

SIEMENS

Gehopste Zahlen

SIEMENS

oder

SIEMENS

**Wie Fibonacci
in die MasterLayouts
von Siemens kam**

Der Referent

Jürgen Barthel / geboren am 24.12.1951

1974 – 78 Studium Grafik-Design,
dann Grundig / Rosenthal / Siemens / Publicis

Seit 1993 Corporate Design Siemens

Corporate Communications
Team Corporate Brand and Design

CD-Entwicklung und -Weiterentwicklung,
Definition der Parameter und deren Anwendung,
Implementierung und Motivation weltweit

Das Programm

Siemens Markenführung
Strategie Corporate Branding
Strategie Corporate Design

Siemens PowerPoint - Präsentationen
Vorstellung des Styleguides
Vorstellung der MasterLayouts

s.a.x. Konferenz
2002

Das Unternehmen Siemens

Markenführung
Corporate Design
Präsentationen
Styleguide
MasterLayouts



Global network of innovation

Über 450.000 Mitarbeiter in 190 Ländern

Vor 155 Jahren gegründet

Über 100.000 Produkte, Angebote
und Dienstleistungen auf dem Gebiet
der Elektrotechnik und Elektronik

Komplexe Matrix-Organisation
mit »föderalen« Bereichen und Regionen

Mono-Markenführung (Master-Brand)
mit Tendenz zur Holding-Struktur

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2002

Branding

Markenführung
Corporate Design
Präsentationen
Styleguide
MasterLayouts



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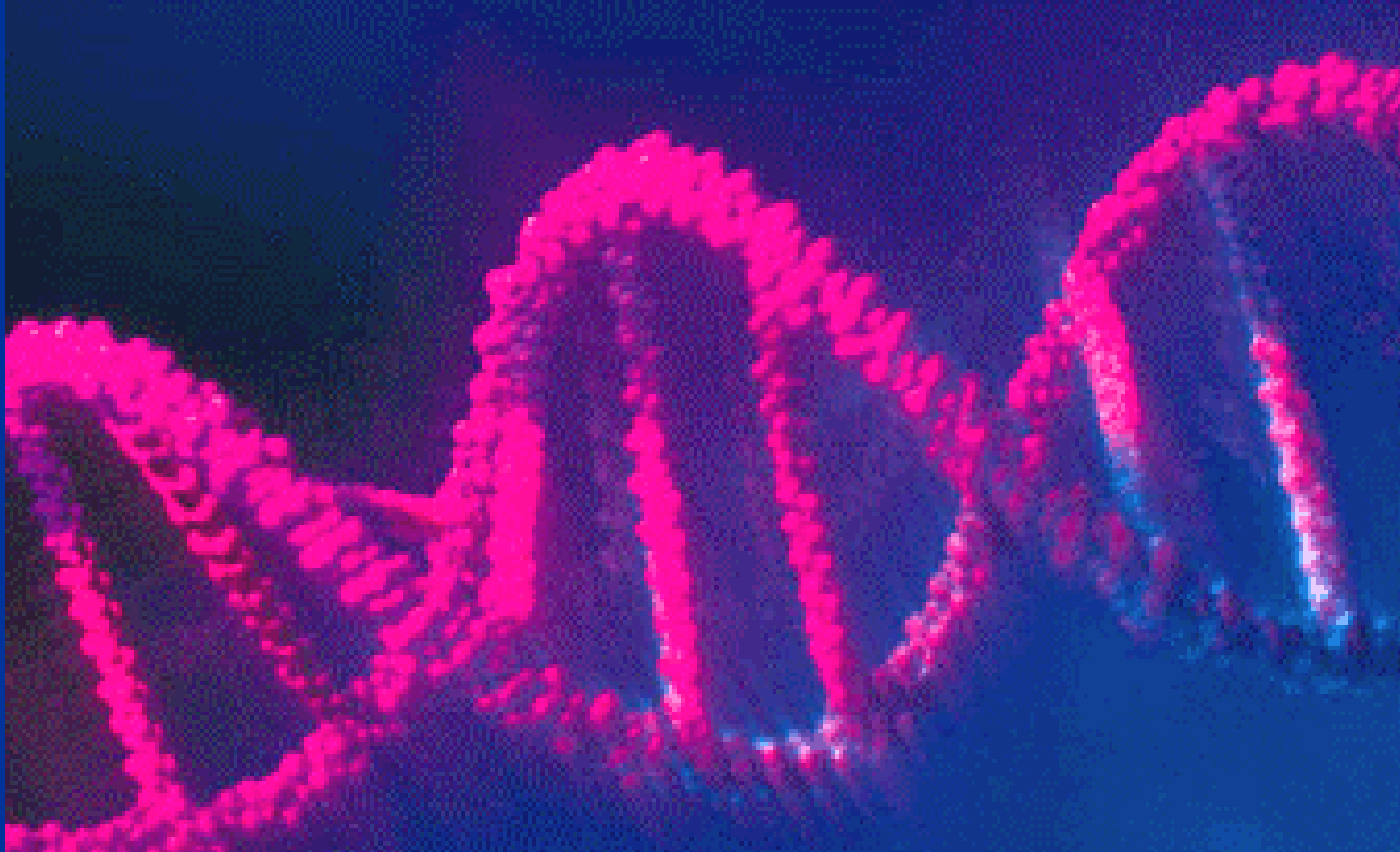
Markenführung

Corporate Design

Präsentationen

Styleguide

MasterLayouts



»The brand is the DNA of a company.«
A. Seth, Added Value Company

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2002

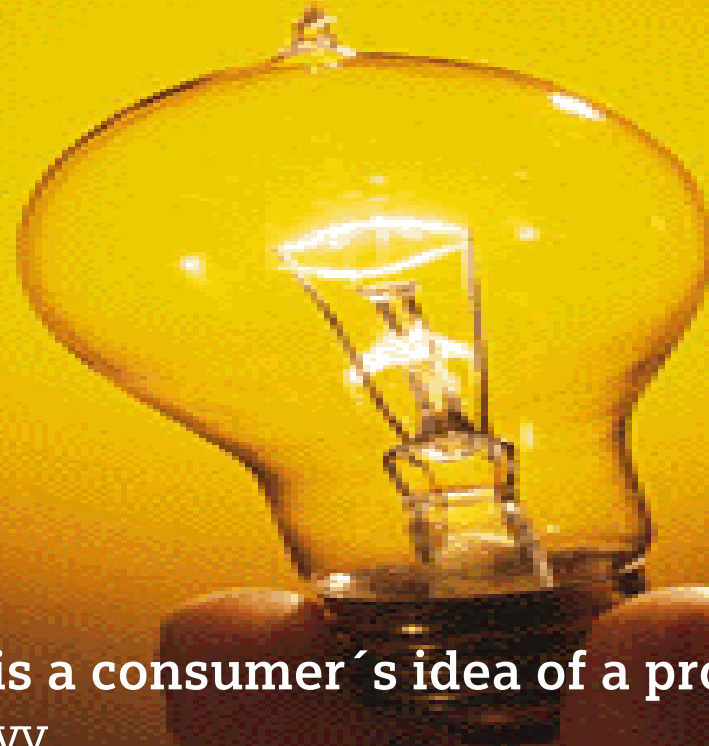
Markenführung

Corporate Design

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»A brand is a consumer´s idea of a product.«
David Ogilvy

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Markenführung

Corporate Design

Präsentationen

Styleguide

MasterLayouts

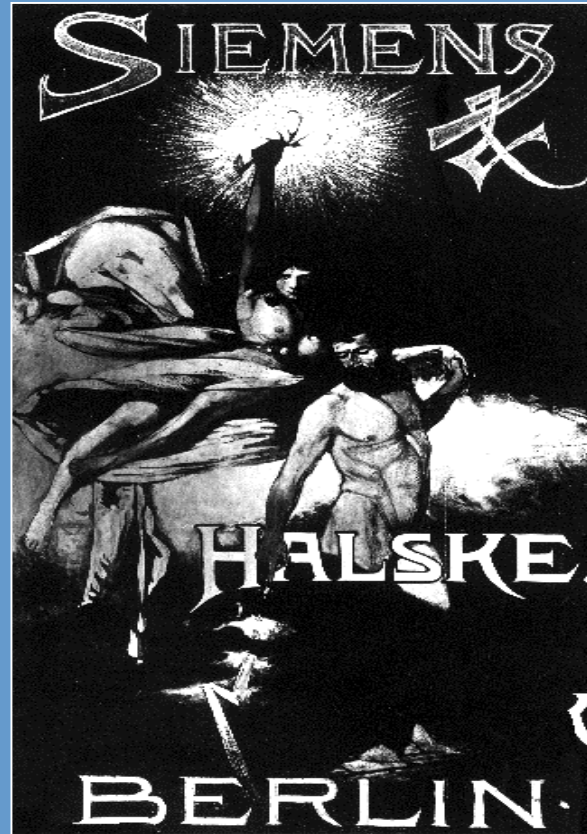


**»Marken machen im Durchschnitt mehr
als die Hälfte des Unternehmenswertes aus.«**
Pricewaterhouse Coopers

Die Welt der Wirtschaft verändert sich...

- shareholder focus
- mobile business
- siemens.com
- value creation
- e-culture
- speed & experience
- service orientation
- new economy with substance
- portfolio dynamics
- corporate citizenship
- sustainability

...und mit ihr die Kommunikation.

An advertisement for the Siemens SL45 mobile phone. The phone is shown in a vertical orientation against a red background. The screen displays 'MP3 Player' and '44KHz 03:14'. A woman's face is visible in the upper right corner, wearing earbuds. The text 'Interrupt Mozart' is overlaid on the image. Below the phone, the text 'SL45' is visible. At the bottom, it says 'Be inspired' and 'SIEMENS'. The website 'www.my-siemens.com' is at the bottom right.

Interrupt
Mozart

You know how annoying it is when you're at home listening to your favourite music and the phone rings? Well, now you can get that feeling anywhere. The Siemens SL45 has a built-in MP3 player that plays 45 minutes of music. It automatically cuts out when you receive a call. Sorry, Wolfgang.

SL45

SIEMENS

Be inspired

www.my-siemens.com

Corporate Brand and Design

April 1999:

Etablierung der strategischen Abteilung
Corporate Brand & Design (CC CB)

Unsere Mission:

Mache Siemens zu einer faszinierenden
und außergewöhnlichen Weltmarke.

Unser Weg zur »neuen« Marke Siemens

10 Schlüssel-Initiativen zum Erfolg

- **Definition der Markenidentität Siemens**
- **Redesign der Markenelemente (CD)**
- Aufbau einer neuen Markenarchitektur
- Globale Markenkampagne
- Online-Plattform /brandville
- Messe- und Produktdesign- Philosophie
- Interne Kommunikation und Motivation
- Aufbau von globalem Workflow
- Systematisches Markenmonitoring
- Markenbewertung und -lizenzierung

Definition der Markenidentität

Markenführung
Corporate Design
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Who are we really?

External Audit:

Qualitative Untersuchung bei unterschiedlichen externen Zielgruppen in 15 Ländern.

Internal Audit:

Persönliche Interviews mit über 150 Mitarbeitern und Partnern in 10 Schlüsselländern.

Wettbewerberanalyse (BAV):

Wie steht Siemens im Vergleich zum Wettbewerb?

BAV-Datenbasis: 100 000 Interviews in 37 Ländern / über 11,000 Marken /

Global (Europe, Asien, Amerika) / Status 1999/2000 / Qualitativer Focus

Das Identitätsmodell



Der Markenkern Siemens

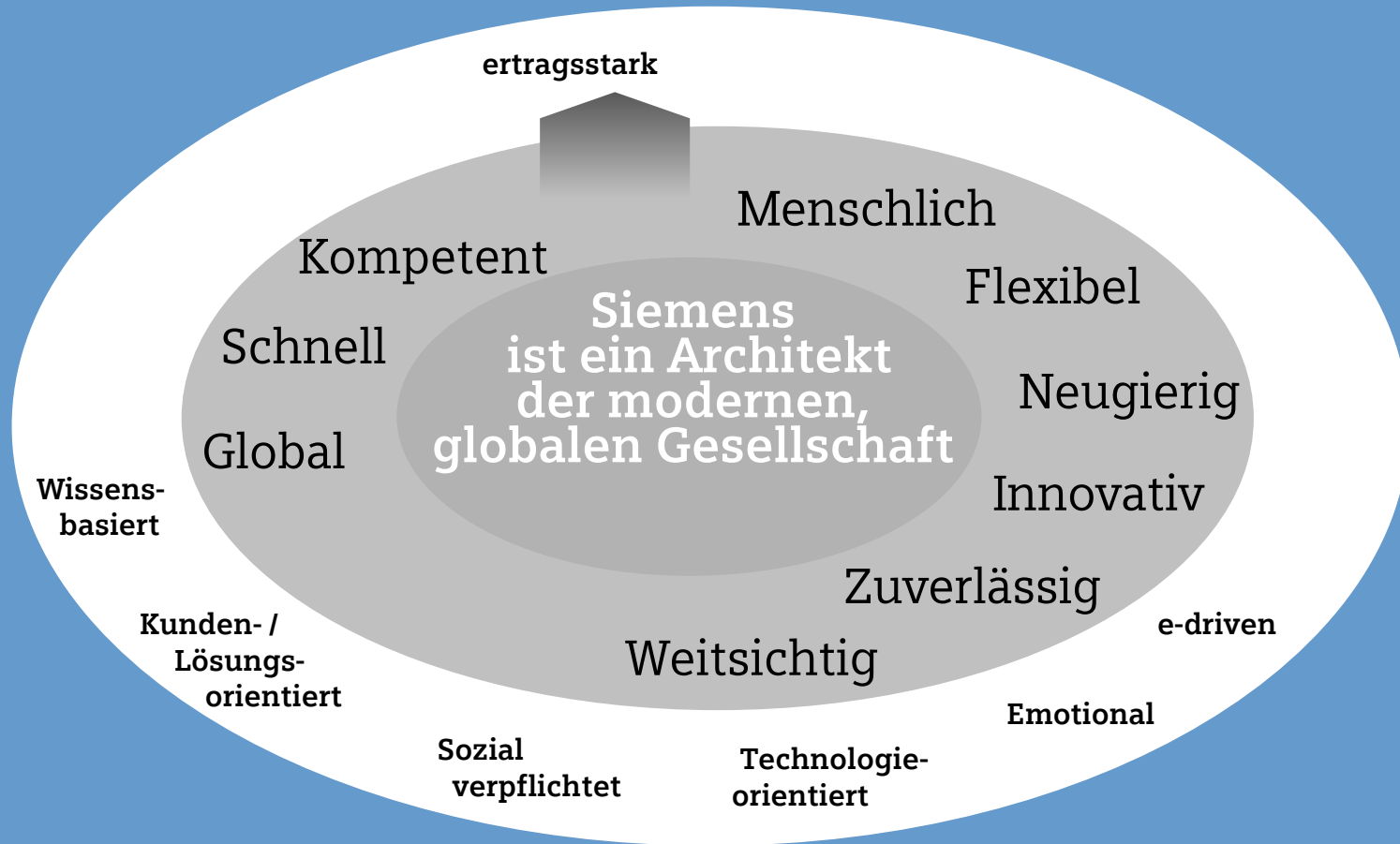
Die Marke Siemens steht in metaphorischem Zusammenhang mit der Welt des Architekten:

»Siemens ist ein Architekt
der modernen globalen Gesellschaft«

Bietet breites Wissen: Kommunikation, Industrie, Gesundheit, Verkehr, Energie und Haushalt.
Hat starke historische Wurzeln und Sensibilität für Kulturen. Denkt groß, handelt flexibel, formt Neues, (er)schafft Potenzial für Individuen und menschliches Zusammenleben.

