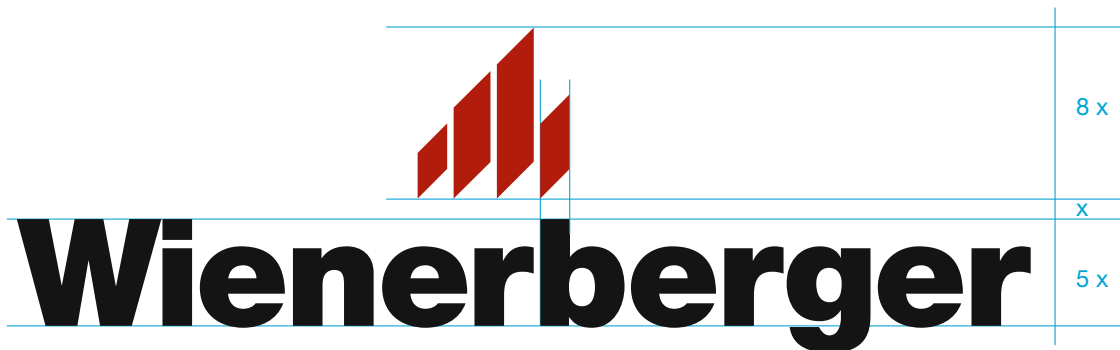


Umbrella brand

Logo composition and white space

Lettering and flame

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



Info: The used font is Monotype's "Helvetica Neue" in the "95 Black" weight. See also pages 28-31.

Safety area around the logo

The white space around the logo is to be maintained at all times. It is defined by the size of its flame symbol.

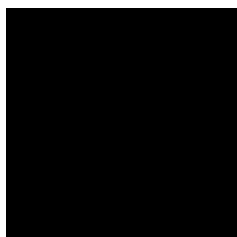


**The logo must not be redesigned or reproduced.
Please use the original files available at the following link.**

<http://marketingdatabase.wienerberger.net>

Umbrella brandLogo colours and minimum size**Basic colours**

The logo's colours are red and black on a white background

**Black**

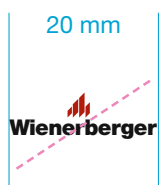
Pantone Process Black C
 CMYK: 0 / 0 / 0 / 100
 RAL 9005
 RGB: 0 / 0 / 0
 HEX: #000000

**Red**

Pantone 1805 (Wienerberger Red)
 CMYK: 0 / 100 / 100 / 30
 RAL 3000
 RGB: 179 / 0 / 0
 HEX: #b30000

Minimum logo size in printed media:

Please avoid sizes below 30 mm width. You must not use the Logo below 20 mm or 100px.

**Minimum logo size in online media:**

Please avoid sizes below 150 pixels width. You must not use the Logo below 120 pixels.



Umbrella brand

Logo background

The background of the logo is always white

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



The Wienerberger logo should always have a white background with the respective surrounding. The use on light materials such as aluminium, frosted glass, and a light grey is possible. In case of doubts please contact Marketing-Communications in Vienna.



The single-coloured version of the logo is 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 white on monochrome Wienerberger colours.



Ensure legibility

Use of the coloured logo in photos is only permitted if complete legibility is guaranteed.

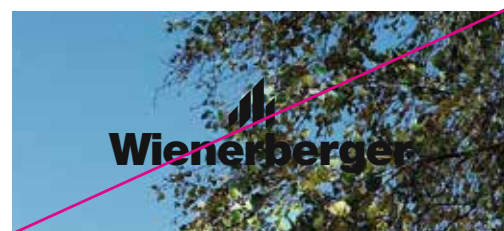
If this is not the case, then the logo is displayed on a white background (in the size of the defined frame). This version is only permitted in exceptional circumstances and should be avoided.



Umbrella brand

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.



A completely red logo is not permitted.



The use of the logo on patterned surfaces or gradients that affect the legibility should be avoided.
(Alternative: logo in a white field as shown on the left)