

CORPORATE DESIGN MANUAL

VERSION 1.0
15 JUNE 2018

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ABOUT NEMA

Why a Corporate Design?

A unique look and feel is essential to set a company apart from its competitors. It provides our customers and all stakeholders to develop an emotional connection, making nema more accessible and less anonymous.

Our new Corporate Design establishes a clear and impressive image of nema, it shapes the awareness, reputation and image of the brand. In sum, it makes our company – and thus our daily work – more valuable and sustainable.

This is why the following design principles should be implemented effectively and responsibly.

Brand Personality

nema – your smart choice for hydraulic applications.

Goal of nema is to break the rules—the rule that for a limited budget you can only get a limited product quality. nema lines up to leverage the relationship between quality and price: With nema you get the most reliable quality products at an affordable price—which is made possible due to the processes and the market-leading know-how of our parent company, the Winkelmann Group. In this perception nema gets a fighter for a favourable price. It makes accessible quality vessels for everyone. The price-performance ratio is a clear challenge for competitive suppliers. This is why nema comes on the market as a (smart) rebel.

Look and Feel

The appearance of nema is lean, agile and straightforward. Our brand is a personality that acts self-assured and communicates pronounced and audibly.

These are the values that differentiate us from our competitors. nema acts

straight to the point
tangible
related to facts
economical
ready-made
available
audible
puristic

Please notice that all design has to be approved by the marketing department before distribution (digital or print).


If any needs or variations arise that are not provided in this manual please consult the marketing department.

For the most reliable quality, delivery and support at an affordable price trust nema—your smart choice for hydraulic applications.

BASIC ELEMENTS

BASIC ELEMENTS

LOGO



The image shows the word "nema" in a bold, lowercase, sans-serif font. The letters are thick and rounded, with a consistent weight throughout. The logo is centered within a white rectangular box with a thin black border.

About the logo

There are specially prepared files of the nema logo for each purpose. They ensure a correct and consistent presentation of the logo. Please only use this logo files, any modifications of the logo are not allowed.

The logo must always appear on monochrome ground.

The following applications should not be used:



The image shows the word "nema" rotated 90 degrees counter-clockwise. A pink diagonal line is drawn across the entire image from the bottom-left to the top-right, indicating that this application is incorrect.

- The logo must not be rotated.



The image shows the word "nema" stretched horizontally, making the letters wider than they are tall. A pink diagonal line is drawn across the entire image from the bottom-left to the top-right, indicating that this application is incorrect.

- The logo must not be distorted in any way.



The image shows the word "nema" overlaid on a background of many silver, metallic-looking kegs or containers. The background is a grayscale, high-contrast image that flickers or changes rapidly. A pink diagonal line is drawn across the entire image from the bottom-left to the top-right, indicating that this application is incorrect.

- The logo must not be placed on a flickering background

BASIC ELEMENTS

LOGO



Colour Combinations

The logo is only used in the colour combinations shown on this site.

- black logo on white background is the standard colour combination.
- please use this combination wherever possible.
- for small sizes always use the black logo.

On yellow background



- black logo on yellow background can be used as secondary colour combination e.g. on brochure pages with yellow ground (see page 23).



- white on yellow is only used in combination with the white positioning e.g. on the email signature (see page 31).

On black background



- use white logo on black ground for 1 coloured applications such as product labels (see page 27).

BASIC ELEMENTS

LOGO – Safety area and sizes



Safety Area

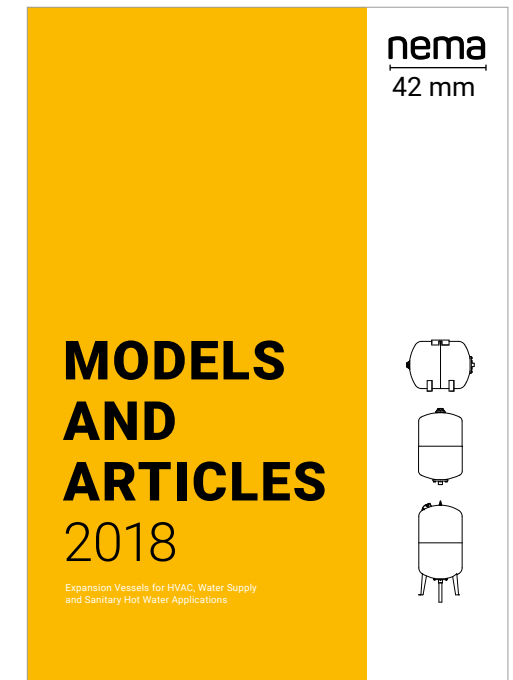
- Between the logo and another design element there is a minimum amount of space which is regarded as a safety area.
- The safety area is the height of the “n” on each side.
- Other elements are not allowed in the safety area.

Size

- The minimal size in print materials is 20 mm and must be observed at any time to maintain the legibility.
- The regular size on DIN A4 is 42 mm.
- Only exception: recurring logos in brochures in combination with the page number can be smaller (min. 10 mm)

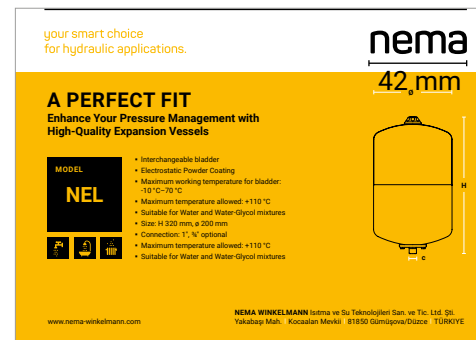
Minimal size
nema
20 mm

Example:
Brochure cover DIN A4



Example:

Advertisement 148,5 mm x 210mm

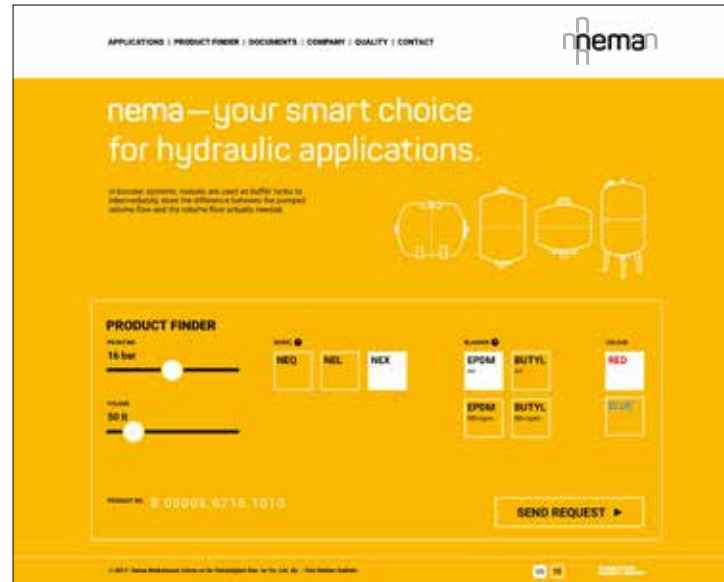
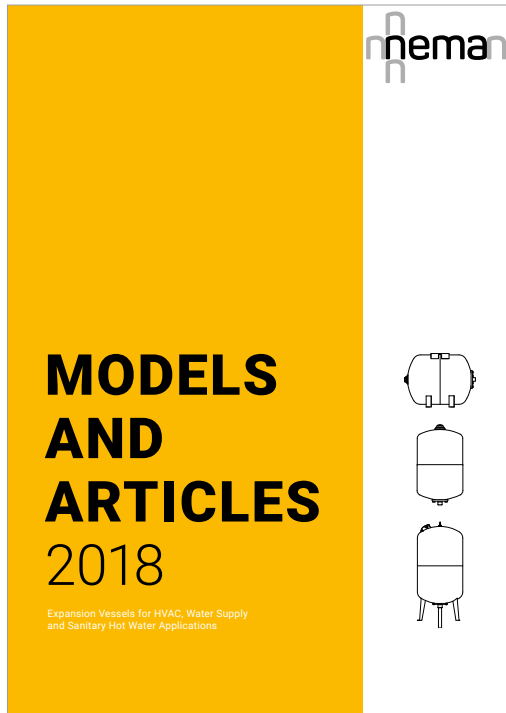


BASIC ELEMENTS

LOGO – Logo positioning

Examples

Brochure cover DIN A4



Regular positioning (print and digital)

- Alignment: upper right corner
- high perception and good visible

Positioning in narrow vertical formats

- If needed the logo can be rotated by 90° for narrow vertical formats (e.g. flags).

