



makes a difference

HOW TO MAKE A DIFFERENCE

Our Brand Design

STATUS: 16. SEPTEMBER 2014

STYLE GUIDE

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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 young boy with curly hair, wearing a red and white swimsuit, stands in a pool area. He is looking thoughtful, with his hand to his chin. The pool is empty and blue. The surrounding walls are white and weathered. A metal ladder is visible on the left wall. The background shows lush greenery and a clear blue sky.

We make every day
extraordinary. We make
everyday heroes.

A strong joint
commitment

Our heritage as an engineer brand
"Can-do-Attitude"

**WE MAKE
EVERYDAY HEROES**

The three dimensions of importance:

- Providing our customers with products they need
- Appreciation of our employees
- Excellent products and services



OUR BRAND IDENTITY

BRAND TONALITIES | HOW WE MAKE THINGS

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.



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.

2

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

OUR LOGO

Logo with claim



Logo without claim



OUR BRAND NAME

LOGO PROTECTION ZONE | LOGO WITH CLAIM



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

The minimum protection zone is 1K.

OUR BRAND NAME

LOGO PROTECTION ZONE | LOGO WITHOUT CLAIM



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

The minimum protection zone is 1K.

COLOUR

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

FILE FORMAT

eps
png
wmf
psd

KAERCHER_LOGO_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”

The logo version primarily to be used is the defined 4C version with brand name and logo in the primary colour “Black” and the bar in the primary colour “Yellow”.

If the 4C version cannot be used, it is recommended to use the negative version (brand name and logo in “White”, bar in “Yellow”). If these logo versions cannot be used, it is recommended to use the “Black” or “White” version.

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 TYPEFACE

K7

AaBbCcDdEeFfGgHh

1234567890?!

@ € % ¾ § © ®

Powerful, easy to read and versatile: Our corporate typeface FF Clan Pro, designed by Lukasz 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 und Home & Garden outdoor)

BOOK / Bold

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

NARROW BOOK

Headline (Print | Home & Garden indoor)

BOOK / Medium

Subheadline/Accentuations
(Print | Home & Garden indoor)

Book

Copy texts (Print | Corporate, Professional und Home & Garden) outdoor)

NARROW BLACK

Headline 1 (Web)

Bold

Headline 2 (Web)

Medium

Headline 3, 4, 5, 6 (Web)

News

Copy texts (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.

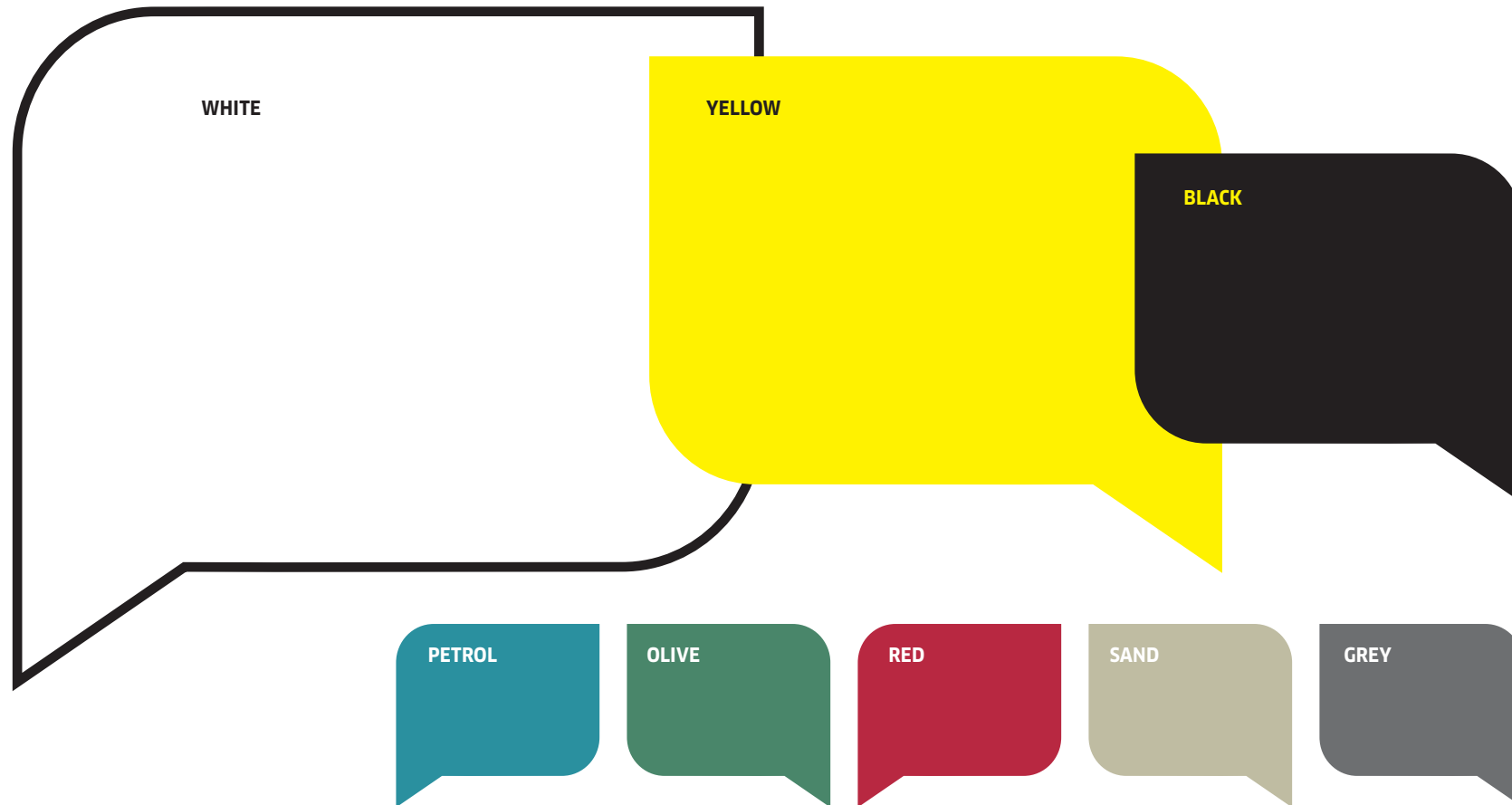
NON-LATIN ALPHABETS

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

4

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

OUR COLOURS












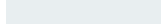

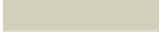
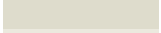

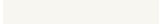




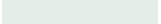






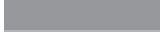
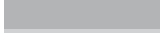
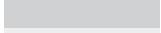
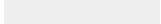
The primary colours in our logo are “Yellow” and “White”.
Highlights are set by our five accent colours, which are defined in the following.

