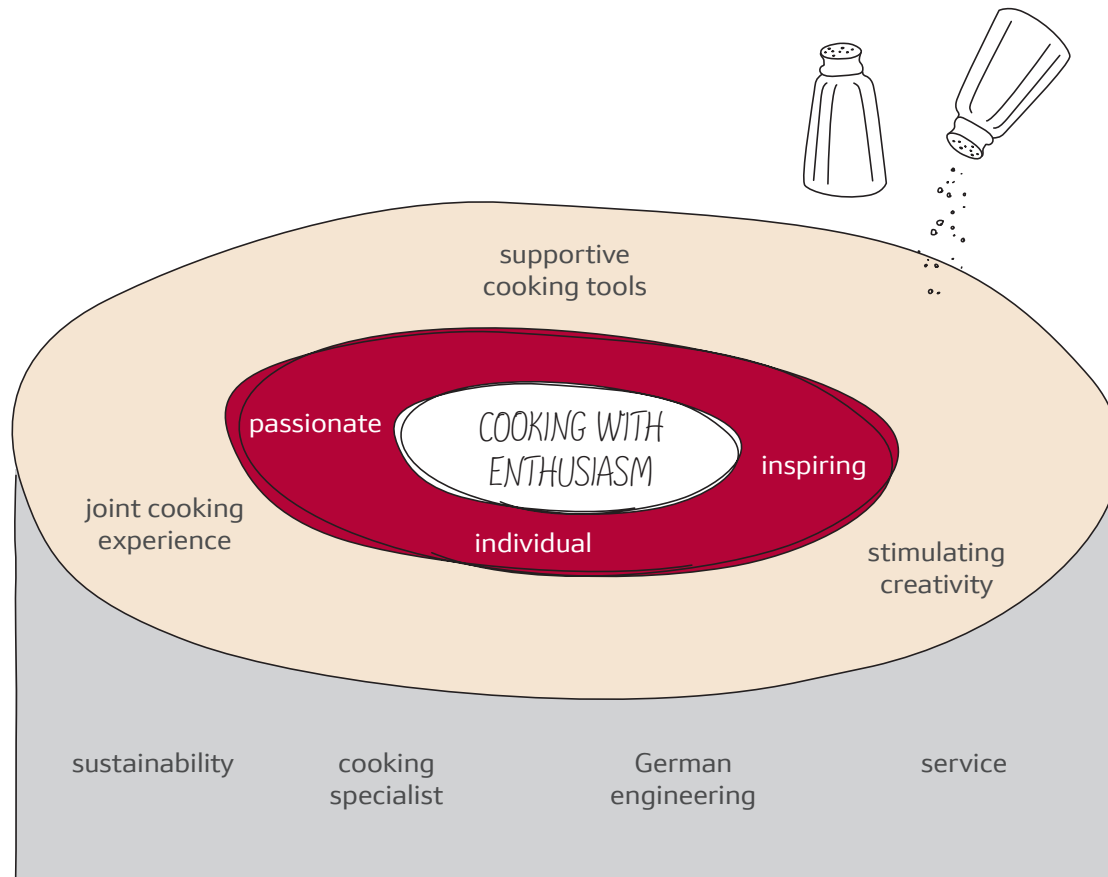


NEFF
CORPORATE DESIGN
GUIDELINES
(VERSION 2)

THE NEFF CORPORATE DESIGN GUIDELINES



WELCOME

At NEFF, we want people to enjoy cooking. Because we're passionate cooks ourselves, our experience has taught us a thing or two: that working in the kitchen isn't fun until a few basic techniques have been mastered, and that it's important to have an idea of what we want to cook, because the result depends on the goal we've set for ourselves. The same applies to brands.

Making brands appeal to customers means following a recipe for success. Among the important ingredients are the values that describe the brand's character, but most important is the core idea that distinguishes our brand from all the others. By focusing on one idea, we're able to present our customers with a homogeneous image that makes our brand unique and recognisable.

So it's important that everyone contributing to NEFF's success knows our brand inside out. Our core idea and our values are the common bases supporting the work we do each day.

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NEFF BASIC ELEMENTS



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- 2.3 With or without claim?
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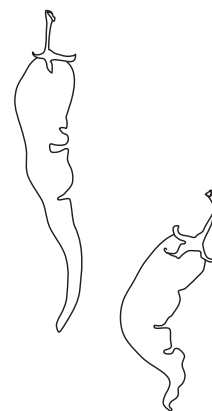
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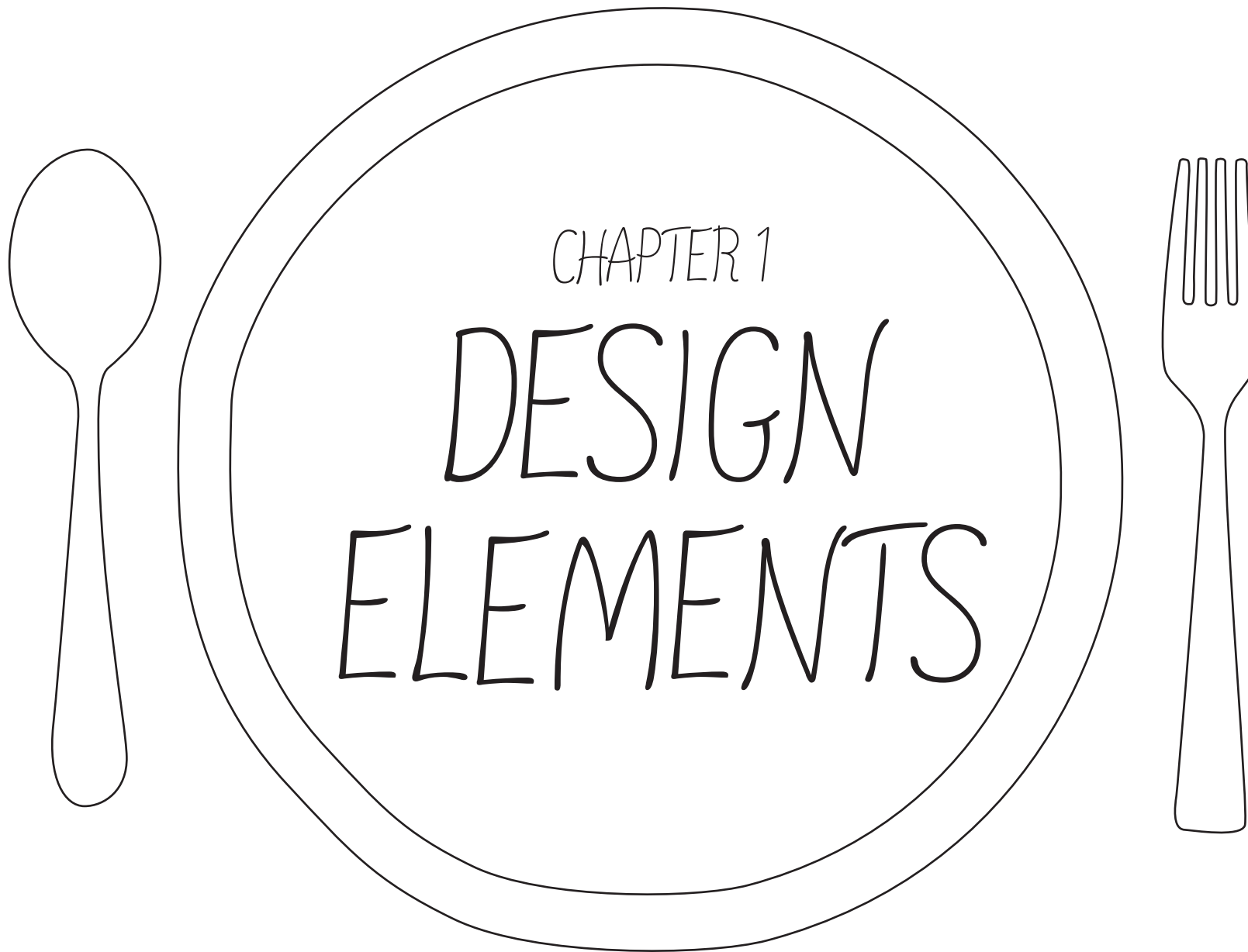
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CHAPTER 1

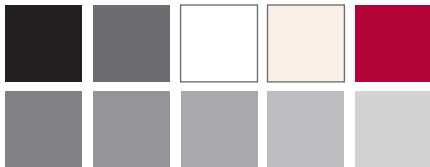
DESIGN
ELEMENTS

1.0 THE NEFF DESIGN ELEMENTS - OVERVIEW

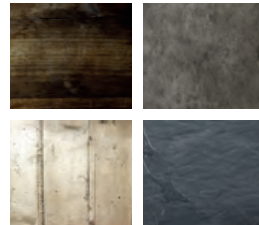
NEFF landmark



NEFF colours



NEFF textures



NEFF typography

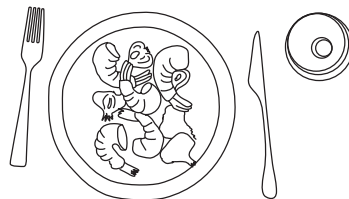
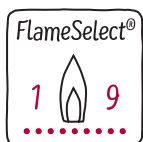
NEFF SANS Light
NEFF SANS Regular
NEFF SANS Bold

NEFF HAND REGULAR
NEFF HAND DEMI

NEFF photography



NEFF illustrations



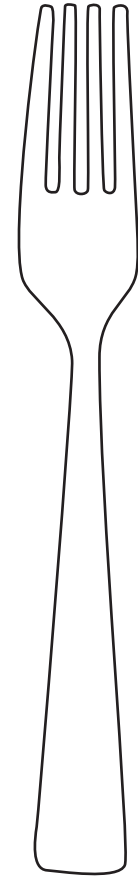
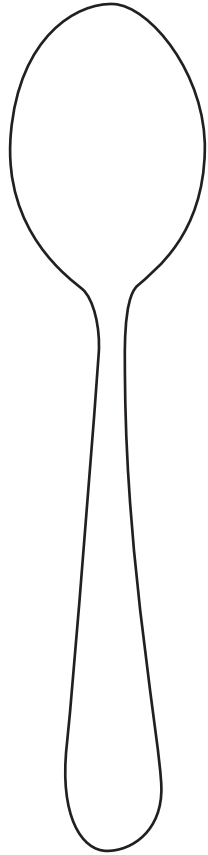
A HOLISTIC BRAND IMAGE

The kitchen has become an open and public space, and cooking has found its way into almost every media. It fills entire pages in magazines, in brochures and on the Internet, and is extremely popular on TV. It shows up in dealer's showrooms and at trade fairs. On these many public platforms, it is vital that our brand is always presented as a harmonious whole, because repetition brings recognition.

This overview illustrates the most important design elements for the implementation of our NEFF corporate design.

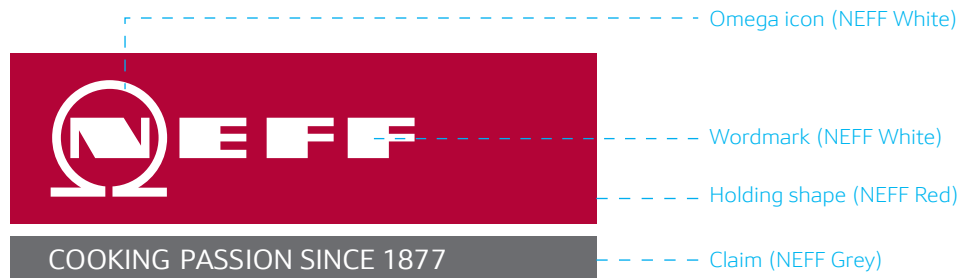
In addition to the landmark, there are five other important design elements which shape the visual design of our brand. A detailed description of each individual element can be found in the following chapters.

By adhering to these guidelines, you will help strengthen our brand recognition.



2.0 THE NEFF BRANDMARK

NEFF trademark with claim



NEFF trademark*



*(See chapter 2.3 for when to use the NEFF trademark **without** the claim)

AN INSEPARABLE UNIT

Our trademark is one of the most important elements of the Corporate Design. It is the central component of all visual communication.

The NEFF trademark comprises three elements: the wordmark, the omega icon and the red holding shape (box). At no time may these elements be used separately. They always form a unit as illustrated here.

The NEFF trademark should always be used in the colour version, with claim, as shown here (see chapters 2.2 and 3).

The trademark may not be redrawn or altered in any way, it should only be reproduced using the master artwork.

The master artwork is available in various formats, for both Mac and PC. Download from [MAM](#).

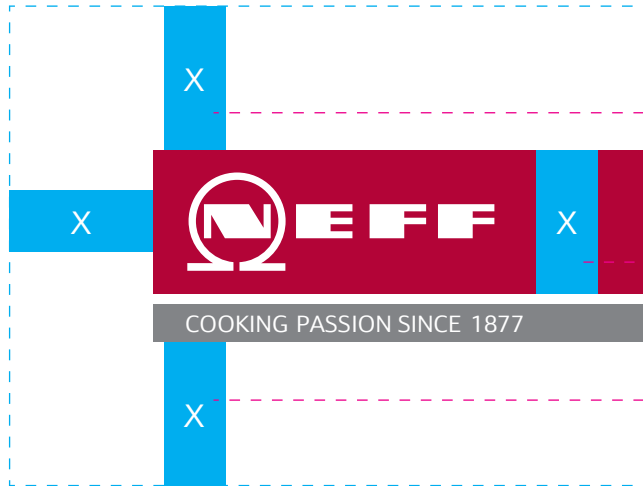
The written word

When writing NEFF in copy text, use uppercase letters only, as shown in this sentence.

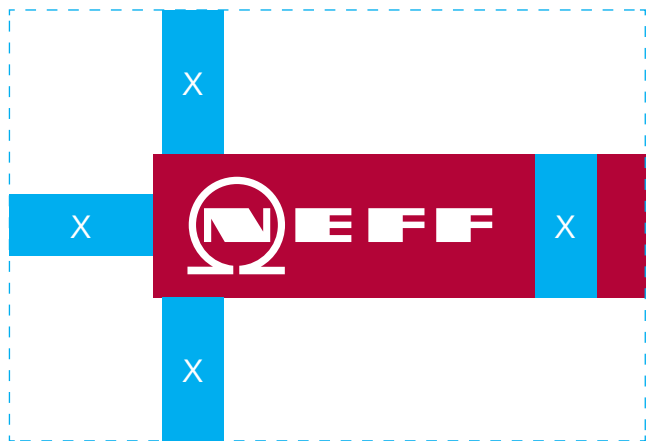
BASIC RULES

- The NEFF trademark always forms a unit and may not be modified.
- The NEFF trademark may only be used in the manner described here.
- The name NEFF is always written using uppercase.

2.1 THE NEFF BRANDMARK - CLEARSPACE



The clearspace is the minimum space around the brandmark: no other elements should encroach upon this area. The clearspace maximises impact and visibility of the brandmark. The clearspace around the NEFF brandmark is determined by the height (X) of the holding shape, as indicated here by the cyan rectangle.



The same principle applies when the NEFF brandmark appears without the claim. (see [chapter 2.3](#))

GIVING THE BRANDMARK ROOM

To ensure that the NEFF brandmark is immediately recognisable and always legible, it must appear with an area of clearspace that is free of intruding elements.*

* (When placing the brandmark on photography, the clearspace is not as strict, but please ensure that the brandmark has enough space; see [chapter 2.6](#)).

The clearspace is determined by the height (X) of the holding shape.

The outer cyan dashed line indicates the minimum area of clearspace that is permitted around the brandmark (see illustration on the left).

The cyan line does not appear when the brandmark is printed. This area is a minimum requirement and should be increased wherever possible.

NOTE: There is no clearspace demarcated on the right-hand side, because in most cases the brandmark bleeds off the right edge of the format (see [chapter 2.5 Position](#)).

BASIC RULES

- Our brandmark is surrounded by a minimum area of clearspace which remains free of other elements at all times.
- The clearspace may not be altered.
- The clearspace is defined by the height (X) of the holding shape (red box)
- There is no clearspace on the right because in most cases the brandmark bleeds off the right edge of the format.

2.2 THE NEFF BRANDMARK - COLOUR OPTIONS

NEFF brandmark with claim



NEFF brandmark without claim



Full Colour Option:

Holding shape - NEFF Red ([see chapter 3](#))

Logotype - NEFF White

Omega Icon - NEFF White

Claim - NEFF White on NEFF Grey

(NEFF Grey, 70% black, [see chapter 3](#))



One Colour Option:

Holding shape - NEFF Black ([see chapter 3](#))

Logotype - NEFF White

Omega Icon - NEFF White

Claim - NEFF White on NEFF Grey

(NEFF Grey, 70% black, [see chapter 3](#))



Negative:

Holding shape - NEFF White ([see chapter 3](#))

Logotype - background colour

Omega Icon - background colour

Claim - background colour on NEFF White

BRANDMARK COLOUR

There are **two versions** of the brandmark:

- Full Colour (CMYK or Pantone)
- One Colour (Black)

Primary usage

As a rule, the full colour (CMYK) version with claim must be used. Please refer to [chapter 3](#) for the colour definitions.

Exception

The one colour (black) or negative (white) version may only be used if there are production or design restrictions, e.g. user instruction manual.

Technical print specifications

These are the technical requirements when printing on our uncoated paper: MultiOffset.

- Artwork must be created in Adobe Indesign CC.
- All images (including the brandmark) must be set up as ISOcoated_v2_AG_300_GCR.icc (the colour profile is available on MAM).
- Save print PDFs as PDF/X-1A or PDF-X4.
- With the help of a color server the PDF/X-1A can be converted for use on MultiOffset into PDF/X-1A PSO Uncoated 47L.

If you have any questions please contact NEFF Global Communications.

BASIC RULES

- The NEFF full colour brandmark with claim must be used whenever possible.
- The NEFF brandmark may only be featured in the colour versions shown here.
- The one colour (black) version may only be used if there are production or design restrictions.
- The usage of the negative version must be approved by NEFF Global Communications.

2.3 THE NEFF BRANDMARK - WITH OR WITHOUT CLAIM?

NEFF brandmark with claim



NEFF brandmark without claim



When to use the brandmark with the claim?

As a rule - always!

Regular size (master) - 63 mm

When to use the brandmark without the claim?

On applications/formats where the brandmark appears smaller than 40 mm

Formats: A6 and smaller, e.g., business cards or where there are technical print restrictions.

WHEN TO USE THE CLAIM

When to use the brandmark with the claim?

