



**SOCIAL MEDIA
STYLEGUIDE**

JULY 2023

Contents

| | | | |
|------------------------------------|-----------|------------------------------------|-----------|
| Prolog | 3 | 3. Facebook | 27 |
| GENERAL INFORMATION | | 3.1 The profile's look | |
| Overview of channels | 4 | 3.2 Photos and static posts | |
| Tonality | 4 | Pixel ratios and free space | |
| Use of hashtags | 5 | Use and placement of the Logo | |
| Colors | 8 | Use and placement of the claim | |
| DESIGN GUIDELINE | | Imagery | |
| 1. Instagram | 10 | Photos without text | |
| 1.1 The profile's look | | Photos with text | |
| 1.2 Photos and static posts | | Text without photos | |
| Pixel ratios and free space | | Infographics and illustrations | |
| Use and placement of the Logo | | 3.3 Videos and animated posts | |
| Use and placement of the claim | | 3.4 Posts with more than one image | |
| Imagery | | 4. Twitter | 37 |
| Photos without text | | 4.1 The profile's look | |
| Photos with text | | 4.2 Photos and static posts | |
| Text without photos | | Pixel ratios and free space | |
| Infographics and illustrations | | Use and placement of the Logo | |
| 1.3 Videos and animated posts | | Use and placement of the claim | |
| 2. LinkedIn | 19 | Imagery | |
| 2.1 The profile's look | | Photos without text | |
| 2.2 Photos and static posts | | Photos with text | |
| Pixel ratios and free space | | Text without photos | |
| Use and placement of the Logo | | Infographics and illustrations | |
| Use and placement of the claim | | 4.3 Videos and animated posts | |
| Imagery | | 4.4 Posts with more than one image | |
| Photos without text | | 5. YouTube | 45 |
| Photos with text | | 5.1 The profile's look | |
| Text without photos | | 5.2 Videos and animated videos | |
| Infographics and illustrations | | | |
| 2.3 Videos and animated posts | | | |
| 2.4 Posts with more than one image | | | |





Social media is an indispensable part of a modern range of communication and marketing tools. This guideline shows how our new corporate design is implemented in a targeted way for the specific channels in our communications on the various social media platforms – including Instagram, LinkedIn, Facebook, Twitter, and YouTube. The structure of the individual sections is designed to make it simple and efficient to implement the guidelines. The relevant teams and agencies receiving this guideline are asked to carefully incorporate the graphic and textual specifications set down in the document so that DEKRA can be presented in a consistent and professional manner.

General information

Overview of channels

Official requirements for the respective social media channels.

URLs are linked. Simply click on the Logo.



[Instagram](#)



[LinkedIn](#)



[Facebook](#)



[Twitter](#)



[YouTube](#)

Tonalität

| | Instagram | LinkedIn | Facebook | Twitter | YouTube |
|------------------|---|---|---|---|---|
| Target group | End customers (B2C) up to mid-40s | Business customers (B2B) Decision-makers, applicants | End customers (B2C) > 32 years | Business customers (B2B) Trade press, multipliers | B2B and B2C |
| Means of address | INFORMAL Professional, confident, as equals, emotive imagery, emojis | FORMAL Professional, maintaining emotional distance | INFORMAL Less formal, professional, respectful, cautious, as equals, emotive imagery, few emojis, avoid addressing directly | FORMAL Professional, maintaining emotional distance | Depending on the video/target group |
| Content | Focus on motorsports technical commissioners, emotive imagery, DEKRA B2C services, behind the scenes (personal) | Larger national events, national company group topics, personnel/jobs, industry news, service advertising (cross-selling) | Press releases + important company topics, DEKRA B2C services, avoid addressing directly | Press releases, events, nationwide, industry news | DEKRA B2C/B2B services, image films. Moving image only. |

Use of hashtags

Instagram

General information:

- Four to six hashtags are used per post.
- Hashtags should seem “natural”. That is, they should be **tailored to the topic of the post and the goals of DEKRA, with a broad reach** **and not necessarily in a fixed order**, since the reach can be reduced if automation is suspected.

HASHTAGS

1. Level: The **#DEKRA** brand hashtag is used with every post and is located under the text block.

2. Level: You can also use three or four optional hashtags* from the corporate focus areas: **Services for vehicles and future mobility, information and cybersecurity services, sustainability services,**

AI and data analysis, and remote services are to be placed under the text block. You can also create new series of hashtags, such as **#safetyfirstDEKRA** or **#expertinsights**.

| Sustainability/ environment | (Cyber) security/AI and data analysis | Expertise/ certifications | Transport/ mobility in the future | Remote services |
|---|--|---|---|---|
| #sustainable #sustainability #energytransition #sustainabletravel #greenenergy #ecoresponsible #environment #environmentalprotection #ecofriendly #protectourevironment #ecohero #environmentalawareness #environmentfriendly etc. | #safety #safetyfirst #safetytips #safetytraining #cybersecurity #artificialintelligence #AI #dataprotection #dataanalysis #datasecurity etc. | #healthandsafety #occupationalsafety #publichealth #healthcare #certificate #certifications #quality #qualityassurance #qualitycontrol #expert #expertise etc. | #bicycle #cycling #cyclingcity #bike #bikelife #bikelove #emobility #future #shapethefuture #futuretechnology #futurecar #drivingschool #drivinginstructor #learnerdrivers #driverslicense #drivingtest #drivingtestpass #license #drivinglessons #drivingtips etc. | #building #buildingservices #infrastructure #monitoring #remotemonitoring #technology #datamanagement etc. Note: We recommend that you avoid using the hashtag #monitoring. |

*Hashtag searches should be performed regularly to identify new/current tags with a broad reach. These can then be used in combination with DEKRA hashtags to create an ongoing brand presence when expanding our reach.

3. Level: If necessary, one or two special hashtags from the following areas can be added under the text block:

- Special events (#globalDEKRAday, etc.)
- Seasonal (#summer, etc.)
- Location (#nürburgring, etc.)
- Campaigns and your own DEKRA hashtags (#thesafeway #aheadforsafety; #onthesafeside; #moreattention; #DEKRAsolutions; #DEKRA2022; #DEKRArecap; #DEKRAaward2022; #DEKRAcareers)

Facebook

General information:

- Two to four hashtags are used per post.

HASHTAGS

1. Level: The **#DEKRA** brand hashtag is used with every post and is located under the text block.

2. Level: You can also use one or two optional hashtags from the corporate focus areas: **Services for vehicles and future mobility, information and cybersecurity services, sustainability services, AI and data analysis, and remote**

services; special hashtags from the areas of special events, seasonal, location, or campaigns and your own DEKRA hashtags can also be placed under the text block.

LinkedIn

General information:

- Three to five hashtags are used per post.
- We recommend using hashtags that are **already familiar** and **widely used** in the LinkedIn community.
- Using too many hashtags on LinkedIn can appear excessive and make your post less

professional. Focus on selecting high-quality, relevant hashtags that will grab the interest and attention of your target audience.

HASHTAGS

1. Level: The **#DEKRA** brand hashtag is used with every post and is located under the text block.

2. Level: You can also add two to three optional hashtags that match the topic of the post and take

into account the general information. These are to be placed after the brand hashtag. Another option is using your own DEKRA hashtags.

Twitter

▶ General information:

- One to three hashtags are used per post.
- We recommend using **appropriate and relevant** hashtags to participate in existing conversations or to start a new conversation on a specific topic.
- **Popular hashtags** can attract more attention. But it's important to **check beforehand** that they are not already being used for undesirable or controversial purposes.

HASHTAGS

1. Level: The **#DEKRA** brand hashtag is used in every post and is located within the text block.

2. Level: You can also use one or two optional hashtags that match the topic of the tweet and take into account the general information.

YouTube

▶ General information:

- Three to five hashtags are recommended for each video.
- It is also advisable to use hashtags that are **popular, specific, and related to the brand and channel**.

HASHTAGS

1. Level: The **#DEKRA** brand hashtag is used with every video and is located under the text block.

2. Level: You can also use two to four optional hashtags that match the topic of the video and its message and take into account the general information.

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.

| | | | |
|---|--|---|---|
| <p>DEKRA Logo green RGB 0/129/67 HEX #008143</p> | <p>For the Logo and elements based on it</p> | <p>Dark blue RGB 0/46/85 HEX #002E55</p> | <p>For design elements</p> |
| <p>Dark green RGB 0/107/82 HEX #006B52</p> | <p>For backgrounds, Headlines, and design elements</p> | <p>Yellow RGB 255/204/0 HEX #FFCC00</p> | <p>For design elements</p> |
| <p>Light green RGB 100/179/44 HEX #64B32C</p> | <p>For calls to action and small design elements</p> | <p>Orange RGB 239/124/0 HEX #EF7C00</p> | <p>For design elements</p> |
| <p>Digital black RGB 0/0/0 HEX #000000</p> | <p>As a font color</p> | <p>White RGB 255/255/255 HEX #FFFFFF</p> | <p>For backgrounds or as a font color</p> |

COLORS AS PERCENTAGES

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



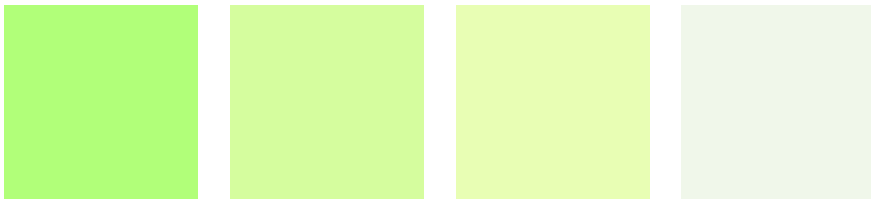
The following is an **excerpt** from our digital color palette. It contains colors with high contrast and ensures good readability on screens. The targeted selection of color combinations supports accessibility.

