

Corporate Design Manual
Excellence inside. ZEXEL.



Principles and Objectives of Brand Management: ZEXEL's Appearance in the Aftermarket.

The CD-Manual defines ZEXEL's brand appearance and serves as a foundation for sustainably targeted implementation of communications measures. It contains advice and guidelines on the following subjects: principles of brand management, communications strategy and customer benefits, communication modules and examples of advertising/promotional mediums. The brand steering wheel summarises the principles of brand management and lays down guidelines for all measures of the brand communications policy. Every campaign should support some of the aspects described by it. Strict attention must be paid to ensure that communications measures do not contradict the principles of the brand steering wheel.

Communications Strategy

Advertising and sales promotion are designed to achieve the following goals:

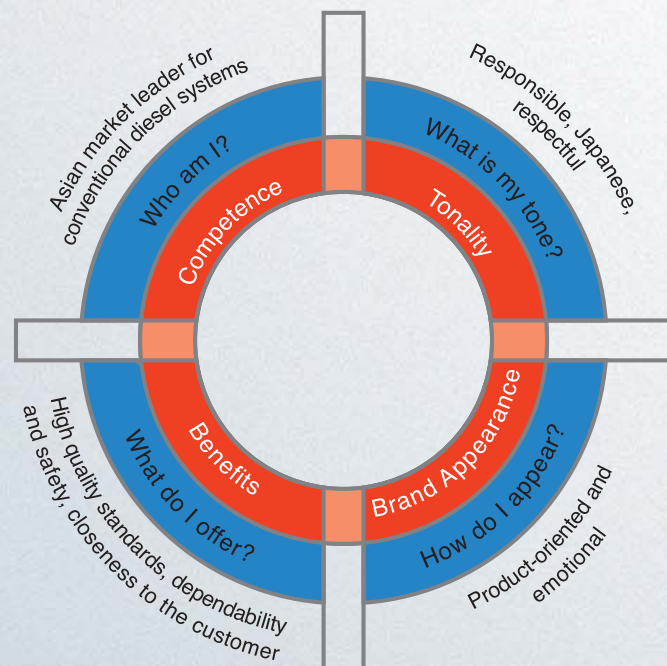
- Further development of the awareness level of and brand preference for ZEXEL products in the 1st and 2nd trade levels.
- Communication of safety, dependability, closeness to customers and quality as criteria for differentiating from replacement producers and products.

In ZEXEL communications the focus is on the direct benefit for dealers, workshop owners and consumers:

- Efficient products
- Dependability
- Safety

The emphasis is always on the positive characteristics of ZEXEL products, the high quality standards and the years of experience ZEXEL has.

In all measures it must be ensured that there is a clear differentiation from the BOSCH brand. The attractiveness of Bosch as a diesel partner for the future must not be diminished.



Competence

- Asian market leader for conventional diesel systems.

Benefits

- High quality standards (OE supplier with first class quality)
- Dependability and safety for customers thanks to decades of experience with conventional diesel systems
- Closeness to customers guaranteed by knowledge of the Asian market and its customer needs

Tonality

- Responsible
- Japanese corporate culture through respect for the customer
- Oriented to long-term relationships

Brand Appearance

- Use of the brand ZEXEL (without the addition of "Bosch Group")
- Use of the established logo
- Colour codes (see "Communication modules")
- Product-oriented communication; emotionality by using illustrations showing Asian people together with products/production processes

As many signals try to attract attention of people, it is crucial to form one clearly differentiated appearance by all communication measures used to strengthen the brand image.



Photos should display technical expertise and a customer friendly and valuable corporate look. As in the photo above the customer should relate these values to the Japanese origin of ZEXEL.

Core of Communication: The Corporate Symbol

Despite the partnership with Bosch, ZEXEL should be positioned as an independent brand in the aftermarket. When communications measures are implemented in printed material, ZEXEL has an independent image which integrates existing elements of the already existing brand appearance. The core of this is the ZEXEL corporate symbol.

Positive display

Double-colour display (in the corporate colours)



Single-colour display (in Precision Blue)



Single-colour display (in black)



Reversed type display



Double-colour display

White background (0 %)



Bright background (0 - 30 %)

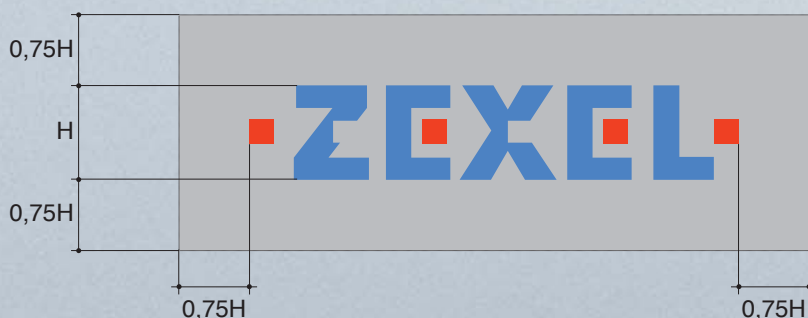


Single-colour display



Colour Scheme

The basic colour scheme of the ZEXEL corporate symbol consists of two specially chosen colours: Precision Blue and Advanced Red. Variations on this colour scheme are illustrated on this page to obtain flexibility for different applications. Nevertheless, among these variations the double-colour design has the top priority.



