

LOGO

USE AS REFERENCE

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Vitesco Technologies, Communications

Public

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SCOPE/LIMITATION

The naming of Vitesco Technologies as a reference customer is generally not permitted. As an exception, approval will only be granted upon request, only for a specific mention in a specific project and only in writing.

- > The written release includes the following items:
 - > Restriction of the authorization to the specific company (without subsidiary/parent/affiliated companies)
 - > Restriction with regard to the specific country/countries
 - > Obligation to refer to the concrete business relationship/concrete project (product, product group) etc.
 - > Reference to the fact that the release does not include a license to use the trademark in another context
 - > Commitment to use the logo exclusively in accordance with the specifications on the following pages

- > Use beyond this in advertising/customer approach only after individual case review (per customer/partner).
- > Translations into other languages may have to be submitted separately for review. These require a new approval.
- > Subject to unilateral revocation by Vitesco Technologies at any time without cause.

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SHORT MANUAL FOR CORRECT LOGO USAGE

The Vitesco Technologies logo embodies the company and its brand values. The word mark "Vitesco" and the subline "Technologies" are always inseparable.

The logo consists of the word "vitesco" in a lowercase, rounded, sans-serif font, positioned above the word "TECHNOLOGIES" in a smaller, uppercase, sans-serif font. Both are centered horizontally.

vitesco
TECHNOLOGIES

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SHORT MANUAL FOR CORRECT LOGO USAGE

The logo has a clearly defined minimum protection zone. It determines the minimum distance that all other design elements (for example, typography, graphics, and layout margins) must maintain from the logo.

The distance is derived from the logo itself. It corresponds to the height of the letter V in the logo.



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SHORT MANUAL FOR CORRECT LOGO USAGE

The minimum size must be observed to ensure that the logo is clearly legible and recognizable at all times.

The minimum size is 15 mm for print, excluding the protected zone, and 90 px for digital applications, also excluding the protected zone. With the protected zone, the minimum size of the logo increases to 20 mm and 120 px. These numbers have been rounded off for the sake of simplicity.

If a thicker line is required (due to the production process, for example), the logo as a whole needs to be scaled up proportionally until the corresponding line thickness has been achieved.

Note:

The logo can be made smaller than the minimum size in exceptional circumstances, but this needs to be coordinated with Brand Support.



Print: 15 mm
Digital: 90 px



Print: 20 mm
Digital: 120 px