

Preface

With its Corporate Identity, Karma creates a market presence that is uniform world-wide, clearly recognisable and unmistakable. The visual elements of the Corporate Identity are contained in this manual.

The uniform utilisation of logos, fonts, formats and proportions allows all Karma Distribution branches to clearly appear as components of our world-wide organisation – an important element for market success.

It is therefore imperative that the guidelines defined here are exactly complied with.

In this Corporate Identity Manual you will find a CD for PC and Mac with all the necessary information and documents.

If you have any questions, our MarCom department will be pleased to give you further information.

Use of logo colours



The logo consists of a combination of the word and image trademark (3D button), which normally form a single unit.

Whenever possible, the logo is used in two colours: full tone black and Pantone yellow C.

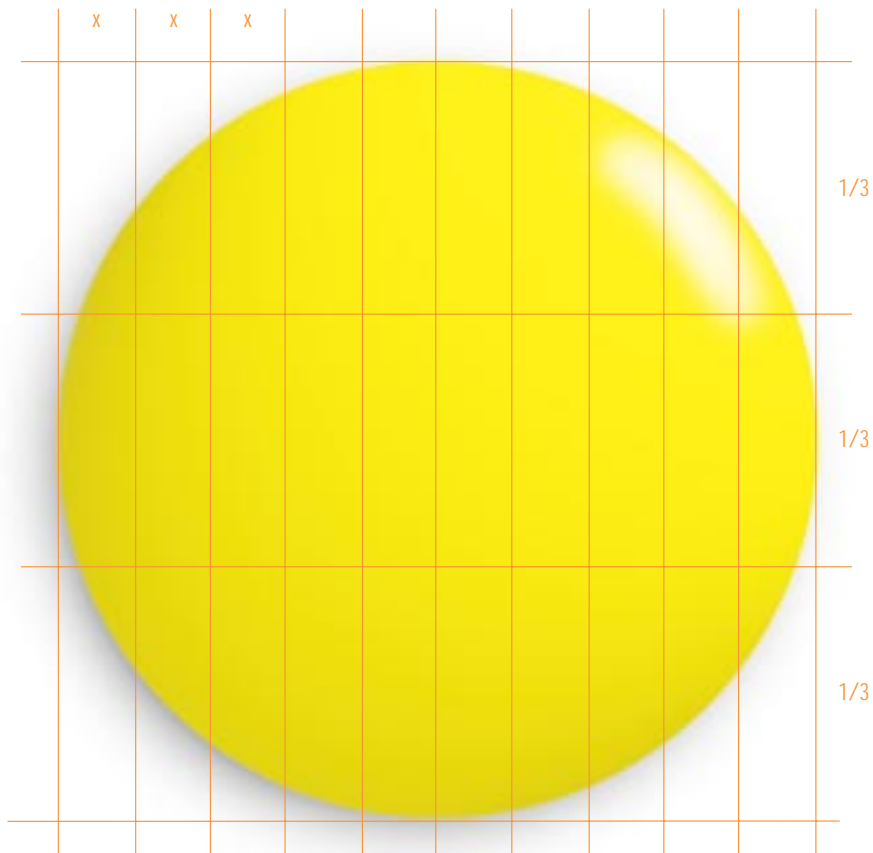
Changes to the colours and the shape are not permitted.

In case of production or financial limitations, the logo can also be used in the single colour black halftone.

The black/white line original may only be used as an exception, e.g., for faxes. Whenever possible, however, the halftone version must be used.



Logo dimensions



The detailed relative measurements given here do not authorise own-designs of the Karma logo.

The design information is given to ensure the correct proportioning of the logo, even for large dimensions, for example, lettering on buildings and in exhibition stand design.

Font (Karma): Futura Condensed Bold
 Font size: 74 points
 Colour: black

Font (Distribution): Futura Condensed Light
 Font size: 37 points
 Colour: black

The company name "Karma" is always to be twice as large as the additional designation "Distribution".

Standard logo sizes

A) \varnothing 27 mm



B) \varnothing 18 mm



C) \varnothing 40 mm



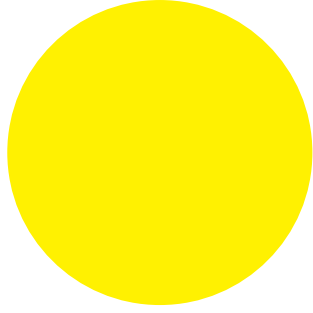
In order not to have a confusing number of logo sizes for printed matter, the three standard sizes are compulsory.

