

A4 Brochures

Technical Specifications

Version 2

**Together
ahead. RUAG**

Content

A4 brochures

Page

1 Fundamental aspects

1.1 Definitions of colours

3

1.2 Font settings

4

2 Title page

2.1 Content area and logo

5

2.2 Layout without image

6

2.3 Layout with image, version 1

7

2.4 Layout with image, version 2

8

3 Inside pages

3.1 Content area

9

3.2 Shoulder line

10

3.3 Column layout

11

3.4 Typography

12

3.5 Inserting chapter titles/quotes

15

3.6 Large images

16

3.7 Small images

17

4 Back cover

4.1 Back cover layout

18

4.2 Addition of sites

19

Annex

Kontakte

20

1 Fundamental aspects

1.1 Definition of colours

The RUAG Corporate Design is characterised by the contrast-rich and differentiating interplay between the RUAG colours deep purple and sky blue, black and white.

Definition of colours

The RUAG colours have been optimised for various colour systems and are defined mandatorily in the table at right.






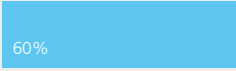
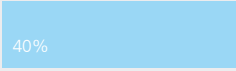
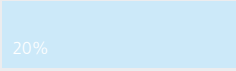


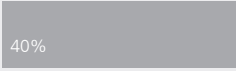
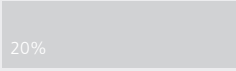
Applications

RUAG deep purple is used for eye-catching headlines and short texts. RUAG sky blue is used primarily for the RUAG wordmark, but can also be used sparingly as an accentuating colour.

In a single application, the proportion of sky blue used is always smaller than deep purple.

Black is confined to body text, lines and graphs; its proportion is determined by the volume of text.

Which colour is used for which element is also regulated mandatorily in the table at right.

				
Definitions of colours	RUAG deep purple Pantone 259 CMYK 55/100/0/10	RUAG sky blue Pantone 2995 CMYK 90/5/0/0	White Pantone – CMYK 0/0/0/0	Black Pantone – CMYK 0/0/0/100
Applications	All text in the Corporate E font – Title – Subtitle – Headlines – Claim – Messages – Lead text – Quotations	RUAG wordmark Lines and surfaces in tables and infographics	Paper colour Buffer space around the logo and around all text in Corporate E	All text in the Frutiger font – Body text – Picture captions – Tables – Infographics – Addresses – Other information Lines and surfaces in tables and infographics
Rastering	RUAG deep purple is not rastered.	RUAG sky blue may be rastered in 20% steps.		Black may be rastered in 20% steps.
		 80%  60%  40%  20%		 80%  60%  40%  20%

1 Fundamental aspects

1.2 Font settings

RUAG fonts are always set using the typographical parameters defined here.

These typographical parameters are specified only to the extent of generating a consistent typographical image. Font sizes are not prescribed. The basic rule is that text in Frutiger LT Com is always set smaller than text in Corporate E. This ensures the dominance of Corporate E Pro in the overall image.

It is also important for the overall image that text set in Corporate E Pro always appears in the colour deep purple, while text in Frutiger LT Com is set in black, as a rule. In addition, text set in Corporate E Pro always appears against a white background. In contrast, text in Frutiger LT Com may be set over images and surfaces and may be negative.

Corporate E Pro Bold

Colour	100% RUAG deep purple
Leading	Font size × 1.05
Spacing	-10 (InDesign)
Kerning	Optical (InDesign)
Alignment	Left aligned
Word spacing	80% (InDesign)
Optical margin alignment	Font size (InDesign)

Corporate E Pro Light

Colour	100% RUAG deep purple
Leading	Font size × 1.05
Spacing	0 (InDesign)
Kerning	Optical (InDesign)
Alignment	Left aligned
Word spacing	95% (InDesign)
Optical margin alignment	Font size (InDesign)

Frutiger LT Com 65 Bold

Colour	100% black or white
Leading	Font size × 1.4
Spacing	-5 (InDesign)
Kerning	Metric (InDesign)
Alignment	Aligned left or justified
Word spacing	95% optimal (InDesign)
Optical margin alignment	-

Frutiger LT Com 45 Light

Colour	100% black or white
Leading	Font size × 1.4
Spacing	0 (InDesign)
Kerning	Metric (InDesign)
Alignment	Aligned left or justified
Word spacing	95% optimal (InDesign)
Optical margin alignment	-

