

# Design guide







## 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
Letter line.....	9
PowerPoint.....	10
Brochures and leaflets.....	11
Roll-ups.....	12
Website.....	13
Merchandise and clothing.....	14
Logo on company vehicles.....	15



*Secondary colours - black and white*



*Respect area*

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](http://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.

## COLOURS | 4

### Logo colour:



#### Logo blue

CMYK 50 30 0 96

RGB 2 15 22

Pantone 532C

### Primary colour:



#### Dark blue

CMYK 97 70 46 48

RGB 16 52 71

Pantone 539C

### Combination colours:



#### Sea-green

CMYK 60 0 41 0

RGB 83 200 174



#### Light blue

CMYK 61 46 27 01

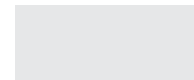
RGB 92 169 183



#### Orange

CMYK 17 68 74 0

RGB 200 103 70



#### Grey

CMYK 0 0 0 10

RGB 230 231 232

The dark blue colour is our primary colour. As a supplement to the dark blue 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

**A B C D E F G H I J K L M N O P Q R S T U V X Y Z Æ Ø Å**  
**a b c d e f g h i j k l m n o p q r s t u v x y z æ ø å**  
**1 2 3 4 5 6 7 8 9 10**

Roboto Slab

A B C D E F G H I J K L M N O P Q R S T U V X Y Z Æ Ø Å  
a b c d e f g h i j k l m n o p q r s t u v x y z æ ø å  
1 2 3 4 5 6 7 8 9 10

CALIBRI

A B C D E F G H I J K L M N O P Q R S T U V X Y Z Æ Ø Å  
a b c d e f g h i j k l m n o p q r s t u v x y z æ ø å  
1 2 3 4 5 6 7 8 9 10

Fonts used for tasks performed by Marketing or business partners:

**Heading:** Montserrat Bold

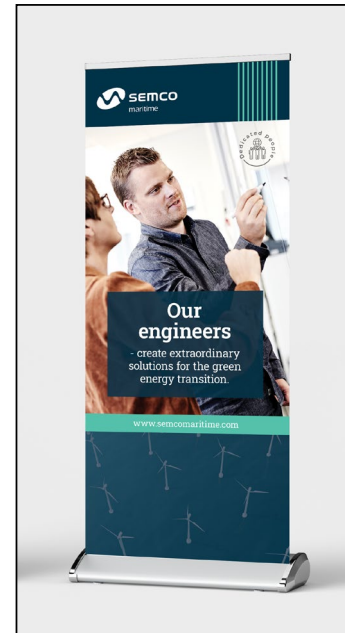
**Contents heading:** Roboto Slab

**Body text:** Montserrat Light

**Fonts for Microsoft Office**

Montserrat and Roboto Slab 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.

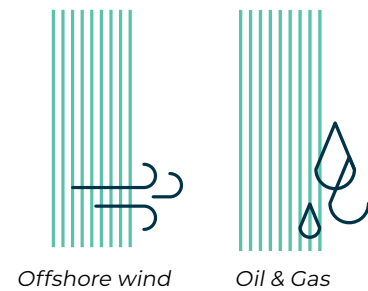


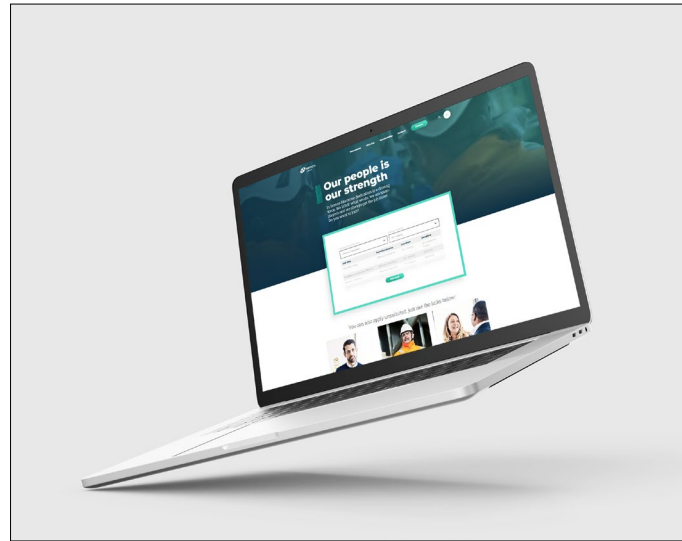
**The stripes**

There are three graphic versions called »the stripes«: Two with an icon and one without.