Der Markencharakter Siemens

- Markenführung
- Corporate Design
- Präsentationen
- Styleguide
- MasterLayouts



Fazit: Das Brand Factbook

- Markenführung
- Corporate Design
- Präsentationen
- Styleguide
- MasterLayouts

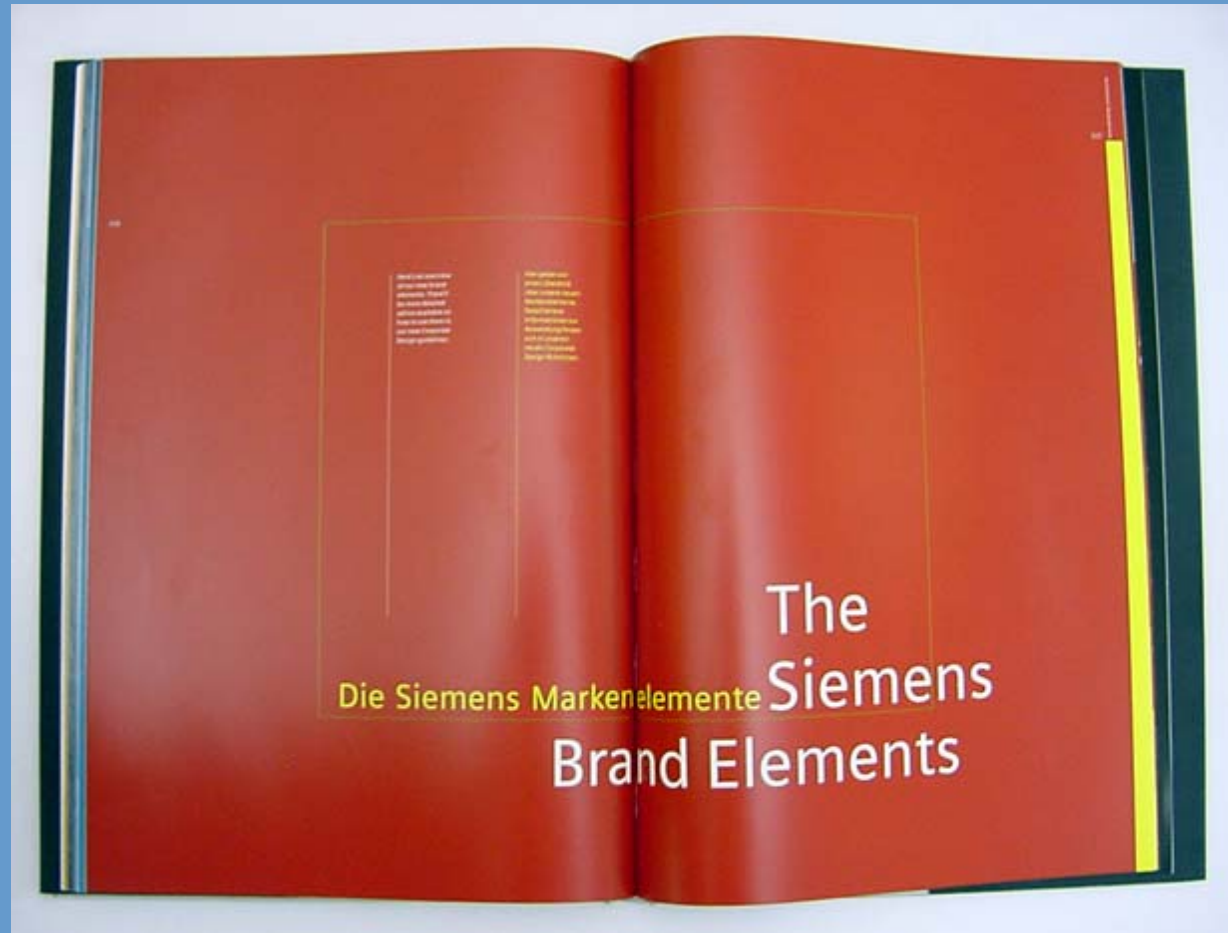


Definition der Markenstrategie

- Markenführung
- Corporate Design
- Präsentationen
- Styleguide
- MasterLayouts



Definition des Markenauftritts





SIEMENS

Corporate Design Brand Elements

Die sechs »Brand Elements«

Logo

Claim

Schrift

Farben

Layout

Stil

Global network of innovation
SIEMENS

SIEMENS

Global network of innovation

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

Siemens Serif Roman

a b c

Siemens Sans Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

Siemens Slab Roman

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

The image shows a grid-based layout for a Siemens style guide. It features the Siemens logo in teal and black, the slogan 'Global network of innovation', and various typographic examples. The letters 'a', 'b', and 'c' are shown in three different fonts: Siemens Sans Roman, Siemens Serif Roman, and Siemens Slab Roman. Each font example includes a full alphabet in both uppercase and lowercase. The layout is overlaid on a red grid, with some cells containing a grey grid pattern. On the right side, there are vertical bars of color: black, teal, grey, yellow, orange, red, blue, and green.



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Markenführung

Corporate Design

Präsentationen

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MasterLayouts

Unser Logo

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Präsentationen
Styleguide
MasterLayouts

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Präsentationen

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SIEMENS

Sumiko, Mai and Yuko are doing the Japanese-girl-go-four-of-Europe thing. Right now, they are accessing a What's-on-in-Berlin WAP website with a Siemens U35 mobile phone. They have a mission to find a very hip bar in Kreuzberg that serves Absinthe, a powerful drink known to cause temporary short term memory loss. This, they hope, will provide a sufficiently-cool-yet-plausible explanation for neglecting to call Berndt, Jörg and Ralf, three losers they met in a different bar last night.

Be inspired.

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Markenführung

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Unser Claim

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Präsentationen

Styleguide

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Global network of innovation

our
claim...

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SIEMENS

Global network of innovation

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Markenführung

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Unsere Schrift

Siemens Serif

Siemens Slab

Siemens Sans

a b c

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Siemens Sans

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Siemens Serif

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Corporate Design
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MasterLayouts

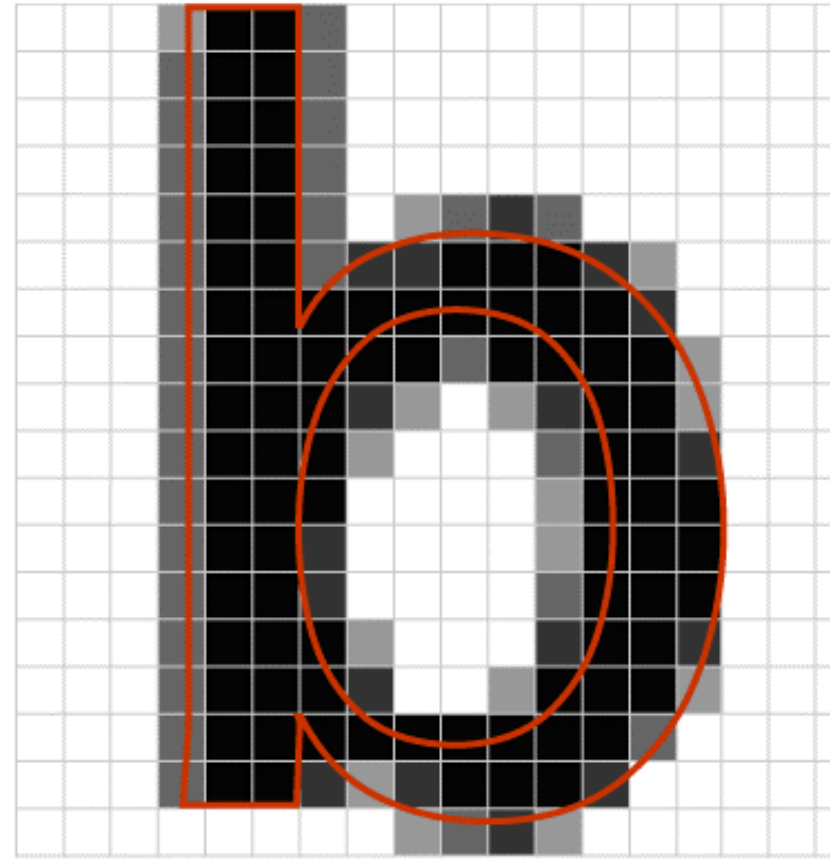


Siemens Slab

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Präsentationen
Styleguide
MasterLayouts

type analog and digital types ...
technology



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2002

Markenführung

Corporate Design

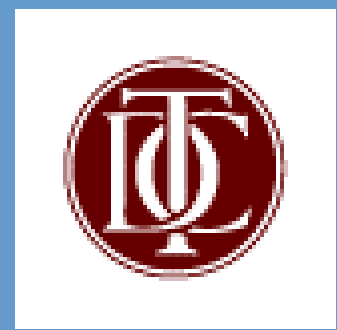
Präsentationen

Styleguide

MasterLayouts

Certificate of Excellence in Type Design

Die Schriftfamilie Siemens
wurde vom Type Directors Club in New York
beim TDC2 2002 ausgezeichnet.



