FREUDENBERG BRAND:
BUSINESS GROUPS

FREUDENBERG
SEALING TECHNOLOGIES

FREUDENBERG
INNOVATING TOGETHER

FREUDENBERG BRAND: BUSINESS GROUPS

All Freudenberg Business Groups are to adopt the new corporate design. In doing so, they help to increase awareness for the Freudenberg brand globally and amongst all key stakeholders.
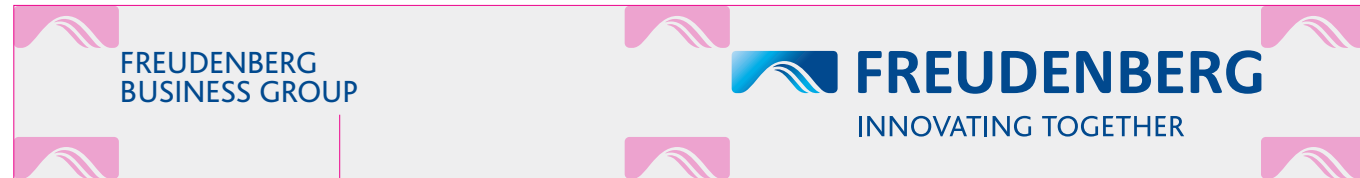
The intention is to ensure that each Business Group presents itself distinctively and creates a unique perception amongst its relevant stakeholders.

LOGO AND BUSINESS GROUP

Freudenberg Group, Corporate Design Guidelines, Freudenberg brand: Business Groups: Freudenberg Sealing Technologies   Version 1.0, July 2015

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A: Protected area, construction

Bliss Regular, all caps, Freudenberg basic blue
same size as the company slogan "INNOVATING TOGETHER"

Freudenberg basic blue
CMYK   100/70/0/20
Pantone   C 288
RGB   0/67/136
RAL   5010
Hex   #004388

B: Protected area, correctly applied

A: The protected area is constructed correctly by using the "symbol" of the brand logo.
The size of the "symbol" defines the upper and lower distance of the protection box.

Freudenberg Group, Corporate Design Guidelines, Freudenberg brand: Business Groups: Freudenberg Sealing Technologies   Version 1.0, July 2015

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A: The protected area for minimal space between wordmark and brand logo is constructed by using the "symbol" width of the brand logo. The size of the "symbol" also defines the upper and lower distance of the protection box.

**FREUDENBERG
SEALING TECHNOLOGIES**

FREUDENBERG
INNOVATING TOGETHER

A: Minimal space, construction

Bliss Regular, all caps, Freudenberg basic blue
same size as the company slogan "INNOVATING TOGETHER"

Freudenberg basic blue
CMYK   100/70/0/20
Pantone   C 288
RGB   0/67/136
RAL   5010
Hex   #004388

**FREUDENBERG
SEALING TECHNOLOGIES**

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B: Minimal space, correctly applied

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LAYOUT PRINCIPLES

The Freudenberg logo is placed in the lower right corner of the layout – with some exceptions.

The Business Group is always placed next to the Freudenberg logo in the lower left corner of the layout – aligned with the logo on its upper edge.

Based on the corresponding size of the logo for each format in use, the logo is placed correctly by applying this rule:

A: Where to place the logo – principle of proportions

The size of the name of the Freudenberg Business Group enlarges or reduces proportional to the Freudenberg logo.

FREUDENBERG
SEALING TECHNOLOGIES

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2x height of symbol

A

width of symbol

width of symbol

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: Business Group
Name of the Business Group in
Bliss, regular, 12 pt, line spacing
11 pt

C: Address of sender
Type: TheSans, B3 light, 6.5 pt
The maximum width is 83 mm
Two lines are permitted,
line spacing 8 pt

D: Company address
Always four blocks with a distance
of 6 mm between each of them.
The last line of the longest copy
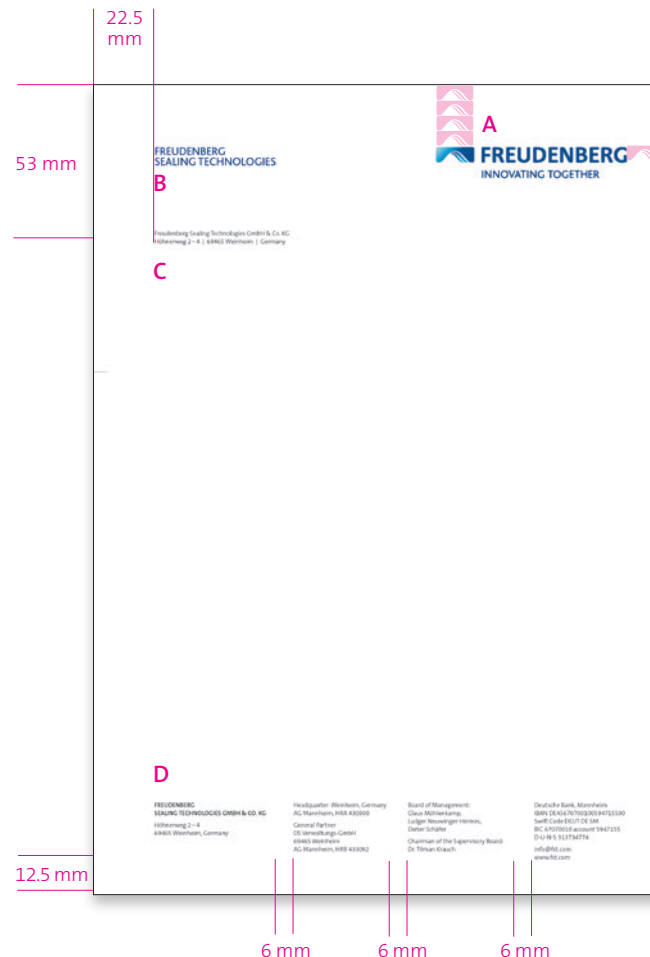block has a distance of 12.5 mm
from the bottom.
Company name: TheSans,
B6 semibold, 6.5 pt, upper-case
All other: TheSans, B3 light, 6.5 pt,
line spacing 8 pt with spacing
after: 1 mm

