

**sij** | brand book



»

## PROGRESS

BEGINS

WHEN YOU

LEAVE THE

COMFORT ZONE«

**SLOVENIAN STEEL GROUP** makes a variety of different steel products which are integrated into countless other products and industries. This not only shapes our everyday lives, but significantly improves them as well.

**EVERYTHING BEGINS WITH US.** As the people involved in an industry that can sometimes seem cold, we love our work. This is not merely because we value and respect what we do, but because we excel at it, thanks to centuries of knowledge and experience.

**THIS IS WHERE OUR DRIVE AND MOTIVATION COME FROM,** and with this in mind, we are constantly searching for ways to innovate and improve – to push the limits. And this is the reason we can proudly say that the best things in the world contain our steel – Slovenian steel.



» WE BELIEVE IN  
CUSTOMIZATION,



We know that in order to meet our clients' wants and needs, we must do more than just hear what they say, we have to really listen. We always strive to understand their motives, mission, and essence to the fullest. Only then can we truly know a client, and once this kind of a relationship is established, we are able to provide unique and custom-made solutions to fulfil all their needs.

CONSTANT EFFORT,



Without this, we would not be where we are today. The desire to gain new knowledge and understanding, to make bold discoveries, and to reach for things beyond our apparent limits is deeply ingrained in us. These qualities are extremely important in our industry, where striving for progress and innovation is essential, for us and our clients. There is always room for improvement.

AND FULFILLING PROMISES.«



A steelworker's word is as solid as his product. Reliability and conscientiousness in keeping the promises made for the delivery of products and services are highly valued in today's competitive markets. Here, we are renowned for having the highest level of integrity. The fact that our clients can truly count on us, because of our consistent, proven reliability, is something that makes us very proud.

»

HOWEVER, WE STILL  
BELIEVE THAT WE CAN DO  
**EVEN BETTER EACH AND  
EVERY DAY.«**



»

**WE STRIVE RELENTLESSLY** TO HELP  
OUR CLIENTS ACHIEVE OUTSTANDING  
RESULTS WITH TAILOR-MADE  
PRODUCTS AND SERVICES.«

SIJ Group is Slovenia's largest steel manufacturer. Distinguished by high added value, our products occupy leading positions in European and global niche steel markets, and we rank at the very top of European stainless and special steel manufacturers.

We have dedicated ourselves to be attentive to our clients' challenges, and always provide them with exactly what they need. Tireless in our development, we stay focused on finding new ways to ensure that we can reliably fulfil every one of our promises for quality and delivery.

»

OUR CONSTANT PROGRESS MAKES IT  
POSSIBLE FOR OUR CLIENTS **TO PUSH**  
THEIR OWN **LIMITS.**«



Our purpose is to manufacture technologically-advanced steel products with high added value to meet our clients' needs. This is done through technological excellence at every step, the highest level of knowledge and expertise, dedication to best grades of quality, constant development and innovation, and environmentally-friendly sustainable development.

»

WE FIRMLY BELIEVE THAT WE  
MAKE ANY BRAND, CUSTOMER,  
OR INDIVIDUAL **BETTER.**«



»

**WE ARE** SERIOUS, RESPONSIBLE,  
COMPETENT, DEDICATED, AND  
**FUTURE-ORIENTED.**«

This goes for achieving our internal business objectives, as well as general sustainable development, which remains at the heart of our long-term vision of development.

As a reliable, development-oriented supplier, sustainable development (and economic efficiency) is something that we encourage and promote with everyone we work with.

In the future we will continue to upgrade our research and development of new types of steel, setting market trends in niche segments. Our employees always come first for us, and we show this by motivating them, upgrading their competencies and ensuring their safety at work. Without them, we would not be where we are today.



»

OUR HEARTS

ARE FILLED WITH

**3,000 YEARS**

**OF EXPERIENCE ... «**

Thought this may seem like an almost impossibly long amount of time, the modern-day steel industry is based on a much older economic activity – the iron industry. The earliest evidence of iron working in Slovenia dates back to 1,000 BC.

From there onwards, history leads us to the first small iron foundries in the 14th and 15th centuries, and then somewhat larger industrial plants in the 18th century. Finally, there is the founding of Slovenian Steelworks in 1969. We are proud to be a part of an industry with such a long history and tradition.

**AN INGOT**, an intermediate iron product from 2,000 years ago, which was found during works on the motorway near the airport at Lesce.

*Museum of Gorenjska, Kranj; photo: Tomo Jeseničnik.*



**sij**

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...

