SIDEM BRANDBOOK.

SIDEM
Experts know why

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BRAND
IDENTITY.
Sidem Brandbook

LOGO.

Sidem Brand identity

LOGO.

The Sidem logo consists of the name, baseline and the brandmark. The proportions and the use of color should always be respected. The logo can be used in a positive, negative or greyscale version.

LOGO – SPACING.

In order to ensure maximum visitbility of the Sidem logo, a minimum amount of space around the logo must be kept free of any text.

The space is determined by 1/2 of the size of the brandmark. The minimum size of the logo in print is 35 mm. Never use the logo without the baseline.

min. 35 mm

LOGO – POSITIVE

Preferably we use the logo in color. When we use the positive logo we always put it on a white background. When it's placed on an image or a full color background we create a small white corner for the logo. Either the full logo or brandmark should be visible on each material.

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LOGO – NEGATIVE

In exceptional cases the use of the posititve logo is not possible. In that case we can use these options of the negative logo, depending on what fits best on the background. When the logo is used on an image and it cannot be placed on a white corner, then we must use the negative version of the logo.

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LOGO – GREYSCALE

The logo can only be used in black or white if there is no other possibility to use it in color.

LOGO – DON'TS

To maintain the uniformity and strength of the logo, it is important that the logo will be used according to the guidelines in this document. Below are a few examples of misuse.

Don't rotate the logo.

Don't stretch the logo.

Don't change the colors.

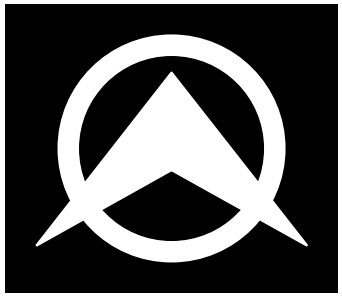
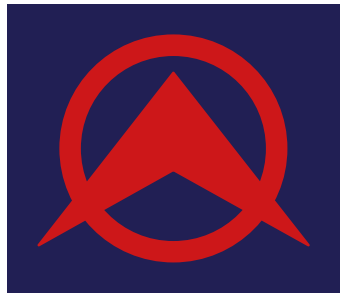
Don't use any effects.

Don't move the brandmark.

Don't remove the baseline.

LOGO – BRANDMARK.

The brandmark can be used separately as a graphic element for example as a list icon. Depending on the background it can be used in all the brand colors. The Red brandmark should always be placed on a White or Nightblue background. The brandmark should only be used in a Sidem branded context, for example on social media, presentations etc.

LOGO – BRANDMARK.

In exceptional cases we use the brandmark in outlines as an extra graphic element. When the brandmark is used in Nightblue on a beige background it’s on 100% transparency. When the brandmark is used on a Nightblue background it can be either in White or beige and it can be on 100% transparency or at 30% transparency, when it’s used on large carriers.

COLORS.

Sidem Brand identity

PRIMARY COLORS.

Sidem Brand identity | colors

COLOR – PRIMARY PALET.

Our primary color is mostly Nightblue, Red is often used as to highlight something. Rich Black and White are common primary colors, at Sidem we use either Rich Black or White for all our body copy. White is also used as our corner base for the logo.

RICH BLACK.

CMYK	50 40 40 100
RGB	10 11 9
HEX	#0A0B09
PMS	PMS Black

WHITE.

CMYK	0 0 0 0
RGB	255 255 255
HEX	#FFFFFF
PMS	

NIGHTBLUE.

CMYK	94 85 0 55
RGB	38 36 83
HEX	#262453
PMS	PMS 281

RED.

CMYK	15 100 100 0
RGB	204 37 40
HEX	#CC2528
PMS	PMS 485

SECONDARY COLORS.

Sidem Brand identity | colors

COLOR – SECONDARY PALET.

Our secondary colors are used as a graphic element in combination with our primary colors.

BLUE.

CMYK	100 91 0 20
RGB	41 51 138
HEX	#282F74
PMS	PMS Blue 072

BEIGE.

CMYK	9 8 11 0
RGB	235 232 227
HEX	#EBE8E3
PMS	PMS 2330

TYPOGRAPHY.

