

CORPORATE DESIGN

Der AMS Technologies Style Guide



1. Brand

- Logo
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- Typografie
- Icons

2. Print & Office

- Briefpapier
- Visitenkarten
- PowerPoint
- Broschüre
- Data Sheets
- Poster
- Messestand

3. Online

- Website

1. BRAND



1. BRAND | LOGO

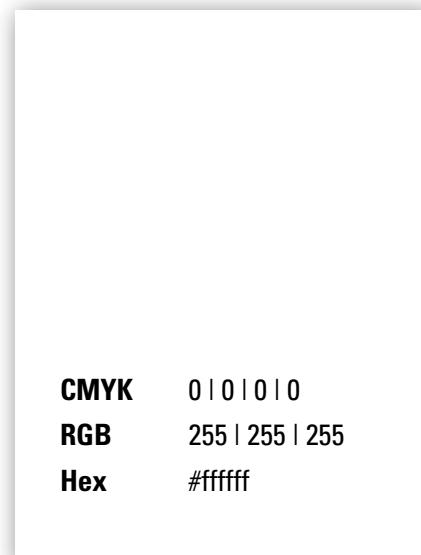
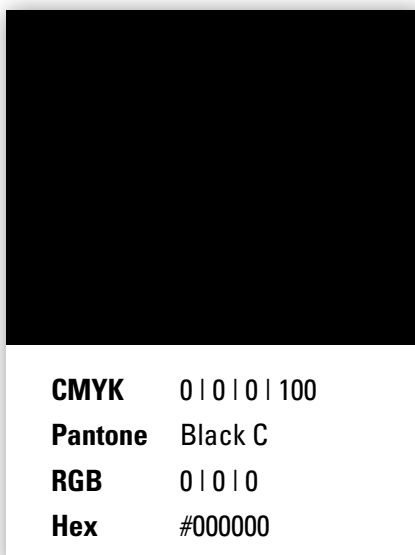
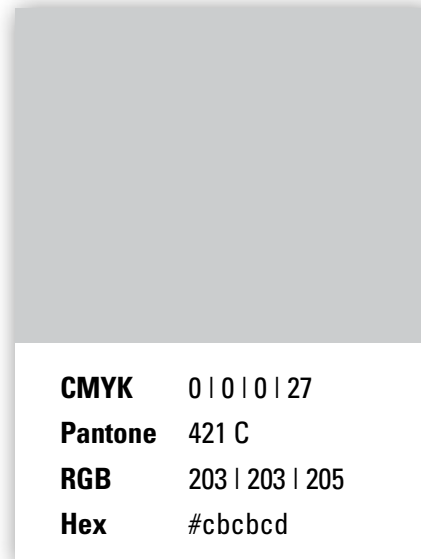
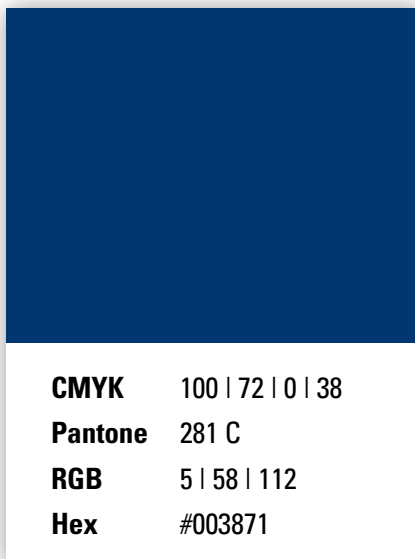


Das Logo ist ein feststehendes Element und darf nicht in Einzelteile zerlegt verwendet werden. Auch darf das Logo nicht modifiziert oder die Farbgebung verändert werden. Je nach Untergrund und Verwendungszweck kann die weiß/grau Version eingesetzt werden.



1. BRAND | FARBÜBERSICHT

Die folgenden Farbwerte sind verbindlich festgelegt und sollen dem jeweiligen Medium entsprechend verwendet werden. Nur durch die stricte Einhaltung dieser Farbwerte kann ein einheitlicher Auftritt des Unternehmens, sowohl im Print- als auch im Onlinebereich sichergestellt werden.



