

ONE
WORLD
COLLECTION

 **SWISS KRONO**

ONE WORLD STYLE GUIDE

Version 1.1 - February 2020

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1

ONE WORLD



The Story of ONE WORLD

SWISS KRONO ONE WORLD was launched in 2015 as a decor collection within the Interiors division. The ONE WORLD Collection is sold in Germany, France, Switzerland, Poland, Ukraine, Russia, Hungary and the USA and is also produced at these locations. The idea of offering a quality range of furniture decors in the respective markets worldwide was the inspiration for the name ONE WORLD back in 2015.

Due to the changes in the market, consumer behaviour and social influences reflected in the so-called megatrends, we were faced with the challenge of realigning ONE WORLD in 2018. In a price-driven market, it is even more important to focus on the target groups and customers. ONE WORLD is primarily aimed at architects, interior designers, our dealers and partners - our customers.

The following guidelines are intended to help you continue to implement ONE WORLD in a client-centric, contemporary and inspiring way.

1. ONE WORLD | Claim

Our claim „ONE WORLD of living spaces“ focuses on people and their living space. Living spaces are so diverse and individual and thus serve as inspiration and basis for the product development and communication of our ONE WORLD Collection.

ONE WORLD *of living spaces*

ONE WORLD of living spaces

*ONE WORLD
of living spaces*

**ONE
WORLD**
*of living
spaces*

Welcome to the
ONE WORLD
of living spaces

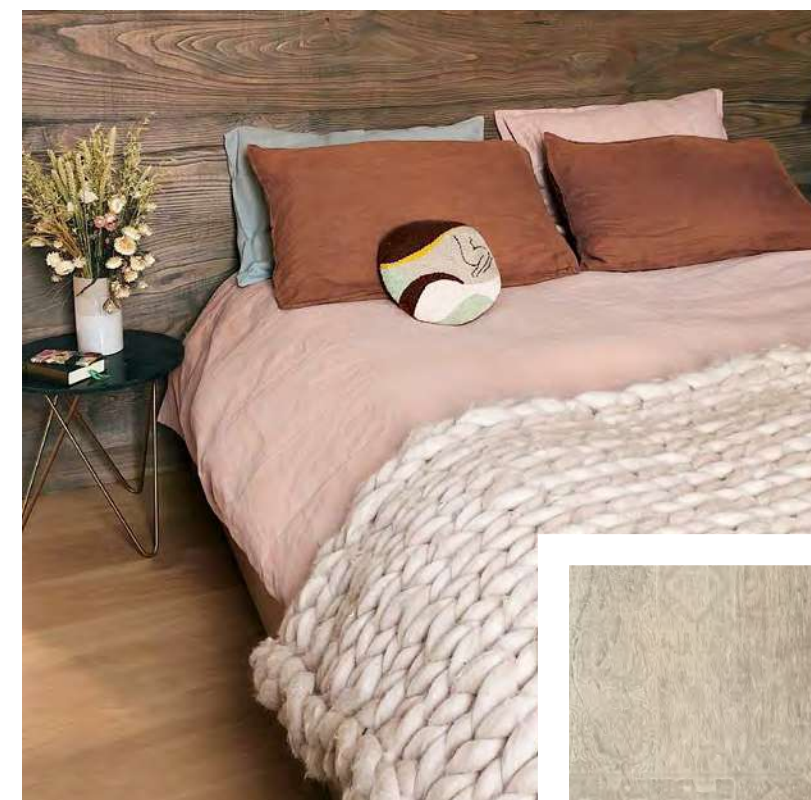
1. ONE WORLD | Trends

ONE WORLD was not only visually adapted to the needs of the customers, but also in terms of content. All content was created on the basis of social megatrends and customer needs. For example, the Interior Trends 2020 relevant for SWISS KRONO were derived from the megatrends (source: Zukunftsinstitut) and coordinated with the ONE WORLD decors.



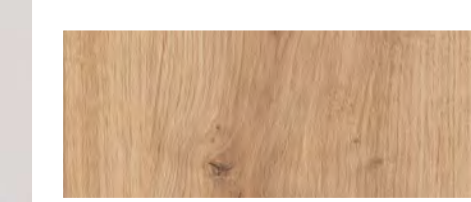
Trend **URBAN AGILITY**

Working and living spaces must be able to adapt to new, agile structures.



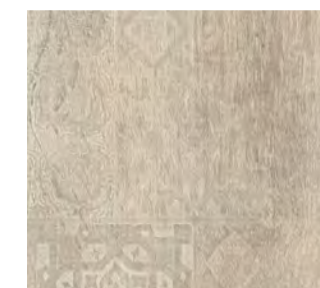
Trend **WARM CRAFT**

We celebrate the experience of the haptic and the natural, as a counterpoint to advancing digitalisation, as it were.



Trend **COSY BOHEMIAN**

Sensuality combined with well-being. In times of mindfulness, we long for cosy retreats.



Trend **HEALTHY NORDIC**

A healthy, conscious lifestyle is becoming more and more central. Healthy living and natural - according to the Scandinavian model.

2

STYLE

2. STYLE / Logo

Logo



with SWISS KRONO additive



Logo on a calm background



The contrast to the background must always be guaranteed.

Logo monochrome (only in special cases, e.g. monochrome print)



