



KWC

Brand Guideline

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01

About the KWC brand

KWC Group AG

KWC, pure expertise in water management: fittings and system solutions for private households, public buildings and the medical sector – innovative and resource-efficient. KWC Group AG unites the three business areas KWC Home, KWC Professional and KWC Medical under one roof.

KWC Home

High-quality bathroom, shower and kitchen fittings featuring ergonomics and style: comfort and safety for your own private oasis of well-being.

Contact KWC Home:
Edmond Brotz
+41 627 686 288
edmond.brotz@kwc.com
www.kwc.com

KWC Professional

System solutions for public and commercial sanitary rooms: modular, water efficient – for maximum safety and hygiene.

Contact KWC Professional:
Verena Töpfer-König
+49 337 8818455
verena.toepfer@kwc.com
www.kwc.com

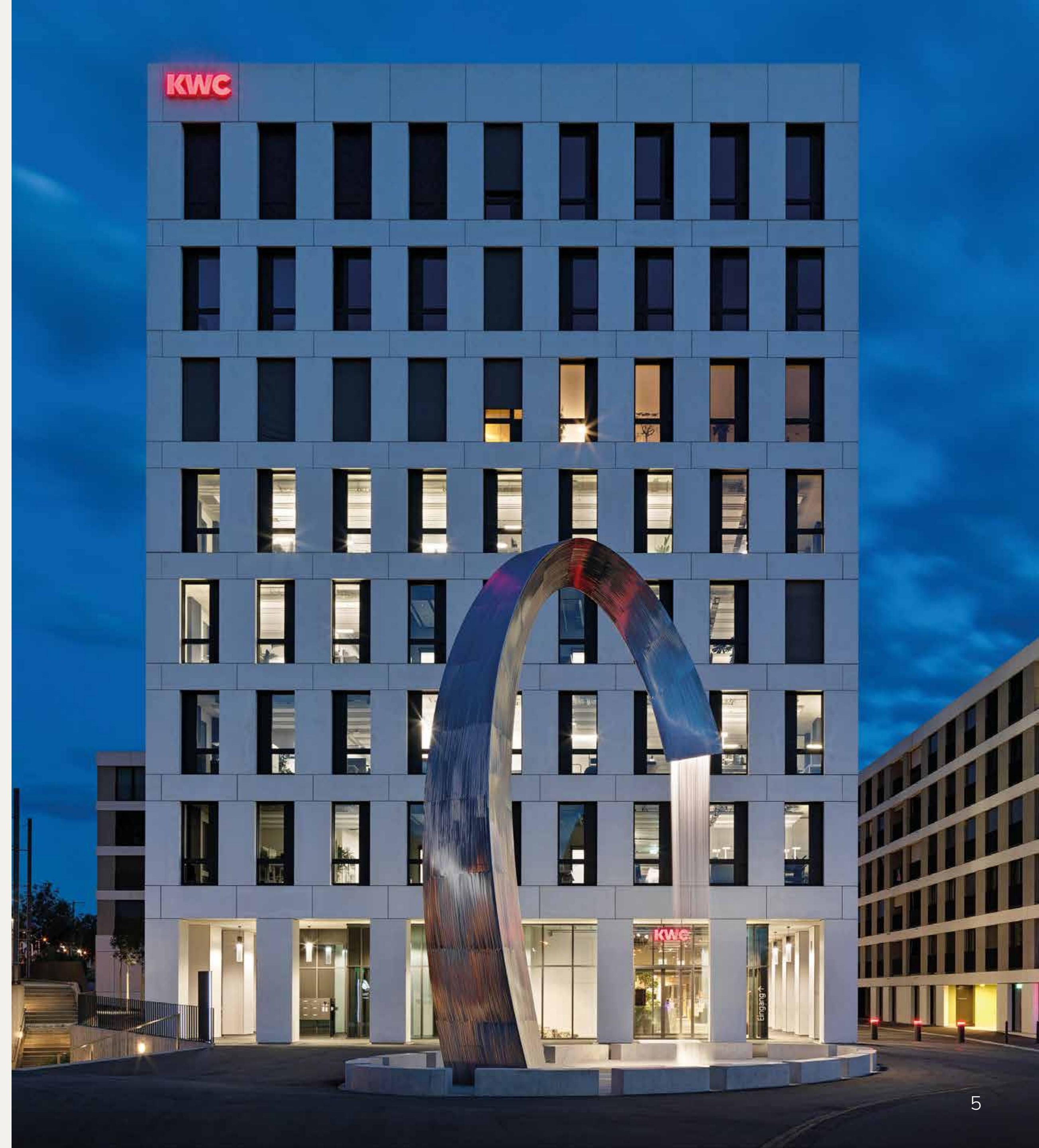
KWC Medical

Where hygiene and disinfection are the determining factors, KWC DEKO disinfection units are the solution: premium products for the healthcare sector.

