

FREUDENBERG / FST
PRODUCT BRAND DICHTOMATIK

16

16.1	Introduction.....	3
16.2	Colors/Typography.....	4
16.3	Logos	10
16.4	Stationery	12
16.5	Product Sheets/Technical Data Sheets	23
16.6	Brochures and Flyers	26
16.7	Advertising	29
16.8	Poster.....	34
16.9	Folding Cards/Post Cards	35
16.10	Name Tags	37
16.11	Outdoor Signage (Building signs/Flags).....	38
16.12	Indoor Signage (Rollups)	40
16.13	Repackaging/Packaging	42
16.14	Vehicle Fleet	48
16.15	Corporate Clothing	49
16.16	Merchandising	50
16.17	Exhibition Walls	51
16.18	E-Mail Signature	56
16.19	PowerPoint	60
16.20	Web Banner.....	62
16.21	Website Logo Placement	63
16.22	Movie Outro	65
16.23	Further Guidelines.....	66

The following guideline describes how the Dichtomatik brand is used in the internal and external communication as Freudenberg's new Product Brand and the corporate communication regulations for the Regional Business Units of Freudenberg Industrial Services.

As a result of the closer ties with Freudenberg, Dichtomatik will no longer be known as an Affiliated Brand (a brand of Freudenberg), but as a Product Brand under the Freudenberg umbrella (Umbrella Brand). It keeps its own logo, but without the slogan. Dichtomatik's visual identity will be integrated into Freudenberg's corporate design.

There is a fundamental difference in the use of primary colors: Dichtomatik's Product Brand communication uses the color red in the headlines and sublines, whereas in the field of company communication for head- and sublines, the Freudenberg Basic Blue is used. Furthermore, a world of images that differs from that of FST is used for Product Brand communication.

The weighting of the logos in relation to each other follows clear rules, which are described in the following guideline.

The color climate of Dichtomatik is made up of the primary and secondary colors. The application of these colors creates a color climate that is characteristic of the brand and supports recognition. The main colors red, white and black are characteristic of the color climate. As the main color, red is dominant and striking. Grids of black and white create a reassuring balance when used alongside red. Each color is pure and is applied in defined variants.

The usage of the Freudenberg Basic Blue
There is a fundamental difference in the use of primary colors: Dichtomatik's Product Brand communication uses the color red in the headlines and sublines, whereas in the field of company communication for head- and sublines the Freudenberg Basic Blue is used.

Important notice:

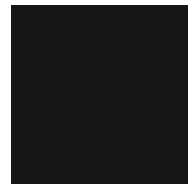
Please use only the colors and color values specified here. This applies especially to the gray values used for headings and subheadings.

Primary Colors



Dichtomatik Red

CMYK C 0 / M 100 / Y 100 / K 0
Pantone 2347 C / U
RAL 3020
RGB 226 / 0 / 26



Black

CMYK C 0 / M 0 / Y 0 / K 100
RGB 0 / 0 / 0



Freudenberg Basic Blue

CMYK C 100 / M 70 / Y 0 / K 20
Pantone 288 C / U
RAL 5010
RGB 0 / 67 / 136



White

CMYK C 0 / M 0 / Y 0 / K 0
RGB 255 / 255 / 255

Secondary Colors



Gray 1

CMYK C 0 / M 0 / Y 0 / K 72
Pantone 424 C / U
RAL 7037
RGB 114 / 114 / 114



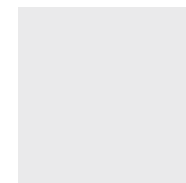
Gray 2

CMYK C 0 / M 0 / Y 0 / K 52
Pantone Cool Gray 10
RAL 7004
RGB 160 / 161 / 161



Gray 3

CMYK C 0 / M 0 / Y 0 / K 22
Pantone Cool Gray 3
RAL 7035
RGB 218 / 218 / 218



Gray 4

CMYK C 0 / M 0 / Y 0 / K 11
RGB 237 / 237 / 237

Freudenberg and Dichtomatik's open and modern brand character is strongly reflected in the choice of the corporate typestyles. We chose two different type families: Bliss for headlines and TheSans for copy.

For printed matters like image brochures, we use the combination of Bliss and TheSans (as shown on this page).

For office matters, such as E-Mail and PowerPoint presentations, we use Arial.

A, B, C:
Bliss by Jeremy Tankard, 1996–2011

A: Bliss bold in 30 pt
B: Bliss bold in 11 pt
C: Bliss medium in 11 pt

Bliss for headlines is used in caps only.

D, E, F:
TheSans by Lucas de Groot, 1994

D: TheSans light in 30 pt
E: TheSans light in 11 pt
F: TheSans semibold in 11 pt

TheSans light is used for copy. Lead-ins are set in TheSans semibold. Subheadlines within copy are set in TheSans bold.

> **GOOD TO KNOW:** To learn more about the role of typography in the Freudenberg layout system, please refer to guideline 7, "Print Media."

Typography for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ""! ? % & @ ()

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ""! ? % & @ ()

B

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 ""! ? % & @ ()

C

Typography for copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ""! ? % & @ ()

D

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ""! ? % & @ ()

E

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ""! ? % & @ ()

F

Freudenberg and Dichtomatik's open and modern brand character is strongly reflected in the choice of the corporate typestyles. We chose two different type families: Bliss for headlines and TheSans for copy.

A: Headline in Bliss bold, caps, Dichtomatik red, 30 pt size, 32 pt line spacing

Headlines can be placed on the picture or gradient area in white. Please ensure perfect legibility.

B: Subheadline in Bliss medium, caps, 16 pt size, 18 pt line spacing, Dichtomatik red

C: Body copy in TheSans light, 9 pt size, 11 pt line spacing, black

Lead-in set in TheSans semibold, 9 pt size, 11 pt line spacing, black

Subheadline within body copy set in TheSans bold, 9 pt size, 11 pt line spacing, black

The body copy is always aligned to the baseline grid.

Further hierarchies of subheadlines within long text documents can be added where needed. In this case the added subheadlines should be set in Bliss, sized between 16 pt and 9 pt.

Typographical hierarchy, sample of use

A HEADLINE ON AN A4 ADVERTISEMENT READS IN 30 PT SIZE

A

A SUBHEADLINE ON THE SAME LAYOUT READS IN 16 PT SIZE

B

Body copy with semibold lead-in on the same layout reads in 9 pt size and 11 pt line spacing. A simulated copy gives you an overall impression of the copy image: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

A subheadline within the copy set in bold

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec,

vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim.

C

A and B:

Dichtomatik red

CMYK	C 0 / M 100 / Y 100 / K 0
Pantone	2347 C / U
RAL	3020
RGB	226 / 0 / 26
Hex	#e2001a

C: Black

CMYK	0/0/0/100
RGB	0/0/0

> **GOOD TO KNOW:** To learn more about the role of typography in the Freudenberg layout system, please refer to guideline 7, "Print Media."

For office matters (e.g. MS Word, PowerPoint, Excel documents, E-Mails) we use the Arial typeface in regular and bold to assure the highest compatibility possible across differing computers and systems.

A, B, C:
Arial

A: Arial bold in 30 pt
B: Arial bold in 11 pt
C: Arial bold italic in 11 pt

Arial for headlines is used in caps only.
For highlights please use Arial italic.

D, E, F:
Arial

D: Arial regular in 30 pt
E: Arial bold in 11 pt
F: Arial italic in 11 pt

Arial regular is used for copy.
Lead-ins are set in Arial bold.
Subheadlines within copy are set in Arial bold.
For highlights please use Arial italic.

> GOOD TO KNOW: To learn more about the role of typography in the Freudenberg layout system, please refer to guideline 9, “Digital Media.”

Typography for headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “”! ? % & @ ()

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “”! ? % & @ ()

B

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 “”! ? % & @ ()

C

Typography for copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “”! ? % & @ ()

D

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “”! ? % & @ ()

E

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “”! ? % & @ ()

F

For office matters (e.g. MS Word, PowerPoint, Excel documents, E-Mails) we use the Arial typeface in regular and bold to assure the highest compatibility possible across differing computers and systems.
The color Dichtomatik red is used for PowerPoint, Advertising, Posters, Brochures.

A: Headline in Arial bold, caps,
30 pt size, 32 pt line spacing
Freudenberg Basic Blue

B: Subheadline in Arial regular, caps,
16 pt size, 18 pt line spacing
Freudenberg Basic Blue

C: Body copy in Arial regular,
10 pt size, 11 pt line spacing

Lead-in set in Arial bold,
10 pt size, 11 pt line spacing

Subheadline within body copy
set in Arial bold,
10 pt size, 11 pt line spacing

Highlights within body copy
set in Arial italic,
10 pt size, 11 pt line spacing

> GOOD TO KNOW: To learn more about the role of typography in the Freudenberg layout system, please refer to guideline 9, “Digital Media.”

Typographical hierarchy, sample of use

A HEADLINE ON AN A4 DOCUMENT READS IN 30 PT SIZE

A

A SUBHEADLINE ON THE SAME LAYOUT READS IN 16 PT SIZE

B

Body copy with semibold lead-in on the same layout reads in 10 pt size and 11 pt line spacing. A simulated copy gives you an overall impression of the copy image: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa.

A subheadline within the copy set in bold

Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec,

vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend

C

A and B:

Freudenberg Basic Blue

CMYK 100/70/0/20

Pantone C 288

RGB 0/67/136

RAL 5010

Hex #004388

C: Black

CMYK 0/0/0/100

RGB 0/0/0

For office matters (e.g. MS Word, PowerPoint, Excel documents, E-Mails) we use the Arial typeface in regular and bold to ensure the highest compatibility possible across different computers and systems.

A: Arial regular in 12 pt

B: Arial bold in 12 pt

> **GOOD TO KNOW:** To learn more about the use of PowerPoint templates and other digital media, please refer to guideline 9, “Digital Media.”

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “”! ? % & @ ()

A

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 “”! ? % & @ ()

B

Attention:

A HEADLINE SAMPLE

Body copy with semibold lead-in on the same layout reads in 9 pt size and 11 pt line spacing. A simulated copy gives you an over

B: Make sure kerning is not too wide

A HEADLINE SAMPLE

Body copy with semibold lead-in on the same layout reads in 9 pt size and 11 pt line spacing. a simulated copy gives you an overall impression of the copy image: lorem ipsum dolor sit amet, consectetur adipiscing

C: Make sure line spacing is not too narrow

A HEADLINE SAMPLE

BODY COPY WITH SEMIBOLD LEAD-IN ON THE SAME LAYOUT READS IN 9 PT SIZE AND 11 PT LINE SPACING. A SIMULATED COPY GIVES YOU AN OVERALL

D: Do not use caps for copy

A HEADLINE SAMPLE

Body copy with semibold lead-in on the same layout reads in 9 pt size and 11 pt line spacing. a simulated copy gives you an overall impression of the copy image:

E: Do not use false typeweights

A: Version A

This version applies to: Word blank sheet, technical data sheet, product sheet, brochure, flyer, packaging, advertisement, poster, merchandising, folding card, post card and fleet.

A) The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo. Minimum distance: the width of the symbol.



B: Version B

This version applies to: building signs. In this case, no usage of the company slogan.

B) The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo. Minimum distance: the width of the symbol.



C: Version C

This version is used for letter head, business card and E-Mail signature.

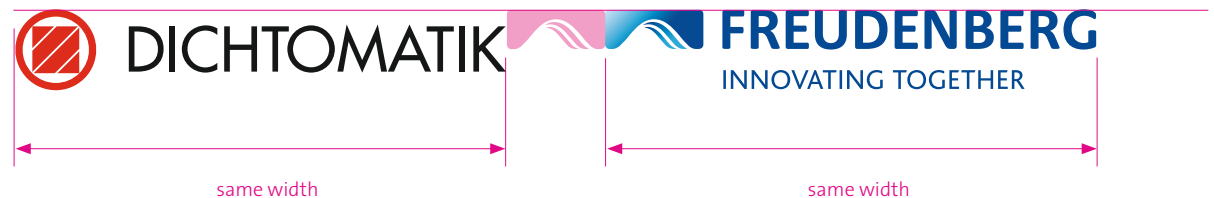
C) The width of the Dichtomatik logo corresponds to the width of the Freudenberg slogan. But the logos are not directly related.



D: Version D

This version is used for exhibition walls.

D) The width of the Dichtomatik logo corresponds to the width of the Freudenberg logo. Minimum distance: the width of the symbol.



FREUDENBERG PRODUCT BRANDS

PROPORTIONS OF THE LOGO SIZES

16.3

E: Version E

This version is used for flags and fleet.

E) Place both logos in same width and ensure the safety area of the Freudenberg logo. Minimum distance: 2 times the height of the symbol, maximum 3.



F: Version F

This version is used for Rollups, web banners and packaging.

F) Place both logos in same width and ensure the safety area of the Freudenberg logo. Minimum distance: 2 times the height of the symbol, maximum 3.



G: Version G

This version applies to: exhibition walls. For building signs there is no usage of the company slogan. (exact dimensions see page 38)

G) Place both logos in same width and ensure the safety area of the Freudenberg logo. Minimum distance: 2 times the height of the symbol, maximum 3.



H: Version H

This version applies to: exhibition walls.

H) Place both logos in same width and ensure the safety area of the Freudenberg logo. Minimum distance: 2 times the height of the symbol, maximum 3.



In general:
baseline grid starting at 0 mm,
line spacing of 4.2 pt

A: Logotype

The width of the logotype is 70 mm.
Distance from top:
4x height of symbol
Distance from the right:
1x width of symbol

B: Address of sender (left)

Type: TheSans light, 6.5 pt
The maximum width is 83 mm
Two lines are permitted, line spacing 8 pt

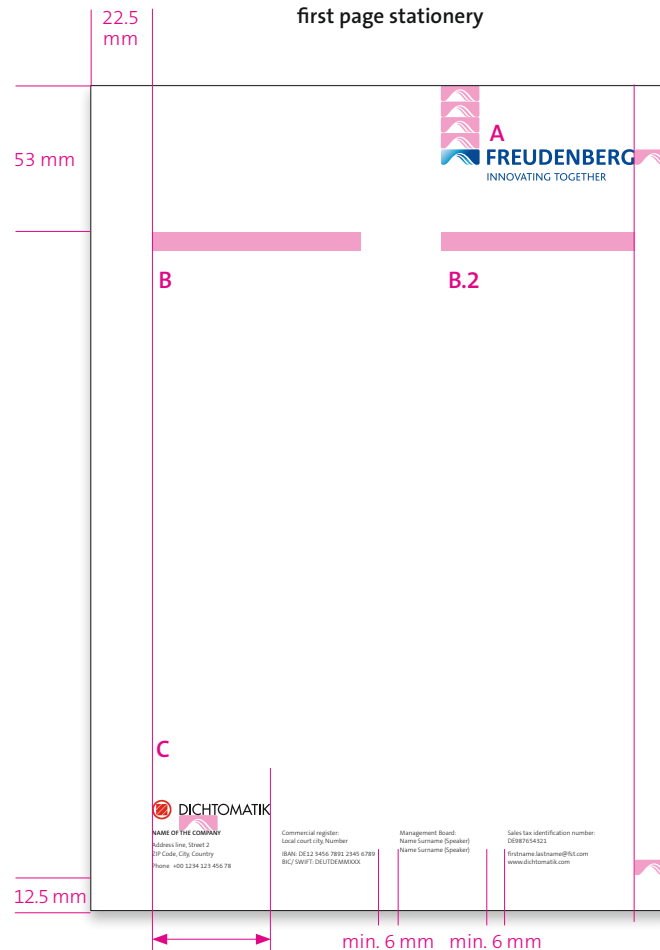
B.2: Address of sender (right)

In some countries (e.g. France), the
address field is on the right side.

C: Company address

Always four blocks with a minimum
distance of 6 mm between each of them.
The last line of the longest copy
block has a distance of 12.5 mm
from the bottom.
Address: TheSans light, 6.5 pt, line
spacing 8 pt with 1 mm spacing after

> **GOOD TO KNOW:**
Symbol width/height
14 mm/5.58 mm



The width of the Dichtomatik logo
corresponds to the width of the
Freudenberg slogan (42.5 mm).

second page stationery



A: Recipient area

The size of the copy field is
82 x 31 mm and it starts at 62 mm
Type: Arial, regular, 10 pt,
line spacing 13 pt

B: Address of sender (left)

Type: TheSans light, 6.5 pt
The maximum width is 83 mm
Two lines are permitted, line spacing 8 pt

C: Content area

The copy field starts at 110 mm
and must not exceed the width
of 160 mm. Max. height: 132 mm

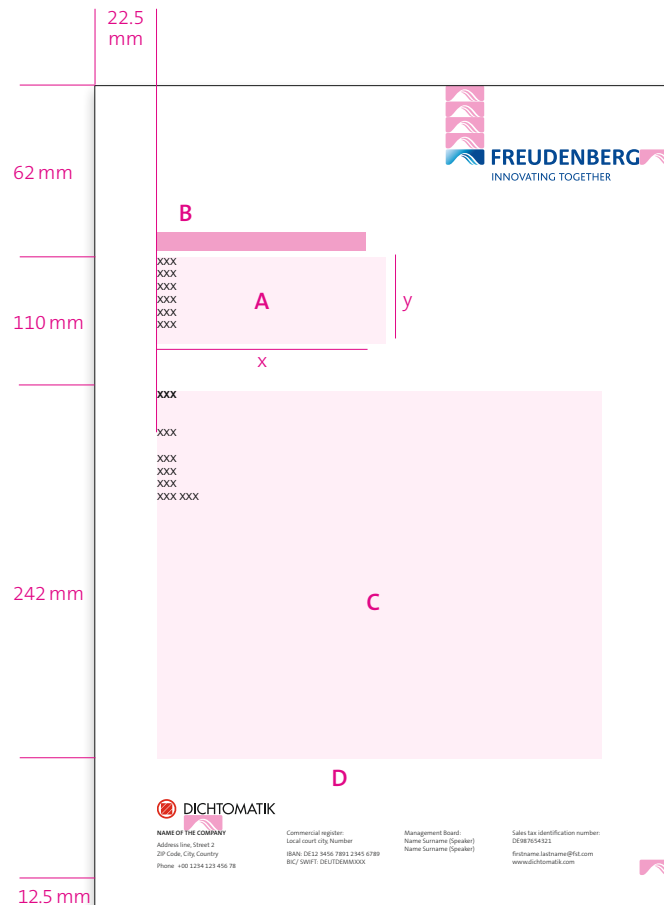
Subject line: Arial, bold, 10 pt,
line spacing 13 pt

Continuous copy: Arial, regular,
10 pt, line spacing 13 pt

D: Company address

Please ensure following order:

1. name
2. address
3. phone
- if necessary (order as preferred):
 - bank account details
 - general partner
 - their general partner
 - executive board
 - chairman of the supervisory board
4. E-Mail
5. website



> **GOOD TO KNOW:**
Symbol width/height
14 mm/5.58 mm

In general:
baseline grid starting at 0",
line spacing of 4.2 pt

A: Logotype

The width of the logotype is 2.75".
Distance from top:
4x height of symbol
Distance from the right:
1x width of symbol

B: Address of sender

Type: TheSans light, 6.5 pt
The maximum width is 3.26"
Two lines are permitted,
line spacing 8 pt

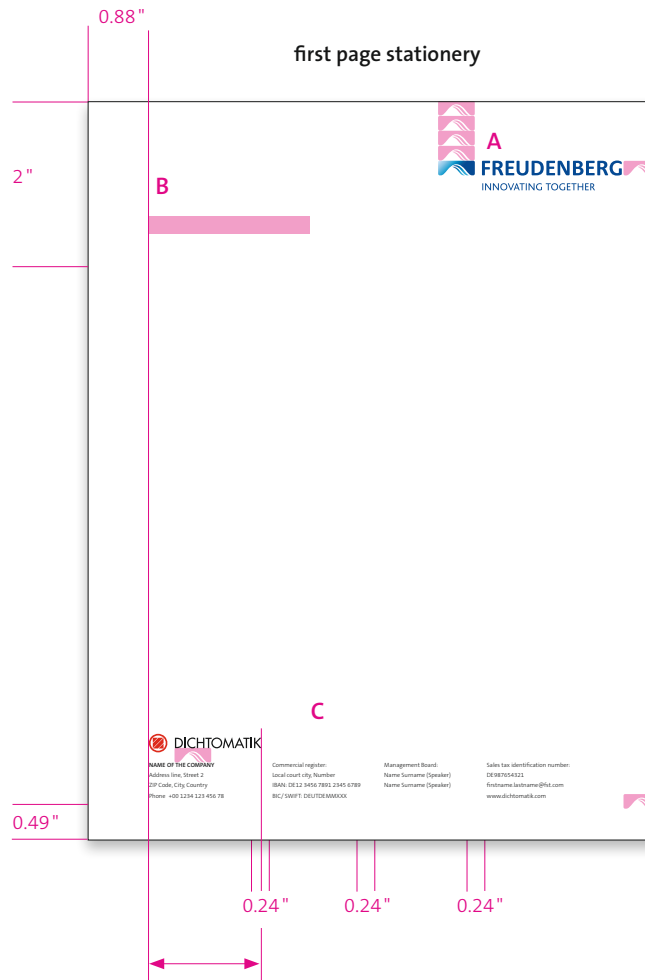
C: Company address

Always four blocks with a distance
of 0.24" between each of them.
The last line of the longest copy
block has a distance of 0.49" from
the bottom.

