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1. INTRODUCTION

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▶ IDENTICA – the name
1. INTRODUCTION
The philosophy of IDENTICA

What is a brand?

Consider the classic definition of a brand: One speaks of a brand when market participants can identify a provider, including his services, strictly by seeing the brand.

Penetrating the relevant target groups is essential for the brand development. The ultimate objective is to penetrate the market with the brand. But not randomly in a shotgun approach – but rather in a controlled and precise manner. In plain language: the IDENTICA logo is displayed on all advertising materials and advertising media. When you comply with the defined corporate design, and use the available communication instruments, you can achieve recognition, the value of which cannot be overestimated.

This corporate design manual represents an important instrument that you can use to strengthen the brand and your company.
1. INTRODUCTION
IDENTICA – the name

IDENTICA - a name that sets new standards!

Why the name IDENTICA? Because it is the program. Because identity means nothing less than “Recognition - the best possible match.”

IDENTICA represents the self-awareness of the brand itself, for the equality of quality, choice and performance over the entire area covered by the network.

The following pages explain the colour “code” of the IDENTICA brand and demonstrate how the logo is used properly. This document will also help to sharpen your senses for IDENTICA. To live IDENTICA. In short: to build your IDENTICA identity.
2. LOGO TYPE AND FONT

› The logo in colour and black and white
› The logo with slogan
› The logo – the dimensions and proportions
› The colours of the logo
› The IDENTICA fonts
2. LOGO TYPE AND FONT
The logo in colour and black and white

The logo has the brand text next to the brand graphic. In special cases, the brand text and brand graphic are stacked. The spacing of the elements to each other should always be identical.

In special cases, the brand graphic may (used only for advertising material, signs) also be alone, but this requires the approval of the system headquarters. The logo is highlighted by a light, soft aura (glow), which better separates the logo from the background. The aura can be omitted when using certain techniques (such as adhesive letters and screen printing).
2. LOGO TYPE AND FONT
The logo in colour and black and white

The use determines the application

› Brochures, ads in magazines, flyers and other print media that are printed using a fine grid

3-D Logo with glow, colour  3-D logo with glow, grayscale

› Newspaper ads, yellow pages and other print media that are printed in a coarse grid

Logo with glow, colour  logo white on gray

› Stamps, engravings and other printing methods that allow only one “colour”

Logo negative on white  Logo negative on black

› Facade labels, vehicle wraps and all other print productions where foil cutting is used

Logo without glow, colour
2. LOGO TYPE AND FONT
The logo with claim

A claim is a slogan and is part of the logo. The font used for the IDENTICA claim is **Serpentine Bold Oblique** in upper case.

IDENTICA is an international service system. Below you will find the logo with slogan in various European languages.

Logo and slogan in German

Logo and slogan in Spanish

Logo and slogan in Portugese

Logo and slogan in English
2. LOGO TYPE AND FONT
The logo – dimensions and proportions

The dimensions and proportions and minimum distances to the edge:

< Distance “A” in height
< Centre line of the brand word is the centre line of brand graphic.
< Distance “A” in height
< Distance “A” in width
< a distance of 1/2 “I” in height. Distance “A” in the width >
2. LOGO TYPE AND FONT
The logo – dimensions and proportions

Use of the logo with claim for print production

Below you will find details of the correct logo use in printed media.
2. LOGO TYPE AND FONT
The logo – dimensions and proportions

Use of the logo with claim for print production

Below you will find details of the correct logo use in printed media.
2. LOGO TYPE AND FONT
The logo – dimensions and proportions

Use of the logo slogan for print production

Below you will find details of the correct logo use in printed media.

The claim in this version must not be wider than the width of the brand text + brand graphic.
2. LOGO TYPE AND FONT
The logo colours

Show your colours, but in the right way!

The basis for the design and different ways of highlighting are the colours from which the logo is composed. These are:

**IDENTICA Grey**
- as Pantone colour: Pantone Cool Gray 7C
- as process colour: 47 % Black
- as web colour: RGB 135, 137, 140 (#87898c)
- as RAL colour: a) RAL 7045 Tele gray 1 (template no. 772429)
  b) RAL 7036 Platinum gray (template no. 772431)
- as foil colour: a) Fascal 886 steel gray or
  b) Oracal 751–076

**Attention!**
Whenever possible, vehicle lettering should be rendered in metallic silver in the base colour and the text of the claim in Anthracite; foil: e.g. Mactac 9889-05 (better readability than white – no washout).

