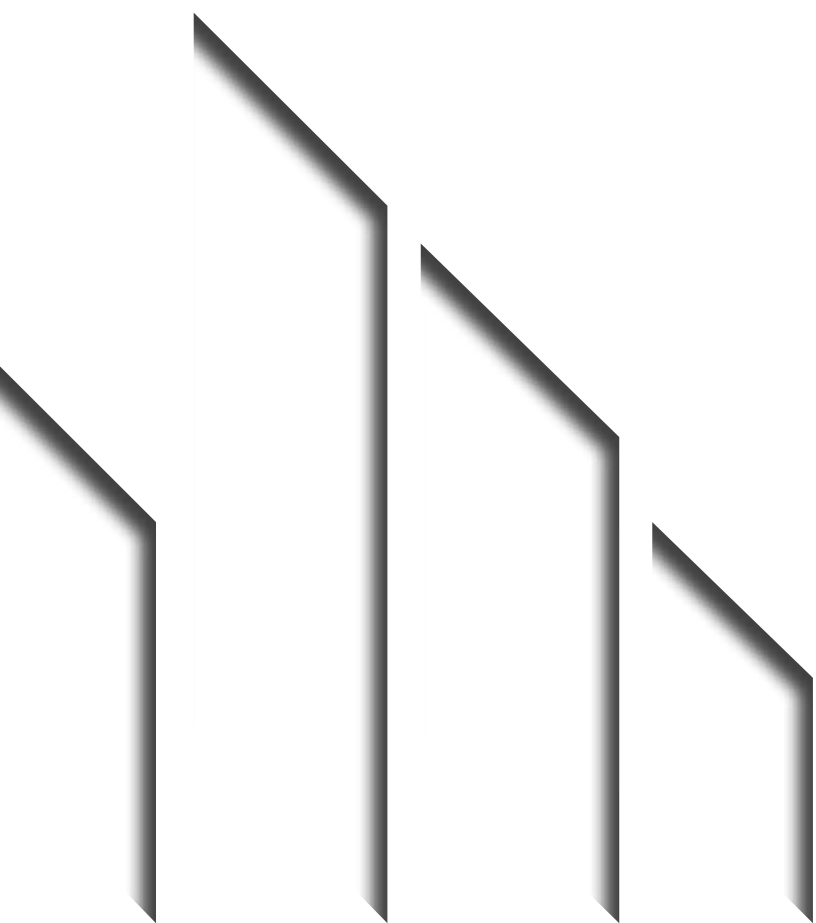


The Look^{1.3}



Wienerberger

Building Material Solutions



Company and Brands

Position

What makes us unique.

What began almost 200 years ago as a local brick manufacturer in the south of Vienna is today an international building material company that is a leader in clay blocks, bricks, roof tiles, concrete pavers and piping systems. Now represented on three continents, Wienerberger is developing from a pure product producer into a provider of complete building material solutions.

A complex brand.

The complexity of the range and solution spectrum is held together by the strong umbrella brand “Wienerberger”. Different levels are available in communication for product brands, application areas and concrete products. These levels are primarily for understanding and help to clearly communicate the broad spectrum of Wienerberger.

A consistent look.

This CD manual should convey the knowledge of the Wienerberger brand and its look in the various areas of communication – from product folder to advert to everyday use in the office – to you. Because Wienerberger sees itself as a system provider for future-oriented building material solutions that give the customer clear added value.

Building Material Solutions



Wall Solutions

Assortment
Brands

Roof Solutions


Assortment
Brands

Façade Solutions

Assortment
Brands

Landscaping Solutions

Assortment
Brands

 * The solutions and brands can deviate depending on the country. This is agreed upon with International Marketing Communication and the respective country. Therefore the description in this CD manual is not to be used for all countries.

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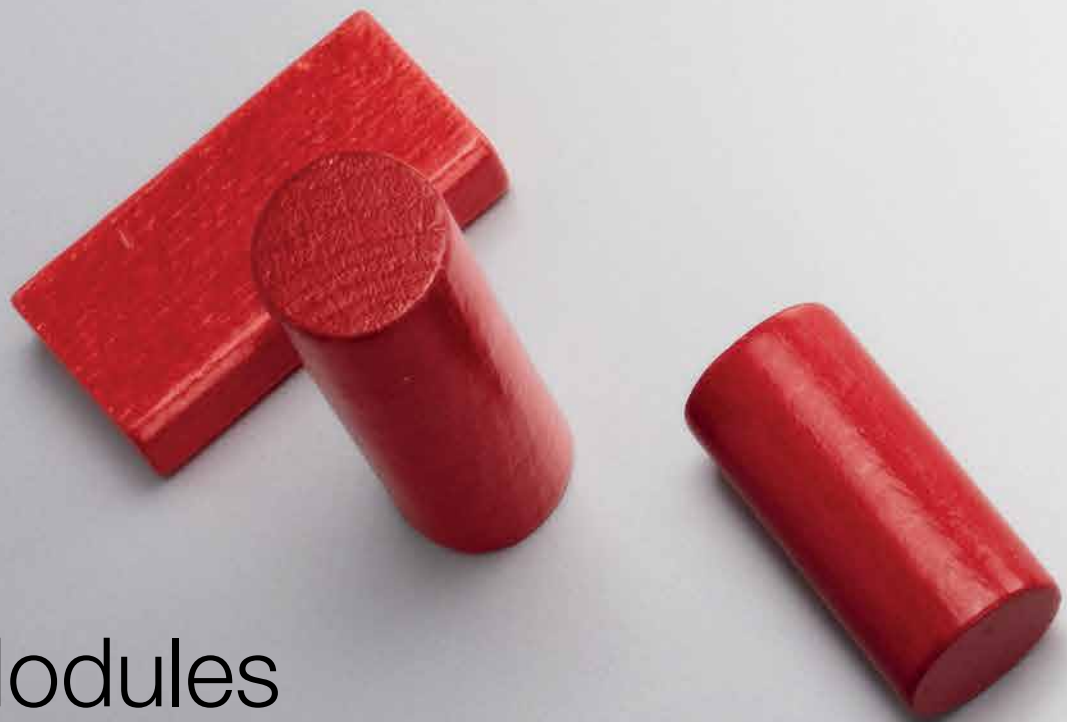
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*) Guidelines will be developed in a separate project with International Marketing Communications



Modules



Umbrella Brand

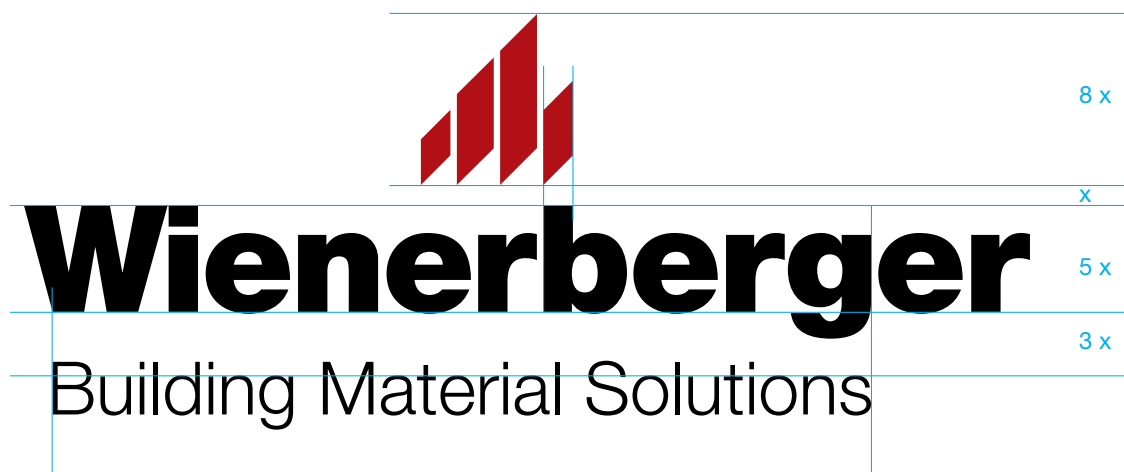
An umbrella brand for all.

“Versatility” is the key word. On the one hand, we face various markets and target groups with various challenges. On the other, Wienerberger offers an unprecedented spectrum of products and services. From wall and facade to roof and landscaping solutions.

That’s why it is more important than ever to present ourselves to our stakeholders with a consistent look. A look that conveys the “Wienerberger” brand as the reliable and innovative partner that we are.

The superordinate Wienerberger logo represents this unit. It is the universal sender of all messages – from product information to image messages and company details.

Umbrella Brand
Logo Composition



Lettering and flame

The 'Wienerberger' lettering is inextricably connected to the flame symbol. This unit forms the basic logo.

Descriptor

The descriptor is **globally applied in English** and is located in a precisely defined position by the lettering. It can only be omitted in exceptional circumstances (see page 13).



The logo must not be copied. Please use the original files available at the following link.

<http://marketingdatabase.wienerberger.net>

Umbrella Brand

Colours

**Black**

Pantone Process Black C

CMYK: 00 cyan / 00 magenta / 00 yellow / 100 schwarz

RAL 9005

RGB: R0 G0 B0

HEX: #000000

**Red**

Pantone 1805

CMYK: 00 cyan / 100 magenta / 100 yellow / 30 schwarz

RAL 3003

RGB: R175 G9 B23

HEX: #af0917



The Wienerberger logo always has a white background with the respective surrounding. Use on light materials such as aluminium, frosted glass etc. is also permitted.



The single-coloured version of the logo is only to be used in black.



In exceptional cases (e.g. sponsoring, multi-coloured version not possible, dark background) the logo can be used in negative.



Use of the coloured logo in photos is only permitted if **complete legibility** is guaranteed. If this is not the case, then the logo is displayed on a white background (in the size of the defined frame). This version is only permitted in exceptional circumstances and should be avoided.

Umbrella Brand

Background of the Logo

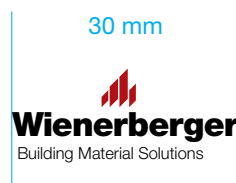
**Distance from logo**

The light margin around the logo is to be maintained at all times.

The background of the logo is always white

The Wienerberger is almost always on a white background, in exceptional circumstances it can also be used on a light background or negative white.

Minimum size: the logo has an image scale (such as on a business card) with a width of 30 mm. In uses under 30 mm the descriptor is removed.



Umbrella Brand

Don'ts


Wienerberger
Building Material Solutions

 **Wienerberger**
Building Material Solutions

 **Wienerberger**
Building Material Solutions

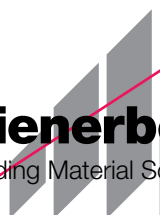
 **Wienerberger**
Building Material Solutions

 **Wienerberger**
Building Material Solutions

 **Wienerberger**
Building Material Solutions

 **Wienerberger**
Building Material Solutions

 **Wienerberger**
Building Material Solutions

 **Wienerberger**
Building Material Solutions

 **Wienerberger**
Building Material Solutions

Umbrella Brand

Don'ts



The negative version of the logo is not to be used on backgrounds and photos that are too light.



The single-coloured version of the logo is not to be used on dark or busy photos.



The combination of white lettering and the red flame is not permitted.



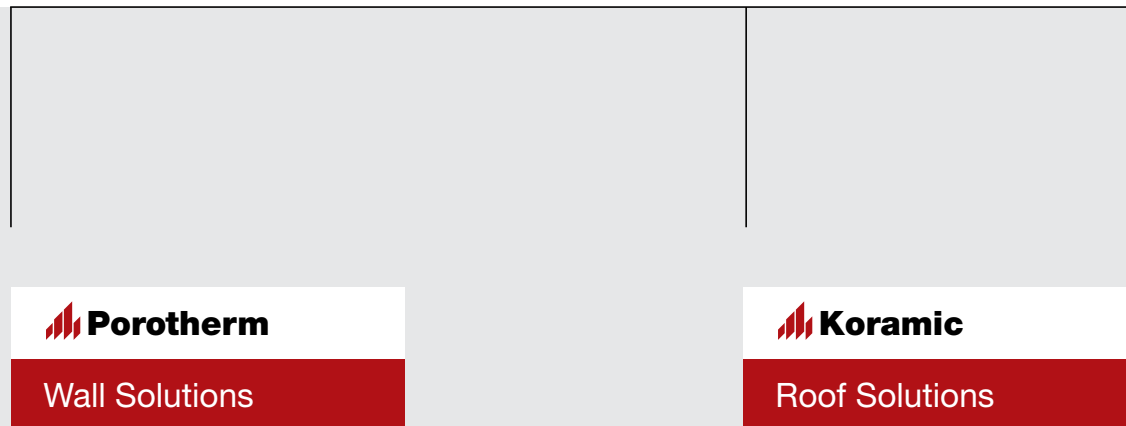
The use of the logo on patterned surfaces that affect the legibility is not permitted. (Alternative: logo in a white field)

The structure of our brands.

The Wienerberger spectrum can be divided into the four application levels of wall, facade, roof and landscaping solutions, all equally deployed under the 'Wienerberger' umbrella brand.

Each of these application levels has one or more assortment brands assigned to them. It should be noted that the application levels and assortment brands are inextricably connected to one another. Only in exceptional cases (e.g. stationery) can assortment brands or application levels be used on their own.

The application levels are all translated into the **respective country's language**.



Assortment & Application

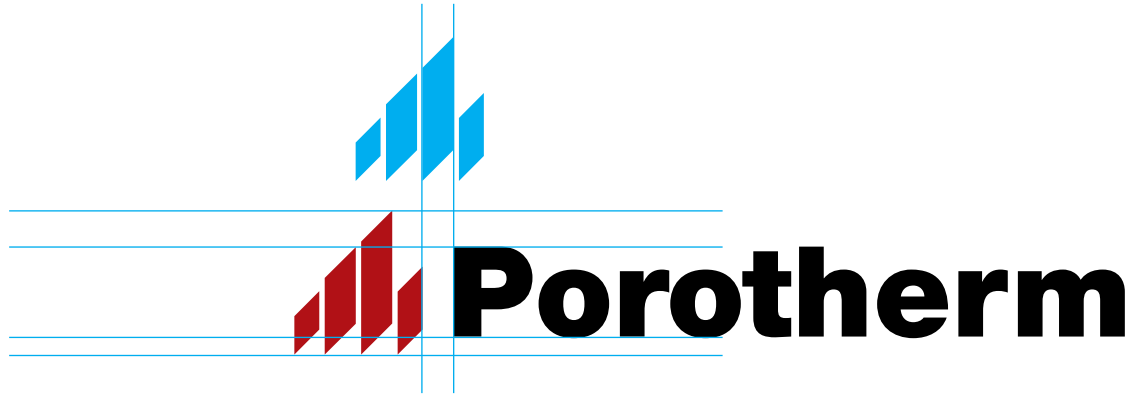
Overview



Façade Solutions



Landscaping Solutions

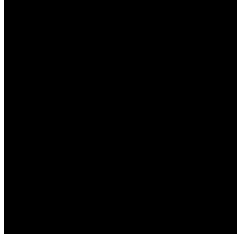
Assortment Brands

In the assortment brands the flame symbol is on the left, making them subordinate to the umbrella brand and yet independent. The typeface is identical to the typography of the umbrella brand. The construction shown above is valid for all assortment brands below.

 **Koramic** **Penter** **Porootherm** **Terca**

The logo cannot be modified, always use the one found at the link below.

<http://marketingdatabase.wienerberger.net>

Assortment Brands**Black**

Pantone Process Black C
CMYK: 00 cyan / 00 magenta / 00 yellow / 100 black
RAL 9005
RGB: R0 G0 B0
HEX: #000000

**Red**

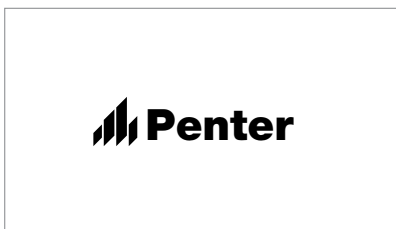
Pantone 1805
CMYK: 00 cyan / 100 magenta / 100 yellow / 30 black
RAL 3003
RGB: R175 G9 B23
HEX: #af0917



The assortment brand always has a white background with the respective surrounding.



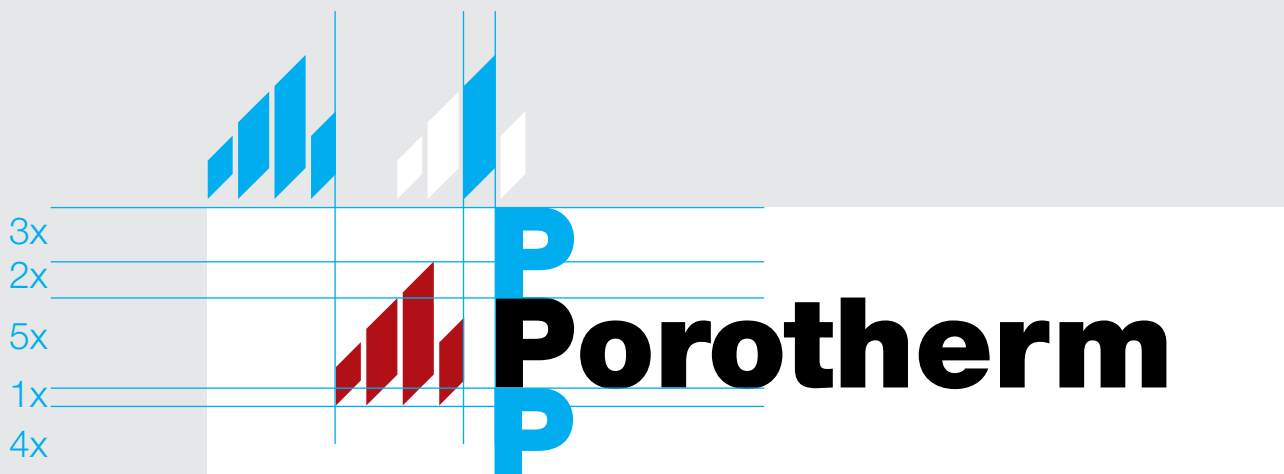
In exceptional cases (e.g. sponsoring, multi-coloured version not possible, dark background) the logo can be used in negative.