OUR COLOURS COLOUR DEFINITION

PRIMARY COLOURS

 <p>YELLOW</p>	<p>PANTONE® Yellow Basic CMYK 0.0.100.0 RGB 255 236 0 HEX #FFDE00 HKS 3 RAL 1018 (zinc yellow matt) 3M Scotchcal Series 100 F-15</p>	 <p>BLACK</p>	<p>PANTONE® Black CMYK 0.0.0.100 RGB 0 0 0 HEX #000000 HKS 8 RAL 9017 (traffic black)</p>	 <p>WHITE</p>	<p>CMYK 0.0.0.0 RGB 255 255 255 HEX #FFFFFF RAL 9010 (pure white)</p>
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ACCENT COLOURS

 <p>PETROL</p>	<p>PANTONE® 315 C CMYK 80.30.35.0 RGB 35 140 150</p>	 <p>SAND</p>	<p>PANTONE® 414 C CMYK 0.0.15.40 RGB 177 176 161</p>	 <p>OLIVE</p>	<p>PANTONE® 5555 C CMYK 55.0.50.40 RGB 75 137 105</p>	 <p>RED</p>	<p>PANTONE® 7628 C CMYK 30.100.80.0 RGB 182 26 45</p>	 <p>GREY</p> <p>PANTONE® 2334 C CMYK 0.0.0.70 HEX #E3E3E3 RGB 110 110 110</p>
 90%  70%  50%  30%  10%	 90%  70%  50%  30%  10%	 90%  70%  50%  30%  10%	 90%  70%  50%  30%  10%	 90% (HEX #2B2B2B)  70% (HEX #333333)  50% (HEX #757575)  30% (HEX #EDEDED)  10% (HEX #F8F8F8)				

BRANDING COLOUR

 <p>GREEN</p>	<p>CMYK 70.0.90.0 RAL 6018</p>	 <p>CYAN</p>	<p>CMYK 85.19.0.0 RAL 2406040</p>
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5

**WE MAKE EVERYTHING
SHINE. THAT INCLUDES
OUR HEROES.**

OUR IMAGERY

Our solutions and services change the everyday lives of our customers. Because we provide them with products that enable them to make a real difference. Any time, anywhere.

Our core message is reflected in our pictorial world: **“We make everyday heroes”** means that our products, customers and employees always come first. We are proud of what we produce. And we also show it.

Our brand tonalities define what our pictures should express:

Straightforward
Powerful
Refreshing

STRAIGHTFORWARD

We are real, accessible and straightforward and always put people, products and services first.



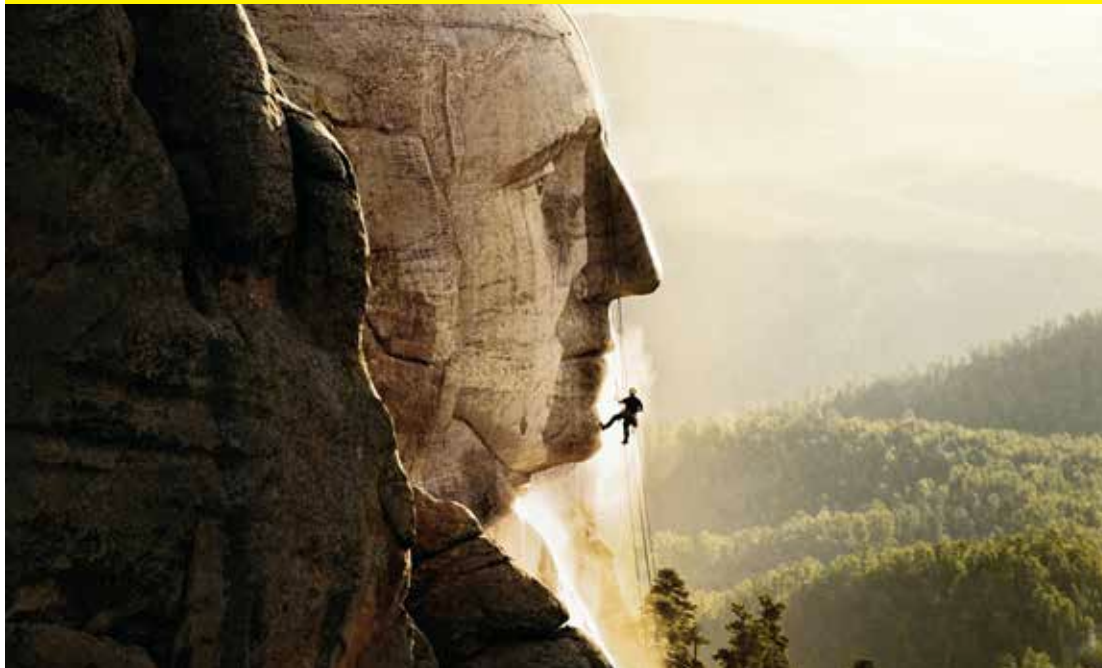
REFRESHING

We always present our motives with an element of surprise, exciting and slightly exaggerated.



POWERFUL

We are proud of our products.
We like to show them – best of
all with a smile.



We are **contrast-rich, sharp, bold** and **frontal**.
We use a slightly **desaturated**, but **consistent colour scheme** and **vibrant lighting** across all categories



COMMUNICATIVE & BRAND CHARACTERISING

OUR VISION

How we see the world.

- Based on emotional, metaphoric pictorial worlds (Campaign)
- Landscapes (References)
- Architecture (References)
- Person in room
- Portrait photos



Campaign



References



Campaign, employees

OUR PRODUCTS

How we see our products.

- Product presentation (Architecture and landscapes)
- Product hero (product display on a white platform with yellow background)



Location shot



Studio shot

INFORMATIVE & EXPLANATORY

OUR TARGET GROUPS

What we provide.

- Generous scenarios (landscapes and architecture)
- Persons ("heroes", person in room, person and product)



Trade and industry



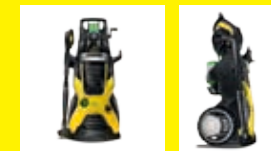
Person and product



Person and product

OUR PRODUCTS

- Product details.
- Product displays
- Product details



Studio shot

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OUR PICTORIAL WORLD

PICTURE CATEGORIES | COMMUNICATIVE & BRAND CHARACTERISING | OUR VISION



OUR PICTORIAL WORLD

PICTURE CATEGORIES | COMMUNICATIVE & BRAND CHARACTERISING | OUR PRODUCTS

STUDIO SHOT**LOCATION SHOT**

Products in the studio and location categories are always photographed confidently and slightly exaggerated. Product form and details are emphasised by a high depth of focus and detailed illumination to produce a slightly exaggerated effect.

For products in the studio category, the background is always one-colour in the primary colour "Yellow". In addition, products are placed on a white platform (colour field in "White").

For products in the location category, the background is always graphically reduced. The platform can be presented with restrained image areas depending on the picture content.

