

Brand guidelines

PRODUCT LETTERING

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Product lettering

1.1 Product logo

The product logo is a modified variant of the brand logo. It is a graphic entity. Replication is not permitted.

The product logo should be centrally positioned on products to obtain an optimum advertising effect. A harmonious and uncluttered arrangement of the logo must be achieved by ensuring that there is sufficient free space around it.

Maker's, type and rating plates do not feature the product logo.

For new productions and any questions about product lettering, please refer to Global Marketing team Wetter



Product logo



Correct positioning of the product logo

Product lettering

1.2 Product logo · Approved designs and colours

Wherever possible, the product logo is to be featured in black on the product.

If the product logo is displayed alone on a dark background (e.g. RAL 5009 azure blue on drive units and hoists or on dark cranes), the negative version (white) should be chosen for improved visibility at a distance.

If the product logo is not displayed directly on the product, but on an aluminium-coloured backing plate (e.g. on KBK), it is applied in black. Foils and backing materials for product lettering stickers should adhere to these colour specifications, according to manufacturer. If you have any other questions, please contact central Material Handling Marketing MHM 1.



Preferred presentation in black

Logo colour: RAL 9005 jet black (Pantone Process Black, Euroscale: 100% black)



Negative presentation (white), e.g. on blue background

Logo colour: RAL 9003 signal white



Negative presentation (silver), e.g. on blue background

Logo colour: RAL 9006, white aluminium



Presentation in black on light background, e.g. brushed aluminium

Background colour: RAL 9006, white aluminium

Product lettering

2.1 Fonts on products

The Frutiger font family is used worldwide as the corporate typeface. It is characterised by an easily legible print image and fast recognition, even at a distance.

For practical and economic reasons, the Frutiger font is only used on products for load capacities. On type, rating and makers' plates, Arial (Regular) can still be used in appropriate sizes. The following pages contain detailed information on the use of fonts. All supplier firms which produce stickers and signs to order should possess the Frutiger fonts.

The fonts can be obtained from the manufacturer through the Purchasing Department:

Linotype GmbH
Werner-Reimers-Straße 2–4
61352 Bad Homburg, Germany
Tel.: +49 (0) 6172 484-423
Fax: +49 (0) 6172 484-499
www.linotype.com

Frutiger 65 Bold

[Load capacity information on cranes](#)

Arial

[Type, maker's and rating plates](#)

Product lettering

2.2 Position of the product logo and rating plates (foreign goods)

The product logo is applied to products, alone and easily visible, in an appropriate size. It is generally applied horizontally and only in exceptional cases vertically (see example of the Dedrive Compact frequency inverter). In general: for purchased parts that requires logos, Demag produces drawings that are sent to the supplier. The production, then takes place according to these specifications.



Product lettering

2.3 Product plates

In some cases, it is necessary to apply the product logo to products using a product plate. A harmonious and uncluttered arrangement of the logo must also be achieved in this case by ensuring that there is sufficient free space around it. On products which have too little surface area, in exceptional cases, the product logo may also run into the free space.

Product plate with load capacity information

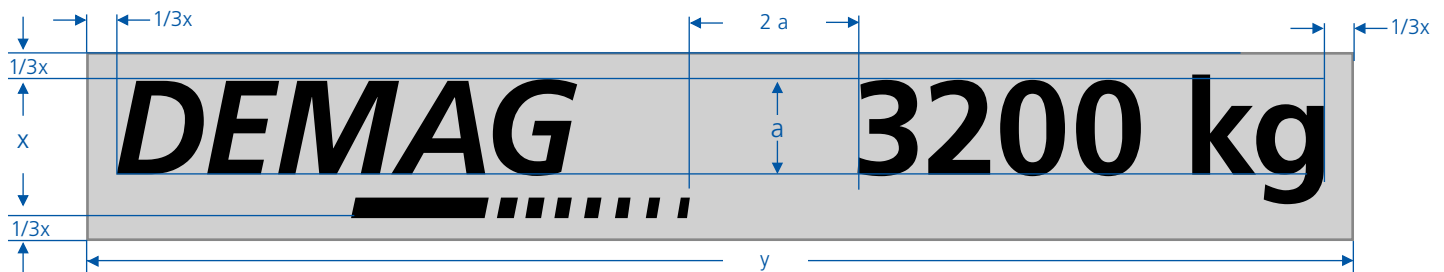
In the case of some products, the product logo can be combined with the load capacity for reasons of space. The proportion of the free space to the logo must be as specified.



