RAMPF
discover the future

Basic Style Guide for RAMPF Sales Partners

Introduction | Make our Brand visible

Dear Sir or Madam,

In your hands, you hold the Basic Style Guide for sales partners of the RAMPF Group. It shows you our corporate design guidelines as well as their specific visual implementation.

This guide is therefore the basis for a uniform corporate identity in the context of our partnership. The corporate identity calls for a mandatory standard, and the Style Guide helps to guarantee that standard worldwide. It ensures the recognition of the RAMPF brand. The corporate design must be present in everyday work to help foster the steady development of our cooperation.

All presented corporate design elements in this guide are provided upon request by the Central Marketing Department of the RAMPF Group.

We are also happy to assist you with the concepts for your respective marketing campaigns.

Michael Rampf
CEO RAMPF Holding

Who we are | Group Description

The RAMPF Group stands for **engineering and chemical solutions.**

The RAMPF Group is present on the market with six core competencies:

RAMPF Machine Systems

RAMPF Production Systems

RAMPF Composite Solutions

RAMPF Eco Solutions

RAMPF Polymer Solutions

RAMPF Tooling Solutions

» Please be sure to write **engineering and chemical solutions** in bold letters.

» Please be sure to always write RAMPF in capital letters.

» Please download the file "RAMPF company profiles" from our [Style Guide website](#) for a short description of the companies in the RAMPF Group.

Design Elements | Logo Components

The design elements of the RAMPF Group establish a favorable and lasting image of our brand in the mind of the customer. They promote the reputation and image of, and awareness for our group.

The RAMPF logo consists of three components:

» the picture emblem (the "molecule" or "atom"),

» the word emblem ("RAMPF"),

» and the claim ("discover the future").

The combination of these three components makes RAMPF recognizable around the world, and therefore, they must always appear together.

Design Elements | Logo Size

1. The height of the word emblem is determined by the size of the molecule. The height of the word emblem corresponds to the height of the inner circle of the molecule.

2. When using the logo with a total height of less than 0.8 cm, the claim can be eliminated, if necessary.

3. RAMPF logo, black | RAMPF logo, silver

4. RAMPF logo, negative white

5. Logo protection perimeter: So as not to interfere with the effect of the brand presentation, there must remain a certain free space on all four sides of the logo. The width of the free space is defined by the size of the picture emblem
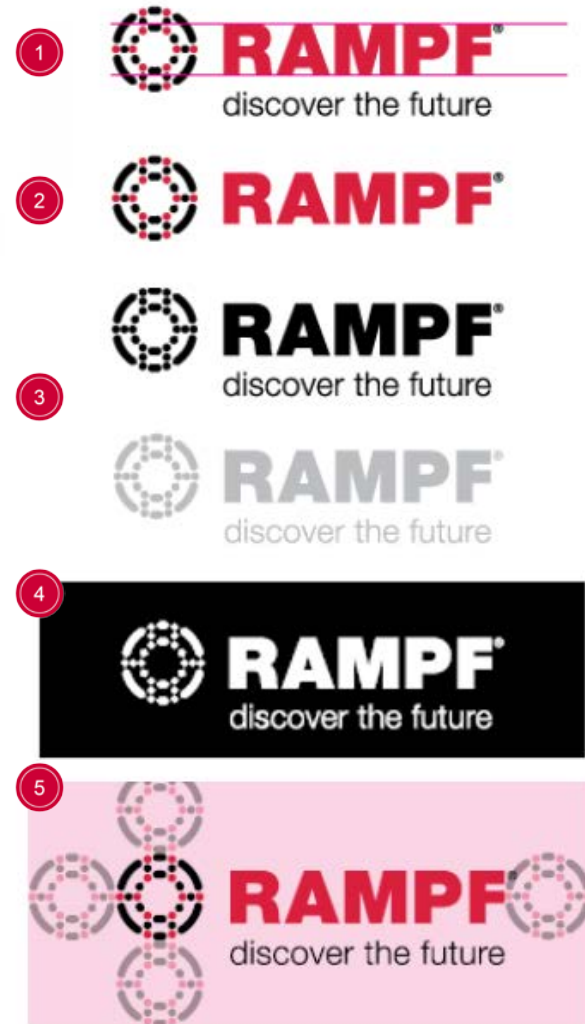
Design Elements | Colors

CMYK processing colors

Red = C 10% I M 100% I Y 80% I

K 0%

Black = K 100%

Grey = K 30%

WebHex

Red = #CC0033

Black = #000000

Grey = #cbcccc

RGB processing colors

Red = R 204 I G 0 I B 51

Black = R 0 I G 0 I B 0

Grey = R 203 I G 204 I B 204

Important

Printing materials, banners, slides, textiles, ceramics, etc. must be developed and approved by the Central Marketing Department.
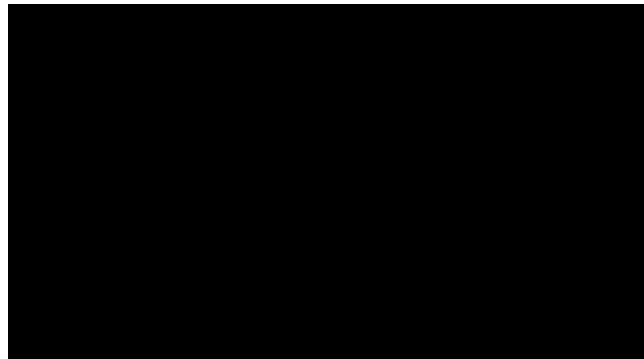
Design Elements | Typography

» For all print media, Helvetica LT Std New in light (45) and bold (75) is used. For other materials (or where Helvetica is not available), use Arial Regular.