**AND A CLEAR VISION**

**OF WHERE WE ARE HEADED.«**

After the company name was changed to SIJ – Slovenian Steel Group – the formerly named Slovenian Steelworks became part of history. Today we pride ourselves on our modern and uniform visual identity, which provides the group and its companies with greater visibility and better opportunities for communication with various target audiences.

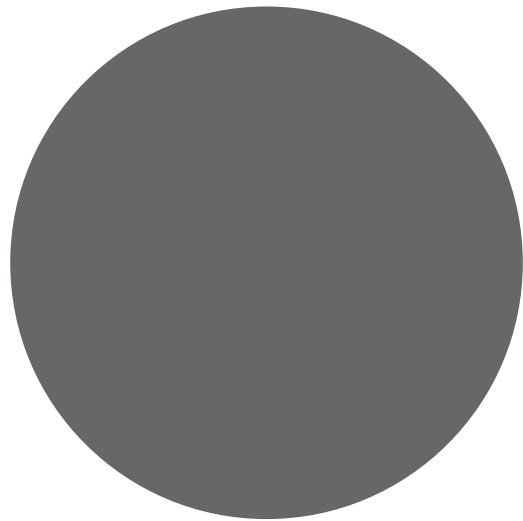
We have a clear development strategy and high levels of knowledge, technological excellence, and competencies, and these are complemented by the most up-to-date business standards and dedication to quality, the environment, and sustainable development.



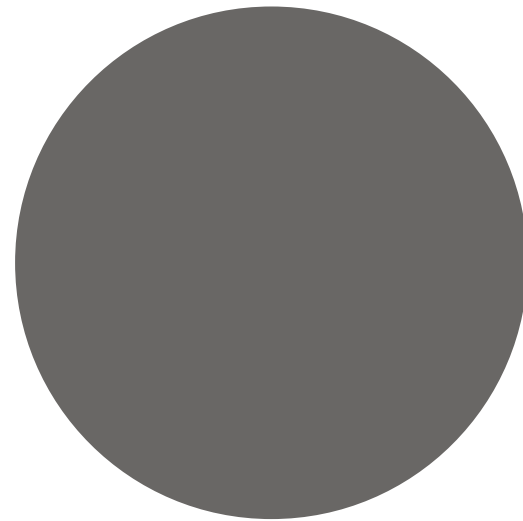
Our work is never truly done; we are a part of an endless process. This is symbolised by the three dots in our corporate logo, and the logos of each SIJ Group product and service brand.

## THE STORY OF THE THREE SIJ DOTS

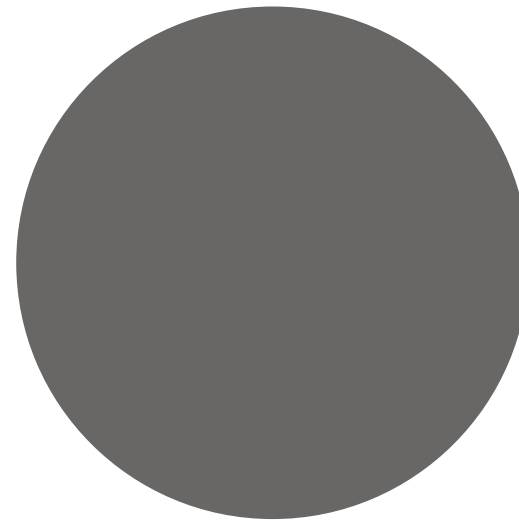
Three dots equals three values. Each one stands firmly on its own, and they all stand together, forever. As a sign of trust and quality, they symbolise our three main values, which define who and what we are.



CUSTOMISATION.



STRIVING.



PROVEN.

THIS IS WHY THE THREE DOTS  
ARE **AN INSEPARABLE PART**  
OF THE SIJ GROUP'S NAME,  
BOTH **ON PAPER AND**  
**IN OUR HEARTS.**

**THREE DOTS –  
THREE VALUES.**



## THE DEVELOPMENT OF THE SIJ LOGO

SIJ Group is comprised of several associated companies. Its modern, clean, clear visual identity reinforces the image of the Group and the global visibility of the SIJ brand.

The SIJ logo uses two primary colours: blue, which symbolises reliability and precision; and silver, which stands for quality and our main product, steel. The ever-present three dots started out as a stylised depiction of a rolling mill, and later came to stand for the Group's first three iron foundries. Today, they symbolise our three core values.



## TYPEFACES



**THE JOHNSTON PRIMARY TYPEFACE** is used in the logos of the SIJ Group and its companies (Acroni, Metal Ravne, Elektrode, etc.). The Johnston bold font is used in the brand logos.

