

*Pure Freude
an Wasser*



GROHE

STYLEGUIDE 2016

STYLEGUIDE

INTRODUCTION

There's more to corporate design than meets the eye.
It involves much more than just making a company look good.

A unique look and feel helps to set a company apart from its competitors.
It provides people with orientation. It also enables people to develop an emotional connection, making the company more accessible and less anonymous.

Corporate design also establishes a favorable and lasting image of the brand in the mind of the customer. This association promotes brand recognition and tells the customer what they can expect. It benefits the awareness, reputation and image of the company.

With the new GROHE corporate design we want to achieve consistency throughout all media as well as a clear design language and brand appearance. The result will be a clear differentiation from the competition.

This styleguide will be constantly updated.
Please make sure to use the current version, which can be downloaded from:
Intranet/Marketing & Sales/GROHE Brand

October 2016

GROHE
BRAND

GROHE is a global brand dedicated to providing innovative water products that delight our customers and exceed their expectations. We have a rich tradition of creating market-leading products and we have expanded our core competencies by acquiring the skills and experience of innovative enterprises over many years.

As the world's leading provider of sanitary fittings we offer solutions for every aspect of the bathroom and the kitchen, all from a single, reliable source. Above all, we are passionate about water – using it with intelligence, conserving it without compromise and creating an emotional connection in the hearts of our customers to ensure “Pure Freude an Wasser”.

CORE VALUES

QUALITY / TECHNOLOGY / DESIGN / SUSTAINABILITY

Pure Freude
an Wasser

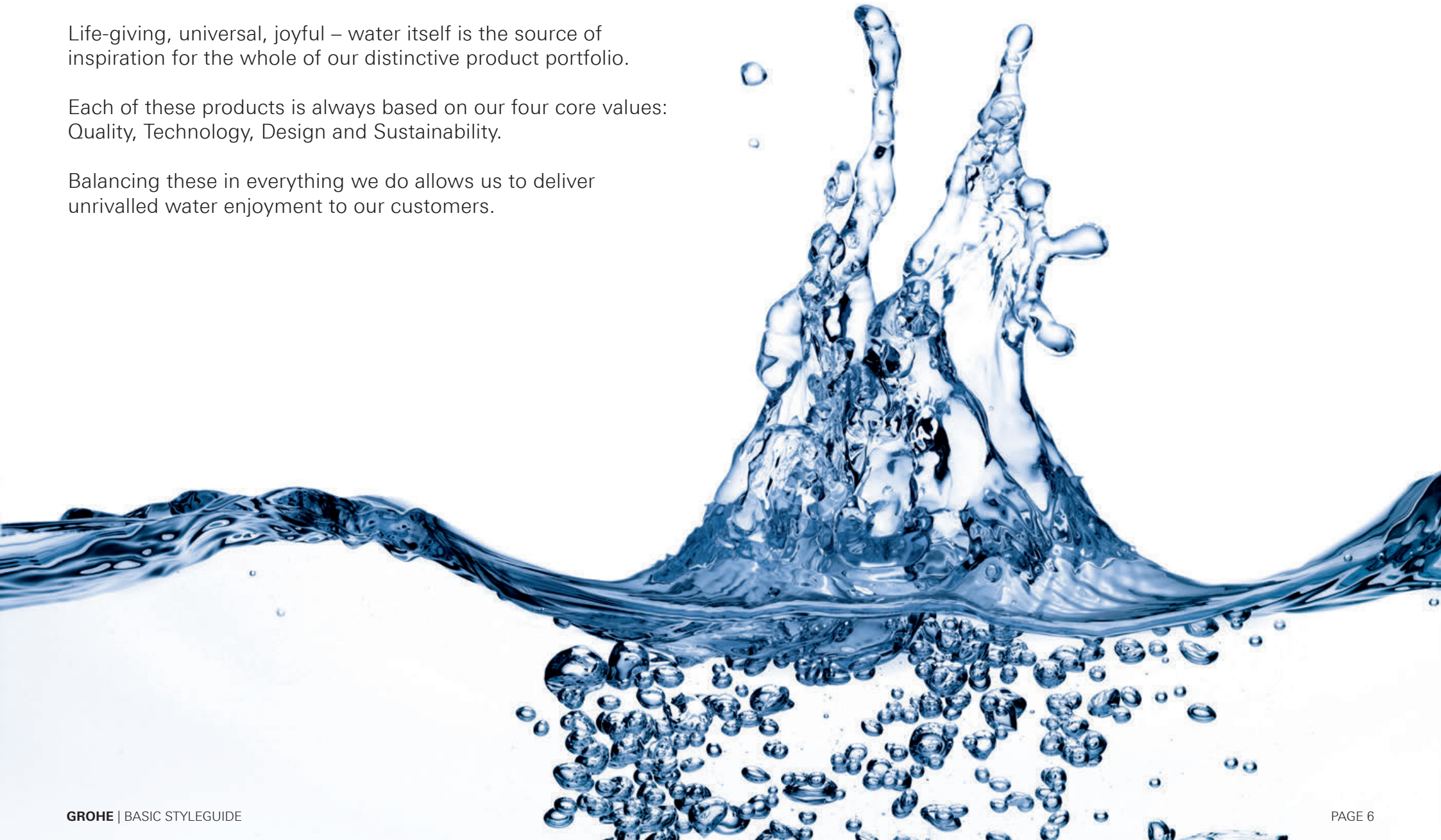
GROHE

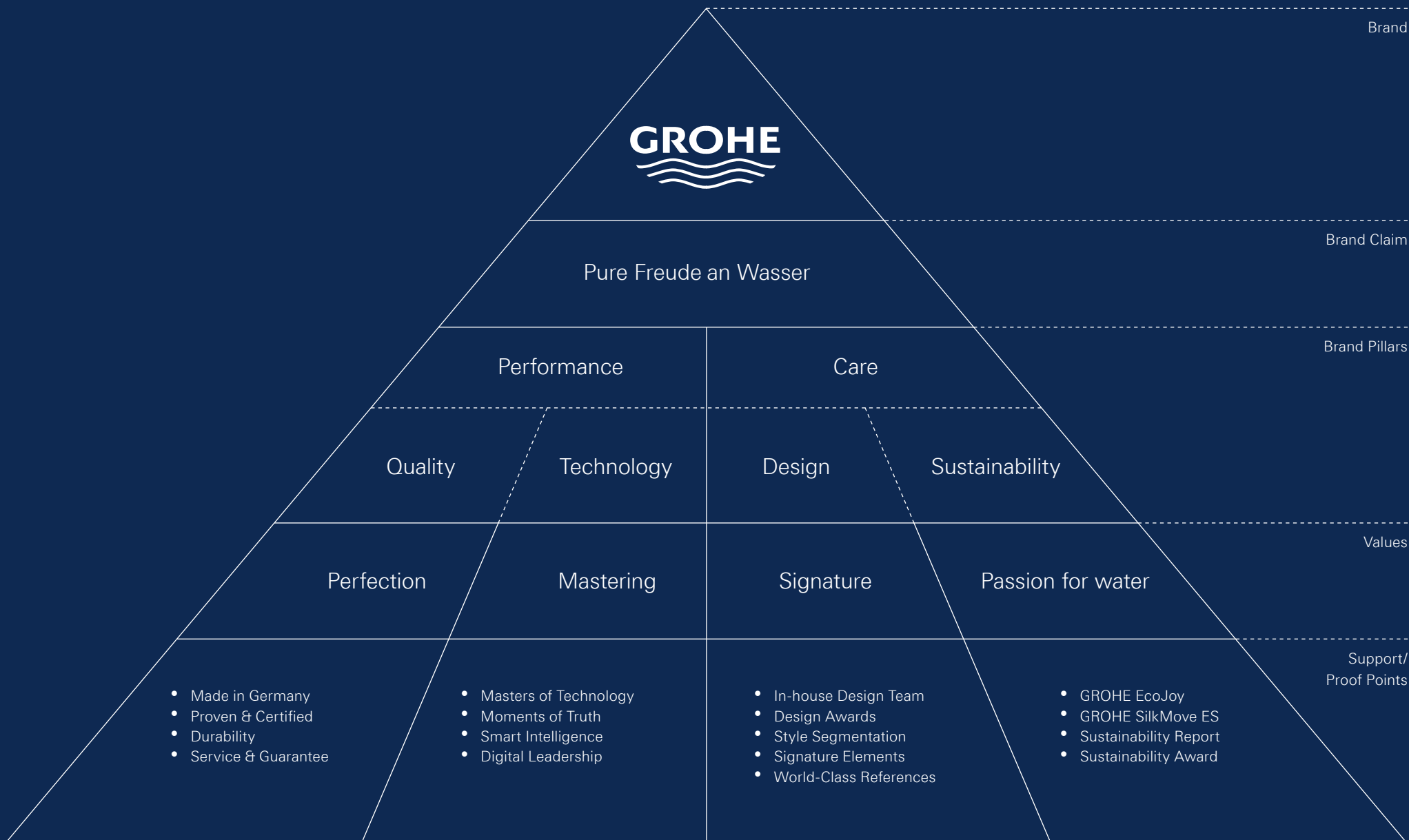
PURE FREUDE AN WASSER

Life-giving, universal, joyful – water itself is the source of inspiration for the whole of our distinctive product portfolio.

Each of these products is always based on our four core values: Quality, Technology, Design and Sustainability.

Balancing these in everything we do allows us to deliver unrivalled water enjoyment to our customers.





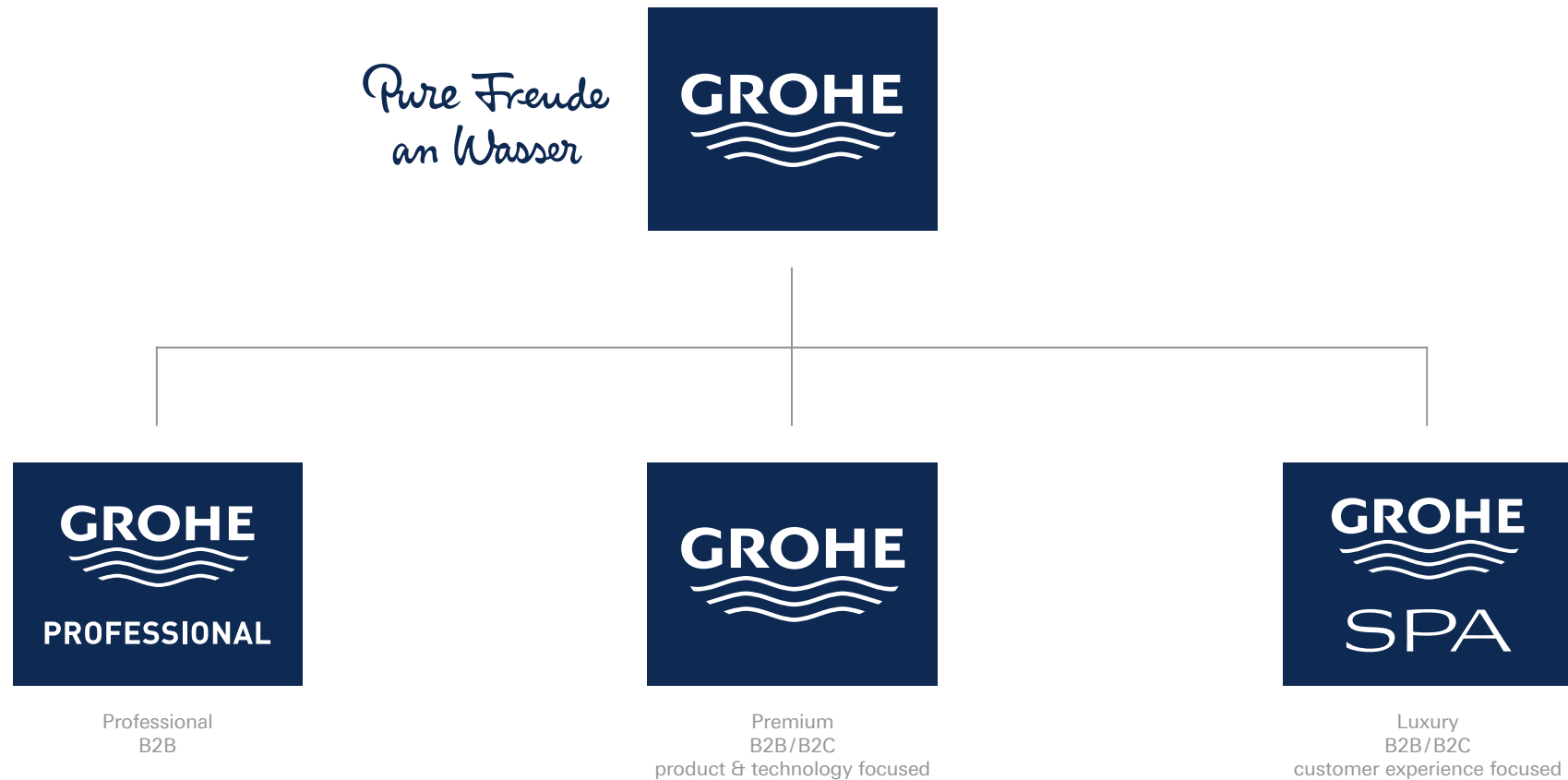
BASIC ELEMENTS

BASIC ELEMENTS

01. LOGO

LOGO

BRAND ARCHITECTURE



Work Smarter. GROHE Professional is a range of expert solutions comprising products (sanitary systems, concealed water fittings, special fittings, connections, safety devices), special training courses, planning support and services to assist the professional installer in providing efficiency in their day-to-day work.

