

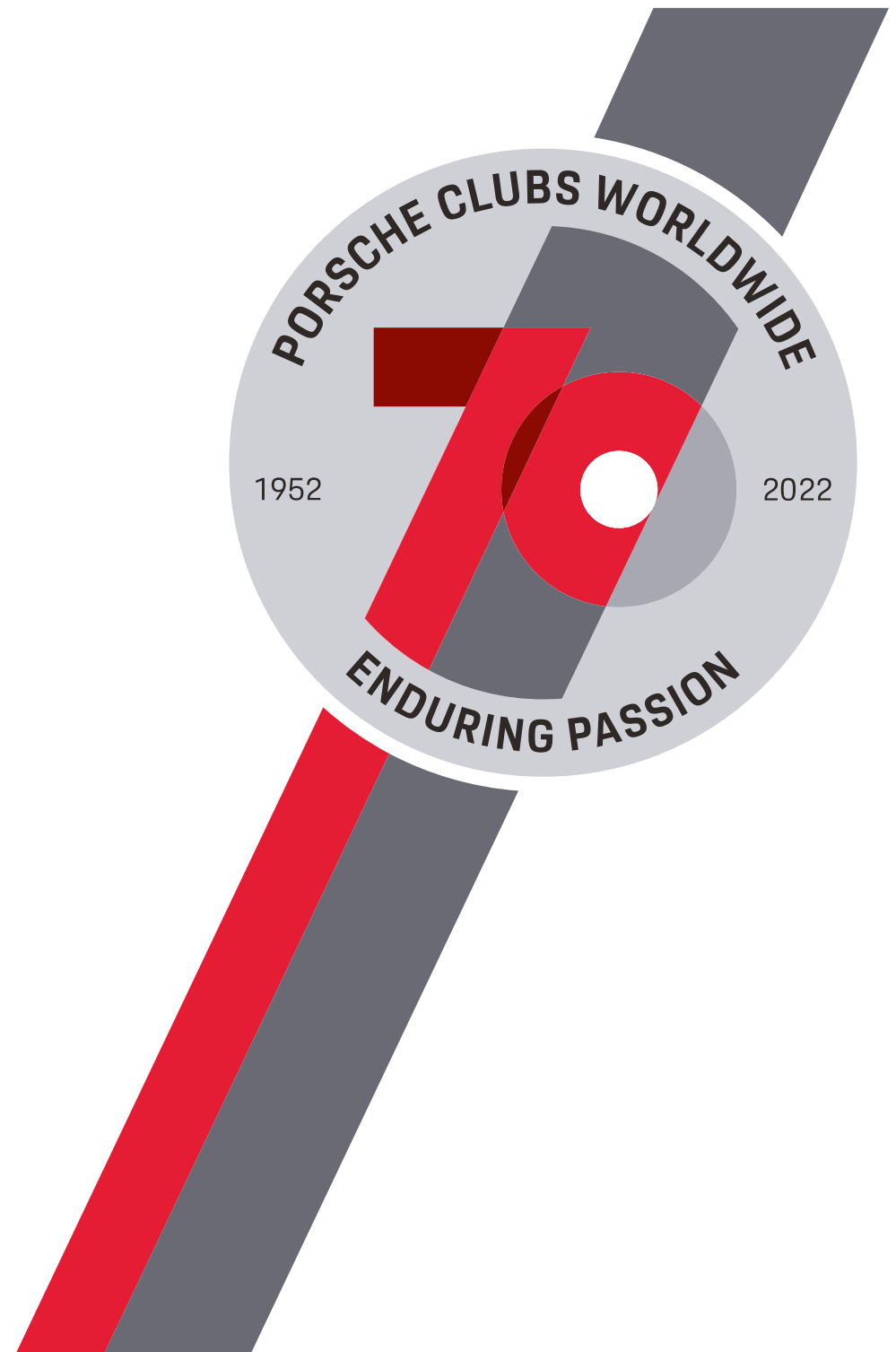
Enduring Passion.

