The clever choice.

EUROLUB®
LUBRICANTS·ADDITIVES·CAR CARE

BRAND BOOK

FOREWORD

As an international company, we are judged not only by our work and our products. How we present ourselves also plays a very significant role in the way our identity is portrayed internally and externally. Competence, consistency and continuity form the basis for a company's unique recognition.

This Brand Book is the result of intensive deliberations on the EUROLUB brand, its values and roots and on the presentation of its prospects for the future. The objective in developing this manual was to differentiate EUROLUB from the competition and to create the basis for successful and consistent brand management. All of this manual's guidelines must therefore be consistently applied – always and everywhere.

The department that is responsible for the brand image and therefore also with the global authority to issue instructions regarding EUROLUB's corporate design is the Marketing Department. It is also your point of contact for any questions.

We work with passion and determination at EUROLUB to ensure the outstanding quality of our products. We are confident that you will adopt this same attitude when implementing our brand image.

Hubert Huber
Managing Partner
EUROLUB GmbH

CONTENTS

CONTENTS

1. BRAND AND BRAND BOOK

1. BRAND AND BRAND BOOK
1.1. Areas of applicability and users of the Brand Book

The Brand Book's area of applicability extends to everyone dealing with the brand on a daily basis. It obliges all users to adhere to the brand rules and to the corporate design. The EUROLUB brand is the focus to which all brand-relevant activities relate. All relevant advertising materials/vehicles are covered. Agreement on any that are not covered must be obtained as necessary from the central marketing department (German headquarters).

1. BRAND AND BRAND BOOK
1.2. The EUROLUB brand

Values create common ground and provide stability in a sector typified by transient trends. A brand's values therefore need to be carefully defined and clearly expressed. For especially in a society like ours, where external appearance plays a major role, first impressions are more crucial than ever and a spontaneous judgement is not easily changed.

Brand vision
Where will the EUROLUB brand be in the future? How will it be seen?

"EUROLUB will in future no longer be just an alternative to the currently familiar star brands, but will be one of the leading brands itself".

Brand differentiation
In what clear and demonstrably positive way does EUROLUB differ from the competition?

"EUROLUB is the brand-name supplier with the best balance between overall performance and price".

Purchasing motive
Why do customers buy EUROLUB products (rational and emotional reasons)?

Dealer: "I can rely on EUROLUB. It makes me independent of the star brands and lets me achieve good margins".

*Consumers: "When it comes to engine oil, additives and car care, I naturally opt for EUROLUB! I'm not stupid, after all!
I'm not going to pay extra for the big brands!"*

Product promise
What is our promise to customers and what benefits do they get (rational and emotional) from EUROLOUB?

Dealer: "With us you will become independent, will have good sales and can be sure to achieve good margins!"

Consumers: "When it comes to engine oil, additives and car care, clever motorists rely on EUROLUB, thus ensuring themselves brand quality at an affordable price."

Core message / claim:

"The clever choice".

Tonality
The tonality describes how we as a brand are perceived in total, not just in advertising, but as a whole (promotion, colour scheme, language and typography, but also product, development, production, sales, employees, etc.)

"Whenever people see the EUROLUB brand, it makes a professional, dynamic, and authentic impression!"

2. BASIC ELEMENTS

2. BASIC ELEMENTS
2.1. The EUROLUB logos

The central element of the corporate design is the company name – and its visible symbol: the logo.

The company logo is a brand logo whose purpose is to identify EUROLUB and its services.

The logo's shape, colour and aspect ratio are binding. The logo is used as a word /image logo and may not be altered in shape or copied.

Company logo

Logo with dealer suffix

2. BASIC ELEMENTS

2.2.   The EUROLUB supplementary pictorial logos

Supplementary pictorial logos may be created only by EUROLUB's head office in Eching, Germany.

Oil Finder logo

Classic Oil logo

Incentive scheme logo

2. BASIC ELEMENTS

2.3. Logo – Buffer zone & spacing

Buffer zone

The logo has a buffer zone all around it. No design elements of any sort may penetrate into this zone. This buffer zone is based on the letter 'E' from the logo. The buffer is at least 1 E on all sides. The defined buffer zone is the minimum space.

Exception: the dealer suffix

Spacing within the logo

The spacing within the logo is derived from the height of the blue bar plus the white gap above the lower part of the logo and are defined as 1 X.

The spacing within the dealer suffix is defined as 0.75 X.

FOR THE POSITIONING OF THE LOGO, PLEASE REFER TO THE FOLLOWING SECTIONS.

2. BASIC ELEMENTS
2.4. Logo – Use

4c positive – colour

4c negative – colour

1c positive – black and white

1c negative – black and white

2. BASIC ELEMENTS

2.5. *Logo – International logos and banned formats*

The company name gets translated into Chinese.

The logo suffix may not be translated into the respective national language.

2. BASIC ELEMENTS

2.6. Logo – Modifications and banned formats

Pictorial logo and wording

Pictorial logo only – not allowed

The logo must not be scaled out of proportion.

The logo's colours must not be changed.

The logo must always be horizontally aligned.

Exceptions: flags or other vertically shaped advertising materials

2. BASIC ELEMENTS
2.7.   The brand claim

The brand claim renders in a short, pithy form the key element of the brand positioning. It expresses the core brand values and gives EUROLUB a value proposition for clients and consumers.

Claim – German

Die clevere Entscheidung.

Font:
Neo Sans Pro / medium italic

The slogan is written in upper and lower case and finishes with a full stop.

Claim – English

The clever choice.

Claim – On 2 lines, for smaller formats

The clever
choice.

When used on two lines, the break in the slogan comes after 'clever'.

The clever choice.

EUROLUB
LUBRICANTS · ADDITIVES · CAR CARE

THE EUROLUB-
INCENTIVE SCHEME

The slogan is always to the left of the logo.
Exception: trade fair booth

The clever choice.

Whenever possible, the slogan is placed on a blue background.

EUROLUB – The clever choice.

When used in combination with the brand name

2. BASIC ELEMENTS

2.8. Logo sizes and claim in practical use

MEDIUM	FORMAT	LOGO WIDTH	EUROLUB claim font size
DIN A4	210 x 297 mm	45 mm	12 pt
DIN A5 (portrait and landscape)	148 x 210 mm	42 mm	10 pt
DIN A6	148 x 105 mm	42 mm	10 pt
DIN long (portrait and landscape)	210 x 105 mm	42 mm	10.5 pt
Square	210 x 210 mm	45 mm	12 pt
DIN A3	297 x 420 mm	65 mm	15 pt
DIN A2	420 x 594 mm	90 mm	20 pt
DIN A1	594 x 841 mm	128 mm	25 pt
DIN A0	841 x 1189 mm	180 mm	35 pt
Roll-up	1000 x 2200 mm	320 mm	80 – 100 pt (option: beneath image)

SPECIAL FORMATS:
For special formats the height of the EUROLUB 'E' is based on the closest sized standard format.

EXTREME SPECIAL FORMATS:
In the case of extreme special formats, e.g. very narrow portrait or landscape formats (banners, single-column ad formats, etc.), it may be appropriate not to use the defined logo rules. A reasonable logo size should then be worked out that matches the appearance of the examples shown in this CD manual.

For extreme special formats of this kind the logo sizes must be coordinated in advance with the CD manager.

2. BASIC ELEMENTS

2.9. House colours

Red

CMYK:	0 / 100 / 100 / 0
Pantone:	485 C
RGB:	226 / 0 / 26
WebSafe:	#e2001a
RAL:	3020

Blue

CMYK:	100 / 55 / 0 / 40
Pantone:	294 C
RGB:	0 / 60 / 110
WebSafe:	#003c6e
RAL:	5013

Light blue

CMYK:	40 / 22 / 0 / 16
Pantone:	535 C
RGB:	145 / 160 / 200
WebSafe:	#91a0c8
RAL:	5014

2. BASIC ELEMENTS

2.10. House font – for print media produced externally

Neo Sans Pro / regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1023457890 .,!"§$%&/()=?`*'_.:;

Body text

Character spacing 30

Neo Sans Pro / medium italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1023457890 .,!"§$%&/()=?`*'_.:;

Headlines, highlighted items

Character spacing 30

Neo Sans Pro / italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1023457890 .,!"§$ %&/()=?`'_.:;*

Other emphasised texts

Character spacing 30

NEO SANS PRO is NOT relevant for documents that are produced internally. Please see also page 19.

2. BASIC ELEMENTS

2.11. *House font – for documents produced internally and the internet*

Calibri / regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1023457890 .,!"§$%&/()=?`*'_:;

Body text

Calibri / bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1023457890 .,!"§$%&/()=?`*'_:;**

Headlines, highlighted items

Please use CALIBRI for documents being produced internally.

2. BASIC ELEMENTS

2.12. How to write the company name

How to write the company name

The company name must under all circumstances be communicated in a consistent written form.

This means:

- The company name is always written in upper case.

- The company name is never split.

- The company name is always linked by a hyphen to other words
  (e.g. EUROLUB-announcement).

- The company is written with no article.

- The company name is written in upper case in the body text and is subject to the same font style, font size and
  colour as the rest of the text.

2.   BASIC ELEMENTS

2.13.   The EUROLUB rhomboid

The left and right sides of the rhomboid are defined by a 12° slant. It is derived from the shape of the EUROLUB logo.

The rhomboid is always used with bleed (see example).

The rhomboid also acts as a shaping element for placed graphical material.

3. BUSINESS STATIONERY

3. BUSINESS STATIONERY

3.1. Business cards D
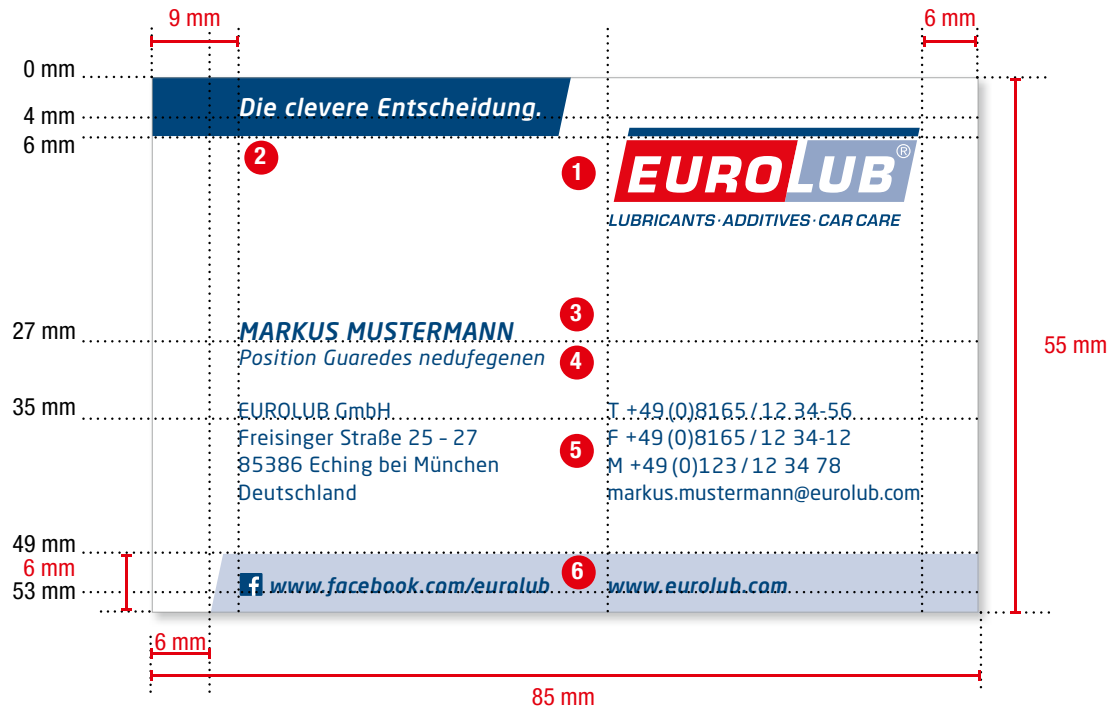
Die clevere Entscheidung.

EUROLUB
LUBRICANTS · ADDITIVES · CAR CARE

9 mm   6 mm

0 mm
4 mm
6 mm

MARKUS MUSTERMANN
Position Guaredes nedufegenen

EUROLUB GmbH   T +49 (0)8165 / 12 34-56
Freisinger Straße 25 – 27   F +49 (0)8165 / 12 34-12
85386 Eching bei München   M +49 (0)123 / 12 34 78
Deutschland   markus.mustermann@eurolub.com

27 mm
35 mm
49 mm
6 mm
53 mm

6 mm

55 mm

85 mm

f www.facebook.com/eurolub   www.eurolub.com

① **LOGO:** Size and position are mandatory, width 32 mm
② **CLAIM:** Neo Sans Pro / medium italic 7 pt, character spacing 30
③ **CONTACT NAME:** Neo Sans Pro / medium italic, upper case 7 pt, character spacing 30
④ **POSITION:** Neo Sans Pro / italic 6 pt, character spacing 30
⑤ **ADDRESS BLOCK:** Neo Sans Pro / regular 6 pt, line spacing 8 pt, character spacing 30
⑥ **FOOTER:** Neo Sans Pro / medium italic 6 pt, character spacing 30

3. BUSINESS STATIONERY
3.2. Business cards EN

1 **LOGO:** Size and position are mandatory, width 32 mm
2 **CLAIM:** Neo Sans Pro / medium italic 7 pt, character spacing 30
3 **CONTACT NAME:** Neo Sans Pro / medium italic, upper case 7 pt, character spacing 30
4 **POSITION:** Neo Sans Pro / italic 6 pt, character spacing 30
5 **ADDRESS BLOCK:** Neo Sans Pro / regular 6 pt, line spacing 8 pt, character spacing 30
6 **FOOTER:** Neo Sans Pro / medium italic 6 pt, character spacing 30

3. BUSINESS STATIONERY
3.3. Envelopes D

Die clevere Entscheidung. **2**

EURO LUB **1**
LUBRICANTS·ADDITIVES·CAR CARE

3

EUROLUB GmbH | Freisinger Straße 25 - 27 | 85386 Eching bei München | Germany | f +49 (0) 81 65 / 95 91-0 | info@eurolub.com
Ust-IdNr. DE 128962688 | Steuer-Nr. 115/125/90707 | ILN 40 25377 00000 8 | Registergericht München | HRB-Nr. 76 413 | Geschäftsführer: Hubert Huber

LBBW / BW Bank   Raiffeisenlandesbank Oberösterreich   UniCredit Bank AG
IBAN DE79 6005 0101 0004 6379 50 NL Süddeutschland   IBAN DE77 7002 0270 0015 6269 10
BIC SOaLADEST600   IBAN DE69 7402 0100 0008 6015 69   BIC HYVEDEMMXXX
                                  BIC RZOODE77XXX

f **www.facebook.com/eurolub**   **4**   *www.eurolub.com*

---

1 **LOGO:** Size and position are mandatory, width 45 mm

2 **CLAIM:** Neo Sans Pro / medium italic 11 pt, character spacing 30

3 **ADDRESS & BANK DETAILS:** Neo Sans Pro / regular 6.5 pt, character spacing 30

4 **FOOTER:** Neo Sans Pro / medium italic 9 pt, character spacing 30

3. BUSINESS STATIONERY

3.4. Envelopes EN

The clever choice.

