kiekert

TECHNOLOGY THAT LEADS

BRAND BOOK

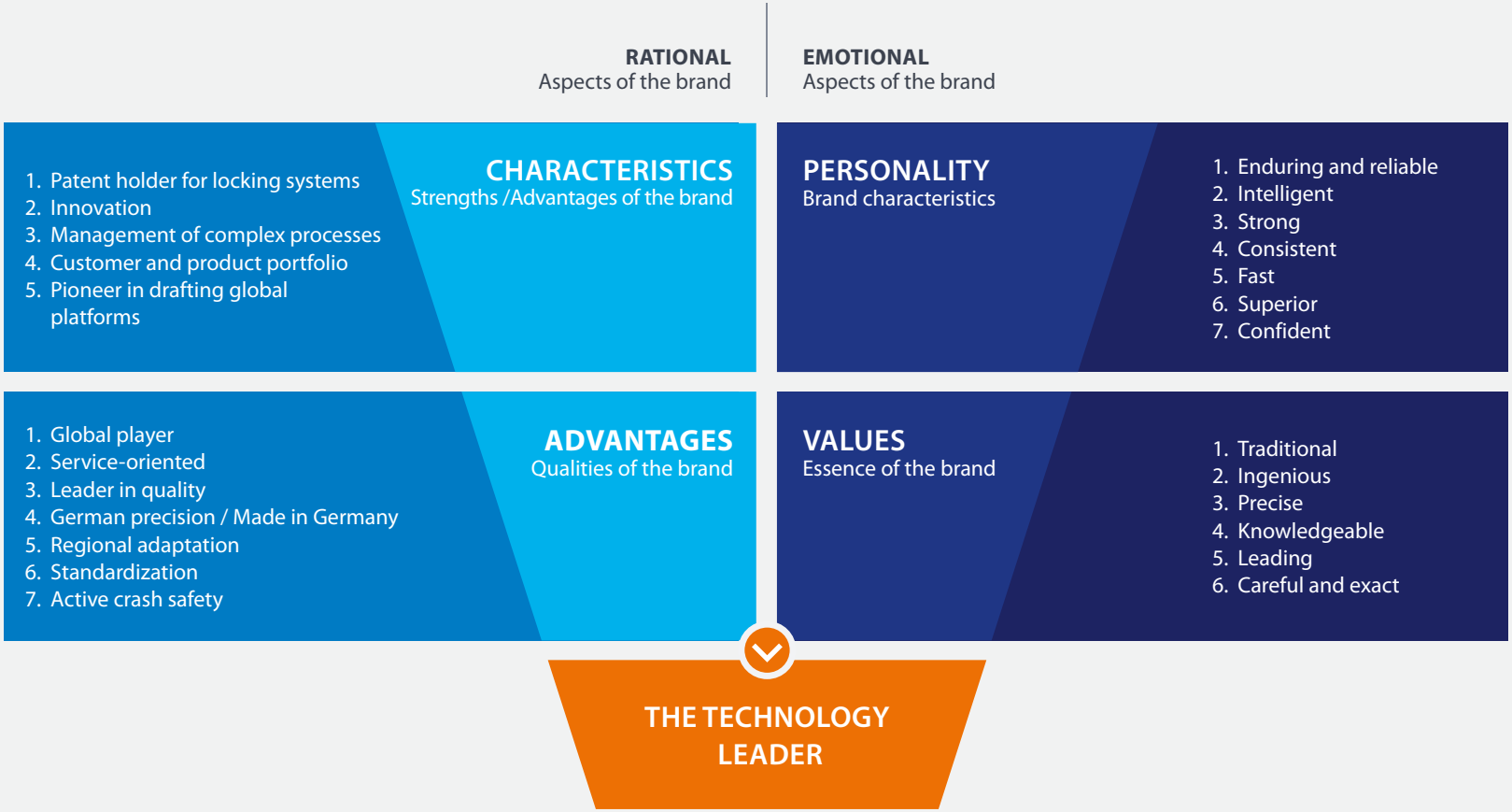
Version: January 2016

LADIES AND GENTLEMEN

We are pleased to hand this brand book over to you today. Here you will find all the information you need about the Kiekert brand.

If you still have any questions which are not answered by this brand book, please do not hesitate to contact us.