70 Years of Porsche Clubs worldwide

70 Years of Porsche Clubs Campaign
Logo, color and type guidelines

Porsche AG, VME1 2022
Version 02052022

Buero Linientreu



Porsche Club 70 Years Badge

Color separations



CMYK

Light Grey C3 M3 Y0 K17
Mid Grey C6 M6 Y0 K34
Dark Grey C11 M11 Y0 K64
Black Type C0 M0 Y0 K100
Club Red C5 M100 Y85 K0
Dark Red C0 M97 Y100 K50



RGB

Light Grey R234 G234 B234
Mid Grey R181 G181 B186
Dark Grey R115 G114 B120
Black Type R35 G31 B32
Club Red R213 G0 B28
Dark Red R131 G0 B18



Pantone

Light Grey Pantone 427 C
Mid Grey Pantone 429 C
Dark Grey Pantone 431 C
Black Type Pantone Black C
Club Red Pantone 200 C
Dark Red Pantone 188 C



Porsche Club 70 Years Badge

Usage on Backgrounds



On white ground

On white, off white and light colored grounds as flags, letterhead or as badges and stickers the Porsche Club 70 Years Badge is used without white border line.



Border line or mask

The border line can be found as a mask and is part of the vector data.



On dark grounds and pictures

On dark grounds and pictures the Porsche Club 70 Years Badge is used with white surrounding border line.

Porsche Club 70 Years Badge

Extending stripes



The Stripes

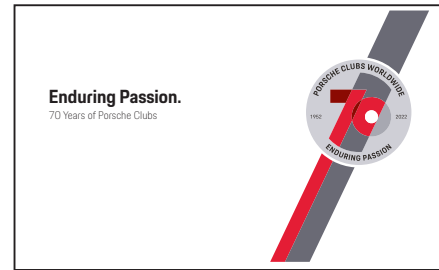
The Porsche Club 70 Years Badge can be extended by bi-coloured stripes. In this case only the logo version with surrounding mask may be used. The stripes are only to be used in Dark Grey and Club Red.

The Stripes are an extension of the inner diagonal stripes and keep in any case the angle of the logo diagonals.

The ends of the stripes are cutted horizontally.

Porsche Club 70 Years Badge

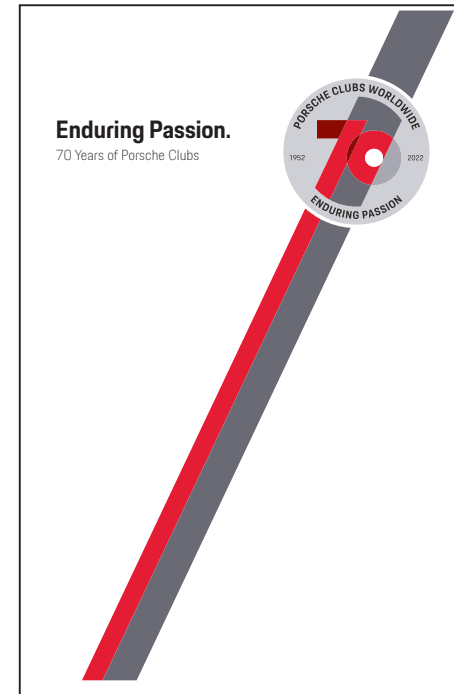
Using the extending stripes



The Stripes

The Porsche Club 70 Years Badge is positioned towards the upper end of the format. The upper stripe is always shorter than the bi-coloured basic stripes.

The stripes can be used as a playful extension of the logo to define space and format ratio.



Porsche Club 70 Years Badge

Type setting

Enduring Passion.

70 Years of Porsche Clubs worldwide

Naming and typing

The claim of the 70 Years of Porsche Club campaign is:

Enduring Passion.

Both words are written in kapital E and P.

The claim may always be written with period at the end.

The typeface is Porsche Next bold.

