



# CORPORATE DESIGN GUIDELINES

VERSION 2.0 – AUGUST 2024

# WELCOME TO THE ACE BRAND GUIDELINES

## **ACE is a Stabilus Company**

ACE has officially been a member of Stabilus S.A., one of the world's leading manufacturers of gas springs, electromechanical drives and dampers.

## **The ACE Brand Appearance**

This guide will help you to familiarize yourself with our brand elements. It will also assist you in creating and producing powerful communications.

A POWERFUL  

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SYMBOL

LOGOTYPE

Seit Mitte 2016 ist ACE offiziell ein Unternehmen der Stabilus S.A., einem weltweit führenden Hersteller von Gasfedern, elektromechanischen Antrieben und Dämpfern.

ACE has officially been a member of Stabilus S.A., one of the world's leading manufacturers of gas springs, electromechanical drives and dampers.

! Please only use the master logos provided.



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#### Logo-Colour ACE Blue

CMYK 85 | 56 | 0 | 40  
RGB 25 | 70 | 125  
HEX #19467d

Pantone 2154 C  
RAL 5017

#### Versions

The ACE logo usually stands on a white background.  
There is only one coloured version.  
In special cases, a black version is used.



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White variants: In certain cases (exhibition walls, signage, advertisements, etc.), the logo can be printed on a coloured, ideally blue, background.

If the background is similar to the ACE Blue, the letters are transparent!



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**Size**

The size of the endorser is set for two different formats. The logo including endorser is always scaled together, so it remains in the same proportions.

The common version is the „Basis Version“.

A „Mini Version“ for very small formats is also available.

! Please only use the master logos provided.

**MINI VERSION**  
**MINIMUM SIZE****BASIS VERSION**  
**A4 / LETTER**

**Placement**

The trademarks will always be placed on a highlighted position, preferably in the upper left corner of the layout area.

**Background**

The preferred background for the logotype is white. When it is placed on images, please take care to choose a calm underground. The logo must have sufficient contrast to the background.

**Recommended free space**

The logos of the subbrands are always surrounded with free space that emphasizes the value of each sign. This free space should be equivalent to at least the height of the core logotype.



Minimum free space

If the design area is very small (such as on advertising materials), the distance of the logo from the edges can exceptionally be reduced to at least 1/4 of its height.

- ! If the design area is very small (such as on advertising materials), the distance of the logo from the edges can exceptionally be reduced to at least 1/4 of its height.
- ! Please only use the master logos provided.

**Minimum size**

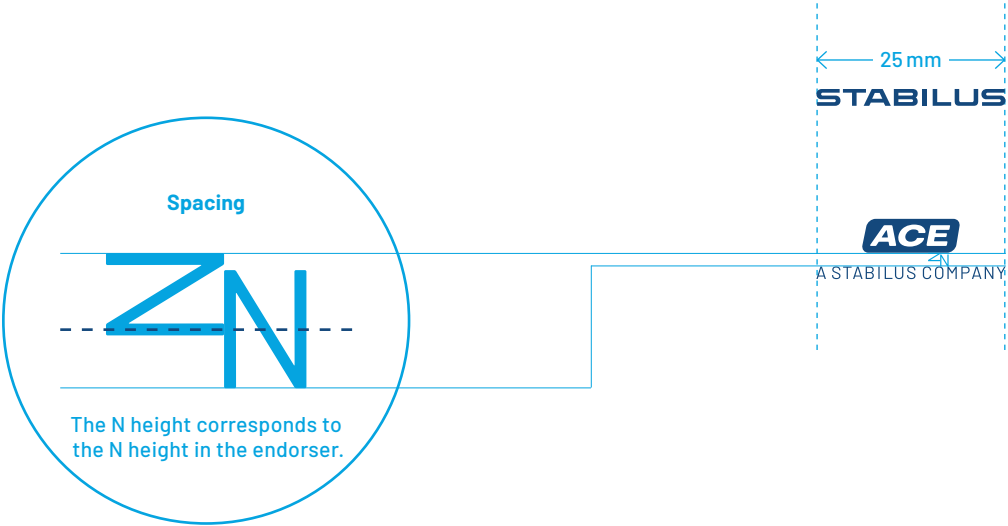
The minimum width of the logo is defined as 25 mm in print applications and 160 px in digital devices. The endorser has the same width as the logo.

