



**BRAND VISUAL IDENTITY**

**SIJ GROUP**

**NOVEMBER 2016**

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**BRAND DEVELOPMENT**

## BRAND NAMES FORMATION

**SI +**

**CORE =**

**BRAND NAME**

### SI

- is association on sij company name
- is prefix which differs from the competition
- allows easier brand registration
- is element that connects all brands into one brand family

### CORE WORD

- that representes basic ingredient
- that best describes material features
- that helps potential buyer to signify the product
- is element that differentiate sij brands

## BRAND NAMES AND THEIR POSITIONING

STAINLESS

**SINOXX**

SI + INOX + EXTRA X

NICKEL ALLOYS

**SIPREME**

SI+ PREMIUM

PLASTIC TOOL

**SIMOLD**

SI + MOLDING

HOT WORK

**SITHERM**

SI + TEMPERATURE

COLD WORK

**SIHARD**

SI + HARDNESS

HIGH SPEED

**SIRAPID**

SI + RAPID

WEAR RESISTANT

**SIDUR**

SI + DURABILITY

HIGH STRENGTH

**SIMAXX**

SI + MAXIMUM

CLAD

**SICLAD**

SI + CLAD

GENERIC

**SIQUAL**

SI + QUALITY

LABORATORIES

**SILABS**

SI + LABORATORIES

## VIAUL BASE FOR BRAND LOGOS DEVELOPMENT

**sij**

---

**sij** | group      **sij** | skupina

---

**sij** | company name



**sij** → **sij** + **sij**

---

**SI** + **NAME** + ...

---

**SINAME**... ✓

## VIAUL LOGO HIERARCHY

1

**sij**

---

2

**SINOXX**

---

3

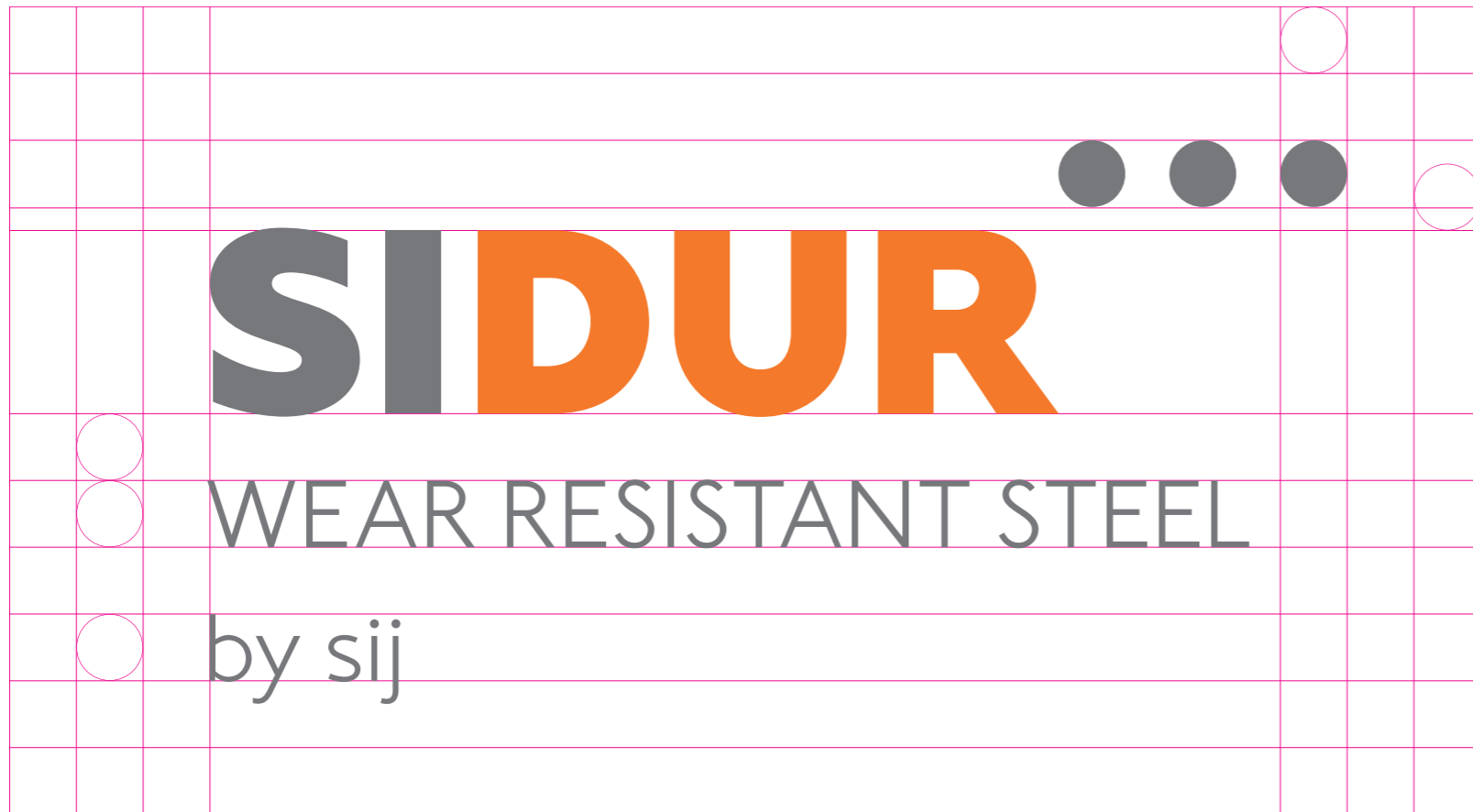
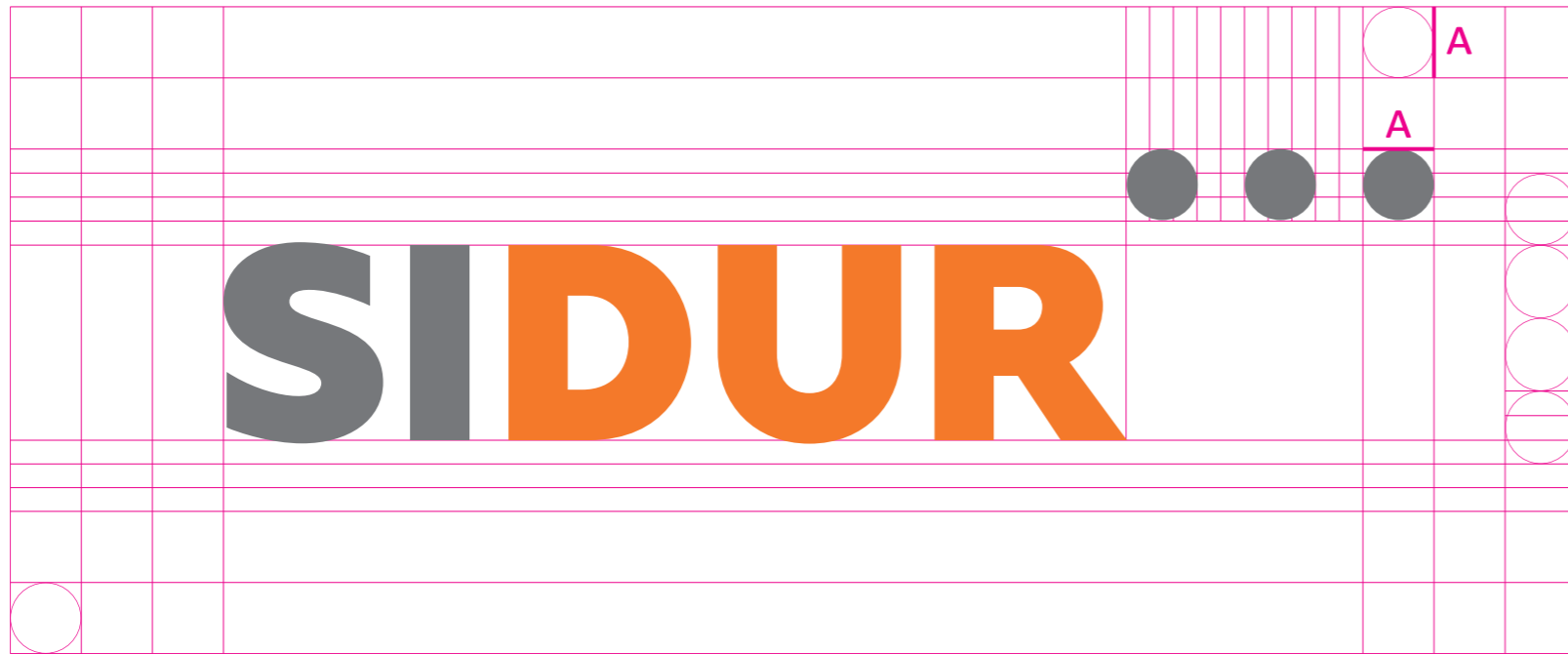
**sij** | company name





## **GRID LAYOUT, CLEAR SPACE AND SIZES**

## BRAND LOGOS GRID LAYOUT



## BRAND LOGOS CLEAR SPACE



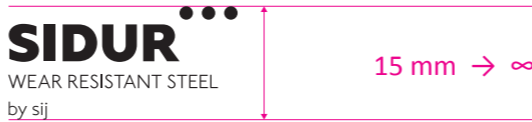


# BIGGEST AND SAMLLEST BRANDS LOGOS SIZE OF USE



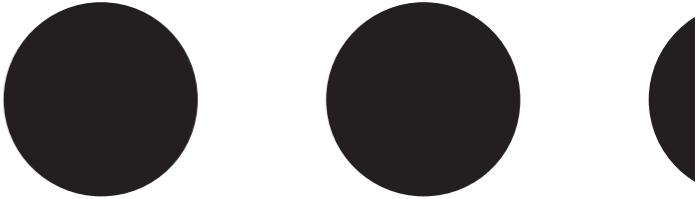
Višina minimalne dovoljene velikosti uporabe:

→ **smallest logo size is 5 mm**



→ **smalles logo size with added descriptions is 15 mm**

Biggest brands logos size is not defined.



# SIDUR



**TYPEFACES**

## THE PRIMARY TYPEFACE

### ITC JOHNSTON LIGHT

ABCČDEFGHIJKLMN  
OPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqr  
sštuvwxyzž  
0123456789.,:;!#@€\$&%()\*

### ITC JOHNSTON MEDIUM

ABCČDEFGHIJKLMN  
OPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqr  
sštuvwxyzž  
0123456789.,:;!#@€\$&%()\*

### ITC JOHNSTON BOLD

**ABCČDEFGHIJKLMN**  
**OPQRSŠTUVWXYZŽ**  
**abcčdefghijklmnopqr**  
**sštuvwxyzž**  
**0123456789.,:;!#@€\$&%()\***



**THE PRIMARY TYPEFACE IS ONLY USED FOR LOGOS OF THE SIJ GROUP AND THE MEMBER COMPANIES THAT BELONG TO THE SIJ GROUP** (the letter format of the word SIJ and the names of the companies that belong next to the name of the group: Acroni, Metal ravne, Elektrode, SUZ, Serpa ...).

The primary typeface is the same as it was during the redesign of the entire visual identity of SIJ 10 years ago. **THE TYPEFACE "JOHNSTON" WAS ADJUSTED IN THE LAST REDESIGN.**

**JOHNSTON BOLD  
ADJUSTMENT FOR BRANDS  
LOGOS USAGE**

DUR MOLD NOXX



**DUR MOLD NOXX**

## THE SECONDARY TYPEFACE → PRINTED MATERIAL

### CALIBRI REGULAR

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ

abcčdefghijklmnopqrsštuvwxyzž

0123456789.,:;!#@ı\$&%()\*

### CALIBRI ITALIC

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ*

*abcčdefghijklmnopqrsštuvwxyzž*

*0123456789.,:;!#@ı\$&%()\**

### CALIBRI BOLD

**ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ**

**abcčdefghijklmnopqrsštuvwxyzž**

**0123456789.,:;!#@ı\$&%()\***

### CALIBRI BOLD ITALIC

***ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ***

***abcčdefghijklmnopqrsštuvwxyzž***

***0123456789.,:;!#@ı\$&%()\****



**THE SECONDARY TYPEFACE (OR TEXT TYPEFACE)** is used for all text/data sets of the entire visual identity of the SIJ Group and all its member companies. It is used in all print materials. This includes basic corporate printed material (business cards, letters, documents and envelopes), all forms of promotional material (different printed material - leaflets, posters, brochures ...) as well as in corporate communication material for the internal and external reporting of the SIJ Group and all its member companies (PowerPoint presentations, graphs, reports ...).

The secondary typeface “Calibri” is a systemic typeface of the operating environment Windows and is free to use in the Windows environment. The SIJ Group and all its member companies use the Windows environment. By leasing the operating system they also received a license to use the typeface.



## THE SECONDARY TYPEFACE → WEB MATERIAL

### OPEN SANS REGULAR

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789.,:;!#@¤\$&%()\*

### OPEN SANS ITALIC

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ*  
*abcčdefghijklmnopqrsštuvwxyzž*  
*0123456789.,:;!#@¤\$&%()\**

### OPEN SANS SEMIBOLD

ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ  
abcčdefghijklmnopqrsštuvwxyzž  
0123456789.,:;!#@¤\$&%()\*

### OPEN SANS SEMIBOLD ITALIC

*ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ*  
*abcčdefghijklmnopqrsštuvwxyzž*  
*0123456789.,:;!#@¤\$&%()\**

### OPEN SANS EXTRABOLD

**ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ**  
**abcčdefghijklmnopqrsštuvwxyzž**  
**0123456789.,:;!#@¤\$&%()\***

### OPEN SANS EXTRABOLD ITALIC

***ABCČDEFGHIJKLMNOPQRSŠTUVWXYZŽ***  
***abcčdefghijklmnopqrsštuvwxyzž***  
***0123456789.,:;!#@¤\$&%()\****



**THE SECONDARY TYPEFACE (OR ONLINE TYPEFACE)** is used for all text/data sets of the entire SIJ visual identity and all its member companies published online. It is used for all the text sets of the websites of the SIJ Group and its companies in internal online communication (intranet, SharePoint ...) as well as in promotional materials of the SIJ Group and its companies which only occur in digital form (newsletter). The use of the selected typeface is also predicted for the potential development of mobile or online applications within the SIJ Group or individual companies.

The secondary web specified typeface “Open Sans” belongs to the Google Fonts set and is free to use on websites and in other virtual environments. In doing so the SIJ Group and its companies are not limited by licenses that allow only a certain number of monthly website views for a licensed financial compensation, which would be a required payment in the event of an increase in visits.



## COLOR SYSTEMS

# THE PRIMARY COLOR SYSTEM

**PANTONE 301**  
**CMYK 100,54,4,19**  
**RGB 0,82,147**  
**HEX #005293**  
**RAL 5010, RAL5017**

90%	80%	70%	60%	50%	40%	30%	20%	10%
-----	-----	-----	-----	-----	-----	-----	-----	-----

**PANTONE 8402**  
**CMYK 0,0,0,65**  
**RGB 100,100,100**  
**HEX #646464**  
**RAL 7005**

90%	80%	70%	60%	50%	40%	30%	20%	10%
-----	-----	-----	-----	-----	-----	-----	-----	-----

<b>CMYK 0,0,0,100</b> <b>RGB 0,0,0</b> <b>HEX #000000</b> <b>RAL9005</b>	<b>CMYK 0,0,0,0</b> <b>RGB 255,255,255</b> <b>HEX #FFFFFF</b> <b>RAL9003, RAL9016</b>							
90%	80%	70%	60%	50%	40%	30%	20%	10%

The color system is defined by primary colors which have been used in the visual identity **FOR 10 YEARS → BLUE AND SILVER** and their shades. The only modification is merely the replacement of the surface coloring of the basic visual element of the SIJ Group, the logo.

Before redesign, the companies which are part of the group used a wide range of color shades. These shades have now been unified by the primary color appearance of the whole group.

The feature of primary color determination is the definition of a silver metallic shade, which will add a greater quality appearance to the materials. Silver is used in the basic elements of the Group and its member companies, as well as in all corporate and promotional printed material, and it contributes to a greater quality appearance of the designed communication materials.

## SECONDARY PROMOTIONAL COLOR SYSTEM

**SIMOLD<sup>...</sup>**

**SIDUR<sup>...</sup>**

**SITHERM<sup>...</sup>**

**SIQUAL<sup>...</sup>**

**SICLAD<sup>...</sup>**

**SIPREME<sup>...</sup>**

**SI**

**SIHARD<sup>...</sup>**

**SILABS<sup>...</sup>**

**SIRAPID<sup>...</sup>**

**SINOXX<sup>...</sup>**

**SIWATT<sup>...</sup>**

**SIMAXX<sup>...</sup>**

# BRANDS COLOR VALUES

SIMOLD YELLOW

Pantone 143C oz. Pantone 116U  
CMYK 0,36,87,0  
RGB 238,175,48  
HEX #EEAF30

**SIMOLD**...

SIDUR ORANGE

Pantone 158C oz. Pantone 151U  
CMYK 0,65,95,0  
RGB 227,114,34  
HEX #E37222

**SIDUR**...

SITHERM RED

Pantone 199C oz. Pantone Red 32U  
CMYK 0,100,69,0  
RGB 208,16,58  
HEX #

**SITHERM**...

SIQUAL BORDO

Pantone 194C oz. Pantone 187U  
CMYK 10,100,55,39  
RGB 151,35,63  
HEX #97233F

**SIQUAL**...

SICLAD PINK

Pantone 233C oz. Pantone 226U  
CMYK 12,100,0,0  
RGB 197,0,132  
HEX #C50084

**SICLAD**...

SIPREME VIOLET

Pantone 2593C oz. Pantone 2602U  
CMYK 67,92,0,0  
RGB 128,55,155  
HEX #80379B

**SIPREME**...

SIJ SILVER

Pantone 8402C,U  
CMYK 0,0,0,65  
RGB 100,100,100  
HEX #646464

RAL 7005

**SI**

SIHARD BLUE

Pantone 299C oz. Pantone 2995U  
CMYK 86,8,0,0  
RGB 0,161,222  
HEX #00A1DE

**SIHARD**...

SIJ DARK BLUE

Pantone 301C,U  
CMYK 100,54,4,19  
RGB 0,82,147  
HEX #005293

RAL 5010, RAL 5017

**SILABS**...

SIRAPID TURQUOISE

Pantone 3272C,U  
CMYK 100,0,48,0  
RGB 0,165,153  
HEX #00A599

**SIRAPID**...

SINOXX GREEN YELLOW

Pantone 382C oz. Pantone 388U  
CMYK 34,0,100,0  
RGB 190,214,0  
HEX #BED600

**SINOXX**...

SIWATT GREEN

Pantone 361C,U  
CMYK 80,0,98,0  
RGB 52,178,51  
HEX #34B233

**SIWATT**...

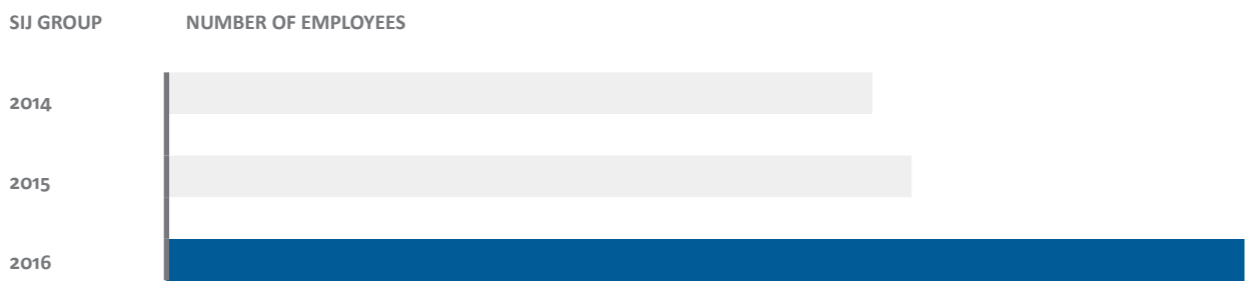
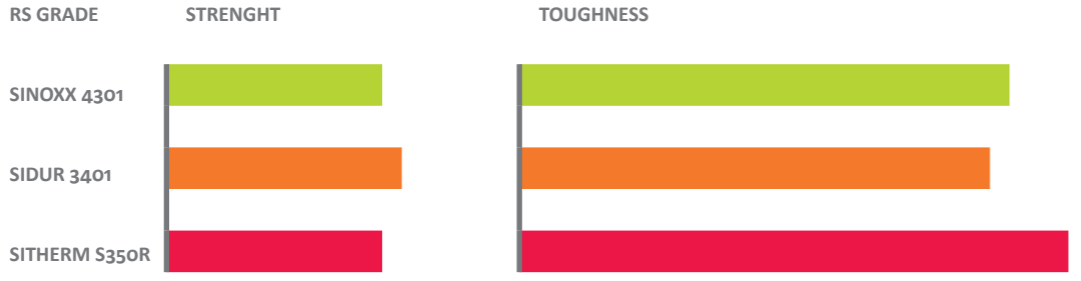
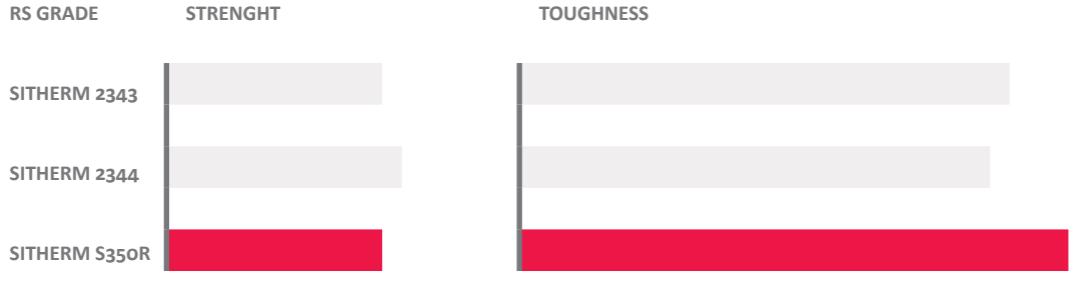
SIMAXX DARK GREEN

Pantone 3415C  
CMYK 98,10,84,18  
RGB 0,122,77  
HEX #007A4D

**SIMAXX**...



# SECONDARY PROMOTIONAL COLOR SYSTEM

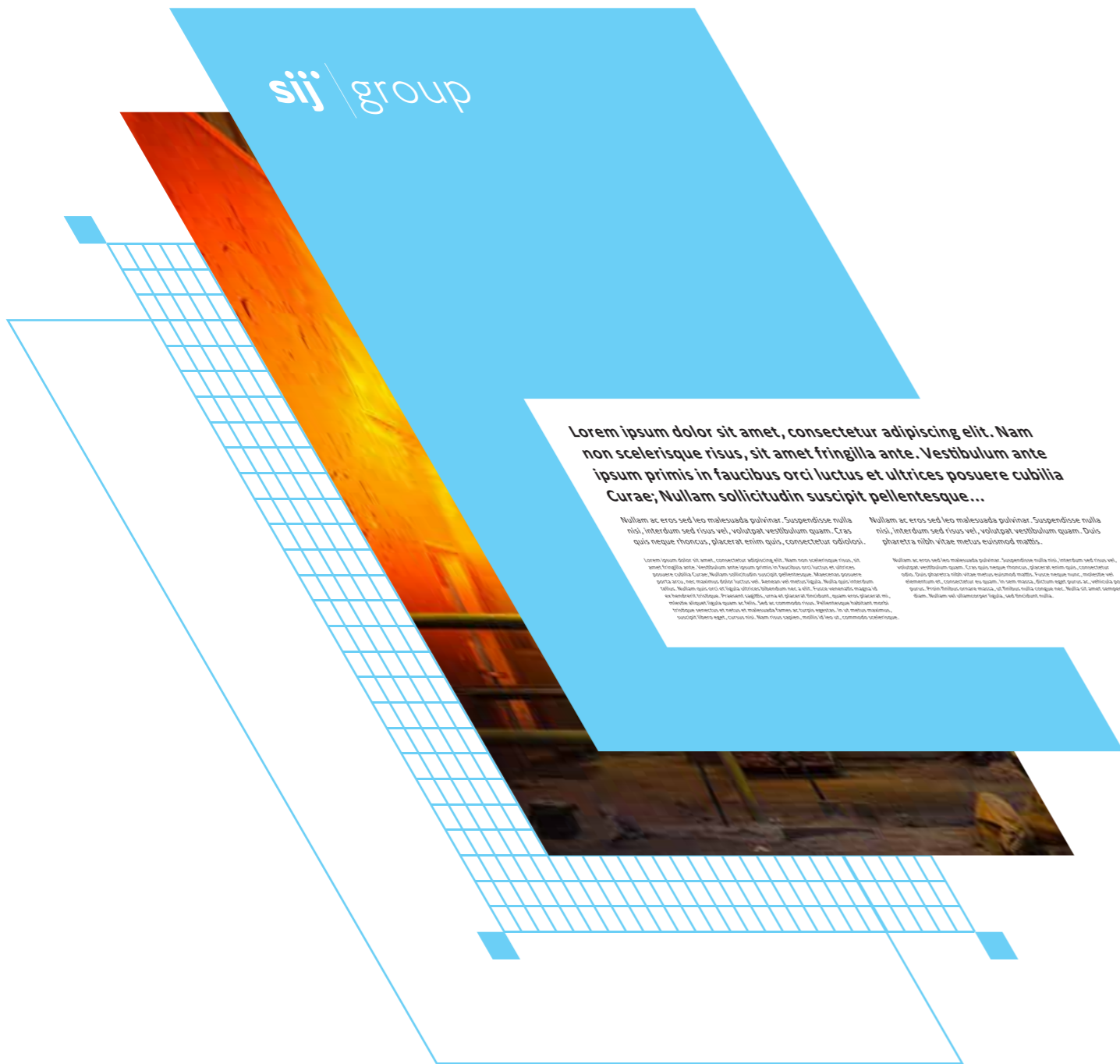




# STRUCTURE OF PROMOTIONAL MATERIALS



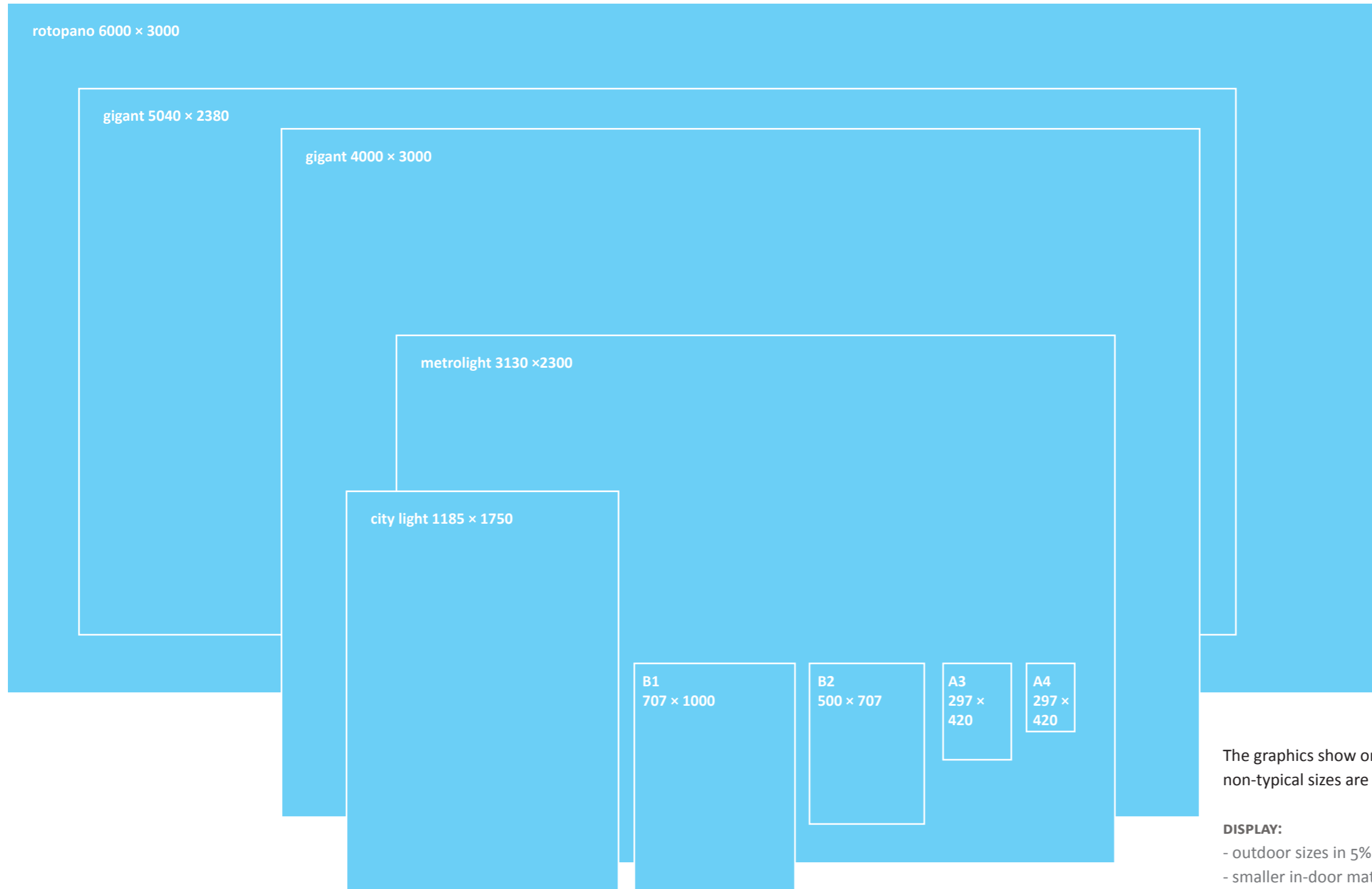
# LAYERS OF COMMUNICATIONAL ELEMENTS



- DISPLAY:**
- size
  - grid system
  - photos (if necessary)
  - extra visual elements (logotypes, textures, icons, pictograms ... )
  - textural elements (content)

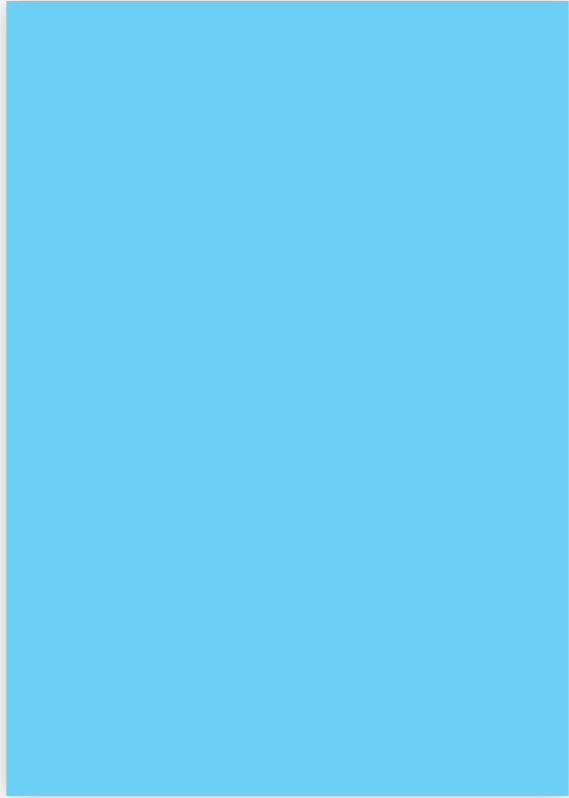


# APPLICATION SIZES



The graphics show only typical sizes of communication materials. All the extra non-typical sizes are not shown.

