

A photograph of three people in a workshop or design studio. They are gathered around a wall covered with numerous technical drawings, sketches, and diagrams of mechanical components. One person, wearing a dark jacket, is pointing at a drawing. Another person, wearing a maroon shirt, is holding a yellow sticky note and looking at the drawings. A third person, with long hair, is partially visible on the right, also looking at the wall. The drawings include various mechanical parts, some with labels and dimensions. The overall atmosphere is one of collaborative design and engineering.

Vogel's For Sure guidelines

Introduction.

For Sure is Vogel's' new pay-off and is always written in English. This pay-off is not part of the logo, but an addition that is mainly applied in text. For Sure underlines the different quality aspects of Vogel's:

- Design
- Ease of Installation
- Service & Support
- Strong & Safe
- The Best Materials
- Respecting People & Planet

Opt for the certainty of the best solution.

Vogel's. For Sure.

Word mark.

The combination of word mark + pay-off is made up of two different font weights.

Vogel's. For Sure.

AvantGardeGothicITC Bd

AvantGardeGothicITC Bk

Typography.

Header & titel fonts

AvantGardeGothicTC Bd.

**TV
Mounts**

The motorized TV wall mount that
turns automatically towards you.

AvantGardeGothicTC Dm.

**Choose
high quality
mounting
solutions**

Body Copy

AvantGardeGothicTC Bk.

Itate ab ipsam re molorecabo. Et lam et in nem ut quaturiam in
pratiost laborep resequae. On For Sure natest, aces ut et omniendi
quassunt ullendistio in porrovidel eaquia que nate doluptas
eicitatur? Lore, volore latia velicat ionsent ommolorem nonsequia
dolupta corepudit milit qui adigend For Sure facest volore
quaesentus net aliqui conessint esse.

AvantGardeGothicTC Md.

Nam, ut alibear umquibusam volore as as dent.
Aboratio mos res eratectam nihitat uscipsa ndebistius eaquas
illut et di aut landio. Nulla nonsequod ut fugit quiaecatur modia
solestius apita verovitatia derior. Inctenim dolorit dolor sendanda
vero et dolorporit.

How to apply

In combination with text

Vogel's. For Sure.

When For Sure is used at the end of a text, it should be written as follows:

- Vogel's in AvantGardeGothicITC **Bd** with dot
- For Sure in AvantGardeGothicITC **Bd** with dot

Preferably with a blank line in between.

Example:

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Vogel's nunc viverra vulputate lectus, eget sollicitudin neque. Quisque neque erat, rhoncus For Sure eget orci vitae, commodo pulvinar lorem. Aliquam at libero ligula. Nam lectus velit, rhoncus nec rhoncus sed, auctor vel metus suspendisse orci.

Vogel's. For Sure.

In combination with an image

Vogel's. For Sure.

In an image, For Sure should be applied as follows:

- Vogel's in AvantGardeGothicITC **Bd** with dot
- For Sure in AvantGardeGothicITC **Bk** with dot

Exception: when For Sure is used directly below the Vogel's logo, there is no need for a dot (e.g. video end screen).

