

SIDEM BRANDBOOK.

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BRAND IDENTITY.

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BRAND IDENTITY.

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

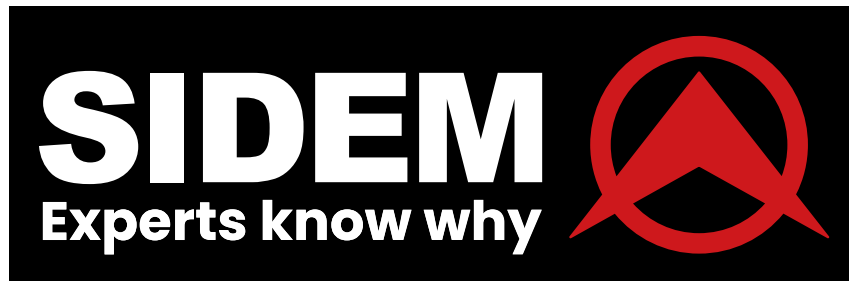
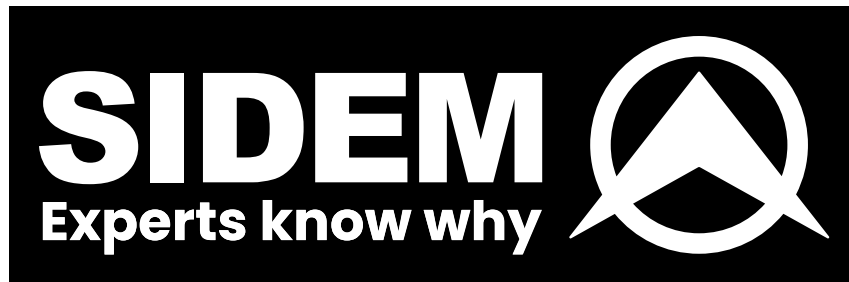
LOGO – POSITIVE

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.



LOGO – NEGATIVE

In exceptional cases the use of the positive 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.



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 landmark.



Don't remove the baseline.

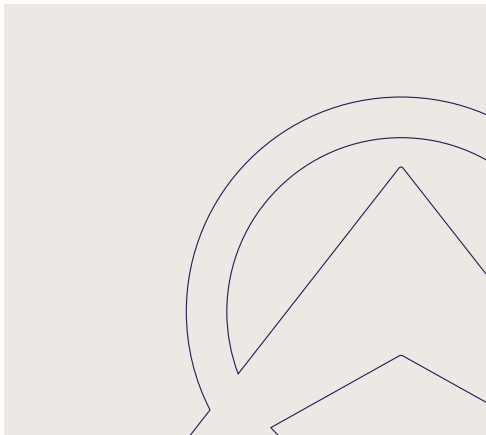
LOGO – BRANDMARK.

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.



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.



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 across 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, aren't 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 MAXIMPORTIT OMNIMUS.

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

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

In consequere officia autet et essincim il mo endus dolores eum assuntor solore nessim prorum 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 consequere officia autet et essincim il mo endus dolores eum assuntor solore nessim prorum 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.