The single-coloured version of the logo is only to be used in black.

Assortment Brands

Bar



The following proportions are valid for the construction of the bar with the assortment brand and the application level (see page 21).

The assortment brand is horizontally in the centre of the bar and has a height of $\frac{1}{3}$ of the bar ($= 5x$). The flame symbol has a height of $8x$. The gap of the lower edge of the flame symbol is $4x$, the gap of the upper edge of the flame symbol is $3x$. The gap of the flame symbol to the left and right edge of the white field is exactly one symbol width.

Note: exceptions when using numerous assortment brands. See page 22.

The white field defines the minimum gap that must be kept from the logo.



! The logo cannot be modified, always use the one found at the link below.

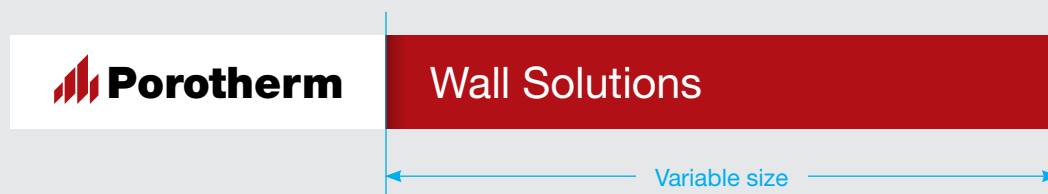
<http://marketingdatabase.wienerberger.net>

Assortment Brands

Bars with Application



The assortment brand is located on the top left in the defined white field, the red bar of the application level closes in on this, the length of which goes up to the edge. The gap of the application level is a flame symbol width from the separator which is intensified with a subtle drop shadow (see page 23 for definition). Ideally, the application level has the same cap height as the assortment brand. If this is not possible due to the length or other circumstances then the font size of the application level can be freely chosen (see examples on page 23).



When using an assortment brand the white surrounding is set, the length of the red bar is variable. (See example on page 22)

The application levels are all translated into the respective country's language.






Assortment Brands

Bars with Application

Application with numerous assortment brands and their application level.

 Porotherm	 Koramic	 Terca	 Penter
Wall Solutions	Roof Solutions	Façade Solutions	Landscaping Solutions

In the case of the joint appearance of numerous brands/levels the respective format is horizontally divided by the number of logos to be used. The assortment brands and application levels are left-aligned under one another – the gap is a flame symbol width. The individual brands and the application levels are divided by a shadow.

 Porotherm	 Koramic	 Terca
Wall Solutions	Roof Solutions	Façade Solutions
		Landscaping Solutions

If there are more application levels per assortment brand a multiline solution can be used.

Application with assortment brand and numerous application levels


 Koramic	Roof Solutions	Façade Solutions
--	----------------	------------------

Diagram illustrating application levels for Koramic. The red bar is divided into sections for 'Roof Solutions' and 'Façade Solutions'. The width of the red bar is variable, indicated by 'Variable size' labels and 'x' markers.

If an assortment brand is allotted to numerous application levels then the red bar is divided by the number of levels to be used. The left gap to the separator is a flame symbol width.

Use with numerous assortment brands and their application level (Assortments and applications can vary by country)

 Porotherm	 Terca	Wall Solutions
--	--	----------------

In the case of two assortment brands for one application level they are positioned next to one another (with a gap of two flame widths) in the white bar.

Assortment Brands

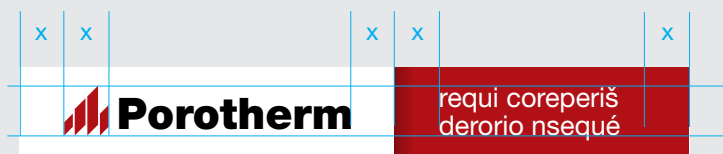
Bars with Application

Wall Solutions

Application levels that are not assigned to an assortment brand are used without the respective white bar.



The application level is to be understood as a text solution; the increment can vary depending on space available. Ideally, the cap height of the assortment brand should be the same height as the lettering of the application level.



If only a very small space is available, a multiline solution is to be used with the text visually centered in the bar, the upper edge of the flame symbol and its lower edge is used for orientation.



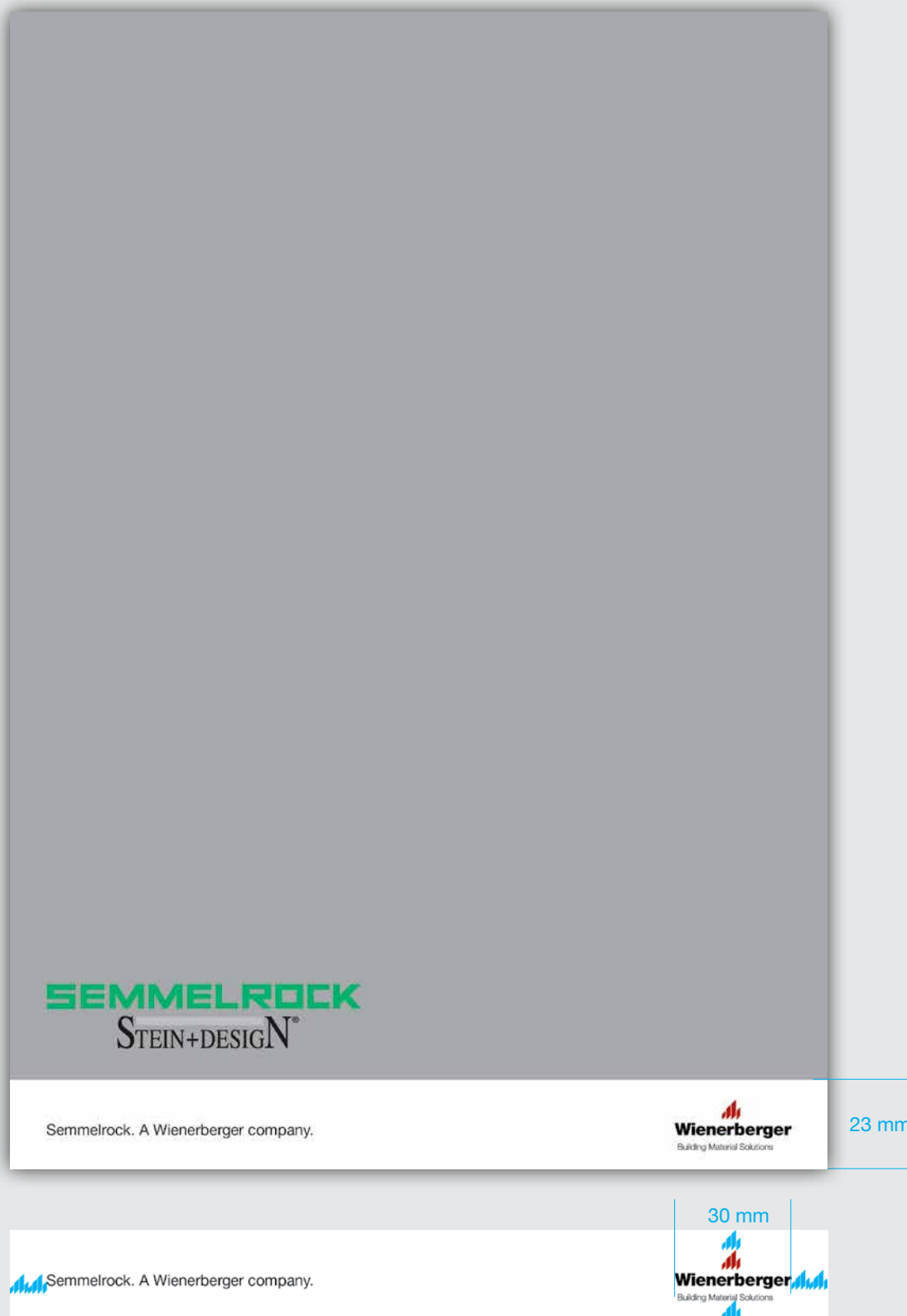
In very narrow uses the application level is located below the assortment brand and can be multiline.



The shadow:

A 'shadow' is used at the transition from the assortment brand area to the application level area. This is created in Adobe Indesign and is a regular progression from black to white.

It has the height of the bar and the width of x. It is integrated with the 'multiply' effect and a opacity of 30%.



Integration of Wienerberger in other companies of the group. (example: Semmelrock)



Co-branding of Wienerberger with a further brand (example: Tondach)

Flame

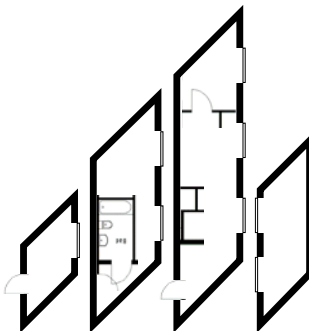
Our flame is our ambassador.

The flame is the unmistakable symbol of Wienerberger. It has a pivotal role in the look of the brand: on the one hand, as a continuous element on all advertising materials in graphical form, on the other hand, as a projected area for communication topics.

The flame is available in different colours, contour versions and structures as well as a 3D version. This allows the flame to convey and put into context content and emotions (e.g. naturalness, sustainability).

The use of the flame is specifically intended for advertising materials (adverts, placards, posters...) as well as covers and chapter pages. It is not to be used inflationarily (e.g. on every page of a folder).





No independent implementations of the flame symbol are to be produced. Deviations are to be agreed upon with International Marketing Communications Vienna and are available after approval at the following URL.

<http://marketingdatabase.wienerberger.net>

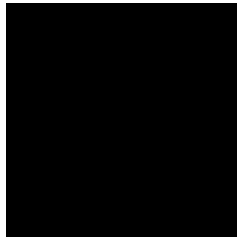
Colours

Our world of colours.

The Wienerberger colours convey a consistent, natural and warm impression. They are fundamentally divided into primary and secondary colour climates as well as special colours for the topic of sustainability.

- The primary colours are the ones that are used in applications of professional communication (advertising efforts, trade fair stands, events, sponsoring).
- The secondary colour climate is also available for office applications such as graphics, organisation charts, presentations, tables and internal communication.
- The colours for the topic of open source solutions and sustainability are based on green and are explicitly defined for this subject area.

Primary colour climate



black

Pantone Process Black C
CMYK: 00 cyan / 00 magenta / 00 yellow / 100 black
RAL 9005
RGB: R0 G0 B0
HEX: #000000



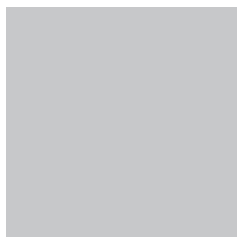
red

Pantone 1805
CMYK: 00 cyan / 100 magenta / 100 yellow / 30 black
RAL 3003
RGB: R175 G9 B23
HEX: #b2292e



medium grey

Pantone 430 C
CMYK: 00 cyan / 00 magenta / 00 yellow / 50 black
RAL 7037
RGB: R156 G158 B159
HEX: #9c9e9f



light grey

Pantone 428 C
CMYK: 00 cyan / 00 magenta / 00 yellow / 25 black
RAL 7035
RGB: R236 G237 B237
HEX: #eceded

Accent Colours

Secondary colour climate

100 %



50 %



25 %



Dark red

Pantone 491 C

CMYK: 00 cyan / 100 magenta / 100 yellow / 65 black

RGB: R111 G14 B15

HEX: #6f0e0f



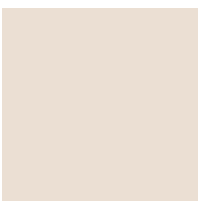
ochre

Pantone 7511 C

CMYK: 00 cyan / 45 magenta / 100 yellow / 25 black

RGB: R198 G129 B0

HEX: #c6516b



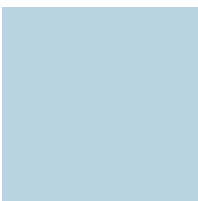
beige

Pantone 7504 C

CMYK: 00 cyan / 25 magenta / 45 yellow / 40 black

RGB: R173 G143 B107

HEX: #ad8f6b



blue

Pantone 308 C

CMYK: 100 cyan / 10 magenta / 5 yellow / 40 black

RGB: R0 G104 B148

HEX: #006894

Colours for the topic of sustainability and landscaping solutions

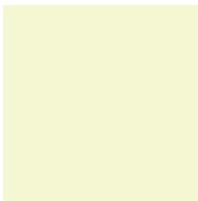
100 %



50 %



25 %



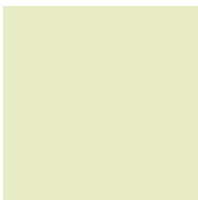
green 1

Pantone 380 C

CMYK: 15 cyan / 00 magenta / 85 yellow / 00 black

RGB: R232 G226 B56

HEX: #e8e235



green 2

Pantone 583 C

CMYK: 25 cyan / 00 magenta / 100 yellow / 10 black

RGB: R196 G199 B0

HEX: #c4c700



green 3

Pantone 555 C

CMYK: 80 cyan / 5 magenta / 80 yellow / 60 black

RGB: R0 G87 B48

HEX: #005730



green 4

Pantone 371 C

CMYK: 45 cyan / 5 magenta / 100 yellow / 70 black

RGB: R70 G86 B12

HEX: #46560c

black **bold**
medium
roman **light**
thin

How we use typography, sections and captions in order to create a harmonious entity.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus ele-

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1 2 3 4 5

Helvetica new

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678910

Typography

Professional Communication

Headlines: Helvetica New Bold

Recommended size from 16 pt – headline size can vary greatly depending on amount of text

Headline Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Headlines: Helvetica New Light

Recommended size from 16 pt – headline size can vary greatly depending on amount of text

Headline Lorem ipsum dolor sit amet.

Subheadlines: Helvetica New Light

Recommended size up to 14 pt – headline size can vary greatly depending on amount of text

Headline Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Subheadlines: Helvetica New Bold

Recommended size up to 14 pt – headline size can vary greatly depending on amount of text

Headline Lorem ipsum dolor sit amet, consectetur adipiscing elit.

Body text: Helvetica New Roman

Recommended size 9 pt, line spacing 12 pt

Body text Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, ju-

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Body text: Helvetica New Roman / Displays: Helvetica New Bold, rot

Recommended size 9 pt, line spacing 12 pt

Displays Lore ipsum dolor sit Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. **Displays Lore ipsum** Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi. Aenean vulputate eleifend tellus. Aenean leo ligula, porttitor eu, consequat vitae, **Displays Lore ipsum** eleifend ac, enim. Aliquam lorem ante, dapibus in, viverra quis, feugiat a, tellus. Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet.

Body text: Helvetica New Roman / Displays: Helvetica New Bold, rot
Recommended size 9 pt, line spacing 12 pt
Itemisations: little red squares

Displays	Displays	Displays
Itemisations Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient ■ imenis atiam fugiati blaturitis venia volesequia vo ■ lupti oriatia noneste mperum a si doles ius rerfer ■ imenis atiam fugiati blaturitis	Itemisations Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magussehen. Manchmal benutzt man Worte wie Hamburger. ■ Igender ovidit, unt labo. Nest qui offici ra volorio blaut ■ imenis atiam fugiati blaturitis venia volesequia vo	Itemisations ■ Igender ovidit, unt labo. Nest qui offici ra volorio blaut ■ imenis atiam fugiati blaturitis venia volesequia vo ■ lupti oriatia noneste mperum a si doles ius rerfer ■ rite voleceritam id ut qui aliquis. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean sociis massa.

Quotes/Intros: Helvetica New Roman
Recommended size 14 pt, line spacing 16 pt

„Quotes/Intros Lorem ipsum dolor sit amet, consectetur adipiscing elit. Commodoligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculu.

Side notes:
Helvetica New Light
Recommended size 9 pt, line spacing 12 pt

Side notes. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo

Captions:
Helvetica New Bold
Recommended size 7 pt, line spacing 9 pt

Captions. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo

!
General:
The font sizes given are recommendations (based on DIN A4 format) and can be varied from time to time. However, Body texts should not be below 8pt. The spacing used here is 0 pt.

Typography

Office Uses

For office uses (such as Powerpoint presentations, Word templates etc.) the Arial font is used.

Arial regular

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 !“\$%&/()=?

Arial bold

abcdefghijklmnopqrstuvwxyz
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
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pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt

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Headlines: Recommended size from 18 pt – headline size can vary greatly depending on amount of text

Body text: Recommended size 10 pt, line spacing 13.5 pt

The font sizes given are recommendations and can be varied from time to time.

However, Body texts should not be below 8 pt.

Typography

Don'ts

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It is not permitted to use fonts other than those allowed.

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Only one colour from the primary colour climate is to be used as the font colour.

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Narrower or wider font spacing is not permitted.

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 dolor sit amet.

Modifications (widening, narrower fonts) to the captions are not permitted.

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Only red squares (or hyphens) are to be used as bullet points

Photo Position

We convey content and awake emotions.