**IDENTICA Yellow**
- as Pantone colour: Pantone 123C
- as process colour: Magenta 30,5 %, Yellow 94 %
- as web colour: RGB 246, 170, 38 (#f6aa26)
- as RAL colour: RAL 1003 Signal Yellow (template no. 772433)
- as foil colour: a) Fascal 856
  b) Oracal 751–020
- Wall colour: Brillux 6367–2

**IDENTICA Petrol**
- as Pantone colour: Pantone 315C
- as process colour: Cyan 100 %, Yellow 15 %, Black 47 %
- as web colour: RGB 0, 89, 113 (#005971)
- as RAL colour: RAL Design 2004040 (template no. 772435)
- as foil colour: a) Fascal 943
  b) Oracal 751–608
- Wall colour: Brillux 7934–2
2. LOGO TYPE AND FONT

The IDENTICA fonts

Always consistent and legible

Selected typefaces from Serpentine ICG and the Univers LT Std are used as fonts. Serpentine ICG is a bold sans serif font, which simultaneously has a modern appearance due to its unusual shape and draws attention. It is therefore suitable for headlines and for emphasis.

Univers LT Std is a classic, sans serif font with proven shapes. Without being boring, it also gives longer text legibility. It is therefore used for all sub-headings and text.

The following shows example patterns of the two font families:

› Univers LT Std 45 Light (body text)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.-?!ß§€
```

› Univers LT Std 55 Roman (body text)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.-?!ß§€
```

› Univers LT Std Bold (subtitle)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.-?!ß§€
```

› Serpentine ICG Bold Oblique (headline and highlights)

