Siemens logo

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The logo

Our logo is a word mark. The current design was created specially for Siemens in 1991 by the designer Pierre Mendell. The seven letters in the founder’s name, Siemens, constitute a formal unit. The Siemens logo is copyrighted worldwide. The original shape and color are therefore binding and must never be distorted or altered.

In our updated corporate design, we mostly place the Siemens logo in a vertical Siemens layer. You can find detailed information about this here:

The logo/layer form

Logo colors

In all media, our logo must be used in the color petrol. This gives a consistent and unique appearance to the Siemens brand presence.

Color values of the logo color petrol

Only in a few instances where technology makes it difficult to print the logo in color (e.g., in single-color print media) is it allowed to print the logo in black.
The logo may only be printed in white in situations where neither petrol nor black is feasible (e.g., on colored textiles or merchandise). Other logo colors are not permitted under any circumstances. The color petrol is reserved exclusively for the Siemens logo.

**Protection zone**

The logo must be given a prominent position with plenty of surrounding space on a page or a surface. It must always be clearly legible and in harmony with the other design elements. For this reason, the logo has a defined protection zone that must remain empty: All the way round the logo, there must be free space equal to at least the logo's cap height. This simple and fundamental rule is easy to apply in any context.

This protection zone is the minimum free space that must be left around the logo – leave more free space whenever possible. For more details about the logo protection zone, see the guides on specific media and applications.

**Written form of “Siemens”**

In contrast to the Siemens logo, the name Siemens is always written with the first letter capitalized and the remaining letters in lower case – in headlines and body copy, in organizational terms, and elsewhere.

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Quipis nulla commodiat dolore minvel eum irrit prat. Sandio od eu faci blamconulla faci telum adipis nonse velestie vendre molore dolor susto ea commoloreet aliquam essed enim veliquisiam consed dolore Siemens faccum sandre mind henturo luptatie facip et, quipsam sandre con hendreit nulpum nummodo molumsa dolorei vel et el in volor eu faci blamconulla.
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Written form of “Siemens”
Names, marks and symbols

No other symbols may be placed alongside the Siemens logo.

This is why Siemens generally uses no graphical symbols of any kind. This basic policy is consistent with the monolithic character of our brand. The Siemens logo is the only symbol used to communicate the Siemens brand. We are a branded house, not a house of brands.

Product and service names

These are still governed by official and binding requirements laid out in V Circular 4/2011 and in Siemens’ basic branding principles. For example, product and service names are only set in the Siemens typeface, without any form of graphical elements, in other words without additional symbols, marks or other visuals.

Product and service names that can be spoken as words are set in the Siemens typeface with an initial capital followed by lowercase (examples: Sofis, Sibest, Eurosprinter).

Product and service names that consist of the initial letters of several words but cannot be pronounced as a word are written in capitals (example: TIA, for Totally Integrated Automation).

New product and service names must be approved by the relevant specialist departments. New names must not just be written correctly, they must also be consistent with the wider nomenclature in a given field. In the majority of cases, it is worth registering names even though this involves research into brand and name rights. And at the end of the day, names and acronyms need to be effective from a communications perspective.

Project and campaign logos

Situations will arise from time to time that call for exceptions to be made. Logos for our top+ initiatives are a case in point. Exceptions like these must naturally be coordinated with Siemens branding.

The same principle applies here as elsewhere in that these logos must be designed and used in such a way that they do not compete with the Siemens logo. This is achieved by going for a low-key design and appropriate coloring, placement and size. On no account must they be placed near the Siemens logo. The same applies to product and service names and to all organizational unit names.

The Siemens logo is our foremost identifying mark and must always be given the prominence it deserves.

Co-branding

Sometimes, the logo has to be used alongside other logos and marks – for example, at retail outlets and in sports sponsorship.

» Sales partner branding

» Sponsorship
In this case, you must always ensure that our logo stands a sufficient distance apart from other symbols. In this context, too, we aim to use the Siemens logo in its distinctive shade of petrol as far as possible. The relationships between the individual symbols and the implied importance and rank are reflected in their size, order, color, and placement in relation to one another.

We use the Siemens logo in the color petrol in all such contexts.

If you have any questions on implementing co-branding, please contact:

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**The logo/layer form**

In our new corporate design, the Siemens logo is used predominantly in combination with the vertical layer.

The logo and layer are used together as a unit. This unit is called the logo/layer form.

The Siemens logo is the only thing that may be placed on the white layer: no tagline or other elements may be added.
The logo/layer form is available for download in EPS format in various versions. Note that it must always be scaled "as is" to the desired final size. Our standard InDesign templates already contain the logo/layer form; it must not be altered in any way.

Downloads

The logo/layer form as a combined layout element (consisting of the vertical layer, logo and bleed)

Placement on images

When placing the logo/layer form on an image, choose the image with care: It must contrast well with the logo/layer form on all sides, and the logo/layer form must be placed on an area of the image without lots of detail.

The logo/layer files are available under the “Downloads” tab.

You can find additional information on the logo/layer form here:

The five-level model

The size of the logo/layer form depends on the format of the medium in which it is used. A scaling factor (a percentage) is defined for each format.

You can find detailed information concerning the application of the logo/layer form in the corresponding guidelines.

