Corporate Design

Guidelines
Good Work. Good Design.

ASSMANN has stood for high-quality, design-oriented office furniture systems since 1939. The brand promise of “good work” should also be reflected in our corporate design. To help ensure that it is, we have established rules and standards that are mandatory for the design of all advertising and communication media. No deviation is permitted from these guidelines!

Use this corporate design manual as a basis for all marketing activities and as a briefing tool for external partners. Please submit any advertising or communication media to the Marketing Department for approval prior to the final implementation and production. We are happy to answer any questions you may have about our style and corporate design.

Marc Schumann, Head of Marketing & Communication
marc.schumann@assmann.de

Gina Röckemann, Marketing Specialist
gina.roeckemann@assmann.de

ASSMANN BÜROMÖBEL GMBH & CO. KG
Heinrich-Assmann-Straße 11
49324 Melle
www.assmann.de/en
01. Brand

History .................................................. 06
Branding ................................................ 09

02. Basic Elements

Logo – Exclusion Zone ............................... 12
Logo – Positioning .................................. 13
Logo – Colour Versions ............................ 14
Logo Variants – Claims .......................... 15
Branding – Vehicles ................................. 16
Branding – Advertising Surfaces ............... 17
Colour Overview – Communication ............ 18
Colour Overview – Examples .......................... 19
Typography – Corporate Typeface ............ 20
Typography – Applications ........................ 21
Image Motifs – Dos .................................. 22
Image Motifs – Don’ts .............................. 23
Pictograms and Icons .............................. 24
Graphics and Diagrams ............................ 25

03. Communication Media

Typographic Title .................................... 26
Title with Image ...................................... 29

04. Basic Digital Elements

Recommended Paper ................................ 30
Letterhead and Visiting Cards ................. 31
Print Ads – Image .................................... 32
Print Ads – Retail Partners ....................... 33
Greeting Cards ...................................... 34
Roll-up Banners ..................................... 35

Logo ................................................ 38
Colours .................................................. 38
Typeface ................................................ 39
Icons .................................................... 39
Web Banners – Formats ............................ 40
Web Banners – Structure .......................... 41
Web Banners – Layouts ............................. 42
Website Buttons ..................................... 43
PowerPoint – Dos .................................... 44
PowerPoint – Don’ts .................................. 45

Typography – Applications ........................ 21
Image Motifs – Dos .................................. 22
Image Motifs – Don’ts .............................. 23
Pictograms and Icons .............................. 24

Recommended Paper ................................ 30
Letterhead and Visiting Cards ................. 31
Print Ads – Image .................................... 32
Print Ads – Retail Partners ....................... 33
Greeting Cards ...................................... 34
Roll-up Banners ..................................... 35

Logo ................................................ 38
Colours .................................................. 38
Typeface ................................................ 39
Icons .................................................... 39
Web Banners – Formats ............................ 40
Web Banners – Structure .......................... 41
Web Banners – Layouts ............................. 42
Website Buttons ..................................... 43
PowerPoint – Dos .................................... 44
PowerPoint – Don’ts .................................. 45
01. Brand

08 History
09 Branding
Tradition and Innovation

By pursuing a clear strategic direction and adopting a forward-looking approach in its activities, ASSMANN has been able to maintain its position in the market for 80 years. We put a clear emphasis on values like consistency, reliability and maintaining close relationships with our partners.

And this strategy has been rewarded with success. We now have a reputation in the industry as a very capable designer and producer of high-quality office furniture systems and furnishing solutions.

After starting out as a joiner’s workshop in the village of Melle, ASSMANN grew to become one of the leading producers of functional office furnishing systems.

Modern Branding

In 2018, ASSMANN adopted a new logo and a revised corporate design. All advertising and communication media will henceforth exhibit a more functional design with a modern and attractive realisation. The design principles adhere to a clear direction with respect to brand strategy.

Timless, modern and clear – the new branding was evident at ORGATEC 2018 in Cologne.
02. Basic Elements

12 Logo – Exclusion Zone
13 Logo – Positioning
14 Logo – Colour Versions
15 Logo Variants – Use of Claims
16 Branding – Vehicles
17 Branding – Advertising Surfaces
18 Colour Overview – Communication
19 Colour Overview – Examples
20 Typography – ASSMANN Corporate Typeface
21 Typography – Applications
22 Image Motifs – Dos
23 Image Motifs – Don’ts
24 Pictograms and Icons
25 Graphics and Diagrams
**Logo – Exclusion Zone**

The logo is generally always placed at the bottom right of the format, along with its exclusion zone. In exceptional circumstances, such as in the case of roll-up banners, letterhead or at the website, placement at the upper left or right is possible. The calculation of the exclusion zone remains the same, however.

