



# VISUAL IDENTITY GUIDELINES

→ HOW TO APPLY THE SURVITEC VISUAL IDENTITY

V1.3 JULY 2019

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We want people around the world to recognise Survitec and know what we stand for. Our visual identity plays a vital role in communicating our values and how they set us apart, so every detail is extremely important. These guidelines explain how to apply the brand assets and visual language for consistency, resonance and maximum impact.

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1.0

# VISUAL IDENTITY OVERVIEW





# 1.1 Visual identifiers

The Survitec visual identity has four main identifiers.

### 1. Brand mark

A primary identifier, it features our unique flare symbol that when coupled with precise logotype combines survival with technology.

### 2. Imagery

Powerful imagery is reflective of the environments and real-life scenarios that our life saving equipment is designed and manufactured for.

### 3. Typography

Our brand typefaces are immediately recognisable. They're inspired by the utilitarian typography styles used on or around lifesaving equipment.

### 4. Colour

Our colour palette is defined by Survitec Orange and white and complemented by Survitec Grey.



1



2



3



4

2.0

# OUR BRAND MARK



## 2.1 Brand mark introduction

The evolved Survitec brand mark is made of two elements; the symbol and the logotype. The symbol features our unique flare and has synergy with the new simplified logotype. The new logotype speaks of precision and performance. As a result the brand mark now combines survival with technology.

The Survitec brand mark comes in two variants; Survitec brand mark reversed, and for where printing restrictions apply, Survitec brand mark mono.

The Survitec brand mark must always be reproduced as it appears in these examples and from master artwork supplied. It must not be altered or distorted in any way.

The Survitec brand mark

Symbol



Logotype

Survitec brand mark reversed



Survitec brand mark mono



## 2.2 Sizing and clear space

An exclusion zone has been created with 'X' being equal to the height of the Survitec logotype 's'.

The minimum size specified for reproduction in print is 20mm wide or 60px wide in digital applications.



The Survitec logo, featuring a stylized orange 'S' shape followed by the word 'survitec' in a lowercase, rounded sans-serif font.

20mm

## 2.3 What not to do

To ensure consistency, it's best practice to always reproduce the Survitec brand mark from master artwork files supplied. The symbol and logotype elements must never be altered or distorted in any way.

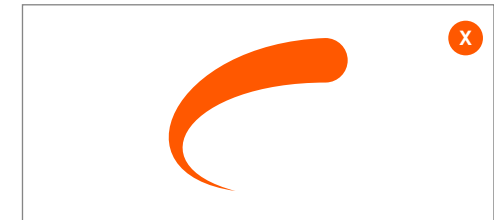
1. Never change the font of the Survitec logotype.
2. Never add subnames to the brandmark.
3. Never use the flare in isolation or on its own
4. Never change the configuration of the elements that make up the Survitec brand mark.
5. Never change the relative sizes of the elements of the Survitec brand mark.
6. Never allow the brand mark exclusion zone to be compromised.
7. Never distort the brand mark.
8. Never change the colour of the elements within the Survitec brand mark.
9. The Survitec brand mark must always appear reversed out of solid background colours.
10. Never use the old brand mark



1



2



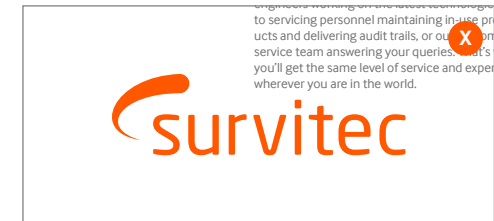
3



4



5



6



7



8



9



10



## 2.4 Use of supporting strapline

These are the approved straplines with which we can convey our core brand messages.

