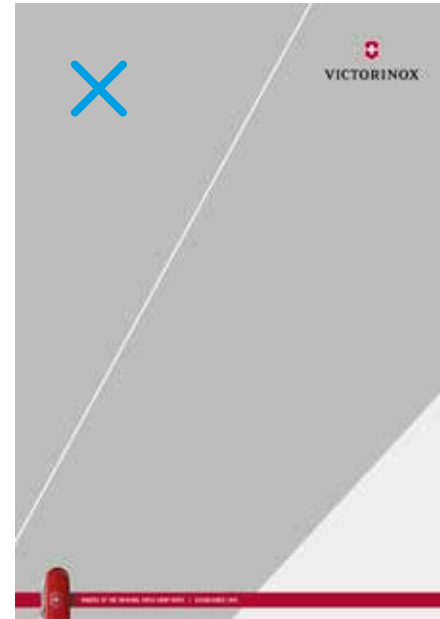
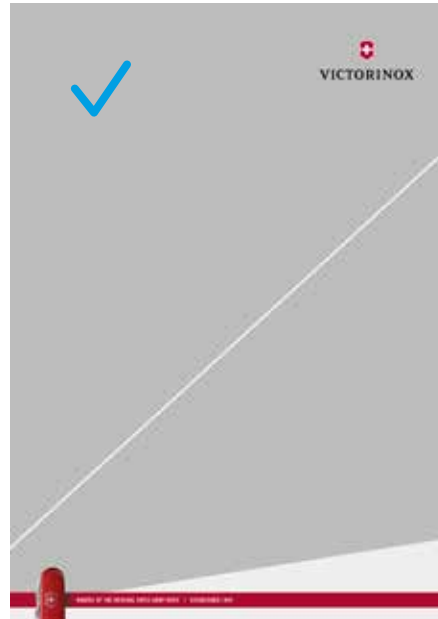
Splinter positioning

The image and copy splinters should always come from the bottom left to the top right hand side, never the other way.

The top left corner of the copy splinter never sits below the bottom left corner of the brand stripe.*

The copy splinter does not have a white stroke. There should always be a stroke between image splinters. The stroke should be white and at the specified thickness for each format. Please see table on page 35 for correct stroke thickness.

*See section 11.1 – 11.2 (pages 32 – 33) (Level 1) and section 22.1 – 22.2 (pages 54-55) (Level 2) for further guidance on splinter positioning and color.



9 GENERAL PRINCIPLES

9.2 Clear zones



Logo positioning

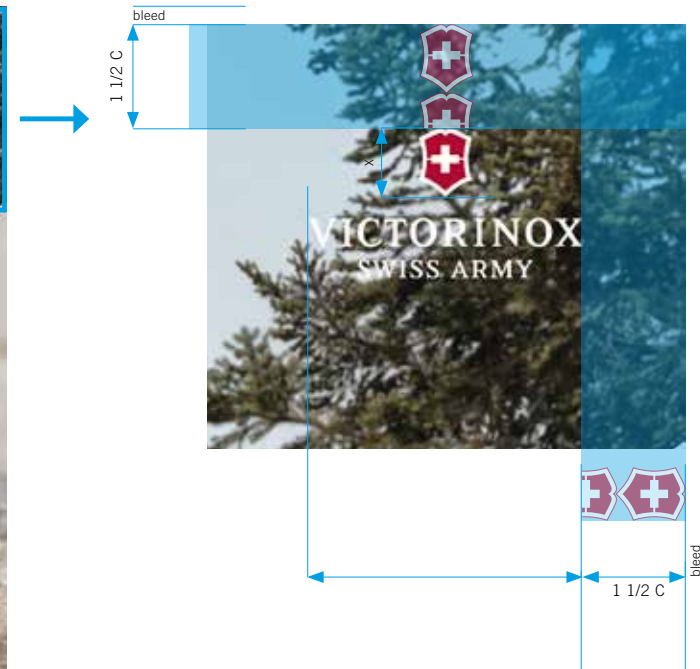
The logo should always be positioned in the top-right hand corner.*

The logo size depends on the format. A table for logo sizing can be found in section 1.4 (page 10).

The logo should maintain the logo clear zone from the format edge.

The splinter stroke should always maintain a minimum clear zone from the Victorinox logo as illustrated in section 9.2 (page 29).

* If the logo can't be placed in the top right hand corner due to format restrictions or legibility, it is placed at the top, centered or top left in exceptional cases. This should always be approved first by the Victorinox Global Brand team (**contact in section 7.1 page 23**).



9 GENERAL PRINCIPLES

9.2 Clear zones



Clear zones to splinter strokes

Both the logo and the SAK signature have a clear zone (displayed to the right), where no interference from the splinter strokes should occur. The clear zone of the logo to the splinter stroke is based on one times the Cross&Shield height – bordering around the full area. The SAK signature clear zone is based on the height of the signature stripe.

The space from the left hand format edge to the SAK Signature is dependant on the required margin of the format.

The edge of the copy splinter can be close to the right side of the SAK signature. However, no splinter strokes are to go through the SAK signature clear zone on the left side. They should always be clear of the SAK by the height of the signature stripe.

NOTE: Please use the Victorinox Swiss Army logo for all watch ads. Same rules apply.





10 IMAGE ASSETS

10.1 Imagery Overview



A selection of images can be found on the Victorinox media centre.

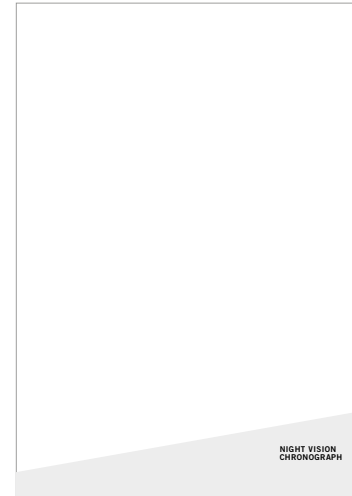
NOTE: Please find a breakdown of the Victorinox Media Centre and where to find relevant files in section 29 (pages 83-84).



LIFESTYLE IMAGE



PRODUCT IMAGE



COPY SPLINTER



LEVEL 1 EXECUTION EXAMPLE

11 COPY SPLINTER

11.1 Angles and positions



For level 1 applications the copy splinter pivots from the bottom left corner of the SAK signature. (1) The top angle of the copy splinter is never less than 9 degrees. This is the angle used for most product name only adverts.

For adverts with copy and/or store addresses, the angle can be increased to up to 20 degrees. (2)

On narrow formats the top edge of the copy splinter stays at 9 degrees and moves upwards instead. (3) This is also the case with layouts where more space is needed than can be placed within the splinter when it is at 20 degrees. It will then be set to 9 degrees and moved upwards.

On double page spreads and landscape formats the pivoting corner is the bottom left corner of the right page of the advert. (4)

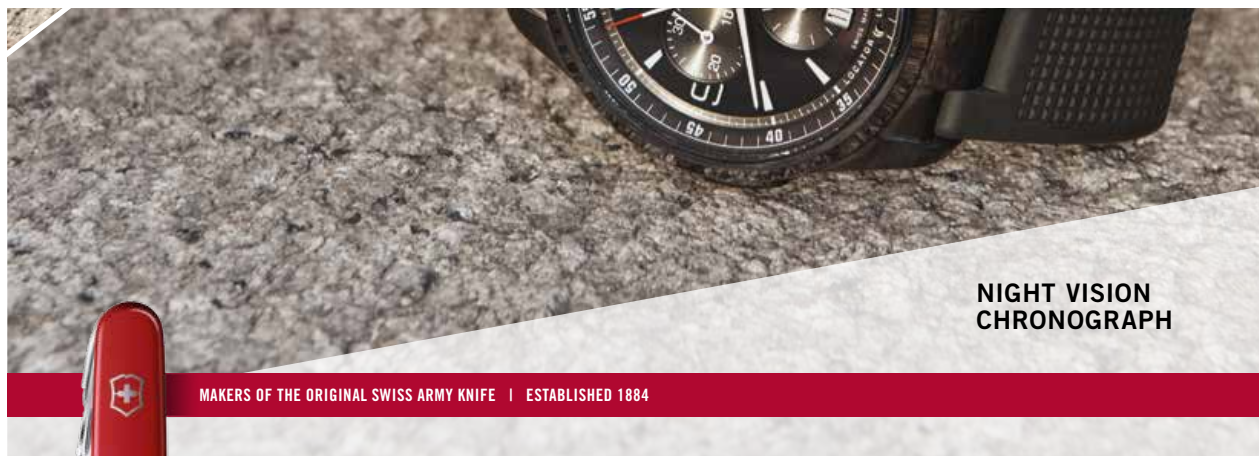


11 COPY SPLINTER

11.2 Color and transparency



On level 1 applications the copy splinter is white. It is used at 75 – 85% transparency depending on the image underneath. A busy image will need a higher percentage to ensure type is legible.



12 TYPOGRAPHY

12.1 Overview



On brand communication generally only 3 types of content occur. Product name, body copy and secondary copy (usually a store address).

As the Level 1 applications advertise the Victorinox brand, information should be kept to the product name and store addresses (max. 3 addresses) and/or the call to action by using “**SHOP ONLINE AT VICTORINOX.COM**” where applicable.

The function of the red stroke is to divide different types of information. If only one type of information is present the red stroke can be used as a design element to create consistency for example in ‘Product name/ body copy’. For further information please go to section 22.4 (page 57).