1. BRAND | TYPOGRAFIE

Die AMS-Hausschrift ist die Schriftfamilie „Helvetica Neue“. Die zu verwendenden Schriftschnitte, sowie die jeweiligen Einsatzgebiete sind im folgenden aufgeführt. Sollte „Helvetica Neue“ nicht zur Verfügung stehen, so ist das Pendant die Schrift „Arial Narrow“ (bzw. für den Onlinebereich „Arial“).

Helvetica Neue

Helvetica Neue – 57 Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Helvetica Neue – 77 Bold Condensed

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Arial Narrow

Arial Narrow – Regular

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Arial Narrow – Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
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1. BRAND | ICONS

Die drei Icons stehen stellvertretend für die drei Core Competences:



Optical Technologies

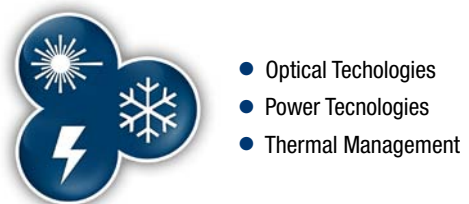
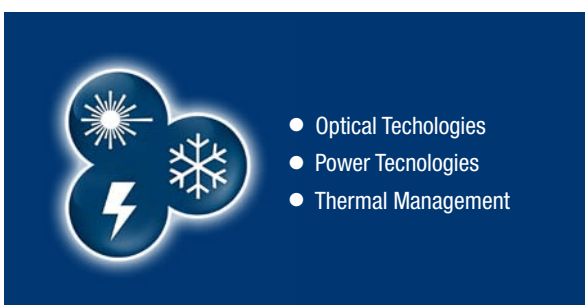


Power Technologies



Thermal Management

Mögliche Darstellungen



Data Sheets & PowerPoint Footer:



2. PRINT & OFFICE



2. PRINT & OFFICE | BRIEFPAPIER

Format: 210 x 297 mm (DIN A4)



2. PRINT & OFFICE | VISITENKARTEN

Format: 85 x 55 mm



2. PRINT & OFFICE | POWERPOINT

YOUR PARTNER
in Europe for high tech components and systems

amsTECHNOLOGIES
where technologies meet solutions

Page 2 | Your partner in Europe for high tech components and systems | © AMS Technologies 2011

THE COMPANY

Facts and background

- Founded in 1982
- Tandem Management: Philipp Weber (COO), Jan Meise (CSO)
- Privately held (Egora Holding GmbH and Management)
- Revenue of € 27M+
- 60 employees in 6 European offices
- Pan-European market focus:
 - Medical
 - Industrial
 - Renewable Energies
 - Research & Scientific
 - Defence & Aerospace
 - Telecom & Datacom

Page 2 | Your partner in Europe for high tech components and systems | © AMS Technologies 2011

COMPANY PROFILE

AMS Technologies is Europe's leading solution provider and distributor for:

- Optical Technologies
- Power Technologies
- Thermal Management

Page 3 | Your partner in Europe for high tech components and systems | © AMS Technologies 2011

OUR SOLUTIONS

- Our university-educated sales engineers fully comprehend and competently apply key technologies to transform your needs into cost-effective solutions
- Our product portfolio extends from standard to customized, and from component to system level in our key competencies
- We employ a 'customer first' approach right from the design stage and carry the same philosophy to our logistics services
- Together with almost 30 years of entrepreneurial spirit, we provide blue-chip companies, research institutes and leading-edge technology start-ups with an unparalleled level of technical competence

Page 4 | Your partner in Europe for high tech components and systems | © AMS Technologies 2011

OPTICAL TECHNOLOGIES

- **Light Sources**
Lasers, Flash Lamps, LEDs, SLEDs
- **Optics**
Acousto-Optics, Collimators, Lenses, Fibers, Patchcords
- **Detectors**
Photomultipliers, Photodiodes, X-Ray/UV Detectors
- **Spectroscopy Components and Instrumentation**
- **Optical Amplifiers**
- **Test Systems / Polishers / Splicers**

amsTECHNOLOGIES

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WHERE YOU CAN FIND US

Headquarters Germany

AMS Technologies AG
Mönchweg 10
Löffelhardt
Phone: +49 (0)89 899 77-0
E-Mail: info@amstechnologies.com

