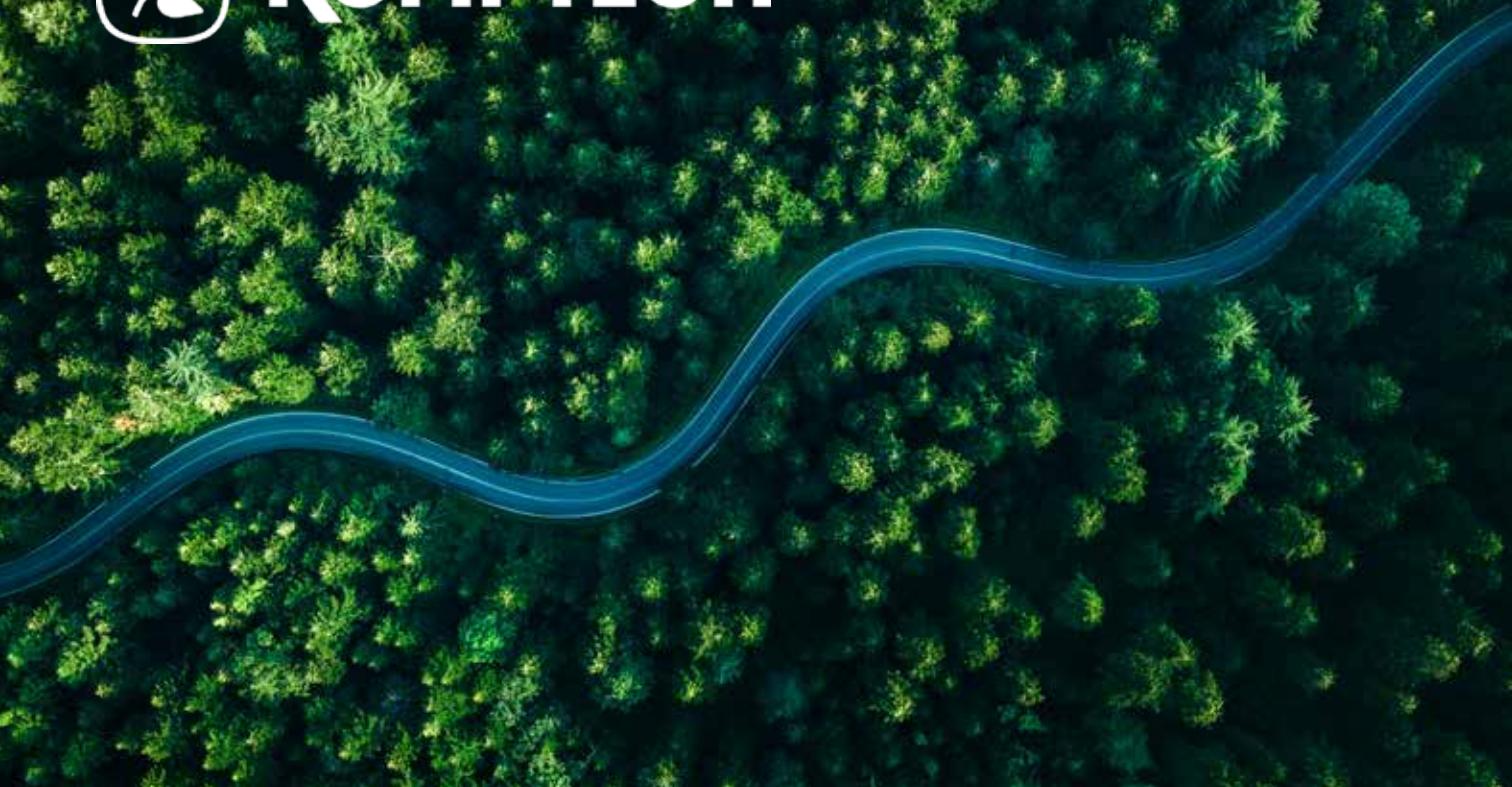




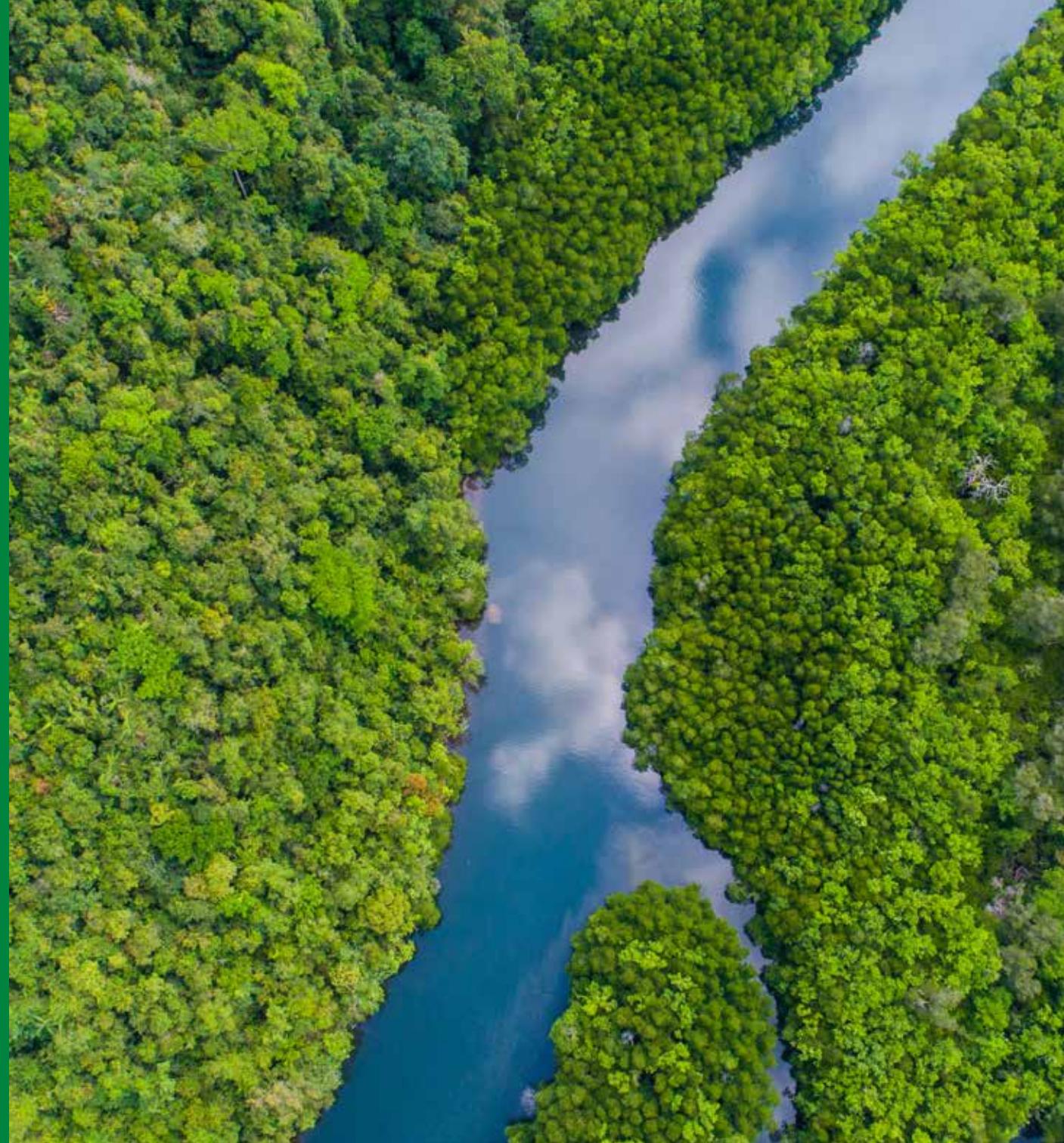
KOMPTECH

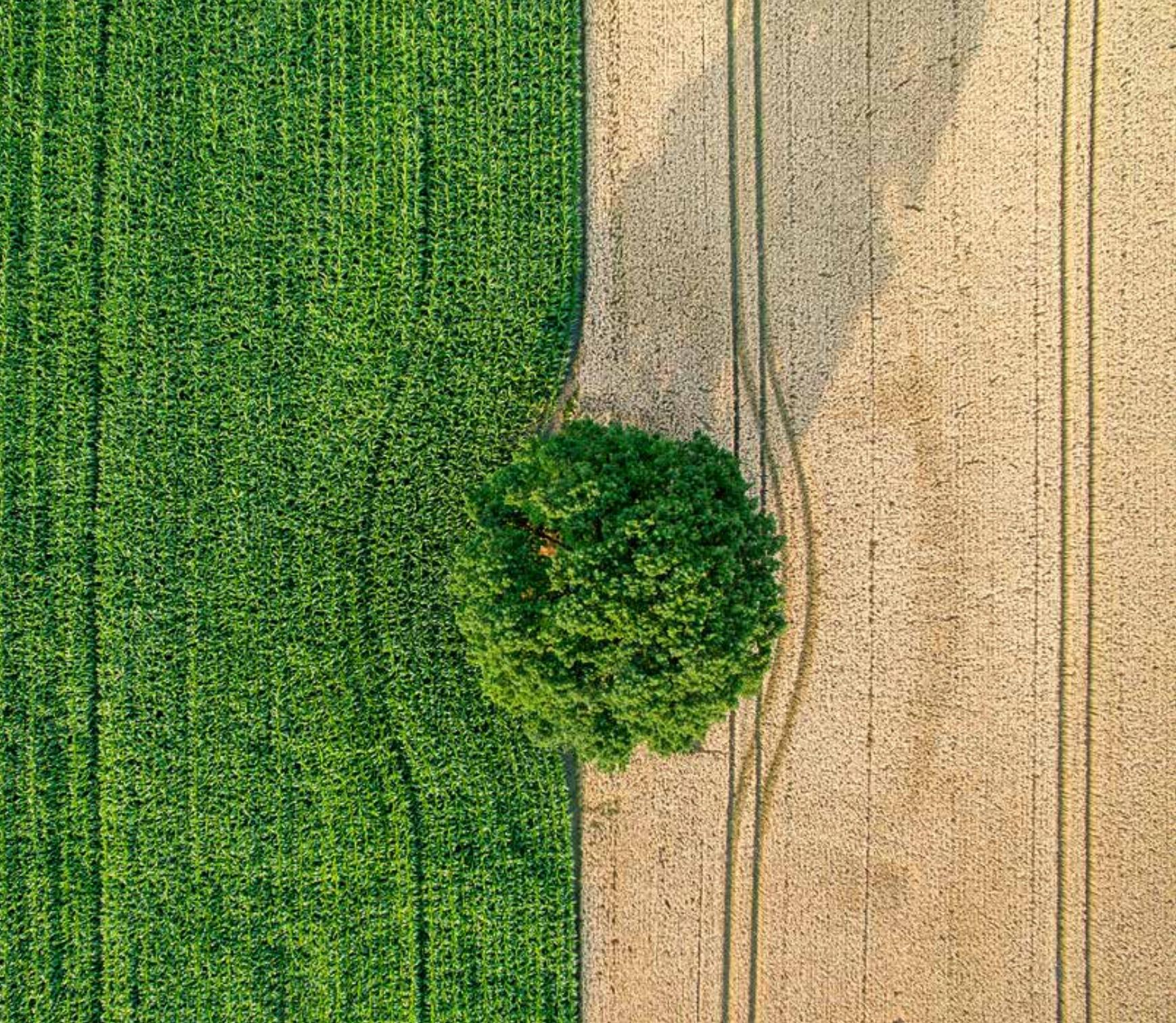


Brand book

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The brand

Komptech

The brand In people's minds

A brand is more than just a logo or a slogan. A brand is a promise with which values, messages, and emotions are conveyed. A brand reflects the entire philosophy of a company, promotes identification, and is highly recognizable. A brand should contribute to a unique, positive experience at each point of contact.

A brand is the palpable soul of a company. A brand is created in the minds of people and a brand becomes what the people feels it is. It is this added value that causes us to love and buy brand products.



Komptech

Our foundation

Partners for biodegradable and mixed waste

Komptech was founded in 1992. The same year in which the Austrian region of Styria became one of the first in Europe to introduce the separate collection of biodegradable waste. This correlation is no coincidence, because “Komptech is an idea. The idea of pioneering spirit and practical application for a better environment,” according to founders Josef Heissenberger and Rudolf Pretzler.

Specifically, this means: The new material flows resulting from the separate collection had to be treated properly. A solution was needed, and Komptech developed it with the Topturn, a compost turning machine.

After that, the company rapidly went from strength to strength. Today, the product range includes over 50 different types of machines that cover all key process steps in modern waste handling – shredding, separation, and biological treatment. This makes Komptech the leading technology and expert partner for mechanical and biological waste recycling, as well as treatment of woody biomass.

In parallel, the company has set up a global sales organization to supply solutions to Europe as well as more than 4,000 customers in more than 80 countries and regions worldwide.

And the trend is steadily upward.



Our driving force

Where there is waste, there is opportunity

According to the European Environment Agency, each European produces an average of 481 kg of municipal waste per year. This municipal waste consists of food, garden, construction, industrial, paper, and plastic waste, as well as clothing, furniture, electronics, and much more. Inadequate waste management has a negative impact on climate change and air pollution, and affects our ecosystems and our health.

We therefore ask ourselves the question: What if we could use this waste, which most people deem worthless, as a resource and thus create new opportunities?

Our innovative machines and systems turn this idea into reality, because they process the waste stream in such a way that most of the material can be used as secondary raw materials.

With our products, we also start a step above the “recycle” step in the waste hierarchy – namely with “reuse” and “repair”. Our service portfolio and the used and rental machines we offer significantly increase the life cycle of the machines and ensure optimal use of resources.

