

Updated 2020

Brand Book

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_01

Logo

Figurative/word mark

_AHT a member of DAIKIN group



Logo sizes

_Defined logo sizes for web and print

SCREEN

This applies to all types of screens.

No

80 px (28mm) = unreadable



150 px (52mm) = minimum pixel size



180 px (63mm)



PRINT

This applies to anything that is printed in any form.

No

30 mm = unreadable



40 mm



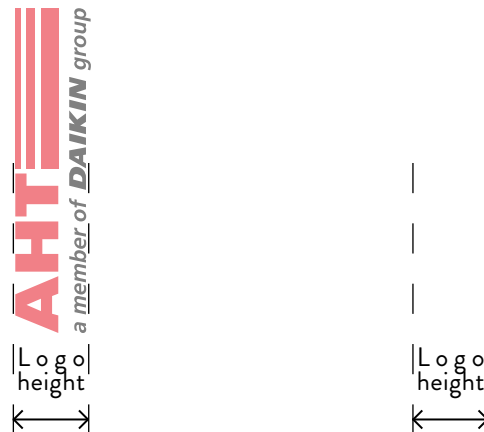
50 mm



Clear space

The ideal white space

The logo is the visible expression of the personality, tonality and underlying values of AHT. As the core of the brand identity, it must therefore be protected by being used appropriately. A white surrounding space must be created that is kept free of text and symbols.



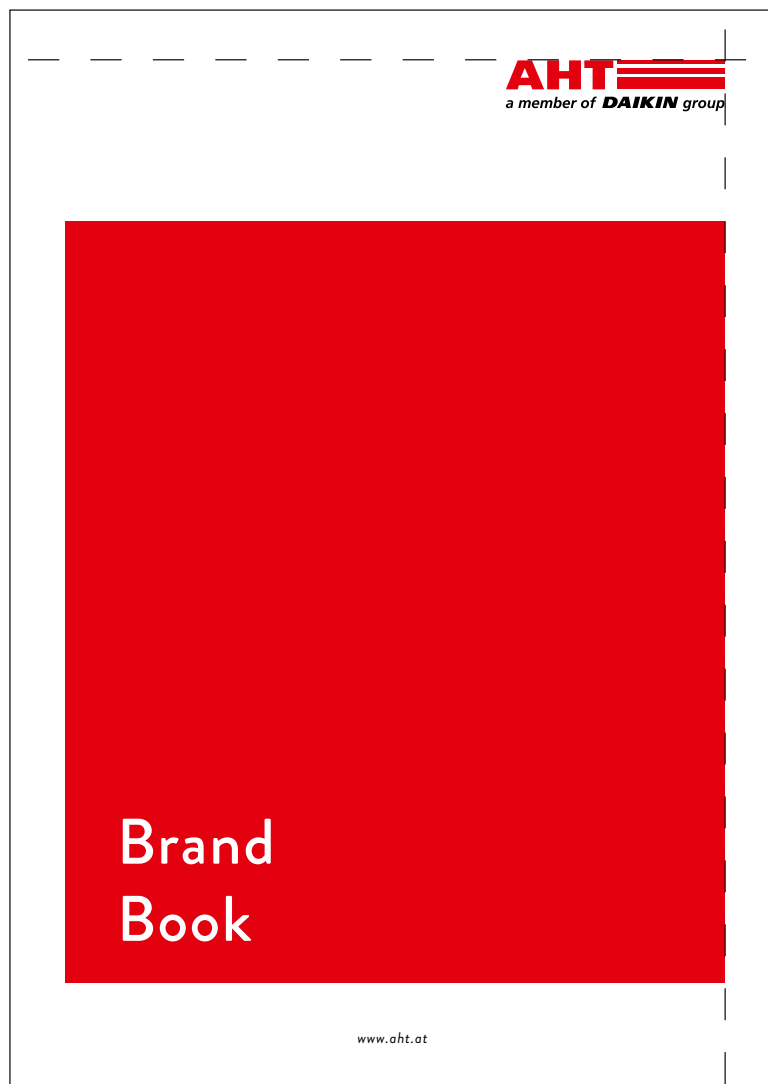
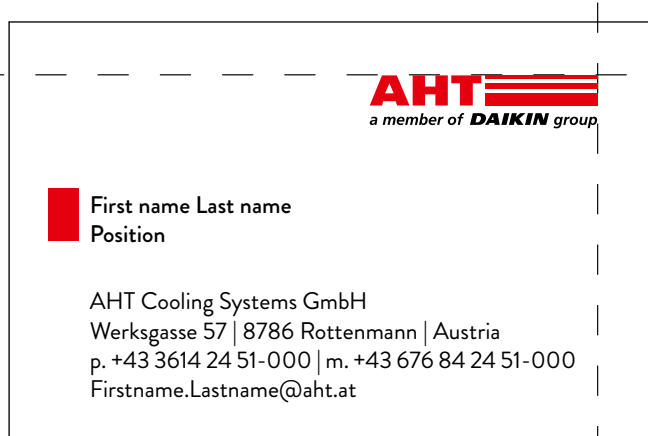
<p>>Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Pari dero quo consecusa volut autatis velest quae dolest, sum eum con consendicae ipsam quae as exerores eic tempor serchitis eatur? Am, sunt rae. Ut ea con plaut es suntemp eribus re exceri dolupis est et utate perchilia dundesequis id quibus quiae nimi, quam, ut volluptasped untio. Neque everum facesti storpor porit, qui serspitatur sedi conse electae. Borem ex et lis cum que quam derio. Nequid molori suntius, que consequi blate arum res que volore sit est facestem nam, ventionet latur ma vendita tessequossi in nos debitibusam facerumquid ut et rem nonsequi accus exceprorro maio odi dollias ex eossent et auta imintem nobis del molorro dolorum invelitecae. Et landandae nonet, ut et lit, ulluptatus voles et a andessit perem sumqui di nobis si de des modigni dolorio. At ut et as dolupta sinctem voluptas mossequi core num faccae erfero minusdae voluptatia coris volupta eperum fuga. Maximen dissequ untiscid esti officit iissit int, secabor eptiis quaspis mi, cumquunt dolorerum et unt ducitas maximusapera il moles volores ciundandebit volore cusant faccuptatus cusdaerume similibibus magnist, consequiam, occatur aspidi quis exerum quia doloresciani audandempore esedis aut in reri as peraectiis velit optatia dolorem. Dandus, sin nem rent ute si adiciustio vel entius.</p> <p>Ibus eatur? Umqui blaborehent peribusciam ad ende venienimilia quia et ut faccuptatus.</p> <p>Ferum faceror ectibus dellupt aquaspi tiusam que iur aut mo venditatus eatecaerit unt et lam quibus quature sequid mos sin eos ullorae volupta ecatem. Obis eatem dolupta sam quam doluptas recus dolo te non prest harum cuptate mporporit del imodi occum ium quaerenis eate cusandust poriscit hil et, tet aut la cus.</p> <p>Bea volorum sundicia dolorepedis et faceatur minctus. Gias qui omnis isque intiatem fugiania simagnatio volestemque dolori denditios min eostota tiasae pelibea tqviae volestis molorro excepuadis dolores dem. Arum fugiam elent vent volupta quassed qui dolorentus paria ad maximodi ipsapic tet lantius eum, odiciur? As asped ut repratet laut et aut eum esto vel moluptas id et aperume cumquat emquos rectotaqui berione mperepeles dolo optas ad min cus.</p> <p>Solut labo. Evel in nis ad eos dolupta erspernatem hilitis qui dolla vellace ptatem que sit utatur, tes qu</p>	
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Clear space

