



Deichmann Group
Design Style Guide.

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Purpose of the Style Guide

To make the Deichmann Group brand image consistent, recognisable, and strong, we've developed guidelines on how to use the Deichmann Group design.

This style guide provides a summary of the most important Deichmann Group design elements and shows how to use them.

The guidelines outlined in the style guide are binding.

Group Design

Company Logo

Company Logo

Primary logo

Deichmann Group's primary logo is the vertical version of the company logo shown here, featuring the 'Deichmann' logotype and the corresponding picture mark.

These form a single unit comprising the two elements, which generally appear together.

The Deichmann lettering is based on the font „Deichmann“ and on the logo of Deichmann itself.



Company Logo

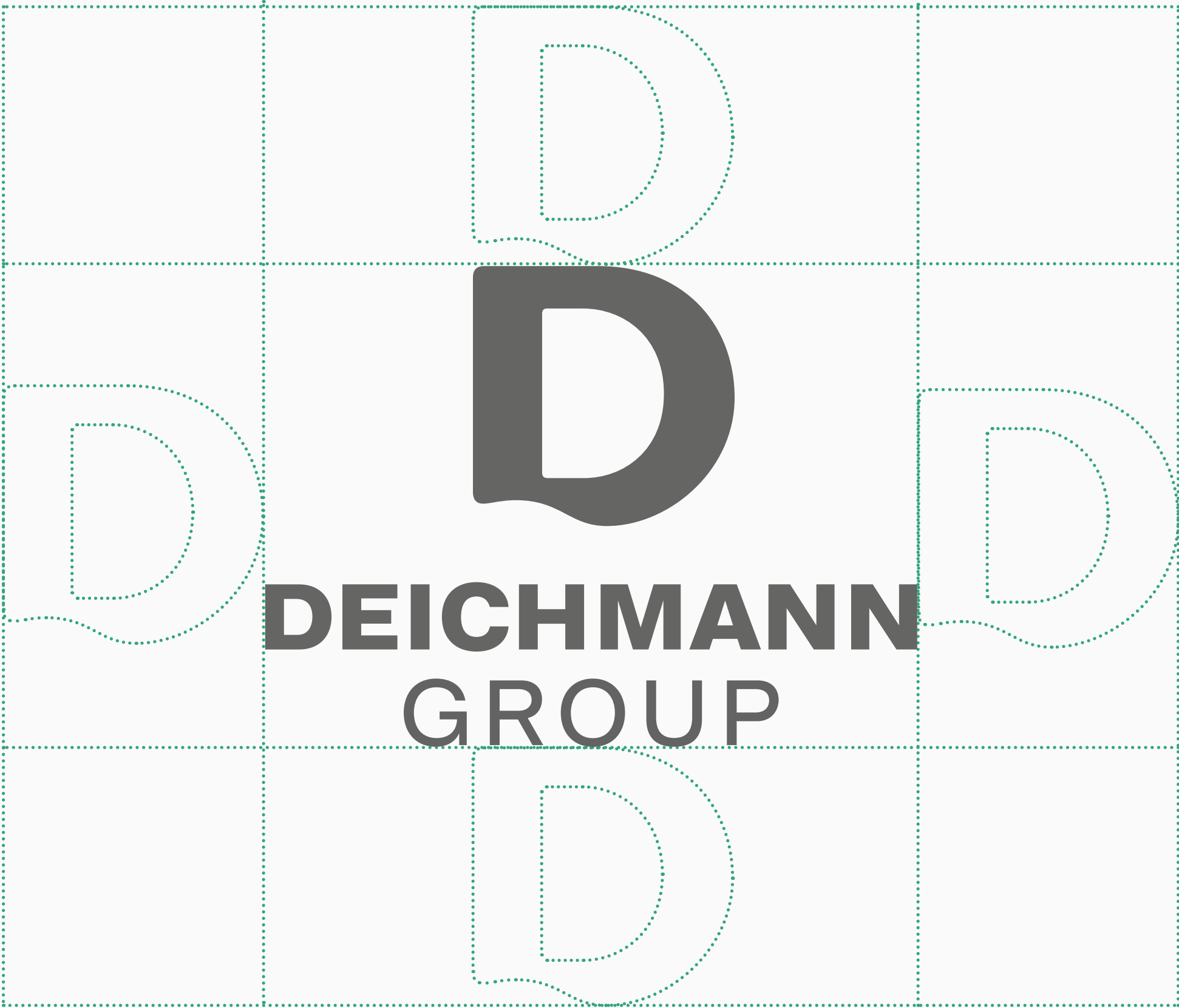
The clear space and minimum size of the primary logo

To ensure optimal visibility of the company logo at all times, a protected zone surrounding the company logo has been defined.

If it proves impossible to maintain the minimum size, the horizontal variant is used instead.



Minimum size
Height 15 mm



Optimum clear space

Company Logo
Special cases

The vertical version of the logo is used in most cases.

Use of the horizontal wordmark:

The horizontal version of the logo can be used in exceptional cases, especially when there is insufficient space to accommodate the standard format (e.g., height less than 10 mm).

Standard:



Vertical version of the logo

Exception:



Horizontal version of the logo

If there is insufficient space to accommodate the standard format (e.g., height less than 10 mm).

Company Logo
Colour variants

The colour of the standard logo is 75 % black.

The logo always appears on a white/light-coloured background. Other colour variants of the logo are only used in exceptional cases.

If something needs to be printed in black/white the black variant of the logo can be used.

The negative logo should be used on dark coloured background.

Standard:



The standard version of the logo (positive logo) in the colour **75 % black**.

Exception:



The black version of the logo is used when black/white is the only option and when it appears on a light background.



The negative logo is used on a coloured or dark background.

