



Branding Guidelines

V 4.2

06 / 2024

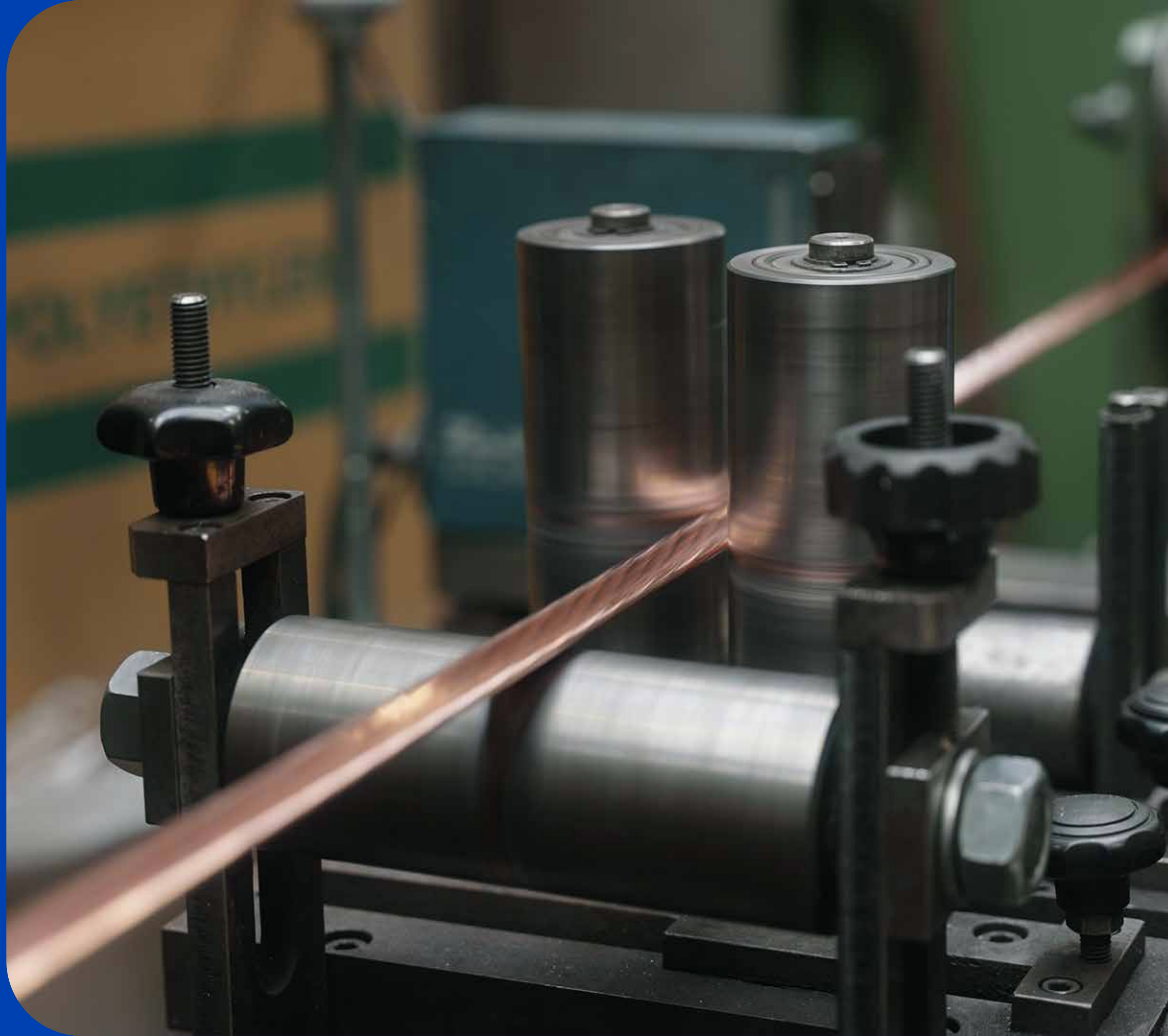


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SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat



1 About SKB Group



SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat

ABOUT SKB GROUP

The SKB Group has been producing and distributing electrical cables for more than 130 years. In all this time, we have served customers in the energy supply, wholesale, electrical engineering wholesale, electrical plant construction, railroad and industrial sectors with a versatile and proven product range.

Today, our products are even more crucial, as they will be the key success factor for the sustainable electrical future of our continent.



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2

Design Elements



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DESIGN ELEMENTS

Overview

Logos



Typography

Aa

Colors



Key Visual



Aa





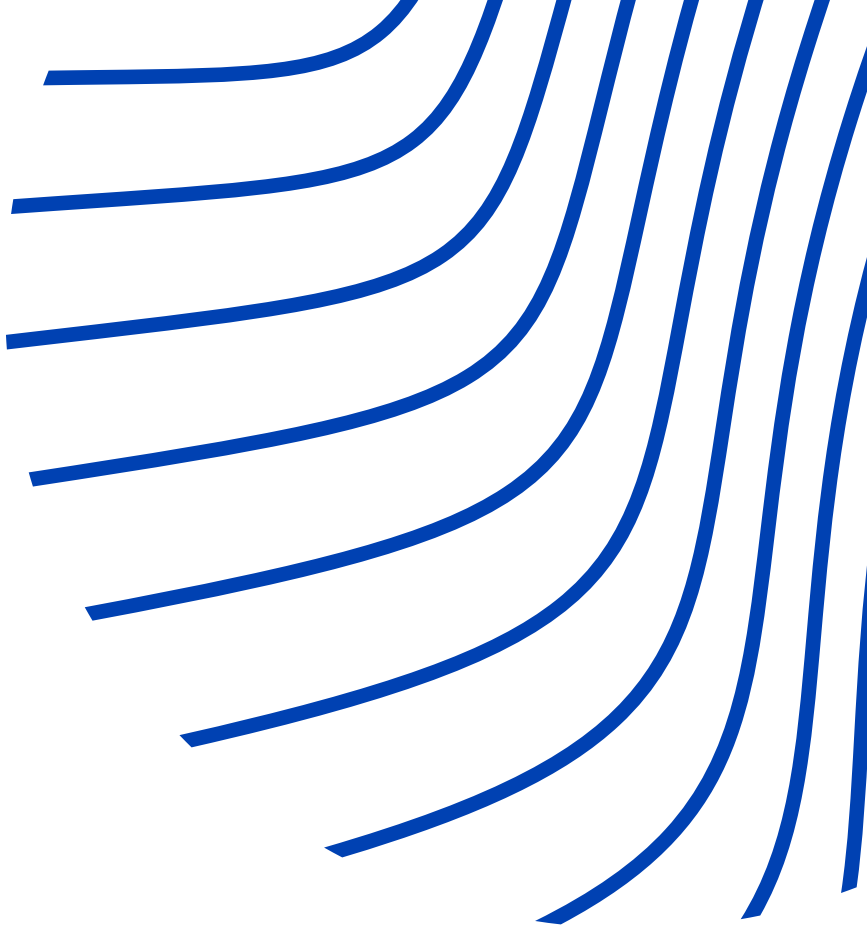
SKB Industrieholding GmbH
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2.1 Logos



SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat



LOGOS

Our Logos



Group



Schwechater
Kabelwerke



Industrial
Cables Slovakia



Prakab Pražská
Kabelovna



Interkabel
Kyiv



Group



Schwechater
Kabelwerke



Industrial
Cables Slovakia



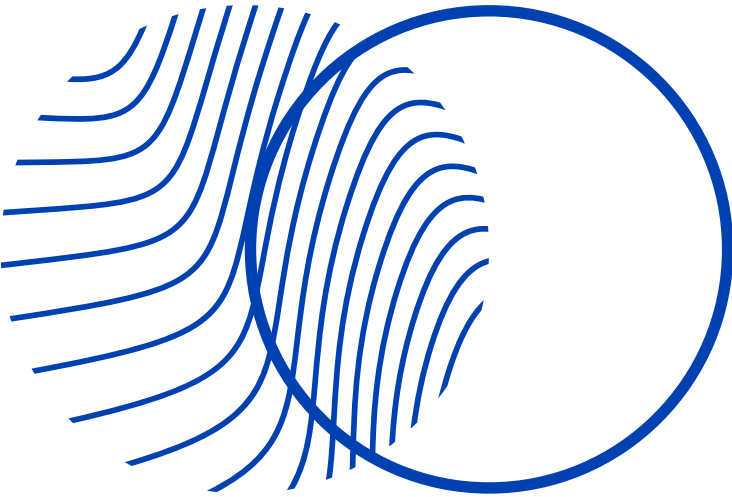
Prakab Pražská
Kabelovna



Interkabel
Kyiv



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LOGOS

Variants & Additions

SKB Logo



Standard logo – combination mark – horizontal alignment



Schwechater
Kabelwerke



Industrial
Cables Slovakia



Prakab Pražská
Kabelovna



Interkabel
Kyiv

Alternative logo – combination mark – vertical alignment



Schwechater
Kabelwerke



Industrial Cables
Slovakia



Prakab Pražská
kabelovna



Interkabel
Kyiv

URL group
Placed horizontally or 90° counterclockwise

SKB-GROUP.AT

URL with the addition “Member of the SKB Group” – placed horizontally or 90° counterclockwise

SKW.AT
Member of the SKB Group

ICS-CABLES.SK
Member of the SKB Group

PRAKAB.CZ
Member of the SKB Group

INTERKABEL.UA
Member of the SKB Group



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LOGOS

Safe Space

Format

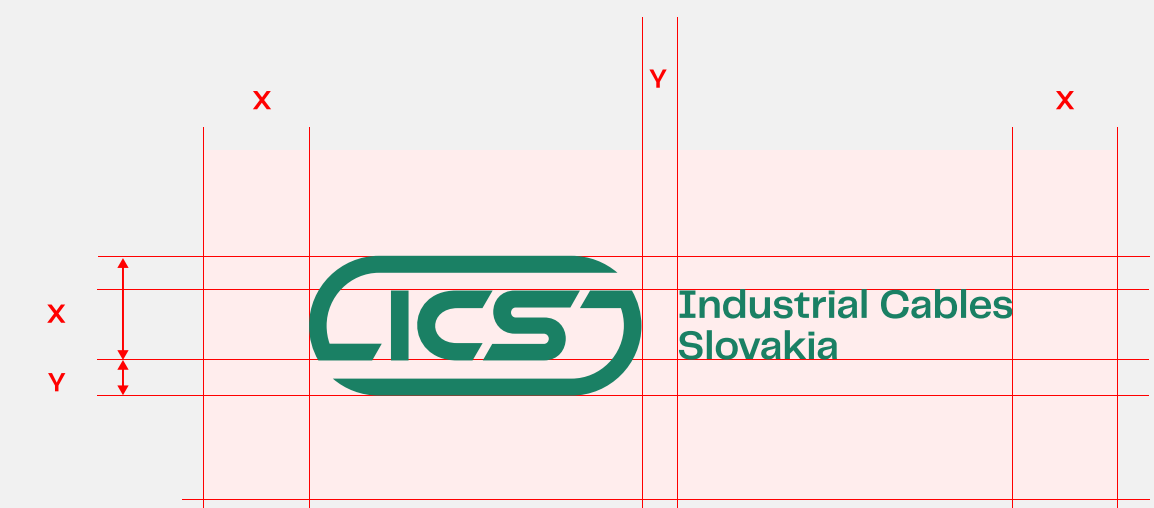
Digital: RGB – svg, png

Print: CMYK/Pantone – eps, jpg

Distance to the logo

Always maintain a distance of at least X to give the logo the necessary white space.

X is equal to the height from the bottom of the text to the top of the "Pill".



Additional content may be placed here

Additional content may be placed here



Additional content may be placed here



Industrial Cables
Slovakia

Additional content may be placed here

Additional content may be placed here

Minimum "Pill" height screen: 26px
Minimum "Pill" height print: 7mm





LOGOS

Do / Don't



Group



White / Negative



Enough contrast in the picture



contrast too low



different colors



Group



inappropriate background



Group



alternative placement
of "Group"



alternative placement
of "Group"



SKB
Group



Effects (shadows, ...)



shrink



Group



stretch



Group



without addition*



* only in special cases



LOGOS

Placement in the Layout

If possible, the logo should always be placed in the bottom left-hand corner.

The distance to the edge should be even, but at least the height of the logo.

Ideally, the URL should be placed 90° counterclockwise and in the bottom right-hand corner.





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2.2

Font & Typography

FONT & TYPOGRAPHY

Corporate Font

The PP Telegraf is a technically functional typeface that offers an unobtrusive typeface and reflects the aesthetics of technology in the mid-20th century.