Backing material in RAL 9006 white aluminium
RAL 9005 jet black lettering



Backing material in RAL 9005 jet black
RAL 9003 signal white lettering



Example for KBK:

Backing material in RAL 9006 white aluminium
RAL 9005 jet black logo colour

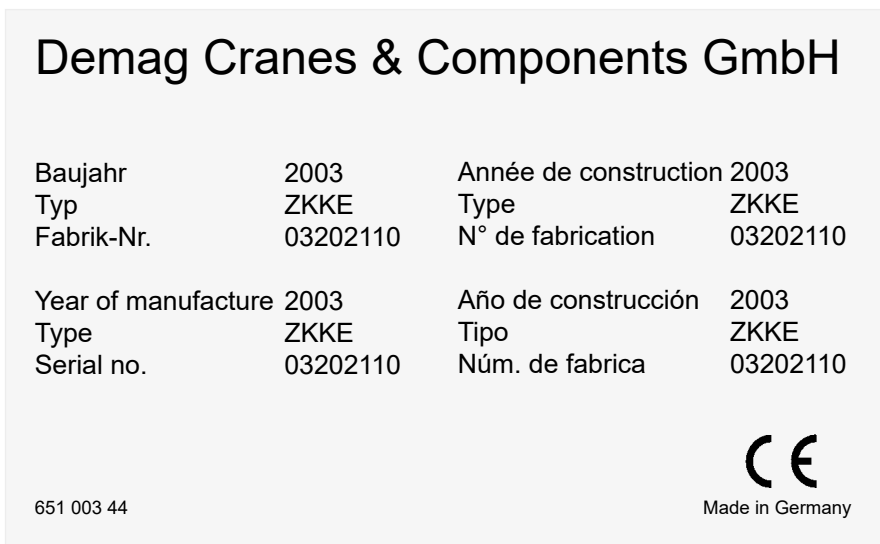
Product lettering

2.5 Maker's, type and rating plates

Maker's, type and rating plates do not feature the product logo. Instead, the company name Demag Cranes & Components GmbH and all lettering are rendered in Arial Regular, left justified, in upper and lower case.

In this case, there should be a space of at least one empty line between the company name, which is emphasised by a larger font size, and the rest of the text.

The font colour must match RAL 9005 jet black and the colour of the backing material must match RAL 9006 white aluminium.



Font: Arial Regular, left justified, upper and lower case, font colour: jet black RAL 9005
 Plate colour: matching RAL 9006 white aluminium

