

Vogel's Brand Guidelines



Eindhoven | 2024



Contents

Introduction

Dear guardian of our brand	4
Our Story	5
Our Claim	6
Consumer	7
Professional	8
Vogel’s Branding	9
Brand colors	10
Product specifications	11
Visual Style	12

Instore presentation guidelines

COMFORT & ELITE	14
SIGNATURE	15
Without packaging	16

Online guidelines for e-tail partners

Online presentation	18
---------------------	----

Online guidelines for business partners

Online presentation	20
Product Reviews & Ratings	21
Social media	21
Events	22
Local consumer promotions & gifts	23
Further information & summary	23

Dear guardian of our brand

Vogel's brand philosophy

The core strengths of Vogel's are reflected in everything we do. With a consistent and clear brand positioning, together we can build a strong and leading brand image that mirrors the essence of our company.

With a strong brand, people will immediately know who we are, what we do and what we stand for. When they see our name or logo, they will recognise it, understand it and remember it. This puts our brand and products top of mind for our customers, making them more likely to choose our brand.

As the guardian of our brand, you play a major role in safeguarding our brand identity, and you can make sure that our brand is communicated in a uniform manner.

Building our brand

These guidelines will help you create a consistent identity. It sets the standards for on- and offline presentation and helps you to achieve the consistency so vital in developing a successful and coherent brand.

The Vogel's Communication & Sales department is in charge of supervising the Vogel's Brand Guidelines. They should be consulted if you any have questions about this presentation. We trust that you will adhere to the guidelines and we will pro-actively and regularly check that these are followed.

I am counting on your support to build and sustain a strong brand for Vogel's!


Gerdi Vogels,
CEO





Our Story

Who is Vogel's?

How to talk about Vogel's? When writing about Vogel's this text should be used to explain the Vogel's company. It can be used on- or offline.

Vogel's history and future

What began as a personal quest for perfection has evolved into an internationally successful company that manufactures a highly distinctive range of mounts and support systems for audio and video equipment. Vogel's products combine versatile functionality and robust performance with sleek design.

Since 1973, Vogel's solutions have been based on the talent and commitment of people who care passionately about the products they create and the customers who use them. Since developing the

world's first loudspeaker mount in 1973, we have produced a steady stream of award-winning solutions that make people's lives more enjoyable.

Today, Vogel's is well known for our outstanding line of mounting solutions for TVs, audio-video equipment, videowall and tablets. You will find Vogel's everywhere: not only in living rooms, bedrooms and kitchens, but also in major airports, shopping centres, restaurants, hotels, football stadiums and hospitals. All products are developed to provide an extra dimension of personal comfort for today and tomorrow.

Discover more at vogels.com

Our Claim What sets us apart?

When you are looking for an accessory to complete your valued AV equipment, not just anything will do. You choose only the solution you can be sure of. You choose high-quality materials. Products made with respect for people and the planet. Products that are easy to install, and intuitive to use. That keep your equipment safe and hanging level. With first-class service and support too. A solution that suits you and your TV perfectly.

Vogel's. For Sure.

For future-proof design
Respecting people and planet
For the best materials
Strong and safe
For ease of installation
And great service and support
For the best solution

Vogel's. For Sure.

Consumer

Tone of voice

- Write in a personal way, toward your reader (you).
- Indicate the concrete benefits for a consumer resulting from the product characteristics or attributes.
- Use the words a consumer uses; avoid technical or commercial jargon.
- Some properties or characteristics are easy to understand; they need no extra explanation. For example: “anti-scratch padding”.
- Other specs or characteristics are not immediately clear and an explanation is required. For example: “Easy access position, for easily plugging in and out.”
- Keep it very short and to the point - consumers want to be informed when buying a TV bracket, but don’t spend a lot of time and effort on it.