*While there are options for the use of additional typefaces, they should follow the guidelines outlined in the Johnston primary typeface. The selected fonts should have a technical appearance and support the full set of letters and symbols.*

ABCČDEFGHIJKLMN

OPQRSŠTUVWXYZŽ

abcčdefghijklmnopqrsštuvwxyzž

0 1 2 3 4 5 6 7 8 9 . , ; ? ! # @ € \$ % & ( ) \* ' " & # \$ % & ( ) \* ' " & # \$ % & ( ) \*



**THE CALIBRI SECONDARY TYPEFACE** is used in all visual identity texts and data sets of the SIJ Group, its subsidiaries, and its brands. It is used in all printed materials (basic corporate materials, promotional materials, and corporate communication materials for internal and external reporting).

ABCČDEFGHIJKLMN

OPQRSŠTUVWXYZŽ

abcčdefghijklmnopqrsštuvwxyzž

0123456789.,;?!#@x\$&%()\*' " & # \$ % & ( ) \* ' " & # \$ % & ( ) \*



**THE OPEN SANS SECONDARY TYPEFACE** is used in all digital texts of the SIJ Group, its subsidiaries, its brands, in internal and external internet communication, and in digital promotional materials.

ABCČDEFGHIJKLMN

OPQRSŠTUVWXYZŽ

abcčdefghijklmnopqrsštuvwxyzž

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# THE CONCEPT OF THE BRAND NAMES AND LOGOS

The SI prefix comes from the basic brand name, SIJ, and links back to it. This creates a strong connecting element between the SIJ corporate brand and the brands within it.

The core of the word is taken from the name of the main component; it describes the characteristics of the material, makes it easier for clients to find the relevant product, and functions as a distinguishing element of each SIJ Group product brand.



# SINAME...

SIJ SILVER

Pantone 8402C,U  
CMYK 0,0,0,65  
RGB 100,100,100

## SI

SIMOLD YELLOW

Pantone 143C  
CMYK 0,36,87,0  
RGB 238,175,48

## SIMOLD...

SIDUR ORANGE

Pantone 158C  
CMYK 0,65,95,0  
RGB 227,114,34

## SIDUR...

SITHERM RED

Pantone 199C  
CMYK 0,100,69,0  
RGB 208,16,58

## SITHERM...

SIQUAL WINE

Pantone 194C  
CMYK 10,100,55,39  
RGB 151,35,63

## SIQUAL...

SICLAD PINK

Pantone 233C  
CMYK 12,100,0,0  
RGB 197,0,132

## SICLAD...

SIPREME VIOLET

Pantone 2593C  
CMYK 67,92,0,0  
RGB 128,55,155

## SIPREME...

SIHARD BLUE

Pantone 299C  
CMYK 86,8,0,0  
RGB 0,161,222

## SIHARD...

SIRAPID TURQUOISE

Pantone 3272C,U  
CMYK 100,0,48,0  
RGB 0,165,153

## SIRAPID...

SINOXX YELLOW-GREEN

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

## SINOXX...

SIWATT GREEN

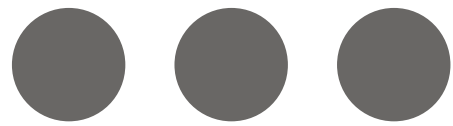
Pantone 361C,U  
CMYK 80,0,98,0  
RGB 52,178,51

## SIWATT...

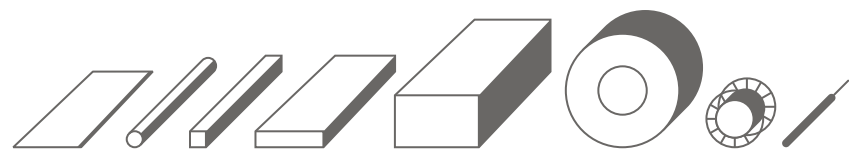
SIMAXX DARK GREEN

Pantone 348C  
CMYK 97,2,98,12  
RGB 0,133,66

## SIMAXX...



# SINOXX<sup>...</sup>



**SINOXX** is comprised of a wide range of products made from one of four types of stainless steel: austenite, duplex, martensite, and ferrite. By adding various alloy elements, they are made corrosion-resistant and given all the necessary properties.

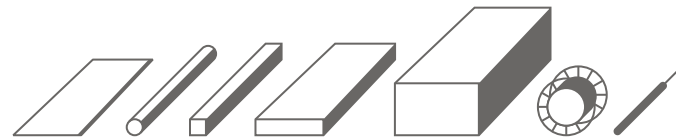
They are durable even in extreme temperatures (e.g. ferrite fire-resistant), in humid atmospheres, and in contact with aggressive materials. This gives them a considerably longer life span than other types of steel, thus lowering the costs of use over a sustainable period. In addition to corrosion resistance, these types of steel are easily processed and distinguished by good weldability.