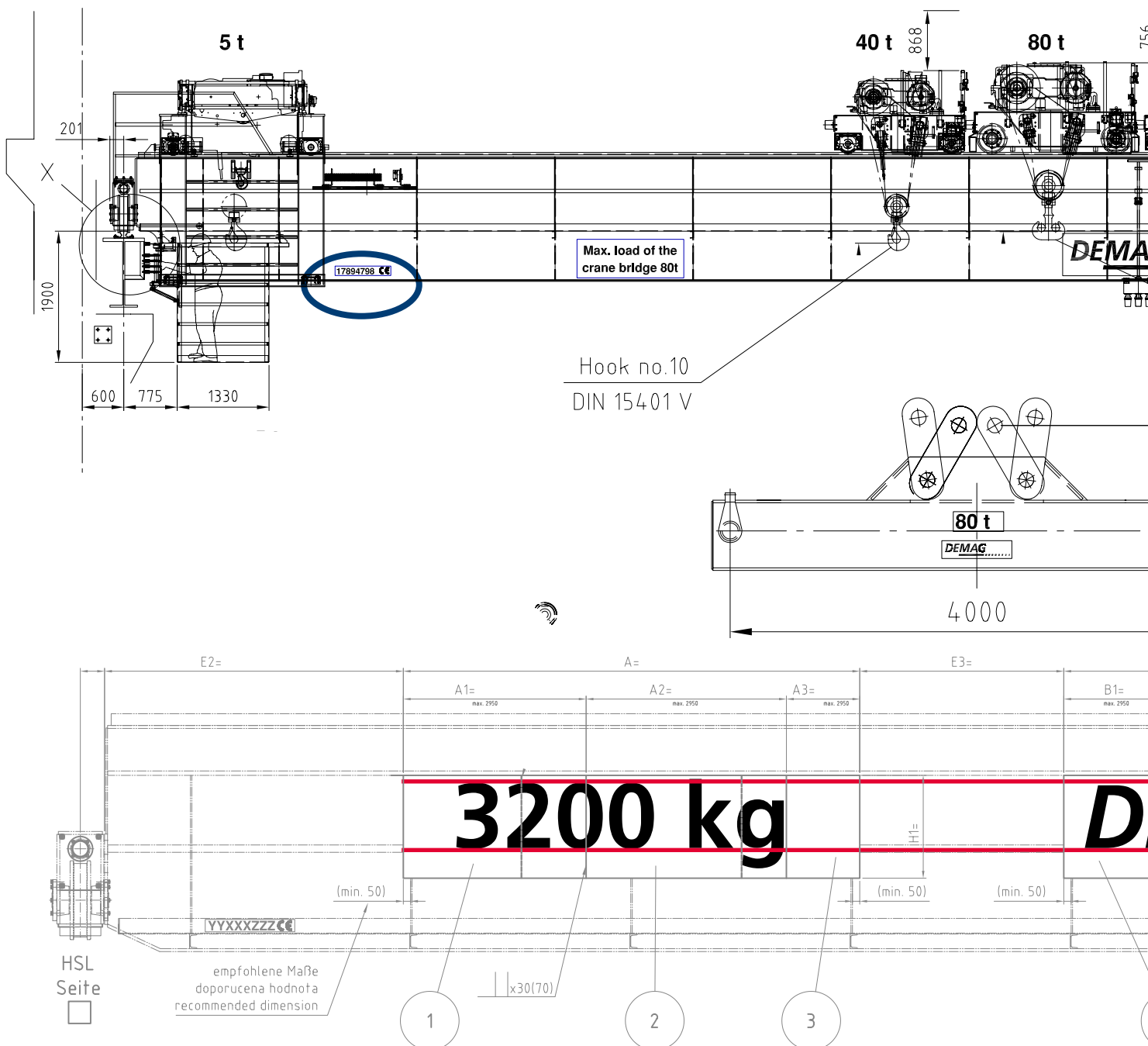
In the case of cranes for transporting molten masses, the nameplate of the crane is not glued on, but riveted as an aluminum plate (drawing 65100344)

