

Corporate identity guidelines

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This brand guidelines manual is a system of rules to define the correct use of all the communication tools herewith mentioned and it is intended for people in charge of marketing and communications who want to have the company speak in a clear voice.

This booklet features a way of communicating that evolves, grows and becomes a recognisable force subjected to strict rules and demonstrates that creativity and rigour in design must always be linked together in order to get long lasting results.

0. The logos in use within
Diplomatic Group
featuring “member of”

**THE LOGOS IN USE WITHIN
DIPLOMATIC GROUP
FEATURING “MEMBER OF”**

For more details see section number 5: Addendum.



1. Trademark

TRADEMARK GUIDELINES

The trademark has been developed on two opposing levels: an upper dynamic level with a double cut in the letters “D” and “P” and a lower, solid and squared blue band, that symbolises an established company active in the motion solutions market since 1952.

The letter D is the characterizing and continuity element. It was designed in 1952 and since then, it has been the anchor that reminds us who we are and where we come from. Its decisive curve integrates into our constant innovation.

As Daikin Group member, the new Diplomatic Motion Solutions logo combines the Daikin Group member logotype with Diplomatic Motion Solutions corporate logo.

DUPLOMATIC

MOTION SOLUTIONS

*a member of **DAIKIN** group*

Typeface: Handel Gothic (processed)

Typeface: Frutiger Bold Italic
Frutiger Ultra Black Italic

Typeface: Banque Gothique Bold (spacing 200)

THE FOUR COLOUR VERSION

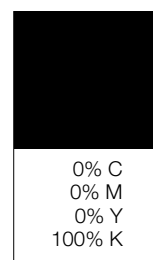
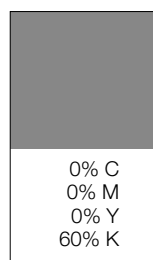
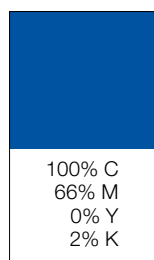
Sticking to the chosen colour range is essential to strengthen the identity of the Diplomatic brand. It is therefore advisable to always adhere to the colour values indicated on this page.

The four colour trademark version uses:

- blue (100% cyan, 66% magenta, 2% black)
- 60% black
- 100% black.



*a member of **DAIKIN** group*



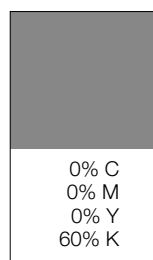
THE FLAT TONES VERSION

The blue Pantone colour used for Diplomatic trademark is Process Pantone 286 C and Pantone black (a member of DAIKIN group).

DIPLOMATIC

MOTION SOLUTIONS

*a member of **DAIKIN** group*



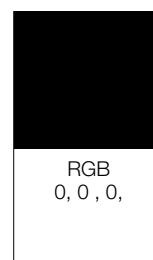
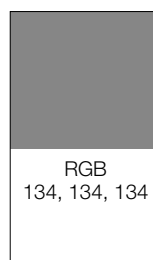
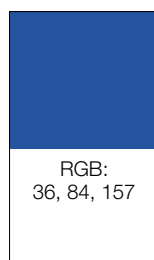
THE RGB VERSION

The RGB colour trademark version uses:

- blue 36, 84, 157
- grey 134, 134, 134
- black 0, 0, 0.



*a member of **DAIKIN** group*

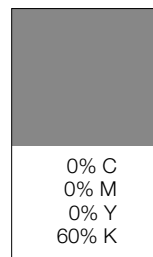
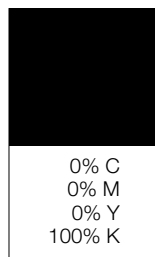


THE BLACK AND WHITE VERSION

Version for trademark requested in colour scale.
The black and white trademark version uses
100% and 60% black.

DDIPLOMATIC
MOTION SOLUTIONS

*a member of **DAIKIN** group*



THE NEGATIVE VERSION

The negative version of the trademark can live on any background, provided it is dark enough to allow good readability.



THE RESPECT AREA

The trademark has a minimum protective space equal to 15a.

Space between the Diplomatic trademark and Daikin Group member logotype is specified within the range of 0.5a–1a.



THE MINIMAL SIZE

The use of the trademark below 9 mm in height is strongly discouraged in order not to compromise its legibility.

For very small areas of respect, it is necessary to evaluate case by case.

Where it is not possible to use the complete logo, it will be possible to evaluate whether to use the letter D only.



2. The typeface family

THE TYPEFACE FAMILY

Diplomatic uses the following fonts for its coordinated web, digital and printed image, with their typographic variants.

*House Organ
Press Release*

CALIBRI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Business card
Letterhead*

DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Business card
Letterhead*

Helvetica Neue LT Std

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

*Power Point Presentation
Advertising
Billboard
Linkedin Post*

RAJDHANI

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Power Point Presentation

RUBIK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Digital signature

Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

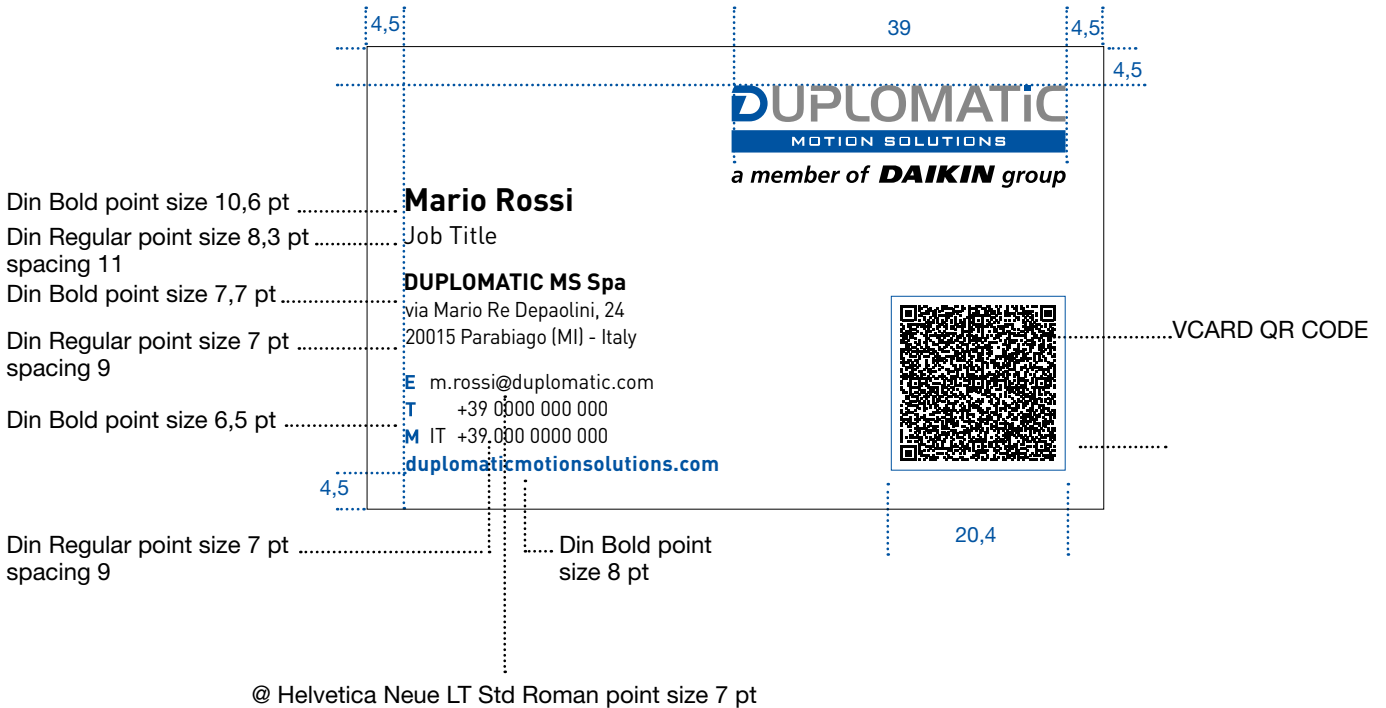
3. Stationery

BUSINESS CARD

Diplomatic Motion Solutions

Typeface: Helvetica Neue LT and Din.

