

Würth Corporate Design

# BASIC GUIDELINES





Dear Sir or Madam, dear employees,

A brand is a personality. People call it by name, get to know it through its language and respond to its charisma and style. Corporate design brings the personality of the brand to life. Much like a person, a brand needs to have appealing emotional qualities in order to attract customers.

Our brand is our name. It is a promise to our customers – to deliver optimum quality, service and reliability with the best employees. We have earned the trust of the customers by constantly improving our performance and maintaining a consistent and recognisable appearance.

Around 2,000 years ago, the Greek philosopher Heraclitus of Ephesus said: "There is nothing permanent except change." To us, change means constantly raising the standards for our products and services. It means adapting – to current market developments, to our customers' expectations and to the boundless possibilities of multimedia communication.

We have updated our entire brand design in order to create a consistent and lasting identity for the company. Our streamlined, confident look underscores our leadership position. These guidelines contain the mandatory rules for using the logo, corporate typeface, colours and

imagery. Design guidelines are provided for brochures, magazines, advertisements, promotional materials, vehicles, sport sponsorship activities and packaging.

Precision and consistency are two essential factors in design. All of our design guidelines were developed to ensure that all elements combine to create a unique, all-encompassing personality for the Würth brand. Any departures from our defined design only weaken our brand personality and are therefore not permitted.

Our brand is like a central theme that resonates throughout our company, at all locations around the world. It is your job to ensure that this theme is clearly visible to all.

Thank you.



Robert Friedmann

**1. INTRODUCTION**

**2. BRAND MARK**

**3. COLOURS**

**4. TYPOGRAPHY**

**5. GRID/LAYOUT PRINCIPLE**

**6. IMAGERY**

**7. BRAND ARCHITECTURE**

**8. INSERTS**

**9. TABLES AND CHARTS**

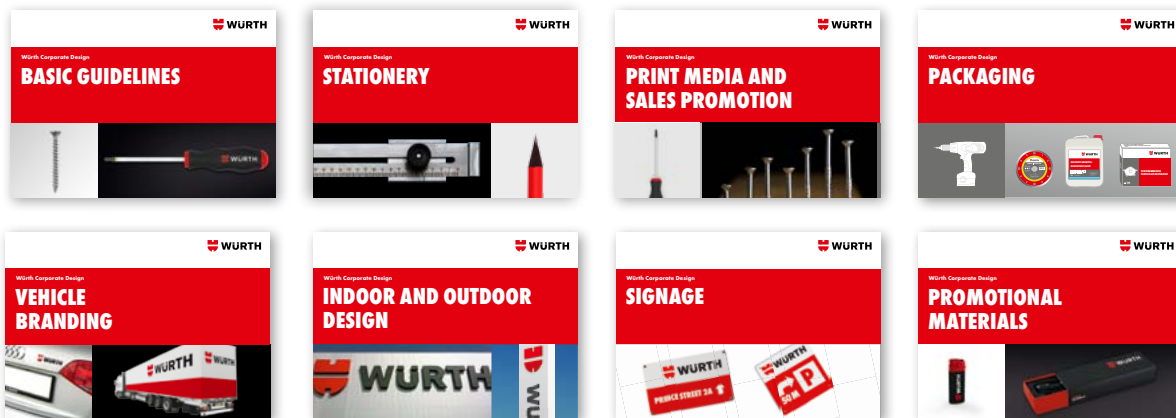
**10. TECHNICAL ILLUSTRATIONS**

**11. FASTY**

## CORPORATE DESIGN INTERPLAY OF GUIDELINES

The Basic Guidelines describe the basic elements of our corporate design and provide a general overview of the rules that apply to all media. Detailed rules and specifications are provided in our media-specific guidelines.

## ALL GUIDELINES AT A GLANCE



# 1. INTRODUCTION VISUAL IDENTITY



**WÜRTH**

## WÜRTH VARIFIX

10/11

**6,60**

**41,70**

**Neu! Hier auch ein Stecksystem für Slim Light L und XL.**

Bestell-Nr.	Bezeichnung	Stückzahl	Preis	Netto	Brutto
1	...	...	...	...	...
2	...	...	...	...	...
3	...	...	...	...	...
4	...	...	...	...	...

**WÜRTH**

## CARGO KAMPANJE

**NYHET!**  
Pris från **498,-**

**DER PARTNER**  
Das Magazin für Würth Partner Kunden  
01. März 2010

**LOREM IPSUM DOLOR**  
Das ist kein geheimer Text 27

**SIT AMET CONSETETUR**  
Das ist kein geheimer Text 28

**WÜRTH**

## INTERN BRIEF

Mitteilung für die Außendienst- und Niederlassungsmitarbeiter  
Nr. 359 Ausgabe 11.08

**GUARDISCH SED DENETUR**  
Verstärkt durch verstärkte Aluminium... Seite 27

**LUTEM IN VULBUT**  
Produkt von... Seite 28

**WÜRTH**

## KONTAKT INTERN

Das Würth Mitarbeitermagazin  
Nr. 128 Ausgabe 01.07. Jahrgang 18

**LOREM IPSUM**  
Cetero volutpat... Seite 12

**GUARDISCH SED DENETUR**  
Verstärkt durch verstärkte Aluminium... Seite 27

**COMMOLE PRAES**  
Produkt von... Seite 28

Wir sind stolz darauf, die Qualität der Produkte zu gewährleisten.

**WÜRTH**

**FAX**

Anschrift: Würth GmbH & Co. KG, Postfach 10150, D-97082 Würth, Deutschland  
Telefon: +49 9342 94-1111  
Telefax: +49 9342 94-1112  
E-Mail: [service@wuerth.de](mailto:service@wuerth.de)

**Ständerteil: BriteFlex® Lorem Ipsum**

Sehr geehrte Damen und Herren,

Wir freuen uns, Ihnen das neue Produkt BriteFlex® vorstellen zu können. Dieses Produkt ist ein innovatives Werkzeug, das Ihnen bei Ihrer Arbeit sehr viel Freude bereiten wird. Es ist leicht zu bedienen und sehr effektiv. Wir sind sicher, dass Sie es bald in Ihrem Unternehmen einsetzen werden. Bitte kontaktieren Sie uns, wenn Sie weitere Informationen benötigen.

Mit freundlichen Grüßen,  
Markus Mustermann

**Prof. Dr. Markus Ipsum-Mustermann**  
Musterfunktion

Würth GmbH & Co. KG, D-97082 Würth, Deutschland  
Telefon: +49 9342 94-1111  
Telefax: +49 9342 94-1112  
E-Mail: [service@wuerth.de](mailto:service@wuerth.de)

**WÜRTH**

09/2010

## PROFI EXPRESS

per Seite für **299,-**

**PROFI NEWS**  
Angebot des Monats August 2009

**NEU!**  
Griff aus  
Strom für

**WÜRTH**

## WÜRTH CONSTRUCTION

10/11

**Letters**

**DILIGENCE. FAIRNESS. HIGH-QUALITY WORK.**

Maximaler Arbeitsschutz durch die neuen Werte des Partnerclubs.

**Marketing, Not Management**  
Innovative Produkte sind die Grundlage für den Erfolg eines Unternehmens. Die Würth-Gruppe ist ein Paradebeispiel für den Erfolg durch Innovation und Qualität. Wir sind stolz darauf, unsere Kunden mit den besten Produkten zu versorgen.

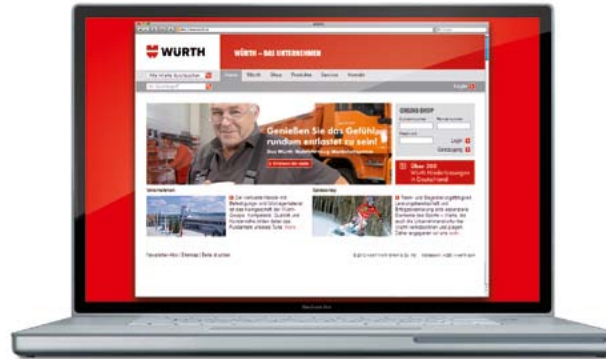
**Definition**  
Die Würth-Gruppe ist ein globaler Konzern, der in über 100 Ländern tätig ist. Wir sind stolz darauf, unsere Kunden mit den besten Produkten zu versorgen.

**WÜRTH**

## DEM FEUER GRENZEN SETZEN.

**JETZT GRATIS**  
Informationsmaterialien  
Bestell-Nr. 1000/113 2900  
oder per Mail  
[service@wuerth.de](mailto:service@wuerth.de)

# 1. INTRODUCTION VISUAL IDENTITY



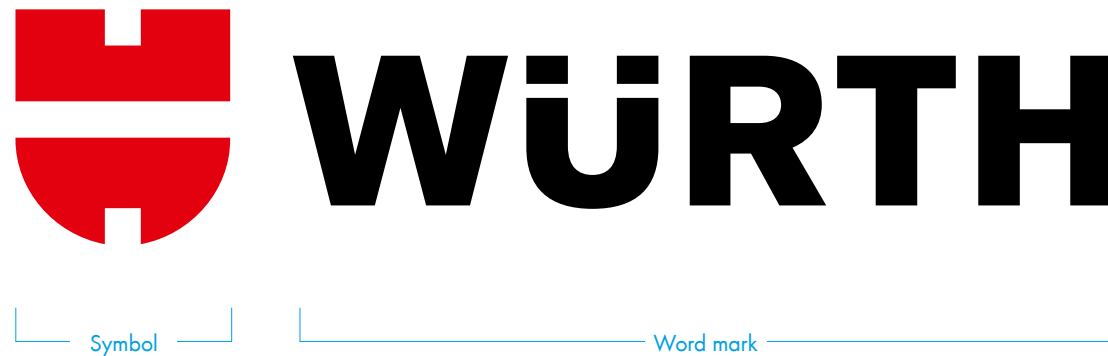
# **2. BRAND MARK**

## 2. BRAND MARK





## 2. BRAND MARK THE LOGO



Our logo represents our brand values. It stands for high quality and our craft. The revised version places greater emphasis on the origins of our logo and makes our brand name far easier to read. The new Würth logo consists of the symbol and word mark, which may never be used separately. The logo may not be redrawn or modified in any way. It is a key element in all communication designed with the Würth visual identity – a unique, confident and distinctive means of identifying the Würth brand. For this reason, the Würth logo may only be used in the defined colours and sizes as specified in the following pages.

## 2. BRAND MARK COLOUR VERSIONS



Preferred logo on a white background



Red and white (reverse) logo on a black background. Used on black products, for example.



Our preferred logo version is red and black on a white background because it can be used consistently in nearly all media. Its striking look promotes the recognition of the brand. This version is generally used in our communication. The reverse red and white version on a black background may be used on products, promotional items and clothing if necessary.

## 2. BRAND MARK COLOUR VERSIONS



White (reverse) logo on a red background. Used on red products, for example.



It is possible to use a white logo on a red background on products, promotional items and clothing. In exceptional cases, the white logo may also be used on backgrounds in other colours (e.g. if the products require colour coding).

## 2. BRAND MARK COLOUR VERSIONS



Black logo on a white background. Used on one-colour print media, e.g. fax sheets.

The black logo on a white background is only used on one-colour print media, e.g. fax sheets or labels.



### Minimum size for all colour versions



The minimum height for the logo is 4 mm in any colour version.

## 2. BRAND MARK SPECIAL VERSIONS



Sponsoring logo. Used for sponsoring media in extremely wide landscape formats.



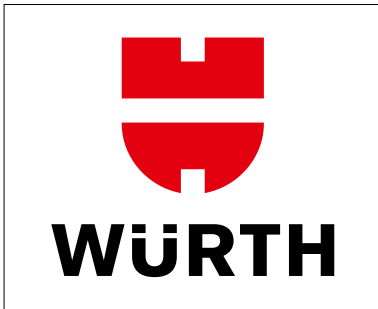
Special versions of the logo may only be used for large-scale sponsoring media designed to be viewed from long distances (e.g. hoardings) or applications in which the logo height must be smaller than 4 mm (e.g. small tools). In these cases, the height of the word mark is adapted to that of the symbol.



Small logo version. Used only if the logo height must be less than 4 mm.



## 2. BRAND MARK CENTRED VERSIONS



Centred logo



Centred logo, Outline



Centred logo, without Outline, neg.

The centered logo is only used for square-shaped applications, such as for sport sponsorships and portrait format signs, where the available space can be used better and/or more cost-effectively. For a higher visibility in TV-relevant areas, our logo symbol is bordered by a white outline that measures 5% of the logo height.

Depending on the background colors, we illustrate our trade mark in a red-black or red-white version.

We merely use the reverse white logo on red backgrounds.



Das zentrierte Markenzeichen wird nicht zum Download angeboten. Jede Nutzung muss ausdrücklich von der Zentrale freigegeben werden.

## 2. BRAND MARK FILE FORMATS

	4C/CMYK	Pantone 1795	HKS 14	RGB	SW
STANDARD LOGO	 WRT_Linie_CMYK_pos.eps	 WRT_Linie_P1795_pos.eps	 WRT_Linie_HKS14_pos.eps	 WRT_Linie_RGB_pos.eps	 WRT_Linie_1C_pos.eps
	 WRT_Linie_CMYK_neg.eps	 WRT_Linie_P1795_neg.eps	 WRT_Linie_HKS14_neg.eps	 WRT_Linie_RGB_neg.eps	 WRT_Linie_1C_neg.eps
SPONSORING LOGO	 WRT_Linie_W_CMYK_pos.eps	 WRT_Linie_W_P1795_pos.eps	 WRT_Linie_W_HKS14_pos.eps		
	 WRT_Linie_W_CMYK_neg.eps	 WRT_Linie_W_P1795_neg.eps	 WRT_Linie_W_HKS14_neg.eps		
SMALL LOGO	 WRT_Linie_K_CMYK_pos.eps	 WRT_Linie_K_P1795_pos.eps	 WRT_Linie_K_HKS14_pos.eps	 WRT_Linie_K_RGB_pos.eps	 WRT_Linie_K_1C_pos.eps
	 WRT_Linie_K_CMYK_neg.eps	 WRT_Linie_K_P1795_neg.eps	 WRT_Linie_K_HKS14_neg.eps	 WRT_Linie_K_RGB_neg.eps	 WRT_Linie_K_1C_neg.eps

WRT\_Linie\_CMYK\_pos.eps



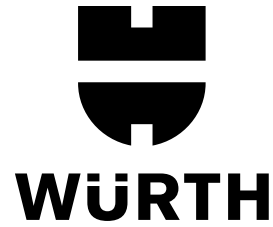
The corresponding artwork files must always be used to reproduce the logo. These are available for downloading at [www.wuerth.com/cd](http://www.wuerth.com/cd).

