

Rittal – The System.

Faster – better – everywhere.



VX25 DESIGN GUIDELINE ENGLISH - 1.0/2018



VX25.
SYSTEM
PERFECTION.

ENCLOSURES

POWER DISTRIBUTION

CLIMATE CONTROL

IT INFRASTRUCTURE

SOFTWARE & SERVICES

FRIEDHELM LOH GROUP



1 Rittal VX25

1.1 Value proposition

1.1.1 German version

Rittal – Das System. Schneller – besser – überall.

Das Markenversprechen wird durch den VX25 auf unnachahmliche Art und Weise eingelöst und beweist einmal mehr, dass Rittal Technologie- und Marktführer für die gesamte Branche ist. Ob bei Präzision, Qualität oder Innovationskraft - besser geht es nicht. Selbst Rittal wird es in den nächsten Jahren schwer haben, den VX25 zu übertreffen. Denn:

Er ist perfekt.

Und er kommt jetzt auf den Markt, um auch die Systeme der Kunden zu perfektionieren.

Das Versprechen:

VX25. PERFEKTION MIT SYSTEM.

VX25. PERFEKTION MIT SYSTEM. Der perfekte Ausgangspunkt für unsere Story. Es spiegelt unsere systematische Vorgehensweise während des gesamten Produktentwicklungsprozesses wider – wie wir Kundenanforderungen identifiziert und in Kundennutzen umgewandelt haben. Es drückt außerdem unsere Markt- und Technologieführerschaft aus und liefert unseren Kunden gleichzeitig ein starkes Leistungsversprechen.



1 Rittal VX25

1.1 Value proposition

1.1.1 English version

Rittal – The System. Faster – better – everywhere.

The VX25 delivers this brand promise in a unique way, proving once again that Rittal is the technology and market leader for the entire enclosure industry. Whether in terms of precision, quality or innovative strength, it does not get any better than this. Even Rittal will find it hard to beat the VX25 over the coming years. Quite simply because:

It is perfect.

And it is now being introduced to the market to make our customers' applications and systems perfect, too.

The Promise:

VX25. SYSTEM PERFECTION.

VX25. SYSTEM PERFECTION. The perfect starting point for our story. It reflects our systematic approach throughout the product development process – the way we have identified customer requirements and turned them into customer benefits. It also demonstrates our market and technology leadership and at the same time delivers a strong value proposition to our customers.



2 Design elements

2.1 Rittal VX25 logo

2.1.1 General

The VX25 logo is used whenever the product VX25 is depicted or featured in the text.

It is a combination of a “V”, of two dashes hinting at a “X” and of the white number “25” on the right dash of the “V”. Regarding colours, the logo uses Rittal pink and black.

VX25 is always written in capital letters and without blanks.



2 Design elements

2.1 Rittal VX25 logo

2.1.2 Sizes used

The VX25 Logo is proportionally scalable. However, the width cannot fall short of the minimum 9 mm or 106 px.

If the logo is scaled wider than 22 mm the additional "25" is cut off and is not shown in smaller editions. This guideline applies also to other logo versions such as black/white etc.



↔
scalable



↔
22 mm (144 px)

limit for the
"25"'s readability



↔
15 mm (98 px)



