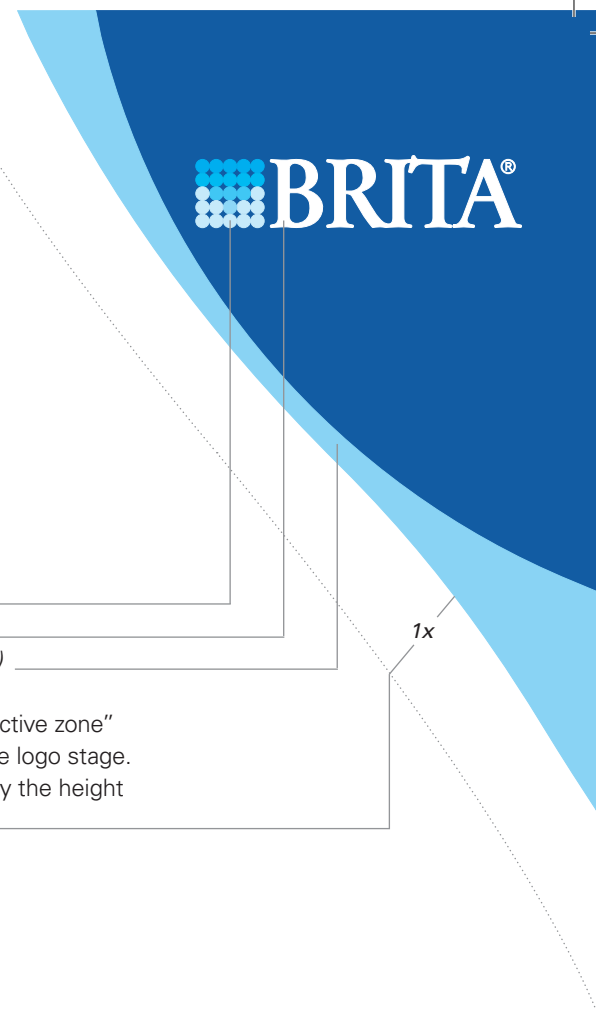


The BRITA® Corporate Design

The design guidelines featured in this Quickfinder are mandatory. You will find a detailed, up-to-date overview on the subject of corporate design on the **Intranet** under **Office > CD Guide**. The PDF with the CD guidelines is available for downloading under **Office > CD Guide > Downloads > BRITA CD Manual**.



Logo

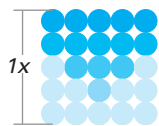
Office > CD Guide > Corporate Design Basics > Corporate Logo

The BRITA corporate logo is the company's most important identifying feature. In order to ensure as high a degree of recognition as possible, it is important that it be used consistently. For this reason it must **never be imitated or altered**. In all cases use the templates provided by Brand Marketing.

The corporate logo is always **positioned** on the **right hand side**, alternatively in the top or bottom corner.

The corporate logo comprises the following three elements:

- 1 *Image logo*
- 2 *Word logo*
- 3 *Logo stage (light and dark blue surface)*



A minimum white "protective zone" must always surround the logo stage. Its width is determined by the height of the image logo (x).

Basic Elements

Colours

Office > CD Guide > Corporate Design Basics > Corporate Colours

The consistent use of the BRITA **corporate colours** is imperative for a high level of recognition and must be used in all communications.

These are based on the **blue colour palette**, in which the elements that make up the logo appear. The main colour is **BRITA DarkBlue** (alternatively Pantone 287), on which the word logo appears in white. The corporate logo is set apart with a strip of **BRITA LightBlue** (alternatively Pantone 2905, corresponding to 40% Cyan).

Corporate Colour	BRITA DarkBlue	
PANTONE	287	
CMYK	100-65-0-15	
RGB	0-55-152	
Corporate Colour	BRITA LightBlue	
PANTONE	2905	
CMYK	40-0-0-0	
RGB	145-200-235	
White		
CMYK	0-0-0-0	
RGB	255-255-255	

Typeface

Office > CD Guide > Corporate Design Basics > Corporate Typeface

The **BRITA corporate typeface Univers** can be used in four possible font styles. In principle the setting is left-aligned with a ragged margin.

For **internal correspondence** and presentations **Arial** and its relevant cuts can be used as an alternative (see rear).

Univers 45 Light
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Univers 45 Light Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Univers 55 Roman
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Univers 55 Oblique
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 abcdefghijklmnopqrstuvwxyz

Notation

Office > CD Guide > Corporate Design Basics > BRITA® Trademark

The company name BRITA as well as the brand names MAXTRA, CLARIMAX and INTENZA are always set in **upper-case letters**.

The **trademark "®"** after BRITA is **always** used in **headings** larger than 12 points.



Minimum Distance and Size

Office > CD Guide > Corporate Design Basics > Logo Exceptions > Minimum Distance and Size



Around the word and image logo there is a **protective zone** that defines the **minimum distance** to other elements.

Logo Exceptions

Office > CD Guide > Corporate Design Basics > Logo Exceptions



You will find additional **exceptions** pertaining to the corporate logo on the Intranet (CD Guidelines, page 9).

Use of the Logo Sublines

Office > CD Guide > Corporate Design Basics > Corporate Logo > Corporate Sublines

The words „**Professional**“ and „**WaterTechnology**“ are **integrated** in the logo as a **subline** beneath the word logo “BRITA”. The font used is Stempel Garamond Regular italic.

You will find more **detailed information** about the use of corporate sublines on the Intranet in the CD Guidelines, page 14, “Use of Corporate Sublines”.



Office Presentations

Office > CD Guide > PowerPoint

Office Letters

Office > CD Guide > Downloads > Template Library

For **PowerPoint presentations** and **letters** there are **electronic templates** available on the BRITA Intranet. For these the font used is **Arial**.

Word Applications

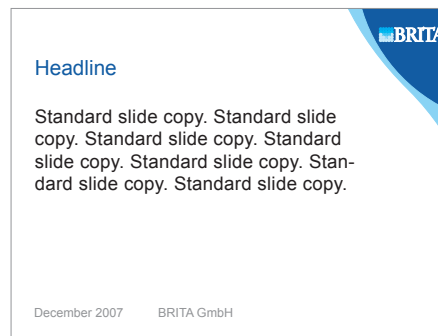
Copy	Arial, 11 pt, regular
Subject matter	Arial, 11 pt, italic
Reference line	Arial, 11 pt, bold

PowerPoint Title Slide

Slide title	Arial, 28 pt, regular
Slide subtitle	Arial, 20 pt, regular

PowerPoint Slide

Headline	Arial, 20 pt, regular
Copy	Arial, 18 pt, regular
Footer	Arial, 12 pt, regular



Corporate Design Check List

Office > CD Guide > Downloads > BRITA CD Manual

Have you remembered the following points?

Page

<input type="checkbox"/> Have you given preference to the corporate logo (incl. logo stage)?	4
<input type="checkbox"/> Were alternatives – where necessary – used correctly?	5
<input type="checkbox"/> Did you remember the protective zone around the logo?	9
<input type="checkbox"/> Did you always use the upper case for BRITA, MAXTRA, CLARIMAX and INTENZA?	–
<input type="checkbox"/> Did you always use the subline “WaterTechnology” where end consumers are addressed?	14
<input type="checkbox"/> For headings larger than 12 points did you always use the “®” trademark after BRITA?	10, 11
<input type="checkbox"/> Were the fonts Univers and Arial used exclusively?	16, 17, 18