**PROTECTING OVER  
1 MILLION LIVES  
EVERY DAY**

**THE GLOBAL STANDARD  
IN CRITICAL SAFETY  
AND SURVIVAL**

**YOUR SURVIVAL.  
OUR TECHNOLOGY.**

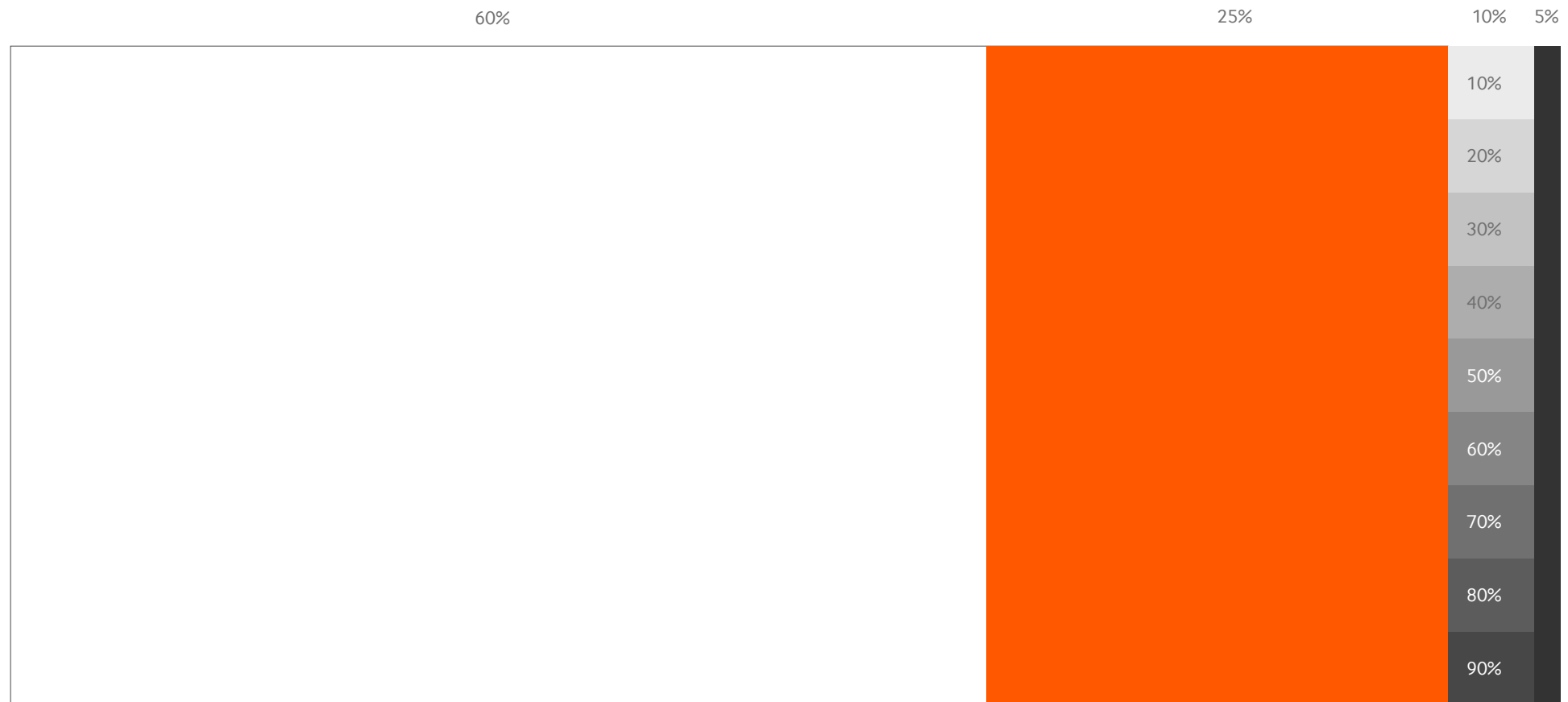
**#SURVITECFORLIFE**

3.0

COLOUR



# 3.1 Brand colour palette & proportion



White is a key colour in the revised visual identity and becomes the canvas that the supporting orange and grey sit upon.

Primarily, Survitec Orange should be used to create attention (just as it is in and around lifesaving equipment) on headline panels and calls to action. Survitec Grey is used to a lesser extent at 100%. It can be applied in tints from 90% to 10%.

Together the grey and the white can be used to create clean white spaces with orange used selectively as an accent.

**Colour specification**

All colours have been specified using ICC FOGRA39 UK and European Standards.

**White**

**Survitec Orange**

Pantone Orange 021C  
 CO M80 Y100 K0  
 R255 G88 B0  
 #FE5000

Please note: A bespoke split has been created to add vibrancy to Survitec Orange in CMYK reproduction. When reproducing this colour in print the result may vary depending on the materials used.

**Survitec Dark grey**

Pantone 447C  
 C50 M30 Y40 K90  
 R51 G51 B51  
 #333333

Apply in tints from 90% to 10%



4.0

# TYPOGRAPHY



## 4.1 Brand font: VTG Stencil DIN

Our primary brand font is VTG Stencil DIN. Combined with Survitec Orange in headline panels, its stencil form replicates the typography used on or around lifesaving equipment.

VTG

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\*()

STENCIL

DIN



## 4.2 Brand font: InterFace

Our secondary brand font is InterFace. A humanist sans serif for use in subheadings and body text, its choice was inspired by the utilitarian design of labelling on RFD garments.

InterFace Bold

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890 !@£\$%^&\*()

InterFace Regular

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**nopqrstuvwxyz**  
1234567890 !@£\$%^&\*()

InterFace Light

ABCDEFGHIJKLMN**OPQRSTUVWXYZ**  
abcdefghijklm**opqrstuvwxyz**  
1234567890 !@£\$%^&\*()

# InterFace

Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo.

“  
**FULLY OPERATIONAL  
AND BOARDABLE WITHIN  
SIXTY SECONDS**

Sed ut perspiciatis unde  
Omnis iste natus

“  
**Fully operational  
and boardable within  
sixty seconds**

Sed ut perspiciatis unde  
Omnis iste natus

## 4.3 Provisional sans font: Calibri

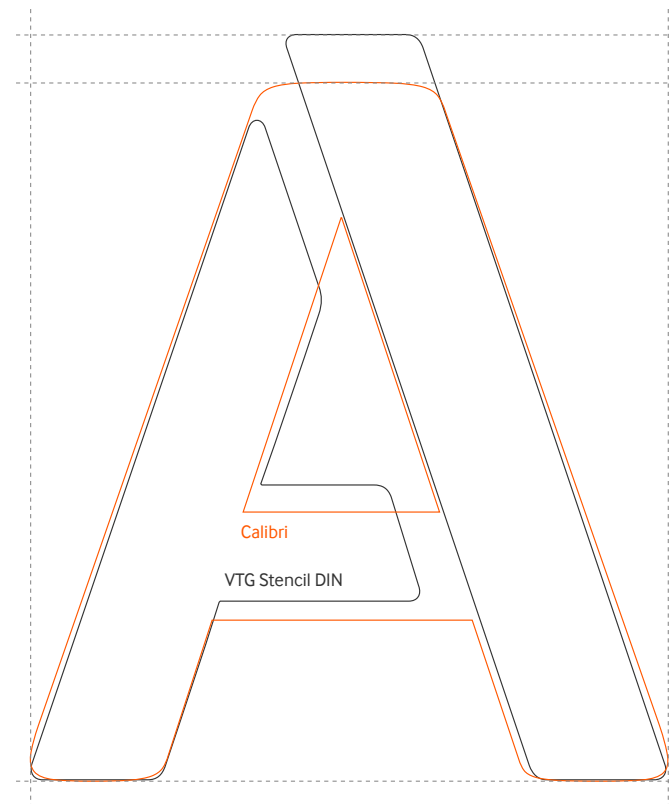
When the brand fonts are not available on a user's computer (for example when used in conjunction with Microsoft Office® applications) then the provisional sans serif font Calibri can be used.