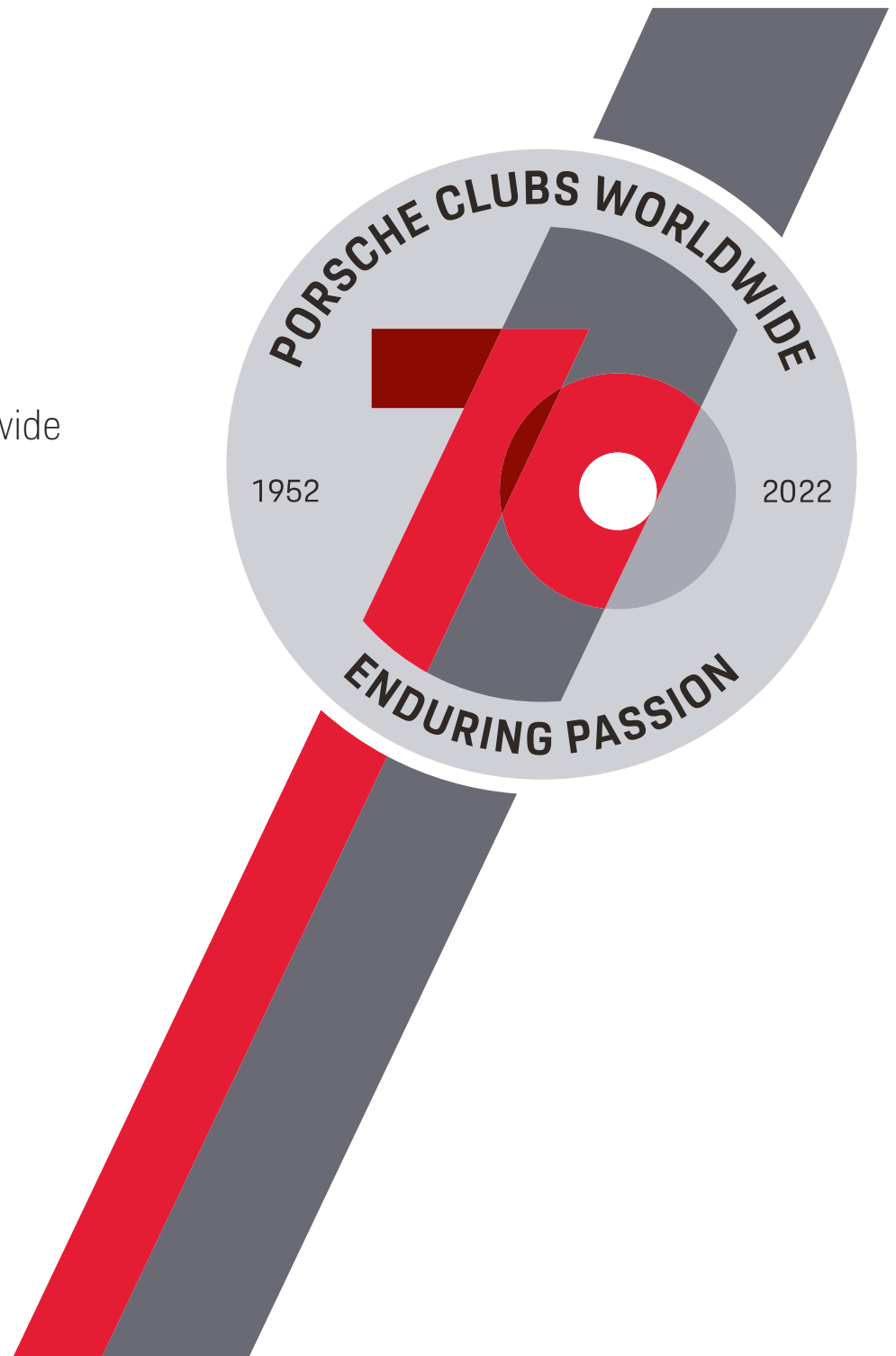
The subline is:

70 Years of Porsche Clubs worldwide

70 Jahre Porsche Clubs weltweit

The typeface is Porsche Next light

Size and relation of claim and headline can vary,
position is fixed to the upper end of the horizontal bar
of the seven (7).



Porsche Club 70 Years Badge

Color relations



Background

The background color of the campaign is white.

The background color of the logo is Light Grey.
Light Grey may also be used as part of the background
but not with more than 20 % of format.

