

# CAR BRANDING GUIDELINE

# OVERVIEW CAR BRANDING

We distinguish between two different uses of cars.

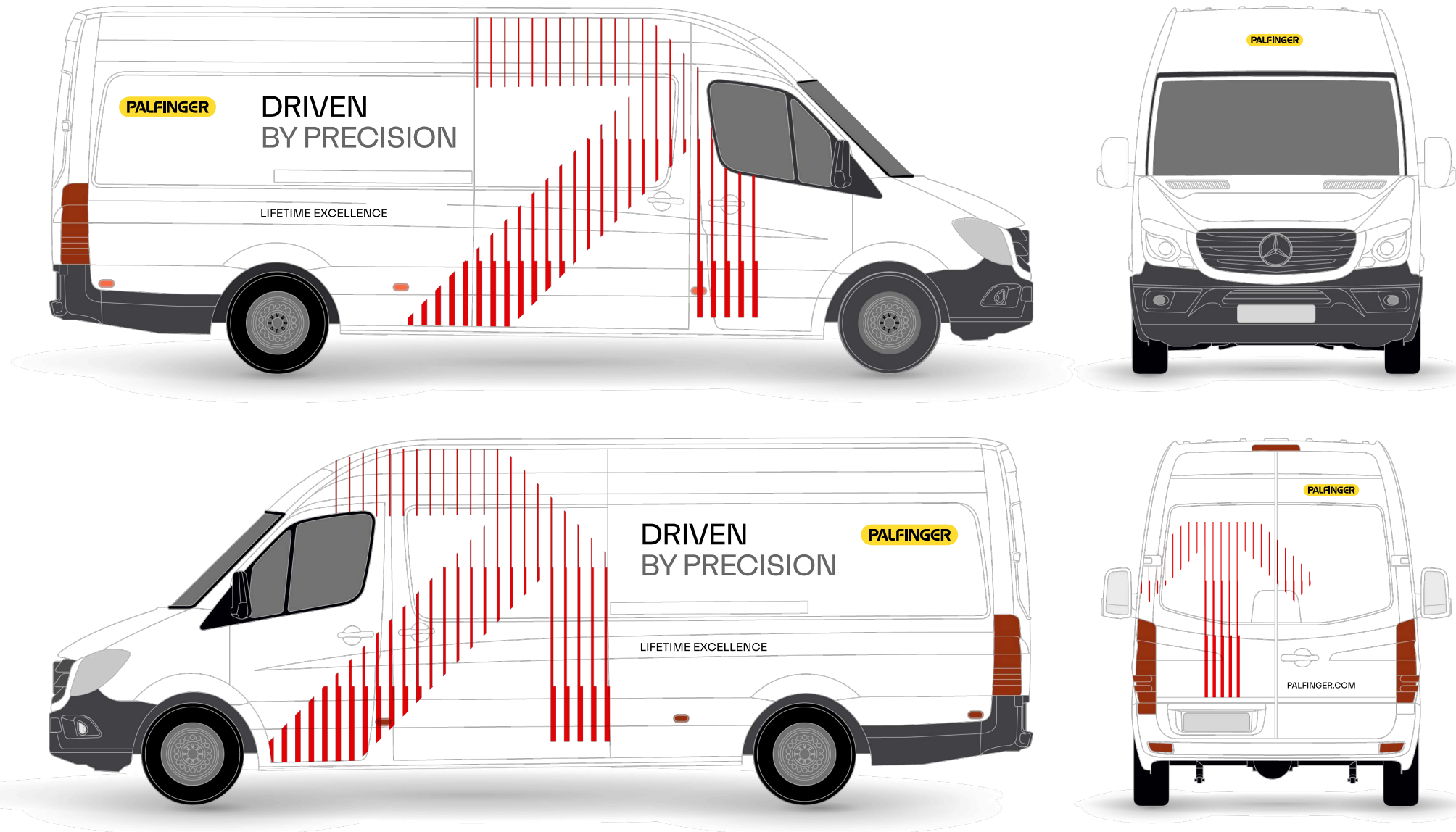
Firstly, there are service cars. Secondly, there is a car pool with a range of car models used by employees.

Both groups of Cars follow certain Branding and Design rules which can be found in the following chapters.