Calibri was chosen because of its similarity in character width to the primary brand font VTG Stencil DIN (section 4.1). Calibri bold must be used for headings and subheadings. Calibri Regular should be used in body text. It is also permissible to use Calibri Light, for example in captions.

Calibri can be applied to internal marketing communications but must never be used as an alternative in external documents or corporate marketing communications.

Calibri Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\* ( )**



Calibri Regular

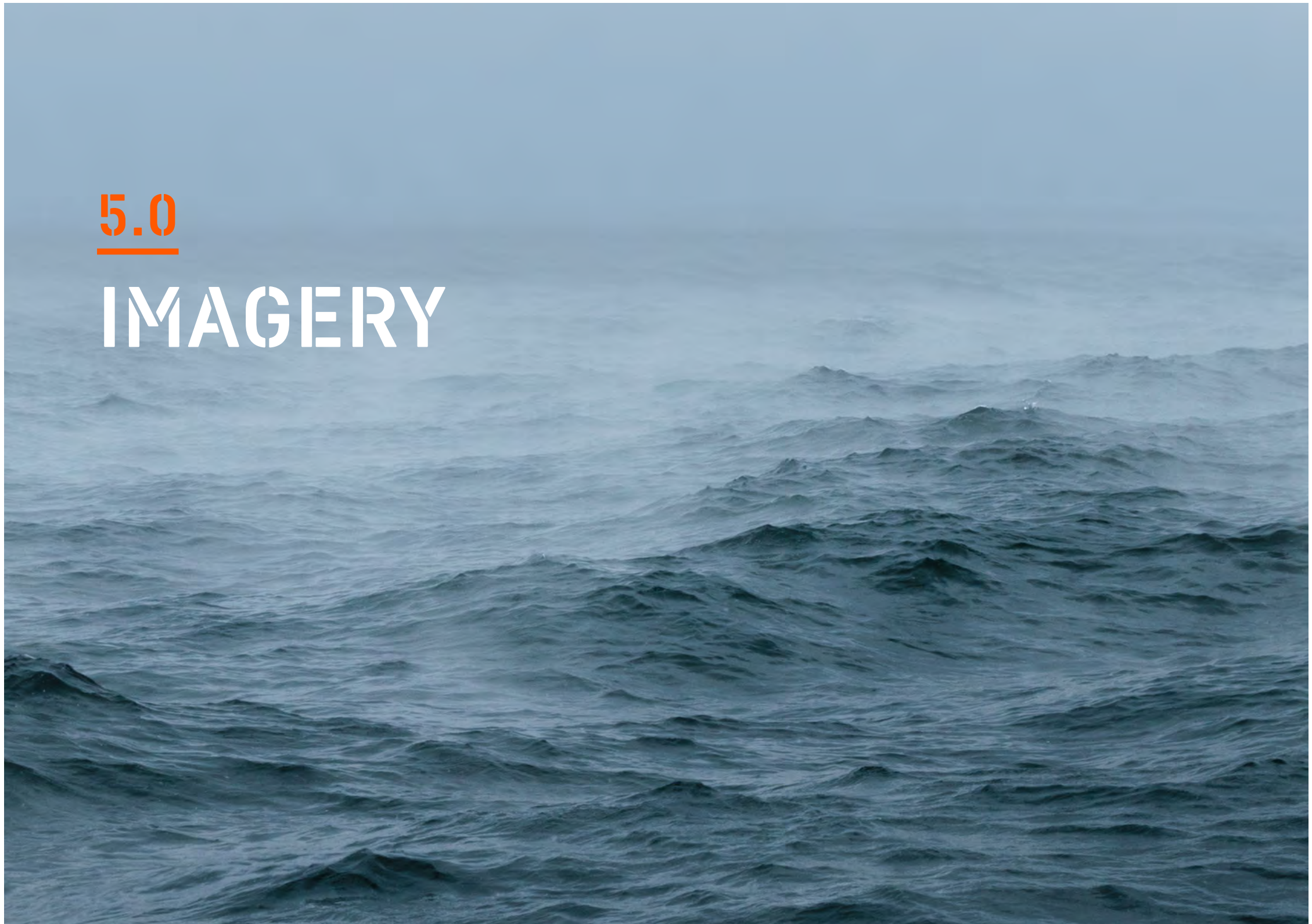
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\* ( )

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@£\$%^&\* ( )

5.0

# IMAGERY





# 5.1 Imagery hierarchy

Image type and selection can effectively communicate a visual narrative throughout the collateral suite.

### Level 1 imagery

'Hero' imagery that portrays either the Truth or Detail concepts. Used in 'top line' applications; brochure covers, advertising, website marquee areas.



Truth



Detail



Truth



Detail

Level 1

### Level 2 imagery

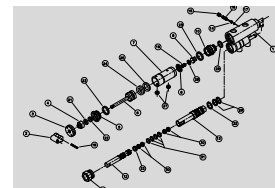
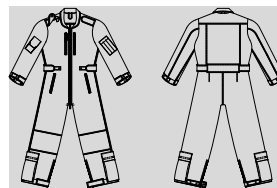
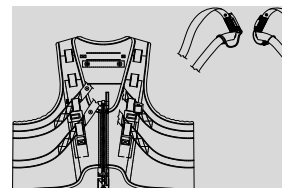
Supporting imagery used for scene setting and illustrating the product in use. For example if this was a cook book these would illustrate the 'method' or the 'how to'.

### Level 3 imagery

Diagrams and CAD drawings are used to communicate precision and accuracy. Primarily these are used in the tech spec sections of the Factsheets and Product Brochures. However they can also be cropped and applied as an element within the wider visual identity.



