



THE FILTRON BRAND BOOK

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What is the object of this document?

This document is intended to provide helpful and practical guidelines to persons who are involved in FILTRON brand communication.

The guidelines were designed to build an effective, consistent, and distinctive image of the FILTRON brand. We present how we would like our brand to be perceived and why branding is so important.

REMEMBER:

1. Without effective marketing communication, it is impossible to achieve the long-term market success of a product.
2. Compliance with these guidelines is intended to ensure that the consistency of FILTRON's brand image is maintained.





FILTRON BRAND AESTHETICS RULES

Assumptions for FILTRON brand aesthetics

We want the aesthetics of all FILTRON brand advertising materials to be

- ⦿ based on bright metallic greys associated with technology and precision,
- ⦿ legible and easy to read,
- ⦿ based on modular elements to support maintaining the coherence of the brand image.

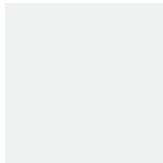
We want the FILTRON brand to be associated with trustworthy filter quality, which ensures precise and reliable filtration.



The FILTRON filter catalogue is an example of brand aesthetics.

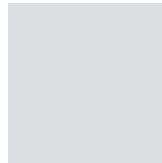
Background colours

F1



CMYK 0 0 0 5
RGB 246 246 246

F2



CMYK 12 8 8 0
RGB 228 230 231
PANTONE 429 C 30%

F3

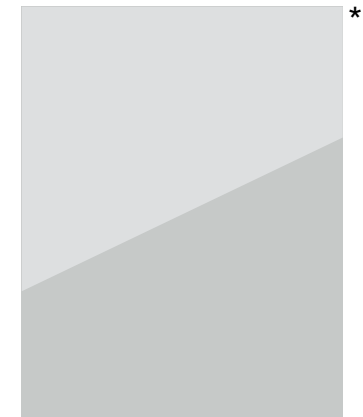
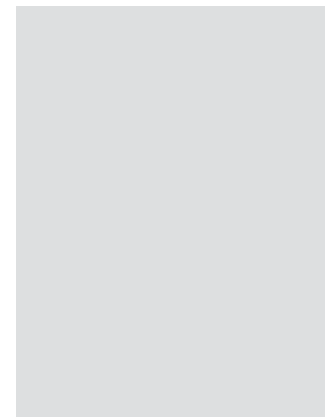
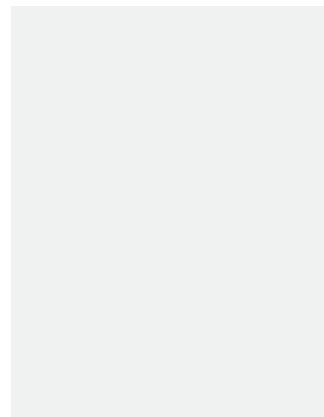


CMYK 22 15 17 0
RGB 221 223 225
PANTONE 427 C

Guidelines for background

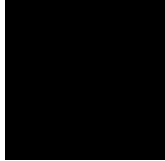
It is permitted to use either a mono background or a two-colour background with the two colours dividing the background.

* The colour F3 should only be used together with the colour F2. Using the combination of these colours should only be considered for large-format prints, such as large posters, banners, etc.



Text colours and accent colour

Basic text colours



CMYK 0 0 0 100
RGB 0 0 0



CMYK 40 27 27 3
RGB 160 163 166
PANTONE 429 C

Accent colour



CMYK 100 53 2 16
RGB 0 76 151
PANTONE 2945C



The accent colour should be used when it is necessary to highlight an important text fragment. The colour can also be used to fill in areas which we want to highlight. If the accent colour is used as the background of the highlighted area, the text in the area should be white.

