

Corporate identity guidelines

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Diplomatic Group  
featuring “member of”****0****Trademark****1**

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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.



**THE LOGOS IN USE WITHIN  
COMPANY PRODUCT  
PORTFOLIO ONLY**

Following the change of company name in February 25 in **Hydreco Hydraulic GmbH**, the Till logo is to be used referred to microhydraulic products within the company product portfolio. For further details please refer to chapter 5.7



## 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.

**D**UPLOMATIC

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

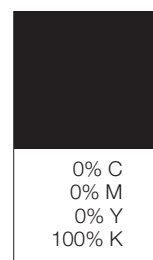
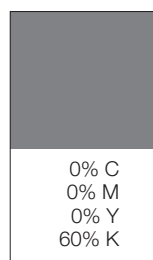
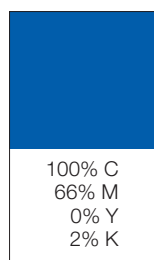
Sticking to the chosen colour range is essential to strengthen the identity of the Duplomatic brand. It is therefore advisable to always adhere to the colour values indicated on this page.

The four colour trademark version uses:

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



*a member of **DAIKIN** group*



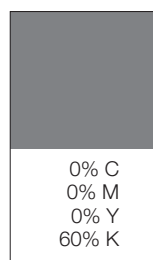
## THE FLAT TONES VERSION

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*



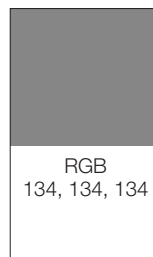
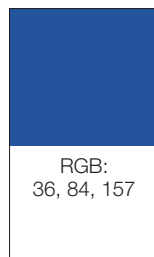
## THE RGB VERSION

The RGB colour trademark version uses:

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



*a member of **DAIKIN** group*

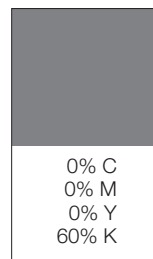
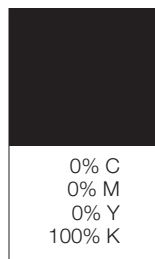


## THE BLACK AND WHITE VERSION

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

**DIPLOMATIC**  
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.



## USE OF LOGO ON CORPORATE APPAREL

Only on corporate apparel, customized with the embroidery technique, the logo to be used is the following in negative version, without a frame under the motion solutions wording that occupies the entire rightness of Duplomatic and in the size 100x30 mm.



## THE RESPECT AREA

The trademark has a minimum protective space equal to 1.5a.

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.

9 mm



## 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  
Website*

### RAJDHANI

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Power Point Presentation  
Website*