To ensure the best possible appearance, a precisely defined amount of free space must be maintained around the ASSMANN logo, as shown in Figure 2. No other graphical element is allowed in this exclusion zone! The defined exclusion zone corresponds to 1.5 times the logo height that is used, which is here represented by the letter X. The defined height of the logo depends on the paper size (see p. 13).

In a few exceptional cases, it is possible to use the minimal exclusion zone (fig. 3). One example is when narrow or small formats are used (ads, visiting card, roll-up banners, etc.)

**Logo sizes**

<table>
<thead>
<tr>
<th>Format</th>
<th>Logo height X</th>
<th>Exclusion zone</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIN A3:</td>
<td>12 mm</td>
<td>(1.5 X = 18 mm)</td>
</tr>
<tr>
<td>DIN A4:</td>
<td>10 mm</td>
<td>(1.5 X = 15 mm)</td>
</tr>
<tr>
<td>DIN A5:</td>
<td>8 mm</td>
<td>(1.5 X = 12 mm)</td>
</tr>
<tr>
<td>DIN A6:</td>
<td>8 mm</td>
<td>(1.5 X = 12 mm)</td>
</tr>
<tr>
<td>DIN long:</td>
<td>8 mm</td>
<td>(1.5 X = 12 mm)</td>
</tr>
</tbody>
</table>

**Logo – Positioning**

Standard placement bottom right in all formats

Exception: placement at upper left or right

Minimum exclusion zone

Ideal exclusion zone
Logo –

Colour Versions

- Basic logo (CMYK / RGB)
  Area of use: all common media
  Fig. 7

- Basic logo on white background (CMYK / RGB)
  Area of use: busy image motifs
  Fig. 8

- Black (BW)
  Area of use: special cases (e.g. co-branding)
  Fig. 9

- White negative (BW)
  Area of use: black or dark background
  Fig. 10

- Silver logo variant
  Area of use: product stickers
  Fig. 11

Logo Variants –

Use of Claims

- Claim “BÜROMÖBEL”
  Area of use: external advertising media
  Fig. 12
  The designation “BÜROMÖBEL” is used on advertising media that do not appear in the immediate vicinity of the company, in order to make it clear that ASSMANN produces office furniture systems. Examples: lettering on trucks and passenger cars, or perimeter advertising.
  This designation should only be used after consultation with the Marketing Department.

- Claim “OFFICE FURNITURE”
  Area of use: non-German-speaking areas
  Fig. 13
  The claim “OFFICE FURNITURE” is only used in non-German-speaking areas.
  This designation should only be used after consultation with the Marketing Department.

- Claim “GOOD WORK”
  Area of use: human resources marketing
  Fig. 14
  The claim “GOOD WORK” is exclusively used in the human resources area, such as at career fairs or in job ads.
  This designation should only be used after consultation with the Marketing Department.

Logo exclusion zone with claim

Fig. 15

The defined exclusion zone (see p. 12) is retained when the logo is used in combination with “BÜROMÖBEL”, “OFFICE FURNITURE” or “GOOD WORK”. The claim is then part of the defined free space (Fig. 15).
Branding – Vehicles

On vehicles, the logo is always presented with the claim “BÜROMÖBEL” (see p. 15).

In special cases, the defined exclusion zone around the logo can be adjusted in the interest of improving legibility. However, this should occur only in coordination with the ASSMANN Marketing Department.

Branding – Advertising Surfaces

On perimeter barriers, the ASSMANN logo preserves a minimum distance to each edge (see fig. 18). On individual surfaces, the logo is centred in combination with the claim. On barriers, the claim is centred horizontally beside the ASSMANN logo. The size of the typeface is identical (short, long and LED barriers). In the case of barriers with separators, the logo and claim are each centred (see fig. 21).

Minimum distance = X

Doubled X quantity

In special cases, the minimum edge distance can be eliminated in order to present the largest possible logo. This must be approved in advance by the Marketing Department.
Colour Overview – Communication

**Primary colours**

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HKS</th>
<th>HEX</th>
<th>Pantone</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper white</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>100% Black</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>100</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>ASSMANN Red</td>
<td>000</td>
<td>100</td>
<td>100</td>
<td>000</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>75% Black</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>075</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>50% Black</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>050</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>25% Black</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>025</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Contrast colour</td>
<td>000</td>
<td>025</td>
<td>100</td>
<td>000</td>
<td>234</td>
<td>165</td>
</tr>
</tbody>
</table>

