

DESIGN GUIDELINE.



A legendary performance.

BILSTEIN is unique. Not only because of the people who characterise our company and enthusiastically give their best every day. It is not only our experience and tradition in original equipment manufacture, OE replacement, tuning or motor sports. It is also our legendary visual brand presence. The BILSTEIN blue and yellow is unique and inseparably connected to our brand – on the race track as well as in the daily competition: We show our colours with pride. Our logo has conveyed our values and traditions for decades and has remained virtually unchanged.

Better than the original.

To stay competitive in the future, we have reworked our visual presentation. The new corporate design is supposed to help us advertise our brand values more efficiently: strong and confident but still likeable! Our logo and our colours will shine even more brightly. New, dynamic design elements will enable you to show our enthusiasm in detail.

On the following pages, we will present our new visual appearance. You will find simple rules and helpful instructions which are important for the design of our media. Please familiarise yourself with the information and implement it at all times. You can download the BILSTEIN corporate design elements such as logo, brand statement, racing stripes, templates or graphical material from the BILSTEIN media database for free. Visit the database on the internet at bilstein.bmbd.de

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Basic elements.

The BILSTEIN word logo.

Our word logo is the most important element of our corporate design. It consists of the “BILSTEIN” lettering on blue background and a stylised drawing of a shock absorber inside a yellow circle. Eye-catching and unique in its colouring, the logo with a long tradition is a recognition feature of the BILSTEIN brand and a quality seal for our products.



Please exclusively use this word logo except if it contradicts the rules of this manual or is not possible for productional reasons.



Basic elements.

Alternative logo applications.

If the use of the word logo is not possible for technical reasons or does not comply with the guidelines of this manual, the following alternative logo types can be used:

Plain-coloured BILSTEIN word logo



BILSTEIN letter logo

BILSTEIN[®]

BILSTEIN[®]

BILSTEIN[®]

BILSTEIN[®]

BILSTEIN letter logo combined with the word logo



Basic elements.

Exceptions.

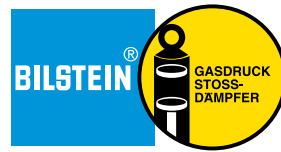
As an exception, the BILSTEIN word logo is not used in the following company divisions:

The BILSTEIN classic word logo

The classic logo is characterised by the original shock absorber illustration with the addition “gas-pressure shock absorber” (in German: “Gasdruck Stoßdämpfer”).



Classic word logo international.



Classic word logo German.

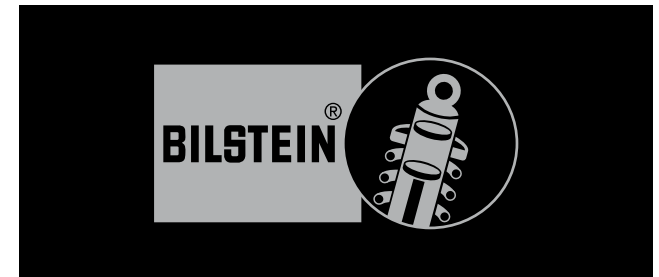


The use of the Classic logo is restricted to the authentic labelling of classic vehicles!

Any communication in the Classic division will continue to use the BILSTEIN word logo.

The BILSTEIN Clubsport word logo

The Clubsport logo in grey on black background may only be used for the Clubsport product category!



Use in the Clubsport product segment, negative grey (CMYK: 0/0/0/40) on black

Basic elements.

Logo protection zone.

As a visual representative of the entire company, the logo and the BILSTEIN word logo have a defined protection zone in which no other graphical elements or texts may appear.

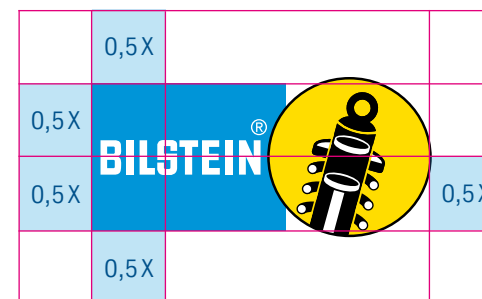
The protection zone around the logo corresponds to half the logo height ($X = \text{logo height} = \text{height of the blue rectangle with BILSTEIN lettering}$)

If the logo is used on a white area, the protection zone is added to this area. The size of this container corresponds to the original protection zone of the logo.



For photographic reasons or on backgrounds in BILSTEIN blue, the word logo is placed on a white area, the so-called container, and positioned in the format bleed.

($X = \text{logo height} = \text{height of the blue rectangle with BILSTEIN lettering}$)



Protection zone for use of the logo using a white container in the bleed.

Basic elements.

Logo backgrounds.

Only the colours white and ThyssenKrupp blue are permitted as background colours for the BILSTEIN word logo. Use a white container if required for photographic reasons or if the background is BILSTEIN blue.



