



ADDITIONAL ANNIVERSARY GUIDELINES

100 YEARS OF BLAUPUNKT

APRIL 2024







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LOGOS

100 YEARS OF BLAUPUNKT

OFFICIAL LOGO

The official anniversary logo concentrates strong values around its origin and the German heritage of the Blaupunkt brand.

STANDARD VERSION: RECOMMENDED USE (POSITIVE)



The original version should be preferred wherever possible. If this is not the case, other versions are available depending on your needs.

The rounded geometric shapes, borrowed from the Germanic artistic currents of the Bauhaus, the colors of the German flag, and the bold typeface inspired by the Blaupunkt logo, will come together to build this new graphic identity.

The central wheel motif imbues the heart of this new logo with a distinct automotive influence, enriching its heritage.

INVERTED VERSION: RECOMMENDED USE (NEGATIVE)



An inverted version of the anniversary logo is also available when it has to be placed on a black or dark surface.

For printed documents, the logo must be printed in solid white. Any other color or shade of grey may not be used.



Pantone
Black C

CMYK : 0.0.100
RGB : 0.0.0
HTML : #000000



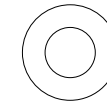
Pantone
Red 186C

CMYK : 2.100.85.6
RGB : 200.16.46
HTML : #C8102E



Pantone
Yellow 123C

CMYK : 0.19.89.0
RGB : 255.199.44
HTML : #FFC72C



Pantone
White

CMYK : 0.0.0.0
RGB : 255.255.255
HTML : #FFFFFF



Pantone
Process Cyan C

CMYK : 100.0.0.0
RGB : 0.0.0
HTML : #009FDF



Pantone
Blue 2995C

CMYK : 83.10.0
RGB : 0.169.224
HTML : #00A9E0



Pantone
Blue 2150C

CMYK : 83.39.15.13
RGB : 54.116.157
HTML : #36749D



Black
Blue 7462C

CMYK : 100.48.6.30
RGB : 0.85.140
HTML : #00558C

SIMPLIFIED LOGO

The simplified anniversary logo is adapted for co-branding with the Blaupunkt brand.

STANDARD VERSION: (POSITIVE)



The simplified version should be used when the Blaupunkt logo is already included on the composition and has a different treatment.

If this is not the case, other versions are available depending on your needs.

This option is recommended when you want to highlight the anniversary badge on a previous Blaupunkt composition for example.

INVERTED VERSION: (NEGATIVE)



An inverted version of the simplified anniversary logo is also available when it has to be placed on a black or dark surface.

For printed documents, the color of the logo must be full white with only a few colors kept. Any other color or shade of grey may not be used.



Pantone
Black C

CMYK : 0.0.100
RGB : 0.0.0
HTML : #000000



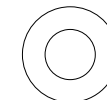
Pantone
Red 186C

CMYK : 2.100.85.6
RGB : 200.16.46
HTML : #C8102E



Pantone
Yellow 123C

CMYK : 0.19.89.0
RGB : 255.199.44
HTML : #FFC72C



Pantone
White

CMYK : 0.0.0.0
RGB : 255.255.255
HTML : #FFFFFF



Pantone
Process Cyan C

CMYK : 100.0.0.0
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Pantone
Blue 2150C

CMYK : 83.39.15.13
RGB : 54.116.157
HTML : #36749D



Black
Blue 7462C

CMYK : 100.48.6.30
RGB : 0.85.140
HTML : #00558C

MONOCHROME LOGO

For one-ink document, black and white versions need to be used with the anniversary logo.

OFFICIAL STANDARD VERSION: (POSITIVE)



OFFICIAL INVERTED VERSION: (NEGATIVE)



The black monochrome version of the anniversary logo must be used only when the original version is not possible (for a complicated background or a single-color printing).

For one-ink documents, the use of the monochrome version in a color other than black, or white is strictly forbidden.

SIMPLIFIED STANDARD VERSION: (POSITIVE)



SIMPLIFIED INVERTED VERSION: (NEGATIVE)



An inverted version of the anniversary logo is also available when it has to be placed on a black or dark surface.

For one-ink documents, the color of the logo must be full white. Any other color or shade of grey may not be used.

PROTECTION AREA

The protection area is the minimum space to be left empty around the logo and its baseline to maintain sufficient readability. The aim is to make the logo more recognizable and impactful.

OFFICIAL VERSION:



The surface of the protection area is proportional to the size of the logo. It is determined by the width of the symbol "I" of 100 Years (x).