```
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890 ,.-?!ß§
```
2. LOGO TYPE AND FONT
The IDENTICA fonts

Your correspondence font

Arial is a clear, sans serif font, which can be used across platforms. It is used in all correspondence media: letters, fax templates, offers, order confirmations, invoices, delivery notes, etc. Furthermore, it is used as the text body in presentations.

› Arial (body text)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890  ?!ß

› Arial Bold (highlights)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890  ?!ß
3. **APPEARANCE EXTERIOR AND INTERIOR DESIGN**

- External facade
- Notice signs
- Workshop Control System
- Vehicle Graphics
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Exterior facade

The rules for logo usage described in the preceding chapter (logotype and font) apply for the exterior design.

On the front façade, the company name must be placed before the claim and logo in a 1.5:1 ratio (always using the IDENTICA Typo Serpentine Bold Oblique).
3. **APPEARANCE EXTerior AND INTERIOR DESIGN**

**Exterior facade**

**Exception**

1. If the slogan and logo appear at least on one other building view separately without the company name, the company name on the front facade can be positioned before the claim and logo in a 1.5:1 ratio (always using the IDENTICA Typo Serpentine Bold Oblique).

![Example Image](image-url)

The consent of HQ must always be obtained first for both cases. Other variations than those shown here are not possible.

2. If, structural reasons cause the company name to be shown separately on a building protrusion, this version is also possible.

![Example Image](image-url)

The lettering IDENTICA and the claim have the same cap height! The company name is in the ratio of 1:1.5 to the claim (e.g. claim 10 cm and company name 15 cm capitals)! Font for company name and slogan is **Serpentine Bold Oblique** in capital letters. IDENTICA logo, slogan and company name are centred vertically and horizontally right-justified. All IDEN and A- distances must be adhered to. The left A-distance may be optionally bigger!
Exception - gabled roof

The following additional options are available for labelling a gabled roof: the company name is above the claim, and the brand text and brand graphic. Please note the specific distances between the company name and brand text and brand graphic applicable in this case!
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Signage

Parking signs

![Parking Signs Image]
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Signage

Business hour sign

When applying the business hour sign on glass, the typeface and logo can be completely set in white! (See Chapter 2 – The logo in colour and black and white)
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Signage

The information sign – format example 1

The information sign – format example 2

› Procedure for rendering the arrow

Square  Rotate 45°  Remove left corner  Compress by half in width

[Diagrams of square transformations]
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Signage

The pylon – example for a long company name

SMITH AND MILLER LIMITED

› Accident repair
› Car painting
› Car loaner and rental
› Industrial painting
› Pick up and drop off service

www.identica-smith.uk
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Signage

The pylon – example for a short company name

IDENTICA
THE BODYWORK AND PAINT EXPERTS

SMITH

› Accident repair
› Car painting
› Car loaner and rental
› Industrial painting
› Pick up and drop off service

www.identica-smith.uk
3. APPEARANCE EXTerior and Interior Design

Workshop management system – Painting

› All signs are possible at heights of 20 cm, 25 cm and 30 cm.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Workshop management system – Painting

› All signs are possible at heights of 20 cm, 25 cm and 30 cm.
3. APPEARANCE exterior and interior design

Workshop management system – Bodywork and mechanical systems

- All signs are possible at heights of 20 cm, 25 cm and 30 cm.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Workshop management system – Office and reception

› All signs are possible at heights of 20 cm, 25 cm and 30 cm.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Workshop management system – Public areas and miscellaneous

All signs are possible at heights of 20 cm, 25 cm and 30 cm.
To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution:** If white on silver is used for labelling, the contrast is too low, creating a blend effect.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Vehicle signage – Version 1, Ultra-compact car example

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution:** If white on silver is used for labelling, the contrast is too low, creating a blend effect.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Vehicle signage – Version 1, Compact car example

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution:** If white on silver is used for labelling, the contrast is too low, creating a blend effect.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Vehicle signage – Version 1, Saloon example

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. Caution: If white on silver is used for labelling, the contrast is too low, creating a blend effect.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN

Vehicle signage – Version 1, Estate car example

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution:** *If white on silver is used for labelling, the contrast is too low, creating a blend effect.*
To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution**: If **white** on silver is used for labelling, the contrast is too low, creating a blend effect.

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**3. APPEARANCE EXTERIOR AND INTERIOR DESIGN**

Vehicle signage – Version 2, Ultra-compact car example
3. **APPEARANCE EXTERIOR AND INTERIOR DESIGN**

Vehicle signage – Version 2, Ultra-compact car example

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution: If white on silver is used for labelling, the contrast is too low, creating a blend effect.**
