



HOW TO MAKE A DIFFERENCE

Our Brand Design

STATUS: 15 NOVEMBER 2019

STYLEGUIDE

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Whether you start with Mount Rushmore or your own driveway – there are many ways you can make the world a little bit better.

It is not just what you do that counts. It is also how you do it. That is why we design tools that make a difference. For people who make a difference every day.



Heart Kandament

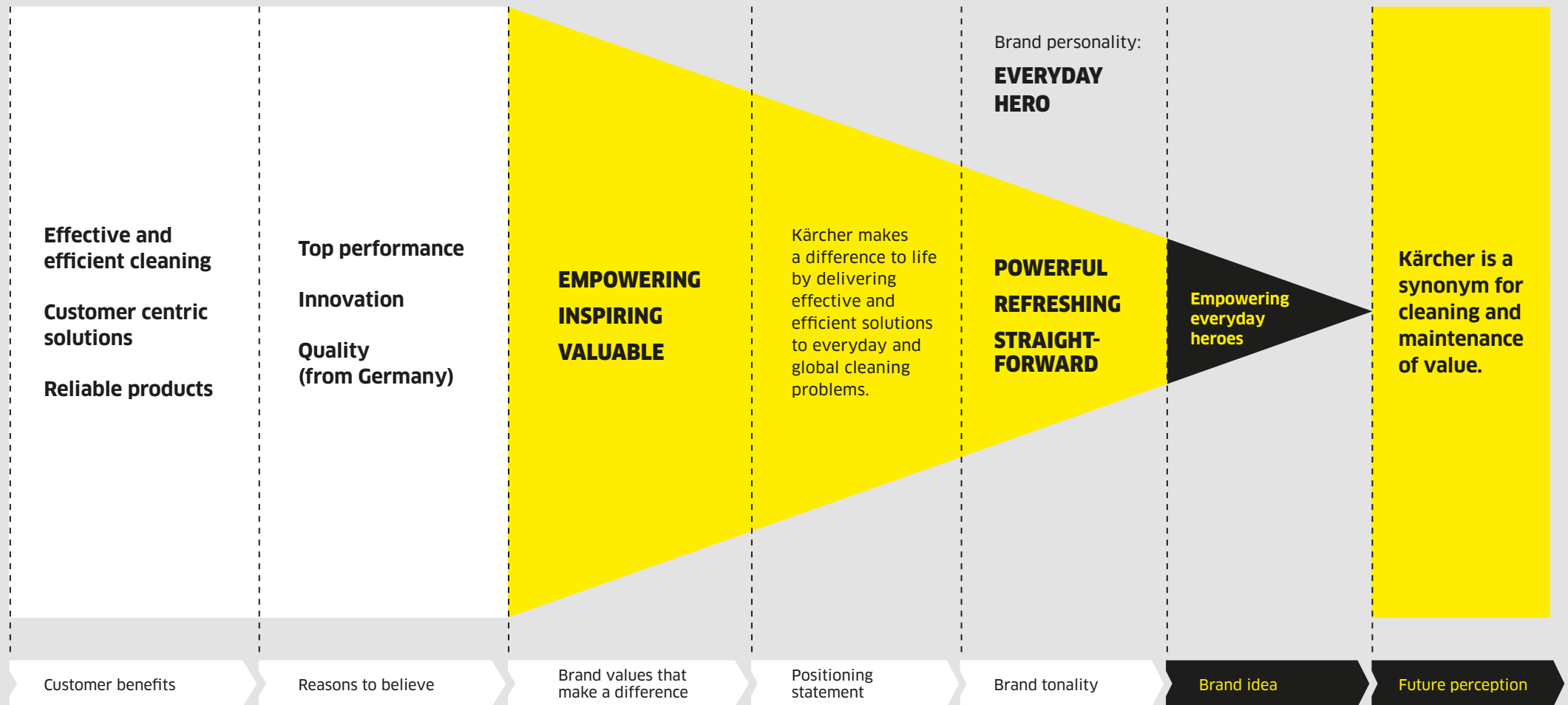
A woman with long braids, wearing a white tank top, a tan utility vest, tan cargo pants, and black rubber boots, stands in a lush jungle. She is holding a chainsaw over her shoulder. The background is filled with dense green foliage and trees.

We make every day extraordinary. We make everyday heroes.

1

OUR BRAND IDENTITY OUR STRATEGY

We want to make Kärcher the world's leading cleaning technology company.



WE MAKE EVERYDAY HEROES



1

POWERFUL

Our brand is bold, decisive and energetic.
NOT uncertain and introverted.

2

REFRESHING

Our brand is positive and surprising with a smile.
NOT static or conservative.

3

STRAIGHTFORWARD

Our brand is authentic and clear.
NOT arrogant and complex.

1

OUR BRAND IDENTITY WHAT WE STAND FOR

We want a world that shines – now and in the future. We won't achieve that by talking. But by doing.

We never stop working to make our design elements as simple and efficient as our products. We're always powerful, refreshing, and straightforward. That's how we ensure results that are clean. And that applies to our design as well.

1

OUR BRAND IDENTITY BRAND DESIGN | OVERVIEW | OUR BASIC ELEMENTS

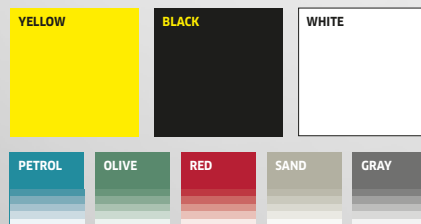
Our logo

KÄRCHER

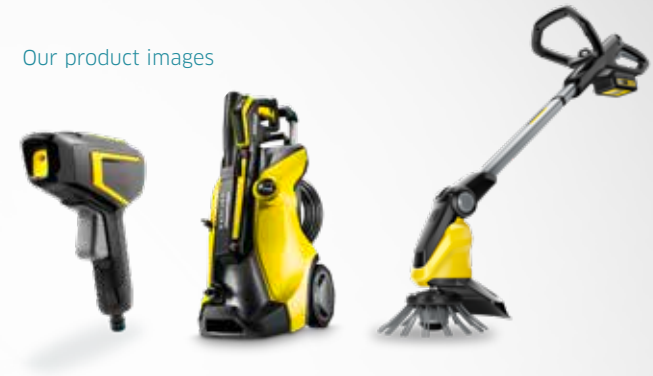
Our corporate font

FF CLAN PRO
AaBbCcDdEeFfGgHh
1234567890

Our colours



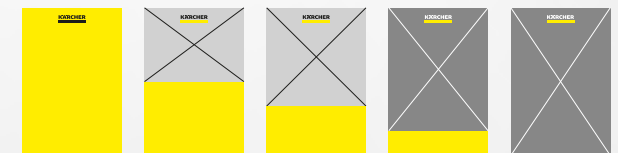
Our product images



Our pictograms and illustrations



Multi-level design principle

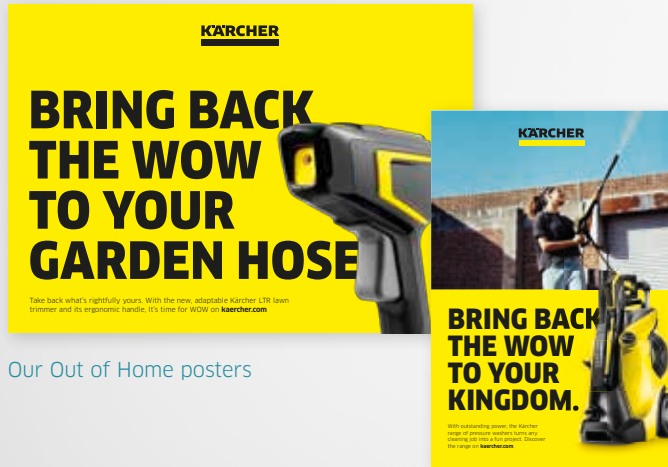


Our basic elements are the foundation for our new brand design. They include our logo, corporate colours, corporate font, our design principle with the flexible yellow space and our new pictograms and illustrations.

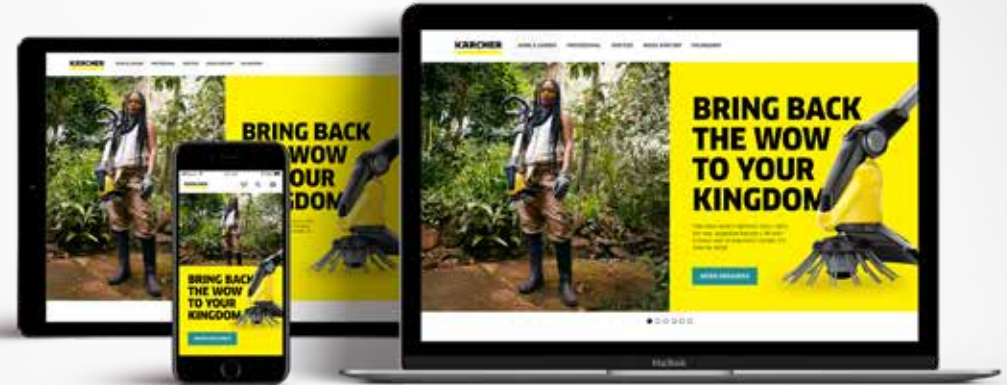
These fundamental elements translate the Kärcher brand identity and tonality into a visual image: powerful, refreshing, and straightforward. They differentiate Kärcher from competitors in a unique way and create a strong and individual brand perception in the market.