» Text color is black.

» You can use the option "Bold" and/or "RAMPF red" (color values on previous page) to highlight your texts.

» The font appears on a background of white or grey (color values on previous page).

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ABCDEFGHIJKLMNOPQRSTUVWXYZ
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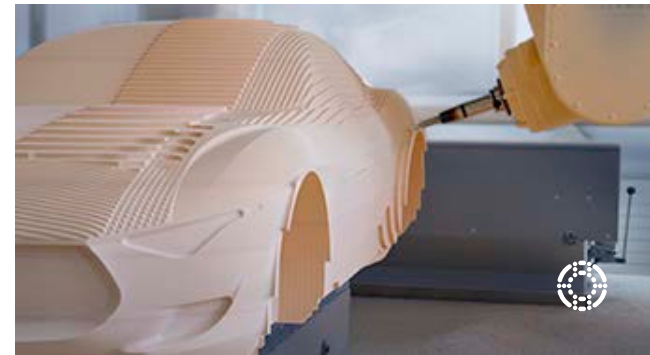ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890.:,;<>-_()/?!

Applications | Images

Our images depict the world of our chemical products, applications, and engineering services.

» For RAMPF images, please get in touch with Nicole Luttenberger:
nicole.luttenberger@rampf-gruppe.de

Important:

» Please be sure to use our pictures only in reference to our products or services.

Applications | Website

» As a standard for your website, please integrate the RAMPF logo on a thematically appropriate page (product page, distributors page, partner page, etc.) with a corresponding link to our main website: http://www.rampf-gruppe.de/en/

» Please download and use the logo provided on our Style Guide website.

» For web-linking to a specific core competency, language, or product page within the RAMPF domain, please refer to the table on our Style Guide website.
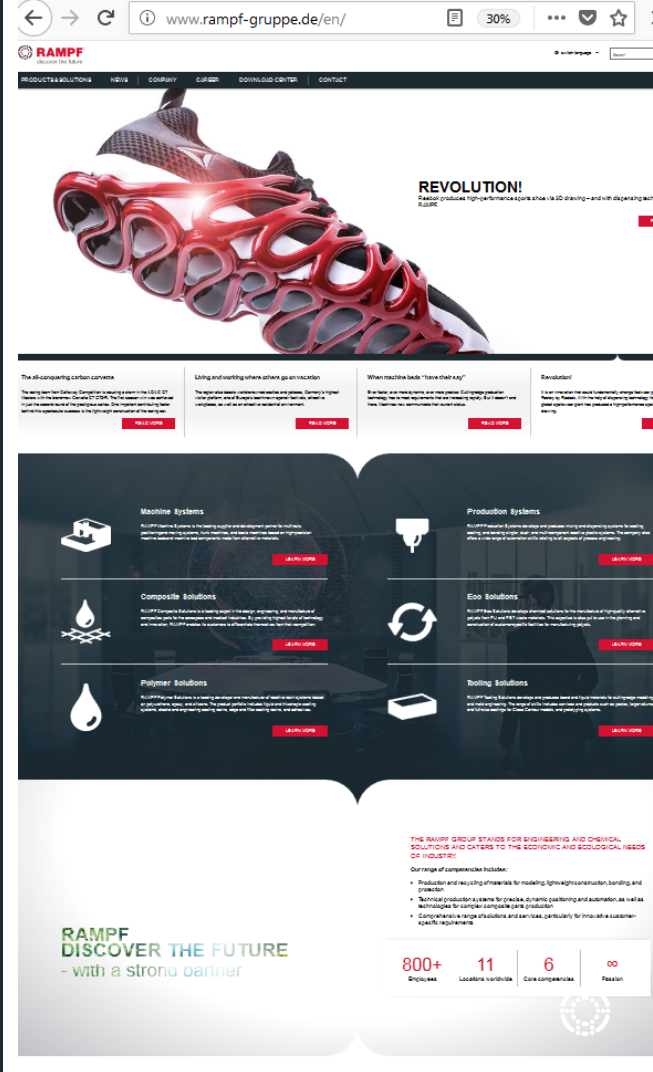
Applications | Printed materials

» We have revised our printed materials.

» You can find these in the [Download Center](#) of the RAMPF Group website. To help you find the desired materials faster, please be sure to set the appropriate language, company, subject, and media filters.
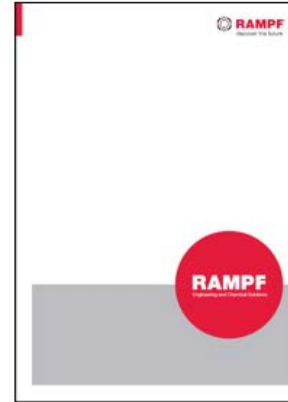
Applications | Trade Fairs

» When it comes to the actual stand design, we are happy to assist you with the organization and development of the booth design, banners, brochures and flyers, promotional gifts, and any other marketing tool that you might need.

» For inquiries regarding trade fairs, please contact Nicole Luttenberger:
nicole.luttenberger@rampf-gruppe.de

Contact

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+49.7123.9342-1040

» We are always happy to support you in your sales and marketing activities!

» For any banners, brochures and flyers, promotional gifts, or any other marketing tool that you might need, please contact me