

# Pictograms

## Design Guidelines

Version 4

Together  
ahead. **RUAG**

# Contents

## Pictograms

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We use pictograms in print and electronic media to provide information in a quick and simple manner as well as to facilitate navigation.

These guidelines set out the rules for creating pictograms and provide an individual and consistent design that is perfectly aligned with the RUAG brand design.

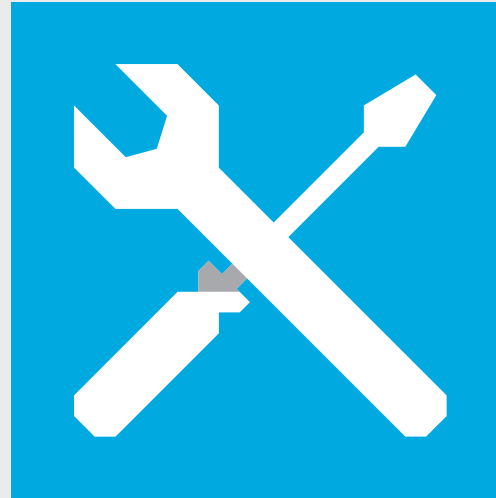
# Pictograms

## Use

Pictograms convey information in a simple graphical format. They can be used in combination with a text or on their own. RUAG pictograms must only be used if they provide additional value for the reader. The additional value of pictograms includes:

- faster orientation or navigation of print and electronic media (e.g. for website navigation)
- more effective signage by using appropriate signalling (e.g. for area plans) as well as information panels and emergency signs on the premises and in the production areas
- depiction of specific themes or abstract terms (e.g. corporate values: heart, head, hand)
- language-neutral images (e.g. for international trade fairs)

Pictograms are created and introduced in consultation with RUAG Corporate Brand Management.



# Pictograms

## Basic principles

RUAG pictograms share the following characteristics. They:

- are concise and specific
- conform to the shape of the RUAG wordmark, in particular, the 45-degree angle at the end of the capital letter “G”
- are based on a grid to ensure consistency
- are in the RUAG colour “sky blue”
- feature a single shadow to appear more three-dimensional
- consist of a single plane

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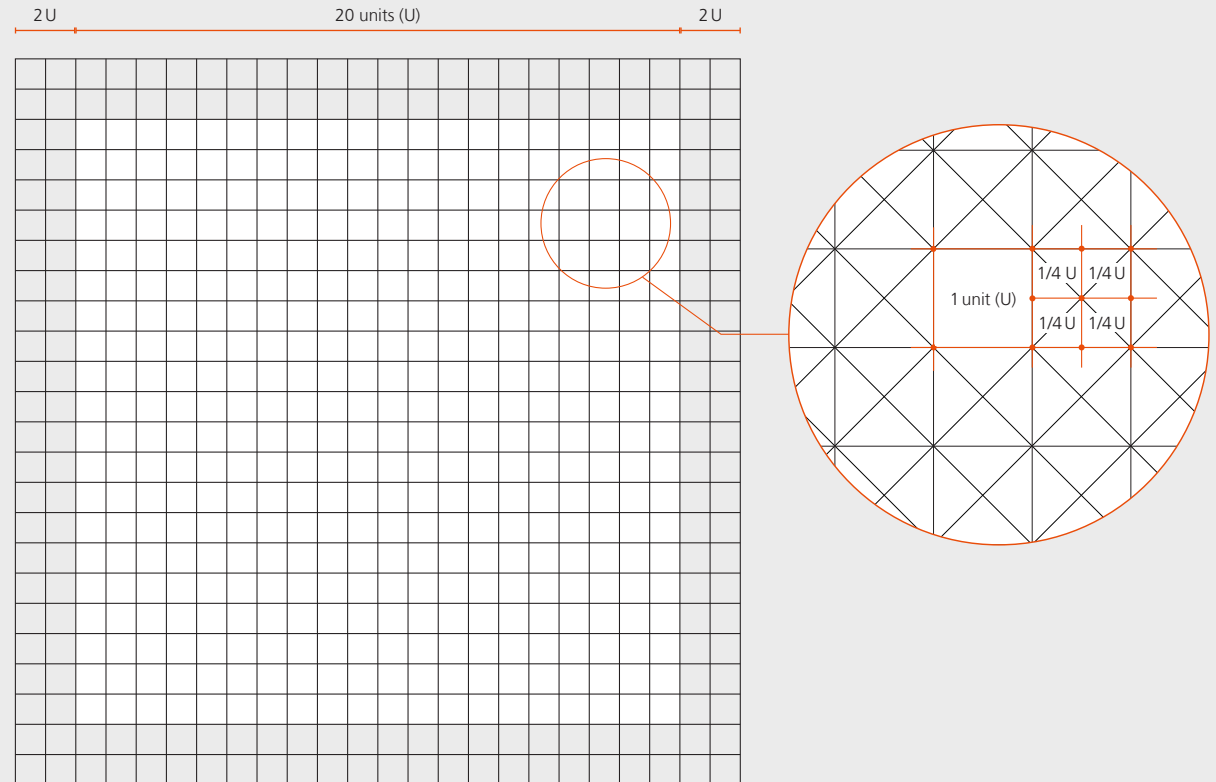
# Pictograms Grid