The visual world makes up an extensive part of our communicative lives. The style and content of our photography allow the brand of Wienerberger to leave a lasting impression and make the essential difference over the competition.

Two Subject Areas. Two Orchestrations.

At Wienerberger thousands of people are working in order to create unique solutions to other people's building material solutions. These solutions are only possible due to the extraordinary products and achievements that we are so proud of.

Thus it seems only natural that we separate our resources into the distinct categories of "People" and "Solutions". For both areas there is an individual art of image style available.

Photo PositionPrinciple Composition**The principle composition.**

Generally photos from Wienerberger should create clean, generous images that involve the observer. This is achieved by meeting the following criteria:

- No intricate theatrics
- Generate depth and space (vanishing lines, definition)
- Create optical tension (diagonals, light-dark-contrast, etc)



Photo PositionPeople

When representing people, emotions are always at the fore. We believe in showing people in their true light. The style should be emotional, true to life, real and perceived as they truly are. Thus over staged poses, too much artificial light or unnatural colouring are all to be avoided.



No staged posing.



No clichéd situations.

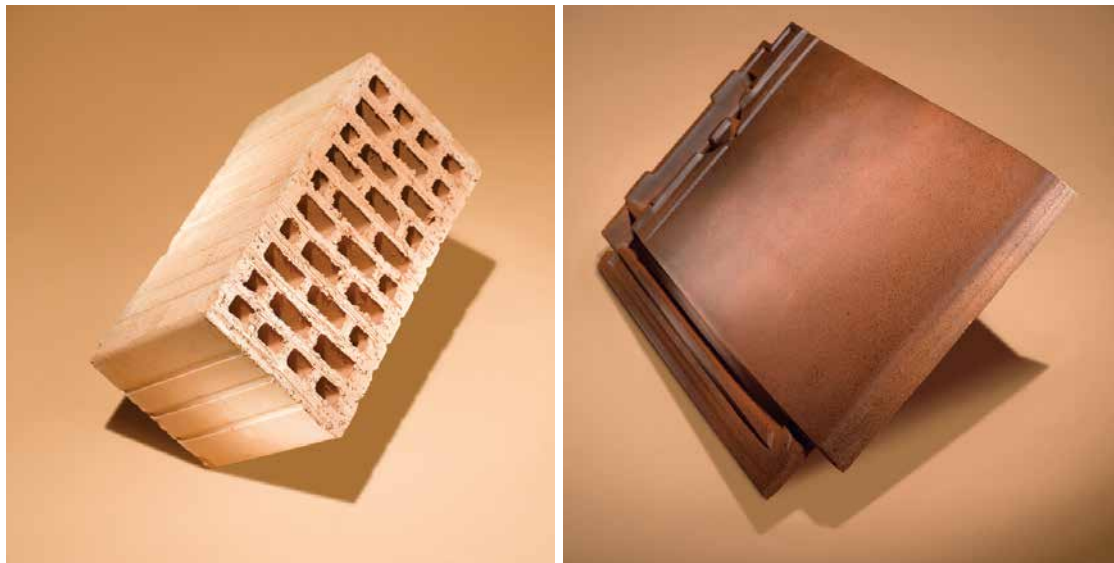


No unnatural gestures
in staged scenarios.

Photo Position

Products, Materials, Architecture

Products, materials or architecture are positioned sophisticatedly into each scene and consciously dramatized. We proudly place that which we create in the spotlight. An unconventional approach allow us to achieve the spectacular. Drab, dry product photography does not represent the standards from Wienerberger.



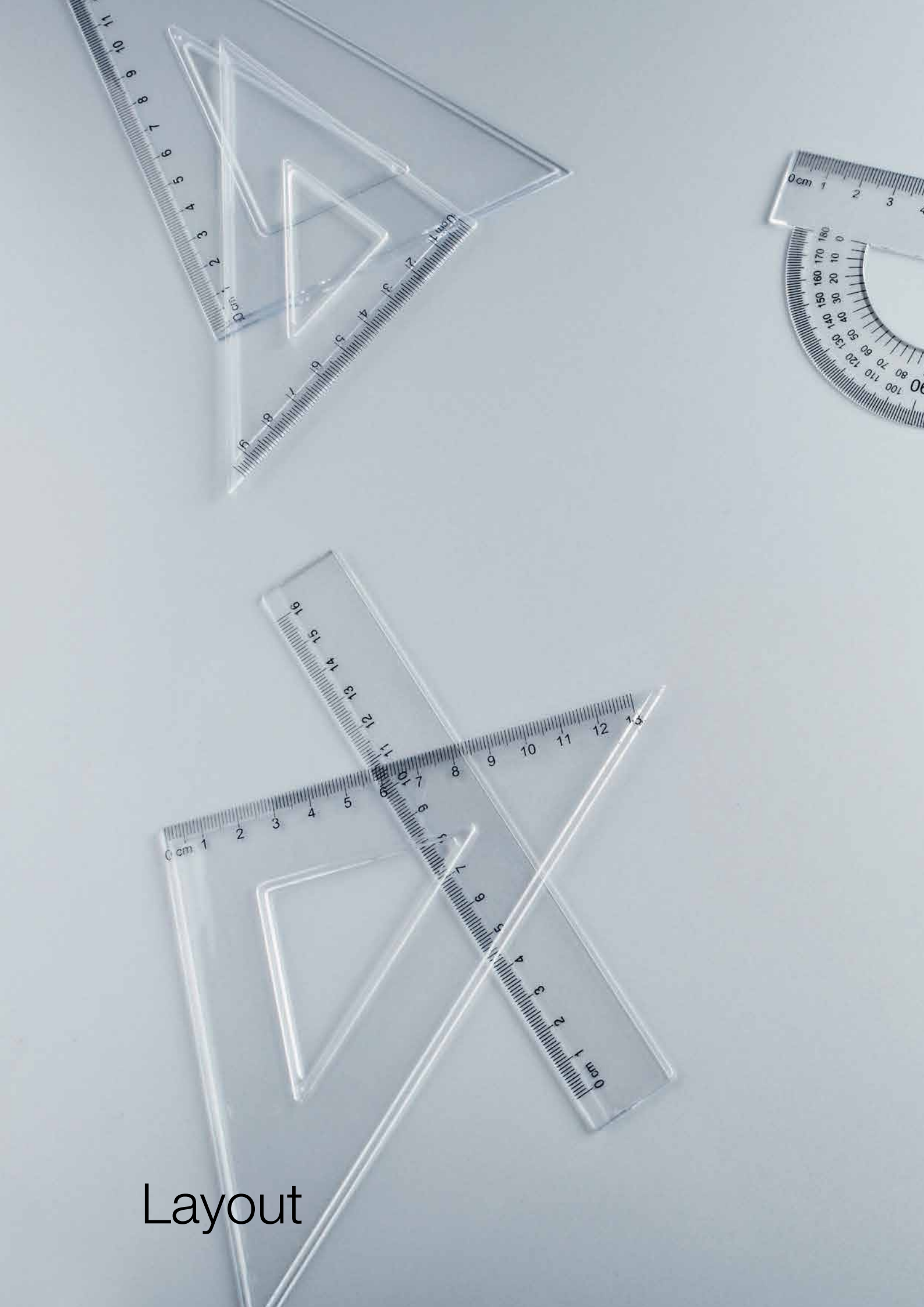
Do not use black and white illustrations or duplex images.



Only use buildings in their actual context.



Avoid empty, static indoor photos and renderings of rooms .

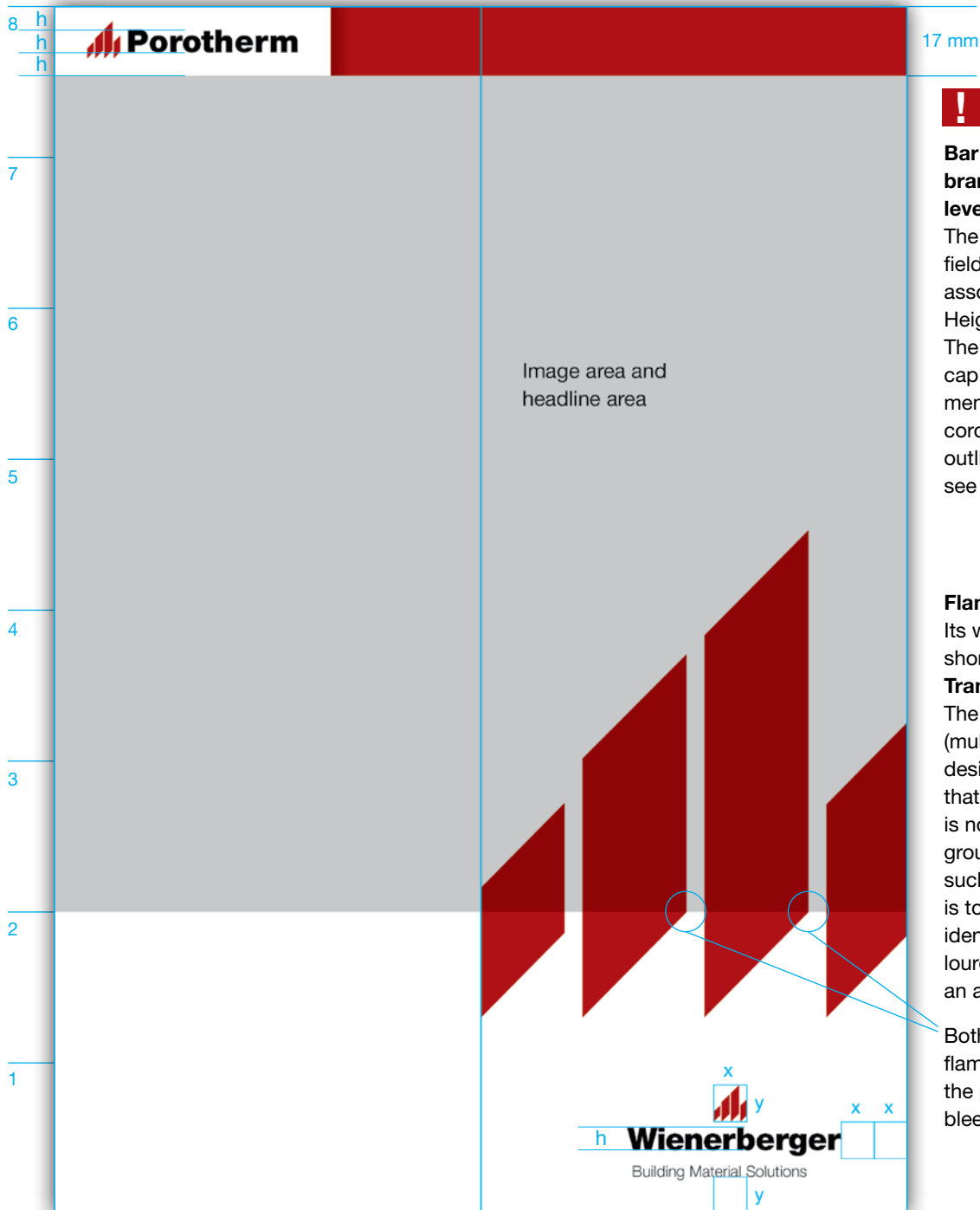


Layout



Basic Structure

A4



1

Bar for assortment brand and application level:

The width of the white field is dependent on the assortment brand used. Height: 17 mm (for A4) The outcome of this is a cap height of the assortment brand of 22 pt according to the guidelines outlined above. (For sizes see page 43)

3

Flame:

Its width is 50% of the shorter format side.

Transparency:

The flame is transparent (multiplied by 100% in In-design), it must be ensured that the Wienerberger red is not lost in the background of dark photos. In such cases the red flame is to be positioned over an identical copy of itself (coloured in white and set to an adequate transparency).

Both of these points fix the flame to the lower edge of the picture area; the flame bleeds off to the right.

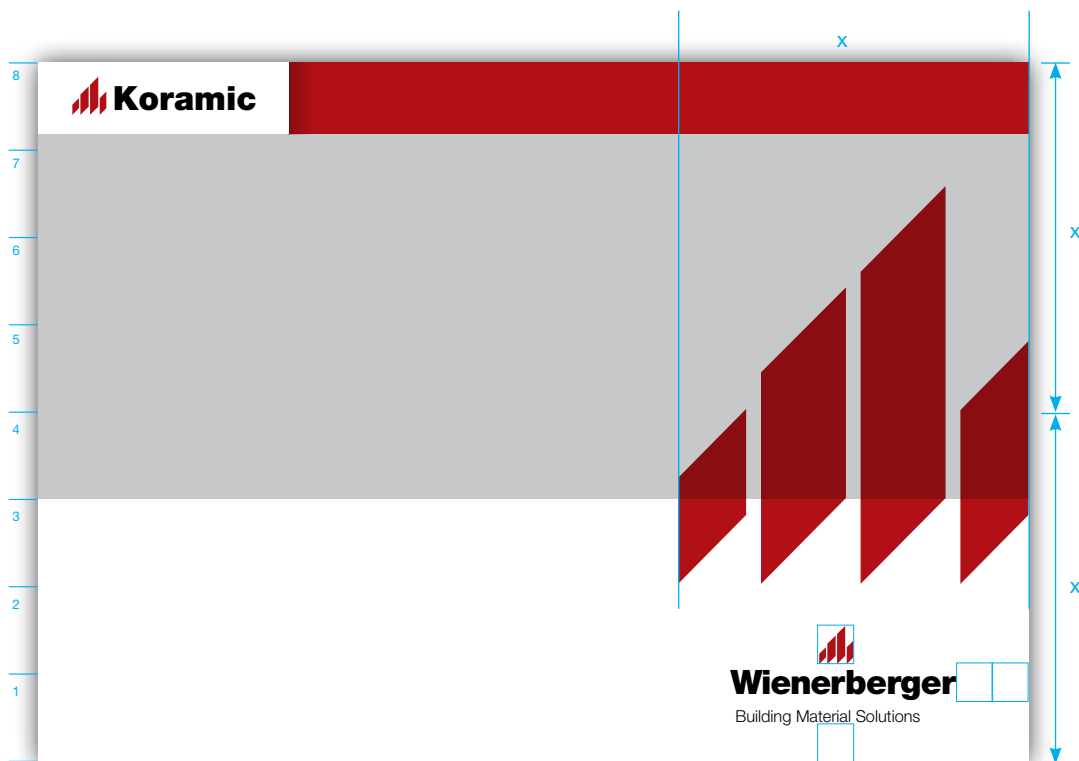
2

Content area:

The height of the content area is $\frac{2}{8}$ or $\frac{3}{8}$ of the total height depending on available space and visual balance. **The Wienerberger logo has the same cap height as the assortment brand.** The distance from the right edge is 2 symbol widths, the distance from the bottom is 1 symbol height.



The construction of the bar with assortment brand and assortment level always takes place according to the guidelines on page 20/21.

**Size of the flame:**

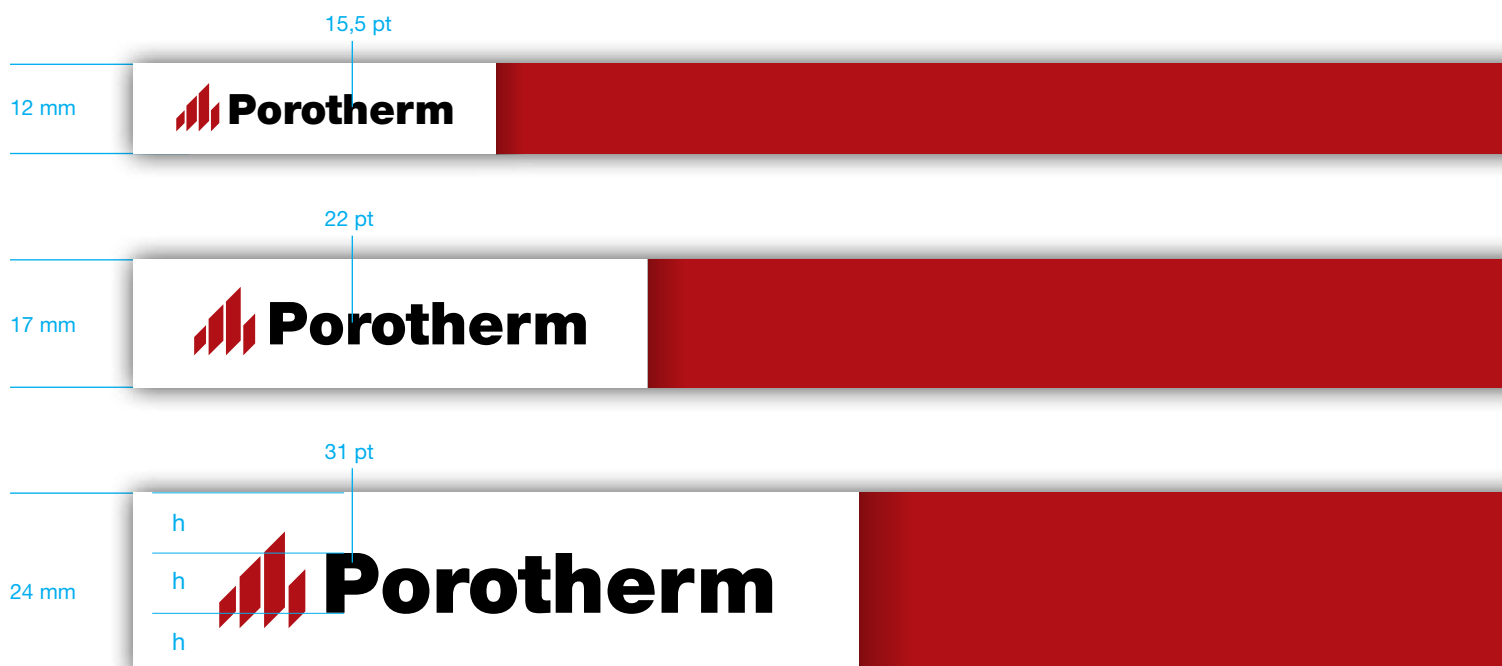
This has a width of 50% of the shorter format side. This applies to both portrait and landscape formats.