The protection area must be preserved in all circumstances. It must be free of all text, graphics or images, to protect the integrity of the anniversary logo and its baseline. It also indicates the minimum distance between the logo and the printed or digital surface limit.

This area may be used as a white rectangle when using the logo on a dark background.

SIMPLIFIED VERSION:

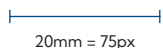


The simplified version must follow the same rules as the original version without the integrated Blaupunkt logo.

MINIMUM – MAXIMUM SIZE



The size of the anniversary logo must be defined upstream the composition (position, size, objective, etc.). The whole composition must be well balanced, with the logo neither too squeezed nor too enlarged.



No maximum size exists for the anniversary logo. However, for large-format printing it is important to use the vector version of the logo to avoid excessive pixelisation. Regarding the minimum size, it is essential that the logo remains clear and well seen. As such, it must be reproduced in a minimum width of 20 mm or 0.8 inches. For online use (websites, ads, apps, etc.), the logo must be at least 75 pixels wide.

INCORRECT USAGE

To ensure the recognition and awareness of the 100 Year anniversary of the Blaupunkt brand, it is mandatory that the logo be used in a consistent and legible manner. Modifying the logo reduces its value and may jeopardize the integrity of the Blaupunkt brand. Following are some examples of incorrect uses:



Do not use the logo in a color other than the original version.



Do not use the logo with outlines.



Do not change the proportions of the logo.



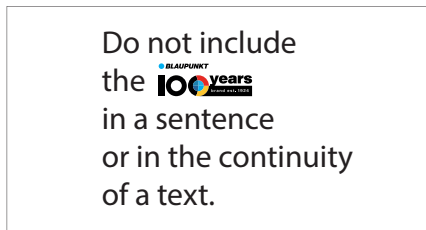
Do not rotate the logo.



Do not change the space between the letters.



Do not use another font to replace the original logo.



Do not include the logo in a sentence or in the continuity of a text.



Do not change the graphic elements of the logo.



Do not skew, stretch or change the position of the logo.

BACKGROUND USAGE

It is possible to place the 100 anniversary logo on a colored, dark, light or complex background in accordance with the following rules:



On a light background, the standard version (positive) of the 100 Year anniversary logo must be used.

For dark or colored backgrounds, the the standard version (negative) should be preferred.

On a simple photographic background, the 100 Year anniversary logo must always be optimally visible. Always select the appropriate tone of your background to associate it with the suitable version of the logo.

In these specific cases you do not need to use a dark or light rectangle background and avoid added elements in your composition.

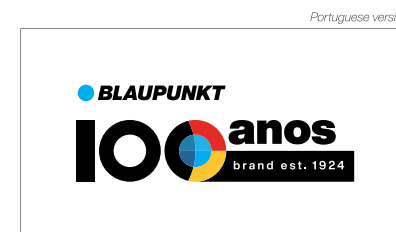
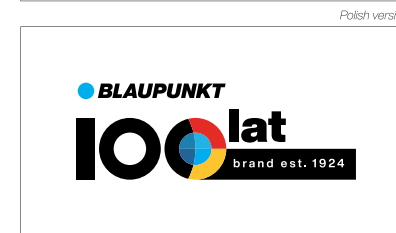


In order to separate the logo from the background, on bright/dark colored or complicated photograph, it is possible to use the 100 Year anniversary logo on a dark or light rectangle background and adapt the opacity.

Use a 95% opacity of the dark or light rectangle background to make it more integrated to the composition and keep good visibility.

TRANSLATED LOGO

Depending on the country where the brand is visible, the language of the anniversary logo should be adopted. Below is a (non-exhaustive) list of translated logos.