BRAND IDENTITY
BRANDCONE

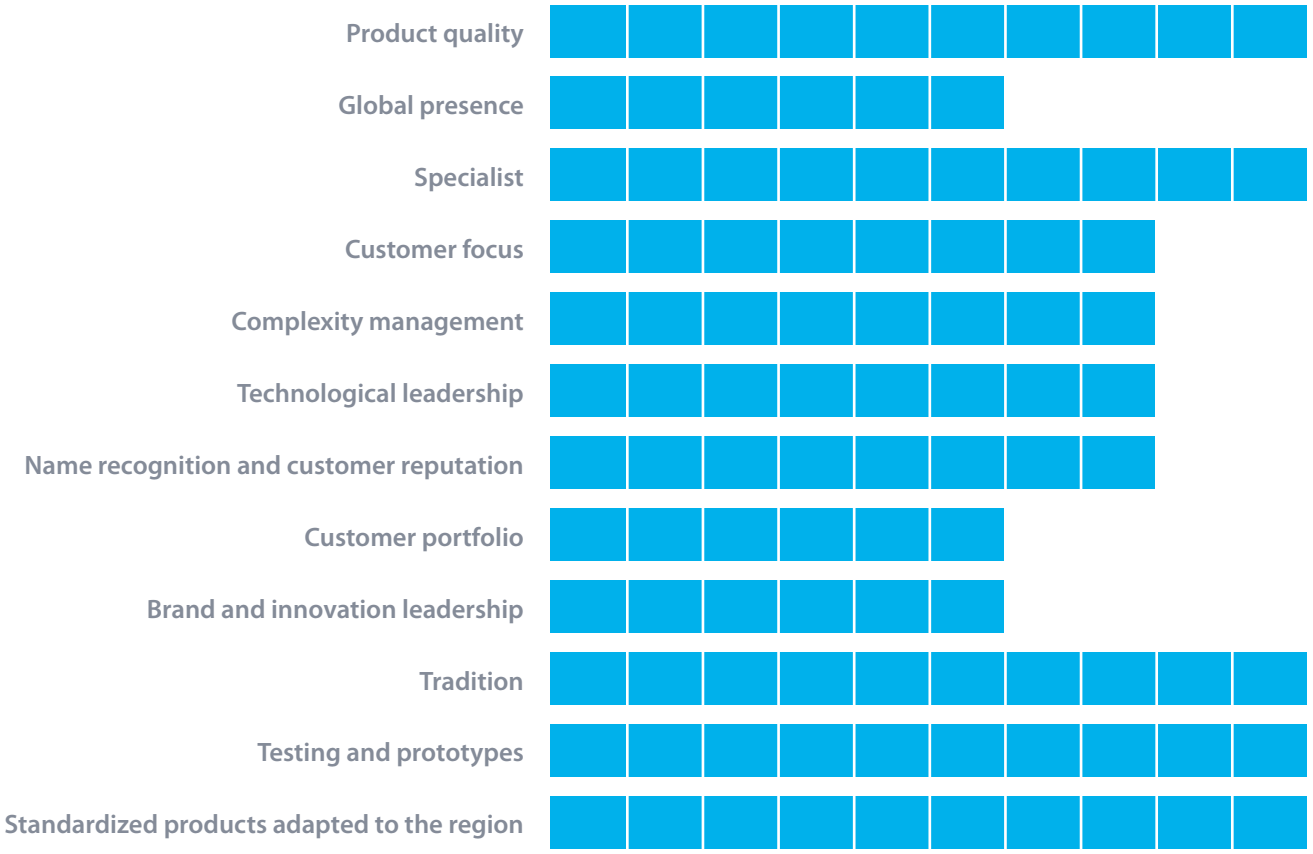


The BrandCone brings together the rational and emotional aspects of the brand in a clear, comprehensible way.

The rational aspects of the brand are subdivided into the brand's attributes, the strengths which set one brand apart from the others, and the benefits, the advantages that make a brand what it is.

The emotional aspects of the brand are subdivided into the brand personality, the characteristics which make the brand unique, and the values, the qualities which distinguish a brand and for which the brand stands. Attention must be given to all aspects contained within the BrandCone, both for communications as well as everyday company work. It is particularly important for the company to be authentic and to live according to its brand identity. With respect to customers above all, the distinguishing profile described by the BrandCone must be clearly communicated when translated into an advertising message. All aspects of the BrandCone must be broken down into a value proposition which can be communicated concisely.

BRAND IDENTITY
PRIORITIZING THE KEY STRENGTHS



The success of the Kiekert brand is based on our company's strengths. These qualities facilitate our continual growth worldwide and support us on the way to becoming the technology leader. Our strengths make us the preferred contact for almost all automobile manufacturers.

BRAND IDENTITY
BRAND SHEET

BRAND VISION	**"As the technology leader for safety and comfort systems, we are the first choice for vehicle manufacturers worldwide"**		
BRAND MISSION	As the technology leader, we develop and produce market-leading innovations in the field of automotive safety and comfort systems. Our employees are the strong foundation of our market success, which has endured for more than 150 years. With the experience and outstanding expertise of our employees, we are continually developing our products and establishing the prerequisites for the professional and personal development of every single one of them – with room for commitment, with an open corporate culture and a permeable organization. Our shared aim is: Solutions for more safety, efficiency and comfort, making us the first choice worldwide. We are all Kiekert.		
BRAND ESSENCE	**Values and character:**	**Benefits and qualities:**	**Tonality:**
	Intelligent, forward-thinking, reliable and safe, capable, curious, precise, flexible, open, fast, confident, solution-oriented, customer-oriented and cooperative.	Benchmark-setting worldwide, excellent technical consultation, fantastic, certified quality, design specialist, production specialist, pioneer in global platforms, on-site worldwide, comfort and safety specialist, superior customer-specific problem-solving expertise, innovation-driven, customer-oriented, full-service provider, superior testing expertise.	Confident, comprehensible, human, positive, safe, capable, inspiring
BRAND IDEA	**"It's as simple as that!"**		
BRAND CONCEPT	**Brand promise:**	**Distinguishing qualities:**	**Explanation:**
	"Kiekert provides me with optimal products tailored to my needs, for my market success. Kiekert knows global markets and trends and gives me a high degree of security in planning through global market knowledge, worldwide availability and optimal quality as well as optimal delivery conditions."	"Our many years of market experience, our leading development competency, our worldwide one-of-a-kind testing expertise and the ability to deliver large volumes of the best quality at optimal prices worldwide make us the leading partner for the entire automobile industry"	"We make our customers' challenges our responsibility. From development all the way to series production, we support our customers with qualified consultation and excellent process orientation. Our own claim to perfection, quality, flexibility and customer focus is the foundation for our activity."