Through these measures, the currently mostly linear material economy is being transformed into a circular economy and our customers can make even better and more sustainable use of waste recycling. That is not just good for us, but also for the environment.



Our development From technology supplier to solution provider

For 30 years, we have been offering machines and systems for processing all kinds of waste and biomass – for many of them under the motto “Technology for a better environment”. Our innovative machines and systems will remain the core focus of the company; however, we have become much more than just a technology supplier.

With our expertise, we can offer our customers complete solutions consisting of services and products and show them how they can turn waste into value. We thus help their companies not only to grow stronger but also to provide a sustainable contribution to protecting the environment.

In order to convey the solution provider approach in language as well, the current slogan „Technology for a better environment“ will take a back seat without abandoning this basic idea.

This repositioning is also visually expressed in the design. In the color palette, Komptech Green – which continues to stand for being grounded, acting sustainably, and having a long tradition – has been supplemented by Light Green, which represents our inspiring, visionary, and innovative actions. The logo has also gone through some changes. Whereas the prominence of the leaf and the combination with the lettering have always stayed the same, the design has become more and more reduced. In the process, it has not only been optimized for digital applications, but now also looks noticeably more modern.



1992



2011



2021

Komptech

Our idea

Never waste an opportunity

We are convinced that now more than ever, against the backdrop of globalization and its consequences, the pandemic, and the climate crisis, the time has come to use every opportunity to make the world a better place. With this idea in mind, we want to encourage others to look beyond the garden fence, to take a step back and look at the big picture, and to keep their eyes open for new opportunities.

We want to strongly promote seizing the opportunities for a better future by taking action now, and we want to motivate others to do the same.

Whether in cooperation with our customers or through our daily work, we believe each opportunity could be the one that brings about the necessary change – the one that helps to make the world a little greener and that lets us grow together.



Our promise

How we create value for you

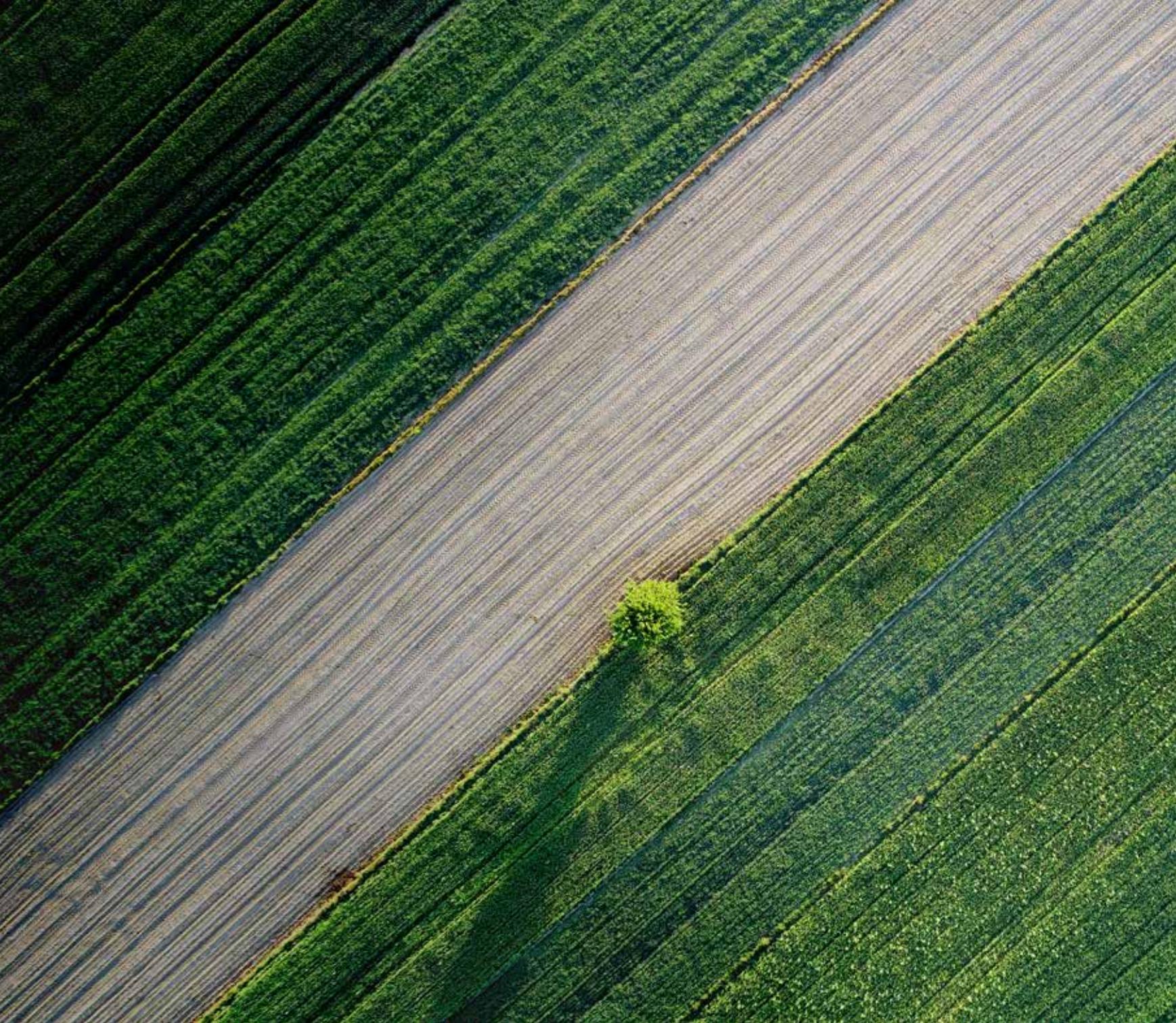
“We see waste as an opportunity because it is a resource in the wrong place. With our solutions, we support our customers in making the most of these opportunities while improving the environment,” says Heinz Leitner, CEO of Komptech.