The font size of the endorser is 6.6 pt.

**Exceptions**

- 1. The ACE logo is scaled down proportionally to the Stabilus logo.
- 2. Graphics of the Tech Products and Piston logos are slightly broader than the logo width.

! Please only use the master logos provided.



**A4/Letter**

The logo size A4/Letter is the basis.  
The font size of the endorser is 7.7 pt

**Scaled Version**

The logo size A4/Letter is the basis and it is allowed to scaled down to 85% proportionally. Reduction of logo size below 85% is only allowed with marketing approval.  
The font size of the endorser is 6.6 pt

**Mini**

The minimum width of the logo is defined as 25 mm for print.  
The mini version must not be scaled in size.  
The font size of the endorser is 6.6 pt

- ! Please only use the master logos provided.
- ! A4/Letter Logo Version is only allowed to scaled down to 85%. In special cases only with the approval of marketing.
- ! Minimum Logo Version is not allowed to scale.

**BASIS**  
**A4 / LETTER - 100%**

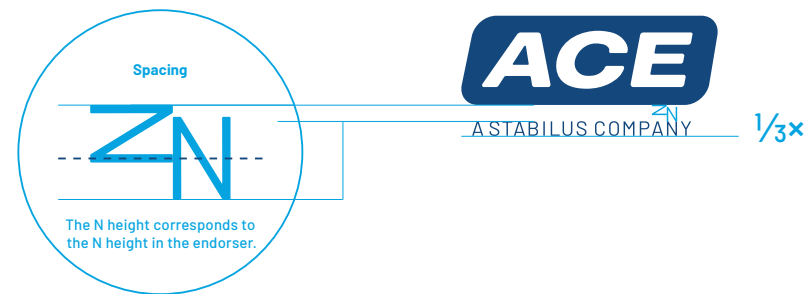
Brand Endorser: 7.7 pt  
A STABILUS COMPANY

**SCALED VERSION**  
**A4 / LETTER - 85%**

Brand Endorser: 6.6 pt  
A STABILUS COMPANY

**MINI VERSION**  
**100%**

Brand Endorser: 6.6 pt  
A STABILUS COMPANY



**Scaled A4/Letter**

From logo size A4/Letter is enlarged proportionally.  
Reduction of A4/Letter logo size is allowed only to 85%!  
A reduction of the logo size below 85% is only allowed with the approval of Marketing.

**Large size**

For larger formats the endorser is scaled proportionally with the logo.

! Please only use the master logos provided.





The primary use for the ACE Logotype is in Logo Blue.



Do not use the blue or black version of the logo on a colored background.



The logo must not be placed on unsteady backgrounds that impair its impact and legibility.



The logo may not be used in colors other than clear blue, black or white.



Do not change the font.



Do not add any effects to the logo.



Do not change proportions. Disproportional enlargements and reductions in size and any other modifications are not permitted.



Do not use a low quality file of the logo.



Do not angle the logo.



Do not add graphic elements.

If the logo you have does not suit your needs, or you need the logo in a different format, please contact ACE Marketing.

# A POWERFUL --- STATEMENT

CLAIM

**Statement**

ACE is the leading quality supplier of industrial damping technology and an expert in the rapid development of your solution.

Outstanding service, short development times, reliability and fast on-site availability make the difference for your success. Highest performance without compromise is our promise that you can rely on.

ACE ist der führende Qualitätslieferant industrieller Dämpfungstechnik und Experte für die schnelle

Entwicklung Ihrer Lösung. Herausragender Service, kurze Entwicklungszeiten, Zuverlässigkeit und eine schnelle Verfügbarkeit vor Ort machen den Unterschied aus, für Ihren Erfolg. Höchste Leistung ohne Kompromisse ist unser Versprechen, auf das man sich verlassen kann.

**Design**

The claim is set in capital letters in the font Barlow Regular. Preferably in the color of the logo.