The character set is ambivalent and covers all languages relevant to the group.

PP Telegraf

SKB Group

We Make

Modern Life

Possible.

FONT & TYPOGRAPHY

TYPEMARK

**We Make Modern
Life Possible.**

Schwechater Kabelwerke

WE MAKE MODERN LIFE POSSIBLE.

When companies have been around for over 130 years, this is a sign of competence and continuity. But more than that: we also want to prove that we are extremely qualified.

A highly capable team of employees paired with uncompromising quality standards and customer-oriented logistics have always formed the basis for the successful development of SKW.

FONT WEIGHT

PP Telegraf Regular
PP Telegraf Medium
PP Telegraf Semibold
PP Telegraf Bold

CHARACTER SET

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
NOPQRSTUVWXYZ
!?=()/&%\$'!*+&#

SUPPORTED LANGUAGES

DE, EN, CZ, SK, PL,
TUR, CRO, ...



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2.3 Colors



COLORS

SKB Blue & SKB Green

The primary color of the media varies depending on the company. The group appears in blue, all subsidiaries are in green.

Print / CMYK:

As a rule, pure white, coated paper is used.

If uncoated/low-quality paper is used, the printing colors will change slightly to achieve optimal color fastness.

SKB Blue

PANTONE 2388C

RGB 0 / 65 / 180

HEX 0041B4

CMYK 100 / 68 / 0 / 0

Coated paper / Uncoated

PANTONE 2388U

CMYK 100 / 60 / 0 / 5

RAL 5002

SKB Green

PANTONE 3288C

RGB 26 / 128 / 100

HEX 1A8064

CMYK 100 / 0 / 68 / 20

PANTONE 3288U

CMYK 100 / 0 / 68 / 5

RAL 6016



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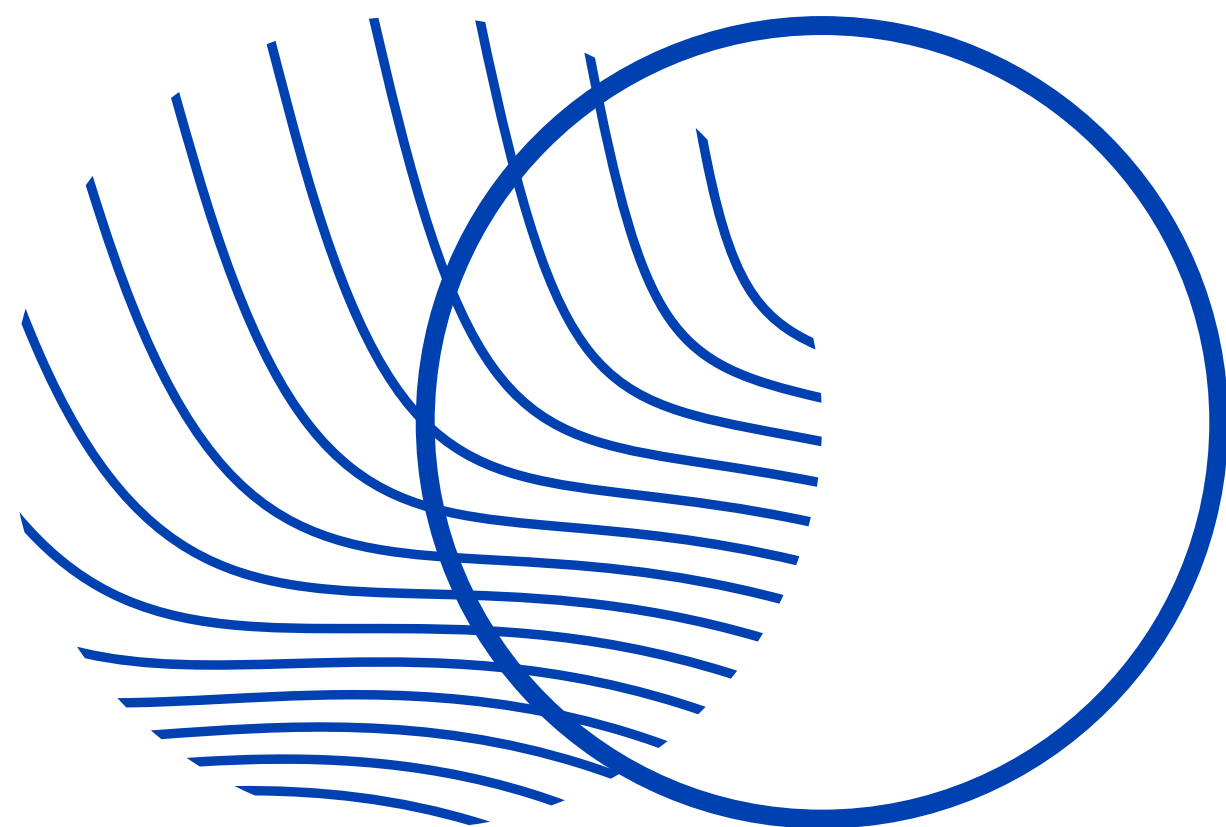
2.4

Our Key Visual



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OUR KEY VISUAL



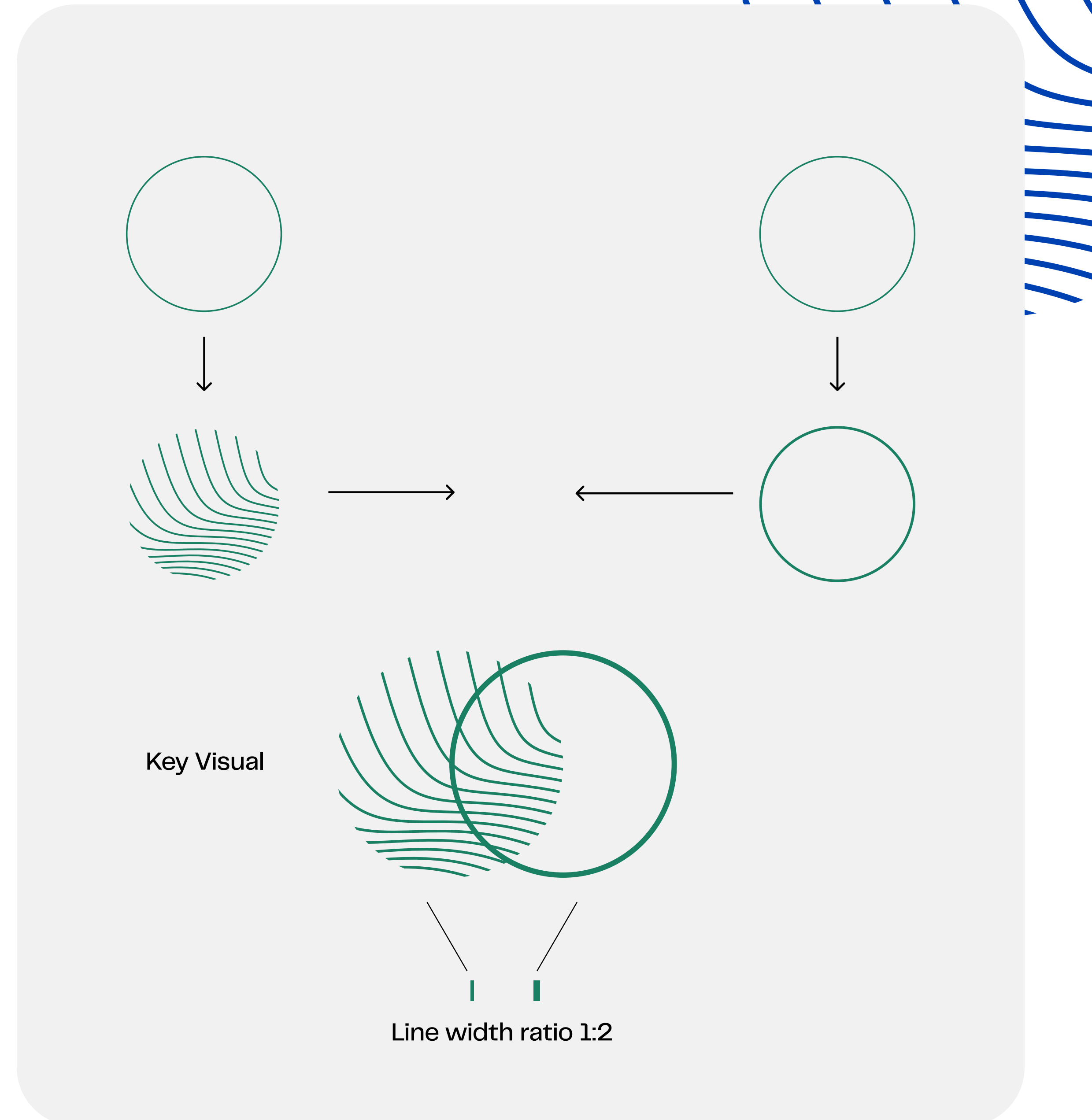
OUR KEY VISUAL Meaning

The SKB Group consists of three different companies: the Austrian SKW, the Czech PRAKAB, the Slovakian ICS, and the Ukrainian IKK.

In our key visual, we want to highlight this cohesion by using two circles.

The first circle has a simple round shape that reflects the unity of all companies within the SKB Group. Its closed shape is at the same time an abstract representation of a cable cut.

The other circle consists of many lines running side by side. It shows another abstract representation of a cable. With its unique style, this circle pictures the differences between each company.



OUR KEY VISUAL

Variants

Depending on the application size and area, the corresponding size of the key visual is used. The line widths are visually adjusted depending on the size.

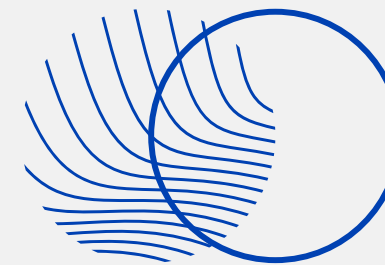
To maintain the subtlety of the key visual, the medium version should be used for smaller sizes.

Large is used when the key visual is used as a flat element. This variant dispenses with the closed circle and sits discreetly in the background.

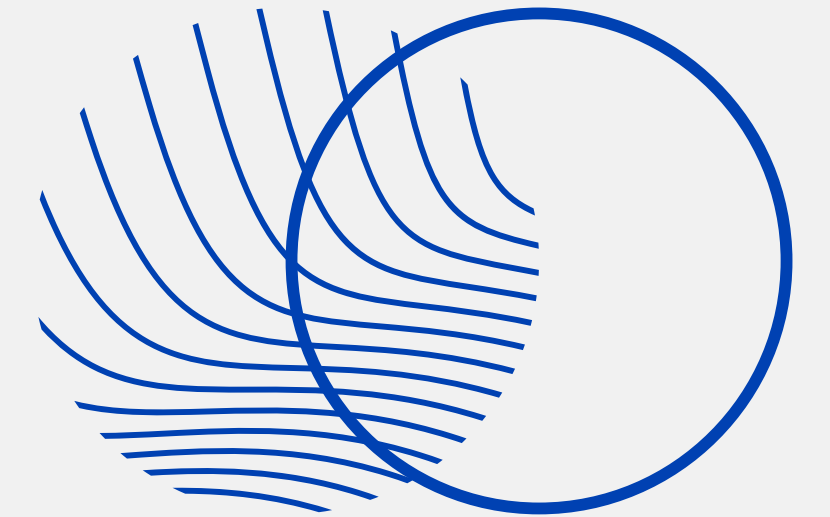
The color of Variant 2 is the respective brand color set to 8% coverage.