### RUBIK

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

*Digital signature*

### Verdana

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

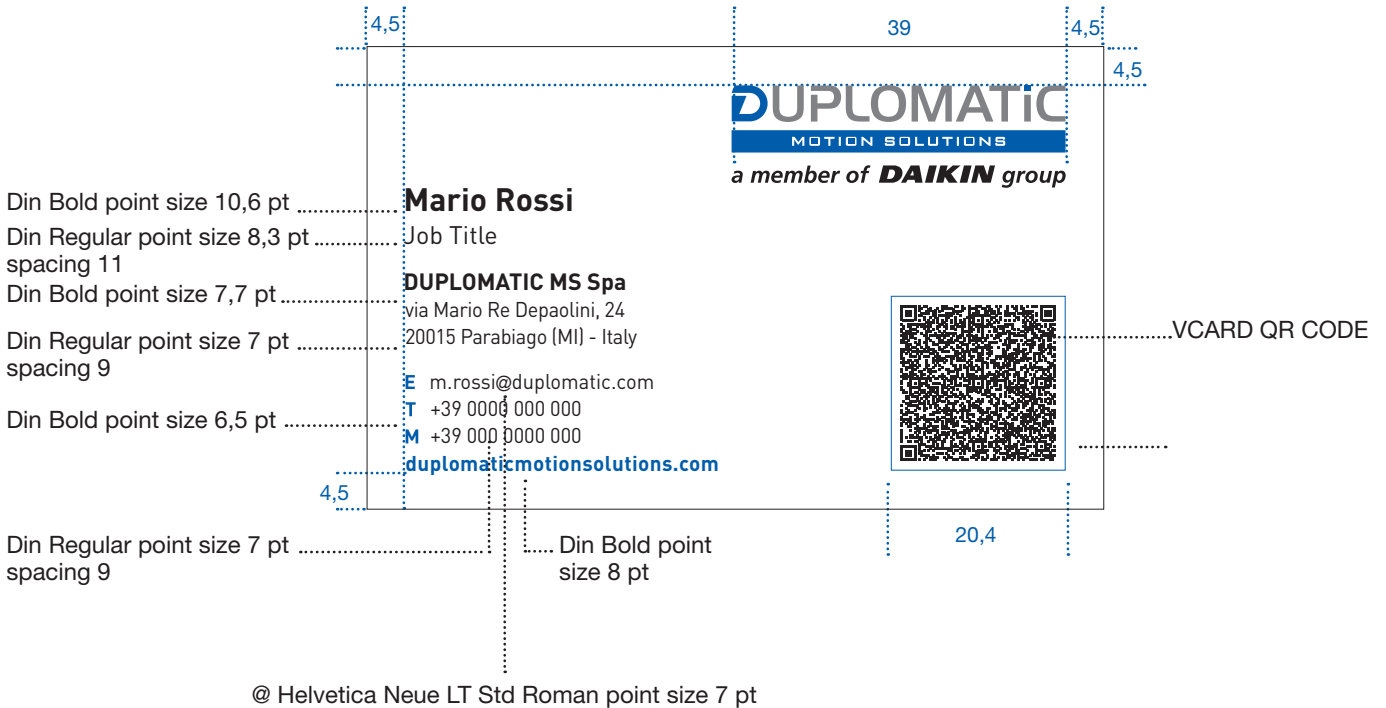
### 3. Stationery

# 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)



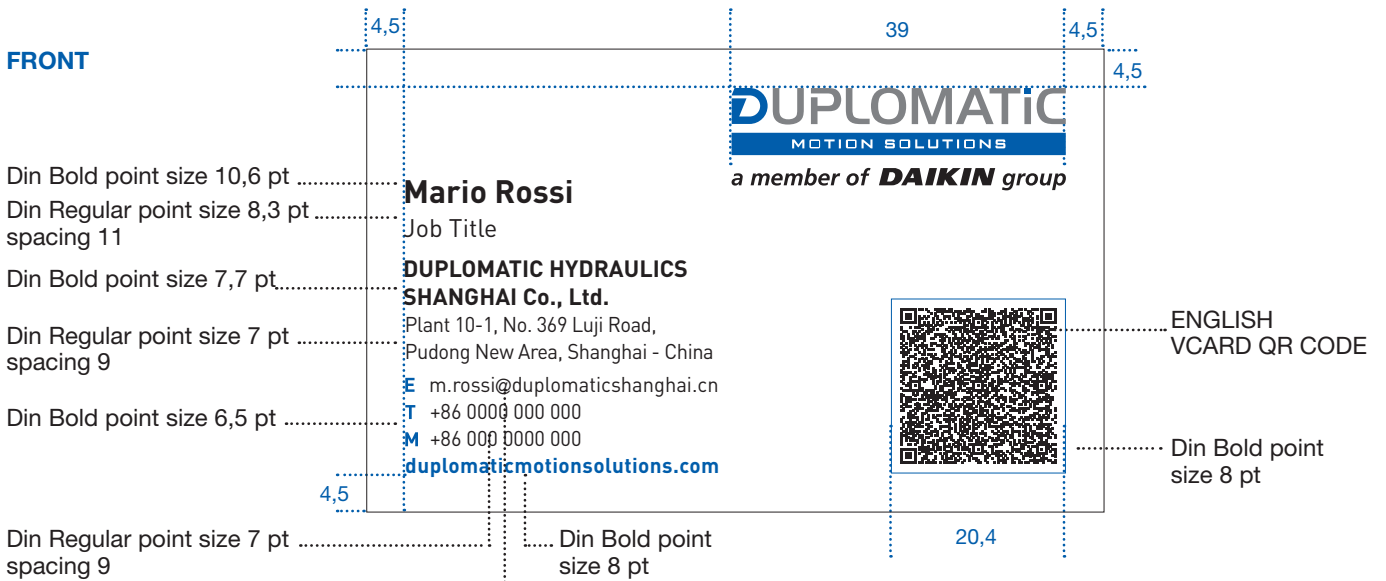