_The ideal white space

Logo position—whenever possible always at the top right with the defined white space.



Never do that

Examples of “no-gos”

In order not to diminish the brand value, it is essential to comply with the specified logo representations. Under no circumstances must the AHT logo be changed without authorisation, or be manipulated or modified as shown in one of the following examples. Adjustments should always be clarified with the responsible agency.



1.
The AHT logo must always be filled in completely.



2.
The AHT logo must only be shown in the specified shade of red, black or in white.



3.
The distance between “AHT” and “a member of DAIKIN group” must not be changed.



4.
The AHT logo must not be rotated.



5.
The AHT logo must never be compressed or lengthened.

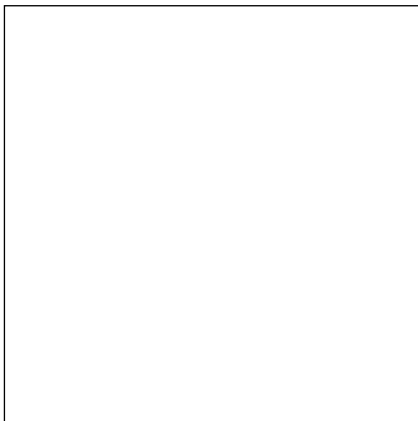


6.
No effects must be added to the AHT logo (drop shadow, etc.)

Colour definition

The colour scheme of our communication

The colour scheme reflects the clear and consistent line of AHT. It is an important part of the communication; it is employed in the commonly used print and online media, and thus creates a unique recognition factor.