Variant 1

Small



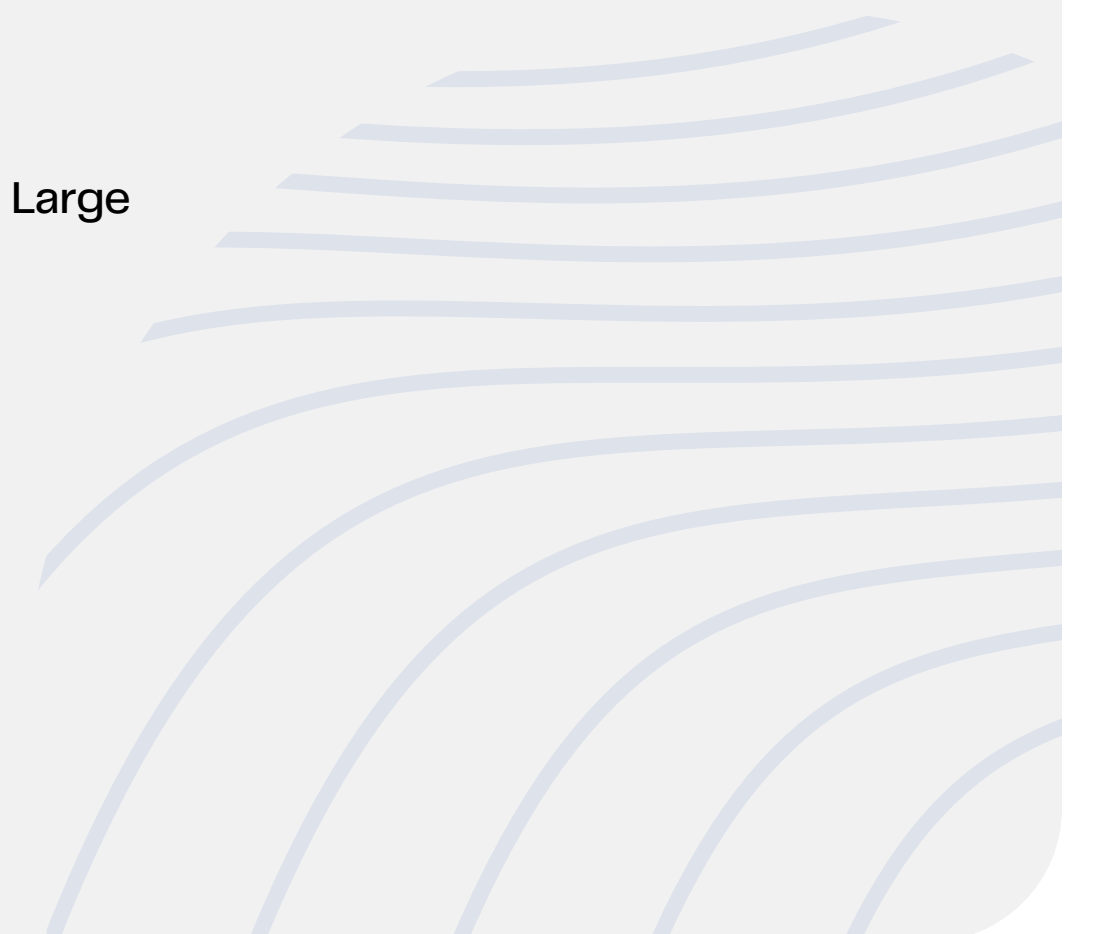
Medium



Medium



Large



Variant 2

OUR KEY VISUAL

Placement

The key visual can be oriented in all directions, horizontally and vertically.

Variant 1:

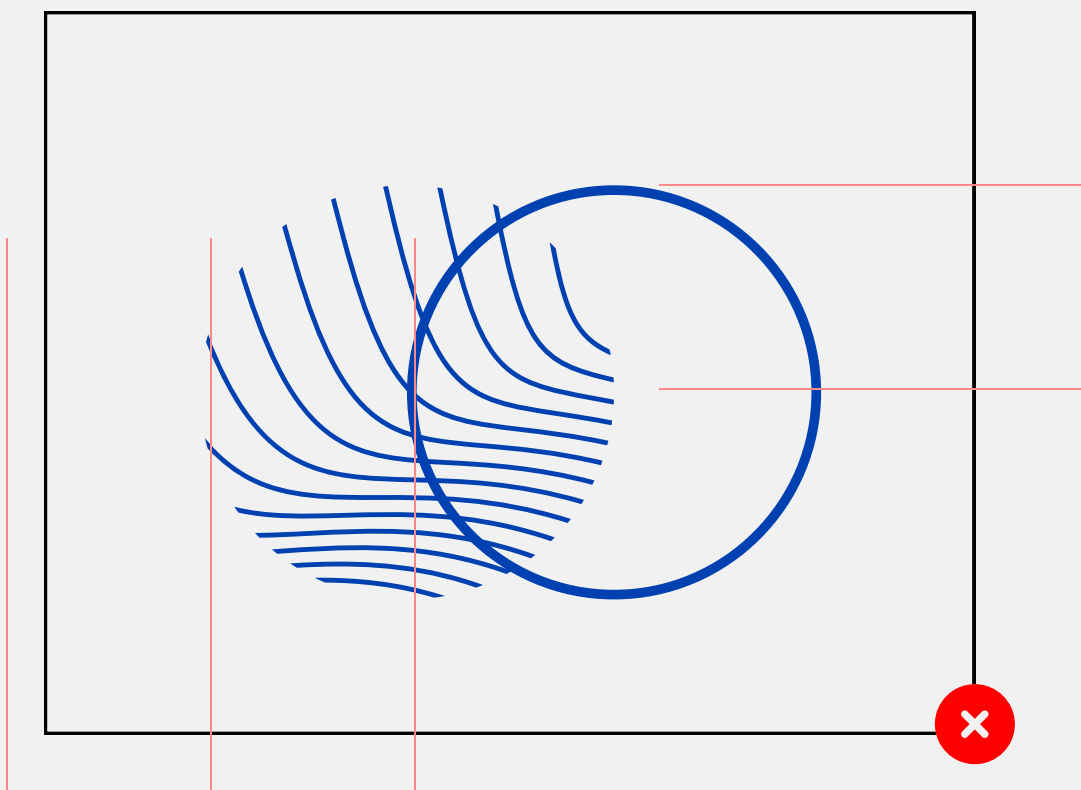
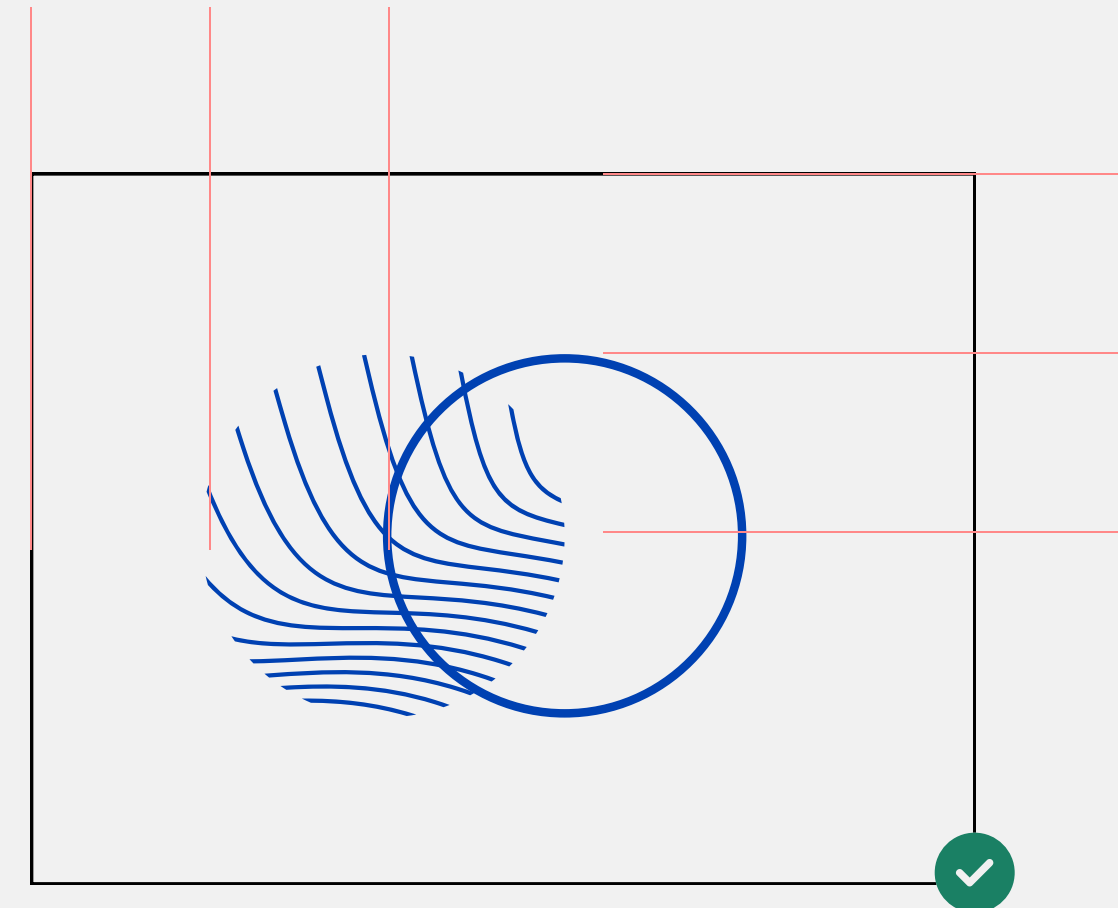
The size ration to the format should be taken into account. Distance to the edge of the media should be at least half a circle radius.

Variant 2:

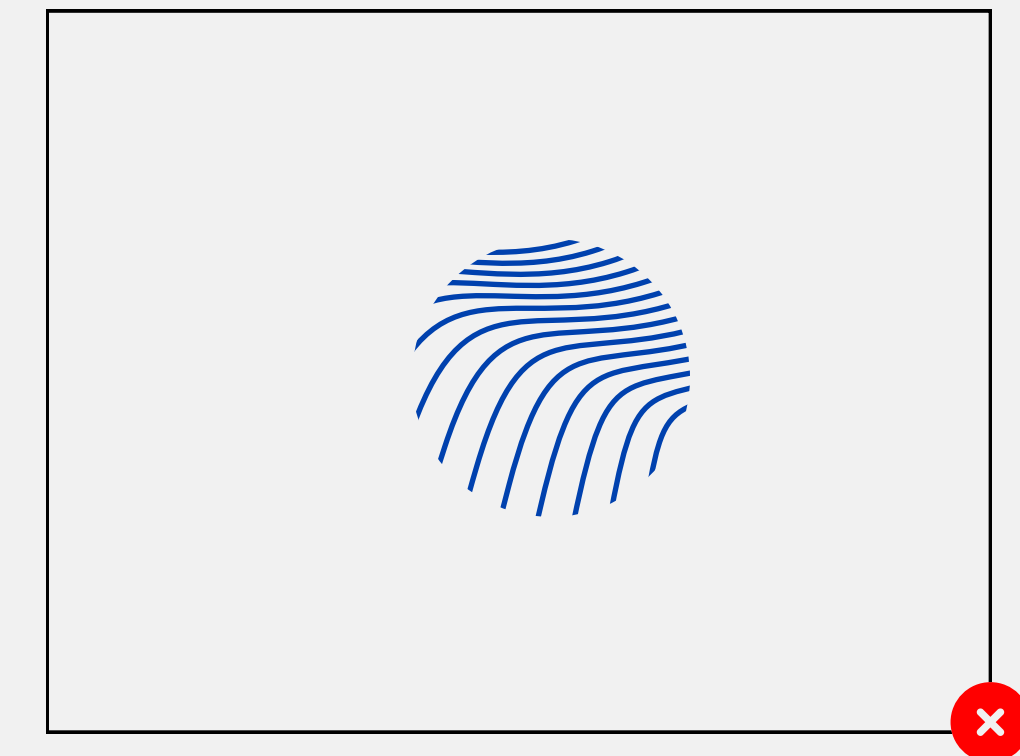
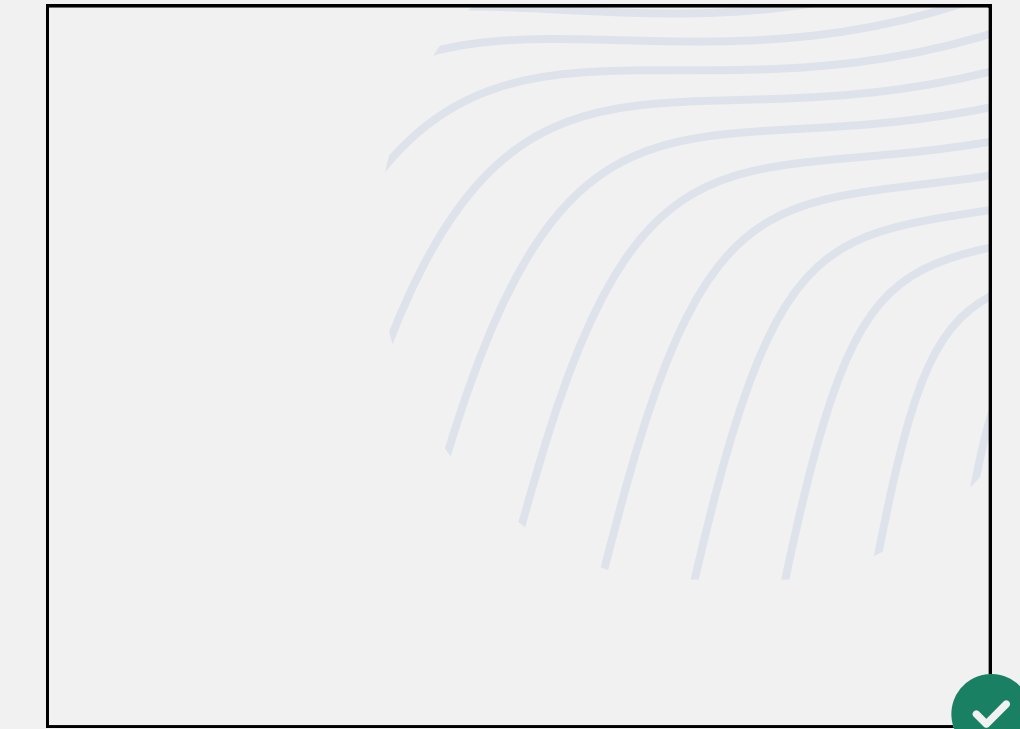
Use as a surface element or as a background for graphics, for example. Not to be used with 100% coverage. In such cases, use Variant 1.

