

Corporate Design Manual

– Design Guidelines / United Kingdom –

Why do we need a uniform corporate image?

Our corporate image is characterised externally and internally by a multitude of differing means of communication. Every time we communicate we have the opportunity to convey our company culture. Yet each communication we initiate also brings with it the danger that we will be perceived as confused and indecisive. The aim of this corporate design manual is to lay down clear and definite foundations for our communications, so that we can create and maintain a holistic and coherent image. Because a successful business needs a clear and unique profile.

It is also increasingly important for a company to differentiate itself from the prevailing media overkill. Only that which is familiar and recurrent stands the chance today of being remembered in the long term. A conclusive, holistic corporate presence is even more important for us, since as a provider of financial services we offer intangible products.

We operate under the brand name "comdirect" in important markets in Europe and we will continue to expand. Our intention is to adapt our procedures to accord with the local circumstances in each country. Successful and targeted positioning under the umbrella brand "comdirect" can only succeed, however, if we all have a uniform corporate image as the cornerstone of our communications.

We regard the corporate design manual in front of you as a call to all of us to share in the responsibility of creating a uniform image for our company.



Bernt Weber
Member of the Board of comdirect bank AG

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1. Introduction

A uniform corporate image

comdirect bank AG is a group with many employees, international branches and a range of online services accessible the world over. This leaves customers, shareholders and the general public with a multitude of traces and impressions. Resulting from the many separate characteristics is an image of our company constantly subject to interpretation and assessment.

The recipient encounters not only constants but also a variety of impressions which continually portray our company in a fresh and lively manner. Certain values shall be assigned to the corporate image we have designed from which a perception is constructed. This consists of both objective and subjective components.

Added value for the brand

We aim to play a decisive role in creating the external image. It is necessary to construct an image strategically based on the aims of our company, its marketing and communications. We contribute added value to the brand comdirect – on the one hand establishing reliability and confidence in our company, and on the other generating the identification which has a crucial impact on customer preferences in a heterogeneous market.

The task of corporate identity is to have a targeted effect on these preferences. It is based on three pillars: corporate culture, corporate communication and corporate design.

The corporate design manual is the cornerstone of our communications. The aim of this corporate design manual is to lay down clear and definite foundations for our communications. Only in this way our separate communication measures combine in such a manner as to present a holistic and coherent image.

Compulsory rules

The design guidelines in this manual are compulsory for all divisions of comdirect.

Any variations or innovations not covered by the existing guidelines must be given clearance by International Branding.

Should you have any questions, please contact Stephan Prien.
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2. Offline Communication

2.1 Text logo



2.1 Text logo

Design of the text logo

The "comdirect" text logo is used internationally to indicate the sender in both legal correspondence and advertising. It is thus used as the sender's logo at the business level (e.g. on forms, envelopes, letterheads and business cards) and for advertising purposes (e.g. ads, posters, brochures, inserts, TV spots and direct mailings).

The same font (Frutiger) is always used in order to avoid "watering down" the text logo's effect.

At the start of a sentence, and in headers, intermediate lines or continuous text, the "comdirect" text logo is always printed in lower case.

Please note: specific examples of how to use the "comdirect" text logo are given on the following pages and in the appropriate sections.

■ **comdirect**)
be empowered

■ **comdirect**)
be empowered

2.1 Text logo

The text logo in Germany

Whenever comdirect bank AG issues an advertisement in Germany, the text logo always consists of "comdirect" together with the claim "be empowered". This applies to:

- all print media, advertisements, posters, brochures, inserts and flyers (but not forms or terms and conditions)
- all radio and TV spots
- all direct mailings

Definition of the distance between text logo and claim

The claim is always set centrally with respect to the text logo.

It starts at a vertical grid line at the right-hand edge of the "o", and ends at the vertical grid line for the down stroke of the "e".

An imaginary horizontal line from the bottom end of the parenthesis to the topmost point of the claim determines the distance from the text logo.

Note: If the use of a claim is required when the text logo is used internationally, only "be empowered" may be used.

A file of the text logo is used for reproduction purposes. The text logo may not be produced from scratch.

■ **comdirect**)

■ **comdirect**)

■ **comdirect**)

■ **comdirect**)

■ **comdirect**)

■ **comdirect**)

■ **comdirect**)
10.6 mm

2.1 Text logo

The text logo in different sizes

Given the wide range of possible applications, no maximum size has been defined. However, if specific sizes are mentioned in this manual for certain printed materials (letters, etc), then they must be used accordingly.

The text logo must be at least 10.6 mm wide whenever it is used.

■ **comdirect)**

■ **comdirect)**

■ **comdirect)**

■ **comdirect)**

■ **comdirect)**

■ **comdirect)**

2.1 Text logo

The text logo in colour

The text logo is usually printed as a positive (black) image, with a yellow dot and yellow parenthesis.