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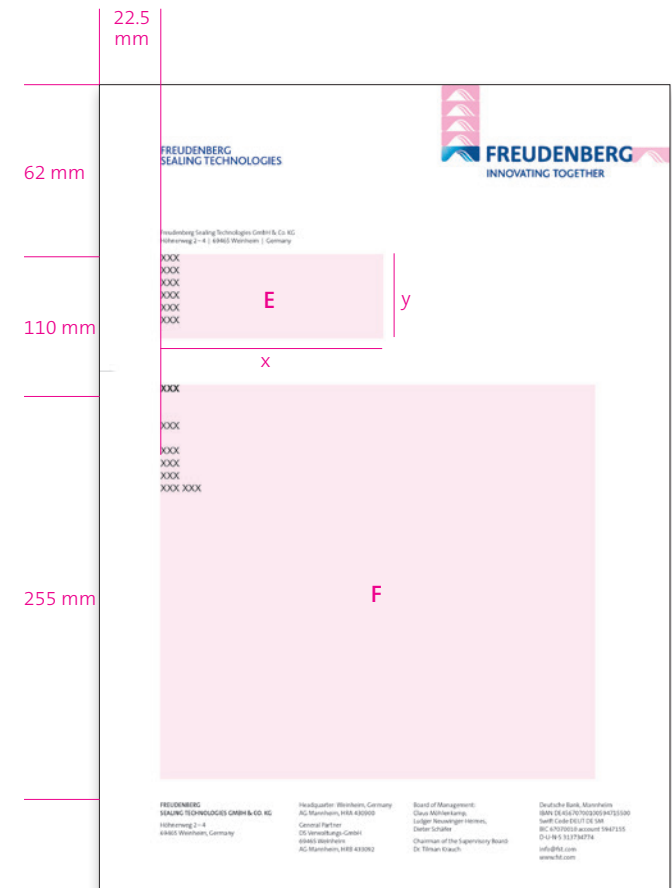Type: Arial, regular, 10 pt,
line spacing 13 pt

F: Content area
The copy field starts at
110 mm and must not
exceed the width of
160 mm. Max. height:
145 mm
Subject line: Arial, bold,
10 pt,
line spacing 13 pt
Continuous copy: Arial,
regular, 10 pt,
line spacing 13 pt

A: Sender information
Name of management board member: TheSans B6 semibold, 11 pt, line spacing 12.6 pt
title: TheSans B3 light, 7 pt, line spacing 8 pt

B: Company address
Always four blocks with a 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.
Company name: TheSans, B6 semibold, 6.5 pt, upper-case
All other: TheSans, B3 light, 6.5 pt, line spacing 8 pt with spacing after: 1 mm

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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: Business Group
Name of the Business Group in Arial,
regular, 12 pt, line spacing 11 pt

C: Address of sender
Type: Arial, regular, 6.5 pt
The maximum width is 83 mm
Two lines are permitted, line spacing 8 pt

D: Company address
Always four blocks with a 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.
Company name: Arial, bold, 6.5 pt,
upper-case
All other: Arial, regular, 6.5 pt,
line spacing 8 pt with spacing
after: 1 mm

Word settings:
Spacing after: 4 pt, line spacing of 1.15

E: 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

F: Content area
The copy field starts at
110 mm and must not
exceed the width of
160 mm. Max. height:
145 mm
Subject line: Arial, bold,
10 pt,
line spacing 13 pt
Continuous copy: Arial,
regular, 10 pt,
line spacing 13 pt

22.5 mm

53 mm

12.5 mm

6 mm   6 mm   6 mm

22.5 mm

62 mm

110 mm

255 mm

In general:
Baseline grid starting at 0 mm,
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: Business Group
Name of the Business Group in Bliss,
regular, 12 pt, line spacing 12.6 pt

C: Address of sender
Type: TheSans, B3 light, 6.5 pt
The maximum width is 3.26 "
Two lines are permitted,
line spacing 8.4 pt

D: 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,
B6 semibold, 6.5 pt, upper-case.
All other: TheSans, B3 light, 6.5 pt,
8 pt line spacing with line spacing
after: 0.04 "
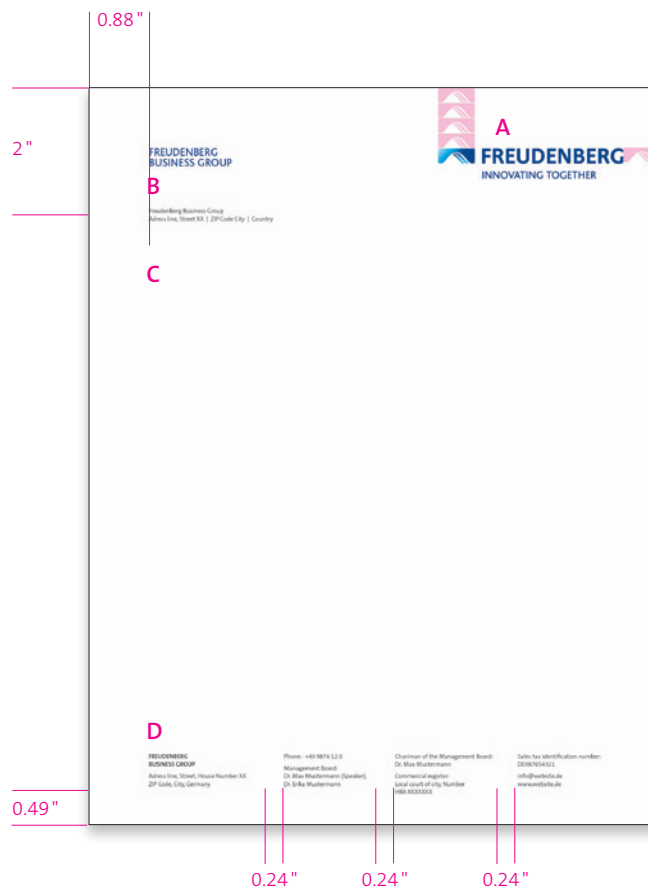
E: Recipient area
The size of the copy
field is 3.22 x 1.22 "
and starts at 2.44 "
Type: Arial, regular,
10 pt,
line spacing 13 pt

F: Content area
The copy field starts
at 4.33 " and must not
exceed the width of
6.3 ". Max. height: 5.2 "
Subject line: Arial, bold,
10 pt,
line spacing 13 pt
Continuous copy: Arial,
regular, 10 pt,
line spacing 13 pt

0.88 "

2 "

A

FREUDENBERG
BUSINESS GROUP

B

FreudenBerg Business Group
Adress line, Street XX | ZIP Code City | Country

C

D

FREUDENBERG
BUSINESS GROUP

Adress line, Street, House Number XX
ZIP Code, City, Germany

Phone: +49 9874 12 0
Management Board:
Dr. Max Mustermann (Speaker),
Dr. Erika Mustermann

Chairman of the Management Board:
Dr. Max Mustermann
Commercial register:
Local court of city, Number
HBA XXXXXXX

Sales tax identification number:
DE567654321
info@website.de
www.website.de

0.49 "

0.24 "   0.24 "   0.24 "

0.88 "

2.44 "

4.33 "

9.7 "

FREUDENBERG
BUSINESS GROUP

FreudenBerg Business Group
Adress line, Street XX | ZIP Code City | Country

XXX
XXX
XXX
XXX
XXX
XXX

E

y

x

XXX

XXX

XXX
XXX
XXX
XXX
XXX

F

FREUDENBERG
BUSINESS GROUP

Adress line, Street, House Number XX
ZIP Code, City, Germany

Phone: +49 9874 12 0
Management Board:
Dr. Max Mustermann (Speaker),
Dr. Erika Mustermann

Chairman of the Management Board:
Dr. Max Mustermann
Commercial register:
Local court of city, Number
HBA XXXXXXX