Professional

Tone of voice

- Write in a personal but professional way towards the readers. That means you can be friendly but don't make excessive amounts of jokes.
- Indicate where the products could be used in a professional environment.
- Indicate the concrete benefits for an installer or system integrator.
- When writing about a benefit, use concrete examples why the benefit would help the reader.
- You can use technical jargon an installer or system integrator understand. But do not overdo it.
- Do not explain terms the reader understands.
- Keep it informative.



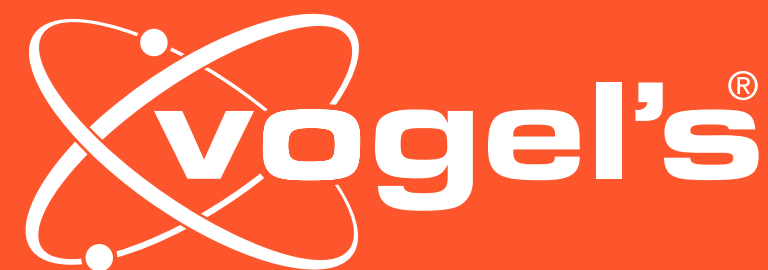
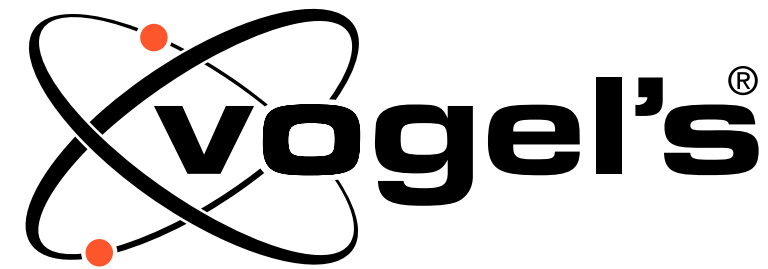
Vogel's Branding

The core element in our identity is the Vogel's corporate logo. It should be used in all Vogel's communication materials.

We prefer to use the primary logo on a white background to make it stand out.

When the logo is used on black or a dark background (for example as video endscreen) we use the logo in white with orange dots.

On any other color we use the logo all white.



Conditions

- The Vogel's wordmark needs to appear more prominently than the product series name.
- The Vogel's wordmark needs to appear more prominently than the Business Partner's wordmark on Vogel's-branded marketing material.
- Never combine the Vogel's brand name with other brand name, without written permission from Vogel's.
- When using the Vogel's brand name, always use the registered trademark (®). If the first use is in a headline, you may use the appropriate symbol in your first non-headline.
- Never imitate the Vogel's logo, packaging or website design, in order to not confuse or mislead the end-user.
- Always write the Vogel's brand name in the proper way:
Correct: Vogel's®
Not correct: Vogels

Brand colors

The orange

Orange is Vogel's Brand color. In every asset orange is a part of the colorpalette. It's present in graphic elements like color blocks or disruptors.

Tints

We've added tints in 50% fill and 25% fill to create a softer palette. With this you add accessibility, dept and playfulness to your design. Tints can be used pure decoratively or to create attention to a certain message.

Black

Black is for the logo and typography.

White

White is important for "air" in lay-outs. With the right proportions in white space, color blocks, photography and text you create balans in your lay-out.

Vogel's - Orange
CMYK 0 - 77 - 82 - 0

CMYK 0 - 37 - 41 - 0

CMYK 0 - 19 - 20 - 0

Vogel's - White
CMYK 0 - 0 - 0 - 0

Vogel's - Black
CMYK 75 - 68 - 67 - 90

Product Names, Series & Trademarks



Conditions

- When presenting Vogel's products, make sure it is clear that Vogel's is the manufacturer.
- Do not combine your company name with the Vogel's product names.
- Mention the Vogel's brand name before the type number (e.g. Vogel's TVM) or clearly show the Vogel's wordmark (logo) on the page.
- Never change the Vogel's original typenumber.