SINOXX<sup>...</sup>

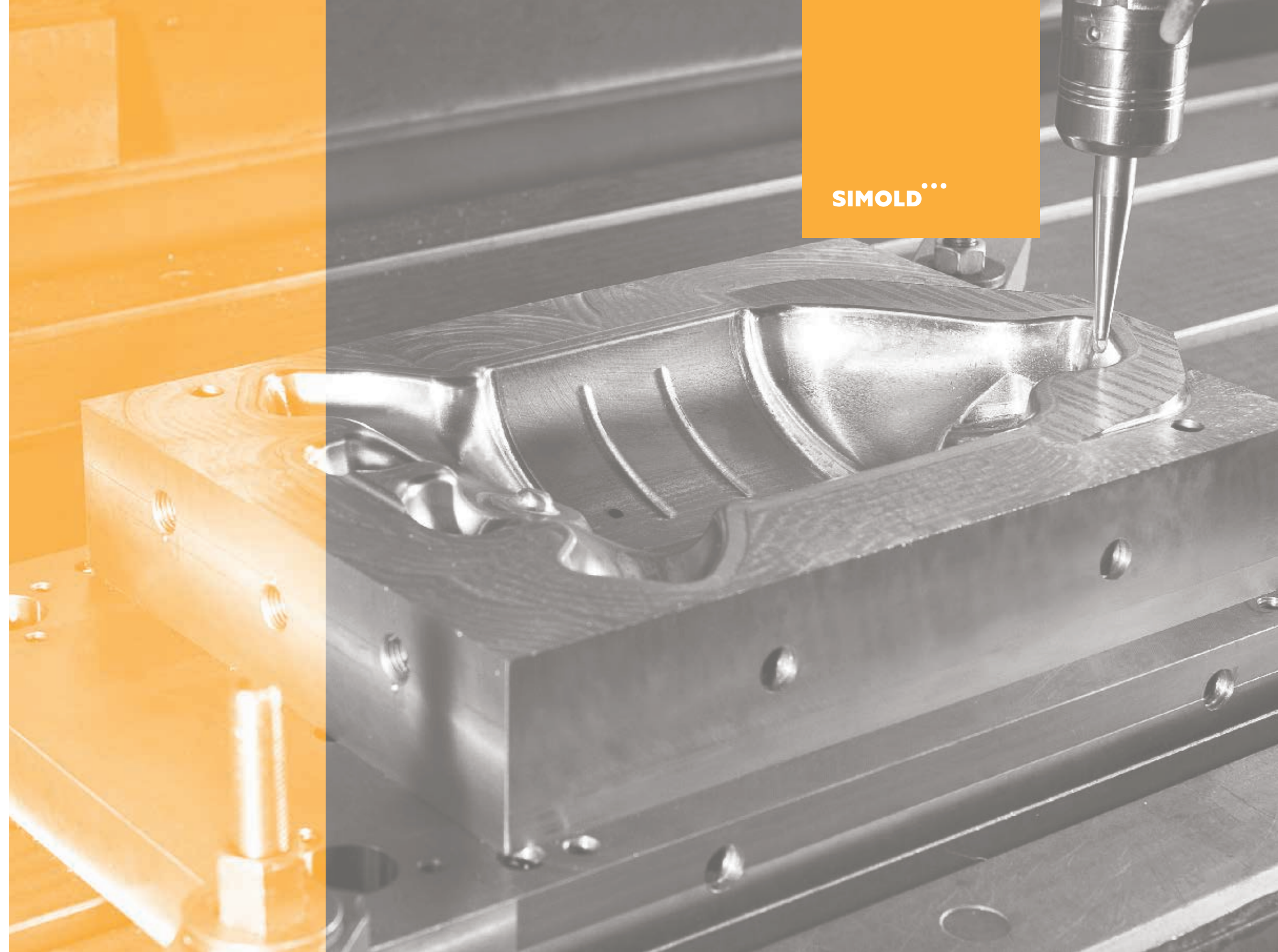


# SIMOLD<sup>...</sup>



**SIMOLD** is a steel for forming tools and plastic moulds; it is intended mainly for use with abrasive polymers and plastic materials with corrosive by-products. Its structure and composition make it very suitable for producing highly-demanding tool parts of the highest quality.