## BUSINESS CARD

*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

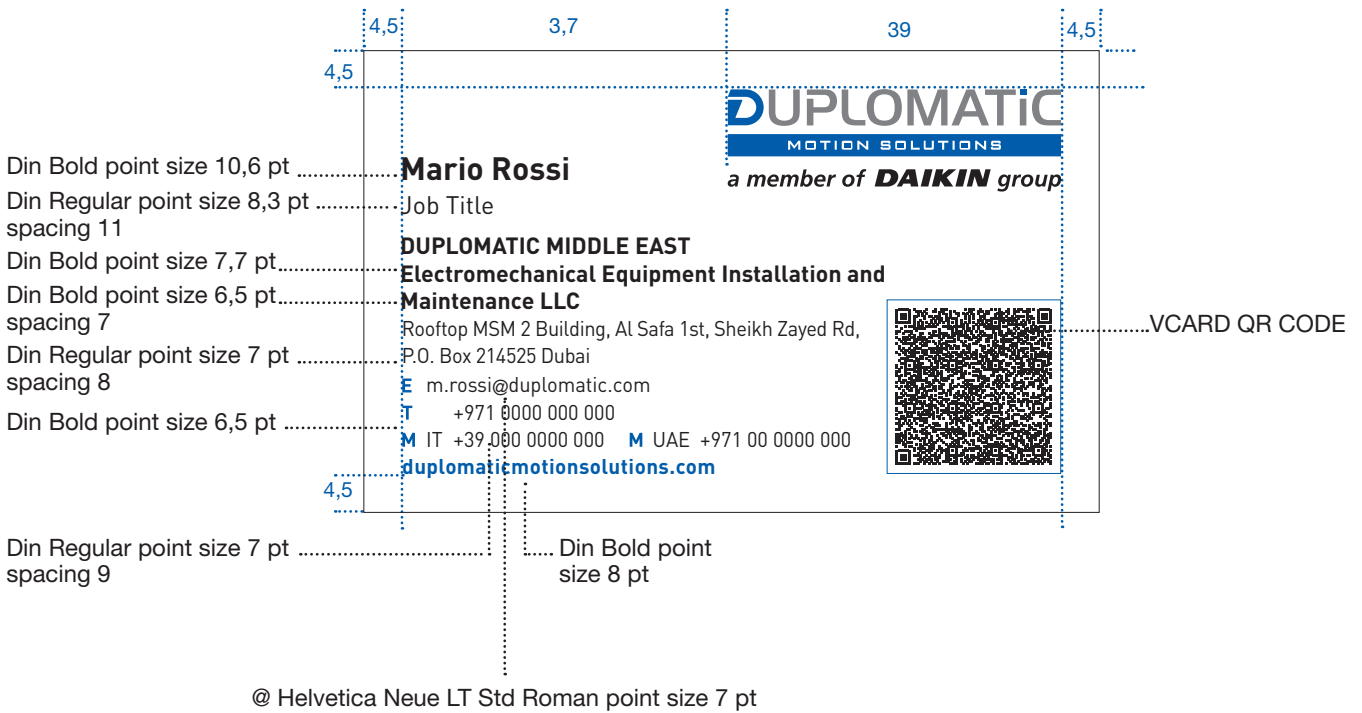


# BUSINESS CARD

*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

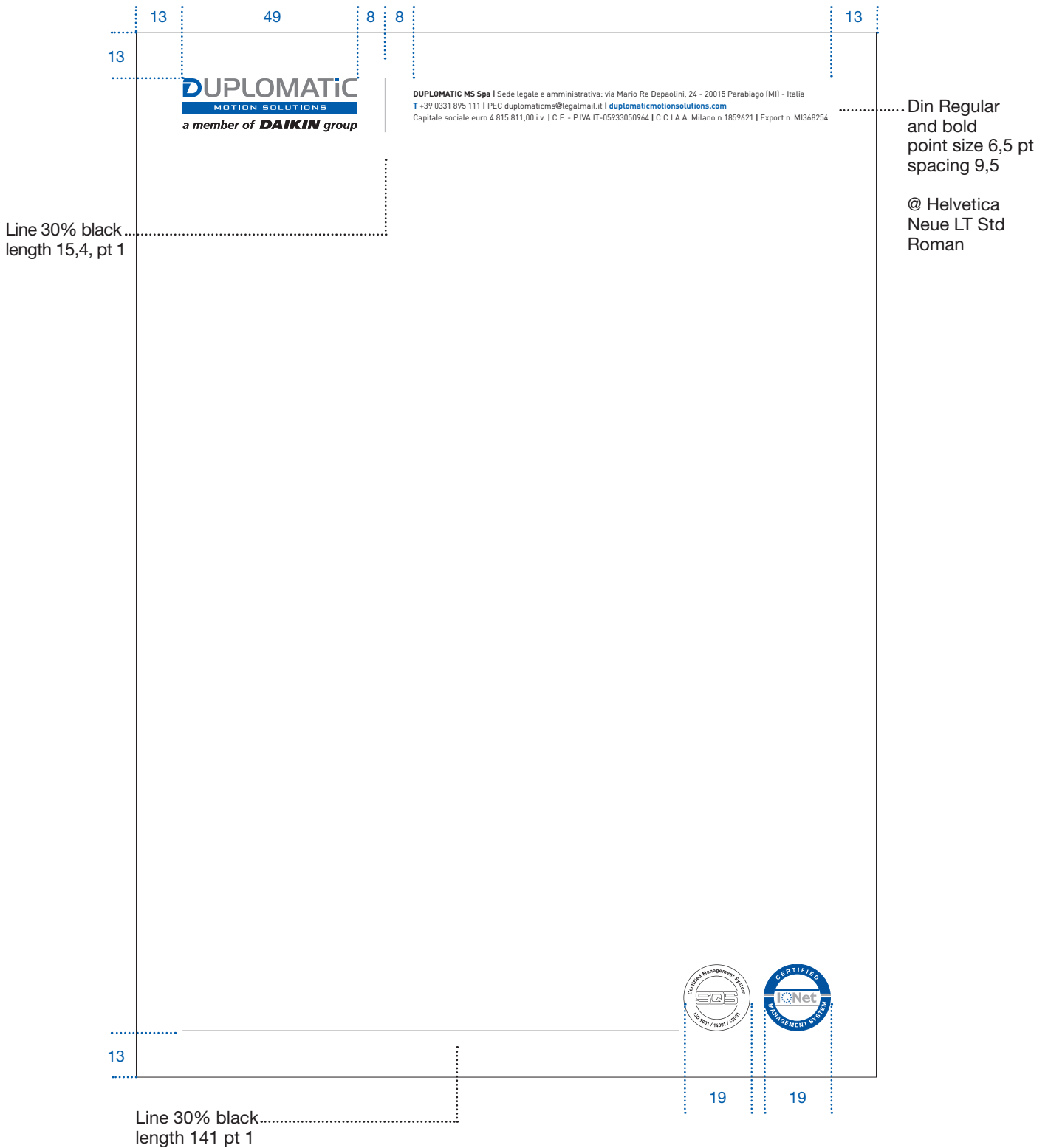
Verdana sans-serif size11 px



# LETTERHEAD

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

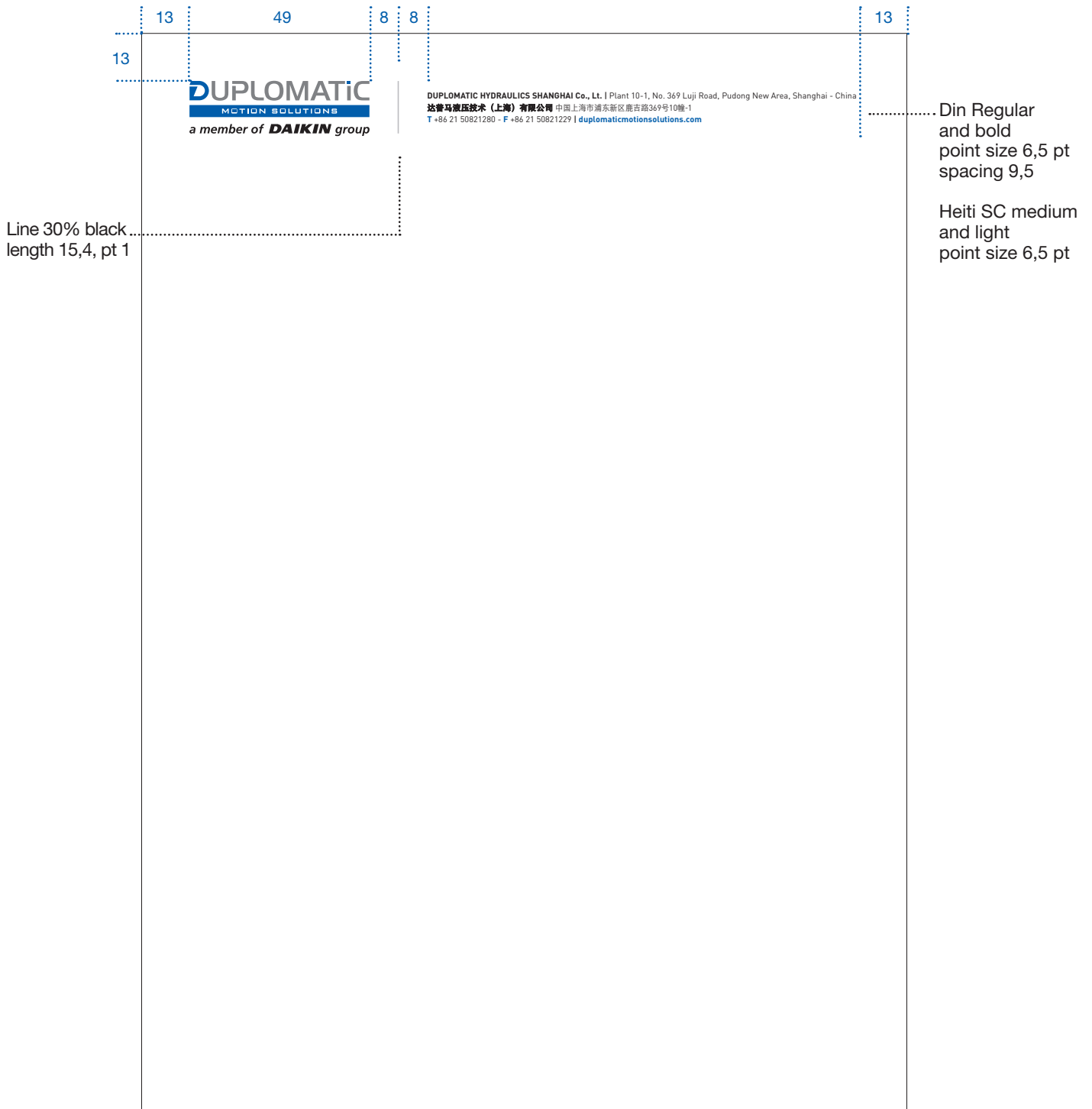
