Würth Corporate Design

BASIC GUIDELINES
Dear Sir or Madam, dear employees,

A brand is a personality. People call it by name, get to know it through its language and respond to its charisma and style. Corporate design brings the personality of the brand to life. Much like a person, a brand needs to have appealing emotional qualities in order to attract customers.

Our brand is our name. It is a promise to our customers – to deliver optimum quality, service and reliability with the best employees. We have earned the trust of the customers by constantly improving our performance and maintaining a consistent and recognisable appearance.

Around 2,000 years ago, the Greek philosopher Heraclitus of Ephesus said: “There is nothing permanent except change.” To us, change means constantly raising the standards for our products and services. It means adapting – to current market developments, to our customers’ expectations and to the boundless possibilities of multimedia communication.

We have updated our entire brand design in order to create a consistent and lasting identity for the company. Our streamlined, confident look underscores our leadership position. These guidelines contain the mandatory rules for using the logo, corporate typeface, colours and imagery. Design guidelines are provided for brochures, magazines, advertisements, promotional materials, vehicles, sport sponsorship activities and packaging.

Precision and consistency are two essential factors in design. All of our design guidelines were developed to ensure that all elements combine to create a unique, all-encompassing personality for the Würth brand. Any departures from our defined design only weaken our Würth brand personality and are therefore not permitted.

Our brand is like a central theme that resonates throughout our company, at all locations around the world. It is your job to ensure that this theme is clearly visible to all.

Thank you.

Robert Friedmann
CORPORATE DESIGN INTERPLAY OF GUIDELINES

The Basic Guidelines describe the basic elements of our corporate design and provide a general overview of the rules that apply to all media. Detailed rules and specifications are provided in our media-specific guidelines.

ALL GUIDELINES AT A GLANCE
1. INTRODUCTION VISIBLE IDENTITY

THE BEST FOR OUR CLIENTS
2. BRAND MARK
2. BRAND MARK
Our logo represents our brand values. It stands for high quality and our craft. The revised version places greater emphasis on the origins of our logo and makes our brand name far easier to read. The new Würth logo consists of the symbol and word mark, which may never be used separately. The logo may not be redrawn or modified in any way. It is a key element in all communication designed with the Würth visual identity - a unique, confident and distinctive means of identifying the Würth brand. For this reason, the Würth logo may only be used in the defined colours and sizes as specified in the following pages.
2. BRAND MARK COLOUR VERSIONS

Our preferred logo version is red and black on a white background because it can be used consistently in nearly all media. Its striking look promotes the recognition of the brand. This version is generally used in our communication. The reverse red and white version on a black background may be used on products, promotional items and clothing if necessary.
2. BRAND MARK COLOUR VERSIONS

White (reverse) logo on a red background. Used on red products, for example.

It is possible to use a white logo on a red background on products, promotional items and clothing. In exceptional cases, the white logo may also be used on backgrounds in other colours (e.g. if the products require colour coding).
Black logo on a white background. Used on one-colour print media, e.g. fax sheets.

The black logo on a white background is only used on one-colour print media, e.g. fax sheets or labels.

Minimum size for all colour versions

The minimum height for the logo is 4 mm in any colour version.
2. BRAND MARK SPECIAL VERSIONS

Sponsoring logo. Used for sponsoring media in extremely wide landscape formats.

Small logo version. Used only if the logo height must be less than 4 mm.

Special versions of the logo may only be used for large-scale sponsoring media designed to be viewed from long distances (e.g. hoardings) or applications in which the logo height must be smaller than 4 mm (e.g. small tools). In these cases, the height of the word mark is adapted to that of the symbol.
2. BRAND MARK CENTRED VERSIONS

The centered logo is only used for square-shaped applications, such as for sport sponsorships and portrait format signs, where the available space can be used better and/or more cost-effectively. For a higher visibility in TV-relevant areas, our logo symbol is bordered by a white outline that measures 5% of the logo height.

Depending on the background colors, we illustrate our trade mark in a red-black or red-white version.

We merely use the reverse white logo on red backgrounds.

