

150 Years of Continental

Style Guide

Style Guide. Contents.

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Introduction.

In 2021 we will celebrate our 150th anniversary. This style guide has been created to support the communication of the anniversary and ensure consistency with the Continental corporate design.

We would also like to thank everyone involved in planning the anniversary and helping to shape it.

Please use this document as an internal guideline. It does not replace the current corporate design (CD) guidelines but is rather an extension of these documents. Therefore, further documents are regularly referred to in the following.

Introduction. Strategic Framework.

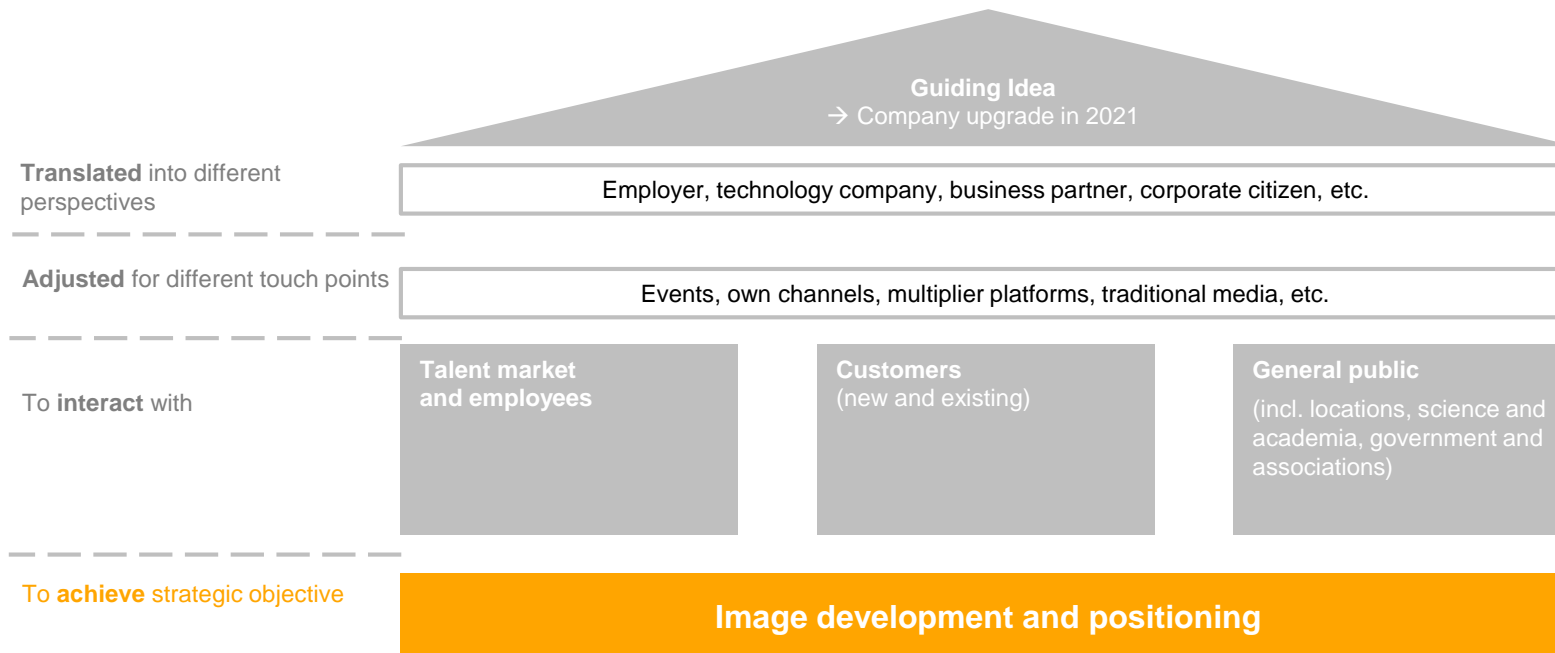
Guiding idea

This core idea summarizes our motivation over the last 150 years. The narrative provides for a vivid understanding.

Mobility. Our Heartbeat for 150 Years.

Strategic framework

With the anniversary, we aim to develop and position our company image.



Introduction. Target Groups.

Target group

In the context of the anniversary we will address four target groups with different goals.

- › Make **everyone** feel **involved**
- › Promote **appreciation, pride** and **motivation**
→ **retention**
- › Make corporate **values** **tangible**

Employees

FOR ONE ANOTHER
TRUST

- › Awaken **curiosity**
- › Foster image as an **attractive employer**
- › Convey **values** and **culture**
- › **Creating Impact**: Continental enables employees to make a meaningful difference

Talent market

CURIOSITY

- › **Relevant player** in our industries
- › Have been and will be a **reliable** and **trustworthy partner at eye-level**
- › We are an innovator
- › We stand for **sustainability**, assume **responsibility** and **care**
- › We **shape** the **healthy ecosystem of mobility** from a position of strength

New and existing customers

AFFIRMATION
PARTNERSHIP

- › Strengthen **general awareness**:
Mobility = Continental
- › Create positive emotions
- › We stand for **sustainability**, assume **responsibility** and **care**
- › Offer **scientific cooperation** (basic research, behavioral research)

General public

STATEMENT
ACCEPTABILITY*

*Term is meant in the sense of "capable of gaining acceptance"

Red thread

In order to address the guiding idea of "Mobility. Our Heartbeat for 150 Years." the red thread is at your disposal. Always let yourself be guided by it.

- Let people feel our heartbeat.
- Raise their heartbeat.
- Make them pass our heartbeat on to others.

Further input for the design of texts can be found in the toolbox.

Download from toolbox 

Logo. Introduction.