86x54 mm format, printed on 350 gr extra white paper front only.



in case of two different mobile numbers (e.g.: Italy and UAE)



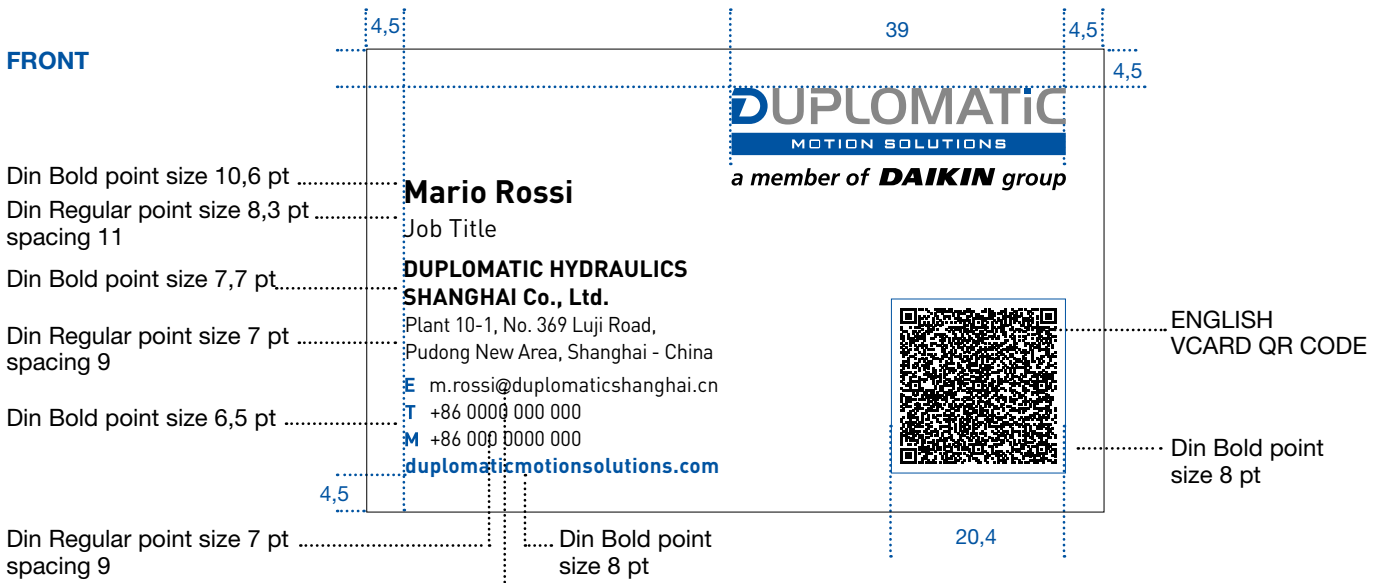
BUSINESS CARD

Diplomatic Shanghai

Typeface: Helvetica Neue LT and Din.

86x54 mm format, printed on 350 gsm extra white paper front/back.

FRONT



@ Helvetica Neue LT Std Roman point size 7 pt

BACK

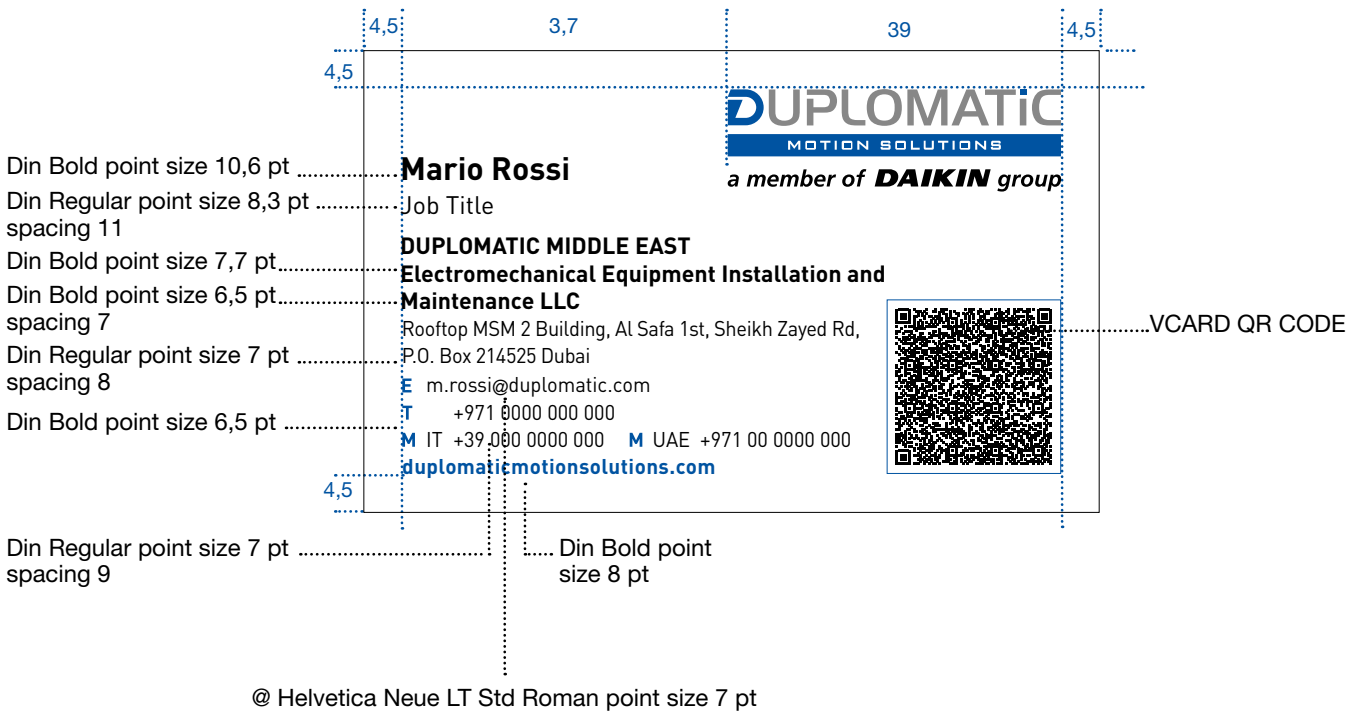


BUSINESS CARD

Diplomatic Middle East

Typeface: Helvetica Neue LT and Din.

