**Logo.** Introduction.

The logo consists of the wordmark and the horse symbol. With the wordmark, we maintain a friendly and readily recognizable appearance. The characteristic ligature of the letters C and O is distinctive and the harmonious characters provide easy usability, as well as good legibility.

The horse symbol represents the brand’s long-standing tradition. Its roots lie in the first product for which the company registered a trademark – for “hoof buffers” (for horses). The horse is dynamic and powerful and conveys an impression of speed and agility.
Logo. Overview of logo versions.

This is the registered trademark of the corporate group and products. Examples for use: global brand management, whenever the logo is used to identify the corporation, business publications, building signage, product labelling, Internet

The stand-alone icon is not a replacement for the Continental logo and is used sparingly on advertising media, e.g. on giveaways and merchandising articles in cases where the reproduction of the entire logo is not feasible.
The obligatory white space around the logo is a protective margin. The logo should never be used without it. The height/width of the protection margin (1x) is equal to half of the logo height (2x).

In exceptional cases involving special formats, the logo protection area can be reduced by ½x to allow for a larger logo.
The stand-alone Continental icon is designed to give the impression of a quality stamp. It stands for high-quality products and has a reputation for value in different cultures.

The stand-alone icon is not a replacement for the Continental logo. It may not appear in the immediate vicinity of the logo.

The obligatory white space around the icon is a protective margin. The logo should never be used without it. The height / width of the protection margin (1x) is equal to 1/5 of the icon height (5x).

The stand-alone icon can be used on:
- Giveaways
- Merchandising articles
- Fairs and events
- Roll-ups
- Signage
- Car branding

The minimum width of the logo is 15 mm. The logo may not appear smaller than this. If you find it impossible to comply with this requirement, please contact the person in your division responsible for corporate identity issues (see page 54).
**Logo. Don’ts.**

<table>
<thead>
<tr>
<th>Never compress or stretch the logo</th>
<th>Never use the logo without the symbol</th>
<th>Never put the logo into italics</th>
<th>Never distort the logo</th>
<th>Never use other colors</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never use cutouts from the logo</td>
<td>Never shade or color the background</td>
<td>Never use the logo on images</td>
<td>Never change the color of the tagline</td>
<td>Never modify the proportions of the logo</td>
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</table>
The logo can appear in four-color or black-and-white versions, depending on the medium or application.
**Color system. Primary colors.**

Continental Yellow, Continental Black (1C / 4C), Continental Silver, and Continental White are the primary corporate colors.

Continental Yellow is used for large surfaces as well as headlines, introductory passages, and to highlight passages in copy.

Continental Black has specifications for both one-color and four-color applications. When dealing with large surfaces, the four-color version should be used to ensure the proper degree of saturation. Copy and the logo must appear in the one-color version.

Continental Silver is used as an additional color in the corporate identity.

Continental White is used as a background color and for large surfaces in Automotive applications. Continental White is also used when typography and the logo are reversed against a colored background.

Please print the Continental primary colors as special colors whenever possible and use the correct colour application for the respective print or production method. The color matching for digital print is cmyk.

*Used for copy and the logo
**Used for large surfaces
Contact.

If you have any further questions, please contact our team:

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