AVM LOGO

CORPORATE DESIGN MANUAL

Version: November 2020

General information and designs

The AVM logo can be used in different designs which are shown here. Other solutions not authorised by AVM must not be used. The letters were specially designed for this word mark, they are compulsory and must not be changed or adapted. This also applies to the colour scheme.

Against a white or light-coloured background, the AVM logo should preferably be depicted in its original colours. Against a coloured background and in case of a too strong similarity in colour between logo and background, modifications of the background such as brightening, colour gradients, high-lighting) should be favoured.

Alternatively, against these backgrounds the logo can also be depicted in white. The variant with a white logo against a red background is exclusively permitted for the AVM trade fair appearance or advertising material. In exceptional cases (e.g. company stamps, signposts, fax templates or stationery continuation pages, the logo may be used in monochrome black, or white on black, respectively. A monochrome realisation in AVM Blue or AVM Red is not permitted. For use on advertising materials (e.g. T-Shirts, ball pens) the AVM logo may be depicted monochrome in a special silver colour (e.g. Pantone 877).

In logo lines, e.g. with partner ads or sponsoring, the AVM logo may also be shown in monochrome grey together with the other logos.

In FRITZ! advertising materials, the AVM logo is consistently used in white against a blue background colour gradient.

| Coloured on white | Black on white | White on black | White on red |

The AVM logo was optimised in 2013. Since then, the old logo must not be used and has to be replaced in the entire communication. Unauthorised adaptation of the embroidery template, embossing template or artwork master to the new logo is expressly prohibited.

Novelties are:
• shortened ascenders and descenders
• optimised spacing between the letters
• no indentations at the interior angles
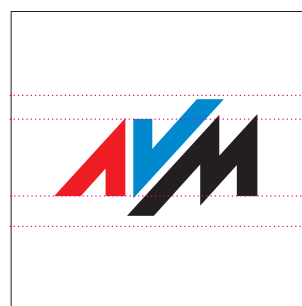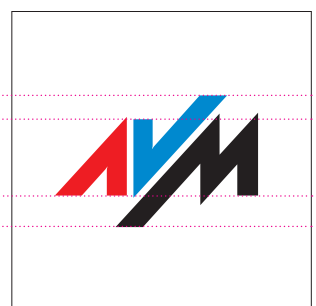
| New Logo (since 2013) | Old Logo |

White space and minimum size

In order not to compromise the optical impression of the figurative mark, a white space of one third of the figurative mark width (B), the so-called protected zone, must be observed. This protected zone both applies to texts and design elements next to the logo and as clearance towards the margin. Exceptions in certain areas of application are permitted in case of limited space or for technical reasons. These exceptions are documented in the corresponding design specifications. If the figurative mark is part of the logos and other descriptions, different rules shall apply as well.
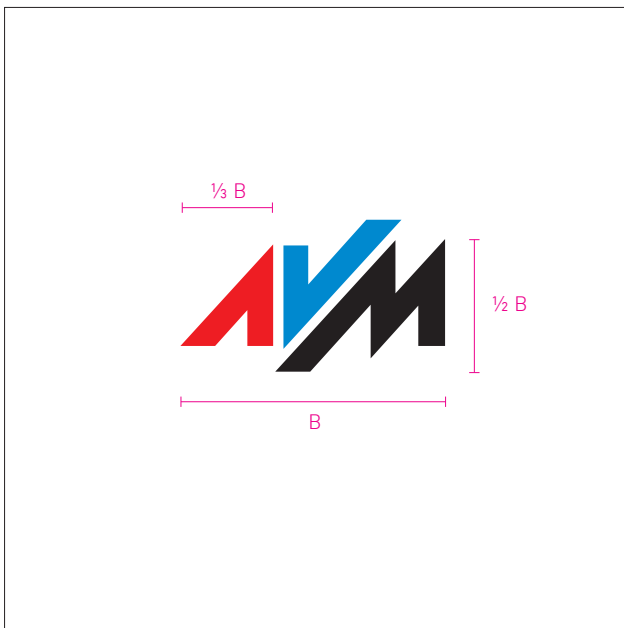
Figurative mark width (B)
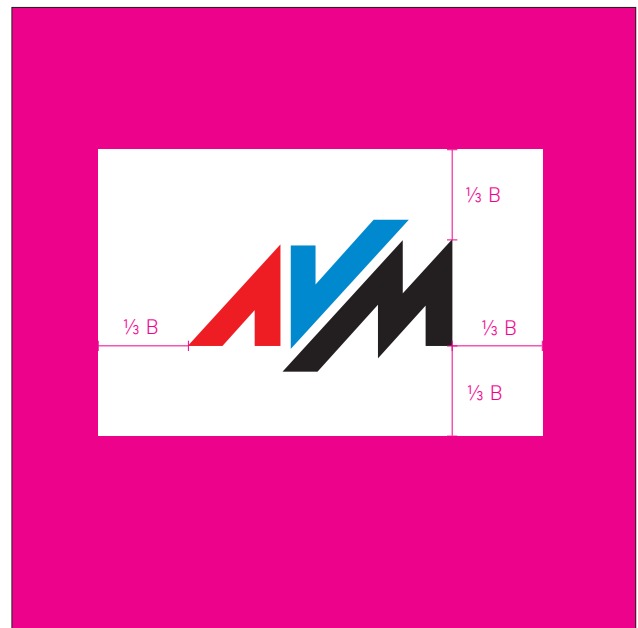
White space