On the one hand, we as solution provider offer our customers many options for setting up and operating systems. Additionally, with our support, the customer is able to make better and more sustainable use of business opportunities. We want to show them how they can flexibly prepare for change, minimize their risks, and promote growth. We want to kindle the entrepreneurial spirit of our customers and encourage them to use the opportunities to their own benefit.

On the other hand, there is a bigger picture, namely our commitment to together make a positive contribution to our environment, for a better future.

This is part of our DNA, because, as Josef Heissenberger said: “Someday our grandchildren will ask us what we did with their future. We’re working on intelligent answers.”





Design manual

Komptech

Corporate design

The corporate design is the harmonious interplay of design elements to create a uniform visual appearance. It encompasses the rules of conduct regarding the brand and defines how the graphical elements are to be used.

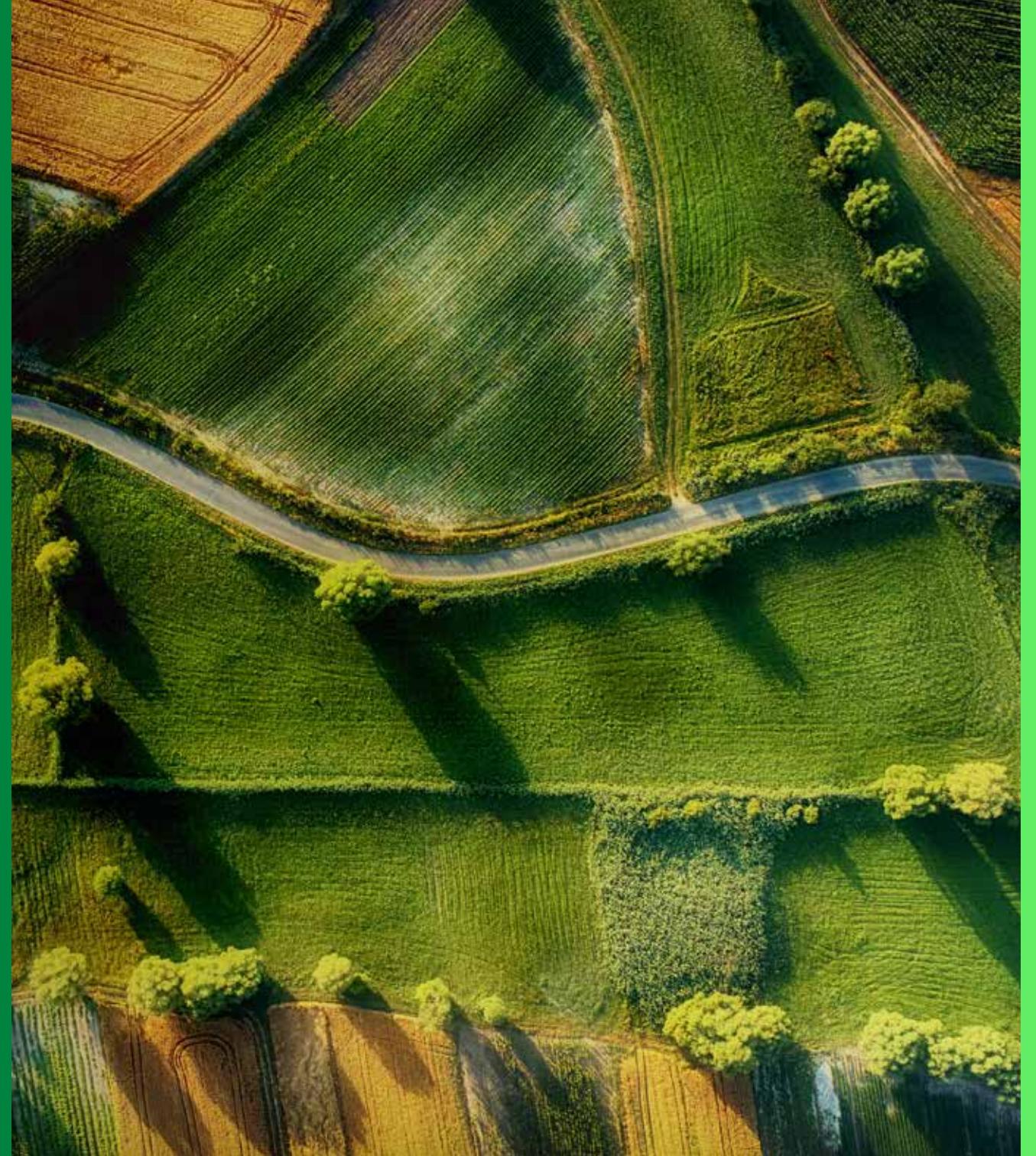
Consistent application of the corporate design creates brand recognition and continuity across all internal and external communication of Komptech.

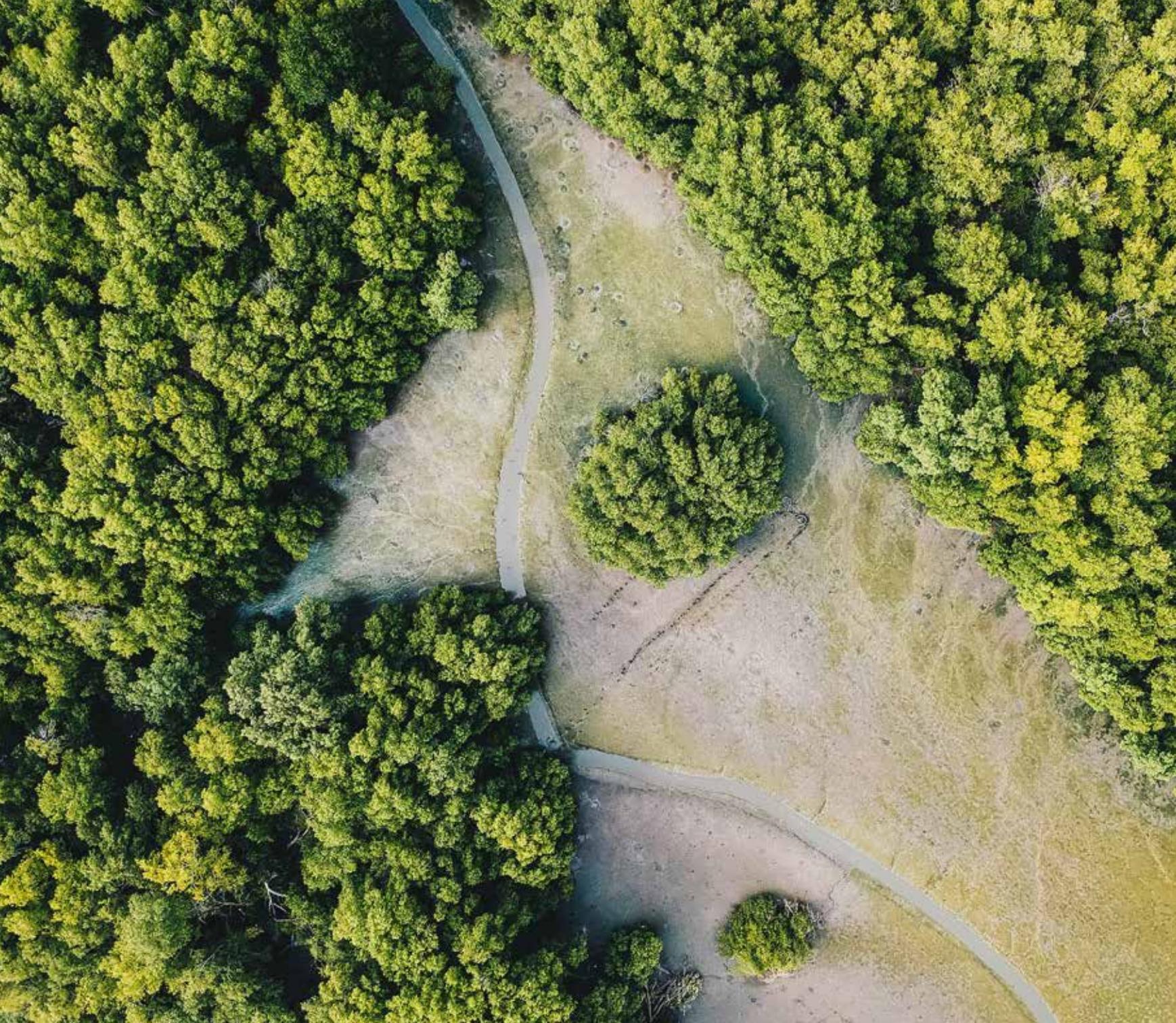
The corporate design is the visual expression of our positioning. All design elements were selected with the goal of representing this positioning externally, both in the details and in the overall look.