BASIC ELEMENTS

LOGO – Part of Winkelmann Building&Industry

Use the Part of Winkelmann Building&Industry logo on following applications additional to the nema logo:

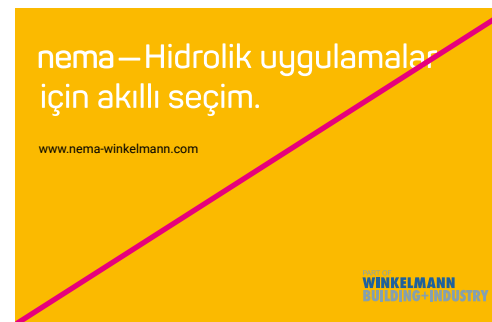
- Business card
- Letterhead
- Product Brochure
- Homepage
- The primary version is black logo on yellow ground.
- If necessary you can use white logo on yellow ground.
- Do not use the blue version of the logo.
- Keep a maximum amount of space between the Part of WBI logo and the nema content

nema – Hidrolik uygulamalar
için akıllı seçim.

www.nema-winkelmann.com

PART OF
**WINKELMANN
BUILDING+INDUSTRY**

✓ **Right: Example**
Business card back



✗ **Wrong**
blue version of the Part of WBI logo



✗ **Wrong**
no space between content and
Part of WBI logo

BASIC ELEMENTS

SPELLING

The brand

The correct spelling for the brand is “nema”—small letters only. Please use this spelling everytime you write about the brand.

✓ Right:

(...) expansion vessels, nema is able (...)

✗ Wrong:

(...) expansion vessels, Nema is able(...)

(...) expansion vessels, Nema Winkelmann is able (...)

(...) expansion vessels, nema Winkelmann is able (...)

(...) expansion vessels, nema is able (...)

The company

The only exception for this spelling is, when we talk about the company (to be distinguished from the brand!)

✓ Right:

Nema Winkelmann

Isıtma ve Su Teknolojileri San. ve Tic. Ltd. Şti.

Yakabaşı Mah. / Kocaalan Mevkii,

81850 Gümüşova/Düzce

Türkiye

Regional contacts

Always keep nema Turkey first.
You can add a regional contact afterwards.

✓ Right:

Nema Winkelmann

Isıtma ve Su Teknolojileri San. ve Tic. Ltd. Şti.

Yakabaşı Mah. / Kocaalan Mevkii,

81850 Gümüşova/Düzce

Türkiye

Regional contact

Street adress

Postal code, city

Tel.: +XX XXXX XXXX

regionalcontact@xxxxx.de

BASIC ELEMENTS

POSITIONING – Use

About the positioning

Our positioning describes the core elements and values of nema. Our products are a “smart choice” because they bring together competitive pricing with reliability and high quality.

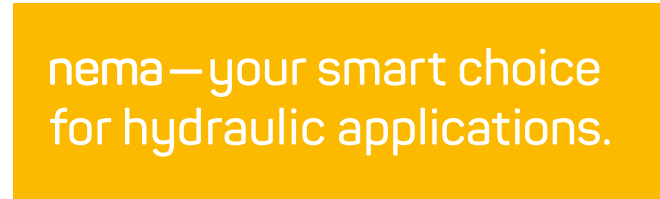
For the most reliable quality, delivery and support at an affordable price, trust nema – your smart choice for hydraulic applications!

Translation of the positioning

The positioning should always be translated to the language of the target market. All translations of the positioning have to be approved by the marketing department.

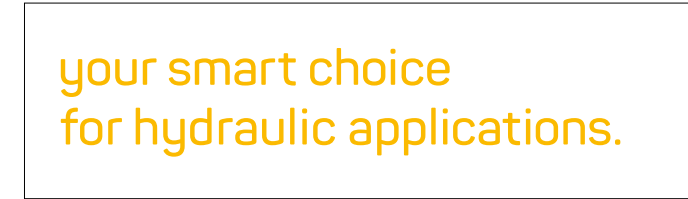
Version with nema logo

Used if the logo is not shown on the same page as the positioning.

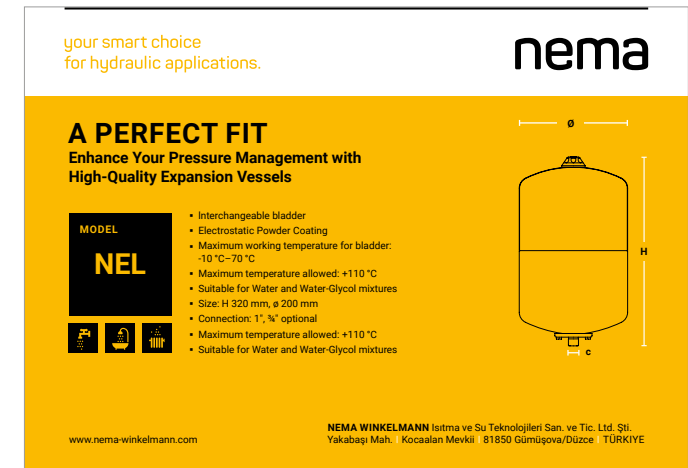


Version without nema logo

Used if the positioning is in close proximity to the logo to avoid duplication of the logo.



Example: Business card back
No standalone logo on the back, therefore use of positioning with nema logo



Example: Advertisement
nema logo at the right corner next to the positioning, therefore use of positioning without nema logo

BASIC ELEMENTS

COLOURS

Core element of the corporate design of nema is the extensive use of the corporate colour smart yellow in combination with the secondary colours black and white. Please use exclusively these three colours.

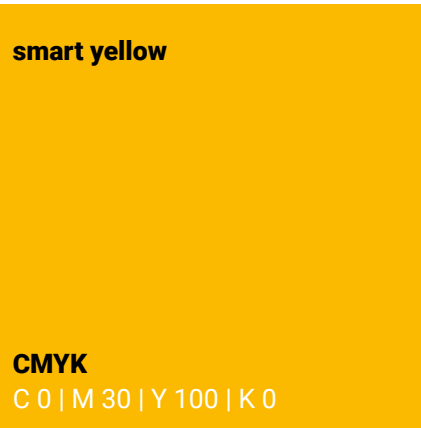
The primary colour smart yellow is used as background colour and for example in a brochure for information areas. Smart yellow is only used in 100% opacity.

Smart yellow as background colour is mostly used in combination with a white beam on one site, vertical or horizontal. See pages 23 and 26 for examples.

Black is mainly used for text and in the design elements.

