



Rely on it.

Typography

Corporate Design Manual

Imagery

notation

Logo

Status:
January

15

Foreword

The **RENOLIT Group** is a leading international manufacturer of high-quality plastic film and related products for technical applications.

Our customers' trust in the quality of **RENOLIT** products and our achievements as an innovator and trend-setter are important for the company's success. **RENOLIT's** ingenuity and capabilities have given rise to a clear identity and an attendant positive image. It is important that we continue to strengthen this image by presenting and maintaining a uniform corporate design.

The corporate design (CD) plays a crucial role in presenting our products and services in a professional and distinctive manner under the **RENOLIT** umbrella brand. Adherence to this corporate design in all communication measures will consolidate the image of the **RENOLIT** brand and ensure that it continues to evolve along positive lines.

The CD should be applied wherever **RENOLIT** is visibly apparent – on letter paper, business cards, in brochures, on posters, flyers, in PPT presentations and on the internet. The fixed CD standards still leave sufficient scope to communicate the individual character and special aspects of the respective product areas and business units.

The fundamental element for the development of the CD is the square that visualizes our corporate values. It forms the basis for the layout grid and plays a new, important role as an ever-present design element.

In applying and observing the new CD guidelines specified here, you will be helping to sharpen **RENOLIT's** profile and to enhance our positive image by presenting **RENOLIT** in a manner befitting a modern-day enterprise. We are counting on your support and trust that you will derive ample satisfaction from successful use of the new CD.



Michael Kundel, CEO

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BASIC
ELEMENTS



Introduction

What we stand for – our values

RENOLIT is the umbrella brand for all brands, products and services of the RENOLIT Group. It embodies the full potential of the company's competence and appeal. Careful maintenance and development of the positive brand image is thus pre-eminently important and instrumental to the company's success. The new corporate design represents our identity and communicates our values to customers and business partners.

RELIABLE

Integrity and reliability inform all our actions – we keep to our promises. Our goal: We want to be perceived as the brand offering the highest levels of value and reliability in the relevant markets throughout the world.

HIGHLY VALUED

For decades now, our name has stood for the very highest quality. We make every effort to ensure that this premium standard of quality is maintained in the future, too, by pursuing ongoing training, exchanging know-how across the business units, promoting innovation and deploying proven and state-of-the-art technologies.

COOPERATIVE

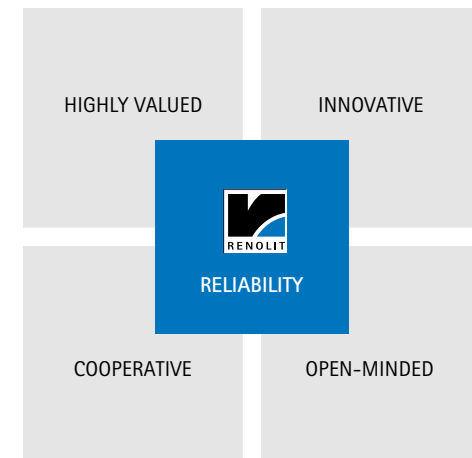
Our customers value our cooperative approach founded on respect and mutual trust. We help them to attain their objectives with competent advice and comprehensive services.

INNOVATIVE

Our products help to enhance the quality of many people's daily lives. Our commitment to research and development ensures that this will remain this way in the future. In cooperation with customers, partners and institutes we promote and develop innovations for the future in the field of plastic films.

OPEN-MINDED

As a reliable and strong partner, we offer our customers the innovative strength of an open-minded company. Thanks to our international and market-oriented approach, we are always willing to take on new ideas and approaches.



Introduction

The square – as reliable as RENOLIT

Reliability is the core value of the RENOLIT Group identity and its presentation to the outside world. To visualize reliability, the RENOLIT Group brand image builds upon a robust, solid and uniform geometric element: the square. The square embodies the brand value of reliability, as it were. This also transmits the core message of the RENOLIT Group without a word.

All communication measures are built upon a square grid. This ensures uniform presentation on the part of the RENOLIT Group. The grid also helps provide structure for each piece of communication material: Both logo and copy have a fixed position.

The main square

- 1 The term "main square" applies to the largest-format square possible. It is divided into 40 × 40 grid squares (RQ).

This structure produces a layout grid within which the texts, graphic elements and images can be arranged.

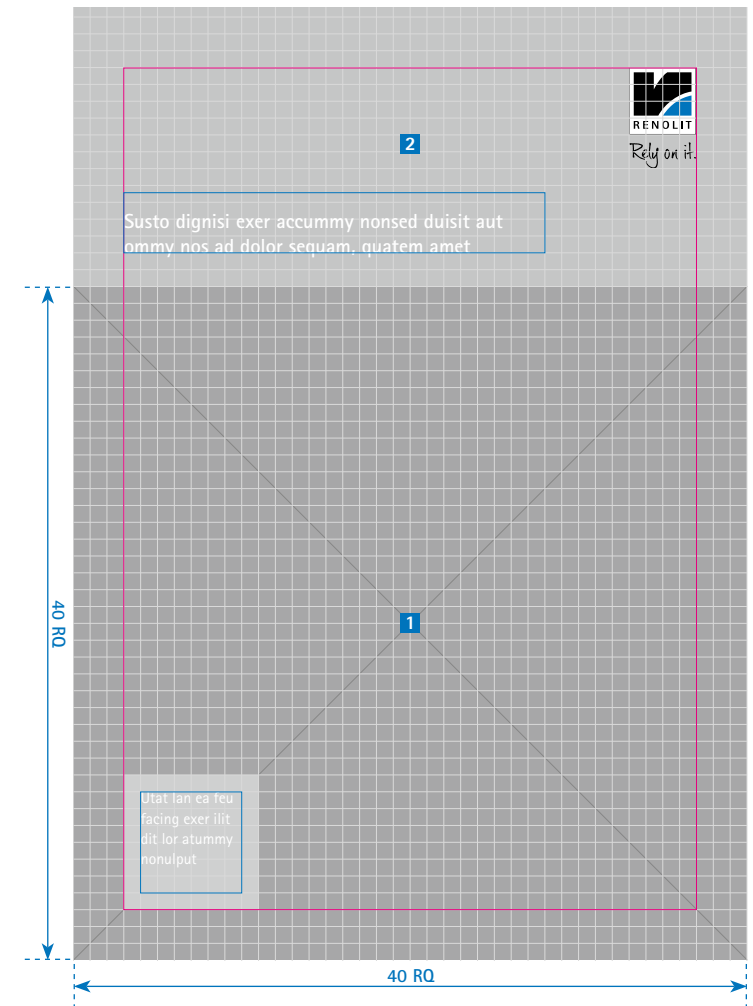
The platform

- 2 The term "platform" applies to the area surrounding the main square. This is always adjacent to, and above or to the right of, the main square. In special cases, such as advertisements, it can also be placed below the main square, and in exceptional cases it can be placed alongside and to the left of the main square.

The platform grid is based on the grid used for the main square.

This grid can now be used to position all of the other elements. You will find precise positioning details in the section on "Dimensioning rules".

Example



The logo

The RENOLIT logo

The logo is the central element of corporate design and of the overall image of **RENOLIT**. It consists of the word mark and the claim: "Rely on it." The claim provides our customers with a clear assurance that they can depend on **RENOLIT** products and services. To ensure uniform presentation and placement of the logo, there are some rules that must be followed.

The claim may be omitted for lack of space, e.g. in advertisements.

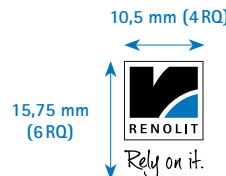
On business stationery and calling cards, the logo is always shown without the claim.

Logo sizes

The size of the logo depends on the size of the final format and the size of the grid squares (RQ). It is always 4 RQ wide.

With very small final formats, in which 4 RQ are smaller than the minimum size of the logo, the minimum size is to be used. In promotional communication measures the logo should not be smaller than 14 mm.

Minimum size of the logo



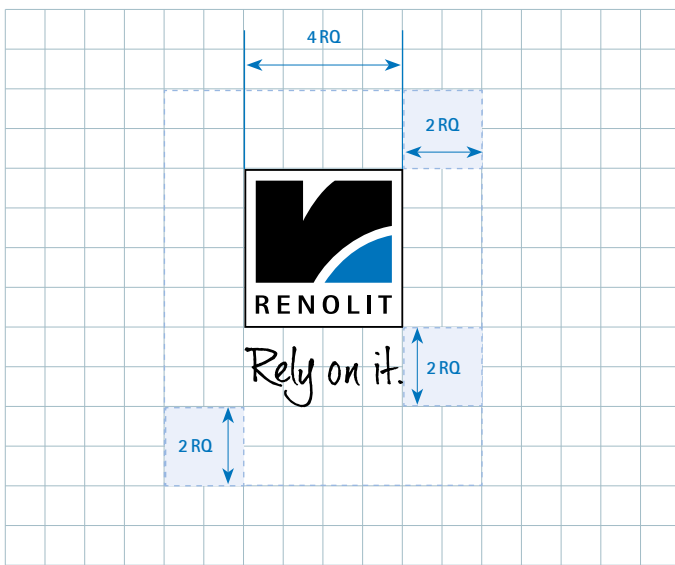
Standard width of the logo in DIN formats

DIN A6	14 mm
DIN A5	18,5 mm
DIN A4	21 mm
DIN A3	29,7 mm
DIN A2	42 mm
DIN A1	59,4 mm
DIN A0	84,1 mm

Clear space

The clear space around the logo corresponds to 2 RQ to each side of the logo. This area is to be kept free of other graphic elements.

Special sizes and variations on the clear space must be cleared with the Corporate Communications department. Logos for trade fairs and outdoor advertising fall into this category, for example.



All the logos listed plus standard sizes can be downloaded from the intranet.

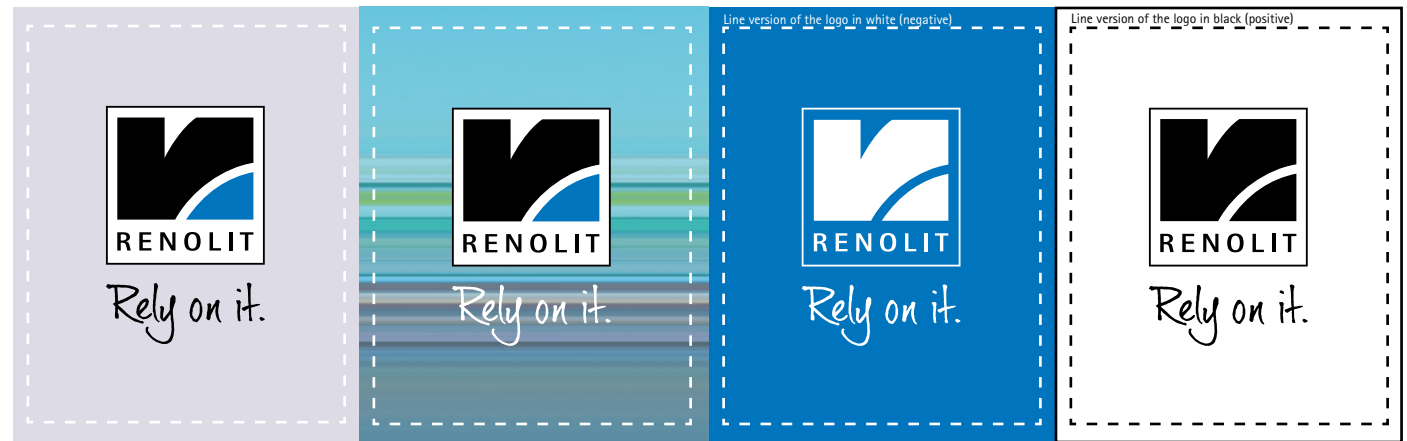
The logo

Application of the RENOLIT logo

In individual cases, the logo may also be interpreted with the aid of our film products, e.g. thermoformed or embossed.

These individual cases must be co-ordinated with Corporate Communications.

Not like this please!



As a general principle, the **RENOLIT** logo is to be used in its coloured variant. Depending on the background, the claim can be printed in black or white. The logo is always surrounded by a clear space of 2 RQ.

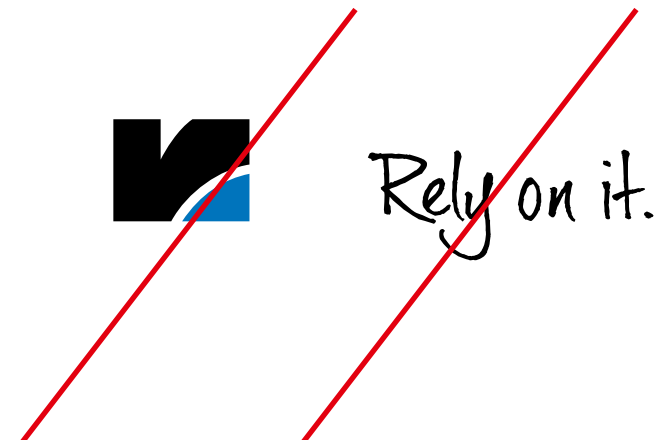
If colour printing is not possible, as in the case of printed matter such as faxes or daily newspapers, or if the logo is to be printed on a dark surface, the monochrome version of the logo (all black or all white) may be used.

It is always to be ensured that the logo and its impact are not distorted.

No distracting elements in the clear space

No effects or shading

No use of individual logo elements or the stand-alone word mark of the claim



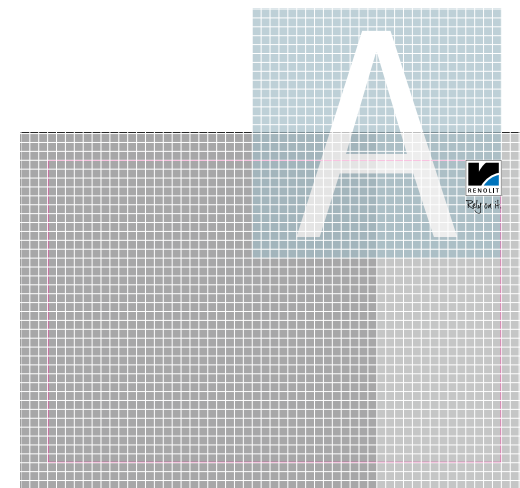
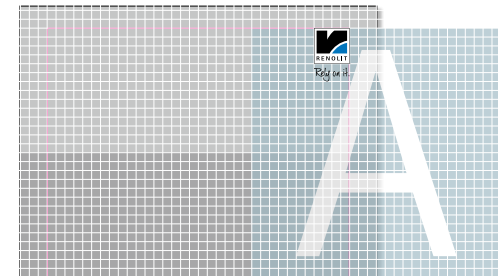
The logo

Positioning of the logo

The positioning of the logo is crucial to determining whether and with what intensity it will be recalled later on. This makes it necessary to place the logo somewhere where it will, first, be noticed immediately and, second, remain in the recipient's memory. To accelerate the recognition process it is necessary to always position the logo in the same area. Only then will the logo be able to arouse the desired associations.

For title pages and one-page communication measures such as flyers or poster, the following applies to logo positioning:

- The position of the logo depends on the main square, but it is preferably located on the platform.
- Ideally, the logo will be positioned on the outer margin at the top right on the platform.
- It should be noted that 3 RQ (or, if not possible, 2 RQ) must be maintained as the distance to the margin.



The logo

Positioning of the logo – Exceptions

Area A is the preferred area for logo positioning.

Areas B and C are only alternatives in the event that positioning in A is not possible.

While area B is also preferable to area C.