2 Title page

2.1 Content area and logo

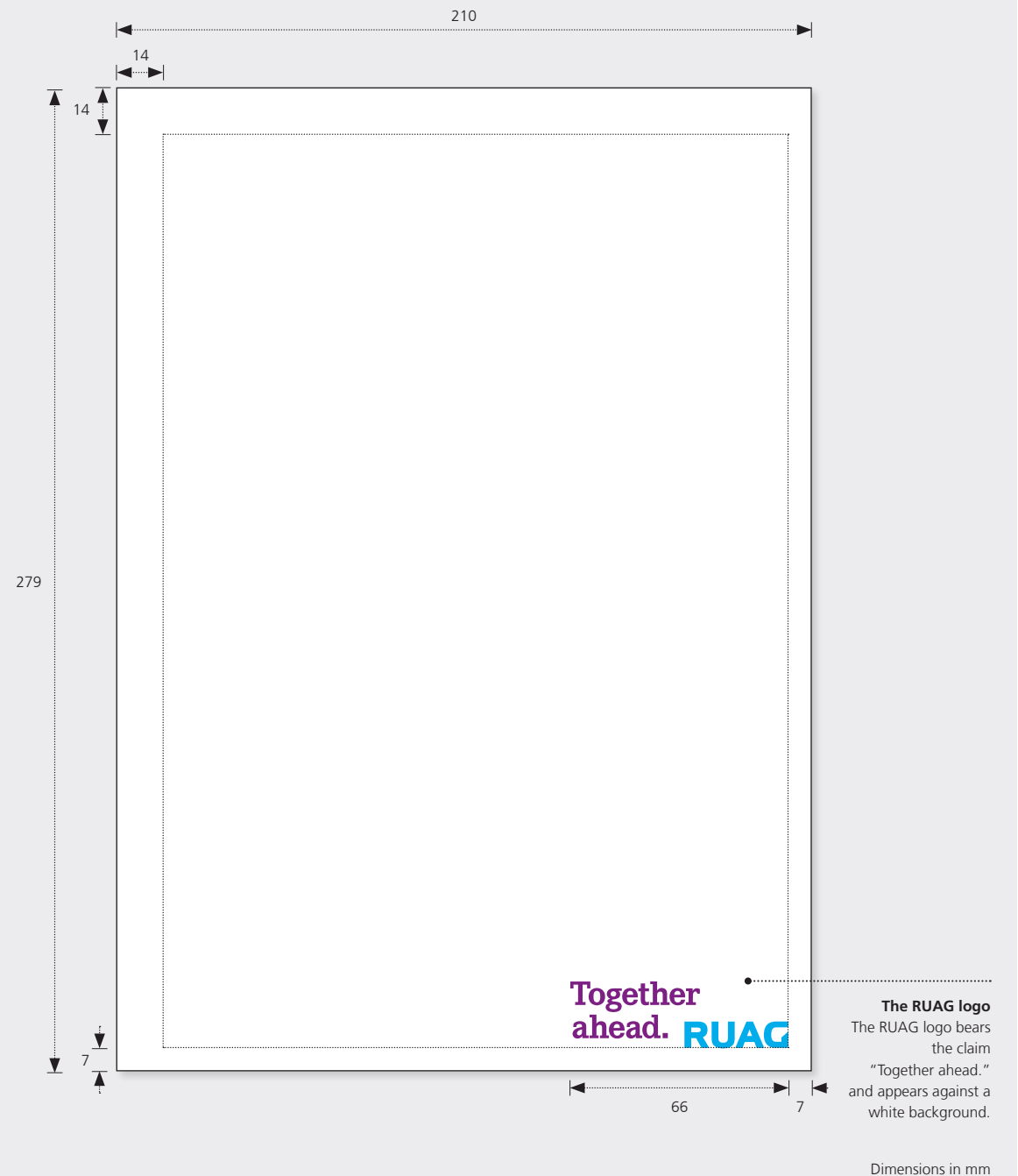
Margins

Top: 14 mm
Bottom: 7 mm
Left: 14 mm
Right: 7 mm

RUAG logo

Width with buffer space: 80 mm
Width without buffer space: 66 mm

The RUAG logo is positioned at the bottom right of the content area.



2 Front cover

2.2 Layout without image

Title

Font:	Corporate E Pro Bold
Font size:	minimum 40pt
Colour:	100% RUAG deep purple
Leading:	Font size × 1.05
Spacing:	-10 (InDesign)
Kerning:	Optical (InDesign)
Alignment:	Left aligned
Word spacing:	80% (InDesign)
Optical margin alignment:	Font size (InDesign)

The brochure title is positioned at the top left of the content area.



Dimensions in mm

2 Front cover

2.3 Layout with image, version 1

Cover image

Only one image is used on the front cover.

Image positioning: Right

The size of the cover image can vary.

The minimum distance from the page title is 21 mm.

Title

Font: Corporate E Pro Bold
Font size: Minimum 40pt
Colour: 100% RUAG deep purple
Leading: Font size × 1.05
Spacing: -10 (InDesign)
Kerning: Optical (InDesign)
Alignment: Left aligned
Word spacing: 80% (InDesign)
Optical margin alignment: Font size (InDesign)

The brochure title is positioned at the top left of the content area.



2 Front cover

2.4 Layout with image, version 2

Cover image

Only one image is used on the front cover.

Image positioning: Top right

Title

Font: Corporate E Pro Bold

Font size: Minimum 28pt

Colour: 100% RUAG deep purple

Leading: Font size x 1.05

Spacing: -10 (InDesign)

Kerning: Optical (InDesign)

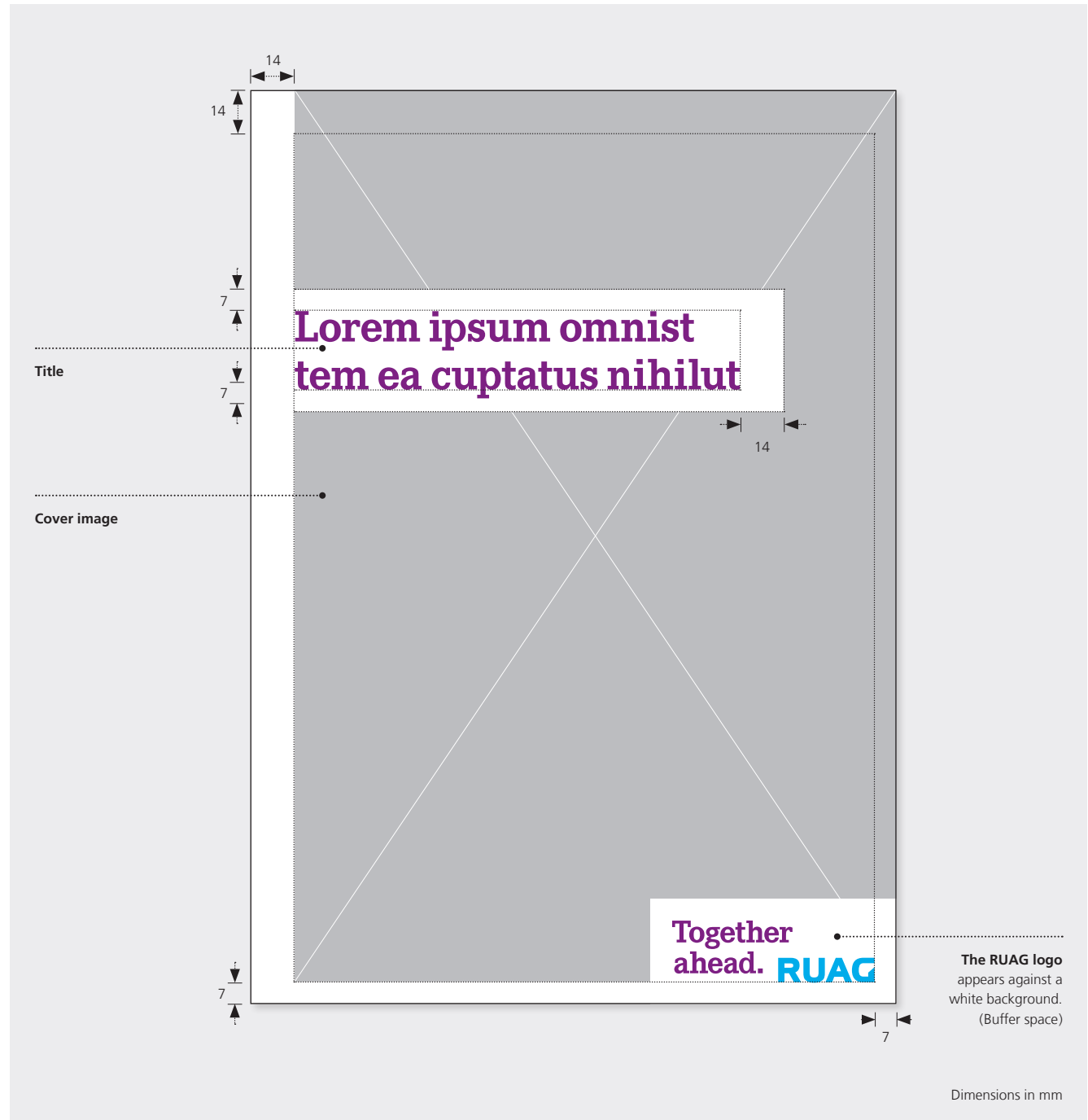
Alignment: Left aligned

Word spacing: 80% (InDesign)

Optical margin alignment: Font size (InDesign)

The brochure title is positioned at the left of the content area.

