

**LAUFEN**

CORPORATE DESIGN  
MANUAL 2021

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//BASIS

# 1. LOGOS

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## 1.1 LOGO NEGATIV / POSITIV

The colour of the LAUFEN logo is always black. Only where its surrounding does not allow it, the logo is to be depicted in white.



LAUFEN



\*The LAUFEN logo can be downloaded from the MRC.

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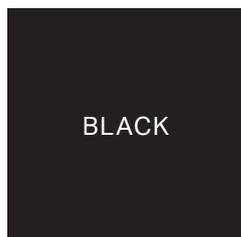
## 1.2 LOGO COLOURS

The LAUFEN logo is used in grey colour exclusively for use on products.



CMYK 0.0.0.0  
-  
RGB 255.255.255

NCS 0-300 N



CMYK 0.0.0.100  
PANTONE black  
RGB 0.0.0

NCS S-900 N



CMYK 0.0.0.40  
PANTONE COOL GREY 6C

# 1. LOGOS

## 1.3 LAUFEN LOGO - MINIMUM DISTANCES



LAUFEN

[www.laufen.com](http://www.laufen.com)

LAUFEN



# 1. LOGOS

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## 1.4 LOGO ALIENATION

The LAUFEN logo cannot be modified. Such modifications include, but are not limited to, changes in colour, rotations, effects or distortions.

No recoloured logos



No effects



No rotated logos



# 1. LOGOS

## 1.5 LAUFEN LOGO SIZE DEPENDING ON PAPER FORMAT

For paper sizes that do not comply with the DIN standard, the logo should behave in relation to the defined sizes.

A0 (118.9 x 84.1cm) = logo width of 21.5 cm

A1 (84.1 x 59.4 cm) = logo width of 15.2 cm

A2 (59.4 x 42 cm) = logo width of 9.3 cm

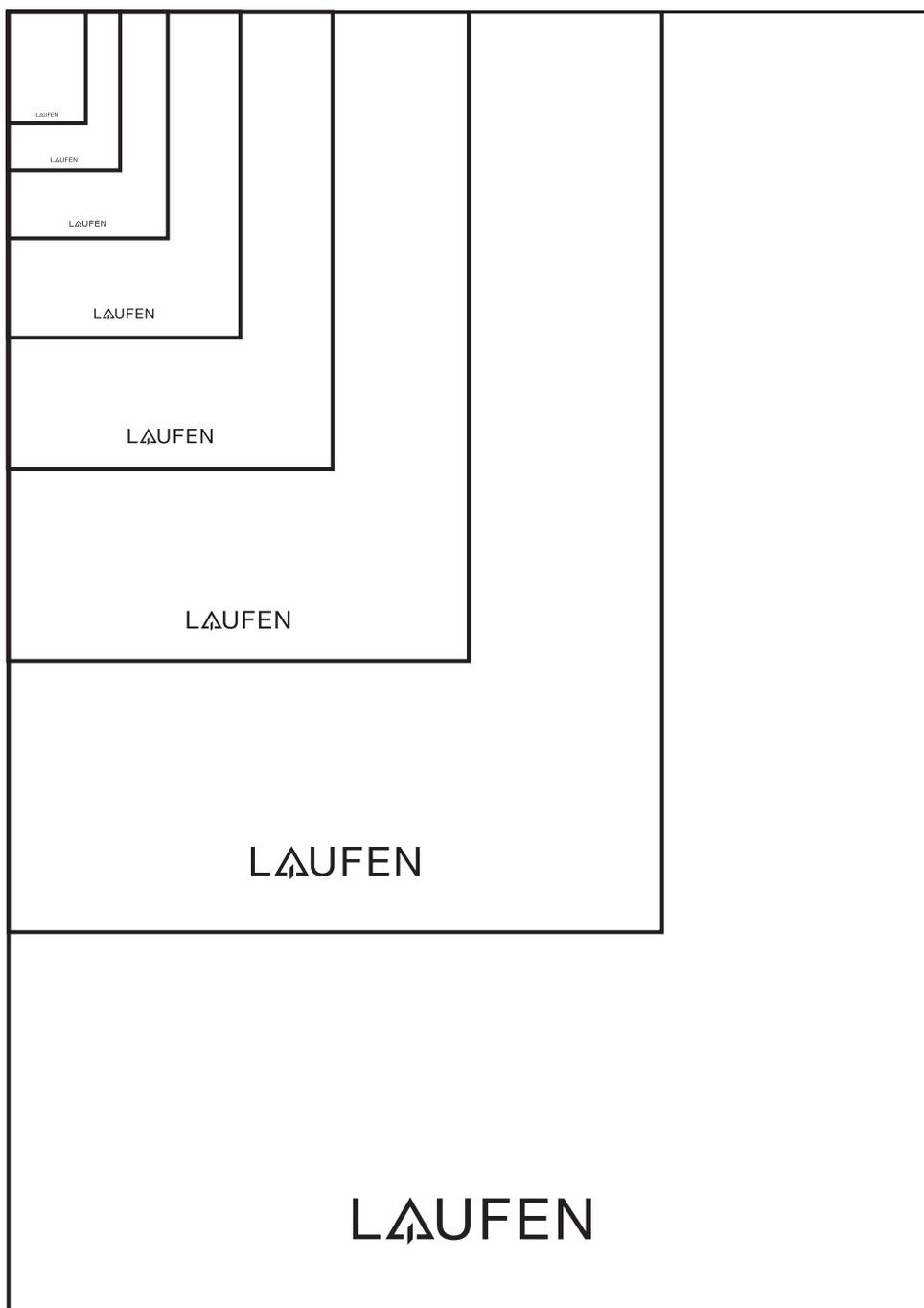
A3 (42 x 29.7 cm) = logo width of 7.62 cm

A4 (29.7 x 21 cm) = logo width of 5.38 cm

A5 (21 x 14.8 cm) = logo width of 3.32 cm

A6 (14.8 x 10.5 cm) = logo width of 2.35 cm

A7 (10.5 x 7.4 cm) = logo width of 1.89cm



# 1. LOGOS

## 1.6 LOGO SETS (SELECTION)

Logo alterations and colour changes are not permitted.

**ALESSI | LAUFEN**

CLEANET NAVIA

CLEANET RIVA

INO

**Kartell** by LAUFEN  
more than 70mm

**Kartell** by LAUFEN  
less than 70mm

LUA

MODERNA

save!

SONAR

THE NEW CLASSIC

VAL

**ALESSI | LAUFEN**

CLEANET NAVIA

CLEANET RIVA

INO

**Kartell** by LAUFEN

**Kartell** by LAUFEN

LUA

MODERNA

save!

SONAR

THE NEW CLASSIC

VAL

\*All logos can be downloaded from the MRC.

# 1. LOGOS

## 1.7 SPECIAL LOGOS

Logo alterations and colour changes are not permitted.

# LAUFEN

Swiss Bathroom  
Culture

 SaphirKeramik

 SaphirKeramik

This logo is only used on the back of General Catalogue instead of the LAUFEN logo. Accordingly, it is always shown in black only.

SaphirKeramik and thus also the SaphirKeramik logo are only mentioned and used where SaphirKeramik is exclusively mentioned, i.e. in innovations, materials and the LAUFEN story. This reference is omitted in advertisements, in connection with design lines and in product texts (e.g. washbasin made of SaphirKeramik). This applies to all channels and means of communication. It is shown in black or white only.

# LAUFEN

*space*

VIENNA

All LAUFEN spaces have their individual logo with the name of the place where they are positioned.

**BE  
SP  
OK**  
LAUFEN

**BE  
SP  
OK**  
LAUFEN

The Bespoke logo is always shown together with the LAUFEN logo.

# 1. LOGOS

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This logo is only reproduced in LAUFEN grey (CMYK 0.0.0.40). The background within the grey frame always remains white.



The „SWISS MADE QUALITY“ logo can only be used for ceramics (!) that are produced in Switzerland. If the ceramics are produced in Austria, for example, the logo must not be shown.



The „SWISS QUALITY“ logo can only be used for the products that have been awarded it. A list of these products can be found here:

<https://www.qplus.ch/nc/de/zulassungen/kunden-datenbank>

The Swiss cross in the logo must always be shown in white.

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## 1.8 COBRANDING-LOGOS

The logos must always be reproduced in black or white. The logos may not be distorted, rotated or otherwise altered.

LAUFEN | DUSCHOLUX

LAUFEN | TECE

## 2. NAMES IN CONTINUOUS TEXT

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### 2.1 LAUFEN OR *Laufen*

If we mention LAUFEN as a company in a text, we only use capital letters in accordance with the logo. If we speak of Laufen as a place, it is written in mixed case. In this way, we clearly distinguish the place from the company and the brand.

Example:

The **LAUFEN** company was founded on 4 July 1892 as a pottery factory in the name-giving town of Laufen in Switzerland as a Swiss public limited company

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### 2.2 SET-NAMES

Set names such as THE NEW CLASSIC, CLEANET RIVA or KARTELL BY LAUFEN are also written in capitals in the continuous text to make them stand out from the mass of text.

Example:

**THE NEW CLASSIC** Collection designed by Marcel Wanders was presented in China during two events in Shanghai and Beijing.