EUROLUB®
LUBRICANTS · ADDITIVES · CAR CARE

EUROLUB GmbH | Freisinger Straße 25 - 27 | 85386 Eching bei München | Germany | f +49 (0) 81 65 / 95 91-0 | info@eurolub.com
VAT ID No. DE 128962688 | Tax No. 115/125/90707 | ILN 40 25377 00000 8 | Registry Court Munich | Reg. No. 76 413 | Managing Director: Hubert Huber

LBBW / BW Bank	Raiffeisenlandesbank Oberösterreich	UniCredit Bank AG
IBAN DE79 6005 0101 0004 6379 50	NL Süddeutschland	IBAN DE77 7002 0270 0015 6269 10
BIC SOLADEST600	IBAN DE69 7402 0100 0008 6015 69	BIC HYVEDEMMXXX
	BIC RZOODE77XXX	

f www.facebook.com/eurolub

www.eurolub.com

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1 LOGO: Size and position are mandatory, width 45 mm

2 CLAIM: Neo Sans Pro / medium italic 11 pt, character spacing 30

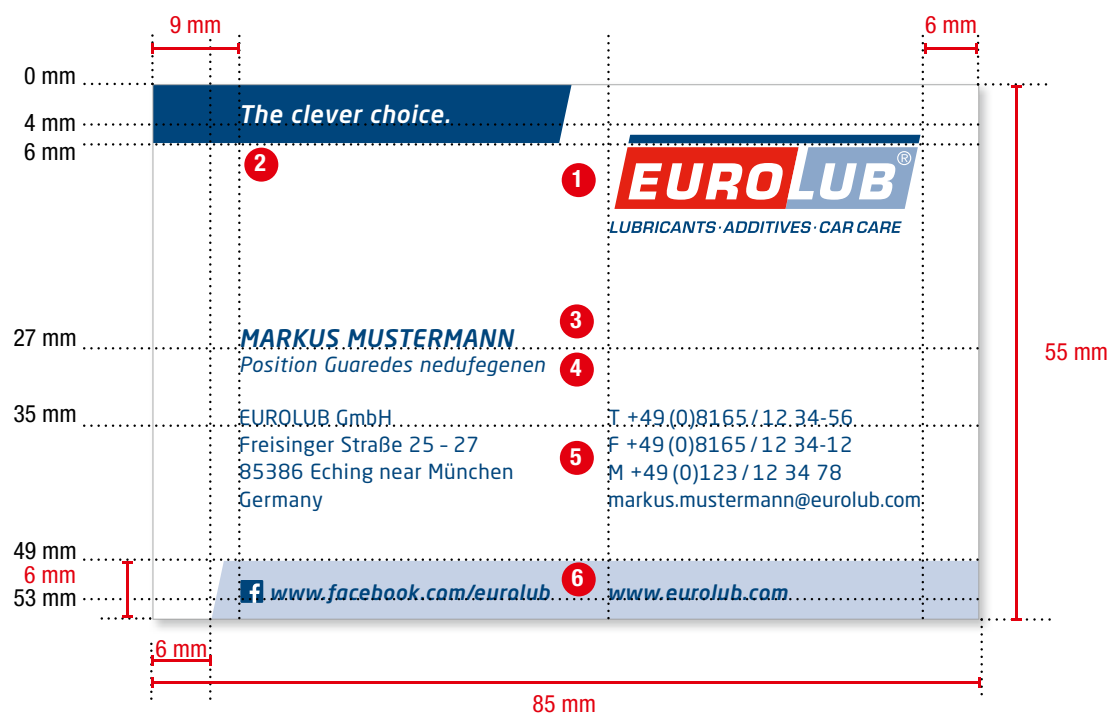**3 ADDRESS & BANK DETAILS:** Neo Sans Pro / regular 6.5 pt, character spacing 30

4 FOOTER: Neo Sans Pro / medium italic 9 pt, character spacing 30

3. BUSINESS STATIONERY
3.5. Press release - DIN A4
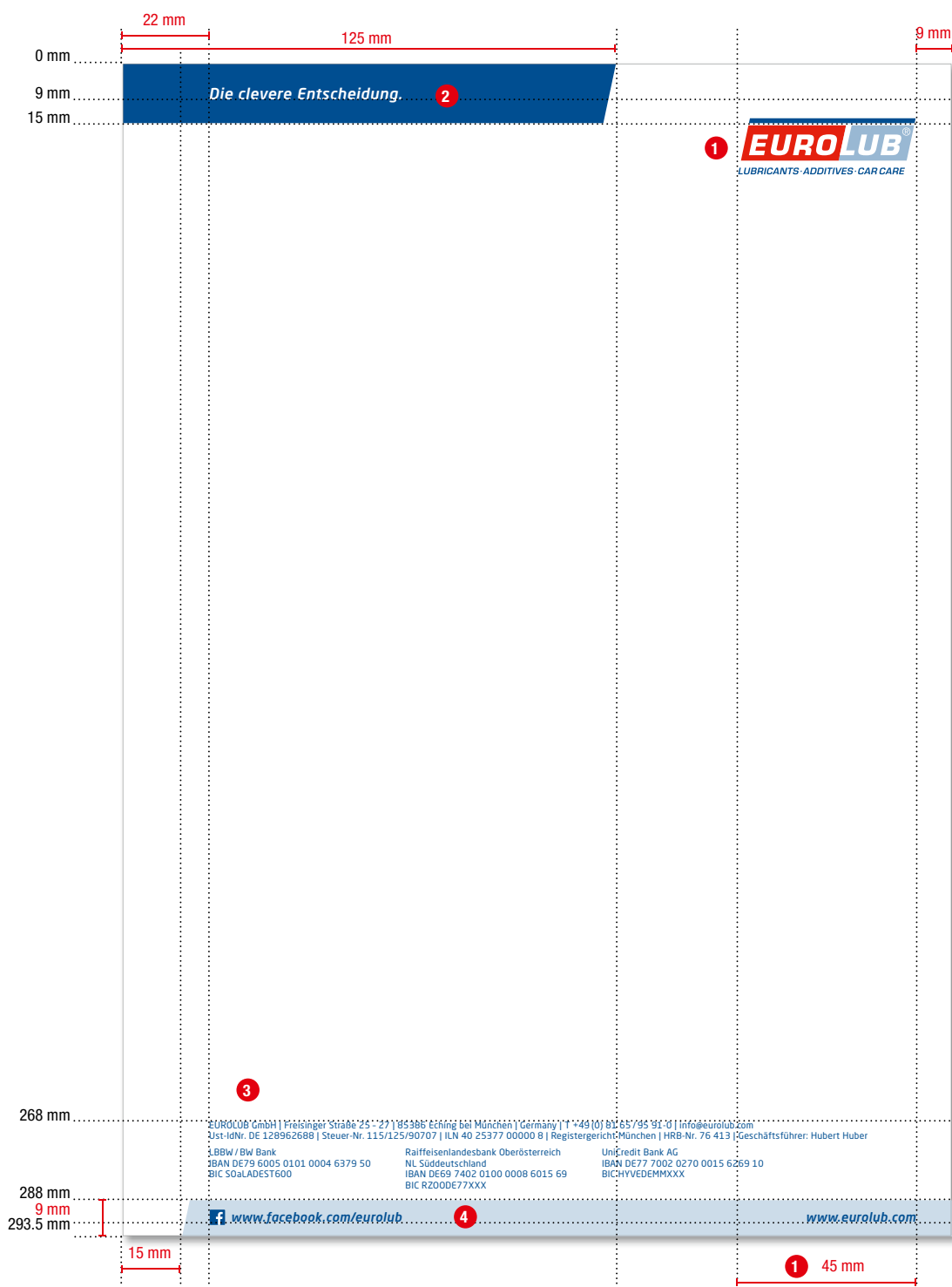
22 mm

125 mm

9 mm

0 mm

9 mm — **The clever choice.** ❷

15 mm

EUROLUB ❶
LUBRICANTS·ADDITIVES·CAR CARE

50 mm

PRESS RELEASE ❸

EUROLUB with new strategy and clear branding ❹

In order to be successful in the fiercely contested oil and lubricants trade, it is important not just to offer the right range of products, competitive prices and extensive support, but also to convey a clear message and to present a uniform identity.

Aided by external specialists, EUROLUB GmbH has therefore undertaken a repositioning of the company and a standardisation of its branding. The objective was to adapt the branding of the long-established company from Eching near Munich to its current market position as one of the leading independent commercial enterprises in the German-speaking region in the fields of lubricants, additives, car care products and winter chemicals and as a successful exporter to more than 40 countries. According to the latest market research* by GfK, in the German-speaking countries EUROLUB is already the No. 1 for radiator protection fluids, No. 2 for windscreen cleaners and No. 4 for engine oil. ❺

In this context, in addition to the international standardisation of the logo, the core message was also changed from ‚The clever alternative' to the ‚The clever choice', as EUROLUB is no longer just an alternative to the former leading brands, but rather the right choice for customers who place value on a unique balance of performance and price.

By the time of the recently finished the top international trade show, Automechanika, in Frankfurt, the trade show booth and latest advertising materials had already been adapted to the new line. The numerous very positive reactions and great feedback from customers and partners confirmed that the path we had taken was the right one. Further measures, such as the updating of the website and a flexible dealer incentive scheme, will follow.

*Position by market share in the specialist car parts trade in 2015 based on litres sold.

288 mm

9 mm

293.5 mm — f **www.facebook.com/eurolub** ❻   **www.eurolub.com**

15 mm

❶ 45 mm

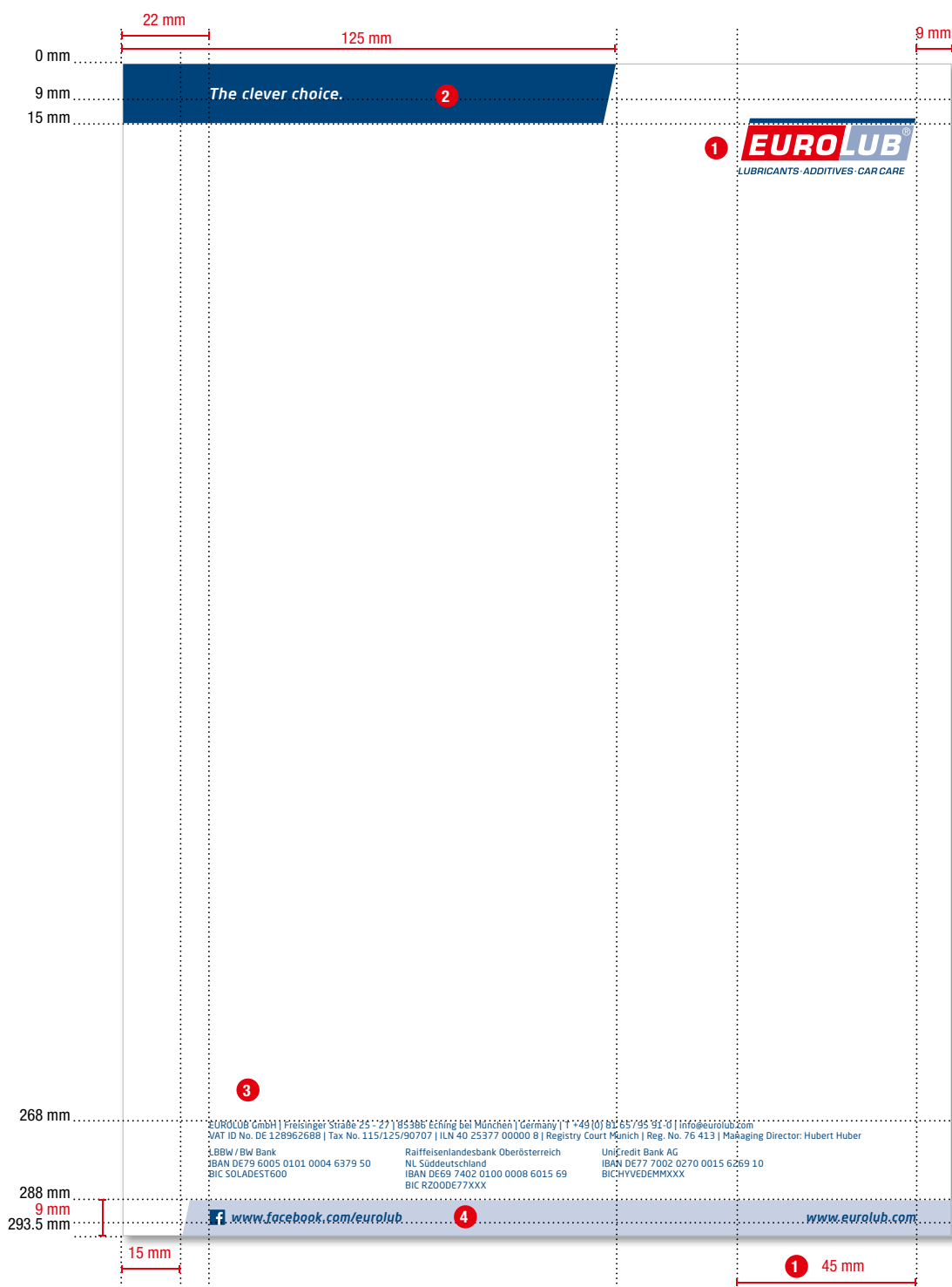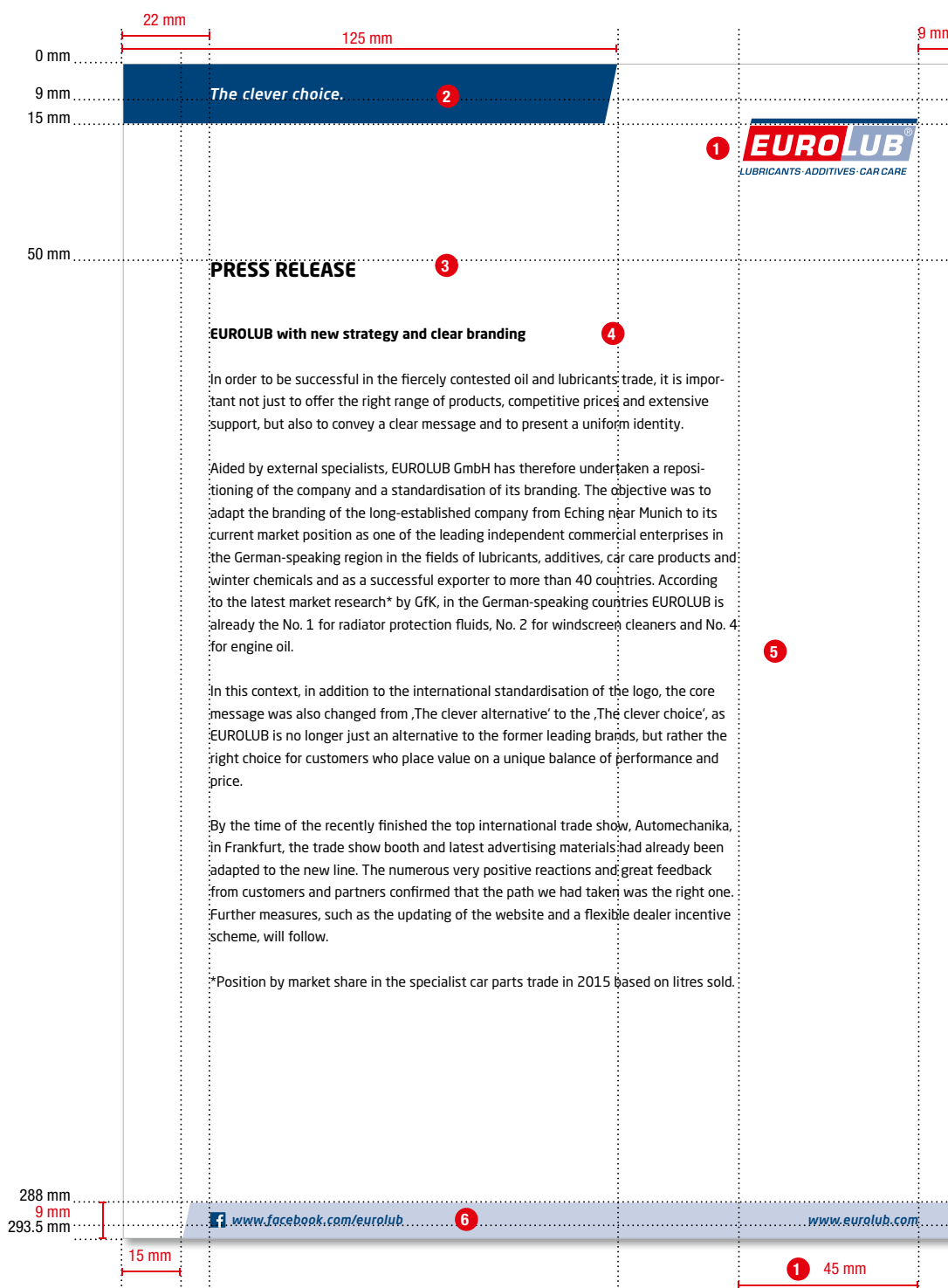
❶ **LOGO:** Size and position are mandatory, width 45 mm

❷ **CLAIM:** Neo Sans Pro / medium italic 11 pt, character spacing 30

❸ **PRESS RELEASE HEADLINE:** Neo Sans Pro / bold 14 pt, upper case

❹ **PRESS TEXT:** Headline: Neo Sans Pro / bold 10 pt
General text: Neo Sans Pro / regular 10 pt, line spacing 16 pt

❺ **MARGIN FOR EDITING:** Width 45 mm

❻ **FOOTER:** Neo Sans Pro / medium italic 9 pt, character spacing 30

3. BUSINESS STATIONERY

3.6. E-mail signature D

The sender's details in the e-mail are often the only way to identify the sender clearly and unambiguously. This is why very specific requirements are made on their form and content.