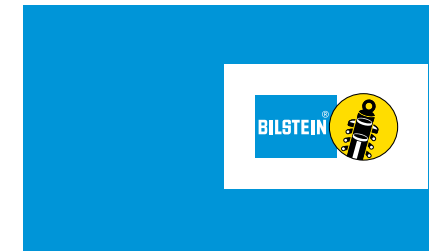
White background



ThyssenKrupp blue background



Photographical background with container



BILSTEIN blue background with container



Not permitted: background is not a branded colour.



Not permitted: photographic background without container.



Not permitted: background in BILSTEIN yellow



As an exception, the use of BILSTEIN yellow as background colour may be permitted for motor sports car wrapping.

Basic elements.

The brand colours.

We focus on the traditional BILSTEIN brand colours of blue and yellow! Exclusively use the colours indicated on this page for the design of our communication media.

Primary colours



BILSTEIN blue

CMYK: 100/10/0/0
Pantone: Process Cyan
HKS: 47
RGB: 0/148/216
RAL: 5015



BILSTEIN yellow

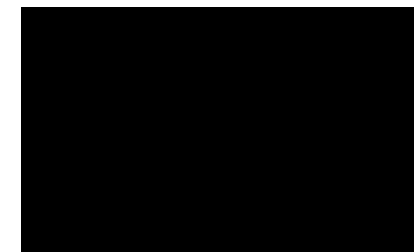
CMYK: 0/10/100/0
Pantone: 109
HKS: 3
RGB: 255/220/0
RAL: 1018

Accent colours



ThyssenKrupp blue

CMYK: 100/51/0/31
Pantone: 541
RGB: 1/79/137
RAL: 5010



Black

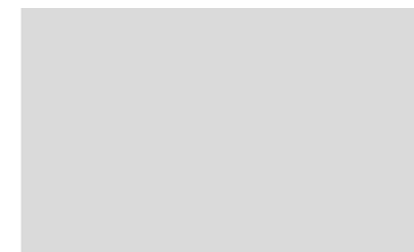
CMYK: 0/0/0/100
Pantone: Process black
RGB: 0/0/0
RAL: 9005

Colours for use in the literature



BILSTEIN text

CMYK: 0/0/0/85
Pantone: Cool Gray 11
RGB: 75/75/75



Grey

CMYK: 0/0/0/20
Pantone: Cool Gray 2
RGB: 220/220/220

Basic elements.

Fonts.

We want to present ourselves in a likeable and self-confident fashion. Our headline typography should convey that – this is why we use “Prenton”, a distinctly strong but also elegant display font. It is the perfect contrast to the rational “TK Type” font that we use for all other purposes.

Headlines

Prenton Ultra Condensed
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
1234567890 (!\$%&?)



The larger “Prenton” is used the better! This is why it is important to use short, confident headlines with maximum font size, especially for adverts.

“Prenton” is very narrow. Adapt the letter spacing to your type size (“half font size = positive letter spacing” can be used as a guideline for Adobe InDesign).

Sublines and copy texts

TK Type Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
1234567890 (!\$%&?)

TK Type Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ ÄÖÜ
abcdefghijklmnopqrstuvwxyz äöü
1234567890 (!\$%&?)



If you need to use international character sets (e.g. Cyrillic, Greek), use the font “Impact” or „Arial“ for headlines and “Arial” for everything else.

Basic elements.

Writing style.

BILSTEIN is more than a family name. The word is representative for the entire company, its products, unique technologies and all the people who live for this brand every day. This is why we use two different writing styles:

- BILSTEIN is always written in capital letters – except in the context of the umbrella brand ThyssenKrupp
- An optional subline which is used as required is assigned to each technology and each product

ThyssenKrupp Bilstein GmbH

BILSTEIN road test.

Theoretically good is not good enough for us.

BILSTEIN B6.

Better than the original.



For all other language versions, the rules and guidelines of the relevant national language apply.

Basic elements.

Typographical specification.

The following recommendations are intended to help us achieve a uniform and clear type face in all our documents.

Punctuation

Headlines and sublines are always written with punctuation.

Lists

Lists with bullet points do not have punctuation

- **just a list**

Derivations

No spaces are used with derivations involving numbers.

the 90s

Quotation marks

Quotation marks (“66-99”) are used to mark direct speech/quotes.

“Always exchange all springs and shock absorbers on one axle!”

Abbreviations

Have a fixed space

e.g., i.a.

Numbers and units

Amounts are separated by a comma into groups of three figures. A thin space is put between the unit and the number. With paragraphs, no space is put between the number and the letter.

1,203.00€, 50%, § 40a

Ampersand (&)

The ampersand is used with company names and groups of subjects.

Smith & Jones

Currency

The currency symbol is used within copy and tables of amounts. In table headings, the currency symbol (euros) is written in full. The currency symbol is only used with figures (€ 1,000.-). If figures are written in full, the currency is also written in full (one thousand euros).

€ 3,310.00, two hundred euros

Paging

Only applies to literature with more than five pages.

Mandatory text

Subject to technical modifications, misprints and errors excepted.

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Basic elements.

DRIVE THE LEGEND.

