# 1. LOGO

Corporate design basic guidelines

IN THE BEGINNING, THERE WAS THE SCREW

And we are not only talking connections here: It was quite literally the beginning of our brand.
Two years after taking over his father's business, Reinhold Würth turned the Adolf Würth screw whole-sale business into an open trading company, shortened the company name to Würth and had himself inspired by two screws to design the first company logo.
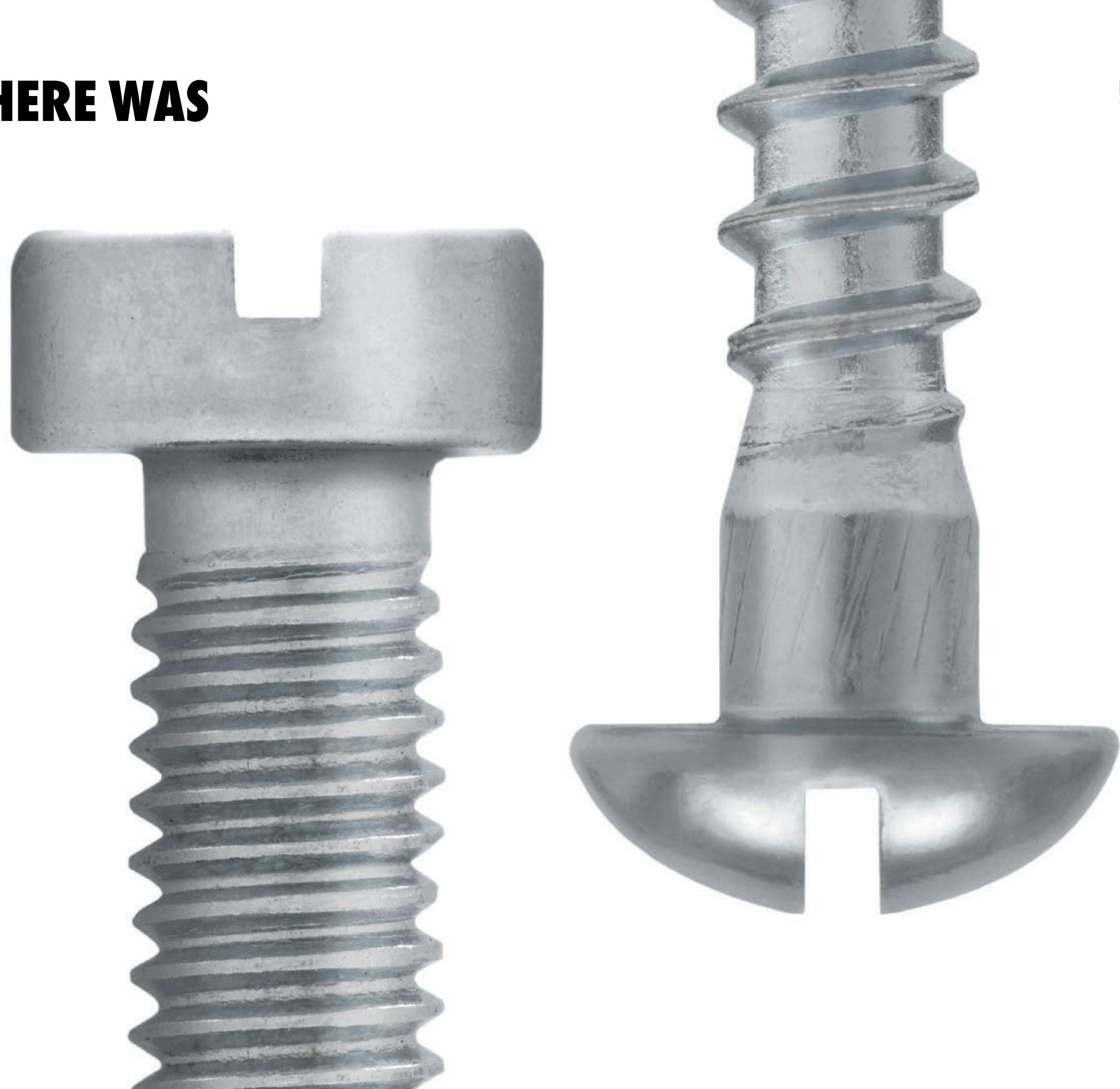
LOGO

Our logo represents values of our brand.
It stands for quality and the expertise of the skilled trades.

