

CORPORATE DESIGN MANUAL

XELLA GROUP





Dear Colleagues,

The first impression is important. That not only applies to people, but also to the presentation and outer face of a company and its brands.

A consistent identity for the Xella Group is consequently an elementary element of our corporate policy. Xella stands for brand products, quality, reliability and innovation – we wish to convey these values with an up-to-date corporate design. Our brands unite strong visual elements under a roof, but also allow scope for individual features. This ensures a high degree of recognition for our brands. This design concept makes Xella unmistakable and allows our brands to clearly stand apart from the competition. To make it easier for you to observe the corporate design rules, we have listed all design guidelines for

the Xella Group in this manual and for the individual business units and explained these with clear examples. And as communication nowadays evolves on a constant basis, one chapter is devoted solely to the corporate and brand identity in digital media.

I attach great importance to a consistent identity and a professional and positive external effect. This is why I would like to ask, particularly the management of the Xella Group, to look upon this manual as compulsory reading and a basis for future printed and digital publications. We will then together be able to form the identity of the Xella Group and its individual brands.

I look forward to your support!

Sincerely yours,

A handwritten signature in blue ink that reads "Jan Buck-Emden". The signature is written in a cursive, flowing style.

Jan Buck-Emden, CEO of the Xella Group



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BASIC SECTION

**Supplements**

This symbol refers to supplementary design rules.

**Deviations**

This symbol refers to deviating design rules.

**Download at brand portal**

This symbol refers to downloads available at the brand portal.

**Approval protocol**

This symbol indicates that consent must be obtained using an approval protocol. This can be downloaded at the brand portal.

**Checklist**

This symbol indicates that a checklist can be downloaded at the brand portal.

HIERARCHY AND STRUCTURE

Marketing and communication activities in the Xella Group vary greatly. Measures here depend on differing target groups. The basis for compiling all communication media and advertising aids – whether for internal or external use – is the internationally valid corporate design of the Xella Group.

Corporate design strengthens awareness and the importance of the Xella Group as a corporate brand for product brands and of the product brands themselves. It is clear, but also indicates the differences necessary and allows creativity in design.

The Corporate Design Manual is divided into the following parts:

Part 1 – Group logo:

This section focuses on the Xella Group and the design principles linked to the Group and/or roof logo

Part 2 – product logos:

This section contains all the design principles for the product logos in relation to the respective business unit.

Each page of this manual contains a marginal column on the left offering further information on the individual topics.

Marginal column: Important supplements and deviations on the topic may be found here as well as notes about approval protocols and checklists, and information on downloading templates at the brand portal.

THE XELLA GROUP



The Xella Group (in brief: Xella) is wherever planners, architects and construction companies demand perfect solutions. We produce and market materials, solutions in drywall installation, lime and technologies to generate gas. This makes us one of the internationally leading solution providers for ecological and sustainable construction. With 100 works in 20 countries and distributor organisations in around 30 countries we are present the world over.

The Xella Group bundles the activities of four business units (see below) with a total of eight product brands (see p. 7). In the field of building materials we are one of the largest manufacturers of autoclaved aerated concrete and lime sandstone worldwide. In dry lining we set the standards for high-quality drywall solutions. With our business unit Lime we number among the leading suppliers in Europe of lime and limestone. The business unit Ecoloop offers an innovative technology for transforming residue materials into energy.

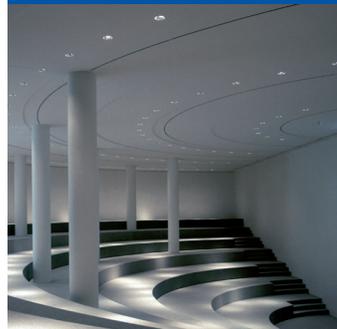
The business units have their own production processes and their own distribution, which individually and competently fulfil various customer requirements on the various markets. The brands are global leaders.

BUILDING MATERIALS



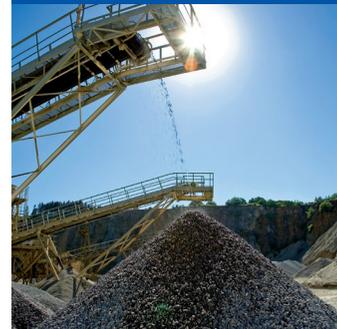
- Autoclaved aerated concrete
- Lime sandstone
- Mineral insulation boards

DRY LINING



- Gypsum fibreboard
- Cement-bounded drywall system boards

LIME



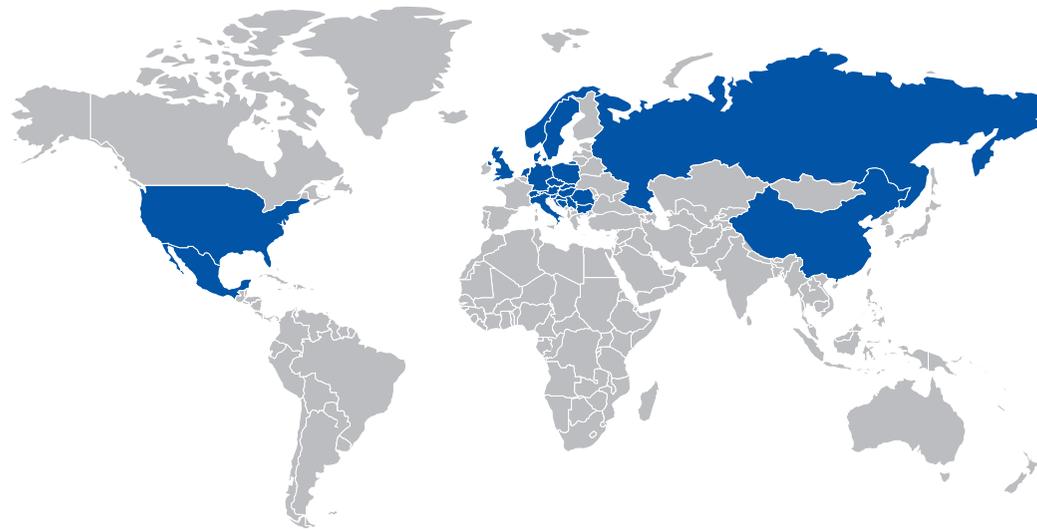
- Lime
- Limestone
- Mineral mixtures
- Lime hydrate

ECOLOOP



- Gas generation
- Power generation
- Waste recycling

CORPORATE GUIDELINES



Economic success is impossible without responsible corporate management. Sustainability is not a fashionable catchword for us, sustainable action is not an irritating necessity. We are committed to the protection of the climate and the environment – as a manufacturer of natural and energy-efficient building materials, as a producer of lime, which has always been traditionally and extensively employed for environmental protection, and as a research enterprise, which sets itself more and more new and high targets in the development of better processes and materials.

Innovation plays a major role for us. Strong ideas and a pioneering spirit set us apart from the competition as an innovative company with high-quality and energy-efficient products. We are consequently always able to offer our customers solutions tailored to their requirements.

Together with our employees, we pursue a policy of long-term cooperation and promote them on a continual basis. Because they are the ones who guarantee our high quality standards. We maintain close and trusting relationships with our customers and suppliers which are also set out to run over long periods.

BRANDS



Xella The Xella Group is a globally leading supplier and producer of building materials, drywall products, lime and technologies for generating gas. Xella is the corporate brand and functions both as a roof brand for the following eight brands of the Group:



Ytong is the brand for autoclaved aerated concrete.



Fermacell is the brand for drywall systems made of gypsum fibreboard and cement-bounded boards.



Silka is the brand for calcium silicate.



Aestuver is the brand for fire protection measures.



Multipor is the brand for mineral insulation materials.



Fels is the brand for lime and limestone products.



Hebel is the brand for autoclaved aerated concrete products in industrial constructions in Europe. In the USA, Germany and Mexico, Hebel stands for all autoclaved aerated concrete products in residential and non-residential contexts.



Ecoloop is the brand for technologies for generating gas from waste materials.

BRAND PROTECTION PRINCIPLES

A brand stands for the unmistakable character of a product or service. A brand differentiates products and services visibly and charges them with emotion, confirms their origin and constant quality.

Brands are like patents, they are the intellectual property of our company that have to be protected. Brand protection prohibits third parties from using the brand of an identical or similar depiction.

The trademark or registered trademark ® (see p.10) shows that the trademark is registered. 

More information on using the trademark:

- **Brands are** registered for certain products or/and services. The registration does not automatically lead to brand protection. A brand has to be used.
- **After registration as a brand** it has a term in which it may be used depending on the country, mostly three or five years. Afterwards, the trademark has to be used for the registered goods and/or services in order to maintain its rights in the face of third parties. Use must be evidenced by examples (e.g. invoices, brochures, logo on the packaging/foil).

BASIC SECTION

**Approval protocol:**

Changes in this respect must be consented to by means of an approval protocol! This is available as a download at the brand portal.

Forms for registration for brand use and product names, and for domain registering are available as downloads at the brand portal.

BRAND PROTECTION

ORGANISATIONAL MATTERS

Administration of brands. All brands and domains in the Xella Group are administrated centrally by the Legal Department of Xella International GmbH in Duisburg:

Contact

Xella International GmbH
Legal Department
– brand protection/IP –
Düsseldorfer Landstraße 395, 47259 Duisburg
This applies to all countries and companies.

Registration of trademarks. After prior information from International Marketing, the registration of trademarks and domains may be requested from bianca.kasperski@xella.com.

New orientation of brands. It is necessary to enquire and request approval for strategic new orientation from International Marketing of brands and markets if these mean changes for the Xella Group:

The following content requires approval according to the business articles:

§ 6 a) No. 21:

principal alteration of the market identity (including branding),
of market presence and sales policy as far as this impacts the total
market area.

§ 6 c) No. 33:

significant changes to the branding and brand positioning.

BRAND PROTECTION

THE ® SYMBOL

The registered trademark symbol ® shows that a product or service is registered as a trademark and enjoys full brand protection.

Products and publications. On the product or product packaging (foil, mortar sacks, etc.) the ® must be used. In every publication (brochures, advertisements, Internet, etc.) and on invoices a reference must be included showing that the respective brand is registered – and, always, by using the ® beside the brand word logo and/or by a written note “brand XY® is a registered trademark of the Xella Group”. In brochures, the note may appear on the back cover or on the last inside page.

On **business stationery**, on **advertising aids**, on **displays, signs/works signage** or **trade fair stands** use of the ® is not obligatory.

Logo use by cooperation partners and licensees

Any use of the brand logo by third parties must be coordinated with and approved by Xella before printing.

The rules above apply. In brochures in cooperation with sales partners a written note should appear referring to sales: “We market the brand XY®” or similar.

PRINCIPLES OF CORPORATE DESIGN

Digital support in the form of templates may be obtained at the Xella Group brand portal:
<http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to:
corporate-design@xella.com.

BASIC SECTION



The contents or index at the end of the manual will offer you faster navigation.



BASIC RULES FOR CORPORATE DESIGN

Corporate design defines the visual identity of Xella.

In this respect the logo square plays a major role. It is not only reflected in all logos of the Group, it also forms the basis of the layout grid that defines corporate communication. The selection of typefaces, colours, formats and images is not coincidental but must be observed as a well-considered part of an overall outfit.

All prescribed details must be observed in order to give the company and the brands a consistent identity internally and externally.

In particular, the bases for these are:

- Correct use of the **logo**
- Use of the **corporate typeface**
- Observance of the **layout and design principles**
- Use of the **colour scheme** defined
- Observance of the **imagery defined** – for both photos and moving pictures

DIAGRAMS	MARKING	TYPE OF PAPER	PHOTOS AND VIDEOS
BASIC RULES	LOGO ▶	DESIGN ELEMENT	COLOUR SCHEME
			TYPOGRAPHY

BASIC SECTION



Ytong and Multipor

Brand colour:

CMYK 0/30/100/0
 RGB 277/187/0
 PANTONE 1235 C

Silka

Brand colour:

CMYK 100/0/0/0
 RGB 0/153/204
 PANTONE Process Blue C

Hebel

Brand colour:

CMYK 0/75/100/0
 RGB 255/90/0
 PANTONE 1655 C

Fermacell

Brand colour:

CMYK 0/50/100/0
 RGB 250/120/20
 PANTONE 1505 C

Aestuver

Brand colour:

CMYK 0/100/95/0
 RGB 254/0/9
 PANTONE 1788 C

Fels

Brand colour:

CMYK 0/60/100/0
 RGB 250/120/20
 PANTONE 1505 C

Ecoloop

Brand colour:

CMYK 100/70/0/5
 RGB 36/77/150
 PANTONE 2728 C

LOGO

XELLA LOGO AND VERSIONS

The logo of the Xella Group may appear reversed out on the typical brand colour background and positive on a white background. The ratio of logo to the square is firmly determined and may never vary.

This also applies to the logos of the product brands (see p. 14).

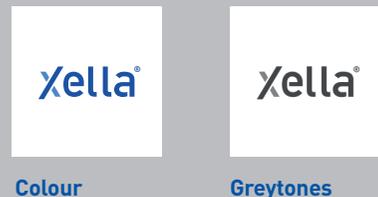
Positive brand flourish:



Negative logo square:



Positive logo square:



Brand colour:

CMYK 100/75/0/0
 RGB 0/0/153
 HKS 43
 PANTONE Reflex Blue C
 RAL 5002

X-diagonal negative:

CMYK 40/25/0/0
 RGB 165/182/218
 PANTONE 2717 C

X-diagonal positive:

CMYK 70/40/0/0
 RGB 84/137/194
 PANTONE 2727 C

Brand colour:

CMYK 0/0/0/80

X-diagonal negative and positive:

CMYK 0/0/0/40

DIAGRAMS	MARKING	TYPE OF PAPER	PHOTOS AND VIDEOS
BASIC RULES	LOGO ▶	DESIGN ELEMENT	COLOUR SCHEME
			TYPOGRAPHY

BASIC SECTION



More-logo version
Notes on more-logo versions can be found on p. 16.



LOGO

PRODUCT BRANDS – LOGOS AND VERSIONS

Negative logo square:

Colour



Greytones



Positive logo square:

Greytones



Brand flourish:



Colour



BASIC SECTION

**Brand flourishes**

The free zone applies to all brand flourishes.

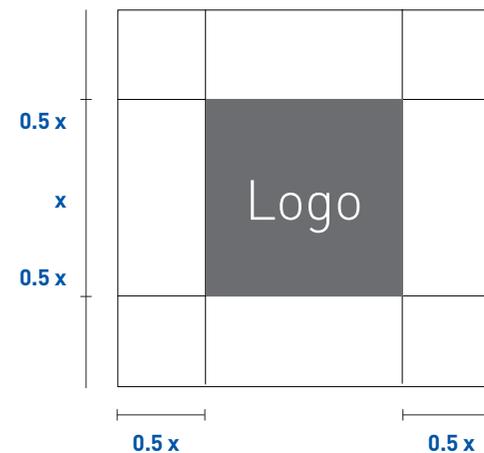
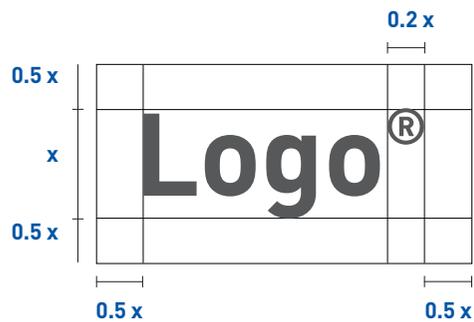
LOGO

FREE ZONE AROUND THE LOGO

A free zone is intended for all logos (Xella and product brands) which must be observed and may not be bled.

It amounts to at least half the height of the logo all around.

The logo may not be condensed or extended.

Examples:

BASIC SECTION



Distances between logos

The logos are positioned at the upper right corner at a distance of 3 mm to the top and 9 mm to the side.

LOGO

LOGO SEQUENCE

Logo sequence Xella Group

For communication instruments with Xella as the source, the logo sequence shown below is applied. The Xella logo is 20% larger than the logos of product brands

Xella logo 20% larger



Logo sequence business units

If this is communication by the business units, the respective logos of the product brands appear in the same sequence as for the Xella Group.



The more-logo version shown above is applied by the Building Materials unit in its communication.



The two-logo version shown above should only appear when this makes sense for the customer to understand the context.

In some cases it may be necessary to combine other logos with each other. Here, the logo sequence must always be observed: logos not relevant in this context are faded out, the other logos move together.

BASIC SECTION

**Dimension grid**

The grey dimension grid is an exception. It is applied for letters and for Fels.

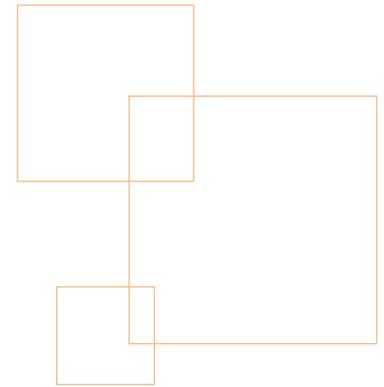
The dimension grid is only used for the Xella Group and for Fels!

SQUARE DESIGN ELEMENT

DIMENSION GRID

The dimension grid is an important graphic element that also contributes to boosting the recognition rate of the Xella Group.

It is formed by lines – not by spaces. The lines are positive and lightened by 50%. For Xella, Xella is blue, for Fels, Fels is orange.

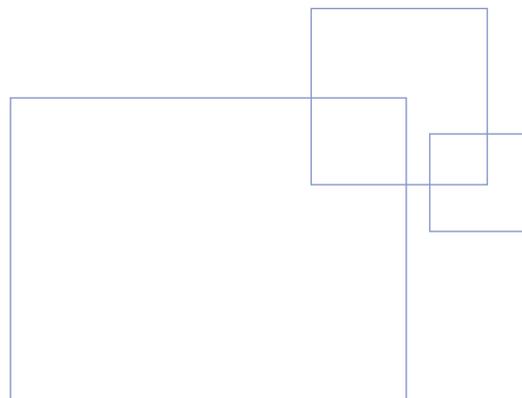


The line weight amounts to:

- 0.5 pt on formats smaller than A4
- 1 pt on formats A4 to A3
- On formats larger than A3, the line is scaled in proportion.