Ohne Outline

Mit Outline



Zentriertes Logo ohne outline\_CMYK\_pos.eps



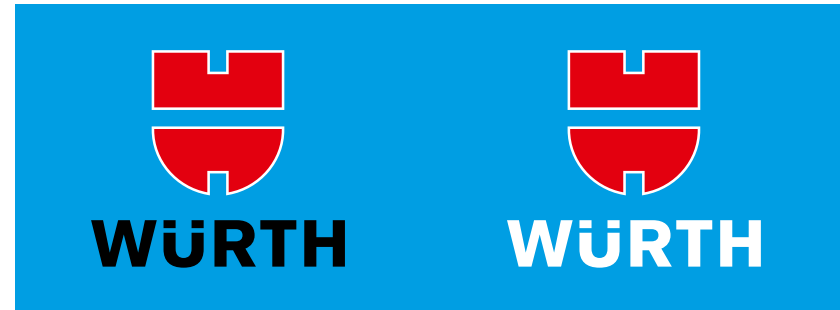
Zentriertes Logo ohne outline\_1C\_pos.eps



Zentriertes Logo ohne outline\_1C\_neg.eps



Zentriertes Logo ohne outline\_CMYK\_neg.eps



Zentriertes Logo outline\_HKS14\_pos.eps

Zentriertes Logo outline\_HKS14\_pos.eps

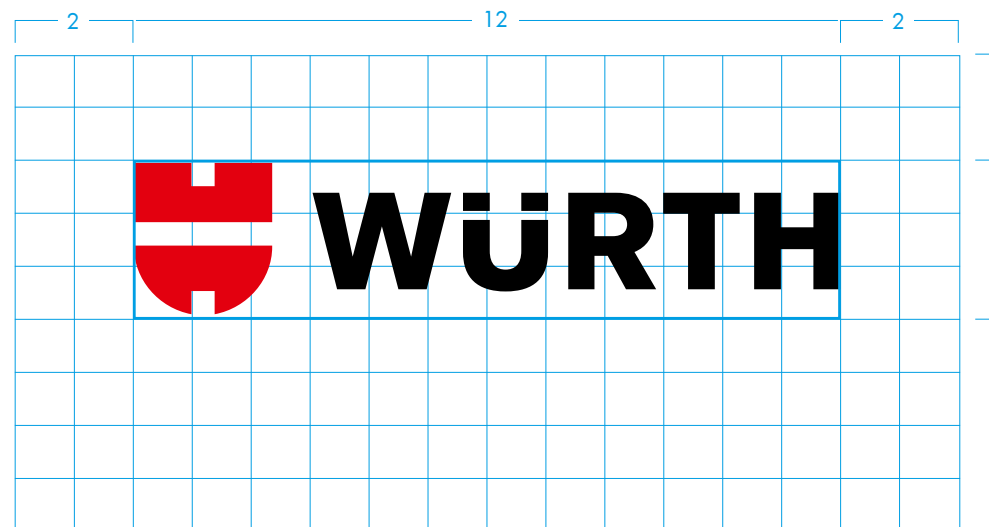
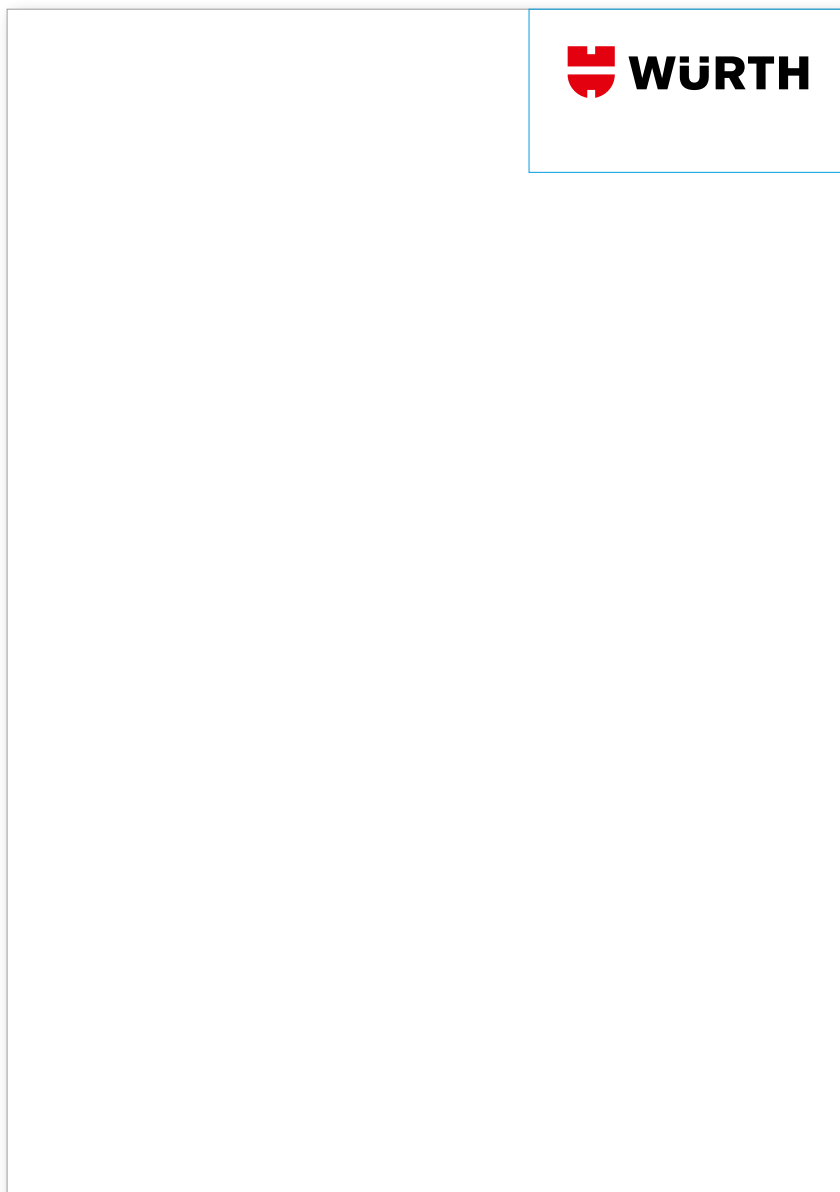
CENTRED LOGO

# Zentriertes Logo ohne outline\_1C\_neg.eps





## 2. BRAND MARK POSITION, SIZE AND FREE SPACE



When used in print media, the logo is always 12 grid units wide. It is positioned at the top right corner of the format, 2 grid units away from the top and right edges of the format.

No other elements may be positioned within the free space surrounding the logo. The free space measures 2 grid units to the left and 4 grid units below the logo.

The position and size of the logo are defined and may not be modified. Some media feature the logo in different sizes and positions. These specifications are explained in the corresponding guidelines.

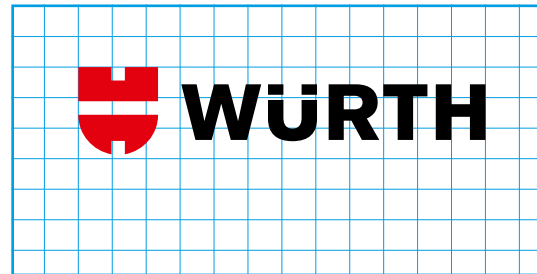
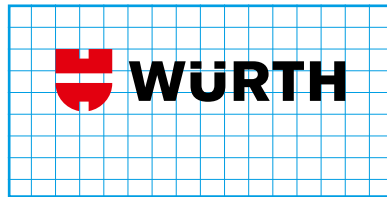
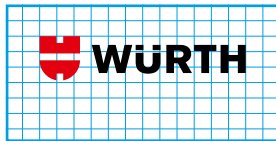
## 2. BRAND MARK SIZE ON DIFFERENT FORMATS

DIN A5, DIN long  
and smaller

DIN A4

DIN A3

DIN A2



Logo width (12 grid units):

**42 mm**

**60 mm**

**84 mm**

**120 mm**

Different sizes are used in certain media. These specifications are explained in the corresponding guidelines.

## 2. BRAND MARK FREE SPACE



Free space



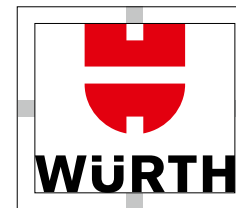
Free space for sponsoring logo, small logo version



If the logo is used on sponsoring or digital media, promotional materials, clothing or products, the minimum distance between the logo and the format edge or other layout elements should correspond to the height of the lower half of the symbol.



Smaller free space for the small logo



Free space for the centred logo

A smaller free space corresponding to the gap in the top half of the symbol may only be used with the centred logo or especially small applications in which the defined free space cannot be accommodated.

## 2. BRAND MARK DON'TS



Don't use other logo colours



Don't use new logo versions



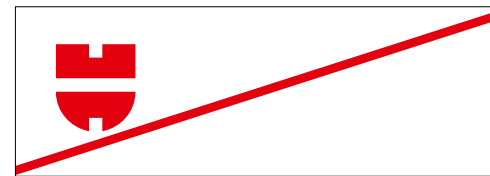
Don't use other logo proportions



Don't use body type



Don't distort the logo



Don't use the symbol on its own



Don't change the distances between the elements



Don't tilt the logo



Don't use the logo on a background image



Don't use a 3-D version on 2-D media



Don't use the word mark on its own

The brand mark is the strongest element we have to promote brand awareness and set ourselves apart from the competition. For this reason, it must be used consistently in all applications. The above examples show incorrect uses of the logo that must be avoided.

# 3. COLOURS

### 3. COLOURS

The corporate colour Würth Red gives our visual identity its characteristic appearance and is used extensively in all media. We use our primary colours, white, dark grey, grey and light grey, to complement Würth Red. The interplay of the corporate colour and primary colours gives our corporate design a fresh and vibrant look.



## CORPORATE COLOUR

### Würth Red

Pantone 1795  
HKS 14  
CMYK 0/100/100/0  
RGB 204/0/0  
Web CC0000  
RAL 3020

## PRIMARY COLOURS

### Würth Black

Pantone Process Black  
CMYK 0/0/0/100  
RGB 0/0/0  
Web 000000  
RAL 9017

### Würth Dark Grey

Pantone 424  
CMYK 0/0/0/70  
RGB 96/93/92  
Web 605D5C  
RAL 7043

### Würth Grey

Pantone 422  
CMYK 0/0/0/40  
RGB 149/149/149  
Web 959595  
RAL 7042

### Würth Light Grey

Pantone 427  
CMYK 0/0/0/10  
RGB 222/222/222  
Web DEDEDE  
RAL 7047

### Würth White

CMYK 0/0/0/0  
RGB 255/255/255  
Web FFFFFFFF

## HIGHLIGHTING COLOURS



### Würth Cyan

Pantone Process Cyan  
CMYK 100/0/0/0  
RGB 0/147/221  
Web 009EE0



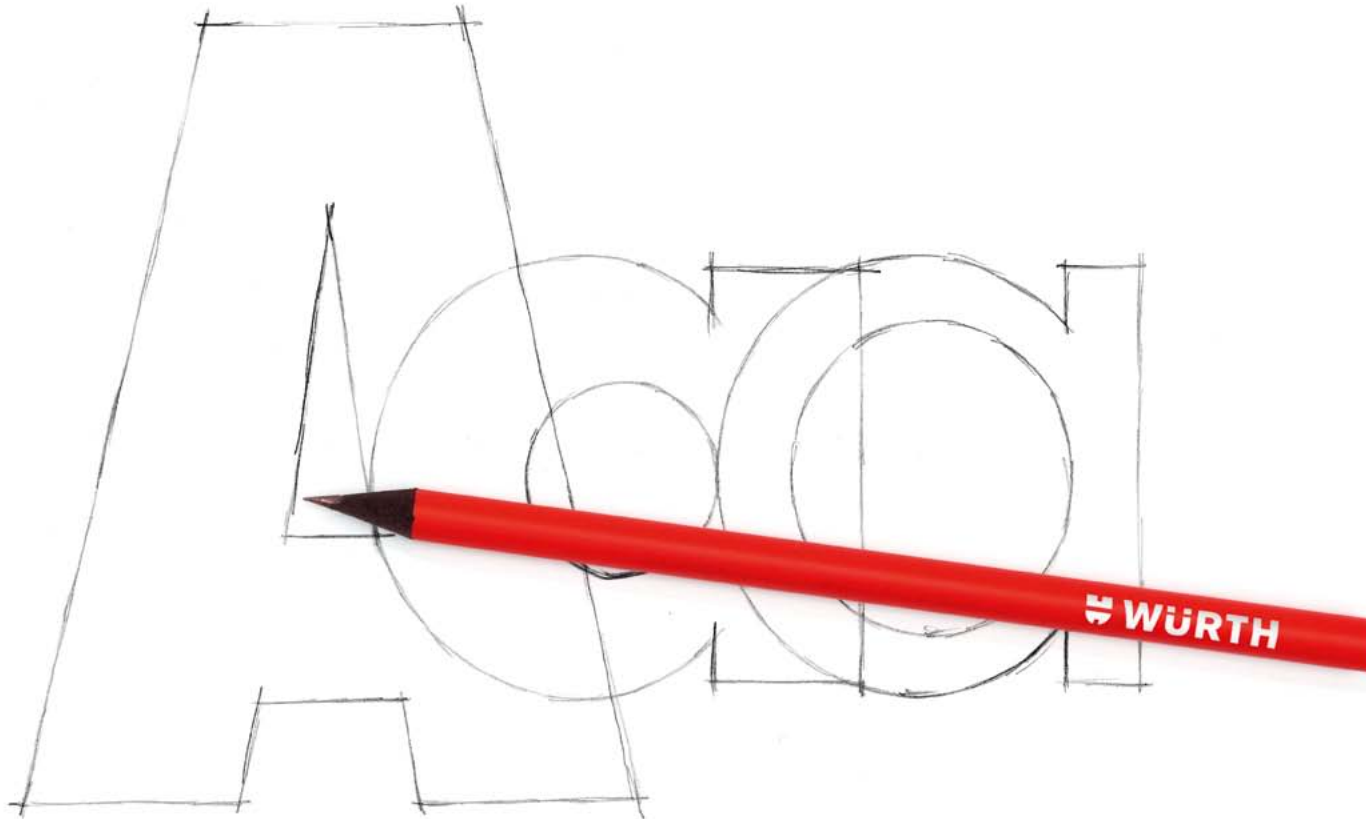
### Würth Green

Pantone 390  
CMYK 22/0/100/8  
RGB 186/196/5  
Web B9C900

When combined, our colours convey the strength and quality of our brand and create our characteristic look. This is why it is essential that they be used consistently in all applications. Würth Red and our primary colours are used to create striking background areas. Würth Red, black and white are also used for typography. Our highlighting colours cyan and green are only used for inserts, tables and charts. To ensure that the colours always have a consistent appearance, the sRGB IEC 61966-1.2 profile should be used when creating or editing RGB files.

# 4. TYPOGRAPHY





Our typeface is our signature – an essential part of our visual identity. In order to create a distinctive visual identity that people recognise at first glance, it must be used consistently. This is why we have developed a simple system of just three typestyles which are used in all media.

# WUERTH EXTRA BOLD COND

ABCDEFGHIJKLMN OPQRSTUVWXYZ 1234567890 **FOR HEADLINES AND TITLES**

---

# Wuerth Bold

abcdefghijklmnopqrstu vwxyz1234567890 **for toplines, sublines, subheadlines, highlighting and emphasis**

---

# Wuerth Book

abcdefghijklmnopqrstu vwxyz1234567890 **for body copy, page numbers, table contents and margins**

---

Wuerth Extra Bold Cond is the powerful typeface we use for main headlines and titles. We **use only the uppercase characters** of this typeface, which people immediately recognise and associate with our brand. The Wuerth Book and Wuerth Bold typestyles are used for all other text elements. The streamlined, geometric shape of this typeface makes a simple, reliable and professional impression. All text elements are always left-aligned with a character spacing of 0.