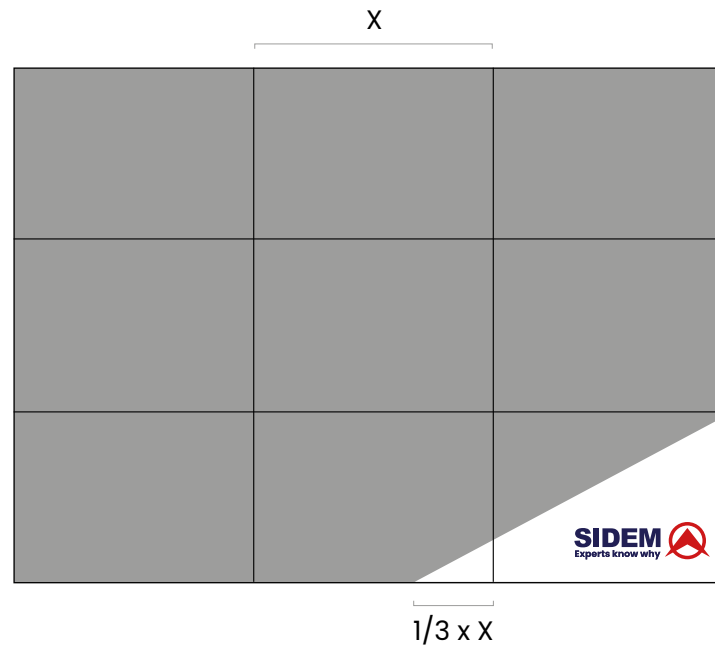
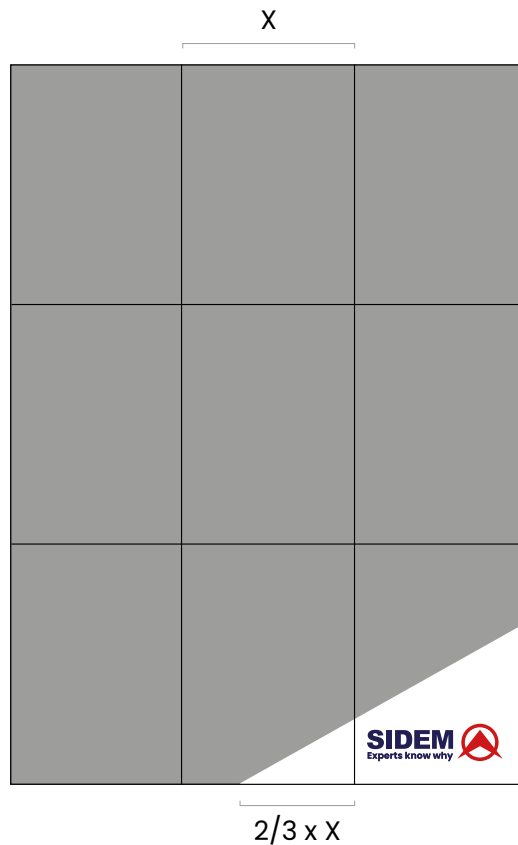
Sidem Brand identity



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 $\frac{2}{3}$ of X in both height and width. On horizontal carriers the white corner should be placed $\frac{1}{3}$ width of X and as X in height.

X = $\frac{1}{3}$ 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.

OVER 4 MILLION PARTS IN STOCK.

Our extensive range of products can supply 95 percent of the automotive aftermarket. On top of that, we guarantee fast deliveries, thanks to our large stock.

TRAIL JOINTS

TRACK CONTROL ARM

TR ROD ENDS

BALL JOINTS

SPLINE BRAKES

STABILIZER UNITS

STRUT MOUNTS

STEERING RACK GEARS

SIDEM KITS: FULL PACKAGES FOR YOUR JOB

At Sidem, we create solutions to address your daily challenges. That's why we have developed a set of new replacement kits of steering and suspension parts for some of the most used models, for efficient assembly and a safe ride.

BATTERY ELECTRIC VEHICLES

DOWNLOAD
THE BVE KIT GUIDE

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OWN RESEARCH & DEVELOPMENT.

At Siderm, to stay on top of our game, we focus on great product portfolio management and on our client. We develop and manufacture in Europe, with CE quality as our benchmark. If we believe CE quality can be improved, we set to reengineering the product, for easier installation, a longer lifespan, and increased safety for the driver.

Long lifespan
 Small, strong, wear and water resistant

Easy installation
 Simple, flexible, easy delivered complex, ready to install

Maximum safety
 Simple, flexible, easy delivered complex, ready to install

Each component is engineered and tested into the smallest detail."

Our reengineered and patented ball joints combine features that have been tested and improved one by one, resulting in a perfectly performing product.

