

Corporate Design **Manual**

July 2024

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Corporate Design Manual

Our new corporate design presents itself through modern design elements, a changed color scheme and a new typography. In addition, the Image-Mark will be more strongly established. We are creating a fresh, authentic and digital brand identity that will ensure greater recognition worldwide.

You can find all the new features on the DEKRA Brand and Marketing Portal.

“With the new corporate design, we want to underscore our position as a leading global expert organization dedicated to safety, security and sustainability. Countless customers around the world trust DEKRA when it comes to dealing with the latest technologies and crucial future-oriented regulatory issues. This new clear visual identity is designed to strengthen this trust, helping us create a strong and consistent DEKRA brand.”

Stan Zurkiewicz

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Basic principles



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1.1 Logo

1.1.1 Introduction

The DEKRA Logo is a Word-Image-Mark. It consists of the Image-Mark at the front and the DEKRA Word-Mark written in capital letters. Unlike the lettering, the Image-Mark can also be used on its own:



Word-Image-Mark
We use this Logo variant outside of an established DEKRA context: for example, for advertising banners, trade fairs, out of home, print ads, the website, and any other form of communication for positioning the brand.



Image-Mark
We use the Image-Mark within an established DEKRA context, for example, as a favicon (on the website), on social media (profile picture), and in internal communication. In this case, the DEKRA context is already established, so we do not need a word and Image-Mark. Using the Image-Mark enhances the visual element of the DEKRA Logo.



The box can be used when this is necessary for technical or optical reasons.

Don'ts

The positioning of the Image-Mark in relation to the DEKRA lettering may not be changed.	The lettering may not be used on its own.	The Logo may not be distorted.	There is no outline variant of the Logo.
The Image-Mark may not be mirrored or rotated.	The color of the Image-Mark may not be changed arbitrarily.	The Image-Mark can not replace the D in the DEKRA lettering.	There is no outline variant of the Image-Mark.
The position of the Image-Mark within the square may not be varied.	The background color may not be changed arbitrarily.	The ratio between the background and Image-Mark may not be changed.	Neither the background nor the Image-Mark may be depicted with an outline.

1.1.2 Free space

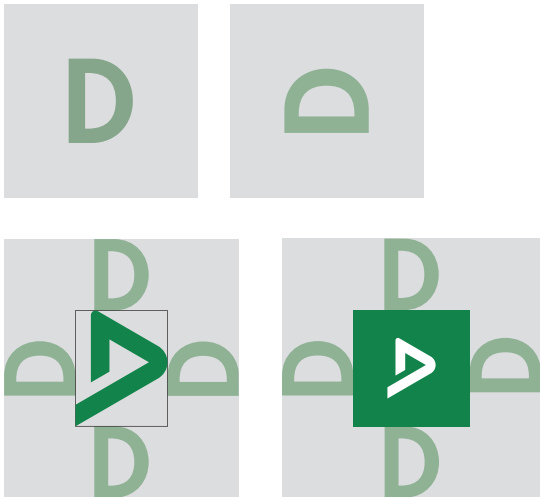
The free space guarantees that the DEKRA Logo has sufficient space to be effective at all times.

FREE SPACE

The free space is equivalent to the height of the capital D.



DEKRA Logo, horizontal



The Image-Mark can be used alone in the DEKRA context.

1.1.3 DEKRA claim

“On the safe side” is the central promise of the brand.

The claim is not linked to the Logo. It has a clear and at the same time restrained sender function. The visibility of the claim must be guaranteed. In the case of smaller formats, it must be checked whether the claim is readable. For example, to use the claim on small formats, it can be used as a single post in social media.

The claim “On the safe side” should preferably be used worldwide.

On the safe side

The existing national claims, such as “Alles im grünen Bereich” retain their validity and can continue to be used if culturally necessary.

The protective space of the claim is the height of one capital letter.

The text color of the claim adapts to the layout accordingly.

Alles im grünen Bereich

1.1.4 Color variants

The Logo is used at a wide variety of touchpoints. It should be visible, memorable and recognizable.

The background is decisive for the selection of the Logo color variant.



Primary

The green forms of presenting the Logo are used when the background is white or the Logo is placed on light-colored photo or video content. The square white area is positioned underneath the Logo when this is absolutely necessary for technical or optical reasons.

Secondary

The white variants are used when the background is green or the Logo is placed on dark photo or video content.

Grayscale

In grayscale, the Logo is only used in exceptional cases and where technically necessary.

1.2

Our colors

DEKRA's brand color is green. The base color is DEKRA Logo Green. Derived from this, there are other shades of green that can be used. A company's brand color is part of its identity. It aids recognition and supports the messages to be conveyed.

1.2.1 Primary Colors

DEKRA Logo Green

Used for the logo and elements derived from it, such as the DEKRA Shield and the Triangle (see page 16).

Dark Green

Used for backgrounds, headlines, design elements, such as triangles, and text boxes.

Light Green

Used for call-to-action notices and small design elements.

Print Black
CMYK 100/0/0/100
HKS black 6 C
Pantone black 6 C
RAL 9005

Digital Black
RGB 0/0/0
HEX #000000

White
RGB 255/255/255
HEX #FFFFFF
CMYK 0/0/0/0
Pantone 000 C
RAL 9003

DEKRA Logo Green
RGB 0/129/67
HEX #008143
CMYK 100/0/90/20
HKS 57 K
Pantone 348 C
RAL 6029

Dark Green
RGB 0/107/82
HEX #006B52
CMYK 85/30/70/25
HKS 56 K
Pantone 3425 C
RAL 6000
80%
60%
40%

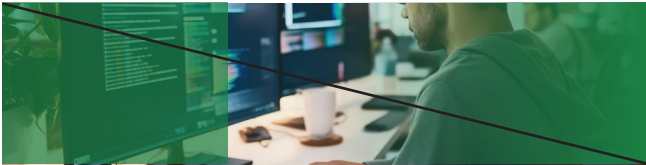
Light Green
RGB 100/179/44
HEX #64B32C
CMYK 70/0/100/0
HKS 65 K
Pantone 361 C
RAL 6018
80%
60%
40%

PERCENTAGE OF COLORS

The percentage of colors serves as a guideline for the overall appearance of the brand.



No use of transparencies



No use of gradients



In addition to the brand color green, there are three accent colors: dark blue, orange and yellow. They are used to highlight something or, for example, to draw attention to an event, date, or special promotion. They should be used sparingly.

1.2.2 Accent colors

These may be used sparingly in communication, such as in presentations or newsletters. They are used to visually highlight relevant information when necessary.

- To highlight/differentiate information, such as infographics, diagrams, callouts
- No extensive use (e.g., backgrounds)

Dark blue
RGB 0/46/85
HEX #002E55
CMYK 100/85/40/35
HKS 38 K
Pantone 534 C
RAL 5013
80%
60%
40%

Yellow
RGB 255/204/0
HEX #FFCC00
CMYK 0/20/95/0
HKS 4 K
Pantone 7406 C
RAL 1023
80%
60%
40%

Orange
RGB 239/124/0
HEX #EF7C00
CMYK 0/60/100/0
HKS 7 K
Pantone 152 C
RAL 2000
80%
60%
40%

PERCENTAGE OF COLORS

The percentage of colors serves as a guideline for the overall appearance of the brand.



Important: Green is always the predominant color!

Use of Digital Green in Print

Our Digital Green should only be used in print in exceptional cases. It is not intended for large areas; instead, it should be used for accentuation. Since Digital Green cannot be represented in CMYK, the special color Pantone 916 C (Neon) is used. Printing

this color is expensive and therefore only suitable for special occasions such as invitations. To set up the Pantone color in InDesign, the paid add-on Pantone Connect is required. Alternatively, some printing companies offer this service.

Pantone 916C (Neon)

1.3 Typography

1.3.1 Fonts

We use the Noto Sans font in our digital and analog media to create a uniform appearance. This font is available in characters in most languages and makes our brand recognizable worldwide. We can choose from the following font styles when designing various assets:

Noto Sans
Light Italic

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 ,.-'<>!"\$%&/'()=?`

Noto Sans
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 ,.-'<>!"\$%&/'()=?`

Noto Sans
SemiBold

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 ,.-'<>!"\$%&/'()=?`

Noto Sans
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 ,.-'<>!"\$%&/'()=?`

Noto Sans
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 ,.-'<>!"\$%&/'()=?`

NOTO SANS
The Noto Sans font styles are integrated via DEKRA software distribution. Please activate it promptly.

Google Fonts Download

GDPR COMPLIANT: INTEGRATING GOOGLE FONTS LOCALLY
If you are not connected to the DEKRA IT service, please store and integrate the Noto Sans font styles from the Google server locally on your own server or web space.

1.3.2 Principles of use

We use the following font styles for digital assets and MS Office applications:

DIGITAL TYPOGRAPHY

Headlines and copy text
Noto Sans
Regular

Subtitle, Sub-Headlines and highlights
Noto Sans
Bold

Headlines and highlights
Noto Sans
Black

We use the following font styles for print products:

PRINT TYPOGRAPHY

Headlines and copy text
Noto Sans
Regular

Highlighting in copy text
Noto Sans
Bold

Headlines and highlighting
Noto Sans
Black

Subtitles and Sub-Headlines
Noto Sans
Semi-bold

Footnotes and sources
Noto Sans
Light Italic

USE OF TYPOGRAPHY

Lorem ipsum
dolor sit amet

Sed cursus maximus risus

Lorem ipsum dolor sit amet consectetur. Rhoncus sapien a rutrum tortor dolor amet risus. Com- modo mollis bibendum interdum viverra. Id morbi vivamus magna malesuada nibh nulla dui. Interd- um suspendisse sit ut pulvinar.

Regular – Headlines
(Color: dark green or white)

Black – Highlighting
(Color: dark green or white)

Semi-bold – Sub-Headlines
(Color: black or white)

Regular – Copy text
Bold – Highlighting
(Color: black or white)

1.4 Design elements

1.4.1 DEKRA Shield

Inspired by the Image-Mark, the DEKRA Shield was developed as a design element. To distinguish it from the Image-Mark, the DEKRA Shield may only be used in two colors. In addition, the DEKRA

Shield is also used as an image container, and the angles and colors of the design element may not be changed. The DEKRA Shield may only be used in the direction shown.