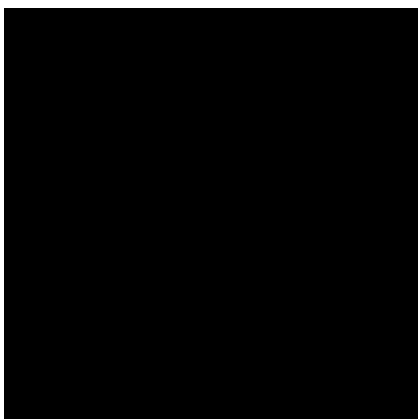
WHITE

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255



RED

CMYK 0 | 100 | 100 | 0
RGB 205 | 0 | 25
Pantone 3546 C
HKS 14 K



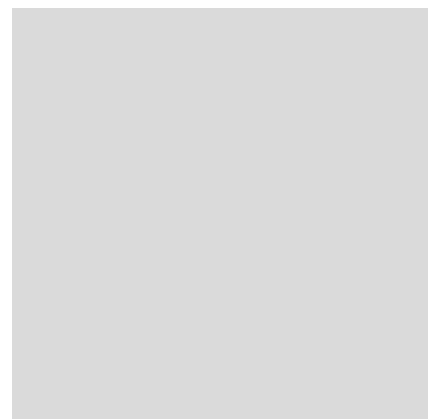
BLACK

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
Pantone Black C



DARK GREY

CMYK 0 | 0 | 0 | 60
RGB 135 | 135 | 135
Pantone 60% Black C



LIGHT GREY

CMYK 0 | 0 | 0 | 20
RGB 220 | 220 | 220
Pantone 20% Black C

Appliance labelling

_Without claim: the logo can be used as previously.



_02

Design
Elements

Corporate font

_Brandon Grotesque

BRANDON GROTESQUE

BRANDON GROTESQUE – MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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BRANDON GROTESQUE – MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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BRANDON GROTESQUE – REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

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BRANDON GROTESQUE – REGULAR ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Font usage

_How Brandon Grotesque is used.

LARGE HEADING (COVER, CHAPTER PAGES)

Brandon Grotesque - Medium
Font size 50 Pt
Left-justified

Lorem
ipsum

PAGE HEADING

Brandon Grotesque - Medium Italic
Font size 24 Pt
Left-justified

*Lorem ipsum dolor
sit amet consetetur*

LEAD TEXT

Brandon Grotesque - Medium
Font size 12 Pt
Left-justified

Lorem ipsum dolor sit amet, consetetur
s adipscing elit, sed diam nonumy eirmod.

SUBHEADING

Brandon Grotesque - Medium Italic
Font size 12 Pt
Left-justified, upper case

LOREM IPSUM DOLOR

CONTINUOUS TEXT

Brandon Grotesque - Regular
Font size 10 Pt
Justified (last line left-justified)

Lorem ipsum dolor sit amet, consetetur sadipscing
elit, sed diam nonumy eirmod tempor invidunt ut
labore et dolore agna aliquyam erat, sed diam vo-
luptua. At vero eos et accusam et justo duo dolores
et ea rebum.

ACCENTUATION CONTINUOUS TEXT

Brandon Grotesque - Medium Italic
Font size 10 Pt
Justified (last line left-justified)

Lorem ipsum dolor sit amet, consetetur sadipscing
elit, sed diam nonumy *eirmod tempor invidunt ut la-
bore et dolore* agna aliquyam erat, sed diam voluptua.

PHOTO CAPTION

Brandon Grotesque - Regular Italic
Font size 8 Pt
Justified (last line left-justified)

Lorem ipsum dolor sit amet, consetetur sadipscing elit, sed diam
nonumy eirmod tempor invidunt ut labore et dolore agna ali-
quyam erat, sed diam voluptua.

Font usage

_How Arial is used.

Arial can continue to be used as a font for internal documents such as work instructions, forms etc.