Minimum spacing



2. *STYLE* | Inadmissible logo variants

Wrong logo colours



Logo on a busy background



Wrong proportions

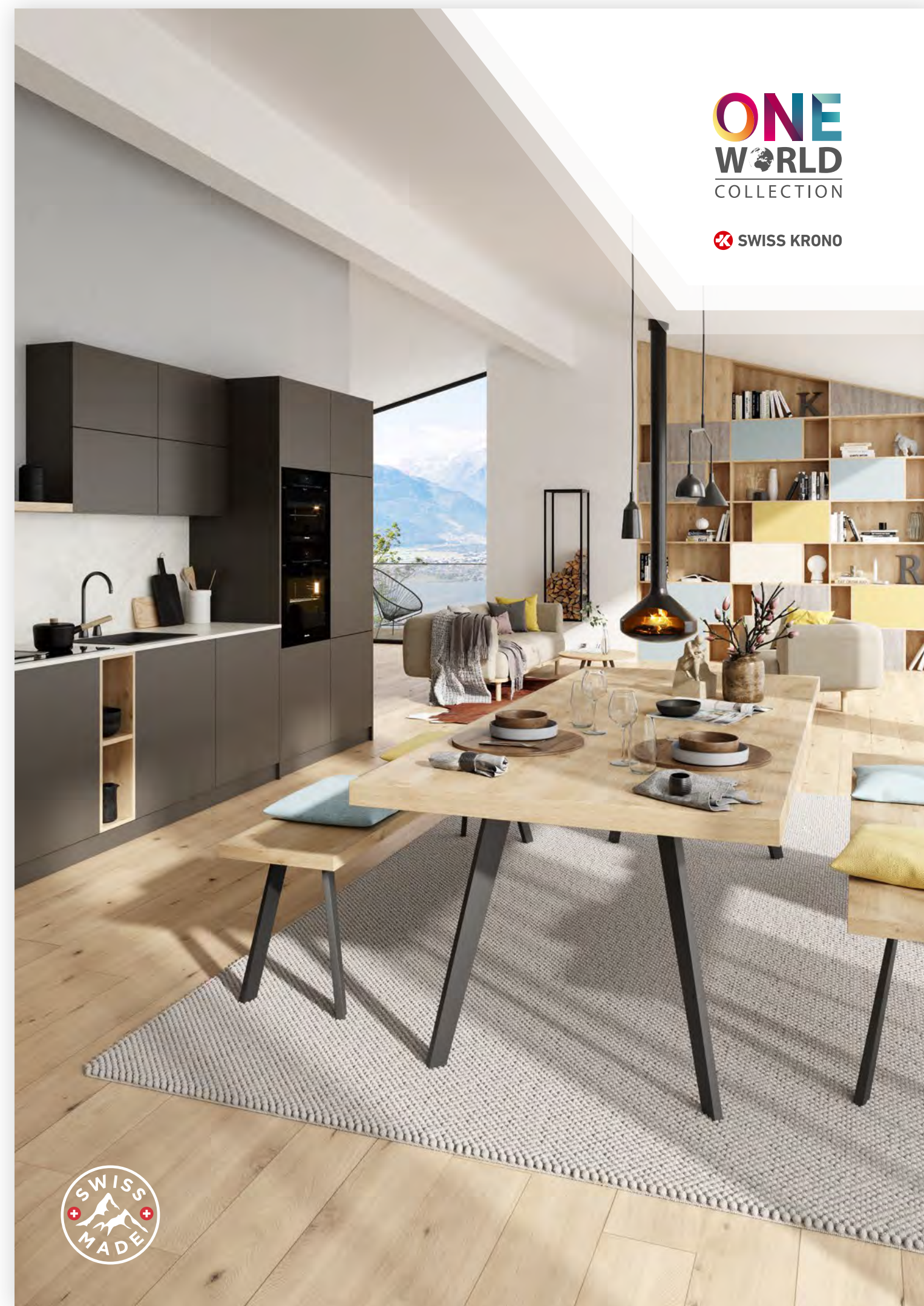


Rotated image



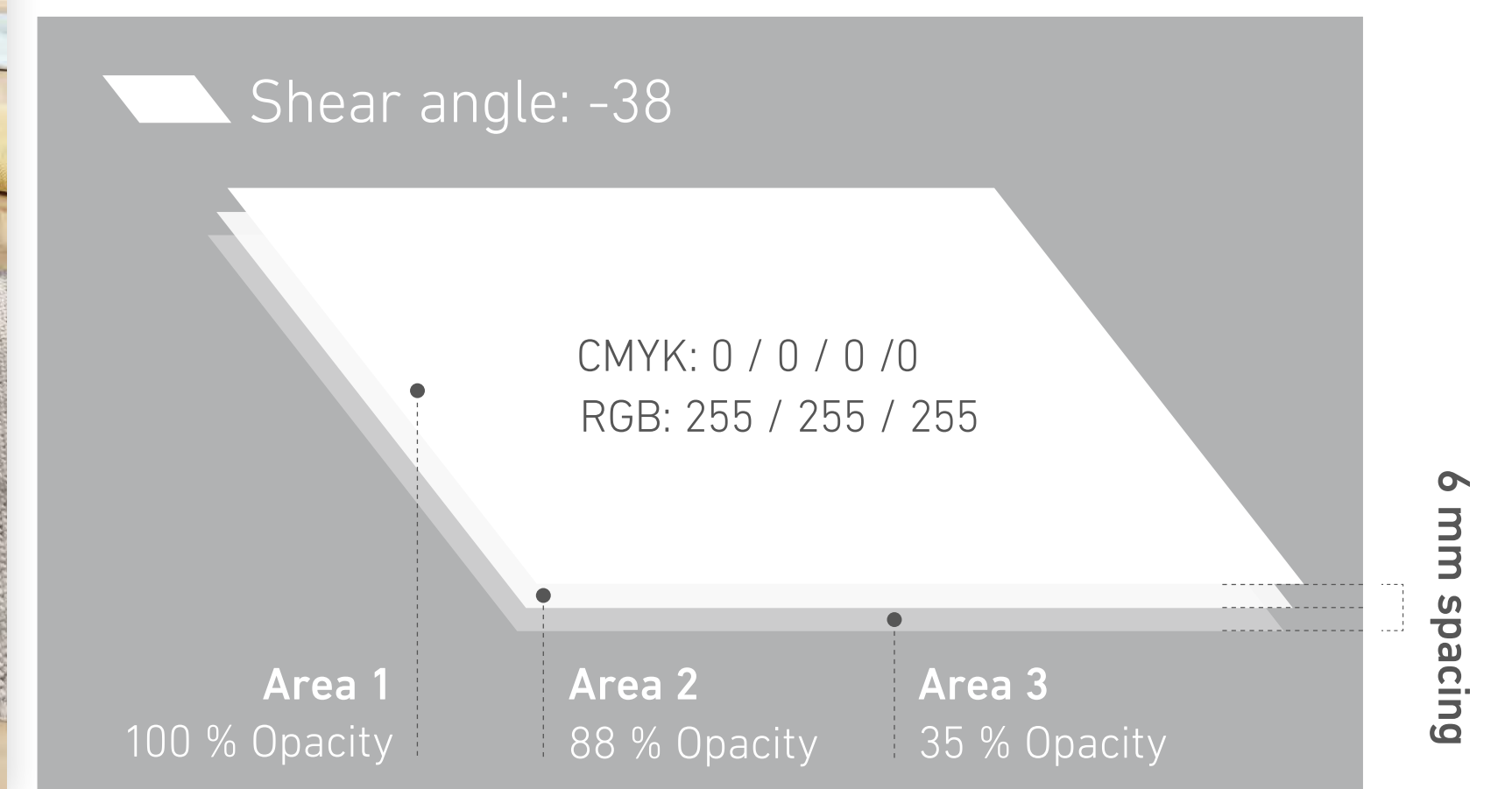
2. STYLE | Logo area

To make the logo look its best, it is placed on interior images on a surface like the one shown here. If possible, the logo is not placed directly on interior images.

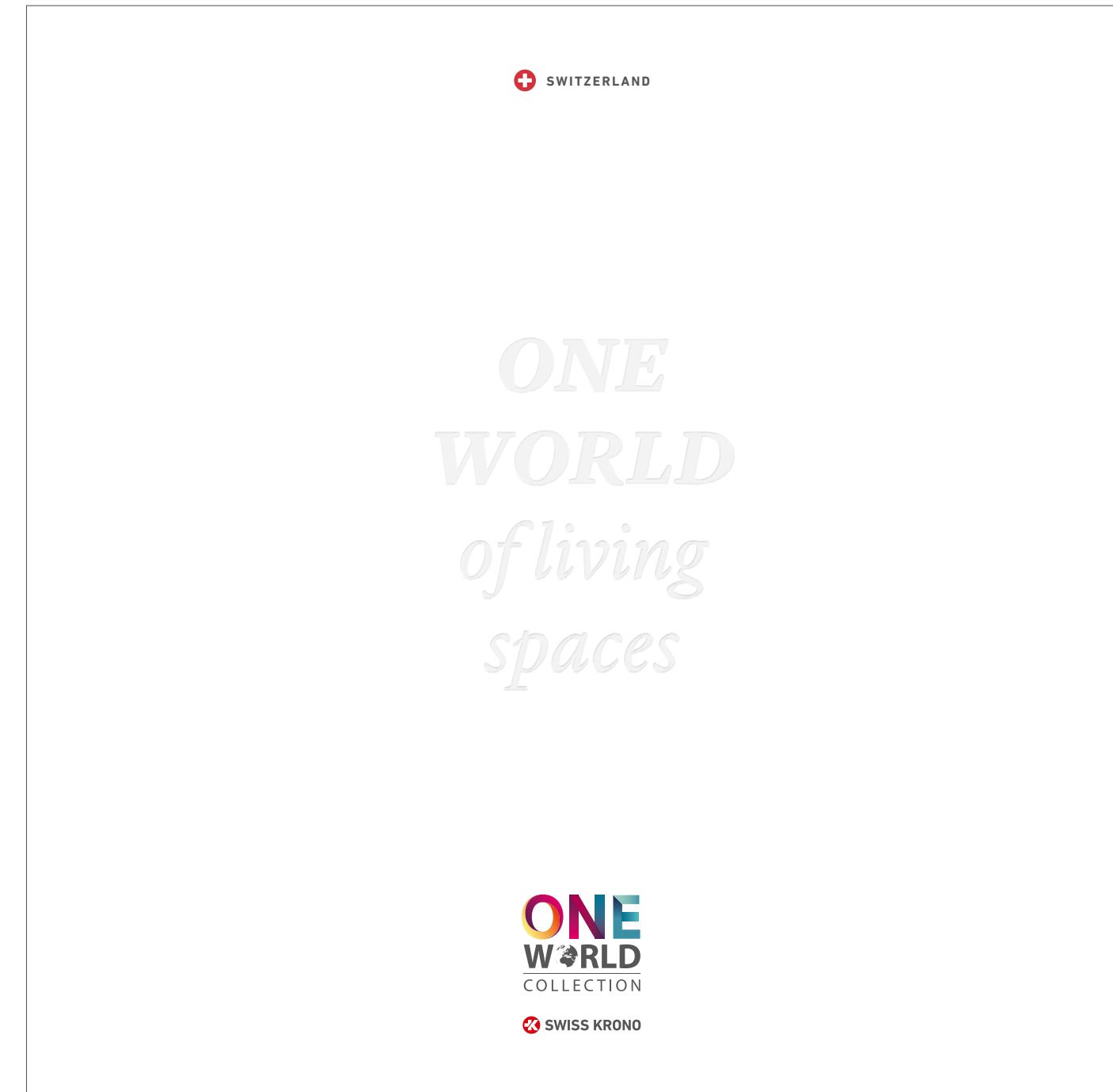
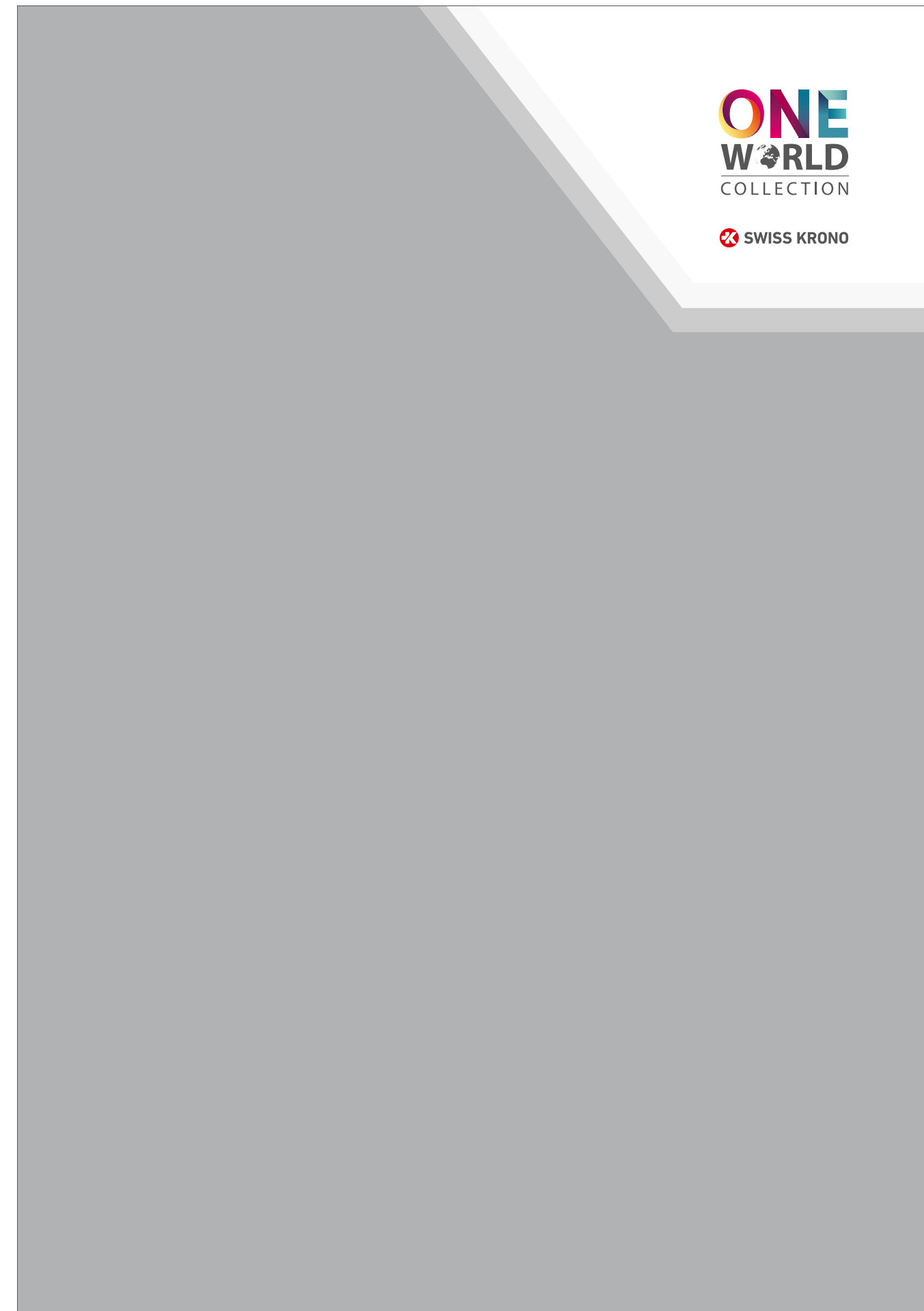
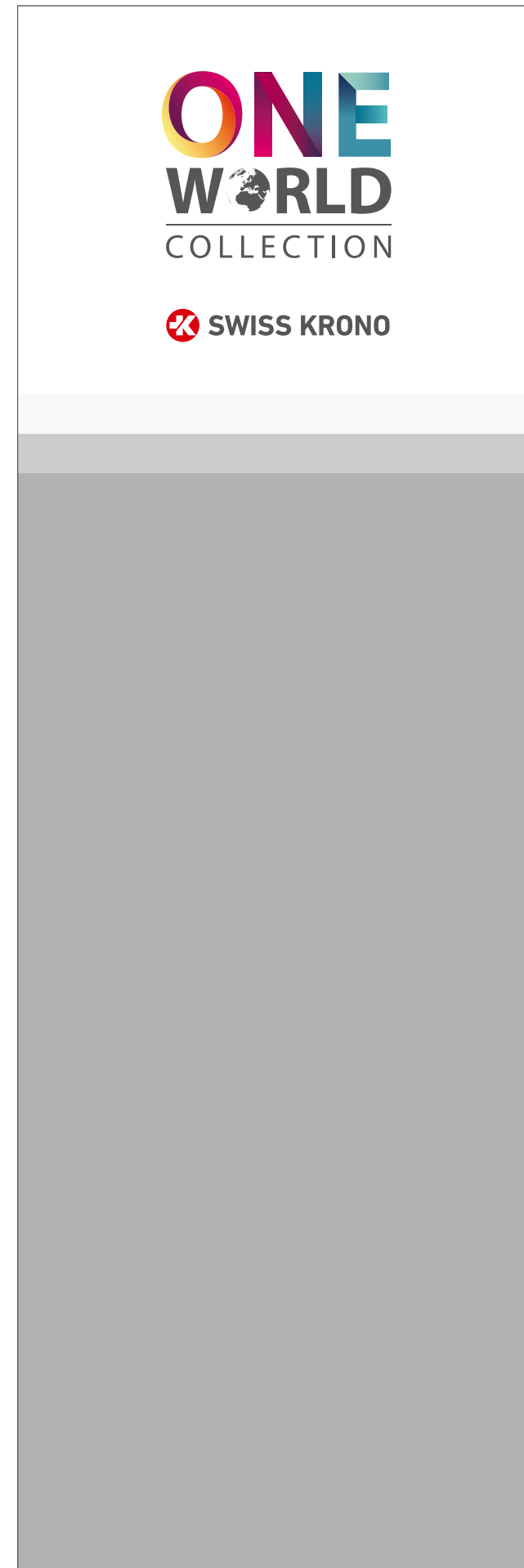