Sales tax identification number:
DE567654321
info@website.de
www.website.de

A: Sender information
Name of management board
member: TheSans B6 semibold,
11 pt, line spacing 12.6 pt
title: TheSans B3 light, 7 pt,
line spacing 8 pt

B: 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,
B6 semibold, 6.5 pt, upper-case.
All other: TheSans, B3 light, 6.5 pt,
8 pt line spacing with line spacing
after: 0.04"

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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: Business Group
Name of the Business Group in
Bliss, regular, 12 pt, line spacing
11 pt

> **> GOOD TO KNOW:** Templates are available
for your use under http://brandnet.fst.com
For further detailed guideline information
please see the corresponding preview PDF.
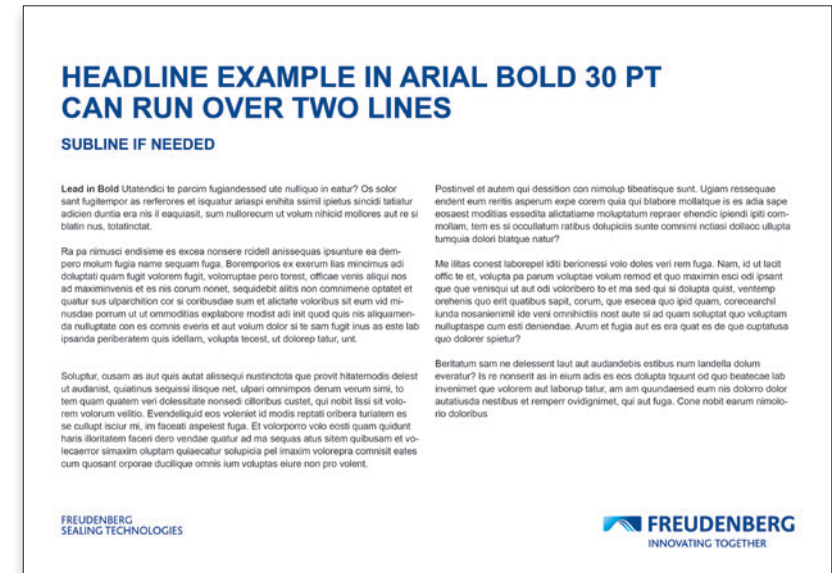
In general:
Baseline grid starting at 0 mm,
line spacing of 4.2 pt

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

> GOOD TO KNOW: Templates are available
for your use under http://brandnet.fst.com
For further detailed guideline information
please see the corresponding preview PDF.

Please note the difference between the two types of business cards shown here.

In cases where the legal entity differs from the name of the Business Group, it has to be placed below the latter if legally required.

Business card
Standard and for the management board including examples.
Size 85 x 55 mm.
Examples not shown to actual size.

A: Logotype
The width of the logotype is 45 mm.
Distance from top:
2x height of symbol
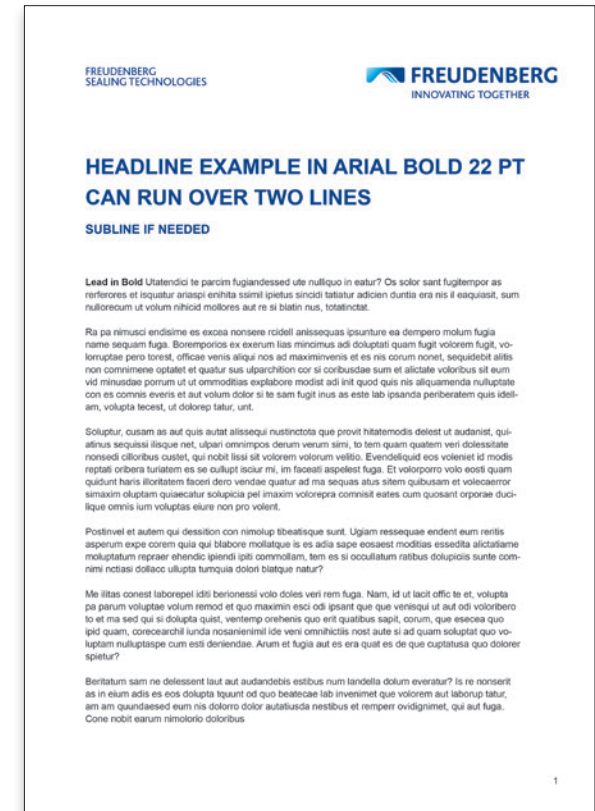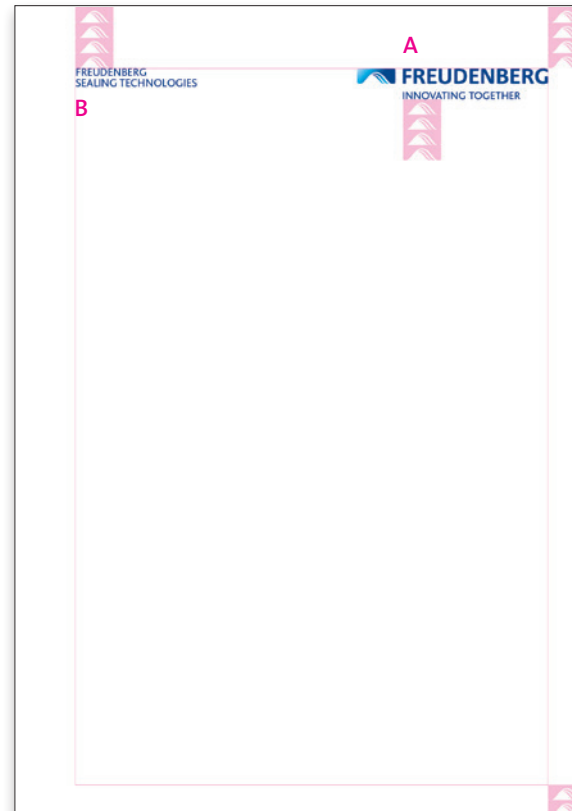Distance from the right:
1x width of symbol

B:
Name and surname type:
TheSans, B6 semibold, 9 pt,
line spacing 8 pt
Job title type:
TheSans, B3 light, 6.5 pt,
line spacing 8 pt
Company name type:
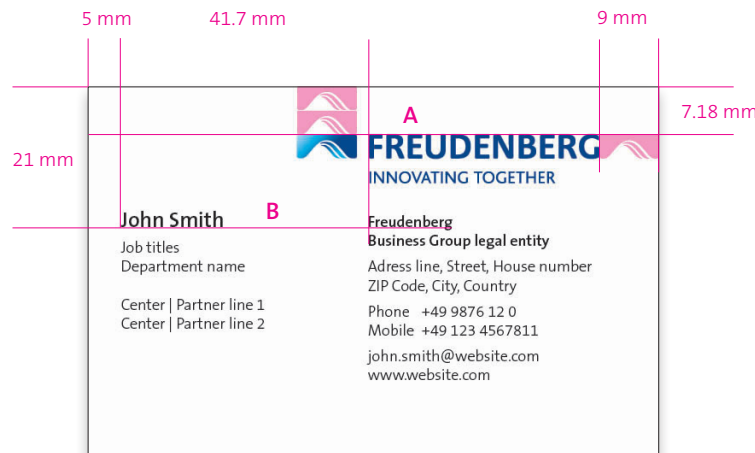TheSans, B6 semibold, 6.5 pt,
line spacing 8 pt
Address/contact details type:
TheSans, B3 light, 6.5 pt,
line spacing 8 pt
Spacing between blocks: 1 mm

