



CORPORATE DESIGN MANUAL

OF THE BRAND SECOSOL®

STAND: AUGUST 2025



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1. BRAND

1.1 SECOSOL®

1.2 CLAIM

1.3 COLOR REPRESENTATIONS

1.4 CLEAR SPACE

1.5 INCORRECT LOGO USAGE

1.6 OVERVIEW

1.1 BRAND – SECOSOL®

The brand conveys a clear message both internally and externally:
SECOSOL® stands for prevention, protection, safety, and sustainable health in the workplace.

SECOSOL®



THE SYSTEM

1.2 BRAND – CLAIM

WORK SAFELY. STAY HEALTHY.

The claim combines the two central aspects: workplace safety and people's health.

"WORK SAFELY." signals that SECOSOL® products are certified in combination with safety shoes, thus ensuring tested and approved safety.

"STAY HEALTHY." highlights the objective: ergonomic, orthopedic, and sports medicine solutions that make everyday work safer and help maintain long-term health.

Usage:

The claim is always used in connection with the logo.

It is a fixed component of brand communication and must be consistently visible across all media.

Linguistically, it is binding – modifications are not permitted.

1.3 BRAND – COLOR REPRESENTATIONS

The logo may be displayed in these three color variations. The color of the logo depends on the background. If a colored version of the logo cannot be used, it may also be displayed in white or black.



light background:
Font anthracite, Bar orange

dark background:
Font white, Bar orange

orange background:
Font anthracite, Bar white

Alternative versions: white/black



1.4 BRAND – CLEAR SPACE

The clear space ensures that the brand can achieve its maximum impact.
No other elements may be placed within the clear space.



1.5 BRAND – INCORRECT LOGO USAGE

The logo must not be altered in its color or form. No rotations, distortions, or recoloring are permitted. Modifications such as effects or additional graphic elements are not allowed.



Do NOT rotate or flip the logo!



Do NOT distort the logo!



Do NOT add effects to the logo (e.g., drop shadow).



Do NOT recolor the logo!



The logo must not be placed on a busy background.



Do NOT add additional graphic elements to the logo.

1.6 BRAND – OVERVIEW

SECOSOL® is the brand. SECOSOL® – THE SYSTEM encompasses all products of the brand. The individual products share a consistent and recognizable identity.

SECOSOL®
THE SYSTEM

SECOSOL®
COMPLETE

SECOSOL®
COMPLETE+

SECOSOL®
PREMIUM

SECOSOL®
COMPLETE+
LOW

SECOSOL®
COMPLETE+
MID

SECOSOL®
COMPLETE+
HIGH

SECOSOL®
DYNAMIC

SECOSOL®
KIT

SECOSOL®
APP

SECOSOL®
MINIPOD

SECOSOL®
SCHUHFINDER

SECOSOL®
3D DRUCK

other SECOSOL® products



2. COLORS

2.1 COLOR SPECIFICATIONS AND AREA DISTRIBUTION

2.1 COLORS – COLOR SPECIFICATIONS AND AREA DISTRIBUTION

The primary colors of SECOSOL® are anthracite, orange, and white. They are always displayed in combination.

ANTHRACITE

CMYK	84 64 54 64
RGB	33 46 53
HEX	#212e35
PANTONE	296 C
HKS	97

Generous use of anthracite as a design area. This color predominates and gives the brand a rougher, stronger, and more powerful appearance.

ORANGE

CMYK	0 60 100 0
RGB	239 125 0
HEX	#ef7d00
PANTONE	1505 C
HKS	7

Orange is used as a contrast color to anthracite. It adds dynamism, energy, and vibrancy to the brand's appearance.

WHITE

CMYK	0 0 0 0
RGB	255 255 255
HEX	#ffffff

The color white is used only as an accent color in the overall design. It is mainly applied for text on colored backgrounds.



3. FONT

3.1 TYPEFACE & FONT STYLES

3.2 SPECIAL REQUIREMENTS & RULES

3.1 FONT – TYPEFACE & FONT STYLES

The corporate typeface is Poppins. It is a geometric sans-serif font. It is a free open-source typeface under the SIL Open Font License (OFL). It can be downloaded free of charge and used without restrictions for print, web, and digital applications. Download: <https://fonts.google.com/specimen/Poppins>

Poppins ExtraBold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"%&/()=?***

The Poppins ExtraBold font style is primarily used for headlines. It is always set in UPPERCASE.

Poppins Bold

**abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"%&/()=?***

The Poppins Bold font style is primarily used for sublines, bullet points, and highlighted text sections. Sublines are always set in UPPERCASE.

Poppins Regular

abcdefghijklmnopqrstuvxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!"%&/()=?*

For larger amounts of text, Poppins Regular is used in mixed case.