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Markenführung

Corporate Design

Präsentationen

Styleguide

MasterLayouts

Unsere Farben

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Markenführung

Corporate Design

Präsentationen

Styleguide

MasterLayouts

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Präsentationen

Styleguide

MasterLayouts



...our colors

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MasterLayouts



yellow



orange



red



blue



green



black

color palette

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Markenführung

Corporate Design

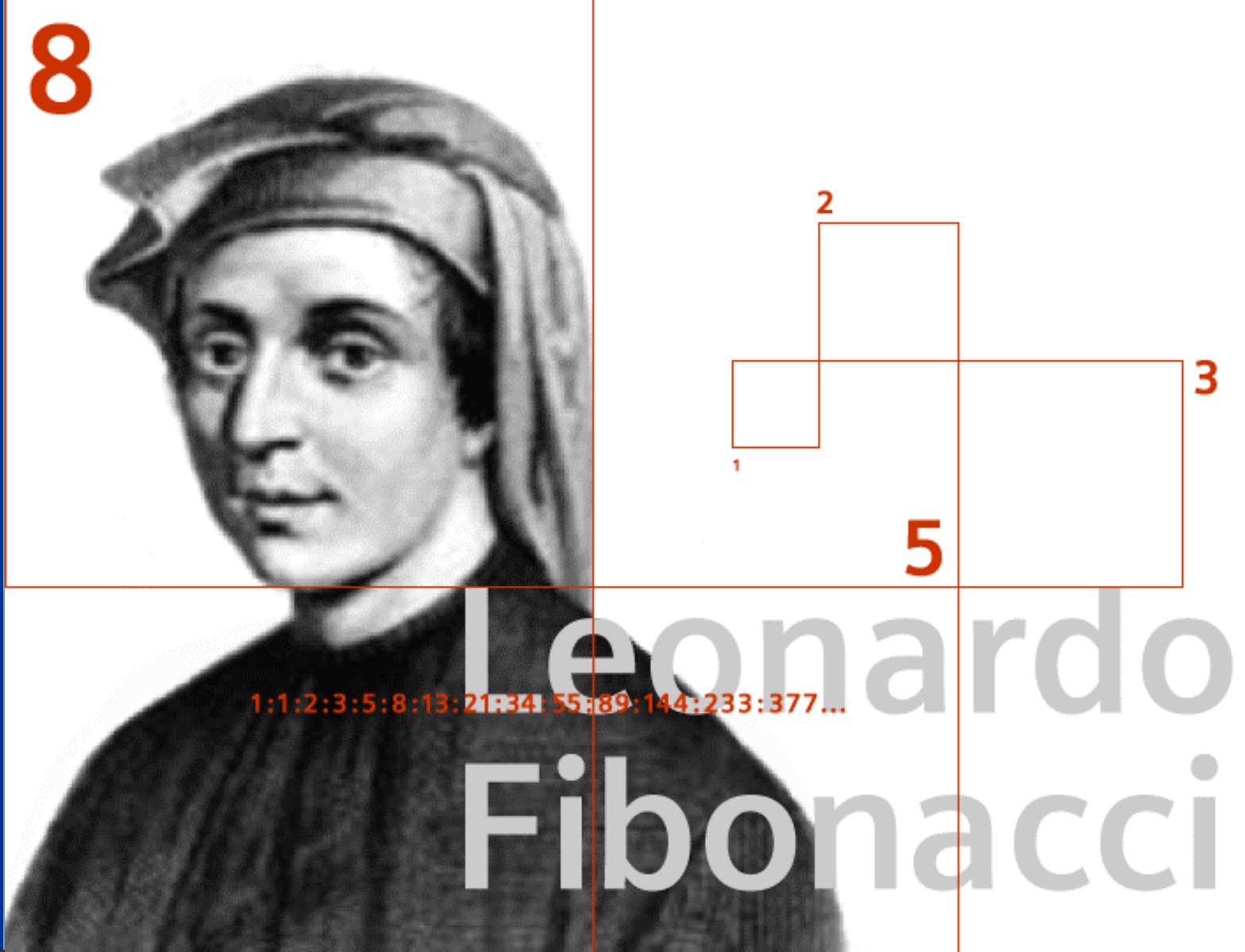
Präsentationen

Styleguide

MasterLayouts

Unser Layout

8








Die Fibonacci-Story



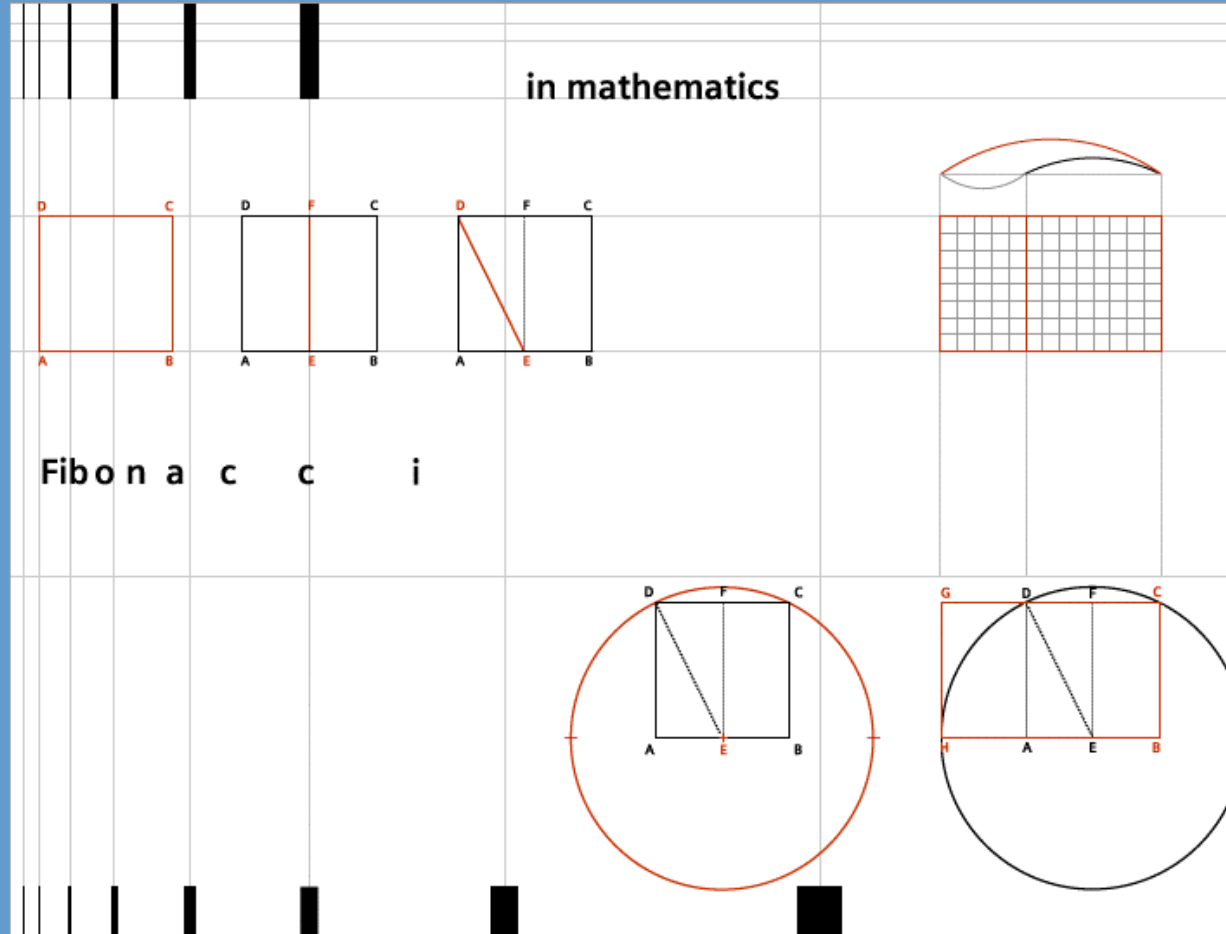
Plato, Euclid, Leonardo Fibonacci, Leonardo da Vinci, Le Corbusier

in history

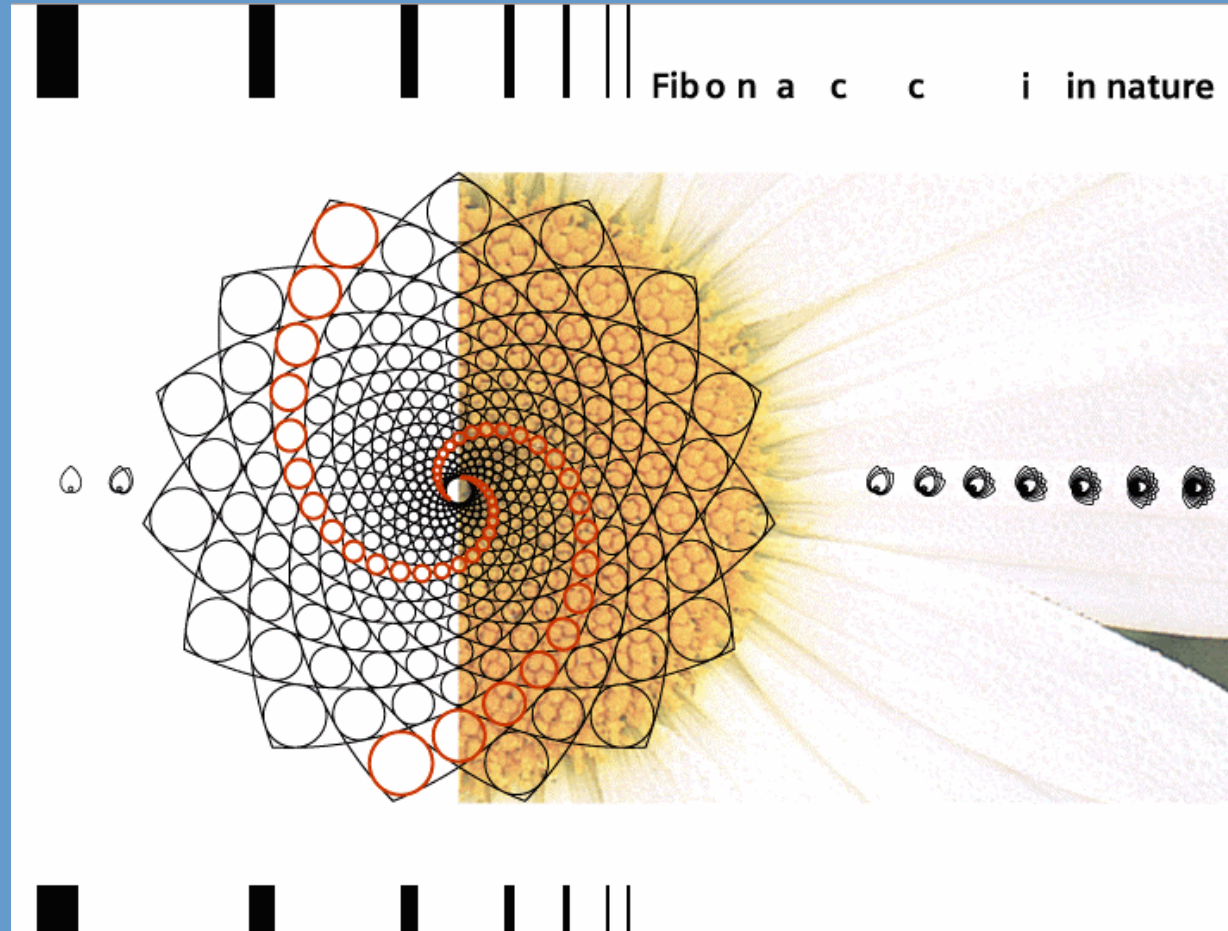
Fibonacci

 <p>Plato 427–347 B.C. Philosopher</p>	 <p>Euclid approx. 300 B.C. Mathematician</p>	 <p>Leonardo Fibonacci 1180–1240 Mathematician</p>	 <p>Leonardo da Vinci 1452–1519 Universal genius</p>	 <p>Le Corbusier 1887–1965 Architect</p>
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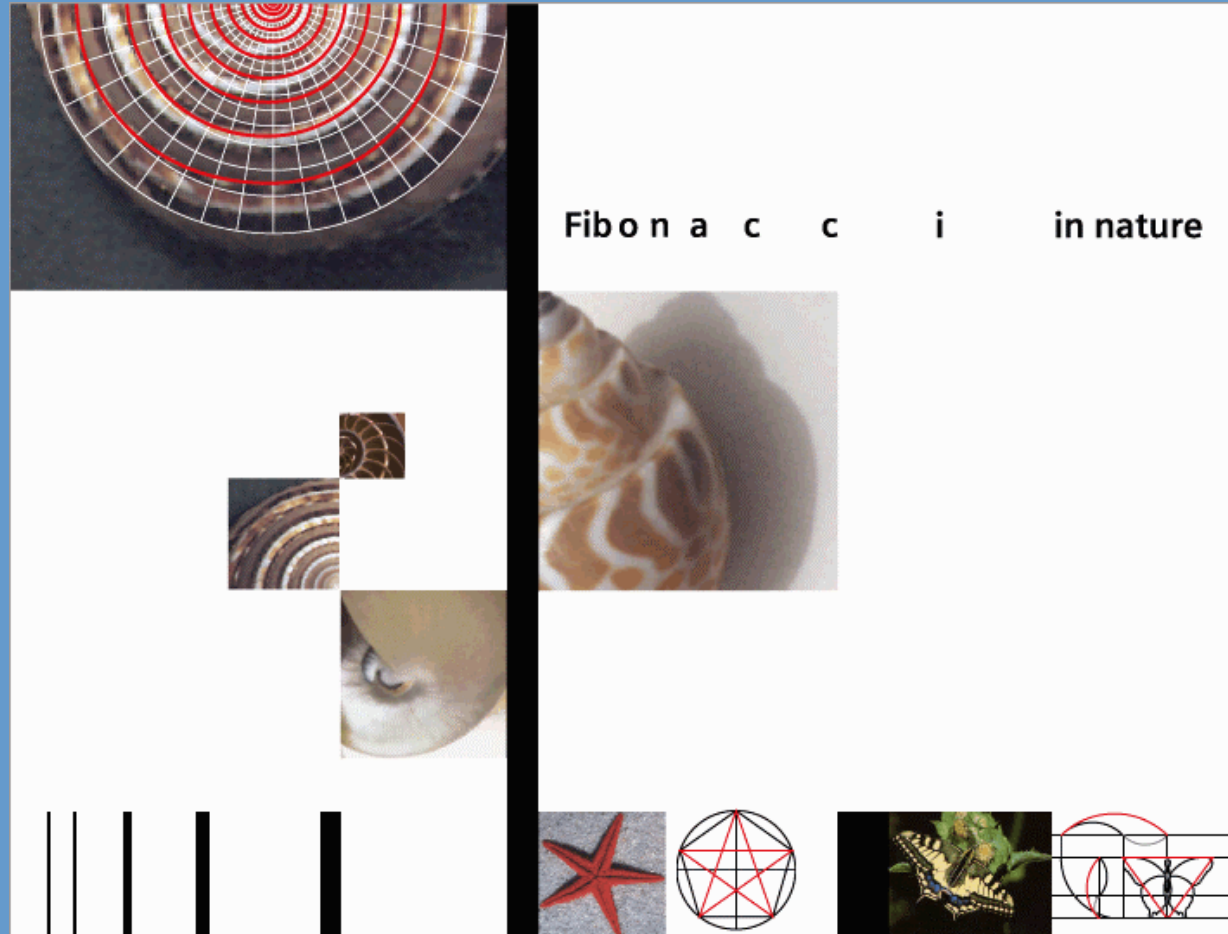
Summenzahlenreihe, Goldene Zahl, Goldener Schnitt



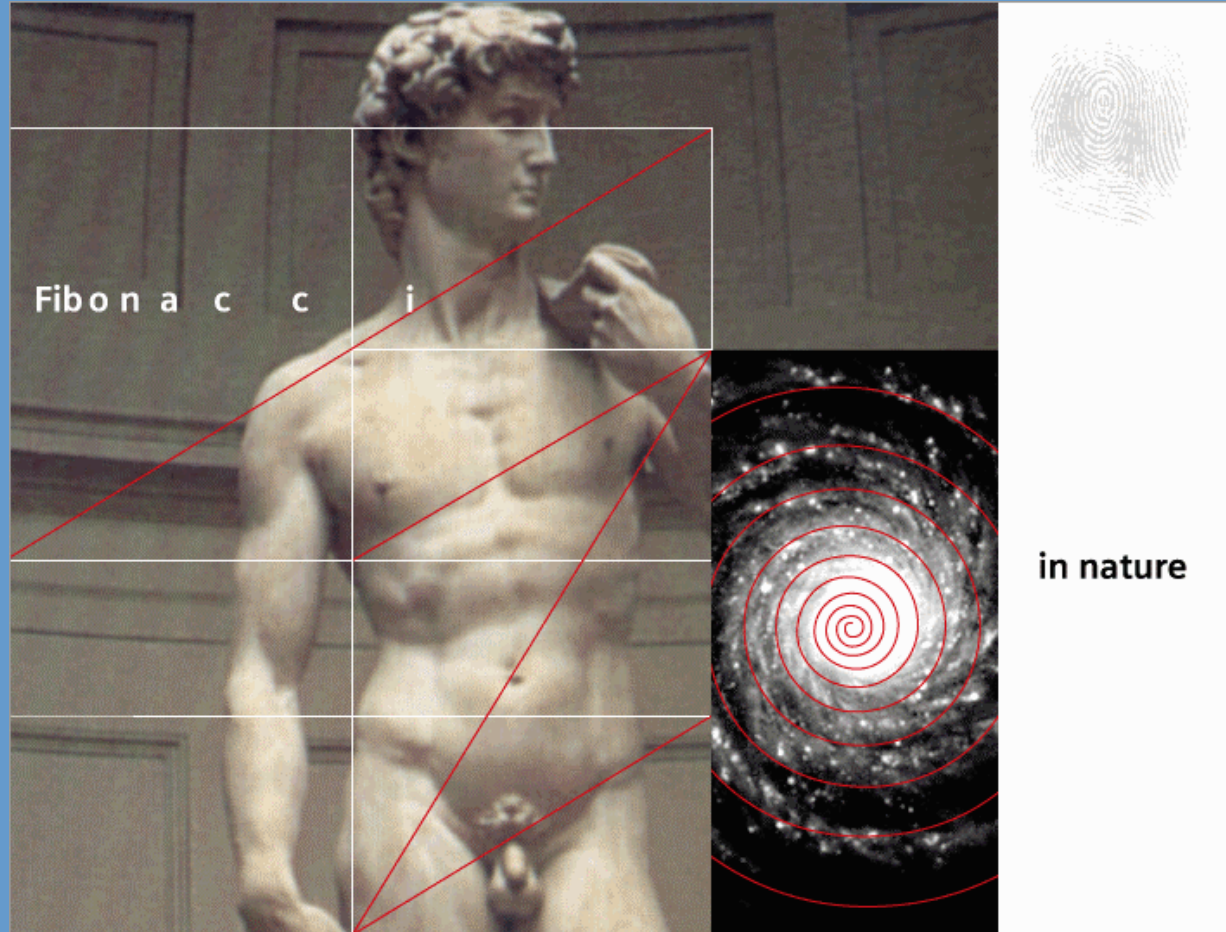
Vom Gänseblümchen...