Company Logo
Do's and don'ts

Guidelines on how to use the logo and its colour variants are derived from pages 7 to 9.

The following examples are therefore not permitted.

This applies to all logo variants.



Left aligned layout



Larger picture mark



The logotype on it's own



The picture mark on it's own



Logo in Deichmann Green



Any changes in colour



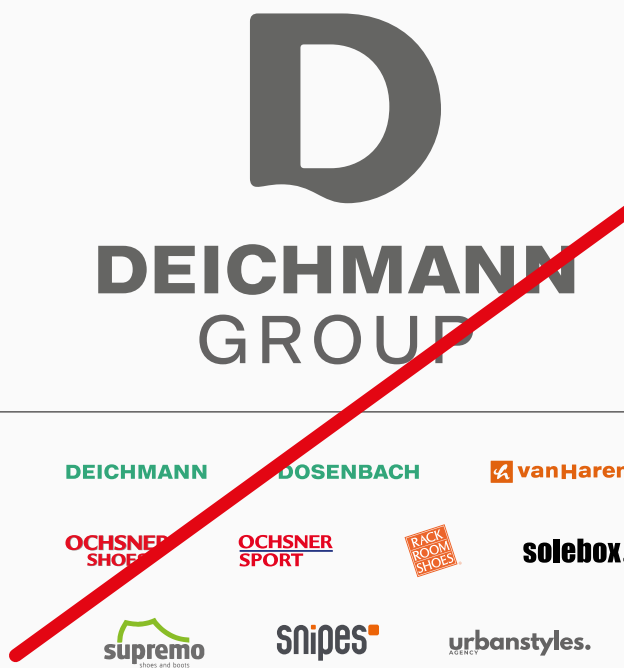
Logo on a dark background



Logo on a dark background with negative logotype



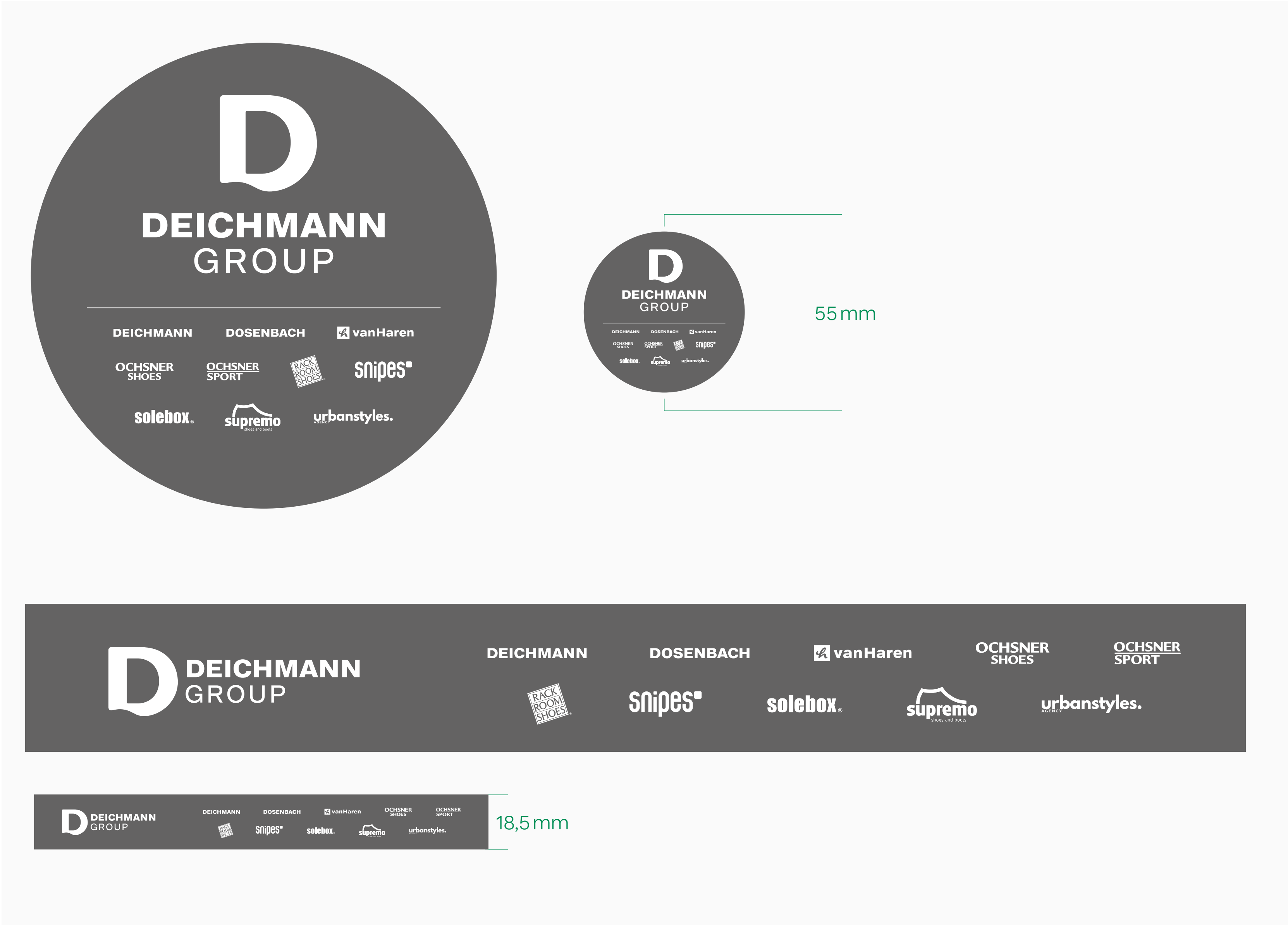
Logo without enough contrast



Other brands may not be shown in their original color

Company Logo
With sub-brands

- Two logo variants are available for the integration of the sub-brands.
- 1. Sticker
Flexible integration into the layout.
Can be placed as a kind of disruptor.
 - 2. Banner
The logo can be integrated into the layout either at the top or bottom as a binder.
- The minimum size of the logos:
Sticker: 55 mm
Banner: 18.5 mm