Product name



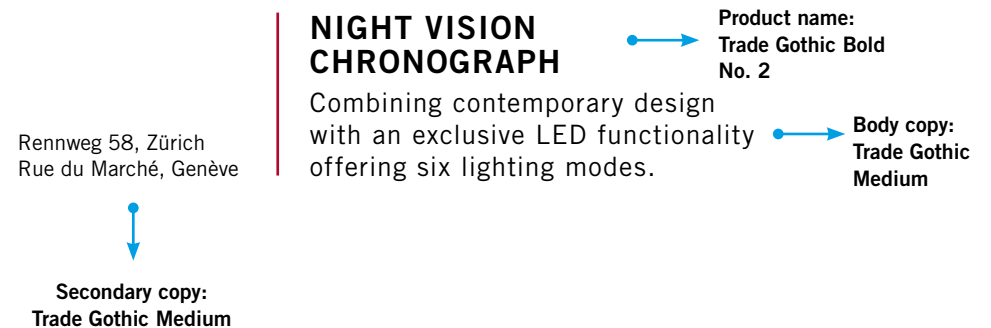
Product name / body copy



Product name / body copy / secondary copy
(e.g. store address)



Product name / secondary copy



12 TYPOGRAPHY

12.2 Text formatting and positioning



Text formatting and positioning of product name, body copy (and secondary copy).

As this is our preference, templates have been created for product name only adverts. To create adverts with more copy follow the steps below:

Step 1 on standard formats – Draw a text box and paste the correct copy into it. Then enter a hard return after the product title, as shown on the right. If you have secondary copy, like a store address, draw a second box and paste copy. Align the two boxes at the bottom.

If you are working from a downloaded template, you can simply select the text box and apply the following object styles: ‘Product name and copy’ – for headline and body text; or ‘Secondary copy’ – for any secondary copy.

Make sure line breaks are even and don’t allow just one word on the last line.

Move the product name and body copy box to the right, so the furthest right part of the copy aligns with the page margin (or type safe area if this is closer). Place the two pieces of copy 1 X apart from each other. X equals the height of the signature stripe.

NOTE: Steps continue on the next page.

Step 1 on standard format



12 TYPOGRAPHY

12.2 Text formatting and positioning



Step 2 on standard formats – Draw a vertical stroke in Victorinox red (for correct stroke width check section 13.1 – page 39). The height of the stroke is equal to the height of the copy. The stroke is placed centred between the two text boxes (1/2 X away from either copy).

Adjust distances to the edge of the copy splinter and SAK Signature. A minimum distance of 1 X needs to be adhered to. X equals the height of the signature stripe.

To ensure the distance from the top of the copy to the top edge of the splinter is X, the top edge of the splinter may have to be adjusted by pivoting the edges angle. Remember, the edge pivots from the bottom left edge of the signature stripe.

Step 3 – Check that all text is formatted correctly as shown opposite.

NOTE: The same rules apply when only using one text box containing product name and body copy.

Step 2 on standard format



Step 3 on standard formats



12 TYPOGRAPHY

12.2 Text formatting and positioning



Narrow Formats

Step 1 on narrow formats – Place the product name and body copy box above the secondary copy box and align on the left margin. Place the two boxes 1 X apart from each other. X equals the height of the signature stripe.

Step 2 on narrow formats – Draw a horizontal stroke in Victorinox red (for correct stroke width check section 13.1 – page 39). The length of the stroke is equal to the content area of the format. The stroke is placed centred between the two text boxes (1/2 X away from either copy).

Step 3 on narrow formats – Adjust distances to the edge of the copy splinter and the top of the knife in the SAK Signature. A minimum distance of 1 X needs to be adhered to. X equals the height of the signature stripe.

To ensure the distance from the top of the copy to the top edge of the splinter is X, the top edge of the splinter is moved up. The original angle of 9° is kept. Do not pivot the top edge of the box on narrow formats.

Step 4 – Check that all text is formatted correctly as shown opposite.

Product name and body copy on narrow formats – When only using one text box containing product name and body copy, the text box and red stroke follow the standard format rules on the previous pages. The red stroke and copy box align with the left margin.

Step 1 on narrow format



page margin

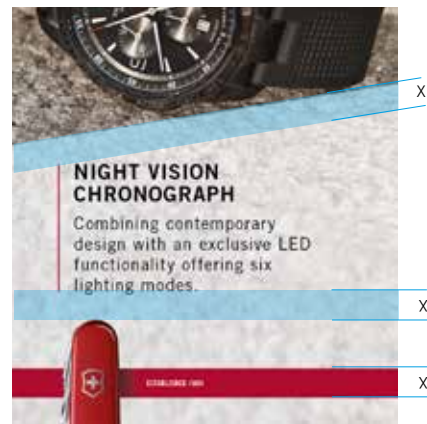
Step 2 on narrow formats



Step 3 & 4 on narrow formats



Product name and body copy on narrow formats



12 TYPOGRAPHY

12.2 Text formatting and positioning



Text formatting and positioning product name and secondary copy

In case of adverts that only contain the product name and secondary copy, the secondary copy is placed below the product name. As this copy does not relate directly to the product the stroke is used horizontally to divide the two.

Draw a text box as before and paste the correct copy into it. Then enter a hard return after the product title.

Select the copy splitter and apply the following object style: 'PRODUCT NAME AND SECONDARY COPY'

Make sure stroke breaks are even and don't allow just one word on the last line.

Follow the stroke placement rules for narrow formats, i.e. a horizontal stroke divides product name and secondary copy. For narrow formats the stroke length is defined by the margins. On standard formats, the stroke length is equal to the copy width.

All of the previously stated positioning rules apply. Refer to section 12.1 – 13.1 (pages 34–39)

Product name and secondary copy on standard formats



Product name and secondary copy on narrow formats



13 FORMAT SIZING

13.1 Standard formats table



Splinter stroke thickness, copy sizes and leading, maximum word count and red stroke thickness.

* Only product name and secondary copy allowed

** Only product name is allowed



DIN sizes	Splinter stroke thickness	Product name size/leading	Body copy size/leading	Secondary copy size/leading	Max body copy word count	Red stroke thickness within copy area
DIN A 6 landscape	1.0 pt	8 / 8 pt	N/A **	N/A **	N/A**	N/A
DIN A 6 portrait	1.0 pt	8 / 8 pt	N/A **	N/A **	N/A **	N/A
DIN A 5 landscape	1.5 pt	9 / 9 pt	7.5/ 9.1 pt	N/A **	20	0.8 pt
DIN A 5 portrait	1.5 pt	10 / 10 pt	8/9.6 pt	6.5 / 7.8 pt	25	0.8 pt
DIN A 4 landscape	2.0 pt	10 / 10 pt	8/9.6 pt	6.5 / 7.8 pt	25	0.8 pt
DIN A 4 portrait	2.5 pt	12 / 12 pt	10 / 12 pt	8 / 9.6 pt	25	1 pt
DIN A4 1/3 Page vertical	2.5 pt	12 / 12 pt	10 / 12 pt	8 / 9.6 pt	15	1 pt
DIN A 3 portrait	4.0 pt	17 / 17 pt	14 / 17 pt	11.5 / 13.8 pt	25	1.4 pt
DIN A 2 portrait	5.0 pt	24 / 24 pt	20 / 24 pt	16 / 19.2 pt	25	2 pt
DIN A 1 portrait	6.5 pt	34 / 34 pt	28 / 34 pt	22.5 / 27 pt	25	2.8
DIN A 0 portrait	9.5 pt	48 / 48 pt	40 / 48 pt	32 / 38.4 pt	25	4 pt
Poster size F4	10.5 pt	51 / 51 pt	42 / 51 pt	34 / 40.8 pt	25	4.2 pt
City size F200	11.5 pt	66 / 66 pt	55 / 66 pt	44 / 52.8 pt	25	5.5 pt
Poster size F12	12.5 pt	77 / 77 pt	64 / 77 pt	51 / 61.8 pt	30	6.5 pt
Large Format Banner (10 m x 4 m)	60 pt	180 / 200 pt	150 / 180 pt	120 / 144 pt	30	15 pt

Note: Large Format measurement guide is dependant on distance and context.

NOTE: If any other size is used that has not been supplied as template, please refer to this table and use measurements and sizes from the closest artwork size. If the SAK Signature at the minimum text size does not fit, use only 'Established 1884' inside the brand stripe.