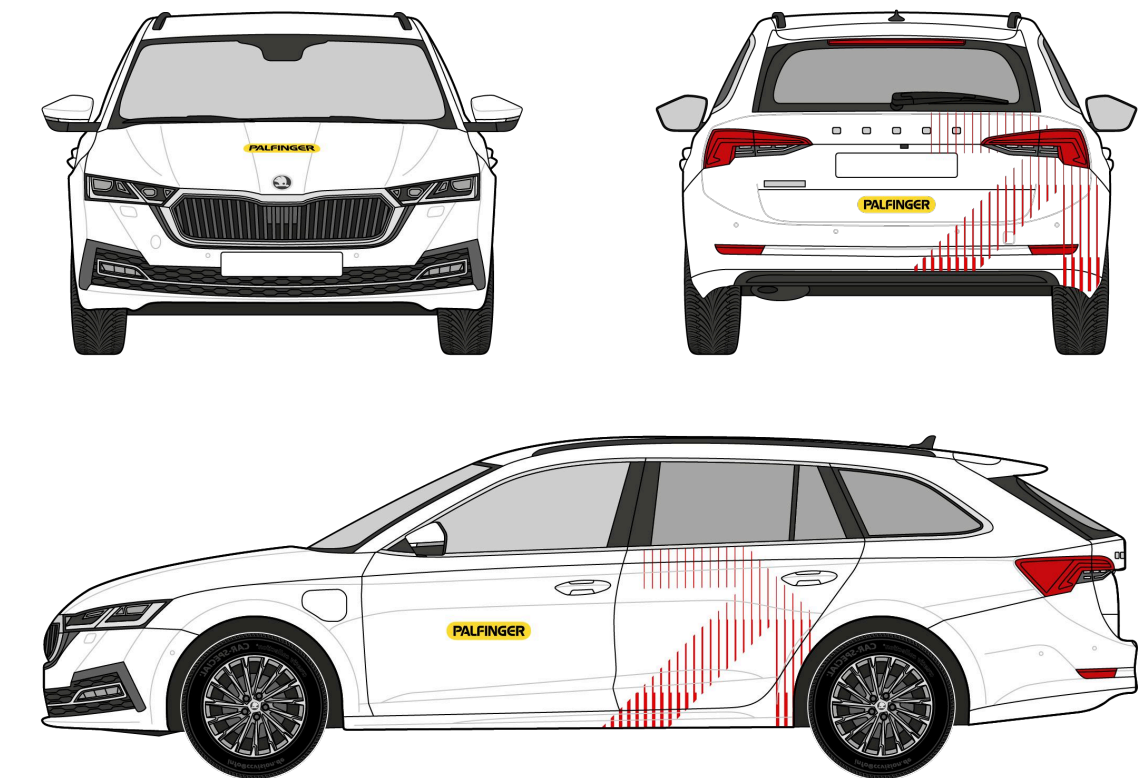
## Car Branding

- Service Car
- Pool Car

### 1. SERVICE CAR



### 2. POOL CAR



# OVERVIEW COLORS

Each tone is precisely defined to ensure consistent reproduction and clear brand recognition across every touchpoint.

The Avery Dennison 900 Super Cast Film is ideal for durable vehicle graphics, having also a great color match with the PALFINGER brand colors.

## Distributor

[www.averydennison.com](http://www.averydennison.com)