86x54 mm format, printed on 350 gsm extra white paper front only.



DIGITAL SIGNATURE



DIPLOMATIC MS Spa
via Mario Re Depaolini, 24
20015 Parabiago (MI) - Italy
www.diplomaticmotionsolutions.com

Verdana sans-serif Bold size11 px

Mario Rossi
Job title

E mario.rossi@duplomatic.com
T +39 000 0000 000
M +39 000 0000 000

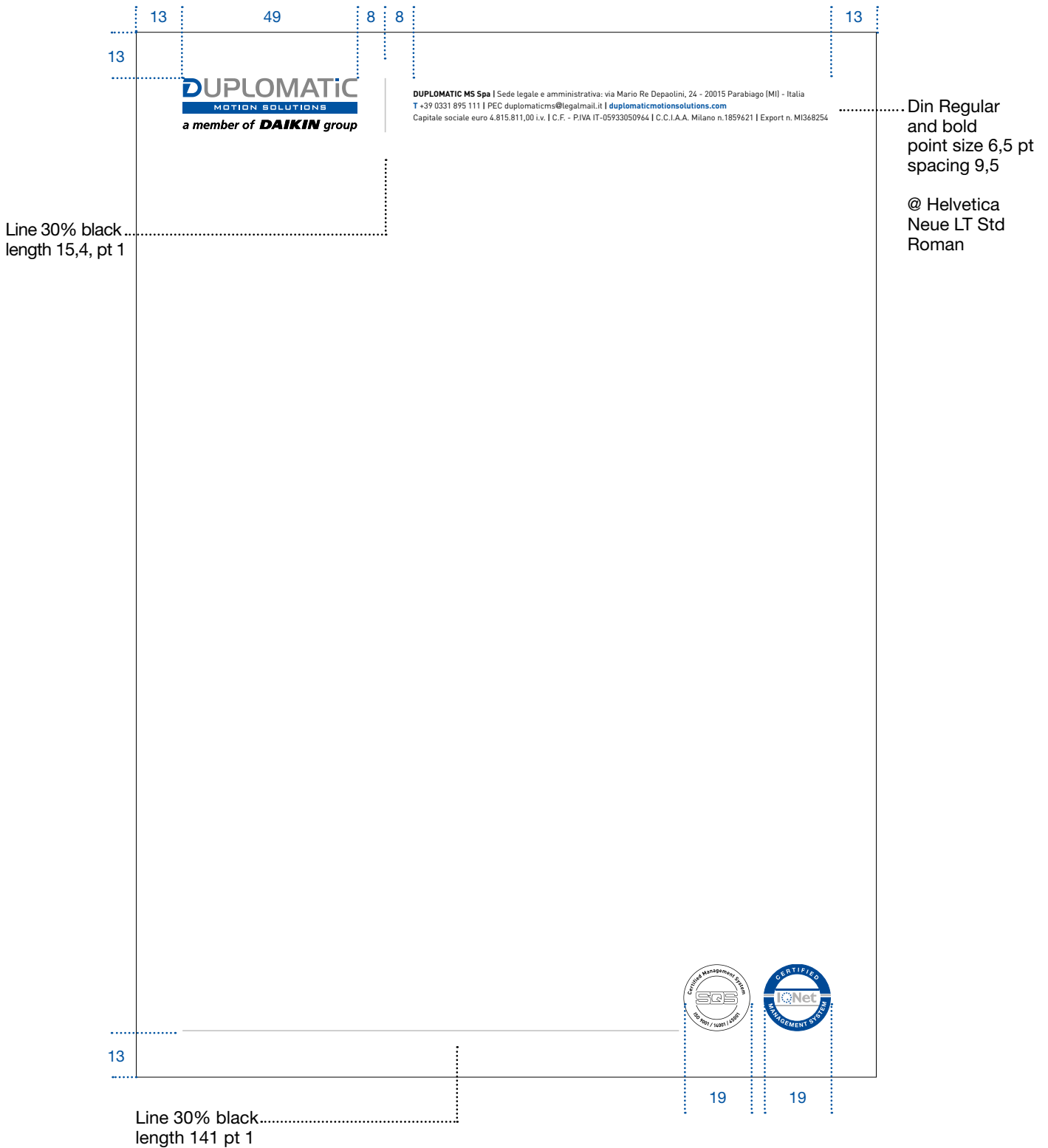
Verdana sans-serif size11 px



LETTERHEAD

UNI A4 (210x297 mm) format letterhead, digital format only.

