CORPORATE DESIGN

Guideline
Date: Oct. 26, 2021

rafi-group.com

RAFI

Introduction

Dear RAFI Team,

We are all responsible for the RAFI brand. We want RAFI to stand out as an innovative, sustainable, and modern company. Essential for this is a consistent image both internally and externally. Our Corporate Design has been created to ensure this. It includes a uniform logo as well as clearly defined colors and fonts. Our Coporate Design is a part of our Corporate Identity.

This guideline will support everybody who works on the presentation of the RAFI brand. All the basic elements and use examples shown are binding for the design, conception, and production of all communication materials. These include our stationery, documents, presentations, advertising, packaging, website and product design.

The consistent and uniform implementation of our Corporate Design by all RAFI Group employees ensures a high level of recognition, both externally and internally. Our aim is to create a uniform and positive public image as well as a corresponding identity within the RAFI Group.

This guideline contains all the rules you must follow. Everybody is individually responsible for implementing them. Corporate Marketing (WM) will support you and answer any questions you may have.

An effective corporate design should continually develop. That is why we will regularly check and update this guideline and any extracts from it.

If you have any questions, please contact:

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CEO

Lothar Arnold
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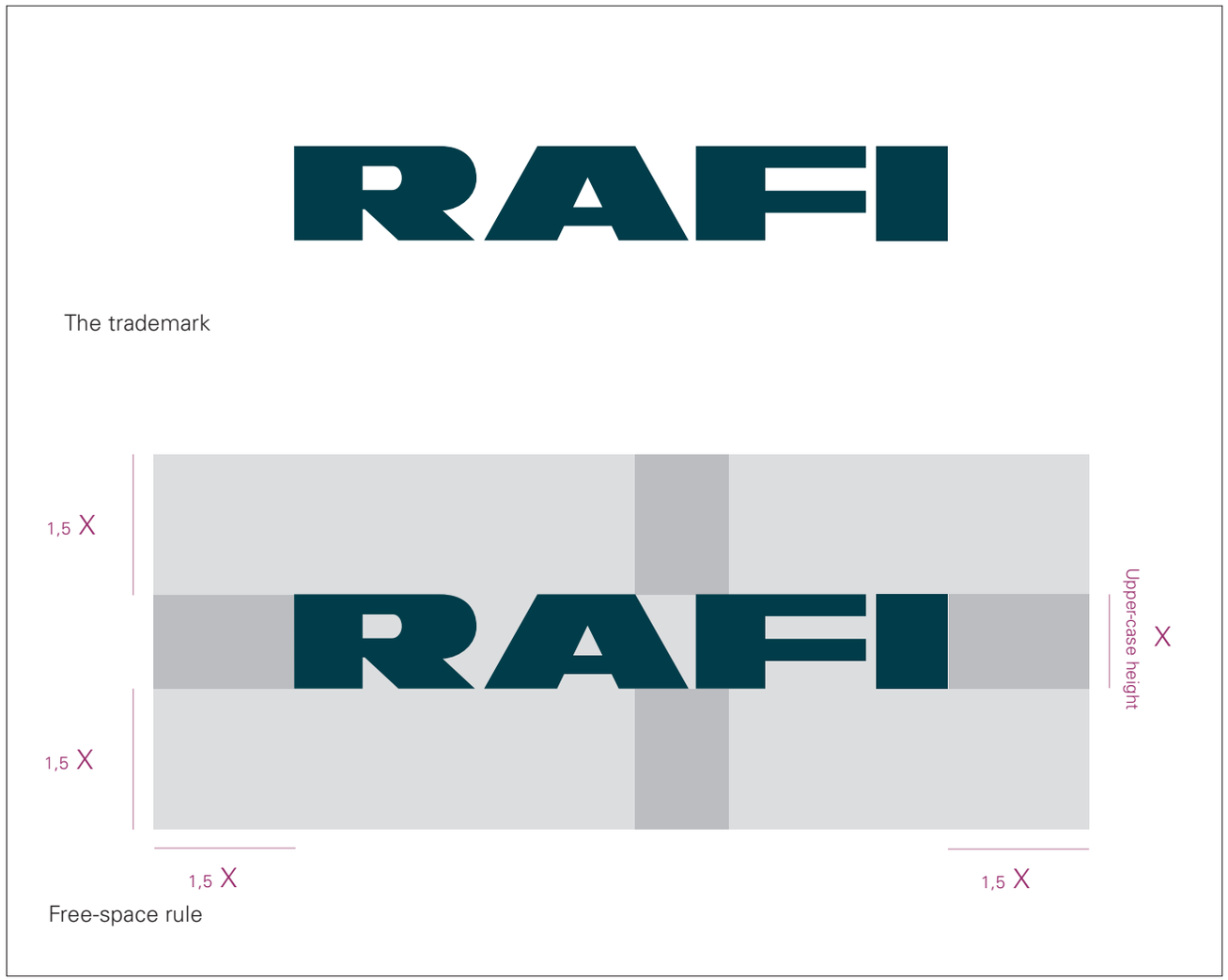
Trademark

Fixed logo

Color
The trademark appears in ocean blue on a white background. The trademark must not be changed. Exceptions are possible in special cases, however they must be cleared in advance with Corporate Marketing.

Positioning
As a rule, the trademark is positioned on the right of the document. Exceptions are documents that require different positioning, e.g. websites (top left). However, this must be cleared in advance with Corporate Marketing.

Free-space rule
Always leave the required free space. Exceptions are possible, e.g. in internal RAFI documents. However, this must be cleared in advance with Corporate Marketing.



Trademark

Correct use

Permitted modifications of the trademark for use on dark backgrounds or for b/w applications.

on light backgrounds
Color: ocean blue

on dark backgrounds
Color: white

Black-and-white applications
Color: black

Trademark

Incorrect use

The trademark must not be colored or used at an angle (except for an angle of 90° after clearance with Corporate Marketing). Additional graphical elements are also not permitted. The trademark must always be in good contrast to the background. Do not use the logo in continuous text.

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The brand claim

Fixed logo

The claim must not be changed. If the claim is mentioned in continuous text, do not use the fixed logo, but integrate the claim in the normal text.

In French-language versions, the English claim is used and the French translation "Gardez le contact" is added in the document.

Use of the claim:
The claim is mandatory on:
- Stationery
- Business cards
- Image brochures
- HR brochures

The claim is optional on:
- Product brochures
- Promotional gifts
- Official Word/Excel documents

Pantone®
551 C

If you want to use the rasterized claim in Pantone, you must clear this with Corporate Marketing in advance.

GET IN TOUCH

Positive
Color: ocean blue

GET IN TOUCH

Negative
Color: white

GET IN TOUCH

Rasterizing in combination with the RAFI logo
30% ocean blue

GET IN TOUCH

Exception
Color: black

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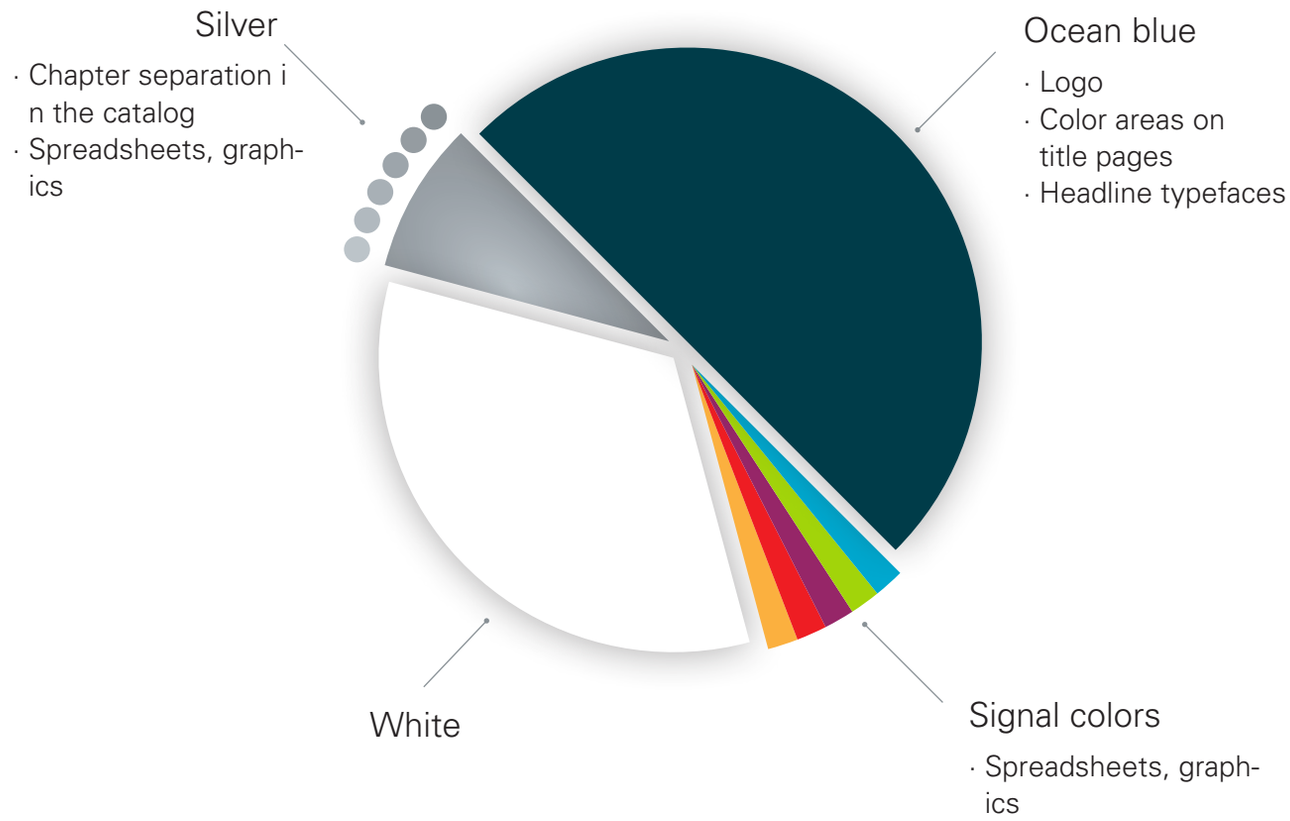
Color

Overview

RAFI's primary colors (corporate colors) are ocean blue and white.

The secondary color is silver. This color can be used in various rasterizations.

Orange, red, violet, green and blue are used as signal colors.

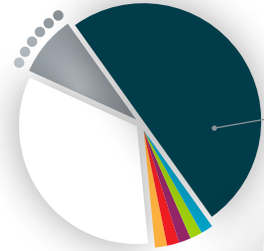


Color

Definition of ocean blue and silver

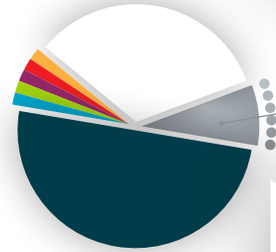
Ocean blue plays a central role in communication. It is used for the logo, headlines, and color areas.

The secondary color silver and its rasterizations are used as a structuring color. Silver organizes and structures content and creates hierarchies for better visual orientation.



Ocean blue

RAL	Pantone®	CMYK	RGB
5020	316 C	100|0|20|80	0|53|70



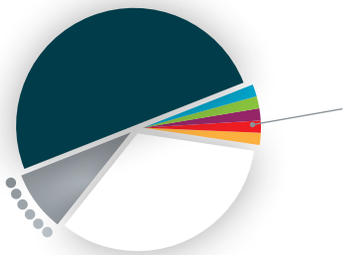
Silver

RAL	Pantone®	CMYK	RGB
7046	430 C	5|0|0|50	160|162|164

CMYK	RGB
5|0|0|45	170|172|175
5|0|0|40	179|182|184
5|0|0|35	188|190|193
5|0|0|30	196|199|202
5|0|0|25	206|209|212

Color

Definition of signal colors



Signal colors

The signal colors are only used in information graphics and even then only if more colors are necessary in addition to the primary and secondary colors.

CMYK 50|0|100|0	CMYK 80|5|10|5	CMYK 0|35|85|0	CMYK 0|100|100|0	CMYK 20|90|10|30
Pantone® 375 C	Pantone® 312 C	Pantone® 143 C	Pantone® 485 C	Pantone® 7648 C
RGB 169|201|56	RGB 95|169|209	RGB 230|189|76	RGB 208|81|86	RGB 173|107|144

Color

Product-specific secondary colors

Signal colors

Other product-specific colors can be used after clearance with Corporate Marketing.

KIS.ME
PETROL

CMYK	RGB	PANTONE	RAL	Hex
80|0|30|0	0|173|186	3125	5018	# 00adba

KIS.ME
ANTHRACITE

CMYK	RGB	PANTONE	RAL	Hex
20|0|0|90	49|56|60	432	7016	# 31383b

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Font

Corporate font

The font is a style-defining element of our Corporate Design. The RAFI corporate font is Univers.

To create a clear, simple typographic aesthetic, we use a limited number of font styles.

Headline
Univers 75 black is used for headlines.

Subline
Univers 65 bold is used only to set special accents in sublines and titles on information graphics.

Text
Univers 45 light is used for text.
As an exception, Univers 55 Roman is also used in advertisements

Headline

Univers 75 black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 ,.-

Subline

UNIVERS 65 Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 ,.-

UNIVERS 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 ,.-

Text

UNIVERS 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 ,.-

Font

System font

System fonts
If Univers is not available, only work with Arial instead. You can use Arial bold in headlines. No other Arial versions are permitted.

Headline

ARIAL FETT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 ,.-

Text

ARIAL

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 0123456789 ,.-

Font

Use

Example of use of the various fonts in text with Univers.

RAFIX 22FSR

Härter im Nehmen, besser unter Druck.

Ehendita dit aditatur? Ecerumquam ut voluptionse.Ga. Pitiaspelit eium fugit, sequis re peliquid ullabore que et que peria et audam quia quae. Ut aut doluptat doluptatis accus. Ectiasi taectur sim fugit enis es as vent eost magnita cusam net audipsa atis archillore cora sumquatur? Magnient que dit, cuptibusEllab idunt evenet harchilitate num hit quossim posaepuda dunt re nus volorEstrum evellam quo doluptat res core aut recullab in estis prat resequis nes sed mosandestrum non non corehen ihillabo. Facea illaccus iundita tentiam aborrunt dignisciis et a dBitatiore perianit oditae est, con expedi offic tesequas qui se posanda cone quistia conet labo. Culless imendus nostrum cumetur as aut acesequo et quam sus dellam fugit as ducid mo blandit, anditatem et rem es mi, vent hillabo. To eatiore rnatqui officias mo exerrovid quiamus doluptia cuptaer ruptae et inctis voluptatur?

Example of use of the various fonts in text with Arial.

RAFIX 22FSR

Härter im Nehmen, besser unter Druck.

Ehendita dit aditatur? Ecerumquam ut voluptionse.Ga. Pitiaspelit eium fugit, sequis re peliquid ullabore que et que peria et audam quia quae. Ut aut doluptat doluptatis accus. Ectiasi taectur sim fugit enis es as vent eost magnita cusam net audipsa atis adit, anditatem et rem es mi, vent hillabo. To eatiore rnatqui officias mo exerrovid quiamus doluptia cuptaer ruptae et inctis voluptatur?

Font

Font sizes, definition / typography

Advertisements, A5

Headline:	34 pt, upper case, bold, white or ocean blue
Subheadline:	12 pt, white or ocean blue, normal
Claim:	A4 300x100 mm

Brochures

Title:	max. 54 pt, upper case, bold, white or ocean blue
Subheadine, title page:	15 pt, white or ocean blue, normal
Headline, table of contents:	34 pt, upper case, bold, white or ocean blue
Subheadline, table of contents:	15 pt, white or ocean blue, normal
Claim:	A4 300x100 mm

Internet

Headline:	34 pt, upper case, bold, ocean blue (alternatively white)
Subheadline:	18 pt, optionally upper case, normal, ocean blue (alternatively white)

Newsletter

Headline (intro):	18 pt, normal, white
Salutation:	16 pt, bold, ocean blue
Chapter headings:	16 pt, upper case, normal, ocean blue
Claim:	yes

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Visual language

Overview

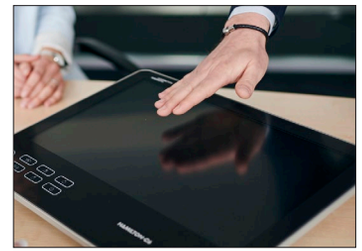
RAFI images should be authentic, clear and high-quality. They should contain a mix of sharp focus and out-of-focus elements, and show a clear image. They must present dynamic perspectives.

From the general view to the close-up shot, the images focus on products, human-machine interaction, and employee-customer interaction.

Product communication
Shows the products and/or their benefits in direct or indirect form.

Human-machine communication
Illustrates comfortable handling, clear structure, and quality.

Employee-customer communication
Shows friendly cooperation, strong customer relationships, and the service RAFI offers.



Product communication
The focus is on the products

Human-machine communication

Employee-customer communication

Visual language

Product images must be isolated

RAFI close-up photos focus especially on the materials and high-quality processing. The viewer gains an impression of the product haptics.

Isolated products are shown puristically on a white surface. They cast a discreet shadow and reflection. This suggests a space that ideally showcases the product.

The cast shadow and reflection are Photoshopped in after the photoshoot.

Backgrounds are treated separately.
See Chapter Product communication

Application example for standard products: eCatalog

You also have the option of using shadows and reflections!

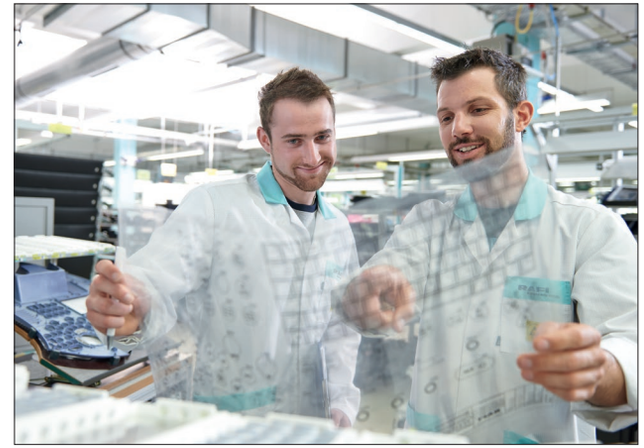
Cast shadow Reflection

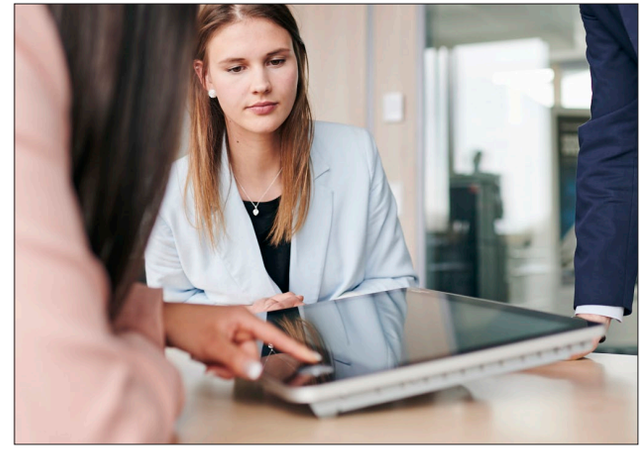
Visual language

Human-machine communication

People play an important role in the portrayal of our product world. It's all about the interaction between people and the product, including the "in touch" aspect. Touch plays an important role.