As a rule - always!

Why? Because the claim is an important part of the NEFF brand. It helps communicate and strengthen our brand idea and brand values.

Exception to the rule

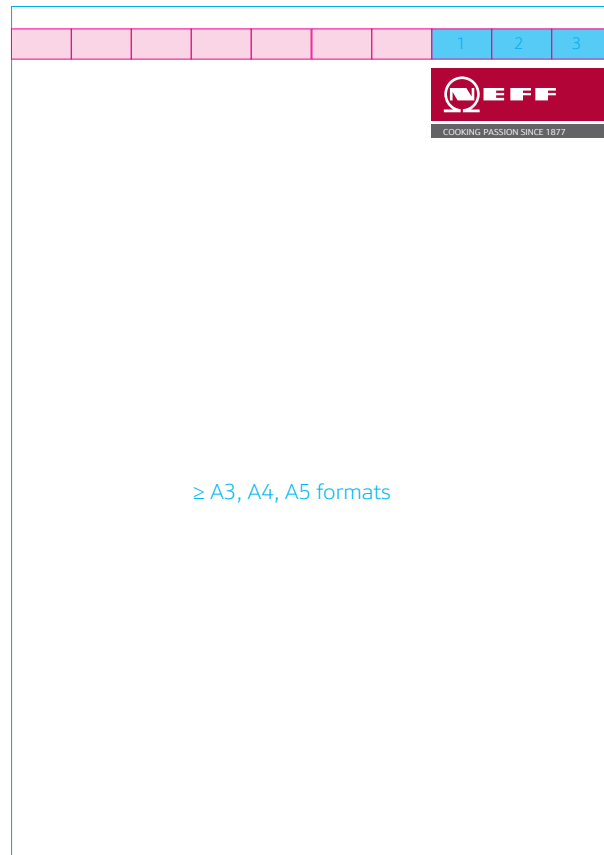
The brandmark without the claim must be used when it appears smaller than 40 mm. As a rule this occurs on formats smaller than A6, business cards (see chapter 2.4), or where there are technical print restrictions, e.g., merchandising.

BASIC RULES

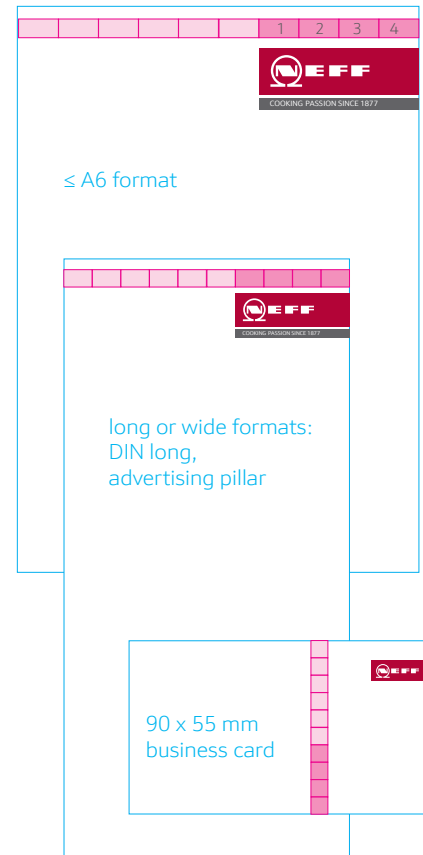
- Always use the NEFF brandmark with the claim.
- The brandmark without claim may be used where the brandmark appears smaller than 40 mm.
- The regular size is 63 mm, and is used on A4 formats e.g., brochures, letterhead, folders, etc.

2.4 THE NEFF BRANDMARK – DEFINING THE RIGHT SIZE

3/10 (larger than A5)

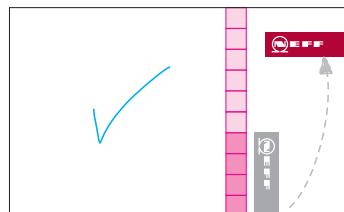


4/10 (smaller than A6 or extra long or wide formats)

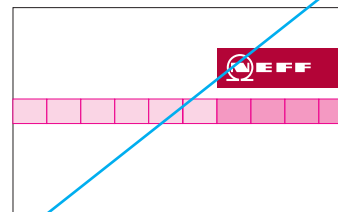


Please take note!

Always make sure you use the **short side** of the format when applying the rule for determining the logo size (Fig.1). The height of the logo is determined by the logo width.



(Fig.1) Use the short side to measure the size of the logo. Format < A6.



Format < A6

A FLEXIBLE SYSTEM FOR DIFFERENT FORMATS

We want to ensure that the NEFF brandmark has a consistent visual impact on different communication materials. To help us achieve this, we've created a simple system as a guide to help determine the right size of the NEFF brandmark when applied to various formats, whether stationary or POS or exhibitions.

Creating a grid

The size of the brandmark is determined by dividing the **short side of the format by 10**. The height of the brandmark is determined by the width.

As a rule: for all formats equal to or larger than A5, A4 and A3 upwards, the brandmark size is **3/10** of the width.

Format sizes A6 and smaller or very long or wide formats, e.g., DIN long or advertising pillars, use the brandmark at **4/10** of the format width.

Exceptions

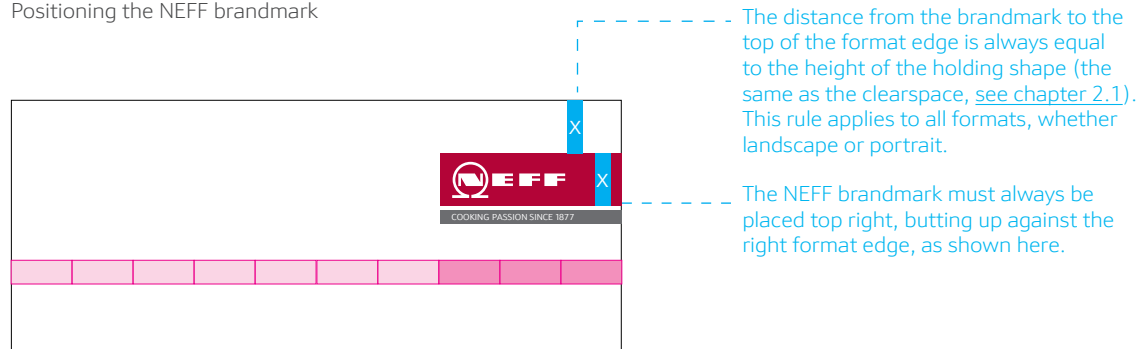
There are of course always exceptions, in particular with signage, flags, etc. If you are unsure as to what size the NEFF brandmark needs to be, please contact NEFF Global Communications.

BASIC RULES

- The size of the NEFF brandmark is determined by using a simple grid system.
- The short side of a format is divided into 10 equal parts.
- On all formats equal to or larger than A5, the NEFF brandmark is equal to 3/10.
- On all formats equal to or smaller than A6, the NEFF brandmark is equal to 4/10.

2.5 THE NEFF BRANDMARK – POSITION

Positioning the NEFF brandmark



(Fig.1) Horizontal formats: refer to previous page regarding size e.g. always use the short side to determine the size, then position top right on the long or short side as required.

DIN long

A4



A SIMPLE PRINCIPLE

The NEFF brandmark should always be placed in the top right corner of the format, as shown here.

The NEFF brandmark must always butt up against the right edge of the format.

The distance from the brandmark to the top of the format edge is always equal to the height (X) of the holding shape. This rule applies to all formats, whether landscape or portrait. (Also see chapter 2.1 for clearspace.)

Ensure you always use the short side of the format to determine the size of the brandmark, when placing it on horizontal/landscape formats. Once the size of the logo has been determined, using the short side, it can then be placed either on the long or the short side as required (Fig. 1).

BASIC RULES

- The NEFF brandmark should always be placed top right.
- The NEFF brandmark always butts up against the right format edge.
- The distance from the brandmark to the top of the format edge is always equal to the height (X) of the holding shape.

2.6 THE NEFF BRANDMARK - DO'S & DON'TS

DO



The NEFF brandmark should always be used in full colour with the claim, as shown here.



The NEFF brandmark can be placed on a light...



... or a dark photographic background. Always ensure that there is enough contrast. The claim always remains in the NEFF grey holding shape.



Ensure that the NEFF brandmark is always positioned in the top right corner of the format, butting up against the right format edge.

DO NOT



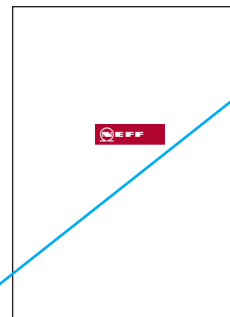
Do not change the colour or other elements of the NEFF brandmark in any way.



Do not place the NEFF brandmark on coloured or patterned backgrounds which are not part of the NEFF look and feel.



Do not change the colour of the claim.



Do not position the NEFF brandmark centred in a format.

Do not allow white space to dominate the brandmark (only exception is the letterhead).

GETTING IT RIGHT

One of the most important brand-building elements is in your hands – our brandmark. If it is used incorrectly, the consistency of our visual design is disturbed and the visual impact of the brand is lessened.

Here are some examples that clearly show what we mean by “incorrect usage”. The examples are designed to give you a feel of how important it is to treat our brandmark carefully and consistently.

To ensure that the integrity of the brandmark is maintained, these guidelines must always be observed and the NEFF brandmark may only be used as original artwork. All logos are available for download from [MAM](#).

BASIC RULES

- The NEFF brandmark may never be changed in any way.
- Legibility is the key. Ensure that there is always enough contrast and no elements intrude upon the clearspace.
- Please only use the original artwork provided by NEFF Global Communications.

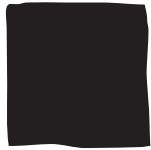


CHAPTER 3

BRAND
COLOURS &
TEXTURES

3.0.1 THE NEFF BRAND COLOURS – PRIMARY & ACCENT

NEFF Primary Colours

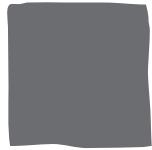


NEFF Black

PANTONE®
PROCESS BLACK C
C0 M0 Y0 K100
R26 G23 B27
#323232

Headlines, sublines, body copy, illustrations. Carefully consider the use of black; it must not dominate the layout.

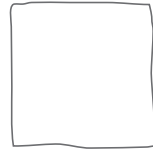
Set at 85% transparency when used in text boxes; [see chapter 6.6.1](#).



NEFF Grey
(70% NEFF Black)

PANTONE® 425 C
C0 M0 Y0 K70
R112 G113 B115
RAL 7005 Mouse Grey
#70706F

The colour of the claim in the NEFF landmark. This colour is often used for large amounts of body copy as it creates a lighter look and feel within the layout. It can also be used for illustrations, headlines and sublines.



NEFF White

C0 M0 Y0 K0
R255 G255 B255
#FFFFFF

The colour can be used for headlines, sublines, body copy, or illustrations.

Set at 85% transparency when used in text boxes; [see chapter 6.6.1](#).



NEFF Off-White

PANTONE® 4685C
(50%)
C0 M4 Y7 K2
R251 G247 B243
#F7EADA

This colour is used primarily as a background colour; it can also be used for illustrations.

Do not use this colour for text.

NEFF Accent Colour



NEFF Red

PANTONE® 201 C
C0 M100 Y63 K29
R177 G0 B53
RAL 3003 Ruby Red
#B10832

This is our landmark colour (holding shape); [see chapter 2.2](#).

It can be used to highlight text or illustrations.

Use sparingly! It must not dominate the layout.

For online purposes it is an interactive colour.

FIRSTLY

In general the NEFF colours are muted so as to create a premium look and feel and provide our landmark (NEFF Red) and the imagery with maximum contrast and impact. We have defined primary, secondary and accent colours to be used for specific purposes.

Primary Colours

The primary colours (NEFF Black, NEFF Grey, NEFF White) are used for headlines, sublines, body copy and illustrations. NEFF Off-White is used for illustrations or as a background colour. Text boxes use NEFF White/NEFF Black set at a transparency of 85%, so as to allow the texture or image in the background to show through ([see chapter 6.6.1](#) for details).

Accent Colour - please use sparingly!

NEFF Red is used in the landmark and can be used to highlight text elements or illustrations.

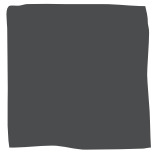
The PANTONE® specification is to be used by all printers as the target colour. The PANTONE® has been specified as coated (C) even though the brochures are printed on uncoated paper: MultiOffset.

BASIC RULES

- Please only use the colour values defined here.
- NEFF Black, NEFF Grey and NEFF White are used for headlines, sublines, body copy, illustrations or text boxes.
- NEFF Off-White is used for illustrations or as a background colour.
- Use the accent colour (NEFF Red) sparingly.

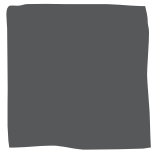
3.0.2 THE NEFF BRAND COLOURS – SECONDARY

NEFF Secondary Colours



NEFF Black
85%

C0 M0 Y0 K80
R75 G75 B77



NEFF Black
80%

C0 M0 Y0 K70
R88 G88 B90



NEFF Black
60%

C0 M0 Y0 K60
R156 G158
B159



NEFF Black
50%

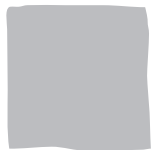
C0 M0 Y0 K50
R156 G158
B159

The darker tints are primarily used for headlines, sublines, body copy and also illustrations.



NEFF Black
40%

C0 M0 Y0 K40
R177 G179
B180



NEFF Black
30%

C0 M0 Y0 K30
R198 G199
B200



NEFF Black
20%

C0 M0 Y0 K20
R217 G218
B219



NEFF Black
10%

C0 M0 Y0 K10
R236 G236
B237

The lighter tints are used for illustrations.

Do not use the lighter tints for text.

SECONDLY

As with all the other design elements, the subtle and carefully considered application of colour is the key to a clear expression of the essence of the NEFF brand.

Secondary Colours

The secondary colours are tints of NEFF Black. Please only use the tints indicated in these guidelines.

The secondary colours may be used for headlines, sublines, body copy (only the darker tints) and illustrations (all tints).

Technical print specifications

These are the technical requirements when printing on our uncoated paper: MultiOffset.

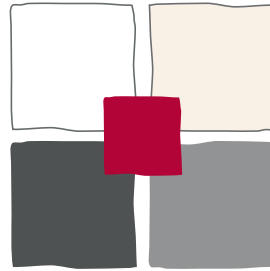
- Artwork must be created in Adobe Indesign CC.
- All images (including the brandmark) must be set up as ISOcoated_v2_AG_300_GCR.icc (the colour profile is available on MAM).
- Save print PDFs as PDF/X-1A or PDF-X4.
- With the help of a color server the PDF/X-1A can be converted for use on MultiOffset into PDF/X-1A PSO Uncoated 47L.

If you have any questions please contact NEFF Global Communications.

BASIC RULES

- Please only use the tints of NEFF Black as defined here.
- Secondary colours are used for illustrations.
- Only the darker tints are used for headlines, sublines and body copy.
- Do not use the lighter tints for copy.

3.1.1 THE NEFF BRAND TEXTURES - OVERVIEW



The examples shown here are just a few of the many NEFF brand textures available for use. The textures vary in tone and texture (wood, marble, fabric, granite, slate), from light to dark. They offer a tactile contrast to our sleek products. Textures are always placed in the background and must harmonise with the NEFF Red.



Example showing textures applied in an advert

TEXTURE VS. COLOUR

Texture creates a sensory experience. Everybody has an association with texture, whether it's wood or marble or fabric. It brings forth memories of smells, tastes and much more. A colourful story comes to mind.

The NEFF brand wants to create a strong brand experience for its customers and texture plays an important role in conveying our brand story. The NEFF textures are all related to the cooking and kitchen environment.

The textures vary in tone, from light to dark and are always placed in the background. The textures are subtle, so as to allow for a good legibility of the text placed on top. The colour palette uses natural tones - browns, beige, sand, cool greys, warm greys, anthracite, etc. Avoid colours that are bright or garish and are not part of the NEFF Brand colour palette (see chapter 3.0).

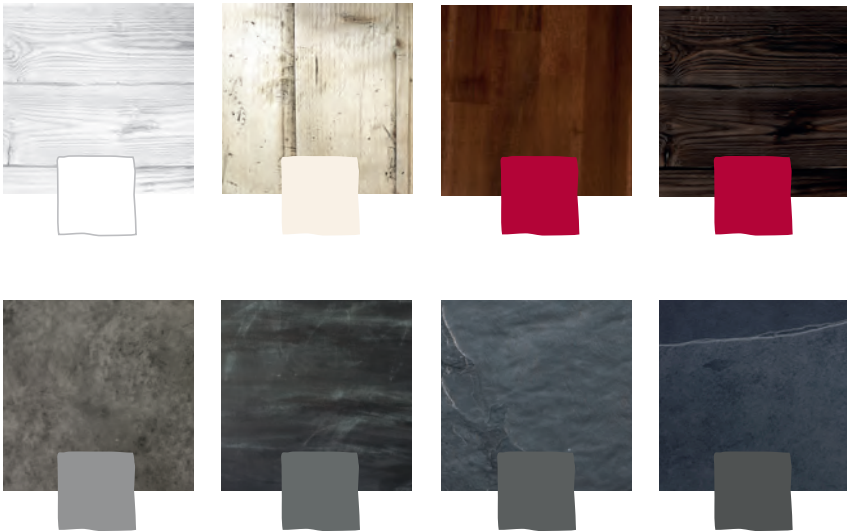
The examples shown here are just a few of the many NEFF brand textures available for use. The textures may be downloaded from [MAM](#). Please make sure you use these textures. Do not create your own, unless previously approved by NEFF Global Communications.

BASIC RULES

- Textures are used as a background design element
- Textures can be used to categorise products in brochures, catalogues or online.
- Do not create your own textures.

3.1.2 NEFF BRAND TEXTURES - IS / IS NOT

IS



Light tones (white, off-white)
inspired by white (NEFF Off-White); white can be cool (element of NEFF Grey) or warm (element of NEFF Red)

Mid tones (sand, beige, brown)
warm, earthy tones with an element of NEFF Red (not yellow)

Dark tones (anthracite)
inspired by NEFF Grey - can be warm or slightly cool (not cold or blue-grey)

IS NOT



A FEELING FOR TEXTURE

Texture IS

- The NEFF textures vary in tone and texture, from light to dark .
- The colour palette uses natural/earthy tones - browns, beige, sand, cool greys, warm greys, anthracite, etc., inspired by the NEFF brand colours.
- The textures are inspired by the kitchen environment (wood, cloth, paper, granite).
- The style of the textures is authentic, real, warm.
- The textures are subtle, so as to allow for good legibility of any copy placed on top.
- The textures are always used as a background.
- The texture must have a good contrast to and harmonise with NEFF Red (brandmark).