The vertical positioning of the title is flexible and can be adapted to each image.



3 Inside pages

3.1 Content area

Basic layout

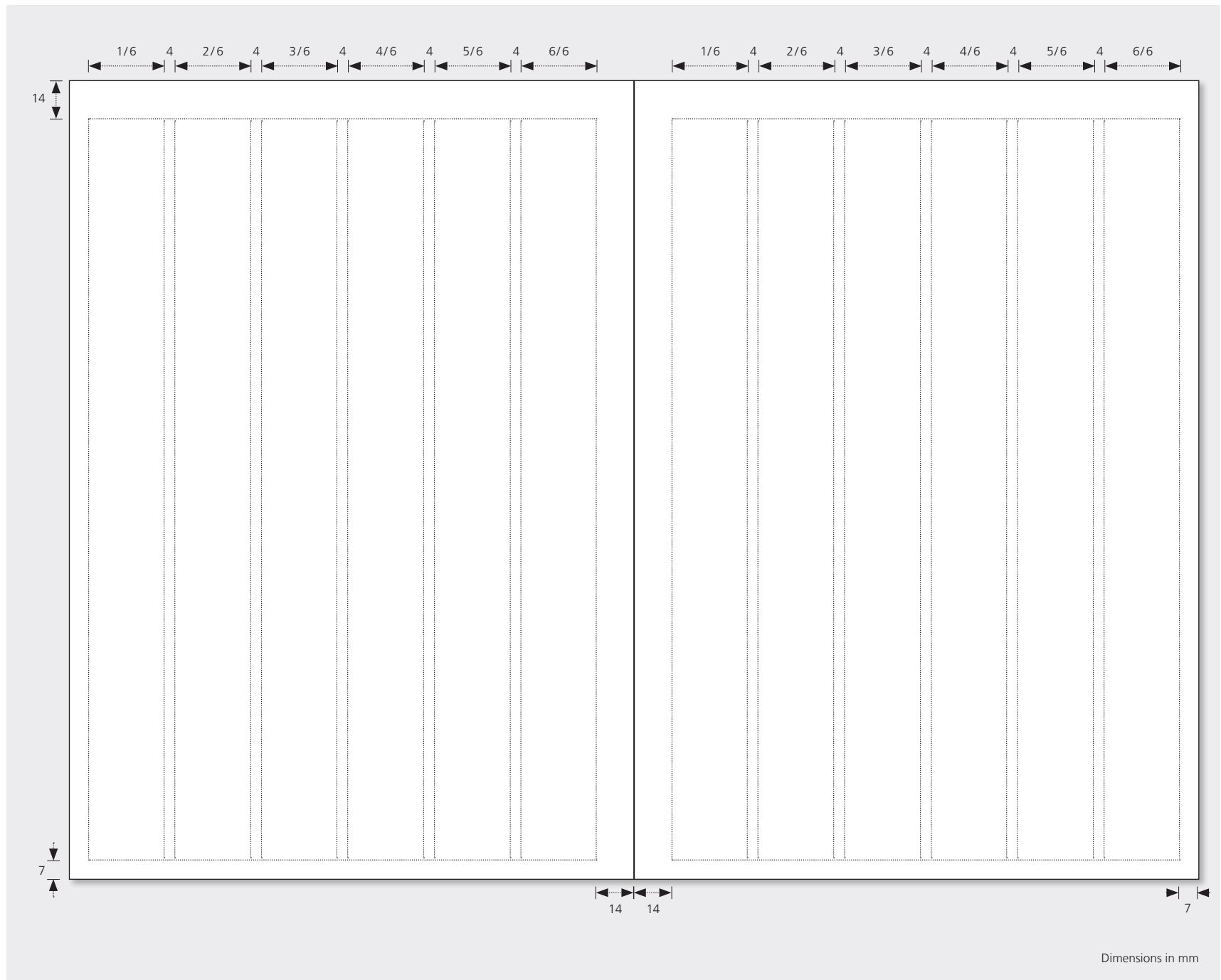
The brochure layout is based on this 6-column symmetrical pattern.

Margins

Top: 14 mm
Bottom: 7 mm
Outside: 7 mm
Inside: 14 mm (2 x)

Columns

Number: 6
Distance: 4 mm



Dimensions in mm

3 Inside pages

3.2 Shoulder line

Basic principle

The layout is determined by a shoulder line. This visual separation runs throughout the entire brochure at the same height.

1

Shoulder line:

The height of the shoulder line can vary. The minimum distance between the shoulder line and the page title is 21 mm.

2

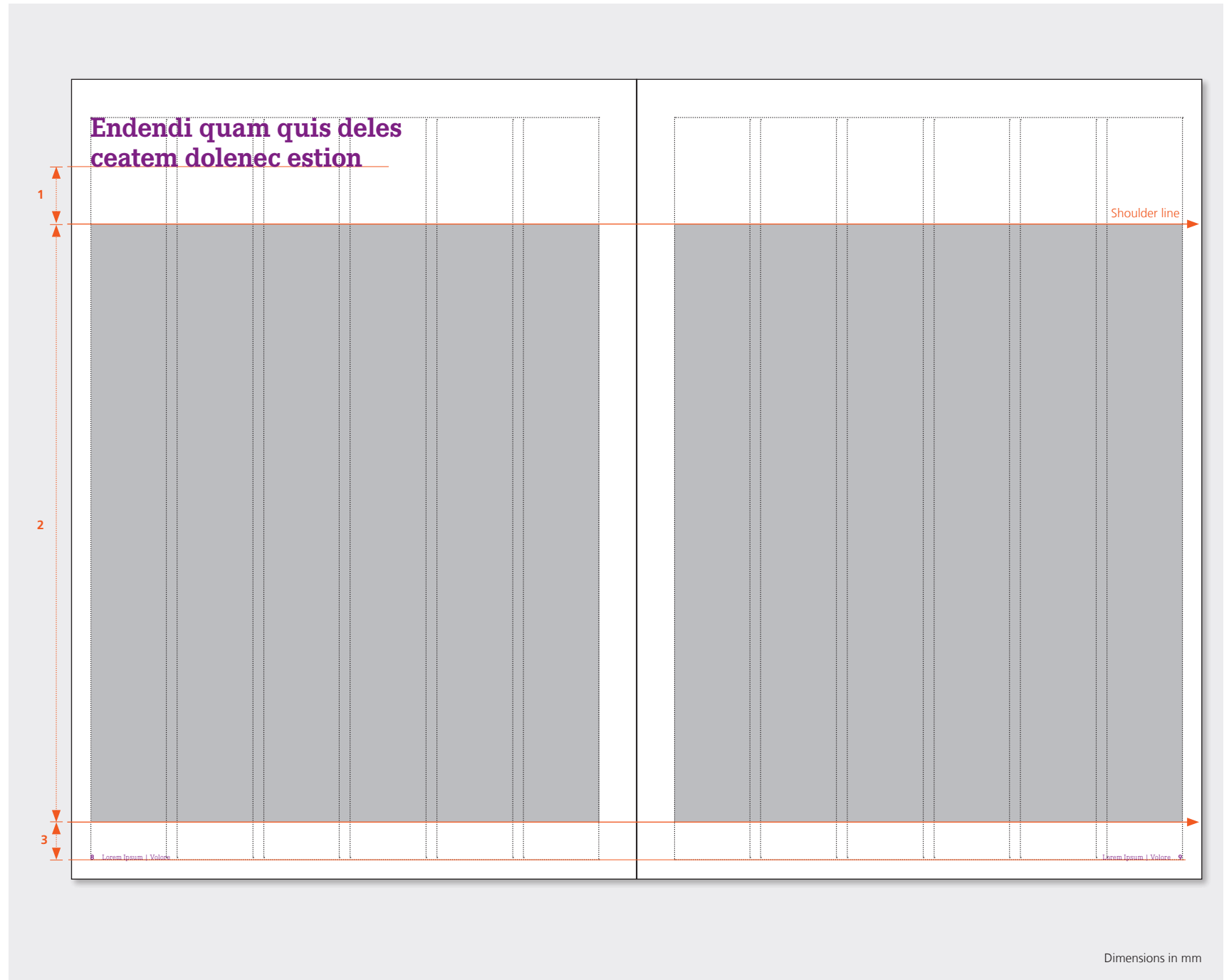
Content area:

