ROSSMANN

THE INFORMATION



STANDARDIZATION OF SIGNAGE DESIGNS IN THE WAREHOUSE

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Purpose of standardization

The document was created to define the requirements for information placed in warehouse areas belonging to Rossmann SDP. It contains guidelines on the appearance and dimensions of boards, the fonts used in projects, and the pictograms that should be taken into account. The information provided is intended to complement the standardized and certified information on safety and communication in the warehouse. Under no circumstances should it replace this information. The guidelines included in the document aim to raise the standard of information provision and design. Adhering to the established rules will ensure that order and aesthetics are maintained in the workplace. This document serves as a guideline for those involved in graphic design and the creation of warehouse information.

If you have any questions or concerns, please contact

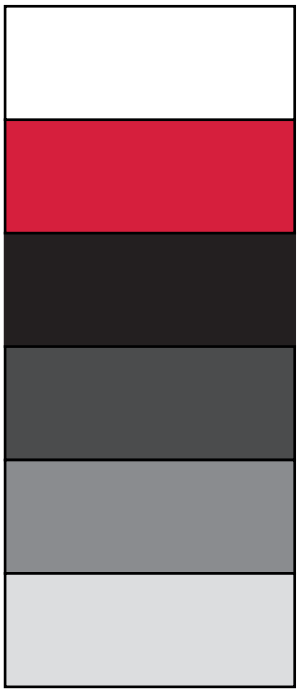
Inga Nowak, e-mail: inga_nowak@rossmann.com.pl

Graphic layout

The graphic layout consists of a red frame and a white background working area. This is an optimized graphic form, without the possibility of adding the ROSSMANN SDP logo. This approach helps maintain the aesthetics and universality of the presented information.

The colors used in the project are consistent with the ROSSMANN SDP Visual Identity Book and the new brandbook.

Color palette - order according to strategic function



C0 M0 Y0 K0 | R255 G255 B255 | #FFFFFF

C12 M100 Y80 K0 | R210 G19 B48 | #D21330

C0 M0 Y0 K100 | R0 G0 B0 | #000000

C0 M0 Y0 K85 | R74 G74 B73 | #4A4A49

C0 M0 Y0 K55 | R146 G146 B146 | #929292

C12 M100 Y80 K0 | R210 G19 B48 | #E3E3E3

Example of graphic layout for an information board - size 10x30cm

BRAMA WJAZDOWA

Font

The content on the information boards was written using the ROBOTO font, which is used in the ROSSMANN SDP brand for presenting information on selected topics and in maintaining documentation prepared by ROSSMANN SDP employees.

The presentation of the ROBOTO font

Roboto

Roboto Thin
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Thin Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&()_+=*

Roboto

Roboto Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&()_+=*

Roboto

Roboto Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&()_+=*

Roboto

Roboto Medium
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Medium Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto

Roboto Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto

Roboto Black
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Black Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Font

The presentation of the ROBOTO CONDENSED font

Roboto Condensed

Roboto Condensed Light
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy
Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Condensed Light Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy
Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&()_+=*

Roboto Condensed

Roboto Condensed Regular
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy
Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Condensed Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy
Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&()_+=*

Roboto Condensed

Roboto Condensed Bold
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx
Yy Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Roboto Condensed Bold Italic
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Rr Ss Tt Uu Ww Xx Yy
Zz Qq
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Another font that identifies ROSSMANN SDP is SCRIPTO FRAME MARK DOWN JF. This font is used in branding for headlines and promotional ads. It can also be applied to signage to match the warehouse design, such as highlighting warehouse zones. However, it should not be excessively used, especially not for basic stock information. The standard font is tilted 5° counterclockwise.

The presentation of the SCRIPTO RAMA MARK DOWN JF font

SCRIPTO RAMA MARK DOWN JF

REGULAR
AA BB CC DD EE FF GG HH II JJ KK LL MM NN
OO PP RR SS TT UU WW XX YY ZZ QQ
123456789 |
,./<>?;'\:'|[]{}!@#$%^&*()_+=

Font

A variant of ROBOTO BLACK is ultimately used for slogan text on signs, while for longer texts, a different font variant may be used. It's important to use capital letters for entries. Text on signs must be converted to curves and centered properly. Text size should be adjusted to include a surrounding working area with equal margins on at least two parallel sides of the board.