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Vehicle signage – Version 2, Sub-compact car example

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. Caution: If white on silver is used for labelling, the contrast is too low, creating a blend effect.
To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution: If white on silver is used for labelling, the contrast is too low, creating a blend effect.**
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Vehicle signage – Version 2, Estate car example

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution:** If white on silver is used for labelling, the contrast is too low, creating a blend effect.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Vehicle signage – Vans, utility vehicles

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. **Caution:** If white on silver is used for labelling, the contrast is too low, creating a blend effect.
3. APPEARANCE EXTERIOR AND INTERIOR DESIGN
Vehicle signage – Vans, utility vehicles

To ensure good readability, we recommend that you set the writing of the claim and the personalisation in anthracite on silver metal as the basic vehicle colour. Caution: If white on silver is used for labelling, the contrast is too low, creating a blend effect.
4. CORPORATE STATIONERY

› The letterhead
› The business card
› The sticky note
› The address label
› The envelope
› The stamp
4. CORPORATE STATIONERY

The letterhead

An upper sheet, A4 format (210 x 297 mm)

Use your letterhead as an invoice sheet. This saves additional printing costs.

THE BODYWORK AND PAINT EXPERTS

SMITH LIMITED

Bodywork and accident repair
Pick-up and delivery service
24-hour accessibility
30 year paint warranty
and a 5 year warranty
4. CORPORATE STATIONERY

The letterhead

Following sheet, A4 format (210 x 297 mm)
4. CORPORATE STATIONERY

The letterhead

Dimensions
Dear IDENTICA partners,

As previously announced, we were able to contract the illustrator and artist Helge Jepsen for designing a Christmas card series on metal cards in the so-called “vintage” style. And the first design is finished: “Christmas Petrol.”

The graphics are printed on metal cards and emphasise the collectible character. The edition is limited to the quantity ordered by all IDENTICA partners and will not be offered in a second edition. Over the next four years, there will be other limited metal card designs at Christmas. The materials to be printed and the motifs of the automotive world allows your company to dip into the Christmas theme world. Your customers will be delighted with these friendly eye-catching cards.

Take advantage of the opportunity to surprise your clients with these unique metal cards. Using the enclosed reply form, you can order your desired number of units – and the associated advent calendar at the same time. It matches the Christmas card motif.

We look forward to your numerous orders and will help with any questions you may have.

Kind regards from Cologne,

Your team from IDENTICA Service Centre

P.S.: You do not need to resend the fax if your order of the cards has already been placed.
4. CORPORATE STATIONERY

The business card

1-sided, format 85 x 55 mm

MARKUS SMITH
Managing Director

Smith Limited
Sample Road 0 · 00000 Model City
Phone 00000/0000 · Fax 00000/0000
info@identica-smith.uk
www.identica-smith.uk
4. CORPORATE STATIONERY

The business card

2-sided, format 85 x 55 mm

MARKUS SMITH
Managing Director

Smith Limited
Sample Road 0 · 00000 Model City
Phone 00000/0000 · Fax 00000/0000

info@identica-smith.uk
www.identica-smith.uk
4. CORPORATE STATIONERY

The sticky note

Format 210 x 100 mm
4. CORPORATE STATIONERY

The address label

Ready for laser printing, 8 labels à 105 x 74 mm on one A4 sheet
4. CORPORATE STATIONERY

The envelope

Format 220 x 110 mm, with window
4. CORPORATE STATIONERY

The envelope

DIN C4 (229 x 323 mm), with window
4. CORPORATE STATIONERY

The stamp

Format 68 x 24 mm
5. SPECIAL VERSION WITHOUT CLAIM

› External facade

› Corporate stationery
5. SPECIAL VERSION WITHOUT CLAIM

Exterior facade

Exterior facade without claim

The claim “The body and paint experts” identifies the partner company as the experts in this field – even more: The IDENTICA brand stands for the maximum expertise in the body and paint sector.

But a special version was developed to be fair to the companies that offer these services in addition to other vehicle services, such as mechanical systems. These establishments may advertise without the addition “The body and paint experts” after consulting with HQ.

The company name appears before the logo in a 1.5:1 ratio (company name lettering to IDENTICA – always using the IDENTICA Typo Serpentine Bold Oblique).
5. SPECIAL VERSION WITHOUT CLAIM

Corporate stationery – the letterhead

Upper sheet, A4 format (210 x 297 mm)

Use your letterhead as an invoice sheet. This saves additional printing costs.
5. SPECIAL VERSION WITHOUT CLAIM
Corporate stationery – the letterhead

Following sheet, A4 format (210 x 297 mm)
5. SPECIAL VERSION WITHOUT CLAIM

Corporate stationery – the business card

1-sided, format 85 x 55 mm

MARKUS SMITH
Managing Director

Smith Limited
Sample Road 0-00000 Model City
Phone 00000/0000 · Fax 00000/0000
info@identica-smith.uk
www.identica-smith.uk
5. SPECIAL VERSION WITHOUT CLAIM

Corporate stationery – the business card

2-sided, format 85 x 55 mm

MARKUS SMITH
Managing Director

Smith Limited
Sample Road 0 - 00000 Model City
Phone 00000/0000 - Fax 00000/0000

info@identica-smith.uk
www.identica-smith.uk
5. SPECIAL VERSION WITHOUT CLAIM

Corporate stationery – the sticky note

Format 210 x 100 mm
5. SPECIAL VERSION WITHOUT CLAIM

Corporate stationery – the address label

Ready for laser printing, 8 labels à 105 x 74 mm on one A4 sheet
5. SPECIAL VERSION WITHOUT CLAIM
Corporate stationery – the stamp

Format 68 x 24 mm
IDENTICA – THE FULL-SERVICE SYSTEM
BY SPIES HECKER GMBH

Tel. +49 (0) 800/24 33 684 · Fax +49 (0) 800/88 28 222
info@identica.de · www.identica.de

THE BODYWORK AND PAINT EXPERTS
IDENTICA