Pure Freude an Wasser. A strong brand is the most important asset of any company, and we can be more than proud of the GROHE brand. GROHE is the largest single brand world wide in the sanitary fittings industry and we enjoy the highest level of trust and loyalty among our many long-term professional partners around the world.

Home is where my GROHE SPA® is. GROHE SPA® combines luxury design collections with extensive range depth and functionality for all points of interaction in the bathroom. This variety and innovation gives the freedom to individually tailor and create a unique bathroom experience.

LOGO

LOGO WITH STRAPLINE

There are two logo versions:

1. Logo with strapline (page 11)
2. Logo without strapline (page 12)

The use of these three logo versions is clearly defined and the rules have to be adhered to.

The logo with strapline is to be used preferably. It appears in all communication material (e.g. print ads, brochures, OOH, website), at the point of sale as well as at trade fairs.

The preferable position of the strap-line is to the left of the logo. In order to ensure a clear and consistent appearance of the brand GROHE, other positions for the strapline should be used only in exceptional cases.

Exceptions:

On websites, the strapline is positioned to the right of the logo in order to meet digital requirements.

In extreme portrait formats, the strap-line is positioned below the logo in order to achieve the biggest possible logo size.



File names

CMYK	ZZH_LOGO_STRAPL2LL_4C_000_01.eps
Pantone	ZZH_LOGO_STRAPL2LL_PAN_000_01.eps
RGB	ZZH_LOGO_STRAPL2LL_RGB_000_01.eps



File names

CMYK	ZZH_LOGO_STRAPL2LR_4C_000_01.eps
Pantone	ZZH_LOGO_STRAPL2LR_PAN_000_01.eps
RGB	ZZH_LOGO_STRAPL2LR_RGB_000_01.eps



File names

CMYK	ZZH_LOGO_STRAPL2LB_4C_000_01.eps
Pantone	ZZH_LOGO_STRAPL2LB_PAN_000_01.eps
RGB	ZZH_LOGO_STRAPL2LB_RGB_000_01.eps



File names

CMYK	ZZH_LOGO_STRAPLW2LL_4C_000_01.eps
Pantone	ZZH_LOGO_STRAPLW2LL_PAN_000_01.eps
RGB	ZZH_LOGO_STRAPLW2LL_RGB_000_01.eps



File names

CMYK	ZZH_LOGO_STRAPLW2LR_4C_000_01.eps
Pantone	ZZH_LOGO_STRAPLW2LR_PAN_000_01.eps
RGB	ZZH_LOGO_STRAPLW2LR_RGB_000_01.eps



File names

CMYK	ZZH_LOGO_STRAPLW2LB_4C_000_01.eps
Pantone	ZZH_LOGO_STRAPLW2LB_PAN_000_01.eps
RGB	ZZH_LOGO_STRAPLW2LB_RGB_000_01.eps



File names

CMYK	ZZH_LOGO_STRAPLW2LL_4C_Z00_01.eps
Pantone	ZZH_LOGO_STRAPLW2LL_PAN_Z00_01.eps
RGB	ZZH_LOGO_STRAPLW2LL_RGB_Z00_01.eps



File names

CMYK	ZZH_LOGO_STRAPLW2LR_4C_Z00_01.eps
Pantone	ZZH_LOGO_STRAPLW2LR_PAN_Z00_01.eps
RGB	ZZH_LOGO_STRAPLW2LR_RGB_Z00_01.eps



File names

CMYK	ZZH_LOGO_STRAPLW2LB_4C_Z00_01.eps
Pantone	ZZH_LOGO_STRAPLW2LB_PAN_Z00_01.eps
RGB	ZZH_LOGO_STRAPLW2LB_RGB_Z00_01.eps

LOGO

LOGO WITHOUT STRAPLINE

The logo without strapline is to be used mainly for co-branding, i.e. in combination with and close to other logos.



File names	
CMYK	ZZH_LOGO_4C_000_01.eps
Pantone	ZZH_LOGO_PAN_000_01.eps
RGB	ZZH_LOGO_RGB_000_01.eps



File names	
CMYK	ZZH_LOGO_4C_Z00_01.eps
Pantone	ZZH_LOGO_PAN_Z00_01.eps
RGB	ZZH_LOGO_RGB_Z00_01.eps



File names	
CMYK	ZZH_LOGO_GROHE_SPA_4C_000_01.eps
Pantone	ZZH_LOGO_GROHE_SPA_PAN_000_01.eps
RGB	ZZH_LOGO_GROHE_SPA_RGB_000_01.eps



File names	
CMYK	ZZH_LOGO_GROHE_SPA_4C_Z00_01.eps
Pantone	ZZH_LOGO_GROHE_SPA_PAN_Z00_01.eps
RGB	ZZH_LOGO_GROHE_SPA_RGB_Z00_01.eps



File names	
CMYK	ZZH_LOGO_PRO_4C_000_01.eps
Pantone	ZZH_LOGO_PRO_PAN_000_01.eps
RGB	ZZH_LOGO_PRO_RGB_000_01.eps



File names	
CMYK	ZZH_LOGO_PRO_4C_Z00_01.eps
Pantone	ZZH_LOGO_PRO_PAN_Z00_01.eps
RGB	ZZH_LOGO_PRO_RGB_Z00_01.eps

LOGO

COMPOSITION & MINIMUM DISTANCE

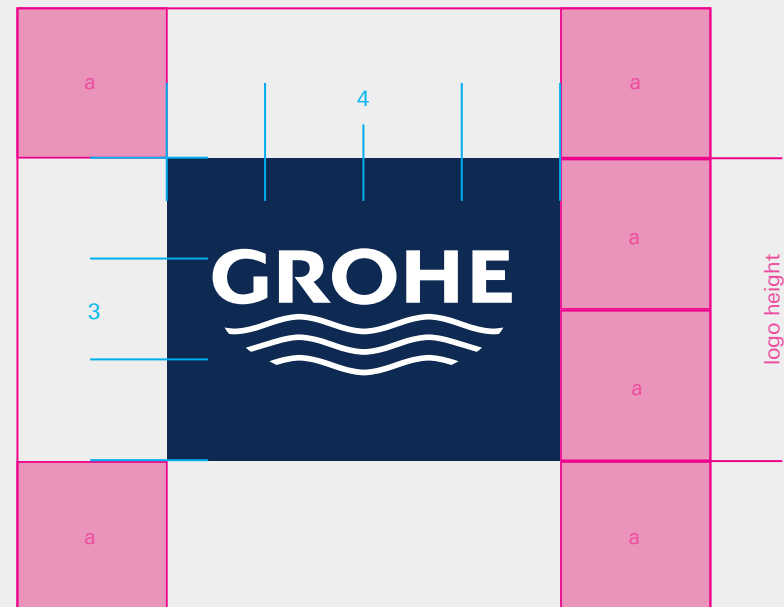
The logo has the purpose of ensuring brand recognition. It is important to always make sure that it is used correctly and consistently in order to create a harmonious brand image.

GROHE is always written in capital letters.
The aspect ratio of the logo is 4:3.

For the logo to achieve the greatest possible impact, there must be a minimum distance between the logo and other visual elements. The minimum distance is defined as half the height of the logo (a) and must not be less than this.

If the logo is placed on a GROHE-Blue background, the logo version with outline is to be used.

half logo height = a = 1 unit



Always use the logo with white outline on GROHE-Blue.



LOGO

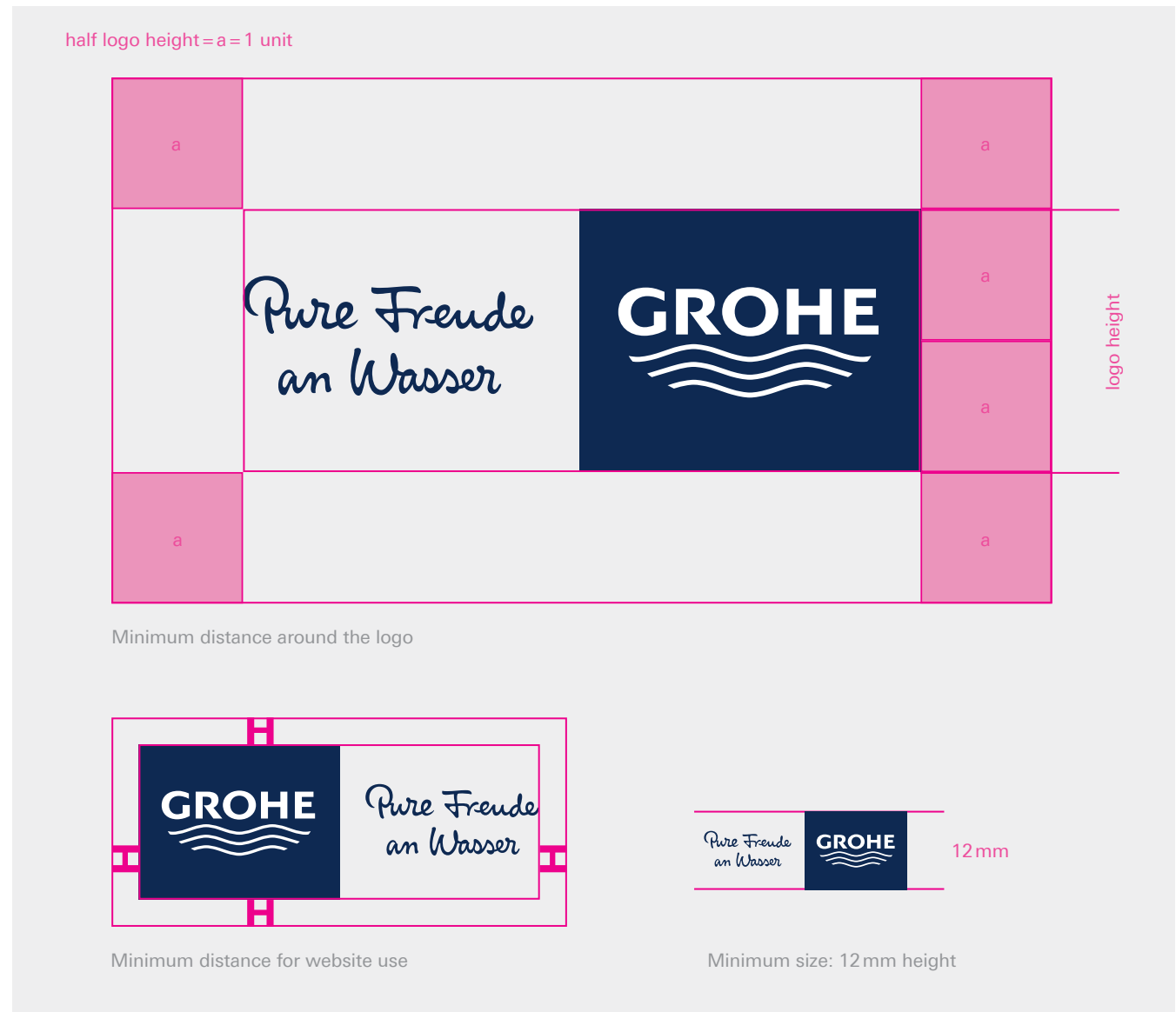
STRAPLINE

Our German strapline communicates the benefit of our products in a way that is personal and expressive. It must not be translated. You can find different versions of the GROHE logo with strapline in the photo archive.

For the logo with strapline to achieve the greatest possible impact, there must be a minimum distance between the logo and other visual elements. The minimum distance is defined as half of the height of the logo (a) and must not be less than this.

On the website, a smaller minimum distance is used due to the reduced space in digital media. It is defined as the height of the letter "H" in the word GROHE in the logo.

In order to guarantee readability in small formats, the logo with strapline must not be less than 12mm in height.



LOGO

LOGO WITH STRAPLINE – EXAMPLES

To ensure the best possible visibility and readability, different versions of the logo are available.

For better readability of the strapline on dark backgrounds, the logo version with a white strapline is to be used (**fig. 1**).

On the GROHE-Blue background, the logo version with a white strapline and outline is to be used (**fig. 2**).

On the website and in videos, the logo with the strapline on the right side is to be used (**fig. 3**).

In extreme portrait formats, the strapline is positioned below the logo in order to ensure the largest possible logo size (**fig. 4**).