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

Light green



| | | | | | |
|----------------------------|----------------------------|---------------------------|---------------------------|----------------------------|----------------------------|
| 900 | 800 | 700 | 600 | 500 - Main | 400 |
| rgba (19,77,0,1) | rgba (25,102,0,1) | rgba (74,154,20,1) | rgba (74,154,20,1) | rgba (100,179,44,1) | rgba (149,227,93,1) |
| hsla (105,100,15,1) | hsla (105,100,20,1) | hsla (96,77,34,1) | hsla (96,77,34,1) | hsla (95,61,144,1) | hsla (95,71,63,1) |
| #134D00 | #196600 | #30B000 | #4A9A14 | #64B32C | #95E35D |



| | | | |
|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| 300 | 200 | 100 | 50 |
| rgba (177,255,121,1) | rgba (213,253,158,1) | rgba (232,254,180,1) | rgba (240,247,234,1) |
| hsla (95,100,74,1) | hsla (85,96,81,1) | hsla (78,97,85,1) | hsla (92,45,94,1) |
| #B1FF79 | #D5FD9E | #E8FEB4 | #F0F7EA |

Font

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 when designing various text elements for digital media:

Headlines and copy text

Noto Sans
Regular

Subtitle, Sub-Headlines
and highlights

Noto Sans
Bold

Headlines and highlights

Noto Sans
Black

Design guideline

1. Instagram

Detailed information on colors, typography, and design elements can be found in the **Corporate Design Manual**.

▶ Allgemeine Empfehlungen

- Use the recommended file types: jpg, png, or MP4.
- Make sure images do not contain more than 20% text.
- Note that only 125 characters of text are displayed in the feed. The rest has to be expanded.
- Use images and videos that focus on people and what they do.
- Choose images and videos that convey a positive atmosphere, with a natural, bright ambience in line with our visual style.
- Pay attention to the free space for all formats.

1.1 The profile

PROFILE PICTURE

Our Instagram page has a distinctive profile picture that shows our 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.

320 x 320 pixels



Image-Mark on white background.

THUMBNAILS

The Highlights feature on Instagram allows users to save and highlight their favorite stories on their profile. These are displayed at the top of the user's

Instagram profile page and can be used for: Collections of services, FAQs, tutorials, tips, or current news.



Use icons according to the iconography guidelines in DEKRA green and with a white background.

1. Instagram

1.2 Photos and static posts

PIXEL RATIOS AND FREE SPACE

Make sure that main image and text elements used are always located within the free space.

Post on feed

Square 1:1 1080 x 1080 pixels

Free space 950 x 950 pixels

Post on feed in portrait format

Portrait 4:5 (vertical format) 1080 x 1350 pixels

Free space 950 x 950 pixels

1080 x 1080 pixels



1080 x 1350 pixels



Carousel gallery posts and ads

When creating a post with a carousel gallery, it is important to set it up as two individual images. If the post spans two images in the Instagram grid,

asset (1) should be saved as a gallery next to **asset (2)**. This ensures that the post is displayed correctly and that the slider works as intended.

1080 x 1080 pixels



Asset 1

Asset 2

Asset 3

Square 1:1

1080 x 1080 pixels

Free space

950 x 950 pixels

1. Instagram

USE AND PLACEMENT OF THE LOGO

For use within DEKRA, the Image-Mark should be used rather than the full DEKRA Logo.



USE AND PLACEMENT OF THE 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. Instagram

IMAGERY

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

Composition: Expressive image structure that creates a sense of depth and is visually appealing.

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

Color scheme: Natural light, no subsequent filters.

Color spectrum



Use **dark images** only when absolutely necessary.



PHOTOS WITHOUT TEXT

Images without text can be placed in the triangular image container or can be combined with the Image-Mark or the DEKRA Shield.

Elements: Image-Mark, section of DEKRA Shield, and Triangle.

Colors: Triangle in DEKRA colors, the Image-Mark in green on a white Triangle, the Image-Mark without a background in white or green or dark green background with white.



1. Instagram

PHOTOS WITH TEXT

Images with text can use the full range of design elements.

Elements: Triangle/Shield combination, Triangle in solid colors, Triangle as an image container, DEKRA Shield as an image container, DEKRA Shield and green text box.

Use of the Logo: The Logo is not used in addition.

Colors:

- White background: dark green Headlines, body text and captions/Sub-Headlines in black.
- Dark green background: white Headlines, Sub-Headlines, and body text.

- Note: Light green may not be used for large backgrounds; it is intended for calls to action and small design elements.

Font:

- Noto Sans (see p.8)

Punctuation: Use regular punctuation including very sparing use of exclamation marks.



TEXT WITHOUT PHOTOS

Texts without photos can be combined with design elements to create the brand context.

All the above-mentioned design guidelines apply that do not relate to the use of photos.



1. Instagram

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: Maintain an even visual weight for all icons with a balanced line width for optimal use in different sizes.

Corners: Use a corner radius that is rounded in an even, balanced manner.

Style: Please use icons that have bold outlines.

Composition: Use just a few elements with simple shapes and lines for more clarity.

Color: Use primary colors and positive or negative on colored backgrounds.

DON'TS

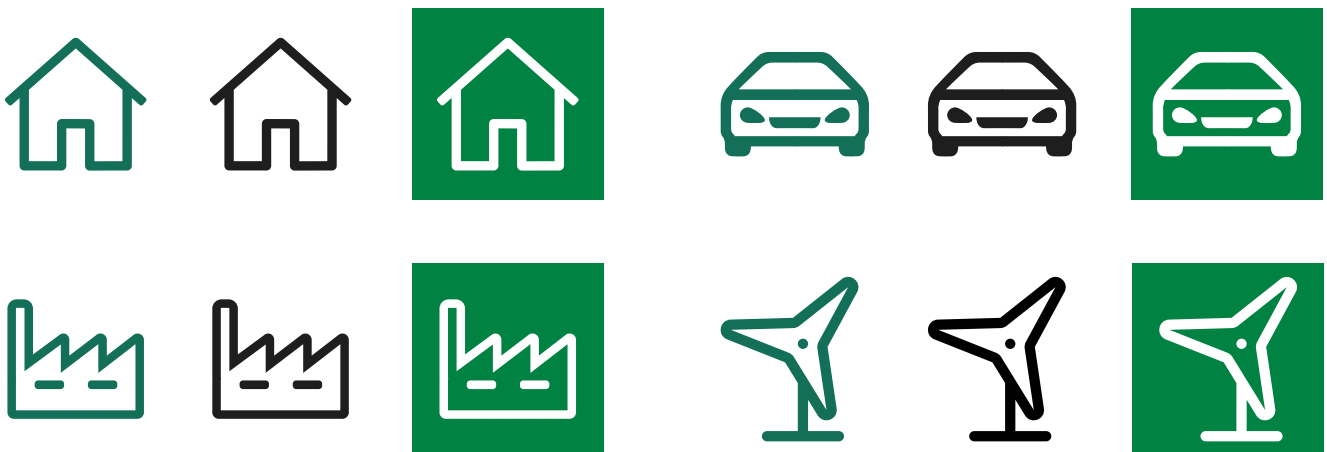
Line width: Do not use icons that look heavier or brighter than other icons of the same size. Lines should not be of different weights, even within the same icon.

Corners: Do not mix or use different corner radii or straight corners.

Style: Do not mix and use different styles, such as hand-drawn lines or sketches, isometric, realistic, flat and filled, monochrome, and gradient designs.

Composition: Do not use complex and cumbersome elements in the same icon, and do not use shapes as backgrounds, as this limits readability.

Color: Do not include different colors in outlines or filler.



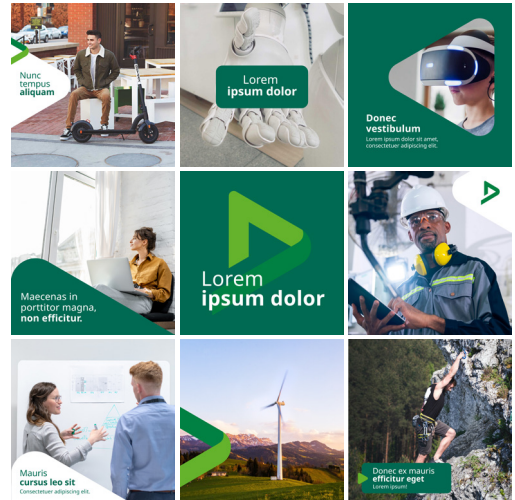
Database: fontawesome.com

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.

1. Instagram

EXAMPLES OF BEST PRACTICE



Grid for Instagram feed

1.3 Videos and animated posts

When using the design elements in social media videos, please refer to the design guidelines for static posts.

Stories and reels

When designing a story on Instagram, it's important to consider the free space so that the content is always within this zone. Otherwise, UI elements can obscure part of the content, negatively impacting the user experience and the story's effectiveness. In addition, it is important to comply with

▶ Please refer to the **Photo and Video Guideline (coming soon)** for more information on creating videos.

the minimum size requirements to ensure that the content is clear and easy to read.

Portrait 9:16 (vertical format) 1080 x 1920 pixels
Free space 850 x 1518 pixels
 Regularly check the current **INSTAGRAM** formats.