To ensure a good depiction quality and readability, the logo must not fall below the figurative mark width (B) of 12 mm. For online applications, this limit is at least 45 pixels.
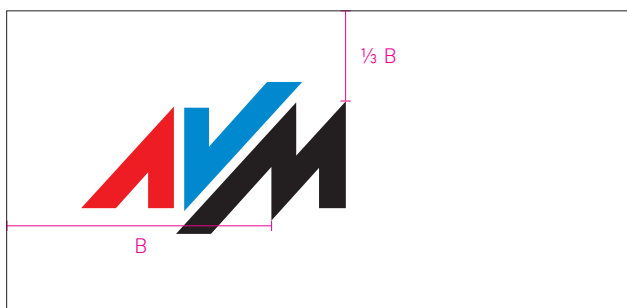
Positioning & alignment

The AVM logo may be aligned right-aligned at the top, right-aligned at the bottom or left-aligned at the top.

On the right: the clearance between the logo and the upper right or lower right margin of the object equals exactly one third of the figurative mark width (B) proceeding from M. On the left: the clearance between the logo and the upper margin of the object equals exactly one third of the figurative mark width (B), proceeding from A, and a total design mark to the left, proceeding from the

middle of M. With simultaneous use of a FRITZ! logo, the AVM logo may exclusively be aligned flush right bottom right as sender's address.

In exceptional cases (e.g. when placed on advertising materials), the logo can also be arranged centrally. In this case, the basis is not the mathematical but the optical centre, which is defined by a left offset (H) of the figurative mark by twice the space between "A" und "V" as well as a vertical offset (V) towards the top.
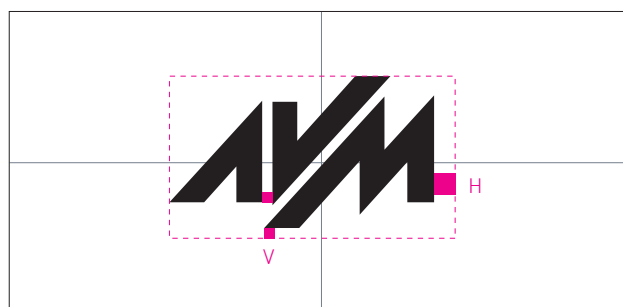

Top left

Top right

Bottom right

Max Mustermann
Job title

AVM Computersysteme
Vertriebs GmbH
Alt-Moabit 95
10559 Berlin, Germany

Phone +49 30 39976-000
Mobile +49 173 1234567
m.mustermann@avm.de

Example business card

Optical centre

Colour scheme

In technical realisation, not all colours are created equal – there are many ways to apply and use colour.

To achieve a consistent and uniform colour impression for all AVM logo applications, colour values are defined for the print or duplication techniques used. This finds expression in a variety of colour systems for different areas of application where a specific colour can only be an approximate value towards an ideal. In this documentation, the colour values for the best possible realisation of the cor-

porate colours in different media and colour systems are determined.

The CMYK values serve as reference for our corporate colours. All other colour realisations are only approximate values and must be checked for usability in the individual case.

AVM logo colours

Colour scheme	AVM red	AVM blue	Black
CMYK (Euroskala)	0 / 100 / 100 / 0	100 / 30 / 0 / 0	0 / 0 / 0 / 100
Pantone	1795	3005	Black
HKS	14	44	88
RAL	RAL 3020	RAL 5017	RAL 9017
RGB	226 / 0 / 26	0 / 137 / 209	0 / 0 / 0
HTML	#e2001a	#0089d1	#000000

FRITZ! LOGO

CORPORATE DESIGN MANUAL

Version: November 2020

General information and designs

The FRITZ! logo can be used in different designs which are shown here. Preferably the original FRITZ! logo should be used. Dimensions, pitch and proportions are compulsory and must not be changed.

The FRITZ! logo always has to be depicted in its original colours. If four-colour depiction is not possible, a 2D design with full tone colours should be used.

Depending on the design or the background, a simplified form of the logo as lettering can be used.

This FRITZ! lettering may be shown in white, FRITZ! Red and black. In addition, a design in silver (e.g. Pantone 877) is permitted for the production of advertising materials.
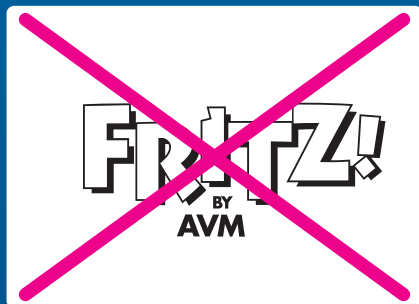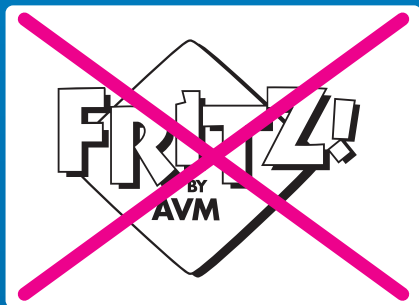

FRITZ! logo (original)

RITZ! logo (2D type)

FRITZ! lettering

Over the years, the FRITZ! logo has changed several times. The versions shown here are the only permissible ones.