- DISPLAY:**
- outdoor sizes in 5% of original size
  - smaller in-door materials



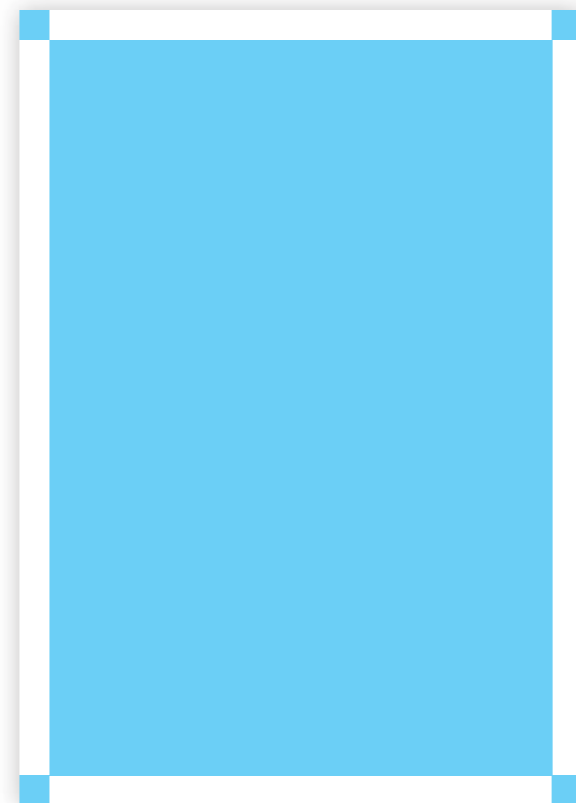
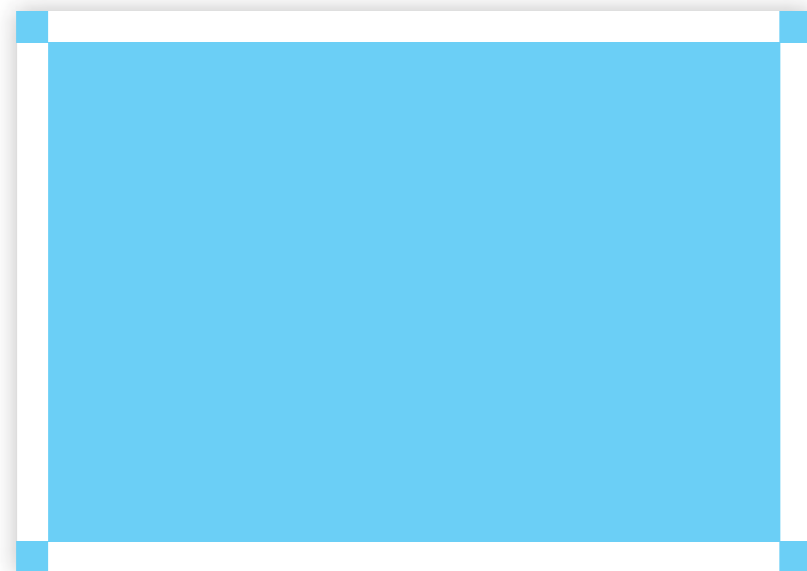
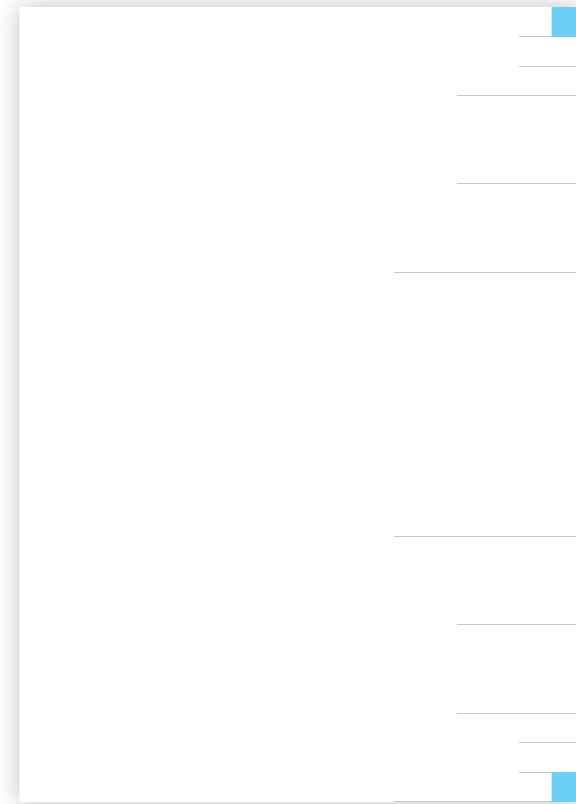
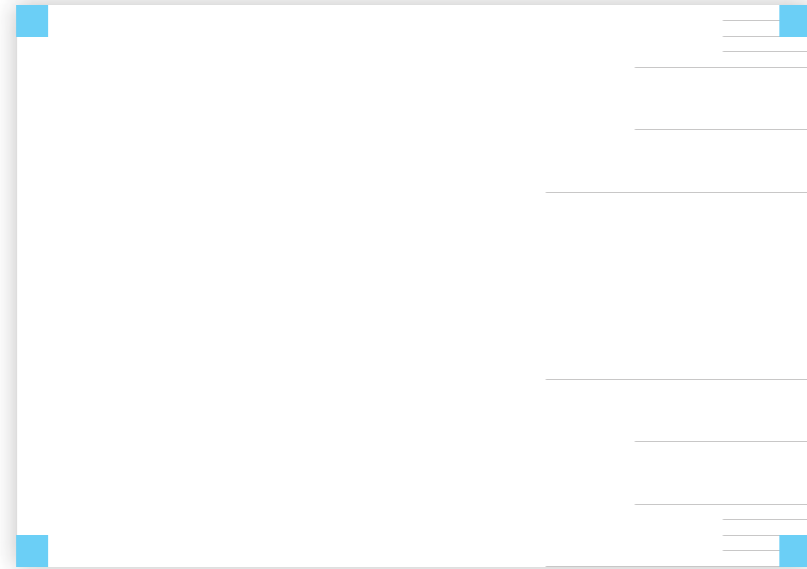
# PHOTO MATERIAL POSITIONING



**DISPLAY:**  
- landscape format orientation  
- portrait format orientation



## FORMAT BORDER CLEAR SPACE



In materials with either landscape or portrait orientation we define format border clear space. Within this space there is not permitted to use any kind of visual elements (text logos, icons ... )

Photo material can be positioned from border to border.

Format border clear space is defined as

→ in landscape materials **defined with square in a size of 1/18 of format height**

→ in portrait materials **defined with square in a size of 1/27 of format height**



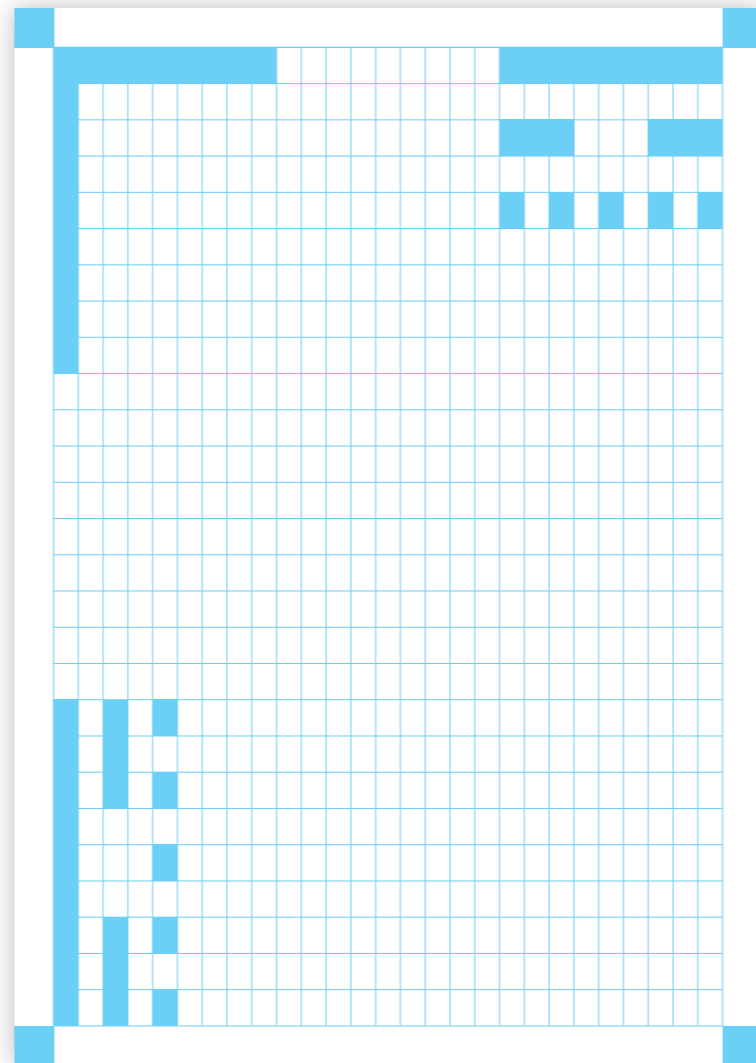
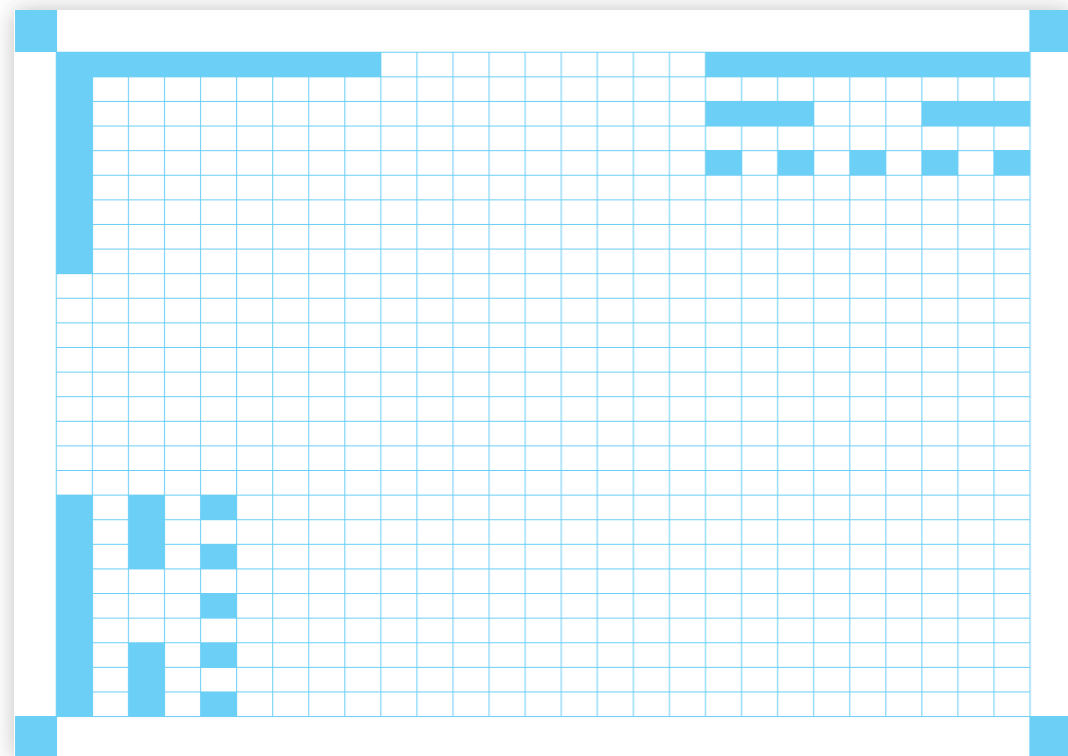
# PHOTO MATERIAL AND FORMAT BORDER CLEAR SPACE



PHOTOS CAN BE POSITIONED FROM BORDER TO BORDER OF ALL DIFFERENT MATERIAL APPLICATIONS.



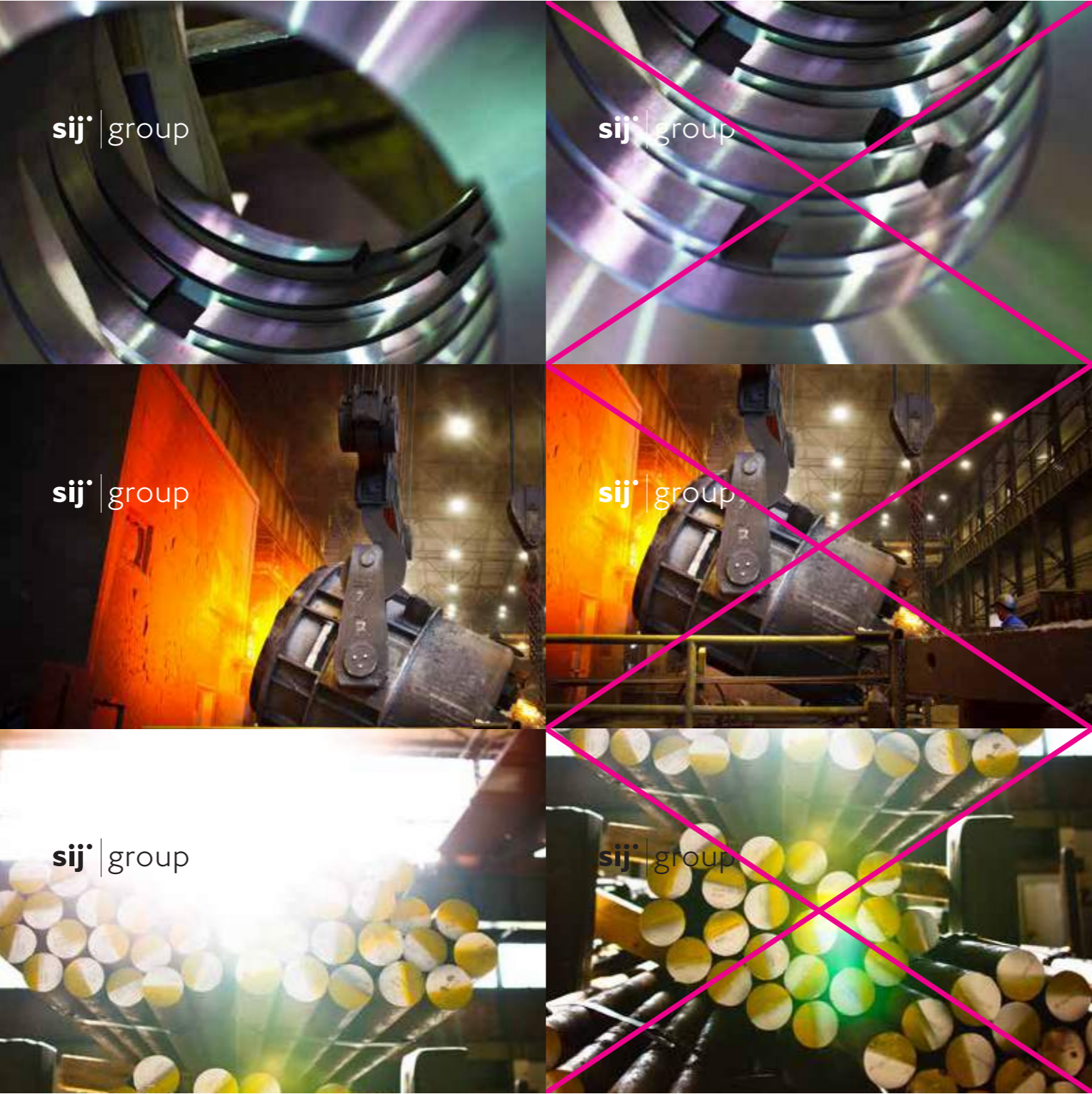
# FORMAT GRID LAYOUT



**DISPLAY:**  
- grid layout is divided by the rule of thirds



# TEXTS APPLICATION ON PHOTO MATERIAL



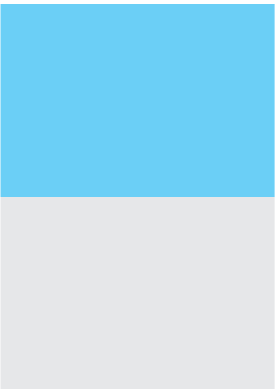
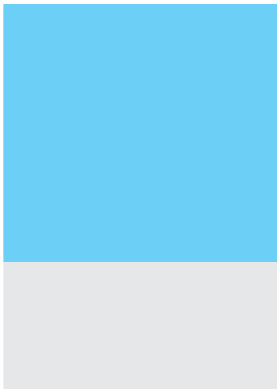


# FORMAT DISTIBUTION ON PHOTO AND OTHER VISUALS SEGMENTS





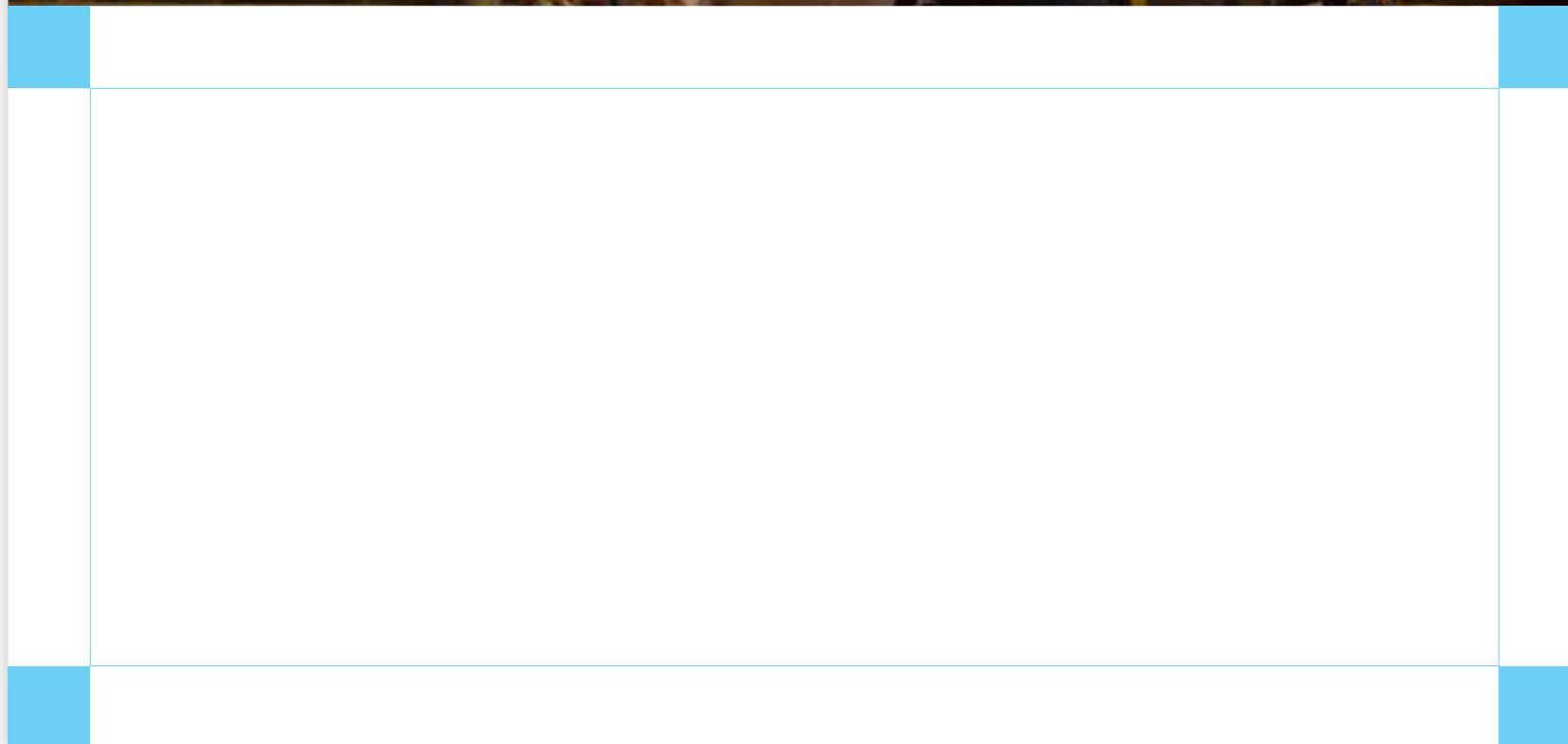
# PHOTO MATERIAL VERSUS TEXT FORMAT DISTRIBUTION







## TEXT SPACE BORDER CLEAR SPACE GRID LAYOUT





**Text size 1** Lorem ipsum dolor sit  
amet ... Calibri Regular, **Bold**,  
*Italic* or ***Bold Italic***

## TEXT TITLE SIZES



Lorem ipsum dolor sit amet, con  
sectetur adipiscing elit. Nam non  
scelerisque risus, sit amet fringila  
ante. Vestibulum ante ipsum ...



**Text size 2 ... Calibri Regular, Bold, *Italic* or ***Bold Italic*****

**Text size 3 ... Calibri Regular, Bold, *Italic* or ***Bold Italic*****

**Text size 3 ... Calibri Regular, Bold, *Italic* or ***Bold Italic*****

**Text size 4 ... Calibri Regular, Bold, *Italic* or ***Bold Italic*****

**Text size 4 ... Calibri Regular, Bold, *Italic* or ***Bold Italic*****



## Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam non scelerisque risus, sit amet fringilla ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam sollicitudin suscipit pellentesque...

Nullam ac eros sed leo malesuada pulvinar. Suspendisse nulla nisi, interdum sed risus vel, volutpat vestibulum quam. Cras quis neque rhoncus, placerat enim quis, consectetur odiosus.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nam non scelerisque risus, sit amet fringilla ante. Vestibulum ante ipsum primis in faucibus orci luctus et ultrices posuere cubilia Curae; Nullam sollicitudin suscipit pellentesque. Maecenas posuere porta arcu, nec maximus dolor luctus vel. Aenean vel metus ligula. Nulla quis interdum tellus. Nullam quis orci et ligula ultrices bibendum nec a elit. Fusce venenatis magna id ex hendrerit tristique. Praesent sagittis, urna et placerat tincidunt, quam eros placerat mi, molestie aliquet ligula quam ac felis. Sed ac commodo risus. Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. In ut metus maximus, suscipit libero eget, cursus nisi. Nam risus sapien, mollis id leo ut, commodo scelerisque.

Nullam ac eros sed leo malesuada pulvinar. Suspendisse nulla nisi, interdum sed risus vel, volutpat vestibulum quam. Duis pharetra nibh vitae metus euismod mattis.