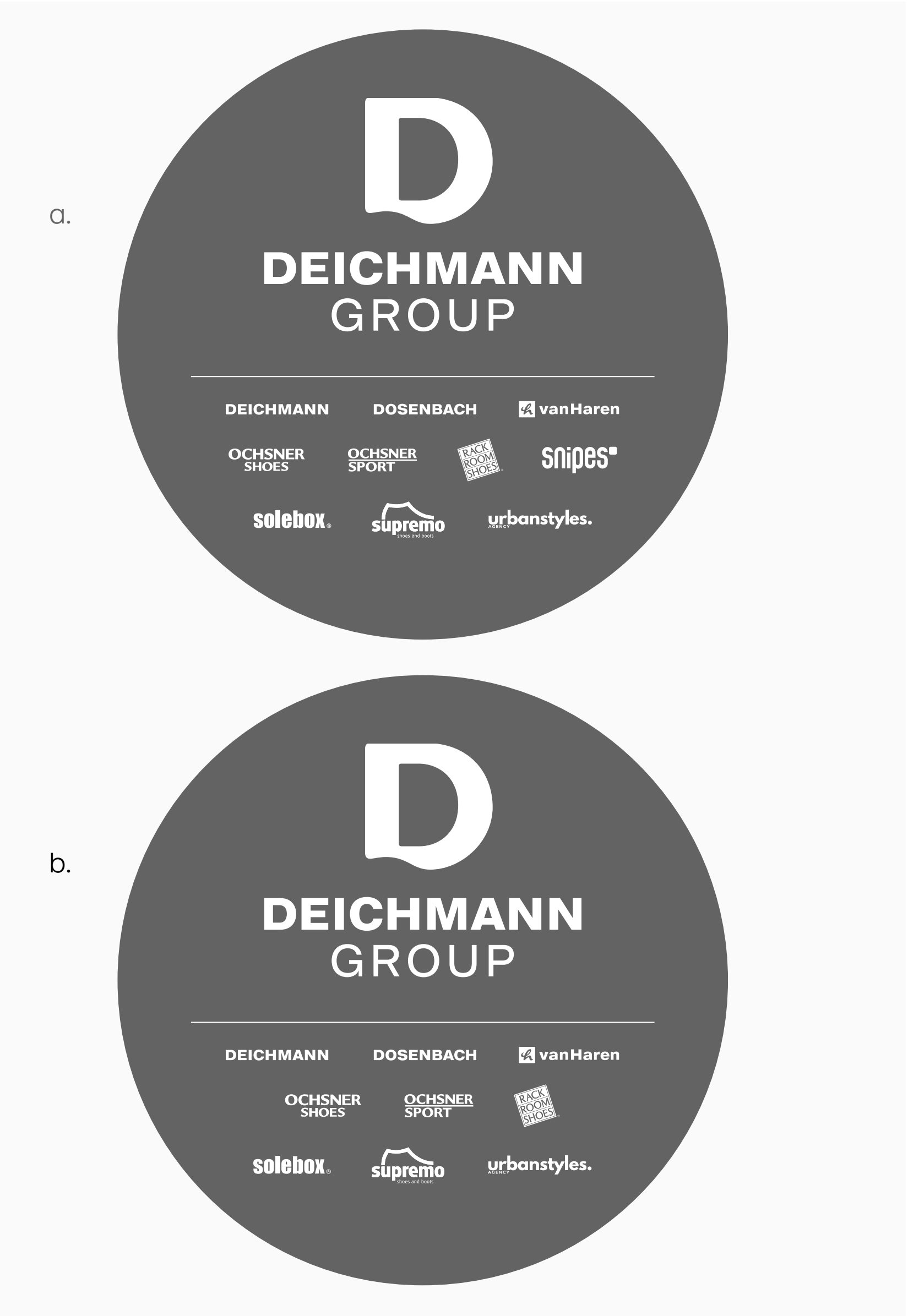
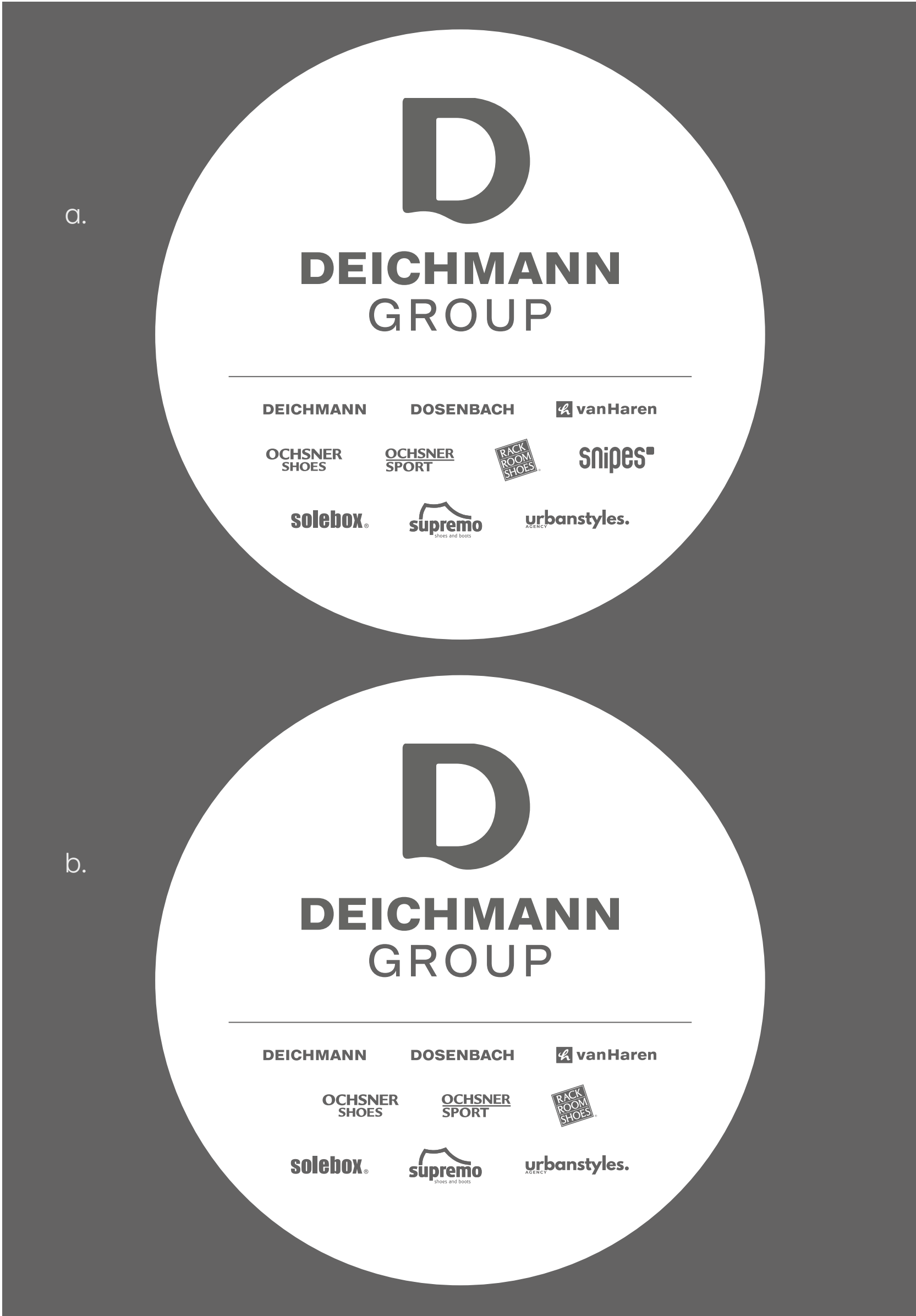
Logo Intergation