Variant 1

Minimum distance to edge = $r/2$



Variant 2



OUR KEY VISUAL

Placement

The key visual can be oriented in all directions, horizontally and vertically.

It can be placed directly over a photo to decorate it or, if necessary, to strengthen the motif.

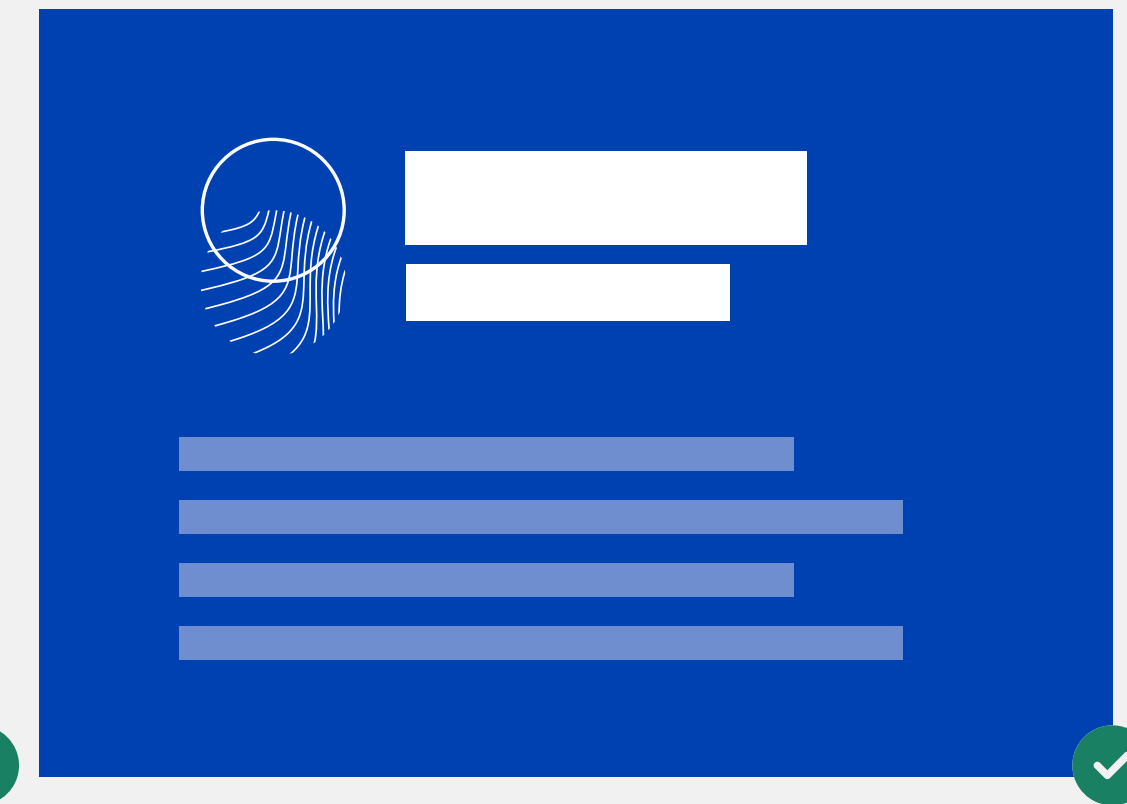
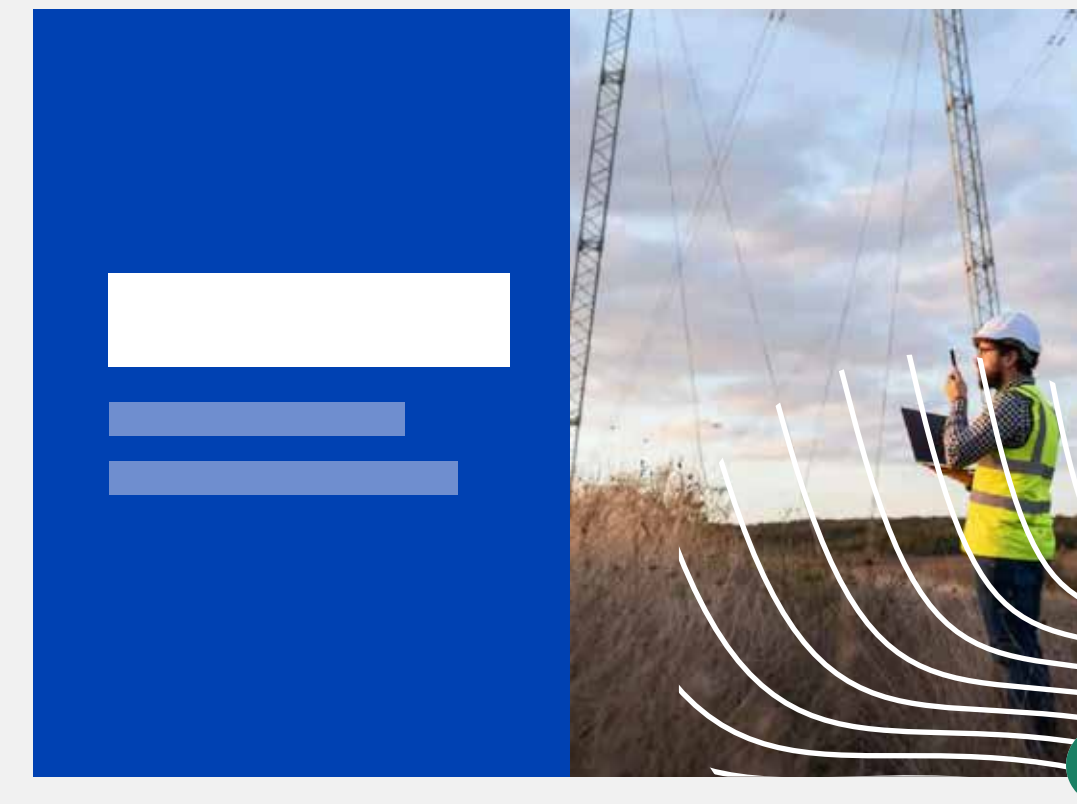
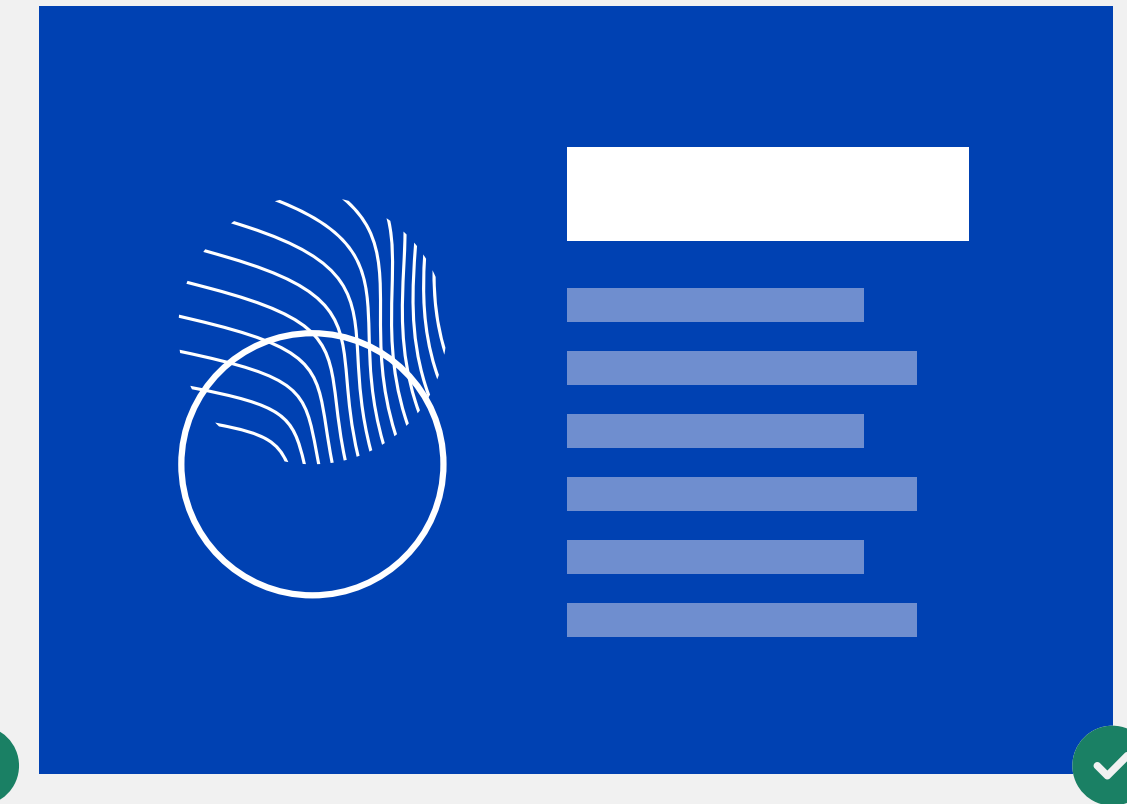


OUR KEY VISUAL

Placement

It should be used as a supporting graphic element alongside text and images.

The key visual must either be used as a whole (both circles) or as a flat element (without a closed circle).





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2.5

Our Claim



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We Make
Modern Life
Possible.



OUR CLAIM

Mission

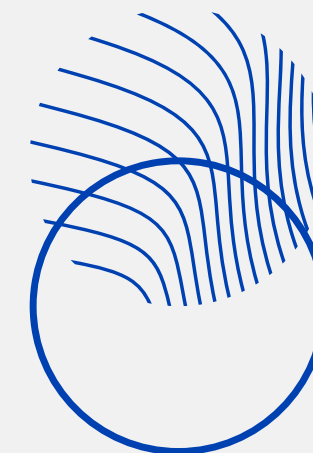
We write the claim in the title case – each word begins with a Capital letter. There must always be a period at the end of the claim.



We Make Modern Life Possible.



We Make Modern Life Possible.



We Make Modern Life Possible.



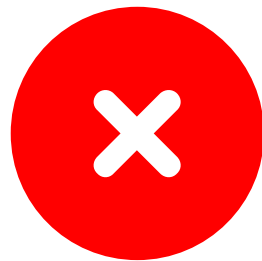
We Make Modern Life Possible.



OUR CLAIM

Notation

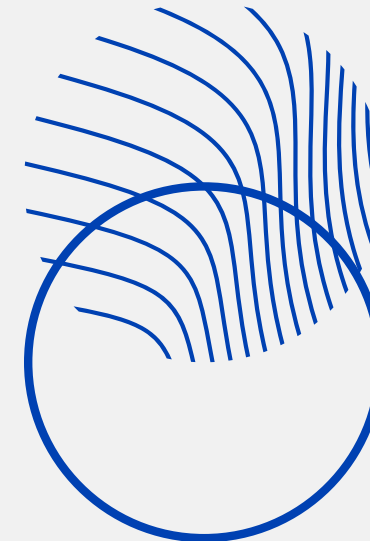
Whenever possible, the spelling as on the previous page should be retained. This will ensure that our claim is consistent and uniformly communicated to the outside.



We make modern life possible.



**WE MAKE MODERN
LIFE POSSIBLE.**



We
Make
Modern
Life
Possible.



We Make Modern
Life Possible.