On the next page, a variety of outdated logos is displayed that are obsolete for future communication and must not be used any more.

Positioning

The FRITZ! logo should preferably be placed left-aligned or centred at the top. This particularly applies if the FRITZ! logo is shown together with the AVM signet as sender's address placed bottom right. In this case, both logos should be arranged diagonally. In general, the logo should be placed in the upper half of the layout area.

The minimum space between logo and margin equals the majuscule height of the "T" from the FRITZ! logo lettering, thus defining the protection zone around it in order to provide sufficient free space for the impact of the logo. This protection zone also applies to other design elements adjacent to the logo.

In cases of centred arrangement (e.g. when placed on advertising materials), the optical centre is relevant, not the mathematical one. The horizontal offset equals the missing piece from the "I" of the FRITZ! lettering, the vertical offset is half of that.
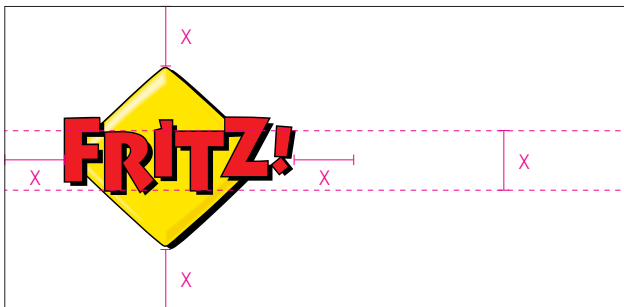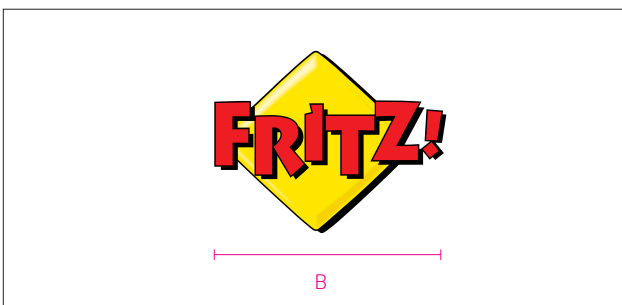

White space (protection zone)
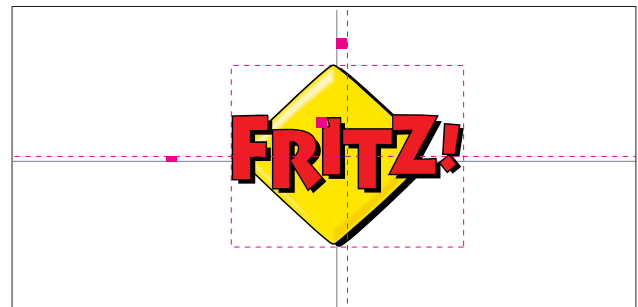
Optical centre

Minimum size

To ensure a good depiction quality and readability, the FRITZ! logo and the lettering for print must not fall below the figurative mark width (B) of 15 mm.

For online applications, this limit is set at 35 pixels. From a size of < 100 pixels onwards, the 2D design of the FRITZ! logo is recommended.

Figurative mark width (B)
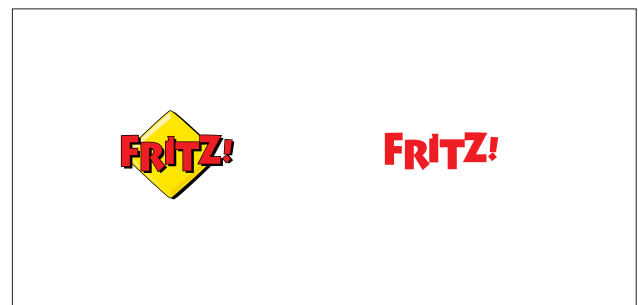
Minimum depiction size in print

Colour scheme

Besides its eye-catching shape, the identification of the FRITZ! logo is achieved by the colour tone between yellow, red and black.

This implies that wherever the logo can be used in colour, a coloured design is mandatory. Preferably it should be placed onto a blue background gradient that corresponds with the colour scheme. If not possible, the background should at least be neutral in colour and subtle.

In technical realisation, not all colours are created equal. This finds expression in a variety of colour systems for different areas of application where a specific colour can only be an approximate value towards an ideal. The goal is to achieve a consistent and uniform colour impression for all FRITZ! logo applications. The CMYK colour definitions serve as a reference.

FRITZ!-Rot

FRITZ!-Gelb

Schwarz (Tiefschwarz)

The FRITZ! colours

Colour system	FRITZ! Red	FRITZ! Yellow	Black (jet black)
CMYK (Euroskala)	0 / 100 / 100 / 0	0 / 5 / 100 / 0	60 / 40 / 80 / 100
Pantone	1795	108	Black
HKS	14	3	88
RAL	3020	1023	9017
RGB	226 / 0 / 26	248 / 236 / 23	0 / 0 / 0
HTML	#e2001a	#f8ec17	#000000

ⓘ The colour value of FRITZ! Red is identical with the AVM Red.