BRAND IDENTITY
COMMUNICATION SHEET

TONALITY IN COMMUNICATIONS

Superior, technical, exact and precise, global, visionary, engaging, passionate, knowledgeable

TEXTUAL TONALITY

Clear, convincing, optimistic, accessible, captivating, confident.

We speak "Automotive". We speak the language of our customers and our partners. We know the requirements of the automobile industry. We communicate value and advantages and explain how our developments and our products offer the highest quality and efficiency. We have many years of experience and convey a sense of trust.

We are always convincing but never arrogant.

IMAGE STYLE

Bright, light-flooded, authentic, human, technology-oriented - with a stylistic interplay between image sharpness and softness.

The image style is the visual expression of our brand. We develop products on the basis of our knowledge, with experience and passion. Our quality is reflected in our visual imagery. The themes convey our high technical level and our leading position in the market.

SALES CONCEPT

IMAGE LEVEL: "THE SPIRIT OF LEADING TECHNOLOGY"

At the image level, people are the focus of communication. Their passion is expressed by the various image features and a lively background. Communication on the image level is directed to all target groups equally.

PRODUCT LEVEL: "THE POWER OF LEADING TECHNOLOGY"

On the product level, the pure product takes center stage. The common denominator across all messages is our modular approach paired with our detailed expertise.

Communication at the product level is focused on the core target groups.

CORE TARGET GROUPS

- Developers
- Buyers
- Upper-level management of automobile manufacturers

EXTENDED TARGET GROUPS

Employees, job applicants, students, journalists, suppliers, investors, strategic partners

LOGO

Kiekert's company logo is a single-color word mark.

The name Kiekert is set in lower-case letters and a typeset designed specifically for this logo (not a generally available font). This design may not be recreated independently with a different font.

The color of the Kiekert name is the corporate color Kiekert blue.

Generally, the logo is displayed in color. However, if a black-and-white format is required, the entire logo is displayed using a pure black or white version (no half-tones).

The minimum size for the logo-claim combination is a width of 25 mm.

Minimum size

LOGO
PROTECTIVE AREA

For the logo to be optimally effective, a defined protective area must be maintained.

The protective area consists of the letters "kiekert" as well as the added width of the letter "t".

A protective area is also defined for the "logo with claim" combination in order to attain optimal effectiveness.

The protective zone around the "kiekert" logo and the claim "TECHNOLOGY THAT LEADS" is, again, the width of the letter "t".

No elements may be placed within the protective zone.

The protective zone applies for all areas of application (incl. sponsoring).

PROMOTIONAL LOGOS

Promotional logos must be based on the Kiekert logo.
This includes color as well as stylistic idiom.

"Zukunftsmacher" example

The font used for "Zukunftsmacher" is Myriad Bold.
The boilerplate "Shape the Future" is in Roboto Slab.

Both fonts are set in the color "Kiekert blue". The border is in "Kiekert light blue".

COLORS

Kiekert's color scheme is shades of blue. This is presented by the primary colors of blue and gray.

Both colors - a darker blue tone and a gray bordering on blue - are considered cool colors. They exhibit similar mixing ratios and harmonize optimally with one another.

The secondary colors are additional blue and gray tones, which are split into various gradations, as well as the supplementary colors orange and green.

These last two colors form an optical counterbalance to the cool color tones and are used for accentuation (i.e. for taglines). These must be used sparingly in order to preserve the overall blue of the Kiekert look.