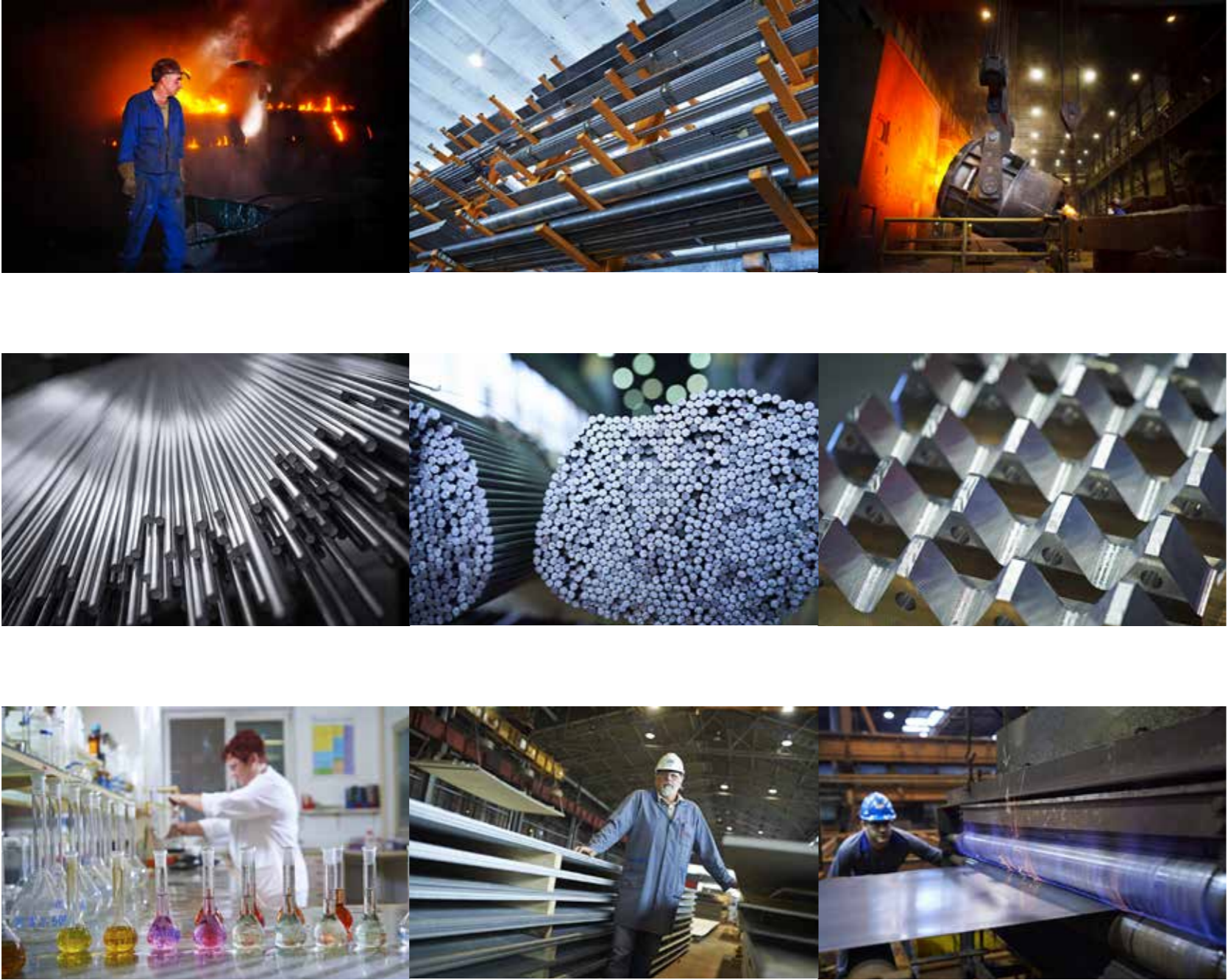
Nullam ac eros sed leo malesuada pulvinar. Suspendisse nulla nisi, interdum sed risus vel, volutpat vestibulum quam. Cras quis neque rhoncus, placerat enim quis, consectetur odio. Duis pharetra nibh vitae metus euismod mattis. Fusce neque nunc, molestie vel elementum et, consectetur eu quam. In sem massa, dictum eget purus ac, vehicula porta purus. Proin finibus ornare massa, ut finibus nulla congue nec. Nulla sit amet semper diam. Nullam vel ullamcorper ligula, sed tincidunt nulla.



**PHOTO MATERIAL  
SELECTION GUIDELINES**



# PHOTO MATERIAL TYPES



# PHOTO SELECTION GUIDELINES



FOTO 1

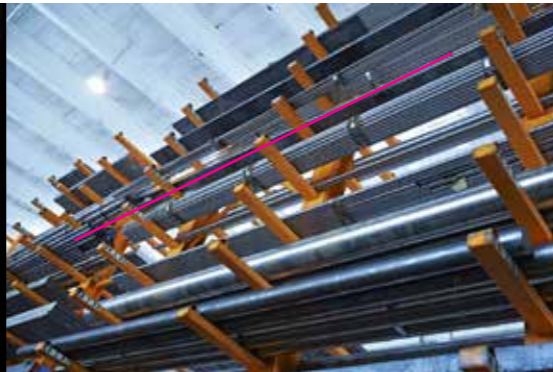


FOTO 2

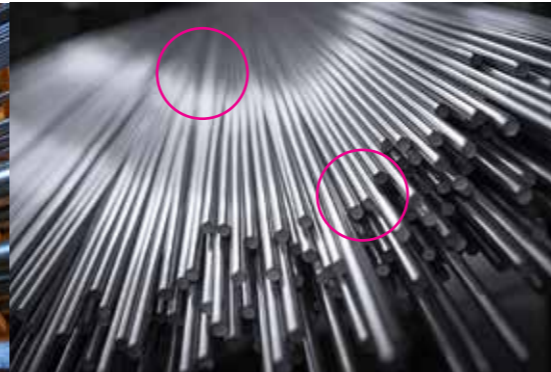


FOTO 3



FOTO 4



FOTO 5



FOTO 6

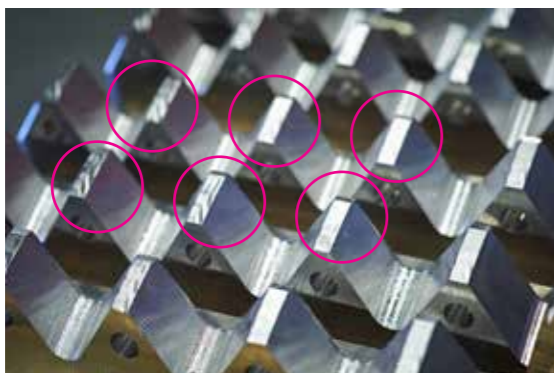


FOTO 7



FOTO 8



FOTO 9



**ADDITIONAL VISUAL  
ELEMENTS**

# PICTOGRAMS

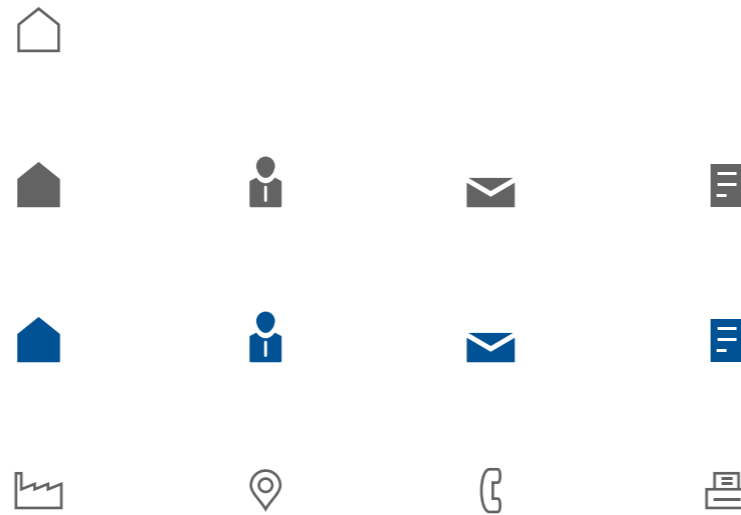


**sij** | skupina

🏠 **SIJ d.d.**  
 📍 Gerbičeva 98  
 SI-1000 Ljubljana, Slovenia, EU

☎ +386 1 242 98 00  
 ✉ info@sij.si  
 🌐 www.sij.si

COMPANY NO. | MATIČNA ŠT.: 5046432000  
 VAT NO. | ID ZA DDV: SI51018535



## MAPS AND LOCATIONS



SIJ MWT,  
LANDSBERG AM LECH, DE

SIJ METAL RAVNE,  
RAVNE NA KOROŠKEM, SI

SIJ ACRONI,  
JESENICE, SI

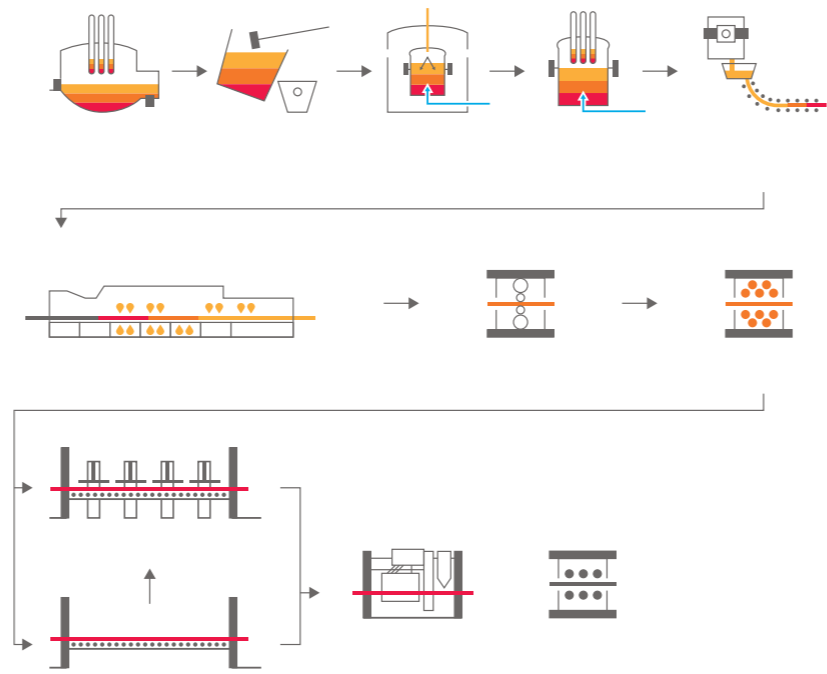
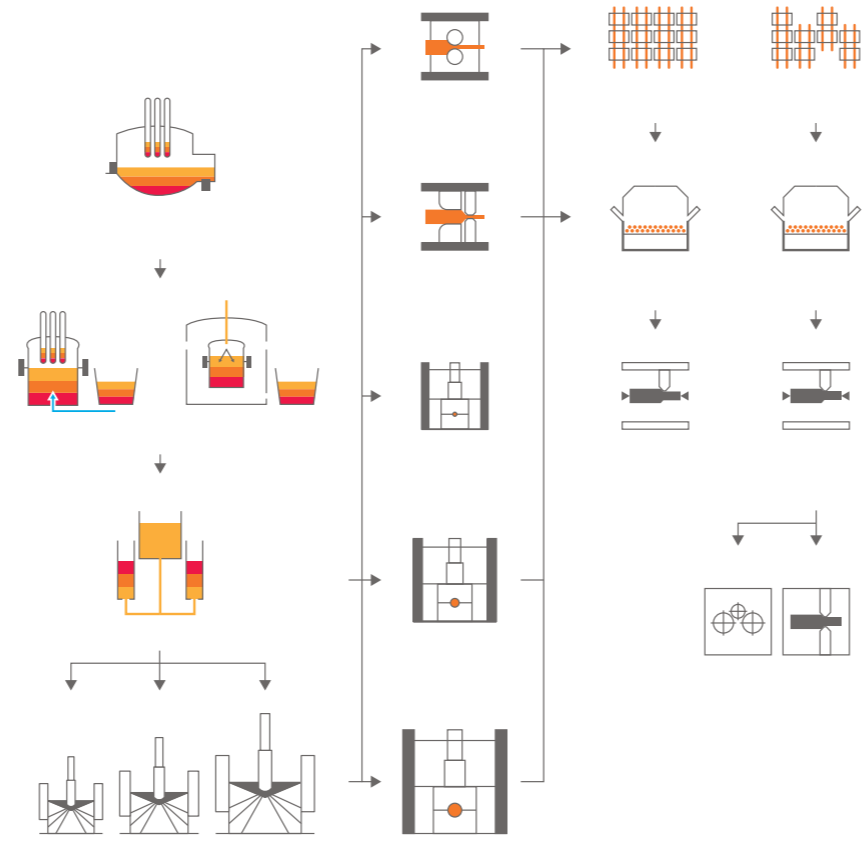
SIJ SIDERTOCE  
GRAVELONA TOCE VB, IT

SIJ RAVNE STEEL CENTER  
LJUBLJANA, SI

ORO MET,  
PIVKA, SI



# INFOGRAPHICS



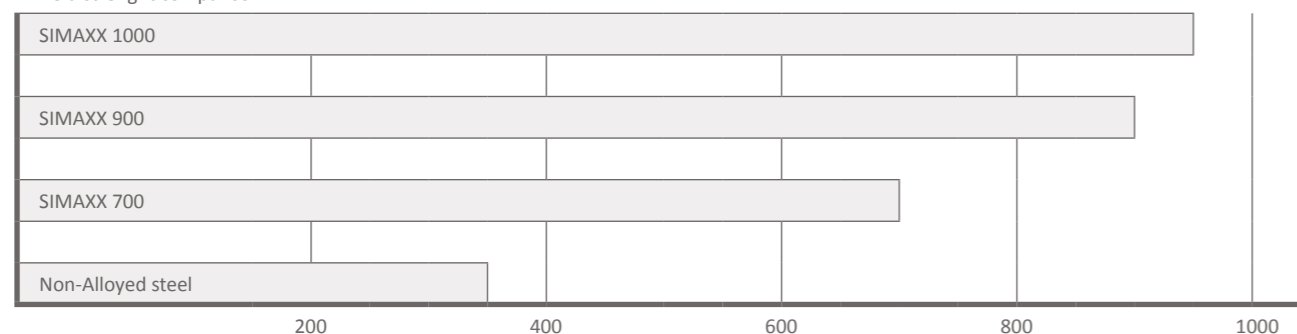
**MECHANICAL PROPERTIES\***

	Yield strength (minimal) Re (MPa)	Tensile strength Rm (MPa)	Elongation (minimal) A5 (%)	Charpy V-Notch	
SIDUR 250	750	940	15	-20°C 30J	SIDUR 350 hi temp
SIDUR 300	820	1030	15	-20°C 30J	Min. 300HB
SIDUR 400	900	1300	12	-20°C 30J	Normalized
SIDUR 450	1100	1450	10	-20°C 30J	
SIDUR 500	1300	1650	8	-20°C 25J	
SIDUR 350 hi temp	660	1000	10	-20°C 27J	
SIDUR 3401	350	800-1000	30		

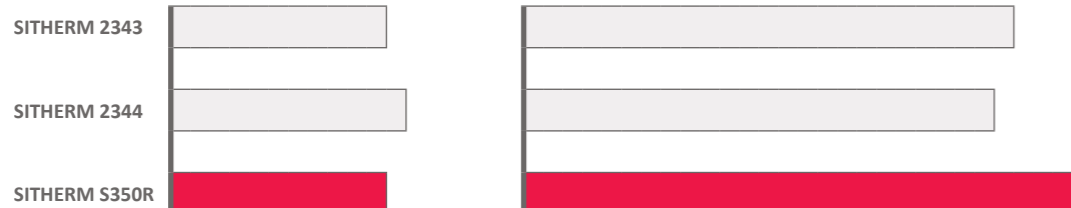
Typical values for 15 mm plate thickness

\* orientational value

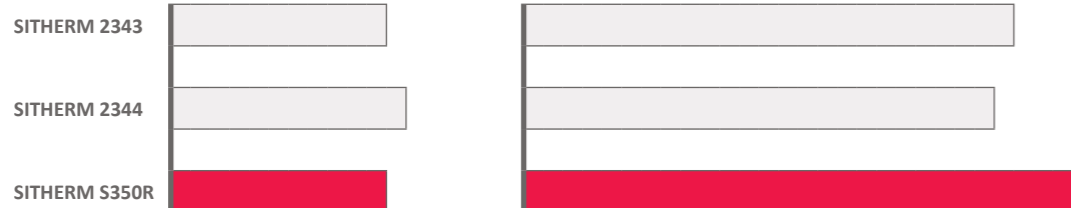
Yield strenght comparison



RS GRADE STRENGHT TOUGHNESS



RS GRADE STRENGHT TOUGHNESS



# TABLES AND GRAPHS

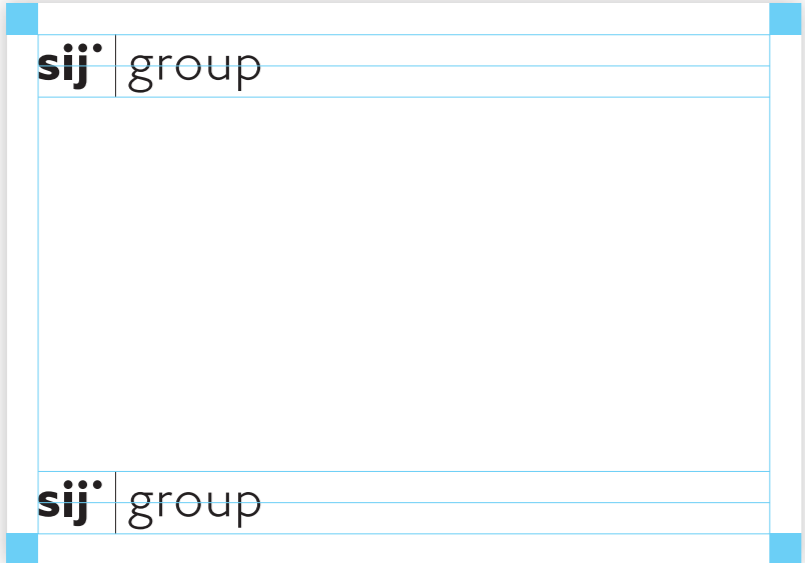
Tabele omogočajo jasnejše izpostavitve vsebine. Bazirajo na horizontalnih, linijskih postavitvah in strukturirano podajajo informacijo. Nizanje vsebine eno pod drugo omogoča bralcu enostavno primerjavo podatkov. Tabele se uproablajo v tiskovinah (interne revije, letna poročila ... )

Tabele je možno nadgrajevati z uporabo barv ali puščic, ki nakazujejo na rast oz. padanje vrednosti.

**PROMOTIONAL  
MATERIALS CORPO  
LOGO POSITIONING**



# SIZE AND POSITION OF A SIJ AND COMPANY LOGOS





## BRAND LOGOS



**SIMOLD** ...

**SIMOLD** ...

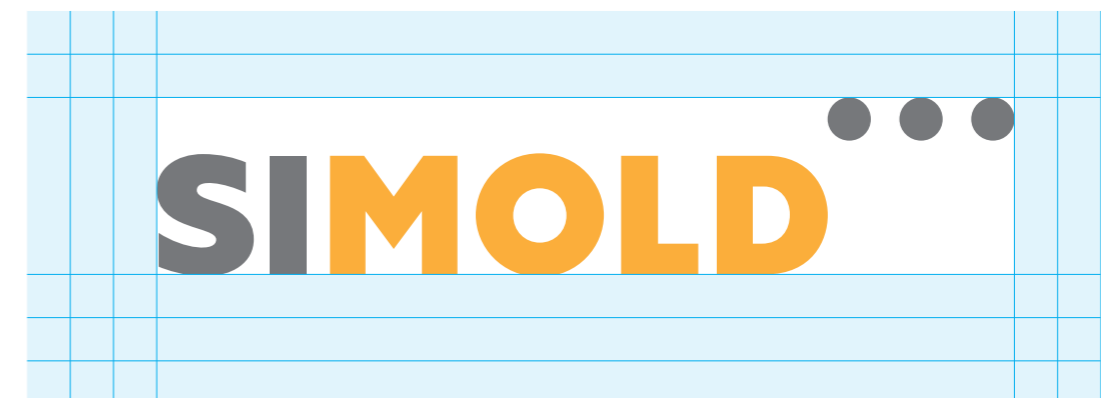
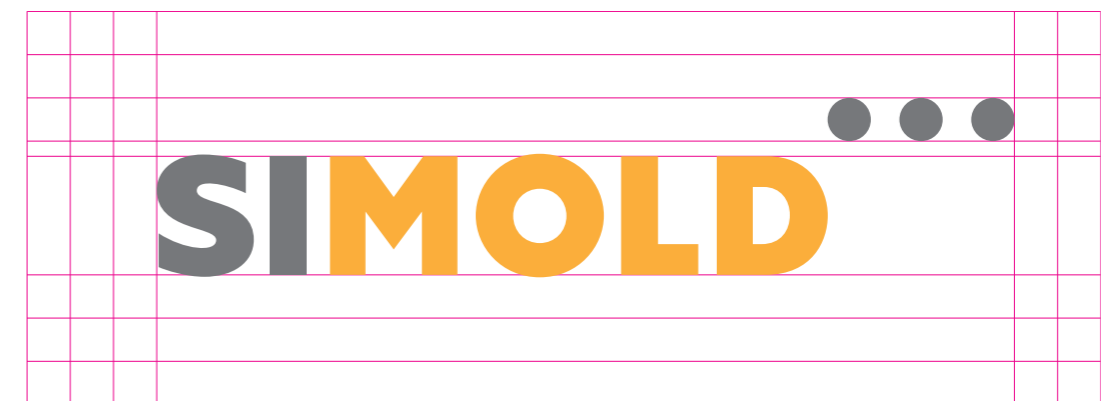
**SIMOLD** ...

**SIMOLD** ...

## SIMOLD

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SIDUR** ● ● ●

**SIDUR** ● ● ●

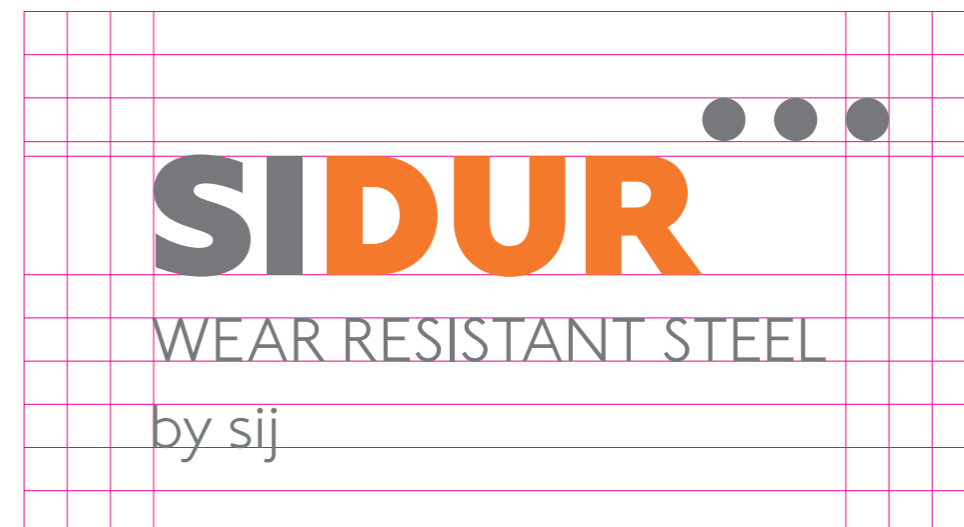
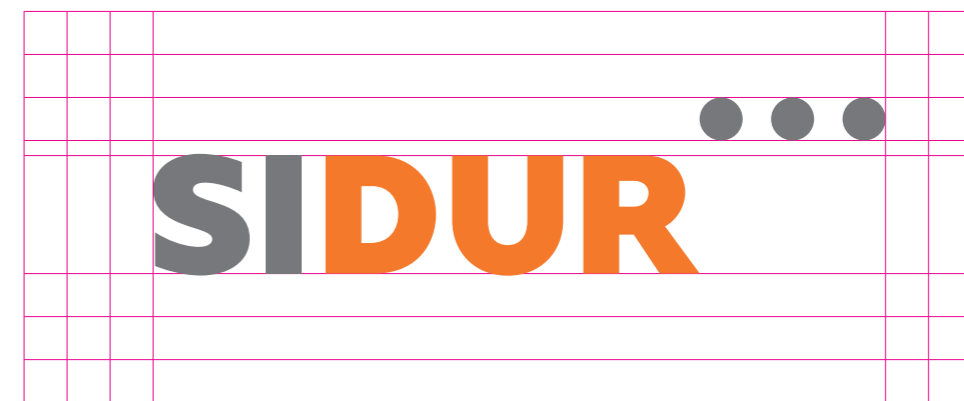
**SIDUR** ● ● ●

**SIDUR** ● ● ●

## SIDUR

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SITHERM** ● ● ●

**SITHERM** ● ● ●

**SITHERM** ● ● ●

**SITHERM** ● ● ●

## SITHERM

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SIQUAL**...

**SIQUAL**...

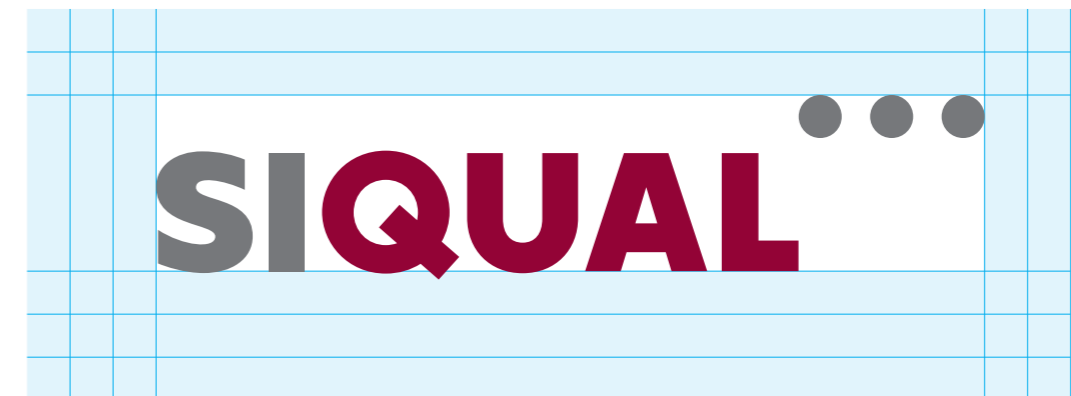
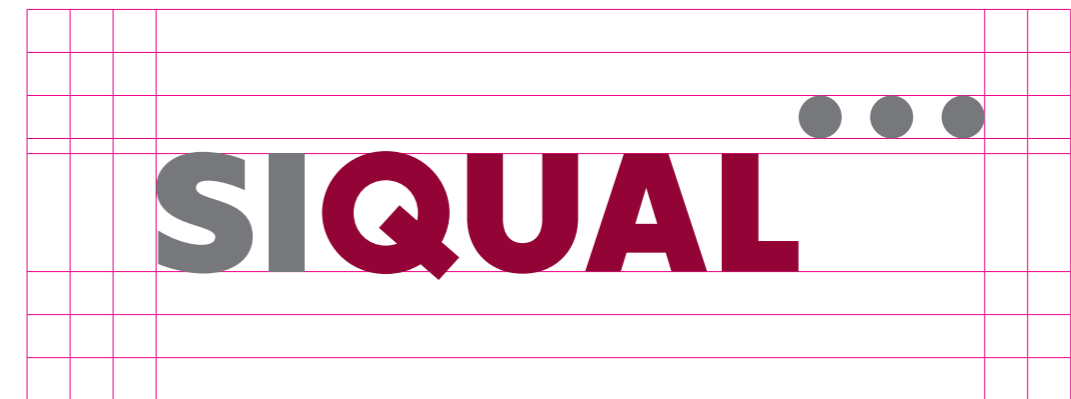
**SIQUAL**...