Product lettering

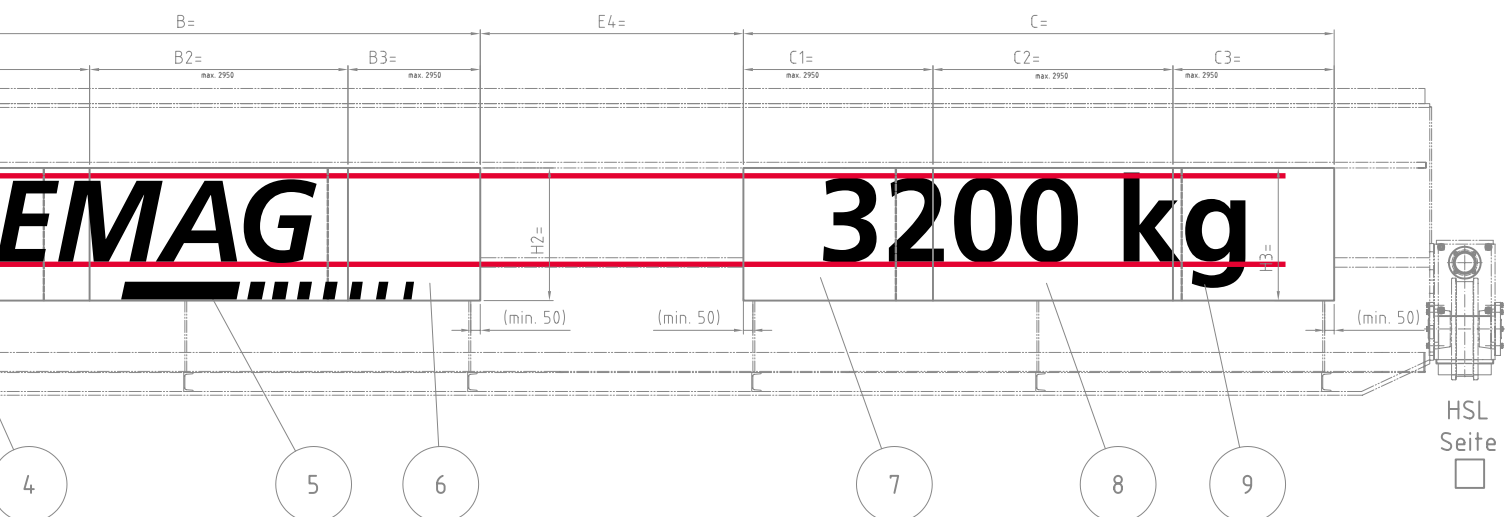
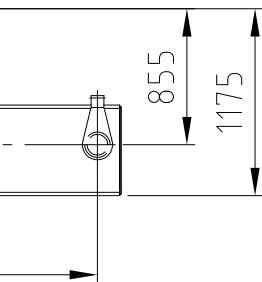
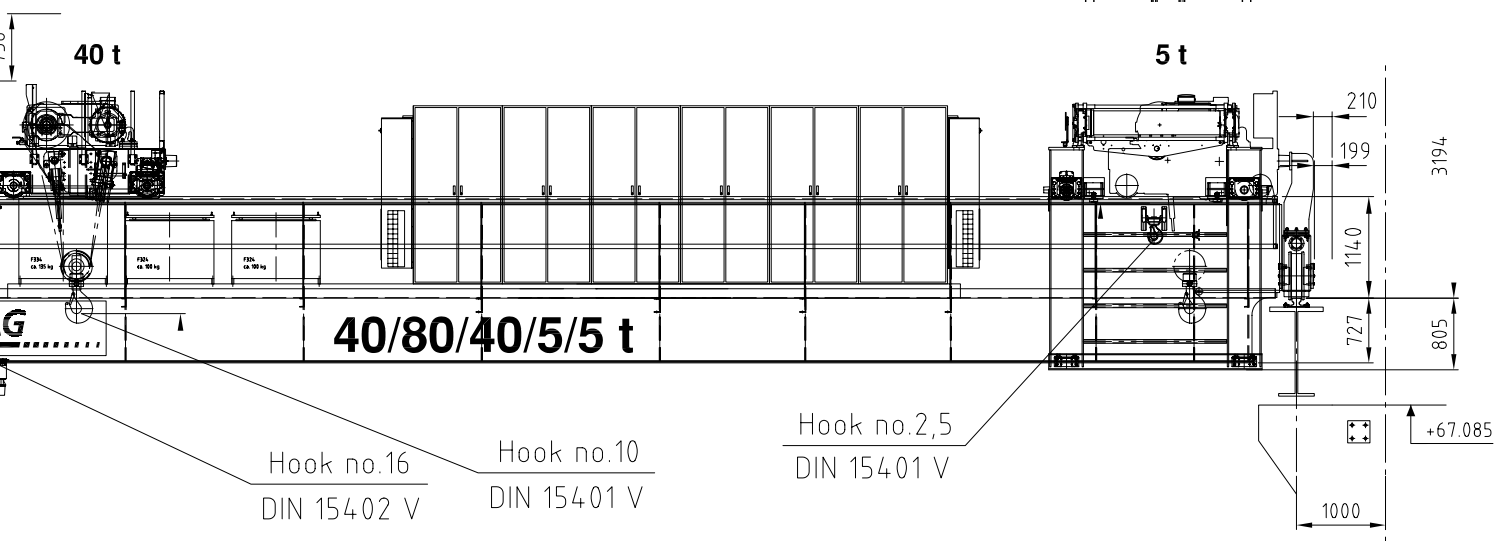
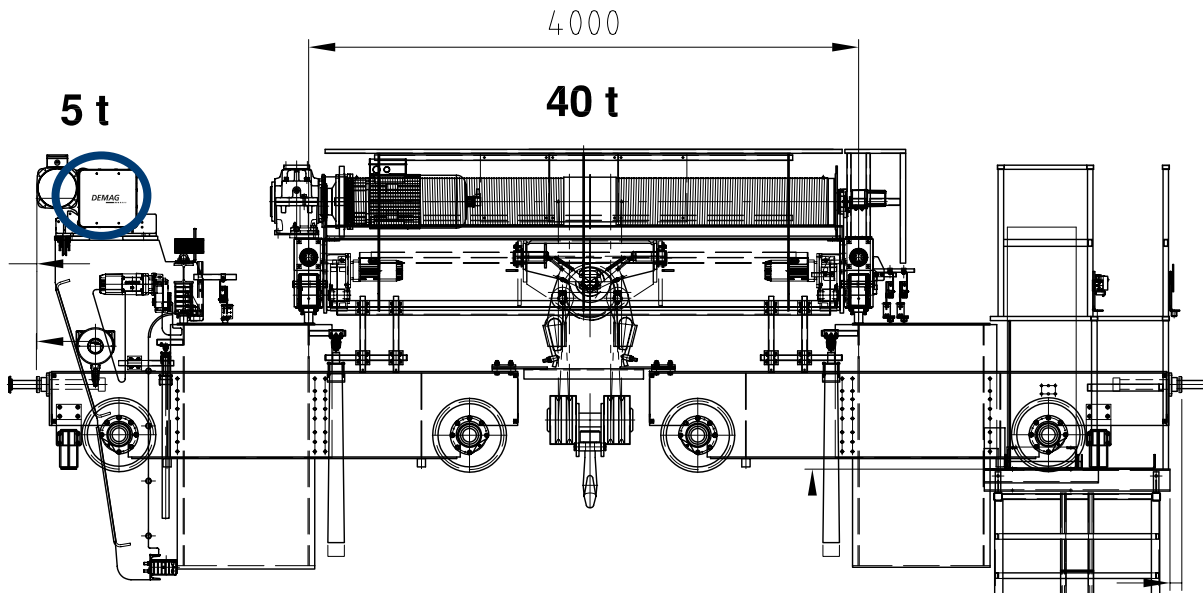
3.1 Overview Process Cranes