Example - well-tailored text



Example of poorly fitting text



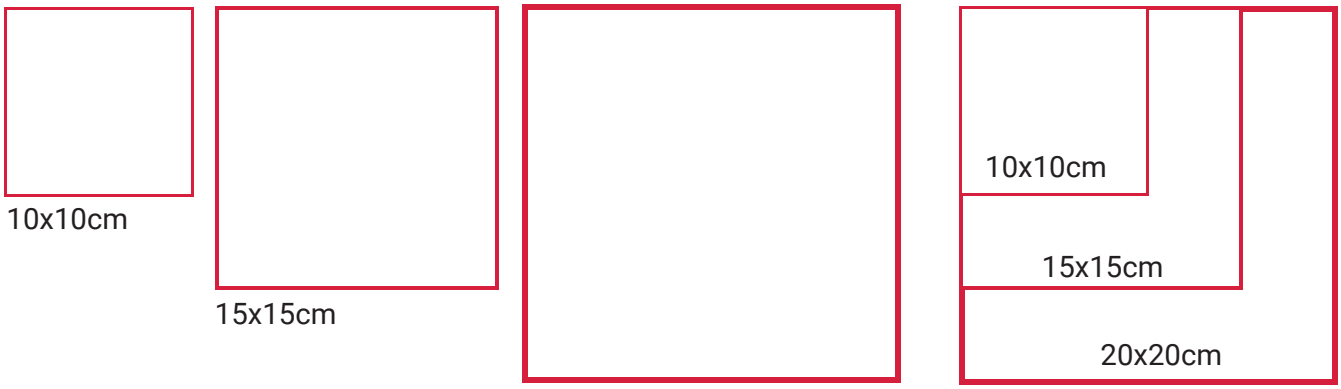


Dimensions

The size of information boards should not be arbitrary. Currently, three groups of basic dimensions can be distinguished, which are scalable and have appropriately selected ratios of side lengths. Additionally, standard printing formats are taken into account.

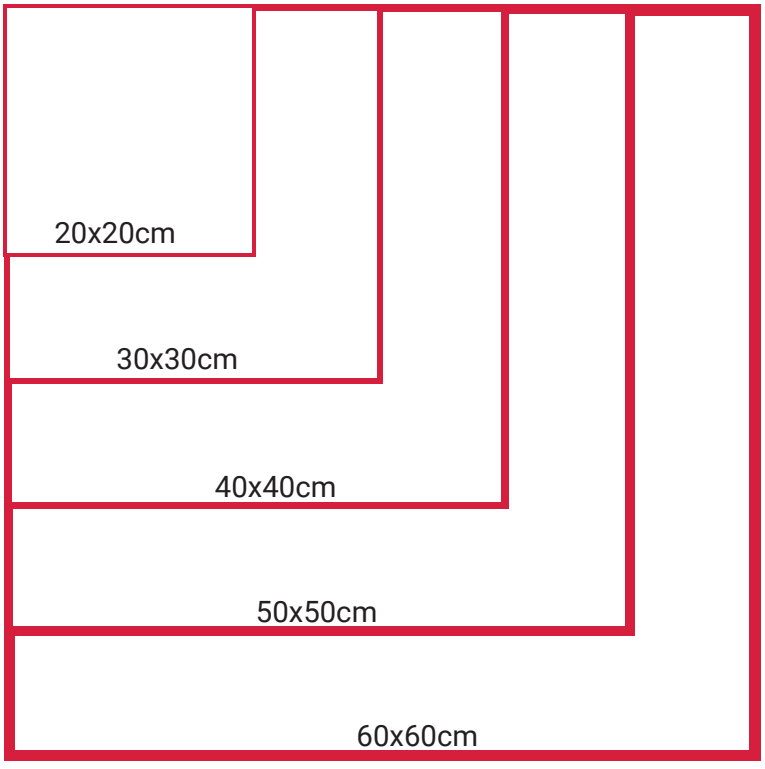
Group 1 - square

Basic size - 20x20cm - frame thickness 6mm, ratio 1:1



Scale 1:4

For smaller dimensions of the basic board, the frame adjusts its width to match the selected size, with adjustments possible in 5 cm increments.



For larger dimensions of the basic board, the frame adjusts its width to match the selected size, with adjustments possible in increments of 5 cm.