Das zentrierte Markenzeichen wird nicht zum Download angeboten. Jede Nutzung muss ausdrücklich von der Zentrale freigegeben werden.
2. BRAND MARK FILE FORMATS

<table>
<thead>
<tr>
<th>Logo version</th>
<th>File</th>
<th>Colour</th>
<th>Positive/negative</th>
<th>File format</th>
</tr>
</thead>
<tbody>
<tr>
<td>STANDARD LOGO</td>
<td></td>
<td>4C/CMYK</td>
<td>Pantone 1795</td>
<td>WRT_Linie_CMYK_pos.eps</td>
</tr>
<tr>
<td></td>
<td></td>
<td>HKS 14</td>
<td>WRT_Linie_HKS14_pos.eps</td>
<td></td>
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<td>RGB</td>
<td>WRT_Linie_RGB_pos.eps</td>
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<td></td>
<td>SW</td>
<td>WRT_Linie_1C_pos.eps</td>
<td></td>
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<tr>
<td>SPONSORING LOGO</td>
<td></td>
<td>4C/CMYK</td>
<td>Pantone 1795</td>
<td>WRT_Linie_W_CMYK_pos.eps</td>
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<td>HKS 14</td>
<td>WRT_Linie_W_HKS14_pos.eps</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>RGB</td>
<td>WRT_Linie_W_RGB_pos.eps</td>
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<tr>
<td></td>
<td></td>
<td>SW</td>
<td>WRT_Linie_W_1C_pos.eps</td>
<td></td>
</tr>
<tr>
<td>SMALL LOGO</td>
<td></td>
<td>4C/CMYK</td>
<td>Pantone 1795</td>
<td>WRT_Linie_K_CMYK_pos.eps</td>
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<tr>
<td></td>
<td></td>
<td>HKS 14</td>
<td>WRT_Linie_K_HKS14_pos.eps</td>
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<td>RGB</td>
<td>WRT_Linie_K_RGB_pos.eps</td>
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<tr>
<td></td>
<td></td>
<td>SW</td>
<td>WRT_Linie_K_1C_pos.eps</td>
<td></td>
</tr>
</tbody>
</table>

The corresponding artwork files must always be used to reproduce the logo. These are available for downloading at www.wuerth.com/cd.
## 2. Brand Mark File Formats

### Ohne Outline

| Zentriertes Logo ohne outline_1C_neg.eps | Zentriertes Logo ohne outline_CMYK_neg.eps |

### Mit Outline

| Zentriertes Logo ohne outline_HKS14_pos.eps | Zentriertes Logo outline_HKS14_pos.eps |

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Zentriertes Logo ohne outline_1C_neg.eps

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<table>
<thead>
<tr>
<th>Logoversion</th>
<th>Outline</th>
<th>Farbe</th>
<th>Positiv/ negativ</th>
<th>Dateiformat</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
2. Brand Mark Position, Size and Free Space

When used in print media, the logo is always 12 grid units wide. It is positioned at the top right corner of the format, 2 grid units away from the top and right edges of the format.

No other elements may be positioned within the free space surrounding the logo. The free space measures 2 grid units to the left and 4 grid units below the logo.

The position and size of the logo are defined and may not be modified. Some media feature the logo in different sizes and positions. These specifications are explained in the corresponding guidelines.
## 2. Brand Mark Size on Different Formats

Different sizes are used in certain media. These specifications are explained in the corresponding guidelines.

<table>
<thead>
<tr>
<th>DIN A5, DIN long and smaller</th>
<th>DIN A4</th>
<th>DIN A3</th>
<th>DIN A2</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Logo Width" /></td>
<td><img src="image" alt="Logo Width" /></td>
<td><img src="image" alt="Logo Width" /></td>
<td><img src="image" alt="Logo Width" /></td>
</tr>
</tbody>
</table>

Logo width (12 grid units):

- 42 mm
- 60 mm
- 84 mm
- 120 mm
2. **BRAND MARK** **FREE SPACE**

If the logo is used on sponsoring or digital media, promotional materials, clothing or products, the minimum distance between the logo and the format edge or other layout elements should correspond to the height of the lower half of the symbol.