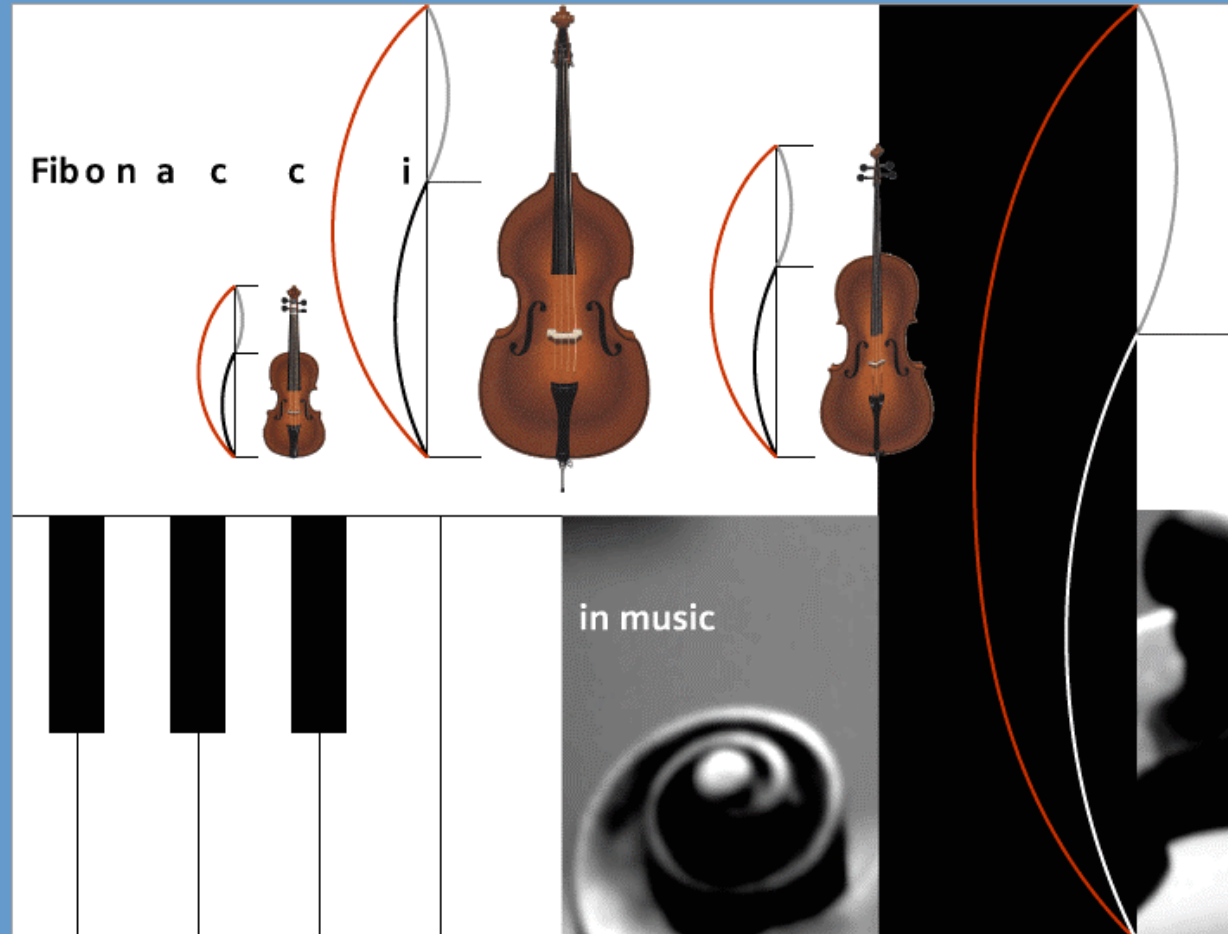
... über Wellhornmuschel, Seestern, Schwalbenschwanz...



... bis hin zum Menschen und hinaus in das Universum.

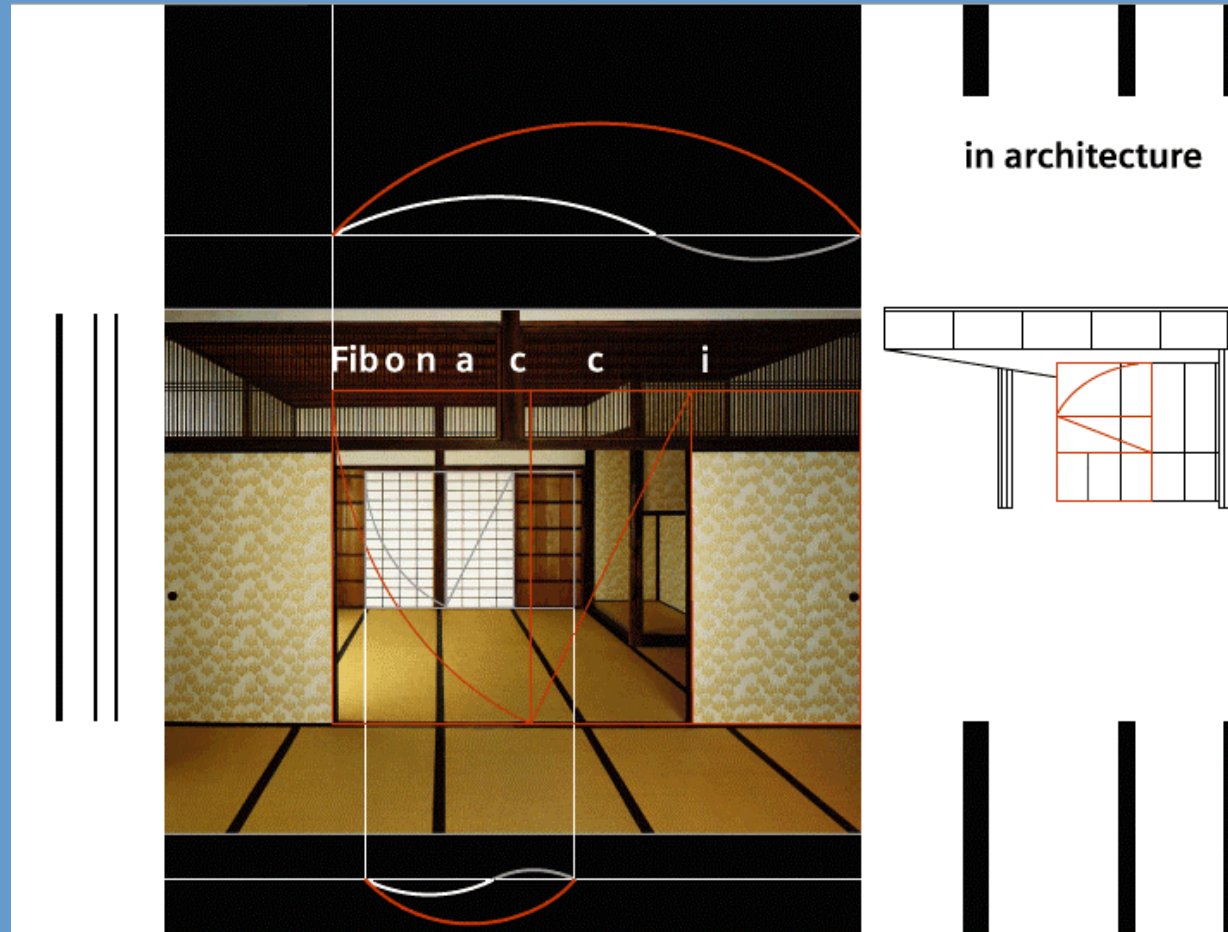


Naturton-Reihe, C-Dur-Akkord, Instrumentenbau, Komposition

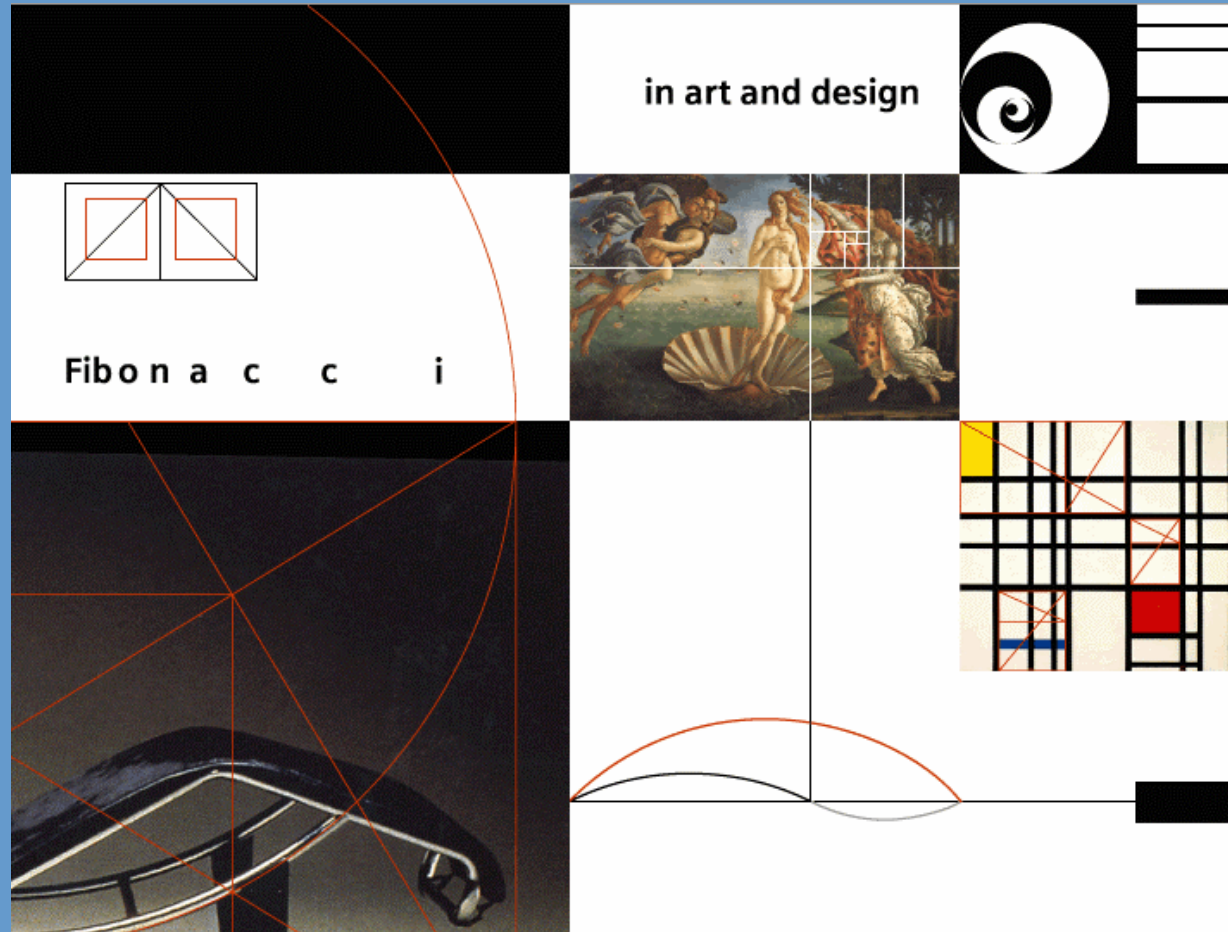


Vom Kaiserpalast in Kyoto zur Nationalgalerie in Berlin.

Markenführung
Corporate Design
Präsentationen
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MasterLayouts



Harmonie und Funktion: Botticelli, Le Corbusier, Mondrian



Layoutprinzip, Halbtonreihen, Logo- und Schriftgrößenkonzept

Markenführung
Corporate Design
Präsentationen
Styleguide
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SIEMENS
Global network of innovation

Fibonacci

in our corporate design

Siemens Sans	Siemens Serif	Siemens Slab
Sans Roman	Serif Roman	Slab Roman
Sans Roman <i>Italic</i>	Serif Roman <i>Italic</i>	Slab Roman <i>Italic</i>
Sans Bold	Serif Semibold	Slab Bold
Sans Bold <i>Italic</i>	Serif Semibold <i>Italic</i>	Slab Bold <i>Italic</i>
Sans Black	Serif Bold	Slab Black
Sans Black <i>Italic</i>	Serif Bold <i>Italic</i>	Slab Black <i>Italic</i>

TYPO

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Markenführung
Corporate Design
Präsentationen
Styleguide
MasterLayouts



...a special number in mathematics, in nature and in esthetics

golden
spiral

13



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- Markenführung
- Corporate Design
- Präsentationen
- Styleguide
- MasterLayouts

13

horizontal
& vertical

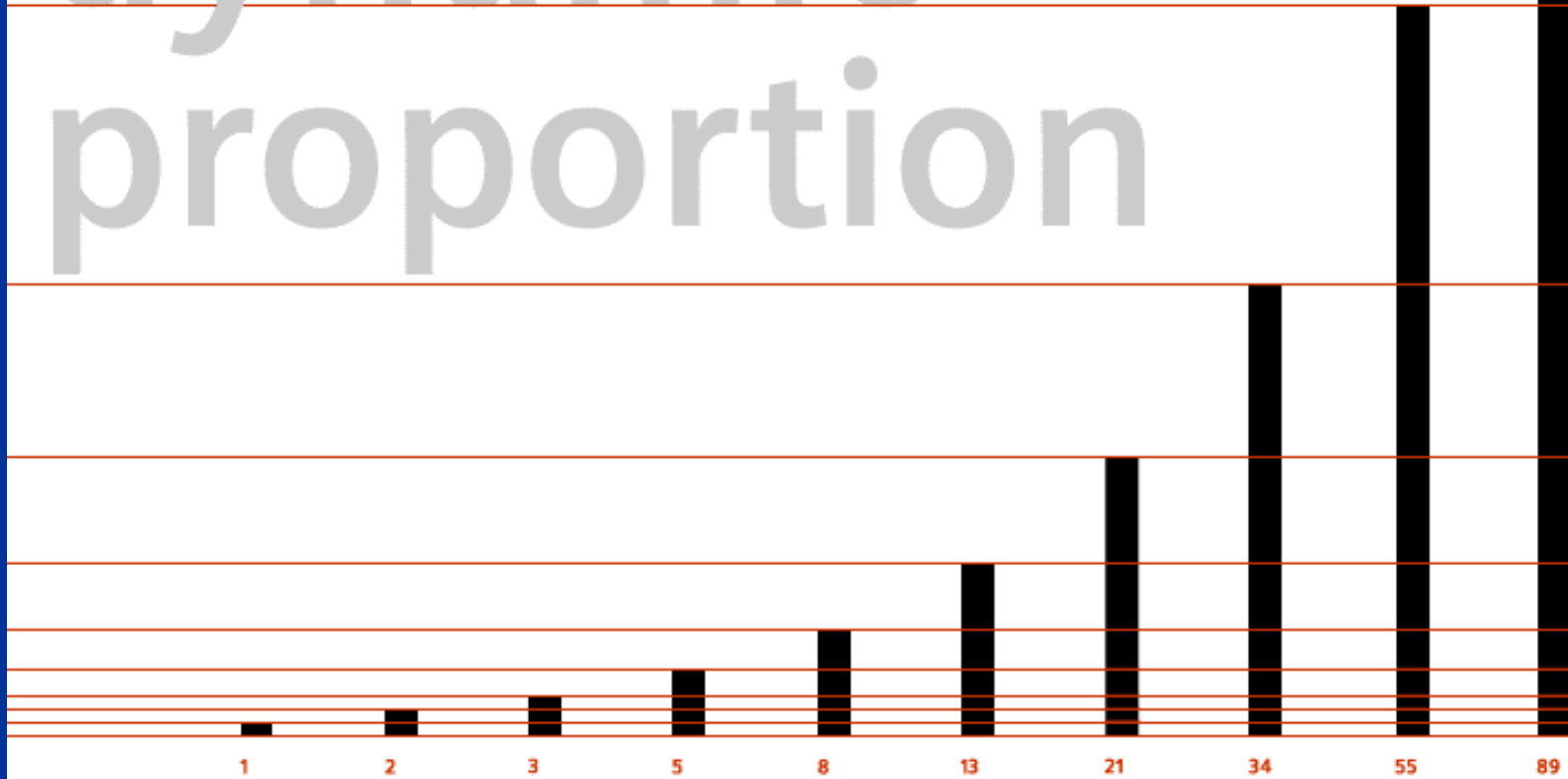
combining Fibonacci spaces...

