FERODO®



BRANDBOOK

2018 V01

Ferodo® is a registered trademark of Tenneco Inc. or one or more of its subsidiaries in one or more countries.

IDENTITYELEMENTS

2.1 **LOGO**

The Ferodo Logo is the most fundamental element of our brand. It's an intangible, yet vitally important asset. You can help preserve its value as a brand and trademark with correct and consistent usage. **Always implement it without a tagline.** This will ensure the visual impact and overall integrity of the brand.



FULL COLOUR LOGO (PREFERRED)

The full-colour Ferodo logo is a single, integrated graphic, made up of the red and black bar and the wordmark.

ONE-COLOUR LOGO (ACCEPTABLE)

The one-colour Ferodo logo – black or greyscale – is to be used when production constraints prevent the use of the full-colour Ferodo logo.

MINIMUM SIZE

To ensure the integrity of the Ferodo logo, the minimum size must be respected. The minimum width is 20 mm.





PREFERRED



ON A DARK BACKGROUND



NEGATIVE



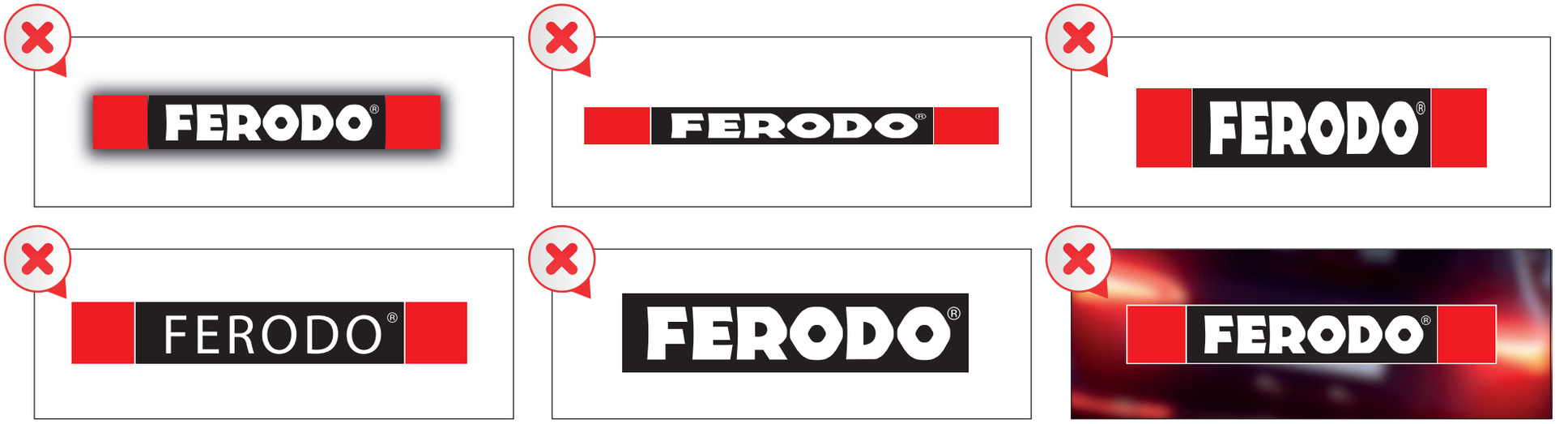
GREYSCALE



ONE-COLOUR

DON'T

- separate the red and black bar from the wordmark
- distort the proportions of the logo
- use the logo smaller than its minimum size
- redesign or recreate the logo artwork
- enclose the logo within a shape
- change the colours of the logo
- change the font type of the logo
- use a drop shadow behind the logo
- use the logo or parts of the logo to create a design or pattern
- animate the logo
- use special effects with the logo



2.2 COLOURS

Colour is a critical element in creating a memorable impression. Colour evokes emotion and is rich in symbolism. It can be used to link certain information, providing visual clues for continuity and/or differentiation. Using colours consistently in all communications will strengthen the brand recognition, create impact and differentiate our brand. The Ferodo colour palette is comprised of colours used in the Ferodo logo.

WHICH COLOUR FORMULATION SHOULD YOU USE?

