



# CORPORATE DESIGN

Retailer-operated retail formats

Kärcher Center

Kärcher Store

LAST UPDATED: JANUARY 2023

# CORPORATE DESIGN

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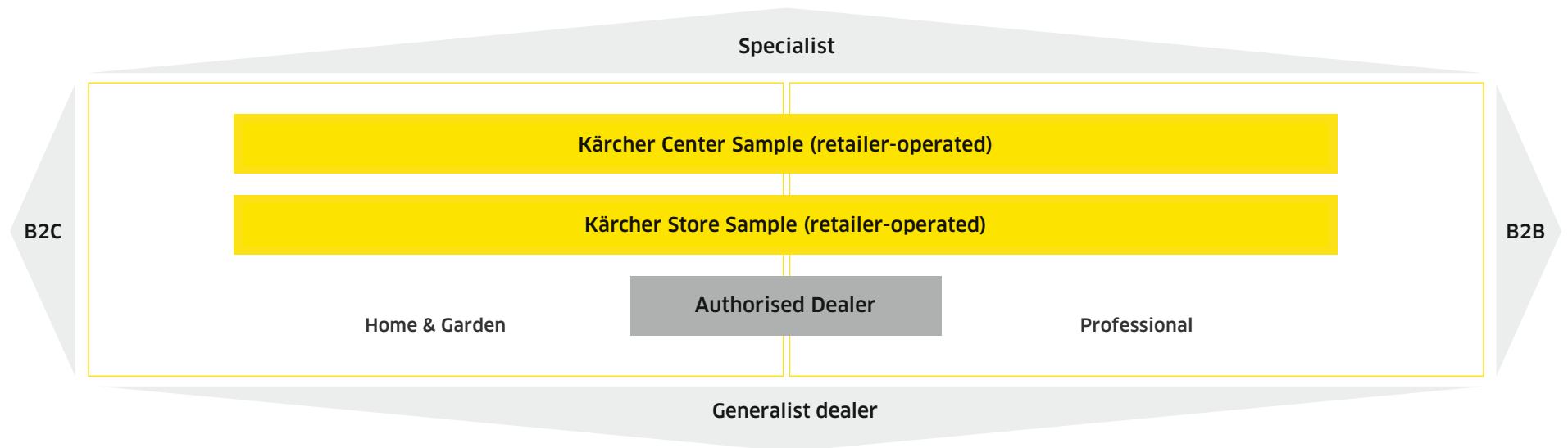
► In this design manual you will find particular specifications for retail format applications. Further information concerning the company image is available in the current edition of the design manual entitled “Our Brand Design/Overview Style Guide Brochure”.

# 1

## KÄRCHER RETAIL FORMATS OVERVIEW

Retailer-operated Kärcher Centers and Kärcher Stores are two of several retail formats within the Kärcher sales structure. Positioning and signage should therefore be integral and consistent, taking into account other retail formats, such as authorised specialist retailers.

In terms of signage, please note that the name of the town or region is exclusively reserved for Kärcher-operated sites. Retailer-operated Kärcher Centers and Stores can therefore use the company name or the retailer name.



“Sample” is used here to stand in for the name of the respective dealer.

- Format described in this style guide
- Other formats

# 1

## RETAILER-OPERATED KÄRCHER RETAIL FORMATS DESIGNATION

DESIGNATION OF RETAIL FORMAT	DEALER STATUS		PRODUCT RANGE / SERVICE		
	OWNER	EXCLUSIVITY	WIDTH OF PRODUCT RANGE	SERVICE	PRODUCT RANGE OTHER SUPPLIERS
<b>Kärcher Center Sample*</b> "Sample" is used here to stand in for the name of the respective dealer	Dealer	Exclusive	Full product range	Highest service status	No
<b>Kärcher Store Sample*</b> "Sample" is used here to stand in for the name of the respective dealer	Dealer	Exclusive	Reduced product range	Highest service status	Optional**
<b>Kärcher Authorised Dealer*</b>	Dealer	Not exclusive	Reduced product range	Limited service	Optional

\* The terms can be translated into the relevant language of the country if this is a statutory requirement.

\*\* However, no products that are in competition with Kärcher.

## KÄRCHER MODULES OVERVIEW



The modular system enables us to focus on the needs of our retail partners and tailor the sales floor as effectively as possible to the target groups.

A retailer can, for example, concentrate entirely on commercial customers, while also choosing to add the “Basic Range Home & Garden products” module, in order to present a selection of our Home & Garden machines.

Depending on the format, modules may be mandatory or optional.

<b>PROFESSIONAL PRODUCTS MODULE</b>	Professional Core Range / focused on target groups / range is defined by the foreign subsidiary
<b>HOME &amp; GARDEN PRODUCTS MODULE</b>	Home & Garden Core Range / range is defined by the foreign subsidiary
<b>BASIC RANGE PROFESSIONAL PRODUCTS MODULE</b>	Reduced range of Professional products / defined by the foreign subsidiary
<b>BASIC RANGE HOME &amp; GARDEN PRODUCTS MODULE</b>	Reduced range of Home & Garden products / defined by the foreign subsidiary
<b>SALES FLOOR MODULE</b>	Sales floor fitted to Kärcher specifications and design standards This also includes adequate storage space set back from the sales floor
<b>EXPERIENCE MODULE</b> (opportunity to touch and experience our products on the sales floor/demo displays)	Coffee bar, demo displays, various floor coverings, digital elements, events, online shop, online advice
<b>PROFESSIONAL PRODUCT DEMO MODULE</b> (either at the point of sale or on the customer's premises)	Demonstration either in the Center/Store or on the customer's own premises
<b>SERVICE/REPAIR MODULE</b> (including non-Kärcher products)	Repair/technical service for Professional products and non-Kärcher products (incl. Home & Garden products, if no regional service centre available); all common spare parts held in stock

**KÄRCHER MODULES**

MODULE DEFINITION | PAGE 2 OF 2

<b>SERVICE/REPAIR DROP-OFF MODULE</b>	Drop-off point for repairs, if a technical service on site is not possible (can also be fulfilled by third-party providers)
<b>LEASING MODULE</b>	Short-term/long-term leasing of our Professional or Home & Garden products
<b>VEHICLE CLEANING MODULE (CLEAN PARK/GANTRY CAR WASH)</b>	Either Clean Park/self-service or gantry car wash
<b>CLICK &amp; COLLECT/ORDER PROCESSING MODULE</b>	Reserve online and collect in-store / handover of machines
<b>SPECIAL BUSINESS MODULE</b>	Sale of municipal machines, ultra high-pressure solutions, industrial vacuums and vehicle wash systems
<b>SUPPLEMENTARY PRODUCTS MODULE</b>	Only applicable for Kärcher Stores. Products (e.g. forklift trucks, welding equipment/ technical machines) that do not compete with Kärcher
<b>COMPETITOR PRODUCTS MODULE</b>	Only applicable for authorised specialist retailers (excluding Kärcher Centers and Kärcher Stores); competitor products can be sold

## RETAILER-OPERATED KÄRCHER RETAIL FORMATS REQUIREMENTS | PAGE 1 OF 2

	Core Range Professional products	Basic Range Professional products	Core Range Home & Garden products	Basic Range Home & Garden products	Shop floor	Experience	Professional products demo	Service/repair	Service/repair drop-off	Leasing	Vehicle cleaning (Clean Park/gantry car wash)	Click & Collect/order processing	Special business	Supplementary products	Competitor products
Kärcher Center (50:50)	■	-	■	-	■	■	■	■	■	Optional	-	Optional	Optional	x	x
Kärcher Center Home & Garden	-	■	■	-	■	Optional	■	-	■	Optional	-	-	-	x	x
Kärcher Center Professional	■	-	-	■	■	■	■	-	■	Optional	-	Optional	Optional	x	x
Kärcher Store (50:50)	■	-	■	-	■	■	■	-	Optional	Optional	-	Optional	Optional	Optional	x
Kärcher Professional Store	■	-	-	Optional	■	■	■	-	■	-	-	Optional	Optional	Optional	x
Kärcher Home & Garden Store	-	Optional	■	-	■	Optional	-	■	-	-	-	-	-	Optional	x

■ mandatory    - not provided    x not permitted

## RETAILER-OPERATED KÄRCHER RETAIL FORMATS REQUIREMENTS | PAGE 2 OF 2

	Site	Sales area for Professional products > 50 m <sup>2</sup>	Sales area for reduced Professional range > 15 m <sup>2</sup>	Sales area for Home & Garden products > 50 m <sup>2</sup>	Sales area for reduced Home & Garden range > 15 m <sup>2</sup>	Experience area > 10 m <sup>2</sup>	Demo area > 10 m <sup>2</sup>	Workshop > 30 m <sup>2</sup>	Sufficient storage space	Store fittings (shelving and counter)	Mystery shopping	Customer frequency analysis	Building signage as per Kärcher Center CI	Kärcher Center/Store contract	Sale of competitor products	Sale of supplementary products
<b>Kärcher Center (50:50)</b>	High impact from distance	■	-	■	-	■	■	■	■	■	■	■	■	KC contract	x	x
<b>Kärcher Center Home &amp; Garden</b>	High impact from distance	-	■	■	-	■	Optional	■	■	■	■	■	■	KC contract	x	x
<b>Kärcher Center Professional</b>	High impact from distance	■	-	-	■	■	■	■	■	■	■	■	■	KC contract	x	x
<b>Kärcher Store (50:50)</b>	Good impact from distance				> 65 m <sup>2</sup>	■	■	■	■	■	■	■	■	KC contract	x	Optional
<b>Kärcher Professional Store</b>	Good impact from distance	■	-	-	Optional	■	■	■	■	■	■	■	■	KC contract	x	Optional
<b>Kärcher Home &amp; Garden Store</b>	Good impact from distance	-	Optional	■	-	■	Optional	-	■	■	■	■	■	KC contract	x	Optional

■ mandatory      - not provided      x not permitted

# 2

## **KÄRCHER CENTER**

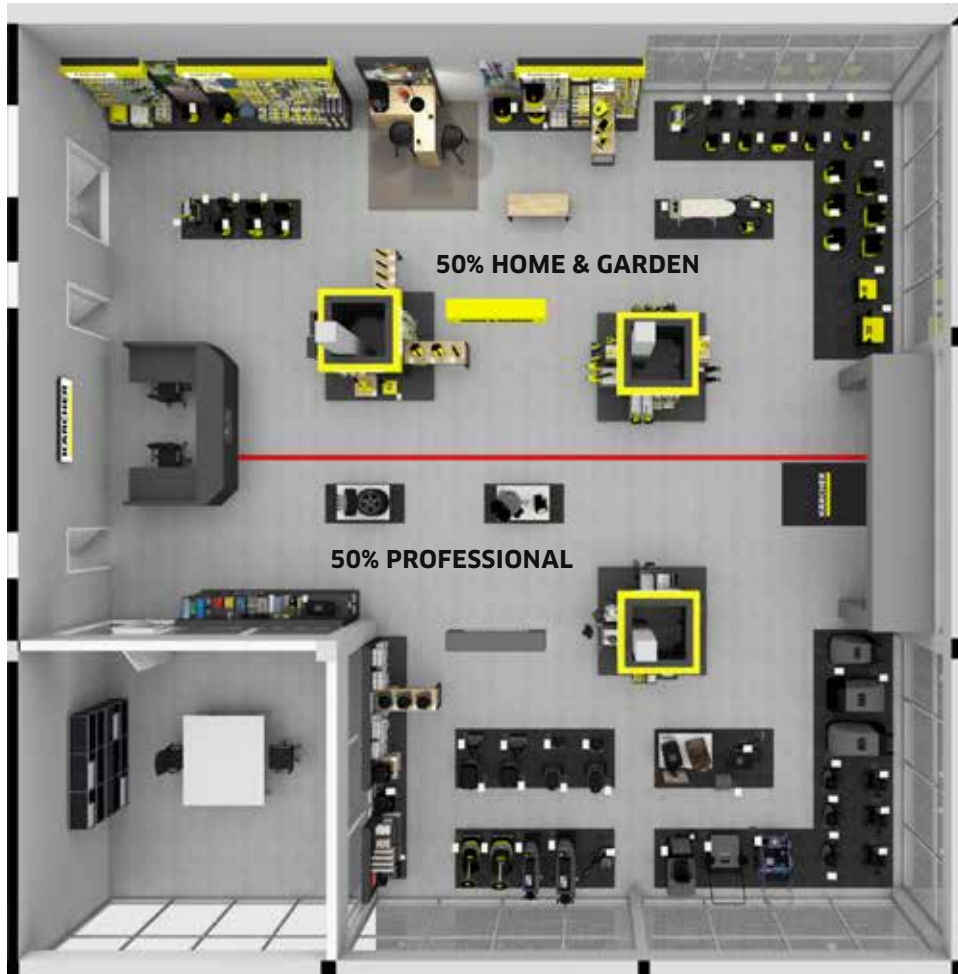
DEFINITION AND  
REQUIREMENTS OF THE  
VARIOUS FORMATS  
AND THEIR LAYOUT

## KÄRCHER CENTER - RETAILER-OPERATED

SPACE DIVISION 50:50

KÄRCHER CENTER	MANDATORY	OPTIONAL
<p><b>Role:</b> To act as Kärcher brand ambassadors for the region. To present and sell our cleaning solutions and skills.</p>	<p><b>PROFESSIONAL PRODUCTS MODULE</b></p>	<p><b>VEHICLE CLEANING MODULE (CLEAN PARK/GANTRY CAR WASH)</b></p>
	<p><b>HOME &amp; GARDEN PRODUCTS MODULE</b></p>	<p><b>SPECIAL BUSINESS MODULE</b></p>
	<p><b>SALES FLOOR MODULE</b></p>	
	<p><b>PROFESSIONAL PRODUCT DEMO MODULE</b> (either at the point of sale or on the customer's premises)</p>	
	<p><b>SERVICE/REPAIR MODULE</b> (including non-Kärcher products)</p>	
	<p><b>LEASING MODULE</b></p>	
	<p><b>EXPERIENCE MODULE</b> (Opportunity to touch and experience our products on the sales floor/demo displays)</p>	
	<p><b>CLICK &amp; COLLECT/ORDER PROCESSING MODULE</b></p>	