## 4. TYPOGRAPHY ON DIFFERENT COLOURS

### Würth Red

**LOREM IPSUM**

Body copy and headlines are white against a Würth Red background. Black can also be used for headlines.

Duis autem vel eum iriure **dolor in hendrerit** in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

### Black (on products, packaging and images)

**LOREM IPSUM**

Body copy and headlines are white against a black background. Würth Red can also be used for headlines.

Duis autem vel eum iriure **dolor in hendrerit** in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

### White

**LOREM IPSUM**

Body copy and headlines are black against a white background. Würth Red can also be used for headlines. Duis autem vel eum iriure **dolor in hendrerit** in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

### Light grey (10%)

**LOREM IPSUM**

Body copy and headlines are black against a light grey background. Würth Red can also be used for headlines. Duis autem vel eum iriure **dolor in hendrerit** in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

### Grey (40%)

**LOREM IPSUM**

Body copy and headlines are black against a grey background. White can also be used for headlines.

Duis autem vel eum iriure **dolor in hendrerit** in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.

### Dark grey (70%)

**LOREM IPSUM**

Body copy and headlines are set only in white against a dark grey background. Duis autem vel eum iriure **dolor in hendrerit** in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Lorem ipsum sit dolor.

The Würth corporate and primary colours may be used as the backgrounds for typography. The type may be black, white or red only. The colour used for the headline is usually the same as the body copy. A second headline colour defined for each background colour may be used with the main headline colour. Exception: Only white type may appear on dark grey backgrounds.

# **5. GRID/ LAYOUT PRINCIPLE**

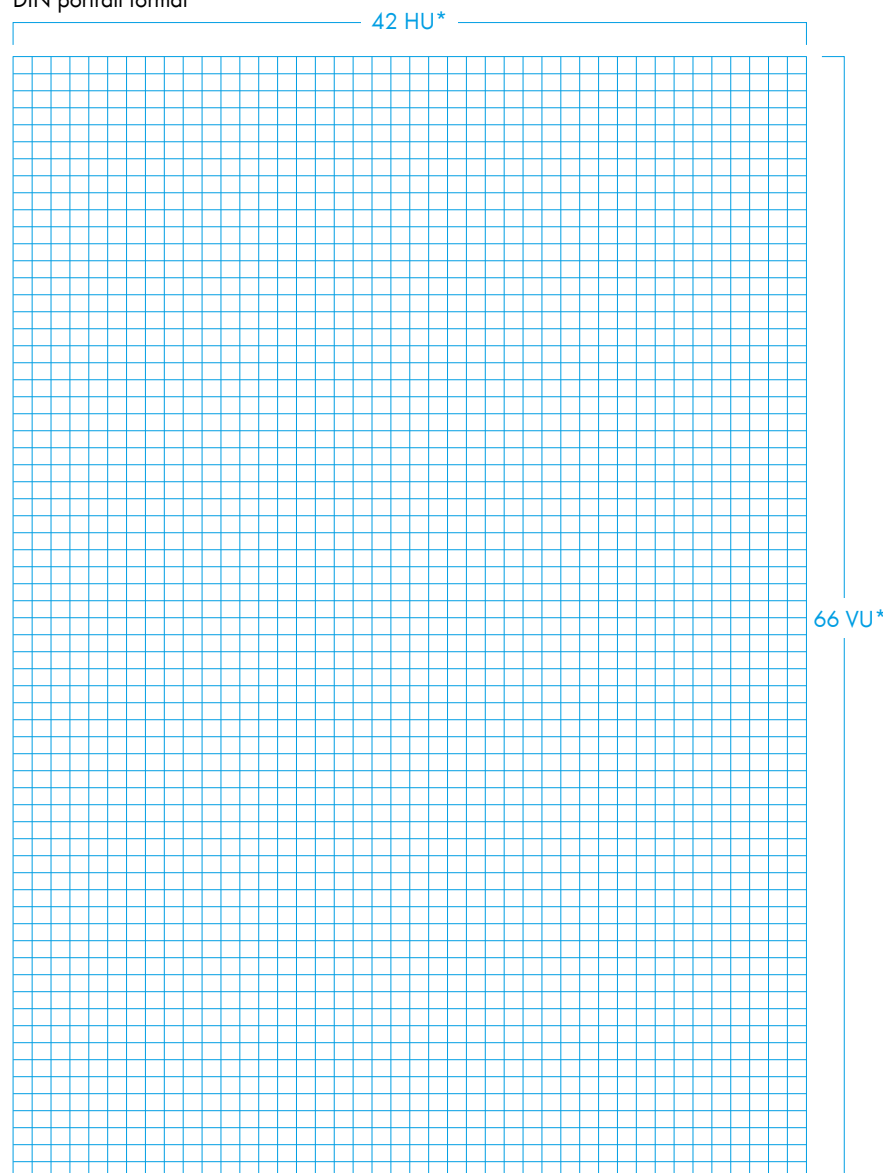
## 5. GRID/LAYOUT PRINCIPLE



Grids provide the basis for our design. They give us the flexibility to be creative. Together with the layout principle, they also ensure that all applications are consistent with our defined visual identity.

## 5. GRID/LAYOUT PRINCIPLE THE GRID

DIN portrait format



Our design grid consists of vertical baseline grid units (VU) and horizontal column grid units (HU). The sizes of these grid units differ in each format. Every DIN portrait format is divided into 42 horizontal and 66 vertical grid units. The grid is scaled to the next largest DIN format by multiplying the size by  $\sqrt{2}$ .

Example: DIN A4:  $\downarrow$  1 VU = 4.5 mm /  $\rightarrow$  1 HU = 5 mm

DIN A3:  $\downarrow$  1 VU =  $(4.5 \times \sqrt{2}) = 7 \text{ mm}$  /  $\rightarrow$  1 HU =  $(5 \times \sqrt{2}) = 6.363 \text{ mm}$

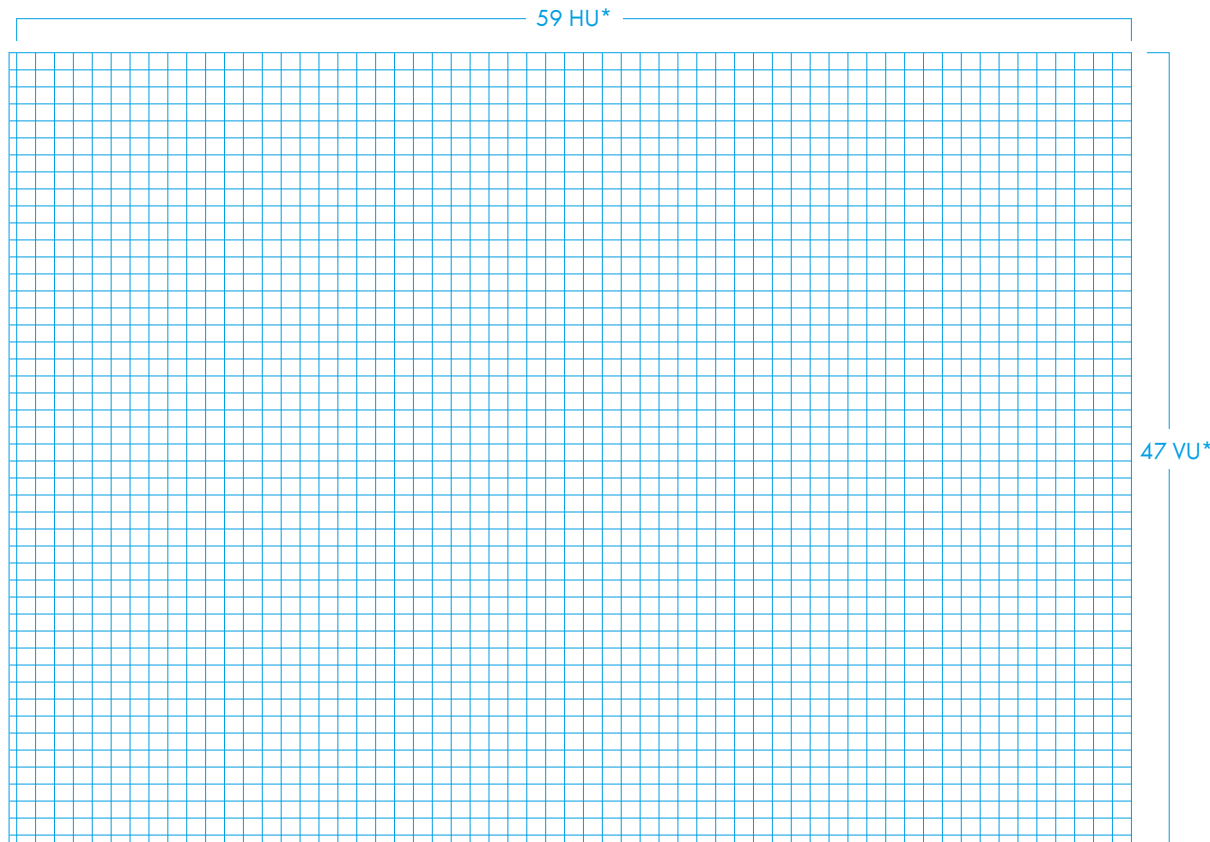
### Grid units for DIN formats

	Horizontal grid unit (HU)	Vertical grid unit (VU)
DIN A5/DIN long	3.5 mm	3.181 mm
DIN A4	5 mm	4.5 mm
DIN A3	7 mm	6.363 mm
DIN A2	10 mm	9 mm
DIN A1	14 mm	12.742 mm
DIN A0	20 mm	18 mm

\* HU = horizontal grid units, VU = vertical grid units

## 5. GRID/LAYOUT PRINCIPLE THE GRID

DIN landscape format

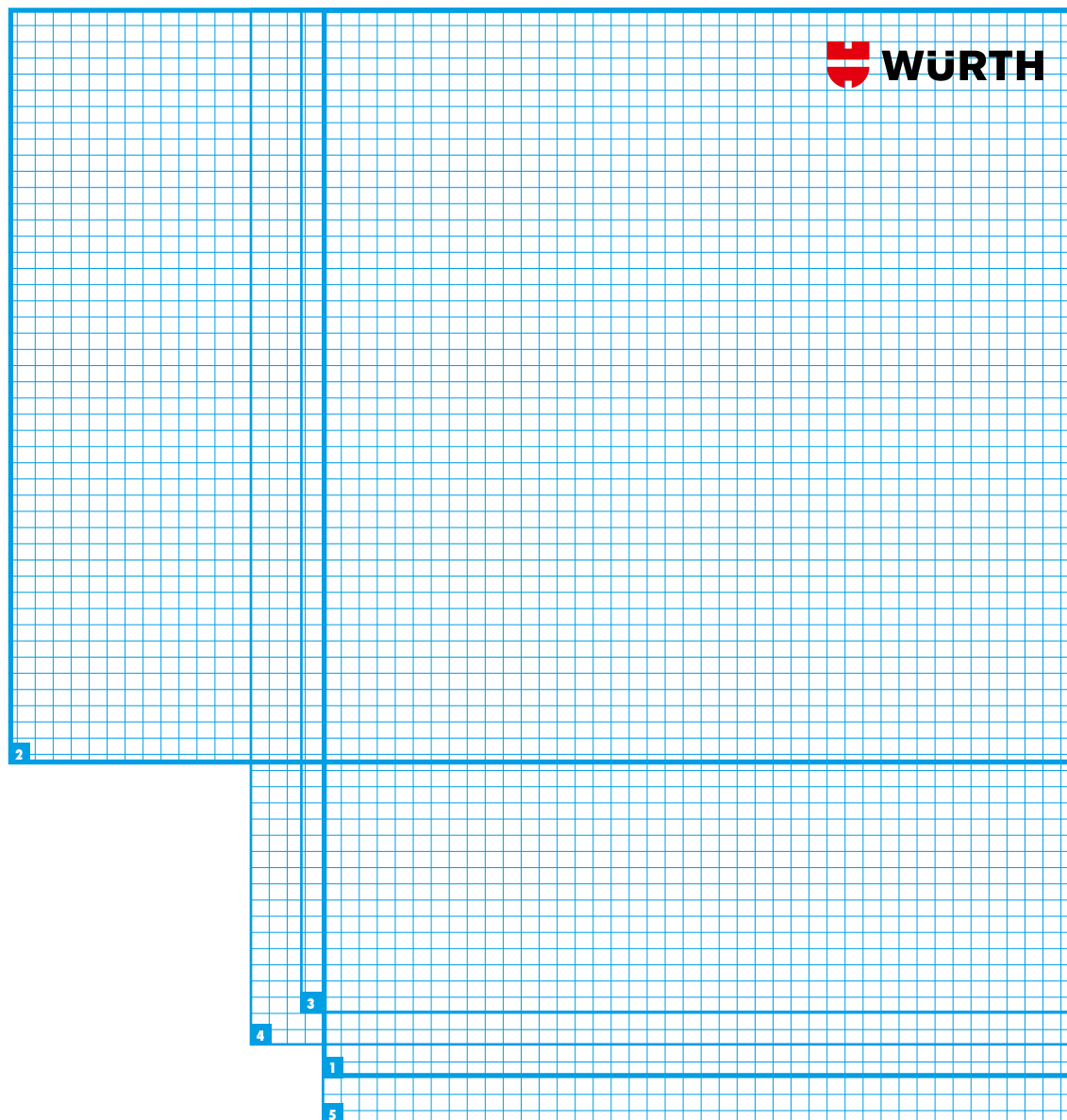


The vertical and horizontal grid units are also used for landscape formats. Each DIN landscape format is divided into 59 horizontal grid units and 47 vertical grid units. Incomplete grid units that are smaller than half of one grid unit are not counted. If the incomplete unit is larger than half of the defined grid unit, it is rounded up and counted as an entire unit.

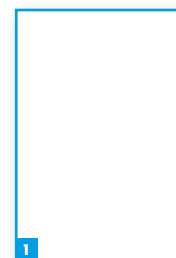
Example DIN A4:  $\square$  1 VU = 4.5 mm /  $\square$  1 HU = 5 mm

\* HU = horizontal grid units, VU = vertical grid units

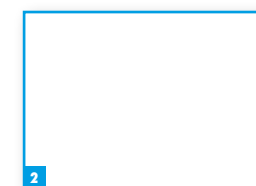
## 5. GRID/LAYOUT PRINCIPLE THE GRID ON NON-DIN FORMATS



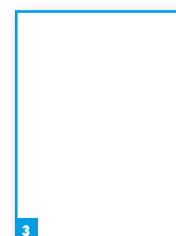
The grid unit size is defined for each DIN format. If the layout is created in a non-DIN format, the grid unit size of the closest DIN format should be used. The basis for comparison is the format area.