A smaller free space corresponding to the gap in the top half of the symbol may only be used with the centred logo or especially small applications in which the defined free space cannot be accommodated.
The brand mark is the strongest element we have to promote brand awareness and set ourselves apart from the competition. For this reason, it must be used consistently in all applications. The above examples show incorrect uses of the logo that must be avoided.
3. COLOURS
The corporate colour Würth Red gives our visual identity its characteristic appearance and is used extensively in all media. We use our primary colours, white, dark grey, grey and light grey, to complement Würth Red. The interplay of the corporate colour and primary colours gives our corporate design a fresh and vibrant look.
3. Colours

When combined, our colours convey the strength and quality of our brand and create our characteristic look. This is why it is essential that they be used consistently in all applications. Würth Red and our primary colours are used to create striking background areas. Würth Red, black and white are also used for typography. Our highlighting colours cyan and green are only used for inserts, tables and charts. To ensure that the colours always have a consistent appearance, the sRGB IEC 61966-2.1 profile should be used when creating or editing RGB files.

**CORPORATE COLOUR**

Würth Red
Pantone 1795
HKS 14
CMYK 0/100/100/0
RGB 204/0/0
Web 009EE0
RAL 3020

**PRIMARY COLOURS**

Würth Black
Pantone Process Black
CMYK 0/0/0/100
RGB 0/0/0
Web 000000
RAL 9017

Würth Dark Grey
Pantone 422
CMYK 0/0/0/40
RGB 149/149/149
Web 959595
RAL 7042

Würth Grey
Pantone 422
CMYK 0/0/0/40
RGB 149/149/149
Web 959595
RAL 7042

Würth Light Grey
Pantone 427
CMYK 0/0/0/10
RGB 222/222/222
Web DEDEDE
RAL 7047

Würth White
CMYK 0/0/0/0
RGB 255/255/255
Web FFFFFF

**HIGHLIGHTING COLOURS**

Würth Cyan
Pantone Process Cyan
CMYK 100/0/0/0
RGB 0/147/221
Web 009EE0

Würth Green
Pantone 390
CMYK 22/0/100/8
RGB 186/196/5
Web B9C900
4. TYPOGRAPHY
Our typeface is our signature – an essential part of our visual identity. In order to create a distinctive visual identity that people recognise at first glance, it must be used consistently. This is why we have developed a simple system of just three typestyles which are used in all media.
4. TYPOGRAPHY THREE TYPESTYLES

**WUERTH EXTRA BOLD COND**

ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890 FOR HEADLINES AND TITLES

Wuerth Bold

abcdefghijklmnopqrstuvwxyz1234567890 for toplines, sublines, subheadlines, highlighting and emphasis

Wuerth Book

abcdefghijklmnopqrstuvwxyz1234567890 for body copy, page numbers, table contents and margins

Wuerth Extra Bold Cond is the powerful typeface we use for main headlines and titles. We use only the uppercase characters of this typeface, which people immediately recognise and associate with our brand. The Wuerth Book and Wuerth Bold typestyles are used for all other text elements. The streamlined, geometric shape of this typeface makes a simple, reliable and professional impression. All text elements are always left-aligned with a character spacing of 0.
4. **TYPOGRAPHY** ON DIFFERENT COLOURS