Offices

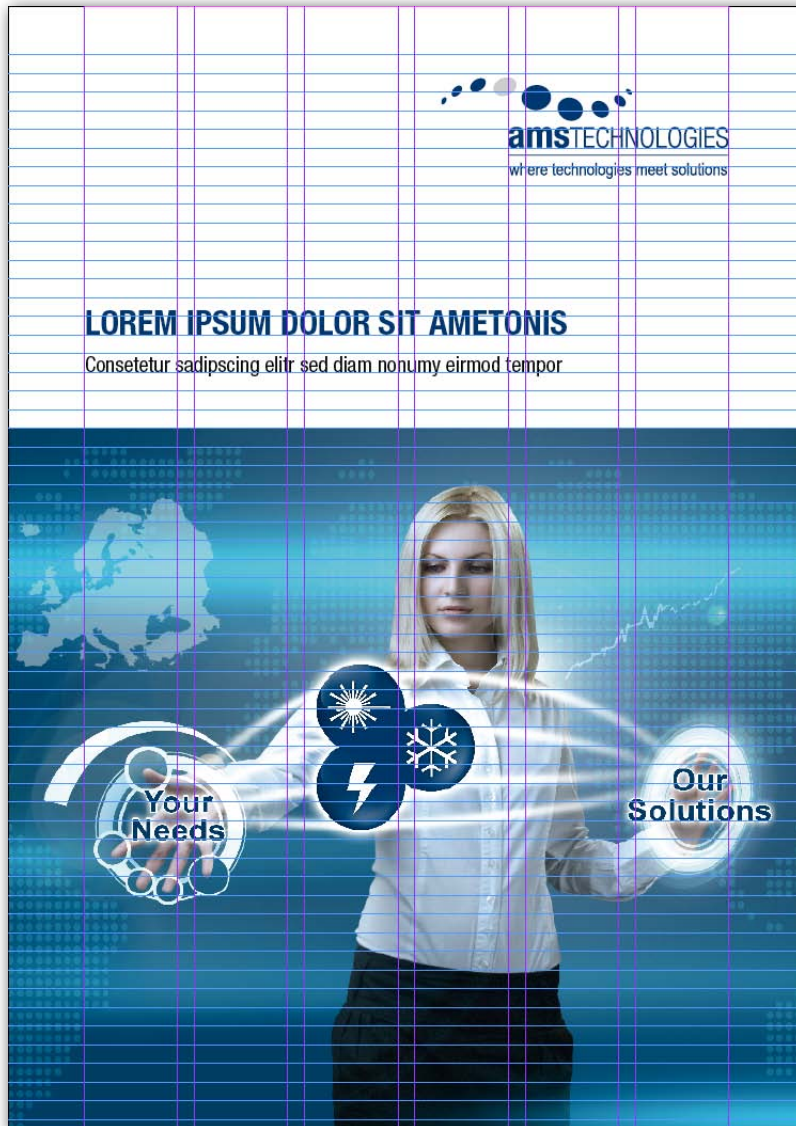
UK AMS Technologies Ltd. Littleworth Phone: +44 (0)1455 556360 E-Mail: uk_info@amstechnologies.com	Spain AMS Technologies Spain S.L. Barcelona Phone: +34 93 380 8420 E-Mail: e_info@amstechnologies.com
France AMS Technologies S.A.R.L. LES SAÛS-COÛTES Phone: +33 (0)1 64 86 46 0 E-Mail: fr_info@amstechnologies.com	Nordic AMS Technologies Nordic Linderoth Phone: +47 913 14 401 E-Mail: nordic_info@amstechnologies.com
Italy AMS Technologies S.r.l. Legnano (MI) Italy Phone: +39 0331 596 693 E-Mail: it_info@amstechnologies.com	

amsTECHNOLOGIES

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2. PRINT & OFFICE | BROSCHÜRE

Raster Titel



Ränder

Oben: 0 mm

Links: 20 mm

Unten: 0 mm

Rechts: 20 mm

Spalten

Anzahl: 6

Steg: 4,5 mm

2. PRINT & OFFICE | BROSCHÜRE

Raster Innenseite (links)