DIN A4 portrait



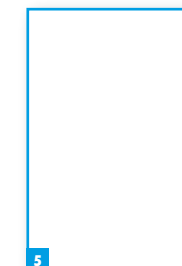
DIN A4 landscape



US letter  
216 x 279 mm



230 x 288 mm



210 x 310 mm

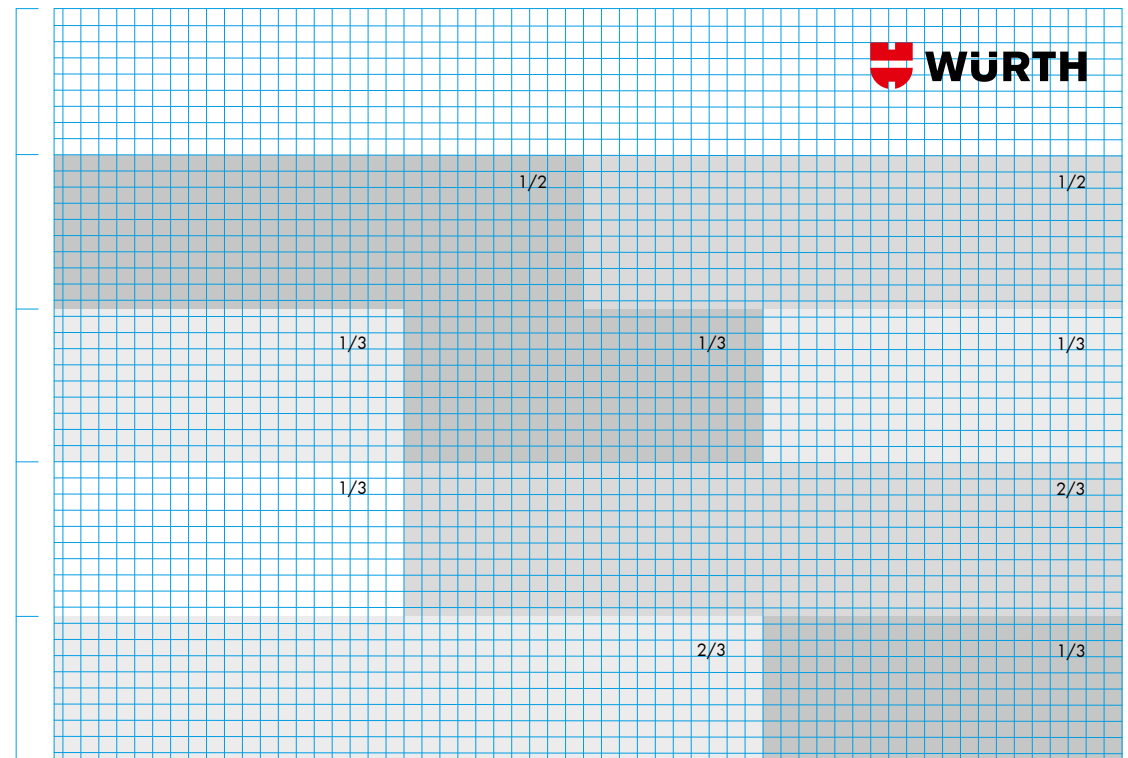
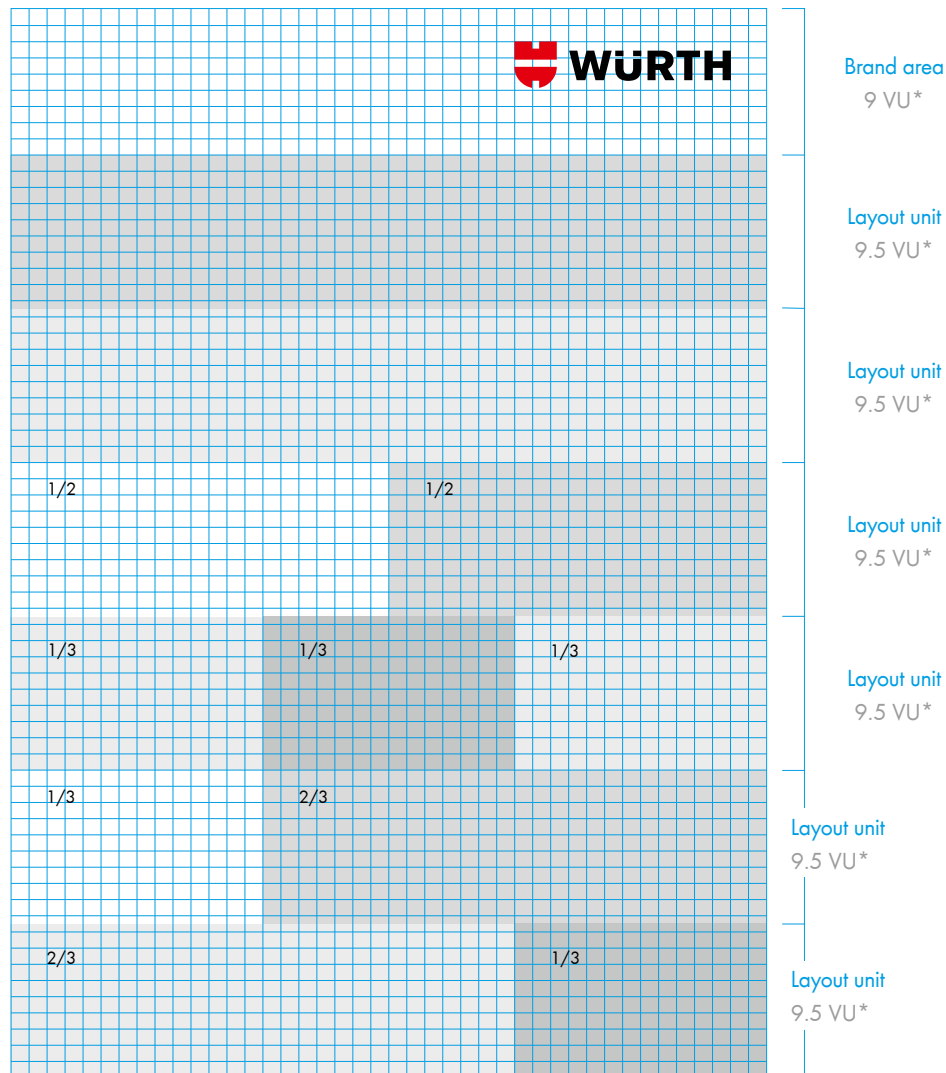


## 5. GRID/LAYOUT PRINCIPLE THE LAYOUT PRINCIPLE



Our versatile layout system organises all elements into individual areas positioned in relation to the brand area. These layout units can be combined in a variety of ways to create our flexible and unique visual identity.

## 5. GRID/LAYOUT PRINCIPLE THE LAYOUT PRINCIPLE

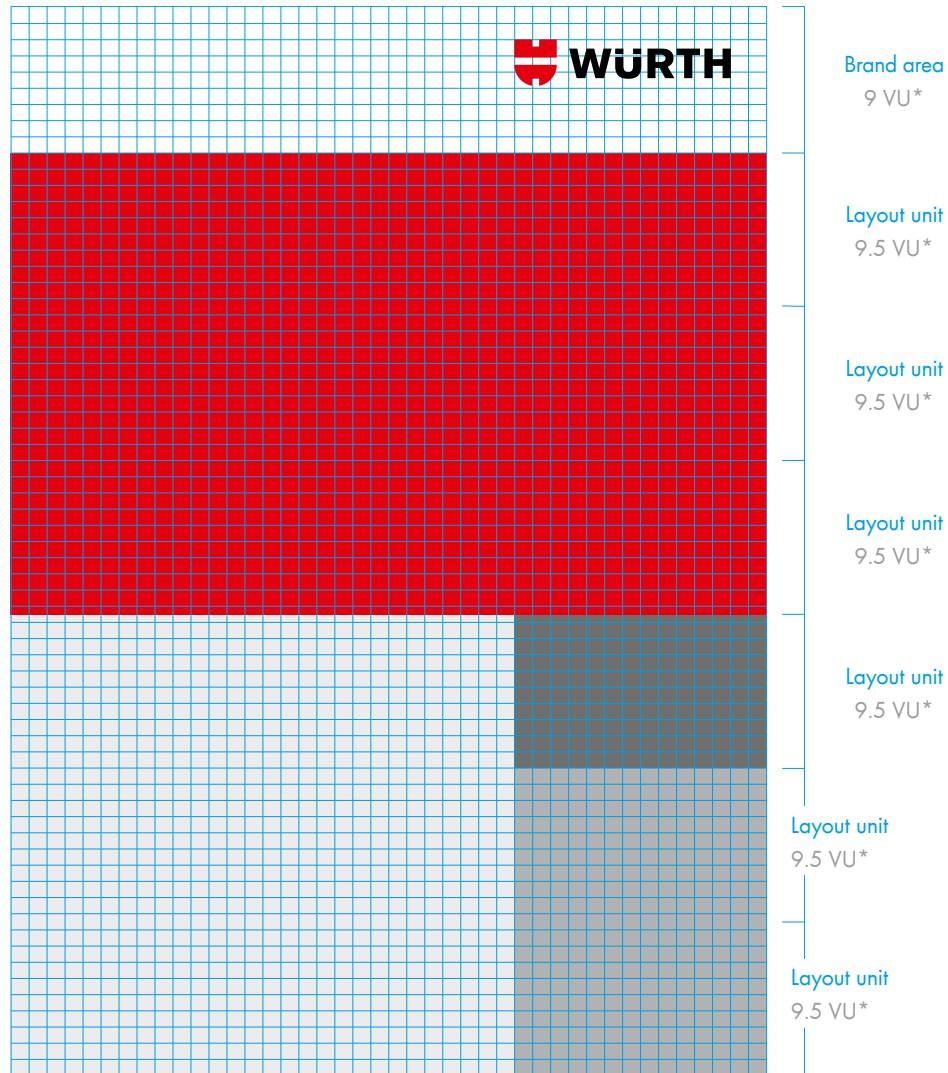


The height of the brand area is always 9 vertical grid units (VU). The individual layout units each take up 9.5 VU. This means that each DIN portrait format contains 6 layout units, and each DIN landscape format consists of 4 layout units. One or more layout units can be used to form the areas for the various design elements. The units can also be divided in half or in thirds horizontally to create different arrangements.

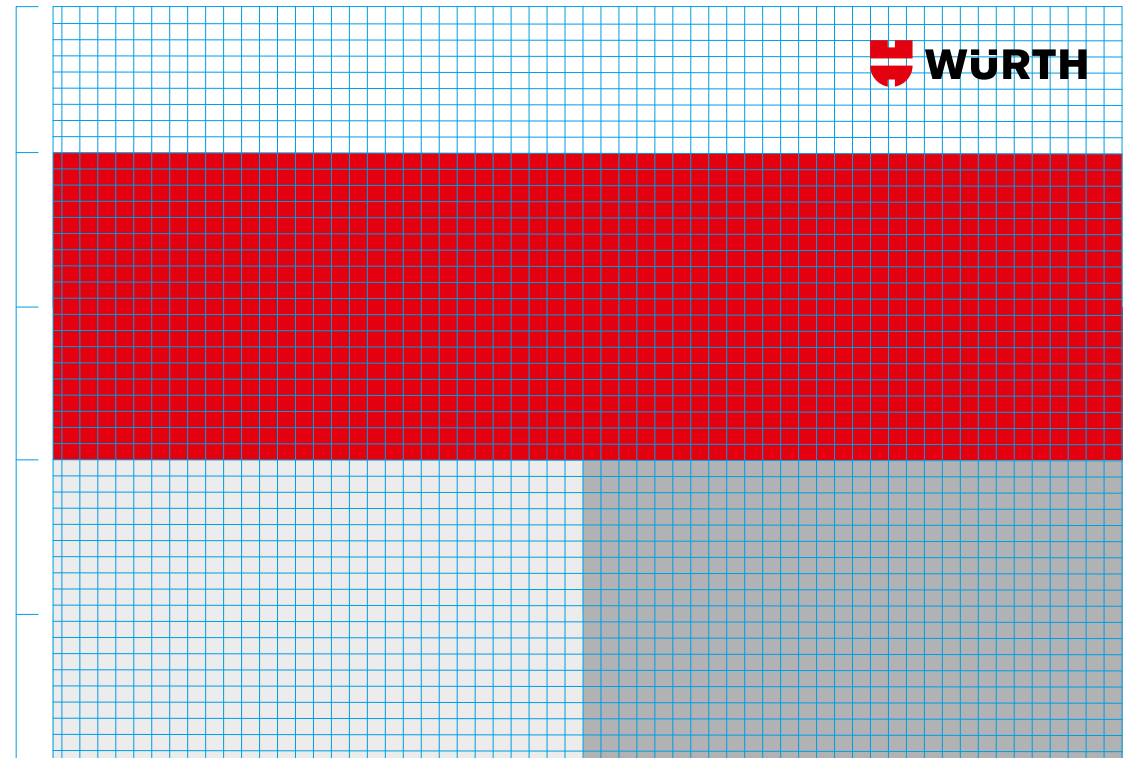
\* VU = vertical grid units

## 5. GRID/LAYOUT PRINCIPLE THE LAYOUT PRINCIPLE

Sample layout division, DIN portrait format



Sample layout division, DIN landscape format

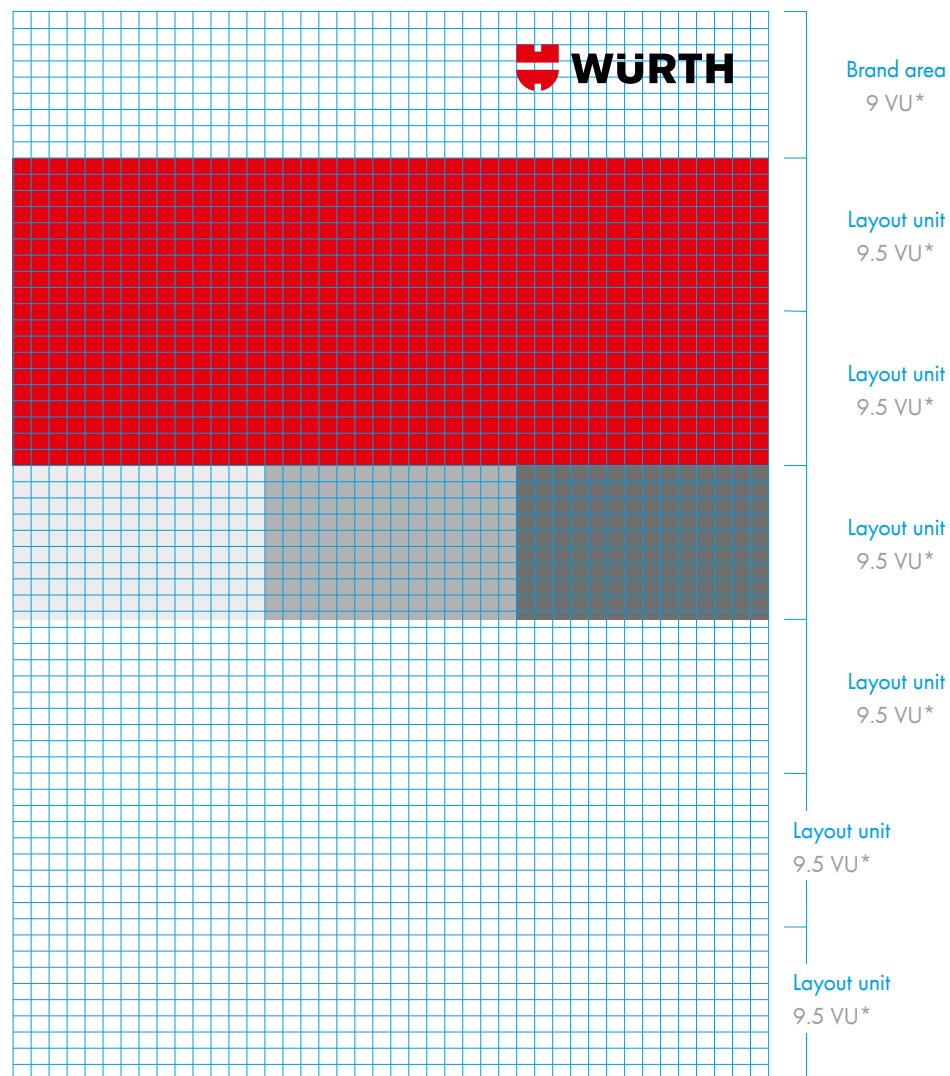


The areas provide space for text elements, photos or illustrations. The individual layout units can be adapted to suit each type of content.