Example brochure title

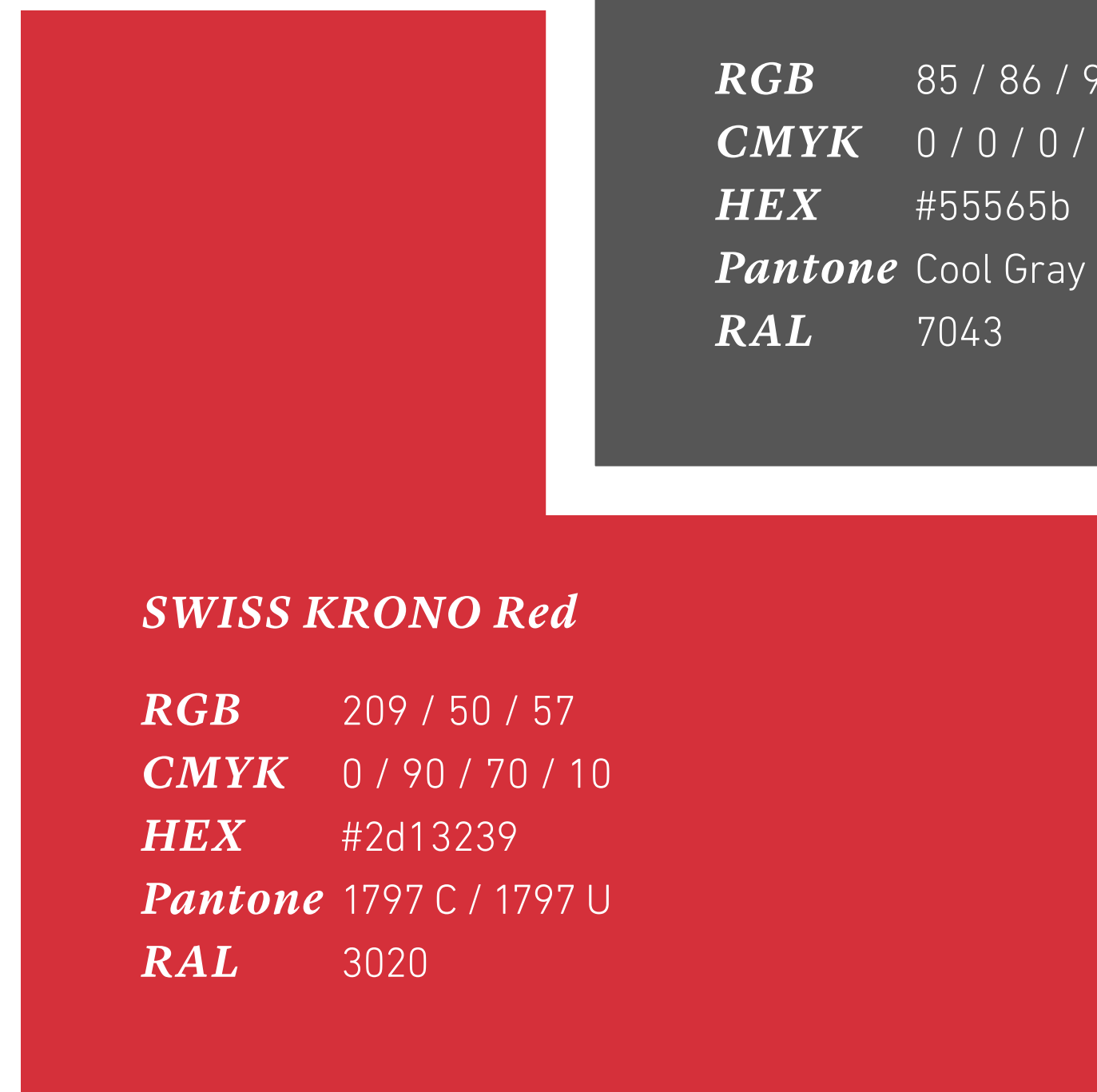
On DIN A4
60 % of the format width



2. STYLE | Placement



2. *STYLE* / Colours and design patterns



SWISS KRONO Red

RGB 209 / 50 / 57
CMYK 0 / 90 / 70 / 10
HEX #2d13239
Pantone 1797 C / 1797 U
RAL 3020



SWISS KRONO Grey

RGB 85 / 86 / 91
CMYK 0 / 0 / 0 / 80
HEX #55565b
Pantone Cool Gray C / 433 U
RAL 7043



To give designs and surfaces more depth, we can work with our ONE WORLD design pattern.
The sample can be requested from Marketing if required.

2. **STYLE** / *Typografie*

Lyon Text

Use

The Lyon Text is used for headlines, subheadlines, quotations, marginalia, as well as for bilingual continuous texts.

Regular Italic
Semibold Italic

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
(!§\$%&/()=?)

DIN Next LT Pro

Use

The DIN Next LT Pro is used for headlines, continuous texts and captions.

Light
Regular
Medium
Bold

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0
(!§\$%&/()=?)

2. STYLE | Examples of use

Who is SWISS KRONO?

”

*An efficient
and completely
sustainable
use of wood
as a resource.*

At SWISS KRONO, everything revolves around the material wood. The family company – founded in 1966 by Ernst Kaindl in the Swiss municipality of Menznau near Lucerne and headed today by his daughter Ines Kaindl – is one of the leading producers of wooden materials. Our products in the three core areas of interior, building materials and flooring are manufactured by 5,100 employees at ten locations across Europe and in the USA and are available in 121 countries around the world. Whether in furniture and interior design, structural timber work, or as laminate flooring – SWISS KRONO lives its values: responsible, pragmatic, partnership, striving for success and sophisticated. All this is complemented by the constant further development of our product range and our manufacturing processes. This facilitates the efficient and completely sustainable use of wood as a resource, as well as the design of sophisticated and contemporary residential and living spaces.

Bei SWISS KRONO dreht sich alles um das Material Holz. Das im Jahr 1966 von Ernst Kaindl im Schweizer Ort Menznau bei Luzern gegründete und heute von seiner Tochter Ines Kaindl geführte Familienunternehmen zählt zu den führenden Holzwerkstoffproduzenten. Unsere Produkte der drei Kernbereiche Interior, Building Materials und Flooring werden mit 5100 Mitarbeitern an zehn Standorten in ganz Europa und in den USA hergestellt und sind in 121 Ländern der Welt erhältlich. Ganz gleich, ob im Möbel- und Innenausbau, im konstruktiven Holzbau oder als Laminatfußboden – SWISS KRONO lebt seine Werte: eigenverantwortlich, pragmatisch, partnerschaftlich, erfolgsstreben und anspruchsvoll. Hinzu kommt die stetige Weiterentwicklung unseres Produktangebots und unserer Produktionsprozesse. Dies ermöglicht eine effiziente und in jeder Hinsicht nachhaltige Nutzung der Ressource Holz sowie die Gestaltung von anspruchsvollen und zeitgemässen Wohn- und Lebensräumen.



Who is SWISS KRONO?