If the background is black or dark, then the negative version is used.

If the text logo is screen printed in a single colour, the text is black, with both the dot and the parenthesis set in 30% black.

In the negative version, the dot and parenthesis are set in 50% black.

If screen printing methods are not used (e.g. embossing), the text is provided as single-colour line artwork (full-tone black).

In the negative version, the dot and parenthesis are printed in white.

	2. Offline Communication
	2.2 Colours

2.2 Colours

The house colours

The house colours for comdirect are black (100%) and yellow (HKS 5).



Black (100%)



HKS 5
(Pantone 116 C)

2. Offline Communication

2.3 Fonts

2.3 Fonts

The house fonts

All communications issued by comdirect are produced in the "Frutiger" font. Four different typefaces are used.

The "Frutiger" typefaces can be ordered over the Internet from the Adobe Type Library:

http://www.adobe.com/type/browser/P/P_261.html

The "Euro" typefaces can also be ordered over the Internet from the Adobe Type Library:

<http://www.adobe.com/type/eurofont.html>

Frutiger 57 Condensed

aābcdefghijklmnoöpqrstuüvwxyz
AĀBCDEFGHIJKLMNOÖPQRSTUÜVWXYZ
1234567890 ,,:-!/?%*\$£¥

Frutiger 67 Bold Condensed

aābcdefghijklmnoöpqrstuüvwxyz
AĀBCDEFGHIJKLMNOÖPQRSTUÜVWXYZ
1234567890 ,,:-!/?%*\$£¥

Frutiger 77 Black Condensed

aābcdefghijklmnoöpqrstuüvwxyz
AĀBCDEFGHIJKLMNOÖPQRSTUÜVWXYZ
1234567890 ,,:-!/?%*\$£¥

Frutiger 87 Extra Black Condensed

aābcdefghijklmnoöpqrstuüvwxyz
AĀBCDEFGHIJKLMNOÖPQRSTUÜVWXYZ
1234567890 ,,:-!/?%*\$£¥

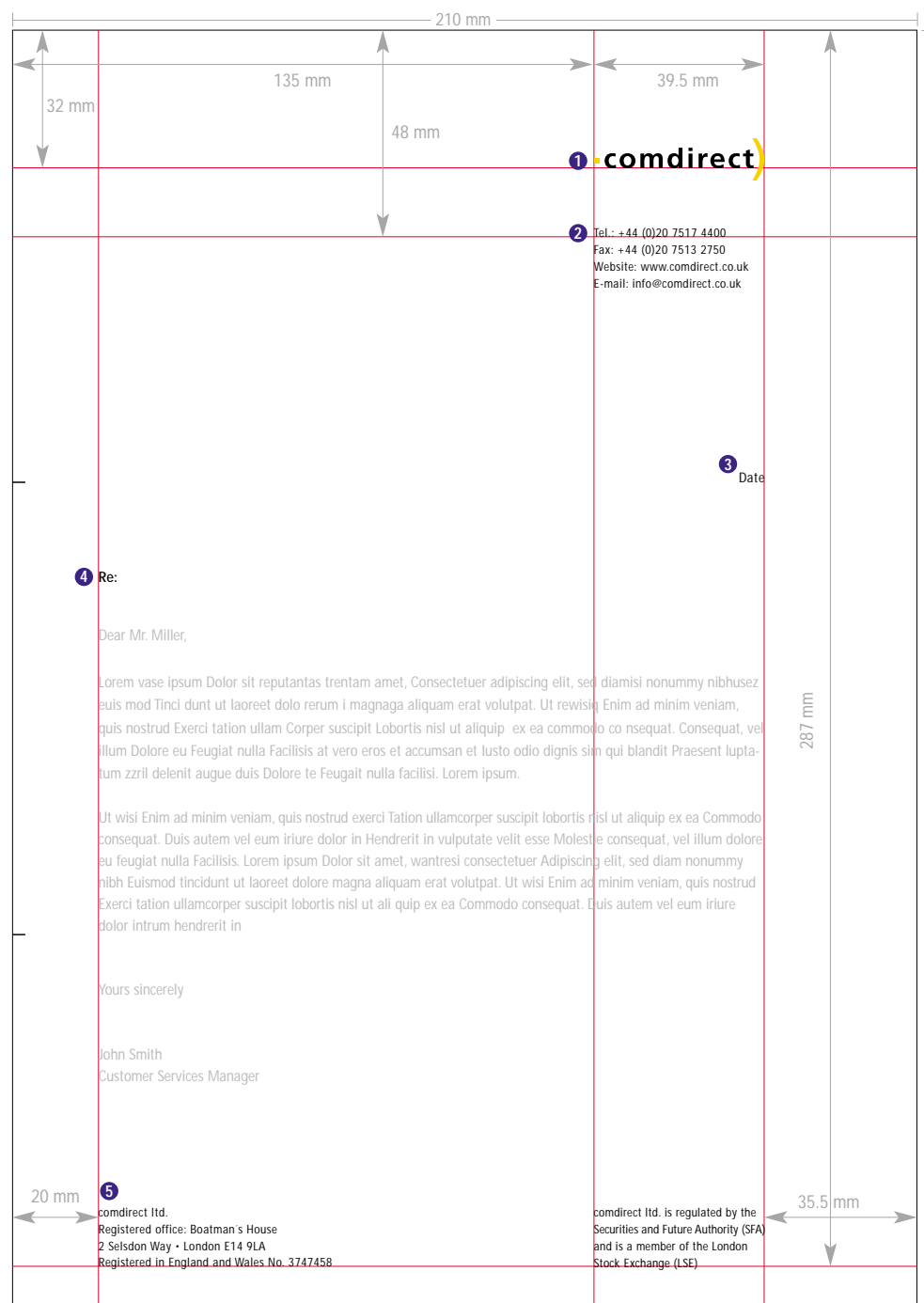
The Euro Monospace typeface is used to obtain the Euro symbol (€).