<table>
<thead>
<tr>
<th>Würth Red</th>
<th>Black (on products, packaging and images)</th>
<th>White</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOREM IPSUM</strong></td>
<td><strong>LOREM IPSUM</strong></td>
<td><strong>LOREM IPSUM</strong></td>
</tr>
<tr>
<td>Body copy and headlines are white against a Würth Red background. Black can also be used for headlines. Duis autem vel eum iuriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.</td>
<td>Body copy and headlines are white against a black background. Würth Red can also be used for headlines. Duis autem vel eum iuriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.</td>
<td>Body copy and headlines are black against a white background. Würth Red can also be used for headlines. Duis autem vel eum iuriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Light grey (10%)</th>
<th>Grey (40%)</th>
<th>Dark grey (70%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOREM IPSUM</strong></td>
<td><strong>LOREM IPSUM</strong></td>
<td><strong>LOREM IPSUM</strong></td>
</tr>
<tr>
<td>Body copy and headlines are black against a light grey background. Würth Red can also be used for headlines. Duis autem vel eum iuriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.</td>
<td>Body copy and headlines are black against a grey background. White can also be used for headlines. Duis autem vel eum iuriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla.</td>
<td>Body copy and headlines are set only in white against a dark grey background. Duis autem vel eum iuriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla. Lorem ipsum sit dolor.</td>
</tr>
</tbody>
</table>

The Würth corporate and primary colours may be used as the backgrounds for typography. The type may be black, white or red only. The colour used for the headline is usually the same as the body copy. A second headline colour defined for each background colour may be used with the main headline colour. Exception: Only white type may appear on dark grey backgrounds.
5. GRID/LAYOUT PRINCIPLE
Grids provide the basis for our design. They give us the flexibility to be creative. Together with the layout principle, they also ensure that all applications are consistent with our defined visual identity.
Our design grid consists of vertical baseline grid units (VU) and horizontal column grid units (HU). The sizes of these grid units differ in each format. Every DIN portrait format is divided into 42 horizontal and 66 vertical grid units. The grid is scaled to the next largest DIN format by multiplying the size by $\sqrt{2}$.

**Example:**
- DIN A4: \[ 1 \text{ VU} = 4.5 \text{ mm} \quad \Rightarrow \quad 1 \text{ HU} = 5 \text{ mm} \]
- DIN A3: \[ 1 \text{ VU} = (4.5 \times \sqrt{2}) = 7 \text{ mm} \quad \Rightarrow \quad 1 \text{ HU} = (5 \times \sqrt{2}) = 6.363 \text{ mm} \]

**Grid units for DIN formats**

<table>
<thead>
<tr>
<th>Format</th>
<th>Horizontal grid unit (HU)</th>
<th>Vertical grid unit (VU)</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIN A5/DIN long</td>
<td>3.5 mm</td>
<td>3.181 mm</td>
</tr>
<tr>
<td>DIN A4</td>
<td>5 mm</td>
<td>4.5 mm</td>
</tr>
<tr>
<td>DIN A3</td>
<td>7 mm</td>
<td>6.363 mm</td>
</tr>
<tr>
<td>DIN A2</td>
<td>10 mm</td>
<td>9 mm</td>
</tr>
<tr>
<td>DIN A1</td>
<td>14 mm</td>
<td>12.742 mm</td>
</tr>
<tr>
<td>DIN A0</td>
<td>20 mm</td>
<td>18 mm</td>
</tr>
</tbody>
</table>

* HU = horizontal grid units, VU = vertical grid units
The vertical and horizontal grid units are also used for landscape formats. Each DIN landscape format is divided into 59 horizontal grid units and 47 vertical grid units. Incomplete grid units that are smaller than half of one grid unit are not counted. If the incomplete unit is larger than half of the defined grid unit, it is rounded up and counted as an entire unit.

Example DIN A4: 1 VU = 4.5 mm / 1 HU = 5 mm

* HU = horizontal grid units, VU = vertical grid units
The grid unit size is defined for each DIN format. If the layout is created in a non-DIN format, the grid unit size of the closest DIN format should be used. The basis for comparison is the format area.
Our versatile layout system organises all elements into individual areas positioned in relation to the brand area. These layout units can be combined in a variety of ways to create our flexible and unique visual identity.
The height of the brand area is always 9 vertical grid units (VU). The individual layout units each take up 9.5 VU. This means that each DIN portrait format contains 6 layout units, and each DIN landscape format consists of 4 layout units. One or more layout units can be used to form the areas for the various design elements. The units can also be divided in half or in thirds horizontally to create different arrangements.

* VU = vertical grid units
The areas provide space for text elements, photos or illustrations. The individual layout units can be adapted to suit each type of content.