**SIQUAL**...

## SIQUAL

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SICLAD** ● ● ●

**SICLAD** ● ● ●

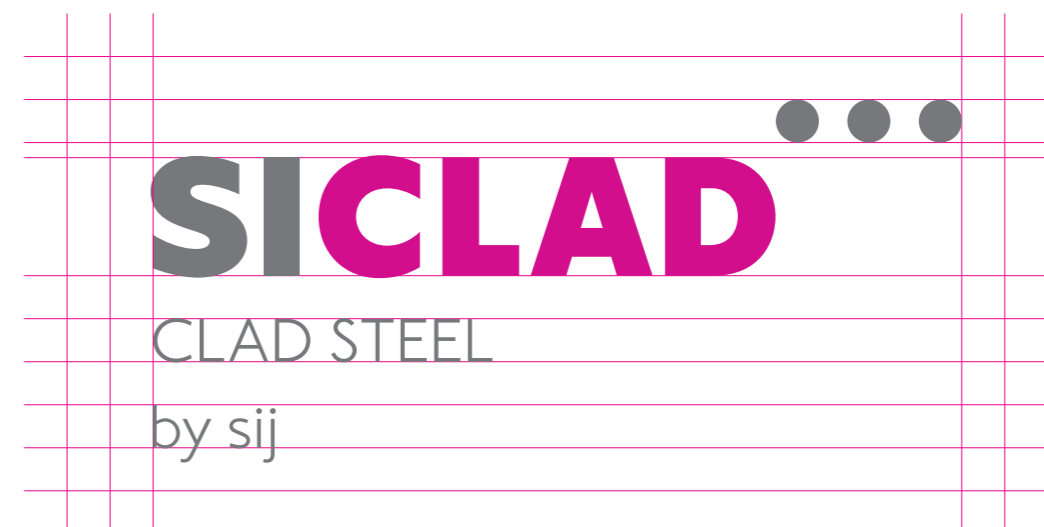
**SICLAD** ● ● ●

**SICLAD** ● ● ●

## SICLAD

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SIPREME** ● ● ●

**SIPREME** ● ● ●

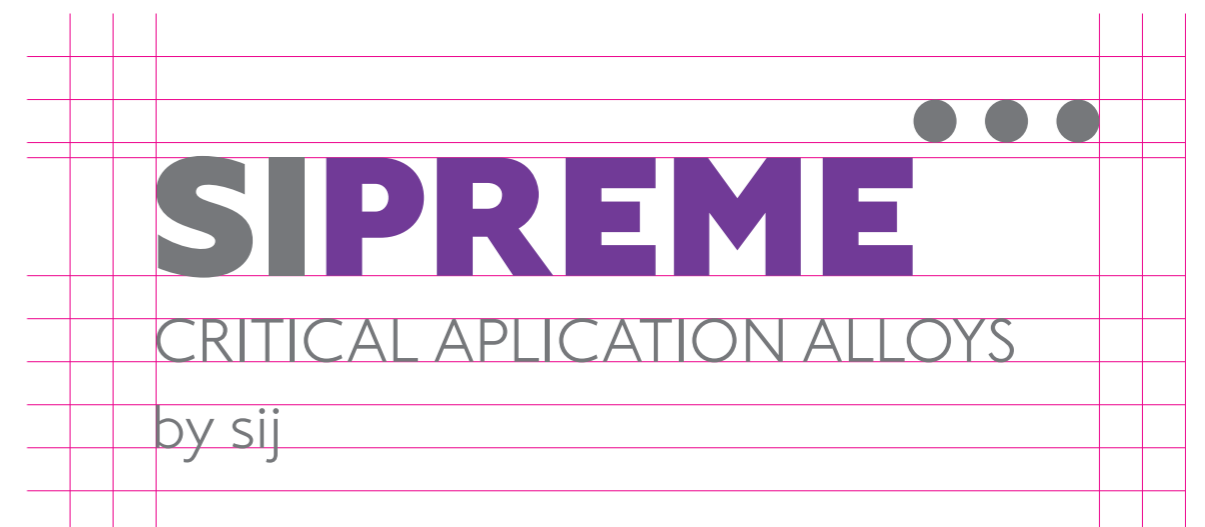
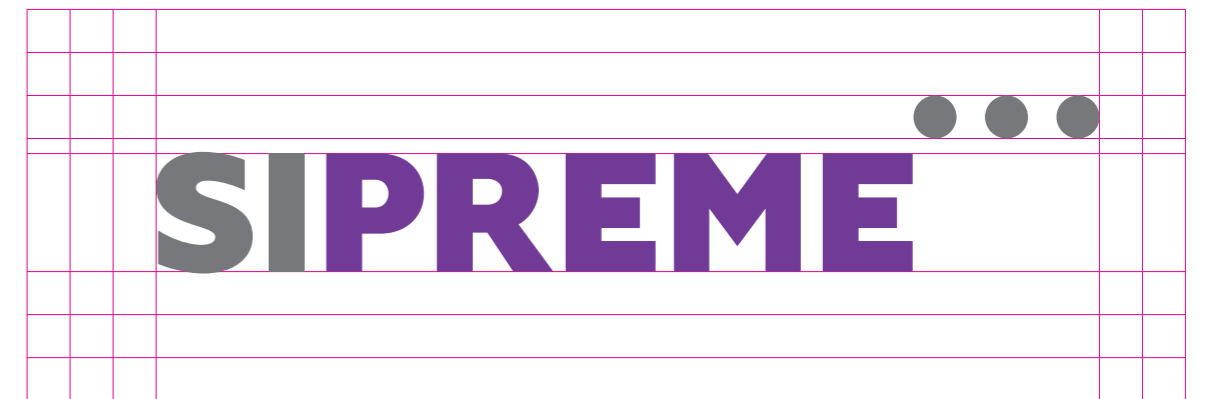
**SIPREME** ● ● ●

**SIPREME** ● ● ●

## SIPREME

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SIHARD** ● ● ●

**SIHARD** ● ● ●

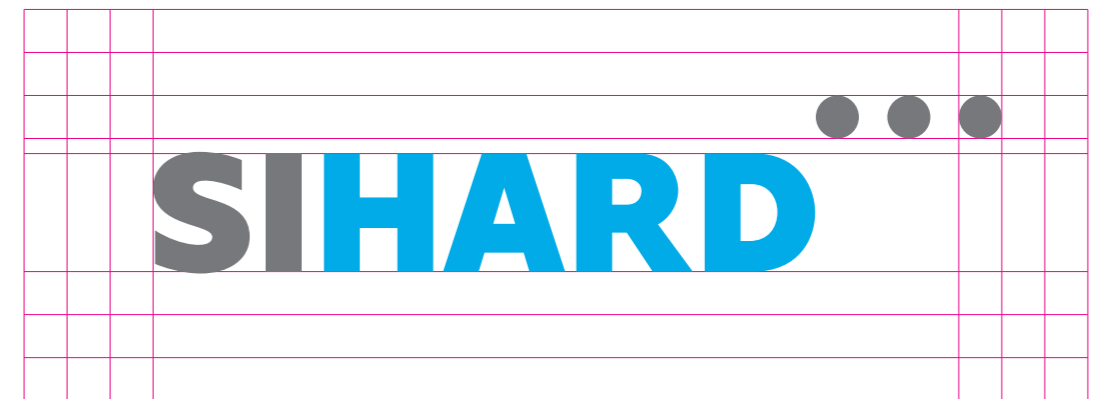
**SIHARD** ● ● ●

**SIHARD** ● ● ●

## SIHARD

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SILABS**...

**SILABS**...

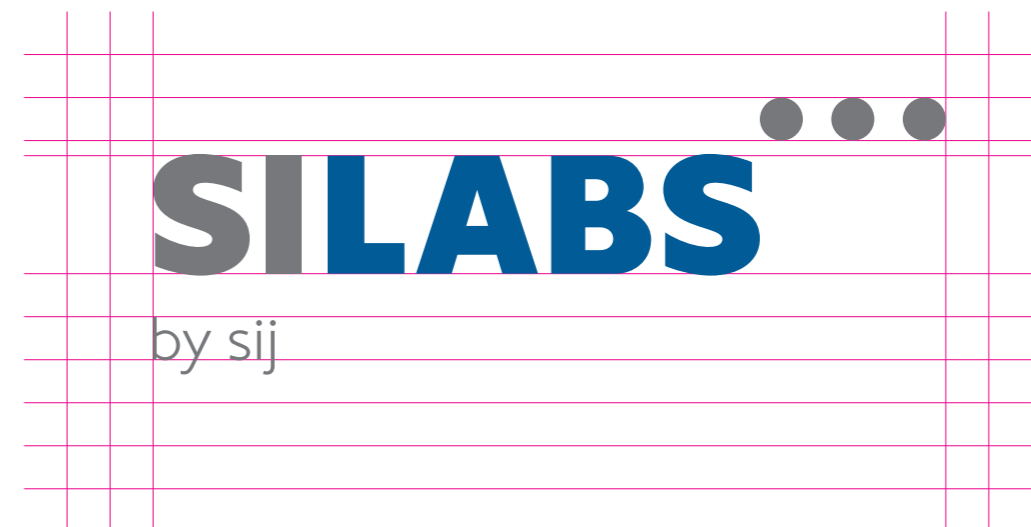
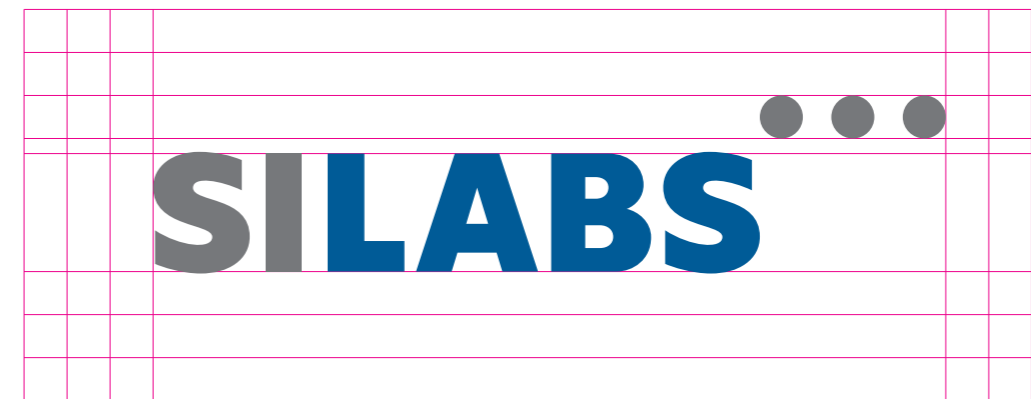
**SILABS**...

**SILABS**...

## SILABS

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions





**SINOXX**...

**SINOXX**...

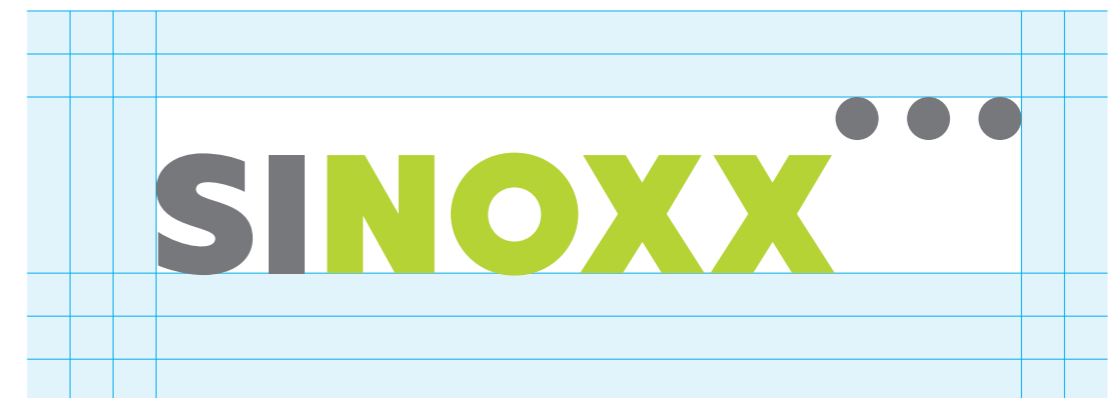
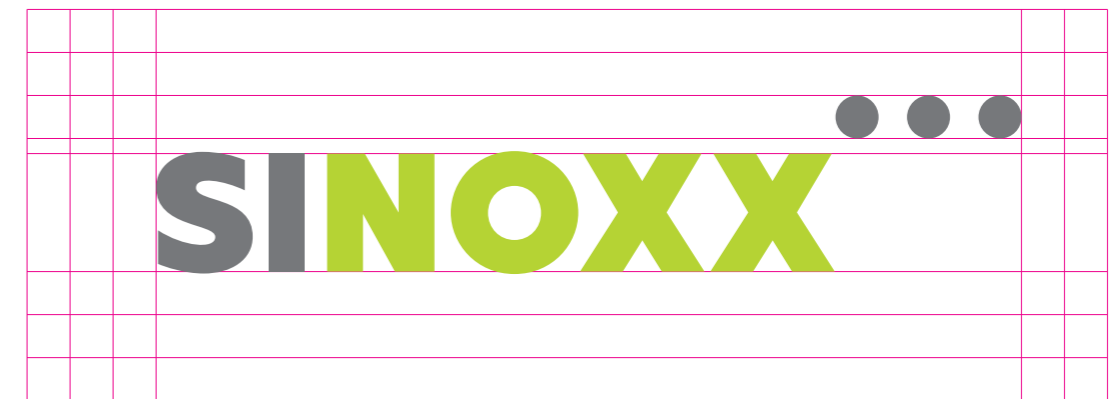
**SINOXX**...

**SINOXX**...

## SINOXX

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SIRAPID** ● ● ●

**SIRAPID** ● ● ●

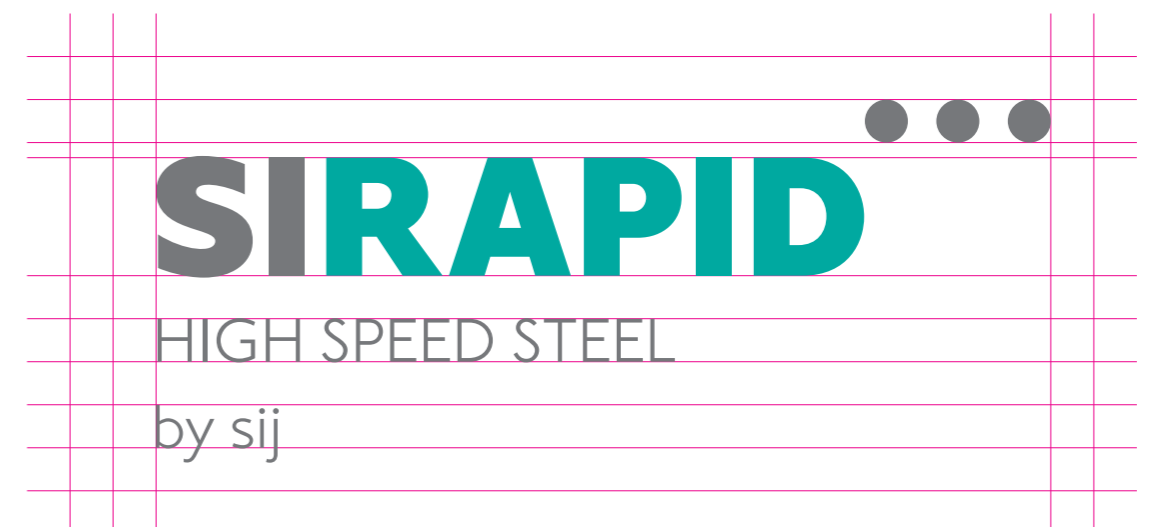
**SIRAPID** ● ● ●

**SIRAPID** ● ● ●

## SIRAPID

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SIWATT** ●●●

**SIWATT** ●●●

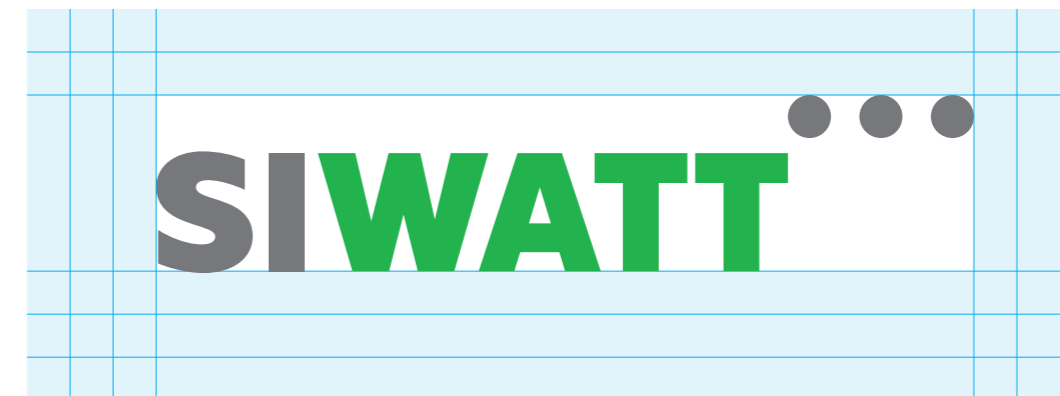
**SIWATT** ●●●

**SIWATT** ●●●

## SIWATT

### DISPLAY

- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



**SIMAXX** ● ● ●

**SIMAXX** ● ● ●

**SIMAXX** ● ● ●

**SIMAXX** ● ● ●

## SIMAXX

### DISPLAY

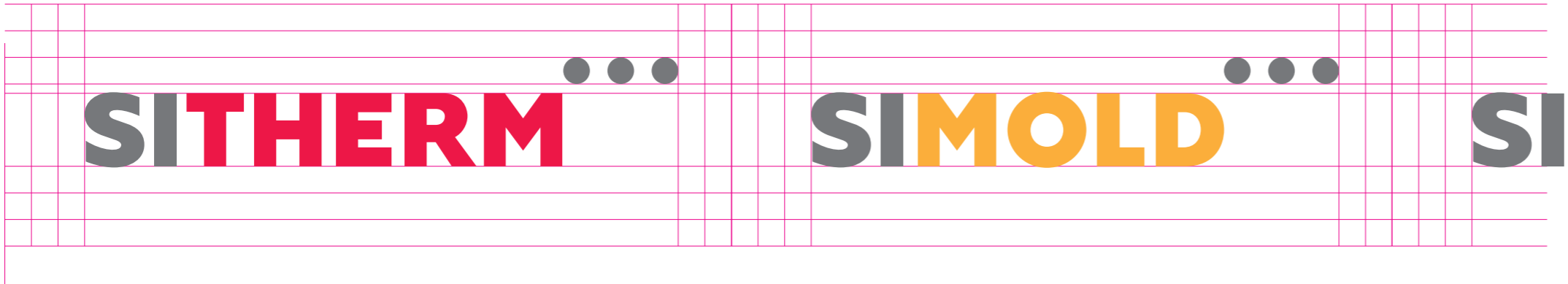
- color logo
- black logo
- logo negative on black background
- logo negative on color background
- grid layout
- clear space
- grid layout of logo with additional inscriptions



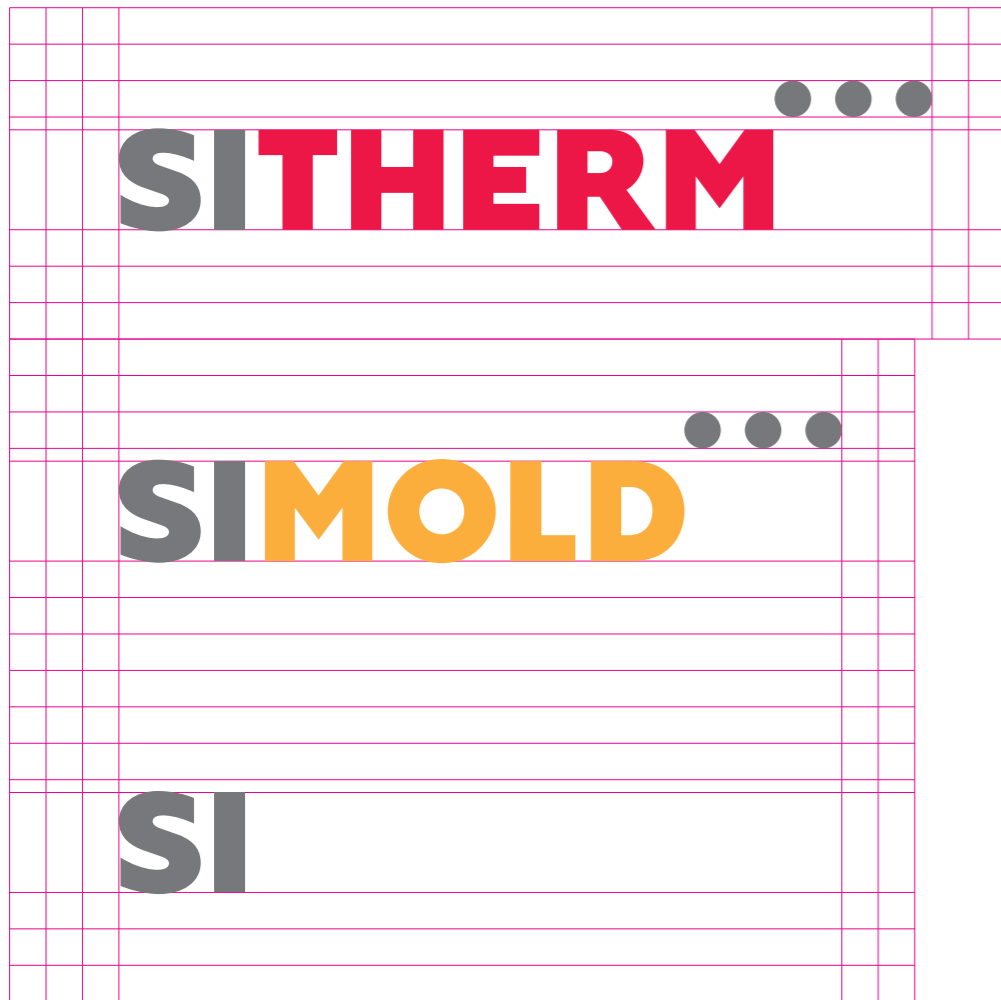


**CO-EXISTENCE OF BRAND  
LOGOS**

# HORIZONTAL CO-EXISTENCE OF BRAND LOGOS



## VERTICAL CO-EXISTANCE OF BRAND LOGOS



**SITHERM**...

**SIMOLD**...

**SI**



## CO-EXISTANCE OF BRAND LOGOS ON COLOR BACKGROUNDS



<b>SIMOLD</b> ... PLASTIC MOLD STEEL	<b>SIDUR</b> ... WEAR RESISTANT STEEL	<b>SIPREME</b> ... CRITICAL APPLICATION ALLOYS	<b>SIHARD</b> ... COLD WORK TOOL STEEL
<b>SICLAD</b> ... CLAD STEEL	<b>SIWATT</b> ... ELECTRICAL STEEL	<b>SITHERM</b> ... HOT WORK TOOL STEEL	<b>SIQUAL</b> ... QUALITY STEEL
<b>SIRAPID</b> ... HIGH SPEED STEEL	<b>SINOXX</b> ... STAINLESS STEEL	<b>SIMAXX</b> ... HIGH STRENGTH STEEL	<b>SILABS</b> ...

## CO-EXISTANCE OF BRAND LOGOS WITH EXPLANATIONS ON COLOR BACKGROUNDS

<b>SIMOLD</b> ...	<b>SIDUR</b> ...	<b>SIPREME</b> ...	<b>SIHARD</b> ...
<b>SICLAD</b> ...	<b>SIWATT</b> ...	<b>SITHERM</b> ...	<b>SIQUAL</b> ...
<b>SIRAPID</b> ...	<b>SINOXX</b> ...	<b>SIMAXX</b> ...	<b>SILABS</b> ...



## GRID LAYOUT OF CO-EXISTANCE

**SIMOLD**

PLASTIC MOLD STEEL

**SIDUR**

WEAR RESISTANT STEEL

**SIPREME**

CRITICAL APPLICATION ALLOYS

**SIHARD**

COLD WORK TOOL STEEL

**SICLAD**

CLAD STEEL

**SIWATT**

ELECTRO STEEL

**SITHERM**

HOT WORK TOOL STEEL

**SIQUAL**

QUALITY STEEL

**SIRAPID**

HIGH SPEED STEEL

**SINOXX**

STAINLESS STEEL

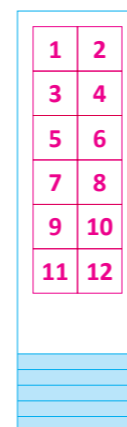
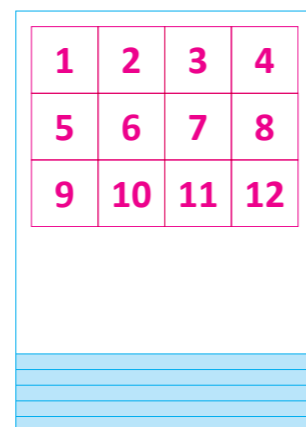
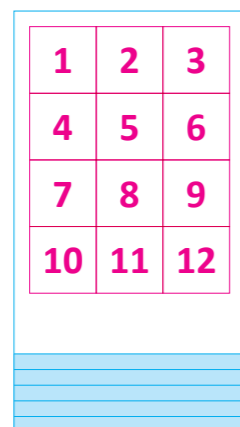
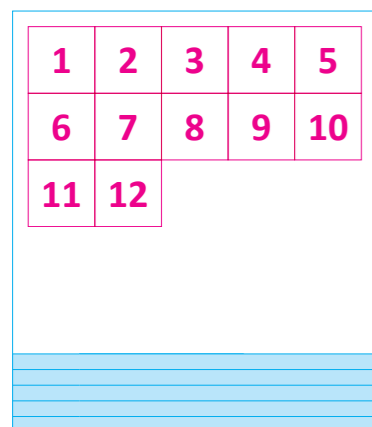
**SIMAXX**

HIGH STRENGTH STEEL

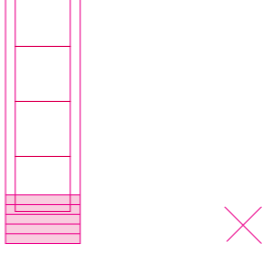
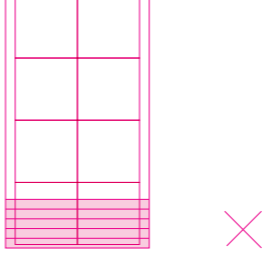
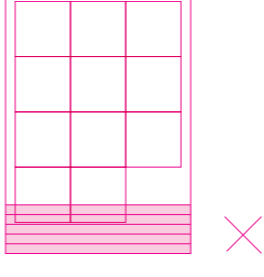
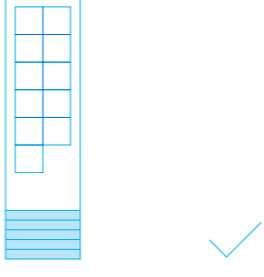
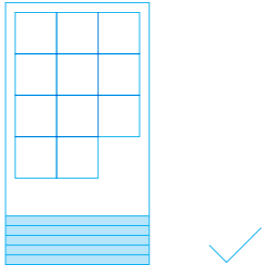
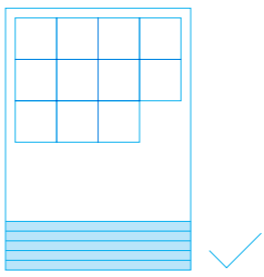
**SILABS**

<p>1</p> <p><b>SIMOLD</b> ...</p>	<p>2</p> <p><b>SIDUR</b> ...</p>	<p>3</p> <p><b>SIPREME</b> ...</p>	<p>4</p> <p><b>SIHARD</b> ...</p>
<p>5</p> <p><b>SICLAD</b> ...</p>	<p>6</p> <p><b>SIWATT</b> ...</p>	<p>7</p> <p><b>SITHERM</b> ...</p>	<p>8</p> <p><b>SIQUAL</b> ...</p>
<p>9</p> <p><b>SIRAPID</b> ...</p>	<p>10</p> <p><b>SINOXX</b> ...</p>	<p>11</p> <p><b>SIMAXX</b> ...</p>	<p>12</p> <p><b>SILABS</b> ...</p>