F! logo

CORPORATE DESIGN MANUAL

Version: November 2020

F! logo

The F! logo is a stripped-down version of the FRITZ! lettering and is preferentially used in advertising materials and for trade fair appearances.

It may exclusively be used in the designs and colour combinations as shown here.

The dimensions, spacing and proportions are binding and must not be altered.

The F! logo must not be placed adjacent to a FRITZ! logo or a FRITZ! lettering.

> ℹ **The F! serves as an additional designation of and introduction to the FRITZ! brand and may neither be used separately as sender's designation nor as a replacement for the FRITZ! logo or the FRITZ! lettering.**
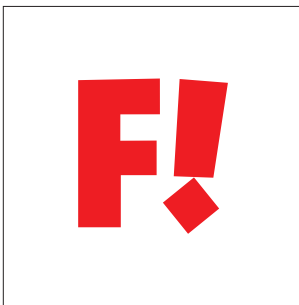
Red on white

Red on Yellow

White on blue (gradient)

White on red

Use at the booth (here: CEBIT 2018)

Use at promotional items

COLOUR SCHEME PRINT AND SCREEN

CORPORATE DESIGN MANUAL

Version: November 2020

General information

The colour shades of the AVM and FRITZ! logo, in combination with different coloured and dynamic backgrounds, form the colour identity of AVM and the FRITZ! brand (so-called primary colours).

Black is to be used within the logos or in fonts only, not for design purposes. The only exception is designed templates such as fax templates or stamps that must be monochrome for technical reasons. For optimum representation of black that covers a wide area, for instance in the FRITZ! logo, a four-colour implementation is used. This so-called jet black is not suitable for continuous text or the like.

Besides the primary colours, a range of main and accent colours have been defined for design. The blue main colours are predominantly used in planar design, for instance, in dynamic backgrounds, thus forming the colour identity of AVM and the FRITZ! brand together with the primary colours of the logos. They offer variable forms of representation while having a high recognition value nonetheless, which is further enhanced by their consistent use in conjunction with primary colours.

The accent colours boost the impact of the logos by their characteristics and form an optimum colour contrast against blue or white backgrounds. They are mainly found in individual design elements such as headlines, bullet points, insets and graphics, however, they do not predominantly serve for planar colour design. Primary colours are also used in the main and accent colours where they form the initial basis of the respective range of colours.

For the design of packaging materials, a range of additional blue colour values is available, which, however, are only used for this purpose within colour gradients. These colour gradients must not be used for other designs, in which exclusively the so-called blue FRITZ! background colour gradient is to be used. This applies particularly to digital implementation.

On the AVM websites, several grey values are to be found that may exclusively be used on the website, utilisation for print is not permitted.

The CMYK colour values (Euroscale) form the basis and always relate to a 100% colour application. Implementation using special colours is not allowed. None of the mentioned colour values may be modified, lightened up or tarnished. For defined RGB/HTML colours, only the working colour space sRGB IEC61966-2.1 is determined as binding.

Colour values

Primary colours

FRITZ! red / AVM red
CMYK: 0/100/100/0
RGB: 226/0/26
HTML: #e2001a

FRITZ! yellow
CMYK: 0/5/100/0
RGB: 255/228/0
HTML: #ffe400

AVM blue
CMYK: 100/30/0/0
RGB: 0/137/209
HTML: #0089d1

Black
CMYK: 0/0/0/100
RGB: 0/0/0
HTML: #000000

Jet black (print only)
CMYK: 60/40/80/100
RGB: –
HTML: –

Blue main colours

Bright blue
CMYK: 55/10/0/0
RGB: 118/190/234
HTML: #74beea

AVM blue
CMYK: 100/30/0/0
RGB: 0/137/209
HTML: #0089d1

Blue
CMYK: 85/47/0/0
RGB: 0/116/189
HTML: #0074bd

Dark blue
CMYK: 100/70/10/20
RGB: 0/68/130
HTML: #004482

Night blue
CMYK: 100/70/15/50
RGB: 0/46/89
HTML: #002e59

Accent colours

Bright red
CMYK: 0/80/80/0
RGB: 239/78/51
HTML: #ef4e33

FRITZ! red / AVM red
CMYK: 0/100/100/0
RGB: 226/0/26
HTML: #e2001a

Dark red
CMYK: 0/100/100/15
RGB: 207/18/20
HTML: #cf1214

Light blue
CMYK: 30/0/0/20
RGB: 188/228/250
HTML: #bce4fa

Dark yellow
CMYK: 0/20/100/0
RGB: 255/204/0
HTML: #ffcc00

Blue FRITZ! background colour gradient

Colour 1 (top)
AVM blue
CMYK: 100/30/0/0
RGB: 0/137/209
HTML: #0089d1

Colour 2 (bottom)
Dark blue
CMYK: 100/70/10/20
RGB: 0/68/130
HTML: #004482

Red eye-catcher colour gradient

Colour 1 (top)
Bright red
CMYK: 0/80/80/0
RGB: 239/78/51
HTML: #ef4e33

Colour 2 (centre)
FRITZ! red / AVM red
CMYK: 0/100/100/0
RGB: 226/0/26
HTML: #e2001a