Sticker Logo Integration

The sticker logo can be placed anywhere.
For the best possible visibility, a free space is recommended.

The logo is available in two colour variants.
Please use the white sticker for dark backgrounds
and the dark sticker for light backgrounds.
The order and arrangement of the sub-brands
may not be moved or swapped.

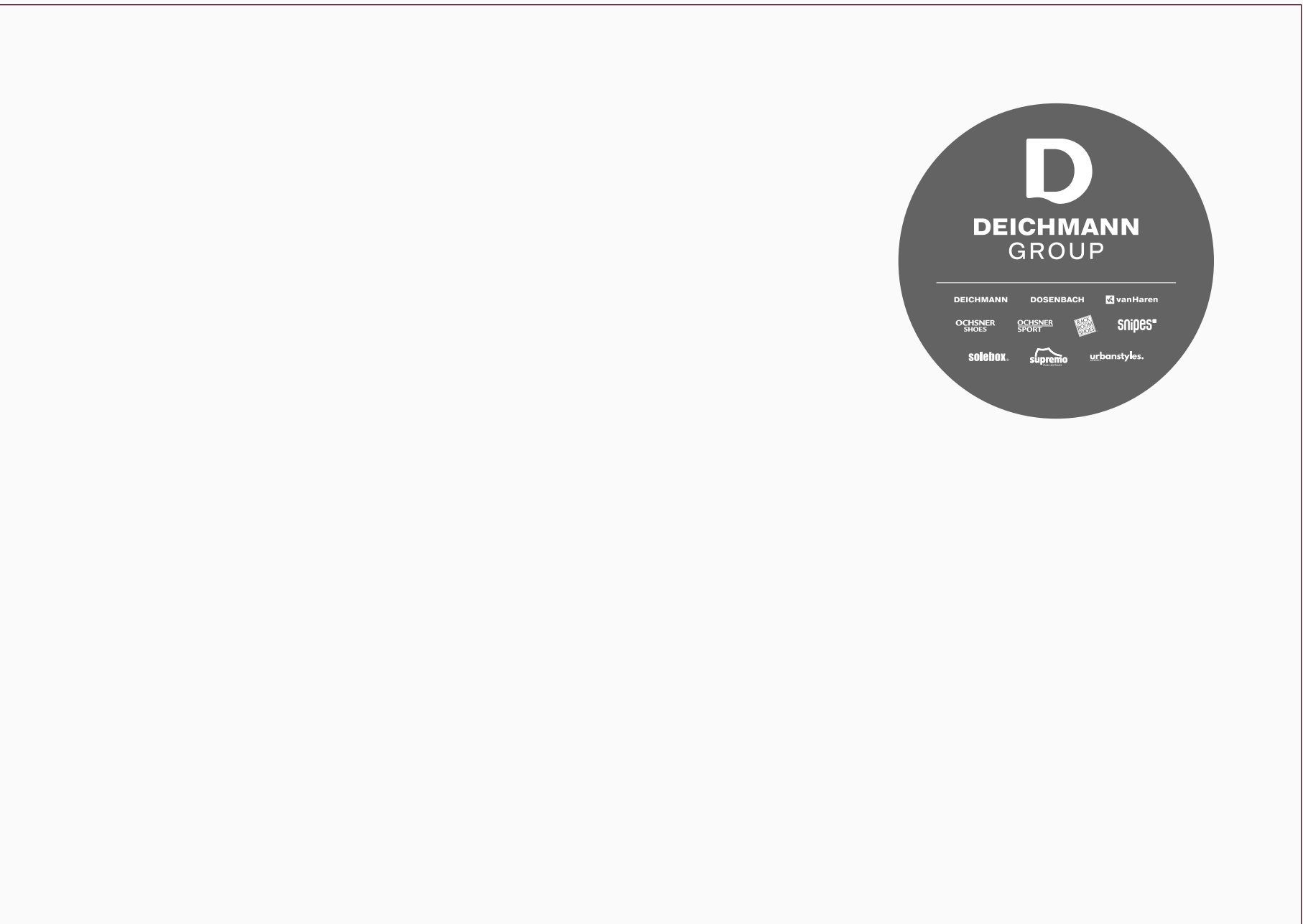
a. with Snipes logo
b. the Snipes logo may not be displayed at the
POS. For the design of POS advertising material,
please work with variant “b” without the Snipes
logo.