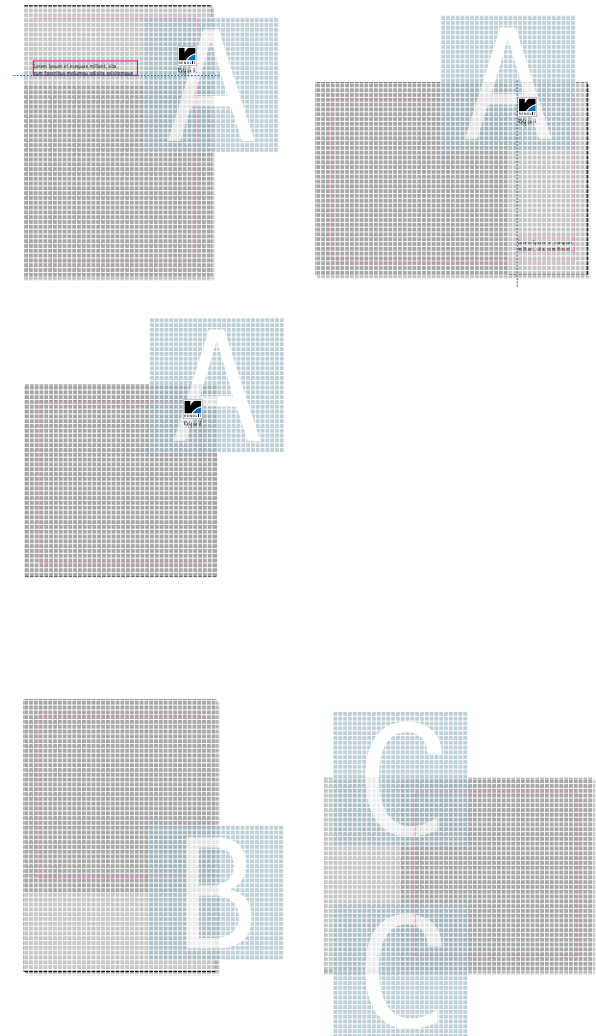
Alternative positioning in area A

- If the preferred position is not feasible for production reasons, the logo can be moved towards the main square. A distance of 2 RQ to the main square must be maintained here.

- If there is no platform, or if it is too small to accommodate the logo as described, it may be displayed in the main square instead.

Alternative positioning in areas B and C

- If the design of the communication measure makes it impossible to position the logo in the preferred area A (e.g. platform below), it can be placed in the area at the bottom right without violating the positioning rules.
- In exceptional cases (e.g. platform left), the logo may also appear on the left side of the platform or of the main square in keeping with positioning rules.



The logo

Association logos – VinylPlus

VinylPlus is a voluntary commitment on the part of the European PVC industry to boost sustainable production and use of the plastic PVC between now and 2020.

RENOLIT sees the principles of voluntary commitment as the key to the future development of the PVC industry. As a founding member of the Vinyl Foundation, RENOLIT finances this sustainability initiative and acts as a multiplier for its objectives.

If the VinylPlus logo is used independently of the **RENOLIT** logo, then the logo guidelines for VinylPlus must be observed.

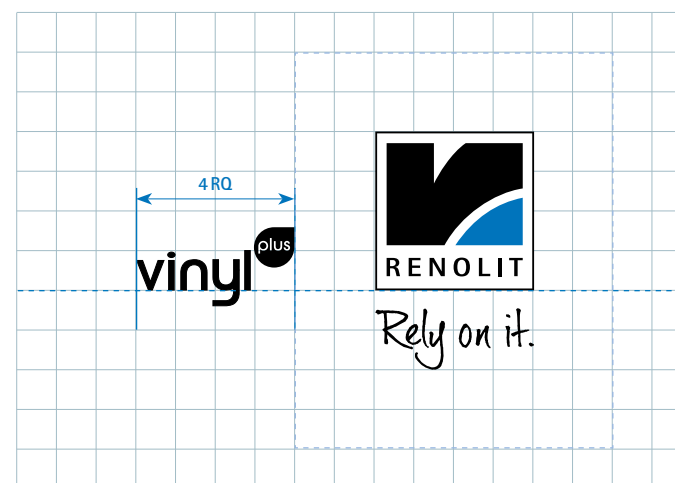
VinylPlus logo in combination with the RENOLIT logo

The VinylPlus logo must be shown together with the **RENOLIT** logo on all external printed matter; in the case of multi-page documents, it is displayed as the sender on the back. Depending on the background colour used, the VinylPlus logo is shown in black, white or shades of grey.

If the VinylPlus logo is not shown in direct connection with the **RENOLIT** logo, it may be used in the colour version.

Positioning and size

- The VinylPlus logo is 4 RQ wide.
- Both logos are positioned at a distance of 2 RQ.
- The baseline of the "vinyl" lettering corresponds to the extension of the bottom edge of the **RENOLIT** square.



The VinylPlus logo and the logo guidelines can be downloaded from the intranet.

The logo

Internal campaign logos — RESPONSIBILITY³

Sustainable activities and management are firmly anchored in the RENOLIT corporate culture. We are aware of our responsibility for the safety and protection of people and the environment, and with this in mind we created the RESPONSIBILITY³ initiative.

The initiative works with an independent logo.

The logo is also available in an English-language version for use in international communication materials.

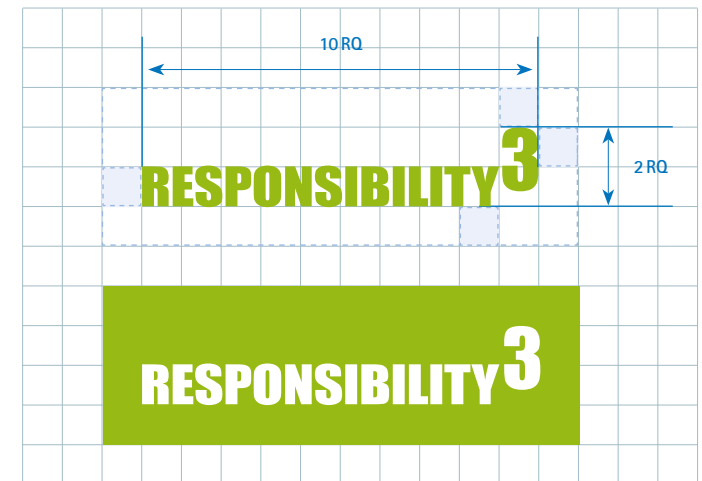
Deployment and use of the RESPONSIBILITY³ logo

- The clear space around the logo corresponds to 1 RQ to each side of the logo.
- The minimum size is 10 RQ × 2 RQ.
- The logo may be used in the primary colour and in white.
- Within the continuous text, the lettering is set in capitals.
- In Microsoft Word, the font size of the superscript 3 is increased by a factor of 1.25.

Colour spectrum

In addition to the primary colour, black and white are also available, along with two additional colours and their tonal gradations. These are to be used predominantly but may be supplemented by other colours that match the colour spectrum.

Definition of RGB and hexadecimal colour values is based on the Photoshop colour space sRGB IEC61966-2.1.



Primary colour

CMYK: 45-0-100-8

RGB: 155R 185G 3B

Hexadecimal:

#9bb903

CMYK: 60-0-40-40

RGB: 73R 134G 119B

Hexadecimal:

#498677

CMYK: 40-30-80-45

RGB: 112R 107G 51B

Hexadecimal:

#706b33

The logo

Internal campaign logos — Colour Road

*An accurate appraisal of future trends is a crucial factor determining the success of products on the market. To keep pace with the rapidly changing style trends, **RENOLIT** offers the Colour Road trend service. Our trend experts monitor global developments, and based on their findings they determine future colour codes for a very wide variety of application areas.*

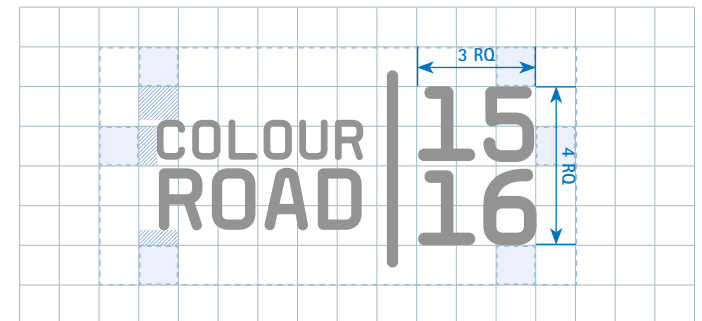
Colour Road works with an independent logo.

Use of the Colour Road campaign logo

- The logo is used predominantly on picture motifs or coloured surfaces.
- If a white background is required, it may be shown in the colour scheme of the trend world, or in grey.



- The height of the digits used for the year in the Colour Road logo correspond to the width of the **RENOLIT** logo (4 RQ).
- A clear space of at least 1 RQ must be maintained on all sides.

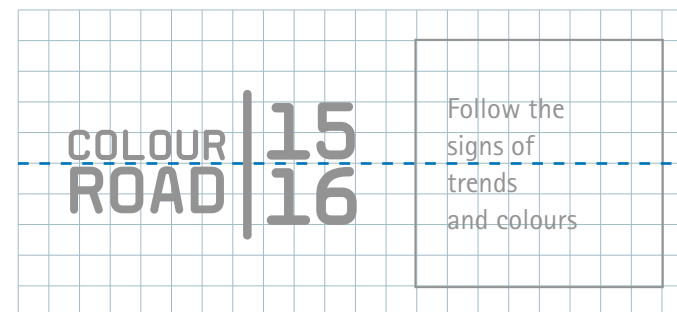


The logo

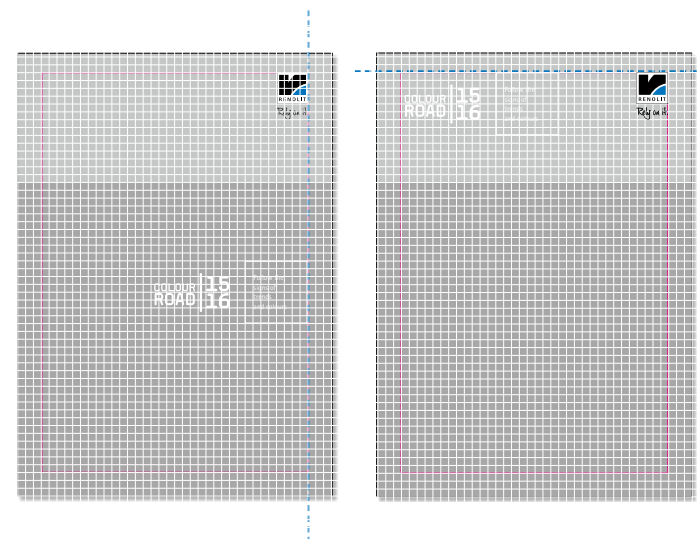
Internal campaign logos — Colour Road

The campaign logo is positioned in such a way as not to limit the effect of the picture motif!

- The message square (see page 28) is placed to the right and alongside the logo, its horizontal axis aligned to the logo, as is the message within the square.



- The logo can be positioned both on the platform and in the main square.
- The unit consisting of the Colour Road logo and the message square always lines up with the **RENOLIT** logo on an axis (vertical or horizontal orientation, depending on the picture motif).



The logo

Internal campaign logos – RENOLIT HORIZON

The **RENOLIT HORIZON** network unleashes new potential in the field of plastic film and related products. **RENOLIT HORIZON** links the knowledge of employees, suppliers, customers and teaching and research institutes.

The innovation platform works with an independent logo.

In continuous text,
the correct form is
RENOLIT HORIZON.

Use of the **RENOLIT HORIZON** campaign logo

- Communication measures must display the campaign logo and the **RENOLIT** logo.
- The logo may be used in black, white and the primary colour.
- In connection with the message square, care must be taken to ensure that both parts create a single unit, and that the copy is aligned on the same baseline.
- The message square always contains the claim "Tomorrow's World".

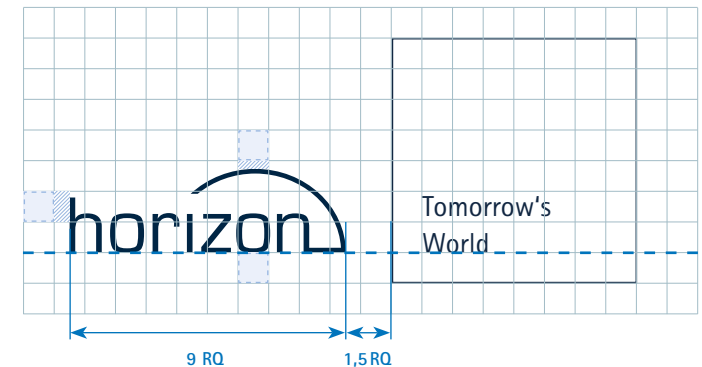
Colour spectrum

For the design of communication measures, black and white and two other colours are available in addition to the primary colour.

Definition of RGB and hexadecimal colour values is based on the Photoshop colour space sRGB IEC61966-2.1.

horizon

horizon



Primary colour

CMYK: 100-83-44-48

RGB: 0R 40G 66B

Hexadecimal:

#002842

CMYK: 30-19-3-0

RGB: 189R 199G 223B

Hexadecimal:

#bdc7df

CMYK: 5-74-86-0

RGB: 226R 95G 47B

Hexadecimal:

#e25f2f

The logo

Other Association logos and quality labels

Use, colour and size

Whenever additional logos are to be used, it is always to be ensured that the respective logos do not detract from the **RENOLIT** logo.

Where possible, external logos should appear in black, white or in grey levels and not in colour.

Positioning and size

- In the case of multi-page communication materials, association logos and quality labels are located on the backs alongside the **RENOLIT** logo.
- The size of the shorter side may not exceed 4 RQ.
- Both logos are positioned at a distance of 2 RQ.
- The baseline of the association logo or quality label corresponds to the extension of the bottom edge of the **RENOLIT** square.

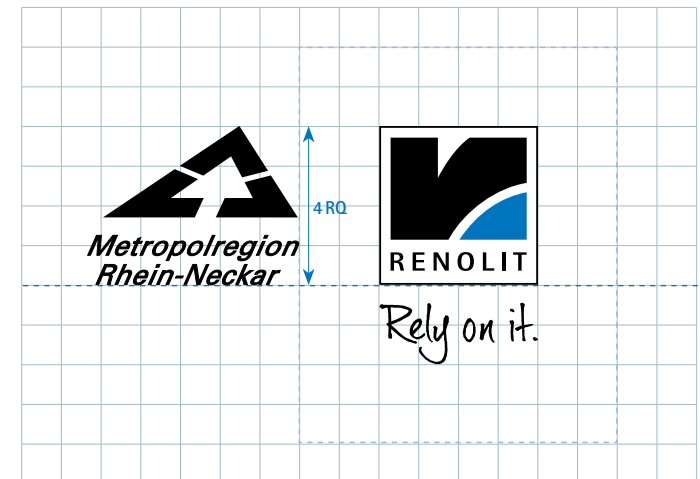
Examples of association logos and quality labels



Association logo
"Metropolregion Rhein-Neckar"



ISO-Logo



Typography and notation

Typography

This font is the visible language of the Company. Consistent use of the font family contributes to the design and recognition of the brand. The typography is an essential element of the corporate identity.

For special media or print materials which require a greater or more accentuated choice of font styles (e. g. editorial media), the Rotis Semi Serif and Rotis Serif font styles may also be used.

Primary font

The corporate font is Rotis Sans Serif, precise name: Rotis Pro OpenType, available in Rotis® Complete Value Pack OT. The regular font style is used for mass texts.