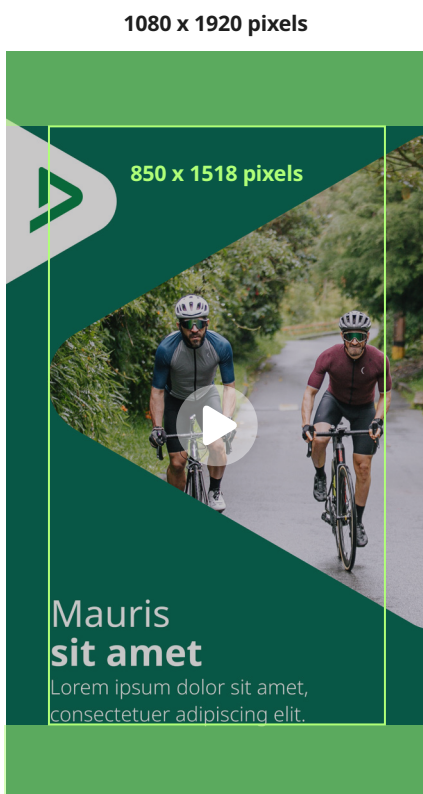
1. Instagram

Instagram stories

Portrait 9:16 (vertical format) 1080 x 1920 pixels

Free space 850 x 1518 pixels

Video length max. 15 seconds

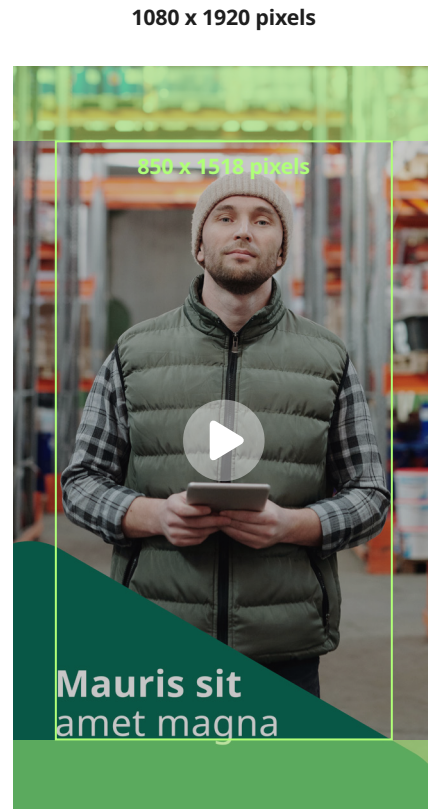


Instagram reels

Portrait 9:16 (vertical format) 1080 x 1920 pixels

Free space 850 x 1518 pixels

Video length max. 60 seconds



Design guideline

2. LinkedIn

Detailed information on colors, typography, and design elements can be found in the **Corporate Design Manual**.

General recommendations

- Use the recommended file types: jpg, png, or MP4.
- Make sure images do not contain more than 20% text.
- Use authentic images and videos that reflect reality.
- Choose images and videos that convey a positive atmosphere, with a natural, bright ambience in line with our visual style.
- Pay attention to the free space for all formats

2.1 The profile

PROFILE PICTURE

Our LinkedIn page has a distinctive profile picture that shows our 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.

320 x 320 pixels



Image-Mark on white background.

PROFILE COVER PHOTO

The cover image is the wide, rectangular banner located at the top of the profile page. It forms a visual unit with the profile image and serves as an extension of it. Use images that are consistent with

the brand; if text is required, try to incorporate it in a minimalist way by using the Triangle as a text container or eye-catcher.

1584 x 396 Pixel



2. LinkedIn

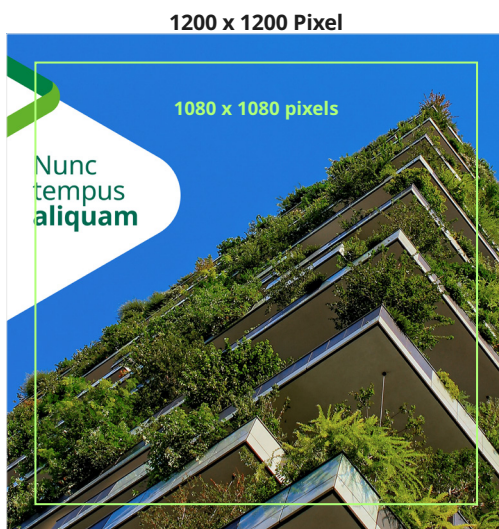
2.2 Photos and static posts

RATIOS AND FREE SPACE

Image post

Square 1:1 1200 x 1200 pixels

Free space 1080 x 1080 pixels



Keep the focus of the image and the texts being used within the free space.

Images for blog post links

Horizontal format 1200 x 627 pixels

Free space 1100 x 527 pixels



USE AND PLACEMENT OF THE LOGO

For use within DEKRA, the Image-Mark should be used rather than the full DEKRA Logo.



VERWENDUNG UND PLATZIERUNG DES CLAIMS

“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.

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.

On the safe side
Alles im grünen Bereich

2. LinkedIn

Carousel gallery

The carousel gallery can be used to highlight various services, show details, or tell a story. A multi-page PDF can also be uploaded as a workaround.

Asset (1) should be saved as a gallery next to **asset (2)**. This ensures that the post is displayed correctly and that the slider works as intended.

Portrait 4:5

1080 x 1350 pixels

Free space

950 x 950 pixels



Asset 1

Asset 2

Asset 3

Square 1:1

1200 x 1200 pixels

Free space

1080 x 1080 pixels



Asset 1

Asset 2

Asset 3

IMAGERY

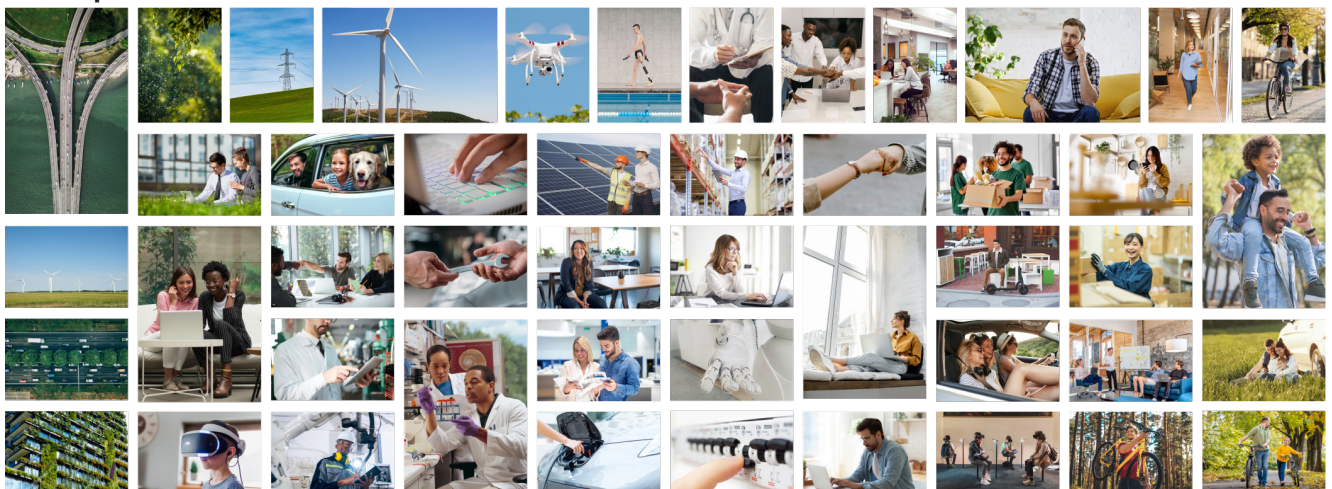
The DEKRA imagery has a realistic look and features natural images. Manipulated or heavily edited images are not used.

Composition: Expressive image structure that creates a sense of depth and is visually appealing.

Content: Authentic images and videos that depict reality.

Color scheme: Natural light, no subsequent filters.

Color spectrum



Dark images Use only when absolutely necessary



2. LinkedIn

PHOTOS WITH TEXT

Images with text can use the full range of design elements.

Elements: Triangle/DEKRA Shield combination, Triangle in solid colors, Triangle as an image container, DEKRA Shield as an image container, DEKRA Shield and green text box.

Colors: White background: dark green Headlines, body text and captions/Sub-Headlines black.

Dark green background: white Headlines, Sub-Headlines, and body text.

Font: Noto Sans (see p.8)



PHOTOS WITHOUT TEXT

Photos without text can be combined with design elements to create the brand context. All the above-mentioned design guidelines that do not relate to the use of photos apply.



TEXT WITHOUT PHOTOS

Texts without photos can be combined with design elements to create the brand context. All the above-mentioned design guidelines that do not relate to the use of photos apply.



2. LinkedIn

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

DOS

Line width: Maintain an even visual weight for all icons with a balanced line width for optimal use in different sizes.

Corners: Use a corner radius that is rounded in an even, balanced manner.

Style: Please use icons that have bold outlines.

Composition: Use just a few elements with simple shapes and lines for more clarity.

Color: Use primary colors and positive or negative on colored backgrounds.

a quick glance. The symbol should therefore be as simple and self-explanatory as possible. Icons should also be recognizable and memorable.