This brand book presents the most important design parameters and elements, as well as selected application examples of the corporate design.

The specifications are binding for all Komptech design applications. By consistently implementing these design guidelines, you help to make Komptech's positioning strong and uniform. This additionally ensures recognizability of the Komptech brand across all areas of application.

If you have questions about Komptech's corporate design, please contact the marketing department.





The logo

The logo The elements

The Komptech brand logo consists of two components: the pictorial mark and the word mark.

As a combined unit, with a defined size ratio, it represents the brand.

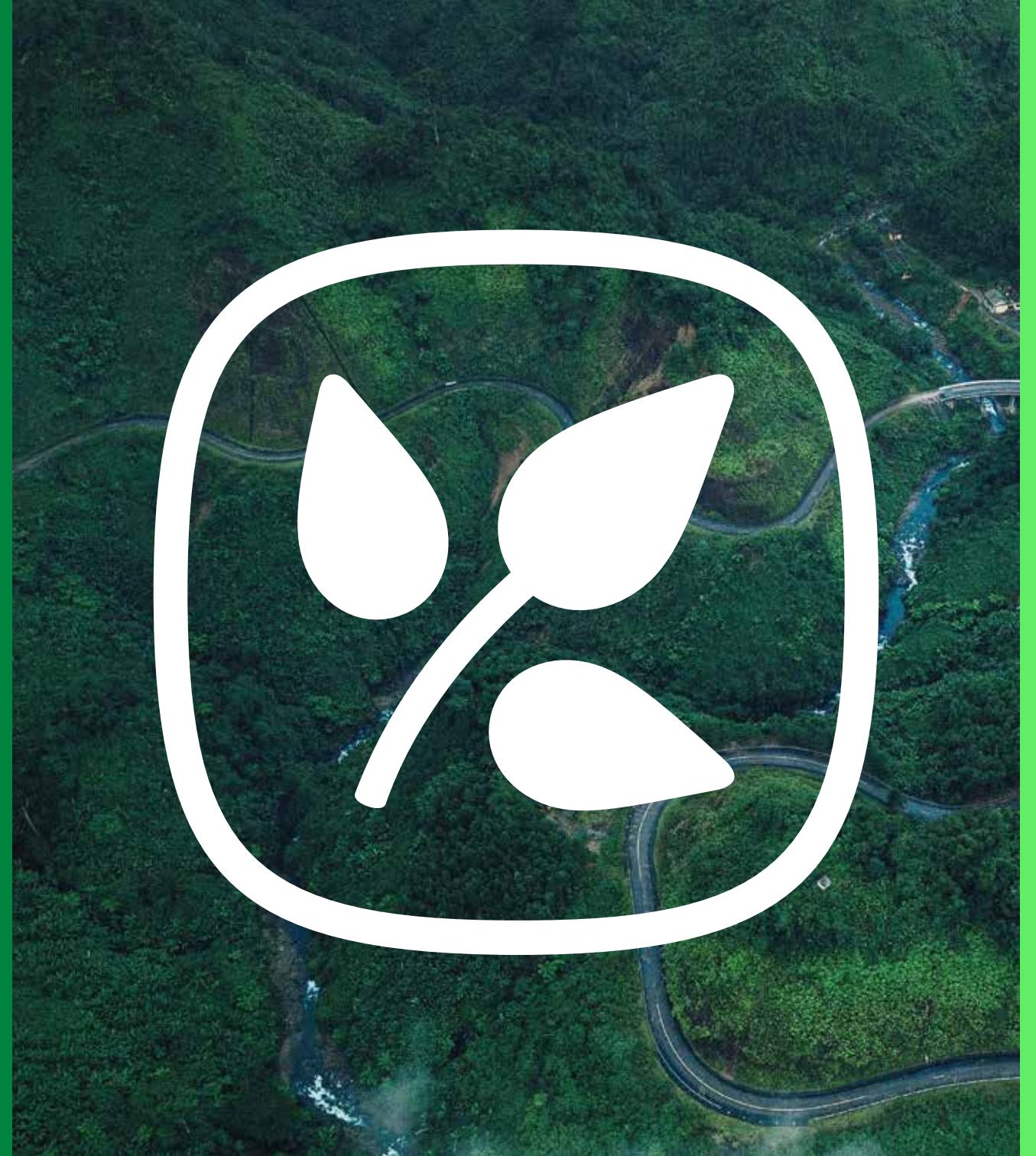
Whenever Komptech communicates with external parties, the logo introduces the Komptech message.

Depending on the area of application, various versions of the logo are available.

The logo can be left- or right-justified in the layout, the background should be in the brand colors, if possible.

The “leaf” as a design element may be used both with the lettering and on its own, depending on the available space.

The “Komptech” word mark stands next to the pictorial mark, vertically centered, and may only be used in combination with it. The word mark is only available as a vector graphic, not as a font.



The logo

The clear space

Around the Komptech logo, there is a minimum distance that no other elements are permitted to invade – the so-called clear space.

The base value for the size of the clear space is the width of the logo. All proportions and spacing are derived from this value.

The distance corresponds to the height of the letter H, when it is placed on its side.

Within this area, no other elements are permitted. It also applies as minimum distance between the logo and the edges of the page.

For each format, there is a correct size.

DIN A3	70 mm	175 %
DIN A4	40 mm	100 %
DIN A5	35 mm	87,5 %
DIN A6	30 mm	75 %
DIN long	30 mm	75 %

Spacing



Minimum sizes

LOGO
Length: 30 mm

LEAF
Lengths: 7 mm



The logo Application

The color of the logo depends on the background on which it is placed. The logo should always be used in such a way that it has a clear and confident presence in the layout.

The green version of the logo is used on bright backgrounds and the white version on dark backgrounds. A depth of shade of approx. 40 percent can be considered to be the threshold.

How the logo is used on backgrounds with other colors also depends on the depth of shade. Additionally, it is permitted to place the logo on pictures, as long as the imagery is not too busy. On pictures, the green or white logo version may be used, depending on the image brightness.

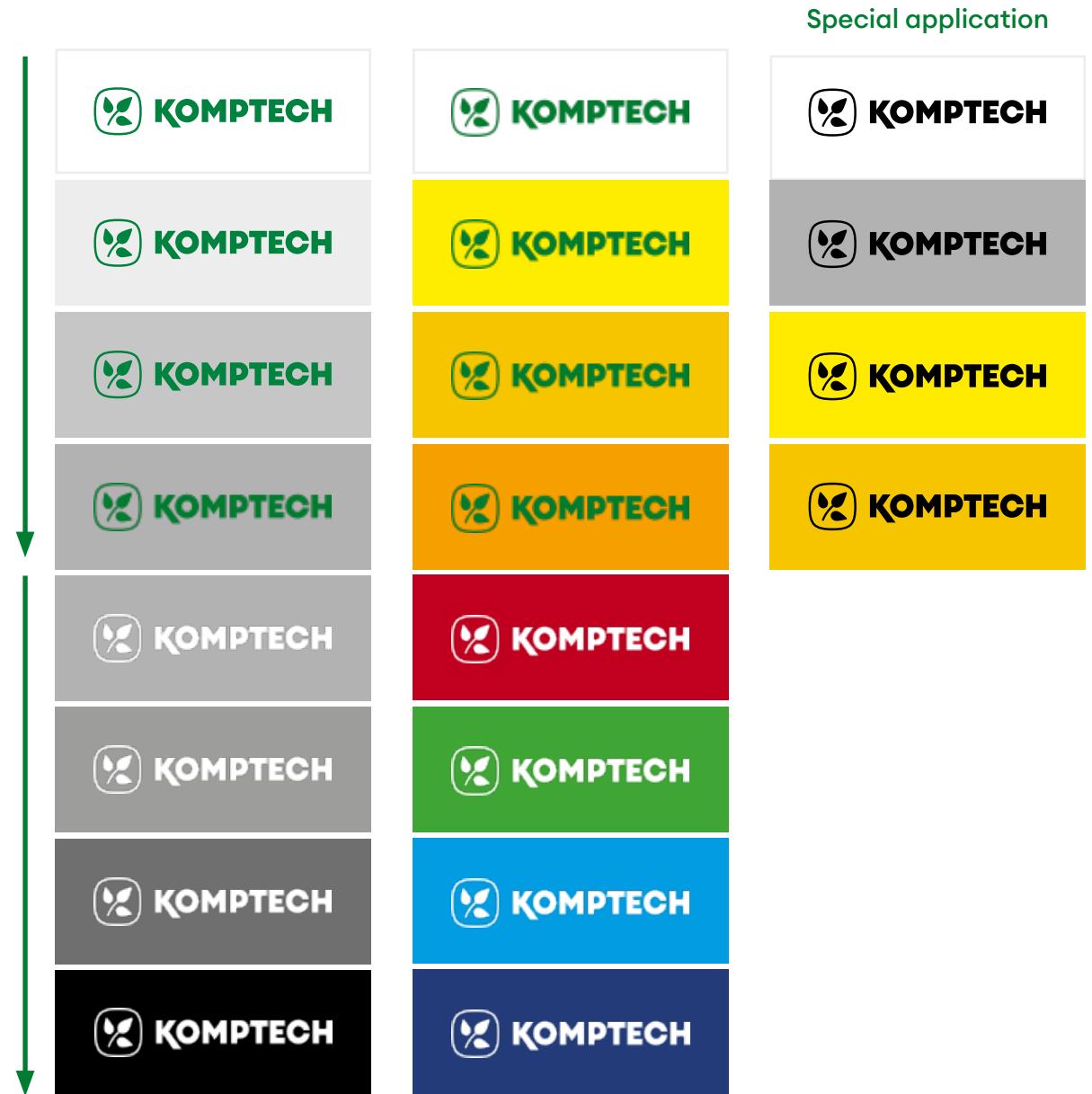
In exceptional cases, when the color combination with green is not harmonious, the black logo may also be used on images.