# WHEN PERFORMANCE MATTERS

### Application

The rules for the claim:

- Set in capital letters in the font Barlow Regular. Preferably in the color of the logo.
- The font size is freely selectable. However, it should always remain clearly legible and the height of the cap should not exceed the height of the graphic element of the logo.
- If continuous text is available, the size of the claim can be based on this.

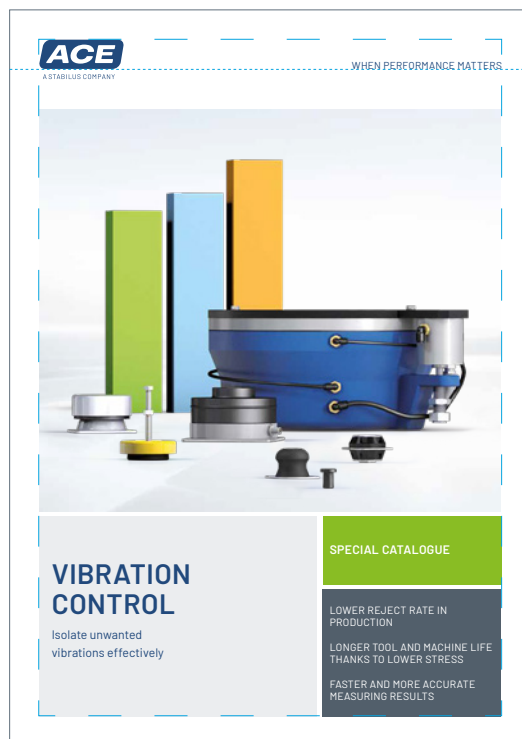
### Placement

The claim always interacts with the logo, preferably in a horizontal reference, left- or right-aligned at the edge of the type area.

1. The claim is aligned with the lower edge of the logo.
2. The claim is aligned at the bottom type area in a vertical reference to the logo.

! Spelling and punctuation must not be changed.

! If a good legibility cannot be ensured the claim should not be applied.



Claim aligned at the bottom type area.

Claim aligned with the lower edge of the logo.

**The claim as a headline**

In corporate communications, the claim can also be used as a headline. Here, the rules for handling the house font apply.



Exemplary application of the claim as an attention-grabbing headline.

WHEN PERFORMANCE  
MATTERS



WHEN PERFORMANCE MATTERS



**The claim under the logo**

If the claim cannot be placed next to the logo (space, readability, URL, partner logos), it may be placed under the logo. This option should remain an exception.

The claim is separated from the endorser by a blue line of 0.5 pt. The line in the length of the endorser cuts the space between the endorser and claim in half (height of "endorser-N")

vertically in line). If the claim runs longer than the endorser, the line will be as long as the claim.

The alignment of the subbrand's claim corresponds to the endorser. The font size is variable, but at least corresponds to the size of the endorser.



Exemplary application of the claim in combination with the logo



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WHEN PERFORMANCE MATTERS

The font size corresponds to the endorser.



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WHEN PERFORMANCE MATTERS

The font size is significantly increased.

BEST SUITED

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TO THE MESSAGE

BRAND COLORS

A color concept reduced to a few colors characterizes the look and provides consistent visual appearance. The primary colors underline the technical high-grade impression.

Clear Blue und Sky Blue

The color blue is unmistakably linked to ACE (Stabilus) and therefore the leading color. In our color system it stands for stability and quality. Clear Blue always appears in full tone, while Sky Blue can also be applied with an opacity of 80 % in charts and diagrams with larger areas.

CLEAR BLUE



CMYK 85 | 56 | 0 | 40      RGB 25 | 70 | 125  
PMS-C 2154 C      HEX #19467D  
RAL 5017

White

White is the basic color of ACE (Stabilus) and creates visual generosity and sovereignty. White space creates optimal design possibilities together with the defined corporate colors.