Diplomatic Motion Solutions



# LETTERHEAD

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

*Diplomatic Shanghai*

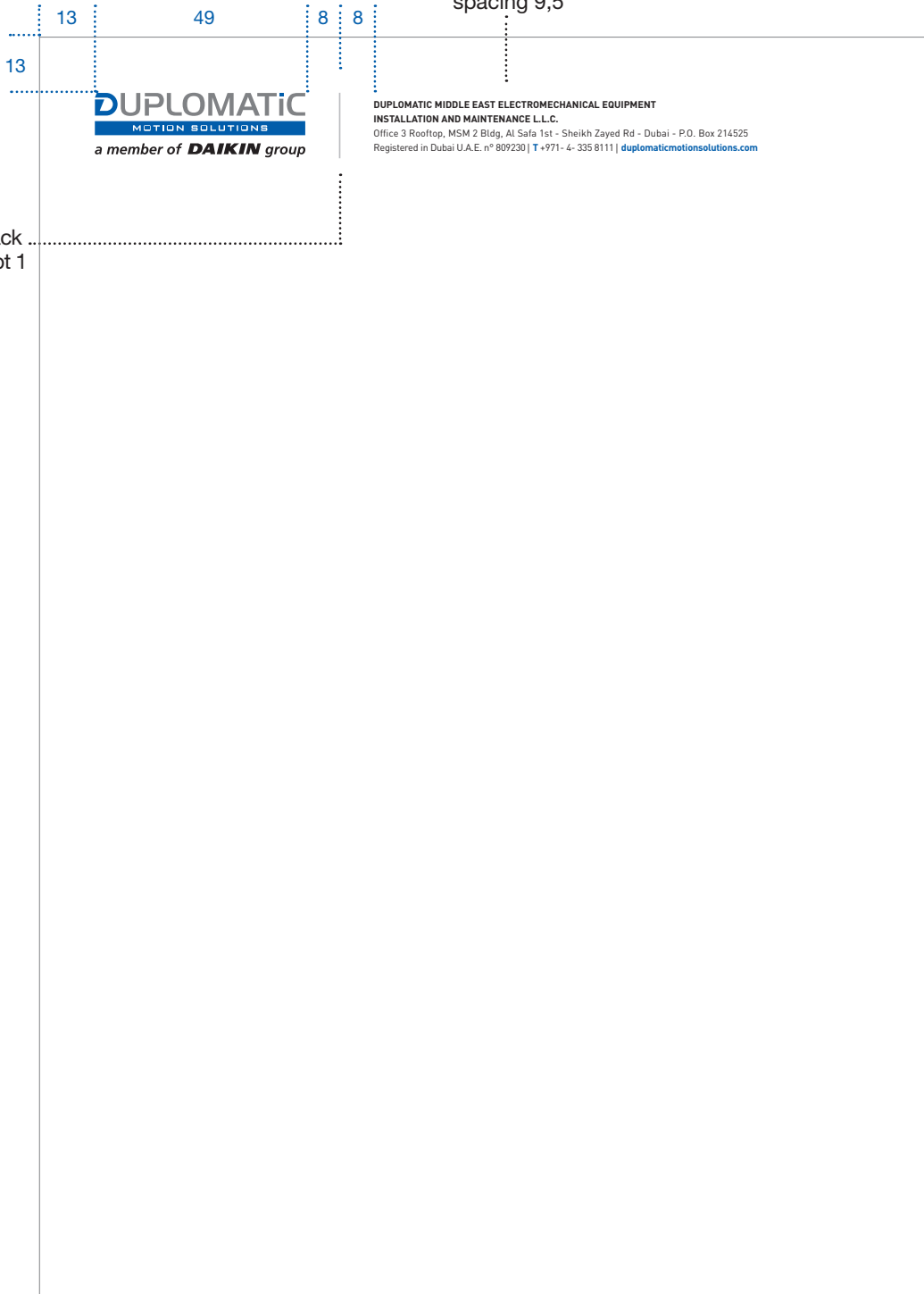


# LETTERHEAD

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

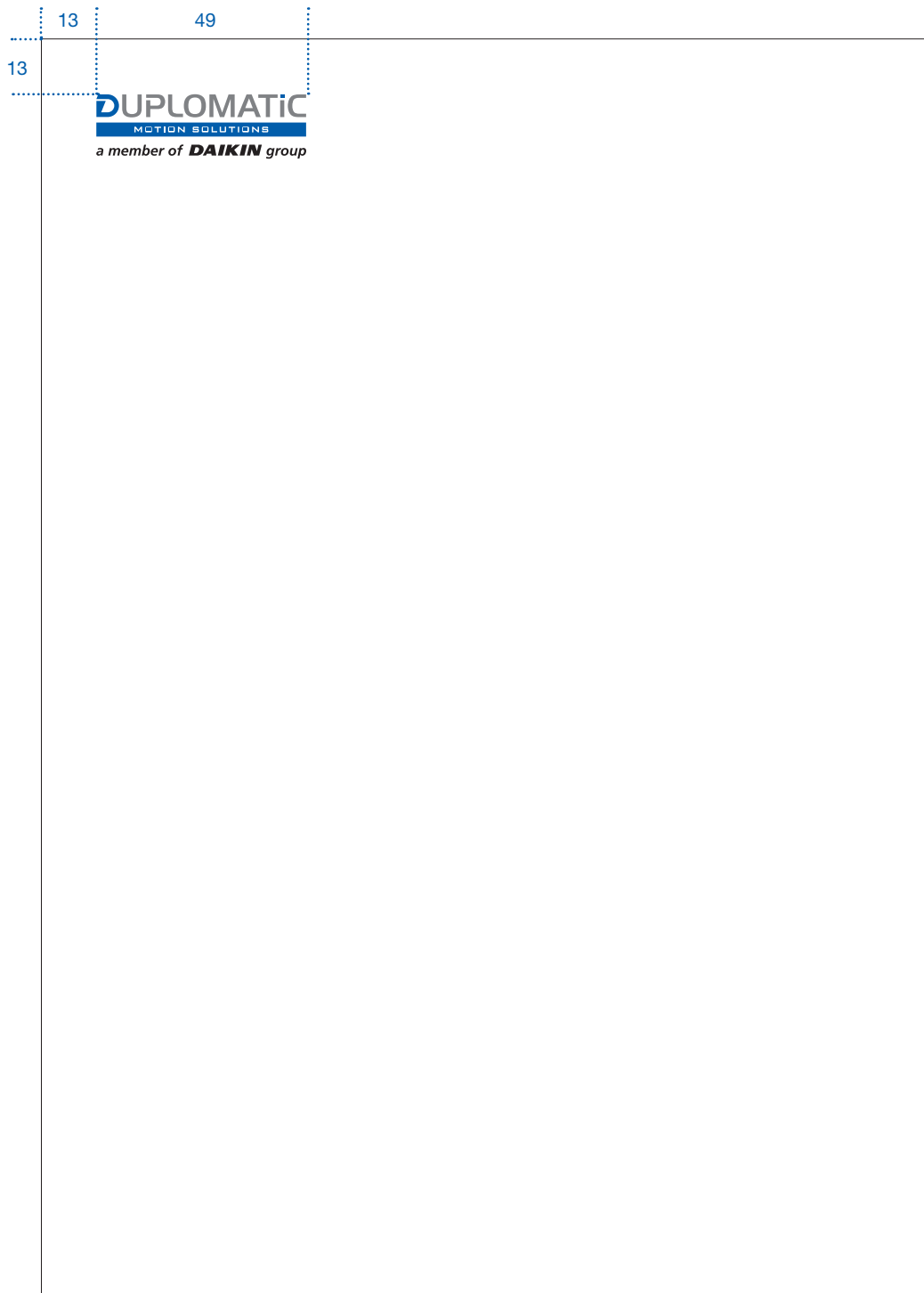
UNI A4 (210x297 mm) format letterhead, digital format only.