All pictograms are based on a design grid measuring  $20 \times 20$  units.  
All points, lines and planes are based on this grid.

For visual corrections and improvements, a unit can be broken down into four sub-units.

## Buffer space

All four sides of the design grid are bordered by a buffer space of two units.



# Pictograms

## Layout and design

### Angle

Where possible, pictograms should comprise 45-degree angles to conform to the shape of the RUAG logo.

### Rounded edges

Ideally, rounded edges should be created using circles with diameters that fit inside the grid.

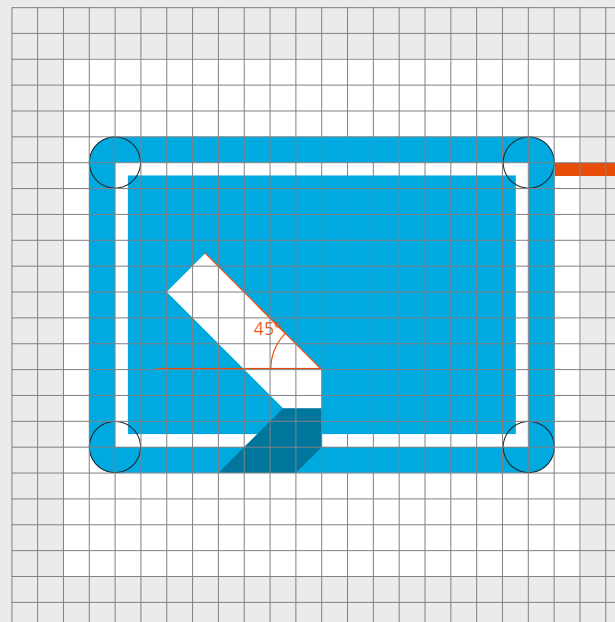
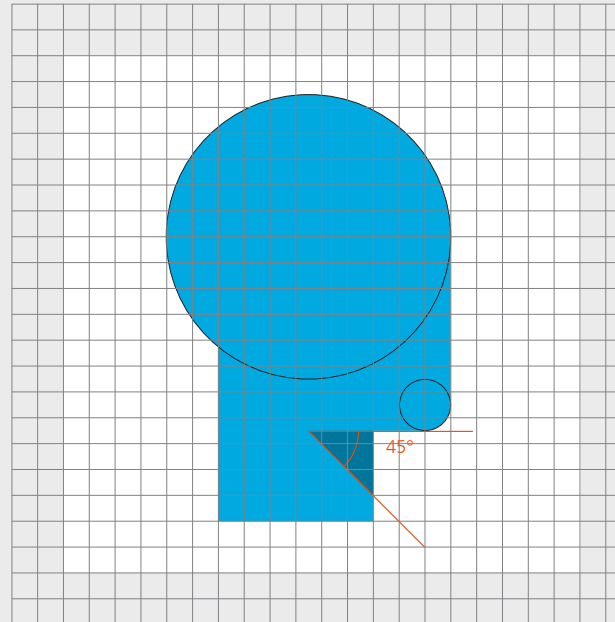
### Line thickness

The minimum line thickness is 1/2 unit.