Content area:

Example for 3/8 height of the content area.

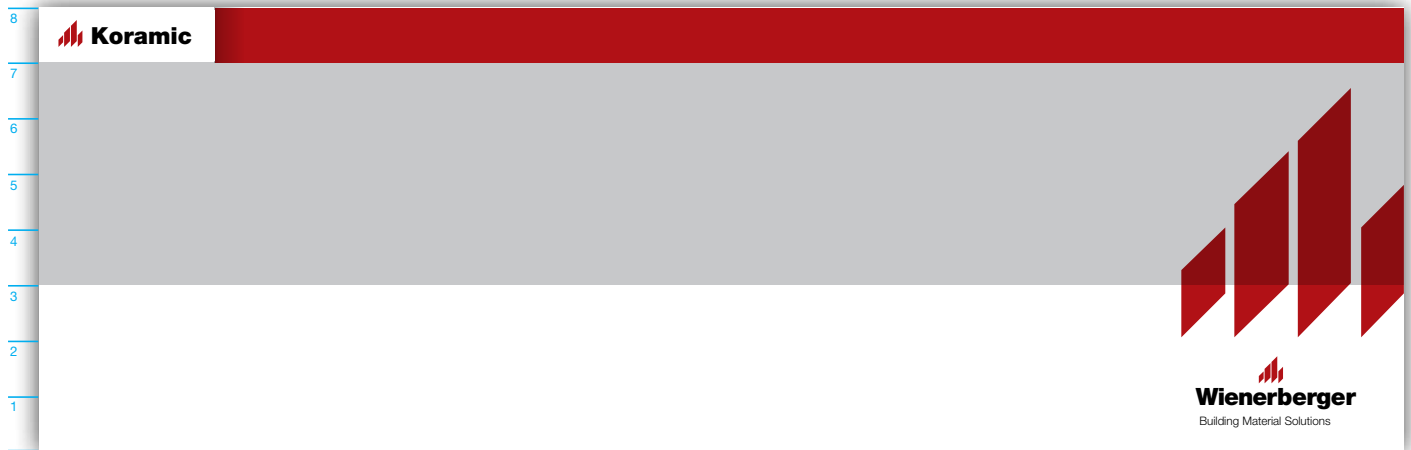
**Bar for assortment brand and application level:**

The following fixed sizes apply to the height of the bar on the cover (for A5, A4 and A3 formats). In the case of exceptional formats (e.g. XXL billboards or mini folders) a balanced relationship between the bar and the rest of the surface must be ensured.



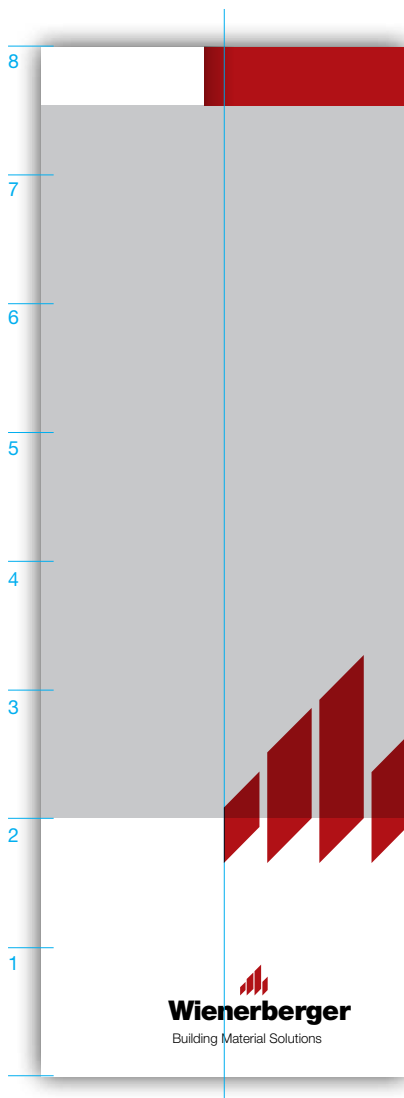
Basic Structure

Format Examples

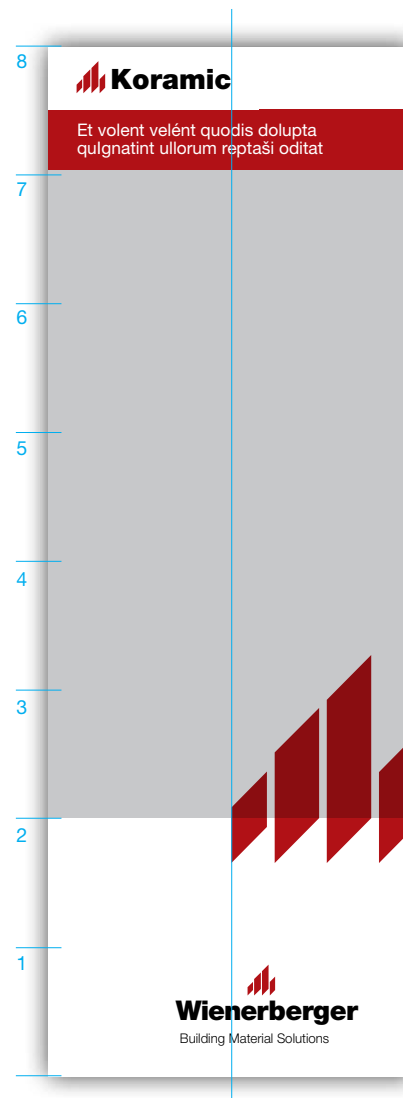


Content area:

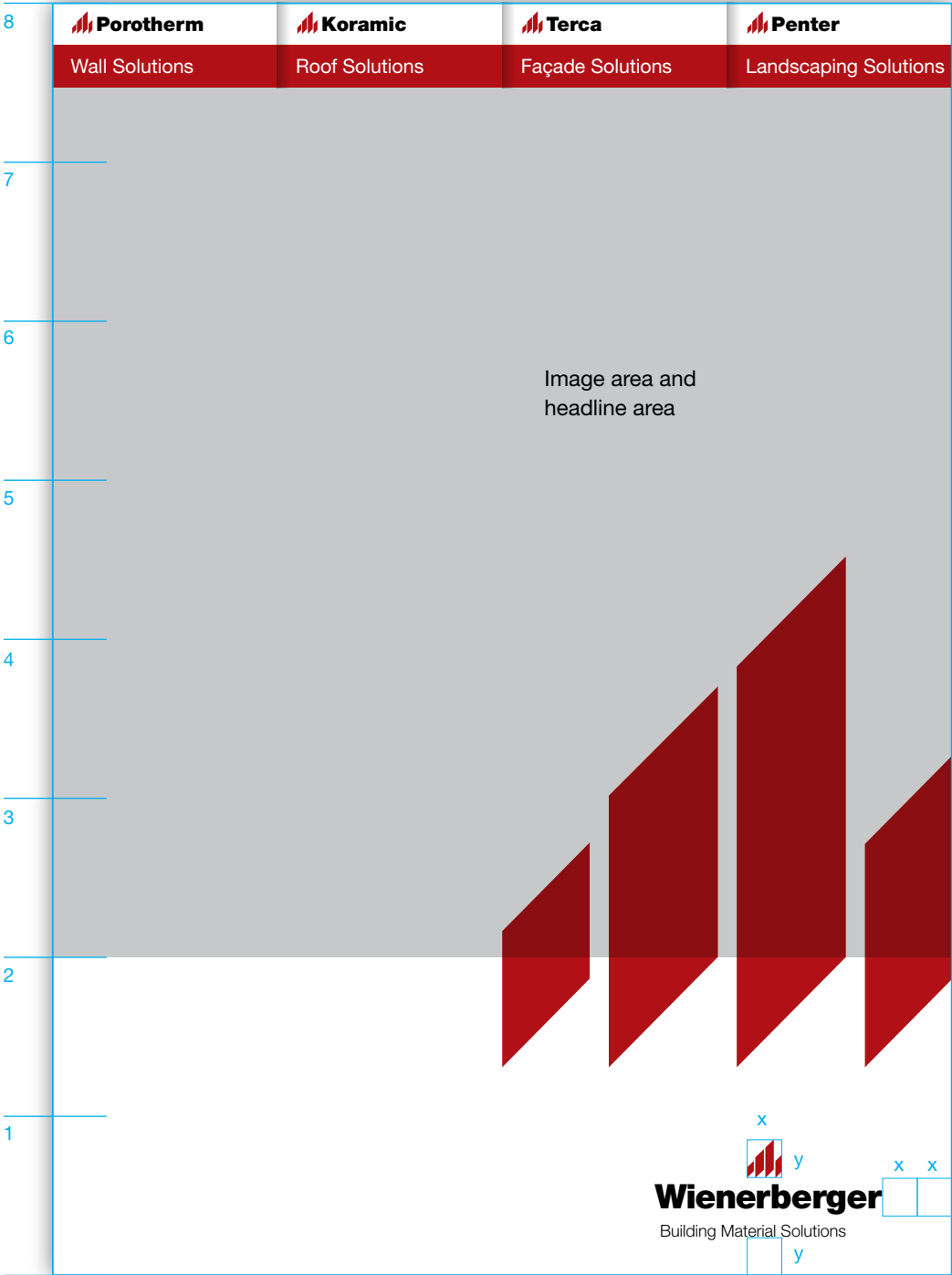
Example for 3/8 height of the content area.



The bar for the assortment brands and application levels can also be under one another in very narrow uses and large text lengths (see also page 23).



Basic Structure
Numerous Assortment Brands

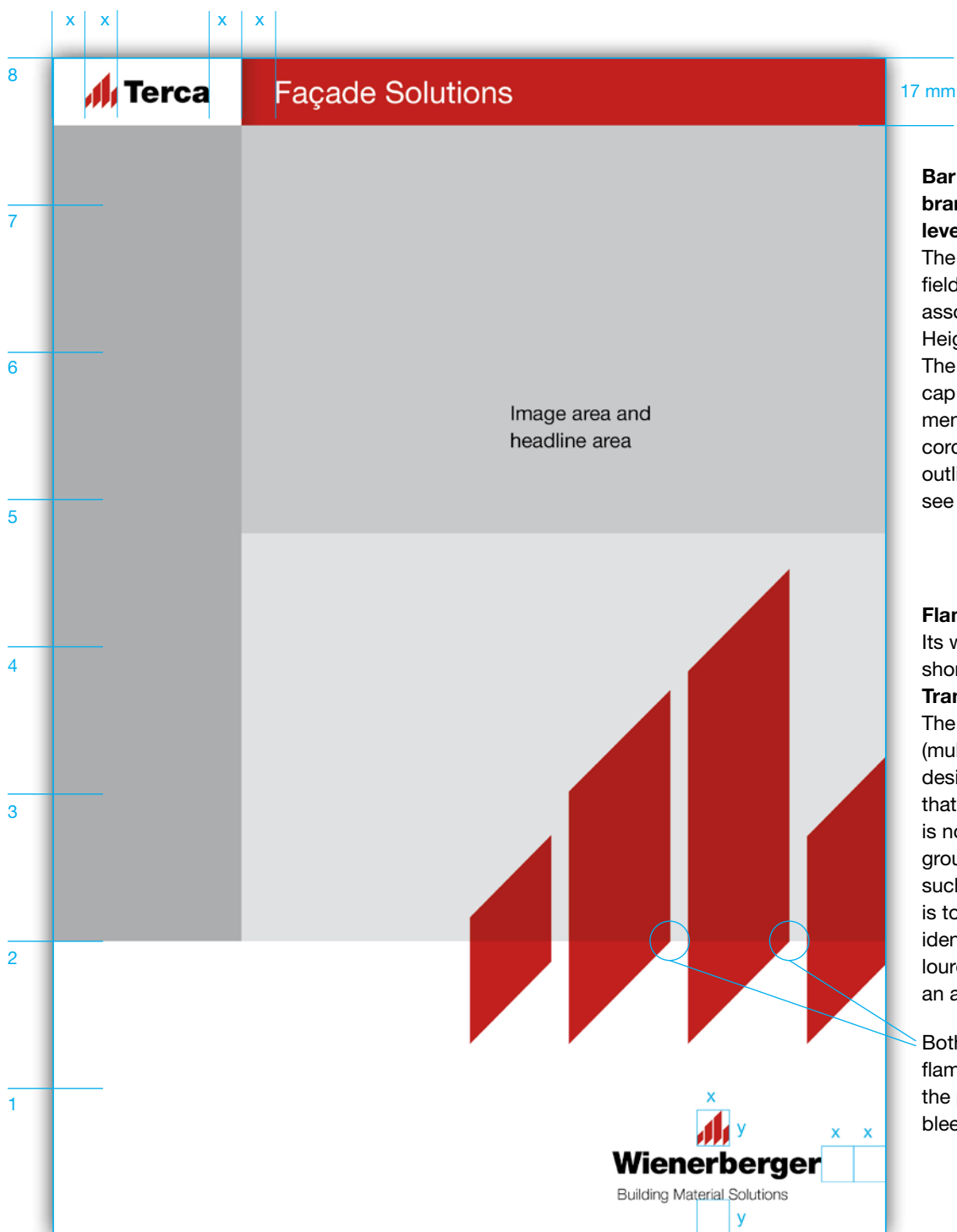


In the case of the joint appearance of numerous brands/levels the respective format is horizontally divided by the number of logos to be used. The assortment brands and application levels are left-aligned under one another – the gap is a flame symbol width. See also page 22.

Basic Structure

3x Partition Title Image

A4



Bar for assortment brand and application level:

The width of the white field is dependent on the assortment brand used.
Height: 17 mm (for A4)
The outcome of this is a cap height of the assortment brand of 22 pt according to the guidelines outlined above. (For sizes see page 43)

Flame:

Its width is 50% of the shorter format side.

Transparency:

The flame is transparent (multiplied by 100% in In-design), it must be ensured that the Wienerberger red is not lost in the background of dark photos. In such cases the red flame is to be positioned over an identical copy of itself (coloured in white and set to an adequate transparency.)

Both of these points fix the flame to the lower edge of the picture area; the flame bleeds off to the right.

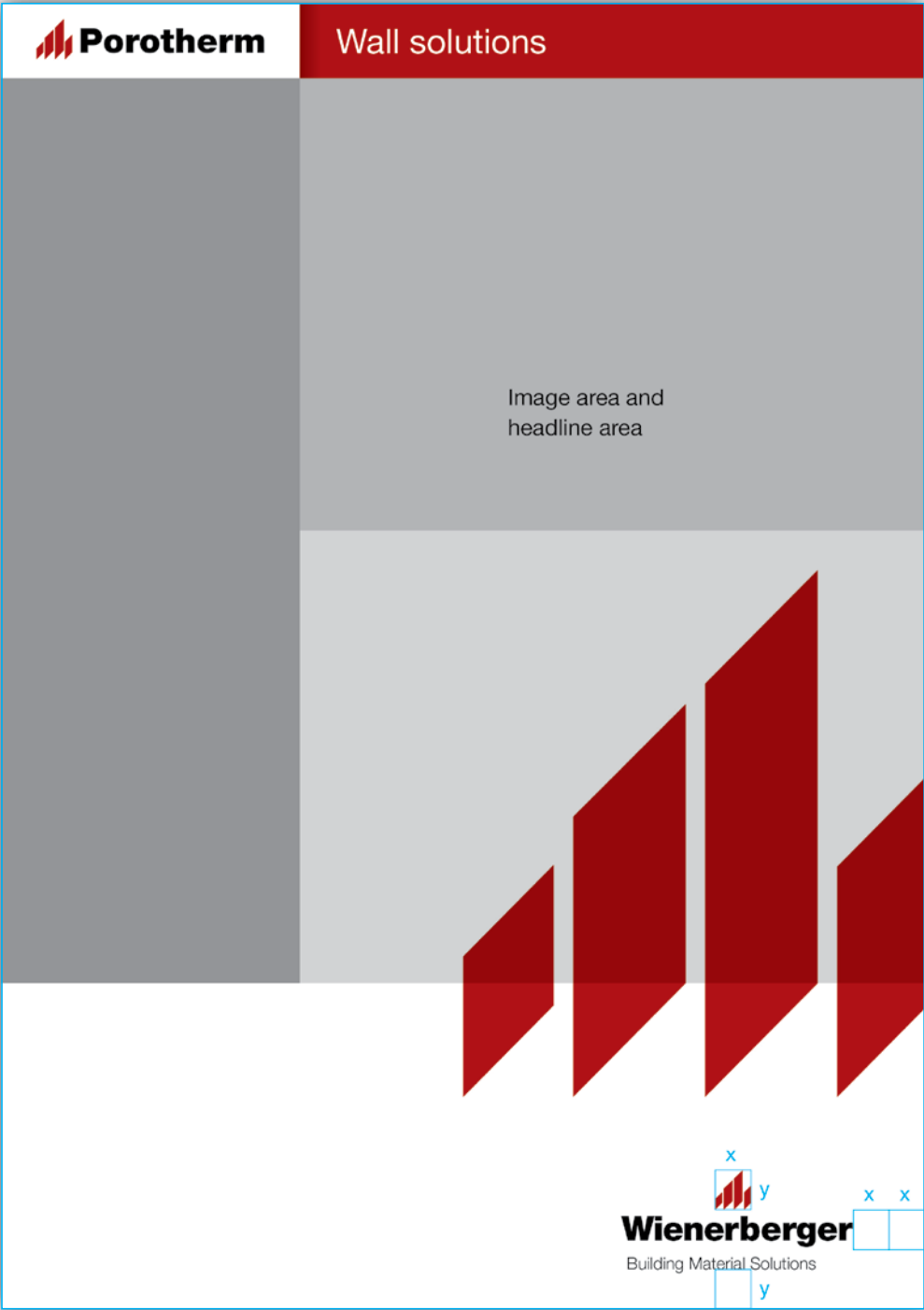
Multi-part title image:

There is an option to split the title image into 3 parts. The separator between the assortment brand area and application level is extended downwards to the beginning of the content area. The field created to the right of this line is halved (see example)

Content area:

The height of the content area is 2/8 or 3/8 of the total height depending on available space and visual balance. **The Wienerberger logo has the same cap height as the assortment brand.** The distance from the right edge is 2 symbol widths, the distance from the bottom is 1 symbol height.