## GRID LAYOUT AND POSITION OF INDIVIDUAL BRAND IN CO-EXISTANCE



# APPLICATIONS GRID LAYOUT

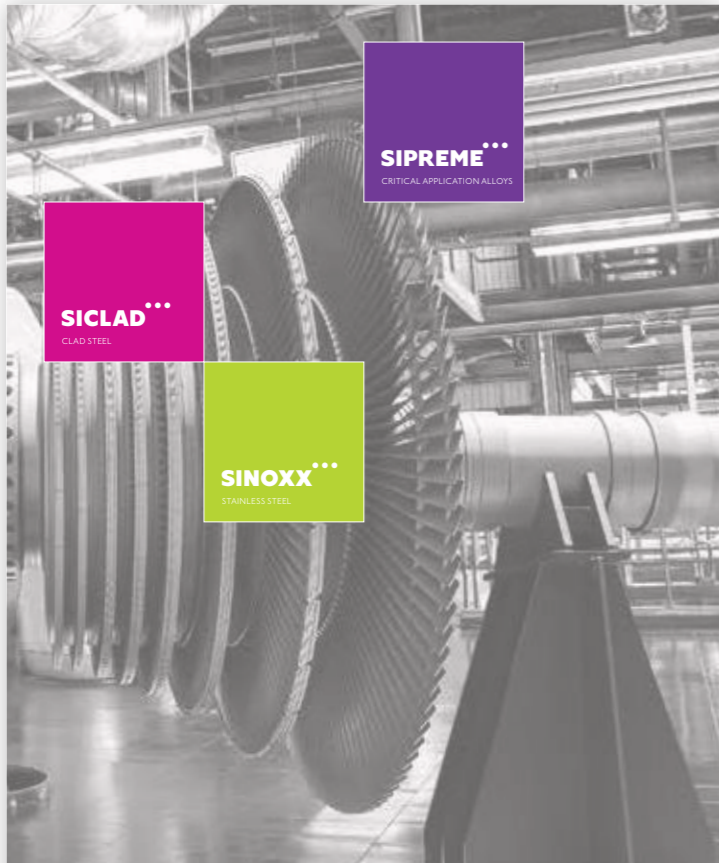


**sij**

LOREM IPSUM  
DOLOR AMET

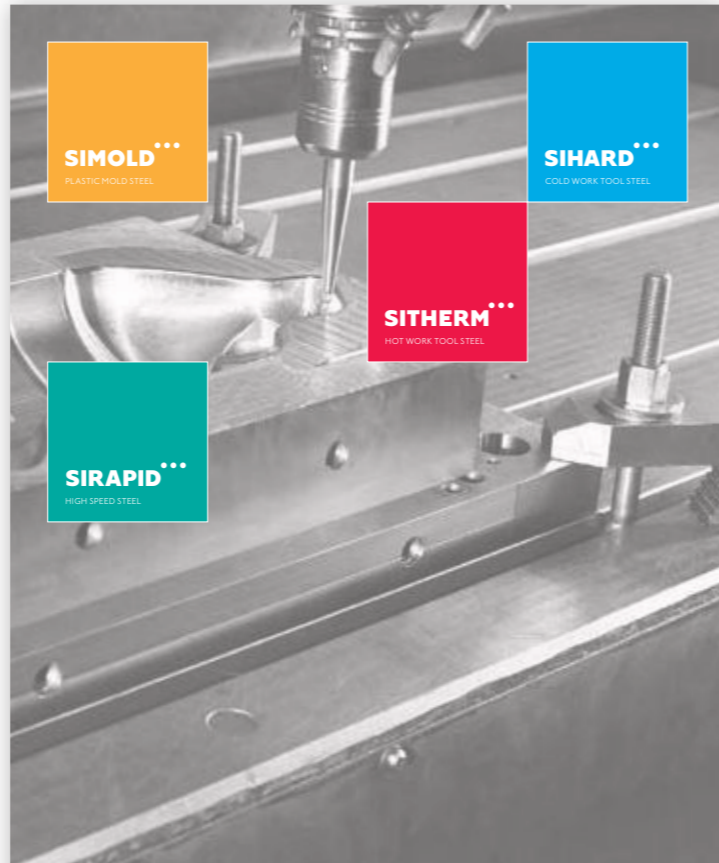


# EXAMPLES OF BRANDS GRID USAGE



**sij**

Corrosion resistant steels and alloys  
SINOXX | SIPREME | SICLAD



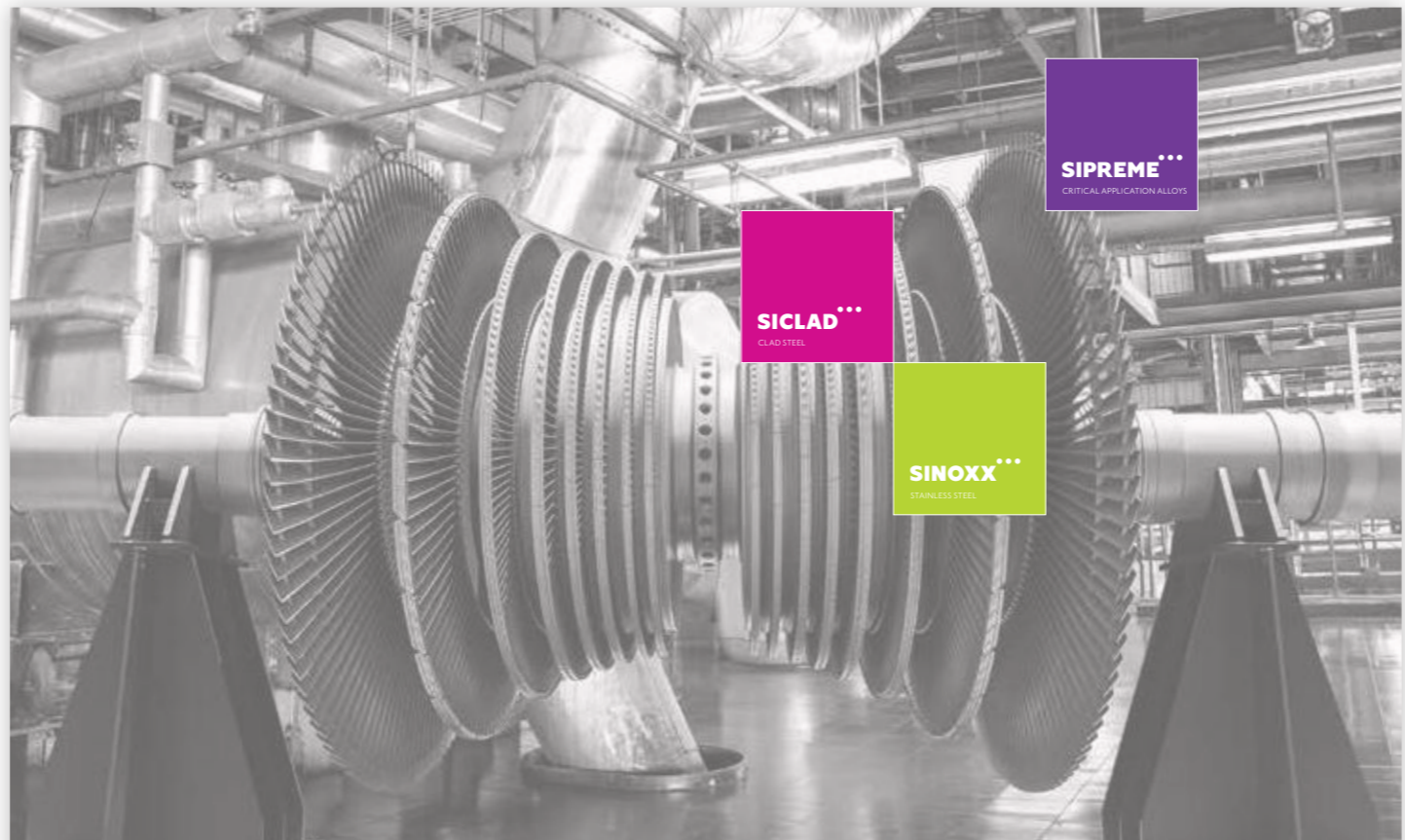
**sij**

Tool steels  
SIMOLD | SITHERM | SIHARD | SIRAPID



**sij**

Wear-resistant and high-strength steels  
SIDUR | SIMAXX



SJ Group  
Gerbičeva 98  
1000 Ljubljana  
www.sij.si

**sij**

Corrosion resistant steels and alloys  
SINOXX | SIPREME | SICLAD

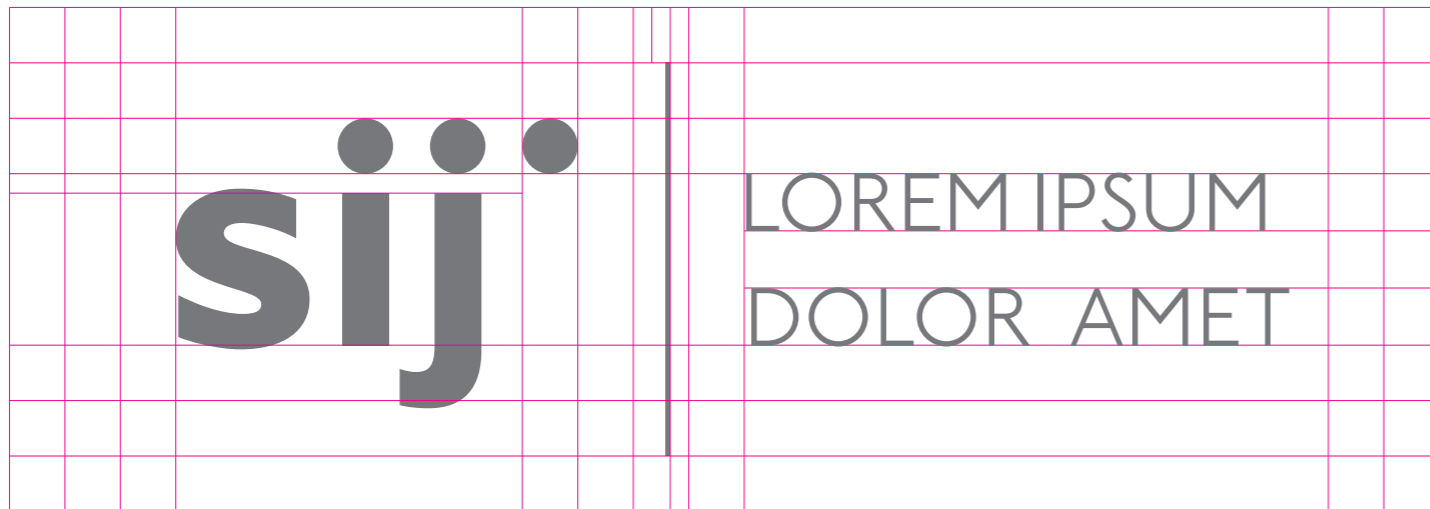


**QUALITY MARK**

## CORPORATE SLOGAN

sij'

LOREM IPSUM  
DOLOR AMET



Corporate slogan is not yet defined.

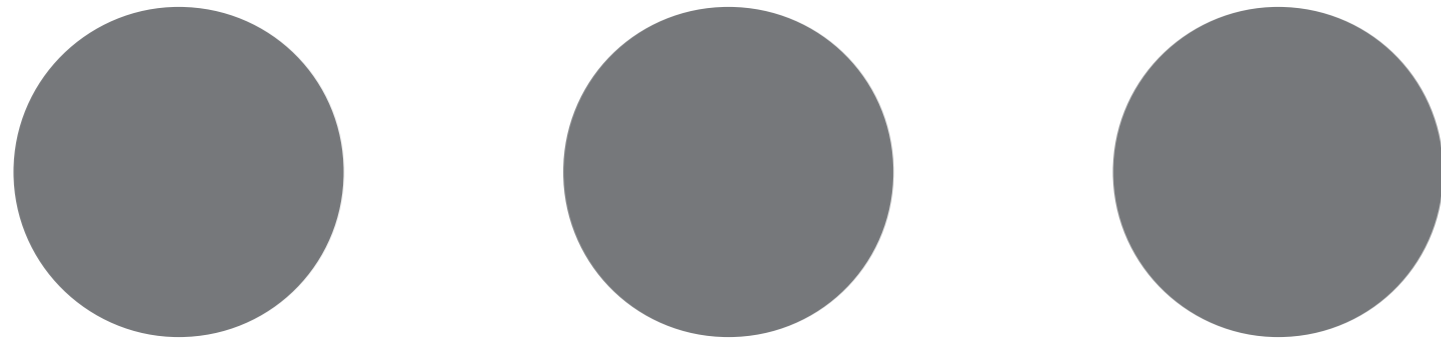
**PRIKAZ**

→ predicted typographical and grid layout for corporate slogan



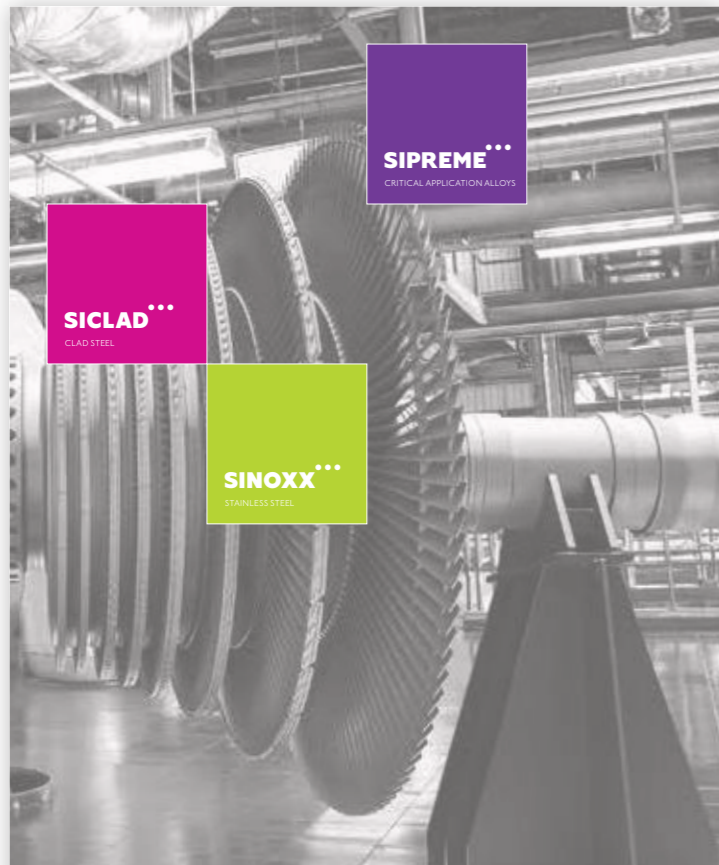


## THREE DOTS



THREE DOTS REPRESENTS THREE VALUES

**CUSTOMISATION, STRIVIN & PROVEN**



**SIPREME**  
CRITICAL APPLICATION ALLOYS

**SICLAD**  
CLAD STEEL

**SINOXX**  
STAINLESS STEEL

**SIPREME**

**SIPREME** nickel alloys are highly corrosion-resistant even in extremely aggressive media and under high temperatures, which gives them a very important role in the processing industry.

There are two types of SIPREME nickel alloys: one is distinguished by high-temperature hardness, while the other is used primarily for its corrosion-resistant properties. Both work well in extremely corrosive environments and with aggressive media often replacing stainless steels, since nickel dissolves more alloy elements than iron.

## QUALITY MARK POSITIONING AND USE



**SIDUR**  
WEAR RESISTANT STEEL

**SIMAXX**  
HIGH STRENGTH STEEL

**sij** group

SIJ is a vertically integrated holding company, the leading steel manufacturer in Slovenia, and one of the largest stainless and special steel manufacturers in Europe. SIJ Group consists of the two largest steel companies in Slovenia (SIJ Acroni and SIJ Metal Ravne), other manufacturing and processing companies (SIJ Ravne Systems, SIJ Elektrode, SIJ SUZ), specialized service and sales centers across Europe and the USA, and companies for scrap steel collection and sales.

[www.sij.si](http://www.sij.si)

- INCREASE YOUR PRODUCT'S LIFE SPAN**  
The highest steel quality, based on world class production equipment and more than 400 years of experience in steel making
- DECREASE MACHINING COSTS**  
Narrow dimensional tolerances, exceeding international standards
- OPTIMIZE YOUR MANUFACTURING PROCESSES**  
Extensive range of mechanical treatment possibilities to find the best fit for your production process
- EXCEED YOUR CUSTOMERS' EXPECTATIONS**  
Strong in-house R&D Department and broad applied knowledge helps you get the best solutions for your customers' needs



**BASIC STATIONARY SET**

# BUSINESS CARDS



RECIPIENT COMPANY

Recipient person

Street and house number

Post number and City

Country, EU

VAT Number

City, Date 24.05.2016

Matter:Title  
Calibri Bold 13/15

Subtitle: Calibri Regular 11/15

Content: Calibri Regular 9/15 ...

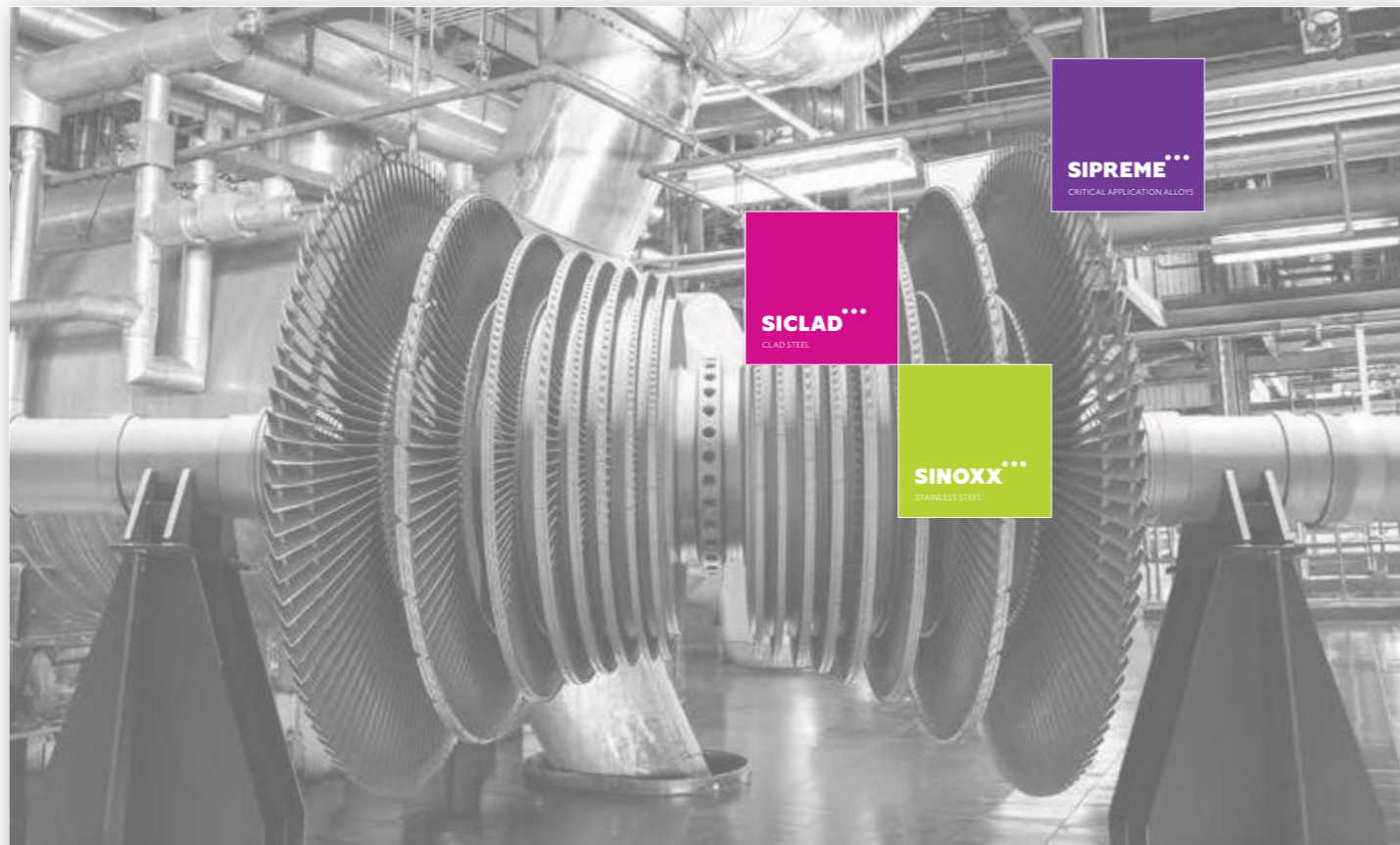
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean ullamcorper quam id nunc rutrum posuere. Nullam sollicitudin pulvinar accumsan. Donec varius lorem aliquet, mattis nisl non, tincidunt ante. In vitae leo lectus. Etiam sollicitudin tellus ut massa pharetra iaculis. Nam scelerisque nulla nec neque porttitor iaculis. Phasellus vehicula lacus vel ligula porta, vitae varius mauris fringilla. Aliquam erat volutpat. Praesent id justo diam. Fusce consectetur lobortis convallis. Vestibulum ultrices nulla ante, mattis pulvinar odio bibendum ac. Donec imperdiet vel sapien quis vulputate.



# LETTERHEAD



**PROMOTIONAL MATERIALS**



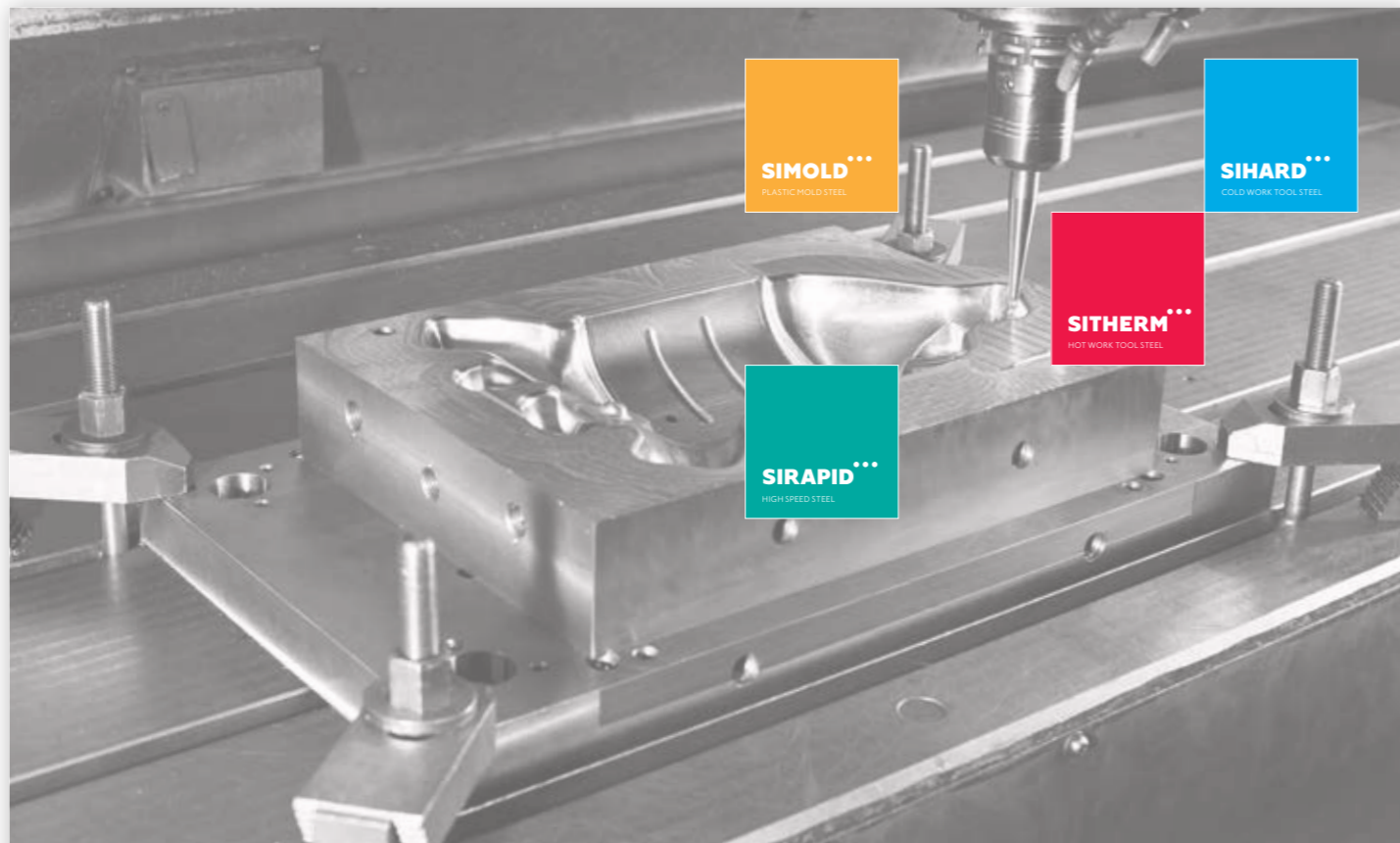
SJ Group  
Gerbičeva 98  
1000 Ljubljana  
www.sj.si

**sj**

Corrosion resistant steels and alloys  
SINOXX | SIPREME | SICLAD



# BRANDS GROUPS CATALOGUES



SJ Group  
Gerbičeva 98  
1000 Ljubljana  
www.sj.si

**sj**

Tool steels  
SIMOLD | SITHERM | SIHARD | SIRAPID



SJ Group  
Gerbičeva 98  
1000 Ljubljana  
www.sj.si

**sj**

Wear-resistant and high-strength steels  
SIDUR | SIMAXX



SIJ is a vertically integrated holding company, the leading steel manufacturer in Slovenia, and one of the largest stainless and special steel manufacturers in Europe. SIJ Group consists of the two largest steel companies in Slovenia (SIJ Acroni and SIJ Metal Ravne), other manufacturing and processing companies (SIJ Ravne Systems, SIJ Elektrode, SIJ SUZ), specialized service and sales centers across Europe and the USA, and companies for scrap steel collection and sales.



- • • **INCREASE YOUR PRODUCT'S LIFE SPAN**  
The highest steel quality, based on world class production equipment and more than 400 years of experience in steel making
- • • **DECREASE MACHINING COSTS**  
Narrow dimensional tolerances, exceeding international standards
- • • **OPTIMIZE YOUR MANUFACTURING PROCESSES**  
Extensive range of mechanical treatment possibilities to find the best fit for your production process
- • • **EXCEED YOUR CUSTOMERS' EXPECTATIONS**  
Strong in-house R&D Department and broad applied knowledge helps you get the best solutions for your customers' needs



**SINOXX** represents a family of corrosion-resistant steels that contain at least 10.5% of chromium. These steels are also alloyed with nickel, molybdenum, titanium, niobium and other elements. Their mechanical properties and application depend on their chemical composition. The careful choice of the correct steel grade affects the durability and serviceability of a manufactured product.

SINOXX products, produced by SIJ Group companies, are used in even the most demanding environments and applications in the following industries:

- Oil and gas
- Chemical and petrochemical
- Pulp and paper
- Energy
- Desalination
- Mining
- Automotive
- Household appliances
- Furniture
- Machinery and equipment

**AUSTENITIC STAINLESS STEEL** ( $\gamma$  - iron)  
Austenitic stainless steels are characterized by good to excellent corrosion resistance combined with very good weldability and formability. The austenitic structure has good creep and oxidation resistance which makes it useful at elevated temperatures. Austenitic steel can also be used in cryogenic applications, and in the annealed condition it is the only non-magnetic steel.



**DUPLIX STAINLESS STEEL** (Austenitic-ferrite)  
Duplex stainless steels have high strength, good toughness and very good corrosion resistance, especially toward stress corrosion cracking and corrosion fatigue. These steels also have good weldability and reasonable formability.



**FERRITIC - MARTENSITIC STAINLESS STEEL** ( $\alpha$  - iron)  
Ferritic-martensitic stainless steels have good corrosion resistance, especially toward stress corrosion cracking. A lower carbon and nitrogen content improves both weldability and toughness, which otherwise can be limited.



