



Design Manual Wachendorff Group

Introductory remarks

The Corporate Design (CD) is a central element of a company's identity. This is characterised by the consistent application and optimal interaction between the basic elements logo, colour and typography.

This Design Manual concentrates on the essentials. The guidelines are described in such a way that they are simple and can be used in a comprehensible way. The guidelines and design specifications laid down in this manual are applicable to all binding for all Wachendorff group companies' appearances (internal and external).

Manuals and guidelines are not yet a guarantee for the achievement of a uniform appearance. Decisive is the awareness and insight of each and every employees and external distributors to profile and strengthen the „WACHENDORFF“ brand through a uniform appearance.

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The logo (word mark/figurative trade mark)

The logo consists of the lettering „WACHENDORFF“, which is represented by designed letters. It can stand alone or contain a subline.

The logo is unmistakable as a trademark, optical fast detectable, very memorable.

The letter „W“ is straight on the left side and italic on the right side.
The letter „A“ is italicized on the left side and straight on the right side.
The inclinations give the logo dynamics.
The Wachendorff Automation logo has ‘The Encoder Experts’ as a subline.

The focus is on stability, sovereignty, strength, reliability and trust.

Important:

- The logo stands freely and is never framed.
- The Wachendorff logo is blue.
If the subline is a claim, e.g. ‘The Encoder Experts’, it is black.
If the subline is one of the company names, it is also blue.
Exceptions: On a dark background it is applied in white.
In black/white templates it may be applied in black.
- The logo must always be used as the original template.
You will find the corresponding templates in the download area on our websites.
<https://www.wachendorff.com/logos>

Logo variants „WACHENDORFF“



Proportions and size of „Print“ logos

The proportions of the logo are fixed and may not be changed.
A proportional enlargement of the available downloadable
Files are only allowed for the svg and eps vector graphics in a program that can
process these formats lossless.
It is not allowed to enlarge the files in jpg, png format.

A proportional reduction of the logos is permitted as follows.
The smallest application of the logos for the „WACHENDORFF“ logo is 20 mm,
for the logos „WACHENDORFF with subline“ 25 mm.
In order to ensure the legibility of the logos, this minimum size must not be
undercut.

Logo reproductions from printed originals may not be created.

Proportions for „Print“



Logos „WACHENDORFF“ Minimum size for „Print“



Proportions and size of „Online“ logos

The proportions of the logo are fixed and may not be changed.
An enlargement of the files available for download in pixel-based formats (jpg, png) is not permitted.

The smallest application of the logos for the „WACHENDORFF“ logo is as follows 200x22 px, for the logos „WACHENDORFF with subtitle“ 200x40 px. In order to ensure the legibility of the logos, this minimum size must not be undercut.

Proportions „Online“



Minimum size „Online“



Protection zone around the logo

To ensure that the logo does not impair its effect, a protection zone is provided around the logo.

It is proportional to the height and width of the letter „C“ around the entire logo.

This protection zone must not contain text or images.



Basic colour of the logo

The basic colour of the logo is blue, which underlines the company's brand values of stability, sovereignty, strength, reliability and trust due to its strong impact and the emotions associated with it.

Where colour reproduction is not possible (e.g. fax, photocopies, stamps, black and white advertisements, etc.), the logo is used in black.
A reproduction in grey (screened) is not permitted.



Offset Euroscale CMYK	C: 100, M: 50, Y: 0, K: 0
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Spot colour HKS	HKS44
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Colour RAL	RAL 5017
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Foil Avery	841
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Web colour RGB	R: 0, G: 105, B: 180
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Web colour hexa code	#0069b4
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Offset Euroscale CMYK	K: 100
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Colour RAL	RAL 9005
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Other colours (Homepage, PowerPoint)

In addition to the basic colour blue, as described on page 7, other colours are used on the homepage and in the PowerPoint template.

It is allowed to use these colours additionally as described below.

For font colour dark grey (also black)



Offset Euroscale CMYK	C: 62, M: 44, Y: 36, K: 45
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Web colour RGB	R: 75, G: 87, B: 93
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Web colour hexa code	#4b575d
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For blue-grey end lines



Offset Euroscale CMYK	C: 59, M: 34, Y: 27, K: 25
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Web colour RGB	R: 96, G: 120, B: 132
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Web colour hexa code	#5f7884
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For dividing lines and background Grey (Homepage Background Slider)

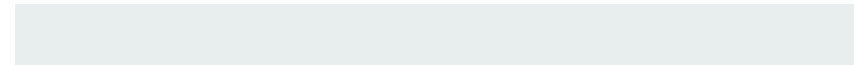


Offset Euroscale CMYK	C: 22, M: 12, Y: 13, K: 2
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Web colour RGB	R: 201, G: 208, B: 210
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Web colour hexa code	#c9d0d2
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For background light grey (homepage background text field slider)

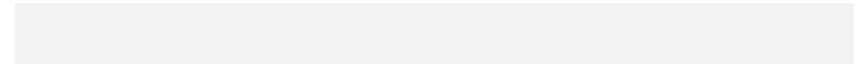


Offset Euroscale CMYK	C: 10, M: 5, Y: 5, K: 0
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Web colour RGB	R: 232, G: 236, B: 237
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Web colour hexa code	#e8eced
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For background very light grey (breadcrumb, textfield tiles, footer)



Offset Euroscale CMYK	C: 6, M: 4, Y: 6, K: 0
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Web colour RGB	R: 240, G: 242, B: 243
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Web colour hexa code	#f0f2f3
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Typographies - Fonts

The diversity of communication requires a typeface that can be quickly captured and understood both in printed form and on the screen.

Helvetica New LT Pro sans serif font meets these criteria. It is also very similar to the current Arial system font and is difficult to distinguish from at first glance.

This was another criterion for choosing the Helvetica New LT Pro. A general principle of differentiation are the line ends of arcs that run horizontally on the Helvetica but are bevelled on the Arial. Further easily recognizable differences are shown in the graphic on the right.

The Helvetica Neue LT Pro font set is used for print and homepages. These fonts may only be passed on to printers who print on behalf of Wachendorff.

For licensing reasons, these fonts may not be passed on to third parties.

The Arial font as well as any Helvetica fonts are permitted as replacement fonts, to use.

Relatively identical letter examples

Helvetica Neue LT Pro	abd
Arial	abd
Helvetica Neue LT Pro	ABHTW
Arial	ABHTW

Different letter examples

Helvetica Neue LT Pro	t e g
Arial	t e g
Helvetica Neue LT Pro	G C Q R
Arial	G C Q R

The Wachendorff Group

- Delighted customers
- Corporate responsibility
- Attractive to good employees
- Outstanding quality
- Technological leader
- Environmental protection
- Profitable growth

We are a medium-sized owner-managed corporate group based in the beautiful Rheingau district, situated to the west of Wiesbaden.

Competent, personal, face-to-face advice and long-term collaboration with our business partners are the cornerstones of our continual growth. We are certified according to DIN ISO 9001 and DIN ISO 14001.

Wachendorff Automation GmbH & Co. KG

The development and manufacturing of rotary encoders, engine feedback devices and complete measuring systems for use in a wide range of serial production applications in mechanical and plant engineering. An extensive standard range featuring numerous options and efficient development of customised solutions.

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Wachendorff Prozesstechnik GmbH & Co. KG

A reliable supplier since 1978 of robust, high quality industrial devices for visualising, communicating and processing data in the areas of mechanical, plant and building automation.

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