PRIMARY COLORS

"KIEKERT" BLUE

CMYK **100 / 85 / 0 / 10**
RGB **38 / 64 / 138**
Hex **#26408a**
Pantone **Reflex Blue**
HKS **42**
RAL **5002**

"KIEKERT" GRAY

CMYK **21 / 12 / 0 / 48**
RGB **141 / 144 / 150**
Hex **#8d9096**
Pantone **430**
HKS **50% 93 K**
RAL **7046**

SECONDARY COLORS

DARK BLUE

CMYK **100 / 90 / 0 / 40**
RGB **35 / 50 / 101**
Hex **#233265**
Pantone **2757**

LIGHT GRAY

CMYK **07 / 03 / 05 / 08**
RGB **206 / 209 / 212**
Hex **#ced1d4**
Pantone **427**

MEDIUM BLUE

CMYK **100 / 35 / 0 / 0**
RGB **0 / 123 / 196**
Hex **#007bc4**
Pantone **3005**

DARK GRAY

CMYK **35 / 20 / 0 / 80**
RGB **71 / 77 / 89**
Hex **#474d59**
Pantone **432**

LIGHT BLUE

CMYK **80 / 0 / 0 / 0**
RGB **22 / 167 / 235**
Hex **#16a7eb**
Pantone **2995**

ORANGE

CMYK **0 / 66 / 100 / 0**
RGB **236 / 116 / 5**
Hex **#ec7405**
Pantone **152**

GRAY-BLUE

CMYK **30 / 15 / 0 / 0**
RGB **188 / 205 / 235**
Hex **#bccdeb**

GREEN

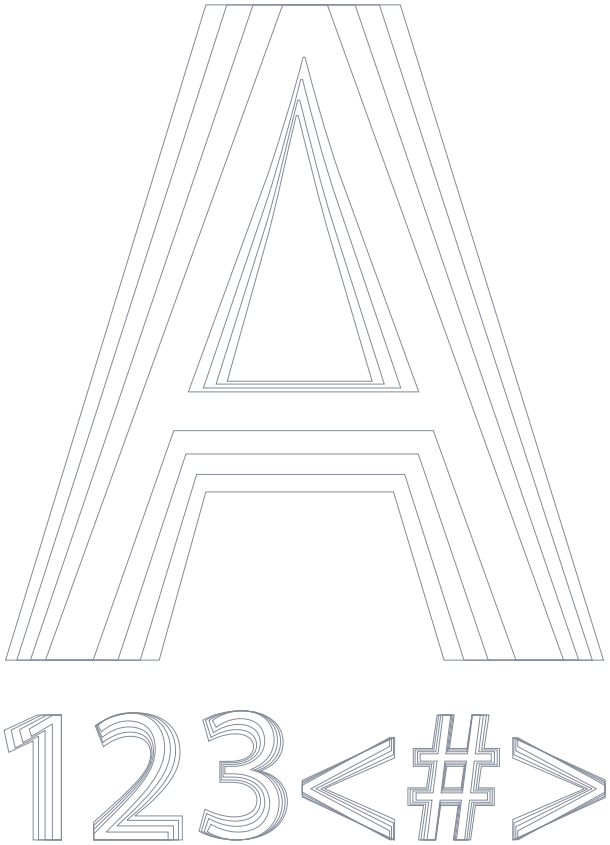
CMYK **60 / 5 / 100 / 0**
RGB **120 / 178 / 43**
Hex **#78b22b**

FONT
PRINT COPY

Kiekert's house font is the font "Myriad" in various type styles.

The Myriad font is a sans-serif Antiqua font which features a very clear and balanced typeface.

It is an important constant for corporate design and is applied in all printed communication media.



MYRIAD PRO LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

MYRIAD PRO REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

MYRIAD PRO SEMIBOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

MYRIAD PRO BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

FONT
PRINT HIGHLIGHT

Roboto, a freely available font, is used as a display typeface. This font is a serif linear Antiqua font.

It is an optimal match for Myriad, which is used as the house font. The average lengths, tracking and angles are identical for both fonts (see also next page).

The font Roboto is freely available from Google Fonts and can be used free of charge for all media.

Printing the company name "Kiekert" in the display font Roboto is not desired.

ROBOTO SLAB THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

ROBOTO SLAB LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

ROBOTO SLAB REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

ROBOTO SLAB BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß <> ,.-;:_#'+* !"§$%&/()=?`^°

FONT COMPOSITION
COMPARISON

Ramburgefonstiv

Roboto SLAB Bold

Comparison

Ramburgefonstiv

Myriad Pro BOLD

FONT
DIGITAL

For communications media intended for digital use (PPT, Word etc.), the Arial font is used in its bold and regular typesets.

The Arial font is also a sans-serif Antiqua distinguished by its easy readability and timeless character.

Another decisive feature of the Arial font is its availability on all devices. This ensures the unity of all digital media.