Complimentary closing	Mit engagierten Grüßen **1**
First name, surname	**Hubert Huber**
Telephone	Tel.: +49 (0)8165 / 95 91-10
Fax	Fax: +49 (0)8165 / 95 91-21
E-mail	hubert.huber@eurolub.com
EUROLUB logo	EUROLUB LUBRICANTS·ADDITIVES·CAR CARE **2**
Claim	*Die clevere Entscheidung.*
Address	**EUROLUB GmbH**
	Freisinger Strasse 25 - 27
	85386 Eching bei München
	Deutschland
URL	**www.eurolub.com**
Legal information	USt-IdNr. DE 128962688
	Steuer-Nr. 115/125/90707
	HRB-Nr. 76 413
	Registergericht München
	Geschäftsführer: Hubert Huber
EUROLUB app banner	**3** DIE OFFIZIELLE EUROLUB-APP

1 **FONT:** Calibri / regular / bold, 14 pt
2 **LOGO:** The logo is placed in the signature as an image (JPG)
3 **BANNER:** The banner is placed in the signature as an image (JPG)
All banners must be coordinated with the EUROLUB's head office.

3. BUSINESS STATIONERY
3.7. E-mail signature EN

The sender's details in the e-mail are often the only way to identify the sender clearly and unambiguously. Very specific requirements are thus made in respect of the details' form and content.

Complimentary closing	Best regards **1**
First name, surname	Hubert Huber
Telephone	Tel.: +49 (0)8165 / 95 91-10
Fax	Fax: +49 (0)8165 / 95 91-21
E-mail	hubert.huber@eurolub.com
EUROLUB logo	**2**
Claim	*The clever choice.*
Address	EUROLUB GmbH Freisinger Strasse 25 - 27 85386 Eching near München Germany
URL	**www.eurolub.com**
Legal information	VAT ID no. DE 128962688 Tax no. 115/125/90707 Reg. no. 76 413 Registry Court Munich, Germany Managing Director: Hubert Huber
EUROLUB app banner	**3**

1   **FONT:** Calibri / regular / bold, 14 pt
2   **LOGO:** The logo is placed in the signature as an image (JPG)
3   **BANNER:** The banner is placed in the signature as an image (JPG)
     All banners must be coordinated with the EUROLUB's head office.

4. PRINT MEDIA

4. PRINT MEDIA

4.1. Product catalogue 250 x 327 mm – Front cover

The clever choice.

PRODUCTS 2017

Lubricants · Additive · Car care

www.eurolub.com

EUROLUB®
LUBRICANTS·ADDITIVES·CAR CARE

① **LOGO:** Size and position are mandatory, width 65 mm
② **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
③ **RHOMBOID:** Width: 150 mm (top edge); Height: 120 mm (measurements apply solely to this special format)
④ **HEADLINE:** Neo Sans Pro / medium italic, upper case 30 pt, character spacing 30
⑤ **SUBLINE:** Neo Sans Pro / medium italic 15 pt, character spacing 30
⑥ **URL:** Neo Sans Pro / italic 12 pt, character spacing 30
⑦ **FRONT COVER IMAGE:** Always placed within the rhomboid

4. PRINT MEDIA

4.2.   Product catalogue 250 x 327 mm – Back page

15 mm
150 mm
1 65 mm
15 mm

0 mm
20 mm
120 mm
80 mm
120 mm
15 mm
327 mm
250 mm

2 The clever choice.

3 EUROLUB GmbH
Freisinger Straße 25-27
85386 Eching near München
Germany

4 T +49 8165 9591-0
F +49 8165 9591-20
info@eurolub.com

www.eurolub.com

EUROLUB®
LUBRICANTS · ADDITIVES · CAR CARE

5 Put Your Faith in Quality,
Performance and Efficiency.

6

Zum EUROLUB-
Unternehmensvideo

0 123456 789012

Art-Nr.: 900900   **7**   **8**

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1 **LOGO:** Size and position are mandatory, width 65 mm

2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30

3 **RHOMBOID:** Width: 150 mm (top edge);
Height: 120 mm (measurements apply solely to this special format)

4 **ADDRESS:** Neo Sans Pro / regular 10 pt, line spacing 14 pt, character spacing 30. Emphasised text: Neo Sans Pro / bold

5 **HEADLINE:** Neo Sans Pro / medium italic, character spacing 30

6 **IMAGE:** Always placed within the rhomboid

7 **OTHER:** EAN code + QR code, height 20 mm

8 **PRINT INFORMATION:** Neo Sans Pro / regular 6 pt, character spacing 30

4.   PRINT MEDIA

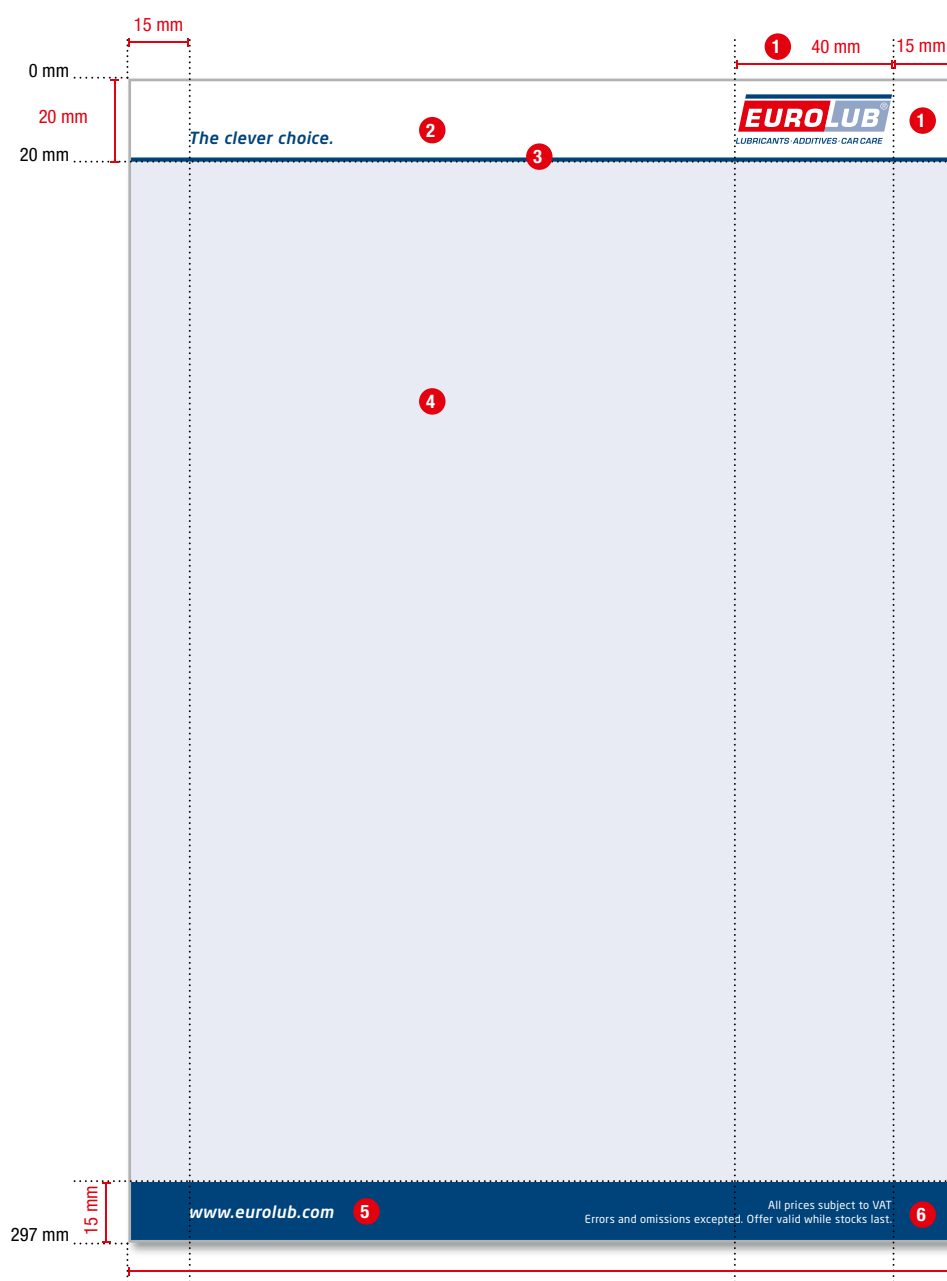## 4.3.   Favourites brochure w/o dealer logo – DIN A4 portrait, front cover

The clever choice.

SPRING FAVOURITES
01.04 – 30.06.2017

① **LOGO:** Size and position are mandatory, width 45 mm
② **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
③ **RHOMBOID:** Width: 125 mm (top edge); Height: 110 mm (measurements apply for DIN A4 portrait)

④ **HEADLINE:** Neo Sans Pro / medium italic, upper case 35 pt, line spacing 45 pt, character spacing 30
⑤ **SUBLINE:** Neo Sans Pro / medium italic 23 pt, character spacing 30
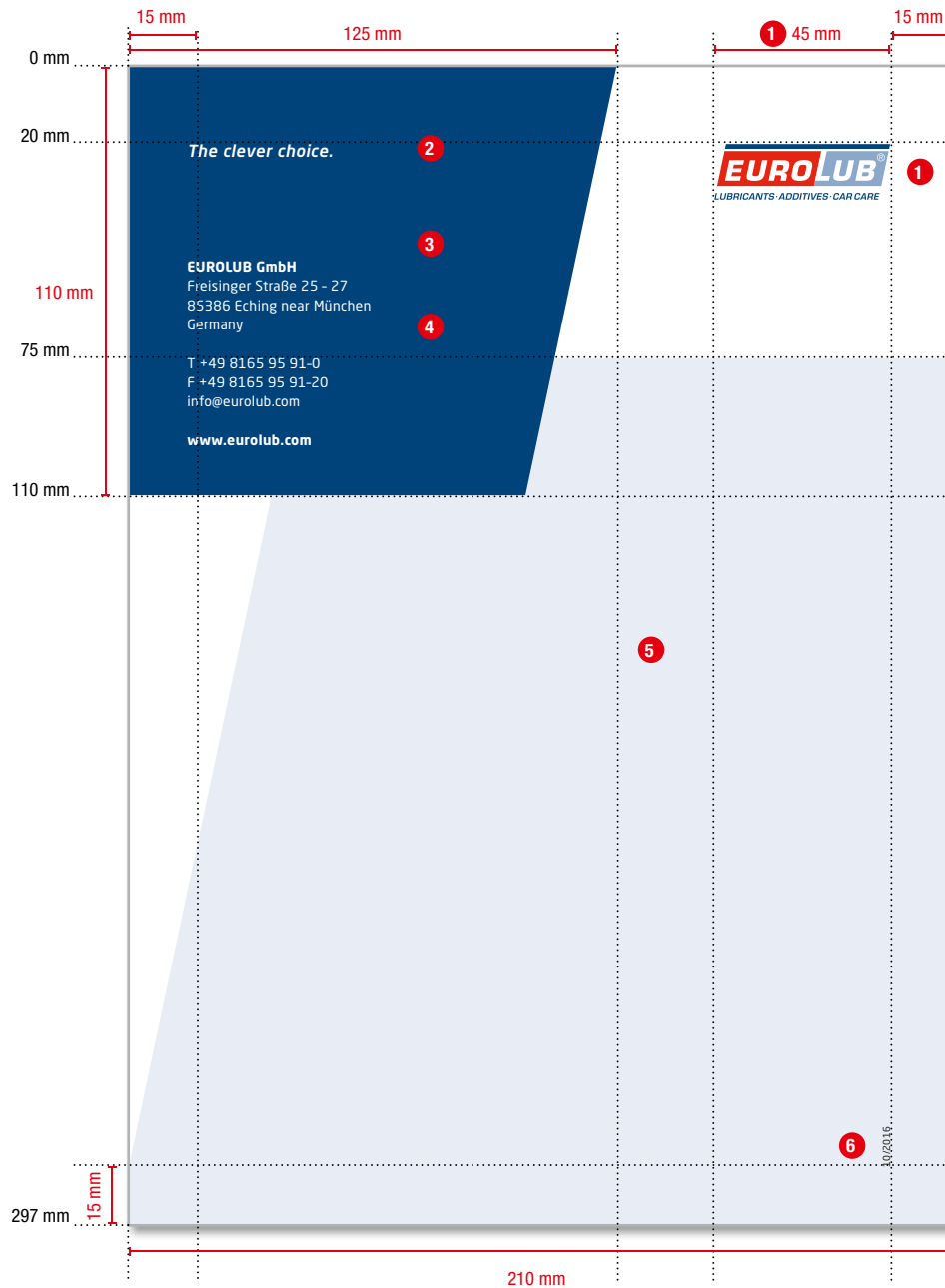⑥ **FRONT COVER IMAGE:** Always placed within the rhomboid

4. PRINT MEDIA

*4.4. Favourites brochure w/o dealer logo –
DIN A4 portrait, inside page*

The clever choice.

EUROLUB
LUBRICANTS · ADDITIVES · CAR CARE

www.eurolub.com

All prices subject to VAT
Errors and omissions excepted. Offer valid while stocks last.

1 LOGO: Size and position are mandatory, width 40 mm

2 CLAIM: Neo Sans Pro / medium italic 12 pt, character spacing 30
Alignment: bottom edge of the logo

3 SEPARATOR LINE: 3 pt; CMYK: 0 / 55 / 0 / 40

4 CONTENT AREA: CMYK: 100 / 55 / 0 / 40; Hue: 10 %

5 URL: Neo Sans Pro / medium italic 12 pt, character spacing 30

6 LEGAL INFORMATION: Neo Sans Pro / regular 8 pt,
character spacing 30

4. PRINT MEDIA

*4.5. Favourites brochure w/o dealer logo –
DIN A4 portrait, back page*

The clever choice.