The logo consists of a symbol and a word mark. These must always be used as a single unit and may never be used separately. The logo must not be redrawn or modified in any way. The logo is a central element of all communication measures as part of Würth's visual presence.

It is clear, strong, unique and thus defines the recognition value of the Würth brand. This is why the Würth logo must only be used in the defined colors and sizes.

WÜRTH

Symbol   Word mark

LOGO

Standard logo

The logo consisting of a red symbol and black word mark is our standard logo, as it can be used consistently in almost all media.
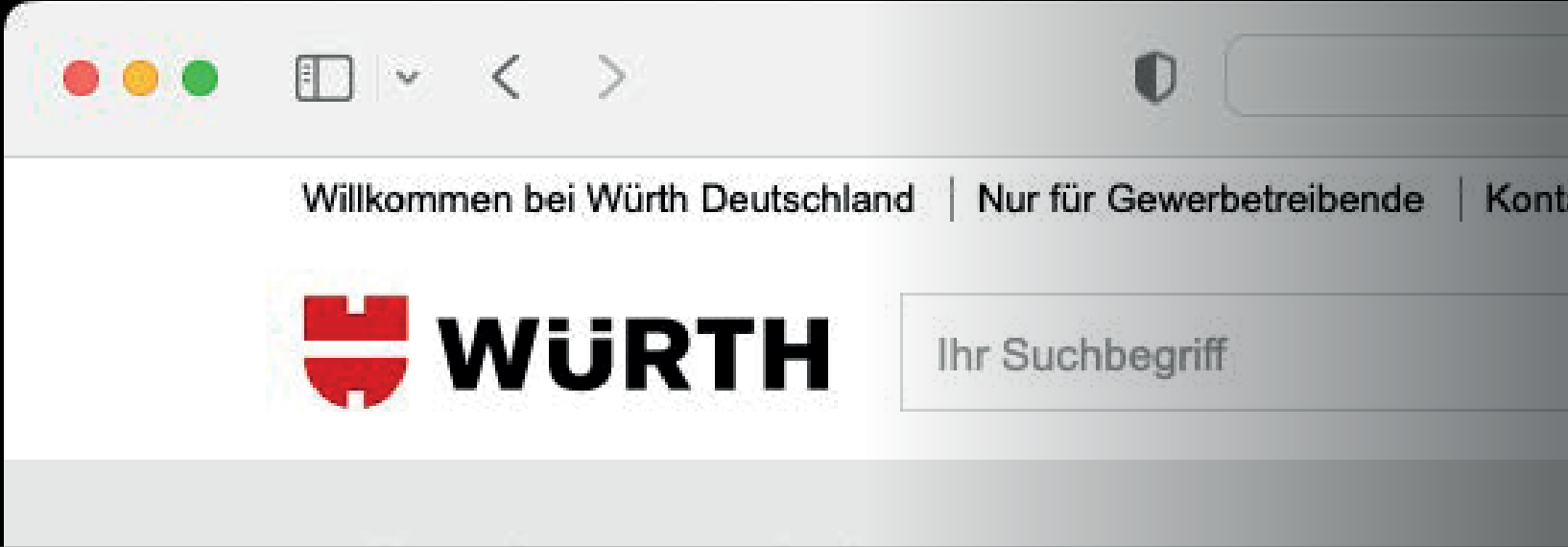
Its striking effect strengthens the recognition of the brand.

This version is generally used in communication and, if possible, is depicted on white ground. In many applications, this is ensured by a white field under your logo, the logo background.