### Minimum dimensions

The minimum dimensions in print are 10 × 10 mm (including buffer space).

The minimum dimensions for electronic applications are 64 × 64 pixels (including buffer space).



Minimum line thickness = 1/2 unit

# Pictograms

## Colour and background

Ideally, RUAG pictograms should be free standing, colourful and placed against a white background.

If required, white pictograms may be placed against a coloured background. The coloured background forms the buffer (24 x 24 units).

Greyscale pictograms may be used for greyscale applications.

The use of other colours, e.g. in the case of green pictograms for charging stations, is only permitted in exceptional circumstances and must be discussed with Corporate Brand Management.



### Coloured against a white background

Pictogram	100% Sky Blue
Shadowing	40% Black, multiplied with 100% sky blue
Background	100% White



### Greyscale

Pictogram	60% Black
Shadowing	40% Black, multiplied with 60% black
Background	100% White



### White against a coloured background

Pictogram	100% White
Shadowing	40% Black
Background	100% Sky Blue



### White against a grey background

Pictogram	100% White
Shadowing	40% Black
Background	60% Black



## Pictograms

### Second information level

A pictogram may contain a second level of information with explanatory notes. This additional information is always positioned in a triangle in the top right-hand corner. The corresponding pictogram is kept at its original size, but is moved to the bottom left-hand corner.

The pictogram for the additional information is reduced from its original size so that there is at least one unit of space on each side of the triangle.

The pictograms no longer have their own shadowing. The shadow is now in the area between the triangle and the pictogram underneath it.

#### Restrictions

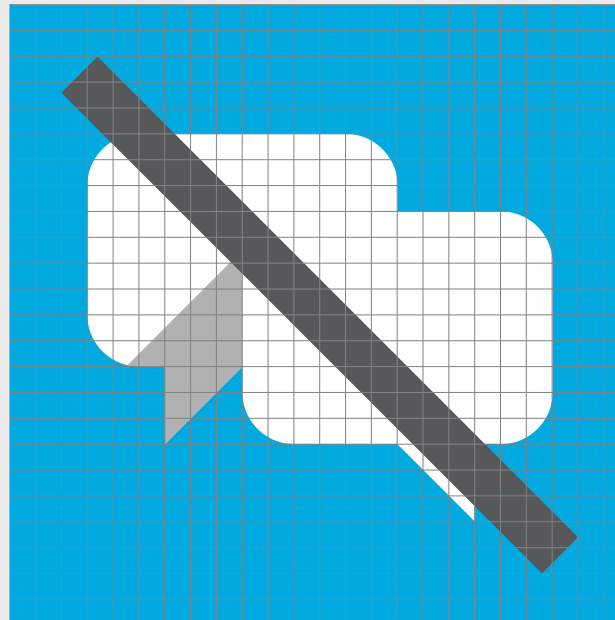
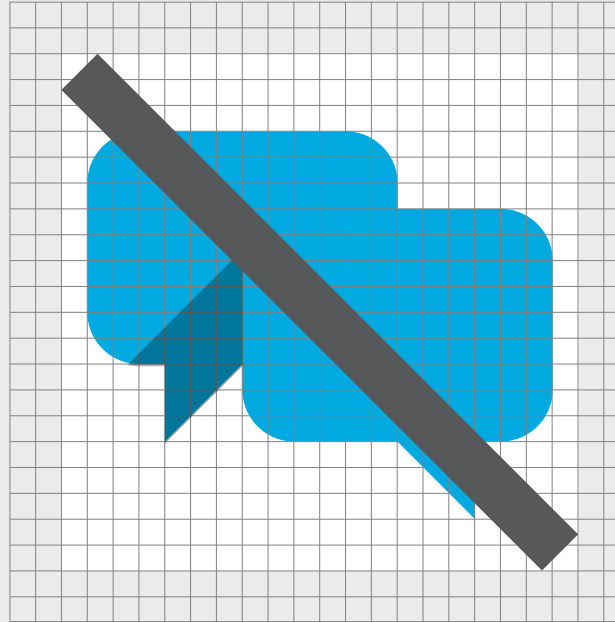
Additional information includes pictograms for information, the first-aid sign, numbers or a short legend.