Fig. 1 White strapline for images with dark background



Fig. 2 White strapline & outline on GROHE-Blue background



Fig. 3 Strapline on the right side for use on the website



Fig. 4 Strapline below the logo for extreme portrait formats

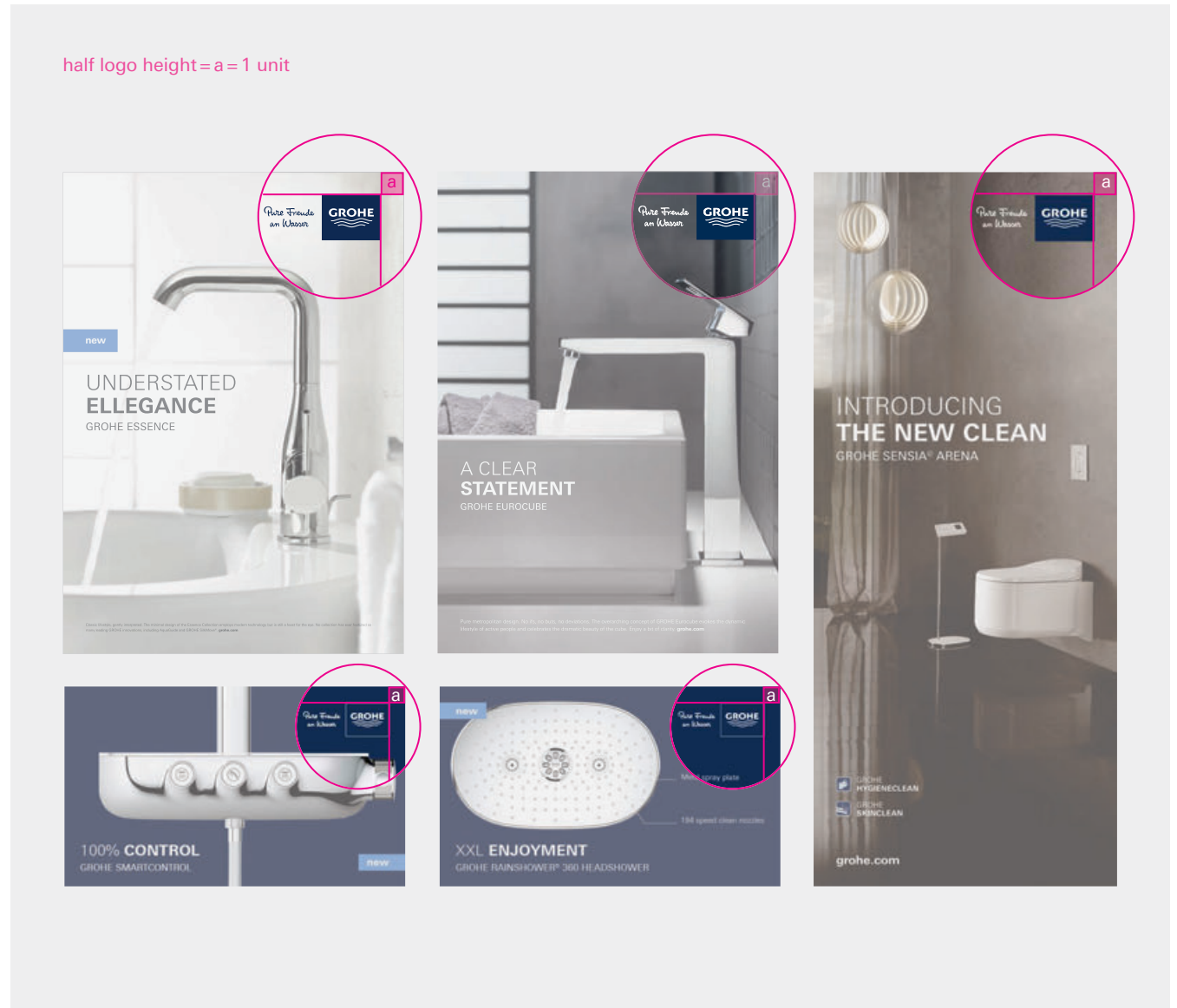


LOGO PLACEMENT

A clear brand presentation is created by the use of consistent elements throughout the corporate design. Their purpose is recognisability and a harmonious overall image.

The GROHE logo is always placed in the upper right corner with the defined distance to the border.

half logo height = a = 1 unit



LOGO

PRODUCT BRANDING

The free-standing GROHE logo is used on all products.



LOGO

PART OF LIXIL

The “Part of LIXIL” logo has been created in order to visually express the relationship between our connected product brands and the LIXIL masterbrand.

Application principles

On white or light backgrounds, the primary version of the logo should be used. The black logo should only be used if the background color doesn’t allow for good contrast when using the primary version, or if using the primary logo is not permitted by the brand guidelines of the connected brand.

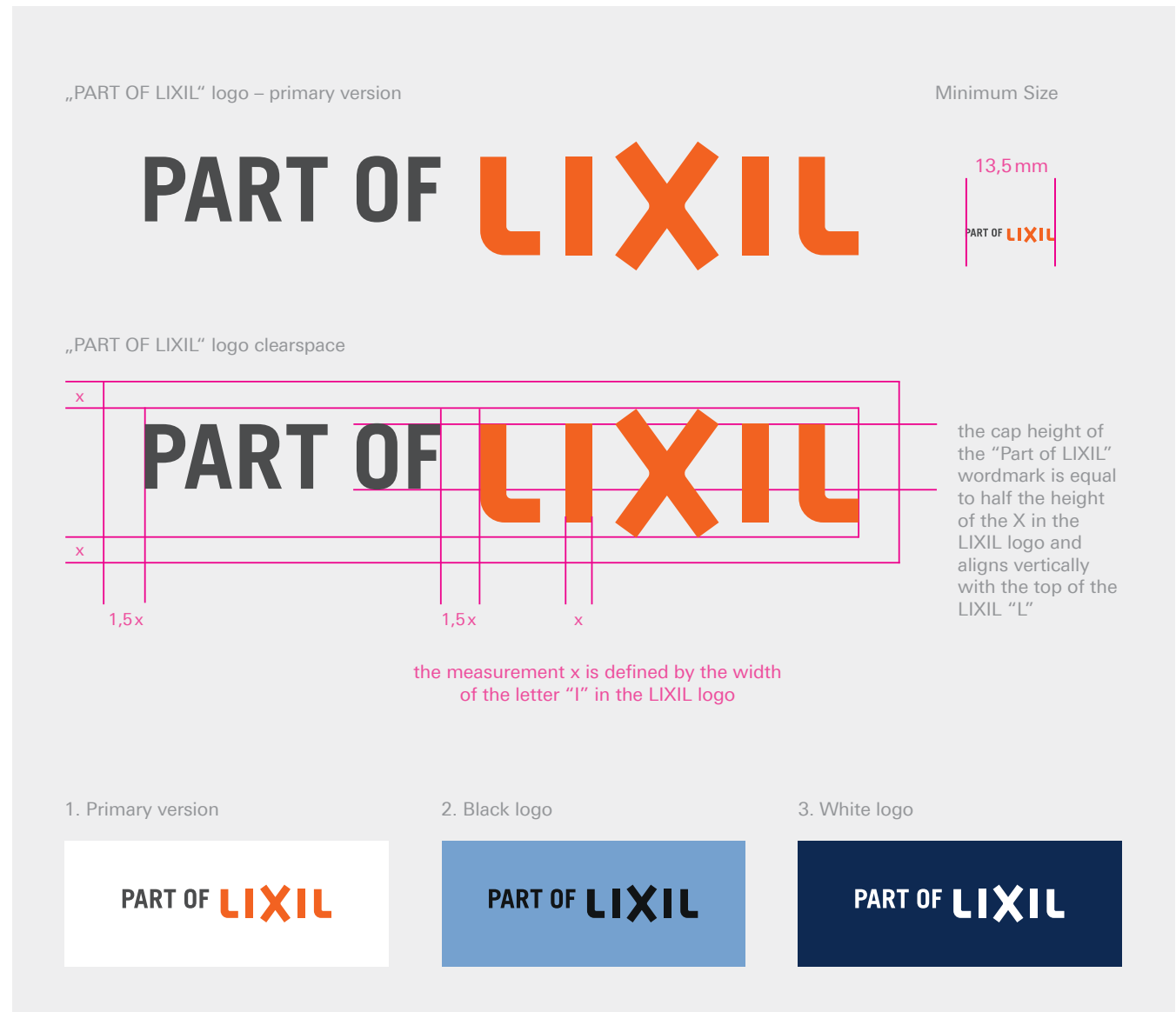
On dark backgrounds the white logo should be used to ensure good legibility. Do not use the primary logo or the black logo on dark backgrounds as these may cause problems with legibility.

“Part of LIXIL” logo clearspace

Wherever possible, the “Part of LIXIL” logo should appear with the recommended clearspace surrounding it. This will ensure that its visual presence is maximized. The clearspace area around the logo prevents any graphic element from interfering with its integrity. The measurement ‘X’ is defined by the width of the letter ‘I’ in the LIXIL logo.

“Part of LIXIL” logo Colours

- 1 Wherever possible, we should aim to use the primary version of the “Part of LIXIL” logo, which should always be placed on a white or a light background.
- 2 The “Part of LIXIL” black logo should only be used when it is not possible to use the primary version on lighter colored backgrounds.
- 3 The “Part of LIXIL” white logo should only be used when it is not possible to use the primary version on dark colored backgrounds.



LOGO

PART OF LIXIL – LOCK-UP

“Part of LIXIL” Primary Logo

Whenever possible, we should aim to use the primary version of the “Part of LIXIL” logo, which should always be placed on a white or a light background.

“Part of LIXIL” Black Logo

The “Part of LIXIL” black logo should be used only when it is not possible to use the primary version on lighter colored backgrounds.

“Part of LIXIL” White Logo

The ‘Part of LIXIL’ white logo should be used only when it is not possible to use the primary version on dark colored backgrounds.

External Communications

Use all three logos with the “Part of LIXIL” Logo Lock-Up.

Internal Communications

Use all three logos with the “Part of LIXIL” Logo Lock-Up, or just the LIXIL logo only.

„PART OF LIXIL“ primary logo



Black logo



White logo



„PART OF LIXIL“ multi-brand logo



BASIC ELEMENTS

02. COLOUR

COLOUR

COLOUR SYSTEM

The GROHE colours ensure a consistent, high-quality brand identity. The predominantly used colour should always be GROHE-Blue, with brand specific accent colours as accompanying colours.

The colour “Function-Blue” is to be used for the “new” indicator. The colour is used for all functional and informative areas on the website.

The colour “Sales-Red” is to be used exclusively for the “Sales” button (see page 33).

The colour “Green” is not to be used for visual elements and appears only in imagery for the kitchen area.



GROHE-BLUE

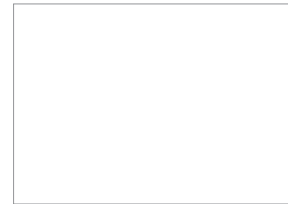
CMYK	93.68.14.58
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Pantone	534 C / 540 U
---------	---------------

RGB	15.43.75
-----	----------

HEX	#0F2B4B
-----	---------

RAL	5003
-----	------



WHITE

CMYK	0.0.0.0
------	---------

Pantone	11-0602 TPX
---------	-------------

RGB	255.255.255
-----	-------------

HEX	#FFFFFF
-----	---------



BLACK

CMYK	0.0.0.100
------	-----------

Pantone	N/A
---------	-----

RGB	0.0.0
-----	-------

HEX	#000000
-----	---------



FUNCTION-BLUE

CMYK	77.39.0.0
------	-----------

Pantone	660 C
---------	-------

RGB	53.133.198
-----	------------

HEX	#3984BE
-----	---------



SALES-RED

CMYK	0.100.90.30
------	-------------

Pantone	200 C
---------	-------

RGB	176.7.31
-----	----------

HEX	#AF071F
-----	---------



GREEN

ONLY IN KITCHEN IMAGERY	
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BLACK 80%

CMYK	0.0.0.80
------	----------



BLACK 60%

CMYK	0.0.0.60
------	----------



BLACK 40%

CMYK	0.0.0.40
------	----------



BLACK 20%

CMYK	0.0.0.20
------	----------

BASIC ELEMENTS

03. TYPOGRAPHY

TYPOGRAPHY

COMPANY FONT – LINOTYPE UNIVERS

Company font: Linotype Univers

Univers is used as the brand typeface for both online and offline communications. It is characterised by clarity, modernity and easy legibility and should be used on all applications when available.

Please note:

The font Linotype Univers is a licensed font and may be used only by the internal design team at GROHE. It is not to be supplied to external partners.

Aa

Linotype Univers 330 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%

Linotype Univers 331 Light Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%*

Linotype Univers 430 Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%

Linotype Univers 630 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%**

Linotype Univers 631 Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%***

TYPOGRAPHY

OFFICE COMMUNICATION – CALIBRI

Where it is not possible to use Univers -
i.e. office communications - only use Calibri.

Aa

Calibri Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%

Calibri Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%

Calibri Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890 &?!@€%

TYPOGRAPHY

GENERAL TYPOGRAPHY RULES

Typography is an important design element. Its consistent use benefits a clear brand image.

Headlines should communicate clear statements and not be unnecessarily long. They are written in capital letters and aligned to the left. The subline communicates the product name below the headline.

On light backgrounds headlines are always black, on dark ones they are always white. Best possible readability is important, especially when they are placed on images.

UNDERSTATED **ELEGANCE** GROHE ESSENCE

UNDERSTATED
ELEGANCE
GROHE ESSENCE

UNDERSTATED
ELEGANCE
GROHE ESSENCE

UNDERSTATED
ELEGANCE
GROHE ESSENCE

UNDERSTATED
ELEGANCE
GROHE ESSENCE

TYPOGRAPHY

GENERAL TYPOGRAPHY RULES

One line of the headline is always accentuated by the use of the font Univers Bold. This way, a statement can be stressed. For the other part of the headline, the font Univers Light is to be used. The line spacing is 110%. The subline size is half that used for the headline, the font to be used is Univers Regular.