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### 2.3 SAPHIRKERAMIK

SaphirKeramik is a protected name. For this reason it must not be

- be separated at a line break in the continuous text.

- spelt differently. The S of Saphir and the K of Keramik are always written in capitals. The words are written next to each other.

Examples:

- |   |  |
|---|--|
| <p>✓ The slim profile of <b>SaphirKeramik</b> means that it saves space, is light and environmentally friendly.</p> <p>✓ The slim profile of <b><i>SaphirKeramik</i></b> means that it saves space, is light and environmentally friendly.</p> <p>✗ The slim profile of <b><i>Saphir Keramik</i></b> means that it saves space, is light and environmentally friendly.</p> <p>✗ The slim profile of <b><i>Saphirkeramik</i></b> means that it saves space, is light and environmentally friendly.</p> | <p>✗ The slim profile of <b>Saphir-Keramik</b> means that it saves space, is light and environmentally friendly.</p> |
|---|--|

### 3. TYPOGRAPHY

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#### 3.1 CORPORATE FONT

LAUFEN uses the Aktiv Grotesk Light font almost exclusively, both in continuous texts, titles, collection labels, etc. The use of Aktiv Grotesk Medium is therefore an exception and should be treated as such.

A B C D E F G H I J	<i>A B C D E F G H I J</i>
K L M N O P Q	<i>K L M N O P Q</i>
R S T U V W X Y Z	<i>R S T U V W X Y Z</i>
a b c d e f g h i	<i>a b c d e f g h i</i>
j k l m n o p q r	<i>j k l m n o p q r</i>
s t u v w x y z	<i>s t u v w x y z</i>

AKTIV GROTESK LIGHT

AKTIV GROTESK LIGHT ITALIC

<b>A B C D E F G H I J</b>	<b><i>A B C D E F G H I J</i></b>
<b>K L M N O P Q</b>	<b><i>K L M N O P Q</i></b>
<b>R S T U V W X Y Z</b>	<b><i>R S T U V W X Y Z</i></b>
<b>a b c d e f g h i</b>	<b><i>a b c d e f g h i</i></b>
<b>j k l m n o p q r</b>	<b><i>j k l m n o p q r</i></b>
<b>s t u v w x y z</b>	<b><i>s t u v w x y z</i></b>

AKTIV GROTESK MEDIUM

AKTIV GROTESK MEDIUM ITALIC

# 4. VISUAL WORLD

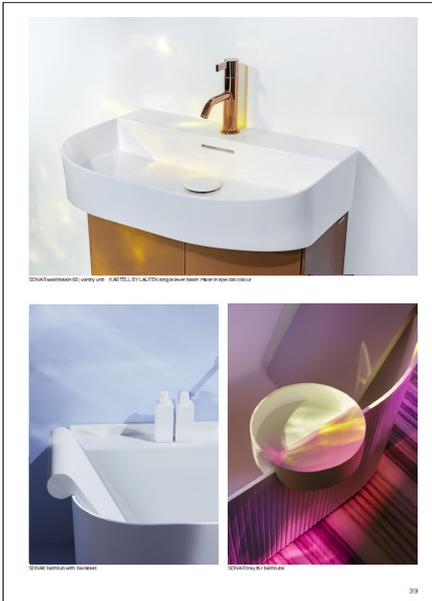
## 4.1 THE USE OF THE VISUAL MATERIAL

The visual material made available on the MRC may in principle be used for all communication channels. Whenever possible, images should be shown in their full extent in all communication media and thus not cropped. This is only permitted where this is not possible otherwise.

As a matter of principle, the image material may not be edited or retouched. Artificial effects (e.g. colour changes or gradients over the images, image distortions) are not permitted. If there is a need to adapt an image, e.g. due to a missing product colour, this must be agreed in advance with LAUFEN HQ.

RULE	DO'S	DONT'S
<p>Products should neither be trimmed nor retouched from an image for layout reasons.</p> <p>A product may not be retouched from a picture if this is done because of subjective reasons or because the product is not sold in the subsidiary.</p>	 <p>COLLECTION DESIGN BY KONSTANTIN GRČIĆ LAUFEN</p>	 <p>COLLECTION DESIGN BY KONSTANTIN GRČIĆ LAUFEN</p> <p>Product is trimmed.</p>  <p>COLLECTION DESIGN BY KONSTANTIN GRČIĆ LAUFEN</p> <p>Toilet is not shown because it's not sold in the subsidiary.</p>

# 4. VISUAL WORLD

RULE	DO'S	DON'TS
<p>Images must always maintain their proportions</p>		
<p>The content of images shall not be altered due to subjective reasons.</p>		
<p>Colour gradients are not used in any form. Neither as an effect on a single image, nor as a means of connecting several images.</p>		

# 4. VISUAL WORLD

RULE	DO'S	DON'TS
<p>Product explanations - also through explanatory visual material - are only to be made on product pictures, not ambient pictures.</p>		 <p>Ambient picture!</p>
<p>Images must be reproduced in true colour. They must not be reproduced in black and white and must be supplied with the correct colour profile (e.g. ISO Coated v2). The colour profile of advertisements can be found in the specifications of a magazine.</p>		 <p>Wrong colour profile!</p>
<p>Images always stand for themselves and are not supplemented with other image material for design purposes.</p>		

//PRINT

# 1. OVERVIEW CATALOGUES + BROCHURES

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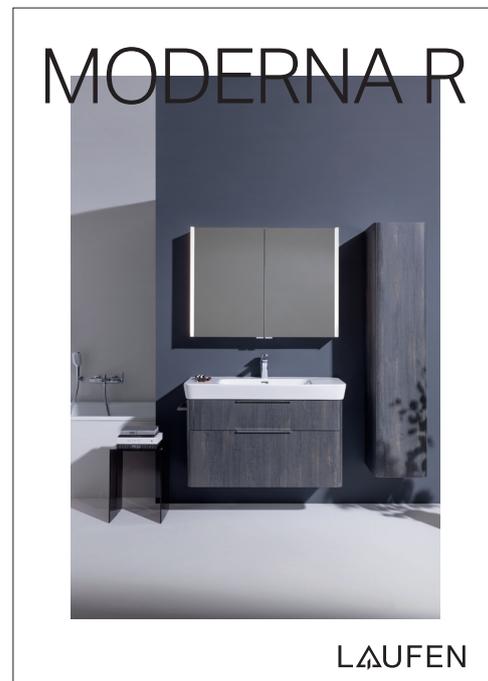
GENERAL CATALOGUE



MINI CATALOGUE



COLLECTION BROCHURES



# 1. OVERVIEW CATALOGUES + BROCHURES

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PRODUCT SOLUTION BROCHURES



CORE COLLECTION BROCHURES

## 2. GENERAL CATALOGUE

### 2.1 GENERAL INFORMATION

Format	A4 (210 X 297 mm)
Paper	Cover: 300g/qm Magno Satin FSC (semi-matt coated) Content: 115g/qm Magno Satin FSC (semi-matt coated) Technical part: 80g/qm Dacota FSC (uncoated paper)
Print	Cover: 4/4 colours + partial glossy lacquer + matt scratchproof lamination Content: 4/4 colours + semi-matt protective lacquer if required
Processing	Glue binding

### 2.2 LAYOUT

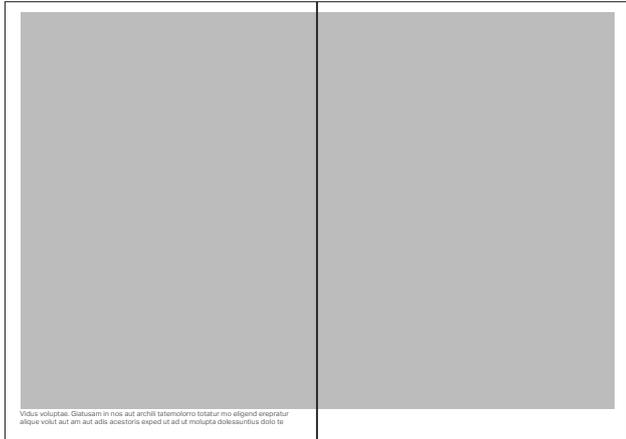
The general catalogue is the only catalogue in which the LAUFEN logo is used as the title.