Poster size F12

DIN A6

DIN A5

DIN A4

DIN A3

DIN A2

DIN A1

DIN A0

POSTER SIZE F4

POSTER SIZE F200

DIN A3

DIN A4

DIN A4 1/3

DIN A5

DIN A6

14 SAK
14.1 Rangerwood



General considerations:

- Whenever possible, splinter stroke should be kept at angle and position shown
- The SAK should not be cropped



VX_SAK_Rangerwood_lifestyle_CMYK.tif



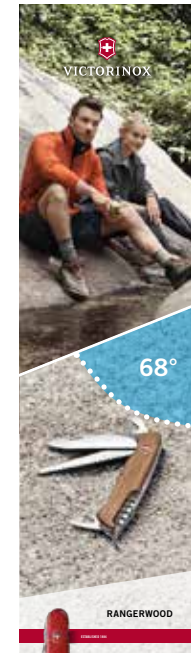
VX_SAK_Rangerwood_product_CMYK.tif



VX_SS16_SAK_Rangerwood_DPS_PRINT_EN



VX_SS16_SAK_Rangerwood_A4P_PRINT_EN



VX_SS16_SAK_Rangerwood_3RD_PRINT_EN

DPS advert:

- Models should not be cropped
- Models or SAK should not be cropped by the page gutter
- In the product splinter the SAK should fill the splinter area whilst still leaving some space to the splinter line and edge of the page

- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%)
- Copy splinter is set at 75% opacity

Single page advert:

- Male model's head should roughly align with the bottom of the Victorinox logo
- Models should not be cropped
- In the product splinter the SAK should fill the splinter area whilst still leaving some space to the splinter line and edge of the page
- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity

1/3 page advert:

- Models should be centred horizontally
- Victorinox logo should not touch model's head
- Copy splinter should not cover SAK
- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity

15 WATCHES

15.1 Night Vision Chronograph



General considerations:

- Please use Victorinox Swiss Army Logo instead of the standard logo. Same rules apply.
- Whenever possible, splinter stroke should be kept at angle and position shown
- Copy splinter should never cover the face of the watch
- The splinter stroke should never crop into the watch face



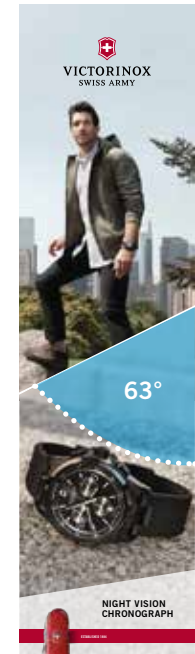
VX_WAT_NightVisionChronograph_lifestyle_CMYK.tif VX_WAT_NightVisionChronograph_product_CMYK.tif



VX_SS16_WAT_NightVisionChronograph_DPS_PRINT_EN



VX_SS16_WAT_NightVisionChronograph_A4P_PRINT_EN



VX_SS16_WAT_NightVisionChronograph_3RD_PRINT_EN

DPS advert:

- Top height of head and the Cross&Shield in the logo should align
- Make sure product is not cropped in the gutter
- Copy splinter is set at 75% opacity

Single page advert:

- Top height of head and the Cross&Shield in the logo should align
- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity

1/3 page advert:

- Copy splinter is set at 75% opacity

16 TRAVEL GEAR

16.1 Voltaire 2-Way Carry Bag



General considerations:

- Whenever possible, splinter stroke should be kept at angle and position shown



VX_TRG_Voltaire2WayCarryBag_lifestyle_CMYK.tif



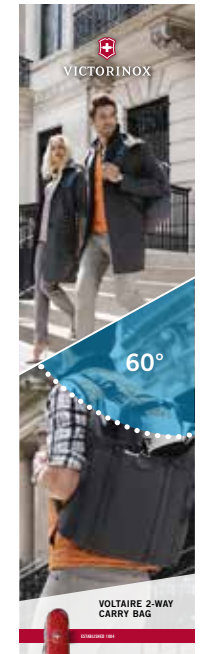
VX_TRG_Voltaire2WayCarryBag_product_CMYK.tif



VX_SS16_TRG_Voltaire2WayCarryBag_DPS_PRINT_EN



VX_SS16_TRG_Voltaire2WayCarryBag_SP_PRINT_EN



VX_SS16_TRG_Voltaire2WayCarryBag_3RD_PRINT_EN

DPS advert:

- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity

Single page advert:

- Make sure Victorinox logo is legible
- Copy splinter is set at 75% opacity

1/3 page advert:

- Victorinox logo should not cover model's head
- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity

17 APPAREL
17.1 Lenzburg Jacket



General considerations:

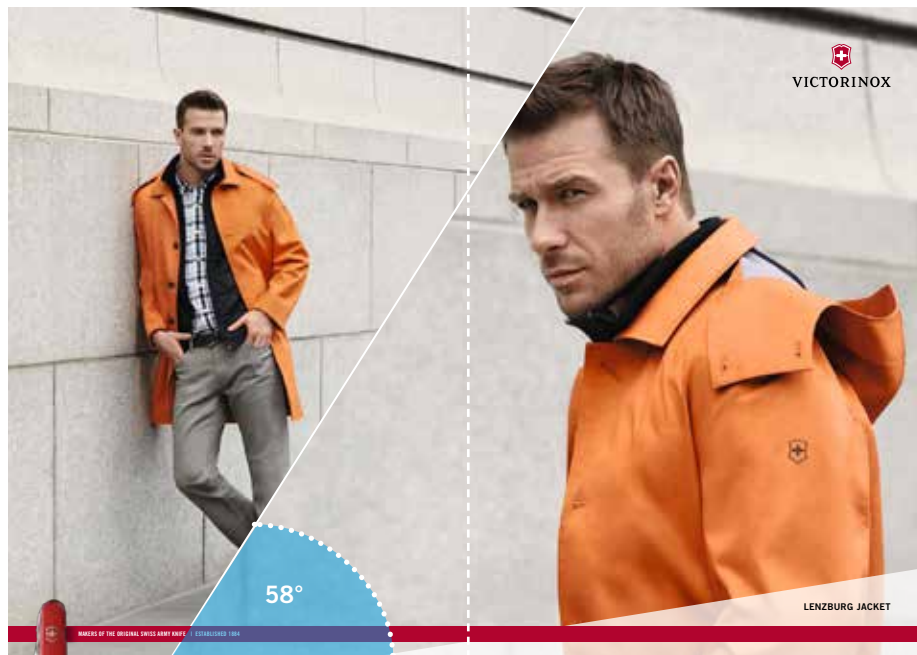
- Whenever possible, splinter stroke should be kept at angle and position shown



VX_APP_LenzburgJacket_lifestyle_CMYK.tif



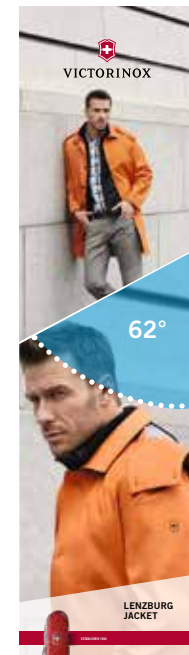
VX_APP_LenzburgJacket_product_CMYK.tif



VX_SS16_APP_LenzburgJacket_DPS_PRINT_EN



VX_SS16_APP_LenzburgJacket_AAP_PRINT_EN



VX_SS16_APP_LenzburgJacket_3RD_PRINT_EN

DPS advert:

- Make sure logo is legible
- Copy splinter is set at 75% opacity

Single page advert:

- Spectra wheels should be slightly cropped by splinter stroke on the right hand side in lifestyle splinter
- Head of model should roughly align with the Victorinox logo
- Whole cuff of model's shirt must be visible in product splinter
- Make sure Victorinox logo is legible
- Copy splinter is set at 75% opacity

1/3 page advert:

- Model should be centred horizontally.
- Victorinox logo should not cover model's head
- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity

17 APPAREL
17.2 Hornbach Convertible Jacket



General considerations:

- Whenever possible, splinter stroke should be kept at angle and position shown



VX_APP_HornbachConvertibleJacket_lifestyle_CMYK.tif



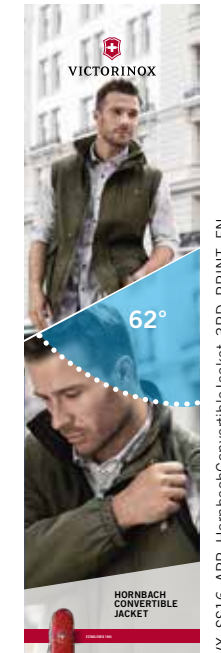
VX_APP_HornbachConvertibleJacket_product_CMYK.tif



VX_SS16_APP_HornbachConvertibleJacket_DPS_PRINT_EN



VX_SS16_APP_HornbachConvertibleJacket_A4P_PRINT_EN



VX_SS16_APP_HornbachConvertibleJacket_3RD_PRINT_EN

DPS advert:

- Model's head should roughly align with the top of the Victorinox logo
- Copy splinter is set at 75% opacity

Single page advert:

- Head of model should roughly align with the top of the Victorinox logo
- Make sure Victorinox logo is legible
- Copy splinter is set at 75% opacity

1/3 page advert:

- Model should be centred horizontally.
- Victorinox logo should not cover model's head
- Copy splinter is set at 75% opacity

17 APPAREL
17.3 Reversible Bomber



General considerations:

- Whenever possible, splinter stroke should be kept at angle and position shown



VX_APP_ReversibleBomber_lifestyle_CMYK.tif



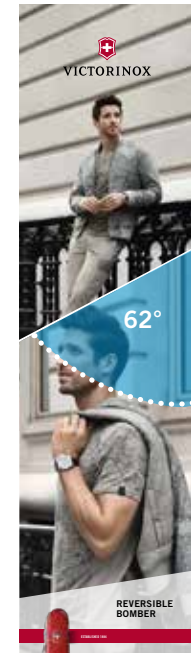
VX_APP_ReversibleBomber_product_CMYK.tif



VX_SS16_APP_ReversibleBomber_DFS_PRINT_EN



VX_SS16_APP_ReversibleBomber_A4P_PRINT_EN



VX_SS16_APP_ReversibleBomber_3RD_PRINT_EN

DPS advert:

- Model's head should roughly align with the top of the Victorinox logo
- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity

Single page advert:

- Head of model should roughly align with the Victorinox logo
- Whole cuff of model's shirt must be visible in product splinter
- Make sure Victorinox logo is legible
- Copy splinter is set at 75% opacity