1st HEADING

Arial – Bold
Font size 14 Pt
Left-justified

Lorem ipsum dolor sit amet

2nd HEADING

Arial – Bold
Font size 12 Pt
Left-justified

Lorem ipsum dolor sit amet consetetur

3rd HEADING

Arial – Regular
Font size 12 Pt
Left-justified

**Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy eirmod.**

4th HEADING

Arial – Kursiv
Font size 12 Pt
Left-justified

***Lorem ipsum dolor sit amet, consetetur
sadipscing elitr, sed diam nonumy.***

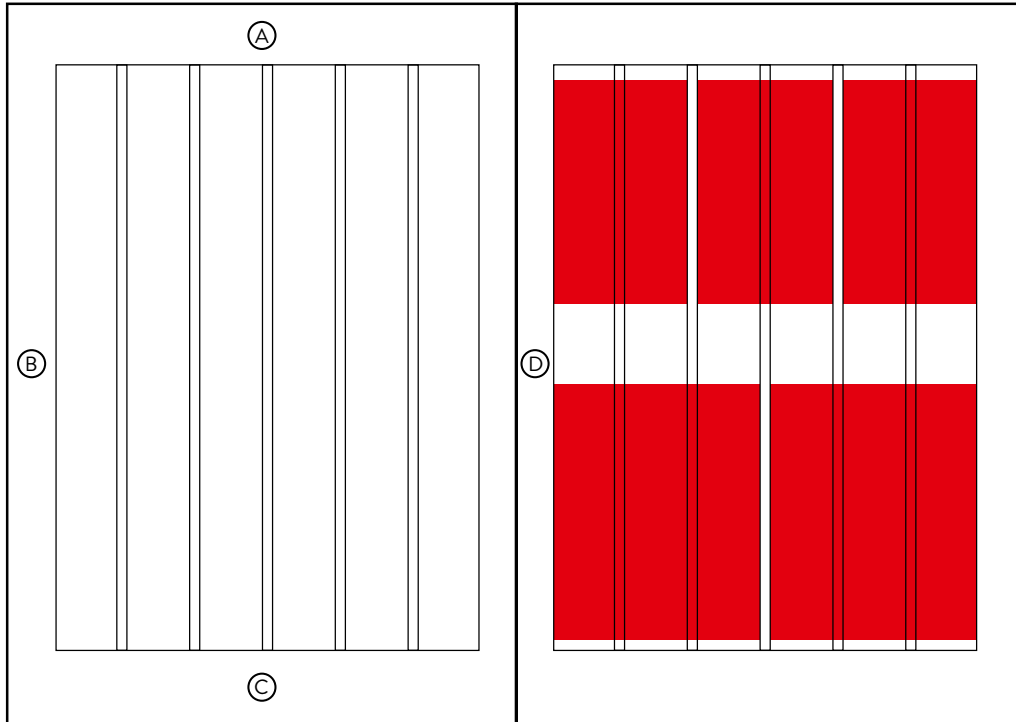
CONTINUOUS TEXT

Arial – Regular
Font size 10 Pt
Left-justified

**Lorem ipsum dolor sit amet, consetetur sadipscing elitr,
sed diam nonumy eirmod tempor invidunt ut labore et
dolore agna aliquyam erat, sed diam voluptua. At vero
eos et accusam et justo duo dolores et ea rebum.**