* VU = vertical grid units
This layout system is suitable for all applications, from corporate advertisements to detailed sales publications.

* VU = vertical grid units
6. IMAGERY
6. IMAGERY

Images are an important part of Würth’s communication. The pictures we use in our media reflect the identity of our brand. Our imagery is authentic, clear and demonstrates our close relationship with our customers. Würth Red is an important colour accent. Instead of creating this accent after the fact, it is a natural element of the image motif supplemented by white, black and other “clear” colours. The amount of red required in each image is not specified. This ensures that they always have an authentic feel and are not unrealistic or artificially colourful. The imagery should also include any colours that correspond to specific target groups.
People are generally featured in images of Würth products in use. Depending on the desired impact, the image can show the entire person or zoom in on part of the body, even just the hand. This makes it possible to focus on the entire location or provide a close-up, detailed look. **Attributes:** in action, people or hands, functional and proactive.
Our product communication features uncomplicated, detailed, objective and informative images of our products. The images are precise and in sharp focus, with a clear and straightforward composition. Each product is shown on a white background with natural shadows (no mirroring). It is also possible to use dark backgrounds (black or dark grey). The product images should be shot from above or the side. It is also possible to use a different angle if this makes the function of the product more obvious.

Attributes: organised, clean, high-tech, valuable, clear, not playful
Our corporate photography uses a structured composition and limited colours to underscore the high quality of our products. Blurring can be integrated to create intriguing spatial perspectives. Corporate images can be taken in natural surroundings or a studio. **Attributes:** high-quality, elegant, aesthetic and confident
The people in our images are friendly and optimistic partners who work with everyone as equals. Extreme high and low camera angles should be avoided. The people are shown in realistic situations, e.g. providing customer service or advice, or using our products and systems.

**Attributes:** open, communicative, dynamic, relaxed and distinctive
7. BRAND ARCHITECTURE
The brand architecture organises and manages the Würth family of brands. It classifies the individual brands and products, creating a clear structure for customers and employees. The brand architecture allows us to design communication which meets our customer’s specific needs while emphasising product benefits.
A differentiation is made between the following levels in the Würth family of brands:

1. Quality brands, 2. System brands, 3. Associated brands, 4. Distinctions, 5. Product brands. The system and associated brands are separate from the Würth umbrella brand. Distinctions still look the same and are identified as product benefits. Product brands are integrated in the text and written in the corresponding typestyle.

None of the Würth brands use a slogan. The complete overview of the brand architecture is available for download at www.wuerth.com/cd.
7. BRAND ARCHITECTURE DEFINITION

Umbrella brand

1. Quality brands

Quality brands identify especially exclusive products or products which provide a special benefit to the customer. They are used for the system, associated and product brands.

2. System brands

System brands are those which specifically focus on providing a service to increase customer satisfaction.

3. Associated brands

The associated brands unify especially innovative product groups with long-term strategic market potential and/or unique selling propositions as compared to the competition.

4. Distinctions

Distinctions identify special features of a product or range.

5. Product brands

The product brands stand only for individual products with long-term strategic market potential, strong innovation and/or unique selling propositions as compared to the competition.
It is always clear that Würth is the voice behind the communication. The logo is featured on media of different shapes, colours and structures (2-D and 3-D).

The preferred logo version is red/black on a white or neutral background. The defined small logo version is used for smaller applications in which the logo height is less than 4 mm (e.g. on small tools, see p. 15).
The system and associated brands, quality brands and product brands are always subordinate to the umbrella brand. We differentiate between 2-D* and 3-D** applications.

The following rules apply for 2-D media:
1. The defined logos and colours of the system as well as associated brands appear in the secondary communication area. The logos appear on background images or colours (never inside the red communication box).
2. Quality brands and distinctions are positioned like system and associated brands.
3. Product brands are integrated in the text and are written in the corresponding typestyle.

* 2-D media include print media, packaging and digital media, for example
** 3-D media include products, POS and displays, for example
The following also applies for 2-D media:

1. The logos of the system and associated brands may be no larger than the word mark in the Würth logo. The rectangle surrounding the word mark defines the maximum dimensions of the system and associated brand logos.