This is an overview of the stickers to be placed on our crane girders.

The sizes and ID numbers can be found on the following pages.



Please note: Always choose a load capacity letter size, that is as similar as possible to the logo letter size. The bottom edge of each letter must be the same.



Product lettering

4.1 STICKER OVERVIEW - Demag

DEMAG



ID	Color	Size [mm]	Rule of use
658 145 44	Black	140 x 540	651 079 44
651 309 44		180 x 760	
651 310 44		340 x 1490	
651 311 44		670 x 2900	
658 146 44	White	140 x 540	
655 297 44		180 x 760	
655 298 44		340 x 1490	
655 299 44		670 x 2900	

4.2 LOAD STICKERS - Load capacity numbers

Sign	H = 85 mm	H = 110 mm	H = 220 mm	H = 440 mm	H = Special	Rule of use
1 t	658 147 44	651 330 44	651 348 44	651 366 44	651 560 44 (incl. 50 t)	Black 651 079 44
2 t	658 148 44	651 331 44	651 349 44	651 367 44		
4 t	658 149 44	651 332 44	651 350 44	651 368 44		
5 t	658 150 44	651 333 44	351 351 44	651 369 44		
8 t	658 151 44	651 334 44	651 352 44	651 370 44		
10 t	658 152 44	651 335 44	651 353 44	651 371 44		
16 t	658 153 44	651 336 44	651 354 44	651 372 44		
20 t	658 154 44	651 337 44	651 355 44	651 373 44		
25 t	658 155 44	651 338 44	651 356 44	651 374 44		
32 t	658 156 44	651 339 44	651 357 44	651 375 44		
40 t	658 157 44	651 340 44	651 358 44	651 376 44		
1,6 t	658 158 44	651 341 44	651 359 44	651 377 44		White 655 215 44
2,5 t	658 159 44	651 342 44	651 360 44	651 378 44		
3,2 t	658 160 44	651 343 44	651 361 44	651 379 44		
6,3 t	658 161 44	651 344 44	651 362 44	651 380 44		
12,5 t	658 162 44	651 345 44	651 363 44	651 381 44		
/	658 163 44	651 346 44	651 364 44	651 382 44		
+	658 164 44	651 347 44	651 365 44	651 383 44		
()	658 165 44	658 316 44	658 317 44	658 318 44		
2 x	658 167 44	658 168 44	658 169 44	658 170 44		

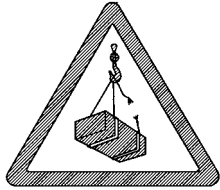








Product lettering

4.3 LOAD STICKERS - Sentences

„Capacity plate brigde“			
ID	Color	Language	Rule of use
658 319 44	Black	German	651 079 44
658 320 44			
658 327 44	White		
658 328 44			
658 321 44	Black	English	651 079 44
658 322 44			
658 329 44	White		
658 330 44			
658 323 44	Black	Russian	651 079 44
658 324 44			
658 331 44	White		
658 332 44			
„Transport of molten masses“			
ID	Color	Language	Rule of use
658 325 44	Black	German	651 079 44
658 326 44			
658 333 44	White		
658 334 44			