- € Euro Monospace regular
- € Euro Monospace italic
- € Euro Monospace bold
- € Euro Monospace bold italic

	2. Offline Communication
	2.4 Printed materials

Printed materials

2.4.1 General letterhead



1 Text logo

Width 39.5 mm, distance to the left margin 135 mm, on a type line of 32 mm

2 Company contact

Frutiger 57 Cn, 8 pt, run width 8 pt, line spacing 11 pt, distance to the left margin 135 mm (left-justified), on a type line of 48 mm

3 Date

Frutiger 57 Cn, 9 pt, run width 8 pt

4 Reference

Frutiger 67 BoldCn, 9 pt, run width 8 pt

5 Address and "comdirect Ltd..."

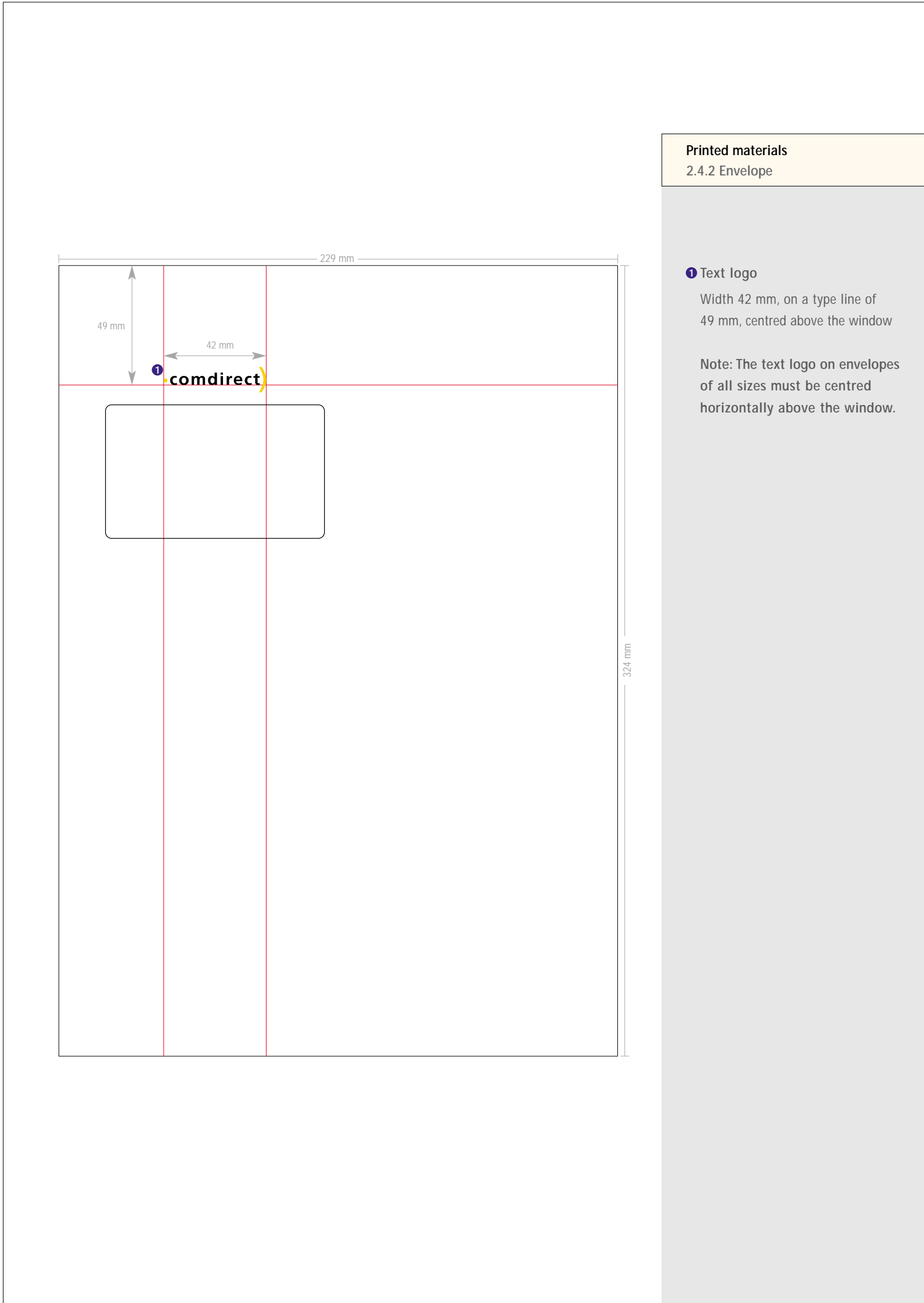
Frutiger 57 Cn, 8 pt, run width 8 pt, line spacing 11 pt, on a type line of 287 mm