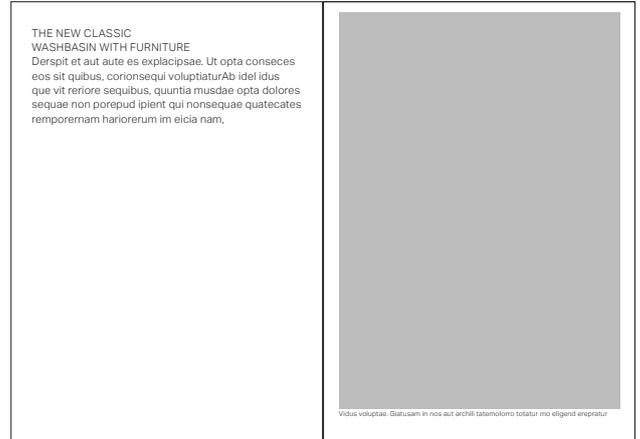


# 2. GENERAL CATALOGUE

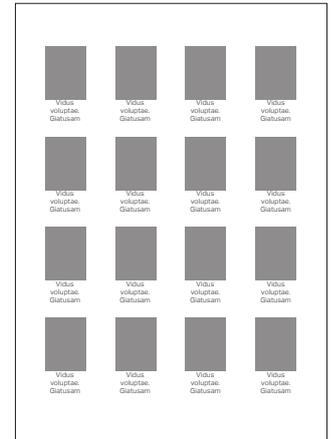
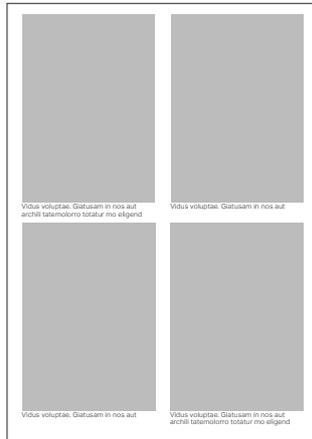
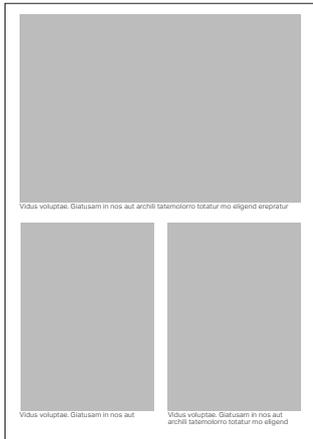
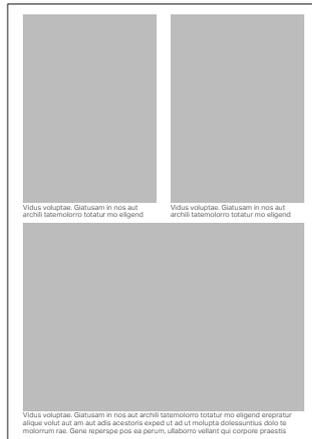
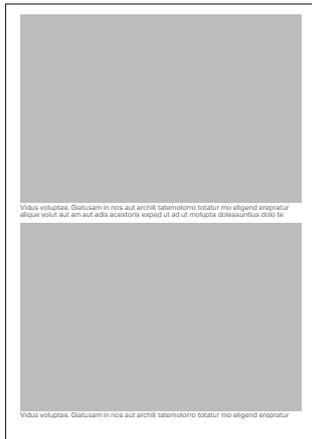
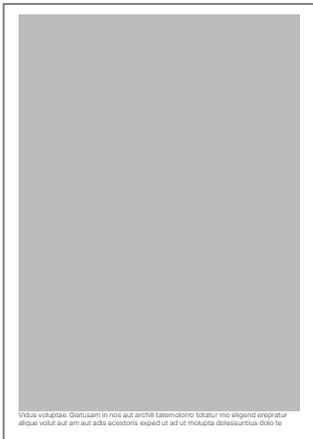
## LAYOUT CORE COLLECTIONS



PAGE 1 + 2



PAGE 3 + 4



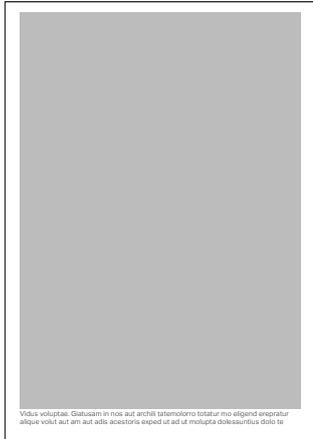
SUBSEQUENT PAGES: DIFFERENT LAYOUT OPTIONS

PRODUCT OVERVIEW:  
STRUCTURE  
4 ROWS x 4 COLUMNS

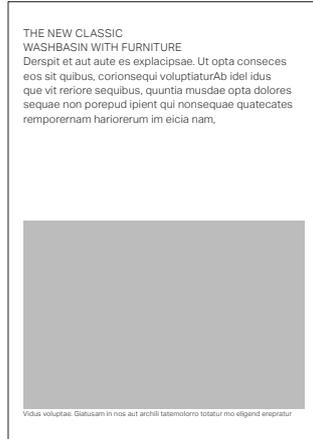
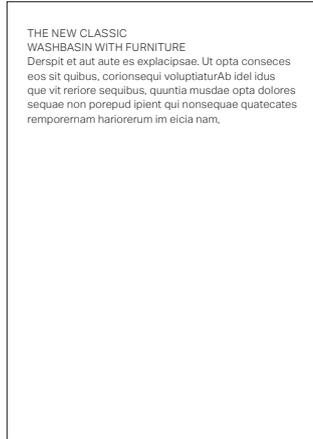
■ Ambient pictures   ■ Product pictures

# 2. GENERAL CATALOGUE

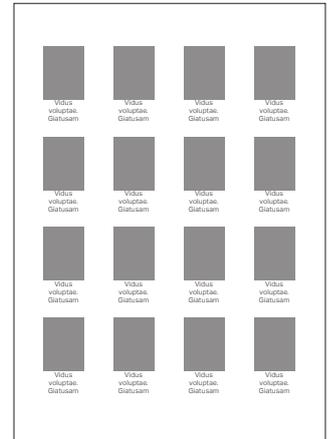
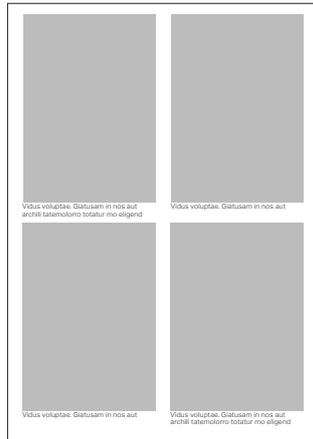
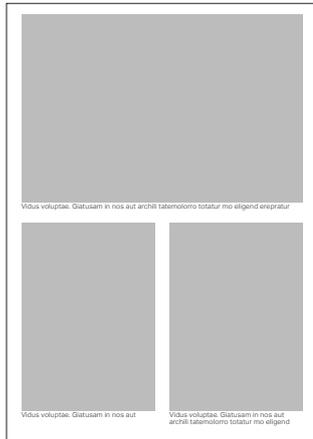
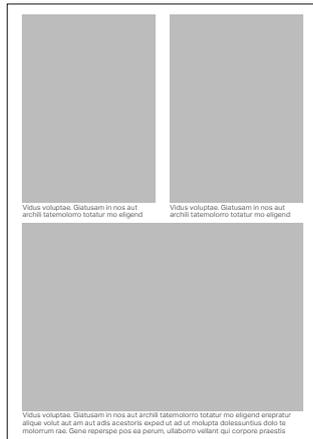
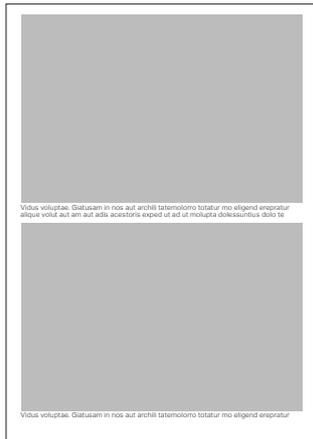
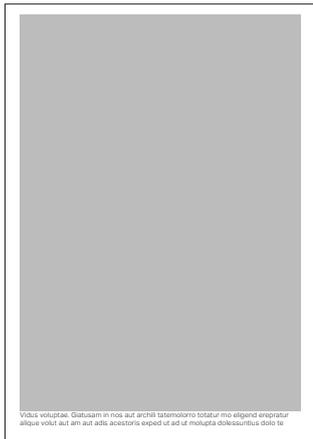
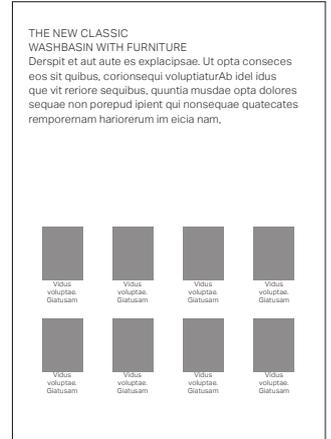
LAYOUT OTHER COLLECTIONS (e.g. Living City, washbasin bowls, etc)



PAGE 1



PAGE 2: DIFFERENT LAYOUT OPTIONS



SUBSEQUENT PAGES: DIFFERENT LAYOUT OPTIONS. OTHER LAYOUT FORMS ARE ONLY PERMITTED IN EXCEPTIONAL CASES, E.G. IN SPECIAL CHAPTERS SUCH AS CLEANET.

PRODUCT OVERVIEW:  
STRUCTURE  
4 ROWS x 4 COLUMNS

■ Ambient pictures   ■ Product pictures

# 3. COLLECTION- & PRODUCT SOLUTION BROCHURES

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## 3.1 GENERAL INFORMATION

Brochures are prepared by LAUFEN HQ. The creation of own brochures as well as the re-ordering of brochures must be agreed with LAUFEN HQ.

