WACHENDORFF

Design Manual
Wachendorff Group

WACHENDORFF

Introductory remarks

The Corporate Design (CD) is a central element of a company's identity. This is characterised by the consistent application and optimal interaction between the basic elements logo, colour and typography.

This Design Manual concentrates on the essentials.
The guidelines are described in such a way that they are simple and can be used in a comprehensible way. The guidelines and design specifications laid down in this manual are applicable to all binding for all Wachendorff group companies' appearances (internal and external).

Manuals and guidelines are not yet a guarantee for the achievement of a uniform appearance.
Decisive is the awareness and insight of each and every employees and external distributors to profile and strengthen the „WACHENDORFF" brand through a uniform appearance.

Content

WACHENDORFF

The logo (word mark/figurative trade mark)

The logo consists of the lettering „WACHENDORFF",
which is represented by designed letters.
It can stand alone or contain the respective company name as a subline.

The logo is unmistakable as a trademark,
optical fast detectable, very memorable.

The letter „W" is straight on the left side and italic on the right side.
The letter „A" is italicized on the left side and straight on the right side.
The inclinations give the logo dynamics without losing the block-like massive
and stable effect.

The focus is on stability, sovereignty, strength, reliability and trust.

Important:

- The logo stands freely and is never framed.
- The logo is always blue.
  Exceptions: On a dark background it is applied in white.
  In black/white templates it may be applied in black.
- The logo must always be used as the original template.
  You will find the corresponding templates in the download area on our websites.
  https://www.wachendorff.com/logos

Logo variants „WACHENDORFF"

WACHENDORFF

WACHENDORFF
Automation GmbH & Co. KG

WACHENDORFF
Prozesstechnik GmbH & Co. KG

WACHENDORFF
Immobilien GmbH

WACHENDORFF

Proportions and size of „Print" logos

The proportions of the logo are fixed and may not be changed.
A proportional enlargement of the available downloadable
Files are only allowed for the svg and eps vector graphics in a program that can process these formats lossless.
It is not allowed to enlarge the files in jpg, png format.

A proportional reduction of the logos is permitted as follows.
The smallest application of the logos for the „WACHENDORFF" logo is 20 mm, for the logos „WACHENDORFF with company subline" 25 mm.
In order to ensure the legibility of the logos, this minimum size must not be undercut.

Logo reproductions from printed originals may not be created.

Proportions for „Print"

| 100 mm |
| 11 mm | **WACHENDORFF** |

| 100 mm |
| 20 mm | **WACHENDORFF** |
| **Automation GmbH & Co. KG** |

| 100 mm |
| 20 mm | **WACHENDORFF** |
| **Prozesstechnik GmbH & Co. KG** |

| 100 mm |
| 20 mm | **WACHENDORFF** |
| **Immobilien GmbH** |

Logos „WACHENDORFF" Minimum size for „Print"

min. 20 mm	min. 25 mm	min. 25 mm	min. 25 mm
WACHENDORFF	**WACHENDORFF**	**WACHENDORFF**	**WACHENDORFF**
	Automation GmbH & Co. KG	Prozesstechnik GmbH & Co. KG	Immobilien GmbH

WACHENDORFF

Proportions and size of „Online" logos

The proportions of the logo are fixed and may not be changed.
An enlargement of the files available for download in pixel-based formats
(jpg, png) is not permitted.

The smallest application of the logos for the „WACHENDORFF" logo
is as follows 100x20 px, for the logos „WACHENDORFF with company subline"
150x30 px.
In order to ensure the legibility of the logos, this minimum size must not be undercut.

Proportions „Online"

1000x110 px

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1000x200 px

WACHENDORFF
Automation GmbH & Co. KG

1000x200 px

WACHENDORFF
Prozesstechnik GmbH & Co. KG

1000x200 px

WACHENDORFF
Immobilien GmbH

Minimum size „Online"

min. 100x20 px	min. 100x30 px	min. 100x30 px	min. 100x30 px
WACHENDORFF	WACHENDORFF Automation GmbH & Co. KG	WACHENDORFF Prozesstechnik GmbH & Co. KG	WACHENDORFF Immobilien GmbH

WACHENDORFF

Protection zone around the logo

To ensure that the logo does not impair its effect, a protection zone is provided around the logo.

It is proportional to the height and width of the letter „C" around the entire logo.

This protection zone must not contain text or images.

WACHENDORFF

WACHENDORFF
Automation GmbH & Co. KG

WACHENDORFF
Prozesstechnik GmbH & Co. KG

WACHENDORFF
Immobilien GmbH

WACHENDORFF

Basic colour of the logo

The basic colour of the logo is blue, which underlines the company's brand values of stability, sovereignty, strength, reliability and trust due to its strong impact and the emotions associated with it.

Where colour reproduction is not possible (e.g. fax, photocopies, stamps, black and white advertisements, etc.), the logo is used in black.
A reproduction in grey (screened) is not permitted.