1

OUR BRAND IDENTITY BRAND DESIGN | OVERVIEW | OUR APPLICATIONS



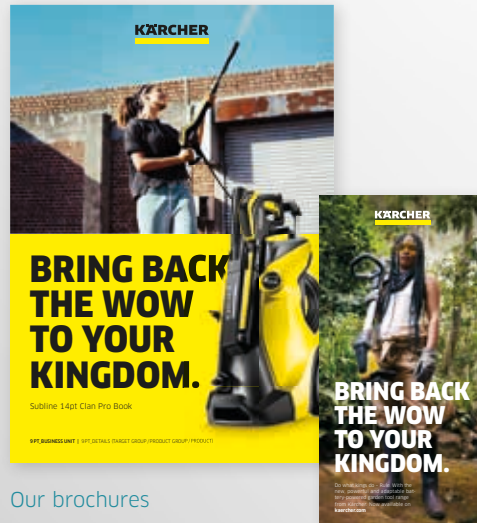
Our Out of Home posters



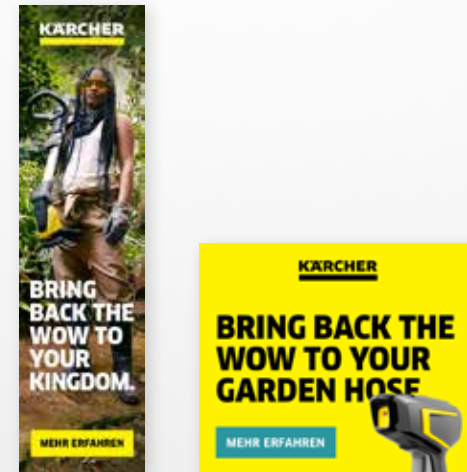
Our website



Our advertisements



Our brochures



Our web banners

2

**TYPICAL KÄRCHER:
ALWAYS A
CLEAR MESSAGE.**

OUR LOGO

KÄRCHER

A thick, solid yellow horizontal bar positioned directly below the word 'KÄRCHER'.

KÄRCHER

**PRIMARY**

Logo without claim

KÄRCHER

**SECONDARY**

Logo with claim

makes a difference

OUR LOGO

PRIMARY LOGO VERSION WITHOUT CLAIM



The minimum protection zone around the logo without claim is defined from the height of the capital letters in the brand name.

The minimum protection zone is the cap height 1K.

PRIMARY COLOUR SCHEME

**4C**

This logo is always applied at all touchpoints **on light** backgrounds and images.

**BLACK**

This version of the logo is applied at all touchpoints **on yellow** backgrounds.

**4C NEG**

This logo is always applied at all touchpoints **on dark** backgrounds and images.

EXCEPTION

**BLACK on light backgrounds / WHITE**

These versions of the logo are used exclusively, if the primary colour scheme cannot be used due to production reasons, e.g. in office applications for black and white prints.

OUR LOGO

SECONDARY LOGO VERSION WITH CLAIM



The minimum protection zone around the logo with claim is defined from the height of the capital letters in the brand name.

The minimum protection zone is the cap height 1K.

EXCEPTION



PRIMARY COLOUR SCHEME



4C

This logo is always applied at all touchpoints **on light** backgrounds and images.



BLACK

This version of the logo is applied at all touchpoints **on yellow** backgrounds.



4C NEG

This logo is always applied at all touchpoints **on dark** backgrounds and images.



BLACK on light backgrounds / WHITE

These versions of the logo are used exclusively, if the primary colour scheme cannot be used due to production reasons, e.g. in office applications for black and white prints.

VERSION IDENTIFICATION
 New Kärcher Logo
 2015

COLOUR
 4C (Four-colour print)
 Black (1C Black)
 White (1C White)
 CO (Colour)

FILE FORMAT
 eps
 png
 wmf
 psd

KAERCHER_LOGO_2015_CLAIM_4C_NEG.EPS

FILENAME
 Kaercher

LOGO
 File specification

CLAIM
 Logo with claim
 Logo without claim

ADDITIONAL INFORMATION
 rgb (RGB Master file)
 neg (Negative Version)

The logo is available in two versions: with and without claim.

There are also three different colour versions:

- “4C” (Print) and “Colour” (Web and Office applications)
- “Black” and
- “White” with a bar under the brand name in the primary colour “Yellow”

Defined in all files is a standard logo size with a width of 100 mm.

The logo database also contains different file formats: eps, jpg, png and wmf.

3

**OUR PRODUCTS ARE
EFFICIENT, BUT AS QUIET
AS POSSIBLE.
THAT'S SOMETHING WE
CAN SAY LOUD AND CLEAR.**

OUR CORPORATE TYPEFACE

K7

AaBbCcDdEeFfGgHh

1234567890?!

@ € % ¾ § © ®

Powerful, easy to read and versatile: Our corporate typeface FF Clan Pro, designed by Łukasz Dziedzic, has character. The modern Sans-Serif font accentuates our claims with a total of seven styles and further narrow and condensed variants.

TYPE FONT:

NARROW BLACK

Headline (Print | Corporate, Professional and Home & Garden)

Book / **Bold**

Subheadline / Accentuations
(Print | Corporate, Professional and Home & Garden)

Book

Copy text (Print | Corporate, Professional and Home & Garden)

NARROW BLACK

Headline 1 (Web)

Bold

Headline 2 (Web)

Medium

Headline 3, 4, 5, 6 (Web)

News

Copy text (Web)

FF CLAN PRO

FF Clan Pro Narrow Black / FF Clan Pro Narrow Book

Arial

AaBbCcDdEeFfGgHh

1234567890?!

@ € % ³/₄ § © ®

Arial regular / *italic*

Arial bold / *bold italic*

OFFICE AND POWERPOINT APPLICATIONS

Arial is defined as the substitute font for all Office applications and PPT presentations. As a standard system font, it is available on all computers and platforms worldwide.

NON-LATIN ALPHABETS

The following font is recommended for non-Latin text:
Cyrillic and Greek: Helvetica Neue LT

H1 **NARROW BLACK**

Headlines (Size X)

H2 Book in mixed case

Subheadlines / Labels (Size max. ½ X)

H3 Book in mixed case

Copy text (< Subheadline)

HEADLINE OVER SEVERAL LINES IN ONE FONT SIZE

Subheadline over several lines
in one font size

1 STRONG CONTRASTS BETWEEN HIERARCHIES

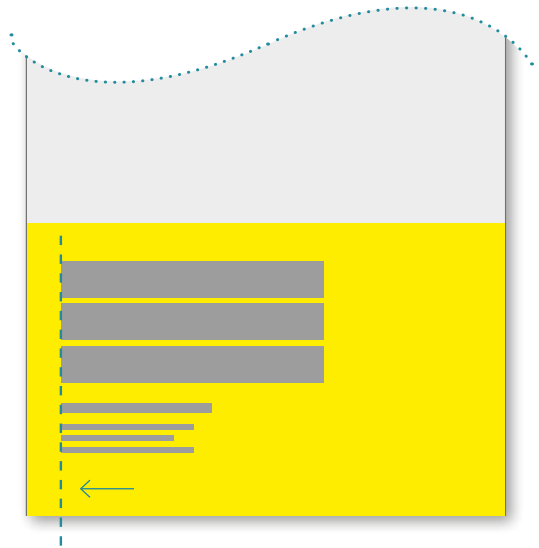
Clear differences regarding **font sizes** and **font styles** make hierarchies highly selective.

2 UPPER CASE IN THE HEADLINE

Headlines are without exception in **upper case**. Subheadlines and copy text are without exception in **mixed case**.

3 ONE FONT SIZE WITHIN A HIERARCHY

Regardless of whether a headline, subheadline or copy text: **within** one hierarchy, **one font size** is used exclusively.



4 LEFT ALIGNMENT IN THE LAYOUT

Both headlines and subheadlines, as well as copy text are without exception **left-aligned**.

