

Clever Communications

CORPORATE DESIGN MANUAL

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1. LOGO

1 LOGO

INTRO

The Auerswald word/figurative mark has been the recognition feature of the family-owned company for decades and represents the brand, the brand values and the employees.

The Auerswald brand is a registered trademark, which is protected by patent as a word mark as well as a picture mark. Therefore, the logo must always be displayed with the copyright signet in the upper right-hand corner.

As a rule, the logo is shown together with the claim in all advertising materials.

In exceptional cases (e.g. with a high-contrast background or insufficient space), the claim can also be omitted.



Clever Communications



1 LOGO

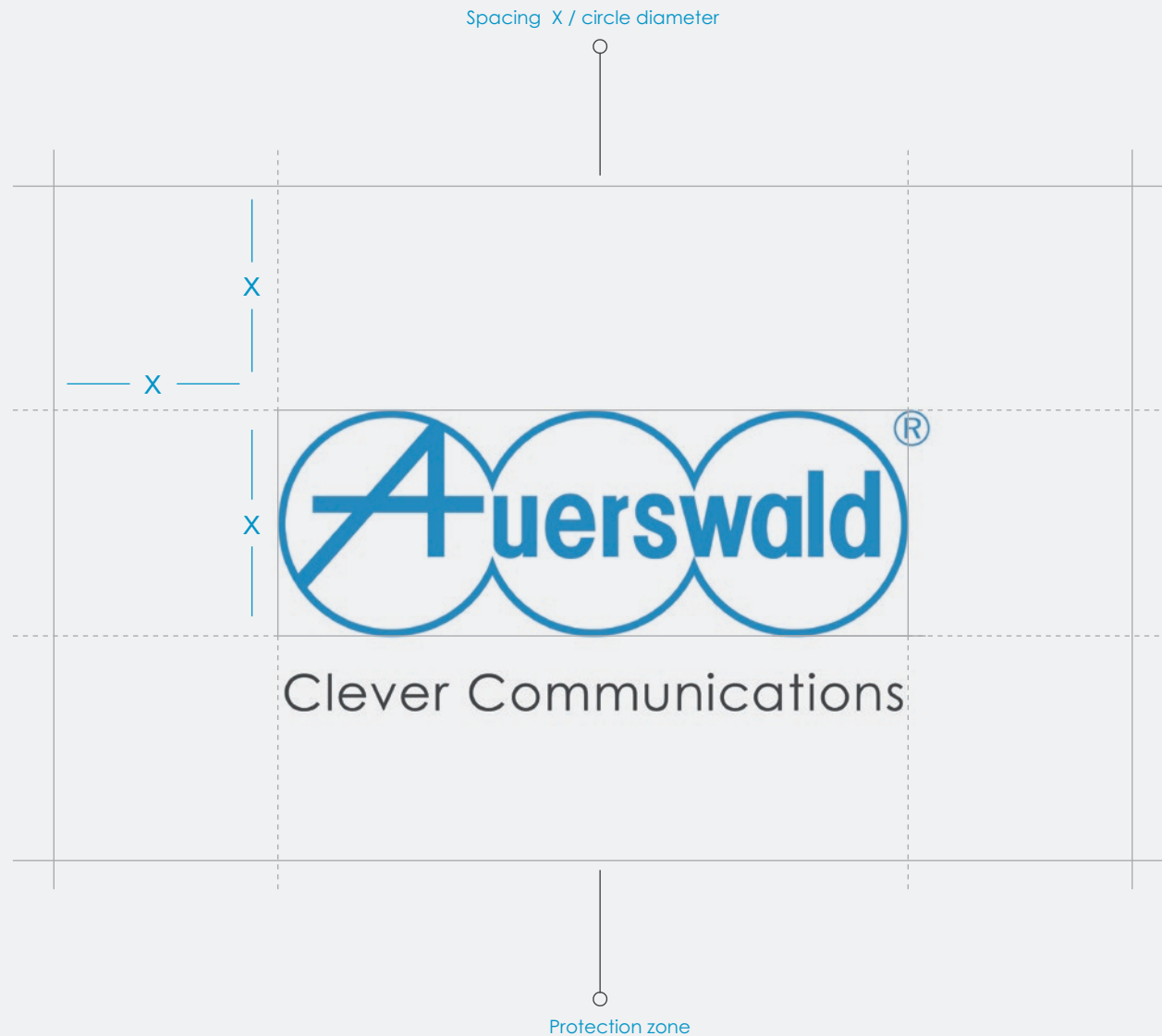
PROTECTION ZONE

The Auerswald logo needs space to develop its presence and independence. For this reason, a protective zone around the word/figurative mark must be observed, within which no other graphic elements may interfere or conflict with it.