- Always write product series in capital and use a space between the name of the series and the numbers.
 - Vogel's COMFORT TVM 3665
 - Vogel's ELITE TVM 5855
 - Vogel's SIGNATURE TVM 7675
- Do not translate any product name.
- Write the product names correctly (capitals/lowercase)
 - Vogel's MotionMount
 - Vogel's DesignMount



Visual Style

We put a lot of effort into creating high-quality images and videos. Lifestyle and ambiance imagery captures how Vogel's products enhance the experience of audio-video equipment. Clean, modern and high-quality décors complement the Vogel's products.

It is key to safeguard that this material is being used in an appropriate way.

Vogel's grants its Business Partners the non-transferable right to use this material for the purpose of identifying, marketing and selling Vogel's products, for the duration of their business relationship and in its defined territory.

All our images are made available via the Vogel's Brand Portal.

Conditions

- Use only product images available via the Vogel's Portal (or supplied via the local Vogel's representative).
- Take care they are up to date and of the best quality standard.
- Never use an image downloaded or copied from the Vogel's website (vogels.com).
- Do not use content in a pornographic, defamatory or other unlawful manner, or in violation of any applicable regulations or industry codes.
- Do not falsely represent that you are the original creator of a work that is made up largely of licensed content. For instance, you cannot create artwork based solely on licensed content and claim that you are the author.



Instore Presentation guidelines

COMFORT & ELITE

The Vogel's shelf presentation focuses on the buying phase of the Customer Journey. It inspires and helps the consumer in choosing the right solution.

Guidelines:

- Show one demo product per functionality Fixed, Tilt, Full-Motion
- Show products with VESA 400x400 or VESA 200x200 for maximum shelf impact
- Present product functionality horizontally (planogram)
- Use matrix explaining the product functionality, sizes and product ranges
- Use light box panel with ambiance image and "Vogel's. For Sure." (or optional an unlit wooden center panel)



Instore Presentation guidelines

SIGNATURE

Information:

- SIGNATURE MotionMount, DesignMount are shown on floor display
- Available in several languages
- Demo button connected directly to the MotionMount, so no delay
- Use of plexiglas screen instead of the TV to better highlight the wall mount



Instore Presentation without packaging

Sometimes, there is not enough space to make a combination of shelf display AND packaging in store. Only demo products can be shown. Additionally an A5 product overview/matrix can be displayed.

These rules apply:

- Show at least three demo products, from every functionality one
- If possible show distinctive product lines of Vogel's next to each other
- If shown horizontally:
 1. Full-Motion demo products should be shown on shoulder's height to facilitate movement of products.
 2. Tilt demo products should be positioned after having

mounted the Full-Motion products.

3. Fixed demo products can be positioned on the bottom, no need to be able to move the products.

Contact Vogel's Communication or Sales department in case of custom made in-store presentation.



Online Guidelines for E-tail partners

Online Presentation

Creating an online presence for Vogel's

To create an online presence for Vogel's products in the tremendously influential and fast-changing online world, a flawless presentation of the Vogel's brand is extremely important. Especially for optimising the sales conversion of Vogel's products in your webshop! That's why we have an E-Partner program. You may have already been informed of the requirements and advantages of this programme by your local Vogel's representative.

We can support you with high-quality product information as well as conversion increasing tools, such as a product selector. In return, we would like to receive data from you such as conversion rates.