With a strictly-controlled chemical composition and improved mechanical properties, SIMOLD steel offers better machinability and retains its superlative qualities after heat treatment. SIMOLD guarantees steel tools a longer life span and cuts the costs while increasing productivity for users.



SIMOLD<sup>...</sup>

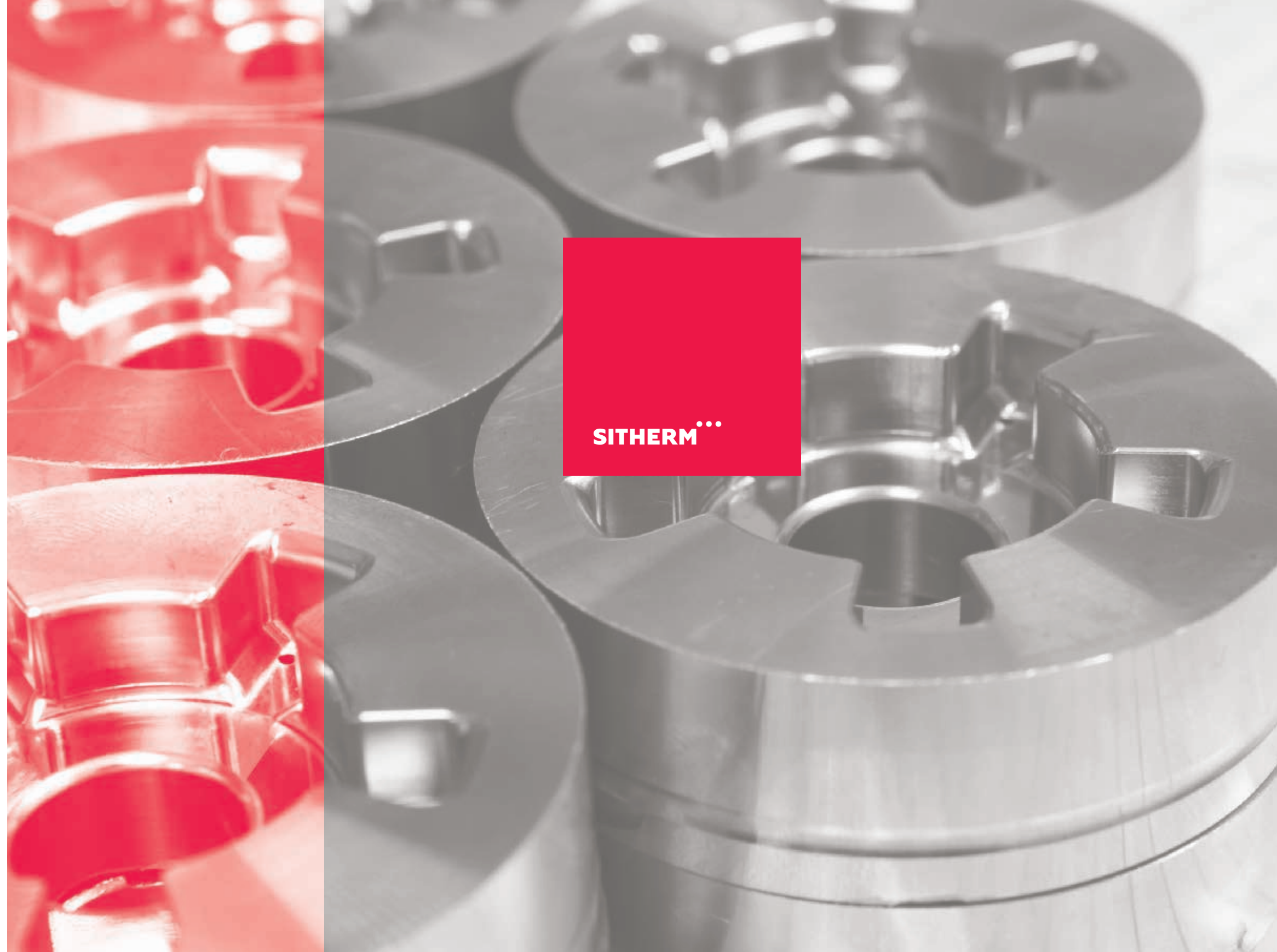


# SITHERM<sup>...</sup>



**SITHERM** is a top-level tool steel for work in high temperatures. It is distinguished by extreme strength under high temperatures and great resistance to thermal fatigue. Due to its hardenability, SITHERM steel is suitable for use in a variety of fields. Because of its dimensional stability and modified microstructure, it offers extensive possibilities for surface treatment.