Headline

Lyon Text Regular Italic
SWISS KRONO Red

Body text

DIN Next LT Pro Light
SWISS KRONO Grey

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”

*An efficient
and completely
sustainable
use of wood
as a resource.*

Quote

Lyon Text Regular Italic
SWISS KRONO Red

2. STYLE | Multilingualism

Bilingual

At SWISS KRONO, everything revolves around the material wood. The family company – founded in 1966 by Ernst Kaindl in the Swiss municipality of Menznau near Lucerne and headed today by his daughter Ines Kaindl – is one of the leading producers of wooden materials. Our products in the three core areas of interior, building materials and flooring are manufactured by 5,100 employees at ten locations across Europe and in the USA and are available in 121 countries around the world. Whether in furniture and interior design, structural timber work, or as laminate flooring – SWISS KRONO lives its values: responsible, pragmatic, partnership, striving for success and sophisticated. All this is complemented by the constant further development of our product range and our manufacturing processes. This facilitates the efficient and completely sustainable use of wood as a resource, as well as the design of sophisticated and contemporary residential and living spaces.

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Language 1

DIN Next LT Pro Light
SWISS KRONO Grey

Language 2

Lyon Text Regular Italic
SWISS KRONO Grey

Quadrilingual

DE Als Schweizer Familienunternehmen entwickelt SWISS KRONO AG Holzwerkstoffe für anspruchsvolle Arbeits- und Lebensräume. Alle unsere Produkte sind mit den höchsten Ansprüchen an Qualität und Nachhaltigkeit gefertigt. Die Uni-, Holz- und Designdecors der ONE WORLD lassen sich immer wieder neu, passgenau und individuell kombinieren.

FR L'entreprise familiale suisse SWISS KRONO AG développe des matériaux en bois décoratifs pour espaces de vie et de travail au style affirmé. Tous nos produits sont fabriqués dans le respect des plus hautes exigences de qualité et de durabilité. Les décors Uni, Bois et Design de ONE WORLD peuvent être sans cesse combinés et recombines selon vos goûts et besoins individuels.

EN As a Swiss family company, SWISS KRONO AG develops decorative wood materials for sophisticated work- and living spaces. All of our products are manufactured with the highest demands in terms of quality and sustainability. The plain colours, wood and design decors in ONE WORLD can be combined in continually new and distinct ways and fit perfectly.

IT SWISS KRONO AG, azienda familiare svizzera, sviluppa materiali decorativi base legno per spazi abitativi e di lavoro. Tutti i nostri prodotti sono realizzati per soddisfare i massimi requisiti di qualità e sostenibilità. I decori tinta unita, effetto legno e design di ONE WORLD si prestano a mille combinazioni per soluzioni perfettamente personalizzate.

Country code

DIN Next LT Pro Bold
approx. 2 pt smaller than
body text

Body text

DIN Next LT Pro Light

2. STYLE | *Typography rules*

Address & telephone number

T +41 41 494 94 94 F +41 41 494 94 49

*Willisauerstrasse 37
6122 Menznau, Switzerland*

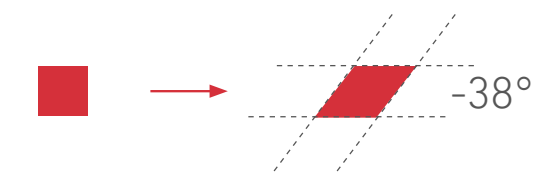
Enumerations

① *Point one*

Here is a text

■ *Bullet point 1*

■ *Bullet point 2*



▶ *See more: www.swisskrono.com/ch*

Highlighting frame

- *Minimum 98 % natural materials*
- *Same levels of emissions as a tree*
- *FSC®- or PEFC-certified on request*
- *Exceeds CARB Phase II standards*
- *Improves your LEED point of level*

Notation

For English-language texts, we use **British English**.

„**Decor**“ we also write with „c“ in German-language texts (Dekor).

We always write our brand name in **capital letters!**
ONE WORLD, SWISS KRONO Group

2. STYLE | Decoration names

In order to exemplify ONE WORLD in naming as well, all new product names to be developed are created on the basis of a uniform system. New product names are always developed in World English.

NOTATION

D4409 OV — no space
Walnut Brown — space
DIN Next LT Pro Medium
Lyon Text Regular Italic

WOOD

Wood + Colour

e.g.

Walnut Brown, Lime Sand



UNI

Analogy (+ Colour)

e.g.

Dove Blue, Terracotta Red



DESIGN

Analogy (+ Colour)

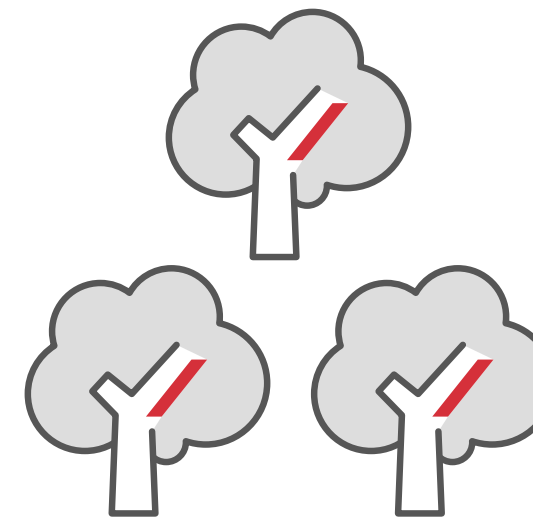
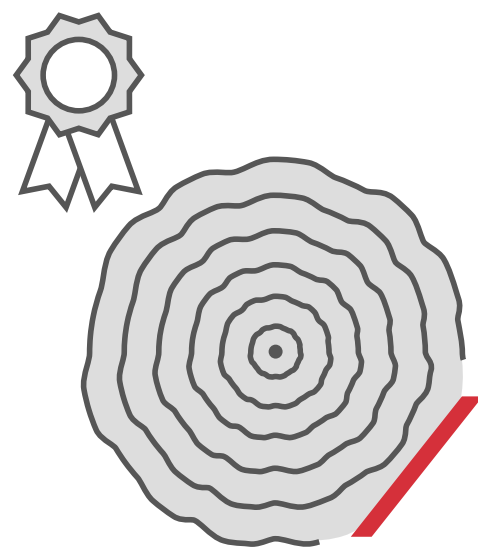
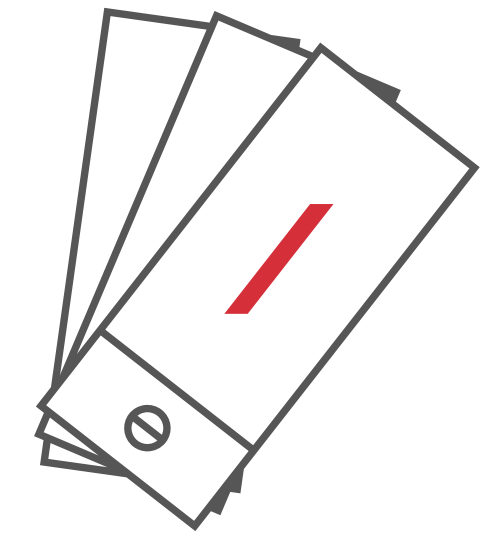
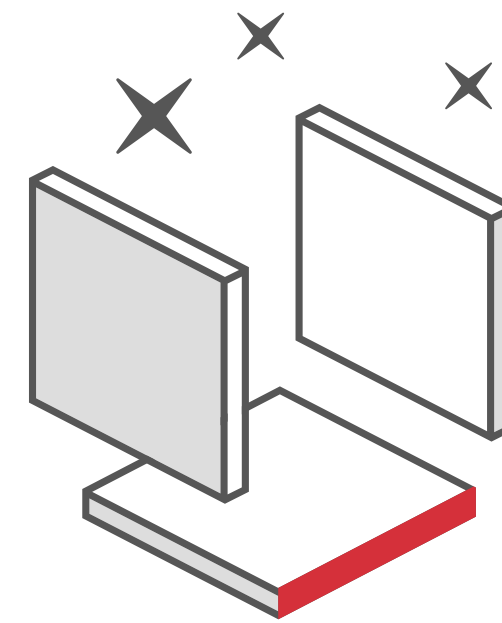
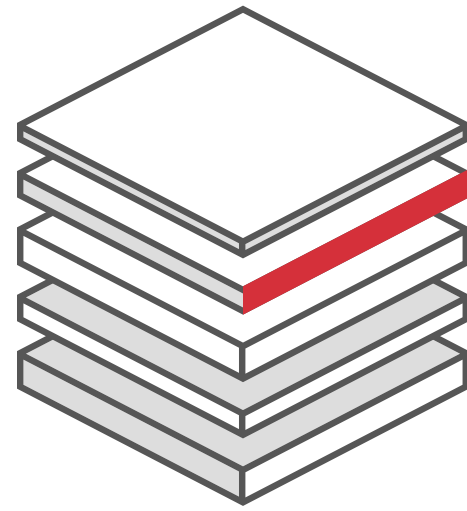
e.g.

Metalwood Black, Titan Anthracite



2. STYLE / Icons

For ONE WORLD as well as SWISS KRONO global, we work with a defined icon resp. pictogram style. Please refer to the SWISS KRONO Icon Style Guide for all definitions.