2. As promotional elements, the quality brands and distinctions can be presented in a variety of different sizes and positions within the secondary communication area. For landscape or portrait logos: the maximum width of the longer side of the logo may be no wider than the word mark (W). The shorter side may be a maximum of ½ W. The length or diameter of square or circular quality logos is no more than ½ W.

3. The size of the product brands matches the typography surrounding it.
System and associated brands are positioned near their corresponding photos and illustrations (close to products).
If the publication only covers a single system or associated brand, the corresponding logo is positioned on an insert in the communication area on the front cover. This logo is also placed in relation to each product photo or illustration on the inside pages, similar to the multiple brand publications. All logo sizes must correspond to the defined specifications.
The following rules apply for 3-D media:

Our products come in many different shapes and colours. As a result, there is no uniform format for the design. To solve this issue, we divide each 3-D medium into brand and communication areas. These are always opposite each other, either on the front and back, or on clearly separate parts of the product.

The system and associated brand logos are always featured in the communication area along with the additional product information (e.g. item number). The size specifications for logos in 2-D media generally apply here.

These defined sizes are adapted for use on especially small products. In these cases, the logos for the umbrella, system and associated brands are similar in size.

Quality brands are included on the packaging, which is treated like other 2-D media. The word mark is placed on the respective products. Product brands are part of the product information and do not receive special emphasis.

*3-D media include products, POS and displays, for example
7. BRAND ARCHITECTURE ZEBRA

1. 2-D media

ZEBRA quality brand

2. 3-D media

ZEBRA label (e.g. on products)
The ZEBRA word mark is the same height as the Würth logo.

ZEBRA stands for the highest-quality products in the Würth product range. A separate quality label is used to communicate this benefit on the packaging and products themselves. The following rules apply for this ZEBRA label:

1. The logo for the ZEBRA quality brand (ZEBRA QUALITY) is featured on 2-D media (e.g. print media, packaging, digital media). The general specifications for the size and placement of quality brands apply here (see p. 49/50).

2. ZEBRA is also featured as a promotional product benefit on 3-D media (e.g. products, POS displays). Due to the different structures and surfaces, the ZEBRA label without the pattern is used on our products. The regular Würth logo or the smallest possible version is chosen depending on the size of the application. The ZEBRA label and the Würth word mark are the same height in every case.
The ZEBRA quality brand logo is used to communicate the benefits of ZEBRA products in 2-D media (print media, packaging, digital media). The logo is placed in relation to the corresponding photos and illustrations (close to the product) in print media. The packaging also features a striking ZEBRA pattern.
The word mark is used to identify the ZEBRA quality brand on 3-D media. The ZEBRA label and Würth word mark are the same height. The regular logo or the smallest possible version is used depending on the size of the application.
7. BRAND ARCHITECTURE  INTRODUCING ADDITIONAL BRANDS

Responsible for introducing and organising additional/existing brands:

**Domestic**

- Thomas Rosenberger/MWC
  - T +49 7940 15-1499
  - thomas.rosenberger@wuerth.com

- Roland Kampe/GG
  - T +41 71 225-1022
  - roland.kampe@wuerth.com

**International**

- Detlef Lederer/MWC
  - T +49 7940 15-1436
  - detlef.lederer@wuerth.com

- Roland Kampe/GG
  - T +41 71 225-1022
  - roland.kampe@wuerth.com
8. INSERTS
8. INSERTS

Inserts are used to present special content, such as campaigns, promotional activities, product benefits and highlights. This additional design element is used to catch the viewer’s attention in communication and on packaging.
Inserts are used sparingly to ensure that they are always effective. Their size is adapted to accommodate the content they communicate.