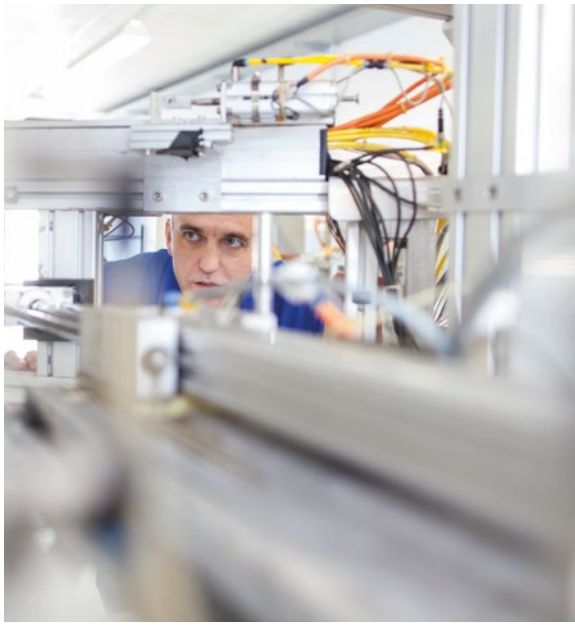
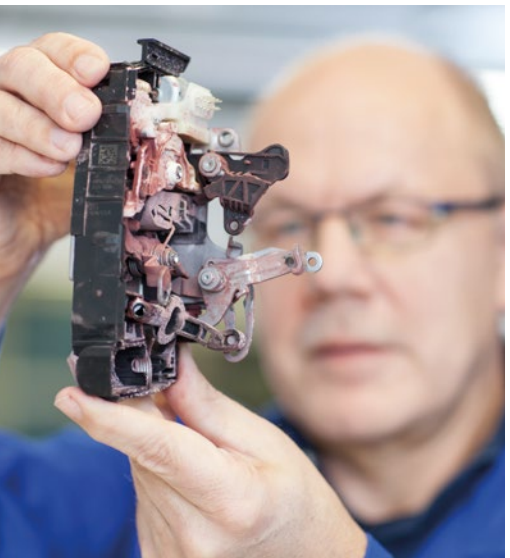
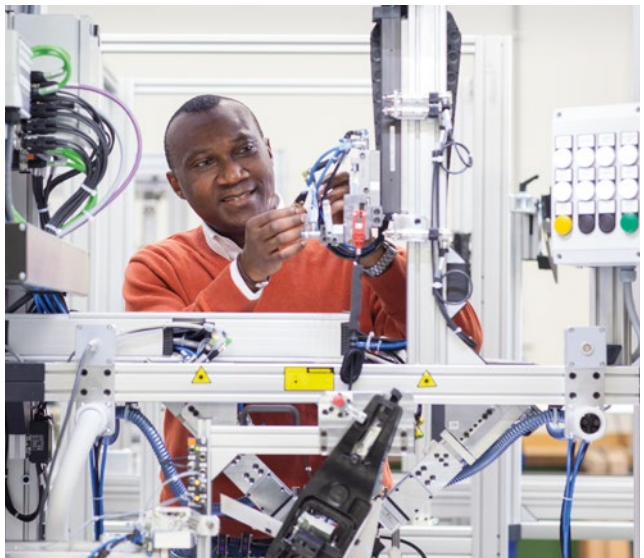
ARIAL REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß
<> ,.-;:_#'+* !"§$%&/()=?`^°

ARIAL BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890ß
<> ,.-;:_#'+* !"§$%&/()=?`^°

VISUAL IMAGERY
MOOD

VISUAL IMAGERY HIERARCHY

With its bright, glowing images, the visual imagery reflects Kiekert's modernity, quality and professionalism.

Visual imagery is subdivided into four levels.

Image level: The image level shows the world in which Kiekert is active. A door lock does not always need to be visible, but the general atmosphere should be evocative of cars.

Product image level: On this level, the manufacturing process can be seen. Where possible, close-up shots should play with sharpness and softness.

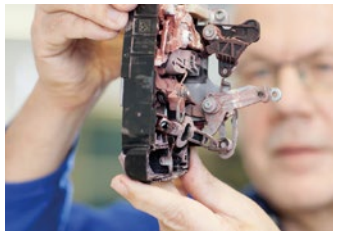
Product level: Here the products are presented against a neutral background. Care must be taken to represent the objects in the same way as when they are installed in cars.

News: News items should be adapted to fit the visual scheme. Contents will depend on the respective events.

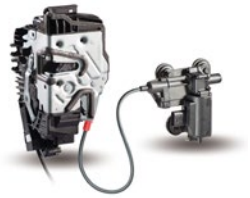
Although the levels are oriented differently, they all harmonize together.