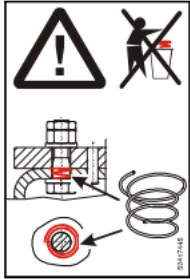
Product lettering

4.4 LOAD STICKERS - Signs and Symbols

ID	Picture	Language	Rule of use
655 230 44		-	655 200 44
655 201 44		-	
655 229 44		French	655 201 44
655 228 44		Dutch	655 202 44
ID	Picture	Discription	Rule of use
895 635 44		Hoist travel: 1 speed	Only with radio control
895 636 44		Hoist travel: 2 speeds	
895 637 44		Hoist travel: 1 speed	
895 638 44		Hoist travel: 2 speeds	
ID	Picture	Discription	Rule of use
Order specific number		stop point	Depending on the risk assessment
895 636 44		put on the safety harness	
895 637 44		Attention! Crash hazard	

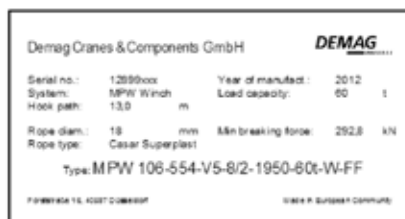
Product lettering

5 INSTRUCTION STICKERS - BOLT TIGHTENING



ID	Description	Color
52417445	Stickers are used when Technical Feature Joint type DES08 meets any of the values mentioned in the table below. 4 pcs / crane	Black and Red
52338774	Includes in technical feature Basic crane sticker set, ST09, 4 pcs / crane These stickers are used with other joint plates than G, J and SHBJ (Technical feature DES08)	PMS Reflex Blue M and White


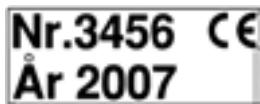



6.1 IDENTIFICATION STICKERS - NAMEPLATE



ID	Description	Rule of use
658 299 44	Nameplate Crane	ID_65107944, ID_65520044, ID_65520144, ID_65520244, ID_65520344, ID_65520444, ID_65830144, ID_65830244, ID_65830344, ID_65830444
468 039 46	Nameplate Crane "MWP"	see drawing for 46803946

Product lettering

6.2 IDENTIFICATION STICKERS - SERIAL NUMBER

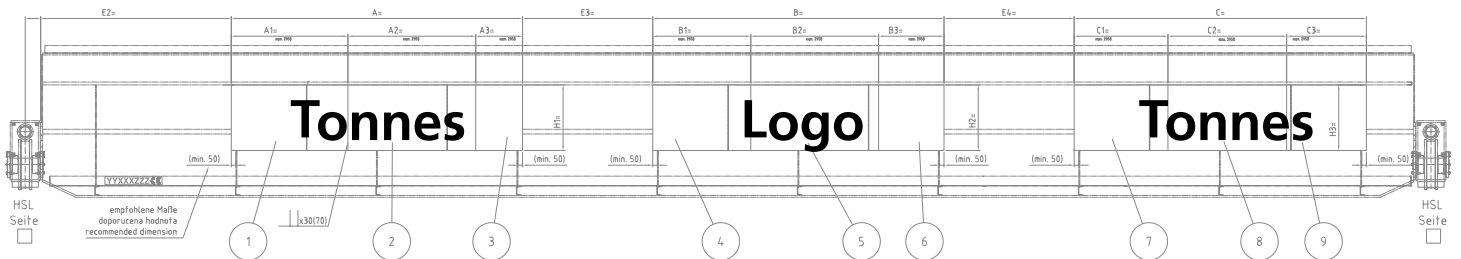
ID	Discription	Picture	Rule of use
651 384 44	Nameplate FABR.NR. CE sign in black		ID_65107944, ID_65520044, ID_65520144, ID_65520244, ID_65520344, ID_65520444, ID_65520544, ID_65830144, ID_65830244, ID_65830344
655 214 44	Nameplate FABR.NR. CE sign in white		ID_65107944, ID_65520044, ID_65520144, ID_65520244, ID_65520344, ID_65520444, ID_65520544, ID_65830144, ID_65830244, ID_65830344
658 311 44	Plate Nr., CE, year, N		ID_65830444
658 339 44	EAC sign black		see only for Russia
658 340 44	EAC sign white		see only for Russia
655 225 44	F.N. sign NL/B		ID_65830244, ID_65520244

Product lettering

7 MISCELLANEOUS STICKERS

ID	Discription	Picture	Rule of use
658 300 44	Inspection sign		see all overview drawings
653 980 44	Classification		ID_65520044, ID_65520544
655 226 44	Maxi		ID_65520144, ID_65830144
655 227 44	Year of construction		ID_65520144, ID_65520244, ID_65520344, ID_65830144, ID_65830244
655 223 44	Load capacity NL/B		ID_65520244, ID_65830244
655 224 44	Text: Year of construction NL		ID_65520244, ID_65830244