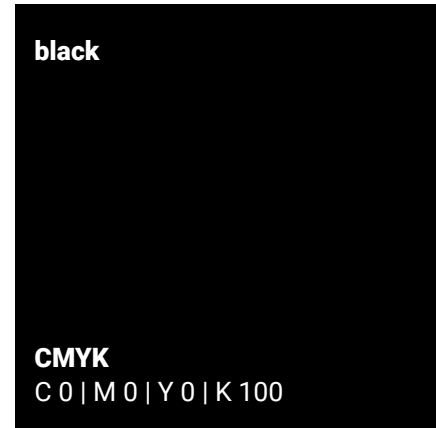
Please use only the defined colour values for CMYK, Pantone and RGB.

Grayscale is only used as compensation for smart yellow in 1C applications if needed.



smart yellow

CMYK
C 0 | M 30 | Y 100 | K 0



black

CMYK
C 0 | M 0 | Y 0 | K 100

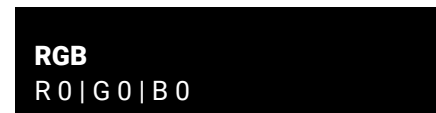


white

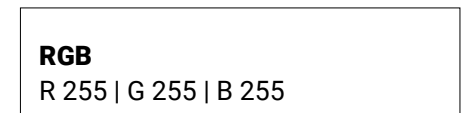
CMYK
C 0 | M 0 | Y 0 | K 0



RGB
R 250 | G 185 | B 0



RGB
R 0 | G 0 | B 0



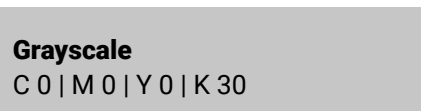
RGB
R 255 | G 255 | B 255



Pantone
Pantone 7406 C



Vinylcut Oracal
631 Exhibition Cal 022 light yellow



Grayscale
C 0 | M 0 | Y 0 | K 30

BASIC ELEMENTS

TYPEFACE

Roboto Black (main application for big headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ?!,:“€@
1234567890

Roboto Bold (main application for headlines)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ?!,:“€@
1234567890

Roboto Regular (main application for copytext)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ?!,:“€@
1234567890

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz ?!,:“€@
1234567890

The font used for all applications of nema is called “Roboto”. The four used styles are:

- Roboto Black
- Roboto Bold
- Roboto Regular
- Roboto Light

Roboto is a free and open source font, please download here:

<https://fonts.google.com/specimen/Roboto>

Basics

- The style Black is used for striking, big headlines (e.g. brochure cover) and is always in capitals.
- for all remaining headlines use the style Bold, as well in capitals
- Use the style Bold for all sublines
- Use the style Regular for all copy text
- Use the style Light only if there is need for another style
- The alignment of the text is left.

Substitute font

For any application where Roboto can not be used, use Arial. The used styles are:

Aa **Aa** Aa Aa
Arial Black Arial Bold Arial Regular Arial light

BASIC ELEMENTS

TYPEFACE – Example

For more examples see chapter **PRINT MATERIALS**.

COPY

Roboto Regular

Size: 9 Pt

Line Spacing: 12,5 Pt

Colour: black 100 %

Alignment: left

nema

CHOOSE YOUR PRODUCT

We have three ranges available for your requirement/project: NEQ, NEL and NEX. Our products can be customised based on volume, type of installation, pressure requirement, the correct diaphragm and the colour of the vessel. Please use the structure outlined below to put together the order number for your selected product.

8.	00008	.01	06	10	1:0
	Volume	Type	PN rating	Bladder	Colour
8.	00008	.01	06	10	1:0
	5-5,000 lt	01 Vertical 02 Horizontal (NEQ) 03 Vertical without feet (NEL) 04 Sphere (NEL) 07 Vertical with hanger	06 10 16 25	10 EPDM, Air 10 Butyl, Air 12 EPDM, Nitrogen 12 Butyl, Nitrogen	1:0 Red 3:0 Blue



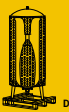
ORDER PROCESS

We look forward to hearing from you and would be delighted to provide additional information or answer any questions you might have in relation to your purchase order.

+90 (380) 745 11 29
info@nema-winkelmann.com.tr

NEMA WINKELMANN Isıtma ve Su Teknolojileri San. ve Tic. Ltd. Şti.
Yakabaşı Mah. | Kocaelan Mevkii | 81850 Gümüşova/Düzce | TURKEY

PACKAGING TYPES

A	carton box	80 x 120 cm pallet	
B	carton box	100 x 220 cm pallet	
C1	carton box	68 x 101 cm pallet	
C2		68 x 127 cm pallet	
C3	carton box	74 x 156 cm pallet	
D1	bubble wrap	86 x 86 cm pallet	
D2	bubble wrap	95 x 95 cm pallet	
D3	bubble wrap	110 x 110 cm pallet	
E	bubble wrap	horizontal on pallet	
F1	bulk method	5 lt - 150 lt	
F2		200 lt - 500 lt	
F3		600 lt - 5,000 lt	

7

HEADLINE

Roboto Bold, Capitals

Size: 18 Pt

Line Spacing: 25 Pt

Colour: black 100 %

Alignment: left

BASIC ELEMENTS

DESIGN ELEMENTS



The three icons shown below are symbols for the scope of applications and must not be distorted in any way.



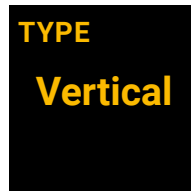
Water Supply Applications



Sanitary Hot Water Applications



HVAC Applications

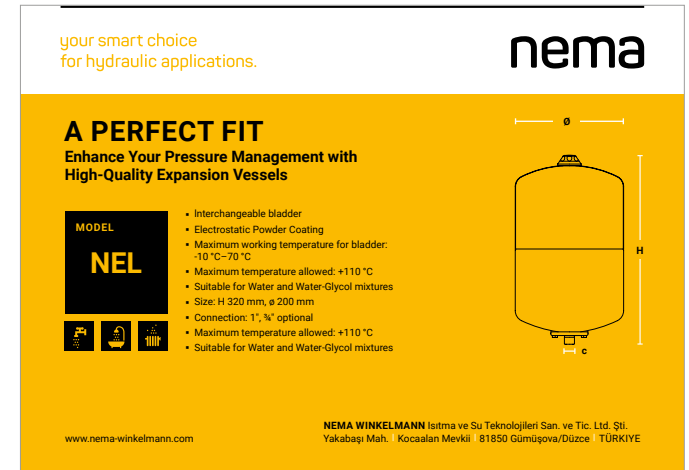


Black squares are used as a recurring design element in print media. The text or product outlines can be modified, the text colour is always yellow.

The squares are used as interaction element in digital media as well, please see page 30.