- 1 **Insert to selected polymer**
 Resistant to high temperatures, high impacts and high wear resistance.
- 2 **Helium leak-testing process**
 - Better detection: pressure drying and vacuum out
 - Less helium: longer lifespan, comfortable drive
 - The detection creates a protective film on all surfaces
- 3 **Cold forged and polished chromium steel ball stud**
 - Maximum strength
 - More rust resistance
 - Less friction: increased lifespan
- 4 **Beveling beveling**
 Rounded edges prevent the dustcover from being damaged
- 5 **Ballstud cover in polyethylene rubber**
 - No water infiltration
 - Maximum resistance to chemical and bacteria.
 - Seal meeting from noise and dust.
 - Extreme resistance to sandstone and temperature.
- 6 **Dustcover in combination with seal**
 Prevents dustcover from collapsing
- 7 **Electric spring steel**
 - Diameter is motorized
 - More than 1000 cycles
 - No plastic deformation
- 8 **Dustcover grooves**
 Prevent water infiltration



WHAT DRIVES US?

It's the customer.

The knowledge that our extensive range of products can supply 90% of the automotive aftermarket.
The assurance that our customers share need to cost effectively, will have a maximum of 4 million parts!
(a 10% reduction from 90% of our customers' stock on shelf)

It is our belief for European production standards and our drive to be as well or better than OET

Or to our partners!

Mixing together experience and expertise,
We offer solutions for your needs in the workshop, for a cleaner environment,
or for an even greater safety on the road.

It is the assurance of our state-of-the-art machine park and dispatch centre in the heart of Europe!

Or to our clients: to deliver on-site,

where parts are needed before they leave our doors by our engineers, welders, and jacks,
at every installation and conversion!

Because this,

we are about to continue building on what we started and to keep growing,
by following the trends that are shaping it.
Pursuing technology in order what has driven us for the past 30 years
along borders and along every mile on the road.

**SIDEM STEERING & SUSPENSION.
EXPERTS KNOW WHY.**

SIDEM SYSTEMS

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FUTURE PROOF PRODUCTION IN ROMANIA.

With a strong background from German engineering, Bosch Power Tools Romania has been able to develop a strong and successful production in the Balkans. The plant has been established in a strategic location, with many of the employees from the neighboring and neighboring countries, and has a strong and successful production in the Balkans. The plant has been established in a strategic location, with many of the employees from the neighboring and neighboring countries, and has a strong and successful production in the Balkans.

"Prestigious car brands such as Porsche, Ford and McLaren, contribute to our job pride."

SIDEMETEX

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, ...

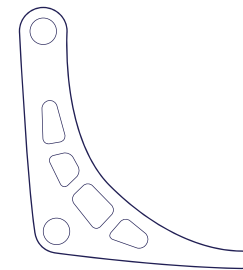
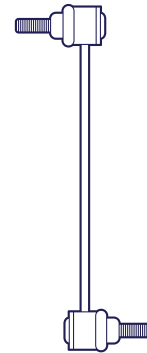
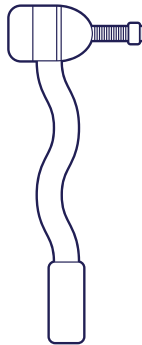
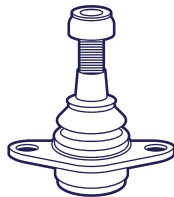
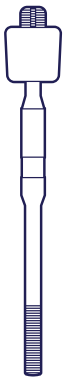
These icons can be used in all the brand colors, but preferably in Nightblue or White.



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

Sidem Brand identity



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.