DON'TS

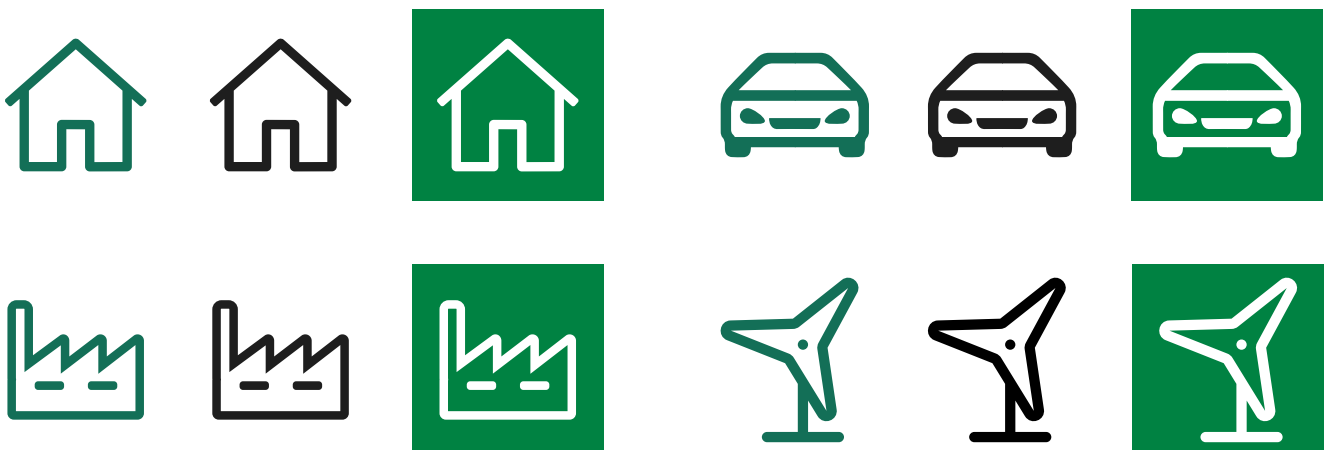
Line width: Do not use icons that look heavier or brighter than other icons of the same size. Lines should not be of different weights, even within the same icon.

Corners: Do not mix or use different corner radii or straight corners.

Style: Do not mix and use different styles, such as hand-drawn lines or sketches, isometric, realistic, flat and filled, monochrome, and gradient designs.

Composition: Do not use complex and cumbersome elements in the same icon, and do not use shapes as backgrounds, as this limits readability.

Color: Do not include different colors in outlines or filler.



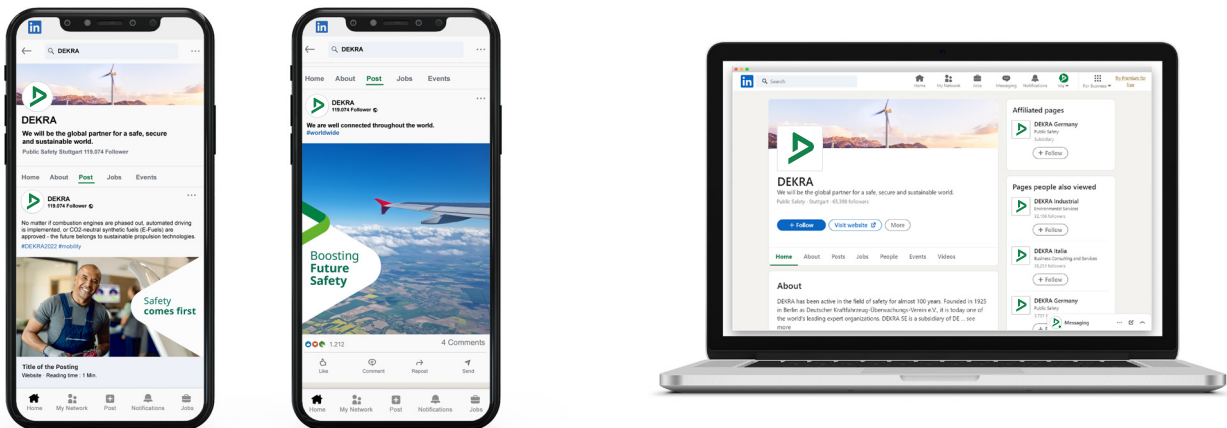
Database: fontawesome.com

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.

2. LinkedIn

EXAMPLES OF BEST PRACTICE



2.3 Videos and animated posts

When using the design elements in social media videos, please refer to the design guidelines for static posts.

USE AND PLACEMENT OF THE LOGO:

The Logo is only placed at the beginning and end of the video. It does not need to be permanently placed in the image.

GENERAL RECOMMENDATIONS

- We recommend that you upload the video in the highest possible resolution.
- Please use MP4 and MOV video formats.
- The maximum video size is 5 GB.
- The maximum video length is 240 minutes.
- The maximum frame rate is 30 fps.
- The ideal length for a video is 3 to 60 seconds.
- The recommended data rate/bit rate for posting via Sprout is 5 Mbps (megabits per second).

Please refer to the **Photo and Video Guideline (coming soon)** for more information on creating videos.

CONTENT RECOMMENDATIONS

- Present the brand in the first 3 seconds.
- Share your own content and be approachable.
- Give people a reason to keep watching.
- Design videos so they can be watched with the sound off but impress viewers with the sound on. Many people keep the sound off, but there is also a large audience that watches videos with sound.
- Design the video primarily to be viewed on mobile devices.

2. LinkedIn

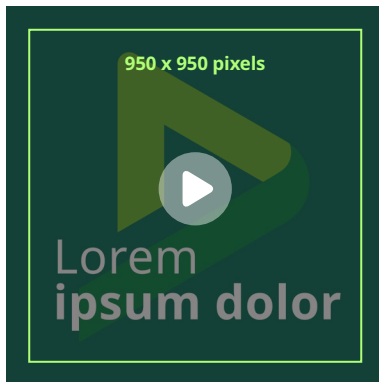
PIXEL RATIOS AND FREE SPACE

Square Video

Square 1:1 1080 x 1080 pixels

Free space 950 x 950 pixels

1080 x 1080 pixels



Portrait video

Portrait 4:5 (vertical format) 1080 x 1350 pixels

Free space 950 x 950 pixels

1080 x 1350 pixels

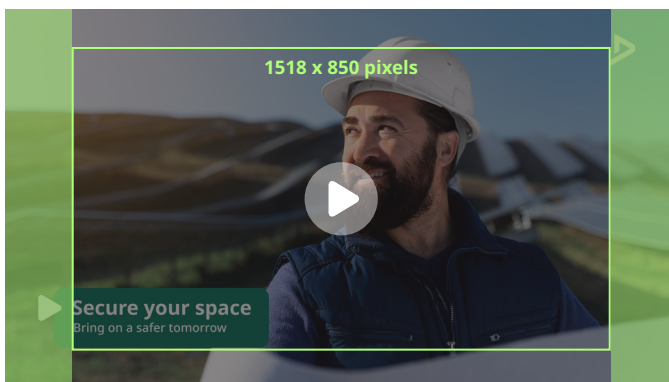


Landscape video

Portrait 16:9 (vertical format) 1920 x 1080 pixels

Free space 1518 x 850 pixels

1920 x 1080 pixels



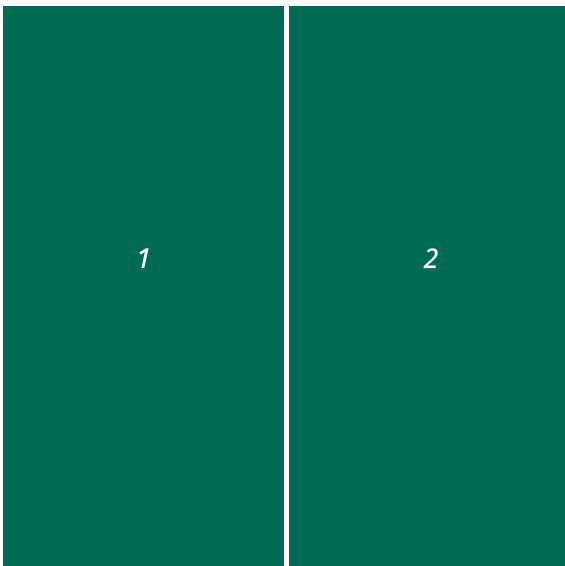
2. LinkedIn

2.4 Posts with more than one image

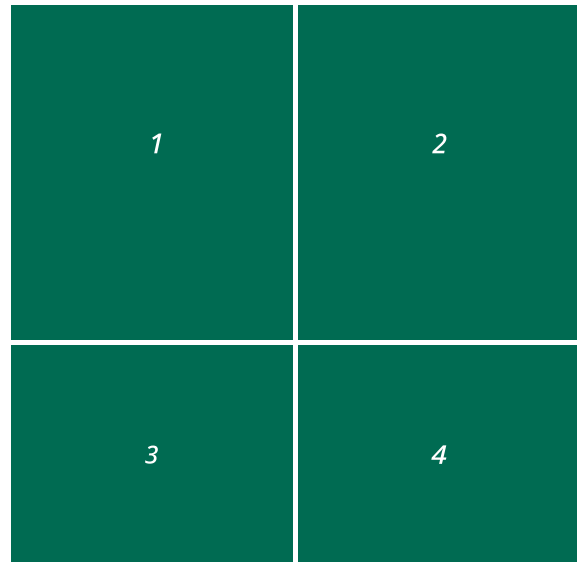
When selecting the images and creating the asset, note that the images are cropped differently depending on the number of images displayed on the feed. This crop itself cannot be changed and is specified by LinkedIn depending on the number of assets.

