

V-MAX, C-MAX | *Graphic Identity Guidelines*

**Stena VMAX**  
**Stena CMAX**

## Horizontal

Pantone (PMS) and process colour positive version with silver shadow



Pantone (PMS) and process colour positive version without silver shadow



Pantone (PMS) and process colour negative version



Grayscale positive version



Grayscale negative version



## Stacked

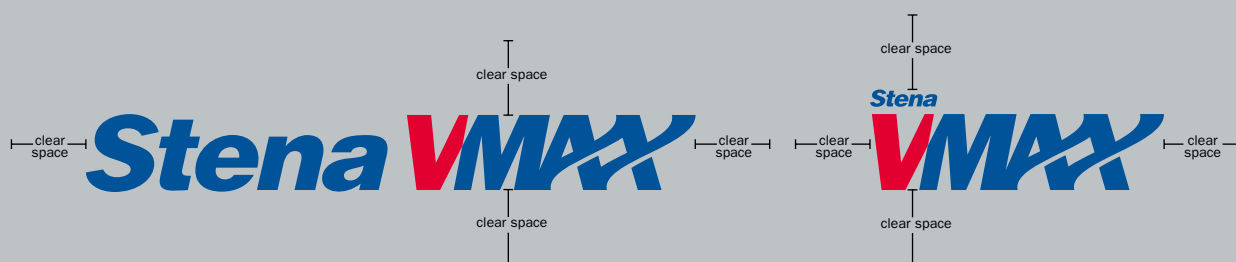
Pantone (PMS) and process colour positive and negative



The logotype has been designed using a specific typeface, colours and defined proportions which may not be changed (colour, positive, negative version, alternatives). The colour and the positive version shall be used in printed materials on a light background. The version with the silver shadow is preferred, but the shadow may be excluded when found necessary. The negative version shall be used on a coloured background and on ships.

There are two standard relationships between the company name and the logotype; horizontal version and stacked version. Certain versions are intended for particular solutions, for example, hats and embroidery.

There must be a clear space around the logotypes equivalent to the height of the letter M in the V-MAX or C-MAX logotype (see examples below). The clear space is established in order to enhance the effect of the logotype by differentiating it from all surrounding elements and colours, making it stand out clearly and highly visible.



# Blue

Pantone Matching System  
Process colour  
RAL Colour

PMS 287  
100C 69M 11.5K  
RAL 5002

# Red

Pantone Matching System  
Process colour  
RAL Colour

PMS 485  
100M 91Y  
RAL 3020

# Silver

Pantone Matching System  
Process colour  
RAL Colour

PMS 877  
6C 34K  
RAL 9006

Example of application of logotype on ship.



**Usage in writing:** The logotype may not be used in running text with the exception of overhead transparencies.

When used in writing, the trademarks are to be written in capital letters with a hyphen (V-MAX and C-MAX) at all times. The company names will follow the respective corporate guidelines in writing.

*example:*

Pagina hac domestica certior fies, candide lector, Stena V-MAX de rebus classicis quas in aranea nostra mirabili totum orbem terrarum complectente invenias. Praeterea, si vis, haec pagina te ducet non solum ad bibliothecas huius paginae in quibus conduntur textus rerum scriptorum oratorum poetarum aliorumque auctorum

**Applications on promotional items:** Below are standard specifications for these examples.





A trademark is defined as any symbol, name, word and device or any combination thereof used and applied by a company in order to identify its product and distinguish it from those produced and sold by other companies.

A well-established trademark with a good reputation represents a guarantee of a certain quality and thereby also has a commercial function. If a trademark loses its function of identifying the products of a certain company it degenerates into a generic term, as it then describes the product itself. The explicit aim of the trademark for the V-MAX and C-MAX is to create a generic trademark with certain built-in associations. This trademark manual describes the background and usage of the V-MAX and C-MAX logotypes.

The V-MAX and C-MAX logotypes were created in a new design in order to meet a number of criteria. The logotypes were to give the trademark a new feeling of high tech and security, while we did not want to lose the classy, minimalistic feeling of shipping that the Stena logotypes have traditionally always had. The logotypes were therefore created in the same colours and typefaces as the other Stena logotypes, but shaped in a different fashion.

Some of the graphical elements involved are;

*the chain (never stronger than the weakest link)*

*a double element (referring to the security of the ship)*

*propellers*

*the shape of the ship*

*waves and sails*

The trademark was created to achieve certain goals and will generate the best results when used for the intended purpose. Incorrect use can lead to results that are less than satisfactory.

If you have any questions regarding the usage of the trademarks, please contact Stena Bulk.

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