Rotis Sans Serif Pro regular

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖQRSTUVWXYZ
1234567890 ,,:-!/()?%*\$€¥

The other Rotis Sans Serif Pro font styles are used for label purposes, such as in the case of a heading or in the format for Business Units and products.

Rotis Sans Serif Pro Light

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖQRSTUVWXYZ
1234567890 ,,:-!/()?%*\$€¥

Rotis Sans Serif Pro Light Italic

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖQRSTUVWXYZ
1234567890 ,,:-!/()?%*\$€¥

Rotis Sans Serif Pro Italic

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖQRSTUVWXYZ
1234567890 ,,:-!/()?%*\$€¥

Rotis Sans Serif Pro Bold

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖQRSTUVWXYZ
1234567890 ,,:-!/()?%*\$€¥

Rotis Sans Serif Pro Extra Bold

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖQRSTUVWXYZ
1234567890 ,,:-!/()?%*\$€¥

Typography and notation

Typography

No fonts other than those in the Rotis and Arial font families may be used.

Fall-back fonts: Arial and Arial Narrow

The Arial font style may be used as an alternative for office communication. The Arial Narrow font style is narrower and is thus harder to read in mass text. This is why its use should be limited to headlines only.

Arial

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖPQRSTUÜVWXYZ
1234567890 ,.:-!/()?%*\$£¥

Arial Narrow

aäbcdefghijklmnoöpqrstuüvwxyz
AÄBCDEFGHIJKLMNOPÖPQRSTUÜVWXYZ
1234567890 ,.:-!/()?%*\$£¥

Text alignment

Headlines and continuous text are generally left-justified.

For very small amounts of copy, and in cases where left-justified design is not suitable, the copy may be right-justified or centred.

Example: Caption.

Use of capitals

Because capitals are difficult to read in mass text, their use is confined to short passages (e.g. in headers).

Typography and notation

Notation

*With around 40 locations, seven Business Units and a host of products, the **RENOLIT Group** is a cosmopolitan and versatile company. Uniform notation helps see to it that the **RENOLIT Group** and its Business Units and products are recognized worldwide as a single brand. Keeping notations constant also ensures an increase in the level of awareness, as all location and product names, and all Business Units, are traced back to the **RENOLIT Group**.*

RENOLIT

- Always in capitals
- Always bold (Rotis Sans Serif bold) or always one font style bolder than the surrounding text
- Never in italics
- **RENOLIT** always stands alone.
Punctuation, such as full stop, comma or inverted commas is allowed.

Examples

light > regular:

RENOLIT is a byword throughout the world for technical competence.

regular > bold:

RENOLIT is a byword throughout the world for technical competence.

bold > extra bold:

RENOLIT is a byword throughout the world for technical competence.

italic > bold:

RENOLIT is a byword throughout the world for technical competence.

RENOLIT + company name

- The registered company name is to be used.
- Complete name always one font style bolder than the surrounding text
- Never in italics

Examples

RENOLIT SE

RENOLIT Group

RENOLIT Cramlington Limited

RENOLIT Nederland B.V.

RENOLIT Iberica, S.A.

RENOLIT Milano S.r.L.

Typography and notation

Notation

As the font style bold italic does not exist in the Rotis Sans Serif font family, the italic variant must be created by electronic means in the customary word-processing programmes.

Office applications:

Text formatting "italics"

DTP applications:

12° tilt

RENOLIT + *BUSINESS UNIT*

- Always in capitals
- Business Unit always in italics
- Never without **RENOLIT**

Examples

RENOLIT *COMPOSITES*

RENOLIT *CONTACT*

RENOLIT *DESIGN*

RENOLIT *EXTERIOR*

RENOLIT *MEDICAL*

RENOLIT *PROFESSION*

RENOLIT *WATERPROOFING*

RENOLIT + PRODUCT NAME

RENOLIT + PRODUCT GROUP

RENOLIT + BRAND NAME

- Always in capitals
- Never without **RENOLIT**
- Never in italics
- Never with the registration sign (®)
- Excessively long names should be avoided

Examples

RENOLIT SOLMED

RENOLIT ONDEX

RENOLIT COVAREN

RENOLIT EXOFOL MX

RENOLIT ALKORPLAN

RENOLIT ALKORPLAN 3000

Typography and notation

Notation

Not like
this
please!

~~Solmed[®]~~
by RENOLIT MEDICAL

correct: **RENOLIT SOLMED**

The use of product brand logos is not allowed. Other than this, recognition as a **RENOLIT Group** brand is not guaranteed.

~~ALKORCELL PHONO~~

correct: **RENOLIT ALKORCELL PHONO**

Product and product group names never appear on their own, but are always to be combined with **RENOLIT**. Otherwise the product cannot be attributed to the **RENOLIT Group**.

~~RENOLIT EXOFOL[®]~~

correct: **RENOLIT EXOFOL**

All product and product group names appear without the registration sign (®). As the different brand names are not registered worldwide, there is no trademark protection in all countries. As a result, use of the ® mark could result in brand collisions in countries without registrations.

~~RENOLIT-films~~

correct: **RENOLIT films**

RENOLIT always stands alone. Any modification of the word distorts the brand and its impact.

~~Renolit is a byword
throughout the world for
technical competence.~~

correct: **RENOLIT** is a byword throughout the world for technical competence.

To ensure that the brand is highlighted in text, **RENOLIT** is always shown in capital letters and in a font style bolder than the remainder of the text.

Colour scheme

Corporate colour spectrum

A corporate colour spectrum is supportive and emphasises the logo, the messages of promotional and image text and the entire communication measure.

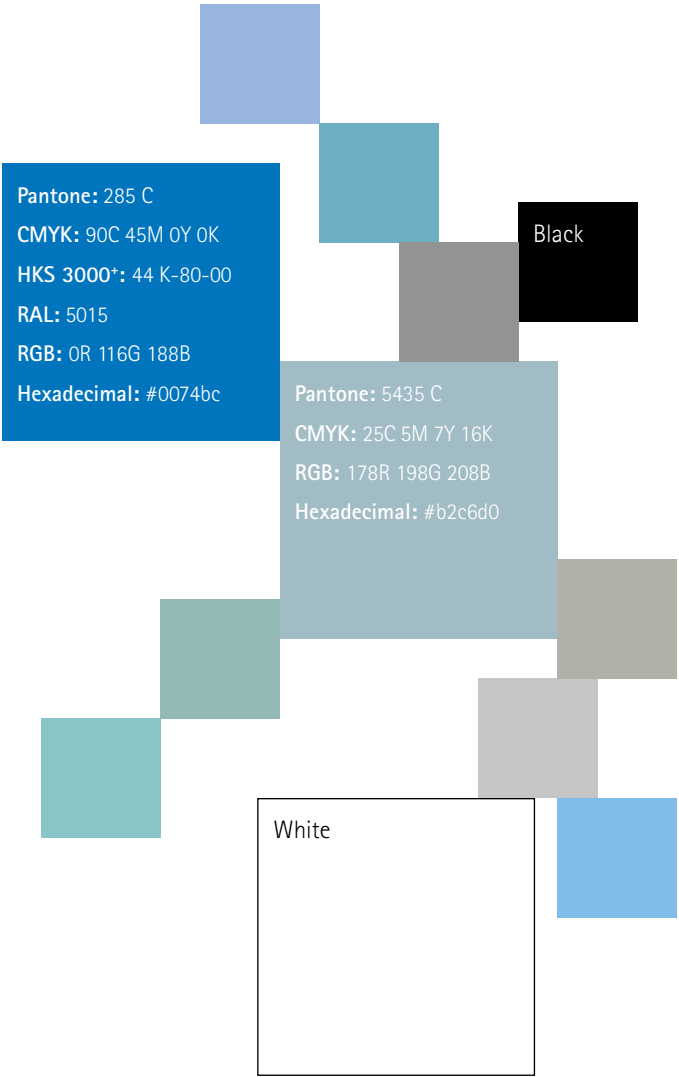


The corporate colour spectrum includes the colours blue, blue-grey, black and white.

They are used especially in the design of corporate, i.e. enterprise-wide communication measures.

They should be used in such a way as to support the impact of the logo, image material and text, yet without overshadowing these with an excessive presence.

The use of colour gradients is not permitted. Definition of RGB and hexadecimal colour values is based on the Photoshop colour space sRGB IEC61966-2.1.



Colour scheme

The highlight colours

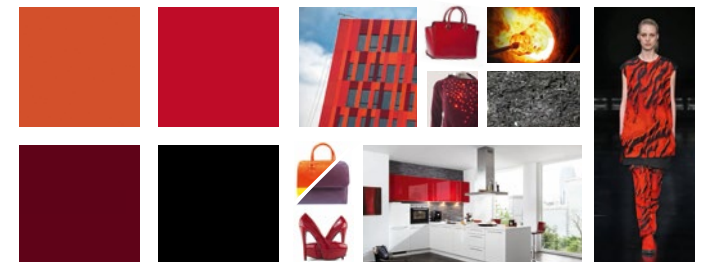
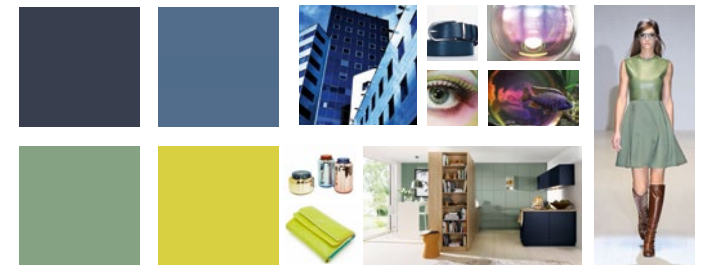
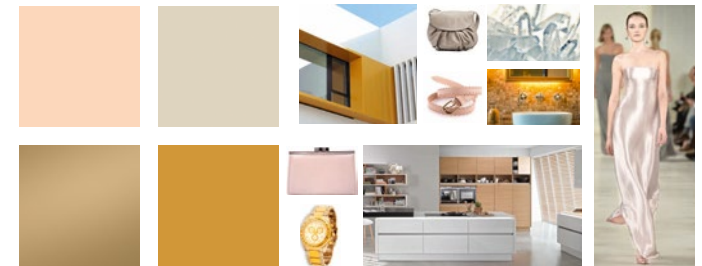
*The corporate colour spectrum is supported by accent colours. These enhance the vividness of the visual expression of the **RENOLIT** brand and permit execution of individual design ideas.*

Only the corporate colour spectrum is used for Group-wide communication measures. Accent colours may be freely chosen for marketing at the product level.

Choosing the right accent colours

- The colours may be chosen freely.
- In keeping with the **RENOLIT** value of innovation, the colours chosen should reflect current trends and the spirit of the times.
- The colours should be compatible with the overall concept.
- The colours should reflect the tonality/colours of the image concept.
- The colour selected should suit the product promoted.

For inspiration: The 2015/16 Colour Road trend colours



You can get further information and inspiration on the current trend colours from Corporate Design Management.

Use of forms

The message square

The purpose of the message square is to transmit meaningful information. It contains the central statement of the communication measure – the thing that is meant to remain in the target person's memory.

The message square is a mandatory element of design for all communication measures (such as flyers, brochures, posters).

*The main **RENOLIT** element – the square – is referenced, and in this case it facilitates the positioning of core messages.*

The message square may be omitted in the case of extreme formats.

Handling

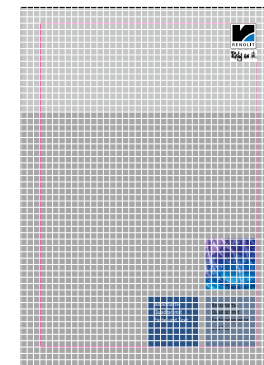
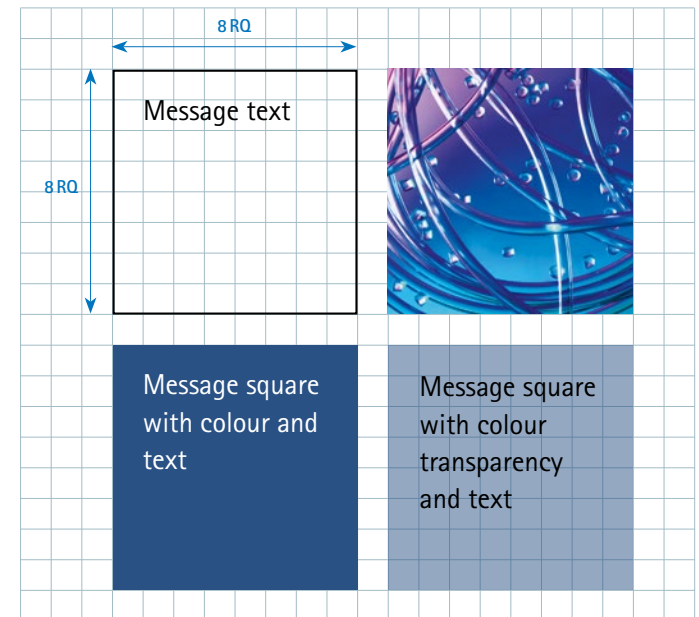
- The message square is 8 RQ (2 × logo width) wide.
- The message square may be in colour, transparent or designed with an outline in black or white; the line thickness of the outline corresponds to the style of the font.
- The text indent on all sides is 1 RQ.

Contents

- Information on the competencies of the respective Business Units
- Central messages, statements or emotional wording
- Picture motif or graphics (e.g. product or material)
- Characteristic product names

Positioning

- Three message squares at most per page
- The message square is positioned in the main square.
- Positioning in the margin area within the type area
- The image motif of the main square should not be disturbed, with the exception of the use of the message square as an eye-catcher.
- The clear space around the message square corresponds to 1 RQ.



Imagery

Corporate imagery

The corporate imagery of RENOLIT breaks down into two levels – the image level and the product level. The pictures used at the image level should visualise the RENOLIT brand and corporate values. At the product level, on the other hand, the products must be visualised in such a way as to make them appear as attractive and high-quality as possible.

Imagery – image level

The image level focuses on communicating the **RENOLIT** brand and corporate values by visual means. To this end, emotional motifs are used which depict happy, active people enjoying a high quality of life. In order to obtain homogeneous imagery with the most striking possible effect, a photographic style has been defined which is characterised by

- Light, clear compositions featuring plenty of space
- Unusual perspectives
- Interesting details
- Selective sharpness of focus

The high image quality reflects the innovative and quality attributes of **RENOLIT**. The colour scheme used in the motifs derives from the corporate colour spectrum.