WÜRTH

Logo

Logo background

LOGO

Logo application examples

WÜRTH

Ihr Suchbegriff

WÜRTH

16:04

WÜRTH

Suchen

GUTEN TAG

WÜRTH

ENGINE REPAIR

Handtools

READY FOR WORK

WÜRTH

MY WÜRTH DESIGN

This is our unique nihil ergo magis praesiand umoi eli esta volendigniti aute non nobitiatqui rest. Nam el ad quiberiate verspiendi dit omnimin et re, sapelesit ma cumquat quo ommolup tatibus.

www.wuerth.com

READY FOR WORK

LOGO / COLOR VERSIONS

Inverted logo

The inverted logo with a red symbol and a white word
mark is available as an alternative version.

It is primarily used on black backgrounds.

LOGO / COLOR VERSIONS

Inverted logo application examples

This alternative logo can be used if:

- It is technically impossible to use the standard logo (e.g. luminous font, etc.)

- The item on which the logo will appear is already black (e.g. on power tools, power tool cases, advertising materials, etc.)

LOGO / COLOR VERSIONS

Negative white logo

A completely white logo on Würth Red can be used for digital applications, as well as on products, promotional items and clothing.

In absolute exceptions (e.g. if color coding is required on products), the white logo can also be used on further colors.

Exceptions require the approval of the International Marketing Department.

LOGO / COLOR VERSIONS

Black logo

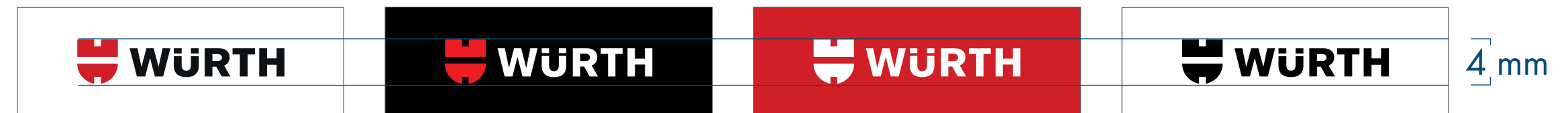The black logo may only be used for single-color applications such as on products or promotional items.

LOGO / MICRO APPLICATIONS

Minimum size for all color versions

The logo may only be reduced to a total height of 4 mm or a width of 100 pixels in all color versions.

4 mm

LOGO / CLEAR SPACE

Clear space and logo background

The Würth logo is always used with a clear space.

The preferred version is the standard red/black logo on white ground. The size of the logo background corresponds exactly to the clear logo space.

This size is determined by the height of the top screw head plus the gap (distance) to the bottom screw head.

LOGO / FILE FORMATS

Würth

Available logo data

Download available from MAM and the brand portal

	4C/CMYK	Pantone 1795	HKS 14	RGB	BW
LOGO	**WÜRTH** WRT_Linie_CMYK_pos.eps	**WÜRTH** WRT_Linie_P1795_pos.eps	**WÜRTH** WRT_Linie_HKS14_pos.eps	**WÜRTH** WRT_Linie_RGB_pos.eps	**WÜRTH** WRT_Linie_1C_pos.eps
STANDARD	**WÜRTH** WRT_Linie_CMYK_neg.eps	**WÜRTH** WRT_Linie_P1795_neg.eps	**WÜRTH** WRT_Linie_HKS14_neg.eps	**WÜRTH** WRT_Linie_RGB_neg.eps	**WÜRTH** WRT_Linie_1C_neg.eps

WRT_Linie_CMYK_pos.eps

| Logo version | Color specification | Positive/ negative | File format |

LOGO / FORBIDDEN APPLICATIONS

The brand mark is our strongest element for worldwide recognition and differentiation from competitors.

Therefore, is has to be used in a standardized way in all applications.

The examples given here show the improper use of the brand mark and must absolutely be avoided.

A separate depiction of symbol and word mark, like for the app icon, is only allowed upon approval of the International Marketing Department.

No other logo colors

No new logo versions

No other logo proportions

No use of body types

No distortion of the logo

No use on images

No change of the distances

No rotation of the logo

No 3D presentation on 2D media