Texture IS NOT

- bright or garish
- not part of the NEFF Brand colour palette, e.g. green or blue (see chapter 3.0)
- cold, hard (steel, glass), polished, smooth
- too dark
- too clean (sterile)
- too dirty (old)

All textures may be downloaded from [MAM](#).

BASIC RULES

- Textures are inspired by the kitchen environment.
- The colours are inspired by the NEFF brand colours and must always harmonise with NEFF Red.
- Do not create your own textures.

3.2 THE NEFF BRAND COLOURS & TEXTURES - RELATIONSHIP



Texture



Colour

How much grey, how much white or red?

The bars above serve as guides to illustrate the balance of colour within a layout.



Texture vs. Colour - NEFF Black and NEFF Grey

Black or grey are not applied as a flat colour: instead a darker texture is placed in the background, as the examples above illustrate.

TEXTURE vs. COLOUR

Texture first...

Texture is used as a background colour. That means that NEFF Black, NEFF Grey or NEFF Off-White are not necessarily applied as a flat colour; instead a texture is used, as the examples show. This gives the impression of black or grey or beige, but on closer inspection reveals a texture, which evokes a more emotional response from the viewer.

...colour second

However, there are of course applications where texture is not appropriate due to technical restrictions or where better legibility is required. In this case (for example in these guidelines) a brand colour may be applied as a flat colour.

BASIC RULES

- Texture is always used in the background of the layout.
- If texture can't be used due to technical or design restrictions, then a brand colour can be applied as a flat colour e.g. NEFF Grey in these guidelines.
- Do not apply NEFF Black over a large area as a flat colour; use a dark texture instead, which gives the feeling of black, but on closer inspection reveals texture.

3.3 NEFF BRAND COLOURS & TEXTURES - DO'S & DON'TS

DO



Only use the NEFF brand colours and textures as described in these guidelines.



The colours of the textures are inspired by the NEFF brand colours, e.g. NEFF Grey.



Only use the NEFF textures described in these guidelines; they are available for download from [MAM](#).



Always use the textures as full-bleed, background images.

DO NOT



Do not change the brand colours.



Do not create your own textures or patterns.



Do not change the colour of the textures.



Do not use the textures in small areas

GETTING IT RIGHT

NEFF wants to create a strong brand experience for its customers. Textures and colours play an important role in conveying our brand story.

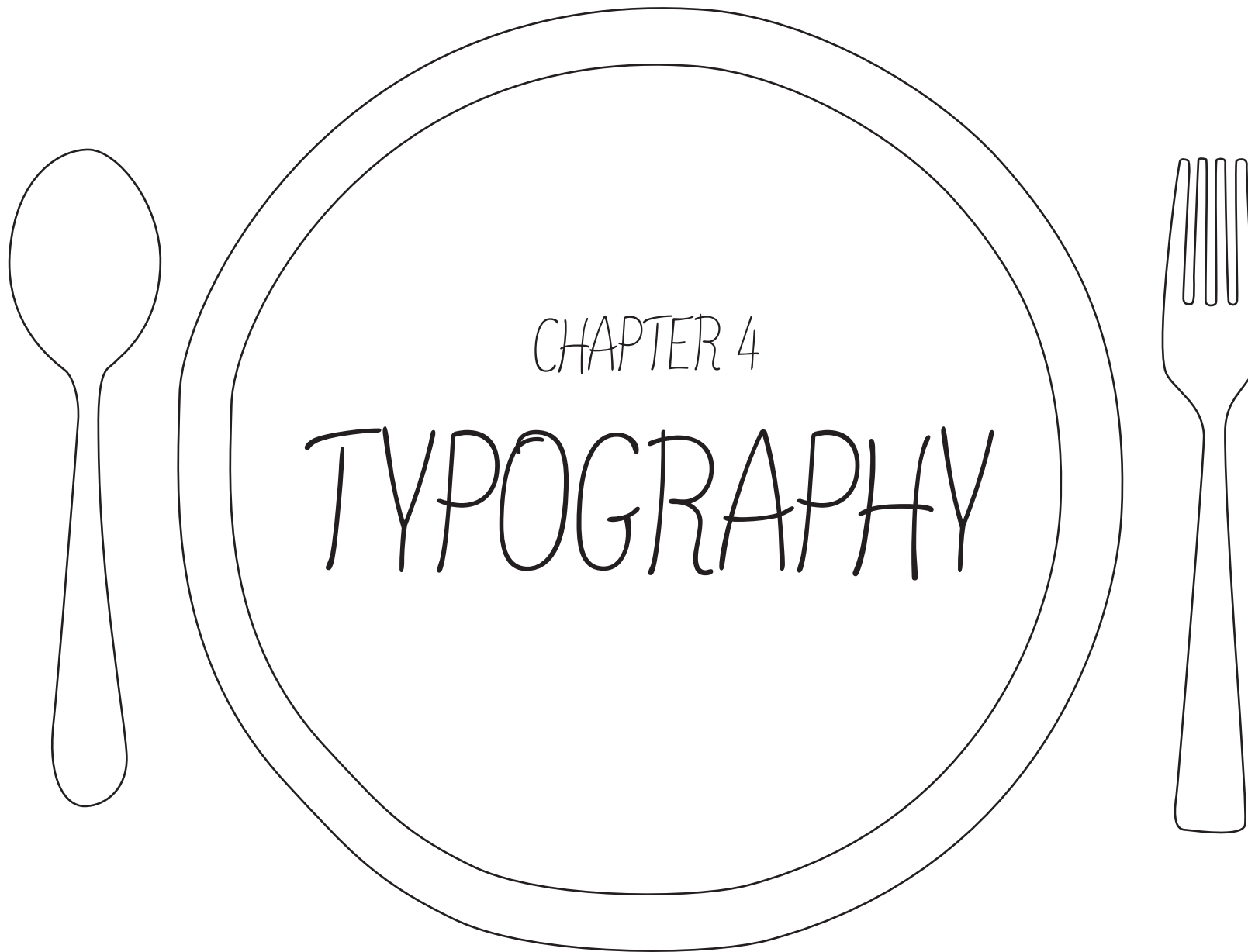
The NEFF colours are muted and sophisticated; the textures are warm and sensory. It is important to use these design elements correctly so as to strengthen the holistic visual impact of our brand.

Here are some examples that clearly show what we mean by “incorrect usage”. The examples are designed to give you a feel of how important it is to apply our textures and colours carefully and consistently.

These guidelines must always be observed. If the textures you require are not available on [MAM](#), please contact NEFF Global Communications.

BASIC RULES

- Do not change the textures or colours in any way.
- Do not create your own textures without prior approval.



CHAPTER 4

TYPOGRAPHY

4.0 THE NEFF BRAND TYPOGRAPHY - OVERVIEW

Primary typeface

NEFF SANS Light ----- Headlines - always uppercase
Sublines - uppercase or upper & lowercase
Body copy, captions - upper & lowercase

NEFF SANS Regular ---- Sublines - uppercase or upper & lowercase
Body copy - upper & lowercase

NEFF SANS Bold ----- Sublines - uppercase or upper & lowercase
Body copy - upper & lowercase

A B C D E F G H I J K L M N O P Q R
S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t
u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9 ! , " ' \$ % & / () = ? , ; : . - -

Secondary typeface

NEFF HAND REGULAR
NEFF HAND DEMI

Headlines (excl. text boxes), editorial comments, product highlights, quotations, illustrations and pictograms. May be used in any NEFF brand colour.

A B C D E F G H I J K L M N O P Q R S T
U V W X Y Z ä ö ü ß 0 1 2 3 4 5 6 7 8 9 ! ,
" \$ % & / () = ? , ; : . - -

OUR VERY OWN TYPEFACE

Our primary typeface, **NEFF Sans**, was created just for NEFF, so as to enhance the unmistakable character of our Corporate Design. The NEFF Sans font family is available in Light, Regular and Bold. It is available in Greek and Cyrillic languages and includes special characters.

Our secondary typeface is **NEFF Hand**. It has a handwritten character and emphasises our individual style. It is available in Regular and Demi. NEFF Hand is only used for headlines or editorial comments, quotations etc. Do not use NEFF Hand for body copy.

Headlines and sublines in NEFF Sans may use any NEFF brand colour, except NEFF Off-White (see chapter 3.0).

The colour of the body copy can use any of the NEFF primary or secondary colours (only the darker tints) except NEFF Off-White (see chapter 3.0). Our accent colour, NEFF Red, must be used sparingly to highlight text elements.

The typefaces are available on [MAM](#).

BASIC RULES

- NEFF Sans is used for all headlines, sublines and body copy.
- NEFF Hand is used for headlines and editorial comments.
- Do not use NEFF Hand for body copy.
- Headlines or sublines may use any NEFF brand colour except NEFF Off-White. Use NEFF Red for highlights.
- Use NEFF Grey for large amounts of body copy.
- The NEFF brand typefaces may not be modified in any way.
- No other typeface is allowed.

4.1 THE NEFF TYPOGRAPHY - APPLICATION EXAMPLES

Headline, uppercase
NEFF SANS Light, 28 pt
Subline, upper & lowercase
NEFF SANS Regular, 12 pt
Body copy
NEFF SANS Light, 9.5 pt



Editorial headline/quotation,
uppercase
NEFF Hand Regular, 58 pt*

*Depending on the length of a headline, the size may be adjusted min. 53 pt (2 or 3 lines) or max. 58 pt (single line). Use the example shown here as a guide.

Subline
NEFF SANS Light, 21 pt
Body copy
NEFF SANS Light, 10 pt
Contact
NEFF SANS Regular, 9 pt



All headlines & sublines are always written without punctuation.

Headline, uppercase
NEFF Hand Regular, 58 pt*

Brochure

Advertising

TELLING A STORY

The NEFF brand typography is used in a friendly, story-telling (editorial) manner. That means that the text extracts are usually quite short and are presented in a “casual” yet sophisticated manner, which creates interest and invites the reader to page through the brochure. Refer to the NEFF Brand Language Guideline for more information.

The typography is combined with decorative elements, such as ingredient or product illustrations, text bubbles highlighting product features, and warm, full colour photography.

The following chapters explain the use of typography in more detail with further examples:
[Chapter 6.4 - Pictograms](#)
[Chapter 6.6.1 - Text boxes](#)
[Chapter 7 - Product Naming](#)
[Chapter 8 - Print Advertising](#)
[Chapter 9 - Outdoor Advertising](#)
[Chapter 10 - Brochures & Catalogues](#)

All fonts are available for download from [MAM](#).

BASIC RULES

- Headlines and sublines are always written without punctuation.
- The sizes indicated are to be used as a guide, and must be adhered to.
- Depending on the length of a headline, the size maybe adjusted min. 53 pt (2 or 3 lines) or max. 58 pt (single line). Use the example shown here as a guide.
- Please refer to the NEFF Brand Language Guideline for more information on the written style.

4.2 THE NEFF TYPOGRAPHY - DO'S & DON'TS

DO

NEFF SANS Light
NEFF SANS Regular

NEFF HAND REGULAR
NEFF HAND DEMI

COOKING WITH
ENTHUSIASM



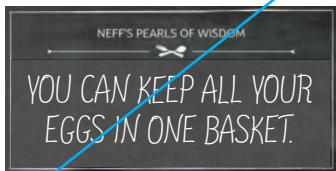
Use only the NEFF typography and in the manner as described in these guidelines.

Use only one typeface and one colour within a word or sentence.

Make sure the typography is always legible by ensuring sufficient contrast with the background.

NEFF Red may be used as an accent colour for any copy.

DO NOT



COOKING
with enthusiasm



NEFF SANS
NEFF SANS

Do not use the typography other than specified, e.g., do not use NEFF Hand for body copy.

Do not use different typefaces, sizes or colours within a word or sentence.

Do not allow the type to become illegible.

Do not use shadows, effects or multiple colours within a word.

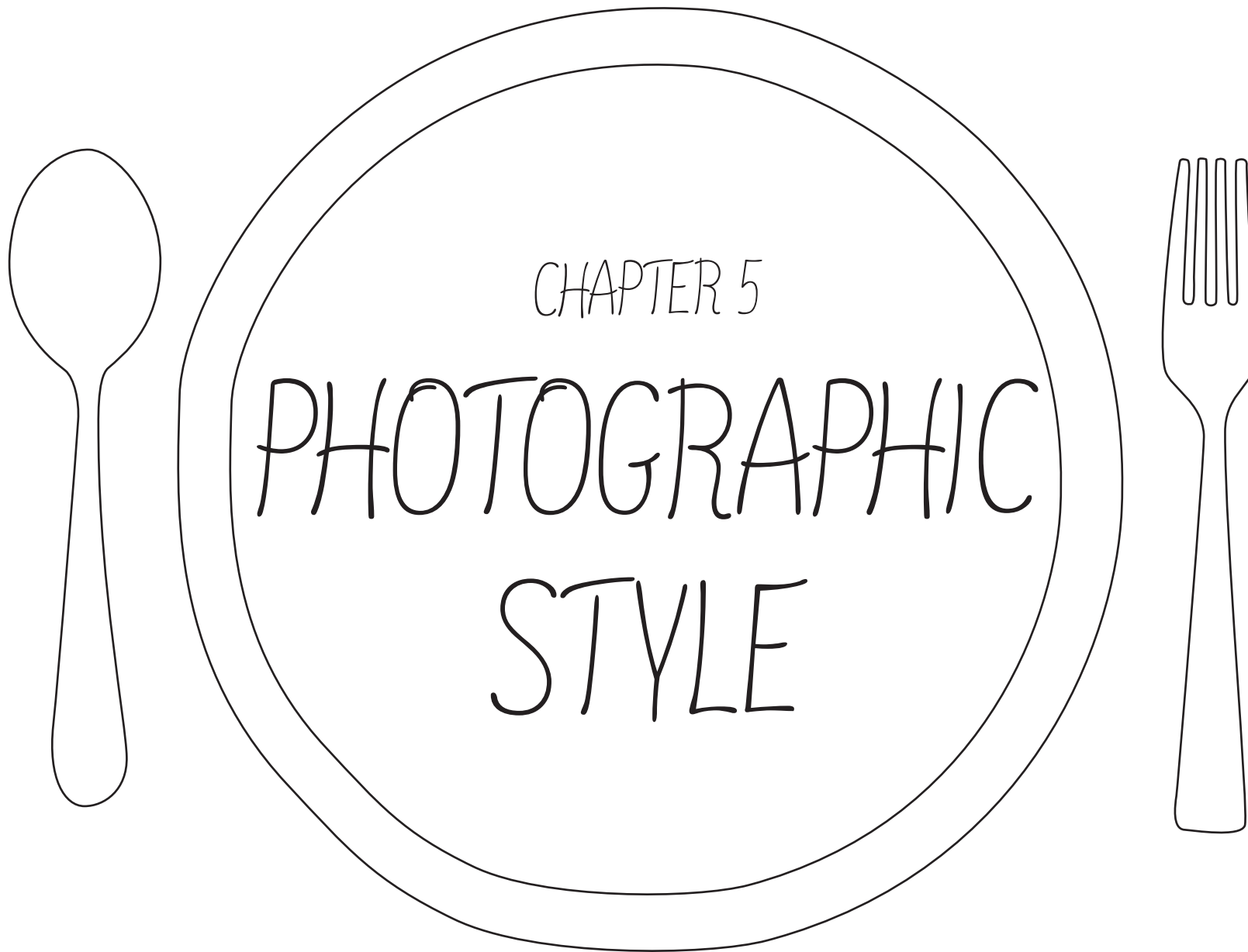
GETTING IT RIGHT

An important brand-building element is in your hands – our brand typography. If it is used incorrectly, the consistency of our visual design is disturbed and the visual impact of our brand is lessened.

Here are some examples that clearly show what we mean by “incorrect usage”. The examples are designed to give you a feel of how important it is to treat the NEFF typography carefully and consistently, to ensure that the integrity of the NEFF brand is maintained.

BASIC RULES

- Legibility is key. Make sure the typography is legible.
- Please only use NEFF Sans and NEFF Hand. Do not source your own typefaces.
- Do not distort the typography in any way.



CHAPTER 5

PHOTOGRAPHIC
STYLE

5.0 THE NEFF PHOTOGRAPHY - OVERVIEW

People



Product



Location



Food



A PICTURE SPEAKS 1,000 WORDS

At NEFF, people and their passion for cooking are at the centre of our communication. Our images tell their story, and we want to share these stories to inspire others. It's all about real moments, in real kitchens. From the preparation, to the cooking, to the conversations, the laughter and the enjoyment of the meal, together with family and friends - in short, being part of the moment.

Our surprising new ideas ensure that the cooking experience in a NEFF kitchen is as enjoyable and relaxing as possible. The scenes are individual, authentic, natural (editorial style) with natural lighting.

Many parts create a whole

The imagery in communication materials (brochures, adverts, etc.) always shows different elements: portraits, groups, food, close-up product shots, etc. All together they build a story that's typically NEFF.

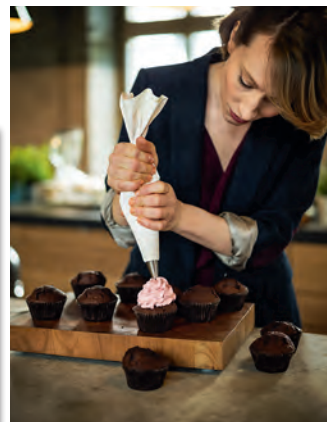
BASIC RULE

Scenes with real people are authentic and not staged, with natural light and natural colours.

5.1 THE NEFF PHOTOGRAPHY - PEOPLE

IS

Capture the moment



Natural light (backlight, soft blends and blurs in the background)



Individual style; focus on the main character



Soft, subdued hues, contrasted by a strong colour accent (chair)



Cropping suggests a crowd even if showing just one person

IS NOT

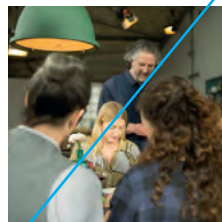
1. staged/posed
2. unfriendly
3. cold light
4. tilted perspectives
5. unfavourable crops
6. an observer/spy



1. and 2.