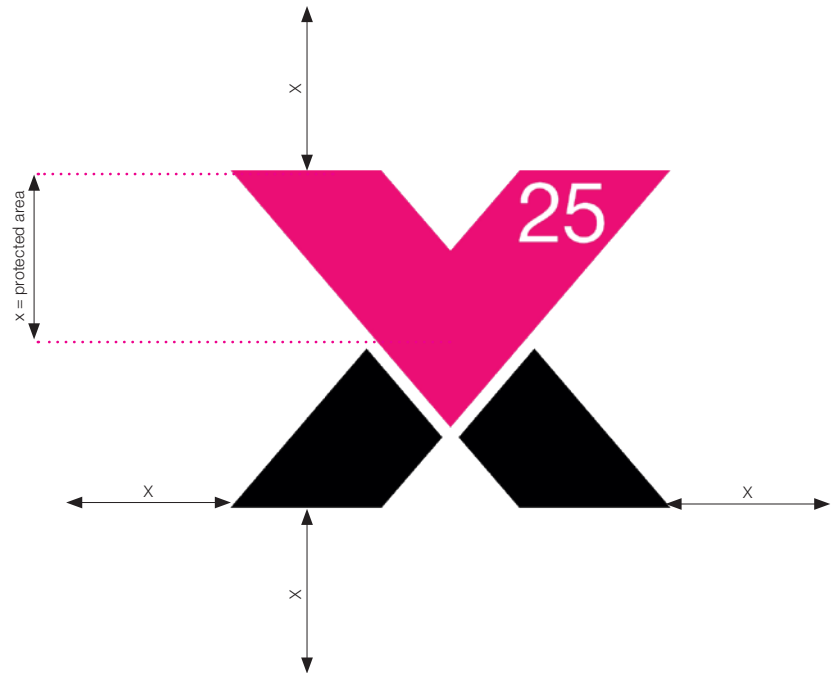
↔
minimum width
9 mm (59 px)

2 Design elements

2.1 Rittal VX25 logo

2.1.3 Safe zone

The logo's safe zone amounts to half the logo's height.



2 Design elements

2.1 Rittal VX25 logo

2.1.4 Versions

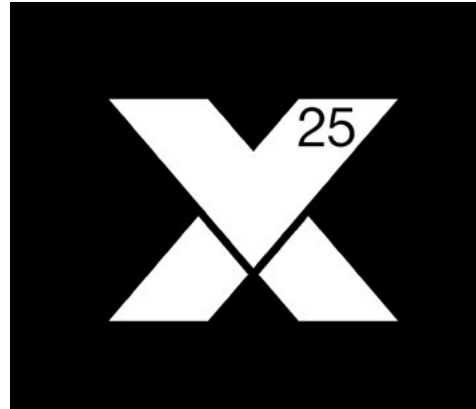
The logo can be inserted positively, negatively or in black and white.

CYMK is used in print, RGB in online communication.

application on black background



application on black background



application on white background



application on white background



2 Design elements

2.1 Rittal VX25 logo

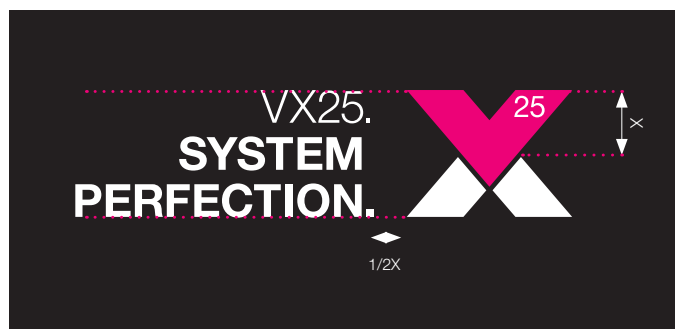
2.1.5 Logo with value proposition

Option I (3 lines)

The font - in capital letters - is applied on a black background. As usual, VX25 is written without blanks and in this case not in bold. Instead, the value proposition is printed in bold.

The clearance is denoted through the variable X (half of the logo height). The height of the value proposition results from the logo height.

The value proposition may be placed on the left or right of the logo.



Option II (2 lines)

In this option the value proposition is always in capital letters and bold. The VX25 is relinquished.

The needed clearance is to be kept around the logo versions. Its size corresponds to half the height of the particular logo version.

The value proposition is only to be used in German or English in advertisements. Local translations may be used in running text.



2 Design elements

2.1 Rittal VX25 Logo

2.1.6 Usage with the Rittal logo

Wherever the VX25 is used together with the Rittal Logo, the width of the VX25 logo results from the width of the Rittal logo as shown on the right.

The proportionality is not applicable, when the VX25 logo is used as a graphic element. Wherever the two logos are used together, the VX25 logo may be scaled no more than half the width of the Rittal logo. If the logo is used alone, it can be scaled freely, but scaled no more than the minimum width or the readability limit for the "25".