Conditions

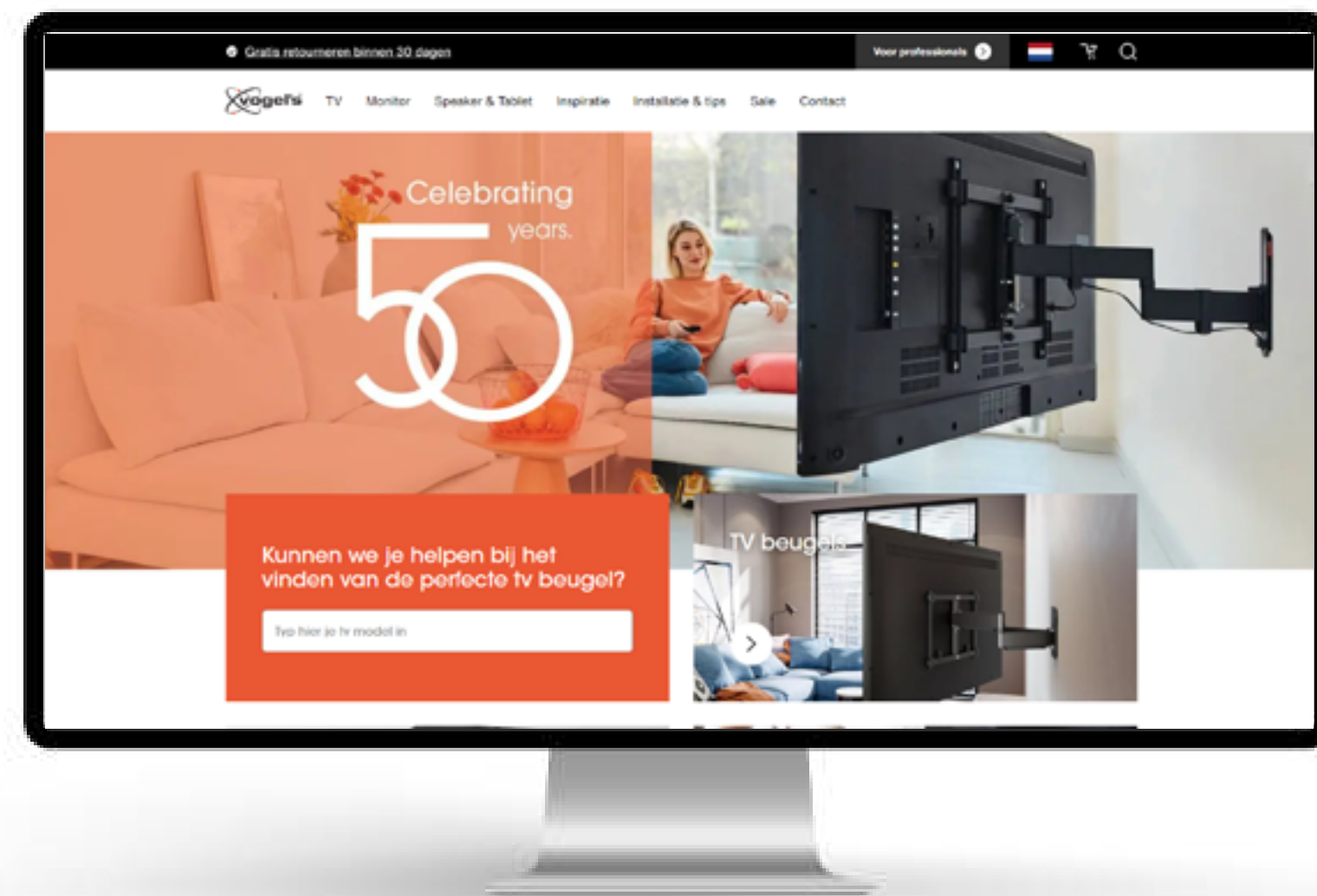
To feature Vogel's on your website/URL you must include:

- Vogel's branding
- Product type number
- Product description, features and benefits
- Hi-res product pictures, line drawings and videos (> 5 items)
- Use Vogel's YouTube link and embed the video. Please note, it is not allowed to copy the video and use it on your own channel
- Search engine optimised title
- Product reviewing possibilities
- Up-to-date images and information

For more information about the E-Partner Program, please contact your local Vogel's representative.



Online Presentation



Online presence for Vogel's on a Business Partner's website

In the tremendously influential and fast-changing online world, it is very important how we present ourselves on the Internet. To help you present yourself and the Vogel's brand, we defined some guidelines for various online activities. These guidelines will be updated every now and then to reflect ongoing online developments.

