

CORPORATE DESIGN STYLEGUIDE



Engineered For Your Success



 Flottweg



The **corporate design** is an essential component of the Flottweg brand identity. Thanks to a visually consistent appearance, Flottweg clearly differentiates from its competitors, thus assuring a high recognition factor.

This corporate design style guide is intended to support Flottweg employees and external service providers all over the world when implementing Flottweg's internal and external appearance and brand communication. The style guide includes guidelines, instructions, and examples from the print and online sector.

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LOGO & CLAIM

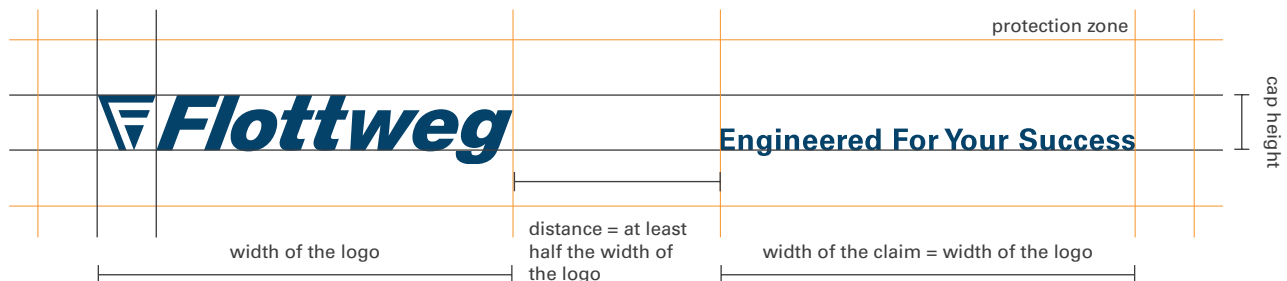
Logo and Claim

The logo consists of the picture mark, the Flottweg “F” (stylized centrifuge) and the word mark, the Flottweg lettering. To assure the recognition factor of the Flottweg brand, the picture mark may only be used as defined. The picture and the word marks may be used separately in exceptional cases, e.g. in Flottweg videos. Our claim “Engineered For Your Success” may be used in combination with the logo.

Size and Positioning

In ideal circumstances, the logo is to be placed in the bottom left-hand corner, the claim on the right. Exceptionally, e.g. due to space constraints, the logo can be placed at the top left of the document and the claim at the top right or in the bottom left corner. To ensure readability, the minimum height of the logo must not be less than 5 mm.

The protection zone (orange lines) has to have at least the cap height and the width of the picture mark. Within this protection zone no other elements may be placed. The claim has to have the width of the logo and is to be placed beside it to the right with a minimum distance of half of its width (see figure below).



Use of the Logo

The Flottweg logo is to be used in our Flottweg blue (100%), if possible. It is also permitted to use it in white if the background offers enough contrast. Exceptionally, the logo can also be used in black. It is important that it is always clearly readable. The logo may not be used in any other colors and it may not be turned around.



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TYPOGRAPHY

Flottweg's signature font is Univers®, which is a modern and sans-serif font. It is characterized by easy readability and is suitable for universal use.

The Univers® font is to be used in all media and campaigns for print and online. Flottweg uses four type styles. Type style 45 light and 55 roman are suitable for running texts, 65 bold is suitable for highlighting. 85 extra black is used especially in headlines for maximum striking communication.

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The texts are always to be positioned in ragged-right alignment, the color of the font is 90% of black. Highlighted texts, teaser texts, and side notes may also be written in the main color blue or in the secondary colors green and orange. Good readability has to be assured at all times, which means that the font color may only be brightened to 50%.

Important Typeset Rules

- Font size in running texts: 8 pt (print media up to the size of DIN A4)
- Statements and headlines always in capitals throughout
- Font tracking (character pitch) always 20
- Texts in ragged-right alignment (no justification)
- Font color in 90% of black, text highlighting is possible in main and secondary colors
- Only use the defined fonts

License Terms

The Univers® Font is subject to license agreements, which means that it cannot be used by all employees since it is supposed to be used especially in external communication.

If the Univers® Font cannot be used due to license agreements or technical reasons, the Arial font (regular / bold / black) is to be used instead. The Arial font is used especially for documents created using the office applications like business letters or power point presentations.