Address

Distance to the left margin 20 mm (left-justified)

"comdirect Ltd..."

Distance to the right margin 35.5 mm (left-justified)

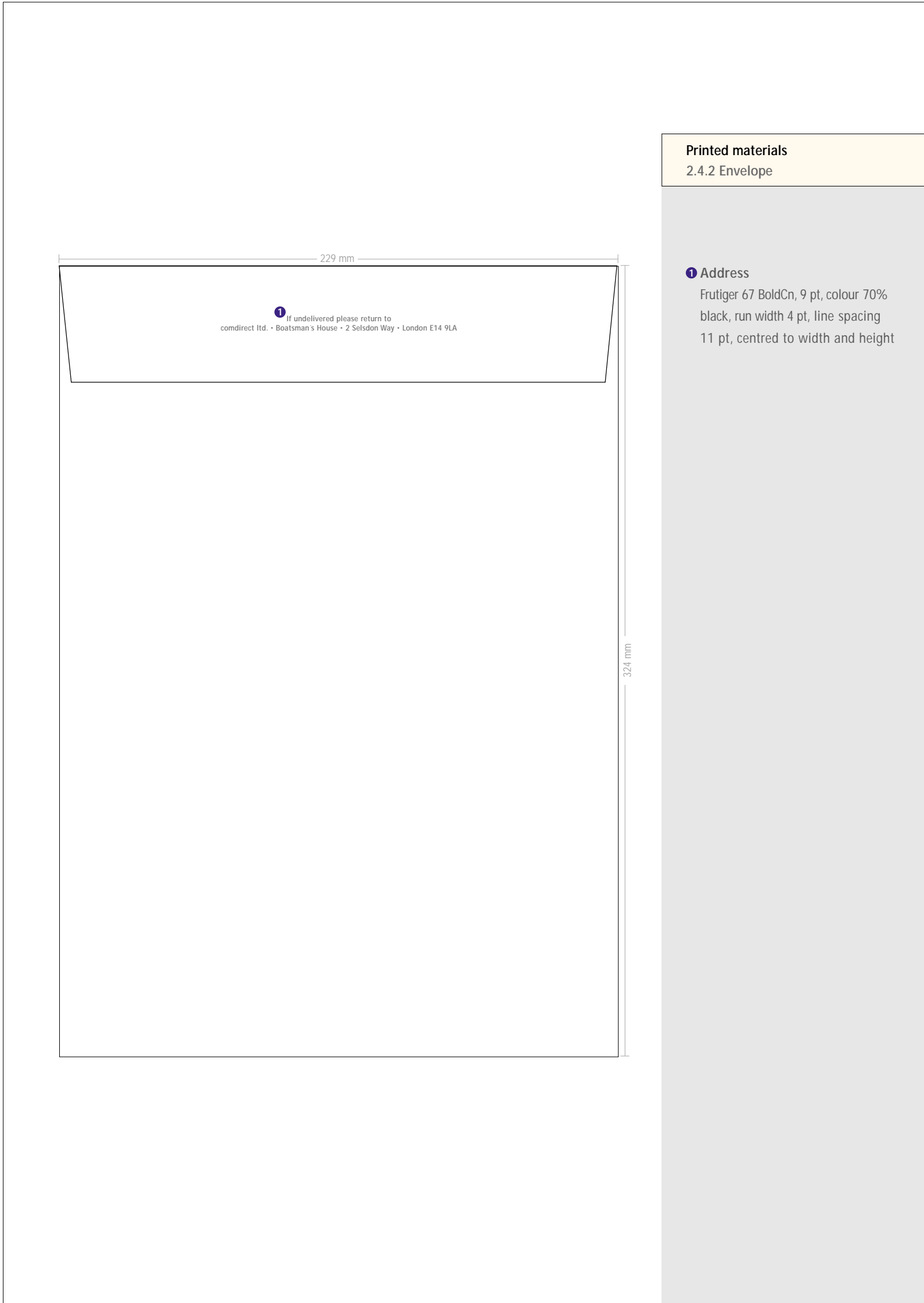


Printed materials
2.4.2 Envelope

1 Text logo

Width 42 mm, on a type line of 49 mm, centred above the window

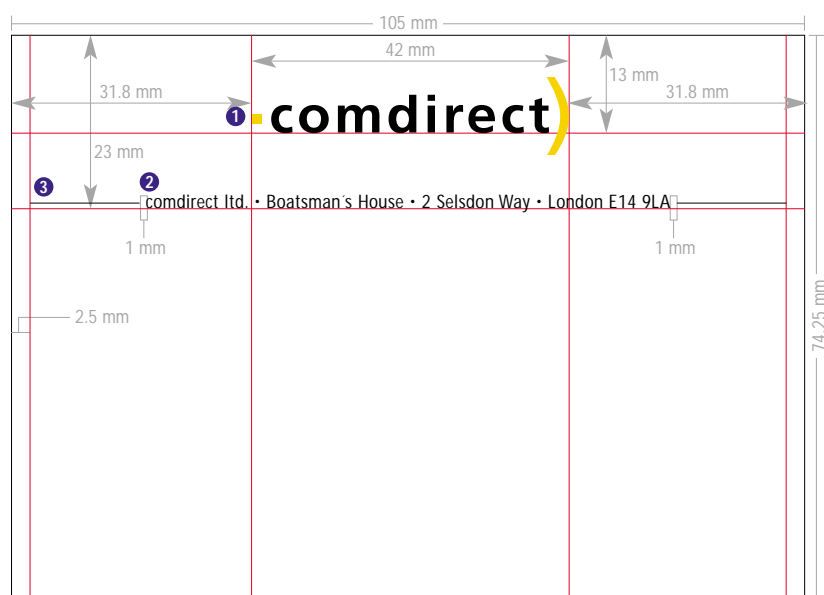
Note: The text logo on envelopes of all sizes must be centred horizontally above the window.