Sidem Brand identity

TYPOGRAPHY.

We use two fonts during our brand expression. They are called Poppins and FreightDisp Pro. If Poppins is not available we can use Arial, for example online or in foreign languages such as Russian.

POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Black | Regular

FreightDisp Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

Book

TYPOGRAPHY – USAGE.

We have a simple and standard approach to setting type.
By sticking to these basic type usage rules we can maintain
a consistent use of type acoss different communications.

Poppins Black for titles. Always in capitals and always a dot at the end of a title.

ABC0123.

Poppins Regular for bodytext.

Abc0123

FreightDisp Pro Book for quotes.

“Abcdef”

TYPOGRAPHY – USAGE.

Our titles should always be in Poppins Black, in capitals and with a dot at the end. The title should always be either in Nightblue or White.

The subtitles are in Poppins Bold, arenot written in capitals, nor do they have a dot at the end. The subtitle should always be either in Nightblue or White. Sometimes we can highlight a part of text or expression in capitals, Red and with a dot at the end.

For body copy we use Poppins Regular, either in Rich Black or White. In some cases, for example as intro text, the body copy can also be in Nightblue. FreightDisp Pro Book is only used for quotes and should always be in Nightblue or White.

EXAMPLE.

ARIA DOLUPTAT. ERIA SIN ET EATEMPOR ALIBUSAM EXERI.

FUGIA SIT RENDIS MAXIMPORIT OMNIMUS.

Enim quia vent re nobis sequi in evellau tassit rero ipsame ilitatiatum rerum qui audit, conet erchictio mos autatur ionseque nossita tiorepr oriame volore dis que quis eum qui dita doluptam quiat aut il ipsam.

Uptatem eveliquos non erci quam essunt, sedi res doluptam doloritio.

In conseque officta autet et essincim il mo endus dolores eum assuntor solore nessin prorrum in prerovid enis magnatq uiscipidus eos magniassi nos moluptiatis doluptas dem lab ipit oditium. Necto volessi tatur, qui dolore pe est, intiand estoriora inciet que pa con.

Uptatem eveliquos non erci quam essunt, sedi res doluptam doloritio.

In conseque officta autet et essincim il mo endus dolores eum assuntor solore nessin prorrum in prerovid enis magnatq uiscipidus eos magniassi nos moluptiatis doluptas dem lab ipit oditium. Necto volessi tatur, qui dolore pe est, intiand estoriora inciet que pa con.

“Necto volessi tatur, qui dolore pe est, intiand estoriora inciet que pa con.”

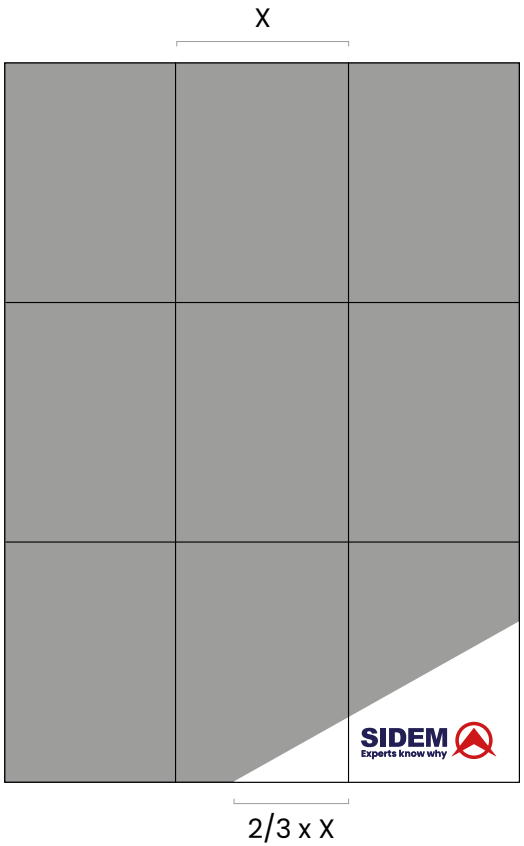
BRAND SYSTEM.

