

Living Style Guide

ewt Basic Documentation
V2.0 September 2021

ewt



Style your

climate

Over 50 years of tradition, innovation and experience: ewt, the quality brand from Germany. We stand for top-quality materials, the latest certified technology and high safety standards. Since 1965.

As part of the Glen Dimplex Group, one of the world's leading companies in the field of heating and cooling technology, ewt provides a wide range of first-class fans and heaters with the highest safety standards for quick, mobile warmth and a pleasant, feel-good atmosphere.

From the beginning of our product development we place great value on design, form and function to ensure that ewt devices not only meet the highest demands technically, but also visually.

EW T

1956

ewt[®]

1988

ewt

2020



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ewt's corporate design is the visual expression of the company's identity.

This documentation describes the basic rules governing visual presentation and lays out the basic elements of design.

BRAND

In today's competitive markets a strong brand is more important than ever. A clear image makes a brand unique, provides orientation, fulfils requirements and builds trust. It attracts and retains customers as well as employees. Plus, it secures and boosts value creation.

WHO WE ARE

Our brand

ewt, founded in Nuremberg in 1965, is part of the Glen Dimplex Group, one of the world's leading companies in the field of heating and cooling technology.

Brand communication is aimed primarily at retail customers (B2C).

Thanks to the synergy with our parent company we are able to respond quickly to market trends and implement the latest technologies.

Our mission

We bring comfort into our customers' homes with high-quality heating and cooling devices that are quick and simple to plug in and go, inspiring enthusiasm with their innovative design.

We aspire to unlock a feel-good factor in our customers!

Our vision

The motto 'Style your climate' pushes us to develop heating and cooling devices that are more and more functional, sophisticated and stylish in order to enhance our customers' homes.

It is with this approach that we want to build on our market-leading position.

Our target group

The users of our ewt products are modern and demanding and want high-quality devices that provide a pleasant, feel-good atmosphere with the latest technology, innovative, timeless design, and sustainable quality.

CORE MESSAGE

The core message is the driving force behind the brand.

It sums up all aspects of the brand strategy briefly and concisely and is the foundation on which we develop our stylish and innovative designs, always aiming for our customers' utmost satisfaction.

Style your
climate

BRAND COMMUNICATION

To survive and build on our position in a highly competitive market we need a profound understanding of who our customers are, what is important to them, and how their purchase decisions can be influenced.

As part of the ‘customer journey’ from first contact up to purchase, there are three distinct phases of consumers’ interaction with ewt:

- Attract**
- Engage**
- Convert**

This communication concept sets out the foundation for producing all ewt brand media, whether for print, POS or online.

Phase 1

Create emotional interest in the product for the customer!

Phase 2

Bring the product to the customer. What can it do, what does it look like up close?



Phase 3

Win the customer over with the product’s technical characteristics and take them all the way to buying it!

BASIC ELEMENTS

The logo, colour climate, typography, icons and imagery form the bedrock for ewt's coherent appearance. These elements play off one another to produce the brand's unique personality and guarantee a high level of recognisability across all media.

BASIC ELEMENTS

The corporate design is the result of the interplay between the basic elements presented below.

Logo



Typography

Style
your
climate

Colour climate



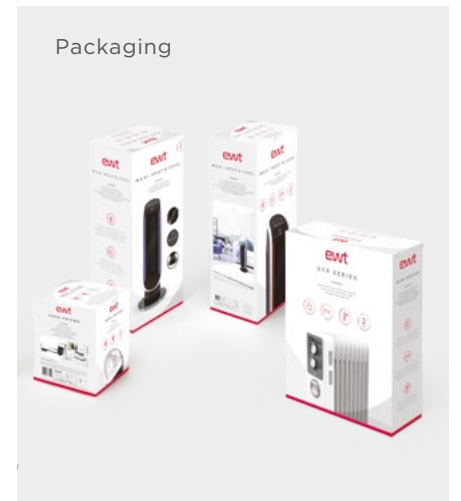
Icons



Imagery



Packaging



LOGO

The logo is ewt's trademark and clearly communicates where it comes from, a clarity that is underlined by the core message 'Style your climate'.

It is a friendly and unmistakable mark of the company's quality. The logo must always be used in the shape defined and the colour versions specified.