*Following page*

*Diplomatic Motion Solutions*

*Diplomatic Shanghai*

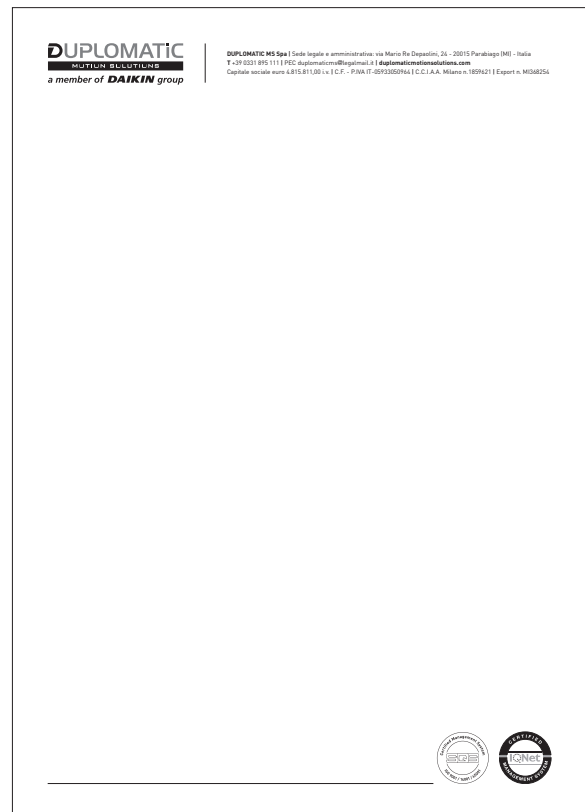
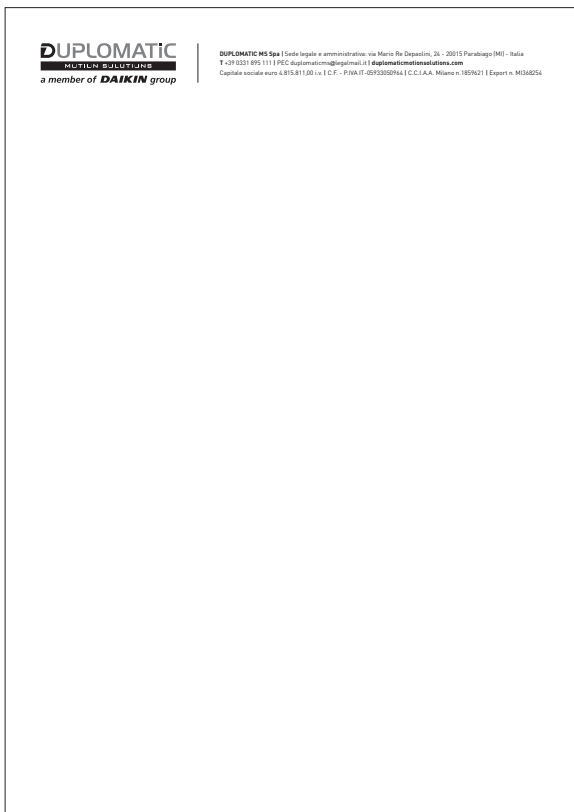
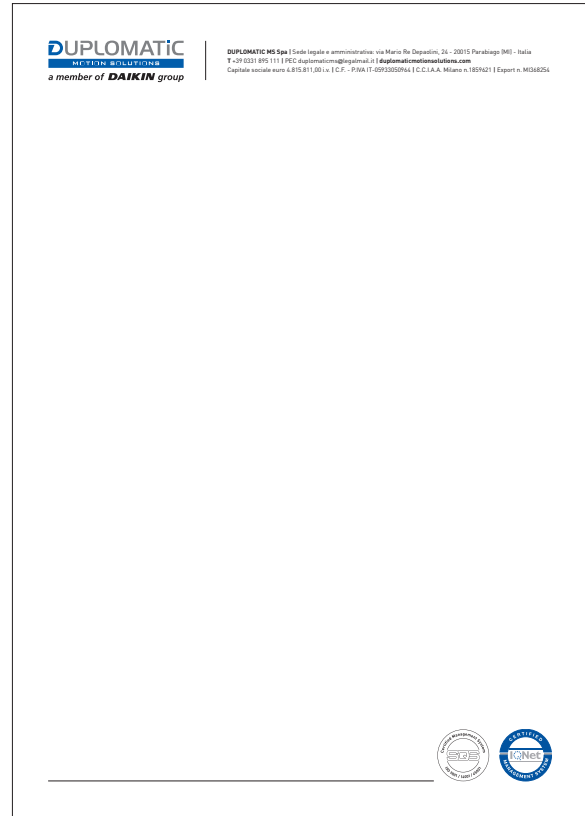
*Diplomatic Middle East*



# LETTERHEAD ERP

## Diplomatic Motion Solutions

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

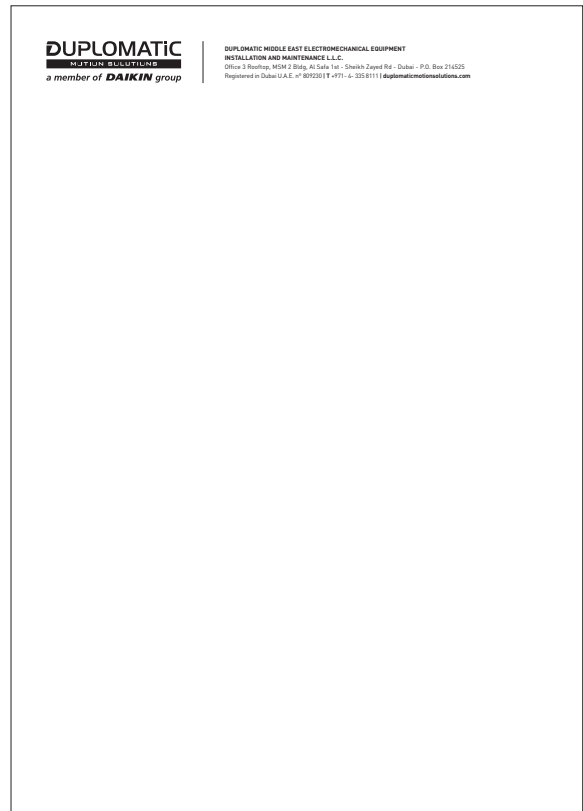




# LETTERHEAD ERP

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](http://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 auconsumimo 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 auconsumimo imandiis.