Conditions

- It should be clear that Vogel's is the manufacturer of the products and that you act as our local distributor.
- Do not imitate the look and feel of our brand online. For example, do not use our colour palette, house style elements and fonts.
- Product-oriented consumer information on your website should not be a duplicate of Vogel's text content and should contain a direct link to the vogels.com homepage or to specific product pages on our

website. The main reasons are that your local website should not compete with the ranking of the Vogel's website in Google.

Conditions - URL

- You may not use the Vogel's brand name in combination with your local country code top-level domain (ccTLD) without written agreement from Vogel's. E.g. vogels.dk
- You may not use a Vogel's trademark as domain name, whether identical or nearly identical. Not acceptable: "vogelsbracket.com".

Analytics

If you are interested in website statistics for the Vogel's website in your country (e.g. visitor numbers, conversion, most-viewed products, which retailers/e-tailers received leads), we are happy to share them with you. The statistics are available per country upon request. Please ask Vogel's for more information.

Product Reviews & Ratings

The wall-mount category is not at all transparent for consumers. They are looking for objective advice and reviews from other consumers. Why not stimulate consumers to leave a review? This will help others to make their decision. From research, we know that consumer reviews can be profitable.

Stimulating consumers to leave a review is similar to stimulating sales people in-store to draw attention to our products. Both influence the sales of our products. Aiming to increase the number of consumer reviews is something you can discuss with your e-partners.

Sales benefits are not the only reason we value reviews. You are our eyes and ears in your local market. We ask you to check consumer reviews and reactions on a regular basis and inform Vogel's of the developments in this area.

Conditions

- We do NOT allow fake reviews about our products. They are unethical and illegal, and can damage Vogel's reputation.

What you can do about negative or fake reviews?

If you suspect there are a large number of fake reviews on a product, please report it to the e-tailer.

If you spot an offending review, please report to the e-tailer.

If you spot a negative review on a product, please do not start a discussion about a review on a public platform/site. If you really want to react:

- Try to get the e-mail address from the e-tailer in order to contact the reviewer privately (keep in mind most e-tailers will not do this (!))
- Or ask the consumer via the e-tailers public platform to contact you via e-mail
- If you react do it within 24 hours
- If the number of negative reviews is high for a specific product, please do not forget to inform us!

Social Media

Vogel's owns and maintains several social media channels:

- [YouTube](#)
- [Facebook](#)
- [LinkedIn](#)
- [Pinterest](#)
- [Instagram](#)