BLACK ON YELLOW

BLACK ON WHITE

YELLOW ON BLACK

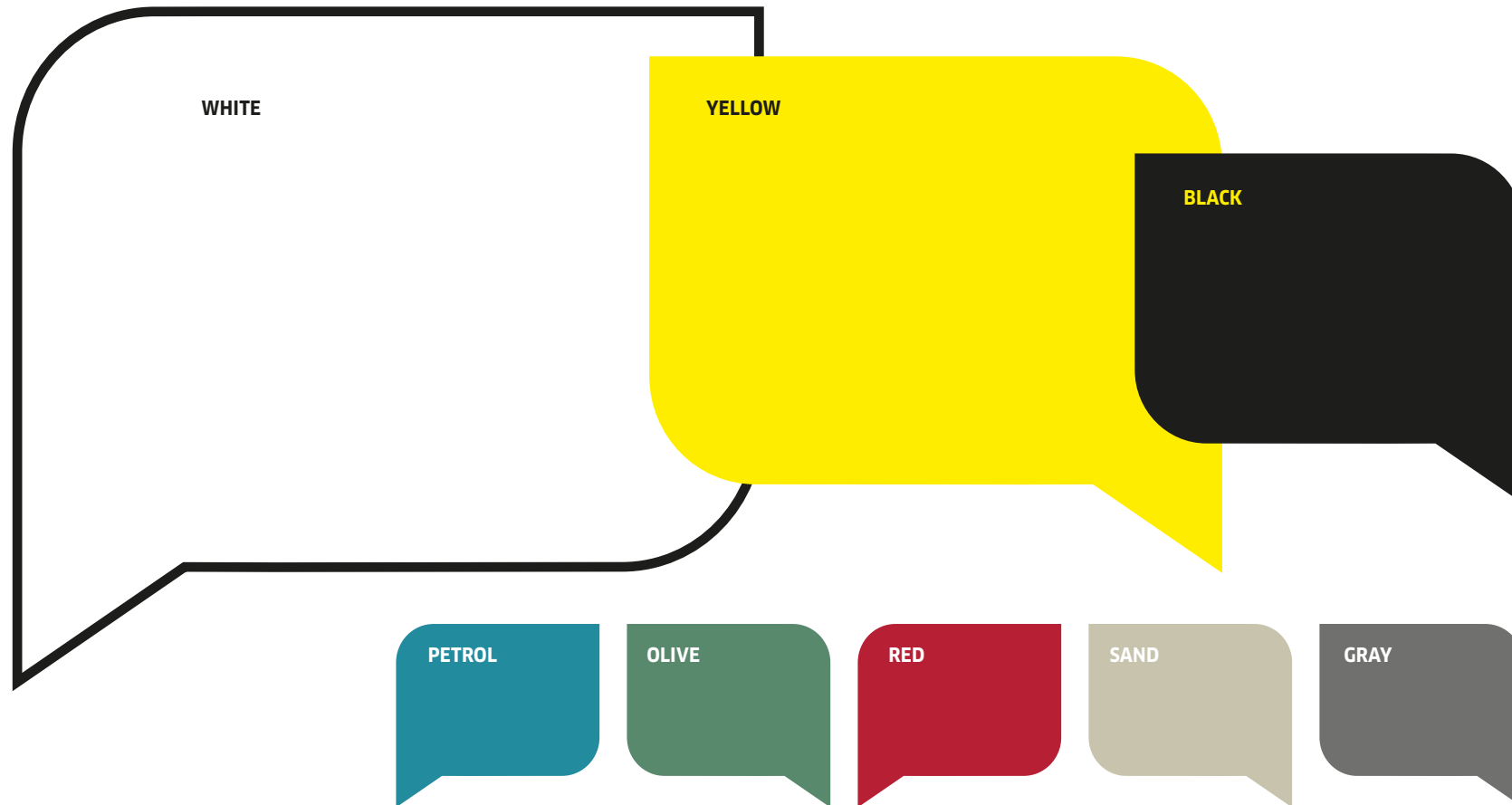
5 PRIMARY COLOUR BLACK OR YELLOW

Depending on the background, the primary font colour is preferably **black** or **yellow**.

4

**WITH YELLOW AND BLACK,
THERE'S NO ROOM FOR
EVERYDAY MONOTONY.**

OUR COLOURS



The primary colours in our visual brand identity are “White”, “Yellow” and “Black”.
Highlights are set by our five accent colours, which are defined in the following.

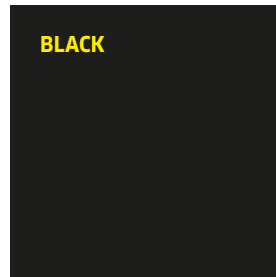
OUR COLOURS COLOUR DEFINITION

PRIMARY COLOURS



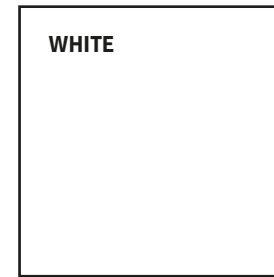
YELLOW

PANTONE®
Yellow Basic
CMYK 0.0.100.0
RGB (Web, general)* 255|237|0
RGB (Logo)* 255|240|0
RGB (PPT)* 255|255|0
HEX (Web)* #FFED00
HKS 3
RAL 1018 (zinc yellow matt)
3M™ Scotchcal™ Series 100 F-15



BLACK

PANTONE®
Black
CMYK 0.0.0.100
RGB 0|0|0
HEX #000000
HKS 88
RAL 9017 (traffic black)



WHITE

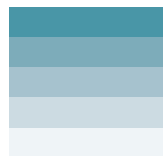
CMYK 0.0.0.0
RGB 255|255|255
HEX #FFFFFF
RAL 9010 (pure white)

ACCENT COLOURS



PETROL

PANTONE®
315 C
CMYK 80.30.35.0
RGB 35|140|150

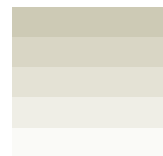


90%
70%
50%
30%
10%



SAND

PANTONE®
414 C
CMYK 0.0.20.30
RGB 177|176|161
HKS 91



90%
70%
50%
30%
10%



OLIVE

PANTONE®
5555 C
CMYK 55.0.50.40
RGB 75|137|105



90%
70%
50%
30%
10%



RED

PANTONE®
7628 C
CMYK 30.100.80.0
RGB 182|26|45
HKS 14 80%



90%
70%
50%
30%
10%



GRAY

PANTONE®
2334 C
CMYK 0.0.0.70
HEX #6E6E6E
RGB 110|110|110
HKS 93



90% (HEX #2B2B2B)
70% (HEX #333333)
50% (HEX #757575)
30% (HEX #EDEDED)
10% (HEX #F8F8F8)

BRANDING COLOURS



GREEN

CMYK
70.0.90.0
RAL
6018



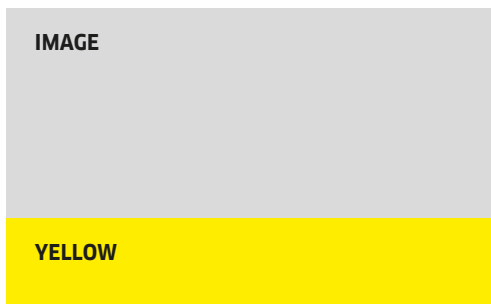
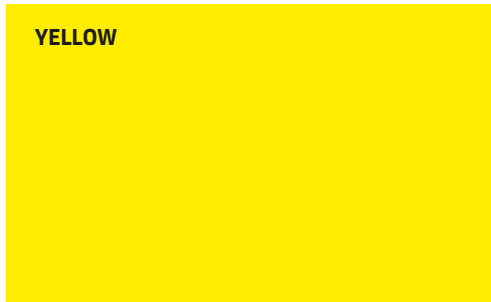
CYAN

CMYK
85.19.0.0
RAL
2406040

* The primary colour "Yellow" has been slightly adjusted specific to media for optimal implementation (screen display, office printing etc.).

OUR COLOURS

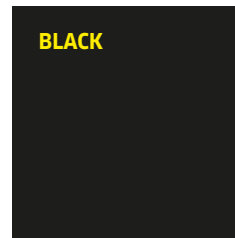
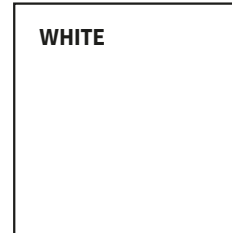
THE MOST IMPORTANT RULES AT A GLANCE



1

YELLOW DOMINATES THE OVERALL IMPRESSION

Yellow is the most important brand asset and a key component of any design. The yellow section in the layout changes depending on the design principle level.