3.



6.



4. and 5.

PASSIONATE PEOPLE

The NEFF imagery builds a story that's typically NEFF. Please use these examples as a guide.

Mood

- real, authentic
- caring, friendly
- warm (atmosphere, lighting, styling & decor)
- personal, inviting
- relaxed, moments of enjoyment
- passionate about cooking
- being part of the moment, not an observer

People

- multicultural, friends
- individual style (character portraits)
- suggest a crowd even if showing just one person (cropping)

Colour & Lighting

- natural, subdued hues, contrasted by a fresh colour accent (decor, food), inspired by the location. Colour palette is inspired by the NEFF brand colours & textures (see chapter 3)
- natural light (backlight, soft blends and blurs in the background)
- lens flares

Environment

- always in a cooking/eating/food environment, preferably the kitchen
- showing moments with food - growing, preparing, cooking, eating

Styling

- eclectic mix; casual yet with a certain urban flair/sophistication
- mix of natural surfaces (wood) with sleek products

5.2 THE NEFF PHOTOGRAPHY - PRODUCTS

IS

CU of functional product details; interesting crops create focus



Warm light & decor create a contrast to the cool (black, silver, grey) product colours



Functional vs. warm



Performance demonstrated by product-in-use

Colour accents are used to create interest

IS NOT

1. bad perspectives or cropping
2. "forced"
3. too technical
4. unprofessional
5. too snapshot



1. and 2.



1., 4. and 5.



1. and 5.



1.

INSPIRED PRODUCTS

The NEFF imagery builds a story that's typically NEFF. Please use these examples as a guide.

Mood

- products are always shown in use, i.e. involved in the cooking process, e.g. food in the oven, dishes in the dishwasher

Products

- focus on product features, close-up (CU)
- focus on the product in use
- partially with or without food
- partially with or without people
- always in the kitchen environment

Colour & Lighting

- warm lighting, doesn't have to be natural sunlight; can be artificial light, but appears natural
- indirect or reflected light
- cool tones (black, grey, silver) emphasise the sleek products, contrast with natural warm tones (kitchen environment, food, decor)
- food or decor is often used to give colour accents

Perspectives & Cropping

- subject's perspective (eye level, or looking down or up)
- close-ups (CU) on functional details
- crops create interest and depth

Styling

- functional vs. warm
- clear - ready for action
- sleek steel & glass textures contrast with warm, natural textures, e.g. wood, cloth, herbs

Please note that in addition to these guidelines, there are additional guidelines specifically for Digital Assets, available for download from [MAM](#).

5.3 THE NEFF PHOTOGRAPHY - FOOD

IS



High-quality ingredients, superior tools & know-how



Bright & colourful, creative



Soft & subdued



Subject's view, looking down; crops create interest and depth



IS NOT

1. flat or cold lighting
2. ordinary
3. unappealing
4. no clear focus
5. under/overstyled



1. and 5.



2. and 3.



4.



1., 3. and 4.

PERSONALLY-PREPARED FOOD

The NEFF imagery builds a story that's typically NEFF. Please use these examples as a guide.

Mood

- inspirational, aspirational
- appetizing, desirable
- creative
- simple, yet not ordinary
- know-how, expertise
- high quality, superior taste

Food

- high-quality ingredients
- focus on food (CU)
- focus on preparation - cooking process - end result - enjoying the meal
- partially with or without product
- partially with or without people
- always in the kitchen environment

Colour & Lighting

- bright, colourful, or soft and subdued
- warm, natural lighting
- indirect or reflected light

Perspectives & Cropping

- subject's perspective (eye level, or looking down or up)
- close-ups (CU) on details
- crops create interest and depth
- clear focus on detail/foreground, blurred background

Styling

- passionate, expert

5.4 THE NEFF PHOTOGRAPHY - LOCATION/ENVIRONMENT

IS

Capture the moment



A touch of nostalgia, suggesting high quality, handmade



Warm light and decor create a contrast to the cool (black, silver, grey) product colours



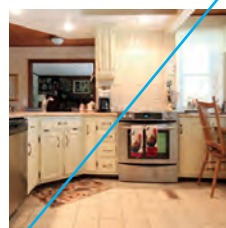
Outside or inside, the tones and light are natural and warm

IS NOT

1. too luxurious
2. too white or cold
3. too traditional
4. too staged
5. in harmony with the NEFF brand (colours, textures)



1., 2. and 4.



3.



3.



4. and 5.

NATURALLY GOOD

The NEFF imagery builds a story that's typically NEFF. Please use these examples as a guide.

Mood

- natural
- authentic
- relaxed
- handmade (vs. ready-made)
- high quality
- capture the moment (snapshot)

Location/Environment

- outside or inside
- with or without product or people

Colour & Lighting

- warm, natural lighting
- indirect or reflected light
- earthy tones, browns, greens, yellows
- fresh colour accents

Perspectives & Cropping

- subject's perspective (eye level, or looking down or up)
- close-ups (CU) on details
- crops create interest and depth
- clear focus on detail/foreground, blurred background

Styling

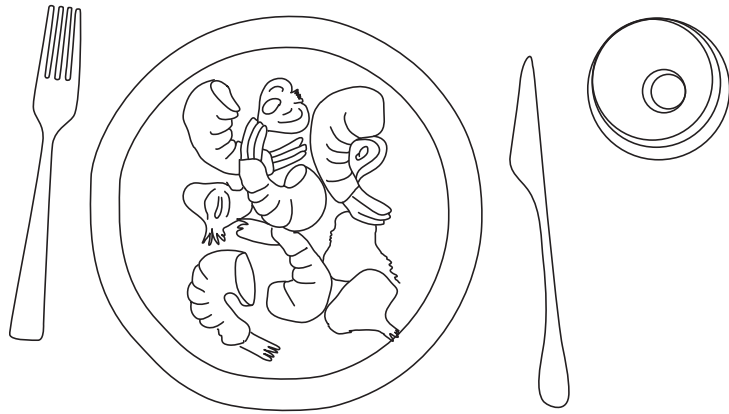
- touch of nostalgia
- eclectic mix of materials (modern and traditional)



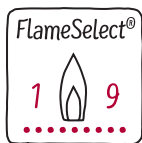
CHAPTER 6

ILLUSTRATION
STYLE

6.0 THE NEFF ILLUSTRATION STYLE - OVERVIEW



Editorial illustrations:
Food and kitchen utensils

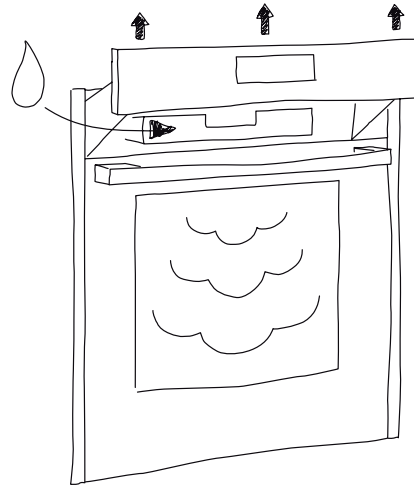


Pictograms



Graphic forms, category icons and decorative lines

Product illustrations



Text boxes



ILLUSTRATION STYLE

The NEFF illustration style is an important element in creating an ownable, recognisable Corporate Design. The illustrations have a simple, light, spontaneous, loosely-hand-drawn style. The style is innocent, not contrived or technical. The illustrations are placed throughout the layout to create an easy, lighthearted mood. They can be purely decorative (food and utensils) or informative (pictograms). Do not overuse the illustrations.

The original NEFF illustrations have been created as line drawings and are available in black (for light backgrounds) or white (for dark backgrounds). The thickness of the line is always 0.6 pt in standard A4/A5 printed applications (brochures, ads, etc.), and needs to be adjusted accordingly when used on bigger formats. Pictograms have a line thickness of 0.75 pt. Graphic forms are the only illustrations that are allowed to be filled with colour (see chapter 6.7); all other illustrations are only used as outline, in any of the NEFF Brand colours.

The following chapters will describe the different elements shown in this overview in more detail.

The NEFF illustrations are available for download from [MAM](#). Do not create your own illustrations, however you may colour the illustrations in the NEFF brand colours as indicated in this Guideline.

BASIC RULES

- The NEFF illustrations are simple, fun, loosely hand-drawn.
- Most of the NEFF illustrations are used only in outline in any of the NEFF brand colours; only exception is for graphic forms which may be filled with colour.
- The line thickness is always 0.6 pt on standard A4/A5 applications, except for pictograms which are 0.75 pt.

6.1 THE NEFF ILLUSTRATION STYLE - APPLICATION EXAMPLES

SETTING AN EXAMPLE

Editorial illustration
(see chapter 6.2)



Decorative line
(see chapter 6.5)



Product illustration
(see chapter 6.3)

Text box (see chapter 6.6.1)
white (transparency set at 80%)

Editorial illustration
(see chapter 6.2)

Pictograms
(see chapter 6.4)

Graphic forms used to highlight information; may overlap text boxes or images
(see chapter 6.7)



The NEFF illustration style is an important element in creating an ownable, recognisable visual design. The examples on this page show the illustrations in use on various communication materials. Do not overuse the illustrations.

The original NEFF illustrations have been created as line drawings and are available in black (for light backgrounds) or white (for dark backgrounds). The thickness of the line is always 0.6 pt in standard A4/A5 printed applications (brochures, ads, etc.), and needs to be adjusted accordingly when used on bigger formats. Pictograms have a line thickness of 0.75 pt. Graphic forms are the only illustrations that are allowed to be filled with colour (see chapter 6.7); all other illustrations are only used as outline, in any of the NEFF Brand colours.

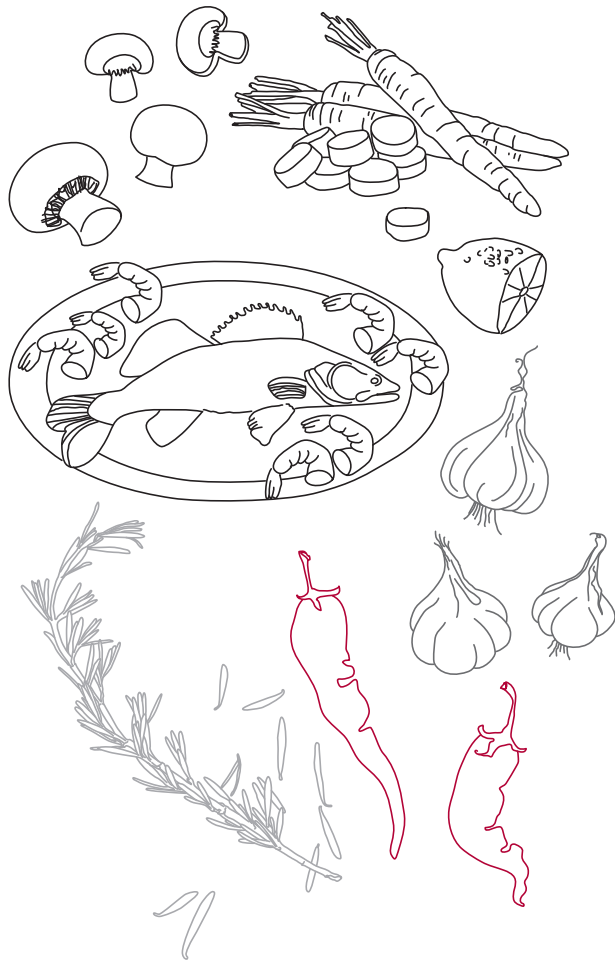
The NEFF illustrations are available for download from [MAM](#). Do not create your own illustrations.

BASIC RULES

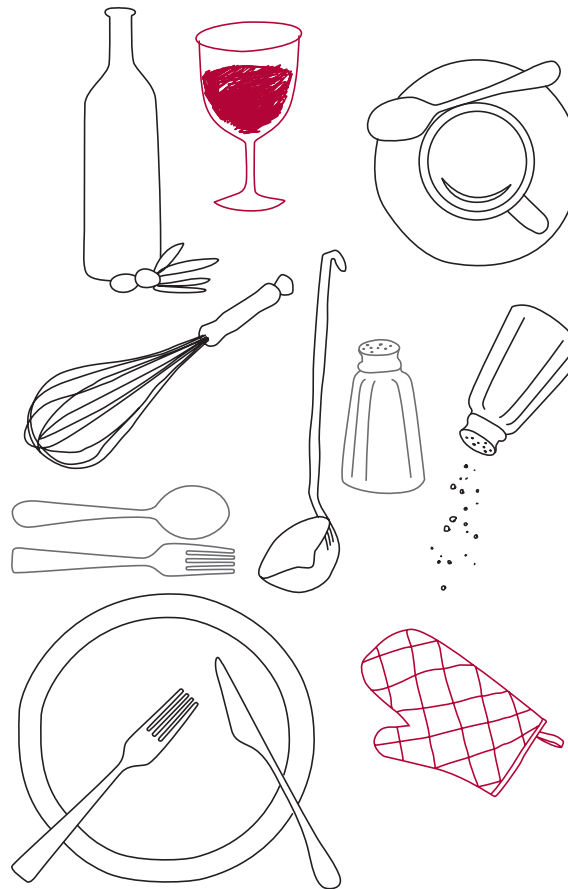
- The NEFF illustrations are simple, fun, loosely hand-drawn.
- The NEFF illustrations are used only in outline in any of the NEFF brand colours, only exception is for graphic forms which may be filled with colour.
- The line thickness is always 0.6 pt on standard size applications, except for pictograms which are 0.75 pt.
- Do not create your own illustrations.

6.2 THE NEFF ILLUSTRATIONS - EDITORIAL, FOOD & NON-FOOD

Food



Non-food/kitchen utensils



FOOD & NON-FOOD

The **editorial, food and non-food** illustrations shown here are used in a playful manner (over, under, around images), placed freely in the layout - the size and number may vary, but the size should relate to the photos. See examples in [chapter 6.1](#). Do not overuse the illustrations.

The master food and non-food NEFF illustrations have been created as line drawings and are available in black (for light backgrounds) or white (for dark backgrounds). They are never filled with colour. The outline can use any of the NEFF Brand colours. The thickness of the line is always 0.6 pt in standard A4/A5 printed applications (brochures, ads, etc.), and needs to be adjusted accordingly when used on bigger formats.

This page shows just a few of the illustrations available for use. The NEFF illustrations are available for download from [MAM](#). Do not create your own illustrations.

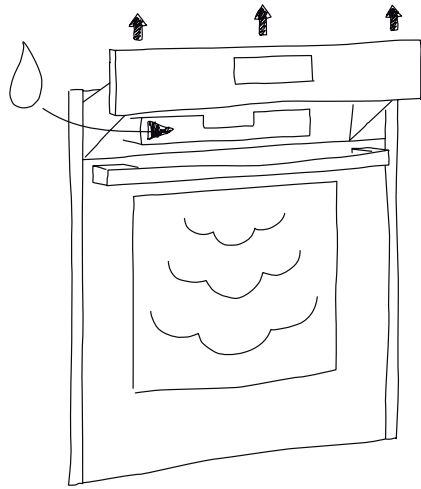
BASIC RULES

- The NEFF food and non-food illustrations are placed freely in the layout.
- The lines are always 0.6 pt on standard size applications.
- Use only as line drawings in any of the NEFF primary or secondary colours; do not fill with colour.
- The illustrations do not need to be on every page.
- Do not create your own illustrations.

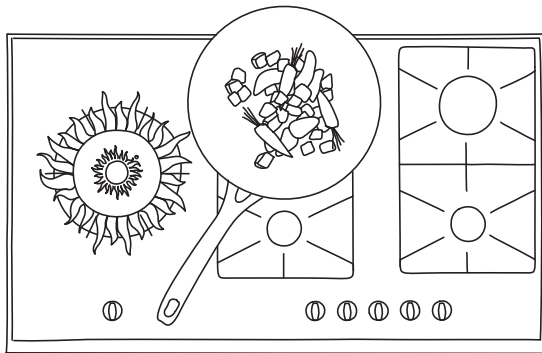


6.3 THE NEFF ILLUSTRATIONS - EDITORIAL, PRODUCT

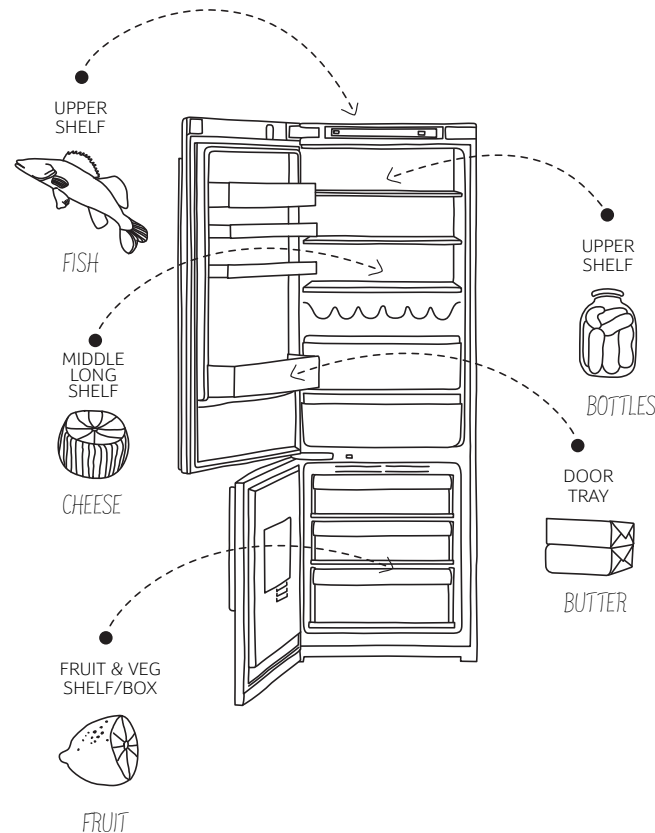
Ovens



Hobs



Fridge



PRODUCT

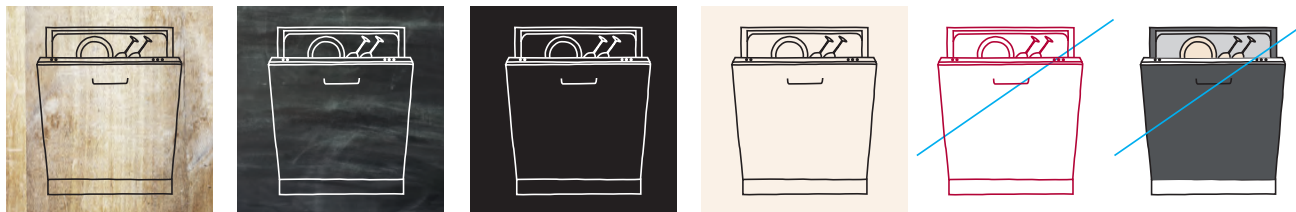
The **product** illustrations shown here are descriptive. In brochures and catalogues they are usually placed within the text boxes, explaining a specific feature or product. In adverts they are most often placed next to a product photo; see examples in [chapter 6.1](#). Do not overuse the illustrations.