You can specify the sequence when uploading. To ensure a consistent presentation and a smooth progression on the feed, it is advisable to upload all images in the defined 1:1 format when posting multiple images, even if the channel also supports other formats.

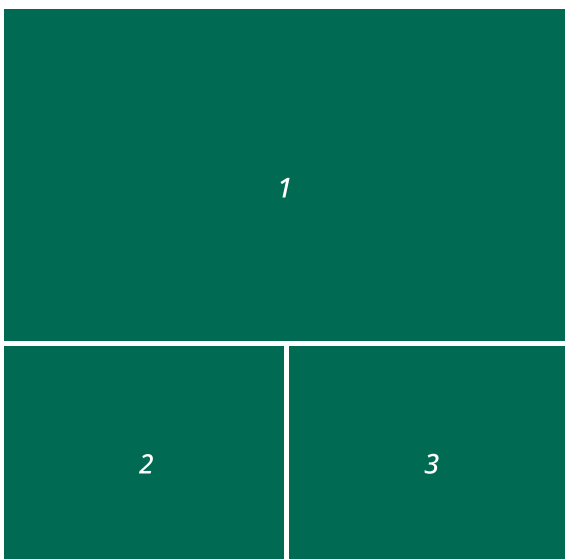
Post with two images



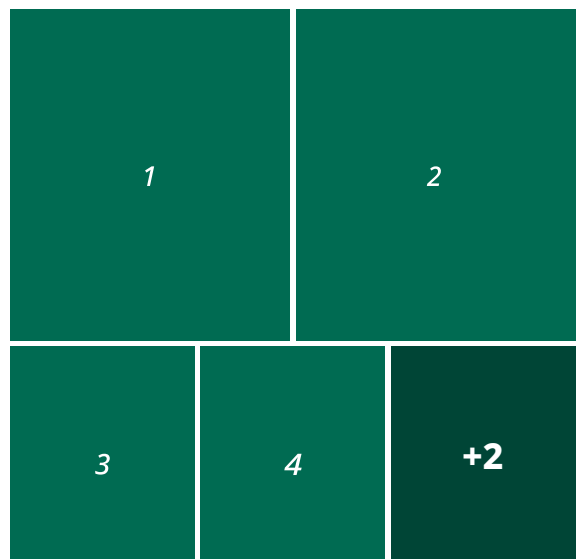
Post with four images



Post with three images



Post with five or more images



Design guideline

3. Facebook

Detailed information on colors, typography, and design elements can be found in the **Corporate Design Manual**.

General recommendations

- Use the recommended file types: jpg, png, or MP4.
- Make sure images do not contain more than 20% text.
- Note that only 125 characters of text are displayed in the post. The post has to be expanded by the user.
- Use lifestyle images and videos that focus on people and what they do, as well as providing authentic brand insights.
- Choose images and videos that convey a positive atmosphere, with a natural, bright ambience in line with our visual style.
- Pay attention to the free space for all formats.

3.1 The profile

PROFILE PICTURE

Our Facebook page has a distinctive profile picture that shows our 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.

320 x 320 pixels



Image-Mark on white background.

PROFILE COVER PHOTO

The cover image is the wide, rectangular banner located at the top of the profile page. It forms a visual unit with the profile image and serves as an extension of it. Use images that are consistent with

the brand; if text is required, try to incorporate it in a minimalist way by using the Triangle as a text container or eye-catcher.

851 x 315 pixels



3. Facebook

3.2 Photos and static posts

RATIOS AND FREE SPACE

Make sure that main image and text elements are always located within the free space.

Post on feed

Square 1:1 1080 x 1080 pixels

Free space 950 x 950 pixels

Feed post in portrait format

Portrait 4:5 (vertical format) 1080 x 1350 pixels

Free space 950 x 950 pixels

1080 x 1080 pixels



1080 x 1350 pixels



Carousel gallery ad

Carousel gallery ads can be used to highlight various services, show details, or tell a story.

Asset (1) should be saved as a gallery next to

asset (2). This ensures that the post is displayed correctly and that the slider works as intended.

1200 x 1200 pixels



Square 1:1
1200 x 1200 pixels
Free space
1080 x 1080 pixels

Asset 1

Asset 2

Asset 3

3. Facebook

USE AND PLACEMENT OF THE LOGO

For use within DEKRA, the Image-Mark should be used rather than the full DEKRA Logo.



USE AND PLACEMENT OF THE 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.

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.

On the safe side
Alles im grünen Bereich

IMAGERY

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

Composition: Expressive image structure that creates a sense of depth and is visually appealing.

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

Color scheme: Natural light, no subsequent filters.

Color spectrum



Use **dark images** only when absolutely necessary.



3. Facebook

PHOTOS WITH TEXT

Images with text can use the full range of design elements.

Elements: Triangle/DEKRA Shield combination, Triangle in solid colors, Triangle as an image container, DEKRA Shield as an image container, DEKRA Shield and green text box.

Colors: White background: dark green Headlines, body text and captions/Sub-Headlines black.

Dark green background: white Headlines, Sub-Headlines, and body text.

Font: Noto Sans (see p.8)



PHOTOS WITHOUT TEXT

Photos without text can be combined with design elements to create the brand context. All the above-mentioned design guidelines that do not relate to the use of photos apply.



TEXT WITHOUT PHOTOS

Texts without photos can be combined with design elements to create the brand context. All the above-mentioned design guidelines that do not relate to the use of photos apply.



3. Facebook

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

DOS

Line width: Maintain an even visual weight for all icons with a balanced line width for optimal use in different sizes.

Corners: Use a corner radius that is rounded in an even, balanced manner.

Style: Please use icons that have bold outlines.

Composition: Use just a few elements with simple shapes and lines for more clarity.

Color: Use primary colors and positive or negative on colored backgrounds.

a quick glance. The symbol should therefore be as simple and self-explanatory as possible. Icons should also be recognizable and memorable.

DON'TS

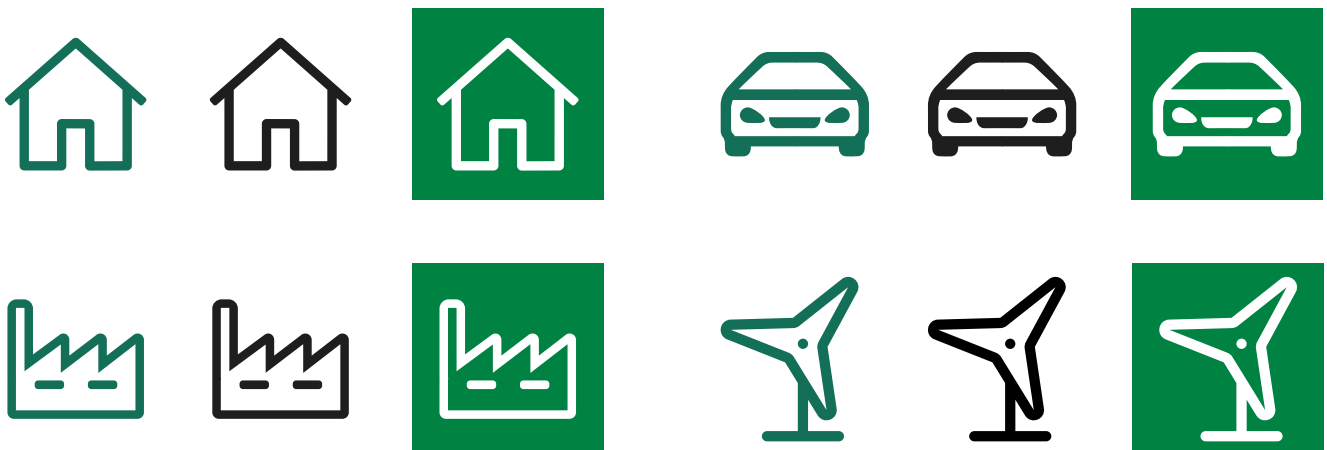
Line width: Do not use icons that look heavier or brighter than other icons of the same size. Lines should not be of different weights, even within the same icon.

Corners: Do not mix or use different corner radii or straight corners.

Style: Do not mix and use different styles, such as hand-drawn lines or sketches, isometric, realistic, flat and filled, monochrome, and gradient designs.

Composition: Do not use complex and cumbersome elements in the same icon, and do not use shapes as backgrounds, as this limits readability.

Color: Do not include different colors in outlines or filler.



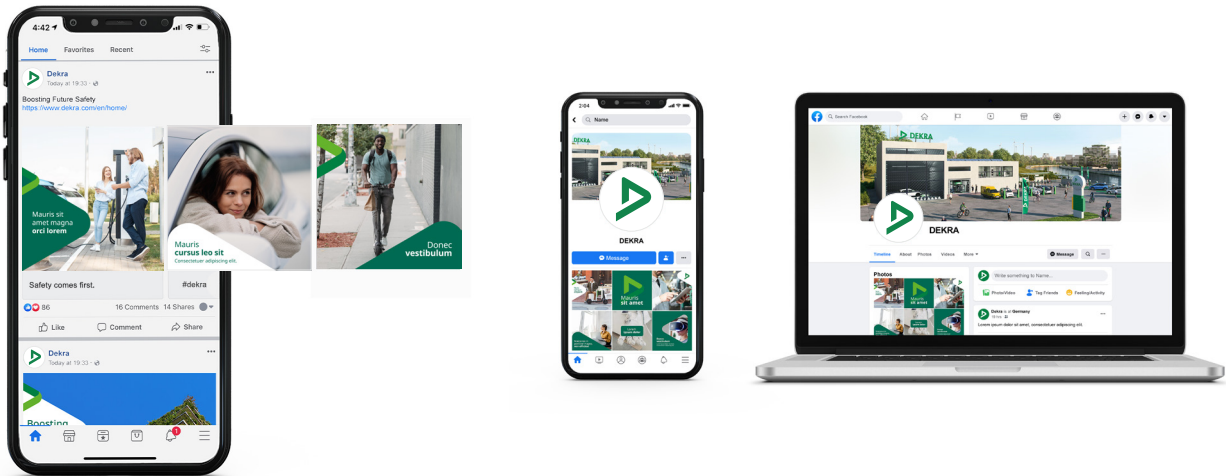
Database: fontawesome.com

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.