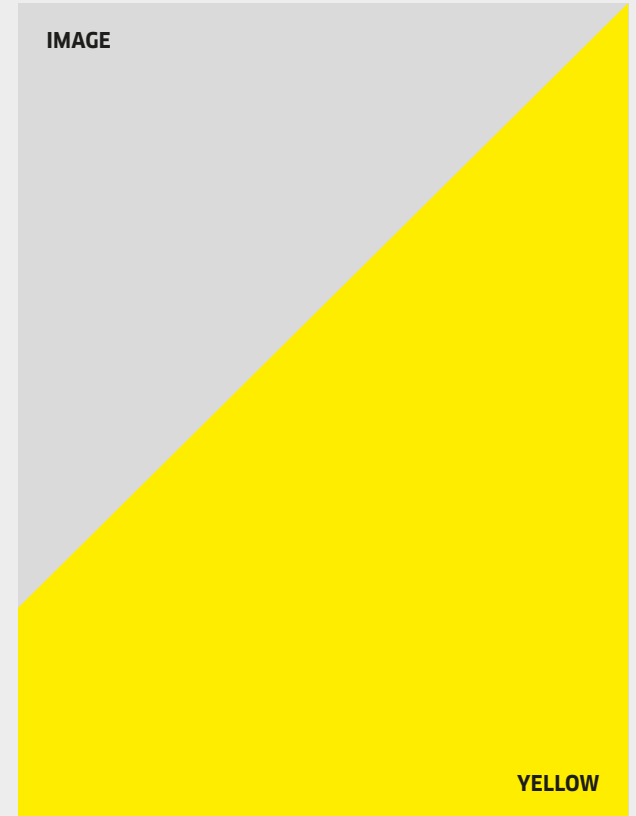


2

PRIMARY COLOURS ARE ALWAYS FULL-TONE COLOURS

Our three primary colours are not rasterised and are never transparent.

IMAGE



3

THE MORE EMPHATIC, THE MORE YELLOW IS USED

Yellow can be used very prominently in order to generate maximum attention.

5

A GLOBAL SYMBOL AGAINST DIRT.

OUR PICTOGRAMS
AND ILLUSTRATIONS

KÄRCHER



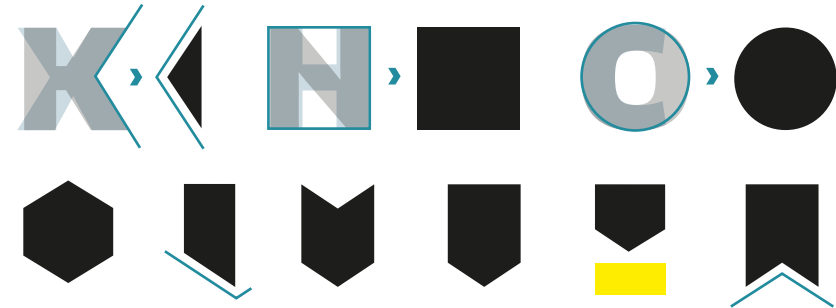
Formal style based on the logo



Proportions
Line thickness contrast
Pictorial world

FF CLAN PRO KÄRCHER ABCHKMNOX

Formal style based on the new corporate typeface

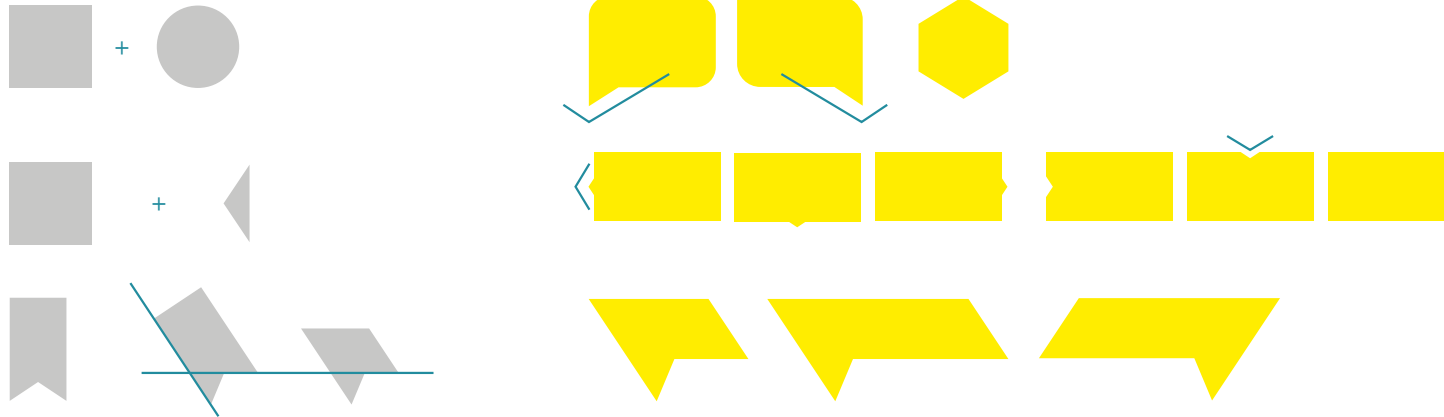


› Angles, geometrical shapes, flatness

- The definition of the design elements is oriented on formal criteria for the corporate typeface FF Clan Pro. Weight of type differences – as bold outlines or thin lines for detailed presentations – are also an important part of the design.
- All pictograms and illustrations are two-dimensional and dispense with three-dimensional or plastic effects.

- Primarily used are the defined primary colours “Yellow”, “Black” and “White”, whereby the accent colours are only used to a limited extent for illustrations. The branding colours “Green” and “Cyan” are only used for eco!ogic and eco!efficiency badges.

COMMUNICATIVE ELEMENTS (FOR EXAMPLE SPEECH BUBBLES)

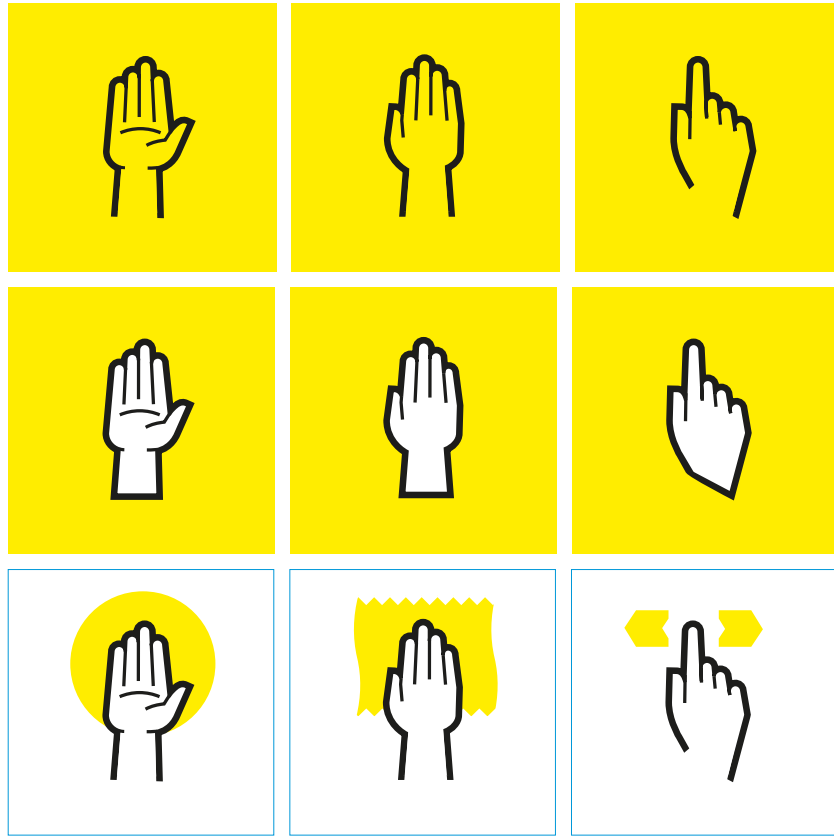


ACCENTUATIONS (FOR EXAMPLE EMBLEMS)

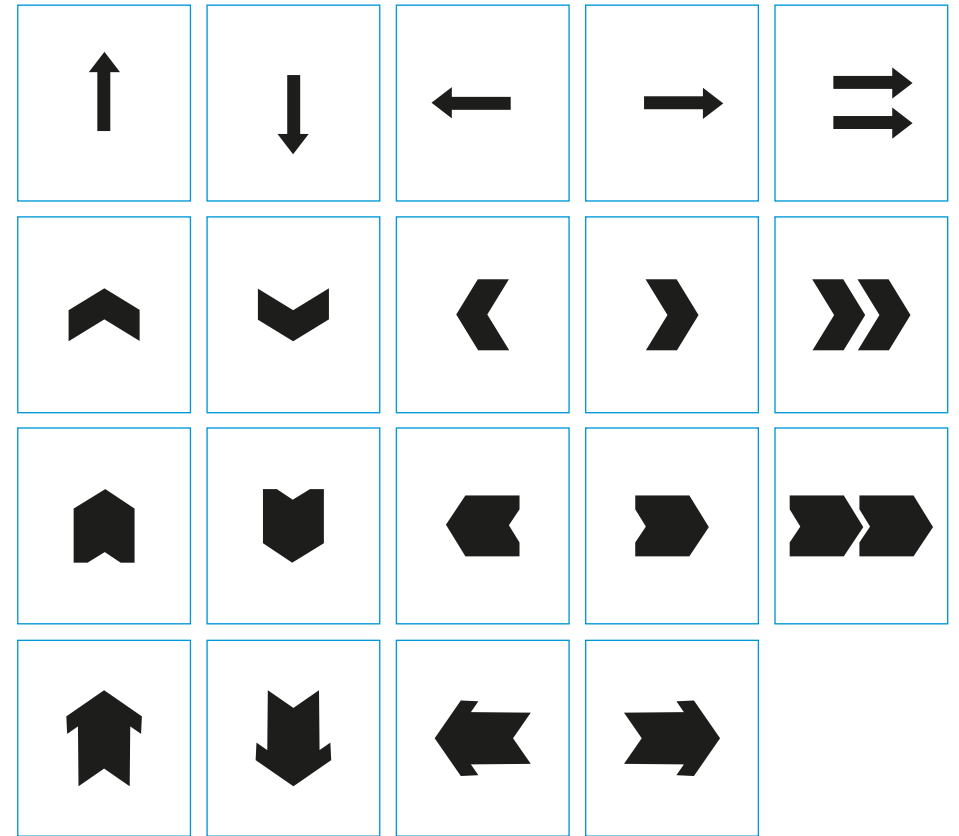


DIRECTION (FOR EXAMPLE ARROWS)