Color option 1

DEKRA Logo green and light green



Color option 2

Light green and DEKRA Logo green



Permissible colors

DEKRA Logo green
RGB 0/129/67 HKS 57 K
HEX #008143 Pantone 348 C
CMYK 100/0/90/20 RAL 6029

Light green
RGB 100/179/44 HKS 65 K
HEX #64B32C Pantone 361 C
CMYK 70/0/100/0 RAL 6018

1.4.2 Principles of use

The DEKRA Shield can be trimmed. In contrast, the Image-Mark may not be altered.

DEKRA Shield



DEKRA Shield as an image container

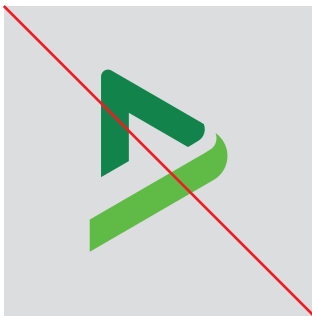


Permitted sections of the DEKRA Shield

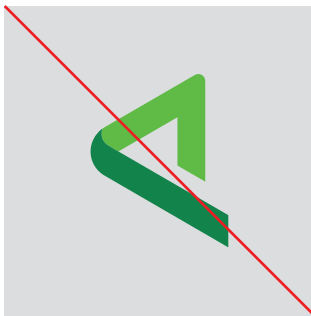


Don'ts

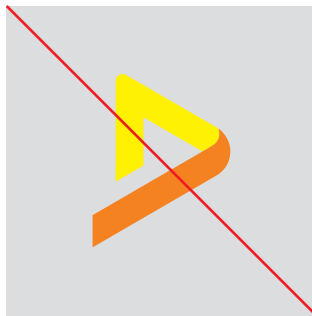
The two partial elements may not be separated from each other.



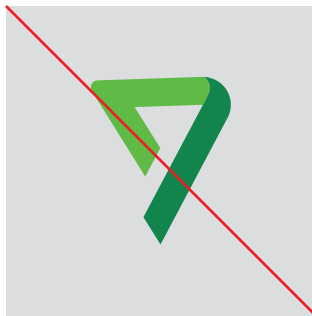
The DEKRA Shield may not be mirrored.



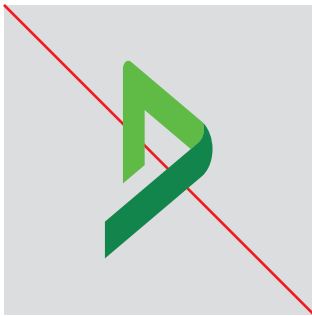
The colors may not be changed.



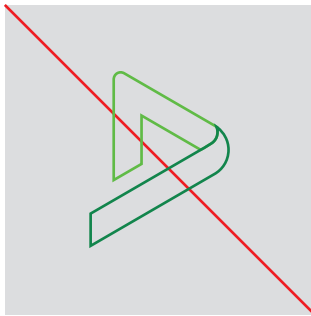
The element may not be rotated.



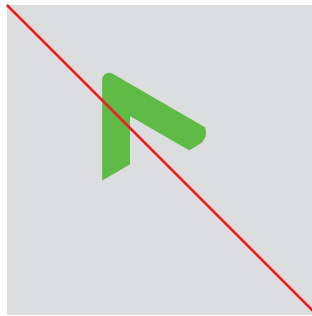
The proportions of the element may not be changed.



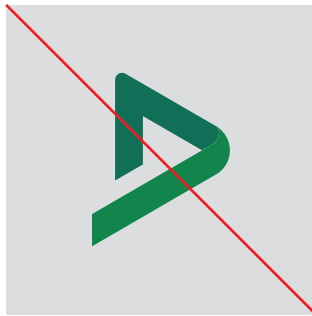
The DEKRA Shield may not be used in outline form.



The subelements may not be used individually.



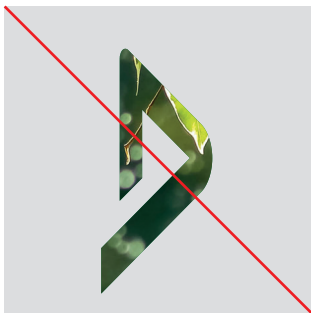
Dark green may not be used in this element.



The DEKRA Shield and image container may not be combined in a single element.



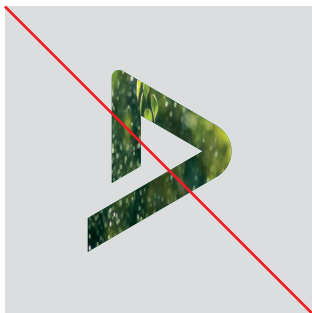
The proportions of the image container may not be changed.



The image container may not be rotated or mirrored.



The image within the container may not be distorted.



1.4.3 Triangle

The Triangle is a three-sided design element with rounded corners. Its design is based on the shape of the Image-Mark. It can be used over a larger area as a colored background for texts. When used

for small-format applications, it acts as an arrow shape and draws attention to particularly important content.

TRIANGULAR ELEMENT

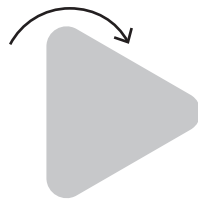
Example



Width: 50 px



Corner radius: 5 px



Rotate polygon

Step 1

Create a three-sided polygon of any size.

Step 2

Apply a corner radius of 10% of the width of the polygon.

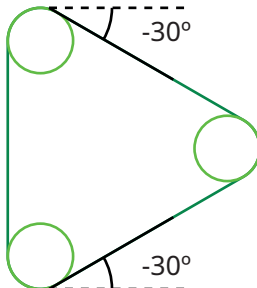
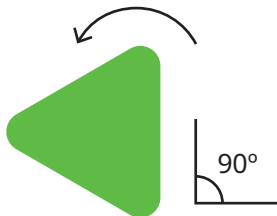
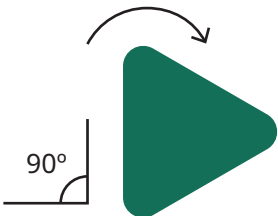
Step 3

Rotate the polygon 90° to the right or left.

The **10% rule** in step 2 applies only to creation in Adobe Illustrator and Figma.

Angle

90° to the left and right



Uses

The Triangle may be used in all main and accent colors and is allowed to be trimmed.

TRIANGLE AS AN IMAGE CONTAINER

The Triangle may be used as an image container for presenting specific image content. Used sparingly, it serves as a special design element and may also be used in sections.



1.4.4 Eye-Catcher

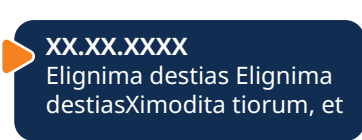
Eye-catchers are design elements that deliberately stand out from a layout to communicate important information. To achieve this, we use all the defined accent colors for our eye-catchers. The elements

we combine consist of the rounded info box with the Triangle as an arrow element pointing to the relevant content.

POTENTIAL USES

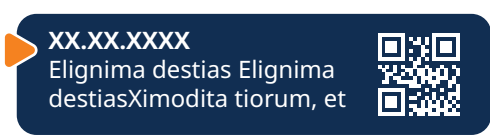
ON WHITE AREAS

The Triangle has a white outline when used on white areas.



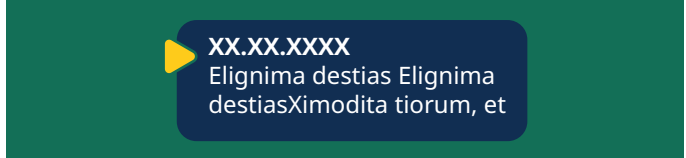
WITH A QR CODE

A QR code can be placed inside the eye-catcher when promoting events.



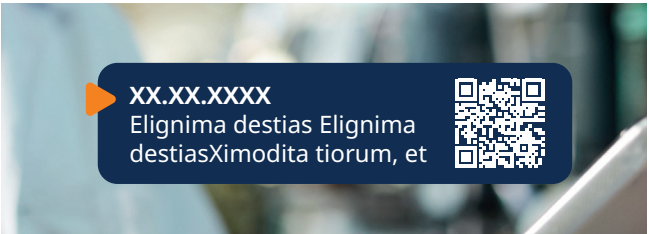
ON GREEN AREAS

When using on green areas, give the Triangle an outline to match the background color.



ON IMAGES

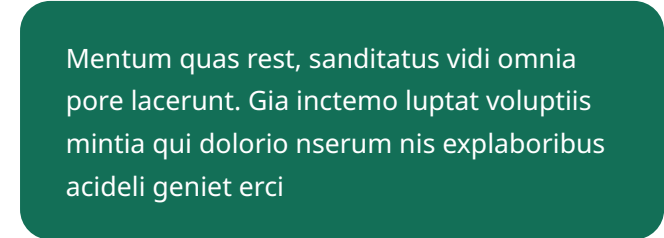
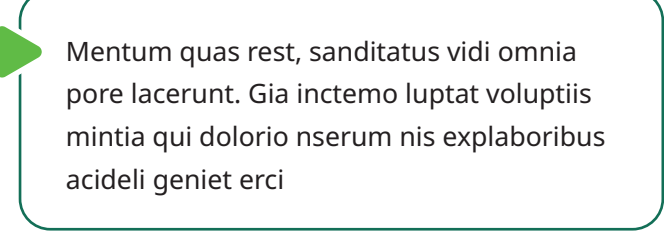
The Triangle is used without an outline on images.



1.4.5 Text boxes

Rectangular areas with rounded corners can be used for longer texts, **4 mm in print and 12 px in digital**.

There are two options to choose from, either with a white or a dark green background. In both cases, a small Triangle in light green can be placed in front of the text to draw the eye. An outline with a width of 2 pt is placed around the Triangle to help the element stand out from the green area.



1.4.6 Examples of usage



1.5

Visual imagery

1.5.1 Photography

The DEKRA imagery has a realistic look and features natural images. Manipulated or heavily edited images are not used.