Level 2



Level 3

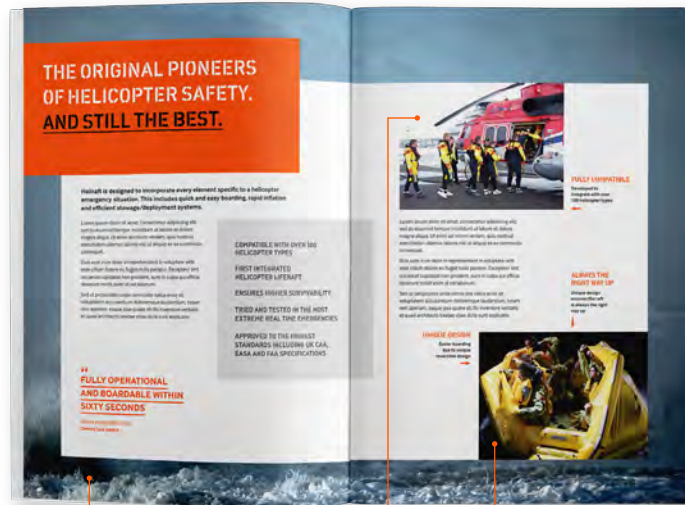
## 5.2 Imagery hierarchy applied

Front cover



Level 1

Two page spread: Introduction



Level 1

Level 2

Level 2

Two page spread: Technical content and service offering



Level 3

Level 3

To first of all communicate the scenario that the product type is used within, Level 1 imagery is applied to front covers and introductory spreads.

Then Level 2 imagery is utilised alongside introductory content for scene setting and illustrating the product in use.

Specification content features Level 3 imagery consisting of technical illustrations and diagrams.

## 5.3 Imagery hierarchy: summary of application

In summary, the imagery hierarchy must be applied to the following areas in external marketing communications.

		Level 1	Level 2	Level 3
<b>Advertising</b>		•	•	
<b>Website</b>	Homepage	•		
	Sector landing	•		
	Product		•	
	Tech			•
<b>Product sector catalogues</b>	Cover	•		
	Intro	•		
	Product		•	
	Tech			•
<b>Product brochures multiple pages</b>	Cover	•		
	Intro	•	•	
	Product		•	
	Tech			•
<b>Product datasheet</b>	Cover	•		
	Product		•	
	Tech			•
<b>Factsheets/Technical Data</b>	Cover			•
	Tech spec			•
<b>Emails</b>		•		



6.0

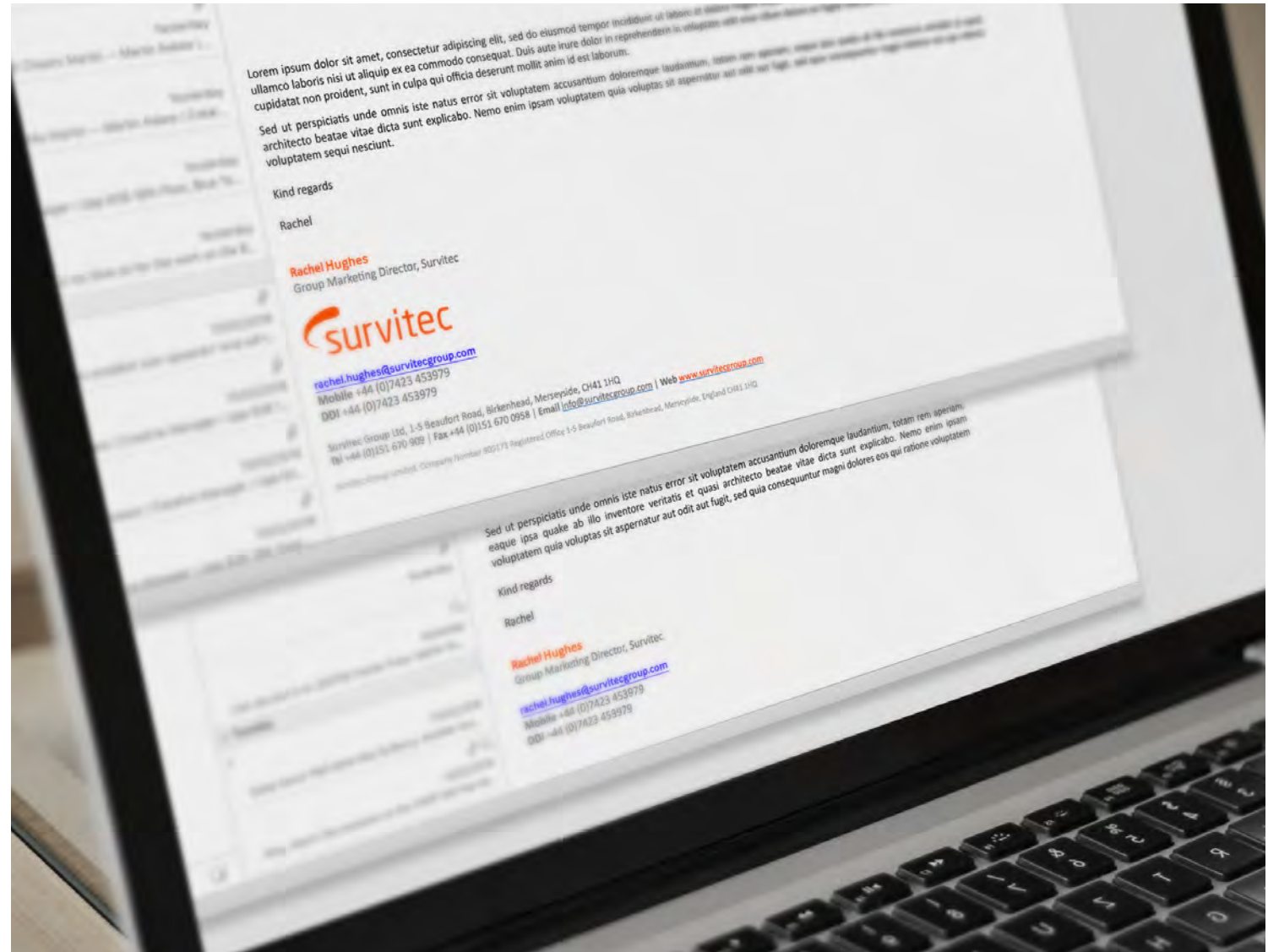
# BRAND IN ACTION



## 6.1 Email signature

An email footer to be set as the default signature for new messages has been designed featuring the Survitec logo and contact information.

