Brand Guidelines

Content

① Introduction   DEFA Brand Guidelines

In order for DEFA to represent itself as unified as possible in all markets, this profile handbook is a tool to be used actively when developing anything to do with DEFA communication. The profile manual should be used as the foundation for all communication, both internally and externally.

DEFA is present in several markets and is communicated in all branches of sale. We operate in different settings and in different ways. Our customers and contacts develop their own perception of us based on what they are presented with, what they hear, what they read and what they see.

Developing and utilizing a unified visual look underlines DEFA's identity and visual presence. A clear and consistent design and communication profile, in all aspects of our business, contributes to providing a strong visual identity, while strengthening us as a company and as brand outward.

It also contributes to strong awareness around the brand and around the marketing of DEFA. The public must be able to quickly identify DEFA materials. A wide variation of possibilities exist for the different markets and for the different materials, therefore, it is important that these variations all lie within the profile guidelines and form.

We appreciate your cooperation in using this manual in the development of all marketing activities. We hope that it will be welcomed as a useful tool for all our partners. We also wish to clarify that the knowledge you possess about your own markets is very important to us.

Pia Svendsen
Marketing Coordinator

Corporate Logo

DEFA's corporate logo shall be used whenever the whole company is "speaking."

RECOMMENDED MINIMUM SIZE
The minimum size is shown with and without the registered trademark. In extra small sizes the legibility is lost and the ® therefore removed.

For further reference in use of logo without the ®, please refer to page 5.

Minimum DEFA logo size with ®: 20 mm.
Minimum DEFA logo size *without* ®: 10 mm

RECOMMENDED CLEAR SPACE
Give it space. To preserve the integrity and visual impact of the logo, always maintain clear space around it, and ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Use the height of the word DEFA to create a square that defines the clear space around.

CORPORATE LOGO

RECOMMENDED MINIMUM SIZE

20mm with ®

10mm without ®

RECOMMENDED CLEAR SPACE
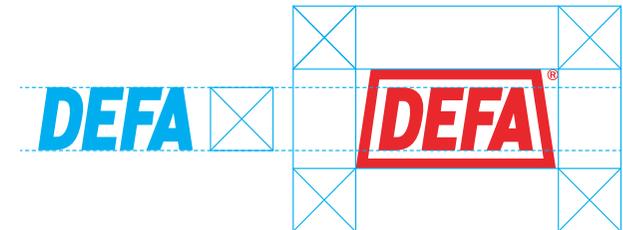
Use of the registered trademark symbol

The registered trademark symbol is used to provide notice that the preceding mark is a trademark or service mark that has been registered with a trademark office.

WHEN TO USE THE LOGO WITH THE REGISTERED TRADEMARK
The logo with registered trademark is the preferred logo for most applications.

WHEN TO USE THE LOGO *WITHOUT* THE REGISTERED TRADEMARK
- In embossing or as decor – for instance on promotional items
- On products
- Logos in small sizes below 20mm
- Very large scale – for instance as signage

WITH REGISTERED TRADEMARK

WITHOUT REGISTERED TRADEMARK

DEFA Sub brands — Vertical Lock-up

The Category logo shall be used when presenting DEFA's Sub brands:
- Tracking
- PowerSystems
- Security
- WarmUp

RECOMMENDED MINIMUM SIZE
The minimum size is shown with and without the registered trademark. In extra small sizes the legibility is lost and the ® therefore removed.

For further reference in use of logo without the ®, please refer to page 5.

Minimum DEFA logo size with ®: 20 mm.
Minimum DEFA logo size *without* ®: 10 mm

CLEAR SPACE
Give it space. To preserve the integrity and visual impact of the logo, always maintain clear space around it, and ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork, or text.

Use the height of the word DEFA to create a square that defines the clear space around.

DEFA SUB BRAND LOCK-UP
Type, symbol and colours shall not be modified in any way. Please refer to do's and don'ts in this document for further information.

DEFA SUB BRAND LOCK UP

WarmUp

Tracking   **PowerSystems**   **Security**

RECOMMENDED MINIMUM SIZE

20mm

WarmUp

10mm

WarmUp

RECOMMENDED CLEAR SPACE

WarmUp

DEFA Sub brands — Horizontal Lock-up

The Category logo shall be used when presenting DEFA's Sub brands:
Tracking, PowerSystems, Security, WarmUp and Lighting

RECOMMENDED MINIMUM SIZE
The minimum size is shown with and without the registered trademark. In extra small sizes the legibility is lost and the ® therefore removed. For further reference in use of logo without the ®, please refer to page 5.