The two versions with an icon are used to visualise the two industries: Offshore Wind and Oil & Gas

The version without an icon is used across the industries.

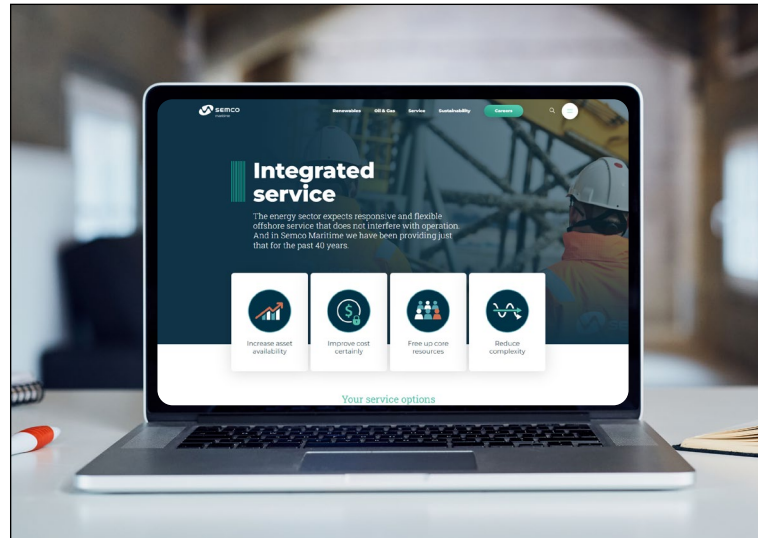




**Blue shaded images**

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.



Onshore

### Onshore Shipyard in a box

Success of shipyard in a box concept is ensured by 5 key elements.

- Define location**  
We find a suitable quayside and we arrange everything from facilities and marine services to logistics and coordination with port authorities.
- Project planning**  
We assist in creating and aligning the project plan with our client in order to ensure the most efficient project execution, which satisfies the schedule and goals set for the project. We offer complete front end engineering and planning package for all sizes of projects.
- Project management**  
We select the most fit project management team for specific project requirements. Our experienced project managers ensure smooth project execution, reporting and communication with client.
- The boxes**  
The boxes are basically containers, which has been outfitted to contain necessary equipment and tools or even various facilities, which is often required during yard stays.
- The resources**  
We utilize Semco Maritime multi-discipline in-house resources or personnel of key partners. We utilize local labour whenever possible, to ensure cost efficiency and the possibility to mobilize additional local manpower with a short notice.

© SEMCO MARITIME 2024

## Icons

Icons can be really good as »eye-catchers« and as navigation aid for your eyes.

The icons are designed by Marketing.





### Business cards

Our business cards provide necessary and clear information about the sender.

### Letter paper

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

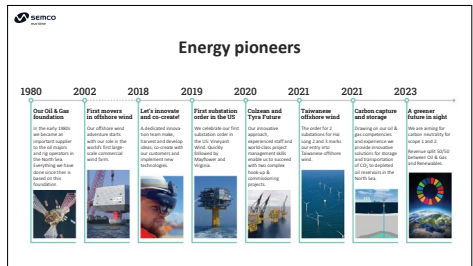
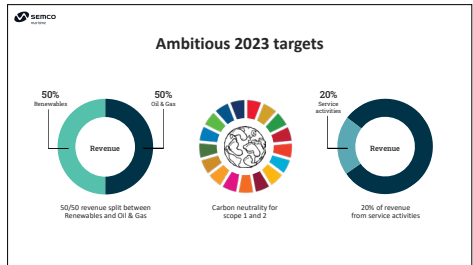
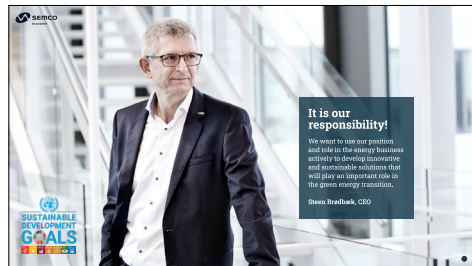
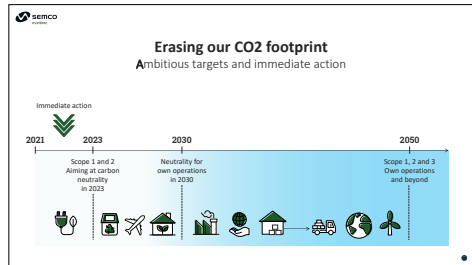
### Envelopes

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



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 and Oil & Gas.