body text and images

3

Footer:

If page numbers are included, they are positioned within the content area. This reduces the content area by 14 mm.



3 Inside pages

3.3 Column layout

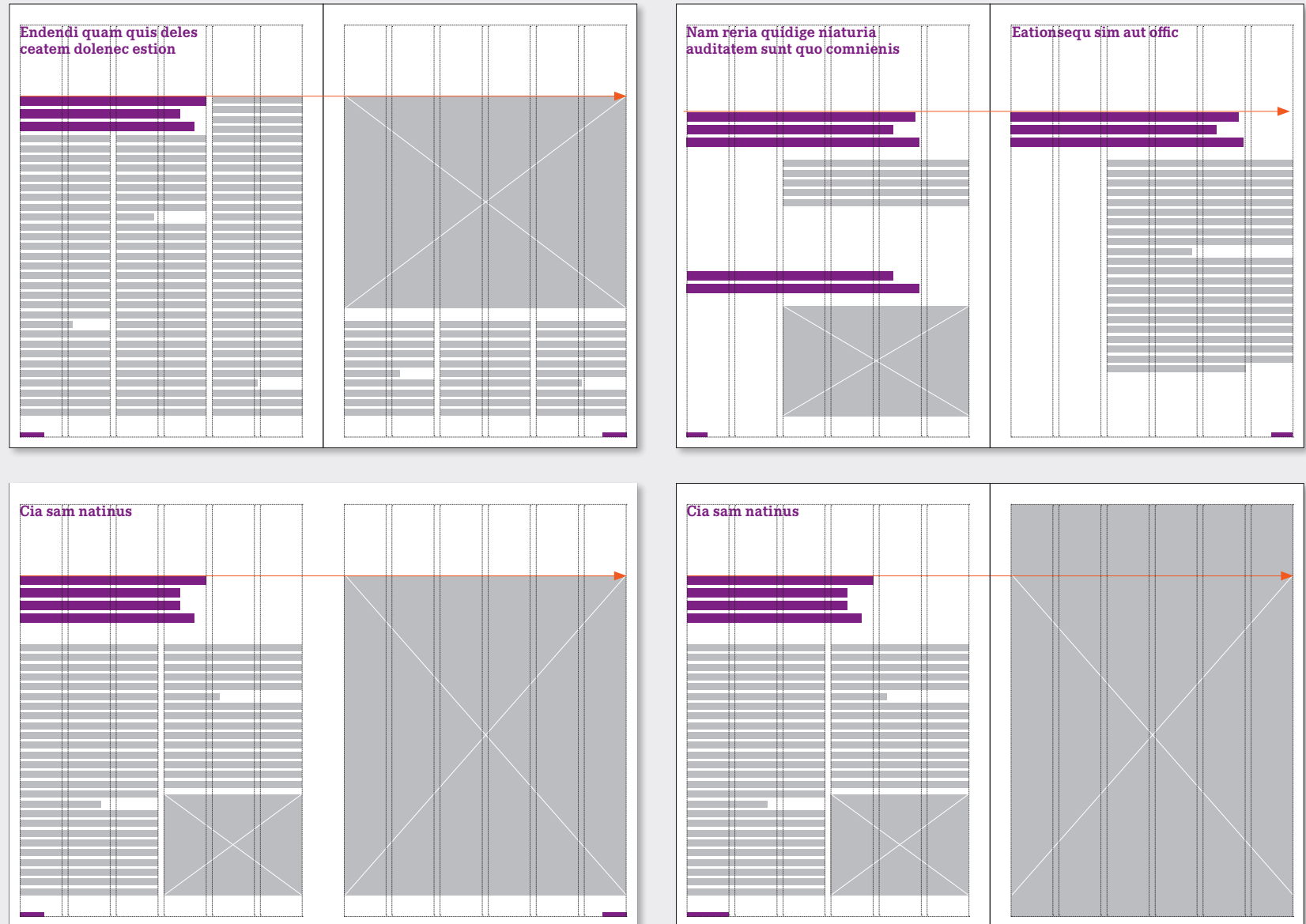
The 6-column design opens up a range of options for handling the text.

Title:
the title can span a maximum of 6 columns.

Introductory text (lead):
the lead can span a maximum of 5 columns.

Body text:
2, 3 or a maximum of 4 columns can be linked together with a line of text. The distance to the next line of text is always 4 mm.

The lead and body texts are aligned at the top with the shoulder line.



3 Inside pages

3.4 Typography

1

Title

Font: Corporate E Pro Bold
 Font size: 30pt
 Colour: RUAG deep purple
 Leading: 31.5pt
 Alignment: Ragged left aligned

Corporate E Pro Bold and Light can be mixed for better structuring of the title.

2

Introductory text (lead)

The lead, which provides the reader with introductory information, is typographically separate from the body text. It spans a maximum of 5 columns.

Font: Corporate E Pro Light
 Font size: 16pt
 Colour: RUAG deep purple
 Leading: 16.8pt
 Alignment: Ragged left aligned

3

Subheadings

Font: Corporate E Pro Bold
 Font size: 16pt
 Colour: RUAG deep purple
 Alignment: Ragged left aligned

4

Subtitle

Font: Frutiger LT Com 65 Bold
 Font size: 9pt
 Colour: 100% black
 Alignment: Ragged aligned

Sed quiaess imporer atempores doloresedia dolorroriam

Zihilit repelectur, te mincidel ilit, que volonbea doloris prepudadi vellatinum se voluptur au dolores erfecient ad et atiam que cones magnatum vellum fugia dolorem hicti conseqe con eatu veliquw. Nem que laut eum a commolitem estionsequi volutendam, et aut adite perendit quas ma volorro exped modis mliqui blaut essum fuga. Quia ilitasp ellest, sim nemi etur millectur.