2. STYLE | Tables

Decor¹

Lyon Text Regular Italic

D 375 BS Ahorn Natur

DIN Next LT Pro Light

SWISS KRONO Grey
10 % Opacity

Decor¹	Struktur²	Bezeichnung³	Decorfinder⁴	Preisgruppe⁵	Trägerplatte Span P2 (mm)⁶																Schichtstoff (mm)⁸				
					8 x 2800 x 2070	10 x 2800 x 2070	13 x 2800 x 2070	16 x 2800 x 2070	19 x 2800 x 2070	22 x 2800 x 2070	25 x 2800 x 2070	28 x 2800 x 2070	30 x 2800 x 2070	38 x 2800 x 2070	40 x 2800 x 2070	16 x 3250 x 2070	19 x 3250 x 2070	16 x 4100 x 2070	19 x 4100 x 2070	ABS-Kanten⁷ (23/1 mm x 100m ¹)	0.8 x 2600 x 1300	0.8 x 2750 x 1300	0.8 x 2810 x 2080		
D 302	PR	Büroeiche	F1-124	4						•												•	•		
D 327	BS	Birke	F1-109	4						•												•	•		
D 340	PR	Kirsche Oxford	F3-159	4						•												•	•		
D 375	BS	Ahorn Natur	F1-101	4						•												•	•		
D 375	PR	Ahorn Natur	F1-102	4	•			•	•													•	•		
D 381	PR	Buche	F1-113	4	•			•	•													•	•		
D 382	PR	Buche Rot	F1-114	4	•			•	•													•	•		
D 391	PR	Buche Hell	F1-116	4	•			•	•													•	•		
D 396	PR	Astfichte	F1-119	4						•												•	•		
U 570	CH	Porzellan	F3-174	7						•												•		•	
D 620	PR	Roterle	F2-157	4						•												•	•		
D 854	BS	Wenge	F3-161	4						•												•	•		
D 1350	BS	Apfel	F1-107	4						•												•	•		
D 1353	BS	Wildbirne	F1-111	4						•												•	•		
D 1362	VL	Kirsche Memphis	F2-158	4						•												•	•		
D 1378	BS	Wenge Ebony	F3-160	4						•												•	•		
D 1432	BS	Birke Luna	F1-110	4	•			•	•													•	•		

1	2	3	4	5	6	7	8
Decor	Struktur	Bezeichnung	Decorfinder	Preisgruppe	Trägerplatte SPAN P2 (mm)	ABS-Kanten	Schichtstoff (mm)
Decor Décors Decori	Texture Structures Finitura	Description Désignation Designazione	Decor finder Trouver un décor Cerca decori	Price group Catégorie de prix Gruppo di prezzi	Coreboard particleboard P2 Support aggloméré P2 Pannelli supporto truciolare P2	ABS edgebands Chants ABS Bordi ABS	Laminate Stratifiés Laminati

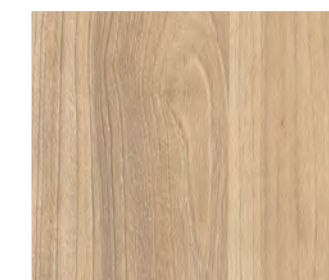
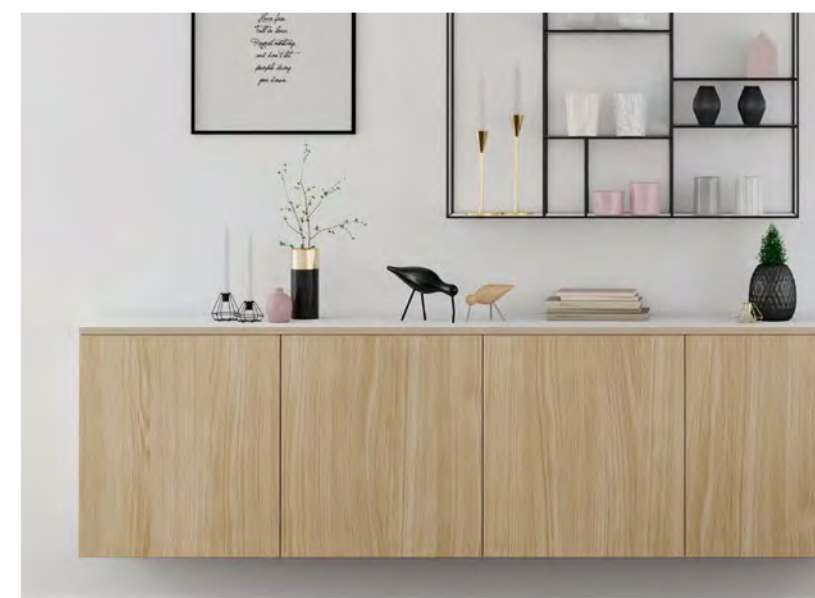
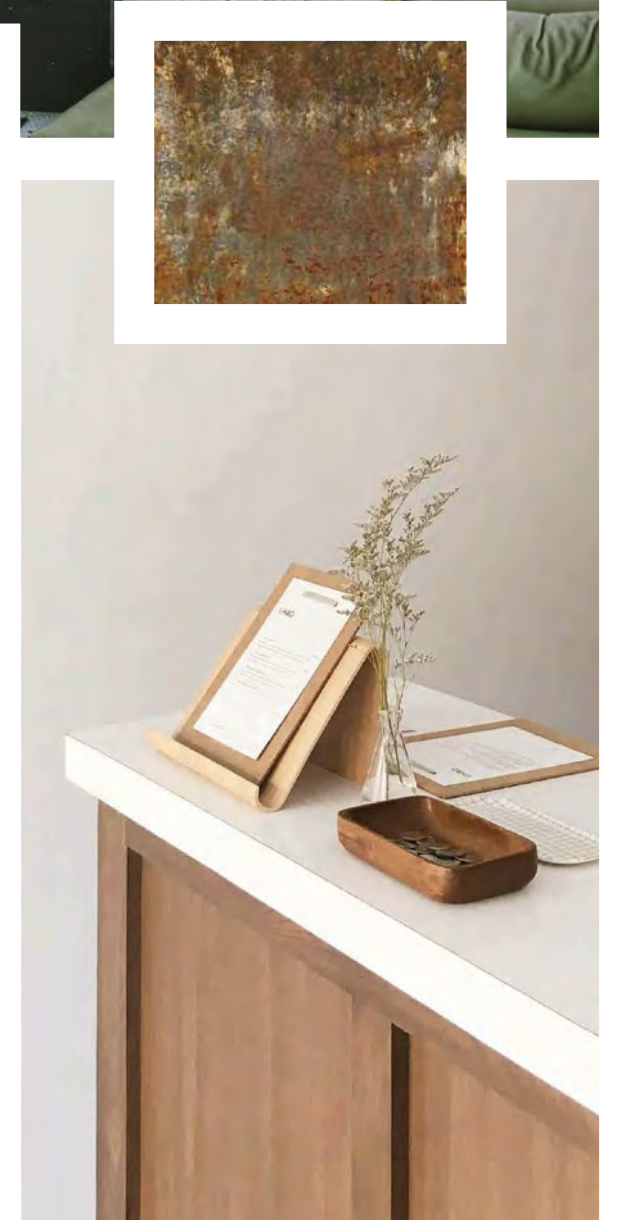
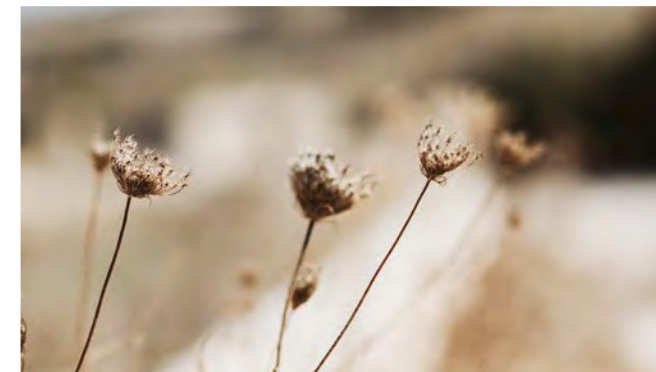
2. STYLE | Application diagram



2. STYLE / Visual world

Inspiring like the world

We show inspiring living spaces (living rooms, kitchenettes, worktops, detailed motifs and architecture) in combination with mood images (nature, forests, wood) and the ONE WORLD decor images.



3

LAYOUTS



ONE WORLD of
INTERIOR
 inspiration **TRENDS**



Trend
URBAN
AGILITY

DE Neue agile Decore für Arbeits- und Lebensräume.
EN New agile decors for work- and living spaces.
FR Nouveaux décors attrayants pour espaces de vie et de travail.
IT Nuovi e attrattivi decori per spazi abitativi e di lavoro.



Trend
WARM
CRAFT

DE Das Erleben des Haptischen und Naturlichen als Gegenpol zur fortschreitenden Digitalisierung.
EN The experience of textures and nature as a contrast to advancing digitisation.
FR À la découverte du tactile et du naturel, contre-pied à la frénésie numérique.
IT Tattilità e sensazioni naturali: per compensare la digitalizzazione che avanza.