Basic Structure
3x Partition Title Image



Don'ts

Never put a headline at an angle.



Use adequate size for headline font.



No collapsed headlines.



No further bars under the headline.

Don'ts



Only use colours from the permitted spectrum.
 Do not use long, single-column texts.
 When using headlines on images, ensure complete legibility.

Forms of Communication



At the start of every folder an intro is used that offers the reader some brief information on the assortment brands in the folder. Depending on the number of assortment brands the intro can occupy one or two pages.

'Flame'
10% black



2x

x

x

2x

2x

x

x

2x





2x

2x

2x

**Koramic**

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**Porotherm**

Roof Solutions

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Façade Solutions

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Landscape Solutions

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Wall Solutions

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Basic Structure

Inside

Bar for assortment brand (2) and application level (3):

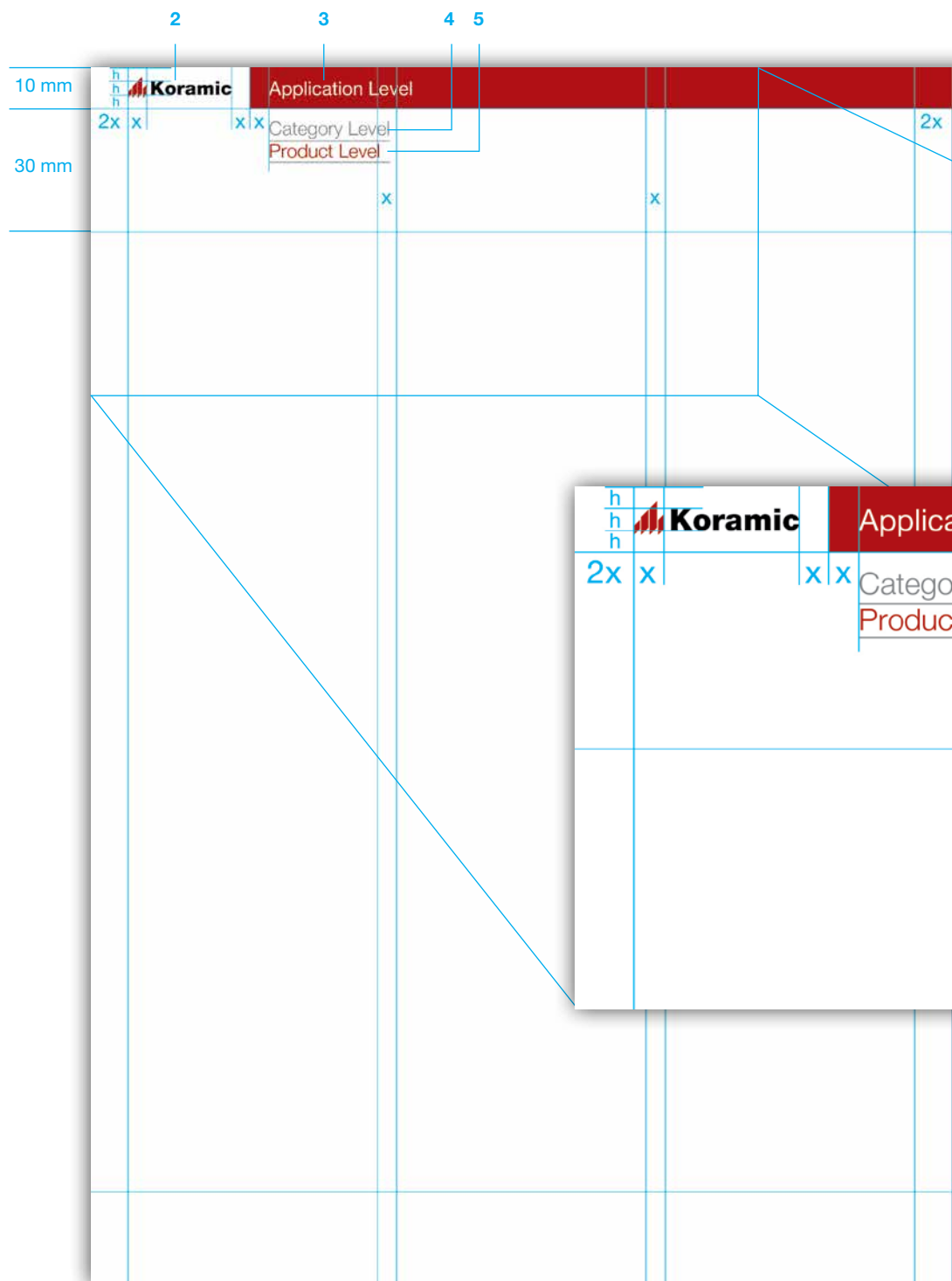
The width of the white field is dependent on the assortment brand used. (see page 20)

Height of the bar:

10 mm (for A4)

The outcome of this is a cap height of the assortment brand of 13 pt according to the guidelines outlined above.

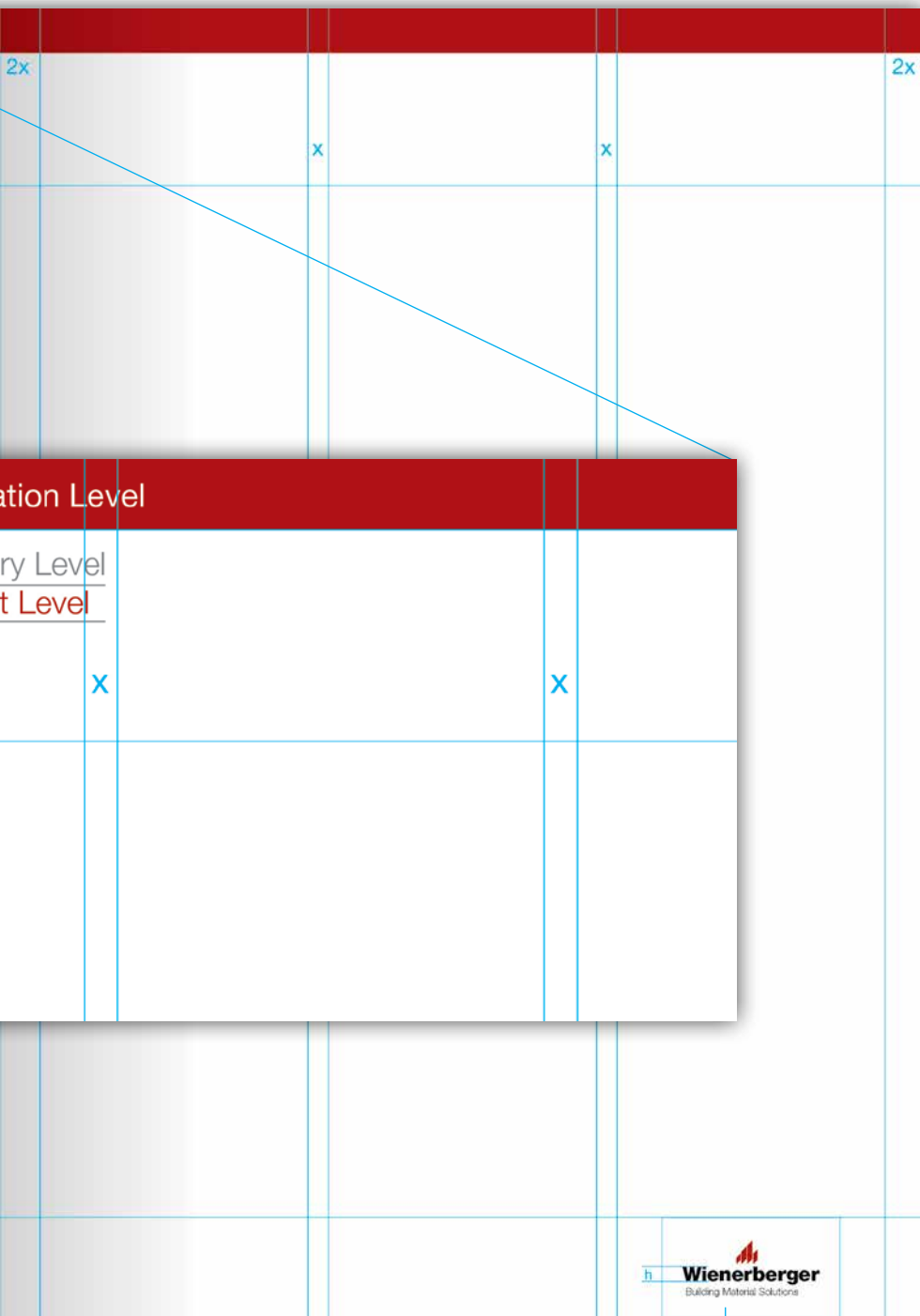
Category level (4) and product level (5) are typographically outlined (in the same font size as the assortment brand and application level).



The principal composition (in A4 format) is due to a three-column grid which can be flexibly handled in order to allow different uses.

Basic Structure

Inside

**The Wienerberger logo (1)**

is positioned centrally in the right column of the composition grid.

The cap height ,h' is the same as in the assortment brand.

Basic Structure

A4 Inside



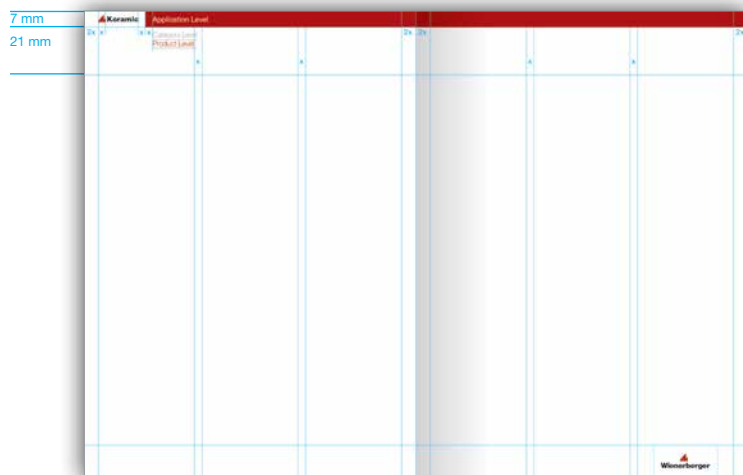
Layout example

The Body text can be relaxed for the sake of a more exciting overall composition (e.g. with lead-ins, side notes, quotes etc.) Images are oriented by the grid lines but can also be positioned bleeding off.

The typography is preferably used in black or grey.
The Wienerberger red can be used for accents and displays.

Basic Structure

A5, A3 Inside

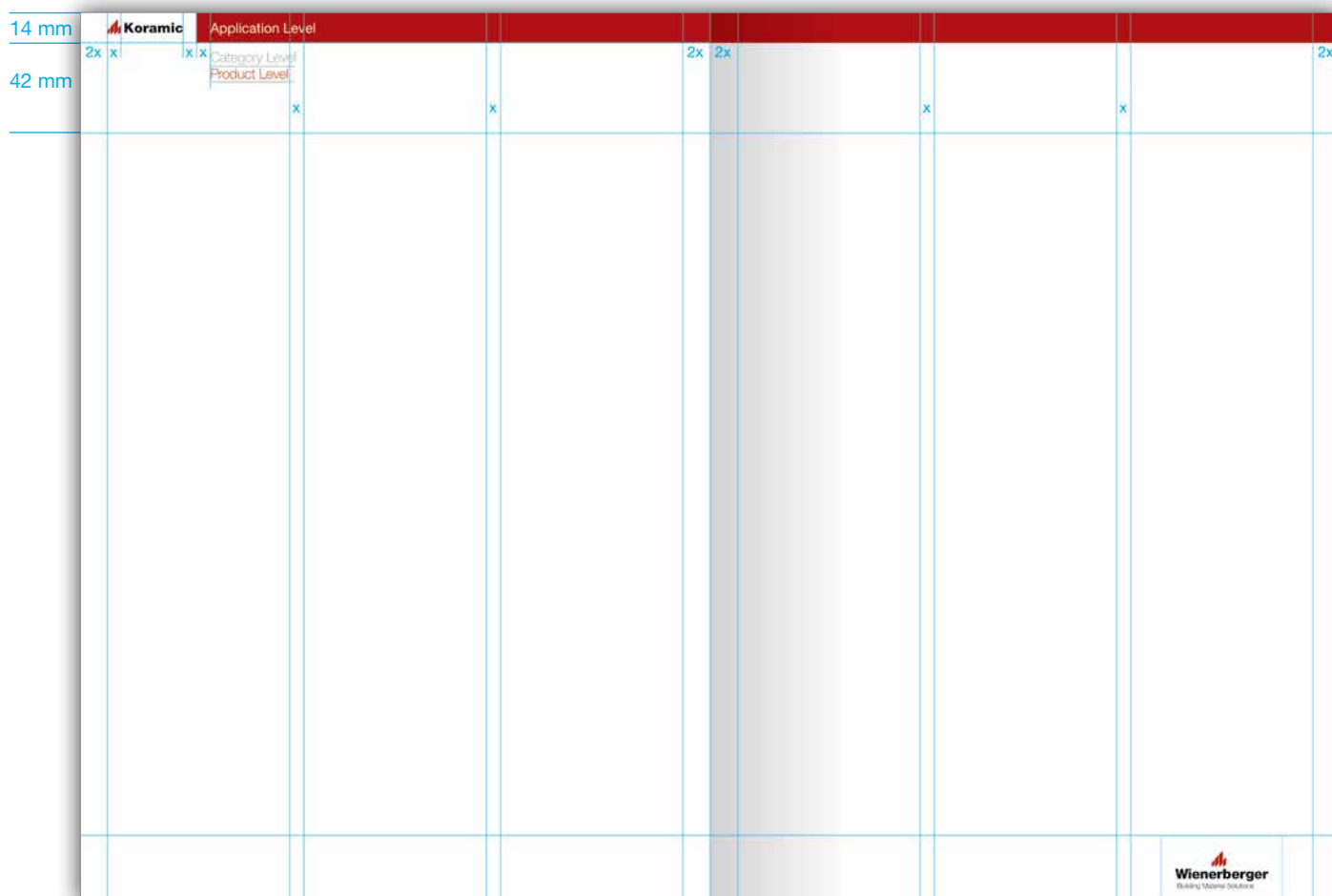


The composition grid for the A5 and A3 formats are three-column and are orientated by A4 (see page 54). **There are, however, different sizes for bars and logos.**

Height of the bar for A5: 7 mm

The outcome of this is a cap height of the assortment brand of 9 pt according to the guidelines outlined above. Category level and product level are typographically outlined (in the same font size as the assortment brand and application level).

The logo (for A5 without descriptor) is positioned centrally in the right column of the composition grid. The cap height is the same as in the assortment brand.

**Height of the bar for A3: 14 mm**

The outcome of this is a cap height of the assortment brand of 18 pt. Category level and product level are typographically outlined (in the same font size as the assortment brand and application level).

The logo is positioned centrally in the right column of the composition grid. The cap height is the same as in the assortment brand.