Specifications for the squares:

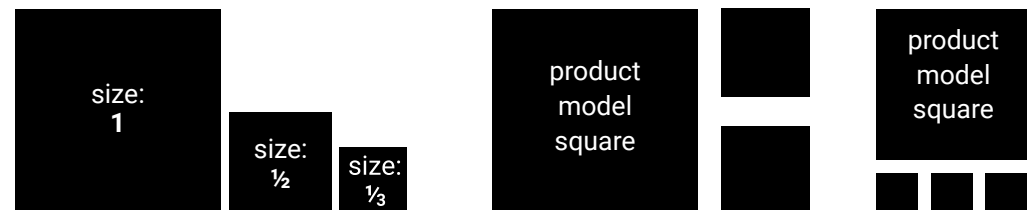
- in layouts with different sized squares make sure that the size of the smaller squares are either 1/2 or 1/3 of the big square
- if used together with other squares, the product model squares has to be the biggest one (example: advertisement)



Example: Advertisement

Squares are used to show the product type and the scope of applications

Please notice that the product model square is always bigger than the other squares

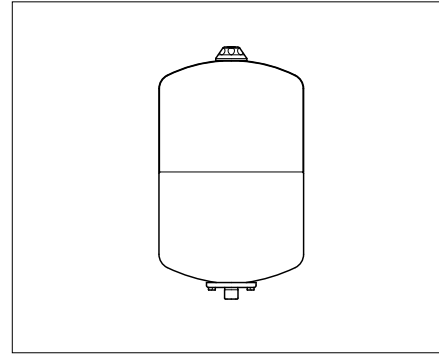
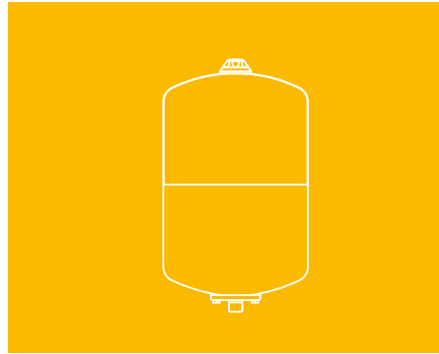
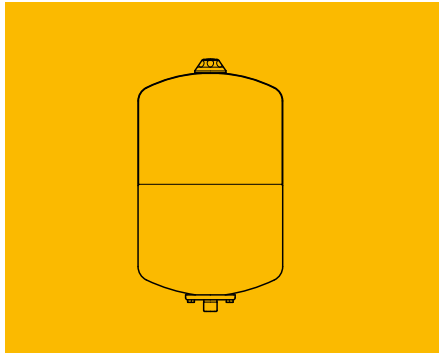


Examples: Possible combination of sizes and arrangements

IMAGERY

IMAGERY

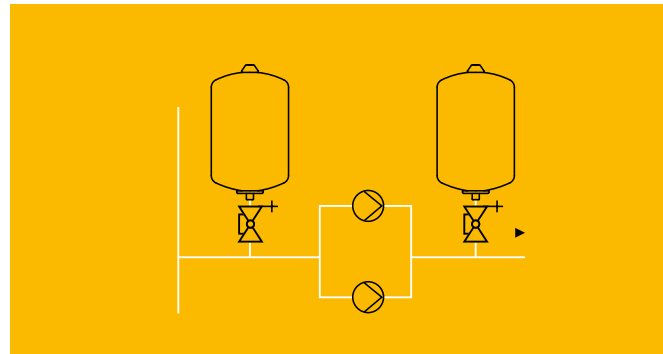
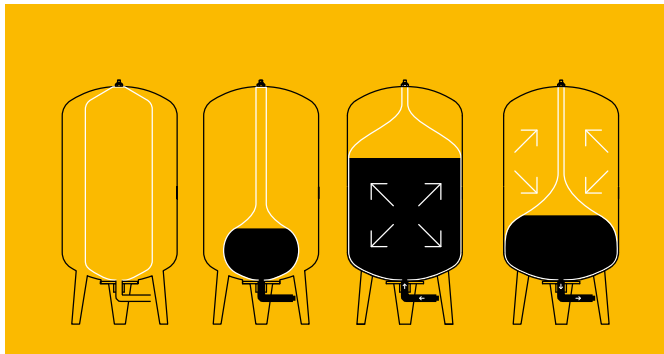
ILLUSTRATIONS



Products

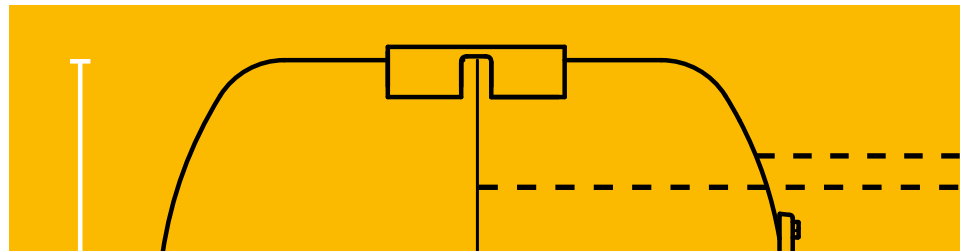
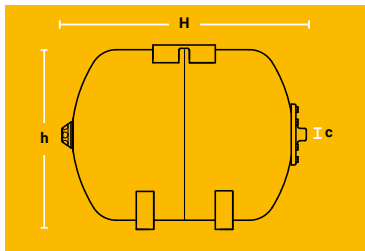
Products are always shown as outline graphic. There are two possible colour variations, black and white. Please maintain a uniform stroke weight.

Product graphics should be on a solid yellow background. For print material prefer black outline product. For digital media prefer white outline product.



Schemes & infographics

Infographics should be on a solid yellow background. The colours used are black and white.



Stroke weight

For product graphics in brochures and advertisement there is a defined stroke weight:

- thick lines: **0,75 pt**
- thin lines: **0,5 pt**

Example: Product brochure
stroke weight: 0,5pt and 0,75 pt

Zoom: Product brochure

IMAGERY

PHOTOGRAPHS

Photographs are always used as grayscale images. One part of the image is overlaid by a yellow bar.

Only use photographs to promote the image of nema. Technical informations and products are always shown as outline graphic.

Please only use images approved by the marketing departement.

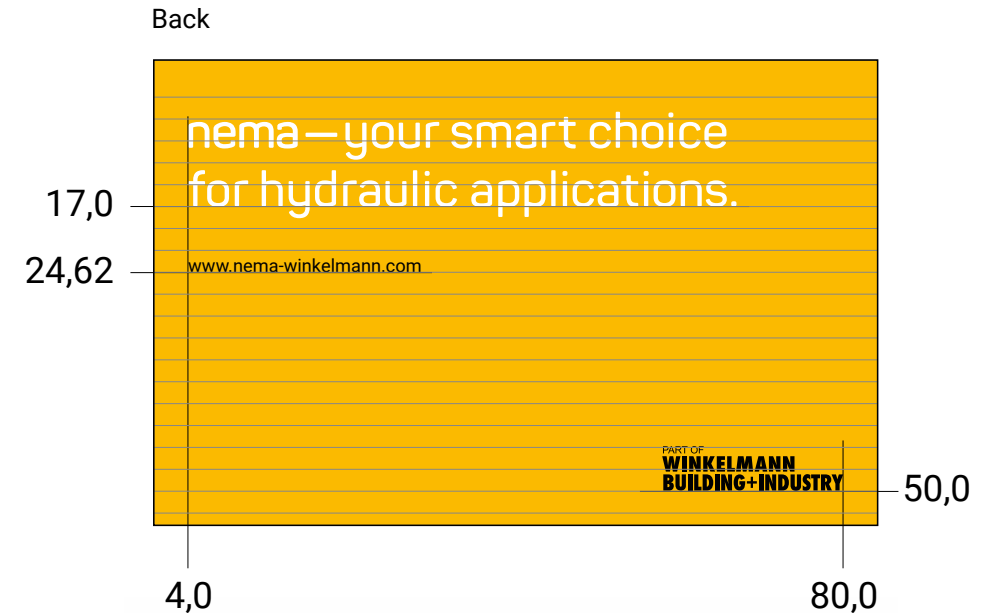
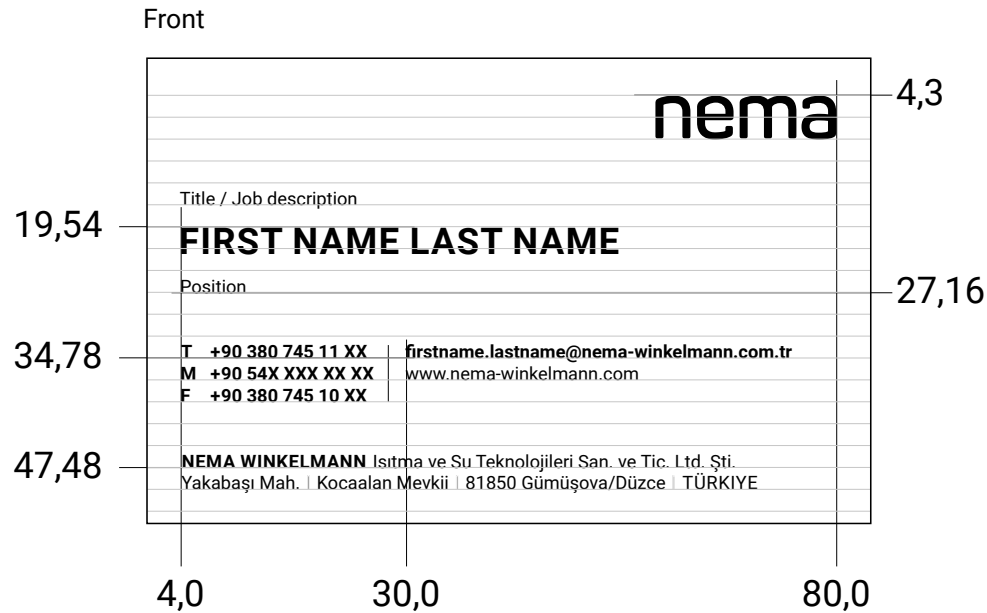