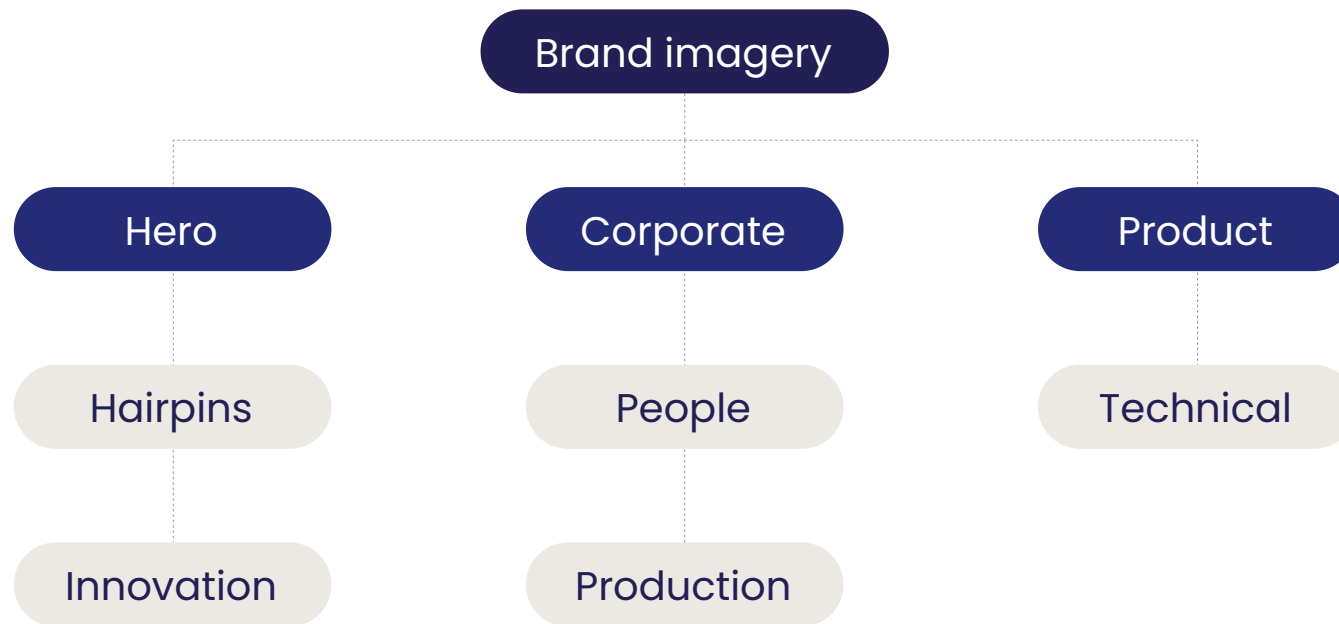
Sidem Brand identity



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.

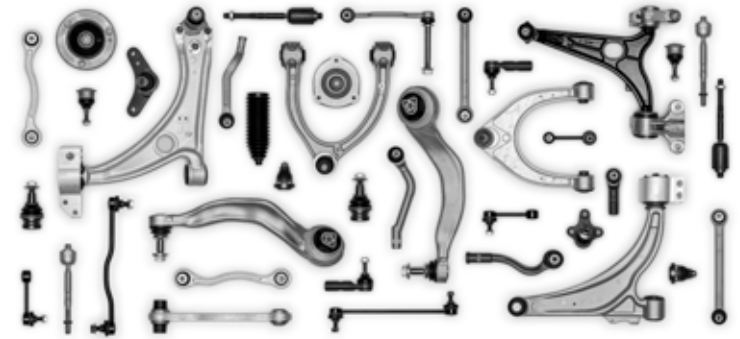


HERO VISUALS.



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.



CORPORATE IMAGERY.

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



PRODUCT IMAGERY.



PRODUCT IMAGERY.

Product images are mostly used for technical purposes.



PHOTOGRAPHY.

PHOTOGRAPHY.

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



BRAND EXPERIENCE.

OFFLINE.

