

CORPORATE DESIGN MANUAL

VALID FROM JANUARY 2018

This corporate design was developed in several steps in the last 2 years to give our company a modern face with recognition value.

This manual has created a set of rules that defines the framework conditions for the design of new media. It is continuously supplemented by experience in practical application and the development of the company.

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1. LOGO AND LABEL

The new main logo consists of the registered word-image trademark and is completed by the company name "Armaturen GmbH". For this main logo (variant 1) there is a supplementary variant (variant 2), which has developed from the design of different media.

A special variant (variant 3) of the logo is the exclusive use of the word-image mark. If the word-image mark is used alone, the designation as registered trademark must also be indicated.

Furthermore, a label was developed for our certified maintenance partners to give them the opportunity to identify with us and to document the qualification of their work. This label is also available in 2 versions depending on the intended use in combination with our company logo or as a single label.

Main logo (long form) – variant 1

Color: black/orange/grey
Font: Fira Sans



Logo (block form) – variant 2

Color: black/orange/grey
Font: Fira Sans



Word-image Trademark – variant 3

Color: black/orange



Label for maintenance partner

Color: black/orange/grey
 Font: Fira Sans

Label – variant 1



Label – variant 2




KITO Armaturen GmbH

2. APPLICATION RULES FOR LOGO AND LABEL

The logo and label variants have a fixed size and spacing ratio.
 The logo may not be distorted or tilted, colours, fonts and size ratios may not be changed.

Images must be selected or edited so that there is sufficient contrast to the logo and slogan.

The use of the main logo (long form) or variant 2 of the main logo (block form) depends on the medium. On a black background, the font is set to white and the black frame of the logo is replaced by orange (HKS7).

The main logo is used in long form for all business documents (see chapter Business documents).

The KITO KARE label may only be used by authorized partners or for marketing purposes by authorized agencies. It is also available in English and French:




KITO Armaturen GmbH


KITO Armaturen GmbH

3. LOGO AND SLOGAN

The logo is also available in combination with a slogan (Quality - Protection - Safety), also here in long and block form.

The slogan can also be used separately from the logo for the graphic conversion to advertising material, whereby it should be noted that the word safety is then set in orange and quality as well as protection in grey. The color values must be used according to the color overview.

If the word figurative mark is used on a dark/black background, it may be used without the outer black frame and KITO will be displayed in white. This representation is the only permissible exception to the representation of the word-image mark.

Other slogans / presentations require the express permission of KITO.

Otherwise, the same application rules apply as for the logo without a slogan.

There will also be language versions in English and French.



Representation examples

Example of slogan use separate from logo



Use of the word-image mark on a dark/black background



4. IMAGES

Below are the images currently in use:



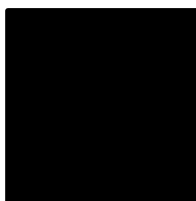
Other images must be approved by KITO.

5. COLOR AND FONTS

Orange
 C/M/Y/K 0/60/99/0
 RGB 240/125/0
 Web #f07d00
 HKS 7K
 Pantone 716c



Black
 C/M/Y/K 0/0/0/100
 RGB 34/34/33
 Web #000000



Grey
 C/M/Y/K 40/27/26/6
 RGB 161/168/174
 Web #a1a8ae
 HKS 99K
 Pantone 429c



White is used in the corporate design for writing and logo on a dark background.

FIRA SANS

Fira Sans

Fira Sans bold

For normal continuous text and other headings, Arial is used, left justified. Headings are highlighted in bold.

Font color is black.

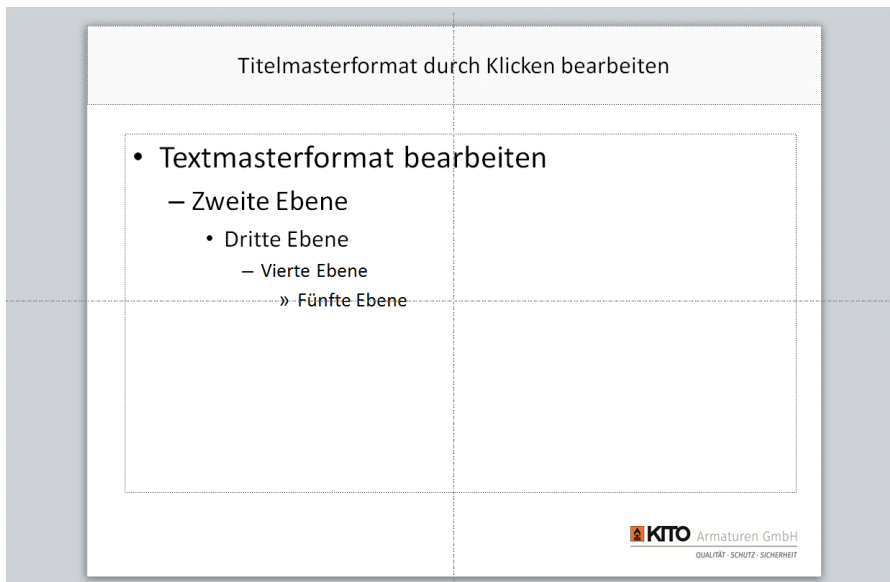
6. BUSINESS DOCUMENTS

The following are examples of our business documents. The corresponding symbols are always used for the contact data.

Business card



Presentation



7. EMAIL SIGNATURE

Example of signature for all external emails:

Mit freundlichen Grüßen / With kind regards

i.A. Elke Nienstedt
Sekretariat GL / Marketing
Secretary CEO/ Marketing



Tel./phone: +49 531 23000-16 | Email: elke.nienstedt@kito.de | Internet: www.kito.de
Grotrian-Steinweg-Str. 1c | 38112 Braunschweig | Germany | Tel./phone: +49 531 23000-0 | Fax: +49 531 23000-10

Sitz und Amtsgericht: Braunschweig, HRB 4960 | Geschäftsführer: Dipl.-Ing. Joachim Romeick, Dr.-Ing. Philip Bosse
USt-IdNr./VAT-No.: DE 812887561 | Steuer-Nr./Tax-No.: 13/207/00664

Example of signature for invitations and requested information from external parties in accordance with the basic European Data Protection Regulation:

Mit freundlichen Grüßen



Tel./phone: +49 531 23000-0 | Fax: +49 531 23000-10 | Email: vertrieb@kito.de | Internet: www.kito.de
Grotrian-Steinweg-Str. 1c | 38112 Braunschweig | Germany

Sitz und Amtsgericht: Braunschweig, HRB 4960 | Geschäftsführer: Dipl.-Ing. Joachim Romeick, Dr.-Ing. Philip Bosse
USt-IdNr./VAT-No.: DE 812887561 | Steuer-Nr./Tax-No.: 13/207/00664

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