Contact KWC Medical:
KWC Nordics Oy
+358 15 34 111
kwc-medical-export.fi@kwc.com
www.kwc.com

The brand KWC

Hygiene, safety, sustainability and enthusiasm. These are not just random values, but our attitude, which is based on nearly 150 years of tradition. We pass these values on from one generation to the next, never forgetting our history, our expertise and our competence. All this is an investment in our concept and our requirements of ourselves, our work and our products: We want to improve people's quality of life. We want to make life simpler, safer and healthier. We want to equip our environment with innovative and beautiful products. Our materials are sustainable and safety is more than just a word. We stand for an attitude to life that impresses.



02

Logo

Logo

The use of the KWC logo is firmly defined and must be adhered to and applies to both digital and printed products.

The following also applies to printed products:
Minimum logo size: 10.5 mm (%)*.

*The millimetre specifications in the document are also valid as percentage specifications.

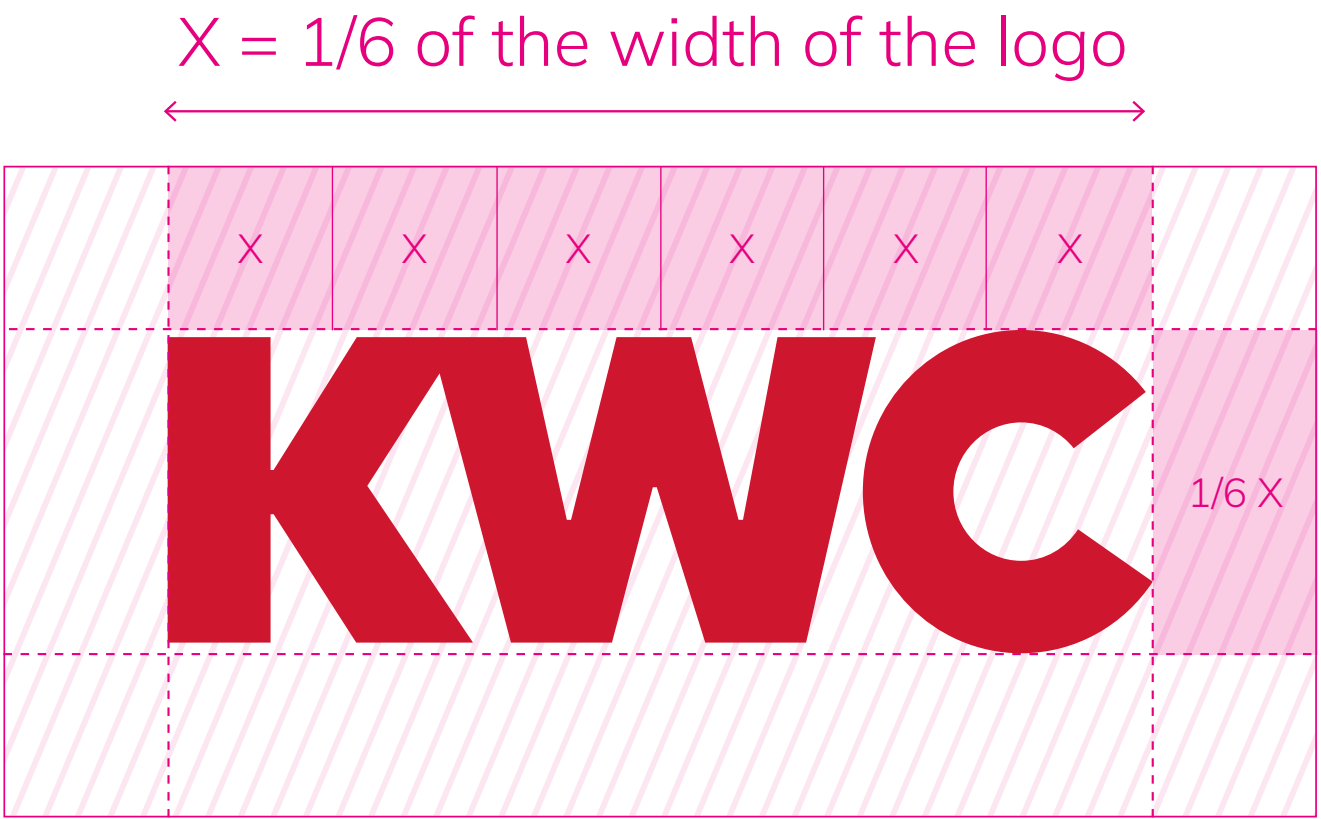
Important: The logo with the claim „The ultimate choice“ is reserved for the KWC brand and may not be used by partners. The claim „Swiss Water Experience“ may no longer be used in connection with KWC.