## RED

**Avery Dennison 900**

**Super Cast**

955-01 SC

Cardinal Red

## BLACK

**Avery Dennison 900**

**Super Cast**

901 SC

Black

## BLACK 60%

**Avery Dennison 900**

**Super Cast**

962 SC

Storm Grey

## YELLOW (LOGO)

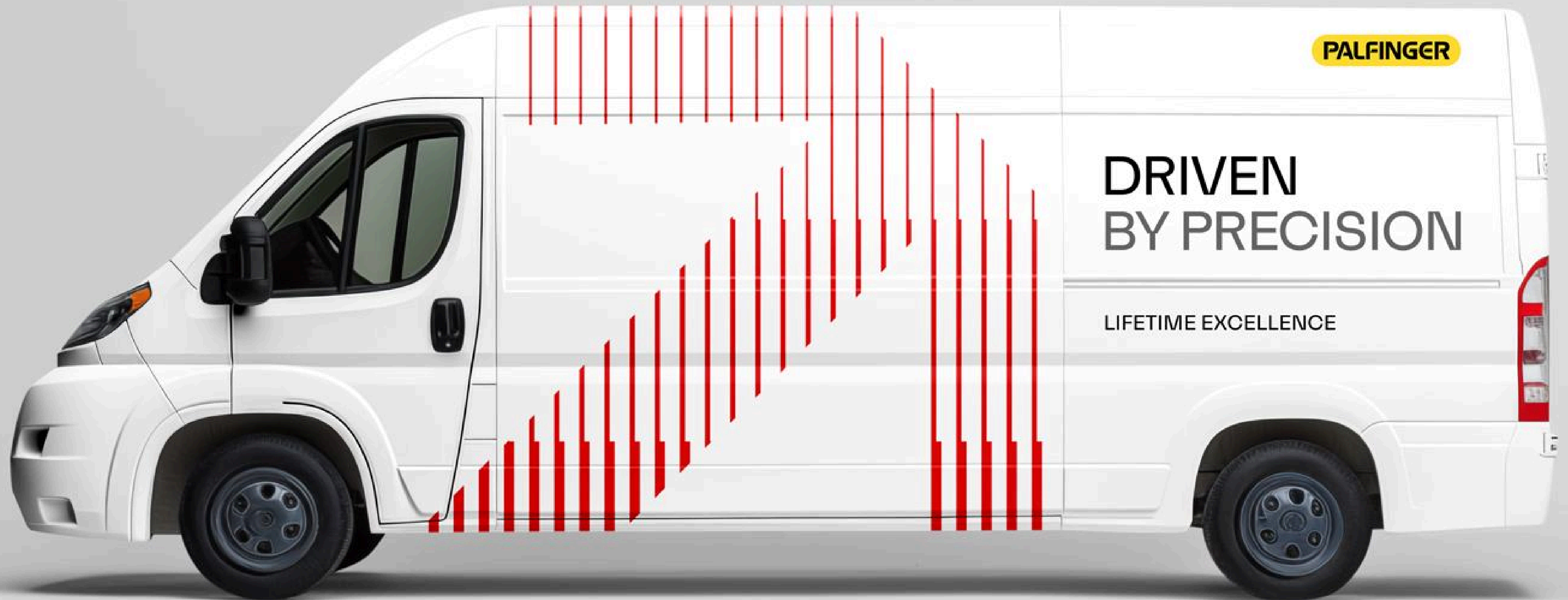