OUR PICTORIAL WORLD

PICTURE CATEGORIES | INFORMATIVE & EXPLANATORY | OUR TARGET GROUPS

**EXAMPLE: PROFESSIONAL**

We present our products in generous, impressive scenarios. Our main actors and products appear as heroes, whilst surrounding elements and backgrounds are clear, graphic and reduced.

OUR PICTORIAL WORLD

PICTURE CATEGORIES | INFORMATIVE & EXPLANATORY | "EVERYDAY HEROES"

**EXAMPLE: EVERYDAY HEROES**

We present people confident, proud, credible and accessible – with a smile. They stand as heroes centre stage – clear, graphic and reduced.

OUR VISION

STRAIGHTFORWARD

- ✓ Real
- ✓ Accessible
- ✓ Uncomplicated
- ✓ The following take centre stage: people, products and services

POWERFUL

- ✓ Confident
- ✓ With a smile

REFRESHING

- ✓ Surprising
- ✓ Exciting
- ✓ Slightly exaggerated

FORMAL CRITERIA

- ✓ Contrast-rich
- ✓ High depth of focus
- ✓ Bold
- ✓ Desaturated
- ✓ Consistent colour scheme
- ✓ Vibrant light

OUR PRODUCTS



OUR TARGET GROUPS



OUR TARGET GROUPS "Everyday heroes"



OUR PICTORIAL WORLD
 FORMAL BASIC PRINCIPLE | PICTURE COMPOSITION AND PERSPECTIVE



Example of use in "Home & Garden" advertisement DIN A4



Example of use in "Professional" brochure DIN A4



Example of use in "Home & Garden" poster DIN A1

6

A GLOBAL SYMBOL AGAINST DIRT.

OUR PICTOGRAPHS
AND ILLUSTRATIONS

OUR PICTOGRAMS AND ILLUSTRATIONS

DERIVATION | FORM LANGUAGE



makes a difference

Formal style based on the logo

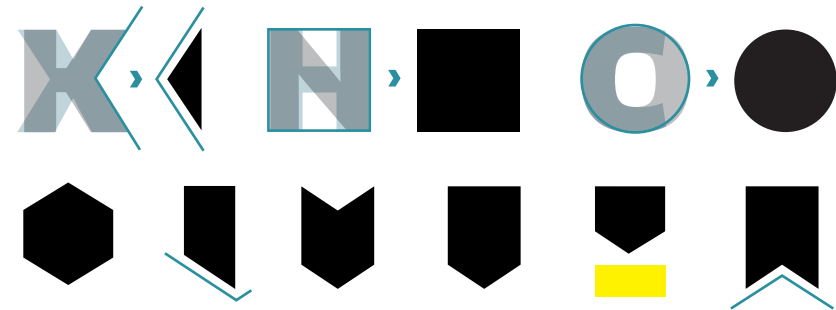
FF CLAN PRO
KÄRCHER
ABCHKMNOX

Formal style based on the new corporate typeface

- 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.



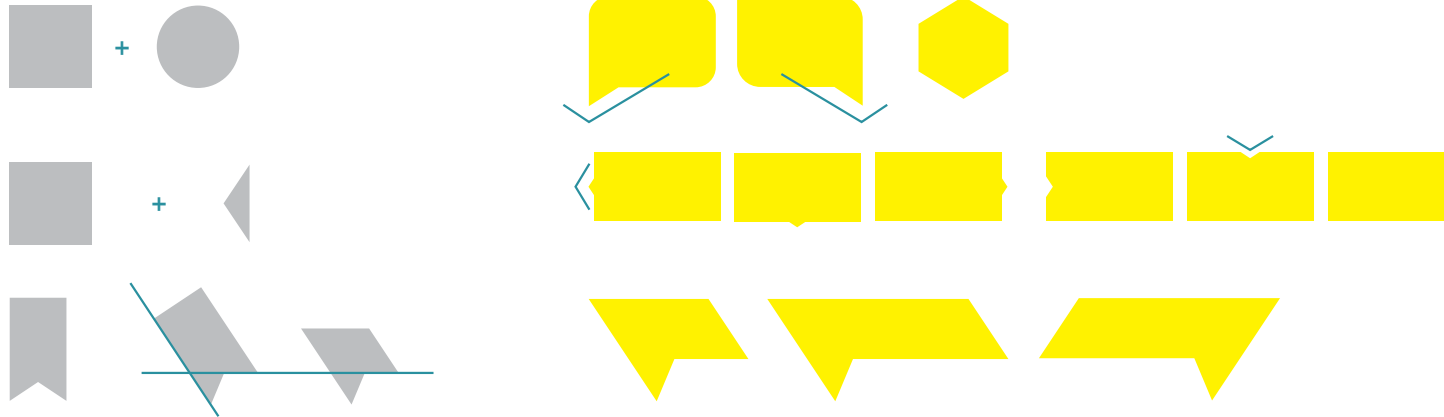
Proportions
Weight of type differences
Pictorial world



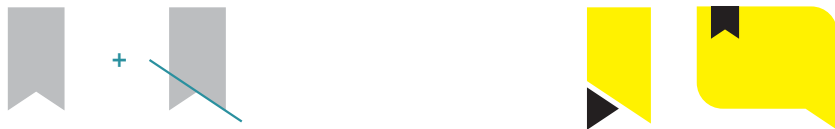
▶ Angles, geometrical shapes, flatness

- 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)

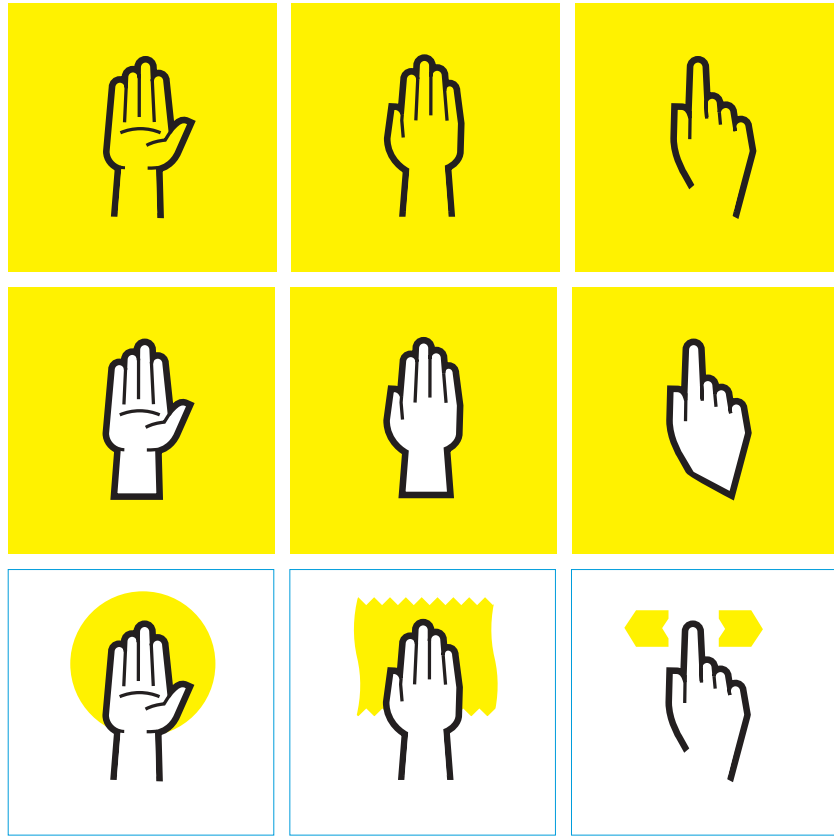


ACCENTUATIONS (FOR EXAMPLE EMBLEM)

