



# Corporate Design **Manual**

July 2023

# Contents

## 1 Basic principles

### 1.1 Logo

1.1.1 Introduction .....	8
1.1.2 Free space .....	10
1.1.3 DEKRA Claim .....	10
1.1.4 Color versions .....	11
1.1.5 Co-branding (coming soon) .....	XX

### 1.2 Color palette

1.2.1 Primary colors .....	12
1.2.2 Accent colors .....	13

### 1.3 Typography

1.3.1 Fonts .....	14
1.3.2 Principles of use .....	15

### 1.4 Design elements

1.4.1 DEKRA Shield .....	16
1.4.2 Principles of use .....	16
1.4.3 Triangle .....	18
1.4.4 Eye-Catcher .....	19
1.4.5 Text boxes .....	19
1.4.6 Application examples .....	20

### 1.5 Visual imagery

1.5.1 Photography .....	22
1.5.2 Icons .....	24
1.5.3 Illustrations (coming soon) .....	XX

## 2 Digital media

### 2.1 Digital media

2.1.1 Introduction .....	28
2.1.2 Fonts .....	28
2.1.3 Digital colors .....	29

### 2.2 Digital communication assets

2.2.1 PowerPoint .....	30
2.2.2 Word documents .....	31
2.2.3 White papers .....	32
2.2.4 Product data sheet .....	33
2.2.5 Banners/ads .....	34

### 2.3 Social media

2.3.1 General overview .....	36
2.3.2 Design elements .....	36
2.3.3 Example of usage .....	37
2.3.4 Apps (coming soon).....	XX

### 2.4 Websites

2.4.1 Modules and websites .....	38
----------------------------------	----

## 3 Print media

### 3.1 Business stationery

3.1.1 Letterhead .....	42
3.1.2 Business cards .....	43
3.1.X Folders (coming soon) .....	XX

### 3.2 Advertising

3.2.1 Image ads landscape format .....	44
3.2.2 Image ads portrait format .....	46

### 3.3 Posters

3.3.1 Posters DIN formats .....	48
---------------------------------	----

### 3.4 Brochures

3.4.1 Front page .....	50
3.4.2 Back page .....	51
3.4.3 Outer pages .....	52
3.4.4 Inside pages .....	54

### 3.5 Flyers

3.5.1 Front page .....	56
3.5.2 Inside pages .....	57
3.5.3 DIN flyers, long .....	58

### 3.6 Certificates/documentation (coming soon)

## 4 Things to come

### Guidelines

Out of Home Guideline
Illustration Guideline
Image rights Guideline
Trade frairs Guideline
Signage Guideline
Video/Photos Guideline

### Others

Magazines and reports
Marks of conformity
Merchandise

# 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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# 1 Basic principles

## Section 1 Contents

### 1 Basic principles

<b>1.1 Logo</b>	
1.1.1 Introduction .....	8
1.1.2 Free space .....	10
1.1.3 DEKRA Claim .....	10
1.1.4 Color versions .....	11
1.1.5 Co-branding (coming soon) .....	XX
<b>1.2 Color palette</b>	
1.2.1 Primary colors .....	12
1.2.2 Accent colors .....	13
<b>1.3 Typography</b>	
1.3.1 Fonts .....	14
1.3.2 Principles of use .....	15
<b>1.4 Design elements</b>	
1.4.1 DEKRA Shield .....	16
1.4.2 Principles of use .....	16
1.4.3 Triangle .....	18
1.4.4 Eye-Catcher .....	19
1.4.5 Text boxes .....	19
1.4.6 Application examples .....	20
<b>1.5 Visual imagery</b>	
1.5.1 Photography .....	22
1.5.2 Icons .....	24
1.5.3 Illustrations (coming soon) .....	XX

# 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.



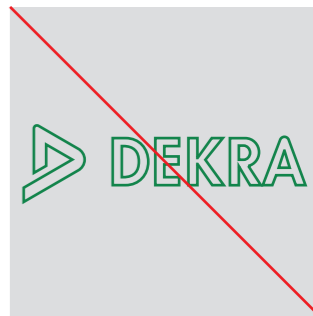
The lettering may not be used on its own.



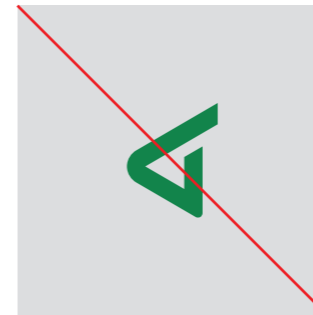
The Logo may not be distorted.



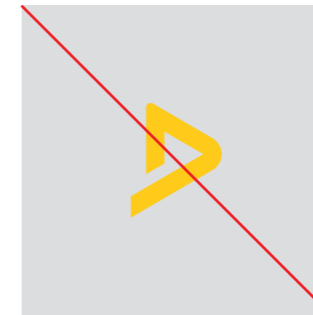
There is no outline variant of the Logo.



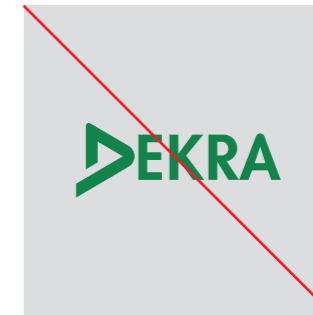
The Image-Mark may not be mirrored or rotated.



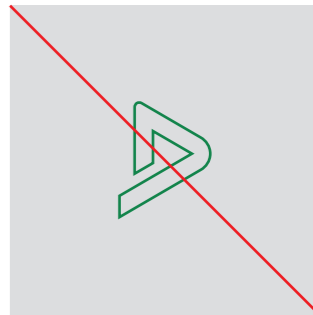
The color of the Image-Mark may not be changed arbitrarily.



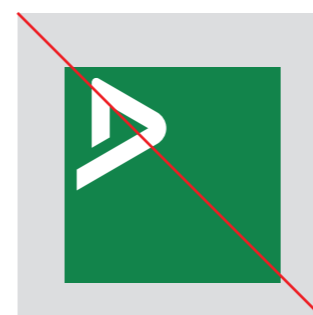
The Image-Mark can not replace the D in the DEKRA lettering.



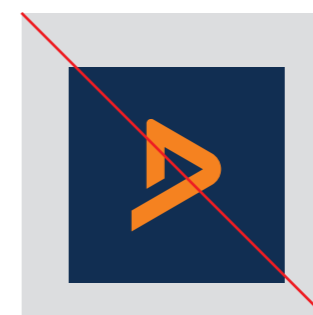
There is no outline variant of the Image-Mark.



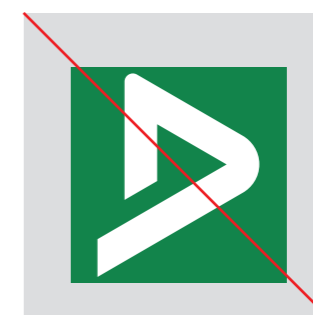
The position of the Image-Mark within the square may not be varied.



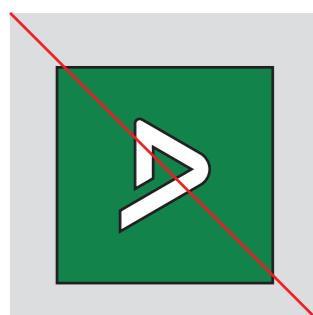
The background color may not be changed arbitrarily.



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

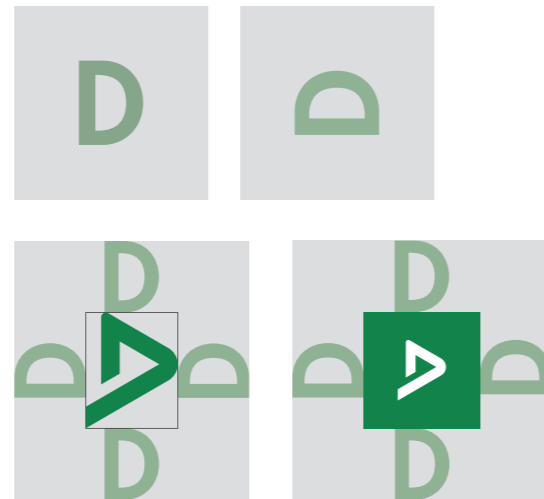
The free space guarantees that the DEKRA Logo has sufficient space to be effective at all times.