- For most print applications, use Pantone or CMYK colours
- Approved CMYK colour values can be used for print applications if Pantone colours are not available
- Approved RGB colour values can be used for on-screen use such as PowerPoint® presentations*
- Approved HTML colour values can be used for web applications*

* Please note that colours may appear different depending on specific browser and/or monitor settings. Pantone® and the Pantone Matching System® are registered trademarks of Pantone, Inc.

PRIMARY COLOUR PALETTE

Pantone 485 C

C0% M100% Y100% K0%
R193 G0 B31
HTML c1001f

Pantone Black C

C0% M0% Y0% K100%
R0 G0 B0
HTML 000000

2.3 TYPOGRAPHY

Typography is an essential component of the brand identity system. A disciplined use of typographic standards helps maintain a strong and effective brand identity. Typography standards also add consistency to Ferodo communications in all forms.

The following font makes up the typography standards of the Ferodo brand identity: **DIN Pro**

TYPESET USES

Typeset uses include all communications that are professionally printed or produced. Examples include brochures, advertisements, trade show displays, packaging and stationery. Other than foreign language translations, there are no acceptable substitutes for the approved fonts on professionally produced materials.

ALTERNATE FONTS FOR NON-TYPESET USES

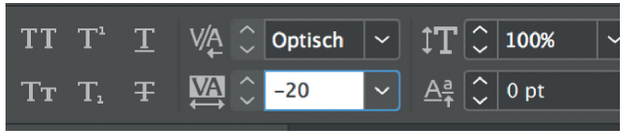
Non-typeset uses include a variety of internal, employee-generated, and online communications. This includes websites, PowerPoint® presentations, forms, memos, invoices, and other documents. For these non-typeset uses, you may use the following alternate fonts, widely available in the Microsoft Windows Operating System. **Arial** can be used instead of **DIN Pro**.

TYPOGRAPHIC SPACES

Tight word spacing and normal letter spacing are preferred for all Ferodo communications. Extreme variations in spacing should be avoided as they affect readability. In order to support readability, dividing words at the end of a line is allowed.

BODY COPY

For body copy it is recommended to adjust the spacing to -20



MAIN HEADLINES, HIGHLIGHTS...

DIN PRO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0123456789

HIGHLIGHTS SUCH AS TESTIMONIALS...

DIN PRO LIGHT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 0123456789

BODY COPY, CAPTIONS, TABLES...

DIN PRO LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

DIN PRO REGULAR

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

HEADLINES IN BODY COPY AND TABLES, HIGHLIGHTS IN BODY COPY...

DIN PRO BOLD

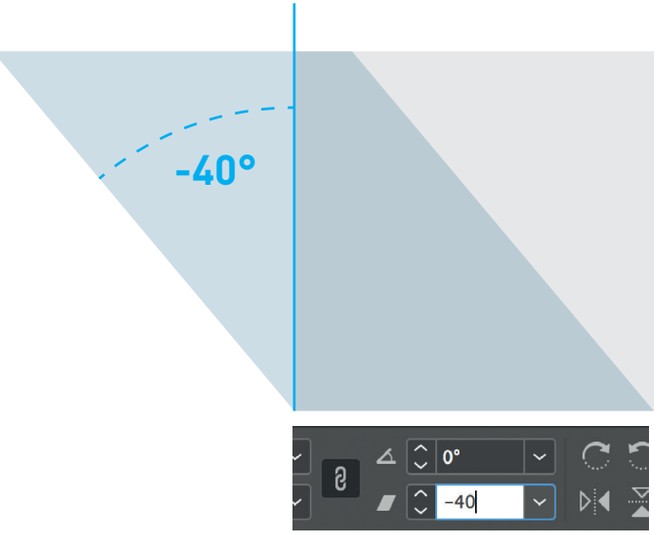
Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

DIN PRO BLACK

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz 0123456789

2.4 **-40° BASIC SHAPE**

Always create your basic shape with a landscape/horizontal feel.
This immediately gives the impression of speed.