Hands



Arrows



Logos



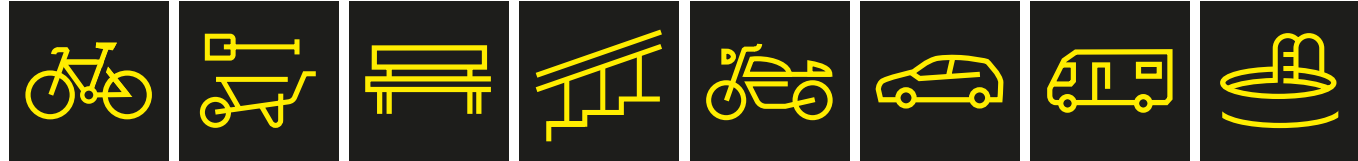
Global Warranty



Eyecatchers

PRIMARY USE

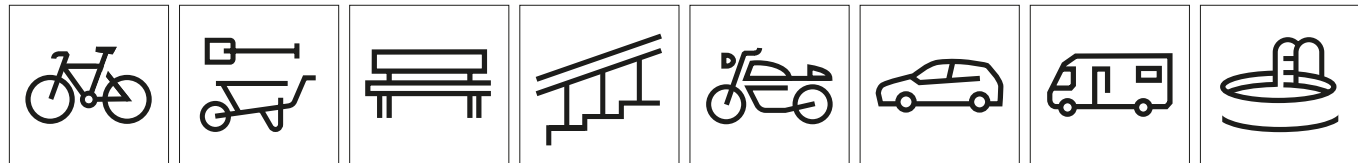
Use in all media
Use on the web: "Active"



Use in all media
Use on the web: –



Use in all media
Use on the web: "Default"



5

OUR PICTOGRAMS AND ILLUSTRATIONS OVERVIEW | APPLICATIONS | ILLUSTRATIONS

1. Background: "White"
Product: "White"
Highlight: "Yellow"



2. Background: "Yellow"
Product: "White"
Highlight: "Yellow"



3. Background: "Yellow"
Product: "White"
Highlight: "Yellow"



5

OUR PICTOGRAMS AND ILLUSTRATIONS DOS AND DON'TS

DOS



We use neither artificial shading nor reflections, graduations or other effects, but without exception full-tone colours in a flat look.



The Kärcher style does not include additional contours. In the case of overlapping elements, we work with recesses.

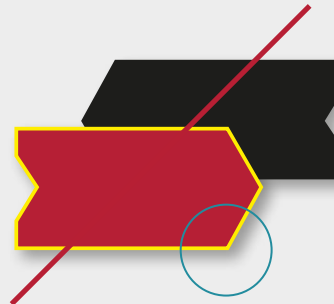


We exclusively use shape elements from the Guideline. It is not allowed to extend or combine these shape elements.

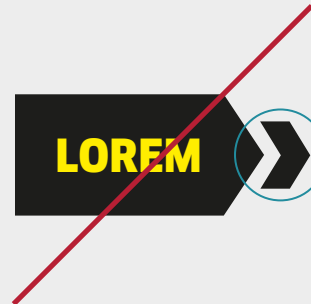
DON'TS



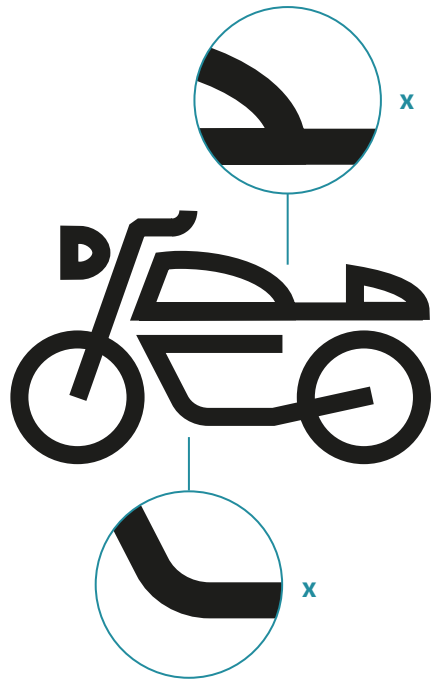
No additional effects.



No contours.

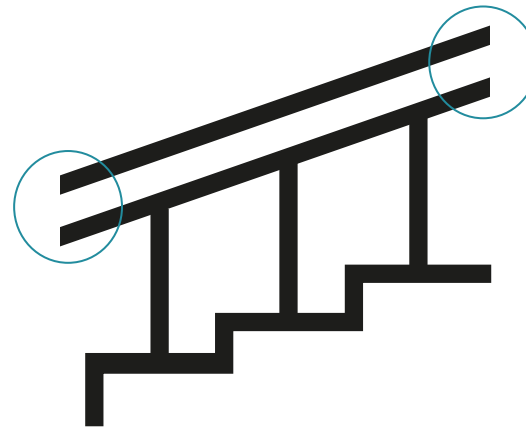


No alienation or extension of the eyecatchers.



1 A CONSISTENT LINE THICKNESS

The pictograms are simple and mono-linear. Never with large surfaces or small parts.



2 OPEN DESIGN

Shapes can be selectively opened by means of shortened stroke ends to underline the typical Kärcher look.



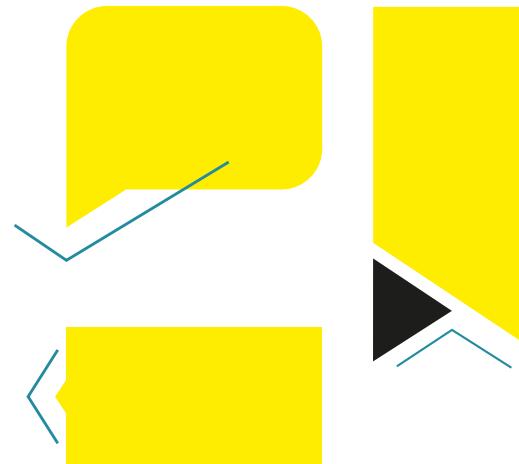
3 PRIMARY YELLOW-BLACK

Yellow and black are predominantly used.



4 THREE TEXT HIERARCHIES

Eyecatchers should be striking and contain brief wording. Min. 1 line, max. 3 lines, according to requirements. Within a hierarchy, one font size should be used exclusively.



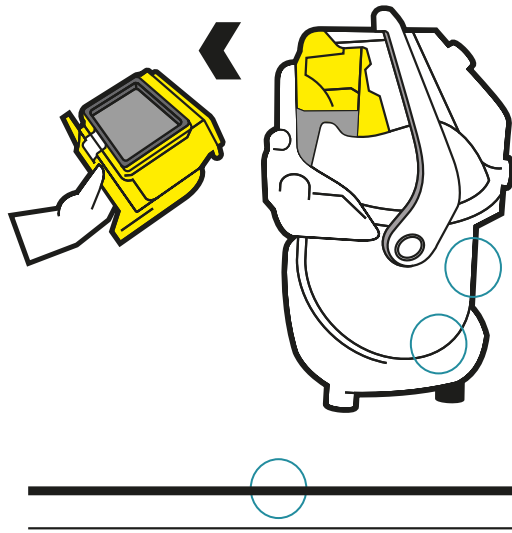
5 UNCHANGEABLE BASIC SHAPE

Defined angles must be retained for scaling.