The image shows the 'ewt' logo in a vibrant magenta color. The letters are lowercase and have a very thick, rounded, and friendly appearance. The 'e' is a simple rounded shape. The 'w' is formed by two 'u'-like shapes joined together. The 't' has a thick vertical stem and a horizontal top bar that is also thick and rounded. The overall style is clean, modern, and approachable.

LOGO USE

The preferred way of using the logo is on a white or light-coloured background (1) or in negative on a red background (2). This use of the logo is best suited to eye-catching media like adverts or brochures. Either the white (3) or black version (4) is to be used for media that cannot be reproduced in colour.

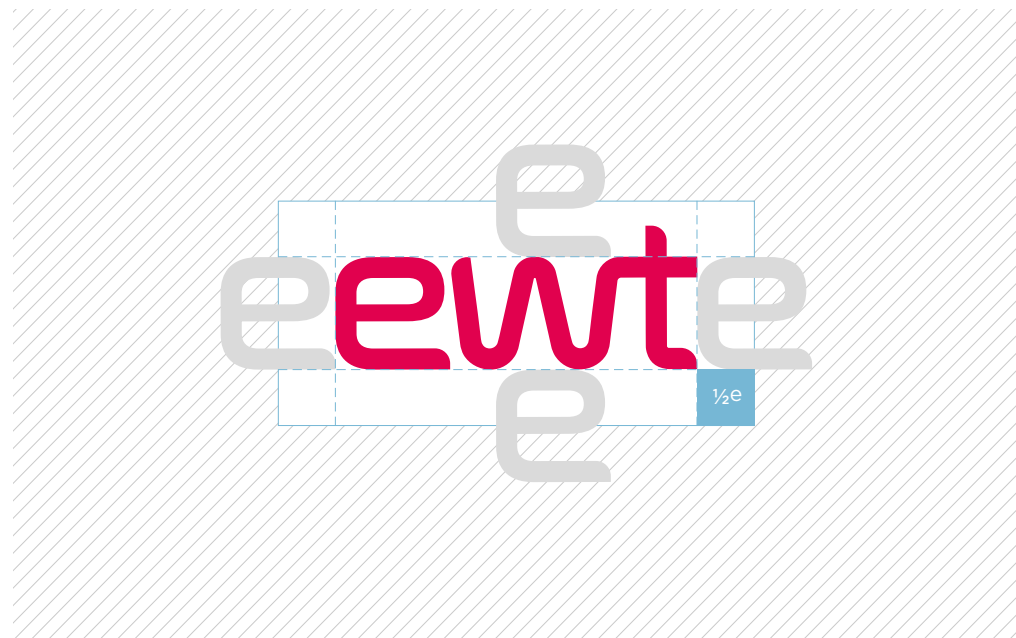


LOGO APPLICATION

In order for the logo to achieve its full effect it should not be impaired by any other objects and should also not be too small.

For this reason, a defined minimum distance from other design elements (images, text, other brands, etc.) and a minimum size must be observed.

Protected area



Minimum size

h = 5 mm 

LOGO ON PRODUCT

On products the logo should always be subtle, but confidently placed in a central position. Here we differentiate between presentation on a dark background (1) and on a light background (2).

Attention must be paid to be following:

1. Grey or silver logo on a dark background.
2. Grey or silver logo on a light background.
3. Never use the red ewt logo on products.
4. Observe the protected area around the logo.



LOGO DON'TS

In the following you will find a few examples of how the logo is not to be used or tampered with. The logo should always be used in its clearly defined form.



The logo may not be rotated



The logo may not be contorted



Avoid busy backgrounds



Ensure sufficient contrast with the background and observe the protected area around the logo

TYPOGRAPHY

Typography is a key part of a company's corporate design. A conscious approach to typography conveys seriousness and lays the foundation for a strong, consistent brand identity.

A large, bold, dark gray typographic illustration showing the uppercase letter 'A' and the lowercase letter 'a' side-by-side. The letters are rendered in a clean, sans-serif font with thick strokes and a modern, friendly appearance.

Gotham This family of sans-serif fonts stands out with the clear, open and friendly shapes of the letters. They also ensure easy readability, in both small and large font sizes.

C O R P O R A T E T Y P E F A C E

The objectivity and clarity of ewt's corporate design is reflected in the choice of Gotham as the corporate typeface.

Gotham is a sans-serif font that wins readers over in all necessary areas of application thanks to its easy readability – both in small and large font sizes, as well as in block capitals and from a distance.