Page grid system

Double pages



2- or 3 columns

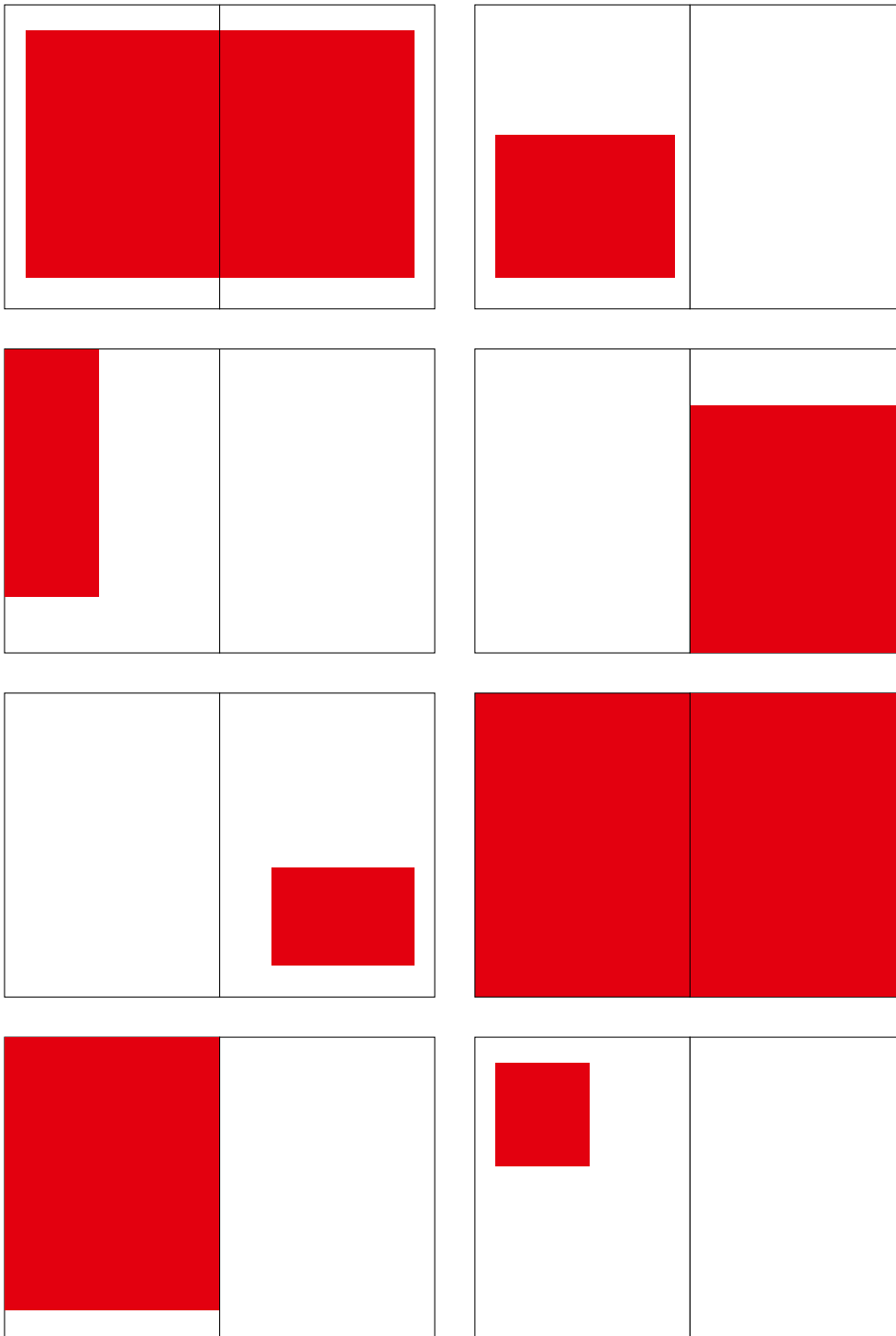
6 columns 5 mm spacing in between

- A 25 mm
- B 20 mm
- C 30 mm
- D 15 mm

Red areas

_The variety of red areas

The red areas are a design element of AHT. They can be used individually. The size and position can be adjusted. Here are a few examples:



Red areas with text

_With continuous text

Whether it is continuous text or quotations, any type of text should be written in white on the red area in order to achieve a high contrast and good readability.

<p><i>Klimaschutz, Energieeffizienz und dung mit intelligenter Digita Zukunft. Das gilt auch für den Be bereits Maßstäbe in diesem Sinne stärker die Entwicklung von Pro Nachhaltigkeit, Energiereduktion forcieren. Mit serienmäßigen In künftig dafür, neue Frischestan auch unter dem Aspekt „Smart optimalem Einkaufserlebnis durch</i></p>	<p><i>Internet of Things (IoT) in Verbin lisierung sind die Themen der reich der Kältetechnik. AHT hat gesetzt. In Zukunft werden wir noch dukten und Lösungen in Richtung und softwarebasierter Intelligenz novationen sorgen wir ebenfalls dards in lückenlosen Kühlketten Home“ zu garantieren. Und das bei ansprechendes, edles Design.</i></p> <p><i>_Vision</i></p>
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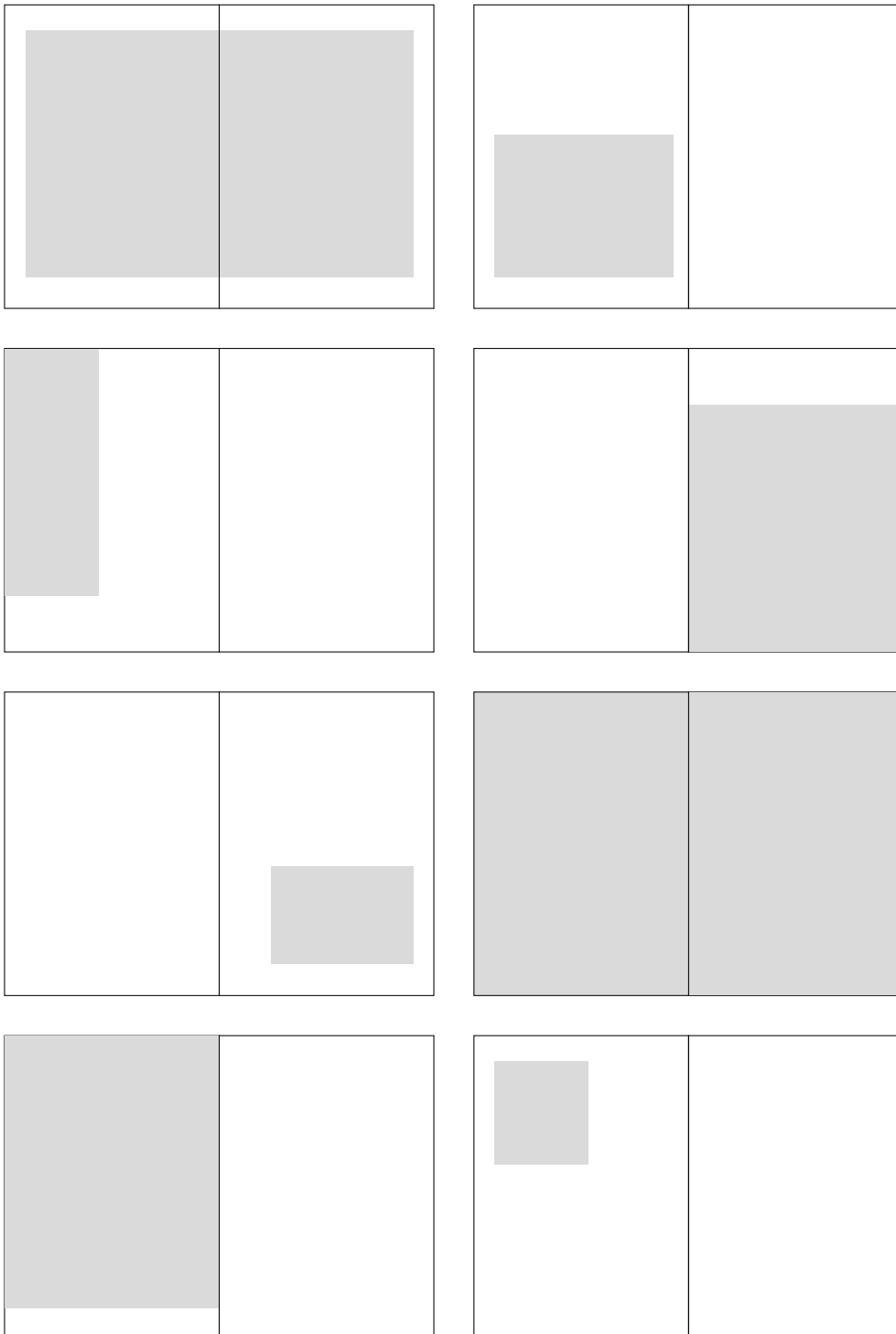
<p><small>Martin Krutz startete 1996 seine berufliche Laufbahn bei DAIKIN Central Europe als General Sales Manager. Neun Jahre später wurde er Managing Director von DAIKIN Polen. 2013 führte ihn sein beruflicher Weg nach Brüssel zum EMEA Business Reform Office von DAIKIN Europe NV als Departement Manager. Es folgten weitere Stationen und Verantwortungsbereiche als Geschäftsführer bei DAIKIN Central Europe in Wien. 2016 übernahm er die DAIKIN Airconditioning UK Ltd / Großbritannien. Seit März 2019 ist Martin Krutz CEO der AHT Cooling Systems GmbH.</small></p>	
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Grey areas