Printed materials
2.4.2 Envelope

- 1 Address**
Frutiger 67 BoldCn, 9 pt, colour 70% black, run width 4 pt, line spacing 11 pt, centred to width and height

1 If undelivered please return to
comdirect Ltd. • Boatsman's House • 2 Selsdon Way • London E14 9LA



Printed materials

2.4.3 Address label

1 Text logo

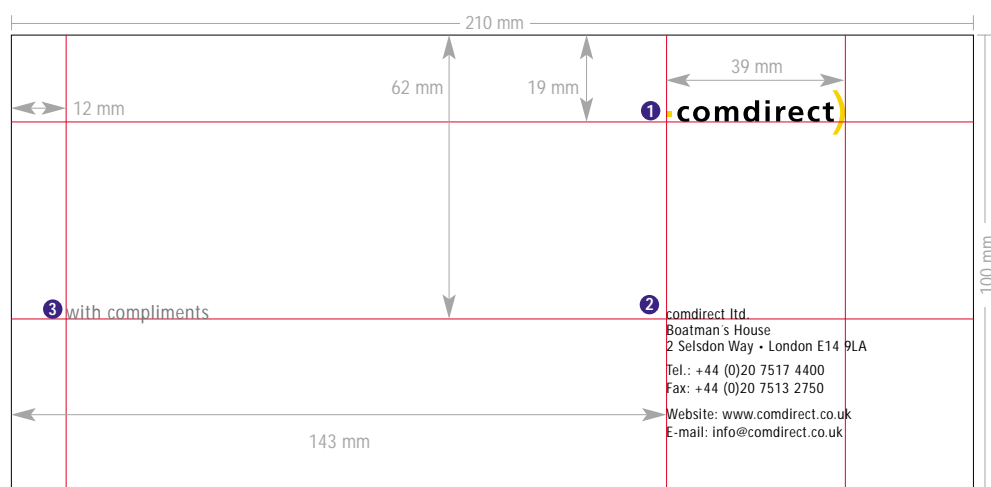
Width 42 mm, distance to margin always 31.8 mm, on a type line of 13 mm