1/3 page advert:

- Victorinox logo should not cover model's head
- Copy splinter is set at 85% opacity



General considerations:

- Whenever possible, splinter stroke should be kept at angle and position shown



VX_APP_VXBomber_lifestyle_CMYK.tif



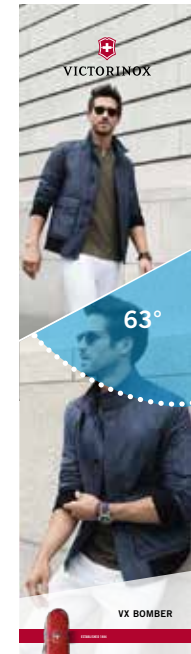
VX_APP_VXBomber_product_CMYK.tif



VX_SS16_APP_VXBomber_DPS_PRINT_EN



VX_SS16_APP_VXBomber_A4P_PRINT_EN



VX_SS16_APP_VXBomber_3RD_PRINT_EN

DPS advert:

- Whole of jacket must be visible in product splinter
- Copy splinter is set at 75% opacity

Single page advert:

- Make sure Victorinox logo is legible
- Copy splinter is set at 75% opacity

1/3 page advert:

- Victorinox logo should not cover model's head
- Copy splinter is set at 75% opacity

18
18.1
FRAGRANCE
Swiss Unlimited



General considerations:

- Whenever possible, splinter stroke should be kept at angle and position shown



VX_FRA_SwissUnlimited_lifestyle_CMYK.tif



VX_FRA_SwissUnlimited_product_CMYK.tif



VX_SS16_FRA_SwissUnlimited_DPS_PRINT_EN

DPS advert:

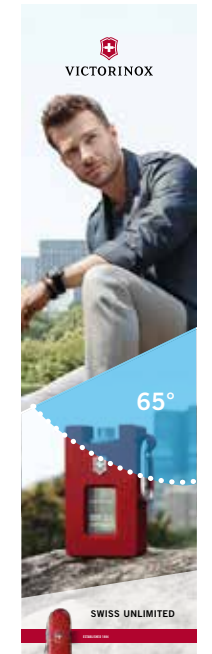
- Model's feet should be cropped off.
- Copy splinter is set at 75% opacity



VX_SS16_FRA_SwissUnlimited_A4P_PRINT_EN

Single page advert:

- A black outer glow should be applied to the Victorinox logo for legibility (Mode: Multiply / Opacity: 43% / Size: 3mm / Spread: 15%).
- Copy splinter is set at 75% opacity



VX_SS16_FRA_SwissUnlimited_3RD_PRINT_EN

1/3 page advert:

- Copy splinter is set at 75% opacity

19 MULTI-PRODUCT

19.1 Multi-Product



General considerations:

- This is the only combination of products to be used in a 5 product ad
- No other background image should be used
- The copy splinter is set at a 15 degree angle
- Product names should be added underneath with Trade Gothic Bold Condensed

NOTE: For multi-product ads the brand claim the copy size is 20pt and right aligned. If more copy is added use the Level 1 Guidelines.



VX_SS16_MULTI_DPS_PRINT_EN



VX_SS16_MULTI_A4P_PRINT_EN

DPS advert:

- All products should be evenly spaced across the vertical centre of the spread
- No copy should sit across the gutter
- The top of the mountains should sit slightly above the bottom of the products
- The house on top of the left mountain should be visible but slightly cropped
- The green fields to the right should be visible and bleed off the bottom right corner
- Copy splinter is set at 75% opacity

Single page advert:

- The products should sit in two lines with three on the top one and two at the bottom.
- The products should be vertically centred.
- The top of the mountains should sit slightly above the bottom of the second row of products
- The house on top of the left mountain should be visible
- Copy splinter is set at 75% opacity



VX_ExtraShot_B_04_12K_CMYK_coated_higher.tif



VX_SAK_1_6795_S4_CMYK_coated.psd



VX_INOX_RED_HS.psd



Spectra 2.0 Dual-Access Global Carry-On Red 31318003 PS_Bearb.tif



VX_FAS_Explorer_S1_CMYK_coated_small.psd



VX_FRA_40500_Unlimited_Brand_KeyVisual_S1.psd



General considerations:

- Victorinox logo should be on the right and centred vertically on very narrow banners
- Victorinox logo color should be as shown
- Only ever use two splinters
- Splinter line should always be in the middle at 45° angle
- Lifestyle splinter on the right
- Product splinter on the left

Rangerwood



Night Vision Chronograph



Voltaire 2-Way Carry Bag



Swiss Unlimited



Hornbach Convertible Jacket



Lenzburg Jacket



Reversible Bomber



VX Bomber





General considerations:

- Victorinox logo should be on the right and centred vertically on very narrow banners
- Victorinox logo color should be as shown
- Only ever use two splinters
- Splinter line should always be in the middle at 45° angle
- Lifestyle splinter at the top
- Product splinter at the bottom

**Hornbach
Convertible Jacket**



Lenzburg Jacket



Reversible Bomber



VX Bomber



Swiss Unlimited



Rangerwood



**Voltaire 2-Way
Carry Bag**



**Night Vision
Chronograph**





21 IMAGE ASSETS

21.1 Asset overview



A selection of images can be found on the Victorinox Media Centre.

NOTE: Please find a breakdown of the Victorinox Media Centre and where to find relevant files in section 29.1 (pages 83-84).



BACKGROUND IMAGE



PRODUCT CUT OUTS



COPY SPLINTER



LEVEL 2 EXECUTION EXAMPLE

22 COPY SPLINTER

22.1 Angles and positions



- The top edge of the copy splinter is always at 9 degrees
- To accommodate more content, the top edge of the splinter moves up.
- The only exception are horizontal banners where splinters are parallel and 70 degrees



Layout with single title splinter



Layout with product name and product copy



Skyscraper



Horizontal web banner

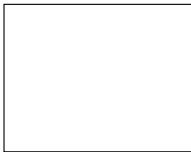
22 COPY SPLINTER

22.2 Color

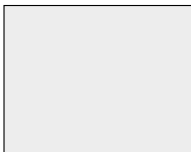


- Limited color palette for splinter to be used. Selected between white, 10% black, and silver.
- Choose a color that is not too similar to the product cut outs or background image. Please consider white as the preferred option.
- On small ads that are not full bleed either 10% black or silver.

NOTE: 10% black and silver should only be used when even printing quality can be assured. On web banners the logo should sit on 10% black and copy should sit on white.



White



10% Black



40% Black – Silver



22 COPY SPLINTER

22.3 Typography



1. Main headlines are always in Trade Gothic Bold No. 2 capitals.

2. Body copy should always be in Trade Gothic Medium sentence case.

3. When there are two headlines, a main headline and additional headline (such as product name), Trade Gothic Bold No. 2 in capitals should be used for the main headline and Trade Gothic Medium should be used for the additional headline.

NOTE: For headline and body copy leading refer to tables for specific guidance for sizing sections 26.1, 26.2 and 28.2 (p.62, 63 and 79).



Layout with single title splinter



Layout with product name and product copy



Skyscraper

22 COPY SPLINTER

22.4 Red Stroke



The red stroke must be used to divide different types of information. If only one type of information is present the red stroke can be used as a design element to create consistency. As shown in example 1.

1. Layout with title and description

- The red stroke is applied to the left and is the same height as the whole copy block



1. LAYOUT WITH TITLE AND DESCRIPTION
(RED STROKE IS USED AS DESIGN ELEMENT)

2. Layout with extra logos

- The red stroke is applied to the left of the title and description and is the same height as the whole copy block. Logos are placed on the left hand side of the red stroke and aligned with the bottom with the copy.



2. LAYOUT WITH EXTRA LOGOS



3. LAYOUT WITH GWP

3. Layout with GWP

- The title and description moves over to the left and the red stroke is applied to the right of it. The red stroke is the same height as the whole copy block and GWP image. GWP text is aligned to the left with the image placed above. All should be left aligned.



4. LAYOUT WITH EXTRA LOGOS



5. LAYOUT WITH STORE ADDRESSES



6. LAYOUT WITH CALL TO ACTION

4. Layout with extra logos

- The red stroke is placed horizontally underneath the title. All logos are aligned next to each other and are placed underneath the red stroke.

5. Layout with store addresses

- The red stroke is placed horizontally underneath the title. Store addresses are placed underneath the red stroke. Maximum 3 store addresses.

6. Layout with call to action

- The red stroke is placed horizontally underneath the title. Only possible in countries with a Victorinox owned ecommerce, can not be used for external websites.

NOTE: Please refer to section 13.1 (page 39) for rules about the red stroke thickness.

23 PRODUCT PLACEMENT

23.1 Dos and Don'ts



Whenever possible, parts of product cut outs sit over the copy splinter. This is to avoid the product looking like it is part of the background image.

The product cut out should overlap into the white splinter by 1 – 1.5 X times the height of the brand stripe depending on the shapes of the cutout.