The protected zone of the KWC logo is 1/6 of the logo width on all sides. This subdivision is marked X. No graphic or text elements may appear within this zone. This protected zone must always be guaranteed.

Logo



Protected zone



Logo – colours

The KWC logo colour scheme is used according to the following hierarchy:

General use

Primarily, the KWC logo is used in KWC Red against the background KWC Deep Blue or White.

1C design

For neutral implementations, the logo is also available in black and white.

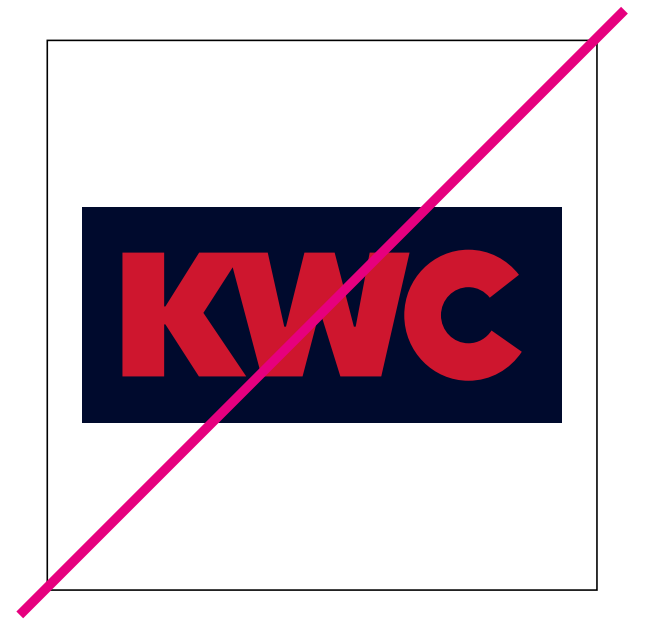
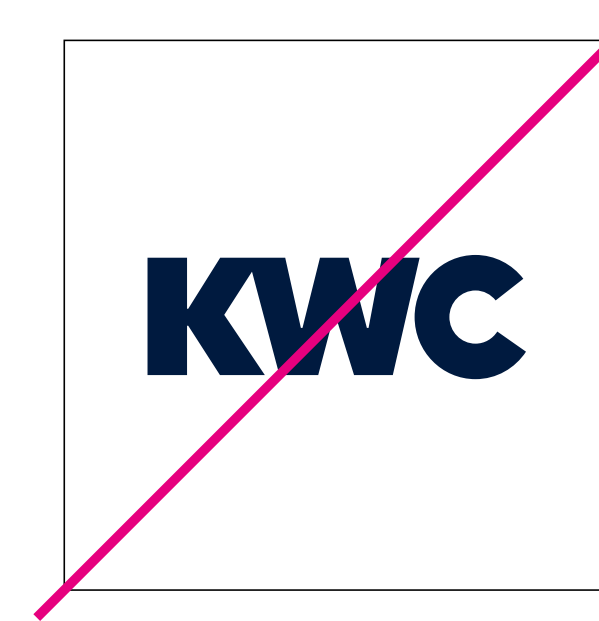
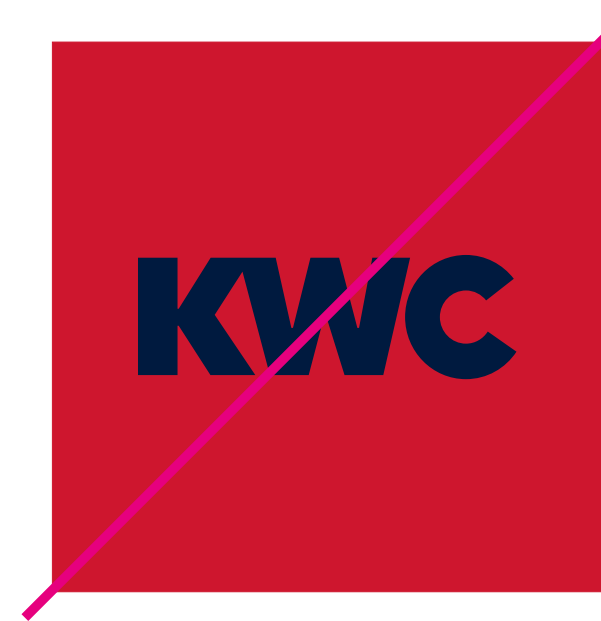
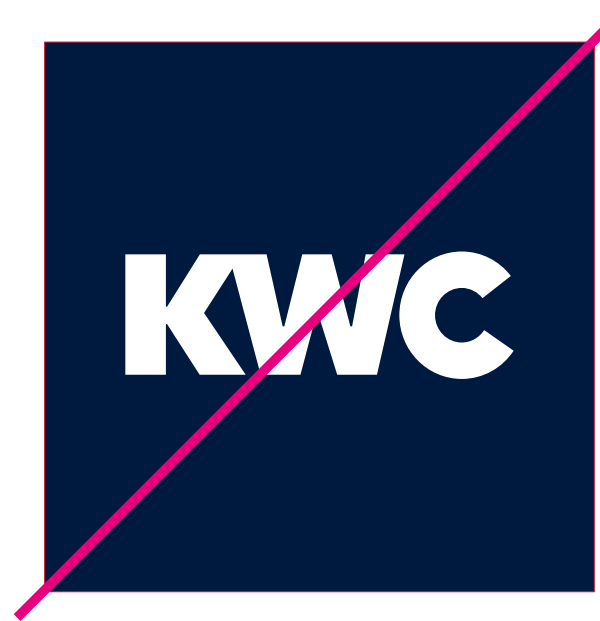