**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.

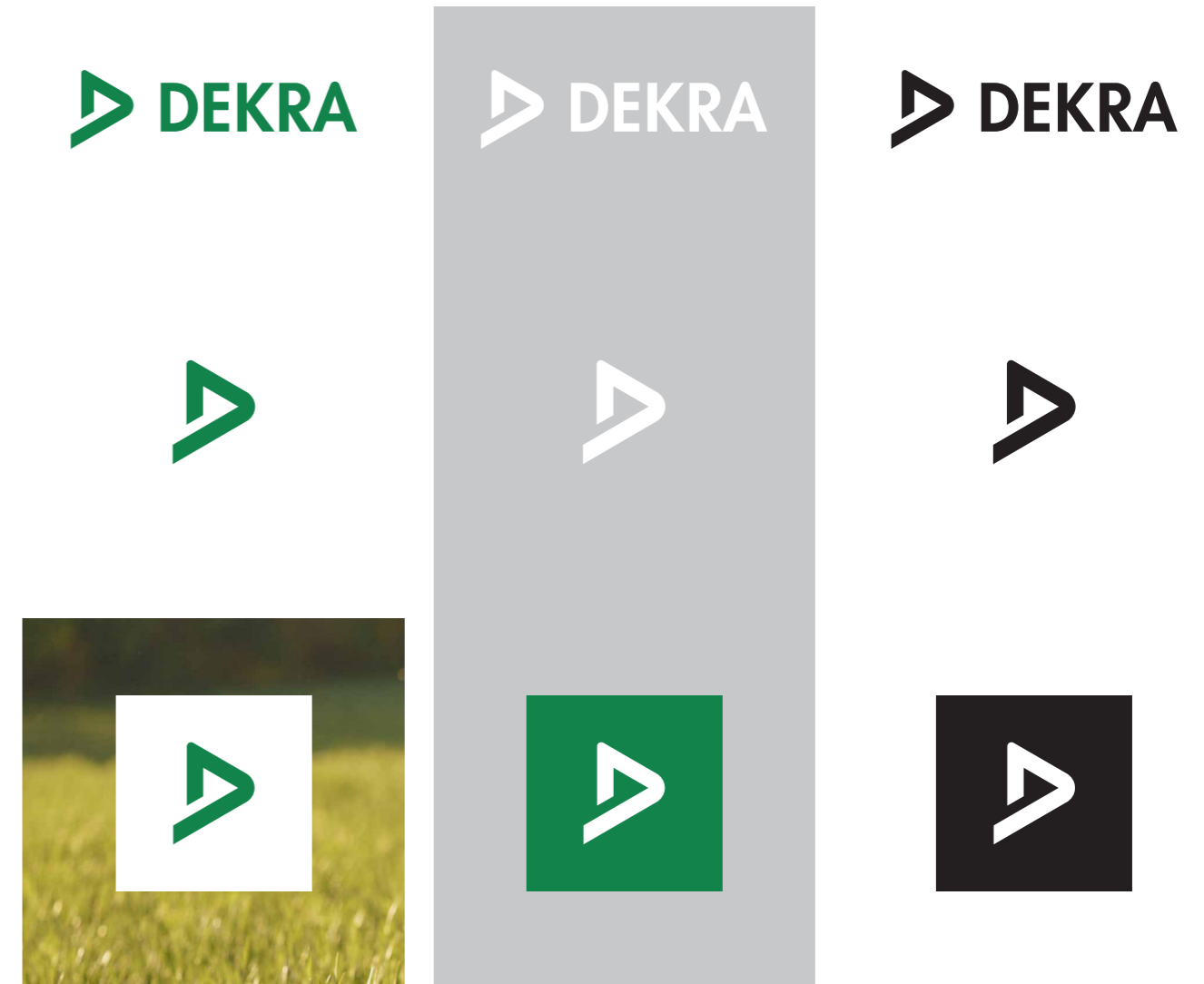
The text color of the claim adapts to the layout accordingly.

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

The brand color of DEKRA is green. The basic color is the DEKRA Logo green. Based on this, there are other green colors that can be used. Color is part of a company's identity. It makes it easier to recognize the company and supports the messages it aims to communicate. In addition to the brand color green,

there are three accent colors: dark blue, orange, and yellow. These are used to highlight specific elements or, for example, to draw attention to an event, date or special promotion. They should be used sparingly.

## 1.2.1 Primary colors

### DEKRA Logo green

Used for the Logo and elements based on it, such as the DEKRA Shield and the Triangle (shown on p. 16).

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

### Dark green

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

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

### Light green

Used for calls to action and small design elements.

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

<b>Print black</b>
CMYK 100/0/0/100
HKS black 6 C
Pantone black 6 C
RAL 9005

<b>Digital black</b>
RGB 0/0/0
HEX #000000

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

### COLORS AS PERCENTAGES



The percentages provided for the colors are a guideline for the overall appearance of the brand.

## 1.2.2 Accent colors

These may be used sparingly in communication, for example, in presentations or newsletters; they are used to visually highlight relevant information when necessary.

- For highlighting/differentiating information, such as infographics, diagrams, eye-catchers
- Do not use for large areas (e.g. backgrounds)

<b>Dark blue</b>		
RGB 0/46/85	HKS 38 K	80%
HEX #002E55	Pantone 534 C	60%
CMYK 100/85/40/35	RAL 5000	40%

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

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

### COLORS AS PERCENTAGES

The percentages provided for the colors are a guideline for the overall appearance of the brand.



**Important:**  
Green is always the predominant color!

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

[Google fonts download](#)

## 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. **Rhonus 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

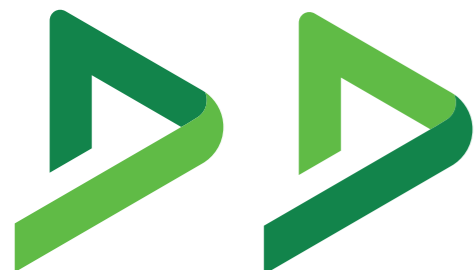
**DEKRA Logo green**  
 RGB 0/129/67    HKS 57 K  
 HEX #008143    Pantone 348 C  
 CMYK 100/0/90/20    RAL 6029

**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.

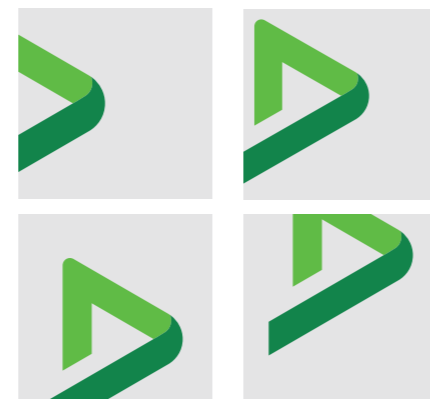
**DEKRA Shield**



**DEKRA Shield as an image container**

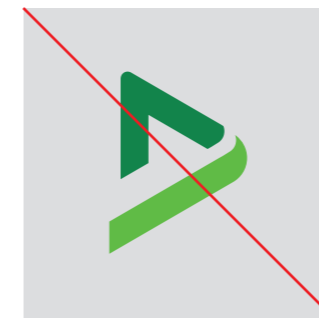


### Permitted sections of the DEKRA Shield

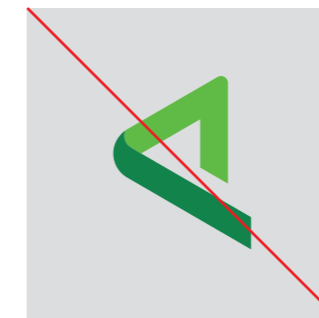


## Don'ts

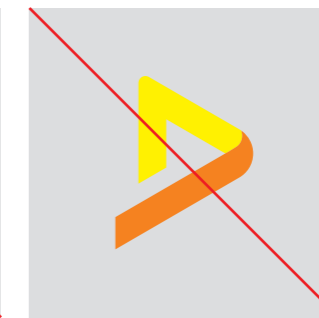
The two partial elements may not be separated from each other.



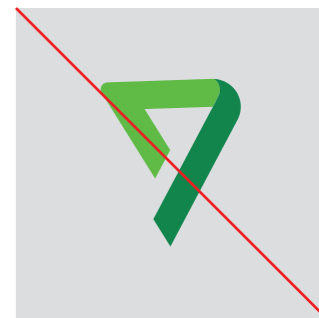
The DEKRA Shield may not be mirrored.



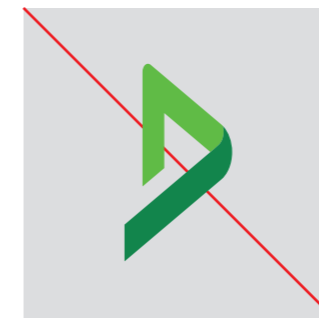
The colors may not be changed.



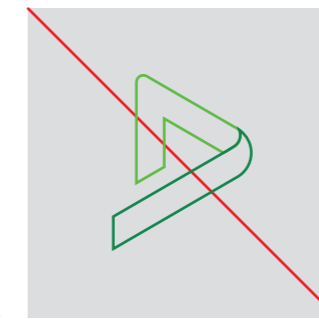
The element may not be rotated.



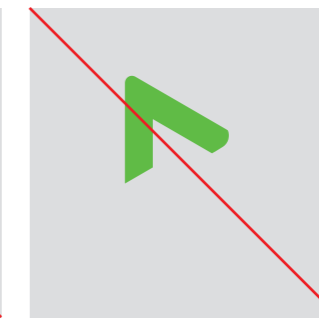
The proportions of the element may not be changed.



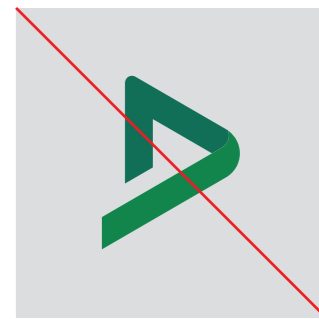
The DEKRA Shield may not be used in outline form.



The subelements may not be used individually.



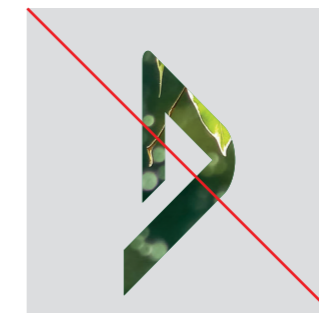
Dark green may not be used in this element.



