

Guideline - Branding System

Bosch Car Service

Edition 07.2016 | Version 1.3





Trademark size "L"
Implementation ≥ 15 mm
Colorversion 4C



Trademark size "S"
Implementation ≤ 14.9 mm
Colorversion 4C



Color version 3C:
Pantone 279,
Pantone 485,
Pantone 546.



Color version 1C:
black-white.



Color version 1C:
grayscale

Trademark

Definition:

- The trademark consists of the word mark "Bosch Service", the stylized anchor, and the Bosch Car Service wedge.
- All elements are in a permanently defined size ratio and must not be changed.
- There are two versions relative to the presentation size:
 - size L, for implementations ≥ 15 mm;
 - Size S, for implementations ≤ 14.9 mm; and only these versions must be used.
- An implementation of the trademark < 6 mm is not permitted.
- For the different production types, versions of the trademark are used that are each specially matched in this regard, only these versions must be used:
 - 4C-version, for implementation in four-color print;
 - 3C-version, for implementation as special color;
 - 1C-version, for implementation as black/white print;
 - 1C-version, for implementation as grayscale print.

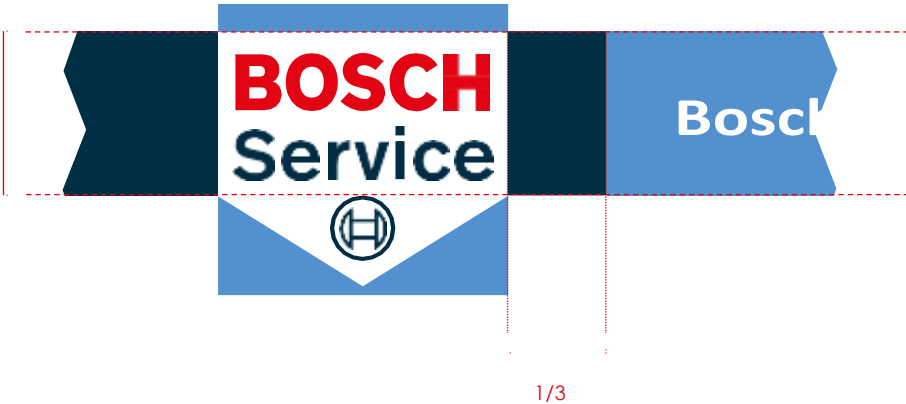
Protected area:



Frieze:

1/3 X X

The color areas of the trademark for placement are flush with the upper edge and lower edge of the frieze



Trademark

- A protected area surrounds the trademark at a height of 1/3 X on all sides.
- The protected area must not be disturbed by any other design element, with the exception of the frieze.
- The protected area must also be maintained on all sides when using the trademark with frieze.

The color areas of the trademark for placement are flush with the upper edge and lower edge of the frieze.

Primary brand color



Bosch Car Service Teal
91C, 12M, 0Y, 83K
0R, 48G, 75B
Pantone 546
Sikkens R0.2015
RAL 230 20 15
NCS S 7020 B 10 G
3M Scotchcal 11168

Secondary brand colors



Bosch Car Service Blue
69C, 34M, 0Y, 0K
76R, 144G, 205B
Pantone 279
NCS 2060 R 80 B



Bosch Car Service White
0C, 0M, 0Y, 0K
255R, 255G, 255B
Sikkens 0N.00.90
RAL 9010
NCS 0 500 N

Fill color



Bosch Car Service red 0C, 100M, 100Y, 0K
226R, 0G, 21B
Pantone 485 Sikkens C4.60.40 RAL 3020
NCS 1090 Y 90 R

Design colors



Bosch Blue 100
100C, 50M, 0Y, 55K
0R, 59G, 106B
Pantone 295 C

RAL Design 2503030
NCS S 5040-R90B
3M ~~Scotchcal~~ 100/1971
HKS 41



Bosch Blue 75
75C, 35M, 0Y, 40K
33R, 95G, 1399B
Pantone 647 C



Bosch Blue 25
25C, 8M, 0Y, 15K
162R, 186G, 210B
Pantone 536 C



Bosch Blue 50
50C, 20M, 0Y, 25K
98R, 140G, 178B
Pantone 652 C



Bosch gray
0C, 0M, 0Y, 60K
128R, 130G, 133B
Pantone CoolGray 9C

RAL 7046 ~~Telegray 2~~
NCS S 4502-B
NCS S 4502-B
HKS 92

Color

Definition:

The Bosch Car Service color-code consists of the three brand colors, Bosch Car Service Teal, Blue, and white.

