Designguide

På de følgende sider vises retningslinjer og eksempler på, hvordan de grafiske elementer i Semco Maritimes identitet skal benyttes. Guiden er en vejledning til ensretning af identiteten på alle kommunikationsflader.
Design guide

The following pages show guidelines and examples of how to use the graphic elements of the Semco Maritime identity.

The design guide is an instruction on how to align the Semco Maritime identity at all communication levels.

Logo ................................................................. 3
Colours ........................................................... 4
Fonts .............................................................. 5
Graphic elements ............................................... 6
  The stripes ..................................................... 6
  Blue shaded images ........................................ 7
  Icons ............................................................ 8
Kalle – a HSE figure ............................................. 9
Letter line ........................................................ 10
PowerPoint ....................................................... 11
Brochures and leaflets ........................................ 12
Roll-ups .......................................................... 13
Website ........................................................... 14
Merchandise and clothing ................................. 15
Logo on company vehicles ................................ 16
Our logo is the key building block of our identity, the primary visual element that identifies Semco Maritime.

The logo is used on all communications materials and consists of an oval and company name that can only be used together - not separately.

Find and download our logo here: www.semcomaritime.com/press

- **Respect area - clear space**
  To ensure that our logo is always easily identifiable, no other graphics or text should encroach into the clear space.

The Semco Maritime logo may not be combined with any other logo or pictograph to create a new logo.

- **Logo colours**
  Our logo is available in blue, white and black.

It is used mainly in blue and never in other colours than blue, white and black.
The blue logo colour is our primary colour. As a supplement to the logo colour we have a palette of combination colours. Using matching shades of colours and intensities always creates harmonic combinations.

The logo colour is a secondary colour and resembles the black colour. It is important to keep within the colour palette as it helps create recognisability.

**Use black as an alternative to the logo colour**

The reproduction of colours differs depending on chosen material and method of production. The colour black is therefore a reasonable alternative to the logo colour, e.g. when printing on clothing, merchandise and other "different" material. That way, we avoid many differently shaded logo colours.
Montserrat Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
default_family

1234567890

ADELLE

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
default_family

1234567890

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
default_family

1234567890

Fonts used for tasks performed by Marketing or business partners:

**Heading:** Montserrat Bold

**Contents heading:** Adelle Light

**Body text:** Montserrat Light

Fonts for Microsoft Office

Montserrat and Adelle are not standard fonts installed with Microsoft Office and are therefore only used by Marketing.

Calibri is used in Microsoft Office and is a standard font installed with Microsoft Office.
The stripes
There are four graphic versions called "the stripes": Three with an icon and one without.

The three versions with an icon are used to visualise the three industries: Offshore Wind, Oil & Gas and Renewables.

The version without an icon is used across the industries.
Blue shaded images
The blue shade is a graphic element that creates calmness and recognisability. Blue shaded images can be used alone, but also very much with images in 'common' colours.

Marketing is responsible for applying the blue shade.
Icons
Icons can be really good as 'eye-catchers' and as navigation aid for your eyes.

Our icon library is available on the intranet under Marketing → PowerPoint presentations → Icons – or you can click here.

The icons are designed by Marketing.
This is Kalle. He is a HSE figure. You can only use him for internal HSE related materials and for campaigns run by HSE.

In a few cases, Kalle can be used for «employer branding», but always only as agreed with Marketing.

You can choose between different versions of the figure, depending on the subject to be communicated. Yet, the Semco Maritime logo must always be visible.

You can not use Kalle on external materials, nor on merchandise and giveaways.
**Business cards**
Our business cards provide necessary and clear information about the sender.

Order your business cards via the link on our intranet site or click [here](#). Follow the instructions and do not forget to check for spelling and typing mistakes.

---

**Letter paper**
When opening Word, you will automatically see our letter paper, which is only available digitally.

---

**Envelopes**
You can choose between A4 and A5 envelopes with and without window.

You will find the envelopes in the copy rooms.
Our PowerPoint template has clear information about the company you are representing.

The template is made in 16:9 format and is set as default in PowerPoint.

**Ready-made presentations**

You can also use one of our ready-made presentations, which give an introduction to Semco Maritime, Offshore wind, Oil & Gas or Renewables.

Find our ready-made presentations on the intranet under Marketing \(\rightarrow\) PowerPoint presentations or click [here](#).
Responsibility
Communication on progress 2016

• By whenever necessary - devoting specific resources (Legal-as commercial) to identify potentially risk agreements related to: - supply (from simple Purchase Order to full-blown EPC contract with Operation and Maintenance, purchasing, agents and consultants).

4. Due diligence is made:
• By inserting an anti-bribery clause in internal Contract Review Guidelines across Semco Maritime's 5 divisions;
• By including a specific set of questions on the anti-bribery and corruption policy in our HSE&Q Department's set of internal auditing rules.

5. Communication is performed:
• By bringing focus on the anti-bribery and corruption policy in among others introductory courses for new employees;
• By making our Code of Conduct readily available on our internet site, along with the updated version of our Communication on Progress (“COP”) report and Global Business Manual - including the anti-bribery and corruption policy and procedures.
• By training, through our Contract Review Guidelines course, all Semco Maritime employees involved in contract negotiations will be aware of any anti-bribery issues.

6. Monitoring and review:
• By having established either a Business Ethics Committee or another suitable legal internal body to annually review and adjudicate on instances related to our anti-bribery and corruption policy and procedures.
• By regularly modifying, updating and adding to the anti-bribery and corruption policy and procedures during reviews and monitoring conducted by our HSE&Q Department.

All brochures and leaflets are designed as required and provide a uniform and recognisable structure.
Roll-ups are used for exhibitions, special events and similar. They are based on a standard template with dark blue as the dominant colour and with a minimum of text.

Standard model: W 85 x H 200 cm
XL model: W 100 x H 200 cm
The Semco Maritime website: www.semcomaritime.com, is an important tool for attracting new customers.

Only Marketing can edit the content of the website.

Link to website: www.semcomaritime.com
You can view and order all our merchandise and clothing at the webshop. Use the link on the intranet site or click here.

If the webshop is unable to help you, please contact Marketing or Heidi Kisum, tel. +45 7916 6469, hka@semcomaritime.com.

Our polo shirt comes in dark blue and black with white logo on the left side of the chest.

Special prints can be made on the back of the polo shirts (white print only - see example above).

Special prints must be ordered through Heidi Kisum, hka@semcomaritime.com.

Message and text must always be approved by Marketing.
All company vehicles must be clearly branded with logo designs and CVR numbers.

Please contact Marketing or Heidi Kisum, tel. +45 7916 6469, hka@semcomaritime.com, if you need a logo for a company vehicle.
We are here to help you

Jan Michael Jensen
Marketing Manager
Tel. +45 7916 6560
jmje@semcomaritime.com

Susanne Broeng Hansen
Graphic Designer
Tel. +45 7914 9141
subh@semcomaritime.com

Dorte Brink Kielsholm
Communication Coordinator
Tel. +45 7914 7860
dobk@semcomaritime.com

Kasper Thorsø Larsen
Marketing Coordinator
Tel. +45 7914 7859
ktla@semcomaritime.com