Minimum DEFA logo size with ®: 20 mm.
Minimum DEFA logo size *without* ®: 10 mm

CLEAR SPACE
Give it space. To preserve the integrity and visual impact of the logo, always maintain clear space around it, and ensure the logo can be seen quickly, uncluttered by other logos, symbols, artwork,
or text. Use the height of the word DEFA to create a square that defines the clear space around.

DEFA SUB BRAND LOCK-UP
Type and symbol shall not be modified in any way. Please refer to do's and don'ts in this document for further information. White and colours that can be used on sub brands:

PMS: 426
CMYK: 94/77/53/94
RGB: 37/40/42

CMYK: 0/0/0/0
RGB: 255/255/255

PMS: 422
CMYK: 19/12/13/34
RGB: 158/162/162

DEFA SUB BRAND LOCK-UP

RECOMMENDED MINIMUM SIZE

20mm

10mm

RECOMMENDED CLEAR SPACE

Logo and colour usage

PRIMARY LOGO
This is the preferred logo and should always be used as our first choice for printed and other graphic matter.

Always use primary logo on white or light gray background up to 25% black on darker backgrounds use white logo

SILVER LOGO
The sliver logo can be used.

BLACK/WHITE
The black logo should only be used as a version on printed matter in black and white.

The white logo may be used as an alternative on darker backgrounds where the red logo is not suitable – i.e. contrast issues.

PRIMARY LOGO

SILVER LOGO

BLACK/WHITE

USE ON BACKGROUND

Use on light backgrounds up to Cool Gray 3

Use on either light or dark backgrounds

Use on red or dark backgrounds

Incorrect use – don't:

There are many ways to mess up our impression – shown here is a collection of typical examples of how NOT to use our logo.

EDIT LOGO COLOURS

ADD A BACKGROUND COLOUR

EDIT LOGO COLOURS ON SUB BRAND

STRETCH

CHANGE PROPORTIONS

USE EFFECTS LIKE SHADOW/3D ETC.

CHANGE SUB BRAND FONT

SEPARATE SUB BRAND LOCK-UP FROM MAIN LOGO

Problem solving

Shown here are examples of how to get around a less optimal situation.

INCORRECT LOGO USE WITH BACKGROUND
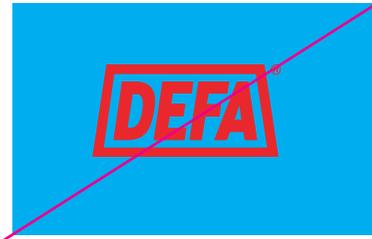
CORRECT LOGO USE WITH BACKGROUND

DEFA Colour Palette

The colours shown here are not necessarily the exact portrayal of the colours. For the exact colour match, we recommend using the newest edition of the PANTONE Colour Formula Guide as your reference.

CMYK
CMYK (Cyan, Magenta, Yellow and Black) are the four primary printing inks that make up any full colour-printing job.

PMS
Pantone (PMS) Pantone colours are numbered and are made up out of a base set of colours. By specifying a specific Pantone colour, there is little chance of colour variance on the presses.

RGB
Red, green and blue are the 3 colours that are used by monitors to display images.

PRIMARY COLOURS
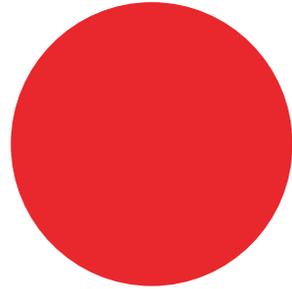
DEFA RED
PMS: 1795
CMYK: 0/96/93/2
RGB: 204/0/0
RAL: 3020
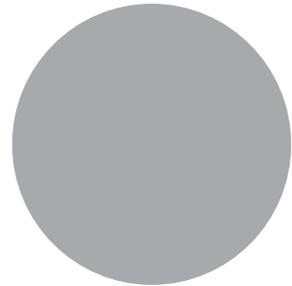
DEFA SILVER
PMS: 877
For use in CMYK or RGB use Secondary colour
PMS: 422
RAL: 9006
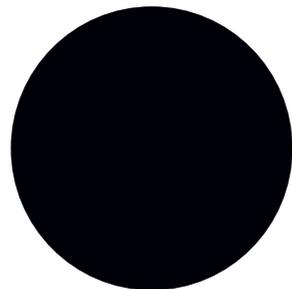
DEFA BLACK
PMS: 426
CMYK: 94/77/53/94
RGB: 37/40/42
RAL: 7021