**KÄRCHER CENTER - RETAILER-OPERATED**  
SPACE DIVISION 50:50



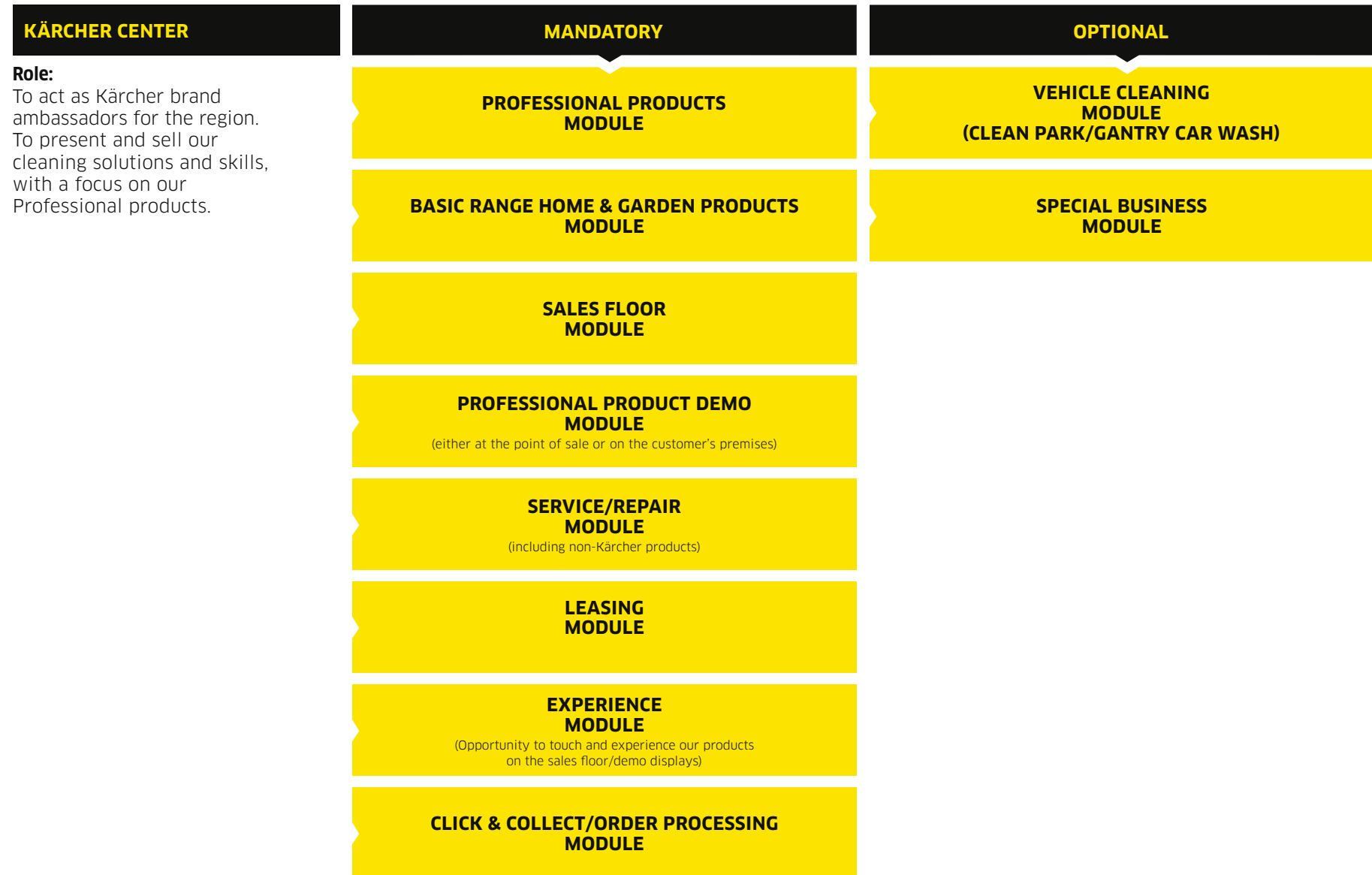
Home & Garden section



Professional section

## KÄRCHER CENTER - RETAILER-OPERATED - FOCUSED ON PROFESSIONAL PRODUCTS

SPACE DIVISION 70:30



# KÄRCHER CENTER - RETAILER-OPERATED - FOCUSED ON PROFESSIONAL PRODUCTS

SPACE DIVISION 70:30



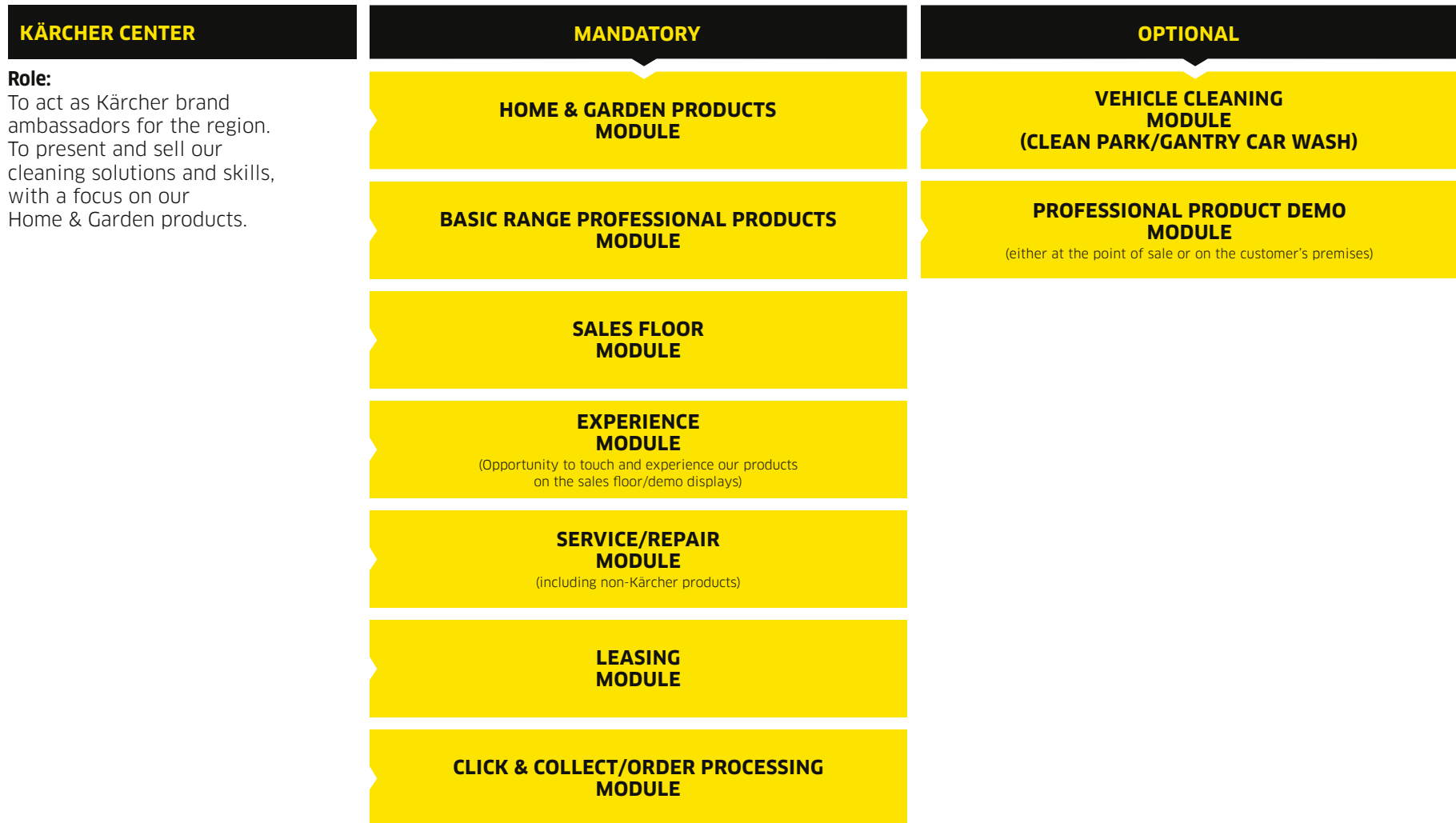
Professional section



Reduced Home & Garden section

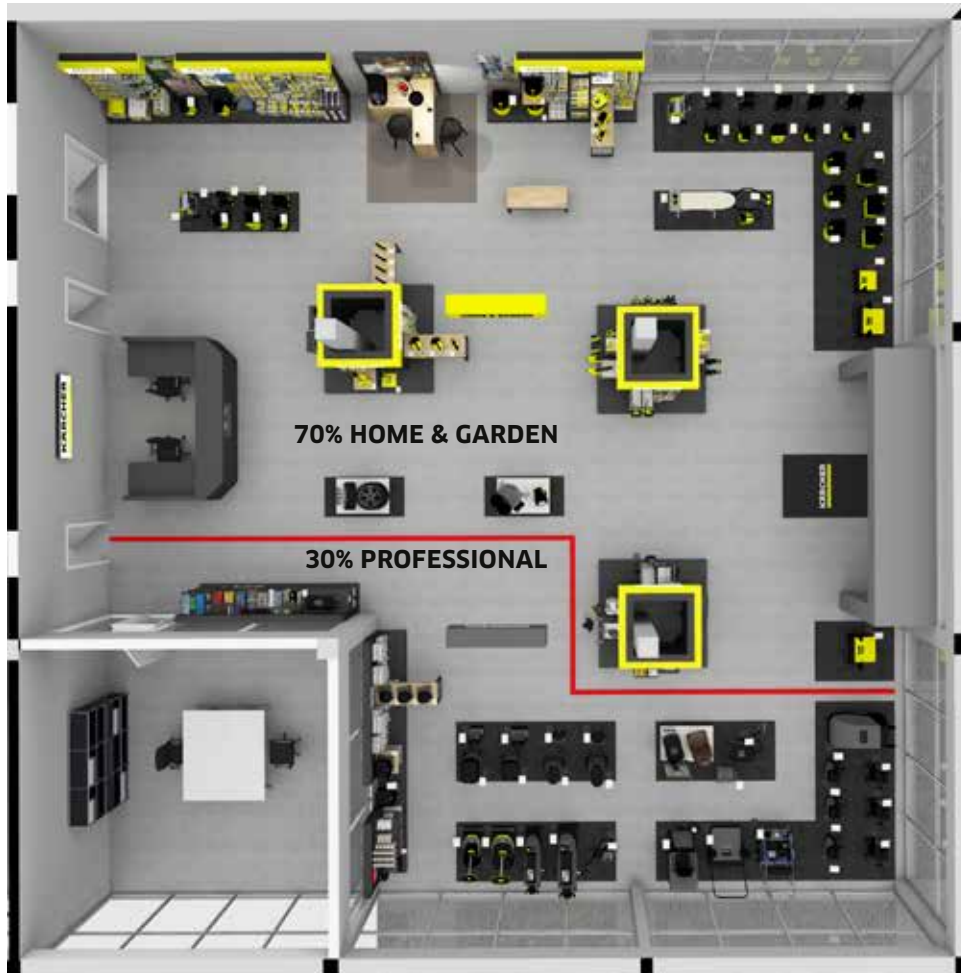
## KÄRCHER CENTER - RETAILER-OPERATED - FOCUSED ON HOME & GARDEN PRODUCTS

SPACE DIVISION 70:30



# KÄRCHER CENTER - RETAILER-OPERATED - FOCUSED ON HOME & GARDEN PRODUCTS

SPACE DIVISION 70:30



Home & Garden section



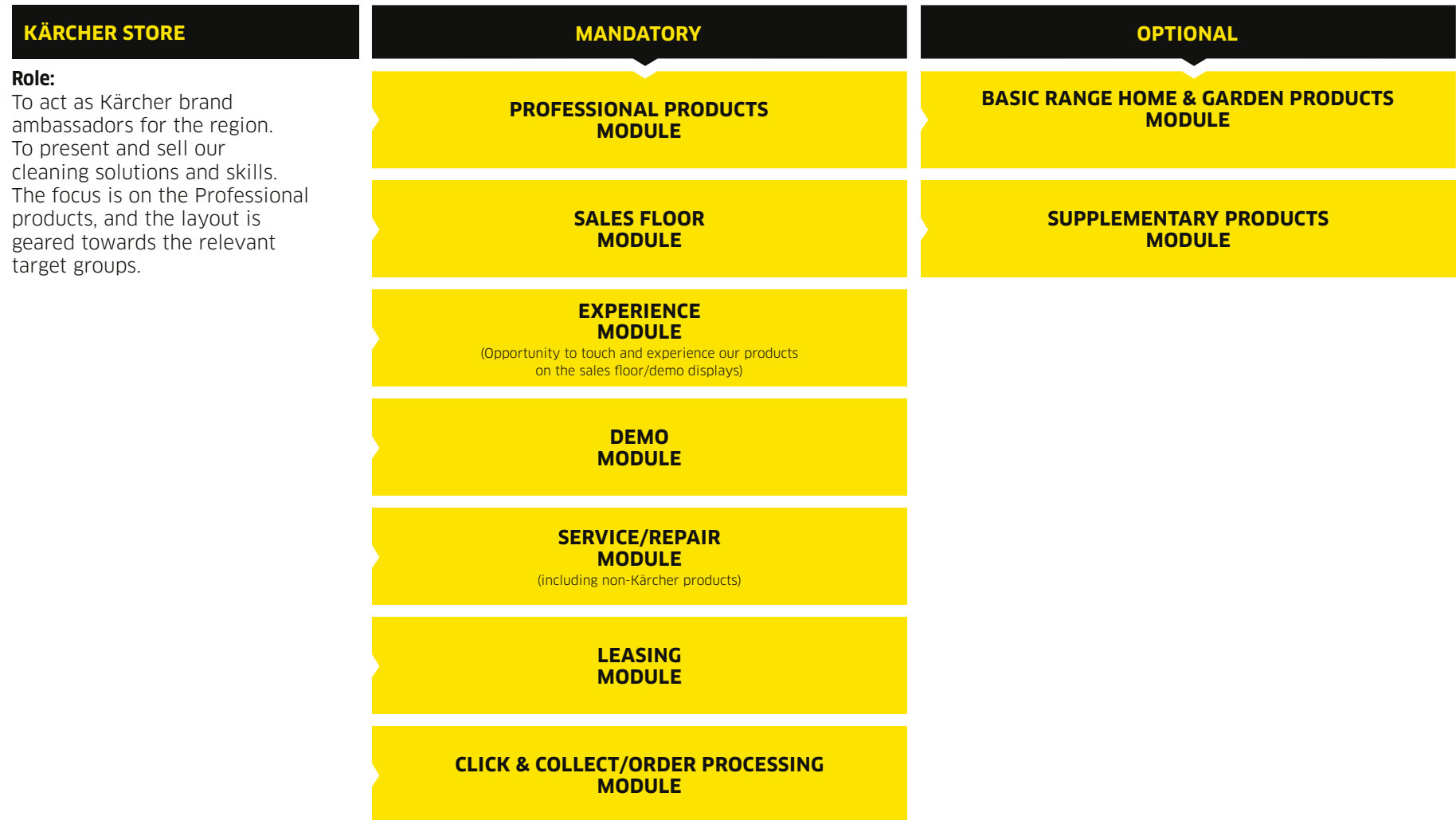
Reduced Professional section

# 3

## **KÄRCHER STORE**

DEFINITION AND  
REQUIREMENTS OF THE  
VARIOUS FORMATS  
AND THEIR LAYOUT

## KÄRCHER STORE - RETAILER-OPERATED - FOCUSED ON PROFESSIONAL PRODUCTS SPACE DIVISION WITH BASIC RANGE HOME & GARDEN PRODUCTS



**KÄRCHER STORE - RETAILER-OPERATED - FOCUSED ON PROFESSIONAL PRODUCTS**  
 SPACE DIVISION WITH BASIC RANGE HOME & GARDEN PRODUCTS

