

Audi driving experience

Contents

Introduction

Basic design rules	3
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The wordmark

1.0 The "Audi driving experience" wordmark	4
1.1 Variants	4
1.2 Colour variants	5
1.3 The "Audi driving experience" wordmark in the context of the Audi rings	6
1.4 Protected zone	6

Production

2.0 Application examples	7
2.1 Clothing	7
2.2 Flags and desk sign	9
2.3 Banner	11
2.4 Vehicle stickers	12

The most important rules	15
---------------------------------	-----------

Downloads	16
------------------	-----------

General information	16
----------------------------	-----------

Introduction

Basic design rules

As a successful and efficient marketing instrument, the Audi driving experience is an exciting and incomparable event that optimally reflects the brand values and helps to strengthen the image of the brand.

Whether progressive efficiency training, demanding driving and safety courses, outstanding discovery tours or high-speed training on the racetrack, Audi driving experience events ensure an unforgettable thrill. Audi driving experience stands for dynamism, passion and fascination.

All key communication tools from advertising to fixtures at the venue are defined by these properties, which in turn determine their characteristic appearance.

This guideline describes the design requirements and explains in detail how the wordmark is to be used.



The most important rules and instructions for the visual appearance of the "Audi driving experience":

- **The "Audi driving experience" wordmark**

Basically all wordmarks are treated like the Audi tagline.

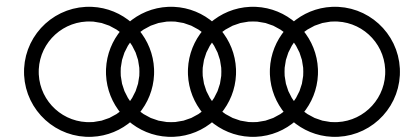
The red rhombus and the lettering "Audi driving experience" are a defined unit.

The red "Audi" is set in Audi Type Extended Bold and "driving Experience" in Extended Normal.

- **Production**

EPS files in the special colour and in the 4C process colour for PCs and Macintosh computers are available for printing the wordmark.

 **Audi**
driving experience



The wordmark




1.0 The "Audi driving experience" wordmark

1.1 Variants

- The "Audi driving experience" wordmark is set in Audi Type Extended only.
- It is usually set in one-line. If necessary, it can also be set in two lines, then it is always left-aligned.
- It appears in a uniform style and always begins with the rhombus and the red Audi lettering.
- The wordmark is available in two versions: with a recommended type size and with a freely defined type size.
- The rhombus is always set at a fixed distance from the wordmark – is also fixed and is modified so that it remains proportional to the wordmark size.
- Logos or product trademarks that conflict with the brand logo are not permitted.
- It is defined for various backgrounds.

 **Audi** driving experience

 **Audi**
driving experience

Basic versions of emblem	Use	Pantone special colours	4C process colours	White
 Audi driving experience	on light background	Audi_de_SC_pos.eps	Audi_de_4C_pos.eps	
 Audi driving experience	on black or dark background	Audi_de_SC_neg.eps	Audi_de_4C_neg.eps	
 Audi driving experience	on red background			Audi_de_W.eps

de "driving experience"

SC Special colour

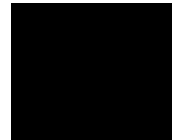
4C 4C process printing (four-colour printing)

W negative white version

1.2 Colour variants

- For 4C/SC applications, "Audi" and the rhombus are set in Audi Red (CMYK 0/100/90/0 or PANTONE® 032), the "driving experience" supplement in black or white.
- On red backgrounds, the wordmark is white so that it stands out.

The Audi brand colours are the preferred background colours for the "Audi driving experience" wordmark.



PANTONE Black
CMYK 40/0/0/100
RGB 0/0/0
RAL 9005
Folie Avery 900: 901 black
3M Scotchcal: SC 50-12 Black



PANTONE 032C
CMYK 0/100/90/0
RGB 245/5/55
RAL 3028
Folie Avery 900: 906 medium red
3M Scotchcal: SC 50-475 Rubin Red



CMYK 0/0/0/0
RGB 255/255/255
RAL 9010
Folie Avery 900: 900 white
3M Scotchcal: SC 50-10 White