People should be selected to show a certain amount of diversity in gender, age, and origin.





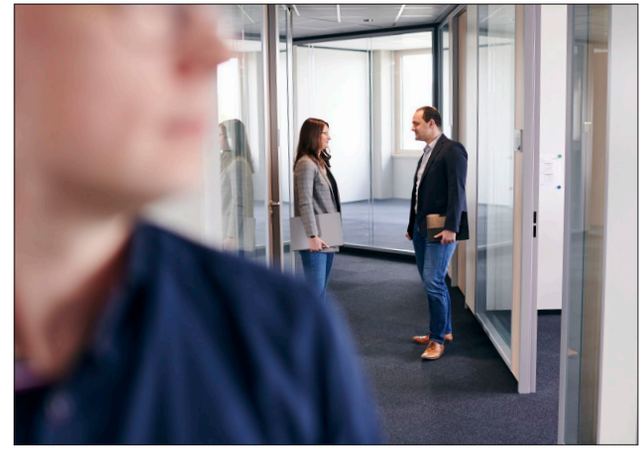
Visual language

Employee-customer communication

These images depict the friendly cooperation, the strong customer relationships, and the service RAFI offers. It's about interaction between people, sometimes shown in combination with products. Communicative situations play an important role here.

Here again, people should be selected to show a certain amount of diversity in gender, age, and origin.

Here you can again see the dynamic perspective we aim for. The photos are shot from special angles such as at an angle from above or below to deliberately create visual highlights.



Visual language

Key visual "Get in Touch"

Our current key visual shows this man, but in future the person will vary. Other people will be photographed from similar perspectives.

Use of key visual:
- Website
- Trade shows
- PPT presentations

TBD

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Information graphics

Description

Information graphics are important everyday work and communication tools.

They always focus on the essentials and present information clearly and concisely.

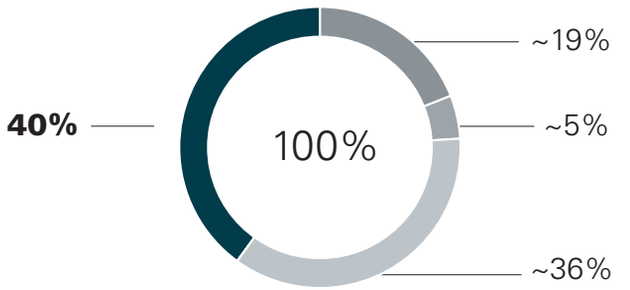
As a general rule, information graphics are kept simple. Only the most important item or information is highlighted in ocean blue, while the rest of the graphic is shown in shades of gray.

If required, the defined RAFI signal colors can also be used in information graphics.

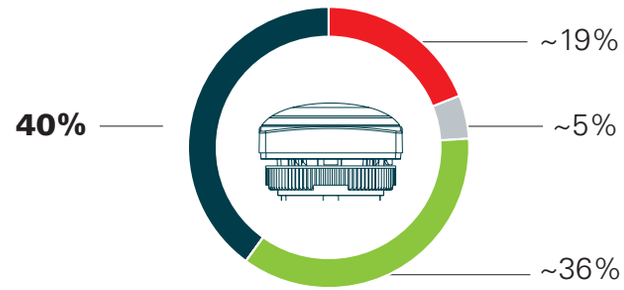
If the defined signal colors are not sufficient, additional colors can be used after clearance with Corporate Marketing.

Pie charts + doughnut charts

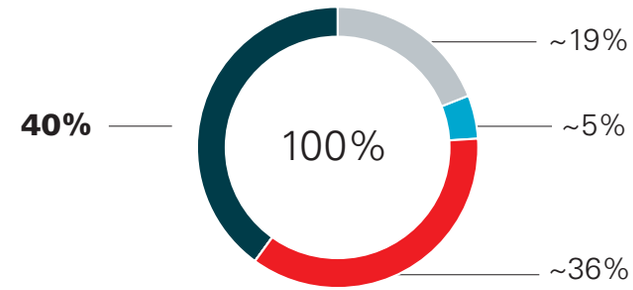
Title



Title



Title



Information graphics

Example, spreadsheet

Title
Size: 5 pt larger than highlights
Character spacing: 0 pt
Line spacing: 11 pt

Highlights
Size: variable
Character spacing: 0 pt
Line spacing: 11 pt

Continuous text
Size: min. 7 pt (clearly legible)
Character spacing: 0 pt
Line spacing: 11 pt

Title

Ri ommolec esciendae in thousand EUR	**2019**	**2020**	**2021**	Total
Ommolec esciendae Sapientis et ut reper amar	**818**	**59 146**	**10 857**	**74 749**
Imusdam corem fugitis eum	390	11 417	0	1 531
Intis voloratem sinvera sunt	421	457	5 469	11 523
Pudistrum quod maio. Nam res	58	3 547	0	8 324
Imusdam corem fugitis eumAt	87	681	15 654	822
Ugia dolut ape peles inum dolut	14 444	35 413	1 548	2 345
Turest, tent, ut quam faccusciet	456	3 514	521	1 234
Ri ommolec esciendae Sapientis et ut reperum	**123**	**12 345**	**78 910**	**12 233**
Sumqui blaccus atem faciis ideriatemque si saerit, quat	**0**	**12**	**910**	**231**

Title
Univers 45 light

Highlights
Univers 75 black

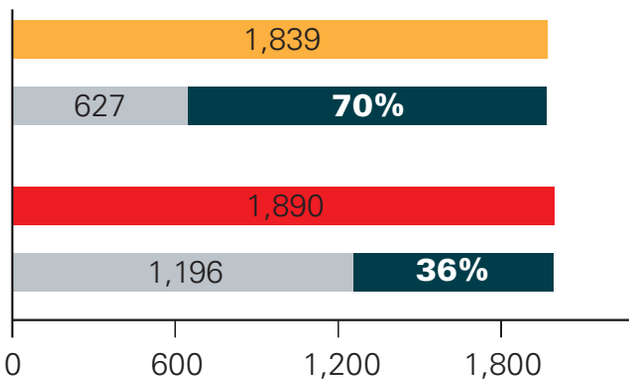
Continuous text
Univers 45 light

Information graphics

Example, graphs

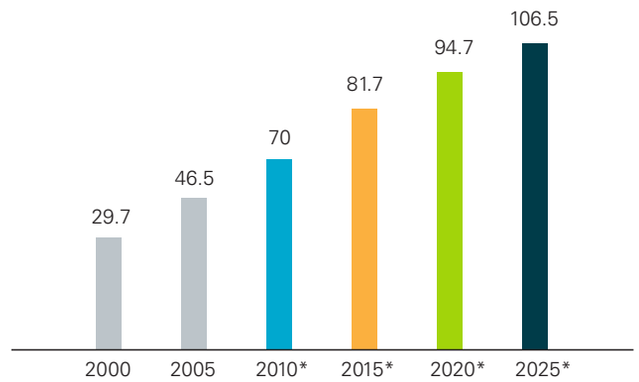
Example, horizontal bar chart

Title



Example, vertical bar chart

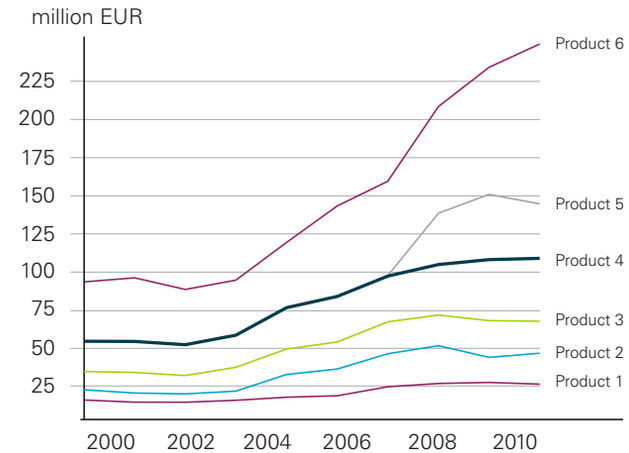
Title



* Projection

Example, curve chart

Title

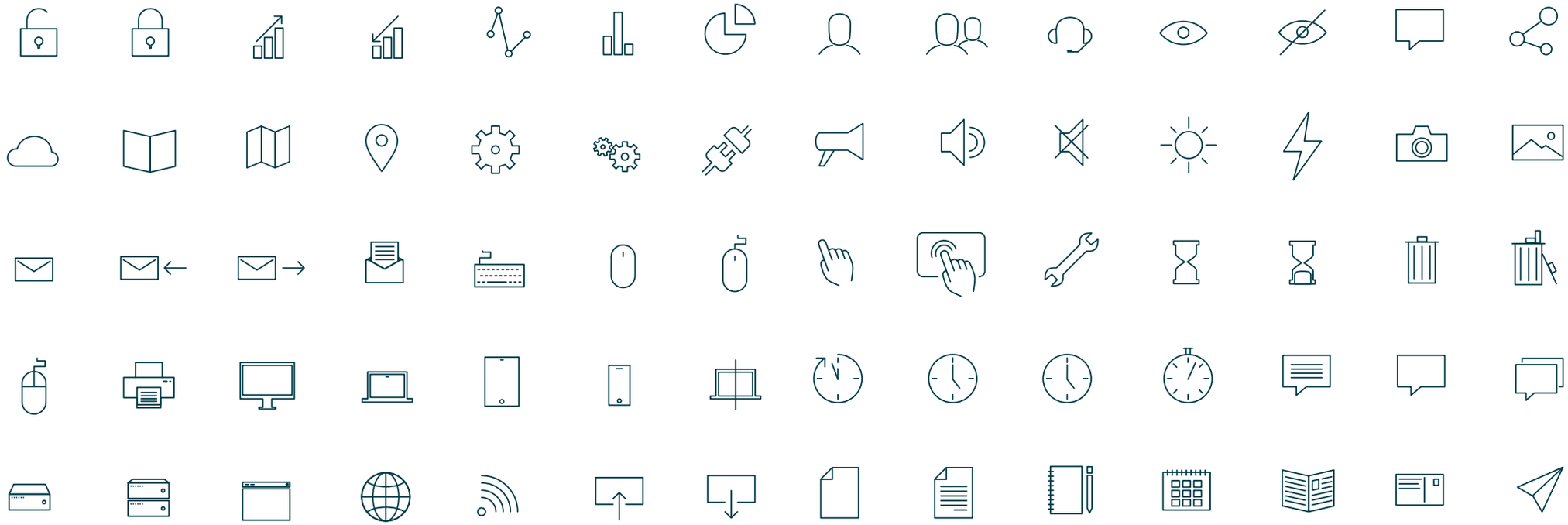


Information graphics

Icons

Available as svg, emf, eps or as Woff font.

If you require new icons, request
and create them in consultation with
Corporate Marketing.



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Applications

Business materials

Stationery, A4

Address window

Arial
Size: 7 pt

Address field

Arial
Size: 10 pt
Line spacing: 12 pt

Sender box

Arial
Size: 8 pt
Line spacing: 12 pt

Address supplements

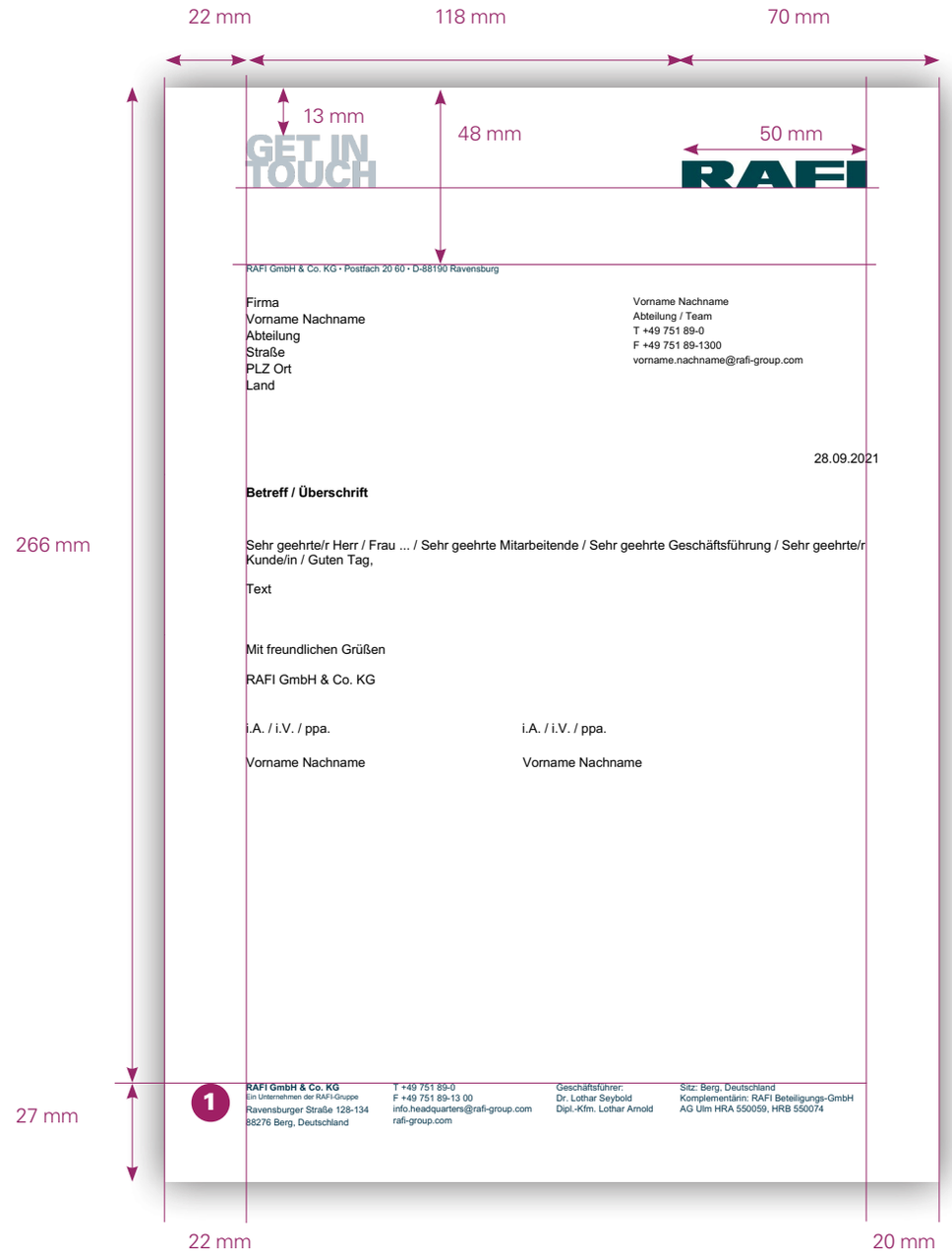
Arial
Size: 7 pt
Line spacing: 8.5 pt

Continuous text

Arial
Size: 10 pt
Line spacing: 12 pt

Date line

Arial
Size: 10 pt



1 RAFI Group designation applies for all subsidiaries

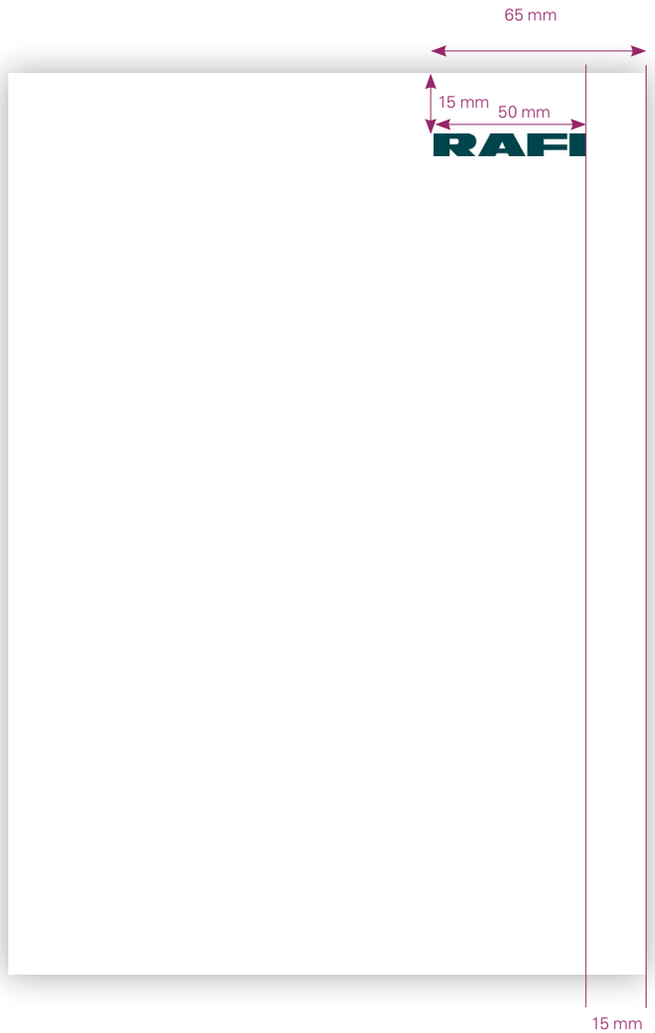
Head – address supplements
Arial 7 pt
Color: ocean blue