Company name: TheSans semibold, 6.5 pt,
upper-case. All other: TheSans light, 6.5 pt,
8 pt line spacing with line spacing after:
0.04"

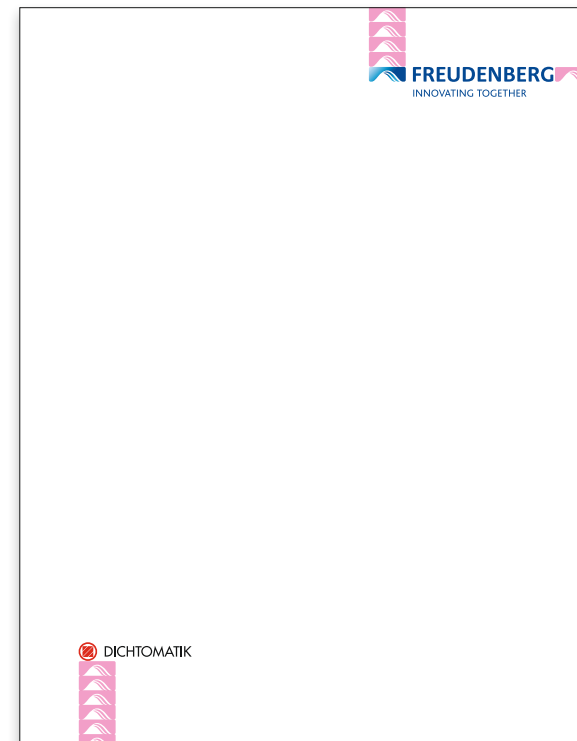
> GOOD TO KNOW:

Symbol width/height
0.55"/0.21"



The width of the Dichtomatik logo
corresponds to the width of the
Freudenberg slogan (1.67").

second page stationery



A: Recipient area

The size of the copy field is 3.22 x 1.22" and starts at 2"

Type: Arial, regular, 10 pt,
line spacing 13 pt

B: Address of sender (left)

Type: TheSans light, 6.5 pt
The maximum width is 3.26",
Two lines are permitted, line spacing
8 pt

C: Content area

The copy field starts at 4.33" and
must not exceed the width of 6.3".

Max. height: 4.52"

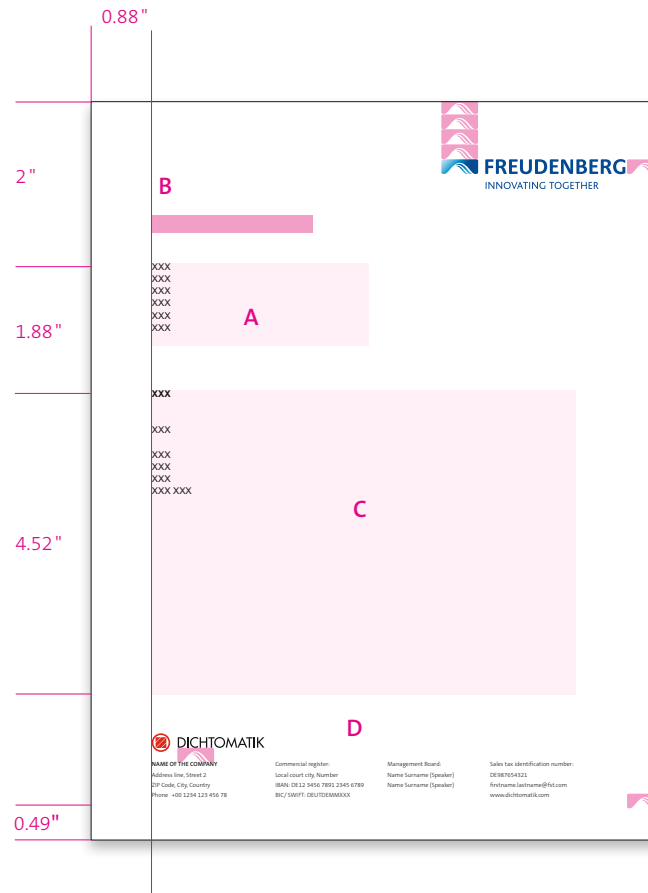
Subject line: Arial, bold, 10 pt,
line spacing: 13 pt

Continuous copy: Arial, regular, 10 pt,
line spacing: 13 pt

D: Company address

Please ensure following order:

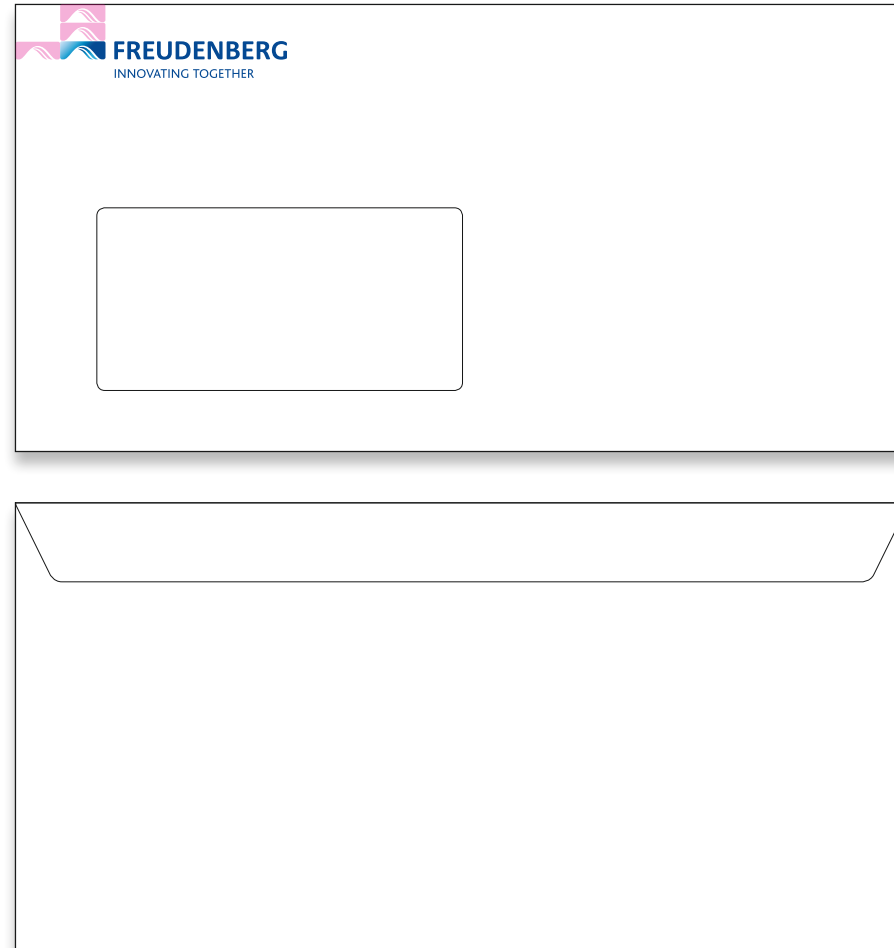
1. name
2. address
3. phone
if necessary (order as preferred):
bank account details
general partner
their general partner
executive board
chairman of the supervisory board
4. E-Mail
5. website



> **GOOD TO KNOW:**
Symbol width/height
0.55"/0.21"

A: Logotype

Layout only on the front
Distance from the top:
2x height of symbol



A

A: Logotype

The width of the logotype is 45 mm.

Distance from top:

2x height of symbol

Distance from the right:

1x width of symbol

B:

First Name Last Name type:

TheSans semibold, 9 pt,

line spacing 8 pt

Job title type:

TheSans light, 6.5 pt,

line spacing 8 pt

Company name type:

TheSans semibold, 6.5 pt,

line spacing 8 pt

Address/contact details type:

TheSans light, 6.5 pt,

line spacing 8 pt

Spacing between blocks: 1 mm

C: Dichtomatik logo

The width of the logo is 27.4 mm.

Distance from bottom: 5 mm

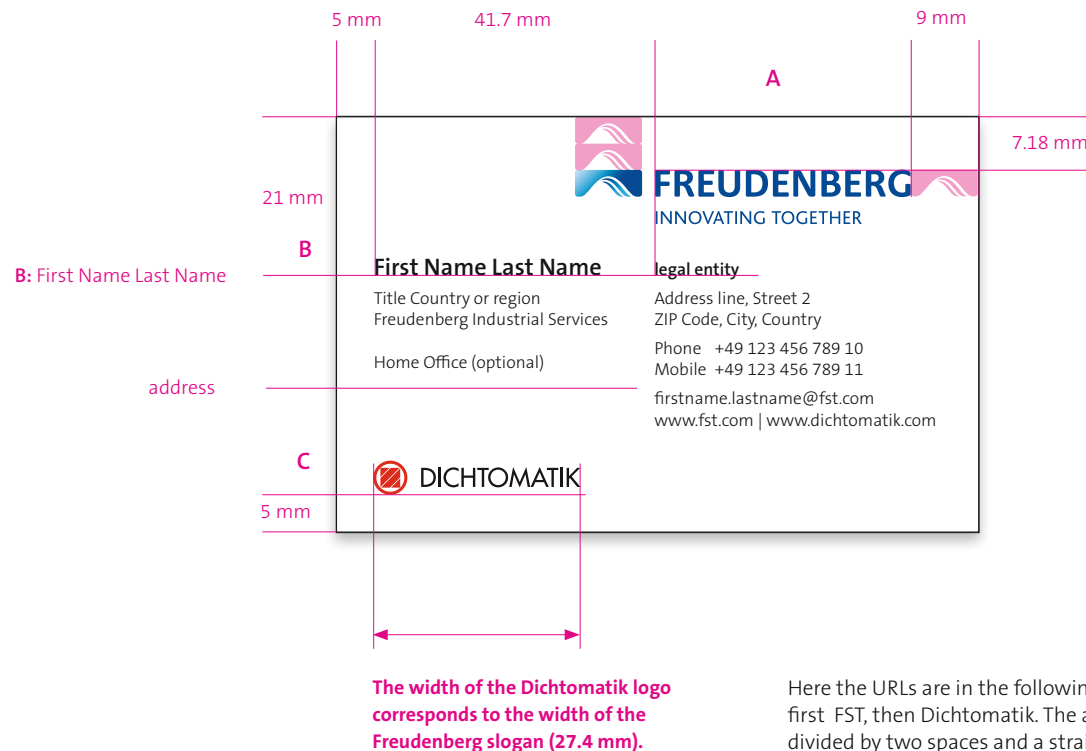
Distance from the left: 5 mm

Please be sure to follow the pre-defined

writing and separation of digits.

Freudenberg doesn't use any shortcut

for Phone, Mobile or Fax.



The width of the Dichtomatik logo corresponds to the width of the Freudenberg slogan (27.4 mm).

Here the URLs are in the following order: first FST, then Dichtomatik. The addresses are divided by two spaces and a straight hyphen.

1: Example: Business card (format 85 mm x 55 mm)

Paper: Pure white, wood-free, matt, for offset or digital print, 300-350 g

A: Logotype

The width of the logotype is 1.77“.

Distance from top:

2x height of symbol

Distance from the right:

1x width of symbol

B:

First Name Last Name type:

TheSans semibold, 9 pt,

line spacing 8 pt

Job title type:

TheSans light, 6.5 pt,

line spacing 8 pt

Company name type:

TheSans semibold, 6.5 pt,

line spacing 8 pt

Address/contact details type:

TheSans light, 6.5 pt,

line spacing 8 pt

Spacing between blocks: 0.039“

C: Dichtomatik logo

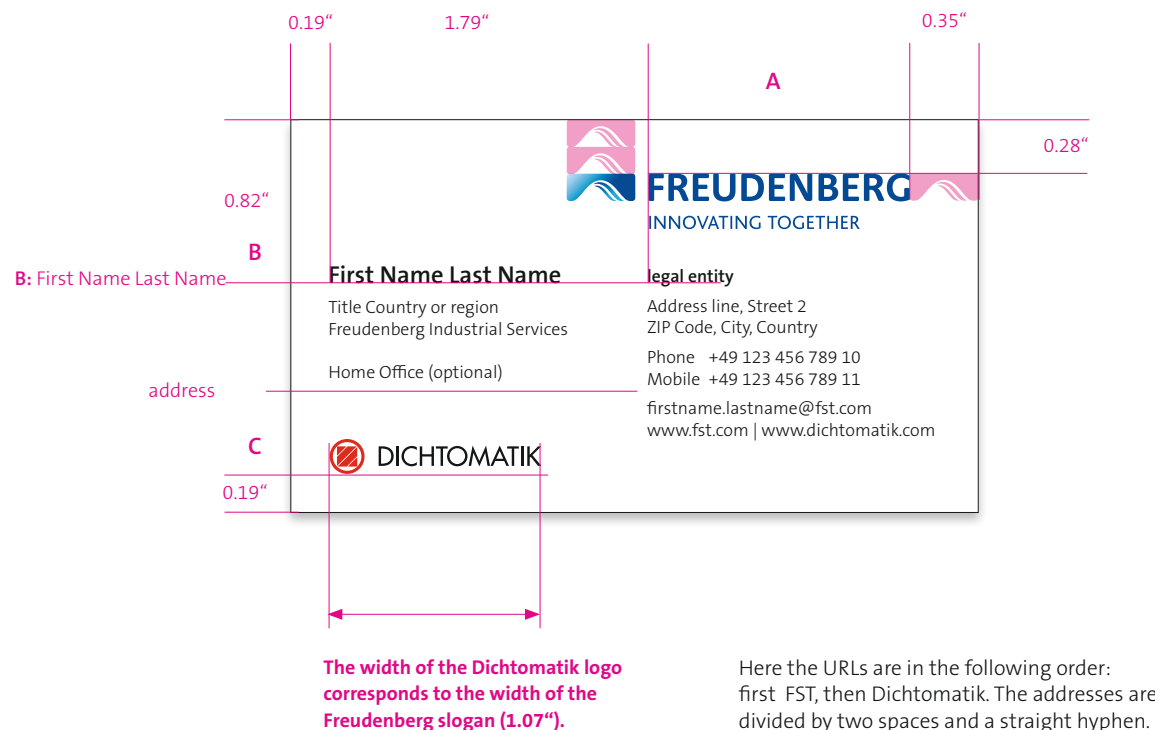
The width of the logo is 1.07“

Distance from bottom: 0.19“

Distance from the left: 0.19“

Please be sure to follow the pre-defined writing and separation of digits.

Freudenberg doesn't use any shortcut for Phone, Mobile or Fax.



1: Example: Business card (format 3.5" x 2")

Paper: Pure white, wood-free, matt, for offset or digital print, 300–350 g

FREUDENBERG PRODUCT BRANDS

STATIONERY WORD BLANK SHEET – A4 PORTRAIT

16.4

A: Freudenberg logo

Logo width: 70 mm.
Distance from top:
4 heights of symbol

B: Dichtomatik logo

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

Headline:

Arial Bold, Uppercase 22 pt,
line spacing: 24 pt
Freudenberg Basic Blue
Spacing after 10 pt
Line spacing: 1

Subline:

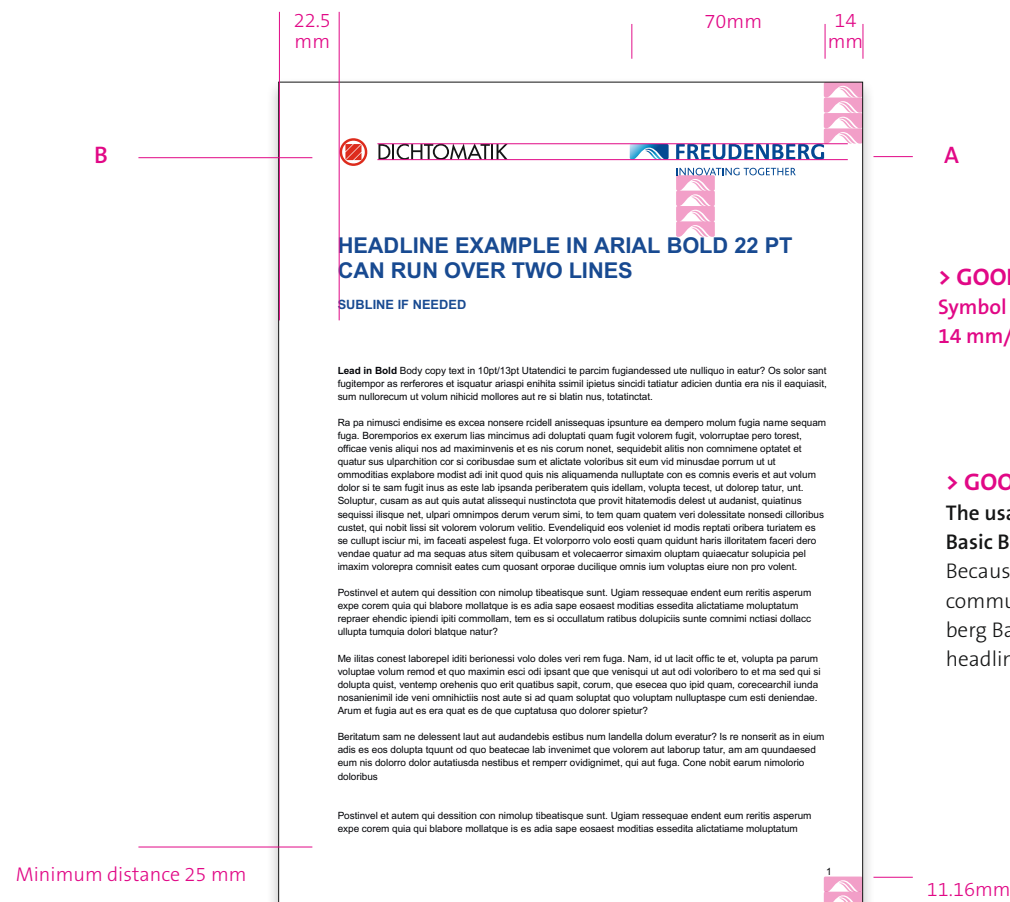
Arial Bold, Uppercase 13 pt,
line spacing: 15 pt
Freudenberg Basic Blue
4 Returns before body copy
Line spacing: 1
Spacing before/after = 0

Copy lead in:

Arial Bold, 10 pt,
line spacing: 13 pt, Black

Copy:

Arial Regular,
10 pt, line spacing: 13 pt, Black
Line spacing: 1.15
Spacing before/after = 0



> GOOD TO KNOW:
Symbol width/height
14 mm/5.58 mm

> GOOD TO KNOW:

The usage of the Freudenberg
Basic Blue

Because we are using a company
communication here, we use Freudenberg Basic Blue as our font color for the headlines and sublines.