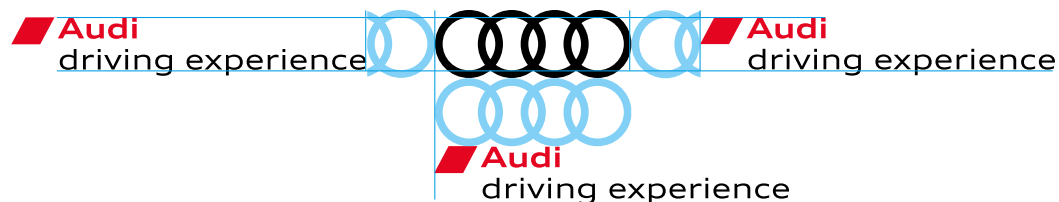
Monochrome version of the wordmark

1.3 The "Audi driving experience" wordmark in the context of the Audi rings

- With a ring width of 30 mm, the recommended type size is 12.3 pt with a character spacing of 0 and a line spacing of 110%.
- The type size and rhombus size are modified so that they remain proportional to the ring size.
- The wordmark is always positioned horizontally or vertically to the rings.
- The wordmark is aligned with the inside edges of the rings.
- The wordmark is positioned to the left, right or below the Audi rings at a distance of at least one ring width. The preferred position, however, is to the left of the rings. If the wordmark cannot be positioned horizontally in relation to the rings, e.g. due to lack of space, it may also appear beneath them.
- If the wordmark is positioned below the rings it is aligned with the **outside** edge of the rings, to achieve an optical balance.

1.4 Protected zone

- A fixed protected zone around the logo underlines its significance.
- The protected zone around the rings measures the height of one ring.
- There must be no other elements positioned within the protected zone.



Positioning to the left or right of the rings;
minimum distance: one ring height
Special case: positioning below the rings



Special case: positioning below the rings
The rhombus is aligned with the outside edge of the rings



Production

2.0 Application examples

2.1 Clothing

Basic design rules for clothing:

- Only the Audi brand colours are used.
- The Audi rings are on the left chest, the rhombus with the "Audi driving experience" wordmark on the right.
- The wordmark is aligned with the inside edges of the rings.
- The Audi rings have a width of 50 mm (equivalent to 50% of the EPS file).
- The Audi rings and the "Audi driving experience" wordmark are preferably used in the same percentage size.

Using the template files on T-shirts

- **On white**

Wordmark: Audi_de_SC_pos.eps

Brand logo: Audi-Rings.eps

Colours: Pantone 032C and black

- **On red**

Wordmark: Audi_de_W.eps

Brand logo: Audi-Rings.eps

Colour: white

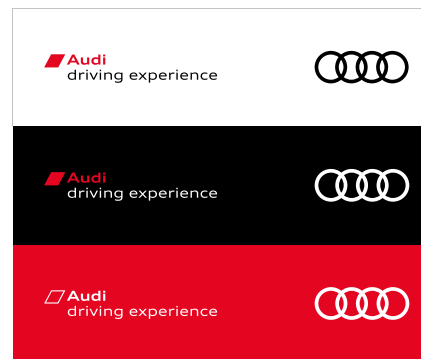
- **On dark fabrics**

Wordmark: Audi_de_SC_neg.eps

Colours: Pantone 032C and white

Brand logo: Audi-Rings.eps

Colours: Pantone 032C and white



Embroidered logo on clothing

Basic rules for the design with embroidered logo:

- When embroidering the rings, the first ring (seen from the left) crosses over the second one at the bottom and passes under the second one at the top. The same principle applies for the remaining rings.
- Data for Audi rings:
Audi-Rings.eps



Embroidery principle



Positive version on polo shirt

2.2 Flags and desk sign
Flags

Wordmark flags may be flown individually or in a row. They are always used in combination with a brand flag. For this reason, wordmark flags do not depict any "rings".
At least one wordmark flag is always flown together with a brand flag. The brand flag is always the first flag in a row.