3. Facebook

EXAMPLES OF BEST PRACTICE



3.3 Videos and animated posts

When using the design elements in social media videos, please refer to the design guidelines for static posts.

Please refer to the **Photo and Video Guideline (coming soon)** for more information on creating videos.

USE AND PLACEMENT OF THE LOGO:

The Logo is only placed at the beginning and end of the video. It does not need to be permanently placed in the image.

GENERAL RECOMMENDATIONS

- We recommend that you upload the video in the highest possible resolution.
- Please use MP4 and MOV video formats.
- The maximum video size is 10 GB.
- The maximum video length is 240 minutes.
- The maximum frame rate is 30 fps.
- The ideal length for a video is 3 to 60 seconds.
- The recommended data rate/bit rate for posting via Sprout is 5 Mbps (megabits per second).

CONTENT RECOMMENDATIONS

- Present the brand in the first 3 seconds.
- Share your own content and be approachable.
- Give people a reason to keep watching.
- Design videos so they can be watched with the sound off but impress viewers with the sound on. Many people keep the sound off, but there is also a large audience that watches videos with sound.
- Use captions, hashtags, tags and, if applicable, matching product tags for reels.
- Design the video primarily to be viewed on mobile devices.

3. Facebook

Storys & Reels

When designing a story on Facebook, it's important to consider the free space so that the content is always within this zone. Otherwise, UI elements can obscure part of the content, negatively impacting

the user experience and the story's effectiveness. In addition, it is important to comply with the minimum size requirements to ensure that the content is clear and easy to read.

Portrait 9:16 (vertikales Format) 1080 x 1920 Pixel

Schutzraum 850 x 1518 Pixel

1080 x 1920 pixels



3. Facebook

PIXEL RATIOS AND FREE SPACE

Video

Square 1:1 1080 x 1080 pixels

Free space 950 x 950 pixels

Video length max. 15-30 seconds

1080 x 1080 pixels



Portrait video

Portrait 4:5 (vertical format) 1080 x 1350 pixels

Free space 950 x 950 pixels

Video length max. 15-30 seconds

1080 x 1350 pixels



Facebook stories

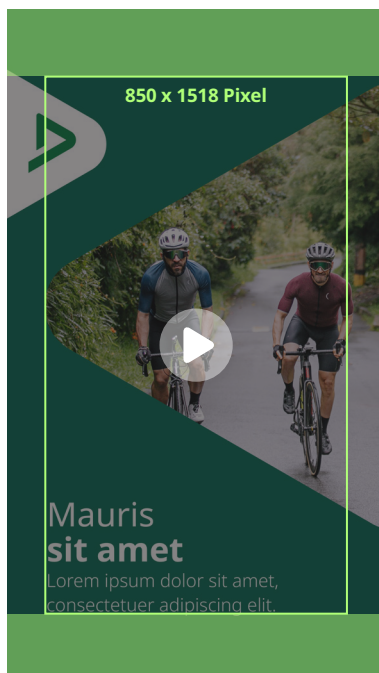
Portrait 9:16 (vertical format) 1080 x 1920 pixels

Free space 850 x 1518 pixels

Video length max. 15 seconds

Tip: When using stories, Facebook recommends uploading the source video in the highest resolution available. Stories can be 5-15 seconds long, so make sure you produce content that is strong and engaging to attract the attention of your audience.

1080 x 1920 Pixel



Facebook reels

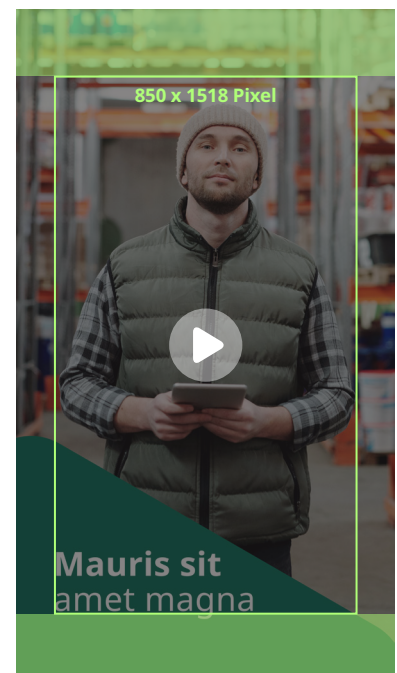
Portrait 9:16 (vertical format) 1080 x 1920 pixels

Free space 850 x 1518 pixels

Video length max. 60 seconds

Tip: To ensure a video is displayed in high quality, Facebook recommends uploading a video with the highest resolution available and a duration of 4-60 seconds.

1080 x 1920 Pixel



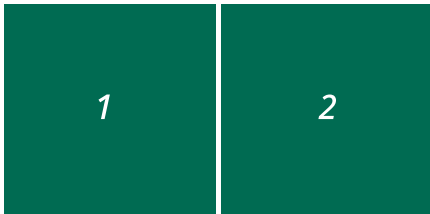
3. Facebook

3.4 Posts with more than one image

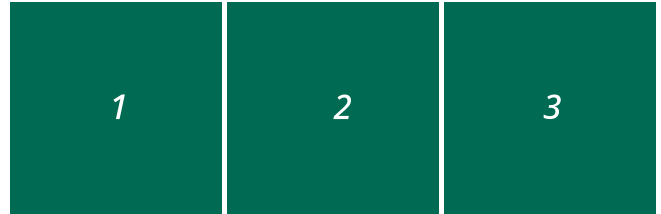
When selecting images and creating the asset, note that the images are compiled into different collages when displayed on the feed, depending on the number of images. These collages themselves cannot be modified and are determined by Facebook depending on the number of assets. You can

specify the order of the individual images when uploading them. To ensure a consistent presentation and a smooth progression on the feed, it is advisable to upload all images in the defined 1:1 format when posting multiple images, even if the channel also supports other formats.