Dos and Don'ts

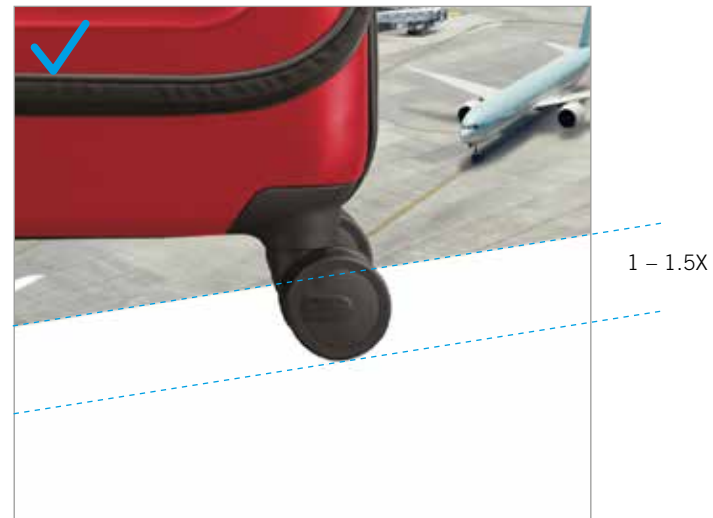
- Product cut outs need to be scaled carefully, so the images do not look like they are sitting in the background image. (See examples).
- The product cut outs should not have a similar scale to the background image.
- The product should not be tilted towards one side but stand straight. Product can rotate around it's own axis.

NOTE: Product cut outs should be used with drop shadow whenever possible.

Product Placement – Example execution



Product Placement – Close up of execution



23 PRODUCT PLACEMENT

23.2 Exceptions



Products can sit on the image without overlapping into the copy splinter if either product cut outs or the copy splinter would have to be enlarged excessively.

- Product cut outs should not be too big in the format.
- Copy splinter should not be unnecessarily enlarged to touch product, white space should be no more than 1-5 X.

Please refer to section 26.6 (page 67-68) for rules and implementations for standard layouts.



Examples 1/3 page



NOTE: Do not enlarge the copy splinter excessively.



Examples A4



NOTE: Do not enlarge the product packshot excessively on large formats (A4 and over).

24 SAK SIGNATURE

24.1 Overview

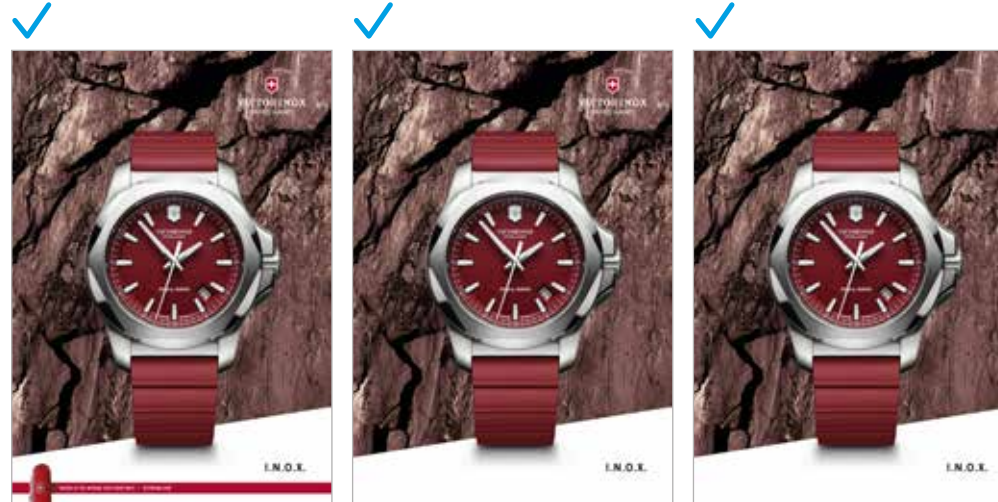


The SAK signature is used on all products including communications that feature the Swiss Army Knife.

Exception

For Victorinox owned retail stores the SAK signature may be left off to avoid repetition. Individual decision (depending on promotion, type of content etc) will be taken by the responsible Visual Merchandising Manager. For non Victorinox stores, both SAK signature and the logo should always be added. On web banners the SAK signature is left out due to space restrictions.

For Victorinox owned retail stores only:



Non Victorinox stores:



25 LEVEL 2 COMMUNICATION
25.1 Overview



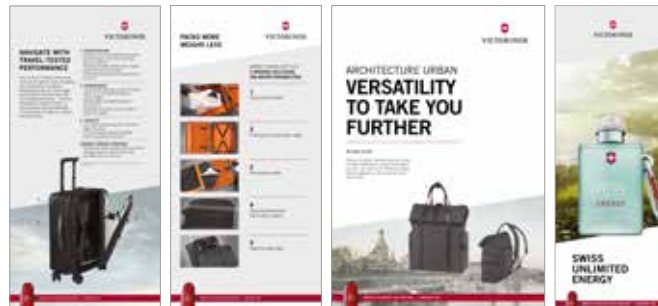
**PRINT
ADVERTISING/
POS**

Sections: 26.1 – 26.7
Pages: 62 – 70



OTHER POS

Sections: 27.1 – 27.3
Pages: 71 – 76



ONLINE

Sections: 28.1 – 28.3
Pages: 77 – 82





- Applications showing product cut outs on background images with product name.
 - Single page and 1/3 page ads.
- Product cut outs can be cropped on 1/3 page ads if the product otherwise becomes too small. Please avoid if not necessary.
- NOTE: Refer to Basic Elements section for logo and brand stripe sizing. Please refer to section 26.6 (page 67) for rules and implementations for standard layouts.**

DIN sizes	Product name Size
DIN A 4 portrait	20 pt / 20 pt
1/3 page vertical	14 pt / 14 pt
DIN A5 Landscape/ Portrait	14 pt / 14 pt



26 PRINT ADVERTISING / POS

26.2 Standard layouts with product name and body copy



- The copy splinter can adapt to accommodate various amounts of content.
 - The application below to the left shows multiple products being advertised.
 - Product name to be above product info.
 - Red horizontal stroke to be placed on single page ads not on 3rd page ads.
 - Copy length to be a couple of sentences long.
 - Recommend the splinter color to be white.
- NOTE: Refer to Basic Elements section for logo and brand stripe sizing. Please refer to section 26.6 (page 67) for rules and implementations for standard layouts.**

DIN sizes	Product name Size	Body copy Size	Column Width
DIN A 4 portrait	20 pt / 20 pt	10 pt / 12 pt	60 mm
1/3 page vertical	14 pt / 14 pt	10 pt / 12 pt	60 mm
DIN A5 Landscape/ Portrait	14 pt / 14 pt	8 pt / 9.6 pt	50 mm



26 PRINT ADVERTISING / POS

26.3 Standard layouts with extra logos



- Product name and copy on right side of vertical red stroke and extra logos on left. (1)
- The copy splinter can hold award logos, QR codes and similar. (1 and 2).
- A single vertical or horizontal stroke is employed to organize content and create hierarchy. Only use one stroke per application, keeping copy on one side of the stroke and logo/QR codes on the other. (1 and 2)
- Product name above stroke and extra logos below. (2)
- Product name above stroke and store address below. (3)
- Store address to be 'Title Case'. (3)
- Column width is dependant on the amount of extra logos or store addresses added to the copy splinter. As the column width will expand from the right side of the ad. (2 and 3)

NOTE: Refer to Basic Elements section for logo and brand stripe sizing. Please refer to section 26.6 (page 68) for rules and implementations for standard layouts.

DIN sizes	Product name Size	Body copy Size	Secondary copy	Column Width
DIN A 4 portrait	20 pt / 20 pt	10 pt / 12 pt	10 pt / 12 pt	60 mm
DIN A5 Landscape/ Portrait	14 pt / 14 pt	8 pt / 9.6 pt	N/A	50 mm

1



2



3



26 PRINT ADVERTISING / POS

26.4 Standard layouts with gift with purchase (GWP)



- A clear visual hierarchy of 'larger hero product' and 'smaller GWP product' is observed.
- Avoid equal sized hero and GWP products to create a clear message.
- Product name and copy (left aligned) on left side of the red vertical stroke and GWP product image and GWP copy (left aligned) on right side of the red stroke.

NOTE: Refer to Basic Elements section for logo and brand stripe sizing. Please refer to section 26.6 (page 68) for rules and implementations for standard layouts.

DIN sizes	Product name Size	Body copy Size	Secondary headline Size	Secondary copy Size	Column Width
DIN A 4 portrait	20 pt / 20 pt	10 pt / 12 pt	9 pt / 10.8 pt	9 pt / 10.8 pt	60 mm
DIN A5 Landscape/ Portrait	14 pt / 14 pt	8 pt / 9.6 pt	6.5 pt / 7.8 pt	6.5 pt / 7.8 pt	50 mm



26 PRINT ADVERTISING / POS

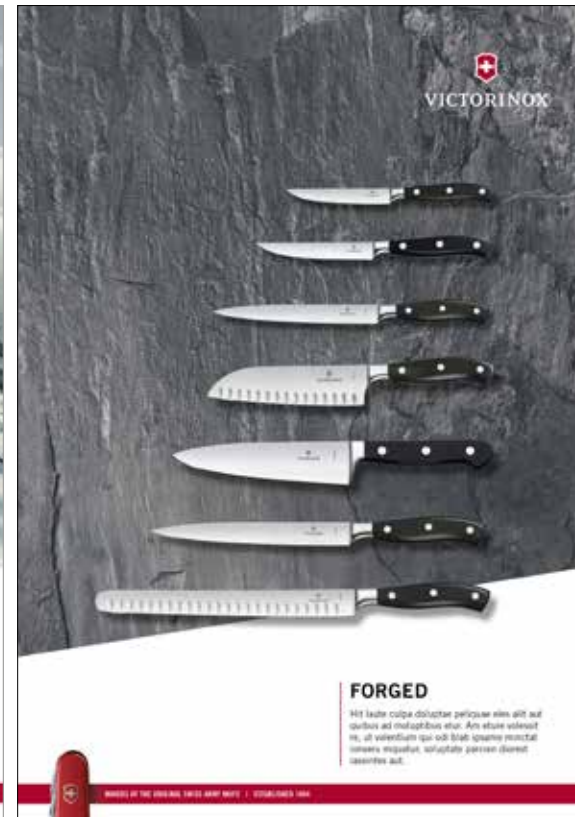
26.5 Standard layouts with product range



- For product range ads, the product cut-outs should be aligned with each other to the right with the smallest item at the top, and placement of the whole group should be the same as per 1 product ads.
- For less products or different orientation, the product cut outs can be placed next to each other and the whole group to be treated as per 1 product ads.

