

Audi Service logotype flag

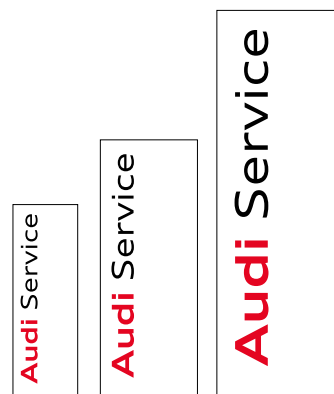
Visible from afar, logotype flags draw attention to Audi Service dealerships. Logotype flags may be flown individually or in a row. They are used by service partners that stock several brands. The Audi brand flag is not used at multi-brand dealerships.

Basic design rules

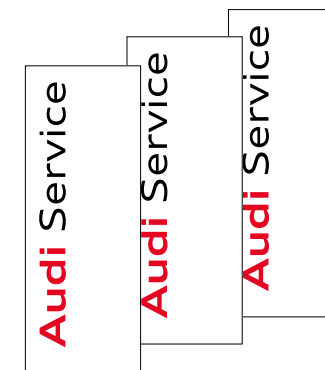
- "Audi" is always set in Audi Type Extended Bold.
- "Service" is set in Audi Type Extended Normal.
- The Audi rings are not used.
- "Audi Service" is always positioned on a white background, and is rotated vertically, flush left in the type area. The dimensions for standard sizes can be found in the table on this page.
- If standard sizes are not used, "Audi Service" is rotated vertically and scaled across the entire type area.
- The type area for special sizes is worked out as a percentage of the size of the flag (see special dimensions table).

Colour

- In a 4C application, "Audi" is set in Audi Red (CMYK 0/100/90/0 or PANTONE® 032C). In the case of screen printing, the colour NCS S 0580-Y90R is used.
- In a CMYK application the value for "Service" is 40/0/0/100. In the case of screen printing the colour RAL 9005 is used.



Logotype flags, portrait formats



Example Mounting of flags with the Audi Service logotype

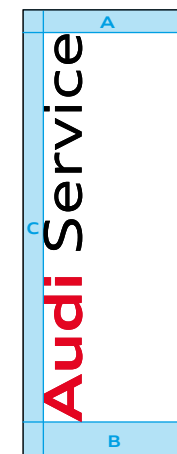
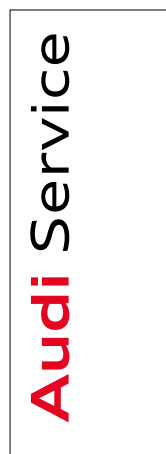


Illustration and dimensions of logotype flag 1,000 × 3,000 mm

Flag formats	1.000 × 3.000 mm	1.500 × 4.000 mm	2.000 × 6.000 mm	Special dimensions
Type area margins	A Top: 140 mm B Bottom: 218.5 mm C Left: 125 mm	A Top: 211.5 mm B Bottom: 330 mm C Left: 189 mm	A Top: 280 mm B Bottom: 437 mm C Left: 250 mm	A 4,7 % of height B 7,3 % of height C 12,5 % of width

Production information

Two printing processes may be used for the production of logo-type flags: screen printing and, as an alternative for short print runs, digital printing. However, to ensure the best possible print quality on large flags it is recommended that screen printing is used in all cases. The production parameters relate to a "wet on wet" screen printing process, (chemical screen dye printing) which ensures high-quality results.

Screen printing

In the case of screen printing, the colour NCS S 0580-Y90R is used for the Audi lettering.

The screen resolution depends on the flag fabric that is used, which can vary according to the area of application. An ultra-white knitted polyester fabric is recommended in principle.

- Coarse knitted fabrics made of wiry polyester threads for exterior use are printed with a resolution of 3.5 dots per centimetre.
- Finer knitted fabrics for exterior use are printed at 6 to 12 dots per centimetre.

Digital printing

"Audi" is printed in Red in CMYK mode at a value of 0/100/90/0. The ICC profile "ISO Coated v2", which can be downloaded free of charge from the ECI website (www.eci.org), is used as a colour reference for the visualisation of the CMYK values.

Making up the flags

The flags have an all-round reinforced double seam, plus a durable 50 mm strip of webbing made of woven polyester along the flagpole edge. The stitching at the flag corners is additionally reinforced with extra stitching.

Overview of the most important production parameters

Elements	Screen printing	Digital printing
Audi Red (text)	NCS S 0580-Y90R	0/100/90/0
Black (Service)	RAL 9005	40/0/0/100

Downloads

You can obtain digital templates and additional information from the Corporate Design Portal on the Internet.

URL: www.audi.com/ci

Area: Corporate Branding | Audi Service

Ordering

International orders are to be directed to the importer or produced in-house, in compliance with all the guidelines.

Responsible for content:

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Corporate Identity
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