SKY BLUE



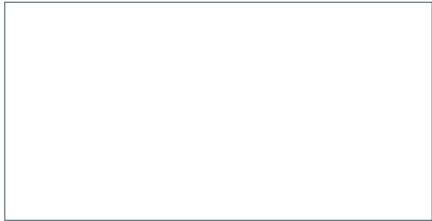
CMYK 80 | 15 | 0 | 0      RGB 0 | 160 | 222  
PMS-C 299 C      HEX #00A0DE  
RAL 5015

SKY BLUE - DIGITAL COLOR GRADATION



- ! The secondary colors should be used sparingly and for emphasis, e.g., for differentiation of information in charts and information graphics and guidance systems. Excessive use is waived.
- ! Yellow appears mostly isolated, surrounded by neutral colors such as grey and white.

WHITE



CMYK 0 | 0 | 0 | 0  
PMS-C -  
RAL 9003  
RGB 255 | 255 | 255  
HEX #FFFFFF

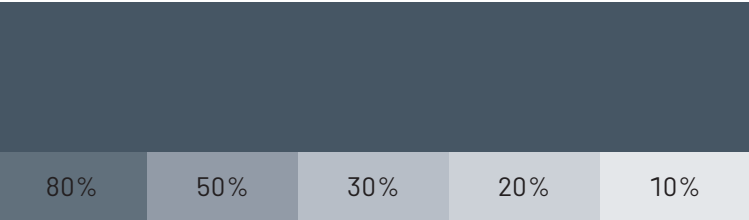
Dark Gray

Dark Gray is a special composed gray tone, including its shades, that stands for the technical facets and conveys values such as reliability, quality and precision. Color gradations follow the Fibonacci sequence in steps of 80 %, 50 %, 30 %, 20 %, 10 %.

Spot Color

In high-quality media or 3-dimensional applications Dark Gray may be substituted by silver.

DARK GRAY



<u>CMYK</u>	45   25   15   60	<u>RGB</u>	81   95   107
<u>PMS-C</u>	431 C	<u>HEX</u>	#515F6B
<u>RAL</u>	7012		

DARK GRAY - DIGITAL COLOR GRADATIONS

80%	<u>RGB</u>	116   127   137
	<u>HEX</u>	#747F89
50%	<u>RGB</u>	168   175   181
	<u>HEX</u>	#A8AFB5
30%	<u>RGB</u>	202   207   210
	<u>HEX</u>	#CACFD2
20%	<u>RGB</u>	220   223   225
	<u>HEX</u>	#DCDFE1
10%	<u>RGB</u>	237   239   240
	<u>HEX</u>	#EDEFF0

Deep Yellow

Deep Yellow complements the color palette. Used purposefully, the warm color assumes emotional and functional aspects in the layout system. The friendly yellow tone has an activating effect and consciously sets positive impulses.

DEEP YELLOW



<u>CMYK</u>	0   25   100   0	<u>RGB</u>	253   195   0
<u>PMS-C</u>	7408 C	<u>HEX</u>	#FDC300
<u>RAL</u>	1018		

DEEP YELLOW - DIGITAL COLOR GRADATION

80%	<u>RGB</u>	253   207   51
	<u>HEX</u>	#FDCF33

- ! The secondary colors should be used sparingly and for emphasis, e.g., for differentiation of information in charts and information graphics and guidance systems. An excessive use is waived.
- ! Yellow appears mostly isolated, surrounded by neutral colors such as grey and white.
- ! 80% Yellow may only be used in conjunction with deep Yellow.

SILVER



<u>PMS-C</u>	877 C
<u>RAL</u>	9006

Secondary Categories

Colour coding of the ACE segments using defined colours



Segment colour 01  
**Automation Control**

CMYK 61 - 7 - 31 - 0  
RGB 113 - 176 - 180  
HEX # 71B0B4

Pantone 2232 C  
RAL 6034 Pastel turquoise

Segment colour 02  
**Motion Control**

CMYK 0 - 25 - 100 - 0  
RGB 253 - 195 - 0  
HEX # FDC300

Pantone 7406 C  
RAL 1018

Segment colour 03  
**Vibration Control**

CMYK 50 - 0 - 100 - 0  
RGB 147 - 192 - 28  
HEX # 93C01C

Pantone 375 C  
RAL *6018 Yellow green*  
*(only approximate!)*

Segment colour 04  
**Safety Products**

CMYK 0 - 95 - 80 - 0  
RGB 229 - 32 - 46  
HEX # E5202E

Pantone 185 C  
RAL *3020 Traffic red*  
*(only approximate!)*

## Secondary Categories

Colour coding of the ACE segments using defined colours



### Automation Control

Miniature Industrial Shock Absorbers  
Industrial Shock Absorbers  
Heavy Industrial Shock Absorbers  
Profile Dampers  
Damping Pads  
Pallet Stoppers