Using design elements with the images helps them blend into the DEKRA visual system.

Composition: Expressive image structure that creates a sense of depth and is visually appealing.
Color scheme: Natural light, no subsequent filters.

Content: Everyday situations that viewers can identify with and that offer realistic insights into the brand.

Color spectrum



Dark images
Should only be used where absolutely necessary.



1.5.2 Icons

Icons are an essential tool for quickly and easily understanding information. They use clear symbols that are universally understood, regardless of origin, gender, or disability, to show users where to find specific functions or content. The consistent use of icons across all media

formats strengthens our brand identity through recognizability and visual appeal. This uniform application also improves the user experience and makes it easier to remember functions. The icons are sourced from the database [fontawesome.com](#).

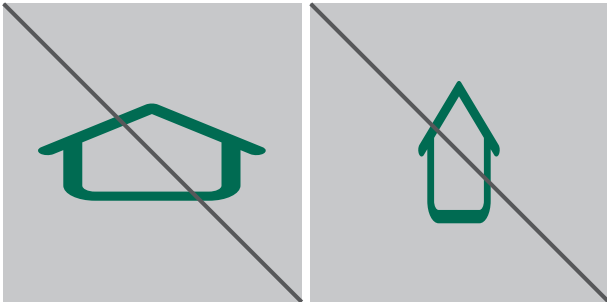
Note: The complete guideline on **icons** can be found in the **BMP**.

Line Icons

We only use Font Awesome’s “Regular” style line icons, which have a clear outline.



Don’t compress or stretch icons



We don’t use bold and fine outlines



Solid Icons

Solid icons are intended as an additional display option. For example, they can be used to display different button states on web pages, or to ensure the visibility of icons on photos with highly mixed colors or complex patterns. They must also be obtained from Font Awesome.



Colors

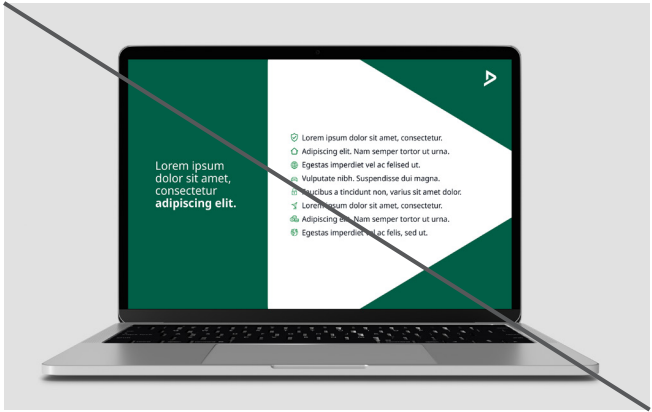
For the outlines of the icons, we use both our primary and accent colors. Icons can be used on solid-colored backgrounds as well as on images.

Note: Always choose a high contrast between the icon and the background to ensure accessibility.



Bullet Points

Icons are not a substitute for bullet points. Exceptions may occur; please refer to the use cases in the Icon guideline.



Note: Font Awesome offers a large selection of icons for free. To access the complete Font Awesome icon database, please email the Corporate Design Team: corporate-design@dekra.com



Corporate Wording

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2 Corporate Wording

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2

Corporate Wording

Corporate wording specifies the spelling of the company name, subsidiaries, our services, and contact information. In a further step, these mandatory elements are supplemented by additional elements such as writing and style rules.

**Note:**

You can already find information on non-dis-criminatory and gender-sensitive language in the **BMP**.

2.1 Special Considerations for Use of the Company Name DEKRA

Rule	Example
DEKRA is always written in uppercase letters.	DEKRA, not Dekra
DEKRA is always used without an article.	... In 2024 DEKRA... DEKRA offers its customers according to DEKRA's statement ...
DEKRA is never hyphenated.	Never DE-KRA
DEKRA is always written without a hyphen.	DEKRA branch DEKRA employee DEKRA event DEKRA service
Word combinations with DEKRA do not have a hyphen, even in line breaks.	... DEKRA seal.
No abbreviations (they do not convey information)	DEKRA Certification, not DEKRA Cert.

2.2 Naming Conventions for Country Subsidiaries and Affiliates

Rule	Example
Subsidiary: DEKRA + Activity (Additional) + Legal Form No indication of the country. The name consists of a maximum of three words + legal form. Activity is always given in English. If this is not possible due to cultural requirements, the local language is used.	DEKRA Certification GmbH DEKRA Rail BV
Country Level: DEKRA + Country + Legal Form The country is always given in English. If this is not possible due to cultural requirements, the local language is used. The application case is the operational business, under which various services are gathered (not the accreditation and certification business).	DEKRA Italia S.r.l. DEKRA France S.A.S DEKRA Belgium N.V.
Country Level: DEKRA + Country + Holding + Legal Form The country is always given in English. If this is not possible due to cultural requirements, the local language is used. Application case for the addition of Holding: an empty parent company, which is either empty or contains only shared services, or in an operational company, if there are legal or tax obligations.	DEKRA Netherlands Holding B.V.

2.3 Naming Conventions for DEKRA Services

Rule	Example
Established services = self-explanatory; DEKRA can be prefixed if needed	DEKRA Main Inspection DEKRA Certification
Special services (service packages, services, etc.) = DEKRA should be prefixed	DEKRA Registration Service DEKRA Management System DEKRA Simulation Game
“DEKRA special” products = DEKRA should be prefixed	DEKRA Seal DEKRA Award DEKRA Skicup
Mentioning the sender is not desired = Proper name	SafetyCheck

2.4 Uniform Formatting of Contact Information

Telephone Numbers

As a standardized solution, we follow DIN 5008 for the formatting of telephone numbers. This standard specifies the following formats:

Note:

For particularly long telephone numbers that might be difficult to read, DIN 5008 allows for additional segmentation of the extension number using non-breaking spaces. Advertising reasons can also justify such segmentation.



Rule	Example
Phone numbers with area code: The area code is separated from the rest of the number by a space.	0873 376461 03748 37682358
Phone numbers with area code and extension number: An extension number is appended to the main number with a hyphen.	05444 347687-350 0764 812632-41
Special numbers: For special numbers, where the digit after the area code informs about the tariff, there is a specific segmentation.	0180 2 12334 0800 5 23234213
Phone numbers in international correspondence: In international correspondence, phone numbers are internationalized by prefixing a plus sign and the respective country code. The leading zero of the national area code is omitted.	+49 30 3432622-113 (For Germany, this results in “+49”, and the 0 of the national area code (e.g., “030” for Berlin) is omitted.)
Fax and mobile numbers: These follow the same format as phone numbers.	Mobile Number + 49 179 1111111

Email Addresses

General Criteria

For the formatting of email addresses at DEKRA, both service-related and personal email addresses must have a maximum of 45 characters before the @ symbol.

Example:

product.certification@dekra.com
john.ernest.doe@dekra.com

Personal Email Address

Personal email addresses across all DEKRA companies (majority-owned) are structured according to the following system:
firstname.lastname@dekra.com

The following criteria must be observed:

- The email address consists of a maximum of 3 components before the @:
part1.part2.part3@dekra.com.
- Umlauts (ä, ö, ü) are replaced with ae, oe, ue.
- No special characters (e.g., é, è, à, ç, å) are used.
- It is written in lowercase and without spaces.

In the case of identical names, the following system is used to create an individual email address:

Rule	Example
Preferred solution: firstname+initial of second name+lastname+@dekra.com	john.e.doe@dekra.com
If there is no second name: firstname+initial of first name+lastname+@dekra.com	john.j.doe@dekra.com
In case of another duplication: If the person does not have a second name and a name duplication still exists even with the repetition of the first name initial, they can choose two arbitrary initials. firstname+two freely chosen initials+lastname+@dekra.com	john.pc.doe@dekra.com

Email Signatures

The email signature guidelines at DEKRA are clearly defined for both Germany and internationally to meet legal requirements and fulfill DEKRA's defined visual criteria:

General Criteria

- The signature should appear uniformly on all monitors and use Arial font in size 10 pt.
- Due to our sustainability efforts, we also handle server capacities responsibly. Therefore, we refrain from using any images (DEKRA logo, social media logos, etc.) in our signatures.
- Instead of the DEKRA logo, the text "DEKRA. Alles im grünen Bereich." is used for Germany, and "DEKRA. On the safe side." is used in all other countries.
- For social media links, text links are used instead of icons.

In Germany:

According to the law on electronic commercial registers and cooperative registers as well as the corporate register (EHUG), business emails must include a valid signature that contains minimum information such as the name and registered office of the company, regardless of the communication medium.

To meet these requirements uniformly, the signature should be formatted as follows:

DEKRA Company GmbH
Department
Street 00 | 00000 City
Tel.: +49 711 7861-0 | Fax: +49 711 7861-0
max.muster@dekra.com | http://www.dekra.com

DEKRA. Alles im grünen Bereich.

Registered office Stuttgart, District Court Stuttgart,
HRB No. 21039 Chairman of the Supervisory
Board: Stefan Kölbl Managing Directors: Stansilaw
Zurkiewicz (Chairman), Wolfgang Linsenmaier, Peter
Laursen, Petra Finke

The paragraph on EHUG does not apply internationally, as countries have their own regulations.

International:

A valid signature must be inserted that complies with the legal requirements of the respective country, including information such as company name, registration number, and tax number.

In addition to the standard information, further legally required details should be added.

To meet these requirements uniformly, the signature should be formatted as follows and supplemented with the necessary details:

DEKRA Company GmbH
Department
Street 00 | 00000 City
Tel.: +49 711 7861-0000 | Mobile +XX 000 000-0000 |
Fax: +49 711 7861-0000
max.muster@dekra.com | http://www.dekra.com

DEKRA. On the safe side.

<< Please insert further legally required information here >>

2.5 Gender-Sensitive Communication

So far, no generally accepted and uniform regulation in gender-sensitive communication has been established

If there are different terms for men and women, we always use both gender forms. The order does not matter.

Whenever possible, we prefer gender-neutral formulations and thus avoid using gender-specific terms.