Ränder

Oben: 0 mm Links: 20 mm
 Unten: 20 mm Rechts: 30 mm

Spalten

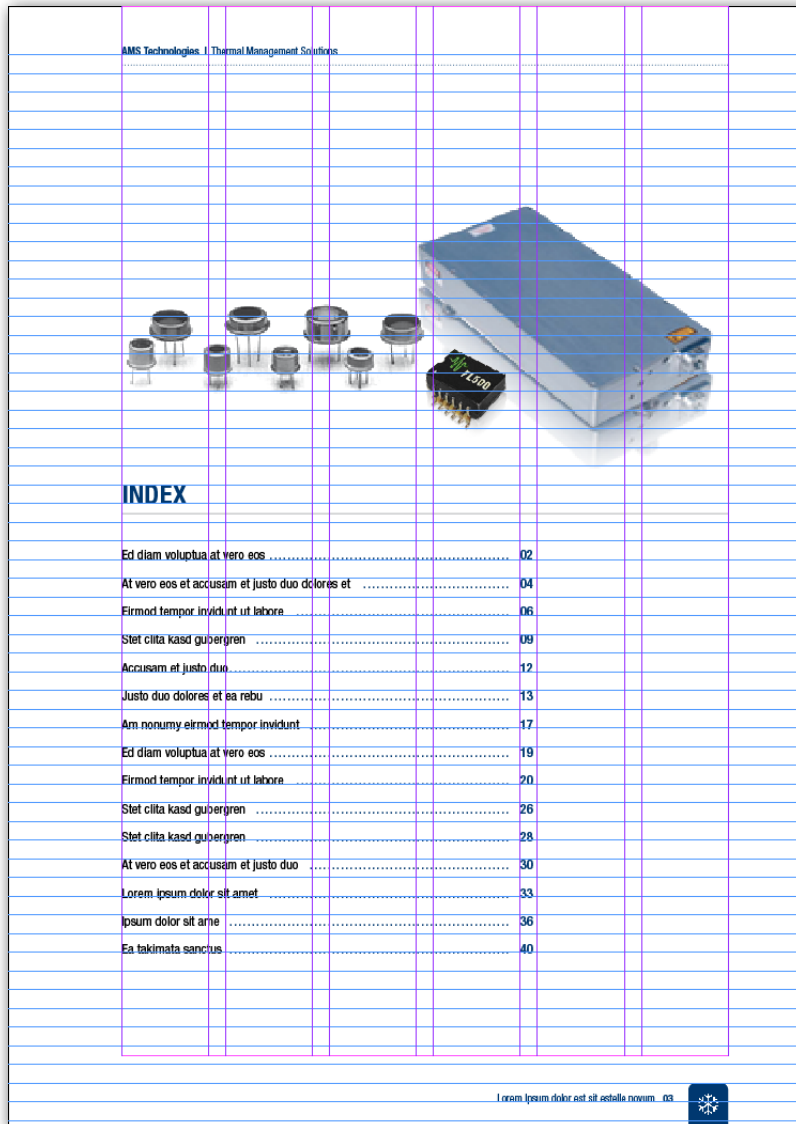
Anzahl: 6 Steg: 4,5 mm

Grundlinienraster

Anfang: 12,7 mm Einteilung alle: 14pt

2. PRINT & OFFICE | BROSCHÜRE

Raster Innenseite (rechts)



Ränder

Oben: 0 mm

Links: 30 mm

Unten: 20 mm

Rechts: 20 mm

Spalten

Anzahl: 6

Steg: 4,5 mm

Grundlinienraster

Anfang: 12,7 mm

Einteilung alle: 14pt

2. PRINT & OFFICE | BROSCHÜRE

Titel Company



1 **Headline:** Helvetica Neue 77 Bold Condensed, 25pt, AMS blau

2 **Subheadline:** Helvetica Neue 77 Bold Condensed, 16pt, AMS blau

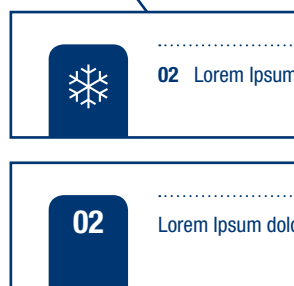
Titel für bereichsspezifische Broschüren (Optical Technologies, Power, Technologies, Thermal Management)



2. PRINT & OFFICE | BROSCHÜRE

Auf den folgenden Seiten befinden sich Innenseitenlayouts am Beispiel einer sowohl bereichs- als auch herstellerspezifischen mehrseitigen Broschüre (Thermal Management, Webra).