_Sometimes there can also be a little less colour.

Grey areas can also be used as an alternative to the red areas.

The light grey is defined in the colour scheme with CMYK: 0/0/0/20 or RBG: 200/200/200



Grey areas

_With continuous text

Good readability needs to be ensured here too, therefore on light grey we write in black.

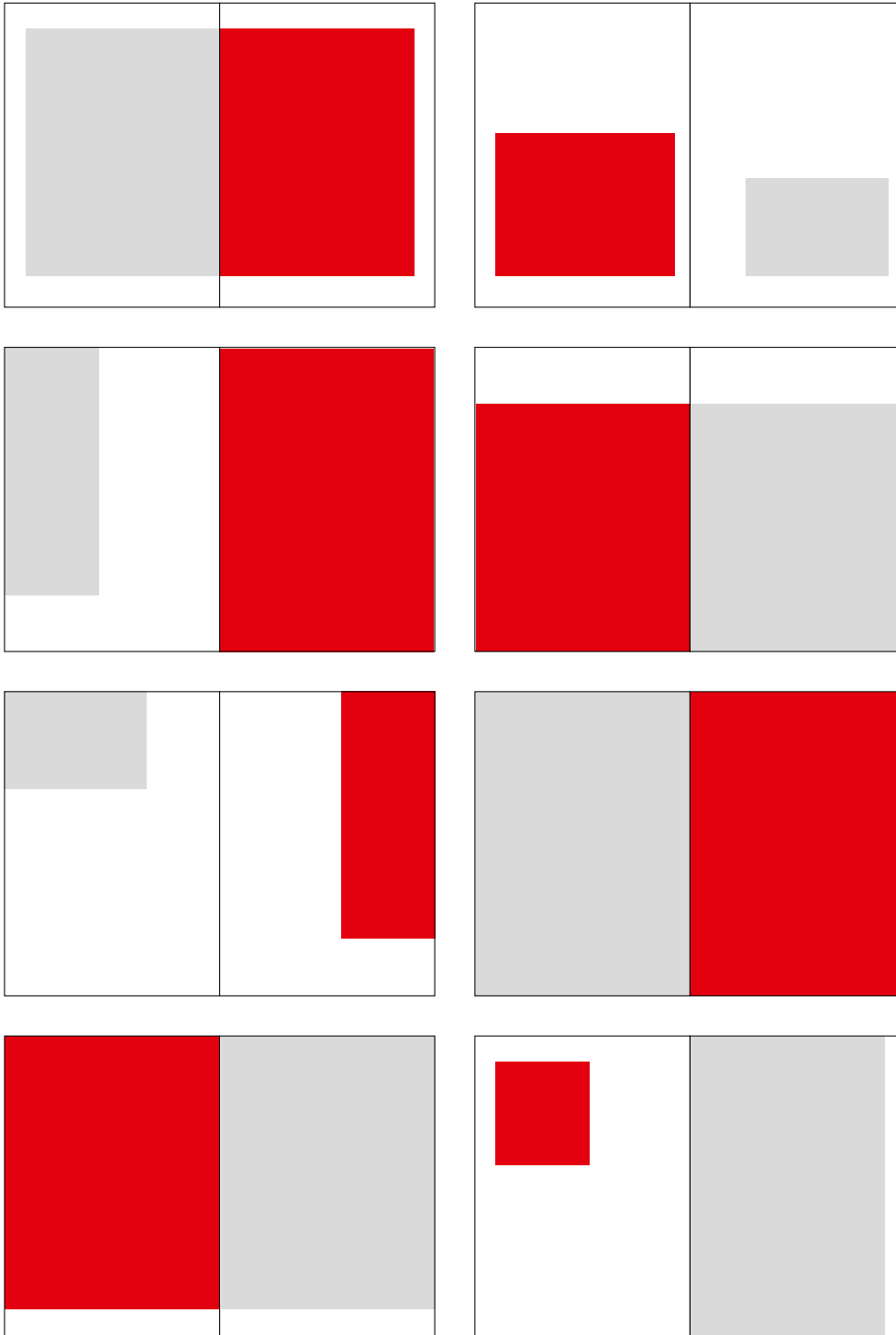
<p><i>Klimaschutz, Energieeffizienz und dung mit intelligenter Digitalisierung sind die Themen der Zukunft. Das gilt auch für den Bereich der Kältetechnik. AHT hat bereits Maßstäbe in diesem Sinne gesetzt. In Zukunft werden wir noch stärker die Entwicklung von Produkten und Lösungen in Richtung Nachhaltigkeit, Energiereduktion forcieren. Mit serienmäßigen Innovationen sorgen wir ebenfalls künftig dafür, neue Frischetrends in lückenlosen Kühlketten auch unter dem Aspekt „Smart Home“ zu garantieren. Und das bei optimalem Einkaufserlebnis durch ansprechendes, edles Design.</i></p>	<p><i>Internet of Things (IoT) in Verbindung mit intelligenter Digitalisierung sind die Themen der Zukunft. Das gilt auch für den Bereich der Kältetechnik. AHT hat bereits Maßstäbe in diesem Sinne gesetzt. In Zukunft werden wir noch stärker die Entwicklung von Produkten und Lösungen in Richtung Nachhaltigkeit, Energiereduktion forcieren. Mit serienmäßigen Innovationen sorgen wir ebenfalls künftig dafür, neue Frischetrends in lückenlosen Kühlketten auch unter dem Aspekt „Smart Home“ zu garantieren. Und das bei optimalem Einkaufserlebnis durch ansprechendes, edles Design.</i></p> <p style="text-align: right;"><i>_Vision</i></p>
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<p><small>Martin Krutz startete 1996 seine berufliche Laufbahn bei DAIKIN Central Europe als General Sales Manager. Neun Jahre später wurde er Managing Director von DAIKIN Polen. 2013 führte ihn sein beruflicher Weg nach Brüssel zum EMEA Business Reform Office von DaIKIN Europe NV als Departement Manager. Es folgten weitere Stationen und Verantwortungsbereiche als Geschäftsführer bei DAIKIN Central Europe in Wien. 2016 übernahm er die DAIKIN Airconditioning UK Ltd / Großbritannien. Seit März 2019 ist Martin Krutz CEO der AHT Cooling Systems GmbH.</small></p>	
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Grey/red areas