To always include women and men in our communication, we take the following measures:

Example:
Chairman, Chairwoman;
Businessman, Businesswoman

Example:
Firefighter instead of fireman and firewoman



Digital
Media



Section 3
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3 Digital media

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3.1 Digital media

3.1.1 Introduction

Our consistent visual identity in digital media makes our brand recognizable and creates a sense of trust.

We use the Noto Sans font in our digital media to create a uniform appearance. It offers characters in all languages, making our brand recognizable

worldwide. The following font styles are available to us for designing various text elements for digital media and MS Office applications.

3.1.2 Fonts

Headlines and copy text

Noto Sans

Regular

Subtitle, Sub-Headlines and highlights

Noto Sans

Bold

Headlines and highlights

Noto Sans

Black

USE OF TYPOGRAPHY

Lorem ipsum dolor sit amet

dolor sit amet

Sed cursus maximus risus

Lorem ipsum dolor sit amet consectetur. Rhoncus sapien a rutrum tortor dolor amet risus. Com- modo mollis bibendum interdum viverra. Id morbi vivamus magna malesuada nibh nulla duis. Interd- um suspendisse sit ut pulvinar.

Regular – Headlines
(Color: dark green or white)

Black – Highlighting
(Color: dark green or white)

Bold – Sub-Headlines
(Color: black or white)

Regular – Copy text
Bold – Highlighting
(Color: black or white)

3.1.3 Colors

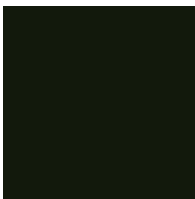






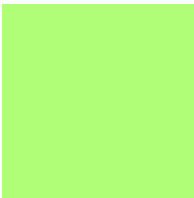
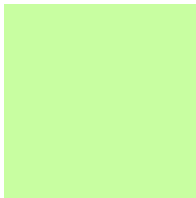
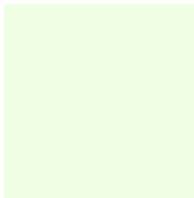
Colors determine our visual identity in the digital space as well. The defined green tones and accent colors form the framework for the design but are supplemented by further color variants. As a result, there is a range of color gradations for all colors in the corporate design which can be used to sup- plement digital designs. This creates additional options in the design of functional elements and

displays them in an accessible way. In addition to a digital white and black tone, colors are also defined for displaying certain technical information (for instance, red for error displays) for the digital space. The color design in the digital space should also follow the correct color ratio to ensure DEKRA has a seamless overall look.

The following is an **excerpt** from our digital color palette. It contains colors with high contrast and ensures good readability on screens. The targeted selection of color combinations supports accessibility.

More information on the defined colors for online applications can be found in the **online style guide**.

Brightgreen

					
900 #12190C	800 #233318	700 #354C24	600 #466530	500 #527638	400 #7BB154
					
300 #9EE46C	200 - DEFAULT #B0FD78	100 #C8FEA1	50 #EFFFEE		

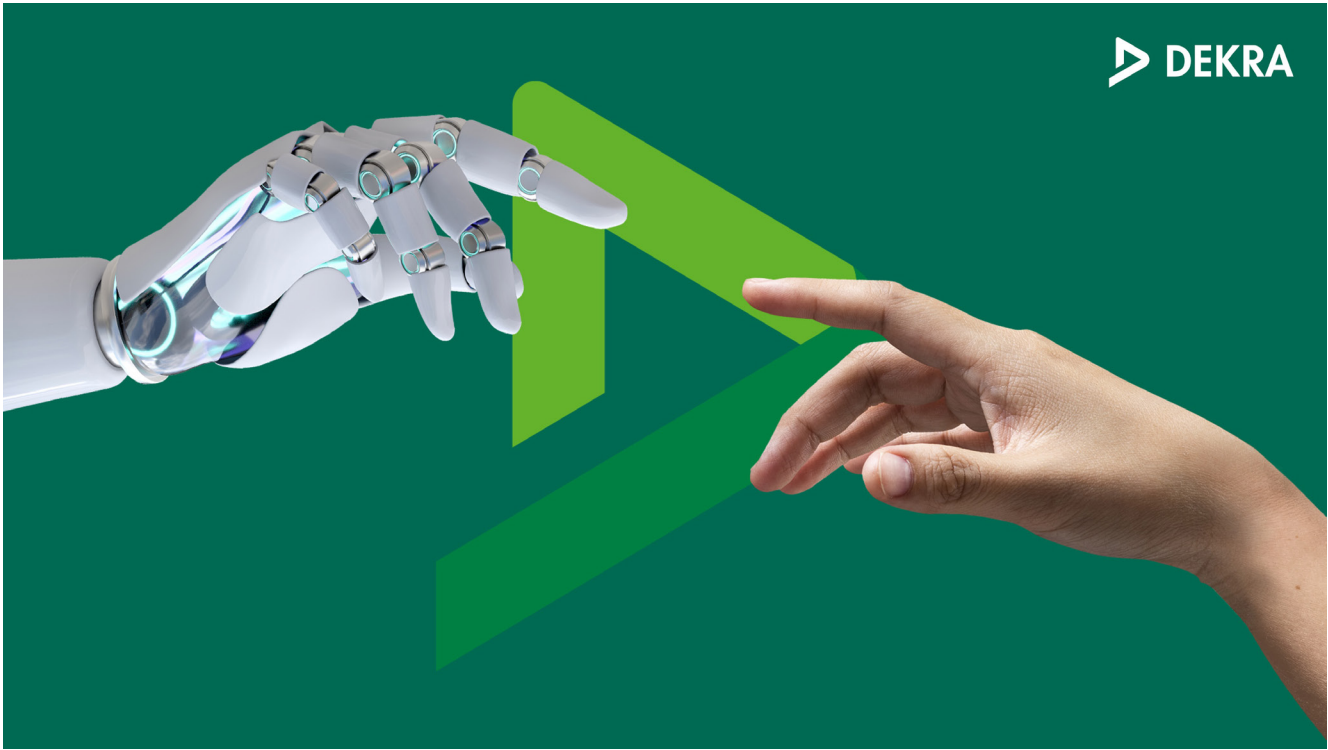
The digital colors have been adapted to the new accessibility standard (as of 07.2024). They are **WCAG 2.1 compliant**.

3.2

Digital communication assets

3.2.1 PowerPoint

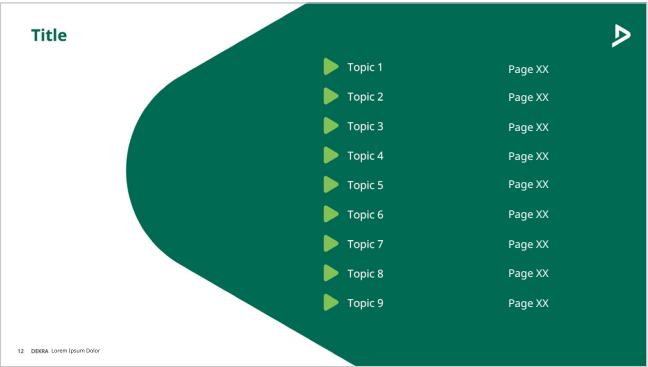
Templates including all the presented design elements are available on the brand and marketing portal **bmp.dekra.com** for creating PowerPoint presentations, Word documents, white papers, banners and ads.



Front page



Inside page



Inside page

Format: 1920x1080 px
Typography: Noto Sans black, bold and regular

3.2.2 Word documents



Front page



Inside page

Format: DIN A4
Typography: Noto Sans black, bold and regular

3.2.3 White papers



Front page 01



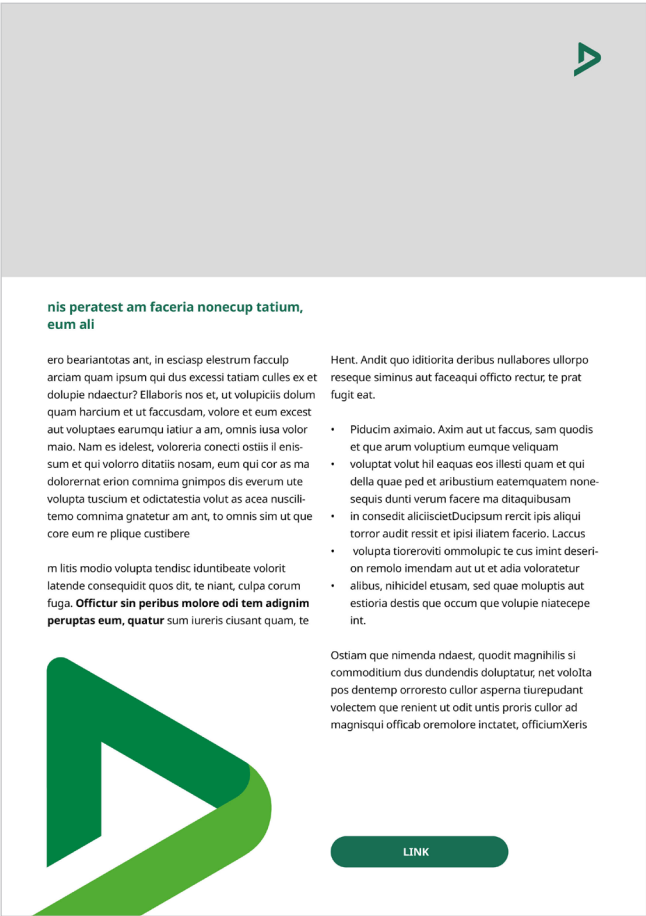
Front page 02

Format: 1920x1080 px
Typography: Noto Sans black, bold and regular

3.2.4 Product data sheet

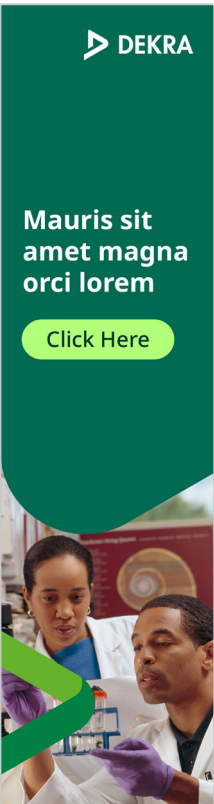
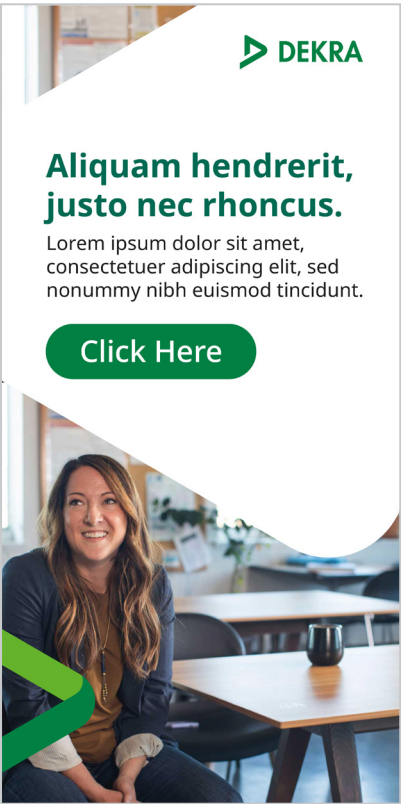