The logo is to be used only in the defined ways and it is not permitted to distort it, use colors other than the defined color combinations, or place it within body text or headlines. The examples shown illustrate how the logo may be applied.

Special application

In some areas of application, such as promotional items and printed documents of Komptech, it is necessary to use the logo in black or gray.

Here the logo may be used in black on white, or gray on white.





 **KOMPTECH**



 **KOMPTECH**



 **KOMPTECH**



 **KOMPTECH**



 **KOMPTECH**



 **KOMPTECH**



 **KOMPTECH**



 **KOMPTECH**

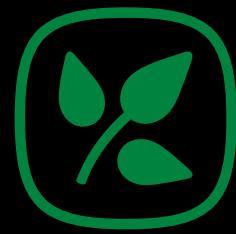




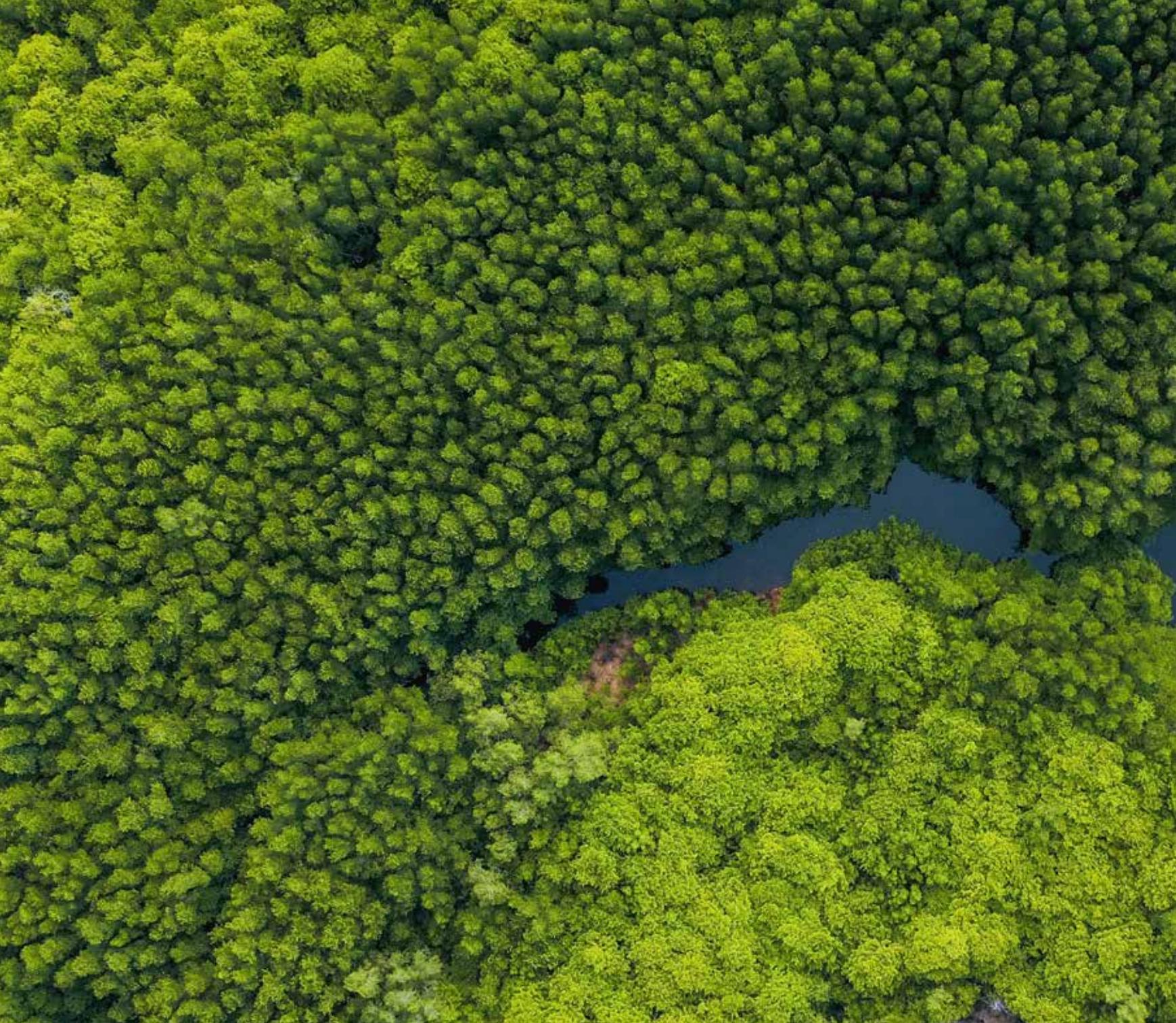




KOMPTECH



KOMPTECH



The colors

The colors Application

Komptech Green

Our colors are as important to us as our logo. It is part of the personality of our brand.

Komptech Green is the key color of our look. It is not only the color of the machines, but also appears in all design elements of Komptech.

Light Green

Light Green is used as an accent color. This brand color is mainly used in the design of communication media and its purpose is to reflect the liveliness and visionary character of Komptech.

Light Grey and White are used mainly for text and as background color.

Komptech's look utilizes a clear color distribution.

Generous use of whitespace is a central element of our look.

Light Grey

White



Komptech Green

RGB
0 125 48

007d30

CMYK
100 0 100 20

Pantone Coated
348 U

Pantone Uncoated
348 U

RAL
6029

Light Green

RGB
100 238 100

64ee64

CMYK
54 0 73 0

Pantone Coated
2268 C

Pantone Uncoated
2268 U

RAL
130 80 50

NCS
S 0560-G20Y

Light Grey

RGB
214 214 214

d6d6d6

CMYK
0 0 0 22

Pantone Coated
Cool Grey 2 C

Pantone Uncoated
Cool Grey 2 U

RAL
7035

White



The typography

The typography

The brand typeface

Euclid Circular A

This typeface is used to communicate Komptech as a brand. It is important to correctly apply this typeface to achieve a consistent, uniform brand appearance.

Our brand typeface has to communicate the strength, competence, and modern character of the brand. While different size proportions are used to make the title lines the focus of attention and to motivate the reader to continue reading, the text is kept simple to make it easy to read.

Euclid Circular A is a Sans Serif typeface that is pleasant to the eye and ensures maximum readability.

Euclid Circular A is used as brand typeface in all media. The specified typefaces have to be used correctly. For Office applications and in individual cases where this is not possible, Arial is used as a substitute.

Brand typeface

Ag

Euclid Circular A Regular
Euclid Circular A Medium
Euclid Circular A Semibold
Euclid Circular A Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!/?@

Substitute typeface - Office applications

Ag

Arial Regular
Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!/?@

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890/!/?@

The typography Application

The typography significantly affects the character of the design. High-contrast typography is typical for Komptech's look:

Eye-catching large headings are combined with subtle type sizes. Additionally, the bold and fine fonts can be used to create contrast. Light Green is used as contrast color to highlight key words in the headings. In the text, the semibold and bold fonts can be used to place special emphasis.

A well-defined type family needs well-defined hierarchies. It is critical to observe these in order to achieve a uniform look in the layout.

The sizes can be adapted depending on the media and format, but the proportions in relation to each other have to be maintained.

A separate document describes the notation of individual words, as well as the rules regarding gender in text.

Terminator xtron

Header text | Euclid Circular Medium | Font size: normal

Opportunities for a better environment

Heading | Euclid Circular Regular | Contrast color | Font size: eye-catching and balanced

The Terminator xtron has a newly developed V-shredding unit that is particularly versatile, and is suitable for all kinds of waste as well as wood and green cuttings. The Terminator xtron has a newly developed V-shredding unit that is particularly versatile, and is suitable for all kinds of waste as well as wood and green cuttings.

Continuous text | Euclid Circular Regular | Black or white | Font size: normal

58

tonnes of compost per day

27

years of experience in composting

Highlighted information | Euclid Circular Regular | Contrast color | Font size: eye-catching

- 1 Use up everything, so more is left.
- 2 So that you utilize each chance.
- 3 So that more is left of what was waste.
- 4 We recognize value at each opportunity.

Bullet points | Euclid Circular Regular | Contrast color | Font size adapted to continuous text

The typography

The product designations

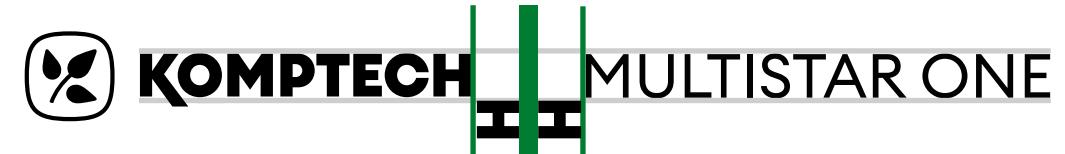
All product models, names, and designations belong to the Komptech brand. On all products, the logo is to be placed in a position where it is well visible. In brochures, advertisements, and other print media, the brand or company name always has to be used as a vector graphic.