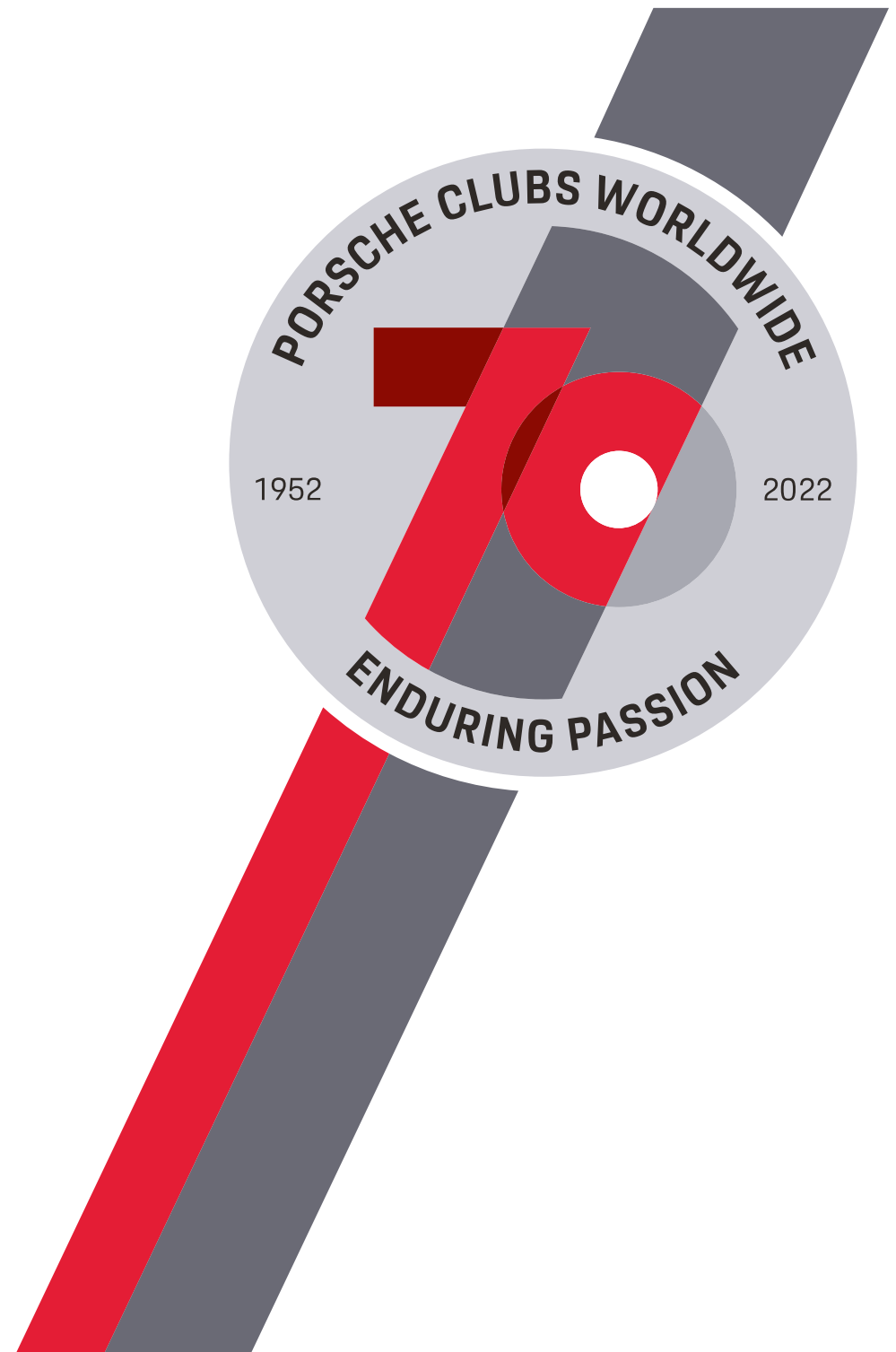
Dark Grey, Club Red and Dark Red are only for
signature use.

Type is always set in black.



Enduring Passion.

70 Years of Porsche Clubs



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