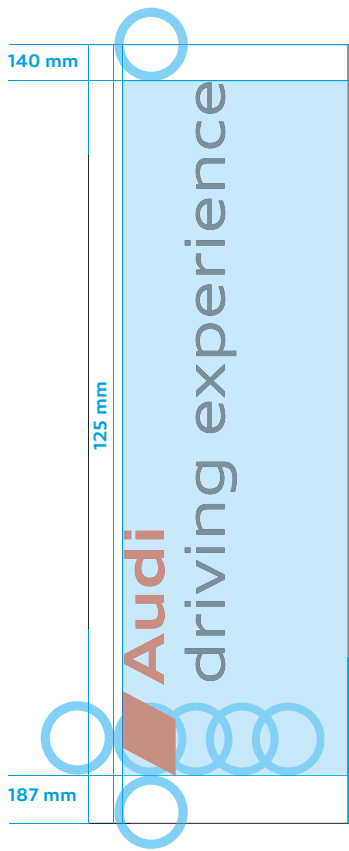
The dimensions of the wordmark flag are derived from the Audi rings. The wordmark is resized across the entire type area, starting flush left. Please refer to the table below for the dimensions of type area margins.

The Audi driving experience wordmark is preferably shown on a white background in order to ensure a harmonious appearance in conjunction with the brand flag.

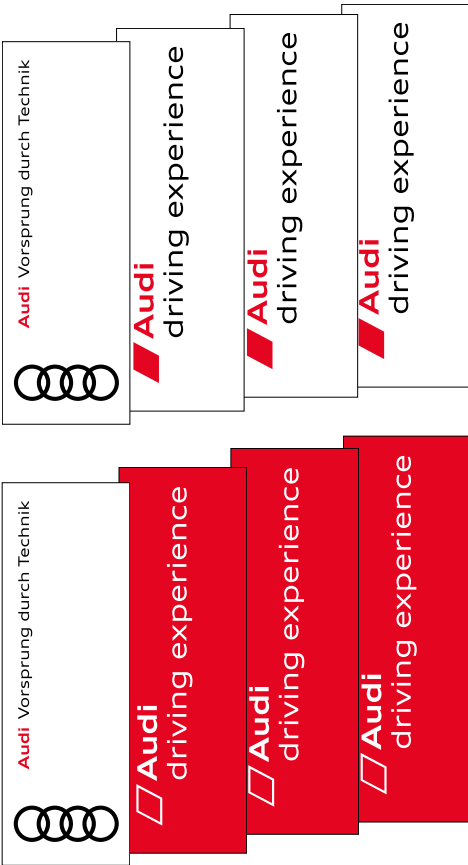
To achieve as much contrast as possible with the surroundings during events on snow, a red background may also be used for the Audi driving experience wordmarks.

At least one red wordmark flag is always flown together with a brand flag. White and red wordmark flags may not be used together.

For details on production please refer to the guideline "The Audi Brand Flags" on the CI Portal under Dealer Facility | Retail marketing | Brand Flags.



Example of flag 1000 x 3000 mm



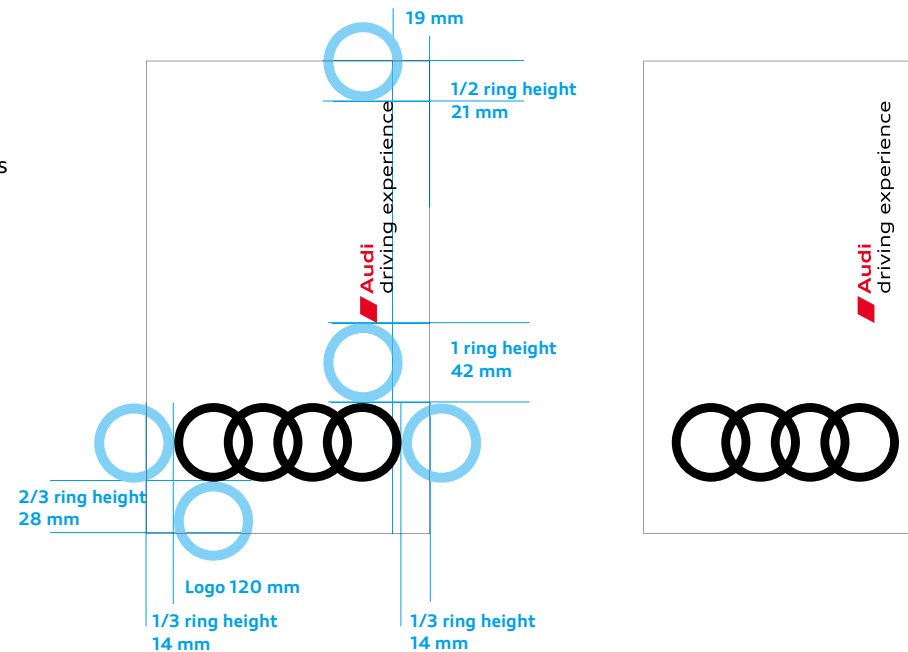
Alignment of brand flag with wordmark flag