EUROLUB GmbH
Freisinger Straße 25 – 27
85386 Eching near München
Germany

T +49 8165 95 91-0
F +49 8165 95 91-20
info@eurolub.com

www.eurolub.com

EUROLUB
LUBRICANTS·ADDITIVES·CAR CARE

15 mm · 125 mm · 45 mm · 15 mm
0 mm · 20 mm · 110 mm · 75 mm · 110 mm · 297 mm · 210 mm

10/2016

1 **LOGO:** Size and position are mandatory, width 45 mm

2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30

3 **RHOMBOID:** Width: 125 mm (top edge);
Height: 110 mm (measurements apply for DIN A4 portrait)

4 **ADDRESS:** Neo Sans Pro / regular 10 pt, line spacing 14 pt,
character spacing 30. Emphasised text: Neo Sans Pro / bold

5 **AD SPACE:** Space for house advertising,
CMYK: 100 / 55 / 0 / 40; Hue: 10 %

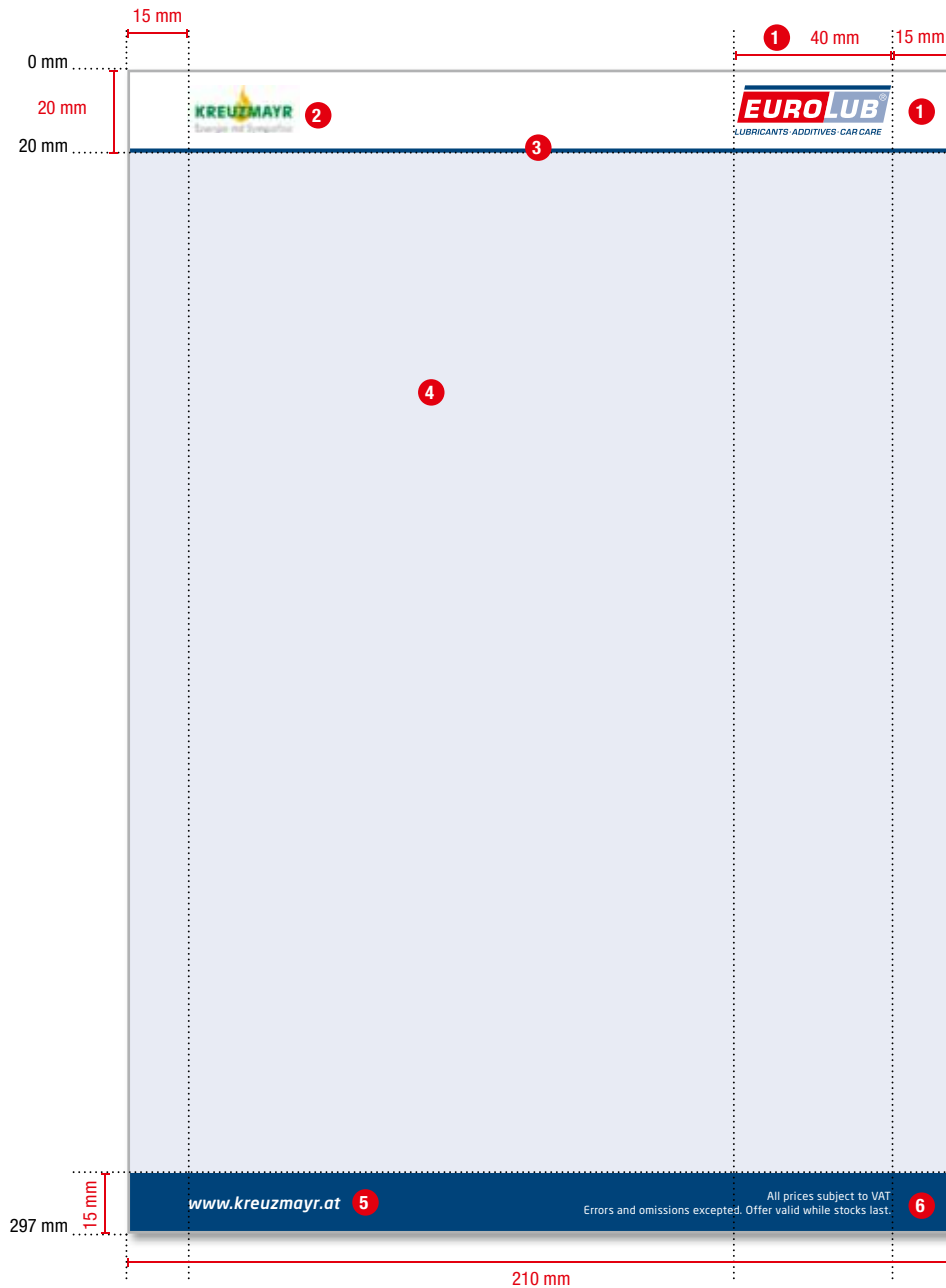**6** **DATE:** Neo Sans Pro / regular 7 pt, character spacing 30

4. PRINT MEDIA

4.6. Favourites brochure with dealer logo – DIN A4 portrait, front cover

The clever choice.

SPRING FAVOURITES
01.04. – 30.06.2017

EUROLUB
LUBRICANTS·ADDITIVES·CAR CARE

KREUZMAYR

OIL-FINDER

---

1 **LOGO:** Size and position are mandatory, width 45 mm

2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30

3 **RHOMBOID:** Width: 125 mm (top edge);
Height: 110 mm (measurements apply for DIN A4 portrait)

4 **HEADLINE:** Neo Sans Pro / medium italic, upper case 35 pt,
line spacing 45 pt, character spacing 30

5 **SUBLINE:** Neo Sans Pro / medium italic 23 pt, character spacing 30

6 **FRONT COVER IMAGE:** Always placed within the rhomboid

7 **RHOMBOID:** Width: 80 mm (top edge);
Height: 45 mm (measurements apply for DIN A4 portrait)

8 **DEALER LOGO:** The dealer logo gets placed here

4. PRINT MEDIA

1. **LOGO:** Size and position are mandatory, width 40 mm
2. **DEALER LOGO:** The size is dependent on the respective logo. However, the dealer logo may not be more prominent than the EUROLUB logo. Alignment: centrally relative to the EUROLUB logo
3. **SEPARATOR LINE:** 3 pt; CMYK: 100 / 55 / 0 / 40

4. **CONTENT AREA:** CMYK: 100 / 55 / 0 / 40; Hue: 10 %
5. **URL:** Neo Sans Pro / medium italic 12 pt, character spacing 30
6. **LEGAL INFORMATION:** Neo Sans Pro / regular 8 pt, character spacing 30

4. PRINT MEDIA

4.8. Favourites brochure with dealer logo – DIN A4 portrait, back page
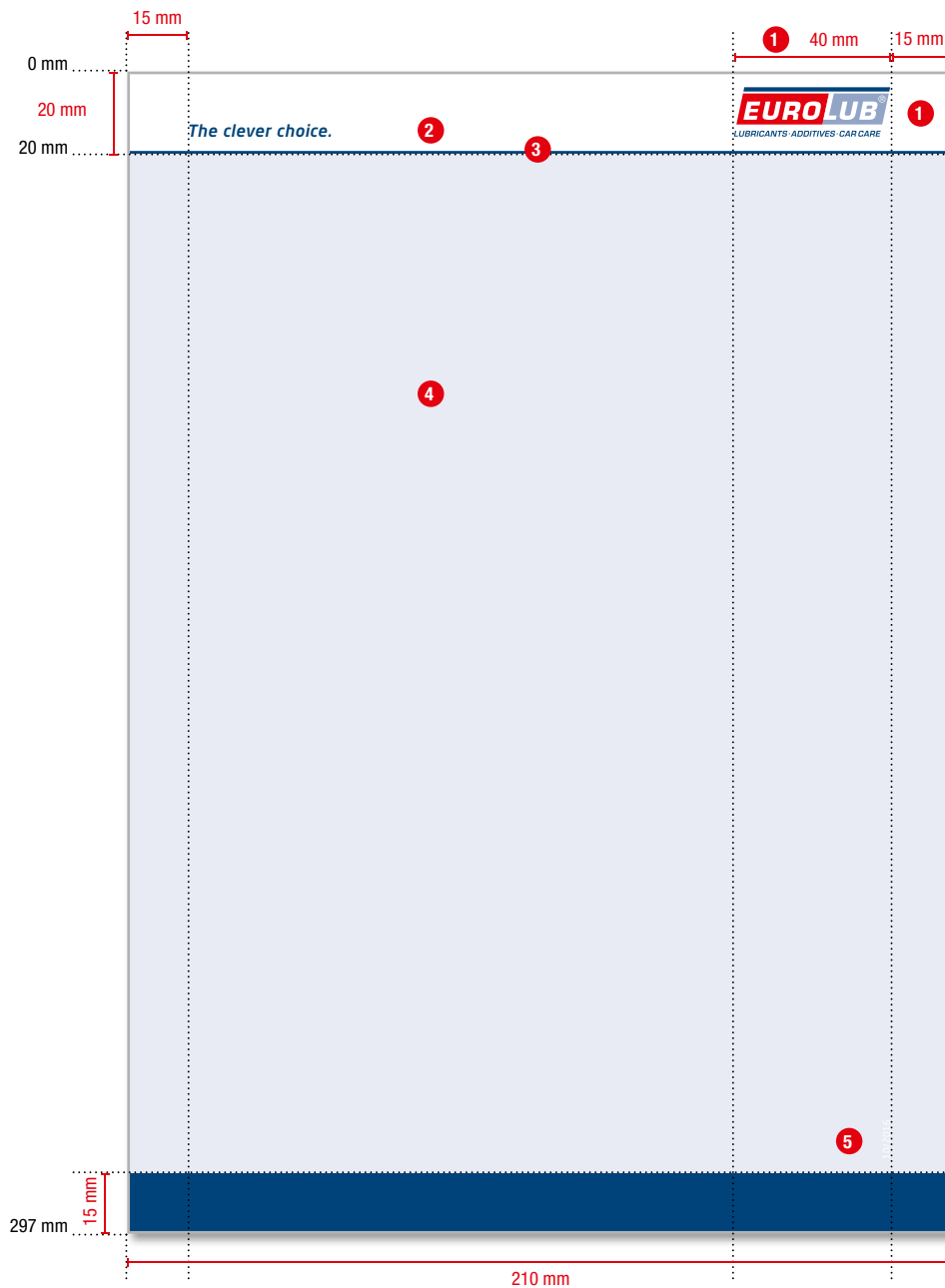
The clever choice.

EUROLUB
LUBRICANTS · ADDITIVES · CAR CARE

1 **LOGO:** Size and position are mandatory, width 40 mm

2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
Alignment: bottom edge of the logo

3 **SEPARATOR LINE:** 3 pt; CMYK: 100 / 55 / 0 / 40

4 **AD SPACE:** for dealer imprint,
CMYK: 100 / 55 / 0 / 40; Hue: 10 %

5 **DATE:** Neo Sans Pro / regular 8 pt, character spacing 30

4. PRINT MEDIA

4.9. Brochure – DIN A4 landscape, front cover

The clever choice.

THE EUROLUB-INCENTIVE SCHEME

FORMEL E
BEST PERFORMER 2017

15 mm · 160 mm · 45 mm · 15 mm
0 mm · 20 mm · 60 mm · 102 mm · 15 mm · 210 mm · 297 mm

---

1 **LOGO:** Size and position are mandatory, width 45 mm
2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
3 **RHOMBOID:** Width: 160 mm (top edge);
   Height: 102 mm (measurements apply for DIN A4 landscape)

4 **HEADLINE:** Neo Sans Pro / medium italic, upper case 26 pt,
   line spacing 32 pt, character spacing 30
5 **FORMULA E LOGO:** Width 90 mm
6 **FRONT COVER IMAGE:** Always placed within the rhomboid

4. PRINT MEDIA

4.10. Brochure – DIN A4 landscape, back page

The clever choice.

EUROLUB GmbH
Freisinger Straße 25 – 27
85386 Eching near München
Germany

T +49 8165 95 91-0
F +49 8165 95 91-20
info@eurolub.com

www.eurolub.com

① **LOGO:** Size and position are mandatory, width 45 mm
② **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
③ **RHOMBOID:** Width: 160 mm (top edge);
Height: 102 mm (measurements apply for DIN A4 landscape)

④ **ADDRESS:** Neo Sans Pro / regular 10 pt, line spacing 14 pt, character spacing 30. Emphasised text: Neo Sans Pro / bold
⑤ **IMAGE:** Always placed within the rhomboid
⑥ **DATE:** Neo Sans Pro / regular 7 pt, character spacing 30

# 4. PRINT MEDIA

4.11. Brochure – DIN A5 portrait

The clever choice.

EUROLUB-ENGINE OILS

2017 price list

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1   **LOGO:** Size and position are mandatory, width 42 mm

2   **CLAIM:** Neo Sans Pro / medium italic 10 pt, character spacing 30

3   **RHOMBOID:** Width: 83 mm (top edge);
Height: 75 mm (measurements apply for DIN A5 portrait)

4   **HEADLINE:** Neo Sans Pro / medium italic, upper case 20 pt, line spacing 26 pt, character spacing 30

5   **SUBLINE:** Neo Sans Pro / medium italic 14 pt, character spacing 30

6   **FRONT COVER IMAGE:** Always placed within the rhomboid

4. PRINT MEDIA

4.12. Brochure – DIN A5 landscape
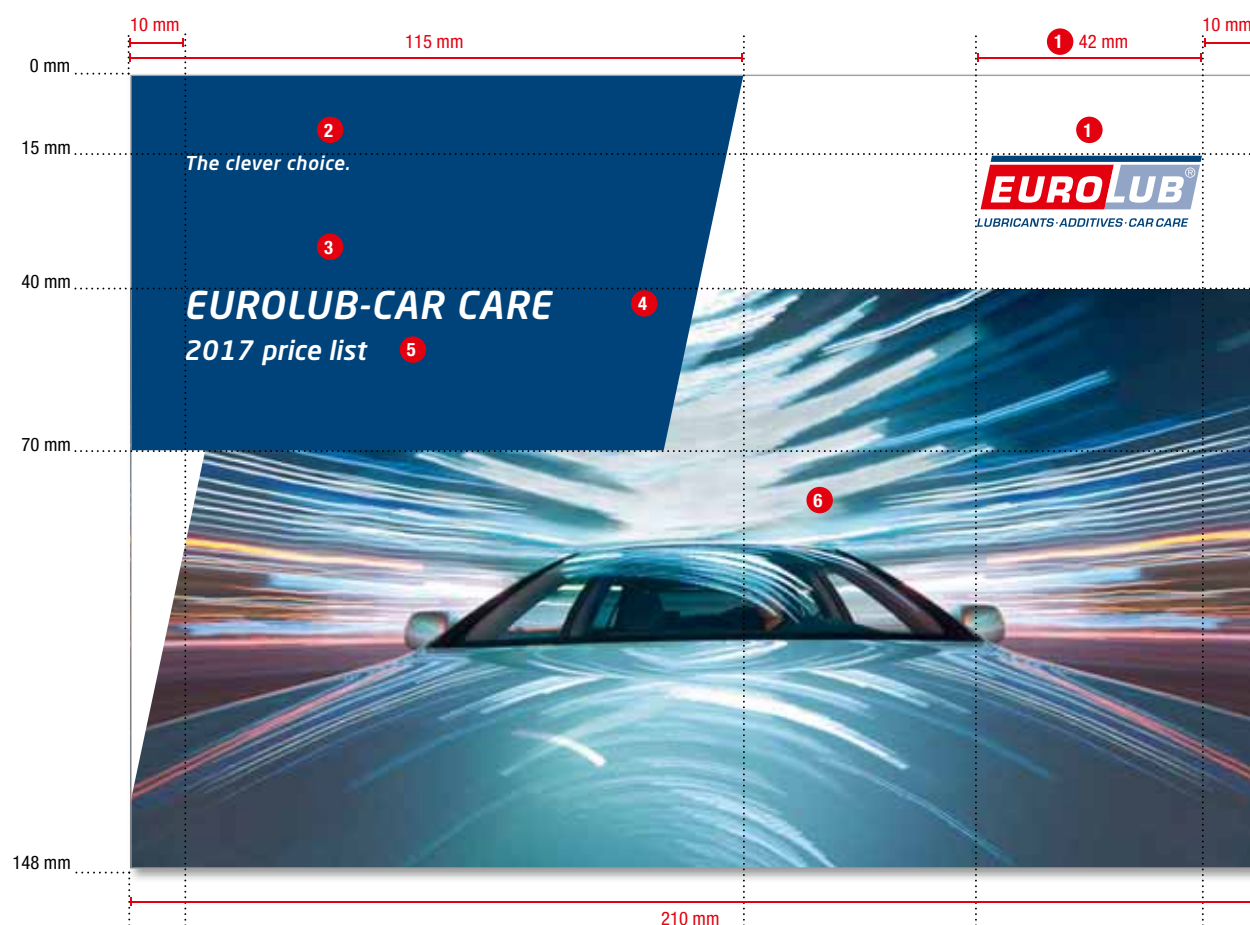
The clever choice.

EUROLUB-CAR CARE

2017 price list

① **LOGO:** Size and position are mandatory, width 42 mm

② **CLAIM:** Neo Sans Pro / medium italic 10 pt, character spacing 30

③ **RHOMBOID:** Width: 115 mm (top edge);
Height: 70 mm (measurements apply for DIN A5 landscape)

④ **HEADLINE:** Neo Sans Pro / medium italic, upper case 20 pt, line spacing 26 pt, character spacing 30