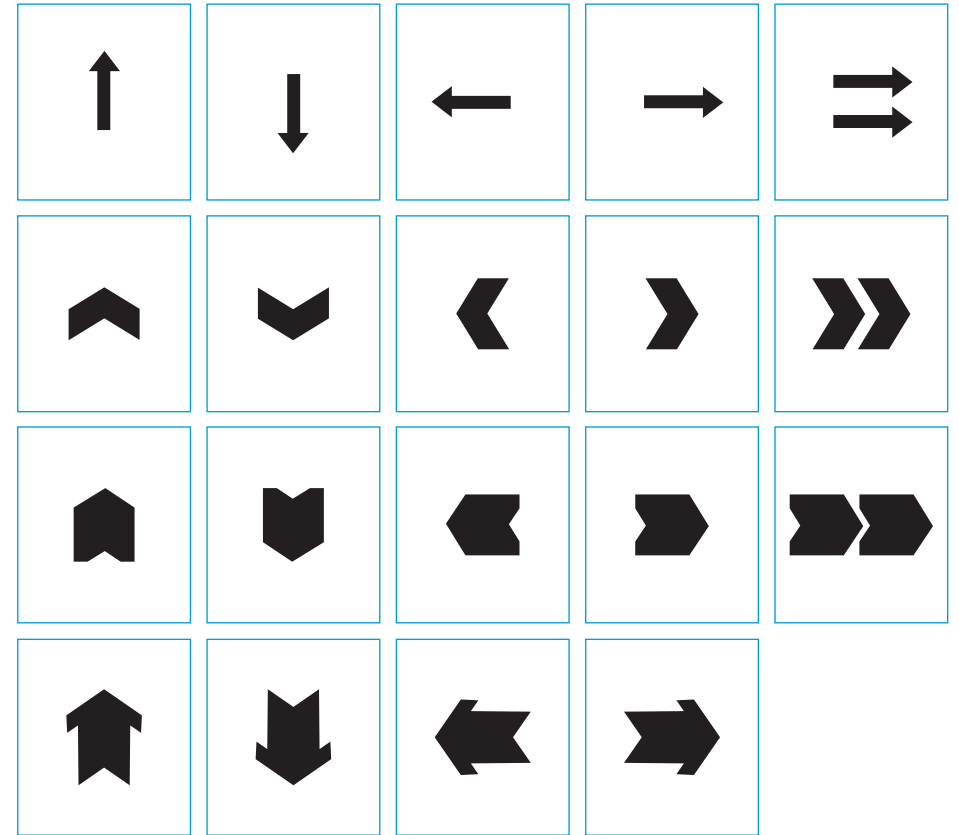


DIRECTION (FOR EXAMPLE ARROWS)





Hands



Arrows



eco!ogic and eco!efficiency:
 Evolutionary further development



Global Warranty



Eye Catchers

OUR PICTOGRAMS AND ILLUSTRATIONS

OVERVIEW | APPLICATIONS | PICTOGRAMS

PRIMARY USE

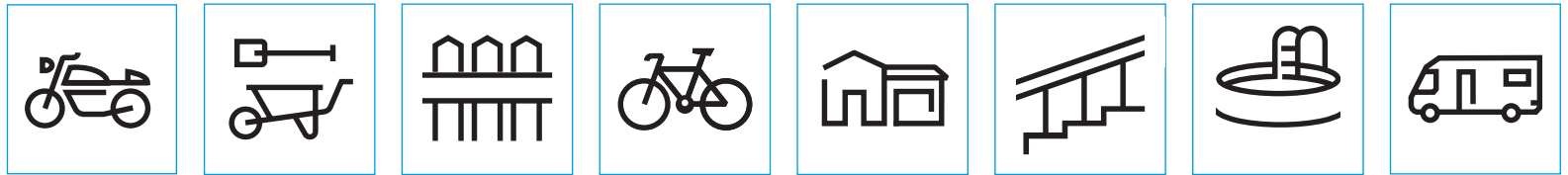
Use in all media
Use on the web: "Active"



Use in all media
Use on the web: –

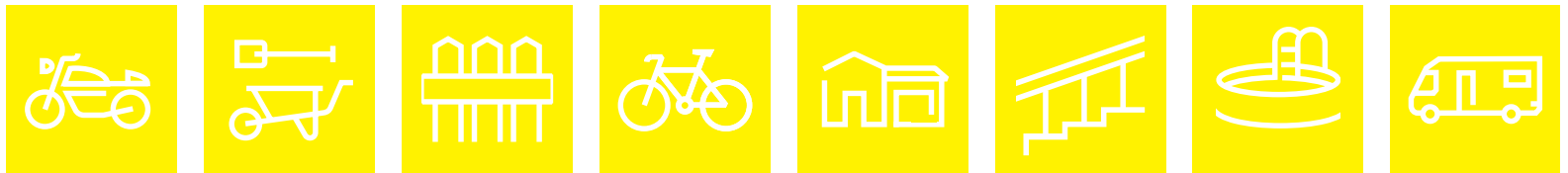


Use in all media
Use on the web: "Default"



SPECIAL CASE

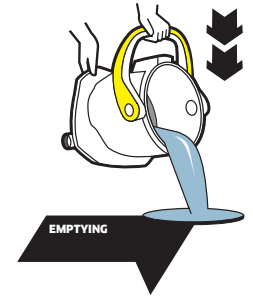
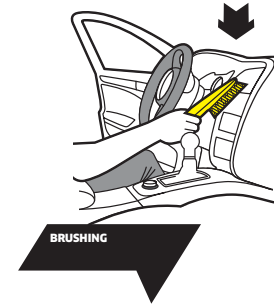
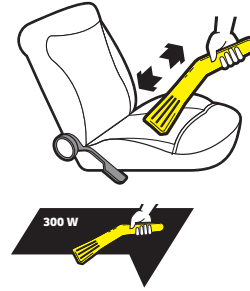
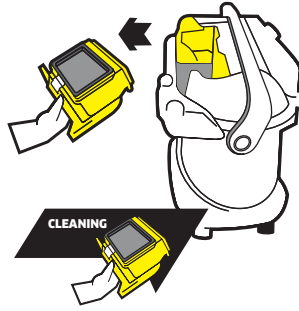
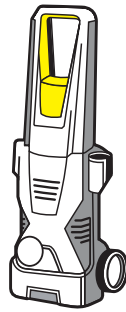
Packaging:
"Not applicable"



