

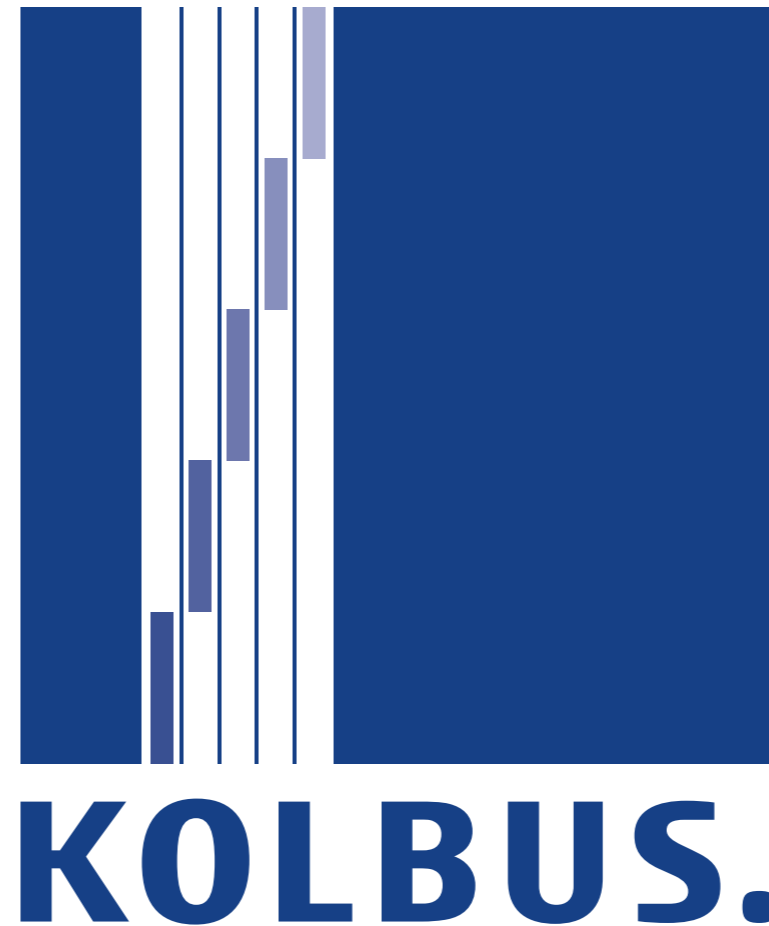
Redesign of the KOLBUS corporate image

Since 2016 the KOLBUS corporate image has undergone careful redevelopment. The company typeface, Formata, has been replaced by FF Aad. This font was developed by the Netherlands designer Aad van Dommelen and was launched in 2015 by FSI. The humanist sans-serif typeface has an airy and simultaneously technical look with clear white space around the letters and strongly curved diagonals.¹ The typeface is also ideal for digital media.

The logo has been decluttered. The new logo emphasizes movement, change and connectivity. It communicates the idea that components in development are part of a complex whole. The long KOLBUS tradition in bookbinding machinery is visually referenced in the form of stylized collation marks (printed marks, that are later trimmed off, to aid to accurate collating of book sections).

The basic colour is a strong violet-blue. A blue-in-blue colour range has been chosen, with a palette of six shades of blue which can be used together. In our communication, blue as the colour of the sky and its reflection in water stands for distance, curiosity and clarity.

The images we show will concentrate on cool detailed photos of key components of our machinery and systems, understated, functional photos of products and finally emotionally staged packaging solutions.