Business Group = legal entity

5 mm   41.7 mm   9 mm

7.18 mm

21 mm

FREUDENBERG
INNOVATING TOGETHER

John Smith   B

Job titles
Department name

Center | Partner line 1
Center | Partner line 2

A

Freudenberg
Business Group legal entity

Adress line, Street, House number
ZIP Code, City, Country

Phone   +49 9876 12 0
Mobile +49 123 4567811

john.smith@website.com
www.website.com

Example format: 85 mm x 55 mm

Example with Freudenberg Sealing Technologies

FREUDENBERG
INNOVATING TOGETHER

John Smith

Job title import and export
International

CC Transmission & Driveline

Freudenberg
Sealing Technologies GmbH & Co. KG

Höhnerweg 2−4
69469 Weinheim

Phone   +49 9876 12 0
Mobile +49 123 4567811

john.smith@fst.com
www.fst.com

Business Group ≠ legal entity

5 mm   41.7 mm   9 mm

7.18 mm

21 mm

FREUDENBERG
INNOVATING TOGETHER

John Smith   B

Job titles
Department name

Center | Partner line 1
Center | Partner line 2

A

Freudenberg
Business Group
Optional legal entity

Adress line, Street, House number
ZIP Code, City, Country

Phone   +49 9876 12 0
Mobile +49 123 4567811

name.surname@website.com
www.website.com

Example with Freudenberg Sealing Technologies

FREUDENBERG
INNOVATING TOGETHER

John Smith

Dipl.-Betriebswirt (VWA)
Leiter Logistik

Freudenberg
Sealing Technologies GmbH
Integral Accumulator GmbH & Co. KG

Sinzinger Str. 47
53424 Remagen, Germany

Phone   +49 2642 933 176

john.smith@fst.com
www.fst.com

> GOOD TO KNOW: Templates are available for your use under http://brandnet.fst.com
For further detailed guideline information please see the corresponding preview PDF.

A: Logotype
Layout only on the front
Distance from the top:
2x height of symbol
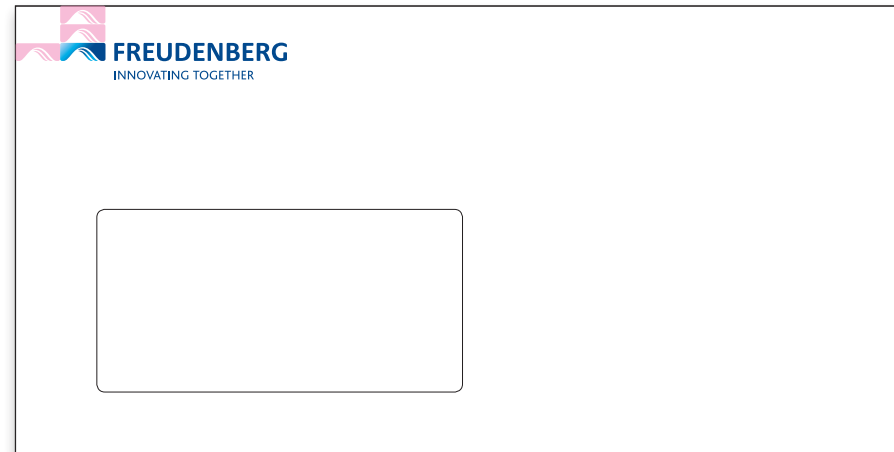
FREUDENBERG
INNOVATING TOGETHER

A

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E-MAIL SIGNATURES

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E-mail signatures should be applied consistently across the Business Group.

FREUDENBERG needs to be included and stands directly above the name of the Business Group.
Color and type:
Arial, bold, all caps,
9 pt, black

Arial, regular, 10 pt ———— Name Surname
Arial, regular, 9 pt ———— Job title

Arial, bold, all caps, 9 pt ———— **FREUDENBERG**
black
Freudenberg Sealing Technologies
Arial, regular, 9 pt ———— Sales channel/Center name
Department name

Arial, regular, 9 pt ———— Freudenberg Sealing Technologies GmbH & Co. KG
Address Street / Address City Postcode / Country
Phone +00 0000 00 0000 / Mobile +00 0000 00 0000
Fax +00 0000 00 0000
firstname.lastname@fst.com / www.fst.com

Arial, regular, 7 pt ———— 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

Example Freudenberg
Sealing Technologies

Arial, regular, 10 pt ——————— **Name Surname**

Arial, regular, 9 pt ——————— Job title

distance respects protected
area above and below logo

FREUDENBERG
INNOVATING TOGETHER

name of Business Group ——————— Freudenberg Sealing Technologies
Sales channel/Center name
Department name

extra line in case of BG: ——————— Freudenberg Sealing Technologies GmbH & Co. KG
with legal entity of BG
Höhnerweg 2–4 / 69469 Weinheim / Germany
Phone +49 0000 00 0000 / Mobile +49 0000 00 0000
Fax +49 0000 00 0000
firstname.lastname@fst.com / www.fst.com

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

FREUDENBERG
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set logo to 185 px / 65.264 mm width

Examples with Freudenberg logo

Name Surname
Job title

FREUDENBERG
INNOVATING TOGETHER

Freudenberg & Co. Kommanditgesellschaft
Department

Höhnerweg 2−4 / 69469 Weinheim / Germany
Phone +49 0000 00 0000 / Mobile +49 0000 00 0000
Fax +49 0000 00 0000
firstname.lastname@freudenberg.de / www.freudenberg.com

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

A: Example Freudenberg & Co. KG

Name Surname
Job title

FREUDENBERG
INNOVATING TOGETHER

Freudenberg Sealing Technologies
Sales channel/Center name
Department name

Freudenberg Sealing Technologies GmbH & Co. KG
Höhnerweg 2−4 / 69469 Weinheim / Germany
Phone +49 0000 00 0000 / Mobile +49 0000 00 0000
Fax +49 0000 00 0000
firstname.lastname@fst.com / www.fst.com

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

B: Example Freudenberg Sealing Technologies

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E-mail signatures can include
web banners:
– For internal/external
  announcements
– For announcements of upcoming
  trade shows.

Please use these samples of web
banners as guiding examples.

FREUDENBERG needs to be included
and stands directly above the name
of the Business Group.
Color and type:
Arial, bold, all caps,
9 pt, black

**> GOOD TO KNOW: For detailed information
on web banners and measurements, please
refer to guideline 9, "Digital Media."**

Web banner (500 x 85 px) ————

Examples with trade show
announcement

E-mail signatures can include
web banners:
– For internal/external
 announcements
– For announcements of upcoming
 trade shows.