## Pictograms Restrictions

Pictograms that signal specific actions or content that is not permitted are marked with a diagonal line from the top left-hand corner to the bottom right-hand corner.

This line is two units thick and stretches across the entire diagonal area of the design grid. The line is 80% black.



# Pictograms

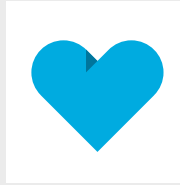
Blue on white background

Pictograms can be downloaded via the link under each pictogram.

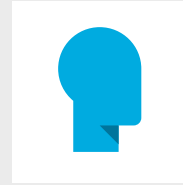
Print: EPS file format (CMYK colour system) for use in print media (e.g. brochures, flyers, ads or factsheets)

Office: PNG file format (RGB colour system) for use in Microsoft Office programs (e.g. PowerPoint, Word or Excel)

## Brand



Heart  
[Print](#) | [Office](#)



Head  
[Print](#) | [Office](#)

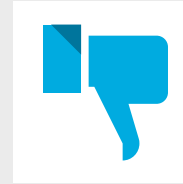


Hand  
[Print](#) | [Office](#)

## Rating

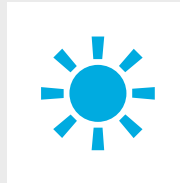


Thumbs up  
[Print](#) | [Office](#)

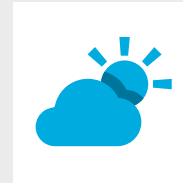


Thumbs down  
[Print](#) | [Office](#)

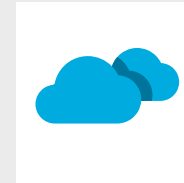
## Weather



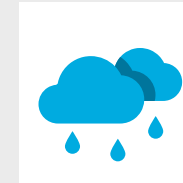
Sunny  
[Print](#) | [Office](#)



Partly sunny  
[Print](#) | [Office](#)



Cloudy  
[Print](#) | [Office](#)

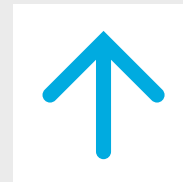


Rainy  
[Print](#) | [Office](#)

## Arrows



Arrow left  
[Print](#) | [Office](#)



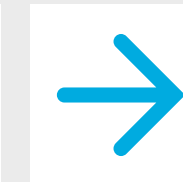
Arrow up  
[Print](#) | [Office](#)



Arrow up/left  
[Print](#) | [Office](#)



Arrow up/right  
[Print](#) | [Office](#)



Arrow right  
[Print](#) | [Office](#)



Arrow down  
[Print](#) | [Office](#)

## Pictograms

Blue on white background

Pictograms can be downloaded via the link under each pictogram.

Print: EPS file format (CMYK colour system) for use in print media (e.g. brochures, flyers, ads or factsheets)

Office: PNG file format (RGB colour system) for use in Microsoft Office programs (e.g. PowerPoint, Word or Excel)

### Numbers



One  
[Print](#) | [Office](#)



Two  
[Print](#) | [Office](#)



Three  
[Print](#) | [Office](#)



Four  
[Print](#) | [Office](#)



Five  
[Print](#) | [Office](#)



Six  
[Print](#) | [Office](#)



Seven  
[Print](#) | [Office](#)



Eight  
[Print](#) | [Office](#)



Nine  
[Print](#) | [Office](#)



Ten  
[Print](#) | [Office](#)

### Maps/Plans



Gate  
[Print](#) | [Office](#)



Parking  
[Print](#) | [Office](#)



Parking garage  
[Print](#) | [Office](#)



Parking 1  
[Print](#) | [Office](#)



Parking 2  
[Print](#) | [Office](#)



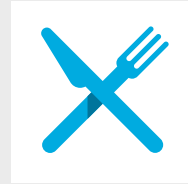
Parking 3  
[Print](#) | [Office](#)



Parking 4  
[Print](#) | [Office](#)



Parking 5  
[Print](#) | [Office](#)



Food  
[Print](#) | [Office](#)



Toilet  
[Print](#) | [Office](#)



Open door  
[Print](#) | [Office](#)

# Pictograms

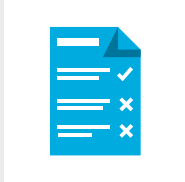
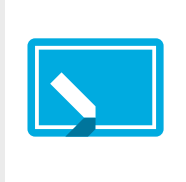











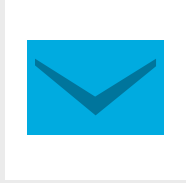






Blue on white background

Pictograms can be downloaded via the link under each pictogram.