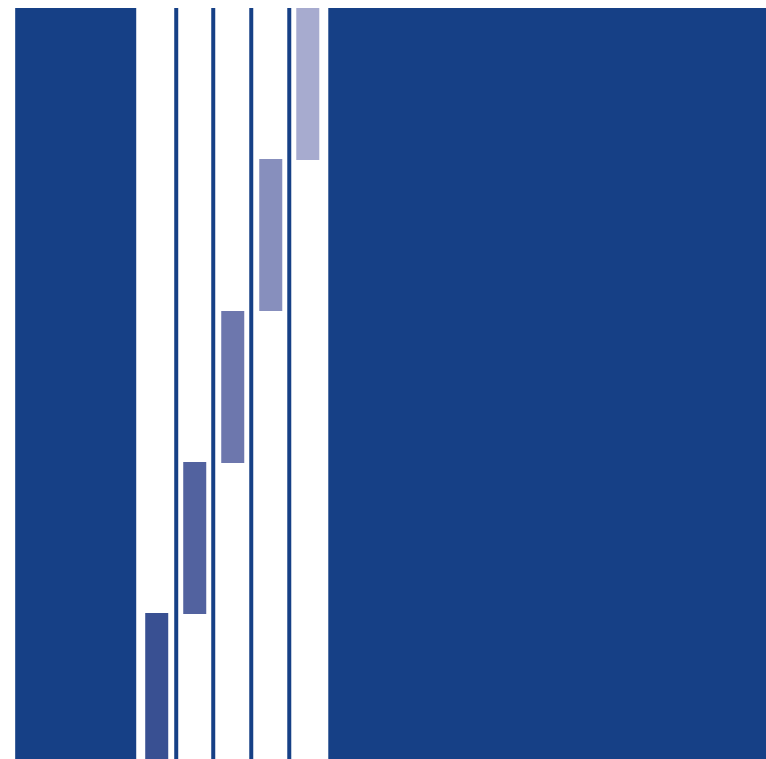


¹ Source: <https://www.typografie.info/3/Schriften/fonts.html/ff-aad-r783/>

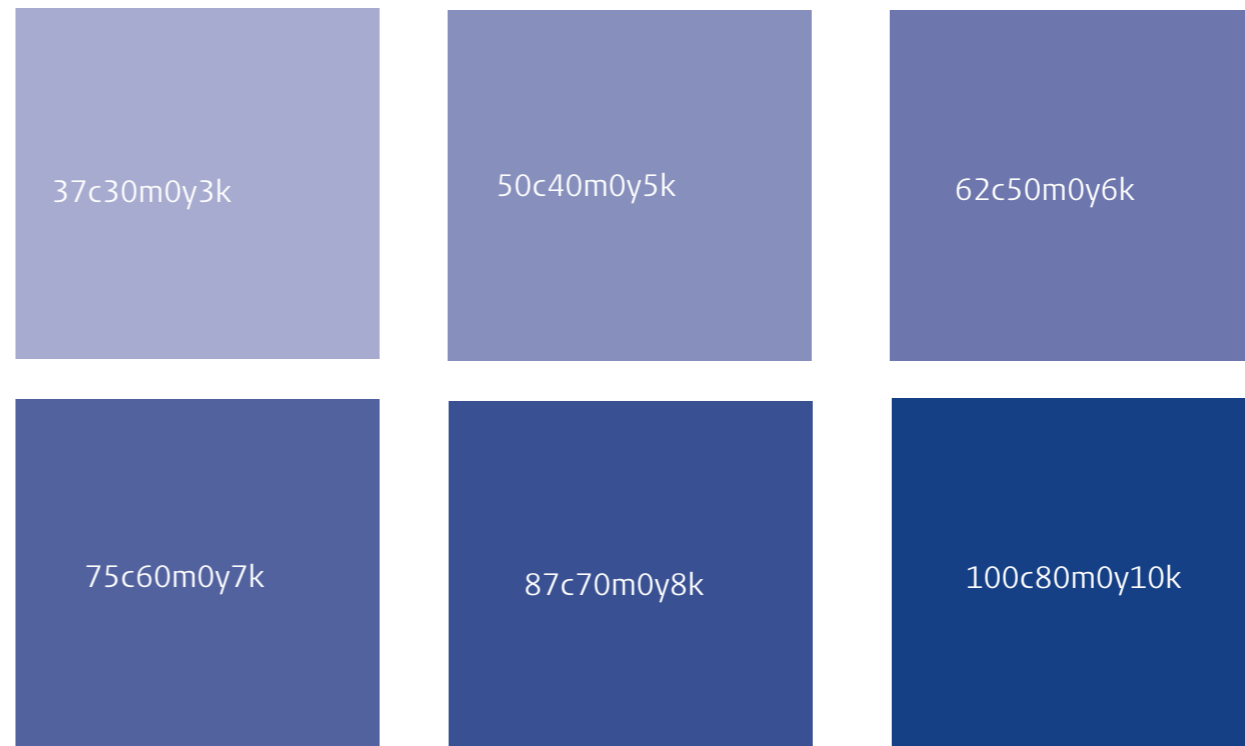
Company colours – colour gradations

Primary colours CMYK

Colour scheme 2018



KOLBUS.