NOTE: Refer to Basic Elements section for logo and brand stripe sizing. Please refer to section 26.6 (page 67) for rules and implementations for standard layouts.

DIN sizes	Product name Size	Body copy Size	Column Width
DIN A 4 portrait	20 pt	10 pt	60 mm
1/3 page vertical	14 pt / 14 pt	9 pt / 10.8 pt	60 mm
DIN A5 Landscape/ Portrait	14 pt / 14 pt	8 pt / 9.6 pt	50 mm



26 PRINT ADVERTISING / POS

26.6 Standard layouts – rules and implementations



- SAK Signature to top edge of splinter is at least 1 X from the top of the SAK knife.
- Copy to top edge of product cut out should be at least 1X, maximum 5X.
- Copy to SAK Signature is 1X
- Red stroke placement as in level 1
- Headline size is 20pt
- 6pt space after
- Body copy 10pt on 12pt leading
- GWP is 9pt on 10.8pt leading (Headline and copy)
- Distance rules when product does overlap:
Copy to product is 1 – 5 X
- Product overlaps 1 – 1.5 X

NOTE: Please refer to section 26.6 (page 68) for further guidance on rules and positioning.





Maximum width of content
= 2/3 of content area



Maximum width
of content = 2/3
of content area

26 PRINT ADVERTISING / POS
26.7 Roll-up banner



- No red stroke to be added to Roll-up banner.
- Victorinox logo to be placed top centre with (10%) black color splinter. Background image placed in the middle of banner. White splinter with product name as the bottom splinter.
- Product cut outs to be overlapping background image and white splinter.

Banner size	Product name Size	Subtitle Size
789 x 2100 mm	203 pt / 203 pt	100 pt / 120 pt

Victorinox branded environment

- This is an alternative design which can be used in a Victorinox branded environment, if furniture or product is covering the bottom area of the banner.

NOTE: Please refer to section 26.7 (page 70) for further guidance on rules and positioning.

Refer to Basic Elements section for logo and brand stripe sizing.



26 PRINT ADVERTISING / POS

26.7 Roll-up banner – rules and implementations



- The title is the same height as the Cross&Shield (C) on its side, and secondary copy is half that size. Point size and leading is the same.
- The logo is approximately 1/3 of the width of the page.
- The distance from the logo to the top of the page is 1 1/2 Cross&Shield, and from the logo to the top of the image it is 2 Cross&Shield.
- Text should be centred vertically in the text splinter area.
- 'Y' refers to the placement of the product copy, which should have equal distance above and below.



27 OTHER POS

27.1 Product information and information with images/illustrations



Product Information

- Product cut outs needs to have numbers highlighting the key POS functions described in copy.
- Background image placed at the bottom splinter.
- Product cut outs overlapping background image and light grey splinter.
- Copy on top half of product information.
- Product statement and information on left. Product sections on right with strokes breaking up each part.

Information and images/illustrations

- Non image splinters are white. If a second non image splinter is used, it is light grey.
- Product information title on top white splinter. Title is in black captials.
- Product images on left side.
- Number each image and product breakdown on right side.

NOTE: Continues on next page section 27.1 (page 72).

Other POS	Headline Size	Product Info Size	Product Info Breakdown Size	Secondary Headline Size	Number Size
Product information 915 x 1830 mm	111 pt	61 pt	55 pt	55 pt	55 pt
Info and image/illustration 915 x 1830 mm	111 pt	N/A	73 pt	73 pt	105 pt



Product Information



Info and image/illustrations

27 OTHER POS
27.1 Product information and information with images/illustrations – rules and implementations



The logo, headline and SAK signature are all fixed in sizes and position. All other information is dependant on what needs to be included and should only be seen as indicative guidance, unless those exact layouts are being created. However, these 2 layouts can offer some guidance to compositional rules.

Product Information 1 1/2 C

VICTORINOX

NAVIGATE WITH TRAVEL-TESTED PERFORMANCE

Each Lexicon™ design endures as many as 30 rigorous tests simulating the most extreme conditions. Going beyond the lab, these bags have traveled the world over with our development teams – from the cobblestone streets of Lisbon to the pedestrian packed walkways of Hong Kong. It's what you expect from Victorinox.

1. CONSTRUCTION

- Contains a more substantial framing system than other bags in this class, delivering superior protection.
- Proprietary FourMax ballistic nylon is highly resistant to abrasion and tears.
- Corner guards protect the areas most prone to impact.

2. CONVENIENCE

- Three-step aircraft grade aluminum handle adjusts to accommodate travelers of various heights.
- Padded laptop and tablet protection in the carry-ons.
- Removable full suiter can be used with or without the upright.

3. CAPACITY

- up to 25% more packing space than other bags in it's class.
- 2" (5cm) zippered expansion provides 25% extra capacity (unzipped).

COMMON CARRIER COVERAGE

- Backed by a lifetime warranty that even covers damage caused by planes, trains, taxis and other common carriers.*

1. 1/2 C
C
C
1/2 C
1/2 C
1/2 C
1/2 C
1/2 C
C
C

MAKERS OF THE ORIGINAL SWISS ARMY KNIFE • ESTABLISHED 1884

Information and images/illustrations 1 1/2 C

PACKS MORE WEIGHS LESS

VICTORINOX

WERKS TRAVELLER™ 5.0
5 PACKING SOLUTIONS, UNLIMITED POSSIBILITIES.

- 1 Pack more divider
- 2 X-shaped Compression strap
- 3 Removable suiter
- 4 Zippered expansion (5cm extra space)
- 5 Attach-a-bag strap

1/2 C
1/2 C
1/2 C
1/2 C
1/2 C
1/2 C
1/2 C
1/2 C
C
C

MAKERS OF THE ORIGINAL SWISS ARMY KNIFE • ESTABLISHED 1884

27 OTHER POS
27.2 General promotion

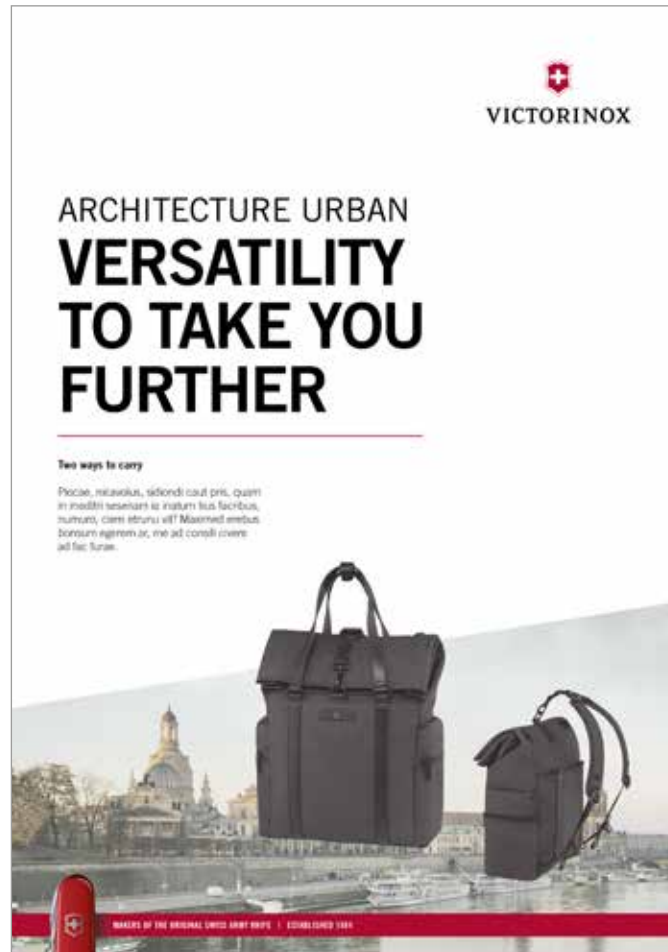


- To create a clear visual hierarchy the copy to product hierarchy can be reversed. Below middle and right the white copy splinter sits at the top displaying a large promotional message, while the product splinter is below at a smaller size, supporting the copy.
- Avoid equal sized copy and product to create a clear message.
- Use Victorinox red for Sales and General Promotion titles.
- Product name in captials and placed above Sales or Promotion title.
- Sentence case for promotion information.

NOTE: Approval made for General Promotion by Global Brand. Contact details in section 7.1 (page 23).

Continues on next page.

Other POS	Headline Size	Product Name Size	Body Copy Size	Sub Heading Size	Secondary Copy Size
General Promotion DIN A 4 portrait	56 pt	29 pt	10 pt	10 pt	N/A



27 OTHER POS

27.2 General promotion – rules and implementations



NOTE: The image height or product placement can shift between 4-7 X, depending on the product cut outs. As a general rule the product cut outs should overlap with at least 4 X.