Sticker Logo Integration

As described on page 11, the logo can be placed as preferred, but please do not:

- crop
- rotate
- recolour
- or add effects of any kind to the logo.



A4

Sticker Logo Integration



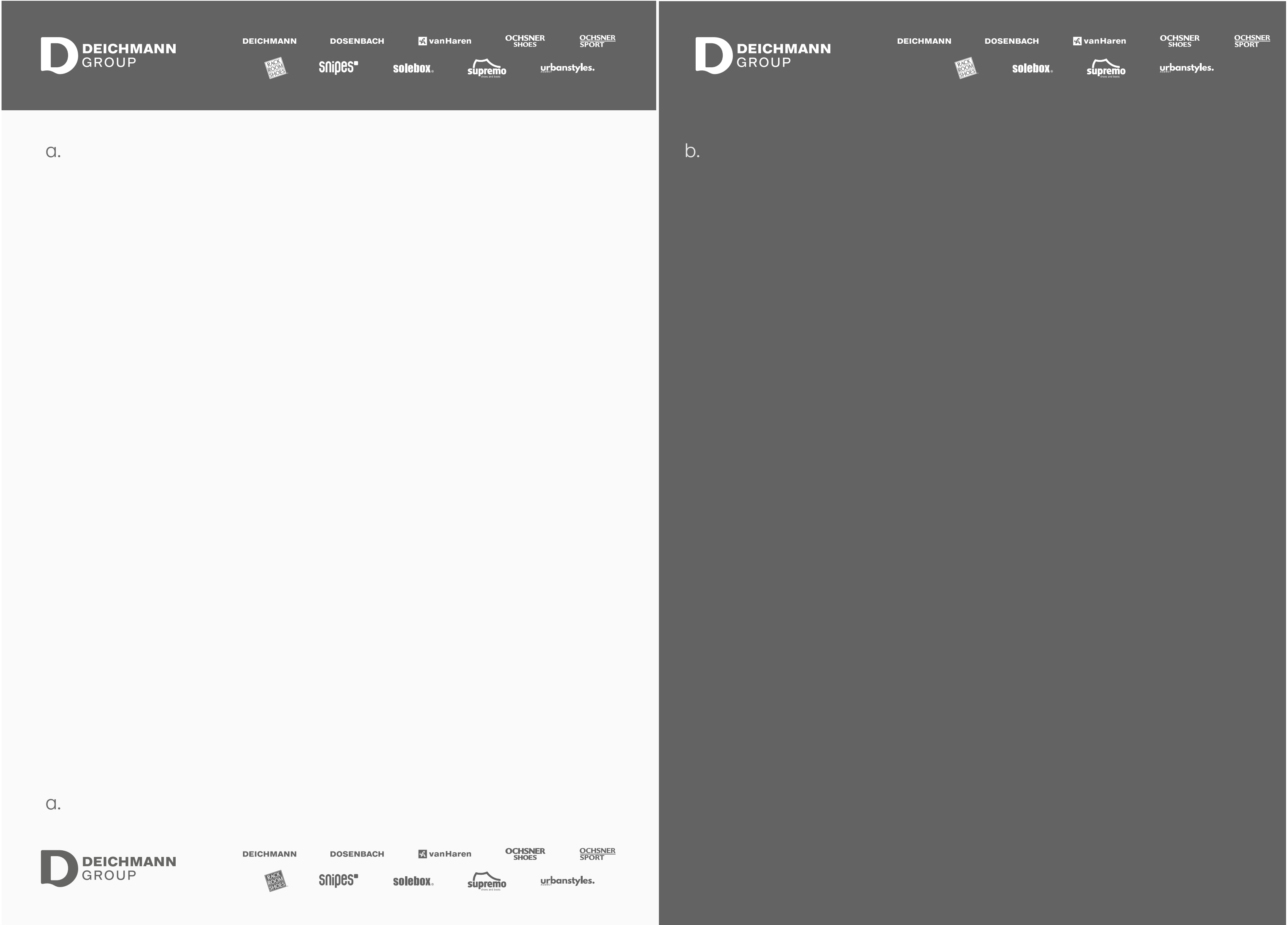
Banner Logo Integration

Logo in banner landscape format

The logo can be integrated into the layout either at the top or bottom as a binder. It can also be integrated with or without a coloured banner. When selecting the respective logo colours, please pay attention to the background of the motif. If the background is dark and not too chaotic, then use the logo without a coloured banner.

The order and arrangement of the sub-brands may not be moved or swapped.

- a. with Snipes logo
- b. the Snipes logo may not be displayed at the POS. For the design of POS advertising material, please work with variant “b” without the Snipes logo.