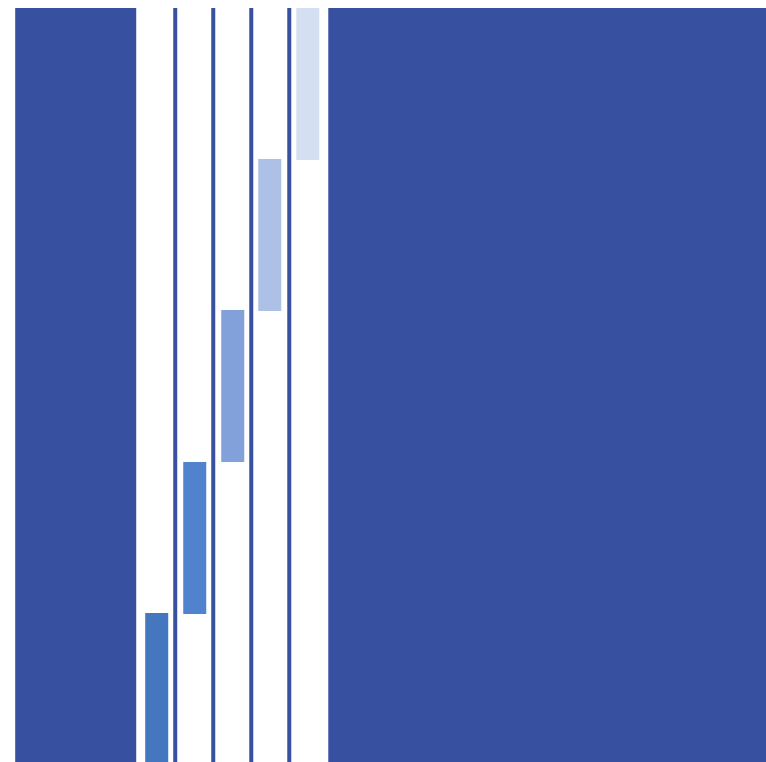
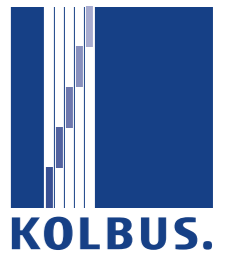


Smallest size
← Width 26.5 mm →

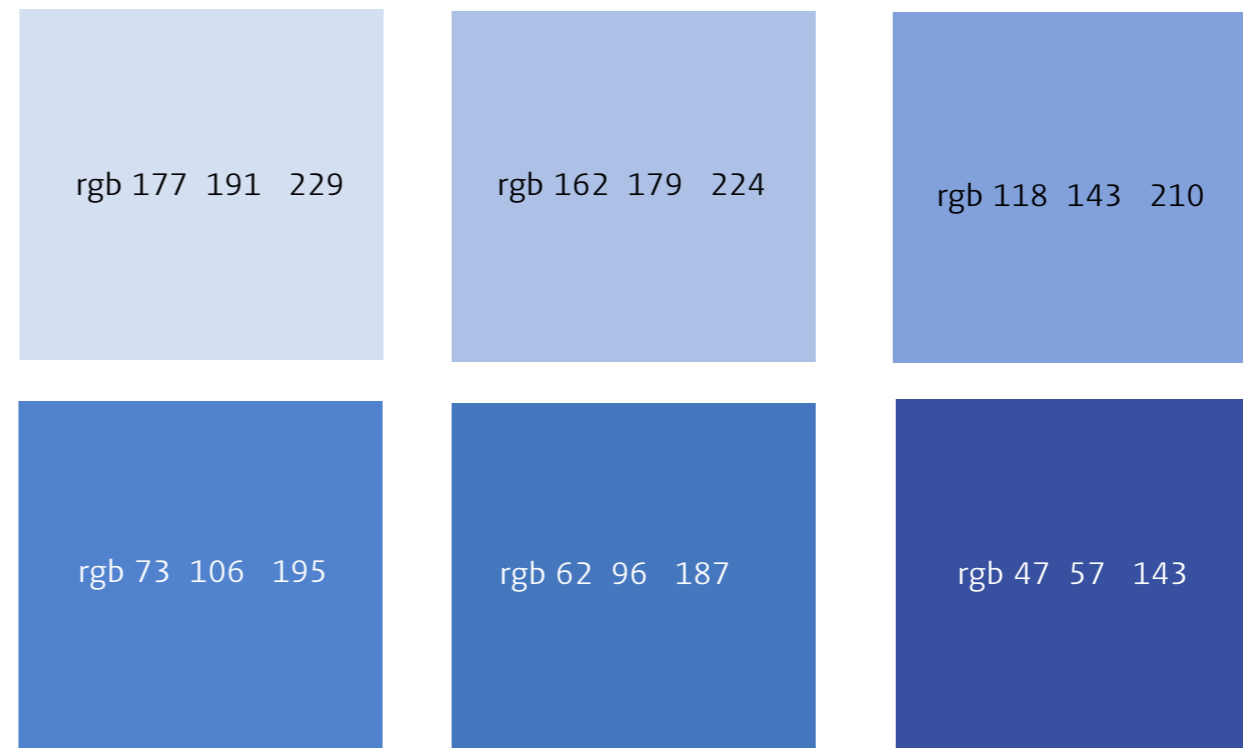


Company colours – colour gradations
Primary colours RGB

Colour scheme 2018



KOLBUS.



Company colours – colour gradations
Black/white interpretation

Colour scheme 2018