smart yellow (C 0 | M 30 | Y 100 | K 0)
Blend mode: Multiply 100%

STATIONERY

STATIONERY

BUSINESS CARD



The business card of nema is available as a template.

Format: 84 x 54 mm

Recommendation for paper: Galaxi Keramik, 300 g/m², even surface

Colours: 2/2-coloured, Pantone + black

Person: Roboto Bold

Size: 12 Pt

Line Spacing: 14 Pt

Copy: Roboto Bold

Size: 6 Pt

Line Spacing: 7,2 Pt

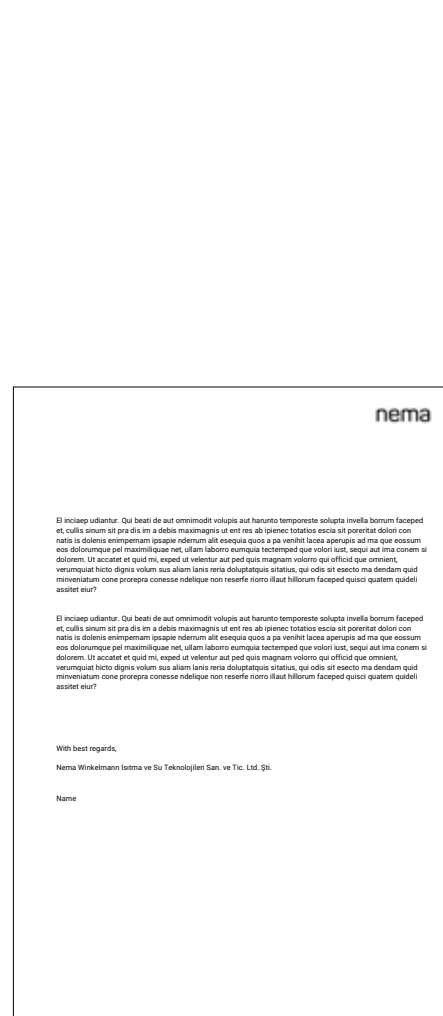


STATIONERY

LETTERHEAD



First page



Following pages

The letterhead of nema is available as a template. There is a layout for the first page and for the following pages.