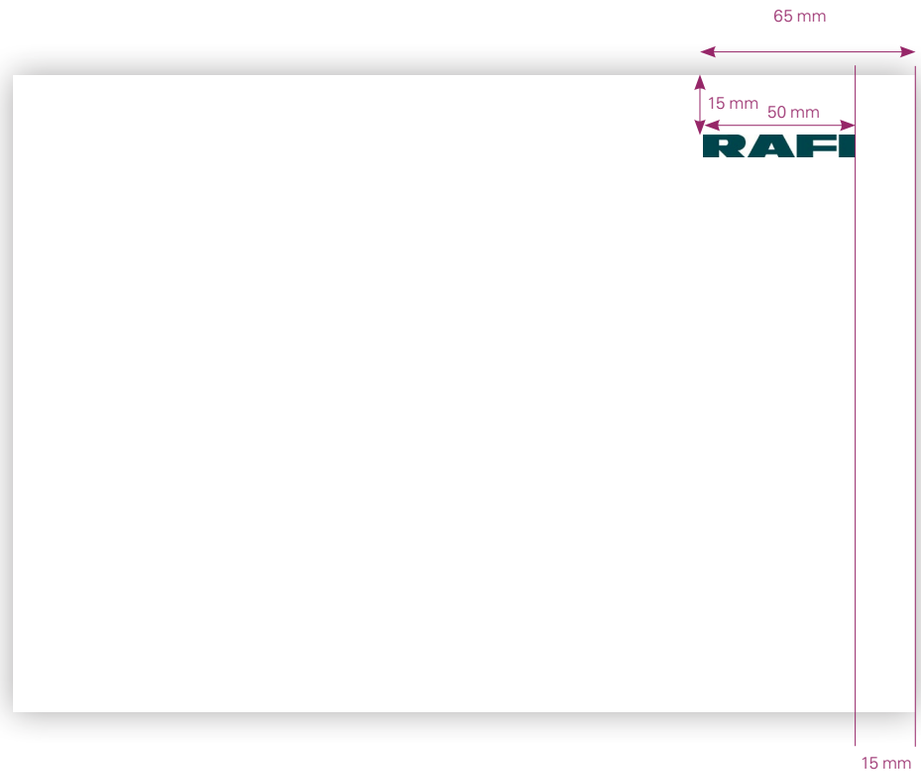
Address supplements
Arial 7 pt
Color: ocean blue

Applications

Business materials

Blank formats, A4



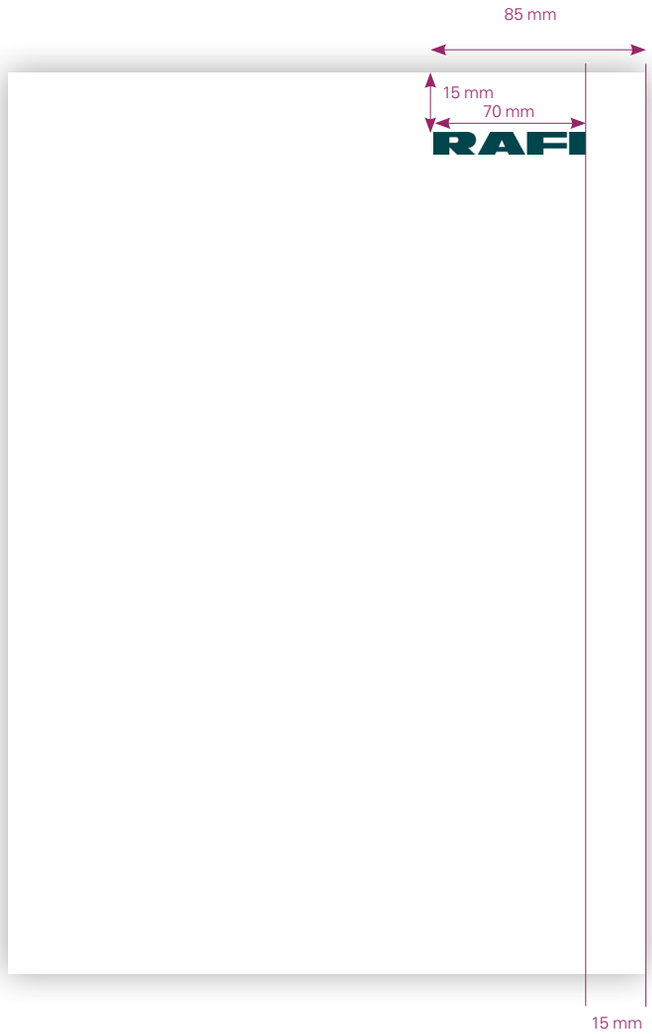


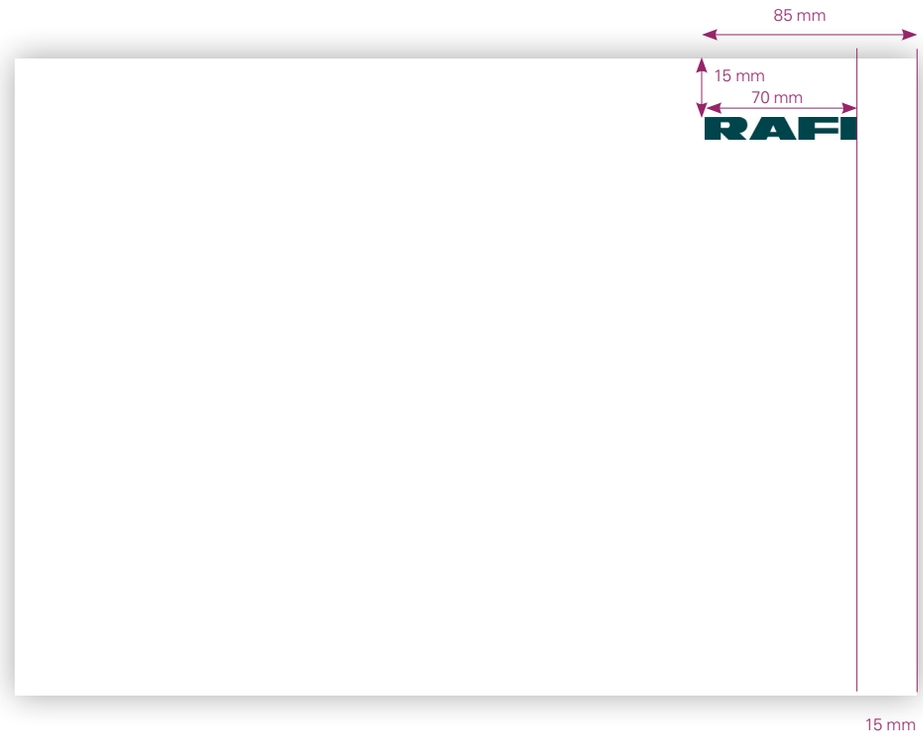
The claim can optionally be positioned at the top left. See Stationery

Applications

Business materials

Blank formats, A3





The claim can optionally be positioned at the top left. See Stationery

Applications

Business materials

Invoice, A4

Address window

Univers 45 light
Size: 7 pt

Address field

Univers 45 light
Size: 10 pt
Line spacing: 12 pt

Sender box

Univers 45 light
Size: 8 pt
Line spacing: 12 pt

Address supplements

Univers 65 bold, Univers 45 light
Size: 7 pt
Line spacing: 8.5 pt

Invoice block
Head: Arial regular 12 pt
Text: Arial regular 8 pt
Arial bold 8 pt

Minimum spacing X

Supplements: Arial regular 8 pt
Arial bold 8 pt

Continuous text: Arial regular
10 pt
Arial bold 10 pt

Invoice: Arial regular 8 pt
Arial bold 8 pt

Lines in general: 0.4 pt
Color: black

Head – address supplements
Univers 65 bold
7 pt
Color: ocean blue

Address supplements
Univers 45 light
7 pt
Color: ocean blue

Applications

Business materials

Order, A4

Address window

Univers 65 bold, Univers 45 light
Size: 7 pt

Address field

Univers 45 light
Size: 10 pt
Line spacing: 12 pt

Address supplements

Univers 65 bold, Univers 45 light
Size: 7 pt
Line spacing: 8.5 pt

Order block
Head: Arial regular 12 pt
Text: Arial regular 8 pt
Arial bold 8 pt

Continuous text: Arial regular
10 pt
Arial bold 10 pt

Order: Arial regular 8 pt
Arial bold 8 pt

Lines in general: 0.4 pt
Color: black

Head – address supplements
Univers 65 bold
7 pt
Color: ocean blue

Address supplements
Univers 45 light
7 pt
Color: ocean blue

Applications

Business materials

Business cards

Academic qualification

Univers 45 light
Size: 7 pt
Character spacing: 0 pt

Name

Univers 75 black
Size: 8 pt
Character spacing: 40 pt
Line spacing: 10 pt
Color: black

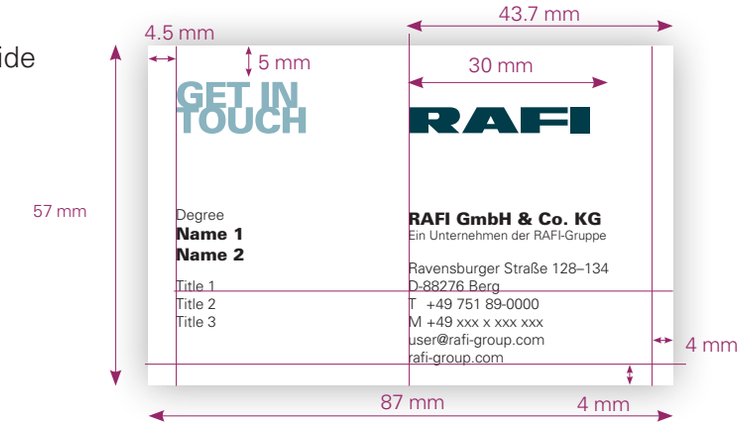
Address

Univers 45 light
Size: 7 pt
Character spacing: 0 pt
Line spacing: 10 pt
Color: black

Claim

The claim is not refined.

Front side



A longer web address or e-mail address results in an offset of 2.5 mm from the edge of the RAFI business card.

Rear side

- ➔ All business cards are printed in 2 languages: contact details in German on the front, in English on the reverse.
- ➔ Spelling in Engl. version: ss instead of ß, e.g. "Ravensburger Strasse"
- ➔ Notation of cell phone numbers: M +49 172 7 422 311, country code, 3-digit provider code, cell phone number complete without spaces

RAFI Electronics variant

Front side

Rear side

Applications

Business materials

E-mail signature

Salutation

Arial, 10 pt

Name

Arial bold, 10 pt

Department name

Arial, 10 pt

Company name + supplement

Company name
Arial bold, 10 pt

Supplement
"A RAFI Group company"
Arial, 7 pt

Address
Arial, 10 pt

Company information

Arial, 7 pt

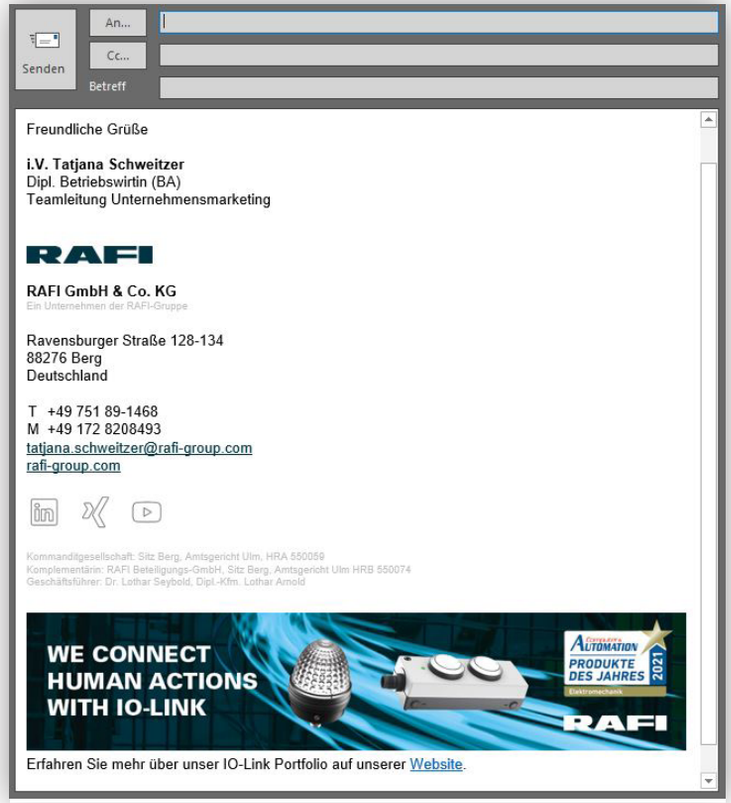
1. Freely selectable salutation
2. Signature authorization
   (i.A., i.V. or ppa. depending on authority)
3. Department, function
   (academic title is optional)
4. RAFI logo
5. Company name + supplement
   "Ein Unternehmen der RAFI-Gruppe"
   English:
   "A RAFI Group company"
6. Social media icons
7. Company information
8. Advertising banners

English version

Applications

Business materials

E-mail signature



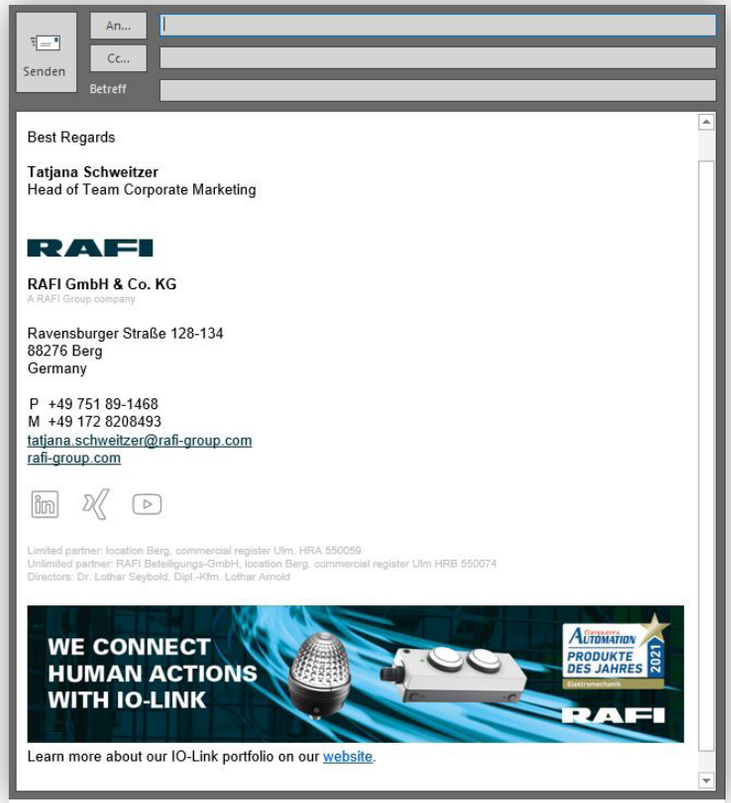
Please note:

- No further additions and supplements with text, graphics, or images are permitted.
- For communication with customers and prospective customers, Sales can use the product-related e-mail footers provided by RAFI and place them underneath the signature.
- No own e-mail footers or product images are permitted.
- Please create a German and an English version of the signature if required. It is easy to create and use them in Outlook. Signatures in two languages are not permitted.

Applications

Business materials

E-mail signature



General e-mail addresses
When creating new, general e-mail addresses, always follow the system:
area.location/country@rafi-group.com

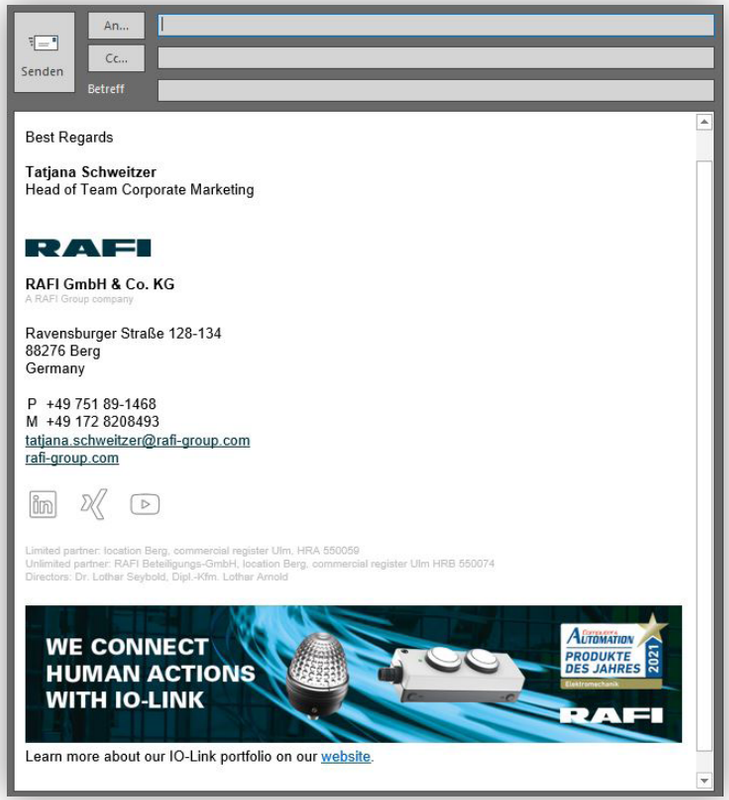
The following general e-mail addresses have been defined:

Old	New
hr@rafi-usa.us	hr.usa@rafi-group.com
hr@rafi-hungaria.hu	hr.hungaria@rafi-group.com
info@rafi-electronics.cn	info.china@rafi-group.com
info@rafi.de	info.headquarters@rafi-group.com
info@rafi-hungaria.hu	info.hungaria@rafi-group.com
info@rafi-italia.it	info.italia@rafi-group.com
info@rafi-systec.de	info.systec@rafi-group.com
info@rafi-usa.us	info.usa@rafi-group.com
info@rafi-eltec.de	info.eltec@rafi-group.com
vertrieb@rafi-eltec.de	vertrieb.eltec@rafi-group.com
vertrieb@rafi.de	vertrieb.headquarters@rafi-group.com
sales@rafi.de	sales.headquarters@rafi-group.com
invoice@rafi.de	invoice.headquarters@rafi-group.com
invoice@rafi-systec.de	invoice.systec@rafi-group.com
marketing@rafi.de	marketing@rafi-group.com
pcn@rafi.de	pcn.headquarters@rafi-group.com
pcn@rafi-eltec.de	pcn.eltec@rafi-group.com

Applications

Business materials

E-mail signature



Out-of-office notice

Vielen Dank für Ihre Nachricht.

Ich bin nicht im Büro. Ich kehre zurück am 14.09.2021
Ihre Nachricht wird nicht weitergeleitet und erst nach meiner Rückkehr beantwortet. In dringenden Fällen wenden Sie sich bitte an Max Mustermann (max.mustermann@rafi-group.com).