Cover

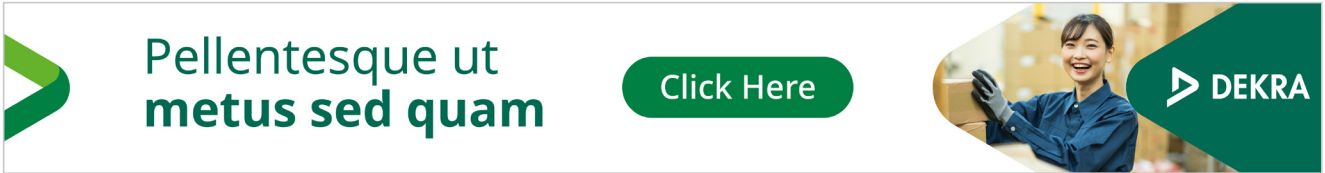
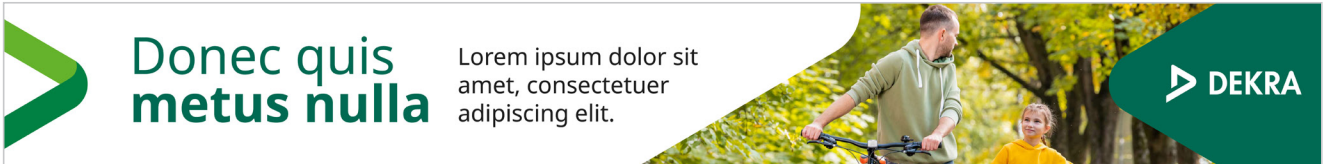


Content

3.2.5 Banners/ads



Format: All common formats
Typography: Noto Sans black, bold & regular



3.3 Social media

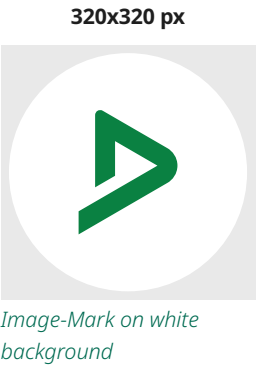
3.3.1 General overview

DEKRA is on the Instagram, LinkedIn, Facebook, Twitter and YouTube platforms as part of our digital communications. In order to translate our visual identity over to social media, a channel-specific

Social Media Guideline has been created that consistently specifies the use of colors, shapes and imagery.

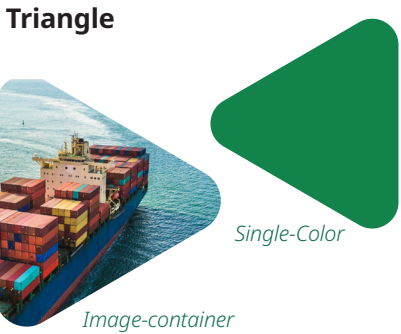
PROFILE PICTURE

DEKRA has a distinctive profile picture that shows the Image-Mark in green on a white background. This color scheme makes it easier to identify and position the profile picture so followers can recognize the DEKRA page more readily.

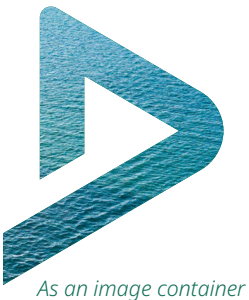


2.3.2 Design elements

We transfer our visual system to social media by using the design elements in our visual system to create posts.



DEKRA Shield



3.3.3 Examples of usage

This section includes typical examples for external and digital communication.



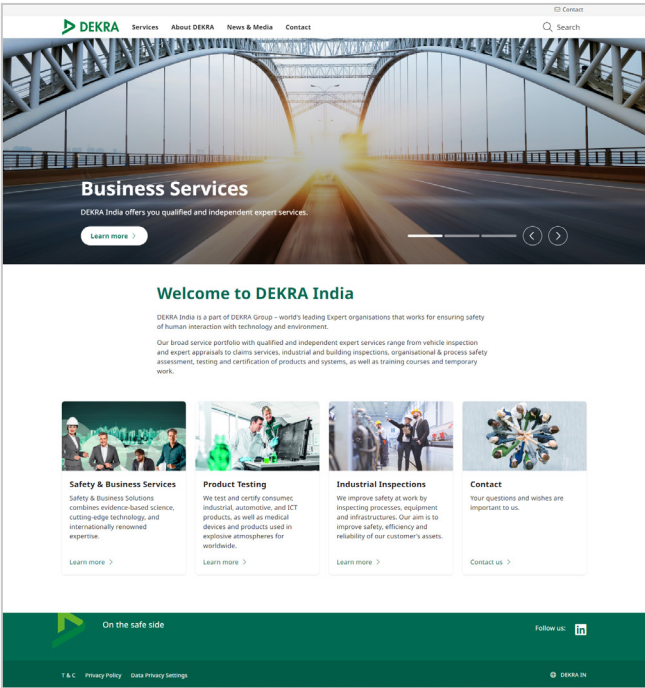
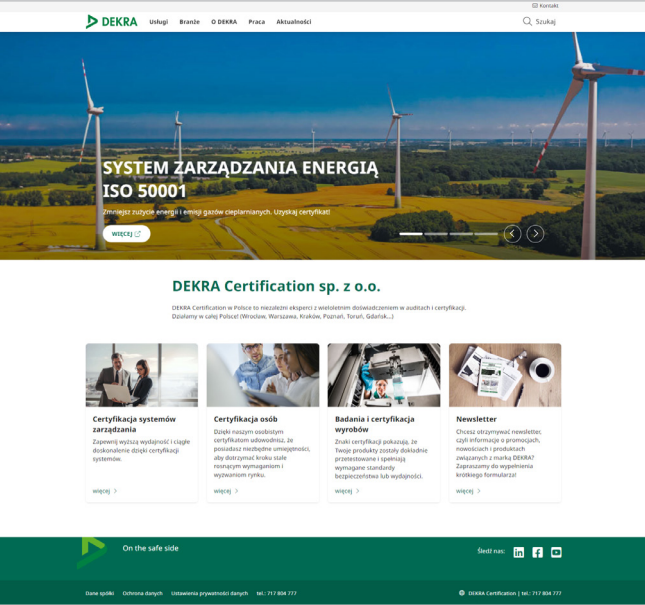
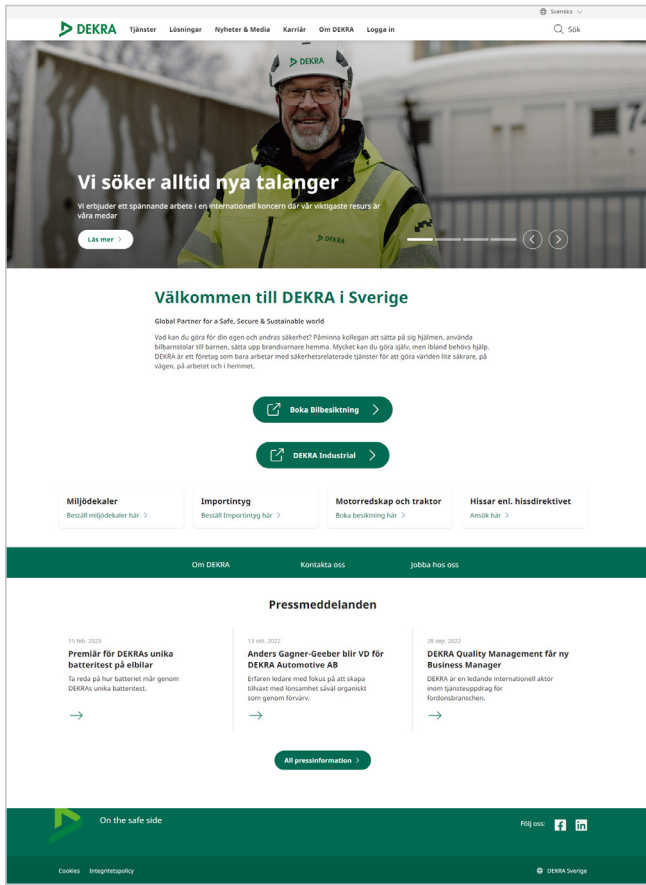
3.4 Websites

3.4.1 Modules and websites

The visual system also determines the look of our websites. In addition to the font Noto Sans, which is used for the text, design elements are also trans-