⑤ **SUB-TITLE:** Neo Sans Pro / medium italic 14 pt, character spacing 30

⑥ **FRONT COVER IMAGE:** Always placed within the rhomboid

4. PRINT MEDIA

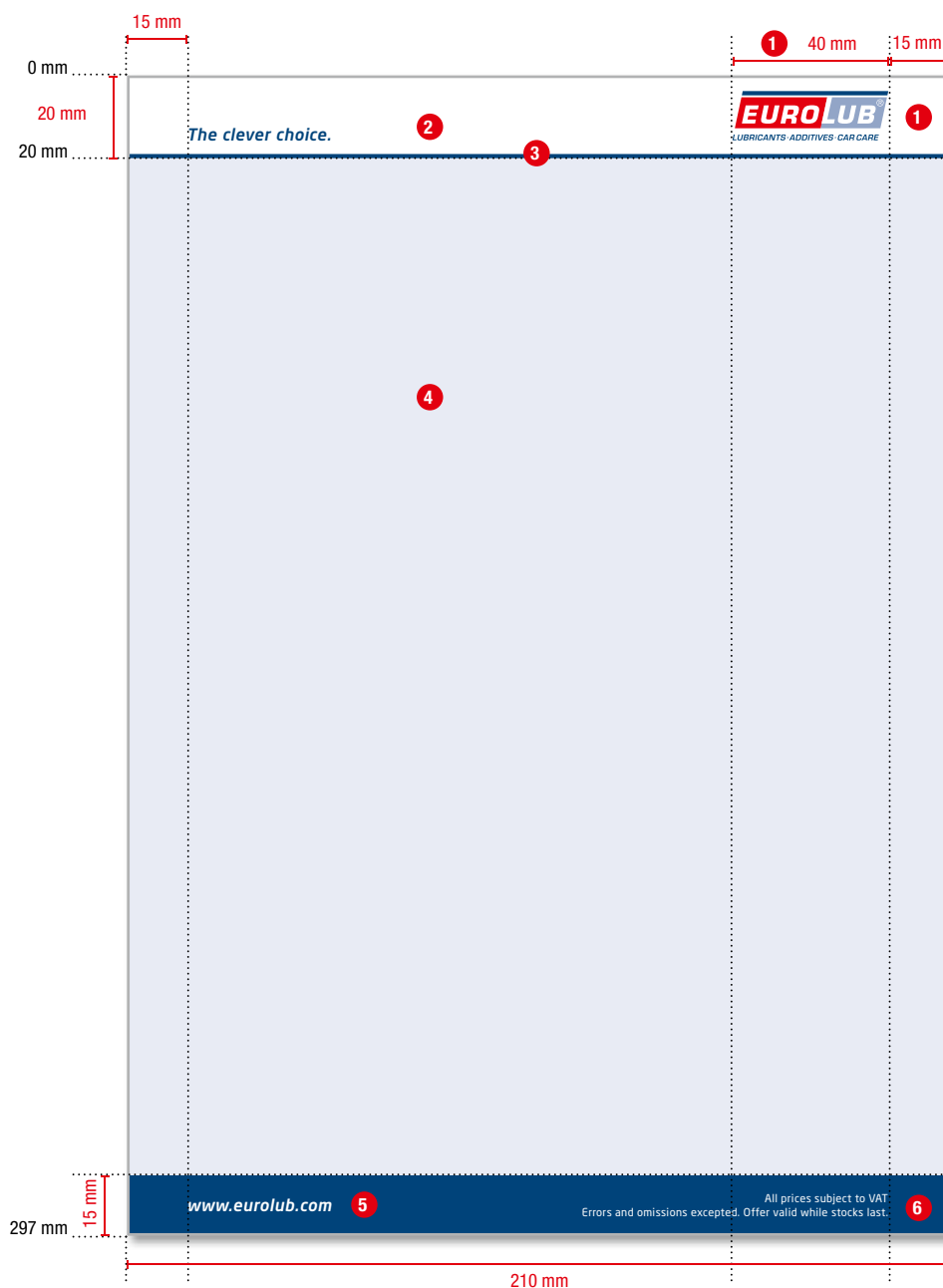## 4.13. Winter Chemistry brochure w/o dealer logo – DIN A4 portrait – Front cover

LOGO: Size and position are mandatory, width 45 mm

CLAIM: Neo Sans Pro / medium italic 12 pt, character spacing 30

RHOMBOID: Width: 125 mm (top edge);
Height: 110 mm (measurements apply for DIN A4 portrait)

HEADLINE: Neo Sans Pro / medium italic, upper case 35 pt, line spacing 45 pt, character spacing 30

SUBLINE: Neo Sans Pro / medium italic 23 pt, character spacing 30

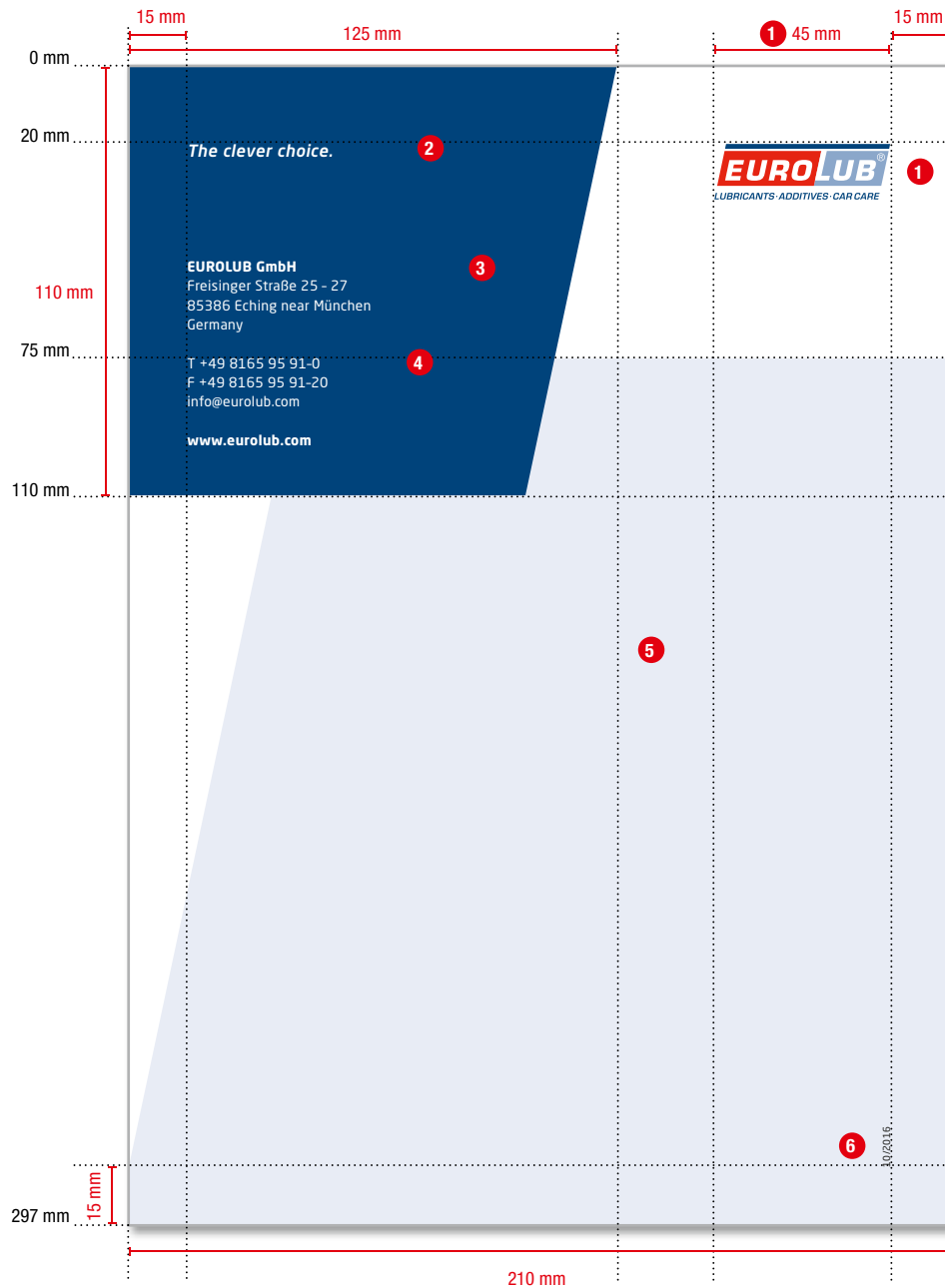**FRONT COVER IMAGE:** Always placed within the rhomboid

4. PRINT MEDIA

*4.14. Winter Chemistry brochure w/o dealer logo –
DIN A4 portrait – Inside page*

1   **LOGO:** Size and position are mandatory, width 40 mm

2   **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
Alignment: bottom edge of the logo

3   **SEPARATOR LINE:** 3 pt; CMYK: 100 / 55 / 0 / 40

4   **CONTENT AREA:** CMYK: 100 / 55 / 0 / 40; Hue: 10 %

5   **URL:** Neo Sans Pro / medium italic 12 pt, character spacing 30

6   **LEGAL INFORMATION:** Neo Sans Pro / regular 8 pt,
character spacing 30

4. PRINT MEDIA

4.15. *Winter Chemistry brochure w/o dealer logo – DIN A4 portrait – Back page*

The clever choice.

EUROLUB GmbH
Freisinger Straße 25 – 27
85386 Eching near München
Germany

T +49 8165 95 91-0
F +49 8165 95 91-20
info@eurolub.com

www.eurolub.com

EUROLUB
LUBRICANTS · ADDITIVES · CAR CARE

15 mm
125 mm
45 mm
15 mm
0 mm
20 mm
110 mm
75 mm
110 mm
297 mm
15 mm
210 mm

10/2016

---

1 **LOGO:** Size and position are mandatory, width 45 mm

2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30

3 **RHOMBOID:** Width: 125 mm (top edge);
Height: 110 mm (measurements apply for DIN A4 portrait)

4 **ADDRESS:** Neo Sans Pro / regular 10 pt, line spacing 14 pt,
character spacing 30. Emphasised text: Neo Sans Pro / bold

5 **AD SPACE:** Space for house advertising,
CMYK: 100 / 55 / 0 / 40; Hue: 10 %

6 **DATE:** Neo Sans Pro / regular 7 pt, character spacing 30

4. PRINT MEDIA

## 4.16. Winter Chemistry brochure with dealer logo – DIN A4 portrait – Front cover

15 mm · 125 mm · **1** 45 mm · 15 mm

0 mm
20 mm
110 mm
75 mm
110 mm
297 mm

45 mm
15 mm

80 mm · 210 mm

The clever choice. ②

③

PROGRAMM ④
WINTER CHEMISTRY ⑤
2017

EUROLUB ①
LUBRICANTS·ADDITIVES·CAR CARE

⑥

⑦

KREUZMAYR

⑧

OIL-FINDER
EUROLUB
www.eurolub.com

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① **LOGO:** Size and position are mandatory, width 45 mm
② **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
③ **RHOMBOID:** Width: 125 mm (top edge);
Height: 110 mm (measurements apply for DIN A4 portrait)
④ **HEADLINE:** Neo Sans Pro / medium italic, upper case 35 pt,
line spacing 45 pt, character spacing 30

⑤ **SUBLINE:** Neo Sans Pro / medium italic 23 pt, character
spacing 30
⑥ **FRONT COVER IMAGE:** Always placed within the rhomboid
⑦ **RHOMBOID:** Width: 80 mm (top edge);
Height: 45 mm (measurements apply for DIN A4 portrait)
⑧ **DEALER LOGO:** Maximum height: 20 mm

4. PRINT MEDIA

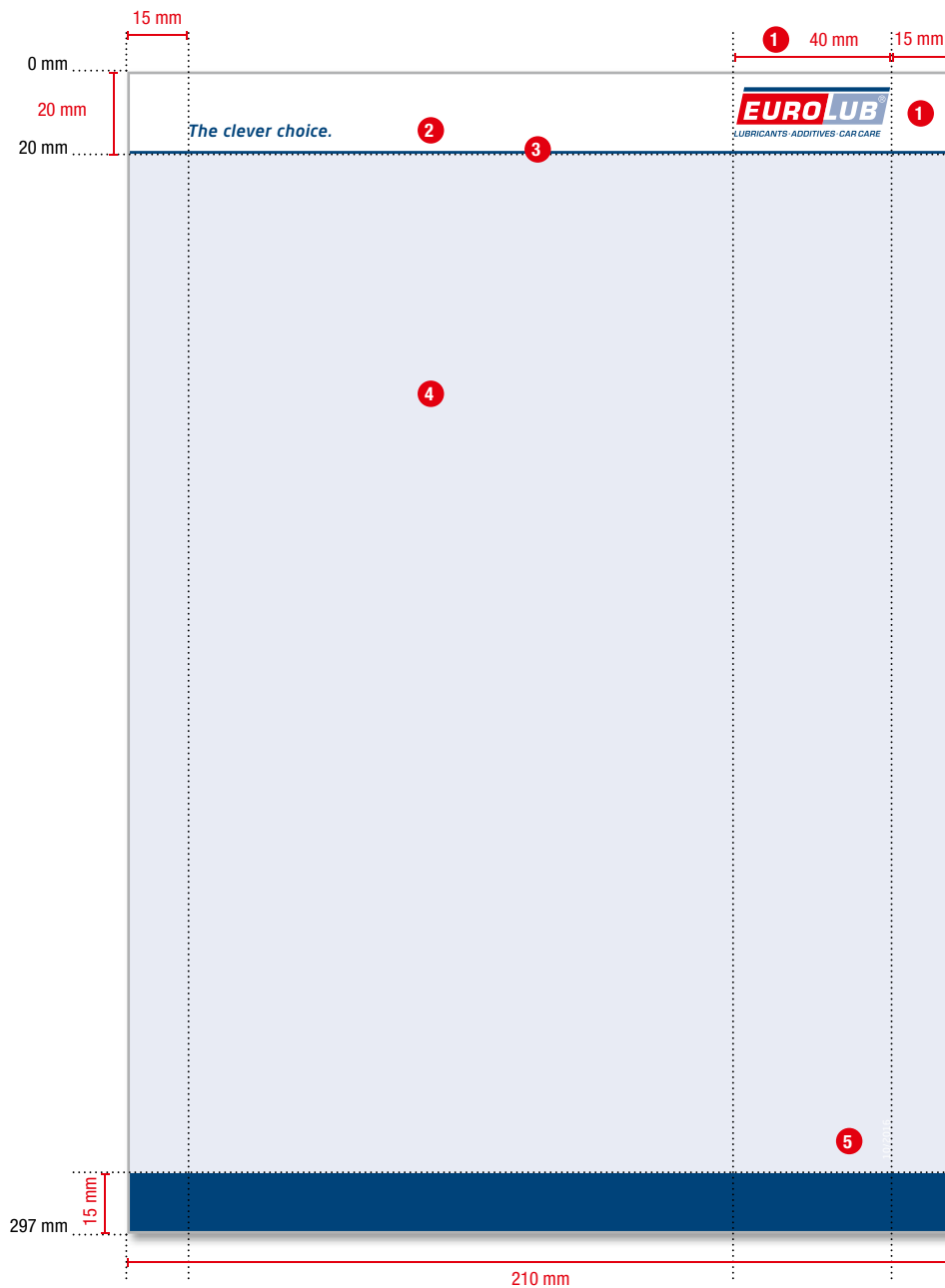*4.17. Winter Chemistry brochure with dealer logo – DIN A4 portrait – Inside page*
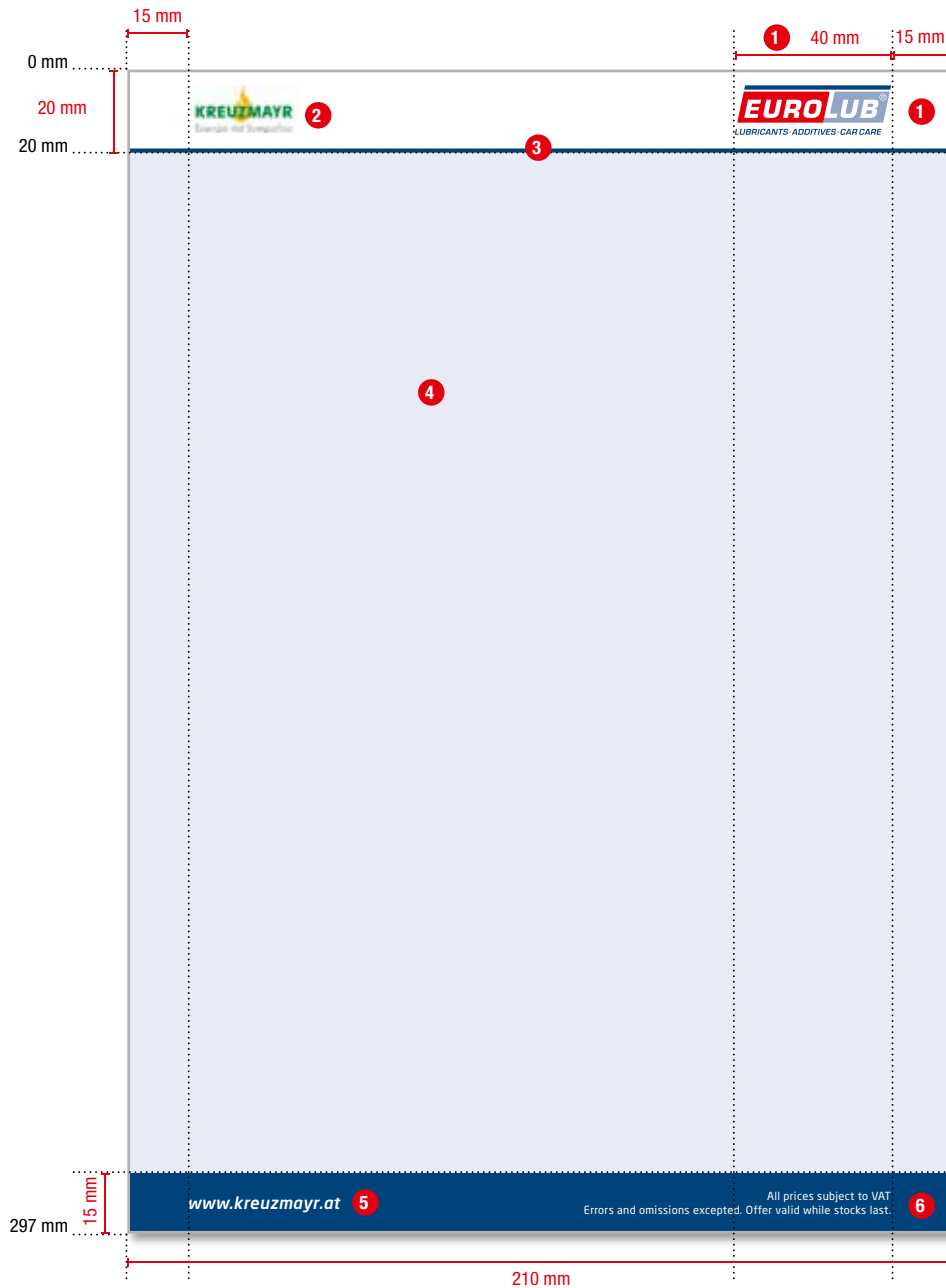
1. **LOGO:** Size and position are mandatory, width 40 mm
2. **DEALER LOGO:** Maximum height: 15 mm.
   Alignment: centrally relative to the EUROLUB logo
3. **SEPARATOR LINE:** 3 pt; CMYK: 100 / 55 / 0 / 40