[www.diplomaticmotionsolutions.com](http://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:**

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**A mezzo/By:**

---

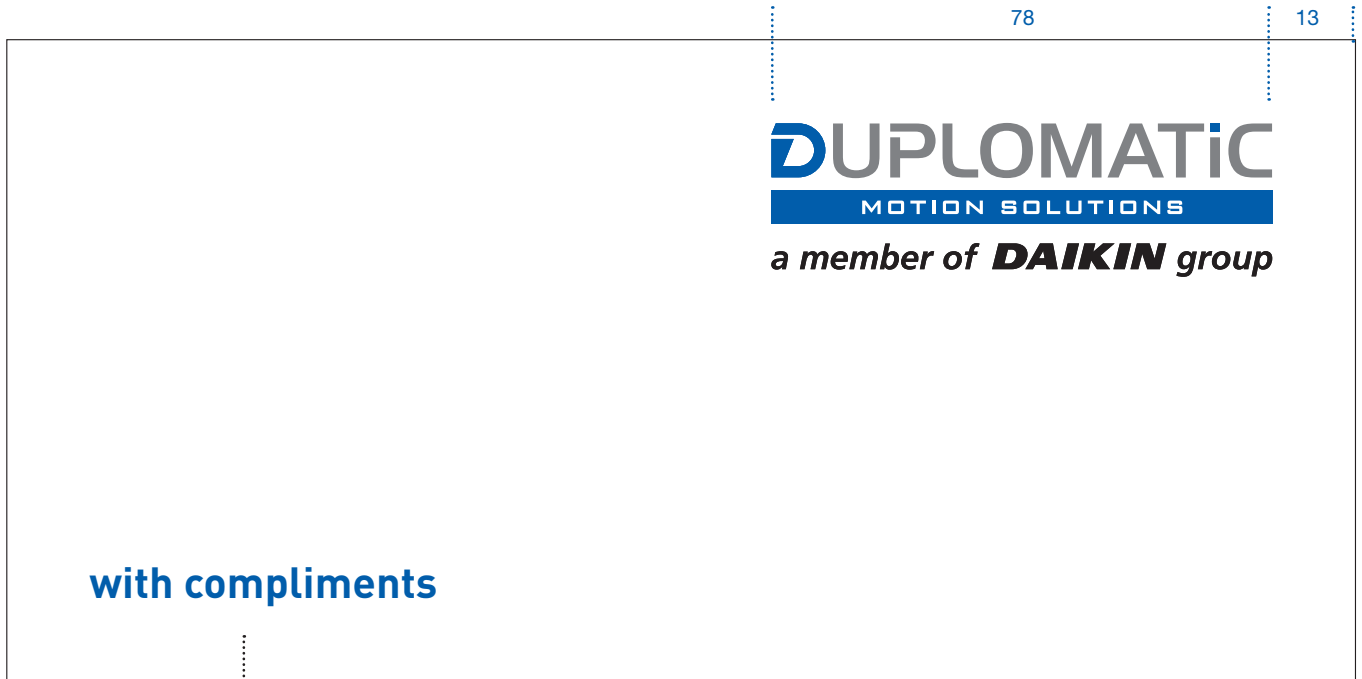
**Peso e dimensioni/Weight and dimensions:**

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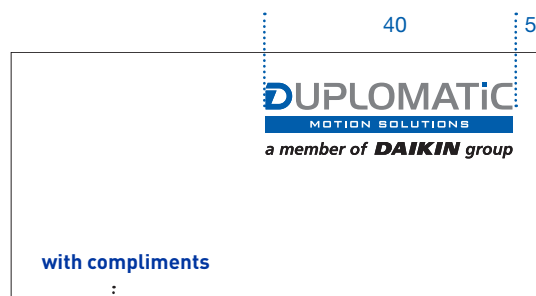
Din medium  
point size 8 pt

## 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*

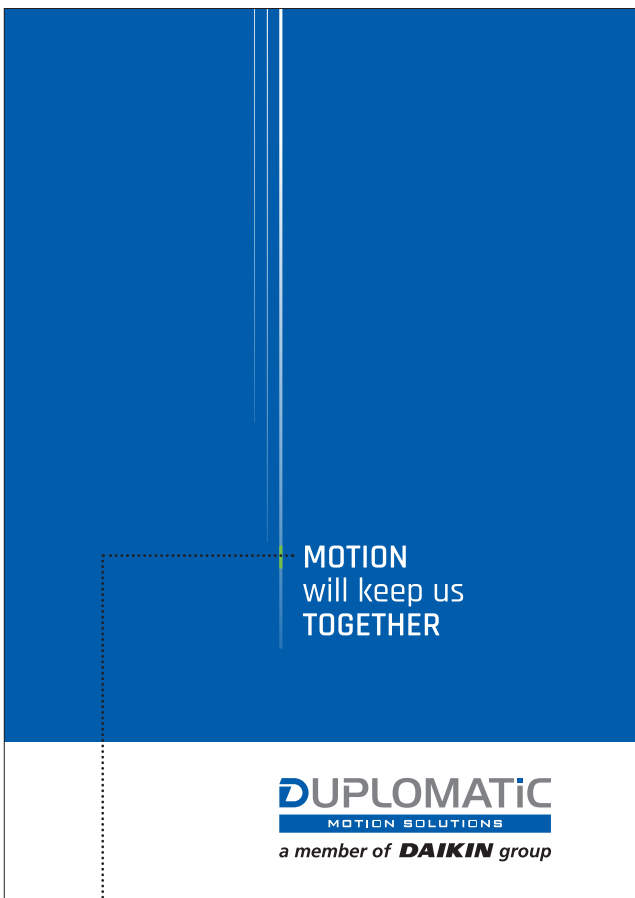
UNI A4 (210x297 mm).

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



6 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 (width) and 32 (height)
- Top-right margin: 63 (width) and 9,3 (height)
- Bottom-right margin: 10 (width)
- Logo: **DIPLOMATIC** MOTION SOLUTIONS, a member of **DAIKIN** group
- Grid: A large square grid with a thread thickness of 0,15 pt in black color.