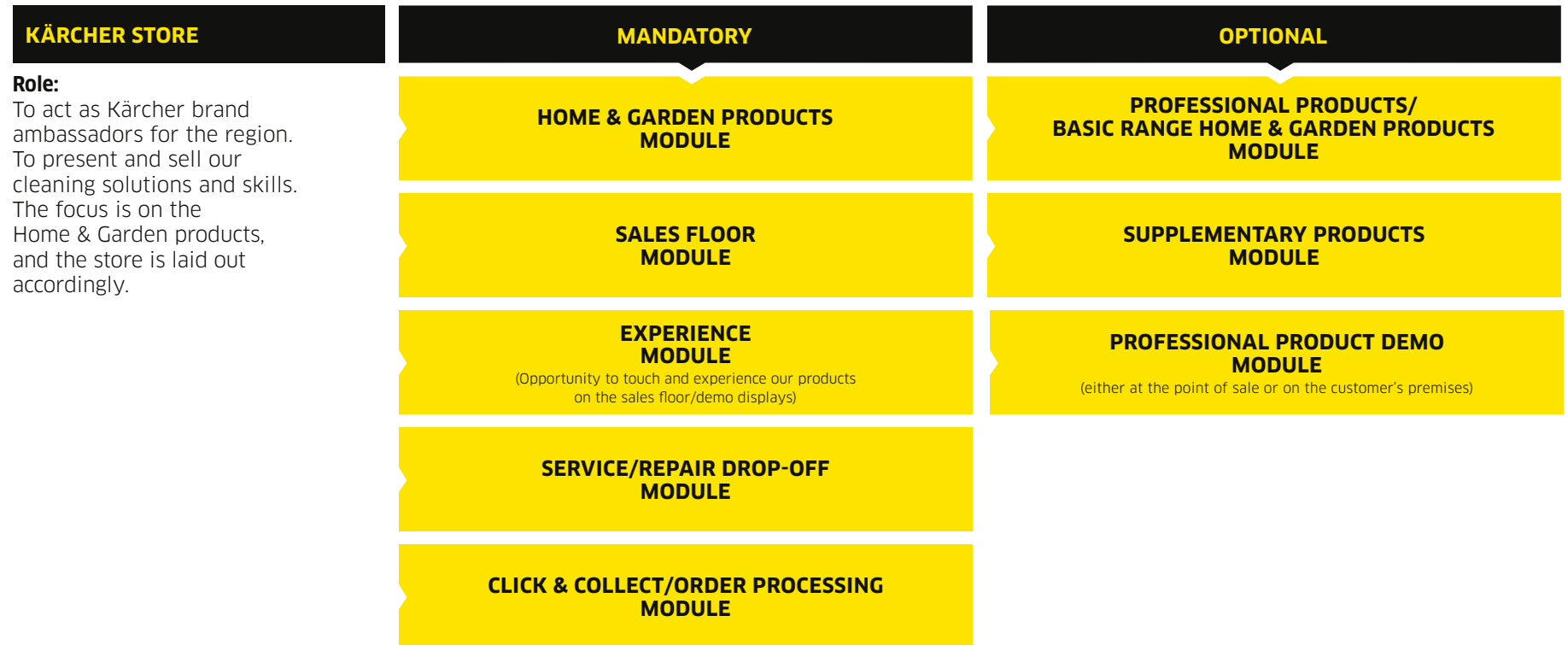


Professional and Basic Range Home & Garden section



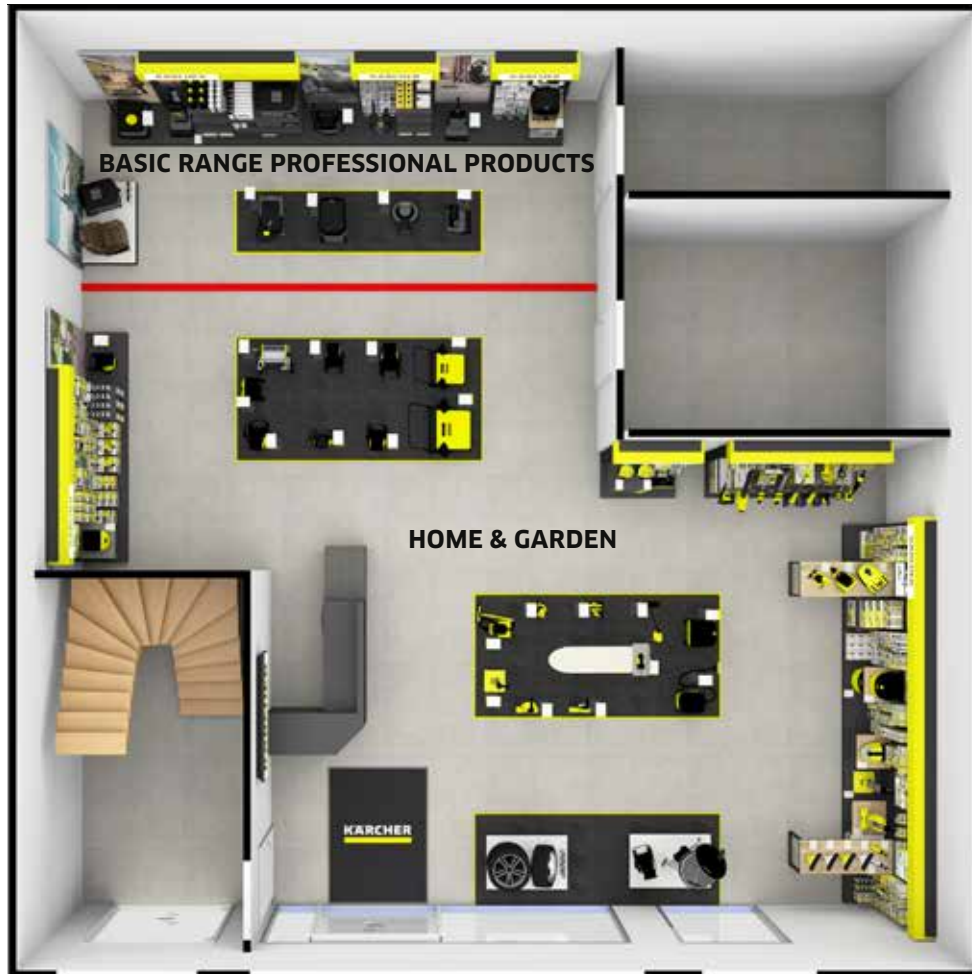
Professional section

## KÄRCHER STORE - RETAILER-OPERATED - FOCUSED ON HOME & GARDEN PRODUCTS SPACE DIVISION WITH BASIC RANGE PROFESSIONAL PRODUCTS



# 3

## KÄRCHER STORE - RETAILER-OPERATED - FOCUSED ON HOME & GARDEN PRODUCTS SPACE DIVISION WITH BASIC RANGE PROFESSIONAL PRODUCTS



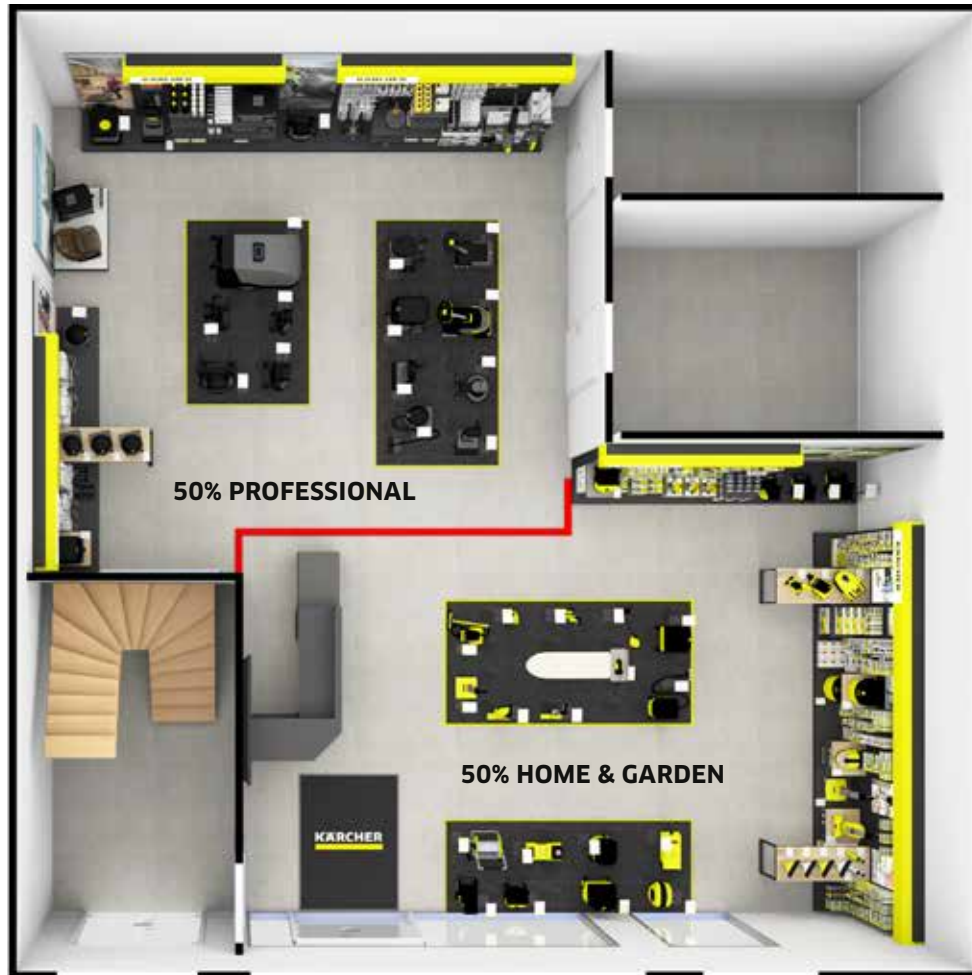
Home & Garden and Basic Range Professional section



Home & Garden section

# 3

## KÄRCHER STORE - RETAILER-OPERATED SPACE DIVISION 50:50

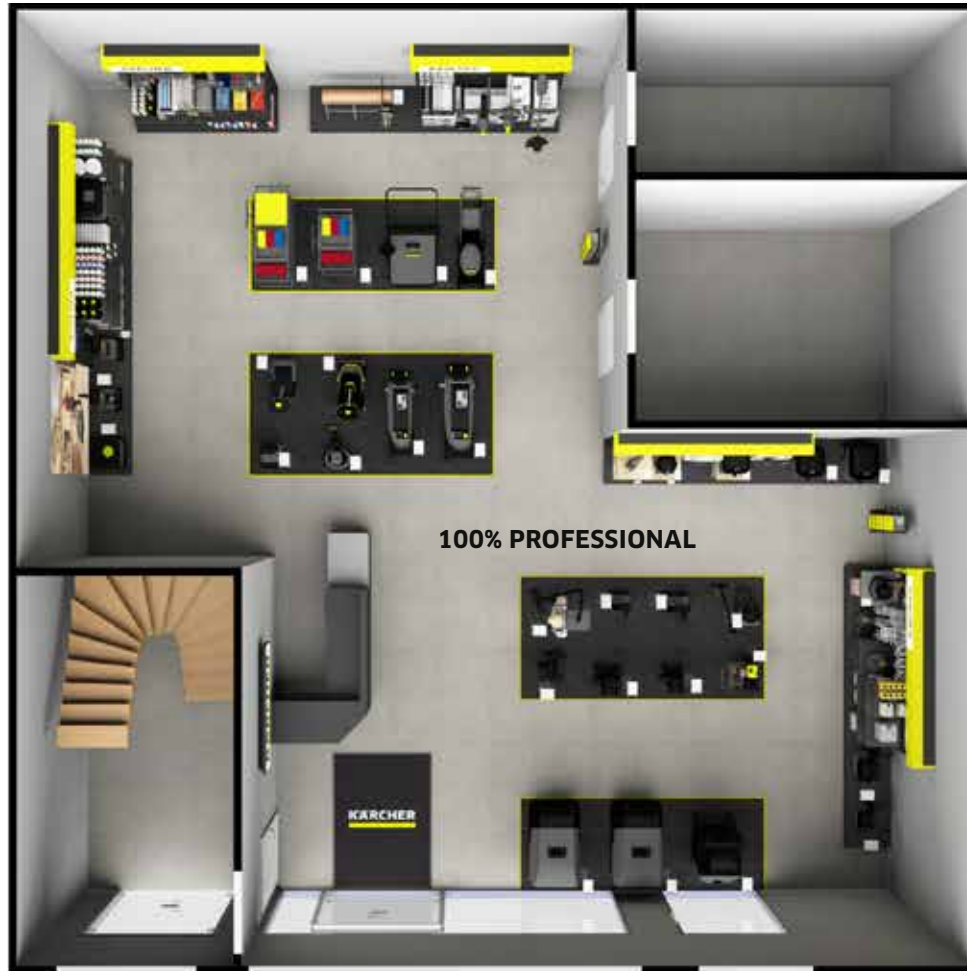


Home & Garden section



Professional section

**KÄRCHER STORE - RETAILER-OPERATED**  
PROFESSIONAL PRODUCTS ONLY



Professional section



Professional section

**KÄRCHER STORE - RETAILER-OPERATED**  
HOME & GARDEN PRODUCTS ONLY

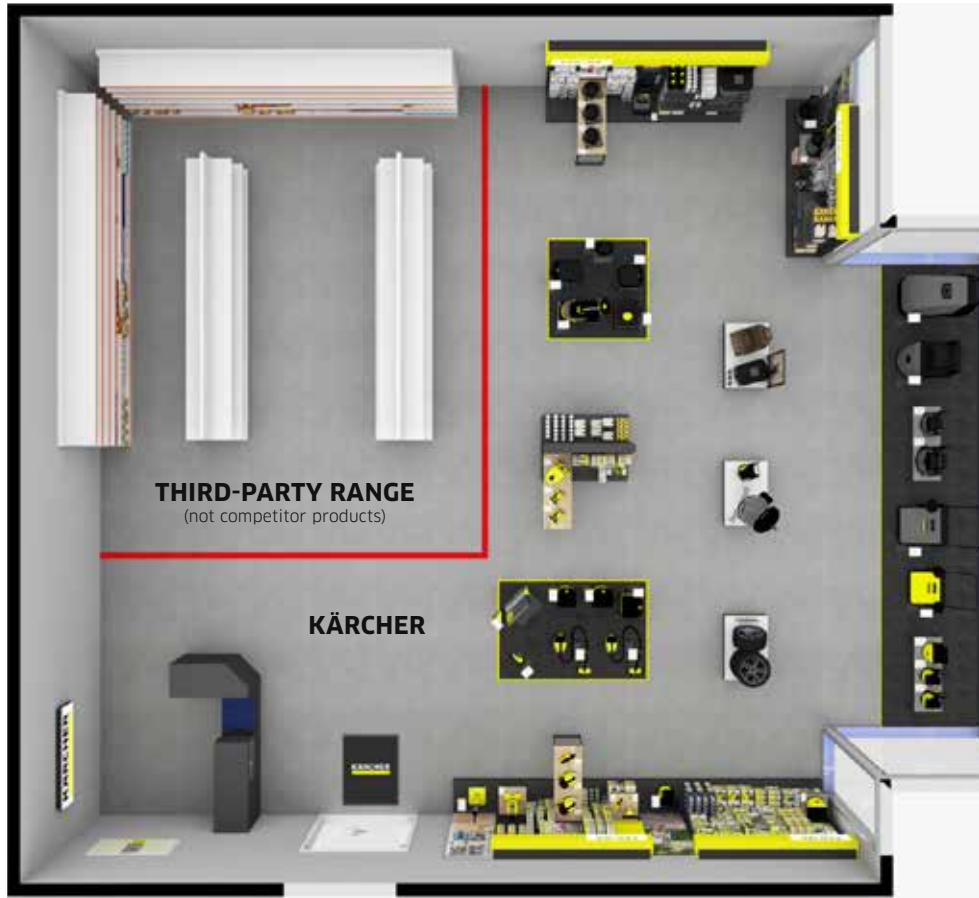


Home & Garden section



Home & Garden section

# KÄRCHER STORE - RETAILER-OPERATED SHOP-IN-SHOP OPTION



Home & Garden section



Professional section and third-party range (not competitor products)

**4**

**WE LIKE TO KEEP  
THINGS CLEAN -  
INCLUDING OUR DESIGN**

OUR BRAND IDENTITY

**POWERFUL**

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

**REFRESHING**

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

**STRAIGHTFORWARD**

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



**5**

**TYPICAL KÄRCHER:  
ALWAYS A  
CLEAR MESSAGE**

OUR TRADEMARK

# KÄRCHER

**PRIMARY**

Logo without claim

# KÄRCHER

**SECONDARY**

Logo with claim

makes a difference

## OUR TRADEMARK

### 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 1 K.

### 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 TRADEMARK**  
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.

6

**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)

**NARROW BLACK**

Headline 1 (Web)

Book / **Bold**

Subheadline / Accentuations  
(Print)

**Bold**

Headline 2 (Web)

Book

Copy text (Print)

**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?!

@ € % <sup>3</sup>/<sub>4</sub> § © ®

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.