The distance between the subline and the headline is defined by "space after". This means the distance to the next line after a hard return. It is defined as 1/4 of the font size of the headline in pt.

A headline template can be requested from the GROHE brand department.

InDesign setting "space after"



Typography always left aligned

UNDERSTATED

Linotype Univers Light,
linespacing 110% of
the font size, soft return

ELEGANCE

Linotype Univers Bold,
hard return, space after
1/4 font size in pt

GROHE ESSENCE

Linotype Univers Regular,
font size and linespacing
50% of Headline

Example:

UNDERSTATED

50pt

linespacing 110% = 55pt

ELEGANCE

50pt

space after = 1/4 x 50pt = 4,41 mm

GROHE ESSENCE

25pt

TYPOGRAPHY

GENERAL TYPOGRAPHY RULES – DONT'S

LOREM IPSUM
DOLOR SIT
AMET LACEPE
QUISSEC
TOR ERUNTO
GROHE LOREM IPSUM

Headlines should be as short as possible.

LOREM **IPSUM**
DOLOR SIT
TOR ERUNTO
GROHE LOREM IPSUM

Avoid multiple accentuation in bold font style.

LOREM IPSUM
DOLOR SIT
TOR ERUNTO
GROHE LOREM IPSUM

Never use one font style only for headlines.

LOREM IPSUM
TOR ERUNTO
GROHE LOREM IPSUM

Always use regular font style for sublines.

BASIC ELEMENTS

04. GRAPHIC ELEMENTS

GRAPHIC ELEMENTS

OVERVIEW

"new" Indicator

new

"Moments of Truth" Icons



GROHE
CoolTouch



GROHE
Zero



GROHE
Whisper



GROHE
DreamSpray



GROHE
EcoJoy



GROHE
TurboStat



GROHE
SilkMove



GROHE
SilkMove ES



GROHE
StarLight

"Features" Icons



GROHE
Randloses
Design



Pull-Out
Mousseur



Mousseur

"Sales" Button

Lorem Ipsum

100€

Asperum exero aut
autate volenes in
nonsequ

"Made-in-Germany" Button

MADE IN
GERMANY

● ● ●

GRAPHIC ELEMENTS

“NEW” INDICATOR

Always use the colour “Function-Blue” for the “new” indicator.

The height is defined as half the height of the logo (one unit). The width depends on the length of the copy. The text is to be positioned on the background with a distance of one unit to the left border and 1/2 unit to the right border. Always use the font Univers Bold and lower case letters.

The “new” indicator is always positioned on the left side of the format. The minimum distance to other visual elements is one unit.

In exceptional cases, the “new” indicator can be placed on the right side of the format.



GRAPHIC ELEMENTS

"MOMENTS OF TRUTH" ICONS

GROHE's Masters of Technology announce the innovative quality of their work in so-called "Moments of Truth". These are the moments when the end-user becomes aware of the tangible benefits that the product offers, as well as the achievement that it represents, for the very first time. At these times, all the efforts that have gone into research, development, production and refinement result in genuine delight and authentic satisfaction for the customer.



GROHE
CoolTouch



GROHE
Digital



GROHE
DreamSpray



GROHE
EcoJoy



GROHE
SilkMove



GROHE
SilkMove ES



GROHE
StarLight



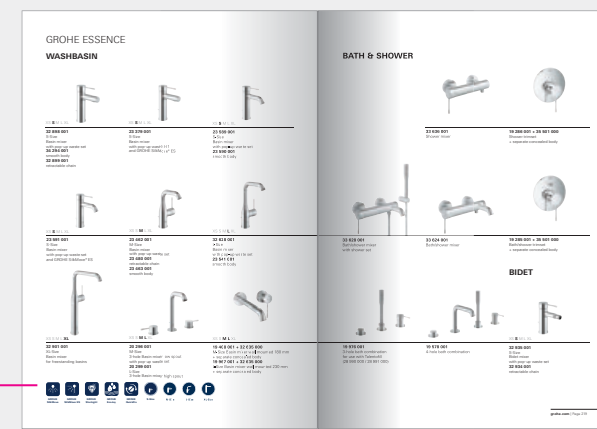
GROHE
TurboStat



GROHE
Whisper



GROHE
Zero



GRAPHIC ELEMENTS

SALES BUTTON

The colour of the “Sales” button is always “Sales Red”. The round shape is used for visual differentiation. The font Univers Oblique is used for typographical differentiation. The button may overlay product images partly in non-relevant areas.



GRAPHIC ELEMENTS

MADE-IN-GERMANY BUTTON

The "Made in Germany" button may be used to express the heritage and/or quality of GROHE products.

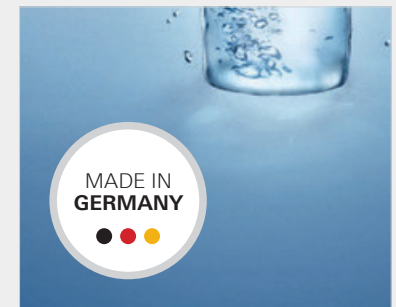
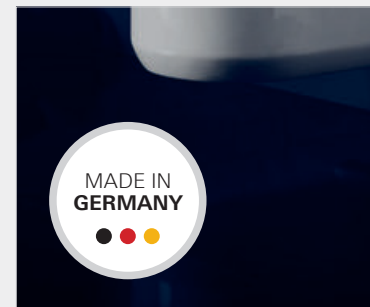
The button can be found in the photo archive and must not be changed as regards shape or content.



4c "Made in Germany" button (main version)



Exception: 1c "Made in Germany" button
(only to be used on one coloured packaging)



BASIC ELEMENTS

05. IMAGERY

IMAGERY

STYLES OF IMAGERY

Standard imagery



Product imagery



Special imagery (key visual)



IMAGERY

STANDARD IMAGERY – MAIN RULES



Reduction of complexity



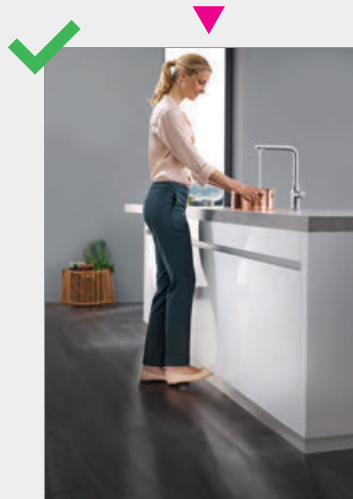
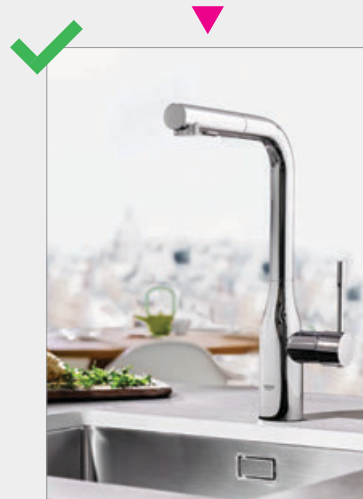
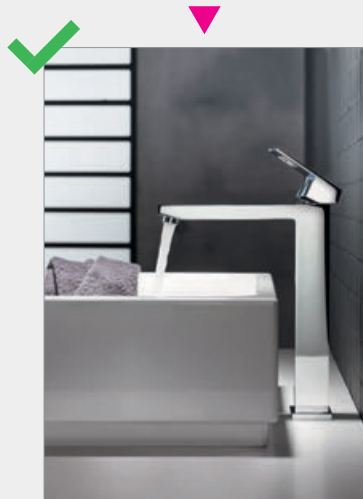
Avoid interfering elements close to the product



Focus on relevant areas



Create dynamic compositions using a clear hierarchy of elements



IMAGERY

STANDARD IMAGERY – KITCHEN

Green elements like plants, fruit and vegetables are recommended to create a fresh and friendly atmosphere in kitchen imagery.



IMAGERY

PRODUCT IMAGERY

Cut-out images on white background.
High contrast, bright and well-lit.
Highlighting detailing and finish.
Standard perspective angle: 45°

Standard perspective 45°



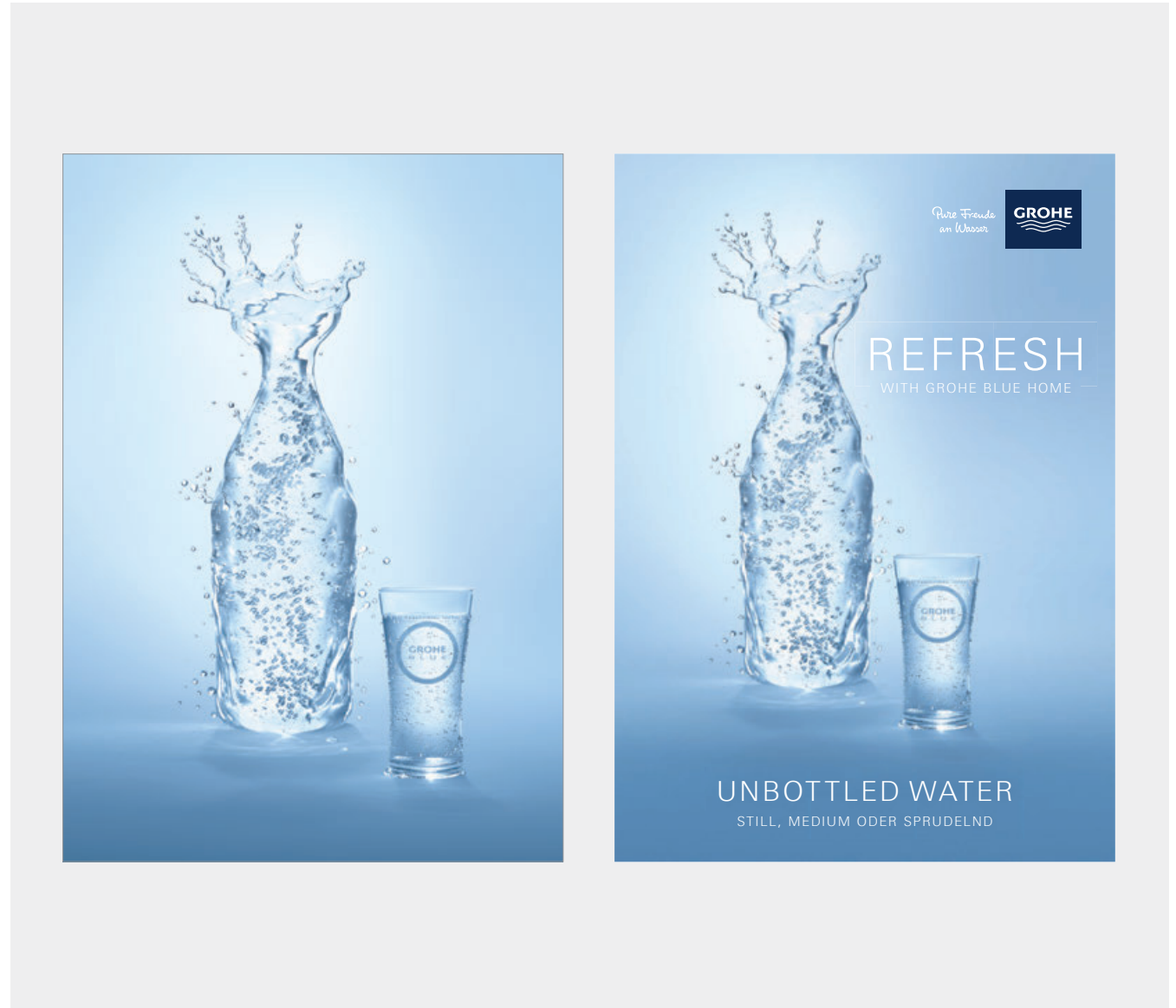
Special perspectives



IMAGERY

SPECIAL IMAGERY (KEY VISUAL)

For selected power activation campaigns, specific images are created which are used as key visuals. These key visuals are developed solely by the GROHE headquarter.