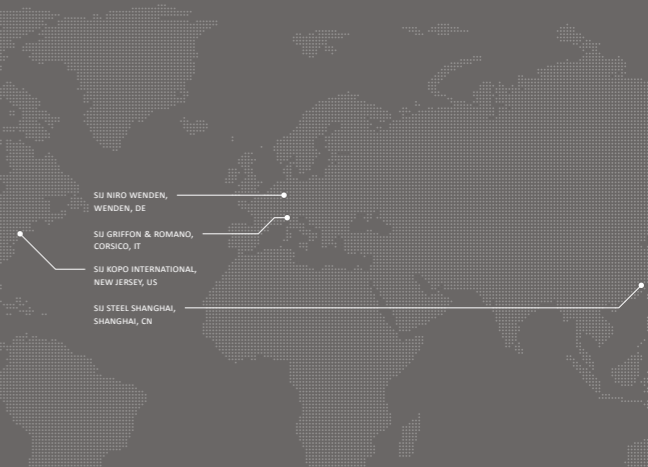
STEEL GRADES	SIJ DESIGNATION	W.NR.NUMBER	DESIGNATION AISI/ASTM	DESIGNATION EN	DESIGNATION GOST	QUARTO PLATES	HOT AND COLD ROLLED COILS AND SHEETS	FORGED AND ROLLED BARS FORGINGS	COLD DRAWN / GROUND BARS	COLD DRAWN WIRE	WELDING CONSUMABLES*	OLD DESIGNATION METAL RAVNE
AUSTENITIC	SINOXX 4301	1.4301	304	X5CrNi18-10	12X18H9	*	*	*	*	*	*	PK11EX
	SINOXX 4305	1.4305	303	X8CrNiS18-9		*	*	*	*	*	*	PK11S
	SINOXX 4306	1.4306	304L	X2CrNi19-11	06X18H11	*	*	*	*	*	*	
	SINOXX 4307	1.4307	304L	X2CrNi18-9	04X18H10	*	*	*	*	*	*	
	SINOXX 4307 easy mill		304L			*	*	*	*	*	*	
	SINOXX 4310	1.4310	301	X12CrNi17-7				*	*	*	*	PK11VZ
	SINOXX 4311	1.4311	304LN	X2CrNi18-10		*	*	*	*	*	*	
	SINOXX 4315	1.4315	304N	X5CrNi19-9		*	*	*	*	*	*	
	SINOXX 4541	1.4541	321	X6CrNiTi18-10	08X18H10T	*	*	*	*	*	*	PK11SP
	SINOXX 4550	1.4550	347 / 347 H	X6CrNiNb18-10	08X18H22B	*	*	*	*	*	*	PK11NB
	SINOXX 4878	1.4878	321H	X8CrNiTi18-10	12X18H10T	*	*	*	*	*	*	
	SINOXX 4948	1.4948	304H	X6CrNi18-10		*	*	*	*	*	*	
AUSTENITIC WITH MO	SINOXX 5451				12X18H9T	*	*	*	*	*	*	
	SINOXX 5466				08X18H10	*	*	*	*	*	*	
	SINOXX 5465				03X18H11	*	*	*	*	*	*	
	SINOXX 5464				08X18H12T	*	*	*	*	*	*	
	SINOXX 5 463				12X18H12T	*	*	*	*	*	*	
	SINOXX 5462				03X18H10T	*	*	*	*	*	*	
	SINOXX 5461				05X18H10T	*	*	*	*	*	*	
	SINOXX 4801	1.4401	316	X5CrNiMo17-12-2		*	*	*	*	*	*	PK12
	SINOXX 4804	1.4404	316L	X2CrNiMo17-12-2		*	*	*	*	*	*	PK12 (+S)
	SINOXX 4804 easy mill		316L			*	*	*	*	*	*	
	SINOXX 4832	1.4432	316L	X2CrNiMo17-12-3		*	*	*	*	*	*	
	SINOXX 4835	1.4435	316L	X2CrNiMo18-14-3	03X17H14M3	*	*	*	*	*	*	PK327
	SINOXX 4836	1.4436	316L	X3CrNiMo17-13-3		*	*	*	*	*	*	
	SINOXX 4841	1.4441		X2CrNiMo18-15-3		*	*	*	*	*	*	PK332
	SINOXX 4829	1.4429	316LN	X2CrNiMoN17-13-3		*	*	*	*	*	*	
	SINOXX 4919		316H			*	*	*	*	*	*	
	SINOXX 4571	1.4571	316Ti	X6CrNiMoTi17-12-2	10X17H13M2T	*	*	*	*	*	*	PK12SP
	SINOXX 5471	1.4438	317L	X2CrNiMo18-15-2		*	*	*	*	*	*	
	SINOXX 4919	1.4919				*	*	*	*	*	*	
	SINOXX 4560	1.4560	316Cb	X5CrNiMoNb17-12-2		*	*	*	*	*	*	PK12NB
	SINOXX 5571				08X21H6M2T	*	*	*	*	*	*	
HEAT RESISTANT	SINOXX 4828	1.4828	309	X15CrNiSi20-12		*	*	*	*	*	*	PK15
	SINOXX 4833	1.4833	309/309S/309H	X12CrNiSi23-13		*	*	*	*	*	*	
AUSTENITIC	SINOXX 4835	1.4835	UNS S 30815	X9CrNiSiNiCo21-11-2		*	*	*	*	*	*	
	SINOXX 4841	1.4841	314/310	X15CrNiSi25-21		*	*	*	*	*	*	PK19
	SINOXX 4845	1.4845	310/310S/310H	X8CrNiSi25-21	20X23H18	*	*	*	*	*	*	
	SINOXX 4864	1.4864	330	X12NiCrSi36-16		*	*	*	*	*	*	PK20
HEAT RESISTANT	SINOXX 4713	1.4713		X10CrAlSi7		*	*	*	*	*	*	X10CrAl7
	SINOXX 4724	1.4724	405	X10CrAlSi13		*	*	*	*	*	*	PK24
FERRITIC	SINOXX 4742	1.4742		X10CrAlSi18		*	*	*	*	*	*	PK25
	SINOXX 4746	1.4746				*	*	*	*	*	*	
	SINOXX 4749	1.4749				*	*	*	*	*	*	
	SINOXX 4762	1.4762	446	X10CrAlSi25		*	*	*	*	*	*	PK10



**SIJ STEEL SERVICE AND PROCESSING DIVISION**

At the SIJ Group we make our customers the focus of our everyday activities, so we are constantly looking for ways to get closer to our customers, to understand their needs and to improve our services to best meet their demands. The SIJ Steel Service and Processing Division is oriented toward professional service, quick delivery and a high level of flexibility. Located in key markets, the SIJ Steel Service and Processing Division member companies offer technical support and services such as cutting, surface grinding, edge preparation, straightening and shearing. When quick delivery and reliable professional service are required, the SIJ Steel Service and Processing Division companies are your answer.

**CUSTOM MADE SHAPES, HIGH FLEXIBILITY, QUICK DELIVERY**



- SIJ NIRO WENDEN, WENDEN, DE
- SIJ GRIFFON & ROMANO, CORSICO, IT
- SIJ KOPO INTERNATIONAL, NEW JERSEY, US
- SIJ STEEL SHANGHAI, SHANGHAI, CN





SIMOLD

## SIMOLD



SIMOLD tool steel is intended for the manufacture of different moulds for plastics, synthetic resins and rubber moulding. Backing parts of plastic injection moulding tools are made of SIMOLD tool steel alloyed with sulphur, added to increase their machinability. SIMOLD brand steel, alloyed with chromium (above 12% Cr), is characterised by its excellent corrosion resistance, thus placing this in the category of so-called corrosion-resistant tool steels. The SIMOLD brand of tool steel is installed in a wide variety of tools within an extremely broad industrial spectrum. During use they are exposed to pressure, wear and even corrosion under certain conditions. Extreme (long) durability confirms the excellent quality of our SIMOLD brand steel.

### CHEMICAL COMPOSITION

SI GRADE	CHEMICAL COMPOSITION (MAS.%)										ACHIEVED HARDNESS
	W. NR.	C	SI	Mn	Cr	Mo	Ni	V	W	Others	
SIMOLD 2083	1.2083	0,46	max 1,0	max 1,0	13,5	/	/	/	/	/	55-57 HRC
SIMOLD 2085	1.2085	0,35	0,4	0,45	16	/	/	/	/	5,0/0,70	45-51 HRC
SIMOLD 2311	1.2311	0,4	0,3	1,45	1,95	0,2	/	/	/	/	52 HRC
SIMOLD 2312	1.2312	0,4	0,4	1,5	1,9	0,2	/	/	/	5,0/0,70	51 HRC
SIMOLD 2738	1.2738	0,4	0,3	1,4	1,9	0,2	1	/	/	/	52 HRC

### PRODUCT RANGE

SI GRADE	plate	square sections	flat sections	round bars	forgings	welding wire	electrodes
SIMOLD 2083	*	*	*	*	*	*	*
SIMOLD 2085	*	*	*	*	*	*	*
SIMOLD 2311	*	*	*	*	*	*	*
SIMOLD 2312	*	*	*	*	*	*	*
SIMOLD 2738	*	*	*	*	*	*	*

### DIMENSIONAL RANGE

plates	thickness 15 – 300 mm; width 1.000 – 2.500 mm; length 4.000 – 12.000 mm
square sections	up to 1000 mm
flat sections	up to 1500 x 600 mm
round bars	up to Ø 1000 mm



SIHARD

## SIHARD



The SIHARD brand steels are adapted for machining and cutting metal, wood and synthetic materials and have the characteristics of dimensional stability, high compressive strength and the required toughness, considering their intended use. The adjusted chemical composition and processing technology provides SIHARD brand steel with the necessary resistance to adhesion, abrasion, cut-edge fragmentation, the possibility of nitration, hard PVD and EDM coatings.

SIHARD brand steels are used for cyclically loaded tools such as: punches, pressers, die inserts for the compaction of powders, knives/ blades, forging, rolling and deep drawing tools.

### CHEMICAL COMPOSITION

SI GRADE	CHEMICAL COMPOSITION (MAS.%)										ACHIEVED HARDNESS
	W. NR.	C	SI	Mn	Cr	Mo	Ni	V	W	Others	
SIHARD 2316	1.4122	0,39	max 1,0	max 1,50	17	1,05	max 1,0	/	/	/	49 HRC
SIHARD 2357	1.2357	0,5	0,3	0,6	3,3	1,5	/	0,2	/	/	59-61 HRC
SIHARD 2363	1.2363	1	0,3	0,55	5,2	1,05	/	0,2	/	/	63 HRC
SIHARD 2379	1.2379	1,55	0,25	0,3	11,5	0,7	/	1	/	/	62-64 HRC
SIHARD 2510	1.2510	0,95	0,25	1,1	0,6	/	/	0,1	0,6	/	64 HRC
SIHARD 2631	1.2631	0,5	0,9	0,5	8,5	1,2	/	/	1,25	/	56 RC
SIHARD 2767	1.2767	0,45	0,25	0,3	1,35	0,25	4	/	/	/	56 RC
SIHARD 2842	1.2842	0,9	0,25	2	0,35	/	/	0,1	/	/	63-65 HRC

### PRODUCT RANGE

SI GRADE	plate	square sections	flat sections	round bars	forgings	welding wire	electrodes
SIHARD 2316	/	*	*	*	*	/	/
SIHARD 2357	/	*	*	*	*	/	*
SIHARD 2363	/	*	*	*	*	*	*
SIHARD 2379	/	*	*	*	*	*	*
SIHARD 2510	/	*	*	*	*	/	/
SIHARD 2631	/	*	*	*	*	*	*
SIHARD 2767	/	*	*	*	*	*	*
SIHARD 2842	/	*	*	*	*	*	*

### DIMENSIONAL RANGE

square sections	up to 400 mm
flat sections	up to 1000 x 400 mm
round bars	up to Ø 600 mm



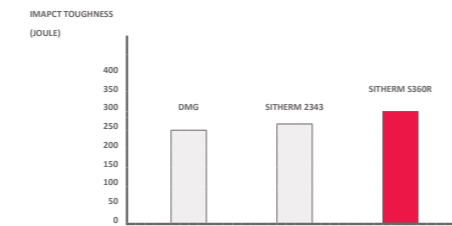
## SITHERM S360R

Due to its enhanced mechanical properties, high hardness, exceptional toughness and wear resistance, SITHERM S360R steel is used in a variety of industrial applications.

SI GRADE	AISI	W. Nr.	C	SI	Mn	Cr	Mo	V	Ni
SITHERM S360R	/	/	0,52	0,25	0,3	4,8	3	0,6	0,6

R...remelted

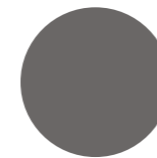
### TOUGHNESS



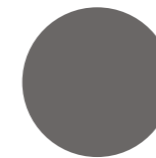
### QUALITATIVE COMPARISON

SI GRADE	STRENGTH	TOUGHNESS
SITHERM 2343	Short bar	Medium bar
SITHERM 2344	Medium bar	Medium bar
SITHERM S350R	Medium bar	Long bar
SITHERM S361R	Long bar	Long bar
SITHERM S360R	Long bar	Long bar

Our work is never truly done; we are a part of an endless process. This is symbolised by the three dots in our corporate logo, and the logos of each SIJ Group product and service brand. Three dots equals three values. Each one stands firmly on its own, and they all stand together, forever. As a sign of trust and quality, they symbolise our three main values, which define who and what we are.



CUSTOMISATION.

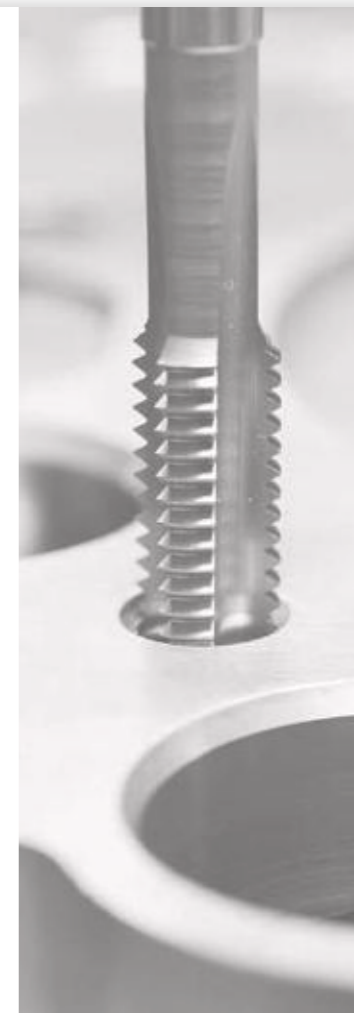


STRIVING.



PROVEN.

sij group



BEST THINGS IN THE WORLD  
CONTAIN SLOVENIAN STEEL

# INVITATION/LEAFLET

The leaflet features a background image of St. Isaac's Cathedral in Moscow. Three overlapping colored squares are positioned over the image: a purple square for SIPREME, a pink square for SICLAD, and a green square for SINOXX. The SIPREME logo includes the text 'CRITICAL APPLICATION ALLOYS'. The SICLAD logo includes 'CLAD STEEL'. The SINOXX logo includes 'STAINLESS STEEL'. The left side of the leaflet shows a portion of a yellow building with a blue dome.

**sij**  
Corrosion resistant steels and alloys  
SINOXX | SIPREME | SICLAD

22<sup>nd</sup> International Industrial Exhibition  
**METAL EXPO**  
8—11. NOVEMBER | MOSCOW, RUSSIA



# BRANDS NOTEBOOK - INNER PAGES



Lined writing area for the SIMOLD brand page.

Lined writing area for the SIMOLD brand page.

Lined writing area for the SIMOLD brand page.



Lined writing area for the SINOXX brand page.

Lined writing area for the SINOXX brand page.



Lined writing area for the SIGNAL brand page.

Lined writing area for the SIGNAL brand page.

Lined writing area for the SIGNAL brand page.

## BRANDS NOTES



**SIMOLD**\*\*\*  
PLASTIC MOLD STEEL

**sij** [www.ourbrands.sij.si](mailto:www.ourbrands.sij.si) [info@ourbrands.sij.si](mailto:info@ourbrands.sij.si)



**SIQUAL**\*\*\*  
QUALITY STEEL

**sij** [www.ourbrands.sij.si](mailto:www.ourbrands.sij.si) [info@ourbrands.sij.si](mailto:info@ourbrands.sij.si)



**SIRAPID**\*\*\*  
HIGH SPEED STEEL

**sij** [www.ourbrands.sij.si](mailto:www.ourbrands.sij.si) [info@ourbrands.sij.si](mailto:info@ourbrands.sij.si)

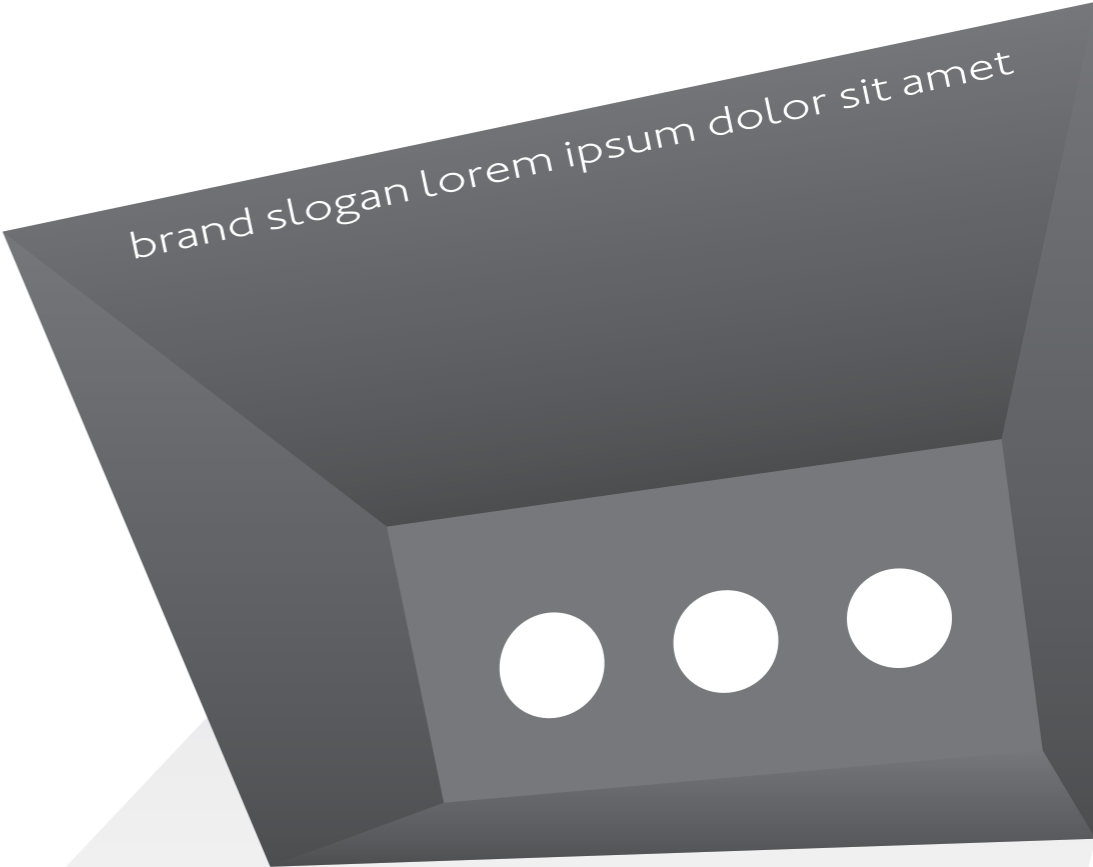
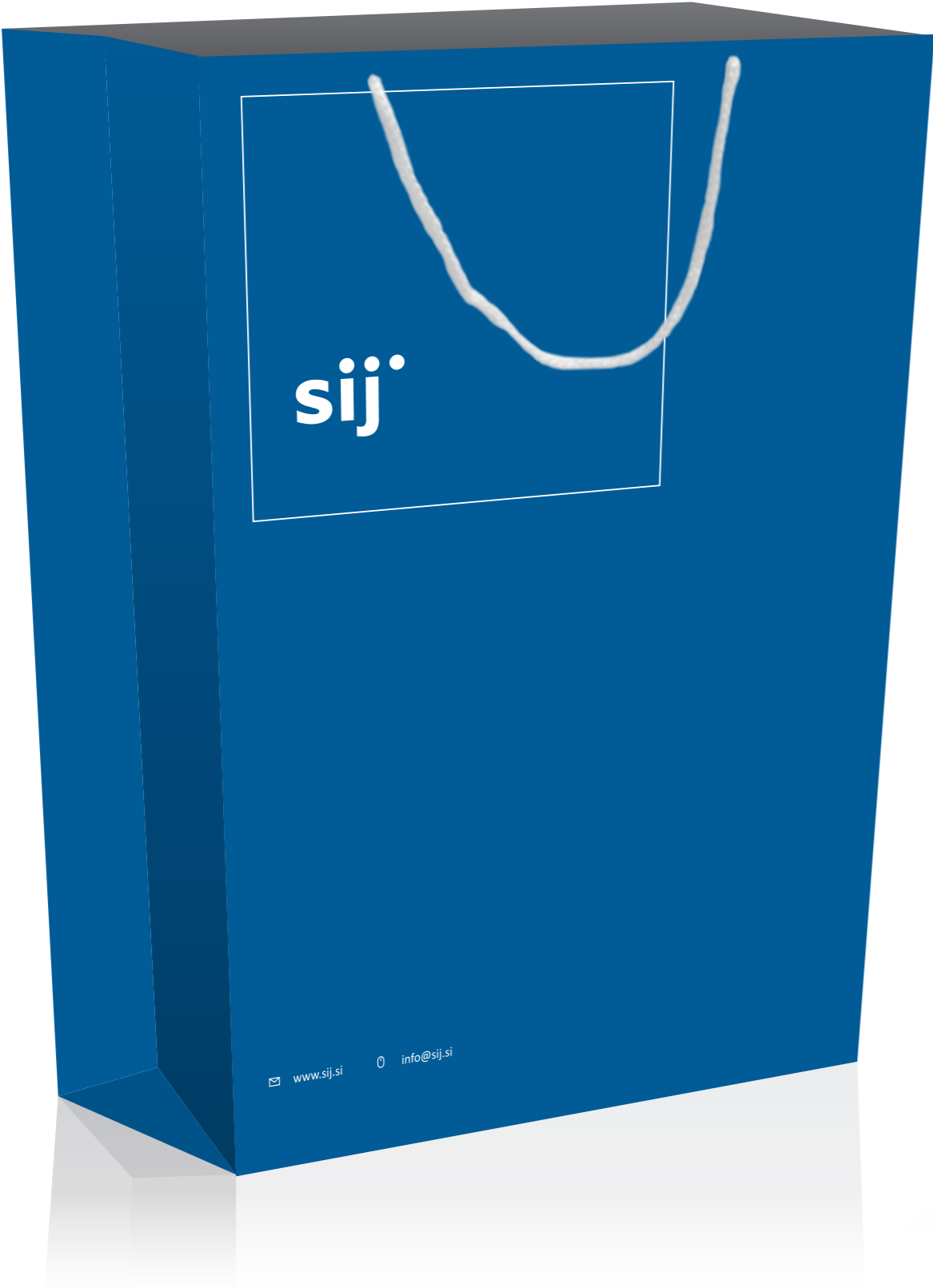


**SICLAD**\*\*\*  
CLAD STEEL

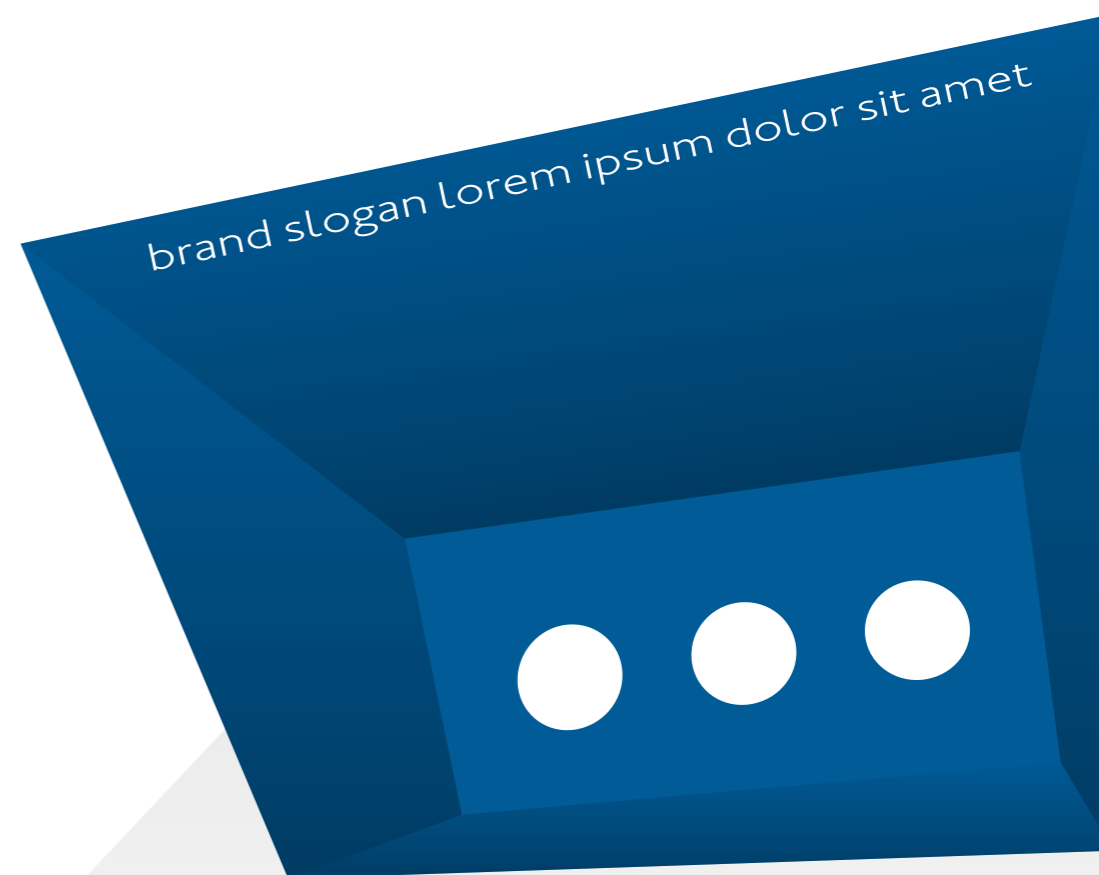
**sij** [www.ourbrands.sij.si](mailto:www.ourbrands.sij.si) [info@ourbrands.sij.si](mailto:info@ourbrands.sij.si)