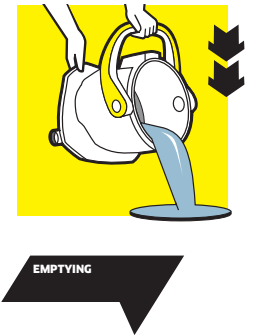
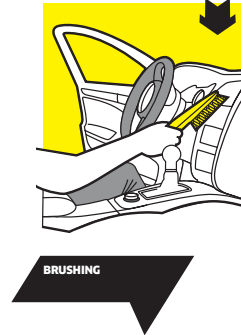
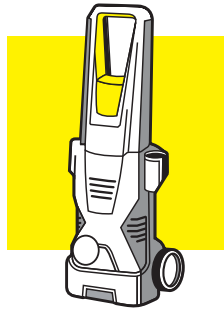
6

OUR PICTOGRAMS AND ILLUSTRATIONS OVERVIEW | APPLICATIONS | ILLUSTRATIONS

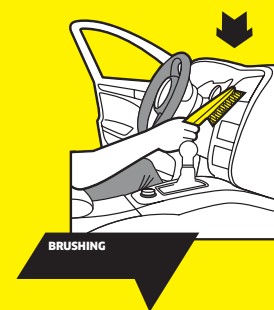
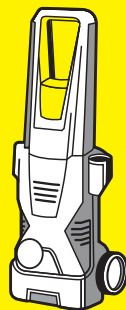
1. Background: "White"
Product: "White"
Highlight: "Yellow"



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



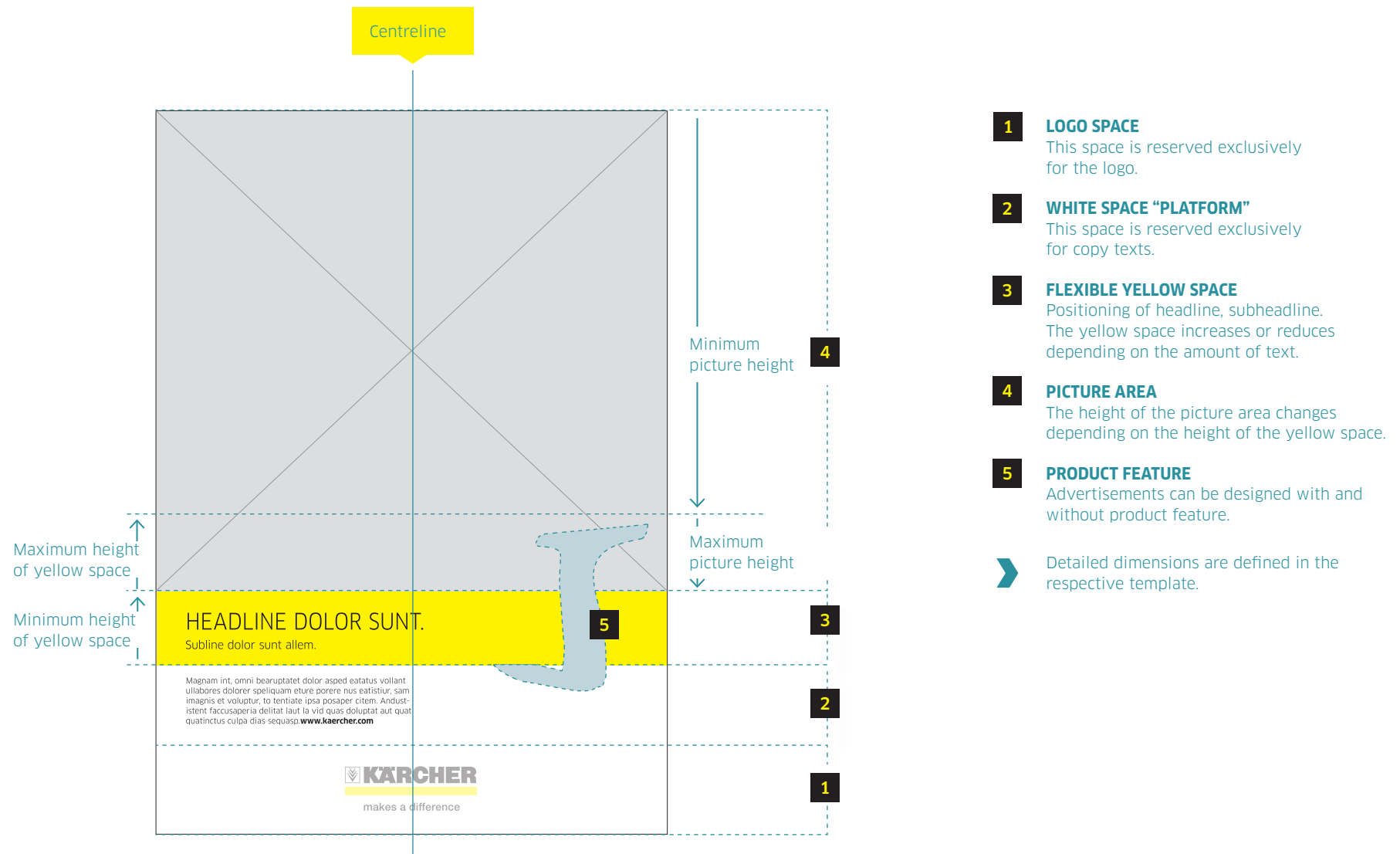
3. Background: "Yellow"
Product: "White"
Highlight: "Yellow"