### COLLECTION- & PRODUCT SOLUTION BROCHURES WITH MORE THAN 12 PAGES

Format	A4 (210 X 297 mm)
Paper	Cover: 300 g/qm Magno Satin (semi-matt coated) Content: 115 g/qm Magno Satin (semi-matt coated)
Print	Cover: 4/4 colours + semi-matt protective lacquer Content: 4/4 colours + semi-matt protective lacquer if required
Processing	Stitch or glue binding (depending on brochure and number of pages)
Print	Cover: 4/4 colours + semi-matt protective lacquer Content: 4/4 colours + semi-matt protective lacquer if required
Processing	Stitch or glue binding (depending on brochure and number of pages)

### COLLECTION- & PRODUCT SOLUTION BROCHURES WITH UP TO 12 PAGES

Format	A4 (210 X 297 mm)
Paper	Cover: 300 g/qm Magno Satin (semi-matt coated) Content: 300 g/qm Magno Satin (semi-matt coated)
Print	Cover: 4/4 colours + semi-matt protective lacquer Content: 4/4 colours + semi-matt protective lacquer if required
Processing	Stitch or glue binding (depending on brochure and number of pages)

**ATTENTION:** Variations in paper, printing and processing must be agreed with LAUFEN HQ.

# 3. COLLECTION- & PRODUCT SOLUTION BROCHURES

## 3.2 LAYOUT

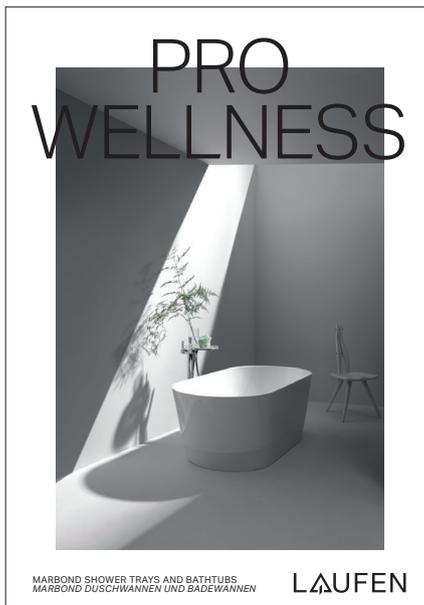
The layout of the collection and product solution brochures is basically the same as that of the general catalogue. The only difference is that the collection or programme name is used as the title, while the LAUFEN logo is used as the sender at the bottom right.

The font size of the title varies depending on the length of the title.:

Single-line, long title: 146 pt

Single-line, short title: 98 pt

2-line title: 104.2 pt



# 3. COLLECTION- & PRODUCT SOLUTION BROCHURES

The content and the grid of the collection brochures corresponds of that of the general catalogue. Product solution brochures, on the other hand, go into more detail about the products yet the look of the collection brochure is to be retained with the courage to use white space and the use of full-, half- and quarter-page ambience pictures.



**VAL**

VAL Waschtisch 60, Wand-WC, spülendruck, BAGE Waschtischunterbau, Spiegelschrank und Hochschrank Compact mit geringer Ausladung  
VAL Washbasin 60, wall-hung toilet, mixer, BAGE vanity unit, mirror cabinet and tall cabinet Compact with small projection

VAL Abtischschale, rechteckig  
VAL Tray, rectangular

VAL Abtischschale, rund  
VAL Tray, round

**VAL**

Handwashbasin / Aulaufer-Waschtisch	Waschtisch / Aulaufer-Waschtisch	Waschtisch / Aulaufer-WC-Schüssel	Waschtisch / Aulaufer-Waschtisch
Schüssel waschtisch- unterflur / auf- flur / auf- grund	Waschtisch / Waschtisch, unterflur / auf- grund	Waschtisch / Waschtisch, unterflur / auf- grund	Waschtisch / Waschtisch, unterflur / auf- grund
450 x 420 x 115 mm 812281 / 812282	550 x 420 x 115 mm 812283 / 812284	650 x 420 x 115 mm 812285 / 812286	650 x 420 x 115 mm 812287 / 812288

Waschtisch-Schale, mit Hebräionzone für Antirückfluss Shel washbasin, with anti-refl area respectively rap bank	Waschtisch-Schale, mit Hebräionzone (front) Shel washbasin, with anti-refl area (front)	Einbauschüssel vor- oben, mit Hebräionzone und Antirückfluss Drop-in washbasin, with anti-refl area and rap bank	Wand-WC, pinkel- Tafel, ohne Spülrohr Wall-hung WC, pinkel, with anti-refl, without flushing rim
550 x 400 x 125 mm 812289	550 x 360 x 120 mm 812290	550 x 360 x 40 (140) mm 812291	550 x 360 x 360 (400) mm 812292

Abtischschale, rund Storage tray, round	Abtischschale, rechteckig Storage tray, rectangular	Duschenwanne Badwanne, aus Mineralgipskeramik, Spülrohr, mit integriertem Überlauf und Fußsen Shower-tray bathtub, made of ceramic, anti-refl surface, with integrated overflow and feet	Duschenwanne Badwanne, aus Mineralgipskeramik, Spülrohr, mit integriertem Überlauf und Fußsen Shower-tray bathtub, made of ceramic, anti-refl surface, with integrated overflow and feet
325 x 325 x 60 mm 812293	360 x 360 x 60 mm 812294	1600 x 700 x 460 (620) mm 221082	1900 x 1300 x 650 (650) mm 221083

LAYOUT CONTENT

## 4. CORE COLLECTION BROCHURES

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### 4.1 GENERAL INFORMATION

Core Collection brochures are produced exclusively by LAUFEN HQ for our hi-end collections such as The New Classic, Sonar or Kartell by Laufen. These differ from the usual collection brochures not only in terms of layout, but also in terms of their format and high-quality paper.

#### CORE COLLECTION BROSCHÜRE THE NEW CLASSIC

Format	225 X 297 mm
Paper	Umschlag: Constellation SNOW 350/m <sup>2</sup> Innenteil: Arctic Volume white matt 130g/m <sup>2</sup>
Print	Cover: Cover 4/4 colours + semi-matt protective lacquer Content: 4/4 colours + semi-matt protective lacquer if required
Processing	Stitch binding

#### CORE COLLECTION BROSCHÜRE SONAR

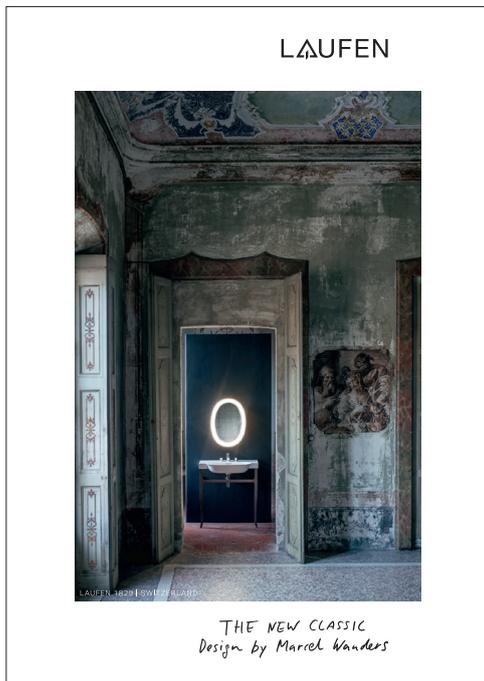
Format	225 X 297mm
Paper	Cover: Amber Graphic 300 g/m <sup>2</sup> Content: Amber Grapic Offset 100 g/m <sup>2</sup>
Print	Cover: 4/4 colours + semi-matt protective lacquer Content: 4/4 colours + semi-matt protective lacquer if required
Processing	Stitch binding



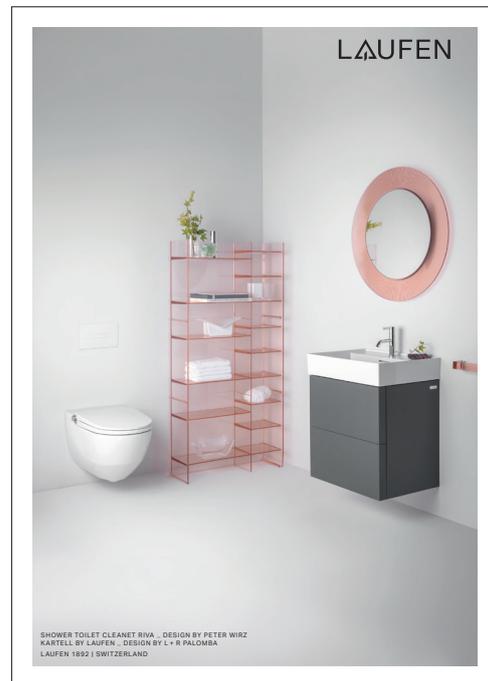
# 5. OVERVIEW ADVERTISEMENTS

All advertisements\* must be ordered via the LAUFEN advertising tool, which guarantees a consistent, global appearance. Exceptions must be agreed with LAUFEN HQ.

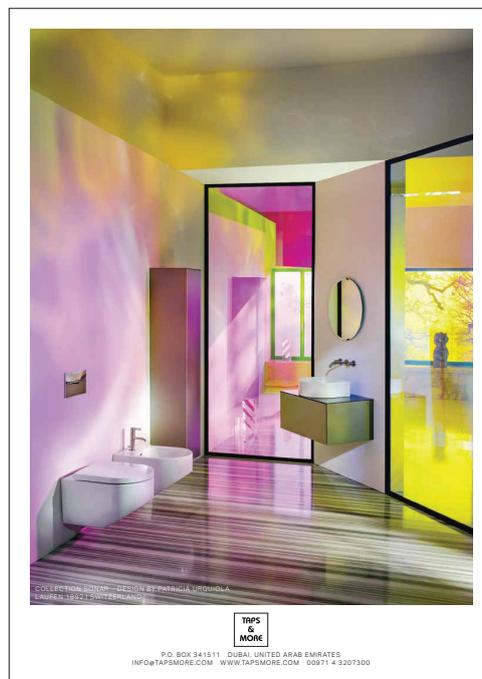
<http://laufen-order-form-production.eu-central-1.elasticbeanstalk.com/advertising>



CORPORATE AD  
wide white frame, ambience picture,  
handwriting.