- 1 **Headline:** Helvetica Neue 77 Bold Condensed, 20pt, AMS blau
- 2 **Einleitung:** Helvetica Neue 77 Bold Condensed, 10pt, AMS blau
- 3 **Copy:** Helvetica Neue 57 Condensed, 9pt, Schwarz



Bei einer nicht bereichsspezifische Broschüre wird das Icon durch die Seitenzahl ersetzt.

2. PRINT & OFFICE | BROSCHÜRE

Produktspezifische Anwendungsübersicht

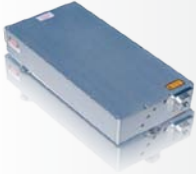
<p>AMS Technologies Thermal Management Solutions </p> <hr/> <h3>LOREM IPSUM DOLOR SIT CONSET</h3> <p>Undandaeperum haerum re voluptant expedit aut omittit lam lab in eum et ommodipsa qui ut labore et dolore magna aliquyam erat. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt:</p> <div data-bbox="284 728 507 869"><p>Lorem ipsum dolor sit amet Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.</p></div> <div data-bbox="284 884 507 1025"><p>Lorem ipsum dolor sit amet Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.</p></div> <div data-bbox="284 1041 507 1182"><p>Lorem ipsum dolor sit amet Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.</p></div>	<div data-bbox="922 728 1145 869"><p>Lorem ipsum dolor sit amet Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.</p></div> <div data-bbox="922 884 1145 1025"><p>Lorem ipsum dolor sit amet Consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum.</p></div>
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2. PRINT & OFFICE | BROSCHÜRE

Produktübersicht

AMS Technologies | Thermal Management Solutions **WERRA**

W-109-70-9-26

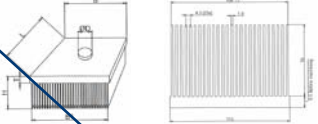


Product Highlights

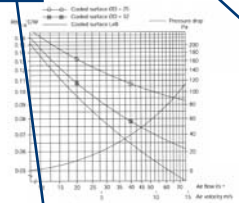
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Product Dimensions

L = 100
H = 78
B = 112
B1 = 112
T = 8

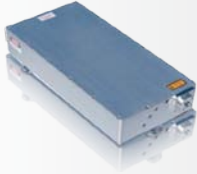


Performance L=100



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W-172-62-13-24

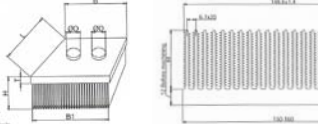


Product Highlights

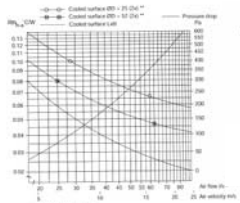
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Product Dimensions

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B1 = 112
T = 8



Performance L=100



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 **Performance L=100**

 **Product Dimensions**

2. PRINT & OFFICE | BROSCHÜRE

Rückseite



WHAT CAN WE DO FOR YOU?
Please contact us for further information

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- Optical Technologies
- Power Technologies
- Thermal Management


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2. PRINT & OFFICE | DATA SHEETS

1seitig



1 LOREM IPSUM DOLOR SIT AMET CONSETETUR



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Part Number	Cap (#D)	Rated Voltage (kV)	Energy (kJ)	Peak Current (kA)	RMS Current (A)	Approx. ESS (µs)	Rating Life (Shots)	Energy Density (Jcc)
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0
3283CM2640	64000	5.65	255	280	240	900	1,000	2.0




2 Key Features & Highlights

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1 **Headline:** Helvetica Neue 77 Bold Condensed, 16pt, AMS blau

2 **Subline:** Helvetica Neue 77 Bold Condensed, 11pt, AMS blau

3 **Copy:** Helvetica Neue 57 Condensed, 9pt, Schwarz



Je nachdem welchem der drei Bereiche das Produkt angehört, werden die anderen beiden Icons auf 50% Transparenz gesetzt.