# SIJ BRAND PROMOTION PAPER BAG



## BRANDS PROMOTIONAL PAPER BAG



# INDIVIDUAL BRAND PROMOTIONAL PAPER BAG - POSITIONING

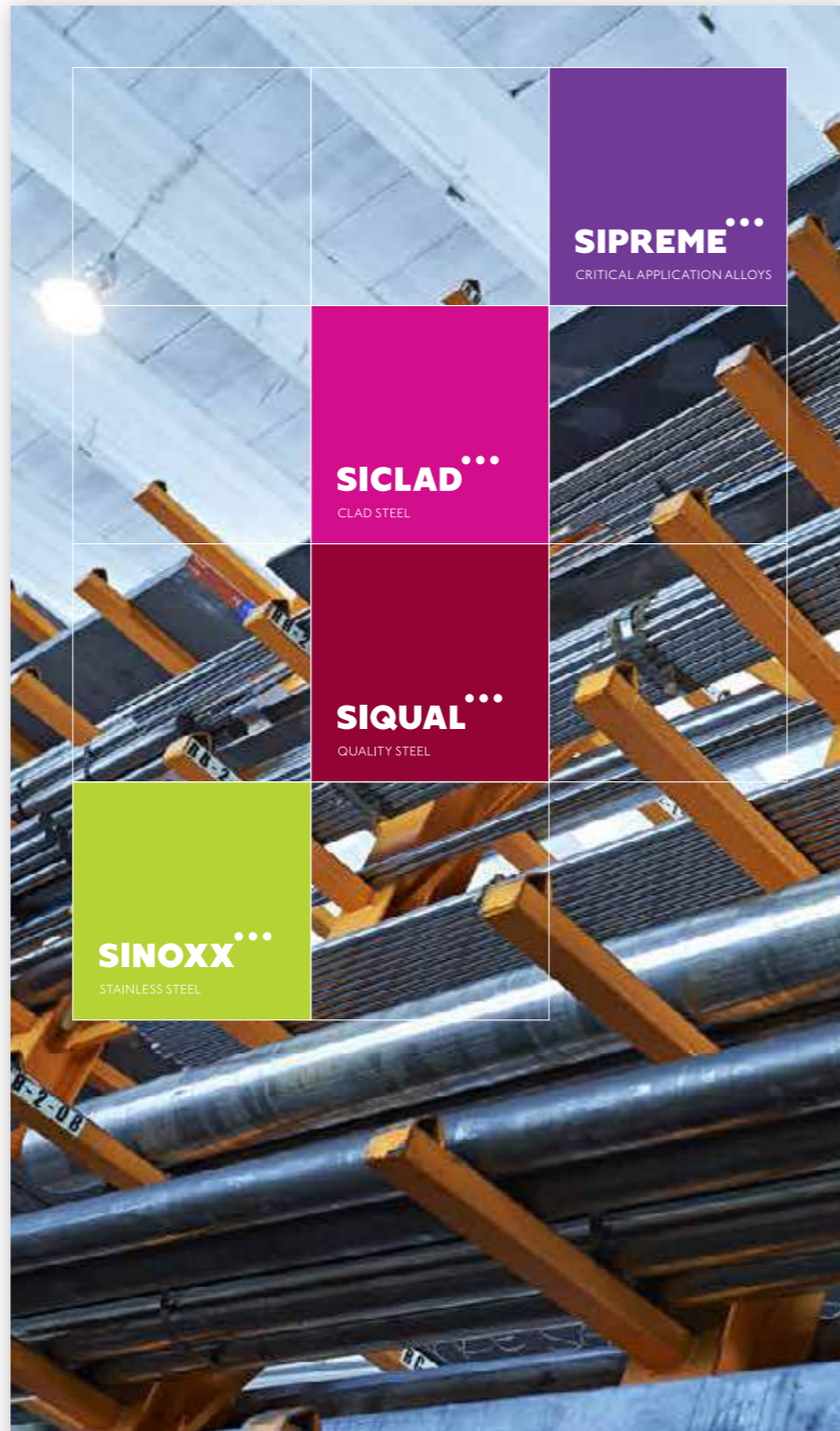








**sij** | LOREM IPSUM  
DOLOR AMET



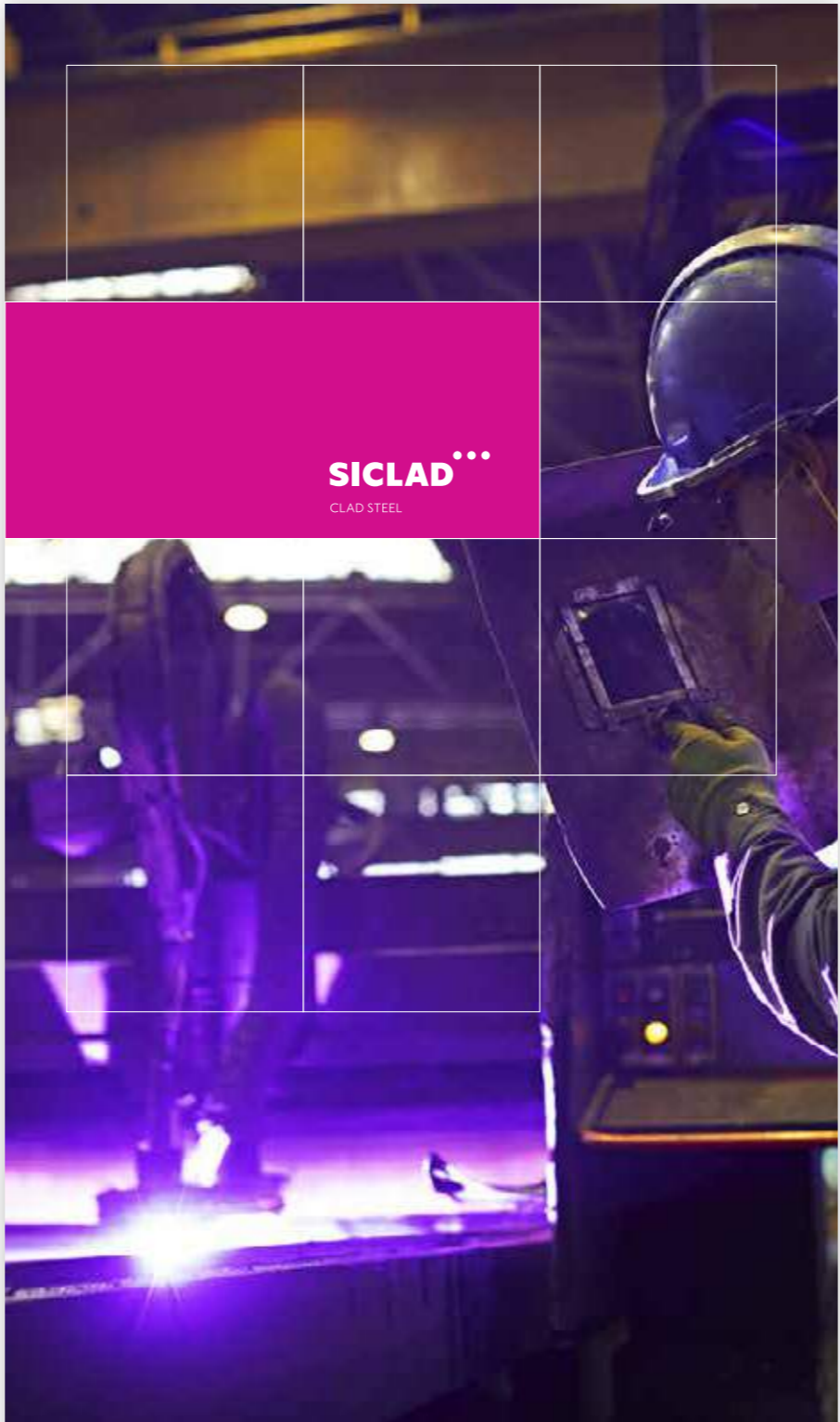
**sij** | LOREM IPSUM  
DOLOR AMET

## ROLL-UP STAND



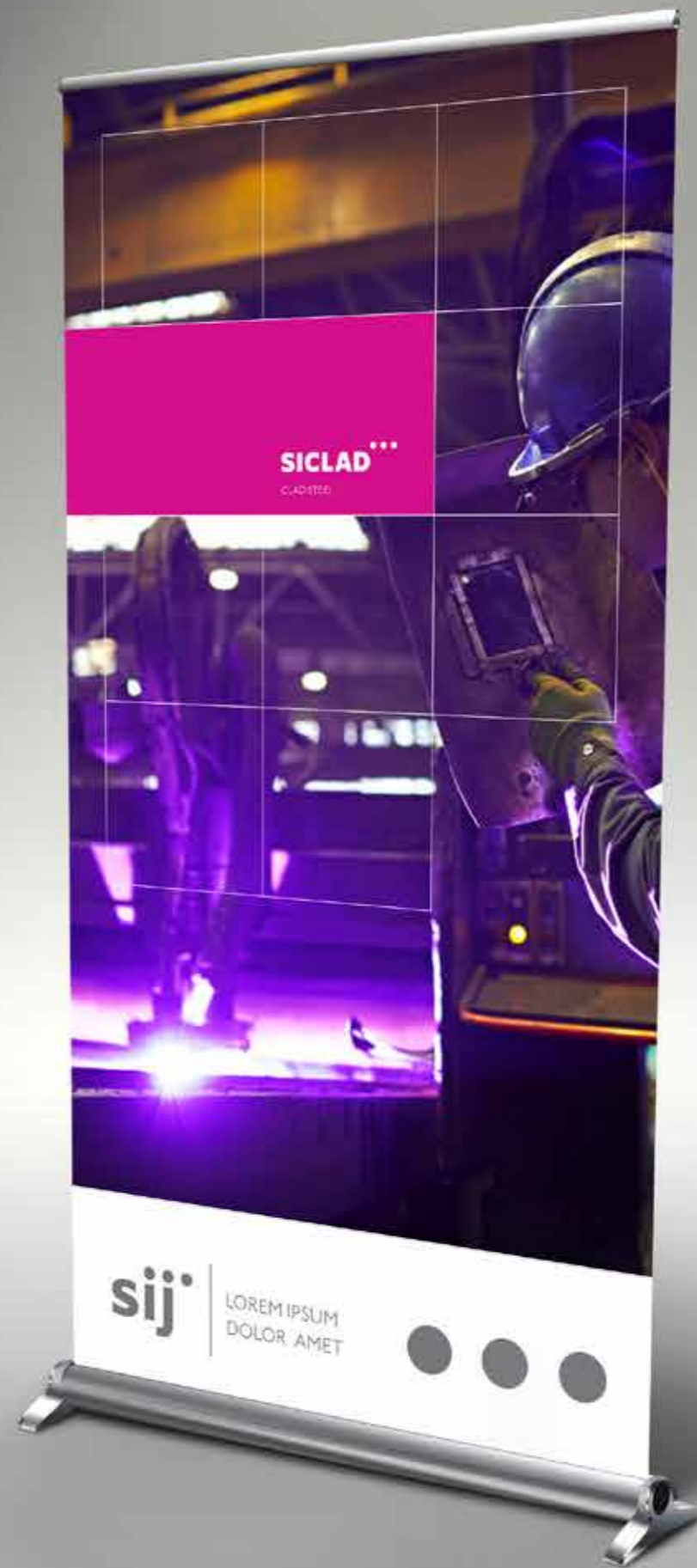
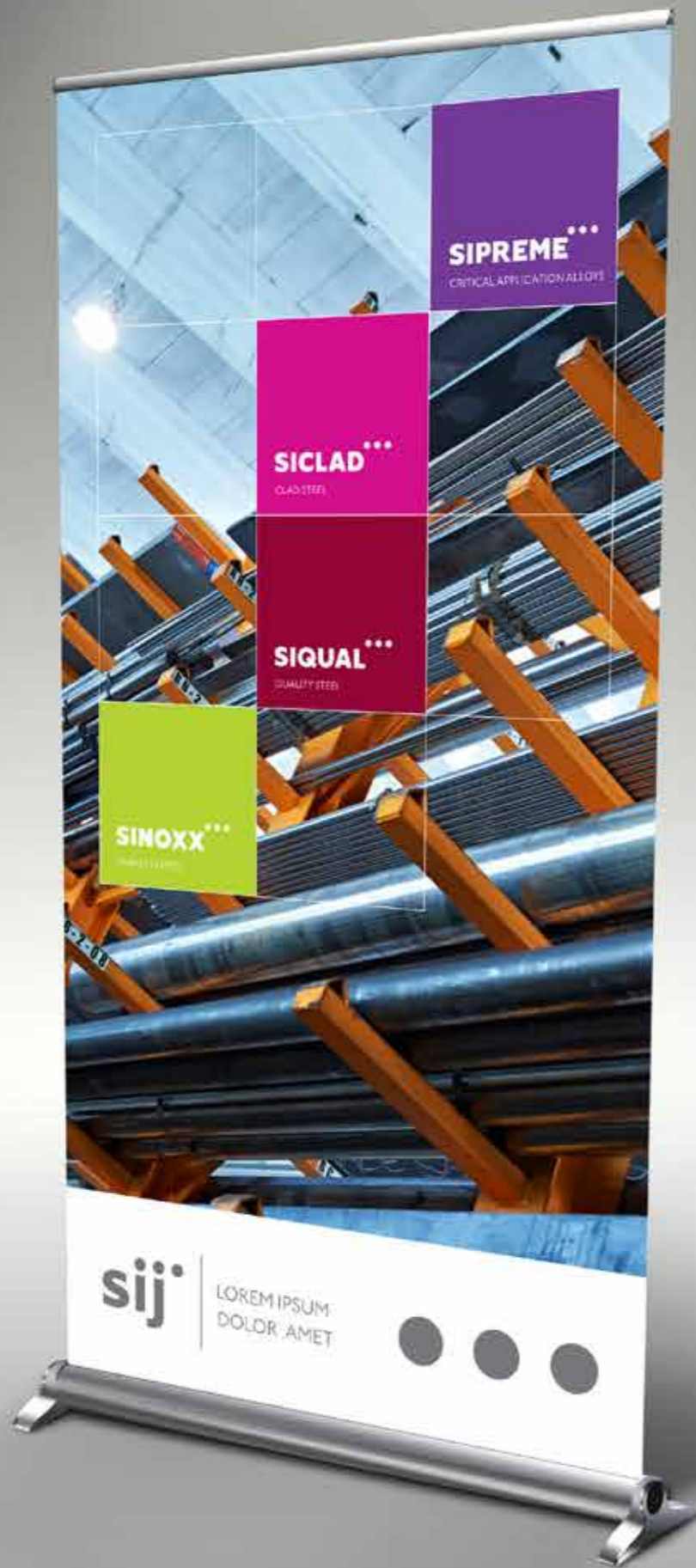
**SIRAPID** ● ● ●  
HIGH SPEED STEEL

**sij** | LOREM IPSUM  
DOLOR AMET ● ● ●



**SICLAD** ● ● ●  
CLAD STEEL

**sij** | LOREM IPSUM  
DOLOR AMET ● ● ●



**SIDUR**  
WEAR RESISTANT STEEL



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**sij** | LOREM IPSUM DOLOR AMET



**SIQUAL**  
QUALITY STEEL

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	VROČE IN HLADNO VALJANI TRAKOVI	VROČE IN HLADNO VALJANE PLOŠČE
debelina (mm)	1,0—6,0	1,0—6,0
širina (mm)	1000	1000
dolžina (mm)		2000—6000*
teža (kg/mm širine)	teža kolobarjev 6—8	

**sij** | LOREM IPSUM DOLOR AMET

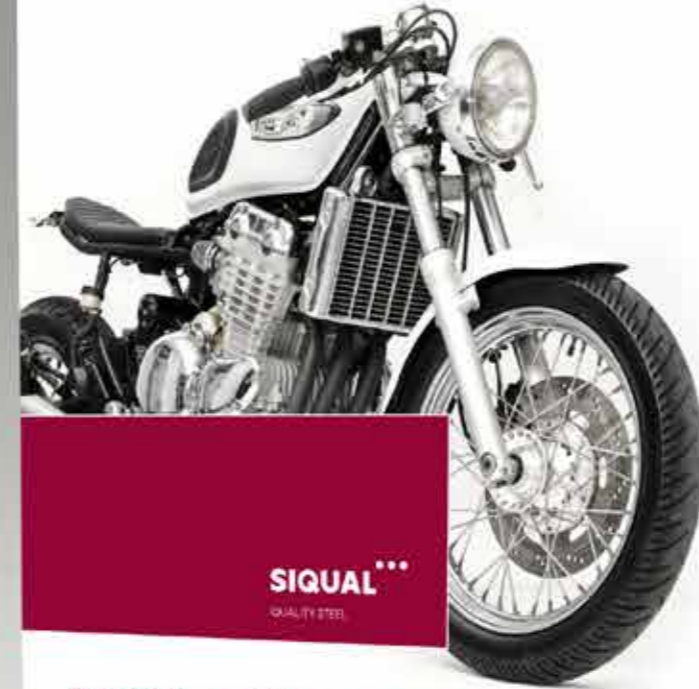




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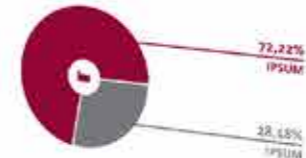
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**sij** | LOREM IPSUM DOLOR AMET



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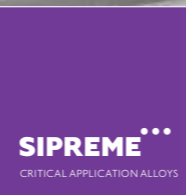
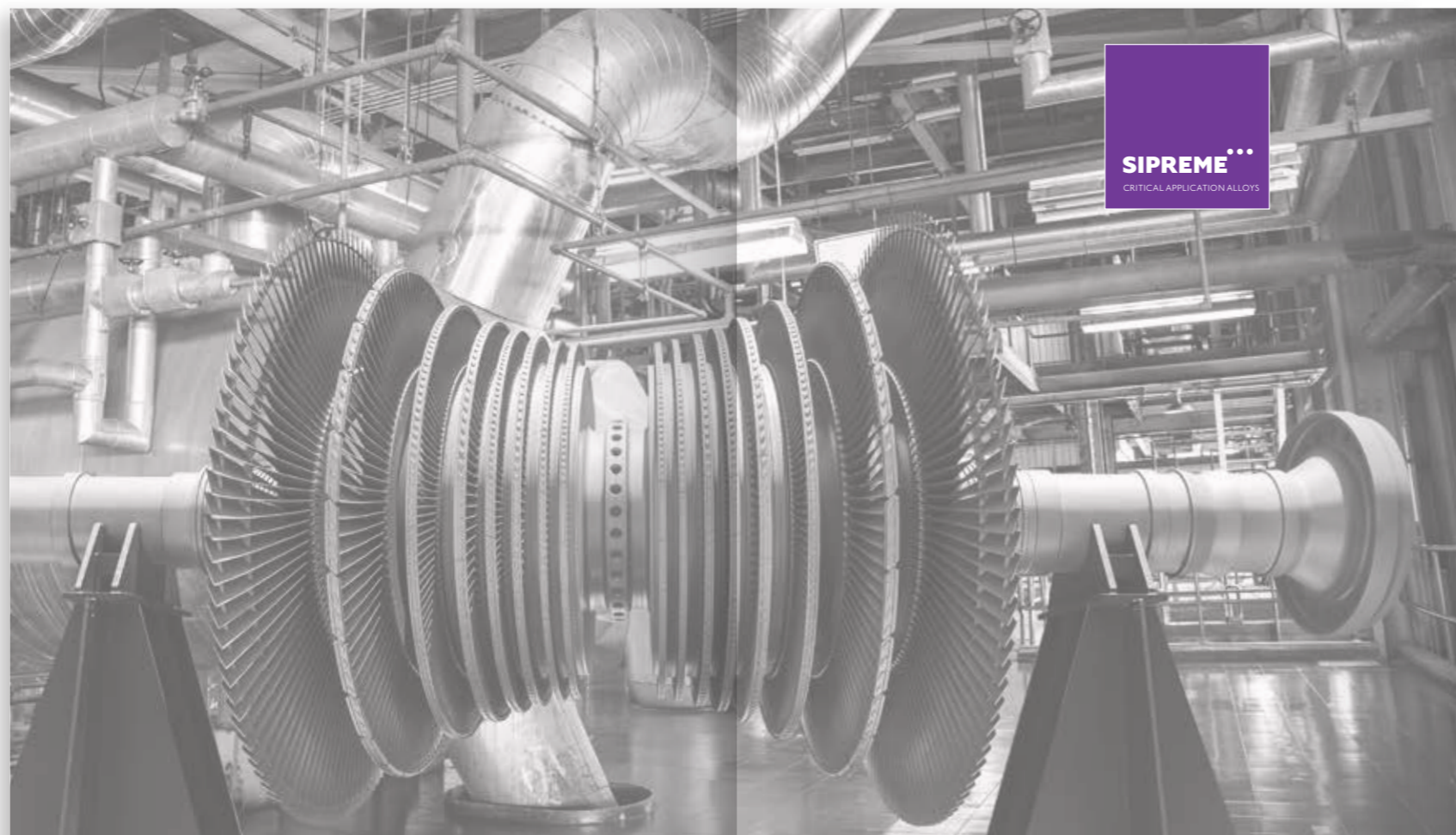


	PROJEKT ZA KRAJNO VALJANE TRAZOV	VELOCITA ZA KRAJNO VALJANE PROJEKT
PROJEKT ZA KRAJNO VALJANE TRAZOV	1.0-1.5	1.0-1.5
PROJEKT ZA KRAJNO VALJANE TRAZOV	2.0-2.5	2.0-2.5
PROJEKT ZA KRAJNO VALJANE TRAZOV	3.0-3.5	3.0-3.5
PROJEKT ZA KRAJNO VALJANE TRAZOV	4.0-4.5	4.0-4.5

**sij** | LOREM IPSUM DOLOR AMET



# PROMOTIONAL MAPS



SIJ Group  
Gerbičeva 98  
1000 Ljubljana  
www.sij.si

**sij**

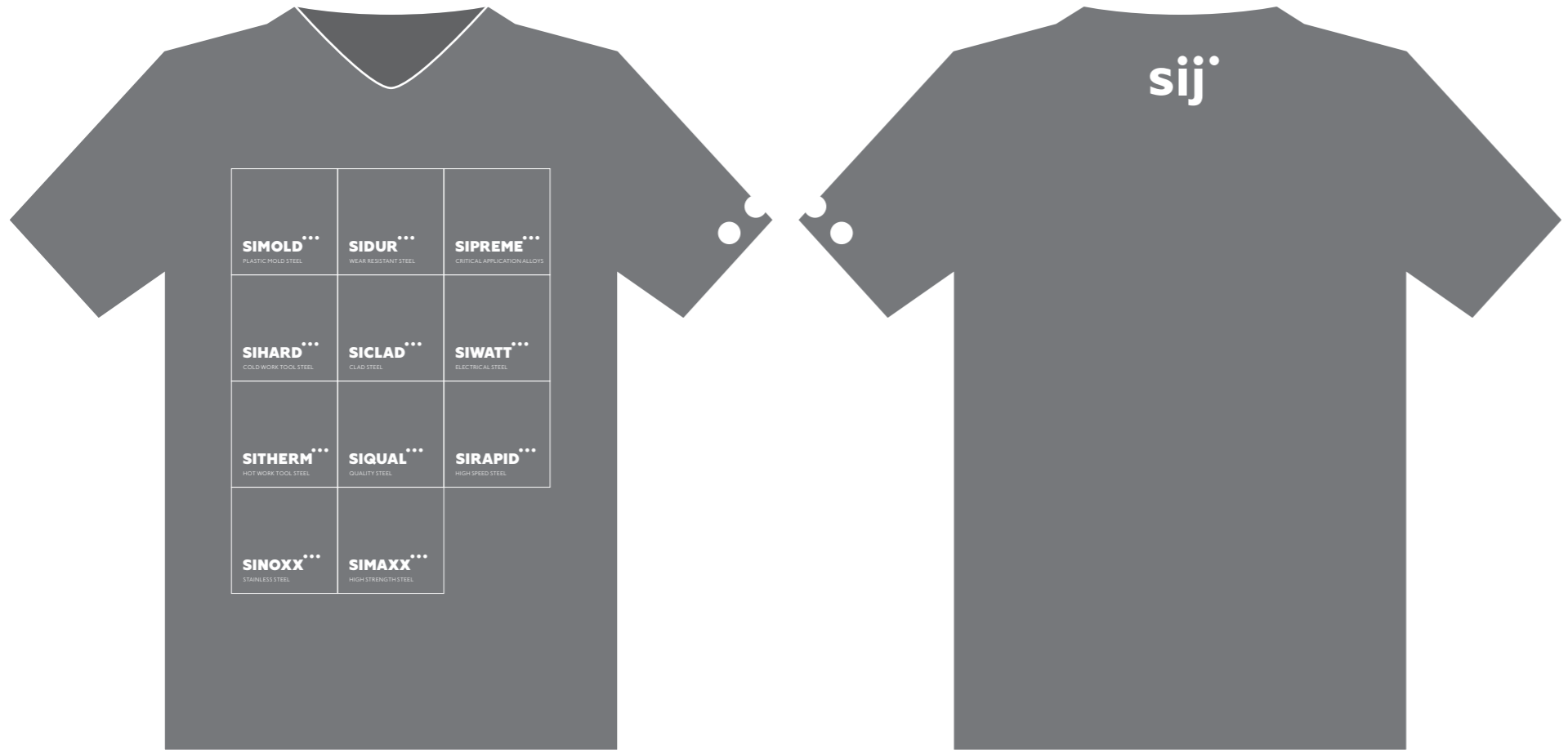
Corrosion resistant steels and alloys  
SINOXX | SIPREME | SICLAD



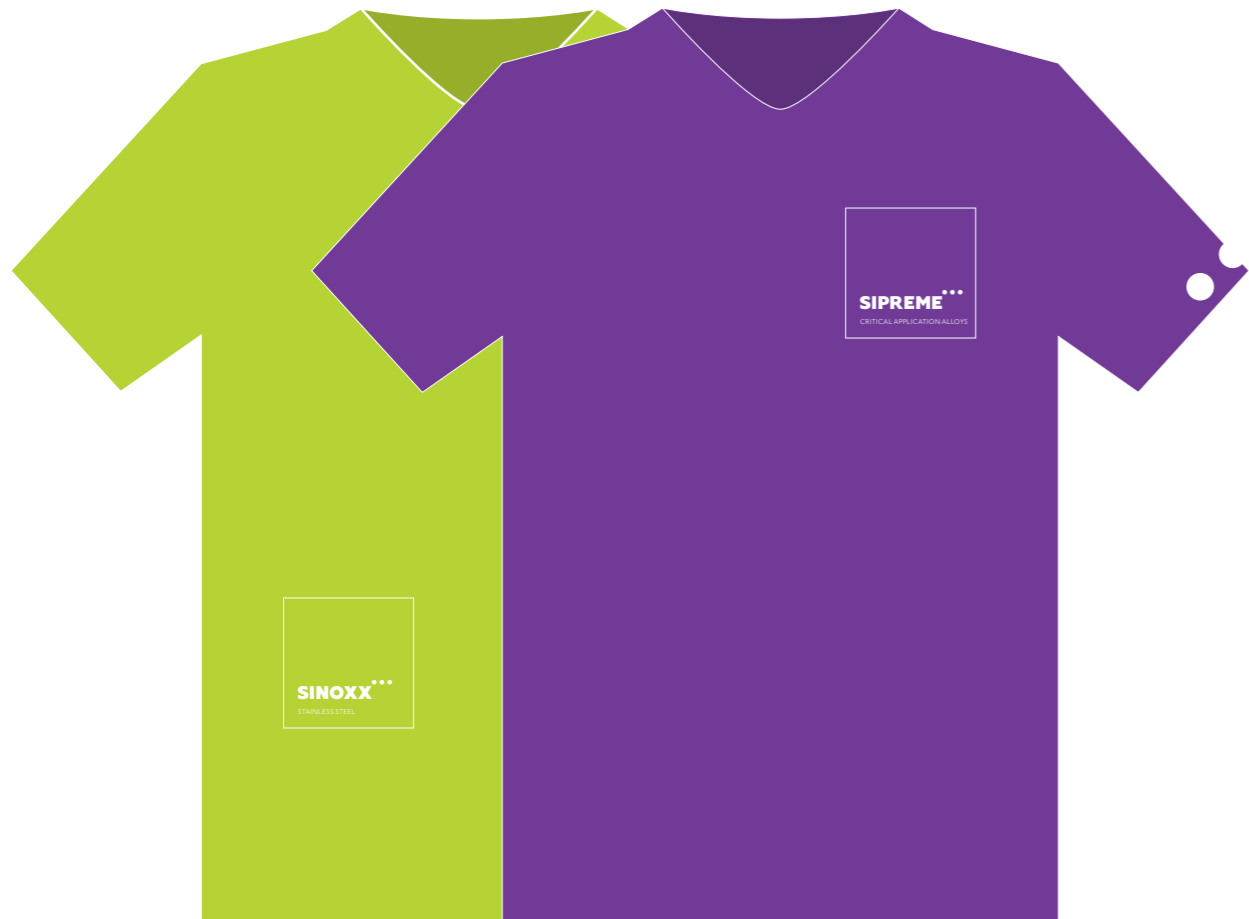


# PROMOTIONAL HATS





## PROMOTIONAL T-SHIRTS







**WEB PRESENCE**

## WWW.SIJ.SI HEADER

The screenshot shows the website header for www.sij.si. The browser address bar displays 'sij.si/brands'. The navigation menu includes 'B2B', 'KONTAKTI', 'SIJ SPLETNA MESTA', 'EN', 'SI', and 'DE'. The main navigation bar features 'DRUŽBA', 'PROIZVODI', 'STORITVE', 'INDUSTRIJE', 'PRODAJNA MREŽA', and 'NOVICE IN MEDIJI'. A search bar is located to the right of the logo. The main banner area has a teal background with the 'SIRAPID' logo and a text overlay: 'Ponosni da vam lahko predstavimo in ustvarjamo ourbrands.sij.si'. Below the banner is a section titled 'VIZIJA IN STRATEGIJA SKUPINE SIJ'.

### VIZIJA IN STRATEGIJA SKUPINE SIJ

#### VIZIJA SKUPINE SIJ

Vizija skupine SIJ je nadaljevati našo usmerjenost v stalno izboljšanje tehnologije proizvodnih procesov in logistike ter intenzivno graditi lastno prodajno mrežo za ohranitev in povečanje tržnega deleža v EU in drugod po svetu. Še dalje si bomo prizadevali za trajnostni razvoj in rast tako podjetja kot tudi zaposlenih. Skupina SIJ je zaupanja vreden partner, kar so prepoznali tudi naši poslovni partnerji in kupci.