13



dynamic proportion

...based on the Fibonacci numbers 1:2:3:5:8...





3

SIEMENS

5

SIEMENS

8

SIEMENS

13

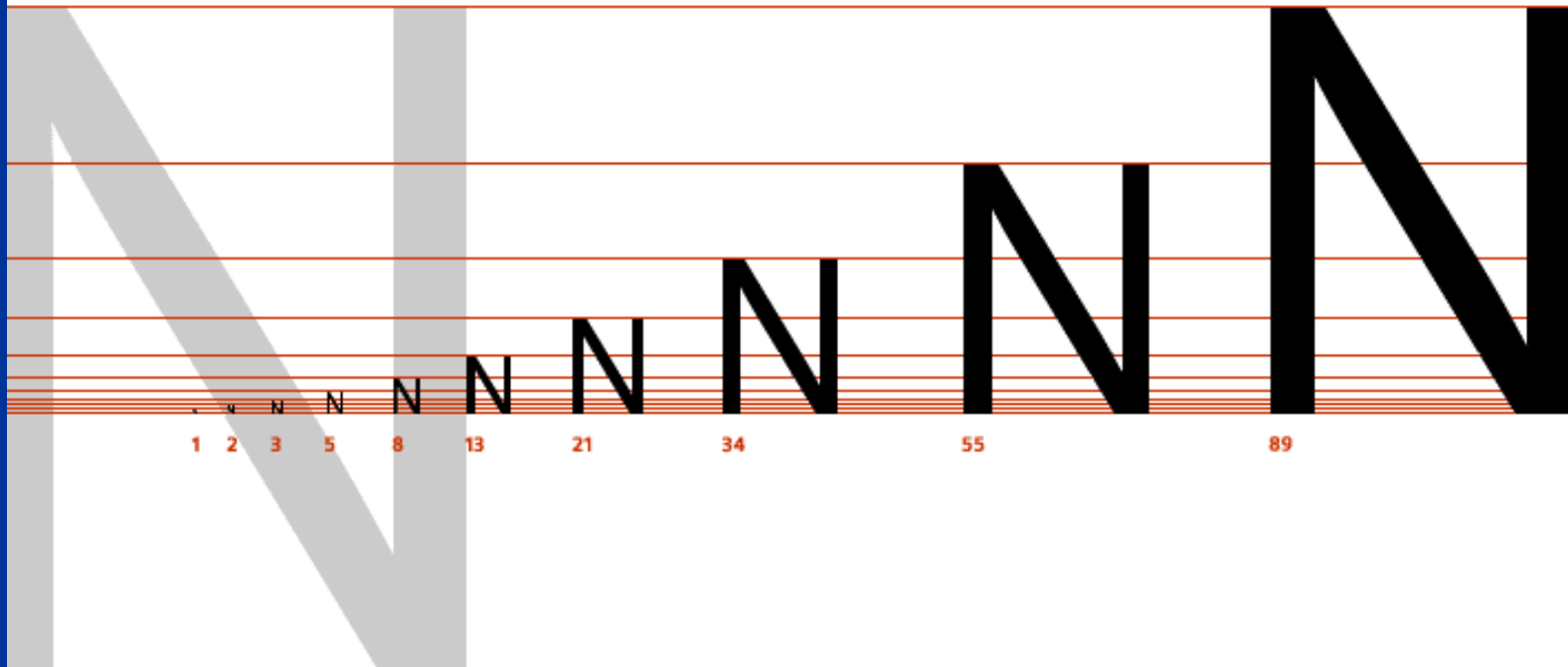
SIEMENS

21

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type size series

...based on the harmonic Fibonacci rhythm...



halftone series

harmonic Fibonacci halftones...



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Unser Stil

Markenführung

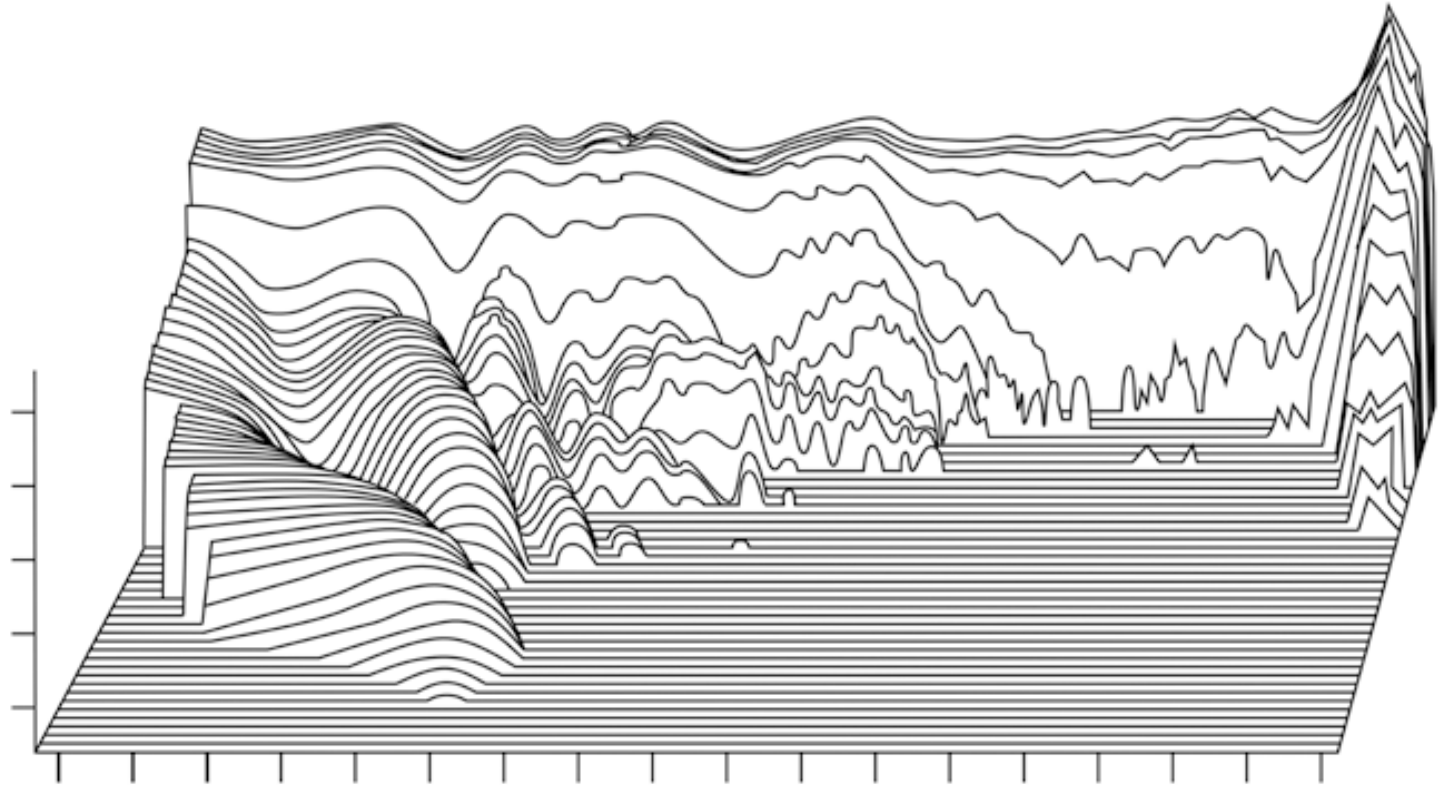
Corporate Design

Präsentationen

Styleguide

MasterLayouts

Unsere Tonalität



Unsere Tonalität

Die Marke Siemens
soll und muss
in der Kommunikation
zukünftig
emotionaler auftreten!



Unsere Tonalität

Die Marke Siemens
soll und muss
in der Kommunikation
zukünftig
emotionaler auftreten!



Unsere Tonalität

Die Marke Siemens
soll und muss
in der Kommunikation
zukünftig
emotionaler auftreten!




Unsere Tonalität

Es geht uns um Dialog.

Also schreiben wir, wie wir sprechen.
In unserem Ton, der modern, vertraut
und unverkennbar für uns ist.

Manchmal heißt das, die Regeln zu brechen.

Oder sie abzuwandeln.



**Wir reden mit unseren Kunden.
Nicht mit uns selbst.**

**Unsere Tonalität ist intelligent, freundlich
und ungezwungen.**

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2002

Markenführung

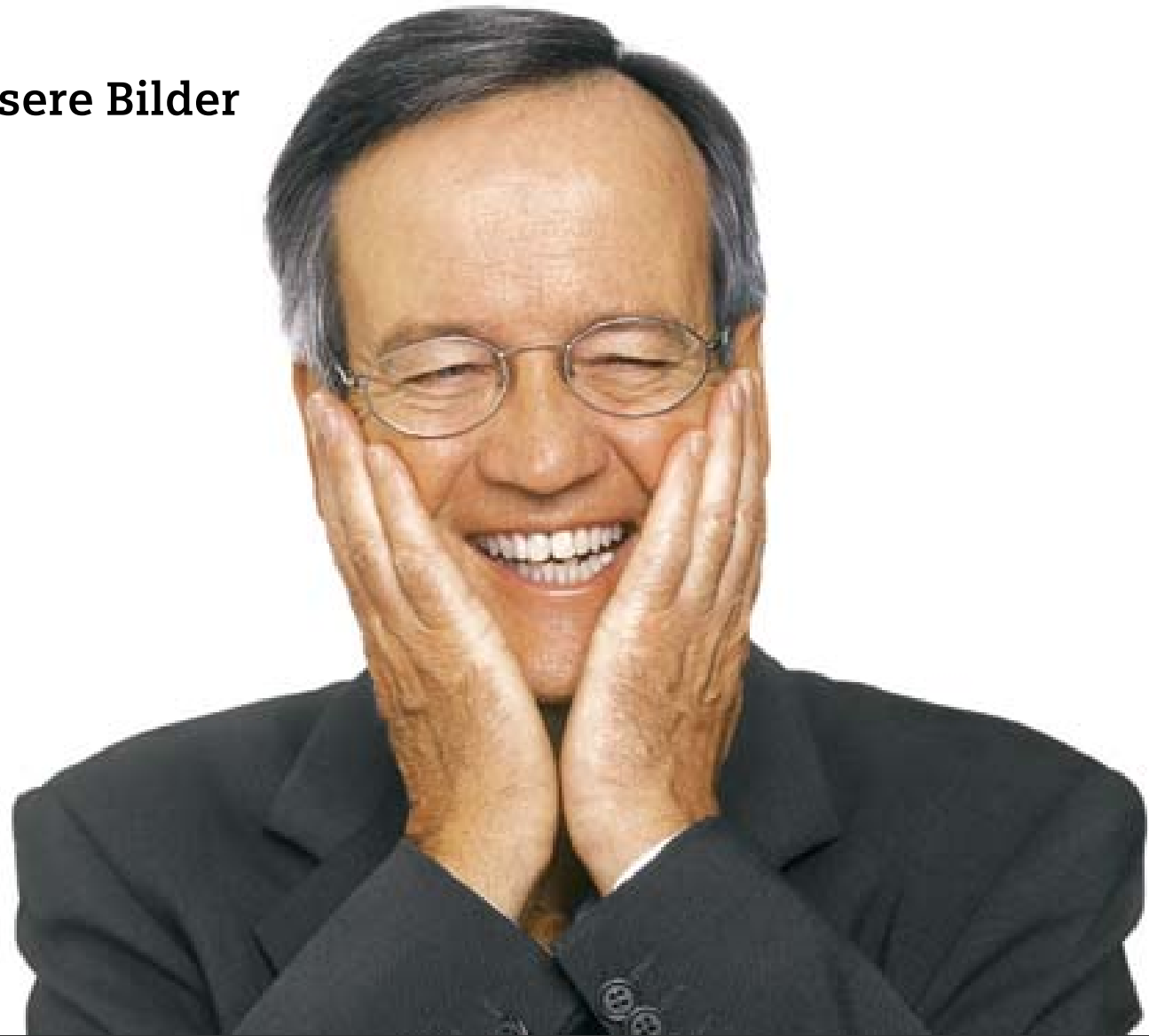
Corporate Design

Präsentationen

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Unsere Bilder



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Markenführung

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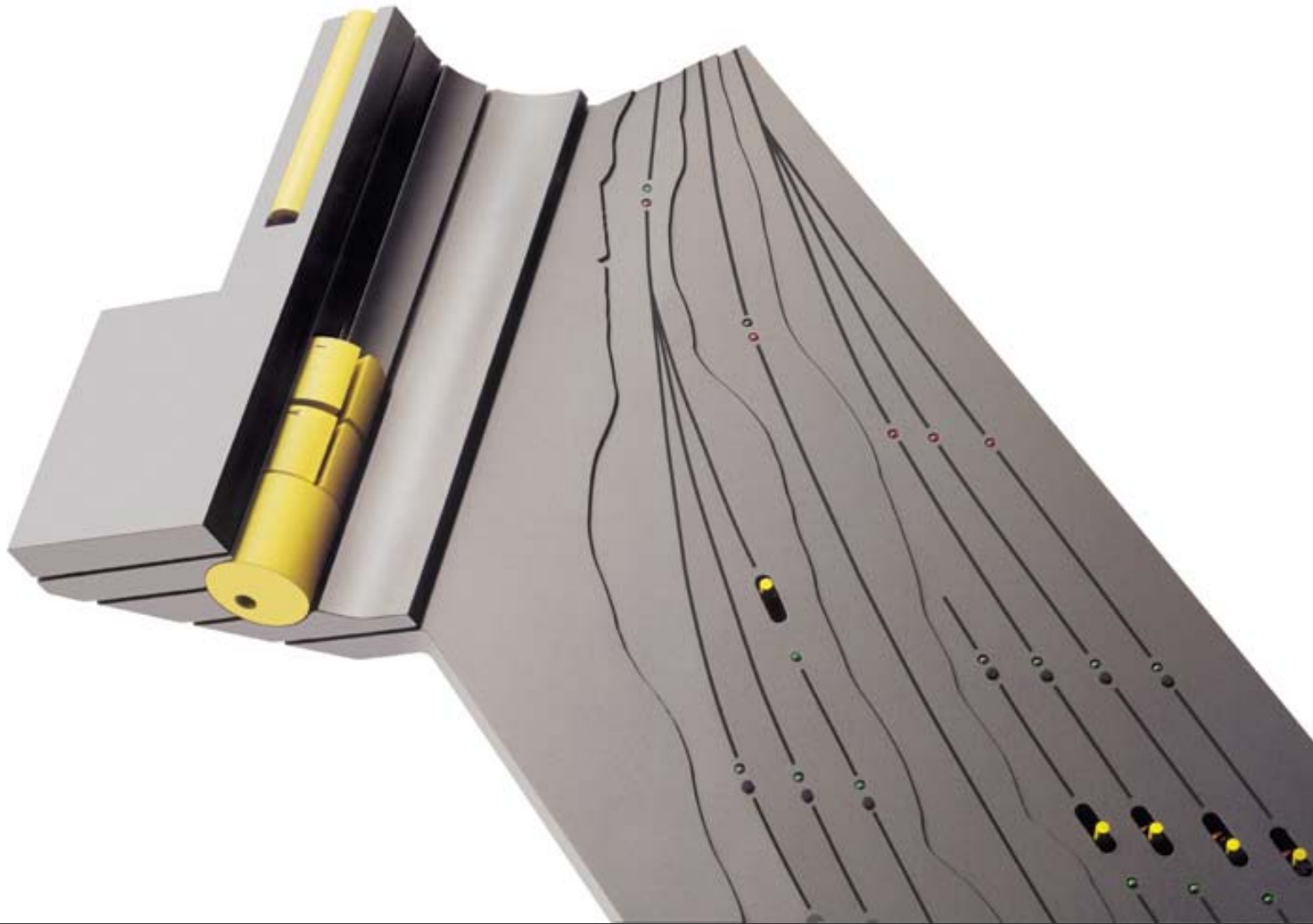
Markenführung

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Less is more

Die Tugenden des Architekten
sind Sauberkeit, Klarheit und Wahrheit
bis ins kleinste Detail.