- The brand colors and fill colors, as well as design colors must only be used in the defined color values.
- Compliance with the color values guarantees cross-media consistent perception of the typical color-codes of Bosch Car Service

Font definition

Bosch Sans Condensed Regular, *Italic*

Bosch Sans Condensed Bold, *Italic*

Bosch Sans Light, *Italic*

Bosch Sans Regular, *Italic*

Bosch Sans Medium, *Italic*

Bosch Sans Bold, *Italic*

Bosch Sans Black, *Italic*

Bosch Office Sans Regular, *Italic*

Bosch Office Sans Bold, *Italic*

Font

Significance:

The corporate font strengthens the affiliation with the Bosch family of brands and imparts the value perception of the solid, technical, and sovereign brand, Bosch CarService.

Function:

The exclusive fonts, Bosch Sans Condensed, Bosch Sans, and Bosch Office Sans offer optimal readability and a precise, consistent font image on all brand contact

The goal is a type face that is recognized as typical for the brand. Thus, even the lettering contributes to brand recognition. Consequently, the following are essential:

1. Font definition of headlines.

Bosch Sans Condensed is used as a title font and headline font. It dominates in the text image.

2. Font definition for identification and continuous text.

Bosch Sans is used for identification elements and for continuous text.

3. Font definition for digital applications and office applications.

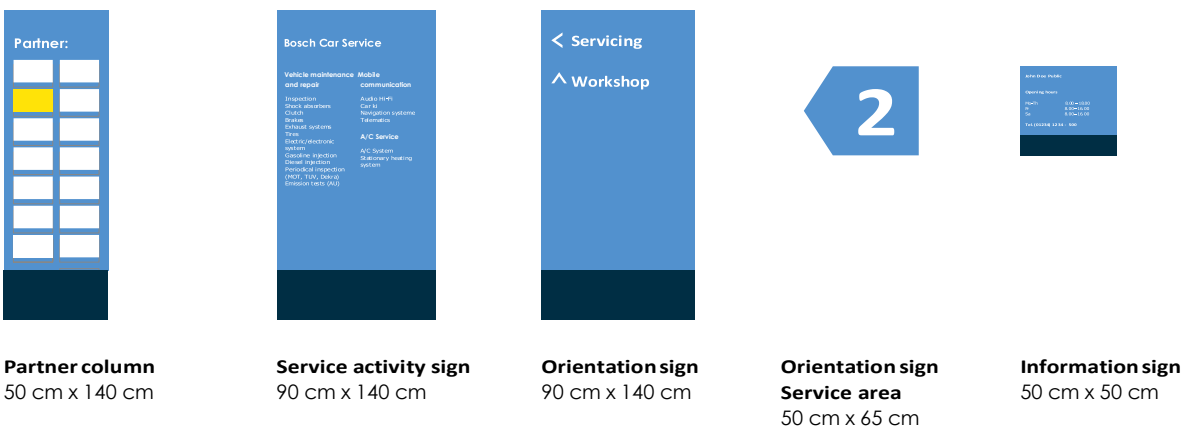
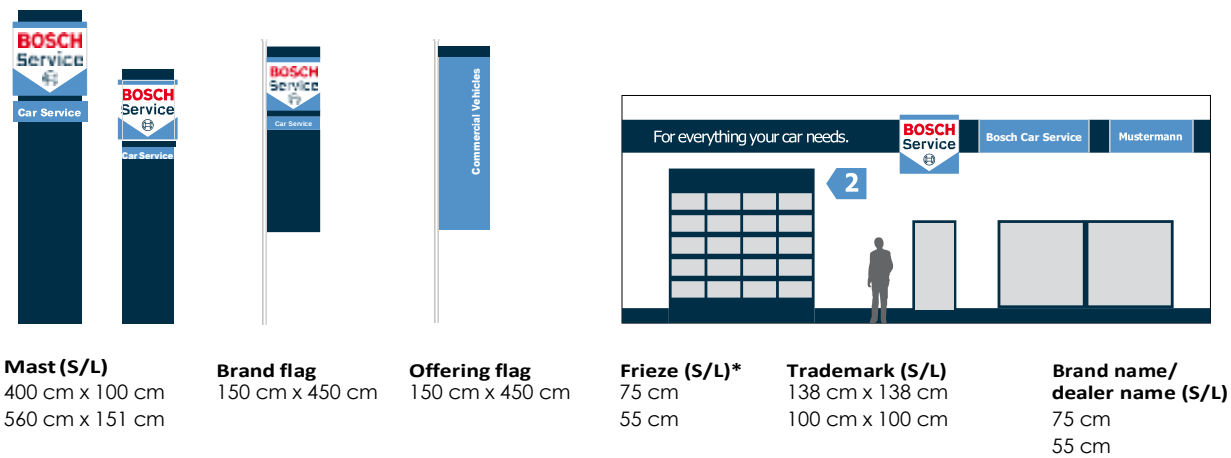
Bosch Office Sans is used as the font for digital applications and office applications.