4. **CONTENT AREA:** CMYK: 100 / 55 / 0 / 40; Hue: 10 %
5. **URL:** Neo Sans Pro / medium italic 12 pt, character spacing 30
6. **LEGAL INFORMATION:** Neo Sans Pro / regular 8 pt, character spacing 30

4. PRINT MEDIA

4.18. Winter Chemistry brochure with dealer logo – DIN A4 portrait – Back page

1 **LOGO:** Size and position are mandatory, width 40 mm

2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
Alignment: bottom edge of the logo

3 **SEPARATOR LINE:** 3 pt; CMYK: 100 / 55 / 0 / 40

4 **AD SPACE:** for dealer imprint,
CMYK: 100 / 55 / 0 / 40; Hue: 10 %

5 **DATE:** Neo Sans Pro / regular 8 pt, character spacing 30

4.19. Full-page advertisement, portrait A4

The clever choice.

VISIT US AT
automechanika
13. – 17.09.2016

*HALL 9.1 // STAND E55
FRANKFURT AM MAIN*

When it comes to lubricants, additives and car care products you like to put your faith in a strong brand? You appreciate the individual service you get from an owner-run long-established business? Then with EUROLUB you have made the right choice! As a brand-name supplier offering a unique balance between performance and price we help to ensure the long-term success of your business. EUROLUB – The clever choice!

www.eurolub.com

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1 LOGO: Size and position are mandatory, width 45 mm

2 CLAIM: Neo Sans Pro / medium italic 45 pt, line spacing 52 pt, character spacing 30 (**EXCEPTION:** If in the medium concerned the URL is placed somewhere else, the claim takes its position).

3 GENERAL TEXT: Neo Sans Pro / regular 9 pt, line spacing 15 pt, character spacing 30

4 URL: Neo Sans Pro / medium italic 12 pt, character spacing 30

5 PRODUCT PICTURE: Size and position are variable depending on image; picture on grey gradient area with reflection

6 RHOMBOID: Width 140 mm, height based on amount of text

7 TAG LINE: Rhomboid with bleed, size based on amount of text, colour red: CMYK 0 / 100 / 100 / 0, position variable, text: Neo Sans Pro / italic 12 pt, character spacing 20, text can be in all capitals or in upper and lower case

4. PRINT MEDIA

4.20. Full-page advertisement – 215 x 280 mm

1. **LOGO:** Size and position are mandatory, width 45 mm
2. **CLAIM + HEADLINE:** Neo Sans Pro / medium italic 43 pt, line spacing 52 pt, character spacing 30
3. **GENERAL TEXT:** Neo Sans Pro / regular 9 pt, line spacing 15 pt, character spacing 30
4. **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30 (**EXCEPTION:** If in the medium concerned the URL is placed somewhere else, the claim takes its position).
5. **PRODUCT PICTURE:** Size and position are variable depending on image; picture on grey gradient area with reflection

6. **RHOMBOID:** Width 152 mm, height based on amount of text
7. **TAG LINE:** Rhomboid with bleed, Width: 75 mm, height based on amount of text, position variable, colour red: CMYK 0 / 100 / 100 / 0
Text: Neo Sans Pro / italic 9 pt, character spacing 30
Neo Sans Pro / medium italic 12 pt, character spacing 30
Text can be in all capitals or in upperand lower case
8. **FACEBOOK REFERENCE:** Width: 20 mm, height: 4 mm

4. PRINT MEDIA

4.21. Half-page advertisement, landscape

The clever choice.

When it comes to lubricants, additives and car care products you like to put your faith in a strong brand? You appreciate the individual service you get from an owner-run long-established business? Then with EUROLUB you have made the right choice! As a brand-name supplier offering a unique balance between performance and price we help to ensure the long-term success of your business. EUROLUB - The clever choice!

www.eurolub.com

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① LOGO: Size and position are mandatory, width 45 mm

② CLAIM: Neo Sans Pro / medium italic 45 pt, line spacing 52 pt, character spacing 30

③ GENERAL TEXT: Neo Sans Pro / regular 9 pt, line spacing 15 pt, character spacing 30

④ URL: Neo Sans Pro / medium italic 12 pt, character spacing 30

⑤ PRODUCT PICTURE: Size and position are variable depending on image; picture on grey gradient area with reflection

⑥ RHOMBOID: Width 135 mm, height based on amount of text

4. PRINT MEDIA

4.22. Half-page advertisement, portrait

The clever choice.

When it comes to lubricants, additives and car care products you like to put your faith in a strong brand? You appreciate the individual service you get from an owner-run long-established business? Then with EUROLUB you have made the right choice! As a brand-name supplier offering a unique balance between performance and price we help to ensure the long-term success of your business. EUROLUB – The clever choice!

www.eurolub.com

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1 LOGO: Size and position are mandatory, width 45 mm
2 CLAIM: Neo Sans Pro / medium italic 36 pt, line spacing 42 pt, character spacing 30
3 GENERAL TEXT: Neo Sans Pro / regular 9 pt, line spacing 15 pt, character spacing 30
4 URL: Neo Sans Pro / medium italic 12 pt, character spacing 30

5 PRODUCT PICTURE: Size and position are variable depending on image; picture on grey gradient area with reflection
6 RHOMBOID: Width 97 mm, height based on amount of text

4.23.   Advertisement, Auto Motor Sport – 86 x 122 mm

**The clever choice:
EUROLUB-ENGINE OILS!** ❷

**Brand-name quality
at an attractive price!** ❸ ❻

www.eurolub.com ❹

❶ **LOGO:** Size and position are mandatory, width 45 mm
❷ **CLAIM + HEADLINE:** Neo Sans Pro / Medium Italic 16 pt,
line spacing 18 pt, character spacing 30
❸ **GENERAL TEXT:** Neo Sans Pro / Regular 10 pt,
line spacing 11 pt, character spacing 30
❹ **URL:** Neo Sans Pro / Medium Italic 9 pt, character spacing 30

❺ **PRODUCT PICTURE:** Size and position are variable depending
on image; picture on blue gradient area with reflection
❻ **RHOMBOID:** Width 42 mm, height based on amount of text
❼ **OUTLINE:** 1 pt, colour: 50% black

5. NEWSLETTER

5. NEWSLETTER

5.1. Newsletter

Newsletters are used to keep staff and external target groups regularly informed about latest developments within the company or in a specific division. They either represent a separate source of information or are used to supplement other media. Newsletters are formal, clearly arranged communications media that are made available in printed form or online to the target group.

5. NEWSLETTER

5.2. Dealer information, print – Front cover

The clever choice.

DEALER-INFORMATION

EUROLUB®
LUBRICANTS·ADDITIVES·CAR CARE

1 **LOGO:** Size and position are mandatory, width 45 mm

2 **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30

3 **RHOMBOID:** Width: 125 mm (top edge); Height: 110 mm

4 **HEADLINE:** Neo Sans Pro / medium italic, upper case 26 pt, line spacing 31 pt, character spacing 30

5 **FRONT COVER IMAGE:** Always placed within the rhomboid

5. NEWSLETTER
5.3. Dealer information, print – Back page
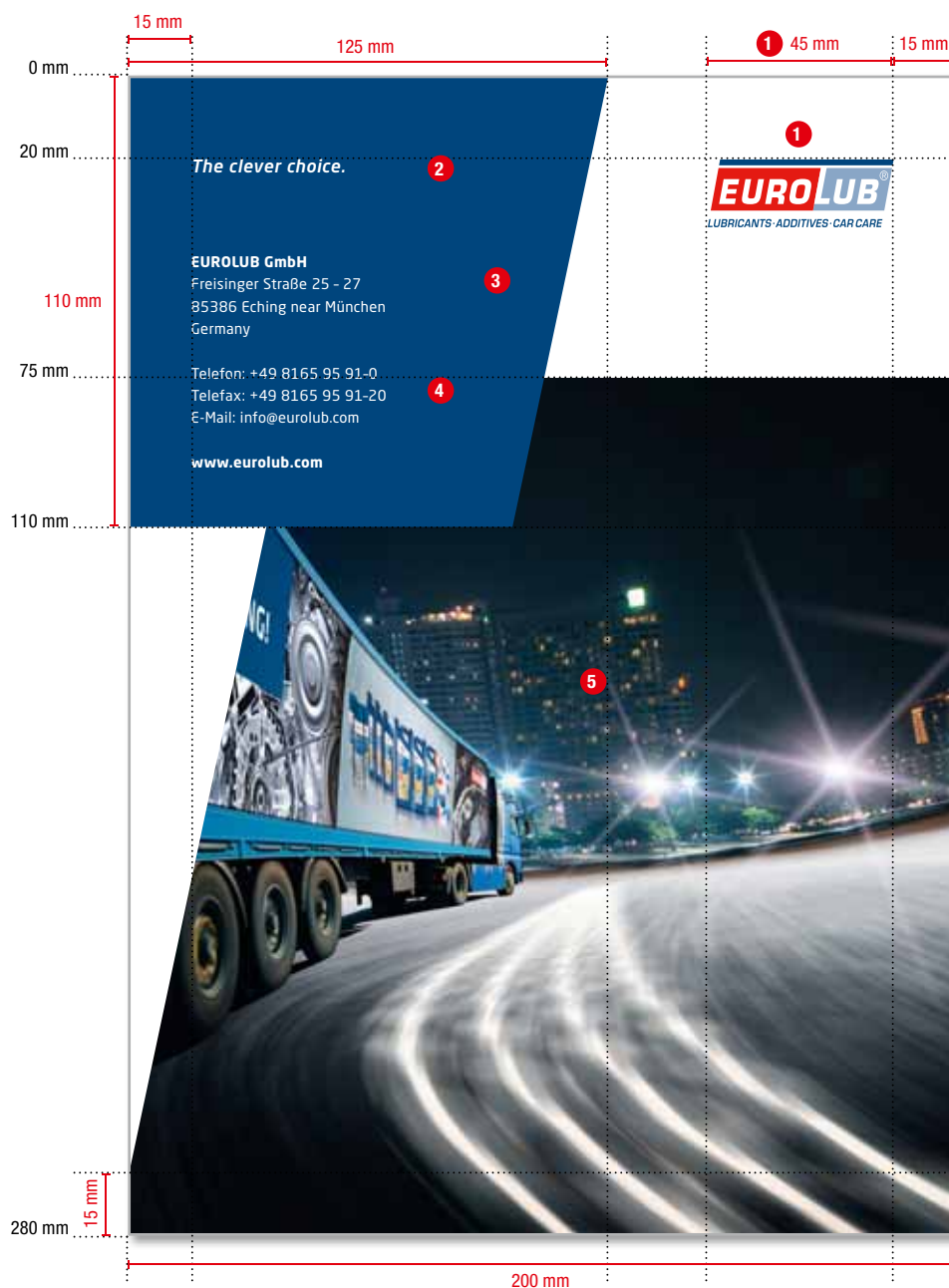
The clever choice. ②

EUROLUB GmbH
Freisinger Straße 25 - 27
85386 Eching near München
Germany

Telefon: +49 8165 95 91-0
Telefax: +49 8165 95 91-20
E-Mail: info@eurolub.com

www.eurolub.com

---

① **LOGO:** Size and position are mandatory, width 45 mm
② **CLAIM:** Neo Sans Pro / medium italic 12 pt, character spacing 30
③ **RHOMBOID:** Width: 125 mm (top edge);
Height: 110 mm (measurements apply for DIN A4)

④ **ADDRESS:** Neo Sans Pro / regular 10 pt, line spacing 14 pt, character spacing 30. Emphasised text: Neo Sans Pro / bold
⑤ **PICTURE:** Always placed within the rhomboid

5. NEWSLETTER

5.4. Newsletter, digital

The newsletter's image must end at this line and may not protrude into the logo.

The newsletter's image must, like the rhomboid, run at a 12° angle to the margin.

All elements of the newsletter should end at the margin of the same line.

All elements of the newsletter should end at the margin of the same line.

The clever choice.

NEWSLETTER

No. 2/2016

of 03.06.2016

EUROLUB®
LUBRICANTS·ADDITIVES·CAR CARE

Geehrte Geschäftspartner,

bitte beachten Sie die neuen, ab sofort gültigen Entsorgungskonditionen für Altöl:

1 **LOGO:** Adherence to the buffer zone (1 E) is obligatory
2 **CLAIM:** Neo Sans Pro / medium italic
3 **RHOMBOID:** Size based on amount of text
4 **HEADLINE:** Neo Sans Pro / medium italic, upper case
5 **SUBLINE:** Neo Sans Pro / medium italic
6 **FRONT COVER IMAGE:** Always placed within the rhomboid

6. NEW MEDIA

6. NEW MEDIA

6.1. Social media – Facebook D

When configuring various social media platforms (Facebook, Twitter, YouTube, Pinterest, blogs, etc.), the principles stated in this CD manual – in addition to the providers' specific formatting rules – must be adhered to as far as possible. This applies, in particular, to the logo, imagery, colours and fonts.