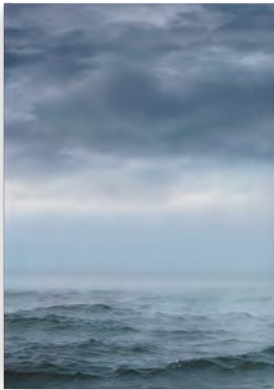
A shorter version has been created as the default signature for forwards and replies.



## 6.2 Stationery: Letterhead

European and US Letterhead artwork is available to personalise on our print platform Gelato.

The Letterhead reverse features sector imagery; Marine, Aviation and Defence.



Marine



Defence

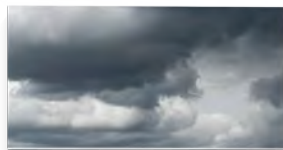


Aviation

## 6.3 Stationery: Compliment slip

Compliment slip artwork is available to personalise on our print platform Gelato.

The Compliment slip reverse features sector imagery; Marine, Aviation and Defence.



Aviation



Defence

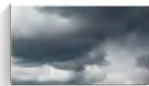


Marine

## 6.4 Stationery: Business cards

European and US Business card artwork is available to personalise on our print platform Gelato.

The Business card reverse features sector imagery; Marine, Aviation and Defence.



Aviation



Marine

Defence



# 6.5 Datasheet

To ensure consistency, it's best practice to always reproduce the datasheet from the master artwork files supplied. 2pp and 4pp A4 InDesign templates have been created. These can be used for professional print or saved as PDFs for online download.

**Datasheet Master Artwork**  
For datasheet templates please contact a member of the marketing team.

Further templates, logos and guidance can be found in the corporate folder on Safetynet..

Datasheets should be named using the following naming convention:

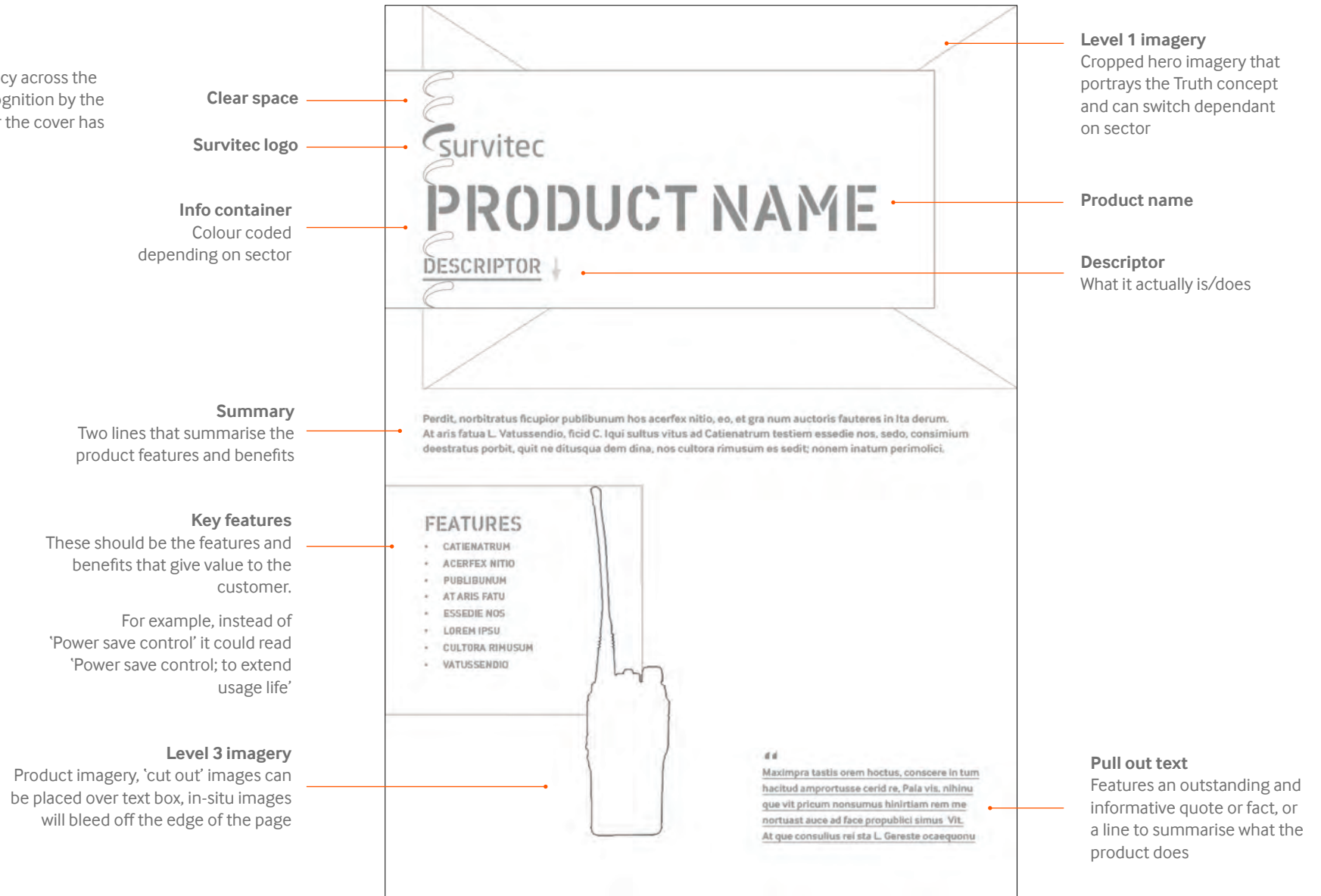
Factsheet\_master\_template..indd



# 6.6 Datasheet Anatomy

## Cover Anatomy

To ensure consistency across the group and easy recognition by the reader, a formula for the cover has been created.