Format	1000 × 3000 mm	1500 × 4000 mm	2000 × 6000 mm
Type area margins	Top: 140 mm Bottom: 187 mm Left: 125 mm	Top: 211,5 mm Bottom: 282 mm Left: 189 mm	Top: 280 mm Bottom: 374 mm Left: 250 mm

Desk sign

On desk signs, the wordmarks are shown together with the rings. Two-line wordmarks are positioned on the right. Wordmark desk signs may not be mixed with brand desk signs during events, etc. Please refer to the table below for the dimensions of type area margins.

For details on production please refer to the guideline "The Audi Brand Flags" on the CI Portal under Dealer Facility | Retail marketing | Brand Flags.



Example of brand desk sign 150 x 250 mm

Format	150 x 250 mm (two-line)
Type area margins	Top: 21 mm Bottom: 28 mm Left: 14 mm Right (rings): 14 mm Right (wordmark): 19 mm

2.3 Banner

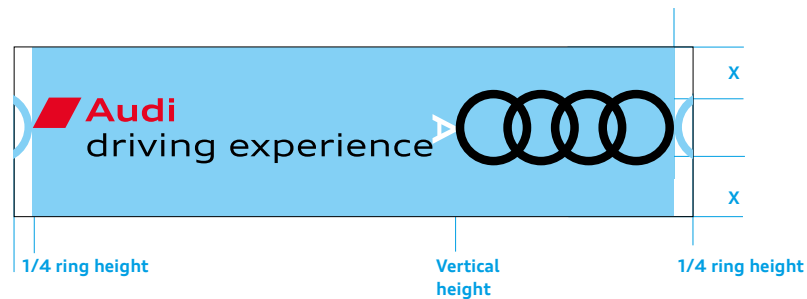
- The "Audi driving experience" wordmark is on either a white or red background in order to ensure a consistent visual appearance. The use of a red banner affords a high level of visibility as a result of its strong contrast with the surroundings (e.g. on snow).
- On a white background the rings are used in black. On a red background the rings and the wordmark are used both in white. The rhombus is only printed as an outline version – according to the file "Audi_de_W.eps".
- In order to achieve as striking a presence as possible on the available area, the distances of the elements from one another and from the side edges may vary, depending on the format.
Wordmark to rings: The minimum distance is the width of one ring. The distance may be reduced to one cap height "A" in special cases.
Side margins: The protected zone around the logo is the height of one ring. The distance may be reduced to one quarter of the height of one ring in special cases.
- In the vertical dimension, the rings are aligned centrally.

Screen printing method:

- File
Audi-Rings.eps
- Colours
Audi Red: NCS S 0580-Y90R
Black: RAL 9005 deep black

Digital printing (4C)