IMAGE

PRODUCT IMAGE



PRODUCT



NEWS

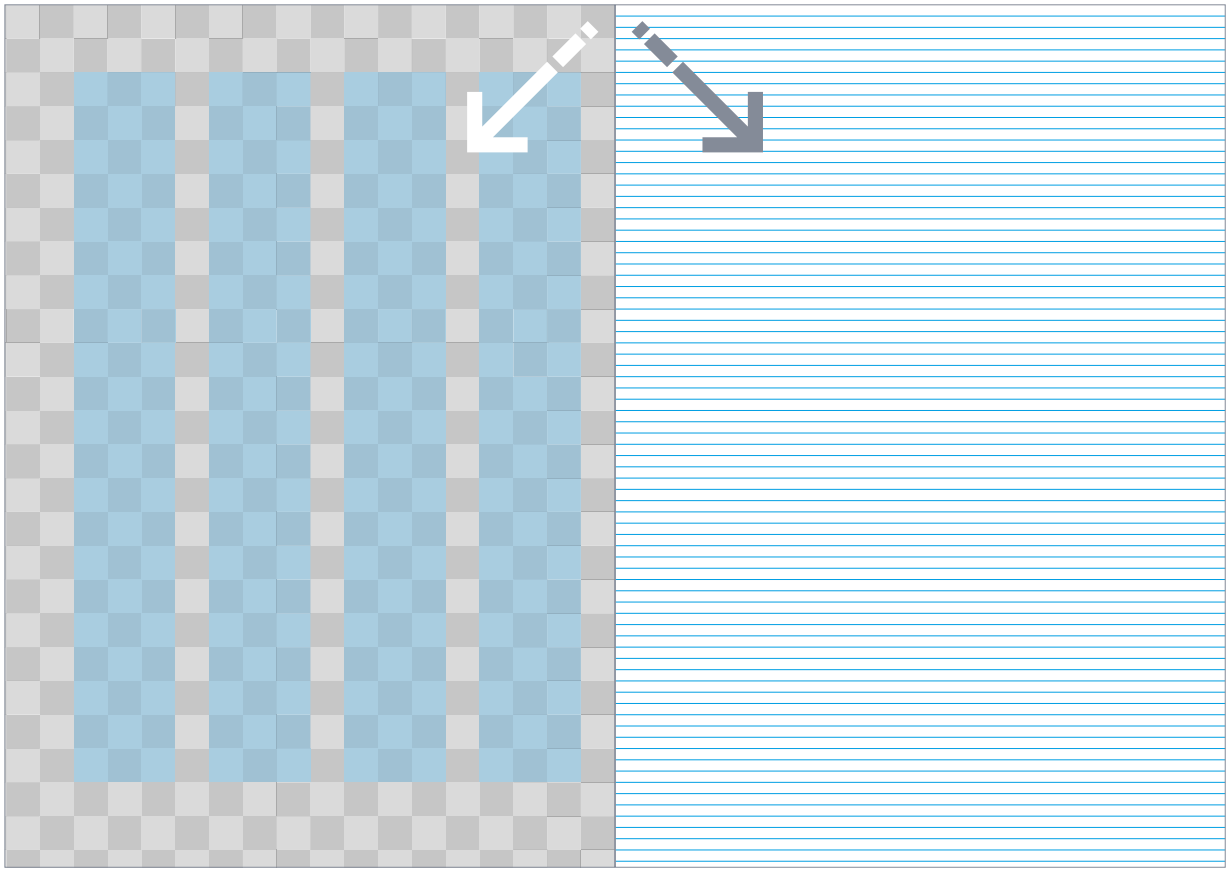
GRID
A4 PORTRAIT

The grid for portrait layout has a modular construction. It is based on a row height of 11 pt. Every square has a height of 3 lines. Thus the height of each square is 33 pt.

Within a spread, one square is used as a spacer between the edges. On the other sides, 2 squares are used.

This results in four columns which can be used in various ways. The option of using one column should only be applied in exceptional cases (due to the narrow width).

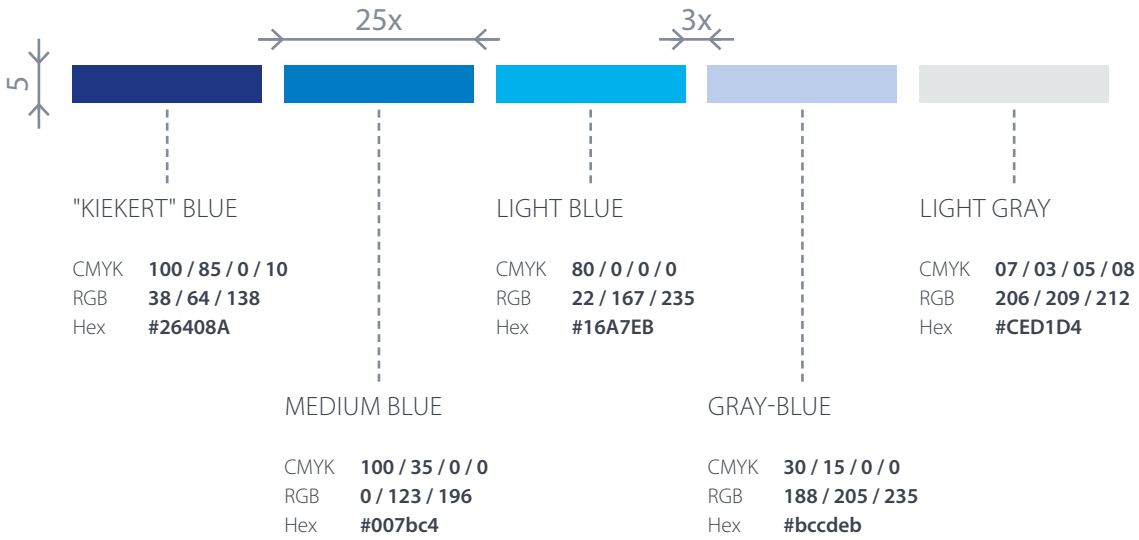
For modified dimensions, the squares will also be used as described above. Care must be taken that the squares are "distributed" from the edge to the center.