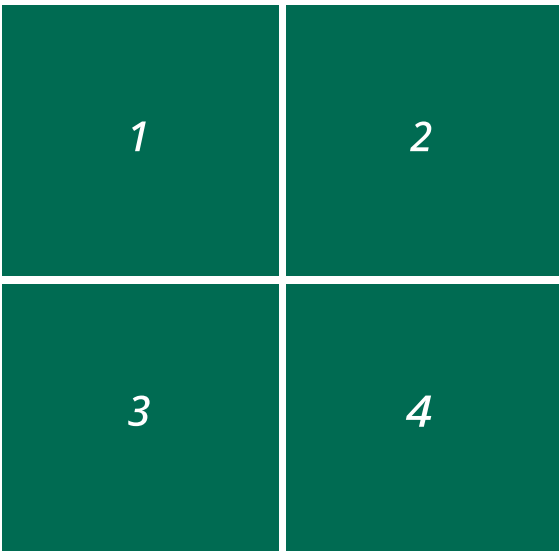
Post with two images



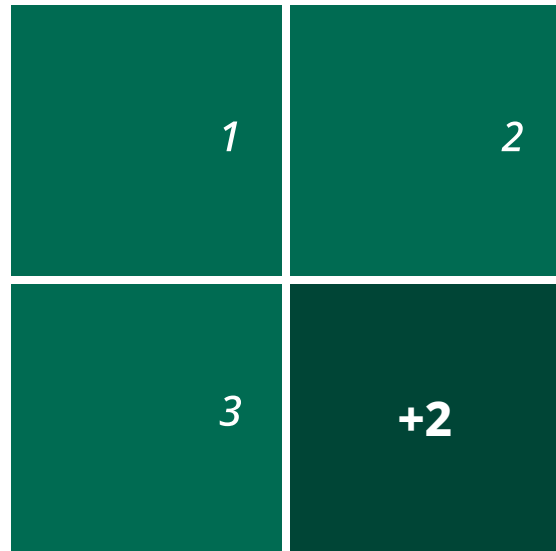
Post with three images



Post with four images

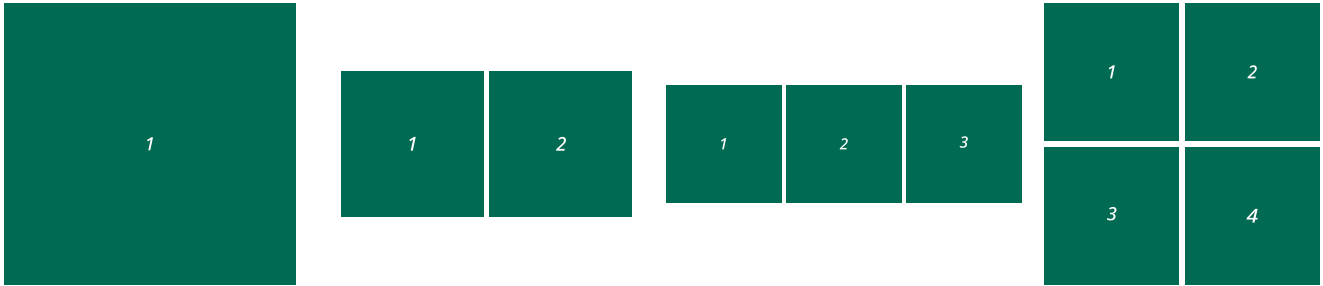


Post with more than four images

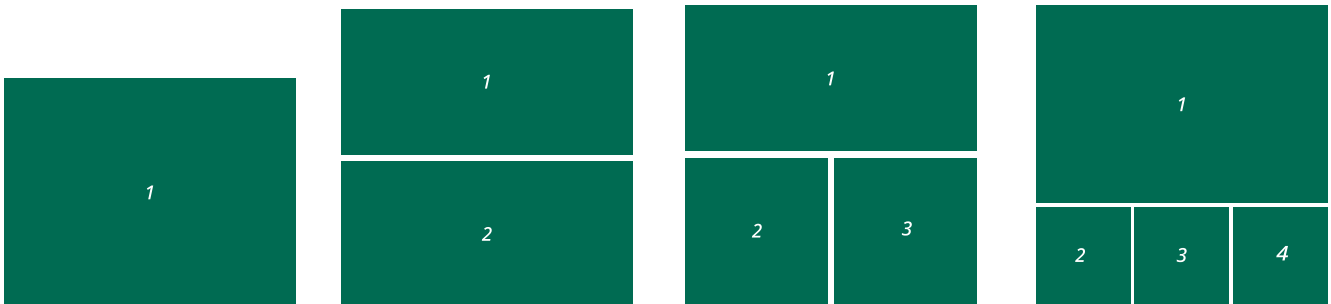


3. Facebook

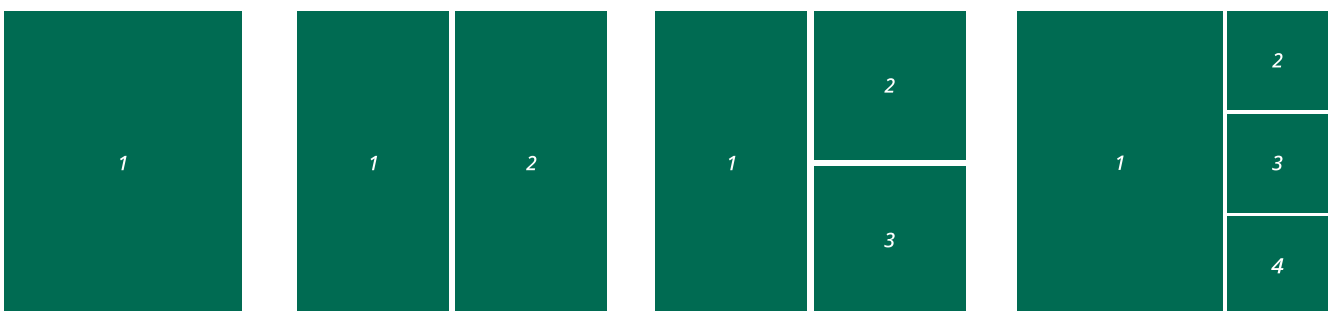
Square hero album



Landscape hero album



Portrait hero album



Design guideline

4. Twitter

Detailed information on colors, typography, and design elements can be found in the **Corporate Design Manual**.

Allgemeine Empfehlungen

- Use the recommended file types: jpg, png, or MP4.
- Make sure images do not contain more than 20% text.
- Make sure that you do not exceed the maximum playing time of 2 minutes and 20 seconds for video posts.
- Use authentic images and videos that reflect reality.
- Choose images and videos that convey a positive atmosphere, with a natural, bright ambience in line with our visual style.
- Pay attention to the free space for all formats.

4.1 The profile

PROFILE PICTURE

Our Twitter page has a distinctive profile picture that shows our 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.

320 x 320 pixels



Image-Mark on white background.

PROFILE COVER PHOTO

The cover image is the wide, rectangular banner located at the top of the profile page. It forms a visual unit with the profile image and serves as an extension of it. Use images that are consistent with

the brand; if text is required, try to incorporate it in a minimalist way by using the Triangle as a text container or eye-catcher.

1500 x 500 pixels



4. Twitter

4.2 Photos and static posts

RATIOS AND FREE SPACE

Keep the focus of the image and the texts being used within the free space.

Post in square format

Size 1200 x 1200 pixels

Free space 1050 x 1050 pixels

1200 x 1200 pixels



Portrait format for posts

Portrait 4:5 (vertical format) 1080 x 1350 pixels

Free space 950 x 950 pixels

1080 x 1350 pixels



Post in landscape format

Size 1600 x 600 pixels

Free space 1500 x 500 pixels

1600 x 600 pixels



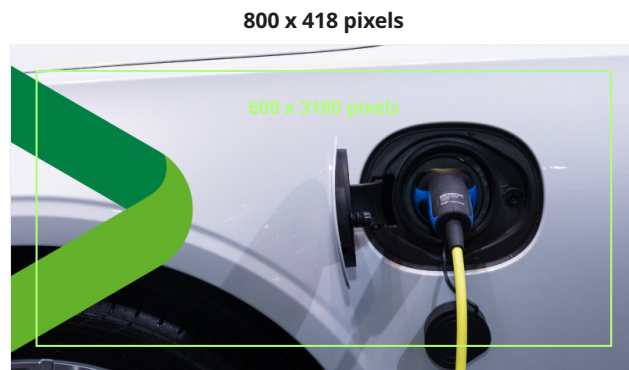
4. Twitter

Site map

Twitter generates an extensive Twitter map when you post a link with an image at the top. The image is then embedded in the tweet in compressed form.

Size 800 x 418 pixels

Free space 600 x 318 pixels



USE AND PLACEMENT OF THE LOGO

For use within DEKRA, the Image-Mark should be used rather than the full DEKRA Logo.



USE AND PLACEMENT OF THE 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.

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.

On the safe side
Alles im grünen Bereich

4. Twitter

IMAGERY

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

Composition: Expressive image structure that creates a sense of depth and is visually appealing.

Content: Authentic images and videos that depict reality.

Color spectrum

Color scheme: Natural light, no subsequent filters.



Use **dark images** only when absolutely necessary.



PHOTOS WITH TEXT

Images with text can use the full range of design elements.

Elements: Triangle/Shield combination, Triangle in solid colors, Triangle as an image container, DEKRA Shield as an image container, DEKRA Shield and green text box.

Colors: White background: dark green Headlines, body text, and captions/Sub-Headlines in black.

Dark green background: white Headlines, Sub-Headlines, and body text.

Font: Noto Sans (see p.8)



PHOTOS WITHOUT TEXT

Photos without text can be combined with design elements to create the brand context. All the above-mentioned design guidelines that do not relate to the use of photos apply.



4. Twitter

TEXT WITHOUT PHOTOS

Texts without photos can be combined with design elements to create the brand context. All the above-mentioned design guidelines that do not relate to the use of photos apply.



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: Maintain an even visual weight for all icons with a balanced line width for optimal use in different sizes.

Corners: Use a corner radius that is rounded in an even, balanced manner.

Style: Please use icons that have bold outlines.

Composition: Use just a few elements with simple shapes and lines for more clarity.

Color: Use primary colors and positive or negative on colored backgrounds.

DON'TS

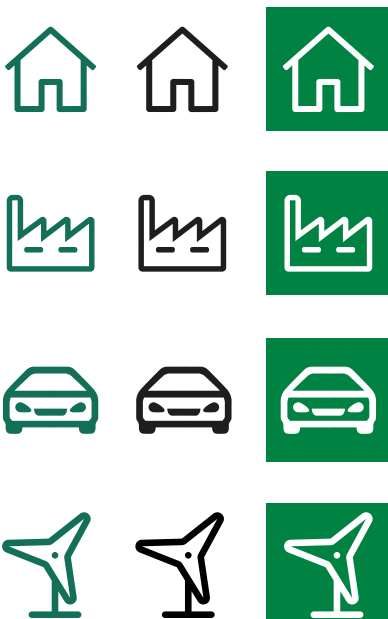
Line width: Do not use icons that look heavier or brighter than other icons of the same size. Lines should not be of different weights, even within the same icon.

Corners: Do not mix or use different corner radii or straight corners.

Style: Do not mix and use different styles, such as hand-drawn lines or sketches, isometric, realistic, flat and filled, monochrome, and gradient designs.

Composition: Do not use complex and cumbersome elements in the same icon, and do not use shapes as backgrounds, as this limits readability.

Color: Do not include different colors in outlines or filler.



Database: fontawesome.com

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

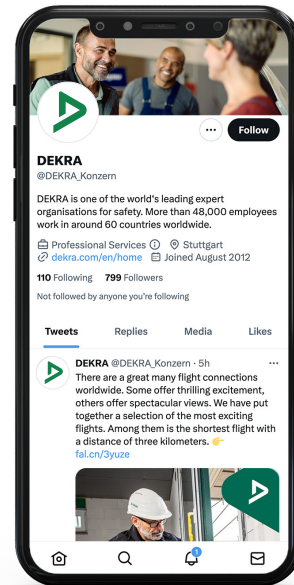
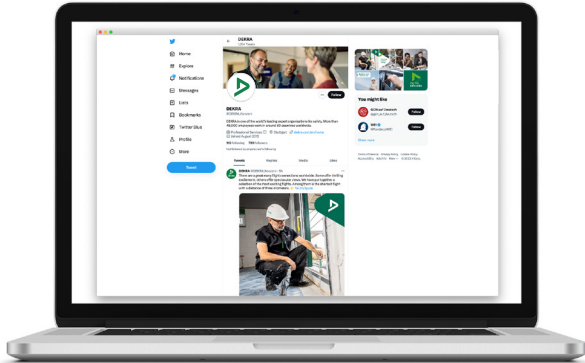
A **license** is required for access to the **entire database**.