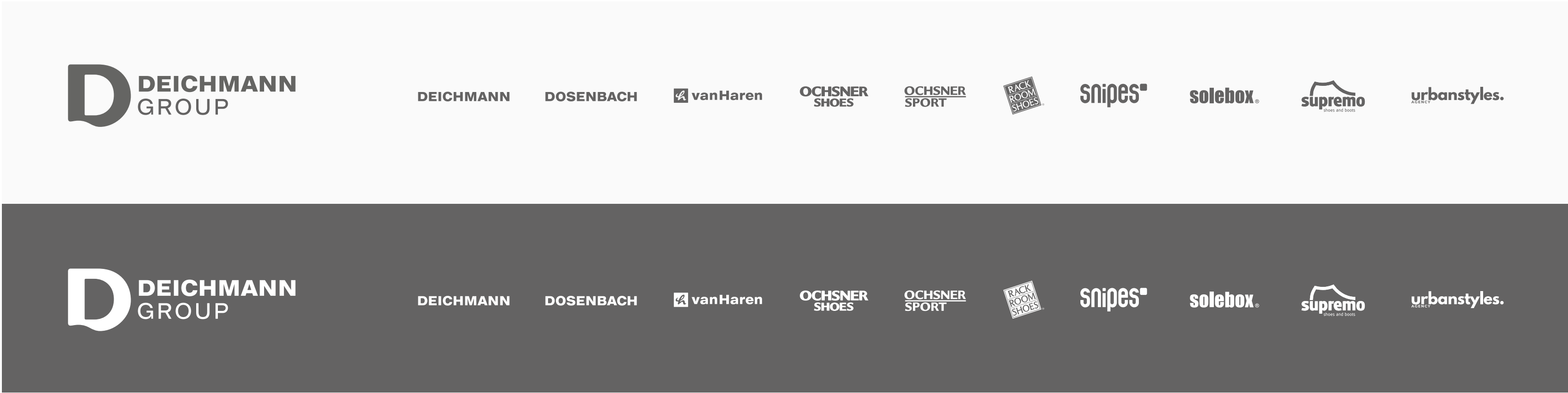
Banner Logo Integration

Logo in banner portrait format
The logo can be integrated into the layout either at the top or bottom as a binder. It can also be integrated with or without a coloured banner. When selecting the respective logo colours, please pay attention to the background of the motif. If the background is dark and not too chaotic, then use the logo without a coloured banner.

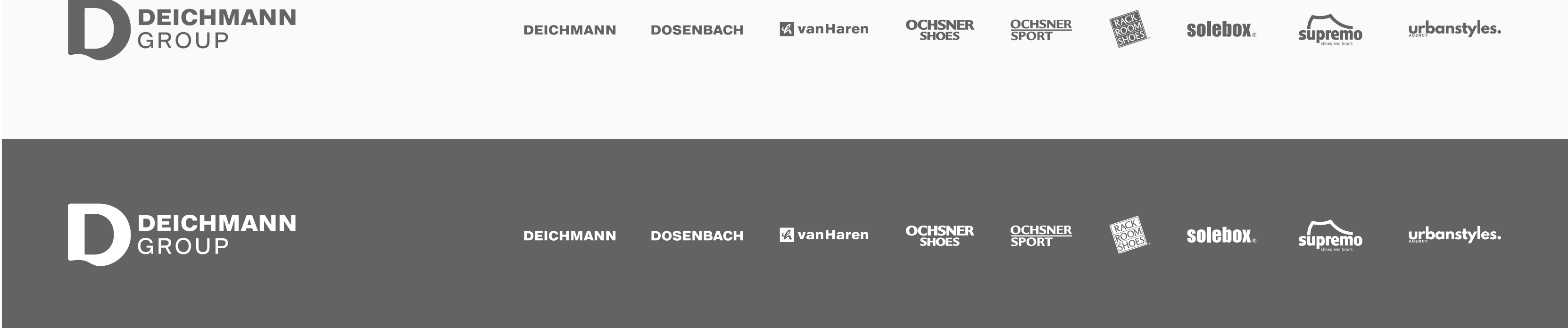
The order and arrangement of the sub-brands may not be moved or swapped.

- a. with Snipes logo
- b. the Snipes logo may not be displayed at the POS. For the design of POS advertising material, please work with variant “b” without the Snipes logo.

a.