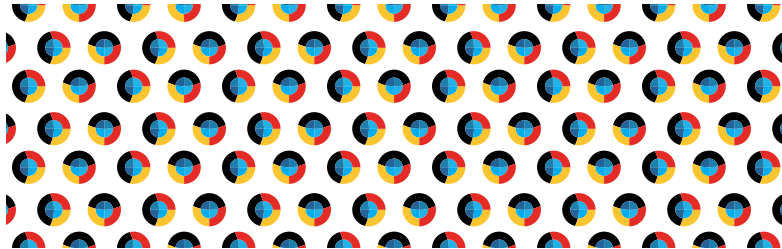
ADDITIONAL ASSETS

100 YEARS OF BLAUPUNKT

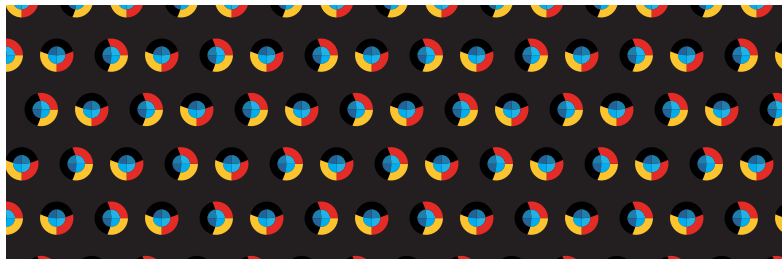
ANNIVERSARY PATTERN

Light and dark patterns have been specifically created to highlight the anniversary celebration on print, digital media and specific events such as tradeshow or advertising content.

LIGHT PATTERN



DARK PATTERN



The repeated graphic "O" in "100" creates an authentic and distinctive paper wrap.

Maintain a proper balance and ensure good readability. Avoid placing it behind the original Blaupunkt logo. If used as a background texture, ensure that texts or graphics remain visible and legible.

For optimal results, utilize 10% or 20% opacity for light and dark patterns.

ANNIVERSARY SIGNET AND FEATURE BAR

The signet for the 100 Year anniversary of Blaupunkt can be printed on every packaging since 2024.

HORIZONTAL SIGNET



VERTICAL SIGNET



The new signet is typically positioned on one side of the packaging, adjacent to and aligned with the logo and brand name.

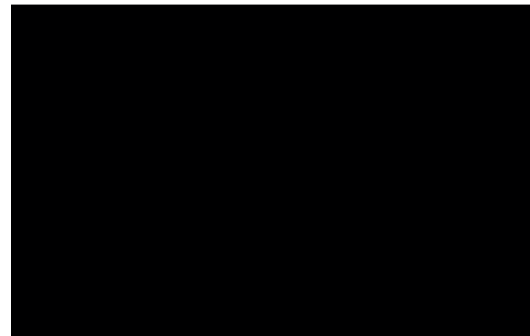
Its size should be determined by the format and adjusted accordingly. It can be used vertically or horizontally depending on the preferred reading orientation.

Always maintain the correct order of the German flag colors: black, red, and yellow.

VERTICAL FEATURE BAR



HORIZONTAL FEATURE BAR



The vertical feature bar should terminate with the three colored bars to represent the German flag when read horizontally.

For the horizontal version, we advise against using these bars to prevent misuse of the colors referencing the German flag.

In both cases, the background of these feature bars should be in solid black.

ANNIVERSARY STICKERS / BADGES

An added logo can be used in cases of timing, delivery, or budget constraints.

HORIZONTAL AND VERTICAL STICKERS



Dark and light anniversary stickers/badges can assist in communicating the 100th Anniversary of the Blaupunkt brand.

Maintain rounded corners for these assets to ensure consistency with the feature bars already used on the packaging.

These assets can be positioned “freely” within the composition but should maintain adequate spacing around them.

Fonts

BLAUPUNKT

BRAND FONT

To ensure optimal visual consistency across all our communications, we recommend the exclusive use of the Myriad Pro font in Blaupunkt brand guidelines. Its elegance and clarity will strengthen the identity of our brand across all our platforms.

Myriad Pro – Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,,:
abcdefghijklmnopqrstuvwxyz 1234567890**

Myriad Pro – Regular

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,,:
abcdefghijklmnopqrstuvwxyz 1234567890**

Capitals, bold type of one or two highlight words in bold

Colour:

White on dark background

Blaupunkt grey + Blaupunkt dark blue (bold type on light background)

PACKAGING

100 YEARS OF BLAUPUNKT

PACKAGING LAYOUT UPDATES

Blaupunkt has developed a packaging approach that adheres to the grid system outlined in the Official Packaging Guidelines. By utilizing product photography captured at dynamic angles, employing simple icons, and minimizing text, we aim to effectively communicate the essence of the “Blaupunkt 100 Year anniversary”, highlight product benefits, and showcase the model in a visually engaging and easy-to-understand manner.



DESIGN ALIGNMENTS

Several new elements on the packaging have been updated to adhere specifically to the anniversary guidelines and maintain good consistency of the brand.

The Blaupunkt logo is usually placed at the top left of the composition. This time you should use the white version of the logo placed on a black ribbon.

The features bar at the bottom is fully black, ending with 3 colored bars: black, red, and yellow, to keep the German touch in the layout.

