

The logo consists of a solid red square with the word "RUPES" in white, bold, italicized, sans-serif capital letters centered within it.

RUPES[®]

CORPORATE IDENTITY

M a n u a l

CORPORATE IDENTITY

PURPOSE OF STANDARDS, DEFINITION AND INTENT

PURPOSE

The purpose of the **RUPES® CORPORATE IDENTITY MANUAL** is to provide a single, consistent framework that helps build brand equity and identity. This unified approach, when applied across all print ads, web banners and brochures for RUPES branded products and services, will create focus internally and ensure external audiences understand who we are, what we do and how RUPES can create value for them.

DEFINITION

The **RUPES CORPORATE IDENTITY MANUAL** is a set of standards and guidelines that help to define the look, tone and message for RUPES print advertisements, web banners and brochures. It includes direction for the approved signature, typography, color and page layout. The RUPES CORPORATE IDENTITY MANUAL will guide all RUPES' advertising worldwide.

WHEN TO USE THE RUPES CORPORATE IDENTITY

The **RUPES CORPORATE IDENTITY MANUAL** is intended to be used by any member of RUPES network responsible for creating communications with the RUPES brand. The RUPES CORPORATE IDENTITY STYLEGUIDE provides standards and guidelines for print advertising, banners, brochures and artworks.

RUPES CORPORATE IDENTITY ELEMENTS

The individual elements that create the RUPES CORPORATE IDENTITY include:

1. RUPES Design Mark
2. Typography Standards
3. Color Standards
4. Applications
5. Brand Terms of use and conditions

This styleguide is aimed at disciplining the visual layout of all the RUPES brands: SKORPIO, BIGFOOT and CYCLO. The composition of these elements is discussed in the following pages.

IDENTITY ELEMENTS

All the members of RUPES network (branches, dealers, importers, distributors) are obligated to follow the guidelines illustrated in this manual. **Every communication document, print advertising, web banner, brochure and any other document where RUPES C.I. is intended to be used, must be previously approved by RUPES Marketing Department.**

CORPORATE IDENTITY

RUPES DESIGN MARK

SPACING AND SIZES

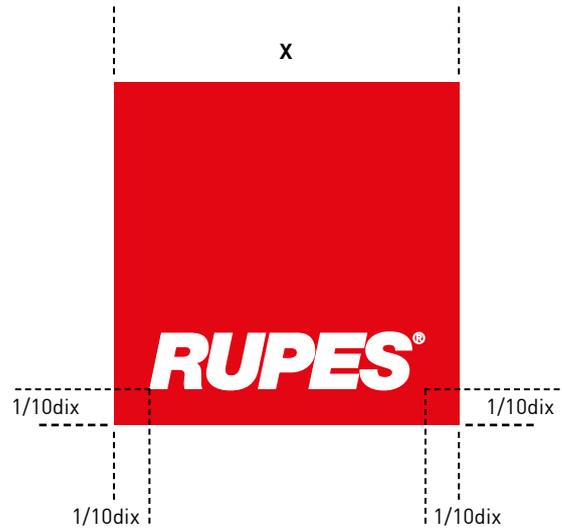
RUPES® is a global brand. Universal identity standards are necessary in order to create a unified brand that is immediately recognizable. The standard RUPES logo is a **red square** with the RUPES name in white placed with the distance indicated in the picture by side. The measurement does not include the ®.

The **RUPES** logo must remain as originally drawn and proportioned, and cannot be modified. The logo's shape, proportion, color and orientation must not be altered in any way. It's not permitted to cut off the red square or to reduce its size. The logo should always have a bounding box, or "**clear space**" around, to separate it from surrounding elements.

The clear space area of the logo must not contain any text, photos or other graphic elements that would interfere with the readability or interpretation of the RUPES logo itself.

The RUPES logo, in every case, must be legible. Always use artwork in a size that ensures readability.

When it is not possible to use the standard design mark, any other use of RUPES logo must be authorized by the RUPES Marketing Department.



CORPORATE IDENTITY

RUPES DESIGN MARK

STANDARD COLOURS

Color identifies our company and creates powerful impressions about our brand.

