

Style guide: Mission statement

Design guidelines for key visuals and sample applications



thyssenkrupp

Our mission statement

Our mission statement defines our values. It formulates our standards, outlines what is important to us, and expresses how we wish to interact with each other. We communicate using a standardized visual style in order to illuminate what activities are consistent with our mission statement. The central element is the 'we' signet, but the following elements all represent the mission statement on different levels: the 'we' signet, the slogan 'we are thyssenkrupp,' the four watchwords describing our mission statement, and the mission statement text.

The following style guide describes the basic requirements that need to be met when using the mission statement elements and provides concrete sample applications. Templates are available for download in the brandfactory.

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 [Link for the brandfactory](http://brandfactory.tk.tknnet.thyssenkrupp.com/en/konzernleitbild.html)
<http://brandfactory.tk.tknnet.thyssenkrupp.com/en/konzernleitbild.html>

Contact persons

If you have questions regarding design or have any feedback, please contact the following persons:

Jürgen Wöhrmann
Tel.: +49 201 8445 36062
juergen.woehrmann@thyssenkrupp.com

Nina Wilke
Tel.: +49 201 8445 68547
nina.wilke@thyssenkrupp.com

General information

'we' signet



The font, shape, and spacing are specified. You may alter the overall size of the 'we' signet.

Negative (signet is laid onto a blue banner):
Background color: white;
Font color: tk_brand_blue.

Positive: (signet is laid onto a white banner or image):
Background color: tk_brand_blue;
Font color: white.

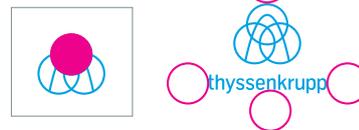
The 'we' is always written in English.

Size and protected area



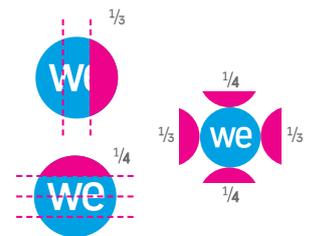
Size of the 'we' signet

The size of the 'we' signet should be equal to the size of the 'tk' logo. The circle around the 'we' signet should be exactly the same size as the graphic element of the 'tk' logo.



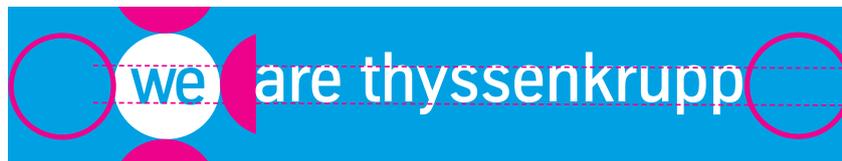
Protected area

The protected area around the 'tk' logo is specified and should be the width of a circle's diameter around the logo.



The protected area around the 'we' signet should have the following widths: one third of the signet circle's diameter on both sides of the signet, a quarter of the diameter above and below the signet.

Banner and slogan



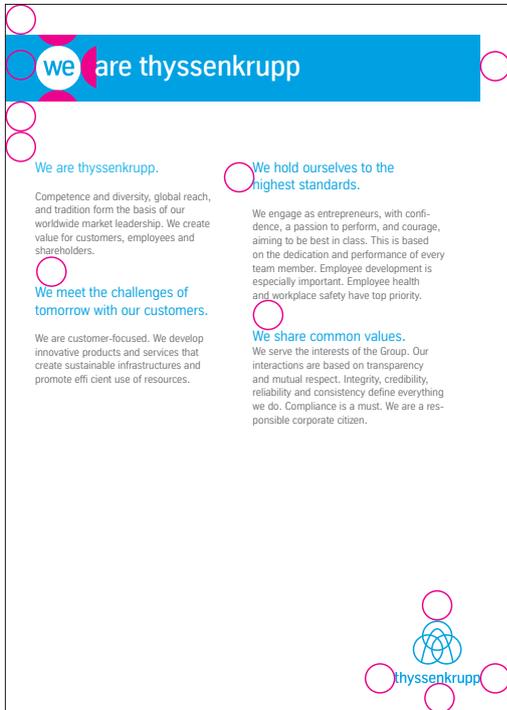
The font size for 'are thyssenkrupp' should be the same as the font size of 'we' in the signet. The slogan should always be written in English.

