

Design Guidelines for Business Cards

The business card is often the first form of contact that a company has with other companies or individuals. This advertising medium thus creates a first impression. The business card must therefore reflect KSB's corporate image and design. KSB business cards are printed on bright white PlanoJet paper.

Front



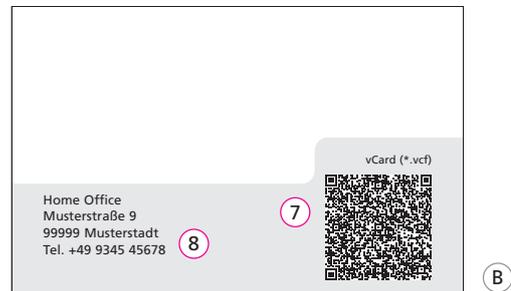
Front KSB Service or Market Area



Front Subsidiary



Reverse



A Front

The front of the KSB business card includes the logo, the “wave” style element, contact details of the owner as well as the address of the KSB company.

B Reverse

The fixed elements on the reverse are the “wave” style element and the QR code. Instead of the QR code, the contents of the front can be printed here in a second language.

1 Logo

The logo is positioned top right and is two-tone.

2 Academic degree

The academic degree is optional and is printed on one line.

3 Name

The first and last name are in black.

4 Function

The function is printed on a maximum of two lines.

5 Contact information and address

The contact information and the address of the KSB company appear in the grey area.

6 Grey area with “wave”

The area including the “wave” style element is grey, it is the same on the front and reverse, and it must not be changed.

7 QR code

The vCard (electronic business card) stored in the QR code contains the data for the first and last name, function, company name, landline telephone number, mobile number and e-mail address.

8 Salesperson's home office address

The home office address can appear on the reverse (optional).

9 Subsidiary business card

The logo of the subsidiary company appears instead of the KSB logo on business cards for KSB subsidiaries with an independent company logo. The affiliation note is positioned on the right next to the company name.

10 Service or Market Area business card

The KSB SupremeServ logo or the Market Area logo is positioned top left on business cards for service or market area staff.

Paper

PlanoJet wood-free, bright white matt, 300 g/m², for exact specification see separate product data sheet.