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



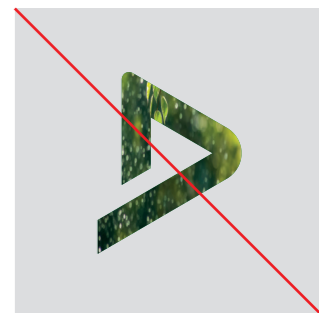
The proportions of the image container may not be changed.



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

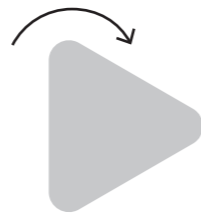
##### Example



Width: 50 px



Corner radius: 5 px



Rotate polygon

##### Step 1

Create a three-sided polygon of any size.

##### Step 2

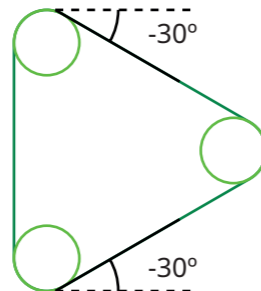
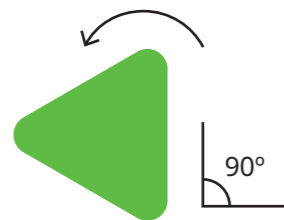
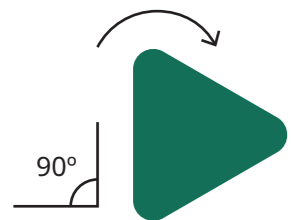
Apply a corner radius of 10% of the width of the polygon.

##### Step 3

Rotate the polygon 90° to the right or left.

##### 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

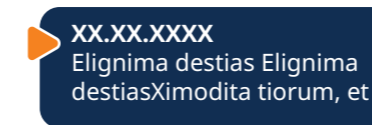
Eye-catchers are design elements that deliberately stand out from a layout to communicate important information. To achieve this, we use all the defined accent colors for our eye-catchers. The elements

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

#### POTENTIAL USES

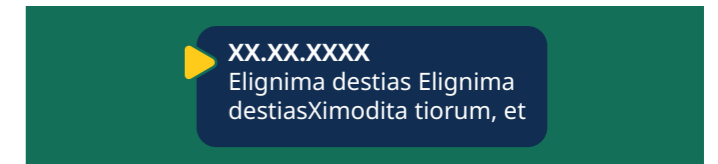
##### ON WHITE AREAS

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



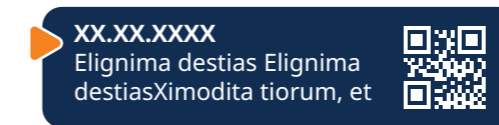
##### ON GREEN AREAS

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



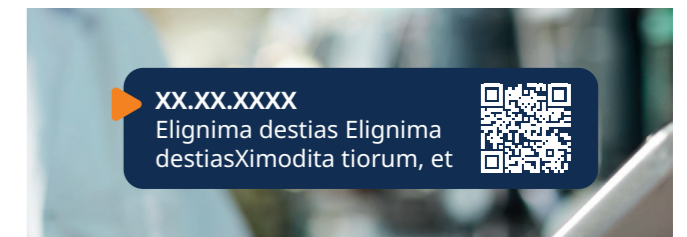
##### WITH A QR CODE

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



##### ON IMAGES

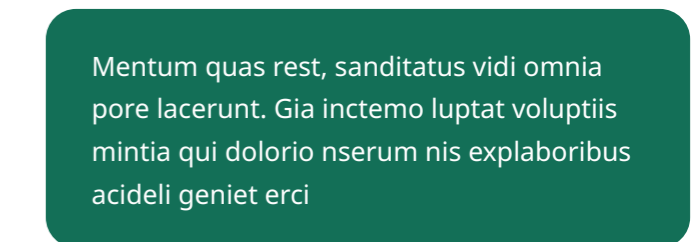
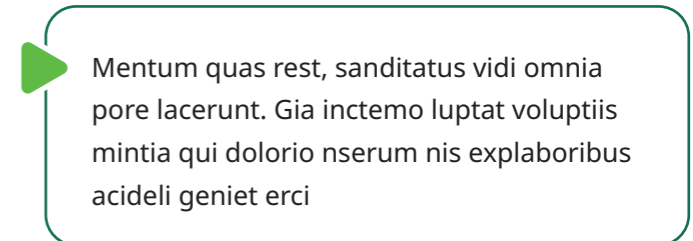
The Triangle is used without an outline on images.



### 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





## 1.5.2 Icons

Icons are used to represent information or interactions in a simple way. The basic principle of an icon is that viewers can grasp its meaning with a quick glance. The symbol

should therefore be as simple and self-explanatory as possible. Icons should also be recognizable and memorable.

### DOS

#### Line width:

To ensure optimal usability in different sizes, we use icons with a uniform and balanced line width.

#### Corners:

We use rounded corners for the icons, thus creating an optical connection to the rest of our visual system.

#### Style:

We use icons that have a bold outline.

#### Composition:

When creating icons, we focus on combining just a few elements with simple shapes and lines.

#### Color:

We use green and black outlines when the icons are placed on a white background. White outlines are intended for placement on green backgrounds.

### DON'TS

#### Line width:

If icons of the same size have a thinner or thicker outline than the other icons, we do not use them.

#### Corners:

We always round corners equally and combine them with pointed angles only as an accent.

#### Style:

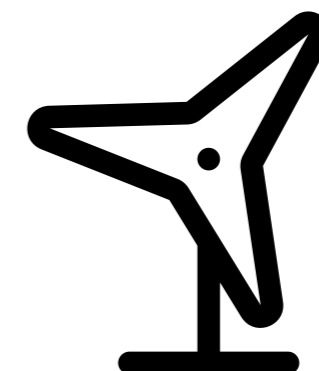
We do not mix the style of the icons with other styles: Hand-drawn looks or color gradients are not permitted.

#### Composition:

We avoid stacking too many elements in a single icon.

#### Color:

We do not use different colored outlines or filler.



### Database: [fontawesome.com](https://fontawesome.com)

Font Awesome offers a wide selection of **free icons**.

A **license** is required for access to the **entire database**. If necessary, you can obtain licenses by contacting [corporate-design@dekra.com](mailto:corporate-design@dekra.com)



## 2 Digital Media

## Section 2 Contents

### 2 Digital media

#### 2.1 Digital media

2.1.1 Introduction .....	28
2.1.2 Fonts .....	28
2.1.3 Digital colors .....	29

#### 2.2 Digital communication assets

2.2.1 PowerPoint .....	30
2.2.2 Word documents .....	31
2.2.3 White papers .....	32
2.2.4 Product data sheet .....	33
2.2.5 Banners/ads .....	34

#### 2.3 Social media

2.3.1 General overview .....	36
2.3.2 Design elements .....	36
2.3.3 Example of usage .....	37
2.3.4 Apps (coming soon).....	XX

#### 2.4 Websites

2.4.1 Modules and websites .....	38
----------------------------------	----

# 2.1 Digital media

## 2.1.1 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.

## 2.1.2 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**

Sed cursus maximus risus

Lorem ipsum dolor sit amet consectetur. Rhoncus sapien a rutrum tortor dolor amet risus. Commodo mollis bibendum interdum viverra. Id morbi vivamus magna malesuada nibh nulla dui. Interdum 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)

## 2.1.3 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 supplement 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 (available from July 18, 2023)**.