Inserts can be rectangular or round and are always positioned within the design grid. They can appear in the primary colours white, light grey, grey and dark grey or the highlighting colours green and cyan. A highlighting colour may only be used in one insert per page. The corporate colour Würth Red may only be used for inserts in internal communication.
8. INSERTS SHADOWS AND TYPE AREA

A multiplied black drop shadow with an opacity of 25% is used to distinguish the insert from other background areas. The shadow always extends 135° to the bottom right with a shift of 1/5 HU*. The size is 2/5 HU*.

The distance between the edge of the insert and the type area is one grid unit on each side.

The distance between the text in the round insert and the edge is 1 VU*.

* HU = horizontal grid units, VU = vertical grid units
8. INSERTS TYPOGRAPHY

White typography is always used on inserts in highlighting colours. The specifications in the typography on different colours section (see p. 28) apply for all other backgrounds.

Only key words and prices appear in uppercase letters in Wuerth Extra Bold Cond. All other information is in mixed type in Wuerth Book or Wuerth Bold. The type sizes and line spacing defined for each medium should be used here.

The text is always left-aligned and positioned within the grid. The typography should extend across the entire width and height of the type area as far as possible.
9. TABLES AND CHARTS
Tables and charts are used to present complex information in a simple and clearly structured format. A consistent layout is used to ensure that all of our informational diagrams have a clear and professional appearance.
9. TABLES AND CHARTS

<table>
<thead>
<tr>
<th>Table title</th>
<th>Takimata Sanctus</th>
<th>Ø mm</th>
<th>Item no.</th>
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<td>5 - 1195</td>
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<td>0683 360 631</td>
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<td>Kasd gubergren</td>
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<td>Consetetur sadipscing</td>
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<td>5 - 1195</td>
<td>40</td>
<td>0683 360 636</td>
<td>4</td>
</tr>
</tbody>
</table>

**Lines**
0.35 pt and 0.7 pt / black

**Background colour**
CMYK 0|0|0|10  /  Pantone 427

**Typography**
Table title: Wuerth Bold / 12 pt / black
Table heading/highlighting: Wuerth Bold / 9 pt / black
Table content: Wuerth Book / 9 pt / black

If there is not enough space, table content can also be set in 8 pt in exceptional cases.
All specifications for DIN A4.

Our tables are outlined and appear on a white background. They are always aligned with the grid. Horizontal and vertical lines are used to divide the lines and columns from each other. Thicker lines can be inserted to group several lines of information. The primary colour light grey is used to highlight individual columns or lines. The minimum size of the barcode is 16 x 2 mm. It is positioned as far away from the lines of the table as possible to ensure that it can be clearly scanned.
9. TABLES AND CHARTS

Data can be depicted using 2-D pie charts as well as line and bar graphs. These diagrams appear in the primary colours light grey, grey and dark grey and are always placed on a white background. The colours should be arranged to create the greatest possible contrast. The corporate colour Würth Red and highlighting colours can be used to accentuate information. Division colours may also be used, but only sparingly, as they are not part of the defined Würth colour palette.

Lines
Dividing lines: 0.35 pt and 0.7 pt / black
Graph lines: 1.4 pt

Typography
Headings: Wuerth Bold / 9 pt / black
Values, legend: Wuerth Book / 9 pt / black or Wuerth Book / 6 pt / black
Source: Wuerth Book / 6 pt / black
10. TECHNICAL ILLUSTRATIONS
The imagery for the Würth brand is authentic, clear, clean and minimalistic.

Authenticity is always more important than sections of the image which feature artificial or unrealistic colours.

It is an absolute priority that the content be communicated clearly.

The colours are used in accordance with the rules defined in these guidelines.

The primary colours dominate the illustrations and are supplemented by Würth Red (see chapter 3 Colours). Würth Red may only be used as a solid colour.

If other colours are necessary, these should be slightly less saturated (see chapter 6 Imagery).
Two styles of illustrations are used to meet the different requirements:

**Informative**

The informative style is used if the illustration is not very complex. This style makes a very technical and functional impression. It has a two-dimensional and simplistic appearance. Variations in colour and material reproductions are used sparingly. The primary attributes are clarity, objectivity and technical precision.