For additional product names, model designations, or service designations, Euclid Circular A medium has to be used. The product designation on the machines has to be in Euclid Circular A regular. The product name has to be written in uppercase letters and the defined spacing has to be observed.

Spacing between logo and type



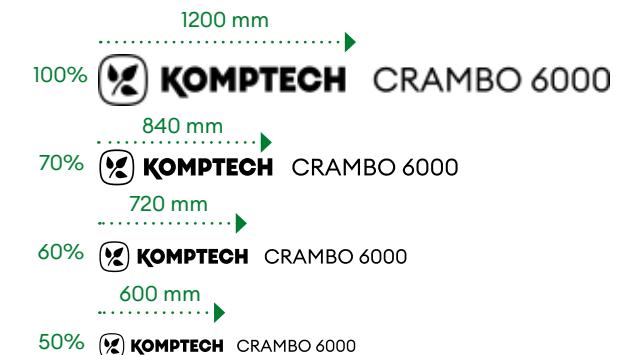
When the brand and type name are written together, the distance between their respective lettering equals the height of the letter H.



When the brand and type name are written separately (for example on different paneling elements), the space between the edges and the lettering equals the height of the letter H.

Size table (in mm)

	Logo (length)	Typ (height)
100%	1.200	119,2
70%	840	83,4
60%	720	71,5
50%	600	59,6





The layout

The layout Application

The layout system governs the interplay between the graphical elements within the layout area. It enables a flexible design that can be individually adapted to the medium, yet simultaneously ensures that all Komptech media have a similar look.

The subdivision into elements that get increasingly smaller is one of the key characteristics of our look.

The sizes of the text and images are based on the specified heights of the respective format. It is used in all Komptech layouts and can be utilized to draw attention to important messages and functions.

The layouts have a clear structure, are never overcrowded, and have a clear visual hierarchy. The most important information or functions are always the center of attention.

Regardless of whether the subdivisions are vertical or horizontal:

All sections have to be rectangular, with straight-lined edges, and are filled up to the edge.

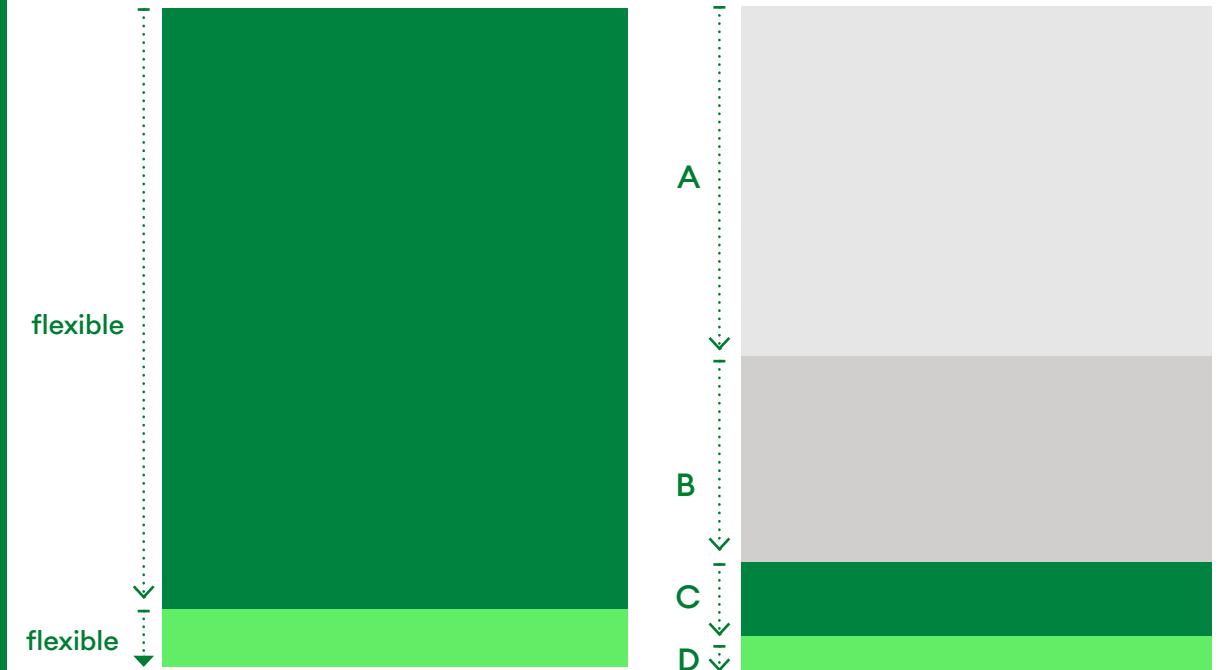
The subdivisions get increasingly smaller from top to bottom or from left to right.

Each section has a function that has to be clearly recognizable.

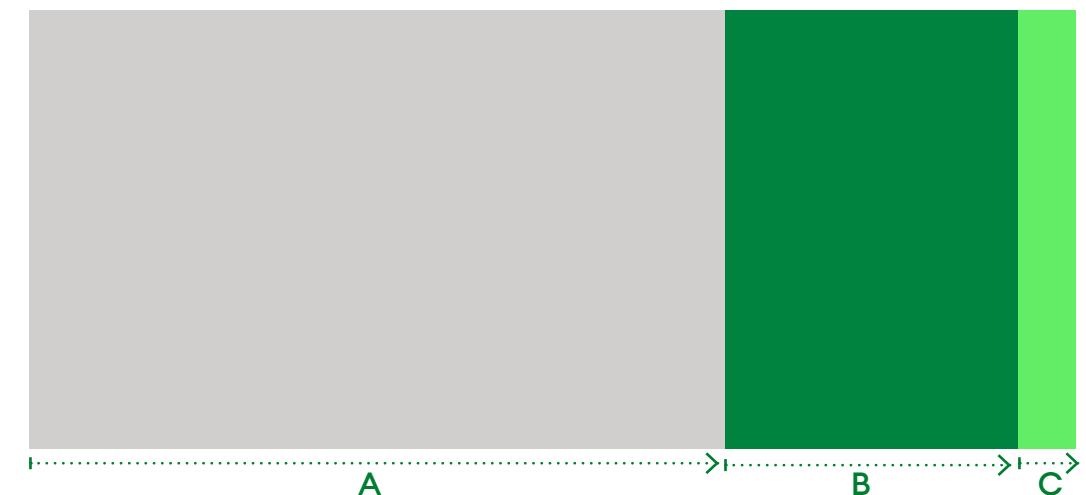
The layout system enables a wide range of design and illustration options, from typography only to photographs, cutouts, or 3D models.

Like the title pages, inner pages and other print media use the elements of the corporate design.

The contents can be placed within the layout flexibly, depending on the requirements.



The size of the individual subdivisions can be flexibly adapted depending on the format –
A > B > C > D: The sections get increasingly smaller from the top to bottom or from left to right