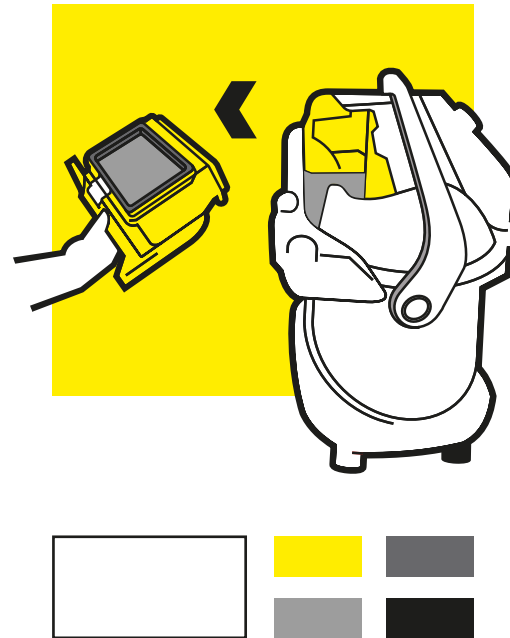
6 EYECATCHER COMBINATION

A maximum of two different types of eyecatcher should be combined. Combinations predominantly use the primary colours, or a combination has max. one accent colour.



7 LINE THICKNESS CONTRAST

Our illustrations are characterised by a constant line thickness contrast, which can be used as required. The outer contour is always the thick line.



8 WHITE DOMINATES

Product illustrations have a large proportion of white. Yellow is always part of the illustrations and highlights areas. Black is used for the contours. Shades of grey complement the illustration.

6

**WE STAND FOR
CLEAN SOLUTIONS.
IN OUR DESIGN
AS WELL.**

OUR DESIGN PRINCIPLE

LEVEL 1



LEVEL 2



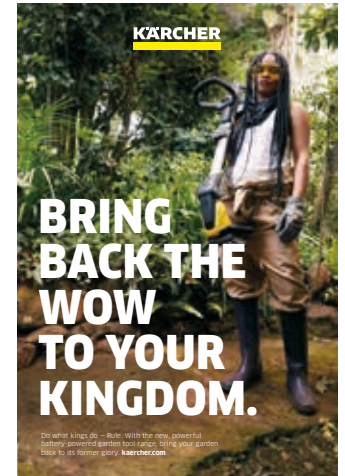
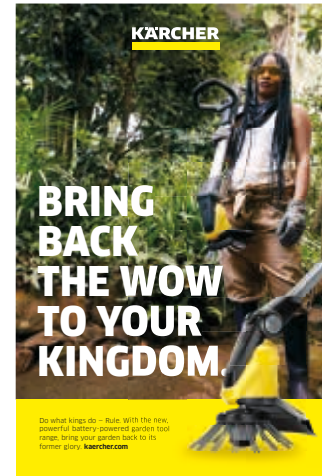
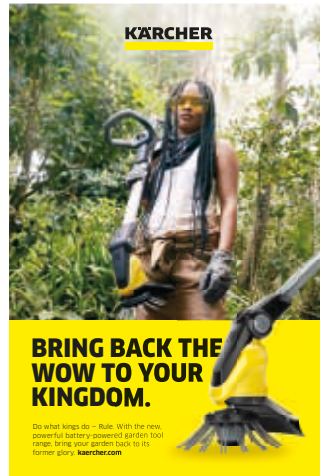
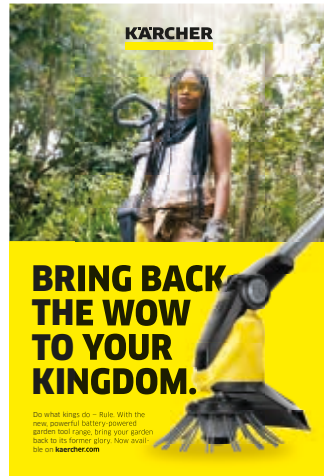
LEVEL 3



LEVEL 4

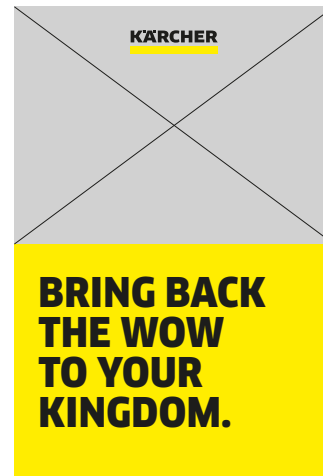


LEVEL 5



Yellow section

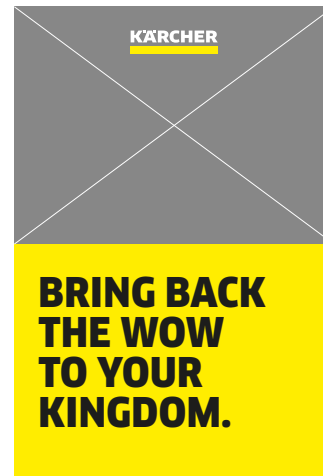
Image section

LEVEL 1**LEVEL 2****LEVEL 3****LEVEL 4****LEVEL 5****PRIMARY APPLICATION CASE**

In accordance with the design principle level, the colour of the logo matches the headline colour and must be set against a sufficiently contrasting background.

 Light image background

 Dark image background

LEVEL 1**LEVEL 2****LEVEL 3****LEVEL 4****LEVEL 5****SECONDARY APPLICATION CASE**

In exceptional cases, the alternative colour version of the logo may be used, depending on the image motif.

 Light image background

 Dark image background

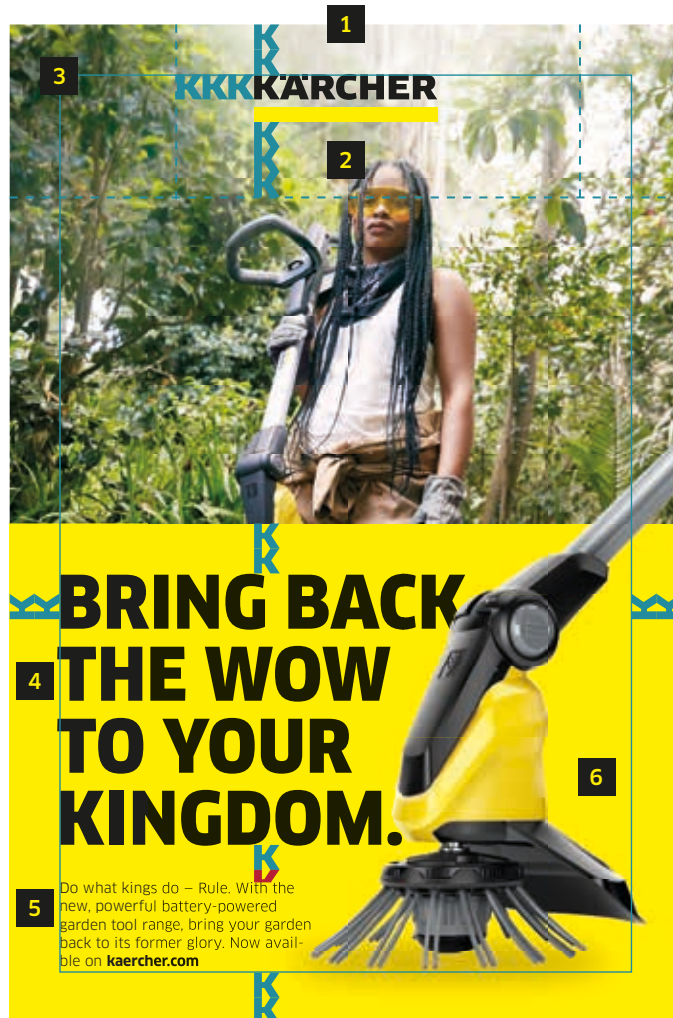


- 1 LOGO PLACEMENT**
Horizontally centred alignment at the top edge of the format.
- 2 PROTECTION ZONE**
A protection zone is defined in relation to the logo that must not be encroached upon by the product or the headline.
- 3 TYPE AREA**
The type area is calculated by doubling the height of the brand name.
- 4 HEADLINE**
The headline is used prominently in a minimum size, without violating the protection zone of the logo. The headline can be wrapped according to reading flow, optical aspects and the product cut-out.
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 5 COPY**
The spacing between the headline and copy is fixed.
 - Clan Pro Book
 - Line spacing: 130%
 - URL: Clan Pro Bold
- 6 PRODUCT CUT-OUTS**
The product is placed on one side of the format in the bleed as a large eyecatcher. If possible, it overlaps the headline without significantly impairing legibility. This allows us to generate a sense of three-dimensionality and depth that creates a tension in the layout.
 - Perspective: heroic presentation (e.g. worm's eye view, rotation or vanishing point perspectives)

LEVEL 1


LEVEL 2 LANDSCAPE FORMAT

- 1 LOGO PLACEMENT**
 Horizontally centred alignment at the top edge of the format.
- 2 PROTECTION ZONE**
 A protection zone is defined in relation to the logo that must not be encroached upon by the product or the headline.
- 3 TYPE AREA**
 The type area is calculated by doubling the height of the brand name.
- 4 HEADLINE**
 The headline is used prominently in a minimum size, without violating the protection zone of the logo. The headline can be wrapped according to reading flow, optical aspects and the product cut-out.
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 5 COPY**
 The spacing between the headline and copy is fixed.
 - Clan Pro Book
 - Line spacing: 130%
 - URL: Clan Pro Bold
- 6 PRODUCT CUT-OUTS**
 The product is placed on one side of the format in the bleed as a large eyecatcher. If possible, it overlaps the headline without significantly impairing legibility. This allows us to generate a sense of three-dimensionality and depth that creates a tension in the layout.
 - Perspective: heroic presentation (e.g. worm's eye view, rotation or vanishing point perspectives)


