



2016 – 04 – 29 | V 1.1

# Siemens how-to guide: Logo and Claim

Using international claims

[brandville.siemens.com](http://brandville.siemens.com)

## About this document

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**Version**

1.0

**Release date**

2016 – 03 – 31

**Author**

MetaDesign (RH)

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**Changes (Highlights)**

- Inclusion of logo with English Claim and asterisk
  - Optimized InDesign instructions for placing a logo with an international claim
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1.1

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**Changes (Highlights)**

- Siemens logo with French claim:  
Addition of information “(for Canada only)”
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## Overview of Siemens international claims

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**SIEMENS**  
*Ingenuity for life*

Siemens logo with English claim



**SIEMENS**  
*Ingenuity for life\**

Siemens logo with English claim and asterisk



**SIEMENS**  
*L'ingéniosité au service de la vie*

Siemens logo with French claim (for Canada only)



**SIEMENS**  
*Ingegno per la vita*

Siemens logo with Italian claim



**SIEMENS**  
*Engenhosidade para a vida*

Siemens logo with Portuguese claim



**SIEMENS**  
*Ingenio para la vida*

Siemens logo with Spanish claim

## Exchanging the Logo Layer in an InDesign template

When required, every Siemens template allows the English Logo Layer to be exchanged with another international Logo Layer in a few simple steps.

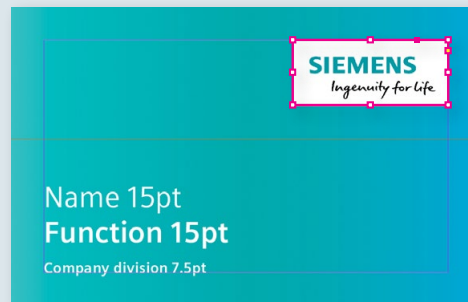
Please ensure, that every Logo Layer file uses the same proportions – the Logo Layer should always use the same height and vary only in width.

### How-to:

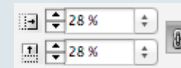
The following steps will ensure that, when the international Logo Layer is relinked, it retains the correct proportions:

1. Choose Edit > Preferences > File Handling (Windows) or InDesign > Preferences > File Handling (Mac OS).
2. Deselect the option Preserve Image Dimensions when Relinking.

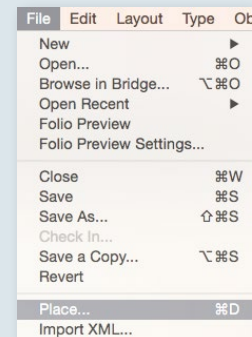
1



Select the Logo Layer with the Direct Selection tool and note the scale (percentage).

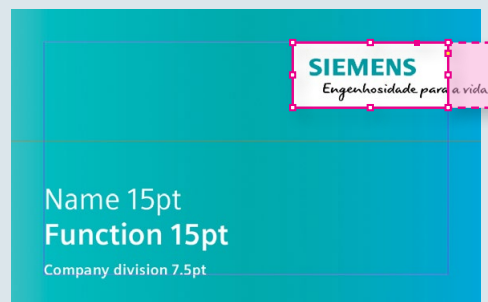


2



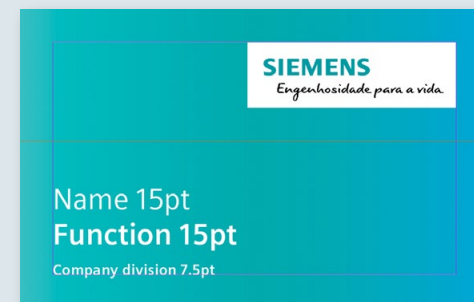
Choose a new Logo Layer file and place it inside the frame by selecting File > Place...

3



Scale the new Logo Layer file to the same size (percentage), and fit to the size of the picture frame with Object > Fitting > Fit Frame To Content.

4



Position the Logo Layer correctly within the type area.

## Smart Panel measurements

Smart Panels  
width = 2 X

5