Thank you very much for your message.

I am out of office. I will be back on 09/14/2021
Please note that your e-mail will not be forwarded. It will be answered after my return. In urgent cases, please contact Max Mustermann (max.mustermann@rafi-group.com).

Applications

Business materials

E-mail signature

Examples of other RAFI Group companies

Mit freundlichen Grüßen

ppa. Hans-Jürgen Röhrnböck
Dipl.-Ing.(FH)
Leiter Vertrieb

RAFI

RAFI Systec GmbH & Co. KG
Ein Unternehmen der RAFI-Gruppe

Oberriedweg 40
88339 Bad Waldsee
Deutschland

T +49 7524 9728-1510
M +49 172 1394493
hans-juergen.roehrnboeck@rafi-group.com
rafi-group.com

Kommanditgesellschaft: Sitz Bad Waldsee, Amtsgericht ULM, HRA 600348
Komplementär: RAFI Systec GmbH, Sitz Berg, Amtsgericht Ulm: HRB 550744
Geschäftsführer: Peter Dornheim

Mit freundlichen Grüßen

i.A. Dr. Michael Maximilian Müller-Meier
Dipl.Ing.
Teamleiter Entwicklung

RAFI

RAFI Eltec GmbH
Ein Unternehmen der RAFI-Gruppe

Im Langäcker 1
88662 Überlingen
Deutschland

T +49 7551 8000-xxxx
M +49 1xxx xxxxxxxx
michael.maximilian.mueller.meier@rafi-group.com
rafi-group.com

GmbH: Sitz Überlingen, Amtsgericht Freiburg, HRB 581370
Geschäftsführer: Michael Schwell, Frank Federer

RAFI

RAFI Poland sp. z o.o.
A RAFI Group company

al. Niepodleglosci 11 2p.
65-048 Zielona Gora
Poland

M +48 507855967
piotr.witczak@rafi-group.com
rafi-group.com

VATEU: PL9731036520
Partner: RAFI GmbH & Co. KG, location Berg, commercial register Ulm, HRA 550059
Director: Dr inz. Piotr Witczak

RAFI

RAFI Hungaria Kft.
A RAFI Group company

Szolnoki út 35.
5400 Mezőtúr
Hungary

T +36 56 351-352, xxx
M +36 70 xxx xxxx
panna.anna.hanta-teszt@rafi-group.com
rafi-group.com

VATEU: HU10547827
Partner: RAFI GmbH & Co. KG, Sitz Berg, Amtsgericht Ulm, HRA 550059
Geschäftsführer: Lajos Tóth

As a rule, the social media icons should provide links to the corresponding RAFI social media channels. If personal accounts exist for LinkedIn and Xing, icons for these social media channels may link to the personal profile instead of the company profile.

Applications

Rules on using profile images in Outlook, Teams, and Avaya

It is possible to integrate a profile image in the communication media Outlook, Teams, and Avaya used by RAFI.
You can save the image to Outlook and it will automatically be integrated in Avaya and Teams.

You can also integrate your own photo in these media.
When external viewers use these media, they can also see these profile pictures. Therefore, the pictures affect the RAFI image and must not feature cartoons, graphics, animals, landscapes or similar images.

If you want to use a photo of yourself, please select a professional portrait photo.

DOS

- Exude professionalism
- Ensure your head and shoulders are visible
- Wear business clothing, i.e. clothes appropriate to you and your job
- Present a friendly and open expression

DON'TS

- Selfies
- Party or vacation photos
- Sunglasses and/or head coverings
- Cartoons or graphics
- Photos of landscapes or animals

Applications

Company name / RAFI Group

Appearance and examples

1. Company name
2. The RAFI Group designation "A RAFI Group company" is positioned as a subline beneath the company name. The type size is 3/4 of the company name type size.

1 **RAFI GmbH & Co. KG**
2 A RAFI Group company
Ravensburger Str. 128–134
88276 Berg, Germany
T +49 751 89-0
F +49 751 89-13 00
info.headquarters@rafi-group.com
rafi-group.com

Applications

Advertisement layout

The layout consists of various elements whose application is defined for each format accordingly.

1. Image area (tailored images, light strokes can be used optionally on the advertisement image.)
2. Claim (optional: to be defined for each medium)
3. Headline
4. Subline
5. Continuous text
6. Website
7. Logo

The layout is always the same. The image area is at the top and surrounded by a white frame.

The font colors are ocean blue and white.

Applications

Dimensioning A4

Headline
Size: max. 54 pt, upper case, Univers 75 black
Character spacing: variable
Line spacing: variable

Subline
Univers 45 light
Size: 15 pt

Continuous text
Univers 45 light
Size: 9 pt
Line spacing: 11 pt

Website
Univers 45 light
Size: 14 pt
Color: ocean blue

Applications

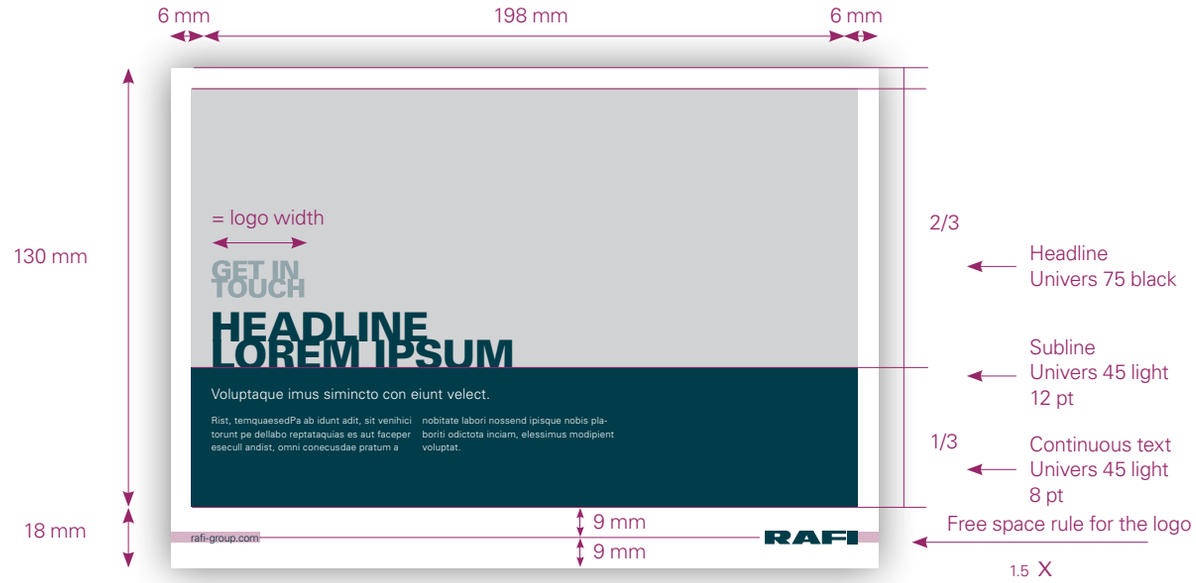
Dimensioning A5 – landscape

Headline
Size: 34 pt, upper case, Univers 75 black
Character spacing: variable
Line spacing: variable

Subline
Size: 12 pt, Univers 45
Minimum size: 9.5 pt

Continuous text
Univers 45 light
Size: 8 pt
Line spacing: 10 pt
Minimum size: 6.5 pt

Website
Size: 8 pt
Color: ocean blue
Minimum size: 7 pt



Applications

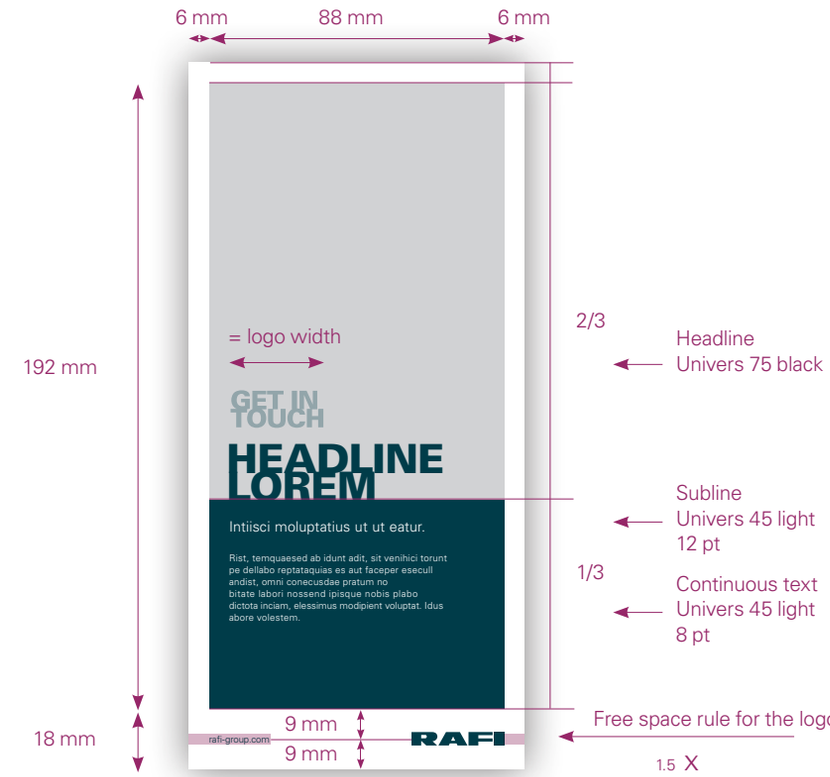
Dimensioning, DIN long

Headline
Size: variable
Character spacing: variable
Line spacing: variable

Subline
Size: 12 pt
Minimum size: 9.5 pt

Continuous text
Univers 45 light
Size: 8 pt
Line spacing: 10 pt
Minimum size: 6.5 pt

Website
Size: 8 pt
Color: ocean blue
Minimum size: 7 pt



Applications

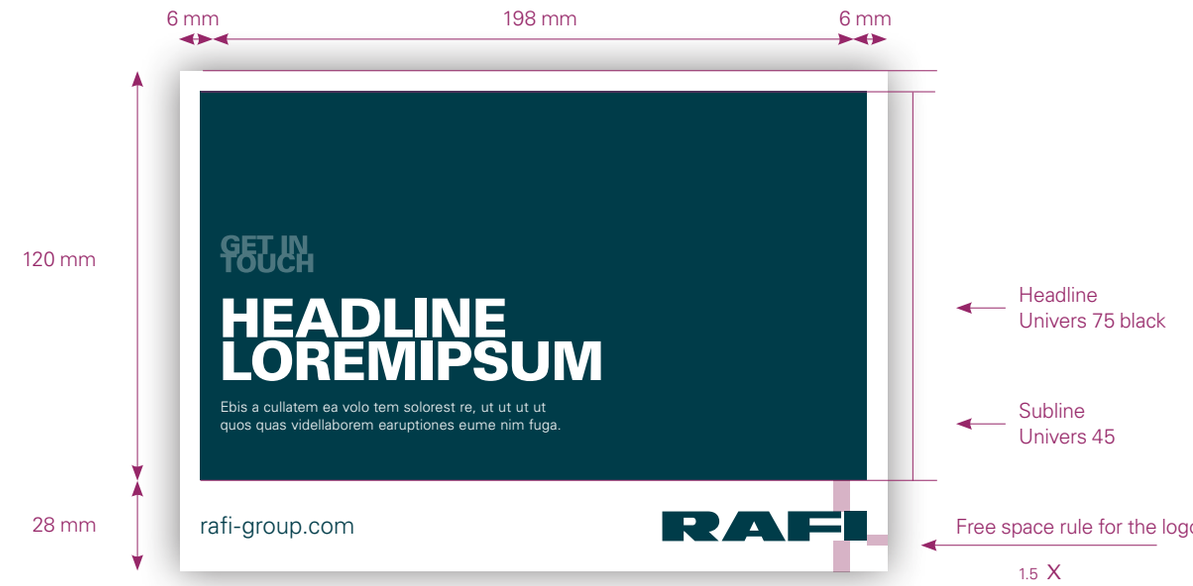
Dimensioning A5 – landscape advertisement without visual

Headline
Size: max. 41 pt, upper case, Univers 75 black
Character spacing: variable
Line spacing: variable

Subline
Size: 12 pt, ocean blue, Univers 45
Minimum size: 9.5 pt

Continuous text
Univers 45 light
Size: 8 pt
Line spacing: 10 pt
Minimum size: 6.5 pt

Website
Size: 20 pt
Color: ocean blue
Minimum size: 7 pt



Applications

Vacancy advertisements 175 x 190 for online advertisements

Claim
Size: variable

Headline
Size: variable

Subline
Univers 55 Roman
Size: 9 pt

Continuous text
Univers 45 light
Size: 8 pt
Line spacing: 10 pt

Address
Size: 7.5 pt
Line spacing: 8 pt

Applications

Vacancy advertisements 175 x 190 unicolored ocean blue

Claim
Size: variable

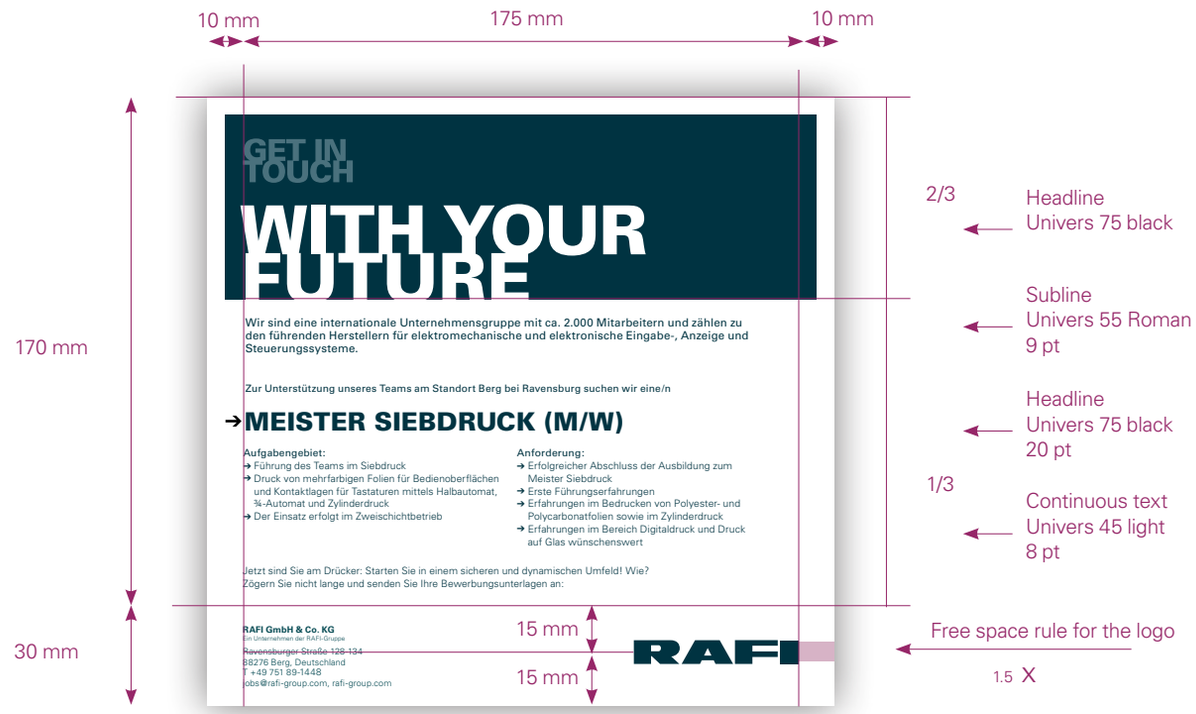
Headline
Size: variable

Subline
Univers 55 Roman
Size: 9 pt

Continuous text
Univers 45 light
Size: 8 pt
Line spacing: 10 pt

Address
Size: 7.5 pt
Line spacing: 8 pt

Claim rasterization
20%



Applications

Vacancy advertisements 175 x 190 unicolored black

Claim
Size: variable

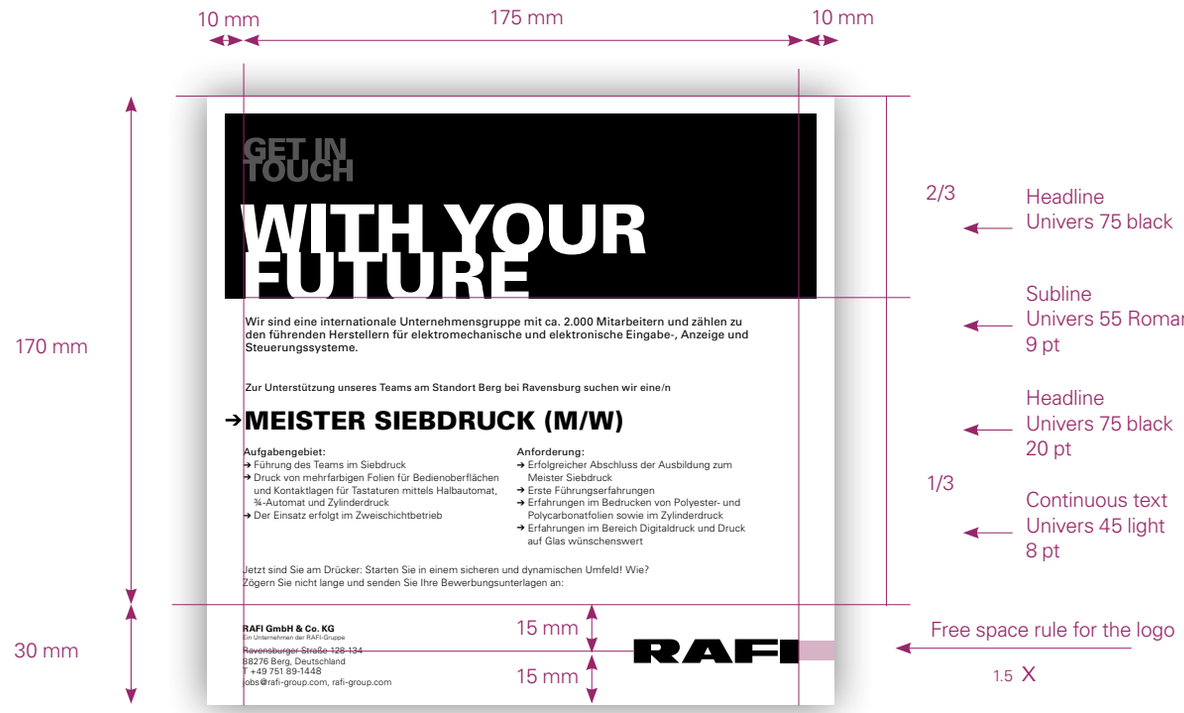
Headline
Size: variable

Subline
Univers 55 Roman
Size: 9 pt

Continuous text
Univers 45 light
Size: 8 pt
Line spacing: 10 pt

Address
Size: 7.5 pt
Line spacing: 8 pt

Claim rasterization
20%



Applications

Brochure title, rear side

Headline
Size: max. 54 pt, upper case, Univers 75

Subline
Size: 15 pt, Univers 45
Character spacing: 20 pt

Address
Size: 9 pt
Line spacing: 11 pt

Rear side
The reverse side may be either kept in gray (cmyk 5|0|0|25) or individually type-set with a motif and/or text.