Format: 210 x 297 mm / DIN A4

Colours: 4/4-colours

Head + Footer: Roboto Regular, Roboto Bold

Size: 7 Pt

Line Spacing: 10 Pt

Address: Roboto Regular

Size: 10 Pt

Line Spacing: 13,5 Pt

Contact: Roboto Regular

Size: 6,5 Pt

Line Spacing: 6,5 Pt

Subject: Roboto Bold

Size: 10 Pt

Line Spacing: 13 Pt

Text: Roboto Bold

Size: 10 Pt

Line Spacing: 13 Pt

PRINT MATERIALS

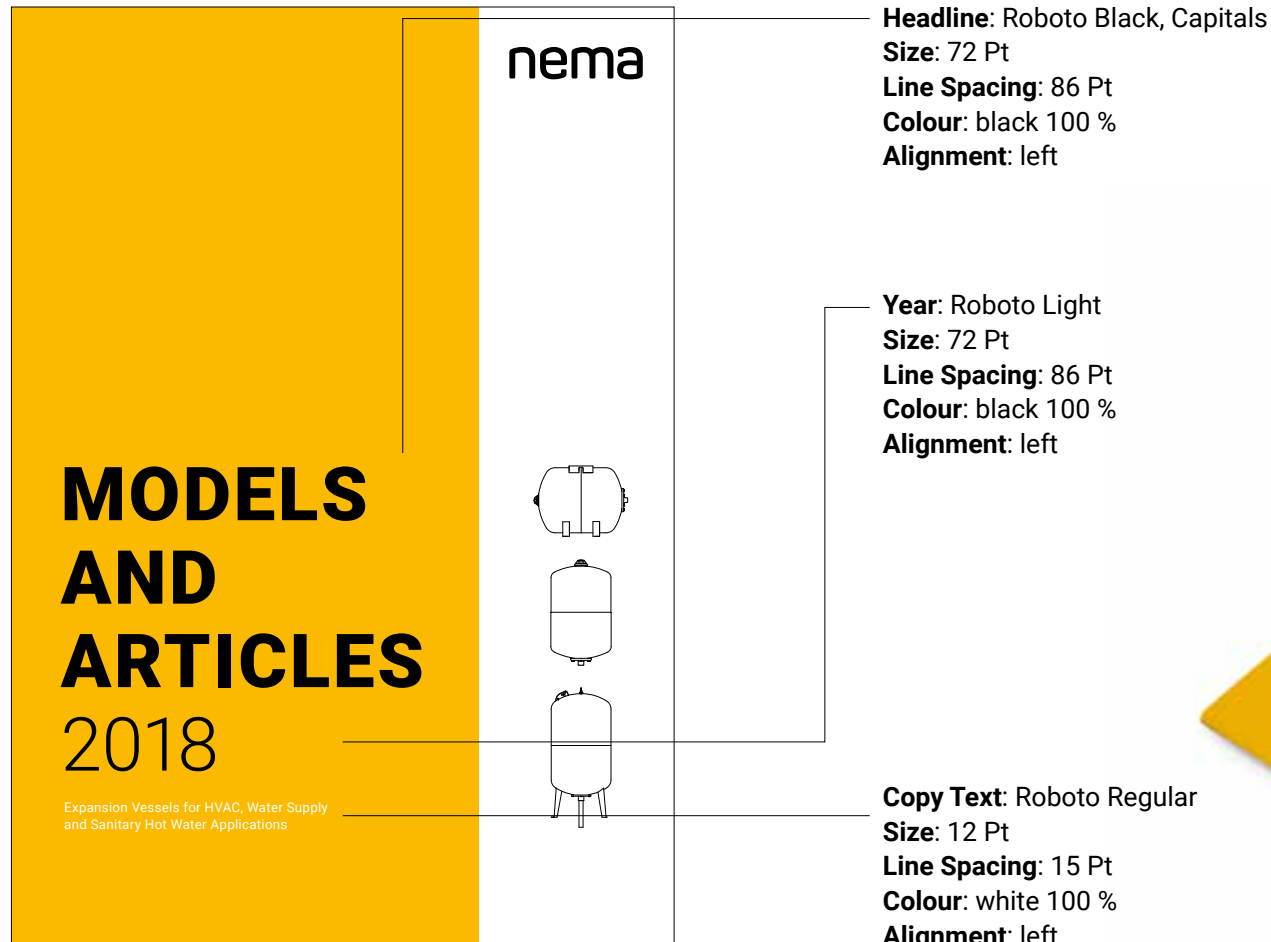
PRINT MATERIALS

PRODUCT BROCHURE—TITLE

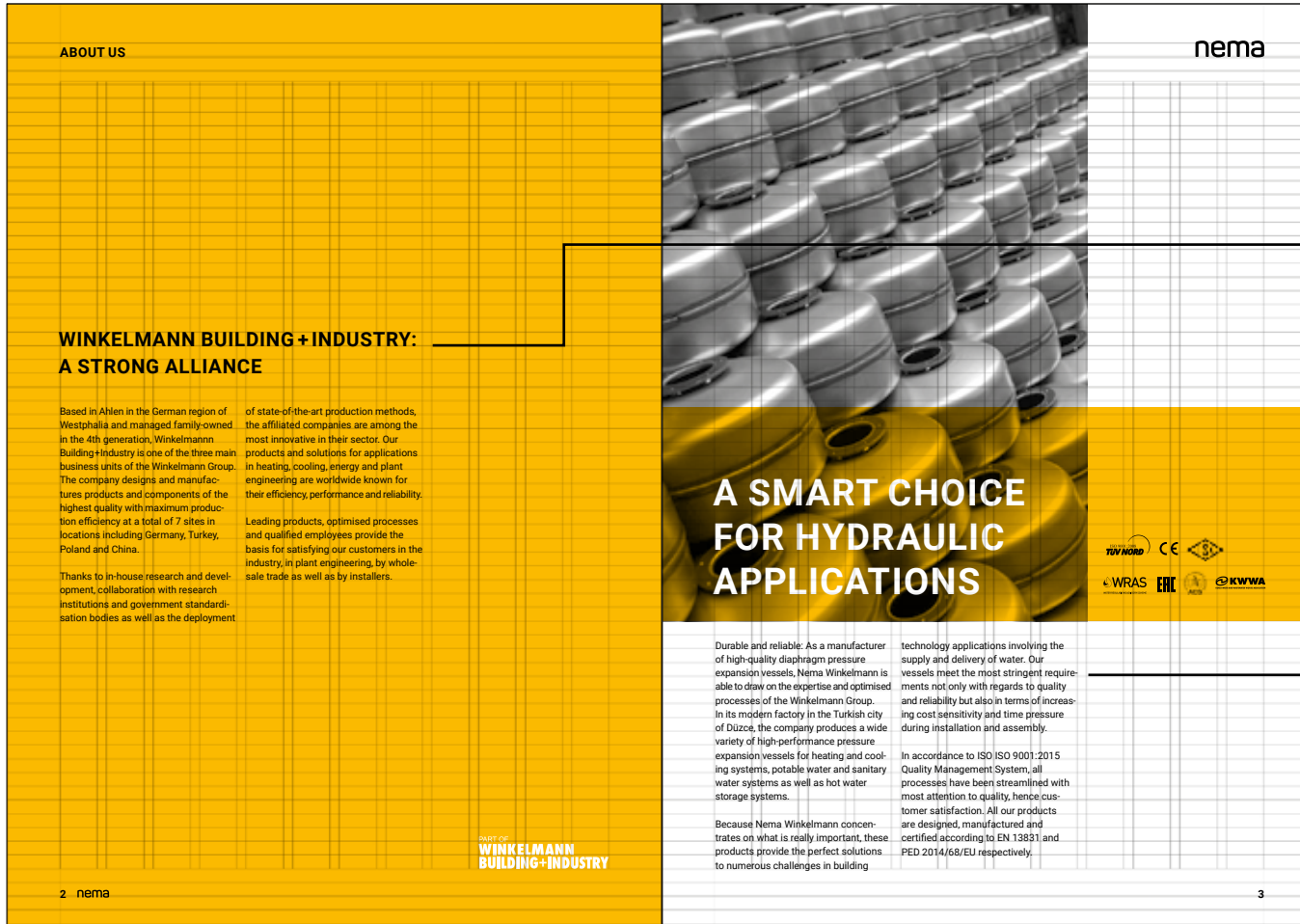
Format: 210 x 297 mm

Recommendation for paper: Galaxi Keramik, 200 g/m², even surface

Colours: 2/2-coloured, Pantone + black



PRODUCT BROCHURE – GRID



The product brochure is based on a grid, to which all text and design elements can be aligned.

- I. Baseline grid: 12.5 pt
- II. Grid with 12 columns (in format DIN A4)

Headline: Roboto Bold, Capitals

Size: 18 Pt

Line Spacing: 25 Pt

Colour: black 100 %

Alignment: left

Copy Text: Roboto Regular

Size: 9 Pt

Line Spacing: 12,5 Pt

Colour: black 100 %

Alignment: left

PRODUCT BROCHURE – SPREAD

MODEL
NEQ

TYPE: Horizontal

BLADDER

EPDM Air: 10, 11, 12, 13

Butyl Air: 11, 12, 13

COLOUR

Rod: 1:0

Blue: 3:0

- In accordance to 2014/68/EU Pressure Equipment Directive and TS-EN 13831 standards
- Interchangeable bladder according to DIN 4807-3 norms, EPDM standard, Butyl optional
- Electrostatic Powder Coating
- Maximum working temperature for bladder: -10 °C – 70 °C
- Maximum temperature allowed: +110 °C (+70 °C for sanitary hot water applications)
- Suitable for Water and Water-Glycol mixtures (max. 50% glycol, Fluid group 2 according to 2014/68/EU Directives)

PN	Art. No.	V (l)	Dia Ø (mm)	H (mm)	h (mm) (ISO 228-1)	C (mm)	Weight (kg)	Precharge (bar)	Std. Pack (pcs.)
10 BAR	8.00024.0210	24	280	328	180	1*	6.2	2	30 (A) 90 (B)
	8.00050.0210	50	410	454	238		10.0		16 (A) 90 (B)
	8.00060.0210	60	410	454	238		11.0		16 (A) 40 (B)**
16 BAR	8.00080.0210	80	480	518	267		15.0	4	8 (A) 16 (B)
	8.00100.0210	100	480	518	267		17.0		8 (A) 16 (B)

* (Optional 1/2")
** Pallet size: 120x220 cm

MODEL
NEL

TYPE: Vertical, Vertical without Feet, Sphere

BLADDER

EPDM Air: 10, 11, 12, 13

Butyl Air: 11, 12, 13

COLOUR

Rod: 1:0

Blue: 3:0

- In accordance to 2014/68/EU Pressure Equipment Directive and TS-EN 13831 standards
- Interchangeable bladder according to DIN 4807-3 norms, EPDM standard, Butyl optional
- Electrostatic Powder Coating
- Maximum working temperature for bladder: -10 °C – 70 °C
- Maximum temperature allowed: +110 °C (+70 °C for sanitary hot water applications)
- Suitable for Water and Water-Glycol mixtures (max. 50% glycol, Fluid group 2 according to 2014/68/EU Directives)