Logo – colours

Don'ts

The KWC logo

- must not be placed in White on a KWC Deep Blue background;
- is never used in KWC Deep Blue;
- must not be displayed with transparency;
- must not be superimposed on a framing surface;
- must not be placed on busy backgrounds;
- must not strike-through the product.



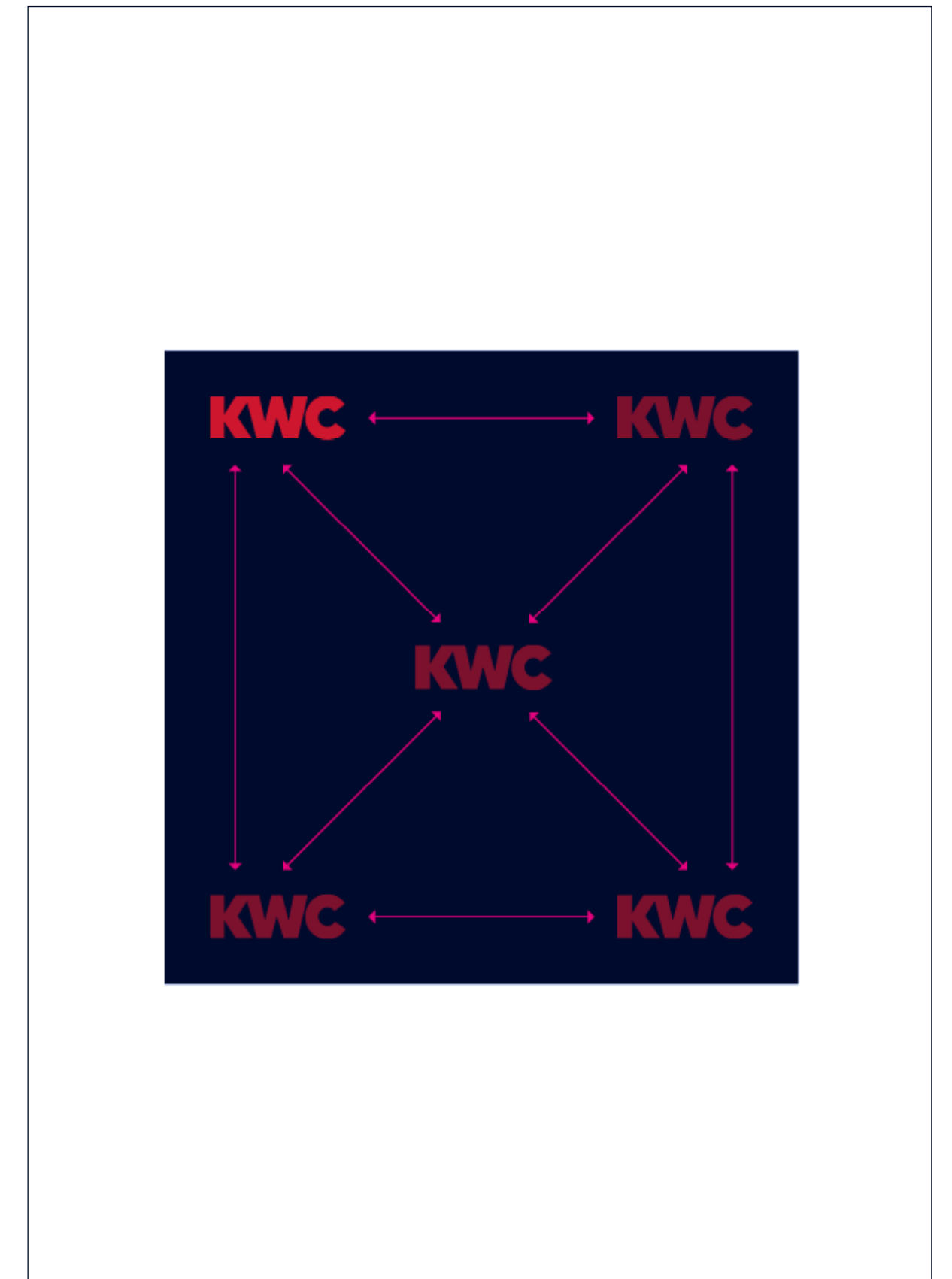
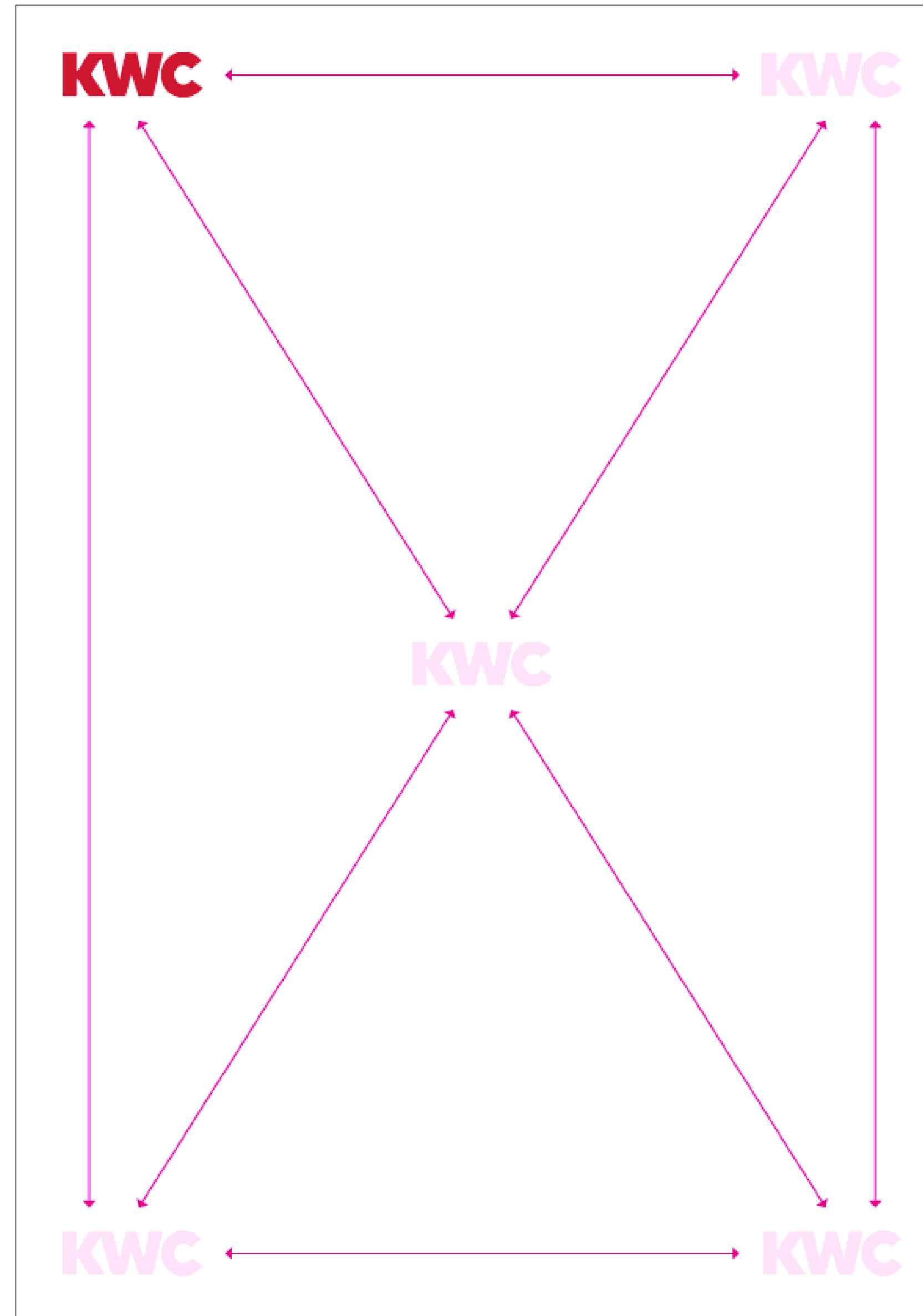
Logo – positioning