PRODUCT AD  
narrow white frame, product picture,  
no handwriting.



CUSTOMIZED AD  
ditto product ads, additional logo of a  
partner

# 5. OVERVIEW ADVERTISEMENT

**WC DOUCHE CLEANET RIVA**  
Design by SETER W&Z

Laufen a magistralmente réussi à intégrer la délicate technologie du WC douche dans un corps céramique endossément. L'élégance architecturale de la salle de bains classique est également soulignée par la beauté de la ligne du WC douche Cleanet Riva.

**CLEANETCH**

**COMMANDE INTUITIVE PAR LE BOUTON ROTATIF**

**NETTOYAGE THERMIQUE DES ELEMENTS EN CONTACT AVEC L'EAU AVEC UNE EAU CHAUFFEE A 70 DEGRES**

**REGLEGE A LA DEMANDE LE SETER DOUCHE EST REGLABLE INDIVIDUELLEMENT.**

**RIDE ET ABATTANT AMOVIBLES POUR UN RETTOYAGE FACILE**

**DETACHAGE INTÉGRÉ LA TOTALITÉ DU SYSTÈME D'ÉVACUATION**

**TRAITEMENT DE SURFACE LCC ET SANS BRIDE**

**LAUFEN**

## INFO AD

ditto product ads, additional information on the product

**FLEXIBLE PROBLEMLÖSER**

**LAUFEN PRO MARBOND DUSCHWANNEN**

// Die LAUFEN Pro Marbond Duschwannen greifen ein wachsendes Bedürfnis des Marktes nach bezahlbaren Lösungen für den Duschbereich auf, die sich schnell, sicher, einfach und flexibel installieren lassen und den aktuellen Badtrends in Sachen Barrierefreiheit oder vielfältigen Formaten entsprechen.

**// MARBOND**  
MARBOND ist ein robuster Verbundwerkstoff von LAUFEN, der aus zwei Schichten besteht, die hochfest miteinander verbunden sind. Basis ist ein Mineralgusswerkstoff, dessen Oberfläche mit einer hochwertigen Gel Coat-Beschichtung versehen wird.

**// ALLTAGSTAUGLICH**  
Duschwannen aus Marbond haben eine natürliche Haptik, sind langlebig und stabil, wärmeisoliierend, geräuschtuneduldernd, schlag- und kratzfest, pflegeleicht und anti-bakteriell sowie UV-resistent. Zudem sind sie chemikalien- und temperatur-schockresistent nach EN 14527 sowie rutschfest nach DIN 51097, Klasse C.

**// UNIVERSELL**  
**ENSETZBAR**  
Die Duschwannen sind in über 49 Standardgrößen erhältlich. Sie können aufgesetzt, halbhängenbasiert oder flächenbündig verwendet werden.

**// BASSINBAU**  
Da mit dem Material auch fene Echvradien und definierte Kanten realisiert werden können, passen die Duschflächen perfekt ins Fliesenraster und schliessen passgenau mit Duschabstürzungen ab. Auch ist ein individueller Zuschnitt durch den Installateur vor Ort möglich – ideal etwa für den Einbau in Nischen.

**// HOHE ABLAUFLEISTUNG**  
Der leistungsfähige Siphon hat eine Abfließleistung von 37,2 l/min. Die Siphonabdeckung aus Edelstahl entspricht der Farbe der Duschwanne, die in Weiss, Hellgrau und Anthrazit gewählt werden kann.

**// EINFACH UND SCHNELL**  
**UNTERLEGEN**  
Mit der innovativen Montagebox von LAUFEN kann die Duschwanne ohne Füsse oder Rahmen und normgerecht dicht nach DIN 1883 installiert werden.

**// LEISE**  
Die Materialkomposition reduziert die Aufprallgeräusche des Wassers, das zugehörige Schallschutzelement sorgt für körperschalltechnische Entkopplung des Wannensiphons nach DIN 4109.

**DE.LAUFEN.COM**

**LAUFEN**

## ADVERTORIAL

\* Advertorials are created by the subsidiary but must ultimately be approved by LAUFEN HQ.

# 5. ADVERTISEMENTS

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## 5.1 FONT FORMATTING

The language of an advertisement is determined by the country of publication of the advertisement, unless otherwise requested.

Font: Aktiv Grotesk Light

Ad format up to A5 or smaller:

Font size 8pt

Line spacing 10pt

Tracking 100

**A** The distance from the text block to the respective image edge is 1.7mm

Ad format up to A4:

Font size 9pt

Line spacing 11pt

Tracking 100

**A** The distance from the text block to the respective image edge is 2.2mm

Ad format larger than A4:

Font size 12pt

Line spacing 14.5pt

Tracking 100

**A** The distance from the text block to the respective image edge is 2.5mm

**B** The handwritten text names the designer and the collection shown.

The smallest font formatting to be used corresponds:

Font size 7pt

Line spacing 18.5pt

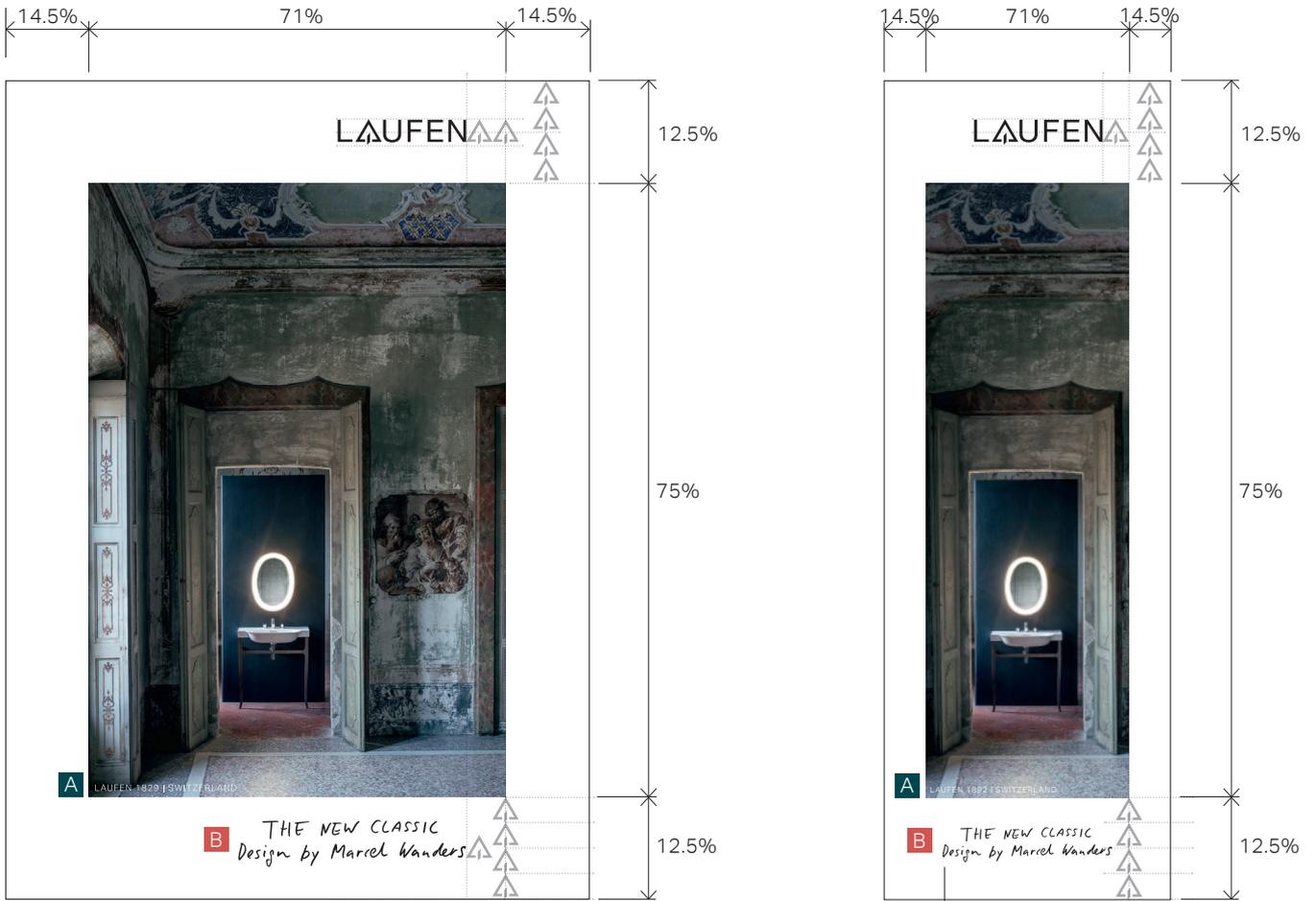
Tracking 80

**A** The distance from the text block to the edge of the image is at least 1.5mm.

# 5. ADVERTISEMENTS

## 5.2 LAYOUT CORPORATE ADS

Corporate ads are used to reinforce the brand image and reflect the ambience of the collection. Therefore, no additional information such as CTA is used here..