4. Implementation of font color.

The color, Bosch Blue 100, is used for titles, headlines, navigation elements, and for accentuating elements.

5. Implementation of syntax.

Uppercase and lowercase allows messages and offering names to have a serious effect.



Exterior branding elements

Definition:

For the exterior branding of a Bosch Car Service workshop operation, only the following exterior branding elements that are intended for this purpose may be used:

- mast;
- brand flag;
- offering flag;
- frieze;
- partner column;
- service activity sign;
- orientation sign;
- orientation sign service area;
- information sign.

Note for mixed operations;

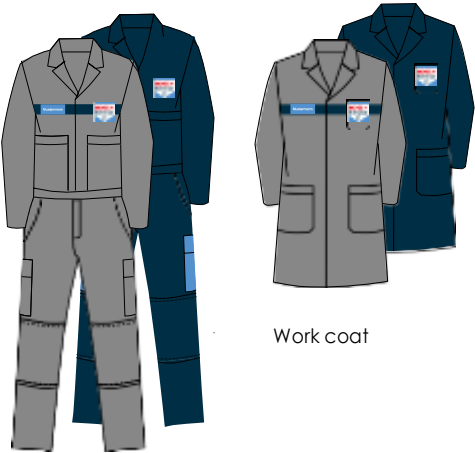
Definitions and implementation instructions for branding of mixed operations Bosch Car Service and Bosch Diesel Service are provided in the Bosch Diesel Service Manual.

* Note concerning the frieze:

To ensure that the branding through the frieze occurs in a manner that is typical for the brand, in exceptional cases the height of the frieze must be adapted on particularly high and particularly low buildings.

Implementation instructions in this regard are on page 55.

Work clothing



Work overall

Work coat

Merchandise assortment of clothing



Polo shirt



Baseball cap

Articles of clothing

Definition:

The Bosch Car Service articles of clothing assure identification potential and consistency of the Bosch Car Service brand.

The articles of work clothing include:

- work overall;
- work coat.

The articles of clothing of the merchandise assortment include:

- polo shirt;
- baseball cap.

The color values of the primary and secondary brand colors, as well as of Bosch gray are defined for textile production and must be taken into account in the production.

Color values for textile production



Primary brand color
Bosch Car Service Teal
Color value: Petrol
Manufacturer: Madeira
Number: 1742 Polyneon
No.40 und No.60



Fill color
Bosch Car Service Red
Color value: Vermilion
Manufacturer: Madeira
Number: 1637 Polyneon
No.40 und No.60



Sekundary brand color
Bosch Car Service Blue
Color value: Azure blue
Manufacturer: Madeira
Number: 1733 Polyneon
No.40 und No.60

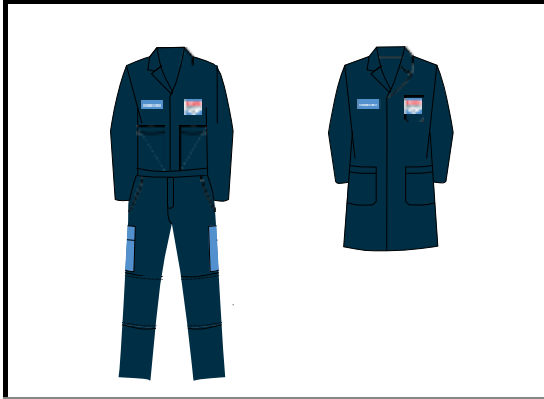


Design color
Bosch Grey
Color value: Grey
Manufacturer: Madeira
Number: 1811 Polyneon
No.40 und No.60

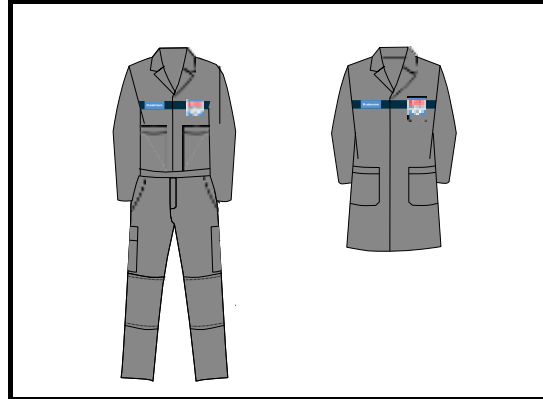


Sekundary brand color
Bosch Car Service White
Color value: White
Manufacturer: Madeira
Number: 1801 Polyneon
No.40 und No.60

Color use on work clothing



Dominating color use
Bosch Car Service Teal is possible



Dominating color use Bosch gray is possible



Articles of clothing

Implementation principle for color on work clothing:

- Articles of work clothing predominantly bear the color panel and exclusively use:
- the primary brand color Bosch Car Service Teal;
- the design color Bosch Grey