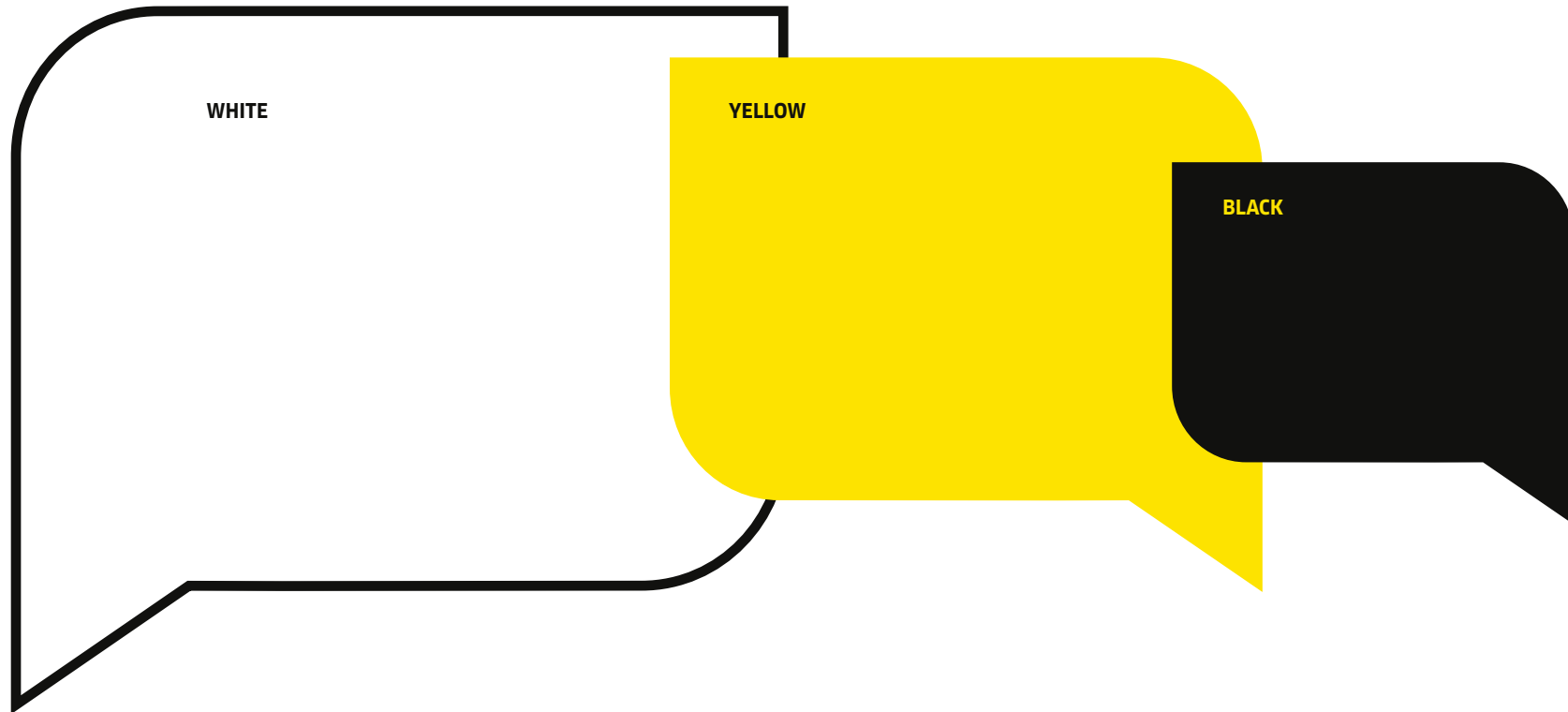
## NON-LATIN ALPHABETS

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

**7**

**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”.

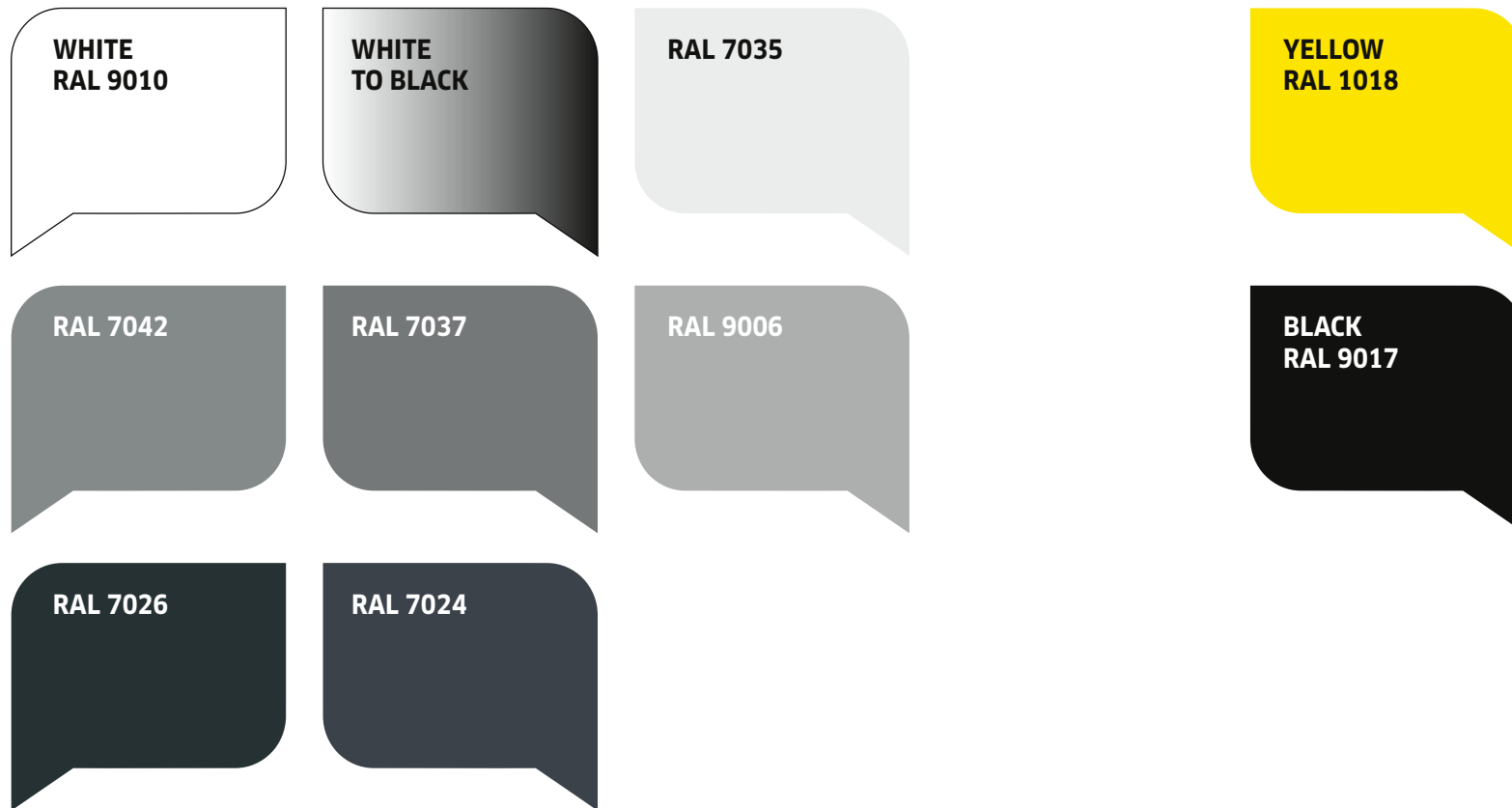
**WHITE**  
**CMYK** 0.0.0.0  
**RGB** 255|255|255  
**HEX** #FFFFFF  
**RAL** 9010 (pure white)

**YELLOW**  
**PANTONE®** Yellow Basic  
**CMYK** 0.0.100.0  
**RGB** 255|237|0  
**HEX** #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)

## OUR COLOURS

### COLOUR SCHEME OF BUILDINGS



For buildings, basic achromatic colours such as white, grey, and silver are allowed. A continuous bar in the company colour yellow may be used (building parapet) as a decorative feature.

- **RAL 9010** White
- **Colour spectrum White to Black**
- **RAL 7035** Light grey: trapezoidal sheet metal
- **RAL 7042** Traffic grey, **RAL 7037** Dust grey: basis colours for floor

- **RAL 7026** Granite grey: floor applications, for distinguishing the product presentation from the walkway, and ceilings
- **RAL 7024** Graphite grey (similar): shelf colour
- **RAL 9006** White aluminium (similar): metal parts and walls

8

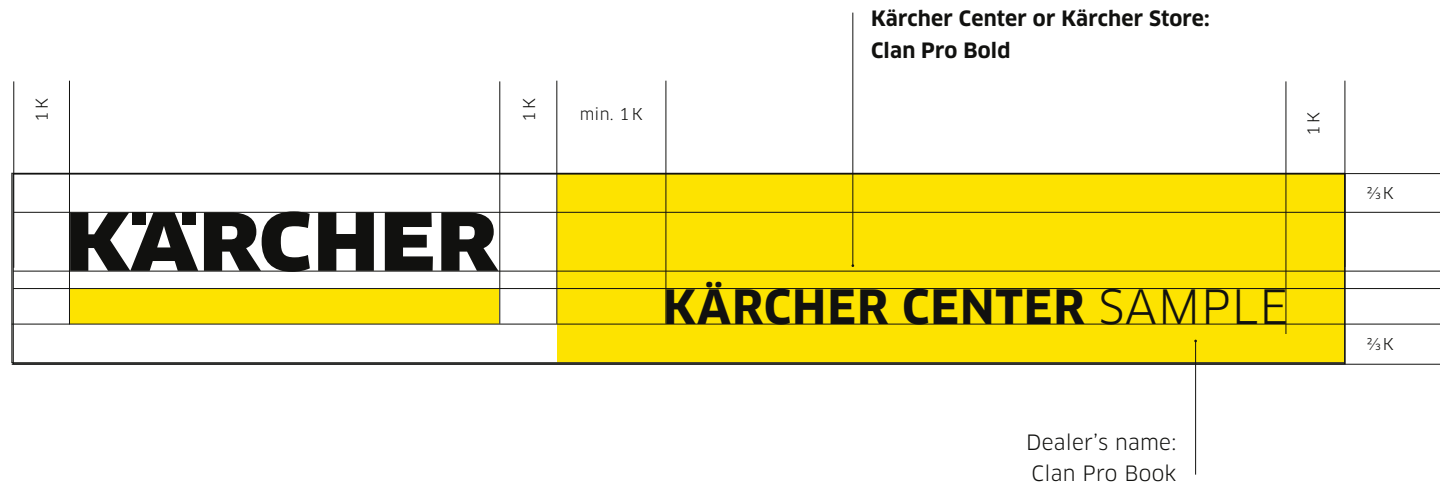
**IN THIS WAY, WE CAN  
BE SEEN CLEARLY  
FROM A DISTANCE**

OUR SHOP SIGNAGE

## OUR SHOP SIGNAGE FOR KÄRCHER CENTERS AND KÄRCHER STORES

### EXTERIOR DESIGN OF BUILDINGS



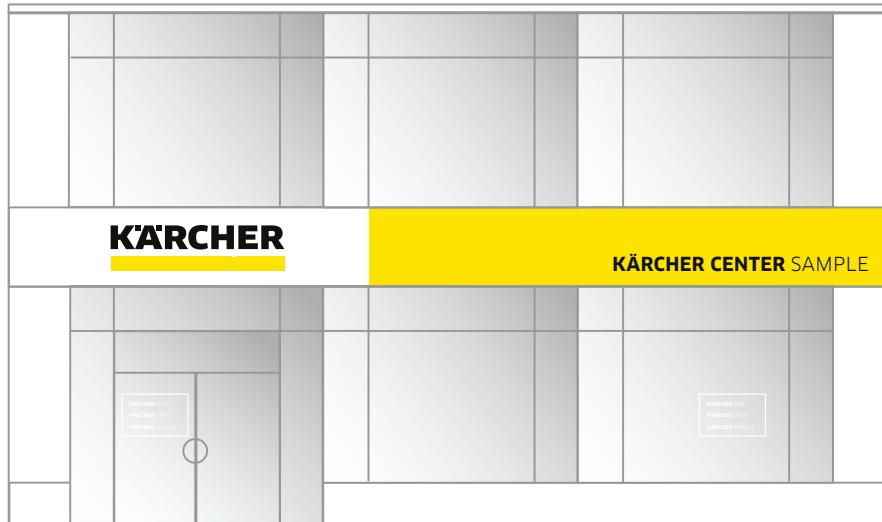


The book and bold styles are used for signs in order to achieve both a concise long-distance effect and a clear visual separation between the shop format and the dealer's name.

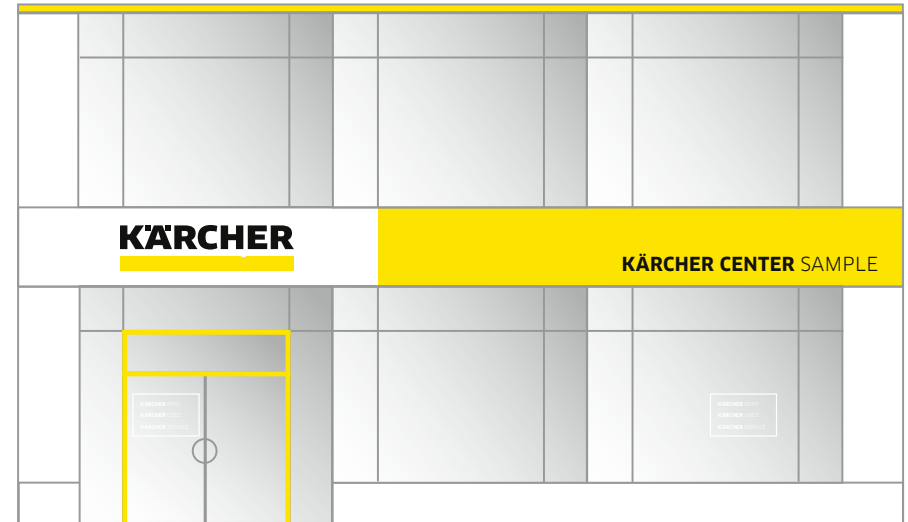
Master documents for signs can be downloaded from the Kärcher SmartBox.

#### **DESIGN RULES**

- Capital letters are used for the Kärcher name, the shop format and the dealer's name.
- The height of uppercase characters (capital letters) equals the height of the yellow logo bar.
- The text is black on a yellow background.



Standard design of exterior facades



Exterior facade with yellow coloured strips, can be used in specific cases for long-distance signage  
Emphasis of the main entrance door

- The exterior design of buildings is implemented in the achromatic colours white, grey or silver. Yellow should be avoided in order to emphasise the Kärcher logo.
- The following design elements are used as standard: primary marking elements, illuminated pylons and service signs where required.
- The building is designated with an illuminated shop sign or with illuminated advertising.
- When mounting the sign care must be taken to ensure an optimal long-distance effect.
- In exceptional cases and in order to optimise the long-range effect, a maximum 200 mm strip in yellow (RAL 1018) is permitted on the upper building closure. Other uses of building signage in yellow should generally be avoided.
- The main entrance door should consist of glass or metal with glass inserts. Optionally, the frame of the main entrance door may be emphasised with yellow (RAL 1018).
- Blinds, shutters, window frames and door frames should have achromatic colours.