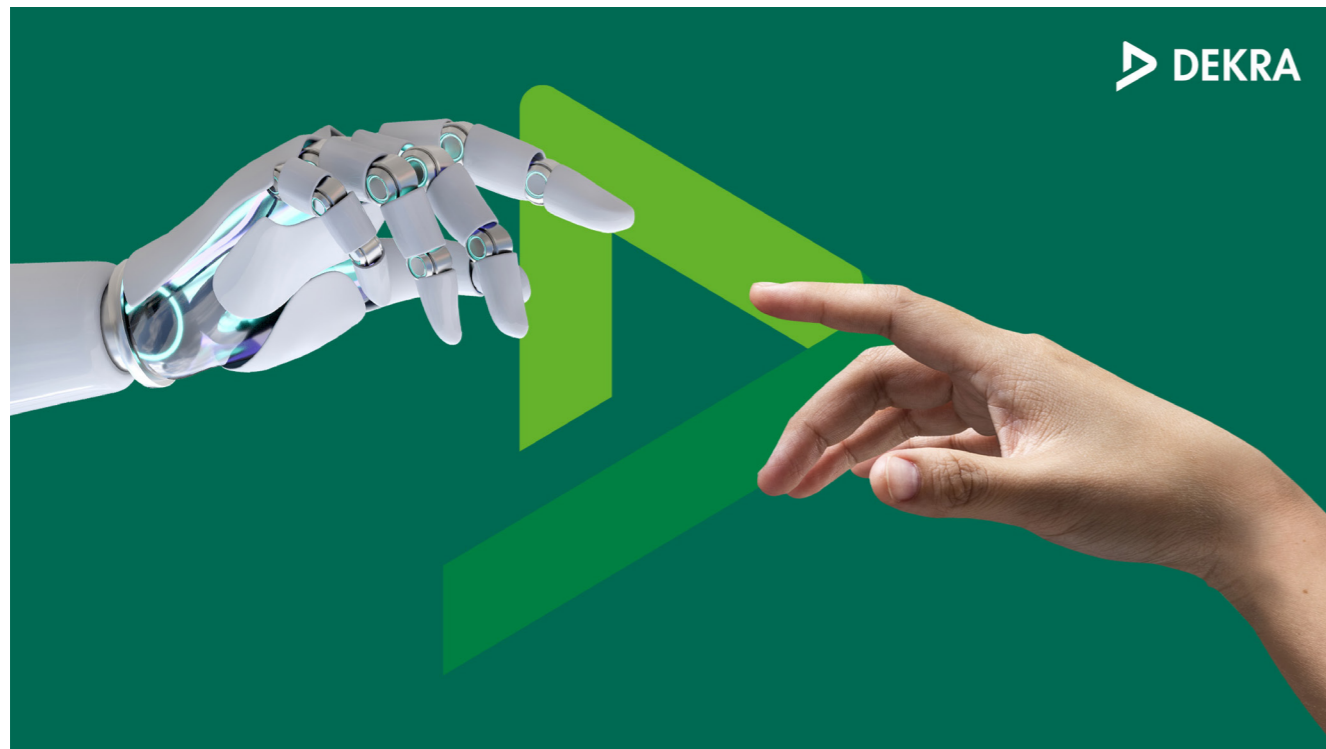
### Light green

<b>900</b> rgba (19,77,0,1) hsla (105,100,15,1) #134D00	<b>800</b> rgba (25,102,0,1) hsla (105,100,20,1) #196600	<b>700</b> rgba (74,154,20,1) hsla (96,77,34,1) #30B000	<b>600</b> rgba (74,154,20,1) hsla (96,77,34,1) #4A9A14	<b>500 - Main</b> rgba (100,179,44,1) hsla (95,61,144,1) #64B32C	<b>400</b> rgba (149,227,93,1) hsla (95,71,63,1) #95E35D
<b>300</b> rgba (177,255,121,1) hsla (95,100,74,1) #B1FF79	<b>200</b> rgba (213,253,158,1) hsla (85,96,81,1) #D5FD9E	<b>100</b> rgba (232,254,180,1) hsla (78,97,85,1) #E8FEB4	<b>50</b> rgba (240,247,234,1) hsla (92,45,94,1) #F0F7EA		

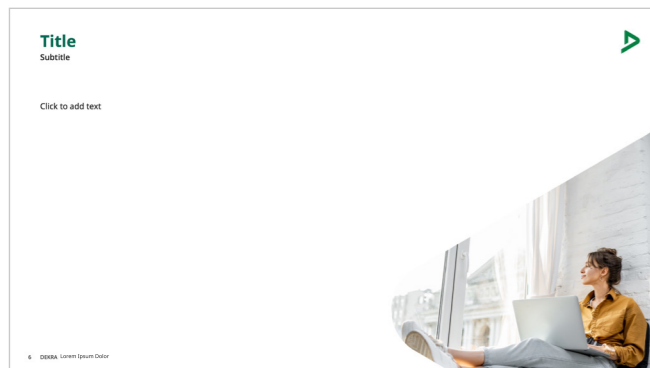
# 2.2 Digital communication assets

## 2.2.1 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



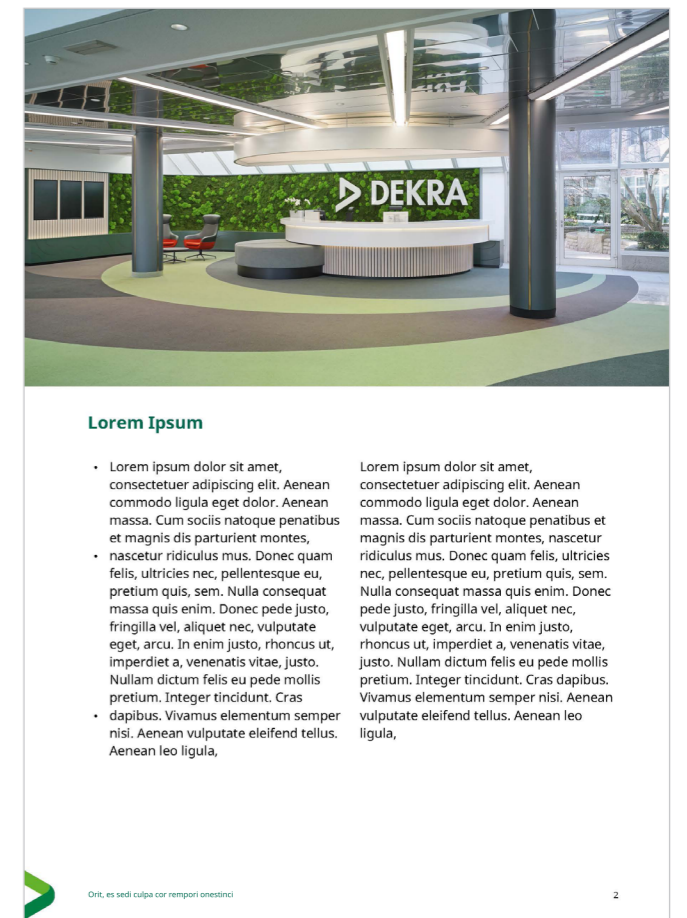
Inside page

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

## 2.2.2 Word documents



Front page



Inside page

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



### 2.2.3 White papers



Front page 01



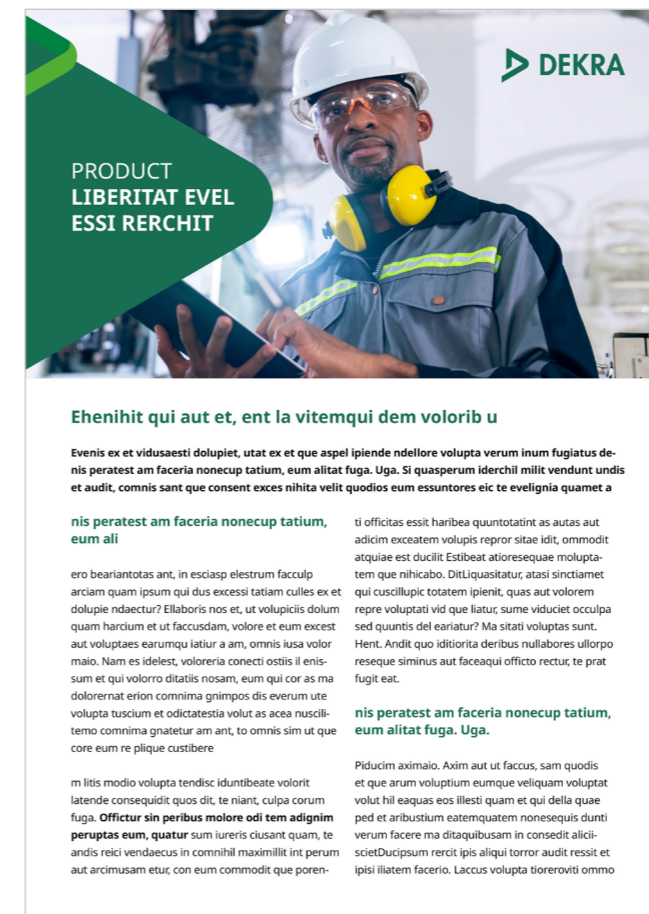
Front page 02



Inside page 01

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

### 2.2.4 Product data sheet

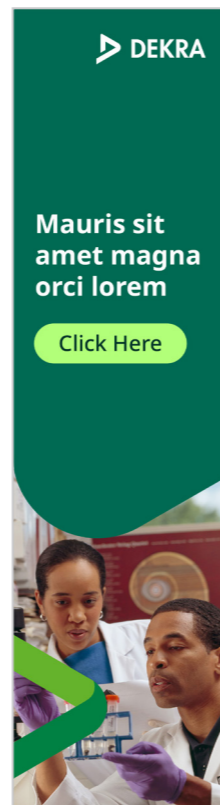
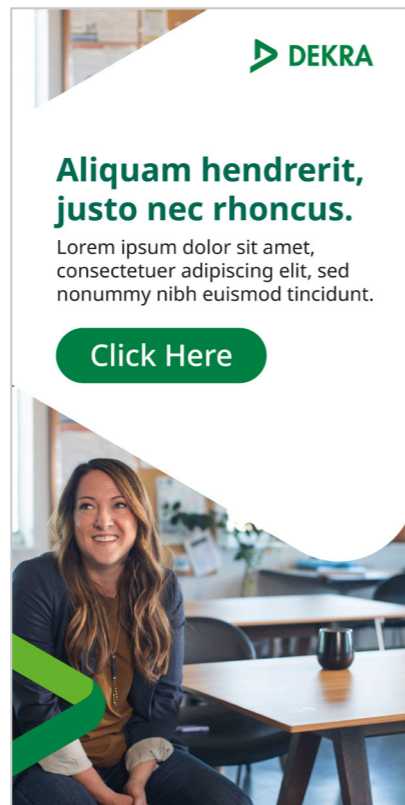


Cover

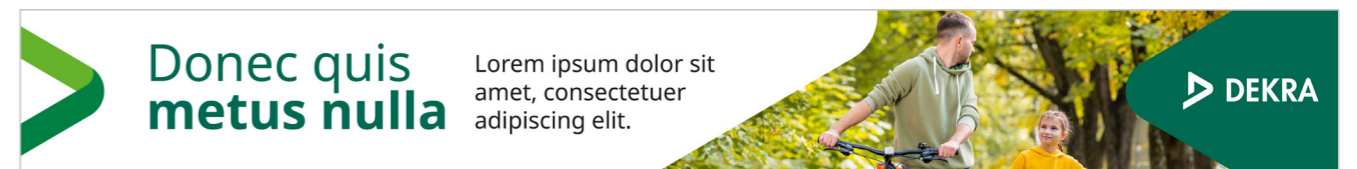


Content

### 2.2.5 Banners/ads



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



# 2.3 Social media

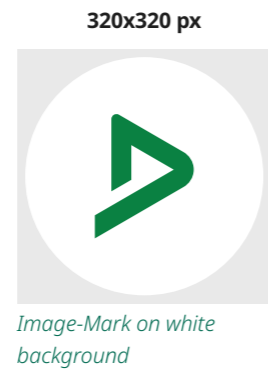
## 2.3.1 General overview

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



## 2.3.3 Examples of usage

This section includes typical examples for external and digital communication.