**Narrative**

The narrative style is used if the complexity of the illustration requires close attention to detail. It makes a realistic, photo-like impression, and focuses on the characteristics of the materials. Detailed processes and procedures are illustrated clearly. These illustrations are sophisticated and of very high quality. The primary attributes are functionality, neatness and technical integrity.
Outlined elements are consistently featured in the informative illustration style (black outline: 0.35 or 0.7 pt). The illustration appears two-dimensional and simplistic, not realistic or photo-like, and makes a functional impression. The primary attributes are clarity, objectivity and technical precision. This style is used if the illustration is not very complex.
Before

After

The material can have a stylised look (here: vector illustration).

Variation:
The material can have a more realistic appearance if practical for the illustration (here: concrete appearance/Photoshop).

Ø 13 mm
The narrative style is used if the complexity of the illustration requires close attention to detail. It makes a realistic, photo-like impression, and focuses on the characteristics of the materials. Detailed processes and procedures are illustrated clearly. These illustrations are sophisticated and of very high quality. The primary attributes are functionality, neatness and technical integrity.
It is also possible to combine linear elements with 3D/realistic, photo-like elements (e.g. realistic, photo-like Würth products and purely linear secondary elements).
10. TECHNICAL ILLUSTRATIONS NARRATIVE

Before

After

![Image of before and after instructions with symbols and tools.]
Before

After

Space-saving solution.

Preferred solution if space is available.
11. FASTY
The popular Fasty will continue to represent the Würth product line in future. He supports the brand as an identifying figure and mascot at image-enhancing events by promoting awareness of the Würth brand across all target audiences. Fasty’s playful appearance would compete with the focus of our core business, namely customer support and the quality of our products. For this reason, Fasty is not used in conjunction with our core business. Fasty mascots featuring the centred logo or system brands are not used, or the logo or system brand should be eliminated.
## 11. Fasty Overview of Applications

<table>
<thead>
<tr>
<th>Fasty for events and internal activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Internal communication</td>
</tr>
<tr>
<td>• Internal and external events</td>
</tr>
<tr>
<td>• Merchandising (promotional items)</td>
</tr>
<tr>
<td>• Sponsoring</td>
</tr>
<tr>
<td>• Kids’ Club</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fasty not used for the core business</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Product communication</td>
</tr>
<tr>
<td>• Corporate communication</td>
</tr>
<tr>
<td>• Business stationery</td>
</tr>
<tr>
<td>• Products and packaging</td>
</tr>
<tr>
<td>• Outdoor signage</td>
</tr>
<tr>
<td>• Sales promotion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fasty at a secondary level</th>
</tr>
</thead>
<tbody>
<tr>
<td>• On back covers or inside pages of multipage media</td>
</tr>
<tr>
<td>• In the bottom half of the format on one-page media</td>
</tr>
<tr>
<td>• Opposite the Würth logo on promotional items (front/back or top/bottom)</td>
</tr>
<tr>
<td>• As a standalone promotional item</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Fasty not used at the primary level</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Never near the logo (Würth or associated/system brands)</td>
</tr>
<tr>
<td>• Not in the corporate colour</td>
</tr>
<tr>
<td>• Not in the communication box</td>
</tr>
<tr>
<td>• Not on front covers of multipage media</td>
</tr>
<tr>
<td>• Not on the title slides of PowerPoint presentations or website homepages</td>
</tr>
</tbody>
</table>
The maximum size of the Fasty mascot corresponds to the size of the word mark in the Würth logo. The rectangle surrounding the word mark defines the maximum length of the sides of Fasty. If Fasty is portrayed in portrait or landscape format, the longer side may not be longer than the width (W) of the word mark. The shorter side may be no longer than \( \frac{1}{2} W \). The side length or diameter of a square or circular Fasty may be no longer than \( \frac{1}{2} W \).
Your designs will shape Würth’s presence in the public eye. These guidelines are designed to assist you in your work. If you have any questions, please contact our Marketing/Advertising department.

Dieter Münch
T +49 (0)7940 15-1247
F +49 (0)7940 15-4248
design-hotline@wuerth.com