

SPHINX Brand ID Guide

Under development. Version 01 2014.01.23

The SPHINX Brand ID Guide is developed to provide a guideline to SPHINX staff, partners and affiliates to use the SPHINX brand consistently and effectively in all types of media format.

The SPHINX logo represents a long tradition of high quality and Swiss precision made products. Therefore, it is vital that this reputation for quality is supported by a strong and constant brand identity. This can only be achieved by adhering to the guidelines established by SPHINX.

Parts of this guideline may need to be updated over time and will be published accordingly.

SPHINX Logo Standards

Use of the SPHINX Logo

- ALWAYS use “original” SPHINX logo artwork. Poor quality reproduction of the SPHINX logo will reflect badly on the company’s image.



SPHINX Logo Standards

Avoid Logo Format Alteration

- DO NOT alter or delete any part of the SPHINX logo.
- DO NOT combine SPHINX logo with other graphics, words or symbols.
- DO NOT display the SPHINX logo vertically, diagonally or in an arc.
- DO NOT distort the SPHINX logo.



SPHINX Logo Clear Space & Size

SPHINX Logo Minimum Clear Space

- ISOLATE the SPHINX logo from other elements around it.
- The minimum clear space around the logo is the height of the logo. Allow more space when possible to make even greater impact.



SPHINX Logo Minimum Size

- The minimum size for SPHINX logo is 1" wide total width, excluding registration mark.
- The minimum font size for SPHINX logo registration mark is 4pt Helvetica Medium.
- Only use minimum logo size when layout space is extremely limited.
- Use larger logo size whenever possible.



SPHINX Logo Color

Primary logo colors

SPHINX DARK GREY LOGO



For Print use:		For web use:	
Pantone: Cool Grey 9C	CMYK C: 30 M: 22 Y: 17 K: 60	CMYK C: 56 M: 47 Y: 43 K: 10	RGB: #76777b

SPHINX LIGHT GREY LOGO



For Print use:		For web use:	
Pantone: 656C	CMYK C: 11 M: 7 Y: 3 K: 0	CMYK C: 10 M: 3 Y: 0 K: 0	RGB: #e0edfc

SPHINX Logo Color

Additional acceptable logo colors are black, grey, white and silver*

SPHINX BLACK LOGO



SPHINX GERY LOGO (75% BLACK)



SPHINX WHITE LOGO



SPHINX METALLIC SILVER LOGO



Pantone: 8402C

*The use of metallic silver color are subject to approval from the marketing department on a project to project basis.

SPHINX Logo Color

SPHINX Logo on color backgrounds

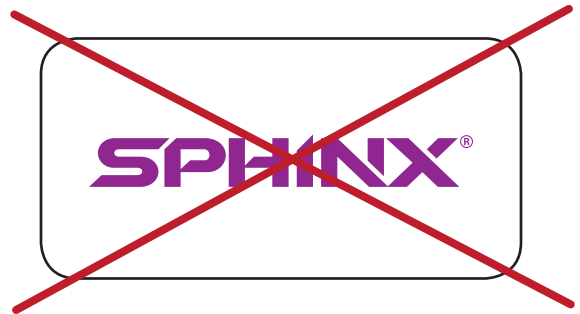
- SPHINX logo should always be placed on a solid light or dark background, preferably white, black or grey, whenever possible.



SPHINX Logo Color

SPHINX Logo on textured or patterned backgrounds

- DO NOT place SPHINX logo on a visually distracting or patterned background.
- DO NOT alter the color of the logo.
- DO NOT change the opacity of the SPHINX logo.
- DO NOT change the outline of the SPHINX logo.

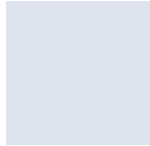


SPHINX Brand Color

Core brand colors



SPHINX
Dark Grey



SPHINX
Light Grey



White



SPHINX Black

Special color







SPHINX Silver (metallic)

The use of metallic silver color are subject to approval from the marketing department on a project to project basis.





SPHINX Brand Color

Color pallet - Print

	Color Name	Pantone	C	M	Y	K
	SPHINX Dark Grey	Pantone Cool Grey 9C	30	22	17	60
	SPHINX Light Grey	Pantone 656C	11	7	3	0
	White	—	-	-	-	-
	SPHINX Black	—	25	10	10	100

SPHINX Brand Color

Color pallet - Web

	Color	R	G	B	Web #
	SPHINX Dark Grey	118	119	123	7677b
	SPHINX Light Grey	223	227	235	e0edfc
	White	255	255	255	ffffff
	Black	0	0	0	000000

SPHINX Typography

Helvetica and Helvetica Font Family

SPHINX uses mainly the Helvetica fonts. The listing below are the main font styles used. Other style from the Helvetica font family can be used as design need occurs.

Helvetica Regular

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

Helvetica Light

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

Helvetica Bold

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

SPHINX Image/Video Resources

SPHINX Images/Videos

SPHINX provides its staff, partners and affiliates with a full range of product photography, live style images and other support imagery and/or video. Use only current product photos/video provided by SPHINX. Please review the Image Usage Agreement below for restrictions on using SPHINX photography/video.

Image/Video Usage Agreement

By using any SPHINX provided Image/video, you accept that SPHINX is the sole owner of the intellectual property represented by that Image and accept the terms of use set forth below.

You May:

- Subject to the restrictions below, use the SPHINX Images as-is (except for scaling) in print, or in-store promotional materials you prepare to advertise the availability of SPHINX merchandise at your store, and on your website.
- Display any posters, signs, banners etc. that we have designed for your use within your store, or on your own store website.

You Must:

- Always include an attribution of SPHINX's ownership of the intellectual property on your editorial, advertising, website, or other product communication. For example:
 - Photographs and artwork © SPHINX, logo and all character names are trademarks of SPHINX.

SPHINX Image Resources

You May NOT:

- Alter, modify, adapt (other than re-sizing), crop, retouch, animate or embellish the SPHINX Images in any way, including but not limited to changing any names, logos or other designs included therein.
- Make or manufacture merchandise any items, such as t-shirts and mugs, bearing SPHINX Images.
- Display, sell or give away merchandise items, such as t-shirts and mugs, bearing SPHINX Images that have not been made by SPHINX.
- Use the SPHINX Images to create pornographic, libelous, obscene or defamatory images.
- Use the SPHINX Images on your website without appropriate attribution of SPHINX's ownership.

Except for the limited rights expressly permitted under this Agreement, no other rights of any kind are granted hereunder, by implication or otherwise.

Any use of SPHINX's intellectual property in violation of the foregoing provisions shall result in the automatic termination for cause of this Agreement and all your rights hereunder, without notice to you.