Poster

 Print templates and templates are available in the brandfactory.

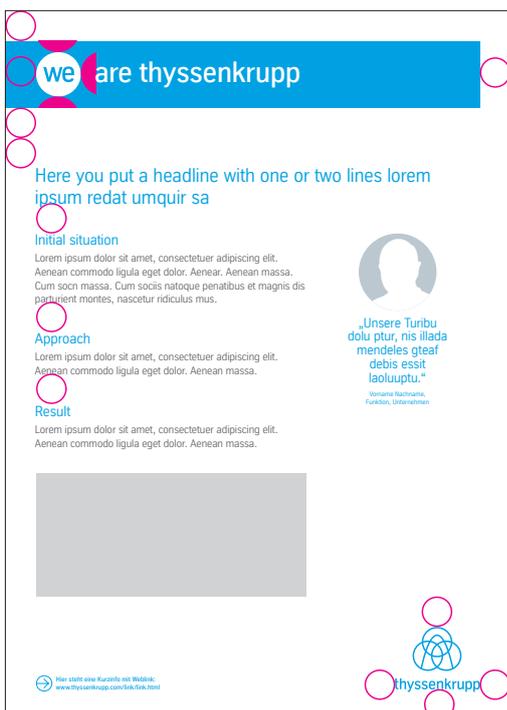
Poster with mission statement text – may not be altered

The mission statement poster contains the mission statement text. We use the poster to display our mission statement in prominent areas of our companies. The poster may not be altered.



Application poster – you may alter the middle section

The application poster displays information about projects that are closely linked to the mission statement. This way, we communicate how we put our values into practice. The posters serve as notices in our various company locations. We also use them for exhibitions and gallery walks. You are free to design the middle section of the poster as you wish.



The position, width, and height of the banners containing the slogan are specified and should match the mission statement poster. The headline can run for a maximum of two lines. You are free to design the middle section as you wish.

You must adhere to the following specifications:

Headlines: tk_brand_blue

Text: 70% black (you may also use tk_brand_blue in special cases)

The font size for headlines in posters should be between 24 pt and 42 pt in the DIN A3 format.

The font size of the body text in posters must be between 18 pt and 22 pt in the DIN A3 format.

PowerPoint

Print templates and templates are available in the brandfactory.

The PowerPoint presentation for the mission statement is used for discussing content that is related to the mission statement. For example, the content could contain information about the mission statement process or projects and initiatives that show the mission statement being put into action. You can always use the 'we' signet whenever you are visually presenting something related to our mission statement or our values.

Title

Mission statement banner is a recurring element. Title (without banner) comes below, followed by information regarding Junior Manager, location, and date if necessary.

Banner color: tk_brand_blue;
Font color: white

Font and size of headline: see Group's PowerPoint guidelines

Logo and claim
Color: tk_brand_blue; Font size of claim is identical to logo font.

Background: white

Design sample: title in 4:3

Interior part

Headline max. two lines in 22 pt tk Brand Blue
(Subline one line 18 pt grey)

- This is random text to show how text could look like here. This is still random text to show how text could look like here.
- Style guide und examples can be found here:
 - see „my templates“
 - brandfactory or worknet
 - ...

Optional: thyssenkrupp + BA = weitere zusätzliche Managementstruktur (keine Legal Entity). Wenn nicht benötigt, dann über die 1. Masterfolie löscht
1 | Uhrzeit/Datum | Präsentationstitel | Name (wie gewohnt über die 1. Masterfolie ändern)

Place the 'we' signet in the upper right corner.

The size of the 'we' signet should be equal to the size of the 'tk' logo. The circle around the 'we' signet should be exactly the same size as the graphic element of the 'tk' logo.