Isolation of Corporate Symbol

To maintain the strong image of the corporate symbol, it must be sufficiently isolated from other design elements. The way of isolating the symbol shown at left defines the minimum spaces required. Other design elements should not enter this area.

A clear and structured language of colour and form results in a sharper positioning of a brand.



Corporate symbol



Sub symbol I



Sub symbol II



Subsymbols

The subsymbols serve as a visual reminder of ZEXEL's full corporate symbol. Use of a subsymbol alone as the primary identification is prohibited.

Minimum-Size

The minimum-size allowed for use of the corporate symbol has been determined from the viewpoint of reproducibility. Even at sizes larger than this minimum it is possible that the correct reproduction cannot be achieved depending on the method or materials used. Applications on products are not affected by this guideline.

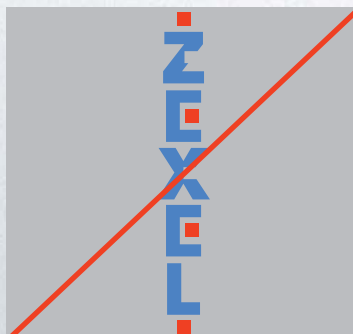


Incorrect use

The corporate symbol must be used correctly on all occasions. If used incorrectly as in the examples shown here, this will weaken the personality, impact and distinctiveness of the corporate symbol. This in turn will convey the wrong ZEXEL image to the audience. Therefore, incorrect usage of the corporate symbol is strictly prohibited.

A Word from **ZEXEL**.
For **ZEXEL**, keeping the nature clean and beautiful is one of the most important subjects. We are working to create greater amenities for life, yet protect mankind's precious ecological and environmental legacy. This corporate philosophy is expressed by our corporate statement "ZEXEL TECH— for the people of a beautiful planet."

Use of the corporate symbol in ordinary text is prohibited



Vertical rearrangement of the corporate symbol letters is prohibited



Altered spacing of letters and precision squares is prohibited



Use of colors other than the official colors is prohibited

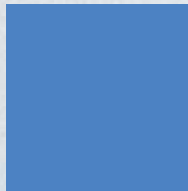
Functional but also emotional Communication: Communication Modules in advertising/promotional Mediums.

Communication modules are dominated by the typical ZEXEL colours and lays its focus always on the products or their production. In order to emotionally support this approach, people working in production or service are shown. It must be ensured, that always Asian motifs / people / backgrounds are selected in order to increase identification and at the same time achieve a differentiation from Bosch. The image world is always realistic with brilliant, sharply focused photographs of products and people. The „blue box“ appears as a new element. It picks up the colouring of the ZEXEL packages and symbolically stands for ZEXEL's high level of quality. The „blue box“ communicates the statement: „Wherever you find the ‚blue box‘, you find the high quality of ZEXEL.“ All of this is summarized in the new slogan:

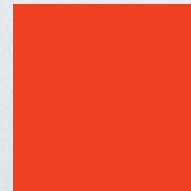
Excellence inside. ZEXEL.

Colour-Code:

The colour world of the corporate symbol should be reflected in the pictures in order to clearly distinguish the ZEXEL brand from all other companies in terms of colour image. The authorized ZEXEL corporate colours are Precision Blue (representing high-precision technology) and Advanced Red (expressing our progressive energy). Please always refer to the attached colour samples to ensure correct reproduction. For simplification the DIC and Pantone codes for each colour are shown here.



Blue
DIC PART II 1st Edition, 2599
Alternative:
Euroscale PANTONE 2718C
Cyan 72 %
Magenta 43 %



Red
DIC 13th Edition, 157
Alternative:
PANTONE RED 032C
Magenta 90 %
Yellow 100 %

Typefaces:

The specified Helvetica typographies, available in both PCs and Macs, are used for the type. By using these fonts, texts have a clear form and are easy to read.

Helvetica Light/New	ABCDEFGHIJKLMNOpqrstuvwxyz
Helvetica Regular	ABCDEFGHIJKLMNOpqrstuvwxyz
Helvetica Medium	ABCDEFGHIJKLMNOpqrstuvwxyz
Helvetica Bold	ABCDEFGHIJKLMNOpqrstuvwxyz

The brand's high level of quality is reflected in its graphical appearance. The value and precision of ZEXEL's products are expressed in a metallically gleaming, unembellished and relevant presentation.



Example of the image brochure



Example of a product brochure



Example for inside-pages





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