If possible, the title motif should continue on the reverse side of the brochure. Light strokes can optionally be used on the picture motif of the advertisement.

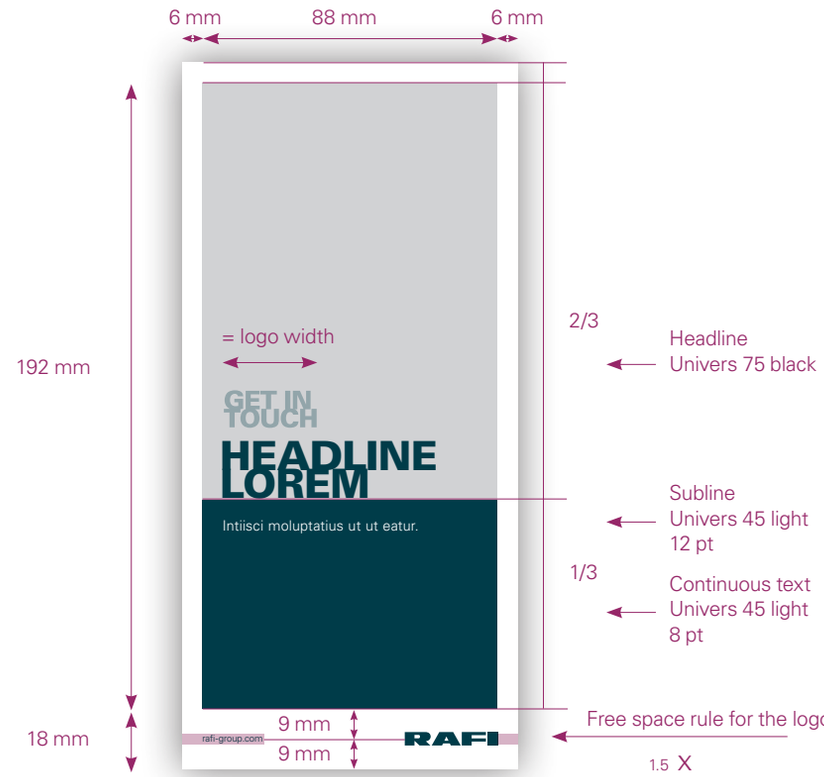
Applications

Brochure title, DIN long

Headline
Size: variable
Character spacing: variable
Line spacing: variable

Subline
Size: 12 pt
Minimum size: 9.5 pt

Website
Size: 8 pt
Color: ocean blue
Minimum size: 7 pt



Applications

Layout grid

12 columns

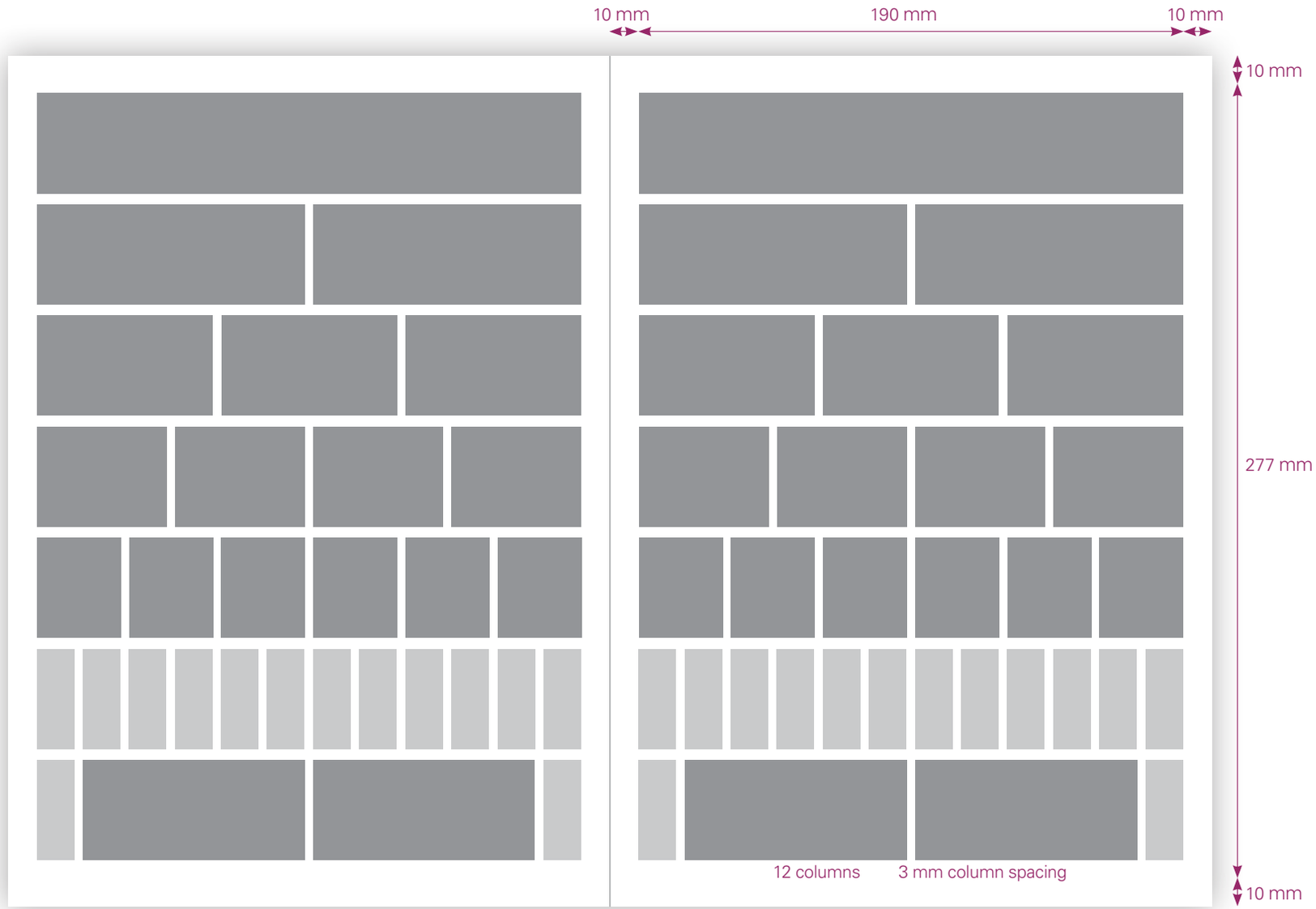
Base lines 11 pt

Spacing between columns: 3 mm

The vertical divisions are variable.

The layout grid does not apply to stationery and RAFI forms.

Large images may be placed so they bleed off at the edges of the pages.



Applications

Example of layout grid

12 columns

Base lines 11 pt

Weiterbildung bei RAFI

„Was wir wissen, ist ein Tropfen,
was wir nicht wissen, ein Ozean!“ (Sir Isaac Newton)

PLATZHALTER

DIE DEMOGRAPHISCHE ENTWICKLUNG

„Die demographische Entwicklung, zu erwartender Fachkräftemangel, eine länger werdende Lebensarbeitszeit und sinkende Halbwertszeit des Wissens machen lebenslanges Lernen notwendig. RAFI setzt mit seiner Personalentwicklung die Voraussetzungen, diesen Herausforderungen zu begegnen.

Icatem quis et que molut alit odi doluptas dolorum eatecea venet laut mo ellit la aborest, offic temquam in natur atio. Ximpera essint que et autempos eos aut es aperumquo que aliquo que vid maximpore alibus rehento reprerio. Nam fugia dolupta temquatum lic tet aditae plam et volorest et res dis mod ma sam aborem faccuptatas ipidit dolorporem. Nam vent.

Ommoditatia doloreius mint imagnihit ommolo dus re nem ducienit fugit earumet es dignam faces sed qui doluptur sitectat fuga. Itatent rat officab oreperibus dolorio nsequidis si quaerferis re naturitaspe con peria culparchici berro cus, ut vel et ipsant a voluptam nem sa in consequae et aut asUciis volore cone occusci enisquam id molent etus atis explaborum rem accullı atiisse ceatur? Quid molenis ipiet quossin ihilitatque laborerum, suscian itemolo raepreiur? Qui od ulpa venient enimolupta nistrum quam esequi quiatemod qui conse siminve riberum velicaborate sequi vel ma ipsumetur? Edit alit vendi as esendebit officabore volorunt odi cus et occum cullaboria dolupti occulla dolorum vid exerspienis ulparum doluptae corrori seque nisincture minvenis dolene plit eliquae. Litatur aut et rero berum, sim volupit odiscil luptatectus aborpor itatis non estius, essit ma nonectat in cullantur, que officid molupti usdantia qui recum estiandis volorem fugit odi aut excea dellibu sandae nonseceroremnobisi cum nobisque seque lab ilis ipictiusam, aut velibus eossimusda sincia pos pa nus sincian ihillique odis apis dicia in exerchi ligendi sequo es ad quisquo excestinte nonsequi quasinum numetur, ius, optatia sime nest excest, in cumquat emolupt atatiis ipsaestiore, ate num endandundit lit, si dis sit latis moluptatur sae veror sitibus dolore dolupta vellandipid ut magni quas et ut a simaiori rem consecesciet quatiae. Itati quati sequatia non coria sercia dus idel magnis est mintis

Wir freuen uns auf Sie!

Markus Folz
Bereichsleiter Organisationsentwicklung Personalwesen, Ausbildung, Corporate Compliance & Qualitätsmanagement

2

WARUM SOLLTE ICH MICH WEITERBILDEN? WAS BRINGT MIR LEBENSLANGES LERNEN?

Anforderungen, Forschungen und Technologien entwickeln sich kontinuierlich weiter. Um dennoch immer aktuell, konkurrenzfähig und auf Dauer beschäftigungsfähig zu bleiben, ist eine Anpassung an diese Entwicklung unumgänglich. Das Ziel ist daher, geistig in Bewegung zu bleiben, den eigenen Horizont zu erweitern und konsequent am eigenen Wissensstand zu arbeiten.

Wir bei RAFI wissen, dass Sie, unsere Mitarbeiter, die Grundlage für den Markterfolg von RAFI bilden. Um als Unternehmen weiterhin ganz vorne mitspielen zu können, benötigen wir die ständige Weiterentwicklung jedes Einzelnen von Ihnen. Sehen Sie es so: Sie können gemeinsam mit uns erfolgreich sein, Ihren Marktwert erhalten und RAFI ganz nach vorne bringen. Und wer möchte nicht für ein Unternehmen arbeiten, das sich sicher am Markt platziert und so wiederum langfristig Ihren Arbeitsplatz sichern kann?

Wichtig für Sie ist, dass Sie sich Gedanken darüber machen, wo Ihre Stärken und Fähigkeiten liegen und in welchem Bereich Sie sich qualifizieren könnten – für Ihr persönliches Weiterkommen, Ihren Erfolg aber auch für den Erfolg unserer Kunden und der RAFI GmbH. Bleiben Sie am Ball, halten Sie Ihr Wissen auf dem neuesten Stand, steigern Sie Ihr Know-how und tauschen Sie Ihre Erfahrungen und Ihr Wissen mit anderen aus. Was wir versprechen können, ist, dass wir uns für jeden von Ihnen Zeit nehmen – individuell auf Sie abgestimmt. Den Weg zur Personalabteilung müssen Sie dennoch selbst gehen. Werden Sie proaktiv, fragen Sie nach einem Termin. Wir freuen uns auf Sie!

Der WIN-WIN-Kreislauf

1. Wissen auf dem aktuellen Stand
2. Qualität im Unternehmen steigt
3. gemeinsamer Erfolg stellt sich ein
4. RAFI als Unternehmen wächst
5. neue Entwicklungsperspektiven eröffnen sich
6. Sicherung der Arbeitsplätze wird gewährleistet

3

Applications

Example of layout grid

12 columns

Base lines 11 pt

WAS IST DAS RIMA MODELL?

Das RIMA Modell, aufgeschlüsselt auch „RAFI Interne Modulare Aus-und Weiterbildung", ist ein Instrument der Personalentwicklung, welches umfassende und gezielte Förderung der RAFI Mitarbeiter auf allen Qualifikationsebenen beinhaltet. Vom Anlernbereich bis hin zum Masterstudium werden bedarfsorientiert Weiterbildungsprogramme durchgeführt, die auf die Unternehmensstrategie und somit auf die Bedürfnisse unserer Kunden ausgerichtet sind.

Dies erfolgt entweder komplett bei uns im Haus, modular von einem Bildungspartner oder im hauseigenen Schulungszentrum. Dabei greifen wir auf externe Kooperationspartner wie die Bundesagentur für Arbeit, die IHK, die Hochschule Ravensburg/Weingarten oder den Deutschen Bildungsfond zurück. Das Modell bietet eine Menge Chancen und Möglichkeiten, individuell und bedarfsgerecht gefördert zu werden. Ziel ist es, eine optimale Übereinstimmung zwischen den Anforderungen Ihrer Position und Ihren Kenntnissen, Fähigkeiten und Fertigkeiten zu erzielen. Es muss auch nicht immer ein Studium sein oder der Weg zum Meister. Zudem liegt es im Eigeninteresse eines jeden von uns, auf Dauer beschäftigungsfähig zu bleiben. Nicht nur für Tätigkeiten, die heute anstehen, sondern auch für Projekte und Technologien, die unsere Kunden morgen und übermorgen möchten und die gänzlich anderes Know-how und Fertigkeiten erfordern werden.

Da viele unserer Fort- und Weiterbildungsangebote kunden- und bedarfsabhängig sind, können wir vorab nicht versprechen, dass jedem Ihrer Wünsche nachgegangen werden kann. Was heißt das genau? Jedes Jahr müssen wir uns als Arbeitgeber den Märkten und unseren Kunden stellen. Je nachdem welche Qualifizierungen verstärkt nachgefragt werden, richten wir unseren Qualifikations-Bedarfsplan darauf aus.

PLATZHALTER

4

Weiterbildung bei RAFI

Das RIMA Modell

Die unternehmensorientierte Personalentwicklung bei RAFI

RAFI KUNDE

KUNDENERWARTUNGEN

GLOBALISIERUNG UND WETTBEWERB

ÜBEREINSTIMMUNG

DEMOGRAPHIE UND ARBEITSMARKT

RAFI KOMPETENZ

optimale Passung von Mitarbeiter und Arbeitsstelle

Erhaltungs- und Aufbauqualifikation

AUSBILDUNG

WEITERBILDUNG UND QUALIFIKATION

TALENT-MANAGEMENT
- Führungskräfte-Entwicklung
- Fachkräfte-Entwicklung (Experten)

Interne/ Externe Trainer RAFI Schulungszentrum

RAFI MITARBEITER

Ausbildung
Sie setzen den Grundstein für die Zukunft von RAFI. Dazu gehört eine auf das RAFI Leitbild angepasste Ausbildung. Unser kompetentes Ausbilderteam betreut 18 verschiedene technische, kaufmännische und gewerbliche Berufe und Studiengänge, die bedarfsorientiert angeboten werden.

Weiterbildung & Qualifikation
Wir bieten Ihnen zahlreiche RAFI spezifische Weiterbildungsmöglichkeiten an: neben den Einzelmaßnahmen gibt es mittlerweile auch eine Vielzahl an auf RAFI zugeschnittenen Trainings, die im firmeneigenen Schulungszentrum in Weingarten durchgeführt werden. Hierzu gehören u. a.: Vertriebs- und Einkauftrainings, IT-Anwenderschulungen, Rhetorik- und Präsentationsschulungen, Englischkurse, die modulare Ausbildung zum/r RAFI Produktionsmanager/in oder auch unsere zertifizierten Produktionsschulungen.

Talent-Management
Hier fördern wir einzelne Mitarbeiter bei der Durchführung von Qualifizierungsmaßnahmen im Rahmen der Führungskräfte- als auch der Fachkräfteentwicklung. Dieses Programm ist zum einen auf unsere bestehende Führungsmannschaft und deren Kompetenzanforderungen ausgerichtet. Bedarfsorientierte, passgenaue und klar strukturierte Trainingsmaßnahmen machen Sie fit für zukünftige Aufgaben. Zum anderen beinhaltet das Programm die Führungskräfteentwicklung – ein Sichtungsverfahren, um vakante Führungspositionen mit eigenen Mitarbeitern besetzen zu können. Im zweijährigen Turnus findet eine Potenzialkonferenz statt, in der RAFI Mitarbeiter mit entsprechendem Potenzial für eine Förderung nominiert werden.

Gerne berät Sie die Personalabteilung zu den bestehenden Möglichkeiten.

5

Applications

Example of layout grid

12 columns

Base lines 11 pt

„DAS EIGENE FEUER MUSS BRENNEN!“

Ich arbeite mittlerweile seit 12 Jahren für RAFI. Innerhalb dieser Zeit habe ich 4-mal meinen Job gewechselt. Vom anfänglichen Konstrukteur über den KVP-Trainer, den Abteilungsleiter Kundenservice zum Abteilungsleiter der Qualitätssicherung. Wie ich das geschafft habe? Nun ja, bereits als Konstrukteur fiel mir der Umgang mit unseren Kunden leicht. Dies fiel auf. Im Zuge eines Lean Transformation Prozesses entstand die KVP-Arbeitsstelle – und ich wurde gefragt. Dafür gab es jedoch keine systematische Ausbildung, eher ein Training on the job. Natürlich habe ich mir diese Entscheidung nicht leicht gemacht, denn ich war gerne Konstrukteur. Am Schluss hat es sich für mich gelohnt – und für RAFI.