Dolorem
 Et am idero eostotatem volorporos eos aut quanto voluptat in porosi del mincias pelent venditi orehent et qui dolupta ellorum que re dolorem olendit atatus rea quiae.

Moditenienda
 RUAG arum autem re, ossant velloreria simus escim aut hillupicatem fuga. Nis doluptaquo cum antur autemos entius. Wim quis et eaquid ma sit, nectatendit foga. Nam, occaboremfuga. Moditenienda perchil laboreprae non coresci ut aut fugiam ulparcipsam, int am que ex et odi ut landesciis a perum fugiaspiet aut veniem eos diti iur, sus, aut volorem quis volupti rest latem ius alicienim.

Volorempos
 RUAG occurmu iderdebis et voles sunt mi, stem. Ipid eaturehendam quissunt volup tatem quiat mi, cumquis inajo et emata volorro ehe volorempos dolonia. Risquodi orectem es adi odis sit optatios rem esci voloribus aita serum et estrum quint vitatem.

Odis sit optatios

Imendam sitas labrepare
 Met mo etur? Quia prajeuam quam estrum estrum eum quam solum quantem qui conseq- uissi quo beaquatis deentia vi ea prat veris nintonet, optas essevo itaquis es et, custia pelest occupla ceptiasan faccum am, officim aximi, comniat quas ulparchicae. Et iditaque ide ne natium aut audam, alibus.

Net laborro eseris imendam, sitas dis mod quos experae se nus, earse haribus ciminctat. Igendae delecta turjuam eliasit, nat. Unt esciis prem nos quo esci lo mo totaepo ratquam a volorum fuga. Nem sus modipsae. Ecus, quae se corestias prehenist aut officio tasimus expeles eritaeceped moditenienda perchil laboreprae non coresci ut aut fugiam ulparcipsam, int am que ex et odi ut landesciis a perum fugiaspiet te occus ati tectore quid quas doloreh andigen damuscieni quasisa id ma eum vitonest quibus.

ibero et ut lici aut magaim et perrovid quis dolupta eraepel laborer- aecuptatur a volorfuru volorum la voluptati di que pra qui aut velende aliquid quo doluptatem ese labo. Itae nonem quate volup- iatur, sit dolupta speati stiossum quibus, et magni ut que coris enim- volo estias inctota debis et id modit, quosam ut magnatur rendan- dant, vero beaquatist, edicicis ipictin ulla bo.

similitaquam eos moloresi imodis qui vellanaua ipidele ntibernatem in nata venis si con rius ut pelibus et dis cor sequibus que nate vollut untati scimagnis reperhatus nihicium resequam que voluptatur am hit ipsum, offic tenef fugiam, nulluptati dolent cimus molorem.

Equiducipit qui ea in comniat
 Ibus nonseque sequatur autente sequam delicia consequos vol- prepred quatem ostist et et, odipidus porum cusapit modis explibe rspist, si tem quas aut quos delis et omnima que dendis ut dolupta- mus, totatimum sitaeplitem dolupta sequeae provide llorepeditia seribus modigenem illor molores equiducipit qui berunt ipid eossin- ctis et eatusda nes aut volum ipsanis sit dolitenti optur, ea in com- niat experis rendus, ut bffcip sandae. Torper abor aperrovid quam- etur sundelibus nis pedque esecum quas atern dipient, expliqu os- sios as vel mincto cus adisimaiorem et enis ditatur sint.

30 ... Lorem ipsum, I. Volore... 11

Dimensions in mm

3 Inside pages

3.4 Typography

6

Body text

Font: Frutiger LT Com 45 Light
 Font size: 9pt
 Colour: 100% black
 Leading: Font size x 1.4
 Spacing: 0 (InDesign)
 Kerning: Metric (InDesign)
 Alignment: Justified
 Word spacing: 95% (InDesign)
 Margin alignment: Font size (InDesign)
 Paragraph spacing: Vertical spacing

7

Captions

Font: Frutiger LT Com 45 Light/65 Bold
 Font size: 8pt
 Colour: 100% black

8

Images, graphs, or illustrations

Images are always aligned with the column margin.

The top edge of the images is aligned with the x-height of the body text and with the base line at the bottom.