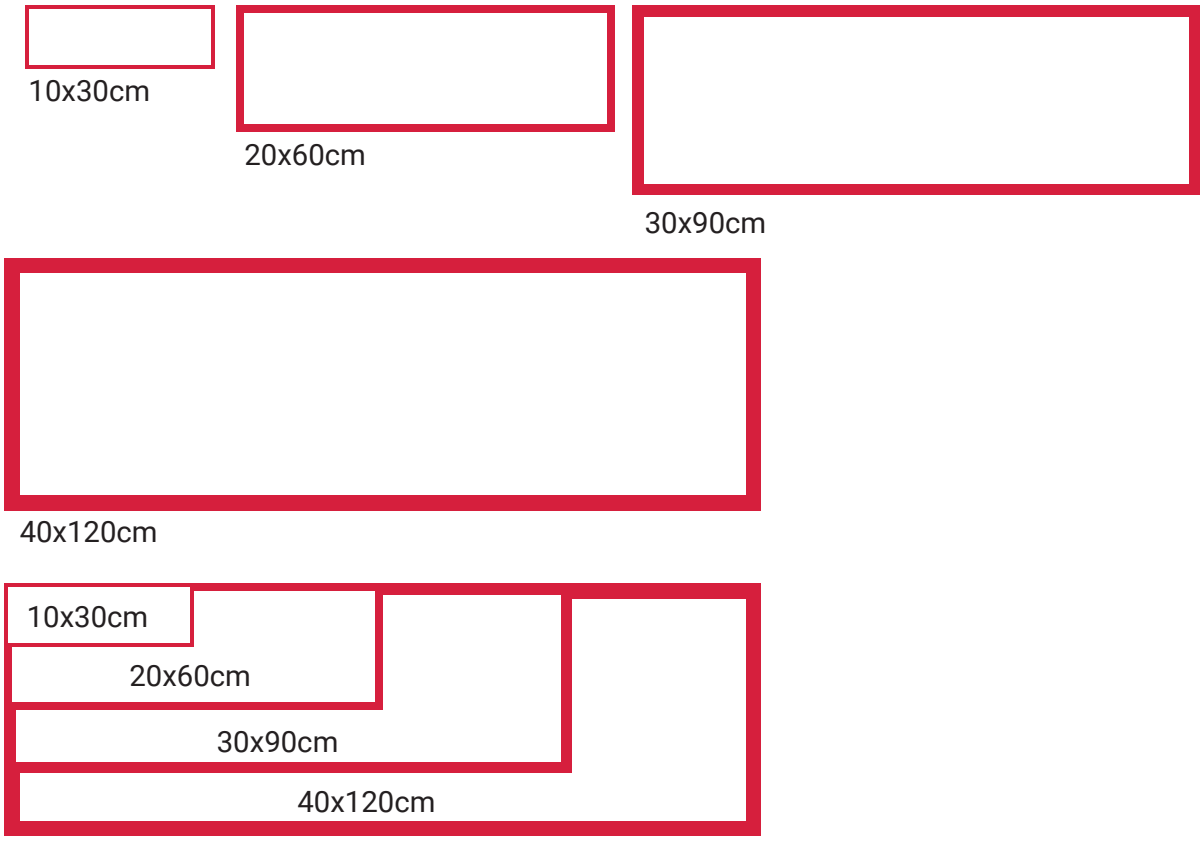
Application examples also show the process of adjusting the frame to the selected size

Scale 1:6

Dimensions

Group 2 - rectangular small

Basic size - 10x30cm - frame thickness 6mm, ratio 1:3



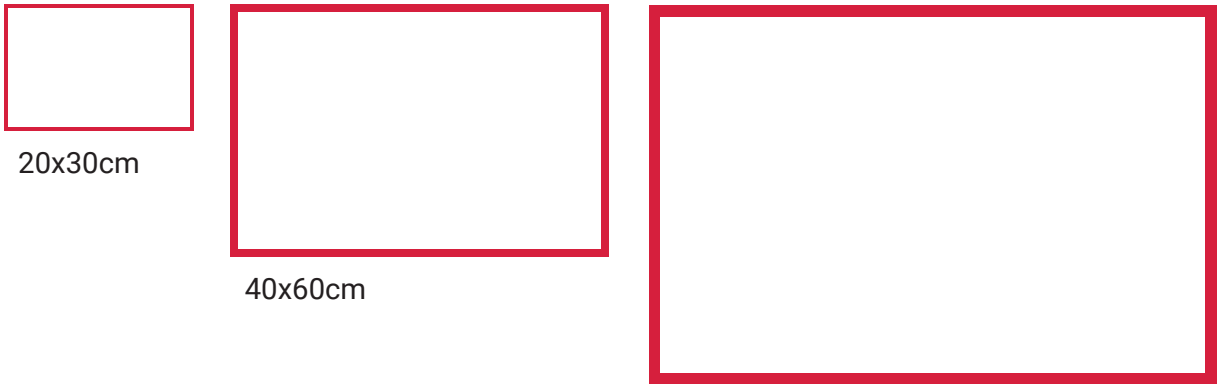
Scale 1:12

Dimensions of the basic board, the frame adjusts in width to the selected size
(can be enlarged every 10 cm along the length)