Conditions

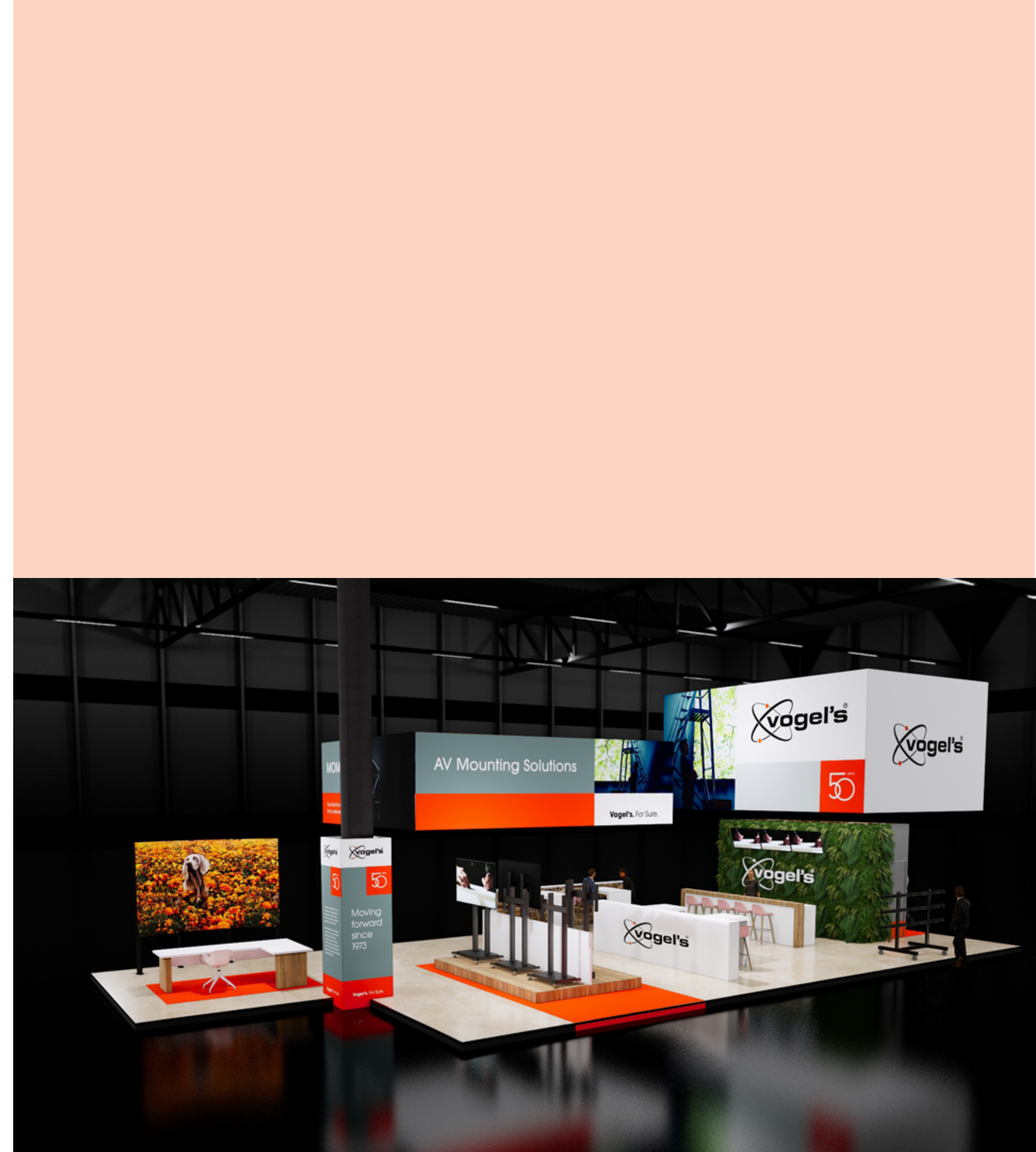
You are not allowed to host a local social media channel under the Vogel's name.

Events

To strengthen our brand, Vogel's should be presented in a uniform way, worldwide. The pictures shown give an impression of how we should be represented.

Conditions

- Provide prior notice to Vogel's if promoting Vogel's at a local show.
- Provide a detailed plan of how Vogel's will be represented.
- Take care that you have written approval from Vogel's of the way it is presented.
- Inform Vogel's of which other brands are being exhibited alongside Vogel's. Vogel's should be presented in an A-brand environment.
- Use Vogel's branding, display stand or material.
- Make sure that staff manning the stand have a good knowledge of the brand and product features.
- Register the Vogel's brand as participant/ presented on this show in the official show website and communication material.



Local Consumer Promotions & Gifts

If you take the initiative to create a consumer sales promotion in order to stimulate sales in your local market, you always should consult the Sales or Communications Department. It is important that your activities support our desired image of the Vogel's brand and our products. Please do not use products which have a relation with our branche e.g. headphones, adaptors, etc.

Further Information & Summary

These guidelines have been developed to provide you with key branding information.

Please do not hesitate to contact Vogel's or your local contact person for further guidance about using the Vogel's brand and marketing materials in your communications.

If you are planning a campaign or activity that is not covered by these guidelines, please contact Vogel's or your local contact person.

Thank you
for promoting
Vogel's