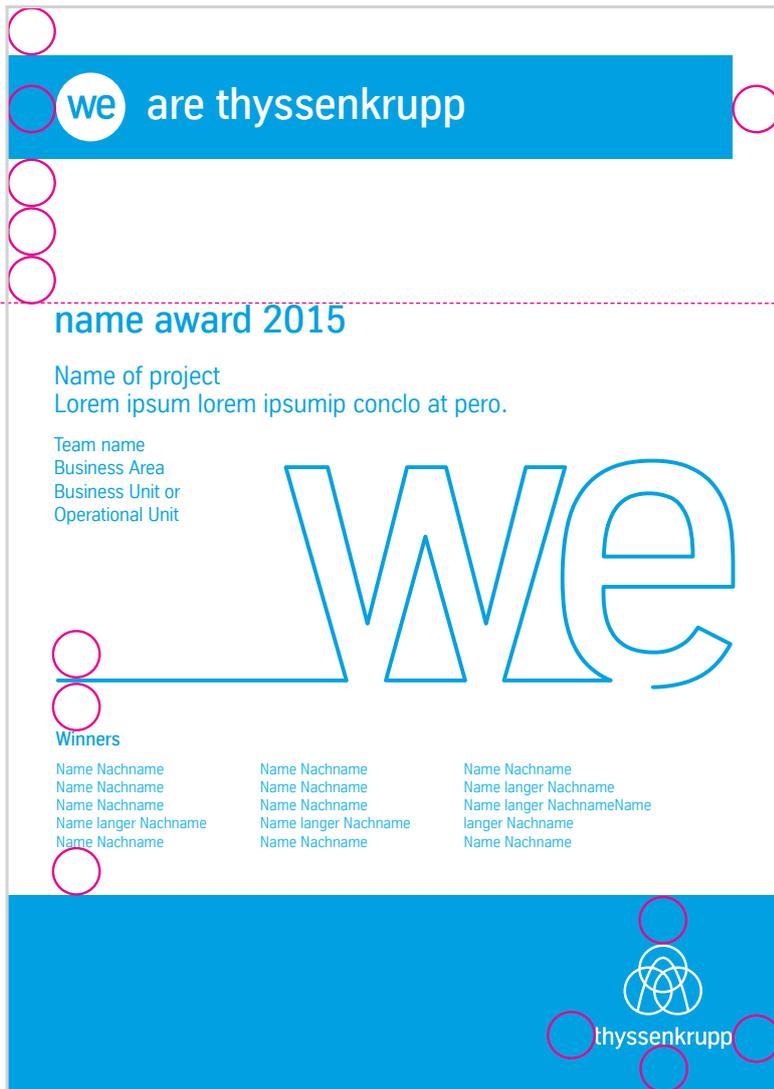
Certificates

Print templates and templates are available in the brandfactory.

Every year we present 'we' awards to teams whose projects have adhered to, represented, and promoted our mission statement. The following certificates are awarded to recognize the teams' dedication. The awards designating first, second, and third places should be handed out exclusively for the purpose stated on them. In addition to the 'we' awards, we give out certificates to recognize projects that demonstrate the ethos of the mission statement. In such cases, the 'we' signet should be used instead of the number placements.

Adaptable certificates

Format: 210 x 297 mm



The header consists of a blue mission statement banner with the 'we' signet and the words 'are thyssenkrupp.' The sizes and positions are specified and scaled to match the protected area around the logo.

Banner: tk_brand_blue
C= 100 M= 10 Y= 0 K= 0

The graphic element is a fixed part of the template. You may change the texts.

Font: tk Type Regular

Font:
Project title: 20 pt
Team name: 15 pt
Winner headline: 15 pt
Name of the winner: 12

Color: tk_brand_blue

The footer consists of a blue background and the logo. You may not alter the footer and it is a fixed part of the template. It is possible to integrate signatures into the template.

'we' award certificates – do not adapt



'we' point

The 'we' point serves two purposes. It contains the mission statement text or the headings of the mission statement and is displayed at prominent places in our company locations. The 'we' point without the mission statement text serves as a notice board for displaying information about the mission statement in our various locations. These 'we' points then provide a space for hanging up wall newspapers. We can provide the 'we' points centrally, or you can produce them directly on location. You can find all the information in the brandfactory.

Version 1

Format: 2200 x 2200 mm

The header consists of the banner with the slogan and may not be altered.

Banner: tk_brand_blue
Font size: 277 pt

Headlines: 190 pt; Line spacing 210 pt;
Color: tk_brand_blue

Text: 110 pt;
Line spacing 46 pt;
Color: black 70%

The logo is always placed on the lower right side.

Logo: tk_brand_blue

Version 2

Format: 1200 x 2200 mm

The header consists of the blue banner with the slogan and should stay fixed as shown.

Banner: tk_brand_blue
Font size: 277 pt

Headlines: 190 pt,
Line spacing 210 pt;
Color: tk_brand_blue or black 70%