The NEFF product illustrations must never be filled with colour; they only have coloured outlines. The outline can be either NEFF Black (on a light background) or NEFF White (on a dark background). No other colours are allowed. The thickness of the line is always 0.6 pt in standard A4/A5 printed applications (brochures, ads, etc.), and needs to be adjusted accordingly when used on bigger formats.

This page shows just a few of the illustrations available for use. The NEFF illustrations are available for download from [MAM](#). Do not create your own illustrations.

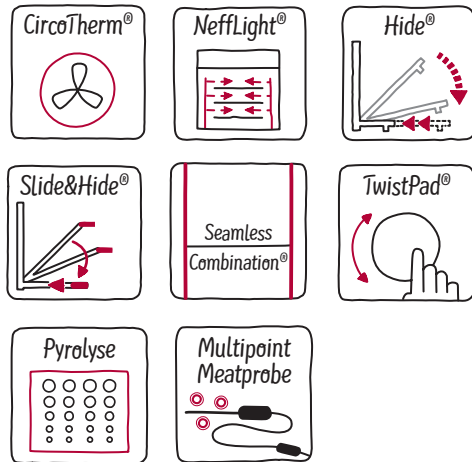
BASIC RULES

- In brochures they are placed inside text boxes.
- In adverts they are often placed next to a product photo.
- The line thickness is always 0.6 pt.
- The outlines are always NEFF Black or NEFF White.
- Product illustrations are never coloured.



6.4 THE NEFF ILLUSTRATIONS - PICTOGRAMS

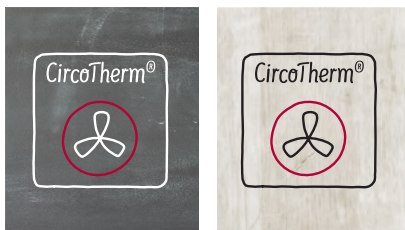
Pictograms



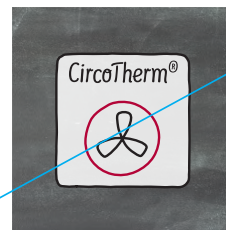
18 mm

18 mm

The standard size is 18 x 18 mm. The line thickness is 0.75 pt when placed at 100% in standard print applications (A4).



The pictograms have either a white or a black outline and text; please ensure that there is enough contrast to the textured background. The element in NEFF Red must always remain unchanged.



Do not fill the pictogram with colour.



PICTOGRAMS

A pictogram is a simplified representation of a NEFF product feature. They are depicted in the same style as the NEFF illustrations - hand-drawn.

In brochures and catalogues they can be placed within or outside the text boxes. In adverts they are most often placed next to a product image. Do not overuse the pictograms.

The pictograms are only available as outlines in NEFF Black or NEFF White with a small colour accent in NEFF Red (never filled with colour). The NEFF Red accent remains unchanged. The line thickness is always 0.75 pt when placed in standard print applications (A4/A5 brochures, ads, etc.) at 100% size (18 x 18 mm). If the pictograms are scaled up or down in size, ensure that the line thickness is adjusted accordingly to ensure maximum legibility.

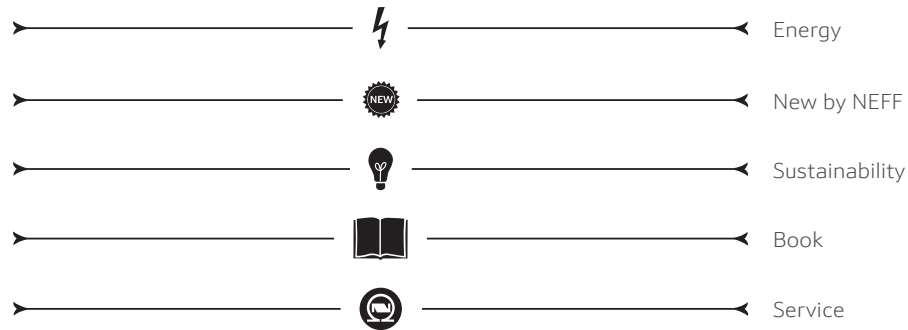
This page shows just a few of the illustrations available for use. The NEFF pictograms are available for download from [MAM](#). Do not create your own pictograms.

BASIC RULES

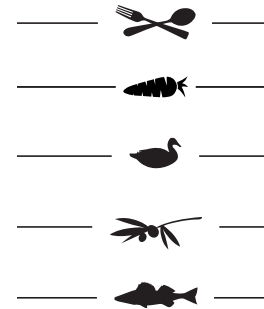
- The NEFF pictograms are descriptive.
- The pictograms are in the same style as the NEFF illustrations - hand-drawn.
- The line thickness is always 0.75 pt.
- Only available in NEFF Black or NEFF White outline with small colour accent in NEFF Red.

6.5 THE NEFF ILLUSTRATIONS - DECORATIVE LINES

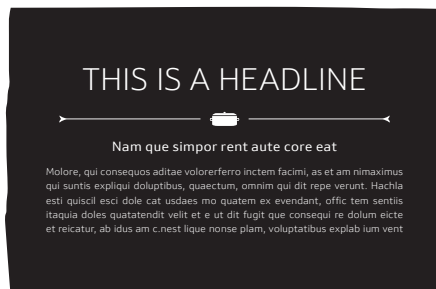
Category icons and decorative lines



Many options....



DO



DO NOT



Do not use any colour other than NEFF White or NEFF Black for the category identifiers.

DECORATIVE LINES

The decorative lines and icons are used as **category identifiers**.

Category icons & decorative lines

The decorative lines and icons form an inseparable unit! In brochures and catalogues the lines and icons must be placed within the text boxes. It separates the headline from the subline (see [chapter 6.6.1](#) for more information). The icons help to define categories.

The line width is 3 mm for standard printed applications (A4/A5), and needs to be adjusted accordingly when used on bigger formats. The icons are filled in NEFF Black or NEFF White (as shown on the left); no other colours are allowed.

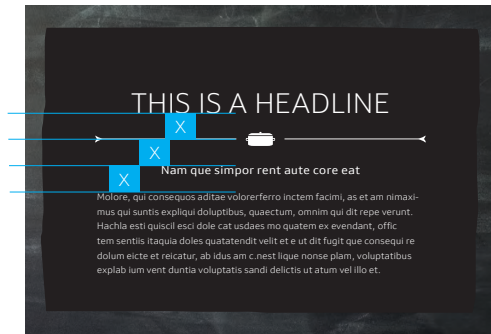
This page shows just a few of the illustrations available for use. The NEFF decorative lines and icons are available for download from [MAM](#). Do not create your own icons.

BASIC RULES

- The category icons are filled with NEFF Black or NEFF White. No other colour is allowed.
- The social media icons can be used in print and online. They are either in outline or filled.

6.6.1 THE NEFF ILLUSTRATIONS - TEXT BOXES

DO



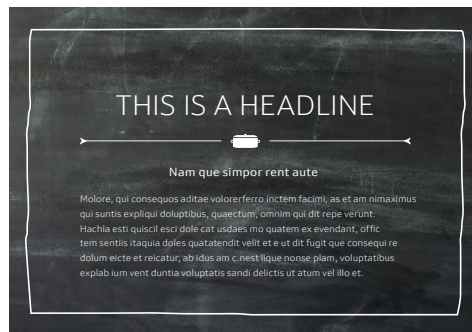
1.



2.



3.



4.

A. (M)

B. (M)

C. (M)

D. (O)

E. (O)

There are 4 types of text boxes (transparency can be set at 85%, or 100%):

1. filled with NEFF Black (100%)
2. filled with NEFF White (85% transparency) + outline NEFF Black, 0.6 pt
3. outline only, NEFF Black, 0.6 pt
4. outline only NEFF White, 0.6 pt

THINKING INSIDE THE BOX

Text boxes are an important feature in our layouts. They contain headlines or product information and help the reader navigate the page easily.

The text boxes may be used in 4 ways - black, white (85% transparency), as a white or black hand-drawn box filled, as a white or black outline (0.6 pt), horizontal or vertical.

The text box consists of 5 elements:

- (M) Mandatory (O) Optional
- A. (M) The box graphic (4 options outline or filled)
- B. (M) Headline
- C. (M) The decorative line & category icon
- D. (O*) Subline
- E. (O*) Body copy

In addition the box may hold a product illustration or pictogram. Other graphic forms, numbers or photos are allowed to overlap the text box.

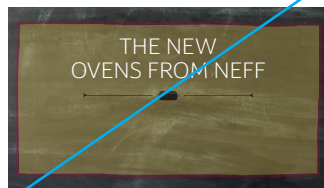
*Please ensure that you always place text above and below the decorative line, e.g. you must choose between either a subline or body copy.

The text box is used primarily for brochures, catalogues and POS. It is not used in adverts. Text boxes are available for download from [MAM](#).

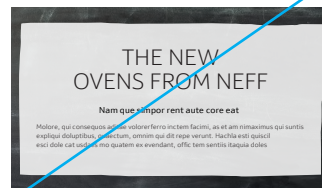
DO NOT



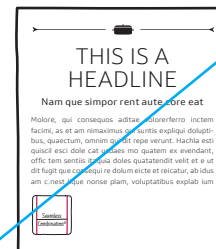
Transparency must not be less than 85%.



Do not change the colour. Do not forget to place text above and below the decorative line.



Do not omit mandatory elements, e.g. decorative lines.



Do not change the hierarchy. Do not change the line thickness; it is always 0.6 pt on standard (A4) print applications.

BASIC RULES

- The text box consists of 5 elements.
- Pictograms or illustrations can be included if and when necessary.
- The text boxes can be used in 4 options.
- When the frame is filled with white or black, it can be set at 85% transparency or 100% opacity.
- Text must always be placed above and below the decorative line.

6.6.2 THE NEFF ILLUSTRATION - TEXT BOXES, SPECIFICATIONS

Text box specifications:

Example A: decorative line is shorter than headline.



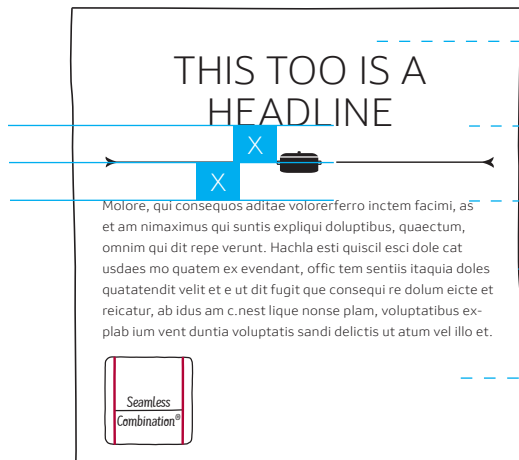
X Demarcates the distance between headline, decorative line, subline and body copy.
NOTE: The position for subline and body copy is aligned to the bottom of the copy height (X). (X is determined by the height of the headline characters, increased + 135%)

Z Demarcates the area between the type area and the outer edge of the text box.
NOTE: Area Z **can** be equal on all sides or it may vary from top to bottom, left to right.

Line width 3 mm, width = 80% of longest headline (applies to horizontal & portrait format)

Text box specifications:

Example B: decorative line is longer than headline, no subline.



Subline (optional) - NEFF SANS Regular (12 pt), max. 2 lines

Headline - NEFF SANS Light (28 pt), centred do not exceed 3 lines

Line width 3 mm, max. width of type area or 120% of longest headline (horizontal & portrait format)

Body copy (optional) - NEFF SANS Light (9.5 pt), justified left

Text box outline - 0.6 pt; size & shape varies according to layout requirements

Type area - Type & image elements are placed centrally within the type area. Do not exceed the type area. The area to the edge can be equal on all sides or it may vary from top to bottom, left to right

Pictogram/ Illustration

TEXT BOXES - SPECIFICATIONS

The text box consists of 5 elements:

(M) Mandatory (O) Optional

1. (M) The box graphic
2. (M) The headline
3. (M) The decorative line & category icon
4. (O) Subline*
5. (O) Body copy*

(*At least one of these must be used, as there needs to be text above and below the decorative line.)

Please use the specifications on the left as a guide when creating your text boxes.

In addition the box may hold a product illustration or pictogram. Other illustrations or photos may overlap the text box (see chapter 6.1).

The decorative line can be shorter or longer than the headline, depending on the shape and size of the text box. It is never the same length.

The text box is used primarily in brochures, catalogues and POS.

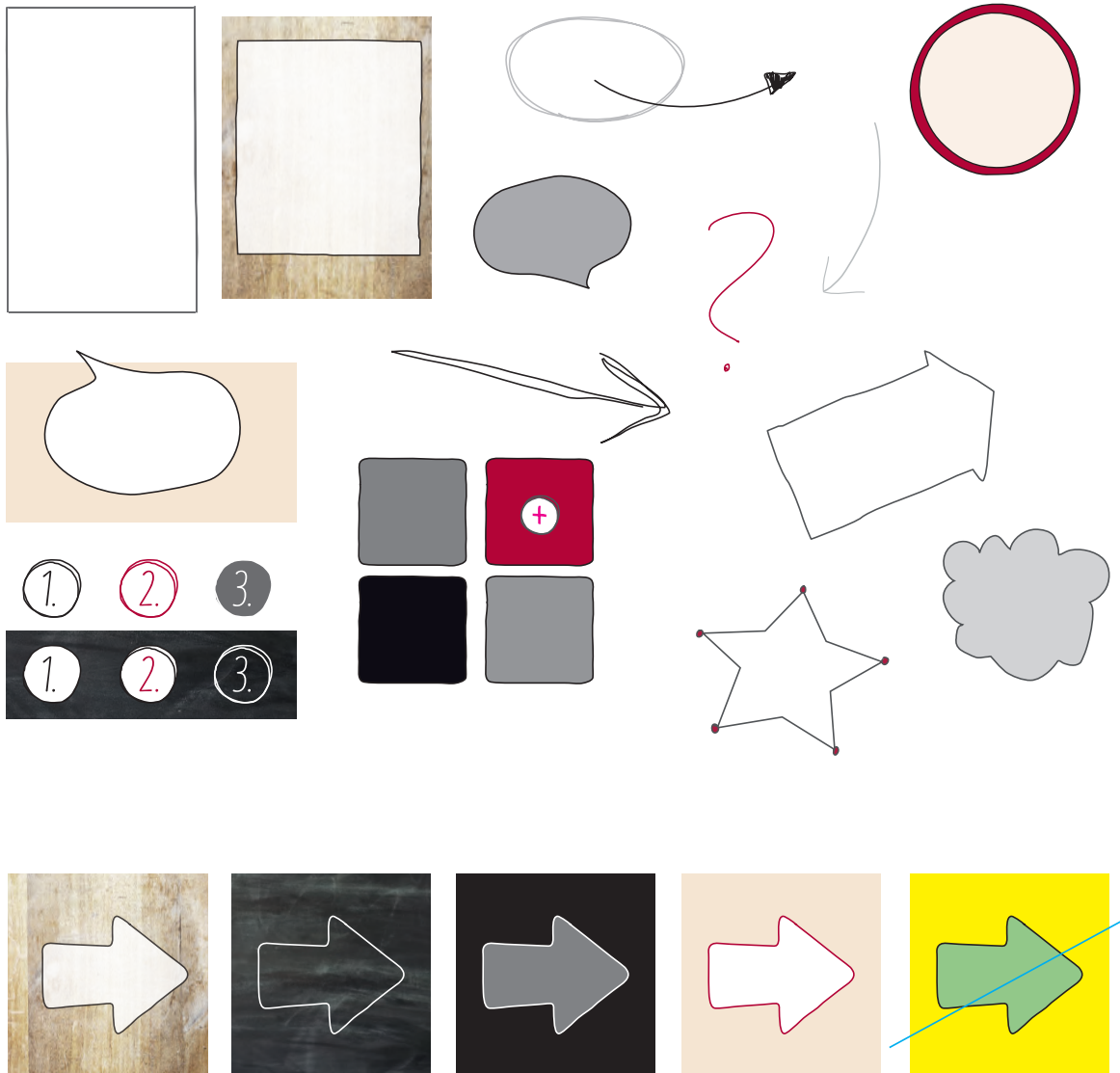
The NEFF text boxes are available for download from [MAM](#). Do not create your own.

BASIC RULES

- The text box consists of 5 elements.
- The decorative line can be either shorter or longer than the headline; it is never the same length as the headline.
- The headline may not exceed 3 lines.
- All elements use only NEFF Black or NEFF White.
- The headlines and subtitles must be written without punctuation at the end.

6.7 THE NEFF ILLUSTRATIONS - GRAPHIC FORMS

Graphic Forms



EXPRESS YOURSELF!

The graphic forms are depicted in the same style as the NEFF illustrations.

The graphic forms shown here are used to hold or highlight specific information. They can be placed freely, as required in the layout (see [chapter 10.2.3](#)). Their number is not limited, but depends on what it is that needs to be communicated. Please do not over use them.

The graphic forms are used as line drawings, and can be filled with any of the NEFF Brand colours. The thickness of the line is always 0.6 pt in standard A4/A5 printed applications (brochures, ads, etc.), and needs to be adjusted accordingly when used on bigger formats.

Only graphic forms, e.g. boxes, speech bubbles, circles, etc., are allowed to be filled with a NEFF brand colour, as shown in the examples here.

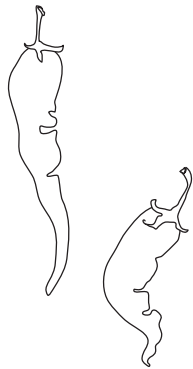
The NEFF graphic forms are available for download from [MAM](#). Do not create your own, however you may fill them with the NEFF brand colours as indicated in this Guideline.

BASIC RULES

- The NEFF graphic forms may be used as outlines or filled with any NEFF brand colour.
- The line thickness is always 0.6 pt.
- The graphic forms can be used to hold product information, news, interesting facts, etc.