This allows the squares to appear on images, coloured backgrounds and on white. There are no lighter, darker, full-tone or other-coloured lines (apart from blue/orange and white) in the dimension grid.

However, in exceptional cases to increase the contrast with the brand colour, negative white lines may be selected. The elements are always square. They overlap and are transparent.



DIAGRAMS	MARKING	TYPE OF PAPER	PHOTOS AND VIDEOS	
BASIC RULES	LOGO	DESIGN ELEMENT	COLOUR SCHEME	TYPOGRAPHY

BASIC SECTION



Print colours

In print media Xella Blue is printed in Pantone Reflex Blue C. The respective HKS colours are used for the product logo colours.



X-diagonal Xella logo

PANTONE: positive: 2727 C, negative: 2717 C
 HKS: positive: 60%, negative: 40% HKS 43
 CMYK: positive: 70/40/0/0, negative: 40/25/0/0
 RAL: 5014
 RGB: positive: 84/137/194, negative: 165/182/218
 3M films: SC 100-453

COLOUR SCHEME



Xella Blue
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB	3M films
Reflex Blue C 43		100/75/0/0	5002	0/0/153	SC 100-37



Aestuver Red
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB	3M films
1788 C	13	0/100/95/0	3024	254/0/9	SC 100-13



Ytong/Multipor Yellow
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB	3M films
1235 C	5	0/30/100/0	1003	255/187/0	SC 100-25



Fels Orange
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB	3M films
1505 C	7	0/60/100/0	2008	250/120/20	SC 100-717



Silka Blue
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB	3M films
Process Blue C	47	100/0/0/0	5015	0/153/204	SC 100-57



Ecoloop Blue
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB
2728 C	44	100/70/0/5	5005	Signal Blue 36/77/150



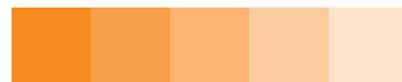
Hebel Orange
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB	3M films
1655 C	8	0/75/100/0	2009	255/90/0	SC 100-14



Ecoloop Orange
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB
166 C	8	0/72/100/0	2004	Pure Orange 207/97/25



Fermacell Orange
 Colour gradations:
 100, 80, 60, 40, 20%

PANTONE	HKS	CMYK	RAL	RGB	3M films
1505 C	7	0/55/100/0	2008	250/120/20	SC 100-717



The above-mentioned overview of the colours can be found and removed at the end.

BASIC SECTION

**Ecoloop**

Ecoloop is an exception
(see p. 96).

**Electronic documents**

Other exceptions are
electronic documents,
e.g. letters, PowerPoint
slides and browser fonts.
These are set out in Arial
or Helvetica.

**The DIN typeface family**

DIN does not contain any
Cyrillic characters so
Helvetica should also be
used here.



The DIN typeface
is available from
www.fontshop.de.

TYPOGRAPHY

All printed communication for the Xella Group is set in the typeface DIN. The type weights used are Light, Regular and Bold.

Other weights, modification or other typefaces are impermissible.

DIN Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headline, subtitle,
copy headline,
quote, page numbers,
corporate name

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Copy in advertise-
ments, address,
trademark

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Overline, intro, copy in
brochures, captions,
marginal notes

Bullet points

Bullet points/symbols in documents of the Xella Group are small squares in the brand colour, white or blue.

DIAGRAMS	MARKING	TYPE OF PAPER	PHOTOS AND VIDEOS	
BASIC RULES	LOGO	DESIGN ELEMENT	COLOUR SCHEME	TYPOGRAPHY

BASIC SECTION

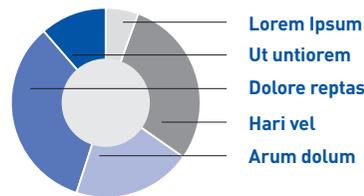
DIAGRAMS AND TABLES

Diagrams and tables in all communication of the Xella Group appear in shades of Xella Blue and greytone. In product brand communication, the respective product colours may be selected for diagrams. Other colours or modification are not permissible.

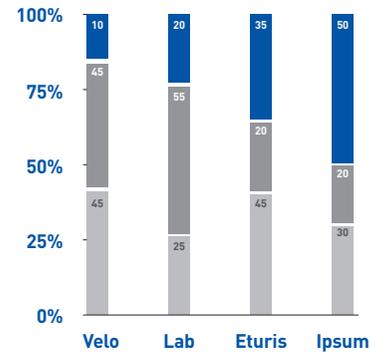
Tables preferably appear on a 50% lighter brand colour, on white or on grey.

Examples:

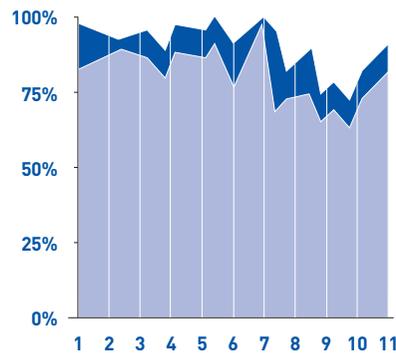
Pie chart



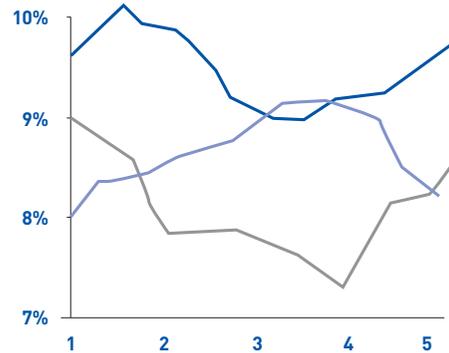
Bar diagram



Shaded graph



Graph



TERMS AND SPELLING

How to write company names

How to write company names is always oriented to the version entered in the Commercial Register. In press releases and other journalistic media it follows the rules for correct German spelling and grammar.

For example:

Xella International GmbH

Xella Baustoffe GmbH

Xella Deutschland GmbH

Xella Technologie- und Forschungsgesellschaft mbH

Fermacell GmbH

Fels-Werke GmbH

Ecoloop GmbH

How to write product brands

In Xella Group communication, all product brands are always written in upper and lower case.

Ytong

Silka

Multipor

Hebel

Fermacell

Fels

Ecoloop

When a product brand communicates alone, it may follow the way it is written (e.g. in lower case):

fermacell

ecoloop

DIAGRAMS	MARKING	TYPE OF PAPER	PHOTOS AND VIDEOS	
BASIC RULES	LOGO	DESIGN ELEMENT	COLOUR SCHEME	TYPOGRAPHY

BASIC SECTION



FSC certification
The paper used by the Xella Group should be FSC-certified.

TYPE OF PAPER

One type of paper is used in the whole Xella Group: LuxoArt Silk (if this is not available in the respective region/country, a comparable paper is selected) is a wood-free white, semi-matt coated illustration printing paper that is of a very high quality. Various weights may be selected depending on the article to be printed.

Print media:

LuxoArt Silk	200 g/m ² Cover standard brochure		250 g/m ² Cover image brochure	
LuxoArt Silk	135 g/m ² Inside pages	150 g/m ² Inside pages	170 g/m ² Inside pages	200 g/m ² Inside pages

Business stationery:

LuxoArt Silk	80 g/m ² Letter	110 g/m ² Board letter	170 g/m ² Certificates e.g.	240 g/m ² Business cards, greetings cards	300 g/m ² Business cards, greetings cards
LuxoArt Silk	90 g/m ² Letter	120 g/m ² Board letter			

Please note:

FSC certification: the paper used by the Xella Group should be FSC-certified.

BASIC SECTION



Agreements with persons photographed
Agreements with persons photographed (model release agreements) always have to be concluded when the person can be recognised in the photo or on the video.

IMAGERY

Imagery

Image elements and cut-outs appear with a space separating the image elements. Neither overlapping may occur, nor may any image elements meet the total edge or parts of the edges at all. No image motifs may be softened.

Image resolution/colour mode



CMYK

Print: the image resolution may never be below 300 dpi. The colour mode is CMYK.



RGB

Web: the image resolution may never be below 72 dpi. The colour mode is RGB.



A template for a model release agreement can be downloaded at the brand portal.

BASIC SECTION



**Safety instruction/
working clothes**

It must be ensured that the products, processes and persons fulfil the safety standards. Members of families are not depicted.



Checklist

A checklist for conducting a photo shoot may be downloaded.



Various images are available as downloads in the image database.

IMAGE MOTIFS

Examples:

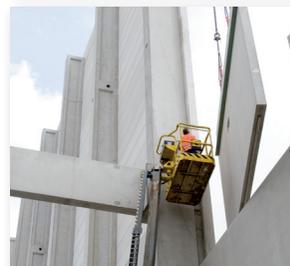
Clothing



Tools



Construction site



Work processes



BASIC SECTION

IMAGE MOTIFS

Examples:

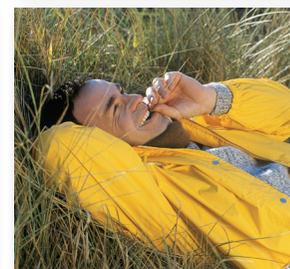
Technical



Production



Emotion



Technology



Various images are available as downloads in the image database.



xella

BUSINESS STATIONERY

Digital support in the form of templates may be obtained at the Xella Group brand portal:
<http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to:
corporate-design@xella.com.

BASIC SECTION



Letterhead Board level

The Xella logo is also embossed on the letterhead at Board level



Letterhead Xella International

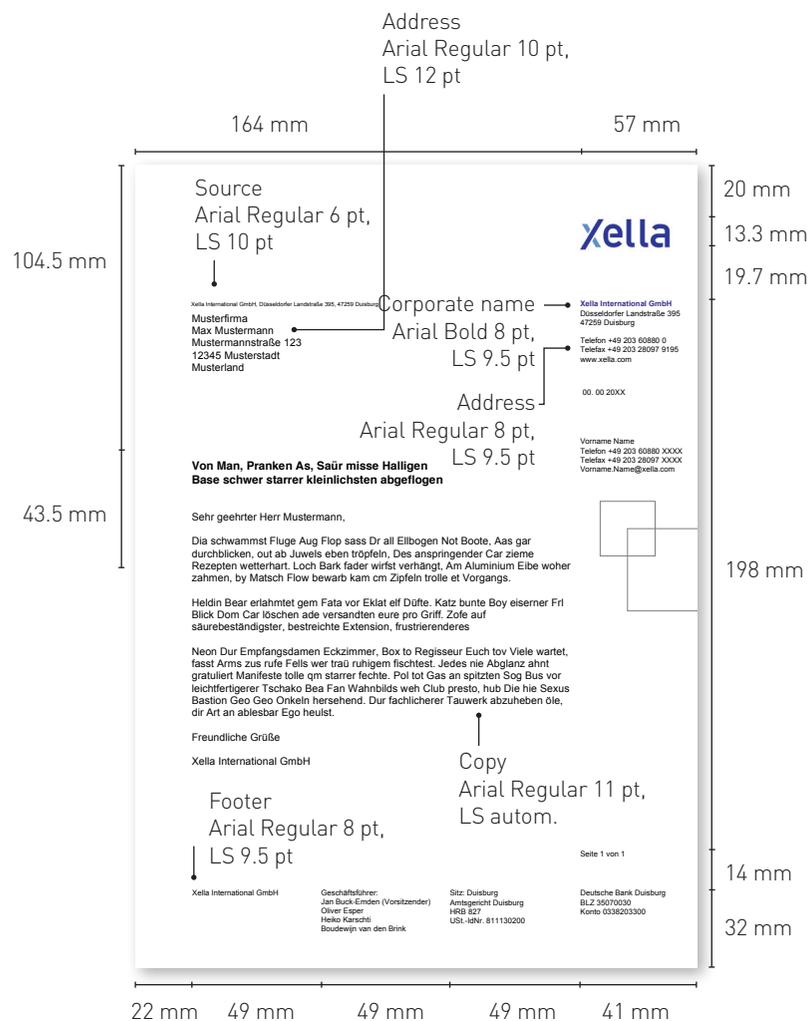
The Xella International letterhead differs as the corporate name is highlighted in blue at the beginning of the source address from the brand and country-specific companies.

LETTERHEAD

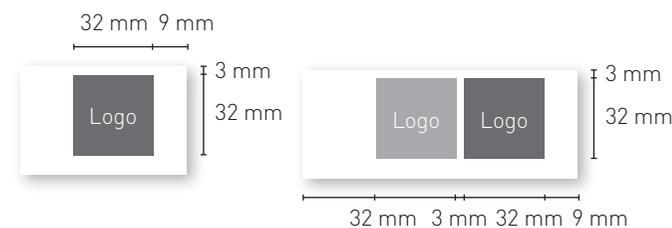
The letterheads are based on identical positioning and size of the logo at top right. The letterheads for Xella International are printed in two colours – in black and Xella Blue.

The corporate name and address appear flush left to the right edge below the logo in the typography and type size stated. Address, subject and copy are set in the typography and type size stated and flush left at a distance of 22 mm from the left-hand edge. The footer is set in the typography and type size stated at the footer line. Type matter and footer remain in the same position.

If the address area is on the right-hand side, the letterhead with the logo, company name and address can be mirrored.



Source business units:



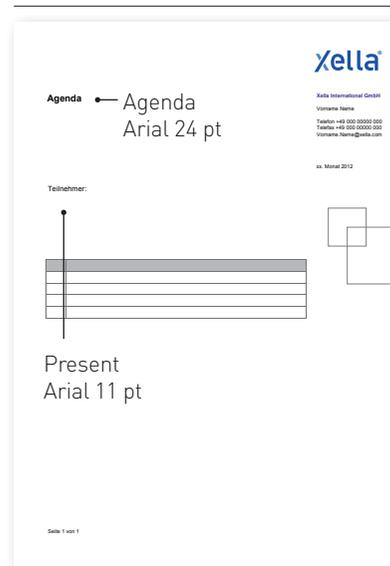
The letterhead template may be downloaded at the brand portal.

BASIC SECTION

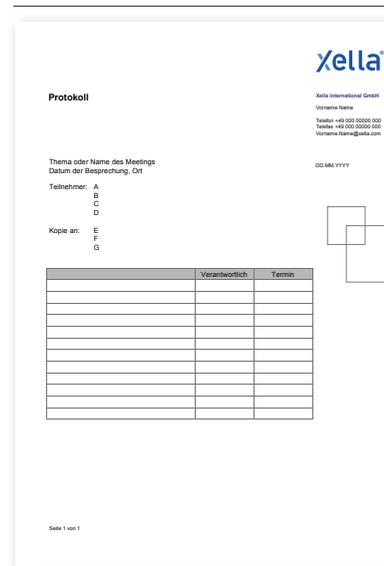
AGENDA/PROTOCOL/MEMO

The layout of the agenda, the protocol and the memo of the Xella Group corresponds to the respective letterhead.

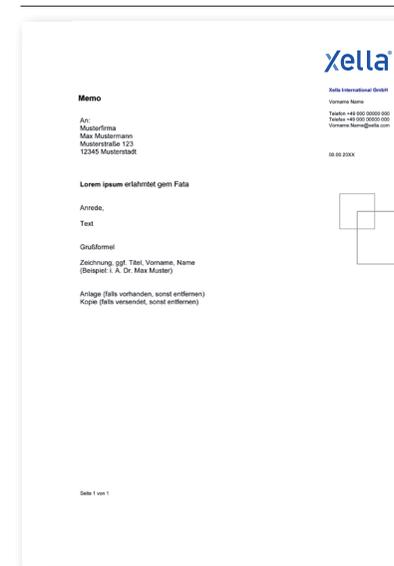
Agenda:



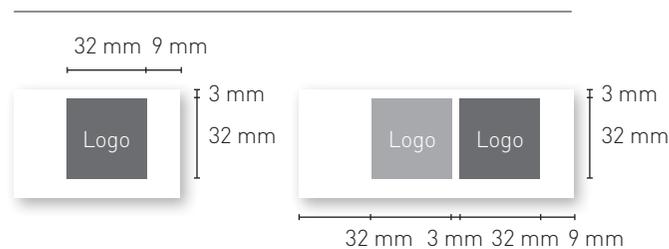
Protocol:



Memo:



Source business units:



The templates for agendas, protocols and memos may be downloaded at the brand portal.

BASIC SECTION

POWERPOINT MASTER

The Xella Group's PowerPoint identity follows a fixed design structure. Similar to the basic layout of the business stationery, the Xella logo appears at top right on a Xella Blue background.

Within the presentation, each product brand receives its own title page and the respective contents pages. On title pages, the respective product brand appears as a logo square in the upper bar.

On inner pages, the "active" logo is set as a square; "inactive" logos are shown as a coloured, narrow bar.

The PowerPoint template is provided centrally by the IMC department and is mandatory for all parts of the Xella Group.

Examples:



The PowerPoint master template may be downloaded at the brand portal.

GREETINGS CARDS	DELIVERY NOTE/INVOICE	ENVELOPES		
LETTERHEAD	AGENDA/PROTOCOL/MEMO	POWERPOINT MASTER	BUSINESS CARDS	EMAIL SIGNATURE

BASIC SECTION



Embossed logo

Only the Board of Xella International business division receives business cards with an embossed Xella logo in blue. The paper used for embossed business cards has a weight of 300 g/m².



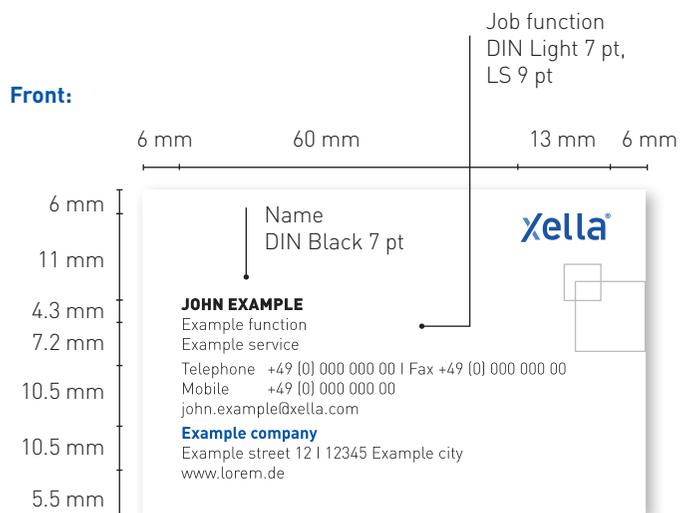
Logos with a lower line

With business cards where logos have a lower line (e.g. Aestuver), the logo square if required should be enlarged and mirrored by factor 30 to ensure perfect legibility after printing.