8 CAPACITY PLATE BRIDGE (STICKERS ON PLATES)



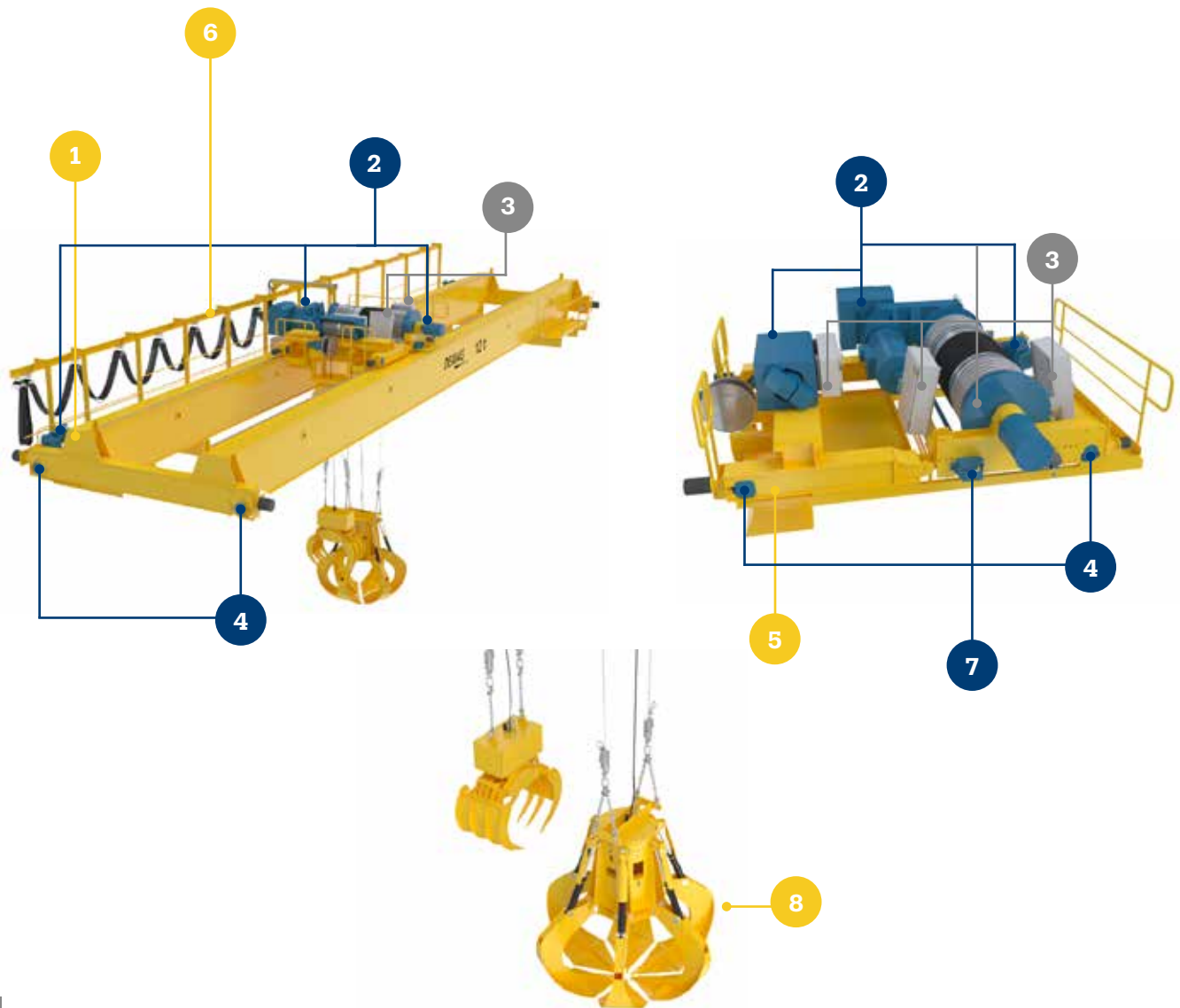
See drawing 79786046 for load plates on the platform railing. Depending on the design, the dimensions are entered in the drawing or the positions that are not required are marked (F drawing -> Drawing with open dimensions)