FREUDENBERG PRODUCT BRANDS

STATIONERY WORD BLANK SHEET – A4 LANDSCAPE

16.4

A: Freudenberg logo

Logo width 70 mm. Distance from bottom: 2 heights of symbol

B: Dichtomatik logo

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

Headline:

Arial Bold, Uppercase 22 pt,
line spacing: 24 pt
Freudenberg Basic Blue
Spacing after 10 pt
Line spacing: 1

Subline:

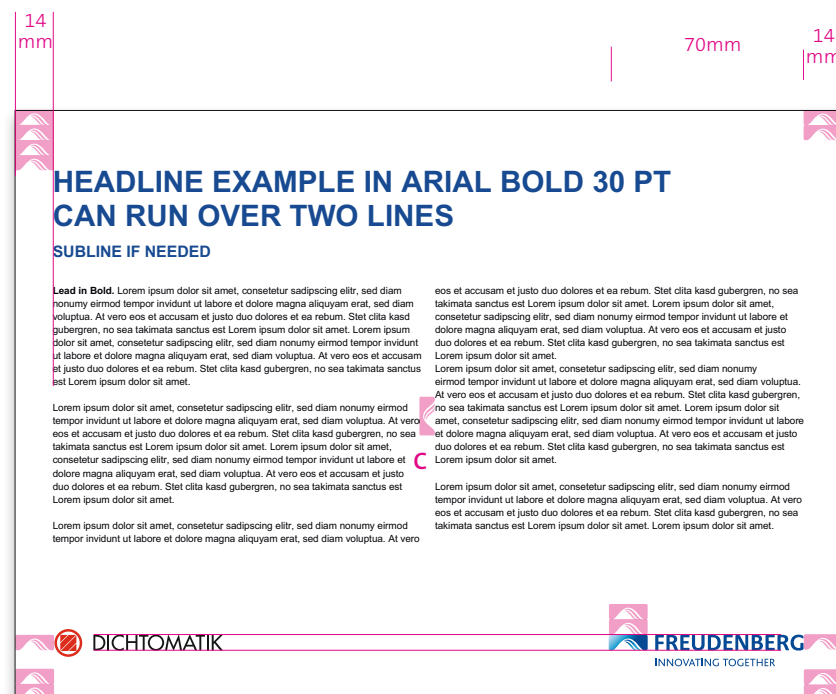
Arial Bold, Uppercase 13 pt,
line spacing: 15 pt
Freudenberg Basic Blue
4 Returns before body copy
Line spacing: 1
Spacing before/after = 0

Copy lead in:

Arial Bold, 10 pt,
line spacing: 13 pt, Black

Copy:

Arial Regular,
10 pt, line spacing: 13 pt, Black
Line spacing: 1.15
Spacing before/after = 0



> GOOD TO KNOW:
Symbol width/height
14 mm/5.58 mm

C: Distance

The minimum distance between the text blocks is the height of a wave.

FREUDENBERG PRODUCT BRANDS

STATIONERY WORD BLANK SHEET – US LETTER PORTRAIT

16.4

A: Freudenberg logo

Logo width 2,75". Distance from top:
4 heights of symbol

B: Dichtomatik logo

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

Headline:

Arial Bold, Uppercase 22 pt,
line spacing: 24 pt
Freudenberg Basic Blue
Spacing after 10 pt
Line spacing: 1

Subline:

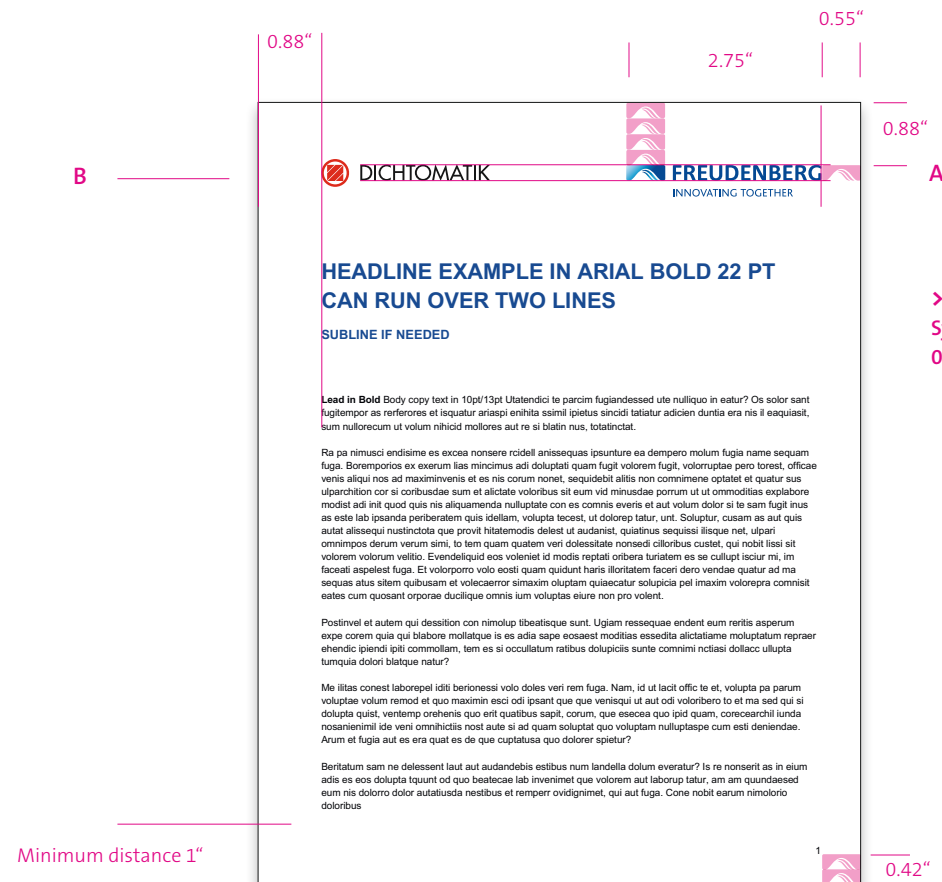
Arial Bold, Uppercase 13 pt,
line spacing: 15 pt
Freudenberg Basic Blue
4 Returns before body copy
Line spacing: 1
Spacing before/after = 0

Copy lead in:

Arial Bold, 10 pt,
line spacing: 13 pt, Black

Copy:

Arial Regular,
10 pt, line spacing: 13 pt, Black
Line spacing: 1.15
Spacing before/after = 0



> GOOD TO KNOW:
Symbol width/height
0.55"/0.21"

FREUDENBERG PRODUCT BRANDS

STATIONERY WORD BLANK SHEET – US LETTER LANDSCAPE

16.4

A: Freudenberg logo

Logo width 2,75". Distance from bottom:
4 heights of symbol

B: Dichtomatik logo

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

Headline:

Arial Bold, Uppercase 22 pt,
line spacing: 24 pt
Freudenberg Basic Blue
Spacing after 10 pt
Line spacing: 1

Subline:

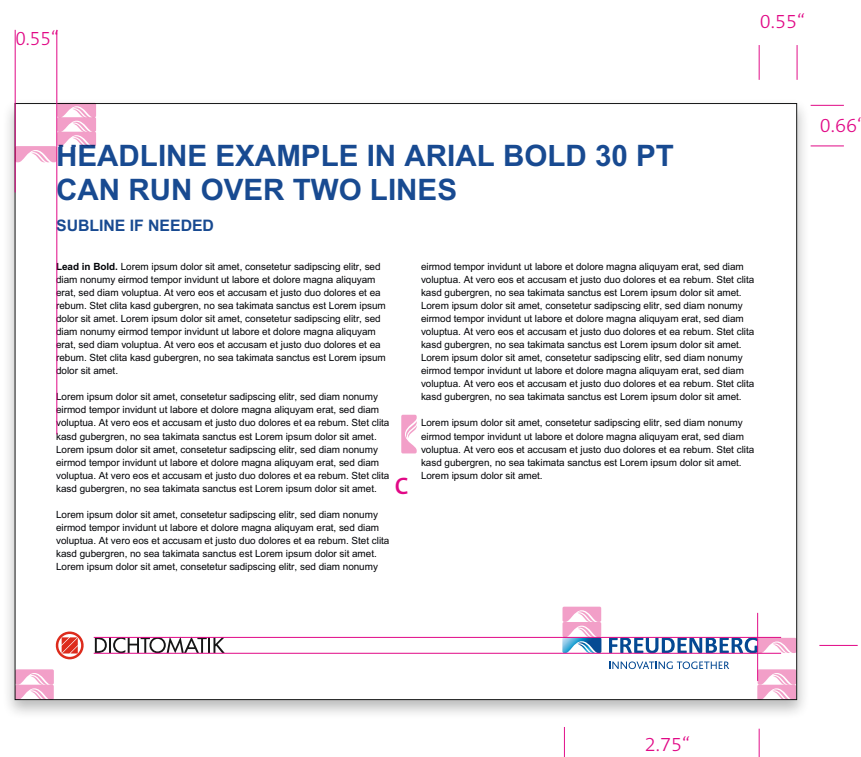
Arial Bold, Uppercase 13 pt,
line spacing: 15 pt
Freudenberg Basic Blue
4 Returns before body copy
Line spacing: 1
Spacing before/after = 0

Copy lead in:

Arial Bold, 10 pt,
line spacing: 13 pt, Black

Copy:

Arial Regular,
10 pt, line spacing: 13 pt, Black
Line spacing: 1.15
Spacing before/after = 0



> GOOD TO KNOW:
Symbol width/height
0.55"/0.21"

C: Distance

The minimum distance between the text blocks is the height of a wave.

FREUDENBERG PRODUCT BRANDS

PRINT MEDIA – ADVERTISING PRODUCT SHEETS A4

16.5

Product sheets are, like brochures, designed in DIN A4 format. Their structure is subject to the same principles as the Freudenberg Guidelines. Ideally, all elements are aligned with the type area.

A: Category

TheSans semibold, 9 pt, flutter set
Walking distance: 0, color: black

B: Headline

Bliss2 bold, Caps, 30 pt, line spacing: 30 pt,
flutter set running distance: 0, color: red

C: Copy

TheSans light, 9 pt, line spacing: 11 pt, block set
boldface: TheSans bold, 9 pt, line spacing: 11 pt
flutter set, line spacing: 0, color: black. Red bullet
points, line spacing: 11 pt with distance thereafter
1mm.

D: Subline

Bliss2 bold, Caps, 14 pt, flutter set, line spacing:
18 pt, running distance: 0, color: red

E: URL

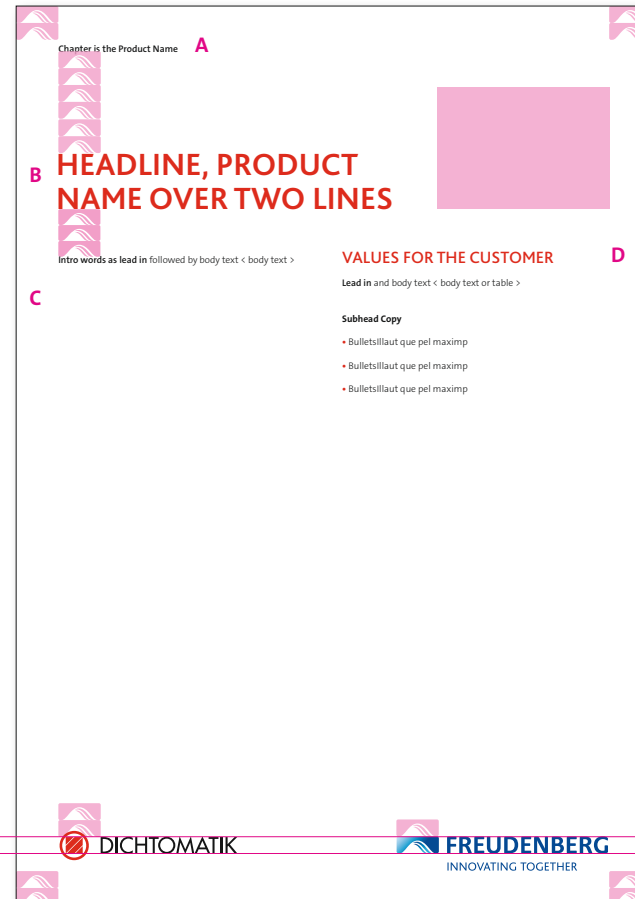
TheSans bold, 9 pt, running distance: 0, color: black

F: Tables

Head cells: TheSans semibold, 8 pt, cell height: 6.7
mm, text color: white, cell color: black. cells: TheSans
light, 8 pt, cell height: 6 mm, text color: black, Cell
color: white and gray 4 alternating lines, thickness:
0.5 pt, color white.

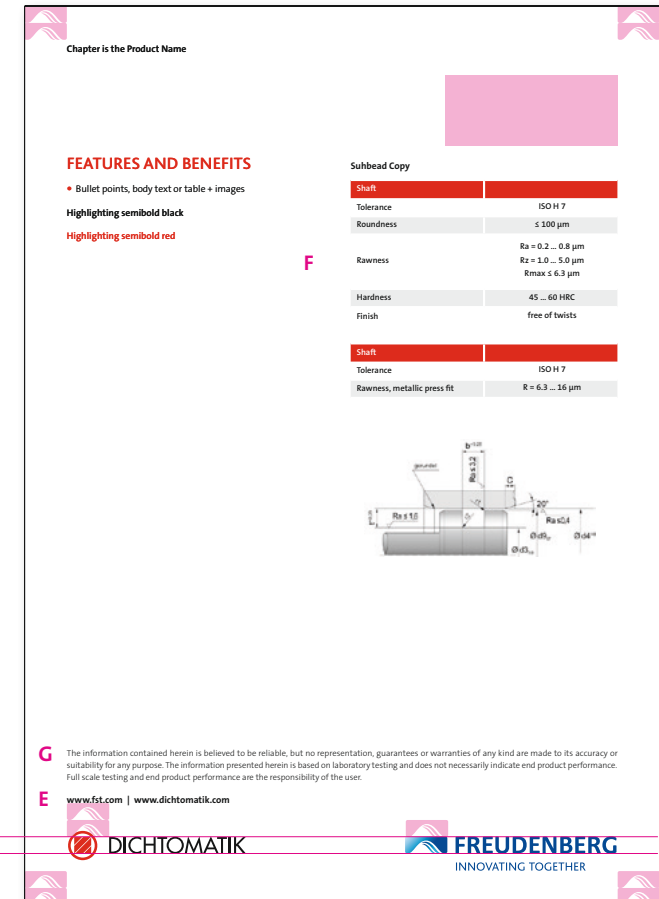
G: Disclaimer

TheSans light, 9 pt, Running distance: 0, color: black



logo size: 59 mm width

logo size: 70 mm width



Here the URLs are in the following order:
first FST, then Dichtomatik. The addresses
are divided by two spaces and a straight
hyphen.

> GOOD TO KNOW:
Symbol width/height
14 mm/5.58 mm

FREUDENBERG PRODUCT BRANDS

PRINT MEDIA – ADVERTISING PRODUCT SHEETS US LETTER

16.5

Product sheets are, like brochures, designed in US format. Their structure is subject to the same principles as the Freudenberg Guidelines. Ideally, all elements are aligned with the type area.

A: Category

TheSans semibold, 9 pt, flutter set
Walking distance: 0, color: black

B: Headline

Bliss2 bold, Caps, 30 pt, line spacing: 30 pt,
flutter set, running distance: 0, color: red

C: Copy

TheSans light, 9 pt, line spacing: 11 pt, block set bold-face: TheSans bold, 9 pt, line spacing: 11 pt flutter set, line spacing: 0, color: black. Red bullet points, line spacing: 11 pt with distance thereafter 0.39“.

D: Subline

Bliss2 bold, Caps, 14 pt, flutter set, line spacing: 18 pt, running distance: 0, color: red

E: URL

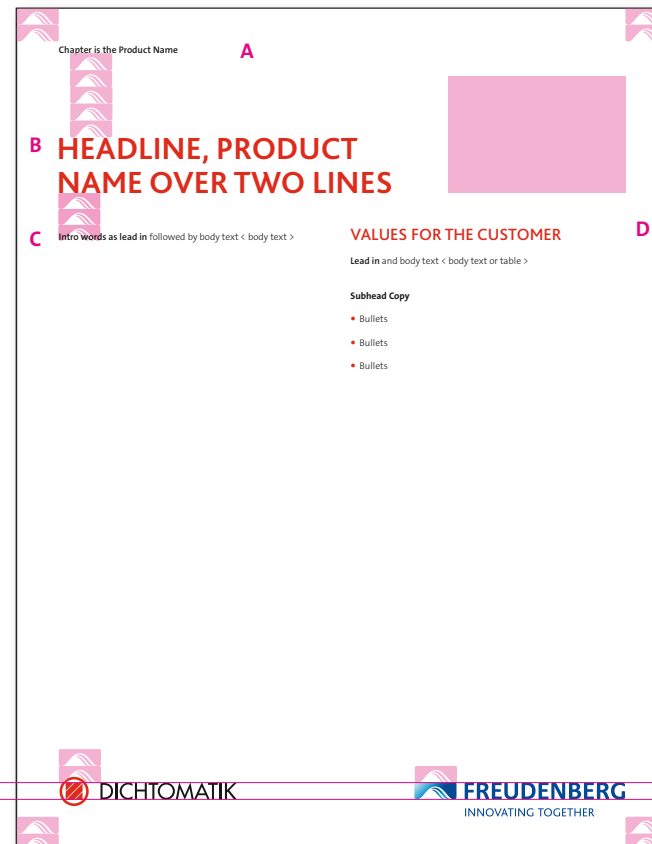
TheSans bold, 9 pt, running distance: 0, color: black

F: Tables

Head cells: TheSans semibold, 8 pt, cell height: 0.26“, text color: white, cell color: red. Cells: TheSans light, 8 pt, cell height: 0.23“, text color: black, Cell color: white and gray 4 alternating. Lines: thickness: 0.5 pt, color: white

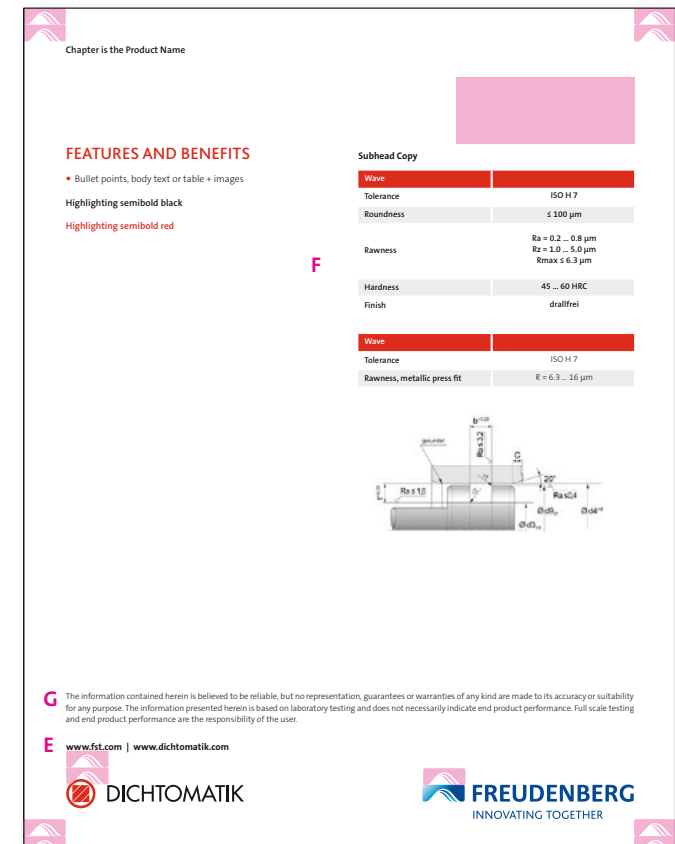
G: Disclaimer

TheSans light, 9 pt, running distance: 0, color: black



logo size: 2.32" width

logo size: 2.75" width



Here the URLs are in the following order:
first FST, then Dichtomatik. The addresses
are divided by two spaces and a straight
hyphen.