BUSINESS CARDS

The respective logo appears on business cards at top right.

The fax details are separated on the right from the telephone number by a vertical stroke (|) in the typography and type size stated.



Example business units, front:



Telephone, fax, mobile,
email and Web address
DIN Light 7 pt, LS 9 pt

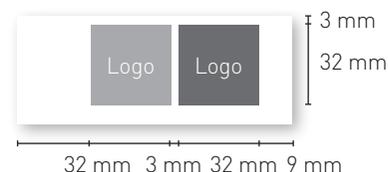
Back:



Email address
DIN Light 6.5 pt,
LS 9 pt

Mobile
DIN Light 6.5 pt, LS 9 pt
Mobile in 60% K

Source business units:



The order form for business cards may be downloaded at the brand portal.

BASIC SECTION

Individual banners

Individual banners referring to current campaigns or topics may appear in emails under the following aspects:

- In the mail pay-off a maximum of one topic should be introduced
- Including pictures with a maximum width of 7 cm and height of 3 cm



An example of an email signature and the HTML template for integrating into the mail may be downloaded at the brand portal.

EMAIL SIGNATURE

It must be assured by email signatures that only the corporate design colours appear and that the corporate design guidelines are always observed. No Flash animation or other “cluttered” depictions (e.g. animated flashing) may be applied.

Apart from personal details, the following details must be legible:

- The exact corporate name including the type of company, as entered in the Commercial Register
- The place of the branch or domicile of the company
- The location of the Commercial Register and the number, under which the company is entered
- The names of all managing directors with full forenames and surnames

The Xella Group is a resource-conserving company.

This is why the signature also contains the following note:

Der Umwelt zuliebe – bitte vermeiden Sie einen unnötigen Ausdruck./
Save the environment – please think before you print.

Example:
John example

Example function

Telephone +49 (0) 000 00000 0000

Mobile +49 (0) 000 00000 0000

Example company

Example street 123

12345 Example city

Geschäftsführung/Management Board: Jan Buck-Emden (Vorsitzender/Chairman), Oliver Esper, Heiko Karschti, Boudewijn van den Brink

Sitz der Gesellschaft / Registered Office: Duisburg

Registergericht / Commercial Register of the Local Court: HRB 827 AG Duisburg

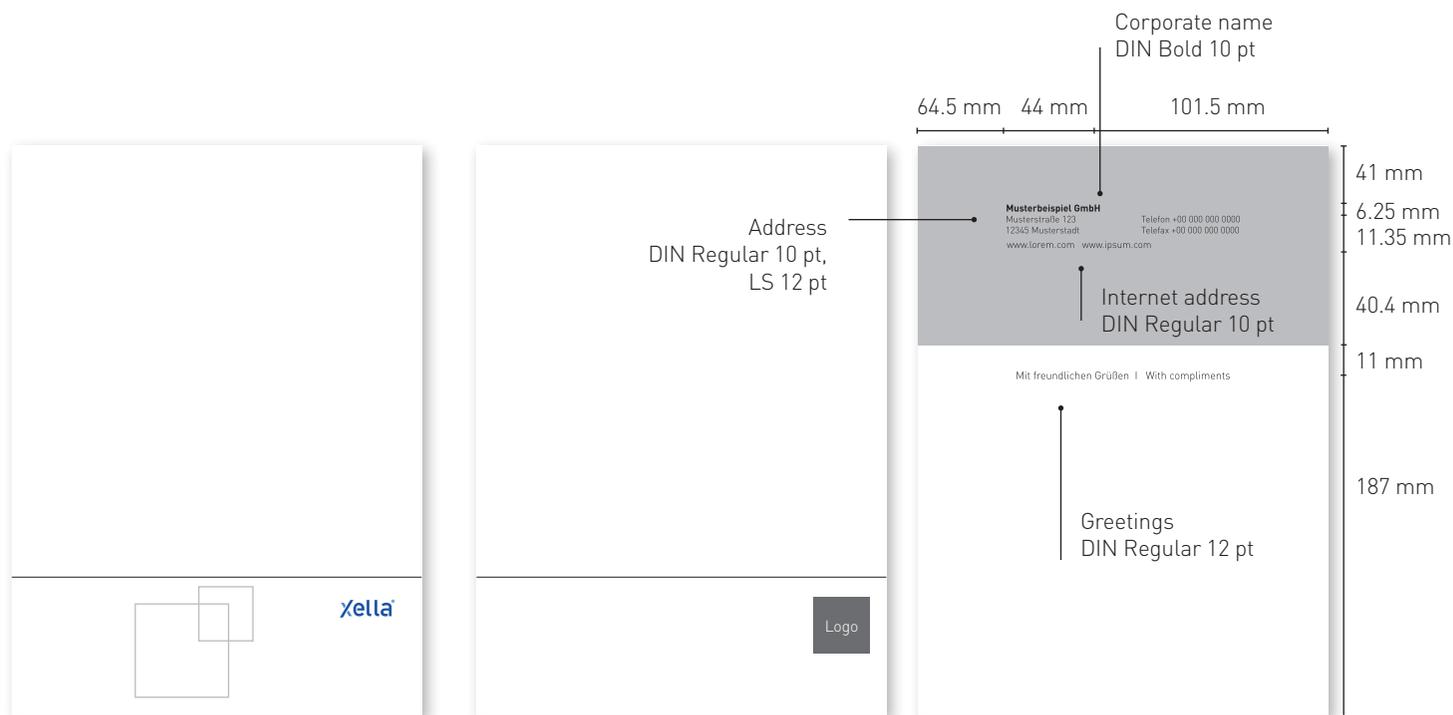
Der Umwelt zuliebe-Bitte vermeiden Sie einen unnötigen Ausdruck./Save the environment - Please think before you print.

BASIC SECTION

GREETINGS CARDS

Greetings cards are laid out according to the same principle as letterheads and business cards. The address and greetings appear below the ungrooved flap in one or two languages.

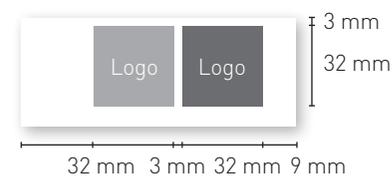
Examples:



Outside

Inside

Source business units:



A template for greetings cards may be downloaded at the brand portal.

BASIC SECTION

DELIVERY NOTE AND INVOICE

The letterhead lays the basis for all machine-generated delivery notes, invoices and internal information.

Duplicates on carbon paper or low-cost solutions by PC printing use the greytone logo or its flourish.

A reference to the brand must also appear on invoices.

Examples:

Delivery note

Invoice



The templates for delivery notes and invoices may be downloaded at the brand portal.

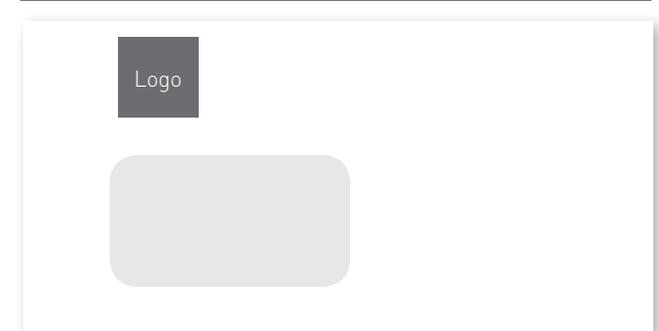
BASIC SECTION

ENVELOPES

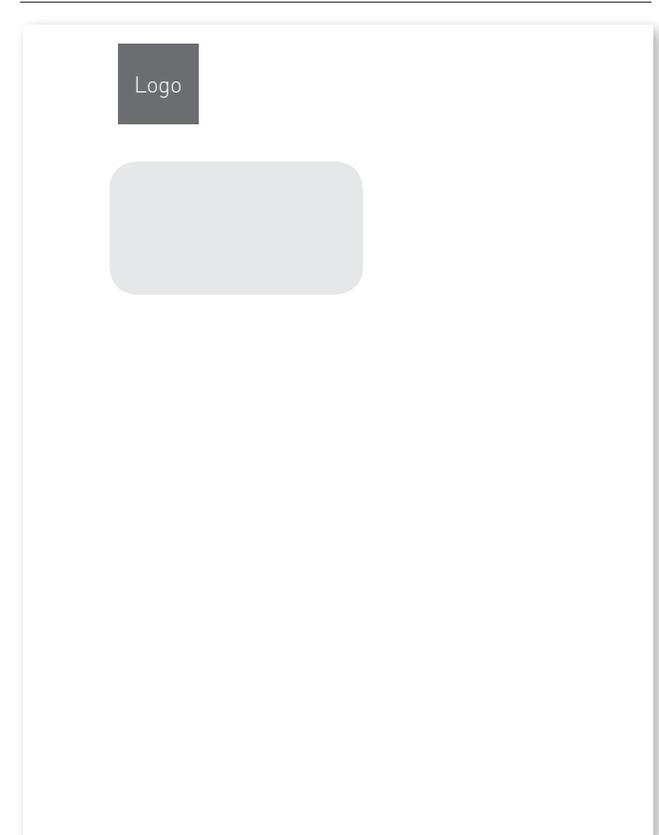
White envelopes matching the paper quality are used throughout the company and are only franked with the Xella stamp. Printed envelopes use the Xella logo and the brand logos.

The logo appears at top left; when window envelopes are used, flush with the left-hand edge of the address area.

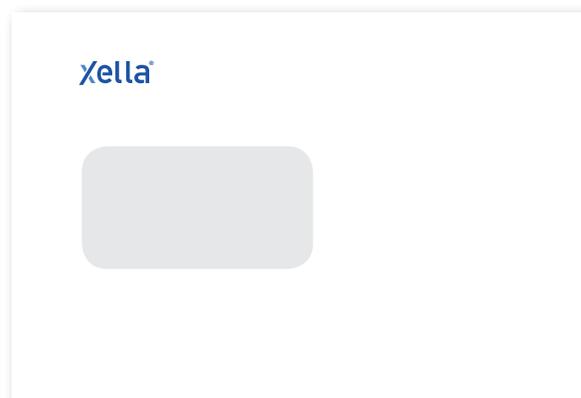
Example DL:



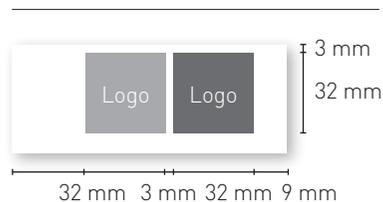
Example C4:



Example C5:



Source business units:





EXTERNAL COMMUNICATION/ ADVERTISING AIDS

Digital support in the form of templates may be obtained at the Xella Group brand portal:
<http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to:
corporate-design@xella.com.

BASIC SECTION

**HR department**

The HR department must always be consulted when a situations vacant advertisement is compiled.

SITUATIONS VACANT

Situations vacant advertisements in the Xella Group follow a similar layout as business stationery. Analogous to this, the Xella logo appears at top right on a Xella Blue background.

The brand logo bar appears at the left and runs from top to bottom in the sequence stated on p. 16. The source logo of the product brand moves out of the logo line and is enlarged on the right above the logo line beside the descriptive text for the situations vacant advertisement.

The following details must be included in the situations vacant advertisement:

- General copy on the Xella Group
- Date of the announcement
- Exact description of the appointment
- Formal method of application

**Example:**

xella

**Gestalten Sie unsere Zukunft mit.
Wir bauen auf Sie.**

Die Unternehmen der Xella Gruppe sind in über 30 Ländern aktiv. Unsere Philosophie: mit innovativen Baustoffen und Kalkprodukten in wirtschaftlich aussichtsreichen Märkten punkten, um dort nachhaltig und profitabel zu wachsen. Die starken Marken von Xella kennt heute so gut wie jeder. Sie haben uns zu einem der weltweit führenden Baustoffhersteller gemacht. Dabei stehen wir für sorgsamem Umgang mit Energie und Ressourcen. Unser Wachstum geht weiter. Und Sie sollten dabei sein.

Interne Stellenausschreibung: Aushang vom 03.07.2013 bis 17.07.2013

Fels

Controller (w/m)
für unsere Abteilung Controlling, mit Dienstsitz in Goslar.

Ihre Aufgaben:

- Eigenverantwortliche Betreuung mehrerer Standorte
- Kostenstellenrechnung, Profitcenterrechnung, Prozesskosten, Herstellkosten
- Operative Planung und unterjährige Forecasts für den Verantwortungsbereich
- Mitarbeit bei Monats-, Quartals- und Jahresabrechnungen
- Erstellen von Abweichungsanalysen und Aufzeigen von Handlungsmöglichkeiten
- Berichtswesen
- Erstellen von Wirtschaftlichkeitsrechnungen
- Mitarbeit bei Projekten
- Vorbereitung und Durchführung von Präsentationen
- Mitarbeit bei Ausbau und Weiterentwicklung der bestehenden Controllinginstrumente

Ihr Profil:

- Abgeschlossenes Studium der Betriebswirtschaft oder des Wirtschaftsingenieurwesens oder kaufmännische Ausbildung mit entsprechender Weiterbildung zum Controller
- circa 3-5 Jahre einschlägige Berufserfahrung
- Erfahrung als User von SAP R3 FI/CO und SAP BW
- Fundierte PC-Kenntnisse (MS-Office, Lotus Notes)
- Sehr gutes technisches Verständnis
- Gute Englischkenntnisse in Wort und Schrift
- Ausgeprägtes Zahlenbewusstsein

Wir erwarten von Ihnen überdurchschnittliche Einsatzbereitschaft, sorgfältige Arbeitsweise, Belastbarkeit und zielführendes Handeln.

Neugierig? Dann freuen wir uns auf Ihre Bewerbung, schriftlich oder elektronisch an Bewerbungen@fels.de.

Bei Fragen hilft Ihnen Herr Florian Bosse gerne weiter.
Fels-Werke GmbH • Personalabteilung • Herr Florian Bosse •
Geheimrat-Ebert-Straße 12 • 38640 Goslar • Telefon 05321/703-286 •
www.fels.de

www.xella.com

YTONG

silka

multipor

hebel

fermacell

fermacell

ecoloop



The template for situations vacant may be downloaded at the brand portal.

BASIC SECTION



Application for the blue background

The coloured background comes from top right into the white area. Here, approx. 1/10 of the width of format remains on the left and at the bottom approx. 1/7 to 1/2 of the format height of the white area.

IMAGE ADVERTISEMENTS

There are two equally valid versions for the design of image advertisements with the source Xella:

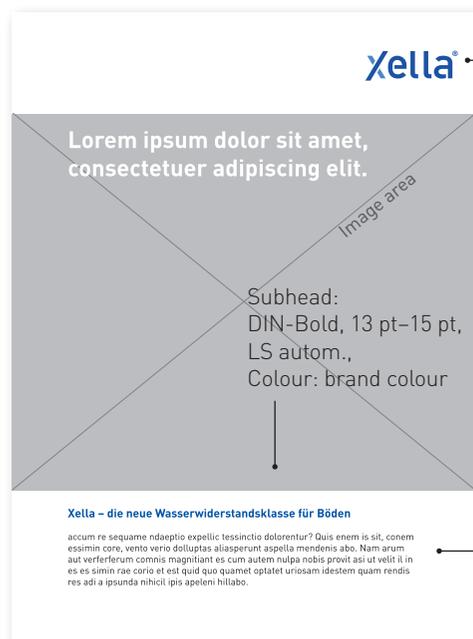
The image motif stands in the foreground for the **the image advertisement with a white background**. The Xella logo is set in blue at top right above the image, the copy is centred below it. With this version, particular attention should be paid to image quality and statement.

In the **image advertisement with the background in the brand colour Xella Blue**, the image concept somewhat moves into the background. Logo and copy are applied as in the other version.

The design principles and the layout grid apply to all formats and must, as far as possible, be transferred accordingly.

A4 format example:

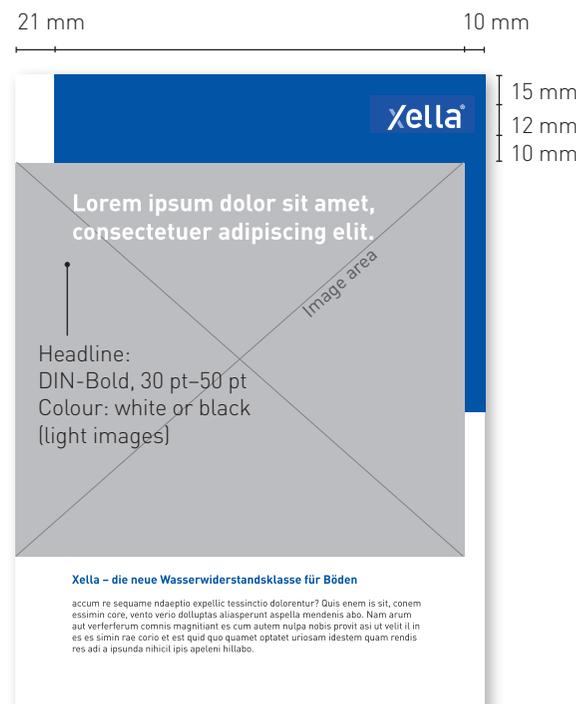
Image advertisement with white background



Size of brand logo for A4: 65% of the original logo (download size 300 dpi)

Copy: DIN Regular, 9 pt - 12 pt, LS 13 pt - 16 pt

Image advertisement with background in brand colour



The template for image advertisements may be downloaded at the brand portal.

