

CLASSEN Corporate Design

www.classen-group.com

Logo. Introduction.

The logo consists of the word mark and the CLASSEN leaf and. With the word mark we maintain an easily recognizable appearance.

The green leaf symbol stands for the Group's long-standing tradition and, above all, for sustainable and responsible use of natural resources. The green colour is very modern and thus also conveys the other values of CLASSEN: Innovation, Technology and Design.

Logo. Overview.

Logo



This is the registered trademark for the entire CLASSEN Group.

Examples of use: Global brand management, always when the logo is used to identify the company, corporate publications, building identification, product identification, Internet.

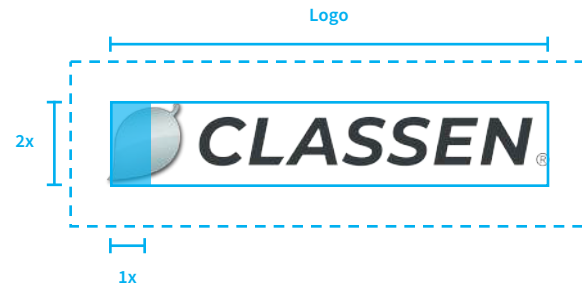
Stand-Alone-Symbol



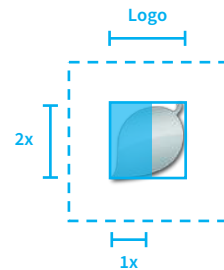
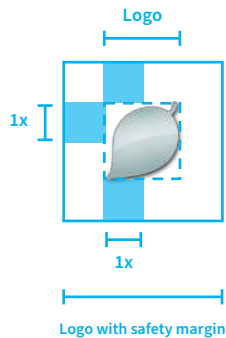
The stand-alone symbol is not intended to replace the CLASSEN logo and is used sparingly on advertising media such as give-away and merchandising articles when the logo cannot be used or as App Logo.

Logo. Safety Margin.

Logo



Stand-Alone Symbol



The CLASSEN logo is a unit consisting of an eye-catching CLASSEN lettering and the CLASSEN leaf. The colour of the leaf is a mixture of green and blue and appears slightly transparent due to the luminous effect.

The logo must always be surrounded by a corresponding safety margin. The safety margin defines the minimum distance between the logo and all other design elements. The CLASSEN logo is used on all communication and image promoting materials: - Print media (title and back cover) - Online media - Advertisements - Merchandising (if sufficient space is available) - Roll-ups - PowerPoint (title) - Films and animated sequences.

The minimum width of the logo is 43 mm. It must never be reproduced smaller. If you cannot meet this requirement, please contact the person responsible for corporate identity issues in your department (see page 42).

Logo. Colour Applications.

CLASSEN Green (#8ba8ab)



CLASSEN Dark Green (#00575d)



The logo can - depending on the medium and application - be used in a colour or black and white version.

If the logo cannot be used in the original colours it is used in a negative style.

CLASSEN Black and White Print Versions



Logo. Dont's.



Do not compress or stretch the logo



Do not use the logo without the leaf



Do not use the logo in italic



Do not distort the logo



Don't use other colours



Do not use sections of the logo



Do not display the background in color



Do not change the proportions of the logo



Logo. Written Style.

Typeface

Source Sans Pro

CLASSEN

If the group name CLASSEN appears in a text, the name "CLASSEN" is always set in capital letters.

Text Examples

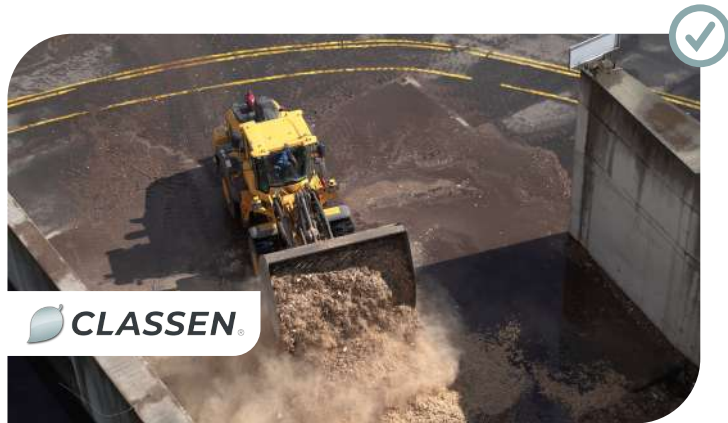
CLASSEN is one of the leading manufacture in laminate flooring.

Over 2,500 talents work for the CLASSEN Group.

The CLASSEN Group manufactures laminate and vinyl floors.

Logo. On Images.

Examples



The logo can be placed on images, but only if it is still clearly recognizable!

Also, the logo should always be placed in one corner of the image.

If the logo is not clearly visible, it must always be placed on a white, black, or CLASSEN-green background.

Logo. On Images.

Dont's



Colour System. Introduction.

The four CLASSEN basic colours are decisive for the appearance of corporate communications. The CLASSEN green stands for the sustainability of the Group. The large white areas are an important element for the CLASSEN Group; they convey a feeling of expertise and modernity.

Colour System. Primary colours.



CLASSEN Green



CLASSEN Grey



CLASSEN White







CLASSEN Dark Green

CLASSEN green, CLASSEN grey, CLASSEN white and CLASSEN dark green are the basic colours of the company.

CLASSEN Green stands for sustainability. CLASSEN Dark Green is used for larger areas as well as headings and introductory sections and to highlight text passages in the copy text.

CLASSEN white is used as a background color and for large areas in corporate applications. In addition, CLASSEN White is also used when typography and logo are used in reverse against a colored background. The colour tone suitable for digital printing is CMYK.

Standard

	Print		Online Media		Textiles
	Pantone	CMYK	RGB	HEX	Pantone Textile
 CLASSEN Green	2177 UP	53 21 31 3	139 168 171	#8ba8ab	15-5207 TCX
 CLASSEN Grey	7546 C	84 65 57 39	45 57 62	#2d393e	19-4908 TCX
 CLASSEN White	/	0 0 0 0	255 255 255	#ffffff	11-0601 TPX
 CLASSEN Dark Green	3165 CP	96 37 50 36	0 87 93	#00575d	19-4524 TCX

Colour System. Secondary colours.



CLASSEN Black c



CLASSEN Soft Black







CLASSEN Light Grey



CLASSEN White

The secondary colors classes are suitable for typography, graphics and diagrams.

Standard

	Print		Online Media		Textiles
	Pantone	CMYK	RGB	HEX	Pantone Textile
 CLASSEN Black c	Black C	0 0 0 100	0 0 0	#000000	14-1064 TPX
 CLASSEN Soft Black	Black 3 C	81 70 61 85	20 21 22	#141516	19-3911 TCX
 CLASSEN Light Grey	4288 C	34 22 21 2	180 186 191	#b4babf	14-4206 TCX
 CLASSEN White	/	0 0 0 0	255 255 255	#ffffff	11-0601 TPX

Colour System. Gradient.



Black - Dark-Green



Dark-Green - Green



Green - White

The CLASSEN colours can also be used as a gradient for certain design elements.

However, these gradients are only permitted for online media. Offline (print) gradients are not permitted!

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