## 6.7 Datasheet info container

### Spacing

The orange panel has been formatted using the flare graphic device to determine spacing



survitec

# E-TECH EP 400

FIREFIGHTER RADIO ↓

Communication is vital for the safety and efficiency on board all vessels. When it comes to one of the most extreme and dangerous situations crews can face – the outbreak of a fire – the need for efficient communication for the coordination of fire fighting is even more vital.

The ATEX approved E-Tech EP 400 UHF Fire Fighter radio is a good quality and cost-effective solution that integrates with SAVOX accessories. This flexibility ensures that the E-TECH EP 400 UHF Fire Fighter radio fulfils the need of most configurations of the fire fighter outfits required under SOLAS.

### FEATURES

- ATEX AND IECX APPROVED
- PROGRAMMABLE OPTION BUTTONS
- POWER SAVE CONTROL
- PRIORITY CHANNEL SCAN
- SIMULTANEOUS USE WITH INTERNAL AND EXTERNAL MICROPHONE
- INDIVIDUAL AND GROUP CALL CAPABILITIES
- MISSED CALL LIST OPTION
- HEARING PRESERVATION
- GROUP CHANNEL SETTINGS
- 255 CHANNELS
- BUSY CHANNEL LOCK OUT
- LOW, MEDIUM AND HIGH POWER OUTPUT LEVELS
- GRAPHIC LCD SCREEN WITH LED INDICATOR



“ This flexibility ensures that the E-TECH EP 400 UHF Fire Fighter radio fulfils the need of most configurations of the fire fighter outfits required under SOLAS. ”



# 6.8 Datasheet content pages

## Content Pages

All elements, information tables and text are flexible and can be spread across 4 columns.

## Level 2 imagery

They will always bleed off the page at either side.

## Text box (B)

They will always bleed off the page at either side.

## Footer

This will always be consistent.

## Tables

They are always constrained to within the column. For consistency they should always be reproduced using the master artwork files supplied.





# 2018

**On November 30, 2012 the Maritime Safety Committee adopted Resolution MSC.338(9) among which, Chapter II-2 "Construction - Fire Protection, Fire Detection and Fire Extinction" mentions specifically the use of suitable radio equipment.**

**SOLAS Chapter II-2, regulation 10.10.4**  
 For ships constructed on or after 1 July 2014, a minimum of two two-way portable radiotelephone apparatus for each fireparty for fire-fighters communications shall be carried on board. Those two two-way radiotelephone apparatuses shall be of an explosion-proof type or intrinsically safe. Ships constructed before 1 July 2014 shall comply with the requirements of this paragraph not later than the first survey after 1 July 2018.

**Reliability for critical operations**  
 The E-TECH EP-400 UHF Fire Fighter radio has been developed specifically for the fulfilment of the SOLAS requirement. The E-TECH 400 UHF Fire Fighter radio provides reliable, feature rich communication that helps to make the fire party safe and effective when called into action.

**Taking safety to higher standards**  
 The lightweight and explosion proof E-TECH EP400 UHF Fire Fighter radio fulfils the IEC 60945 marine standards to ensure the highest quality for on board safety communication equipment.

TECHNICAL DATA	
Dimensions	114.8 (mm) x 54.8 (mm) x 38.0 (mm)
Frequency / Frequency range	UHF: 403 - 470 MHz
Weight	285 g
Operating Temperature	-20°C to +65°C
Light Voltage	7.0V DC
Battery Type / Capacity	Lithium Ion (Rechargeable) 2500mAh
ATEX rating	Class II, 2G Ex d IIC T4
Marine rating	IEC 60945
Channels	255

**Product Packages**

BASIC PACKAGE CONTENTS	
Quantity	Description
1	1 EP-400 UHF Firefighter Radio
1	1 EP-400 ATEX UHF Antenna
1	1 EP-400 ATEX 1300mAh Rechargeable Lithium Battery
1	1 EP-400 Direct Single USB Charger
1	1 EP-400 Hand Strap
1	1 EP-400 BHT (B)
1	1 EP-400 Operator's Manual