Es sind die Tugenden des Ingenieurs...

Das bewusste Reduzieren, das Weglassen,
das Vereinfachen... hat eine tiefe ethische
Grundlage: Nie kann etwas zuwider sein,
was einfach ist.

Egon Eiermann, Architekt

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A large, stylized, light gray letter 'Q' is the central focus of the page. It is set against a dark gray background with abstract, curved shapes in black and light gray. A thin red line curves across the scene, passing through the 'Q'.

High Quality

SIEMENS

**PowerPoint-Präsentationen
Styleguide und Templates**

Herausforderung PowerPoint

Inhomogenes Anwenderprofil –
professionell, semiprofessionell, unprofessionell

Inhomogenes Anwendungsprofil –
Büro, Kommunikation, Vertrieb, Agentur

Keine klassische Gestaltungssoftware –
starker Bezug zur Windows / Office – Welt

Aber: PowerPoint ist ohne Zweifel
das weltweit erfolgreichste Präsentationstool.

Designqualität und Motivation

Definition von mediengerechten
CD - Gestaltungsregeln für Präsentationen:

Wie kann man den heterogenen Anwendern
die formalen CD-Parameter nahe bringen?

Arbeitshilfe durch Templates für leichtere
Anwendung und bessere Durchsetzung:

Wie kann man die formalen CD-Parameter
einfach und zuverlässig technisch integrieren?

Basis: Online - Design Siemens

Markenführung
Corporate Design
Präsentationen
Styleguide
MasterLayouts



Selbstähnlichkeit und Konsistenz

Die Medien Online und Präsentationen nutzen beide das Bildschirmformat 18 x 24.

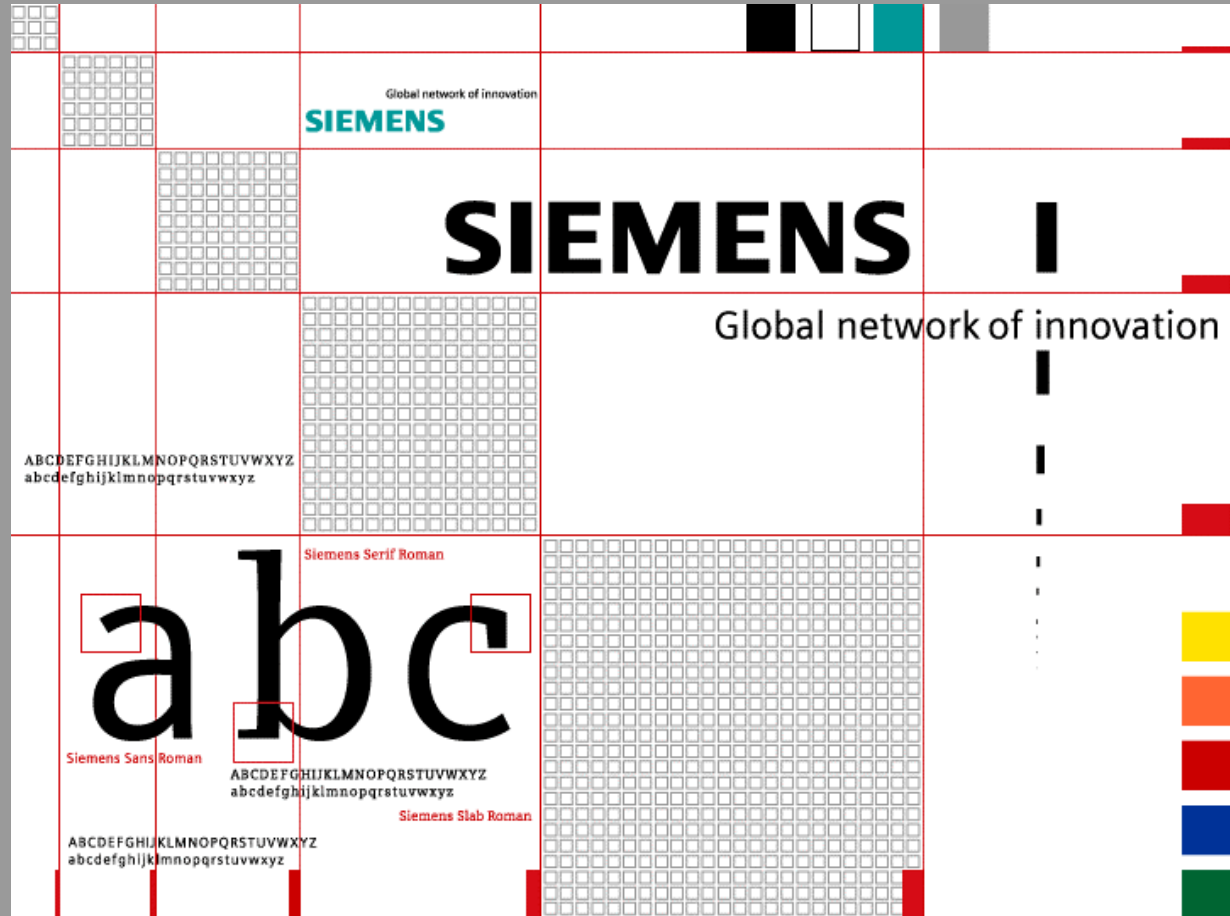
Bei beiden Medien ist dank Navigation nichtlineare Struktur und Nutzung möglich.

Der Online-Auftritt von Siemens legt die Hauptnavigation links im Format fest.

Es bietet sich an, die Benutzerführung und die formale Gestaltung des Online-Auftritts ähnlich zu definieren.

Basis: Corporate Design Siemens

- Markenführung
- Corporate Design
- Präsentationen
- Styleguide
- MasterLayouts

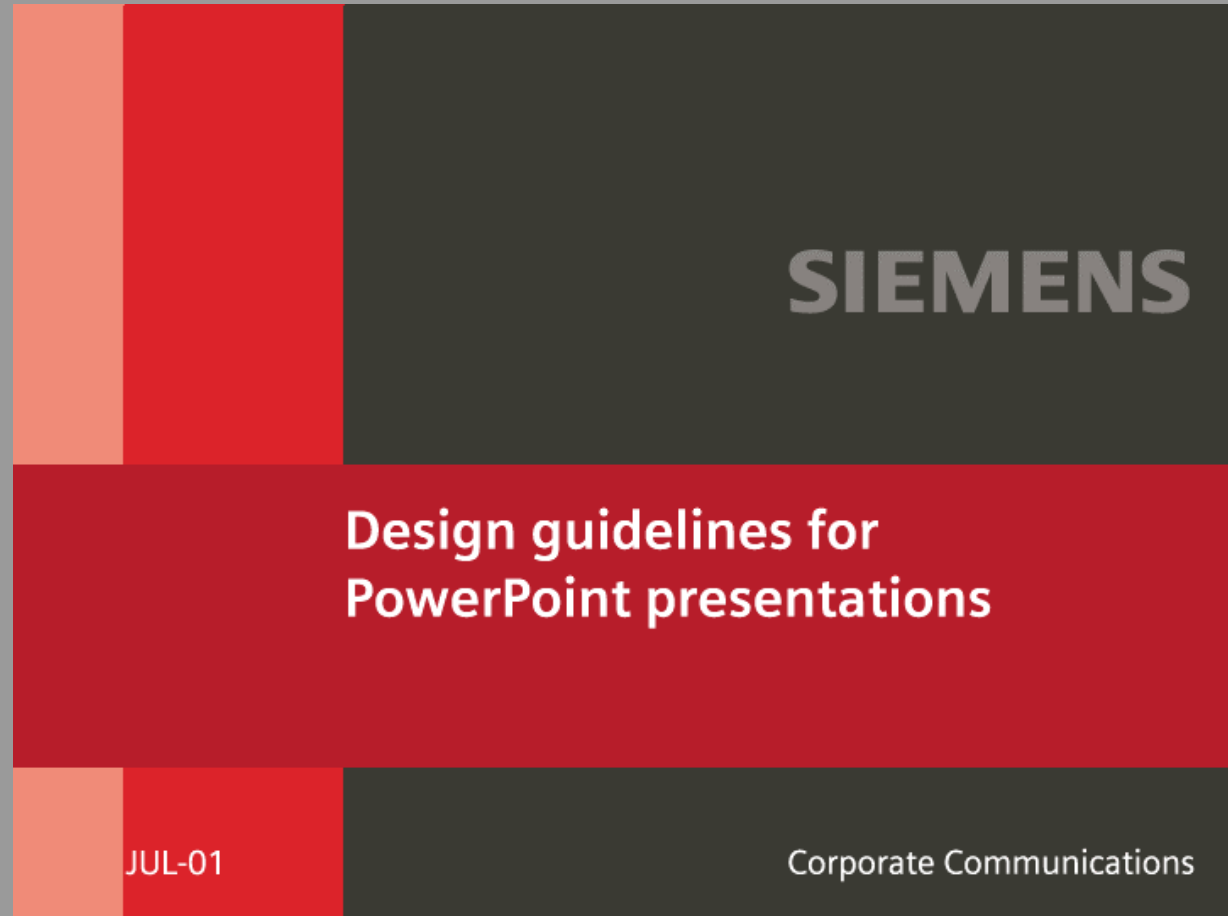


SIEMENS

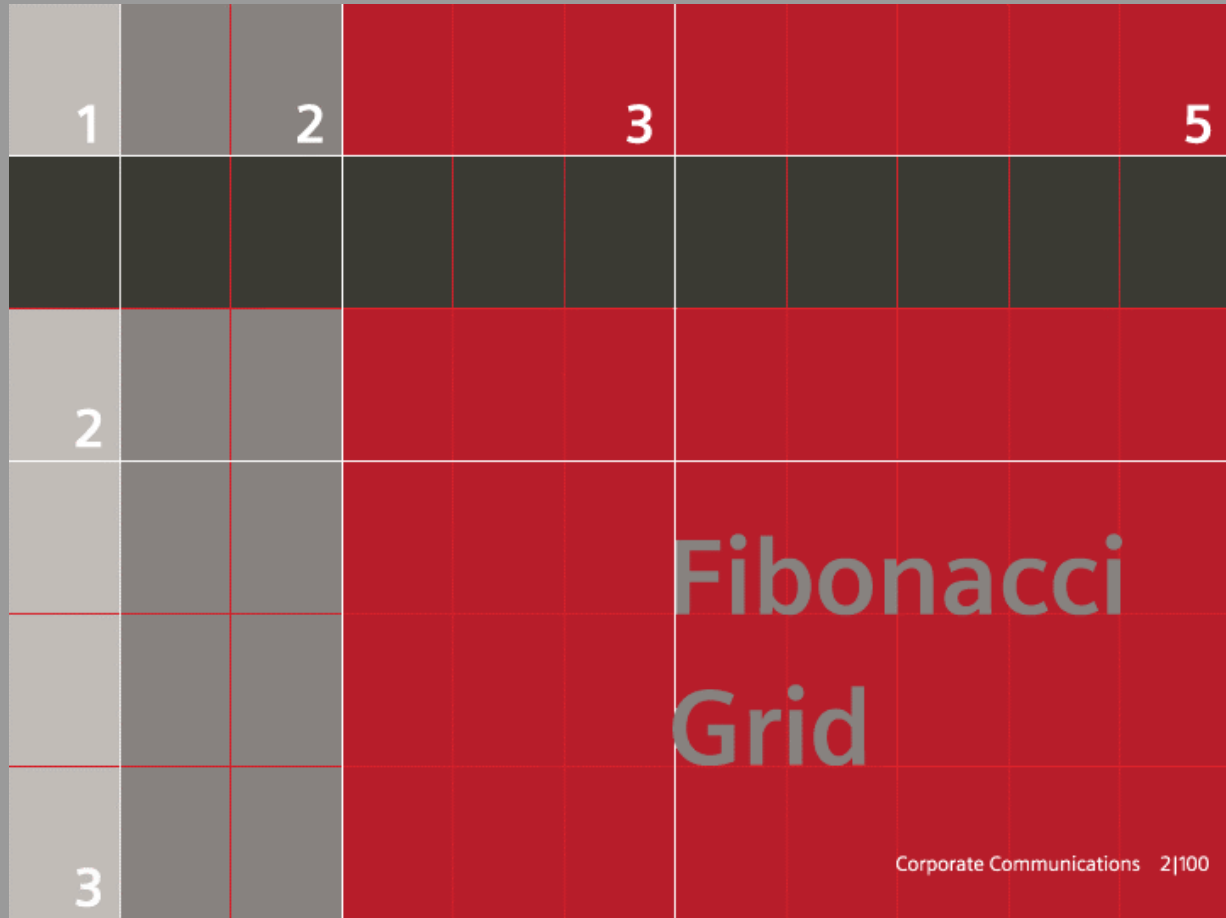
**PowerPoint-Präsentationen
Styleguide**

Die Gestaltungsregeln für PowerPoint - Präsentationen

Markenführung
Corporate Design
Präsentationen
Styleguide
MasterLayouts



Grundaufbau



Logofeld

Design guidelines
for PowerPoint

SIEMENS

1 The logo area

This horizontal field is reserved for the Siemens logo. In the basic layout, this area divides the overall format into a total of three horizontal areas and also contains the headline.