A combination of the two

Both colours can also be combined in the red and grey areas. Here are a few examples:



Grey/red areas

_With continuous text

Good readability should also be ensured here, therefore we write in black on light grey and in white on red.

<p><i>Klimaschutz, Energieeffizienz und dung mit intelligenter Digita Zukunft. Das gilt auch für den Be bereits Maßstäbe in diesem Sinne stärker die Entwicklung von Pro Nachhaltigkeit, Energiereduktion forcieren. Mit serienmäßigen In künftig dafür, neue Frischestan auch unter dem Aspekt „Smart optimalem Einkaufserlebnis durch</i></p>	<p><i>Internet of Things (IoT) in Verbin lisierung sind die Themen der reich der Kältetechnik. AHT hat gesetzt. In Zukunft werden wir noch dukten und Lösungen in Richtung und softwarebasierter Intelligenz novationen sorgen wir ebenfalls dards in lückenlosen Kühlketten Home“ zu garantieren. Und das bei ansprechendes, edles Design.</i></p> <p><i>_Vision</i></p>
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Visual images

_Photos and renderings



Icons

_at a glance



operating temperature



fast and intelligent
installation



time saving



enviroment-friendly
and robust



visual merchandising



high energy savings



physical dimensions



general data



refrigeration data

_03

Design
Templates


Business stationery

_Business cards, letter paper, C5/6 envelope, A4 note pad


AHT 
a member of **DAIKIN** group

Vorname Nachname
Position


AHT Cooling Systems GmbH
Werksgasse 57 | 8786 Rottenmann | Austria
p. +43 3614 24 51-000 | m. +43 676 84 24 51-000
vorname.nachname@aht.at