> **GOOD TO KNOW:**
Symbol width/height
0.55"/0.21"

FREUDENBERG PRODUCT BRANDS

PRINT MEDIA – ADVERTISING TECHNICAL DATA SHEET A4 AND US LETTER

16.5

Technical Data sheets are, like brochures, designed in DIN A4 and letter format. Their structure is subject to the same principles as the Freudenberg Guidelines. Ideally, all elements are aligned with the type area.

A: Category

Arial bold, 16 pt, flutter set

Walking distance: 0, color: black

B: Sub points

Arial bold/normal, 10 pt, line spacing: 12 pt, flutter set, running distance: 0, color: black

logo size: 59 mm width

logo size: 70 mm width




Technical data sheet in accordance with ASTM

A Material
NBR NB703409
black
cross linking: sulfur

B

revision index	revision date	page	1 / 2
2	7/3/2017		

Physical properties	nominal range	typical values	
Density ASTM D 1817	1.26 ±0.02	1.26	g/cm³
Hardness ASTM D2240, Shore A	70 ±5	70	Shore
Tensile strength ASTM D412	---	16.7	MPa
Elongation at Break ASTM D412	---	445	%
Low temperature test ASTM D1329, TR10	---	-30	°C
Tear strength ASTM D 624, C	---	58	KN/m
Compression set ASTM D395, B, 22 h, 100 °C, 25 %	---	13	%
Low-temperature resistance ASTM D 2137, 3 min, pass	---	-40	°C

Declarations of conformity	Country	Part	Remark	Expires	unlimited
RoHS conform			including EU 2011/65 and EU2015/863 (ROHS III)		☒

legal entity
address line, Street, House Nr. XX
City, State, ZIP, Country
Phone
Fax
E-Mail

Format DIN A4 (EU/DE)

logo size: 2.32" width

logo size: 2.75" width




Technical data sheet in accordance with ASTM

A Material
NBR NB703409
black
cross linking: sulfur

B

revision index	revision date	page	1 / 2
2	7/3/2017		

Physical properties	nominal range	typical values	
Density ASTM D 1817	1.26 ±0.02	1.26	g/cm³
Hardness ASTM D2240, Shore A	70 ±5	70	Shore
Tensile strength ASTM D412	---	16.7	MPa
Elongation at Break ASTM D412	---	445	%
Low temperature test ASTM D1329, TR10	---	-30	°C
Tear strength ASTM D 624, C	---	58	KN/m
Compression set ASTM D395, B, 22 h, 100 °C, 25 %	---	13	%
Low-temperature resistance ASTM D 2137, 3 min, pass	---	-40	°C

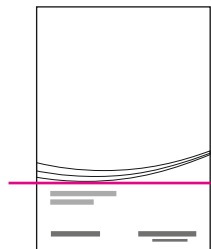
Declarations of conformity	Country	Part	Remark	Expires	unlimited
RoHS conform			including EU 2011/65 and EU2015/863 (ROHS III)		☒

legal entity
address line, Street, House Nr. XX
City, State, ZIP, Country
Phone
Fax
E-Mail

US Letter Format (US)

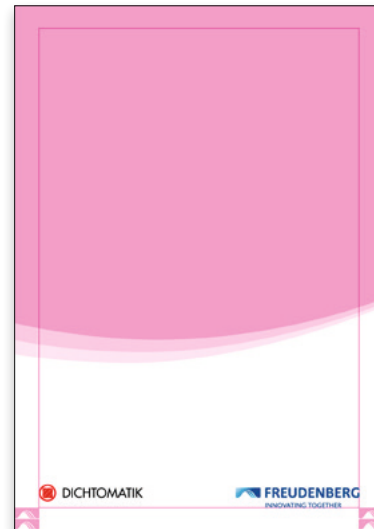
The title page is divided into two main areas:
the image area and the logo/text area.

The reduced wave is used proportionally.
The distances between the logos are
determined by the respective type area.

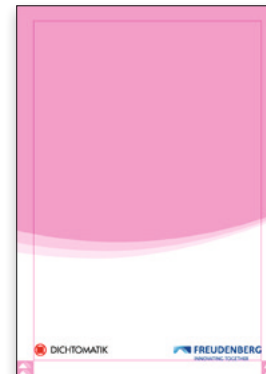


A: “Reduced” wave

A



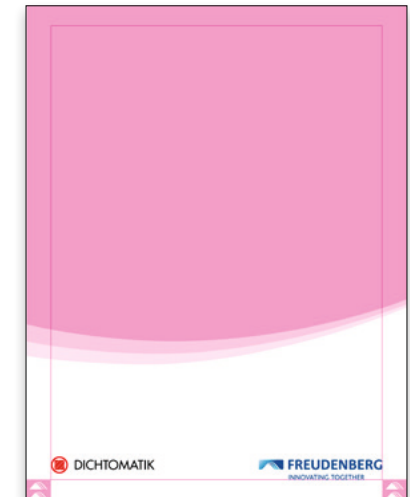
DIN A5



DIN A6



DIN Long



US Letter Format

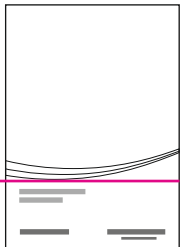
The height of the capital letters at Dichtomatik
corresponds to the height of the capital letters
on the Freudenberg logo. Minimum distance:
the width of the symbol.



The respective distances of the wave to head-
lines, sublines, copy and logos are described in
detail in the following chapters.

The title page is divided into two main areas:
the image area and the logo/text area.

The headline is always below the image area
and is red and limited to three lines.
The reduced Freudenberg wave serves as the
unit of measurement for the structure of a title
page. Ideally, all elements are aligned with the
type area.



A: "Reduced" wave

max: 48 mm height

The height of the capital letters at Dichtomatik
corresponds to the height of the capital letters
on the Freudenberg logo. Minimum distance:
the width of the symbol.



Headline

Bliss2 bold, Caps, 30 pt, line spacing: 30 pt,
flutter set, running distance: 0, color: red

Brochures and Flyers are designed in DIN A4 format. Their structure is subject to the same principles as the Freudenberg Guidelines. Ideally, all elements are aligned with the type area.

A: Type area

6 columns, column spacing: 5.375 mm
Side distance, top and bottom: 12 mm, left and right: 14 mm

B: Contact details

TheSans light: 8 pt, line spacing: 10 pt,
Running distance: 0, color: black.
The upper part of the contact information is fixed,
the lower part is variable due to various legal
entities.

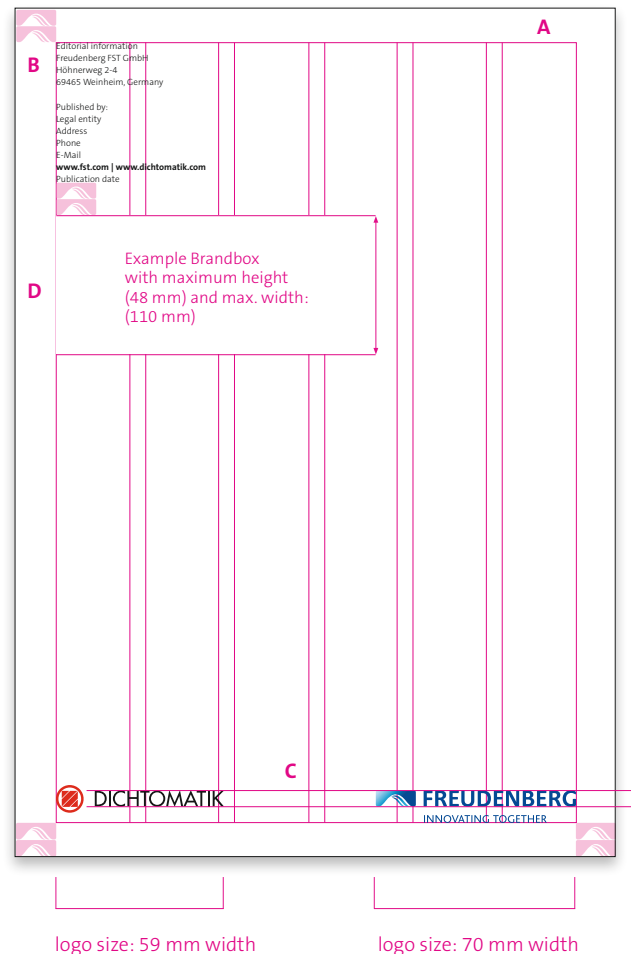
C: Logo

Logo area for the Dichtomatik and
Freudenberg logos.

D: Brand box

Area for the impression, logos or sender
information of the Distributors.

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo. Minimum distance: the width of the symbol.



FREUDENBERG PRODUCT BRANDS

PRINT MEDIA – PRODUCT ADVERTISING – DIN A4

16.7

Following the characteristics of Freudenberg print media, the Dichtomatik logo is placed within the Freudenberg grid.

The width of the logo is 70 mm.
The protected area of the logo must be respected.

A: Version 1:

This version is recommended if a product is to be illustrated.

B: Version 2:

This version is recommended if no product is to be illustrated. The copy runs over the entire width of the type area. Column spacing: 6 mm.

Headline

Bliss2 bold, Caps, 20 pt, flutter set, running distance: 0, color: red

Copy

TheSans light, 9 pt, line spacing: 12 pt, block set boldface: TheSans bold, 9 pt, line spacing: 12 pt block set, running distance: 0, color: black

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

Here the URLs are in the following order: first FST, then Dichtomatik. The addresses are divided by two spaces and a straight hyphen.



A



B

FREUDENBERG PRODUCT BRANDS

PRINT MEDIA – PRODUCT ADVERTISING – US LETTER FORMAT

16.7

Following the characteristics of Freudenberg print media, the Dichtomatik logo is placed within the Freudenberg grid.

The width of the logo is 2.75".
The protected area of the logo must be respected.

A: Version 1:

This version is recommended if a product is to be illustrated.

B: Version 2:

This version is recommended if no product is to be illustrated. The copy runs over the entire width of the type area. Column spacing: 0.23".

Headline

Bliss2 bold, Caps, 20 pt, flutter set, running distance: 0, color: red

Copy

TheSans light, 9 pt, line spacing: 12 pt, block set boldface: TheSans bold, 9 pt, line spacing: 12 pt block set, running distance: 0, color: black

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

Here the URLs are in the following order: first FST, then Dichtomatik. The addresses are divided by two spaces and a straight hyphen.



The ad is divided into two main areas:
the image area and the logo/text area.

The wide wave is always used when products are
imaged. The text is then always single-column.

C: Area for a product image. Maximum area:
76 x 87 mm.

Headline

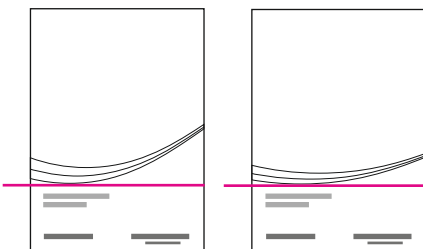
Bliss2 bold and Bliss2 extra light, caps, 100-200
pt (depending on the length, max. to the end of
the type area), max. 1 line, flutter set, running
distance: 0, color: white

Subline

Bliss2 bold caps, 20 pt, flutter set, running dis-
tance: 0, color: white (in the image area) and red
(over the copy)

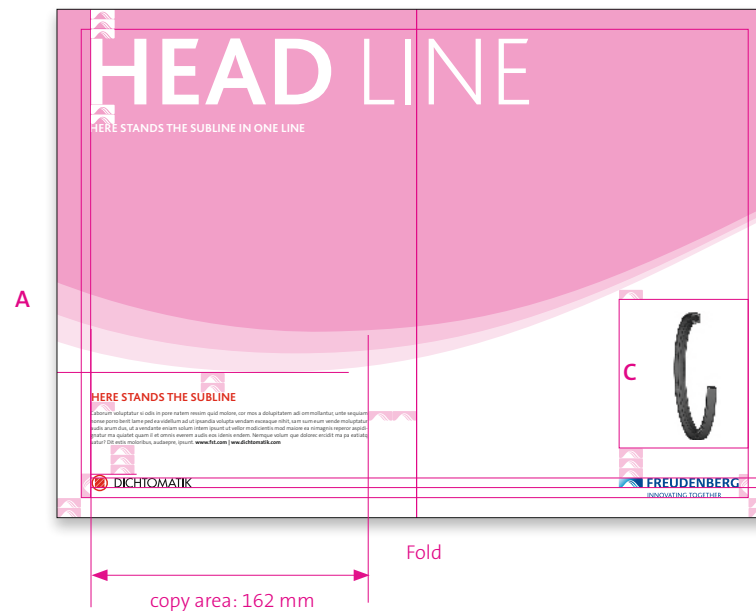
Copy

TheSans light, 9 pt, line spacing: 12 pt, block set
boldface: TheSans bold, 9 pt, line spacing: 12 pt
block set, running distance: 0, color: black



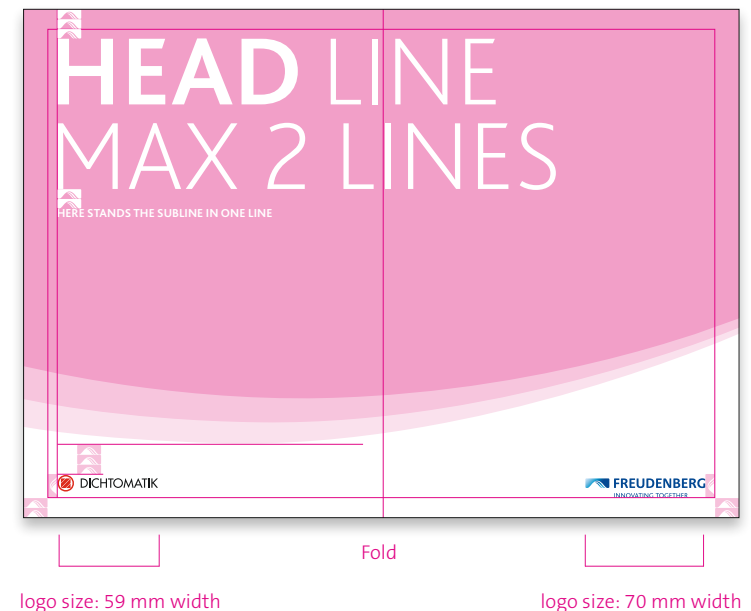
A: "wide" wave

B: "Reduced" wave



Here the URLs are in the following order:
first FST, then Dichtomatik. The addresses are
divided by two spaces and a straight hyphen.

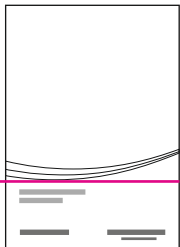
**The height of the capital letters at Dichtomatik
corresponds to the height of the capital letters
on the Freudenberg logo.**



If no copy is used, a two-line headline can also be used.

The ad is divided into two main areas:
the image area and the logo/text area.

The wide wave is always used when products
are imaged. The text is then always in one
column.



A: “Reduced” wave

Headline

Bliss2 bold and extra light, caps, 50-90 pt (depending on the length, max. to the end of the type area), flutter set, running distance: 0, color: white

Subline

Bliss2 bold, caps, 10-14 pt (depending on the type size of the headline), flutter set, running distance: 0, color: white

Copy

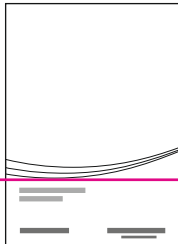
TheSans light, 9 pt, line spacing: 12 pt, block set
boldface: TheSans bold, 9 pt, line spacing: 12 pt
block set, running distance: 0, color: black



Here the URLs are in the following order:
first FST, then Dichtomatik. The addresses are
divided by two spaces and a straight hyphen.

The height of the capital letters at Dichtomatik
corresponds to the height of the capital letters
on the Freudenberg logo.

These Guidelines refer to company communication.



A: "Reduced" wave

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

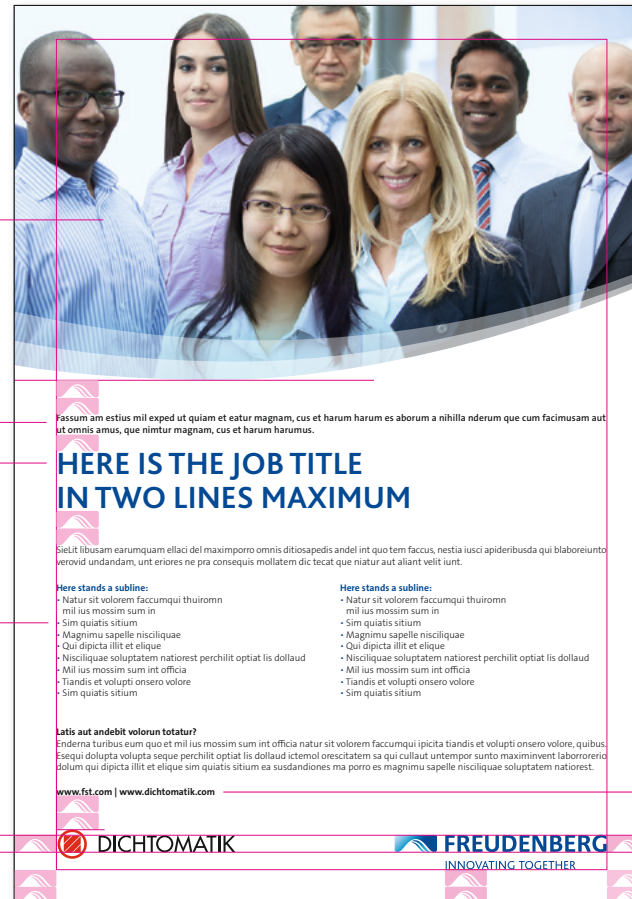
Image area

A

TheSans semibold, 9 pt,
11 pt line spacing

Bliss bold, 30 pt caps,
color: blue, 32 pt line
spacing

TheSans light, 9 pt,
11 pt line spacing color:
black, color of bullet
points: blue.