The signature is placed in the centre of 1/3 advertisements



\*See page 30 for font formatting.

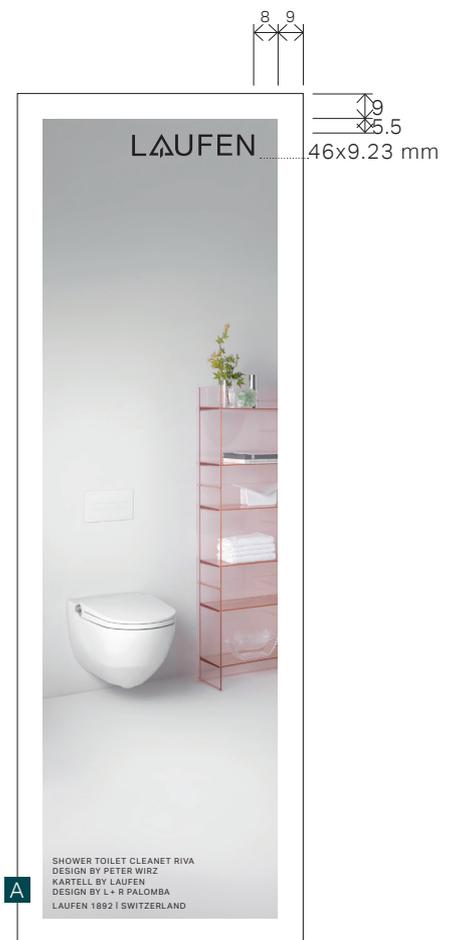
## 5. ADVERTISEMENTS

The new Kartell by Laufen ads have a special layout that differs from the other ads. If a full-page people ad is booked, the images including logo and text are rotated counter-clockwise. Currently it is not allowed to show other Kartell by Laufen images in ads than the given ones that can be requested at LAUFEN HQ.



# 5. ADVERTISEMENTS

## 5.3 LAYOUT PRODUCT ADS

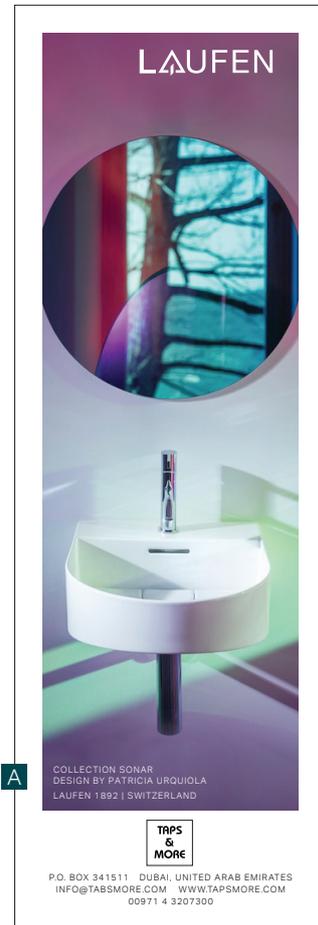


\*See page 30 for font formatting.

# 5. ADVERTISEMENTS

## 5.4 LAYOUT CUSTOMIZED ADS

It is possible to insert the logo of a partner or a reference to a trade fair, an event, etc. in advertisements. In addition, the image material can be freely selected. The layout corresponds to that of a product advertisement, whereby the partner logo is placed within the white image frame.



\*See page 30 for font formatting.

# 5. ADVERTISEMENTS

## 5.5 LAYOUT INFO ADS

The layout of info ads corresponds to that of the product ads. These ads are supplemented with additional information about the product in the form of icons, bubbles, texts or disruptors.

**A**

**WC DOUCHE CLEANET RIVA**  
Design by PETER WIRZ

**LAUFEN**

Laufen a magistralement réussi à intégrer la délicate technologie du WC douche dans un corps céramique entièrement fermé. L'esthétique architectonique de la salle de bains classique est élégamment soulignée par la beauté de la ligne du WC douche Cleanet Riva.  
[CLEANET.CH](http://CLEANET.CH)

COMMANDE INTUITIVE PAR LE BOUTON ROTATIF.

SIEGE ET ABATTANT AMOVIBLES POUR UN NETTOYAGE FACILE.

NETTOYAGE THERMIQUE DES ELEMENTS CONDUCTEURS D'EAU AVEC UNE EAU CHAUFFEE A 70 DEGRES.

REGLAGE A LA DEMANDE LE JET DE DOUCHE EST REGLABLE INDIVIDUELLEMENT.

DETARTRAGE INTEGRE LA TOTALITE DU SYSTEME D'ECOULEMENT.

TRAITEMENT DE SURFACE LCC ET SANS BRIDE.

**A**

**LAUFEN**

- POWERFUL REAR SHOWER
- DESCALING
- OSCILLATION
- APP CONTROL

LAUFEN-CLEANET.COM

SHOWER TOILET CLEANET NAVIA  
DESIGN BY PETER WIRZ  
LAUFEN 1892 | SWITZERLAND

SWISS MADE QUALITY SWISS MADE

**A**

**LAUFEN**

MORE SOLUTIONS FOR SMALL BATHROOMS AT [LAUFEN.COM](http://LAUFEN.COM)

COLLECTION WAL - DESIGN BY KONSTANTIN GRÖIG  
LAUFEN 1892 | SWITZERLAND

\*See page 30 for font formatting.

# 5. ADVERTISEMENTS

## 5.5.1 CALL TO ACTION COLOURS

When using Call To Action buttons in product advertisements, the following colours have to be used. The colours are to be chosen in such a way that they form a colour contrast to the picture.



CMYK 0.78.66.0  
RGB 210. 84, 80



CMYK 84.34.44.56  
RGB 0.70.79



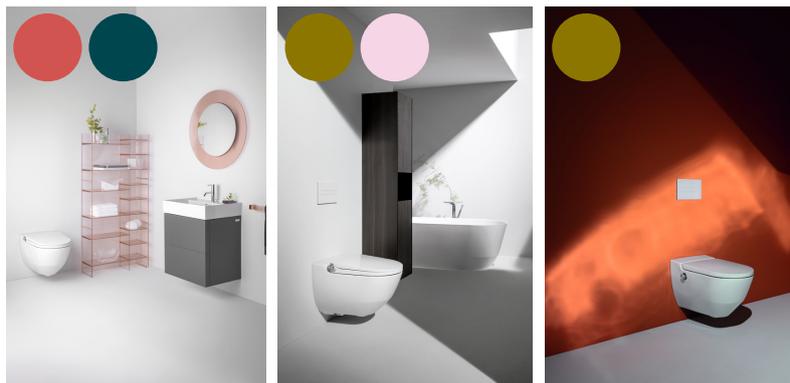
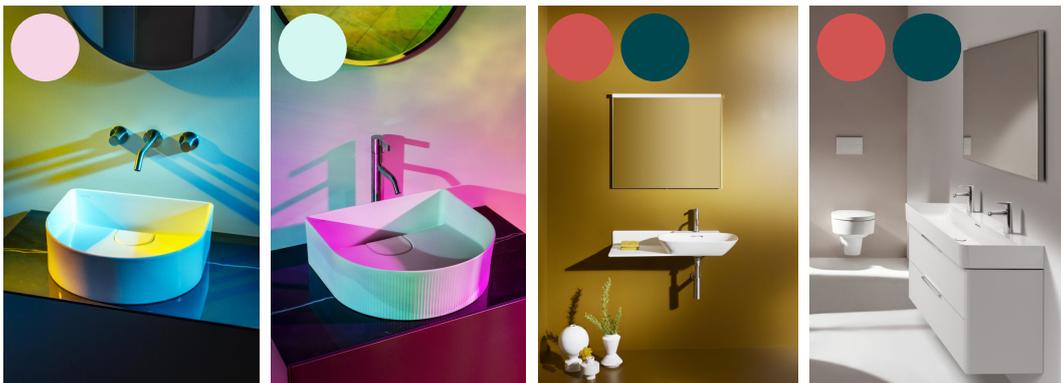
CMYK 25.44.100.25  
RGB 141.118.0



CMYK 19.0.10.0  
RGB 213.247.241



CMYK 3.20.1.0  
RGB 245.213.230



# 5. ADVERTISEMENTS

## 5.6 ADVERTORIALS

Advertorials are advertisements in the presentation of an editorial article and offer the possibility to present a product in more detail and also to include technical information if desired.

Advertorials must be marked with a reference such as „Advertisement“, „Sponsored Post“ or „Sponsored Link“.

Font: Aktiv Grotesk Light

ANZEIGE

### FLEXIBLE PROBLEMLÖSER *LAUFEN PRO MARBOND DUSCHWANNEN*

// Die LAUFEN Pro Marbond Duschwannen greifen ein wachsendes Bedürfnis des Marktes nach bezahlbaren Lösungen für den Duschbereich auf, die sich schnell, sicher, einfach und flexibel installieren lassen und den aktuellen Badtrends in Sachen Barrierefreiheit oder vielfältigen Formaten entsprechen.