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2.6

Look & Feel



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LOOK & FEEL

Schwechater Kabelwerke

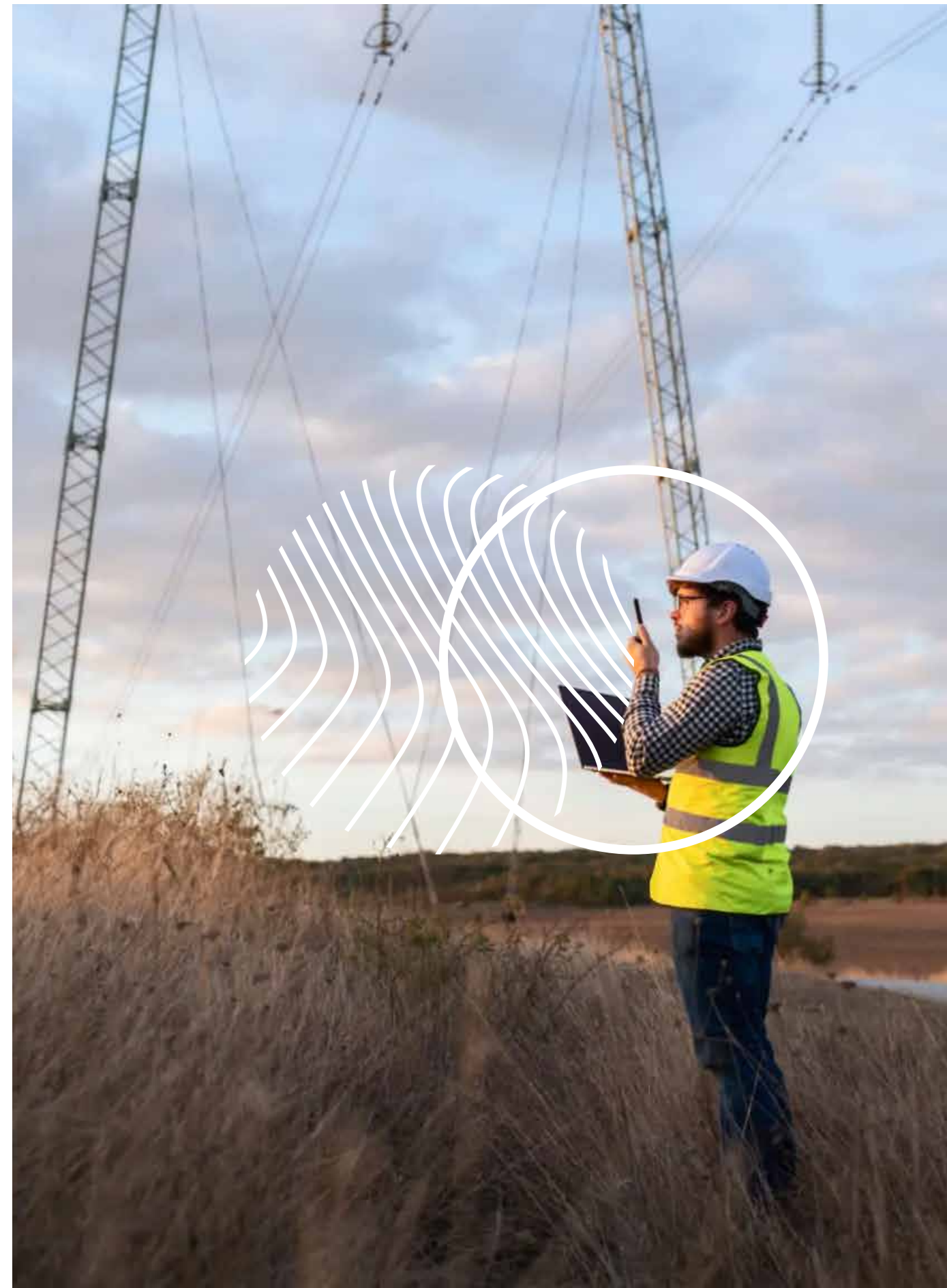
Responsibility
that connects us.

When companies have been around for over 130 years, this is a sign of competence and continuity. But more than that: we also want to prove that we are extremely qualified.

A highly capable team of employees paired with uncompromising quality standards and customer-oriented logistics have always formed the basis for the successful development of SKW.



Schwechater
Kabelwerke



We Make
Modern Life
Possible.



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LOOK & FEEL



SKB-GROUP.AT



PRAKAB Prakab Pražská
kabelovna

ICS Industrial
Cables Slovakia

ICS-CABLES.SK
Member of the SKB Group



SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat



2.7

Company Documents

COMPANY DOCUMENTS

Informational Posters

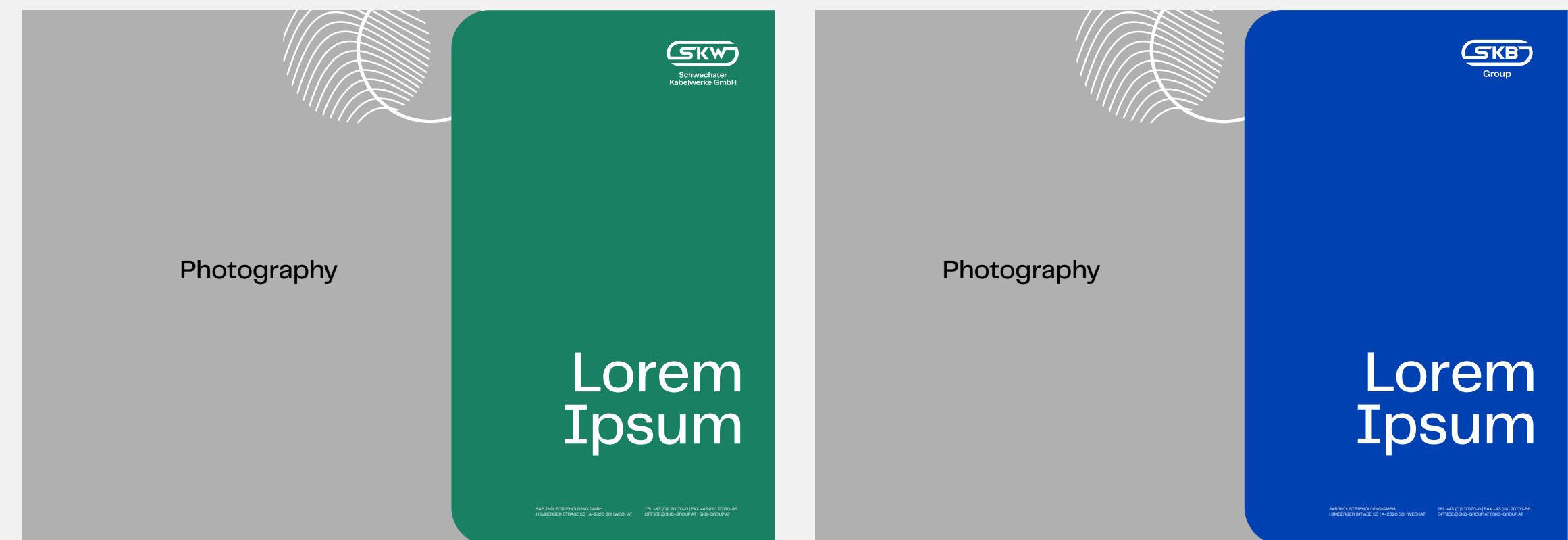
Variant 1

The posters are prepared in both portrait and landscape format in the colors assigned to the individual SKB Group companies.

Vertical



Horizontal



COMPANY DOCUMENTS

Informational Posters

Variant 1

The posters in basic A3 format have a field for the photo and a colored area on which an information slogan is placed.
As well as a key visual over the photo.



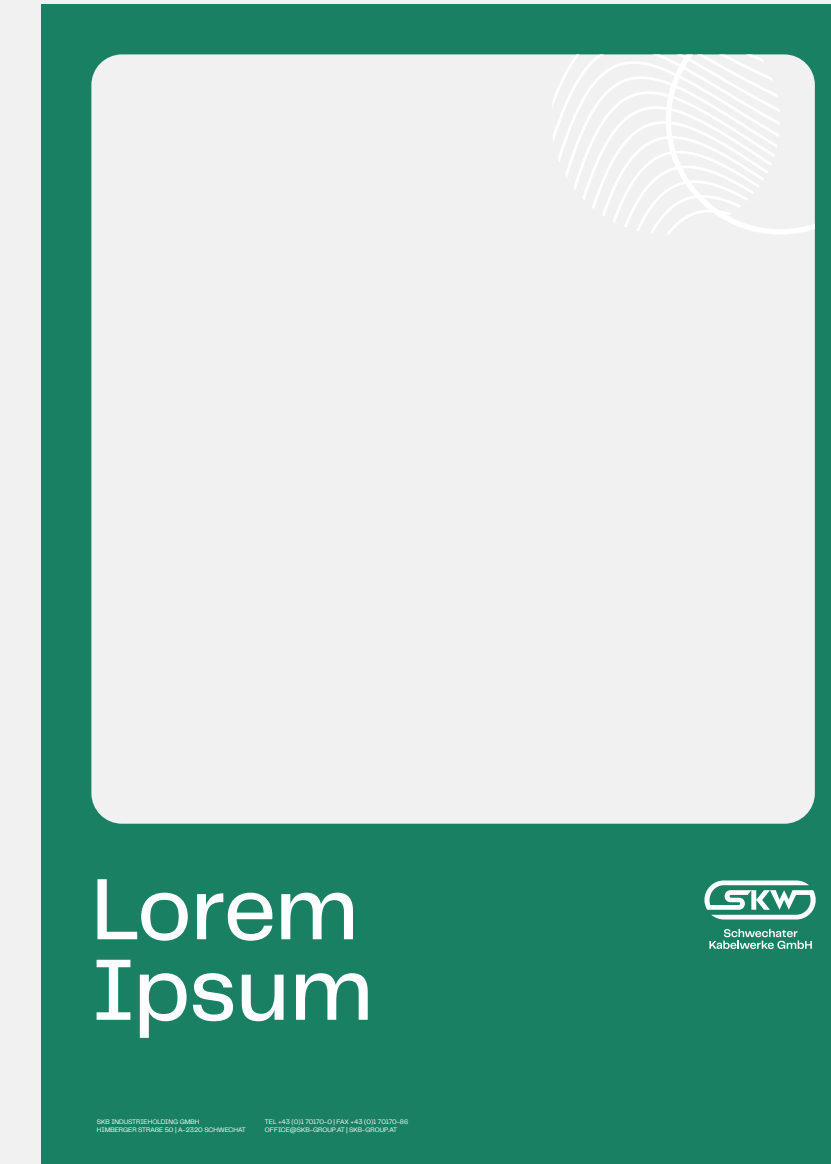
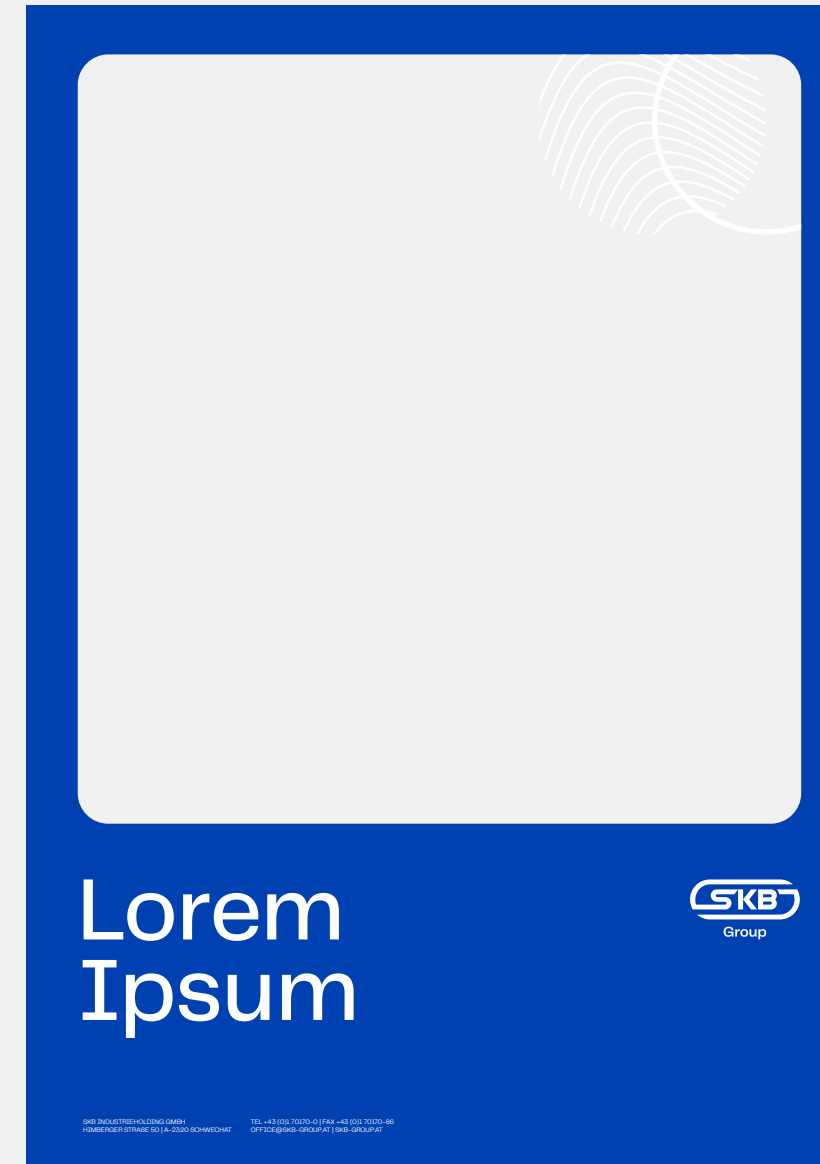
COMPANY DOCUMENTS

Informational Posters

Variant 2

The posters are prepared in both portrait and landscape format in the colors assigned to the individual SKB Group companies.