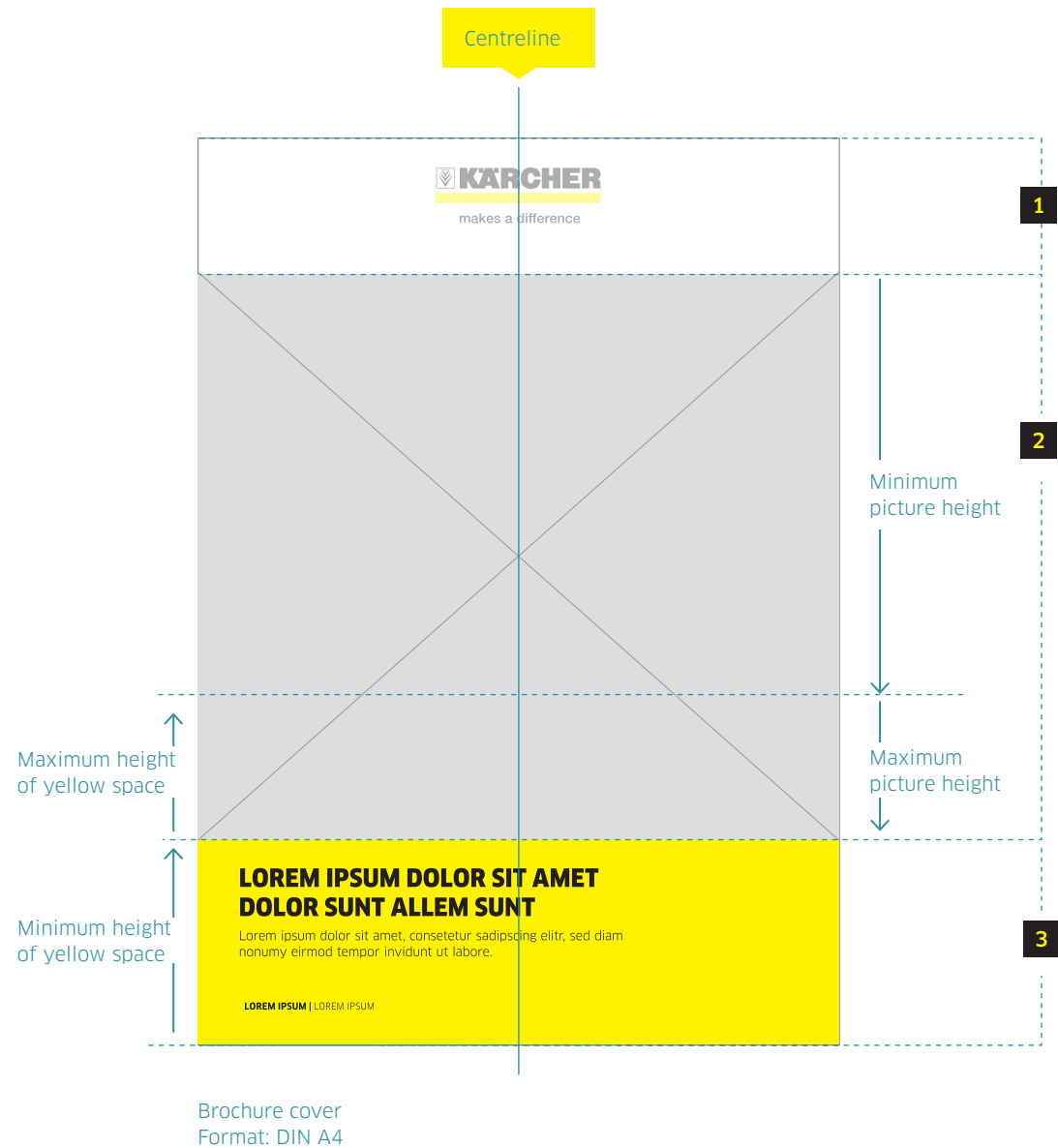
7

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

OUR DESIGN PRINCIPLE

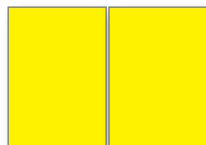
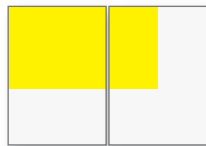
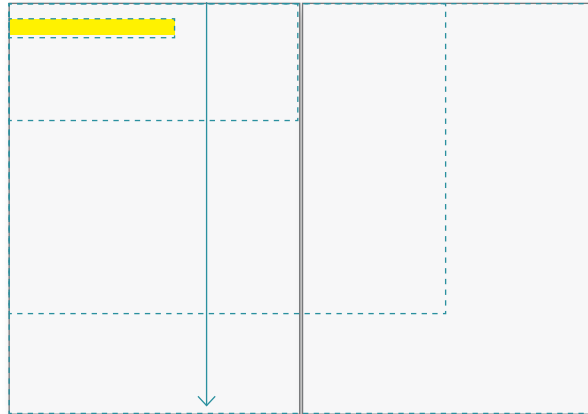


Format: DIN A4
(Home & Garden indoor with product feature)

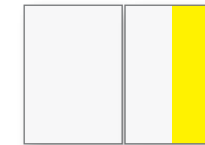
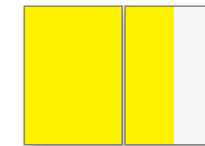
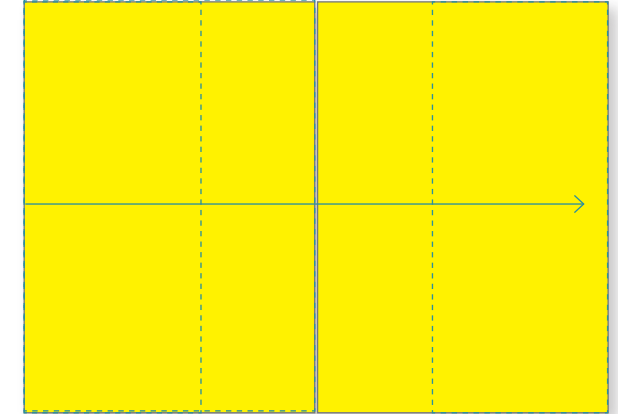
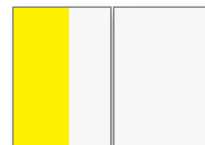
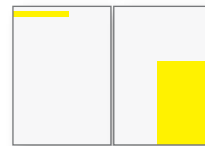
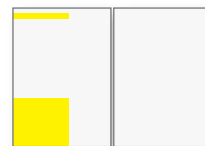
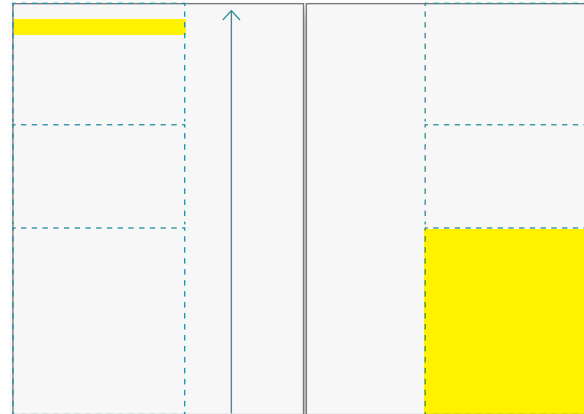


- 1 LOGO SPACE**
This space is reserved exclusively for the logo.
 - 2 PICTURE AREA**
The height of the picture area changes depending on the height of the yellow space.
 - 3 FLEXIBLE YELLOW SPACE**
Positioning of headline, subheadline as well as area and target group specifications. The yellow space increases or reduces depending on the amount of text.
- Detailed dimensions are defined in the respective template.