**// MARBOND**  
Marbond ist ein robuster Verbundwerkstoff von LAUFEN, der aus zwei Schichten besteht, die hochfest miteinander verbunden sind. Basis ist ein Mineralgusswerkstoff, dessen Oberfläche mit einer hochwertigen Gel Coat Beschichtung veredelt wird.

**// ALLTAGSTAUGLICH**  
Duschwannen aus Marbond haben eine natürliche Haptik, sind langlebig und stabil, wärmeispeichernd, geräuschreduzierend, schlag- und kratzfest, pflegeleicht und anti-bakteriell sowie UV-resistent. Zudem sind sie chemikalien- und temperatur-schockresistent nach IN EN 14527 sowie rutschfest nach DIN 51097, Klasse C.

**// UNIVERSELL EINSETZBAR**  
Die Duschwannen sind in über 45 Standardgrößen erhältlich. Sie können aufgesetzt, halbeingelassen oder flächenbündig verwendet werden.

**// PASSGENAU**  
Da mit dem Material auch feine Eckradien und definierte Kanten realisiert werden können, passen die Duschflächen perfekt ins Fliesenraster und schliessen passgenau mit Duschabtrennungen ab. Auch ist ein individueller Zuschnitt durch den Installateur vor Ort möglich – ideal etwa für den Einbau in Nischen.

**// HOHE ABLAUFLEISTUNG**  
Der leistungsfähige Siphon hat eine Ablaufleistung von 37,2 l/min. Die Siphonabdeckung aus Edelstahl entspricht der Farbe der Duschwanne, die in Weiss, Hellgrau und Anthrazit gewählt werden kann.

**// EINFACH UND SCHNELL INSTALLIERBAR**  
Mit der neuartigen Montagebox von LAUFEN kann die Duschwanne ohne Füsse oder Rahmen und normgerecht dicht nach DIN 1853 installiert werden.

**// LEISE**  
Die Materialkomposition reduziert die Aufprallgeräusche des Wassers, das zugehörige Schallschutzset sorgt für körperschalltechnische Entkopplung des Wannenkörpers nach DIN 4109.

DE.LAUFEN.COM

## LAUFEN

# 6. GREETING CARDS

## 6.1 GENERAL INFORMATION

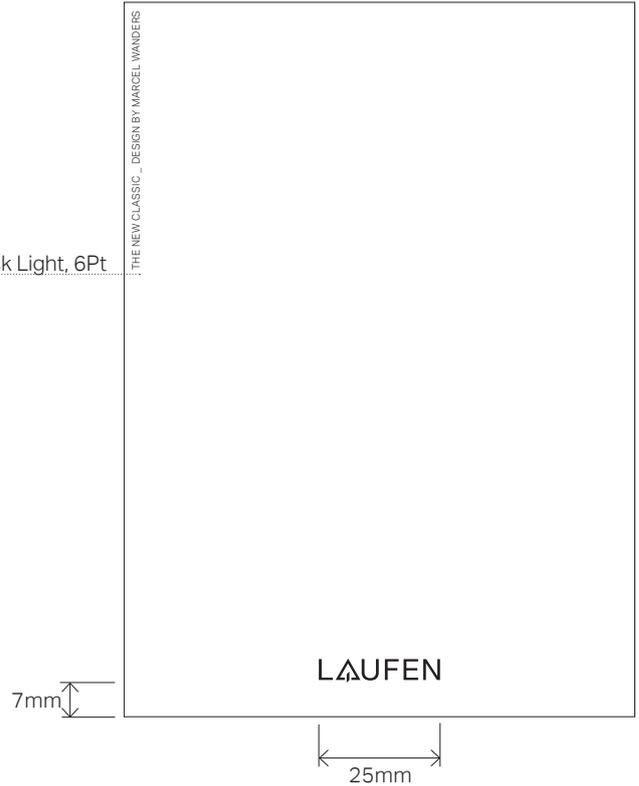
The greeting cards always show an ambience image on the front, the LAUFEN logo and a reference to the collection and the designer on the back. Other design options must be agreed with LAUFEN HQ.

Format            A6  
Papier            300 gm<sup>2</sup>, Lessebo 1.3 Rough Natural

## 6.2 LAYOUT



Aktiv Grotesk Light, 6Pt



# 7. LETTERS + ENVELOPES

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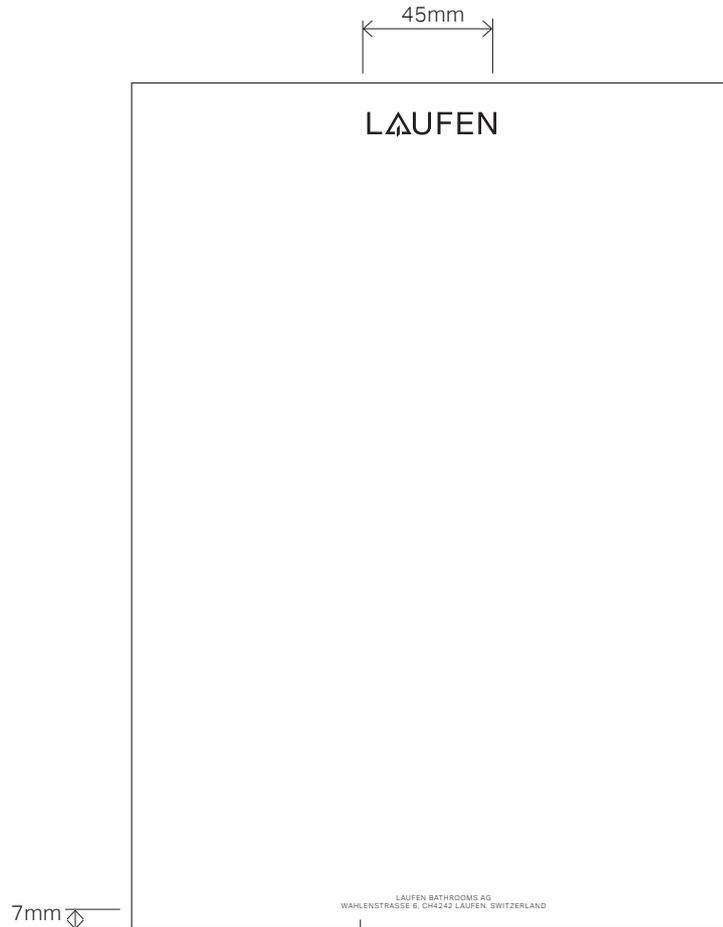
7.1 WRITING PAPER A4 WITH ADDRESS

7.1.1 GENERAL INFORMATION

Paper Plano Premium, 80 g/m<sup>2</sup>

---

7.1.2 LAYOUT



Aktiv Grotesk light, 7 pt / 8.4 pt / 100 (font size / line spacing / tracking)