Our presentations
Layout
Layout variations
Colors
Color combinations
Fonts
Using fonts
Logo
Helpful hints

JUL-01

Corporate Communications 2|100

Orientierungsfeld

The diagram illustrates a slide layout with a red sidebar on the left and a light orange main area. The sidebar contains a top section labeled 'Design guidelines for PowerPoint' and a bottom section with a list of topics: 'Our presentations', 'Layout', 'Layout variations', 'Colors', 'Color combinations', 'Fonts', 'Using fonts', 'Logo', and 'Helpful hints'. The bottom of the sidebar shows 'JUL-01'. The main area features the 'SIEMENS' logo in the top right, a title '2 The orientation area' in the center, and two paragraphs of text. The first paragraph explains that the vertical area contains basic information about the presentation, such as the main title, content structure, date, page number, and author. The second paragraph notes that this information can also be placed in a horizontal footer at the bottom of the content area. The bottom right of the main area contains the text 'Corporate Communications 2|100'.

Design guidelines
for PowerPoint

SIEMENS

2 The orientation area

This vertical area contains basic information about the presentation, such as the main title, the structure of the content, and details such as the date, page number and author.

Alternatively, some of this information can also be placed in a horizontal footer at the bottom of the content area.

JUL-01

Corporate Communications 2|100

Inhaltsfeld

Design guidelines
for PowerPoint

SIEMENS

3 The content area

Our presentations
Layout
Layout variations
Colors
Color combinations
Fonts
Using fonts
Logo
Helpful hints

JUL-01

The space to the right of the orientation area is reserved for content – information supplied in the form of text and images.

In the basic layout, this area is delimited by the logo/headline bar, a clear break enabling the content to be structured clearly and presented as succinctly as possible.

Corporate Communications 2|100

Layout-Variante: Titel



Layout-Variante: Standard

The image shows a screenshot of a Siemens PowerPoint slide. The slide has a red background with a dark grey header bar. The header bar contains the Siemens logo on the right and the text 'Design guidelines for PowerPoint' on the left. Below the header bar, the slide is divided into two main sections. The left section is a vertical sidebar with a red background and white text, containing a list of navigation items: 'Our presentations', 'Layout', 'Layout variations', 'Colors', 'Color combinations', 'Fonts', 'Using fonts', 'Logo', and 'Helpful hints'. The right section is the main content area, which is white with black text. It features the title 'Basic: Text' in a bold font. Below the title, there are two paragraphs of text. The first paragraph reads: 'This page shows a basic layout in which text placed in the content field is the sole source of information.' The second paragraph reads: 'Texts should be briefly and precisely formulated and always focus on the essentials. Avoid unnecessarily long texts.' At the bottom of the slide, there is a footer with the date 'JUL-01' on the left and 'Corporate Communications 2|100' on the right.

Design guidelines
for PowerPoint

SIEMENS

Basic: Text

Our presentations
Layout
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Using fonts
Logo
Helpful hints

This page shows a basic layout in which text placed in the content field is the sole source of information.

Texts should be briefly and precisely formulated and always focus on the essentials. Avoid unnecessarily long texts.

JUL-01

Corporate Communications 2|100

Layout-Variante: Balken oben

The image shows a screenshot of a Siemens PowerPoint slide. The slide has a dark grey header bar at the top with the text 'Design guidelines for PowerPoint' on the left and the 'SIEMENS' logo on the right. Below the header is a red sidebar containing a table of contents with the following items: 'Our presentations', 'Layout', 'Layout variations', 'Colors', 'Color combinations', 'Fonts', 'Using fonts', 'Logo', and 'Helpful hints'. The main content area of the slide is red and features the following text: 'Top logo field: Text' in bold, followed by a paragraph: 'The layout variant with the logo field above allows the positioning of more extensive contents, such as longer texts in an expanded content field.' At the bottom left of the slide, it says 'JUL-01', and at the bottom right, it says 'Corporate Communications 2|100'.

Design guidelines
for PowerPoint

SIEMENS

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Top logo field: Text

The layout variant with the logo field above allows the positioning of more extensive contents, such as longer texts in an expanded content field.

JUL-01

Corporate Communications 2|100

Layout-Variante: Balken unten

Design guidelines
for Powerpoint

Bottom logo field: Text

The layout variant with the logo field below allows the positioning of more extensive contents, such as longer texts in an expanded content field.

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JUL-01 **SIEMENS** Corporate Communications 2|100

Einsatz der Unternehmensschrift

Siemens Sans Roman

1234567890

a

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Einsatz der Unternehmensschrift

Siemens Serif Roman

1234567890

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmno pqrstuvwxyz

Einsatz der Unternehmensschrift

Siemens Slab Roman

1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz



Regelmäßiger Zeilenaufbau / Fibonacci - Schriftgrößenkonzept

The image shows a slide from a Siemens PowerPoint presentation. The slide has a red background with a dark grey header and footer. The header contains the Siemens logo and the title 'Line spacing'. The main content area features a text block with a recommendation on line spacing, followed by a large, semi-transparent graphic of the text 'the spacing among the lines' with arrows indicating the spacing between lines. A sidebar on the left lists navigation options, and the footer contains the date 'JUL-01' and the page number 'Corporate Communications 2|100'.

Design guidelines
for PowerPoint

SIEMENS

Line spacing

We recommend that you set the spacing to 1 for all running text, that you avoid extra spacing before and after paragraphs, and that you use empty lines for emphasis instead

Line spacing ↑

Line spacing ↓

the spacing among the lines

JUL-01

Corporate Communications 2|100

Konsequente Linksbündigkeit

Design guidelines
for PowerPoint

SIEMENS

Alignment

Our presentations
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We recommend that texts be left-justified and not centered. Left-justified texts are easier to read. Also, left-justified texts fit in perfectly with the asymmetric layout structure of our presentations

text
ragged left

JUL-01

Corporate Communications 2|100

Einsatz der Bildschirmfarben / Fibonacci-Halbtonkonzept

Design guidelines
for Powerpoint

SIEMENS

Screen colors

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JUL-01

Corporate Communications 2|100

Auswahl von Farbkombinationen

The image shows a screenshot of a document page with a dark background. On the left, there is a vertical navigation menu with white text. The main content area is divided into a header section and a body section. The header section has a dark background with the word 'SIEMENS' in white. Below the header, the title 'Combination A: Black' is centered. The body section contains three paragraphs of white text. At the bottom left of the page, the date 'JUL-01' is visible, and at the bottom right, the text 'Corporate Communications 2|100' is displayed.

Design guidelines
for PowerPoint

SIEMENS

Combination A: Black

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From the palette of screen colors, we have selected and defined several particularly attractive and harmonious combinations for use in PowerPoint presentations.

Each combination mixes one chromatic color with achromatic colors.

Monochrome combinations are another alternative, these combine one color and its halftone values.

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Corporate Communications 2|100

Auswahl von Farbkombinationen

Design guidelines for PowerPoint	
SIEMENS Combination D: Blue	
Our presentations Layout Layout variations Colors Color combinations Fonts Using fonts Logo Helpful hints	<p>From the palette of screen colors, we have selected and defined several particularly attractive and harmonious combinations for use in PowerPoint presentations.</p> <p>Each combination mixes one chromatic color with achromatic colors.</p> <p>Monochrome combinations are another alternative, these combine one color and its halftone values.</p>
JUL-01	Corporate Communications 2 100

Auswahl von Farbkombinationen

Design guidelines
for PowerPoint

SIEMENS

Combination E: Green

Our presentations
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Layout variations
Colors
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Fonts
Using fonts
Logo
Helpful hints

From the palette of screen colors, we have selected and defined several particularly attractive and harmonious combinations for use in PowerPoint presentations.

Each combination mixes one chromatic color with achromatic colors.

Monochrome combinations are another alternative, these combine one color and its halftone values.

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Einsatz der Logofonts / Fibonacci - Logogrößenkonzept

Design guidelines
for PowerPoint

SIEMENS

Logo sizes

SIEMENS 52 pt

SIEMENS 32 pt

SIEMENS 20 pt

Siemens
logo sizes

Our presentations
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Color combinations
Fonts
Using fonts
Logo
Helpful hints

JUL-01

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SIEMENS

PowerPoint-Präsentationen
MasterLayouts

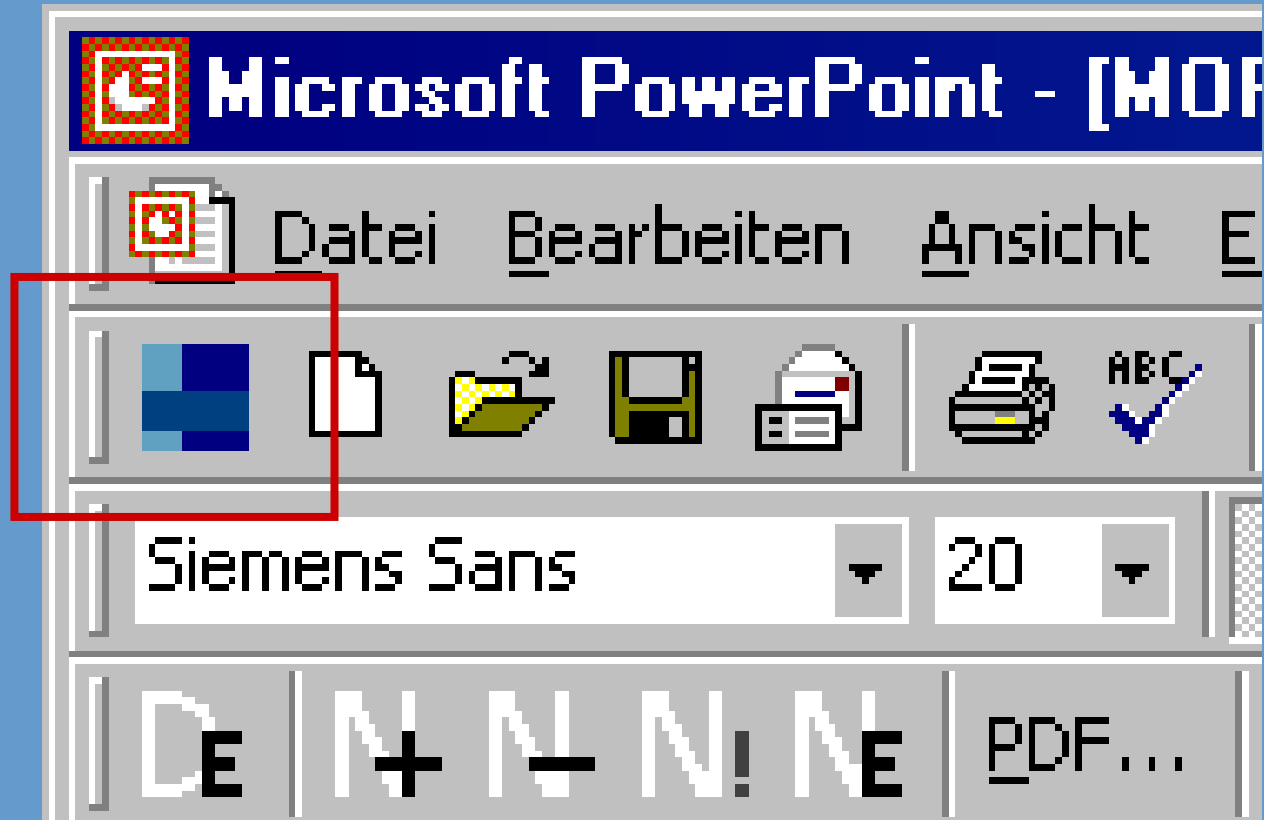
Läuft auf Windows 97 / 2000



Installation der Schrift- und Logofonts / Default: Embedding



Anwahl der Siemens - Präsentationen über eigenes Icon



Edition der Präsentationsdaten: Datum, Kolumnentitel und Autor

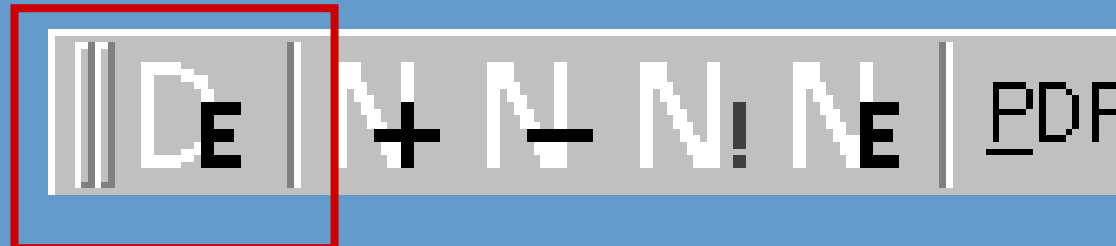
Präsentations- / Foliendaten bearbeiten

Präsentationsbezogene Daten

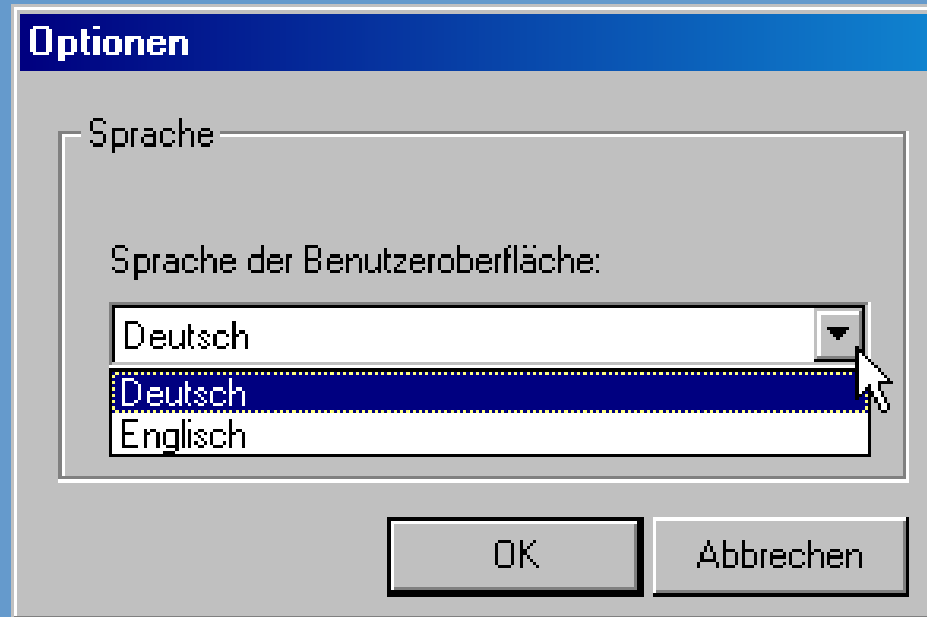
Datum	<input type="text" value="APR-02"/>
Kolumnentitel	<input type="text" value="Head title"/>
Ersteller der Präsentation	<input type="text" value="Thomas Schmalwieser"/>