Basic Structure






Informative Inside

Porotherm

Wall solutions

Category Level

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		POROTHERM 49 WJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	49/24,8/24,9	0,12 (0,13)	36	16	
		POROTHERM 42,5 WJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	42,5/24,8/24,9	0,15 (0,16)	36	16	
		POROTHERM 50 HJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	50/25/24,9	0,16 (0,17)	30	16	
	50/12,5/24,9		60		
	Lore ipsum	50/25/24,9	30		
		POROTHERM 50 Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	50/25/24,9	0,19 (0,20)	30	16	
		POROTHERM 38 HJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	38/25/24,9	0,21 (0,23)	45	16	
	1/2 Ipsum	38/12,5/24,9 90			
		POROTHERM 38 Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	38/25/24,9	0,25 (0,26)	45	16	
		POROTHERM 30 Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	30/25/23,8	(0,54)	60	16	
	1/2+1/2 Ipsum	30/12,5/24,9	80		
	Ipsum	30/17,5/24,9	84		
		POROTHERM 25-38 MJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	25/37,5/24,9	(0,55)	45	10,5	
		POROTHERM 25-38 Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	25/37,5/24,9	(0,62)	45	10,5	
		POROTHERM 12-50 Plan			
Product	Size D x L x H cm		Stk. / Pal.	Stk. / m²	
1/1 Ipsum	12/50/24,9		70	8	
		POROTHERM 10-50 Plan			
Product	Size D x L x H cm		Stk. / Pal.	Stk. / m²	
1/1 Ipsum	10/50/24,9		80	8	




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Porotherm

Wall solutions

Category Level

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		POROTHERM 49 WJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	49/24,8/24,9	0,12 (0,13)	36	16	
		POROTHERM 42,5 WJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	42,5/24,8/24,9	0,15 (0,16)	36	16	
		POROTHERM 50 HJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	50/25/24,9	0,16 (0,17)	30	16	
	1/2 Ipsum	50/12,5/24,9	60		
	Leibungsziegel	50/25/24,9	30		
		POROTHERM 50 Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	50/25/24,9	0,19 (0,20)	30	16	
		POROTHERM 38 HJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	38/25/24,9	0,21 (0,23)	45	16	
	1/2 Ipsum	38/12,5/24,9 90			
		POROTHERM 38 Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	38/25/24,9	0,23 (0,26)	45	16	
		POROTHERM 30 Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	30/25/23,8	(0,54)	60	16	
	1/2+1/2 Ipsum	30/12,5/24,9	80		
	Ipsum	30/17,5/24,9	84		
		POROTHERM 25-38 MJ Plan			
Product	Size D x L x H cm	U-Lore ** W/m2K	Stk. / Pal.	Stk. / m²	
1/1 Ipsum	25/37,5/24,9	(0,55)	45	10,5	

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Wienerberger
 Building Values Solutions


Layout example

Basic Structure

Informative Inside

Porotherm Wall solutions

Category Level
Product Level



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Lore ipsum

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[m]	[kg]	[=1]	[=1]
1,75	29	6	6
2,00	33	6	6
2,25	37	6	7
2,50	41	6	7
2,75	45	6	7
3,00	50	6	7
3,25	54	7	7
3,50	58	8	7
3,75	62	9	9
4,00	66	10	9
4,25	70	12	9
4,50	74	13	9
4,75	78	14	11
5,00	83	16	12
5,25	87	17	12
5,50	91	17	14
5,75	95	19	14
6,00	99	19	12
6,25	103	19	15
6,50	107	19	14
6,75	111	19	14
7,00	116	19	16
7,25	120	19	16
7,50	124	19	18
7,75	128	19	18
8,00	132	19	20

Lorem ipsum dolor sit amet, conseq

Wide b	(mm)	120
Height h	(mm)	65
Lorem ipsum dolor sit amet, conseq	(mm)	120
Lorem ipsum dolor sit amet, conseq	(kg/m)	16,5

Lorem ipsum dolor sit amet, conseq

Lorem ipsum dolor sit (amet, conseq)

Lorem ipsum dolor sit amet, conseq	(mm)	120 / 65 / 260
um purus quam, scelerisque	(kg/m ³)	1600
um purus quam, scelerisque	(N/mm ²)	> 40
um purus quam, scelerisque	(M- %)	12

um purus quam, scelerisque

Lorem ipsum dolor sit amet, con	C 50/57
um purus quam, scelerisqueß 4710-1	B2

Ac dui quis mi consectetur lacinia. Na

Lorem ipsum dolor sit amet, con	St 1765/1960 Kg	
In ac dui quis mi consectetur lacinia. Na	(N/mm ²)	1765
auris. Praesent adipiscing. Ph	(N/mm ²)	1960
Lorem ipsum dolor sit amet, con	(mm)	2,5
auris. Praesent adipiscing. Ph	(mm)	> 5 / > 15

Lorem ipsum dolor sit amet, con


Bügel (aufgezogener Draht, rund, mit glatter Oberfläche)

Lorem ipsum dolor sit amet, con	BHS 55.50 glatt	
auris. Praesent adipiscing. Ph	(N/mm ²)	500
Cras ultricies mi eu turpis hendreritis in faucibus o	(N/mm ²)	560
Vestibulum ante ipsum primis in faucibus o	(mm)	4,2

Porotherm Wall solutions

Category Level
Product Level

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor.



Lorem ipsum dolor sit amet, consectetur a

Lorem ipsum dolor sit amet, conseq	60 cm
Consectetur adipiscing elit, 7 Stk / m ²	
Aenean commodo ligula eget	1,7 tlm / m ²
Lore ipsum	C20/25 ca. 58 – 88 Liter / m ² *)

POROTHERM EZ 45/17

Lorem ipsum dolor sit amet, conseq	60 cm
Consectetur adipiscing elit, 7 Stk / m ²	
Aenean commodo ligula eget	1,7 tlm / m ²
Lore ipsum	C20/25 ca. 58 – 88 Liter / m ² *)

POROTHERM EZ 45/21

Lorem ipsum dolor sit amet, conseq	60 cm
Consectetur adipiscing elit, 7 Stk / m ²	
Aenean commodo ligula eget	1,7 tlm / m ²
Lore ipsum	C20/25 ca. 58 – 88 Liter / m ² *)

Lorem ipsum dolor sit amet, consectetur a

Lorem ipsum dolor sit amet, conseq	60 cm
Consectetur adipiscing elit, 7 Stk / m ²	
Aenean commodo ligula eget	1,7 tlm / m ²
Lore ipsum	C20/25 ca. 58 – 88 Liter / m ² *)

POROTHERM EZ 46/17

Lorem ipsum dolor sit amet, conseq	60 cm
Consectetur adipiscing elit, 7 Stk / m ²	
Aenean commodo ligula eget	1,7 tlm / m ²
Lore ipsum	C20/25 ca. 58 – 88 Liter / m ² *)

POROTHERM EZ 45/21

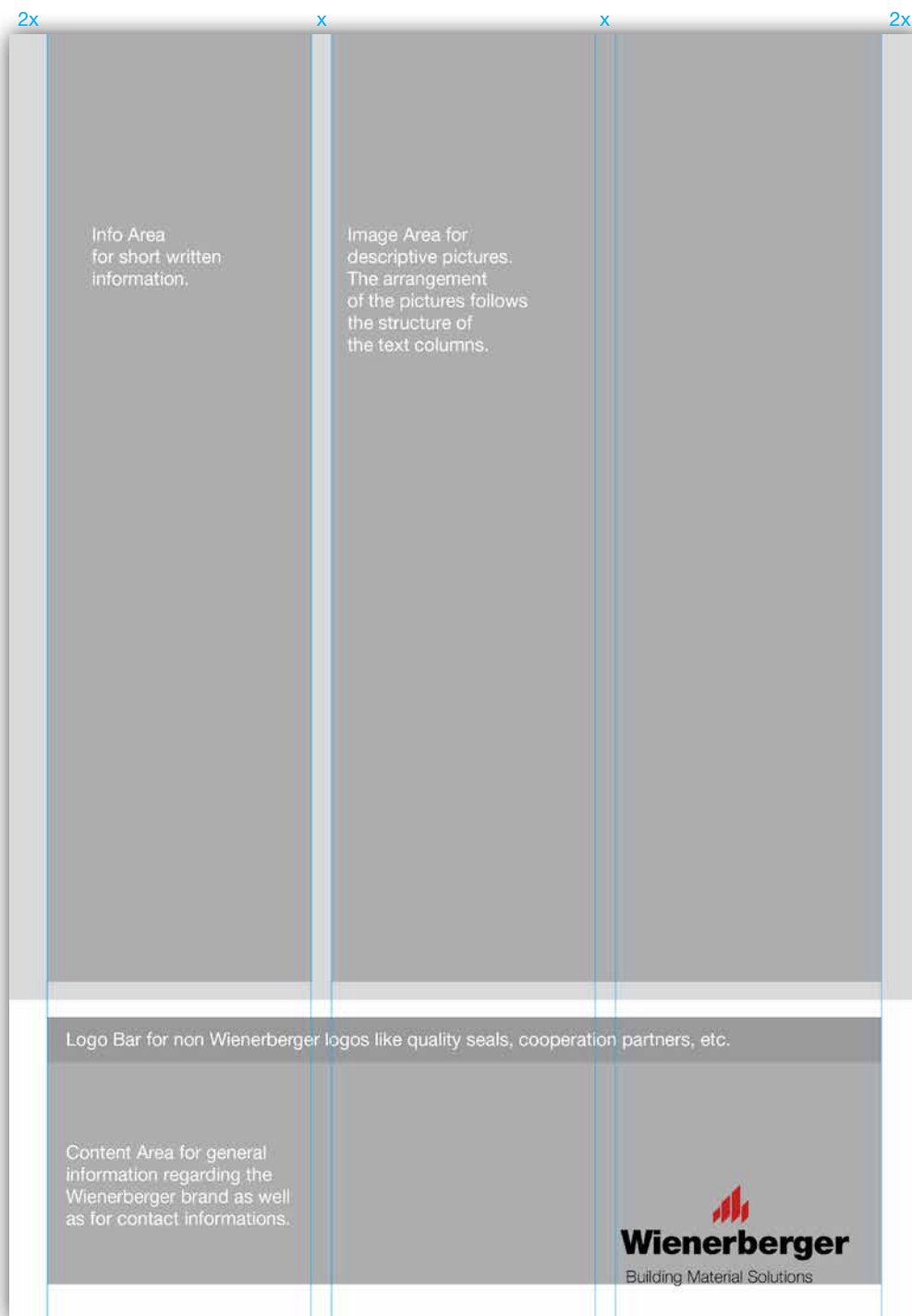
Lorem ipsum dolor sit amet, conseq	60 cm
Consectetur adipiscing elit, 7 Stk / m ²	
Aenean commodo ligula eget	1,7 tlm / m ²
Lore ipsum	C20/25 ca. 58 – 88 Liter / m ² *)

* Die Verarbeitung von POROTHERM Dämm- und Porengeräten erfolgt nur durch den geschulten Baustellenarbeiter.
*) Aufwendig, beigetrocknetes Loh - 1,8 cm Ball-Gips (ca. 0,05-0,12 cm) auf beiden Seiten (ca. 0,05-0,12 cm) auf beiden Seiten - ungeschult.

Wienerberger
Building Material Solutions

Basic Structure

Back Page



Spacing of margins and columns: see page 52

Layout example

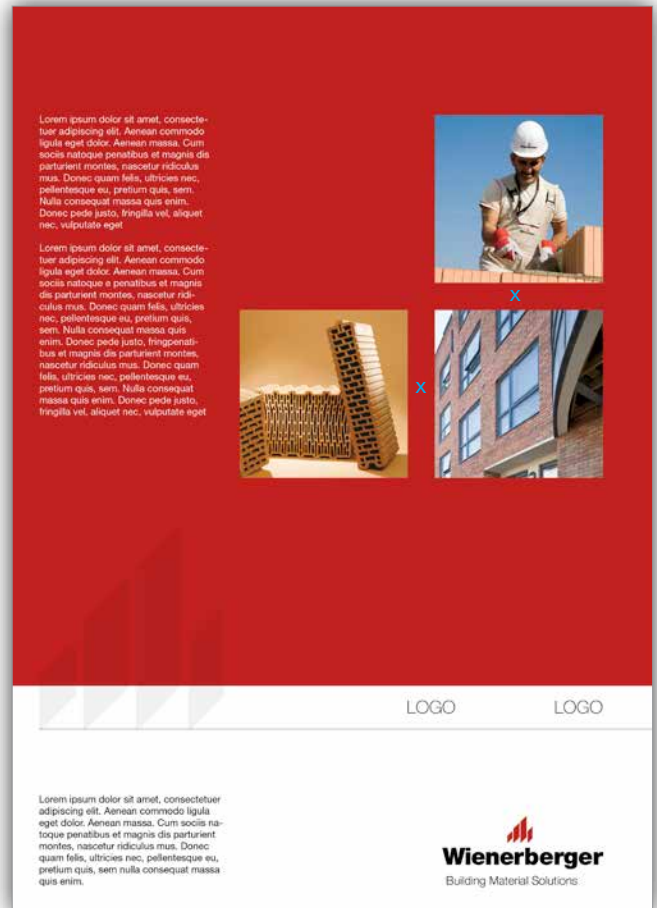
Logo size:

The logo has the same size as the logo on the cover (see page 42).

Basic Structure

Back Page

'Flame'
10% black



Layout examples

Image size:

The width can be one or two columns, while the height is changeable. The arrangement of the pictures follows the structure of the text columns.

Adverts & Posters

Basic Structure



Basic structure see page 42.

Space for information:

Beneath the main image is an area for written and pictorial information where headlines, copy, or up to 4 pictures can be placed. The following pages show some examples of how to use this area.

! The sizes of the different kinds of typeface (headline, subtitle, copy) should be adjusted to suit one another (see page 32).

Adverts Examples

Image adverts focus on emotions but can also incorporate product pictures in the content area.

Product adverts focus on materials and building products. Additional informative images can be included in the content area.



Headline exceptions:

If headlines are made illegible by a picture you can put them in the content area instead, even if small info pics are used there.

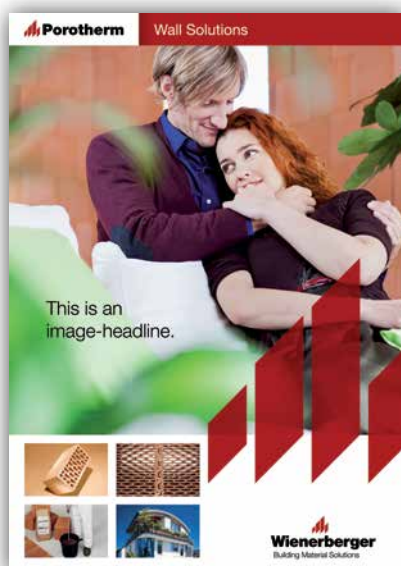


Poster Image

Examples



Image posters focus on emotions but can also incorporate product pictures and written information in the content area.



Poster Product

Examples



Product posters focus on materials and building products. Additional info pics and written information can be included in the content area.



Job Advertisement

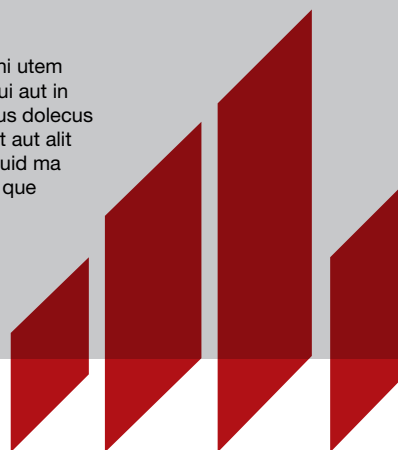
Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem ent di re, comnihi lignitis eumqui aut in cupturem consed

Lab Assistant (f/m)

Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem ent di re, comnihi lignitis eumqui aut in cupturem consed utem iunt magnis quam volut maximus dolecus qui saperi omnita vendipi endanduciet ea ipic te parciist aut alit lacernat offic tem net quiaRum sed molorit que consequid ma denimagnat libus evelece sciatibus eum doluptio. Nam que

Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem ent di re, comnihi lignitis eumqui aut in cupturem consed utem iunt magnis quam volut maximus dolecu.

The listed Wienerberger AG is Austria's global player in the building materials industry. With 220 production plants in 30 countries, Wienerberger is the largest producer of wall and ceiling tiles in the world.



Wienerberger
Building Material Solutions

light grey

Pantone 428 C

CMYK: 00 cyan / 00 magenta / 00 yellow / 25 schwarz

RAL 7035

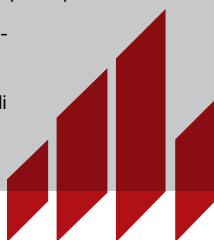
RGB: R236 G237 B237

Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem

Lab Assistant (f/m)

Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem ent di re, comnihi lignitis eumqui aut in cupturem consed utem iunt magnis quam volut maximus dolecus qui saperi omnita vendipi endanduciet ea ipic te parciist aut.

Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem ent di re, comnihi lignitis.



Wienerberger
Building Material Solutions

Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem.