Facebook
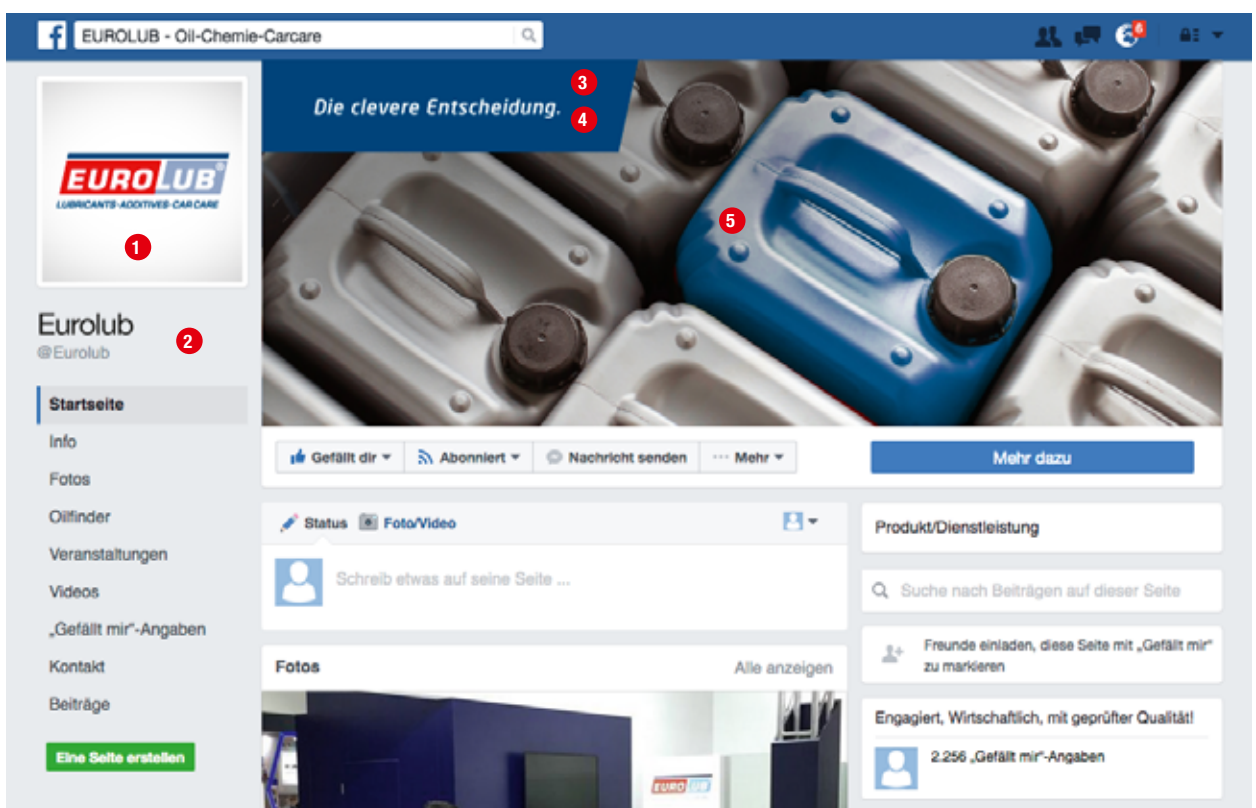
1 LOGO: Logo appears against a grey vignette. Size: FB default

2 USER NAME: EUROLUB. Font: FB default

3 CLAIM: Neo Sans Pro / medium italic, part of the header image

4 RHOMBOID: Part of the header image

5 HEADER IMAGE: Size: FB default

6. NEW MEDIA

6.2. Social media – Facebook EN

Facebook
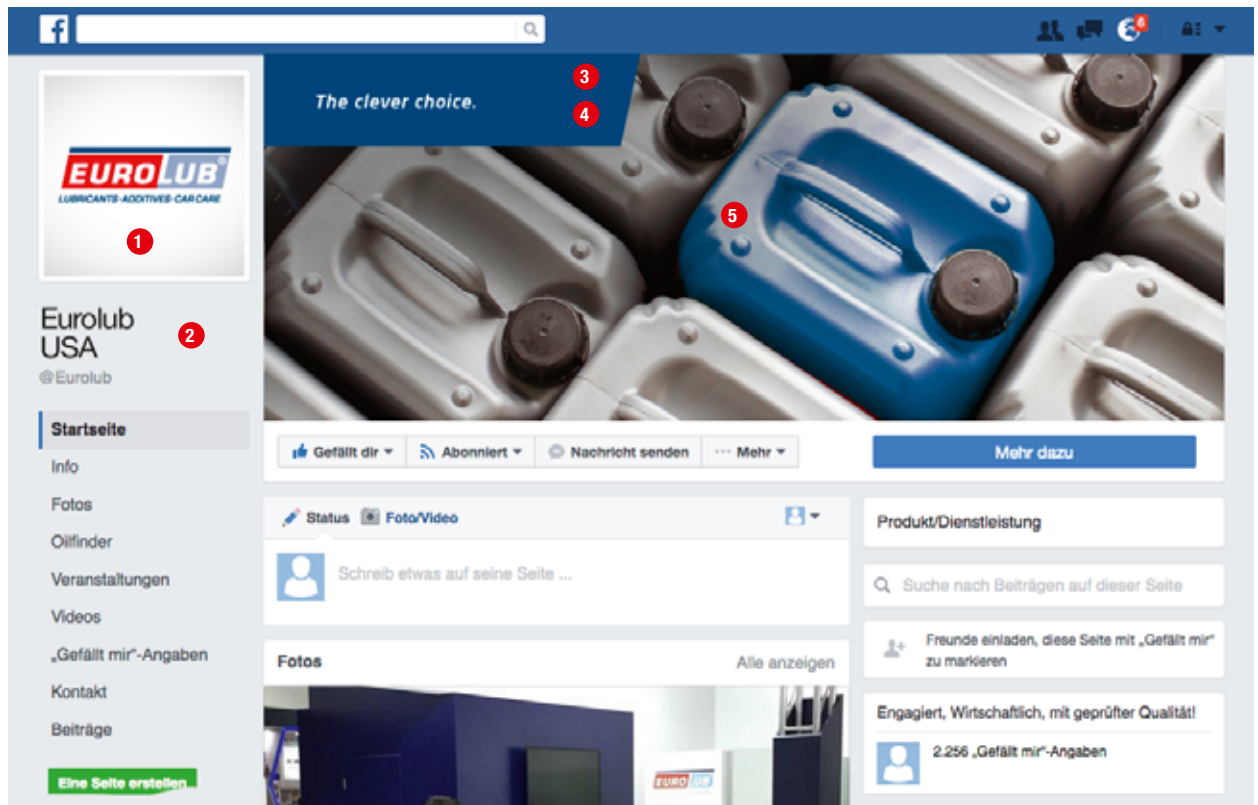
1. **LOGO:** Logo appears against a grey vignette. Size: FB default
2. **USER NAME:** EUROLUB + country in the national language. Font: FB default
3. **CLAIM:** Neo Sans Pro / medium italic, part of the header image
4. **RHOMBOID:** Part of the header image
5. **HEADER IMAGE:** Size: FB default

7. OTHER ADVERTISING MATERIALS

7.   OTHER ADVERTISING MATERIALS
7.1.   Trade fair booth

The promotional spaces at trade fairs and other large events are important platforms for communicating the company's core messages. The interplay and use of different materials and the way that the messages to be communicated are conveyed make every EUROLUB trade fair booth unique. The individual elements must contribute to EUROLUB's look and image and at the same time highlight the main features of the display.

The attention of visitors to a EUROLUB trade fair booth is particularly aroused by the presentation of engine oil canisters and bottles or other products and innovations. Presentation in glass display cabinets placed in prominent positions on the booth illustrates the quality of the products and helps to make the booth vibrant. A trade fair booth's promotional surfaces should be designed using only corporate design elements, such as the blue rhomboid.

The logo and the claim are integral parts of any trade fair presentation and must be positioned prominently. The main criteria when choosing where to place the company logo are good visibility and its impact from afar. Depending on the general given conditions and the architectural design of the booth, the EUROLUB company logo can appear on the left/right or on both sides of the booth's back wall.

7. OTHER ADVERTISING MATERIALS
7.2. Trade fair booth
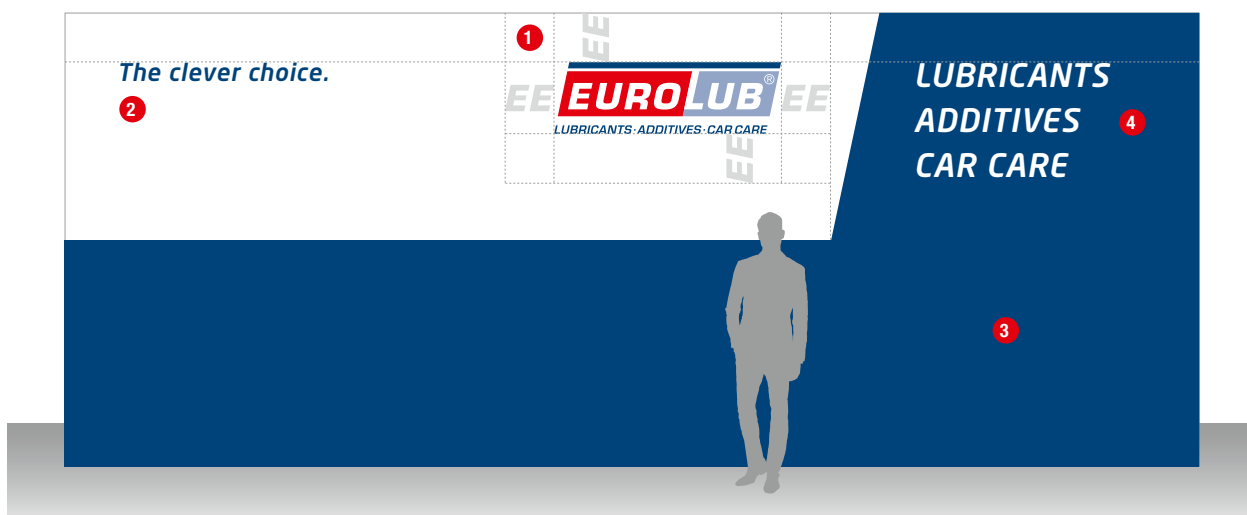
Basic set-up of an individual trade fair wall

Set-up of a trade fair wall around a corner
Exception: as the logo cannot appear in the corner here, claim and logo were swapped.

Keep in mind that the rhomboid is always placed parallel to the logo.

The positioning of the logo and claim has to be adapted to the respective booth.

1 **LOGO:** Adherence to the minimum spacing of 1 Є is obligatory. Here it is 2 Є.

2 **CLAIM:** ideally to the left of the logo, but if the booth design does not permit this, claim and logo can also be swapped.

3 **RHOMBOID:** Used as a graphical element and can serve, for example, as support for text modules

4 **TEXT:** The font weight for all text is Neo Sans Pro / medium italic. The font size is based on the type and scale of the trade fair booth.

7. OTHER ADVERTISING MATERIALS
7.3. Trade fair booth examples

Shanghai Trade Fair

Salzburg Trade Fair

Las Vegas Trade Fair

Frankfurt Trade Fair

7. OTHER ADVERTISING MATERIALS
7.4. Signage

In principle, any instruction plates or information signs in production halls or display areas must be based on the examples shown here. Always observe the respective buffer zone for the EUROLUB logo.

① **POSITIONING:** The 1 E buffer zone around the logo must be observed (see chapter 2.3)

② **CLAIM:** Appears under the logo, horizontally and vertically aligned centrally on the blue area

③ **DEALER SUFFIX:** Appears under the logo, aligned based on the company logo's angle

7. OTHER ADVERTISING MATERIALS
7.5. Signage – Portrait

1 **POSITIONING:** The 1 E buffer zone around the logo must be observed (see chapter 2.3.)

2 **CLAIM:** Appears under the logo, horizontally and vertically aligned centrally on the blue rhomboid

3 **READING DIRECTION:** Claim and logo are read from bottom to top

7. OTHER ADVERTISING MATERIALS
7.6. Signage – Landscape

1 **POSITIONING:** The 1 E buffer zone around the logo
must be observed (see chapter 2.3.)

2 **CLAIM:** Appears to the left of the logo, horizontally and
vertically aligned centrally on the blue rhomboid

7.   OTHER ADVERTISING MATERIALS
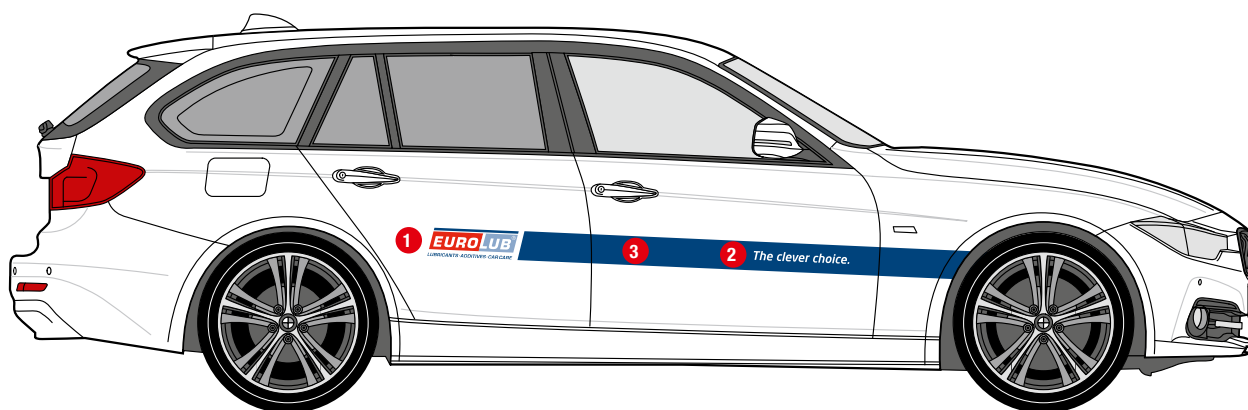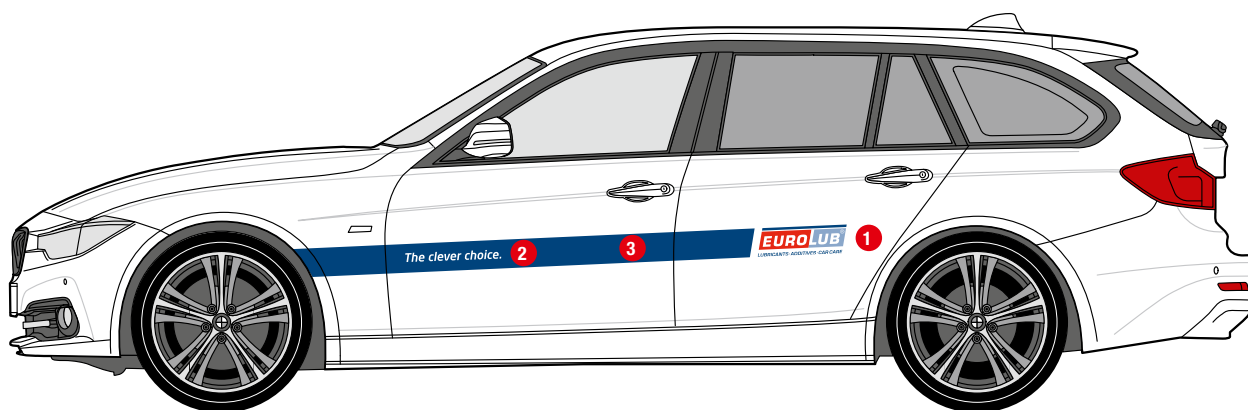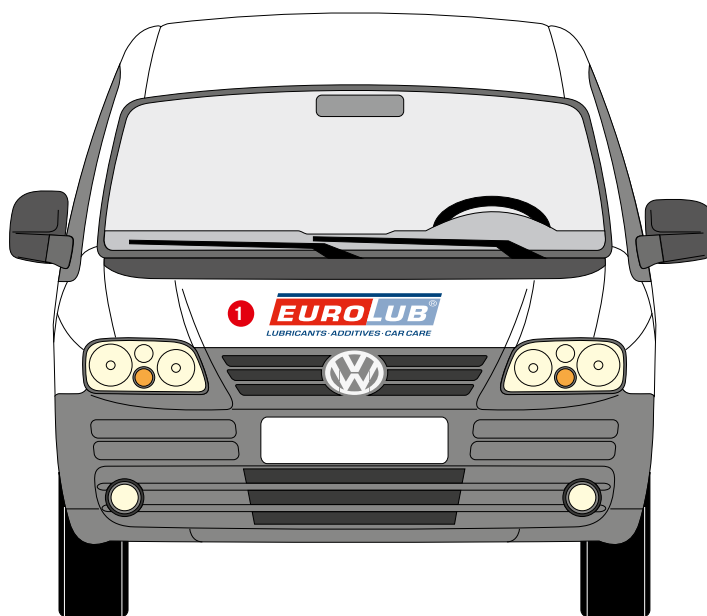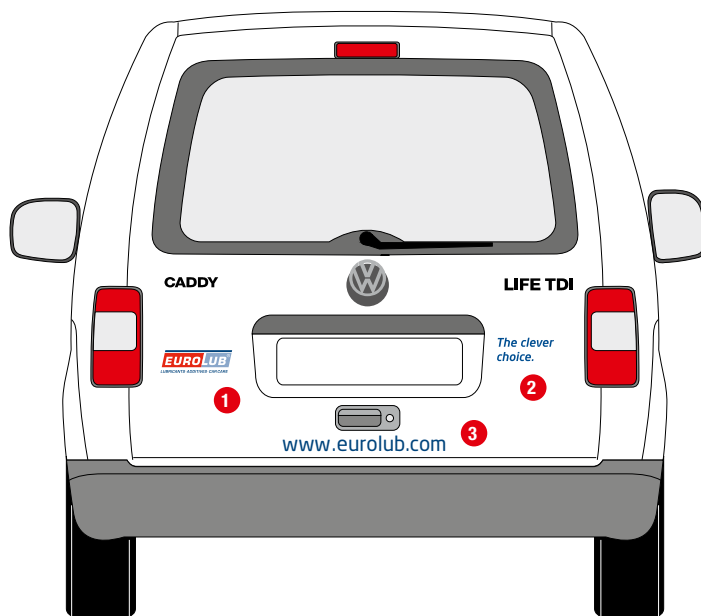
7.7.   Vehicle decals – Medium-sized car