## OUR SHOP SIGNAGE

EXTERIOR DESIGN OF BUILDINGS | STANDARD | COLOR RATIO 60 : 40

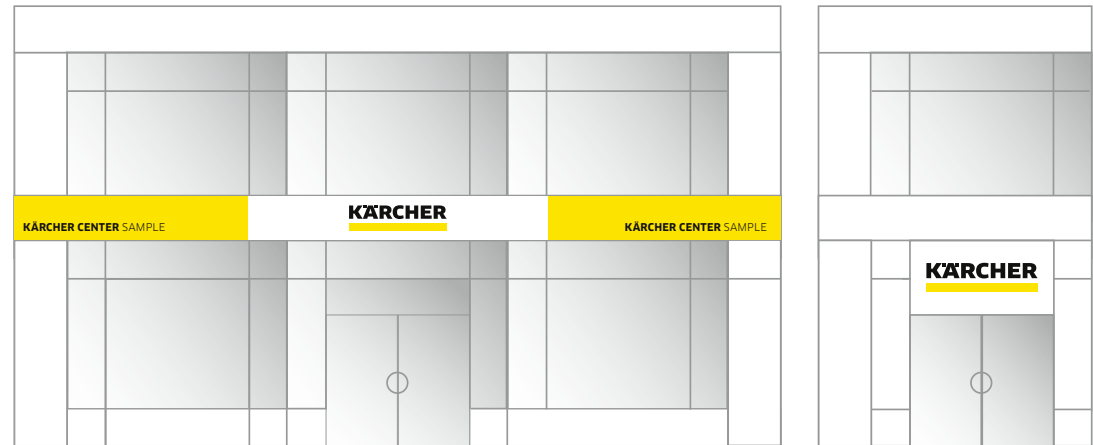


Recommendation

Recommendation

Exception

Exception

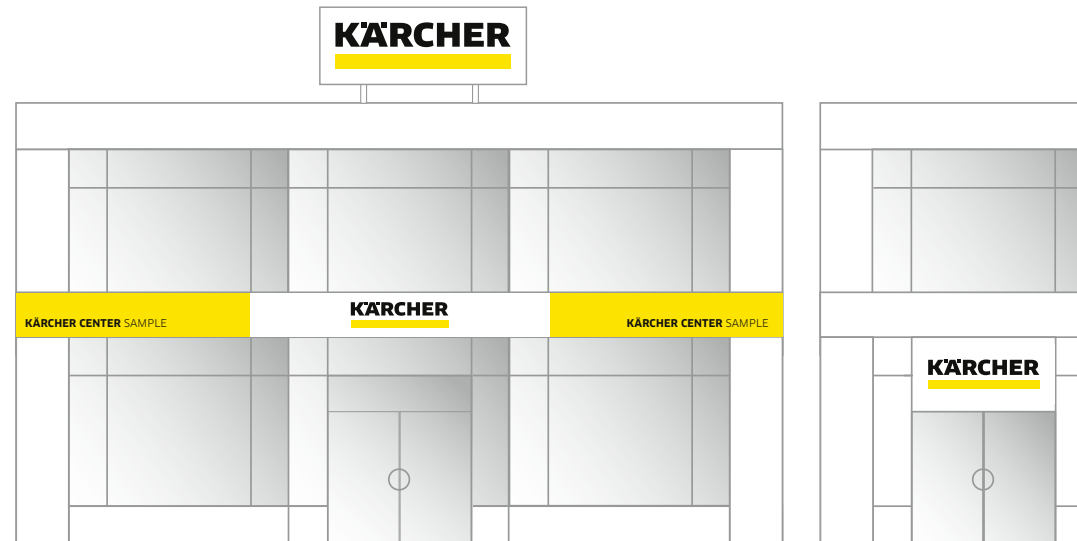


Standard design of exterior facades

The white logo space can be freely positioned within the yellow sign, in consideration of the color ratio, to best fit the building structure. If possible, the logo is placed above the entrance. The color ratio of 60 : 40 should be approximately met. The ratio is a guideline, however the proportion of white space should not exceed 40%. It may however fall below 40%.

## OUR SHOP SIGNAGE

### EXTERIOR DESIGN OF BUILDINGS | STANDARD | COLOR RATIO 60 : 40



Standard design of exterior facades

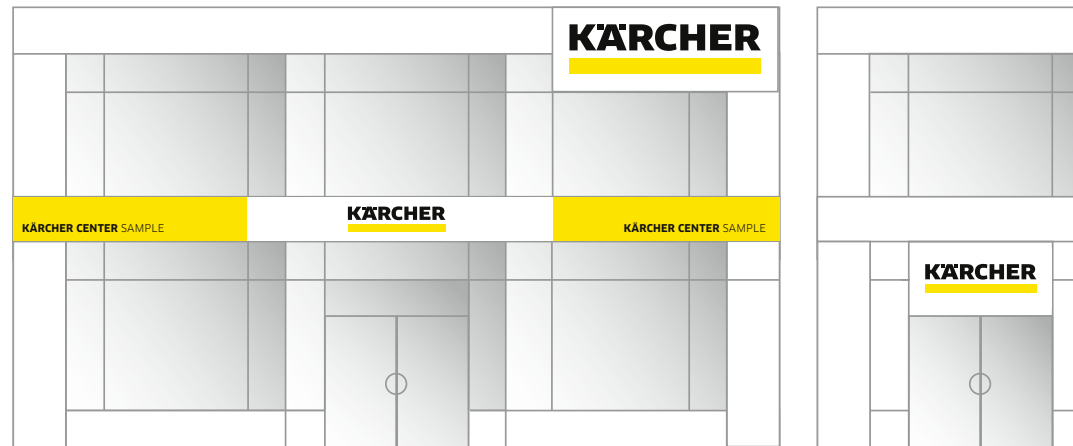


Logo sign for roof or upper parts of building

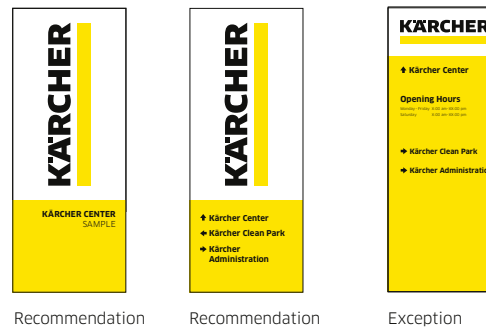
For optimal long-distance effect a sign with the Kärcher logo can be fitted on the roof of the building or at the top of a building.

## OUR SHOP SIGNAGE

### EXTERIOR DESIGN OF BUILDINGS | STANDARD | COLOR RATIO 60 : 40



Standard design of exterior facades



Recommendation

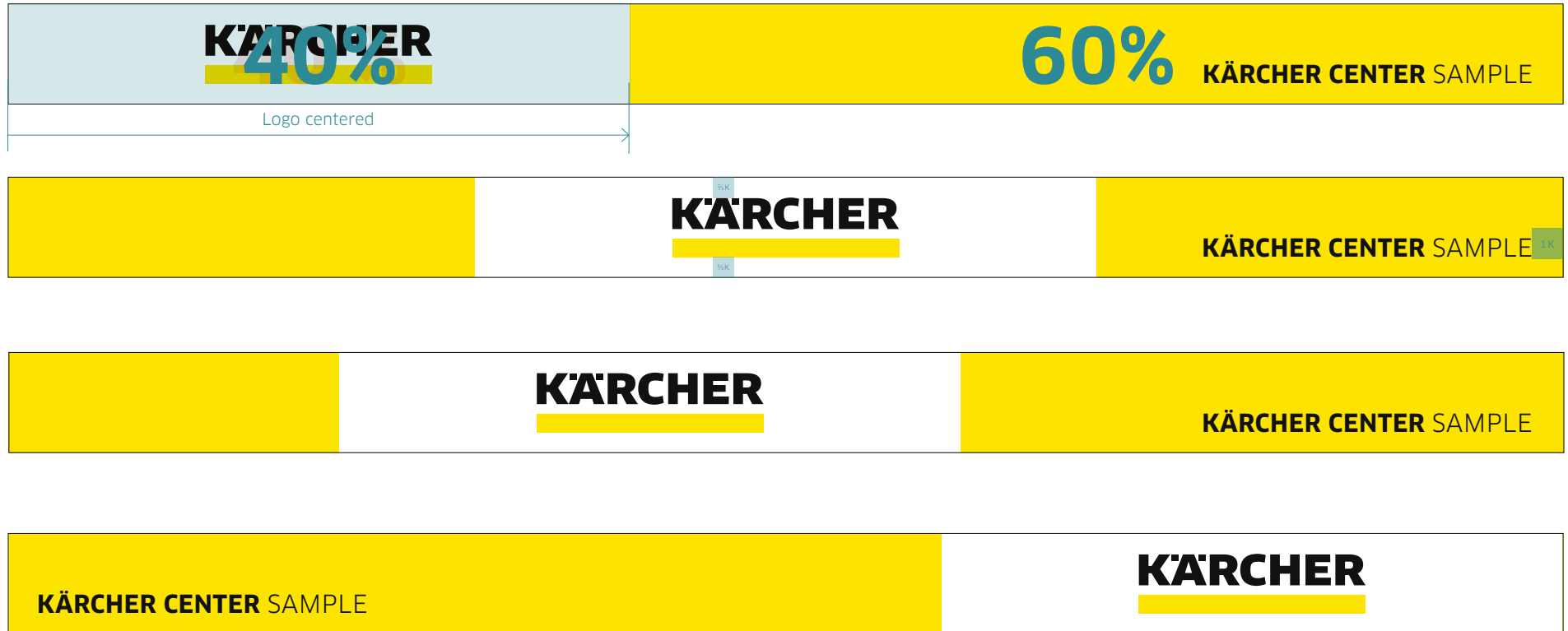
Recommendation

Exception

For optimal long-distance effect a sign with the Kärcher logo can be fitted on the roof of the building or at the top of a building.

**OUR SHOP SIGNAGE**

EXTERIOR DESIGN OF BUILDINGS | STANDARD | COLOR RATIO 60 : 40



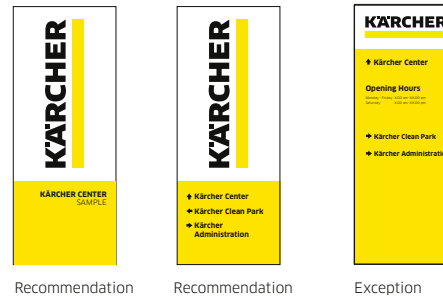
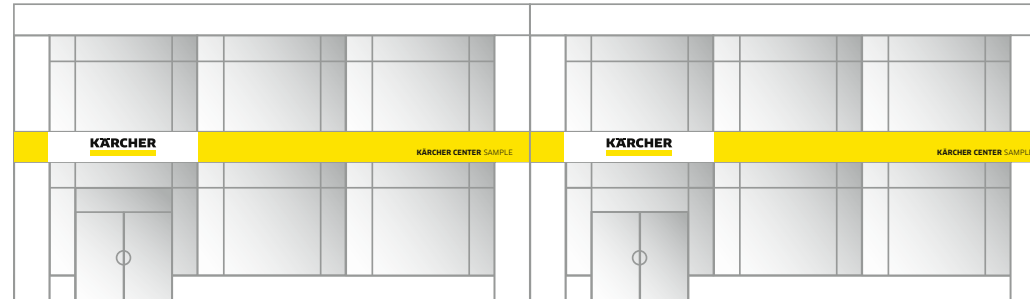
The white logo space can be freely positioned within the yellow sign, in consideration of the color ratio, to best fit the building structure. If possible, the logo is placed above the entrance. The color ratio of 60 : 40 should be approximately met. The ratio is a guideline, however the proportion of white space should not exceed 40%. It may however fall below 40%.

“Kärcher Center” is used as a substitutional example in the layouts and can be replaced by all Kärcher retail formats.

Master documents for signs can be downloaded from the Kärcher SmartBox.

## OUR SHOP SIGNAGE

EXTERIOR DESIGN OF BUILDINGS | EXTRA LONG | COLOR RATIO 70 : 30



Recommendation

Recommendation

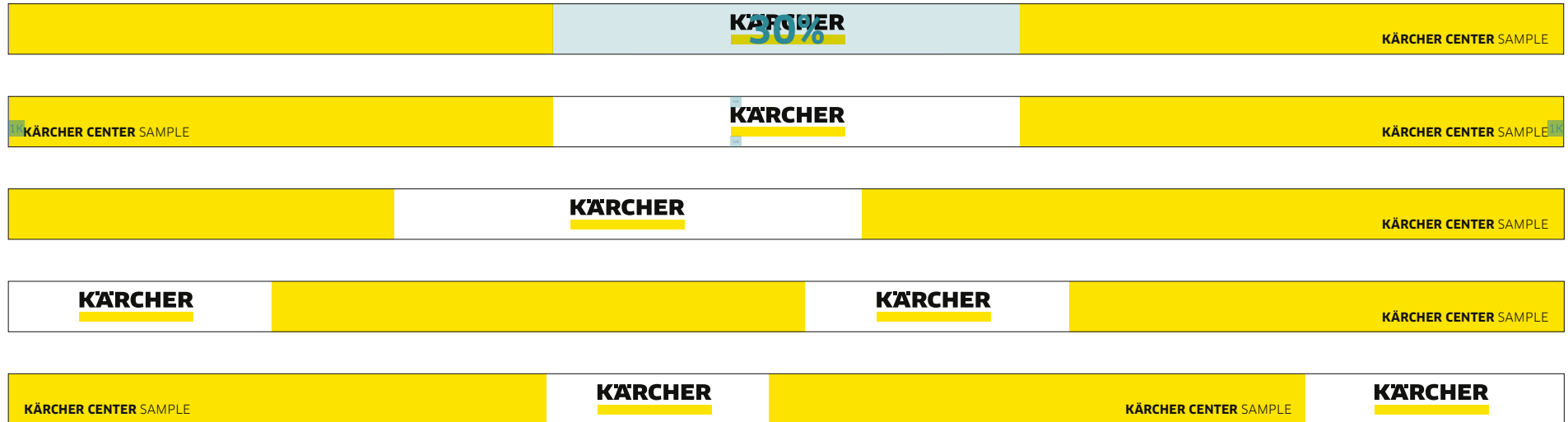
Exception

The white logo space can be freely positioned within the yellow sign, in consideration of the color ratio, to best fit the building structure. If possible, the logo is placed above the entrance. The color ratio of 70 : 30 should be approximately met. The ratio is a guideline, however the proportion of white space should not exceed 30%. It may however fall below 30%.

From a certain length of signs the white logo space should be positioned so it breaks up the yellow area. The placement can be in the middle or according to building characteristics such as entrance, windows etc. The white logo space can also be divided into several parts and placed within the yellow sign. The white logo spaces can be of different sizes and adapted to the building characteristics.

## OUR SHOP SIGNAGE

EXTERIOR DESIGN OF BUILDINGS | EXTRA LONG | COLOR RATIO 70 : 30



The white logo space can be freely positioned within the yellow sign, in consideration of the color ratio, to best fit the building structure. If possible, the logo is placed above the entrance. The color ratio of 70 : 30 should be approximately met. The ratio is a guideline, however the proportion of white space should not exceed 30%. It may however fall below 30%.

Master documents for signs can be downloaded from the Kärcher SmartBox.

From a certain length of signs the white logo space should be positioned so it breaks up the yellow area. The placement can be in the middle or according to building characteristics such as entrance, windows etc. The white logo space can also be divided into several parts and placed within the yellow sign. The white logo spaces can be of different sizes and adapted to the building characteristics.

“Kärcher Center” is used as a substitutional example in the layouts and can be replaced by all Kärcher retail formats.

**OUR SHOP SIGNAGE**  
EXTERIOR DESIGN OF BUILDINGS | EXTRA TALL SIGNS

	1K		1K	min. 1K		1K
min. 1K						
Kärcher logo centred horizontally	<b>KÄRCHER</b>					
			<b>KÄRCHER CENTER SAMPLE</b>			
min. 1K						

Dimensioning for extra tall signs

To improve the impact from a distance, the proportions of the yellow areas may be increased.



## OUR SHOP SIGNAGE

### EXTERIOR DESIGN OF BUILDINGS | “LACK OF SPACE” APPLICATION

	1K		1K	min. 1K		1K
⅔K		<b>KÄRCHER</b>		<b>KÄRCHER CENTER</b>		
				<b>SAMPLE</b>		
⅔K						

Dimensioning for “Lack of Space”, two-line

In cases of lack of space the color ratio may be adjusted up to 50 : 50 and the text set in two lines. The logo protection zone equals at least 1 K left and right.

The proportion of white space should not exceed 50%. It may however fall below 50%.





Greece

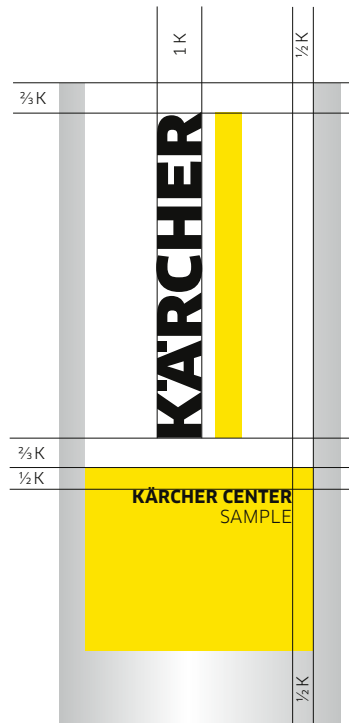


Russia

Translation versions: the version to be used depends on the legislation of the respective country.

