



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 Marketing & 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 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?

How to talk about Vogel's? This text can be used when explaining what sets us apart. It can be used on- and off line. Online it can be used on a branding page. Off line it can be used as signage on a tradeshow.

The Quality Signature

There is a big difference between buying a mount and choosing a Vogel's. The first activity involves looking around. Searching for something that attaches a TV, loudspeaker, tablet or projector to the wall, ceiling or floor. But choosing a Vogel's is something else altogether. It means you don't simply want to mount a device to save space or keep it from falling to the ground. It signifies you're not just looking for a piece of metal you want to hide behind a nicely designed TV, interactive tablet or high-end projector, but a smart solution that is just as beautifully designed as it is functional. A product that carries a device, protects it and is easy to install. A stage for the entertainment or experience each device promises to deliver.

Thoughtfully crafted, a Vogel's solution guarantees these 5 elements that define The Quality Signature:

- Design
- Innovation
- Reliability
- Ease-of-use
- Ease-of-installation



Vogel's in Short

How to talk about Vogel's? A short and longer description, explaining what Vogel's is. It can be used in e.g. consumer shows or e-tail websites, etc

Short description

Vogel's provides you with thoughtfully crafted audio-video mounting solutions that are as beautifully designed as they are functional.

Longer description

Vogel's provides you with thoughtfully crafted audio-video mounting solutions that are as beautifully designed as they are functional. Products that carry a device, protect it and are easy to install.

	Consumer market	Professional market
Limited information (only one word)	Vogel's	Vogel's
	+	+
More information (if you can use more words)	TV mounting solutions	Display mounting solutions

Vogel's Branding

Conditions

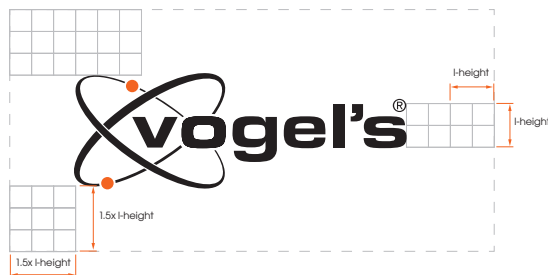
- The Vogel's wordmark needs to appear more prominently than the product series name.
- The Vogel's wordmark needs to appear more prominently than the Business Partner's wordmark on Vogel's-branded marketing material.
- Never combine the Vogel's brand name with other brand name, without written permission 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

Positioning and sizes of the logo/wordmark

- A clear zone should be created around the logo to give it full impact, using the positioning squares as shown.



Don't distort proportions of the logo



Don't place the logo on any other colour than the brand-colours



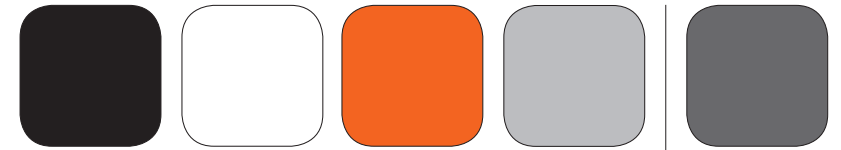
Don't place the white logo on light grey area's

Logo colours



Vogel's Colour Palette

The Vogel's colour consists of the following five colours. The shade of orange shown can be used as an accent colour in different communication materials. The dark grey colour can only be used for Vogel's Professional Solutions.



Full colour (CMYK)

C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0	C 0 M 75 Y 100 K 0	C 0 M 0 Y 0 K 55	C 0 M 0 Y 0 K 72
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Only to be used by Vogel's Professional Solutions

PMS coated

PMS Black C	C 0 M 0 Y 0 K 0	PMS 172 C	PMS 877 C	PMS 432 C
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PMS uncoated

PMS Black U	C 0 M 0 Y 0 K 0	PMS 172 U	PMS 877 U	PMS 426 U
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RGB

R 0 G 0 B 0	R 255 G 255 B 255	R 233 G 93 B 15	R 168 G 169 B 173	R 75 G 75 B 76
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Web (Hexadecimal)

#000000	#F0F0F0	#e95d0f	#AEAEAE	#4B4B4C
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RAL

RAL 9017	RAL 9003	RAL 2004		RAL 7021
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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 WALL 2345) 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.

E.g.:

- Vogel's WALL 3345
- Vogel's THIN 545
- Vogel's NEXT 7345
- Vogel's PFW 4600

- Do not translate any product name.
- The NEXT products names are not registered, except SoundMount™. When mentioning Vogel's SoundMount, use the trademark designation (™) alongside the first use of the product name (SoundMount™). If the first use is in a headline, you may use the appropriate symbol in your first non-headline.
- Write the product names correctly (capitals/lowercase).

E.g.:

- Vogel's MotionMount
- Vogel's MotionSoundMount
- Vogel's DesignMount
- etc.

Visual Style (look & feel)

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 and mobile devices. Clean, modern and high-quality décors complement the Vogel's products while people enjoying their AV experience focus on the mood of the moment.

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 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.



In-store Presentation 2018

In the Brand Identity Guidelines 2017 we indicated that we would introduce a new shopper-centric shelf presentation. The new instore presentation is designed to stand out from the shelf and to differentiate from competition.

