


LOGO GUIDELINES

SEVEN POINTS CONCERNING THE
CORRECT USE OF THE NEW FREUDENBERG,
MICRONAIR AND VILEDON LOGOS





Freudenberg has launched its new global branding in July 2015. The Freudenberg logo and the two product brand logos micronAir® and Viledon® have been modified in this context. We developed this guide to ensure that you use the new logos correctly. What you need to look out for has been simply and clearly described in seven points.

Thank you for your cooperation.

Your Freudenberg Filtration Technologies
Marketing & Communications Team

Please contact us if you have any questions. We will be pleased to help:

Phone +49 (0) 6201 80-6822
marketing@freudenberg-filter.com

1. USE THE ORIGINALS

Use the logos in their existing form only.

Correct representation of the logos



micronAir[®]

viledon[®]

2. PRESERVE THE FORM

Design and proportions may not be changed.

Do not angle.

Do not distort.

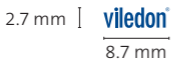
Do not alter.



3. OBSERVE THE MINIMUM SIZES

Do not set the logos smaller than the minimum size as this will impair legibility. The company slogan “INNOVATING TOGETHER” and the symbol are always integral parts of the Freudenberg logo in compliance with the minimum size. If, in exceptional circumstances, the Freudenberg logo falls below the minimum size and the slogan becomes illegible, it should be omitted.

Minimum logo sizes



4. OBSERVE THE PROTECTION ZONE

Always maintain generous space around the logos. For the corporate logo, this must be equivalent to at least the width and height of the symbol contained in the logo. For the product brand logos, the protection zone corresponds to the size of the letter “n” contained in the logo.

Logo protection zone



5. OBSERVE THE COLOR VALUES

To guarantee uniform appearance, each logo must always have the same color value.

Logo color values

Freudenberg blue

CMYK: 100/70/0/20
PANTONE: C 288
RGB: 0/67/136
RAL: 5010
HEX: #004388

Freudenberg accent blue

CMYK: 80/10/0/0
PANTONE: C 299
RGB: 0/166/226
RAL: 5012
HEX: #00a6e2

micronAir blue

CMYK: 100/70/0/20
PANTONE: C 288
RGB: 0/67/136
RAL: 5010
HEX: #004388

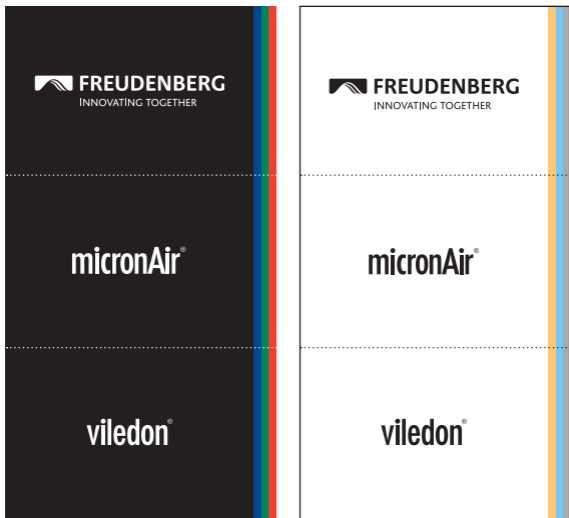
Viledon blue

CMYK: 100/70/0/20
PANTONE: C 288
RGB: 0/67/136
RAL: 5010
HEX: #004388

6. OBSERVE THE BACKGROUNDS

Ideally, the logos should always be placed on a white background. The Freudenberg logo with color gradient must only be used on a white background. In certain cases, it is not possible to print the color gradient in the Freudenberg logo. On dark backgrounds, the logo can be used in white. On light backgrounds, completely in Freudenberg blue or in black.

Backgrounds



7. SELECT A SUITABLE FILE FORMAT

More details on the correct use of formats, color mode and optimum resolution for the intended use are described in "IMAGE AND FORMAT GUIDELINES". A checklist has been included for quick orientation.

We can provide the logos in various file formats. Please contact us:



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FREUDENBERG
FILTRATION TECHNOLOGIES

 **FREUDENBERG**
INNOVATING TOGETHER