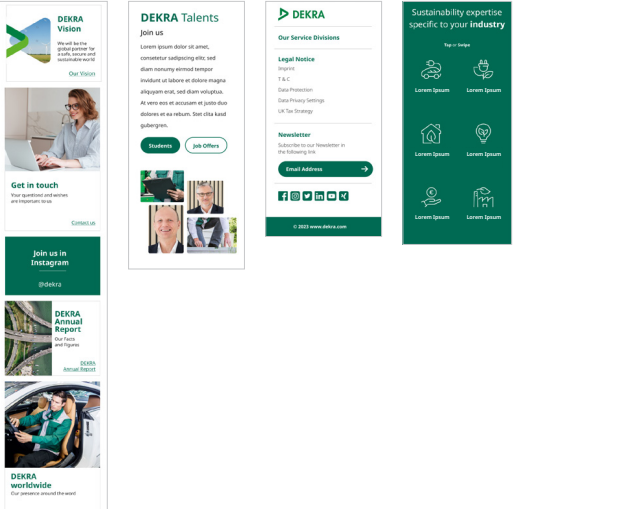
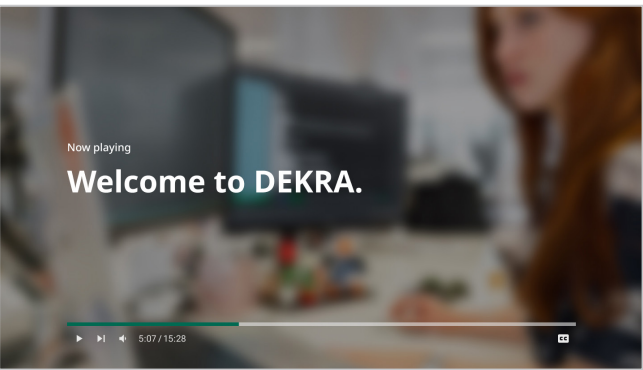
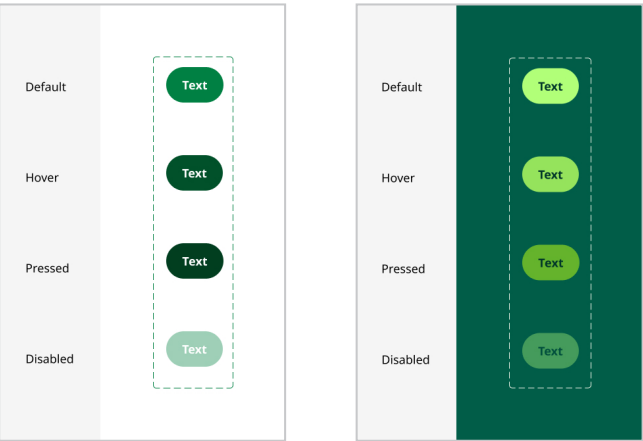
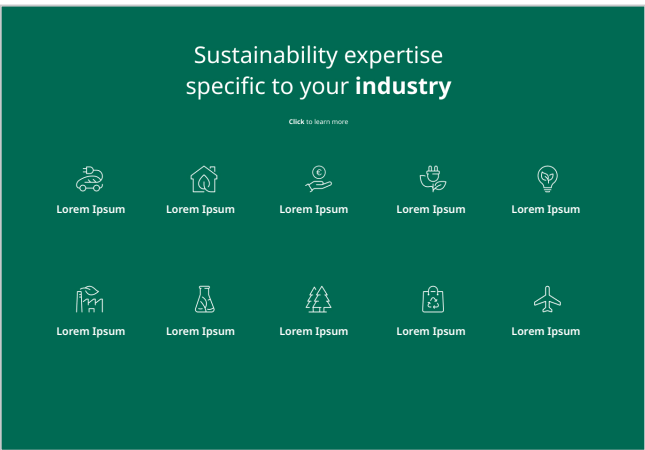
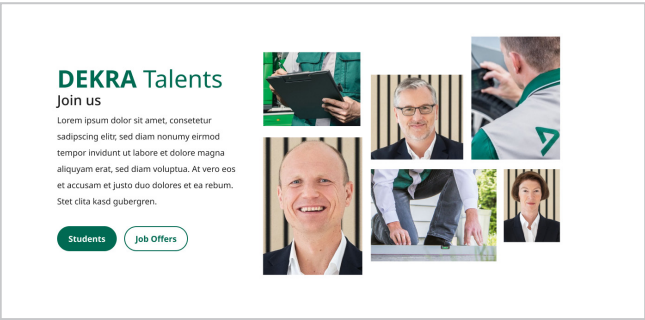
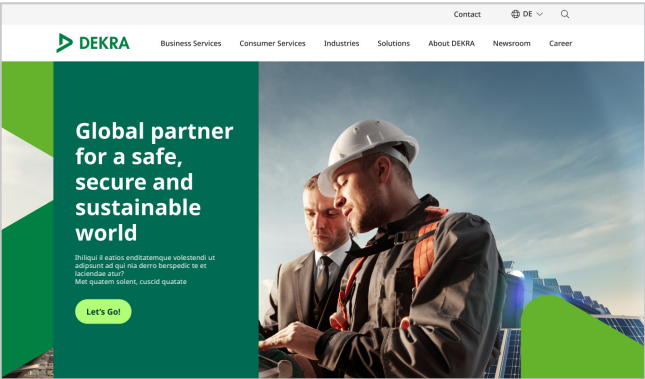
ferred to our web design. For example, individual functional elements such as buttons and images pick up on the concept of rounded corners.

The visual adaptation of the FirstSpirit web pages to the new CD will take place in a step-by-step process.



Design examples

On the basis of these examples, it is shown how the visual framework of a future website could look like.



More information on the defined colors for online applications can be found in the **online style guide (available from July 18, 2023)**.

For questions regarding the implementation of the online designs on DEKRA websites that are not based on the FirstSpirit Master, please contact: **online.global@dekra.com**

Print
media



Section 4
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4.1

Business stationery

Our analog business stationery complies with the DIN 5008 standard. For additional formats, please contact the Brand Management team at corporate-design@dekra.com

4.1.1 Letterhead

Sender in the window
Noto Sans regular, 8 pt

Info text
Noto Sans regular, 8 pt

The position of the Logo on the letterhead is clearly defined and aligned flush right with the text field. The DEKRA Logo is preprinted.

12,7 mm

20 mm

DEKRA SE | Handwerkstraße 15 | 70565 Stuttgart | Germany

Recipient

Reference sign:
Your message from:
Our reference sign:
Our message from:

Name:
Phone:
E-mail:
Date:

Subject

Lorem ipsum dolor,

sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. Sed consequat, leo eget bibendum sodales, augue velit cursus nunc,

Sincerely yours,
Position

Correspondence
Noto Sans Regular
Noto Sans bold
10 pt

Info text
Noto Sans regular
6 pt

4.1.2 Business cards

Titel
Michael Mustermann
Position

DEKRA SE
Handwerkstraße 15
70565 Stuttgart

P +49 711 7861-XXXX
M +49 1XXX XXXXXXX
name.surname@dekra.com
www.dekra.com

DEKRA

Titel
Michael Mustermann
Position

DEKRA SE
Handwerkstraße 15
70565 Stuttgart

T +49 711 7861-XXXX
M +49 1XXX XXXXXXX
name.nachname@dekra.com
www.dekra.com

DEKRA

DEKRA SE
Handwerkstraße 15
70565 Stuttgart
Germany

Phone: +49 711 7861-0
info@dekra.com
dekra.com

Registered Office Stuttgart, Stuttgart Local Court, VR-Nr. 734316
Commerzbank AG
IBAN: DE 60 6206 0000 0904 5600 00 / BIC: DRESDE33HAN
Landesbank Baden-Württemberg
IBAN: DE 66 6905 0101 0002 3123 18 / BIC: SOLADE33

Chairman of the Presidential Council: Stefan Köhl
Chairman of the Management Board: Stan Zurkewicz
Wolfgang Linsenmaier
Peter Laisner
Petra Finke

Page 1/2

In the case of a bilingual business card, each language is printed on one side of the card and the design is omitted on the back.

4.2 Advertising

4.2.1 Image ads landscape format

Our advertisements are intended for everything being promoted inside or outside the company. Templates for creating image advertising are

available on the brand and marketing portal, bmp.dekra.com



Green Triangle is flush with the edge of the print area.

FORMAT: DIN A5, landscape
COLUMNS: 6, spacing of 4.233 mm
BASELINE GRID: 8 pt
EDGE SPACING: top 10 mm | bottom 10 mm | inside 10 mm | outside 10 mm

4.2.2 Image ads portrait format



Green Triangle
is flush with the
edge of the print
area.

FORMAT: DIN A4

COLUMNS: 6, spacing of 4.233 mm

BASELINE GRID: 8 pt

EDGE SPACING: top 12.7 mm | bottom 12.7 mm | inside 12.7 mm | outside 12.7 mm

4.3 Posters

4.3.1 Posters DIN formats

FULL PAGE DIN A3

Templates for creating posters in different DIN formats are available on the brand and marketing portal, **bmp.dekra.com**



FORMAT: DIN A3
COLUMNS: 5, spacing of 4.233 mm
BASELINE GRID: 12 pt
EDGE SPACING: top 20 mm | bottom 20 mm | inside 20 mm | outside 20 mm