### Motion Control

Gas Springs – Push Type  
Gas Springs – Pull Type  
Hydraulic Dampers  
Door Dampers  
Hydraulic Feed Controls  
Rotary Dampers



### Vibration Control

Rubber-Metal Isolators  
Vibration-Isolating Pads  
Low Frequency Pneumatic  
Leveling Mounts



### Safety Products

Safety Shock Absorbers  
Safety Dampers  
Clamping Elements  
Viscoelastic Shock Absorbers

### Dämpfungstechnik

Kleinstoßdämpfer  
Industriestoßdämpfer  
Schwere Industriestoßdämpfer  
Strukturdämpfer  
Stoßdämpfungsplatten  
Palettenstopper

### Geschwindigkeitsregulierung

Industrie-Gasdruckfedern  
Industrie-Gaszugfedern  
Hydraulische Bremszylinder  
Türdämpfer  
Vorschub-Ölbrem sen  
Rotationsbremsen

### Schwingungstechnik

Schwingungsisolierende Platten  
Schwingungsdämpfer  
Niederfrequente Luftfederelemente

### Sicherheitsprodukte

Sicherheitsstoßdämpfer  
Sicherheitsdämpfer  
Klemmelemente  
Viskoelastische Stoßdämpfer

For notifications, warnings and status messages a third level of color coding was created. The Signal Colors may only be used for typography, small graphic elements and icons.

! Signal Colors are solely used for notifications, warnings and status messages if a color differentiation is required.

FRESH GREEN



CMYK 50 | 0 | 100 | 0      RGB 147 | 192 | 28  
PMS-C 375 C                HEX #93C01C

SIGNAL RED



CMYK 0 | 95 | 80 | 0      RGB 229 | 32 | 46  
PMS-C 185 C                HEX #E5202E

Through a right emphasis and assignment, the color spectrum offers orientation for the beholder and enables an exciting layout.

A stage is needed to make an impression: White areas are an important layout element in the corporate design of ACE (Stabilus). Images and texts receive their best advantage with the use of generous free areas and contents appear clear and structured.