PN	Art. No.	V (l)	Dia Ø (mm)	H (mm)	h (mm) (ISO 228-1)	C (mm)	Weight (kg)	Precharge (bar)	Std. Pack (pcs.)
6 BAR	8.00005.0106	5	220	233	-		2.5		120 (A) N/A
	8.00008.0106	8	220	296	-		2.9		80 (A) N/A
	8.00012.0106	12	220	410	-	1*	3.5		80 (A) N/A
10 BAR	8.00019.0106	19	280	434	-		4.4	2	36 (A) 90 (B)
	8.00024.0106	24	280	484	-		4.8		36 (A) 90 (B)
	8.00035.0306	35	354	465	-	1*	5.8		22 (A) 90 (B)
16 BAR	8.00050.0306	50	410	523	-		7.8		15 (A) 90 (B)
	8.00060.0306	60	410	593	-		8.6		15 (A) 40 (B)**
	8.00005.0110	5	220	233	-		2.5		120 (A) N/A
10 BAR	8.00008.0110	8	220	296	-		2.9		80 (A) N/A
	8.00012.0110	12	220	410	-	1*	3.5		80 (A) N/A
	8.00019.0110	19	280	434	-		4.5	2	36 (A) 90 (B)
16 BAR	8.00024.0110	24	280	484	-		4.9		36 (A) 90 (B)
	8.00035.0310	35	354	465	-	1*	6.0		22 (A) 90 (B)
	8.00050.0310	50	410	523	-		8.7		15 (A) 90 (B)
25 BAR	8.00060.0310	60	410	593	-		9.5		15 (A) 40 (B)**
	8.00024.0410	24 Sphere	354	353	-	1*	4.8	2	30 (A) 90 (B)
	8.00019.0116	19	280	420	-		7.5		36 (A) 90 (B)
16 BAR	8.00024.0116	24	280	484	-	1*	7.7	2	36 (A) 90 (B)
	8.00050.0316	50	410	523	-		14.0		15 (A) 90 (B)
	8.00019.0125	19	280	426	-		11.0		36 (A) 90 (B)
25 BAR	8.00024.0125	24	280	476	-	1*	13.0	2	36 (A) 90 (B)
	8.00035.0325	35	354	451	-		17.0		22 (A) 90 (B)
	8.00050.0325	50	410	511	-		23.0		15 (A) 90 (B)

* Pallet size: 120x220 cm

Bullet List: Roboto Regular

Size: 9 Pt

Line Spacing: 12,5 Pt

Distance between paragraphs: 2 mm

Colour: black 100 %

Alignment: left

Table Headline: Roboto Bold (Roboto Regular)

Size: 8 Pt

Line Spacing: 9,6 Pt

Colour: smart yellow 100 %

Alignment: left or center

Table Copy: Roboto Regular

Size: 8 Pt

Line Spacing: 9,6 Pt

Colour: black 100 %

Alignment: center

ADVERTISEMENT

The advertisement layout is a yellow rectangle with a white border. It features the following elements:

- Top Left:** Text "your smart choice for hydraulic applications." in orange.
- Top Right:** "nema" logo in black.
- Center Left:** Subheadline "A PERFECT FIT" in bold black, followed by "Enhance Your Pressure Management with High-Quality Expansion Vessels" in bold black.
- Center Left (Dark Box):** "MODEL NEL" in white on a dark background.
- Center Left (List):** A bulleted list of features in black text.
- Center Left (Icons):** Three small icons representing different vessel types.
- Center Right:** A technical drawing of an expansion vessel with dimensions: diameter ϕ , height H , and base width c .
- Bottom Left:** Website "www.nema-winkelmann.com".
- Bottom Center:** Company name and address: "NEMA WINKELMANN Isıtma ve Su Teknolojileri San. ve Tic. Ltd. Şti. Yakabaşı Mah. | Kocaelan Mevkii | 81850 Gümüşova/Düzce | TÜRKİYE".

Dimensions are indicated on the left and bottom edges:

- Vertical dimensions: 20, 43, 49,5, 65, 138,5.
- Horizontal dimensions: 14, 196.
- Internal dimensions: 36,6, 109,4.

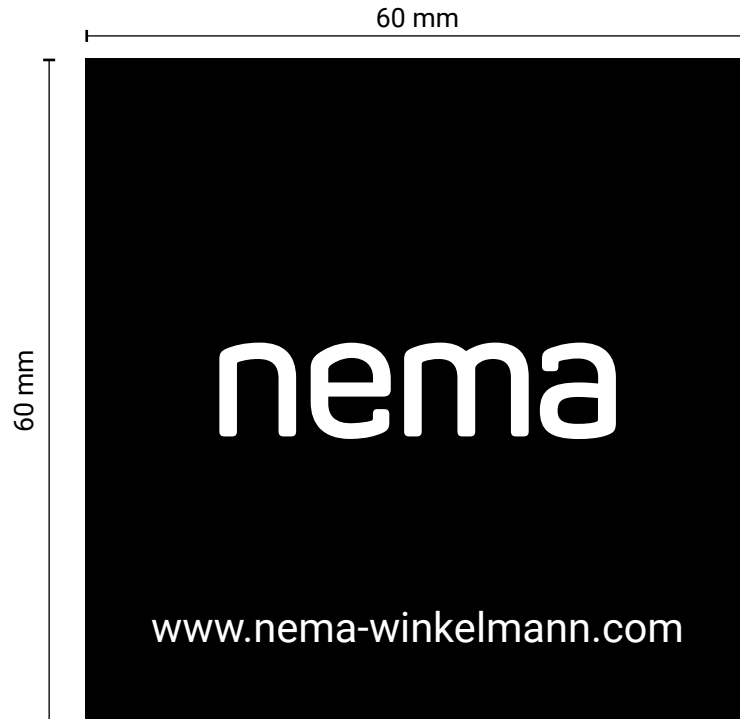
Headline: Roboto Bold, capitals
Size: 25 Pt
Line Spacing: 30 Pt
Colour: black 100 %
Alignment: left

Subheadline: Roboto Bold
Size: 14 Pt
Line Spacing: 16,8 Pt
Colour: black 100 %
Alignment: left

Bullet List: Roboto Regular
Size: 9 Pt
Line Spacing: 10,8 Pt
Distance between paragraphs: 1 mm
Colour: black 100 %
Alignment: left

PRINT MATERIALS

PRODUCT LABEL



Due to the various colours of the nema vessels the product labels for nema are 1C black squares.