The colours of the packaging and pictograms for filter groups



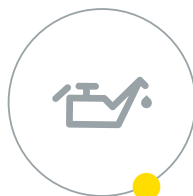
CMYK 50 0 100 0
RGB 150 190 25
PANTONE 376 C



FUEL FILTERS



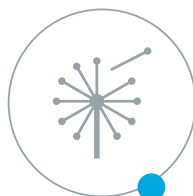
CMYK 0 10 100 0
RGB 255 220 0
PANTONE 109 C



OIL FILTERS



CMYK 75 15 0 0
RGB 40 170 225
PANTONE 2985 C



CABIN FILTERS



CMYK 0 100 100 0
RGB 255 0 0
PANTONE 186 C

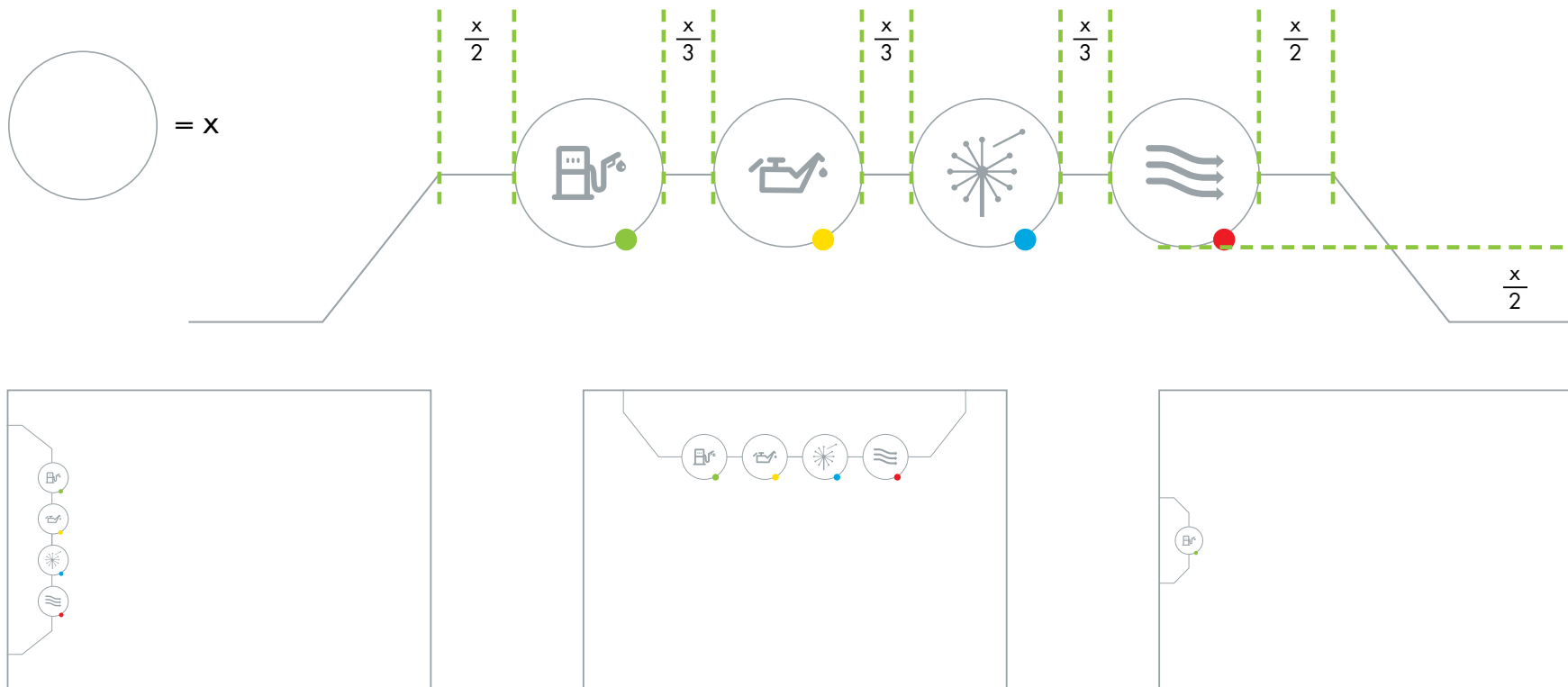


AIR FILTERS

The colours used on the packaging of the filters differ from the colours of the filter groups used for marketing purposes.