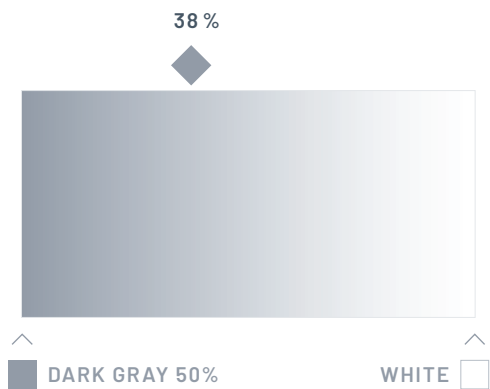
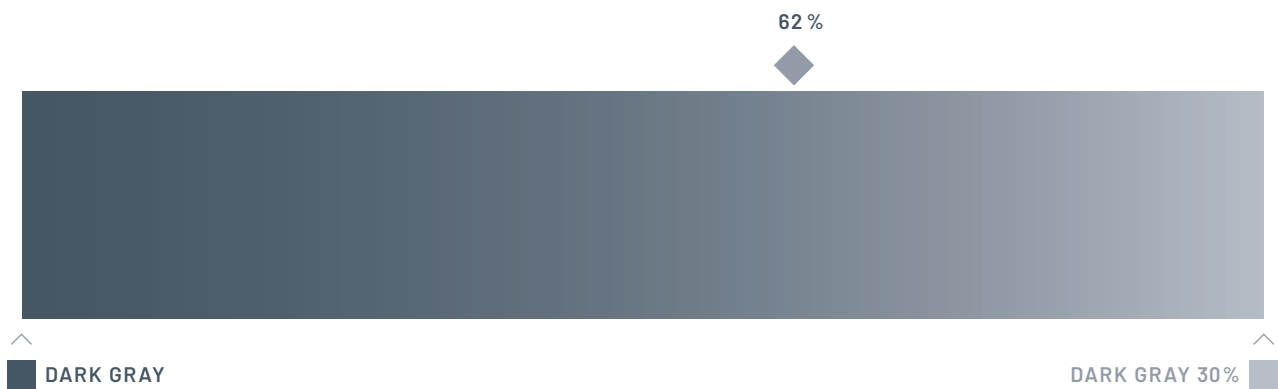
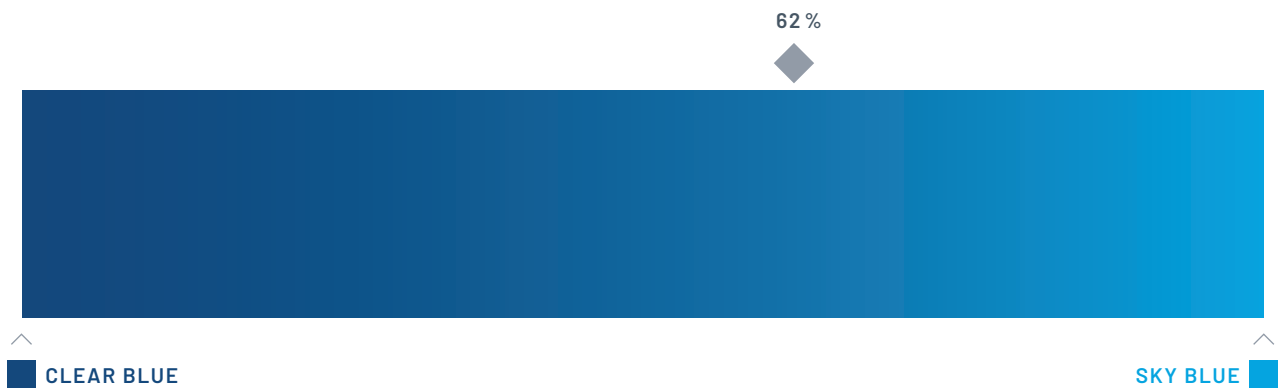
Clear Blue is the most used color for texts besides black.



Color Gradients support the modern and dynamic visual appearance. The area proportions between two colors are in relation to the Golden Ratio.

All defined gray shades may be used in gradients.

- ! Gradients may only be created either with the Stabilus blue tones or within the gray tones.
- ! Depending on the intension, the accent is on the dark or light color.



COMMUNICATION

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CONSISTENCY IS KEY

TYPOGRAPHY



To fulfill communication measures worldwide the **Noto** font is recommended for non-Latin and Asian typesetting. The Noto font family aims to support all languages with a harmonious look and feel. Noto has multiple styles and weights, and is freely available worldwide.

It includes all Cyrillic, Asian Cyrillic and Modern Greek characters and also comprehensively covers Simplified Chinese, Traditional Chinese, Japanese, Korean and many more in a unified font family. All supported languages and the free fonts can be found at: [www.google.com/get/noto](http://www.google.com/get/noto)

#### GLYPHS

글 考 ή Я ي

#### KOREAN

Noto Sans CJK TC

글로벌 팀

#### JAPANESE

Noto Sans CJK TC

前向きの方

#### SIMPLIFIED CHINESE

Noto Sans CJK TC

专家

#### TRADITIONAL CHINESE

Noto Sans CJK TC

創新

#### GREEK

Noto Sans

κινηματική

#### ARABIC

Noto Sans Arabic

هيمنانيدي

#### RUSSIAN

Noto Sans

пераменная

The systematic range of the Fibonacci sequence is perfect to define font sizes, line heights and margins that structure the content clearly and create a diversified rhythm.

The typography is preferably left orientated with a ragged margin. A generous line braking area supports the modern dynamic appearance.

## HEADLINE LOREM IPSUM DOLOR

Intro text lorem ipsum dolor sit  
nullabora con sapersp erupta

Copy text Equis dit que rerferum explibeatus, cum,  
sum dolor doluptaquis ut quatur ariatibus at  
quid maximin ciatemos volupta volore nonsequi  
nistiossi dolupta tureiur, sapersdo erupta velit.