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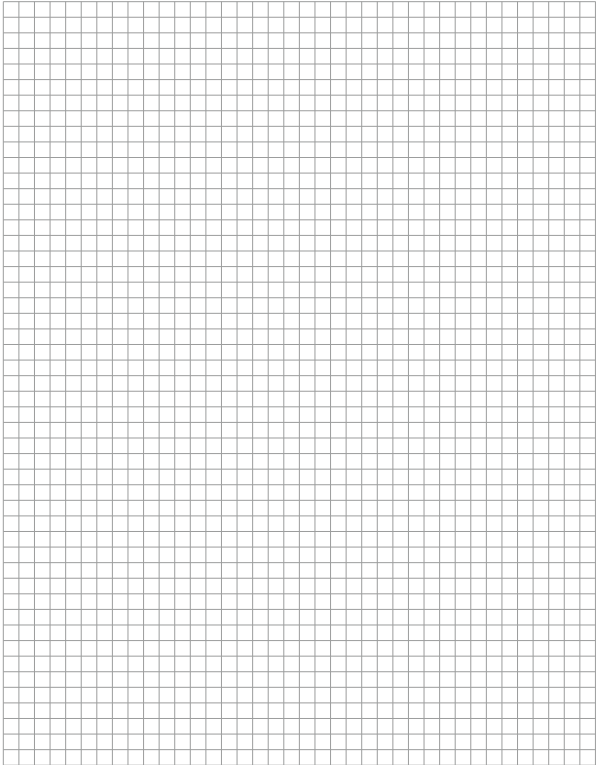
AHT Cooling Systems GmbH · 8786 Rottenmann · Österreich



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www.aht.at

Advertisements

_Full page – print



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We cool, you sell.

LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR

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www.ah.t.at

Advertisements

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_Naturally AHT
Refrigeration
Technology







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**We cool,
you sell.**

_Naturally AHT Refrigeration Technology

**LOREM IPSUM DOLOR SIT AMET,
CONSETETUR SADIPSCING ELITR**

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LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR

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AHT Cooling Systems GmbH | Werksgasse 57 | 8786 Rottenmann | Austria | www.aht.at

Advertisements

_Half page – print



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We cool, you sell.

LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR
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We cool, you sell.

LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR
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www.ah.t.at

Advertisements

_Half page – print



AHT 
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**We cool,
you sell.**

_Naturally AHT Refrigeration Technology

LOREM IPSUM DOLOR SIT, CONSETETUR SADIPSCING ELITR
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numy eirmod tempor invidunt ut labore et dolore magna aliquyam
erat, sed diam voluptua.

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**We cool,
you sell.**

_Naturally AHT Refrigeration Technology

LOREM IPSUM DOLOR SIT, CONSETETUR SADIPSCING ELITR
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numy eirmod tempor invidunt ut labore et dolore magna aliquyam
erat, sed diam voluptua.

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Folders

_KALEA product folder

Teaser



MANHATTEN



MAIMI



SYDNEY



PARIS



AHT
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KALEA
_Kühl- und Tiefkühlgerät. Steckerfertig

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AHT Cooling Systems GmbH
Werksgasse 57
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IHR AHT PARTNER

XXX Cooling Systems
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KALEA Freeze Air

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Merkmale

VISUAL MERCHANDISING

- New modern design with full glass optic
- Clean shelf top without technical components
- Optimal footprint due to slim depths of 750 and 900 mm
- Can be installed in markets with a low ceiling

ENVIRONMENT-FRIENDLY AND ROBUST

- Natural refrigerant R290 (Propane)
- Industrially manufactured refrigeration circuits with lowest risk of leakage
- All units will be VDE approved (high safety level)

FAST AND INTELLIGENT INSTALLATION

- Plug-in solution
- Full flexibility in the store – easy re-arrangements
- Our BUS System is open, nevertheless, communication needs C2C-System

HIGH ENERGY SAVINGS

- Multi-Circuit technology (€150 g per circuit)
- High energy efficiency thanks to compressor management
- Exhaust heat from the bottom of cabinets contributes to heating in winter directly into the store

IN-BOX TECHNOLOGY

- Complete refrigeration technology installed in the bottom in pull-out drawer
- Optimal accessibility for service and maintenance thanks to pull-out drawer
- New generation of controller that enables "Predictive Maintenance"



AHT
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Minimal maintenance time thanks to INBOX technology

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DIMENSIONS

1.560 (2D) | 2.340 (3D) | 3.120 (4D) | 3.900 (5D)

Length of End Cap cabinets:
2-D for 750 mm depth island
3-D for 900 mm depth island
D. 950 (Bottom Shelf D. 600) | H. 2200

750 mm Depth range will be available
2000 mm Height range will be available

OPERATING TEMPERATURE

(L1) -23 to -18 °C

Solo Row Block Island




Folders


_KALEA product folder

Zubehör

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SEITENWÄNDE (Panorama oder Spiegel)
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Teaser



MANHATTEN




MAIMI




SYDNEY



PARIS



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KALEA

_Kühl- und Tiefkühlgerät. Steckerfertig

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Slide masters

_PowerPoint

Naturally at your side.

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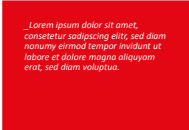
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Vehicle signage

_Plain and simple