**Avery Dennison 900**

**Super Cast**

951 SC

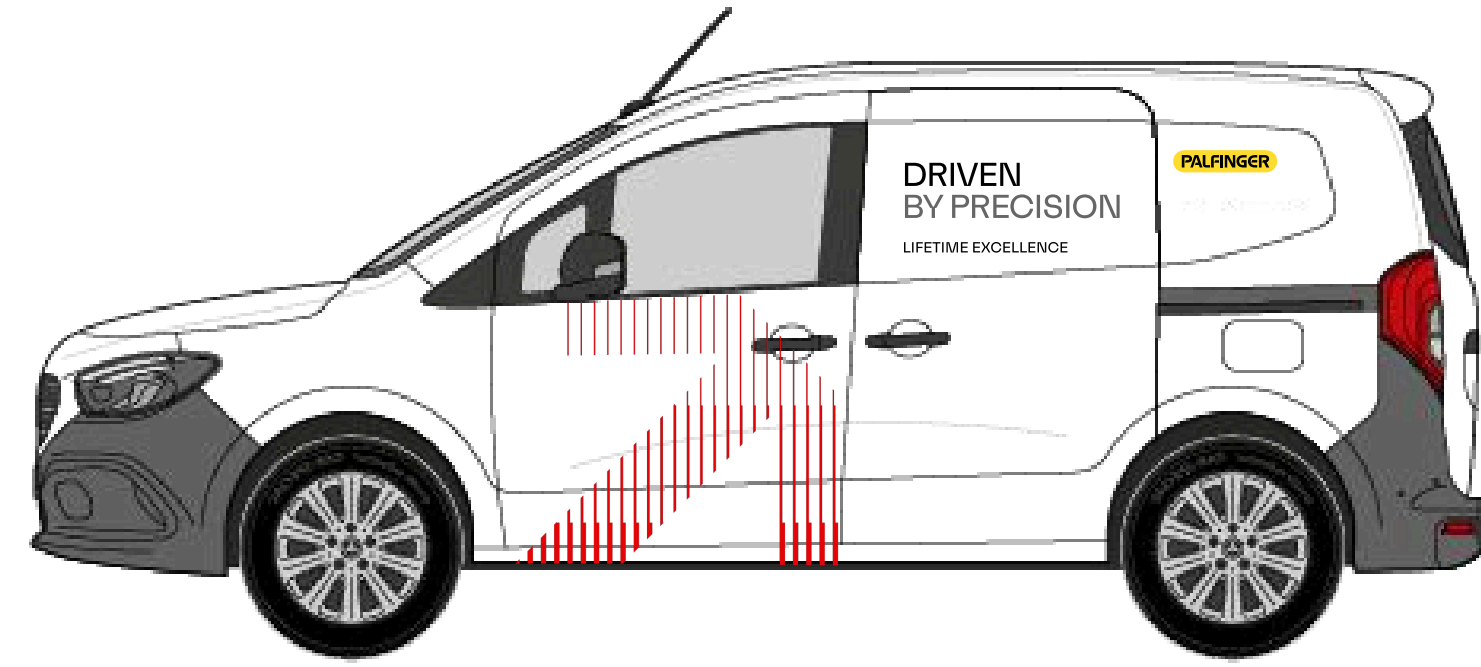
Primrose Yellow

# 1. SERVICE CAR

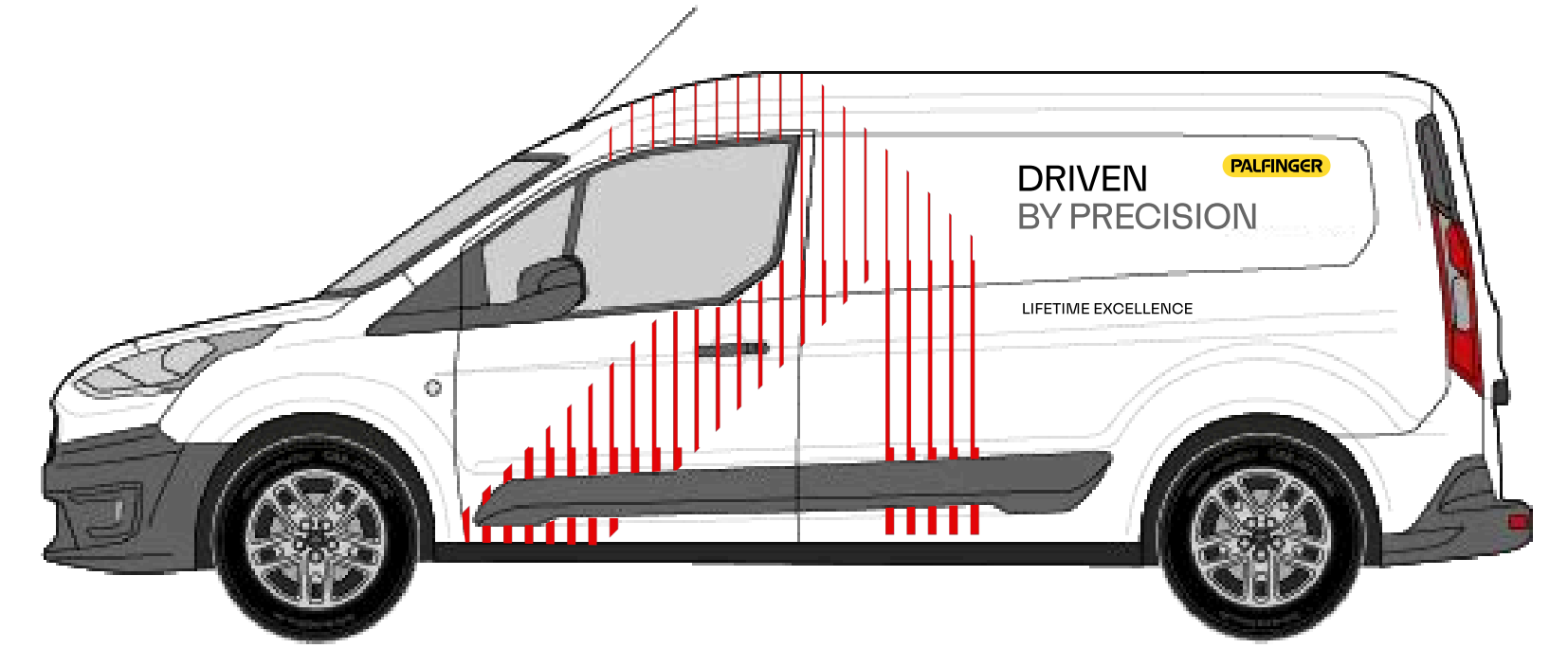


# 1. SERVICE CAR MODELS

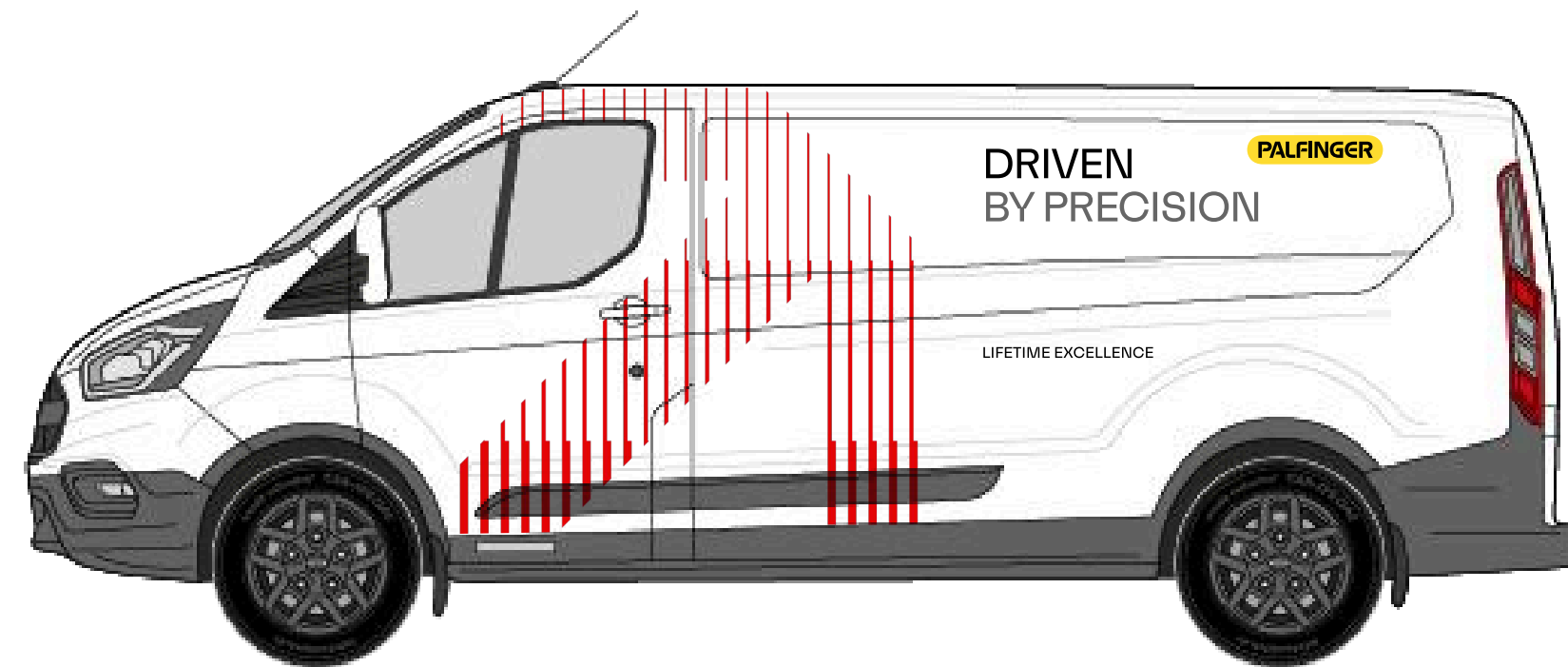
Overview of Service Car Models available.



