GRAPHIC GUIDELINES
• The following guidelines have been created to support you in its deployment and application on any marketing and communication material.

• Some adaptations can be made according to the local business needs of the country, the type of application or the technical constraints.

• In order to ensure the integrity of the WERTHER brand worldwide, please share beforehand all adaptations with the Corporate Marketing Department before any change.
BRAND RULES OF USE

PROTECTION AREA
To maintain the clarity and the entirety of the logo, a spacing is defined and must be respected around the logo.
This area corresponds to the minimum value of the space surrounding the logo, without text or graphics (or net image).
It is represented by the diagram below and is equal to the height and / or width of the graphic lines ‘w’ in wether logo.
No element can appear in this space.

MINIMUM SIZE
To maintain good clarity of the logo and its signature, use prohibited in lower width 20mm.
MAIN COLOURS OF THE BRAND
The logo is defined in four-colour, which is the standard version (CMYK) intended for printing use. A version in monochrome and Pantone® is also available to meet specific technical use (packaging, advertising items, etc.).
RGB references are intended for computer, video and internet use.
RAL references are used in the selection of paint colors for building & industry
The hexadecimal colour code used for web use (HTML, CCSS)
BRAND BLOCK

COLORS VARIATIONS
A greyscale is also available on white or black background.

A black version (100%) and a negative version (white on a black background)
WHAT NOT TO DO
Whatever its use, the logotype can not be changed or adapted so as to not alter the image of the WERTHER brand.
• Do not use shadowing
• Do not deform the logo (in length or height)
• Do not remove the signature
• Do not change the colours
• Do not use the colour logo on a background or texture
• Do not place the logo on an image or texture
COMMUNICATION TOOLS

TYPOGRAPHY
- The typography used mainly on printed document is GOTHAM.
- For a use on internet, prefer Proxima Nova.
- An office typography, Arial, is recommended for an application on office automation software (Word, Power Point, Excel...)
It complements the corporate typography.
It is only to be used in the documents cited above.

<table>
<thead>
<tr>
<th>For a professional printing</th>
<th>For an office application</th>
</tr>
</thead>
<tbody>
<tr>
<td>Werther International</td>
<td>Werther International</td>
</tr>
<tr>
<td>GOTHAM LIGHT</td>
<td>Proxima Nova</td>
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<tr>
<td>Werther International</td>
<td>Proxima Nova</td>
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<tr>
<td>GOTHAM BOOK</td>
<td>Proxima Nova</td>
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<tr>
<td>Werther International</td>
<td>Proxima Nova</td>
</tr>
<tr>
<td>GOTHAM BOLD</td>
<td>Proxima Nova</td>
</tr>
<tr>
<td>For a web/digital application</td>
<td>For an office application</td>
</tr>
<tr>
<td>Werther International</td>
<td>Arial regular</td>
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<tr>
<td>Proxima Nova</td>
<td>Arial italic</td>
</tr>
<tr>
<td></td>
<td>Arial bold</td>
</tr>
<tr>
<td></td>
<td>Arial bold italic</td>
</tr>
</tbody>
</table>
APPLICATIONS

LETTER-HEADER PAPER AND INTERNAL MEMO
These templates will be adapted with the local informations following the guidelines of layout.
Format: A4= 210 X 297 mm
COMMUNICATION TOOLS

BUSINESS CARD
The business card will be adapted with the contact information following the guidelines of layout.
Format: 85 x 55 mm

Front

Back

Type of paper to be used for printing: FAVINI Majestic Digital Real Silver 250gr.
APPLICATIONS

CORRESPONDENCE CARD
The correspondence card will be adapted with the local informations following the guidelines of layout.
Format: 210 x 100 mm