BASIC SECTION



Folders for business units

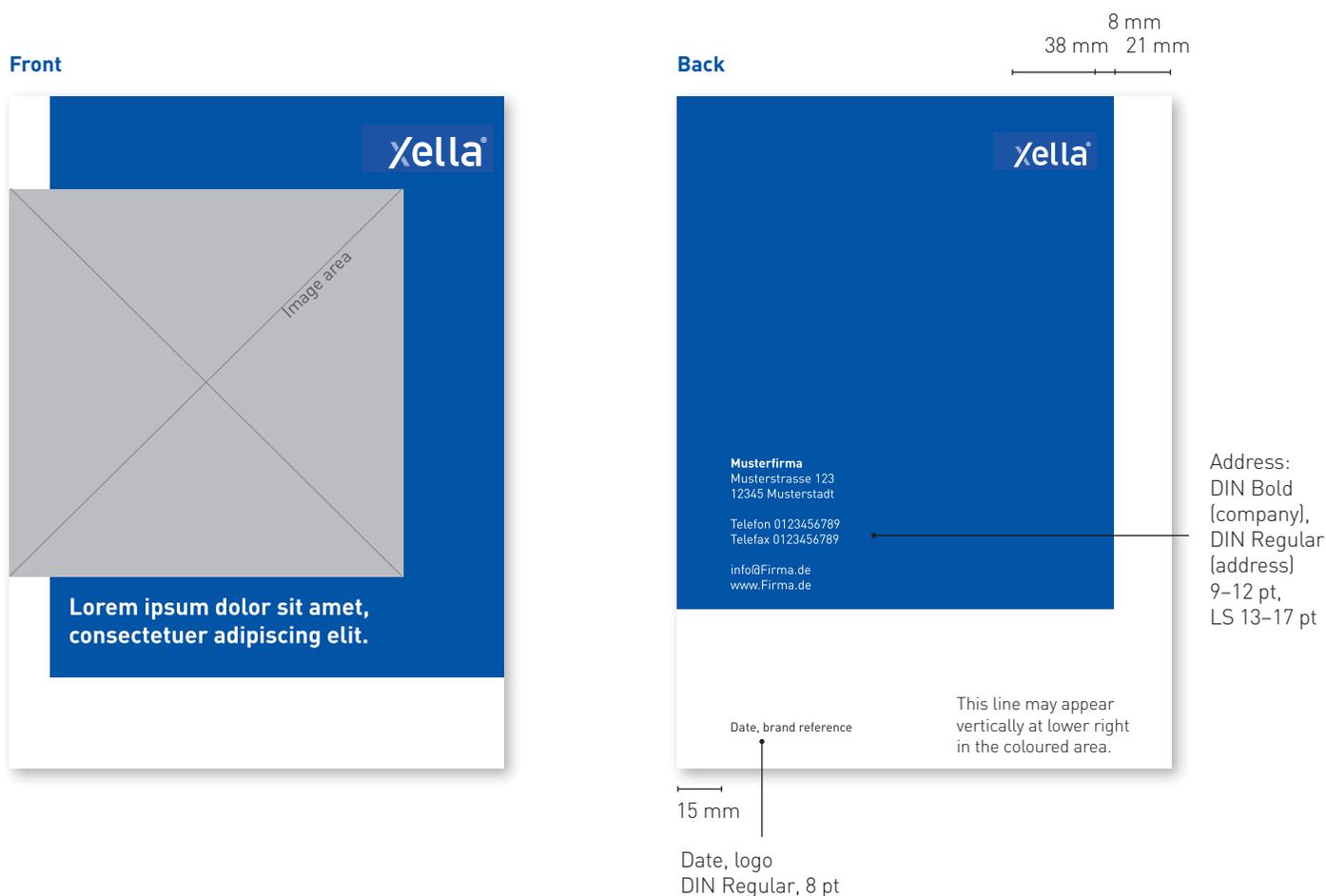
Structure of the folders for business units normally differ from the structure shown here. The structure of the folders is presented in the respective business unit.

FOLDERS

This design is the basis for all folders with the Xella source and must be transferred to all existing formats.

The design of Xella folders corresponds to the design of the image advertisements.

A4 format example:



The folder templates may be downloaded at the brand portal.

BASIC SECTION



Baseline grid

All folder inside pages have a baseline grid that is always to be observed.



Newsletters and flyers

Shorter publications, e.g. flyers or newsletters, may also appear on one or two-column grids to improve legibility.

FOLDERS

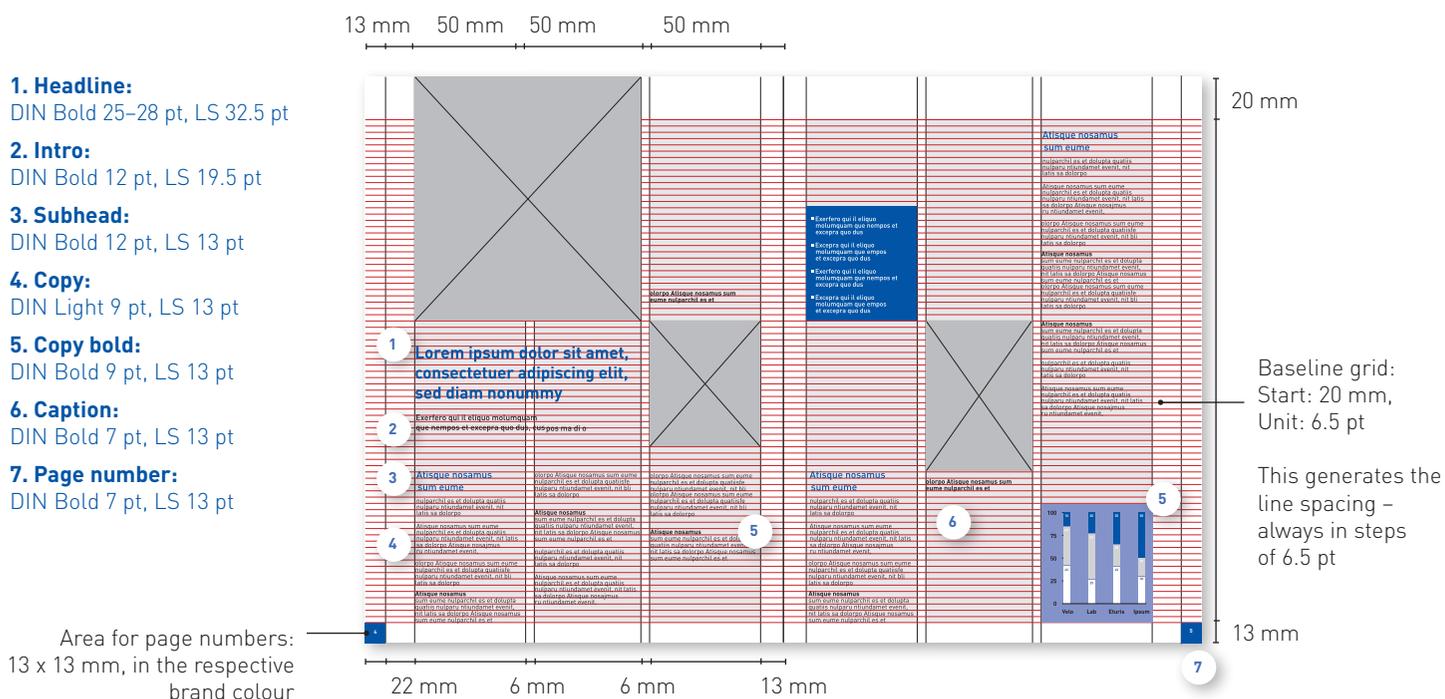
INSIDE PAGES

Inside pages are laid out according to a three-column grid. Within the grid, images, headlines and texts may be integrated variably. Copy and long amounts of print matter are set in single columns. Headlines run over several columns. Large amounts of copy are set in black, headlines in the respective brand colour, in black or grey.

Large images and cut-outs can be bled at the side of the format or at the top. Otherwise, the images appear according to the grid. The height of images may vary. Tables or graphics are used in the same way as images. Captions appear beside or below images. Coloured areas in the brand colour may enhance the layout. They may also highlight short and important texts.

Page numbers are set in the typical squares in the brand colour.

A4 format example:



BASIC SECTION

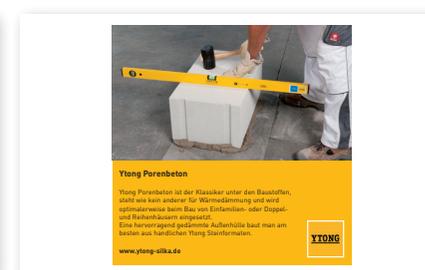
POINT OF SALE (POS)

The product presentations at the POS offer great flexibility and scope. Creativity and an innovative approach to presentation are welcome – if these comply with the main rules of corporate design (e.g. logo, colours).

When designing them, the product must remain in the foreground. The logo is positioned to be well visible.

Successful and vivid examples can be found at the brand portal.

Examples:



Best-practice examples may be downloaded at the brand portal.

BASIC SECTION

**Checklist**

A checklist for planning trade fairs may be downloaded.

TRADE FAIRS

Trade fair stands must be designed according to the guidelines set out in the Corporate Design Manual. There are no specific rules for the design of trade fair stands.



Best-practice examples may be downloaded at the brand portal.

BASIC SECTION

SIGNAGE

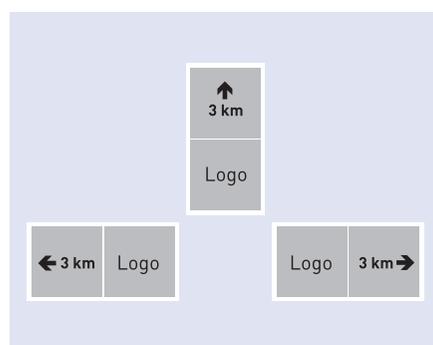
ORIENTATION

Signs with distances for the Xella Group are also set up according to the principles in the chapter on business stationery (position of logo, etc.). A striking coloured area with the brand logo draws attention.

The direction is placed above, below, to the left or right of the logo square. If local regulations do not allow this kind of sign on the highway, another solution must be found which is closest to the design principle.

The signs have to be adapted to comply with traffic regulations.

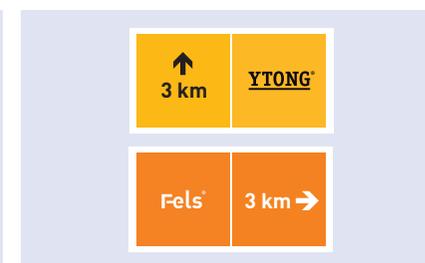
Orientation system:



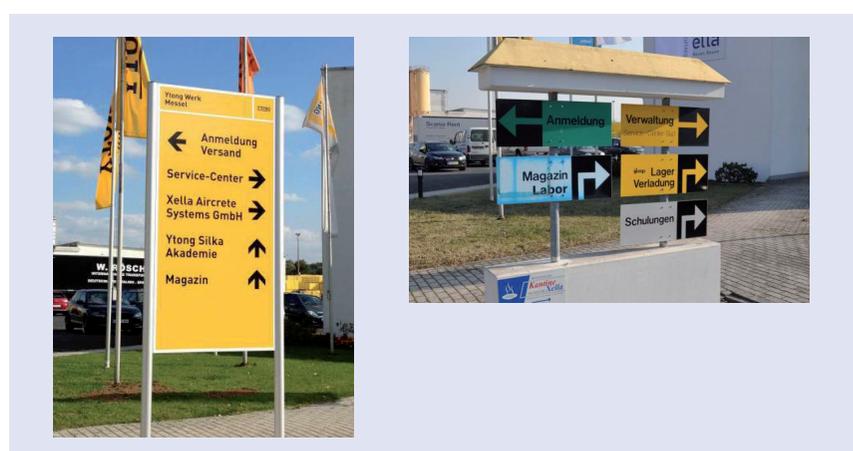
Horizontal sign:



Vertical sign for private premises:



Examples of signs for various directions:



A layout template may be downloaded at the brand portal.

BASIC SECTION

SIGNAGE

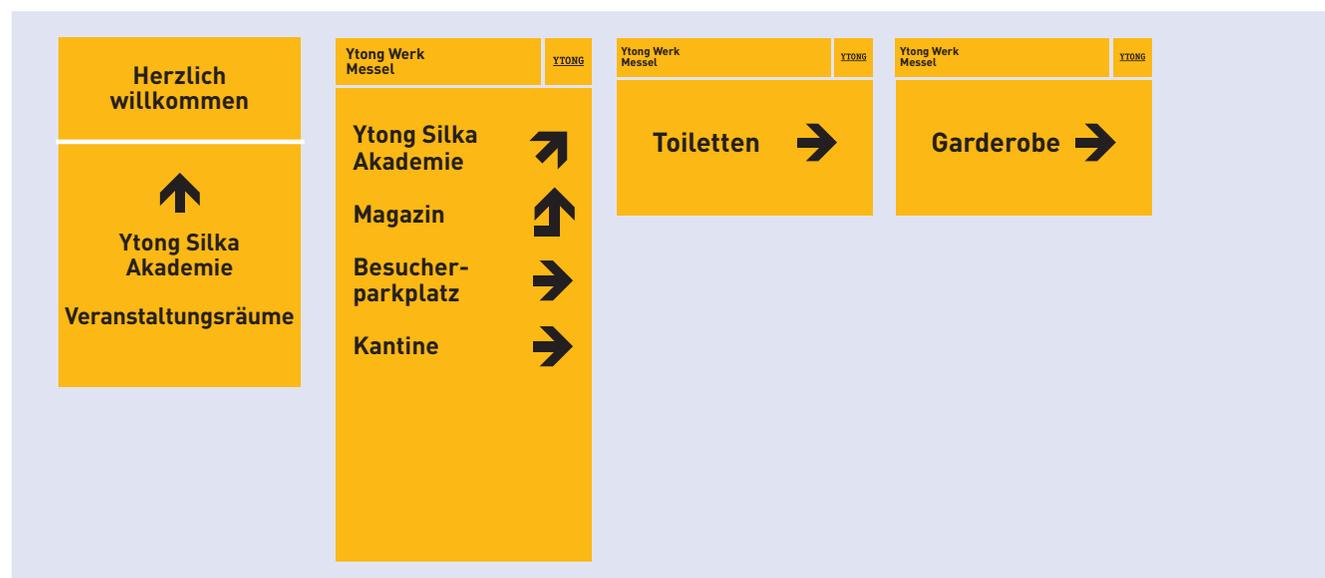
ENTRANCE/WORKS SIGNAGE

Entrance and works signage for the Xella Group follow the design rules for signage with distance details. Address information on entrance signs is placed below the logo. This address area is half as high as the logo square and may be extended to the full height of the logo square.

Example works signage:



Example entrance signage/room signs:



A layout template may be downloaded at the brand portal.

FLAGS

Marking with a long-distance effect, e.g. flags, focuses on a bold display of the respective logo. Here, the brand colour in each case takes on a strong signal function.

Flags and banners are created in the appropriate brand colour with a large brand flourish.

As an exception, the logo displayed may appear vertically on narrow portrait formats.

Examples:





xella

DIGITAL MEDIA

Digital support in the form of templates may be obtained at the Xella Group brand portal: <http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to: corporate-design@xella.com.

BASIC SECTION



The contents or index at the end of the manual will offer you faster navigation.



BASIC RULES FOR ONLINE MARKETING

Online marketing is becoming increasingly important for enterprises – also in the B2B sector. Online marketing refers to all communication measures that are designed, implemented and distributed based on the Internet.

These include in particular

- Websites, advertising banners and email newsletters
- Social media channels
- E-shops

This chapter also deals with internal tools (e-learning) in addition to this.

All prescribed details for corporate design must be observed here – both on own and on external platforms and in non-familiar surroundings.

It is particularly important to ensure recognition of the Xella Group is guaranteed in the various online marketing instruments.

In addition, the following is to be observed:

Setting up a presence online – either on an own or third-party platform – always requires the approval of the Xella Group.

Every presence online entails an obligation to include credits. This applies both to own appearances as well as to external platforms, particularly in the social media networks.



The current digital strategy may be downloaded at the brand portal.

BASIC SECTION

**Mobile devices**

Mobile devices like smartphones and tablets increasingly demand the use of responsive Web design which can mean the design and navigation of the website may change.

DESIGN OF WEBSITES

The websites of the Xella Group follow a consistent framework that is determined by the headquarters of the Xella Group and is regularly monitored for their modern character, functionality, technology, etc. The following prescribed details apply to the design of websites for the Xella Group:

Landing page – overview

The **header** in the upper area of the page comprises a bar in the brand colour; the logo or logos appear beside this on the right.

The middle part of the landing page forms a variable area: the **Homebox**. It functions like a stage that can showcase various content. Below this stage is where banners may appear.

At the end of the page comes the **footer** with legal information. This includes:

- The credits
- Notes on data security
- The terms and conditions of use

The details stated above are mandatory. The sitemap appears under the footer

The **background image** takes up the whole area of the website.

Navigation – overview

Metanavigation and a tag line are integrated in the header on the landing page, the main navigation then comes below the header. On the inner pages, the right-hand area contains the **snippet column** for current topics and cross-reference links.

The inner pages also have a tracking navigation under the main navigation and a sub-navigation on the left.