\* VU = vertical grid units

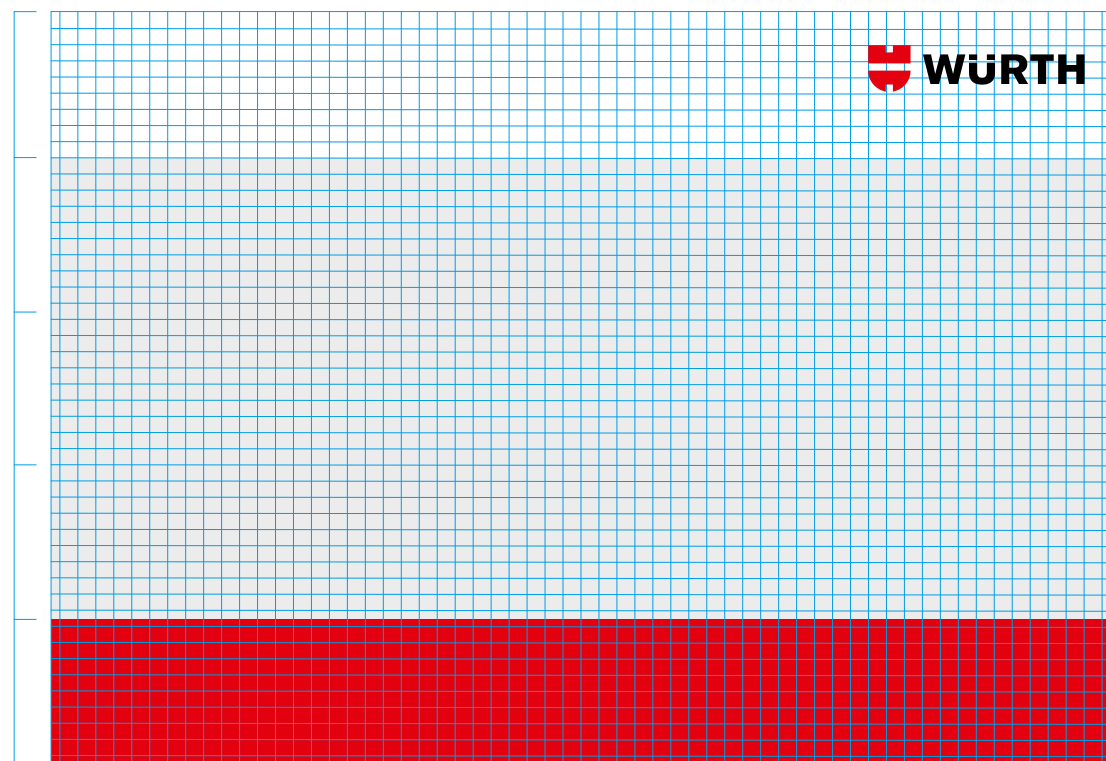
## 5. GRID/LAYOUT PRINCIPLE THE LAYOUT PRINCIPLE

Sample layout division, DIN portrait format



\* VU = vertical grid units

Sample layout division, DIN landscape format



This layout system is suitable for all applications, from corporate advertisements to detailed sales publications.

# 6. IMAGERY

## 6. IMAGERY



Images are an important part of Würth's communication. The pictures we use in our media reflect the identity of our brand. Our imagery is authentic, clear and demonstrates our close relationship with our customers. Würth Red is an important colour accent. Instead of creating this accent after the fact, it is a natural element of the image motif supplemented by white, black and other "clear" colours. The amount of red required in each image is not specified. This ensures that they always have an authentic feel and are not unrealistic or artificially colourful. The imagery should also include any colours that correspond to specific target groups.

## 6. IMAGERY MOOD BOARDS

### 1. Product in use



People are generally featured in images of Würth products in use. Depending on the desired impact, the image can show the entire person or zoom in on part of the body, even just the hand. This makes it possible to focus on the entire location or provide a close-up, detailed look. **Attributes:** in action, people or hands, functional and proactive

## 6. IMAGERY MOOD BOARDS

### 2. Catalogue product



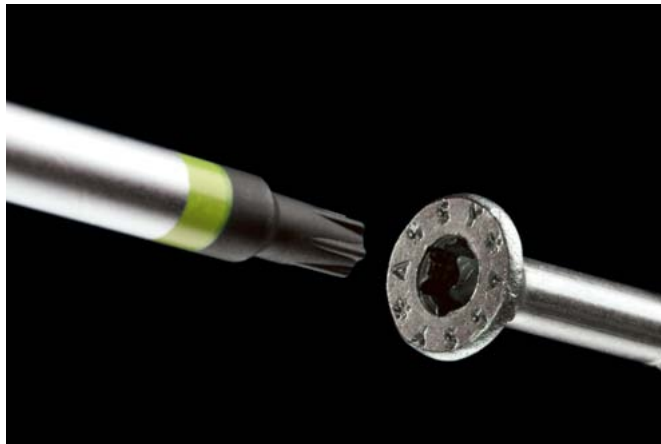
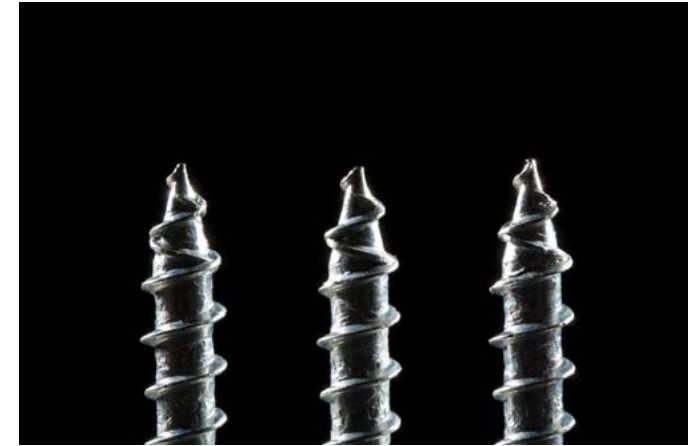
Our product communication features uncomplicated, detailed, objective and informative images of our products. The images are precise and in sharp focus, with a clear and straightforward composition. Each product is shown on a white background with natural shadows (no mirroring). It is also possible to use dark backgrounds (black or dark grey). The product images should be shot from above or the side. It is also possible to use a different angle if this makes the function of the product more obvious.

**Attributes:** organised, clean, high-tech, valuable, clear, not playful



## 6. IMAGERY MOOD BOARDS

### 3. Product in corporate photography



Our corporate photography uses a structured composition and limited colours to underscore the high quality of our products. Blurring can be integrated to create intriguing spatial perspectives. Corporate images can be taken in natural surroundings or a studio. **Attributes:** high-quality, elegant, aesthetic and confident

## 6. IMAGERY MOOD BOARDS

### 4. Customers, sales staff and people



The people in our images are friendly and optimistic partners who work with everyone as equals. Extreme high and low camera angles should be avoided. The people are shown in realistic situations, e.g. providing customer service or advice, or using our products and systems.

**Attributes:** open, communicative, dynamic, relaxed and distinctive

# **7. BRAND ARCHITECTURE**



The brand architecture organises and manages the Würth family of brands. It classifies the individual brands and products, creating a clear structure for customers and employees. The brand architecture allows us to design communication which meets our customer's specific needs while emphasising product benefits.

## Umbrella brand



### 1. Quality brands



### 2. System brands



Smile REPAIR



### 3. Associated brands



### 4. Distinctions



### 5. Product brands

**ECOFAST<sup>®</sup> ELMO<sup>®</sup> AMO<sup>®</sup> WÜPOFAST<sup>®</sup> TRIATHLON<sup>®</sup> REFILLO<sup>®</sup> EVAPOMAT<sup>®</sup> SAHARA<sup>®</sup>**  
**COOLIUS<sup>®</sup> JAMO<sup>®</sup> COMKIT<sup>®</sup> EVAPO<sup>®</sup> HHS<sup>®</sup> PINPULLER<sup>®</sup>**

A differentiation is made between the following levels in the Würth family of brands:

1. Quality brands, 2. System brands, 3. Associated brands, 4. Distinctions, 5. Product brands. The system and associated brands are separate from the Würth umbrella brand. Distinctions still look the same and are identified as product benefits. Product brands are integrated in the text and written in the corresponding typestyle.

None of the Würth brands use a slogan. The complete overview of the brand architecture is available for download at [www.wuerth.com/cd](http://www.wuerth.com/cd).

### Umbrella brand

---



#### 1. Quality brands

---

Quality brands identify especially exclusive products or products which provide a special benefit to the customer. They are used for the system, associated and product brands.

#### 2. System brands

---

System brands are those which specifically focus on providing a service to increase customer satisfaction.

#### 3. Associated brands

---

The associated brands unify especially innovative product groups with long-term strategic market potential and/or unique selling propositions as compared to the competition.

#### 4. Distinctions

---

Distinctions identify special features of a product or range.

#### 5. Product brands

---

The product brands stand only for individual products with long-term strategic market potential, strong innovation and/or unique selling propositions as compared to the competition.

## 7. BRAND ARCHITECTURE UMBRELLA BRAND



Preferred version



Reverse version, two colours



Reverse version, one colour

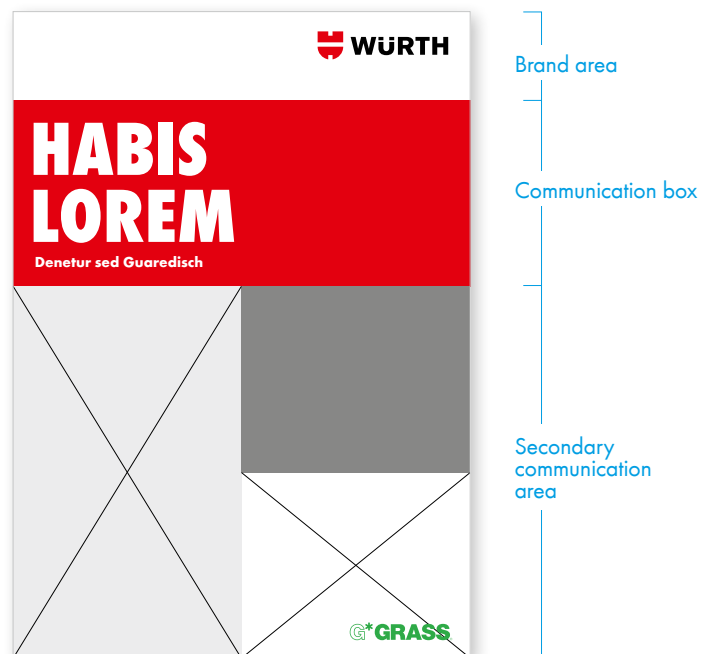


It is always clear that Würth is the voice behind the communication. The logo is featured on media of different shapes, colours and structures (2-D and 3-D).

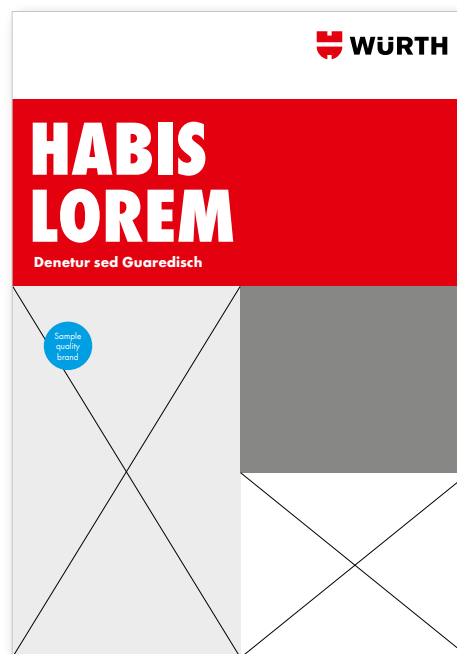
The preferred logo version is red/black on a white or neutral background. The defined small logo version is used for smaller applications in which the logo height is less than 4 mm (e.g. on small tools, see p. 15).



## System and associated brands



## Quality brands and distinctions



## Product brands



The system and associated brands, quality brands and product brands are always subordinate to the umbrella brand.

We differentiate between 2-D\* and 3-D\*\* applications.

The following rules apply for 2-D media:

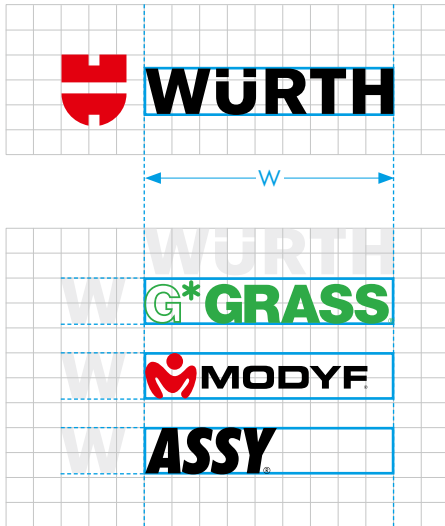
1. The defined logos and colours of the system as well as associated brands appear in the secondary communication area. The logos appear on background images or colours (never inside the red communication box).
2. Quality brands and distinctions are positioned like system and associated brands.
3. Product brands are integrated in the text and are written in the corresponding typestyle.