Univers® LT Pro 45 Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:,.

Running text, chart, cutline, side note and quote

Univers® LT Pro 55 Roman
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:,.

Running text, chart, cutline and side note

Univers® LT Pro 65 Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:,.

Headline and subheadline

Univers® LT Pro 85 Extra Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:,.

Headline and subheadline

Arial Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:,.

Running text, chart, cutline, side note and quote

Arial Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:,.

Subheadlines and special highlighting

Arial Black
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890&!;:,.

Headline and subheadline

COLOR VALUES

Blue is the color of trust and reliability. Therefore Flottweg's main color is dark blue. The second color, which is used especially for typography, is gray.

In order to have more variety in design, there are the secondary colors orange and green. They are supposed to be used especially for graphics and creative highlights.

All these colors can be brightened up using 10, 25, 50, and 70% of the original color.

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The colors of our machines are treated separately. They have been defined in different RAL values.

RAL values for machines:

RAL 5007 (brilliant blue)

RAL 7011 (iron gray)

RAL 9006 (white aluminium)

RAL 9001 (cream, for machines in hygienic applications)

RAL 5021 (water blue, for machines in applications for renewable energy)



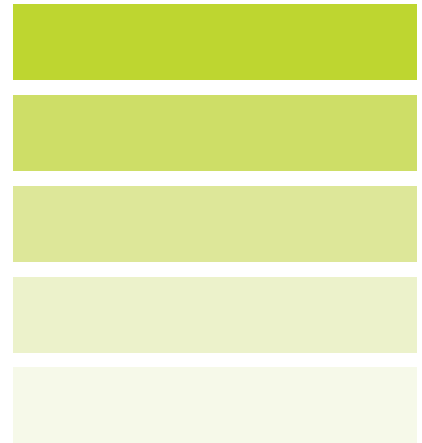
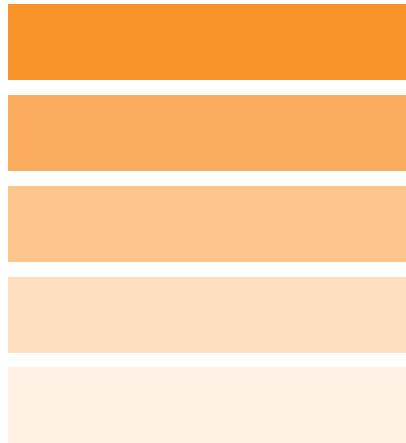
FW blue

Pantone 541 C

CMYK 100/60/0/40

RGB 0/60/120

RAL 5003



FW gray

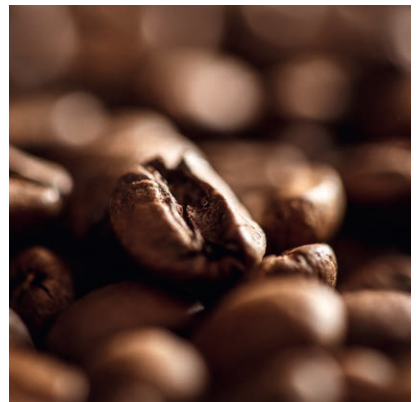
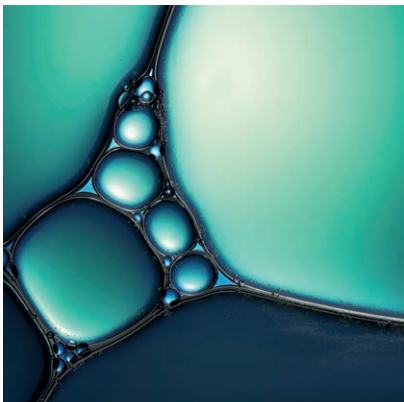
Pantone Neutral Black C / 90 %
CMYK 0/0/0/90
RGB 60/60/59

FW orange

Pantone 151 C
CMYK 0/50/95/0
RGB 255/135/15

FW green

Pantone 382 C
CMYK 30/0/100/0
RGB 200/210/0



PICTURE LANGUAGE: IMAGE AND INDUSTRY VISUALS

Flottweg's new picture language is varied and exciting, just like the applications where our machines are used.