GRAPHICAL ELEMENTS

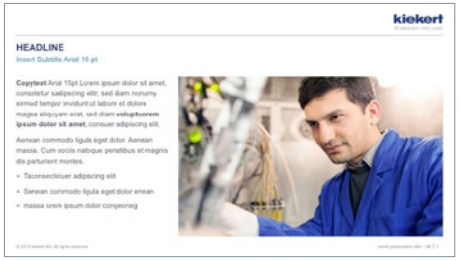
The horizontal 5-part bar is to be used as a graphical element. This is made up of Kiekert's colors, clearly showing the color code and color scheme.

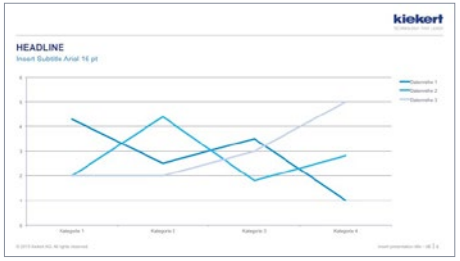
Their distribution, as well as the differences in color, can be seen in the diagram on the right.

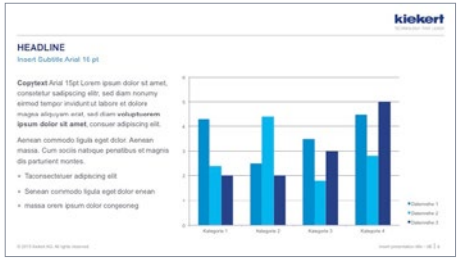


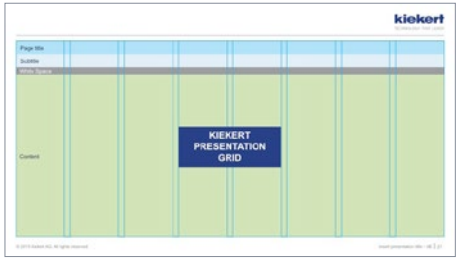
PPT MASTER

The new PowerPoint Master is set up in 16:9 format.
More precise information and guidelines can be found within PowerPoint Master.









POSTER
VISION/MISSION

Generally, the Kiekert logo is displayed at the top right. If this is not possible due to design considerations, the logo should be at the bottom right.

Graphics / images for posters are designed without borders, this openness makes the poster more friendly and bright.

Design focus is always on addressing target groups in combination with the automobile industry as a core area. This is made clear by the road in the example opposite.

Large images and little text are used.

The poster title is displayed prominently.

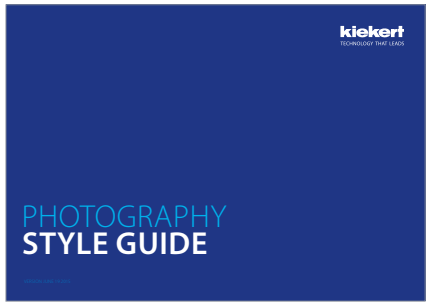
Before production, approval must be given by central marketing:
Phone: +49 2056 15 701
Email: marketing@kiekert.com

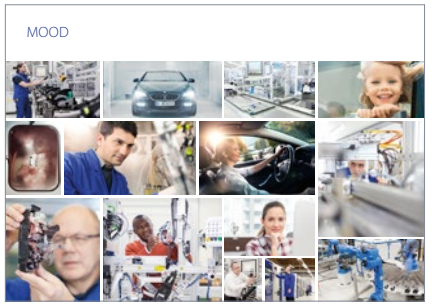
PHOTOGRAPHY STYLE GUIDE

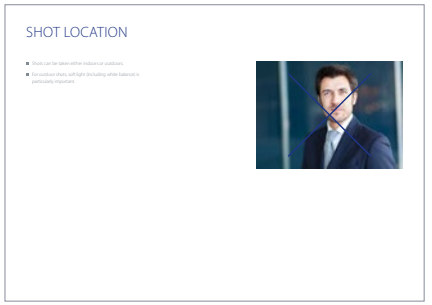
In order to ensure unified representation in photographs, a separate "Photography Style Guide" has been prepared.

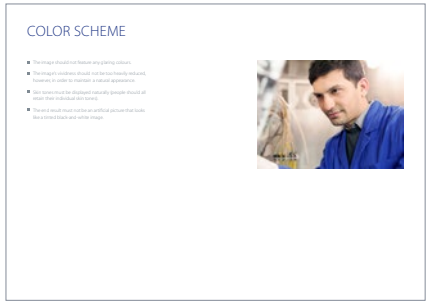
This "Photography Style Guide" can be requested here:

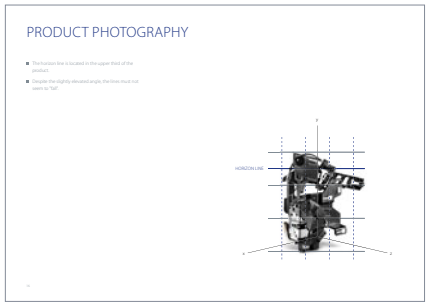
Phone: +49 2056 15 701
Email: marketing@kiekert.com

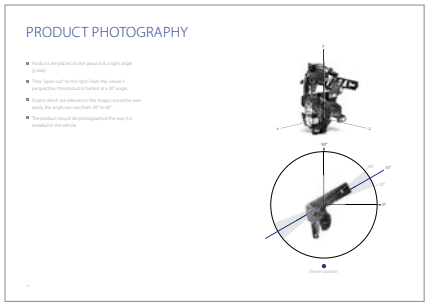












DIGITAL MEDIA
CORPORATE PRESENTATION

The company's website presentation is based on a 24-column grid. This allows for modular application and placement of elements/modules.