This page provides general tips on how to set up and implement the best shelf strategy with Vogel's products in the wall mount category. Please note that tailor made shelf planograms can be provided by Vogel's sales department. If for any reason, you need to adapt the in-store presentation, the concept should be approved by Vogel's. Detailed guidelines are available in the Vogel's Brand Portal. (Vogel's Instore Presentation Guidelines)

Conditions

- The display should be clearly Vogel's branded.
- Solely Vogel's brand name should be mentioned on product communication.
- The latest selection of SKUs should be demonstrated.
- Demo display must be switched-on (if applicable).
- Demo display must feature demo product(s) with perspex screens (and sticker).
- All demonstrated products must be dust-free and kept in good condition.
- Placement of information and price cards must not obscure the demonstrated products.
- If available, Vogel's printed matter must be near but not on the demo display.
- Enable interaction with demonstrated products: do not place products too high or too low.
- The planogram structure as shown below should be followed.
- The shelves should be fully stocked and empty shelves should be avoided.



Main rules are:

- Use of wooden shelf displays to stand out, in comparison to competition
- Show one demo product per functionality FLAT-TILT-TURN
- Planogram is showing functionality vertically
- Show large products with VESA 400 x 400 for maximum shelf impact
- Large Vogel's logo to claim Vogel's branding space

Vertical split TURN-TILT-FLAT				
One Demo product	TURN	vogel's	TILT	FLAT
Top down arrangement size	XL/L		XL/L	XL/L
	XL/L		XL/L	XL/L
	M		M	M
	S/XS		S/XS	S/XS



NEXT Guidelines

NEXT Presentation Guidelines

NEXT Partners only!

In-store and online presentation

The NEXT range should be presented in accordance with the requirements for authorised points of sale, both physical and on the Internet as stated in the Annexes of the NEXT Selective Distribution Partner Agreement.



NEXT Online Guidelines

NEXT Partners only!

Dedicated NEXT and NEXT+ product range landing page

As mentioned in the Contract Annexes for NEXT and NEXT+, you can build a dedicated landing page within your website for the NEXT and NEXT+ product range. This page should give an overview of the NEXT product range. We will make a template available, an html page in order to support you with the development of this page for your website. Please download the html page at vogels.com/NEXTlandingpage.zip



Online guidelines for Business Partners

Online Presentation - Business Partners

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

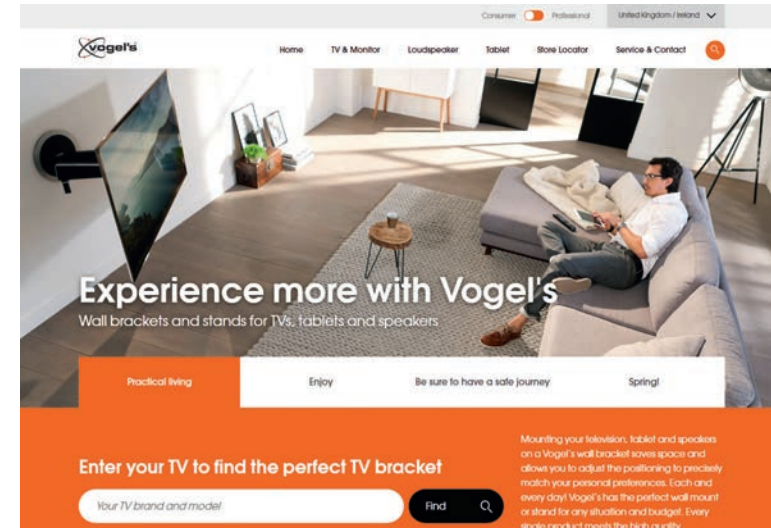
In the tremendously influential and fast-changing online world, it is very important how we present ourselves on the Internet. To help you present yourself and the Vogel's brand, we defined some guidelines for various online activities. These guidelines will be updated every now and then to reflect ongoing 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 Vogel's website and that duplicate content negatively affects 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", "soundmount.com", "NEXT.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!

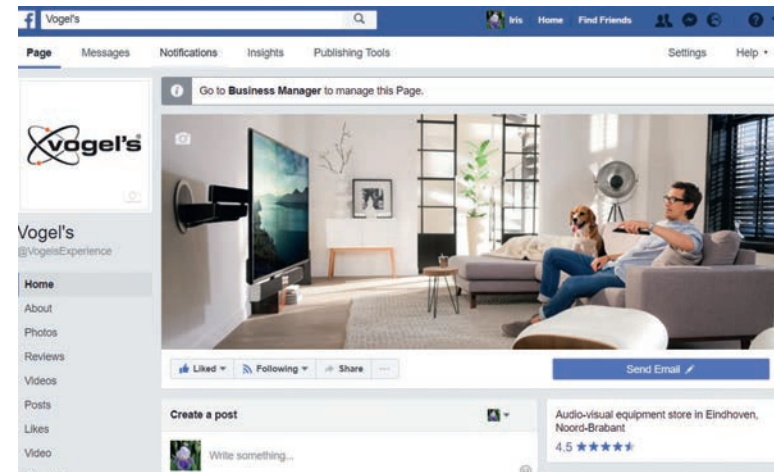
Social Media

Vogel's owns and maintains several social media channels:

- YouTube: <https://www.youtube.com/user/VogelsExperience>
- Facebook: <https://www.facebook.com/VogelsExperience>
- Twitter (VPN): https://twitter.com/vogels_prof_nl
- LinkedIn: <https://nl.linkedin.com/company/vogel's>
- Pinterest: <https://pinterest.com/vogelsxperience>
- Instagram: <https://instagram.com/vogelxperience>

Conditions

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



Online guidelines for E-Partners

Online Presentation - E-Partners

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 started an E-Partner programme. 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)
- Search engine optimised title
- Product reviewing possibilities
- Up-to-date images and information
- A branded landing page that explains who Vogel's is and what sets us apart. The template can be downloaded at: Vogels.com/whyvogels.zip

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



Events guidelines for Business Partners

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 presented.

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.





Promotions & Gifts Guidelines

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 Vogel's contact person. 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.