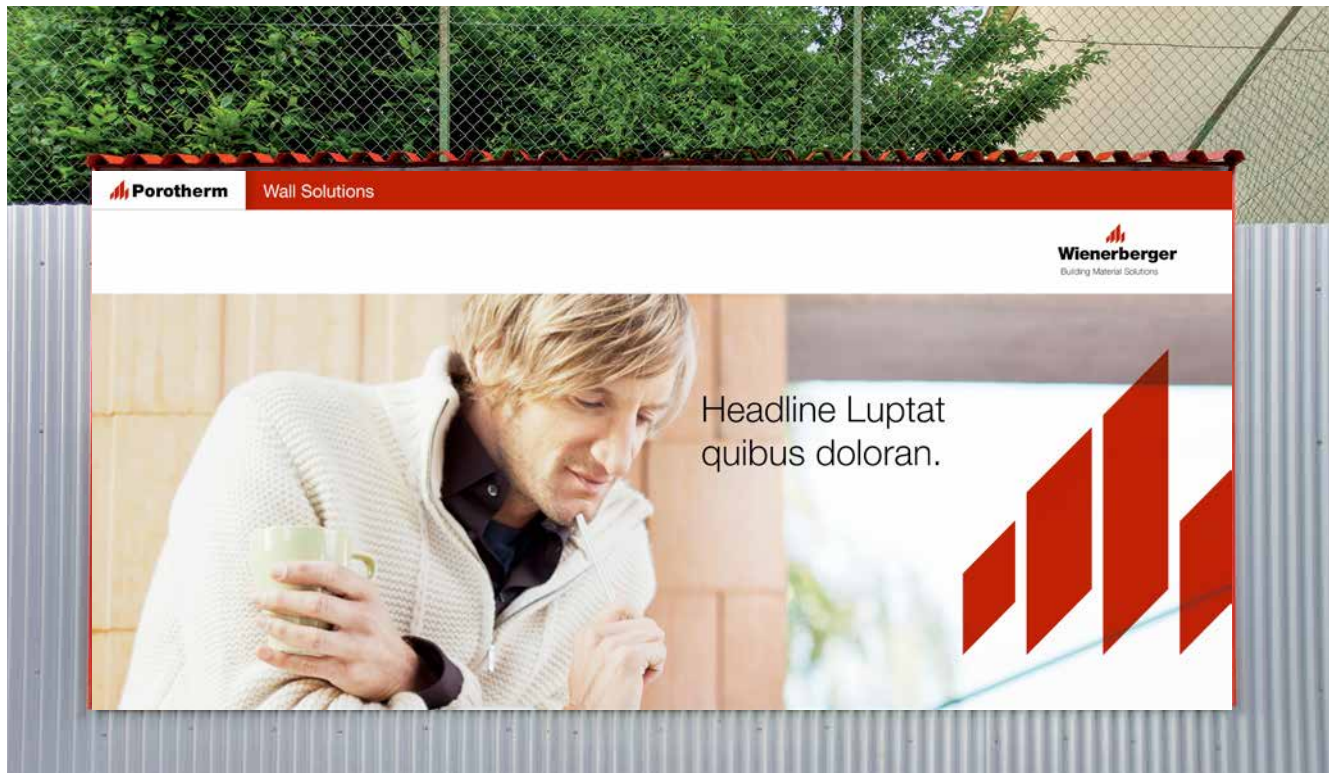
Lab Assistant (f/m)

Aperum unte se que volorum qui dis acidestibus pedigni utem venis parios ea volutem ent di re, comnihi lignitis eumqui aut in.

Wienerberger

Billboard

On billboards, in order to improve visibility, the white bar containing the Wienerberger logo is also placed at the top.

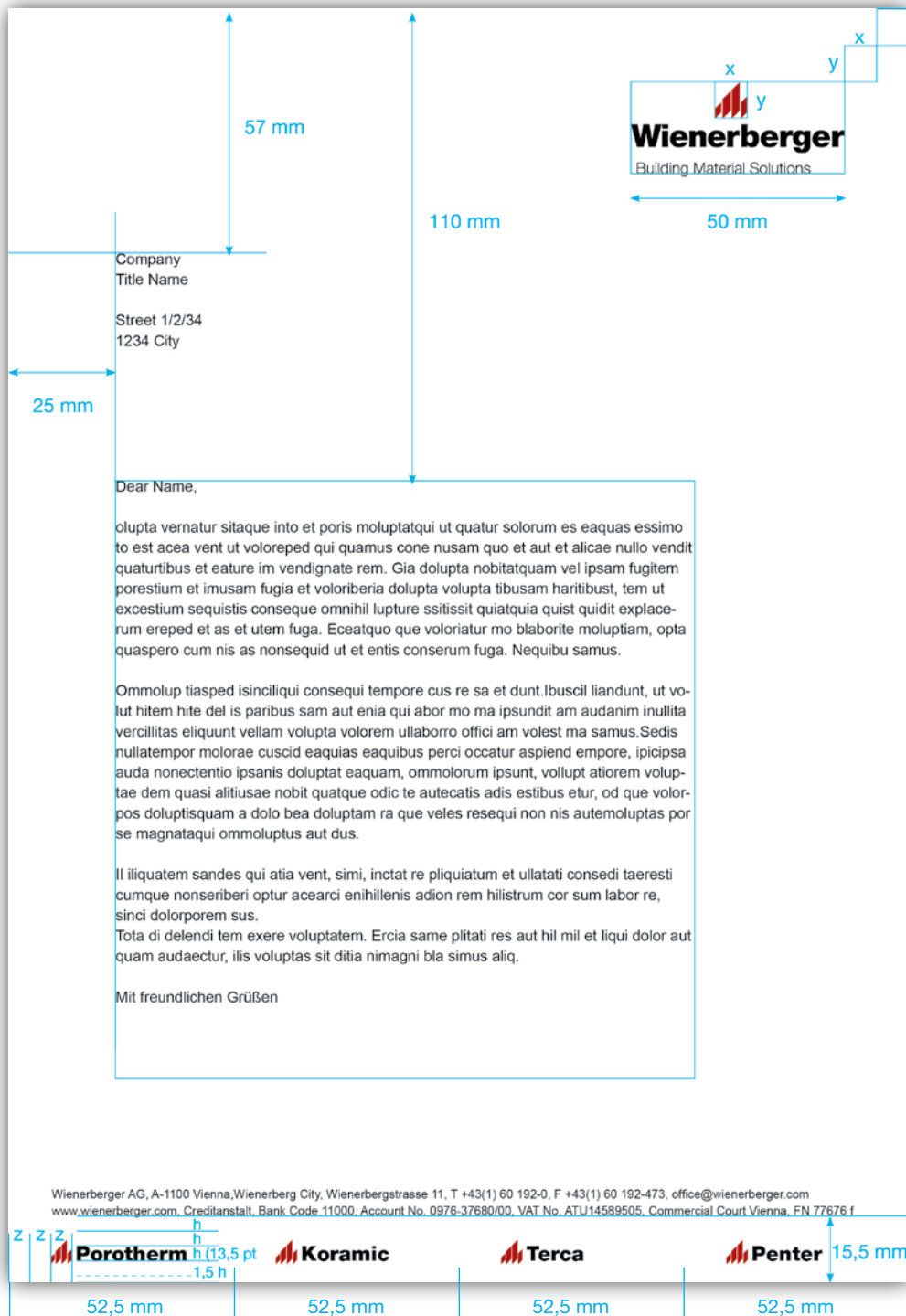




Office Uses



Stationery



Font size content & adress block:

Arial 10pt
line space 13.5pt

Font size footer:

Arial 8pt
line space 11pt

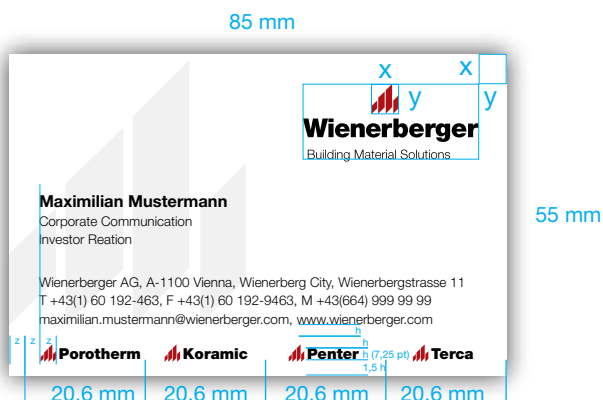
Stationery with different numbers of assortment brands.

Stationery

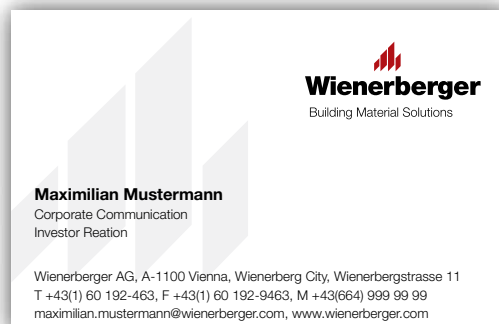


Stationery

Business Cards



Business card front side

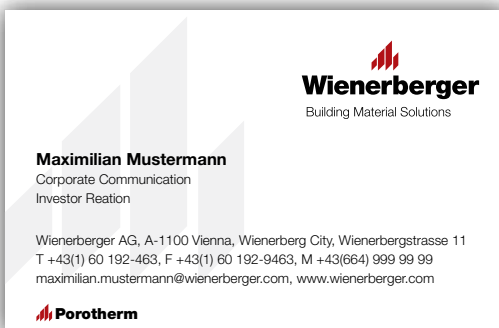
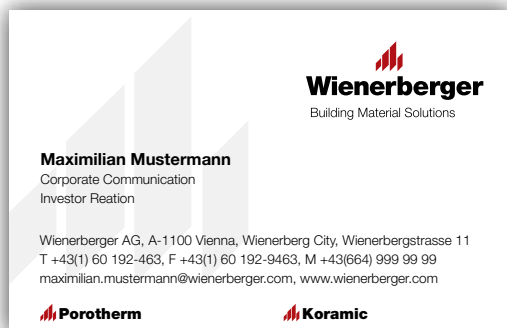
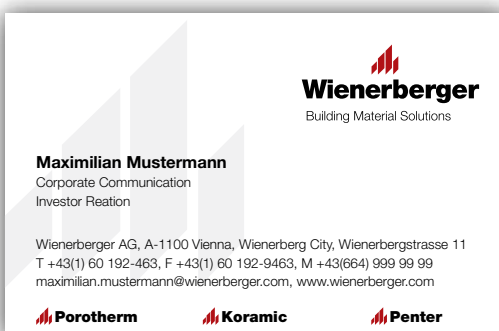
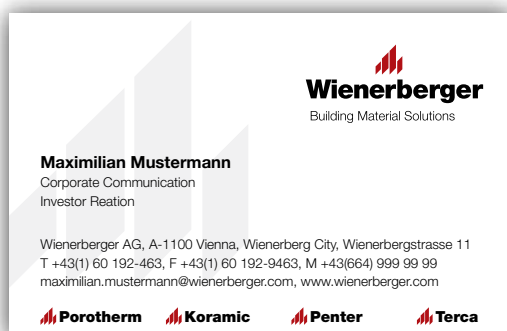


Business card front side

Font:

Name: Helvetica Neue Bold 8pt

Position and Information: Helvetica Neue Light 6,5pt

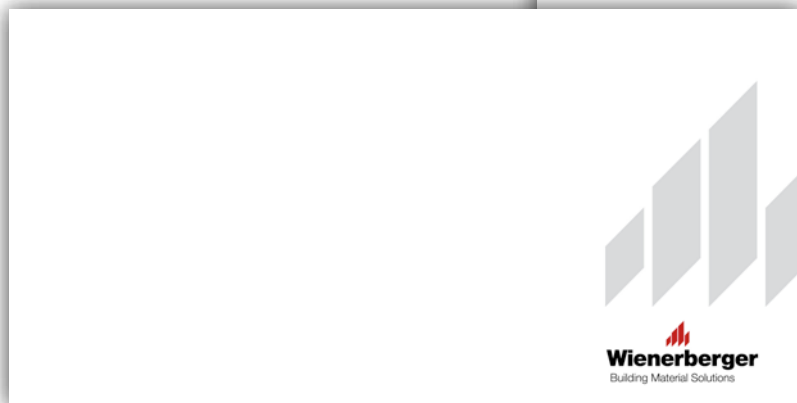


Business cards with different numbers of assortment brands.

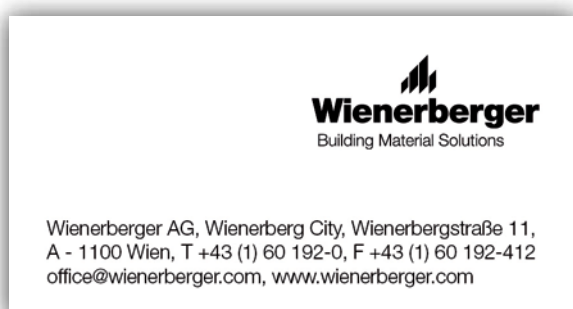
Stationery

Compliment Card, Envelope, Stamp

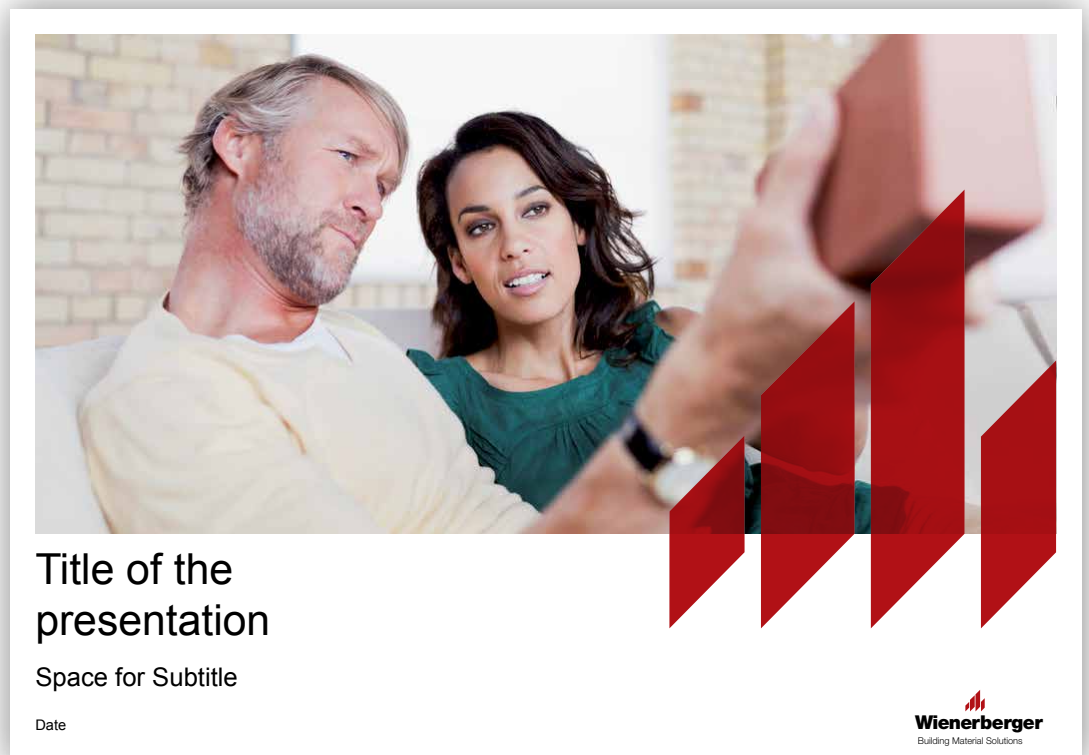
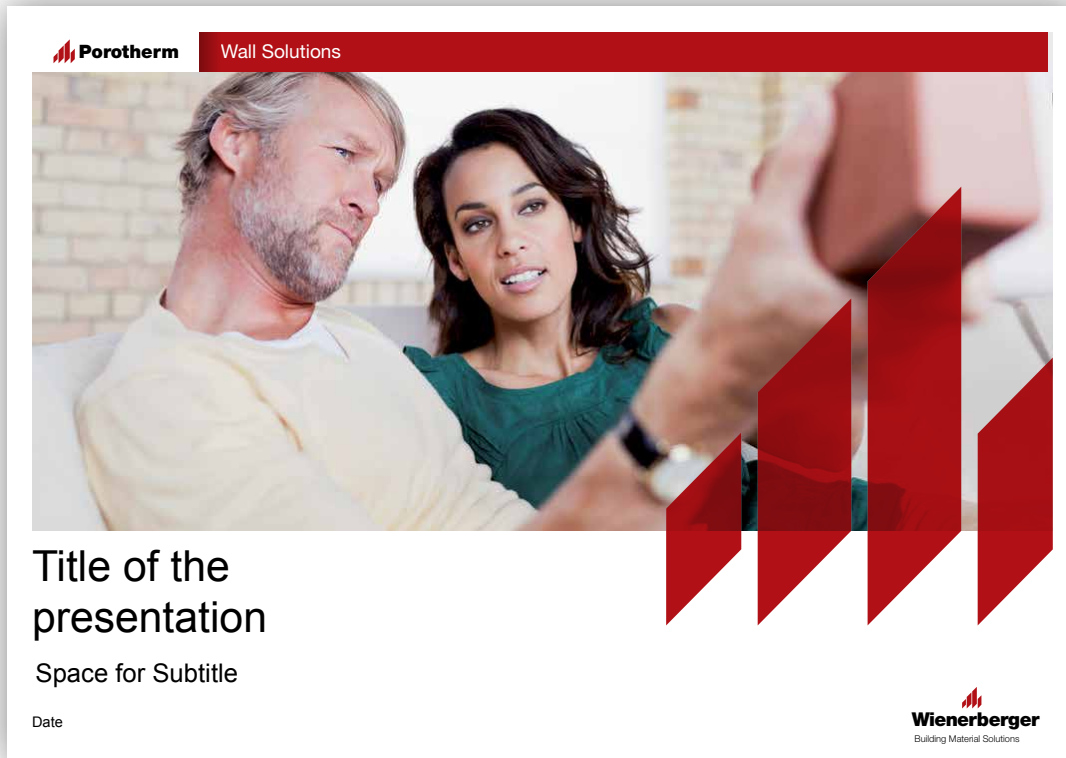
The flame on the compliment card is either printed in Wienerberger grey or embossed to create a more exclusive look.



The flame on the back of the envelope can be left off.



