



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 outside the organisation.

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

Filtron aesthetics

The aesthetics of all FILTRON advertising materials are to be:

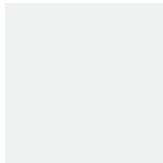
- ⦿ based on bright metallic greys associated with technology and precision,
- ⦿ legible and clear,
- ⦿ based on modular elements that help to maintain brand consistency.



The FILTRON filter catalogue is an example of brand aesthetics.

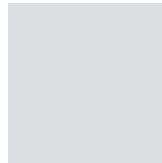
Background colours

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

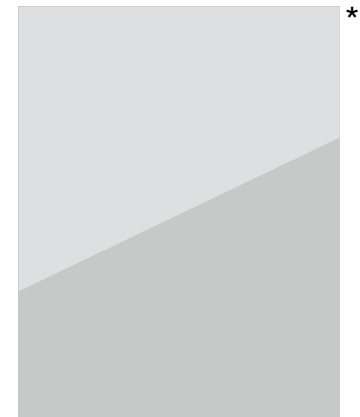
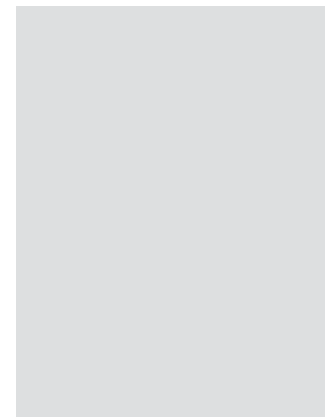
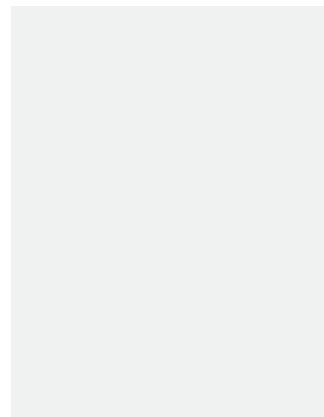


CMYK 22 15 17 0
RGB 221 223 225
PANTONE 427 C

Guidelines for background

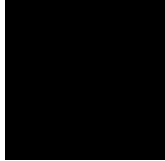
It is permitted to use either a mono background or a two-colour background with the two colours dividing the background.

* 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

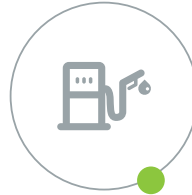


The accent colour should be used when it is necessary to highlight an important text fragment. The colour can also be used to fill areas that we want to highlight. If the accent colour was used as the background of the highlighted area, the text in the area should be white.

Colours of packaging and pictograms for the following 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 81 12 0 0
RGB 0 167 224
PANTONE 2995 C



CABIN FILTERS



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

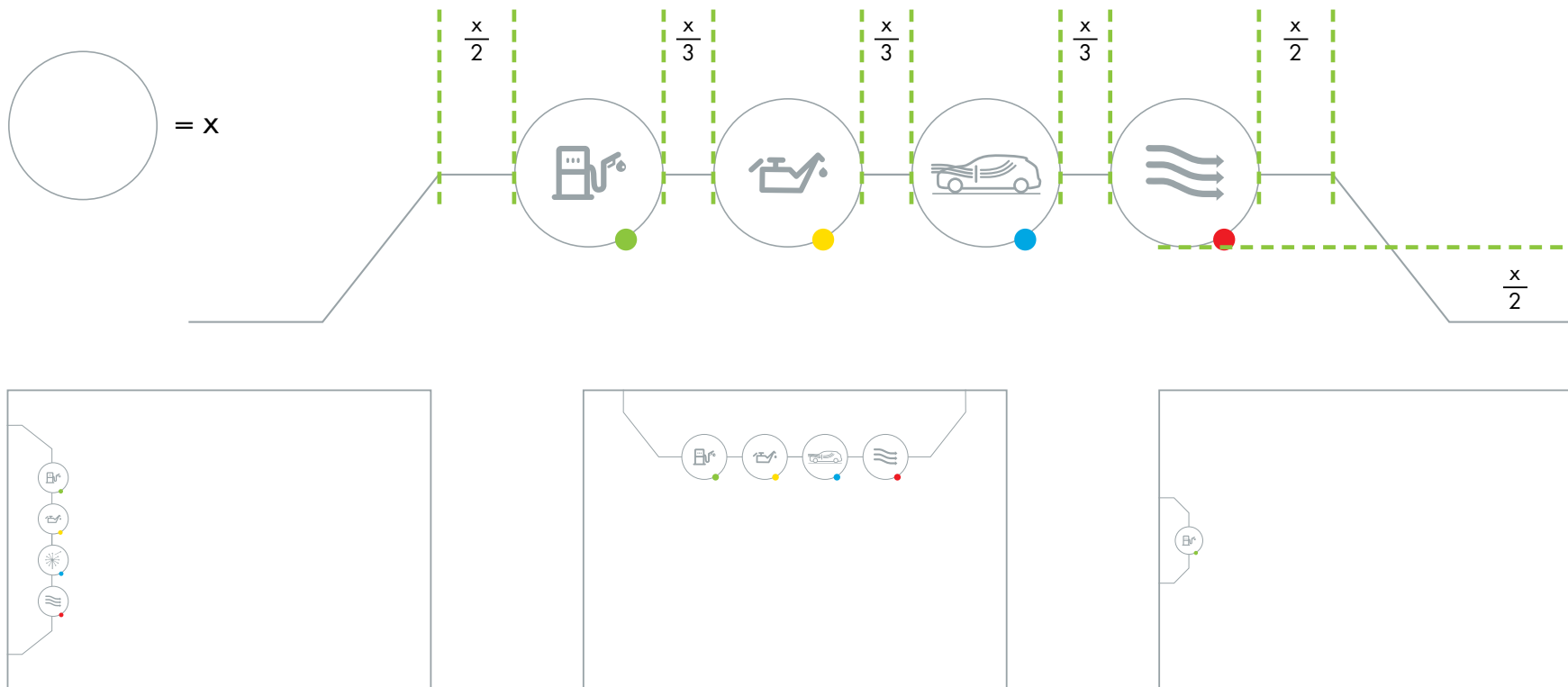


AIR FILTERS

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 that are used in our identification are pictograms connected by a line that 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 materials 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