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890@&%!/?#()/;®“

Gotham Medium

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890@&%!/?#()/;®“**

Gotham Bold

**AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
1234567890@&%!/?#()/;®“**

TYPOGRAPHY SPACING

Except in headlines, spacing is used to make the typeface easier to read.

Headings



SUBHEADINGS



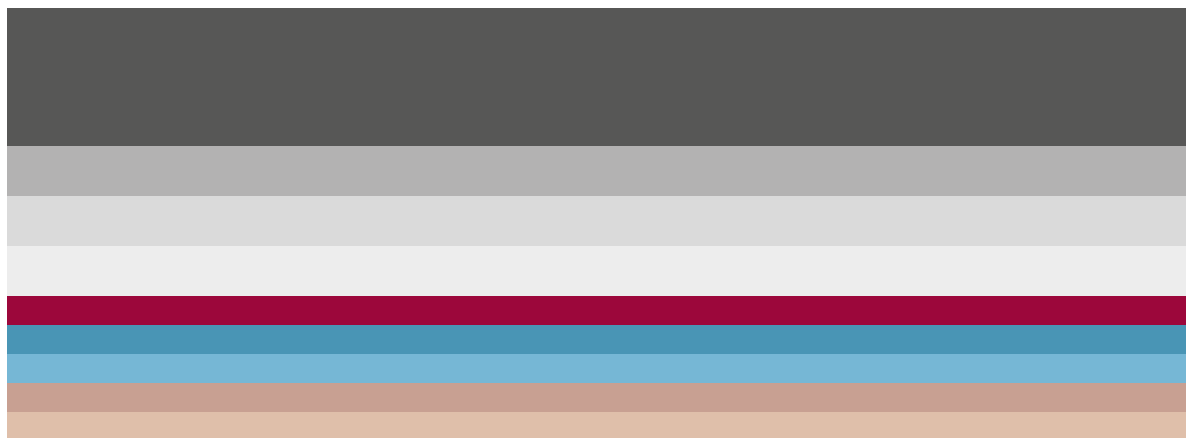
Continuous text: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim.



COLOUR

The colour climate in ewt's brand environment is characterised by the primary colours red, white and grey.

These interact with the accent colours dark red, sand, beige, dark blue and light blue to produce strong momentum and an unmistakable brand image.




Primary colours

Secondary colours

COLOUR SPECIFICATIONS

There are different indications for the various colour systems in order to guarantee a consistent colour effect across all media and materials.

Red	CMYK: 3 100 53 0	RGB: 225 1 78	Pantone: 1925
White	CMYK: 0 0 0 0	RGB: 255 255 255	
Grey	CMYK: 0 0 0 80	RGB: 80 80 80	
Dark red	CMYK: 3 100 45 40	RGB: 156 7 59	Pantone: 208
Dark blue	CMYK: 65 15 10 20	RGB: 73 149 181	
Light blue	CMYK: 52 5 5 11	RGB: 118 183 213	
Sand	CMYK: 20 38 38 7	RGB: 200 161 145	
Beige	CMYK: 13 27 33 2	RGB: 222 190 170	

ICONS

Striking, informative icons span all media to round off ewt's design and basic elements.

The icons are available for both light and dark backgrounds.

Main icons



Product features icons



IMAGERY

Imagery illuminates the ewt brand's scope and strength in an emotional way. It represents the topic of 'Electrical climate control' in friendly tones and impressions.



IMAGERY SURROUNDINGS

The following is to be observed for pictures of surroundings:

- Clear, scaled-back image composition
- Natural, accentuated colourfulness
- Modern, stylish interior – high quality but not overly opulent
- Natural light



IMAGERY PEOPLE

The following points are to be observed when photographing people:

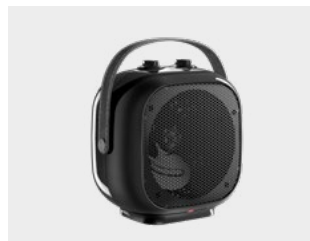
- Natural, uncontrived and authentic scenarios
- Relaxed, carefree, contented poses
- Natural light
- Bright atmosphere
- Age group up to 50 years old



IMAGERY PRODUCTS

Our products are represented standing alone in free form, for which the following points are to be observed:

- Natural lighting
- Representation of USPs in detail
- All angles are to be covered (front, side and from behind)
- No artificial shadow



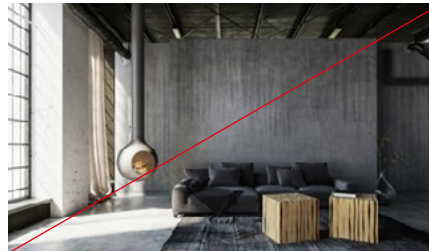
IMAGERY DON'TS

Below you will find a few negative examples for images of surroundings, people and products.