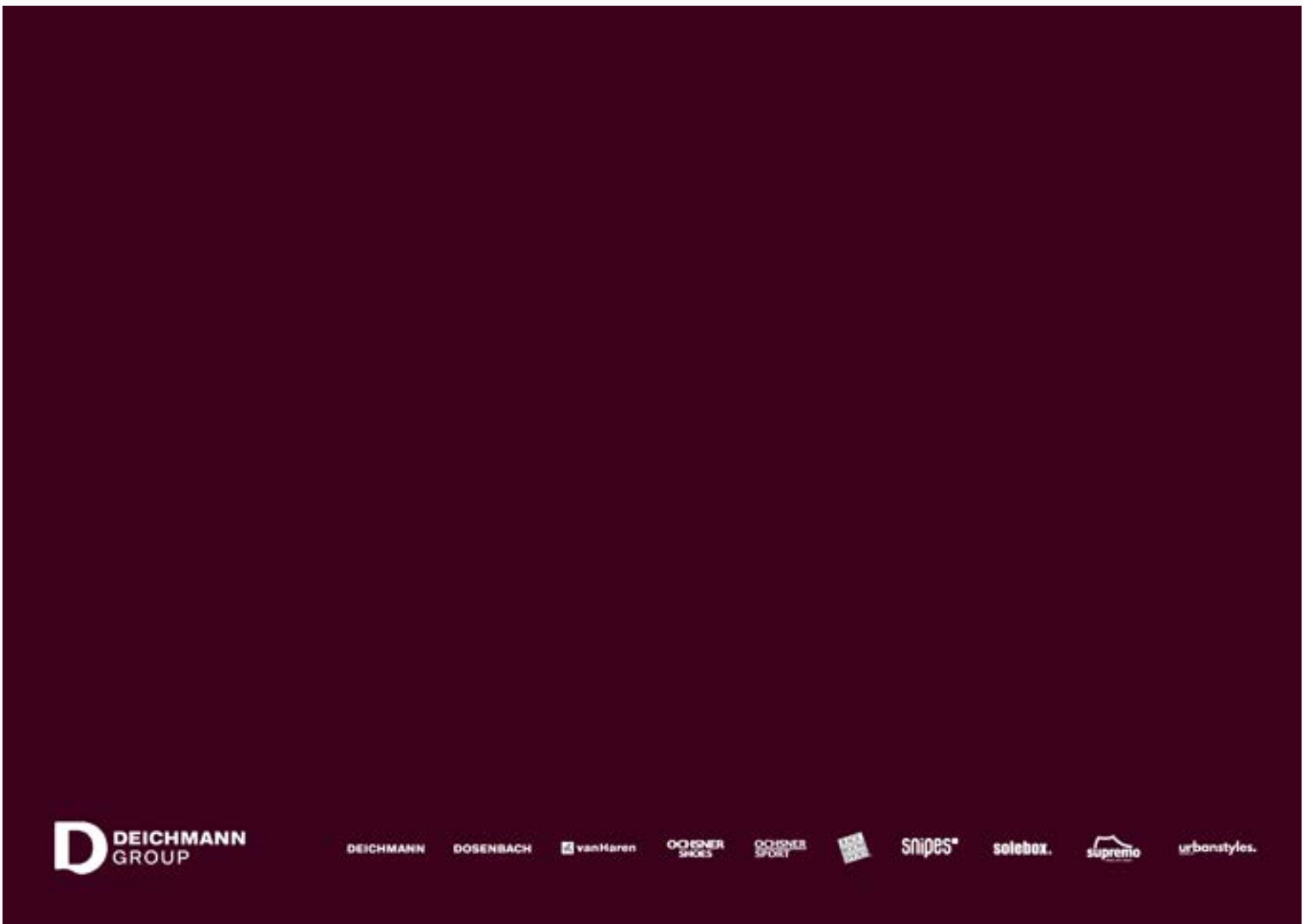
b.



Banner Logo Integration

As described on pages 14 and 15, the logo can be placed at the top or bottom. The examples clearly show which logo variants can be used at what time. When placing the logo without coloured banners, please always observe the protection zone of the logo. See also page 7.

The coloured banner frame may not be moved or recoloured and must always be applied across the entire width of the layout.



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Banner Logo
Integration

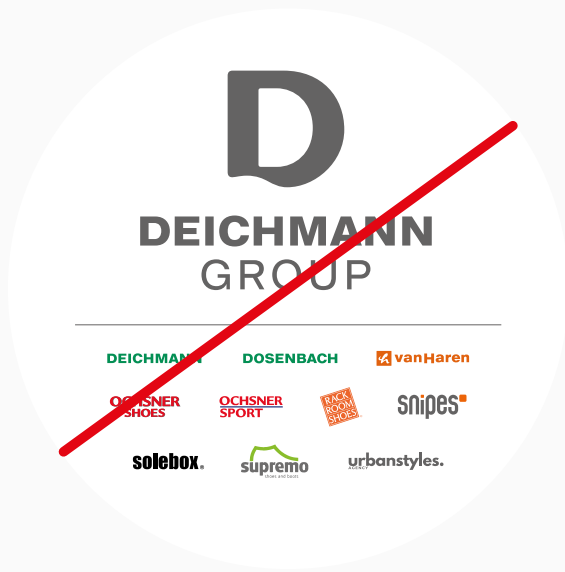


Company Logo
With sub-brands
Do's and don'ts

Guidelines on how to use the logo and its colour variants are derived from pages 13 to 19.

The following examples are therefore not permitted.

This applies to all logo variants.



Other brands may not be shown in their original colour



Rotate the logo



Left aligned layout



change the order of the logos



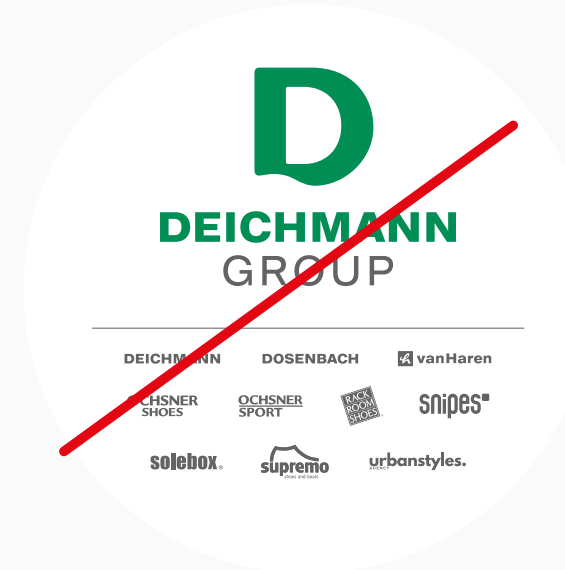
Shadows or other effects



Background in green



Frames of any shape and colour



Logo in Deichmann Green



Any changes in colour



Gradients



Logo on a dark background



The picture mark on it's own



The logotype on it's own

Brand Colours

Brand colours

Primary and secondary colours

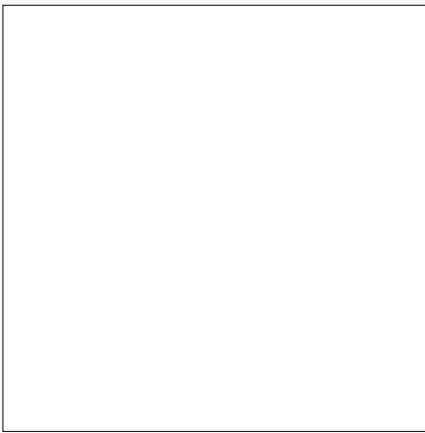
The Deichmann colour scheme is primarily defined by the colours green, black, white and grey.