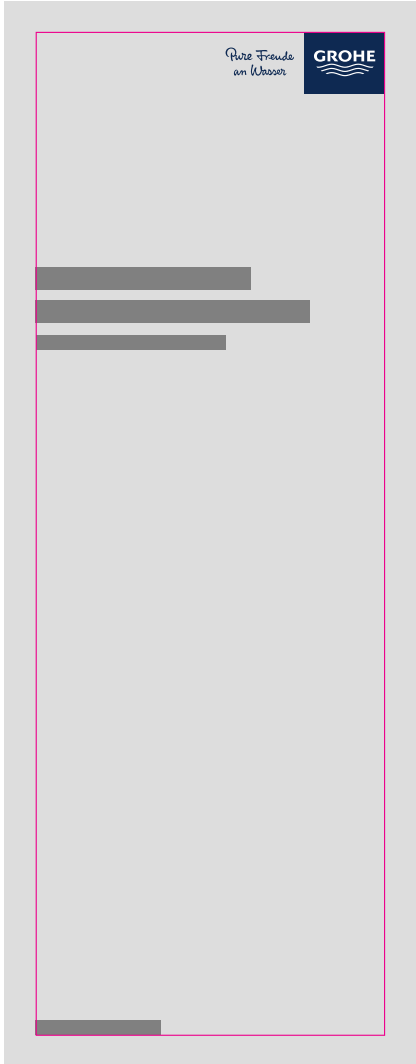
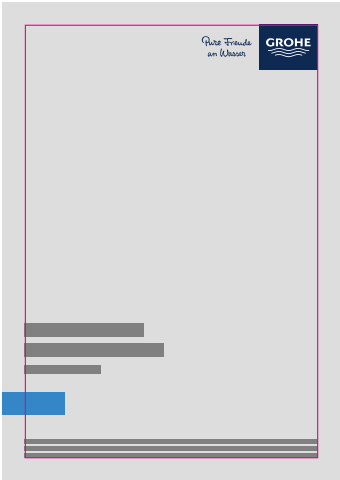
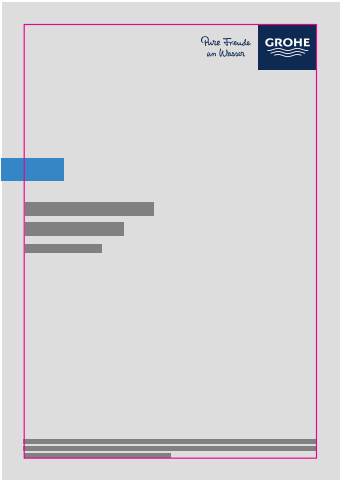
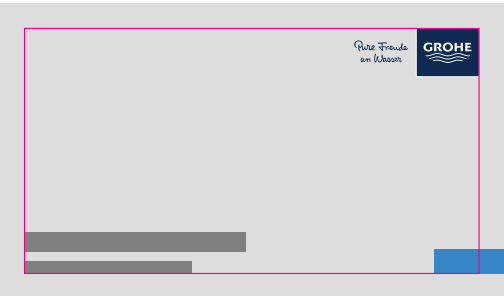
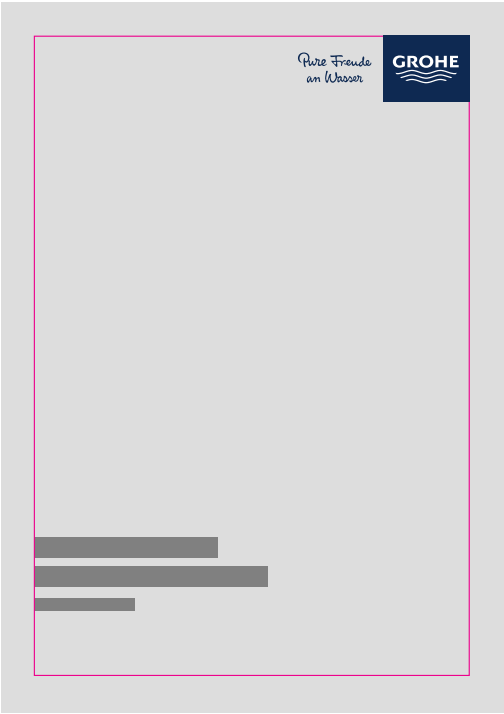
LAYOUT SYSTEM

LAYOUT SYSTEM

01. GENERAL LAYOUT MECHANIC

LAYOUT SYSTEM

OVERVIEW



LAYOUT SYSTEM

MAIN ELEMENTS

These main elements are part of every GROHE layout:

- 1 logo
- 2 colour
- 3 visual
- 4 typography

Use of these elements guarantees a clear and consistent brand image.

Additional elements like copy, interfering elements, MOTs, competence brand, etc. may be used.

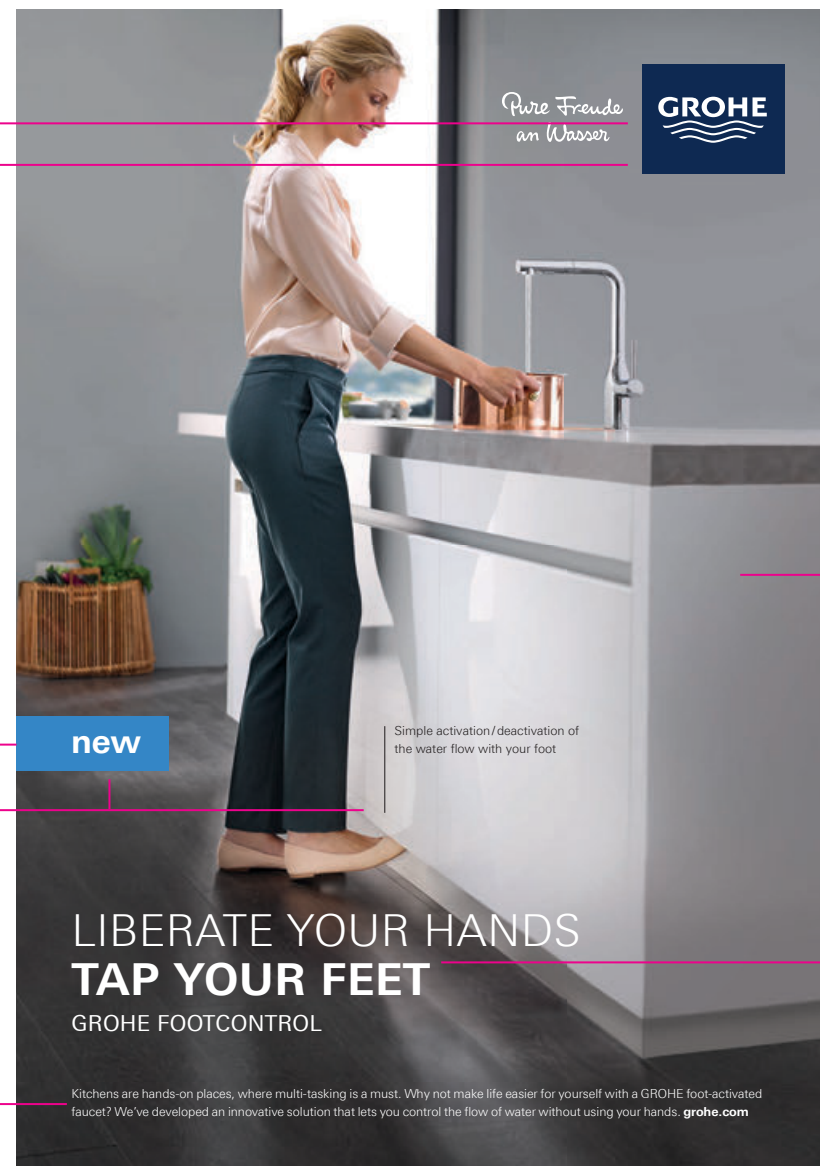
Additional elements:
Copy, interfering
elements, MOTs,
competence brand, etc

1 Logo

2 Colour

3 Visual

4 Typography
(headline/
product name)



LAYOUT SYSTEM

VISUAL

The visual should be strong and clean with tranquil areas for the basic layout elements.



LAYOUT SYSTEM

LOGO SIZE AND PLACEMENT

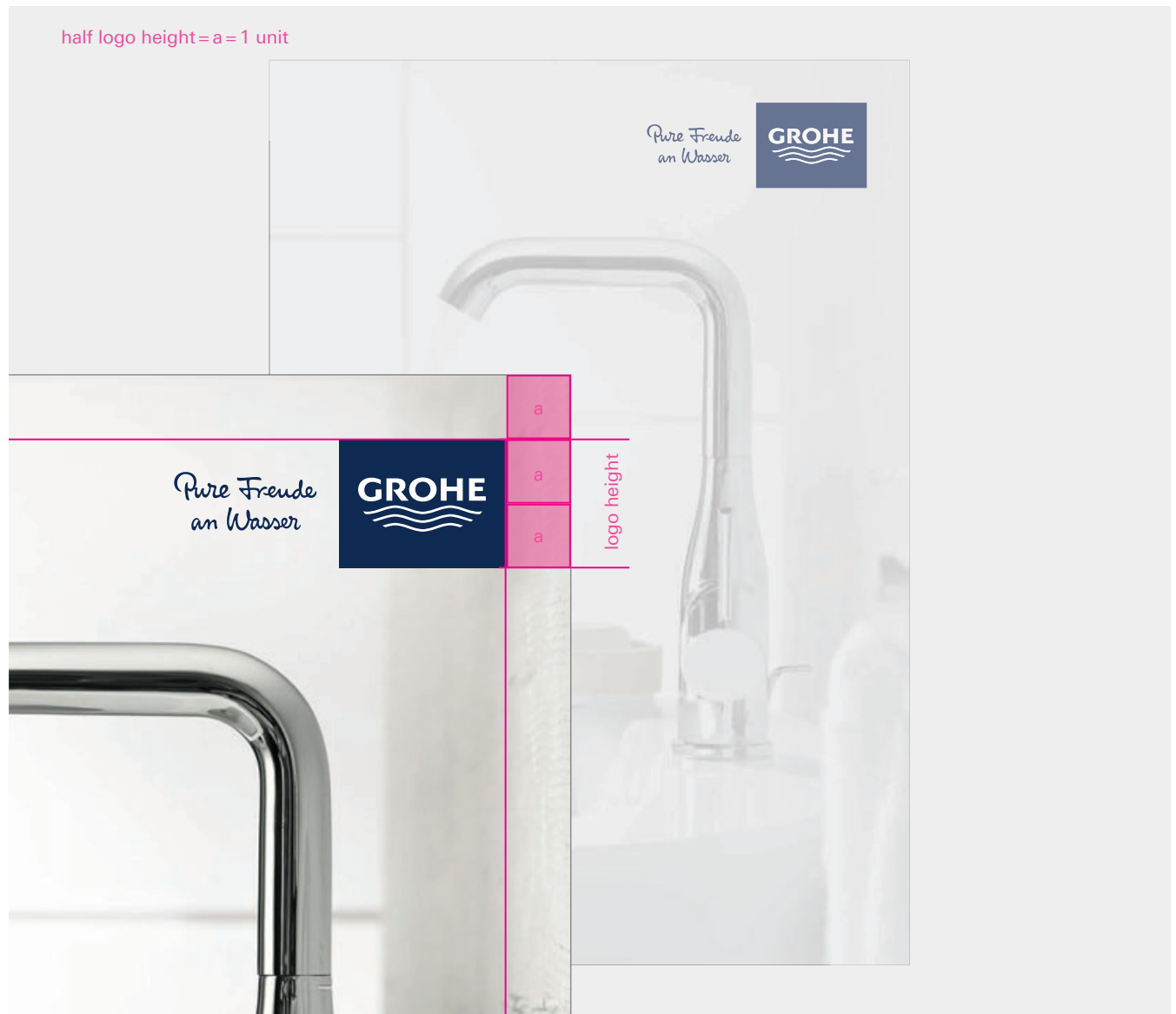
The GROHE logo with strapline is always placed in the upper right corner with the defined distance to the border. No other position of the logo is allowed.

The minimum distance from the logo to the border is defined by the height of the logo.

For a DIN A4 format size, the logo height is defined as 28 mm. Consequently, the minimum distance to the border for this format is 14 mm.

Logo sizes for standard DIN formats can be found in the table below. For differing formats, use the closest DIN size and scale it accordingly.

Format	Logo height	minimum distance
DIN A5	19,7 mm	9,85 mm
DIN A4	28 mm	14 mm
DIN A3	39,6 mm	19,8 mm
US Letter	28,8 mm	14,4 mm
US Lang	28,8 mm	14,4 mm
US Executive	24,5 mm	12,25 mm



LAYOUT SYSTEM

PRINT SPACE

The print space is defined as the space on which logo, typography, visual, etc. are arranged on the layout. The print space is defined by one unit (a).



LAYOUT SYSTEM

TYPOGRAPHY

The headline should communicate one key statement. It is always aligned to the left and can be placed along the left side of the print space.

The minimum distance to other graphic elements above and below is defined as one unit.

left aligned

UNDERSTATED ELEGANCE

GROHE ESSENCE

a

one unit distance

Design that flows. A great bathroom design adapts naturally to real life – without losing its character. We have created this new, completely revised range for people who want to effortlessly match price and performance with design. **grohe.com**

half logo height = a = 1 unit



LAYOUT SYSTEM

TYPOGRAPHY – SIZE

To ensure flexibility regarding the available space, there is no mandatory font size for the headline. It can be adjusted according to the length of the copy and the available space in the visual. However, it should never be superimposed on any parts of the product or other important visual elements.



LAYOUT SYSTEM

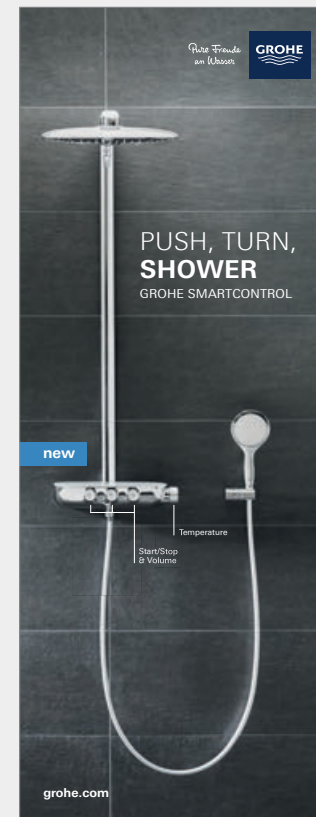
TYPOGRAPHY – EXAMPLES



Two lines



One line



Exception: indented headlines



Short headlines for wobbler

LAYOUT SYSTEM

COPY

The copy is placed at the bottom of the print space using the font Univers Light. It is written in sentence case, only special terms like GROHE and product names are written in capital letters. The copy is black on light areas or white on dark areas.