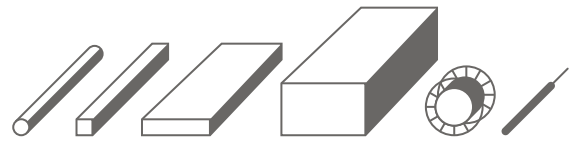
It saves users time and cuts costs, thus increasing productivity while also ensuring a high repeatability of production processes. SITHERM steel meets users' expectations, often helping them to achieve the position of market leaders.



SITHERM<sup>...</sup>

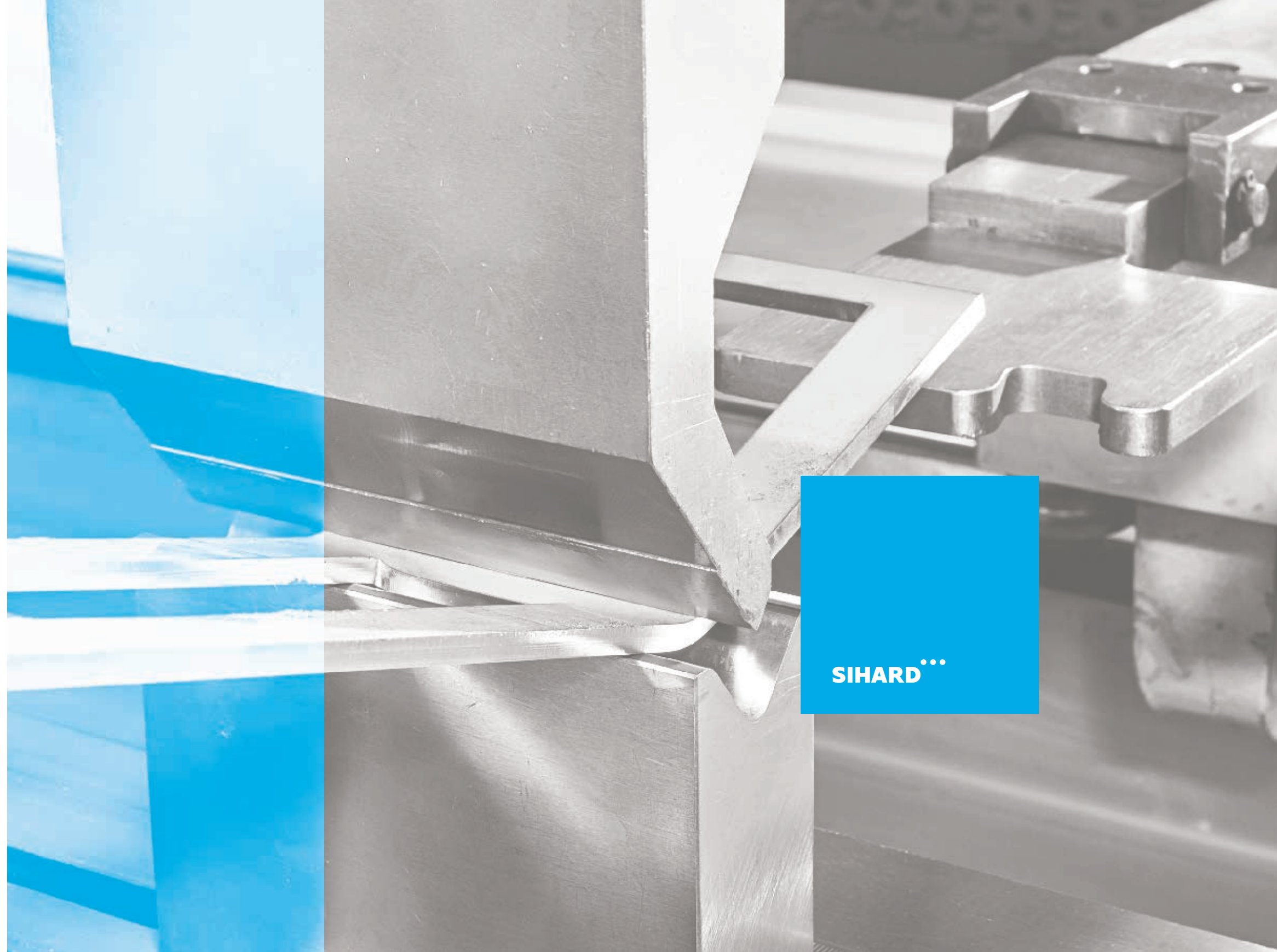


# SIHARD<sup>...</sup>



**SIHARD** is a cold-work tool steel with a higher chrome content, offering an optimal ratio of toughness to compression strength, as well as high surface hardness, wear resistance, and durability at working temperatures.