2 Address line

Frutiger 57 Cn, 7 pt, run width 5 pt, on a type line of 23 mm, centred

3 Address row

Strength 0.283 pt, length 14.5 mm, concentric to the capital letter of the address line, distance to margin always 2.5 mm, distance to the address line always 1 mm



Printed materials

2.4.4 Compliment card

1 Text logo

Width 39 mm, distance to the left margin 143 mm, on a type line of 19 mm

2 Company contact

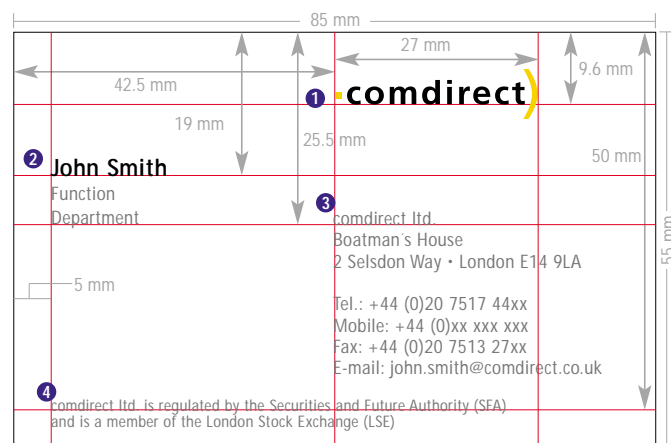
Frutiger 57 Cn, 9 pt, run width 8 pt, line spacing 11 pt, distance to the left margin 143 mm (left-justified), on a type line of 62 mm

3 "with compliments"

Frutiger 57 Cn, 12 pt, colour 70% black, run width 8 pt, distance to the left margin 12 mm, on a type line of 62 mm

Printed materials

2.4.5 Business card



1 Text logo

Width 27 mm, distance to the left margin 42.5 mm, on a type line of 9.6 mm

2 Name

Frutiger 67 BoldCn, 9 pt, run width 5 pt, line spacing to "Function" and "Department" 9 pt, distance to the left margin 5 mm, on a type line of 19 mm

"Function/Department"

Frutiger 57 Cn, 7 pt, colour 70% black, run width 5 pt

Note: The titles officially approved by the Human Resources management must be used.

3 Company contact

Frutiger 57 Cn, 7 pt, run width 5 pt, line spacing 9 pt, distance to the left margin 42.5 mm, on a type line of 25.5 mm

4 "comdirect Ltd..."

Frutiger 57 Cn, 6 pt, run width 5 pt, line spacing 6 pt, distance to the left margin 5 mm, on a type line of 50 mm

Note: If one or more lines are dropped from the company contact block of text, then the whole block moves down accordingly.

	2. Offline Communication
	Recommendations

Recommendations

Recommendations

The following examples are not fixed elements of the corporate design. We do, however, recommend that they should be used in order to create a standardised image. The following specifications must be taken into account when using these elements.

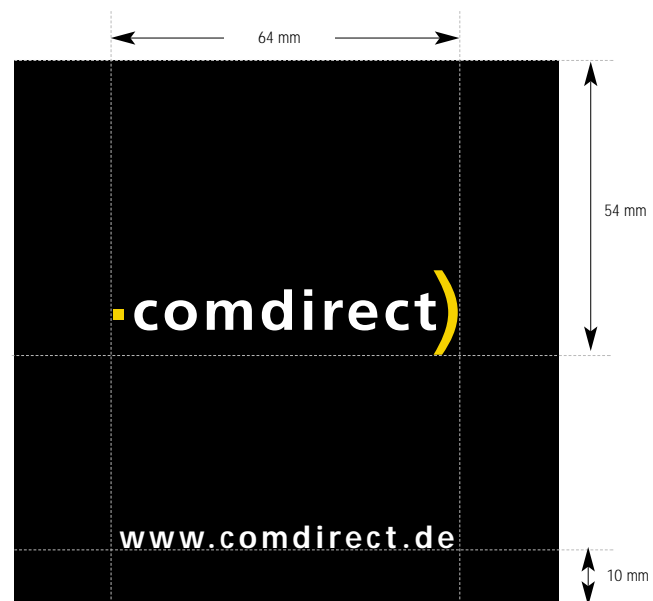
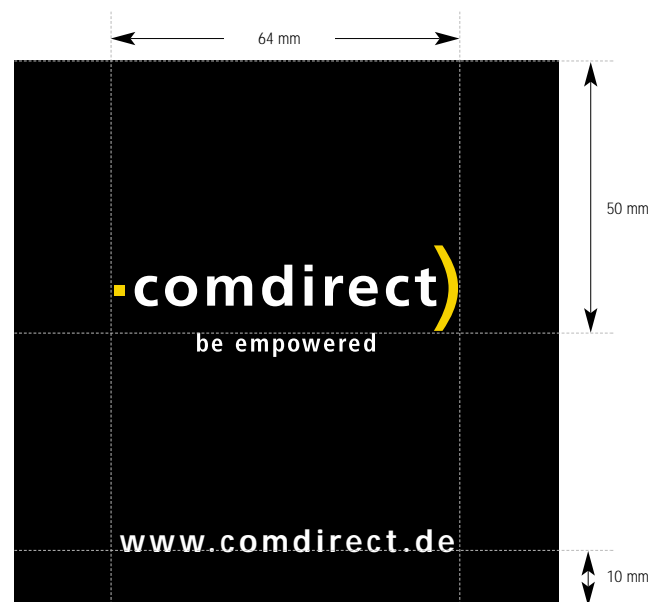
The text logo in a black square