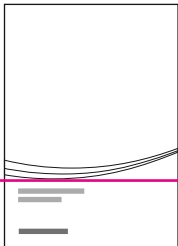
logo size: 59 mm width

logo size: 70 mm width

Here the URLs are in the following order: first FST, then Dichtomatik. The addresses are divided by two spaces and a straight hyphen.

The poster is divided into two main areas:
the image area with headline and the part with
logos and copy.

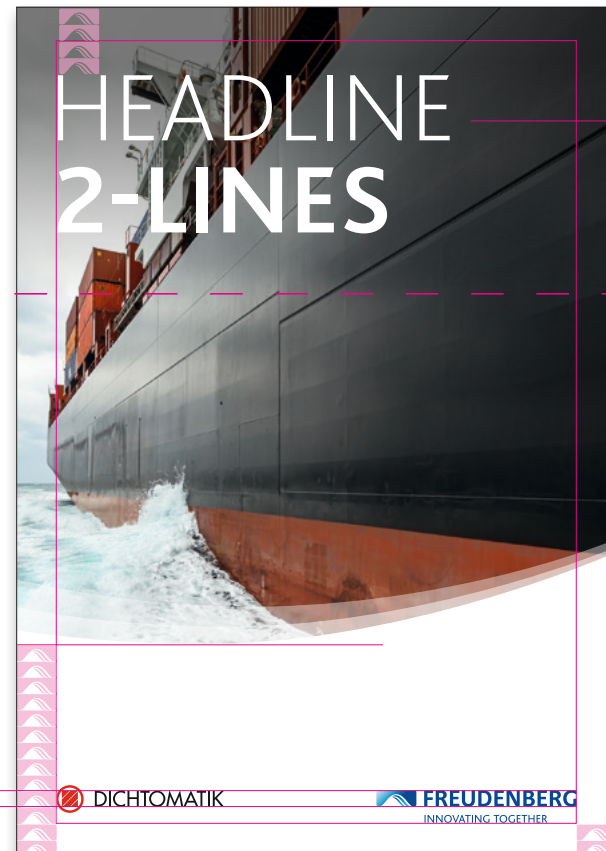
The headline is always in the image area and is
preferably white and limited to two lines. The
reduced Freudenberg wave serves as the unit
of measurement for the structure of the poster.
Ideally, all elements are aligned with the type
area.



"Reduced" wave

> **GOOD TO KNOW:**
Symbol width/height
40 mm/17 mm

The height of the capital letters at Dichtomatik
corresponds to the height of the capital letters
on the Freudenberg logo.



logo size: 166 mm width

logo size: 200 mm width

A: without copy

Headline: Bliss2 bold
and Bliss2 extra light,
caps, 200-300 pt
(depending on the
length), flutter set,
running distance: 0,
color: white

Maximum range
for the headlines
(270 mm from
above)

Subline in Bliss2 bold,
caps. 35 pt size, color:
red

Copy text in TheSans
light. 25 pt size, 34 pt
line spacing), color:
black, block set, two
columns, column
spacing: 17 mm



B: with copy

The folding card is divided into two main areas:
On the front cover is the image area with headline and subline. The two logos are placed at the bottom.

The headline is always in the image area and is preferably white and is limited to one line. The reduced Freudenberg wave serves as the unit of measurement for the structure of the poster. Ideally, all elements are aligned with the type area.

Headline

Bliss2 bold and extra light, caps, 45-70 pt
(depending on the length), flutter set, running distance: 0, color: white

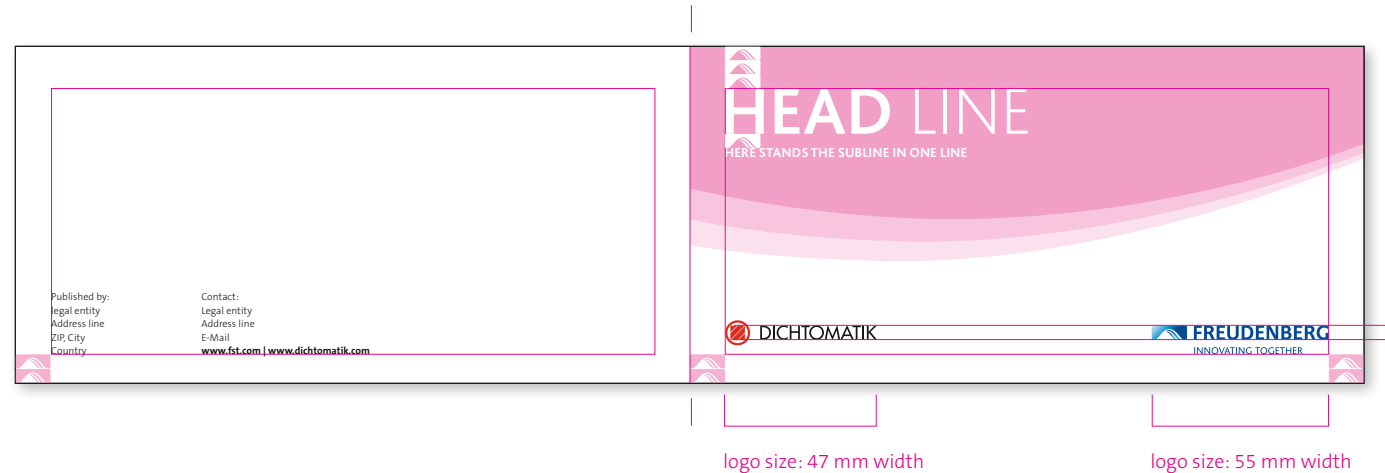
Subline

Bliss2 bold, caps, 12 pt, flutter set, running distance: 0, color: white

Contact

TheSans light, 9 pt, line spacing: 12 pt, flutter set, boldface: TheSans bold, 9 pt, line spacing: 12 pt flutter set, running distance: 0, color: black

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.



A: Back cover example on DIN long format

B: Front cover example on DIN long format

The post card is divided into two main areas:
On the front cover is the image area with headline and subline. The two logos are placed at the bottom.

The headline is always in the image area and is preferably white and limited to one line. The reduced Freudenberg wave serves as the unit of measurement for the structure of the poster. Ideally, all elements are aligned with the type area.

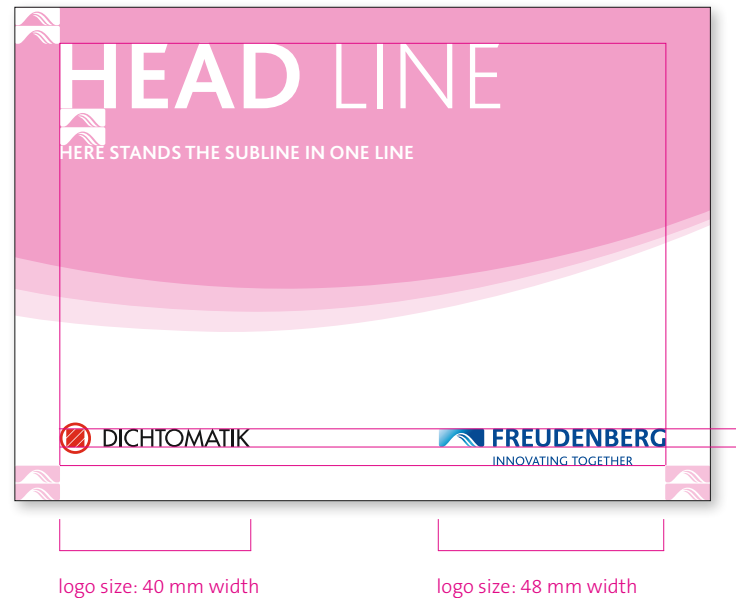
Headline

Bliss2 bold and extra light, caps, 40-60 pt (depending on the length), flutter set, running distance: 0, color: white

Subline

Bliss2 bold, caps, 12 pt, flutter set, running distance: 0, color: white

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

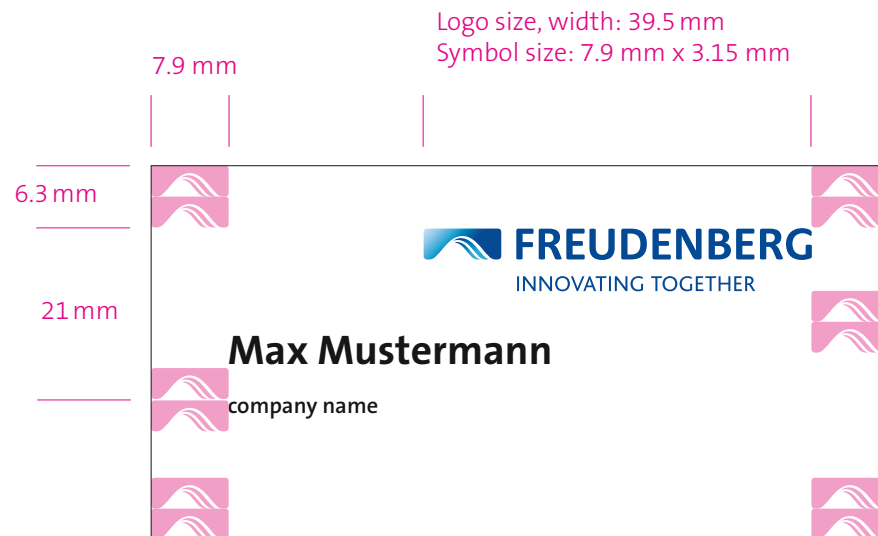


Post card front example on DIN A6 format

Examples of name tags

Name tag size: 75 mm x 38 mm

**These Guidelines refer to
company communication.**



First Name, Last Name: If the name reads longer than one line, then please set the soft return after the First Name. The text field option is adjusted on the bottom.

Company name: TheSans semibold, 6.5 pt, line spacing: 8 pt

Depending on the characteristics of each location and building, the Dichtomatik logo can be placed under the Freudenberg logo or on its left. In those cases, the following guidelines apply:

To determine and position the Dichtomatik logo, please follow the described steps.

A: Vertical application

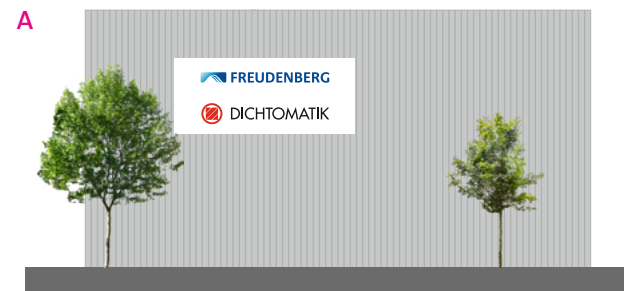
The Freudenberg logo is positioned in the same horizontal width above the Dichtomatik logo. Please maintain the safety distance.

B: Horizontal application

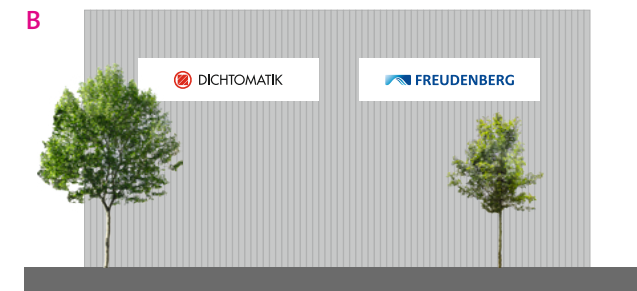
The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

These Guidelines refer to company communication.

Finding the correct relation between the Dichtomatik logo and the Freudenberg logo:



Vertical application



Horizontal application



Flags in recommended order

A: Recommendations:

Width: 1.5 m

Height: 3 m

B: Example:

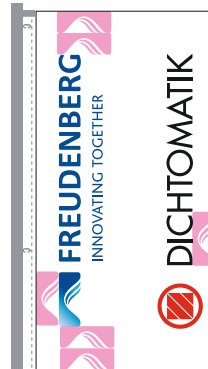
Width: 1.5 m

Height: 4 m

Important:

If fewer flags are available, the following principle applies: a Dichtomatik flag must NOT appear alone

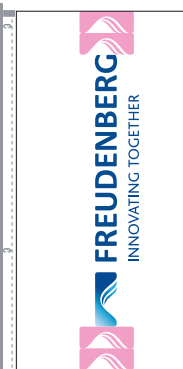
The following minimum distance must be maintained:



A.1



A.2



B

FREUDENBERG PRODUCT BRANDS

INDOOR SIGNAGE: ROLLUPS, INCLUDING PRODUCT BRAND/SPECIFIC MESSAGES

16.12

A: Rollup without copy

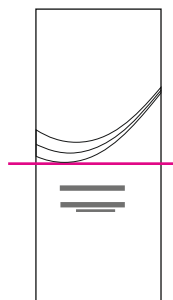
Headline in Bliss2 bold, caps, 165 pt, line spacing: 187 pt, flutter set, running distance: 0, color: white

B: Rollup with copy

Headline in Bliss2 bold, caps, 165 pt, line spacing: 187 pt, flutter set running distance 0, color: white
Subline: Bliss2 bold, caps, 100 pt, flutter set, color: red. Copy: TheSans light, 46 pt, line spacing: 61 pt, block set, running distance 0, color: black. Text runs in two columns, total width 606 mm, column distance 30 mm. Minimum distance to logo are two waves.

C: Rollup with bullets

Headline in Bliss2 bold, caps, 165 pt, line spacing: 187 pt, flutter set running distance 0, color: white
Subline: Bliss2 bold, caps, 100 pt, flutter set, color: red. Bullets: TheSans bold, 50 pt, line spacing: 84 pt, flutter set, running distance 0, color: black, bullet points: red. Minimum distance to logo is two waves.



“steep” wave



A



B

Exception:
Here the distance is only 387 mm



C

FREUDENBERG PRODUCT BRANDS

INDOOR SIGNAGE: ROLLUPS, INCLUDING PRODUCT BRAND/SPECIFIC MESSAGES

16.12

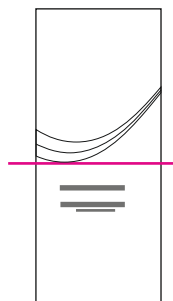
A: Rollup without Headline

B: Rollup with Headline

Headline in Bliss2 bold, caps, 165 pt, line spacing: 187 pt, flutter set, running distance 0, color: white

C: Rollup with Headline and bullets

Headline in Bliss2 bold, caps, 165 pt, line spacing: 187 pt, flutter set, running distance 0, color: white. Bullets: TheSans bold, 80 pt, line spacing: 120 pt, flutter set, running distance 0, color: white.



“steep” wave



A



B

Copy- and design-free area must remain white. Minimum distance from bottom: 785 mm.



C

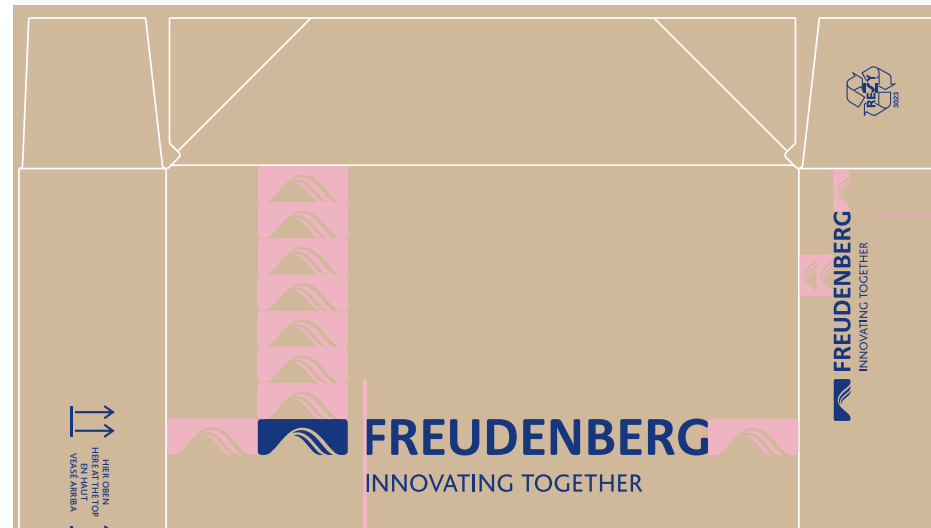
FREUDENBERG PRODUCT BRANDS

REPACKAGING FREUDENBERG SEALING TECHNOLOGIES

16.13

Print 1c on brown repackaging

The Freudenberg logo should be used
in Pantone C 288.



Logo size:
1/3 of box width

Minimal space for logos
if label area is needed.

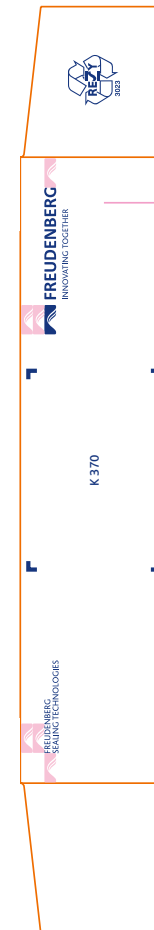
Dichtomatik tape can be used optionally



These Guidelines refer to
company communication.



width 548 mm



FREUDENBERG PRODUCT BRANDS

PRODUCT PACKAGING

16.13

Print 2c on white product packaging

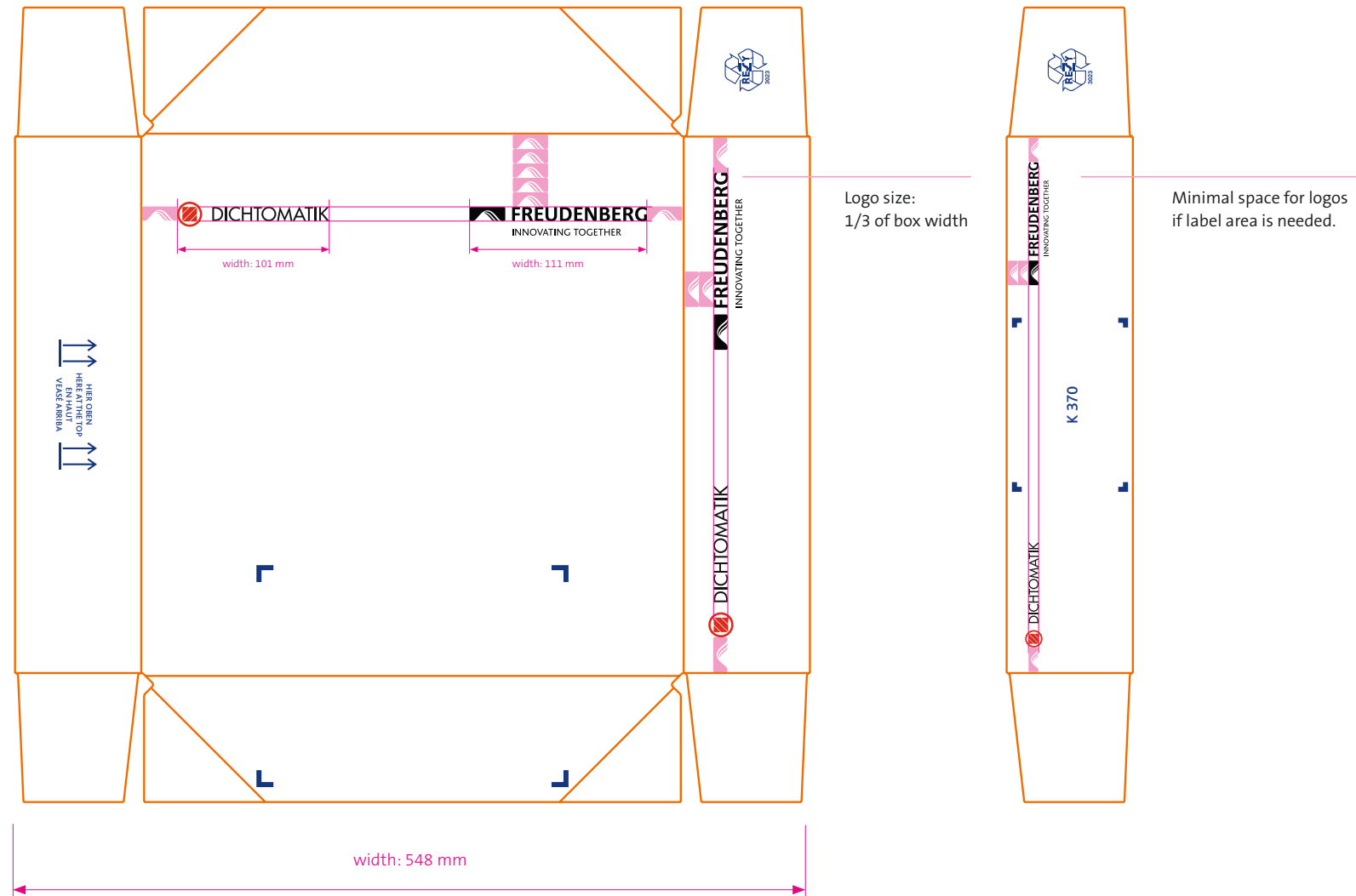
The red color should be chosen from the corporate color of the Dichtomatik brand.