6.8 THE NEFF ILLUSTRATION - DO'S & DON'TS

DO



The editorial illustrations, food and non-food can be used as outlines using any of the NEFF brand colours. Make sure you read the previous chapters carefully to understand the use of colour in NEFF illustrations.



Always make sure the line thickness is 0.6 pt.

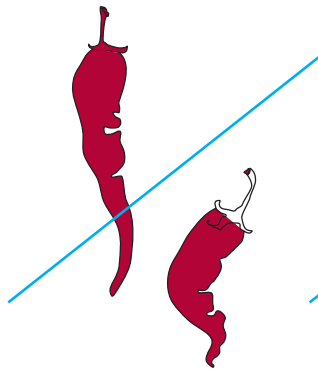


Make sure that all illustrations follow the same NEFF style.



Keep it simple & free. The illustrations may be freely placed on the page, next to, over or under photographic elements. Size relates to the image, i.e. same size.

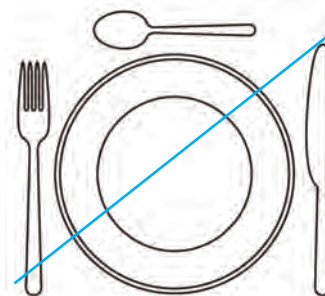
DO NOT



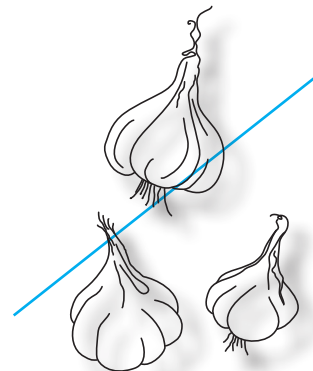
Do not fill food or product illustrations with colour.



Do not change the line thickness.



Do not draw your own illustrations.



Do not use shadows or effects.

GETTING IT RIGHT

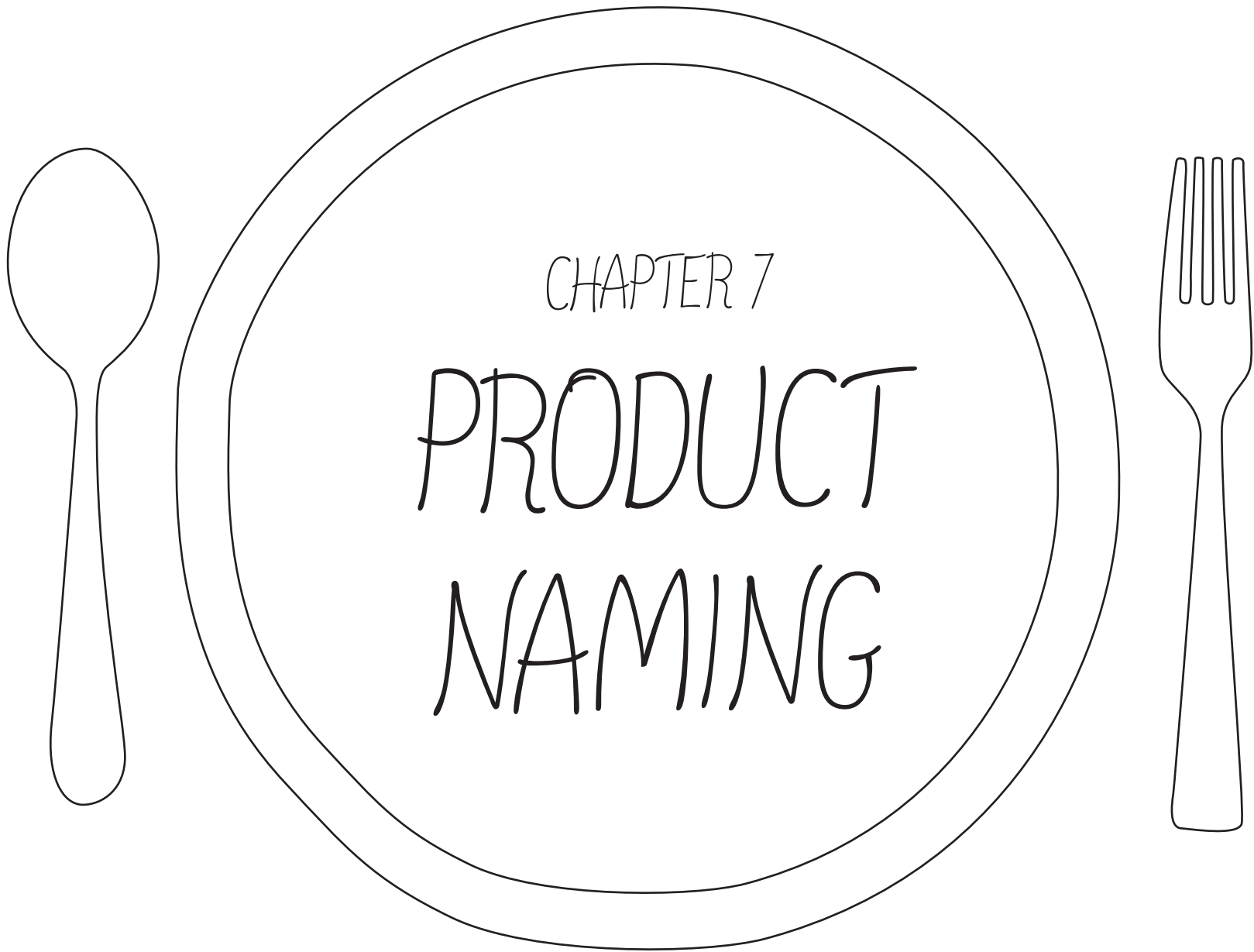
An important brand-building element is in your hands – our brand illustrations. If they are used incorrectly, the consistency of our Corporate Design is disturbed and the visual impact of our brand is lessened.

Here are some examples that clearly show what we mean by “incorrect usage”. The examples are designed to give you a feel of how important it is to treat the NEFF illustrations carefully and consistently, to ensure that the integrity of the NEFF brand is maintained.

BASIC RULES

- The NEFF illustrations are simple, fun, loosely hand-drawn.
- The NEFF illustrations are used only in outlines*.
- The NEFF illustrations are never coloured*.
- The line thickness is always 0.6 pt on standard size applications.
- Pictograms have a line thickness of 0.75 pt.

*(Exceptions are graphic forms, e.g. speech bubbles; see chapter 6.7.)



CHAPTER 7

PRODUCT
NAMING

7.0 NEFF BRAND NAMING – FEATURE NAMING

NEFF Lighthouse feature names

can be written in upper and lowercase (as one word with a capital letter at the beginning of each new word) or only uppercase (separate words). Always used with the ® symbol.

TwistPad®	TWIST PAD®
TwistPadFire®	TWIST PAD FIRE®
Slide®	SLIDE®
Hide®	HIDE®
Slide&Hide®	SLIDE & HIDE®
CircoTherm®	CIRCO THERM®
NeffLight®	NEFF LIGHT®
FlameSelect®	FLAME SELECT®
SeamlessCombination®	SEAMLESS COMBINATION®

General feature names

can be written in upper and lowercase (with a capital letter at the beginning of each proper name) or only in uppercase. Always written separately.

Flex Induction	FLEX INDUCTION
Full Steam	FULL STEAM
Shift Control	SHIFT CONTROL
Hydro Fresh	HYDRO FRESH
Vario Steam	VARIO STEAM
Heating Modes	HEATING MODES
Ambient Light	AMBIENT LIGHT
Baking & Roasting Assistant	BAKING & ROASTING ASSISTANT



DO

Slide&Hide® SLIDE|&|HIDE®

Capital letters at the beginning of each word and no spacing.

When uppercase writing is required (e.g. headlines) please include spacing between the words.

Legibility - Take careful note of how the names are written in uppercase or upper and lowercase...

DO NOT

~~Slide & hide®~~ ~~SLIDE&HIDE®~~

Do not integrate spacing in upper and lowercase spelling. Include capital letters at the beginning of each word.

Do not forget to include spacing when the feature is written in capitals only.

EVERYTHING HAS A NAME

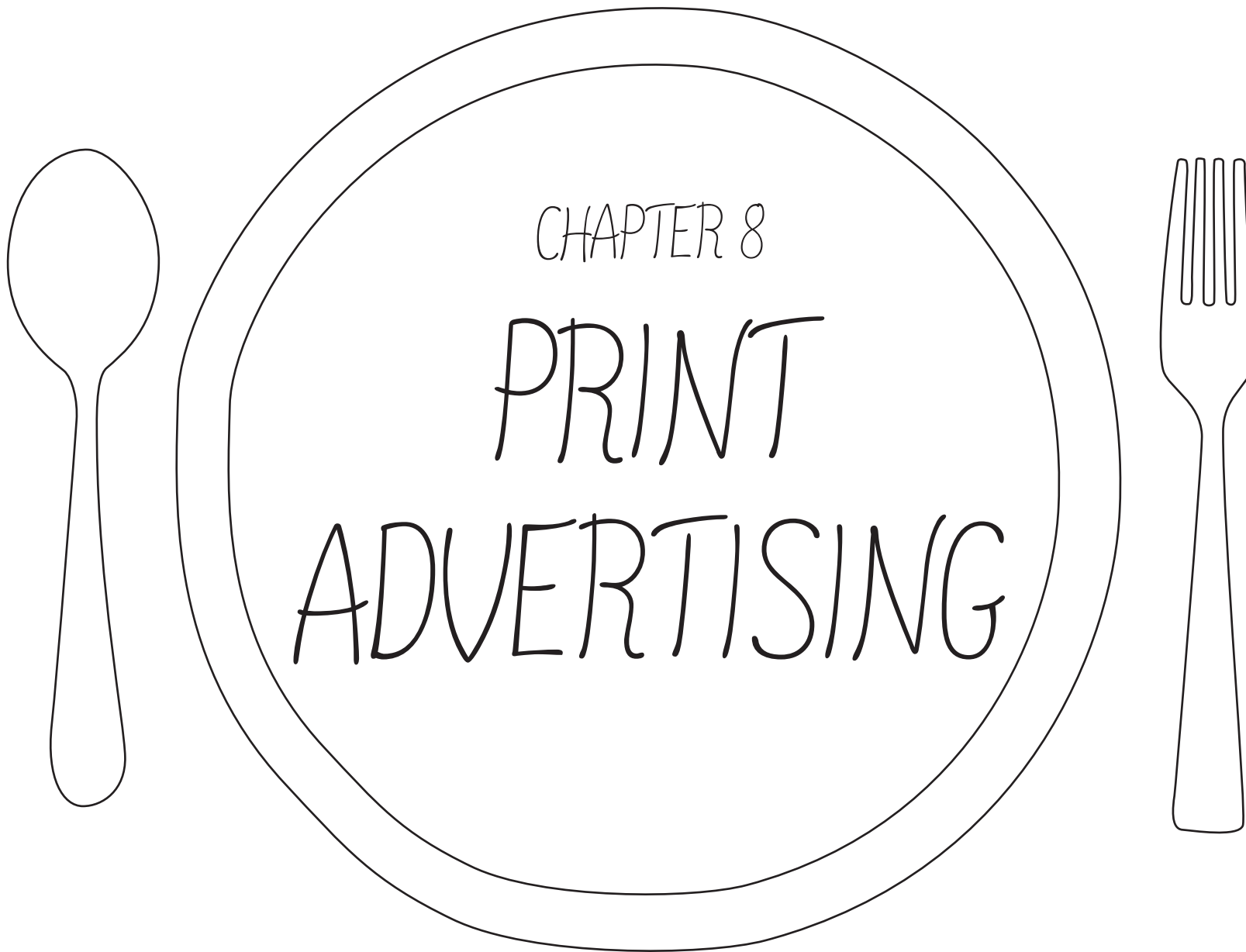
At NEFF we've created names for our product features. Some of the product names are Lighthouse Features and therefore carry the registered ® symbol. Please ensure that you use this symbol when working with the relevant names.

The product feature names can be written using upper and lowercase (as one word with a capital letter at the beginning of each new proper name) or only uppercase (separate words). Uppercase is only used in headlines or when using NEFF Hand, when written in body copy, upper and lowercase is used. Use the examples shown here as a guide.

Please refer to the NEFF Naming Guideline and NEFF Dictionary for more information, available for download from [MAM](#).

BASIC RULES

- Always use the names in the manner described here.
- The registered ® symbol is used for the most important feature names.
- When written in uppercase the words are written separately.
- When written in lowercase the words are written together with a capital letter at the beginning of each new proper name.



CHAPTER 8

PRINT
ADVERTISING

8.0 NEFF PRINT ADVERTISING - OVERVIEW

Two types of ads: Image (Fig. 1 and 3) or Product (Fig. 2)

Always be clear on your intent - for image adverts the hero image is a person, whilst for product ads the hero image is the product, i.e. the image should not show a 50/50 relationship between product and person.



(Fig. 1) Image (single page A4)
Hero image - person



(Fig. 2) Product (single page A4)
Hero image - product



(Fig. 3) Image (single page A4)
Hero image - person

product in background

focus clearly on the person

CONSISTENT LOOK, CUSTOMIZED CONTENT

At NEFF, people and their passion for cooking are at the centre of our communication. We want to share these stories to inspire others. It's all about real moments, in real kitchens.

The NEFF advertising layouts are clear, are friendly and have a "handmade" character, which is achieved through the use of handwritten typography, illustrations and slightly tilted photography.

There are two types of advertising depending on what you want to communicate with - image or product.

The layout principle remains the same; what changes is the focus in the hero image: e.g. for image adverts (Fig. 1) the hero image is a person, whilst for product ads the hero image is the product (Fig. 2). The hero image always takes up approximately half of the layout space and is always tilted.

On the following pages we will describe the main components and layout principles for different sizes.

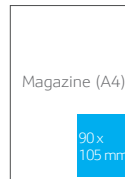
Many sizes, same layout principle



Product (double-page A4)



Image (135 x 160 mm/90 x 105 mm)
Note: The NEFF brandmark does not have the claim due to the small size.

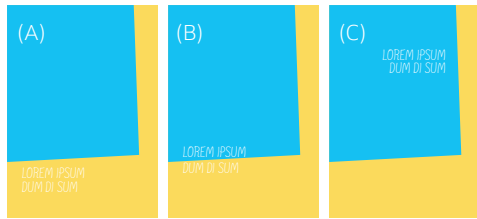


Product (180 x 70 mm)
Note: The NEFF brandmark does not have the claim due to the small size.

BASIC RULES

- There are 2 types of ads - image and product.
- The layout remains the same; the hero image changes - i.e., product or person.
- The hero image always takes up approx. half of the layout, but can vary in size depending on format.
- The layout is characterised by the "handmade" look and feel.

8.1 NEFF PRINT ADVERTISING – LAYOUT PRINCIPLES, A4



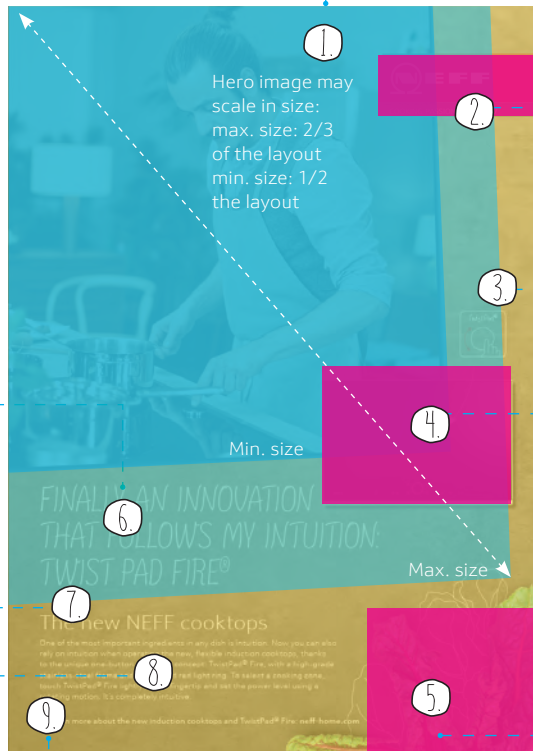
(Fig. 1) Position: Headlines can be placed under (A), overlapping (B) or on top (C) of the hero image.

6. Headline (M)
 Type: NEFF Hand Regular uppercase
 Size: 45-58 pt**
 Leading: 41 pt
 Position: (see Fig. 1)

7. Subline (O)
 Type: NEFF Sans Light, upper and lowercase
 Size: 21-23** pt
 Leading: 26 pt justified left

8. Body copy (M)
 Type: NEFF Sans Light justified left
 Size: 10 pt
 Leading: 14 pt

**recommended size, if the head- or subline is longer or shorter, then please adapt as required.



Example - Image (single page A4)

9. Contact/www (M)
 Type: NEFF Sans Regular
 Size: 9 pt
 Leading: 11 pt
 Position: usually bottom left or right, under the body copy

1. Hero Image - Person or Product (M)
 Position: top left corner. Image bleeds off left and top
 Size: may vary in size according to format, not more than 2/3, not less than 1/2 of the layout
 Effects: frame angle: +2.5°
 image: 0° (make sure that when products are visible that the image is not tilted)
 Shadow: 75% black, multiplied width/dist. 2 mm, angle 135°

2. NEFF brandmark (M)
 Position: always top right, bleeding off right format edge
 Size: 3/10 of format width (A4) (position and size see chapters 2.4 and 2.5)

3. Background texture (M)
 Position & size: Must always cover entire layout i.e. full-bleed (see chapter 3.1.1)

4. Supporting Image (M) (Person or Product)
 Position: overlaps bottom right corner* of the hero image
 Size: should not dominate
 Shadow: 75% black, multiplied width/dist. 2 mm, angle 135°
 Ensure that when showing a product image, it is never tilted within the frame (*applies to portrait; see chapter 8.2 for landscape format)

5. Supporting Illustration (O) (Product, editorial, icon, pictogram)
 Position: place freely within the layout
 Size: varies in accordance with layout space available, should not dominate
 Colour: Any NEFF brand colour depending on the type of illustration (see chapter 3.0 for more information)

SIMPLE & FLEXIBLE

The NEFF advert, whether for **image** or for **product** advertising, contains 9 components - 5 image and 4 text.

The 9 components vary somewhat in size and position depending on the format, but the hierarchy of communication and the look and feel of the layout always remain the same. Some elements are mandatory, some are optional. Applying the layout consistently strengthens the recognition of the NEFF brand.