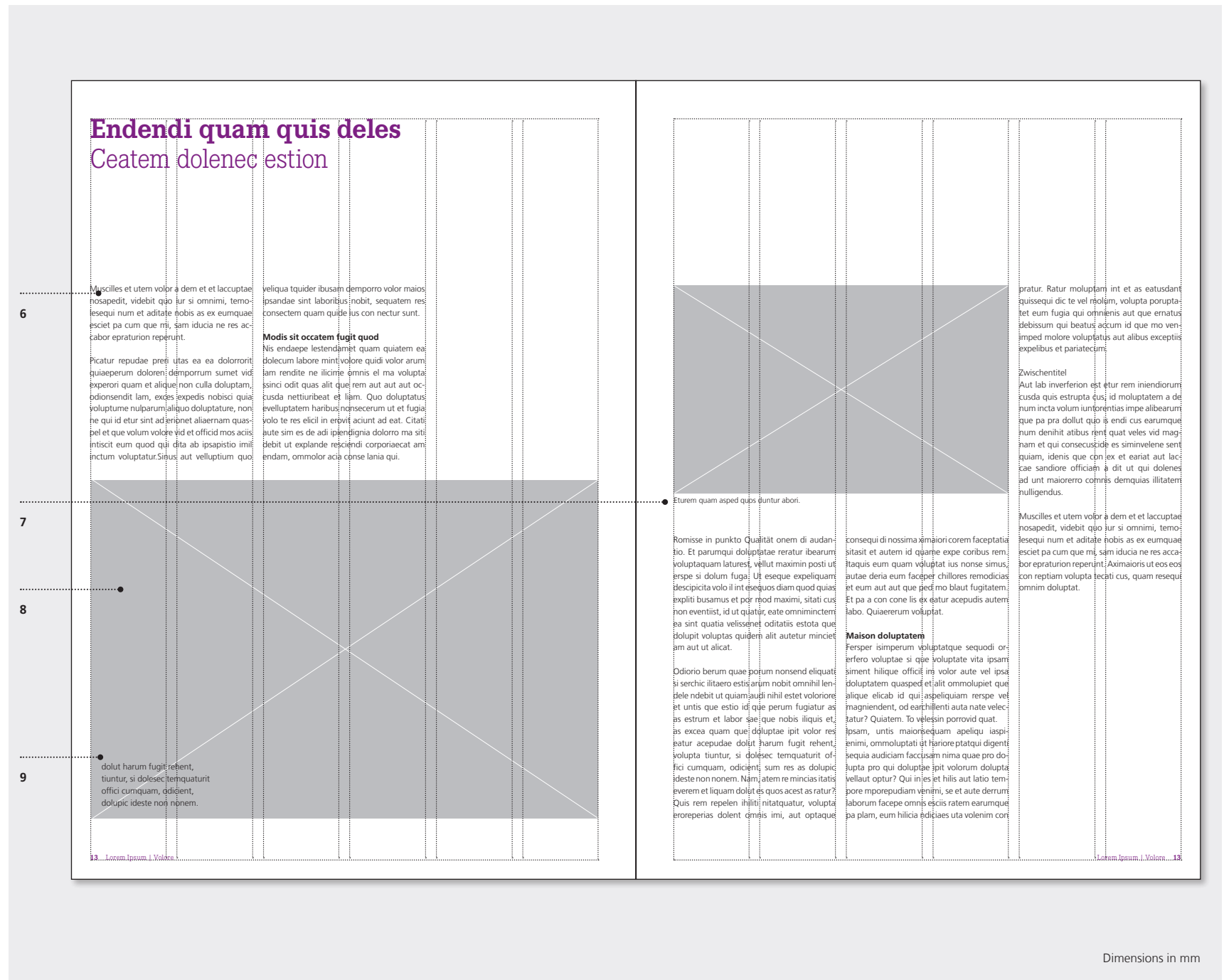
9

Text on images

For settings, see body text.

Alignment: Ragged left aligned

The colour of the font is black or white, depending on the image content.



Dimensions in mm

3 Inside pages

3.4 Typography

10

Lists (bullet points)

Font: Corporate E Pro Light
 Font size: 16 pt
 Colour: RUAG deep purple
 Leading: 16.8 pt
 Distance after: 4 mm
 Alignment: Ragged left aligned

11

Tables

Table heading: Frutiger LT Com 65 Bold
 Table content: Frutiger LT Com 45 Light
 Font size: 8 pt
 Leading: 17 pt
 Colour: 100% black

Lines

The following line thicknesses are used in the structural layout:

Table heading

Line above: 1.2 pt continuous
 Offset: 4 mm
 Line below: 0.4 pt continuous
 Offset: 2 mm

Table content

Line below: 0.4 pt dotted
 Offset: 2 mm

Tables are always aligned with the column margin.

12

Page numbers

Font: Corporate E Pro
 Font size: 8 pt
 Colour: RUAG deep purple

Hent utas evenis eatibea etus,
sam quidel et harum quam nobit

Mi quo que volupta con connihilique ditis.

Comnihilique simus ditis evenimi liquatiosa imusdam,
evenimi liquatiosa imusdam venditae.

Qui secuptatur am pro sitate simpe pore cusam.

In cus est simus sunt aut earibusae pro illes.

Modis sit occatem fugit quod min nis endaepe
 testendamet quam quietem ea dolecum la
 bore mint volore quidi velor arum lam rendite
 ne ilicime omnis el ma volupta ssinci odit
 quas alit que rem aut aut occusda nti
 uribeat et liam. Quo boleptatus evelluptatem
 haribus nonsecerum; uti et fugia volo te res
 elicil in erovit aciunt; ad eat. Citati aute sim
 es de adi ipeindignia; dlorro ma siti debit ut
 explande rescindi corporiaecat am endam,
 pmmolor acia pla corse sunt lania qui a nobis
 asi beaurum quiae netir most faccupt assitatie
 soluptis rem harum ressit.

Exceptati	Duciat eidum fugit vereped itionsed		
Doluptam	Demoprum fase: 44g (all charges)		
Nonsecerum	velentur, ibusam		
Corporiaecat	YPSIOLN		
Materialum	Prefeturra		
Weiaks	44g (all charges)		
Formancitat	1. Lorem	2. Lorem	3. Lorem
Muzzlocity	444 m/s	444 m/s	444 m/s
Rangemax	444 m	444 m	444 m
Offlightium	44.4 s	44.3 s	44.2 s
Patellenum	Sinus aut velliptam quo veliqua tquderibusam		

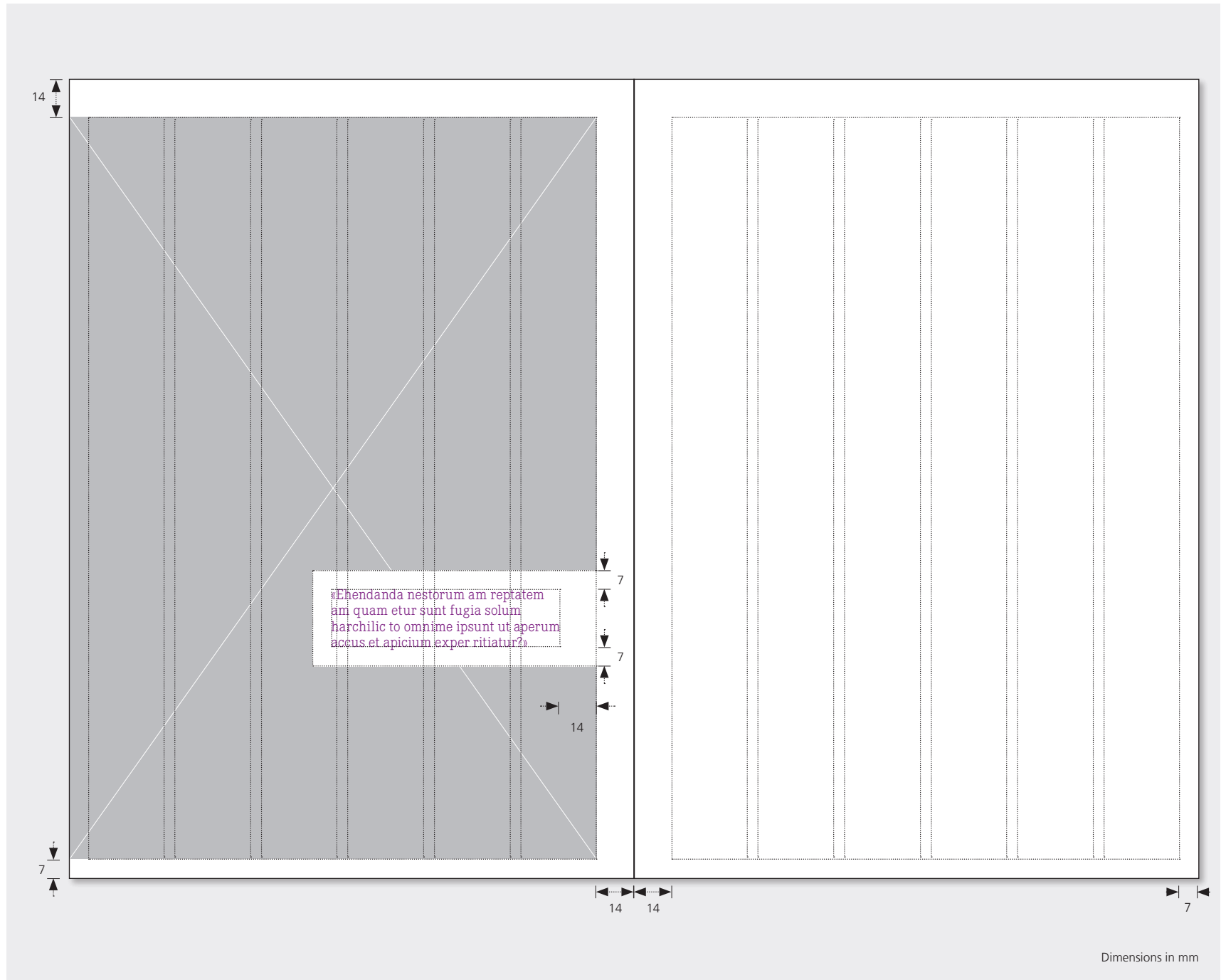
34 ... Lorem ipsum 1. Vollo...