3.2 FONT – SPECIAL REQUIREMENTS & RULES

SECOSOL®

SECOSOL® is always written in UPPERCASE with the “®” symbol.

SECOSOL® – THE SYSTEM

The addition “THE SYSTEM” is always written in UPPERCASE and is connected to SECOSOL® with a space and an en dash (–), not a hyphen (-).

A non-breaking space is placed between SECOSOL® and the en dash to ensure that the wordmark cannot be separated.

SECOSOL® COMPLETE+

The products of SECOSOL® are always written in UPPERCASE directly following the brand name SECOSOL®. There is a space between SECOSOL® and the product name – not a hyphen.

Negative Example:



SECOSOL® – MINIPOD

HELLO, I AM A HEADLINE

Headlines are set in Poppins ExtraBold, in UPPERCASE. They are left-aligned and use ragged-right alignment.

Hello. I am a small dummy text. And I have been one for as long as I can remember. It was **not easy** to understand what it means to be dummy text: I make no sense.

Body text is set in Poppins Regular. The alignment is left-aligned with ragged-right formatting.

Important terms or content may be highlighted using Poppins Bold. Sparing use is recommended to ensure readability.



4. DESIGN ELEMENT

4.1 SEAL: TYPE-TESTED AND CERTIFIED

4.1 DESIGN ELEMENT – SEAL: TYPE-TESTED AND CERTIFIED

SECOSOL® is certified and type-tested by the Testing and Research Institute Pirmasens e.V. (PFI) and TÜV Rheinland. It complies with the requirements of the “Occupational Health and Safety Rules for Personal Protective Equipment (PPE) at Work” (DGUV Rule 112-191) and conforms to ÖNorm standards.

The seal is used exclusively in connection with SECOSOL® products. It must appear in a suitable yet clearly visible size to ensure readability without being dominant. Depending on the background, the seal is placed in positive or negative form. Its alignment is always slightly angled, as defined in the original file. The original file must not be altered (no distortion, no color changes, no additional effects).



Do NOT rotate the seal!



Do NOT recolor the seal!

5. ASSIGNMENT OF LOGOS AND IMAGES

5.1 SECOSOL® COMPLETE

5.2 SECOSOL® COMPLETE+

5.3 SECOSOL® PREMIUM

5.1 ASSIGNMENT OF LOGOS AND IMAGES – SECOSOL® COMPLETE

To ensure that SECOSOL® and its associated products remain clearly identifiable, it is essential that each product logo is shown only in combination with the corresponding product images. Incorrect combinations may cause misunderstandings and weaken the brand image.

SECOSOL®



COMPLETE



5.2 ASSIGNMENT OF LOGOS AND IMAGES – SECOSOL® COMPLETE+

To ensure that SECOSOL® and its associated products remain clearly identifiable, it is essential that each product logo is shown only in combination with the corresponding product images. Incorrect combinations may cause misunderstandings and weaken the brand image.

SECOSOL®



COMPLETE+

SECOSOL®



COMPLETE+

LOW

SECOSOL®



COMPLETE+

MID

SECOSOL®



COMPLETE+

HIGH



5.3 ASSIGNMENT OF LOGOS AND IMAGES – SECOSOL® PREMIUM

To ensure that SECOSOL® and its associated products remain clearly identifiable, it is essential that each product logo is shown only in combination with the corresponding product images. Incorrect combinations may cause misunderstandings and weaken the brand image.

SECOSOL®

PREMIUM





6. USAGE EXAMPLES

5.1 SECOSOL[®] SOCIAL MEDIA POSTS

5.2 POINT OF SALE – SECOSOL[®] COMPLETE+

5.1 USAGE EXAMPLES – SECOSOL® SOCIAL MEDIA POSTS

SECOSOL®
COMPLETE



**LIGHT ON YOUR FEET
THROUGH THE WORKDAY**

SECOSOL®
COMPLETE+



**A FIRM STEP FOR
EVERY CHALLENGE**

SECOSOL®
PREMIUM



**PERFECTLY FITTED.
NOTICEABLY BETTER.**

5.2 USAGE EXAMPLES – POINT OF SALE – SECOSOL® COMPLETE+



7. DOWNLOADS & NOTES

All official logos and image materials are available in the download section at:

www.hartmann-os.com/secosol-downloads

We kindly ask you to send us your materials as a PDF before publication.
This way, we can ensure together that the presentation is fully in line with the brand identity.

Contact: **marketing@hartmann-os.com**

SECOSOL® – A BRAND OF



Hartmann

Orthopädie+Sport

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ORTHOPÄDIE + SPORT GMBH**

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