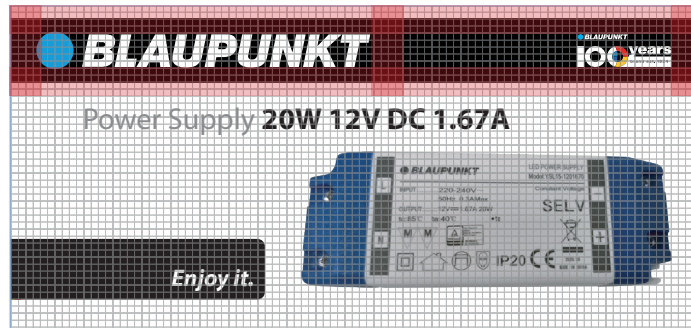
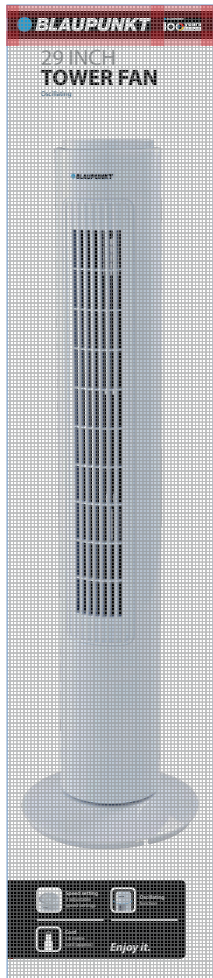


The official anniversary logo in white will be integrated at the top right on the same black ribbon as the Blaupunkt logo.

Some elements can follow the color tones of the German touch such as features highlights.

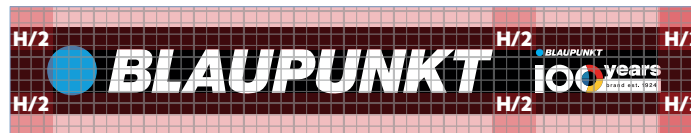
CALCULATING THE SIZE OF THE RIBBON

The formula for the size of the Blaupunkt logo is determined in the "CD Manual Packaging from 2013" and must follow the same rules here. We will be adding new measures to adapt to the 100 Year anniversary new skin.



The size of the margin corresponds to the same value (H) calculated in the official Blaupunkt Packaging guidelines.

The only difference is that the black ribbon takes half the height of this value (H/2) and covers the box from left to right.



You should always maintain a minimum space equal to the value (H) between the Blaupunkt logo and the new 100 Year anniversary logo.

Note:

The formula of the size of the Blaupunkt logo is determined in the "CD Manual Packaging from 2013" and must follow the same rules here.

Calculating the size of the Blaupunkt logo 23

STEP 1

Formula for the size of the Blaupunkt logo:

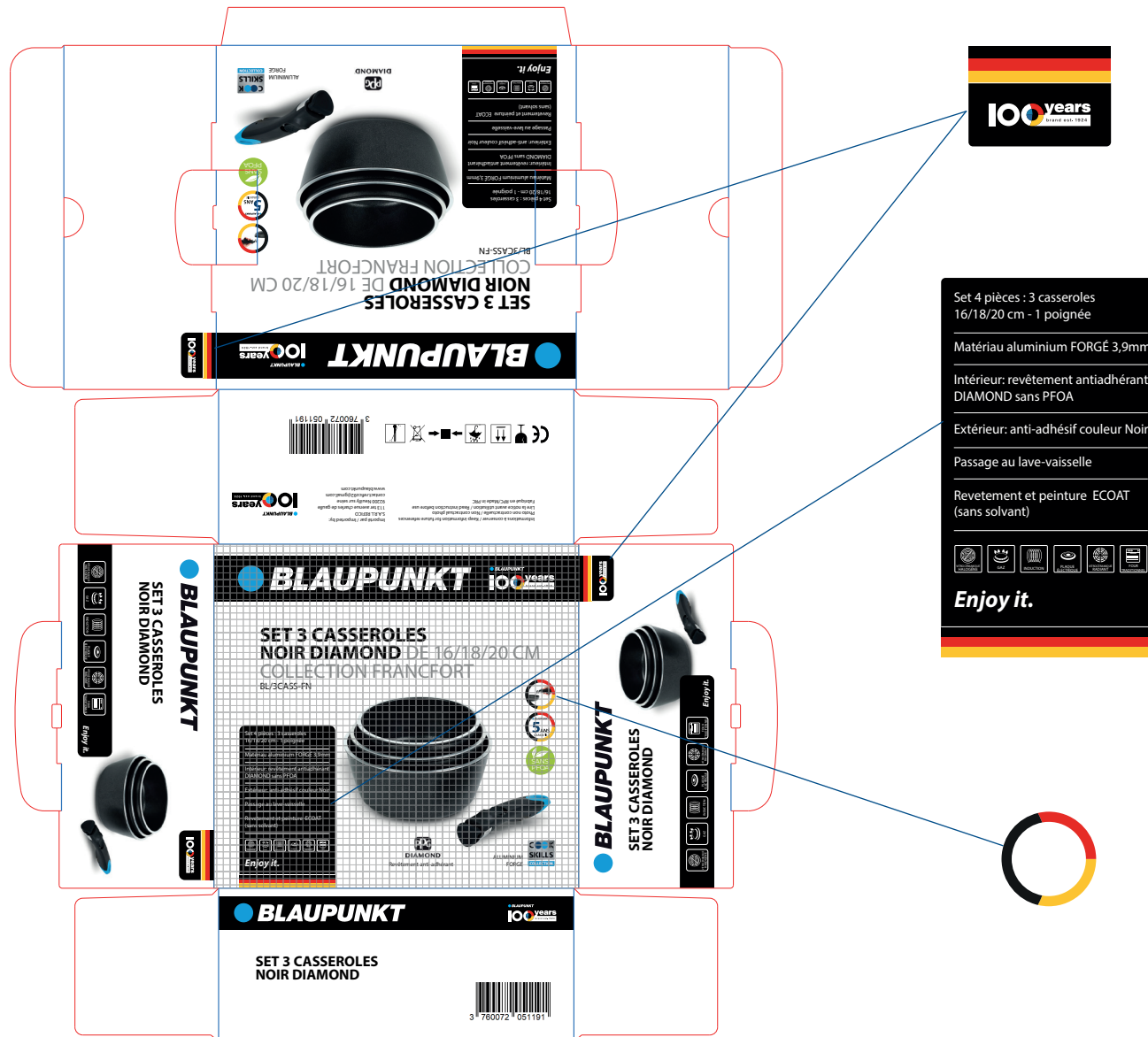
$$D \text{ (mm)} / 2.3 = L \text{ (mm)}$$

We used the measurement of the CDMP 800000 100 for this example calculation. We will be keeping this packaging on the following pages for the new example.

If you do not enter a model number for the ribbon, a model number will be used.

LAYOUT ASSETS - 1

Examples & Details.



The new signet of 100 Year anniversary must be attached to 3 colored bars (only horizontal and not vertical) in the same order: black, red and yellow.

The features bar can also be customized with these 3 colored bars to refer to the German heritage of the brand.

This should be only used on vertical features bar. Not horizontal because the German flag must be used horizontally.

The only exception will exist for product details with a picture or a text. The aim will be to highlight these details with the same colors of the new signet.

LAYOUT ASSETS - 2

Examples & Details.



The ribbon should follow the new rules set up previously keeping a good distance of a value (H) between the logos.



The product name and subline should follow the same rules set up in the "CD Manual Packaging from 2013" but must adopt full black color with "Myriad Pro" font as usual.

VIDEOS

100 YEARS OF BLAUPUNKT

ANNIVERSARY VIDEOS

Videos can be a good vector of communication. A picture paints a thousand words. The Blaupunkt 100 Year anniversary will be adapted into motion and reflect the heritage of the brand.

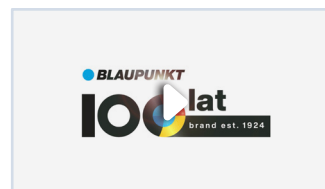
100 YEAR ANNIVERSARY – TEASER VIDEO



The teaser video can be utilized for communication purposes, screen-saving on devices, or any assets for social media platforms.

Feel free to share this mood to enhance the 100 Year anniversary of the Blaupunkt brand.

100 YEAR ANNIVERSARY – JINGLE LOGO



The anniversary logo is available in multiple languages as a jingle video to enhance all videos related to this celebration.

If your language is not available, it is mandatory to contact the Established Branding Team to create the required logo animation.

LEGAL

100 YEARS OF BLAUPUNKT

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GERMAN

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CONTACT

100 YEARS OF BLAUPUNKT

CONTACT INFORMATION

All Blaupunkt brand communication must comply with the rules set out in these additional guidelines. If you have any questions, contact the Established. branding team: branding@established.inc



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