Colour 3 (bottom)
Dark red
CMYK: 0/100/100/15
RGB: 207/18/20
HTML: #cf1214

Colour values

Additional blue colour gradients (packaging only)

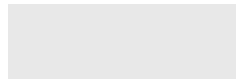|				
Blue gradient 1 CMYK: 85/0/0/0	**Blue gradient 2** CMYK: 100/0/0/0	**Blue gradient 3** CMYK: 100/20/0/0	**Blue gradient 4** CMYK: 10/50/0/0	**Blue gradient 5** CMYK: 100/50/0/20

Grey (website only)

Night grey RGB: 29/29/29 HTML: #1d1d1d	**Dark grey** RGB: 90/90/90 HTML: #5a5a5a	**Grey** RGB: 193/193/193 HTML: #c1c1c1	**Bright grey** RGB: 232/232/232 HTML: #e8e8e8	**Light grey** RGB: 245/245/245 HTML: #f5f5f5
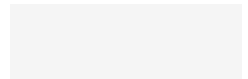
5 YEARS WARRANTY SEAL

CORPORATE DESIGN MANUAL

Version: November 2020

5 years warranty seal

The seal with the complete designation 5 years warranty on hardware components in accordance with terms of warranty is available in the following two versions:

Red on white

White on red

On packaging material and all blue or darker backgrounds, the version with white background must be used.

On white or very bright backgrounds, alternatively the version with red background may be used.

The minimum size for print is 22 mm in diameter. For online applications, this limit is 150 pixels.

The seals must not be altered regarding optical impression or content. To provide better contrast against be background, a cast shadow may be used in individual cases.

For international use the following translations shall apply:

English: 5 years warranty on hardware components in accordance with terms of warranty

Italian: 5 anni di garanzia sull' hardware secondo i termini di garanzia

Spanish: 5 años de garantía de acuerdo con las condiciones especificadas

French: 5 ans de garantie sur le matériel

selon les conditions de garantie

Dutch: 5 jaar garantie op hardware overeenkomstigde garantievoorwaarden

On multi-language packaging material, only the seal in English shall be used.

EYE-CATCHERS/ INSETS

CORPORATE DESIGN MANUAL

Version: November 2020

Eye-catchers/Insets

Eye-catchers are designed in two shapes: circular and rectangular.

On principle, the circular eye-catcher should be preferred. The smallest design features a radius of 25 mm and increases gradually by 5 mm up to a maximum size of 55 mm for a format up to DIN A3. For considerably larger formats the eye-catcher can be adapted accordingly. With short texts, the circular eye-catcher may be rotated anti-clockwise by 10°.

The rectangular eye-catcher is used with long texts and/or two-section content and can be designed in variable width and height, proceeding from the smallest size of 30 x 15 mm (width x height). It increases gradually in size by 5 mm in width and/or height, however, the maximum size must not exceed a width of 70 mm and a height of 40 mm, must not be rotated, and the width always has to be defined larger than the height (no portrait format). The maximum size of 70 x 40 mm is defined for formats up to DIN A3 and can be adapted to considerably larger formats. The edges are rounded – proceeding from the smallest size – with a 1.5 mm radius. Rectangular eye-catchers without rounded edges are not permitted.

The eye-catcher is designed with a defined colour gradient (red colour gradient) with the FRITZ! Red as the centre. It must be made sure that the colour gradient always goes from the light (top) to the dark (bottom) colour. Alternatively, it can be used as an all-over eye-catcher in FRITZ! Red. Other versions are not allowed. Exception: if the layout features a high redness or if the background is red. In this case, an inverted version (white eye-catcher, red font) can be used.

Minimum sizes (web/online)

- Circular eye-catcher: minimum diameter 120px, minimum font size 16px
- Rectangular eye-catcher: minimum diameter 40px, edge radius 10 px, minimum font size 16px.

Besonderheiten für den Einsatz auf Verpackungen:

- Circular eye-catchers with a radius of 45 mm or larger may only be used for outer carton sizes 7, 20, 21 and 22.
- Eye-catchers with a width exceeding 35 mm and a height exceeding 20 mm may only be used for AK sizes 7, 15, 20, 21 and 22.
- They convey either the novelty of a product or its top feature.
- With coloured eye-catchers, the one with colour gradient must be used.
- On the front side, the eyecatcher must always be placed next to the product picture.
- One eye-catcher only may be used per packaging side.
- The eyecatcher is consistently given the plane effect "cast shadow".
- On the small sides, only the 5-year seal of warranty may be used, no eye-catcher.
- Inverted eye-catchers may only be used if ther is a red eye-catcher on the front side. Inverted eye-catchers must not be used on the front side.

* Settings cast shadow in InDesign: Mode: multiply, colour: black, opacity: 50%, spacing: 0 mm, X offset: 1 mm, angle: 90°, size: 1 mm circular with gradient circular with gradient; 10° rotated circular, monochrome inverted

Generally speaking, the following applies: the content of the eye-catcher must be succinct and should not convey more than one information level. To support the text, it can contain an additional graphic/icon.