SECONDARY COLOURS

1
PMS: 420
CMYK: 6/4/7/13
RGB: 199/201/199

2
PMS: 421
CMYK: 13/8/11/26
RGB: 178/180/178

3
PMS: 422
CMYK: 19/12/13/34
RGB: 158/162/162

4
PMS: 423
CMYK: 22/14/18/45
RGB: 137/141/141

5
PMS: 424
CMYK: 30/20/19/58
RGB: 112/115/114

6
PMS: 425
CMYK: 48/29/26/76
RGB: 84/88/90

PMS: 363
CMYK: 76/3/100/18
RGB: 60/138/46

COLOUR FAZING OUT

PMS: 648
CMYK: 100/71/9/58
RGB: 0/40/87

This colour will gradually faze out of our colour palette. It will appear in some applications like packaging but should be avoided when possible.

DEFA Fonts

The chosen typeface for DEFA is ITC Franklin Gothic Condensed in two weights and ITC Franklin Gothic in three weights – all with complimentary italics.

For examples of use see next page.

ITC FRANKLIN GOTHIC CONDENSED

BOOK CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOOK CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM CONDENSED

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM CONDENSED ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

ITC FRANKLIN GOTHIC

BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BOOK ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DEMI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

DEMI ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography guidelines

To get you started on the right track we have assembled some typical examples of use with recommended type choices.

Heading
ITC Franklin Gothic Medium Condensed

Ingress: ITC Franklin Gothic book. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut euismod egestas milafattis. Aenean venenat is feugiat punikrus et suscipit. Aliqunuam erat volutpat. Aenean id volutpat ante. Maecenas id so licitudin nisl. Etiaiam posuere accumsan neque ac sodales.

SUBHEADING: ITC FRANKLIN GOTHIC DEMI
Bodycopy: ITC Franklin Gothic book. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut euismod egestas mattis. Aenean venenatis feugiat purus et suscipit. Aliquamt volutpdewddwafat. Aenean id volutpat ante. Maecenas id so licitudin nisl. Etiam et posuere accumsan neque ac sodales. Aenean venenatis feugiat purus et suscipit. Aliquam erat volutpat. Aeneklvian id volutpat ante. Maecenas id so licitudin nisl. Etiam posuere aciloicumsa n neque ac sodales. Aliquanuamt volutpdewddwafat. Aenean id volutpat ante. Maecenas id so licitudin nisl. Etiam et posuere accumsan neque ac sodales. Aenean venenatis feuagiat purus et suscipit. Aliquam erat volutpat. Aeneklvian id volutpat ante. Maecenas id so licitudin nisl. Etiam posuere aciloicumsan neq ue ac sodales.

IMAGE TEXT
ITC FRANKLIN GOTHIC DEMI
Bodycopy: ITC Franklin Gothic book. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut euismod egestas mattis. Aenean venenatis feugiat purus et suscipit. Aliquamt volutpdewddwafat. Aenean id volutpat ante. Maecenas id so licitudin nisl. Etiam et posuere accumsan neque ac sodales. Aenean venenatis feugiat purus et suscipit sodales.

BULLET HEADING, ITC FRANKLIN GOTHIC DEMI CONDENSED:

▸ ITC Franklin Gothic book. A cold engine emits up to 30% more dangerous fumes.

▸ DEFA WarmUp reduces fuel consumption by up to 35% the first kilometres.

▸ On cold days, cities like Oslo, Stockholm and Riga are more polluted than Mexico City.

TO GET ATTENTION TYPE SET IN RED CAN BE USED ON HEADINGS AND SUBHEADINGS WHEN NEEDED.

⑤ Icons

DEFA Icons

The icons are an important part of the DEFA identity as they assist in communication between skill levels and languages.

WarmUp	Security	PowerSystems	Tracking Icon	Lighting Icon
Boat	Rescue Boat	Lifeboat	Car	Truck
Campers & RV's	Machinery	Professional Vehicles	Rehab	Snowmobile
Bus	MC	Tractor	Home Automation	Cabins
		Smart phone		
		CONTROL WITH DEFA LINK		
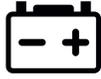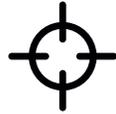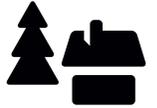
DEFA Contact Information

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