1   **LOGO:** The 1 E buffer zone around the logo must be observed (see section 2.3), size is variable

2   **CLAIM:** Neo Sans Pro / medium italic

3   **RHOMBOID:** Width is variable, height based on size of logo

7. OTHER ADVERTISING MATERIALS
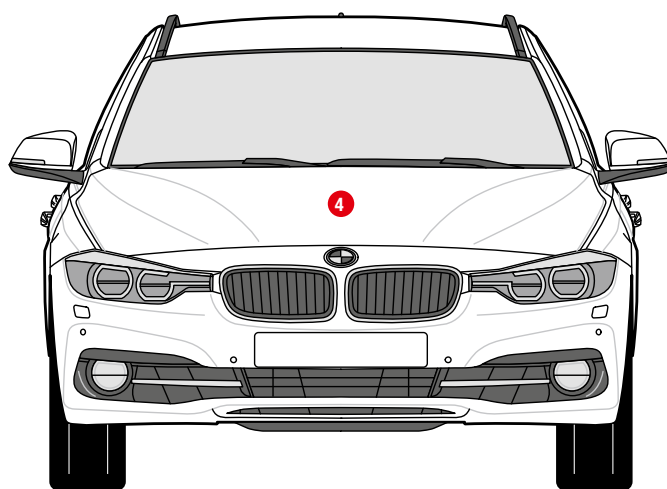
7.7. Vehicle decals – Medium-sized car

1 **LOGO:** The 1 E buffer zone around the logo must be observed (see section 2.3), size is variable

2 **CLAIM:** Neo Sans Pro / medium italic, horizontally aligned, claim adapted to logo alignment and size

3 **URL:** Neo Sans Pro / medium italic, size is variable

4 **FRONT:** No decals are stuck onto the front of the car.

7. OTHER ADVERTISING MATERIALS
7.8.   Vehicle decals – Small van
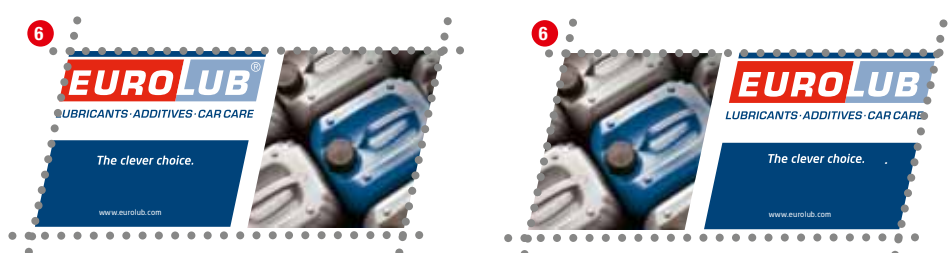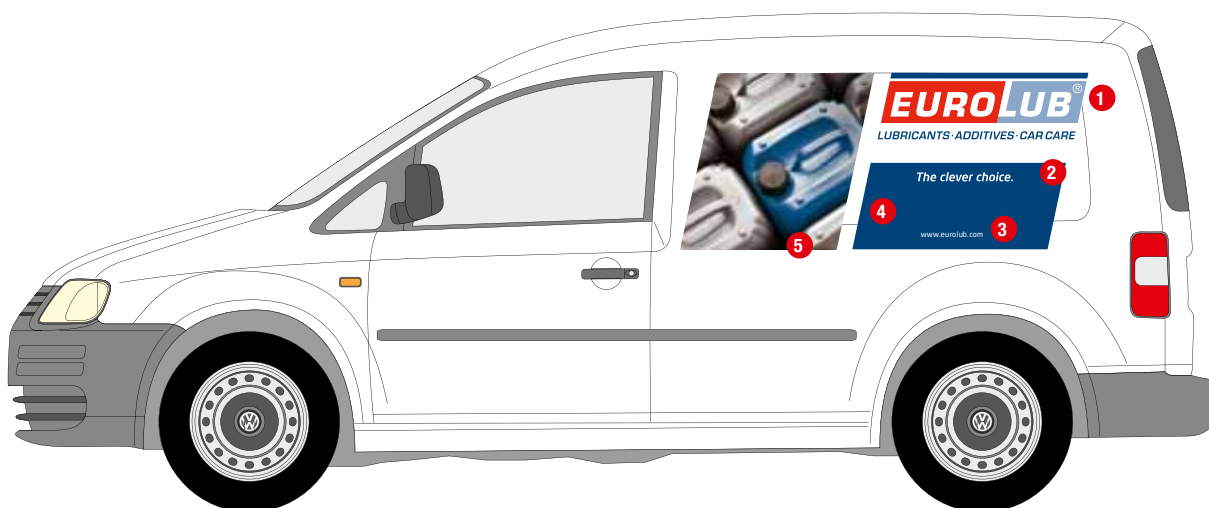
1. **LOGO:** The 1 E buffer zone around the logo must be observed (see section 2.3), size is variable
2. **CLAIM:** Neo Sans Pro / Medium Italic, aligned vertically and centrally on the blue rhomboid
3. **URL:** Neo Sans Pro / medium italic, size is variable
4. **RHOMBOID:** Width = logo width, height based on amount of text
5. **IMAGE:** Height to match height of logo + rhomboid, image to be agreed with EUROLUB
6. **COMPLETE VISUAL:** Must produce a single entity, edges must be in line, it must be recognisable as one shape

7.   OTHER ADVERTISING MATERIALS
7.8.   *Vehicle decals – Small van*

1 **LOGO:** The 1 E buffer zone around the logo must be observed (see section 2.3), size is variable
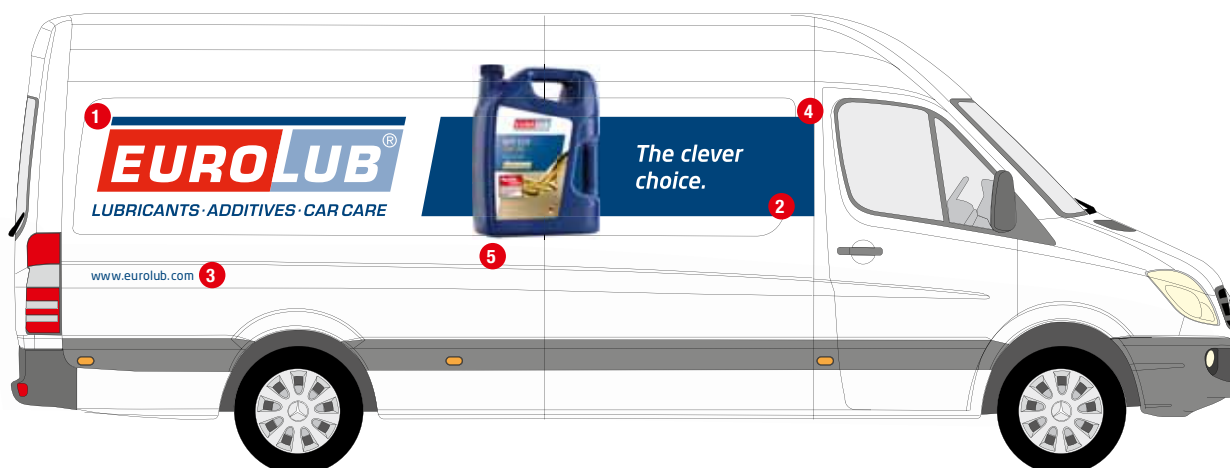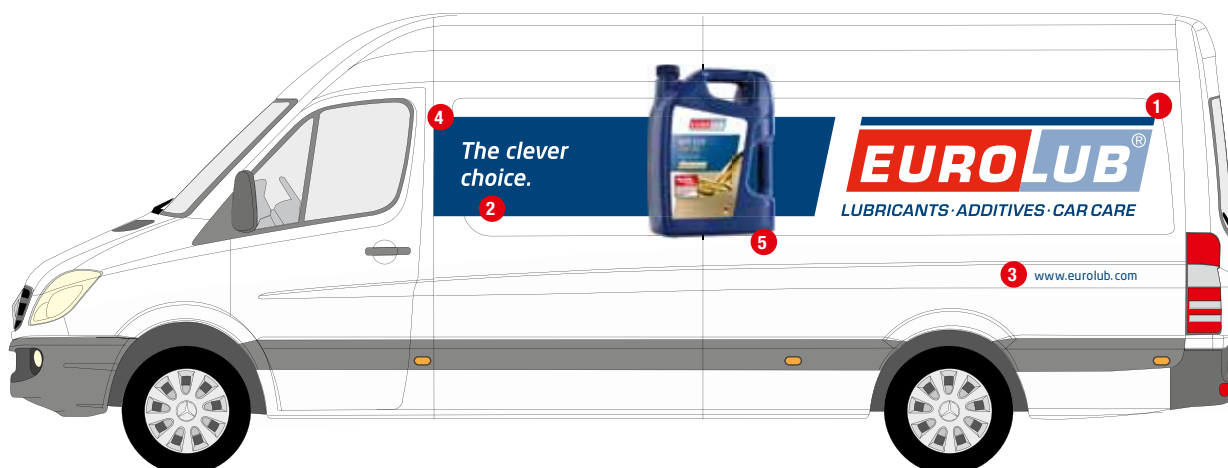
2 **CLAIM:** Neo Sans Pro / medium italic, horizontally aligned, claim adapted to logo alignment and size

3 **URL:** Neo Sans Pro / medium italic, size is variable

7. OTHER ADVERTISING MATERIALS
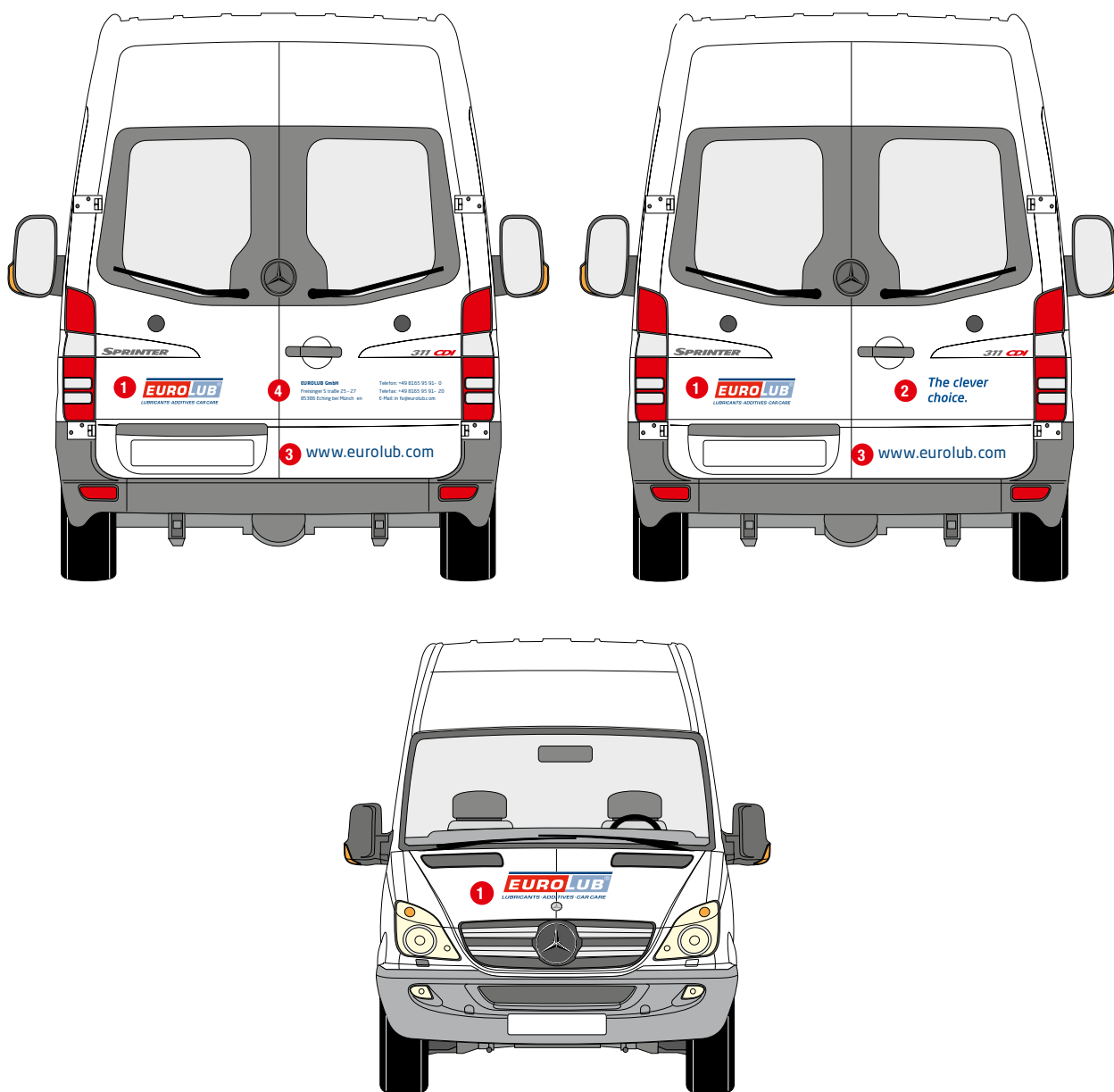## 7.9. Vehicle decals – Large van

1   **LOGO:** The 1 E buffer zone around the logo must be observed (see section 2.3), size is variable

2   **CLAIM:** Neo Sans Pro / Medium Italic, aligned horizontally and centrally on the blue rhomboid

3   **URL:** Neo Sans Pro / medium italic, size is variable

4   **RHOMBOID:** Height = logo height, width is variable, position is mandatory

5   **PRODUCT PICTURE:** Size is variable, product picture to be agreed with EUROLUB

7. OTHER ADVERTISING MATERIALS
7.9. Vehicle decals – Large van

V1 **DECAL FITTING V1:** In version 1 the address block is placed on the right-hand side of the back of the vehicle, alignment horizontal, block aligned to the top edge of the logo

V2 **DECAL FITTING V2:** In version 2 the claim is placed on the right-hand side of the back of the vehicle, alignment horizontal, claim adapted to logo alignment and size

1 **LOGO:** The 1 E buffer zone around the logo must be observed (see section 2.3), size is variable

2 **CLAIM:** Neo Sans Pro / medium italic, horizontally aligned, claim adapted to logo alignment and size

3 **URL:** Neo Sans Pro / medium italic, size is variable

4 **ADDRESS BLOCK:** Neo Sans Pro / medium italic; size is variable