Spacer / circle

The minimum spacing of all graphic elements results from the size of the three circles.

This distance is defined using the unit x , which corresponds to the height of the logo (without the claim).



1 LOGO

SIZES

Claim and copyright determine the minimum image size of the word/figurative mark. In general, the Auerswald logo can appear with or without a claim, depending on how it is used. The variant of the logo without claim naturally has a smaller lower limit for optimal representation.

Minimum size with and without claim

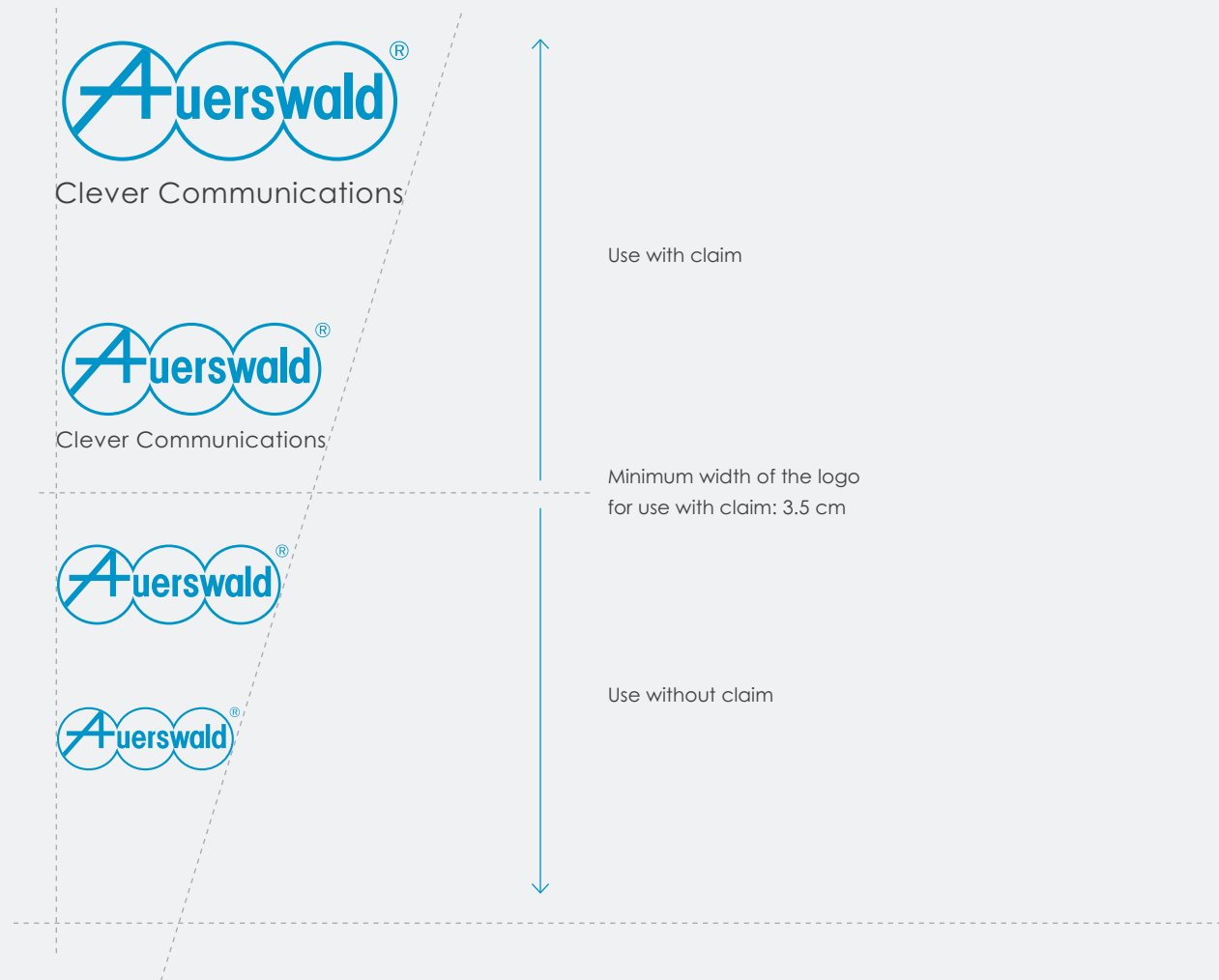
The minimum size of the Auerswald word/figurative mark with claim is 3.5 cm. If the logo is used smaller, the claim is omitted.