## OUR SHOP SIGNAGE

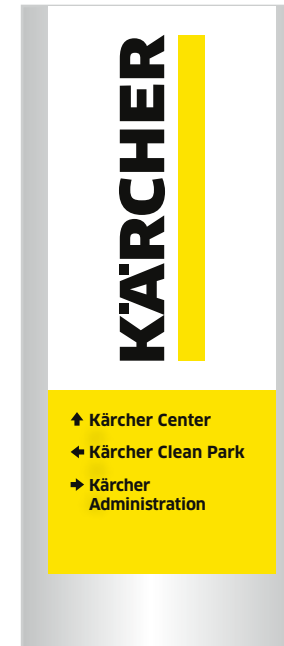
### VERTICAL PYLON DESIGN | RECOMMENDATION



Pylon with vertical signage



Pylon with vertical signage



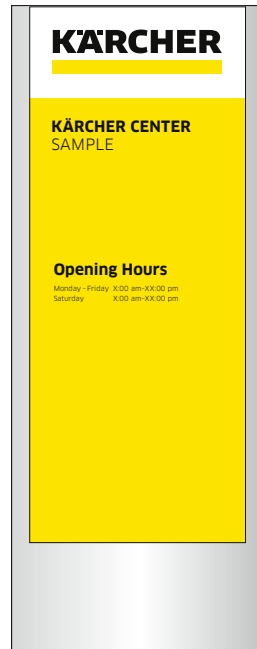
Pylon, direction sign

- The protection zone around the logo equals  $\frac{3}{5}K$  to the top and bottom.
- Kärcher and the shop format are set next to each other on one level. The dealer's name is positioned below. Positioning is flush to the right with a distance of  $\frac{1}{2}K$  to the edge of the pylon.
- Kärcher, the shop format and the dealer's name are set according to the rules on page 41, "Shop Signage: Typography".
- For direction signs the text is set flush left with a distance of  $\frac{1}{2}K$  to the edge of the pylon. Text is set in upper and lower case.
- The templates are based on the Kärcher standard pylon (1.6 × 5 m, printed area 1.6 × 4 m). Should the use of this size not be possible, the template needs to be adapted accordingly. The ratio of the yellow area then equals between 30 and 35%.

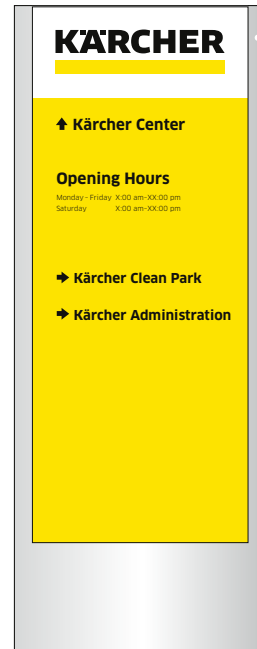
Master documents for pylons can be downloaded from the Kärcher SmartBox.

## OUR SHOP SIGNAGE

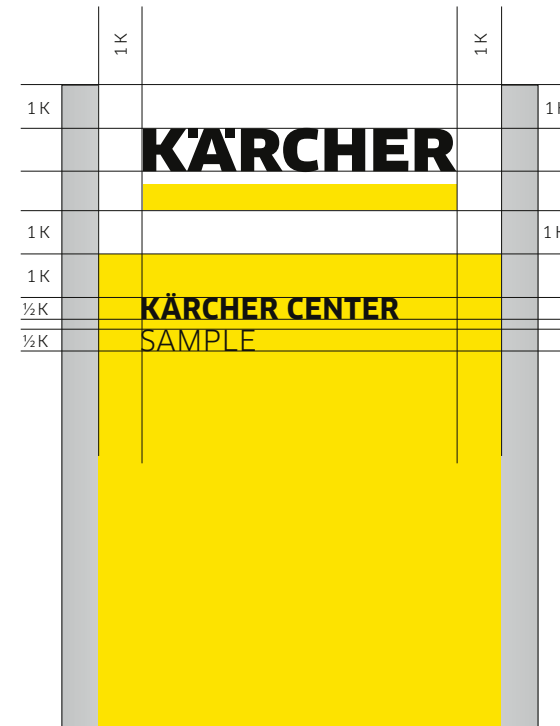
### HORIZONTAL PYLON DESIGN | EXCEPTION



Pylon with horizontal signage and opening times (exception)



Pylon with horizontal signage, direction signs and opening times (exception)



Design for pylons only: please use the corresponding layout for signs (p. 41).

In exceptions the horizontal pylon design may be used if due to the amount of necessary information (opening hours and / or directions) the space in the standard layout is not sufficient.

#### DESIGN RULES

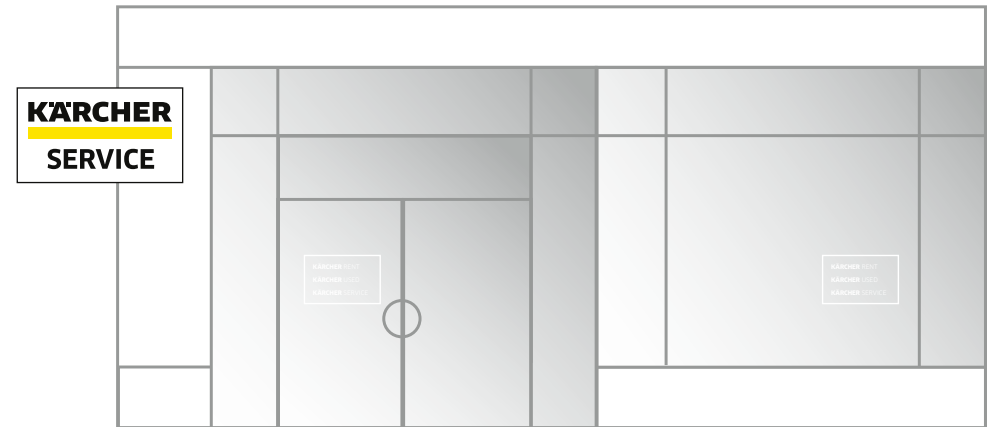
- Kärcher, the shop format and the dealer's name are set according to the rules on page 41, "Shop Signage: Typography". The ½K measurement is a recommended proportional value for font size and line spacing.
- The Kärcher logo is positioned at the top. The logo demarcation zone is 1K.

- Kärcher and the shop format are set next to each other on one level. The dealer's name is positioned below. Positioning is flush to the left of the logo, like the opening hours below.
- For direction signs there is more distance at the top. Text is set flush left in upper and lower case.

Master documents for pylons can be downloaded from the Kärcher SmartBox.

## OUR SHOP SIGNAGE “SERVICE” “LACK OF SPACE” – FLOURESCENT SIGN

	½ K		½ K
¾ K			
1 K	<b>KÄRCHER</b>		
	[Yellow bar]		
½ K			
1 K	<b>SERVICE</b>		
¾ K			



Example of use

- If there is not enough space for horizontal positioning on the building facade, a protruding sign can be used as an alternative.
- In this case, “Service” is positioned below the Kärcher logo. Kärcher is NOT written a second time.
- The retail format (in this case “Service”) is set in capital letters and the bold style.

- The font size of the retail format (in this case “Service”) should correspond as closely as possible to the Kärcher logo (in terms of height). The retail format is set centered under the logo.
- The logo demarcation zone on all sides consists of at least ½K, and 1 K to the left and right in the ideal case.

9

**HERE EVERYTHING IS  
AS IT SHOULD BE**

OUR INTERIOR DESIGN



Examples of salesroom

#### FLOORING

In the sales area, hard floors are designed in the colours RAL 7042 Traffic Grey A or RAL 7037 Dust Grey with a discreet mottled effect. Additional information can also be obtained from Corporate Marketing & Brand Management.

Flooring in the service area must fulfil specific requirements (e.g. oil-resistant, antistatic, non-slip, resilient).



#### WALLS AND CEILINGS, BUILDING COMPONENTS (Pillars, Ledges, etc.):

Walls similar to RAL 9006. Ceilings similar to RAL 7026, in exceptional cases and in the case of low ceiling height (see below) White RAL 9010.

Pay attention to the ceiling height when selecting the colour. The dark colours can appear very heavy and depressing if the ceiling height is very low (e.g. below 3.5 metres). It is necessary to ensure that the showroom/sales area is also well illuminated here.



Lighting with rail system

Rail systems with options for variable positioning of the lamps are the ideal solution for flexible and high-quality salesroom lighting. If the presentation of goods is rearranged after the initial setup, this system provides the option to promptly and easily adjust the lighting of the sales area according to the new conditions. The light planning is always carried out together with the planning of the furnishings in order to ensure ideal lighting conditions for the presentation of goods.



Example of point-of-sale counter

If the spatial situation allows it, the checkout counter must be positioned in a central location with appropriate distance to the entrance. If required, an illuminated sign with a logo can be fitted to the wall area behind the checkout counter. Display areas and new products are positioned in the customer's focal point, where possible in the entrance area.

The Trade Marketing catalogue provides an overview of the entire product range and it can be downloaded from the Kärcher SmartBox. Further information is available from Corporate Marketing & Brand Management.

## OUR INTERIOR DESIGN

### CONSULTING MODULE AND COFFEE BAR



Consulting module

The consulting module can be positioned flexibly in the sales area and is an ideal way to have a conversation with the customer away from the sales counter. It also offers the option of storing sales documentation.



Coffee bar

The coffee bar creates a relaxing atmosphere and gives the option of offering the customer a beverage. It can also be used as a waiting area or for consultations.

## OUR INTERIOR DESIGN

### STAGING MODULE AND CEILING SUSPENSIONS



Staging module

The Staging Module offers space for new products or for highlight and promotional products. With the illuminated floor panel, the option of positioning a monitor and magnetic foil, the customer's focus is optimally directed to the product.



Ceiling suspensions

The ceiling suspensions show the positioning of the product categories in the sales area.

## OUR INTERIOR DESIGN

### WALL SHELVING AND GONDOLA SHELVES



Shelving system for the salesroom

#### WALL SHELVING

K-POS shelves with a height of 240 cm (exceptions: 220 cm) and a width of 50 cm in Graphite Grey (RAL 7024) must be used. Within the shelving elements ensure clear and meaningful structuring in device presentation, accessories, as well as detergents and cleaning agents.



#### GONDOLA SHELVES

K-POS gondolas with a height of 160 cm and width of 50 cm in Graphite Grey (RAL 7024) must be used. Within the shelving elements ensure clear and meaningful structuring in device presentation, accessories, as well as detergents and cleaning agents.

The Trade Marketing catalogue provides an overview of the entire product range and it can be downloaded from the Kärcher SmartBox. Further information is available from Corporate Marketing & Brand Management.

## OUR INTERIOR DESIGN

### PILLAR CONVERSION AND STANDALONE SOLUTION



Pillar conversion

Thanks to the flexibility of the K-POS system there is the option to convert pillars and supports and therefore make even better use of the sales area.



Standalone solution

The standalone solution can be used as a highlight display, for promotions or as a secondary placement.

## OUR INTERIOR DESIGN

### SALES AREAS AND DEMO DISPLAYS



Example of a sales area with specified aisle widths and presentation areas

The aisle width must not be less than 100 cm, or ideally 130 cm. Products are presented in categories. Upright equipment and vacuum cleaners are, where possible, placed on pedestals and larger machines (HDS, IV, IC, KM, etc.) stand directly on the floor. The pedestals (anthracite) in our furnishing range have the following dimensions: 60 × 80 cm and 80 × 120 cm.

#### EMPHASISING THE PRESENTATION AREAS

In order to make product presentations stand out from the walking areas, a special PVC flooring is used. The PVC tiles are placed on a magnetic surface in order to be able to react flexibly when changing the product presentation. Additionally, the area is surrounded by a yellow frame.



Example of demo display

Demo displays are integrated directly into the shelving system or set up beside the shelf. We make it possible for our customers to test and experience the machines on site.

The Trade Marketing catalogue provides an overview of the entire product range, and it can be downloaded from the Kärcher SmartBox. Further information is available from Corporate Marketing & Brand Management.

## OUR INTERIOR DESIGN

### WALL GRAPHICS AND DEMO AREA



Wall graphics

The wall graphics divide the shelf modules by theme and highlight once again the possible applications of the corresponding devices. The graphics are available in two widths (80 or 160 cm) in order to be able to make optimal use of the local conditions.



Demo area/world of experience

The demo area or the world of experience offers the customer the opportunity to see devices live and in action and to test them out. It should be equipped with different floor coverings. This has a very high impact on the customer's decision to purchase.

# 10

**WE OFFER EVERYTHING  
NEEDED FOR A SPARKLING  
APPEARANCE**

OUR CLOTHING



Men's dungarees



Men's overalls



Men's coat



Men's work trousers



Men's waist-length jacket



Work jacket

**NEW**


Work coat

**NEW**

For special assembly or service department requirements. This collection of clothing is hard wearing and protects against industrial dirt. This industrial protective work clothing is noted for its durability and optimal functionality.

Protective work clothing can be obtained from Corporate Marketing & Brand Management.

## OUR CLOTHING SALES PERSONNEL CLOTHING



Men's soft shell jacket



Women's soft shell jacket



Unisex dungarees



Unisex dungarees



Unisex work trousers



Unisex work trousers



Men's knitted pullover  
Women's knitted pullover



Men's polo shirt  
Women's polo shirt



Men's long-sleeved shirt  
Women's long-sleeved blouse



Men's short-sleeved shirt  
Women's short-sleeved blouse

Employee clothing also contributes to a consistent brand appearance. This collection of sales personnel clothing offers top quality and comfort. There are different cuts and designs for men and women.

As well as the main colour black, yellow is discreetly and effectively used for the trimmings. White shirts and blouses supplement the collection and provide further possible combinations.

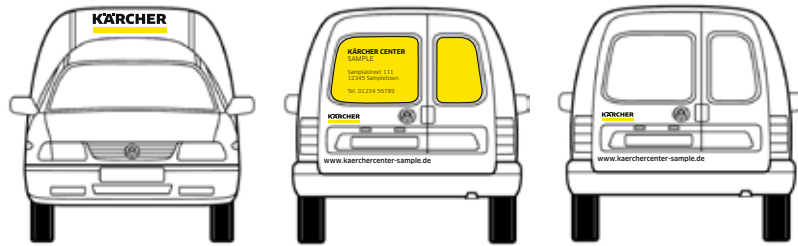
This clothing can be obtained from Corporate Marketing & Brand Management.

**11**

**WITH US YOU'RE  
ON THE RIGHT TRACK**

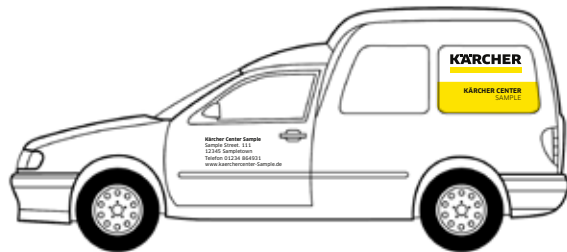
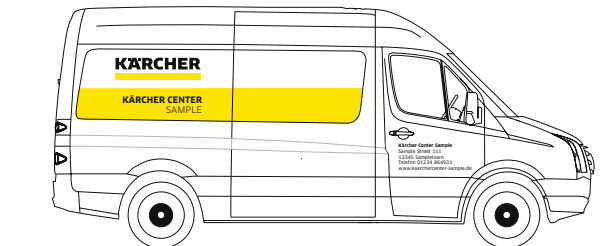
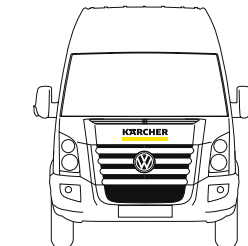
OUR VEHICLE MARKING

## OUR VEHICLE MARKING LOGO + RETAIL FORMAT OR SERVICE

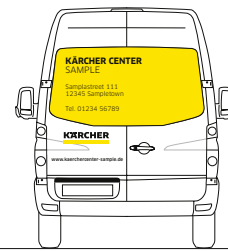


Variant 1

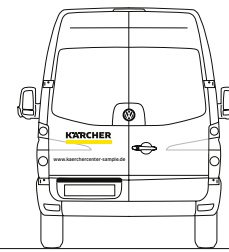
Variant 2



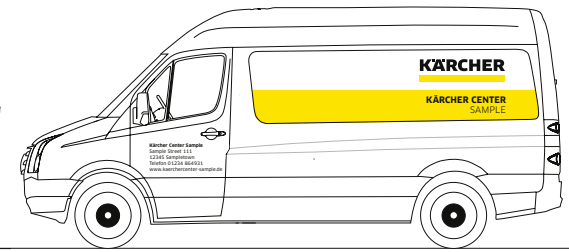
Design examples with logo



Variant 1



Variant 2



Achromatic colours are allowed for basic painting of Kärcher vehicles which basically means white, silver, grey and black. Depending on the vehicle maker, various paint finishes are possible, e.g. for Mercedes-Benz: 960 Alabaster white, 744 Brillant silver, 040 Black, 197 Obsidian black, 185 Melanite black. For Volkswagen: Reflex silver (8E), Black (A1), Black magic (Z4).