VX25 logo width

minimum width
9 mm (56 px)



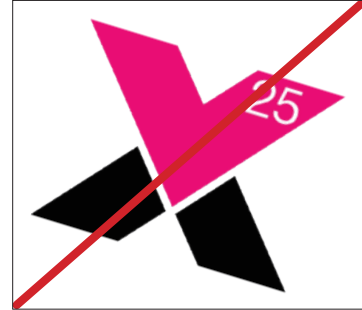
VX25 logo width

2 Design elements

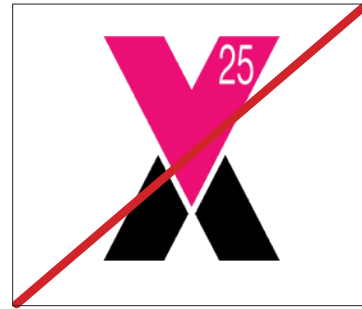
2.1 Rittal VX25 Logo

2.1.7 Forbidden depictions

The Rittal VX25 logo should be placed straight, not rotated and not tilted. It is also forbidden to use different colours or show the logo in a compressed format.



don't rotate



don't expand



don't tilt



don't compress

3 Usage of graphic elements

3.1 Moving image

3.1.1 Positioning

In moving image the logo can be placed in the right upper corner.

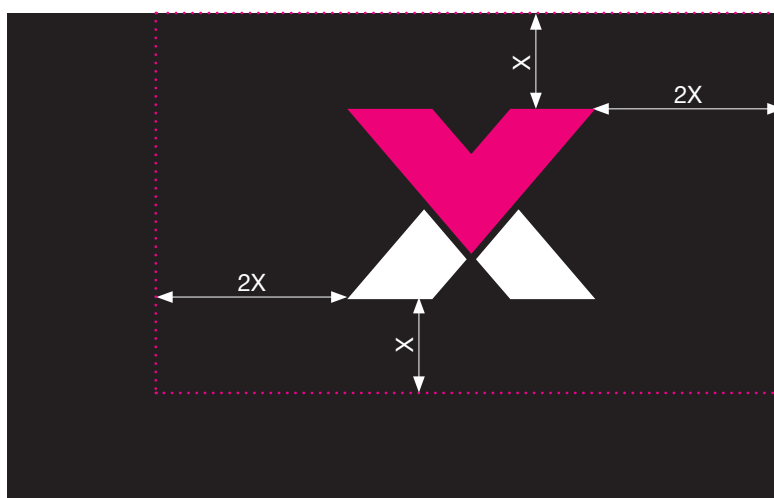
Videos with a strong focus on design are excluded from this rule.

In videos, the logo is sized "XY". The "25" is then omitted, as the minimum size cannot be complied with. However, clearance always has to be considered.

As in all other logo depictions, the clearance "X" is half the logo's height.



logo positioning in moving image



clearance around the logo in moving image

3 Usage of graphic elements

3.1 Moving image

3.1.2 Icon depiction

Dynamic tags are applied in tutorials and construction videos. These help with a better understanding and targeted communication of specific product characteristics.

The font "Neue Rittal Helvetica Light" is used in white. The icons may be placed modularly.

Headlines in Videos are written in capital letters and in bold. Text is written in "Helvetica Rittal Light". Regular capitalization rules are applied and the beginning of the sentence is always capitalized.



stability



ergonomic work



simple construction



time saving



two construction levels



no fettling



no drilling



no lacquering



accessible from all sides



ideal access

4 Applications

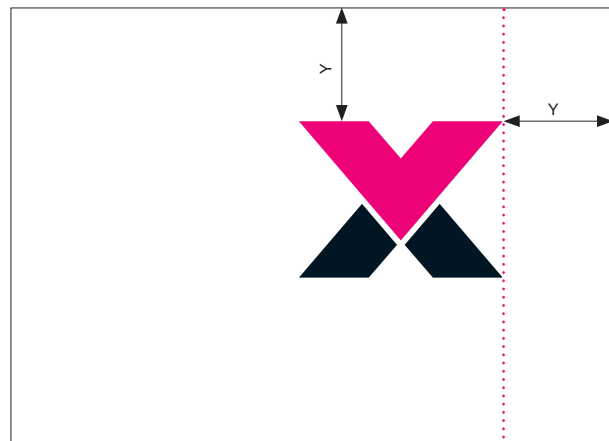
4.2 Presentation materials

4.2.1 Structure: Powerpoint

In powerpoint presentations, the logo is positioned without the addition "25". The variable "Y" is the clearance, needed by the logo and the powerline to be positioned accordingly.