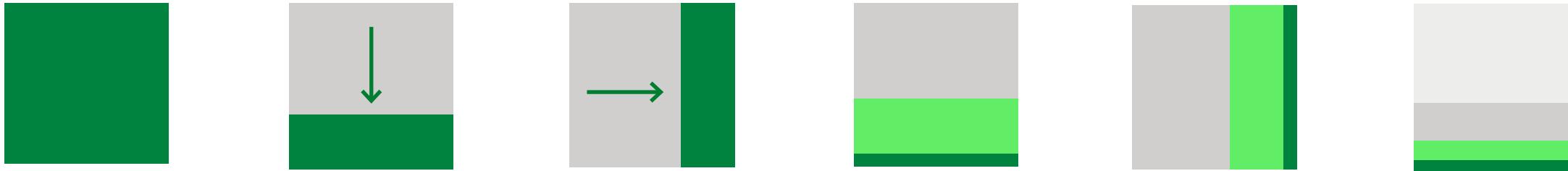


The Layout Variants

Portrait



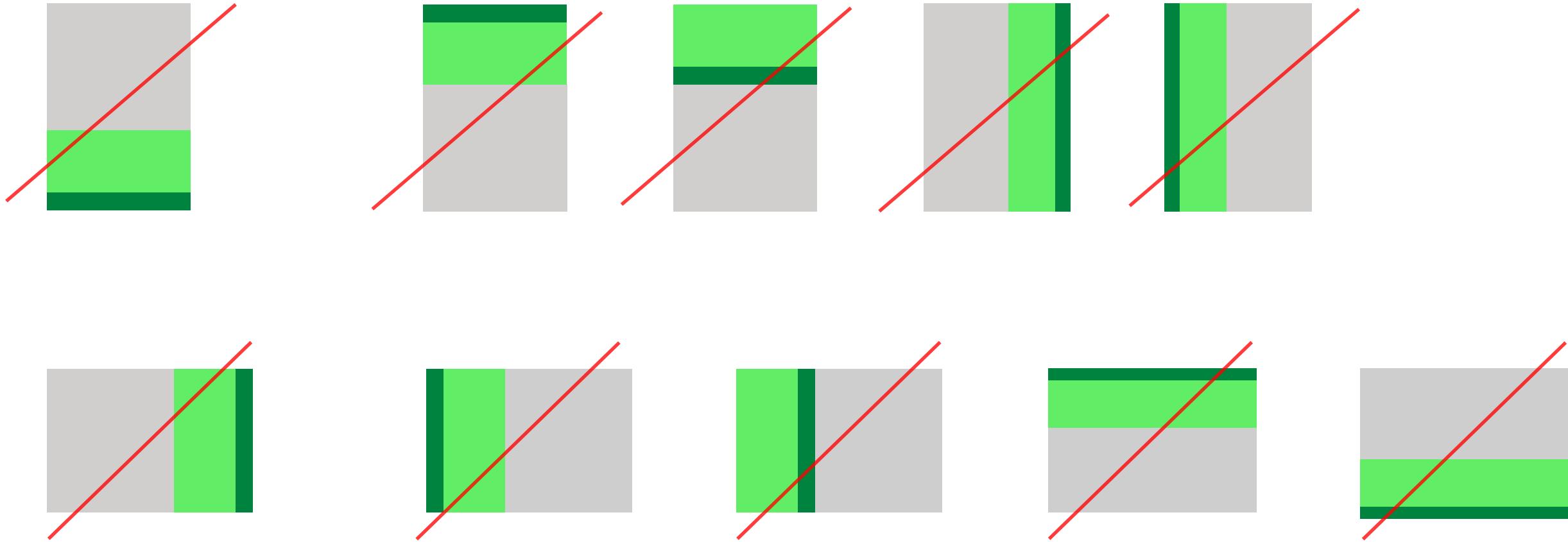
Square



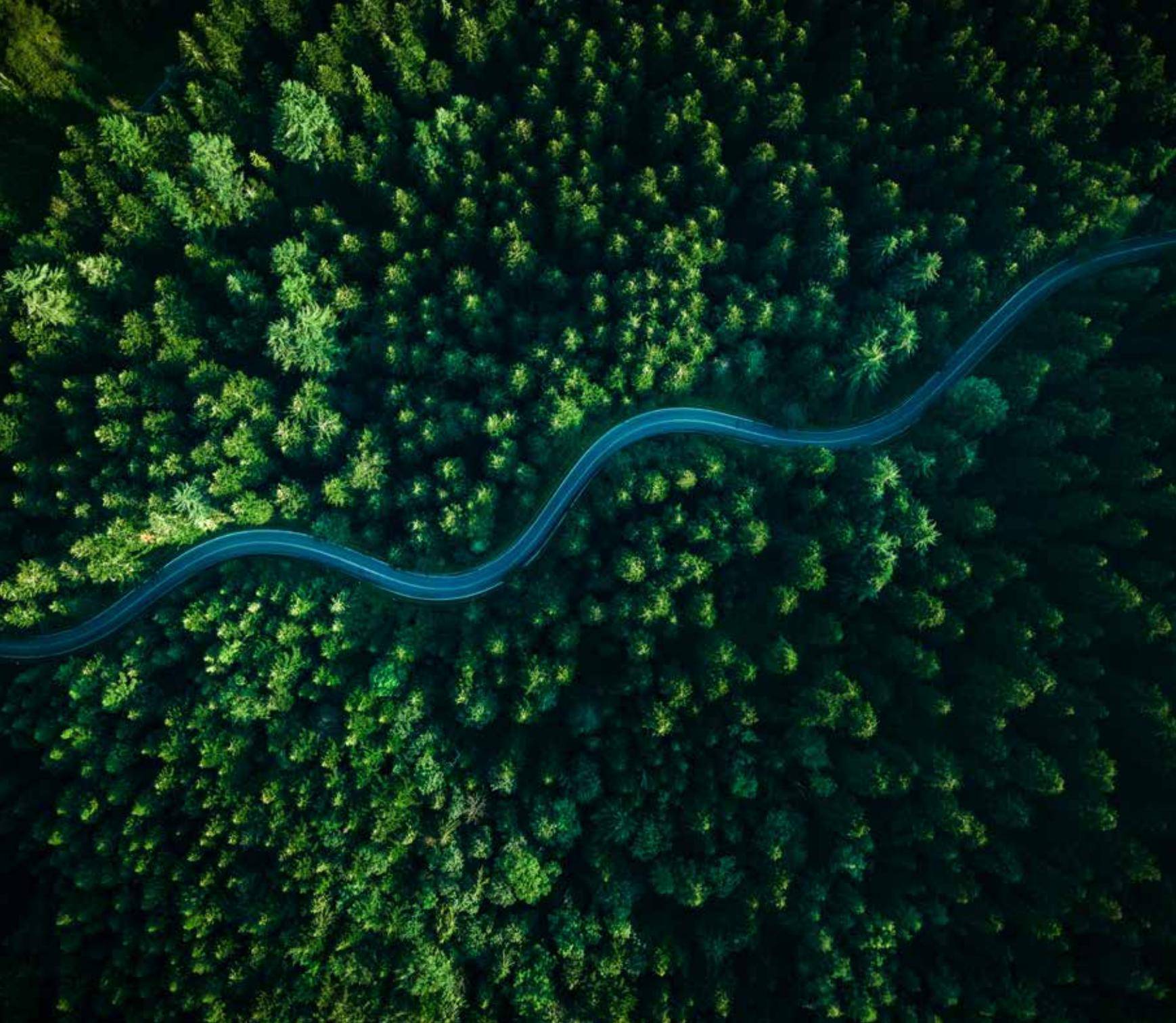
Landscape



The Layout Restrictions







The visual language

The visual language

Application

Our visual language is modern and clear, and embodies our personality, expertise, and vision.

The style of our imagery is characterized by intensive, saturated colors.

The relationship with nature is expressed with our strong green brand color.

Komptech's visual language is divided into three categories:

Bigger pictures, products, and close-ups.

Bigger pictures

With bigger pictures, we want to symbolize the major benefits provided by Komptech, because implementing Komptech machines not only enables efficient working, but also makes a positive contribution to the environment.

Close-ups

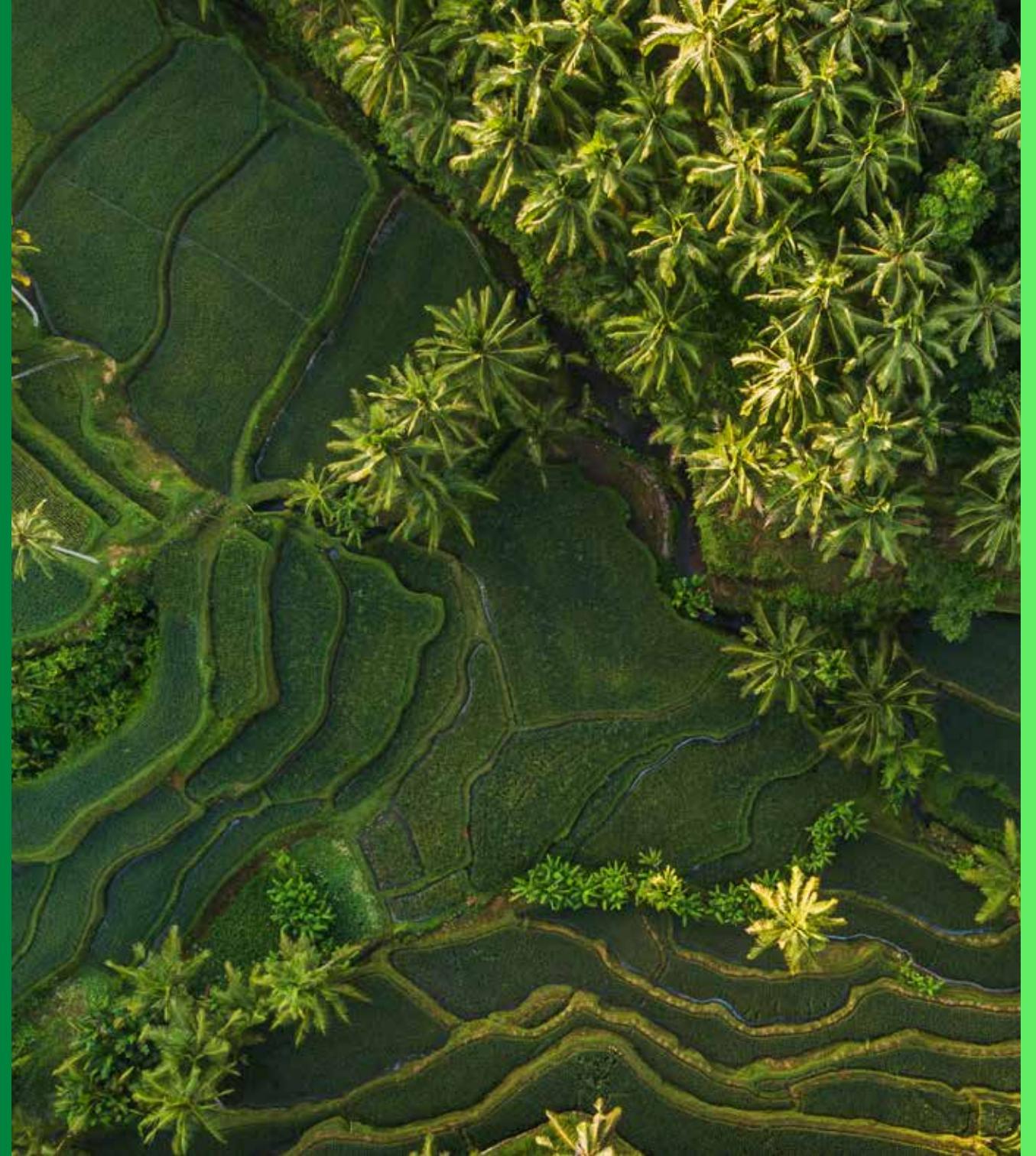
Detail views of materials are used to place the focus on the core element, in other words our expertise.