The secondary colour is grey.

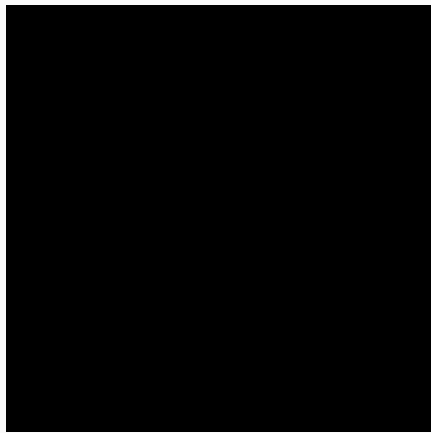
Primary colours



Deichmann Grey
Logo



White

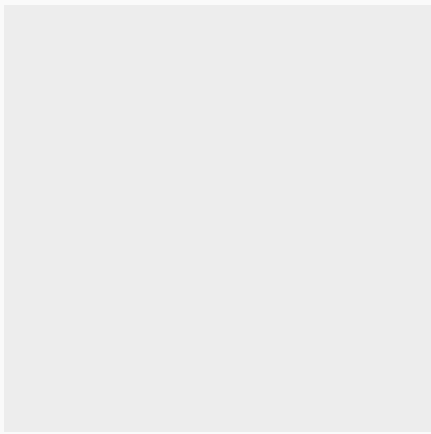


Black
Typography



Deichmann Green
Accent colour

Secondary colours



Grey

Brand colours

Colour codes

Colours and colour combinations should be selected carefully on the basis of the format in use.

For example, the CMYK colour space is used for printed materials, and RGB or HEX for digital applications.

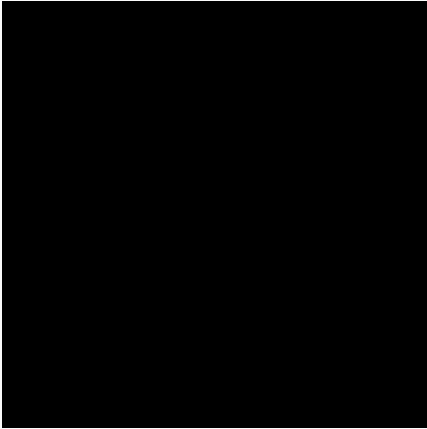
Primary colours



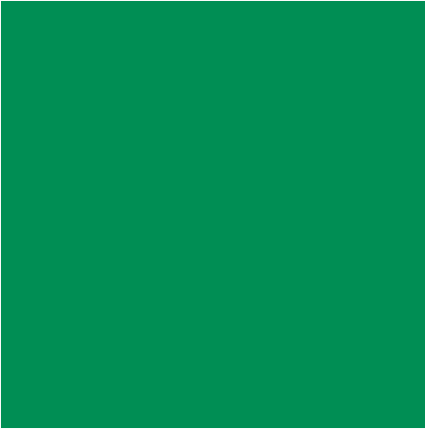
CMYK 0.0.0.75
RGB 100.99.99.
HTML #646363



CMYK 0.0.0.0
RGB 255.255.255
HTML #FFFFFF

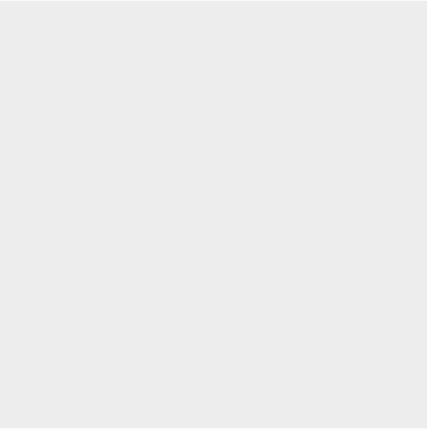


CMYK 0.0.0.100
RGB 0.0.0
HTML #000000



CMYK 100.10.85.0
RGB 20.150.97
HTML #008E54

Secondary colours



CMYK 0.0.0.10
RGB 237.237.237
HTML #EDEDED

Typography

Typography

Corporate typeface

Application

Deichmann Next Medium and bold is used for headings, subheadings and emphasis.

Deichmann Next Light is used for copy texts.

Deichmann Next Regular is only used in exceptional cases.

Generally available for download at:
<https://xxxx>

Fonts

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (+.,,:?!\$€/&-*#)

Deichmann Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (+.,,:?!\$€/&-*#)

Deichmann Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (+.,,:?!\$€/&-*#)

Deichmann Next Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 (+.,,:?!\$€/&-*#)

Deichmann Next Regular

Application

Headings
Subheadings
Emphasis

The recommended line spacing for headings and subheadings is the font size *1.2 starting at a point size of 15 pt.

General copy or text

The recommended line spacing for headings and subheadings is the font size *1.3 (value rounded off).

Exceptions: for copy or text such as posters or online

The recommended line spacing for headings and subheadings is the font size *1.3 (value rounded off).

Contact

Contact

Deichmann SE

Nadine Reese
Teamlead Employer Branding & Recruiting Sales
People & Culture
Deichmannweg 9
45359 Essen
Germany
Phone: +49 201 8676 526
Mobile: +49 173 4532 772
nadine_reese@deichmann.com

Marco Banning
Team Lead Employer Branding & Young Talents
HQ & Logistics
Deichmannweg 9
45359 Essen
Germany
Phone: +49 201 8676 15306
Mobile: +49 1732877723
marco_banning@deichmann.com

Thank you.