The logo is so bold and strong that it can be placed freely in the layout. This applies to any medium, analogue or digital.

Ideally, the logo should always be placed in a corner of the layout or the brand field. For media of a connected group, the logo has a consistent place, for example, for advertisements, supplements and brochures.

Always observe the protected zone of the logo and the protected space of the layout, which is defined by the units.

Depending on the application, the logo can also be used prominently (e.g. in the centre).



Logo positioning in the brand field

03

Colours

Colours – weighting and use

The contrasting use of KWC Deep Blue and White is particularly distinctive. The KWC brand can be displayed in a light or dark version. The interaction of both worlds and the high contrast represent precision, excitement and passion.

KWC Red is used specifically for corporate-level content and is also the logo colour of KWC.

KWC Deep Blue is the most frequently used colour surface next to White. It is used as a background colour and is predominantly the colour of the brand field.

KWC Skin is a soft colour that is specifically intended for functional use, such as support surfaces for information and products. It is also ideal for structuring surfaces.

Colours – brand colours

The KWC brand colours are central elements in our visual appearance. In particular, the extensive use of KWC Deep Blue in combination with White and the accentuated use of KWC Red characterise the brand identity and are therefore important for the recognition of the KWC brand.

Text colour

- Body text in print applications is created in black (production-related).
- Body text for digital environments is created in KWC Deep Blue.