Dimensions

Group 3 - rectangular large

Basic size - 20x30cm - frame thickness 6mm, ratio 2:3



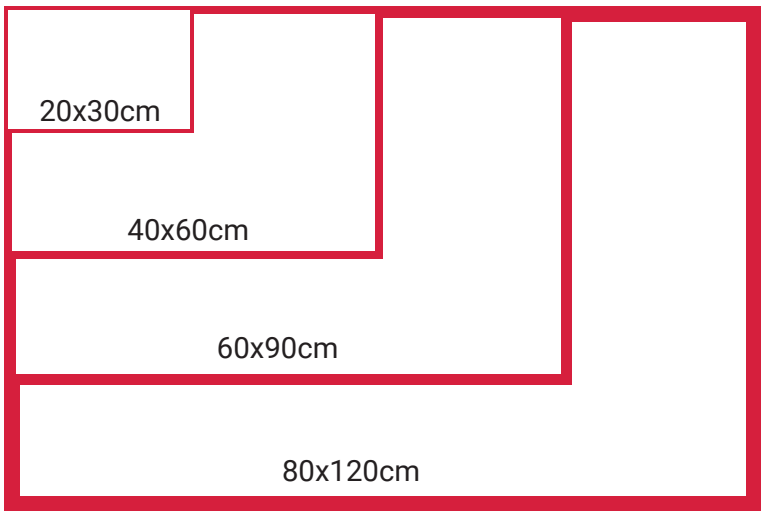
20x30cm

40x60cm

60x90cm



80x120cm



Scale 1:12

Dimensions of the basic board, the frame adjusts in width to the selected size
(can be enlarged every 20 cm along the length)