Offset Euroscale CMYK	C: 100, M: 50, Y: 0, K: 0
Spot colour HKS	HKS44
Colour RAL	RAL 5017
Foil Avery	841
Web colour RGB	R: 0, G: 105, B: 180
Web colour hexa code	#0069b4

Offset Euroscale CMYK	K: 100
Colour RAL	RAL 9005

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Other colours (Homepage, PowerPoint)

In addition to the basic colour blue, as described on page 7, other colours are used on the homepage and in the PowerPoint template.

It is allowed to use these colours additionally as described below.

For font colour dark grey (also black)

Offset Euroscale CMYK	C: 62, M: 44, Y: 36, K: 45
Web colour RGB	R: 75, G: 87, B: 93
Web colour hexa code	#4b575d

For blue-grey end lines

Offset Euroscale CMYK	C: 59, M: 34, Y: 27, K: 25
Web colour RGB	R: 96, G: 120, B: 132
Web colour hexa code	#5f7884

For dividing lines and background Grey (Homepage Background Slider)

Offset Euroscale CMYK	C: 22, M: 12, Y: 13, K: 2
Web colour RGB	R: 201, G: 208, B: 210
Web colour hexa code	#c9d0d2

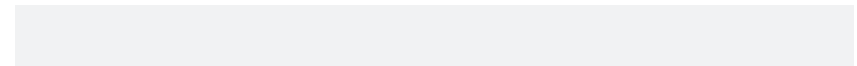For background light grey (homepage background text field slider)

Offset Euroscale CMYK	C: 10, M: 5, Y: 5, K: 0
Web colour RGB	R: 232, G: 236, B: 237
Web colour hexa code	#e8eced

For background very light grey (breadcrump, textfield tiles, footer)

Offset Euroscale CMYK	C: 6, M: 4, Y: 6, K: 0
Web colour RGB	R: 240, G: 242, B: 243
Web colour hexa code	#f0f2f3

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Typographies - Fonts

The diversity of communication requires a typeface that can be quickly captured and understood both in printed form and on the screen.

Helvetica New LT Pro sans serif font meets these criteria. It is also very similar to the current Arial system font and is difficult to distinguish from at first glance.

This was another criterion for choosing the Helvetica New LT Pro. A general principle of differentiation are the line ends of arcs that run horizontally on the Helvetica but are bevelled on the Arial. Further easily recognizable differences are shown in the graphic on the right.

The Helvetica Neue LT Pro font set is used for print and homepages.
These fonts may only be passed on to printers who print on behalf of Wachendorff.
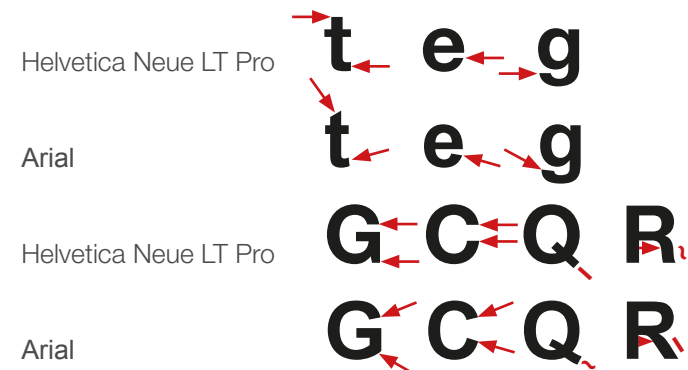
For licensing reasons, these fonts may not be passed on to third parties.

The Arial font as well as any Helvetica fonts are permitted as replacement fonts, to use.

Relatively identical letter examples

Helvetica Neue LT Pro　　**a b d**

Arial　　**a b d**

Helvetica Neue LT Pro　　**A B H T W**

Arial　　**A B H T W**

Different letter examples

Helvetica Neue LT Pro　　**t e g**

Arial　　**t e g**

Helvetica Neue LT Pro　　**G C Q R**

Arial　　**G C Q R**

WACHENDORFF

The Wachendorff Group

- Delighted customers
- Corporate responsibility
- Attractive to good employees
- Outstanding quality
- Technological leader
- Environmental protection
- Profitable growth

We are a medium-sized owner-managed corporate group based in the beautiful Rheingau district, situated to the west of Wiesbaden.

Competent, personal, face-to-face advice and long-term collaboration with our business partners are the cornerstones of our continual growth. We are certified according to DIN ISO 9001 and DIN ISO 14001.

Wachendorff Automation GmbH & Co. KG
The development and manufacturing of rotary encoders, engine feedback devices and complete measuring systems for use in a wide range of serial production applications in mechanical and plant engineering. An extensive standard range featuring numerous options and efficient development of customised solutions.

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Wachendorff Prozesstechnik GmbH & Co. KG
A reliable supplier since 1978 of robust, high quality industrial devices for visualising, communicating and processing data in the areas of mechanical, plant and building automation.

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19-11-13