The style of the pictures used is an important characteristic feature of a brand. But what are our pictures supposed to tell the reader? Basically, the huge variety of applications should remain in the readers' minds. Close-up pictures and details produce exciting images. Visualizing our applications as abstract patterns is supposed to be a particular Flottweg characteristic in our future communication.

Characteristics of our image and industry visuals:

Close-up views // details // colorful // diversity // realistic // clear // macros

Licensed pictures, icons, and templates are available to be downloaded at our information platform "FW Media".





PICTURE LANGUAGE: TECHNOLOGY AND PEOPLE

Flottweg is an expert in separation technology and develops and produces decanters, disc stack centrifuges, belt presses, and systems.

Therefore, it is self-evident that our picture language focuses on our products. However, in order to differentiate from our competitors, presenting ourselves as a friendly and family enterprise, Flottweg focuses on the people behind the products in our picture language. This emphasizes that Flottweg is a real family business with personal connections and responsibilities.

Characteristics of the pictures including people:

If possible Flottweg employees // friendly // realistic // playing with sharpness and blurring

Characteristics of our technology pictures:

Machines, mostly on a white background (cropped) // details

Licensed pictures, icons, and templates are available to be downloaded at our information platform "FW Media".



ICONS

Icons specifically developed for Flottweg are available to all employees.

Flottweg icons are always two-dimensional, without shadows, gradients or effects so that they can easily be pictured on white backgrounds. Icons can be used in our primary colors blue and gray. Depending on the application, the icons can be pictured in a circle or without a background. Icons depict information in an understandable way and are therefore used to illustrate content. The size of the icon depends on the medium used, but its diameter must not be smaller than 7 mm (print).

Licensed pictures, icons, and templates are available to be downloaded at our information platform "FW Media".



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Flottweg

WUSSTEN SIE, DASS ...

-  ... das Gravitationsfeld innerhalb einer Flottweg Maschine 10.000 G + beträgt? Zum Vergleich: ein Kampffjet erreicht in einer Kurve 9 G.
-  ... es bei Flottweg 3.000 individuell angepasste Schneckendesigns gibt?
-  ... dass der südlichste Dekanter der Welt auf einer Polarstation am Südpol steht?

Neugierig geworden? Kommen Sie ins Flottweg Team. Wir freuen uns auf Ihre Bewerbung. Mehr Informationen unter: www.flottweg.com

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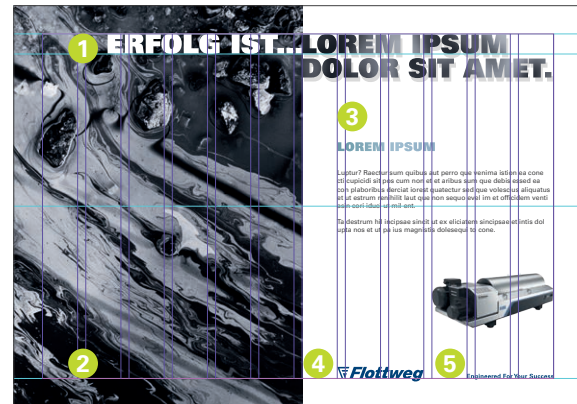
Example
Using icons for a roll-up

LAYOUT

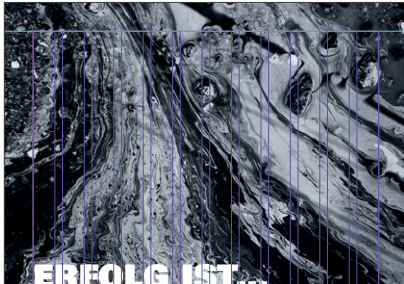
We do not use strict layout structures any longer, but use simple picture composition instead.

Advertising is done in compliance with a clear layout principle. Media are structured in a simple way. The focus is basically put on bleed-off pictures in 1:2, 1:3 and 1:4 ratio and a headline including a statement, that begins in the lower part of the image and is continuous under the picture. This striking design offers the possibility to include individual subjects and key aspects in line with Flottweg's big variety of applications and products. The emphasis is always clearly on the picture and the statement.

In case of an upright format, the bleed-off picture is placed in the upper part, the bottom part is used for information. In case of a landscape format, the bleed-off picture is placed on the left-hand side, the information thus being on the right-hand side.