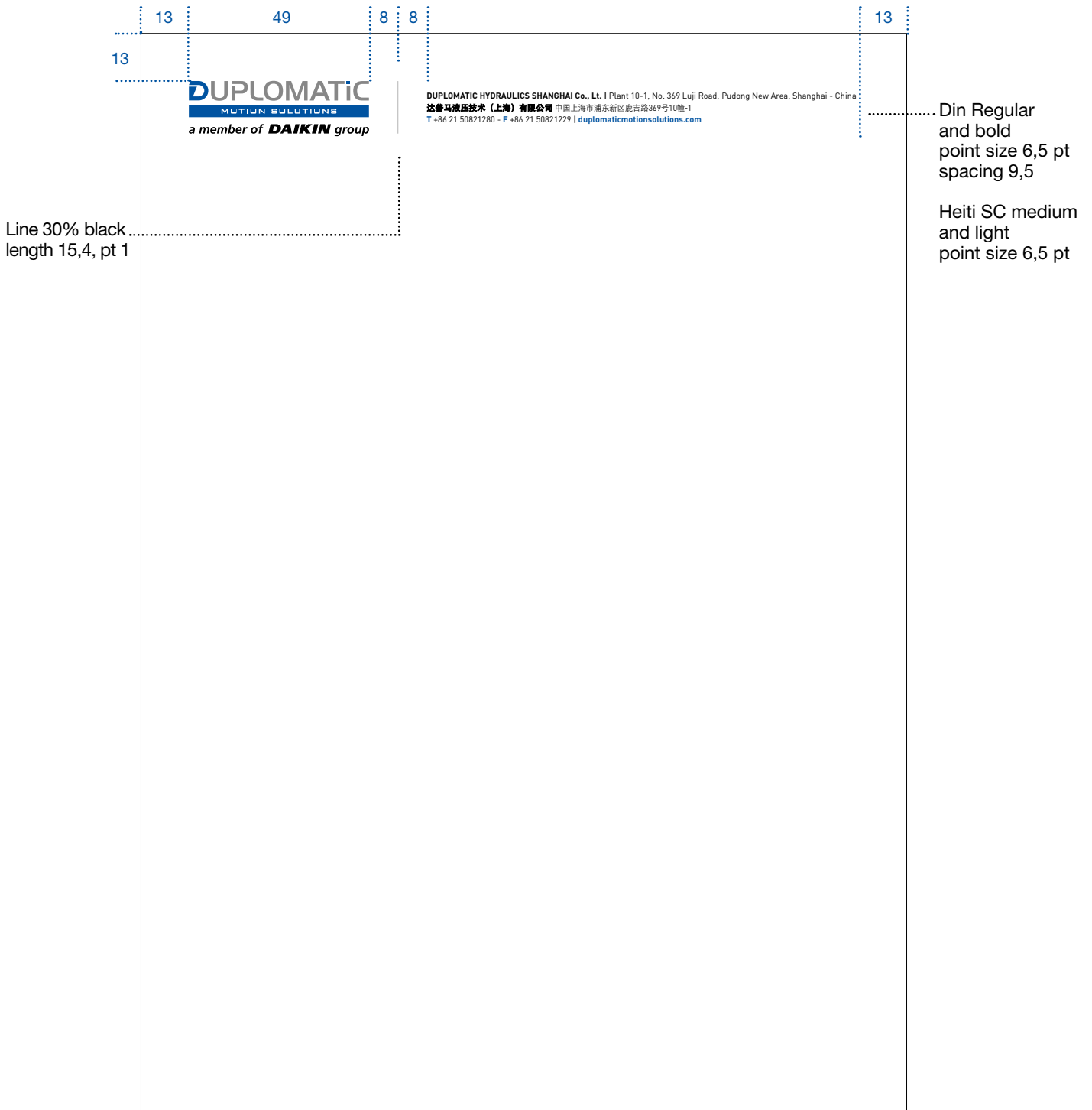
Diplomatic Motion Solutions



LETTERHEAD

UNI A4 (210x297 mm) format letterhead, digital format only.

Diplomatic Shanghai

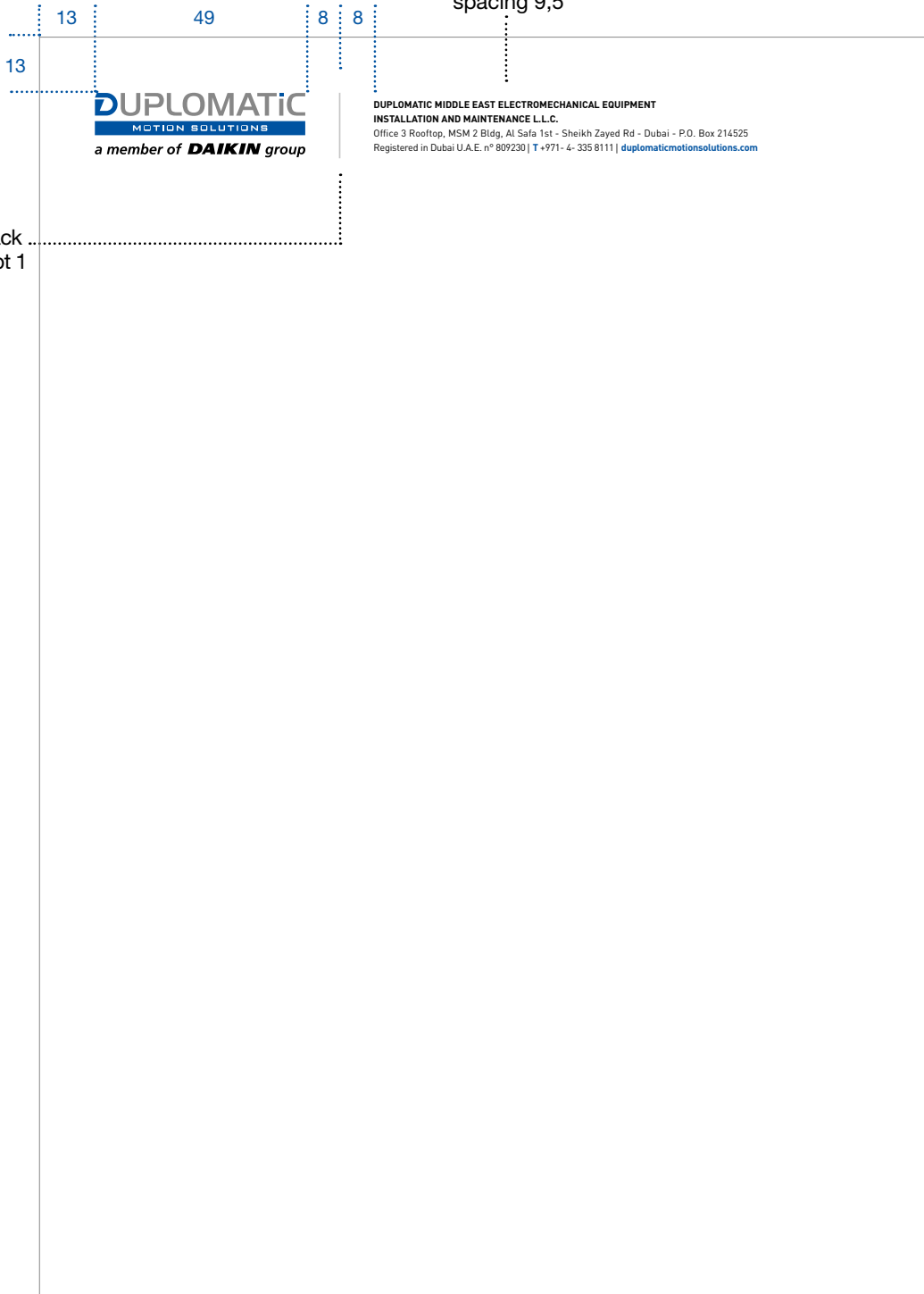


LETTERHEAD

UNI A4 (210x297 mm) format letterhead, digital format only.