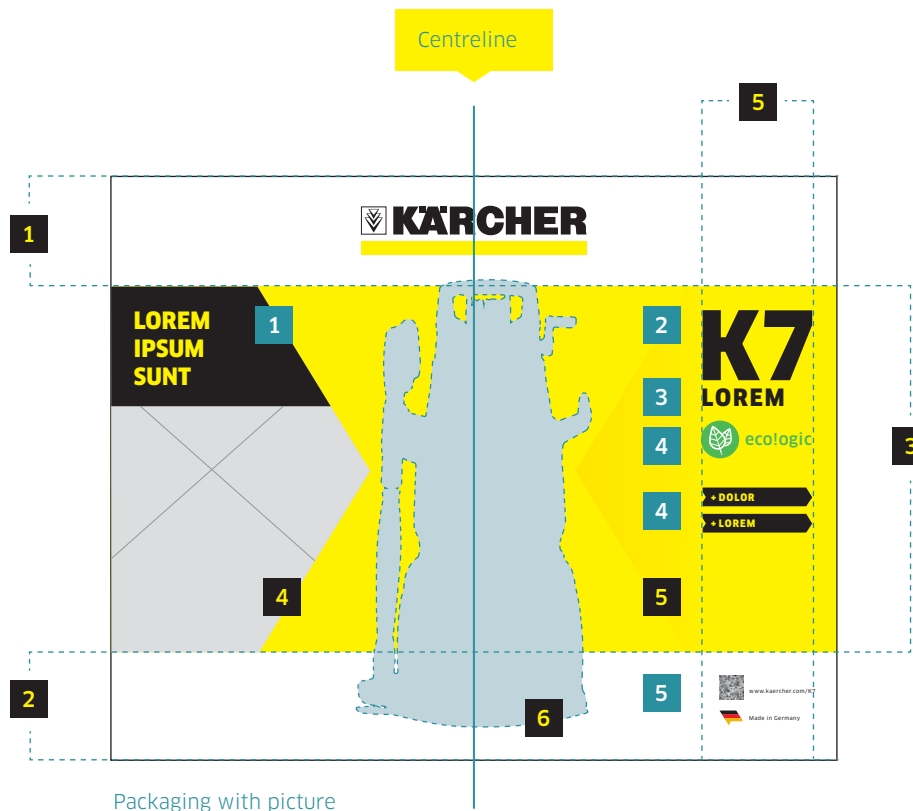
Flexible yellow space
(minimum size)



Flexible yellow space
(maximum size)



The yellow space is also decisive for the Kärcher look on the inside pages in all formats. It increases or reduces depending on the pictorial and text contents.



- 1 LOGO SPACE**
This space is reserved exclusively for the logo.
- 2 WHITE SPACE "PLATFORM"**
Positioning of the product always takes place on the "platform". In addition, further icons such as QR code or "Made in Germany" can be positioned here.
- 3 YELLOW SPACE AND DESIGN ELEMENT "ARROW"**
In addition to the yellow space in the background, two arrow elements are defined as design elements for the packaging.
Colour: Yellow on yellow.
- 4 "ARROW" LEFT SIDE**
An image can be placed in the arrow element on the left side if required. The product name is shown at the top of the arrow on a black background.
- 5 "ARROW" RIGHT SIDE**
All product details are listed one below the other in the arrow element on the right side.
- 1** Product category (High Pressure Washer)
- 2** Product name (K7)
- 3** Product category (Premium)
- 4** Additional details (Badges "ecologic" and "Car Kit")
- 5** Icons (QR Code and "Made in Germany")
- 6 PRODUCT**
The product is positioned on the "platform" - always on the centre line. A small part of the product can project beyond the defined yellow space into the logo space. The defined protection zone should not be exceeded.

OUR DESIGN PRINCIPLE

YELLOW CONTENT IN THE MEDIA

HIGH YELLOW CONTENT

Maximum attention for the "Kärcher" brand.



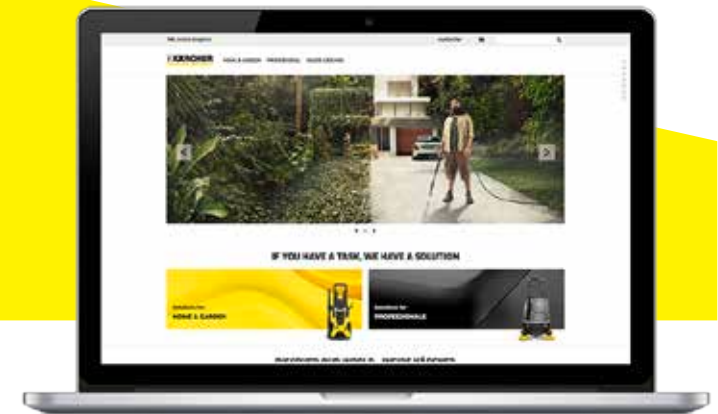
MEDIA

Kärcher is in direct competition and must be bold and eye-catching.

Example: Fair, POS, Packaging, Sponsoring, ATL

LOW YELLOW CONTENT

Ensure clear communication of information.



MEDIA

Kärcher provides detailed information about the brand, product and services.

Example: Website, editorials, business equipment, building signage

8

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

OUR ADVERTISEMENTS

**LIEBER KURZ KÄRCHERN
STATT LANGE PUTZEN.**
Der neue Kärcher WV 75 plus Fenster.

Typo Status duo 9/11.76(130% ohne Tropfen - so macht Kärcher Fensterputzen sein - und damit nicht genug. Denn der Fensterputzer kann noch viel mehr: Er reinigt alle glatten Oberflächen - ob Spiegel, Fliesen oder Duschkabine - im Handumdrehen. www.kaecher.com

KÄRCHER
makes a difference

Singapore design week

Artistic meets industrial

Binding agent

Design agent...
Singapore design week...
Artistic meets industrial...
www.kaecher.com

HELD SAUBER.

Maximaler Anwendungskomfort und höchste Umweltfreundlichkeit. Der Kärcher Hochdruckreiniger K7 Premium ecologic Home.



KÄRCHER
makes a difference

DER DRECK HEILIGT DIE MITTEL

Innovative Technik, leichte Handhabung.
Der Kärcher Hochdruckreiniger HDS 5/12 C.



KÄRCHER
makes a difference

DAHEIMWAFFE.

Ganz mühelos und ohne Tropfen.
Der Kärcher Fenstersauger WV 75 Plus.