Example layouts for vehicle marking can be downloaded from the Kärcher SmartBox.

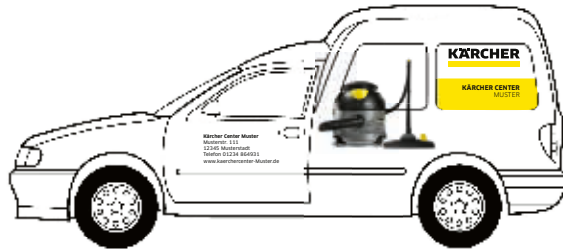
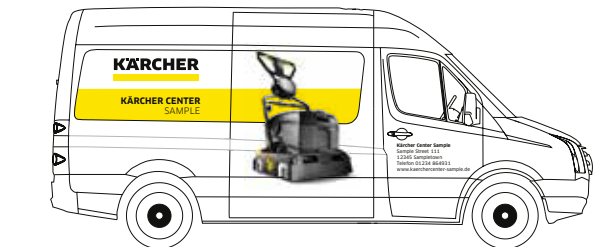
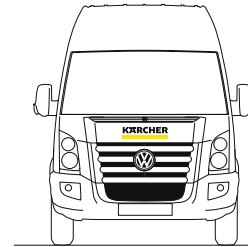
- Markings are always applied to both sides and the rear, and depending on the vehicle design optionally also the front.
- The retail format in uppercase letters is placed on a yellow stripe, which is adapted to the shapes of the vehicle. Above it the Kärcher logo is positioned centered within the bordered space.
- In addition the appropriate retail format is incorporated into the address block in capitals/lower case using the font Clan Pro Bold.
- Individual cases must be coordinated with Corporate Marketing & Brand Management.

## OUR VEHICLE MARKING WITH PRODUCT IMAGE

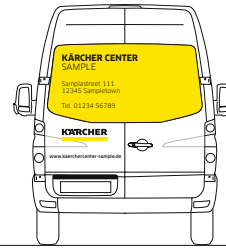


Variant 1

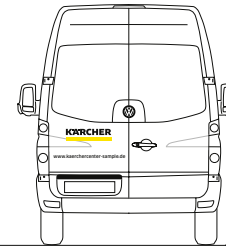
Variant 2



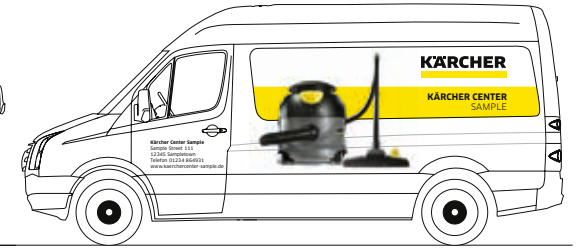
Design examples with logo and product image



Variant 1



Variant 2



- Product images may be used in addition to the logo and the yellow stripe with the reel format. Individual cases must be coordinated with Corporate Marketing & Brand Management.

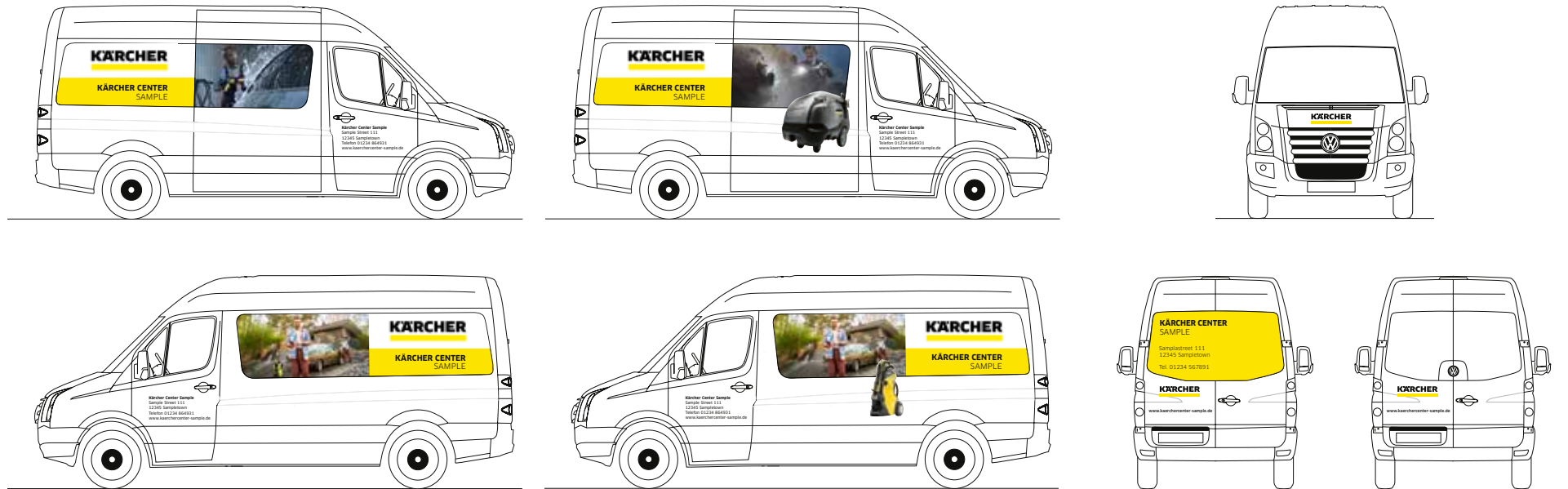
### COLOURS FOR ADHESIVES

Yellow: 3M™ Scotchcal™ Series 100 F-15

Black: 3M™ Scotchcal™ Series 100 F-12

Example layouts for vehicle marking can be downloaded from the Kärcher SmartBox.

## OUR VEHICLE MARKING WITH CAMPAIGN IMAGE



Design examples with campaign and product image

Variant 1

Variant 2

- Campaign and product images may be used in addition to the logo and the yellow stripe with the rail format. Individual cases must be coordinated with Corporate Marketing & Brand Management.

### COLOURS FOR ADHESIVES

Yellow: 3M™ Scotchcal™ Series 100 F-15

Black: 3M™ Scotchcal™ Series 100 F-12

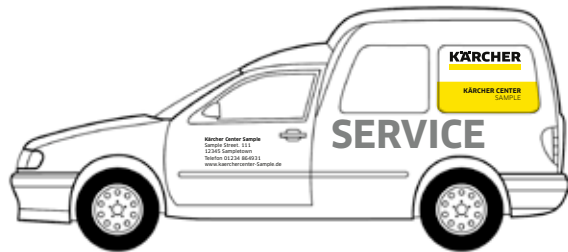
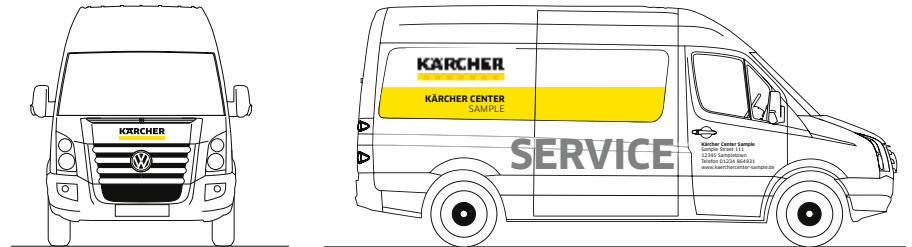
Example layouts for vehicle marking can be downloaded from the Kärcher SmartBox.

## OUR VEHICLE MARKING SERVICE

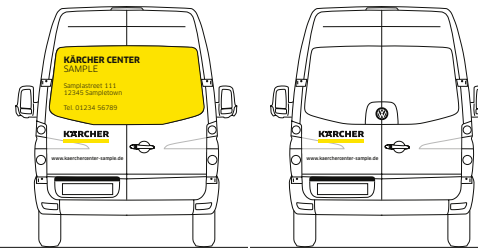


Variant 1

Variant 2

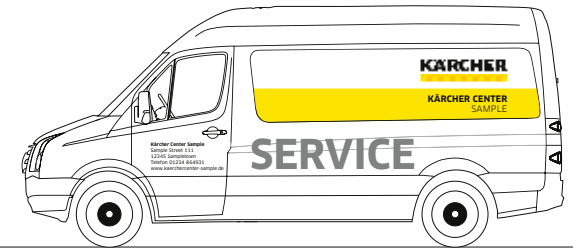


Design examples for service vehicles



Variant 1

Variant 2



For Kärcher Service, the logo “SERVICE” in capital letters in Clan Pro Bold will be used additionally on both sides of the vehicle.

Example layouts for vehicle marking can be downloaded from the Kärcher SmartBox.

### COLOURS FOR ADHESIVES

Yellow: 3M™ Scotchcal™ Series 100 F-15

Black: 3M™ Scotchcal™ Series 100 F-12

Grey: 3M™ Scotchcal™ Series 100 F-605

**12**

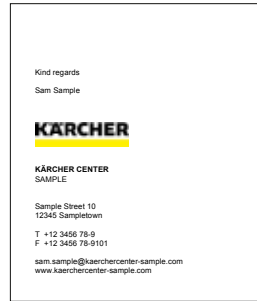
**OUR STANDARDS  
USUALLY DON'T FIT  
INTO A DRAWER.  
BUT THIS TIME THEY DO.**

OUR STATIONERY

**OUR STATIONERY**  
**LETTERHEAD, BUSINESS CARD, LABEL, STENCIL, E-MAIL SIGNATURE**



Letterhead



E-mail signature



Business card



Label

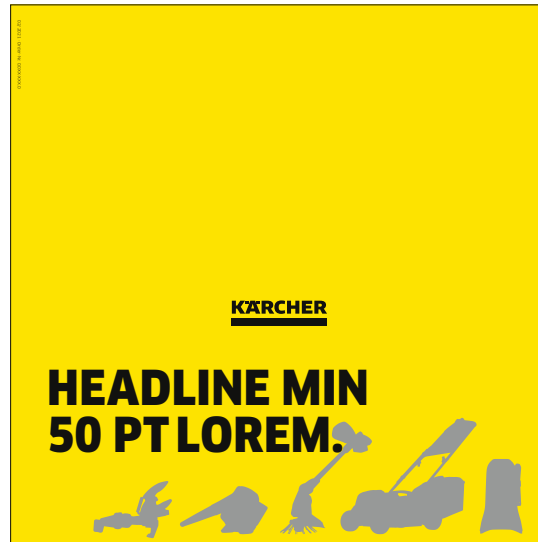


Stencil

It is said that every piece of stationery, letterhead, e-mail and quotation is important to project a favourable company image. Consistency is therefore a must. Kärcher company stationery in other countries should be designed along the same lines, taking into account national specifications. Certifications, e.g. ISO 9001, are printed at the bottom of the document. In the case of business cards, the division into three text blocks is binding: company name and address with all communication links on the right; name, title and function above left (home address bottom left if needed).

Master documents can be downloaded from the Kärcher SmartBox. Prior to initial printing, company stationery must be submitted to Corporate Marketing & Brand Management at head office.

The illustrations above are only intended as layout templates and not as content specifications. The name and registered details of the respective Kärcher Center remain the responsibility of the respective Kärcher Center and are expressly not regulated by Alfred Kärcher SE & Co. KG.



Four-sided folding card, title page



Four-sided folding card, inside page

Invitation cards can be sent to celebrate an opening, a spring festival, an open day or other event.

Master documents can be downloaded from the Kärcher SmartBox.

**13**

**HEROES OFTEN STAY  
IN THE BACKGROUND.  
WE PUT THEM  
CENTRE STAGE.**

OUR ADVERTISEMENTS



Advertisement example, 1C



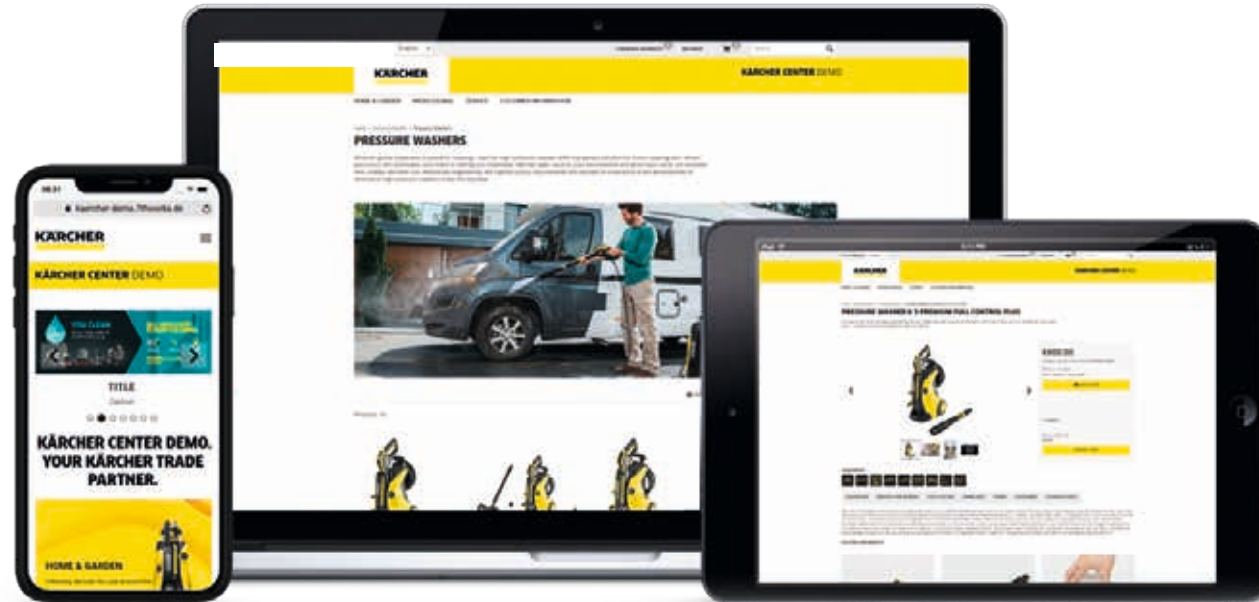
Advertisement example, 4C

Advertisement templates with dealer imprint can be downloaded from the Kärcher SmartBox.