In materials published on the Internet that are not static graphics (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, its use should be consulted with authorised employees of MANN + HUMMEL Filtration Technology 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®

**Colour of the logo used
for dark backgrounds:**



CMYK 0 0 0 0
RGB 255 255 255

Logotype protective fields

The minimum protective area around the logotype is equal to the height and width of the letter „O“.



Examples of application of 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 the black logotype be used



Examples of incorrect uses of logotypes

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

All modifications of 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



✗ Incorrectly selected logotype colour in relation to the background



Logotype centering

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

Correctly defined central axis of the logotype



Incorrectly defined central axis of the logotype



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.





EXAMPLES OF MATERIALS

Elements completing communication

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 press advertisements

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

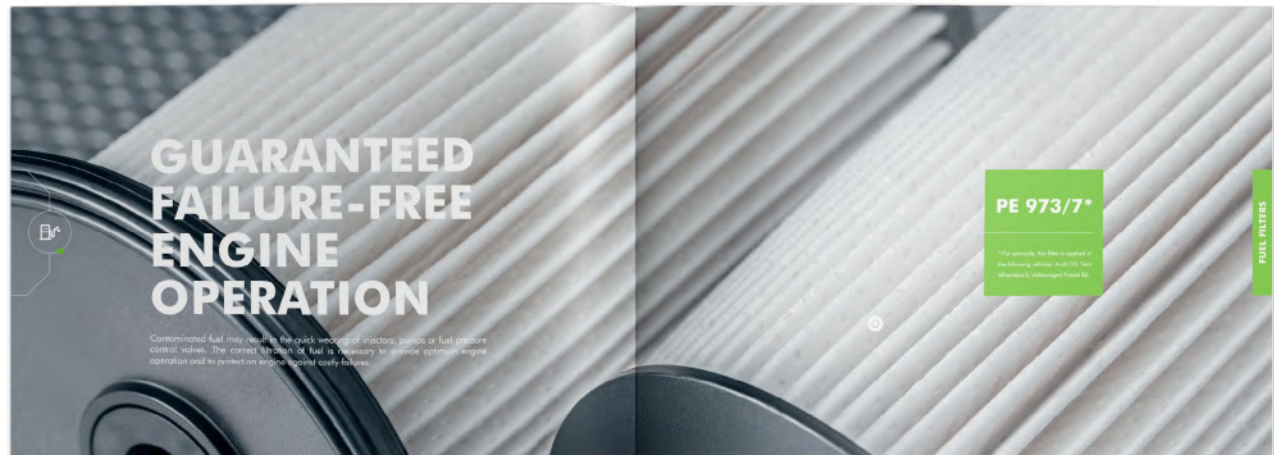
Version with 3D effect



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 (800x2400mm)

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



BRAND COMMUNICATION

The 4 pillars of the FILTRON brand communication



1

RELIABILITY

2

WORK FACILITATION

3

PROTECTION/HEALTH

4

PRECISION

RELIABILITY



The FILTRON filters ensure reliable protection for the entire recommended service life

How do we achieve this?

The expertise and experience of MANN+HUMMEL in the production of original filters

FILTRON is a brand of MANN+HUMMEL, Company which has been designing and manufacturing original parts for most car producers for decades. The expertise and experience of our Company guarantees the high quality of the FILTRON filters.

Laboratory quality control and ISO standards

We have a modern laboratory which uses more than 60 testing methods to control both the quality of the materials used in production and the strength and effectiveness of the finished products. Our management meets the requirements of ISO standards.

The trust of thousands of mechanics from dozens of countries

Every year, over 36 million of FILTRON filters are chosen by mechanics from most European countries.

FILTRON is a brand which enjoys an international reputation.

WORK FACILITATION



Our solutions facilitate the selection and assembly of every FILTRON filter

How do we achieve this?

The highly functional product-labelling system:

- ⦿ different packaging colours for various product groups
- ⦿ easy-to-remember index formats

Assembly manuals and video instructions

Filters involving complex installation are provided with printed manuals.

VIDEO instructions are available on YouTube and on our website.

Reliable digital solutions in several language versions:

- ⦿ invaluable online catalogue
- ⦿ platform with helpful tips
- ⦿ mobile app

PROTECTION/HEALTH



FILTRON filters contribute to engine protection and passenger health

How do we achieve this?

FILTRON oil filters, air filters, and fuel filters help protect the engine from wear and damage

This protection is possible thanks to the reliability of FILTRON filters.

FILTRON cabin filters block pollutants and microbes which are harmful to your health

Due to polluted air, more than 460,000 people a year die prematurely in Europe.

PRECISION



In everything we do, we are guided by precision

How do we achieve this?

Precise production lines = FILTRON filters are made with total precision

The state-of-the-art production lines on which FILTRON filters are manufactured ensure repeatable precision, which guarantees the constant high quality and reliability of filters of this brand.

High precision working standards

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

The production facilities on which FILTRON products are made conform to the stringent requirements of ISO 14001:2015 and IATF 16949.



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

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