Image motif of *reliability*



Image motif of *high quality*



Image motif of *partnership*



Image motif of *open-mindedness*

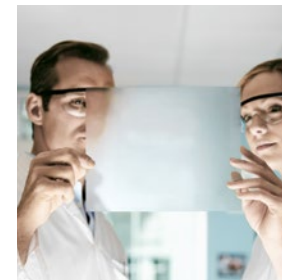


Image motif of *innovation*



Image motif of *sustainability*

Imagery

Corporate imagery

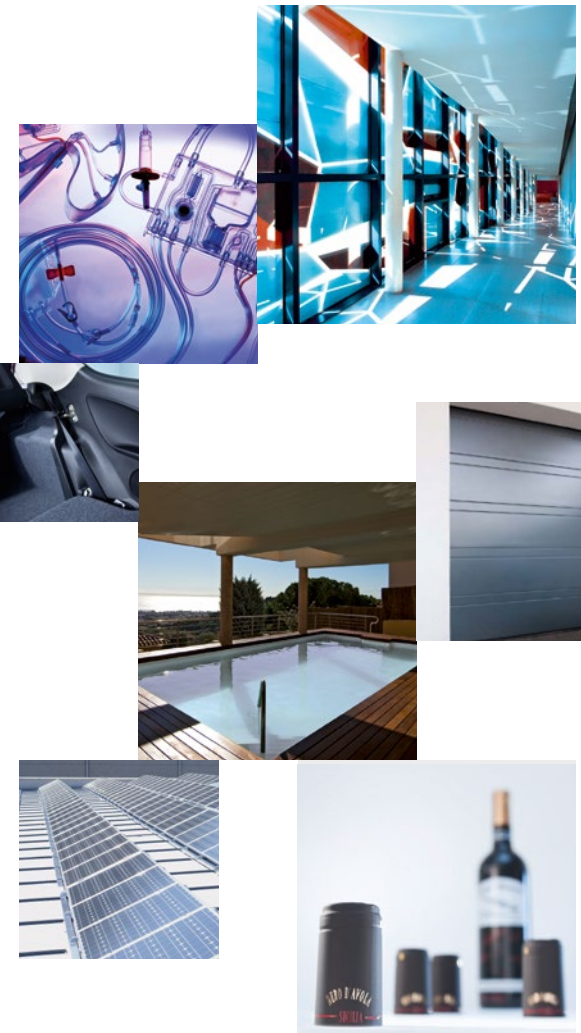
Imagery – product level

At the product level, the imagery varies depending on the properties of the film involved. The motifs depict films or final products or results in which they are used.

The images

- show the technical perfection of our products
- meet the high standards **RENOLIT** has for its products
- convey the high quality of our products
- support the messages and information provided in the text

Images produced by
RENOLIT are preferable
to purchased shots.



Paper grades

Recommended paper grades for printed matter

The quality and character of the paper used are important for ensuring a uniform overall appearance. In order to avoid variations in the quality of printed matter, the same paper grades should always be used if at all possible.

High-quality, multicolour printed matter with a high proportion of image content

„Galaxy Keramik“

Grammages: 90 – 350 g/m², according to application

Colour: White

Finish: Double-coated on both sides

Material: Wood-free

Marketed by: Papier Union GmbH

Portfolios

„Hello matt“

Grammage: 400 g/m²

Colour: White

Finish: Full matt coating on both sides

Material: Wood-free

Marketed by: Deutsche Papier Vertriebs GmbH

Business stationery

„ON Business“

Suitable for laser and natural paper ink-jet printing.

Grammages: 80 – 300 g/m²

Colour: Bright white

Finish: Matt

Material: Wood-free

Marketed by: Deutsche Papier Vertriebs GmbH

Suggested grammages:

- Flyer
200 – 250 g/m²
- Brochures/folders
Inside pages: 135 – 200 g/m²
Cover: 170 – 330 g/m²
- Posters
135 – 170 g/m²

Suggested grammages:

- Letter paper
80 g/m²
Available as DIN A4 and DIN A3 sheets for preprinting.
- Calling cards
250 g/m²
- Matching envelopes and padded envelopes are available in all standard formats, e.g. DIN Long, DIN C6, C5, B4, etc.

DIMENSIONING
RULES



Document structure step by step

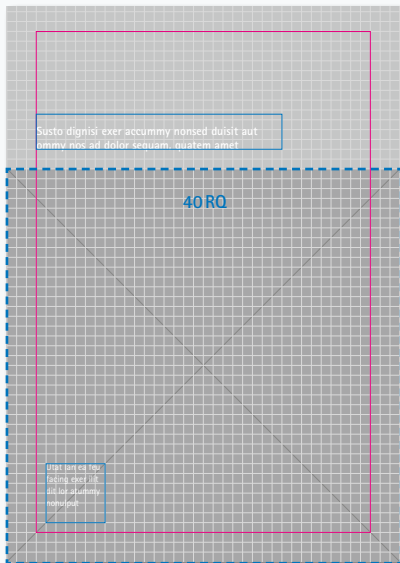
Promotional communication measures – Front page

1 DEFINING THE SIZE OF THE GRID

- Determine main square (largest possible square in the format)
- Subdivide into 40 × 40 RQ

Example A4 (210×297 mm)

- Main square: 210 × 210 mm
- 1 RQ = 5.25 mm

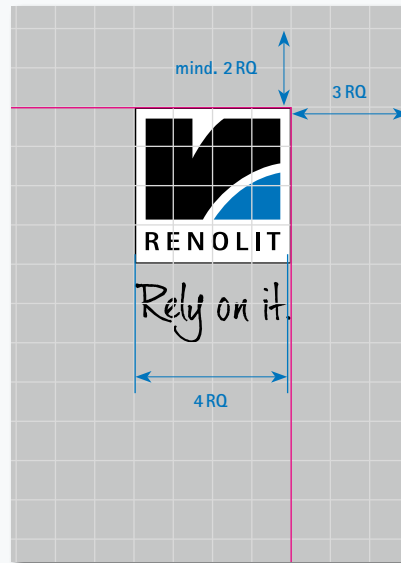


2 SIZE AND POSITIONING OF THE LOGO

- 4 RQ = Width of logo
- Preferred positioning on the platform in area A
- Positioning with, at best, 3 RQ distance to the margin

Example A4

- $4 \times 5,25 \text{ mm} = 21 \text{ mm}$



3 POSITIONING OF THE HEADLINE IN THE MAIN SQUARE

- On the platform
- If there is no platform, it may be placed in the main square
- 2 RQ distance from the edge of the main square

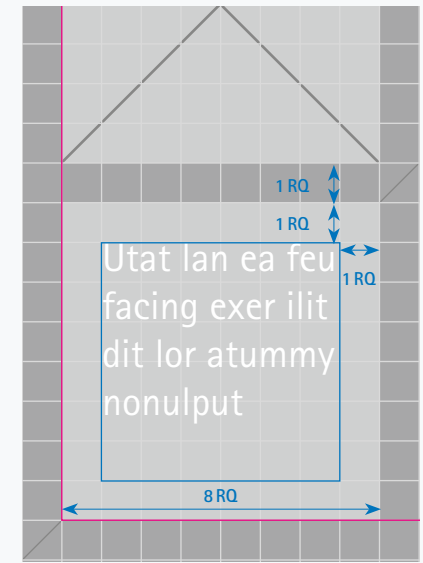


4 SIZE AND POSITIONING OF THE MESSAGE SQUARE

- 8 RQ = Double the width of logo
- Free positioning in the main square, lined up with the grid
- Within the type area
- Text indent from all sides: 1 RQ
- Clear space: 1 RQ
- Three message squares at most per page

Example A4

- $8 \times 5,25 \text{ mm} = 42 \text{ mm}$



Document structure step by step

Promotional communication measures – text sizes and inside pages

5

DETERMINING FONT SIZE FOR DOCUMENTS DESIGNED TO BE READ FROM A NORMAL DISTANCE (UP TO A4)

- Headline:
85 % of the logo width (mm) = font size in pt
- Font in message square:
85 % of the headline font
- Copy text and sublines: 9 pt
- Response elements: 10 pt
- Line spacing: 120 %
- Baseline grid: 3 pt

All of the values calculated may be rounded up or down to the nearest half-point size.

Example A4:

- 21 mm logo width → 17.5 – 18 pt headline
- 18 pt headline → 15 – 15.5 pt font

DETERMINING THE FONT SIZE FOR DOCUMENTS WITH LONG-DISTANCE EFFECT (GREATER THAN A4)

- Headline:
85 % of the logo width (mm) = font size in pt
- Font in message square:
75 % of the headline font
- Copy text and sublines:
75 % of the headline font
- Response elements:
50 % of the headline font
- Line spacing: 120 %
- Baseline grid: 6 pt

Example 700×1000 mm:

- 70 mm logo width → 59.5 – 60 pt headline
- 60 pt headline → 45 pt font message square
- 60 pt headline → 45 pt copy text
- 60 pt headline → 30 pt response elements

6

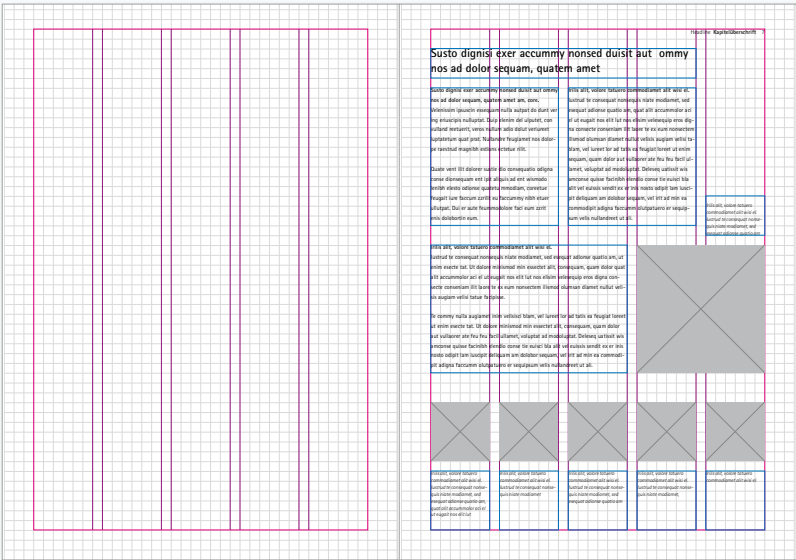
LAYOUT GUIDELINES FOR INSIDE PAGES

The type area is based on the logo positioning and fits into the document grid:

- Margins have at best 3 RQ and at least 2 RQ of spacing on all sides.
- Continuous text should run at least over a width of 10 RQ.
- Gutter width: 1 RQ

Layout

- The square must be quoted as central design element on every double page. This can be achieved through different stylistic means: images cropped square, shapes, colour surfaces, backgrounds, formats, etc.

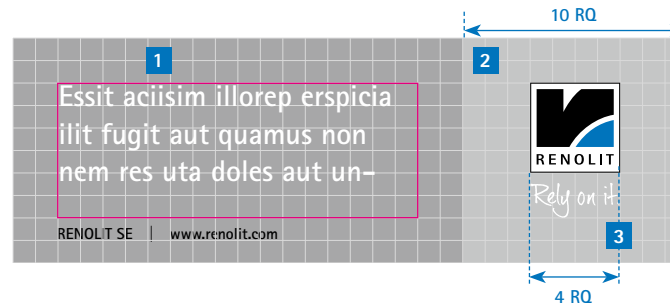


Exceptions: Extreme formats

Promotional communication measures

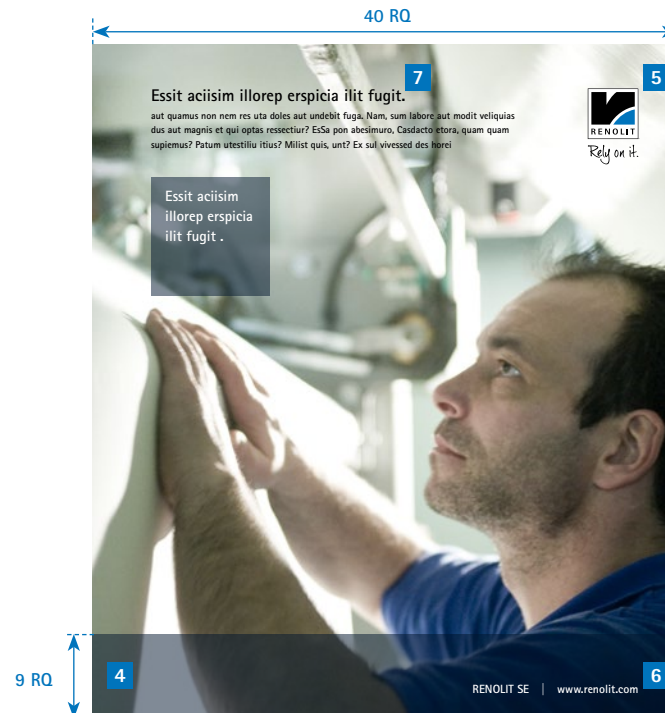
Case 1 – Extreme landscape formats

- 1 The platform occupies a larger space than the main square
- 2 Main square: 10 × 10 RQ
- 3 Logo width: 4 RQ



Case 2 – Platform height too short, 9 RQ to 5 RQ of overall height

- 4 From a height of 9 RQ, the platform is considered too small to accommodate the logo together with the protective area surrounding it. The platform and message square may be created as a transparent surface to create a greater affiliation with the main motif.
- 5 The logo is placed on the main square at the top right (see section on "Logo positioning").
- 6 Response elements are placed on the platform.
- 7 Headline and continuous text may be freely placed in the main square on the image motif. Here, care must be taken to ensure that the text elements are easily legible in the context of the overall design.



Not all formats can be arranged according to the square grid pattern.

In the case of extreme portrait or landscape formats, the platform is larger than the main square, and the logo to be placed there would be smaller than the specified minimum size.

In the case of nearly square formats, on the other hand, the platform is too small to properly accommodate the logo along with the protected area surrounding it.

Extreme formats such as this should be avoided wherever possible. In exceptional cases, a guideline is presented here to govern such extreme formats.

Any questions in this connection can be clarified with the Corporate Communications Department.

Business stationery and data sheets

Letter paper, DIN A4 format, first and second sheet



RENOLIT SE - Postfach 1940 - 67629 Worms | Germany

Muster & Mann Werbeagentur GWA
Herr Stefan Beispiel
Beispielstraße 12
64625 Musterstadt

Maximilian Mustermann
Verkaufsleiter
RENOLIT PROFESSION
RENOLIT DESIGN
RENOLIT EXTERIOR

Tel.: +49 6241 303 123
Fax: +49 6241 303 120
E-Mail: maximilian.mustermann@renolit.com

21. Dezember 2011

Briefbogen – vorgedruckte Version

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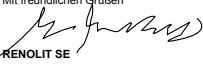
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Mit freundlichen Grüßen



RENOLIT SE

i. A. Maximilian Mustermann
Verkaufsleiter **RENOLIT PROFESSION, RENOLIT DESIGN, RENOLIT EXTERIOR**

RENOLIT SE Hochmeister Straße 10 67547 Worms Germany info@renolit.com www.renolit.com	Sitz der Gesellschaft: Worms Handelsregister: Amtsgericht Mainz HRB 42017	Verkauf: Michael Kuntel (Deutschland) Dr. Axel Bräuer, Pierre Wirsant Aufsichtsratsvors.: Dieter Dengl	USA-Info: (VAT-No.): DE 811773179 Steuer-Nr. (Umsatz-Steuer): 44367400008 IBAN 2629 6707 0010 0007 7705 00 IBAN 2631 5515 0010 0000 0000 05 IBAN 2634 5514 0001 0387 4194 00	SWIFT DEUTDE33 SWIFT MALADE33 WOR SWIFT COBADE3303
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First sheet



Here you will find the Word template for RENOLIT business stationery.

■ Letter paper in DIN A4 format
First sheet: Optionally with pre-printed or imprinted company details and VinylPlus logo. Second sheet: Use as second sheet or for imprinting in Office area.

■ Calling cards are bi-lingual:
The front is country-specific, the back is in English.