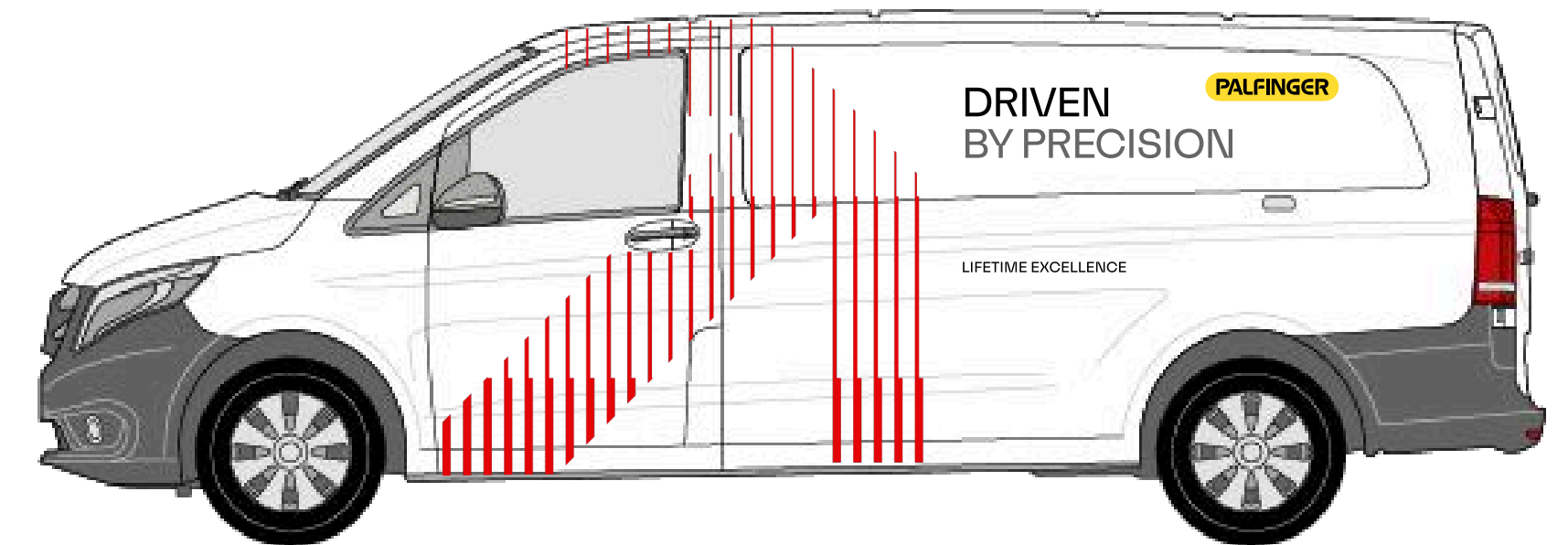
**Small**  
Mercedes-Benz Citan



**Small/Medium**  
Ford Transit Connect



**Medium/Large**  
Ford Transit Custom



**Medium/Large**  
Mercedes-Benz Vito

# TRUCK BRANDING GRAPHIC ELEMENTS

Every Service Car Branding consists  
of 5 Elements:

1. **Headline**
2. **Claim**
3. **URL**
4. **Uplifting Arrow**
5. **Logo**

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## TEXT

### 1. Headline

**DRIVEN  
BY PRECISION**

### 2. Claim

LIFETIME EXCELLENCE

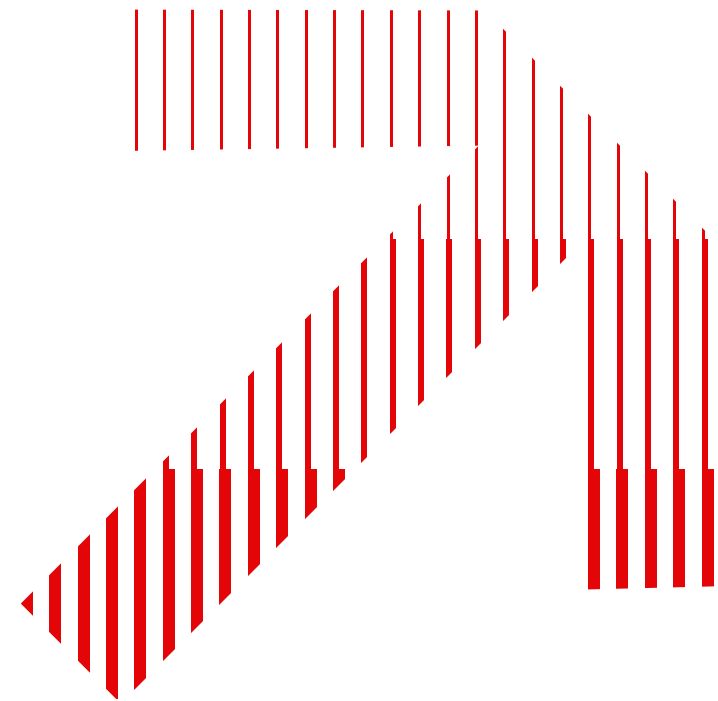
### 3. URL

PALFINGER.COM

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## GRAPHIC ELEMENTS

### 4. Uplifting Arrow



### 5. Logo



# 1. SERVICE CAR DESIGN PLACEMENT

## Logo positioning

Sides: upper left or upper right corner  
 Rear: Upper right corner  
 Front: Centered

## Logo width

Sides: 1/3 – 1/4 of layout area  
 Front: 1/5 of layout area  
 Rear: 1/5 of layout area