Size: 60 mm x 60 mm

Logo: The white logo has to be centered in the square

Homepage URL: alignment center

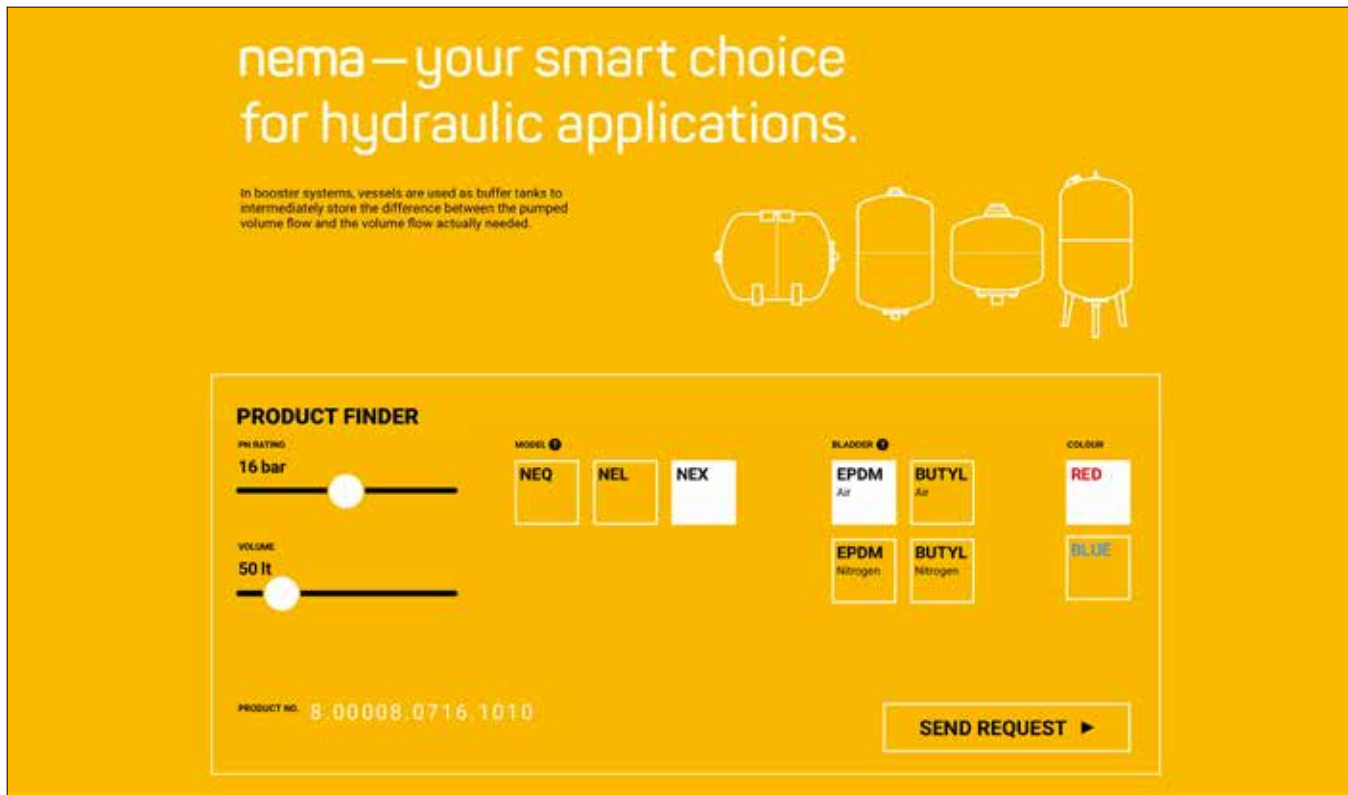
DIGITAL MEDIA

HOMEPAGE



Header

The header must be white.
The Logo is aligned to the right margin.



Body

- The background colour of the main part has to be yellow (R 250 | G 185 | B 0)
- Products are always shown as white outline graphics.
- The typeface used for the whole website is Roboto.



Footer

The footer contains the Winkelman Building+Industry logo and the buttons to change the language.

DIGITAL MEDIA

HOMEPAGE – INTERFACE ELEMENTS

Buttons

Buttons are rectangles with a white outline. In active state the whole button changes to white.



passive

active

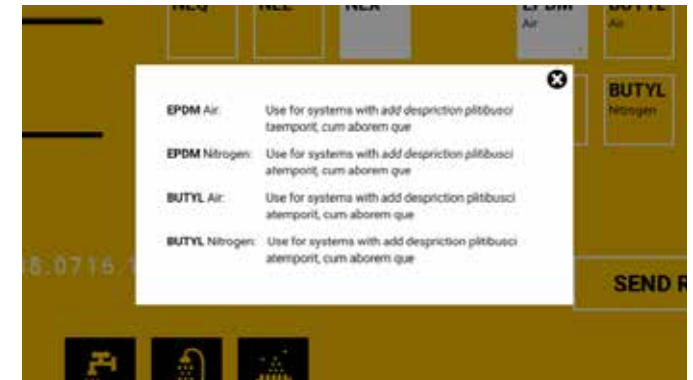
Input fields

Input are always white rectangles with a black line at the bottom.



Information boxes

Information boxes are used to show additional content if necessary. They are white, the page in the background has to be darkened.



EXHIBITIONS

EXHIBITIONS

EXHIBITIONS – EXAMPLE ISK SODEX ISTANBUL 2018



Exceptional case: Use of the white logo on yellow ground
Used to harmonise the three different brand logos
(nema, Reflex, Winkelmann OEM Competence)

EXHIBITIONS

EXHIBITIONS – EXAMPLE MCE MILAN 2018

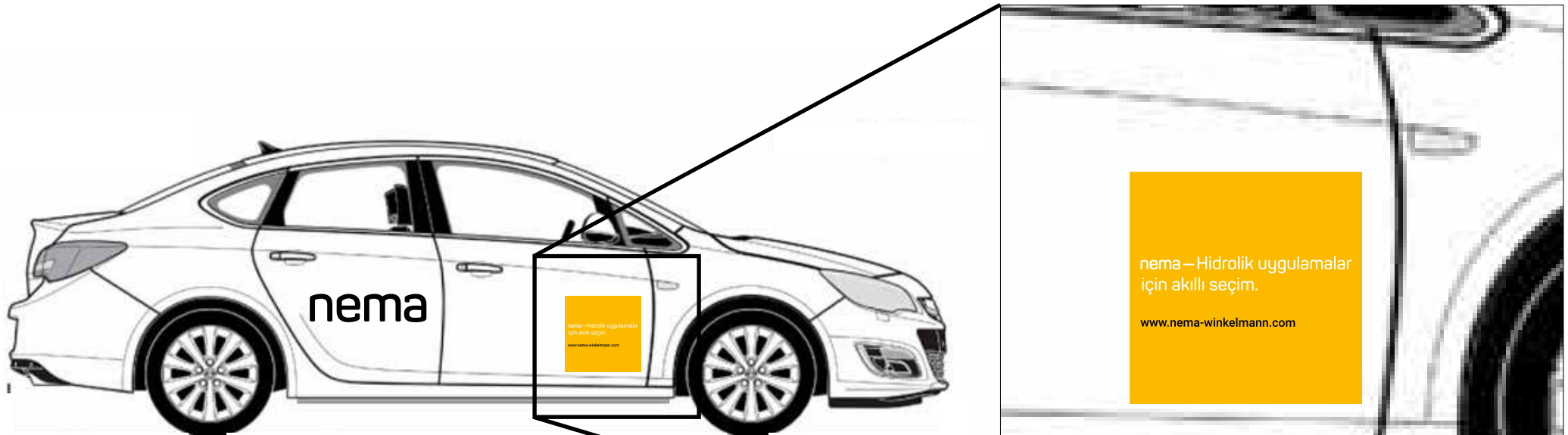
Example for Winkelmann Building+Industry exhibition



COMPANY CAR

COMPANY CAR

COMPANY CAR – EXAMPLE OPEL ASTRA NOTCHBACK



Right side view

Detail side view



Front view



Back view



Left side view

The company cars should be white.
The black logo should be visible on each side, including front and back.
A yellow square element containing the positioning and the URL should be on both sides.

CONTACT

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