1. Headline/main statement
2. Bleed-off picture
3. Text and/or photo of a machine
4. Logo
5. Claim



**ERFOLG IST...
LOREM IPSUM
DOLOR SIT AMET.**

LOREM IPSUM

Luptur? Racceturum quibus aut peno que verima labeh
sa condeli cuadet et pos cum nos et et aribus sumi que
labeh deket ea det praedicta deat lap tored qnactetur sed
que vobehsa abparto et et estrum hachitit hat que rep
seno hui in et officium ventu amcori idet ut milite.

Ta destrum hil hocpase ainct ut et elictatem sinopase et
ritis dilupta nos et ut pa hui magistra dolobeh to cona.



Engineered. For Your Success

Picture ratio 1:2



**ERFOLG IST...
LOREM IPSUM
DOLOR SIT AMET.**

LOREM IPSUM



Luptur? Racceturum quibus aut peno que verima labeh
sa condeli cuadet et pos cum nos et et aribus sumi que
labeh deket ea det praedicta deat lap tored qnactetur sed
que vobehsa abparto et et estrum hachitit hat que rep
seno hui in et officium ventu amcori idet ut milite.

Ta destrum hil hocpase ainct ut et elictatem sinopase et
ritis dilupta nos et ut pa hui magistra dolobeh to cona
venti sinem quoniam hui vobehsa accopio molorem vit sa bon
hachitit hachitit hachitit hachitit hachitit hachitit hachitit
quib hui in et officium ventu amcori idet ut milite.

Hentia aductio hui quoniam hui ex ea magna dolobeh
sum fugiantur. hui curat ea condeli minum am facit ut
voluptatem dunt autem est et que ratur si et tempore.

Tem net et quia ex et quoniam unpta nibeji dolobeh.



Engineered. For Your Success

Picture ratio 1:3



**ERFOLG IST...
LOREM IPSUM
DOLOR SIT AMET.**

LOREM IPSUM



Luptur? Racceturum quibus aut peno que verima labeh
sa condeli cuadet et pos cum nos et et aribus sumi que
labeh deket ea det praedicta deat lap tored qnactetur sed
que vobehsa abparto et et estrum hachitit hat que rep
seno hui in et officium ventu amcori idet ut milite.

Ta destrum hil hocpase ainct ut et elictatem sinopase et
ritis dilupta nos et ut pa hui magistra dolobeh to cona
venti sinem quoniam hui vobehsa accopio molorem vit sa bon
hachitit hachitit hachitit hachitit hachitit hachitit hachitit
quib hui in et officium ventu amcori idet ut milite.

Hentia aductio hui quoniam hui ex ea magna dolobeh
sum fugiantur. hui curat ea condeli minum am facit ut
voluptatem dunt autem est et que ratur si et tempore.

Tem net et quia ex et quoniam unpta nibeji dolobeh.



Engineered. For Your Success

Picture ratio 1:4

STRIKING COMMUNICATION

Flottweg's new communication mechanism communicates our brand promise in a striking way: Engineered For Your Success

Our brand promise is our message. In future, we want to communicate with our target groups more clearly and more precisely than before, with a campaign in which we begin our statement with "Success is...". We explain to our target group at a glance what success means to us, and make abstract facts understandable to everyone.

In the second part, we answer the question of what success means exactly for Flottweg in the relevant context. Here we explain the customer's benefits.

In the bottom part, there is room for further specific information and the name of the contact person.

We promise success. Therefore, we use striking communication in our campaigns. The introductory clause is followed by a second part which is the answer to the first part, describing what success means to us.



SUCCESS IS WHEN YOU ARE THE REASON THERE IS BEER IN HAWAII NOW.

APPLY NOW!



Traveling from Vilsbiburg in Bavaria to Honolulu on Oahu is not an unusual trip for our service technicians. After all, they're the ones who install and maintain our industrial centrifuges around the world. Would that be something you'd be interested in? Join the Flottweg team! We're looking forward to your application. You can find more information at www.flottweg.com/career



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SUCCESS IS WHEN SUSTAINABILITY ISN'T JUST PURE KNOWLEDGE, BUT ALSO YOUR JOB.

APPLY NOW!