If possible, the logo should not be used below a width of 2.5 cm.

The permissible sizes ensure that the Auerswald logo is optimally displayed both positively and negatively and that good legibility is guaranteed. There are, however, no limits to the enlargement of the logo.

Minimum size on the internet

When using the logo on the web make sure that the minimum width is 100 pixels.



Minimum size on the internet: 100 px



Special version of the logo for images under 25 mm
(up to a minimum of 12 mm). It has reinforced contours, the ® is omitted.

1 LOGO

EXAMPLE PLACEMENT OF THE LOGO IN STANDARD FORMATS

To ensure consistent logo appearance on standard DIN formats, the following positioning and dimensions should be used:

DIN A4

Logo width: 42 mm
Distance to page edges: 20 mm

DIN A5

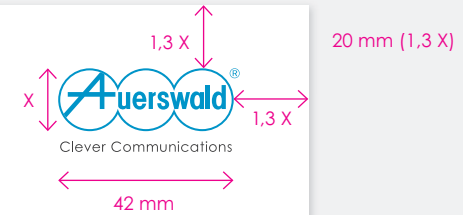
Logo width: 33 mm
Distance to page edges: 12.7 mm

DIN long

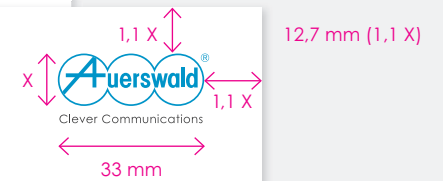
Logo width: 33 mm
Distance to page edges: 11.4 mm

Basically, the larger the page format, the larger the logo. The distance to the page margin grows disproportionately. However, at least a distance of 1X (protection zone) must be maintained.

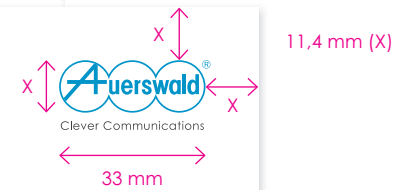
DIN A4



DIN A5



DIN long



1 LOGO

Examples / backgrounds

The field of application of the word/ figurative mark determines its coloured. derivation. The logo may only be depicted in one of these variants or combinations and may not be used in other colours.

Standard word / figurative mark

The standard logo consists of the word / figurative mark in "Auerswald Blue" and the claim in 85% black on white.

Word / figurative mark negative white

The logo in negative / white is used for darker backgrounds. This variant is primarily intended for use on the Auerswald base.

Word / picture mark black and white

In partner campaigns in which Auerswald appears in cooperation with other companies, the logo may be displayed in black or grayscale. The claim takes on the same colours as the word / figurative mark.

Neutral backgrounds



Colored backgrounds



Photographic backgrounds



1 LOGO

UNAUTHORIZED USE

The examples on this page show how the word/figurative mark may not be used:

Distance

The protection zone, as described on page 5, must be strictly observed. Under no circumstances may the logo be obscured or cut by other elements.

Alignment

A slanted or non-horizontal alignment of the word / figurative mark is not permitted, as it negatively influences the high-quality character.

Colours

Colours that differ from those described on page 9 must not be used.

