uvex group

Co-branding-style guide

September 2019

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Colours and exclusion space

The logo should only be used in positive black or negative white. If you use the black logo version the resulting colour must be jet black. We ask that you check with your printer what the required values are for a jet black result.

The distance between the logo and other elements is 1.5 times the logo height (Y).

Please only use the official files provided by uvex. Exceptional cases must be clarified with CBM.
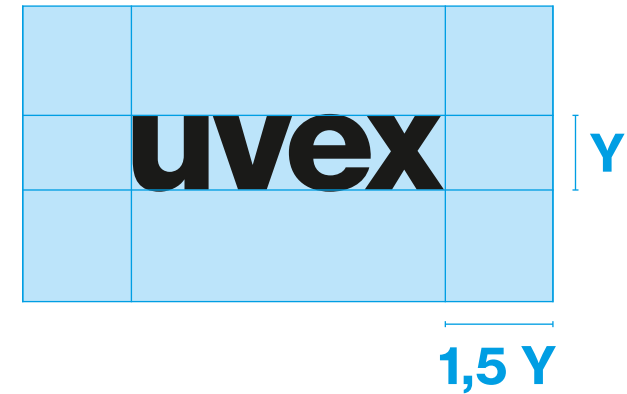
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Y

1,5 Y

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For large or small formats such as for branded media walls or for eyewear side arms, the distance between the logo can be increased or decreased by x0.5.

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Co-branding

"Co-branding" describes activities that uvex carries out with other companies, organisations or in conjunction with its own brands. It is important to note that all logos used in these collaborative ventures must be the same size.

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Horizontal positioning in a row

Normally, logos are placed next to each other horizontally and separated with two forward slashes "//". Where uvex appears alongside one or more partners simultaneously, the uvex corporate logo is represented to the left of the partner logo(s). The corporate logo and the partner logo(s) are centred and positioned on a joint horizontal central axis. The forward slashes are 1.7 times the logo height (Y). The font used is "Neue Haas Grotesk Text Pro 75 Bold". Text listed can be in any font style of the Neue Haas Grotesk: uvex // Bosch // Schichtfit. **uvex // Bosch // Schichtfit.** uvex // Bosch // Schichtfit.

Y | **uvex** // BOSCH // Schichtfit.com

1,5 Y   1,5 Y

1,7 Y // The distance between the logo and other elements is calculated as a multiple of the logo height (Y). The standard distance is 1.5 Y symmetrically.

For large or small formats such as for branded media walls or for eyewear side arms, the distance between the logo can be increased or decreased by x0.5.

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Examples

uvex // (B) **BOSCH** // *Schichtfit.com*

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Vertical positioning in a row

If horizontal positioning is not possible, the logos are arranged vertically. When positioning the logos vertically, e.g. for narrow columns, the logos are centred and placed on top of each other, with the uvex corporate logo above those of the partner(s). The corporate logo and those of the partner(s) are centred along a central vertical axis. The forward slash is the same height as the logo (Y) and uses the font "Neue Haas Grotesk Text Pro 75 Bold".

Y
Y

uvex

//

Y

BOSCH

//

Schichtfit.com

Y //

The distance between the logo and other elements is calculated as a multiple of the logo height (Y). The standard distance is 1 Y symmetrically. For large or small formats, the distance between the logo can be increased or decreased by x0.5.

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Examples

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Exceptions for vertical positioning

If the logos are not able to be positioned vertically in the normal way due to space constraints, the following provisions may be used in close communication with the respective marketing department: vertical positioning without "//" – the space between the logos must still measure at least 1.5 times Y.

For extreme formatting cases, the distance between the logos may be increased or decreased by x0.5.

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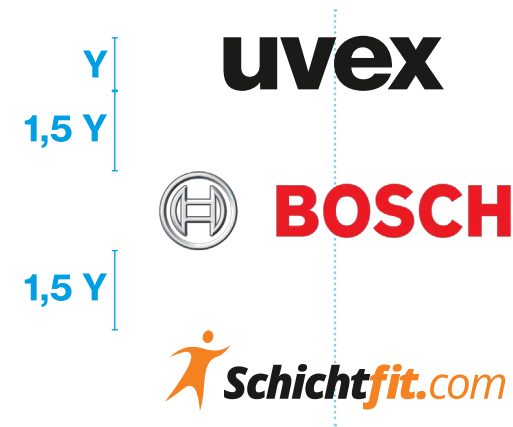
Exception:
Free positioning

If it is not possible to position the logos in a row, they can be arranged in a logical manner. It is important to note that all logos involved in these collaborative ventures must be the same size and centrally positioned on a joint horizontal axis.

Exception:
Positioning on different sides

If it is not possible to position the logos in a row, they can be arranged on different levels/sides of a product/object. The corporate logo and that of the partner(s) are to be displayed and positioned centrally on a joint horizontal axis.

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Exception for "connected by" logo

The "connected by" logo is used for specific situations. Its use must first be clarified with the respective marketing department and then with CBM (CBM@uvex.de). You will also be given access to the corresponding file.
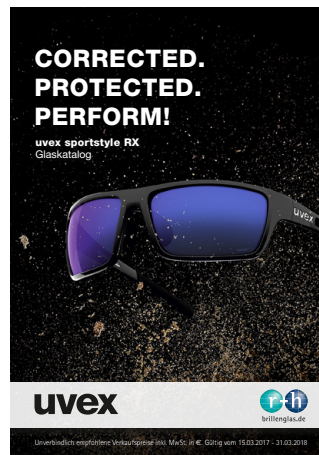
uvex
connected by ⬡ **PARTNER**

uvex
connected by
⬡ **PARTNER**

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Co-branding print material - covers and ads:
Horizontal positioning when aligned

The standard rule is the following: the logos need to be aligned on a horizontal line next to each other, including the two forward slashes. The placement and the size are freely selectable in the format.

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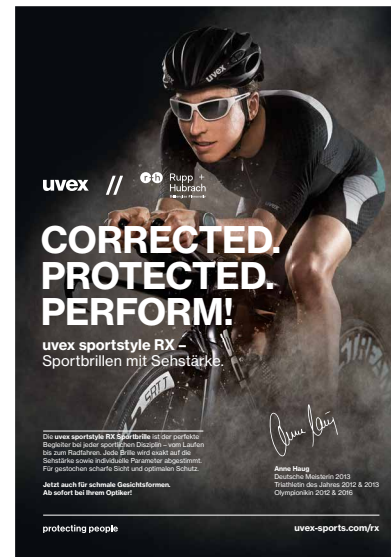
Co-branding print material - covers and ads:
Exception: Equivalent positioning

Is the horizontal or vertical orientation of the logos, eg. for design reasons not possible the following exception can be used in close consultation with the marketing department. The logos can be placed freely from each other. Thereby it is important to ensure that all logos involved look visually equal and are aligned on a common axis.

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Co-branding print material

The uvex logo may be used in catalogues or print materials. However, consideration must be given to the colouring, minimum distancing and the size ratios. The background must be plain in order to ensure legibility.

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The general CD rules as well as all files for downloading can be found at:

cdportal.uvex.de