Our brand statement “**DRIVE THE LEGEND.**” is the emotional and inviting manifestation of our brand essence. The brand statement should not be understood as fixed brand claim but as a graphical stylistic device that can emotionally charge your communication media.

There are defined rules for the positioning in adverts and literature titles. You can, however, use many design variations on the inside pages of the literature, on images or on POP material, e.g.:

- rotation
- transparency
- positioning in the bleed

DRIVE THE LEGEND.

DRIVE THE LEGEND.

DRIVE THE LEGEND.

DRIVE THE LEGEND.

Possible colour combinations



Use as design element in images

DRIVE THE LEGEND.

Use in the racing stripes



The brand statement is not to be understood as brand claim and must therefore be strictly separated from the logo!

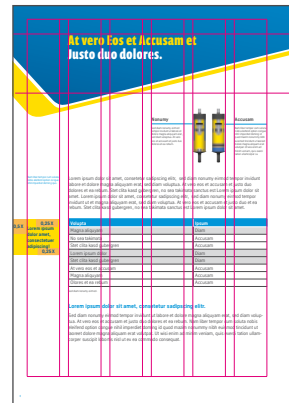
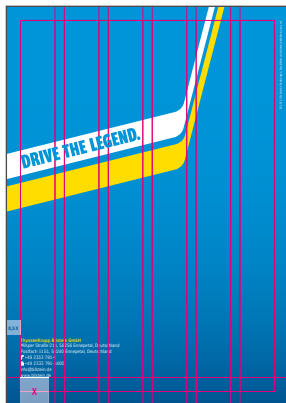
Basic elements.

Racing stripes.

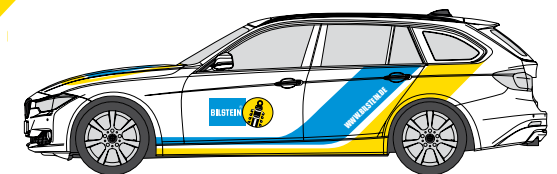
Our **racing stripes** are a design element that visually expresses the motorsports connection of the brand. They are a pair of differently coloured stripes which change their direction at one point. The tapering of both stripes creates a three-dimensional impression of movement.

The racing stripes are an important optical identifying feature of our race cars and promotional vehicles. Use the racing stripes as creative accent in the literature, on vehicles, promotional merchandise or POP material.

On dark backgrounds, you can also create a negative image variation by using white instead of blue.



Examples for the use on promotional vehicles

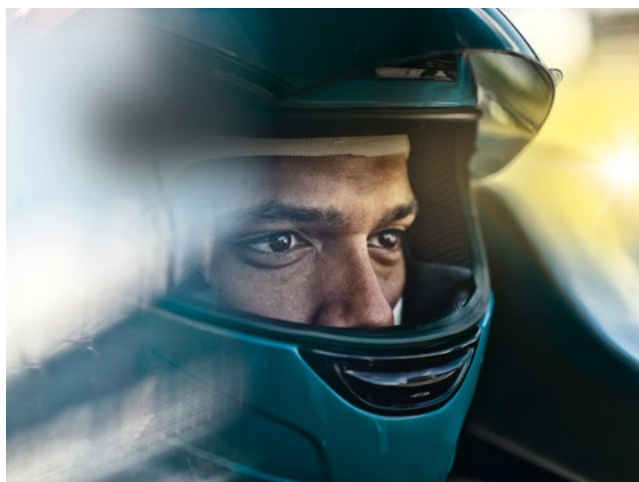


Basic elements.

Imagery.

Successful communication does not only rely on words: the text delivers the information you memorise but the image captures your imagination and creates emotions. The BILSTEIN imagery must therefore be as unique as the brand itself. As distinctive as our logo, our images will also ensure a strong recognition effect and make us stand out from our competitors.

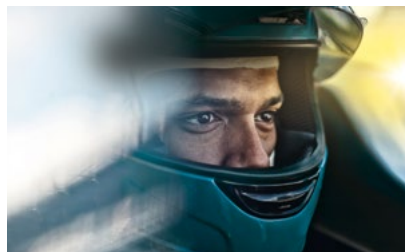
The colours blue and yellow will infuse our pictorial worlds as the “BILSTEIN spirit”. As complementary colours they are sure to attract attention and create an exciting picture atmosphere. The colour design should, however, always stay reasonable: While the darker areas of the pictures get blue shades, the colour yellow comes into the picture as bright source of light – mostly in the form of sunbeams. Try to position the light source near the product image to backlight it!



Basic elements.

Imagery.

We only show actual persons or vehicles if we refer to real motorsports vehicles, employees or testimonials. We try to avoid common people photography in our advertising. Instead, we clearly focus on the environment of our products: challenging streets, race tracks, fantastic bends. Always choose an exciting perspective and an environment that reflects the driving experience.



Always keep the commitment to quality of the BILSTEIN brand in mind – also when producing artwork!

Do not use common people photography. Focus on feelings and atmosphere.

Motorsport often provides great motifs. Avoid a “press photo look” and search for unusual perspectives.

Try to avoid showing actual vehicles or places and leave room for interpretation.