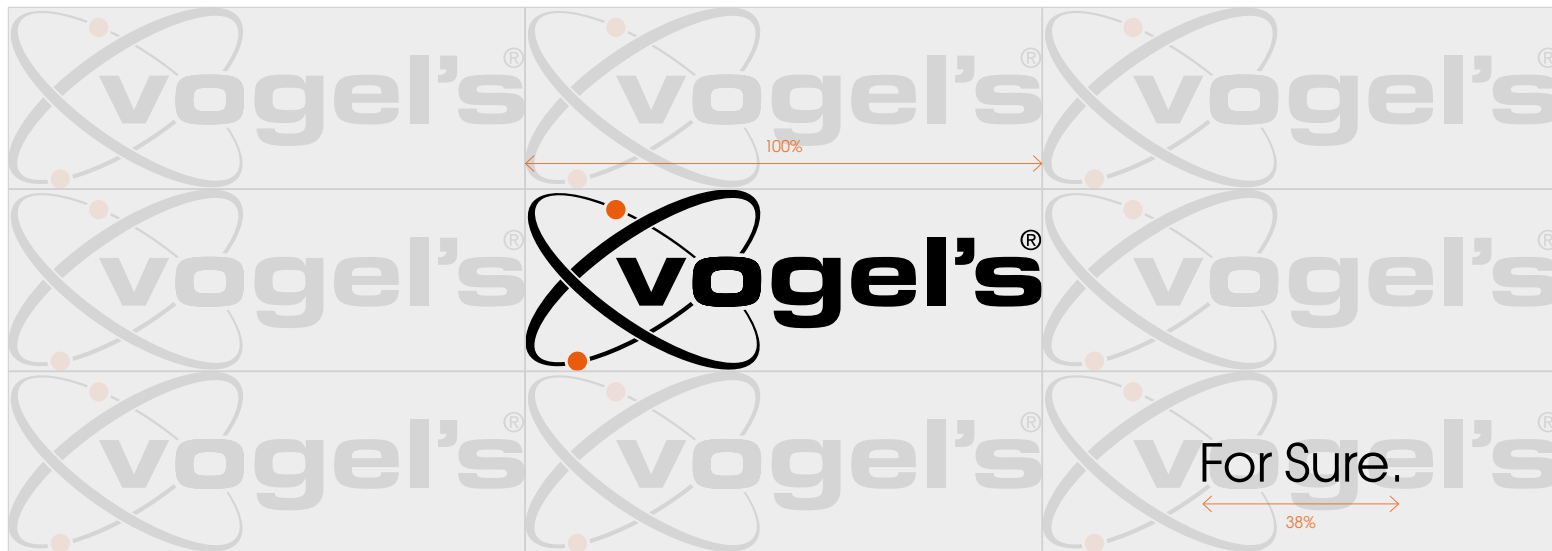
Example:



Safe Zone.

For Sure may be communicated without the brand name Vogel's when the pay-off is within the safe zone around the logo. This zone is 1x the width of the Vogel's logo all around and 1x the height of the logo all around, as shown below.

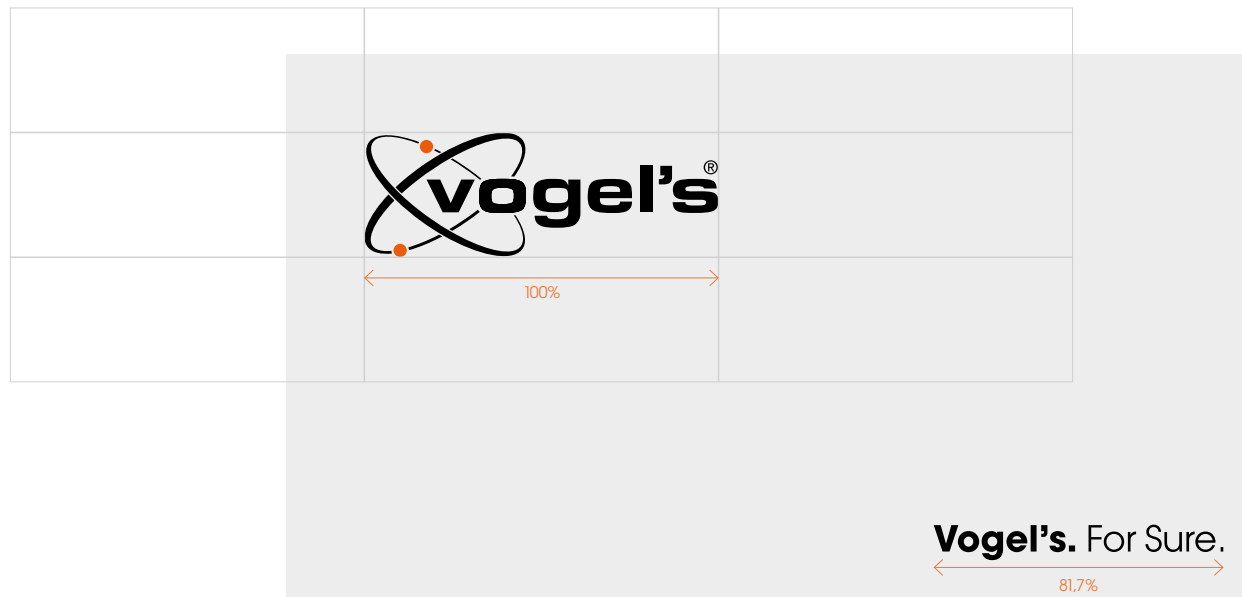
Preferably at the bottom right. The width of the pay-off in this case is 38% of the width of the Vogel's logo.



Pay-off within the safe zone

Safe Zone.