## Type Headline width

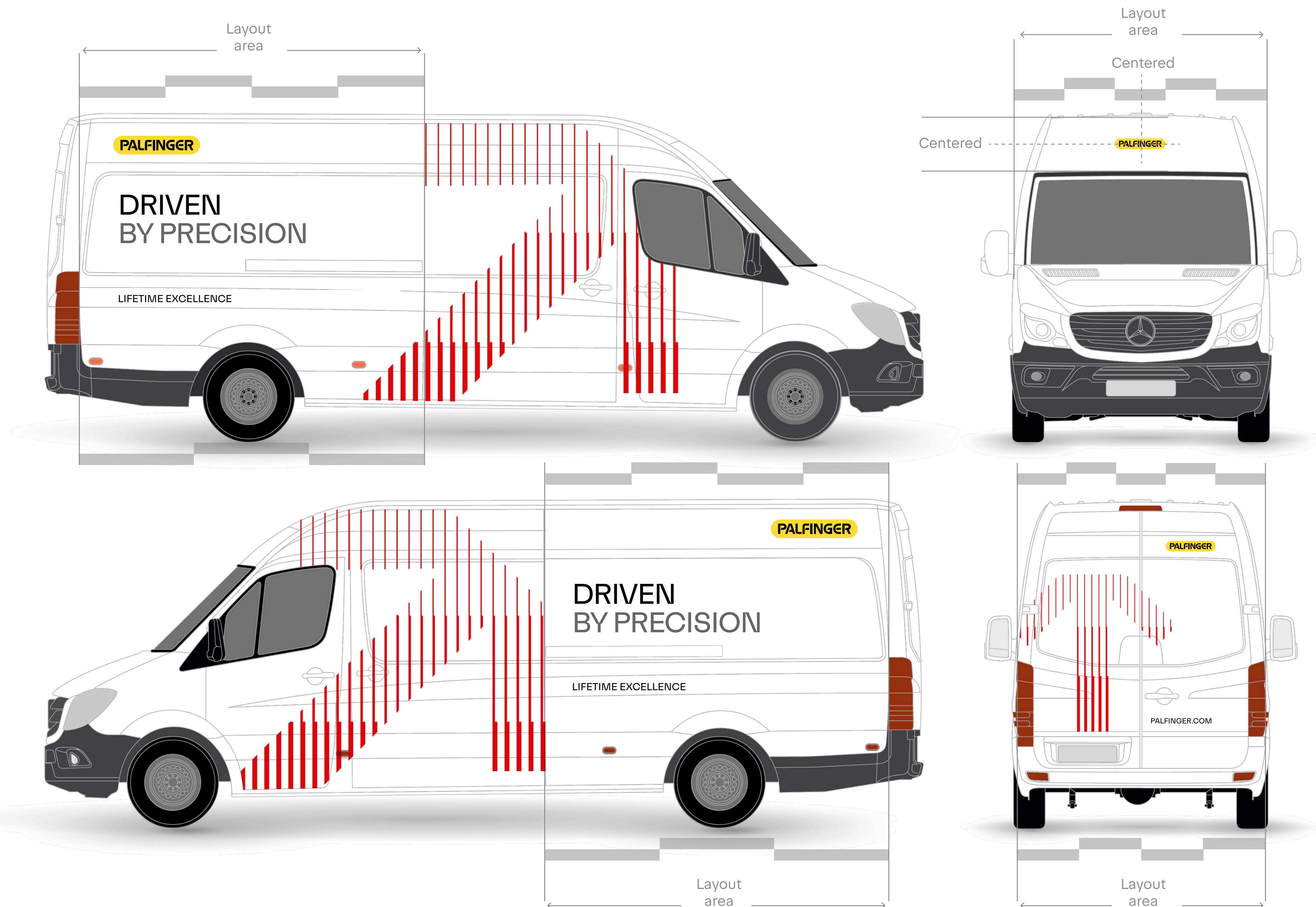
Sides: 1/2 of layout area

## Claim/URL width

Sides: 1/3 of layout area  
 Rear: 1/4 of layout area

## Arrow positioning

Attached to the front door, overlapping the windshield (without the graphic on the window). To make the arrow as large as possible, find the largest area for positioning.

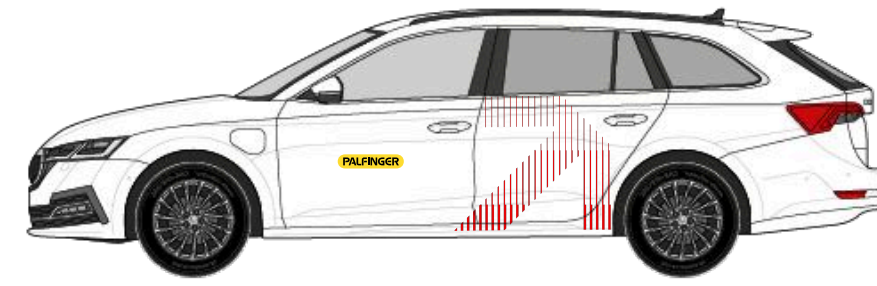


# 2. POOL CAR

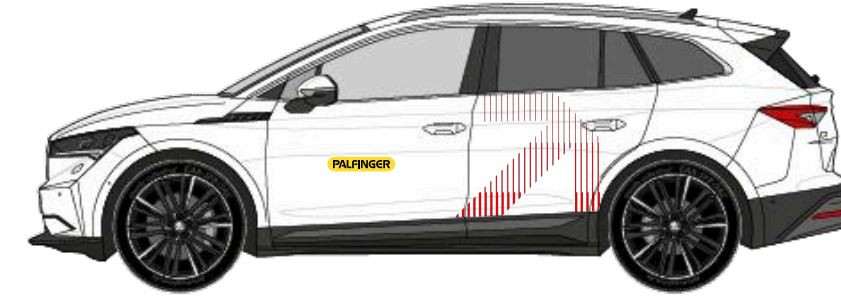


## 2. POOL CAR MODELS

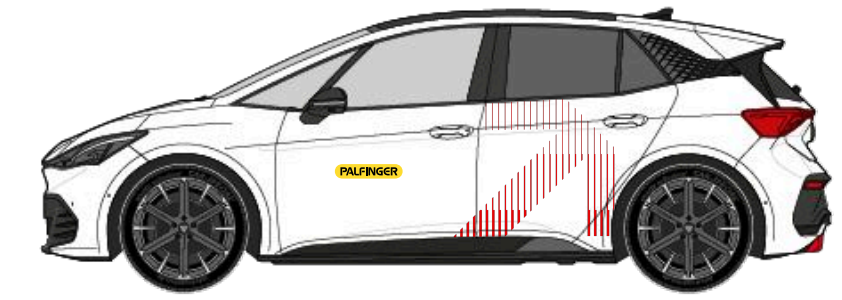
Overview of Pool Car Models  
available.