ID	Color	Logo Size [mm]	Plate Size [mm]/ w
658 145 44	Black	140 x 540	1080
651 309 44		180 x 760	1520
651 310 44		340 x 1490	2980
651 311 44		670 x 2900	5800

Product lettering

9 COLORS

Overview number	Product	Color
1	Main girder	RAL 1004 (gold yellow)
2	Lifting (MPW)	RAL 5009 (Azul blue)
3	Electrical cubicles	RAL 7035 (light grey):
4	Wheels	RAL 5009 (Azul blue)
5	Steel construction crab	RAL 1004 (gold yellow)
6	Handrail Service platform	RAL 1004 (gold yellow)
7	Chassis drive	chassis drive
8	Grab	RAL 1004 (gold yellow)



Product lettering

10 FACTORY STANDARD FOR PAINTS

Scope and purpose

This company standard specifies the usual corrosion protection for DCC products by means of painting firm. All DCC products are given a specific purpose coordinated corrosion protection.

Common types of corrosion protection for DCC products are:

- Coatings for steel and machine components
- Temporary corrosion protection for bare machine and steel components, see WN 01192199.
- Galvanizing according to company standard WN 01234299

In addition to powder coating, the DCC increasingly uses water-dilutable coating systems.

However, the basic standard EN ISO 12944 refers to solvent-based systems.

In this respect, the DCC specifications are to be considered "based on" EN ISO 12944.

Corrosivity	Material removal in the 1st year in $\mu\text{m}^{1)}$	Examples of typical environments in one temperate climate (for information only)	
		außen	innen
C1 insignificant	< 1,3		heated buildings with neutral atmosphere
C2 low	1,3 - 25	Atmosphere with low pollution e.g. rural area	Unheated buildings, Condensation possible
C3 moderate	25 - 50	Urban / industrial atmosphere (moderate Sulfur dioxide pollution) Coastal areas with less salinity	production rooms high humidity, air pollution (Laundry, brewery)
C4 strong	50 - 80	Industrial areas and coastal areas with moderate salt load	Chemical plants, Schimmbäder boathouse over seawater
C5-I look strong	80 - 200	Industrial areas with high humidity and aggressive atmosphere	Rooms with almost constant condensation and heavy pollution
C5-M very strong (Sea)	80 - 200 ²⁾	Coastal / offshore areas with high salt load	Rooms with almost constant condensation and heavy pollution
655 224 44	Text: Year of construction NL		ID_65520244, ID_65830244

1) Thickness decrease in unalloyed steel after the first year of removal

2) In coastal areas with warm climates, the erosion may exceed C5-M

Product lettering

10 FACTORY STANDARD FOR PAINTS

Term of protection

The duration of protection of the paint can be in accordance with EN ISO 12944-1 in the time periods

short L 2 to 5 years

medium M 5 to 15 years

long H over 15 years

to be grouped.

The protection period is designed so that after its expiration a rust degree Ri3 after EN ISO 4628-3 can be achieved and a repair measure is required. The term of protection is not a warranty period. The warranty period is usually shorter than the protection period.

Requirements for corrosion protection

The specified protection goals do not apply to the painted components mandatory for the entire product.

As gloss level according to EN ISO 2813 at 60 ° angle of incidence applies:

Primer 0 - 15% and

Topcoat 50 ± 10%

The coating must be UV-resistant (QUV-B test 300h). Coating thickness specifications as target dry film thickness (NDFT). The paints must not contain any inadmissible substances according to EU Directive 2002/96 / EC (WEEE), be silicone-free and comply with the REACH regulation correspond.

Product lettering

11 BROCHURES AND TECHNICAL DATA

Main-ID	Discription	Language
213 695 44	Case Study Paper Palm Paper	DE, EN
213 706 44	Brochure components process cranes	DE, EN
213 707 44	Brochure aircraft industry	DE, EN, CN
213 803 44	Flyer PRC audit	DE, EN
213 828 44	Brochure waste handling	DE, EN
213 845 44	Brochure PRC automotive	DE, EN
224 410 44	Case study coil storage	DE, EN
224 426 44	C.S. Process Cranes in refuse incineration facilities	DE, EN
224 430 44	C.S Steel	DE, EN
224 431 44	C.S. Paper industrie	DE, EN
206 949 44	Assembly, installation and operating instructions	DE, EN, RU, NL
211 046 44	Tandem operation for hoists, crabs and cranes	DE, EN, IT, FR, ES, RU
211 325 44	Supplementary operating manual for turning loads	DE, EN