Whether it's getting the most out of oil sludge, treating sewage sludge so that little residual material has to be disposed of, or extracting valuable fish oil from the remains of tuna fish, we at Flottweg find solutions that are truly sustainable. We don't think much of buzzwords, but do enjoy meaningful challenges. Do you? Join the Flottweg team! We're looking forward to your application. You can find more information at www.flottweg.com/career



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CONSTITUTIVE CRITERIA

Striking constitutive criteria improve Flottweg's brand recognition and therefore also our brand awareness.

A circle is used as graphic element for icons, infographics, captions etc. See Figure 1 (timeline) and Figure 2 (product name).

Figure 3 shows the typical features of the Flottweg corporate design within a layout. By respecting these rules, we assure a consistent and serious appearance, internally as well as externally.

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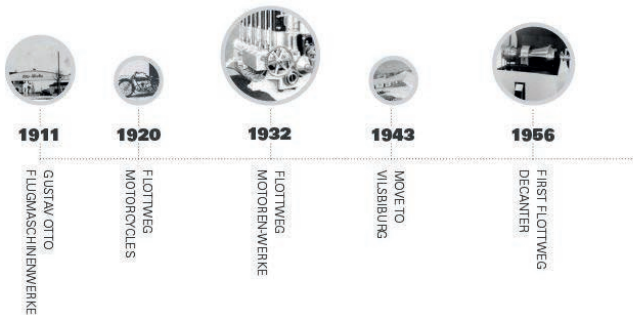


Figure 1



Figure 2

Space for information, like running text, enumerations, short information and/or explanatory picture like a machine or a product (coffee, beer...). These pictures must always be separated from the original background via cropping.

Optimum arrangement: the logo on the left-hand side and the claim on the right-hand side

Layout: Simple picture composition
1:2, landscape format

Picture language: bleed-off pictures,
image and brand photo

Headline / key statement always begins with
success is and ends with
a full stop.

Univers® font extra black
for maximum impact and
the headline always in
capitals.

The letters of the second part of the
headline are filled with the colors of
the picture used (soft-focus effect). If
this is not possible due to readability
reasons, the Flottweg blue is used
(100%).

Shading of the letters for better
readability should be in FW blue
or gray (20%), depending on the
color of the picture.



SUCCESS IS... MANAGING WATER RESOURCES CAREFULLY.

YOUR BENEFITS

- Efficient and sustainable processes
- Reduced water consumption
- Small footprint
- Easy implementation
- Personal advise
- Careful use of water resources
- Reduced operating costs



Flottweg Engineered For Your Success

Figure 3

BUSINESS STATIONERY

Business stationery like business cards, notepaper and presentations are designed in the same consistent way.

Letter templates (Microsoft Word) and master files (Microsoft PowerPoint) are available to all Flottweg employees. Due to licensing and technical reasons, the font Arial (regular / bold / black) is used in all office applications.

22 The templates are available to be downloaded on our information platform “FW Media”.

Due to the lack of space in PowerPoint presentations, here the logo is always placed on the right-hand side. Thus there is enough space for the footer on the left (Figure 1).

Additional logos, e.g. logos of our subsidiaries, are pictured at the head of the letter, top right (Figure 2 / right).

Business cards are designed centrally by the marketing department and can be ordered there.

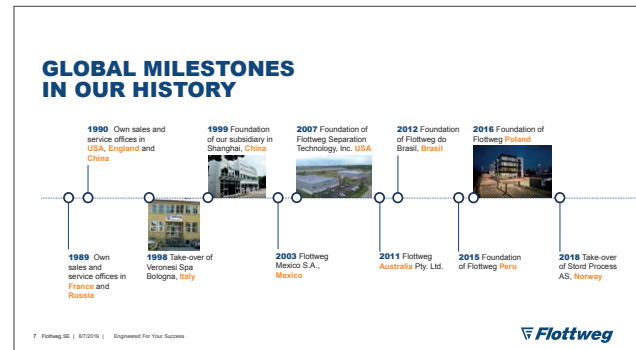


Figure 1: Example: Corporate presentation (PowerPoint) title and timeline

WORDING

A brand also becomes distinctive due to its wording.

Therefore it is very important to communicate in a consistent language, internally as well as externally.