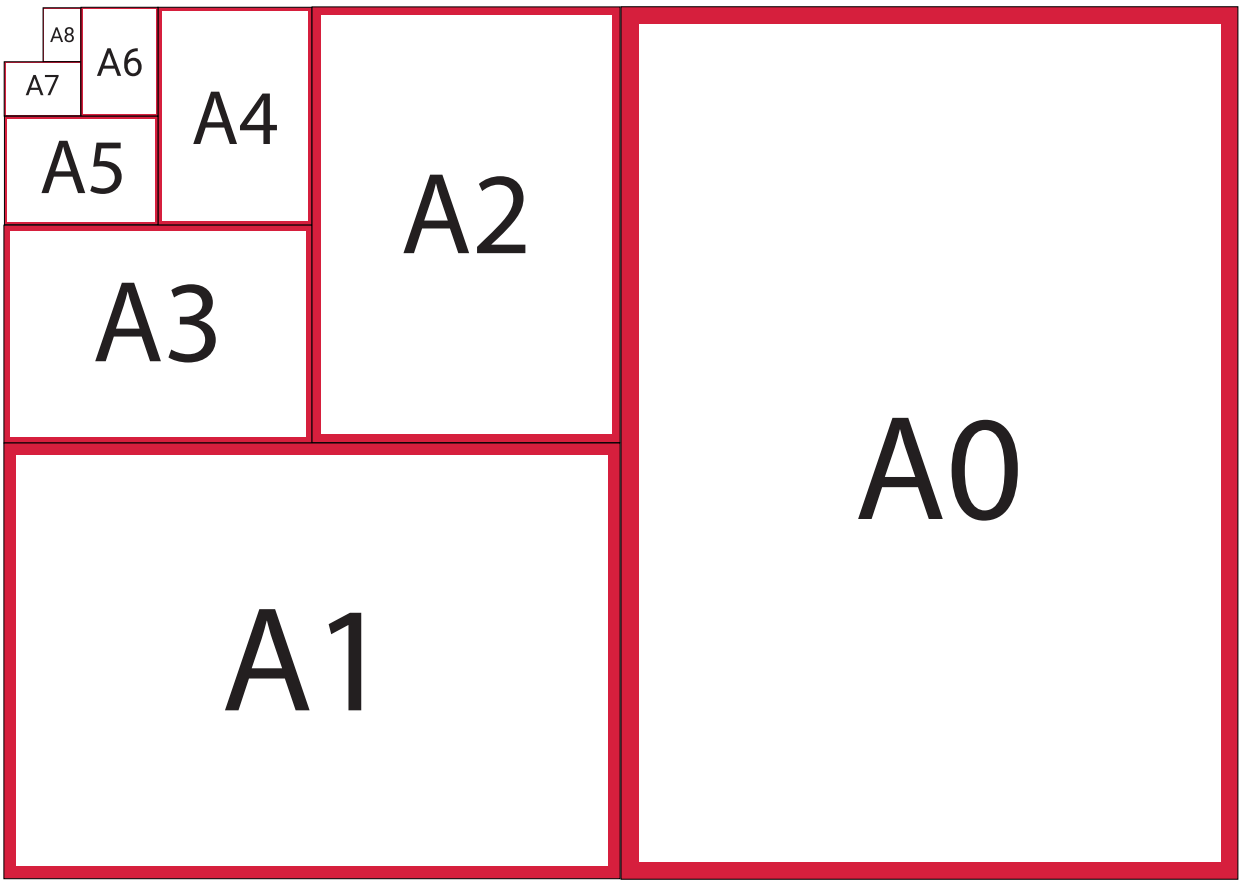
Dimensions

Group 4 - standard formats of the A series

This group is standardized according to the paper size suitable for printing, following the ISO 216 standard. The output format is A4 with dimensions of 297mm x 210mm, frame thickness of 6mm, and a ratio of 1 to √2. By scaling the output format, you can determine the appropriate frame dimensions (rounded to the nearest millimeter):

A0 - 841×1189 mm, frame thickness 24,5 mm
A1 - 594×841 mm, frame thickness 16,5 mm
A2 - 420×594 mm, frame thickness 12,2 mm
A3 - 297×420 mm, frame thickness 8,2 mm
A4 - 210×297 mm, frame thickness 6mm
A5 - 148×210 mm, frame thickness 4 mm
A6 - 105×148 mm, frame thickness 3 mm
A7 - 74×105 mm, frame thickness 2 mm
A8 - 52×74 mm, frame thickness 1,5 mm

Group 4 is best used for conveying long-form information such as procedures, instructions, and other written documents.



Pictograms

Pictograms are graphic elements that can be used to convey information. There are three groups of pictogram usage in the warehouse.

Group A - safety and road signs

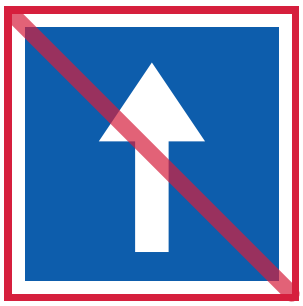
These signs are subject to specific standards to standardize the conveyance of information clearly and understandably. Every person is familiar with safety signs and road signs. The dimensions and color scheme of the signs are strictly defined, making them not editable or interchangeable. It is also not permissible to use signs in the ROSSMANN information board standard. Signs used in the warehouse are strictly defined in the warehouse storage procedure.

Examples:

Good



Bad



25x25cm

Good



Bad



20x15cm

Pictograms

Group B - simple information, slogan

Pictograms used in the group are contractual. If necessary, select an appropriate pictogram and then place a caption beneath it. These pictograms have been given a specific graphic design within this standard to distinguish them from other markings.

Guidelines for graphic design:

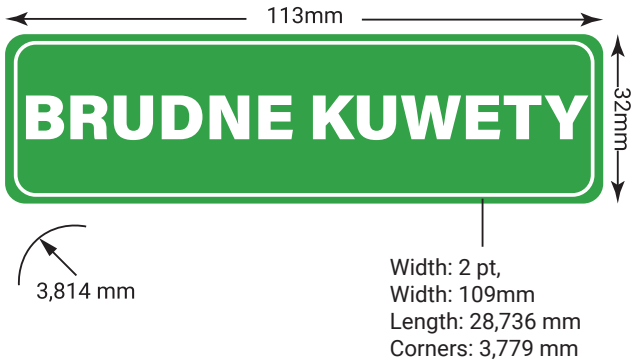
The square size is compatible with group 1. The frame size aligns with the graphic layout of the boards, though the red color has been replaced with green. Additionally, applied a signature in a frame with beveled corners.