27 OTHER POS
27.3 Promotional message



- To create a clear visual hierarchy the copy to product hierarchy can be reversed. Below middle and right the white copy splinter sits at the top displaying a large promotional message, while the product splinter is below at a smaller size, supporting the copy.
- Avoid equal sized copy and product to create a clear message.
- Use captials for promotional title and product name.
- Copy to be black for promotional message.
- Red Copy used for Sales and General Promotion titles.

NOTE: Approval made for General Promotion by Global Brand. Contact details are in section 7.1 (page 23).

Other POS	Headline Size	Product Name Size	Body Copy Size	Sub Heading Size	Secondary Copy Size
Promotional Message DIN A 4 portrait	56 pt	N/A	10 pt	29 pt	9 pt





NOTE: The image height or product placement can shift between 4-7 X, depending on the product cut outs. As a general rule the product cut outs should overlap with at least 4 X.



28 ONLINE
28.1 Horizontal web banner



On limited space applications like web banners, the SAK Signature does not appear.

- Victorinox logo to be placed right side of banner with (10%) black color splinter. Background image placed in the middle of the banner. White splinter with product name as the left side of banner.
- Product cut outs to be over lapping background image and white splinter.
- Product name should be above product information. Extra logos or digital buttons placed below stroke.
- Splinter angle on horizontal web banner should be 70 degrees.
- The black stroke can be added to the banner if needed.
- A border can be added around the banner when seen on white background.

NOTE: Please refer to section 28.1 (page 78) for further guidance on rules and positioning.

Web banner size	Product name Size	Headline Size	Secondary headline Size	Button title Size	Red stroke thickness	Black stroke thickness
970 x 250 px	10 pt	20 pt	7 pt	7 pt	0.75 pt	0.20 pt

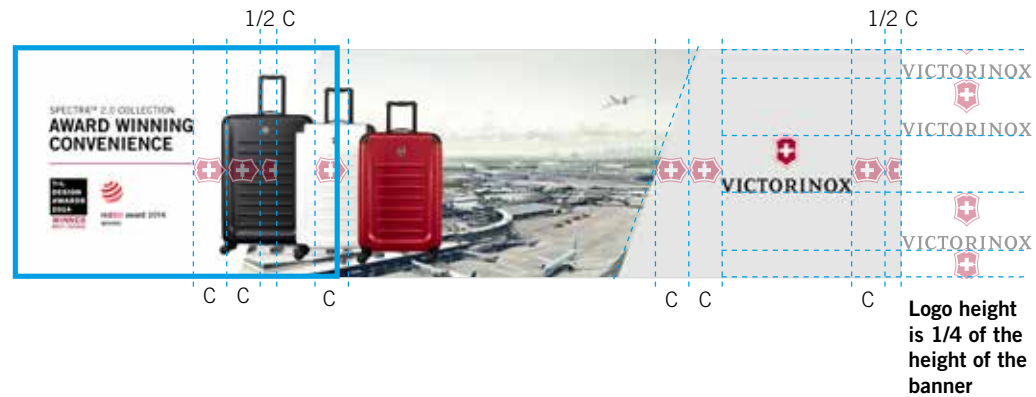




Showing the rule about positioning of copy for title and product, and all distances based on the Cross&Shield.

Victorinox red stroke applied horizontally.

- Extra logos below of stroke.
- Product name and promotional title above red stroke.
- External logos below the red stroke.
- Titles and product names are always in upper case with the same point size as leading.
- The product name is always half the size of the title.
- Leading is half the size of the font size.
- Space between product name and headline should be the same as leading in the headline.
- On the web banner the red stroke goes as far as the furthest element for example the headline or logos.
- The stroke within the text area will only use Victorinox Red.
- A border can be added around the banner when seen on white background.



28 ONLINE
28.2 Skyscraper



- On limited space applications like online skyscraper, the SAK Signature does not appear.
- Victorinox logo to placed top of skyscraper with (10%) black color splinter. Background image placed in the middle of banner. White splinter with product name on the bottom section of the banner.
- Product cut outs to be over lapping background image and white splinter.
- Product name should be above product information. Extra logos or digital buttons placed below red stroke.
- The black stroke can be added to the banner if needed.

NOTE: Please refer to section 28.2 (page 80) for further guidance on rules and positioning.

Web banner size	Product name Size	Headline Size	Button title Size	Red stroke thickness	Black stroke thickness
160 x 600 px	7.5pt	15 pt	7.5 pt	0.75 pt	0.15 pt





Showing the rule about positioning of copy for title and product, and all distances based on the Cross&Shield.

- Victorinox red stroke applied horizontally.
- Extra logos below of stroke.
- Product name and promotional title above red stroke.
- External logos below the red stroke.
- Titles and product names are always in upper case with the same point size as leading.
- The Product name is always half the size of the title.
- Leading is half the size of the font size.
- Space between product name and headline should be the same as leading in the headline.
- On the skyscraper it spans the whole way across to the brand guideline point.
- The stroke within the text area will only use Victorinox Red.



28 ONLINE
28.3 Extreme web formats



- On limited space applications like web banners, the signature stripe does not appear.
- No other copy than product name should be used on extreme formats, this is due to legibility.
- Victorinox logo to placed right side of banner with (10%) black color splinter. Background image placed in the middle of banner. White splinter with product name as the left side of the banner.
- Product cut outs to be over lapping background image and white splinter.

NOTE: Please refer to section 28.3 (page 82) for further guidance on rules and positioning. Continues on next page.



Dimensions: 120 x 600 px

Web banner sizes	Product name - Size
120 x 600 px	14 pt
468 x 60	18 pt



Dimensions: 468 x 60 px



Showing the rule about product name, and all distances based on the Cross&Shield.

Portrait

- Logo width is 2/3 of the banner.
- The product name should be centred between the product cut-out and bottom of the format.

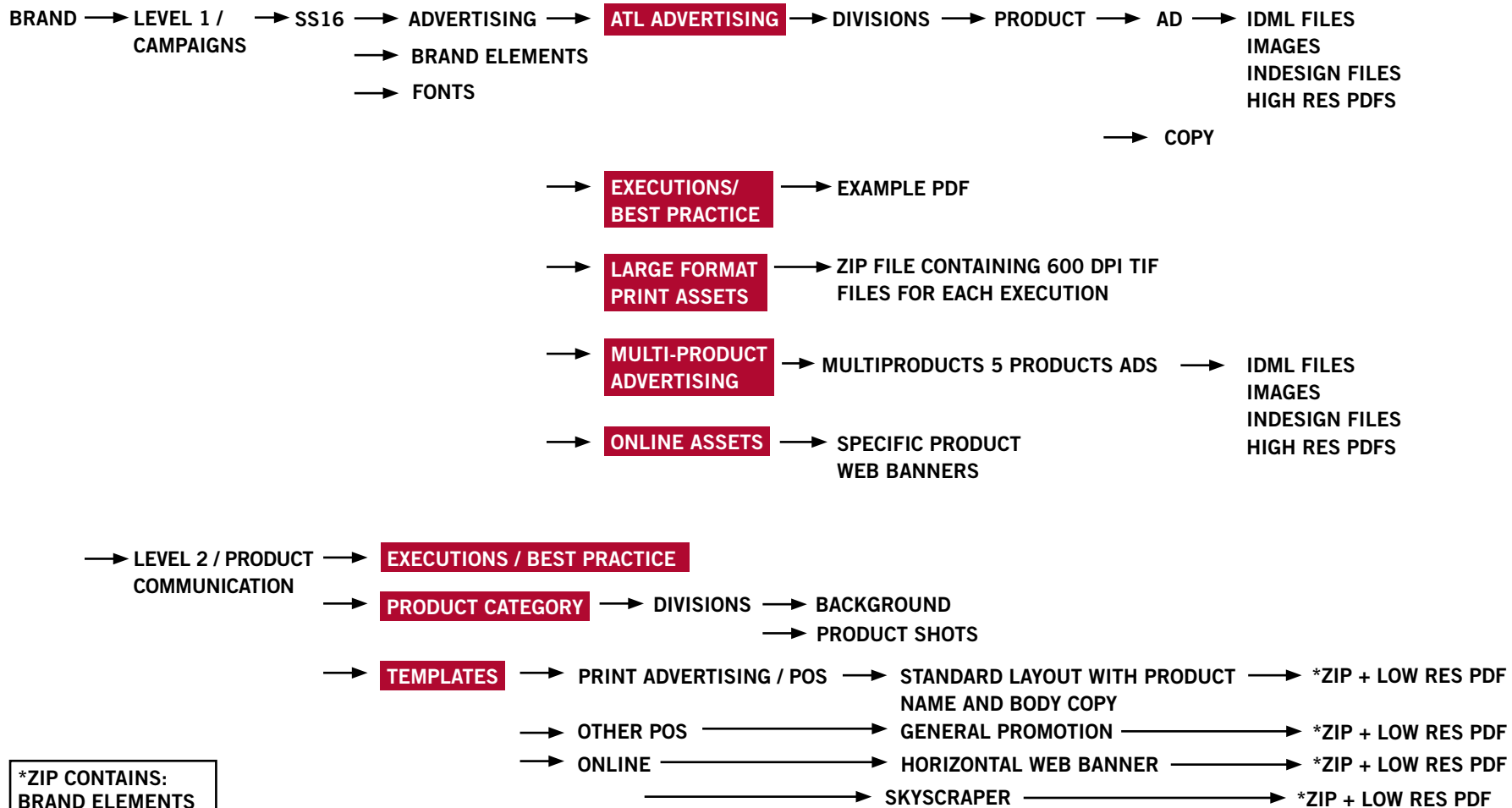
Landscape

- Logo width is 1/2 of the banner.
- The product name sits 1 Cross&Shields from the left hand edge.
- The distance between the product name and the product cut outs/ background image is variable between 1 to 5 Cross&Shields, depending on the length of the product name.



