

# BRANDING GUIDELINES

## LOGO

**Constantia Flexibles** – a strong identity for future growth. Our unique logo promotes the brand Constantia Flexibles all over the world and represents uniformity to our customers and other stakeholders. Please use it for all companies and plants.

### Logo sizes:

Format	Logo size mm	Margins	
A3	70mm	14mm	= 70%
A4 / US letter	50mm	10mm	= 50%
A5	35mm	7mm	= 35%
Minimum size	30mm	6mm	= 30%

### Incorrect use:

Do not distort or redraw the symbol or logo.

### STANDARD LOGOS

Constantia Flexibles logo – positive



Constantia Flexibles logo – negative



Please use the negative logo sparingly



### OPTIONAL LOGOS – ONLY FOR PRESENTATIONS

Constantia Flexibles logo – negative

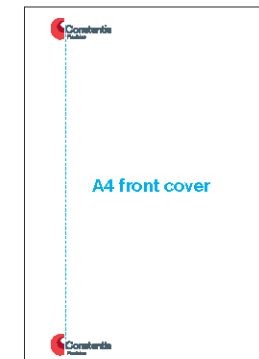


**Please note:** In order to bring some color into our lives, we are offering the logo in different formats but at the same time using our standard colors.

### EXCLUSION ZONE:

To ensure that the logo stands out, you must leave a clear space around it. The exclusion zone equals the height of the lowercase letters of "Constantia". No other elements should appear within this area.

## COVER LAYOUT



**Logo position:** Position the logo on the left-hand side at the top or bottom of the cover as it suits the application. Align titles and imagery with the left edge of the Constantia name.

## TYPEFACE

The **corporate typeface** is Akzidenz Grotesk BQ in the weights shown here. This has been used for the last ten years.

For main headings and subheadings, use bold.

For text, use Regular and Light. Type should be ranged left and upper/lower case used in preference to all caps.

For main headings and subheadings, you can set Akzidenz Grotesk BQ Medium or Akzidenz Grotesk BQ Bold at the same size but in different corporate colors in order to differentiate the levels of information.

### Akzidenz Grotesk BQ

Akzidenz Grotesk BQ Light

Akzidenz Grotesk BQ Regular

Akzidenz Grotesk BQ Medium

Akzidenz Grotesk BQ Bold

### On-screen applications:

For on-screen applications, MS-Office tools, Internet and Flexnet, use Arial as it is similar to Akzidenz Grotesk.

For monospaced printouts from SAP or similar systems, use Arial monospaced for SAP.

Arial

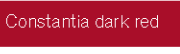
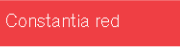
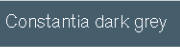
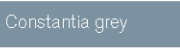
Arial Roman

Arial Bold

## COLORS


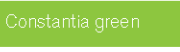
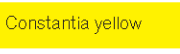

When you design Constantia material, you must use the appropriate corporate colors.

### Main colors

Color	Color	RGB	Pantone	CMYK	Websafe	RAL
	Constantia dark red (coated) Constantia dark red (uncoated)	179 27 52	187 200	5/100/80/30 5/100/65/10	#CC3333	RAL 3003 Rubinrot / Ruby red
	Constantia red (coated) Constantia red (uncoated)	240 34 51	1788 7417	0/90/75/0 0/85/85/0	#FF3333	RAL 3020 Verkehrsrot / Traffic red
	Constantia dark grey (coated) Constantia dark grey (uncoated)	78 97 114	7545 431	55/30/20/50 45/25/15/70	#666666	RAL 7031 Blaugrau / Blue grey
	Constantia grey (coated) Constantia grey (uncoated)	132 146 159	7544 7543	35/15/10/30 25/10/10/20	#999999	RAL 7000 Fehgrau / Squirrel grey

Secondary colors – for screen only, not for print

**Note:** Four new colors (secondary colors) are available to help you make PowerPoint presentations come more to life! You may use secondary colors only **for presentations**. The secondary colors may also have an offset of 30% or 60%.

Color	Color	RGB		
	Constantia blue	0 129 199	60% = RGB 105 175 220	30% = RGB 189 215 238
	Constantia green	151 191 113	60% = RGB 197 216 130	30% = RGB 227 236 197
	Constantia yellow	255 237 0	60% = RGB 255 243 129	30% = RGB 255 249 199
	Constantia orange	246 168 0	60% = RGB 252 203 119	30% = RGB 254 230 190

## SYMBOL



You may use the **'C' symbol** without the Constantia Flexibles name **if it appears in a situation where the full logo is also visible**.

For example, if you use a large symbol on a brochure cover, you can place the smaller full logo in the top or bottom left-hand corners.

Please remember to use this application sparingly.