- File
Audi-Rings.eps
- Colours
Audi Red: 0/100/90/0
Black: 40/0/0/100



Example of banner 4000 x 1000 mm



Illustration on red and white background



One-lined illustration for wide banner

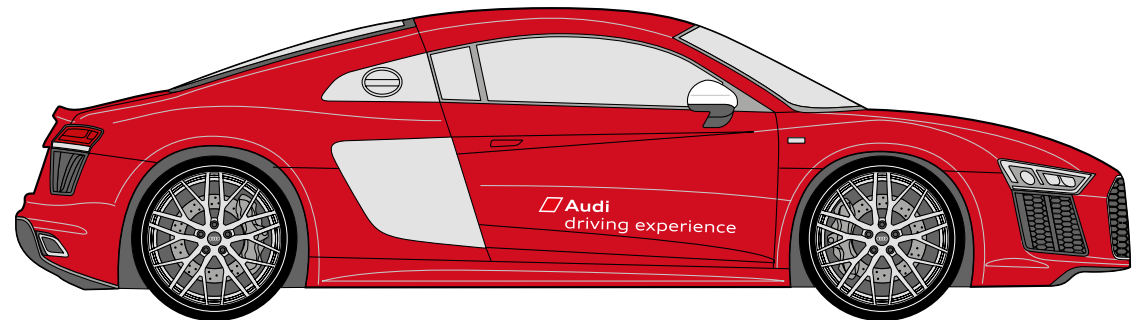
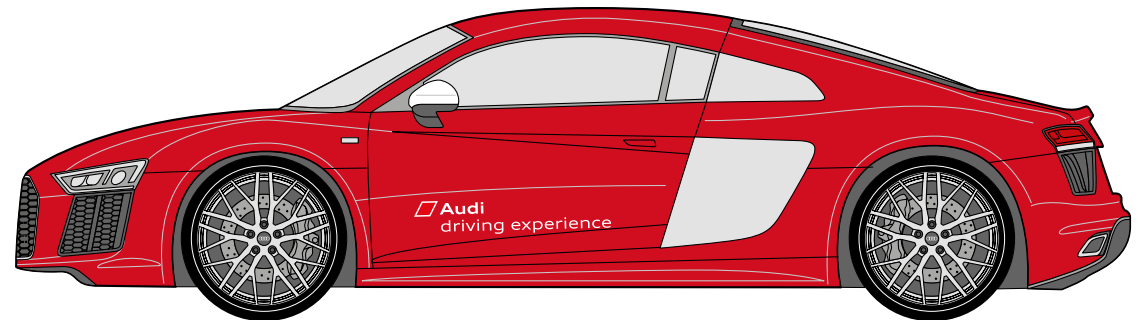
2.4 Vehicle stickers

Sizes and Distances

The type size is variable. As a guide, the entire wordmark should not be wider than the front door. The positioning starts from the front (door-hinge) and from below (alignment of the chassis).

The minimum protection zone around the wordmark is determined by the cap height of the "A" in "Audi", which depends on the selected type size.

The minimum distance to the front door edge is at least one cap height of the "A". To the more obvious edges below it's also at least one cap height of the "A", aligned with the bottom of the typeface. The distance to the door handle has to be at least one cap height of the "A".