Surroundings



Avoid cluttered surroundings



Avoid overly dark surroundings



Avoid overly conspicuous accessories

People



Avoid adults over 50



Avoid colourful backgrounds



Avoid additional sources of light

Products



Avoid overly abstract details. The product must be recognisable.



The colour of the product may not be changed



Avoid artificial shadows

STYLE ELEMENT

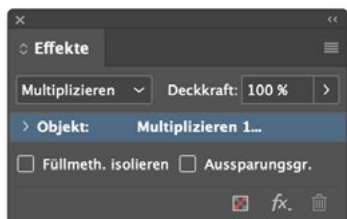
The style element - the ewt swoosh - gives a three-dimensional effect in representations of products. For this it is important that the second swoosh overlaps the product.



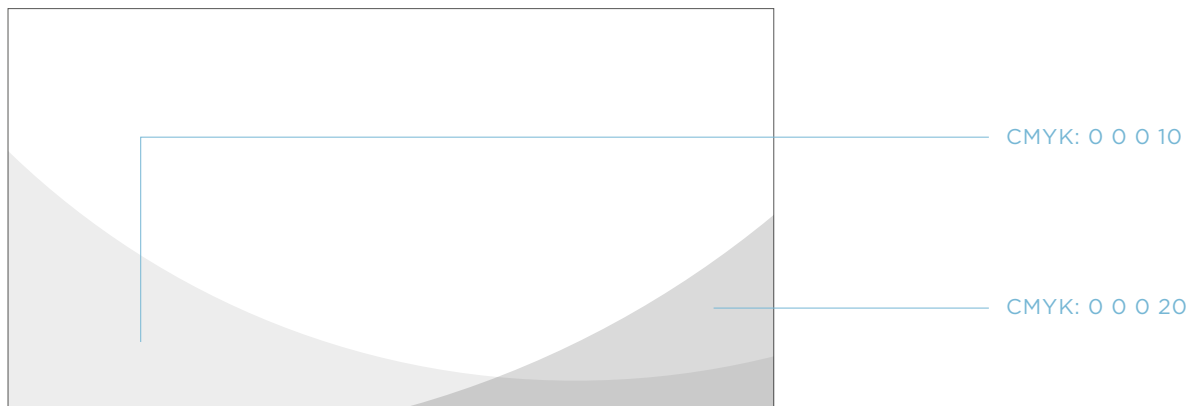
STYLE ELEMENT USE

The style element may be used on a white or red background. It should be avoided in representations of surroundings or people.

To achieve the desired effect on both backgrounds, both swooshes must be set to multiply.