## NOTE PAD

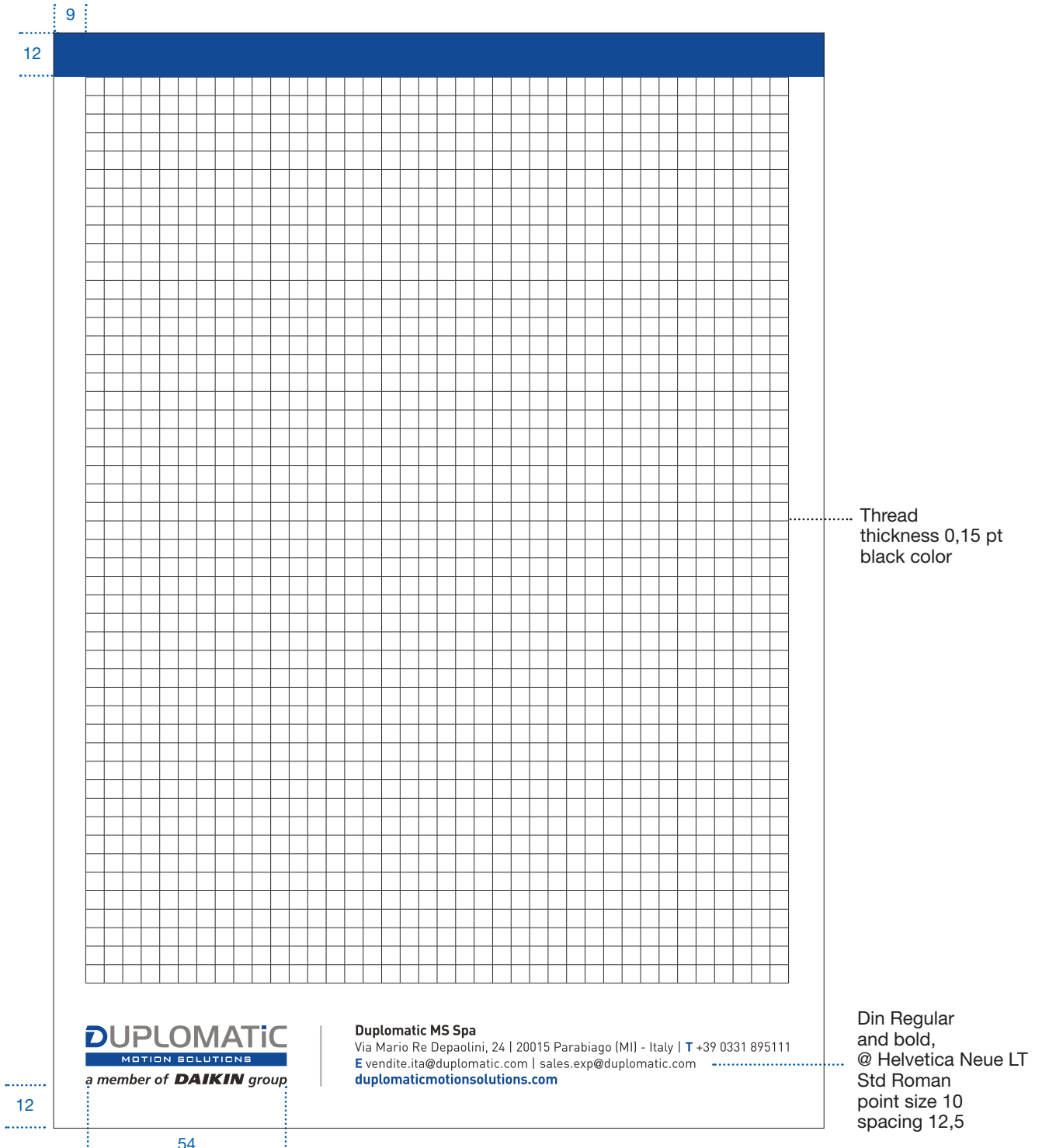
### Basic Type

UNI A4 (210x297 mm).

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

Finishing: glue on top with a white/gray neutral sheet as sub-block.

Also available in UNI A5 (148 x 210 mm).



## 5. Addendum

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# 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



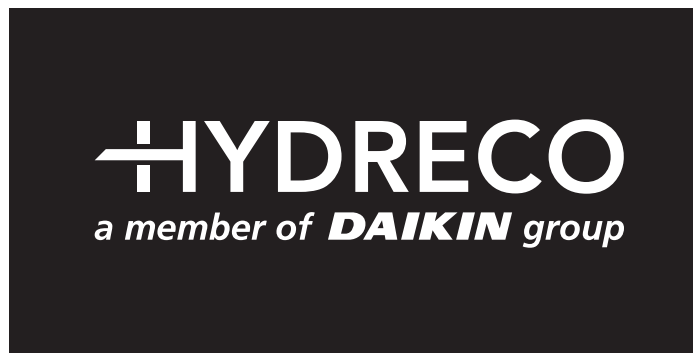
Pantone 7739 C  
78% C, 0% M, 95% Y, 5% K  
#319B42  
49% R, 155% G, 66% B



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

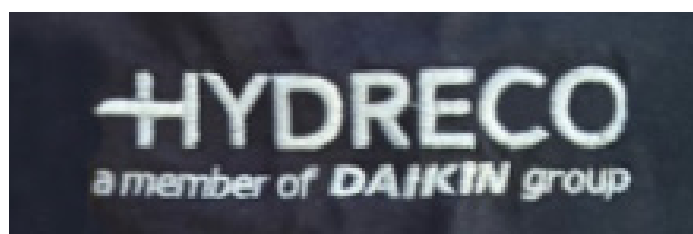
## LOGO - NEGATIVE VERSION HYDRECO HYDRAULICS

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



## USE OF LOGO ON CORPORATE APPAREL

On corporate apparel, customized with the embroidery technique, the logo to be used is the following in negative version, in the size 100x30 mm.



**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

Following the change of company name from  
“TILL HYDRAULIK” to “Hydreco Hydraulics GmbH”,  
the “TILL” logo will be used only as product brand for  
microhydraulics referred to specific applications (medical, ...)

## LOGO - ORIGINAL VERSION TILL HYDRAULIK

Following the change of company name from “TILL HYDRAULIK” to “Hydreco Hydraulics GmbH”, the “TILL” logo will be used only as product brand for microhydraulics referred to specific applications (medical, ...)



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

Following the change of company name from “TILL HYDRAULIK” to “Hydreco Hydraulics GmbH”, the “TILL” logo will be used only as product brand for microhydraulics referred to specific applications (medical, ...)