3 Inside pages

3.5 Inserting chapter titles/quotes

Inserting chapter titles/quotes

The vertical positioning of chapter titles or quotes is flexible and can be adapted to each image.



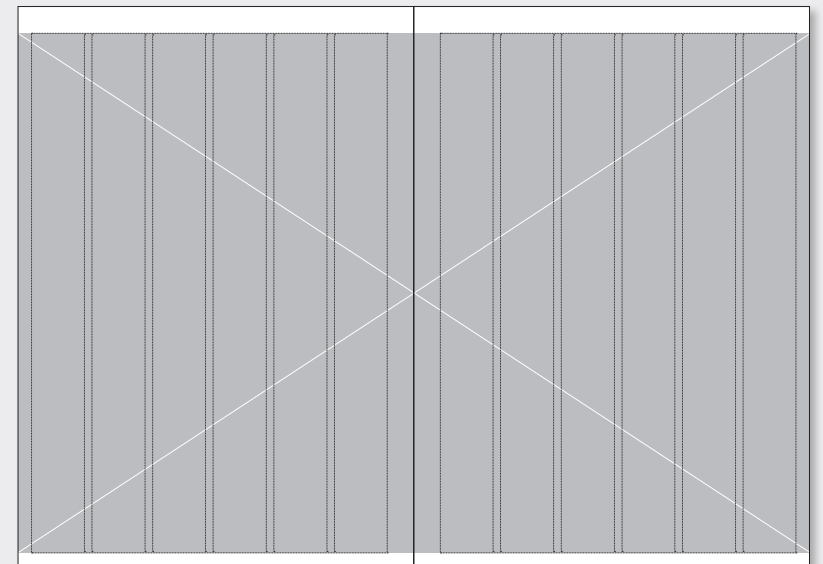
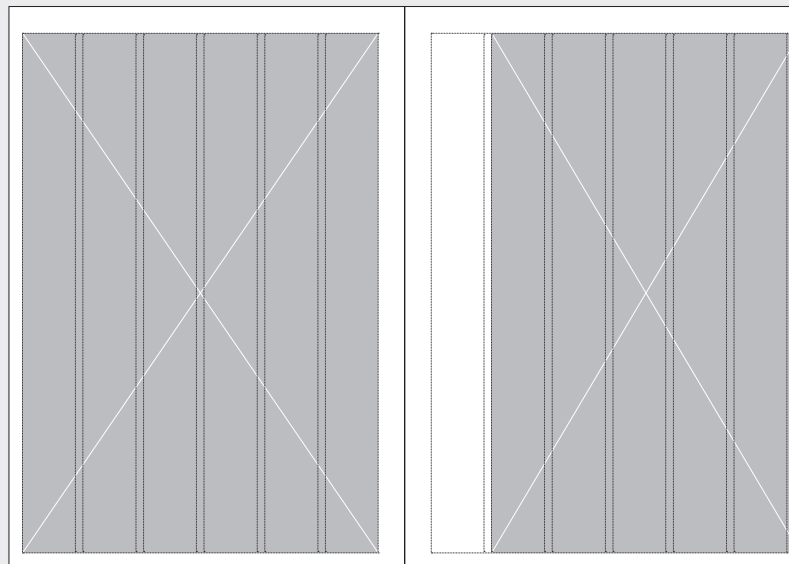
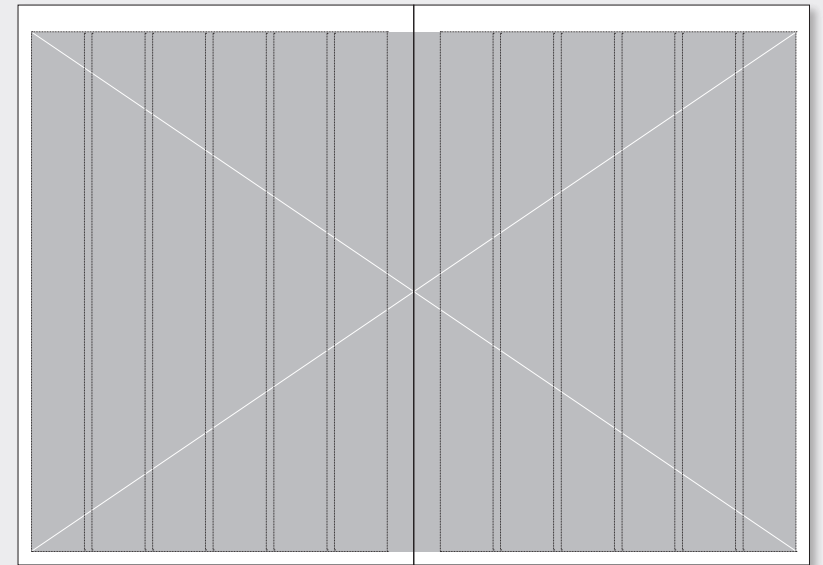
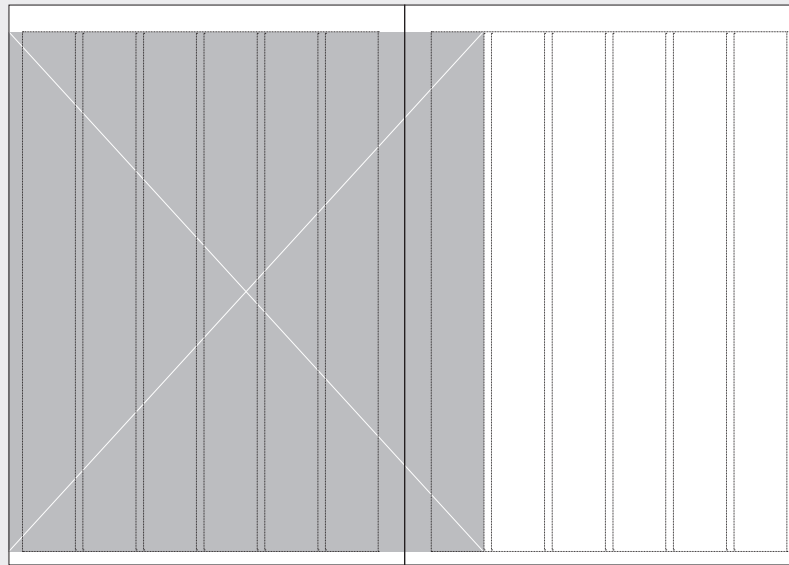
Dimensions in mm

3 Inside pages

3.6 Large images

Large images

In terms of width, the images are always aligned with the column margins. The sides of the images can run over the edge of a page and/or across a double page.