Accurate and appropriate use of color helps customers to remember our company, dealers and products. RUPES Corporate Red is the dominant primary color. RUPES and it's network must leverage this color in all advertising and communication initiatives.

Rupes Corporate Black is used for Skorpio and BigFoot logos only.

Provide the most accurate color reproduction for any producible material (i.e. paint, textiles, ink, plastic, vinyl etc.). Use Pantone color swatch (485C) for a visual match.

Process Printing (Four-color process, CMYK)

Red

Process printing – CMYK

Cyan 0
Magenta 100
Yellow 100
Black (K) 0

Pantone
Red 485C

Black

Process printing – CMYK

Cyan 40
Magenta 30
Yellow 30
Black (K) 100

COLOR PALETTE

Signature Colors

RED

*PANTONE



485C

C	M	Y	K	R	G	B
0	100	100	0	227	6	19

BLACK



Black 2 C 2x

40	30	30	100	14	15	14
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CORPORATE IDENTITY

RUPES DESIGN MARK

SKORPIO, BIGFOOT & CYCLO LOGOS

Skorpio® and BigFoot® logos require consistent and coordinated use worldwide in order to establish them as recognized symbols in the marketplace. These symbols cannot be changed or modified in any way. Therefore, always be sure to use the correct electronic logos (**Fig. A/B**).

The **® symbol must always be included**. Skorpio and BigFoot logos must be legible. Always use the logo in a size that ensures readability. BigFoot logo can also be used without the descriptor (**Fig. C**).

The space around the logo must not contain any text or other graphic elements that would interfere with the readability or interpretation of the logos. Use these logos in print advertising, web banners, and brochures to reinforce the **RUPES** brand.

Partners, vendors and other third parties can use only this approved file when they need our logo on black (this logo is only provided on specific request for logo on black). Attempting to reverse out our logo in any other way is not permitted.

Cyclo Toolmaker logo is an elliptical shaped trademark. (Fig. D).

User may create advertisements, promotions, Internet web pages, and similar materials in connection with the products.

User will submit **samples of these materials** for the RUPES review and approval, which approval shall not be unreasonably withheld, before such materials are finalized or displayed to the public. User agrees to use the logos only in the form and manner as shown above or as approved by RUPES to create advertisements, promotions, web pages and similar materials, and not to use any other mark in combination with the brand without prior written approval of the Company.

Fig. (A)



Fig. (B)



Fig. (C)



Fig. (D)



CORPORATE IDENTITY

RUPES DESIGN MARK

BIGFOOT CAR DETAILING ACADEMY & BIGFOOT CAR DETAILING CENTRE LOGOS

BigFoot® Car Detailing Centre and BigFoot® Car Detailing Academy logos are property of RUPES S.p.A.

They require consistent and coordinated use worldwide in order to establish them as recognized symbols in the marketplace. These symbols cannot be changed or modified in any way. Therefore, always be sure to use the correct electronic logos.

The **® symbol must always be included.**

Partners, vendors and other third parties can use only this approved file when they need our logo on black (this logo is only provided on specific request for logo on black). Attempting to reverse out our logo in any other way is not permitted.

These logos are subjected to all the guidelines of the present manual.



CORPORATE IDENTITY

TYPOGRAPHY STANDARDS

LOGO'S FONT & NAME

FONTS RUPES' standard fonts are from the DIN and Helvetica Condensed families. In order to further promote typographic consistency, these preferred styles of the approved RUPES standard fonts are to be used within the RUPES CORPORATE IDENTITY. Examples of these styles as follows:

DIN-Black

for headlines and subheads in print advertising, web banners and brochures

- **abcdefghijklmnp...**
 - **ABCDEFGHIJKLMNP...**
-

DIN-Regular

for text in print advertising, web banners and brochures

- abcdefghilmnop...
 - ABCDEFGHILMNOP...
-

Helvetica Condensed

for text in catalogues, notepapers, business cards

- abcdefghilmnop...
- ABCDEFGHILMNOP...

RUPES PRODUCTS NAMES

RUPES product names must always be written in capital letters (brochures, letters, catalogues), with an alphabetical root consisting in two or three alphabetic characters followed by a space and a numerical/alphabetical ending, as in the following examples:

LHR 21ES
ER 155TE

Always use the standard typography for the product name. Other fonts and graphics representation must be avoided. "RUPES" is always written in capital letters.