Ovid dolor que highlight debitatate non **highlight**  
atus sumado quia quod quassi dolor venderatur,  
cumipis estiur rem qui recti optas et estruntur am.

The Stabilus corporate colors, the defined color gradients and the different font weights of the Stabilus font can be used for highlighting and differentiation.

The spelling of the headlines is also allowed in mixed letters

## Headline lorem ipsum dolor

## HEADLINE LOREM IPSUM DOLOR

Intro text lorem ipsum dolor sit  
nullabora con sapersp erupta

Copy text Equis dit que rerferum explibeatus, cum,  
sum dolor doluptaquis ut quatur ariatibus at  
quid maximin ciatemos volupta volore nonsequi  
nistiossi dolupta tureiur, sapersdo erupta velit.

Ovid dolor que highlight debitatate non **highlight**  
atus sumado quia quod quassi dolor venderatur,  
cumipis estiur rem qui recti optas et estruntur am.

## HEADLINE WITH COLOR GRADIENT

**Exemplary use of the Fibonacci sequence to structure text**  
According to the Fibonacci Sequence each font size is the sum of the previous two, e.g., Headline = Copy text + Intro text

The spelling of the headlines is also allowed in mixed letters  
Headline lorem ipsum dolor

E.G. BROCHURE

HEADLINE LOREM  
IPSUM DOLOR 26 pt

Intro text lorem ipsum dolor sit  
nullabora con sapersp erupta 16 pt

Copy text Equis dit que rerferum explibeatus, cum,  
sum dolor doluptaquis ut quatur ariatibus at  
quid maximin ciatemos volupta volore nonsequi  
nistiossi dolupta tureiur, sapersdo erupta velit. 10 pt

Ovid dolor que highlight debitatate non highlight  
atus sumado quia quod quassi dolor venderatur,  
cumipis estiur rem qui recti optas et estruntur am.

Generous  
line breaking area  
with few  
hyphenations

E.G. FLYER

21 pt HEADLINE LOREM  
IPSUM DOLOR

13 pt Intro text lorem ipsum dolor sit  
nullabora con sapersp erupta

8 pt Copy text Equis dit que rerferum explibeatus, cum, sum  
dolor doluptaquis ut quatur ariatibus at quid maximin ciatemos  
volupta volore nonsequi nistiossi dolupta tureiur, sapersdo  
erupta velit.  
  
Ovid dolor que highlight debitatate non highlight atus sumado  
quia quod quassi dolor venderatur, cumipis estiur rem qui recti  
optas et estruntur am.