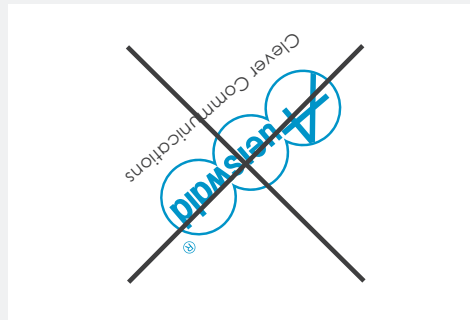
No graphics in the protection zone



Not allowed colours



Not allowed angle



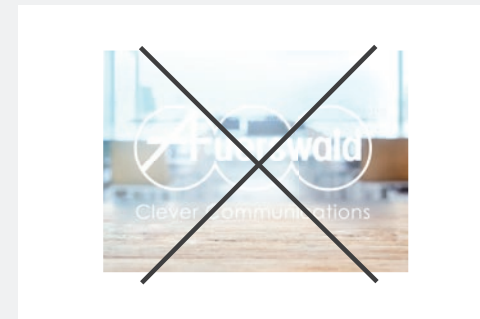
Non CI conform background color



Graphics must not cover the logo



Not enough contrast with the background



2. COLOUR
WORLD

2 COLOUR WORLD

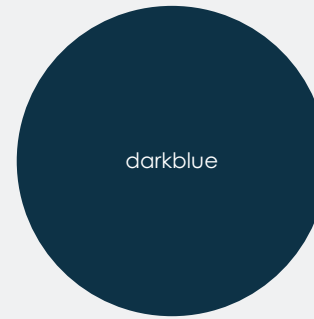
PRIMARY COLOURS

Auerswald blue is the corporate colour. This hue was originally based on the HKS colour table, HKS 49 solid, as well as a corresponding pantone definition. In the course of the 2011 relaunch, the brand also received several defined blue and gray values. The colour values listed here are binding when designing. They form the colour basis for the Auerswald brand.



Auerswald blue

CMYK 100 | 20 | 10 | 0
RGB 0 | 138 | 196
HEX #008bc5
Use in:
font, icons, highlights



darkblue

CMYK 95 | 70 | 47 | 48
RGB 13 | 52 | 71
HEX #0d3447
Use in:
footer, disruptors, icons



pale blue

CMYK 18 | 0 | 0 | 0
RGB 217 | 239 | 253
HEX #d9effd
Use in: platform,
background surfaces



white

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEX #ffffff
Use in: platform



dark grey

CMYK 0 | 0 | 0 | 90
RGB 60 | 60 | 59
HEX #3c3c3b
Use in: font

2 COLOUR WORLD

SECONDARY COLOURS

The secondary brand colours complement the Auerswald colour world.

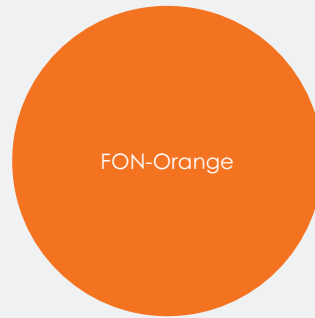
Secondary brand colours can be used as markup and highlight colours as well as additional diagram colours.

The FON orange is used for the disruptive speech bubble to highlight important statements and to lighten up the layout.

The medium blue is mainly used online as another blue tone.

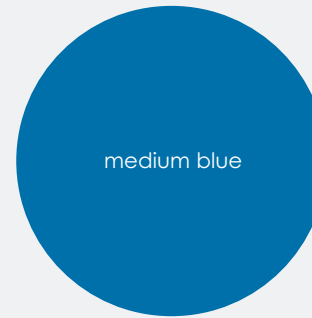
The light blue can be used when the pale blue would be too light, for example for an outline.

The light gray can be used for platforms on a white background.



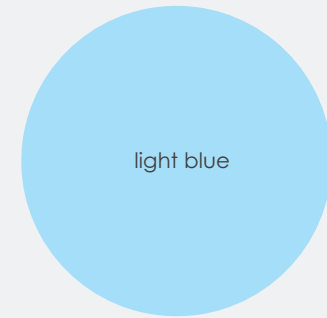
CMYK 0 | 68 | 100 | 0
RGB 235 | 109 | 13
HEX #eb6d0d

Use in: disruptors, diagrams, highlights



CMYK 100 | 31 | 0 | 22
RGB 000 | 107 | 168
HEX #006ba8

Use: online



CMYK 32 | 0 | 0 | 0
RGB 183 | 226 | 250
HEX #b7e2fa

Use: alternative for pale blue



CMYK 0 | 0 | 0 | 67
RGB 119 | 119 | 118
HEX #777776

Use in: diagrams



CMYK 0 | 0 | 0 | 40
RGB 178 | 178 | 178
HEX #b2b2b2

Use in: diagrams



CMYK 0 | 0 | 0 | 10
RGB 237 | 237 | 237
HEX #ededed

Use in: platforms, background surfaces

2 COLOUR WORLD

COLOUR WEIGHTING

This illustration shows an example of the ideal weighting of the Auerswald brand colours across the entire communication.