KWC Deep Blue

Primary colour

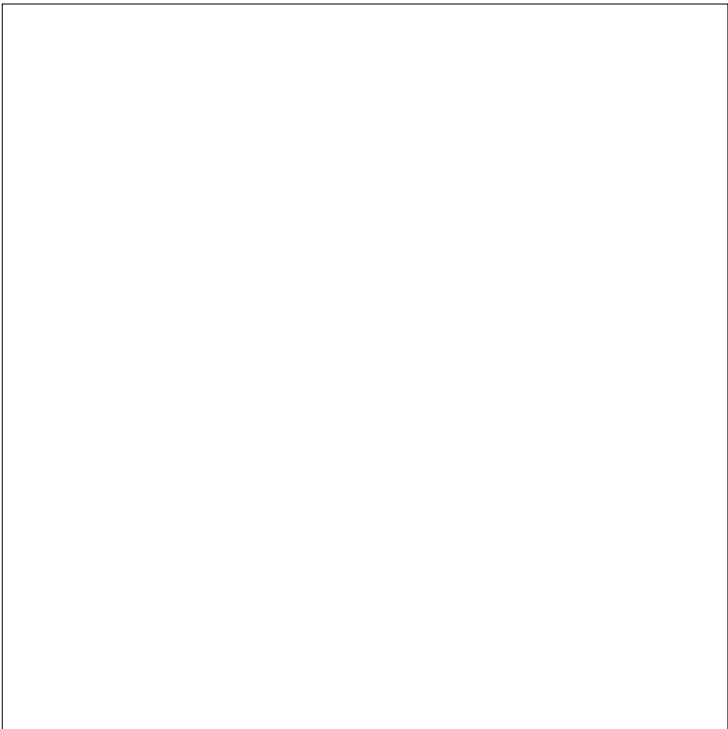
Pantone C / U	282
CMYK coated	100 / 70 / 0 / 75
CMYK uncoated	100 / 70 / 0 / 65
RGB	0 / 10 / 45
HEX	#000a2d
RAL	5011
SC	50–905 Insignia Blue
NCS	S 8010–R70B



KWC Red

Primary colour (accentuated)

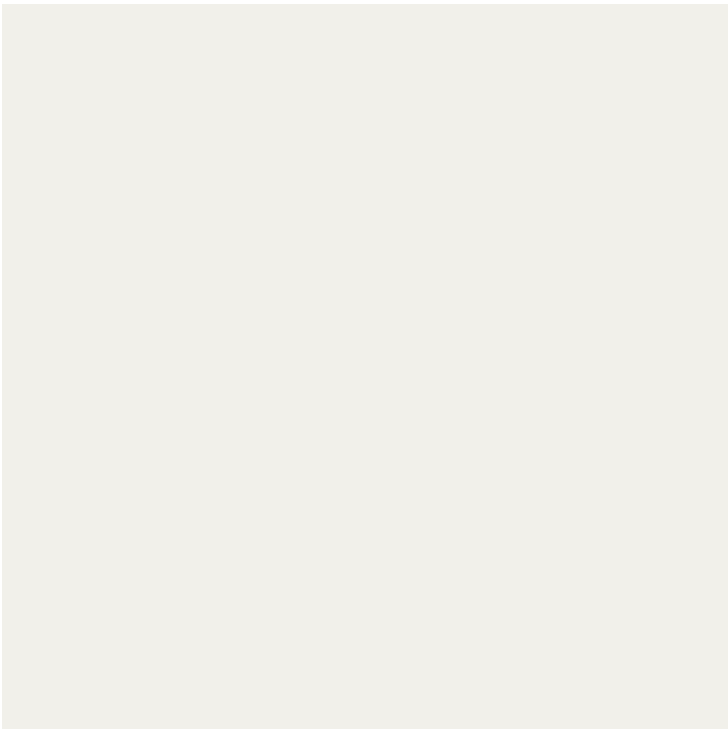
Pantone C / U	1797
CMYK coated / uncoated	15 / 100 / 83 / 0
RGB	206 / 22 / 46
HEX	#ce162e
RAL	3020
SC	100–13 Tomato Red
NCS	S 1080–R



White

Secondary colour

CMYK coated / uncoated	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	#FFFFFF
RAL	9003
SC	100–20 White Matte
NCS	S 0300–N



KWC Skin

Secondary colour

Pantone C / U	Cool Gray 1
CMYK coated / uncoated	0 / 0 / 4 / 8
RGB	241 / 240 / 234
HEX	#f1f0ea
RAL	9002
SC	100–11/5 Pearl Grey
NCS	S 1000–N

05

Typography

Application – style of product names

KWC product names are always written in black in capital letters. This clearly puts the focus on the product and the brand.

A Bold font is used for the KWC brand and a Light font is used for the product name.

In the continuous text, the font weight of „KWC“ is adapted to the continuous text.

KWC AVA 2.0

KWC BOSSANOVA

KWC FUTURA EXKLUSIV

KWC VARIUSCARE

06

Imagery and image style

Image style – KWC Home

The image style is characterised by a high-quality aesthetic, it is minimalistic and clear but never sterile nor cool. Special details and materials lend the images character and convey messages such as elegance, design consciousness, precision and sustainable materials. Through a natural staging our motifs tell a credible story.