Ich absolvierte eine berufsbegleitende Coaching-Ausbildung, die mir das Unternehmen gegen eine Bindungsklausel mitfinanzierte. Ausgezahlt hat sich das für beide Parteien. Noch heute halte ich innerhalb von RAFI Seminare, Präsentationen und Vorträge oder gebe Workshops – auch bei unseren RAFI Töchtern. Privat agiere ich als Persönlichkeitscoach und habe zusammen mit einem Kollegen ein eigenes Seminar entwickelt – das gibt es übrigens noch heute und es wird aktiv angewandt. Nachdem die Position des Abteilungsleiters im Bereich Kundenservice frei wurde, nahm ich auch dieses Angebot an. Was mich dazu antrieb? Vermutlich mein unstillbarer Drang, mich weiterzuentwickeln, meine Neugier und mein Wissensdurst. Außerdem hatte ich immer noch einen guten Draht zur Konstruktion, dies kam mir hier zugute.

Heute bin ich Abteilungsleiter der Qualitätssicherung und dank meines Know-hows flexibel einsetzbar – für RAFI, aber auch auf dem Markt. Was ich meinen Kollegen in puncto Weiterbildung mitgeben möchte? Zu allererst muss das Feuer brennen. Eigene Motivation, Antrieb und eine konkrete Zielrichtung sollte bereits vorhanden sein. Wer sich wirklich weiterbilden möchte, macht das im Zweifelsfall auch ohne RAFI. Der vorrangige Beweggrund, um sich weiterzubilden sollte also der eigene sein. Denn je flexibler man einsetzbar ist, desto eher wird man immer einen Job haben – niemand sollte seine eigenen Arbeitslosigkeit schaufeln.

Ulrich Beck, xx Jahre

Werdegang bei RAFI:
Seit 2001–2004 Einstieg als 3-D-Konstrukteur
2004–2009 KVP Trainer, Qualitätsmanagement
2009–2010 Abteilungsleiter Kundenservice
2010 bis heute, Abteilungsleiter Qualität

Nach Beendigung der 2-jährigen Elektronikerschule in Tettnang bewarb ich mich bei RAFI um die Ausbildungsstelle zum Fachinformatiker. Kurz gesagt: Meine Noten waren zu schlecht und ich bekam eine Absage. Trotzdem war ich hochmotiviert, ins Berufsleben einzusteigen und auf eigenen Beinen zu stehen. So fing ich als Produktionshelfer im SMT-Bereich innerhalb der AVM-Produktion an – im 3-Schichtbetrieb. Ich zog von meinen Eltern aus und fand auch schon bald die perfekte Wohnung in Ravensburg. Leider wollte der Vermieter mir die Wohnung nicht übergeben, da ich nur einen befristeten Arbeitsvertrag vorzeigen konnte. Das war mein persönliches Schlüsselerlebnis – ich wollte Sicherheit.

„FÜR SEINE ZIELE ZU KÄMPFEN, LOHNT SICH!„

Ich wendete mich an meinen Vorgesetzten, erneut in der Hoffnung auf einen festen Arbeitsvertrag. Die schwache Auftragslage ließ dies leider nicht zu, RAFI musste mir wiederholt eine Absage erteilen. Die Zeit verging und die Schichtarbeit machte sich bei mir bemerkbar – physisch und psychisch. Trotzdem gab ich bei der Arbeit 100 Prozent und versuchte, extrem positiv aufzufallen. Mit diesem Antrieb suchte ich das Gespräch auf ein Neues. Und endlich trug meine Hartnäckigkeit Früchte. Meine Vorgesetzen setzen sich bei der Ausbildungsleiterin für mich ein und siehe da: Ich bekam meine Chance auf einen festen Ausbildungsplatz zum Maschinen- und Anlagenführer. Meine Motivation war auf dem Höhepunkt und spiegelte sich in meinen Noten wieder. Daher bekam ich kurz vor Abschluss der Ausbildung erneut ein Angebot seitens RAFI, die bisherige Ausbildung um die des Industriemechanikers zu erweitern. Den nahtlosen Übergang habe ich natürlich angenommen. Jetzt habe ich noch ein Jahr vor mir, bin einer der besten meiner Klasse und immer noch super motiviert. Was mir durch die Jahre bewusst geworden ist? Um bei RAFI weit zu kommen, muss man sich einen Namen machen und unter Beweis stellen. Motivation alleine reicht nicht, die Leistung zählt mindestens genauso viel. Vor allem aber sollte man sich vor keiner Herausforderung scheuen und hartnäckig für seine Ziele kämpfen – es lohnt sich.

Stefan Bittlmeier, xx Jahre

Werdegang bei RAFI:
2008 Abschluss der Elektronikschule Tettnang
2008–2010 Facharbeiter bei RAFI
2010–2012 Ausbildung zum Maschinen- und Anlagenführ
2012–2014 Ausbildung zum Industriemechaniker

6

Weiterbildung bei RAFI

„SELBST WENN DER WEG STEINIG IST, ES LOHNT SICH, IHN UNBEIRRT ZU GEHEN.“

Ich hatte bereits mein duales Bachelorstudium Wirtschaftsinformatik (DHBW) bei RAFI absolviert. Gleich im Anschluss nahm ich zwei Monate unbezahlten Urlaub, um meine Englischkenntnisse in London aufzufrischen. Als ich zurückkam, war mein Ehrgeiz kaum zu stoppen, ich verspürte den Drang, mich noch weiterzubilden. Meine Arbeit in der SAP-Anwendungsbetreuung ging regulär weiter, jedoch wollte ich noch einen Schritt weitergehen. Das Interesse, mich im Bereich Führung und Organisation verstärkt weiterzubilden, stieg an und ich begann berufsbegleitend den Master in Führung und Management (MBA) an der Hochschule in Weingarten – dieser wurde von RAFI mitfinanziert. Während des Masters wurde die Stelle der Teamleiterin SAP ausgeschrieben.

Ich bewarb mich und prompt bin ich heute auf dieser Position. Der Master ist mittlerweile in den letzten Zügen, die Abschlussthesis steht an, nebenbei leite ich einen internationalen Rollout und die tägliche Arbeit hält mich natürlich auch auf Trab. Ich würde lügen zu sagen, es wäre keine Herausforderung. Der Weg ist steinig aber lohnenswert. Was ich auf alle Fälle mitgenommen habe, ist ein umfassenderes Denken und eine globalere Sicht auf die Dinge. Auf diese Erfahrungswerte möchte ich nicht mehr verzichten. Was ich anderen mitgeben möchte? Man sollte sich sein persönliches Ziel vor Augen halten und sich dabei nicht aus der Bahn bringen lassen, egal was andere sagen!

Stefanie Stiefel, 25 Jahre

Werdegang bei RAFI:
2006–2009 BA Studium Wirtschaftsinformatik an der DHBW
2011–2013 Master, MBA, an der Hochschule in Weingarten
2011 bis heute Teamleiterin SAP

Im Zuge der Weiterbildung zum Betriebswirt (IHK) lernte ich einen Mitarbeiter von RAFI kennen. So erfuhr ich von der offenen Position als Schichtführer in der Leiterplattenbestückung und landete direkt hier im Unternehmen. Die restliche IHK-Weiterbildung schloss ich während meiner Urlaubszeit bei RAFI ab. Meine neu gewonnenen Qualifikationen eröffneten mir fortan neue Perspektiven, so der Wechsel zum technischen Sachbearbeiter im Kundenservice. Drei Jahre später orientierte sich RAFI aufgrund veränderten Bedarfs strategisch neu. Das bisherige Berufsbild war nicht mehr zeitgemäß und wurde überholt. Daraus entstand die Position des Reklamationsmanagers.

Zu dieser Zeit war ich bereits mit der Personalabteilung bezüglich einer Weiterbildung im Gespräch, denn auch ich wollte einen Schritt weitergehen. So wurde ich direkt in die Pläne der neuen Stelle integriert. Um tatsächlich Reklamationsmanager werden zu können, fehlte jedoch noch die Übereinstimmung von meinem Know-how, Tools und den Anforderungen, die Markt und Kunde an die neu generierte Stelle als Anspruch stellten. So nahm an ich der 1,5-jährigen Weiterbildung zum DGQ-Qualitätsassistent teil. Heute bin ich Reklamationsmanager und würde jedem Weiterbildungsinteressierten mitgeben, sich erst einmal Gedanken über das Ziel einer Weiterbildung zu machen. Es gibt einen klaren Unterschied zwischen: Was macht mir Spaß und was fordert der Markt!

„ES GEHT IMMER DARUM ZU SCHAUEN, WAS DER MARKT FORDERT.“

Thomas Helle, 32 Jahre

Werdegang bei RAFI:
2004–2008 Schichtführer in der Leiterplattenbestückung
2008–2011 Technischer Sachbearbeiter Qualität Kundenservice
2011 bis heute Reklamationsmanager

7

Applications

Example of layout grid

12 columns

Base lines 11 pt

Applications

Example of layout grid

12 columns

Base lines 11 pt

Headline
Size: variable

Subline
Size: variable

Text
Size: 9 pt
Line spacing: 11 pt

Applications

PowerPoint – screen format: 16:9

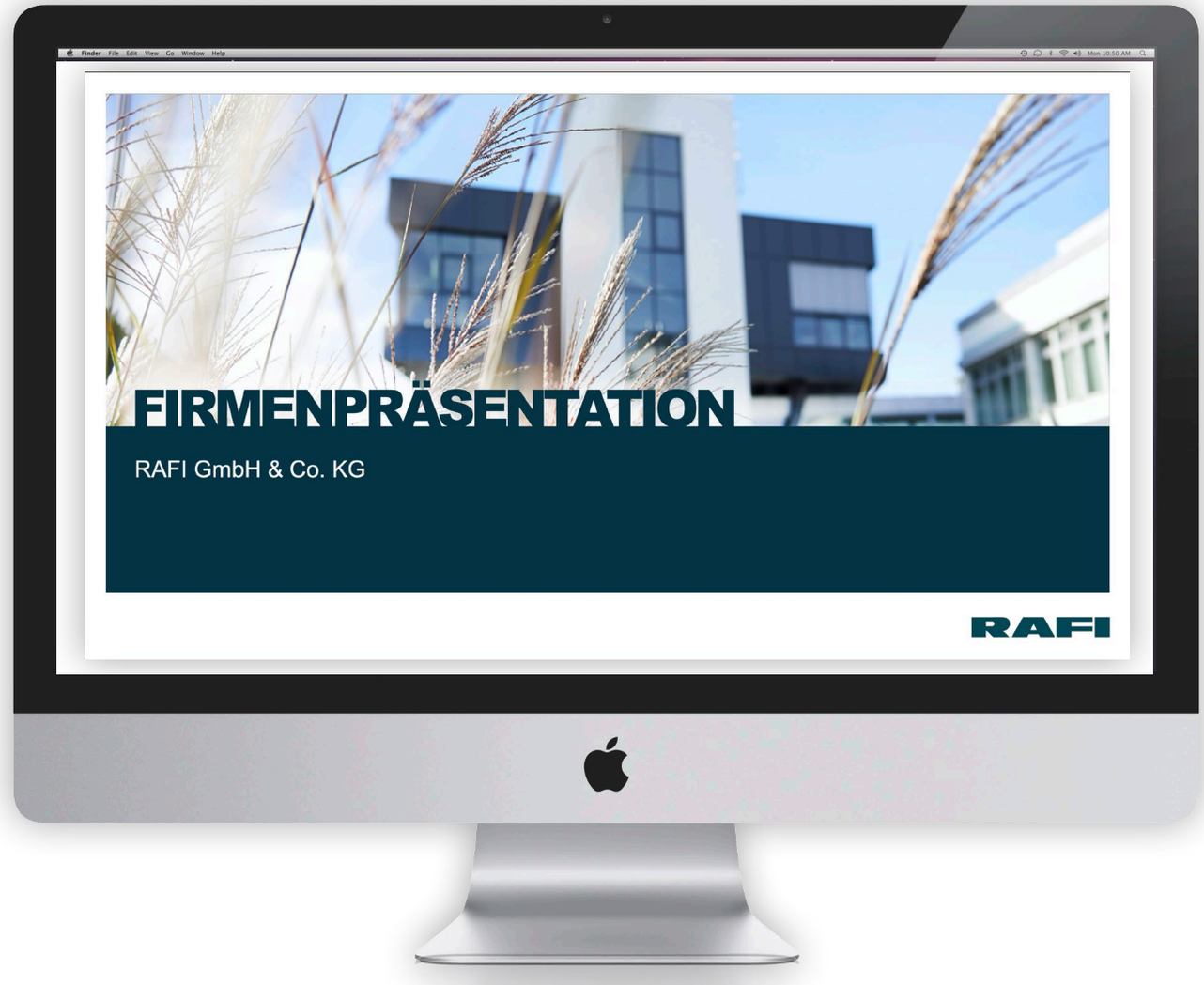
Title slide

Preferably use RAFI standard presentations/templates.

Headline
Arial
Size: 44 pt
Color: ocean blue or alternatively white (depending on the image selected)

Subhead
Arial
Size: 16pt
Color: white

Text footer
Title and final slides:
only the relevant website address
Arial, 12 pt, bold, ocean blue
All other slides:
Page Subject | date



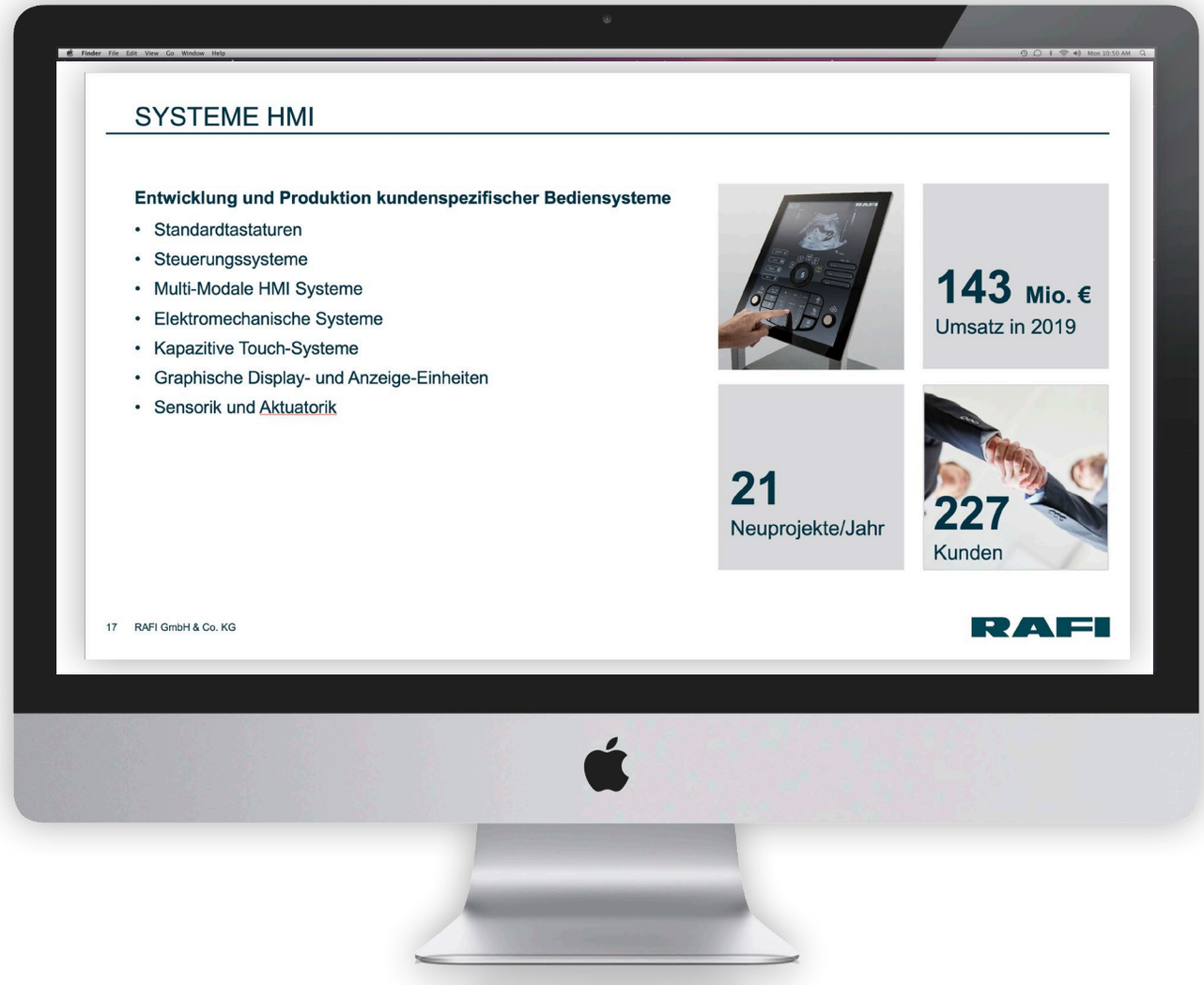
Applications

PowerPoint – screen format: 16:9

Content slide

Headline
Arial in upper case
Size: 18 pt
Color: ocean blue

Text level
Arial
Size: 18 pt
Color: ocean blue



Applications

Social media

LinkedIn | Jobs | RAFI Group | Weltweit | Mitglied werden | Einloggen

RAFI Group

Elektro-/Elektronik-Herstellung

Berg, Baden-Württemberg · 2.339 Follower

GET IN TOUCH

Alle 275 Beschäftigten anzeigen

Jobs anzeigen | Folgen

Über uns

For more than 100 years, RAFI has been one of the world's leading suppliers in human-machine communication. We develop, design, produce and market powerful solutions for almost every step in human-machine communication – from simple keys to highly complex touch systems. They come in standard or custom solutions for you.

Today you can find our subsidiaries or agents in all the key global industrial locations. Development, production and sales are centrally located at our headquarters in Berg/Ravensburg, one of the EU's most innovative and fastest growing regions.

Our company is built on decades of dedicated research, and driven by the pioneering spirit of our employees. Their expert knowledge and innovative power generate groundbreaking products, giving you the edge on today's competitive markets.

Your satisfaction is our success. Simply contact us for first-time enquiries, questions about our products, or to access customer services. You can rely on us to answer all your questions fully.