CORPORATE IDENTITY

LOGO - INCORRECT USAGE

DO NOT add to the visual complexity of your advertising by using a myriad of type styles and colors



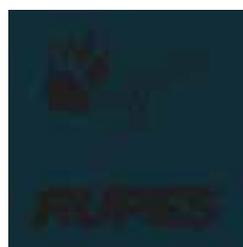
DO NOT use colors outside of the RUPES color standards



DO NOT stretch or skew the approved signature



DO NOT use the approved signature with graphic effects outside the design marks standards



DO NOT display the approved signature at an angle or vertically



DO NOT add decorative elements to the logo



CORPORATE IDENTITY

LOGO - INCORRECT USAGE

DO NOT trivialize the approved signature by using repetitively or decoratively.



DO NOT change colors of the standard logo (logotype, background, design features).



DO NOT eliminate the logo clear space (red square).



DO NOT use any tagline under the RUPES brand



DO NOT cut off the standard dimension logo



DO NOT add background, strokes, gradients, reflections to the logo.



CORPORATE IDENTITY

APPLICATIONS

ADVERTISING PAGES

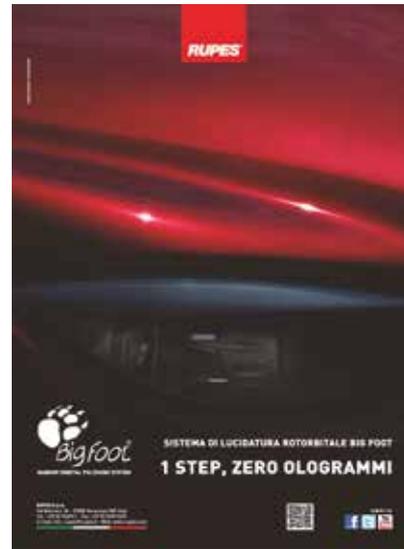
ADV pages are structured in **letterhead** and **image area**.

Be careful to use only the **corporate colours** for Print and web ADV (see color palette).

RUPES logo should preferably be placed **on the top-middle** of the piece.

Adhere to **minimum size** and **clear space** standards for the approved identity. The footer must contain the Company's contacts and social media icons.

In the product ADV page, always insert some highlights regarding the product components, to underline its benefits.



CORPORATE IDENTITY

APPLICATIONS

ADVERTISING IN CASE OF JOINT MARKETING

Joint Marketing is when different companies or distinctly different businesses within the same companies use their brands, as represented by their logos, in the same ADV material, to support, sell or promote a grouping of businesses, offerings or capabilities.

All company logos must appear **visually equal** in terms of size. Color and clear space for all logos should be followed.

Don't combine together the partners / product lines / product names together, but use them separately.

Neither combine the RUPES and BigFoot brand into the same square: they're two different entities and have to be represented separately.

The red square is the logo's **clear space**, and it cannot be altered in any way.

Always use corporate colors for backgrounds. Also matte grey is allowed.

Don't use different images as a background.

All the graphic materials / artworks, has to be approved by the central RUPES Marketing Department.

CORPORATE IDENTITY

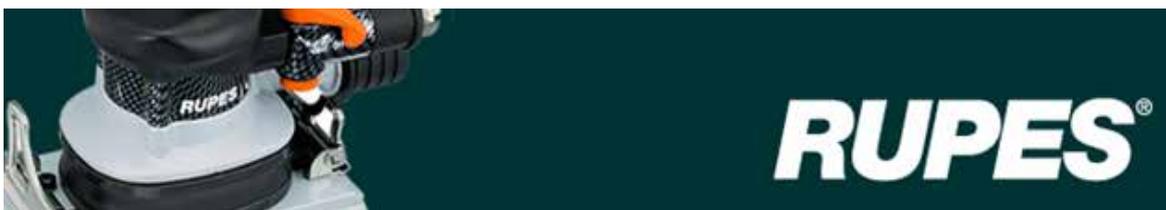
APPLICATIONS

WEB BANNERS

For the web banners, always follow the general standards and guidelines valid for the logo usage. Only use RUPES **authorized colors** and **pictures** as a background.