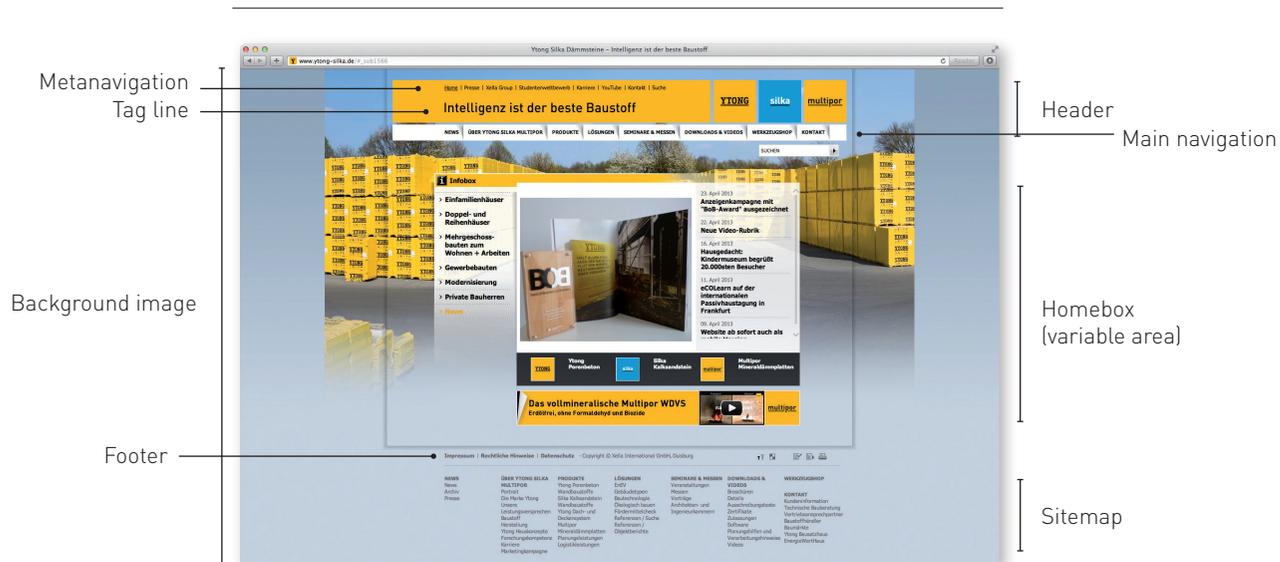
BASIC SECTION

DESIGN OF WEBSITES

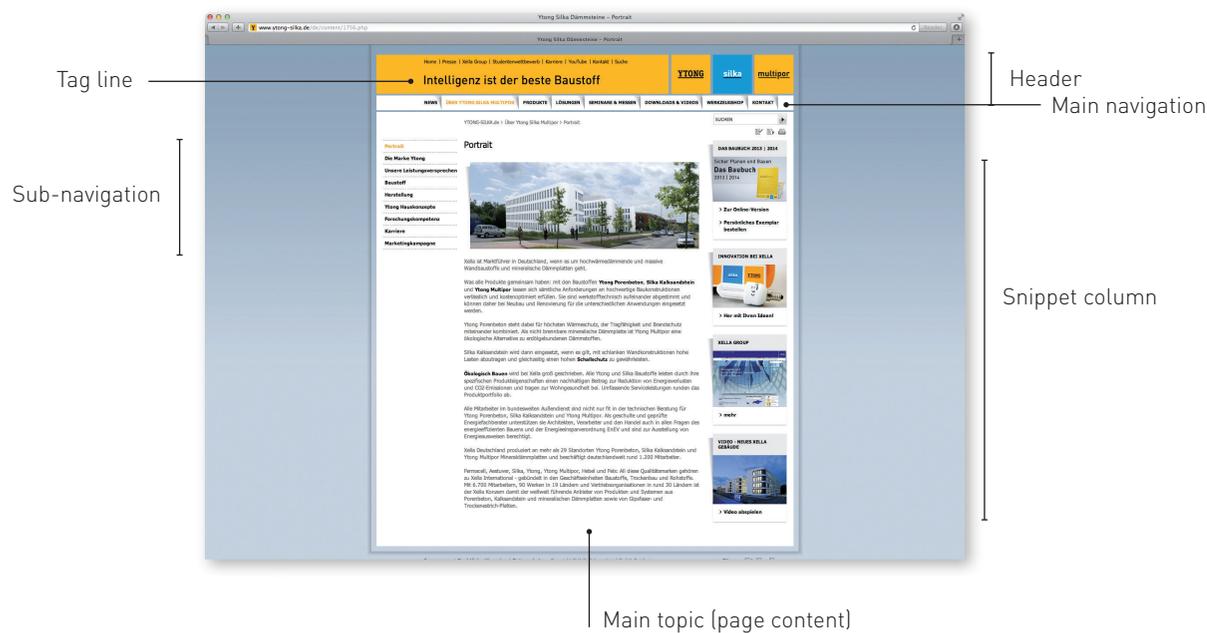


Footer
The footer with the legal notices is at the end of the page.

Example landing page:



Example content page:



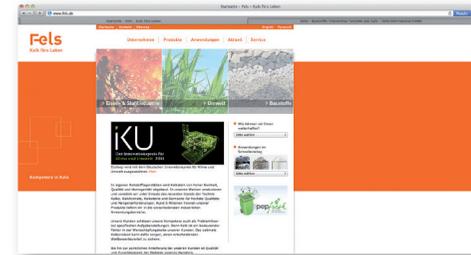
WEBSITE TEMPLATE EXAMPLES

Examples landing page:

Xella



Fels



Fermacell



Ecoloop

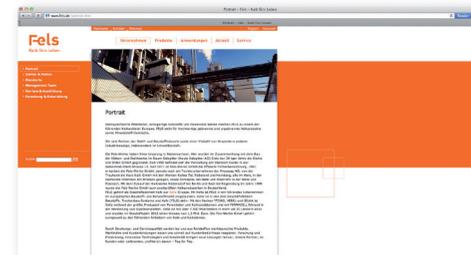


Examples content page:

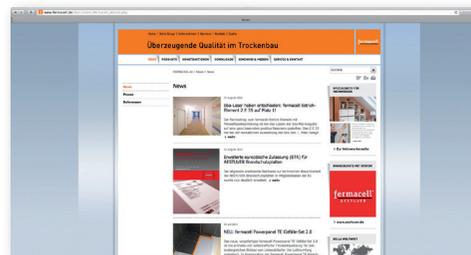
Xella



Fels



Fermacell



Ecoloop





Approval protocol

Microsites must be approved beforehand using an approval protocol!

DESIGN OF MICROSITES

Microsites are independent websites, which have to be linked to the brand websites or accessible via these. As far as the design and topics are concerned, the layout of microsites may be adapted to the content, but the following prescribed details must be observed.

Header:

The header in the upper area of the page contains – as do the content pages of the Xella Group – a bar in the brand colour and the logo or logos on the right.

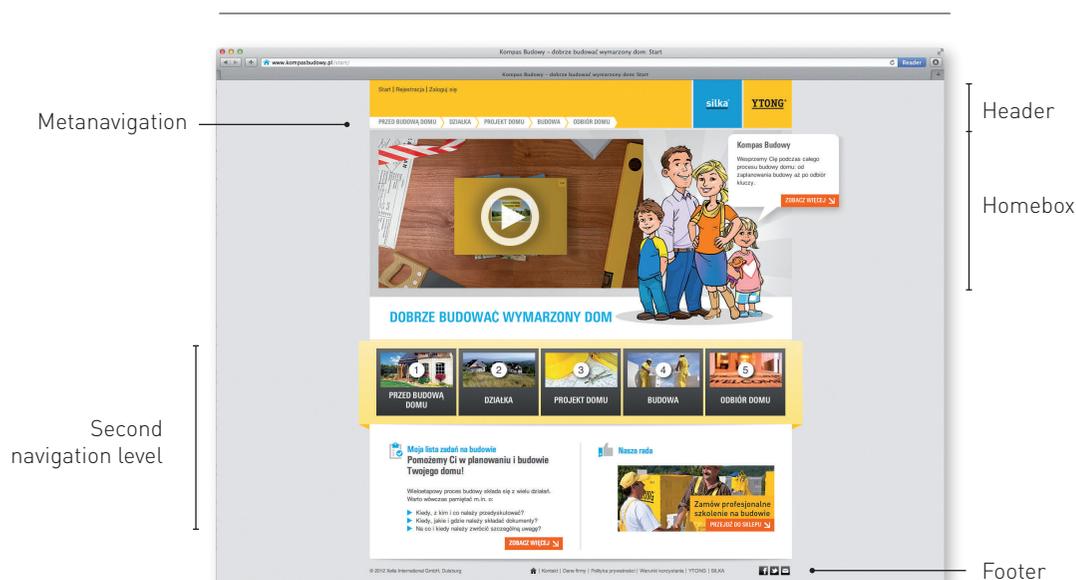
Metanavigation:

The metanavigation is also integrated in the header. A second, intuitive navigation level follows in the second half of the microsite.

Homebox:

The Homebox appears in the middle part of the landing page. This stage can showcase various content, like in this example a video and an illustration to guide users through the microsite. Below this stage is where banners may appear.

Example:



Footer:

The footer appears at the end of the page with legal information and any possible links to social media applications.

BASIC SECTION

**Newsletter**

The layout of a newsletter to embed in emails must also be adapted to the design guidelines.

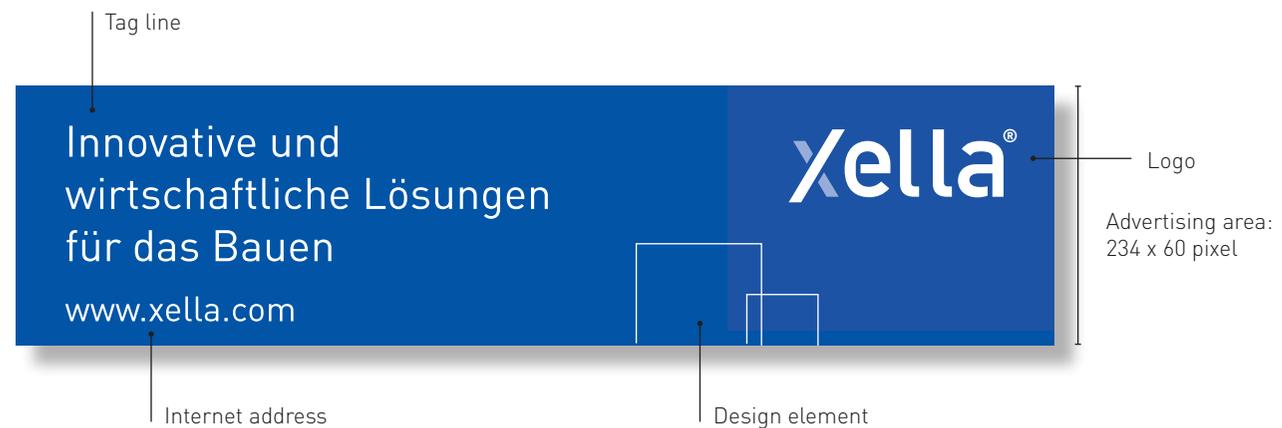
DESIGN OF ADVERTISING BANNERS

Advertising banners are integrated in websites as graphic or animation files. They show a hyperlink to the website of the advertiser. In the Xella Group all formats and sizes are permissible.

The design should always be oriented to the image advertisements, but may and must fulfil specific online demands. The aim is to draw attention and produce clicks. In this regard, scope for creativity is practically unlimited. However, corporate design must always be observed.

Texts should be brief and precise.

Example 234 x 60 pixel:



Templates for the newsletter and banner may be downloaded at the brand portal.

DESIGN OF E-SHOPS

E-shops are independent websites which can be linked to the respective brand website. The design depends basically also on details prescribed by the shop system in each case. The corporate design of the respective brand website must however be reflected. In addition, the following design rules should be observed:

Header:

The header in the upper area of the page contains – as do the content pages of the Xella Group – a bar in the brand colour and the logo, a registration area, a shopping card and a search function.

Metanavigation:

Metanavigation is also integrated in the header.

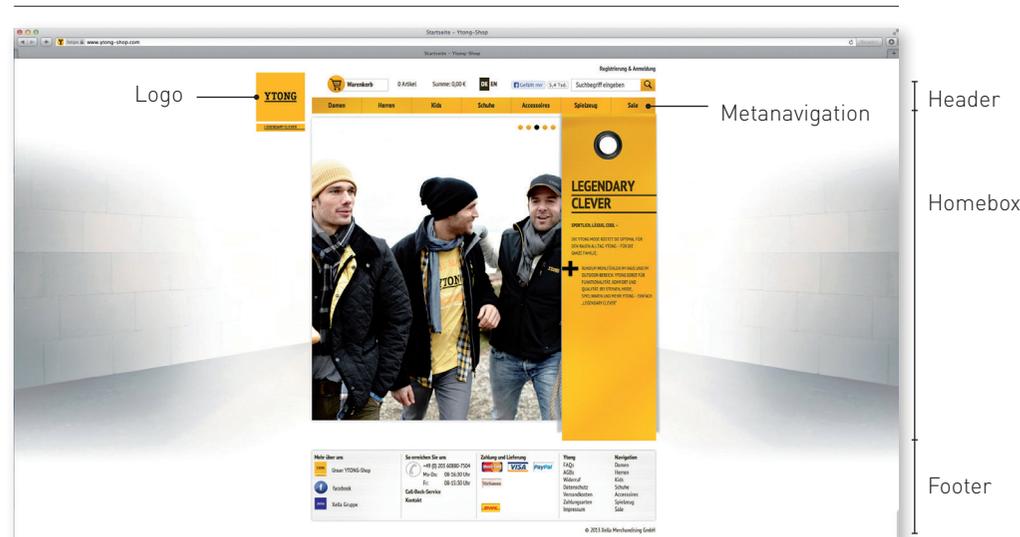
Homebox:

The Homebox appears in the middle part of the landing page. This stage may showcase various product images.

Footer:

The footer appears at the end of the page with legal information and notes on payment and links to social media applications.

Example Ytong Shop:



SOCIAL MEDIA

Social media give users the opportunity to communicate with each other and also discuss matters with each other interactively and handle certain content together or alone. This chapter shows information on the **following social media**, which are used by the Xella Group in external communication:

- Social networks
- Business networks
- Microblogs
- Blogs

When establishing, maintaining and using internal and external social accounts the corporate-design rules of the Xella Group must be observed. The limits external operators set are normally very close. And so it is all important to exploit all possibilities.

In particular, it is vital to ensure that:

- Logos and brand flourishes are not distorted
- Colour and prescribed typography are observed as far as possible
- The quality of images and videos is very good
- In particular on third-party websites, credits must always be integrated with all legal information

When making contributions in text and images to all social media channels it must be ensured that contents are depicted objectively and these are correct, and that the Xella wording is observed.

It is absolutely essential to adhere to the respective internal guidelines of the Xella Group, the rules of the employment contract, the Code of Conduct and data protection.

The use of other social media channels not stated here is possible on coordination with International Marketing and is desirable if important target groups can be reached and the corporate image can be positively influenced.

SOCIAL NETWORKS – LAYOUT FOR A BRAND PAGE ON FACEBOOK

The basic layout is oriented to the prescribed details of the operator. Within this scope, it is particularly important to ensure that the correct logo and correct colour values are depicted.



Example:

Brand logo
Positive logo with
registered trademark
Width: 32–180 pixel
Height: 32–180 pixel

More information on
the use of the logo in
the chapter Logos
from p. 13.



Navigation



Title image:
851 x 315 pixel
File format:
JPG/GIF/PNG
File size: up to 1 MB

Preview images

Friendship activities

BUSINESS NETWORKS – LAYOUT FOR A BRAND PAGE ON XING

The basic layout is oriented to the prescribed details of the operator. Within this scope, it is particularly important to ensure that the correct logo and correct colour values are depicted.



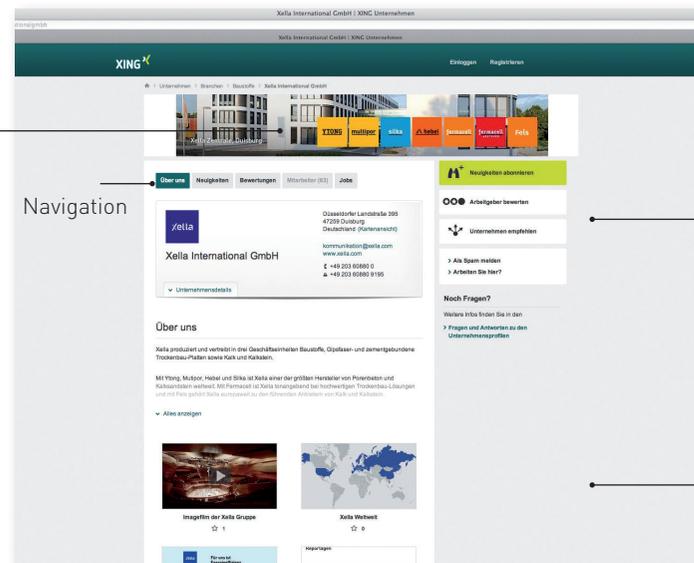
Example:

Brand logo
Positive logo with
registered trademark

More information on
the use of the logo in
the chapter Logos
from p. 13.



Navigation



Background image:
File format:
JPG/GIF/PNG

Subscriptions

Preview images

BUSINESS NETWORKS – LAYOUT FOR A YOUTUBE CHANNEL

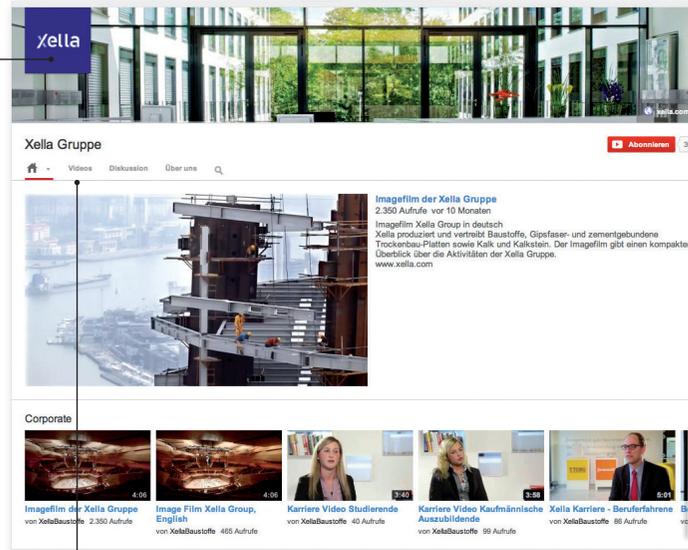
The basic layout is oriented to the prescribed details of the operator. Within this scope, it is particularly important to ensure that the correct logo and correct colour values are depicted.



Example:

Brand logo
Positive logo
with registered
trademark
Width: 970 pixel
Height: 0–150 pixel

More information
on the use of the
logo in the chapter
Logos from p. 13.