- A) \varnothing 27 mm
for letters in general (letter sheets, envelopes),
and brochures / advertisements
- B) \varnothing 18 mm
for visiting (business) cards
- C) \varnothing 40 mm
for portfolios and files

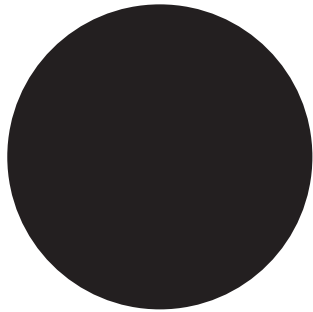
For larger formats, the size of the logo will be increased proportionally

Logo colours

Pantone Yellow C



Black



The logo colours are yellow and black.

Yellow:
Pantone: Pantone Yellow C
Euro-scale: 0% C, 0% M, 100% yellow, 0% K
HKS: 2n

Transparencies
3M Scotch: 100-385

Typographic printed matter and business papers

Futura Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

In the design of printed matter, we are limiting ourselves exclusively to the Futura Condensed font (typeface). The font can be screened, positive and negative, and can be used in various sizes. Coloured fonts are also possible.

The following fonts will be used

Futura Condensed Light
Futura Condensed
Futura Condensed Bold
Futura Condensed Extra Bold

Futura Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

VWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

Futura Condensed

Extra Bold

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

abcdefghijklmnopqrst

uvwxyz 1234567890

Tahoma Normal

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

abcdefghijklmnopqrstuv

wxyz 1234567890

Tahoma Fett

ABCDEFGHIJKLMN

OPQRSTUVWXYZ

abcdefghijklmnopq

rstuvwxyz

1234567890

For business correspondence, only the Tahoma PC font will be used, in the following types:

Tahoma Normal
Tahoma Bold
Tahoma Italic

Tahoma Kursiv

ABCDEFGHIJKLMNO P Q

RSTUVWXYZ

abcdefghijklmnopqrstuv

wxyz 1234567890

Writing paper (letter paper)

KARMA
DISTRIBUTION

Sample AG
Department Sample
Mr. A. Sample
Sample Street 100
0000 Sample

Hünenberg, 00.00.2000

Sample Text

Dear Mr. Sample

What you are now reading is an example of the new business stationery. It has been designed so that, thanks to a pre-printed basic form, it can be adapted to any application (e.g., letters, memoranda, messages) with a minimum of effort.

What you are now reading is an example of the new business stationery. It has been designed so that, thanks to a pre-printed basic form, it can be adapted to any application (e.g., letters, memoranda, messages) with a minimum of effort.

Yours sincerely
Karma Components


 Marc Sample
 Title/Function


 Peter Sample
 Title/Function

KARMA Components GmbH, Bösch 83, 6331 Hünenberg (Switzerland), Telefon 041 785 11 11, Fax 041 785 11 00, www.karma.ch
 Credit Suisse, Zug, PC 30-3200-1, Clearing-Nr. 4823, CHF 856477-71, USD 856477-72

The logo and the address lines will be pre-printed. Other additional information can be integrated into the above layout, such as:

- Direct telephone and fax number or description of function
- Page numbering

Format: 210 x 297 mm

Logo size: A

Address lines
 Font: Tahoma Normal
 Font size: 11 points
 Line spacing: automatic
 Colour: black

Concerning line
 Font: Tahoma Bold
 Font size: 11 points
 Line spacing: automatic
 Colour: black

Letter text
 Font: Tahoma Normal
 Font size: 11 points
 Line spacing: automatic
 Colour: black

Address lines
 Font: Futura Condensed
 Font size: 9 points
 Line spacing: 170 % / 15.3 points
 Colour: black

Font: Futura Condensed
 Font size: 7 points
 Line spacing: 170 % / 15.3 points
 Colour: black

X marks the place for the page number
 Font: Tahoma Normal
 Font size: 9 points

Accompanying card / Visiting card (business card)

20 10 0 0


for comments
 for checking
 for signature
 for your information
 as agreed (by tel.)
 returned with thanks
 Enclosures
 please call
 please return

Date Yours sincerely

KARMA Components GmbH, Bosch 83, 6331 Hünenberg (Switzerland)
 Telefon 041 785 11 11, Fax 041 785 11 00, www.karma.ch

10 0 0

< 10 >



Accompanying card

Format: 210 x 105 mm

Logo size: A


List

Font: Futura Condensed
 Font size: 9 points
 Line spacing: 165 % / 14.8 points
 Colour: black

Address lines

Font: Futura Condensed
 Font size: 9 points
 Line spacing: 120 % / 10.8 points
 Colour: black

0 5 5 0 0 0



Thomas Sample
 Purchasing Manager

KARMA Components GmbH
 Bösch 83, 6331 Hünenberg (Switzerland)

Telefon +41 (0)41 785 11 11
 Direct +41 (0)41 785 11 12
 Mobile +41 (0)79 123 45 67
 Fax +41 (0)41 785 11 00
 e-mail xy@karma.ch