**Ordering Information**

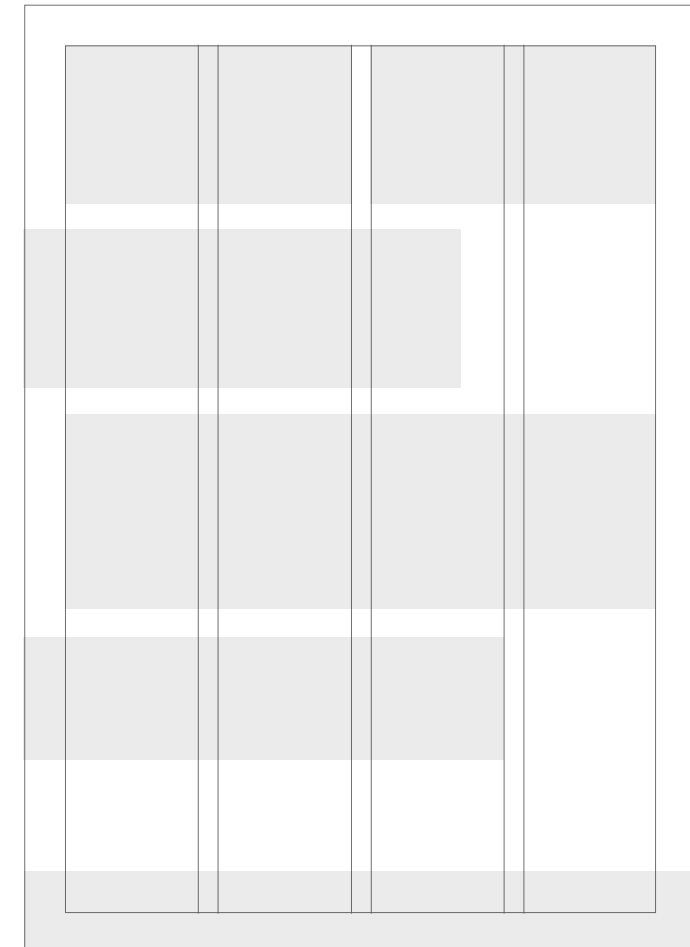
E-TECH RADIO	
Product Number	Product Name
52K70 ATEX	EP-400 ATEX UHF Radio set, C-OM3, HC-1, Leather Case
30019 F	EP-400 F (E) UHF Radio (L)

ACCESSORIES	
Product Number	Product Name
800026	EP-400 Spare C-OM3 PTT Switch
800211	EP-400 Spare HC-1 Handset with
800280	EP-400 Carry Strap (L)
800404	EP-400 ATEX Rechargeable Lithium Battery (L)



**GET IN TOUCH**  
Email: [info@survitecgroup.com](mailto:info@survitecgroup.com)

[www.survitecgroup.com](http://www.survitecgroup.com)  
1-5 Beaufort Road, Birkbeck, Merseyside, England CH41 1HQ



## 6.9 Email template

A basic structure email template has been created that ensures consistency across all emails.

A header section that uses the four main visual brand identifiers.

### 1. Brand mark

A primary identifier.

### 2. Imagery

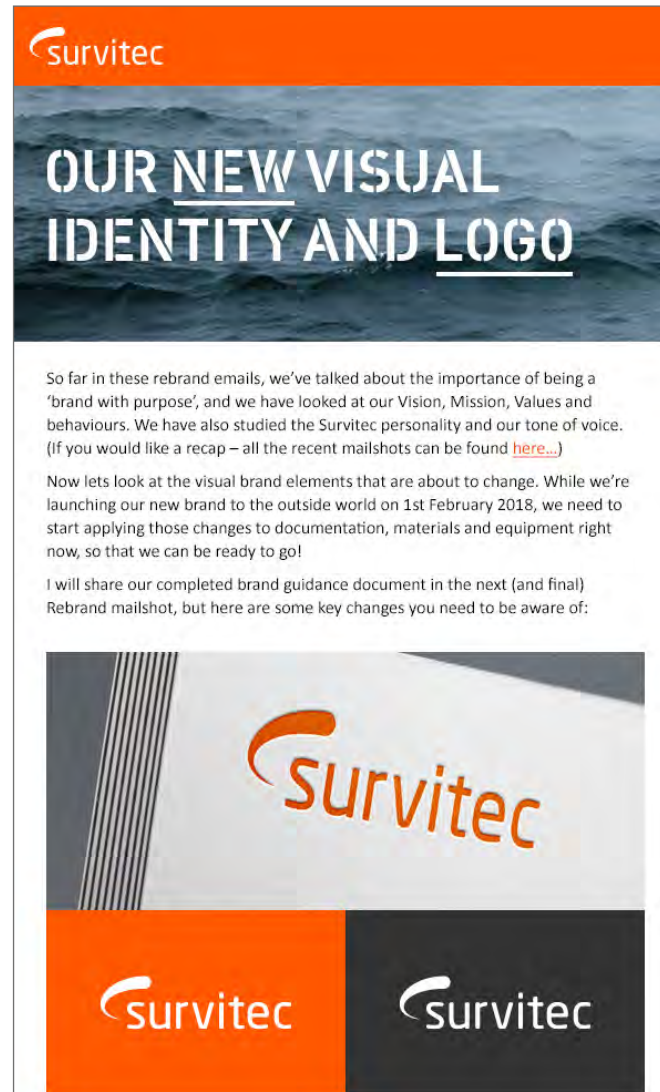
Powerful imagery is reflective of the environments.

### 3. Typography

Our brand typefaces are immediately recognisable.

### 4. Colour

Our colour palette is defined by Survitec Orange and white and complemented by Survitec Grey.



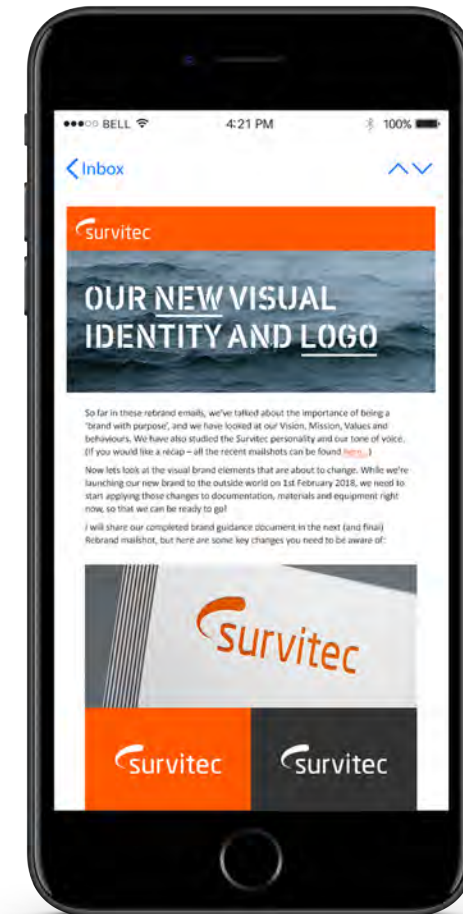
So far in these rebrand emails, we've talked about the importance of being a 'brand with purpose', and we have looked at our Vision, Mission, Values and behaviours. We have also studied the Survitec personality and our tone of voice. (If you would like a recap – all the recent mailshots can be found [here...](#))

Now lets look at the visual brand elements that are about to change. While we're launching our new brand to the outside world on 1st February 2018, we need to start applying those changes to documentation, materials and equipment right now, so that we can be ready to go!