29 VICTORINOX MEDIA CENTRE

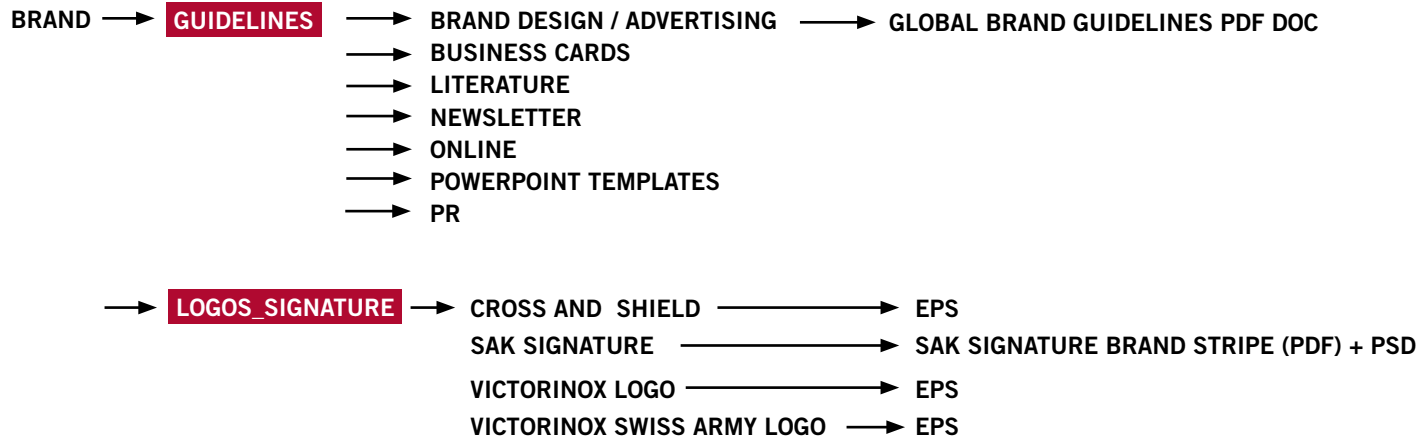
29.1 Breakdown of media centre contents



*ZIP CONTAINS:
 BRAND ELEMENTS
 FONTS
 HR PDF
 IDML
 INDESIGN
 LINKS

29 VICTORINOX MEDIA CENTRE

29.1 Breakdown of media centre contents





Terminology

The terms for Victorinox product categories are binding in these languages.

Before translating into other languages, check whether the version in US English can be used. The US English version is generally used at group level.

Victorinox in written copy

The names Victorinox or Victorinox Swiss Army are always written in capital and small letters and formatted according to the rest of the copy.

German	English (USA)	English (UK)	French	Spanish
Schweizer Taschenmesser	Swiss Army Knives	Swiss Army Knives	Couteaux suisses	Navajas suizas
Haushalt- und Berufsmesser	Cutlery Household and Professional Knives	Kitchen Knives Household and Professional Knives	Coutellerie	Cuchillería
Uhren	Watches	Watches	Montres	Relojes
Reisegepäck	Travel Gear	Travel Gear	Bagages	Equipaje
Bekleidung	Apparel	Apparel	Mode	Moda
Parfum	Fragrances	Fragrances	Parfums	Fragancias

31 LOGO FILES

31.1 Coding



The coding of the logo print files

The coding embedded in the file names for the logos contains all of the relevant information for reproduction. This makes it easy to find the right one and assign it correctly at all times.

The adjacent coding key applies to all logo versions.

Program note

The logo eps files were created in Adobe Illustrator CS3.

Availability

All of the logos on the following pages are available in the Victorinox database in the Brand Design directory. They are not all visible to every user. In general, special versions are only visible to certain user groups.

If you are not able to find a desired logo version in the database, please contact the marketing department of your product division.

VX_withOut_Z_b_4cCMU.eps

File format:

eps: Adobe Illustrator CS3

Print colors / application instructions:

1cb: one-color black

1cw: one-color white

1c201CMU: 1-color red: Pantone® 201 C/M/U for coated, matt-coated and non-coated paper

1c877CMU: 1-color silver: Pantone® 877 C/M/U for coated, matt-coated and non-coated paper

2c201CMU: 2-color black-red: Pantone® 201 C/M/U for coated, matt-coated and non-coated paper

4cCMU: 4-color CMYK for coated, matt-coated and non-coated paper

Logotype:

b: black for bright backgrounds

w: white for dark and red backgrounds

s: silver for various backgrounds

Version:

Z: standard version, centered

H: special version, horizontal (for exceptional cases)

Cross&Shield depiction:

withOut: with outline

noOut: without outline

stencil: stencil/outline

Name:

CS: Cross&Shield

VX: Victorinox Logo































VSA: Victorinox Swiss Army Logo

31 LOGO FILES

31.2 Red and Black (standard)



STANDARD VERSION FOR PRINT

4-COLOR / CMYK	1-COLOR	1-COLOR	4-COLOR / CMYK	1-COLOR	1-COLOR
<p>Print files: Cross&Shield with outline</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Code: CS_withOut_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1cb.eps</p> </div> </div>			<p>Print files: Cross&Shield with outline</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>Code: CS_withOut_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>Code: CS_withOut_1cb.eps</p> </div> </div>		
<p>Print files: Victorinox Logo / with outline / centered (standard version) with black logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_b_2c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_b_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_b_2c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_b_1cb.eps</p> </div> </div>			<p>Print files: Victorinox Logo / with outline / centered (standard version) with white logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_w_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_w_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_w_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_Z_w_1cb.eps</p> </div> </div>		
<p>Print files: Victorinox Logo / with outline / horizontal (special version for exceptional cases) with black logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_b_2c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_b_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_b_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_b_2c201CU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_b_1cb.eps</p> </div> </div>			<p>Print files: Victorinox Logo / with outline / horizontal (special version for exceptional cases) with white logotype</p> <div style="display: flex; justify-content: space-around;"> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_w_4cCMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_H_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX</p> <p>Code: VX_withOut_Z_w_1cb.eps</p> </div> </div> <div style="display: flex; justify-content: space-around; margin-top: 20px;"> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_w_4cCU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_w_1c201CMU.eps</p> </div> <div style="text-align: center;">  <p>VICTORINOX SWISS ARMY</p> <p>Code: VSA_withOut_H_w_1cb.eps</p> </div> </div>		

31 LOGO FILES

31.3 SAK signature: knife image



ONLY FOR USE IN THE SAK SIGNATURE

4-COLOR / CMYK

Black and white

Coated

Coated



Code: VX_SAK_Knif_4cC.psd



Code: VX_SAK_Knif_1cbC.psd

Uncoated

Uncoated



Code: VX_SAK_Knif_4cU.psd



Code: VX_SAK_Knif_1cbU.psd

Newspaper











Code: VX_SAK_Knif_4cN.psd







31 LOGO FILES

31.4 Stencil (materializations only)



1-COLOR	1-COLOR	1-COLOR
Print files: Cross&Shield / stencil / black/white/silver		
		
Code: CS_stencil_1cb.eps	Code: CS_stencil_1cw.eps	Code: CAS_stencil_1c877CMU.eps

Print files: Victorinox Logo / stencil / centered (standard version) with black/white/silver logotype		
		
Code: VX_stencil_Z_b_1cb.eps	Code: VX_stencil_Z_w_1cw.eps	Code: VX_stencil_Z_s_1c877CMU.eps
		
Code: VSA_stencil_Z_b_1cb.eps	Code: VSA_stencil_Z_w_1cw.eps	Code: VSA_stencil_Z_s_1c877CMU.eps

Print files: Victorinox Logo / stencil / horizontal (special version) with black/white/silver logotype		
		
Code: VX_stencil_H_b_1cb.eps	Code: VX_stencil_H_w_1cw.eps	Code: VX_stencil_H_s_1c877CMU.eps
		
Code: VSA_stencil_H_b_1cb.eps	Code: VSA_stencil_H_w_1cw.eps	Code: VSA_stencil_H_s_1c877CMU.eps

31 LOGO FILES

31.5 Tonal: positive and negative



1-COLOR	2-COLOR	1-COLOR	2-COLOR
 <p>Code: CS_Tonal_pos_1cb.eps</p>	 <p>Code: CS_Tonal_pos_2c877CMU.eps</p>	 <p>Code: CS_Tonal_neg_1cb.eps</p>	 <p>Code: CS_Tonal_neg_2c877CMU.eps</p>
 <p>VICTORINOX</p> <p>Code: VX_Tonal_Z_pos_1cb.eps</p>	 <p>VICTORINOX</p> <p>Code: VX_Tonal_Z_pos_2c877CMU.eps</p>	 <p>VICTORINOX</p> <p>Code: VX_Tonal_Z_neg_1cb.eps</p>	 <p>VICTORINOX</p> <p>Code: VX_Tonal_Z_neg_2c877CMU.eps</p>