The Freudenberg logo should be used in black only.

Freudenberg logo size:
width: 111 mm

Dichtomatik logo size:
width: 101 mm

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.



FREUDENBERG PRODUCT BRANDS

PRODUCT PACKAGING

16.13

Print 4c on white product packaging

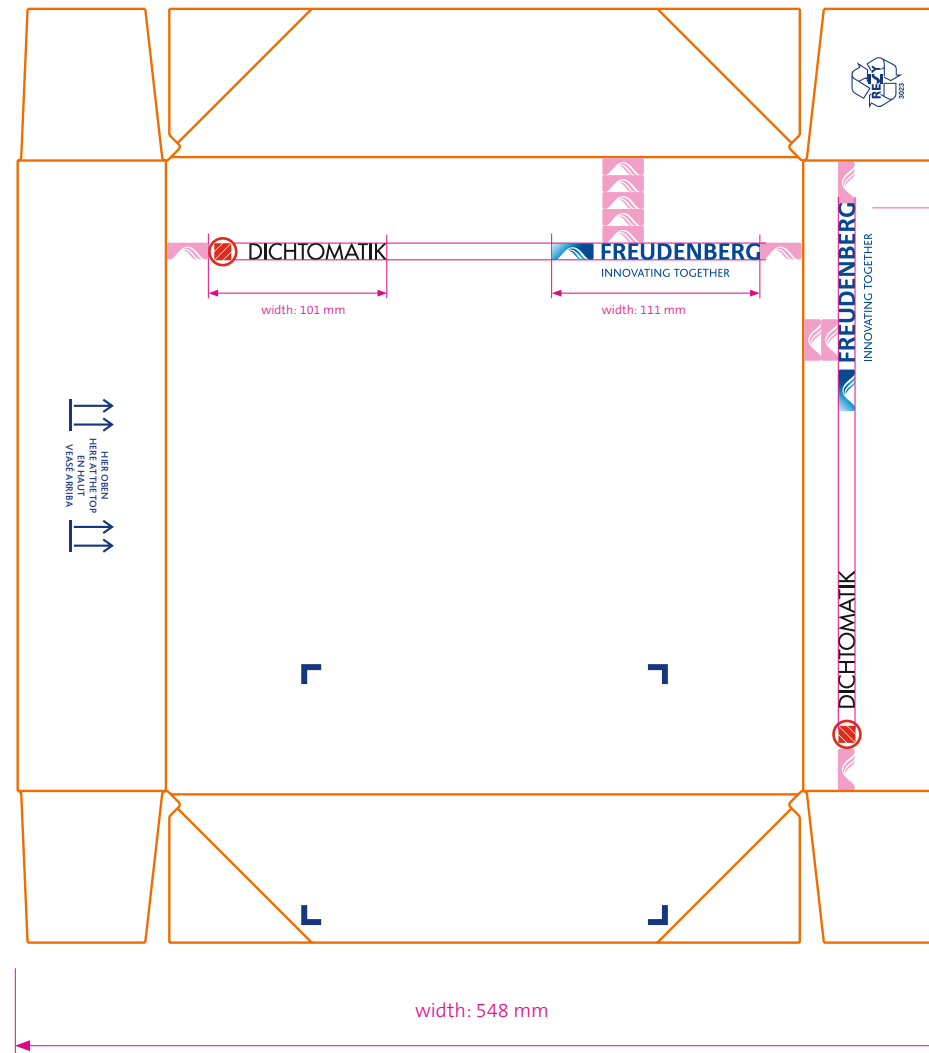
The red color should be chosen from the corporate color of the Dichtomatik brand.

The Freudenberg logo should be used in 4c.

Freudenberg logo size:
width: 111 mm

Dichtomatik logo size:
width: 101 mm

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.



Logo size:
1/3 of box width

Minimal space for logos
if label area is needed.



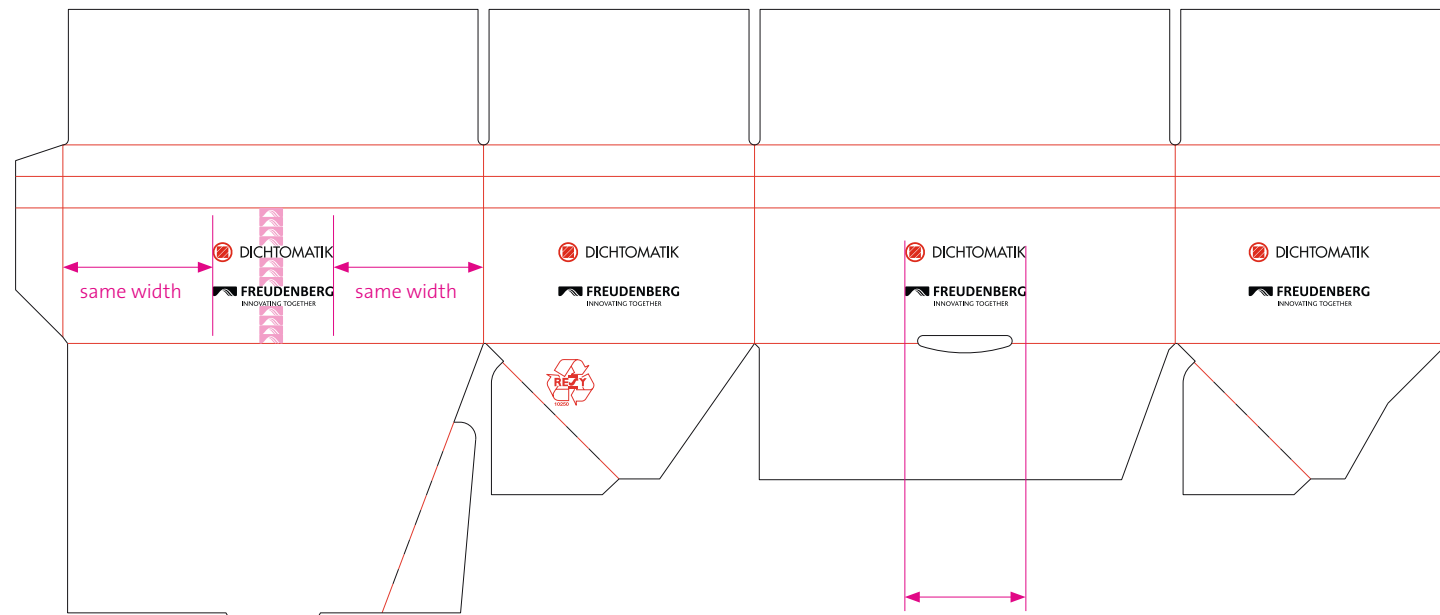
Print 2c on white product packaging

The red color should be chosen from the corporate color of the Dichtomatik brand.

The Freudenberg logo should be used in black only.

The logos, which are positioned one below the other, are centered with respect to the visible surface.

Dichtomatik logo size:
100% of Freudenberg logo, centered



The width of the Dichtomatik logo corresponds to the width of the Freudenberg logo

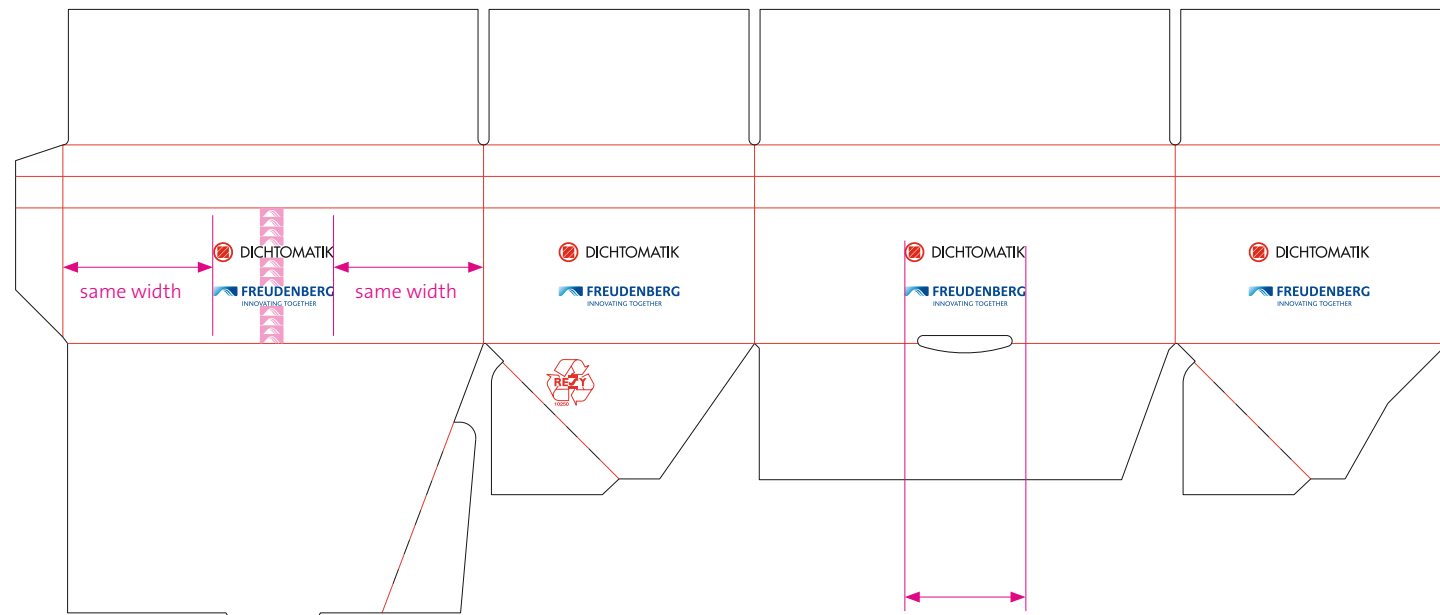
Print 4c on white product packaging

The red color should be chosen from the corporate color of the Dichtomatik brand.

The Freudenberg logo should be used in 4c.

The logos, which are positioned one below the other, are centered with respect to the visible surface.

Dichtomatik logo size:
100% of Freudenberg logo, centered



The width of the Dichtomatik logo corresponds to the width of the Freudenberg logo

Print 2c on branding tape

The Dichtomatik logo should be used
in 2c.

The Dichtomatik logo is placed horizontally
in the middle of the tape.



FREUDENBERG PRODUCT BRANDS

VEHICLE FLEET

16.14

Depending on the size, dimensions and free space of a particular vehicle, the Dichtomatik logo is placed under the Freudenberg logo or next to it. In these cases, the following guidelines apply:

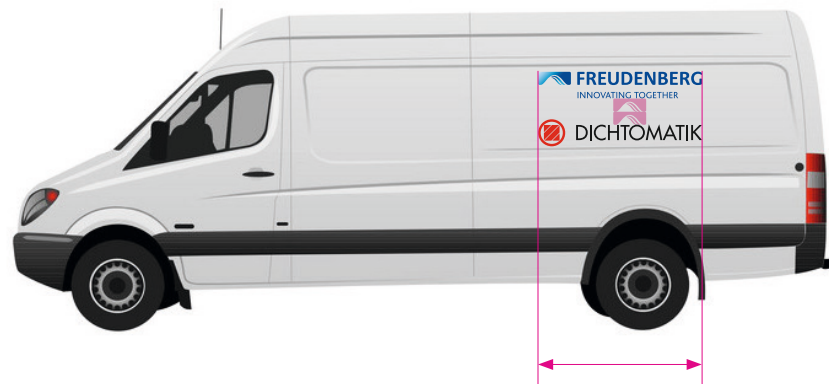
A: Vertical application

The Freudenberg logo is positioned in the same horizontal width above the Dichtomatik logo. Please maintain the safety distance.

B: Horizontal application

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

These Guidelines refer to company communication.



A



B

Logo sizes:

The size of the logos are at least 90 mm in width. Depending on the production technique, a clear separation of letters is mandatory to avoid blurring.

Please contact the supplier in regards to minimum sizing and have them make a sample as the minimum size may change depending on the type of logo placement used.

Logo colors:

Use the white Freudenberg and Dichtomatik logo on the blue fabric.

Color rules based on type of material (print, textile) referring to the manufacturers rules.

DON'TS

Don't use gradient on textile because colors don't come out well.

Option:

Optional Freudenberg Industrial Services can be used on the sleeve.

**These Guidelines refer to
company communication.**



FREUDENBERG PRODUCT BRANDS

MERCHANDISING PRINT

16.16

Logo sizes:

The smallest version of the logo (25 mm) may be applied on very small surfaces like promotional articles (e.g. ballpen).

It is recommended to have a sample made, as the minimum size may vary depending on the type of production (with or without company slogan) to ensure the correct display of the logo. If the size is less than 25 mm, the Freudenberg logo without slogan will be used.

Logo colors:

If there is a colored fabric, use the white Freudenberg and Dichtomatik logo. Use Gradient Freudenberg logo (if technically possible) on white fabric: Freudenberg Basic Blue: Polyneon 60, Pantone C 288, Freudenberg Accent Blue: Polyneon 60, Pantone C 299, Dichtomatik 100K and Pantone C 2347 on white fabric or white color on colored fabric.

Color rules based on type of material (print, textile) referring to the manufacturers rules.

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo. Minimum distance: the width of the symbol.



Ballpoint pen (V1)



left side

right side

Ballpoint pen (V2)



Coffee cup front side



Coffee cup back side



Post-it



Powerbank



USB-Card



Design of an exhibition wall

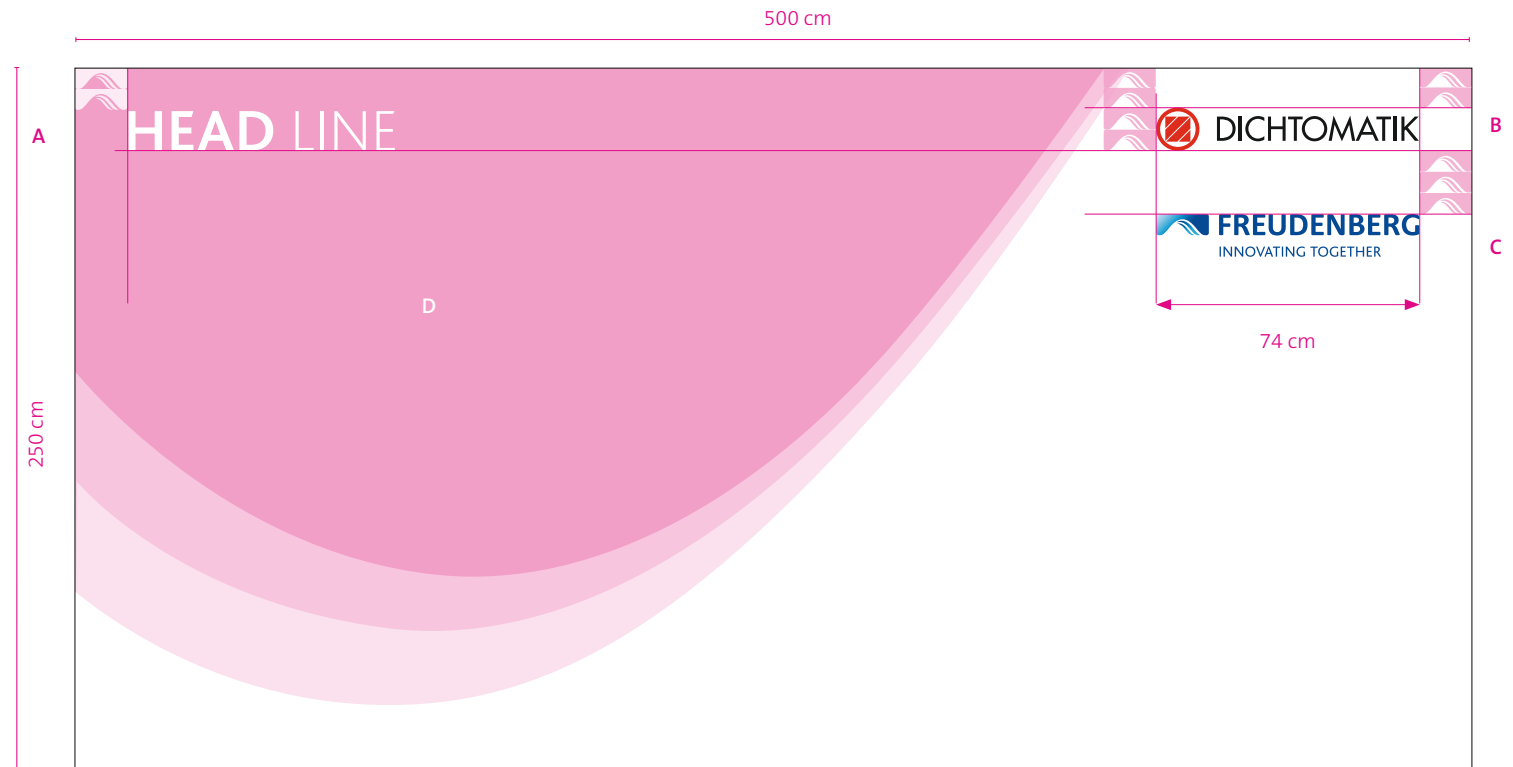
Guidelines for an exhibition wall if
ONLY Dichtomatik products are exhibited

A: Headline: Bliss2 bold and Bliss2 extra light, all caps, white, minimum 600 pt size, 600 pt line spacing, in two lines maximum and 900 pt.