Based on many years of collaboration and technical support for end users, SIHARD steel is designed to ensure the optimal performance of tools after mechanical and heat treatment, and minimal tool wear. This is a high quality product that can be relied on for long-term use.



SIHARD<sup>...</sup>



# SIRAPID<sup>...</sup>



**SIRAPID** high-speed steel has much better cutting properties than regular tool steel. It is also much more wear resistant and considerably harder under higher temperatures. These qualities make it perfect for cutting and reshaping tools.

There are two main categories of high-speed steel: molybdenum and tungsten. The former achieve a particularly high level of hardness, which they can maintain even under relatively high temperatures; the latter are more wear-resistant and less tough. They can be used to treat metals up to five times faster than with tool steel.



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



# SIMAXX<sup>...</sup>



**SIMAXX** is a high-strength steel that makes structures lighter; it is tough and has a homogeneous structure – properties that deliver optimal results. Its extensive shaping possibilities make SIMAXX steel ideal for use in a wide range of industries.

Compared to unalloyed structural steel, SIMAXX achieves better results at lower thicknesses, making elevators, vehicles and similar products lighter and able to carry more weight. The thinner plates are also less demanding to weld, thus cutting costs, improving the work process, and increasing productivity.



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



# SIDUR<sup>...</sup>



**SIDUR** is a highly wear-resistant steel of extreme hardness, strength, and toughness. This makes it durable and suitable for use in the most difficult environments, where there is a risk of abrasion caused by contact with hard minerals and other abrasive materials.

SIDUR steel is more durable than structural steel, resulting in up to three-time longer life span. In combination with high wear-resistance it also offers good weldability and machinability.

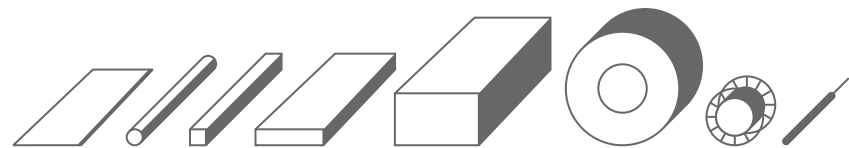


SIDUR<sup>...</sup>



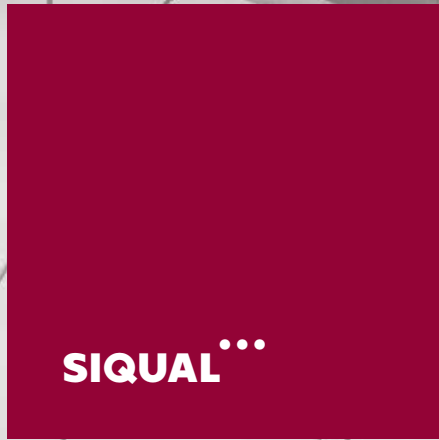


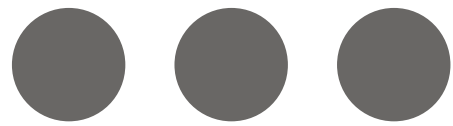
# SIQUAL<sup>...</sup>



As the name implies, **SIQUAL** steel is distinguished by quality and reliability. It is used to make the structural parts and components of machines in a wide range of industries, such as construction and mechanical engineering.

Highly adaptable to the wishes and needs of our clients, SIQUAL steel has a consistent level of quality. It is always delivered within the agreed period, ensuring uninterrupted production and increased productivity, while narrow tolerance ranges reduce the costs of mechanical treatment.





# SIWATT<sup>...</sup>



**SIWATT** non-oriented electrical grades are used to transfer energy to energy-efficient electrical devices, making it essential for the economic production, transformation, distribution, and use of electrical energy.

SIWATT steels are used mainly in the magnetic cores of electric motors, generators, and transformers, but it also has a big potential in hybrid and electric vehicles. Based on silicon-rich steel, it is distinguished by excellent magnetic properties – good magnetization ability, high permeability, low coercivity and Watt losses.