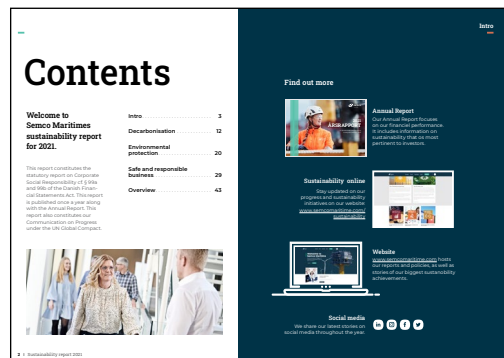
Safe Job Analysis leaflet



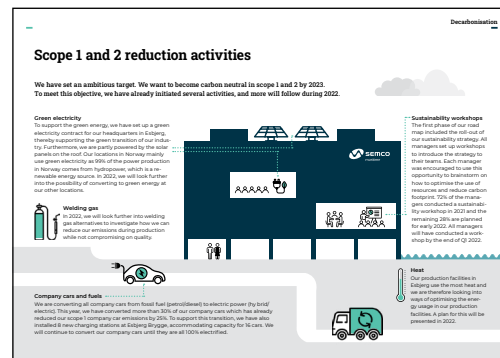
Consultants leaflet



Mobile brochure



Sustainability report 2021



Exhibition leaflet

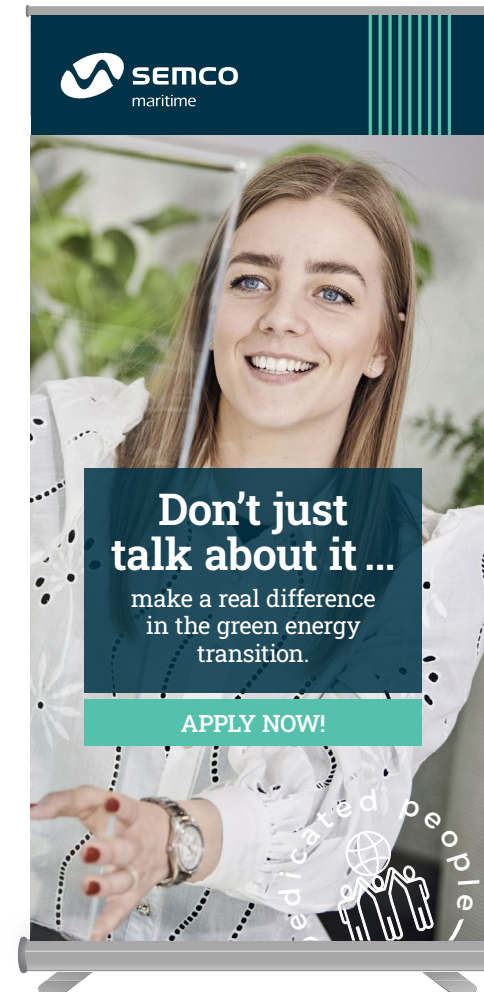
All brochures and leaflets are designed as required and provide a uniform and recognisable structure.