Example of vehicle stickers

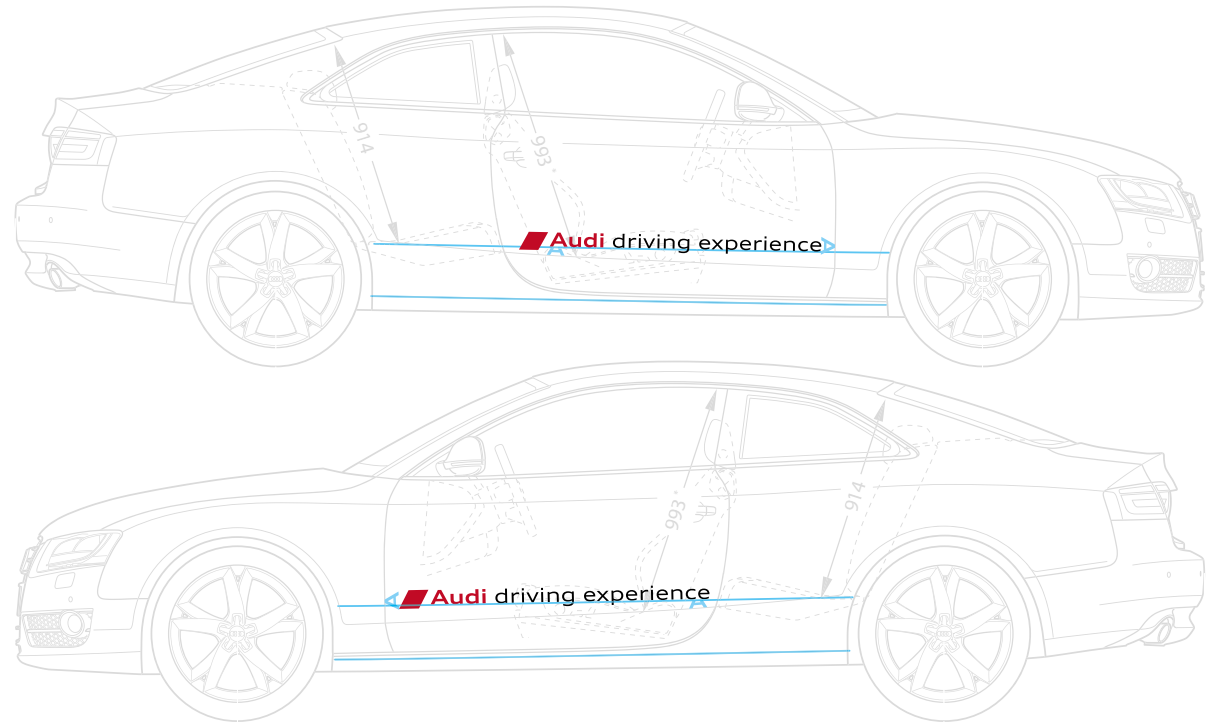
Position on the vehicle

In order to prevent excessive branding, the wordmark is only applied to the two vehicle sides.

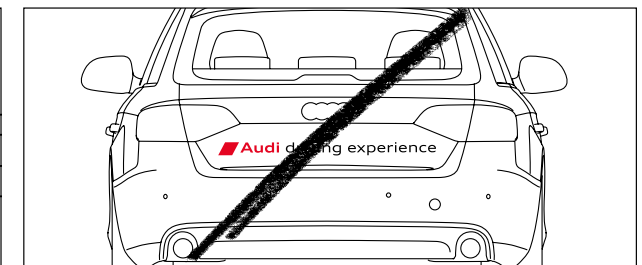
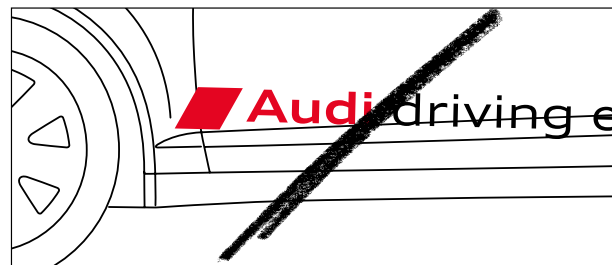
It starts at the front edge of the front door and should, as a guide, not be wider than the front door.

The wordmark is aligned parallel to the vehicle's lines. Graphics positioned diagonally across the side of the vehicle or parallel to the vehicle floor are not permitted. Graphics may be not used on the bonnet or on the rear end.

Additional design elements – such as advertising slogans or logos – should not be applied to vehicles.



Dos



Dont's

Production

Production quality




To ensure a high-quality appearance, all vehicle graphics are produced as individual elements or characters, and never as a printed banner covering the entire area.

Colour definition for adhesive films

Films from the 3M™ Scotchcal™ Graphic Film Series 50 fan deck have been specified to comply with the colours for Audi vehicle graphics.

These films are particularly suitable for use as vehicle stickers.

The "Audi" lettering and the rhombus are set in red (reference: PANTONE® 032C), "driving experience" in black. If the basic colour of the vehicle is not bright or white, the "driving experience" lettering may be in white.

Type colours	Reference colour	3M™ Scotchcal™ Graphic Film Series 50
 Audi Red	PANTONE® 032C	SC 50-475 Rubin Red
 Black	PANTONE® Black	SC 50-12 Black (lettering on bright vehicle colour)
 White		SC 50-10 White (lettering on dark/black vehicle colour)

The most important rules

Fundamental rules	<ul style="list-style-type: none">• The wordmark and the rhombus are a defined unit.• The wordmark is treated like the Audi tagline.	Page 3
Typography	<ul style="list-style-type: none">• The "Audi driving experience" wordmark is set in Audi Type Extended only.• The "Audi" lettering is always set in Audi Type Extended Bold. The "driving experience" supplement is set in Audi Type Extended Normal.	Page 4
Colours	<ul style="list-style-type: none">• The "Audi driving experience" wordmark is preferably on Audi brand colour background; multicoloured or patterned backgrounds must be avoided.	Page 5

Downloads

Digital templates and additional information can be found on the CI Portal on the internet.

URL: www.audi.com/ci

Section: "Corporate Branding | Wordmarks"

General information

Responsible for content:

AUDI AG

Brand Strategy /

Corporate Identity

85045 Ingolstadt, Germany

Please note:

The reproduction of colours may vary depending on the output device used. The colours of the illustrations are not binding, and in some cases illustrations are shown reduced or enlarged.