2. PRINT & OFFICE | DATA SHEETS

2seitig, mit Herstellerlogos



amstechnologies
where technologies meet solutions

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	PCP-17	PCA-20	PCA-07	PBZ-0204
Input Voltage	63x75	63x75	3.5 kg/pc	200
Output Power	63x75	63x75	3.5 kg/pc	200
Output Voltage	63x75	63x75	3.5 kg/pc	200
Stability	63x75	63x75	3.5 kg/pc	200




Ateo moe nusea munaeri

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	PCP-17	PCA-20	PCA-07	PBZ-0204
Input Voltage	63x75	2.300	3.5 kg/pc	200
Output Power	63x75	2.300	3.5 kg/pc	200
Output Voltage	63x75	2.300	3.5 kg/pc	200
Stability	63x75	2.300	3.5 kg/pc	200
Output Voltage	63x75	2.300	3.5 kg/pc	200
Output Power	63x75	2.300	3.5 kg/pc	200
Stability	63x75	2.300	3.5 kg/pc	200
Input Voltage	63x75	2.300	3.5 kg/pc	200




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2. PRINT & OFFICE | POSTER

Format: 841 x 594 mm (DIN A1)



2. PRINT & OFFICE | MESSESTAND

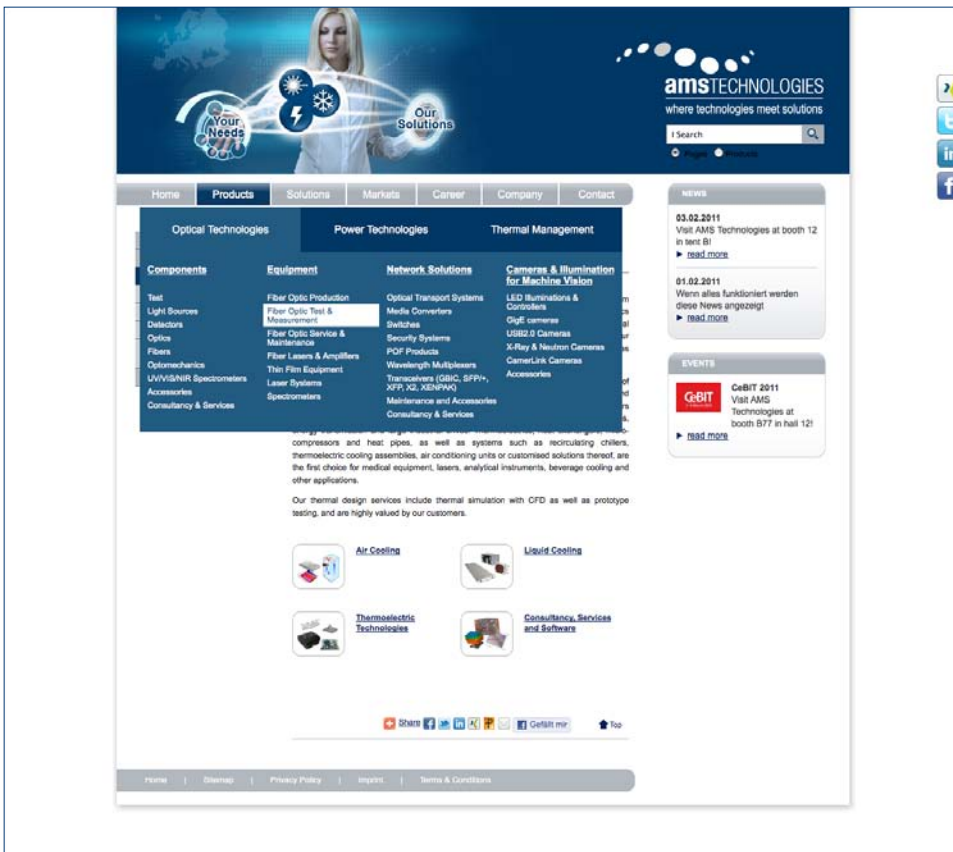
Beispiel Aufteilung & Gestaltung der Messepanels



3. ONLINE



3. ONLINE | WEBSITE





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