The anniversary logo shows in a clear, simple and bold way the lettering “150 years.” It convinces in its simplicity, clarity and boldness. At the same time, it conveys lightness and modernity by clearly differentiating itself from the font of the logo. Thus, the bold “150” stands out but is still harmonious in every application context.



The logo serves as an add-on to the existing Continental logo and complements it. The existing corporate designs will remain in place and continue to apply.

Check CD 

The anniversary logo may only be used on material produced between December 10, 2020 and December 31, 2021.

Logo. Display Options and General Applications.

Option 1: Stand-alone logo for combination with quality seal or stand-alone icon

This stand-alone option is exclusively intended for the combination with the quality seal or the stand-alone icon.



Option 2: Vertical combination with Continental logo

The second option should be preferred for all applications.



Option 3: Horizontal combination with Continental logo

The third option should be used if the second option is not applicable because of less space.

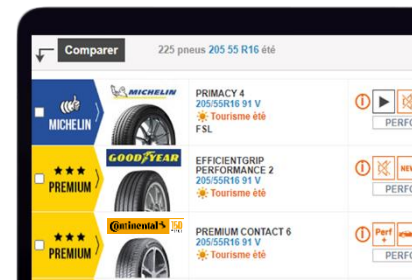


Language adaptation

“Years” may be translated into your local language. Please ensure that no more space is required than in the options shown here.

The logos can be downloaded from the toolbox.

[Download from toolbox](#)



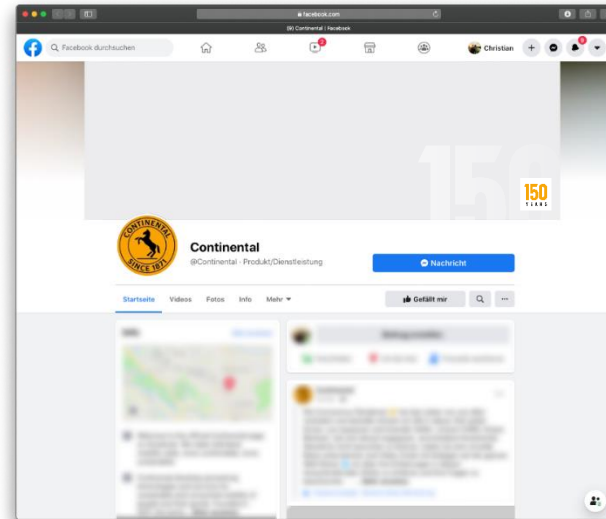
Logo. Option 1: Separate Application of Continental Logo and Anniversary Logo.

Placement on brochure



Y = 4,5X

Placement on social media



Publications

For publications and titles, the logo is placed in the lower right corner. The spacing results from the regulations specified in the CD guidelines. The height of the logo corresponds to the height of the Continental logo, where Y is 4.5x.

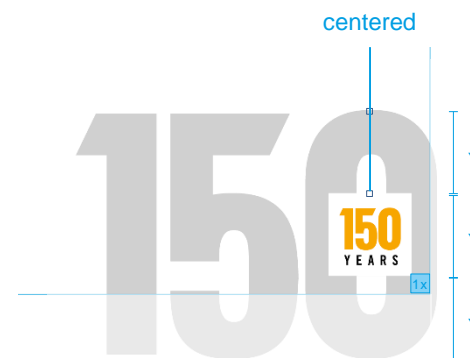
Social media

On social media, logo option 1 can be integrated in the header images. It must also be placed in the lower right corner.

Social media posts

Posts do not use the logo. An anniversary hashtag will be provided.

Construction of the watermark



Watermark

In addition to logo option 1, the watermark can be used – except on white backgrounds.

It is placed behind logo option 1 so that the logo is centered within the zero of the 150 watermark. The size of the watermark depends on the height of the logo (Y) and is three times the height of the logo.

Logo. Options 2 & 3: Combined Application of Continental Logo and Anniversary Logo.

Option 2



Options 2 & 3

For logo options 2 & 3, the same spacing rules apply as in the CD guidelines. The space around the logo must be 1x.

Check CD 

Option 3

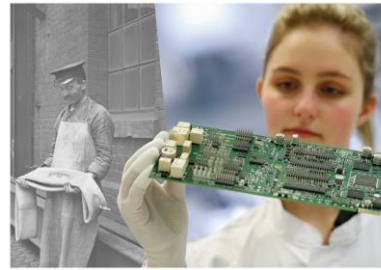
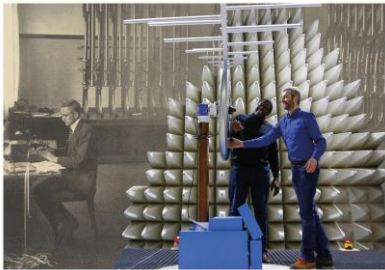


Visual Language. Introduction.

The anniversary theme “Mobility. Our Heartbeat for 150 Years.” will be brought to life through visual communication.

Anniversary pictures will be characterized by a combination of historical and present-day images that reflect Continental’s journey.

Visual Language. Overview.



Anniversary images

The anniversary images are unique pictures that surprise the viewer and arouse their interest. The motifs embody the heartbeat of Continental and address mobility in various facets.

The historical parts of the pictures are shown in black and white, whereas the present-day pictures are shown in color.

Both picture parts are thematically connected and tell a story. The separation of the pictures is a clear split, sometimes combined with a dynamic slant.

All images can be downloaded from the toolbox.

[Download from toolbox](#) 

Local adaptation

Locations can use the picture design as an inspiration to create further anniversary pictures.

Contacts.

If you have any further questions, please contact the Anniversary Core Team.

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