Vertical



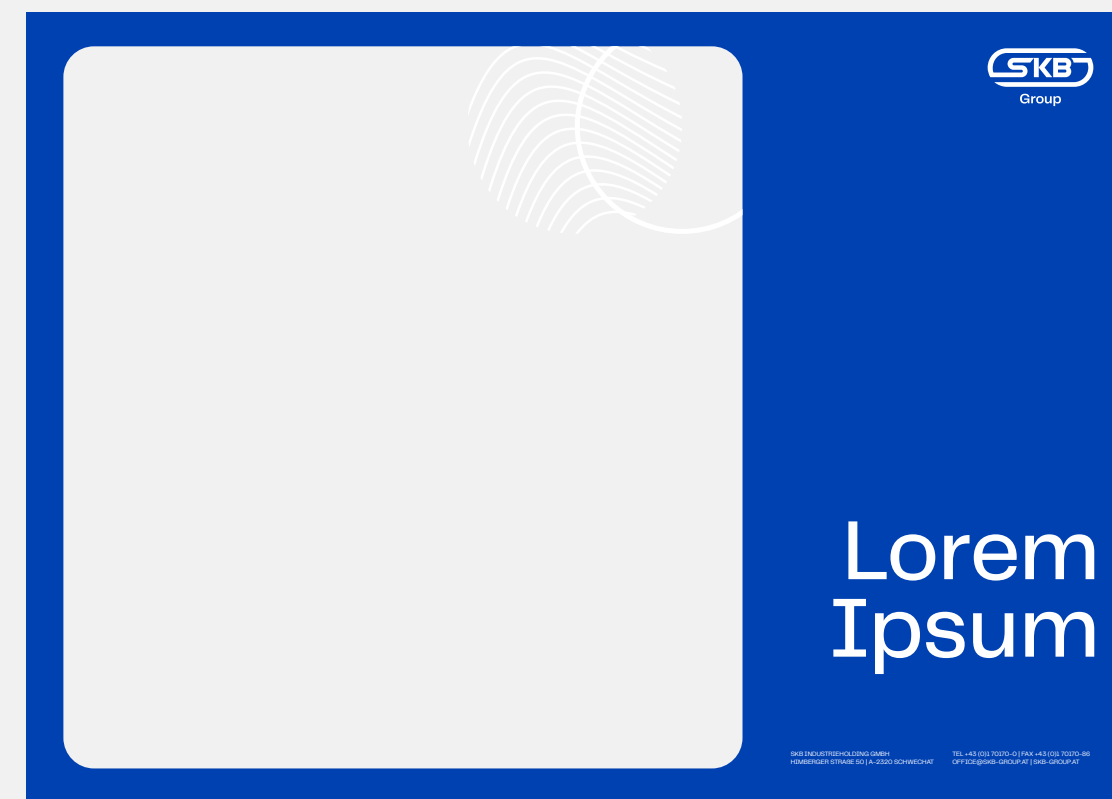
The brand-specific
color



The corresponding
brand logo



Horizontal



COMPANY DOCUMENTS

Informational Posters

Variant 2

The posters in basic A3 format have a field for the photo and a colored area on which an information slogan is placed.
As well as a key visual over the photo.





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COMPANY DOCUMENTS

Business Cards

Business cards in the standard 80x50mm format consist of:

The front with the employee's data, the brand logo (in brand-specific color), the address details, and a QR code (in brand-specific color).

The back is in the brand-specific color with a key visual and a claim. It is recommended to refine the back according to the template with a finishing technique.

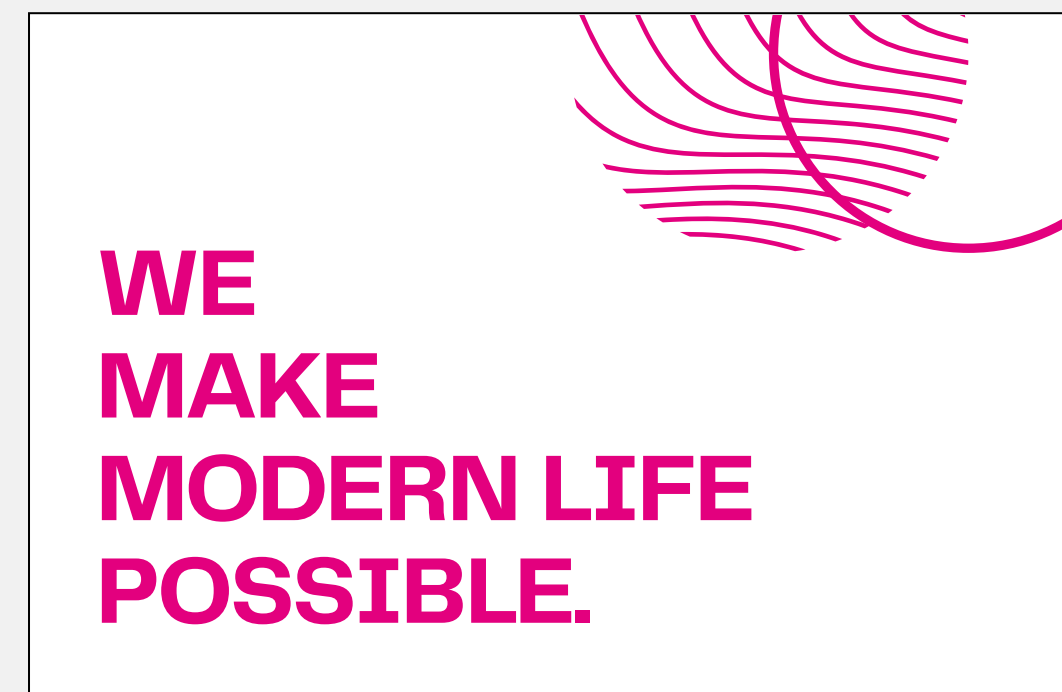
Front



Back



Back
(print finish)



COMPANY DOCUMENTS

Business Cards

Position in the company's language should be disclosed first, then English. In German, the neutral position designation e.g. Geschäftsführung, Leitung. In English, the person, e.g. Head of, Sales Agent, Project Manager.

The extension number is given with a hyphen for landlines and with a space for mobile numbers.



COMPANY DOCUMENTS

Presentation Template

Basic rules for designing the presentation:

The front page and end slide (as well as individual pages), logo, key visuals, headers, use the color design of the respective brand.

The logo and company information are located in the top left-hand corner. The bottom corner contains the page numbering and information about the topic and date of the presentation as well as a watermark with a key visual. A key visual in the color of the respective brand appears in the upper right corner.

Photos and other visual content are placed in frames with rounded corners.





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COMPANY DOCUMENTS

Presentation Template

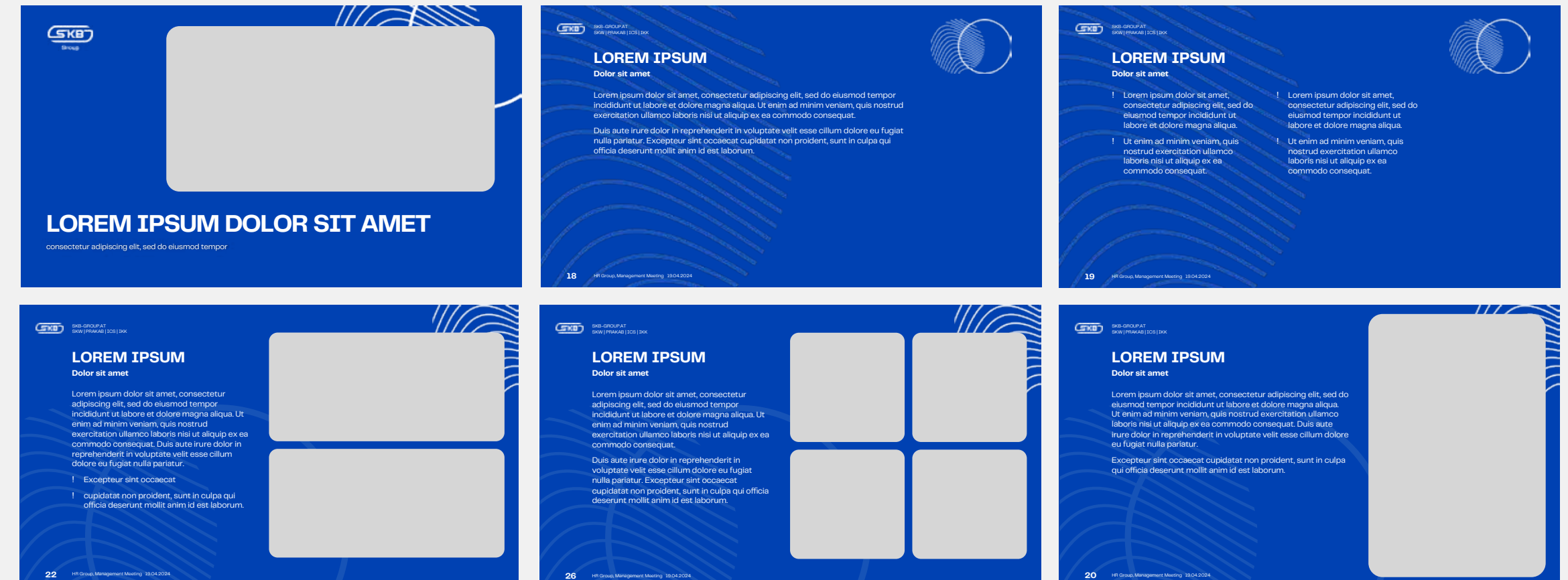
Example pages of the presentation

Presentations can be in a light theme (based on white backgrounds) as well as in a dark color theme (based on backgrounds in the respective brand color).

Light theme



Dark theme





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COMPANY DOCUMENTS

Company Stationery

The company paper in standard A4 format has a field for content in the middle of the document. Above this, to the left, there is a block for the recipient's details. The header contains the brand logo and the address details. The bottom part of the paper is the footer, which consists of company information and a key visual placed in the right corner.

The corporate paper is printed in both portrait and landscape format in the colors of the logo and the key visual, which are assigned to the respective companies of the SKB Group.

Vertical

Header

Recipient data

Text area

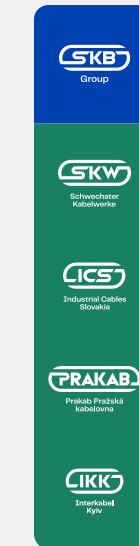
Footer key visual



The brand-specific color



The corresponding brand logo



Horizontal

Header

Recipient data

Text area

Footer key visual





SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat

COMPANY DOCUMENTS

Mail Footer

The email footer is a central part of every email message and acts as our company's business card. Here the recipient can find basic information about the sender and the company itself.

An email footer strengthens the brand image, creates trust, and ensures a professional appearance of communication.

The position first appears in the company language and then in English.

You use the brand color for the link.
The color of the company data is #7F7F7F.

The footer can include a banner, placed as shown.