LEVEL 2 PORTRAIT FORMAT

- 1 LOGO PLACEMENT**
 Horizontally centred alignment at the top edge of the format.
- 2 PROTECTION ZONE**
 A protection zone is defined in relation to the logo that must not be encroached upon by the product or the headline.
- 3 TYPE AREA**
 The type area is calculated by doubling the height of the brand name.
- 4 HEADLINE**
 The headline is used prominently in a minimum size, without violating the protection zone of the logo. The headline can be wrapped according to reading flow, optical aspects and the product cut-out.
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 5 COPY**
 The spacing between the headline and copy is fixed.
 - Clan Pro Book
 - Line spacing: 130%
 - URL: Clan Pro Bold
- 6 PRODUCT CUT-OUTS**
 The product is placed on one side of the format in the bleed as a large eyecatcher. If possible, it overlaps the headline without significantly impairing legibility. This allows us to generate a sense of three-dimensionality and depth that creates a tension in the layout.
 - Perspective: heroic presentation (e.g. worm's eye view, rotation or vanishing point perspectives)



¾ of
format
height

LEVEL 3

- 1 LOGO PLACEMENT**
 Horizontally centred alignment at the top edge of the format.
- 2 PROTECTION ZONE**
 A protection zone is defined in relation to the logo that must not be encroached upon by the product or the headline.
- 3 TYPE AREA**
 The type area is calculated by doubling the height of the brand name.
- 4 HEADLINE**
 The headline is used prominently in a minimum size, without violating the protection zone of the logo. The headline can be wrapped according to reading flow, optical aspects and the product cut-out.
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 5 COPY**
 The spacing between the headline and copy is fixed.
 - Clan Pro Book
 - Line spacing: 130%
 - URL: Clan Pro Bold
- 6 PRODUCT CUT-OUTS**
 The product is placed on one side of the format in the bleed as a large eyecatcher. It can overlap the headline without significantly impairing legibility. This allows us to generate a sense of three-dimensionality and depth that creates a tension in the layout.
 - Perspective: heroic presentation (e.g. worm's eye view, rotation or vanishing point perspectives)



1/3 of
format
height

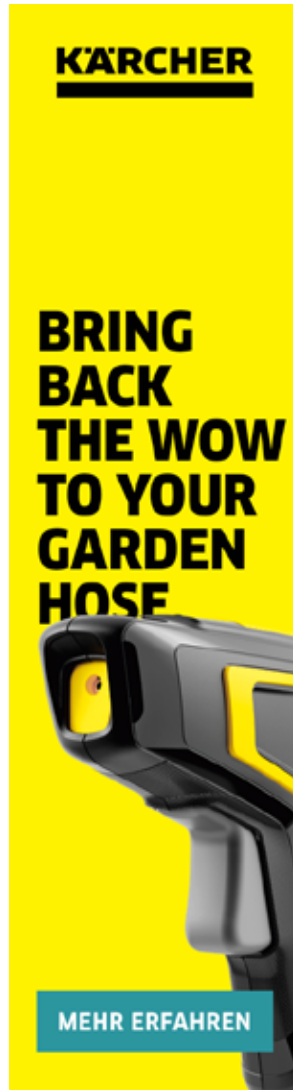
LEVEL 4

- 1 LOGO PLACEMENT**
 Horizontally centred alignment at the top edge of the format.
- 2 PROTECTION ZONE**
 A protection zone is defined in relation to the logo that must not be encroached upon by the product or the headline.
- 3 TYPE AREA**
 The type area is calculated by doubling the height of the brand name.
- 4 HEADLINE**
 The headline is used prominently in a minimum size, without violating the protection zone of the logo. The headline can be wrapped according to reading flow, optical aspects and the product cut-out.
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 5 COPY**
 The spacing between the headline and copy is fixed.
 - Clan Pro Book
 - Line spacing: 130%
 - URL: Clan Pro Bold
- 6 PRODUCT CUT-OUTS**
 The product is placed on one side of the format in the bleed as a large eyecatcher. It can overlap the headline without significantly impairing legibility. This allows us to generate a sense of three-dimensionality and depth that creates a tension in the layout.
 - Perspective: heroic presentation (e.g. worm's eye view, rotation or vanishing point perspectives)



- 1 **LOGO PLACEMENT**
Horizontally centred alignment at the top edge of the format.
- 2 **PROTECTION ZONE**
A protection zone is defined in relation to the logo that must not be encroached upon by the product or the headline.
- 3 **TYPE AREA**
The type area is calculated by doubling the height of the brand name.
- 4 **HEADLINE**
The headline is used prominently in a minimum size, without violating the protection zone of the logo. The headline can be wrapped according to reading flow, optical aspects and the product cut-out.
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 5 **COPY**
The spacing between the headline and copy is fixed.
 - Clan Pro Book
 - Line spacing: 130%
 - URL: Clan Pro Bold

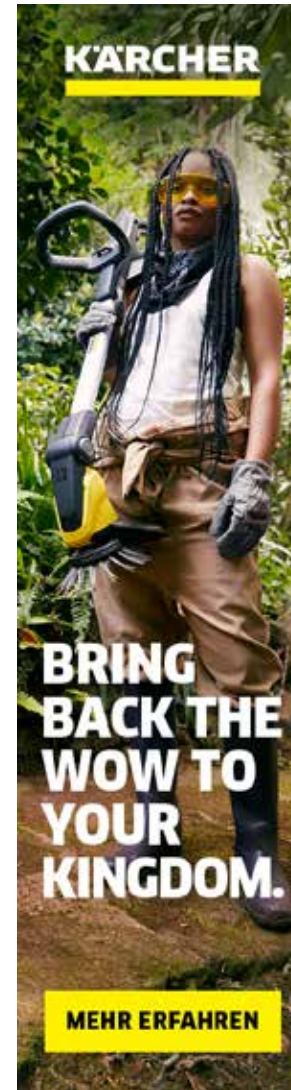
LEVEL 5



LEVEL 1



LEVEL 2



LEVEL 5

DESIGN LEVEL

Due to the special format restrictions, we only use design principle levels 1, 2 and 5 for web banners.



- 1 EXTREME VERTICAL FORMATS**
- Type area left and right:
1 × height of the capital letters in the brand name
 - Type area top and bottom:
1.5 × height of the capital letters in the brand name
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 2 SQUARE FORMATS**
- All round the type area:
1.5 × height of the capital letters in the brand name
 - Clan Pro Narrow Black
 - Line spacing: 100%
- 3 EXTREME HORIZONTAL FORMATS**
- Type area left and right:
1.5 × height of the capital letters in the brand name
 - Type area top and bottom:
1 × height of the capital letters in the brand name
 - Clan Pro Narrow Black
 - Line spacing: 100%

ON A YELLOW BACKGROUND

MEHR ERFAHREN



ON A YELLOW BACKGROUND

On yellow surfaces, we always use the teal-coloured CTA. It stands out effectively from the other elements in the layout and is a good contrast to yellow.

ON AN IMAGE

On an image, we can choose between a yellow or black CTA depending on the contrast ratio and brightness of the background image. The yellow CTA is our primary choice, as the yellow is more dynamic and enhances brand recognition in the layout.

PARAMETERS

Dimensions: 130 × 34 px
 Font size: 13 pt
 Sketch tracking: 0.4
 Clan Pro Narrow Bold
 Padding: 12 pt

ON AN IMAGE

MEHR ERFAHREN

Primary

MEHR ERFAHREN

Secondary



Primary



Secondary

OUR DESIGN PRINCIPLE

TYPOGRAPHY SIZE TABLE

PRINT FORMATS

	Level 1	Level 2	Level 3	Level 4	Level 5
Advertisement A4 portrait (210 × 297 mm)					
Min. headline	80pt	60pt	40pt	75pt	85pt
Copy	10pt	10pt	10pt	10pt	10pt
Advertisement A4 double-page spread (420 × 297 mm)					
Min. headline	-	80pt	-	-	-
Copy	-	10pt	-	-	-
Advertisement A5 landscape (210 × 148 mm)					
Min. headline	65pt	40pt	30pt	55pt	60pt
Copy	8.5pt	8.5pt	8.5pt	8.5pt	8.5pt
Advertisement 81 × 297 mm					
Min. headline	40pt	40pt	30pt	35pt	35pt
Copy	8.5pt	8.5pt	8.5pt	8.5pt	8.5pt
Advertisement 196 × 207 mm					
Min. headline	65pt	50pt	40pt	55pt	65pt
Copy	10pt	10pt	10pt	10pt	10pt
A4 brochure title (210 × 297 mm)					
Min. headline	80pt	60pt	40pt	75pt	85pt
Copy	14pt	14pt	14pt	14pt	14pt
A5 brochure title (148 × 210 mm)					
Min. headline	55pt	40pt	30pt	60pt	60pt
Copy	10pt	10pt	10pt	10pt	10pt
DIN long brochure title (105 × 210 mm)					
Min. headline	45pt	35pt	27pt	40pt	40pt
Copy	8.5pt	8.5pt	8.5pt	8.5pt	8.5pt