PowerPoint





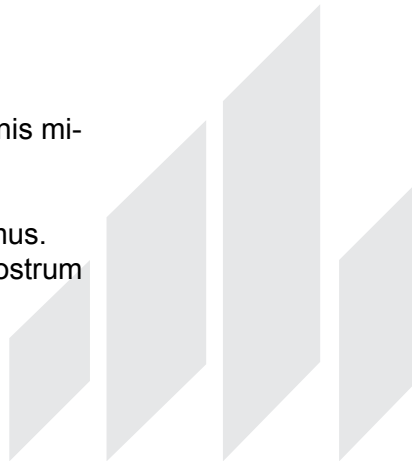
Wall Solutions

Headline single-spaced.

Labori doloren diciist, solior maxim quia venis milique volorem imus sunt eicat.



Hendam, vendae. Ut et aut velicimus.
Iberore doluptatis vid est, to ommostrum



Date – Title of the presentation, Subtitle



Headline single-spaced or double-spaced.

Labori doloren diciist, solior maxim quia venis milique volorem imus sunt eicat.

Hendam, vendaeet aut velicimu:

- ore doluptatis vid est, to ommostrum
- ncium et dolupta tiiscipsam qu

odige ndaerrum vel ipietuloren diciist, solior maxim quia venis milique volorem imus sunt r re parum rectotate optatem.

Date – Title of the presentation, Subtitle





Digital Look



Basics

Typography

As a fallback default rule, please set the following order in your stylesheet: **Helvetica, Verdana, Arial, sans-serif**. You can vary your font sizes, depending on the need of your application. Please keep good readability in mind.

Use this CSS Rules:

H1: font-family: Helvetica, font-size: 18px, font-weight: normal;
 H2: font-family: Helvetica, font-size: 14px, font-weight: normal;
 p: font-family: Helvetica, font-size: 12px, font-weight: normal;

H1 Header**H1 Header****H2 Header****H2 Header**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Hyperlinks

Colour: Red (#b2292e)

Rollover: Underlined

Visited or marked: stay Red (#b2292e)

Menu bullet points & text-based menu items
 are underlined at rollover.

Logo and Descriptor

In digital media both the logo and the flame are to be used purposely.

For logos under the size of 150px the descriptor must not be visible.



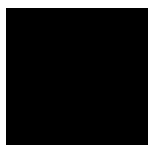
Assortment Brand

The assortment brand has the same cap height as the Wienerberger logo.



Colours

For further colours see the details on page 28.
 Please use white as standard background colour only.



black

HEX: #000000



red

HEX: #b2292e



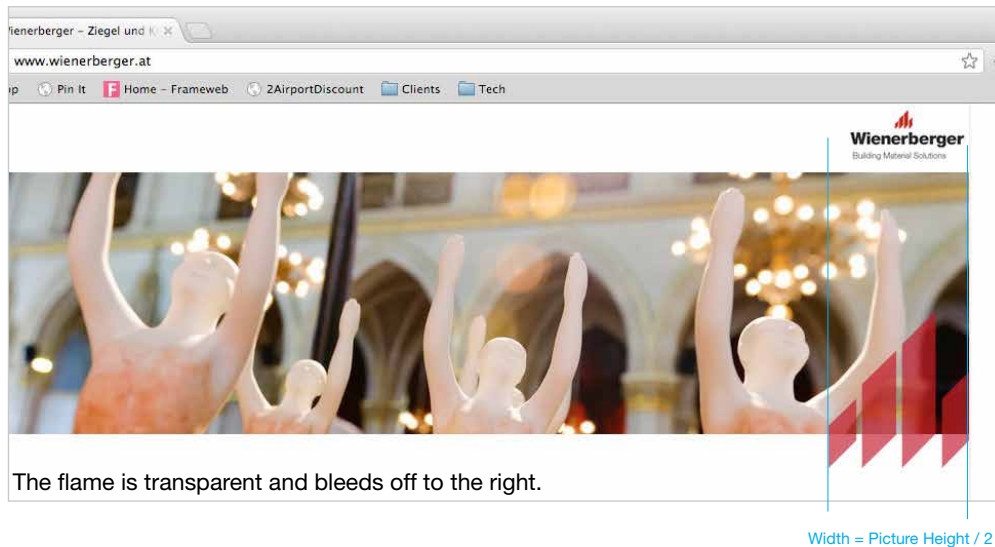
medium grey

HEX: #9c9e9f

Basics

Flame & Icons

Header Images



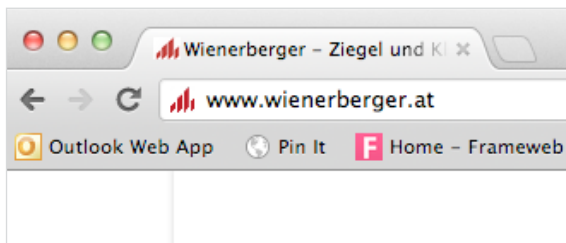
The flame is to be integrated in the header of all main and welcome pages.

Mobile sites should be implemented using a long raster. Incorporate the flame on headers, welcome and chapter pages but not in subsites.

Use the raster without upper image and flame for subsites.

Icons and Buttons

Use the flame as favicon.



Don't use the big flame twice on one screen.



Proposed buttons and icons.



Buttons and icons of any kind must incorporate the flame only, with no descriptor or the usage of the full logo.

Always refer to the relevant standards and choose the best quality.

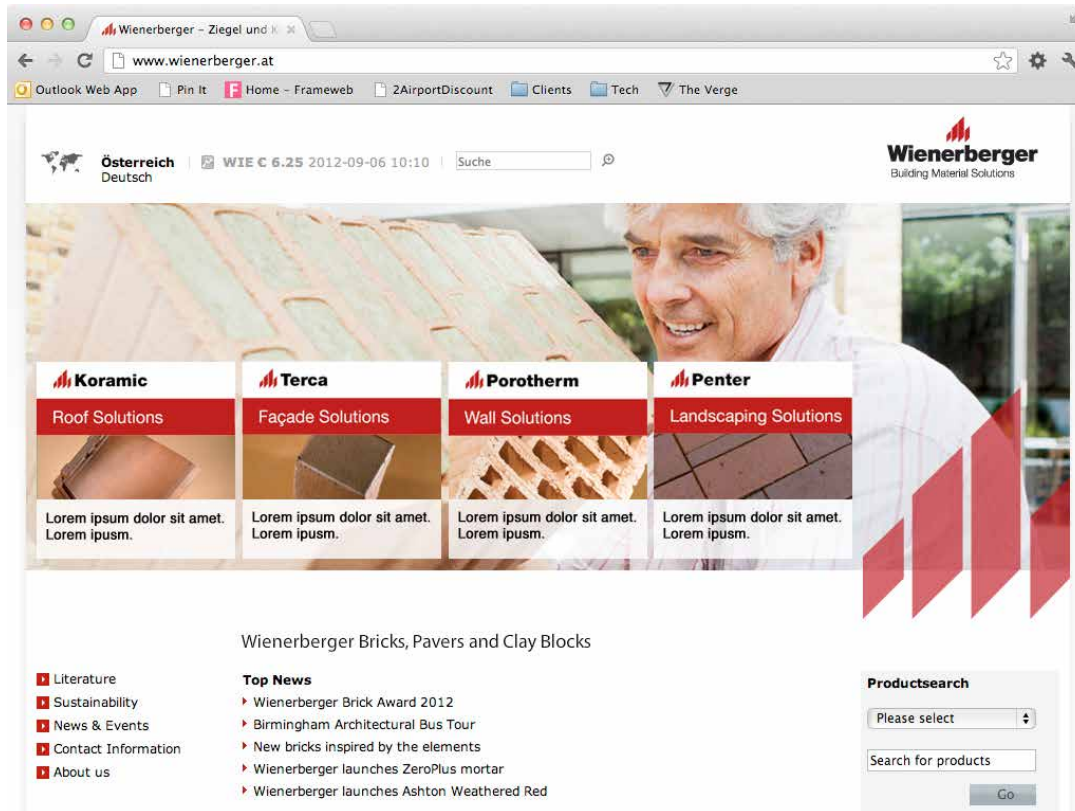
Please always keep in mind the right height for touchable icons and links.

! A set of icons and images can be found in the digital section on

<http://marketingdatabase.wienerberger.net>

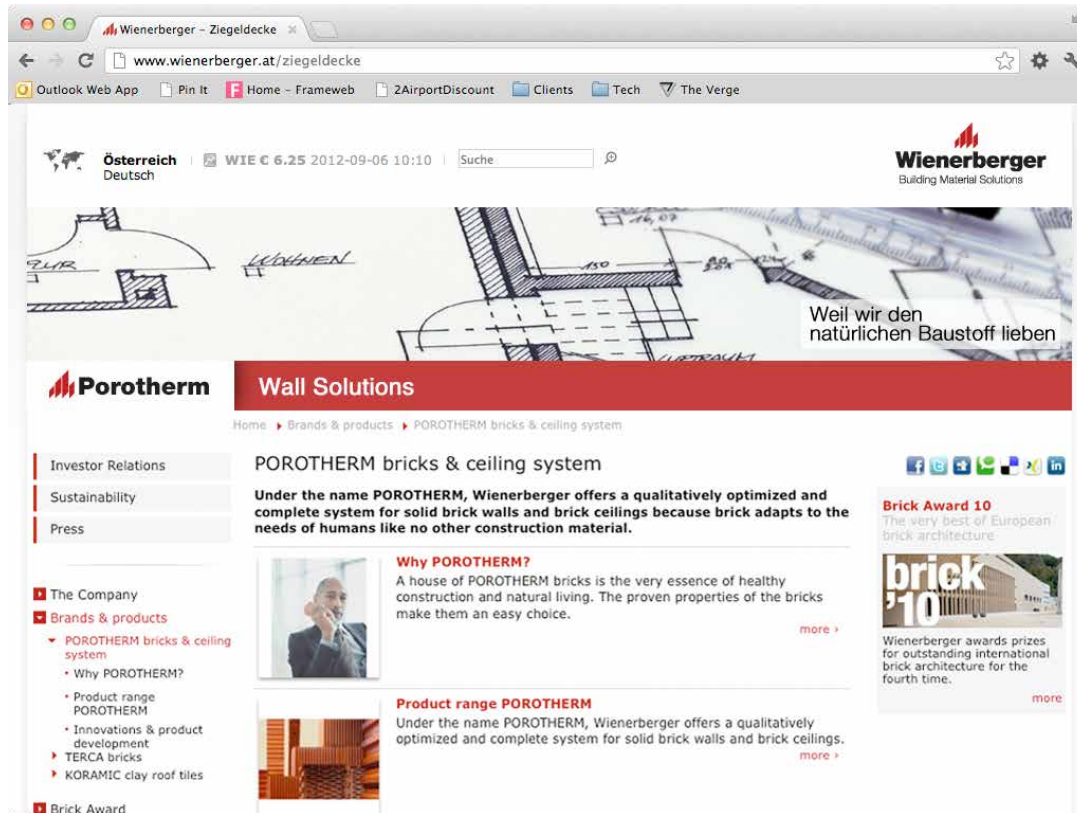
Web

Main Page



! Please keep the file size in mind, while maintaining a good image quality.


Content Page



Mail

First Name Surname
Position

Wienerberger AG
A-1100 Wien, Wienerberg City, Wienerbergstraße 11
T +43 (1) 123 456 - 789
F +43 (1) 123 456 - 789
firstname.surname@wienerberger.com
www.wienerberger.com

 Legal form | Rechtsform: Aktiengesellschaft | Registered office | Sitz: Vienna | Wien | Commercial Court Vienna
Handelsgericht Wien, FN 77676f

This e-mail may contain confidential and/or privileged information. If you are not the intended recipient (or have received this e-mail in error) please notify the sender immediately and destroy this e-mail. Any unauthorised copying, disclosure or distribution of the material in this e-mail is strictly forbidden.

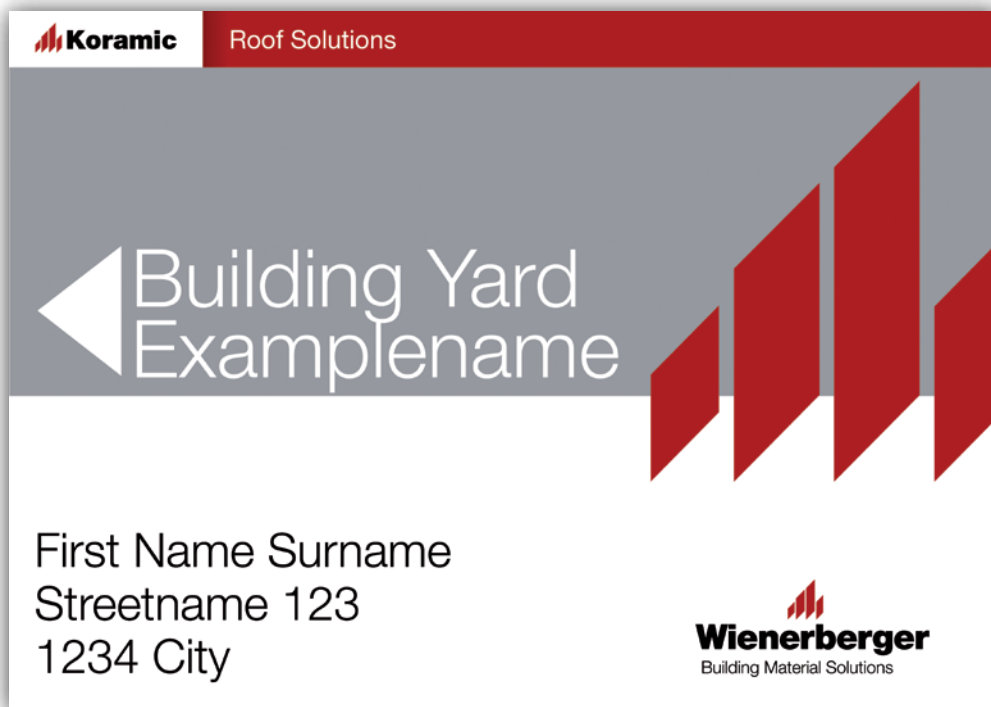
Set up HTML tag signatures. Include the corporate logo and the full company information into the footer.

Special
Application



Signs

Outdoor sign for building site entrances.

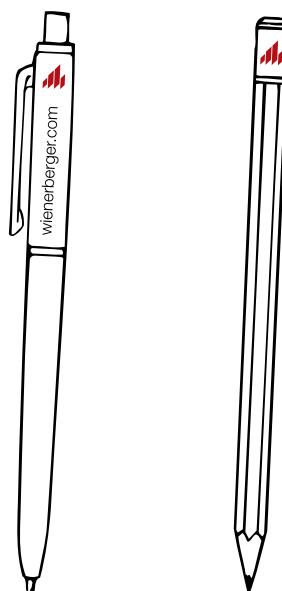


Indoor sign for office buildings.



Incentives

On merchandise the logo is used either with or without descriptor, or the flame is used on its own, depending on technical feasibility. Whatever the case, please ensure that the elements you use are shown as clearly as possible.



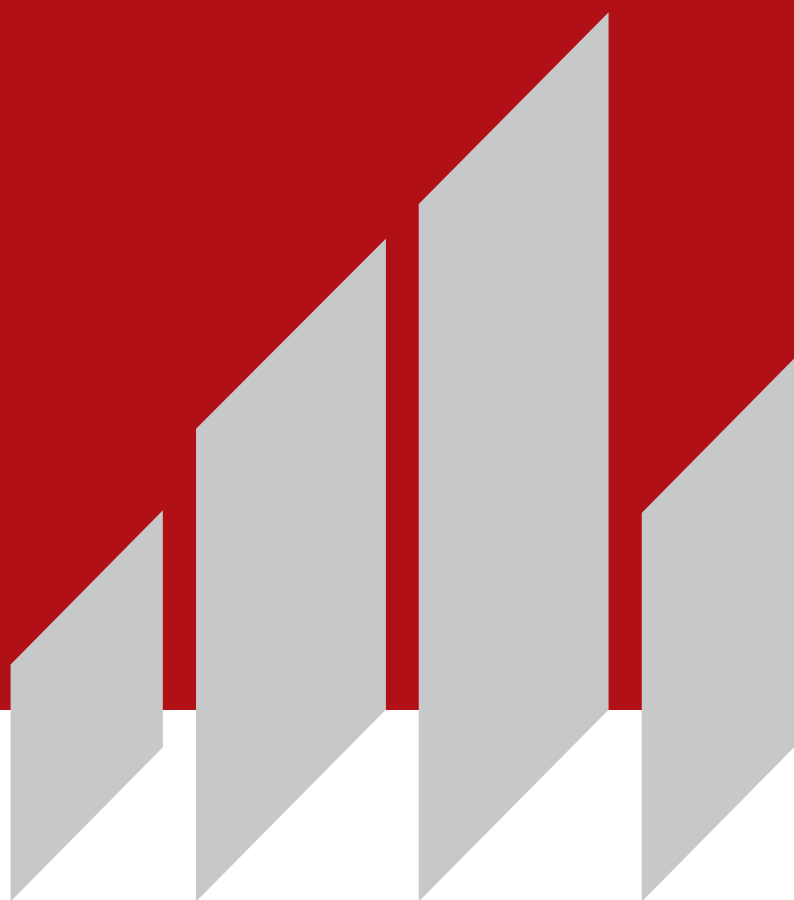
Flags & Roll ups

In extreme upright formats such as flags and roll-ups, choose a design that ensures that Wienerberger is always perceived to be the host brand.



Lorry





Responsible for the content:
Wienerberger AG, International Marketing-Communications
A-1100 Wien, Wienerberg City, Wienerbergstraße 11


Wienerberger
Building Material Solutions