I will share our completed brand guidance document in the next (and final) Rebrand mailshot, but here are some key changes you need to be aware of:

#### Logo change: One Name, One Company, One SURVITEC!

The most obvious change is the removal of 'group'. This is to simplify our name and unite us behind one name and not a 'group' of smaller individual companies. We have also made some subtle but purposeful modifications to the colour. We have had the Survitec group logo for almost 18 years and this change is certainly a



## 6.10 Van livery

The branding of Survitec vehicles is a key part of our visual identity. Together with other forms of brand communication such as product literature, signage and advertising it helps build a strong and consistent image of who we are and reinforces our brand values.

Survitec vehicles from different locations may be seen on the same roads. Therefore a consistent presentation and use of branding must be maintained throughout.

Keeping a high standard of vehicle maintenance is equally important.





## 6.11 Van livery small vehicle

As the type of vehicle used will differ in both shape and size from region to region the application of the graphics will need to be flexible.



## 6.12 Van livery image based

Orange is the preferred option, however in certain instances the image based version of wrap may be used as a secondary option.



## 6.13 Workwear

Personal identification is an important detail for the Survitec brand identity. The Survitec logo can be applied across a wide range of uniforms and clothing.

The main logo provides the simplest and most effective identification on various types and colours of clothing.

The logo is applied on the front left hand side of the clothing and may also be positioned centrally on the main back panel.





## 6.14 Workwear trousers

Where possible apply the Survitec brand mark to the left hand side of the garment, either above or below the pocket.

Where the design aesthetic permits, for example on the trouser design far right, then the white Survitec brand mark can be applied in contrast to the orange trim.



## 6.15 Head wear



An embroidered logo is the preferred technique used depending on material and applied across all uniforms and clothing.

## 6.16 Wayfinding

### Signage Scheme

Simple, functional and contemporary signs are an integral part of the Survitec visual identity system. The sign demonstrations shown on these pages should serve as models when signs are being developed for a particular site, building or facility. Creating wayfinding signage using a modular sign system maintains consistency in message and design aesthetic.

This wayfinding scheme uses the Survitec Dark Grey as a base for the information, which is set in the brand font InterFace. The arrow glyph is from the brand font VTG Stencil DIN. This can be applied to wall and hanging signage.





## 6.17 Wall signage

Impact can be created on walls, entrances and exteriors by using well executed production techniques. The materials and finishes used also bolster the brand values of Survitec and support our market leading value proposition.

Colour should be chosen based on the type of background.

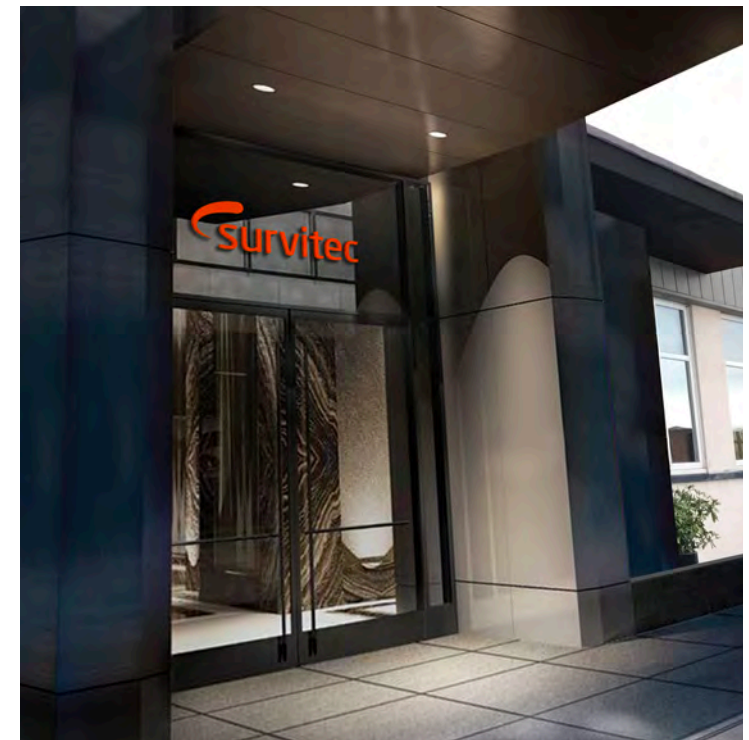
In circumstances where production values are constrained, the brand mark can be applied using vinyl cut lettering or decals.



## 6.18 Outdoor signage

Consider environmental factors when developing signage. Weather conditions should determine the material used and the fabrication techniques. Colour should be chosen based on the type of background but also sun conditions which prevail in certain regions.

In circumstances where production values are constrained, the brand mark can be applied using vinyl cut lettering or decals.



## 6.19 Entrance mat

In service centres and customer facing receptions, the brand mark must be applied in orange to a dark grey or black entrance mat.



7.0

# CONTACT





## 7.1 Contact

For any branding queries please contact a member of the marketing team or email [communications@survitecgroup.com](mailto:communications@survitecgroup.com)

Further templates, logos and guidance can be found in the brand folder on SafetyNet.  
<https://safetynet.survitecgroup.com/source/corporate/branding-toolkit>