Only use logo or pictures of RUPES products, and avoid using different typefaces apart from the RUPES standard typeface family.

INCORRECT USAGE



CORPORATE IDENTITY

APPLICATIONS

POSTERS, BANNERS & ROLL- UP

For the web banners, always follow the **general standards** and **guidelines** valid for the logo usage. Only use RUPES authorized colors and pictures as a background.



CORPORATE IDENTITY

APPLICATIONS

MERCHANDISING

The appropriate usage of our logos is basic for the successful implementation of RUPES visual identity. Appropriate implementation of the RUPES brand elements will continue to develop a strong Company brand image.

Please note that we generally don't permit use of our marks on merchandise, unless the **RUPES official merchandising** articles.

Application of RUPES logo on partner's apparel, toys or any other merchandise, needs to be approved by the central Marketing Department.

For any other application or material, you should advise the Marketing & Communication Department.



CORPORATE IDENTITY

APPLICATIONS

FAIRS AND EVENTS

The **RUPES® CORPORATE IDENTITY MANUAL** guidelines has to be applied also to RUPES Fairs, events and trade-shows worldwide.

These set of standards and guidelines have been developed to ensure our global advertising has a common “look and feel”, and carries relevant messages focused on customers and their business issues. By understanding and adhering to these standards and guidelines, you help RUPES build a strong and unified brand.

The individual elements that will be applied to the look of RUPES Trade shows include:

- 1) Approved Identity
- 2) Typography
- 3) Color
- 4) Photography

1) Our **design mark** (The RUPES® logo) serves as the primary brand of our corporate identity system. Consistent usage of the design mark starts by always using the approved artwork in compliance with RUPES’ standards.

Ensure your design mark will respect the minimum size and clear space requirements (see 1.1.). Ensure to always use the squared shaped logo, and no other shape instead of it.

2) RUPES standards typefaces are from the **DIN family**. See par. 2.1 for any further detail.

3) Corporate trade show graphics are preferably **black /white with white/black typography**. The standard RUPES logo configuration is generally used, combined with the BigFoot logo.

4) Only **product pictures** are allowed. Any use of different pictures (cars or application pictures) must be authorized by the central Marketing Dept.

CORPORATE IDENTITY

APPLICATIONS

FAIRS AND EVENTS- SAMPLES



CORPORATE IDENTITY

LEGAL NOTICE

RUPES promotes and commercialises the Products under registered trademarks (RUPES®, BigFoot®, Skorpio®, Cyclo®, iBrid® and QMag®, including any future trademark registered by RUPES in connection with the Products), unregistered trademarks, trade names, logos, symbols etc. (hereinafter collectively designated as “Symbols”)

Distributors, dealers, resellers or other third parts (hereinafter jointly called “the User”) shall make use trademarks, trade, names or any other symbols of RUPES for the only purpose of identifying and advertising the Products, within the scope of his activity in the RUPES’ sole interest. However, any use of the Symbols in Internet, on the headed letter, on advertising materials or on any other materials addressed to third parties shall require the **prior written consent of RUPES** and must be in accordance with the Corporate Identity.

The User hereby undertakes neither to register nor to register through third parties, the Symbols, or any trademarks, trade names or symbols that may be confused with the Symbols, in the Territory or elsewhere. The User hereby undertakes neither to register nor to register through third parties, domain names that may be confused with the Symbols, in the Territory or elsewhere. The User furthermore agrees neither to include the Symbols in his own trade or company name, nor to use the Symbols in social networks.

The User shall inform RUPES as soon as he gets notice of it, about any acts of unfair competition or infringement of the RUPES’ industrial property rights (i.e. trademarks, trade names, domain names, designs) by third parties and concerning the Products and/or the Symbols and/or the RUPES’ domain names. He shall also assist RUPES in defence of his rights in the Territory.

NOTE: Any use of RUPES®, BigFoot®, Skorpio®, Cyclo®, iBrid®, QMag® and any future trademark registered by RUPES, including domain names and social media, must be authorized by the RUPES Marketing Department. For any further information or advice about Logos usage please write to:
info_rupes@rupes.it