Signature
Position

Arial 10pt
Dawid Dabrowski
Group Marketing Manager



Company data

SKB Industrieholding GmbH
Himberger Straße 50 · A-2320 Schwechat
Phone +43 1 70170 – 540 · Mobile +43 664 60 290 – 540
dawid.dabrowski@skb-group.at · www.skb-group.at

Contact details

Arial 8pt
Firmensitz: Schwechat · Firmenbuchnummer: FN 129126t · LG Korneuburg

Additional company data

Sophie Frankl BSc
Projektleitung | Project Management

**The corresponding
brand logo**



SKW SCHWECHATER KABELWERKE GMBH
Himberger Straße 50 · A-2320 Schwechat
Tel +43 (0) 1 70170-153
sophie.frankl@skw.at · www.skw.at

**Banner
placement**



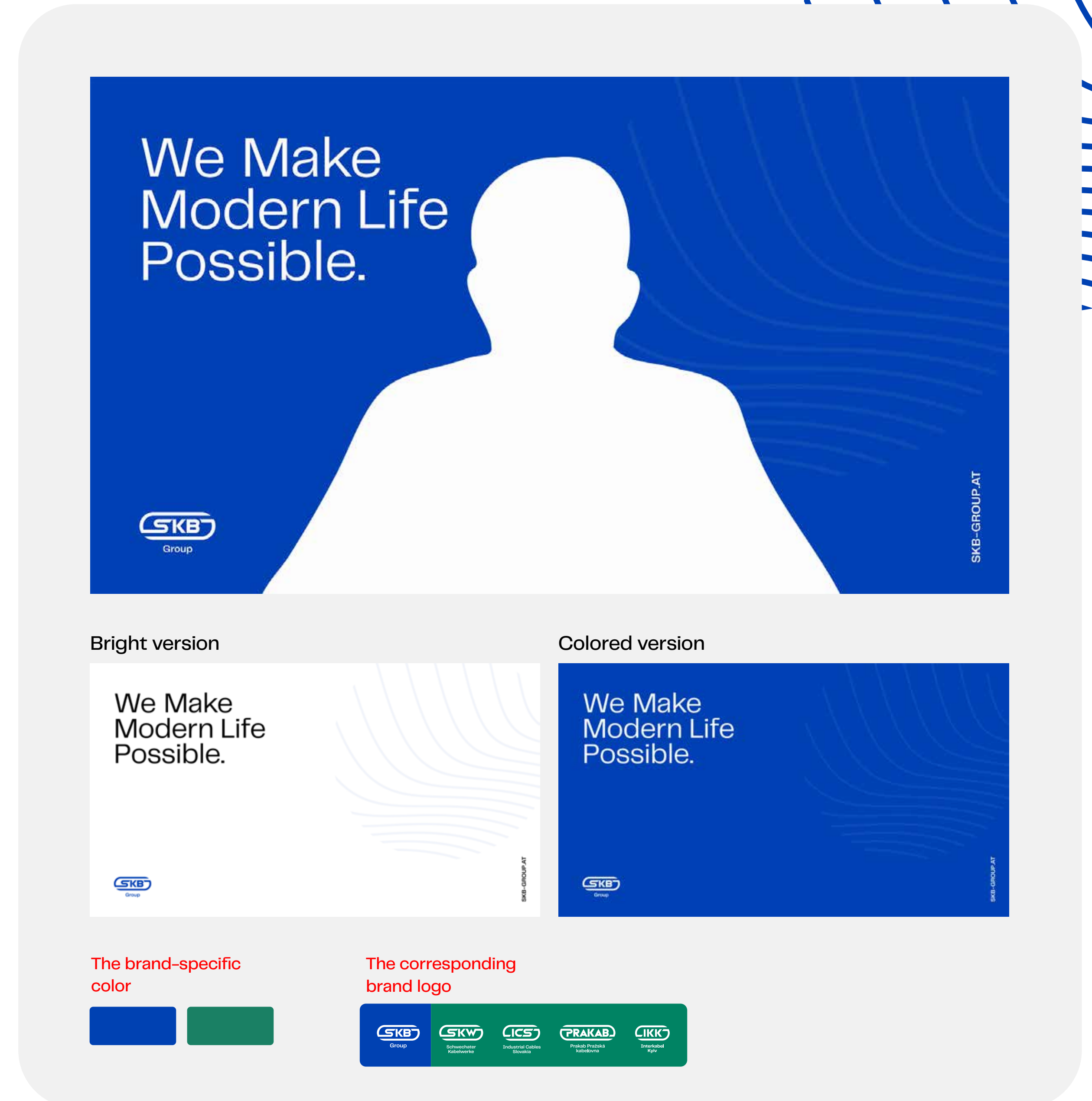
Firmensitz: Schwechat · Firmenbuchnummer: FN 81832t · LG Korneuburg

COMPANY DOCUMENTS

MS Teams Backgrounds

Backgrounds for use in the MS Teams app are prepared in two color versions – one bright and one colored (based on the color of the respective brand).

The claim is in the top left corner of the composition, the logo of the respective brand in the corresponding color is in the bottom left corner, and the brand information (in a vertical arrangement) is in the bottom right corner with the key visual in the top right corner.





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COMPANY DOCUMENTS

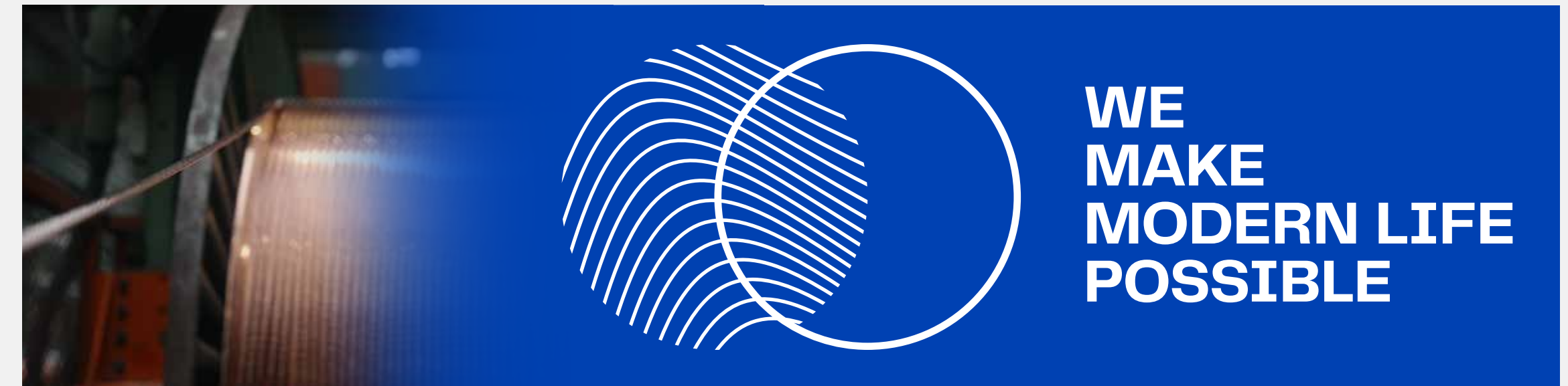
Linked In Identity

To maintain the image of the entire group, companies should use consistent graphics as cover photos and profile photos.

Profile picture



Cover 1376x344



Cover 1128x191



The brand-specific
color





SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat



2.8

Vision & Mission



SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat

VISION & MISSION

Our Vision is:

Our vision is to be a leading provider of energy cables in Europe, upholding a heritage of 130 years in family ownership, driven by a commitment to excellence, sustainability, and industry collaboration.

Our products will be an essential success factor in electrifying the continent and making modern life possible in a sustainable way.

Our vision is to connect societies, people, and businesses with our cables and therefore enable modern life in a sustainable way.



SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat

VISION & MISSION

Our Mission is:

SKB Group has been manufacturing and selling electrical cables for more than 130 years. In all these years, we have served our European customers in the energy supply, wholesale, electrical engineering, railroad and industrial sectors with a versatile and proven product range

We are well positioned in our home markets (AT, CZ, SK, DE), and a substantial player in European niche markets.

Our quality-proven products serve the electrical grid, the infrastructure of all sorts of buildings, and the safety of people.



SKB Industrieholding GmbH
Himberger Straße 50 | A-2320 Schwechat

VISION & MISSION

**Our
Claim is:**

We Make
Modern Life
Possible.

VISION & MISSION

7 Core Values

Our mission is to achieve this vision by upholding a set of core values that guide our actions.

- **Innovation**
- **Family Business**
- **Trust & Transparency**
- **Leadership & Teamwork**
- **Empowerment & Joy**
- **Sustainable Responsibility**
- **Customer Intimacy**



VISION & MISSION

7 Core Values

Each value has been presented in the form of a poster that reflects its spirit.

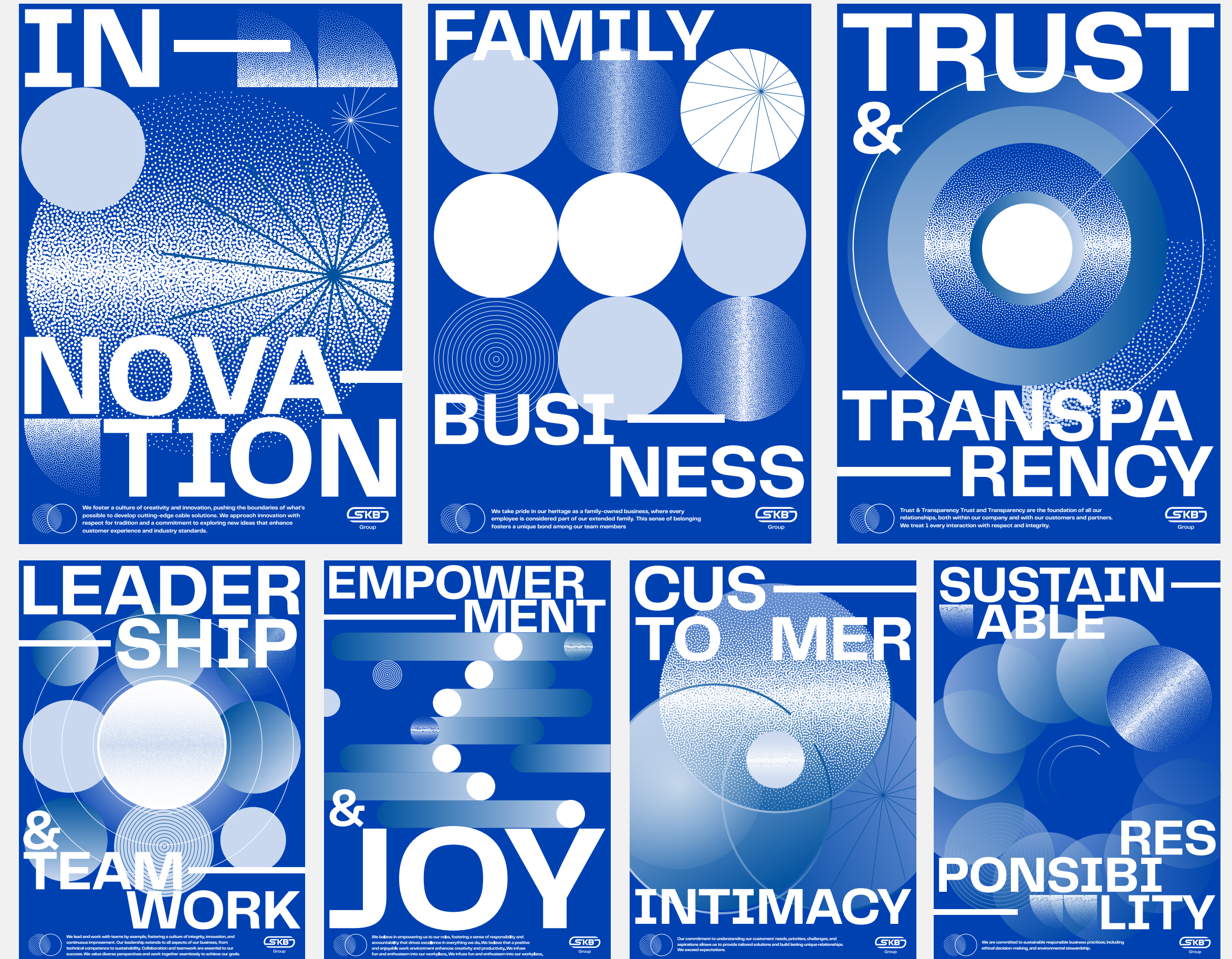
The posters should be adapted in color and language to each brand of the SKB Group.



VISION & MISSION

7 Core Values

The poster series represents a metaphorical representation of the values of the SKB Group.





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2.9

Visual Content

VISUAL CONTENT

Photography Guidelines

The photograph should always keep the main subject in sharp focus. Backgrounds should be blurred and out of focus for ease of use while overlaying text on top of it.

IMPORTANT:

The use of stock photography is officially forbidden.