The copy always ends with the GROHE URL accentuated by the use of the font Univers Bold and written in lower case. The minimum distance from the copy to any visual elements above is one unit.

The number of characters should not exceed 300.

GROHE URL, Linotype Univers Bold

cept of GROHE Eurocube evokes the dynamic
by a bit of clarity. **grohe.com**

half logo height = a = 1 unit



LAYOUT SYSTEM

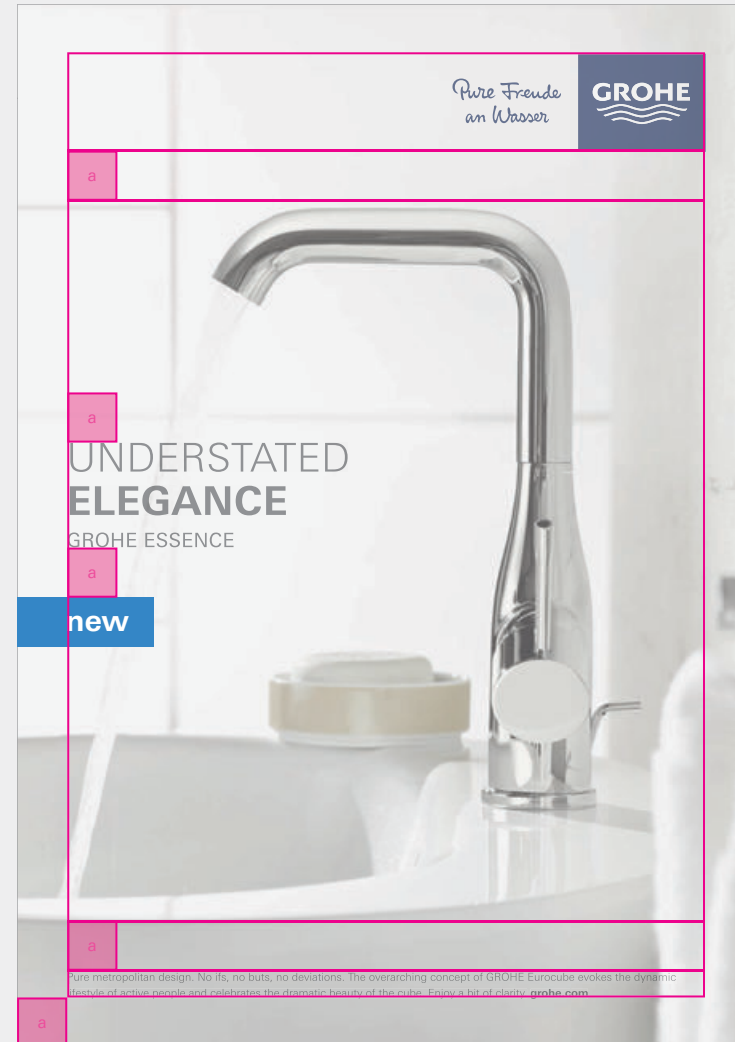
“NEW” INDICATOR

The “new” indicator can be placed along the left side of the format with consideration of the minimum distance of one unit to other visual elements.

As an exception the “new” Indicator can be placed on the right side

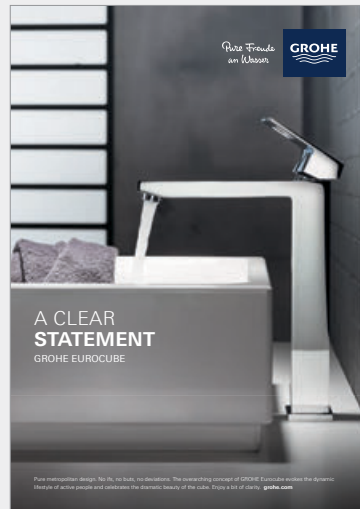
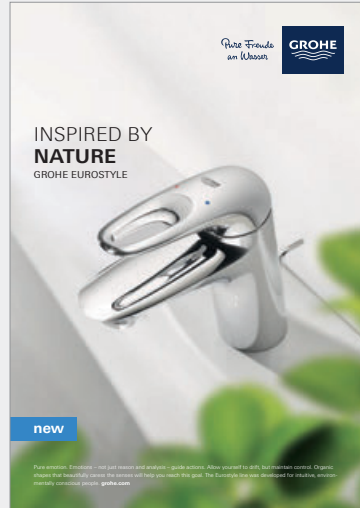
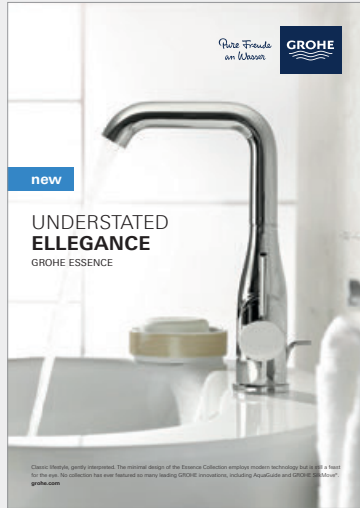


half logo height = a = 1 unit



LAYOUT SYSTEM

EXAMPLES



MEDIA EXAMPLES

BROCHURE

TITLE

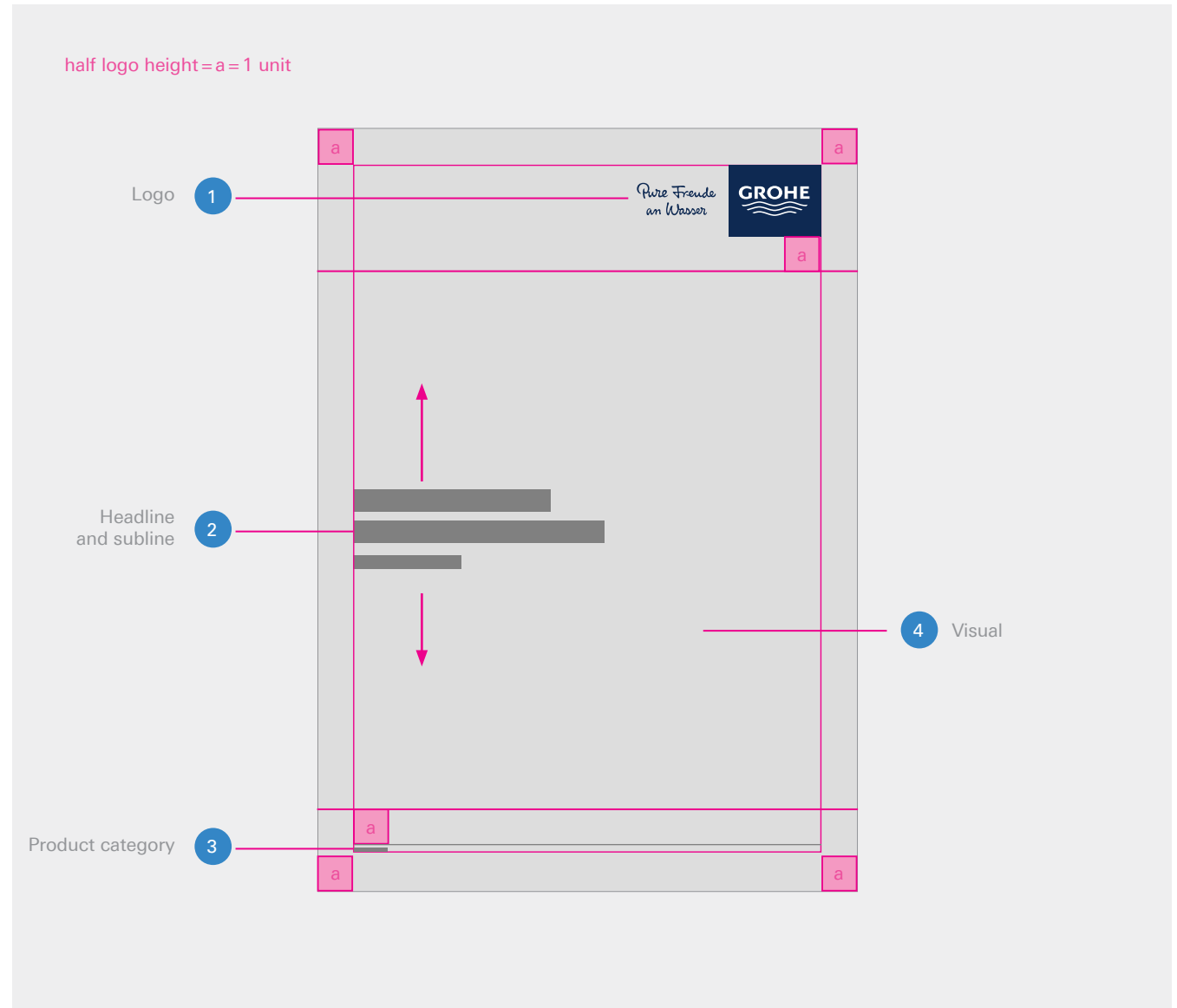
The layout guideline for brochure titles is similar to those for print ads. The product category can be communicated at the bottom of the print space. It is separated visually by a line with a width of 1 pt.

The headline is always aligned to the left and can be placed along the left side of the print space.

These main elements are part of every GROHE brochure layout:

- 1 logo
- 2 headline and subline
- 3 product category
- 4 visual

Use of these elements guarantees a clear and consistent brand image.



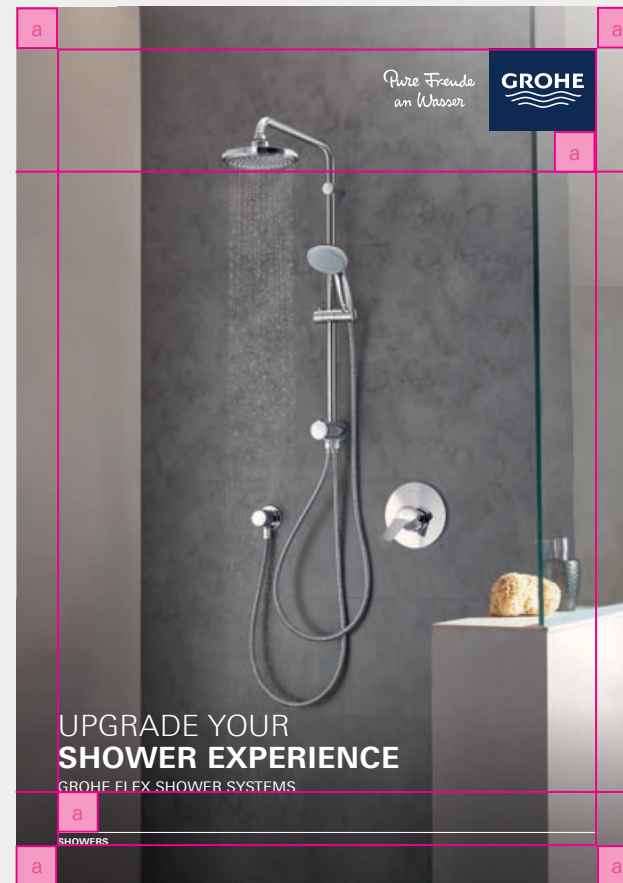
BROCHURE TITLE

The layout guideline for brochure titles is similar to those for print ads. The product category can be communicated at the bottom of the print space. It is separated visually by a line with a width of 1 pt.

Product category



half logo height = a = 1 unit



BROCHURE BACKSIDE

On the back of the brochure, the address is placed in upper left corner. The “Part of Lixil” logo is always positioned in the bottom right corner.

The GROHE logo without strapline is placed in the upper right corner.

half logo height = a = 1 unit



BROCHURE

INSIDE PAGES – LAYOUT

Layout grid for every single GROHE communication material. The GROHE layout grid consists of a horizontal text grid and a vertical column grid, which is divided by column separators.

The grid is based on DIN A4 (landscape or portrait) and measured in millimeters. The number of columns may vary depending on content.