This responsive website presentation arranges the given number of columns in order to optimally display elements on different mobile end-user devices.

PRINT MEDIA

For questions about print specifications, please contact the marketing team: Phone: +49 2056 15 701 | Email: marketing@kiekert.com

OFFICE EQUIPMENT

OFFICE EQUIPMENT

CORPORATE CLOTHING

This style guide is supposed to give you precise global applicable guidelines on how textiles for KIEKERT should be designed and produced. To promote the visual identity in the most convenient, consistent and efficient way it is mandatory to keep the following guidelines whenever possible.

Overview of different cuts and colors according to positions

EMPLOYEE	SHIRTS / BLOUSES			POLO-SHIRTS					T-SHIRT
	White	Blue	Light Blue	White	Light Blue	Blue	Gray	Black	Blue
General Manager	■								
Manager	■								
Production Manager	■								
Chief Master		■							
Master		■							
Quality			■						
Supervisor Production				■			■		
Line Leader / Foreman						■			
Maintenance, Testing, Proto-Equipment					■				
Logistics									
Administration, Car Pool, Post room			■					KdM specific	
Production line / Production									■

FLEX PRINT

Material: Polyurethane film with matt, reflection free surface. Suitable to transfer onto textiles like cotton, mixtures of polyester/cotton and polyester/acrylic.
NOTE: Nylon and textiles with hydrophobic impregnation are not suitable for heat transfer!
Brand: e. g. Poli-Flex Premium (en.poli-flex.de)
Color: best matching P 2747c (e.g. Poli-Flex: 406 Royal blue)

FLOCK PRINT

Material: High-quality heat transfer rayon flock. Suitable to transfer onto cotton, cotton/polyester-mixtures, natural and synthetic cloths.
NOTE: Nylon and textiles with hydrophobic impregnation are not suitable for heat transfer!
Brand: e. g. Poli-Flock Premium (en.poli-flex.de)
Color: best matching P 2747c (e.g. Poli-Flock: 506 Royal blue)

SCREEN PRINT

Color: P 2747c or white

EMBROIDERY

Material: Madeira® Classic viscose threads
Color: blue 1166

CARE INSTRUCTIONS

Washing:
- machine washing
- warm 40°C wash with normal agitation, rinse and spin
- reverse item
- no bleaching

Dry cleaning:
- no dry cleaning

Ironing:
- iron on reverse side
- medium heat
- no direct ironing of flock-or flex prints

CORPORATE CLOTHING

BLOUSES

Positions:
- General Manager
- Manager
- Production Manager

Positions:
- Quality

Positions:
- Chief Master
- Master

SHIRTS

Positions:
- General Manager
- Manager
- Production Manager

Positions:
- Quality

Positions:
- Chief Master
- Master

POLO-SHIRTS

Positions:
- Maintenance
- Testing
- Proto-Typing

Positions:
- Logistics

Positions:
- Line Leader
- Foreman

Positions:
- Supervisor Production

Positions:
- Optional casual friday KdM

T-SHIRTS

Positions:
- Production line
- Production

CORPORATE CLOTHING
GENERAL REQUIREMENTS

POLO-SHIRTS

Material:	100 % Cotton or 65 % Polyester/ 35 % Cotton
Weight:	min. 170 g/m² – max. 220 g/m²
Colors:	white, light blue, blue, gray, black
Body:	piqué
Collar:	knitted
Cuffs:	knitted
Buttons:	tone-in-tone, 2-or 3-button placket

T-SHIRTS

Material:	100 % Cotton
Weight:	min. 175 g/m² – max. 210 g/m²
Colors:	blue
Body:	ring-spun jersey
Neck:	rib-knitted

kiekert

70 mm

Logo application

Position:	on left chest
Width:	approx. 70 mm
Methods:	screen print, flex print, flock print, embroidery

BLOUSES AND SHIRTS

Material:	100 % Cotton (male) or mixed fabrics approx. 95 % Cotton + 5 % Spandex (female)
Weight:	min. 105 g/m² – max. 135 g/m²
Colors:	white, light blue, blue
Shape:	regular/slim cut
Collar male shirts:	Kent-collar, NO button-down!
Collar female blouses:	regular/buttoned
Cuffs:	buttoned

kiekert

55 mm

Logo application

Position:	on left chest
Width:	approx. 55 mm
Methods:	embroidery

CONTACT

Our brand book contains all the necessary components
which you require for everyday work.
If you need further information, please contact us.

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