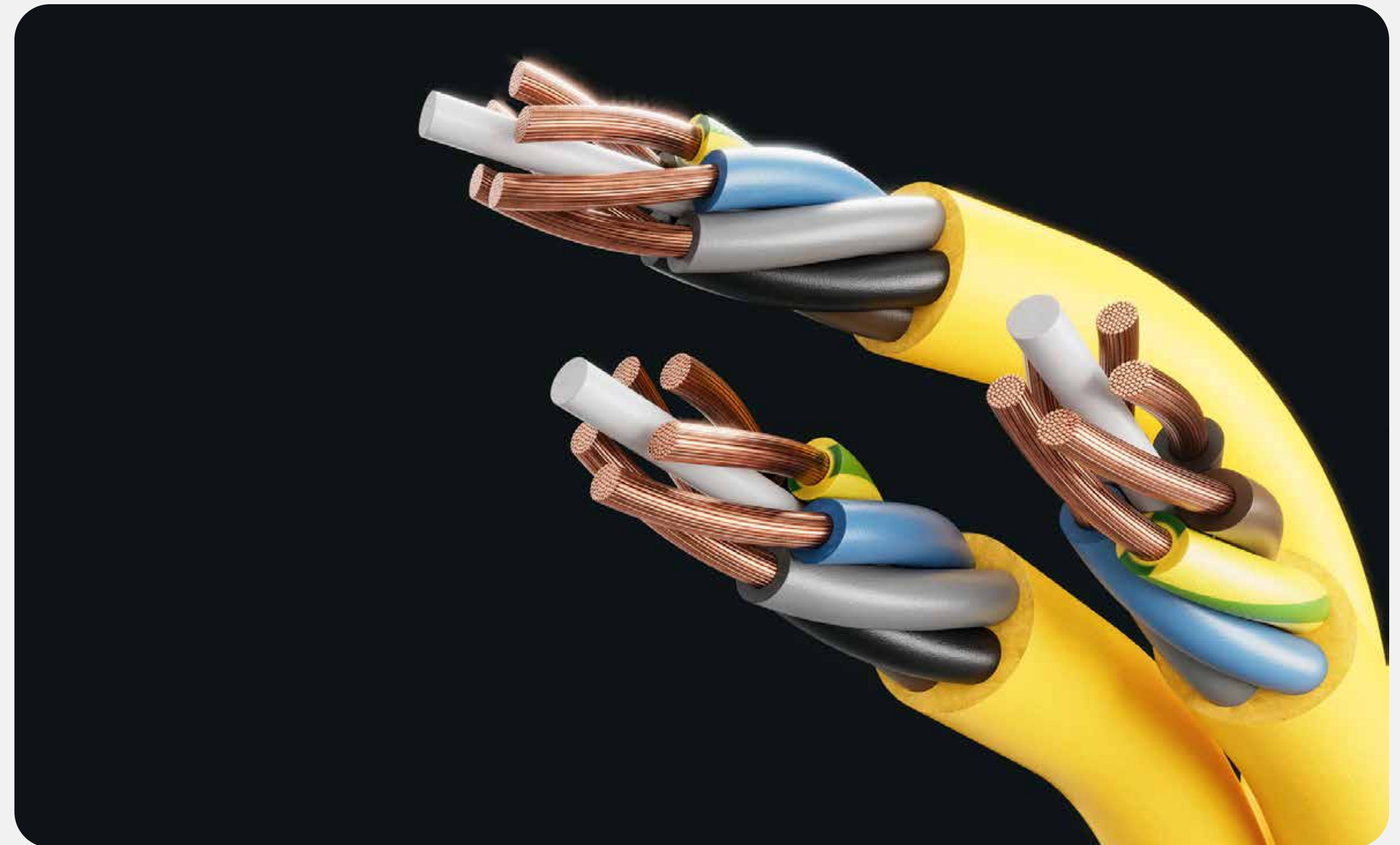


VISUAL CONTENT

3D Render Guidelines

To best showcase our cables we use 3D renders of cross sections.

Each cable is presented in 3 different types of renders, that create a dynamic feel when put together.

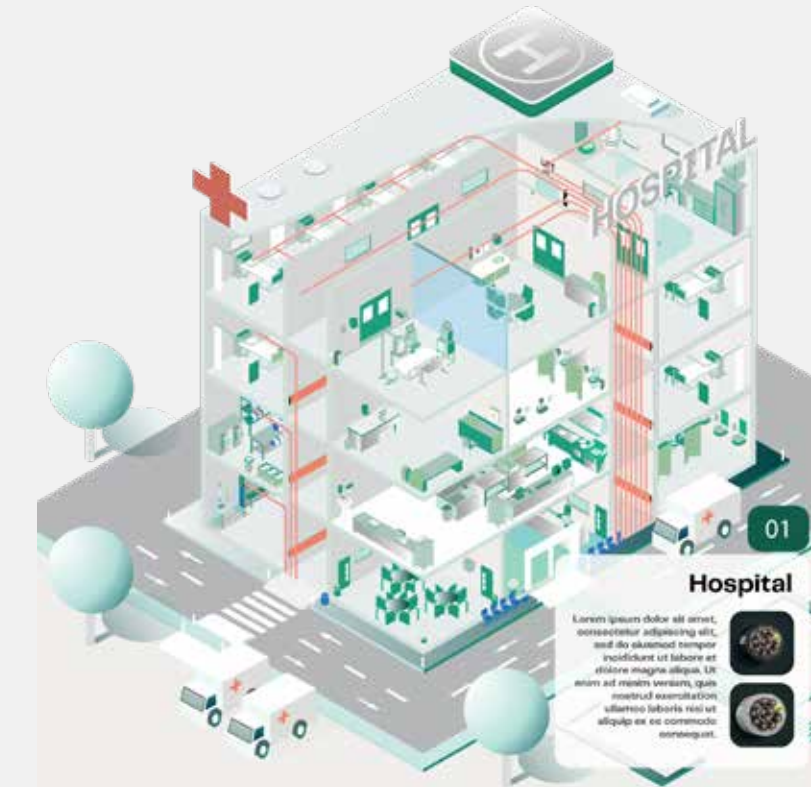


VISUAL CONTENT

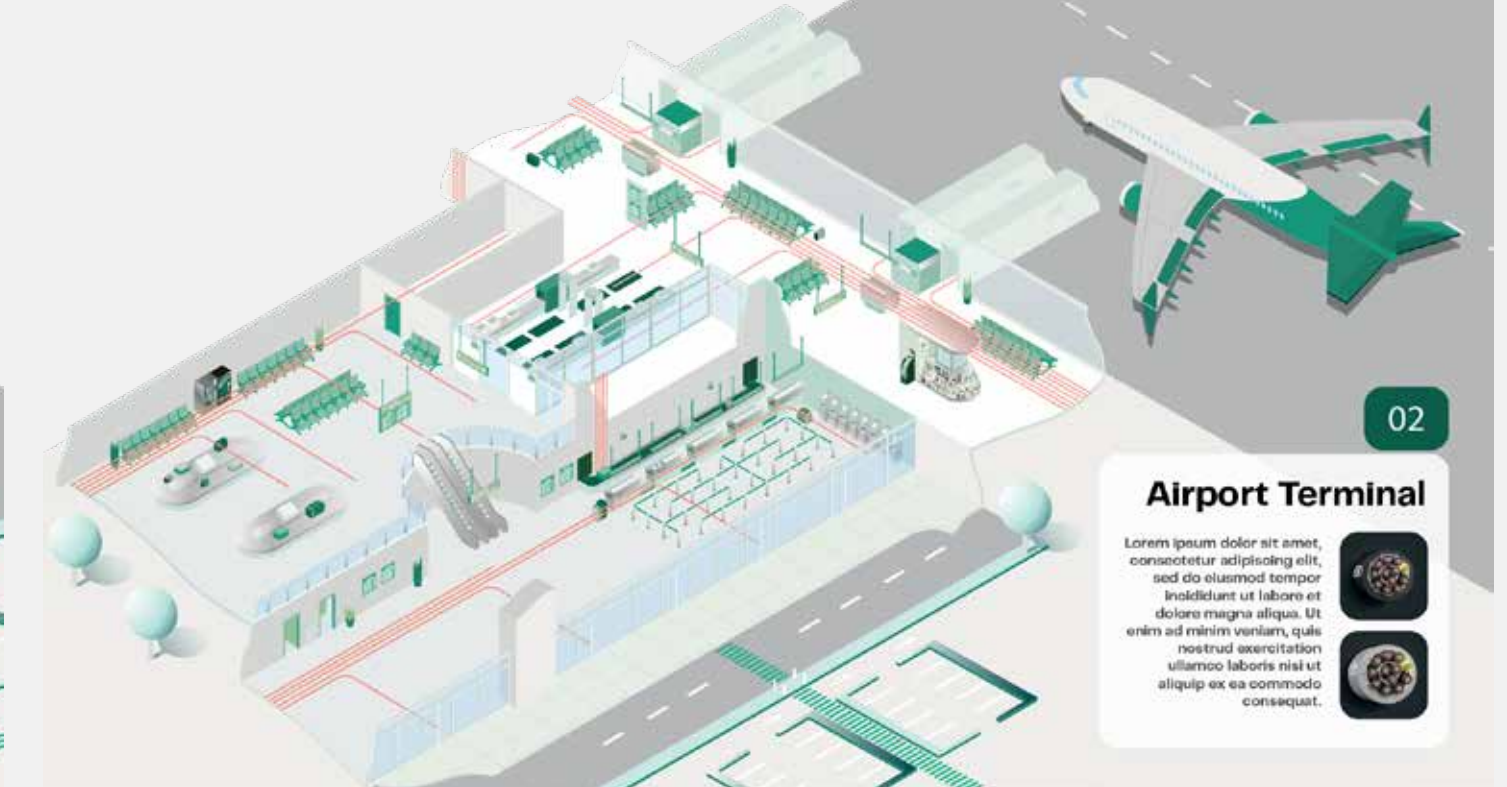
Cross Sections

Isometric graphics with cross sections depicting the company's products and providing a detailed understanding of their importance.

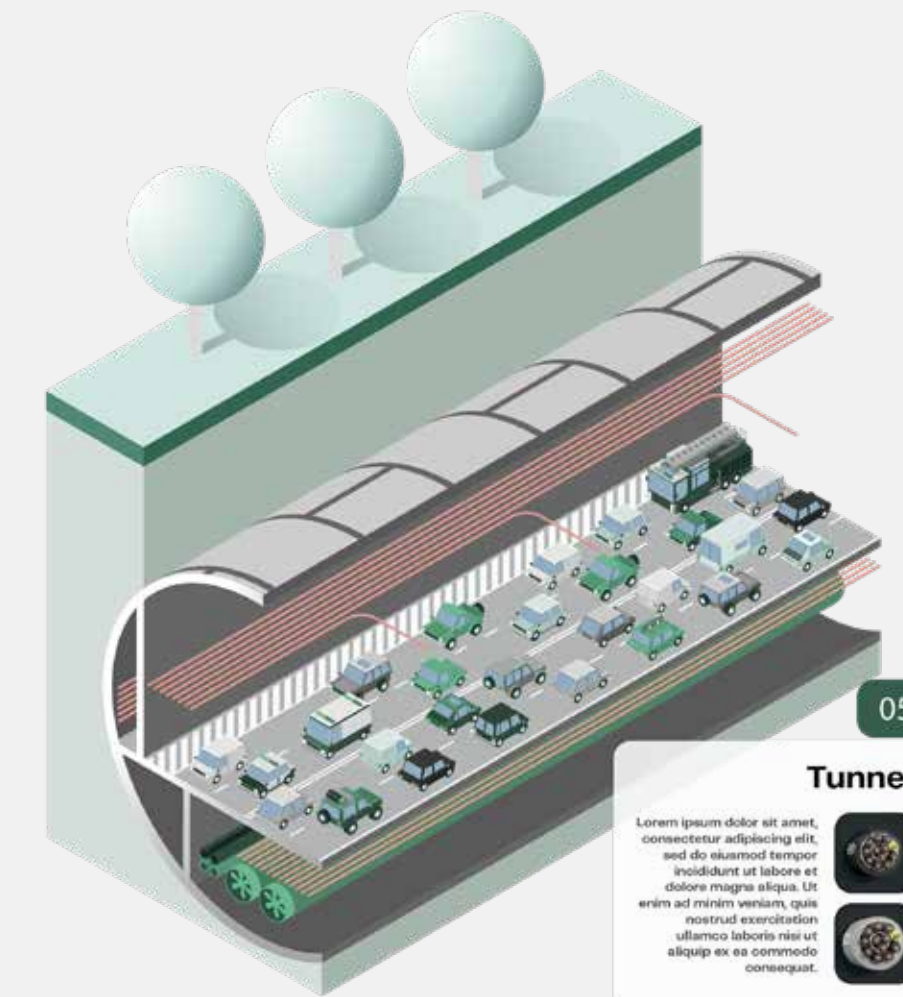
Hospital



Airport



Tunnel



Office



Shopping Mall



Nuclear Power Station





**WE
MAKE
MODERN LIFE
POSSIBLE.**