Secondary colours

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
<th>RGB</th>
<th>HKS</th>
<th>HEX</th>
<th>Pantone</th>
<th>RAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>ASSMANN Red</td>
<td>000</td>
<td>100</td>
<td>100</td>
<td>000</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>75% Black</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>075</td>
<td>000</td>
<td>000</td>
</tr>
<tr>
<td>50% Black</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>050</td>
<td>150</td>
<td>150</td>
</tr>
<tr>
<td>25% Black</td>
<td>000</td>
<td>000</td>
<td>000</td>
<td>025</td>
<td>200</td>
<td>200</td>
</tr>
<tr>
<td>Contrast colour</td>
<td>000</td>
<td>025</td>
<td>100</td>
<td>000</td>
<td>234</td>
<td>165</td>
</tr>
</tbody>
</table>

All advertising and communication media, including external designs, must use only the defined colours. Exceptions will be made only in cases where the colours are not available as a result of limitations in production equipment. In these cases, a hue as close as possible to the defined colour must be selected.

When in doubt, please consult with the ASSMANN Marketing Department.
Typography – ASSMANN Corporate Typeface

The corporate typeface used in all communication media is Helvetica Neue. In Russian-speaking regions, the typeface Helvetica Neue Cyrillic is used. "Typographical" quotation marks are used. If, for technical reasons, the typeface Helvetica Neue cannot be used, the typefaces Calibri Light or Sans Serif, which are available on all Windows systems, shall be used instead. This is the case in the following applications:

- E-mail correspondence (Sans Serif)
- Presentations (Calibri Light)

Typography – Applications

1. Column title
   Helvetica Neue LT 75 bold, capital
   Font colour: Black 100% | 50%
   Font size: 7 pt capital, line spacing – kerning: optical, character spacing: 750

2. Cover title
   Helvetica Neue LT 85 heavy, spot varnish
   Font size: 130 pt, line spacing – kerning: optical, character spacing: 0
   Orientation: left bleed
   Two-line cover title, long title:
   Font size: 90pt, line spacing: 150pt

3. Headline
   Helvetica Neue LT 35 thin
   Font colour: Black 100% | 50%
   Font size: 35pt, line spacing: 45pt, kerning: metric, character spacing: 50
   Other headline sizes variable. Ideally in defined steps: ... 25 | 35 | 45 ...

4. Intro text
   Helvetica Neue LT 65 medium
   Font colour: Black 100% | 50%
   Red 100%
   Font size: variable, line spacing: variable, kerning: metric, character spacing: 5

5. Subheading
   Helvetica Neue LT 65 medium | 45 light
   Font colour: Black 100%
   Font size: 3pt, line spacing: 13.33pt, kerning: metric, character spacing: 5
   Bullet points:
   - Font colour: Black | Red
   Zapf Dingbats
   Font size: 6.5pt, line spacing –

6. Caption
   Helvetica Neue LT 75 bold | 55 roman
   Font colour: Black 100%
   Font size: 7 pt, line spacing: 10 pt, kerning: metric, character spacing: 5
Image Motifs – Dos

ASSMANN corporate imagery depicts the cooperation and interaction among various areas of the company. Every photo uses an authentic and lively visual language that expresses professionalism and humanity.

Motif selection
- Authentic situations
- Positive mood
- Emotional, human
- Technical, qualitative
- Individual, local

Visual style
- Bright, muted colours
- Exciting angles of view
- Focus on interesting details

Examples of motifs – Dos

Image Motifs – Don’ts

Artificial visual effects (fig. 37) or unnatural scenes (figs. 38, 40) convey a lack of credibility and should therefore be avoided at all costs. The same applies to low image quality (e.g. of snapshots, fig. 39), which stands in contrast to the high quality standards of ASSMANN. Photos for print products must have at least 300 dpi.

Examples of motifs – Don’ts
Pictograms and Icons

The styling of icons and pictograms draws on the clear design used by ASSMANN. The corporate typeface Helvetica Neue light serves as the basis for the style and the line thickness. Outlines are used as a rule. Filled areas are used only in special cases. In the interest of preserving the clear and reduced design, icons shouldn’t be made up of too many small elements. Primary and secondary colours are permitted for pictograms.