\*2-D media include print media, packaging and digital media, for example

\*\*3-D media include products, POS and displays, for example



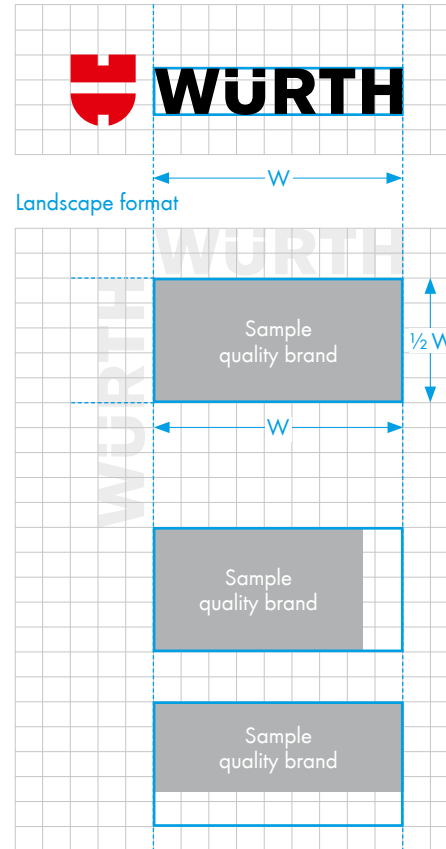
## System and associated brands



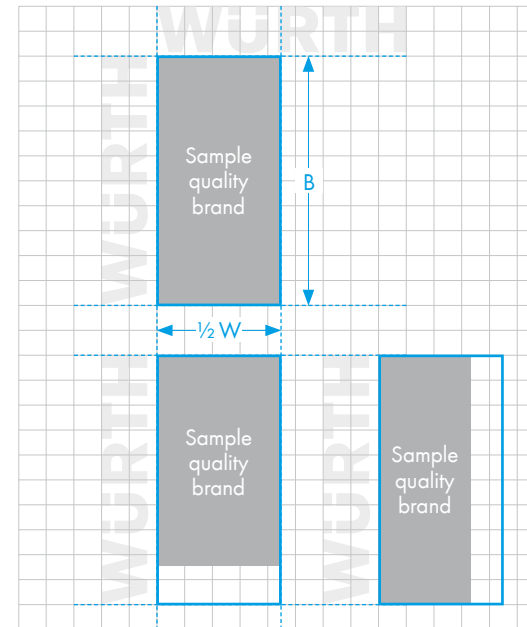
The following also applies for 2-D media:

1. The logos of the system and associated brands may be no larger than the word mark in the Würth logo. The rectangle surrounding the word mark defines the maximum dimensions of the system and associated brand logos.

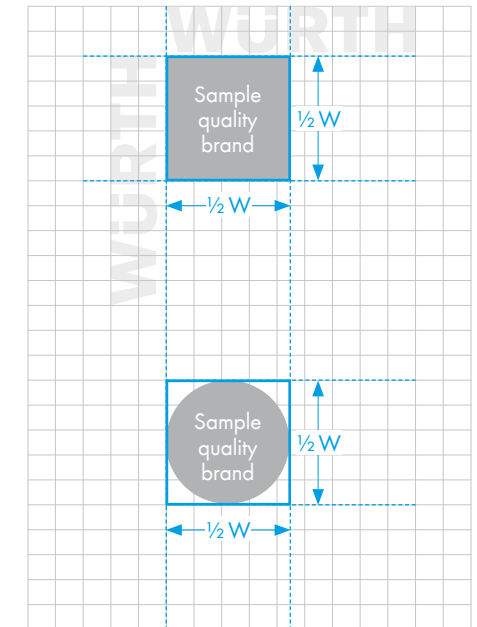
## Quality brands and distinctions



### Portrait format



### Square/circle



2. As promotional elements, the quality brands and distinctions can be presented in a variety of different sizes and positions within the secondary communication area. For landscape or portrait logos: the maximum width of the longer side of the logo may be no wider than the word mark (W). The shorter side may be a maximum of  $\frac{1}{2} W$ . The length or diameter of square or circular quality logos is no more than  $\frac{1}{2} W$ .

3. The size of the product brands matches the typography surrounding it.

# 7. BRAND ARCHITECTURE 2-D MEDIA – BROCHURES

Multiple brand publication  
(front cover featuring several brands)



Multiple brand publication (inside page)

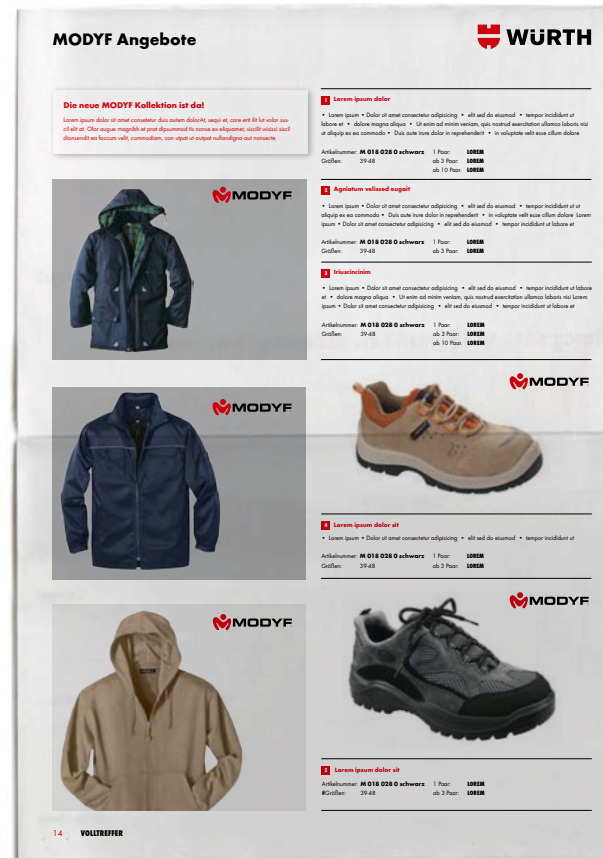


System and associated brands are positioned near their corresponding photos and illustrations (close to products).

Single brand publication (front cover)



Single brand publication (inside page)



If the publication only covers a single system or associated brand, the corresponding logo is positioned on an insert in the communication area on the front cover. This logo is also placed in relation to each product photo or illustration on the inside pages, similar to the multiple brand publications. All logo sizes must correspond to the defined specifications.

## 7. BRAND ARCHITECTURE 3-D MEDIA

**Umbrella brand and communication areas on different sides**



**Umbrella brand and communication areas in clearly defined areas on the same side**



The following rules apply for 3-D media\*:

Our products come in many different shapes and colours. As a result, there is no uniform format for the design. To solve this issue, we divide each 3-D medium into brand and communication areas. These are always opposite each other, either on the front and back, or on clearly separate parts of the product.

The system and associated brand logos are always featured in the communication area along with the additional product information (e.g. item number). The size specifications for logos in 2-D media generally apply here.

These defined sizes are adapted for use on especially small products. In these cases, the logos for the umbrella, system and associated brands are similar in size.

Quality brands are included on the packaging, which is treated like other 2-D media. The word mark is placed on the respective products. Product brands are part of the product information and do not receive special emphasis.

\*3-D media include products, POS and displays, for example

### 1. 2-D media

ZEBRA quality brand



### 2. 3-D media

ZEBRA label (e.g. on products)

The ZEBRA word mark is the same height as the Würth logo.



ZEBRA stands for the highest-quality products in the Würth product range. A separate quality label is used to communicate this benefit on the packaging and products themselves. The following rules apply for this ZEBRA label:

1. The logo for the ZEBRA quality brand (ZEBRA QUALITY) is featured on 2-D media (e.g. print media, packaging, digital media). The general specifications for the size and placement of quality brands apply here (see p. 49/50).
2. ZEBRA is also featured as a promotional product benefit on 3-D media (e.g. products, POS displays). Due to the different structures and surfaces, the ZEBRA label without the pattern is used on our products. The regular Würth logo or the smallest possible version is chosen depending on the size of the application. The ZEBRA label and the Würth word mark are the same height in every case.

ZEBRA publication (front cover)

## OFFERTA PROMOZIONALE

Validità: Luglio – Agosto 2009

Kit „Piacere Würth Cargo“

Art. 1988 890 103

il Kit

# 39,90

+ In omaggio!  
Cacciavite „Revolver“ ZEBRA

ZEBRA publication (inside page)

### AUFREIDER VIERKANT

Klingen-Ø mm	A		B/C		Art.-Nr.
	mm	inch	mm	inch	
5	100	4"	96/31	4"	0613 23092
6	100	4"	86/35	4"	0713 34 47*

Klinge: Rundlinge, mattschwarz und Innesschraubschlüssel.  
\* Mit Holzgriff

### VORSTECHE

Klingen-Ø mm	A		B/C		Art.-Nr.
	mm	inch	mm	inch	
5	100	4"	96/31	4"	0613 23091
6	100	4"	86/35	4"	0713 34 49*

Klinge: Rundlinge, mattschwarz und Innesschraubschlüssel.  
\* Mit Holzgriff

### HANDENTGRATER DIN 355 C

Klingen-Ø mm	Senker-Ø mm	A inch	Art.-Nr.
10	12,4	121	0713 421 510
10	20,5	136	0713 421 58

Verwendung: Zum sauberen Entgraten und Ansenken von Bohrungen.

### HENKEL-KOCHWEISEN

Ø mm	Form	Art.-Nr.	Ø mm	Form	Art.-Nr.
4		0880 233 204	50		0880 233 201
5		0880 233 205	25		0880 233 231
6		0880 233 206	36	rund	0880 233 61
8		0880 233 208	40		0880 236 401
10	rand	0880 227 3	17,0x11		0880 203 11
11		0880 228 211	22,5x13		0880 201 11
12		0880 228 3	40,0x10	oval	0880 201 11
14		0880 223 214	42,0x22		0880 221 11
16		0880 220 3	40,5x8	Schlag	0880 200 401
18		0880 223 218		schlag	

Stahl geschmiedet. Zum Lochen von Gummi, Pappe, Leder, Kunststoffplanen etc.

The ZEBRA quality brand logo is used to communicate the benefits of ZEBRA products in 2-D media (print media, packaging, digital media). The logo is placed in relation to the corresponding photos and illustrations (close to the product) in print media. The packaging also features a striking ZEBRA pattern.



The word mark is used to identify the ZEBRA quality brand on 3-D media. The ZEBRA label and Würth word mark are the same height. The regular logo or the smallest possible version is used depending on the size of the application.

## 7. BRAND ARCHITECTURE INTRODUCING ADDITIONAL BRANDS

### Responsible for introducing and organising additional/existing brands:

#### Domestic

---

Thomas Rosenberger/MWC  
T +49 7940 15-1499  
thomas.rosenberger@wuerth.com

Roland Kampe/GG  
T +41 71 225-1022  
roland.kampe@wuerth.com

#### International

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Detlef Lederer/MWC  
T +49 7940 15-1436  
detlef.lederer@wuerth.com

Roland Kampe/GG  
T +41 71 225-1022  
roland.kampe@wuerth.com

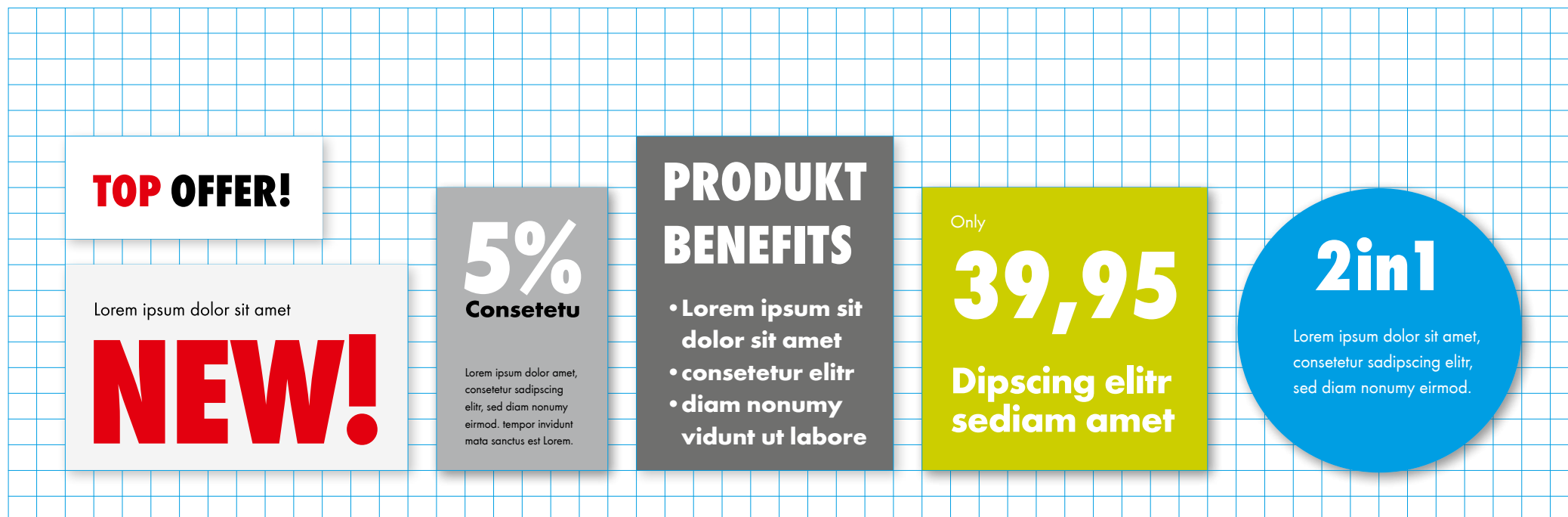


# 8. INSERTS



Inserts are used to present special content, such as campaigns, promotional activities, product benefits and highlights. This additional design element is used to catch the viewer's attention in communication and on packaging.

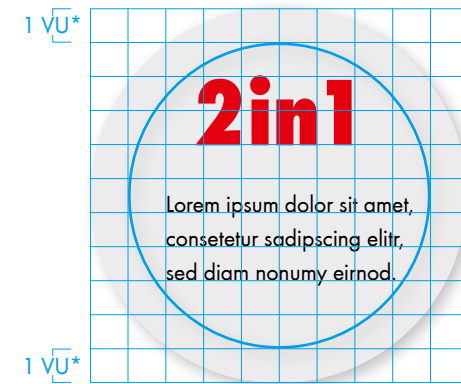
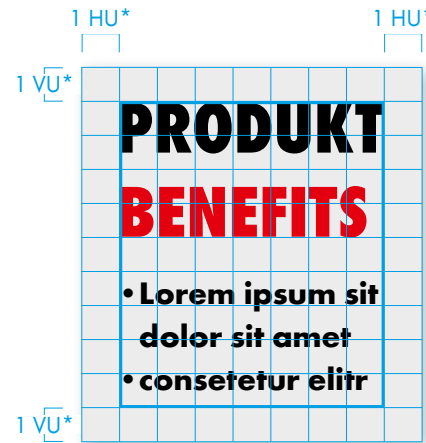
## 8. INSERTS SHAPE AND COLOUR



Inserts are used sparingly to ensure that they are always effective. Their size is adapted to accommodate the content they communicate.

Inserts can be rectangular or round and are always positioned within the design grid. They can appear in the primary colours white, light grey, grey and dark grey or the highlighting colours green and cyan. **A highlighting colour may only be used in one insert per page.** The corporate colour Würth Red may only be used for inserts in internal communication.

## 8. INSERTS SHADOWS AND TYPE AREA

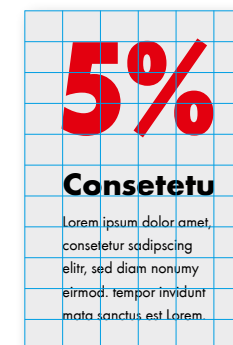


A multiplied black drop shadow with an opacity of 25% is used to distinguish the insert from other background areas. The shadow always extends 135° to the bottom right with a shift of 1/5 HU\*. The size is 2/5 HU\*.

The distance between the edge of the insert and the type area is one grid unit on each side.

The distance between the text in the round insert and the edge is 1 VU\*.