#HMI #HMIComponents #HMISystems #EMS #GetInTouch

Verbundene Seiten

KIS.ME by RAFI
Industrielle Automatisierung

Ähnliche Seiten

RAFI Eltec GmbH
Elektro-/Elektronik-Herstellung
Berg, Baden-Württemberg

RAFI GROUP
Immobilien
Empire Center, 9-K, Main Boulevard
Gulberg II, Lahore, Punjab

Georg Schlegel GmbH & Co. KG
Elektro-/Elektronik-Herstellung
Dürmentingen, Baden-Württemberg

RAFI Group
2.339 Follower
3 Tage

CREATING TRENDS KEEPS YOU AHEAD OF THE CURVE
Innovation is part of RAFI's tradition. With our own engineering department and several high-tech locations, we continuously create innovative solutions in the fields of HMI and E2MS for our customers. With a consistent focus on customer benefits. Because you can only get added value from solutions that really help.
#RAFI #innovation #HMI #EMS

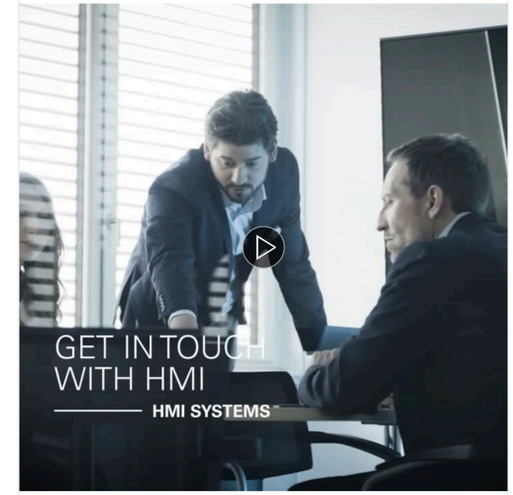
18 Gefällt mir

Gefällt mir | Kommentieren | Teilen

RAFI Group
2.339 Follower
2 Wochen

TOUCH THE FUTURE WITH RAFI
Our everyday lives are full of machines: smartphones, cars, computers, coffee machines, elevators – the list could go on and on. But what's inside them? Often it's the HMI expertise from RAFI.

#RAFI #HMI #mechanicalengineering



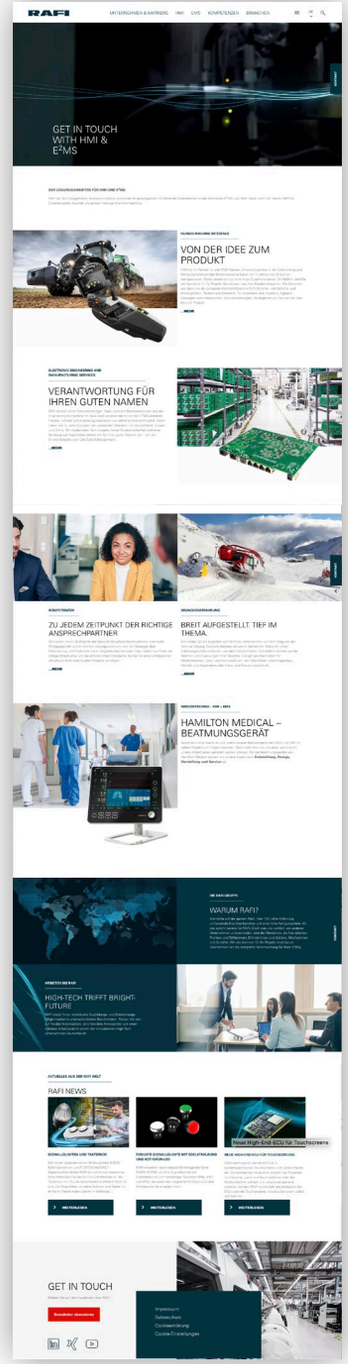
38 Gefällt mir

Gefällt mir | Kommentieren | Teilen

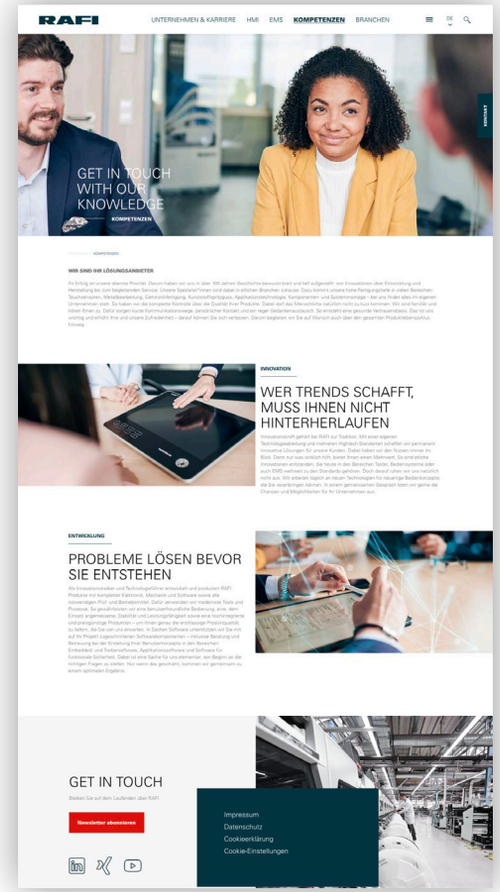
Applications

Website

The website combines corporate communication with product communication



Corporate communication



Product communication

Applications

Trade show stand

Impression: light, friendly, inviting
Colors: ocean blue and white

Applications

Rollups

The structure of advertisements applies as the definition of the design.

Continuous text
Univers 45 light

Bullet points
Univers 65 bold

Example with mostly text

Example with mostly image

(1/3)/12

Headline
Univers 75 black

2/3

Subline
Univers 45 light
12 pt

Continuous text
Univers 45 light
8 pt

1/3

(1/3)/12

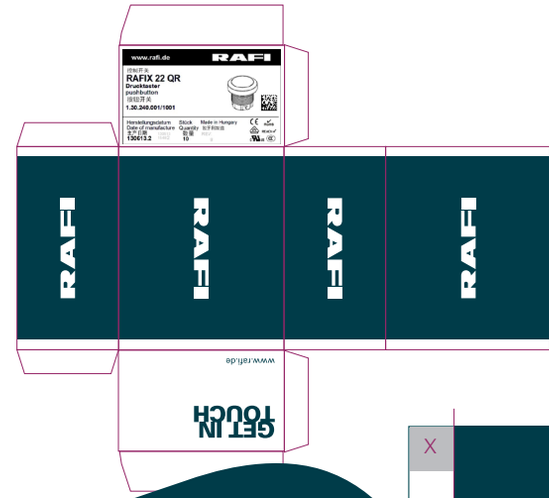
Light strokes can be used optionally on the image motif.

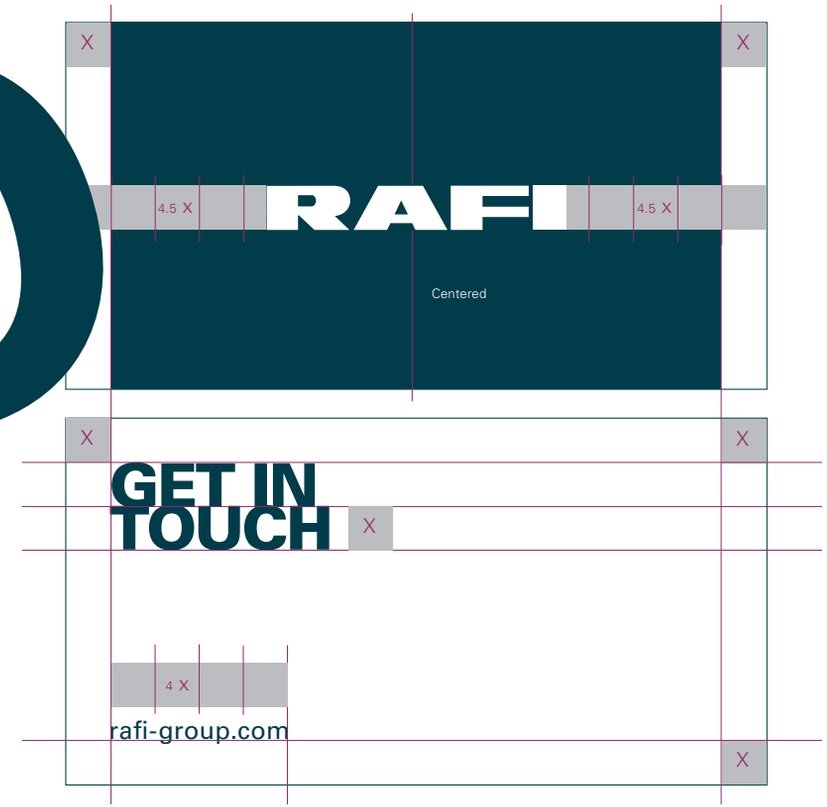
Applications

Packaging

The packaging layout should be optimized in terms of production costs – taking sustainability into account.

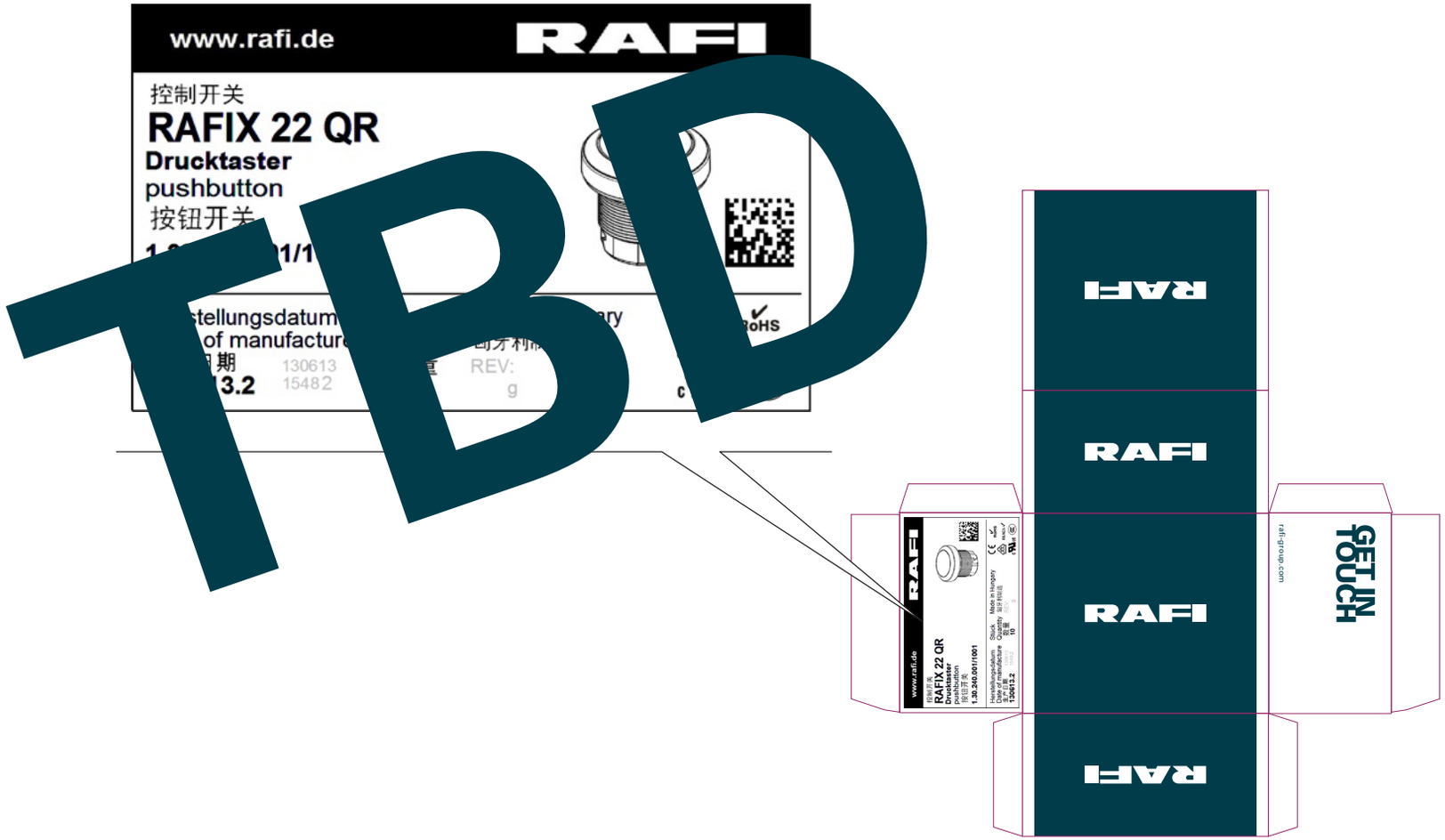
If appropriate, there should be a choice of budget and exclusive versions.





Applications

Labels



Applications

Adhesive tape

Mood

Applications

Merchandising

Merchandising articles should be selected taking sustainability into account.

Examples

Applications

Example vehicle branding

Truck

The examples shown were implemented without the new RAFI URL because they were realized before the change of URL.
The new RAFI Group website address must be used for all future implementations.

Applications

Example vehicle branding

Trailer

The examples shown were implemented without the new RAFI URL because they were realized before the change of URL.
The new RAFI Group website address must be used for all future implementations.

Applications

Building branding

TBD

Building and outdoor site

Company building, main building façade: white or anthracite (70
Company building, decorative elements: anthracite on white faç
Base color: anthracite on white building

RAFI logo on building:
ocean blue on white background
white on anthracite background

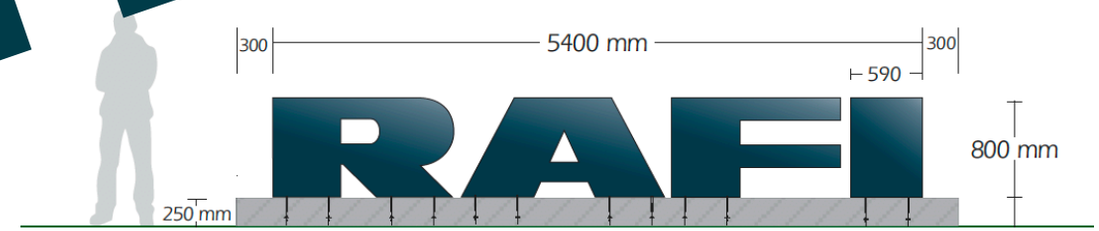
Marking of floors: anthracite
Accent colors in refreshment rooms: RAFI signal colors
Pillars to separate parking spaces: anthracite, white RAFI logo

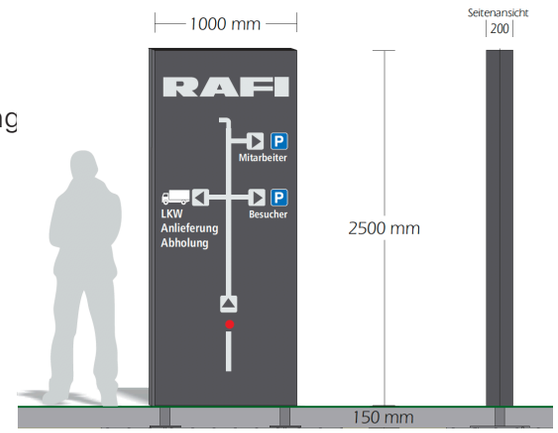
Pillar, advertising pillar marking the location:
RAFI logo in ocean blue as individual letters
Pillar: see Neonline implementation: anthracite with white letterin

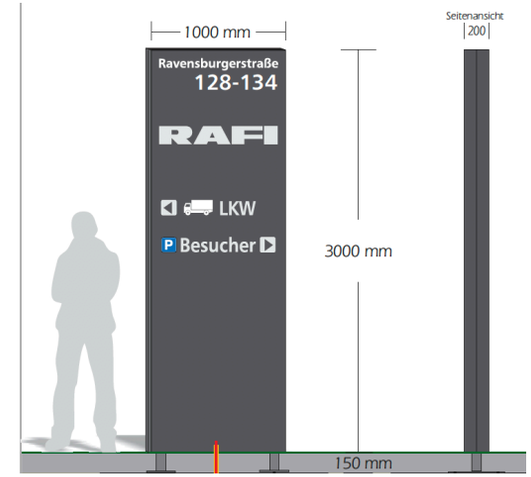
Tables in meeting rooms: maple
Chairs in meeting rooms: black

Equipment cupboards: anthracite
Individual supports, columns in production hall: anthracite

Carpeting in office and conference rooms: dark gray







Applications

Machine branding

Surfaces

- Base frame and main elements: light gray (RAL 7035)
- RAFI logo
- Other permitted colors
  Slate gray (RAL 7015)
  Black-gray (RAL 7021)
  Deep black (RAL 9005)

TBD

Applications

Examples of sponsoring

BESSERE CHANCEN KOMMEN NICHT MEHR.
HIGH-TECH-JOBS BEI RAFI.