Components:

- (M) Mandatory (O) Optional
- (M) Hero image (see chapter 5.0)
 - (M) NEFF brandmark (see chapter 2.0)
 - (M) Background texture (see chapter 3.1.1)
 - (M) Supporting image (see chapter 5.0)
 - (O) Supporting illustration (see chapter 6.0)
 - (M) Headline (see chapter 4.0)
 - (O) Subline
 - (M) Body copy
 - (M) Contact/website

A template is available for download from [MAM](#).

BASIC RULES

- There are 2 types of ads - image and product.
- The layout remains the same; the hero image (i.e. product or person) and the position of the headline change.
- The NEFF advert has 9 components.
- Some components are mandatory, others optional.
- The size/format varies; the layout principle i.e. the look and feel, does not.
- Products are never allowed to be tilted!

8.2 NEFF PRINT ADVERTISING – LAYOUT PRINCIPLES APPLIED

Landscape



- A4 double page spread
- headline placed between hero and supporting image & supporting illustration
 - hero image approx. 1/2 of the layout space, position left and top
 - **NOTE: the supporting image does not overlap the hero image, but keeps its position on the right side of the layout**
 - supporting illustration remains close to the supporting image



- Product ad - 180 x 70 mm
- product hero image approx 1/2 of layout space
 - **NOTE: the supporting image does not overlap the hero image, but keeps its position on the right side of the layout**
 - **NOTE: The NEFF brandmark has no claim due to the small size of the ad**

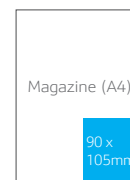
Portrait



- A4 Image ad
- Person hero image approx. 1/2 of layout space



- Image ad - 135 x 160 mm;
90 x 105 mm
- person hero image approx 1/2 of layout space
 - no subline
 - no illustration
 - **NOTE: The NEFF brandmark has no claim due to the small size of the ad**



SAME, SAME BUT DIFFERENT

This page shows you some examples of the NEFF ad layout principle applied to different formats. It serves as a guide to show you where you have flexibility with each of the components while the overall look and feel remains the same.

Components:

- (M) Mandatory (O) Optional
1. (M) Hero image (see chapter 5.0)
 2. (M) NEFF brandmark (see chapter 2.0)
 3. (M) Background texture (see chapter 3.1.1)
 4. (M) Supporting image (see chapter 5.0)
 5. (O) Supporting illustration (see chapter 6.0)
 6. (M) Headline (see chapter 4.0)
 7. (O) Subline
 8. (M) Body copy
 9. (M) Contact/website

The most important, noticeable difference is between landscape and portrait formats. Whereas in portrait the supporting image overlaps the hero image, in landscape formats it does not.

Please note that the NEFF brandmark appears without the claim (<40 mm) on small formats (see chapter 2.3).

BASIC RULES

- The NEFF look and feel remains the same even if the position of the components changes.
- In landscape formats the supporting image does not overlap the hero image.
- The NEFF brandmark has no claim on small formats (<40 mm).

8.3 NEFF PRINT ADVERTISING – DO'S & DON'TS

DO



Make sure you apply the layout principles as described on the previous pages.



The size of the hero image may scale up or down; the position remains. The headline can be over or under the hero image (see chapter 8.1).



Ensure there is a clear focus in the hero image, either on person or product (if both are visible). This example shows an image ad (focus on person), with a supporting product image.



A flexible layout system allows a consistent look and feel on many different formats.

DO NOT



Do not change any elements other than specified, e.g. colour of the background/texture.



Do not use other typefaces than the ones specified. Do not change the hierarchy (size) of the layout components.



Do not duplicate the focus in the hero image in the supporting image, e.g., this example focuses on the product in the hero and supporting image.



Do not change the layout or position of the components other than in the manner allowed. Never rotate the product images within the frame.

GETTING IT RIGHT

The NEFF layout principle is simple, yet flexible. It allows us to maintain the same look and feel and hierarchy of communication, no matter which format size is used. The content/concept can vary; the framework remains the same. This helps to strengthen the recognition of the NEFF brand in all media.

Here are some examples that clearly show what we mean by “incorrect usage”. The examples are designed to give you a feel of how important it is to apply the NEFF layout principles carefully and consistently, to ensure that the integrity of the NEFF brand is maintained.

BASIC RULES

- There are 2 types of ads - image and product. Please ensure there is a focus on either the product or the person; do not show them 50/50.
- Ensure there is a clear focus in the hero image, either on person or product, if both are visible.
- Make sure you always use all the mandatory components.
- The position and size of components on A4 are fixed, on other formats they can be adapted as required; but ensure you follow the principles.



CHAPTER 9

OUTDOOR
ADVERTISING

9.0 NEFF OUTDOOR ADVERTISING - OVERVIEW

OUTDOOR, INDOOR

(Fig. 1)
Advertising pillar
Portrait format
(extra long)



Billboard 18/1
Landscape format



City light poster
Portrait format

The NEFF outdoor advertising layouts are clear, are friendly and have a “handmade” character, which is achieved through the use of handwritten typography, illustrations and slightly tilted photography.

Outdoor advertising follows similar layout principles as print advertising (see chapter 8.1), except for the following:

1. Headlines are usually written in NEFF Hand Demi; this allows better legibility.
2. Headlines may be longer than 3 lines (Fig. 1).
3. There is no body copy.

On the following pages we will describe in more detail the main components and layout principles for the different sizes.

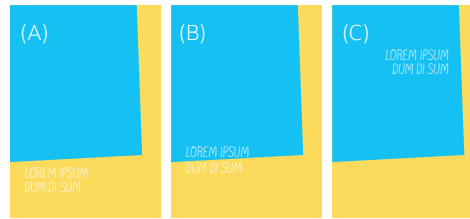
The same Do’s & Don’ts apply as for print advertising (see chapter 8.3).

BASIC RULES

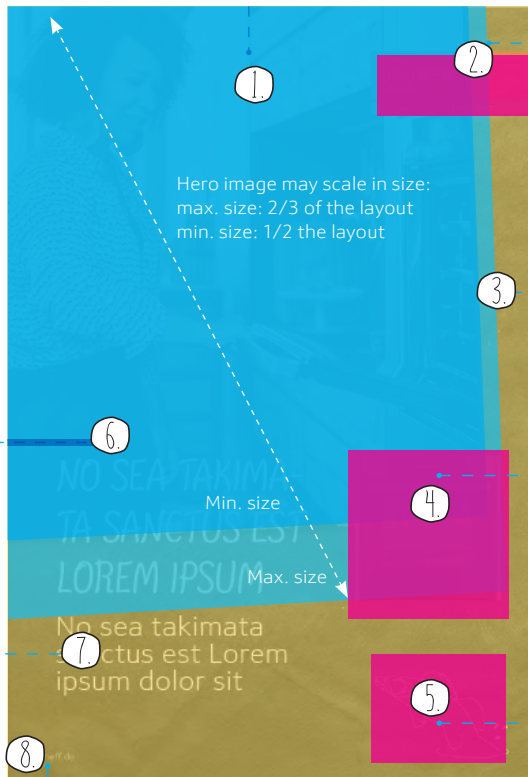
- The layout principles are similar to print advertising.
- Headlines are usually written in NEFF Hand Demi.
- Headlines can be longer than 3 lines.
- There is no body copy.

9.1 NEFF OUTDOOR ADVERTISING – LAYOUT PRINCIPLES

(Fig. 1) Position: Headlines can be placed under (A), overlapping (B) or on top (C) of the hero image.



1. Hero Image -
Person or Product (M)
Position: top left corner.
Image bleeds off left and top
Size: may vary in size according to format, not more than 2/3, not less than 1/2 of the layout
Effects: frame angle: +2.5°
image: 0° (make sure that when products are visible the image is not tilted)
Shadow: 75% black, multiplied, width/dist. 2 mm, angle 135°



Hero image may scale in size:
max. size: 2/3 of the layout
min. size: 1/2 the layout

Min. size
Max. size

Example - Image (City Light Poster)

6. Headline (M)
Type: NEFF Hand Regular or NEFF Hand Demi uppercase
Size: 45-58 pt**
Leading: 41 pt
Position: (see Fig. 1)

7. Subline (O)
Type: NEFF Sans Light, uppercase and lowercase justified left
Size: see details on next page

**recommended size; if the head- or subline is longer or shorter, then please adapt as required. Headlines can be longer than 3 lines if required.

8. Contact/www (M)
Type: NEFF Sans Regular
Position: usually bottom left or right

2. NEFF brandmark (M)
Position: always top right, bleeding off right format edge
Size: **3/10** of format width (> A4) (position and size see chapter 2.4)

3. Background texture (M)
Position & size: Must always cover entire layout, i.e. full-bleed (see chapter 3.1.1)

4. Supporting Image (M)
(Person or Product)
Position: overlaps bottom right corner* of the hero image
Size: approx 1/9 the size of the hero image
Shadow: 75% black, multiplied width/dist. 2 mm, angle 135° (*applies to portrait; for landscape format see chapter 8.2)

5. Supporting Illustration (O)
(Product, editorial, icon, pictogram)
Position: underneath the supporting image
Size: varies in accordance with layout space, should not dominate
Colour: Any NEFF brand colour depending on the type of illustration (see chapter 3.0 for more information)

SIMPLE & FLEXIBLE

The NEFF outdoor advertising, whether for image or for product advertising, contains 8 components - 5 image and 3 text.

The 8 components vary somewhat in size and position depending on the format, but the hierarchy of communication and the look and feel of the layout always remain the same. Some elements are mandatory, some are optional. Applying the layout consistently across all formats strengthens the recognition of the NEFF brand.

Components:

- (M) Mandatory (O) Optional
- 1. (M) Hero image (see chapter 5.0)
- 2. (M) NEFF brandmark (see chapter 2.0)
- 3. (M) Background texture (see chapter 3.1.1)
- 4. (M) Supporting image (see chapter 5.0)
- 5. (O) Supporting illustration (see chapter 6.0)
- 6. (M) Headline
- 7. (O) Subline
- 8. (M) Contact/website

Please refer to chapter 8.3 for Print Advertising Do's & Don'ts.

BASIC RULES

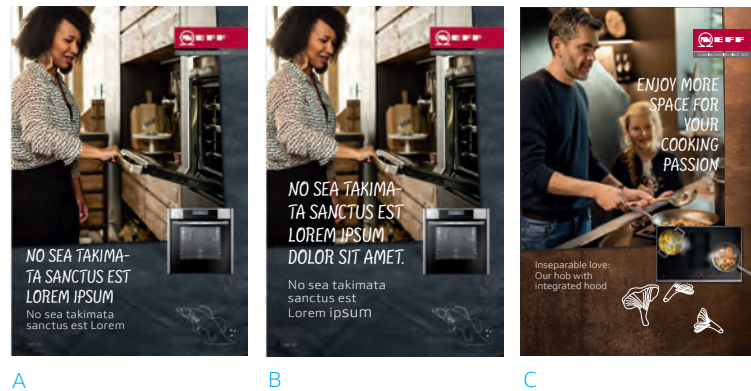
- There are 2 types of outdoor ads - image and product.
- The layout remains the same; the hero image changes i.e. product or person.
- The NEFF outdoor advertising has 8 components.
- Some components are mandatory, others optional.
- The size/format varies; the layout principle i.e. the look and feel does not.

9.2 NEFF OUTDOOR ADVERTISING – SIZE, POSITION & DON'TS



(Fig. 1) Defining the size relationship between headline and subline

1. First, determine the size of the headline by the text length and space available in the layout.
2. Divide the cap-height of the letters by 3 (longer headline/more words) or 4 (shorter headline/fewer words), to determine the value "Z"
3. When placed directly underneath each other, allow leading between headline and subline: max. 3 "Z", min 2 "Z"



(Fig. 2) Position:

Headlines can be placed under (A), overlapping (B) or on top of (C) the hero image. The headlines in outdoor advertising are allowed to be longer than 3 lines (which is the max. length for adverts).

DO NOT



Do not make the headline too small or the subline too big. There must be a clear hierarchy. Please follow the rules as described above.



Do not place the headline directly over the product.



Do not let the text run-out over to the right, so that it overlaps both image and background texture.

THE RIGHT SIZE & POSITION

Outdoor advertising follows similar layout principles as print advertising (see chapter 8.1), except for the following:

1. Headlines are usually written in NEFF Hand Demi; this allows better legibility.
2. Headlines may be longer than 3 lines (B).
3. There is no body copy.

The size of the headline is determined by the length and layout space available (Fig. 1).

The headline can be positioned under (A), overlapping (B) or on top of (C) the hero image. It must not cover the product and it is not allowed to overlap the right side of the image.

Please also refer to the print advertising (see chapter 8.3) Do's & Don'ts as the same apply here.

BASIC RULES

- Outdoor advertising follows similar principles to print advertising, except for 3 differences:
 1. The length of the headline may exceed 3 lines.
 2. The headlines are usually written using NEFF Hand Demi.
 3. Outdoor advertising does not use bodycopy.
- The text can be placed freely but must not cover the product view.



CHAPTER 10

BROCHURES/
CATALOGUES

10.0 NEFF BROCHURES & CATALOGUES - OVERVIEW



Brochures & Catalogues (A4)



I WANT TO READ THIS!

At NEFF, people and their **passion** for cooking are at the centre of our communication. We want to share these stories to **inspire** others. It's all about real moments, in real kitchens. From the preparation, to the cooking, to the conversations, the laughter and the enjoyment of the meal, together with family and friends - in short, being part of the moment.

The NEFF brochures capture these stories in an editorial (magazine-like) look and feel. The mood is colourful and playful. The layout has a “hand-made” character, which is achieved through the use of handwritten typography, illustrations, slightly tilted photography and uncoated paper (MultiOffset). The tone-of-voice in the copy is friendly and engages the reader.

On the following pages we will describe in more detail the layout principles in application with the 4 main layout components:

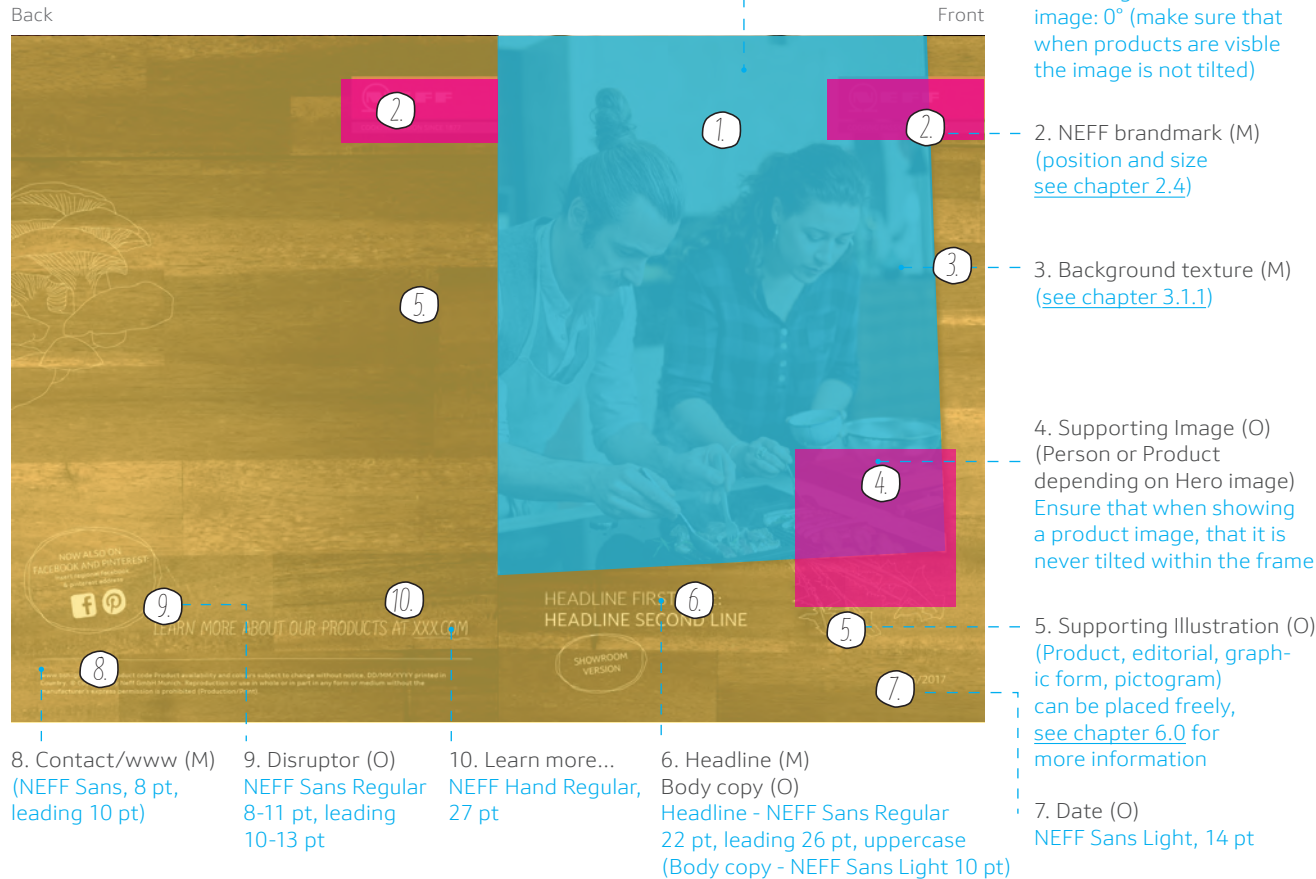
1. Background texture
2. Photography
3. Illustration
4. Typography

BASIC RULES

- The brochures tell stories - real people, in real kitchens.
- Scenes with real people are authentic and not staged, with natural light and natural colours.
- There are 4 main layout components.

10.1 NEFF BROCHURES/CATALOGUES - LAYOUT GRID, COVER (A4)

This is an example of an A4 brochure, the same principles apply for A5 or any other sizes.



A CONSISTENT GRID FOR THE COVER

Whereas the layout of the inside pages is free, we do want our brochure cover to remain consistent, whether it's a consumer brochure, sales folder or catalogue. The layout grid is fixed, but the images, textures and illustrations can be changed as required.