The distance between the logo and the side or top edge results from the variable "Y". The value of "Y" is defined by the distance of the Rittal logo in the powerline, to the side edge.

definition of clearance and logo placement

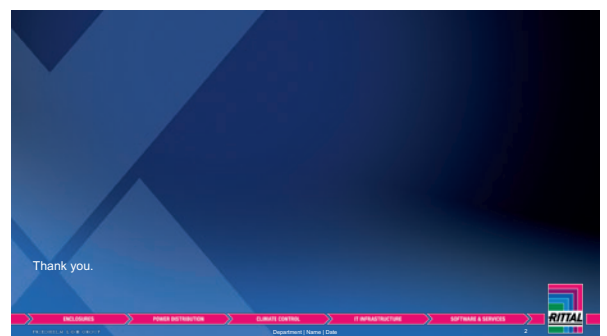
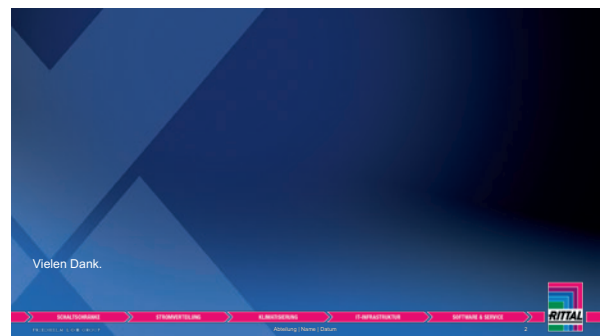


presentation format in a Rittal powerpoint presentation
(33,85 cm x 19,05 cm)

4 Applications
4.2 Presentation materials
4.2.1 Structure: Powerpoint

In addition, the front and back page are set both in German and English. On both pages the powerline is positioned in the lower presentation section.

On the front page the value proposition is placed on the right side of the key visual.



4 Applications

4.3 Advertisements

4.3.1 Application

The product picture is placed in the center of the advertisement. The water mark is put in the background (1). The water mark has 20% opacity and is placed in the left section and approximately 1/3 in the bleed. In the upper right corner the logo is depicted (2) and below the pink copy box (3). The headline is placed on the left section opposite of the copy box and on the water mark (4). The claim is placed in the upper left corner (5).

- 1 **VX25 water mark**
- 2 **VX25 logo**
- 3 **Copy box with index**
Rittal pink,
font colour: white,
New Helvetica Light/Bold,
11,5 pt / 10 pt,
- 4 line spacing 13 pt
Headline
Font colour: white,
New Helvetica Light/Bold,
34 pt
- 5 **Claim**



Rittal – The System.

Faster – better – everywhere.

EINMALIGE SYMMETRIE.
UNENDLICHE
MÖGLICHKEITEN.

VX25.
PERFEKTION
MIT SYSTEM.

VX25. PERFEKTION MIT SYSTEM.

Mehr Möglichkeiten, mehr Effizienz, weniger Aufwand: Das verdanken Sie dem über alle Ebenen hinweg symmetrischen Rahmenprofil im 25-mm-Rastermaß. Dabei ist der VX25 unendlich erweiterbar und von allen Seiten zugänglich – sogar von außen.

SCHALTSCHRÄNKE

STROMVERTEILUNG

KLIMATISIERUNG

IT-INFRASTRUKTUR

SOFTWARE & SERVICE

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www.rittal.de

Rittal – The System.

Faster – better – everywhere.

DER SCHNELLSTE
SCHRANK DER WELT.

VX25.
PERFEKTION
MIT SYSTEM.

VX25. PERFEKTION MIT SYSTEM.

Zeit sparen kann dieser Schrank besonders gut. Denn mit seinen optimierten Zugängen und einem größeren Montagekomfort ist der VX25 auch für die werkzeuglose Montage gebaut. So werden Ihre Arbeitsprozesse einfacher, besser und schneller.

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