Representation on a white background



Representation on a red background



TONALITY



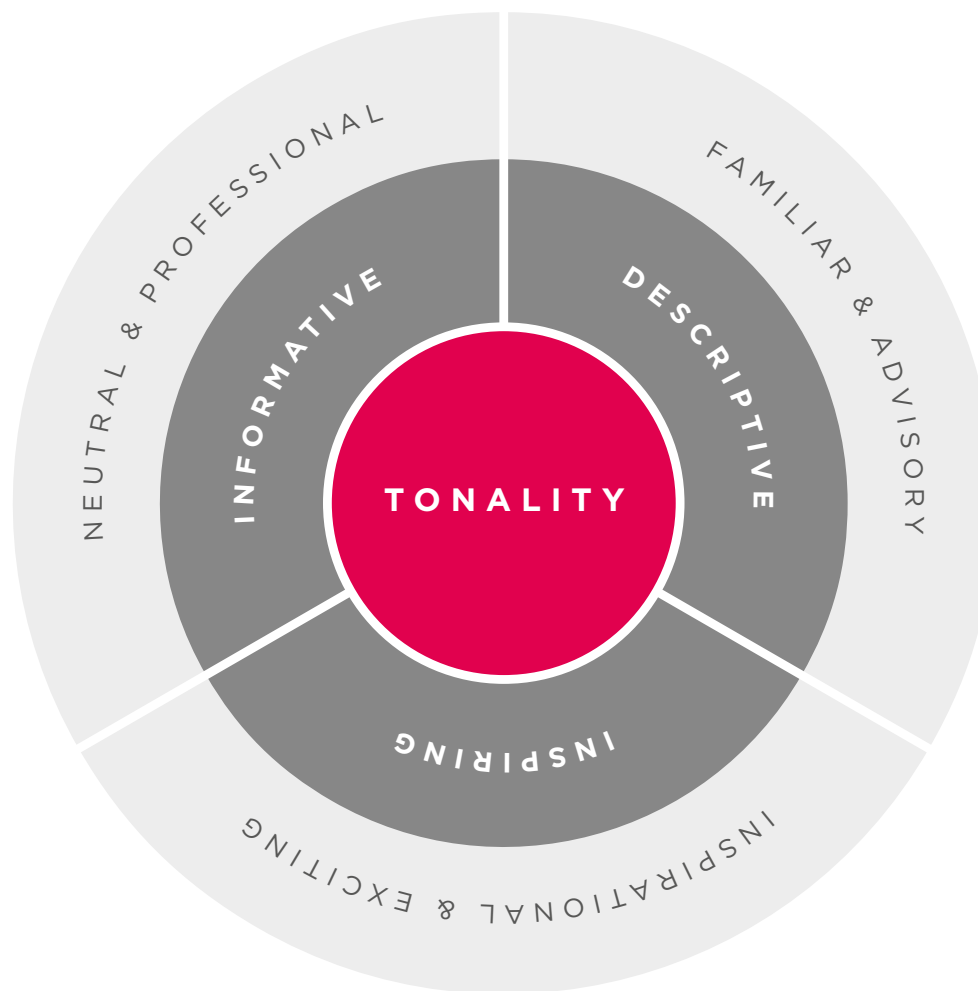
Fans: Airy all-rounders that aren't just for the summer

TONALITY

Our tonality ensures that ewt's values and brand personality express themselves in all of our media. Well-formulated messages are of utmost importance for effective communication.

Informative, descriptive and inspiring.

We are constantly developing our tonality. It illustrates our values as a company and is influenced by mainstream society.



TONALITY

Informative: neutral & professional

- We continue to surprise and captivate with stories and tips, both interesting and exciting. We get to the point quickly without digressing or rambling.
- We inform on a high technical level, providing examples and sources where appropriate.
- Calculations, graphics and examples underline the facts.

Descriptive: familiar & advisory

- We address readers on their level, so we are familiar and natural. Because we have a respectful relationship with our readers, they feel that they are in good hands with us.
- We know our readers' wishes, dreams and views, and we recommend things that do good - openly and honestly. We have a sympathetic ear because we stand at our readers' sides and help solve problems.
- Our recommendations are solution-oriented. There is sense to what we say. We have carried out extensive research and provide genuine added value in the form of well-founded editorial content.

Inspiring: inspirational & exciting

- Our language style arouses emotions as well as a desire to buy, inspiring enthusiasm, creating a positive living environment and providing stimuli to act.
- We create exciting images in readers' heads through storytelling that informs both intelligently and entertainingly.
- We also play with words and double meanings to underline our technical expertise with current trend words. We abstain from an affected advertising style just as much as from trying to get chummy by using youth language: We are always natural and authentic.
- We highlight product values with real content, not empty words. By content we mean facts seasoned with various stylistic devices and a healthy portion of emotion and enthusiasm.

TONALITY

Below you will find a few examples of successful headlines that get the reader thinking and make them curious about ewt products, in addition to an informative text description.

Headlines Image

Heat can be so beautiful As individual as you are

Headline informative

Fans: Airy all-rounders that aren't just for the summer

Text description

Especially when it's hot outdoors, houses and flats can become unbearable as all that heat accumulates, and even with the windows open you can hardly get any air. Whether you're trying to relax or work, these conditions make everything unpleasant. This is when you might start wishing you had a fan. But there are so many to choose from, from simple table fans to oscillating towers that give off refreshing smells. Which fan is the right one for what you want and need? That's what we want to explain in this article. We'll answer the following questions and hopefully help make it easier for you to choose the right model.

PRODUCT NAMES



Qube

PRODUCT NAMES

The product name itself ought to arouse early emotions in our customers. This means it's important to create snappy, emotional terms drawn from products' **form or function**. This makes our product portfolio desirable and coherent.