If required, you can obtain licenses by contacting

corporate-design@dekra.com.

4. Twitter

EXAMPLES OF BEST PRACTICE



4.3 Videos and animated posts

When using the design elements in social media videos, please refer to the design guidelines for static posts.

GENERAL RECOMMENDATIONS

- We recommend that you upload the video in the highest possible resolution.
- Please use MP4 and MOV video formats.
- The maximum video size is 512 MB.
- The maximum frame rate is 30 fps.

CHARACTER LIMITS

Max number: 280 characters

Please refer to the **Photo and Video Guideline (coming soon)** for more information on creating videos.

CONTENT RECOMMENDATIONS

- Present the brand in the first 3 seconds.
- You have 5 seconds or less to capture the attention of your target audience.
- Use strong image material.
- Keep the text of the tweet short and consistent. A concise tweet is the perfect addition to a short video.
- It is important for each video to have a clear emphasis, and your message or call to action should be the only focus. Combining too many topics dilutes the effect.

4. Twitter

PIXEL RATIOS AND FREE SPACE

Square video

Square 1:1 1080 x 1080 pixels

Free space 950 x 950 pixels

1080 x 1080 pixels



Portrait video

Portrait 4:5 (vertical format) 1080 x 1350 pixels

Free space 950 x 950 pixels

1080 x 1350 pixels

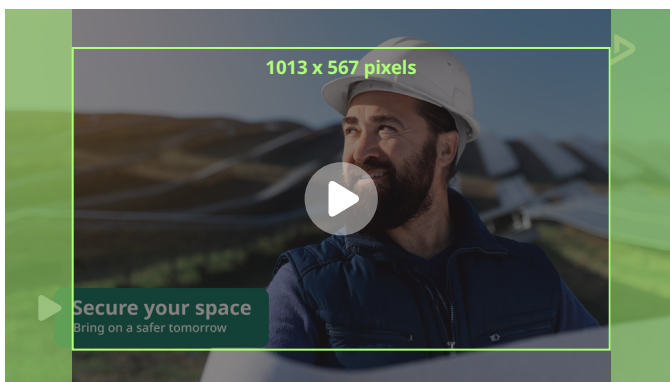


Landscape video

Portrait 16:9 (vertical format) 1280 x 720 pixels

Free space 1013 x 567 pixels

1280 x 720 pixels



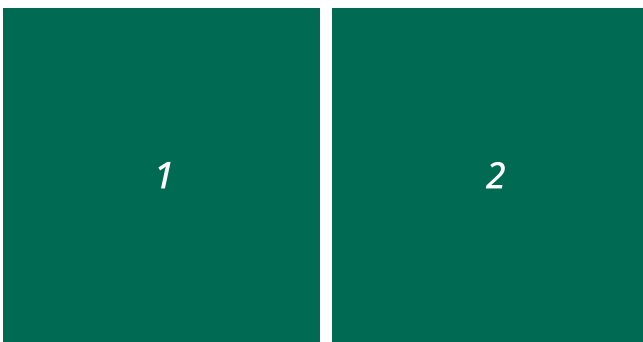
4. Twitter

4.4 Posts with more than one image

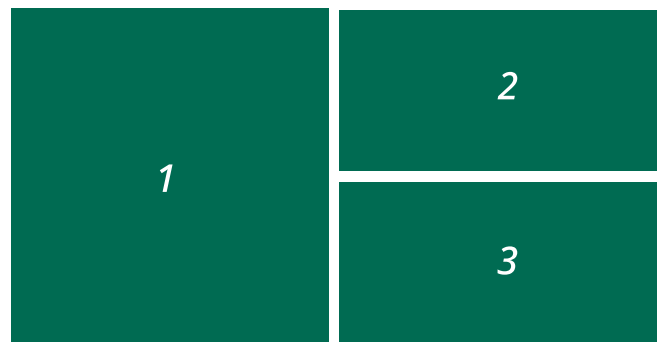
When selecting images and creating the asset, note that the images are cropped and compiled into different collages when displayed on the feed, depending on the number of images. This collage itself cannot be changed and is determined by Twitter depending on the number of assets. You can specify the sequence when uploading.

To ensure a consistent presentation and a smooth progression on the feed, it is advisable to upload all images in the defined 1:1 format when posting multiple images, even if the channel also supports other formats. Take into account the automatic crop when the feed is displayed.

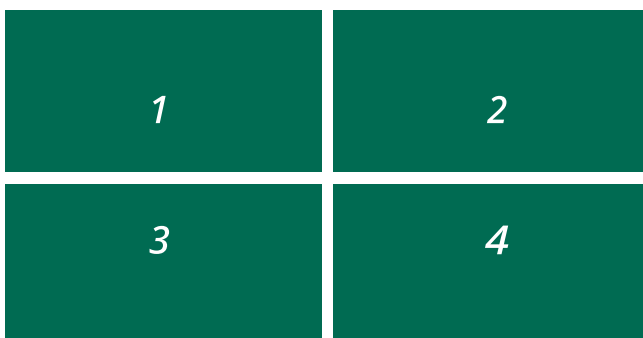
Post with two images



Post with three images



Post with four images



Design guideline

5. YouTube

Detailed information on colors, typography, and design elements can be found in the **Corporate Design Manual**.

General recommendations

- When shooting or selecting stock footage, make sure that the material's look matches the specified imagery.
- Think about what you want to express and who your target group is before producing the footage.
- Authentic insights or glossy footage might be a good choice depending on the final product. If you want to embed static images, animate them so that the content looks more vivid.

5.1 The profile

PROFILE PICTURE

Our YouTube page has a distinctive profile picture that shows our 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.

320 x 320 pixels



Image-Mark on white background.

PROFILE COVER PHOTO

The cover image is the wide, rectangular banner located at the top of the profile page. It forms a visual unit with the profile image and serves as an extension of it. Use images that are consistent with

the brand; if text is required, try to incorporate it in a minimalist way by using the Triangle as a text container or eye-catcher.

2048 x 1152 Pixel



5. YouTube

THUMBNAIL

Thumbnails are usually the first thing the viewer sees. Make sure that the thumbnail is visually appealing and expressive – faces and additional text are a great way of attracting viewers' attention.

1280 x 720 pixels

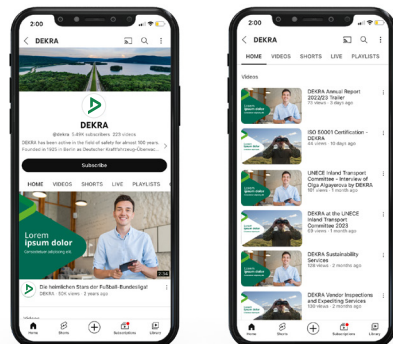
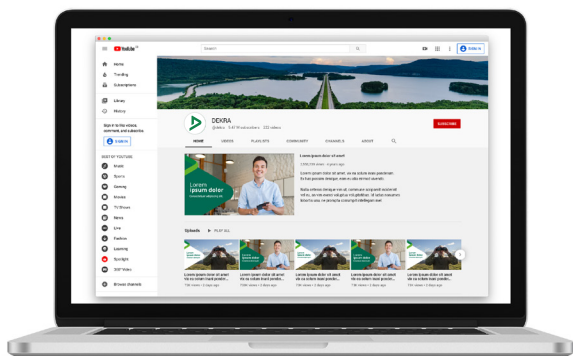


**Minimum size*

1280 x 720 pixels



EXAMPLES OF BEST PRACTICE



5. YouTube

5.3 Videos and animated posts

▶ YouTube is the place to go for more complex video projects. Unlike on the other social media platforms, viewers are prepared to watch longer videos. With these viewing habits comes a higher demand on the design of the videos. You will find all the information you need from planning to distribution in the Photo and Video Guideline, covering everything from the correct use of graphic elements such as lower thirds to filming permission.

Please refer to the **Photo and Video Guideline (coming soon)** for further information on creating videos.

CONTENT RECOMMENDATIONS

- Use YouTube for image films, interviews, or explanatory films, for example.
- The video should start off with an opener introducing the world of DEKRA.
- Use compelling imagery.

GENERAL RECOMMENDATIONS

- We recommend that you upload the video in the highest possible resolution.
- Please use the MOV, MPEG4, and MP4 video formats.
- The maximum file size is 128 GB or 12 hours.
- The image format is 16:9.
- Recommended sizes are: 1280 x 720 pixels (720p), 1920 x 1080 pixels (1080p), 2560 x 1440 pixels (1440p) and 3840 x 2160 pixels (2160p).

5. YouTube

USE AND PLACEMENT OF THE 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.

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.

On the safe side
Alles im grünen Bereich

IMAGERY

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

Color spectrum

Composition: Expressive image structure that creates a sense of depth and is visually appealing.
Content: Authentic images and videos that depict reality.

Color scheme: Natural light, no subsequent filters.



Use **dark images** only when absolutely necessary.





DEKRA e.V.

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Subject to change
Brand Management – 07/2023