SIWATT<sup>...</sup>

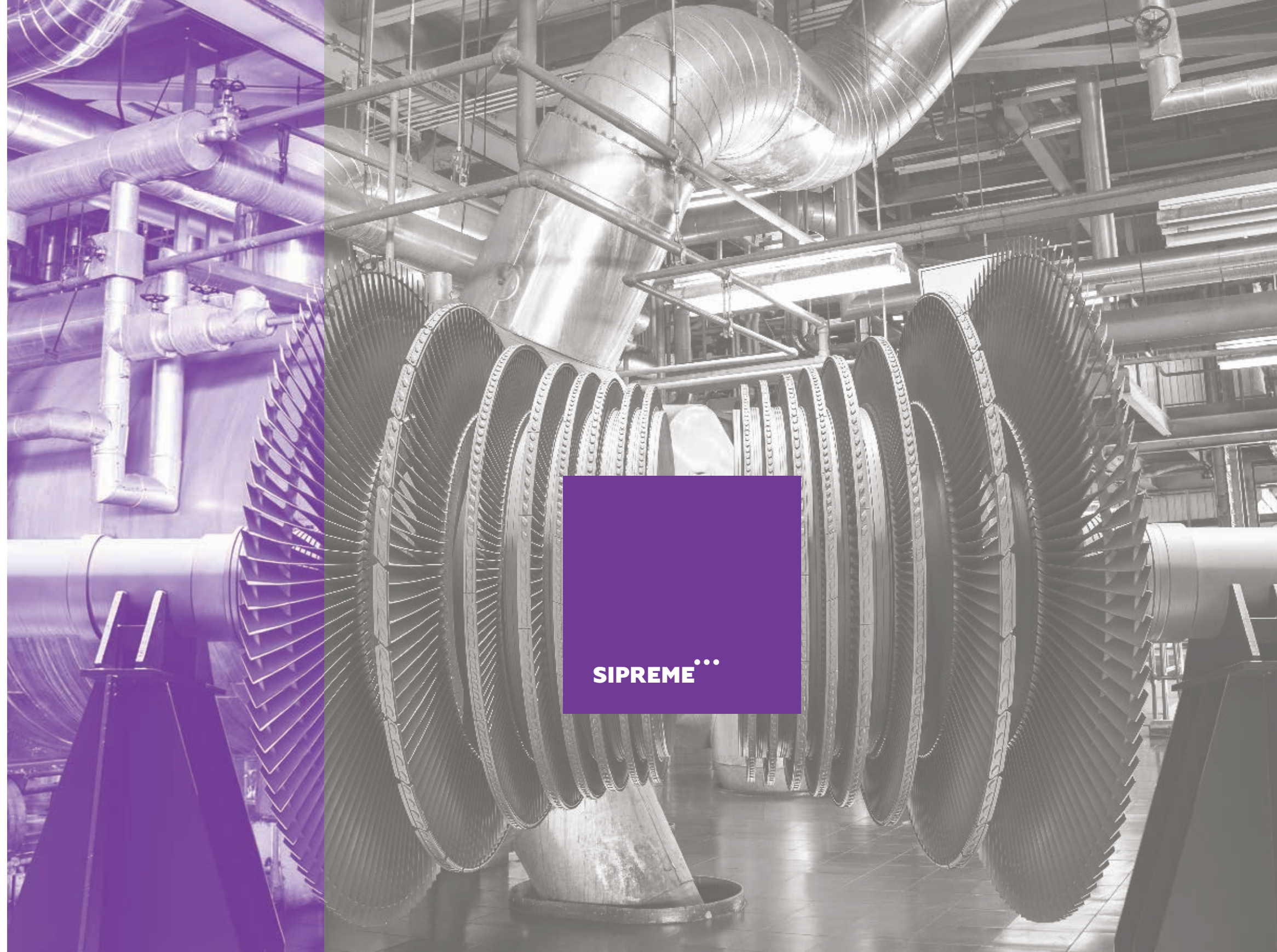


# SIPREME<sup>...</sup>



**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.



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



# SICLAD<sup>...</sup>

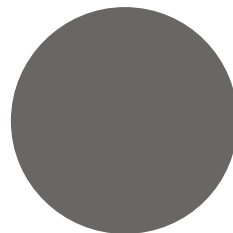
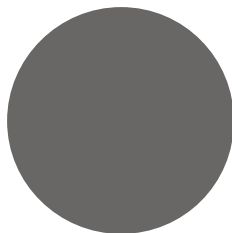
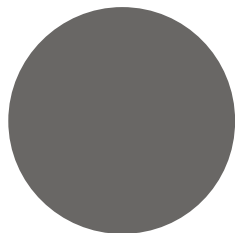


The use of **SICLAD** plates reduces the consumption of stainless steel. SICLAD was developed to combine the material properties of different types of steel in a single product. The basic material is usually structural steel, which gives the end product strength. Different types of stainless steel or nickel alloys are used for cladding to make the plates corrosion-resistant.

The use of SICLAD plates reduces the consumption of alloys that give steel stainless properties, but they also improve the product's mechanical properties. The costs of use are lower because cost efficient welding materials can be used, while the heat treatment of welded structures with a large cross-section can be omitted altogether.



SICLAD<sup>...</sup>



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