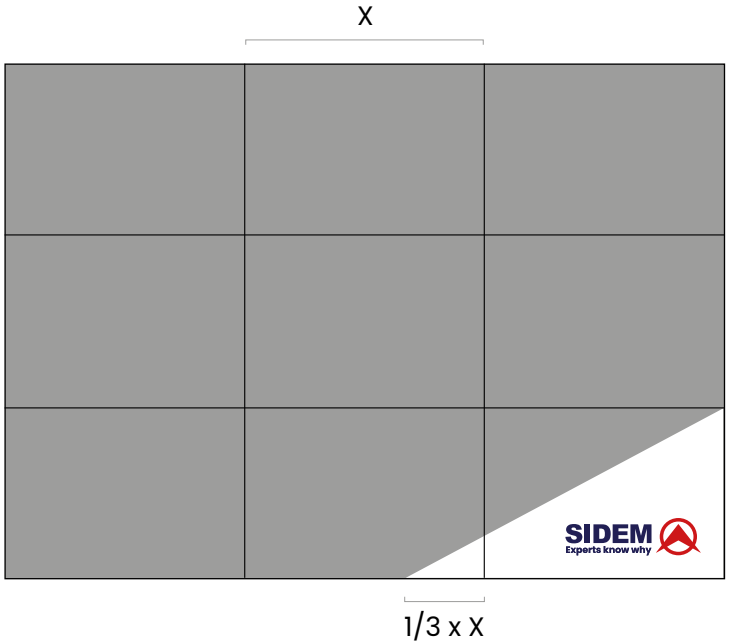
Sidem Brand identity

BRAND SYSTEM.

We use a small white corner as logo space when it's placed either on images or on a full color background. On vertical carriers, the white corner should be placed on 2/3 of X in both height and width.
On horizontal carriers the white corner should be placed 1/3 width of X and as X in height.

X = 1/3 width of the carrier size.





BRAND SYSTEM.

You’re free to use corner shapes throughout a design, if they’re in one of our brand colors. Below are some examples.

ICONS.

Sidem Brand identity

ICONS.

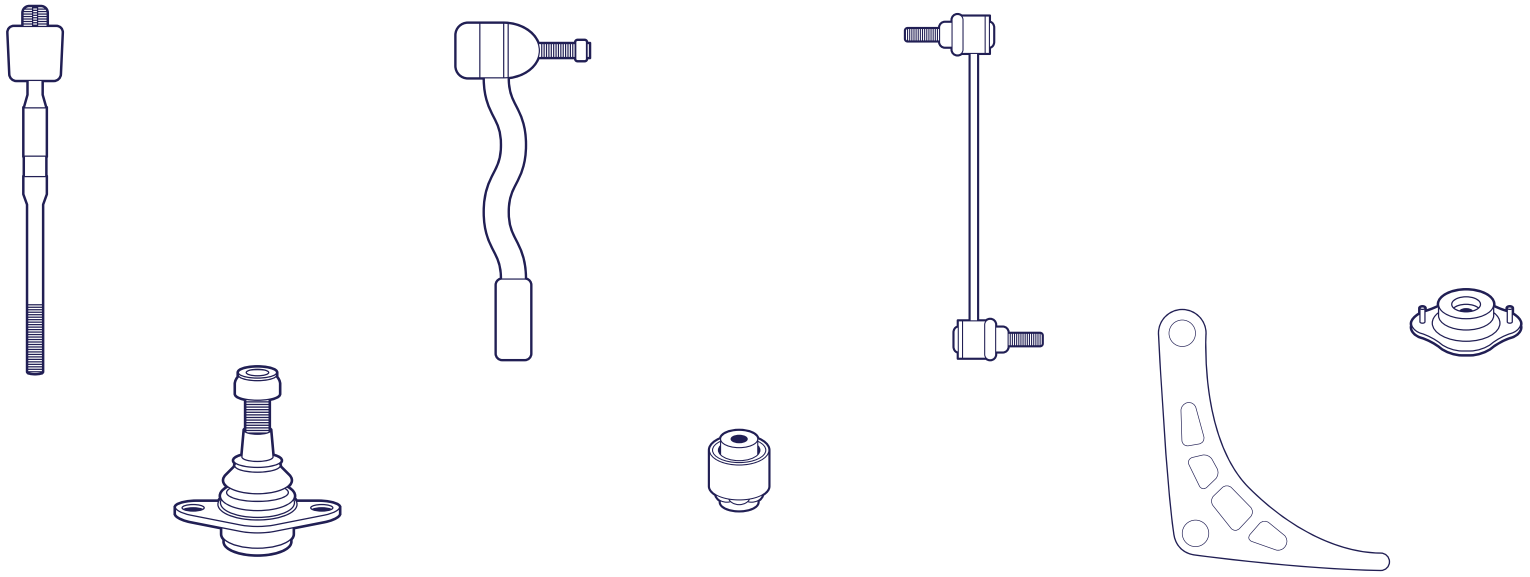
We use icons as a graphical differentiator. You can implement these icons in informational settings, for example website, brochures, presentations, banners, ...