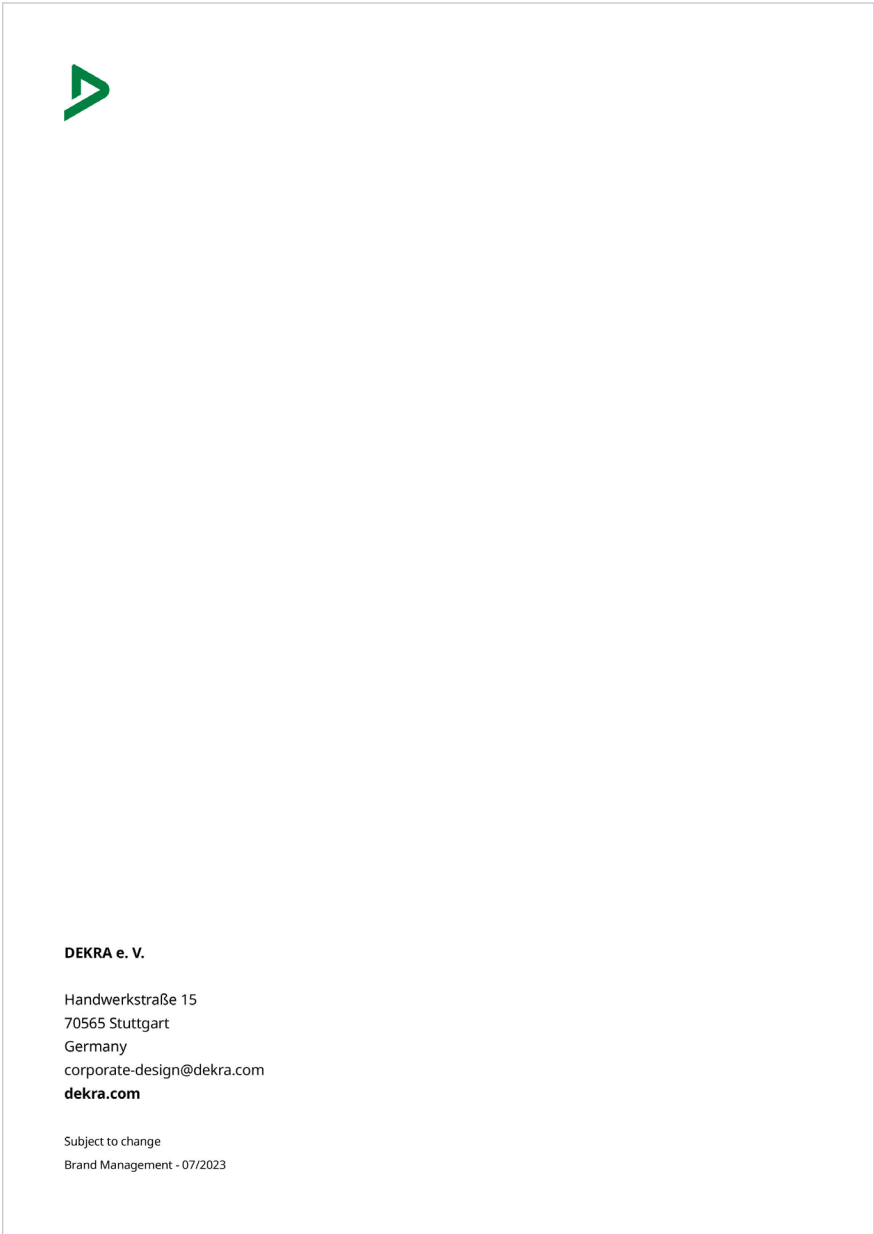
4.4 Brochures

Our brochures are aimed at a specific target group and convey specific content in the form of multipage informational documents. Templates for creating brochures are available on the brand and marketing portal, **bmp.dekra.com**

4.4.1 Front page



4.4.2 Back page

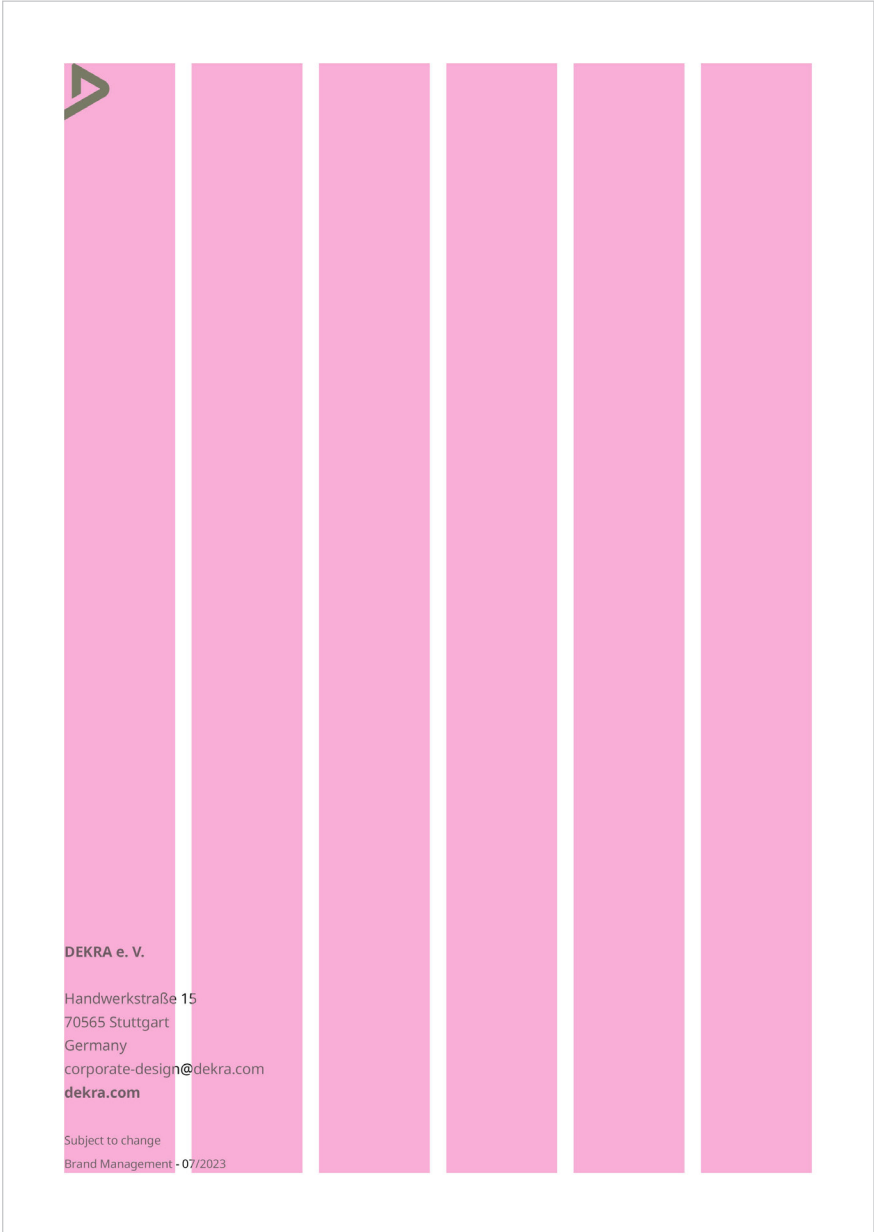


4.4.3 Outer pages

Front page



Back page



4.4.4 Inside pages



FORMAT: DIN A4

COLUMNS: 6, spacing of 4 mm

BASELINE GRID: 8 pt

EDGE SPACING: top 15 mm | bottom 24.5 mm | inside 20 mm | outside 15 mm



4.5 Flyers

Our flyers provide information in compact form, for example, on specific services. Templates for creating

DIN long flyers are available on the brand and marketing portal, **bmp.dekra.com**

4.5.1 Front page

Enihit autaturiat eate repudae porro

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nis peratest am faceria nonecup tati-um, eum ali

ero beariantotas ant, in esciasp elestrum facculp arciam quam ipsum qui dus excessi tati-um culles ex et doliupie ndaetur? Ella-boris nos et, ut volupicis dolum quam harcium et ut faccusdam, volore et eum excest aut voluptaes earumqu iatiur a am, omnis iusa volor maio. Nam es idelest, voloreria coneci ostis il enissum et qui volorro ditatis nosam, eum qui cor as ma doloremnat erion commima gnimpis dis everum ute volupta tuscium et odictates-tia volut as acea nusclitemo commima gnatetur am ant, to omnis sim ut que core eum re plique custibere



DEKRA

**FLYER
LOREM IPSUM
DOLORES
SUBLINE**

DEKRA e. V.

Handwerkstraße 15
70565 Stuttgart
Germany
corporate-design@dekra.com
dekra.com

Subject to change
Brand Management - 07/2023

4.5.2 Inside pages

The inside pages of the flyers follow this design.

Enihit autaturiat eate repudae porro

Musam cum re laborum quia voloremolor alit essitempeles estotae. Ebit volupt

nis peratest am faceria nonecup tati-um, eum ali

ero beariantotas ant, in esciasp elestrum facculp arciam quam ipsum qui dus excessi tati-um culles ex et doliupie ndaetur? Ella-boris nos et, ut volupicis dolum quam harcium et ut faccusdam, volore et eum excest aut voluptaes earumqu iatiur a am, omnis iusa volor maio. Nam es idelest, voloreria coneci ostis il enissum et qui volorro ditatis nosam, eum qui cor as ma doloremnat erion commima gnimpis dis everum ute volupta tuscium et odictates-tia volut as acea nusclitemo commima gnatetur am ant, to omnis sim ut que core eum re plique custibere

nis peratest am faceria nonecup tati-um, eum ali

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4.5.3 DIN flyers, long



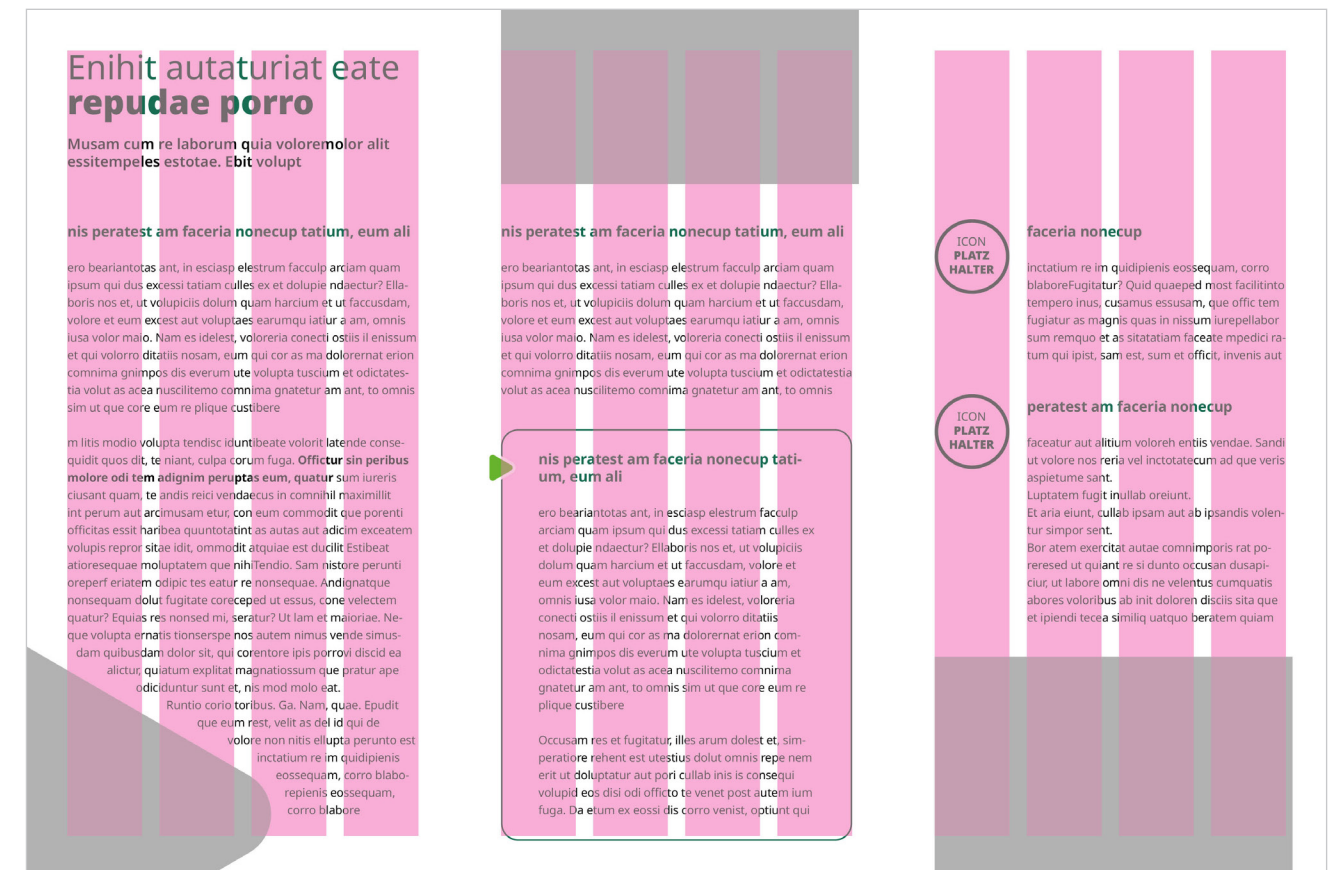
Green Triangle
is flush with the
edge of the print
area.