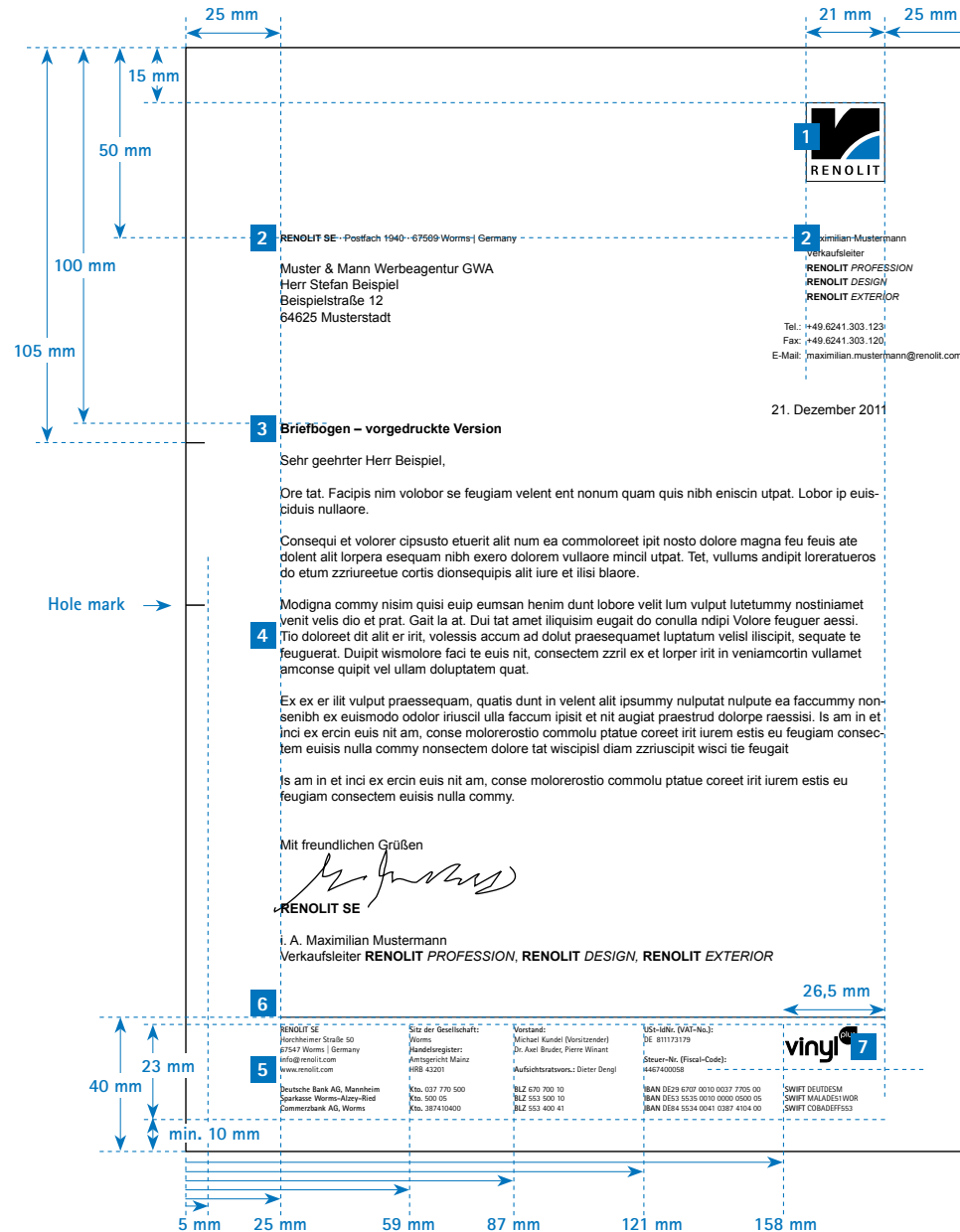
■ Use of the logo
In the case of letterhead design, country-specific standards/requirements must be taken into account:
First sheet: with sender details, company details and VinylPlus logo
Second sheet: footer optional

For lack of space, the claim under the logo is omitted here.

In countries in which the address block is typically shown at the right, the RENOLIT logo is placed at the left.

Business stationery and data sheets

RENOLIT letter paper with imprinted company details



1 Logo

Size: 21 mm

Position: 15 mm from top, 25 mm from right

2 Sender's details, sender line, reference to Business Unit (optional)

Font: Arial Narrow regular/bold

Font size, sender line: 7 pt, line spacing: 11 pt

3 Subject line

Font: Arial bold

Font size: 11 pt, line spacing: 12 pt

4 Continuous text and date, closing line with reference to Business Unit (optional)

Font: Arial regular

Font size: 10 pt, line spacing: 12 pt

Formatting: Ragged left

Column width: 160 mm

5 Company details

Font size: 7 pt, line spacing: 9.5 pt

Font pre-printed footer: Rotis regular/bold

Font footer without pre-printing: Arial Narrow regular/bold

6 Lines

Line thickness: 0.4 pt, 100 % black

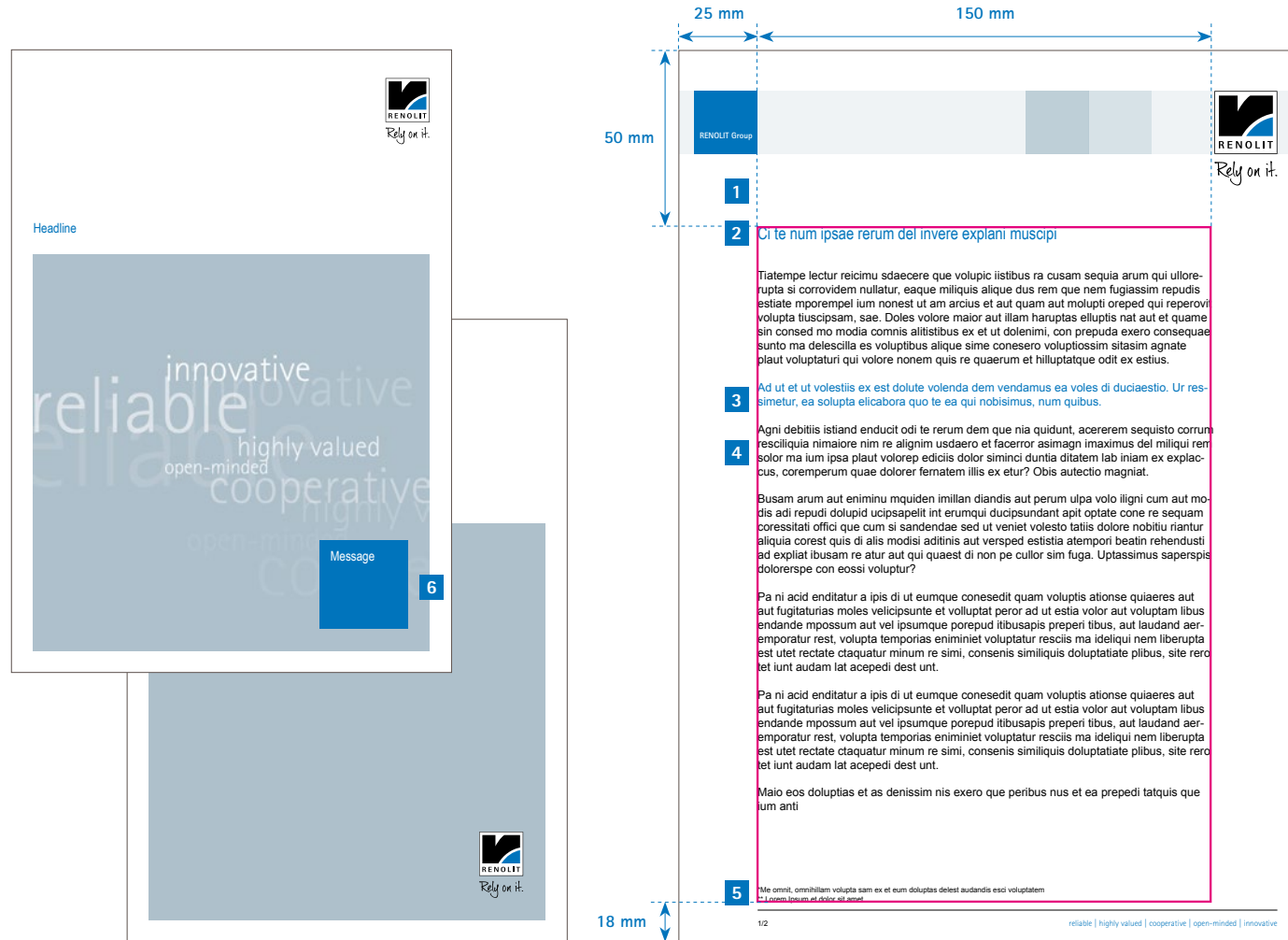
7 VinylPlus Logo

Colour: 100% black

Width: 18 mm

Business stationery and data sheets

Letter paper for internal communications, format DIN A4



Example – Internal memo, format DIN A4

1 Type area and margins

Type area: 50 mm from top,
25 mm from left, 35 mm from right,
18 mm from bottom

2 Headline

Font: Arial Narrow, 16 pt
Line spacing: 1.15

3 Subline

Font: Arial, 11 pt
Line spacing: 1.15

4 Continuous text

Font: Arial, 9 – 11 pt
Line spacing: 1.15
Position: left-justified

5 Footer and footnotes

Font: Arial, 8 pt
Line spacing: 1.15

6 Message square on the title page

Font: Arial Narrow, 12 pt
Line spacing: 1.15

For internal communications and notices, a sample document may be accessed on the Intranet.



Here you will find the Word template for internal business stationery.

Business stationery and data sheets

Technical data sheets



Examples of data sheets for Business Units



The design of the technical data sheet may feature motif, message square and accent colour.

1 Type area and margins

Type area: 12 mm from top, left and right,
3.4 mm from bottom

2 Header layout

Size: 186 x 25 mm

3 Headline

Font: Arial Narrow bold

Size: 18 pt

Position: 45 mm from top

4 Subline

Font: Arial Narrow bold, 12 pt

5 Copy text

Font: Arial Narrow regular

Font size: 12 pt

Colour: Black

Line thickness: 0.5 pt

Column width: 186 mm

6 Footer with closing line,

company details and logo

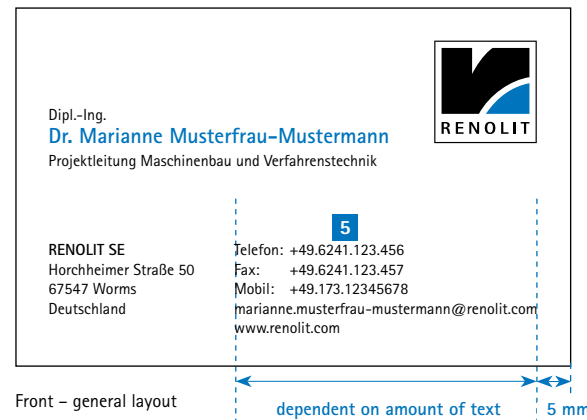
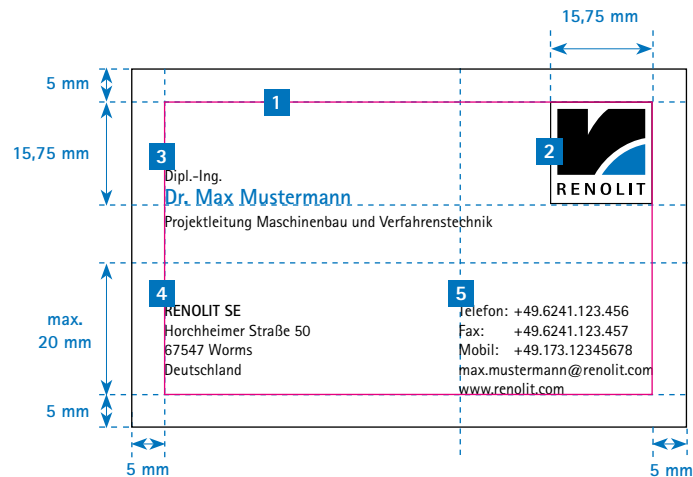
see letter

7 Printer margin

Width: 10 mm

Business stationery and data sheets

Calling cards, 85 x 55 mm, bi-lingual



1 Type area

5 mm from all sides

2 Logo

Size: 15.75 mm

Position: 5 mm from top and from right

3 Title, name, position

Titel/position:

Font: Rotis Sans Serif regular, 7 pt

Line spacing: 8.5 pt

A vertical bar is used to express multiple positions

Name:

Font: Rotis Sans Serif bold, 9.5 pt

Line spacing: 10 pt

Font colour: Corporate colour blue

(The titles "Dr." and "Prof." always form part of the name)

4 Company name and address

Company name:

Font: Rotis Sans Serif bold, 7 pt, capitals

Address details:

Font: Rotis Sans Serif regular, 7 pt

Line spacing: 8.5 pt

5 Personal details

Font: Rotis Sans Serif regular, 7 pt

Line spacing: 8.5 pt

Position: Fixed distance from right format margin = 5 mm

Distance from left format margin = variable

(dependent on length of name)

Format for telephone number:

Area code and direct dial numbers separated by points

Business stationery and data sheets

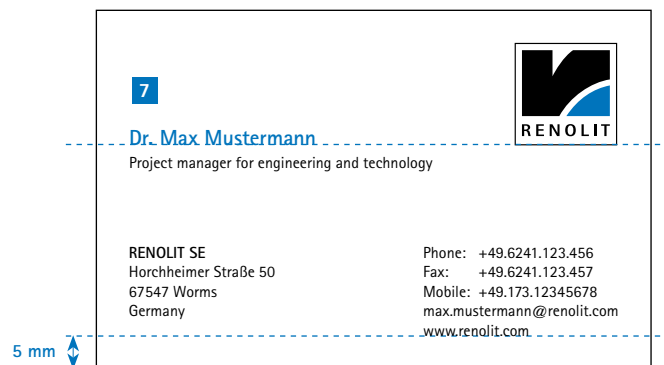
Calling cards, 85 x 55 mm, bi-lingual



Standard front, title with two-line position(s)



Front with indication of Home Office address



Back in English

6 Reference to business unit (optional)

The Business Unit may appear under the name in connection with the holder's position

7 Back page

The back of the calling card always contains the English version with the international title (e.g. Professor, Doctor, Master of Science, Bachelor of Arts).

On cards for English-speaking countries the back remains blank.

8 Calling cards with Home Office address

The headquarters address is supplemented by the e-mail address; the block of text at the right contains the particulars of the Home Office.

Special cases such as particularly long names or addresses with a high volume of text are to be clarified individually.