Before

Better

C 220 LCD → **Curve**

Clima 15 TLS → **Sunshine**

DDF 250 W → **Deskfriend**

Pation Music → **Music**

Clima 800 S → **Table**

M2 GTSB → **Office**

PRODUCT NAMES OUTLINE

The following points are to be observed when designing names:

- Structured, coherent, comprehensible and future-oriented product names
- The difference between similar variants should be visible (Good, Better, Best)
- The product should strengthen the ewt brand and our motto ‘Style your climate’
- Names must be able to incorporate future models
- Names must be understandable internationally for a European target market

Examples

Qube

Good	Better	Best
Qube	Qube trend	Qube style

Rugged

Good	Better	Best
Rugged	Rugged trend	Rugged style

Possible future models

Downgrade	Good	Better	Best	Upgrade
Rugged classic	Rugged	Rugged trend	Rugged style	Rugged prestige

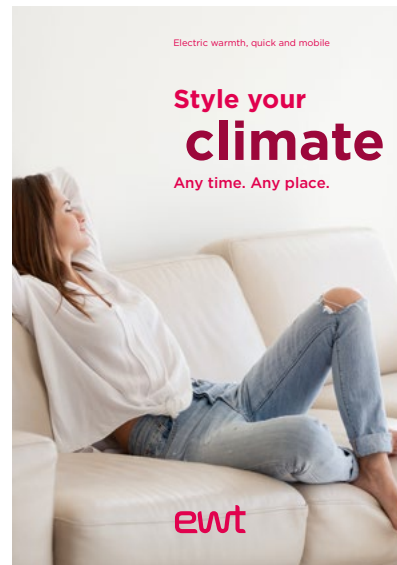
DESIGN PRINCIPLE

The design principle forms the basis of of visual applications. If implemented coherently it ensures a uniform brand identity among target groups. The result is a high level of recognisability.

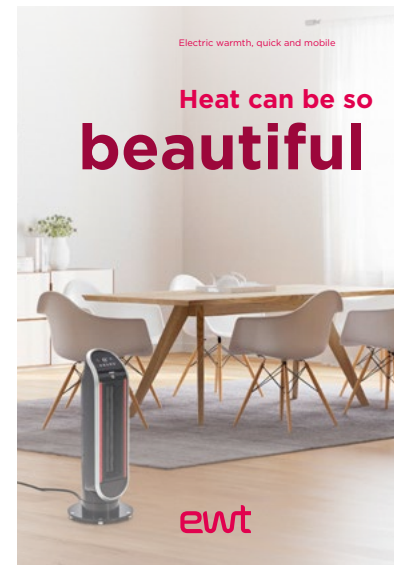
BASIC LAYOUT

A consistent, recognisable identity coupled with flexibility produces vibrant, varied communication.