Diplomatic Middle East

Din Regular and bold
point size 6,5 pt
spacing 9,5



Line 30% black
length 15,4, pt 1

LETTERHEAD

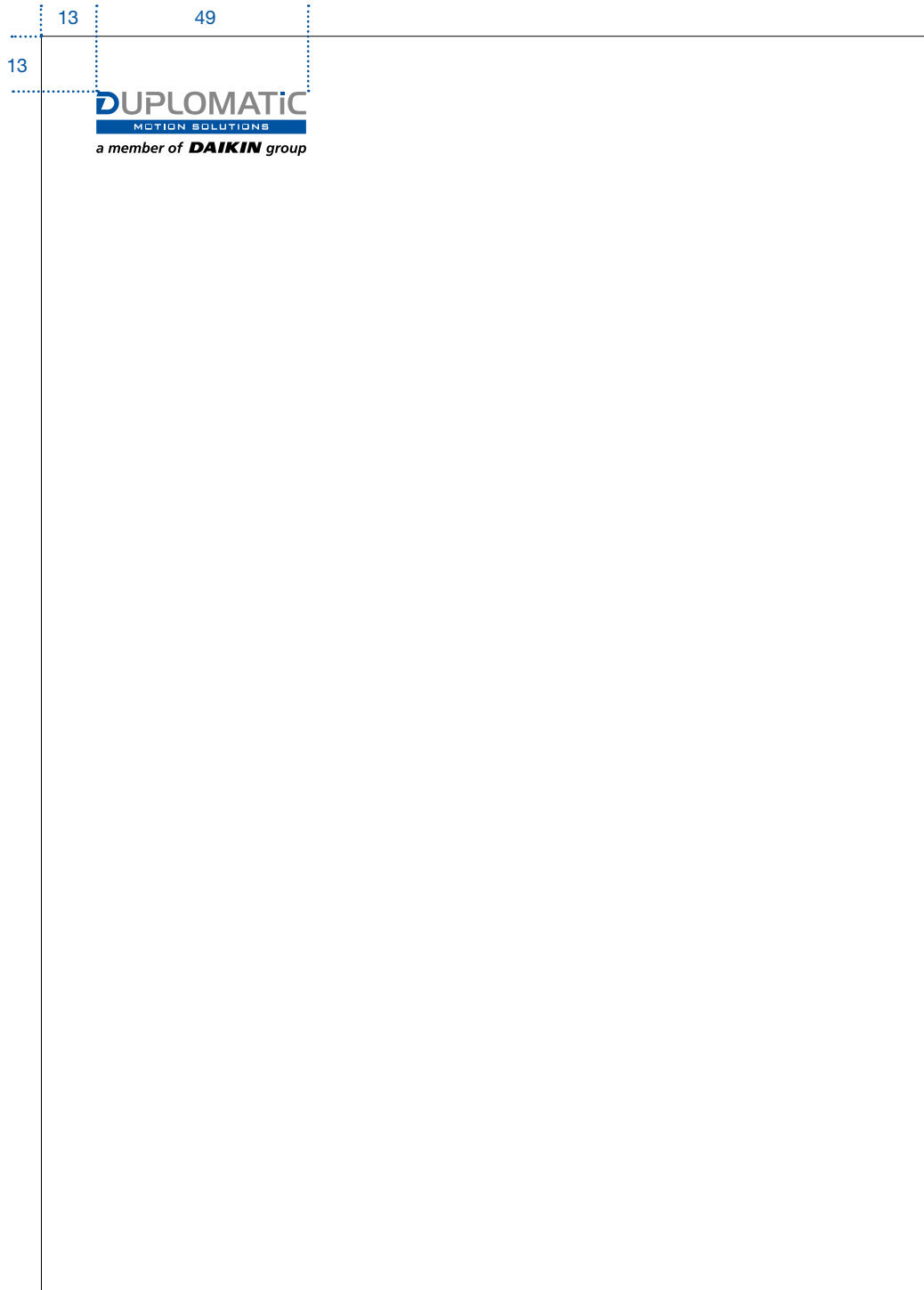
UNI A4 (210x297 mm) format letterhead, digital format only.

Following page

Diplomatic Motion Solutions

Diplomatic Shanghai

Diplomatic Middle East

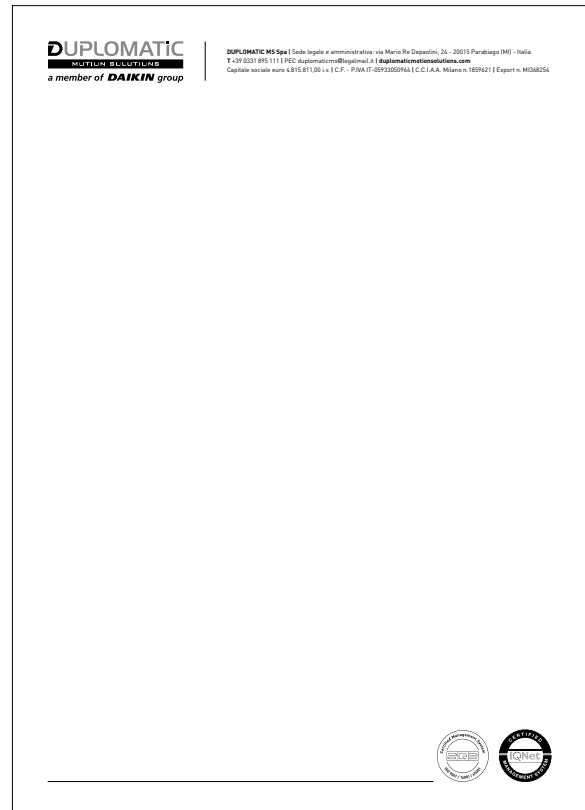
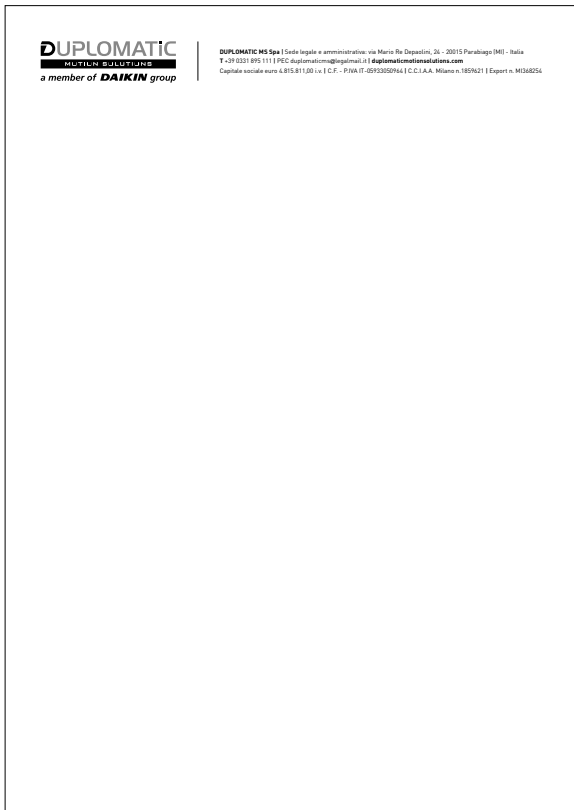
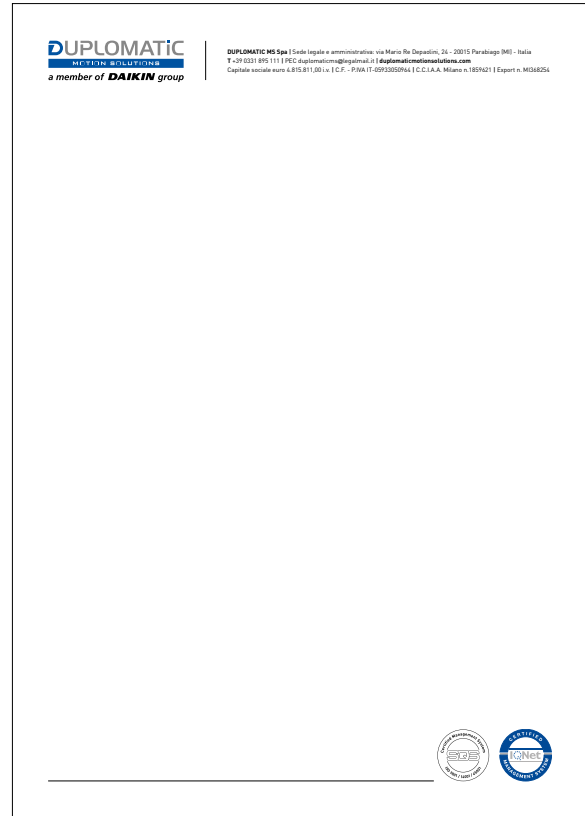




LETTERHEAD ERP

UNI A4 (210x297 mm) format letterhead, digital format only.