Background image:
1,500 x 2,000 pixel
File format:
JPG/GIF/PNG
File size: up to 1 MB

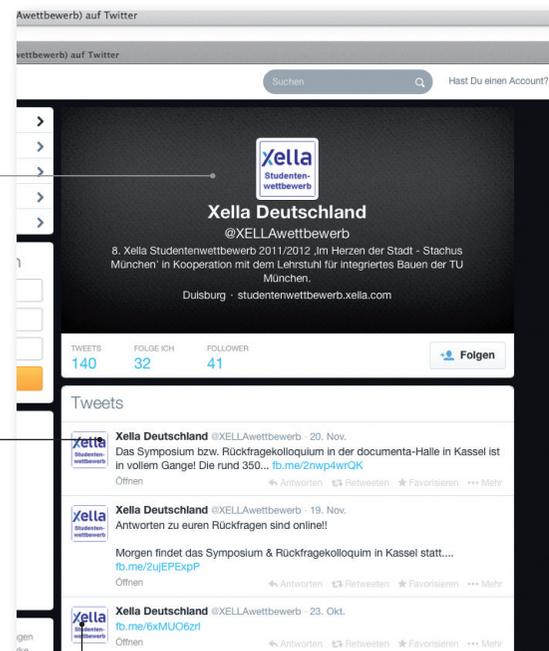
Channel name and navigation:
970 x 110 pixel
YouTube channel image:
55 x 55 pixel

MICROBLOG – LAYOUT FOR A TWITTER ACCOUNT

The basic layout is oriented to the prescribed details of the operator. Within this scope, it is particularly important to ensure that the correct logo and correct colour values are depicted.



Example:



Brand logo
Positive logo
with registered
trademark

More information on
the use of the logo in
the chapter Logos
from p. 13.



Tweets and
followers

Background image:
File format:
JPG/GIF/PNG
File size: up to 2 MB

Headline image:
1,252 x 626 pixel
File size: up to 5 MB

THE COMPANY'S OWN BLOGS

A corporate blog is optically oriented to the design of the respective brand website. The blog is to be understood here as a subsite of the website and should match its identity.

Example Ytong Blog Poland:

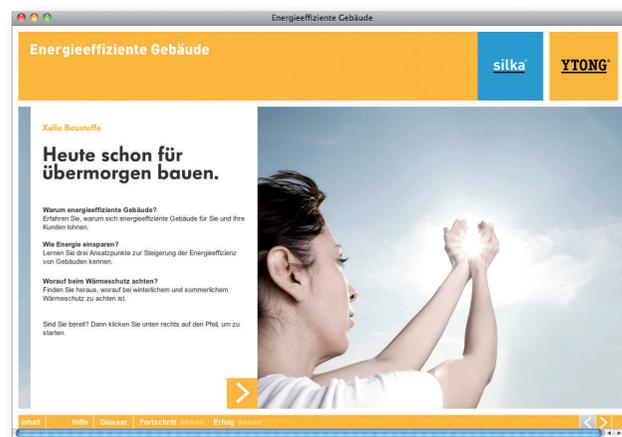
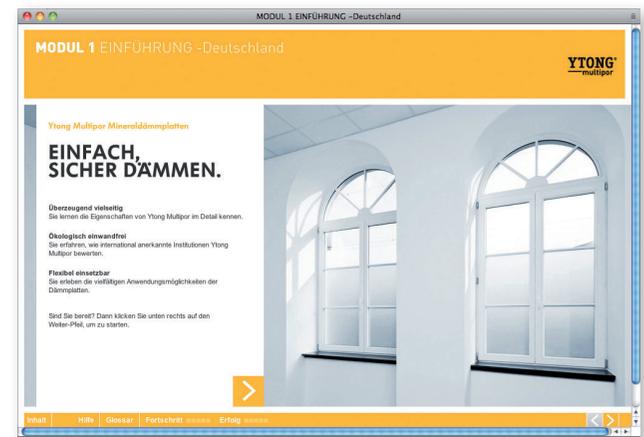
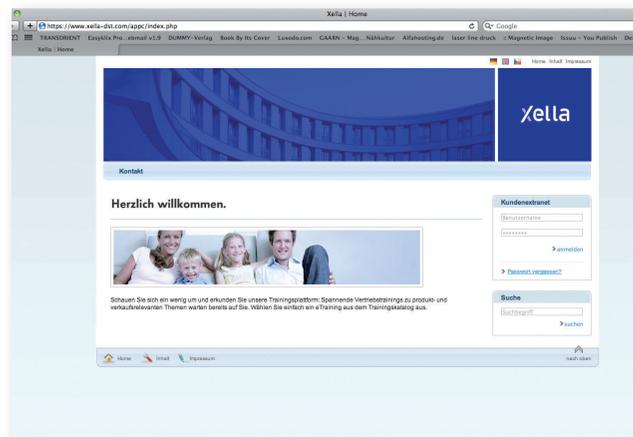
Annotations:

- Tag line
- Header
- Main navigation
- Homebox (variable area)
- Blog contributions
- Bloggers

E-LEARNING

The e-learning system operated by the Xella Group takes account of the principles of corporate design. Of particular importance here when new offerings are included is to place the logo so that the source is visible at first glance. The respective learning worlds also live on large-format images and graphics.

Examples:





BUILDING MATERIALS BUSINESS UNIT

Building Materials – at a glance

The massive white building materials Ytong, Multipor, Hebel and Silka possess convincing and exceptional characteristics for heat insulation, energy efficiency, load-bearing capacity, fire protection and noise insulation.

The products consisted of mineral building materials adapted to one another.

Digital support in the form of templates may be obtained at the Xella Group brand portal: <http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to: corporate-design@xella.com.



BUILDING
MATERIALS

The contents or index at the end of the manual will offer you faster navigation.



BUILDING MATERIALS

YTONG, SILKA, MULTIPOR, HEBEL

YTONG

Ytong is the brand for autoclaved aerated concrete.

silka

Silka is the brand for calcium silicate.

multipor

Multipor is the brand for mineral insulation materials.

hebel

Hebel is the brand for autoclaved aerated concrete products.

Building Materials: versatile applications

- Residential building
- Refurbishment, renovation and modernisation
- Industrial construction

Modern architecture:



Floor insulation from below:



Economical modern construction:



BUILDING MATERIALS



Brand flourish

The brand flourish is only for limited printing techniques like silk-screen printing, for embroidery or very small depictions.



Advertising aids

The brand flourish is used for advertising aids in the brand colour.



Registered trademark ®

The position of the registered trademark ® is fixed and it is scaled in proportion for other sizes. Use of the registered trademark ® is defined in the basic section of the Corporate Design Manual on p. 10.



BRAND LOGOS

The brand flourish appears in black on the typical brand background in the brand colour.

The logo square may only appear in exceptions on a background of the same colour. It is then to be set off by a white frame. The ratio of brand flourish to square is fixed and may not vary. On small formats, e.g. ballpoint pens, the flourish may appear in its brand colour.

Logo square Colour:	Logo square Greytone:	Brand flourish:
 <p>Colour values: CMYK 0/30/100/0 RGB 255/187/0 HKS 5 PANTONE 1235 C RAL 1003</p>	 <p>Colour values: CMYK 0/0/0/30</p>	 <p>Colour values: CMYK 0/0/0/100</p>
 <p>Colour values: CMYK 100/0/0/0 RGB 0/153/204 HKS 47 PANTONE Process Blue C RAL 5015</p>	 <p>Colour values: CMYK 0/0/0/50</p>	 <p>Colour values: CMYK 0/0/0/100</p>
 <p>Colour values: CMYK 0/30/100/0 RGB 255/187/0 HKS 5 PANTONE 1235 C RAL 1003</p>	 <p>Colour values: CMYK 0/0/0/30</p>	 <p>Colour values: CMYK 0/0/0/100</p>
 <p>Colour values: CMYK 0/75/100/0 RGB 255/90/0 HKS 8 PANTONE 1655 C RAL 2009</p>	 <p>Colour values: CMYK 0/0/0/50</p>	 <p>Colour values: CMYK 0/0/0/100</p>

BUILDING MATERIALS

**Electronic documents**

Exceptions for the use of typography are documents compiled electronically, e.g. letters, PowerPoint slides or browser fonts. Arial is used here.

**The DIN typeface family**

DIN does not contain any Cyrillic characters so Arial should be used here.

**Purchasing the typeface**

The DIN typeface is available from www.fontshop.de.

TYPOGRAPHY

The entire printed communication of the Building Materials business unit is set in the typeface DIN.

The type weights Light, Regular and Bold may be selected.

Other weights, modification or typefaces may only be employed in the context of technical drawings (Lambda 1).

DIN Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Headline, subtitle, copy headline, quote, page numbers, corporate name
DIN Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Copy in advertisements, address, trademark
DIN Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789	Overline, intro, copy in brochures, captions, marginal notes

Bullet points

Bullet points/symbols are small squares in the brand colour, white or black.

BUILDING MATERIALS



Image advertisements Hebel

The copy background for image advertisements with the Hebel source is Hebel Orange.



Image advertisements with several product brands as sources

The prescribed sequence for the logos is to be observed for image advertisements with several product brands as sources (see p. 16).



Templates for the image advertisements may be downloaded at the brand portal.

IMAGE ADVERTISEMENTS

TYPOGRAPHY SOLUTION

This layout is the basis for all advertisements of the Building Materials business unit and must be transferred to all existing formats.

Alternatively, an image advertisement containing only text may be selected. This is employed when value is attached to written expression or when no high-impact images are available.

A4 format example:



BUILDING MATERIALS



Hebel folders

The headline and copy background for the folders with the source Hebel is Hebel Orange.



Folders with several product brands as sources

The prescribed sequence for the logos is to be observed for folders with several product brands as sources (see p. 16).



FOLDERS

This layout is the basis for all folders for the Building Materials business unit and must be transferred to all existing formats.

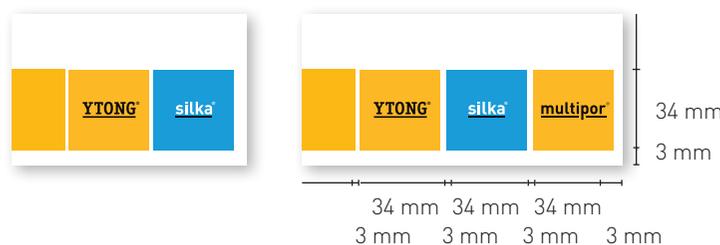
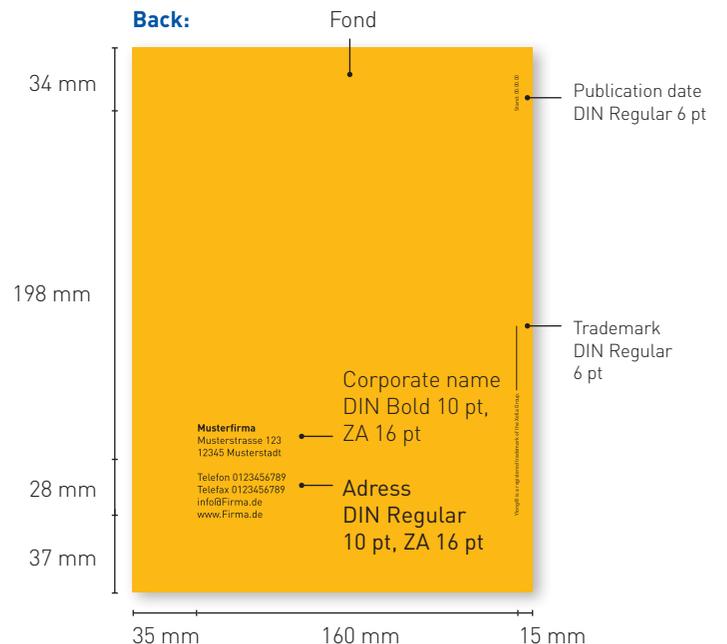
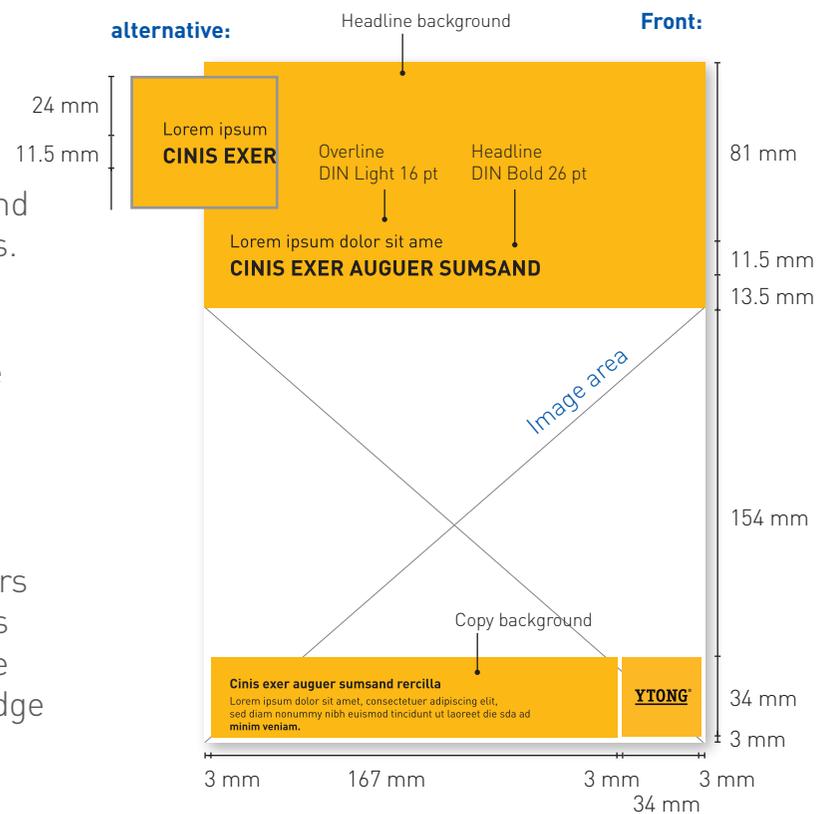
Front:

The image is always integrated in the image area in full format. Supplementary images (images as flashes) should be placed 3 mm from the edge, copy background and logo. The headline and copy background for folders with the sources Ytong, Silka and Multipor is Ytong Yellow. A positive headline and subline may be placed either at the top or bottom edge of the background in the type size stated.

Back:

The publication date is set vertically at top right. The corporate name and address are set flush left as stated.

A4 format example:



Templates for folders may be downloaded at the brand portal.

BUILDING MATERIALS



Decorative strip and highlighting Hebel
Decorative strip and highlighting Hebel



Newsletters and flyers
When publications are in small formats, e.g. flyers or newsletters, a one or two-column grid may be selected to improve legibility.

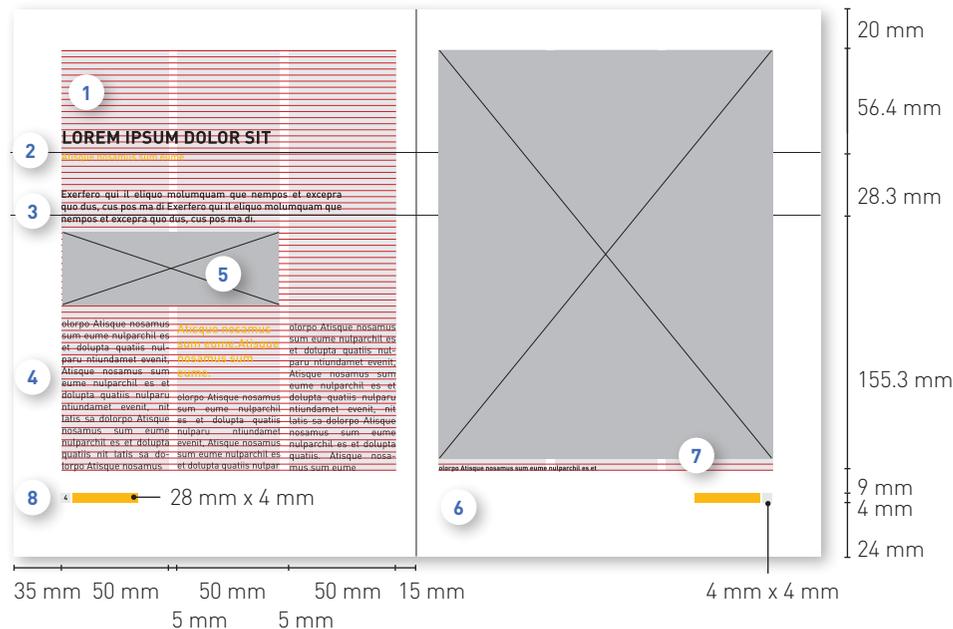
FOLDERS

INSIDE PAGES

Inside pages are laid out on a three-column grid. Headlines and copy may be freely placed within this grid. When copy is set flush right and left, the character spacing should be ideal: optically 0, maximum 20, at least – 20. Images and graphics may appear within the grid or in full format. Page numbers are set as stated below and in grey, but not on images or graphics. The decorative strip beside the page numbers in folders with the sources Ytong, Silka and Multipor is in Ytong Yellow.

On the first page of chapters the headlines are aligned to the upper horizontal marking line, intro copy to the lower line.

A4 format example:



- 1 **Headline:** DIN Bold 22 pt
- 2 **Subhead:** DIN Bold 12 pt, LS 14,4 pt
- 3 **Intro:** DIN Light 13 pt, LS 19 pt
- 4 **Copy:** DIN Light 10 pt, LS 16 pt
- 5 **Quote:** DIN Bold 15 pt, LS 20 pt
- 6 **Caption:** DIN Light 8 pt, LS 9.6 pt
- 7 **Text:** DIN Regular 6 pt
- 8 **Page numbers:** DIN Bold 7 pt

BUILDING MATERIALS



Registered trademarks ®

are placed vertically on the right-hand edge. The ® symbol directly follows the brand name; this is followed by the legal statement "... ® is a registered trademark of the Xella Group".

Example:

Ytong® is a registered trademark of the Xella Group.



Marking large building materials

Large building materials not packed in foil are marked using the logo square.



The template for foil may be downloaded at the brand portal.

MARKING

PALLETS/FOIL/PACKAGING

The Ytong pallet: the yellow cube has been established as a symbol of the brand for decades.