For campaigns in the print media and in brochure titles, the text logo is set in conjunction with the black square in the bottom right corner.

The logo is supplemented with the "be empowered" claim (if used) and the Internet address. Without claim the logo shifts down onto the 54 mm-line.

For a 10 cm square, the following sizes are obtained, as illustrated on the left.

The black square must not be smaller than 40 mm.



Recommendations

Logo size/portrait

In portrait format, the size of the logo in public advertisements is calculated using the following formula:

$$\text{Width of advertisement (in mm)} \times 0.3 = \text{width of square}$$

If the advertisement is 210 mm wide, for example, this width is multiplied by the factor 0.3 to obtain a width of 63 mm for the black square.

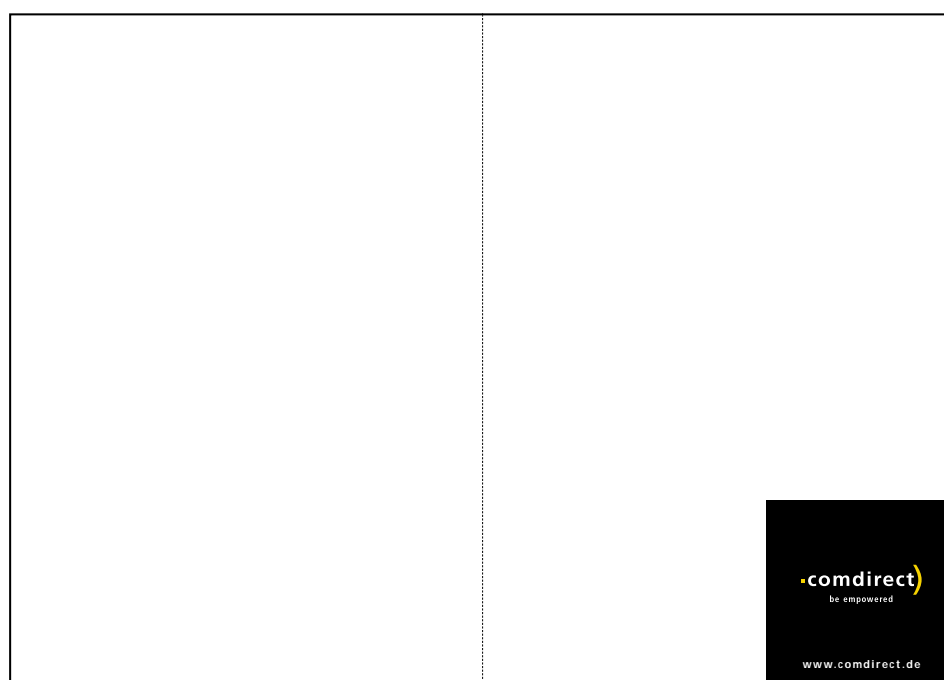


Logo size/landscape

The size of the logo in public advertisements is calculated using the following formula:

$$\text{Width of advertisement (in mm)} \times 0.2 = \text{width of square}$$

If the advertisement is 420 mm wide, for example, this width is multiplied by the factor 0.2 to obtain a width of 84 mm for the black square.