Please use these samples of web
banners as guiding examples.

FREUDENBERG needs to be included
and stands directly above the name
of the Business Group.
Color and type:
Arial, bold, all caps,
9 pt, black

distance respects
protected area above
and below logo

area for additional
official banners and
logos if needed

e.g.:
– events
– awards
– partners
– collaborations

preferably in this
given hirarchy,
seperated by a line
like shown on the
right

Name Surname
Job title

FREUDENBERG
INNOVATING TOGETHER

Freudenberg Sealing Technologies
Sales channel/Center name
Department name

Freudenberg Sealing Technologies GmbH & Co. KG
Address Street / Address City Postcode / Country
Phone +00 0000 00 0000 / Mobile +00 0000 00 0000
Fax +00 0000 00 0000
firstname.lastname@fst.com / www.fst.com

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

e.g.: event "Upcoming event:"

e.g.: partners "Proud to be a preferred partner of:"

E-mail signatures can include
web banners:
– For internal/external
  announcements
– For announcements of upcoming
  trade shows.

Please use these samples of web
banners as guiding examples.

FREUDENBERG needs to be included
and stands directly above the name
of the Business Group.
Color and type:
Arial, bold, all caps,
9 pt, black

Arial, regular, 10 pt ——————— Name Surname
Arial, regular, 9 pt ——————— Job title

FREUDENBERG
INNOVATING TOGETHER

Arial, regular, 9 pt ———————

Freudenberg Sealing Technologies
Sales channel/Center name
Department name

Freudenberg Sealing Technologies GmbH & Co. KG
Address Street / Address City Postcode / Country
Phone +00 0000 00 0000 / Mobile +00 0000 00 0000
Fax +00 0000 00 0000
firstname.lastname@fst.com / www.fst.com

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

Web banner (500 x 85 px) ———————

Examples with trade show
announcement

HANNOVER MESSE
8.–12. APRIL 2013

**PLEASE FIND US IN
HALL A / BOOTH 521**

FREUDENBERG
INNOVATING TOGETHER

top
ARBEITGEBER
DEUTSCHLAND
2015
CERTIFIED EXCELLENCE IN EMPLOYEE CONDITIONS

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NAME TAGS

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FREUDENBERG BRAND: NAME TAGS
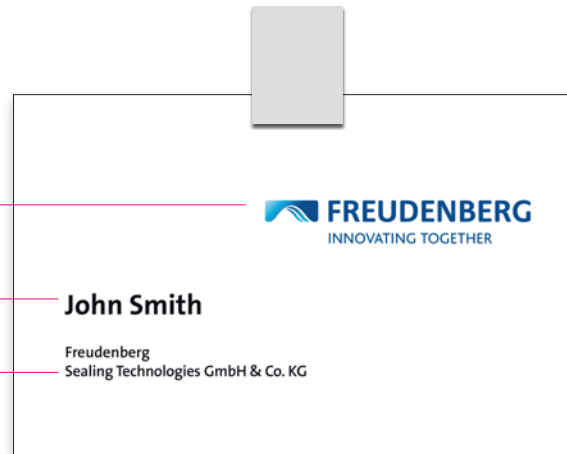## BUSINESS GROUPS

Examples of name tags

39.4 mm version
of logo

TheSans B7 Bold
12/14 pt

TheSans B6 Semibold,
6.5/8 pt

Name tag front: 85 mm x 54 mm
Plastic card, standard size in credit card format 85 mm x 54 mm

Name tag back: 85 mm x 54 mm

39.4 mm version
of logo

TheSans B7 Bold
12/14 pt

TheSans B6 Semibold,
6.5/8 pt

Name tag: 75 mm x 38 mm
Transparent plastic sleeve with printed paper inset, 75 mm x 38 mm

> GOOD TO KNOW: Templates are available
for your use under http://brandnet.fst.com
For further detailed guideline information
please see the corresponding preview PDF.

PRINT MEDIA

Freudenberg Group, Corporate Design Guidelines, Freudenberg brand: Business Groups: Freudenberg Sealing Technologies   Version 1.0, July 2015
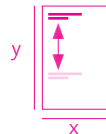
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Examples of covers in brochures. On covers with the name of a Freudenberg Business Group the minimum space between the Business Group name and the lowest point of the wave and/or copy above is 2x the symbol height.

The position of the headline is flexible in the y-axis

Please ensure perfect legibility

On light images color may be switched to blue

> GOOD TO KNOW: Further information on all print formats can be found in guideline 7, "Print Media."

A: Example Freudenberg Sealing Technologies

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Please apply this editorial information and
design to every brochure.
The position of the imprint block is the lower
left corner of the respective format's type area.

The editorial information should preferably be
applied on the last but one page (U3) of every
publication. Positioning on the back cover (U4)
is also possible.

A: Editorial information on U3
(within format grid)
B: Editorial information on U4

Editorial copy
(applies to U3 and U4):
TheSans light,
8 pt size, 10 pt line spacing,
black

Use line spaces as shown
and build from lowest
point upwards

Editorial Information

Freudenberg
Sealing Technologies GmbH & Co. KG
Höhnerweg 2 – 4
69469 Weinheim, Germany

Published by
Freudenberg
Sealing Technologies GmbH & Co. KG
Marketing Communications
Service Contact
automotive@fst.com
www.fst.com

July 2015

A: Editorial information on U3

Editorial Information

Freudenberg
Sealing Technologies GmbH & Co. KG
Höhnerweg 2 – 4
69469 Weinheim, Germany

Published by
Freudenberg
Sealing Technologies GmbH & Co. KG
Marketing Communications
Service Contact
automotive@fst.com
www.fst.com

July 2015

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SEALING TECHNOLOGIES

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B: Editorial information on U4

Please apply this back cover design to all brochures. The position and size of the logo should be the same as on the cover. Please apply the corresponding sizes and positions for every format.