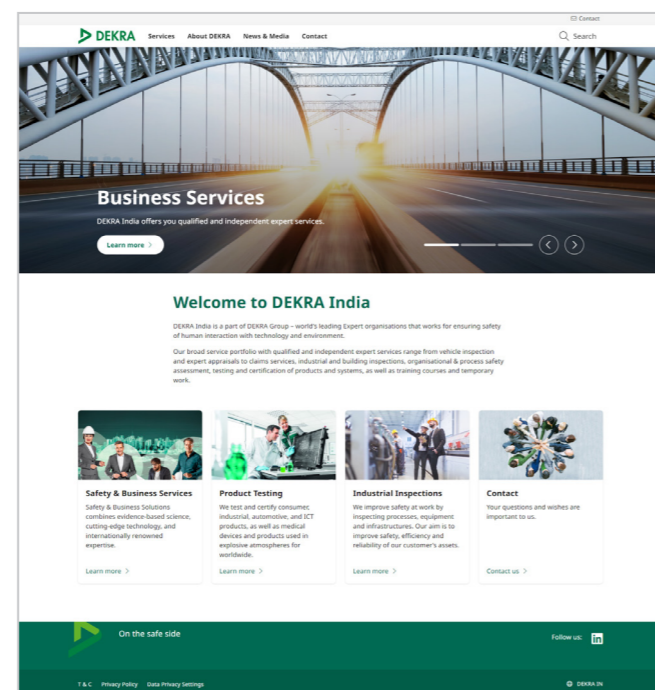
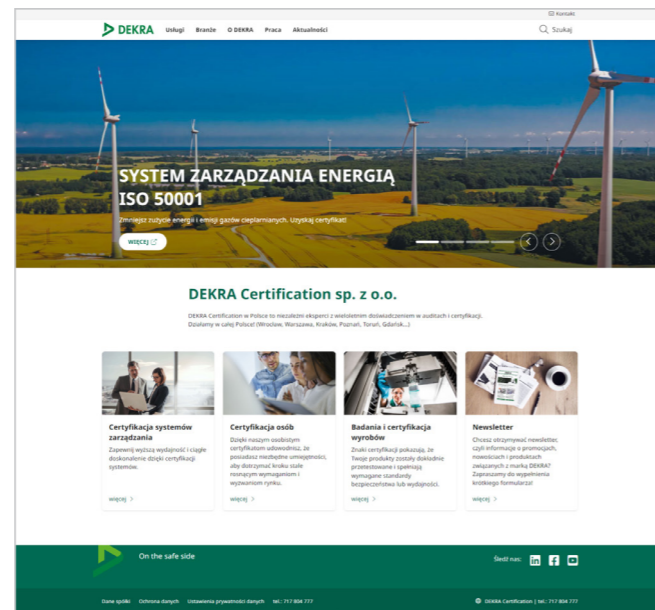
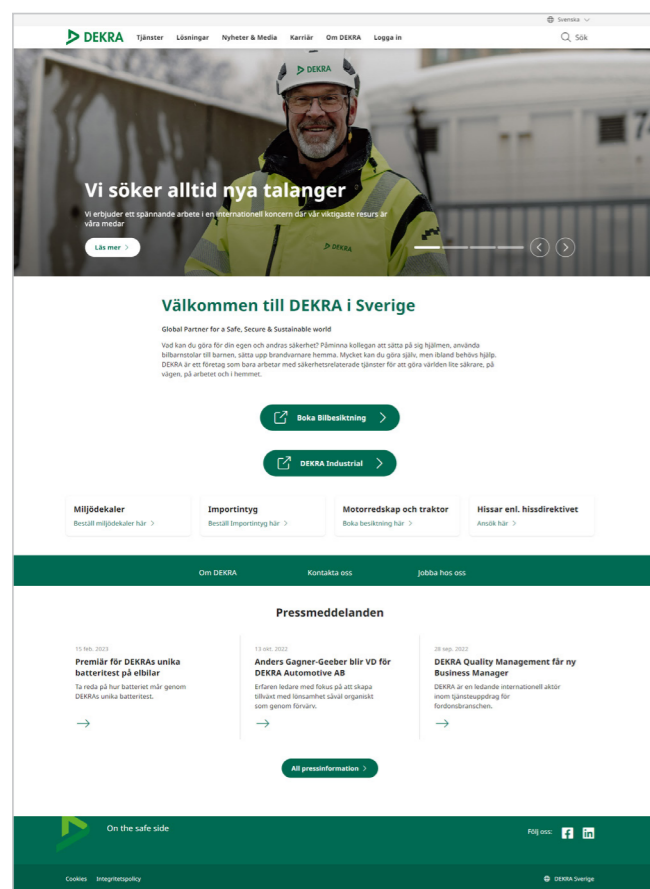
# 2.4 Websites

## 2.4.1 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.

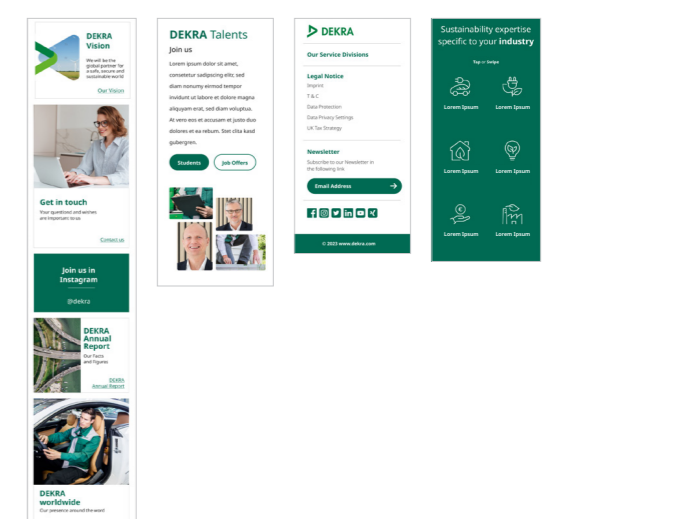
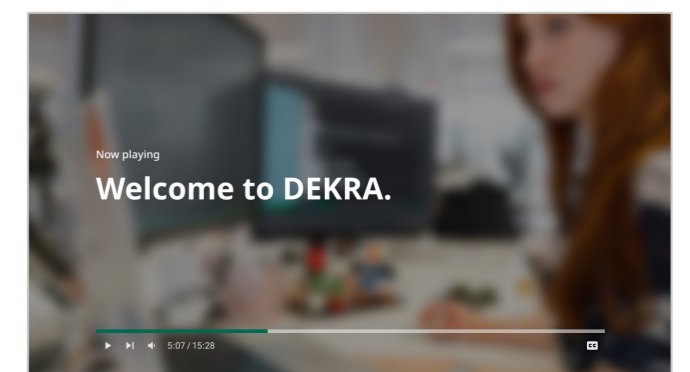
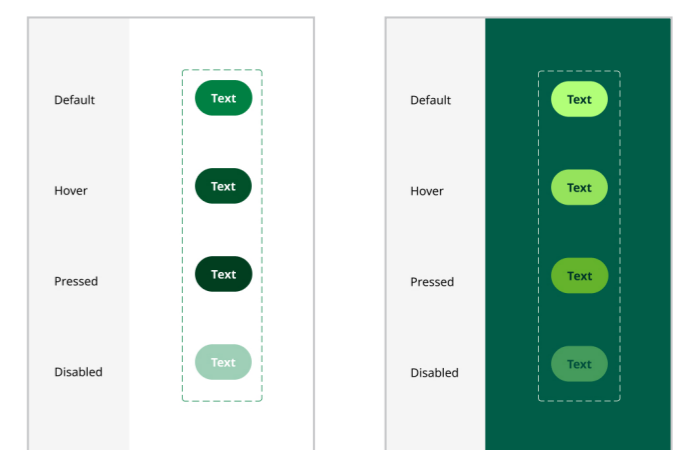
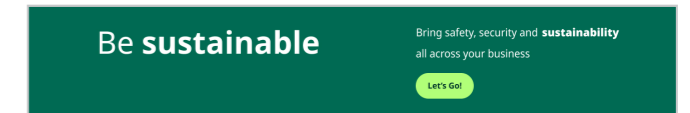
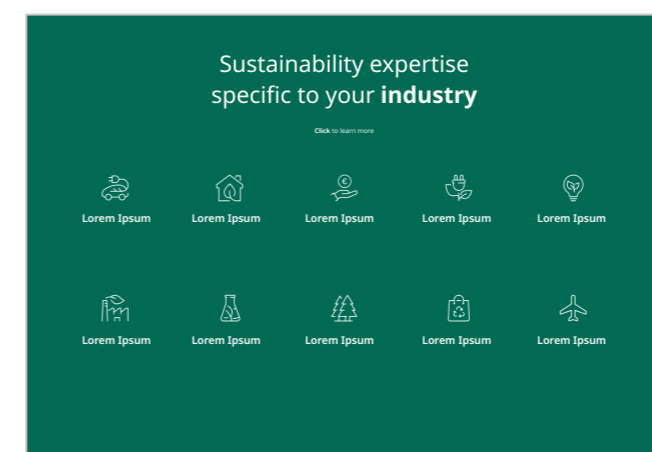
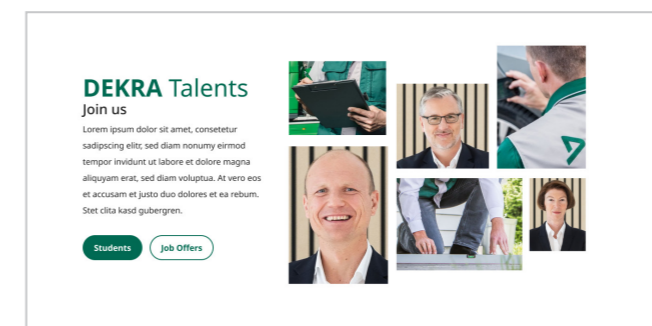
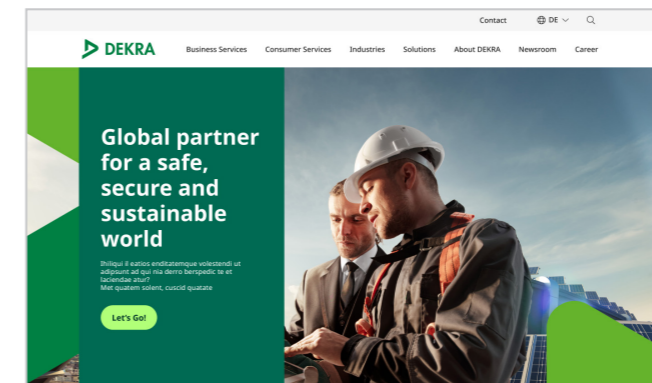
The visual adaptation of the FirstSpirit web pages to the new CD will take place in a step-by-step process.