FORMAT: DIN long plus

COLUMNS: 4, spacing of 4 mm

BASELINE GRID: 12 pt

EDGE SPACING: top 10 mm | bottom 10 mm | inside 10 mm | outside 10 mm





**Certificates,
Seals and DEKRA
Certification
Mark**

**Section 5
Content**

**5 Certificates, Seals and DEKRA
Certification Mark**

**5.1 Certificates, Seals and the
DEKRA Certification Mark**

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5.1 Certificates, Seals and the DEKRA Certification Mark

This chapter shows which official seals, certimarks, and certificates DEKRA uses.

5.1.1 Certificates

Certificates are commonly used to honor anniversaries, training programs, and noteworthy achievements, as well as to recognize athletic

accomplishments. The BMP contains a variety of customizable templates for this purpose. The following design options are available:



FORMAT: A4 210 x 297 mm
COLUMNS: 7, spacing of 4 mm
MARGIN: top 20 mm | bottom 20 mm | left 13 mm | right 13 mm



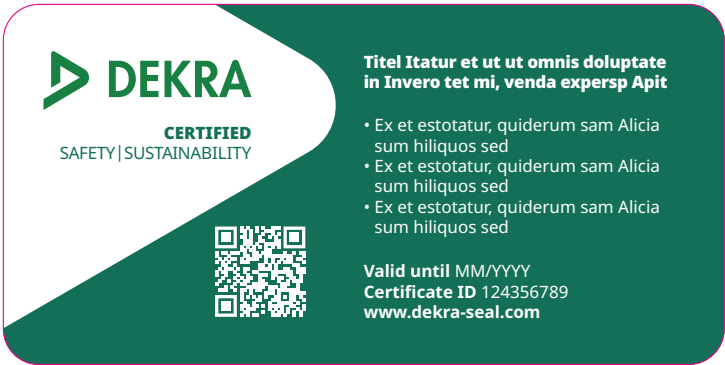
FORMAT: A4 210 x 297 mm
COLUMNS: 7, spacing of 4 mm
MARGIN: top 20 mm | bottom 20 mm | left 13 mm | right 13 mm



FORMAT: A4 210 x 297 mm
COLUMNS: 6, spacing of 4.233 mm
MARGIN: top 20 mm | bottom 15 mm | left 25 mm | right 13 mm

5.1.2 DEKRA Seals

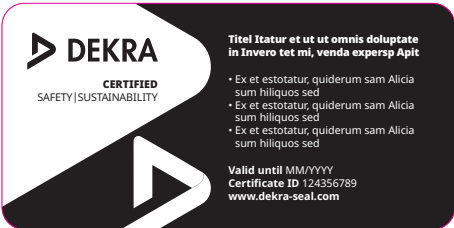
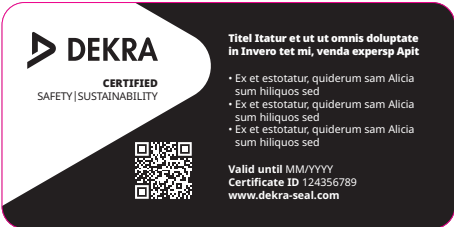
As part of the corporate design relaunch, the DEKRA seals have also been updated. The following section provides an overview of the different variants that can be created using the generator.



MINIMUM SIZE: 60 x 30 mm



MINIMUM SIZE: 45 x 25 mm



MINIMUM SIZE: 20 x 20 mm



MINIMUM SIZE: 35 x 15 mm

5.1.3 DEKRA Mark

The DEKRA mark is a certification symbol that indicates a product has been thoroughly tested and meets all required safety standards. The DEKRA mark is based on internationally accepted and recognized standards.



The small version of the Certification Mark is an exception and may only be used on small products. Under normal circumstances, the version with the DEKRA lettering should always be used.





Out of
Home

Section 6
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6 Out of Home

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6.1

Out of Home

Outdoor advertising effectively captures attention in public spaces and can become a key element of brand awareness. In this chapter, we focus on the

powerful tools of outdoor advertising: billboards, digital screens, and city light posters.

6.1 Posters

Large Format Posters (18/1)

Large-format posters (18/1) are displayed on billboards and building walls.

79 mm
*In document
format ID*



FORMAT: 3560 x 2520 mm
DOCUMENT FORMAT INDESIGN: 594 x 420 mm
COLUMNS: 6, spacing of 12 mm
BASELINE GRID: 20 pt
EDGE SPACING: top 30 mm | bottom 30 mm | left 30 mm | right 30 mm
PAPER GRAMMAGE: 115 g/m²



City Light Posters

City Light Posters are illuminated printed posters.
Most people are familiar with them from bus stops.



FORMAT: 1185 x 1750 mm
COLUMNS: 6, spacing of 25 mm
BASELINE GRID: 40 pt
EDGE SPACING: top 120 mm | bottom 120 mm | left 120 mm | right 120 mm
PAPER: City Back-lite film for backlighting with light + protective laminate matt, 135 g/m²



6.2 Screens

Vertical Screens

Vertical screens are mainly used in train stations, shopping centers and pedestrian zones.



FORMAT: 9:16 - 1080 x 1920 px

COLUMNS: 3, spacing of 25 px

EDGE SPACING: top 100 px | bottom 100 px | left 100 px | right 100 px



Horizontal Screens

Horizontal screens attract attention, especially at train stations.



FORMAT: 16:9 - 1920 x 1080 px
COLUMNS: 6, spacing of 25 px
EDGE SPACING: top 100 px | bottom 100 px | left 100 px | right 100 px



Photo
and Video



Section 7
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7.1 Photo and Video

To visually represent DEKRA's values and messages with high quality and to ensure visual consistency across all channels and media, guidelines have been defined that ensure the correct visual language, the use of design elements, and the proper

execution of video shoots and photo sessions. This strengthens the brand presence and enables customers to identify with DEKRA, thereby building a strong connection to the brand.

Note: The complete **photo and video guidelines can be found in the BMP.**

7.1 Diversity

In our visual language, a non-discriminatory, diverse, and gender-sensitive representation is important to us. We therefore strive for a realistic

representation of various backgrounds, genders, and age groups to convey an inclusive and authentic image of our working environment.



7.2 Visual Language and Figures



Dark images
Should only be used where absolutely necessary.



Composition

Use an interesting image composition that creates depth and is visually appealing.

Content

Show everyday situations that viewers can identify with, and provide realistic insights into the brand.

Color Scheme

Use natural light, no post-filters, and dark shots only when absolutely necessary.

People and Motifs

People and what they do are at the center of our imagery. It is important that the images are authentic, show diversity, and depict everyday situations.

7.3 Image Rights and Licenses

In general, the following legal situation applies to the creation and use of images and video material:

Copyright and Right of Use

Most images and videos are protected by copyright, so licenses are usually required, which entail well-defined conditions or restrictions on use.

Consent and Third-Party Rights

The use of images and videos requires the consent of the persons depicted and the clarification of third-party rights.

Difference Between Object and People Shots

Object photographs are generally permissible as long as no property rights are violated. Portraits of people, on the other hand, require the consent of the persons depicted.

Licensing

The standard license covers many general uses, but for larger print runs, merchandise, sales products, or certain digital applications, an extended license is often required.

Stock Material

DEKRA has entered into a corporate contract for the acquisition of image and video licenses through Adobe Stock via Global Procurement. The agreement allows for unlimited usage rights, both in terms of time and geography, including corporate-wide use and an unlimited number of users (including agencies). This avoids duplicate image licensing and allows for the transfer of image rights to third parties. **Therefore, stock material should primarily be sourced through this provider.**



Note:

Detailed information on image rights and on databases and their use can be found in the linked photo and video guideline in the **BMP**.

You can access Adobe Stock via the following link:
<https://dekra.service-now.com/myportal>

7.4 Usage of AI

The capabilities of Artificial Intelligence (AI) are rapidly increasing in many areas. However, the legal framework for the use of AI in this field has not yet been fully defined. In March 2024, the EU passed the first AI law, which aims to regulate the use of AI and includes, for example, a labeling requirement for AI-generated content. To ensure the legally compliant and ethically sound use of AI technology at DEKRA, we are currently developing an AI guideline.

Example:



This image was created using AI technology and does not depict real events or people.



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