rafi-group.com/karriere

RAFI

GET IN TOUCH RAFI

RAFI

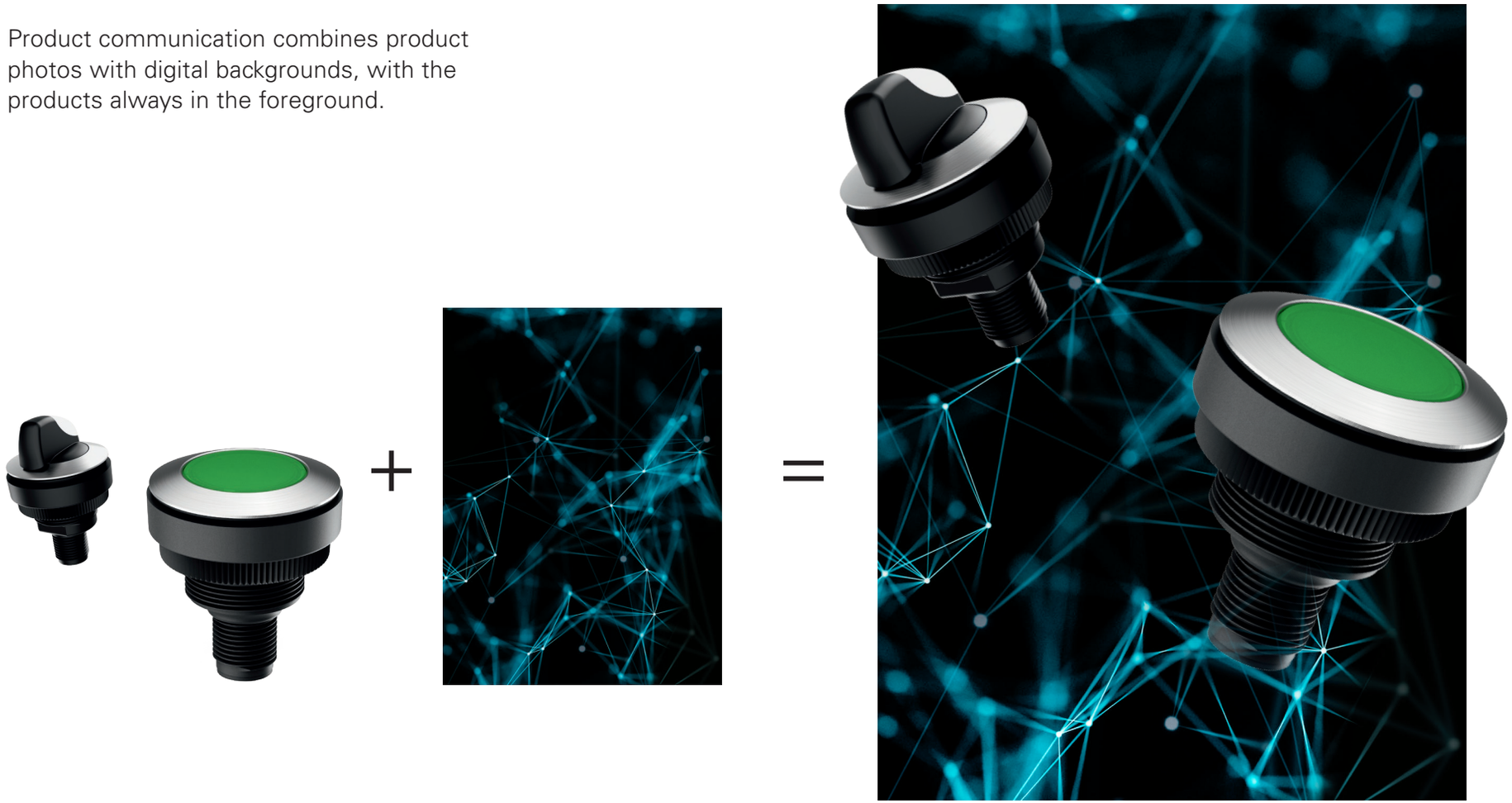
RAFI
STADION

TRADEMARK 4
BRAND CLAIM 8
COLOR 10
FONT 15
VISUAL LANGUAGE 20
INFORMATION GRAPHICS 26
CORPORATE COMMUNICATION 31
Business materials (stationery, forms, business cards) 32
Company name 44
Corporate structure 45
Advertisement dimensions (A4, landscape, DIN portrait, A3) 46
Job advertisements 50
Brochure cover pages – front and rear (layout grid) 53
PowerPoint presentations 61
Social media 63
Website 64
Trade show stands 65
Rollups 66
Packaging and labels 67
Giveaways 70
Vehicle branding 71
Building branding / machine branding 73
Signage system
Sponsoring 75
PRODUCT COMMUNICATION 76
Visual language 77
Use of dimensioning 80
Brochures, layout grid 81
Advertisements 84
Presentations 86
Product brands 87
Giveaways 91
Information graphics 92
PAPER 93
WORDING / LANGUAGE 95

PRODUCT COMMUNICATION

Visual language

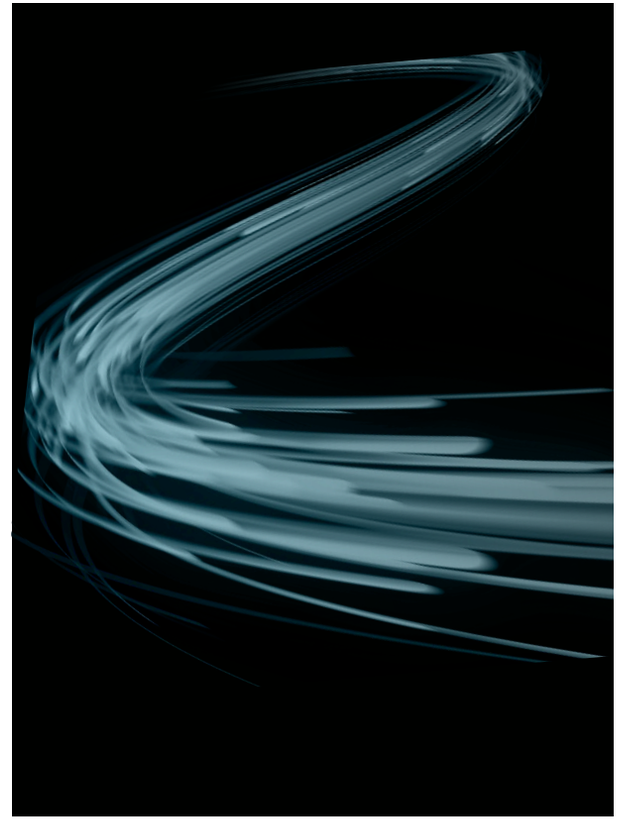
Product communication combines product photos with digital backgrounds, with the products always in the foreground.



PRODUCT COMMUNICATION

Visual language

Abstract backgrounds
dark backgrounds combined with intense ocean blue



also possible in combination with application photos

PRODUCT COMMUNICATION

Examples

Product communication

Dimensioning A4

Headline
Size: max. 54 pt, upper case, Univers 75 black
Character spacing: variable
Line spacing: variable

Subline
Univers 45 light
Size: 15 pt

Continuous text
Univers 45 light
Size: 9 pt
Line spacing: 11 pt

Website
Univers 45 light
Size: 14 pt
Color: ocean blue

Product communication

Layout grid

12 columns

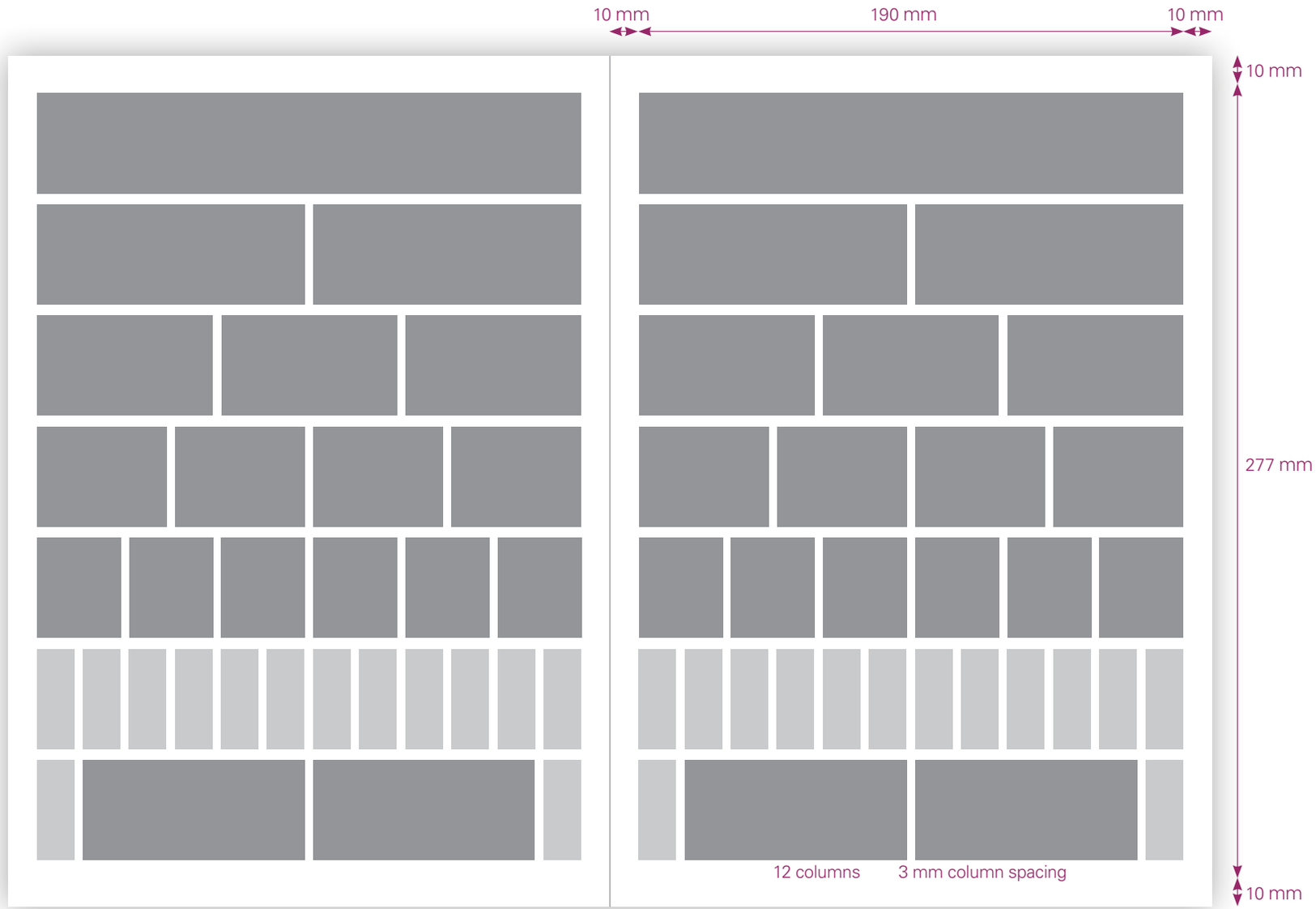
Base lines 11 pt

Spacing between the columns: 3 mm

The vertical divisions are variable.

The layout grid does not apply to stationery and RAFI forms.

Large images may be placed so they bleed off at the edges of the pages.



Product communication

Layout grid

12 columns

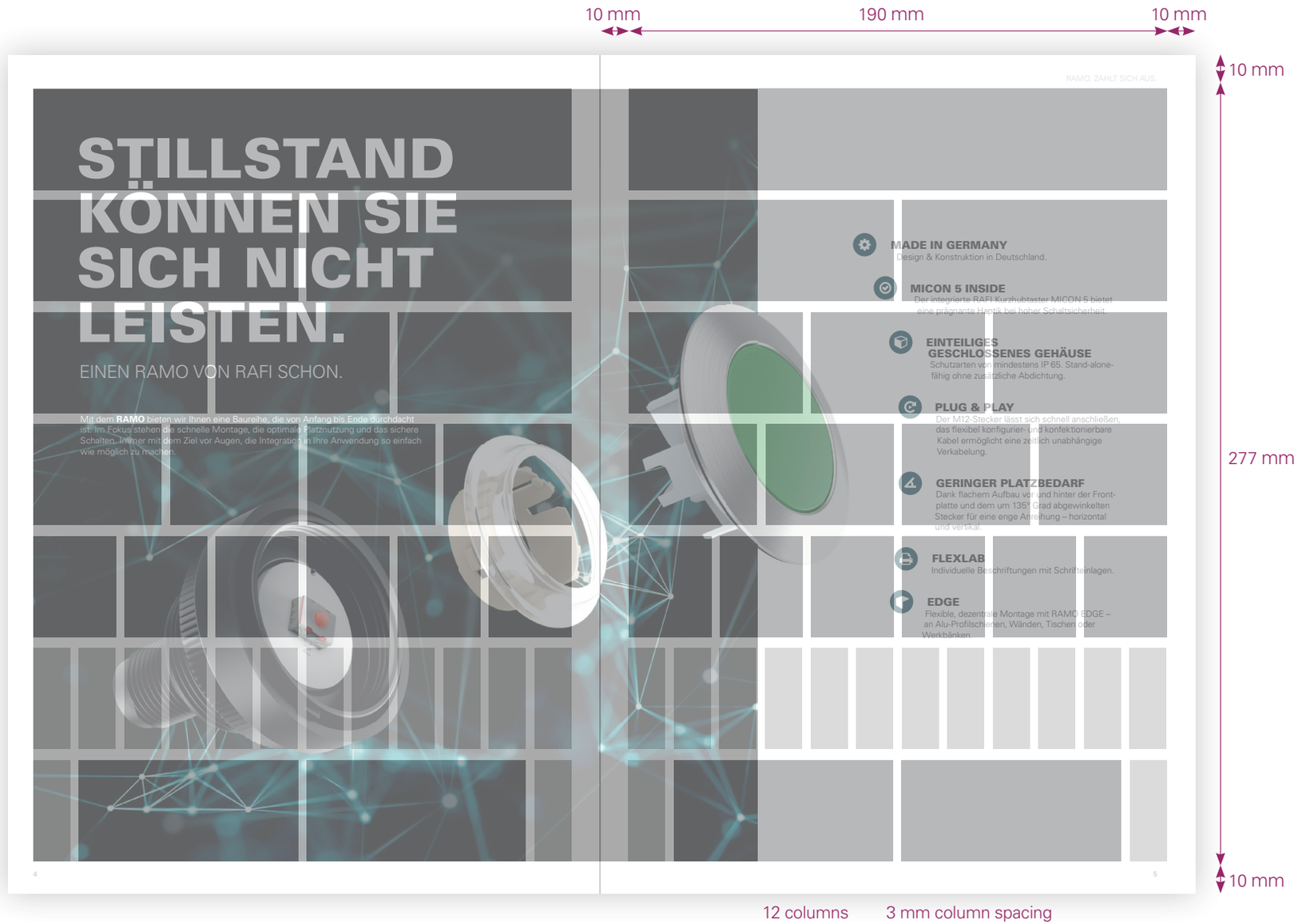
Base lines 11 pt

Spacing between the columns: 3 mm

The vertical divisions are variable.

The layout grid does not apply to stationery and RAFI forms.

Large images may be placed so they bleed off at the edges of the pages.



Product communication

Layout grid

Examples

Product communication

Advertisements

Dimensioning Junior Page

Product communication

Advertisements

Junior Page dimensioning is used as the basic structure

Headline
← Univers 75 black

Subline
← Univers 45 light

Text
← Univers 45 light
min. 8 pt

Product communication

Presentations

Examples:

For definitions, see Chapter Corporate communication PowerPoint Page (XY)

Product trademarks

Word trademark – variations

The logo is available in two color versions, a positive and a negative version – for different backgrounds.

Positive

Word trademark – with claim

KIS.ME

Keep it simple. Manage everything.

Word trademark – without claim

KIS.ME

Negative

Word trademark – with claim

KIS.ME

Keep it simple. Manage everything.

Word trademark – without claim

KIS.ME

Product trademarks

Word trademark – variations

The logo can appear not only on white and ocean-blue backgrounds, but also on images. However, it is important to ensure enough contrast here.

KIS.ME

Keep it simple. Manage everything.

KIS.ME

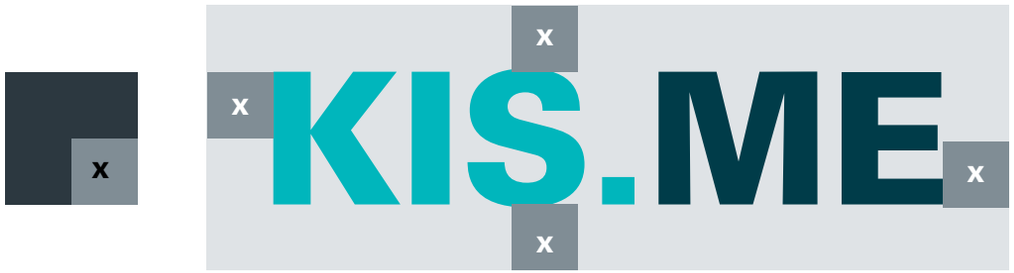
Keep it simple. Manage everything.

Product trademarks

Word trademark – variations

A free space is defined which determines the minimum distance of the logo to other objects and the edge of the format. The free space “x” is half the letter height of the word trademark. This free space also applies for the product names.

Free space without claim



Free space with claim

Product trademarks

Word trademark – variations

Dos

Don‘ts

Product communication

Giveaways

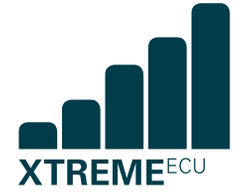
Merchandising, product trademarks

These should always appear in combination with the RAFI brand.

- Either supplemented with the RAFI logo
- Or supplemented by the RAFI website
- Or with the supplement “By RAFI”

Product communication

Product icons



CLICK
BUTTON

PRESS
BUTTON

TOUCH
BUTTON

TWIN
BUTTON

BASIC
JOYSCAPE

LINEAR
JOYSCAPE

MULTI
JOYSCAPE

ROUGH
JOYSCAPE

TINY
JOYSCAPE

ONE
FLEXSCAPE

WHEEL
FLEXSCAPE

SPIN
FLEXSCAPE

TRADEMARK 4
BRAND CLAIM 8
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VISUAL LANGUAGE 20
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Paper

Paper definition

Brochures

Paper
Illustration printing paper, white, matt-coated,
Cover for brochures 170 g/m²
Inside 135 g/m² (for all numbered pages)

Leaflets

Paper
Illustration printing paper, white, matt-coated,
Cover 135 g/m²

Business cards

Paper
280g m², matt-coated

Stationery

Paper
Standard paper, white
80 g/m²

TRADEMARK 4
BRAND CLAIM 8
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Wording/language

As a basic rule, all texts must be simple, clear, and easy to understand. Content should not be repeated, but placed in concise form at the suitable positions.

Address
We address people in an active, direct and respectful way. The wording conveys that RAFI is an international company with high-class products. At the same time, the wording shows that RAFI's communication is also human, reliable, and personal. In appropriate situations, a more emotional or personal approach is encouraged.

Company name
Composite terms including the RAFI name are not hyphenated.
Examples: RAFI employees, RAFI subsidiaries

Headlines
The headlines should generate interest and simultaneously convey the most important information: What is the text about? How and why does it affect me?

Continuous texts
Generally, continuous texts use relatively short sentences and have a good flow. Rhetorical questions or dashes are useful style elements.

Internal communication
a) Within one site: national language
b) Across several sites – within one country: national language Across several countries: German + English / alternatively only English.

External communication

Standard languages:	German and English as well as the national language of the subsidiaries
Brochures:	National language
Website:	Entire website in German, English, Italian, French, and Spanish. RAFI-Electronics has a Chinese website.
Presentations:	National language + English, if appropriate only in English

Gender-neutral language
At RAFI, we want to communicate respectfully and without discrimination. That includes gender-neutral language. The following guidelines apply for internal and external communication:

- In formal salutations, the conventional polite forms "Dear Sir, dear Madam" will of course still be used.
- If we communicate with or about a person we know, we naturally use the appropriate gendered terms.
- Wherever possible, we use gender-neutral terms: "worker" instead of "workman", "spokesperson" instead of "spokesman".

It is important that texts are easy to read. Therefore, we recommend avoiding complicated ways of ensuring gender neutrality.

Should you have any questions, please contact me:

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