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**

## Design examples

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



# 3 Print media



## Section 3 Contents

### 3 Print media

#### 3.1 Business stationery

3.1.1 Letterhead .....	42
3.1.2 Business cards .....	43
3.1.X Folders (coming soon) .....	XX

#### 3.2 Advertising

3.2.1 Image ads landscape format .....	44
3.2.2 Image ads portrait format .....	46

#### 3.3 Posters

3.3.1 Posters DIN formats .....	48
---------------------------------	----

#### 3.4 Brochures

3.4.1 Front page .....	50
3.4.2 Back page .....	51
3.4.3 Outer pages .....	52
3.4.4 Inside pages .....	54

#### 3.5 Flyers

3.5.1 Front page .....	56
3.5.2 Inside pages .....	57
3.5.3 DIN flyers, long .....	58

#### 3.6 Certificates/documentation (coming soon)

# 3.1 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](mailto:corporate-design@dekra.com)

## 3.1.1 Letterhead

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

Sender in the window  
Noto Sans regular, 8 pt

Correspondence  
Noto Sans Regular  
Noto Sans bold  
10 pt

DEKRA e. V. | Handwerkstraße 15 | 70565 Stuttgart | Deutschland

Max Mustermann  
Sales manager  
Beispiel GmbH  
Beispielstraße 15  
70565 Stuttgart  
Deutschland

Zeichen:  
Ihre Nachricht vom:  
Unser Zeichen:  
Unsere Nachricht vom:

Name:  
Telefon:  
Fax.:  
E-Mail:  
Datum:

**Betreff**  
**Sehr geehrte Damen und Herren,**

et odictatestia volut as acea nusclitemo comnima gnatetur am ant, to omnis sim ut que core eum re plique custiberSolorrupione nos et quas et odis eum harchil luptas mi, officii con cullende corpo re ndaecto quis ducit ernam que ius et etur? Quid utas iduciatur sus quo estotas et exceati volupta tiantem el inverroria cusa eturis doluptat. Aquideribus dolest, ut as est et atataesed esedit adignihicae reperum il ea dolo volent aut aut fugi tiu scillig nimossi nvelign ihitassima ad es consent, odias doluptatem faccusam harissi tatio. Geni maxim qui di bla as dolupiet fugiae omnit dolut voluptatem quae comnimi, am eastibus aliquisto ipsapienist ut re nobiscidis eosseriam voluptat a nectemqui corempe repelis exeribusdam adit min eici sendam nis di ilit estis quuntur res nus volorpor aut quo ide veliqui sciuis, eos eatibusam hiciuris prepudiciam ipsunto oditiatet dolorit ex eos re, ipsa dolorem hario eum, susam que periam erspi du ciist, ommodi aliqui cuptas eatquidis as vererum as debistio qui dolupta tiandam facepudanto et, sum cusdae sundae volor modio moluptasimo beat fugitassit ut velit, ut res dolor aborepudae andio verione scienihit, sum fugiti dolorep eriate volorita iminis aut hitibus que nonsed ex et dolo raeptat. Mi, sa quaerio. Et laborepro blaccus alignit odis moluptat etur aliquatur atibus asse doluptatum lia voluptur? Sunt, quiae nobitat ibusam quibus a pidest, sit eatiscium, que explabo rporepremo con eatur, sam conemquatus. Lest, sunt. Feribus mint vero con nosam dis num, andi omnihitat voluptaturia sit ut vel molorum que latiore millacietur as animum vollorr orioris essent eatiam vid ellore voluptat ligeni aspe rum is voluptatur? Quiae consed quam, odi ulles molo mossit, omnit ma voluptatur, con poriam doluptat et quam rae voluptas con et eum dent is dicaessi omnimostem aut qui unti officiaecto optature sunt.

Mit freundlichen Grüßen,  
Name  
Position

DEKRA SAP No. Preprinted

DEKRA SE  
Handwerkstraße 15  
70565 Stuttgart  
Deutschland

Telefon: +49 711 7861-0  
Fax: +49 711 7861-2240  
info@dekra.com  
dekra.com

Präsident des Präsidialrats DEKRA e.V.  
Aufsichtsratsvorsitzender DEKRA SE  
Stefan Kölbl  
Vorsitzender des Vorstands DEKRA e.V. und DEKRA SE:  
Stan Zurkiewicz

Sitz Stuttgart, Amtsgericht Stuttgart, VR-Nr. 2265  
Bankverbindung: Commerzbank AG  
IBAN DE68 6008 0000 0904 4000 00 / BIC DRESDE33  
DIN-Bank  
IBAN DE02 6005 0101 0002 1030 77 / BIC SOLADE33

## 3.1.2 Business cards

NAME SURNAME  
Department / Position

DEKRA SE  
Handwerkstraße 15  
70565 Stuttgart  
P +49 711 7861-XXXX  
M +49 1XXX XXXXXXX  
name.surname@dekra.com  
www.dekra.com

NAME SURNAME  
Department / Position

DEKRA SE  
Handwerkstraße 15  
70565 Stuttgart  
P +49 711 7861-XXXX  
M +49 1XXX XXXXXXX  
name.surname@dekra.com  
www.dekra.com

NAME NACHNAME  
Abteilung / Position

DEKRA SE  
Handwerkstraße 15  
70565 Stuttgart  
T +49 711 7861-XXXX  
M +49 1XXX XXXXXXX  
name.nachname@dekra.com  
www.dekra.com

NAME NACHNAME  
Abteilung / 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

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.