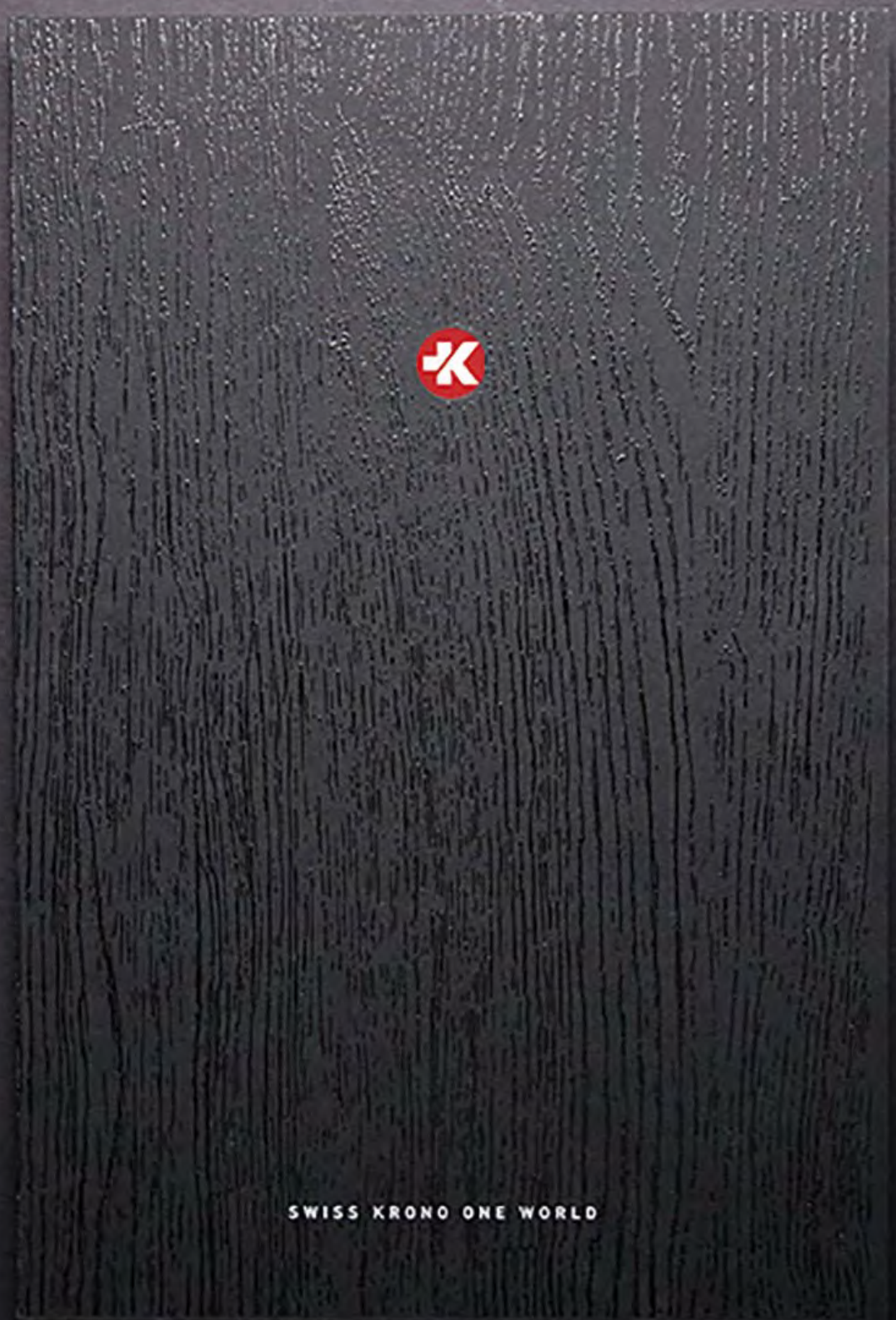
Trend
HEALTHY
NORDIC

DE Wohngesund und natürlich – ganz nach skandinavischem Vorbild.
EN Healthy and natural living – according to the Scandinavian model.
FR Un habitat sain et naturel – inspiré de la Scandinavie.
IT Abitare sano e naturale – secondo il modello scandinavo.

Trend
COSY
BOHEMIAN

DE Sinnlichkeit, kombiniert mit Wohlbehagen. Für gemütliche Rückzugsorte.
EN Sensuality combined with wellbeing. Cozy retreats in times of mindfulness.
FR Alliance de la sensualité et du bien-être. Pour des havres de paix et de confort.
IT Il piacere dei sensi, coniugato con il benessere – per luoghi confortevoli in cui rifugiarsi.





This trend can be found both within old Europe cities, and can be best described with the words "less is more". Monochrome colours and straight-lined shapes are typical of this style, along with the affinity towards new technologies. What's more, the Japanese design expert, Muro Kuroki is proposing a new kind of external order which lifts the order which already is revealed. It means that people can be happy with fewer things.

Dieser Trend findet sich innerhalb und außerhalb der Städte und lässt sich am besten mit der Formel „Weniger ist mehr“ beschreiben. Typisch sind monochrome Farben und geradlinige Formen, aber auch die Affinität zu neuen Technologien. Die japanische Architekturphilosophie Muro Kuroki propagiert zudem eine neue Art der äußeren Ordnung, mit der sich die innere Ordnung wiederherstellen lässt. Menschen können so mit weniger Dingen glücklich leben.

URBAN MINIMAL



The Interior TRENDS

WARM VINTAGE



The combination of modern furniture with old, antique and classic pieces and accessories creates a very special and cozy atmosphere. A touch of nostalgia can be felt, and craftsmanship once again plays a larger role. Warm Vintage is about going back to the roots – as a reaction to our progressing digitalisation – which celebrates experiences with haptics and nature.

Die Kombination von modernen Möbeln mit alten, antiken und klassischen Möbeln und Accessoires schafft eine ganz besondere, gemütliche Atmosphäre. Ein Hauch von Nostalgie ist spürbar, und auch das Handwerkliche spielt wieder eine größere Rolle. Bei Warm Vintage geht es um eine Rückbesinnung auf die Wurzeln, die – gleichsam als Gegenpol zur fortschreitenden Digitalisierung – das Erleben des Haptischen und Natürlichen feiert.

JAPA NORDIC

Simplicity and clarity define Scandinavian and Japanese living styles. So why not combine the two? Characteristics of this design trend is the marriage of light coloured wood – such as beech, oak or maple – with white, light grey and blue tones. Also characteristic is the Japanese wabi-sabi concept of aesthetics, expressed in the saying: "Pare down to the essence, but don't remove the poetry."

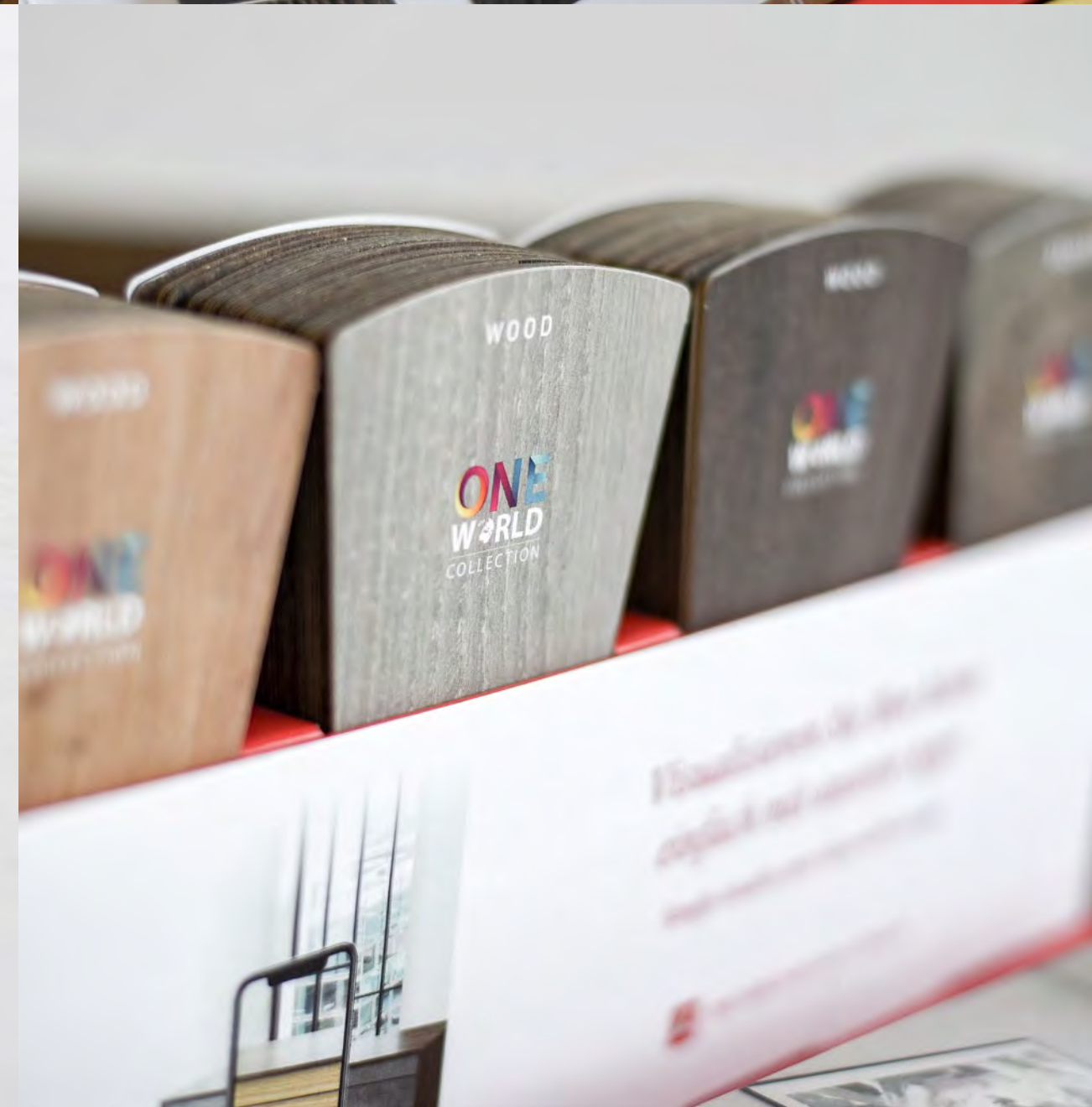
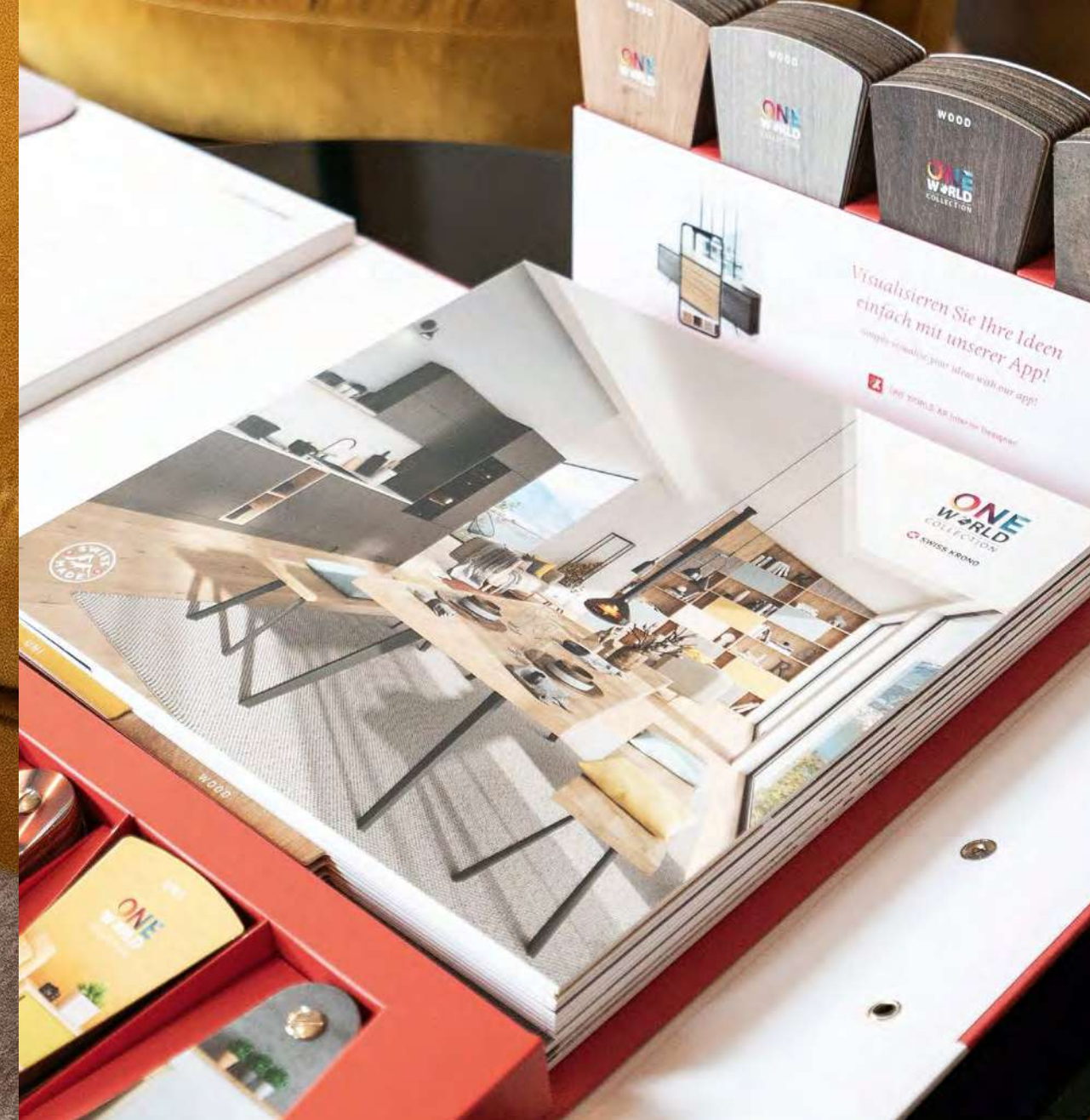