Variant 1 with people



Variant 2 with surroundings

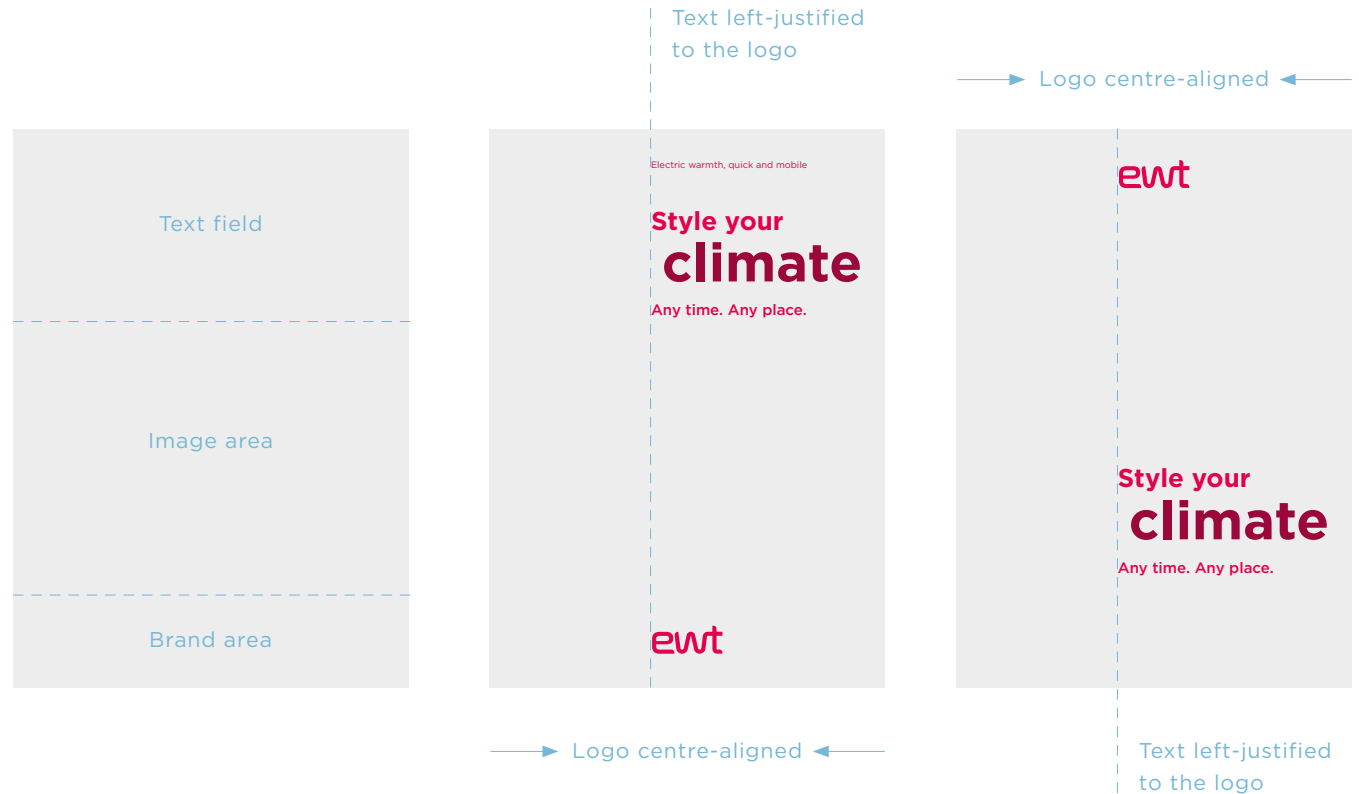


Variant 3 with focus product



BASIC STRUCTURE

Each layout comprises three different surfaces - the brand area, the text area and the image area - which can be arranged in different ways. The text field is to be left-justified and the logo vertically centred.



BRAND AREA

The brand area should generally be centre-aligned in the format. Ensure that the protected area around the logo is maintained. Logo size and representation depend on the background.

Logo positioning

Depending on the intended use, the logo may be centre-aligned at the top or bottom. The digital domain is an exception to this.



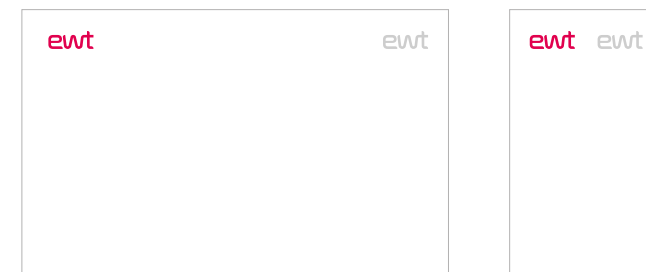
▶
Logo centre-aligned

◀

Logo positioning



Logo positioning online



TEXT AREA

The header is always to be oriented to the left of the logo (see basic structure). In order to guarantee a certain dynamism, the larger term should be indented to the left or the right of the axis.

Option 1: right-indented

**Style your
climate**

→ right-indented

Any time. Any place.

Logo axis

ewt

Option 1: right-indented

**Style your
climate**

← left-indented

Any time. Any place.

Logo axis

ewt

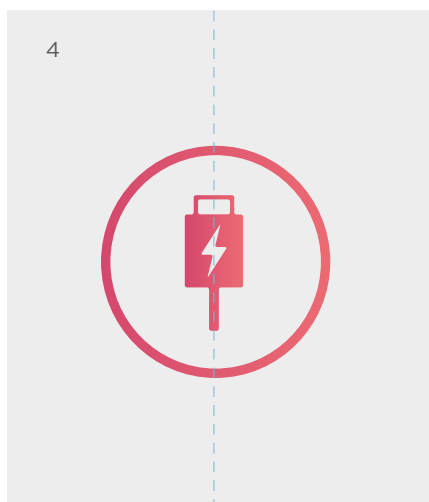
PACKAGING



PACKAGING GUIDELINES

The use of 'Attract', 'Engage' and 'Convert' is particularly important at the POS, so the following guidelines are to be observed:

1. The product is to be shown standing alone alongside the style element on both 'main sides'.
2. The number of languages is limited to a maximum of six. Three each on the two 'main sides'.
3. Up to six languages may be used on the 'secondary sides'.
4. Product icons should always be placed centrally above the text descriptions.
5. Legal notices such as the Ecodesign Directive are not to be placed on the main sides, but in an easily legible location on the top.
6. The website address www.ewt.eu is to be used as a link to the online domain. Ideally a shortlink / QR code to the landing page for the product.