EXAMPLES



Advertisements

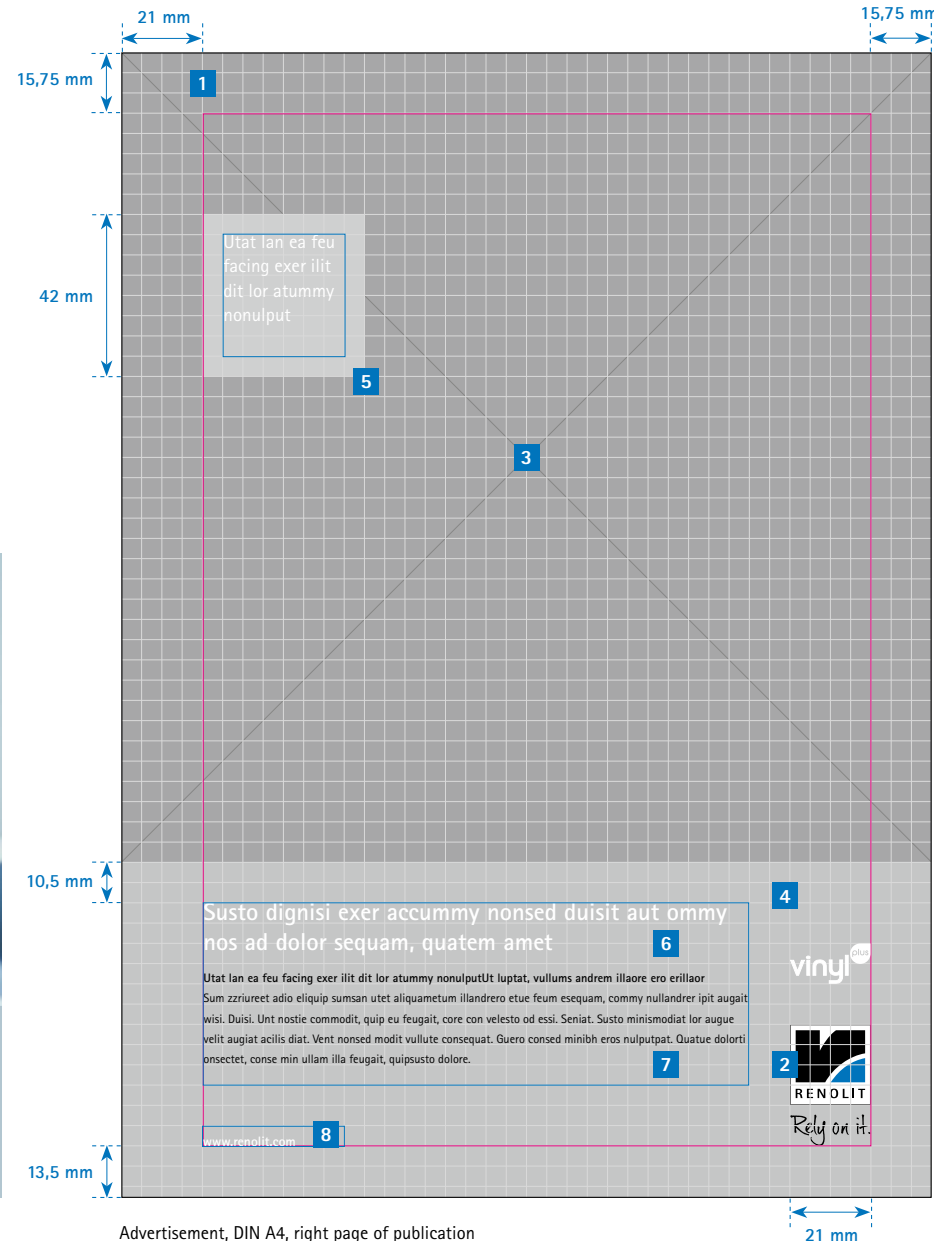
Advertisements 210 x 297 mm, DIN A4

Layout

In DIN A4 advertisements the picture motif is always positioned in the large square at the top. The **RENOLIT** logo and the headline are positioned at the bottom.



Example Advertisement, DIN A4, left page of publication



Advertisement, DIN A4, right page of publication

1 Layout grid and type area

Layout grid: 5.25 mm

1 RQ

To centre of publication / binding edge: 21 mm

To outer edge: 15.75 mm

Top: 15.75 mm

Below: 13.5 mm

2 Logo with claim

4 RQ x 6 RQ

Size: 21 x 31.5 mm

3 Picture motif in the main square

40 RQ x 40 RQ

Size: 210 x 210 mm

4 Platform

Size: 210 x 87 mm

5 Message square

8 RQ x 8 RQ

Width: 42 mm

Font: Rotis Sans Serif regular, 15 pt

Line spacing: 18 pt

6 Headline

Font: Rotis Sans Serif bold, 18 pt

Line spacing: 21.6 pt

7 Copy text

Font: Rotis Sans Serif light, regular or bold, 9 pt

Line spacing: 10.8 mm

Bullet points: Zapf Dingbats, 7.5 pt

8 Response elements

Font: Rotis Sans Serif Bold, 10 pt

Advertisements

Advertisements 210 × 148 mm, DIN A5

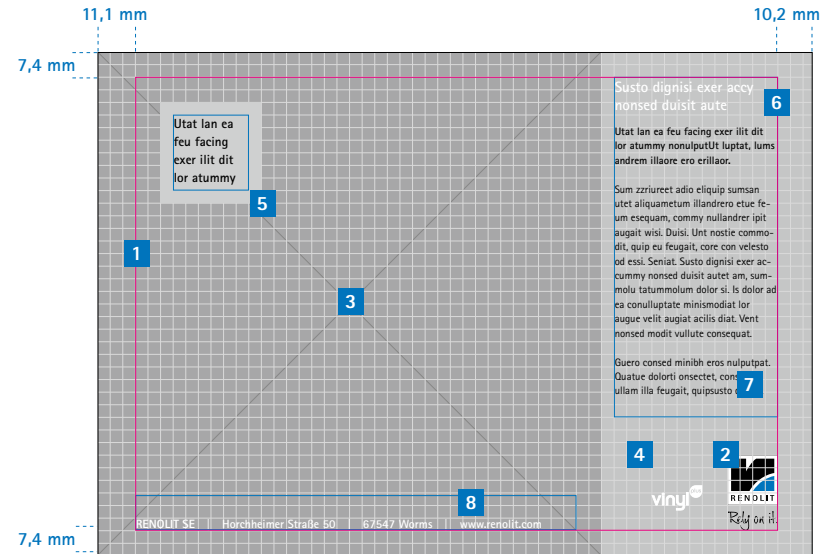
Layout

When the DIN A5 advertisement is on the right page of the publication, logo and copy are also positioned on the right, with the large square on the left.

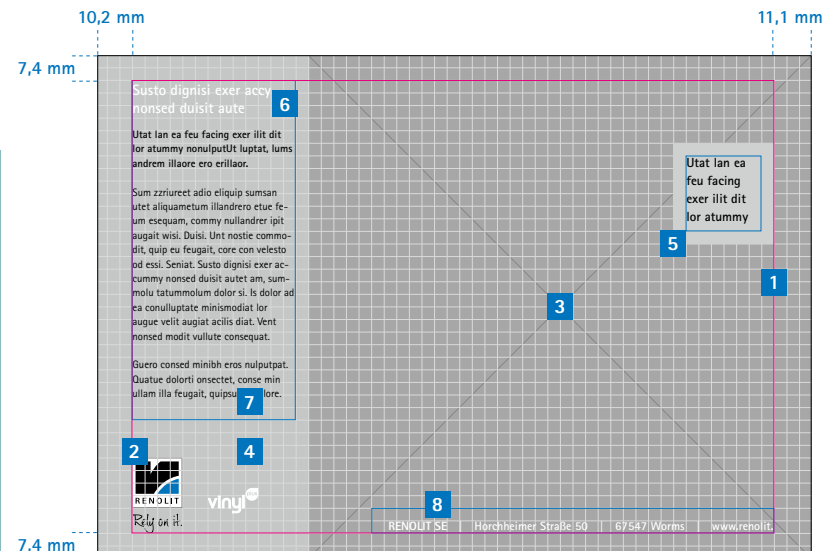
When the DIN A5 advertisement is on the left page of the publication, logo and copy are also positioned on the left, with the large square on the right.



Advertisement, DIN A5, right page of publication



Example Advertisement, DIN A5, right page of publication



Advertisement, DIN A5, left page of publication

1 Layout grid and type area

Layout grid: 3.7 mm

1 RQ

Type area:

11.1 mm to centre of publication / binding edge,

7.4 mm from top and bottom,

10.2 mm to outer edge

2 Logo with claim

4 RQ × 6 RQ

Size: 14.8 × 22.2 mm

3 Picture motif in the main square

40 RQ × 40 RQ

Size: 148 × 148 mm

4 Platform

Size: 62 × 148 mm

5 Message square

8 RQ × 8 RQ

Size: 29.6 × 29.6 mm

Font: Rotis Sans Serif regular, 10 - 11 pt

Line spacing: 12 - 13.2 pt

6 Headline

Font: Rotis Sans Serif bold, 12 - 13 pt

Line spacing: 14.4 - 15.6 pt

7 Copy text

Font: Rotis Sans Serif, 9 pt

Line spacing: 10.8 pt

8 Response elements

Font: Rotis Sans Serif Bold, 10 pt

Posters

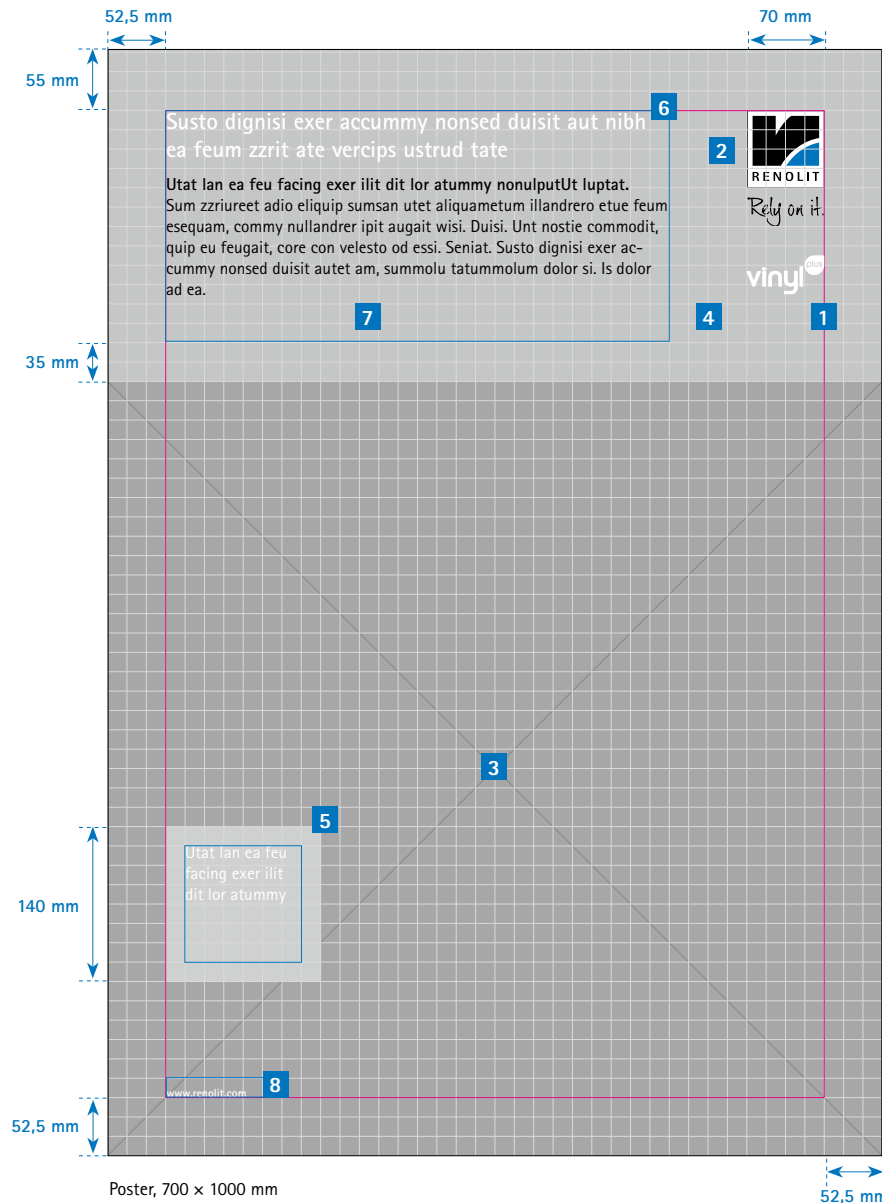
Poster 700 × 1000 mm, picture motif at bottom

Layout

When the main focus is on the motif and the poster's long-distance effect, logo and text are placed at the top, the picture motif in the large main square (at the bottom).



Example: Trade fair poster, 700 × 1000 mm



Poster, 700 × 1000 mm

1 Layout grid and type area

Layout grid: $x = 17.5 \text{ mm}$

1 RQ

Type area: 52.5 mm from bottom, left and right,

55 mm from top

2 Logo with claim

Size: 70 × 105 mm

4 RQ × 6 RQ

3 Picture motif in main square

Size: 700 × 700 mm

40 RQ × 40 RQ

4 Platform

Size: 700 × 300 mm

5 Message square

8 RQ × 8 RQ

Width: 140 mm

Font: Rotis Sans Serif regular, 45 pt

Line spacing: 54 pt

6 Headline

Font: Rotis Sans Serif bold, 60 pt

Line spacing: 72 pt

Spacing after: 10 mm

7 Copy text

Font: Rotis Sans Serif light, regular or bold, 45 pt

Line spacing: 54 pt

8 Internet address

Font: Rotis Sans Serif Bold, 30 pt

Poster

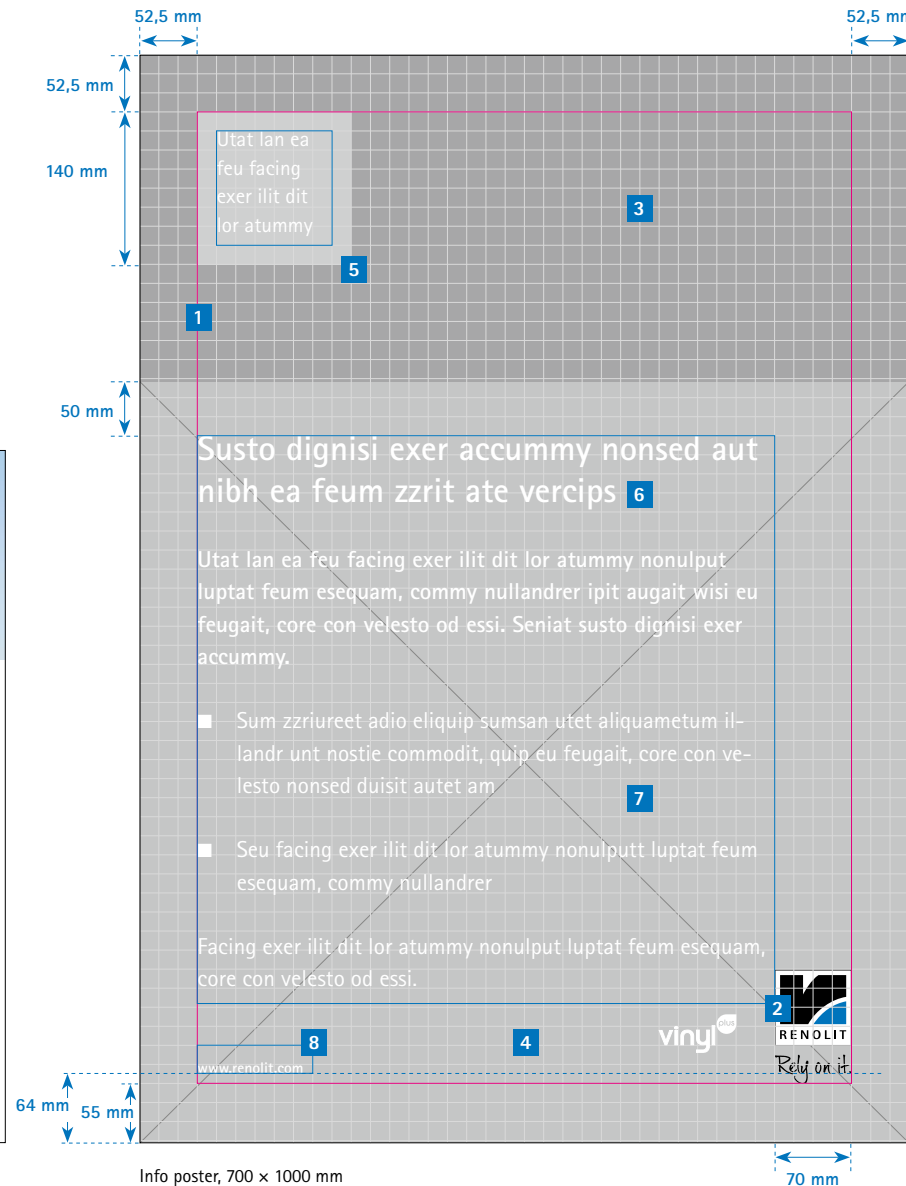
Info poster for trade fair, 700 x 1000 mm

Layout

When the main emphasis is on the poster's text information (e.g. info posters with extensive copy), logo and text are placed in the main square (at the bottom), the picture motif in the upper area.