Einfachheit und Klarheit definieren skandinavische und japanische Wohnstile. Warum also nicht beide mischen? Kennzeichnend für diesen Designtrend sind die Kombination von hellem Holz – wie z. B. Buche, Eiche oder Ahorn – mit Weiß, Hellgrau und Blau. Charakteristisch ist aber auch das Motto des japanischen Ästhetikkonzepts Wabi-Sabi: „Beschränke alles auf das Wesentliche, aber entferne nicht die Poesie.“



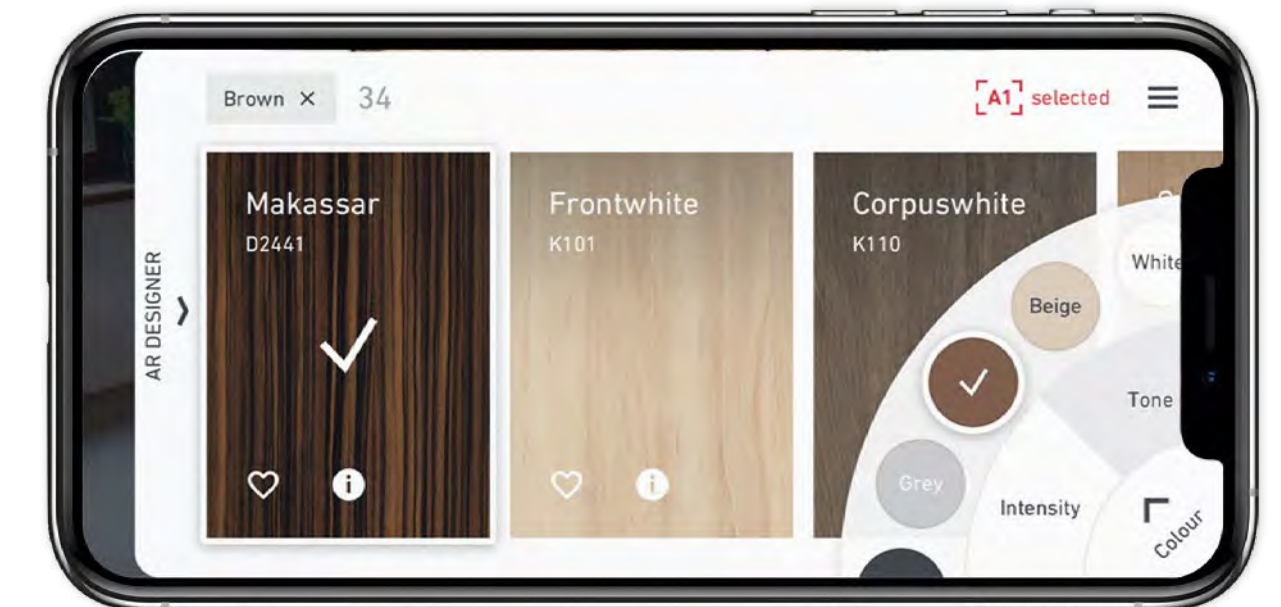
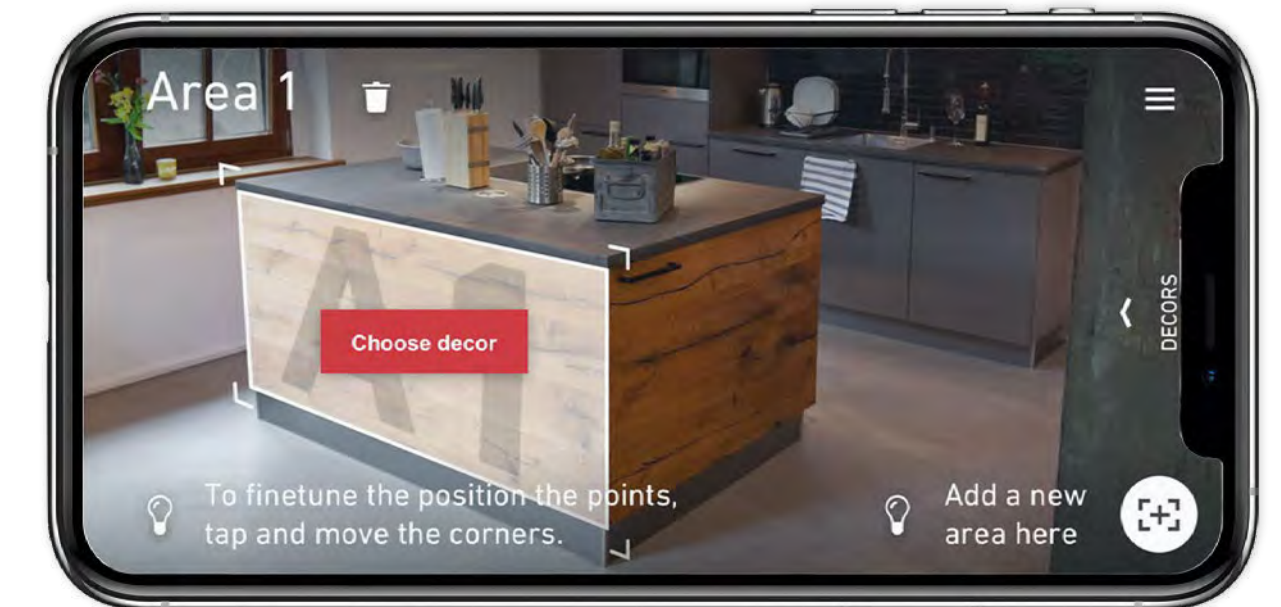
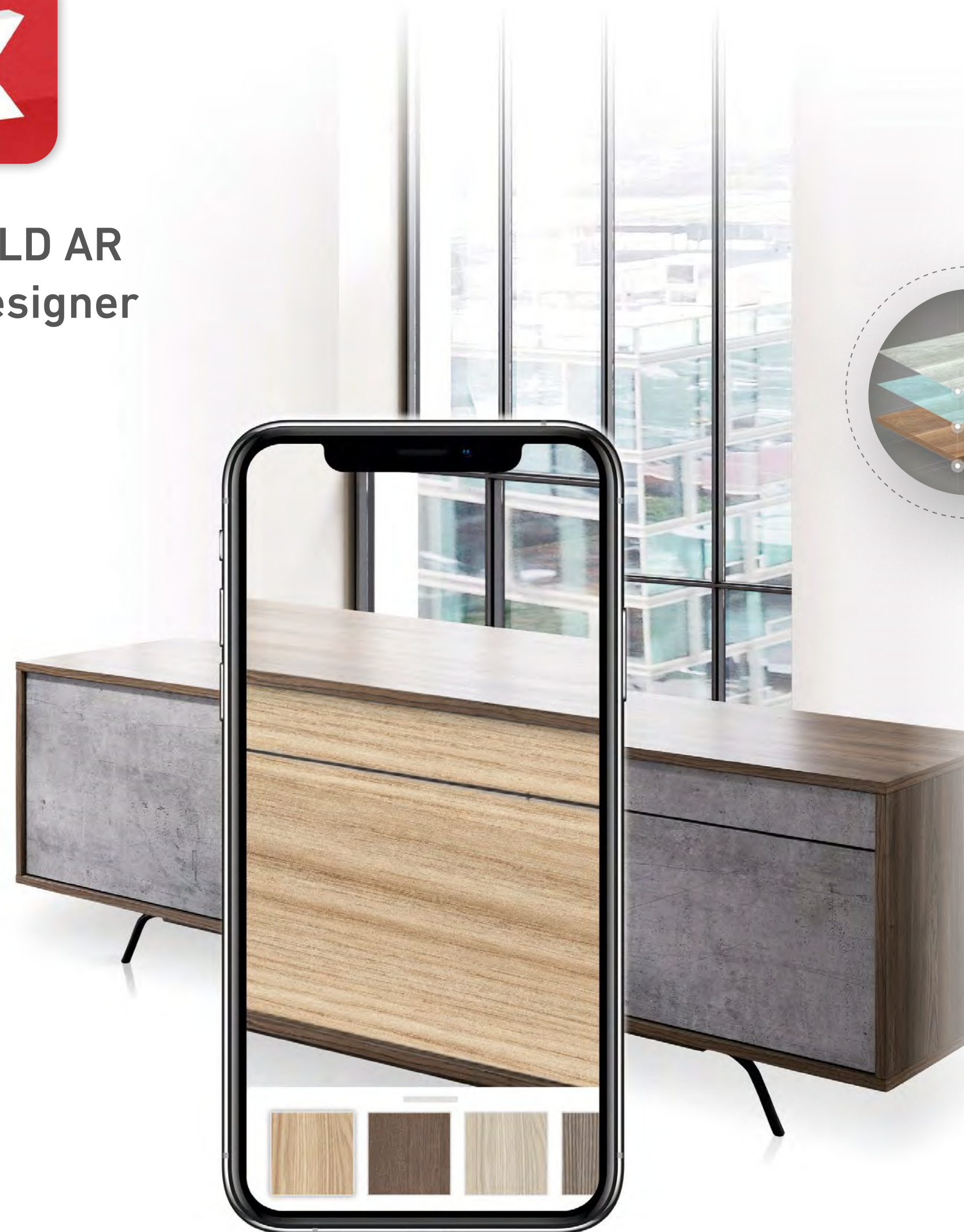
TRUE BOHEMIAN