KÄRCHER
makes a difference

9

**EVERYTHING ABOUT
US IS CLEAR AND CLEAN.
THAT INCLUDES OUR
LAYOUTS.**

OUR BROCHURES



KÄRCHER
makes a difference

**EFFIZIENZ, SERVICE,
ZUVERLÄSSIGKEIT.**
Systempartnerschaft zum Erfolg.

KÄRCHER
makes a difference

**FÜR JEDES PROBLEM
DIE PASSENDE LÖSUNG**
Programm 2014

HOME & GARDEN | H10000



ERLEBEN SIE DEN UNTERSCHIED

Der Trend zum Outsourcing von Reinigungsaufgaben bei Kommunen und Unternehmen hält an. Entsprechend positiv sind die Geschäftsaussichten für Reinigungsdienstleister, die dabei auch vor vielfältigen Herausforderungen stehen: dynamischer Wettbewerb, steigender Kostendruck und dazu neue Aufgabenfelder und Verfahren in der Reinigung.



01

Das Leben ist zu schade, um es mit Fensterputzen zu vergeuden. Deshalb sollten Sie beim lästigen Fensterputzen anfangen, Ihre wertvolle Zeit zu sparen. Die Akku-Fensterputzer von Kärcher sorgen im Handumdrehen für streifenfrei saubere Fenster. Sie saugen das Wasser nach dem Reinigen einfach von der Scheibe – ohne heruntertropfendes Schmutzwasser. 13PT

Mi quibus libeo. Et vent, ac magnam...
voltores trupta vestimenta. In et ut
eacoidi conveo. Be stupa trahit...
tum luda in pram quib monentia...
utantum sero ad in vna ut.

Quo late stempum sur? In...
sinda quae ident fac vna...
moluptas noneta conet...
modit? Ute vena...
sub...

- Invenit...
• Invenit...
• Invenit...

M. quibus libeo. Et vent, ac magnam...
voltores trupta vestimenta. In et ut
eacoidi conveo. Be stupa trahit...
tum luda in pram quib monentia...
utantum sero ad in vna ut.



01

Das Leben ist zu schade, um es mit Fensterputzen zu vergeuden. Deshalb sollten Sie beim lästigen Fensterputzen anfangen, ihre wertvolle Zeit zu sparen. Die Akku-Fensterstauger von Kärcher sorgen im Handumdrehen für streifenfrei saubere Fenster. Sie saugen das Wasser nach dem Reinigen einfach von der Scheibe – ohne heruntertropfendes Schmutzwasser.

Als neues Foto, El wird, de möglichen re
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 mit vorwarte, de vater watur? Lassen linge
 der es malio sei

Das ist ein interessantes für 7 Jahre, wenn es an
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 andore? Die vater, vater, vater, pro, die
 andore? Die vater, vater, vater, pro, die

- Längere Lichteit
- Vermeidung von Verschleiß
- Vermeidung von Verschleiß

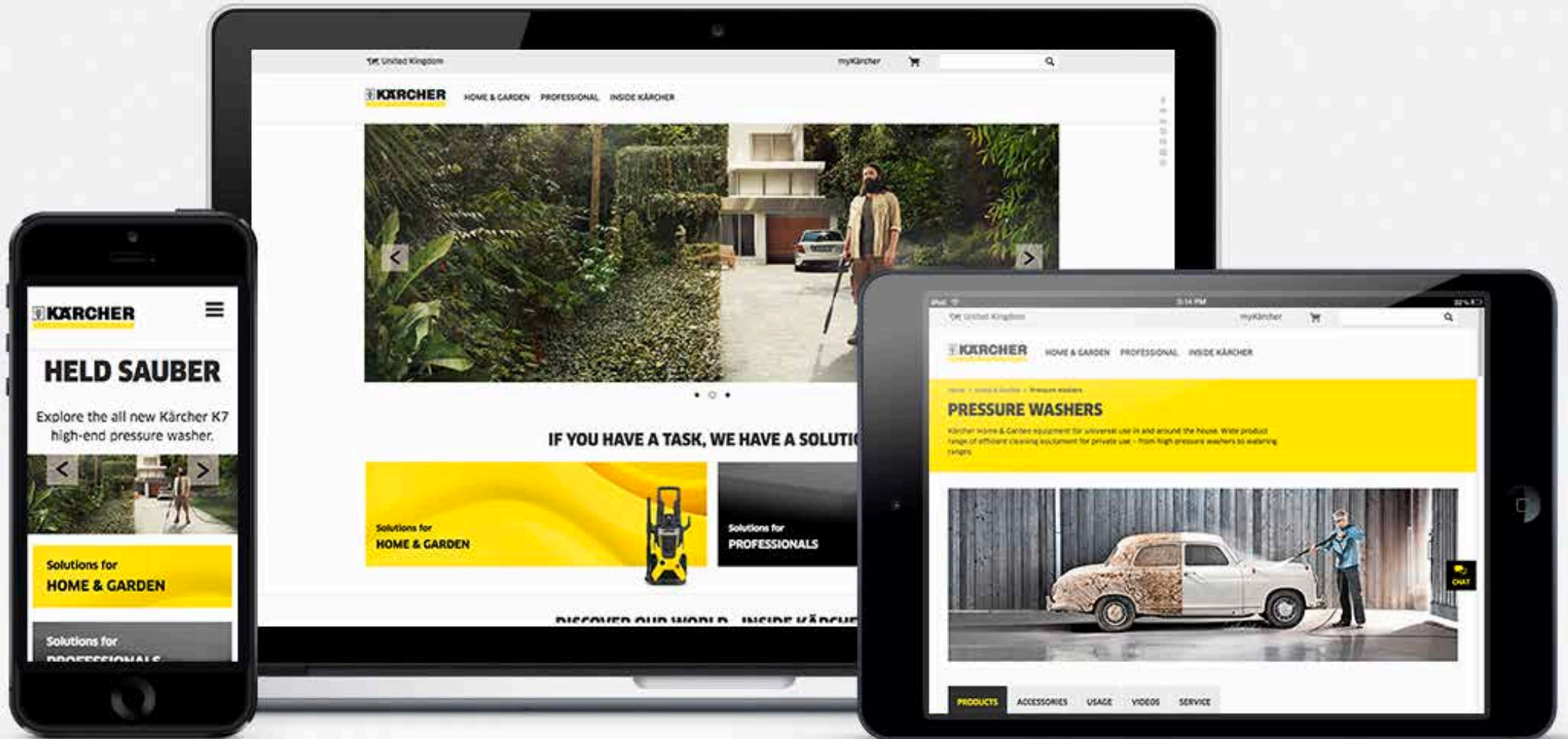
10

**ALWAYS SHOWING
THE BEST SIDES.**

OUR WEBSITE

10

OUR WEBSITE
RESPONSIVE DESIGN



1 1

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

OUR STATIONERY



12

**CLEAN RESULTS
FROM ANY ANGLE.**

OUR PACKAGING

OUR PACKAGING

LANDSCAPE AND PORTRAIT FORMAT



MAKE A DIFFERENCE!

THANK YOU.