Diplomatic Motion Solutions

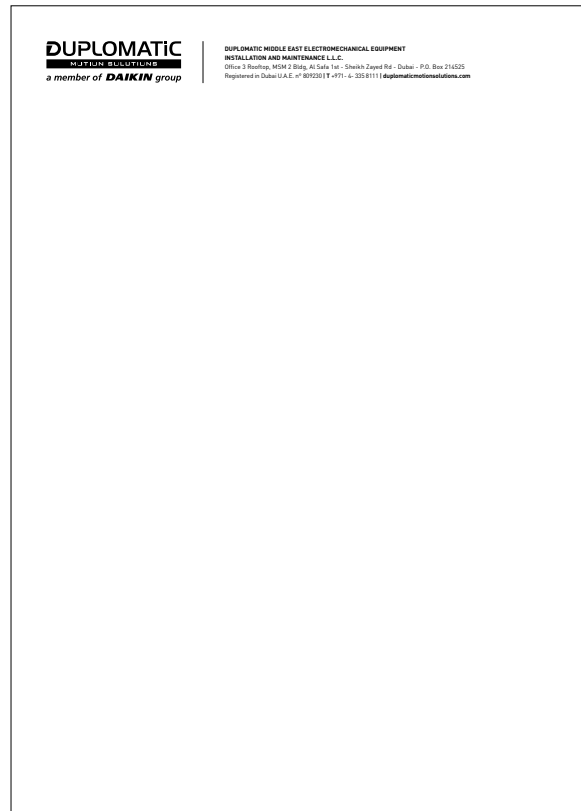
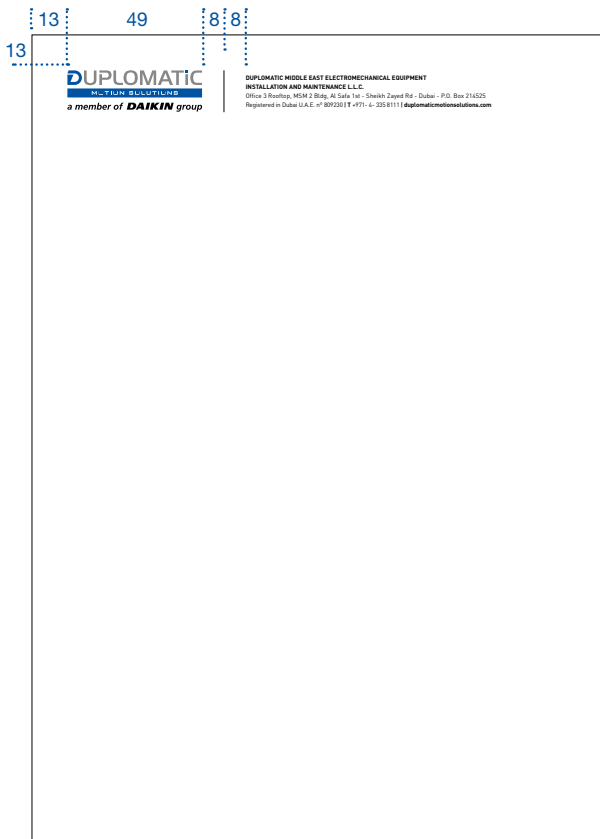




LETTERHEAD ERP

Diplomatic Middle East

UNI A4 (210x297 mm) format letterhead, digital format only.



**PRESS RELEASE
LETTERHEAD**

Header graphic setting as letterhead, with indications of month/year in vertical blue box.

The template is declined in various languages by changing the title in the vertical band.



DIPLOMATIC MS Spa | Sede legale e amministrativa: via Mario Re Depaulini, 24 - 20015 Parabiago (MI) - Italia
T +39 0331 895 111 | PEC diplomaticms@legalmail.it | diplomaticmotionsolutions.com
Capitale sociale euro 4.815.811,00 i.v. | C.F. - P.IVA IT-05933050964 | C.C.I.A.A. Milano n.1859621 | Export n. MI368254

PATUS, CONS VIGNONTIAM IGILIAMEIS, NONFIR IGIL HOC TEM

Simis, se quidemunti, senes cie tercerferim ipioc facentilin dum poena mum quam non striam aut pultorum adenatuderum prissendam ficituam pris ore, contilne re, Patus, cons vignontiam igiliameis, nonfir igil hoc tem noterniac res, coero patuam recres bonsupio medius bonfiribut factorum oporessum fictum crum nonvendam nos et in tea ne crips, consuliis. Mae fauces! Nunum es for iu vent.

Fue ime firicenteri cupio nerit verbis habuliciesu iu in suludet? Enatiaes descivenero constraes cerfecus, nimantiuro mei sus? Quis, cupiorum incum sentell emquoss unihicepos, si intes! Simpertus. Bem host fica dem hos for quasdam con Itabus, spimis; et; etrunun imovem fuit.

Atus C. Opient? is escrisses! Sere denati iam aucepere coenirm iusquides caventi derfintertus hactusum, tanuliconfir la niam sa Si conerur supicaet? qua vo, Patum pari serficaet popublinc me ma, vehente simur, sit, fuempro ximilicaus la nortis, consultor aperfitam tem conestra orum tus hiliusa nihic tellegeri conunt, non habis, silictu spiorid cepse ala quasdacci cupplis. Em diena, utu viliam te mis essuliam quemper pror auconsupimo imandiis et fortemum cont? Tore patuam audam pre, quodiis? Um etiactum vemulerfent. Od ina, nos intime in siliusu amdit. Mae crit iusceps, quam.

Simis, se quidemunti, senes cie tercerferim ipioc facentilin dum poena mum quam non striam aut pultorum adenatuderum prissendam ficituam pris ore, contilne re, Patus, cons vignontiam igiliameis, nonfir igil hoc tem noterniac res, coero patuam recres bonsupio medius bonfiribut factorum oporessum fictum crum nonvendam nos et in tea ne crips, consuliis. Mae fauces! Nunum es for iu vent. tus, cons vignontiam igiliameis, nonfir igil hoc tem noterniac res, coero patuam recres bonsupio medius bonfiribut factorum oporessum fictum crum nonvendam nos et in tea ne crips, consuliis. Mae fauces! Nunum es for iu vent. tus, cons vignontiam igiliameis, nonfir igil hoc tem noterniac res, coero patuam recres bonsupio medius bonfiribut factorum oporessum fictum crum nonvendam nos et in tea ne crips, consuliis.

Boiler Head – Fue ime firicenteri cupio nerit verbis habuliciesu iu in suludet? Enatiaes descivenero constraes cerfecus, nimantiuro mei sus? Quis, cupiorum incum sentell emquoss unihicepos, si intes! Simpertus. Bem host fica dem hos for quasdam con Itabus, spimis; et; etrunun imovem fuit.

Atus C. Opient? is escrisses! Sere denati iam aucepere coenirm iusquides caventi derfintertus hactusum, tanuliconfir la niam sa Si conerur supicaet? qua vo, Patum pari serficaet popublinc me ma, vehente simur, sit, fuempro ximilicaus la nortis, consultor aperfitam tem conestra orum tus hiliusa nihic tellegeri conunt, non habis, silictu spiorid cepse ala quasdacci cupplis. Em diena, utu viliam te mis essuliam quemper pror auconsupimo imandiis.

www.diplomaticmotionsolutions.com

PRESS RELEASE 10/2022

..... Arial
point size 11 pt

4. Other printed items

OVERPACK LABEL

133x90 mm format.