Print: EPS file format (CMYK colour system) for use in print media (e.g. brochures, flyers, ads or factsheets)

Office: PNG file format (RGB colour system) for use in Microsoft Office programs (e.g. PowerPoint, Word or Excel)

**Administration / Business**

					
Documents <a href="#">Print</a>   <a href="#">Office</a>	Panel <a href="#">Print</a>   <a href="#">Office</a>	Dashboard <a href="#">Print</a>   <a href="#">Office</a>	Contacts <a href="#">Print</a>   <a href="#">Office</a>	Tool <a href="#">Print</a>   <a href="#">Office</a>	Rating <a href="#">Print</a>   <a href="#">Office</a>
					
Communication <a href="#">Print</a>   <a href="#">Office</a>	Committee <a href="#">Print</a>   <a href="#">Office</a>	Information <a href="#">Print</a>   <a href="#">Office</a>	Ladder <a href="#">Print</a>   <a href="#">Office</a>	Product information <a href="#">Print</a>   <a href="#">Office</a>	Basket <a href="#">Print</a>   <a href="#">Office</a>
					
Information basket <a href="#">Print</a>   <a href="#">Office</a>	Letter <a href="#">Print</a>   <a href="#">Office</a>	Assessment <a href="#">Print</a>   <a href="#">Office</a>	Archive <a href="#">Print</a>   <a href="#">Office</a>	Home <a href="#">Print</a>   <a href="#">Office</a>	Search <a href="#">Print</a>   <a href="#">Office</a>
					
Idea <a href="#">Print</a>   <a href="#">Office</a>	First aid <a href="#">Print</a>   <a href="#">Office</a>				

# Pictograms

Blue on white background

Pictograms can be downloaded via the link under each pictogram.

Print: EPS file format (CMYK colour system) for use in print media (e.g. brochures, flyers, ads or factsheets)

Office: PNG file format (RGB colour system) for use in Microsoft Office programs (e.g. PowerPoint, Word or Excel)

## Transport



Jet  
[Print](#) | [Office](#)



Sailboat  
[Print](#) | [Office](#)



Bus  
[Print](#) | [Office](#)

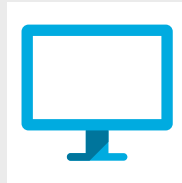


Heavy goods vehicle  
[Print](#) | [Office](#)



Charging station  
[Print](#) | [Office](#)

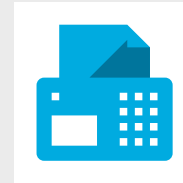
## Office/Communication



Workstation  
[Print](#) | [Office](#)



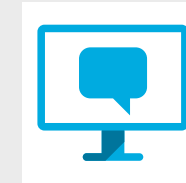
Printer  
[Print](#) | [Office](#)



Fax  
[Print](#) | [Office](#)



Drive  
[Print](#) | [Office](#)



Messaging  
[Print](#) | [Office](#)



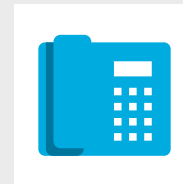
Mobile phones  
[Print](#) | [Office](#)



Network  
[Print](#) | [Office](#)



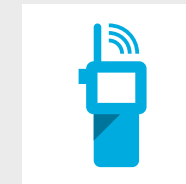
SAP  
[Print](#) | [Office](#)



SIP Phones  
[Print](#) | [Office](#)



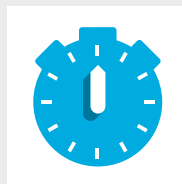
Other  
[Print](#) | [Office](#)



VHF Radio  
[Print](#) | [Office](#)



Video  
[Print](#) | [Office](#)



Timer  
[Print](#) | [Office](#)

## Pictograms

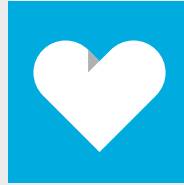
### White on blue background

Pictograms can be downloaded via the link under each pictogram.