# 7. LETTERS + ENVELOPES

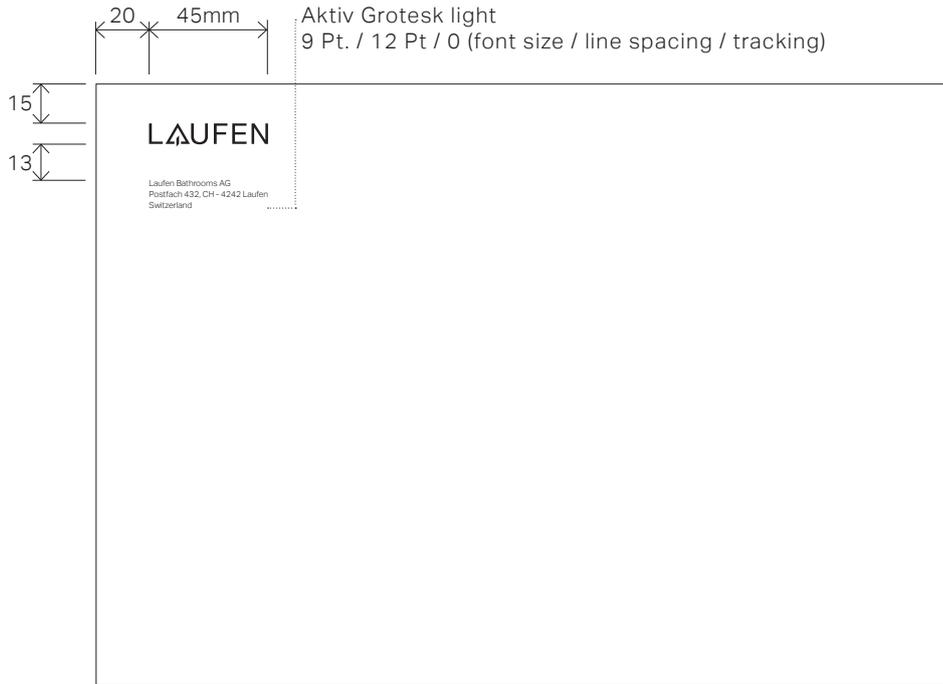
## 7.2 ENVELOPES C4

### 7.2.1 GENERAL INFORMATION

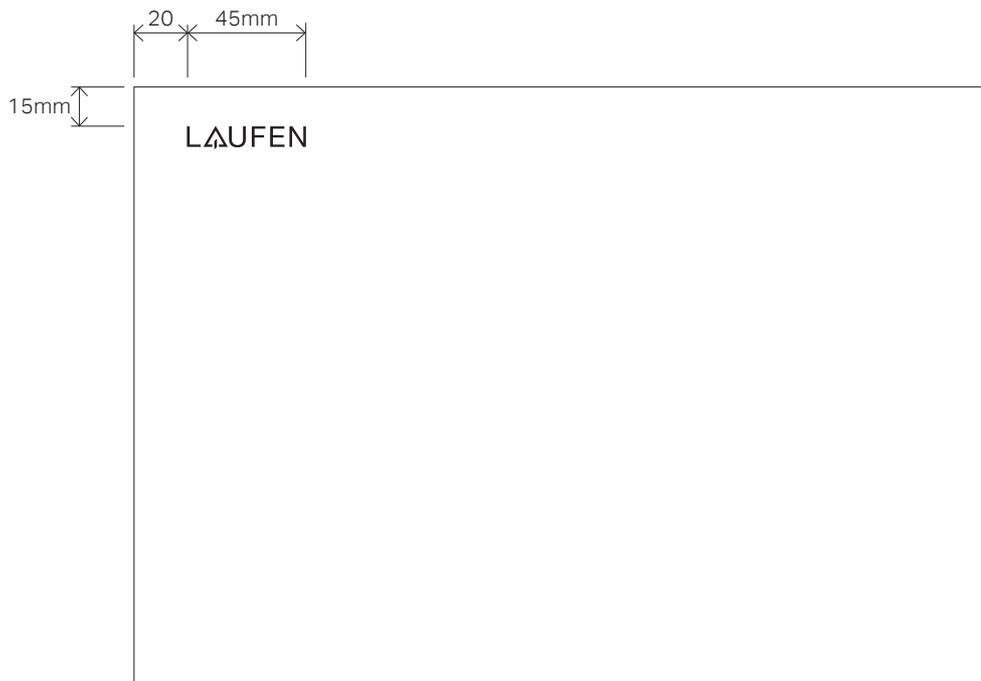
Paper Swiss Premium weiss, 100 g/m<sup>2</sup>

### 7.2.2 LAYOUT

WITH  
ADDRESS



WITHOUT  
ADDRESS



# 7. LETTERS + ENVELOPES

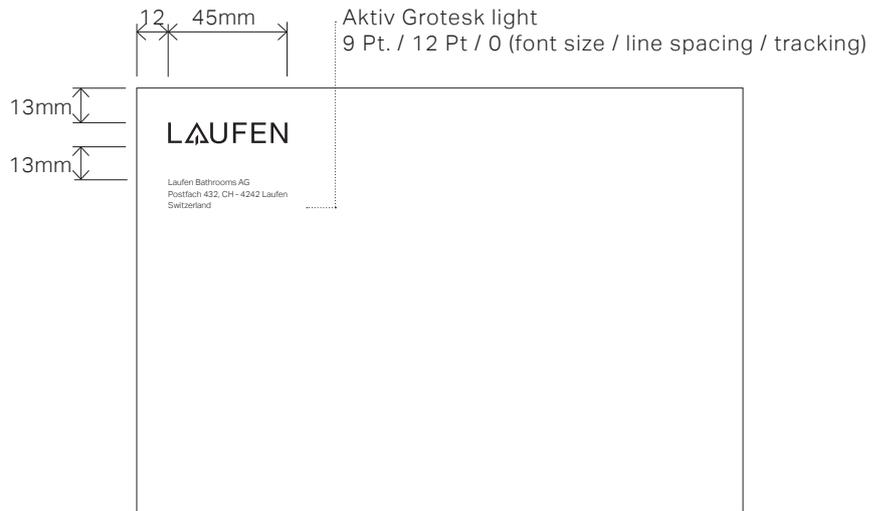
## 7.3 ENVELOPES C5

### 7.3.1 GENERAL INFORMATION

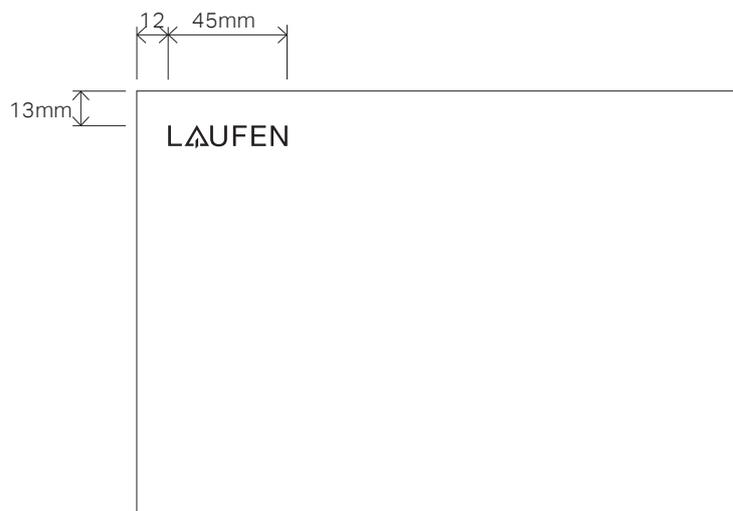
Paper Swiss Premium weiss, 100 g/m<sup>2</sup>

### 7.3.2 LAYOUT

WITH  
ADDRESS



WITHOUT  
ADDRESS



# 8. BUSINESSCARDS

## 8.1 GENERAL INFORMATION

Format 85 X 54 mm  
Paper Offset, matt, white, wood-free, 300 g/m2

## 8.2 LAYOUT

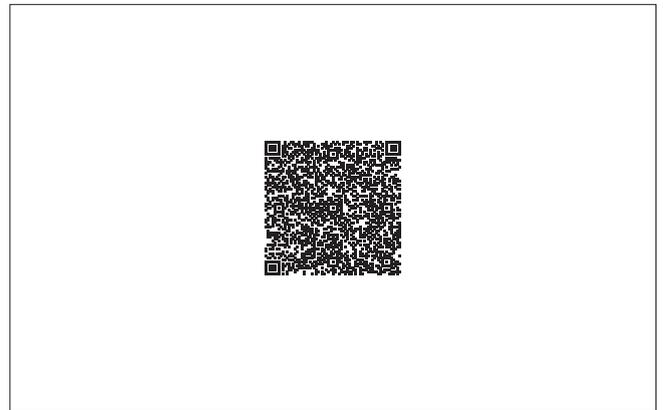
The business card with the LAUFEN and ROCA logo shows the logo of the business location first.

### Margins 5mm

Aktiv Grotesk light, 9 pt / 9 pt / 0 (font size / line spacing / tracking)

Aktiv Grotesk light, 8 pt / 8.5 pt / 0 (font size / line spacing / tracking)

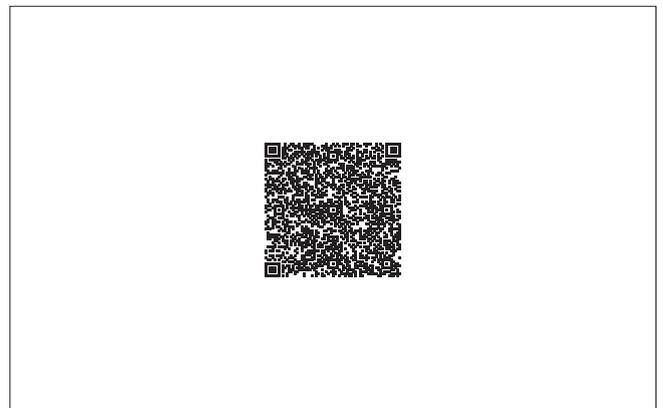
LAUFEN logo: 26.9 X 5.4 mm / QR-Code: 20 X 20 mm



Aktiv Grotesk light, 7 pt / 7.5 pt / 0 (font size / line spacing / tracking)

Aktiv Grotesk light, 7 pt / 8.5 pt / 0 (font size / line spacing / tracking)

LAUFEN logo: 26.9 X 5.4 mm / ROCA logo: 14.06 X 6.058 mm / QR-code: 20 x 20 mm



2.5mm distance between the logos

# 9. NOTEPADS

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## 9.1 GENERAL INFORMATION

Format	A4 (210 X 297 mm)
Paper	Cover: gloss laminated, 300 g/m2 Content: Offset, white, woodfree, 80 g/m2
Print	Cover: 4/0 Skala Content: 1/0 Depth
Processing	Stitch or glue binding

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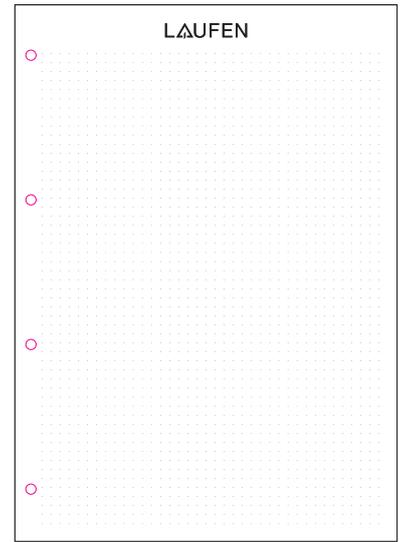
## 9.2 LAYOUT



FRONT PAGE



BACK PAGE



CONTENT