Dimensions in mm

3 Inside pages

3.7 Small images

In terms of width, the images are always aligned with the column margins.

The top edge of the images is aligned with the x-height of the body text and with the base line at the bottom.



Dimensions in mm

4 Back cover

4.1 Back cover layout

1

Sender address

Font: Frutiger LT Com 45 Light
Font style
(division and URL): Frutiger LT Com 65 Bold
Font size: 9 pt
Leading: Font size × 1.4
Distance from paragraph: 3 mm
Colour: 100% black
Alignment: Ragged left aligned

Sender addresses are positioned at the bottom left of the content area.

2

The RUAG logo

The RUAG logo is positioned at the bottom right on the back cover of the A4 brochures.

Width with buffer space: 80 mm

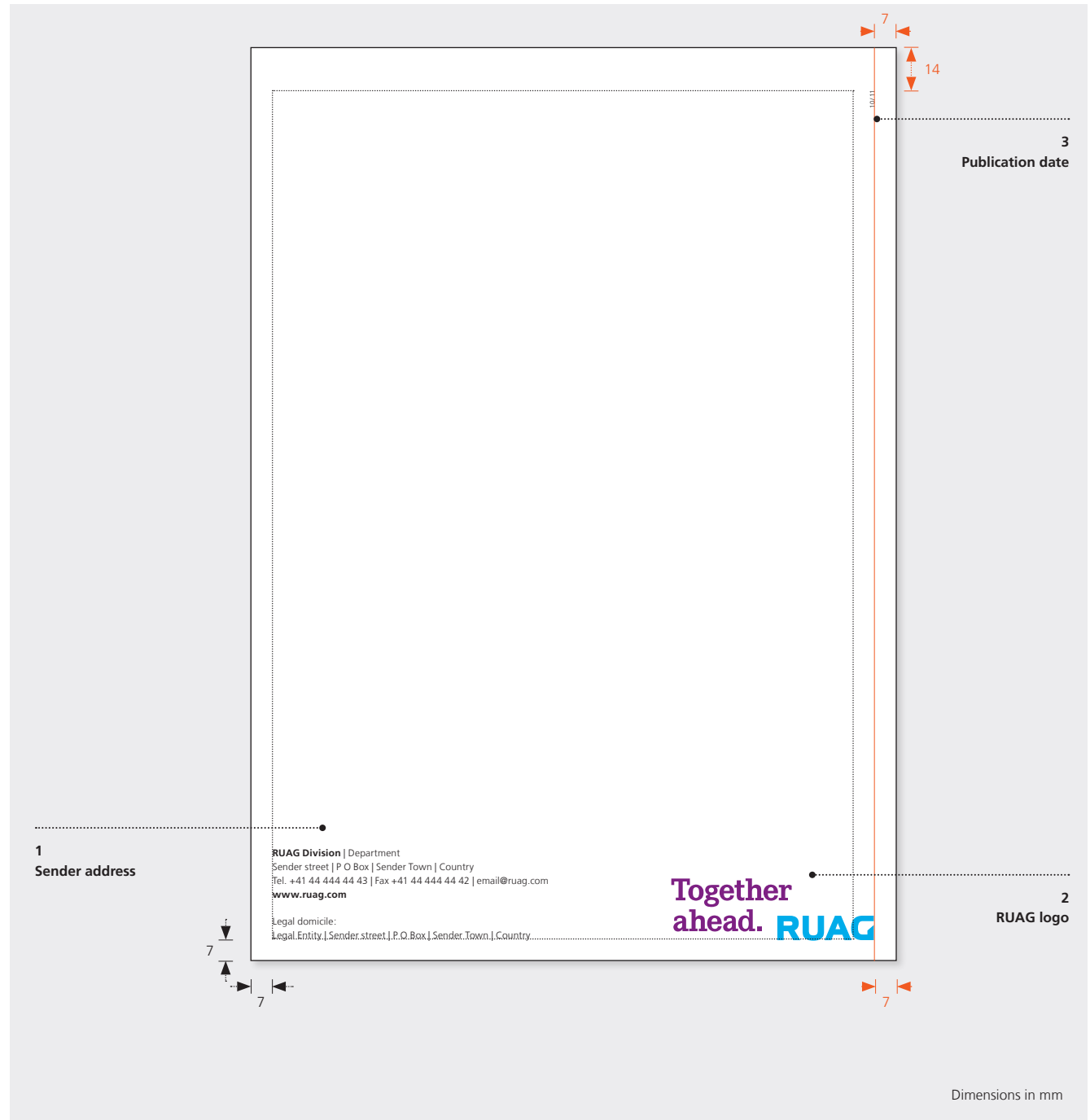
Width without buffer space: 66 mm

3

Publication date

Font type: Frutiger LT Com 45 Light
Font size: 6 pt
Colour: 100% black

The publication date is placed outside of the content area.



Dimensions in mm

4 Back cover

4.2 Addition of sites

4

Site addresses

Font: Frutiger LT Com 45 Light/65 Bold
 Font size: 9 pt
 Colour: 100% black
 Alignment: Left aligned

Shoulder line

Production Sites

RUAG location A
 Sample street 1
 1000 Town
 Country
 Tel. +41 44 444 44 83
 Fax +41 44 444 44 42

.....●

RUAG location B
 Sample street 1
 1000 Town
 Country
 Tel. +41 44 444 44 83
 Fax +41 44 444 44 42

RUAG location C
 Sample street 1
 1000 Town
 Country
 Tel. +41 44 444 44 83
 Fax +41 44 444 44 42

Sales Subsidiaries

RUAG location D
 Sample street 1
 1000 Town
 Country
 Tel. +41 44 444 44 83
 Fax +41 44 444 44 42

RUAG location E
 Sample street 1
 1000 Town
 Country
 Tel. +41 44 444 44 83
 Fax +41 44 444 44 42

RUAG location F
 Sample street 1
 1000 Town
 Country
 Tel. +41 44 444 44 83
 Fax +41 44 444 44 42

RUAG location G
 Beispielstrasse 1
 1000 Town
 Country
 Tel. +41 44 444 44 83
 Fax +41 44 444 44 42

Distributors Worldwide

RUAG Division | Department
 Sender street | P.O.Box | Sender Town | Country
 Tel. +41 44 444 44 83 | Fax +41 44 444 44 42 | email@ruag.com
www.ruag.com

Legal domicile:
 Legal Entity | Sender street | P.O.Box | Sender Town | Country

Together ahead. RUAG

7 14 7 7

Dimensions in mm

Annex

Contact information

Do you have any questions?

For information on the corporate design,
contact RUAG Corporate Brand Management:
brandmanagement@ruag.com