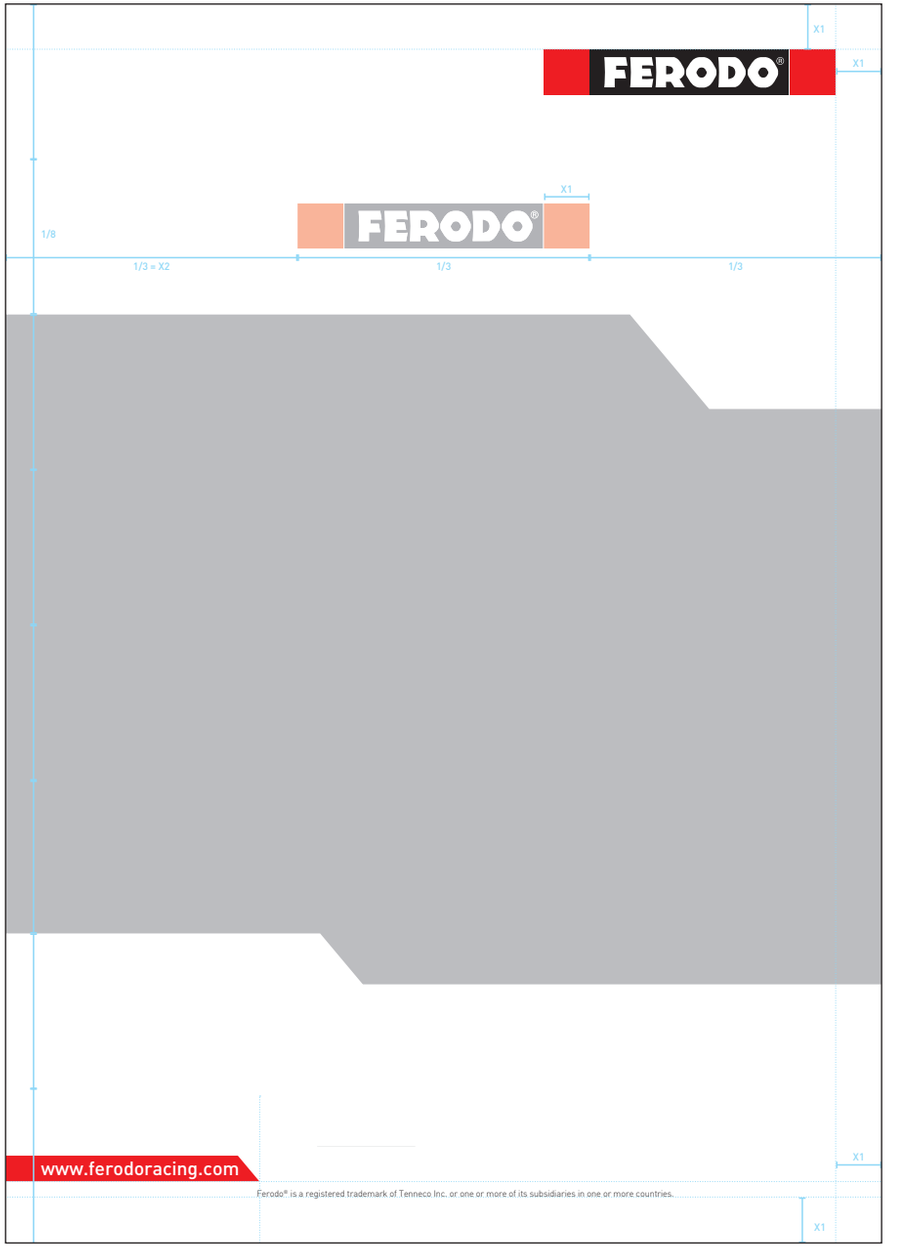
You can use add-ons to make the shape even more dynamic, but don't make it too complex.
The overall colour should be grey with red accents.







2.5 **LAY OUT**


X1
X1
X1
1/8
1/3 = X2
1/3
1/3
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X1
X1

2.8 **DISCLAIMER**

"The content contained in this article is for informational purposes only and should not be used in lieu of seeking professional advice from a certified technician or mechanic. We are not liable for any damages resulting from your reliance on this content."

The disclaimer needs to be communicated at the bottom of all **communications that include technical elements.** Each publication should contain the lines above.



EXAMPLES



ADVERT



ADVERT