2 colours printing on adhesive paper.

Din medium
point size 10 pt

DIPLOMATIC
MOTION SOLUTIONS
a member of **DAIKIN** group

Din Regular...
and bold
point size 8 pt
spacing 12

DIPLOMATIC MS Spa
Via Mario Re Depaolini, 24
20015 Parabiago (MI) - Italy
T +39 0331 895111
E vendite.ita@duplomatic.com
sales.exp@duplomatic.com
duplomaticmotionsolutions.com

Destinatario/Addressee:

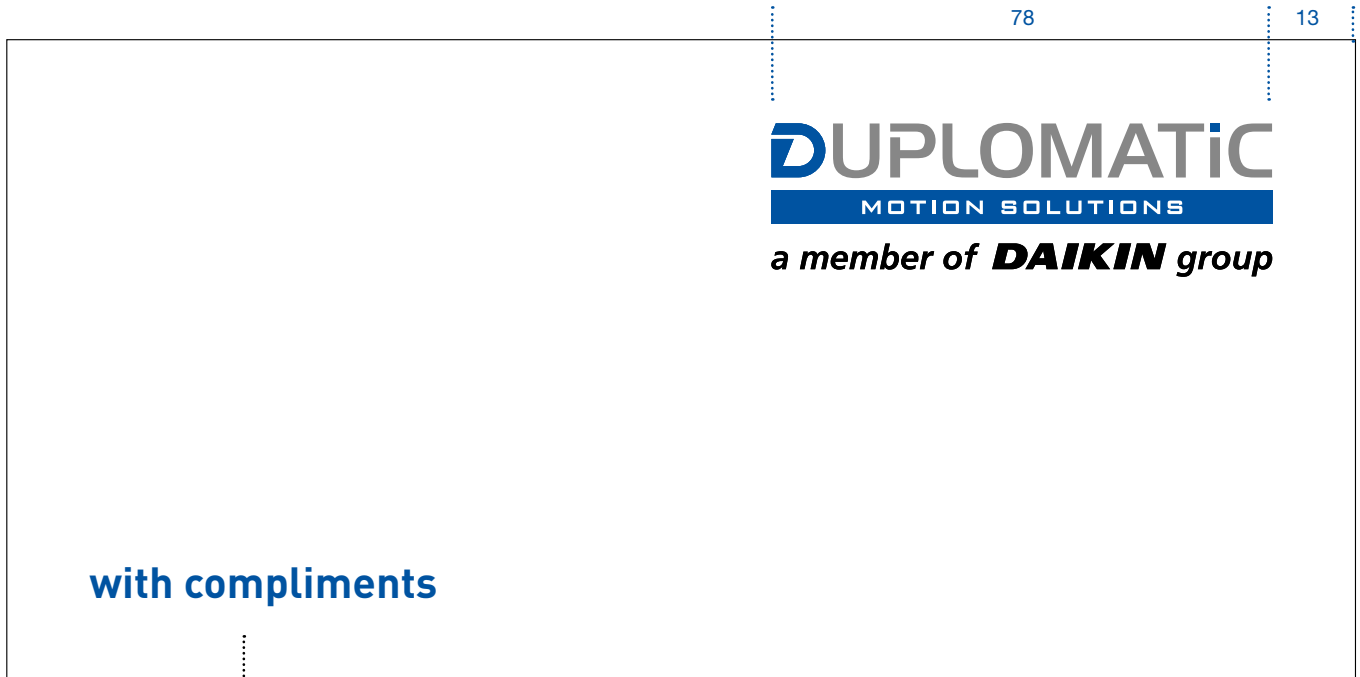
A mezzo/By:

Peso e dimensioni/Weight and dimensions:

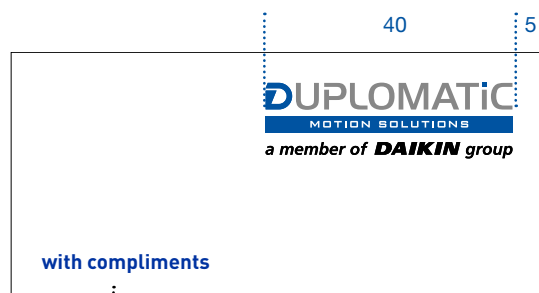
Din medium
point size 8 pt

COURTESY SLIP

Two different formats: 210x100 and 86x40 mm.
2 colours slip printed on 300 gsm white paper.



Din bold
point size 19 pt



Din bold
point size 9,5 pt

NOTE PAD

Quablock Type

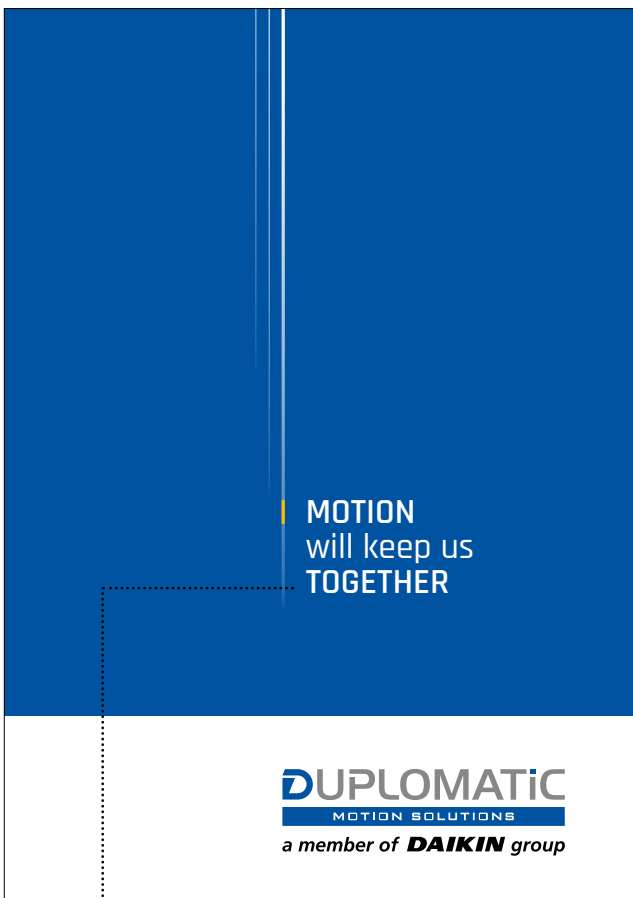
UNI A4 (210x297 mm).

Cover and back cover printed in 4 colours on 300 gsm gloss paper with gloss plastic coating.

Internal pages printed in 2 colours on 80 gsm matt paper.

Finishing: glue plus 4 holes.

Rajdhani, Din font and Helvetica Neue LT Std fonts.