These icons can be used in all the brand colors, but preferably in Nightblue or White.

ICONS.

We also have icons for each product group.

These icons can be used in all the brand colors, but preferably in Nightblue or White.



GRAPHIC ELEMENTS

GRAPHIC ELEMENTS.

As graphic elements on for example the website or presentations, we can also use a card with our typical shape. This card can be used in Nightblue, Red, Beige or with a Red outline.

Berum quidem. Nem et re nis as aut la dit mincipides denimustiis es inciis aceped quo cus eum eatemporem. Namet rersped

Berum quidem. Nem et re nis as aut la dit mincipides denimustiis es inciis aceped quo cus eum eatemporem. Namet rersped

Berum quidem. Nem et re nis as aut la dit mincipides denimustiis es inciis aceped quo cus eum eatemporem. Namet rersped

Berum quidem. Nem et re nis as aut la dit mincipides denimustiis es inciis aceped quo cus eum eatemporem. Namet rersped

GRAPHIC ELEMENTS.

We use a gradient circle for our Facts & Figures or for example a gradient line going through our Sidem History visual. The gradient exists out of Nightblue and Red. The gradient is preferably used on a Nightblue background, but it can also be used on a Beige or White background.

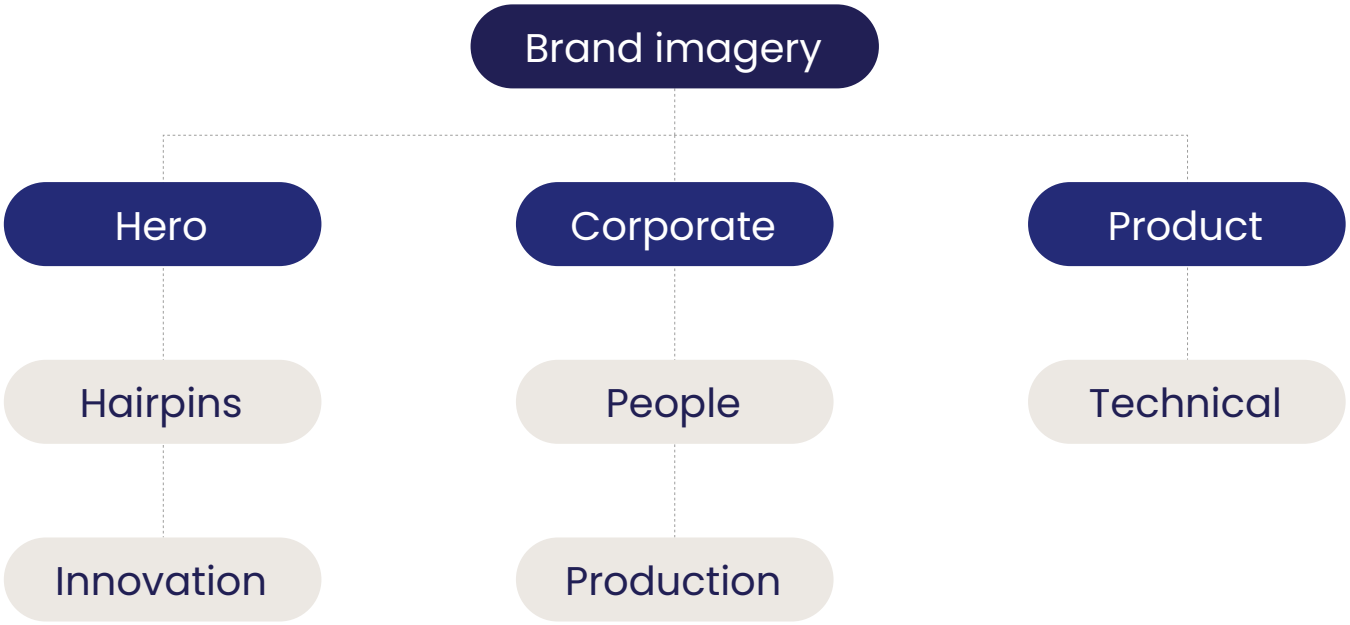
IMAGERY.