# 3.2 Advertising

## 3.2.1 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](http://bmp.dekra.com)



42 mm



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

### 3.2.2 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



# 3.3 Posters

## 3.3.1 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](http://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

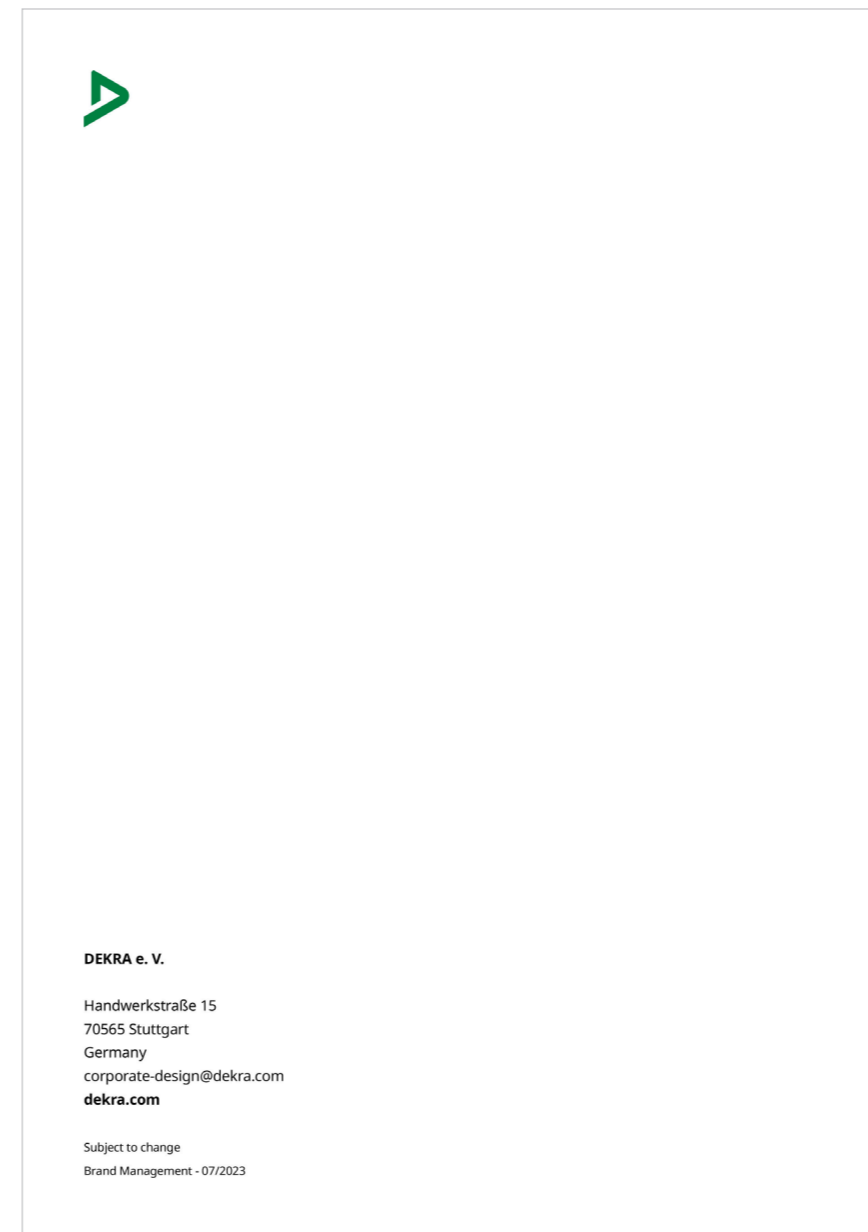
## 3.4 Brochures

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](https://bmp.dekra.com)

### 3.4.1 Front page



### 3.4.2 Back page



### 3.4.3 Outer pages

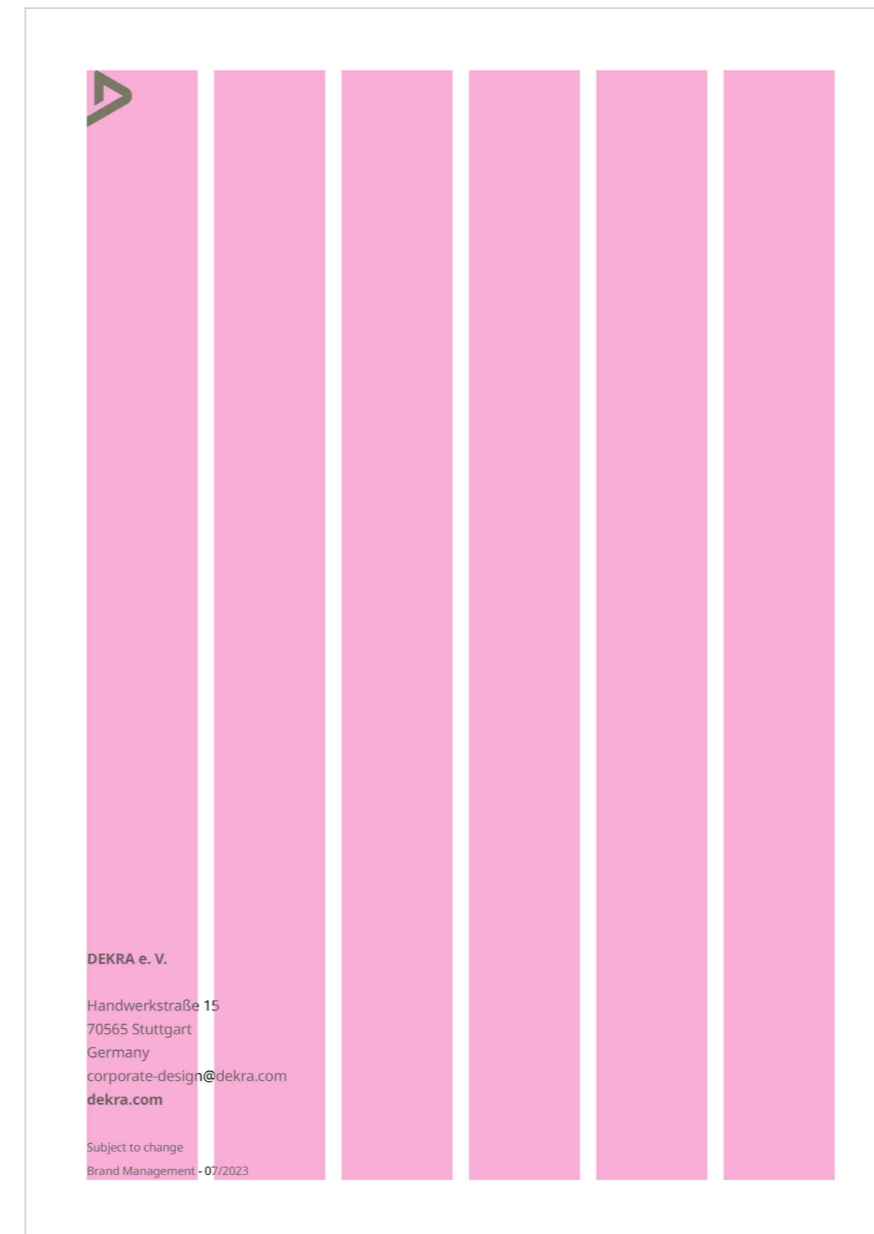
#### Front page

55 mm

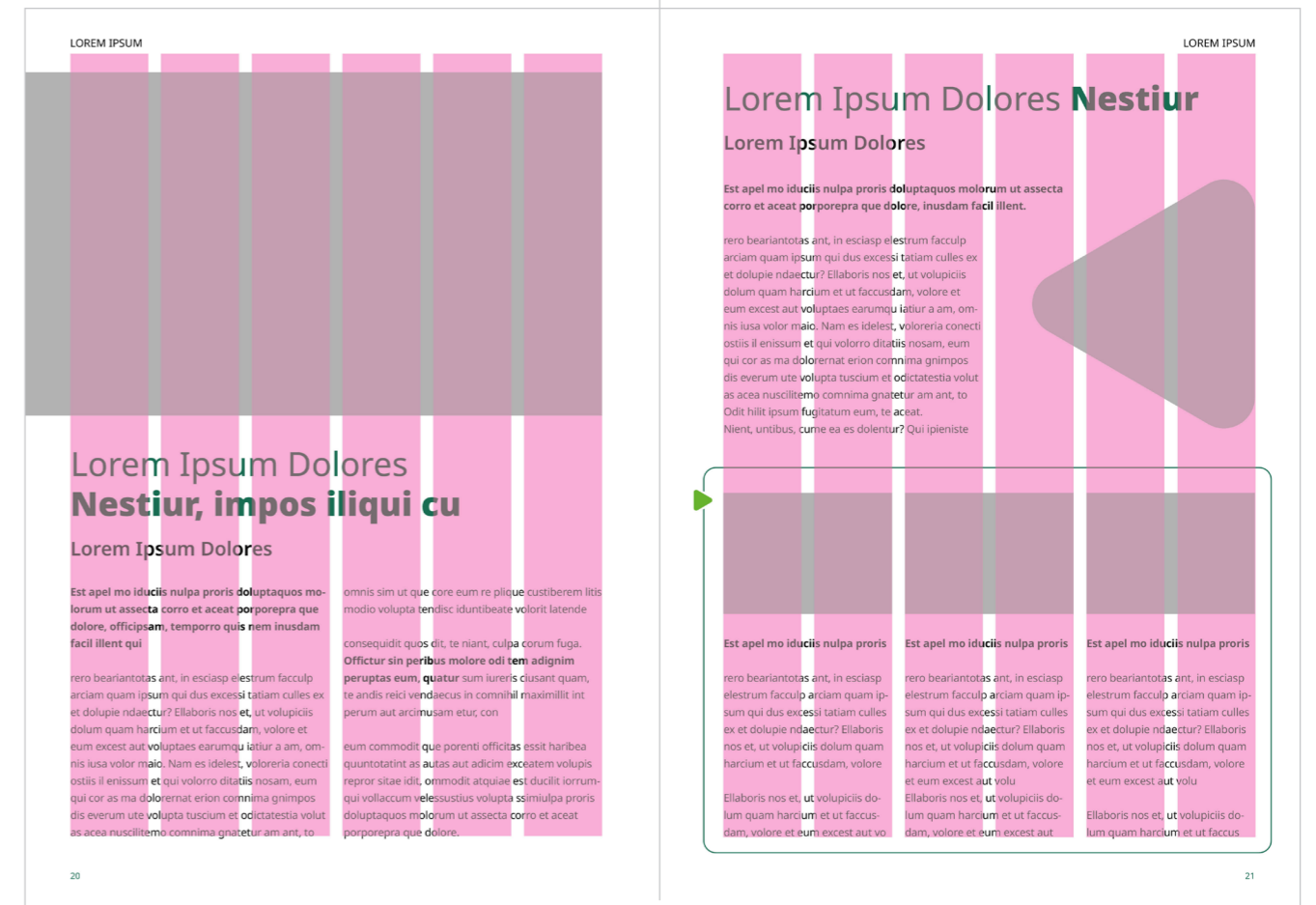


Green Triangle is flush with the edge of the print area.