Sidem Brand experience



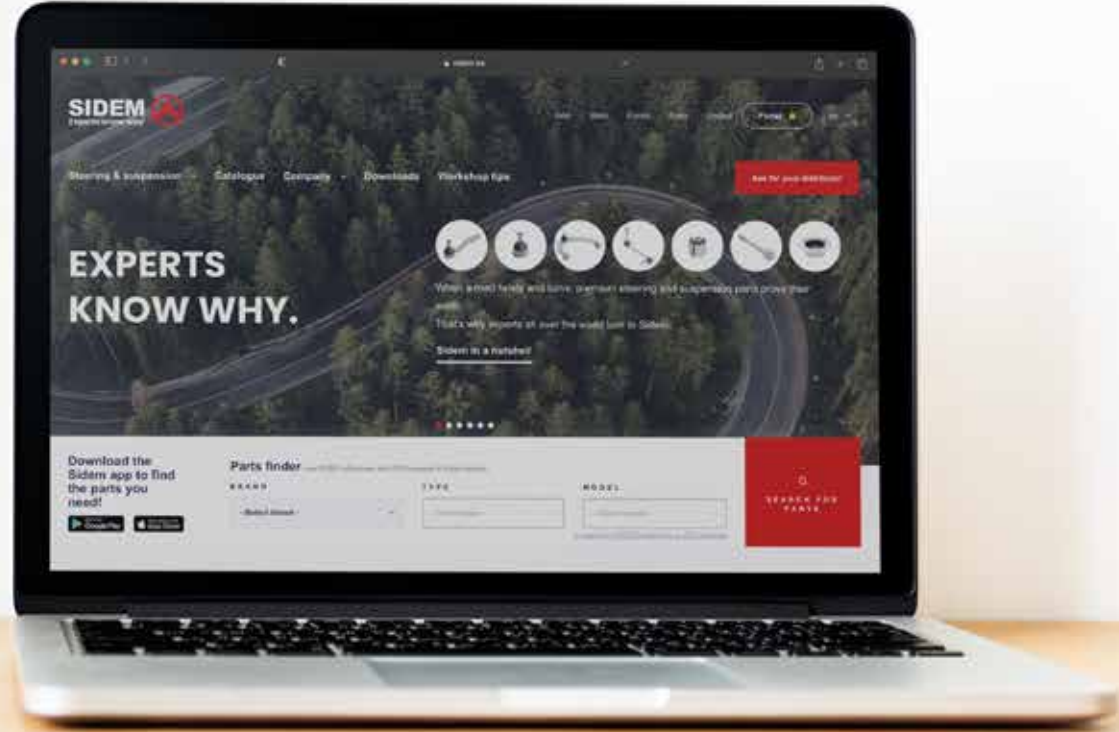


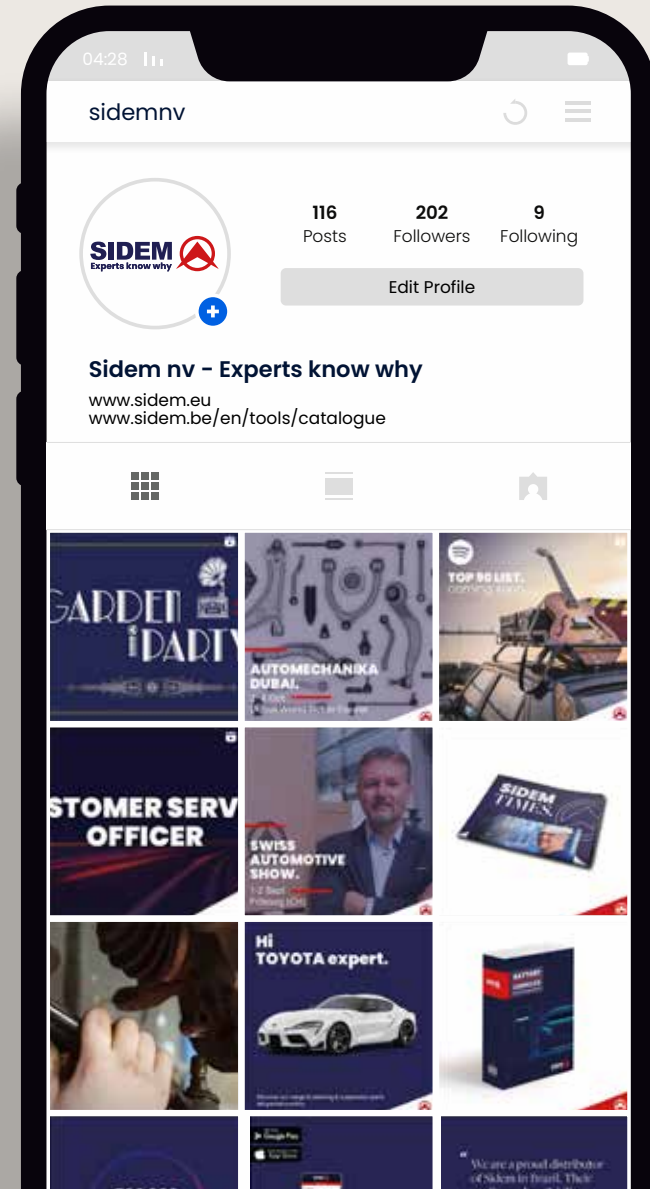