Sidem Brand identity

IMAGERY.

The brand imagery of Sidem can be divided into three categories; hero visuals, corporate images and product images.

These different kinds of photography will cover the full personality of Sidem.



HERO VISUALS.

Sidem Brand identity | imagery

HERO VISUALS.

With hero visuals we use images that define both our brand and products.

HERO VISUALS.

Upcoming hero visuals are 3D images and videos that clearly show our products and explain how they are used inside a vehicle.

CORPORATE IMAGERY.

Sidem Brand identity | imagery

CORPORATE IMAGERY.

For corporate images we focus on authentic people and innovative machinery in our company.

PRODUCT IMAGERY.

Sidem Brand identity | imagery

PRODUCT IMAGERY.

Product images are mostly used for technical purposes.

PHOTOGRAPHY.

Sidem Brand identity | Photography

PHOTOGRAPHY.

When we make product shots we want to focus on the front of a part, the rest can be more blured. We prefer clean shots on a white background with a dropshadow.

BRAND
EXPERIENCE.
Sidem Brandbook

OFFLINE.

Sidem Brand experience

SIDEM
STEERING &
SUSPENSION.
DRIVEN BY FOCUS.
LED BY EXCELLENCE.
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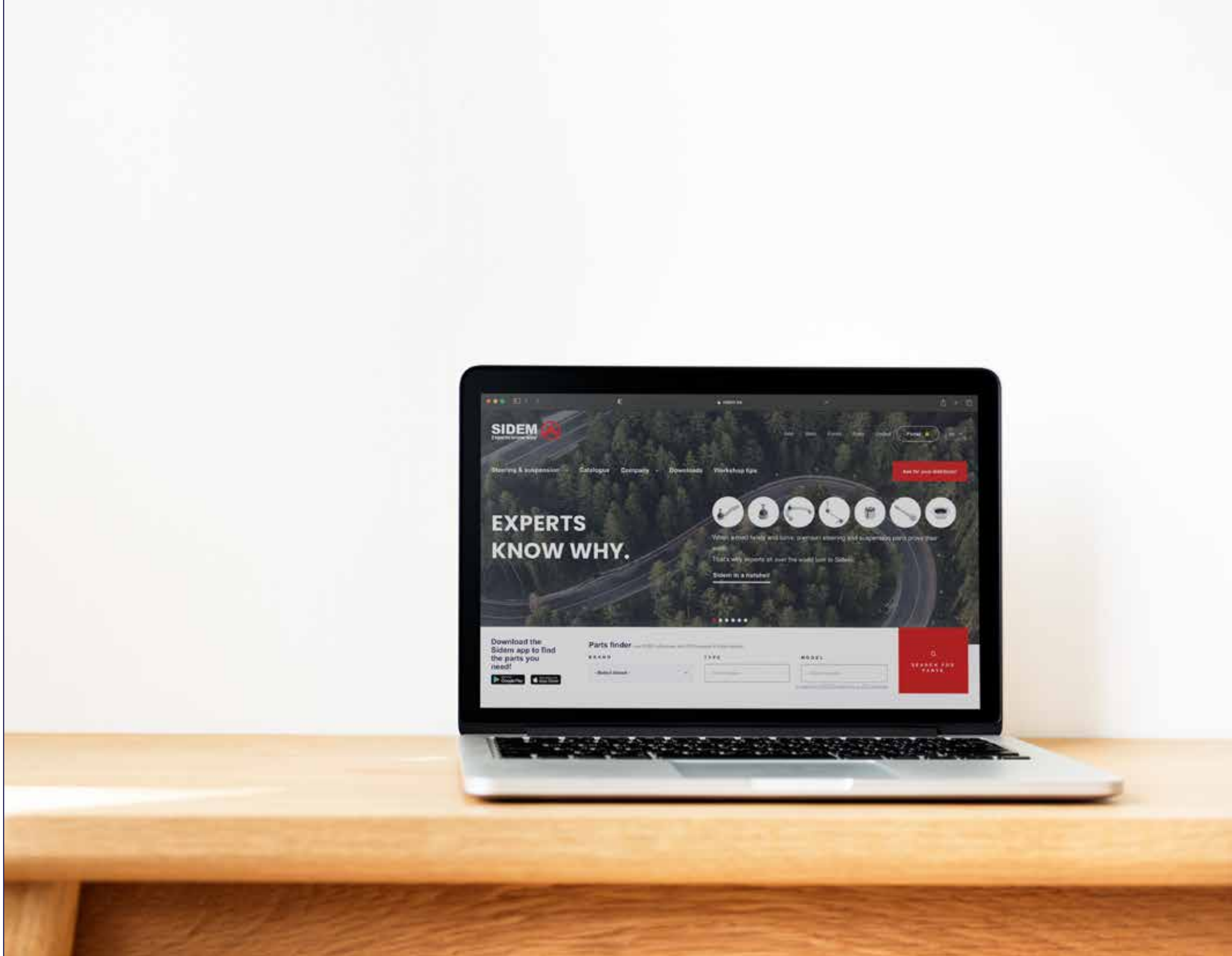
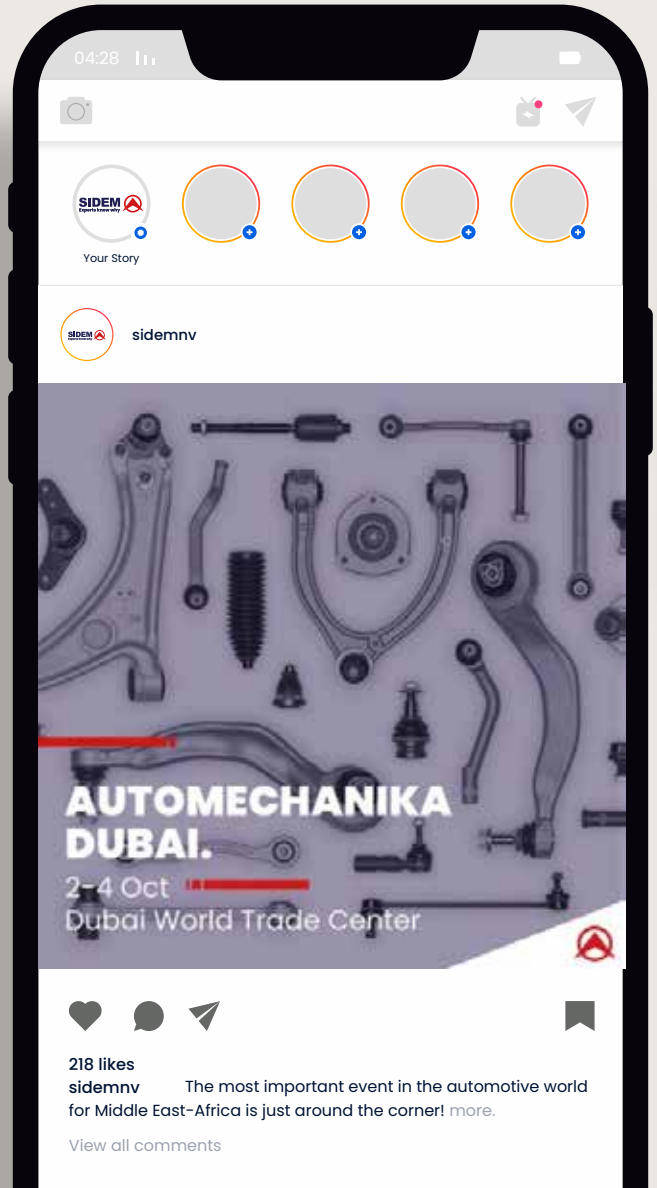
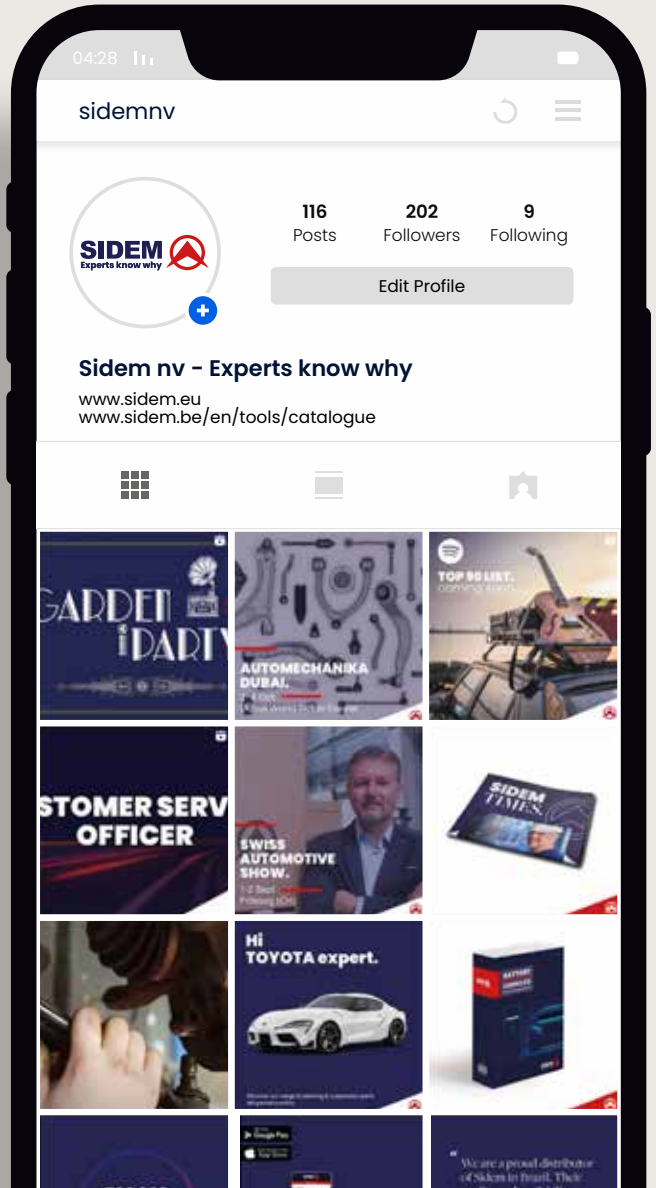
STEERING &
SUSPENSION
PARTS.

ONLINE.

Sidem Brand experience


SIDEM
EXPERTS
KNOW WHY.
Download the
Sidem app to find
the parts you
need!
Parts finder


04:28
Your Story
sidemnv
AUTOMECHANIKA
DUBAI.
2-4 Oct
Dubai World Trade Center
218 likes
sidemnv The most important event in the automotive world for Middle East-Africa is just around the corner! more.
View all comments


04:28
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SIDEM
Experts know why
116
Posts
202
Followers
9
Following
Edit Profile
Sidem nv - Experts know why
www.sidem.eu
www.sidem.be/en/tools/catalogue
AUTOMECHANIKA
DUBAI.
TOP 50 LIST.
OFFICER
SWISS
AUTOMOTIVE
SHOW.
Hi
TOYOTA expert.

TEMPLATES.

Sidem Brand experience

OFFICE 365.

You can download our Office 365 templates such as Word, Powerpoint, Teams backgrounds, ... here.

SOCIAL MEDIA.

We have a fixed grid for social media to make sure our posts always have the brandmark and white corner in the same spot.

SIDEM | STEERING & SUSPENSION

DRIVEN BY FOCUS.
LED BY EXCELLENCE.

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