Naš osrednji cilj je, da skupina SIJ postane vertikalno integrirana skupina, ki zagotavlja visokotehnološke jeklene proizvode po meri končnih uporabnikov.

Ključni cilji, ki jim bomo sledili v naslednjih desetih letih, so povezani s povečevanjem proizvodnje in prodaje nerjavne in specialne debele pločevine, s čimer bomo ohranili vodilni položaj na evropskem trgu v našem krovnem proizvodni programu. Na programu visoko specializiranih in mehansko obdelanih visoko legiranih orodnih ter specialnih jekel želimo postati opaznejši in pomembnejši igralec na evropskem trgu. Za oba programa pa želimo povečati tudi delež na ameriškem trgu.

*Glavno vodilo ostaja usmeritev v zadovoljstvo kupcev, partnerjev in zaposlenih, mednarodno potrditev in večanje konkurenčne sposobnosti ter varovanje okolja.*

[B2B](#)
[KONTAKTI](#)
[SIJ SPLETNA MESTA](#)
[EN](#)
[SI](#)
[DE](#)

[sij group](#)

[DRUŽBA](#)
[PROIZVODI](#)
[STORITVE](#)
[INDUSTRIJE](#)
[PRODAJNA MREŽA](#)
[NOVICE IN MEDIJI](#)

**SIMOLD**
**SIDUR**
**SIPREME**
**SIHARD**

**SICLAD**
**SIWATT**
**SITHERM**
**SIQUAL**

**SIRAPID**
**SINOXX**
**SIMAXX**

Ponosni da vam lahko predstavimo in ustvarjamo [ourbrands.sij.si](http://ourbrands.sij.si)

## VIZIJA IN STRATEGIJA SKUPINE SIJ

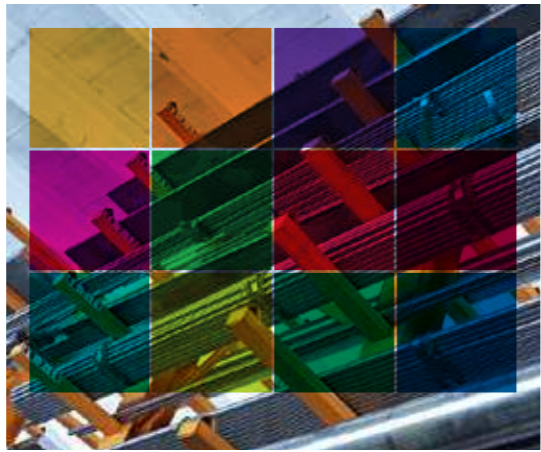
### VIZIJA SKUPINE SIJ

Vizija skupine SIJ je nadaljevati našo usmerjenost v stalno izboljšanje tehnologije proizvodnih procesov in logistike ter intenzivno graditi lastno prodajno mrežo za ohranitev in povečanje tržnega deleža v EU in drugod po svetu. Še dalje si bomo prizadevali za trajnostni razvoj in rast tako podjetja kot tudi zaposlenih. Skupina SIJ je zaupanja vreden partner, kar so prepoznali tudi naši poslovni partnerji in kupci.

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*Glavno vodilo ostaja usmeritev v zadovoljstvo kupcev, partnerjev in zaposlenih, mednarodno potrditev in večanje konkurenčne sposobnosti ter varovanje okolja.*



0100



[BACK TO CONTENTS](#)

## WEB BANNER

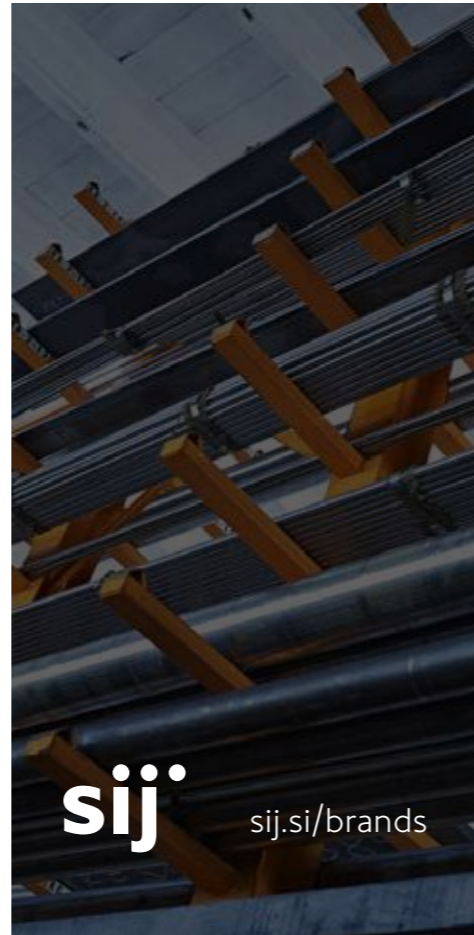




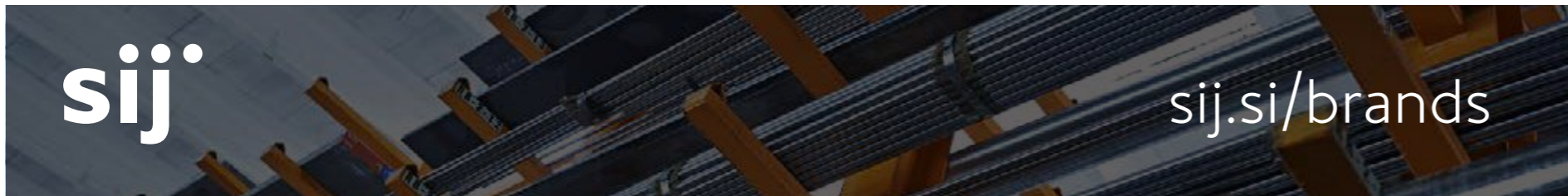
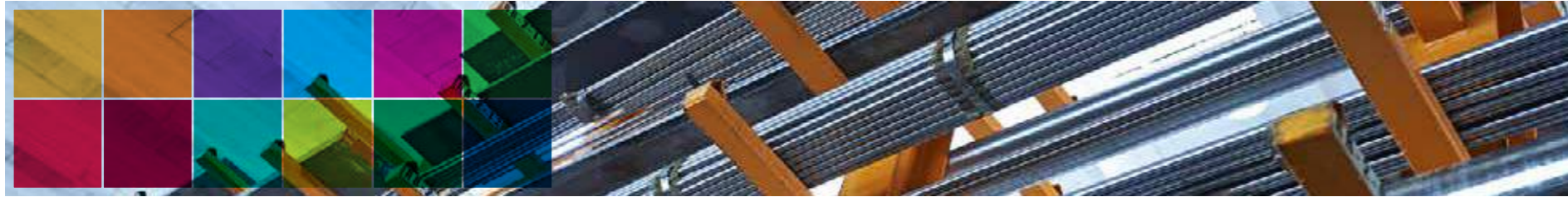
**SINOXX**<sup>...</sup>  
STAINLESS STEEL



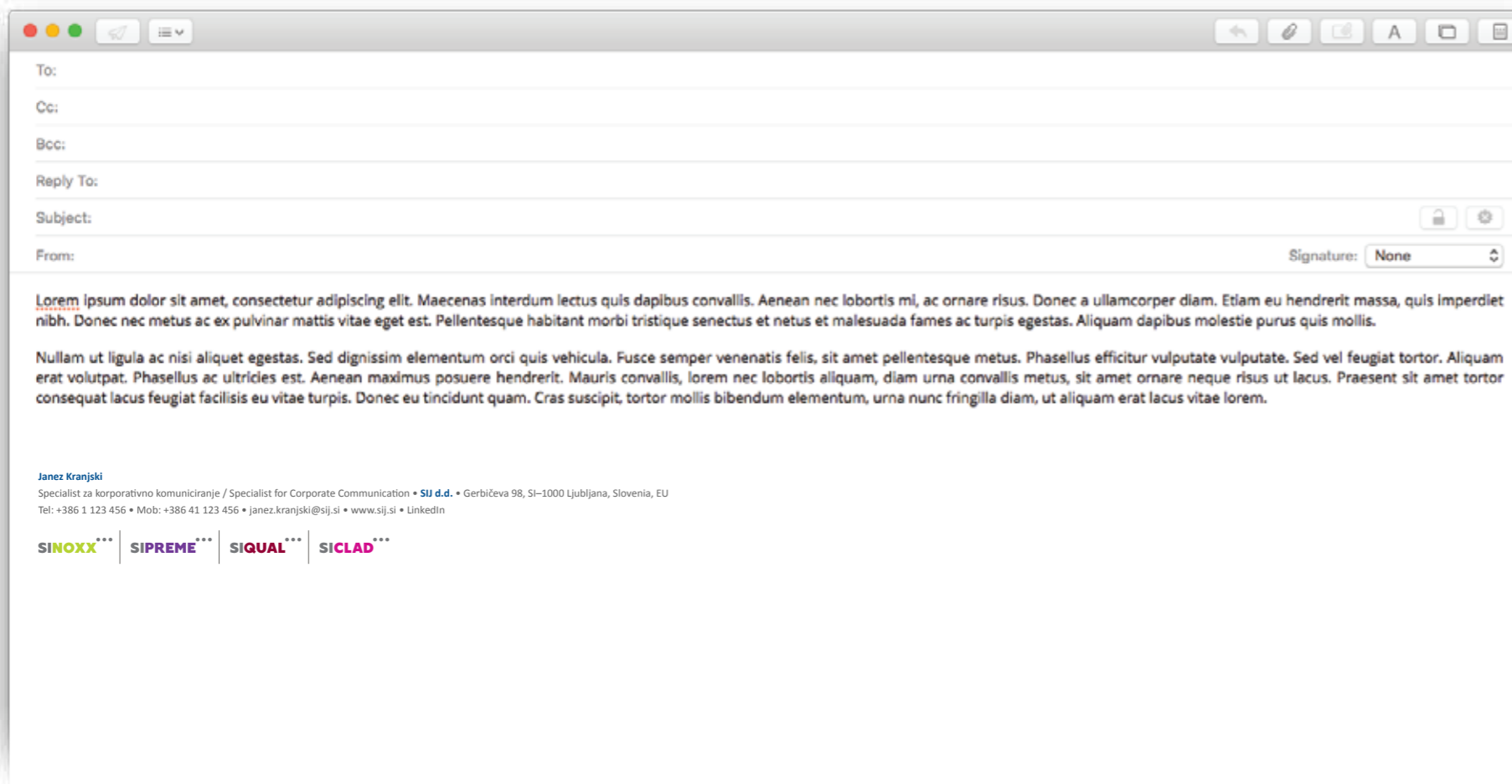
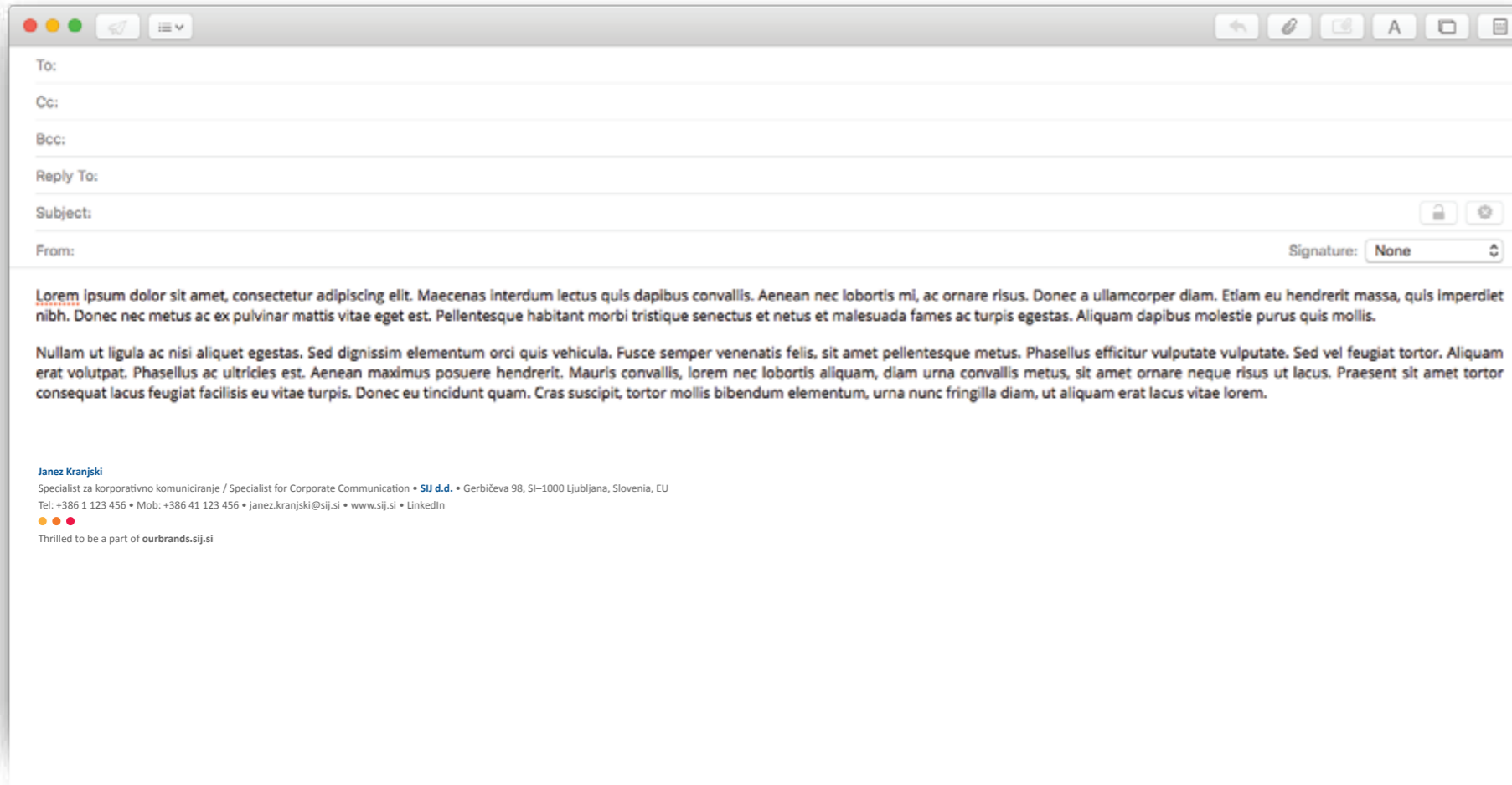
**SINOXX**<sup>...</sup>  
STAINLESS STEEL



**sij**<sup>•</sup> [sij.si/brands](http://sij.si/brands)



## E-MAIL SIGNATURE



**MARKETING**





# PRODUCT BRAND AD



**SINOXX**<sup>...</sup>  
STAINLESS STEEL

## SINOXX — NERJAVNA JEKLA

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**sij** | LOREM IPSUM  
DOLOR AMET



**SINOXX**<sup>...</sup>  
STAINLESS STEEL

## SINOXX — NERJAVNA JEKLA

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### VROČE IN HLADNO VALJANA JEKLA

	VROČE IN HLADNO VALJANI TRAKOVI	VROČE IN HLADNO VALJANE PLOŠČE
debelina (mm)	1,0—6,0	1,0—6,0
širina (mm)	1000	1000
dolžina (mm)		2000—6000*
teža (kg/mm širine)	teža kolobarjev 6—8	

\*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu velit nec ex tincidunt eleifend at vitaes magna. Aliquam conallis sem eget vulputate pulvinar. Quisque feugiat sem sit amet purus mattis, sit amet lacinia mauris mollis. Phasellus lacus ante, imperdiet ac malesuada at, varius a orci. Donec eu hendrerit felis. Phasellus ut ligula nisl. Suscipisse

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**sij** | LOREM IPSUM  
DOLOR AMET



SINOXX  
LAWRENCE

# SINOXX — NERJAVNA JEKLA

LOREM IPSUM DOLOR SIT AMET, CONSECTETUR ADIPISCING ELIT. FUSCE EU VELIT NEC EX TINCIDUNT ELEIFEND AT VITAELSI  
MAGNA. ALIQUAM CONALLIS SEM EGRET VULPUTATE PULVINAR. QUISQUE FEUGIAT SEM SIT AMET PURUS MATTIS, SIT AMET ORI  
ACINIA MAURIS MOLLIS. PHASELLUS LACUS ANTE, IMDIET AC MALESUADA AT, VARIUS A ORCI. DONEC EU HENDRERIT FELIS ALBILI,  
PHASELLUS UT LIGULA NISI. DUIS SODALES SAPIEN EGRET ELIT DAPIBUS, VITAE DIGNISSIM LIGULA CONVALLIS.

sij

LOREM IPSUM  
DOLOR AMET



# MULTIPLE BRAND PRODUCT AD

**SIMOLD**  
PLASTIC MOLD STEEL

**SIHARD**  
COLD WORK TOOL STEEL

**SITHERM**  
HOT WORK TOOL STEEL

**SIRAPID**  
HIGH SPEED STEEL

## ULTRA OBSTOJNA JEKLA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu velit nec ex tincidunt eleifend at vitaelsi magna. Aliquam conallis sem eget vulputate pulvinar. Quisque feugiat sem sit amet purus mattis, sit amet ori acinia mauris mollis. Phasellus lacus ante, imdiet ac malesuada at, varius a orci. Donec eu hendrerit felis altii. Phasellus ut ligula nisl. Duis sodales sapien eget elit dapibus, vitae dignissim ligula convallis.

**sij** | LOREM IPSUM DOLOR AMET

**SIMOLD**  
PLASTIC MOLD STEEL

**SIHARD**  
COLD WORK TOOL STEEL

**SITHERM**  
HOT WORK TOOL STEEL

**SIRAPID**  
HIGH SPEED STEEL

## ULTRA OBSTOJNA JEKLA

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed in volutpat eros. Vestibulum vehicula felis sit amet neque vestilu, et aliquam lectus bibendum. Mauris mattis libero rhancus pellentesque iaculis. Ut at faucibus lectus. Aenean finibus elit emo suscipit luctus. Phasellus non aliquam urna. Vestibulum id metus nibh. Quisque ut vroče in hladno valjana jekla.

**VROČE IN HLADNO VALJANA JEKLA**

	VROČE IN HLADNO VALJANI TRAKOVI	VROČE IN HLADNO VALJANE PLOŠČE
debelina (mm)	1,0—6,0	1,0—6,0
širina (mm)	1000	1000
dolžina (mm)		2000—6000*
teža (kg/mm širine)	teža kolobarjev 6—8	

\*Lorem ipsum dolor sit amet, consectetur adipiscing elit. Fusce eu velit nec ex tincidunt eleifend at vitaes magna. Aliquam conallis sem eget vulputate pulvinar. Quisque feugiat sem sit amet purus mattis, sit amet lacinia mauris mollis. Phasellus lacus ante, imperdiet ac malesuada at, varius a orci. Donec eu hendrerit felis. Phasellus ut ligula nisl. Suspendisse malesuada porttitor purus, a aliquam enim pulvinar id. Vestibulum euismod hendrerit neque. Maecenas coninodo, risus a elementum dictum, orci magna consequat libero, pharetra fermentum turpis nunc nec nisi. Proin vulputate odio qui faucibus porttitor. Donec dignissim nisi ut semper fermentum. Pellentesque ut sapien id massa elementum.

**sij** | LOREM IPSUM DOLOR AMET

# ULTRA OBSTOJNA JEKLA

SINOLO™

SITHERM™  
 SUPER HIGH TENSILE STEEL

SIHARD™  
 COLLECTOR TOOL STEEL

SIRAPID™  
 HIGH SPEED STEEL



	VROČE IN HLADNO VALJANI TRAKOVI	VROČE IN HLADNO VALJANE PLOŠČE
debelina (mm)	1,0—6,0	1,0—6,0
širina (mm)	1000	1000
debelina (mm)		2000—6000*
teža (kg/mm širine)	teža kolobarjev 6—8	

**sij**™  
 LOREM IPSUM  
 DOLOR AMET





# TRANSPORTATION



**DISPLAY**

- All brands logos on sivler background
- All brands logos in color on white background

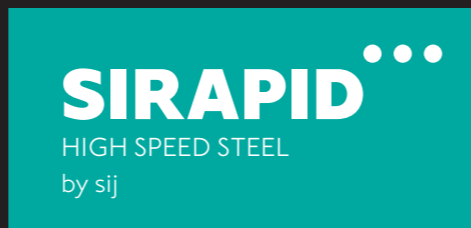
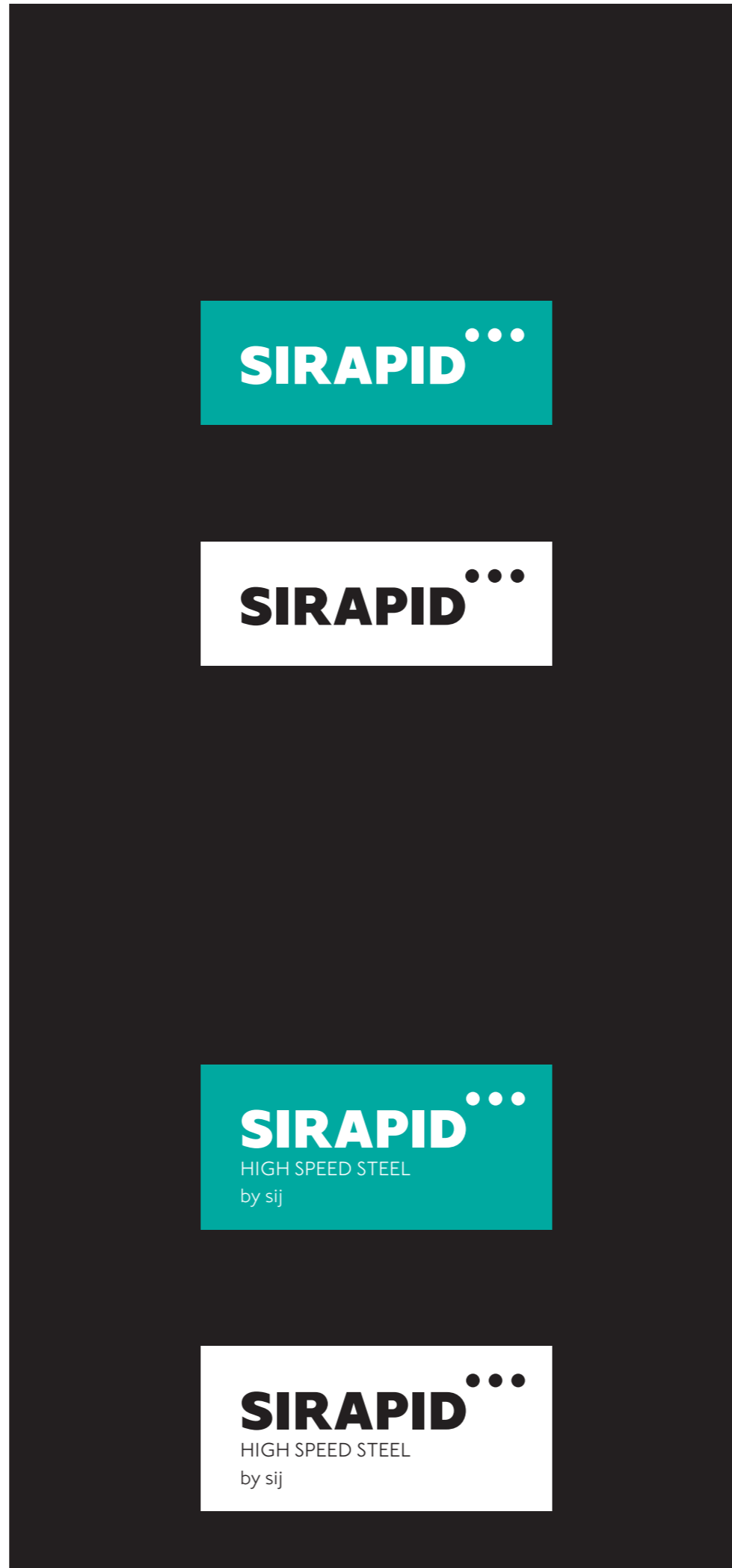
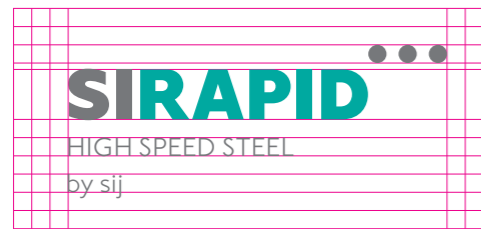


**DISPLAY**

- Multiple brands logos (in this case tool steel brands) on white background with photo that connect brands
- Single brand on brand color background with photo that represents the brand.

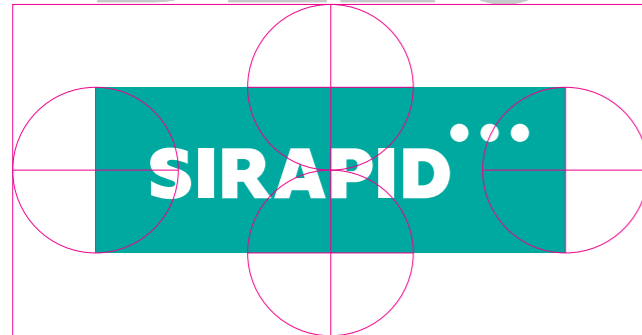
**BRANDS LOGOS USAGE ON  
EXTERNAL PARTNERS AND  
PROMOTORS MATERIALS**

# ALLOWED BRANDS LOGOS USAGE IN EXTERNAL APPEARANCE





DELO



© cankarjev dom



## CLEAR SPACE IN EXTERNAL APPEARANCE



DELO



© cankarjev dom





# DELO



© cankarjev dom

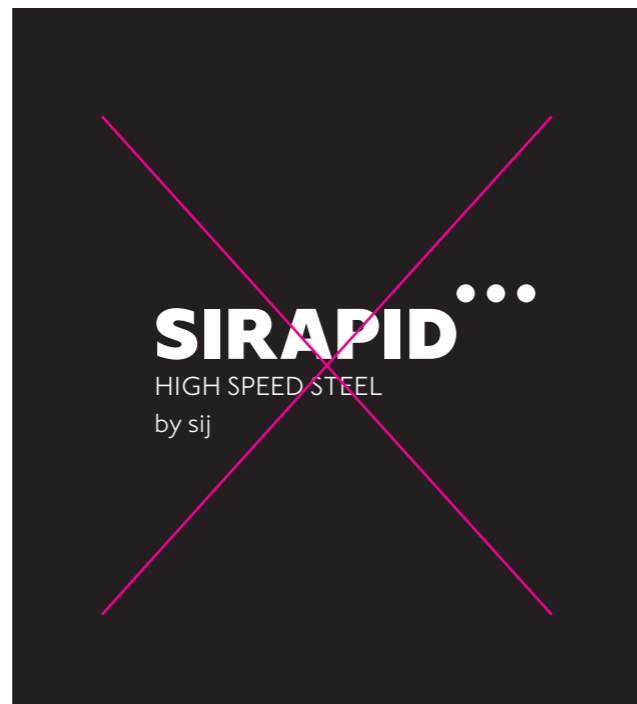
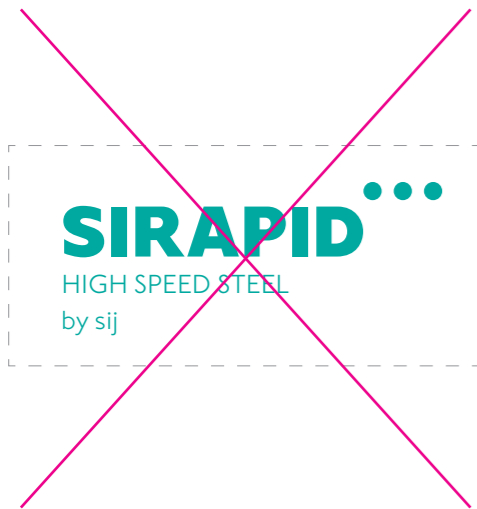


# DELO



© cankarjev dom





## NON-PERMITTED USAGE ON EXTERNAL MATERIALS