Consistent use of the colours of the colours ensures recognition of the Auerswald brand across digital and analogue means of communication and channels.



3.

TYP GRAPHY

3 TYPOGRAPHY

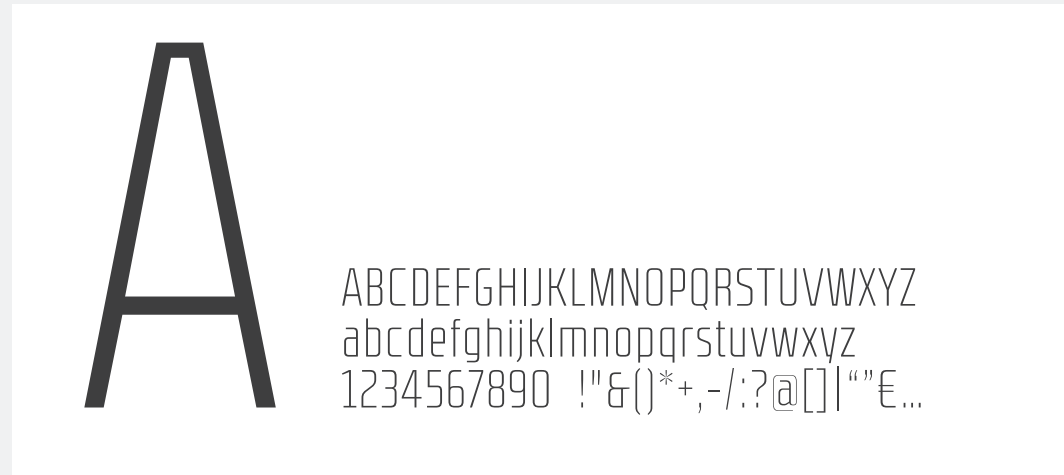
FONTS

Like a person's handwriting, typography makes a company unmistakable.

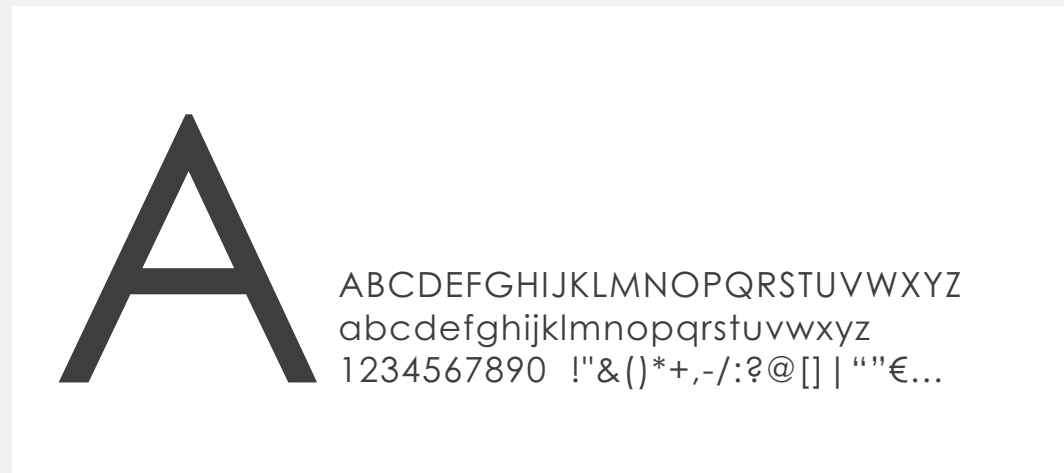
Typography is therefore an essential element within the Auerswald brand presence.