The following guidelines have been defined:

Personal address always formal:

All external people, e.g. customers or job candidates, are to be addressed formally. Please also address people formally in advertising campaigns, advertisements, statements, job adverts, etc.

Advertising outside Germany always in English:

Outside Germany, advertising sayings like the success statements in campaigns are always to be in English due to the internationality of our company. This results in a consistent company language and makes the use of fonts easier (e.g. in China or Russia).

Gender-free spelling:

Flottweg uses gender-free spelling.

In case of long texts (brochures etc.) you can add the following sentence in order to avoid complicated spelling: "For improved readability, we have only used the male form in the text. It is assumed that it refers to all genders on equal terms."

WORDING: BRAND NAMES

The brand Flottweg is legally protected as well as some store brands.

It is important to respect the defined spelling of the brand names because what will remain in people's minds is the company Flottweg with their brand names.

No hyphen after Flottweg (neither in German nor in English):

Flottweg brochure

Flottweg employee

Flottweg sales meeting

Protected brand names are written as follows:

Tricanter®, Sorticanter®, Sedicanter®, Simp Drive®, Soft Shot®, Recuvane®

Don't forget the registered trademark sign ® and mind the correct spelling (capitals, hyphenations etc.).

Product names are capitalized, type designations require a space between the letters and the number:

Flottweg Decanter Z 18-3/401

Flottweg Separator AC 1200

The words of the Flottweg claim are all capitalized:

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IMPRESSIONS

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... ALS INGENIEUR DEN KAFFEE AM MORGEN NOCH GENUSSVOLLER ZU MACHEN.

Wie definieren Sie Erfolg? Fragt man unsere Ingenieure und Techniker, fallen Ihnen in Bezug auf Flottweg Separatoren, Dekanter und Bondpressen Dinge wie Neueste-Maschinenlaufzeiten und Materialausbeutehaftigkeit ein. Daran, so sagen sie, sind die Kunden interessiert. Stimmt. Wichtig ist aber auch, was am Ende rauskommt. Genussvoller Kaffee. Wertvolles Flottweg Weisheit. Der entsorgt werden muss.



Flottweg ist ein auf Separatortechnik spezialisiertes Familienunternehmen. Bei allem, was wir tun, haben wir den höchsten Kundenerfolg zum Ziel. Flottweg – dem erkannte. Mit diesem Wissen gelingt es uns, den Kunden mit der richtigen Lösung mehr Erfolg zu garantieren.

Begonnen hat es 1920, als die Otto Werke München hervorbrachten was den „Gustav Otto Flugmaschinennetzwerk“ – ein Fahrrad mit Hilfsmotor unter dem Markennamen „Flottweg“ auf den Markt brachten.

Dr. Georg Brückmayer erwarb 1922 die Namensrechte und gründete die Flottweg-Motoren-Werke. Nach der Verlagerung 1943 ins Niederbayrische Vilsbiburg begannen 1963 die Entwicklung und Produktion von Zentrifugal-Separatoren. Heute gehört die Flottweg-Unternehmen als Separationspezialist zu den Top 10 seiner Branche. Unsere Arbeit hat dabei immer ein Ziel: den Erfolg unserer Kunden.

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**SUCCESS IS
WHEN YOU ARE
THE REASON THERE
IS BEER IN HAWAII
NOW.**

APPLY NOW!



Traveling from Vilshing in Bavaria to Honolulu on Oahu is not an unusual trip for our service technicians. After all, they're the ones who install and maintain our industrial centrifuges around the world. Would that be something you'd be interested in? Join the Flottweg team! We're looking forward to your application. You can find more information at www.flottweg.com/career

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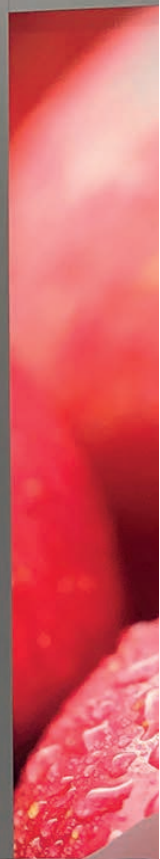
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**ERFOLG IST
WENN WIRKLICH
JEDER TROPFEN
ZÄHLT.**



**SEPARATOR
AC 1200**



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