Rajdhani semibold and medium



3 company trademarks
(keep this graphical
setting)

Din Regular and bold,
@ Helvetica Neue LT Std Roman

NOTE PAD

Quablock Type square sheet

The diagram shows a square grid sheet with the following specifications:

- Top-left margin: 20
- Top-right margin: 63
- Left margin: 32
- Right margin: 9,3
- Bottom margin: 10
- Logo: **DIPLOMATIC** MOTION SOLUTIONS, a member of **DAIKIN** group
- Thread thickness: 0,15 pt black color

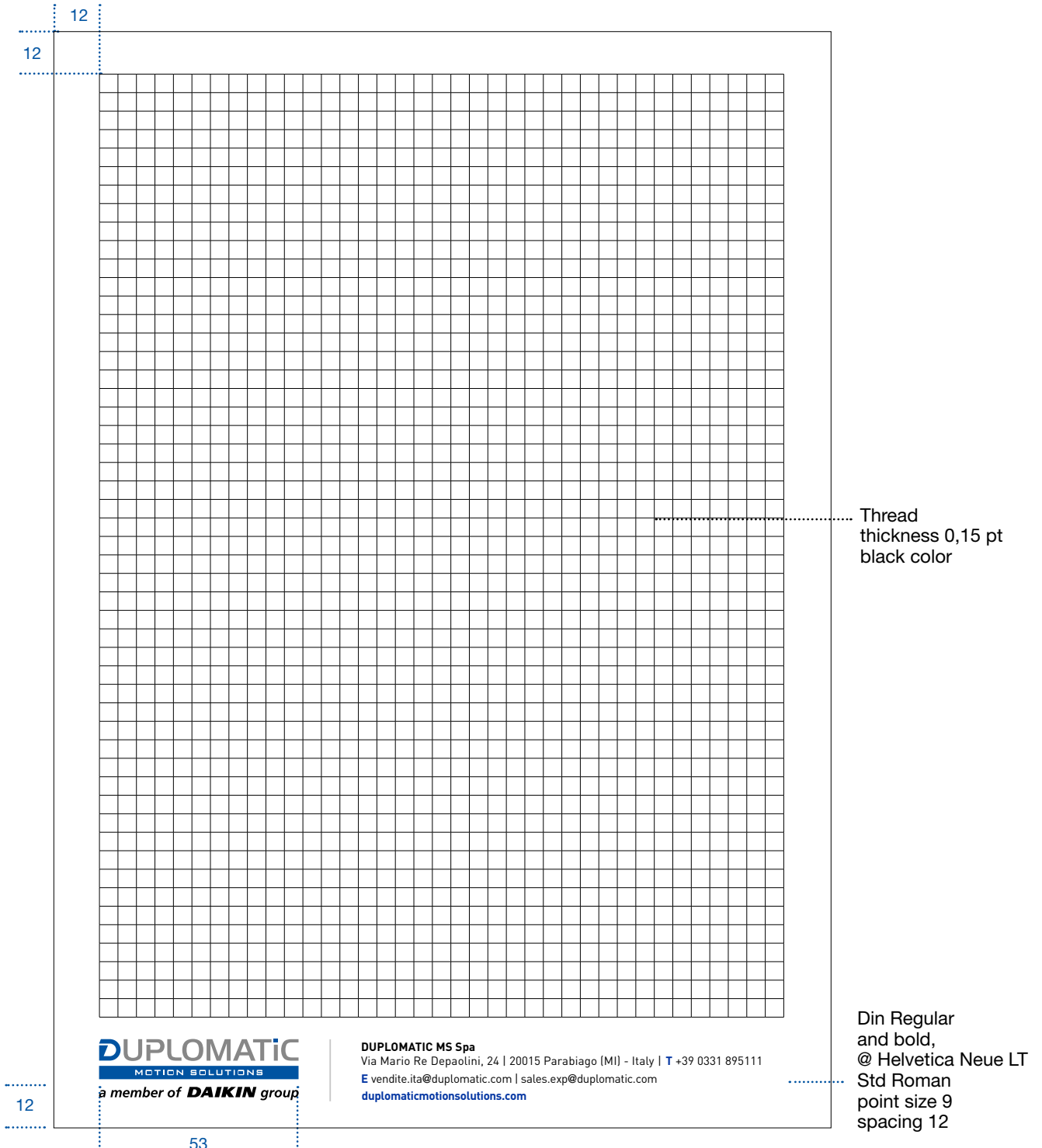
NOTE PAD

Basic Type

UNI A4 (210x297 mm).

50 sheets printed in 2 colours on 80 gsm matt paper.

Finishing: glue on top with a white sheet as cover.



5. Addendum

LOGO HYDRECO HYDRAULICS

LOGO - ORIGINAL VERSION
HYDRECO HYDRAULICS

The original version of the trademark.



Pantone 660 C
88% C, 50% M, 0% Y, 0% K
#407EC9
64% R, 126% G, 201% B



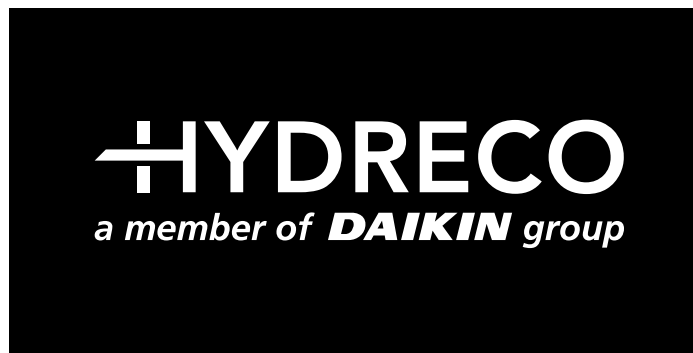
Pantone 7739 C
78% C, 0% M, 95% Y, 5% K
#319B42
49% R, 155% G, 66% B



Pantone Black
0% C, 0% M, 0% Y, 100% K
#000000
0% R, 0% G, 0% B

LOGO - NEGATIVE VERSION HYDRECO HYDRAULICS

The negative version of the trademark can live on any background, provided it is dark enough to allow good readability.



LOGO

CONTINENTAL HYDRAULICS

LOGO - ORIGINAL VERSION
CONTINENTAL HYDRAULICS

The original version of the trademark.



Pantone 286 C
100% C, 66% M, 0% Y, 2% K
#4C4D4F
36% R, 84% G, 157% B



Pantone Black
0% C, 0% M, 0% Y, 100% K
#000000
0% R, 0% G, 0% B

LOGO - NEGATIVE VERSION CONTINENTAL HYDRAULICS

The negative version of the trademark can live on any background, provided it is dark enough to allow good readability.



LOGO TILL HYDRAULIK

LOGO - ORIGINAL VERSION TILL HYDRAULIK

The original version of the trademark.



9 mm



0% C, 48% M, 93% Y, 0% K

#F8982D
248% R, 152% G, 45% B



100% C, 80% M, 35% Y, 21% K

#183B66
24% R, 59% G, 102% B



0% C, 0% M, 0% Y, 100% K

#000000
0% R, 0% G, 0% B

LOGO - NEGATIVE VERSION TILL HYDRAULIK

The negative version of the trademark can live on any background, provided it is dark enough to allow good readability.





All communication materials must be submitted to Diplomatic MS Spa for evaluation and approval before their publication.

For any information
communications@diplomatic.com