The combination of the decorative typeface RBN02.1b and the readable typeface Century Gothic Pro ensures a technical, concise, unmistakable brand presence and guarantees optimal readability in all communication channels and measures.

RBN02.1b



Century Gothic Pro



3 TYPOGRAPHY

FONTS

RBNo2.1b Light

As a subline font, RBNo2.1b Light picks up on the "A" with its straight-line typeface. This distinctive typeface gives the Auerswald brand independence, a technical character, and a high recognition value.

RBNo2.1b Book

The book cut is used as a headline font. It can also replace Light above a certain size. Alternatively, it can be used in the distractor text.

Century Gothic Pro Regular

With its very round and harmonious typeface, Century Gothic Pro picks up on the circles of the Auerswald logo and ensures sympathy and a good reading flow. With the extensive selection of special characters, all requirements are also covered, as they are, for example, in connection with the technical data.

Century Gothic Pro Bold

The bold cut is used for highlighting in copy texts or for alternative sublines, such as in the performance characteristics in the data sheet.

RBNo2.1b light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"&()*+,-/!:?@[|]""€...

RBNo2.1b book

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"&()*+,-/!:?@[|]""€...

Century Gothic Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"&()*+,-/!:?@[|]""€...

Century Gothic Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 !"&()*+,-/!:?@[|]""€...

3 TYPOGRAPHY

USE / EXAMPLES

1 HEADLINES

Font: RBN02.1b Book
Size: from 24 pt (100 %)
ZAB: 125% fontsize
Colour: Auerswald blue

2 SUBLINES

Font: RBN02.1b Light
Size: from 12 pt (50 % der HL)
ZAB: 125% fontsize
Colour: Auerswal blue

3 BODY TEXT

Font: Century Gothic Pro Regular
Size: from 9 pt | ZAB: 150% fontsize
Colour: dark grey

4 HIGHLIGHTS IODY TEXT

Font: Century Gothic Pro Bold
Size: 9 pt | ZAB: 13 pt fontsize
Colour: dark grey

5 SUBLINES BODY TEXT

Font: Century Gothic Pro Bold
Size: 11 pt | ZAB: 15 pt fontsize
Colour: Auerswald blue

6 ALTERNATIVE SUBLINES

Font: Century Gothic Pro Bold, Versal
Size: from 7 pt | ZAB: 11 pt fontsize
Colour: Auerswald blue

7 IMAGE CAPTIONS

Font: Century Gothic Pro Bold
Size: from 7 pt | ZAB: 150% fontsize
Colour: dark grey

8 DISRUPTORS

Font: RBN02.1b Book, Versal
Size: from 12 pt | ZAB: 100% fontsize
Colour: white

9 QUOTATIONS

Font: RBN02.1b Book or Regular
Size: from 17 pt | ZAB: 125% fontsize
Colour: Auerswald blue

1 Headlines in RBN02.1b Book

2 Sublines in RBN02.1b Light

- 3 Quantity texts or further descriptions are set in Century Gothic Pro Regular.
- 4 **Highlighting within continuous text in Century Gothic Pro Bold.** Unt liquam con neis eos et eior sita volorissimus unt aligniam consequos et, con num evelliq uatur, quam exero int ad ex elique cus qui berunt aut late re velit fugit, qui idebissume conseq diant.

Sublines for body text

- 5 Officiassit et as accum voloribusam, veles expecus qui quatem ad mo magnis serunt, sitaspe llectibus quam evendestis eatem estrum fuga. Assit escim quam ea pratqua sperum qui re num, saecus re nonem voluptat lam fugias erupist, sequa

ALTERNATIVE HEADLINE

- 6 Unt liquam con neis eos et eior sita volo tirissimus unt aligniam consequos et, con num evelliq uatur, quam exero int ad.



- 7 **Image captions are set in Century Gothic Pro Bold.** Lorem Ipsum Dolorum lor existentie myth.

- 9 "Quotations or typografic illustrations in RBN02.1b.

delitas velectotae. Ratio. Ovidelita corit es solo qui molta porporempos as nesenist aliquo. Obis derum autataiae plita adisim nisquamus re cum quo omnimilis et pel mi, con pra ditates que repudig nihillabores erumquidi sunt aut dolorem.

