

Logo. Introduction.

The logo consists of the wordmark and the horse symbol. With the wordmark, we maintain a friendly and readily recognizable appearance. The characteristic ligature of the letters C and O is distinctive and the harmonious characters provide easy usability, as well as good legibility.

The horse symbol represents the brand's long-standing tradition. Its roots lie in the first product for which the company registered a trademark – for “hoof buffers” (for horses). The horse is dynamic and powerful and conveys an impression of speed and agility.

Logo. Overview of logo versions.

Logo



This is the registered trademark of the corporate group and products. Examples for use: global brand management; whenever the logo is used to identify the corporation; business publications; building signage; product labelling; Internet

Stand-alone icon



The stand-alone icon is not a replacement for the Continental logo and is used sparingly on advertising media, e.g. on giveaways and merchandising articles in cases where the reproduction of the entire logo is not feasible.

Logo.

Elements



The obligatory white space around the logo is a protective margin. The logo should never be used without it. The height / width of the protection margin (1x) is equal to half of the logo height (2x).

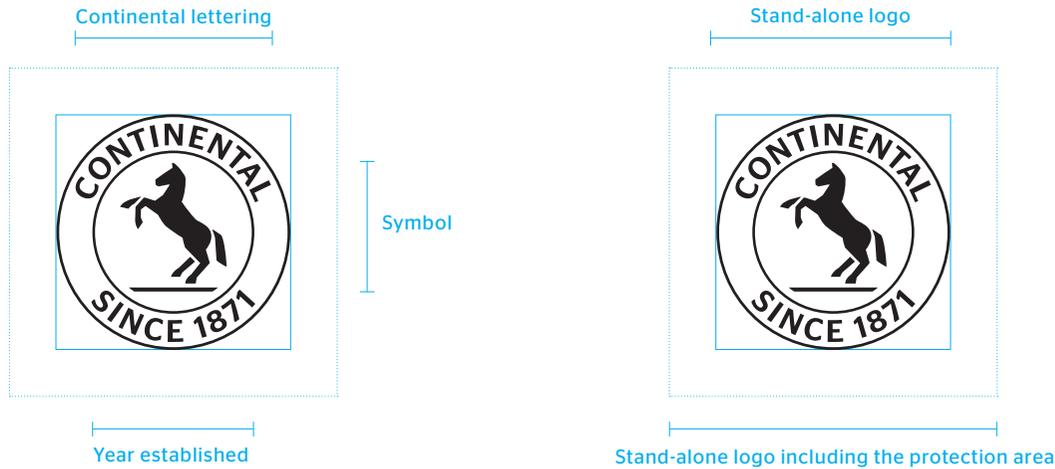
In exceptional cases involving special formats, the logo protection area can be reduced by $\frac{1}{2}x$ to allow for a larger logo.

Dimensions of protection area



Logo. Stand-alone icon.

Elements



The stand-alone Continental icon is designed to give the impression of a quality stamp. It stands for high-quality products and has a reputation for value in different cultures.

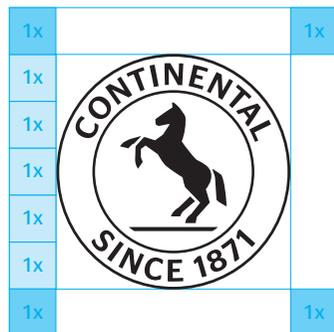
The stand-alone icon is not a replacement for the Continental logo. It may not appear in the immediate vicinity of the logo.

The obligatory white space around the icon is a protective margin. The logo should never be used without it. The height / width of the protection margin (1x) is equal to 1/5 of the icon height (5x).

The stand-alone icon can be used on:

- Giveaways
- Merchandising articles
- Fairs and events
- Roll-ups
- Signage
- Car branding

Dimensions of protection area



The minimum width of the logo is 15 mm. The logo may not appear smaller than this. If you find it impossible to comply with this requirement, please contact the person in your division responsible for corporate identity issues (see page 54).

Logo. Don'ts.



Never compress or stretch the logo



Never use the logo without the symbol



Never put the logo into italics



Never distort the logo



Never use other colors



Never use cutouts from the logo



Never shade or color the background



Never use the logo on images



Never change the color of the tagline



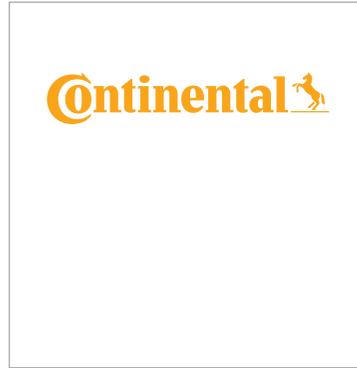
Never modify the proportions of the logo

Logo. Color applications.

Color applications



Primary use



The logo can appear in four-color or black-and-white versions, depending on the medium or application.

Black-and-white applications



Color system. Primary colors.



Continental Yellow



Continental Black 1 C *



Continental Black 4 C **



Continental Silver



Continental White

Continental Yellow, Continental Black (1 C / 4 C), Continental Silver, and Continental White are the primary corporate colors.

Continental Yellow is used for large surfaces as well as headlines, introductory passages, and to highlight passages in copy.

Continental Black has specifications for both one-color and four-color applications. When dealing with large surfaces, the four-color version should be used to ensure the proper degree of saturation. Copy and the logo must appear in the one-color version.

Continental Silver is used as an additional color in the corporate identity.

Continental White is used as a background color and for large surfaces in Automotive applications. Continental White is also used when typography and the logo are reversed against a colored background.

Standard

	Print		Electronic media		Textile	Paintwork
	Pantone	CMYK	RGB	HEX	Pantone Textile	RAL
 Continental Yellow	137 C	0/40/100/0	255/165/0	#ffa500	14-1064 TPX	1028
 Continental Black 1 C	Black C	0/0/0/100	0/0/0	#000000	19-0303 TPX	9005
 Continental Black 4 C	Black C	90/72/72/100	0/0/0	#000000	19-0303 TPX	9005
 Continental Silver	8400 C	20/15/15/35	-	-	16-5101 TPX	9022
 Continental White	-	0/0/0/0	255/255/255	#ffffff	11-0601 TPX	9003

Trade fair exhibits / Silk screen / Paintwork

	Laminating			Paint		Acrylic
	matte opaque	glossy opaque	translucent	Mercedes-Benz	Volkswagen	
 Continental Yellow	Oracal 631 - 020	Oracal 751 C - 020	Oracal 8800 - 020	DB 1666 Contigelb	H1A Contigelb	Evonik - GS 1H20
 Continental Black 1 C / 4 C	Oracal 631 - 070	Oracal 751 C - 070	Oracal 8800 - 070	RAL 9005	RAL 9005	Evonik - GS 9H01
 Continental Silver	Oracal 631 - 090	Oracal 751 C - 090	Oracal 8800 - 090	RAL 9022	RAL 9022	Evonik - XT 7M801
 Continental White	Oracal 631 - 010	Oracal 751 C - 010	Oracal 8800 - 010	RAL 9003	RAL 9003	Evonik - GS WH01

Please print the Continental primary colors as special colors whenever possible and use the correct colour application for the respective print or production method. The color matching for digital print is cmyk.

* used for copy and the logo

** used for large surfaces

Contact.

If you have any further questions,
please contact our team:

Manager of Creative Development

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