Graphics and Diagrams

Graphics and diagrams adhere to a standardised style. Surfaces and lines are always shown in the primary and secondary colours. If necessary, additional colours can be used. Dividing lines inside graphics and tables are always 100% black. The typical line thicknesses are 0.4 and 0.8 pt. It is also possible to use other, greater line thicknesses.
03. Communication Media

- Design Principles – Typographic Title
- Design Principles – Title with Image
- Recommended Paper
- Office Equipment – Letterhead and Visiting Cards
- Print Ads – Image
- Print Ads – Retail Partners
- Media – Greeting Card
- Media – Roll-up Banner
Design Principles – Typographic Title

1. One-line cover title
   Helvetica Neue LT 85 heavy
   Font color: Black 5%
   Font size: 130 pt, line spacing: –,
   Kerning: optical, character spacing: 0

2. Two-line cover title | long title
   Helvetica Neue LT 85 heavy
   Font color: Black 5%
   Font size: 90 pt, line spacing: 100 pt,
   Kerning: optical, character spacing: 0

3. Spine
   Helvetica Neue LT 75 bold | 45 light
   Font color: Black 100%
   Font size: 7 pt, line spacing: –,
   Kerning: metric, character spacing: 10

The base line of the cover title should be 87 mm from the upper edge. The title is always positioned to bleed at the left (the lettering does not continue onto the spine). For a one-line cover title, a font size of 130 pt is used. If the title is too long, or a two-line title is needed, then the smaller font size of 90 pt is used. The positioning of the subtitle can vary. The distance to the cover title depends on the font size chosen (14 mm for font size 130 pt, 11 mm for font size 90 pt). The cover title and the subtitle are also placed on the spine. The lettering begins at the lower edge of the ASSMANN logo (the exclusion zone of the logo is preserved on all sides).

Finishing suggestions:
   Cover single-sided cellophane wrapping matte, scratch-resistant; exterior single-sided glossy partial UV coating for cover title and logo.

A white background is situated at the level of the exclusion zone of the logo. References and web links can be placed in this area at the left. Images can be placed as desired in the grey area of the template.

The typography is placed on the images, with care being exercised to ensure sufficient contrast. The lettering must not extend into the margin area.

Design Principles – Title with Cover Image

Overview of standard media formats

DIN A4

DIN long, portrait

DIN long, landscape

DIN A5

The ASSMANN principle.
Recommended Paper

Different types of paper are used to print ASSMANN media. In individual cases (e.g. with the corporate brochure or the sustainability report), finishing with spot varnish or embossing is possible. To determine the right type of paper and grammage, you can ask the Marketing Department or Mr. Freude (see contact info). Note that the choice of paper may have an effect on the profile of the print data.

**ProfiSilk:**

- Corporate brochure: cover 400 g/m² – content 170 g/m²
- Product information: cover 250 g/m² – content 170 g/m²
- New products exhibited: cover 400 g/m² – content 170 g/m²
- Programme: cover 400 g/m² – content 170 g/m²
- Teamwork: cover 170 g/m² – content 170 g/m²

**Tauro:**

- Sustainability report: cover 250 g/m² – content 140 g/m²
- Object report: cover 250 g/m² – content 120 g/m²
- ASSpekte: cover 190 g/m² – content 190 g/m²

Office Equipment – Letterhead and Visiting Cards

All business letters are available as Word templates. There is an initial sheet of the letterhead and a version for all subsequent pages. Both are printed on the same type of letter paper, which is suitable for all common office printers. For the Word templates, the substitute typeface Arial is used which is available on all Windows systems.

**Contact for visiting card orders:**
Eduard Freude, CRM/Marketing Service
eduard.freude@assmann.de
Phone +49 (0) 5422 706-268

**Format:**
85 x 55 mm

**Card thickness:**
300 g/m²
Formally, the design of the print ads follows the classification scheme of titles with a large-scale image: a white bar extends across the image area at the level of the logo exclusion zone. For the exact dimensions and display formats, see the individual media kits of the magazines involved (three designs are shown here as examples). Not every advertisement is DIN-standardised. To select the right logo size, the ad format should be compared with the common DIN dimensions. If the advertisement corresponds most closely to DIN A4, for example, the logo with a height of 10 mm should be used (cf. p. 13). General exceptions: When the smallest formats are used, the logo with the minimum exclusion zone may be used (p. 12). The white background section can be left out. In this case, the logo can be placed on the image (see p. 14, fig. 8).

For ASSMANN ads of retail partners, a co-branding section is used in addition to the white bar at the bottom. This section contains the partner’s logo and contact details (see fig. 52). The contact details for ASSMANN can be left out (please clarify in advance with the client and the Marketing Department).

The co-branding section is located at the right edge and has a width equal to that of the ASSMANN logo. The height of the section is variable, but it should not overlap with the exclusion zone of the ASSMANN logo. At the top, the section should bleed to the edge of the page, but it shouldn’t extend into the margin at the right.
Media – Greeting Card

In the case of greeting cards, the logo is always placed on the back side. Any design may be chosen for the front side. A single image might be used for the entire surface, for instance.