Example: Info poster, 700 x 1000 mm



Info poster, 700 x 1000 mm

1 Layout grid and type area

Layout grid: x = 17.5 mm

1 RQ

Type area: 52.5 mm from top, left and right,
55 mm from bottom

2 Logo with claim

4 RQ x 6 RQ

Size: 70 x 105 mm

3 Picture motif on the platform

Size: 700 x 300 mm

4 Main square

Size: 700 x 700 mm

40 RQ x 40 RQ

5 Message square

8 RQ x 8 RQ

Width: 2 x logo width = 140 mm

Font: Rotis Sans Serif regular, 55 pt

Line spacing: 75 pt

6 Headline (optional)

Font: Rotis Sans Serif bold, 90 pt

Line spacing: 110 pt

Spacing after: 30 mm

7 Copy text

Font: Rotis Sans Serif light, regular or bold, 60 pt

Line spacing: 84 pt

Bullet points: Zapf Dingbats, regular, 50 pt

8 Internet address

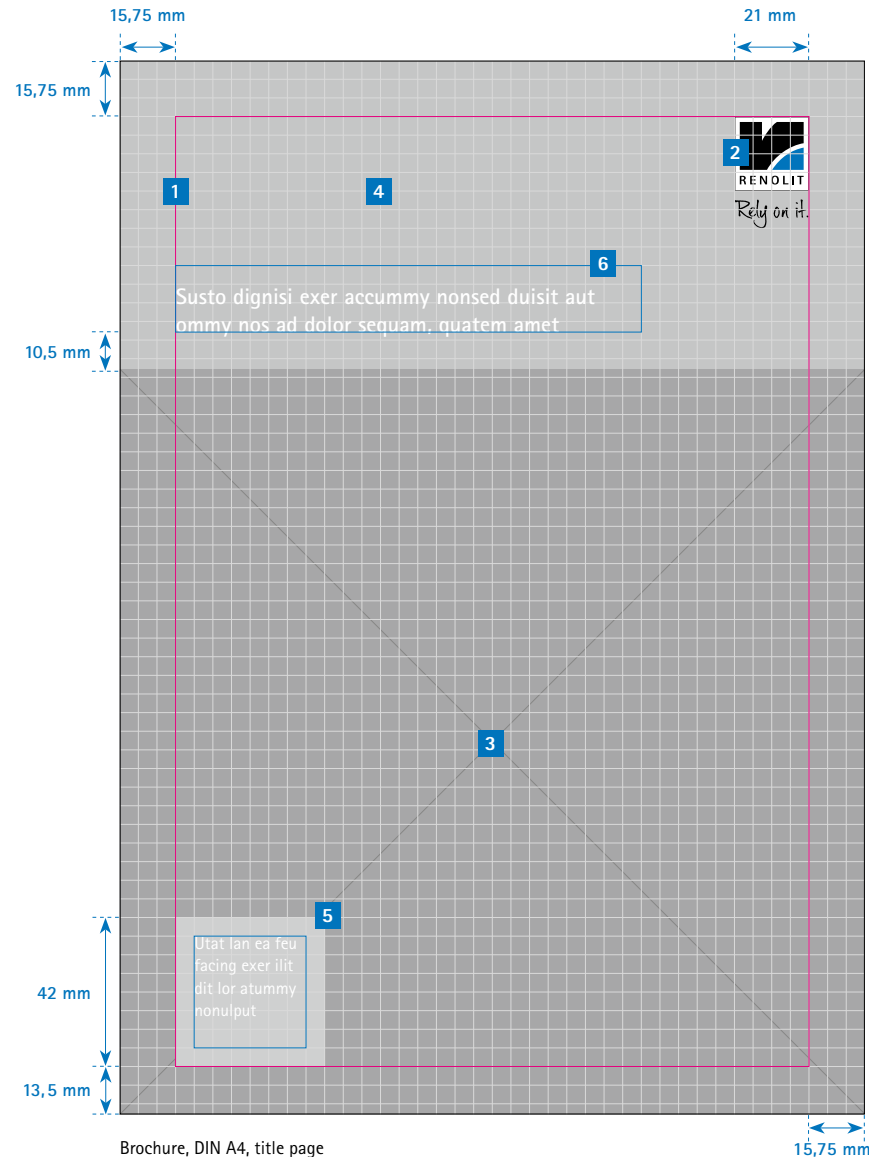
Font: Rotis Sans Serif Bold, 40 pt

Brochures

Brochure 210 x 297 mm, DIN A4

Layout

On the title page of brochures the logo and text are always placed at the top, while the picture motif is positioned in the main square (at the bottom).



Brochure, DIN A4, title page

1 Layout grid and type area

Layout grid: $x = 5.25$ mm 1 RQ
Type area: 15.75 mm from top, left and right,
13.5 mm from bottom

2 Logo with claim, title page and back page

Size: 21 x 31.5 mm 4 RQ x 6 RQ

3 Main square

Size: 210 x 210 mm 40 RQ x 40 RQ

4 Platform

Size: 210 x 87 mm

5 Message square

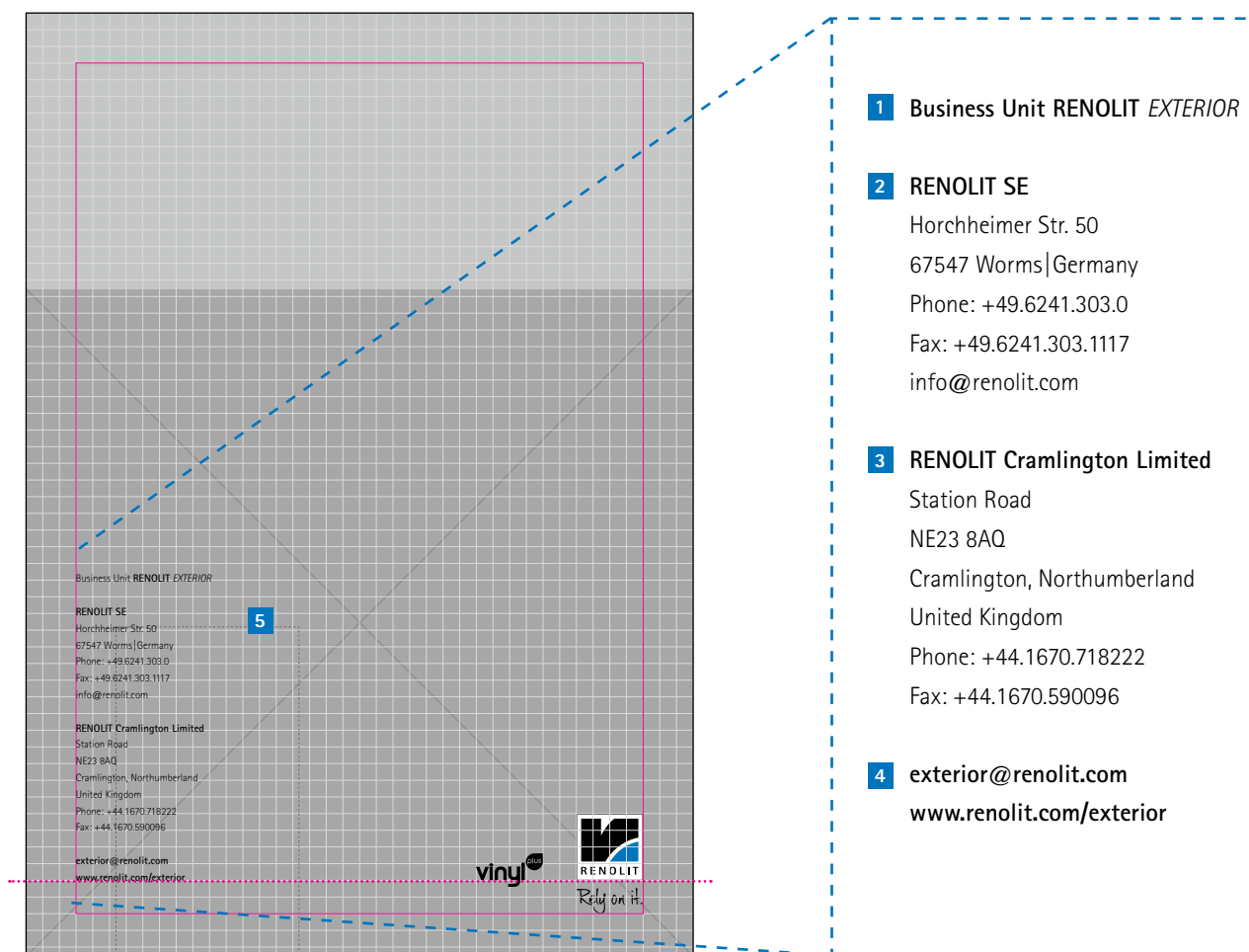
Width: $2 \times \text{logo width} = 42$ mm 8 RQ x 8 RQ
Font: Rotis Sans Serif regular, 14 pt
Line spacing: 18 pt

6 Headline

Font: Rotis Sans Serif bold, 18 pt
Line spacing: 22 pt
Distance from large square: 10.5 mm (= 2 x)

Brochures

Brochure 210 x 297 mm, DIN A4 – back page



Back page of brochure, DIN A4

Notation of addresses

Country and area codes and extensions are separated by a full stop. Where space is limited, country codes may be set in a single line separated by a vertical line.

1 Business Unit information

Internationally, the term "Business Unit" is always set as two words beginning with capital letters, as shown in the example.

2 Address block with RENOLIT SE Headquarters (optional)

Font company name: Rotis Sans Serif bold, 9.5 pt
Font: Rotis Sans Serif bold, 9.5 pt

3 Address blocks of other plants

Font company name: Rotis Sans Serif bold, 9.5 pt
Font: Rotis Sans Serif bold, 9.5 pt

4 E-mail and Internet address information

If an extended URL is used, mention of the www.renolit.com domain may be omitted.

Alignment: Justified to the square of the **RENOLIT** logo
Font: Rotis Sans Serif bold, 11 pt

5 Layout of the main square on back page

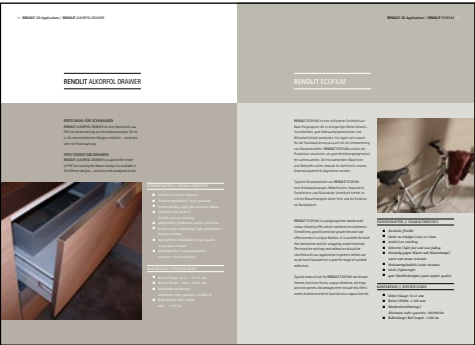
A continuous coloured area or a picture motif which covers both title and back page is also possible.

Brochures

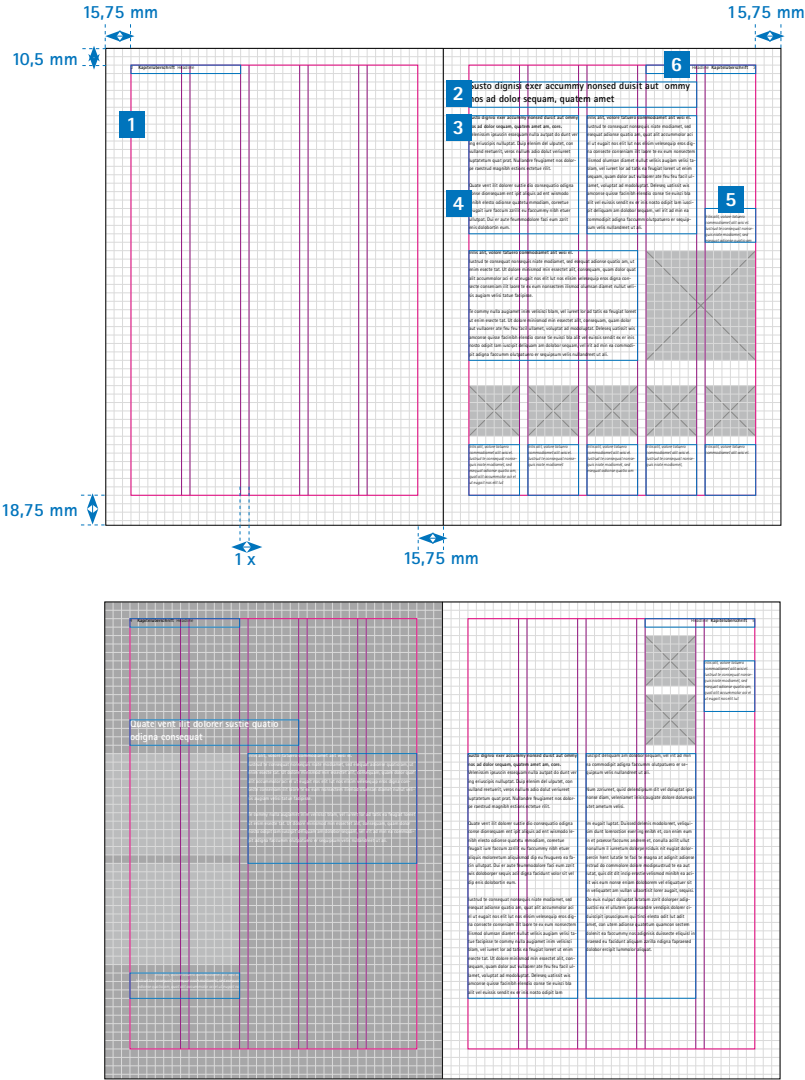
Inside pages of brochure, DIN A4

Layout

The square must be quoted as central design element at least once on every double page. This can be achieved through different stylistic means: square-cropped images, shapes, areas of colour, backgrounds, formats, etc.