Advertisements

Brochures & flyers
The five-level model

The five-level model describes the basic variants in the way the Siemens logo is used:

Level 1: The logo in a vertical layer

The preferred way of incorporating the Siemens logo is to combine it with a vertical layer (as the logo/layer form). This is the case in the following media and fields:
Brochures and flyers, advertisements, posters, outdoor advertising, packaging, web design, and graphical user interfaces (GUIs)

Level 2: The logo in a horizontal layer

In certain media, we use the horizontal variant of the logo/layer form. These include the following:
Magazines, newspapers & newsletters, books, job advertisement, exhibition design, audiovisual media, Word applications

Level 3: The logo in a white square

If Siemens is only a partner organization in a particular context, the logo is simply placed in a white square. Examples include:
Partner branding and sponsored supplements

Level 4: The logo in white space

In certain instances, the logo may be placed in white space. These include:
Stationery, vehicles, orientation systems, and merchandising

Level 5: Special cases

In product design, the color and properties of the material to which the logo is applied may call for special, nonstandard solutions (see Product Design).

Level 1: The logo in a vertical layer

The preferred way to incorporate the Siemens logo is in a vertical layer.
Layer 1: Schematic of a design with a vertical layer

The vertical layer always extends down into the layout from the top; in print media, it aligns on the left with the type area. The logo is located near the lower left corner of the layer's upper area. The layer contains no other elements. Our templates already contain the correct logo/layer form; it must not be altered.

Note: Our rules on packaging design allow the lower part of the layer to be extended to contain product information. However, the logo is always placed on its own in the upper part of the layer.

You can find additional information on the Siemens layer in the following guidelines:

- Advertisements
- Brochures & flyers
- Posters and outside advertising
- Exhibition design
- Packaging
- Web Media
- Graphical user interfaces (GUI)

Level 2: The logo in a horizontal layer
In certain media, we use the horizontal variant of the layer. The horizontal layer is always located in a prominent position within the layout; in multiple-page publications, it is placed on the front page or cover. The layer extends into the layout from the right-hand side. The exact position of the logo within the layer and the logo’s size will depend on the specific context and medium.

General rules:

- The logo must be placed at a distance equal to at least the logo cap height from the bottom or right-hand edge of the layer (to create a protection zone). The logo must also be at a distance equal to at least 3.5 times the cap height from the left-hand edge of the layer to ensure it is positioned asymmetrically.
- The logo must always be located toward the layer’s lower right corner.
- If the layer contains text in addition to the logo, the text must always be placed so that it does not encroach on the logo’s protection zone.
- In contexts where readability at a distance is important (e.g., in outdoor advertising), the logo is set in a larger size proportionally than in other contexts (e.g., brochures).

How the logo is to be used in any given context is described in the relevant corporate design guidelines.

You can find additional information on the horizontal logo/layer form in the following guidelines:

- Magazines, newspapers & newsletters
- Books
- Job advertisements
- Audiovisual media
- Word applications

**Layer 3: The logo in a white square**

In situations where Siemens is a partner organization or sponsor and the overall design differs from Siemens’ corporate design, the Siemens logo is placed on a white square (known as the branding square).

The following rules apply when creating a branding square:
The branding square is always white.

The logo is always petrol-colored. It may only be set in black as an exception if the color petrol is not possible for technical reasons.

The white square measures 30 mm x 30 mm. However, depending on the amount of text, the size may be increased if necessary to 36 mm x 36 mm.

The logo size depends on the size of the branding square. If the branding square measures 30 mm x 30 mm, the logo is 4 mm high; with a 36 mm x 36 mm square, the logo is 4.8 mm high.

The Siemens logo and body text begin at the top and the bottom of the square, respectively. You are free to choose which element goes at the top and which at the bottom.

Ensure that the required protection zones are in place, that content is spaced correctly in relation to the edges of the squares and that there is sufficient space between text and the logo.

The following spacing requirements apply:

![Branding square design variants](image)

Branding square design variants (x = logo height)

- [Branding square template](#)
- [Branding square Word template and document](#)

The design and placement of the branding square is essentially similar to the design of Siemens eye-catchers:

You can find detailed information on the design of Siemens eye-catchers in the following guidelines:

- Partner branding
- Sponsored supplements
Level 4: The logo in white space

If a Siemens layer or white square is not an option, the logo can be placed in white space.

Given the great breadth of possible contexts, we can’t provide exact specifications on how to position the logo. However, you should always pay attention to the following:

- If sufficient space is available, position the logo so that it is off-center (asymmetric) rather than central (too static).
- Position the logo away from visual distractions (e.g., edges, door handles, seams, etc.).
- Always put the logo in a prominent and readily visible place to enable it to work to best effect.
- The minimum white space required around the logo is the same as the standard protection zone, in other words it should at least equal the logo’s cap height all the way round.

You can find additional information on using the Siemens logo in white space in the relevant guidelines:

- Brand principles
- External correspondence
- Internal correspondence
- Business cards
- Vehicles
- Orientation system
Level 5: Special cases

In product design, it is not always possible to comply with our general rules on the logo's color and positioning.

The Siemens logo must always be used in the color petrol if possible. However, to meet target group tastes in connection with consumer products, it may be set in black, white, silver or, if technical constraints leave no other option, shades of white or black. Ideally, the logo should consist of separate letters in a raised relief, but high-quality printing is also permissible.

The Siemens logo in petrol in raised, individual letters (left) and printed (right)

Preferably, the logo should be on a white background. If this is not suitable (e.g., because of possible discoloration through soiling), a restrained color – Siemens Stone – or a gray metal like aluminum, for example may be used instead. Avoid colorful or patterned backgrounds. Always make sure you achieve an optimum contrast between the logo and its background.

Level 5: Examples of special cases (details)

How and where you place the logo depends on the product, and given the huge variety of Siemens products, it's impossible to define exactly how to do so.
Our guidelines on product design explain how we prefer the logo to be positioned on products:

- Product design