Colors

C0 M0 Y0 K0 | R255 G255 B255 | # FFFFFF

C78 M12 Y100 K1 | R52 G153 B55 | # 349937

Text space dimensions for size 15x15cm (size scaling according to group 1)



Examples: : 15x15cm

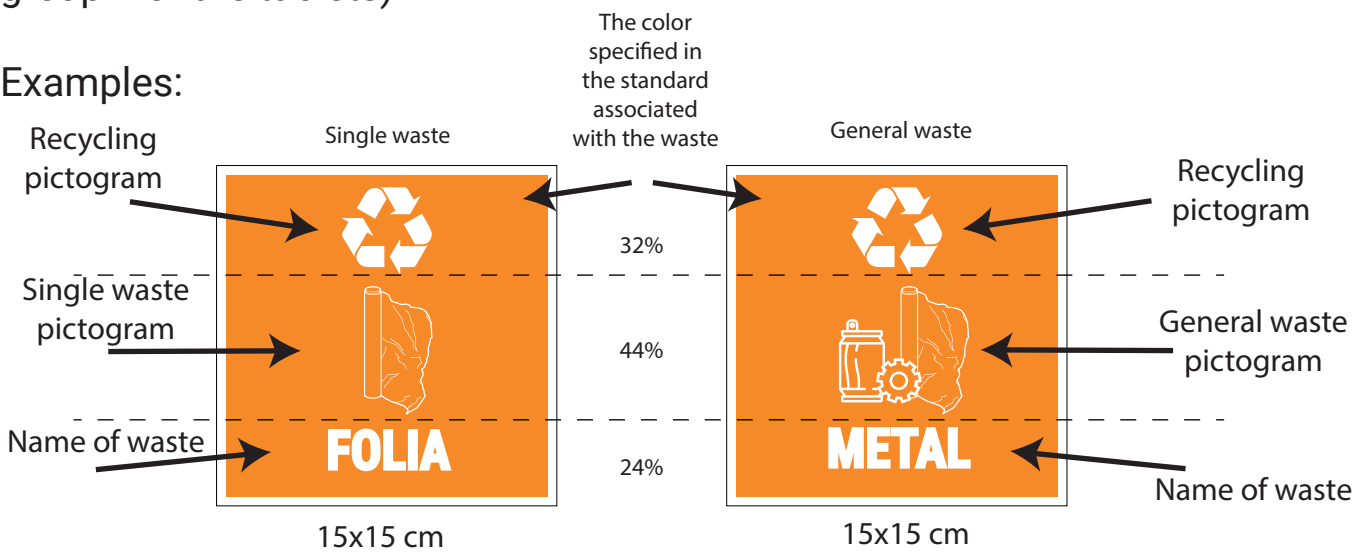


Pictograms

Group C - pictograms used when storing waste

It is used for signs of segregating waste. The plate includes the appropriate inscription, pictograms, and colors, depending on the type of waste being stored. The universal size is 20x20cm (can be enlarged based on group 1 of the tablets).

Examples:



Colors

Plastic

C0 M0 Y0 K0
R255 G255 B255
FFFFFF

C0 M21 Y93 K0
R255 G204 B3
FFCC03

Glass

C0 M0 Y0 K0
R255 G255 B255
FFFFFF

C100 M0 Y100 K0
R0 G150 B64
009640

Organic

C0 M0 Y0 K0
R255 G255 B255
FFFFFF

C33 M69 Y73 K40
R128 G71 B52
804734

Paper

C0 M0 Y0 K0
R255 G255 B255
FFFFFF

C93 M62 Y0 K0
R8 G93 B169
085DA9

Metal

C0 M0 Y0 K0
R255 G255 B255
FFFFFF

C0 M55 Y95 K0
R241 G135 B21
F18715

Non recyclable

C0 M0 Y0 K0
R255 G255 B255
FFFFFF

C61 M54 Y50 K48
R79 G75 B76
4F4B4C

Font **Roboto Condesed Bold**

Typography settings		Font settings
Vertical scaling	93%	Color: C0 M0 Y0 K0 | R255 G255 B255 | # FFFFFF
Horizontal scaling	87%	Stroke thickness 1 pt

STICK TO THE
RULES
AND EVERTHING
WILL WORK OUT :)