42 5 0 0

Visiting card (business card)

Format: 55 x 85 mm

Logo size: B

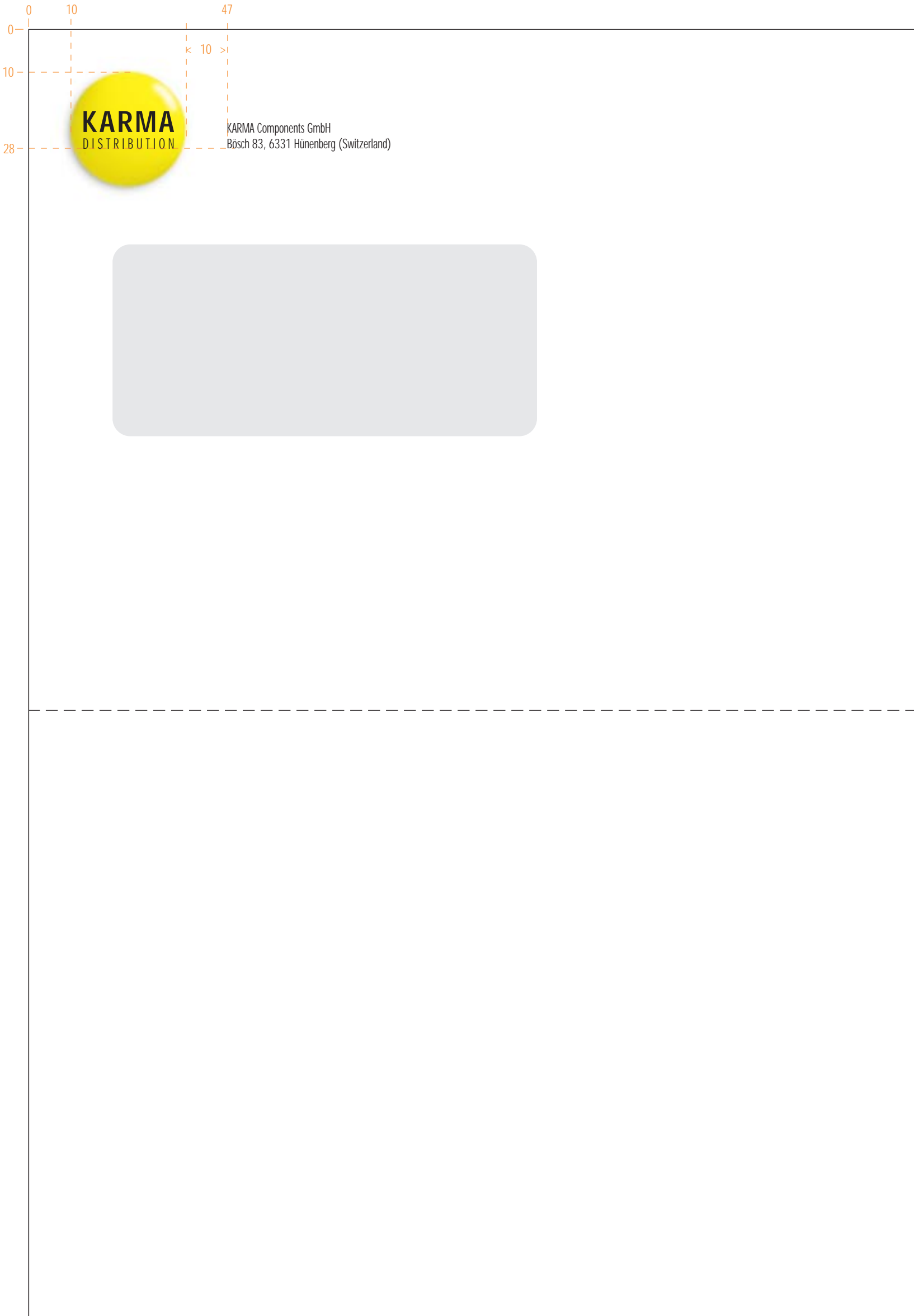
Name

Font: Futura Condensed Bold
 Font size: 9 points
 Line spacing: 120 % / 10.8 points
 Colour: black

Function, address, telephone, Fax, E-mail

Font: Futura Condensed
 Font size: 9 points
 Line spacing: 120 % / 10.8 points
 Colour: black

Envelopes



Envelope sizes with or without window:

Format: C5, C4 and B4

Logo size: A

Font: Futura Condensed

Font size: 9 points

Line spacing: 120 % / 10.8 point

Colour: black

Production material

On the CD you will find the Karma logo in the three standard sizes (Mac and PC formatted) as well as the Corporate Identity Manual in digital form.

Reproduction master