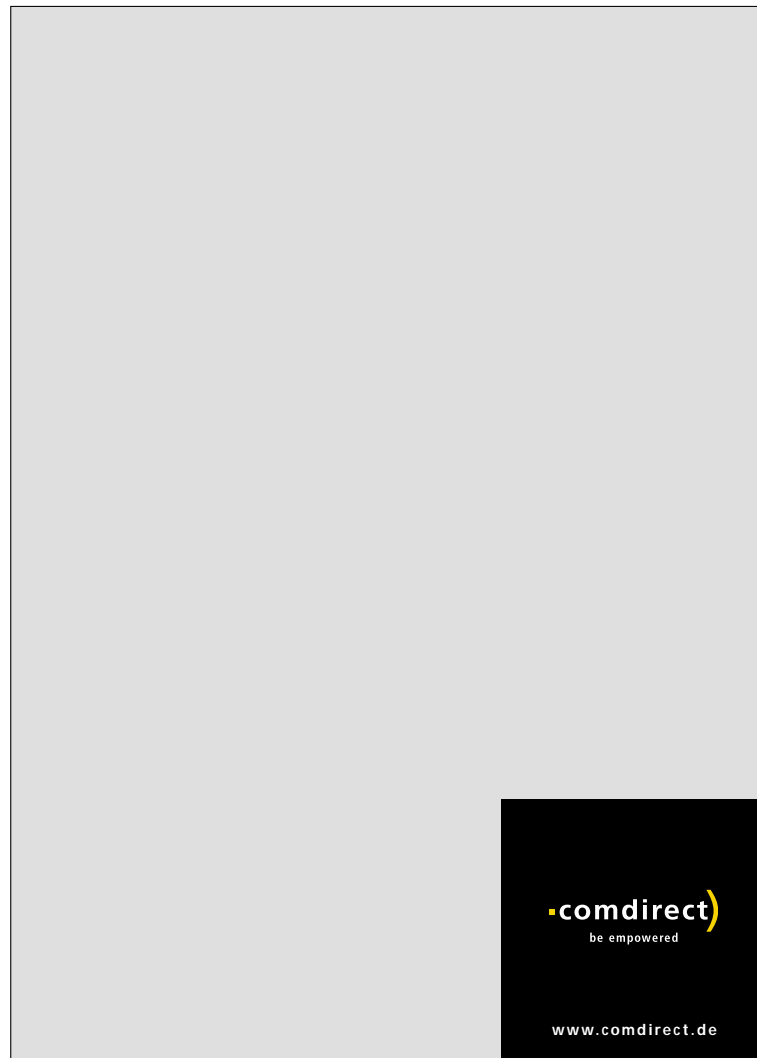
Recommendations

Logo size/brochure title

In portrait format, the size of the logo in brochure titles is calculated using the following formula:

$$\text{Width of title (in mm)} \times 0.35 = \text{width of square}$$

If the brochure is 210 mm wide, for example, this width is multiplied by the factor 0.35 to obtain a width of 73.5 mm for the black square.





Recommendations

The "comdirect arrow"

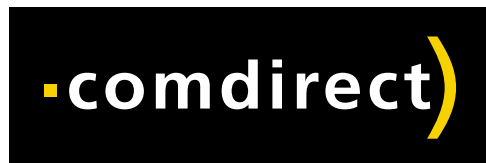
The shape of the "comdirect arrow" button is as shown here. The arrow is not a fixed element of the corporate design.

The arrow should normally only be used pointing up to the right. A horizontal arrow may be used in exceptional circumstances.

The "comdirect arrow" is provided as a file for reproduction purposes.

3. Online Communication

Logo



Fonts

Arial Regular

aäbcdefghijklmnopqrstuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUÜVWXYZ
1234567890 ,;:-!/?%*\$£¥

Arial Bold

aäbcdefghijklmnopqrstuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUÜVWXYZ
1234567890 ,;:-!/?%*\$£¥

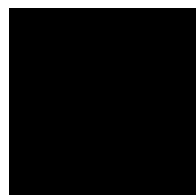
Helvetica Regular

aäbcdefghijklmnopqrstuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUÜVWXYZ
1234567890 ,;:-!/?%*\$£¥

Helvetica Bold

aäbcdefghijklmnopqrstuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUÜVWXYZ
1234567890 ,;:-!/?%*\$£¥

Colours



Black (100%)
hex value #000000



HKS 5
(Pantone 116 C)
hex value #FFCC00

3. Online Communication

All the specific design instructions described in Point 2 apply to comdirect online communications. The following is a listing of the exceptions and special cases which occur in multimedia applications.

Logo

On the homepage the logo is always top left, in negative with a yellow dot and yellow brackets against a black background.

Fonts

In addition to the offline print fonts, the generic fonts Arial, Arial Bold or, in their absence, Helvetica or Helvetica Bold are to be used for online applications.

Colours

The corporate colour HKS 5 corresponds online to the hex value #FFCC00, 100% black corresponds to hex #000000.

Graphics

Online graphics are to be created at a resolution of 72 dpi. File names are to be in DOS format. DOS format allows only lower case characters, numbers and underscore. All other characters are not permitted, especially upper case characters, umlauts, hyphens, spaces and all special characters. A space is to be represented by an underscore (" _").

Technical instructions:

At present, the standard browser value for creating comdirect web pages is 800 x 600 pixels. The main domain pages must support at least the two most recent current browser versions.

The priorities for pages are: high performance, user friendliness and wide accessibility.

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