B: Dichtomatik logo

C: The Freudenberg logo is placed under the Dichtomatik logo

D: Imagery placed in the “wave”



Design of an exhibition wall without wave

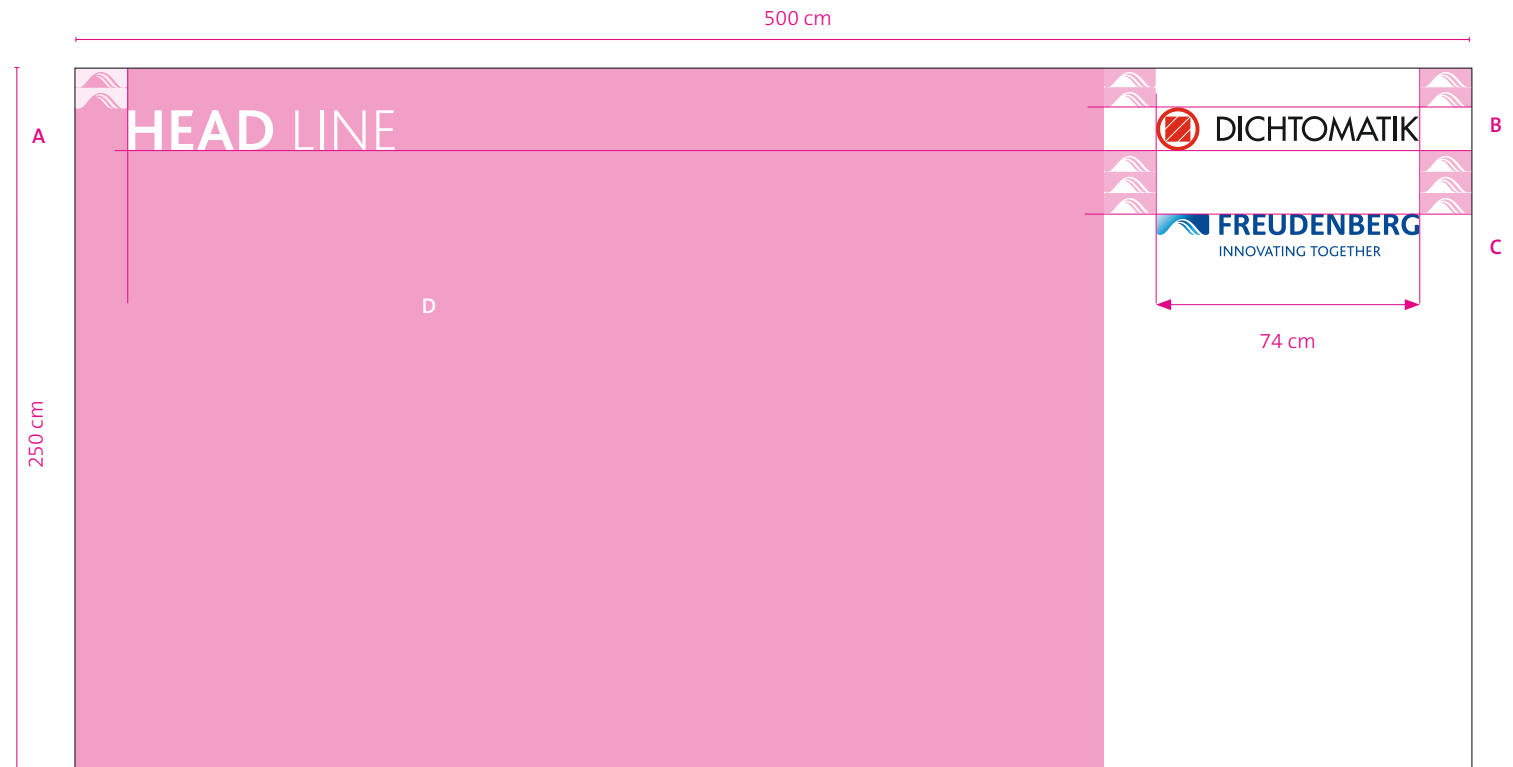
Guidelines for an exhibition wall if
ONLY Dichtomatik products are exhibited

A: Headline: Bliss2 bold and Bliss2 extra light, all caps, white, 600 pt size, 600 pt line spacing, in two lines maximum and 900 pt.

B: Dichtomatik logo

C: Freudenberg logo

D: Imagery placed in the box



Design of an exhibition wall

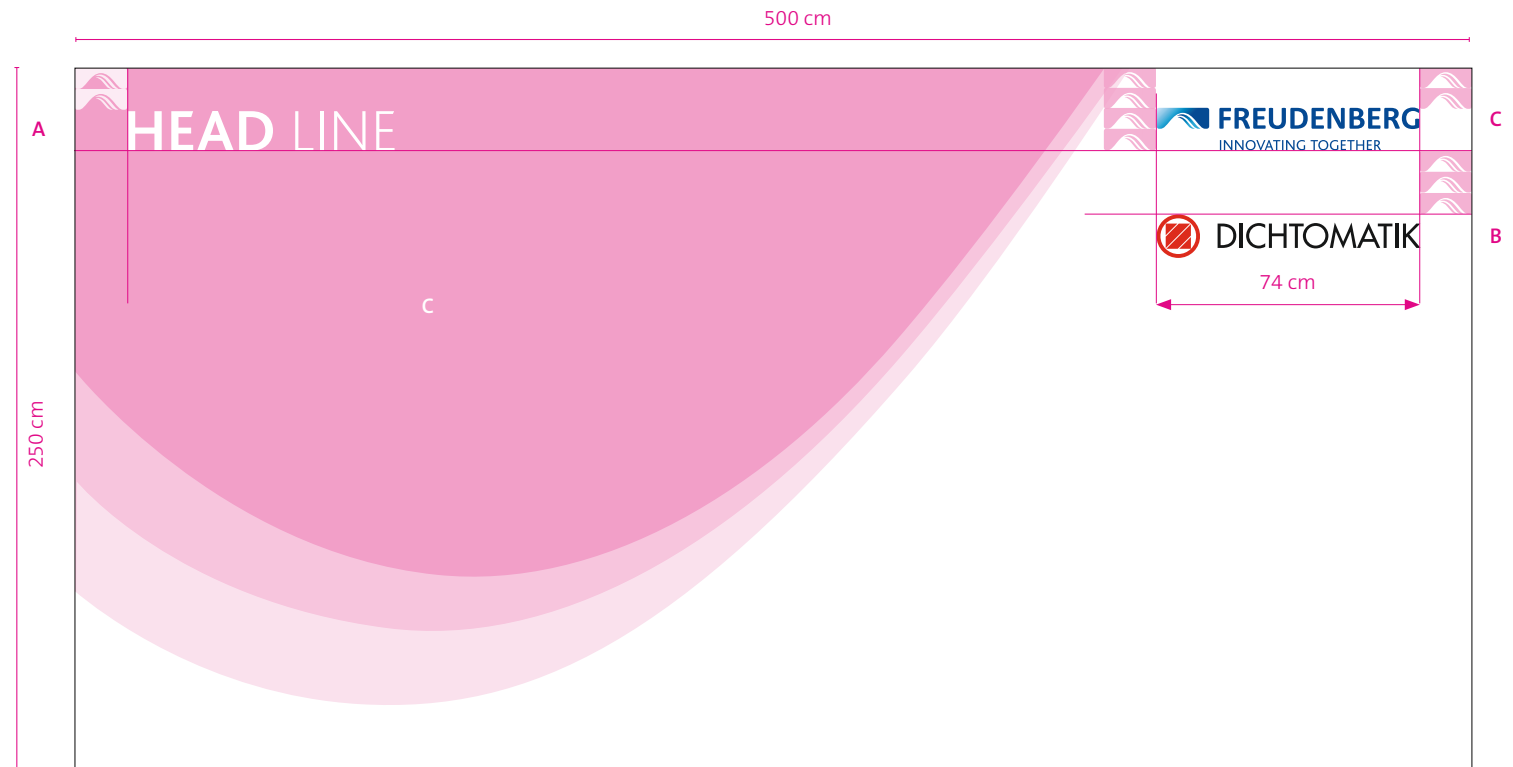
Guidelines for an exhibition wall if
BOTH brands are exhibiting

A: Headline: Bliss2 bold and Bliss2 extra light, all caps, white, 600 pt size, 600 pt line spacing, in two lines maximum and 900 pt.

B: Dichtomatik logo

C: Freudenberg logo

D: Imagery placed in the “wave”



FREUDENBERG PRODUCT BRANDS

FREUDENBERG AND PRODUCT BRAND SMALL EXHIBITION – ONE EXHIBITION WALL

16.17

Design of an exhibition wall without wave

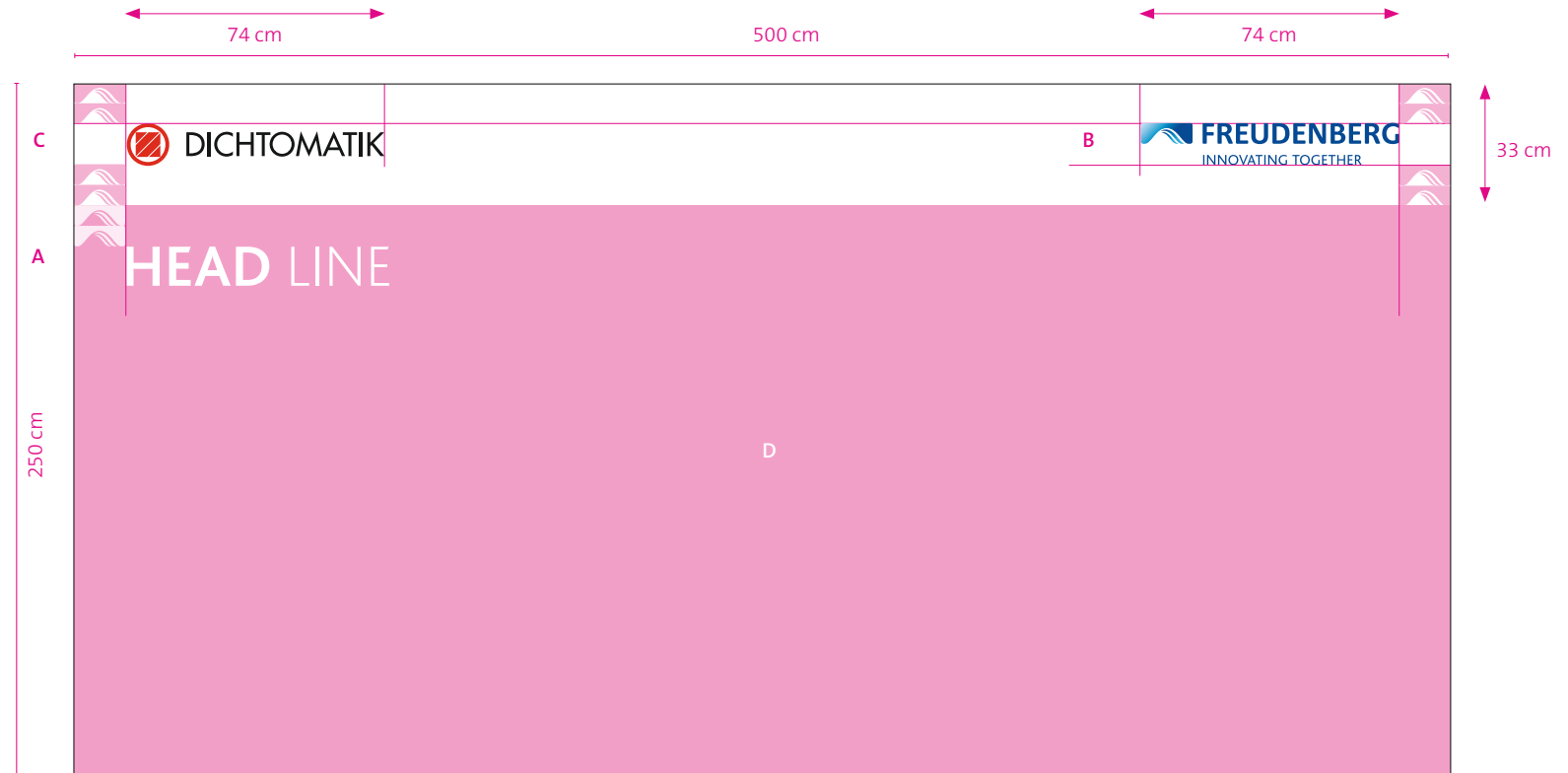
Guidelines for an exhibition wall if BOTH brands are exhibiting

A: Headline: Bliss2 bold and Bliss2 extra light, all caps, white, 600 pt size, 600 pt line spacing, in two lines maximum and 900 pt.

B: Freudenberg logo

C: Dichtomatik logo

D: Imagery placed in the box



FREUDENBERG PRODUCT BRANDS

FREUDENBERG AND PRODUCT BRAND SMALL EXHIBITION – ONE EXHIBITION WALL

16.17

Design of an exhibition wall with wave

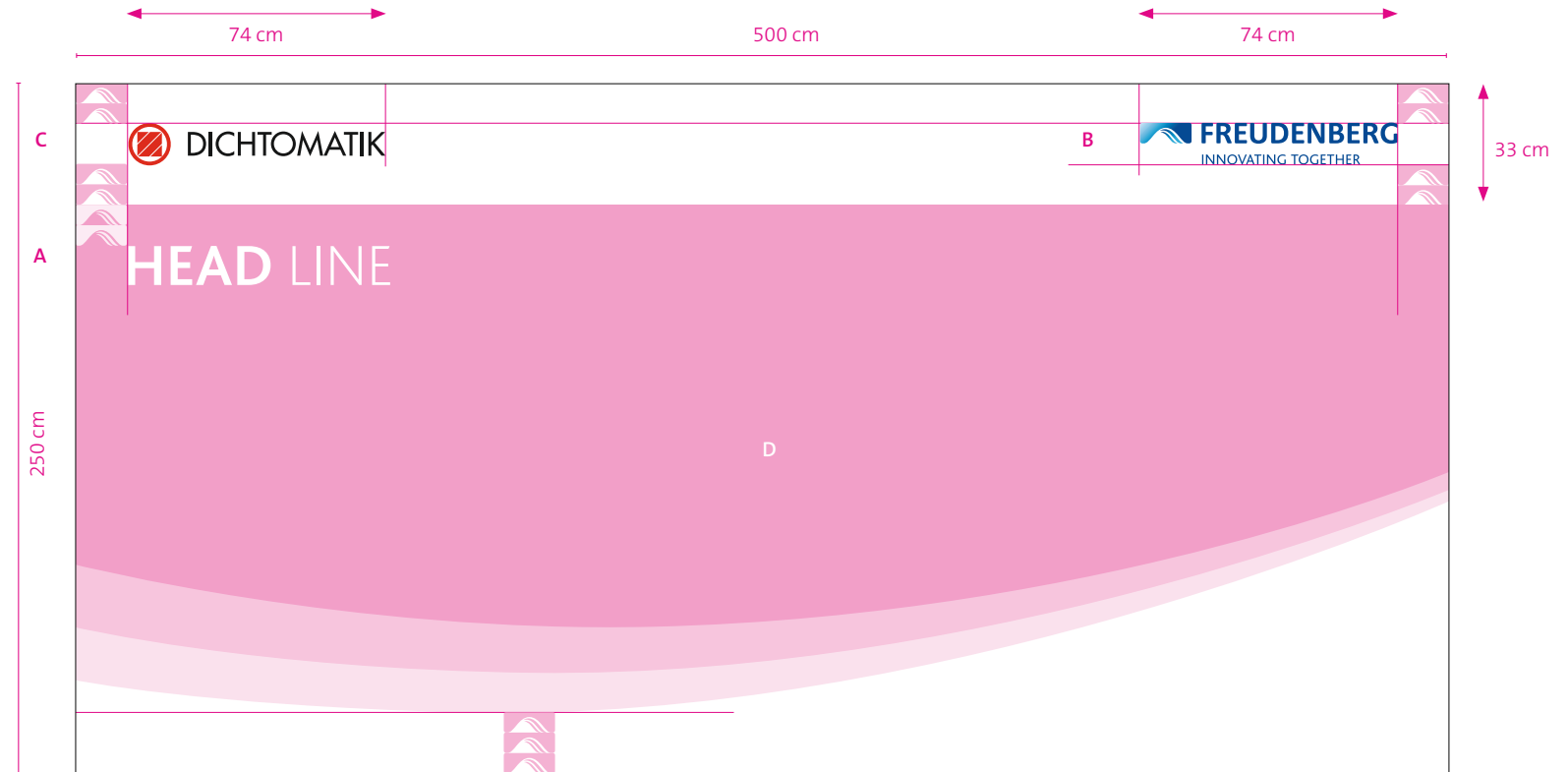
Guidelines for an exhibition wall if BOTH brands are exhibiting

A: Headline: Bliss2 bold and Bliss2 extra light, all caps, white, 600 pt size, 600 pt line spacing, in two lines maximum and 900 pt.

B: Freudenberg logo

C: Dichtomatik logo

D: Imagery should always be placed in such a way so as to evoke an emotional response.



FREUDENBERG PRODUCT BRANDS

E-MAIL SIGNATURE WITH LOGOS

16.18

Examples with logos

A:



set logo to 110 px / 38.7 mm width

B:

Or other Dichtomatik channels

E-Mail Signature Version 1
Freudenberg Sealing Technologies and legal entity

First Name, Last Name
Job title, Country, Region
Freudenberg Industrial Services

4,2 mm

A



4,2 mm

FREUDENBERG
INNOVATING TOGETHER

FREUDENBERG
Freudenberg Sealing Technologies

Legal Entity
Address line 1
ZIP Code, City, Country
Phone +00 0000 00 0000 | Mobile (if necessary)
First Name.Last Name@fst.com | www.fst.com | www.dichtomatik.com

6,2 mm



DICHTOMATIK

6,2 mm

B

 www.fst.com/linkedin
 www.twitter.com/Freudenberg_FST
 www.youtube.com/freudenbergsealing
 www.fst.com/xing

Disclaimer first line
Statement of Inc., comp. reg.no.
Management Board: First Name, Last Name 1, First Name, Last Name 2,
First Name, Last Name 3

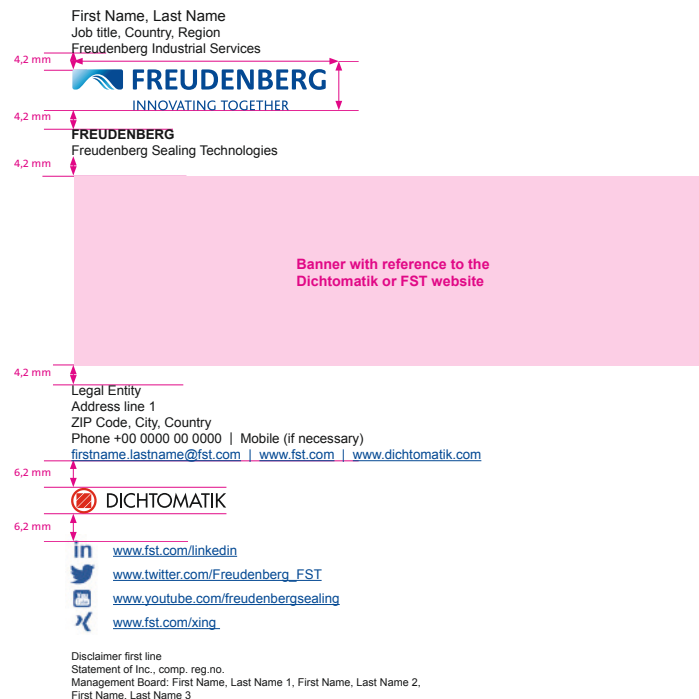
The width of the Dichtomatik logo corresponds to the width of the Freudenberg slogan.