Media – Roll-up Banner

On a roll-up banner, everything in the field of view below about 70 cm is hardly perceptible, so the logo is shifted to the upper right corner. The logo is used with only the minimum exclusion zone in this case (see p. 12). No essential information should be placed in the bottom area.
04. Digital Media

- 38 Basic Digital Elements – Logo
- 38 Basic Digital Elements – Colours
- 39 Basic Digital Elements – Typeface
- 39 Basic Digital Elements – Icons
- 40 Web Banners – Formats
- 41 Web Banners – Structure
- 42 Web Banners – Layout Overview
- 43 Interaction Elements – Buttons
- 44 PowerPoint – Dos
- 45 PowerPoint – Don’ts
Basic Digital Elements – Logo

The ASSMANN logo must always be very legible on displays and in programmes. For the smallest contexts, a special icon is used, the so-called favicon. This is a 16 x 16 or 32 x 32 pixel variant of the logo that is used in bookmark lists or at the top of tabs, for instance. See page 13 for a complete overview of all the logo variants.

Basic Digital Elements – Colours

For the best possible colour rendering, it is important to use the right colour values. In digital media, only RGB or hexadecimal colour values are used (the full colour palette is shown with the list of basic elements on pp. 18–19).

Basic Digital Elements – Typeface

For web banners, only Helvetica Neue is used. In PowerPoint presentations, on the other hand, the Windows system typeface Calibri Light is used. All the details regarding typefaces can be found in the section “Basic Elements” (pp. 20–21).

Basic Digital Elements – Pictograms and Icons

On the Internet, both large and small pictograms and icons are used. In the interest of ensuring the best quality when small versions of pictograms or icons are displayed, they should not be designed with too many small elements, because such details can run into one another when the images are scaled down.
Web Banners – Formats

Overview of formats
Fig. 62

- **Skyscraper**: 120 x 600 px
- **Wide Skyscraper**: 200 x 600 px
- **Medium Rectangle**: 300 x 300 px
- **Super Banner**: 728 x 90 px
- **E-Mail Banner**: 320 x 100 px

Web Banners – Structure

Sample banner
Fig. 63

The defined layout scheme remains the same for all media types – whether print or digital (see p. 29). In all web banners, the logo is used with the minimal exclusion zone (see p. 12, fig. 3). The logo is right-justified to the edge of the margin, which has a width of X = 18 px at the right and bottom edges. The white background section can be left out if appropriate.
Web Banners – Layouts

- Skyscraper
  - Fig. 64

- Wide Skyscraper
  - Fig. 65

- Medium Rectangle
  - Fig. 66

- Super Banner
  - Fig. 67

- E-Mail Banner
  - Fig. 68

Interaction Buttons – Basic Elements

- Hero button A
  - Default
  - Fig. 69
  - Hover
  - Fig. 70

- Hero button B
  - Default
  - Fig. 71
  - Hover
  - Fig. 72

- Link
  - Default
  - Fig. 73
  - Hover
  - Fig. 74

Surfaces

Clickable buttons, such as those used on the ASSMANN website, are created in the primary colours. In addition to the conventional button (default), another design is created to show when the user is moving the cursor over the button (hover).
PowerPoint – Dos

1. Cover slide – sender line "ASSMANN BÜROMÖBEL" | colour white or black | not alterable
2. Cover slide – presentation title | colour white or red | Calibri Light | 31.9 pt or 39.9 pt (depending on design)
3. Column title | colour red | Calibri Light | 14 pt
4. Content | colour black | Calibri Light/Bold | 11–20 pt
5. Date | colour black or red | Calibri Light | 9 pt
6. Page number | colour black | Calibri Light | 9 pt

Template
On ASSMANN company computers, the template for PowerPoint presentations is stored in the folder “My Templates”.

PowerPoint – Don’ts

1. Graphics should be used in a considered fashion. They should not be used in excess or with inappropriately small dimensions. Furthermore, the content/text in a presentation should be kept short and easily digestible.

Part of the new branding is the new template for PowerPoint presentations. The old template with the former logo must no longer be used.

All the needed text formats and sizes have been created. Use of these preset styles is mandatory, and they must not be altered.

All images must adhere to the underlying grid. The use of generic images, graphics or stock material is prohibited (see p. 23).
The ASSMANN Corporate Design Manual and all of its rules and guidelines are binding and mandatory for ASSMANN corporate headquarters and all ASSMANN branches and sales offices in Germany and Europe. That applies as well for retail partners, external service providers and marketing agencies.

The realisation and publication of communication and advertising media that do not comply with this ASSMANN Corporate Design Manual are strictly forbidden!