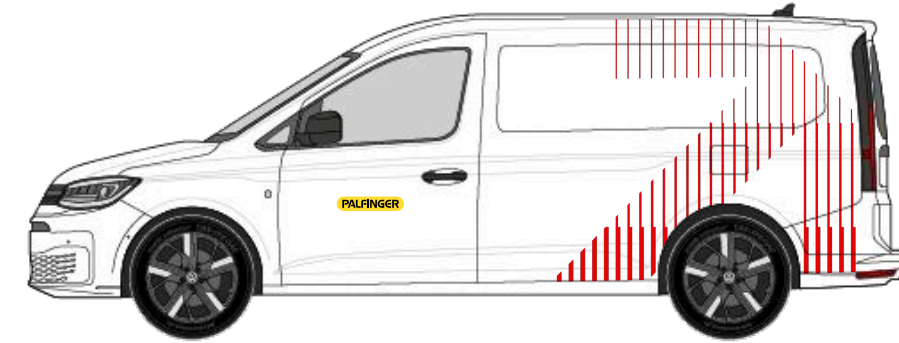
**Station Wagon**  
Skoda Octavia Combi



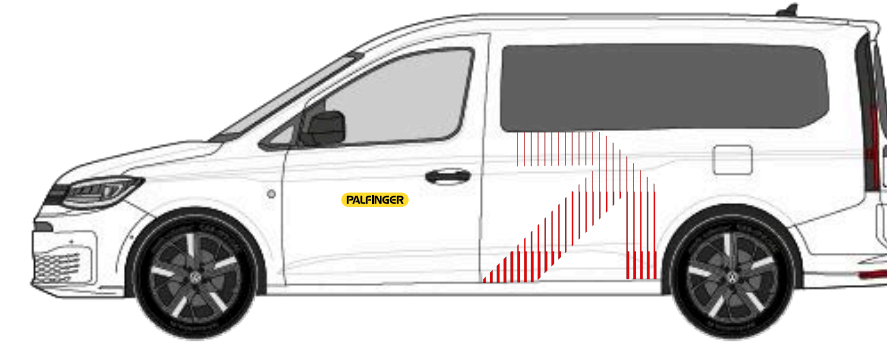
**SUV**  
Skoda Enyaq IV60



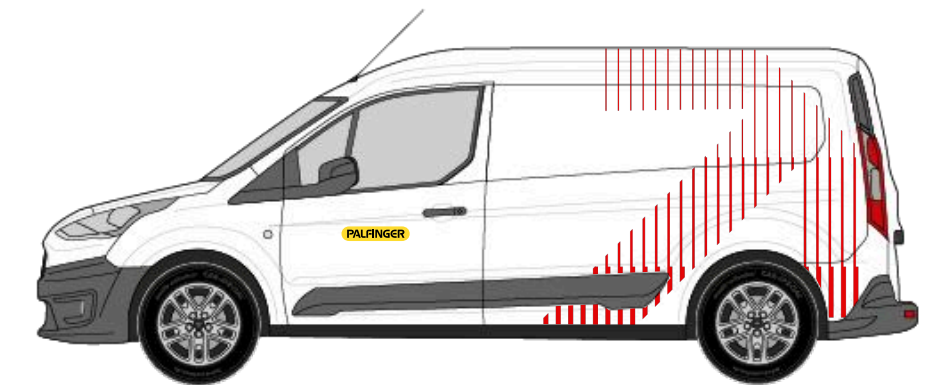
**Compact**  
Cupra Born



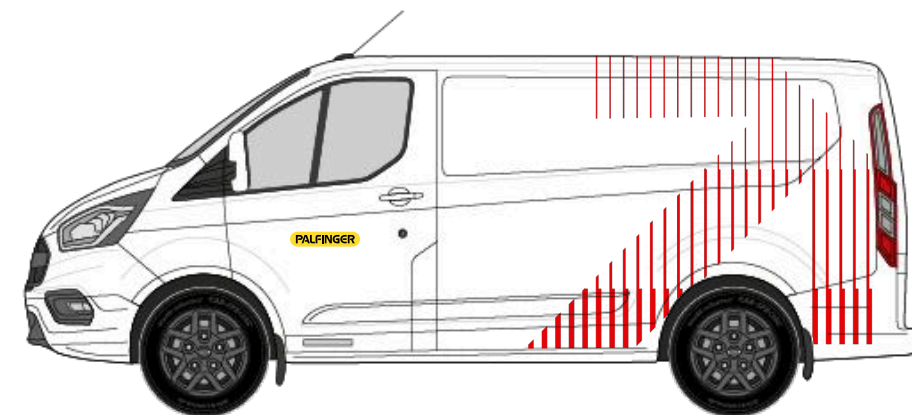
**Mini Van Cargo**  
VW Caddy Life Cargo