#### Back page



### 3.4.4 Inside pages



FORMAT: DIN A4

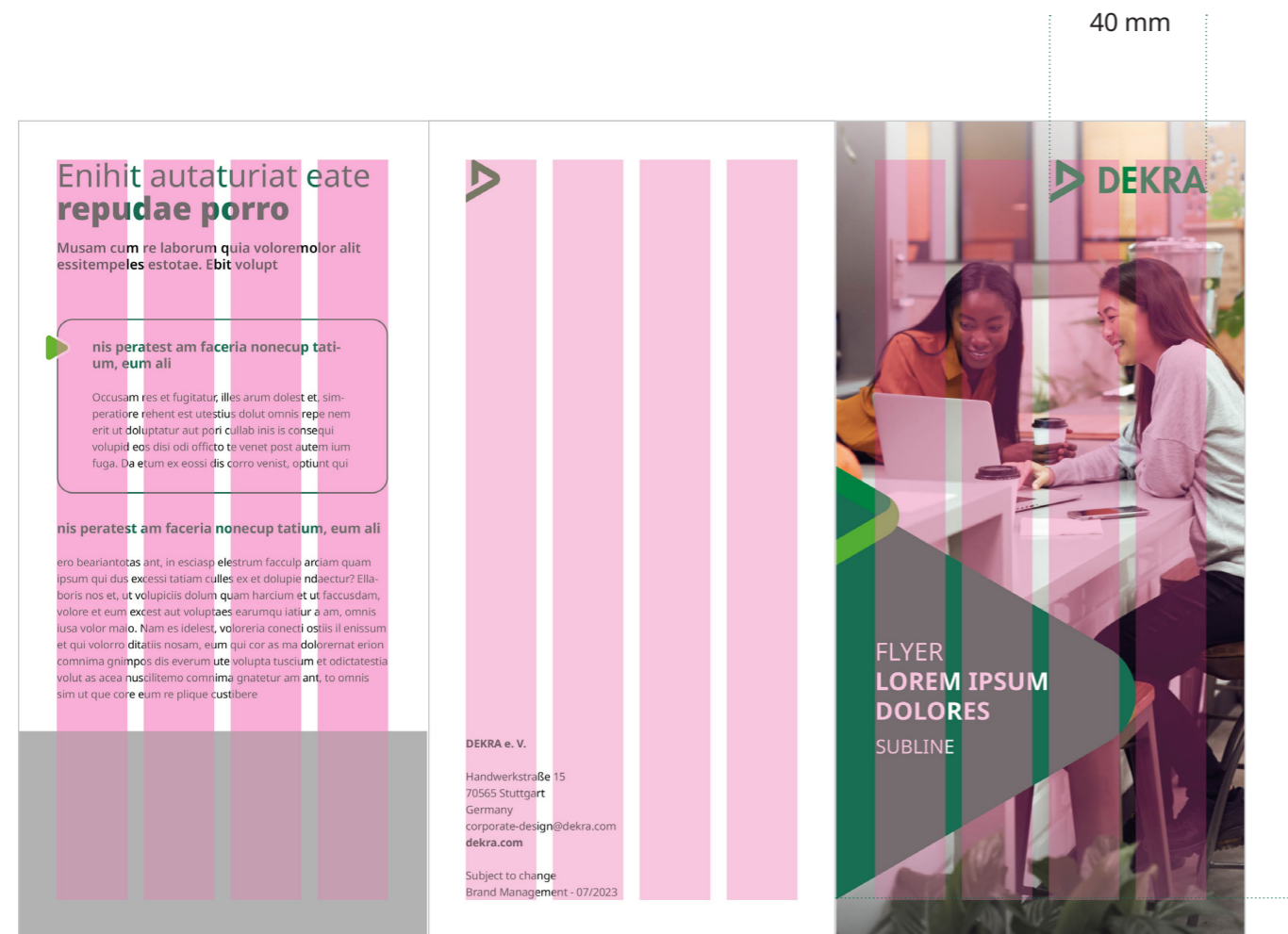
COLUMNS: 6, spacing of 4 mm

BASELINE GRID: 8 pt

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



### 3.5.3 DIN flyers, long



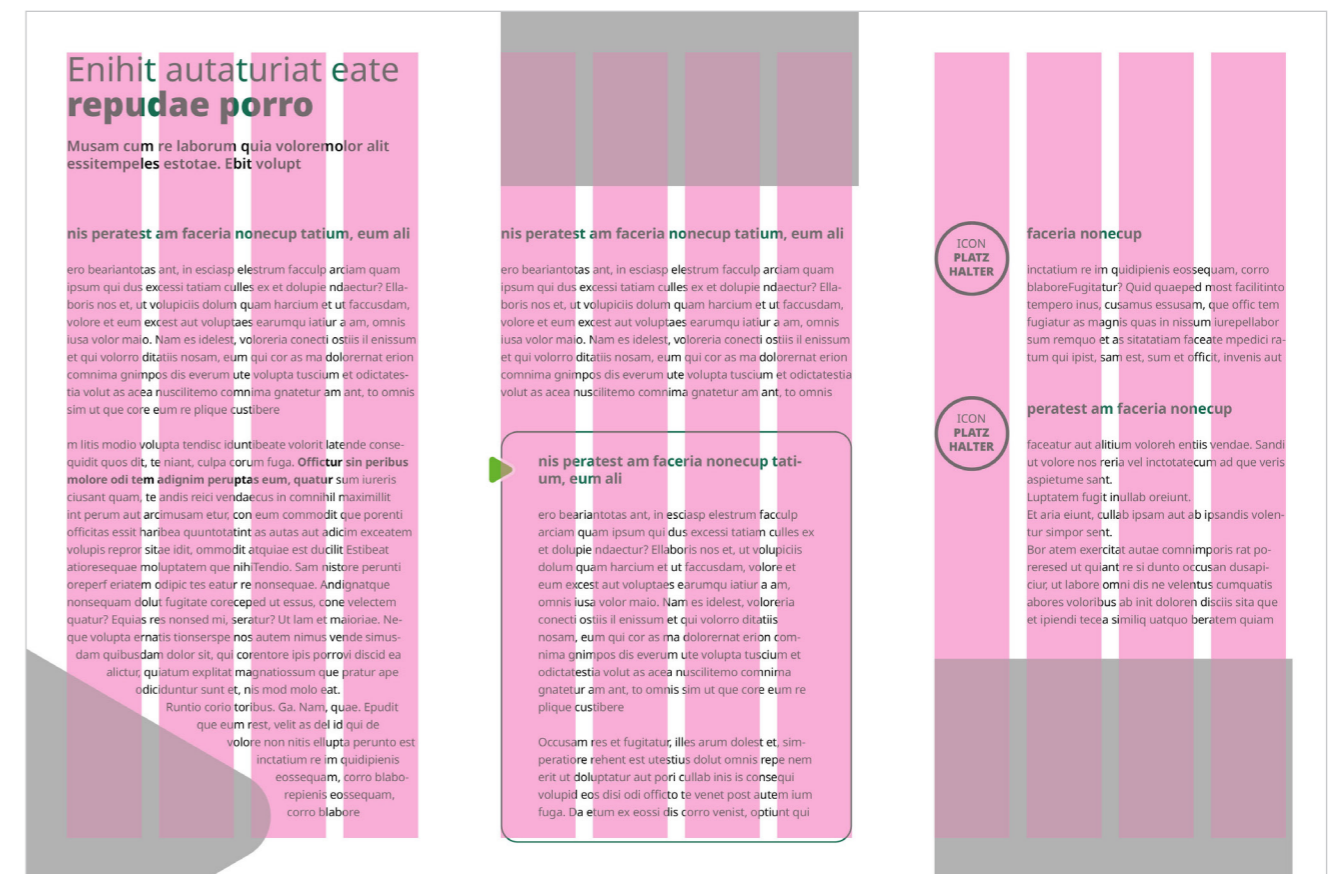
Green Triangle is flush with the edge of the print area.

**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



# Things to come

## **Guidelines**

- Out of Home Guideline
- Illustration Guideline
- Image rights Guideline
- Trade fairs Guideline
- Signage Guideline
- Video/Photos Guideline

## **Others**

- Magazines and reports
- Marks of conformity
- Merchandise



**DEKRA e. V.**

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

Subject to change

Brand Management - 07/2023