* Line spacing for headlines: 100%

* Line spacing for copy text and subheadlines: 130%

OUT OF HOME

	Level 1	Level 2	Level 3	Level 4	Level 5
Large format poster 18 / 1 (2,520 × 3,560 mm)					
Min. headline	1,100pt	650pt	555pt	900pt	950pt
Copy	150pt	120pt	150pt	150pt	150pt
Citylight poster (1,185 × 1,750 mm)					
Min. headline	450pt	350pt	275pt	450pt	475pt
Copy	70pt	70pt	70pt	70pt	70pt

* Line spacing for headlines: 100%

* Line spacing for copy text: 130%

WEB BANNERS

	Level 1	Level 2	Level 3	Level 4	Level 5
Wide skyscraper (160 × 600 px)					
Min. headline	28pt	25pt	-	-	28pt
Medium rectangle (300 × 250 px)					
Min. headline	30pt	20pt	-	-	30pt
Leaderboard (728 × 90 px)					
Min. headline	24pt	18pt	-	-	24pt

* Line spacing for headlines: 100%

NOTE

All information on the minimum size for headlines is based on the Latin script. Exceptions are only permitted for other language systems and require separate approval from: vera.umbrecht@de.kaercher.com



1



2

1 HERO PRODUCT + ADDITIONAL PRODUCT

The hero product is placed on one side of the format in the bleed as a large eyecatcher. It can overlap the headline without significantly impairing legibility. The additional product is placed in front of the hero product to create a spatial composition.

2 UP TO 3 EQUIVALENT PRODUCTS

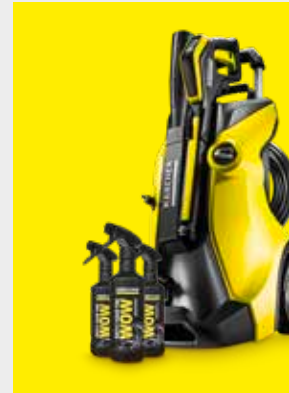
The products are placed next to each other on an equal level and do not necessarily have to be positioned in the format bleed. In the case of extreme formats such as leaderboards, it is advisable to truncate the products to ensure a minimum product image size.



1

**WE STAGE PRODUCTS
IN AN EXCITING, HEROIC
PERSPECTIVE**

We show worm's eye views and products rotated in space while avoiding sober frontal views.



2

**THE PRODUCT IS CUT
OFF ON ONE SIDE BY
THE FORMAT EDGE**

This sets the stage for the product as the prominent eyecatcher.



3

HEADLINE BLEED

Headlines have a prominent minimum size and can be partially overlapped without significantly impairing legibility. This allows us to generate a sense of three-dimensionality and depth that creates a tension in the layout.



A4 brochure title



Wide skyscraper



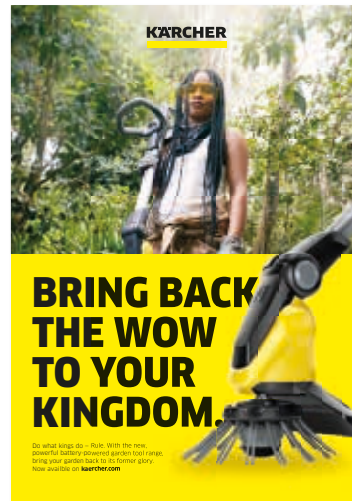
Medium rectangle web banner



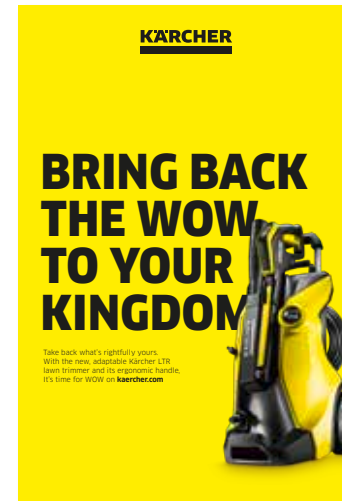
Medium rectangle web banner



18/1 large format poster



A4 advert



Citylight poster



18/1 large format poster



18/1 large format poster



Leaderboard web banner

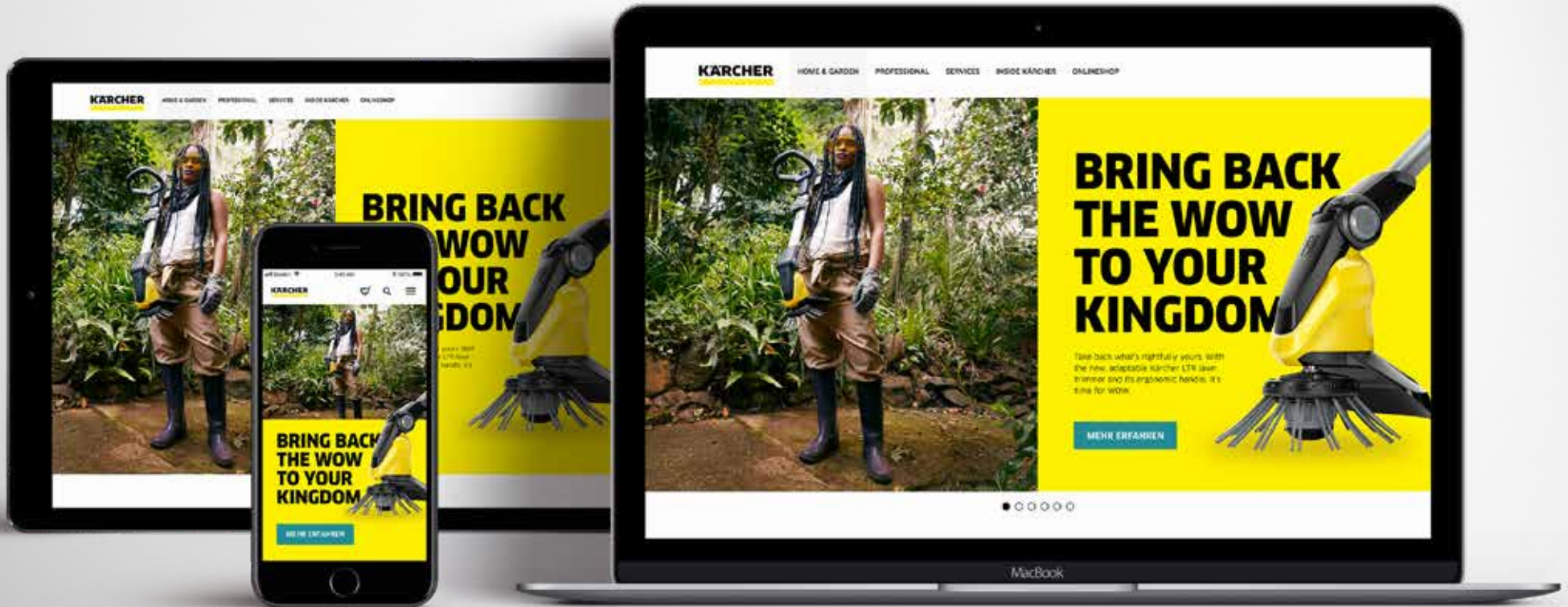
7

**WE BRING
THE WOW BACK
TO THE STREET.**

OUR APPLICATIONS











INFORMATION AND CONTACT

For those who thought design rules are complicated: forget it.

Kärcher SmartBox

<https://smartbox.kaercher.com>

In the Kärcher SmartBox, under “Marketing, Branding & Communication”, you will find links to design specifications, master documents, printing data, marketing information and image data.

Under the “Media Center” link you will find all product, application, campaign and image photos as well as logos, illustrations and pictograms. Images can be compiled in view or print quality and downloaded via the tree structure and search function.

Kärcher InfoNet

<http://tm.kaercher-infonet.com>

Kärcher InfoNet provides you with an overview of all available advertising media, POS materials and promotional gifts. These are available as an image file and read-only PDF and can be ordered here directly.

Any questions,
contact:

Vera Umbrecht

Manager

Corporate Design and Creation

Corporate Marketing & Brand Management

Alfred Kärcher SE & Co. KG

Alfred-Kärcher-Str. 28 - 40

71364 Winnenden

Germany

Phone: +49 7195 142-145

Fax: +49 7195 901-062

vera.umbrecht@de.kaercher.com

MAKE A DIFFERENCE!

THANK YOU.