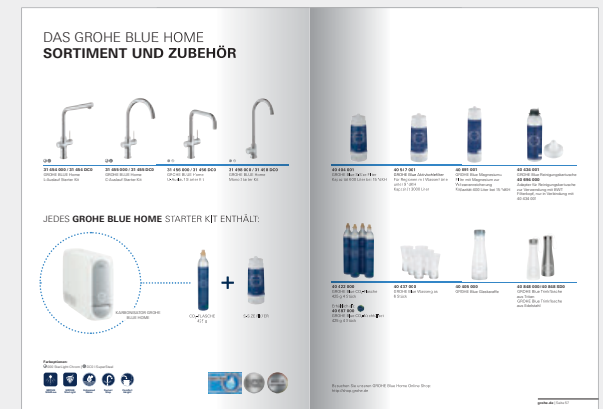
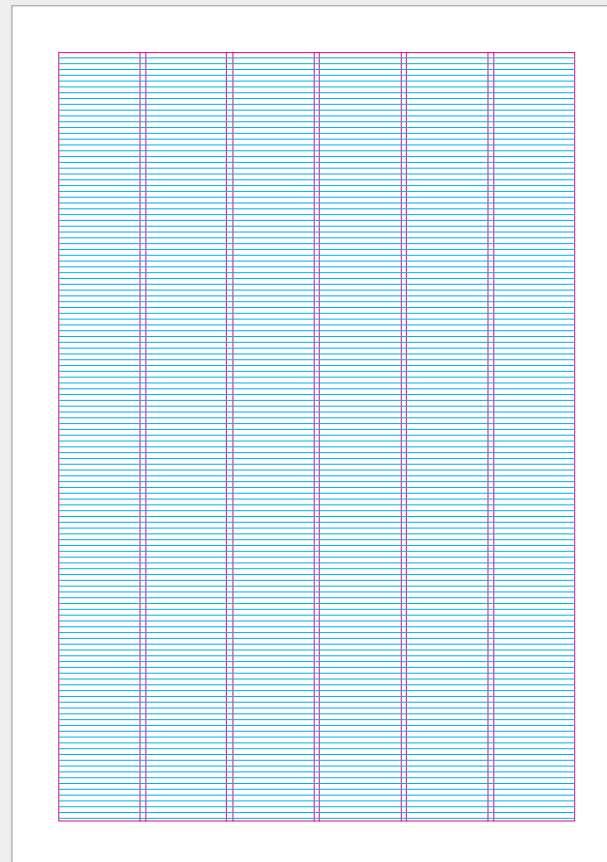
Page frame:
left 16mm
right 16mm
top 16mm
bottom 16mm

Type area:
W 183mm, H 265mm

Columns:
6 columns

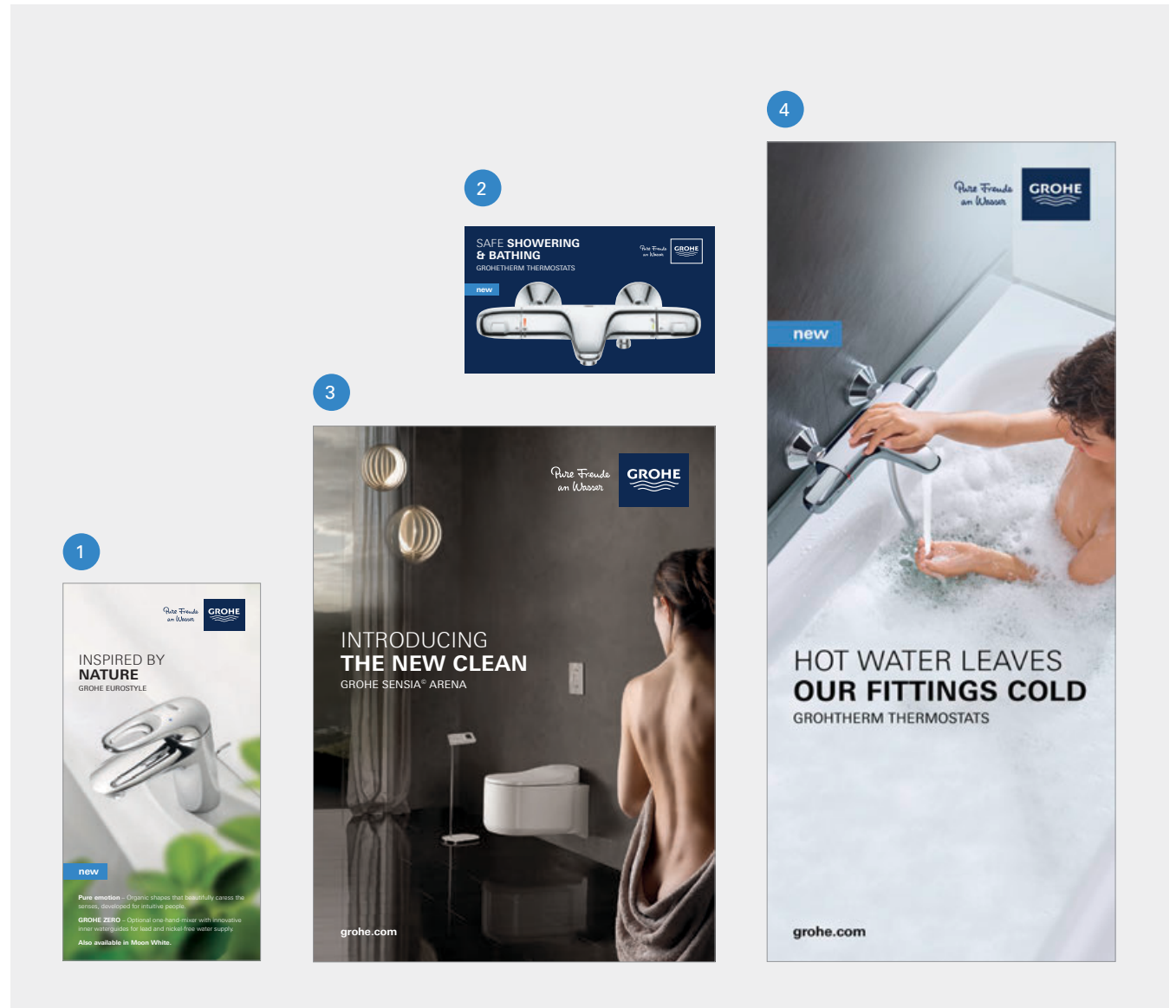
Gutters:
5 gutters, W 2mm

Horizontal grid:
2mm



POS MEDIA OVERVIEW

- 1 Countertop
- 2 Wobbler
- 3 Poster
- 4 Roll-up



INTERNAL COMMUNICATION

STATIONARY

One brand, one design. To ensure a uniform brand appearance it is necessary that the visual elements of office communications are always the same.

Letterhead



Standort :
Kurzz. :
Zuständig :
Telefon :
E-Mail :

Datum :

Envelope



98.145/07/13/PV

Grohe AG, Postfach 1361, 58653 Hemer, Telefon 02372 93-0, Telefax 02372 93-1322, grohe.com

Rechtsform: Aktiengesellschaft, Sitz Hemer,
Amtsgericht Iserlohn HRB 5726
Vorsitzender des Aufsichtsrats: Kinya Seto
Vorsitzender des Vorstands: Michael Rauterkus
Vorstand: Adam Bryson, Thomas Fuhr, Michael Mager

98.109de/07/16/HRO

Bankverbindungen:
Deutsche Bank Hemer, BLZ 445 700 04, Konto 777 052 00
 SWIFT DEUT DEDW 445, IBAN DE10 44570004 0077705200
Commerzbank Iserlohn, BLZ 445 400 22, Konto 5 733 332
 SWIFT COBA DEFF 445, IBAN DE56 44540022 0573333200

red dot design award
design team of the year 2014/2015

PART OF **LIXIL**

Business card front/back



NAME SURNAME
FUNKTION - ZEILE 1
FUNKTION - ZEILE 2

Grohe AG
Industriepark Edelburg
58675 Hemer

T 0 000 00-0000
M 0 000 00000000
E name.surname@grohe.com

PART OF **LIXIL**

GROHE.COM

INTERNAL COMMUNICATION

EMAIL SIGNATURE

The email signature for all GROHE AG emails always consists of the same elements in the defined order, font and size.

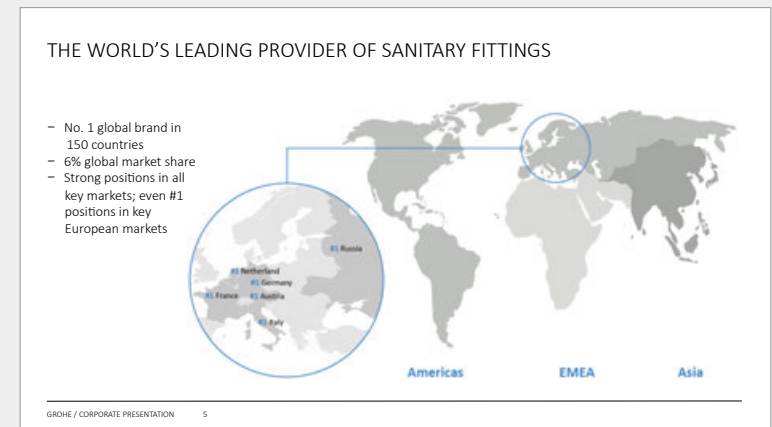
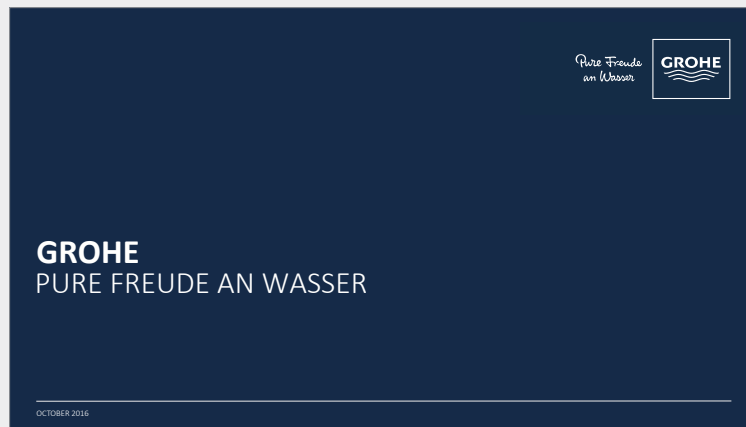
<u>Kind regards / Mit freundlichen Grüßen</u>	Calibri, 10 pt, black	Sign-off
	Blank line	
Max Mustermann	Calibri, 12 pt, black	Name
Head of / Leiter	Calibri, 10 pt, black	if applicable, level/title
<u>Marketing Communications</u>	Calibri, 10 pt, black	Function according to organigram
	Blank line	
Grohe AG	Calibri, 12 pt, black	Company
Feldmühleplatz 15	Calibri, 10 pt, black	Address
40545 Düsseldorf, Germany		
Phone +49 211 9130-3232		
Fax +49 211 9130-3333		
<u>Mobile +49 162 2442222</u>		(if applicable)
	Blank line	
E-Mail: <u>max.mustermann@grohe.com</u>	Calibri, 10 pt, black	
Internet: <u>http://www.grohe.com</u>	Calibri, 10 pt, black	

INTERNAL COMMUNICATION

POWER POINT

The PowerPoint master can be found on the intranet:

GROHE Intranet / Personnel & Organisational / Organisational / Templates / Power Point Master



Power Point Master 16:9

DIGITAL

WEBSITE – STRONG ONLINE BRANDING

The new fully responsive GROHE corporate website strengthens the overall brand identity. State-of-the-art technologies offer high class usability world wide.

On the website, the logo with strapline is positioned in the upper left corner in order to meet digital requirements.

The colour “Function-Blue” is to be used for functional and informative areas on the website.



DIGITAL ONLINE BANNER

Pure Freude
an Wasser

GROHE

REFRESH
WITH GROHE BLUE HOME



- Perfectly chilled water
- Still, medium or sparkling

> FIND OUT MORE

grohe.co.uk

REFRESH
WITH GROHE BLUE HOME

Pure Freude
an Wasser

GROHE



- Perfectly chilled water
- Still, medium or sparkling

> FIND OUT MORE

grohe.co.uk

GROHE

Pure Freude
an Wasser



REFRESH
WITH GROHE BLUE HOME

- Perfectly chilled water
- Still, medium or sparkling

> FIND OUT MORE

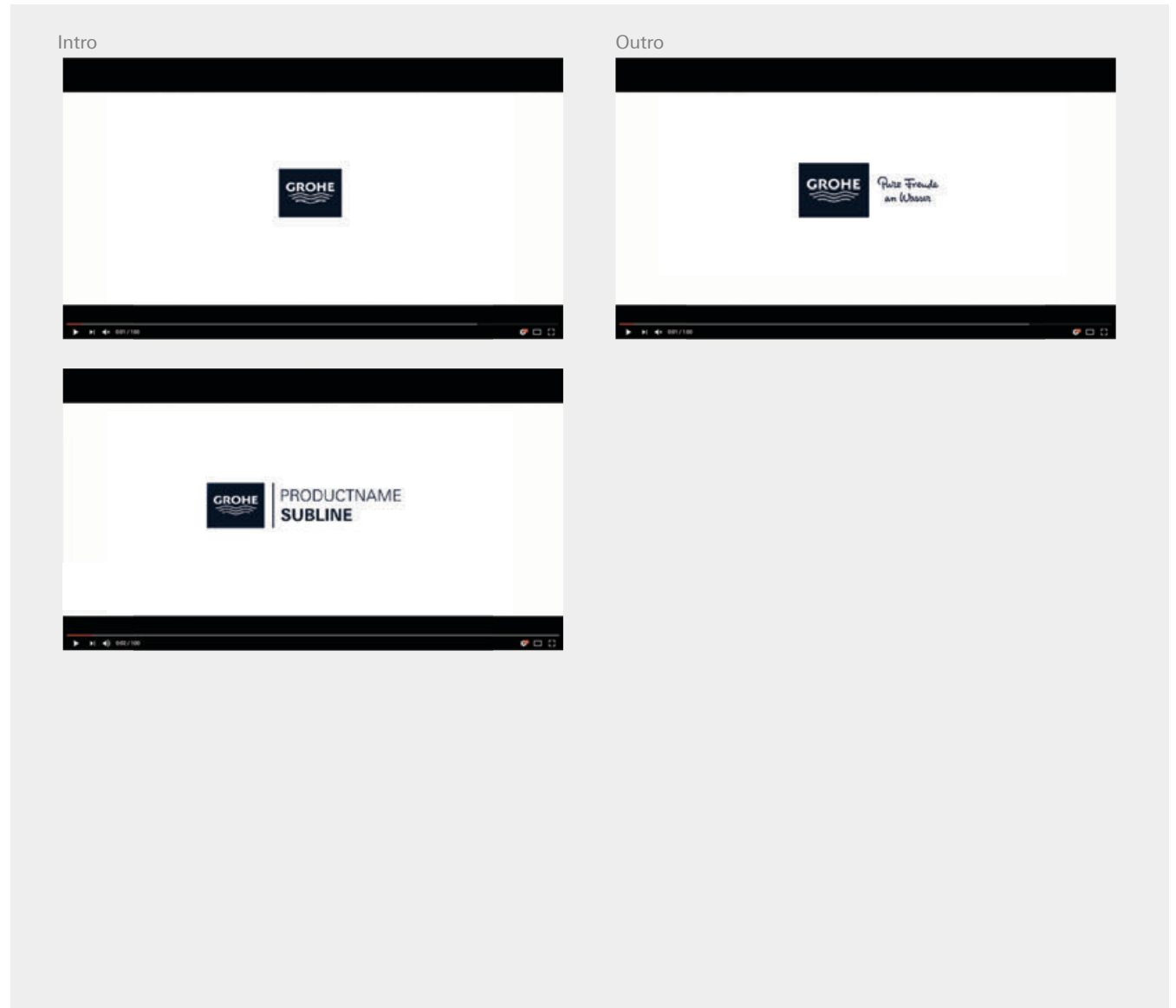
grohe.co.uk

VIDEO

INTRO AND OUTRO

There is a mandatory master for intro and outro sequences.