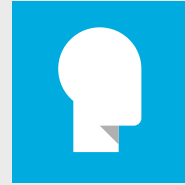
Print: EPS file format (CMYK colour system) for use in print media (e.g. brochures, flyers, ads or factsheets)

Office: PNG file format (RGB colour system) for use in Microsoft Office programs (e.g. PowerPoint, Word or Excel)

#### Brand



Heart  
[Print](#) | [Office](#)



Head  
[Print](#) | [Office](#)

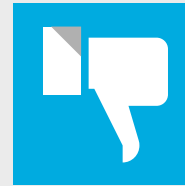


Hand  
[Print](#) | [Office](#)

#### Rating

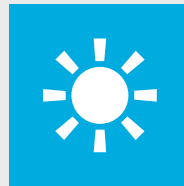


Thumbs up  
[Print](#) | [Office](#)

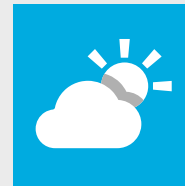


Thumbs down  
[Print](#) | [Office](#)

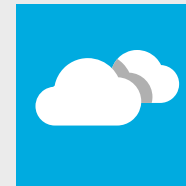
#### Weather



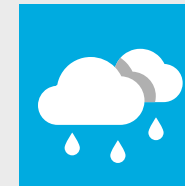
Sunny  
[Print](#) | [Office](#)



Partly sunny  
[Print](#) | [Office](#)



Cloudy  
[Print](#) | [Office](#)

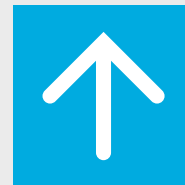


Rainy  
[Print](#) | [Office](#)

#### Arrows



Arrow left  
[Print](#) | [Office](#)



Arrow up  
[Print](#) | [Office](#)



Arrow up/left  
[Print](#) | [Office](#)



Arrow up/right  
[Print](#) | [Office](#)



Arrow right  
[Print](#) | [Office](#)



Arrow down  
[Print](#) | [Office](#)

## Pictograms

White on blue background

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Print: EPS file format (CMYK colour system) for use in print media (e.g. brochures, flyers, ads or factsheets)

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### Numbers



One  
[Print](#) | [Office](#)

Two  
[Print](#) | [Office](#)

Three  
[Print](#) | [Office](#)

Four  
[Print](#) | [Office](#)

Five  
[Print](#) | [Office](#)

Six  
[Print](#) | [Office](#)



Seven  
[Print](#) | [Office](#)

Eight  
[Print](#) | [Office](#)

Nine  
[Print](#) | [Office](#)

Ten  
[Print](#) | [Office](#)

### Maps/Plans



Gate  
[Print](#) | [Office](#)

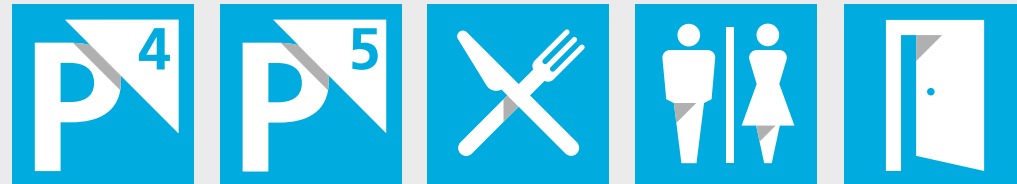
Parking  
[Print](#) | [Office](#)

Parking garage  
[Print](#) | [Office](#)

Parking 1  
[Print](#) | [Office](#)

Parking 2  
[Print](#) | [Office](#)

Parking 3  
[Print](#) | [Office](#)



Parking 4  
[Print](#) | [Office](#)

Parking 5  
[Print](#) | [Office](#)

Food  
[Print](#) | [Office](#)

Toilet  
[Print](#) | [Office](#)