Diese Werte als Vorgabe für neue Präsentationen speichern

OK Abbrechen

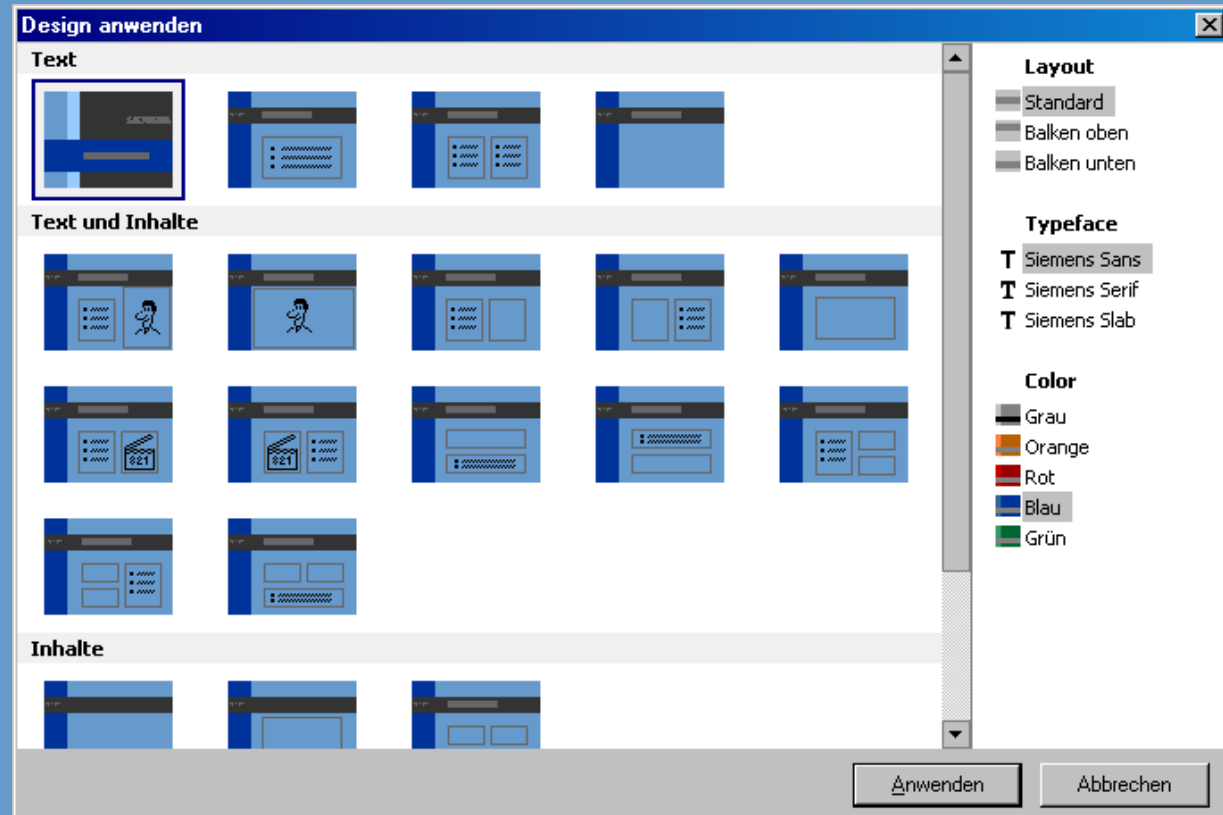


Auswahl der Dialogsprache: Deutsch oder Englisch

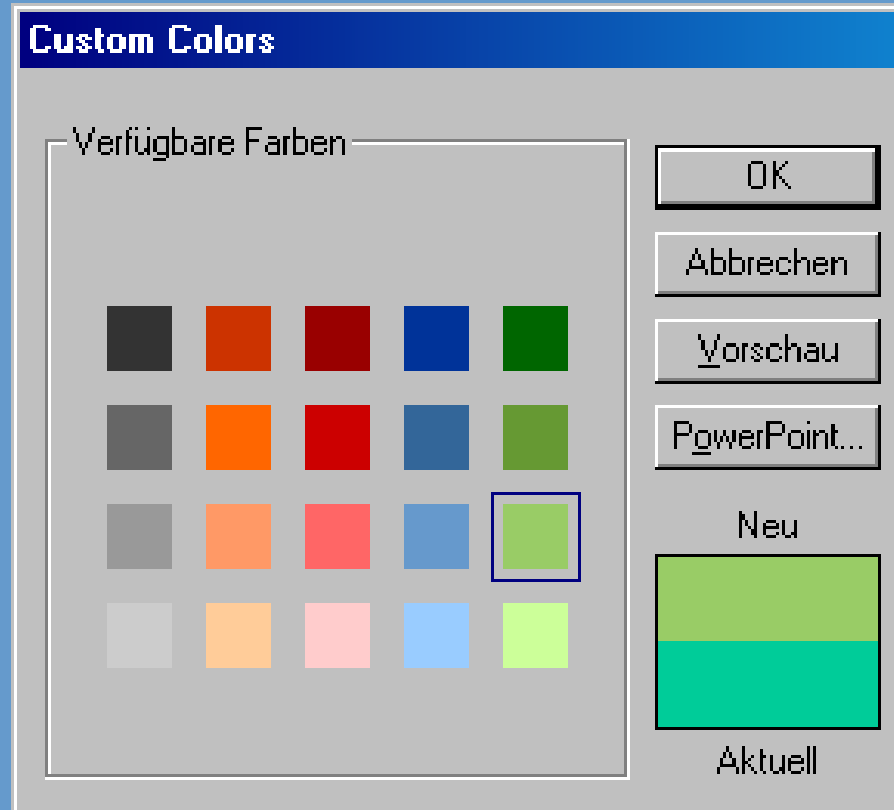


Auswahl von Siemens - Layout, - Schrift und - Farbe

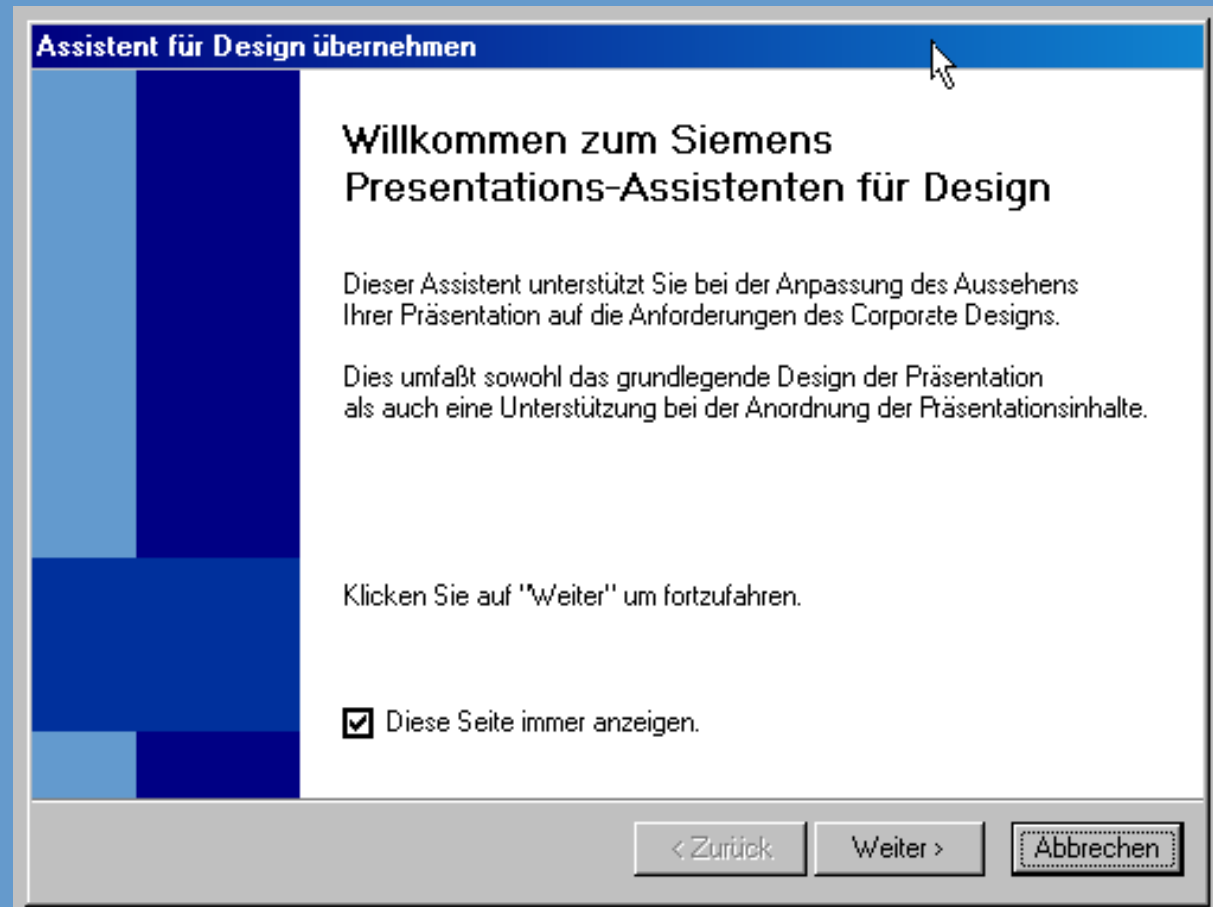
Markenführung
Corporate Design
Präsentationen
Styleguide
MasterLayouts



Zusätzlich Voreinstellung der Siemens - Bildschirmfarben

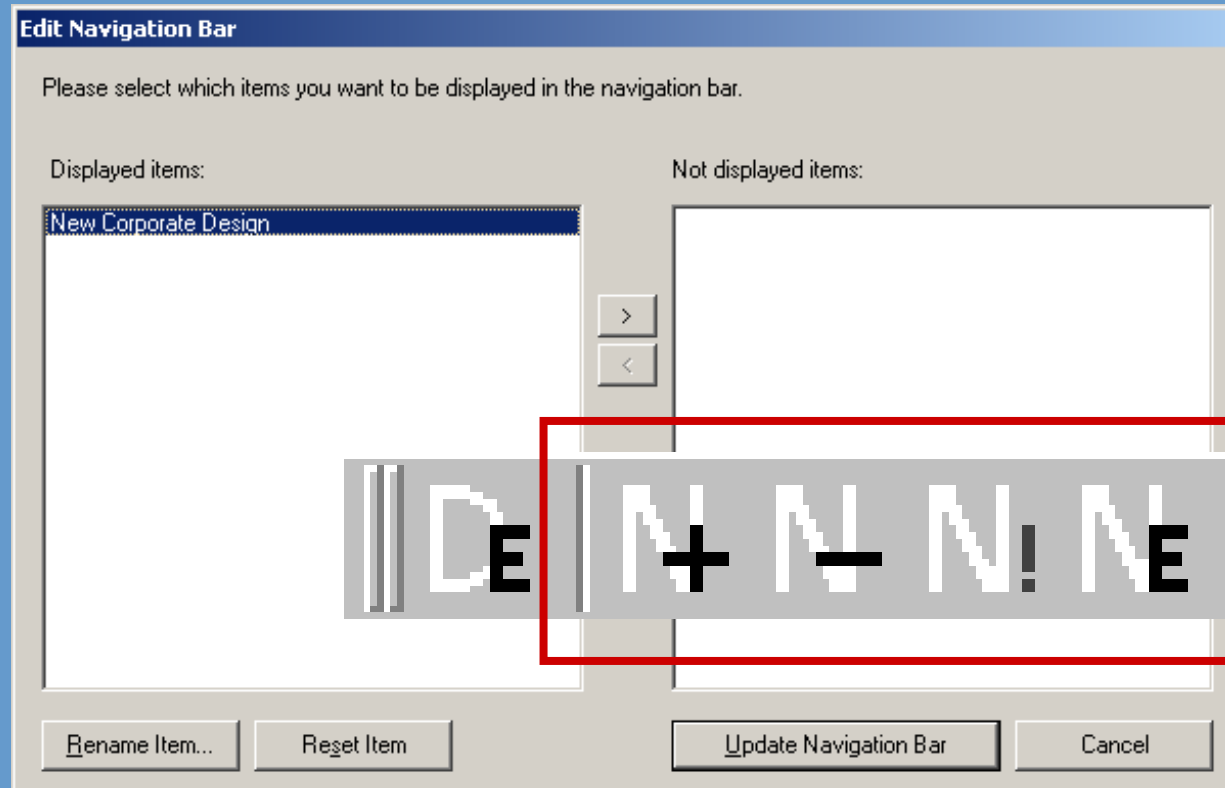


Geführte formale Anpassung von „alten“ Präsentationen

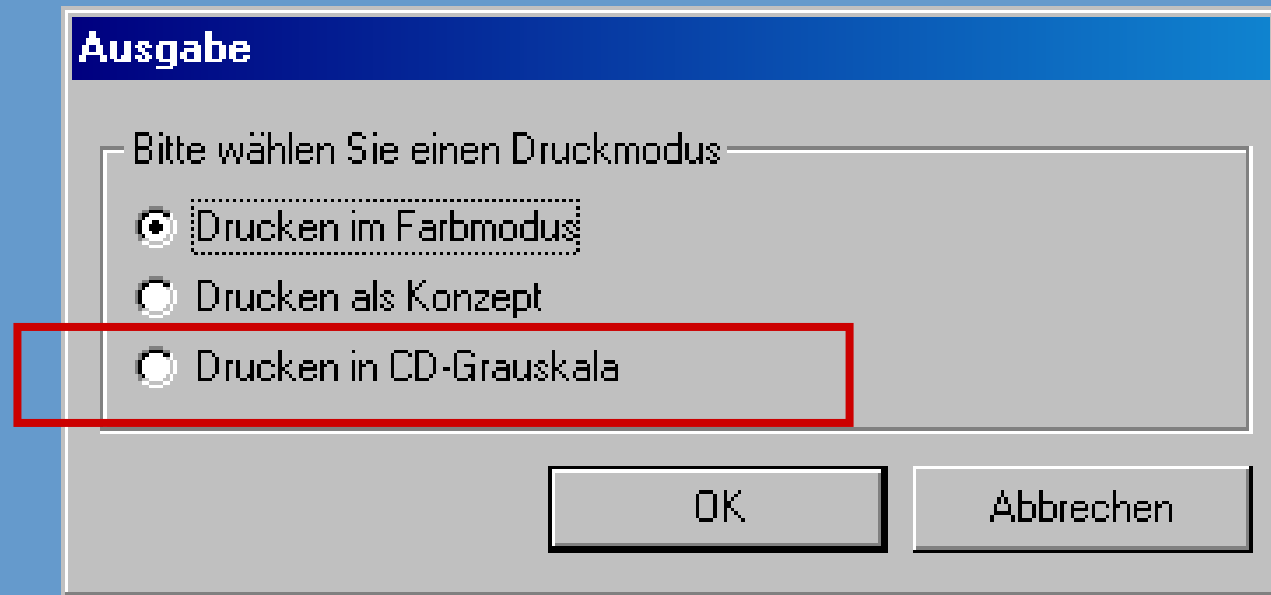


Leichte Edition der Navigationsleiste

- Markenführung
- Corporate Design
- Präsentationen
- Styleguide
- MasterLayouts



Optimierter Ausdruck in der Siemens CD-Grauskala



Vielen Dank für Ihr Interesse!