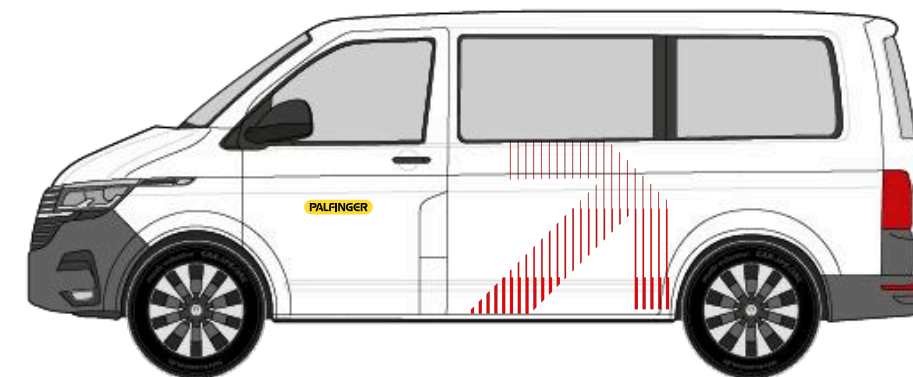
**Mini Van**  
VW Caddy Life PKW



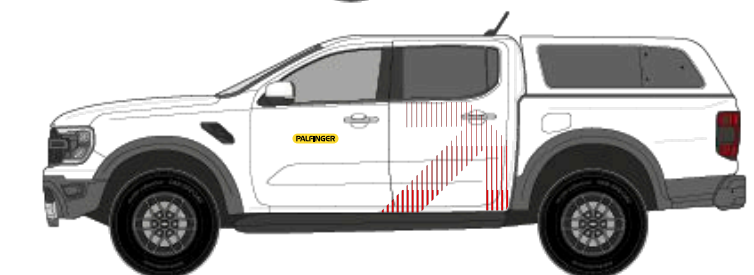
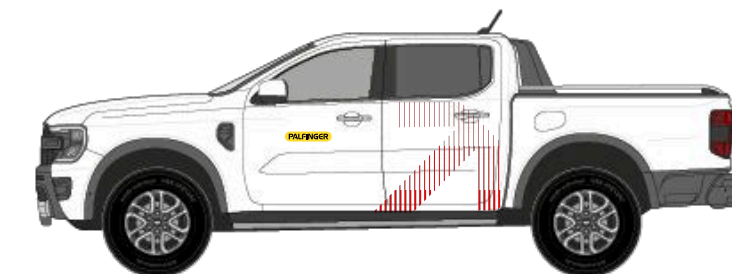
**Mini Van Cargo**  
Ford Transit Connect



**Transporter**  
Ford Transit Custom



**Transporter**  
VW-T6 Transporter Kombi TDI



**Pick-Up**  
Ford Ranger (opt. with Hard Top)

## 2. POOL CAR GRAPHIC ELEMENTS

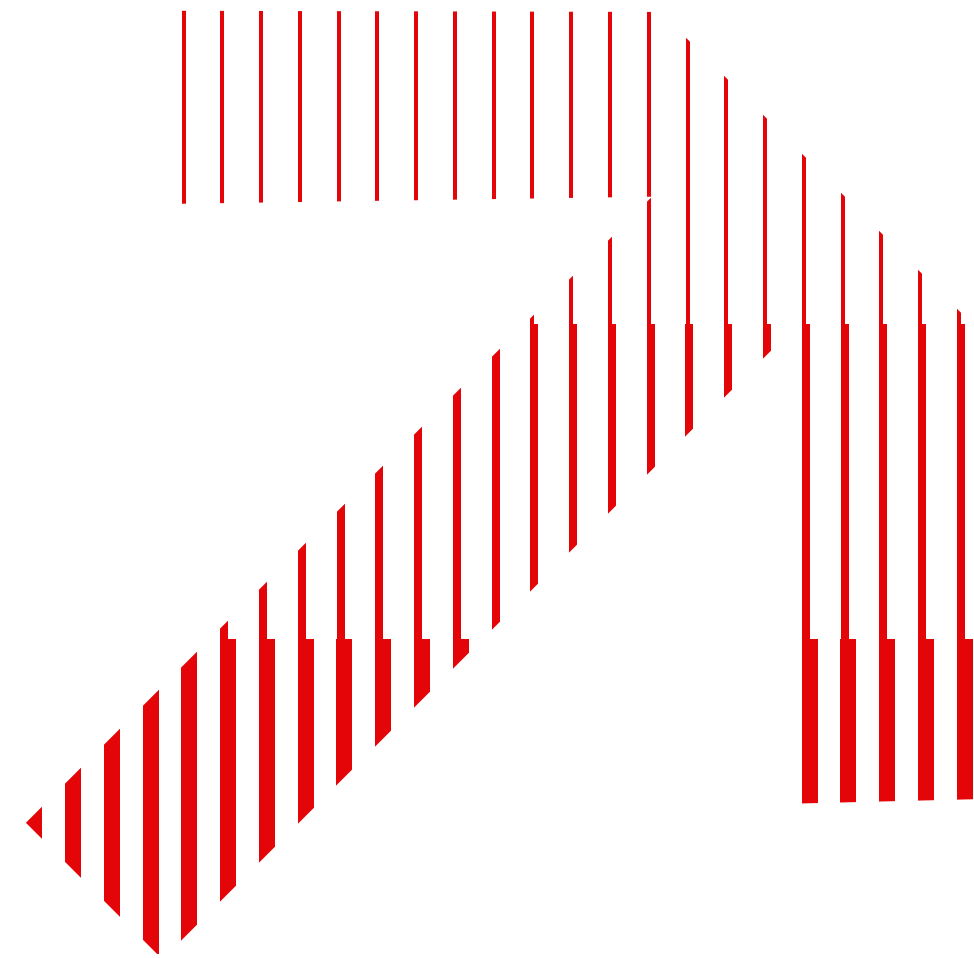
Every Pool Car Branding consists  
of 2 elements:

1. Uplifting Arrow
2. Logo

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### GRAPHIC ELEMENTS

#### 1. Uplifting Arrow



#### 2. Logo



## 2. POOL CARS DESIGN PLACEMENT

### Logo positioning

Always centered to the layout area.

### Logo width

Sides: 1/3 of layout area

Front: 1/5 of layout area

Rear: 1/5 of layout area

### Arrow positioning

#### Sides

Depending on the car model, the arrow is placed either on the rear door or above the car tire. It's important to find the largest possible area for positioning to make the arrow as large as possible.

#### Rear

Positioning on the right of rear.  
Not overlapping logo.