CLEAR AND  

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PRECISE

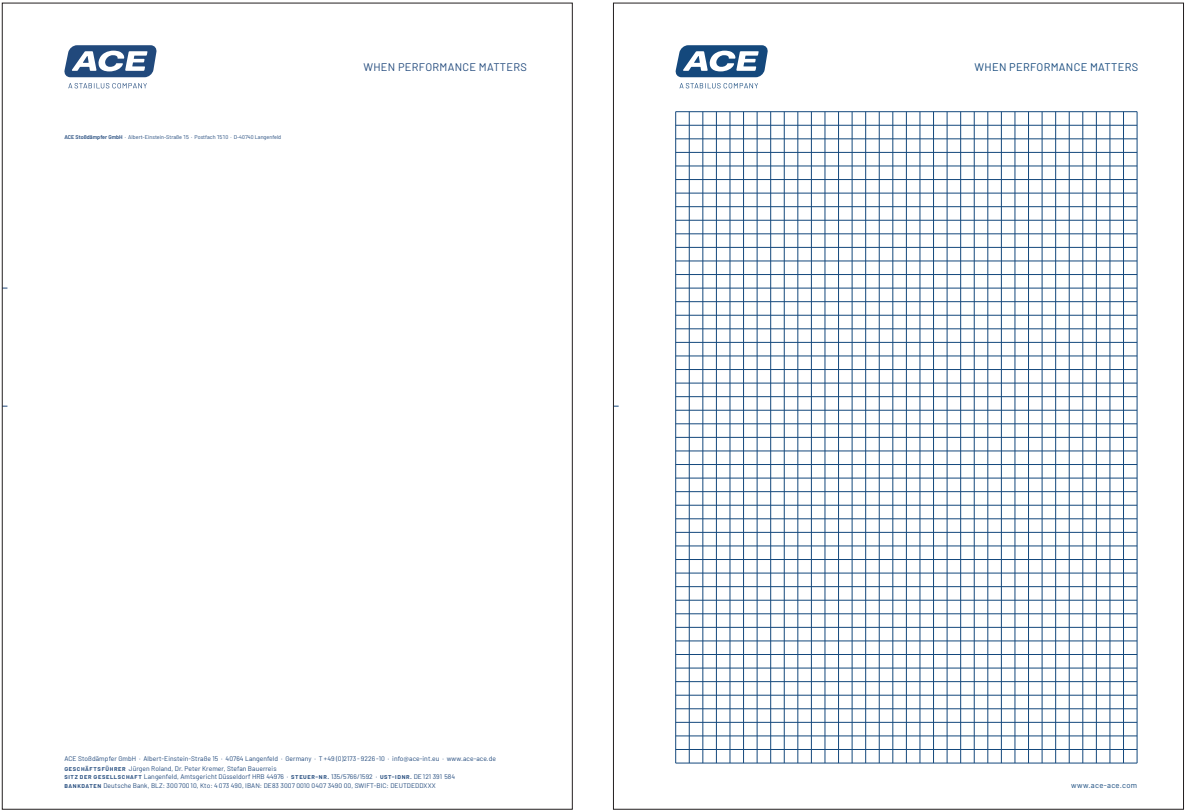
OUR STATIONERY

Shown on this page are examples of a letterhead, business cards and note pad.

- Templates
- Letterhead: w210 x h297mm and US letter size

Business cards: w55 x h85mm and US size

Note Pad: w210 x h297mm and US letter size



Letterhead

Note Pad (Memo form)

! Please use indesign documents provided.



Business cards

Optional back with QR-Code for personal V-Card

**Separating elements**

Separate information that is placed in sequence must be separated by two blank spaces a middle dot and two blank spaces.

Company · Street 00 · 0000 City · Country ... etc.

Successive information is separated by a comma or semicolon according to weighting.

**Telephone numbers**

Telephone numbers are written as follows:

International prefix +49 (Germany), local area code 1234 -, call number 123456, extension - 00

+49 1234 - 4568-00

**Comments:**

The individual blocks are separated by a blank space; a hyphen without a blank space is used between the local area code and the telephone number. The call number and the extension

(if there is one) are separated by a hyphen **without** a blank space.

Only the letter abbreviations are used to mark the number types (lower case letters).

Instead of a colon, tab spacing is used:

T = Telephone, M = Mobile / optional F = Fax

**Optional (as a rule, fax numbers are not used)**

On business cards and media with little space, the fax end number can stand alone if the previous number is the same as the telephone number. The separation element is a forward slash with a half em or 2 blank spaces in front and behind:

T +49 1234 - 5678-00 / F -00

**E-mail addresses**

To standardise layouts, the wording „E-mail“ are omitted for e-mail addresses.

It is assumed that the target group recognises the e-mail address by the @ symbol.

If the layout requires this designation, the term „e-mail“ (lower case letters) or „e“ is used. Instead of a colon, tab spacing is used!

employee@company.com

**Internet addresses**

To standardise layouts, the wording „Web“ or „Internet“ are omitted for Internet addresses. It is assumed that the target group recognises the Internet address by the „www“. Even protocol codes such as „http://“ are omitted.

If the layout requires this designation, the term „web“ (lower case letters) or „w“ is used. Instead of a colon, tab spacing is used!

www.company.com



A STABILUS COMPANY

WHEN PERFORMANCE MATTERS

**CONTACT**

Marketing

ACE Stoßdämpfer GmbH  
Albert-Einstein-Straße 15  
40764 Langenfeld  
Germany

[corporatedesign@stabilus.com](mailto:corporatedesign@stabilus.com)

**[www.ace-ace.com](http://www.ace-ace.com)**