

thyssenkrupp nucera

logo kit

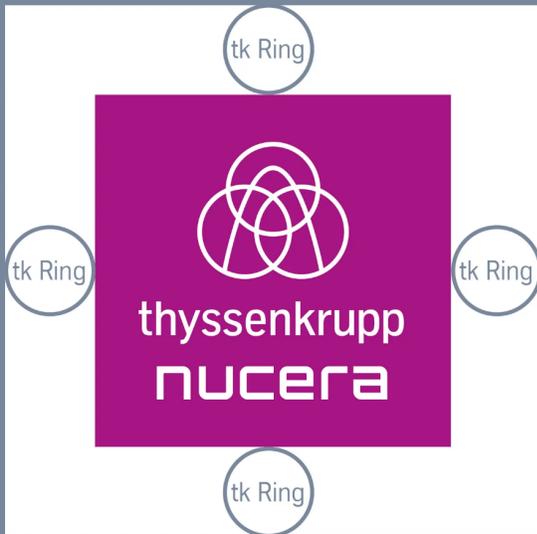
Please find the official thyssenkrupp nucera logo files attached. We request that one only uses the primary logo. If this is not suitable due to spacing or other specific constraints, the secondary logo may be used.

Primary logo

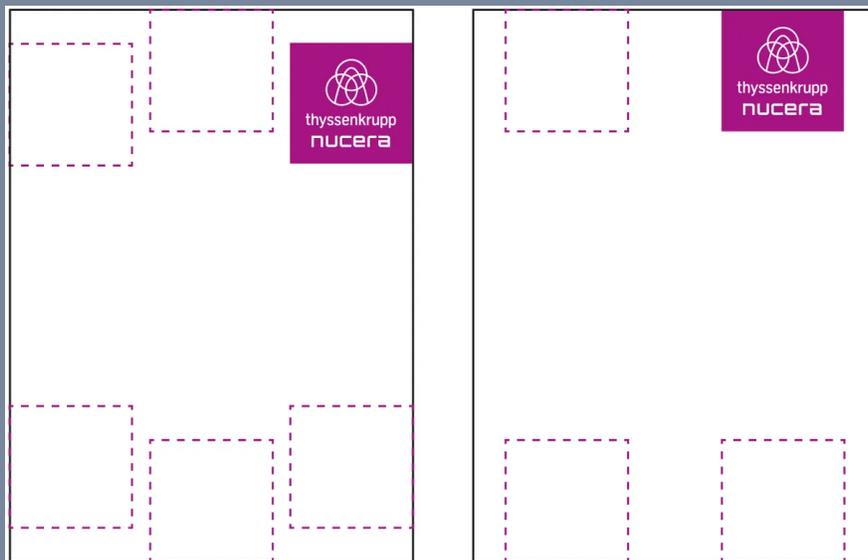
The thyssenkrupp nucera primary logo is the corporate logo.



In layout view, the logo may touch the format on one side. There is a defined minimum spacing from the other sides of the logo flag to any other layout elements (including text, teasers, pictures, thyssenkrupp nucera brand claim). This is the protected area. The size of this protected area is derived from the logo. The tk ring is the size of one of the rings in the logo, and provides a basic unit for the entire layout system.

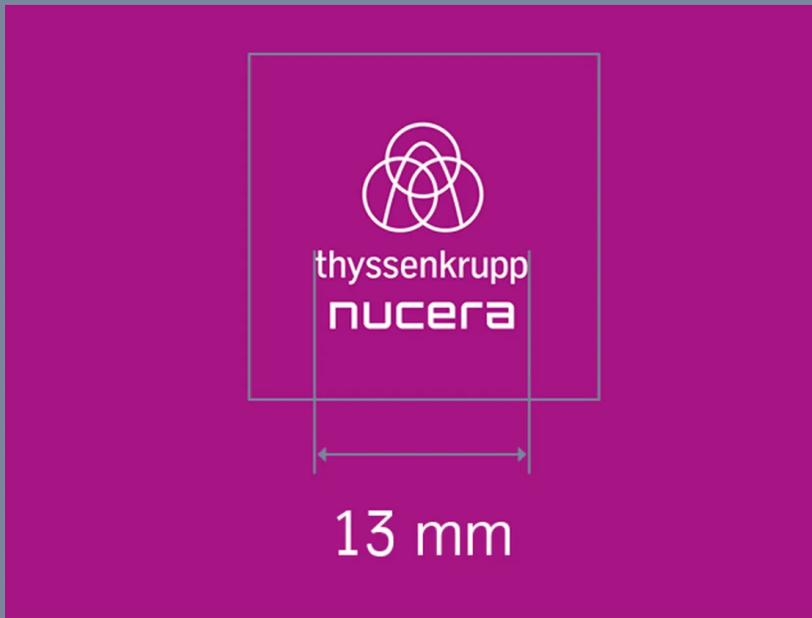


The thyssenkrupp nucera logo flag is preferably used in the bleed. Depending on the visual impact, it can be used at defined positions on all four sides of the format.



The minimum size of 13 mm of the wordmark is the smallest in which the thyssenkrupp nucera primary logo can appear. The minimum size ensures that the logo is clear and legible in all communications media.

This specified minimum size ensures a line width of 0.2 mm. If a greater line width is required for production, the entire logo should be enlarged proportionally to achieve the line width.



The thyssenkrupp nucera primary logo files must not be changed. The examples below show how NOT to use the thyssenkrupp nucera primary logo.



Color codes

nucera purple	urban gray	oxygen white	pitch black
<p>nucera purple</p> <p>CMYK: 40 / 100 / 0 / 0 RGB: 165 / 20 / 130 Web #a51482 Pantone Coated 241 C Pantone Uncoated 2415 U HKS 29 K HKS 29 N RAL 4006 Verkehrspurpur</p>	<p>urban gray</p> <p>CMYK: 18 / 0 / 0 / 63 RGB: 100 / 110 / 130 Web #636d82 Pantone Coated 430 C Pantone Uncoated 431 U HKS 93 K (80%) HKS 93 N (80%) RAL 7031 Blaugrau</p>	<p>oxygen white</p> <p>CMYK: 0 / 0 / 0 / 0 RGB: 255 / 255 / 255 Web #ffffff Pantone Coated C Pantone Uncoated U HKS K HKS N RAL 9003 Signalweiß</p>	<p>pitch black</p> <p>CMYK: 0 / 0 / 0 / 100 RGB: 0 / 0 / 0 Web #000000 Pantone Coated 433 C Pantone Uncoated 433 U HKS 97 K HKS 97 N RAL 9005 Tiefschwarz</p>