Examples

Circular with gradient

Circular with gradient; 10° rotated

Circular

monochrome   Inverted

Rectangular with gradient

Rectangular inverted

Packaging with circular eye-catcher on the front side

Packaging with circular and tilted eye-catcher on the front side

WLAN MESH EYE-CATCHER

CORPORATE DESIGN MANUAL

Version: November 2020

General information & designs

The WLAN MESH eye-catcher can be used in different designs which are shown here. Other solutions must not be used.

Preferably, the eye-catcher is to be used in its original colours against a dark blue background **(1)**.

With white or very bright backgrounds, variant **(4)** must be used to ensure sufficient contrast against the background. If multi-colour printing with gradient is not possible or easily reproducible, a monochrome red variant in HKS 14, Pantone 1795 or CMYK 0/100/100/0 may be used.

Against red backgrounds or those similar in colour, the eye-catcher must be depicted monochrome in white with red font (no colour gradient) **(3)**. This also applies if the eye-catcher is in direct competition with an additional eye-catcher, for instance, on product packaging with "NEW" next to the product name. In cases where only a black-

and-white-design is possible, it may be depicted – by way of exception – in black against a white background. Further monochrome representations or screening of black is not permitted.

The final format of the monochrome variants slightly differs in width from the original.

To ensure a good depiction quality and readability, the eye-catcher in print must not fall below a height of 7 mm (with proportional scaling of the width) or a height of 12 mm with URL. For online applications, this limit is at 40 and 75 pixels, respectively.

All WLAN MESH eye-catchers are also available as international – English – variant **(1b – 4b)**. Additional translations are not allowed.
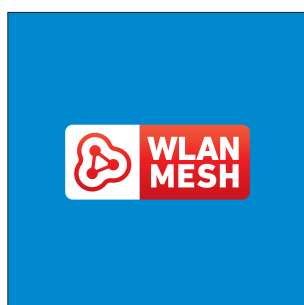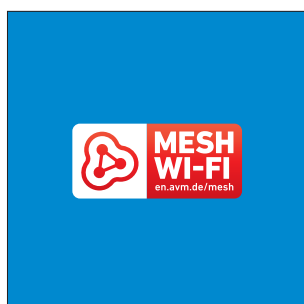
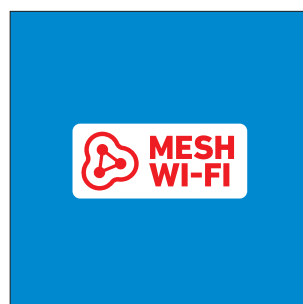**1)** Original   **2)** Original with URL   **3)** White with red font   **4)** Red with white font
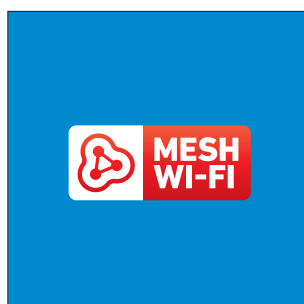
1b) Original   **2b)** Original with URL   **3b)** White with red font   **4b)** Red with white font

WLAN Mesh icon

In order to explain the subject matter and the functions of WLAN Mesh, the related icon can also be used separately. Shapes, colours, dimensions and proportions are compulsory and must not be altered.

Against white or very bright backgrounds, variant **(1)** is to be used. The red icon **(2)** against a white background may exclusively be used for eye-catchers/insets with text. In cases where only a pure black-and-white implementation is possible, the icon may exceptionally also be used in black.

Against a blue background from the FRITZ! range of colours, it is imperative to show the icon inside a yellow circle **(3)**. If precise positioning is required, for example next to a device, variant **(4)** can also be used.

To ensure a good representation everywhere, the icon in print must not fall below a width of 7 mm (with proportional scaling of height) and a width of 10 mm (when placed inside a circle). For online applications such as banners, this minimum depiction limit is at 25 or 35 pixels in width, respectively.
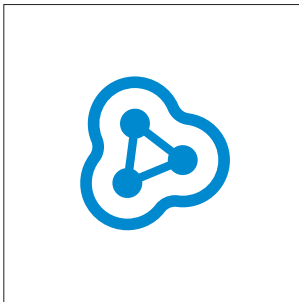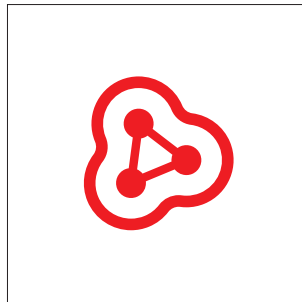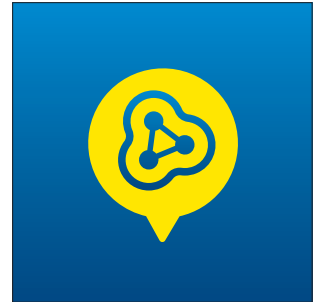
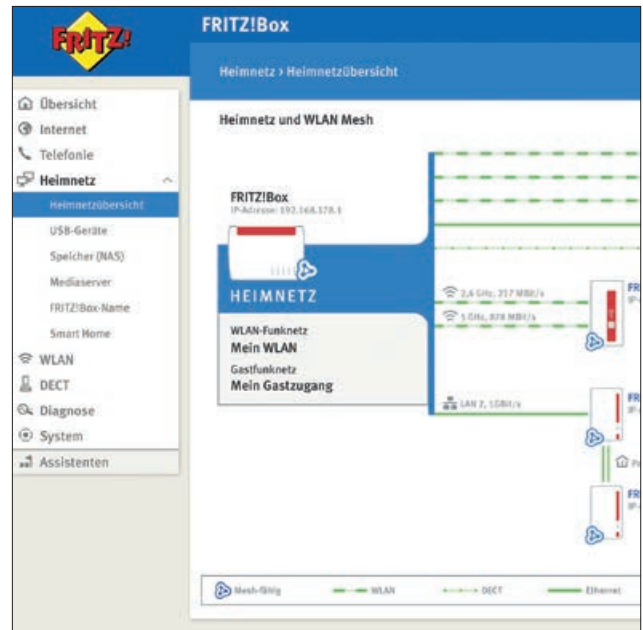|			
1) Blue on white	**2)** Red on white	**3)** Within a circle	**4)** With indication of position
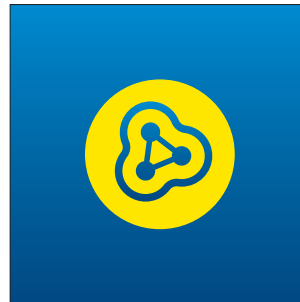
Application examples