\* HU = horizontal grid units, VU = vertical grid units

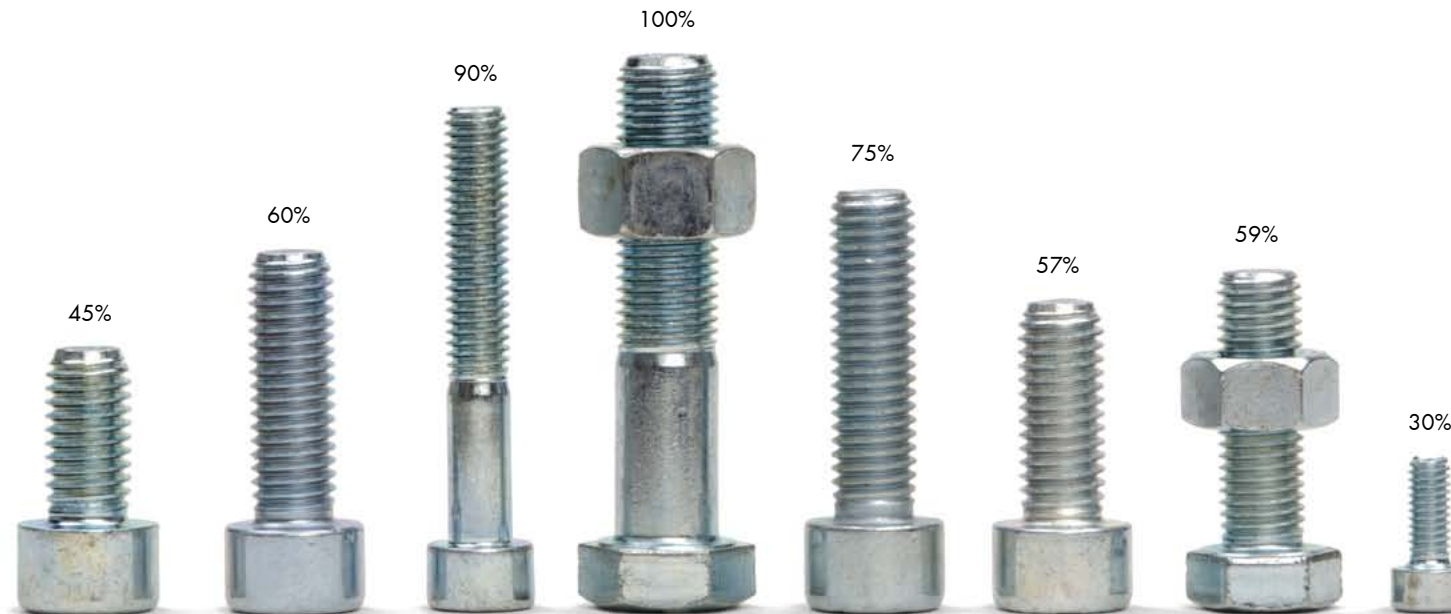


White typography is always used on inserts in highlighting colours. The specifications in the typography on different colours section (see p. 28) apply for all other backgrounds.







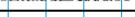


Only key words and prices appear in uppercase letters in Wuerth Extra Bold Cond. All other information is in mixed type in Wuerth Book or Wuerth Bold. The type sizes and line spacing defined for each medium should be used here.

The text is always left-aligned and positioned within the grid. The typography should extend across the entire width and height of the type area as far as possible.

# 9. TABLES AND CHARTS



Tables and charts are used to present complex information in a simple and clearly structured format. A consistent layout is used to ensure that all of our informational diagrams have a clear and professional appearance.

Table title					
Takimata	Sanctus	Ø mm	Item no.	VE/St.	Consetur amet
Lorem ipsum	1015 - 1195	50	<b>0683 360 631</b>	<b>1</b>	
Consetetur sadipscing	1015 - 1195	50	<b>0683 360 634</b>	<b>1</b>	
Kasd gubergren	1015 - 1195	50	<b>0683 360 635</b>	<b>1</b>	
Lorem ipsum	1015 - 1195	34	<b>0683 360 637</b>	<b>1</b>	
Sadipscing elit	1015 - 1195	35	<b>0683 360 636</b>	<b>1</b>	
Lorem ipsum	1015 - 1195	35	<b>0683 360 636</b>	<b>2</b>	
Kasd gubergren	1015 - 1195	35	<b>0683 360 636</b>	<b>3</b>	
Consetetur sadipscing	1015 - 1195	35	<b>0683 360 636</b>	<b>3</b>	
Sadipscing elit	1015 - 1195	40	<b>0683 360 636</b>	<b>4</b>	

### Lines

0.35 pt and 0.7 pt / black

### Background colour

CMYK 0|0|0|10 / Pantone 427

### Typography

Table title: Wuerth Bold / 12 pt / black

Table heading/highlighting: Wuerth Bold / 9 pt / black

Table content: Wuerth Book / 9 pt / black

If there is not enough space, table content can also be set in 8 pt in exceptional cases.

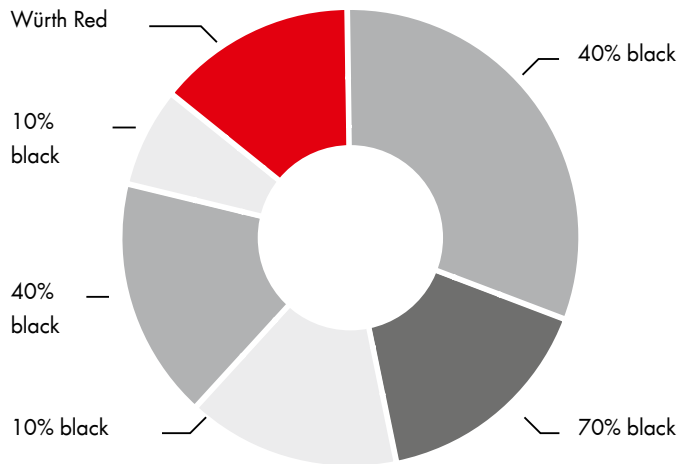
All specifications for DIN A4.

Our tables are outlined and appear on a white background. They are always aligned with the grid. Horizontal and vertical lines are used to divide the lines and columns from each other. Thicker lines can be inserted to group several lines of information. The primary colour light grey is used to highlight individual columns or lines. The minimum size of the barcode is 16 x 2 mm. It is positioned as far away from the lines of the table as possible to ensure that it can be clearly scanned.

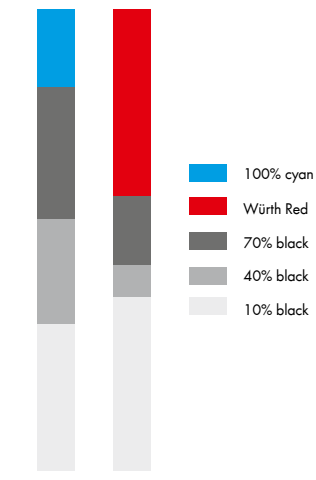


## 9. TABLES AND CHARTS

**Pie chart heading**



**Bar graph heading**



**Line graph heading**



Data can be depicted using 2-D pie charts as well as line and bar graphs. These diagrams appear in the primary colours light grey, grey and dark grey and are always placed on a white background. The colours should be arranged to create the greatest possible contrast. The corporate colour Würth Red and highlighting colours can be used to accentuate information. Division colours may also be used, but only sparingly, as they are not part of the defined Würth colour palette.

### Lines

Dividing lines: 0.35 pt and 0.7 pt / black

Graph lines: 1.4 pt

### Typography

Headings: Wuerth Bold / 9 pt / black

Values, legend: Wuerth Book / 9 pt / black or

Wuerth Book / 6 pt / black

Source: Wuerth Book / 6 pt / black

# **10. TECHNICAL ILLUSTRATIONS**

## 10. TECHNICAL ILLUSTRATIONS

The imagery for the Würth brand is authentic, clear, clean and minimalistic.

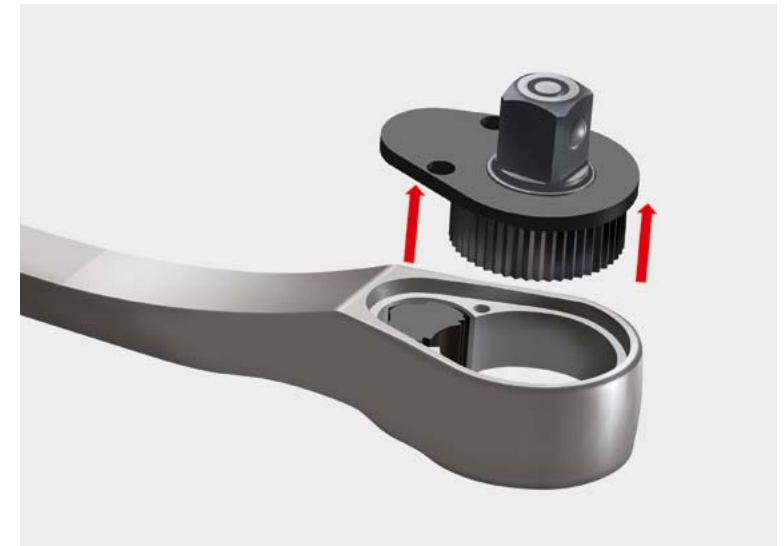
Authenticity is always more important than sections of the image which feature artificial or unrealistic colours.

It is an absolute priority that the content be communicated clearly.

The colours are used in accordance with the rules defined in these guidelines.

The primary colours dominate the illustrations and are supplemented by Würth Red (see chapter 3 Colours). Würth Red may only be used as a solid colour.

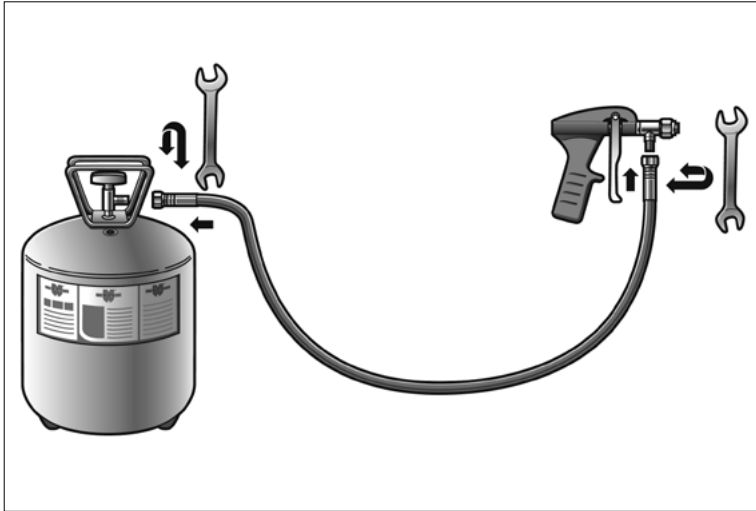
If other colours are necessary, these should be slightly less saturated (see chapter 6 Imagery).



## 10. TECHNICAL ILLUSTRATIONS

Two styles of illustrations are used to meet the different requirements:

### Informative



The informative style is used if the illustration is not very complex. This style makes a very technical and functional impression. It has a two-dimensional and simplistic appearance. Variations in colour and material reproductions are used sparingly. The primary attributes are clarity, objectivity and technical precision.

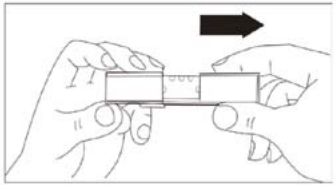
### Narrative



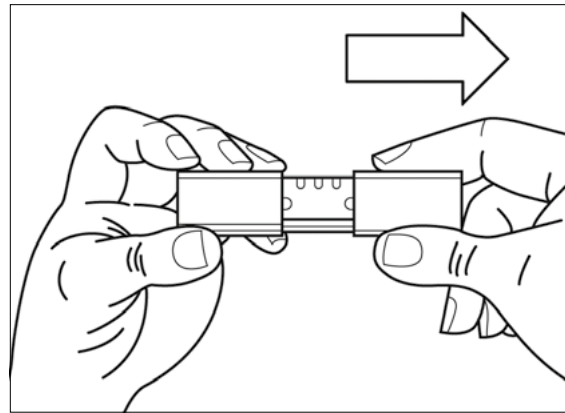
The narrative style is used if the complexity of the illustration requires close attention to detail. It makes a realistic, photo-like impression, and focuses on the characteristics of the materials. Detailed processes and procedures are illustrated clearly. These illustrations are sophisticated and of very high quality. The primary attributes are functionality, neatness and technical integrity.

## 10. TECHNICAL ILLUSTRATIONS INFORMATIVE

Before

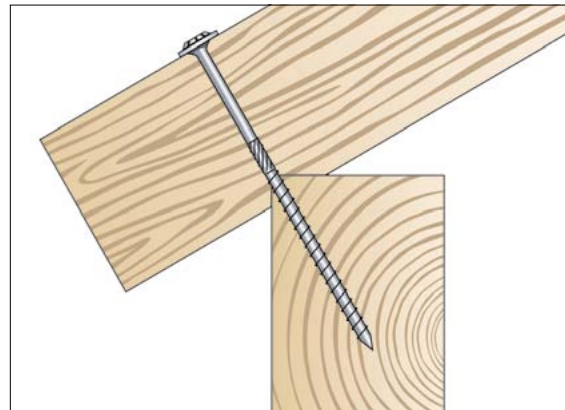
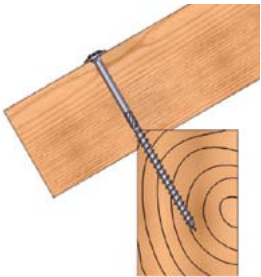
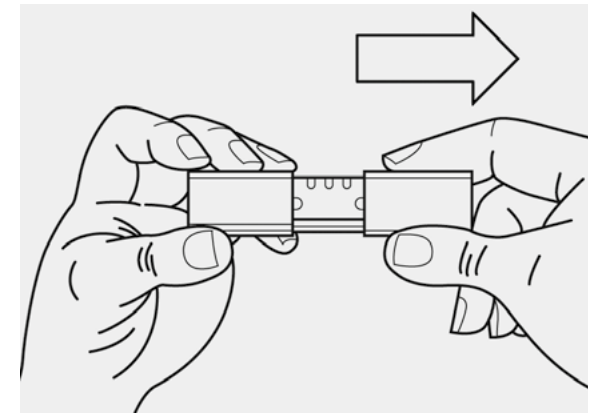


After



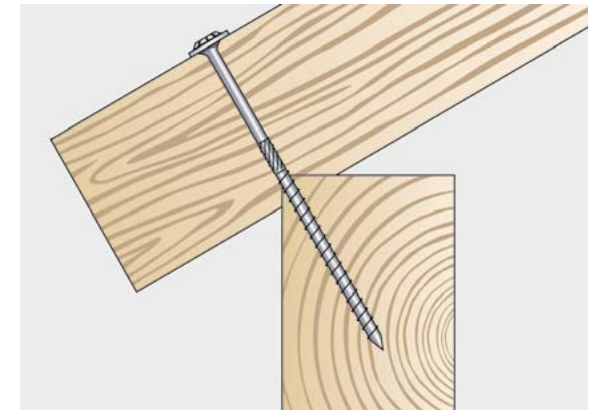
The line weight may be varied in line art illustrations.

Depending on the page layout, the illustration may appear on a grey background.



The structure of the wood is less saturated.

Depending on the page layout, the illustration may appear on a grey background.