In general the back cover (U4) should only be white with the blue gradient logo. The editorial information can be applied in spread covers.
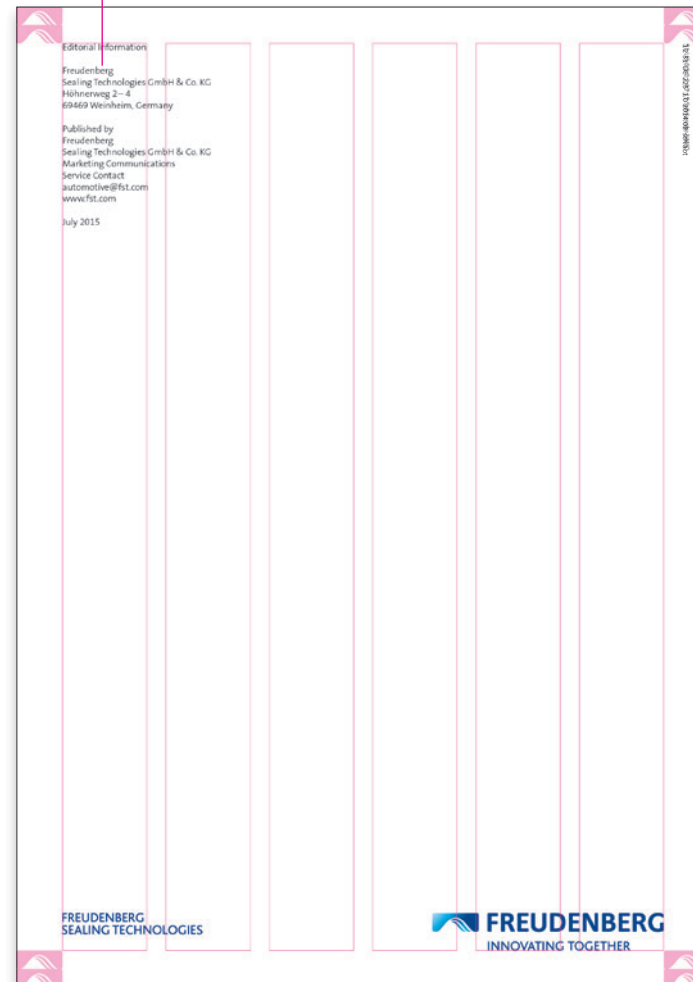
A: Back cover example: on A4 format

B: Serial number codification
Position: preferably 5 mm from top and
5 mm from right
TheSans light, 6 pt size, black

Optional position for editorial information

Editorial Information

Freudenberg
Sealing Technologies GmbH & Co. KG
Höhnerweg 2–4
69469 Weinheim, Germany

Published by
Freudenberg
Sealing Technologies GmbH & Co. KG
Marketing Communications
Service Contact
automotive@fst.com
www.fst.com

July 2015

FREUDENBERG
SEALING TECHNOLOGIES

FREUDENBERG
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B: Serial number codification for Business Groups if needed (Freudenberg Group: Item number is included within editorial information)

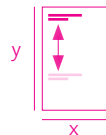**A: Back cover example on A4 format**

On advertisements the minimum space between the Business Group name and the lowest point of the wave and/or copy above is 2x the symbol height.

For all advertisements the reduced wave is used.

The position of the headline is flexible in the y-axis

Please ensure perfect legibility

On light images color may be switched to blue

> **GOOD TO KNOW:** Further information on all print formats can be found in guideline 8, "Print Advertising."

A: Image advertisements – example
Freudenberg Sealing Technologies

B: Product advertisements – example
Freudenberg Sealing Technologies

POWERPOINT PRESENTATION

The Freudenberg PowerPoint template is one of the most important documents and tools to display a consistent branding. Every presentation should make use of the PowerPoint template as described in this section of the guidelines.

As it is an office application, we use "Arial" as the typeface of choice. No other typefaces are permitted.

The Freudenberg color range is preset within the Freudenberg PowerPoint template.

PowerPoint graphics, diagrams, SmartArt graphics and tables are defined in the PowerPoint master. Here you will find prepared master slides for the main graphic elements with the correct colors.

A: Basic set of PowerPoint template slides

> HOW TO USE:
The Freudenberg PowerPoint template uses the graphic device in two main parts:
The reduced wave over content on cover pages and the content index, as well as for devider pages, with or without images.

The Freudenberg color range for PowerPoint is preset within the Freudenberg PowerPoint template.

Colors of text

	Freudenberg basic blue – Headline	
	RGB	0/67/136
	Black – Body copy	
	RGB	0/0/0
	Light gray – Content index	
	RGB	217/218/219
	Dark gray	
	RGB	156/158/159

Colors of graphic elements

Colors: Solid

	Freudenberg basic blue – Headline	
	RGB	0/67/136
	Freudenberg accent blue	
	RGB	0/166/226
	Green	
	RGB	0/125/78
	Red	
	RGB	223/52/46
	Yellow	
	RGB	247/166/0
	Light gray	
	RGB	217/218/219
	Dark gray	
	RGB	156/158/159

Colors: Tints

	Freudenberg basic blue	
	RGB	128/161/195
	Freudenberg accent blue	
	RGB	150/215/243
	Green	
	RGB	128/183/156
	Red	
	RGB	244/165/134
	Yellow	
	RGB	253/212/143

All main slides are defined in the PowerPoint master. Here you will find preset master slides for these main slides and graphic elements with the correct colors.

A: Title page

> HOW TO USE:
Headline 1:

1. The Freudenberg company name or the Freudenberg Business Group, Arial, 24 pt
2. The Freudenberg Business Group always reads over two lines.
3. If the Headline reads over two lines, the copy will grow upwards. That means the spacing between the other copy boxes stays the same. You just need to change the position of all three copy boxes on the title page, so that the the first line stands in the correct position.
4. Optional: Instead of the sender (Freudenberg/Freudenberg Business Group), the name of the presentation can also be placed as headline.

Headline 2:

1. If the headline 1 is used as a headline for the name of the presentation, headline 2 can be used as subheadline.

Image area

Headline 1:
name of sender (Freudenberg or Freudenberg Business Group), Arial regular, 24 pt in Freudenberg blue color: RGB 0/67/136

Headline 2:
name of presentation Arial bold, 24 pt black

Arial, 16 pt black

Logo, 7 cm width
caution: logo has a different size than on the following content pages

Fixed position of graphic device, "reduced" wave position of graphic device from top left corner:
x-axis: 0 cm
y-axis: 1.46 cm

Position of copy box from top left corner:
x-axis: 1.1 cm
y-axis: 7.53 cm

Position of copy box from upper-left corner:
x-axis: 1.1 cm
y-axis: 9.96 cm

Position of copy box from upper-left corner:
x-axis: 1.1 cm
y-axis: 12.5 cm

Margin and symbol size = content pages

FREUDENBERG
SEALING TECHNOLOGIES

The new Freudenberg Brand and its implications on our markets, products and behaviour

Weinheim, July 25th 2015
Claus Möhlenkamp

FREUDENBERG
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A

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All main slides are defined in the PowerPoint master. Here you will find preset master slides for these main slides and graphic elements with the correct colors.

A: Content index page

> HOW TO USE:
Image area:
1. The image area can be filled either with the Freudenberg blue gradient or with an image. Please find a variety of preselected images within the Freudenberg PPT "Images" selection, download at branding.freudenberg.com.

Content index:
1. The content index is set in one column. If you have more chapters, please format the copy box into a two column setting (right mouse-click -> copy format -> 2 Columns).

Attention: Please assure that the wave does not run through faces or crop the heads of people.

Image area

Fixed position of graphic device, "reduced" version

Active chapters:
Arial regular, 18 pt
line spacing: 1.5
100% black

Inactive chapters:
Arial regular, 18 pt
line spacing: 1.4
35% black

Position of copy box from upper-left corner:
x-axis: 1.1 cm
y-axis: 7.26 cm

Name Freudenberg Business Group, inserted as picture in Freudenberg blue

Page number, date and name of document
Arial, 6 pt
black

Position of copy box from upper-left corner:
x-axis: 1.1 cm
y-axis: 18.15 cm

Logo, 5.6 cm width
caution: logo size reduced in comparison to title page

SIMMERRING

1. Content first chapter
2. Content second chapter
3. Content third chapter

FREUDENBERG
SEALING TECHNOLOGIES
Page 3   17.07.2015   Name of Presentation

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A

Please use this type of pages to highlight a chapter's summary or a very important message.