Pictograms

The characteristic elements used in our identification are pictograms connected by a line which reaches the edge of the page. Pictograms are not a mandatory element of our identification. It is also possible to use pictograms without lines connecting them. The layout rules for pictograms are as follows



Typography

FILTRON's primary font is FUTURA.

We use two types of Futura fonts for material representing the FILTRON brand

FUTURA BOLD

used for headlines and titles

Futura Bold

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

FUTURA BOOK

Used for other content

Futura Book

abcdefghijklmnopqrstuvwxyz 1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Additional fonts

DIGITAL

On materials published on the Internet which are not static graphics (e.g. web pages, HTML5 banners), we use fonts from the Google Fonts library, tailored to the design, and accepted by the Filtron Marketing Department responsible for the Filtron brand.

MICROSOFT OFFICE

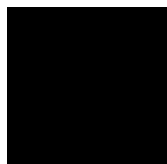
In digital content created in programs from the Microsoft Office package, it is acceptable to use **TAHOMA** or **ARIAL**.

2 THE FILTRON LOGOTYPE

LOGOTYPE

The FILTRON logo is a registered trademark, and its use should be consulted with authorised employees of MANN + HUMMEL FT Poland Sp. z o.o.

The colour of the logotype used in the case of a light background



CMYK 29 0 36 100
RGB 28 28 28

FILTRON®

The colour of the logo used for dark backgrounds



CMYK 0 0 0 0
RGB 255 255 255

Logo-protection area

The minimum protection area around the logo is equal to the height and width of the letter "O".



The logotype on different backgrounds

On a dark background, it is recommended that a white logo be used



On a light background, it is recommended that a black logo be used



Examples of the incorrect uses of logotypes

It is forbidden to use the Filtron logo in colours other than those in this publication.

All modifications to the logo are prohibited (change of typography, deletion of individual items, etc.).

✗ The logotype is of a different colour than black or white



✗ The logotype with the slogan THE ORIGINAL (slogan not used since the start of 2017)



✗ The logotype should have no additional background



✗ The logotype without filling in the letter O



✗ The logotype is stretched



✗ An incorrectly selected logotype colour in relation to the background



Logotype centring

When determining the length of a logotype, the length of the ® symbol is not included. This fact is of particular importance in the centring of the logotype. The correct central axis of the logotype is shown by a continuous green line in the following diagram

The correctly defined central axis of the logotype



The incorrectly defined central axis of the logotype





EXAMPLES OF MATERIALS

Communication components

The FILTRON logo and an appropriately matched background are the basic components of brand communication.

The following are additional components, which we recommend to use, depending on the possibilities.

Examples of the use of the following components in brand communication are shown on the pages of this document.



www.filtron.eu

E1 – web address



E2 – the graphic design of the packaging



FILTRON – TOTAL PRECISION

E3 – brand motto



E4 – pictograms

Examples of printed materials

FILTRON®

FILTER INSTALLATION VIDEO GUIDES

You can view them e.g. on your mobile!

VIDEO Guides are available on **filtron.eu** or **YouTube**



Several dozen video guides for difficult-to-install filters and many more interesting materials for mechanics are now available on **www.filtron.eu** and on our YouTube channel **THE MECHANICS by FILTRON**.

THE MECHANICS
by FILTRON



FILTRON®

BECOME A CERTIFIED FILTRON SPECIALIST

Just complete our free training module and we will send you a certificate!

Training available on:
academy.filtron.eu



FILTRON is the most popular filter brand in East-Central Europe. This is due to the precision with which we have been designing, researching, and producing filters for 35 years. It is specifically thanks to our precision that thousands of European mechanics have trusted the quality of FILTRON filters for many years.