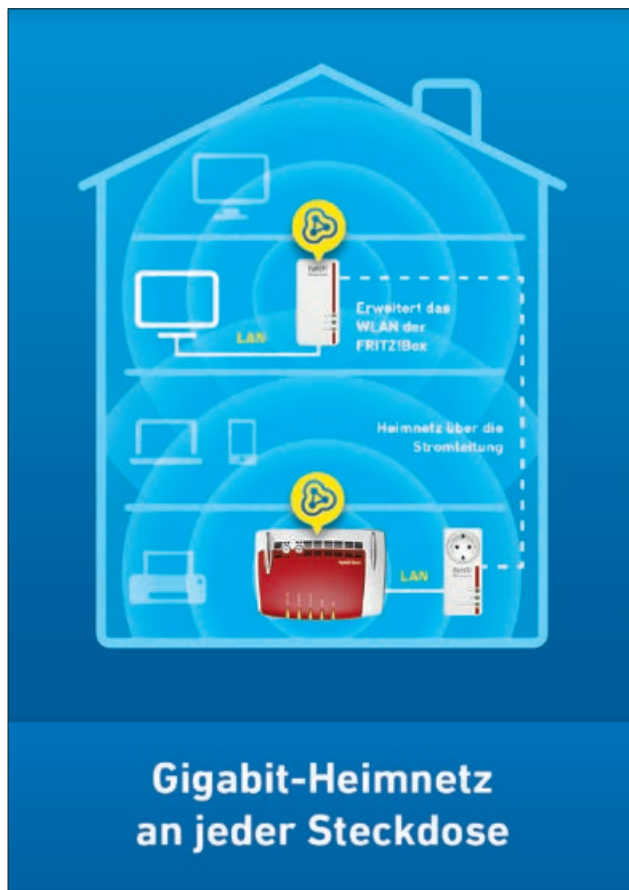Packaging FRITZ!Box 6660 Cable

Packaging FRITZ!Repeater 2400

FRITZ! Folder

Overview of the FRITZ!Box home network

Connection scenario on packaging

Illustration on a poster

TEMPLATES FOR PRINT ADS AND OTHER PRINTED MATTERS

CORPORATE DESIGN MANUAL

Version: November 2020

General information

The templates serve as a pattern for the current ad design for national and international media and can also be used for other printed matters, e.g. flyers, in comparable formats. The information given here is also suitable for disclosure to external agencies with which we place orders on design tasks.

Background

The colour background of every FRITZ! ad is a **blue colour gradient**, which is composed of two CMYK colour values and runs from top to bottom (light to dark):

AVM blue: 100 / 30 / 0 / 0
Dark blue: 100 / 70 / 10 / 20

Colours

All our ads are designed for four-colour printing (CMYK). Special colours must not be used. The **standard colour profile is ISO Coated v2 300%**, the colour profile must be adjusted to the respective printing process for the medium. Generally, information can be found in the respective media data of the publisher, the same applies to information on dimensions and bleed.

In case of unavailable or incomplete specifications, the printing data are basically created as follows:

File format for printing data: PDF
PDF standard: PDF/X-4 (1.6)
Printing technique: offset
Printing colours: 4-colour (Euroscale)
Colour space: ISO Coated v2 300% (ECI)
Bleed (all around): 3 mm
Crop marks: yes

AVM logo / publisher's address

Basically, the AVM logo in white has to be used as publisher's address (footer) in international ads. In this case, the logo is always placed bottom right. More details on the AVM logo are available in the corresponding style guide.

With national ad placements, the logo can be omitted, the URL, however, must be shown. With international ad placements and printed matters, the URL **avm.de** must be used, however, without a country-specific designation such as it.avm.de or nl.avm.de – linking to the website of the respective country is made automatically if the website is accessed from this particular country. Special campaigns that must link to a specific landing page constitute an exception.