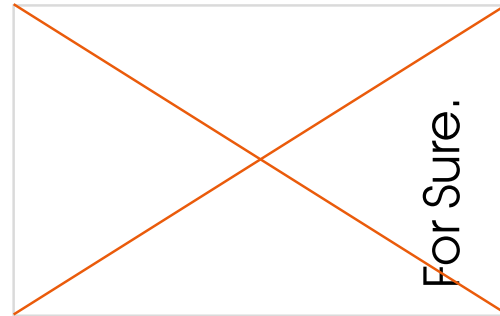
When For Sure falls outside the safe zone, we place the brand name in front of the pay-off. This prevents For Sure from floating or looking isolated in an empty space: the width of the pay-off in this case is 81.7% of the width of the Vogel's logo.



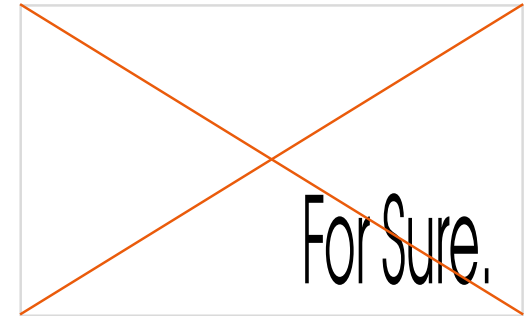
Pay-off outside the safe zone

Don'ts.

When applying For Sure it is important that this is done stylishly and convincingly and, wherever possible, in the same way, using Vogel's' font and corporate colours. There will always be exceptions to the rules. However, the following are strict don'ts:



Don't rotate.



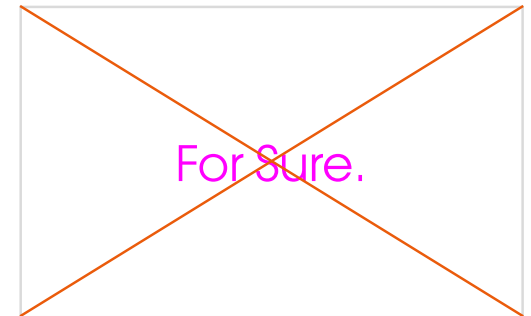
Don't stretch.



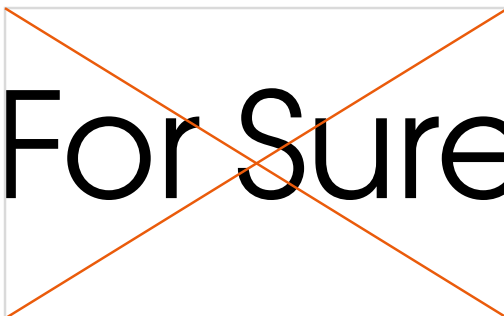
Don't reposition For and Sure.



Don't place the pay-off in a field.



Don't use any colours other than the corporate colours.



Don't cut off any letters.



Don't use a different font.



Don't place it against the edge.

Key visuals.



Design



The Best Materials



Strong & Safe



Service & Support



Ease of Installation (Prof & CE)



Respecting People & Planet

Advertisement.

1 : 1 1/3

In advertisements, **Vogel's. For Sure.** is always the end of the copy. Preferably aligned with the logo as in the example, in the same font size as the body copy.



When advising and installing AV equipment, not just any AV mount will do. You choose to offer your customers the fastest, and most reliable mounting solution. You choose a brand that stands for sophisticated design and high quality materials. That offers strong, robust construction. That offers products made with respect for people and the planet.

Mounting solutions for displays, tablets and projectors which you can install quickly and easily, that your customers can use intuitively. You expect their equipment to be safe. And you want first-class service and support when you need it. A partner that's right for you.

- ✓ Easy installation
- ✓ Highest safety standards
- ✓ TÜV certified
- ✓ Award winning designs
- ✓ For more than 45 years

More information:

+31 40 264 74 00

salesprof@vogels.com

vogels.com/professional

Vogel's. For Sure.



In-store display.

The size of the pay-off (38%) is determined on the basis of the size of the logo. Preferably we keep 2 V's left and right (example 1) so that it forms a subtle whole in combination with the pay-off. If the logo has to be larger (1 V of space on the left and right), the pay-off will, of course, also be larger (example 2).

example 1



example 2



Exhibition stand.





For questions please contact
Vogel's Marketing Communications department

marketing@vogels.com