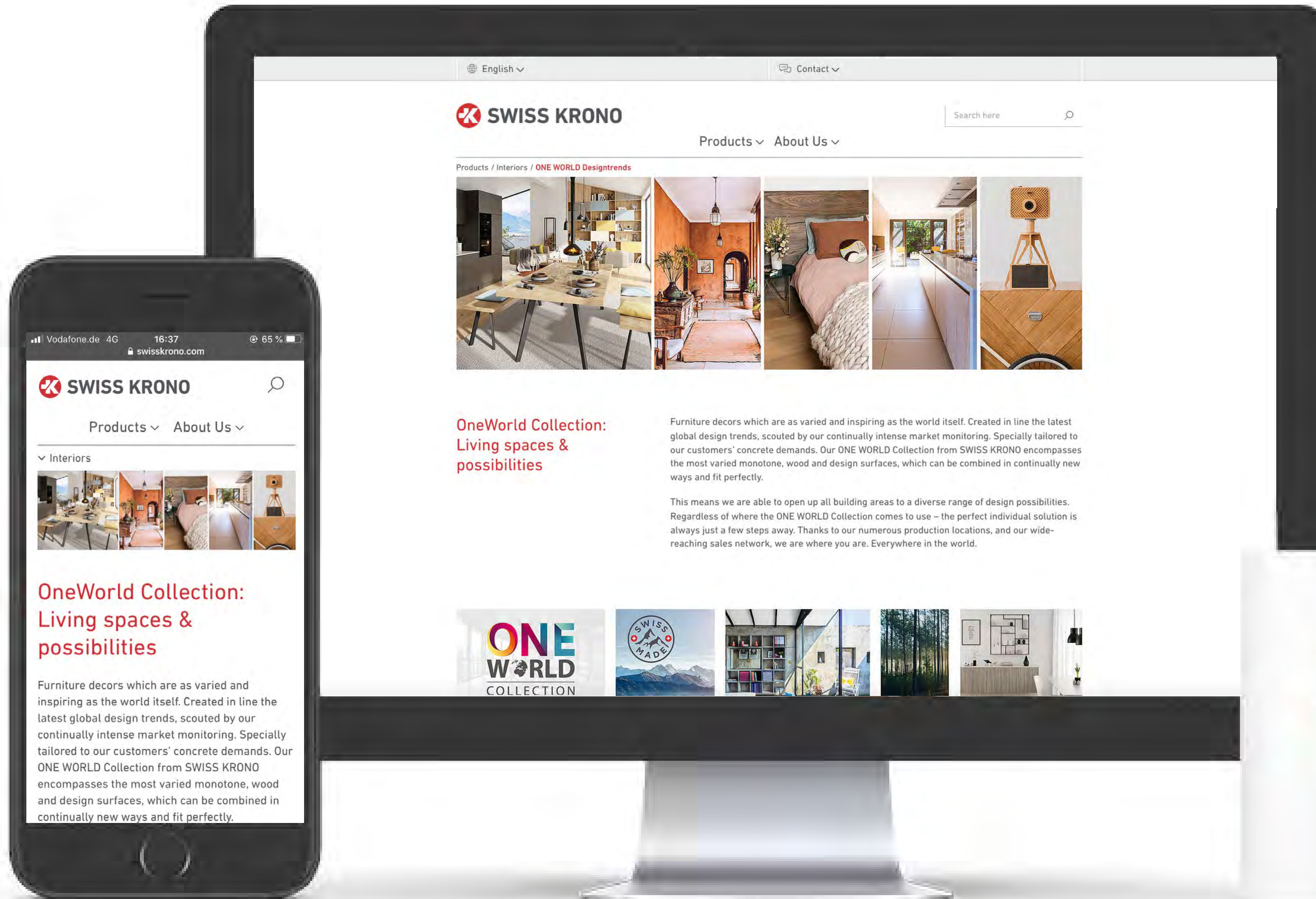




ONE WORLD AR Interior Designer







Search here

Products ▾ About Us ▾

Products / Interiors / ONE WORLD Designtrends



**OneWorld Collection:
Living spaces &
possibilities**

Furniture decors which are as varied and inspiring as the world itself. Created in line the latest global design trends, scouted by our continually intense market monitoring. Specially tailored to our customers' concrete demands. Our ONE WORLD Collection from SWISS KRONO encompasses the most varied monotone, wood and design surfaces, which can be combined in continually new ways and fit perfectly.

This means we are able to open up all building areas to a diverse range of design possibilities. Regardless of where the ONE WORLD Collection comes to use – the perfect individual solution is always just a few steps away. Thanks to our numerous production locations, and our wide-reaching sales network, we are where you are. Everywhere in the world.



Products ▾ About Us ▾

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**OneWorld Collection:
Living spaces &
possibilities**

Furniture decors which are as varied and inspiring as the world itself. Created in line the latest global design trends, scouted by our continually intense market monitoring. Specially tailored to our customers' concrete demands. Our ONE WORLD Collection from SWISS KRONO encompasses the most varied monotone, wood and design surfaces, which can be combined in continually new ways and fit perfectly.

ONE WORLD MOVIE | Global



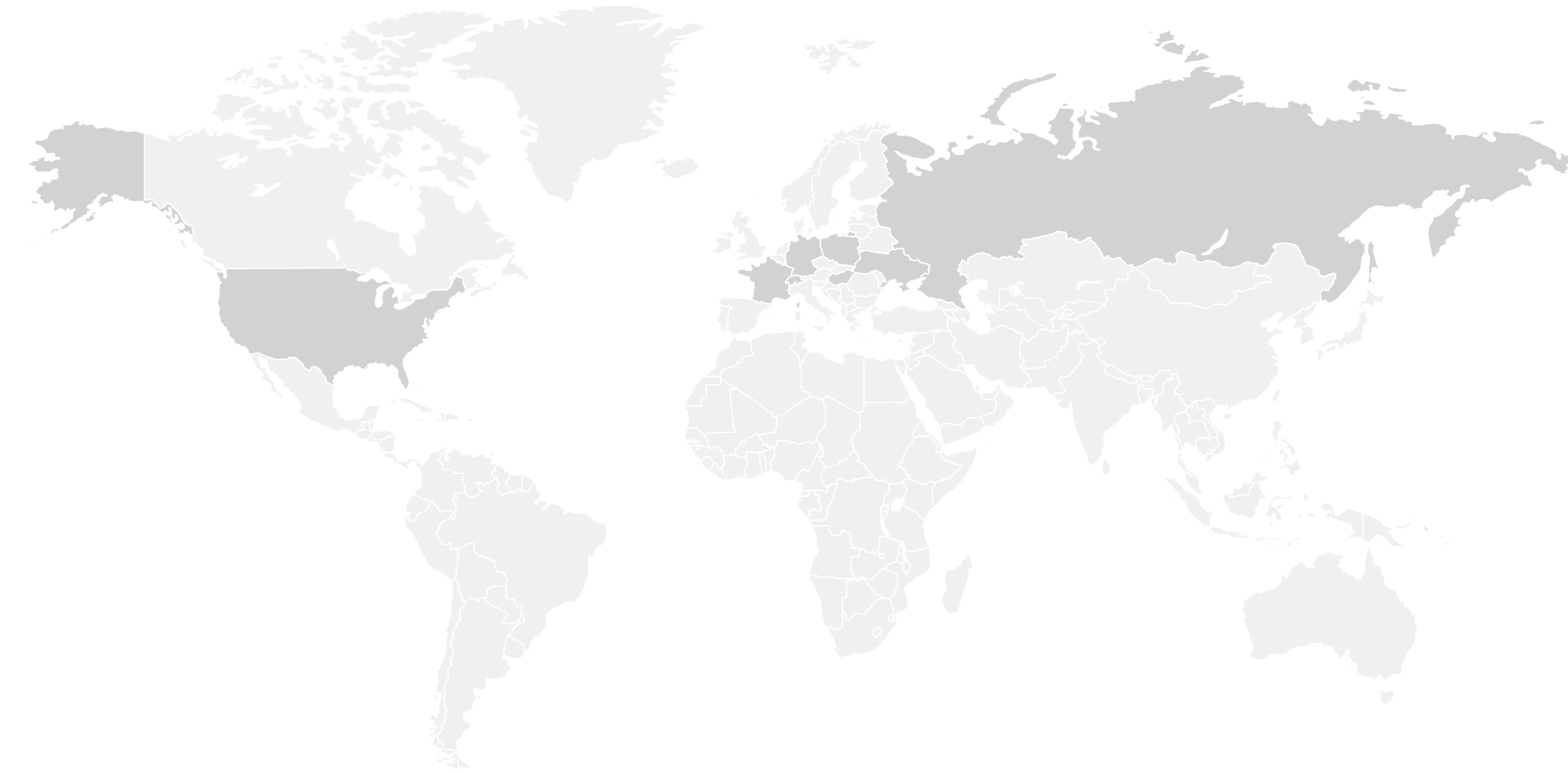
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ONE WORLD MOVIE | Switzerland



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SWISS KRONO
ONE WORLD Collection

If you have any questions, please contact

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