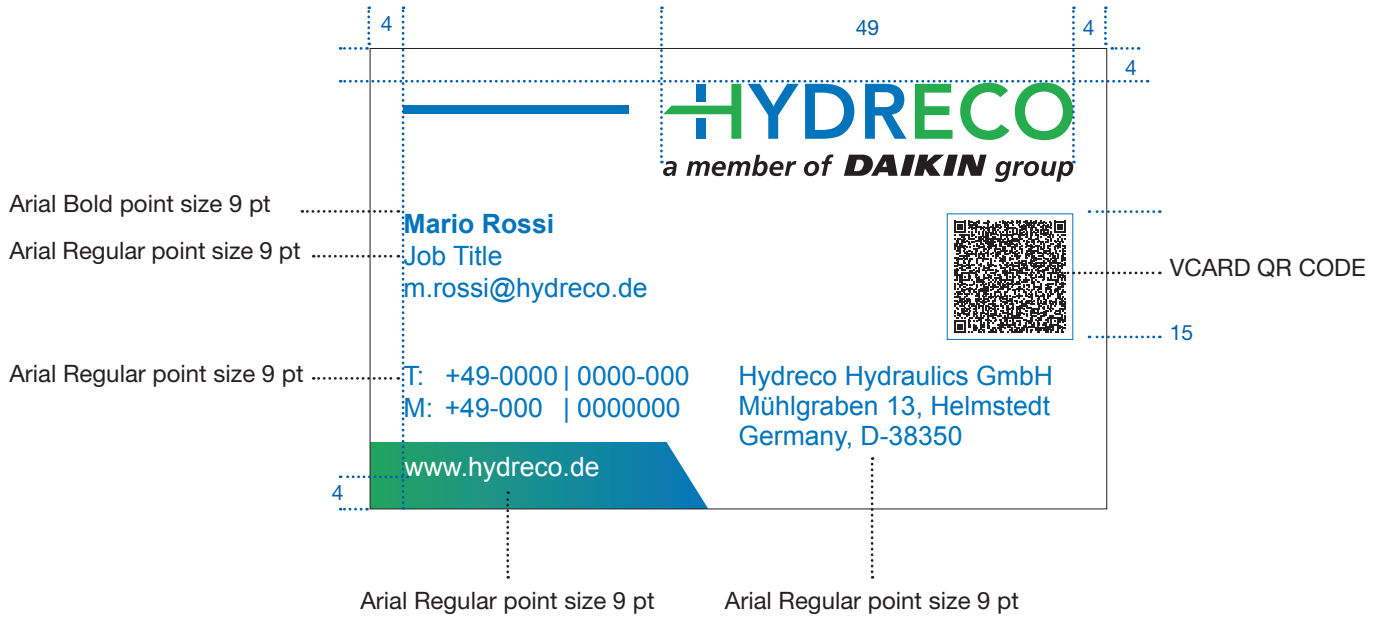
The negative version of the trademark can live on any background, provided it is dark enough to allow good readability.

# BUSINESS CARD

Hydreco Hydraulics GmbH

Typeface: Arial

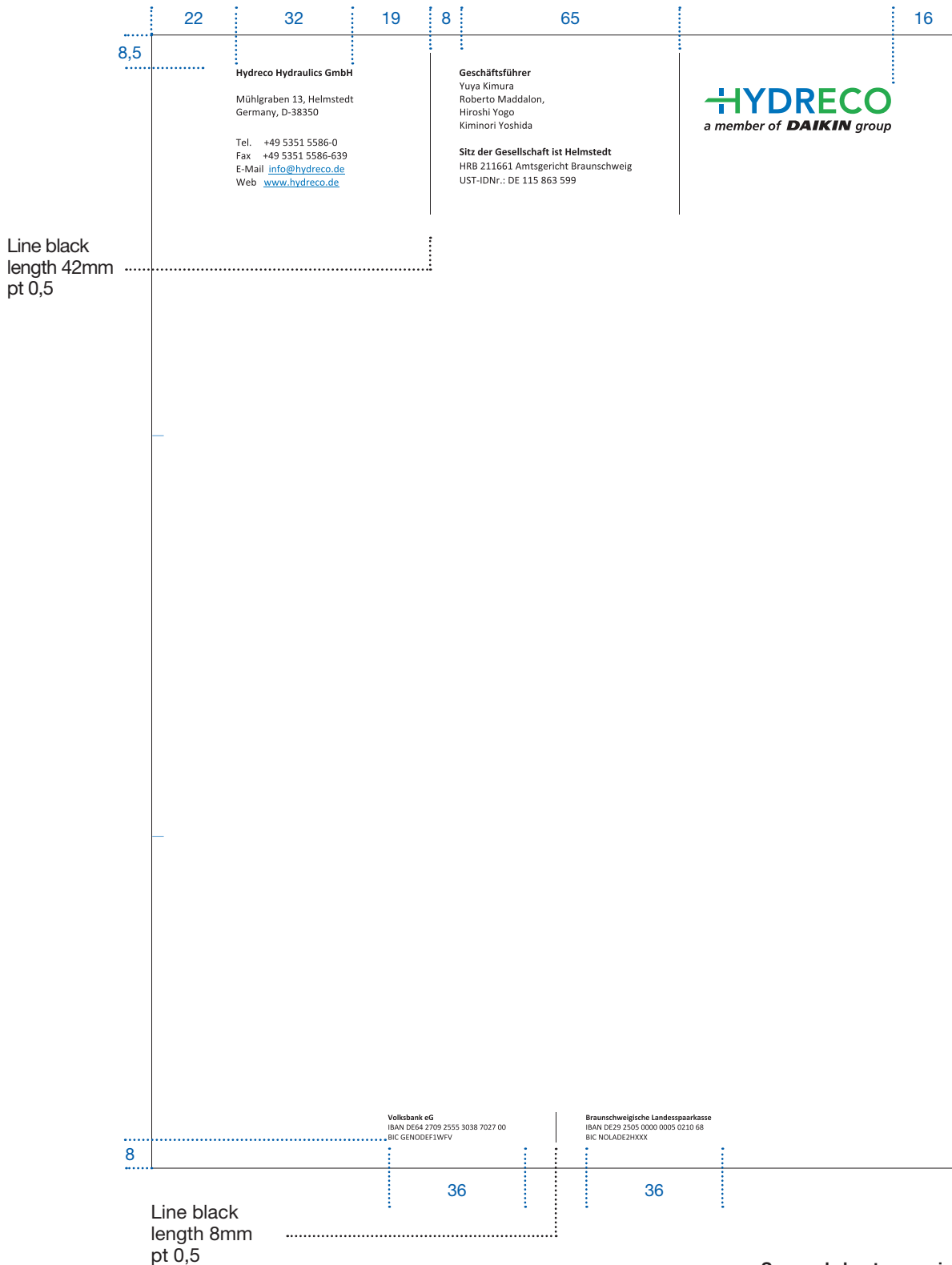
88x55 mm format, printed on 350 gr extra white paper front only.



# LETTERHEAD

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

*Hydreco Hydraulics GmbH*





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

For any information  
[communications@diplomatic.com](mailto:communications@diplomatic.com)