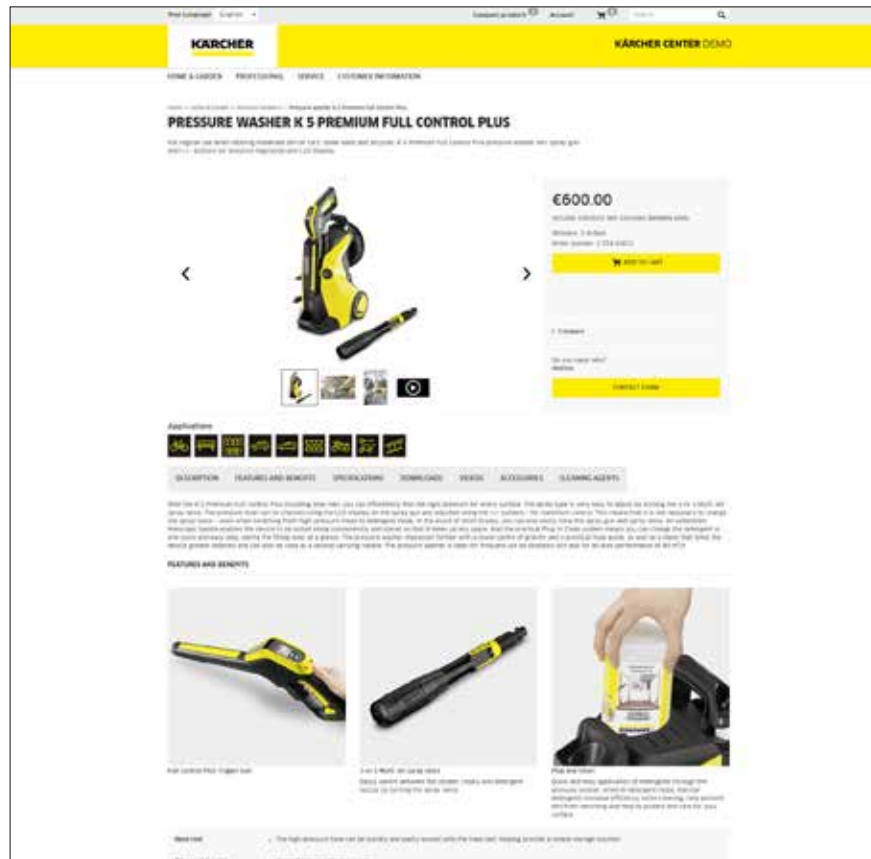
**14**

**ALWAYS SHOWING  
THE BEST SIDES**

OUR ONLINE PRESENCE

**KÄRCHER CENTER / KÄRCHER STORE ON THE INTERNET**

In order to ensure consistency between our Kärcher Center/Kärcher Store websites and online shops, the website header uses a fixed template.



#### WEB DESIGN BASED ON THE KÄRCHER WEBSITE

The header uses a fixed template. We also use Kärcher's basic web design features (colours and typography). Additional features (e.g. grids, buttons) can also be incorporated.

**Product data, images and documents are available for download.**  
**Please get in touch with your contact at the sales company.**

#### OVERVIEW OF THE DATA PROVIDED:

##### Product data:

Product range texts  
 Product texts  
 Technical data  
 Specifications

Features and benefits  
 Application areas  
 Accessories shortcuts  
 Detergents shortcuts

##### Images:

Product range images  
 Product images  
 Instructional images  
 Detailed images  
 Features and benefits images

##### Documents:

Operating instructions  
 Product information  
 Safety data sheets

### HOME PAGE



Header with navigation

Slider

Home & Garden/Professional access

Individual teasers

Footer

Social media

### WEB DESIGN EXEMPLIFIED USING A KÄRCHER WEBSITE

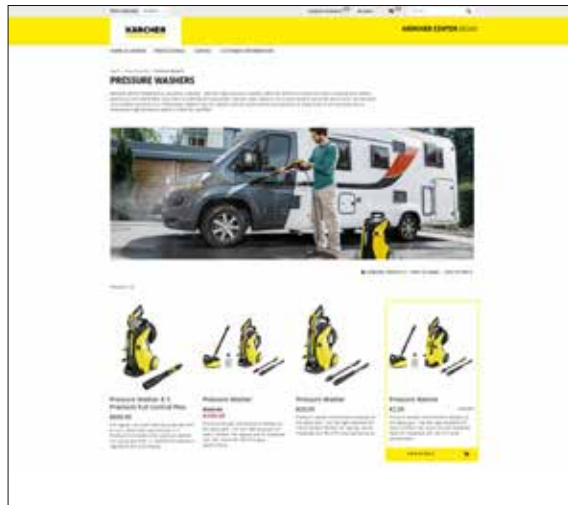
On this page and the pages that follow, you will see example structures of the different page types.

**PRODUCT CATEGORY PAGE**



- Product range text
- Product range images
- Product range texts

**PRODUCT OVERVIEW PAGE**



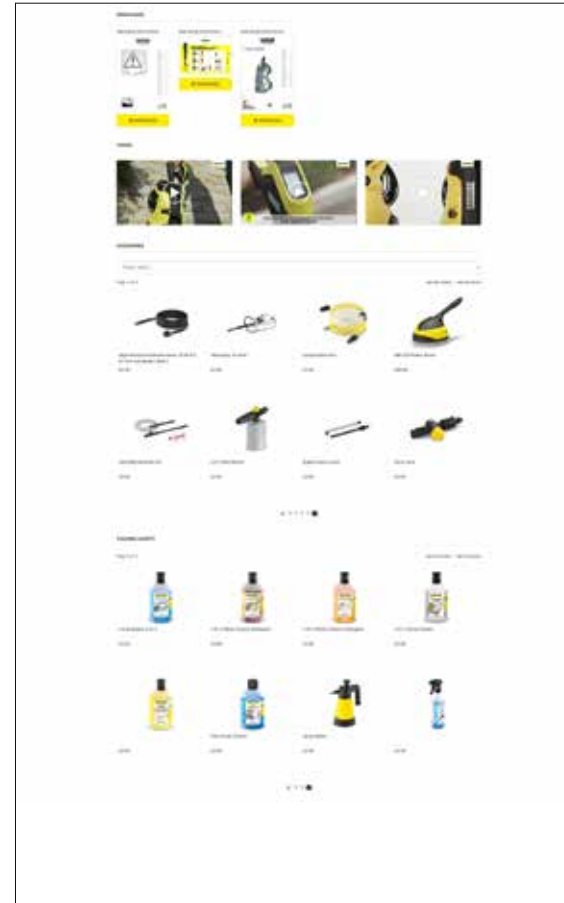
- Product range text
- Product range image
- Products: product images, product name and product texts (short)

**PRODUCT DETAILS PAGE (1)**



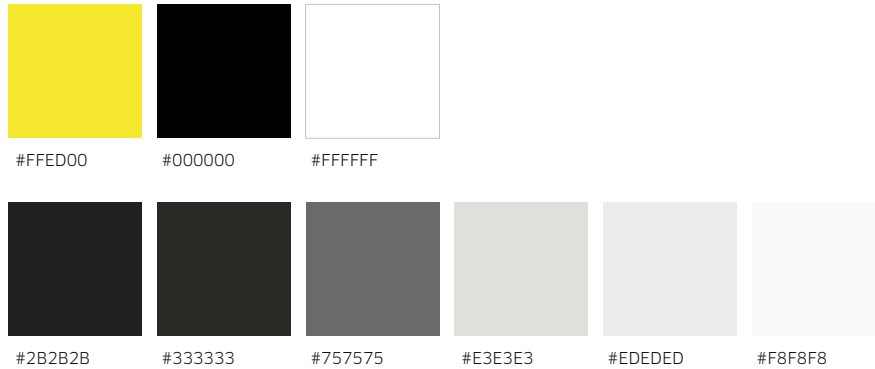
- Product name and product text (short)
- Product images and purchase options
- Product text (long)
- Features and benefits
- Technical data and specifications
- Features images

**PRODUCT DETAILS PAGE (2)**



- Documents
- Videos
- Accessories
- Detergents

## COLOURS



## KÄRCHER CORPORATE FONT

The Kärcher corporate font FF Clan Pro can be licensed at discounted Kärcher rates.

**Please get in touch with your contact at the sales company.**

Arial is used as a replacement font for our online presence.

## HEADLINES

### H1

ClanPro Narrow Black  
 30px, #2B2B2B  
 line-height: 48  
 text-transform: uppercase

### H2

ClanPro Bold  
 20px, #2B2B2B  
 line-height: 40

### H3

ClanPro Medium  
 18px, #2B2B2B  
 line-height: 20

### H4

ClanPro Bold  
 14px, #2B2B2B  
 line-height: 40  
 text-transform: uppercase

### H5

ClanPro Bold  
 14px, #2B2B2B  
 line-height: 30

### H6

ClanPro Medium  
 12px, #2B2B2B  
 line-height: 30  
 text-transform: uppercase

## COPY TEXT

### p

ClanPro News  
 13px, #2B2B2B  
 line-height: 20

## HOME & GARDEN

### Kärcher pressure washers' benefits

€90.99

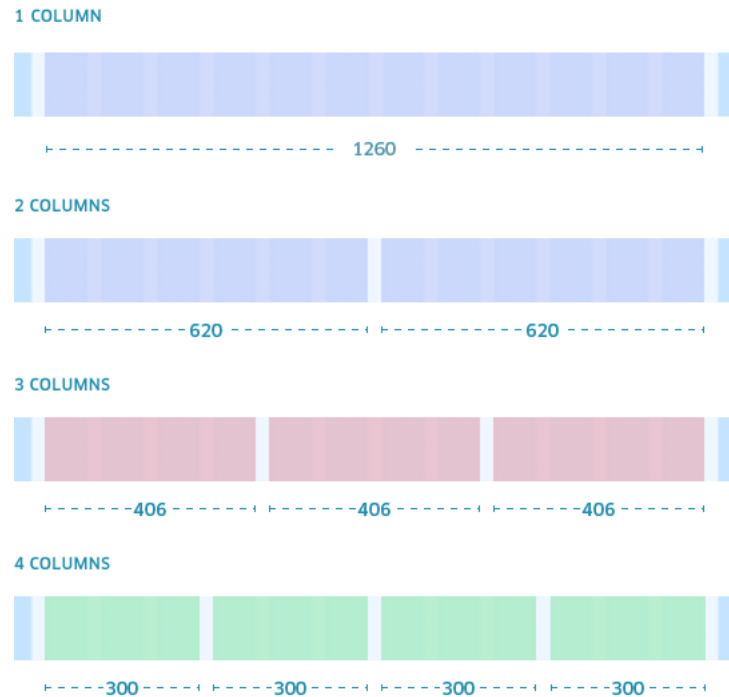
### INFORMATION

Easy to transport

### WATERING SYSTEMS

Small, lightweight all-rounder for occasional use for light soiling. For example, garden furniture, bicycles, cars and small areas around the house. Ideal for use as a second machine.

### GRID



Various web page styles can be downloaded from the following link:

[www.kaercher.com/online-styles](http://www.kaercher.com/online-styles)

### BUTTONS

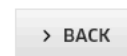
#### NORMAL

**CALL-TO-ACTION BUTTON**  
 Gradient  
 Top: #FFF465  
 Bottom: #FFED00

**SECONDARY BUTTON**  
 Gradient  
 Top: #F8F8F8  
 Bottom: #EDED

Outline  
 1px, #E3E3E3

ClanPro Medium  
 13px, #2B2B2B  
 text-transform: uppercase

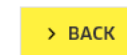


#### HOVER

**CALL-TO-ACTION BUTTON**  
 No gradient  
 #FFF362

**SECONDARY BUTTON**  
 No gradient  
 #EDED

ClanPro Medium  
 13px, #2B2B2B  
 text-transform: uppercase



#### SEVERAL BUTTONS NEXT TO EACH OTHER

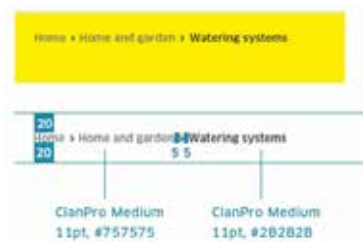


#### PRODUCT TEASER BUTTONS



### BREADCRUMB NAVIGATION

#### VERSION 1



#### VERSION 2



### ANCHOR TEXT NAVIGATION

#### DEFAULT



#### HOVER



#### SELECT



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[www.kaercher.com/online-styles](http://www.kaercher.com/online-styles)

#### FORMS - CONFIRMATION

##### VERSION 1

Two input fields for 'Email address' are shown. Each field has a green checkmark icon on the right and a '15' character count indicator at the bottom right. The fields are separated by 'OR'.

##### VERSION 2

Two input fields for 'Email address' are shown. Each field has a green checkmark icon on the right and a '20' character count indicator at the bottom right. The fields are separated by 'OR'.

#### FORMS - ERROR MESSAGE

##### VERSION 1

Two input fields for 'Employer' are shown. Each field has a red error icon (a circle with an exclamation mark) on the right and a '15' character count indicator at the bottom right. A red error message 'Note: entries not complete.' is displayed above each field. The fields are separated by 'OR'.

##### VERSION 2

Two input fields for 'Employer' are shown. Each field has a red error icon (a circle with an exclamation mark) on the right and a '20' character count indicator at the bottom right. A red error message 'Note: entries not complete.' is displayed above each field. The fields are separated by 'OR'.

Various web page styles can be downloaded from the following link:

[www.kaercher.com/online-styles](http://www.kaercher.com/online-styles)

#### TICK BOXES

VERSION 1



VERSION 2



#### PAGINATION



#### RADIO BUTTONS

VERSION 1



VERSION 2



Various web page styles can be downloaded from the following link:

[www.kaercher.com/online-styles](http://www.kaercher.com/online-styles)

WEBSITE TYPE	OWNER	DOMAIN NAME	EXAMPLE	REGISTERED BY
<b>Kärcher Center</b> Website local	Kärcher	www.ka(e)rcher-center-location. countrydomain	www.kaercher-center- winnenden.de	Corporate Marketing & Brand Management
<b>Kärcher Center</b> Website local	Dealer	www.ka(e)rcher-center-dealername. countrydomain	www.kaercher-center-schmidt.de	Dealer
<b>Kärcher Store</b> Website local	Kärcher	www.ka(e)rcher-store-location. countrydomain	www.kaercher-store- muenchen.de	Corporate Marketing & Brand Management
<b>Kärcher Store</b> Website local	Dealer	www.ka(e)rcher-store-dealername. countrydomain	www.kaercher-store-maier.de	Dealer
<b>Kärcher Shop</b> Website local	Kärcher	www.ka(e)rcher-shop-location. countrydomain	www.kaercher-shop-muenchen.de	Corporate Marketing & Brand Management
<b>Kärcher Shop</b> Website local	Dealer	www.ka(e)rcher-shop-dealername. countrydomain	www.kaercher-shop-mueller.de	Dealer

Internet addresses (domains) are registered as shown in the overview, and always in prior consultation with Corporate Marketing & Brand Management.

Internet addresses of retail partners must not under any circumstances suggest to visitors that they are an internet site of the Kärcher brand. The following internet addresses and similar addresses must therefore **not** be used:

- www.ka(e)rcher-shop.xx
- www.ka(e)rchershop.xx
- www.ka(e)rcher-center.xx
- www.ka(e)rcher-parts.xx
- www.ka(e)rcher-london.xx
- www.ka(e)rcher-austria.xx
- www.ka(e)rcher-hochdruckreiniger.xx
- www.ka(e)rcher-pressure-washers.xx
- ...

Also in social networks, visitors must not be given the impression that the offer is from the Kärcher brand. The following internet addresses and similar addresses must therefore **not** be used:

- www.facebook.com/ka(e)rcher-center
- www.plus.google.com/+ka(e)rcher
- www.twitter.com/ka(e)rcher
- www.youtube.com/user/ka(e)rcher-germany
- www.pinterest.com/ka(e)rcher-center
- ...

**INTERNET ADVERTISING AND GOOGLE ADWORDS**

We at Kärcher are delighted when our trade partners promote the Kärcher brand and naturally support you in doing so. However, it must be clearly recognisable that the advert originates from the trade partner and not from a member of the Kärcher Group. In their advertising, trade partners are not permitted to imply that they are part of the Kärcher brand, i.e. trade partner advertising may not make any claim to this effect, however vague. This applies to both advertising by the trade mark proprietor and by third parties.

The function of the trade mark as an indication of origin is deemed to be impaired if any reasonably well informed and reasonably observant consumer cannot discern whether there is a connection between the trade mark proprietor and the company that has produced the advert in question.

Google AdWords should only be used in the home country in each case.



Examples of Google AdWords for a Kärcher Center or Kärcher Store

# INFORMATION AND CONTACT

## INFORMATION

### 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

<https://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.

## CONTACT

### Support Team

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### Corporate Design

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**MAKE A DIFFERENCE!**

THANK YOU.