Examples: inside pages of brochures



Brochure, DIN A4, example layouts for inside pages

1 Layout grid and type area

Layout grid: x = 5.25 mm

Type area: 10.5 mm from top,
15.75 mm from left and right,

18.75 mm from bottom

Number of columns: 5

Column spacing: 5.25 mm (= 1 RQ)

2 Headline

Font: Rotis Sans Serif bold, 18 pt

Line spacing: 22 pt

3 Sublines

Font: Rotis Sans Serif bold, 9/9.5 pt

Capitals optional

Line spacing: 11.5 pt

4 Copy text

Font: Rotis Sans Serif light/regular, 9/9.5 pt

Line spacing: 11.5 pt

5 Captions

Font: Rotis Sans Serif light italic, 8 pt

Line spacing: 10 pt

6 Page number and section name

Font: Rotis Sans Serif bold/light, 9 pt

1 RQ

Brochures

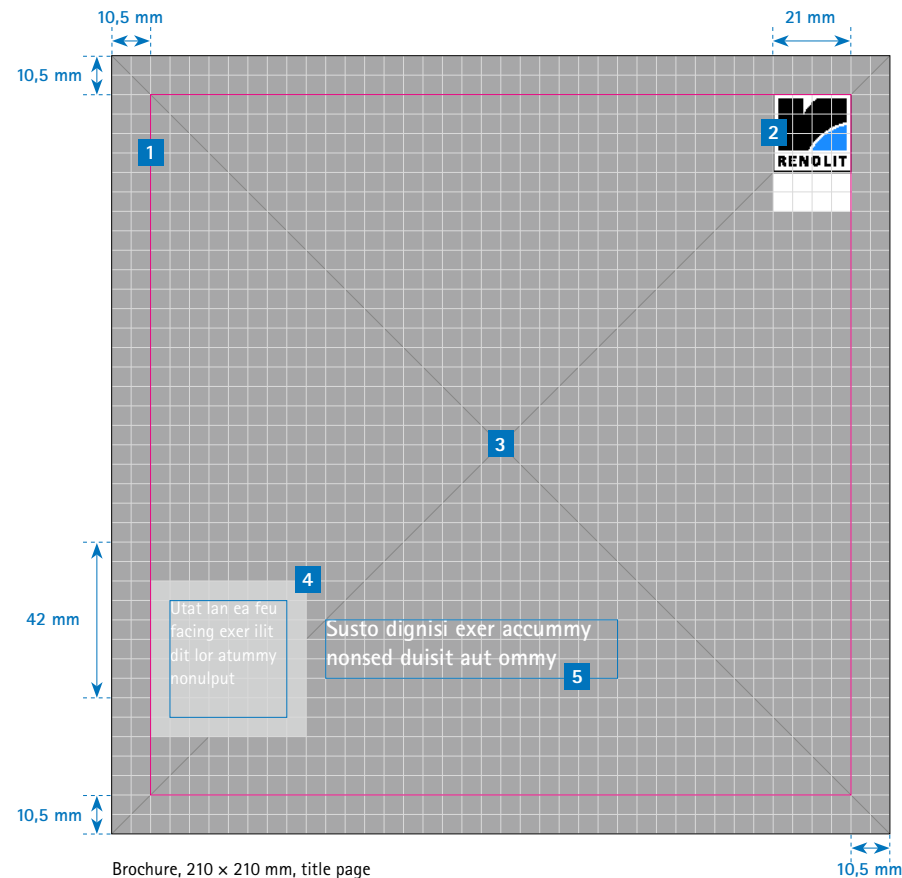
Brochure in square format, 210 x 210 mm

Layout

In brochures in square format the picture format extends over the entire square. It is important to choose a restful background for the motif. The headline appears directly on the motif.



Example – title page of brochure in square format



Brochure, 210 x 210 mm, title page

1 Layout grid and type area

Layout grid: $x = 5.25 \text{ mm}$

1 RQ

Type area: 10.5 mm from all sides

2 Logo with claim, title page and back page

Size: $21 \times 31.5 \text{ mm}$

Position, title page: At top right of type area

Position, back page: At bottom right of type area

3 Main square (total format)

Width: $210 \times 210 \text{ mm}$

40 RQ x 40 RQ

4 Message square

8 RQ x 8 RQ

Width: $2 \times \text{logo width} = 42 \text{ mm}$

Font: Rotis Sans Serif regular, 14 pt

Line spacing: 18 pt

5 Headline

Font: Rotis Sans Serif bold, 18 pt

Line spacing: 22 pt

Back page

See DIN A4 brochure

Brochures

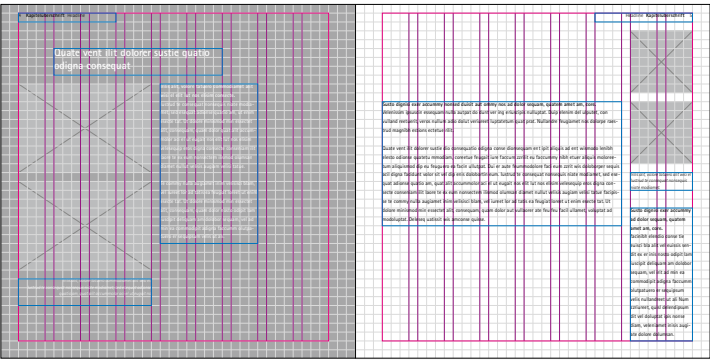
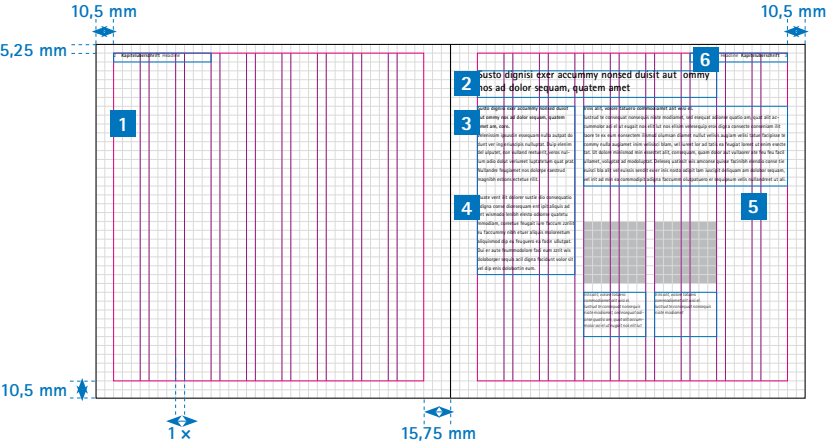
Brochure in square format, inside pages

Layout

The square must be quoted as central design element at least once on every double page. A variety of stylistic devices can be used to accomplish this: the page format itself, form setting, backgrounds, areas of colour, square image motifs, etc.



Examples: inside pages of square format brochures



1 Layout grid and type area

Layout grid: x = 5.25 mm
Type area: 5.25 mm from top,
10.5 mm from bottom and outside,
15.75 mm from inside;
Number of columns: 9
Column spacing: 1 RQ

1 RQ

2 Headline

Font: Rotis Sans Serif bold, 18 pt
Line spacing: 22 pt

3 Sublines

Font: Rotis Sans Serif bold, 9/9.5 pt
Capitals optional
Line spacing: 11.5 pt

4 Copy text

Font: Rotis Sans Serif light/regular, 9/9.5 pt
Line spacing: 11.5 pt

5 Captions

Font: Rotis Sans Serif light italic, 8 pt
Line spacing: 10.5 pt

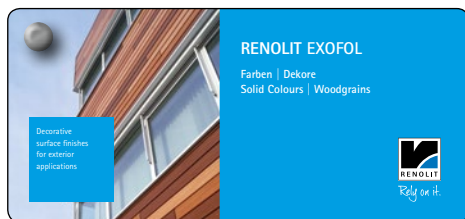
6 Page number and section name

Font: Rotis Sans Serif Bold/Light, 9 pt

Décor fans

Décor fans 150 x 70 mm, landscape format

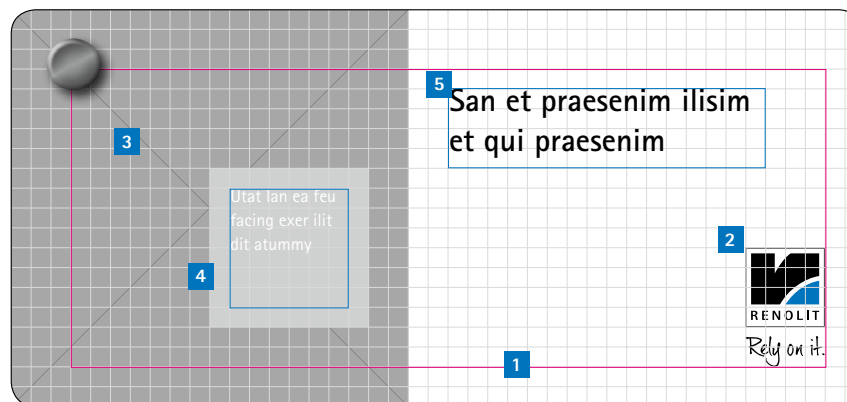
Variant 1



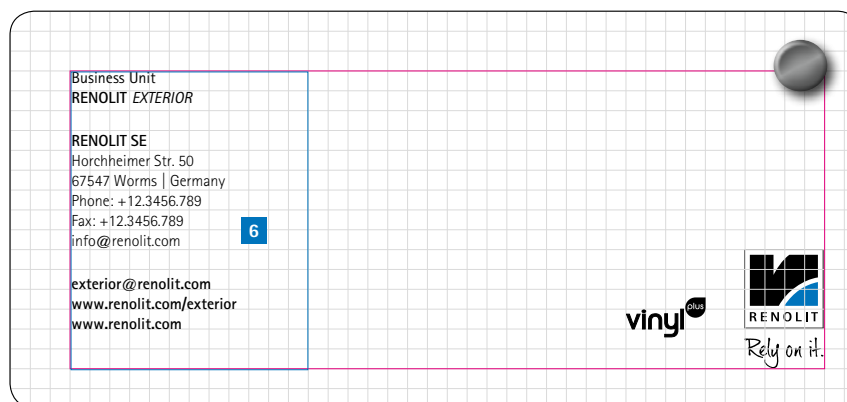
Variant 2



Variants for front page



Front page



Back page

Layout of décor fans

Variant 1: The picture motif is placed in a square (main square) on the left, the height of which fills the entire format.

Variante 2: The picture motif is format-filling.

1 Layout grid and type area

Layout grid: x = 3.5 mm

Type area: 10.5 mm from top and left,
7 mm from bottom,
6.5 mm from right

2 Logo with claim

Size: 14 x 21 mm

3 Picture motif at side or over entire leaf

Size: 70 x 70 mm

Alternative: Full-area picture motif or coloured area covering entire leaf in background

4 Message square

Size: 28 x 28 mm

Font: Rotis Sans Serif regular, 9 pt

Line spacing: 12 pt

5 Headline (optional)

Font: Rotis Sans Serif bold

Font size: 16 pt

Line spacing: 20 pt

Position: 7 mm from picture motif

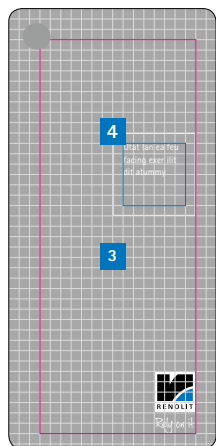
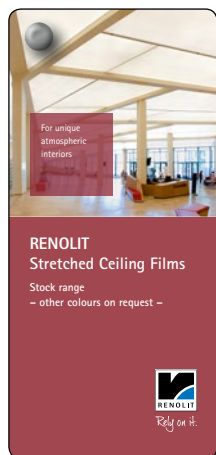
6 Closing address on back page

Font: Rotis Sans Serif bold/regular, 8 pt

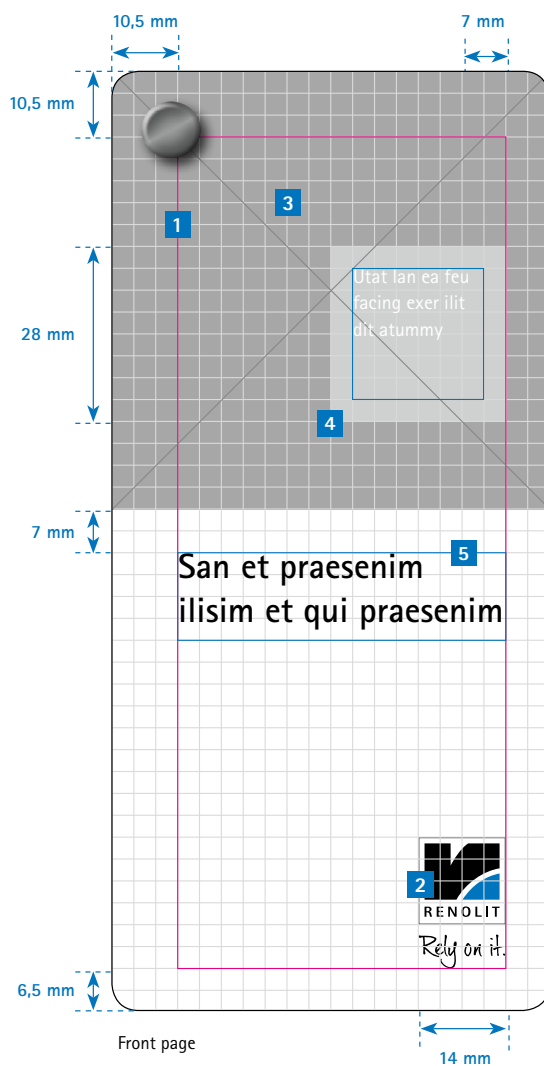
Line spacing: 10 pt

Décor fans

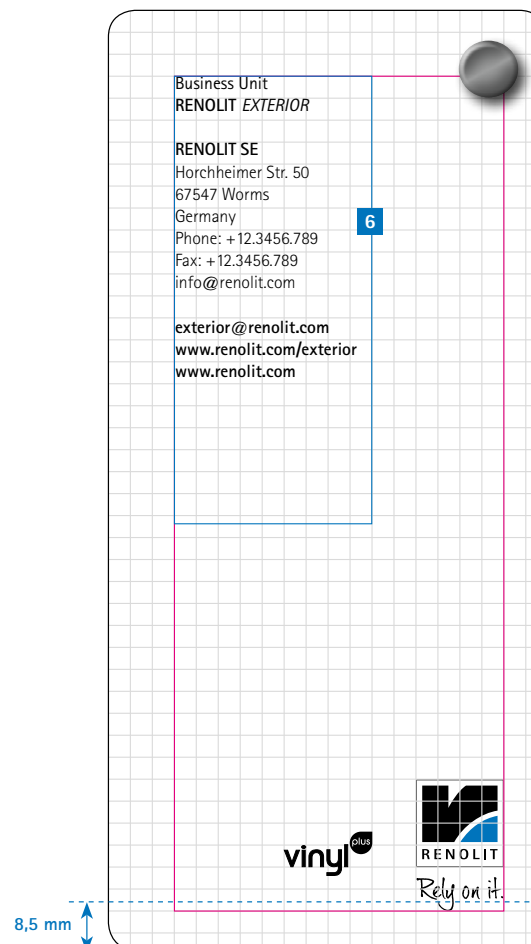
Décor fans, 70 x 170 mm, portrait format



Variants for front page



Front page



Back page

Layout of décor fans

Variant 3: The picture motif is placed in a square (main square) at the top, the height of which fills the entire format.

Variant 4: The picture motif is format-filling.

1 Layout grid and type area

Layout grid: $x = 3.5 \text{ mm}$

Type area: 10.5 mm from top and left,

7 mm from right,

6.5 mm from bottom

2 Logo with claim

Size: $14 \times 21 \text{ mm}$

3 Picture motif at top or over entire leaf

Size: $70 \times 70 \text{ mm}$

Alternative: Full-area picture motif or coloured area covering entire leaf in background

4 Message square

Size: $28 \times 28 \text{ mm}$

Font: Rotis Sans Serif regular, 9 pt

Line spacing: 12 pt

5 Headline (optional)

Font: Rotis Sans Serif bold

Font size: 16 pt

Line spacing: 20 pt

Position: 7 mm from picture motif

6 Closing address on back page

Font: Rotis Sans Serif bold/regular, 8 pt

Line spacing: 10 pt

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RENOLIT SE

Corporate Communications
Horchheimer Straße 50
67547 Worms
Deutschland
www.renolit.com

Contact

Kathrin Johannsen
Corporate Communications
E-Mail: kathrin.johannsen@renolit.com
Telefon: +49.6241.303.338