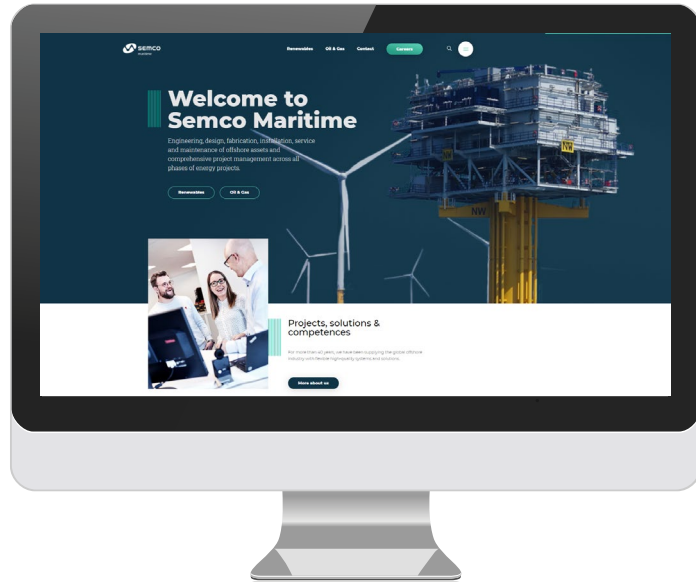
The brochures and leaflets are designed and printed by Marketing.



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

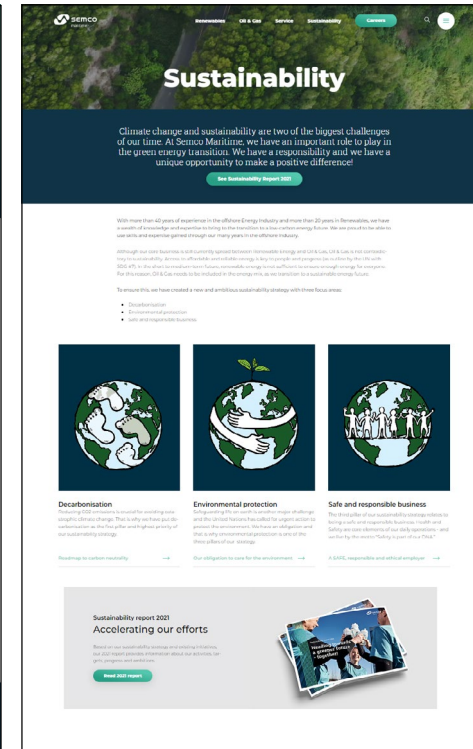
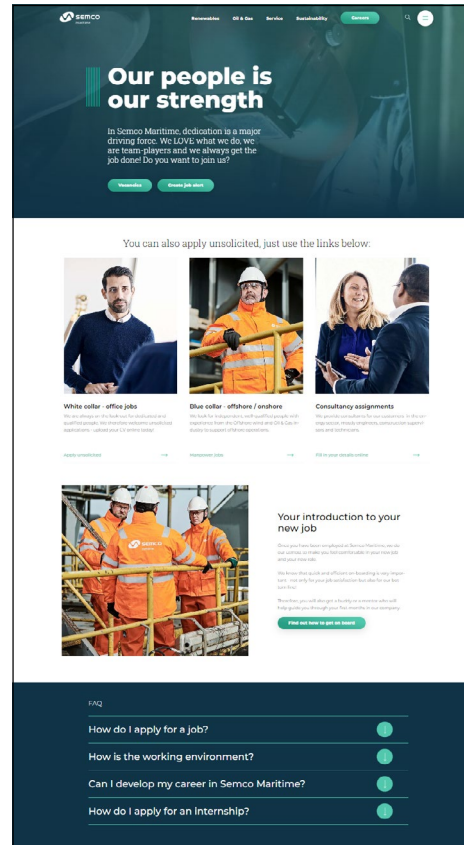




The Semco Maritime website: [www.semcomaritime.com](http://www.semcomaritime.com), is an important tool for attracting new customers.

Only Marketing can edit the content of the website.

Link to website: [www.semcomaritime.com](http://www.semcomaritime.com)





You can view and order all our merchandise and clothing at the webshop on the intranet.

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

Message and text must always be approved by Marketing.

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





All company vehicles must be clearly branded with logo designs and CVR numbers.



## We are here to help you:

**Dorte Brink Kielsholm**  
Communication Coordinator

Tel. +45 7914 7860  
[dobk@semcomaritime.com](mailto:dobk@semcomaritime.com)

**Ulla Kamp Knudsen**  
Marketing Manager

Tel. +45 7916 6425  
[ulkk@semcomaritime.com](mailto:ulkk@semcomaritime.com)

**Susanne Broeng Hansen**  
Graphic Designer

Tel. +45 7914 9141  
[subh@semcomaritime.com](mailto:subh@semcomaritime.com)

