MARKETING MATERIALS GUIDELINE

Freudenberg Filtration Technologies is happy to provide you with marketing materials such as logos, images and videos for print and online use. Our marketing materials include all visual content such as photos, image pictures, product pictures, graphics, logos, charts, infographics, tables, animations and videos.

The following tips will help you integrate them correctly and ensure accurate source referencing.

Contact:

@ marcom@freudenberg-filter.com

📱 +49 (0) 6201 80-6264

FREUDENBERG
FILTRATION TECHNOLOGIES

FREUDENBERG
INNOVATING TOGETHER

LOGO

USE THE ORIGINALS

Use the logos only in their existing form. Brand logos must never be displayed without the company logo. If there is not enough space for both logos, always use only the company logo.

▶ **Company logo**

FREUDENBERG
INNOVATING TOGETHER

▶ **Brand logos**

micronAir®

viledon®

DOT NOT MODIFY

It is not permitted to change the constellation and proportions. Likewise, adjustments to color or negative representations are prohibited. Ideally, the logos should only appear on a white background.

▶ **Do not rotate, distort or modify**

FREUDENBERG
INNOVATING TOGETHER

FREUDENBERG
INNOVATING TOGETHER

INNOVATING TOGETHER
FREUDENBERG

COMPLY WITH PROTECTED AREA

Always maintain a substantial amount of free space around the logos. For the company logo, this must be at least the width and height of the symbol contained in the logo. For the product brand logos, the protected area corresponds to the size of the letter "n" within the logo.

▶ **Logo protected area**

FREUDENBERG
INNOVATING TOGETHER

micronAir®

viledon®

SOURCE

OPTION 1:
WRITTEN STATEMENT OF SOURCE

For print and online use, the source can be indicated as a caption or as text directly on the material. "Freudenberg Filtration Technologies" must be consistently used as the source reference.

▶ **Placement as caption**

Source: Freudenberg Filtration Technologies

▶ **Placement on the image**

Source: Freudenberg Filtration Technologies

▶ **Placement under product image**

Source:
Freudenberg Filtration Technologies

▶ **Placement under a graphic**

SUPPLY AIR (ZULUFT)				
SUP1*	SUP2*	SUP3**	SUP4	SUP5
✚	🍴 MEDIUM	🍴 BASIC	🔧	📦
PM$_{2.5}$ ≤ 2.5 PM$_{10}$ ≤ 5	PM$_{2.5}$ ≤ 5 PM$_{10}$ ≤ 10	PM$_{2.5}$ ≤ 7.5 PM$_{10}$ ≤ 15	PM$_{2.5}$ ≤ 10 PM$_{10}$ ≤ 20	PM$_{2.5}$ ≤ 15 PM$_{10}$ ≤ 30
ePM$_1$	ePM$_1$	ePM$_{2.5}$	ePM$_{10}$	ePM$_{10}$
70%	50%	50%	50%	50%
80%	70%	70%	80%	50%
90%	80%	80%	90%	80%

Source of graphic: Freudenberg Filtration Technologies

OPTION 2:
USE OF A BACKLINK

In online media, materials can be easily integrated as a source reference via a backlink without a written reference. The backlink will always refer to the URL:
www.freudenberg-filter.com

▶ **Backlink**