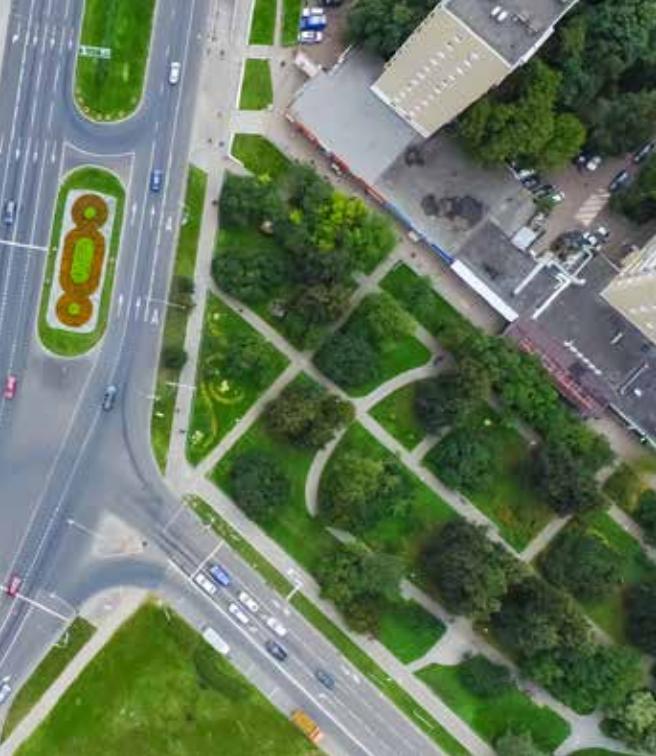
Products

These images show our products and applications in the direct context of their area of application and our customers.

They are used to ensure quick recognition and identification with the topic.

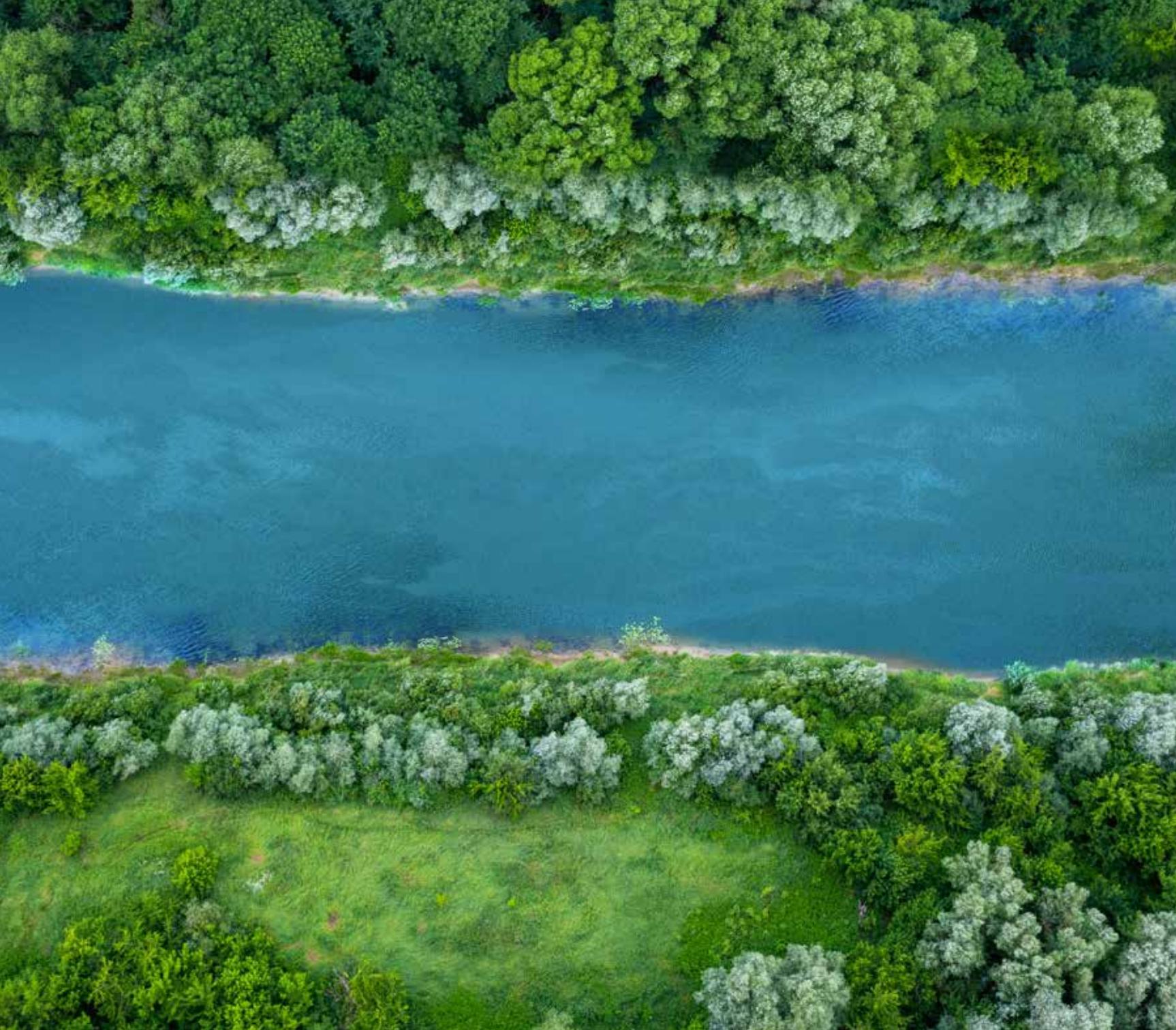
Alternatively, rendered images of the machines are used to convey technical information.











The icons

The icons Application

Not all applications have a large enough design area to work with text descriptions. To ensure that the look is also uniform in these applications, there is an icon set that has been specially developed for Komptech. The icons describe, for example, the applications, our business fields, or product properties.

The following design rules apply:
The icon is placed on a background measuring 1000 × 1000 px with 10 pt .
The icons are available in a solid and an outline variant.

The icons are available in the following formats:

Print	*.svg, *.ai
Web	*.svg
Office	*.jpg, *.png

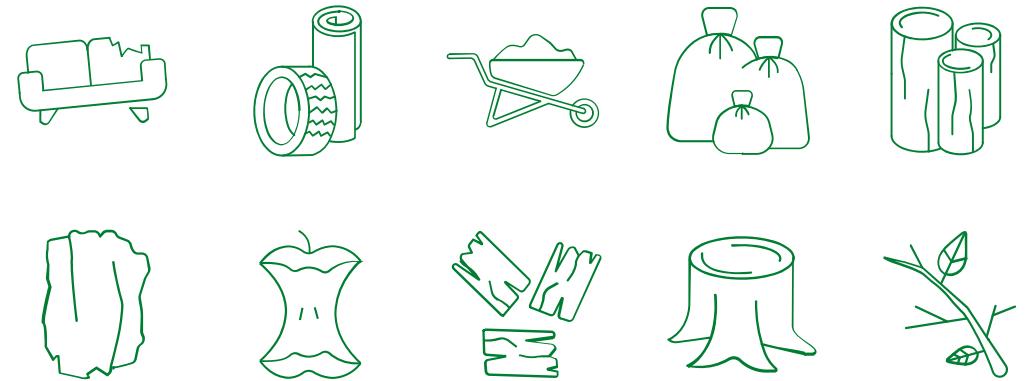
Like the logo, the icons are in the brand colors.

Attention should be paid to always maintaining adequate color contrast. Icons can be used as standalone elements, or in combination with a headline or descriptive text.

Solid



Outline





The voice

The voice

Tone of voice

The tone of voice of a brand is a way of conveying the consistent message of the brand to the public. It is part of the brand expression, which, together with more concrete images, define the brand identity.

The brand values describe the personality traits of Komptech as a brand. The terms affect the tonality of texts, as well as the design and conduct of the brand.

For us, the topic of “opportunity” takes center stage. We concentrate mainly on the bigger picture by always having a visionary outlook of the future. Our brand voice can be defined as positive and supportive.

These values are also reflected in our claims. Their purpose is to create a natural association with the topic of Komptech and its services. To this end, various claims have been formulated for different areas of application.

The claim must not be perceived to be a permanent component of the logo, but instead must play the role of a slogan only. For this reason, claims are physically separated from the logo.



Slogan

“
Never waste
an opportunity.”

Description

“
Partners for biodegradable
and mixed waste.”

General

“
Where there is waste,
there is opportunity.”

Customers

“
Helping you make the
most of a great opportunity.”

CSR

“
Opportunities for
a greener world.”

Employer Branding

“
Opportunity needs
talent.”





KOMPTECH

Credits

concept and design

Bachinger Katharina
Gaigg Jana
Kotras Victoria

Corporate Design

moodley design group GmbH

.....

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