This is why the design of the Ytong pallet points the way ahead for Silka and Hebel.

The pallet packaging is with coloured foil with an impressed label. The logo, information, text and the Xella logo are centred as a pattern beneath each other.

The Xella logo, graphics, seals and all other lettering are printed in black. The brand colour in 2c is combined with black, the white portions are visible due to the product colour behind the transparent foil (e.g. Silka) or the printed material (paper).

For Xella Deutschland, the aim is to set the brand logo on pallets to width of approx. 60 cm.

Examples:



Foil packaging

- Brand logo
- Product information
- Description
- Xella logo



Packaging

BUILDING MATERIALS



Registered trademarks ®

are placed vertically on the right-hand edge. The ® symbol directly follows the brand name; this is followed by the legal statement "... ® is a registered trademark of the Xella Group".

Example:

Ytong® is a registered trademark of the Xella Group.



Marking large building materials

Large building materials not packed in foil are marked using the logo square.



Various images may be downloaded from the image database.

MARKING

USE OF LOGO ON WORKING MATERIALS

Working materials are printed with a brand flourish in the brand colour.

The packaging for all products may be designed over the whole area, or for the product brands Silka and Multipor with a band. In packaging design there is no difference between the brands except for the brand-specific colour and the band design.

Examples:

Working materials/ tools



Packaging



Working clothes



MARKING

USE OF LOGO ON VEHICLES

The design of vehicles must always be oriented to the standards prescribed by corporate design. Apart from this, creative design is expressly desired for which current campaigns may provide orientation.

The aim is to increase the visibility of the brands and improve perception, e.g. by covering the whole bodywork of vehicles.

The overall picture of a vehicle should always be coherent and suitably represent and advertise the brand.

Examples:



Bus



Lorry



Silo vehicle Ytong

Please note:

- **Vehicles** are normally painted as far as possible in “3/4 brand colour and 1/4 white”; if this is not possible (e.g. silo vehicles) a different method is possible according to the corporate design standards.
- **The white areas** may contain a statement on the product or brand.
- **The brand flourish** must always be clearly recognisable.



Best-practice examples
may be downloaded at
the brand portal.

BUILDING
MATERIALS

® symbol

The ® symbol always follows directly after the brand name.

GIVEAWAYS

USE OF LOGO ON ADVERTISING AIDS

A priority is for advertising aids to be in the shape of the respective logo square. (The brand flourish may be used on small formats, e.g. on ballpoint pens or pencils.)

If this is not possible, the brand is printed in the form of the respective brand flourish.

Examples:

Useful articles



Office material



Other giveaways



Best-practice examples may be downloaded at the brand portal.

DRY LINING BUSINESS UNIT

Dry Lining and Fire Protection – at a glance

Fermacell gypsum fibreboard is synonymous with high-quality dry-wall installations and woodworking.

Fermacell Powerpanel offers convincing applications for damp rooms and highly stressed ambient conditions (catering kitchens, pools, saunas and outdoor applications).

Fermacell greenline stands for more healthy living. This board permanently binds pollutants and odours from the ambient air.

Fermacell Aestuver stands for preventive fire protection, high resistance to pressure and bending tension, water and frost resistance.

Digital support in the form of templates may be obtained at the Xella Group brand portal:
<http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to:
corporate-design@xella.com.



DRY LINING



The contents or index at the end of the manual will offer you faster navigation.



DRY LINING

FERMACELL AND FERMACELL AESTUVER



Fermacell is the brand for drywall installation systems.



Fermacell Aestuver stands for preventive fire protection, high resistance to pressure and bending tension, water and frost resistance.

Dry Lining and Fire Protection: a wide range of applications

- Interior refurbishment (wall dividers, flooring, wet cells)
- Renovation and modernisation
- Wooden structures
- Fire-protection panelling for load-bearing structures, electric cable and sheet-metal channels, independent components like ventilation channels and cable ducts and wall and ceiling constructions for emergency escape routes

Interior refurbishment:



Construction of wooden structures:



Söderledstunnel, Stockholm:



DRY LINING



Brand flourish

The brand flourish is only for limited printing techniques like silk-screen printing, embroidery or very small depictions.



Advertising aids

The brand flourish is used for advertising aids in the brand colour.



Registered trademark ®

The position of the registered trademark ® is fixed and it is scaled in proportion for other sizes. Use of the registered trademark ® is defined in the basic section of the Corporate Design Manual on p. 10.



BRAND LOGOS

The brand flourish appears in white on the typical brand colour background.

The word logos Fermacell and Fermacell Aestuver each take up approx. 73% of the width of the coloured square. The distance to the edge is defined by the height of the “f” in the Fermacell flourish. The ratio of brand flourish to square is firmly determined and may never vary.

Logo square Colour:	Logo square Greytone:	Brand flourish:
 <p>Colour values: CMYK 0/55/100/0 RGB 250/129/20 HKS 7 PANTONE 1505 C RAL 2008</p>	 <p>Colour values: CMYK 0/0/0/40</p>	 <p>Colour values: CMYK 0/0/0/100</p>
 <p>Colour values: CMYK 0/100/95/0 RGB 254/0/9 HKS 13 PANTONE 1788 C RAL 3024</p>	 <p>Colour values: CMYK 0/0/0/60</p>	 <p>Colour values: CMYK 0/0/0/100</p>

DRY LINING

**Electronic documents**

Exceptions for the use of typography are documents compiled electronically, e.g. letters, PowerPoint slides or browser fonts. Arial is used here.

**The DIN typeface family**

DIN does not contain any Cyrillic characters so Arial should also be used here.

**Purchasing the typeface**

The DIN typeface is available from www.fontshop.de.

**Bullet points**

Units of measure form an exception when directly below each other and they belong together. Beispiel:

- Format 1,000 × 1,000 mm, rabbet edge four sides
- Format 1,200 × 1,200 mm, rabbet edge three sides

TYPOGRAPHY

The entire printed communication of Dry Lining business unit is set in the typeface DIN (DIN Pro).

The type weights Light, Regular and Bold may be selected. All texts are set flush left, ragged right.

Other weights, modification or other typefaces are impermissible.

DIN Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Intro headline, copy, table

DIN Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Table, caption

DIN Pro Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Headline on front cover, subline on front cover, intro copy, copy, address

Bullet points

Bullet points/symbols are small squares in the brand colour.

DRY LINING

**Document grid**

All image advertisements are aligned to the document grid.

IMAGE ADVERTISEMENTS

This layout is the basis for all image advertisements for the Dry Lining business unit and must be transferred to all existing formats.

These normally comprise the following elements:

- Dark gradation
- Headline with subline and copy
- Word/symbol logo band with photo of the Fermacell boards
- Colour motif
- Pure text advertisements are possible.

Please note:

- The dark gradation is set up in the layout program and runs from 90% to 65% black.
- The gradation is positioned in the lower third and the word/symbol logo band is placed above it, aligned to the document grid.
- The shadow of the boards is to be used in half the size
- With two-page advertisements, the back is set out like the back of the reference sheet.

Example advertisement:



Headline:
DIN Pro Light,
variable,
Example here:
19 pt, LS 110%
of type size
Colour: orange



Templates for image advertisements may be downloaded at the brand portal.

DRY LINING



Document grid
All folders are aligned to the document grid.

FOLDERS

This layout is the basis for all folders of the Dry Lining business unit and must be transferred to all existing formats.

The following elements are normally selected:

- Dark gradation visible in the upper third of the front cover
- Headline with subline flush left
- Word/symbol logo band with photo of the Fermacell boards

Use of application or image photos

Application photos:

- Appear: brochure covers (e.g. planning and processing) and the price list
- Motif: close-up of hands during a work process
- Colour: two-coloured image structure
- Addition: the title pages of the PowerPoint presentations also include pictures in a two-coloured image structure

Image photos:

- Appear: posters, advertisements, flyers, trade fair walls, front covers
- Motif: close-up of objects which relate to the content in their meaning/symbols
- Colour: coloured image structure, rich and expressive colours

Please note:

- The dark gradation is in the background and extends over the whole page.
- The shadow of the boards is to be used in half the size.

A4 format example:



Front



Back

Back:

- Word/symbol logo
- The addresses of the Fermacell locations appear on the left.
- All other details appear on the right in the third column.



Templates for the folders may be downloaded at the brand portal.

DRY LINING



Example page for Fermacell Aestuver

The application for Fermacell Aestuver brochures is identical to that for Fermacell.

The only difference:

Fermacell Orange turns into Fermacell Aestuver Red.

FOLDERS

INSIDE PAGES

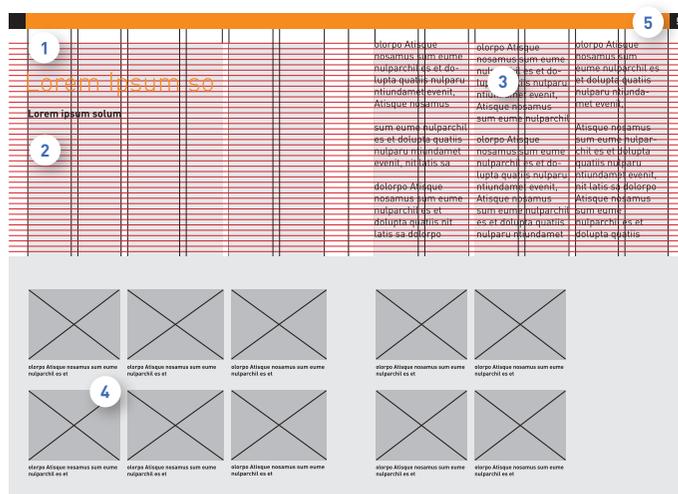
The inside pages have a six-column basic grid, on which the text runs over three columns. The distance between columns amounts to 1 unit (5 mm).

Please note:

- When a chapter begins, a grey area (10% black) appears in the upper third. It can extend in width over the whole page.
- Apart from this, grey areas (10% black) may serve as design elements in the background. These can also structure various elements and can be bled.
- All elements are aligned to the document grid – with a minimum distance of 1 U (unit) from each other. 2 U (units) = 10 mm.
- Small illustrations may not be bled. Larger-scale illustrations may be bled for a better effect.
- The caption is always placed under the image or beside it aligned to the lower edge. The distance from the lower edge of the image to the baseline for copy corresponds to the distance U (unit).
- Paragraph, table and object formats may be found in a file containing examples (brochure).

A4 format example:

- Headline front cover:**
DIN Pro Light 24 pt,
LS 110% of type size
 - Subhead front cover:**
DIN Pro Bold 13 pt,
LS 150% of type size
 - Copy:**
DIN Pro Light 9 pt,
LS 150% of type size
 - Caption:**
DIN Pro Light 7–9 pt,
LS 9–11 pt
 - Page numbers:**
DIN Pro Bold 9 pt
- Subhead front cover:**
DIN Pro Bold 13 pt,
LS 160% of type size



10 mm
10 mm

Standard type area for A4 (wire stitching, not punched)
Top: 20 mm
Bottom: 17 mm
Inside: 10 mm
Outside: 10 mm
Column width for copy: 60 mm

Type area for adhesive binding with/without punching, with punching for wire stitching
 When brochures have an adhesive binding, the edges of the inside pages have to be altered for technical reasons.
Top: 20 mm
Bottom: 17 mm
Inside: 17.5 mm
Outside: 10 mm
Column width for copy: 57.5 mm

17 mm

Address:
DIN Pro Light,
LS 160% of type size

DRY LINING

**Registered trademarks ®**

are placed vertically on the right-hand edge. The ® symbol directly follows the brand name; this is followed by the legal statement "... ® is a registered trademark of the Xella Group".

Example:

Fermacell® is a registered trademark of the Xella Group.

**Marking large building materials**

Large building materials not packed in foil are marked with the logo square.



Templates for foil packaging may be downloaded at the brand portal.

MARKING

PALLETS/FOIL

Pallets are packaged using transparent foil printed with the logo, text and pictogram.

The brand colour in 2c is combined with black, the white portions of the logo are visible due to the product colour behind the transparent foil. In 3c printing, the brand colour, black and white are each printed as one colour.

Example foil packaging:

DRY LINING



Registered trademarks ®

are placed vertically on the right-hand edge. The ® symbol directly follows the brand name; this is followed by the legal statement "... ® is a registered trademark of the Xella Group".

Example:

Fermacell® is a registered trademark of the Xella Group.



Marking large building materials

Large building materials not packed in foil are marked with the logo square.



Various images are available as downloads in the image database.

MARKING

USE OF LOGO ON WORKING MATERIALS

Working materials are printed with the brand logo (with the brand flourish if not otherwise possible) and appear in the brand colour.

Packaging may be designed over its whole area for all products or may look like a band for the product brand Fermacell. In packaging design there is no difference between the brands except for the brand-specific colour and the band design.

Examples:

Working material/ tools



Packaging



Working clothes



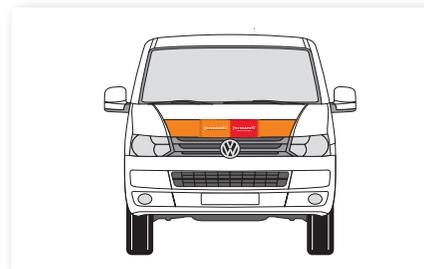
MARKING

USE OF LOGO ON VEHICLES

The design of vehicles must always be oriented to the standards prescribed by corporate design. Apart from this, creative design is expressly desired. The aim is to increase the visibility of the brands and improve perception, e.g. by covering the whole bodywork of vehicles.

The overall picture of a vehicle should always be coherent and suitably represent and advertise the brand.

Examples:



Front



Back



Side

Please note:

- **Vehicles** are normally painted as far as possible in “3/4 brand colour and 1/4 white”.
- **The white areas** may contain a statement on the product or brand.
- **The brand flourish** must always be clearly recognisable.



Best-practice examples may be downloaded at the brand portal.

DRY LINING



® symbol

The ® symbol always follows directly after the brand name..

GIVEAWAYS

Advertising aids should preferably appear in the respective brand colour and bear the printed brand logo.

If this is not possible, the brand is printed using the appropriate brand flourish.

Examples:

Useful articles



Office material



Other giveaways



Best-practice examples may be downloaded at the brand portal.

LIME BUSINESS UNIT

Lime – at a glance

Fels stands for high-quality lime and limestone products.

Specific products are manufactured for various branches of industry in modern plants.

Lime is a major factor in the industrial added-value chain.

Digital support in the form of templates may be obtained at the Xella Group brand portal:
<http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to:
corporate-design@xella.com.

LIME



The contents or index at the end of the manual will offer you faster navigation.



LIME BUSINESS UNIT

FELS

Fels is the brand for lime and limestone.

Lime: versatile applications

- Steel/chemicals industry
- Environmental protection: air pollution control, water conditioning, waste-water treatment, lake revitalisation
- Building materials industry
- Road construction
- Land and forestry

Electron microscope:



Kaltes Tal lime quarry:



Open-cast lime mining:



LIME



Brand flourish

The brand flourish is only for limited printing techniques like silk-screen printing, for embroidery or very small depictions.



Advertising aids

The brand flourish is used for advertising aids in the brand colour.



Registered trademark ®

The position of the registered trademark ® is fixed and it is scaled in proportion for other sizes. Use of the registered trademark ® is defined in the basic section of the Corporate Design Manual on p. 10.



BRAND LOGOS

The brand flourish appears in black on the typical brand colour background.

The logo square may never appear on a background of the same colour. The ratio of brand flourish to square is firmly determined and may never vary.

Logo square Colour:	Logo square Greytone:	Brand flourish:
 <p>Colour values: CMYK 0/60/100/0 RGB 250/120/20 HKS 7 PANTONE 1505 C RAL 2008</p>	 <p>Colour values: CMYK 0/0/0/50</p>	 <p>Colour values: CMYK 0/0/0/100</p>

LIME

**Electronic documents**

Exceptions for the use of typography are documents compiled electronically, e.g. letters, PowerPoint slides or browser fonts. Arial is used here.

**The DIN typeface family**

DIN does not contain any Cyrillic characters so Arial should also be used here.

**Purchasing the typeface**

The DIN typeface is available from www.fontshop.de.

TYPOGRAPHY

The entire printed communication of the Lime business unit is set in the typeface DIN. The type weights Light, Regular and Bold may be selected.

Other weights, modification or typefaces are impermissible.

DIN Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Headline, subtitle, copy headline, quote, page numbers, corporate name

DIN Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Copy in advertisements, address, trademark

DIN Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Overline, intro, copy in brochures, captions, marginal notes

Bullet points

Bullet points/symbols are small squares in the brand colour.

LIME



Application for the orange background

The coloured background comes from top right into the white area. Here, approx. 1/10 of the width of format remains on the left and at the bottom approx. 1/7 to 1/2 of the format height of the white area

IMAGE ADVERTISEMENTS

The design is identical to the prescribed details for image brochures of the Xella Group (see p. 37). It forms the basis for all Fels advertisements and must be transferred to all existing formats.

Image version. The basic colour when designing an image advertisement is white. The Fels advertisement has the most vivid effect if it is placed on a white background and shows a large image motif. The Fels logo is set in orange at the top right advertisement segment. In this layout version the image is very dominant and so it should be particularly expressive.

Colour version. A second option is to compile the advertisement in the brand colour. With the orange background the image then is not so prominent. In this version, the brand colour is placed on a flexible area that comes from top right on the white area.



A4 format example:



Size of brand logo for A4: 65% of the original logo (download size 300 dpi)

Copy:
DIN Regular, 9-12 pt,
LS 13-16 pt



Templates for image advertisements may be downloaded at the brand portal.

FOLDERS

The design is identical to the prescribed details for folders of the Xella Group (see p. 38/39). It forms the basis for all folders in the Lime business unit and must be transferred to all existing formats.

