

## 2 Trademark

### 2.1 The SCHAKO Group logo

Today, the SCHAKO Group logo is the binding element across all companies within the Group. It is memorable, distinctive and visually striking.

- Its defining feature is the **green colour** that stands out in its competitive environment while also providing a reference to the green countryside in the Upper Danube Valley.
- Another striking feature is its **distinctive logo script**, the basic concept of which is essentially derived from the geometric, stark modern scripts of the Bauhaus movement.

To present the logo of the SCHAKO Group and those of its subsidiaries in a uniform manner, design rules were defined and compliance with these rules is mandatory across the whole range of designs involved.

The logo of the SCHAKO Group is a **word-graphic mark** comprising the following elements:

- **SCHAKO lettering** in a distinctive logo type
- **SCHAKO graphic element**, derived from the DQJ rifling outlet, the historic trademark of the company

These two elements combine to form a shape. They are intrinsically interlinked and must not be amended.

### 2.2 The SCHAKO logo

The SCHAKO logo is identical to the Group logo. Only the 'Group' sub-heading does not appear here.

For historical reasons within the company, the logo of SCHAKO Ferdinand Schad KG has always played a defining role in this design. It has a high recognition level in the relevant markets. This is why the main trademark of the parent company and the logos of its other subsidiaries were developed along these lines.



### 2.3 Dimensioning and free space

A logo always needs space to have an impact. This so-called 'free space' is defined by a minimum distance in which no texts, pictures or graphics can be placed. The free space for the SCHAKO Group logo and for the SCHAKO logo are based on the same 5 x 5 grid upon which the entire corporate image is built. The picture mark is always arranged in the top right-hand corner of the grid.

In the 100% application of the logo, there is a free space of 5 mm on all four sides. This minimum free space enables the logo to stand out clearly from surfaces.

#### Details about the SCHAKO Group logo

The word 'Group' is added in 'Calibri' font. The font size of the word 'Group' is 11.5 point for 100% applications of the logo, and it is aligned right with the logo lettering. The position is based on the 'outline' of the logo script that also demarcates the pictorial element.

In the **100% application** this gives rise to a **logo dimension of 45 x 17.5 mm**. With its free space, that dimension is 55 x 27.5 mm.

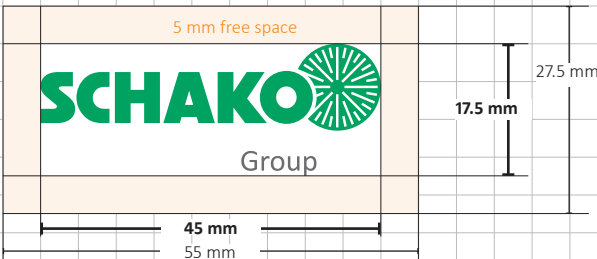
#### Details of the SCHAKO logo

In the **100% application** this gives rise to a **logo dimension of 45 x 11.5 mm**. With its free space, that dimension is 55 x 21.5 mm.

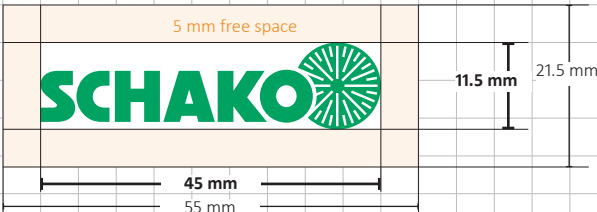
**All logos exist in the standard formats for daily work and must only be used in their correct sizes.**

5 mm = 1 GS (grid spacing)

100% application of the SCHAKO logo with addition of the word 'Group'



100% application of the SCHAKO logo



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## 2.8 Permitted applications of the logos

To distinguish the logos of the SCHAKO Group and its subsidiaries clearly from multi-coloured or 'busy' backgrounds, they must be positioned on an appropriately large white surface. In the 100% application, this white surface area extends right around the design grid with a width of 5 mm. The size of the free space changes depending on the scaling of the logo.

The sample illustrations here are based on the SCHAKO Group logo, but are also valid for all the logos of its subsidiaries.

- The free space is there on the white surface, but is not visible.
- On coloured surfaces, the white free space is clearly visible and it serves to highlight the logo.
- On pictorial surfaces, the white free space is also clearly visible, and it again serves to highlight the logo from the background.
- On surfaces with an average grey scale value of up to 30%, the logos can be depicted in green. At a colour density of more than 30% on the grey scale, logos are only printed in monochrome (black and white). This is especially true of cardboard packaging.
- Applications are defined in grey scales levels and in monochrome.
- In exceptional cases, the logos can also be depicted negatively, i.e. in white.



Background of 30% of grey scale



Background of 30% to 60% of grey scale.



Background of 60% to 100% of grey scale



## 2.9 Prohibited applications

The word-pictorial brands are at the heart of the market image of the SCHAKO Group and its subsidiaries, and constitute one of the most important recognition features. To assure the sovereign nature of the logos, no changes must be made to the word-picture brands.

The logos must not be touched, and must be inserted with the greatest possible care and attention. No distortion is permitted to the perspective of the logos, nor may they be compressed, coloured differently or tilted.

Here also, these sample illustrations are based on the logo of the SCHAKO Group, but are also valid for the logos of all of its subsidiaries.