If you need to change the image, please do so by double-clicking on the image and choosing a different one. Don't forget to copy the wave on your picture/slide. You will need to resize your chosen image to fit.

A: Divider page

> HOW TO CHANGE IMAGES:
The wave in PowerPoint is built in two layers. A) the image and B) the white wave with transparencies. To change an image, you have to ungroup both elements, delete the used picture and insert a new one, which is then moved to the back. Please assure that the wave is only used in the two predefined positions.

B

Arial, 40 pt
in Freudenberg blue
color: RGB 0/67/136
or white
Please ensure perfect legibility

Image area

SIMMERRING

This is a Chapter-Headline

Fixed position of graphic device, "reduced" version

Name Freudenberg Business Group, inserted as picture in Freudenberg blue

Page number, date and name of document
Arial, 6 pt
black

A

Position of copy box from upper-left corner:
x-axis: 1.1 cm
y-axis: 18.15 cm

FREUDENBERG
SEALING TECHNOLOGIES
Page 5   17.07.2015   Name of Presentation

FREUDENBERG
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The Freudenberg PowerPoint template is one of the most important documents because it's the most common tool used for presentations.

To incorporate the new brand easily into the daily business of our corporation, we use "Arial" as the type of choice.

The Freudenberg color range for PowerPoint and the main slides are preset within the Freudenberg PowerPoint template.

All main slides are defined in the PowerPoint master. Here you will find preset master slides for these main slides and graphic elements with the correct colors.

A: Content page

> HOW TO USE:
1. The image box is predefined. You can change or insert an image by clicking onto the image box.
2. Please assure the width of the image and the minimum distance of one symbol height to the logo.

Headline
Arial bold, 24 pt
in Freudenberg blue
color: RGB 0/67/136

Subhead
Arial bold, 16 pt
black

Copy text
Arial regular, 16 pt
black

Notes/references
Arial, regular, 6 pt

Name Freudenberg
Business Group,
inserted as picture in
Freudenberg blue

Page number, date
and name of document
Arial, 6 pt
black

Position of copy box
from upper-left corner:
x-axis: 1.1 cm
y-axis: 0.83 cm

Position of copy box
from upper-left corner:
x-axis: 1.1 cm
y-axis: 3.9 cm

Minimum distance to copy block: 1 symbol

Position of copy box
from upper-left corner:
x-axis: 1.1 cm
y-axis: 18.15 cm

This is a headline which also covers two lines if necessary

This is a subheadline

- This is the bodytext. Odis iur aut laborescit aut qui dolupta sitiae presto est rem. Ehendae volupti osanden nihit quid. Scorroru menimin pliquatem aut eossintur Ehendae volupti osanden ditaquaspiet inciminto volores tesci omnihit quid.

- Odis iur aut laborescit aut qui dolupta sitiae presto est rem. Ehendae volupti osanden ditaquaspiet inci minto volorest. Odis iur aut laborescit aut qui dolupta sitiae presto est rem.

Note:

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SEALING TECHNOLOGIES
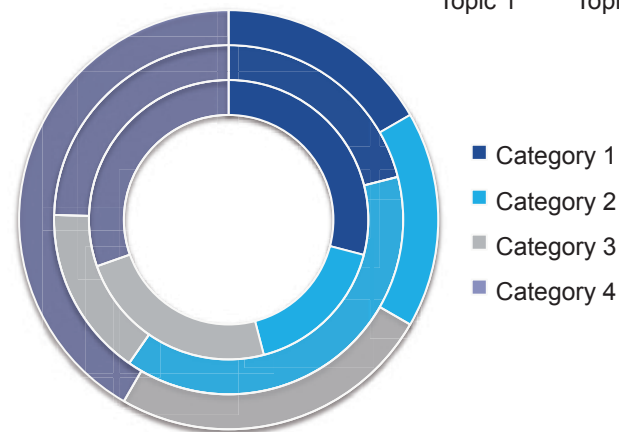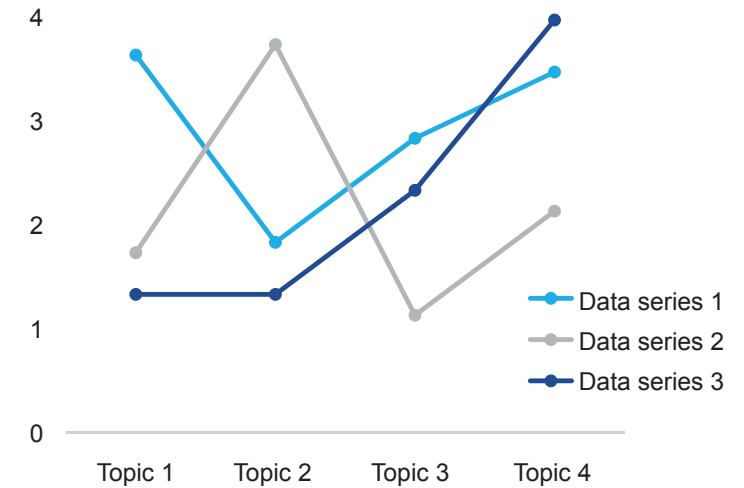Page 4   17.07.2015   Name of Presentation

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PowerPoint graphics, diagrams, SmartArt graphics and tables are defined in the PowerPoint master. Here you will find prepared master slides for the main graphic elements with the correct colors.

A: Diagrams

> HOW TO USE:

1. SmartArt graphics and diagrams are predefined. You can generate them by clicking onto the content box. You can insert a new page, choose the layout you require (table, diagram, smartArt graphic), click onto the new (still empty) content box, insert your data, then the diagram or graphic will be generated in the predefined colors.
2. Attention: You may have to adjust the font size of the categories and x-/y-axis.
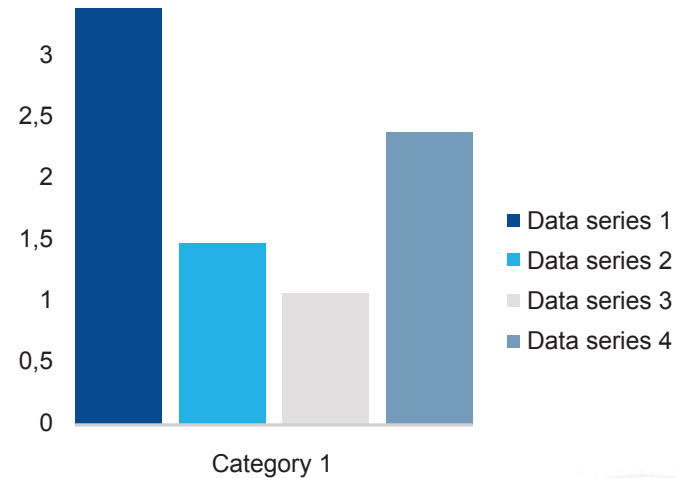
MERCHANDISING

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FREUDENBERG BRAND: CLOTHING BUSINESS GROUPS

Clothing carry the Freudenberg brand logo only.