Open door  
[Print](#) | [Office](#)



# Pictograms



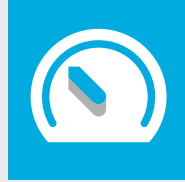
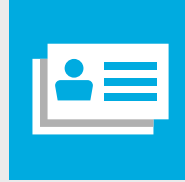





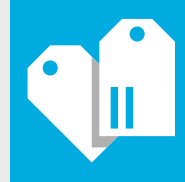









White on blue background

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Office: PNG file format (RGB colour system) for use in Microsoft Office programs (e.g. PowerPoint, Word or Excel)

**Administration / Business**

					
Documents <a href="#">Print</a>   <a href="#">Office</a>	Panel <a href="#">Print</a>   <a href="#">Office</a>	Dashboard <a href="#">Print</a>   <a href="#">Office</a>	Contacts <a href="#">Print</a>   <a href="#">Office</a>	Tool <a href="#">Print</a>   <a href="#">Office</a>	Rating <a href="#">Print</a>   <a href="#">Office</a>
					
Communication <a href="#">Print</a>   <a href="#">Office</a>	Committee <a href="#">Print</a>   <a href="#">Office</a>	Information <a href="#">Print</a>   <a href="#">Office</a>	Ladder <a href="#">Print</a>   <a href="#">Office</a>	Product information <a href="#">Print</a>   <a href="#">Office</a>	Basket <a href="#">Print</a>   <a href="#">Office</a>
					
Information basket <a href="#">Print</a>   <a href="#">Office</a>	Letter <a href="#">Print</a>   <a href="#">Office</a>	Assessment <a href="#">Print</a>   <a href="#">Office</a>	Archive <a href="#">Print</a>   <a href="#">Office</a>	Home <a href="#">Print</a>   <a href="#">Office</a>	Search <a href="#">Print</a>   <a href="#">Office</a>
					
Idea <a href="#">Print</a>   <a href="#">Office</a>	First aid <a href="#">Print</a>   <a href="#">Office</a>				

# Pictograms

## White on blue background

Pictograms can be downloaded via the link under each pictogram.

Print: EPS file format (CMYK colour system) for use in print media (e.g. brochures, flyers, ads or factsheets)

Office: PNG file format (RGB colour system) for use in Microsoft Office programs (e.g. PowerPoint, Word or Excel)

### Transport



Jet  
[Print](#) | [Office](#)



Sailboat  
[Print](#) | [Office](#)



Bus  
[Print](#) | [Office](#)



Heavy goods vehicle  
[Print](#) | [Office](#)



Charging station  
[Print](#) | [Office](#)

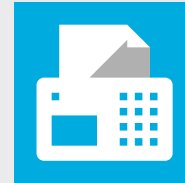
### Office/Communication



Workstation  
[Print](#) | [Office](#)



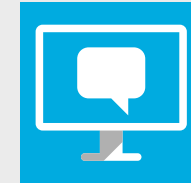
Printer  
[Print](#) | [Office](#)



Fax  
[Print](#) | [Office](#)



Drive  
[Print](#) | [Office](#)



Messaging  
[Print](#) | [Office](#)



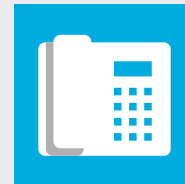
Mobile phones  
[Print](#) | [Office](#)



Network  
[Print](#) | [Office](#)



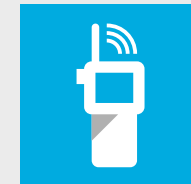
SAP  
[Print](#) | [Office](#)



SIP Phones  
[Print](#) | [Office](#)



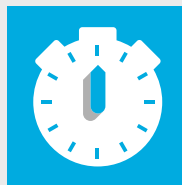
Other  
[Print](#) | [Office](#)



VHF Radio  
[Print](#) | [Office](#)



Video  
[Print](#) | [Office](#)



Timer  
[Print](#) | [Office](#)

## **Annex**

### Contact information

#### **Do you have any questions?**

For information on the corporate design,  
contact RUAG Corporate Brand Management:

**[brandmanagement@ruag.com](mailto:brandmanagement@ruag.com)**