The URL must always be typeset in font style heavy, it must correspond in width (avm.de) to the AVM logo used and must be placed on the opposite side (left) of the AVM logo. **For further designation, the company's address including phone number and e-mail address can be shown**, which is to be used as boiler plate together with the URL. The contents of the address must be separated by "•", for example: "AVM GmbH • Alt-Moabit 95 • 10559 Berlin, Germany • Phone +49 30 39976-0 • info@avm.de". The font size must not be chosen smaller than 6 points, font style is regular, for "AVM GmbH" the font style bold has to be used. National ads usually do not show the address.

FRITZ!-Logo

The FRITZ! logo is the **key visual** of the ads and has to be prominently **placed in sufficient size in the upper third of the ad** – preferably centred if design and contents allow to do so. If an AVM logo is used as publisher's address, the width of the FRITZ! logo must be at least **200%** of the width of the AVM logo. More detailed information about the FRITZ! logo is available in the corresponding style guide.

General information

Headline

The headline of ads should generally be concise. An auxiliary subhead (see page 4) can be added. The headline should be typeset in font style heavy and preferably be placed centred underneath the FRITZ! logo. The maximum permissible length is three lines. Short headlines can be typeset entirely in uppercase letters unless that would impair the flow of reading. For longer headlines, basically normal upper case/lower case is to be chosen for better readability. White font colour is to be consistently used. Only in case of a play on words in the headline, light blue (CMYK: 30/0/0/0) can be used as highlighting. The maximum width is defined by the left edge of the URL and the right edge of the AVM logo.

Subhead

When needed, an additional subhead can be used to complement the headline. However, it is strongly recommended not to use a subhead with longer, e.g. three-line, headlines. The subhead is typeset in font style medium and in FRITZ! yellow colour. Uppercase letters must not be used in subheads.

Content

The remaining area between headline/subhead and publisher's address is available for the proper content of the ad, for example, pictures, graphics, texts and tables, in which the content should be put in a nutshell. .

Eye-catchers/insets

To highlight specific information within the content, for instance a reference to a trade fair appearance, such information can be placed within a so-called eye-catcher. It is mandatory to use eye-catchers with a red background and white font colour, provided the (colour) design allows to do so. Comprehensive information thereto can be taken from this style guide.
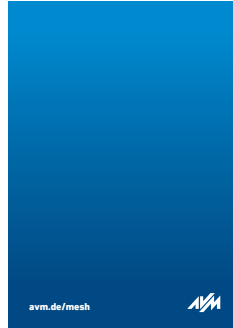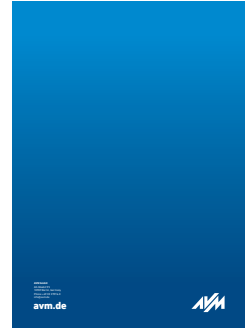
Examples
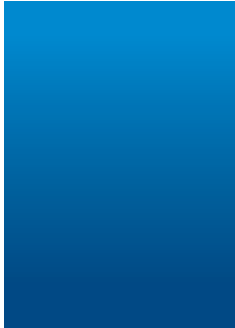
Background gradient
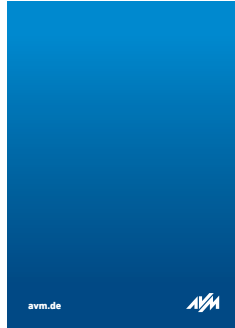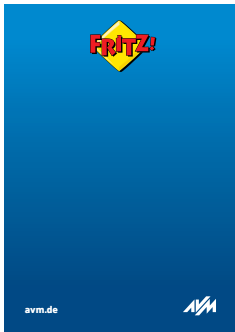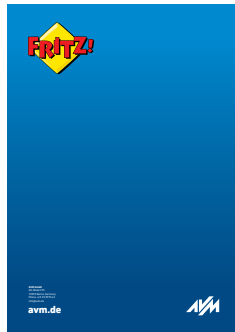

AVM logo and URL

AVM logo and spec. URL

AVM logo, URL, address

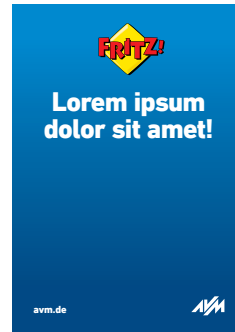AVM logo, URL, address

with FRITZ! logo
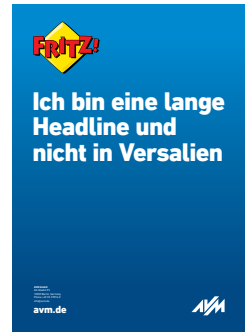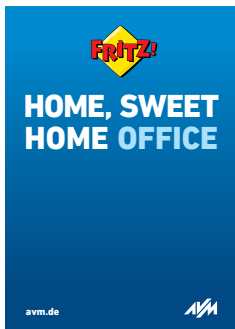

with FRITZ! logo on the left
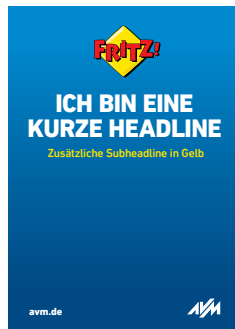

Headline in uppercase letters

Headline

Long headline

Headline with play on words

Subheadline

Subheadline

Subheadline

Example of a national ad