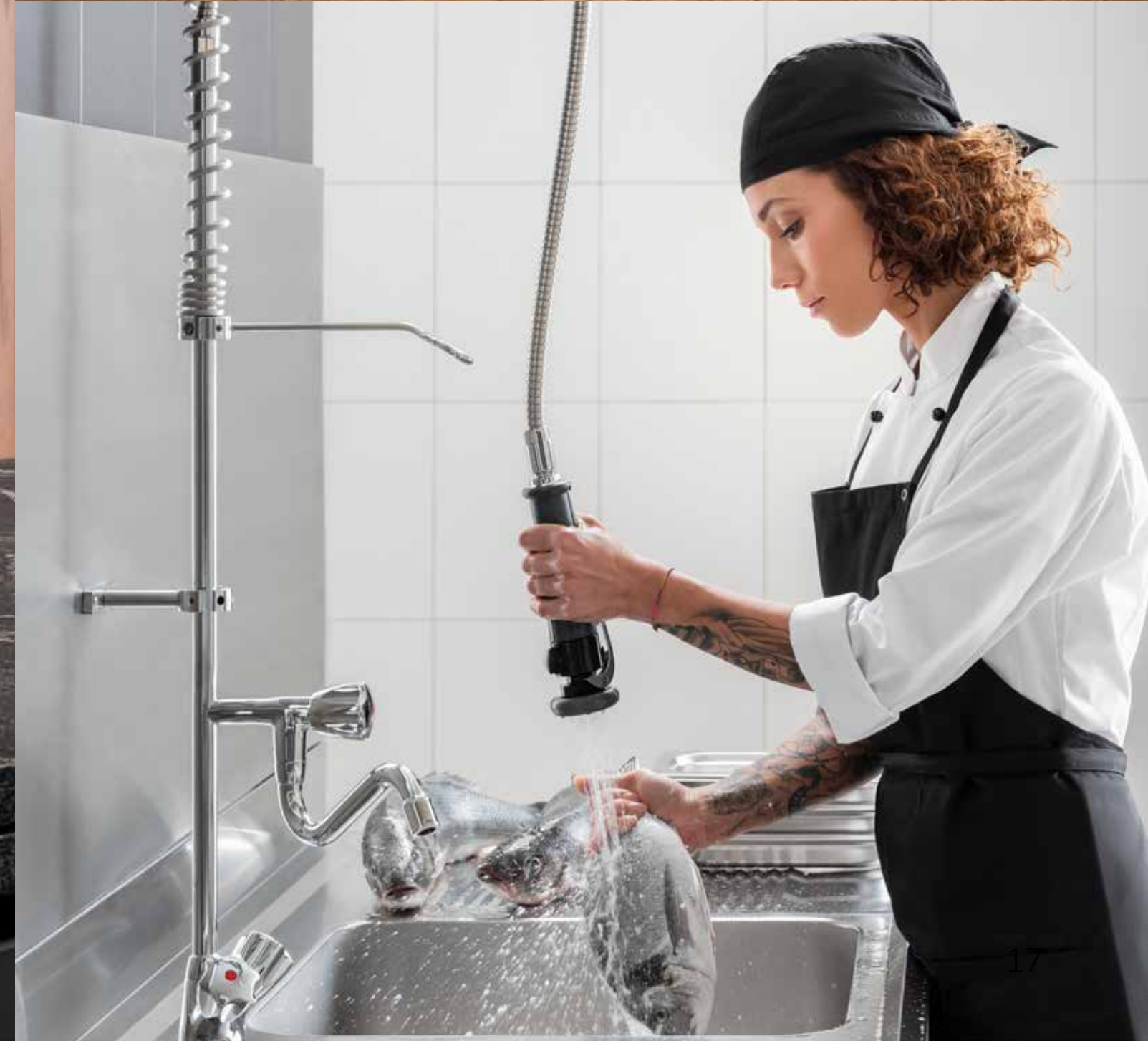


Image style – KWC Professional

The image style for public areas is also characterised by a high-end aesthetic. Since these environments are often neutral and functional, it is particularly important to create moods and atmosphere through the targeted use of special perspectives and light.



Contact

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