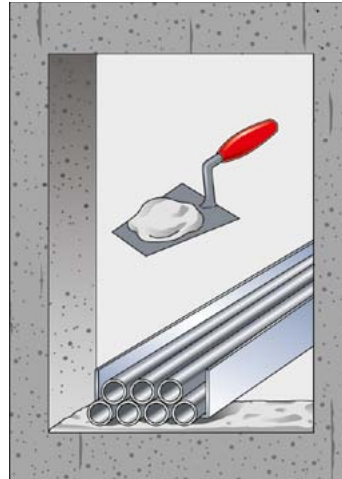


Outlined elements are consistently featured in the informative illustration style (black outline: 0.35 or 0.7 pt). The illustration appears two-dimensional and simplistic, not realistic or photo-like, and makes a functional impression. The primary attributes are clarity, objectivity and technical precision. This style is used if the illustration is not very complex.

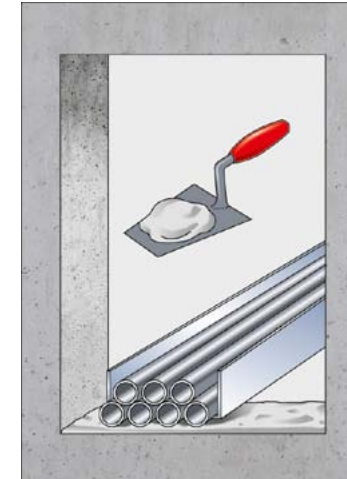
## Before



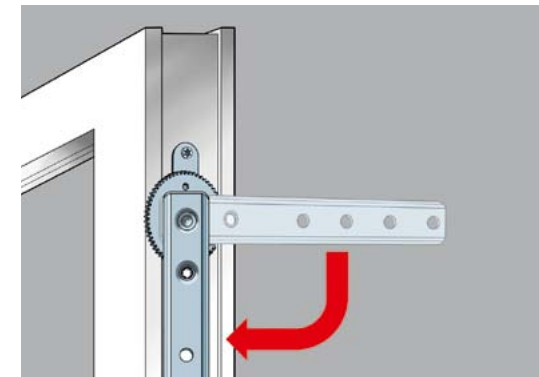
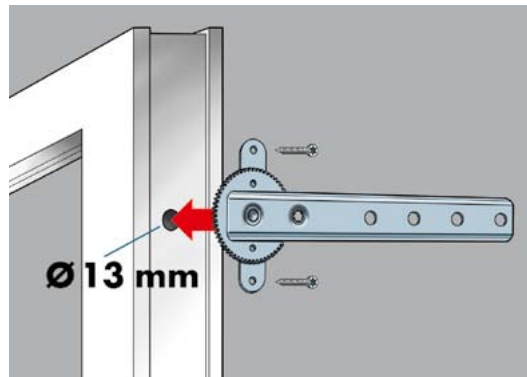
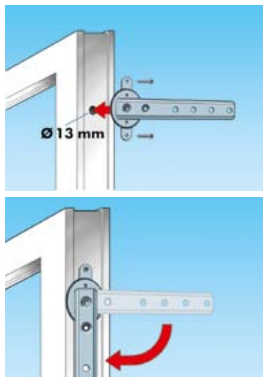
## After



The material can have a stylised look (here: vector illustration).



Variation:  
The material can have a more realistic appearance if practical for the illustration (here: concrete appearance/Photoshop).

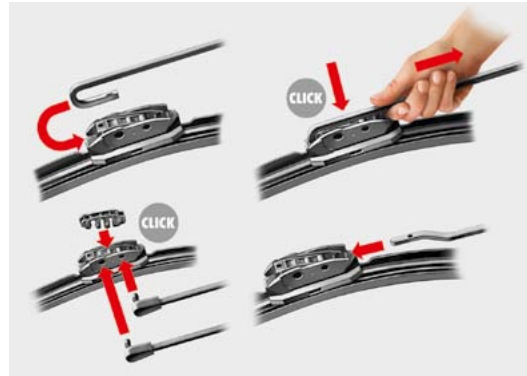


## 10. TECHNICAL ILLUSTRATIONS NARRATIVE

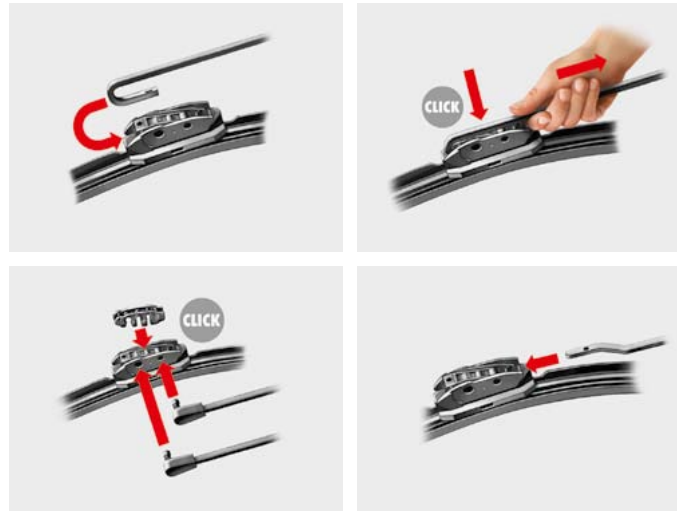
Before



After



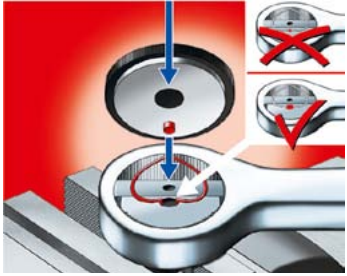
Space-saving solution.



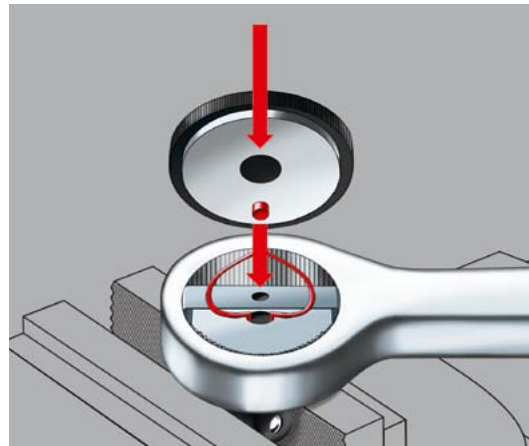
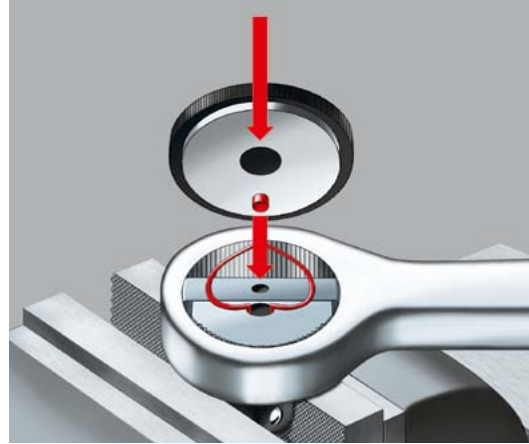
Preferred solution  
if space  
is available.

The narrative style is used if the complexity of the illustration requires close attention to detail. It makes a realistic, photo-like impression, and focuses on the characteristics of the materials. Detailed processes and procedures are illustrated clearly. These illustrations are sophisticated and of very high quality. The primary attributes are functionality, neatness and technical integrity.

Before



After



It is also possible to combine linear elements with 3D/realistic, photo-like elements (e.g. realistic, photo-like Würth products and purely linear secondary elements).



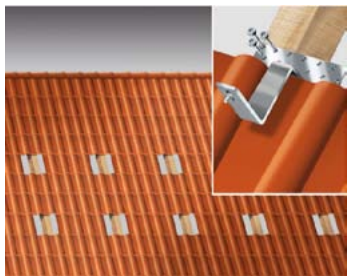
Before



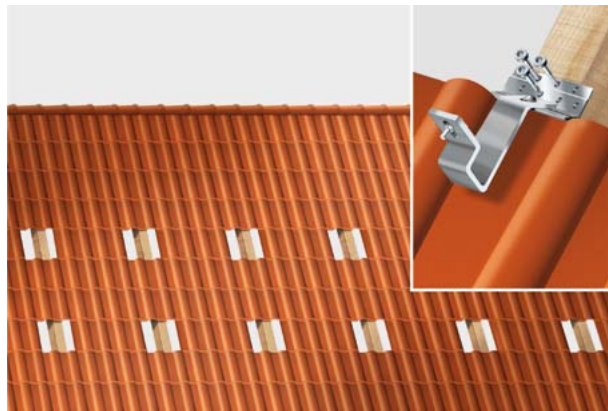
After



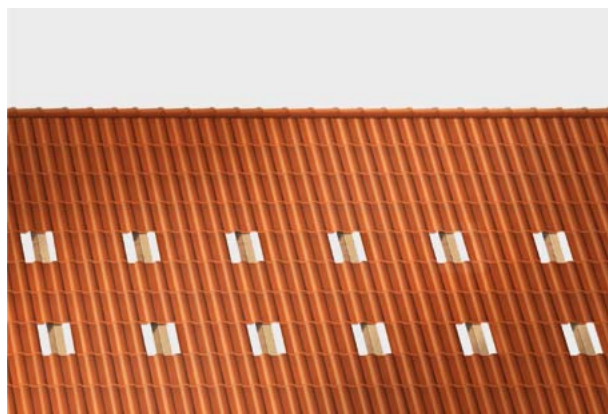
**Before**



**After**



Space-saving solution.



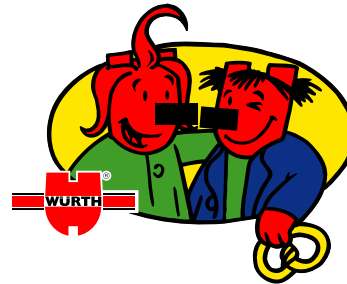
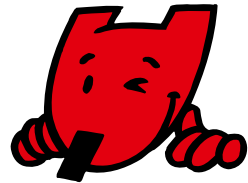
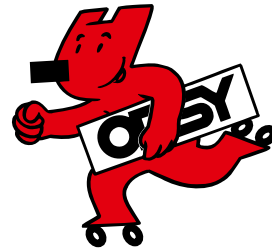
Preferred solution if space is available.

# 11. FASTY

Fasty – authorised versions



Fasty – non-authorised versions



The popular Fasty will continue to represent the Würth product line in future. He supports the brand as an identifying figure and mascot at image-enhancing events by promoting awareness of the Würth brand across all target audiences. Fasty's playful appearance would compete with the focus of our core business, namely customer support and the quality of our products. For this reason, Fasty is not used in conjunction with our core business. Fasty mascots featuring the centred logo or system brands are not used, or the logo or system brand should be eliminated.

## Fasty for events and internal activities

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- Internal communication
- Internal and external events
- Merchandising (promotional items)
- Sponsoring
- Kids' Club

## Fasty at a secondary level

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- On back covers or inside pages of multipage media
- In the bottom half of the format on one-page media
- Opposite the Würth logo on promotional items (front/back or top/bottom)
- As a standalone promotional item

## Fasty not used for the core business

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- Product communication
- Corporate communication
- Business stationery
- Products and packaging
- Outdoor signage
- Sales promotion

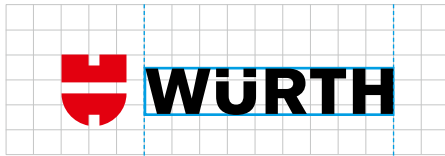
## Fasty not used at the primary level

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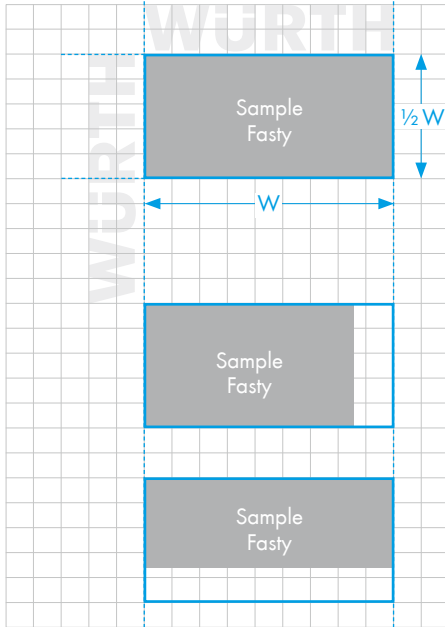
- Never near the logo (Würth or associated/system brands)
- Not in the corporate colour
- Not in the communication box
- Not on front covers of multipage media
- Not on the title slides of PowerPoint presentations or website homepages

# 11. FASTY PLACEMENT

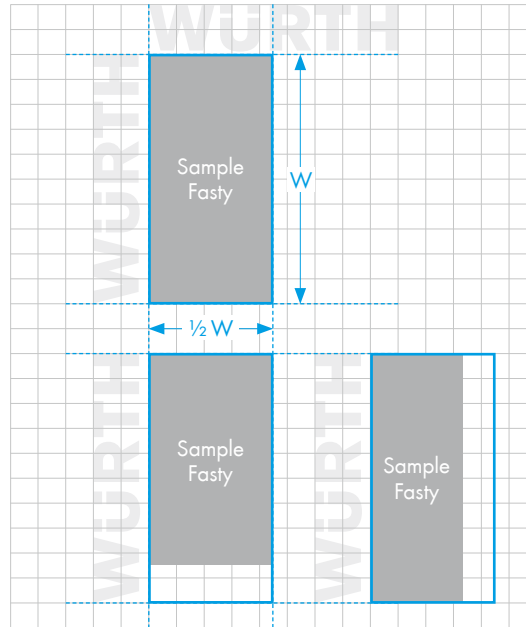
## Fasty



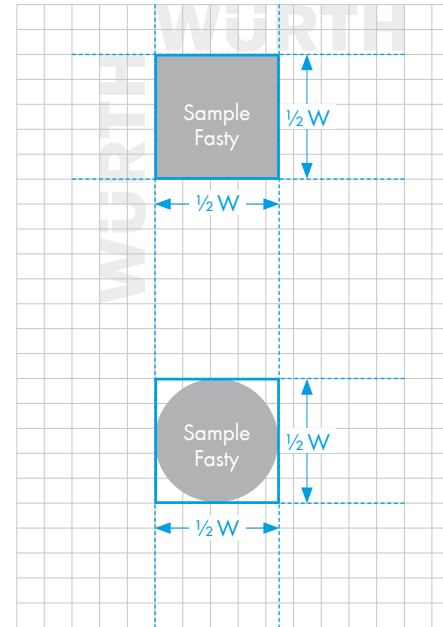
Landscape format



Portrait format



Square/circle



The maximum size of the Fasty mascot corresponds to the size of the word mark in the Würth logo. The rectangle surrounding the word mark defines the maximum length of the sides of Fasty. If Fasty is portrayed in portrait or landscape format, the longer side may not be longer than the width (W) of the word mark. The shorter side may be no longer than  $\frac{1}{2} W$ . The side length or diameter of a square or circular Fasty may be no longer than  $\frac{1}{2} W$ .

# CONTACT DETAILS

Last revised February 2013.

Your designs will shape Würth's presence in the public eye.

These guidelines are designed to assist you in your work. If you have any questions, please contact our Marketing/Advertising department.

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