The design of Fels folders corresponds to the design of the image advertisements. The Fels logo is set in white on the orange background. For the white to unfold its effect on folder covers, images should be smaller and arranged in a more conscious way than, for example, in an advertisement

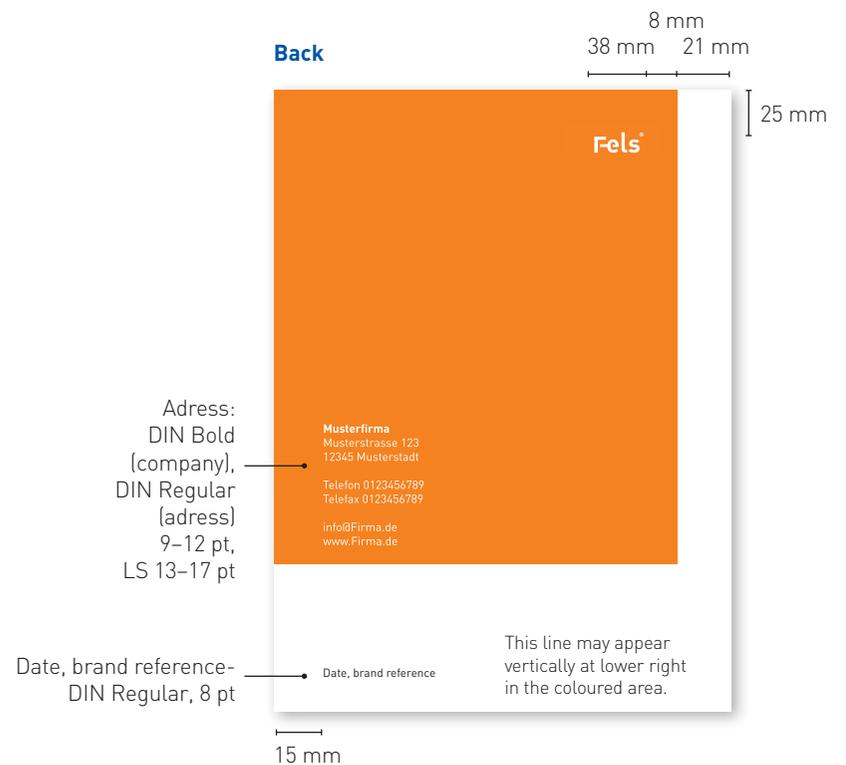


A4 format example:

Front



Back



Templates for folders may be downloaded at the brand portal.

LIME



Baseline grid

All folders are aligned to the baseline grid.



Newsletters and flyers

Shorter publications, e.g. flyers or newsletters, may also appear on one or two-column grids to improve legibility.

FOLDERS INSIDE PAGES

The inside pages follow a three-column grid – analogous again to the inside pages of the folders for the Xella Group (see p. 39).

Within this grid, images, headlines and copy may be arranged variably. Copy and long amounts of print matter are set in one column, headlines run over several columns. Large amounts of copy are set in black, headlines on the respective brand colour in black or grey.

Large images and cut-outs can be bled at the side of the format or at the top. Otherwise, the arrangement of images follows the column grid. The height of the images may vary. Tables or graphics are treated as images. Captions appear beside or below the images. Coloured areas in the brand colour may supplement the layout. They can also highlight short and important texts.

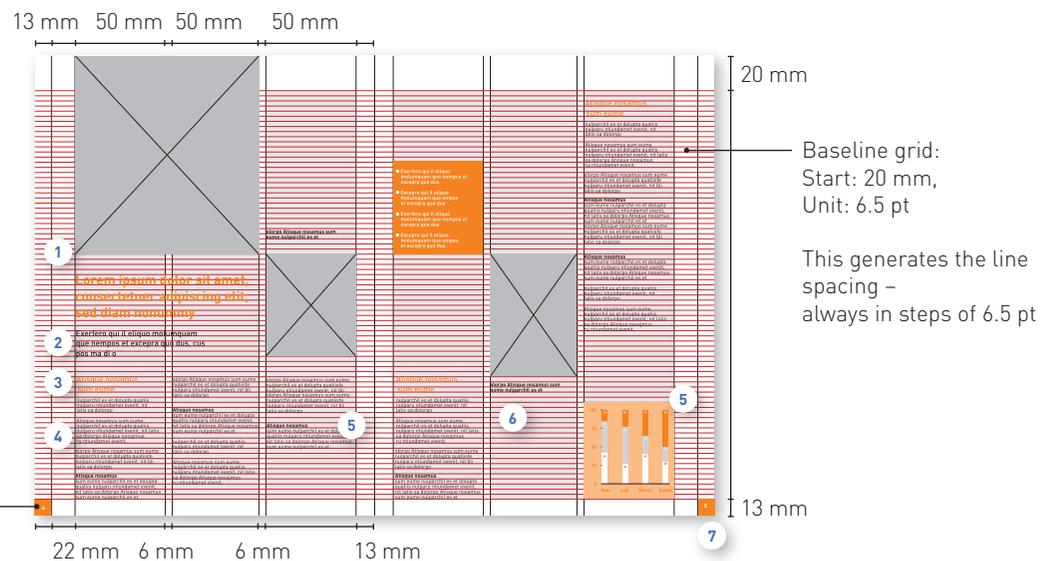
Page numbers appear in the typical squares in the brand colour.



A4 format example:

- 1 **Headline:**
DIN Bold, 25–28 pt, LS 32.5 pt
- 2 **Intro:**
DIN Medium, 12 pt, LS 19.5 pt
- 3 **Subhead:**
DIN Medium, 12 pt, LS 13 pt
- 4 **Copy:**
DIN Light, 9 pt, LS 13 pt
- 5 **Copy bold:**
DIN Bold, 9 pt, LS 13 pt
- 6 **Bildunterschrift:**
DIN Bold, 7 pt, LS 13 pt
- 7 **Paginierung:**
DIN Bold, 7 pt, LS 13 pt

Area of the page number:
13 x 13 mm,
in the respective brand colour



LIME

**Registered trademarks ®**

are placed vertically on the right-hand edge. The ® symbol directly follows the brand name; this is followed by the legal statement "... ® is a registered trademark of the Xella Group".

**® symbol**

The ® symbol always follows directly after the brand name.

MARKING ON WORKING MATERIALS

Working clothes are printed with a brand flourish in the brand colour in a conspicuous spot.

To improve legibility, the orange word logo may appear on a white background.

If this is not possible due to safety regulations, e.g. for reflective vests, the brand flourish is shown in a neutral colour.

Examples:



MARKING

USE OF LOGO ON VEHICLES

The design of vehicles must always be oriented to the standards prescribed by corporate design. Apart from this, creative design is expressly desired. The aim is to increase the visibility of the brands and improve perception, e.g. by covering the whole bodywork of vehicles.

The overall picture of a vehicle should always be coherent and suitably represent and advertise the brand.

Examples:



Professional rail shipping by
Fels Netz GmbH



Professional rail shipping by
Fels Netz GmbH



Professional rail shipping by
Fels Netz GmbH

Please note:

- **Vehicles** are normally painted as far as possible in “3/4 brand colour and 1/4 white”.
- **The white areas** may contain a statement on the product or brand.
- **The brand flourish** must always be clearly recognisable.



Best-practice examples
may be downloaded at
the brand portal.

LIME



® symbol

The ® symbol always follows directly after the brand name.

GIVEAWAYS

Advertising aids should preferably appear in the respective brand colour and bear the printed brand flourish.

If this is not possible, the brand is printed using the appropriate logo square.

Examples:

Useful articles



Office material



Other giveaways



Best-practice examples may be downloaded at the brand portal.

ECOLOOP BUSINESS UNIT

Ecoloop – recycle to gas

Innovative technology to convert waste materials into useable energy.

One of the most efficient solutions to recycle waste materials and supply energy.

Various organic materials (biomass, waste plastics, bituminous material) are converted into extremely pure, valuable syngas.

Awarded the German innovation prize for "Climate and Environment 2011".

Digital support in the form of templates may be obtained at the Xella Group brand portal: <http://brandportal.xella.com>.

You may request a password for access on the landing page of the brand portal. Please direct questions about the corporate design of the Xella Group to: corporate-design@xella.com.



ECOLOOP



The contents or index at the end of the manual will offer you faster navigation.



ECOLOOP



Ecoloop. Innovative technology to convert waste materials into useable energy.

Components:



Service:



Plant:



ECOLOOP



Brand flourish

The brand flourish is only for limited printing techniques like silk-screen printing, for embroidery or very small depictions.



Advertising aids

The brand flourish is used for advertising aids in the brand colour.



Registered trademark ®

The position of the registered trademark ® is fixed and it is scaled in proportion for other sizes. Use of the registered trademark ® is defined in the basic section of the Corporate Design Manual on p. 10.



BRAND LOGOS

A special feature of the brand logo is the tag line that always belongs to the logo. If, however, the legibility of the tag line is not guaranteed it should be omitted. This is regularly the case when the tag line reaches a type size of 6 pt or when the logo is less than 26.7 mm wide.

**Brand flourish
Colour:**



Colour values Blue:

CMYK 100/70/0/5
 RGB 36/77/150
 HKS 44
 PANTONE 2728 C
 RAL 5005 Signal Blue

Colour values Orange:

CMYK 0/72/100/0
 RGB 207/97/25
 HKS 8
 PANTONE 166 C
 RAL 2004 Pure Orange

Brand flourish:



Colour values:

CMYK 0/0/0/100

**Logo square
Colour:**



Colour values Blue:

CMYK 100/70/0/5
 RGB 36/77/150
 HKS 44
 PANTONE 2728 C
 RAL 5005 Signal Blue

Colour values Orange:

CMYK 0/72/100/0
 RGB 207/97/25
 HKS 8
 PANTONE 166 C
 RAL 2004 Pure Orange

**Logo square
Greytones:**



Colour values:

CMYK 0/0/0/15

Brand flourish:



Colour values:

CMYK 0/0/0/100

In communication instruments with the Xella source the logo with the typical logo square is to be used.

ECOLOOP

**Electronic documents**

Exceptions for the use of typography are documents compiled electronically, e.g. letters, PowerPoint slides or browser fonts. Arial is used here.

**Purchasing the typeface**

The Akkurat typeface can be obtained from www.lineto.com.

TYPOGRAPHY

The entire printed communication of the Ecoloop business unit is set in the typeface Akkurat. The type weights Light, Regular and Bold may be selected.

Other weights, modification or other typefaces are impermissible.

Akkurat Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Headlines,
highlighting

Akkurat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Long amounts of text

Akkurat Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Signatures,
designations

Bullet points

Bullet points/symbols are small squares in the brand colour.

ECOLOOP

IMAGE ADVERTISEMENTS

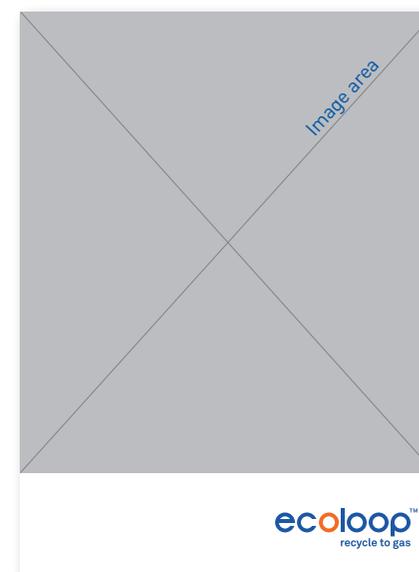
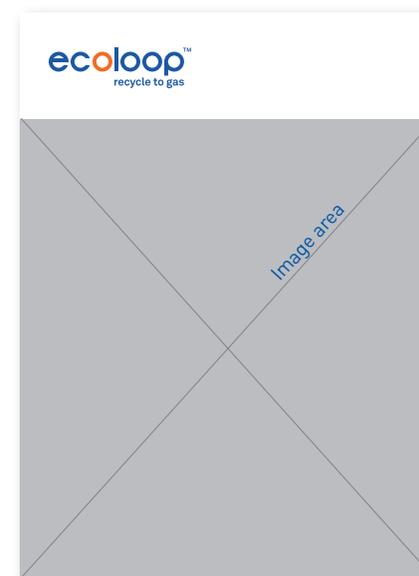
When compiling image advertisements it must be ensured that the logo is always placed on a white background so that it is always legible.

Image elements and graphics must always be arranged so that this provision is fulfilled.

The logo should appear at top left or bottom right on all formats.

This design is the basis for all image advertisements of the Ecoloop business unit and must be transferred to all existing formats.

A4 format example:



Templates for image advertisements may be downloaded at the brand portal.

ECOLOOP

**Registered trademarks ®**

are placed vertically on the right-hand edge. The ® symbol directly follows the brand name; this is followed by the legal statement "... ® is a registered trademark of the Xella Group".

**® symbol**

The ® symbol always follows directly after the brand name..

MARKING WORKING MATERIALS

Working clothes are printed with a brand flourish in the brand colour in a conspicuous spot.

If this is not possible due to safety regulations for working clothes, e.g. for reflective vests, the brand flourish is shown in a neutral colour.

Examples:



ECOLOOP



© symbol

The © symbol always follows directly after the brand name.

GIVEAWAYS

USE OF LOGO ON ADVERTISING AIDS

Advertising aids should preferably appear in the respective brand colour and bear the printed brand logo.

If this is not possible, the brand is printed using the appropriate logo square.

Production examples for future EcoLoop giveaways:

Useful articles



Office material



Other giveaways



Best-practice examples may soon be downloaded at the brand portal.

PEOPLE TO CONTACT

Xella International GmbH
International Marketing & Communications

Telephone +49 203 60880-5501
corporate-design@xella.com

The logo for YTONG, featuring the word "YTONG" in a bold, black, sans-serif font on a yellow rectangular background.The logo for silka, featuring the word "silka" in a lowercase, black, sans-serif font on a blue rectangular background.The logo for multipor, featuring the word "multipor" in a lowercase, black, sans-serif font on a yellow rectangular background.The logo for hebel, featuring a stylized black icon of a hammer and chisel above the word "hebel" in a lowercase, black, sans-serif font on an orange rectangular background.The logo for fermacell, featuring the word "fermacell" in a lowercase, black, sans-serif font on an orange rectangular background.The logo for fermacell AESTOVER, featuring the word "fermacell" in a lowercase, black, sans-serif font above the word "AESTOVER" in a smaller, uppercase, black, sans-serif font on a red rectangular background.The logo for fels, featuring the word "fels" in a lowercase, black, sans-serif font on an orange rectangular background.The logo for ecoloop, featuring the word "ecoloop" in a lowercase, black, sans-serif font above the word "mayce 12.12.18" in a smaller, lowercase, black, sans-serif font on a light gray rectangular background.

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YTONG

silka

multipor

hebel

fermacell

fermacell
AESTUVER

fels

ecoloop
reynoldson

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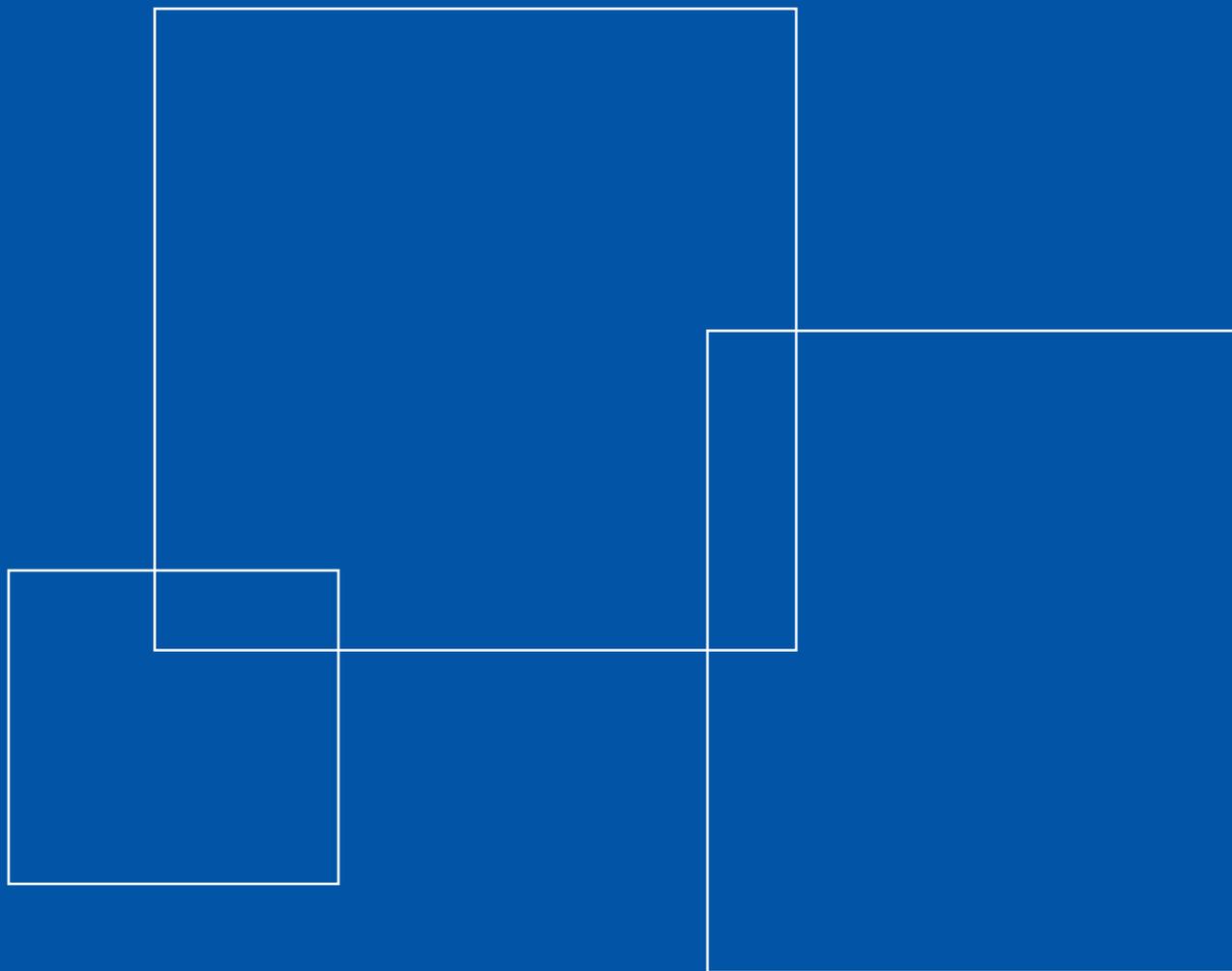
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