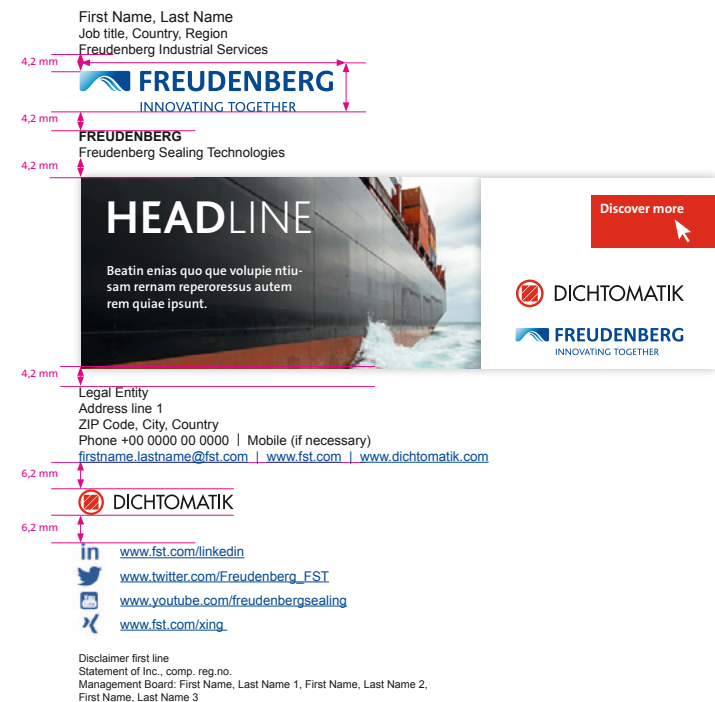
Examples with logos.

It is recommended to use a banner size of 500 x 120 px.

E-Mail Signature Version 2a / with banner placeholder



E-Mail Signature Version 2b / with a Dichtomatik banner example

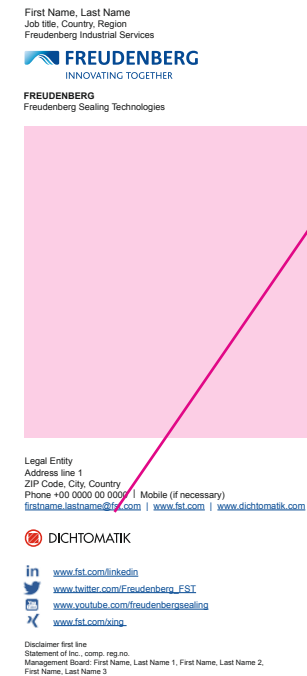
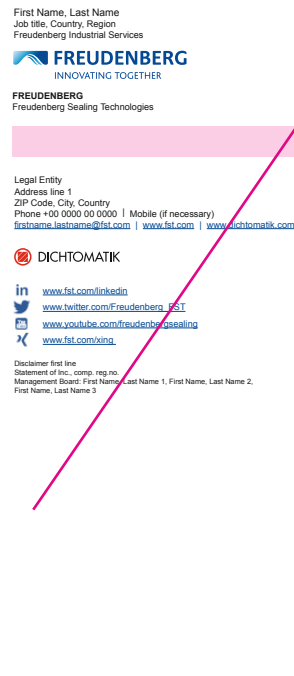
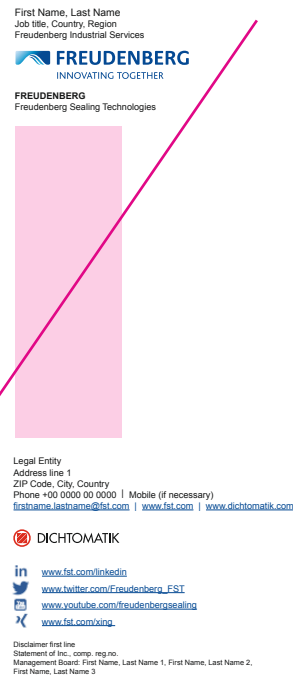


FREUDENBERG PRODUCT BRANDS

E-MAIL SIGNATURE WITH LOGOS AND BANNER / NO GO'S

16.18

Examples of banner formats that are not allowed.



Absentee note without logos

Thank you for your email. Nequia velendit accum quam ipidentest, quas eat. Apel ipsunt experi doluptatem ex es nes il in eossi sequiatur aut omnienis est utem faccupatae. Nemo venet, sitinimint officil iquosa.

Best regards

First Name Last Name

.....

Vielen Dank für Ihre E-Mail. Nequia velendit accum quam ipidentest, quas eat. Apel ipsunt experi doluptatem ex es nes il in eossi sequiatur aut omnienis est utem faccupatae. Nemo venet, sitinimint officil iquosa.

Mit freundlichen Grüßen

Vorname Nachname

FREUDENBERG
Freudenberg Sealing Technologies

Legal Entity
Address line 1
ZIP Code, City, Country
Phone +00 0000 00 0000 / Mobile (if necessary)
firstname.lastname@fst.com | www.fst.com | www.dichtomatik.com

DICHTOMATIK

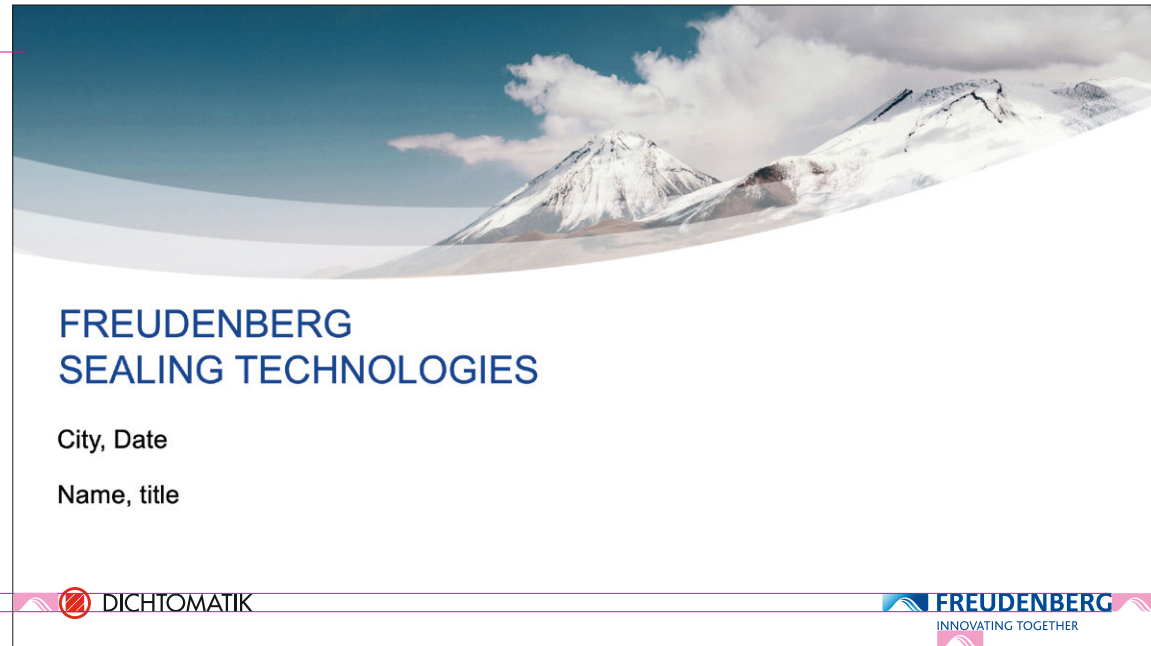
 www.fst.com/linkedin
 [www.twitter.com/Freudenberg_FST](https://twitter.com/Freudenberg_FST)
 www.youtube.com/freudenbergsealing
 www.fst.com/xing

Disclaimer first line
Statement of Inc., comp. reg.no.
Management Board: First Name, Last Name 1, First Name, Last Name 2,
First Name, Last Name 3

Cover page

Please ensure that the Freudenberg logo is the correct size and positioned correctly. In general, the Freudenberg brand corporate design will remain as it was, with the Dichtomatik logo on the left side.

PowerPoint
design 16:9 format



The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

logo size: 42.8 mm width

logo size: 50.8 mm width

Content page with text, bullets and picture

Please ensure that the Freudenberg logo is the correct size and positioned correctly. In general, the Freudenberg brand corporate design will remain as it was, with the Dichtomatik logo on the left side and the colors.

Headline in
Dichtomatik red

The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.

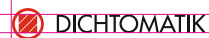
Here stands a Headline

**Ti dollest moluptus, sitinvendit, quibust, omniae vel ilitios
ut qui corum eos ad ut remporum harit fugitam facidele**

Ti dollest moluptus, sitinvendit, quibust, omniae vel ilitios ut qui corum eos ad ut remporum harit fugitam facidelestis autatius, nis quas arum nit laturitatur?
Udaes dolut omnisquame as ea nis alit alibustrum quam si temos re volor.

Ti dollest moluptus, sitinvendit, quibust, omniae vel ilitios ut qui corum eos ad ut remporum harit fugitam facidelestis autatius, nis quas arum nit laturitatur?
Udaes dolut omnisquame as ea nis alit alibustrum quam si temos

- Meos ad ut remporum ebit
- Tilan dollest moluptus trunas
- Ralit alibustrum quam



logo size: 42.8 mm width



logo size: 50.8 mm width

FREUDENBERG PRODUCT BRANDS

WEB BANNER

16.20

The variety of web banners with their different sizes require some exceptions in the use of the graphic device. Please refer to these sizes of web banners and the appropriate use of the graphic device.

In these cases, the Dichtomatik logo stands above the Freudenberg logo.

A: Headline

Bliss2 bold extra light, caps, min. 20 pt.
flutter set, running distance: 0, color: white

B: Copy

TheSans plain, min. 9 pt. flutter set, running distance: 0, color: white

Minimum distance from the lower edge of the wave to the logo is 2 symbol sizes.

Variable
height of
the wave

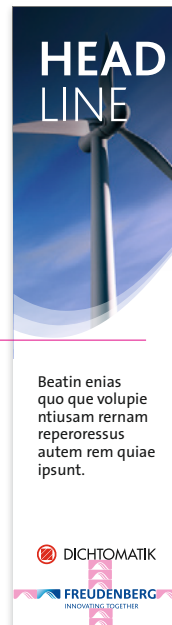
> **GOOD TO KNOW:** Please find Freudenberg web banner templates in all common web banner sizes at branding.freudenberg.com



Skyscraper (160 x 600 px)

1: copy within the image

A



Skyscraper (160 x 600 px)

2: copy below the image

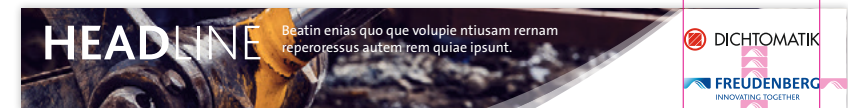
A



Banner (728x90 px)

B

A



Banner (728x90 px)

same width

A



E-Mail Banner (600x180 px)

B

CTA-Button in Dichtomatik red

same width

Important:

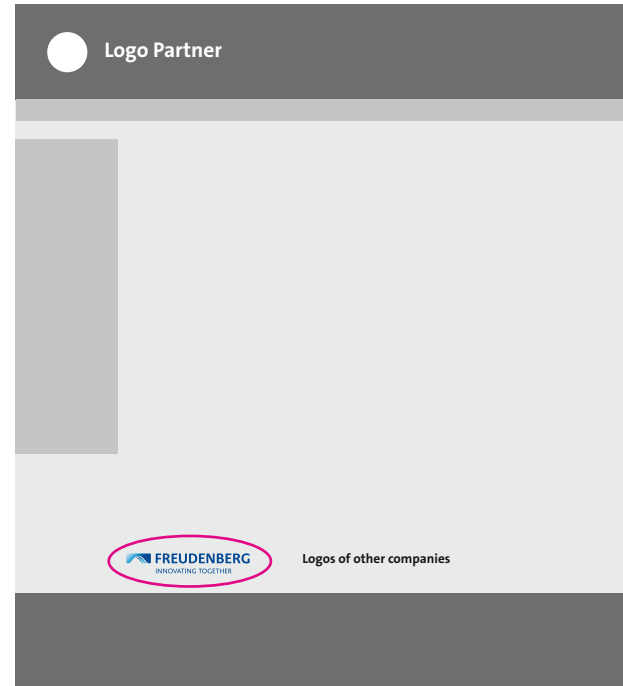
A: If only one brand can be placed, then Freudenberg has a preference over Dichtomatik.

B: If two brands can be placed, then the height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo. Minimum distance: the width of the symbol.

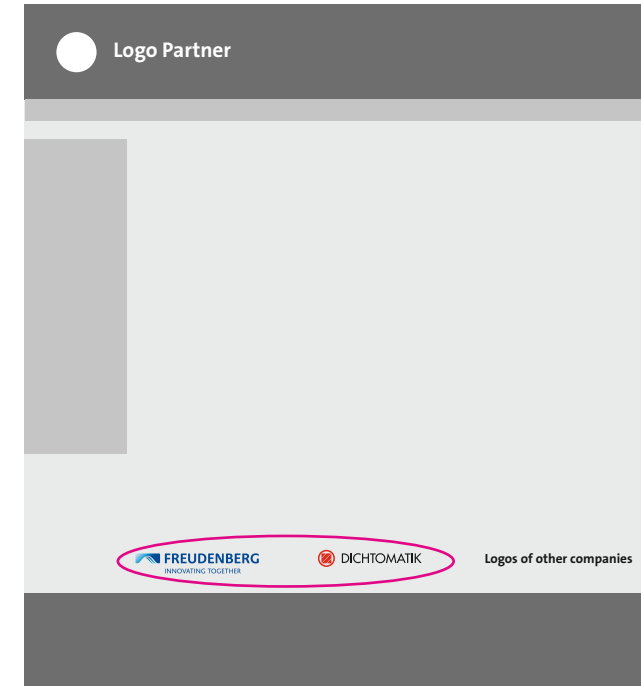
These versions of logo placement are only valid for FPP and FAP (Freudenberg Preferred and Approved Partner).

For various reasons, it may not be possible to position the two brands directly next to each other. In such cases, it is important that the combined version of the Dichtomatik logo should still be used. In addition, the Freudenberg/FST logo must be integrated at a further point to represent both brands.

The vertical version can also be integrated if both brands can be integrated. It will not always be possible to use the horizontal version.



A



B

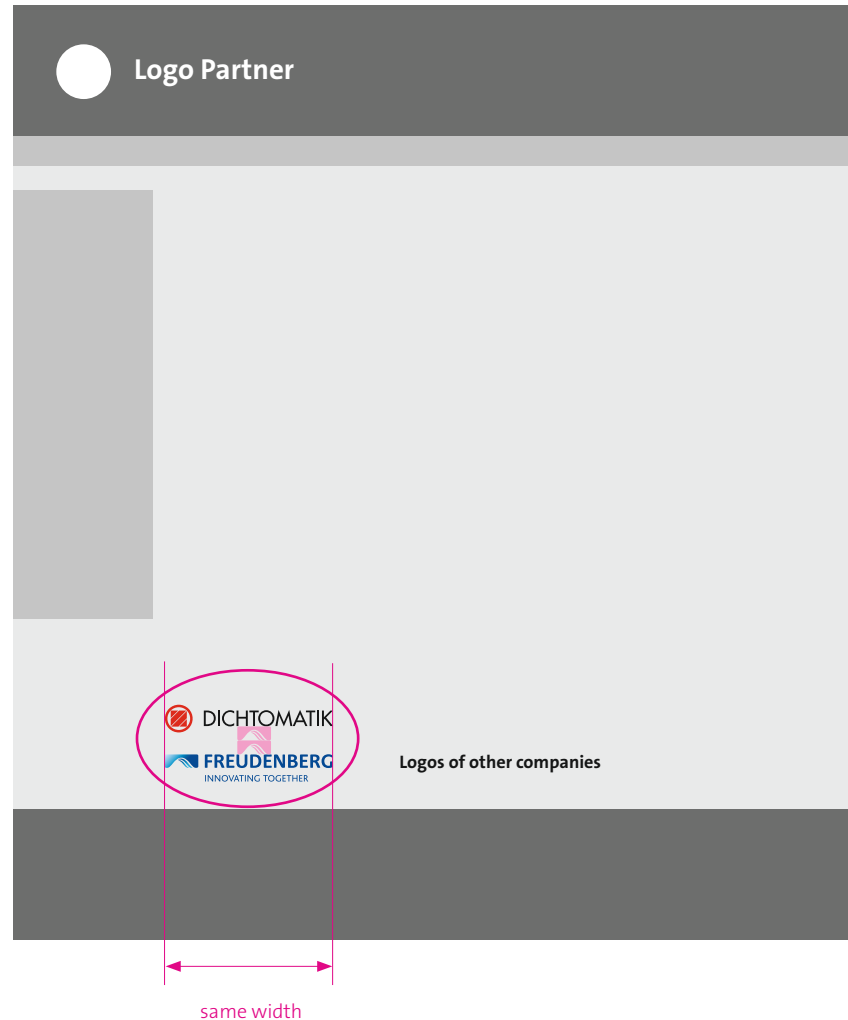


Important:

The example shown here refers to Distributors who do **not** have Freudenberg partner status.

In this case, the Dichtomatik logo stands above the Freudenberg logo. Minimum distance: the height of two symbols.

These versions of logo placement apply exclusively to distributor partners who are not permitted to sell Freudenberg products.



FREUDENBERG PRODUCT BRANDS

MOVIE OUTRO

16.22

The outro is handled in the same way for joint films by Freudenberg and Dichtomatik as for all other Freudenberg movies.

A:

Crossfade by animating the wave

B:

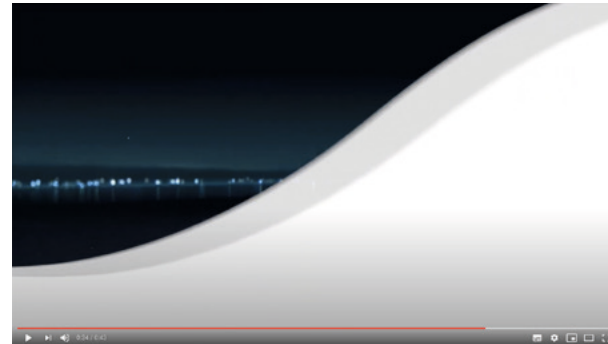
Appearance of the two logos in the same size. Dichtomatik logo on the left.

C:

At the end, the two URLs appear. First FST, then Dichtomatik.

The total length of the ending including jingle is 9 seconds.

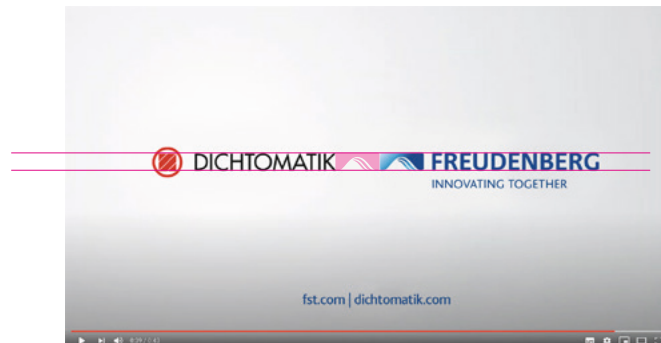
The height of the capital letters at Dichtomatik corresponds to the height of the capital letters on the Freudenberg logo.



A



B



C

This guideline is only one section of the full Freudenberg corporate design guidelines.

For further guideline sections and support, please go to branding.freudenberg.com or contact Freudenberg Brand Management (branding@freudenberg.com).

Further Guidelines FST:

- FST Image Hierarchy and Illustrations
- FST Guidelines Design Sketches EN
- FST Icons and Pictograms