FILTRON – TOTAL PRECISION



FILTRON®



THOUSANDS OF MECHANICS CHOOSE FILTRON-BRAND FILTERS

Every year, more than 36 million FILTRON filters are installed by mechanics from all the European countries

Basic mobile fair-trade set



Point-of-sale displays

Version with 3D effect



Version with filter



Product folder



The product folder provides the most important brand information and information on the four FILTRON product groups

Number of pages: 24

Format: A4

Suggested paper: Maxi-silk



Business folder



The business folder presents the most important aspects of the FILTRON brand

Number of pages: 14

Format: B5

Suggested paper: Maxi-silk



Banner (800x2400 mm)

FILTRON®

TOTAL PRECISION

www.filtron.eu



Caring for the quality of the used graphics

In FILTRON brand communication, the use of low-quality graphic materials is not permitted.



Low image quality



Inadequate trimming
(trimming of products)



Adequate image quality



The right way of framing

Using images of FILTRON filters together with other logos

It is forbidden to use FILTRON filter images in the direct company of the logotypes of other brands (including in particular other brands of car-filter manufacturers). Remember that the FILTRON brand logo is a registered trademark, and whether it is permitted to use that logo should be consulted on with authorised employees of MANN+HUMMEL FT Poland.



Such a pairing might suggest a brand other than that of a manufacturer of FILTRON filters



That way, the pairing is not misleading

Mandatory use of the FILTRON logo

On all marketing materials involving the FILTRON brand, it is imperative to use the appropriate logo of this brand. The detailed rules for using the FILTRON logo are described in this document.



The logo missing from promotional material



The logo used in accordance with the rules of use



FILTRON BRAND COMMUNICATION

The FILTRON brand's main message

FILTRON – TOTAL PRECISION is the main motto of the FILTRON brand. This is the motto for use in advertising materials for FILTRON, always in English.

FILTRON[®]
TOTAL PRECISION

Why do we use the TOTAL PRECISION motto?

Precise filtration

FILTRON brand products ensure precise and reliable filtration.

High precision production lines

The state-of-the-art production lines on which FILTRON filters are made are characterised by repeatable precision, which translates into the constant and high quality of the filters.

High precision quality control

We control precisely and accurately the quality of materials used in production, as well as the strength and effectiveness of the finished products.

High precision working standards

The experts responsible for FILTRON products are directed by precision (accuracy and diligence) in their work.

TOTAL PRECISION slogan

In advertising materials in which the use of a limited number of items is required, the FILTRON logotype with the TOTAL PRECISION slogan may be used. In such cases, the logo should always be black, and the text TOTAL PRECISION should be grey. The distance between the TOTAL PRECISION slogan and the logotype must be constant.



How should the high quality of FILTRON filters be communicated?

Trusted by mechanics: we sell 36 million FILTRON filters per year

Every year, more than 36 million FILTRON filters find their way to mechanics from all European countries.

Our brand enjoys an international reputation.

MANN+HUMMEL possesses the competence of an OE manufacturer

FILTRON is a MANN+HUMMEL brand.

MANN+HUMMEL is a global leader in filtration technologies and a provider of original parts for the most car companies in the world.

The expertise of our company guarantees the high quality of FILTRON filters.

Laboratory-controlled quality

We control both the quality of materials used in production, as well as the durability and effectiveness of the finished products.

For these purposes we use more than 60 testing methods compliant with international standards in our company's modern laboratory.

ISO-compliant production standards awarded by automotive companies

Our quality-management systems meet the requirements of ISO 14001:2015.

We have also received quality awards from car manufacturers.

The filters by FILTRON ensure precise and reliable filtration

Key words: 36 million filters per year, MANN+HUMMEL OE competence, laboratory tests, ISO



**DO YOU HAVE ANY QUESTIONS
OR DOUBTS?**

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