The NEFF A4 brochure cover consists of 10 components. (M) Mandatory (O) Optional:

(Front)

1. (M) Hero image (see chapter 5.0)
2. (M) NEFF brandmark (see chapter 2.0)
3. (M) Background texture (see chapter 3.1.1)
4. (O) Supporting image (see chapter 5.0)
5. (O) Supporting illustration (see chapter 6.0)
6. (M) Headline (body copy is optional)
7. (O) Date

(Back)

2. (M) NEFF brandmark
5. (O) Supporting illustration
8. (M) Contact information
9. (O) Disruptor (Facebook etc.)
10. (O) Learn more...

A template for the cover is available for download from [MAM](#). Please see chapter 2.2 for technical print specifications.

BASIC RULES

- NEFF brochures all follow the same layout principles.
- The layout principles for the cover are similar to those for print advertising.
- The NEFF brochure cover has 10 components.
- The brochures are printed on uncoated paper (MultiOffset).

10.1.1 NEFF BROCHURES/CATALOGUES - LAYOUT PRINCIPLES APPLIED

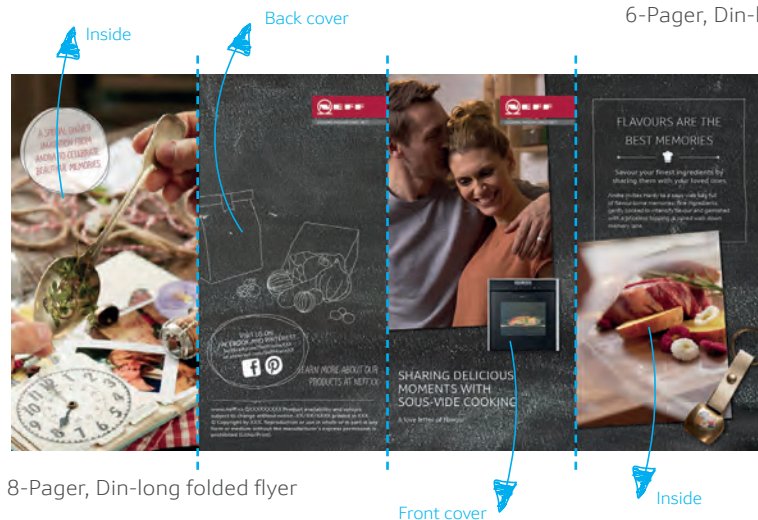


A5 leaflet

- The size of the hero image is always approx. 70% of the total surface area of the front cover.
- The angle of the frame is consistent, +2.5°.
- The headline is always placed underneath the hero image.



6-Pager, Din-long folded flyer



8-Pager, Din-long folded flyer

SAME, SAME BUT DIFFERENT

This page shows you some examples of the NEFF brochure cover principles applied to different formats. It serves as a guide to show you where you have flexibility with each of the components while the overall look and feel remains the same.

The NEFF A4 brochure cover consists of 10 components. (M) Mandatory (O) Optional:

(Front)

1. (M) Hero image (see chapter 5.0)
2. (M) NEFF brandmark (see chapter 2.0)
3. (M) Background texture (see chapter 3.1.1)
4. (O) Supporting image (see chapter 5.0)
5. (O) Supporting illustration (see chapter 6.0)
6. (M) Headline (body copy is optional)
7. (O) Date

(Back)

2. (M) NEFF brandmark
5. (O) Supporting illustration
8. (M) Contact information
9. (O) Disruptor (Facebook etc.)
10. (O) Learn more...

Please see chapter 2.2 for technical print specifications.

BASIC RULES

- NEFF brochures all follow the same layout principle.
- The hero image must always be approx. 70% of the total surface area of the front cover.
- The angle of the frame is fixed, +2.5°.

10.1.2 NEFF BROCHURES/CATALOGUES – DO'S & DON'TS



Do not place the headline over the hero image. The position is always underneath the hero image for brochures.



Do not place the image in such a way as to compromise the person or the NEFF logo.



Do not change the size of the hero image on A4 brochures; the size is fixed (see chapter 10.1). Use the A4 as a guide for other formats.



Do not make the hero image larger than 70% of the total surface area of the front cover; use the A4 as a guide for other formats.



Do not forget to place the NEFF logo on the back cover; this is mandatory.



Do not change the angle of the frame; it is always consistent at +2.5°

GETTING IT RIGHT

The NEFF layout principle is simple, yet flexible. It allows us to maintain the same look and feel and hierarchy of communication, no matter which format size is used. The content/concept can vary; the framework remains the same. This helps to strengthen the recognition of the NEFF brand in all media.

Here are some examples that clearly show what we mean by “incorrect usage”. The examples are designed to give you a feel of how important it is to apply the NEFF layout principles carefully and consistently, to ensure that the integrity of the NEFF brand is maintained.

BASIC RULES

- NEFF brochures all follow the same layout principle.
- The layout principle for the cover is similar to that for print advertising.
- Do not change the size of the hero image - it must always be approx. 70% of the total surface area of the front cover.
- Do not change the angle of the frame.

10.2.1 NEFF BROCHURES – LAYOUT PRINCIPLES, INSIDE PAGES – BACKGROUND

DO

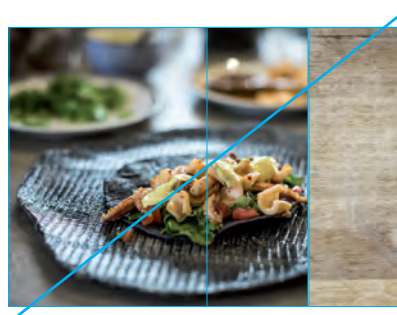
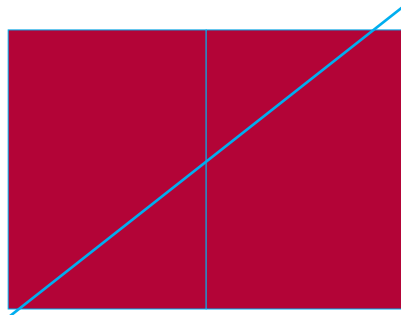


A. Texture only, full-bleed image on a single or double page. Textures can be used to define chapters.

B. Texture & objects, texture always full-bleed (Option A); objects may be deep-etched and placed on top as required. Objects must have a shadow.

C. Photo only (aerial view, frontal, CU, people or product); full-bleed image. If you combine texture and photo, the relationship must always be 50/50.

DO NOT



Do not combine or use more than one texture per double page spread.

Do not use large areas of flat colour, except for NEFF White or NEFF Off-White, which are allowed in minimal amounts.

Do not place texture or photo so that the relationship exceeds 50/50.

SETTING THE STAGE/BACKDROP

The next few pages describe the layout principles used for the inside pages. The NEFF brochures and catalogues use the design elements that we discussed previously in the [Basic Elements](#).

The layout principle for the background is quite simple - big, full-bleed images or textures create a mood that is inspiring and shares NEFF's passion for cooking and kitchens.

There are **3 basic layout options** to choose from so as to allow maximum flexibility when designing a new brochure or catalogue. These options may also be combined as required:

- A. Texture only, full-bleed
- B. Texture + objects, texture is always full-bleed, objects may be deep-etched and placed on top
- C. Photo only, full-bleed image

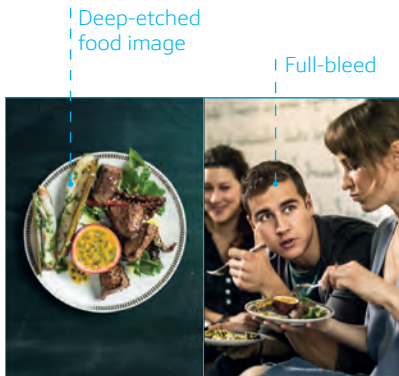
Please [see chapter 2.2](#) for technical print specifications.

BASIC RULES

- The brochures tell stories - real people, in real kitchens.
- The layout principle for the background is simple, yet appealing, inspiring and appetising.
- There are 3 basic background layout types to choose from.
- The layout types (A, B, C) may be combined as required.

10.2.2 NEFF BROCHURES – LAYOUT PRINCIPLES, INSIDE PAGES, PHOTOGRAPHY

DO



Deep-etched food image placed on textured background, next to full-bleed image.

This layout is often used in between chapters, or at the end of a chapter to show the final result.



Sketchbook feeling - title, loosely placed photos, combined with deep-etched product shots (aerial view) and deep-etched food/objects on a textured background.

This layout is often used for product information pages.

If the photos are placed tilted, they must have a shadow.



Full-bleed image

A picture speaks 1,000 words - this layout is often used between chapters to strengthen the story and inspire.

DO NOT



Do not use shadows other than as defined; e.g. white or pink, larger or at a different angle.



Do not over-tilt. Do not tilt deep-etched product shots. Make sure the tilted images are well balanced in the layout.



Be careful to select the correct crop. Please refer to [chapter 5.0](#) for more information.

PLACING THE MAIN CHARACTERS/CONTENT

The NEFF brochures and catalogues use the design elements that we discussed previously in the [Basic Elements](#). Please always refer back to these.

The layout principle for photography is two-fold: on one level, photos are used as a background; on another level they are used to show the product or features and the people involved in the cooking process. The look and feel remains editorial.

The photos may be placed freely, and size may vary, as in a sketchbook, slightly tilted, deep-etched, aerial views or close-ups. There is a lot of flexibility. Photography is often combined with illustration (see next page). Use the examples on this page as a guide when designing your next brochure or catalogue.

Tilted images

- Only people or food images, never product
- The maximum tilt to the left or the right is 7.5°
- All tilted images must have a shadow, set at:
 - 75% black, multiplied
 - 1.5 mm distance
 - 135° angle
 - 1 mm size (x, y)

(setup according to InDesign-> Object -> Effects)

BASIC RULES

- The layout of the photography varies and can be determined freely.
- You may use full-bleed images or deep-etched, or tilted.
- Use the examples as a guide for the look & feel.
- Make sure the tilted images have a shadow and don't exceed the maximum tilt allowed (7.5° left or right).

10.2.3 NEFF BROCHURES – LAYOUT PRINCIPLES, INSIDE PAGES, ILLUSTRATION

DO



Illustrations are used decoratively and freely in the layout. This example shows how the plate is illustratively outlined and some of the ingredients on the plate have been redrawn for emphasis.



Illustrations include text boxes pictograms and symbols such as arrows or circles. Illustrations vary in size and may be placed under, over or next to photography. The size is in proportion to the image.

DO NOT



Do not colour the illustrations. Depending on the type of illustration, only the outline may change colour, using any of the NEFF brand colours (see chapter 6.0).

Do not make the illustrations too big or too small. Ensure the line thickness remains 0.6 pt** when scaling.

DECORATIVE ILLUSTRATION

The NEFF brochures and catalogues use the design elements that we discussed previously in the [Basic Elements](#). Please always refer back to these.

The layout principle for illustration is simply decorative. The hand-drawn elements are placed freely within the layout and enhance the playful sketch-book/editorial character.

The illustrations can be placed over, under or around photos. There is no rule. The size may also vary, but they shouldn't be too big or too small - and not too many!

Depending on the type of illustration, they are mostly used only as line drawings (never filled with colour)*. The outline can use any of the NEFF primary, accent or secondary colours. The thickness of the line is always 0.6 pt** in standard A4/A5 printed applications (brochures, ads, etc.).

Illustrations include food and non-food elements as well as text boxes, graphic forms and product feature pictograms (see [Basic Elements](#) and chapter 6.0).

BASIC RULES

- The illustrations are a decorative element which enhance the editorial (story-telling) look and feel.
- The illustrations can be placed freely within the layout.
- They may vary in size, and be placed over, under or around images.
- The line thickness is always 0.6 pt and can use any one of the NEFF brand colours.

*except graphic forms

**does not include pictograms

10.2.4 NEFF BROCHURES – LAYOUT PRINCIPLES, INSIDE PAGES, TYPOGRAPHY

DO



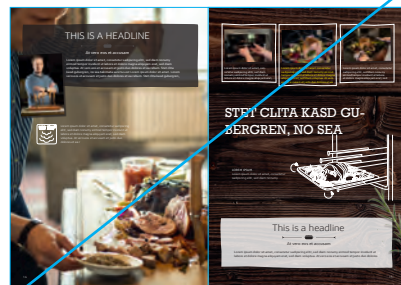
There is no formal text grid. Text elements are placed freely in the layout. A couple of rules do apply though, e.g. when using text boxes (see chapter 6.6.1). Quotes always use NEFF Hand; headlines, subtitles and body copy in text boxes, use NEFF Sans (see chapter 4.0).

The text does not always have to be in a text box; it can also be placed freely next to an image. The free placement enhances the overall editorial look and feel and gives it a sketchbook character.

DO NOT



Do not distort the typography or use different colours or effects, e.g. shadows.



Do not use any other typography than NEFF Sans or NEFF Hand. Always follow the rules as defined for text boxes.

TELLING A TALE/ TYPOGRAPHY

The NEFF brochures and catalogues use the design elements that we discussed previously in the Basic Elements. Please always refer back to these.

The layout of the text elements is not fixed to a text grid. The text elements may be placed freely in the layout, just like the other components. However, there are a couple of rules:

1. Always use our brand typography (NEFF Sans, NEFF Hand) and make sure that the typography elements follow the rules as defined in the Basic Elements (see chapter 4.0).
2. Make sure you understand how the text boxes are built up (see chapter 6.6.1).

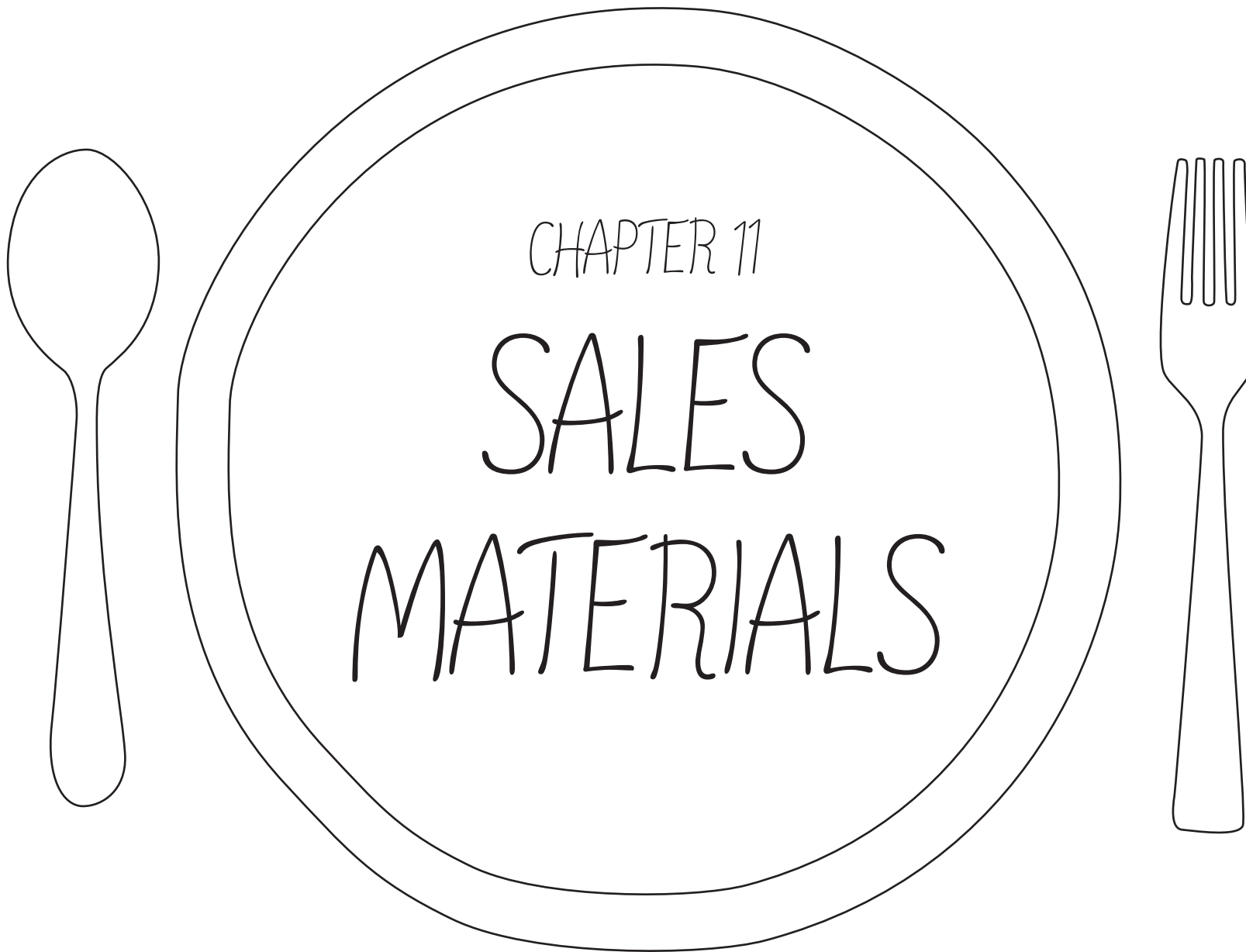
Typography & Sizes

Quotations - NEFF Hand Regular, 53 pt is the benchmark for A4 brochures, may vary in size
 Headlines (in text boxes) - NEFF Sans Light, 28 pt
 Sublines (in text boxes) - NEFF Sans Regular, 9.5 pt
 Body copy (in text boxes) - NEFF Sans Light, 9.5 pt

The typography is usually in black or white. Ensure that there is enough contrast and that the text is legible at all times. The following pages show more examples of the different page types, including technical pages in catalogues.

BASIC RULES

- There is no fixed text grid.
- The text elements are placed freely, to enhance the editorial look and feel.
- Only use the NEFF brand typography as defined.
- The text is usually in NEFF White or NEFF Black.
- Ensure good legibility. Make sure there is enough contrast.



CHAPTER 11

SALES

MATERIALS

11.0 NEFF SALES MATERIALS - DEALER KIT, OVERVIEW

TALKING SALES

At NEFF, we want our dealers and dealerships to understand our brand. The dealer kit follows the look and feel of the NEFF brand and includes materials which help to communicate our brand values.

The dealer kit contains the following items:

1. Folder
2. Cover letter
3. Dealer brochure (see chapter 10.0)



Dealer kit - closed

Inside - folded open

Cover letter

BASIC RULES

- The dealer kit has to be in line with the brand look and feel.
- The formats of the dealer kit can be vary.
- All dealer kits must have the NEFF brandmark.
- The dealer kit contains a number of items, including a sales brochure, cover letter, etc.



THANK YOU!

If you have questions regarding these guidelines or
need help with your communication materials,
please contact NEFF Global Communications.
All elements are available for download from [MAM](#).