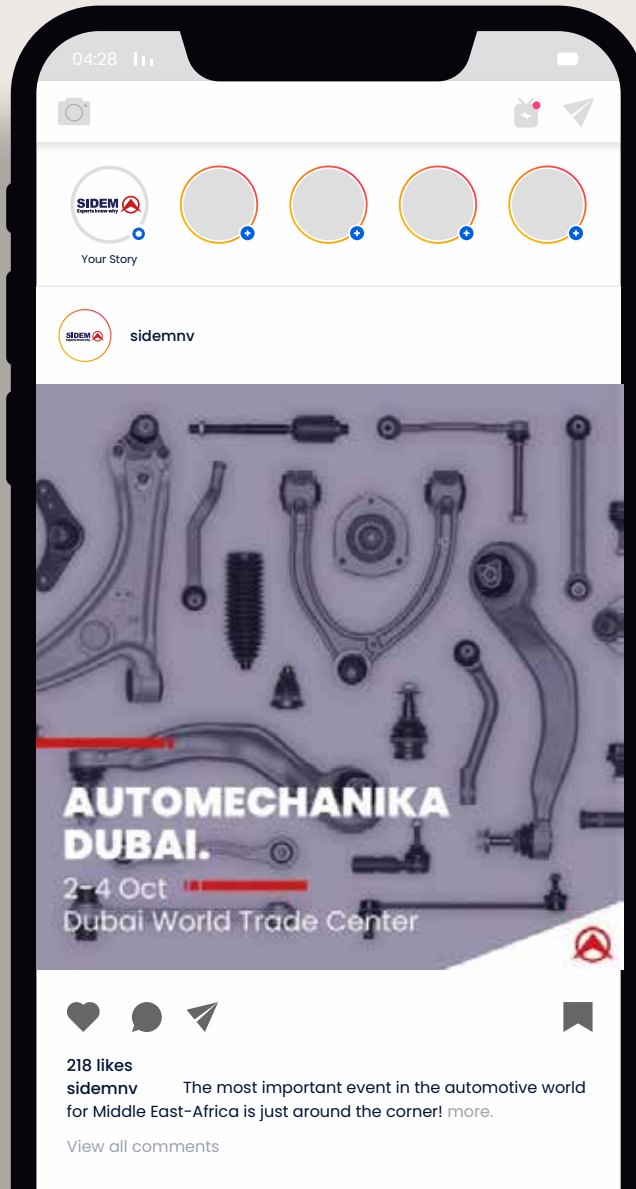


ONLINE.

Sidem Brand experience







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.**

SIDEM.EU