The Look 1.3
Corporate Design is the visualisation of character.
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
Brand Architecture*

* 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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*) Guidelines will be developed in a separate project with International Marketing Communications
Modules
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.
**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](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
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.
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.

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.
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 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](http://marketingdatabase.wienerberger.net)
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

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

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.
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.

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%.

In very narrow uses the application level is located below the assortment brand and can be multiline.
Integration of Wienerberger in other companies of the group. (example: Semmelrock)
Co-branding of Wienerberger with a further brand (example: Tondach)
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
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

<table>
<thead>
<tr>
<th>Colour</th>
<th>Pantone Number</th>
<th>CMYK Values</th>
<th>RGB Values</th>
<th>HEX Value</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>black</strong></td>
<td>9005</td>
<td>00 cyan / 00 magenta / 00 yellow / 100 black</td>
<td>R0 G0 B0</td>
<td>#000000</td>
</tr>
<tr>
<td><strong>red</strong></td>
<td>1805</td>
<td>00 cyan / 100 magenta / 100 yellow / 30 black</td>
<td>R156 G158 B159</td>
<td>#b292e</td>
</tr>
<tr>
<td><strong>medium grey</strong></td>
<td>430 C</td>
<td>00 cyan / 00 magenta / 00 yellow / 50 black</td>
<td>R156 G158 B159</td>
<td>#9c9e9f</td>
</tr>
<tr>
<td><strong>light grey</strong></td>
<td>428 C</td>
<td>00 cyan / 00 magenta / 00 yellow / 25 black</td>
<td>R236 G237 B237</td>
<td>#eced</td>
</tr>
</tbody>
</table>
## Accent Colours

### Secondary colour climate

<table>
<thead>
<tr>
<th>100 %</th>
<th>50 %</th>
<th>25 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="Dark red" /></td>
<td><img src="#" alt="ochre" /></td>
<td><img src="#" alt="beige" /></td>
</tr>
</tbody>
</table>

- **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

<table>
<thead>
<tr>
<th>100 %</th>
<th>50 %</th>
<th>25 %</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="#" alt="green 1" /></td>
<td><img src="#" alt="green 2" /></td>
<td><img src="#" alt="green 3" /></td>
</tr>
</tbody>
</table>

- **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: #4c700

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


Headline Lorem ipsum dolor sit amet, consectetuer adipiscing elit.

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, consectetuer adipiscing elit.

Body text: Helvetica New Roman
Recommended size 9 pt, line spacing 12 pt


Typography
Professional Communication

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

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 fugiatl blaturitis venia volessequia vo
- lupti orlatia noneste mperum a si doles ius rerfer
- imenis atiam fugiatl blaturitis

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


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


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


Exceptions (e.g. annual- and sustainability reports) must be coordinated and agreed with International Marketing Communications.

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

Arial regular
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#$%&/()=?

Arial bold
abcdefgijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !"#$%&/()=?


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

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

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

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

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 n

Narrower or wider font spacing is not permitted.


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

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

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

Lorem ipsum dolor sit amet, adipiscing elit. Aenean commodo

Lorem ipsum dolor sit amet, adipiscing elit.
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.
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)
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 cliched situations. No unnatural gestures in staged scenarios.
Products, materials or architecture are positioned sophisticationally 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.
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)

2. 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.

3. Flame:
Its width is 50% of the shorter format side.
Transparency:
The flame is transparent (multiplied by 100% in InDesign), 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.

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

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.
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).
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 InDesign), 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.
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.
Folder

Intro
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.
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.
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.
The composition grid for the A5 and A3 formats are three-columned 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

Back Page

Spacing of margins and columns: see page 52

Logo size:
The logo has the same size as the logo on the cover (see page 42).
Basic Structure

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.
Forms of Communication

Basic Structure

Adverts & Posters

This is an image-headline.

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, subline, copy) should be adjusted to suit one another (see page 32).
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.
Image posters focus on emotions but can also incorporate product pictures and written information in the content area.
Product posters focus on materials and building products. Additional info pics and written information can be included in the content area.
Building Material Solutions

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.

Lab Assistant (f/m)

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.

Lab Assistant (f/m)

Pantone 428 C
CMYK: 00 cyan / 00 magenta / 00 yellow / 25 schwarz
RAL 7035
RGB: R236 G237 B237
On billboards, in order to improve visibility, the white bar containing the Wienerberger logo is also placed at the top.
Office Uses
Stationery with different numbers of assortment brands.
Office Uses

Stationery with different numbers of assortment brands.
Stationery
Business Cards

Font:
Name: Helvetica Neue Bold 8pt
Position and Information: Helvetica Neue Light 6,5pt

Business cards with different numbers of assortment brands.
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.
The sizes of the different kinds of typeface (headline, subline, copy) should be adjusted to suit one another (see page 34).
Headline single-spaced.

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

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

Headline single-spaced or double-spaced.

Labori doloren diciist, solorior 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, solorior maxim quia venis milique volorem imus sunt re parum recto-
tate optatem.
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;
p: font-family: Helvetica, font-size: 12px, font-weight: normal;

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.

<table>
<thead>
<tr>
<th>Colour</th>
<th>HEX</th>
</tr>
</thead>
<tbody>
<tr>
<td>black</td>
<td>#000000</td>
</tr>
<tr>
<td>red</td>
<td>#b2292e</td>
</tr>
<tr>
<td>medium grey</td>
<td>#9c9e9f</td>
</tr>
</tbody>
</table>
Basics

Flame & Icons

Header Images

The flame is transparent and bleeds off to the right.

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
Main Page

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

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

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.
Special Application
Outdoor sign for building site entrances.

Indoor sign for office buildings.
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.
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.