A template for the intro and outro sequences can be requested from the GROHE brand department.



TRADE FAIR BRANDING

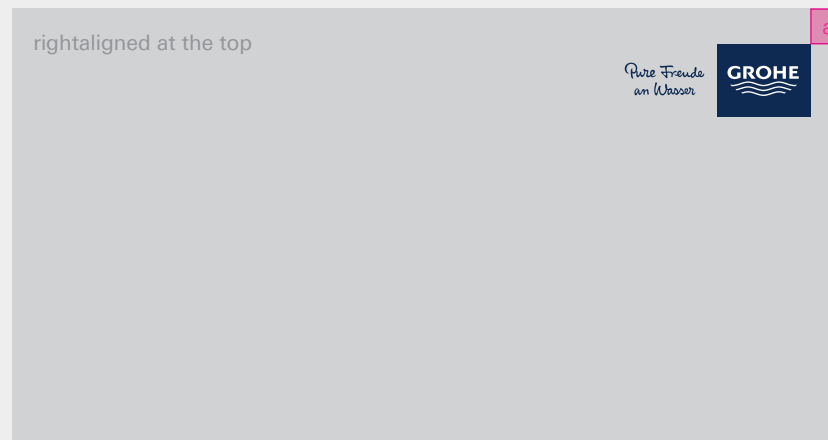
To ensure a consistent and high-quality appearance at trade fairs, a few rules should be adhered to.

The minimum distances on all sides of the logo should be maintained. This space ensures that the logo has more impact and stresses the high-quality brand character. Only one logo should be placed on every panel.



TRADE FAIR SCREENS AND WALLS

half logo height = a = 1 unit

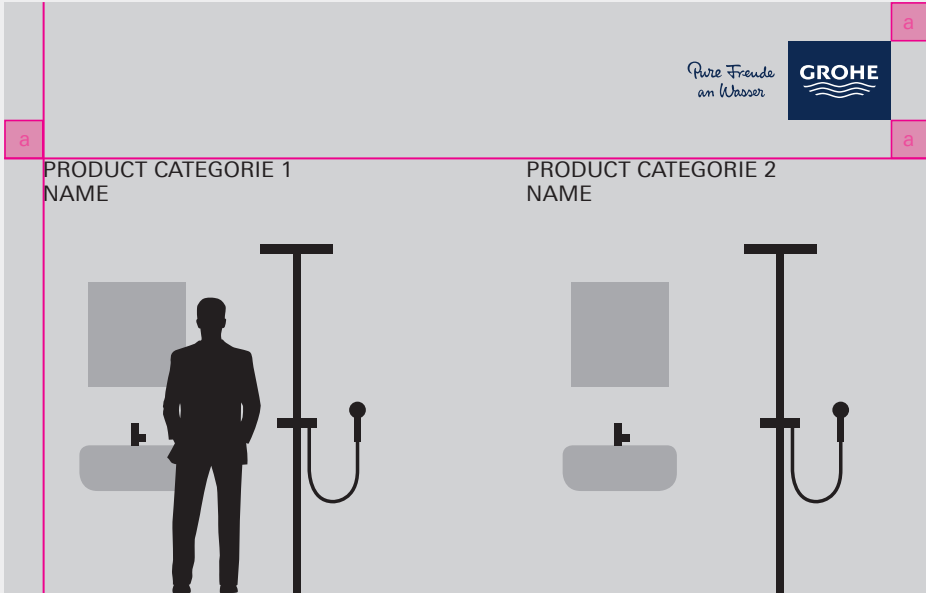
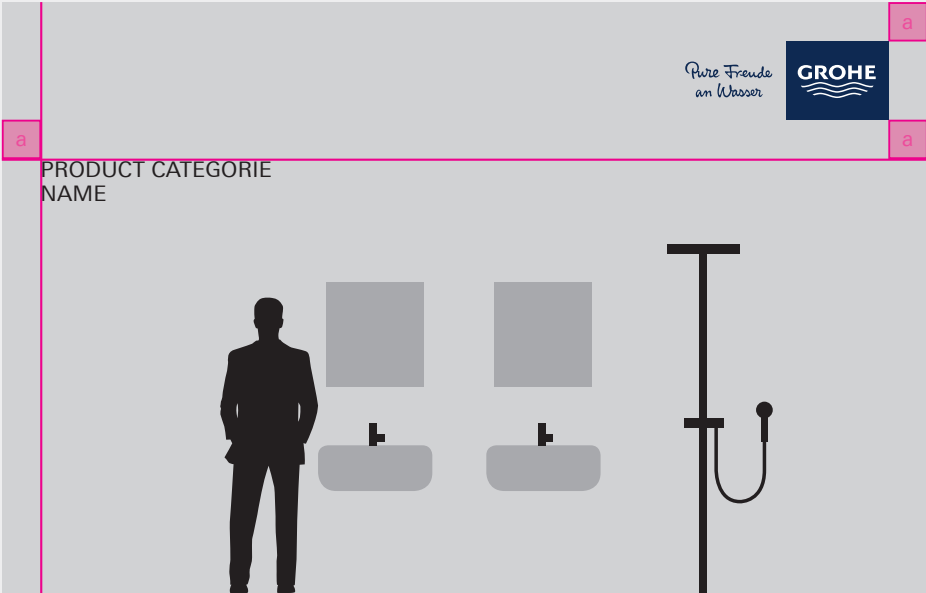


In extreme portrait formats, the strapline is positioned below the logo in order to ensure the largest possible logo size.

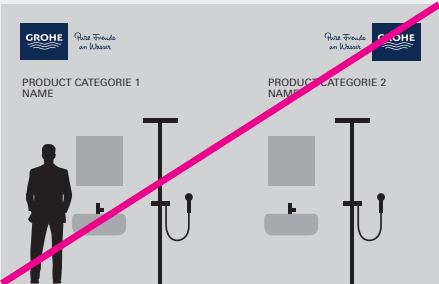


TRADE FAIR

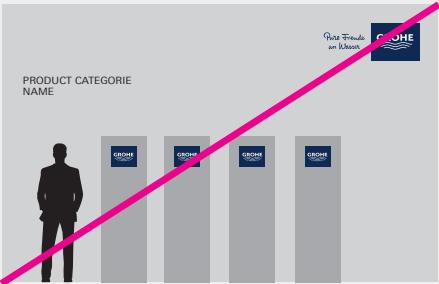
WALLS – LAYOUT



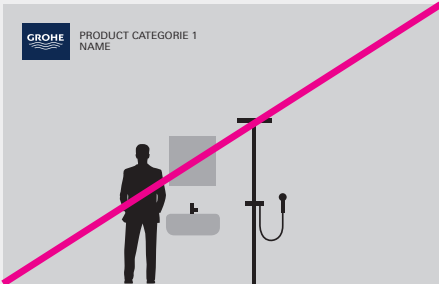
Dont's



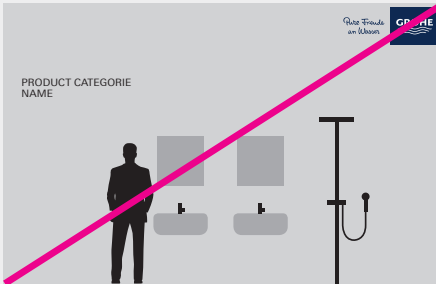
Never use more than one logo on any panel.



Never use more than one logo on any panel.

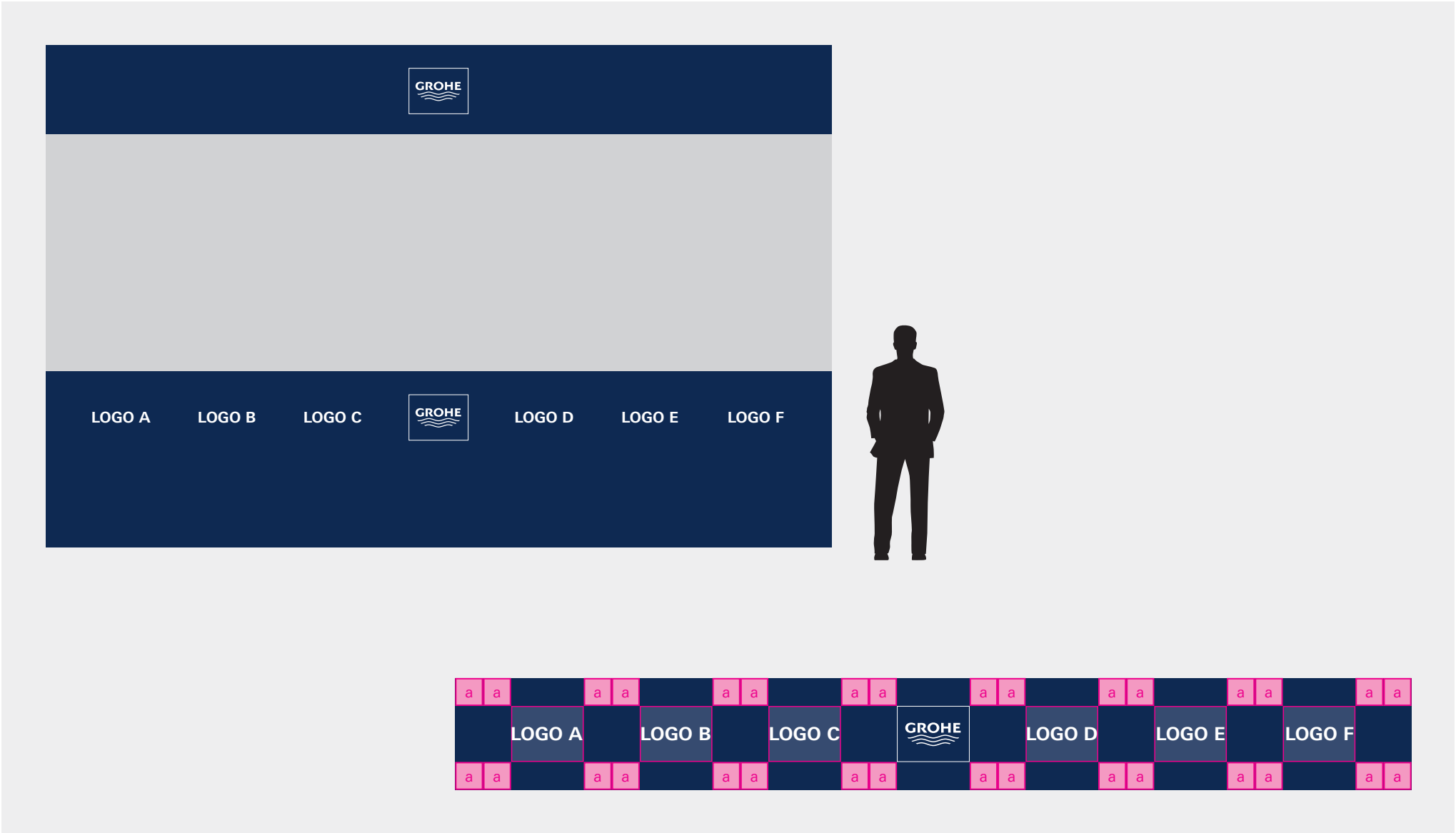


Product names must not be positioned beside the logo.



The minimum distance must be adhered to.

TRADE FAIR
COBRANDING



Pure Freude
an Wasser



For further information please contact:

Marcel Chilla
marcel.chilla@grohe.com

[grohe.com](https://www.grohe.com)