The logo is placed on the left breast.
The size of the logo is at least 90 mm in width.

Depending on the production technique, a clear separation of letters is mandatory to avoid blurring.

Freudenberg basic blue: Polyneon 60,
Pantone C 288
Freudenberg accent blue: Polyneon 60,
Pantone C 299
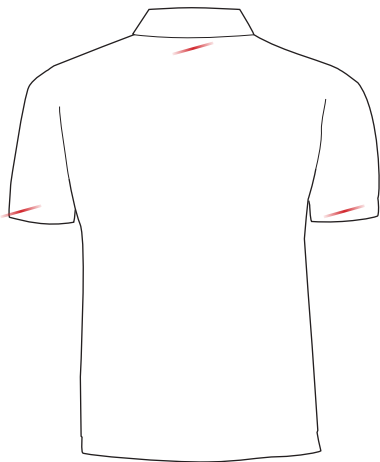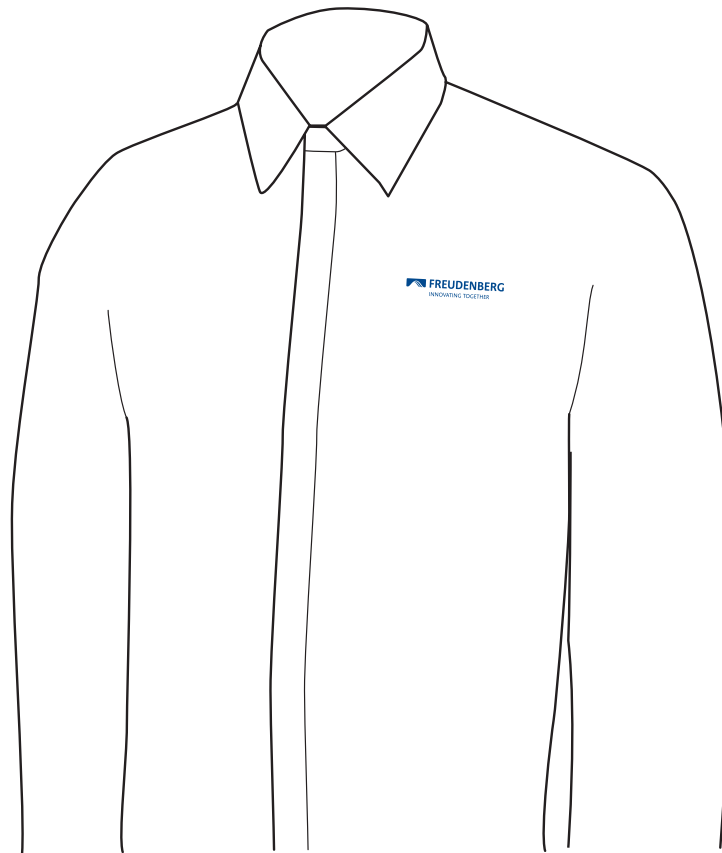
Clothing cannot have a word mark displayed on the sleeve or on the back.

Fabric colors:

FREUDENBERG BRAND: CLOTHING
BUSINESS GROUPS

T-shirts/Polo-shirts with optional text

Optionally, additional text can be applied to
T-shirts and polo shirts.

This additional text is placed on the right sleeve
and can be a maximum of two lines.

Font: Bliss, Regular, caps,
Font height is at least 22 pt (7 mm cap height).

Text color: Freudenberg basic blue –
CMYK: 100-70-0-20
PANTONE C 288

Text width is max. 90 mm.

FREUDENBERG
SEALING TECHNOLOGIES
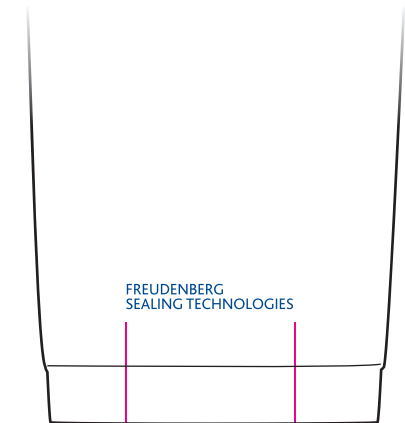
Copy length
max. 90 mm

Font size: min. 22 pt
max. 2 lines

The wordmark is only
allowed to be positionend
on the right hand sleeve

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# FREUDENBERG BRAND: INDUSTRIAL CLOTHING
BUSINESS GROUPS

Clothing carry the brand logo only.

The word mark is placed on the left breast.
The size of the word mark is at least 90 mm in width.

Depending on the production technique, a clear
separation of letters is mandatory to avoid blurring.

Color: White

Clothings cannot have a word mark displayed
on the sleeve or on the back.

Fabric color: tbd

Lanyards

Lanyard color is white only.

The minimum word mark size is mandatory, minimum margin width may be ignored.

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Minimum size
of the logo:
25 mm

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Minimum space
between type and logo

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Lanyards

Lanyard color is white only.

The minimum word mark size is mandatory, minimum margin width may be ignored.

Minimum size
of the logo:
25 mm

Pens

Ballpoint pens may be
branded with a 1-line
word mark. The pen color
is white only.

USB storage devices

Various types are available.
Minimum word-mark size and borders are mandatory.

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Mints

Please keep to the rules
according to the minimum
size and protection areas.

Colors:
CMYK where printing is
possible or one color
PANTONE C 288

Businesscard holder

Please keep to the rules
according to the minimum
size and protection areas.

The Freudenberg logo may
be engraved or embossed

Umbrella

Please keep to the rules according
to the minimum size and protecti-
on areas.

Color:
White

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Coffee cups

Regardless of the cup's shape, the logo will be placed on the upper part of the cup, not near the bottom. The word mark width should be close to half the cup's diameter; the minimum width of 20 mm is mandatory and might need to be increased depending on the printing technique used.

Optionally, the URL can be displayed inside the cup. The Sans B6 Semi Bold, Freudenberg basic blue – CMYK: 100-70-0-20 PANTONE C 288.

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Minimum size
of the logo:
25 mm

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Front

Back

Bags

Bag color is white.

It is also possible to use the Pantone blue logo.

Bags may be in landscape, square or portrait format. Materials can be paper or textile.
The word mark can be positioned horizontally or vertically.

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FURTHER GUIDELINES

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).

The full Freudenberg corporate design guidelines consist of the following sections:

1. Brand Insights
2. Brand Architecture
3. Basic Elements
4. Stationery
5. Images
6. Graphics and Illustrations
7. Print Media

8. Print Advertising
9. Digital Media
10. Trade Shows
11. Signage
12. Freudenberg Brand: Business Groups
13. Freudenberg Affiliated Brands
14. Employer Branding

Thank you.