APPLICATIONS

The applications illustrated below are example impressions for different media groups. They visualise the brand image as a whole, but are not final models.

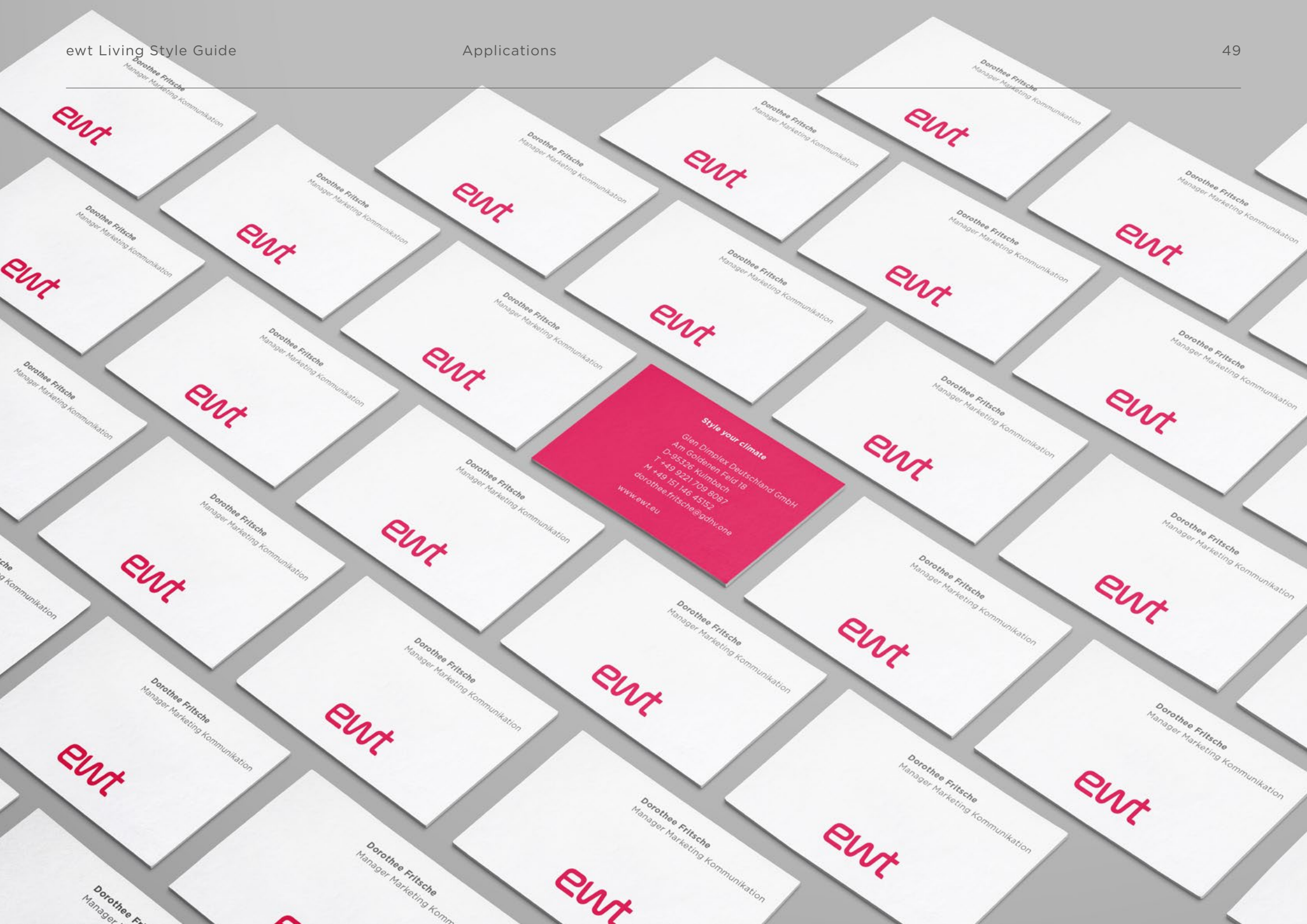


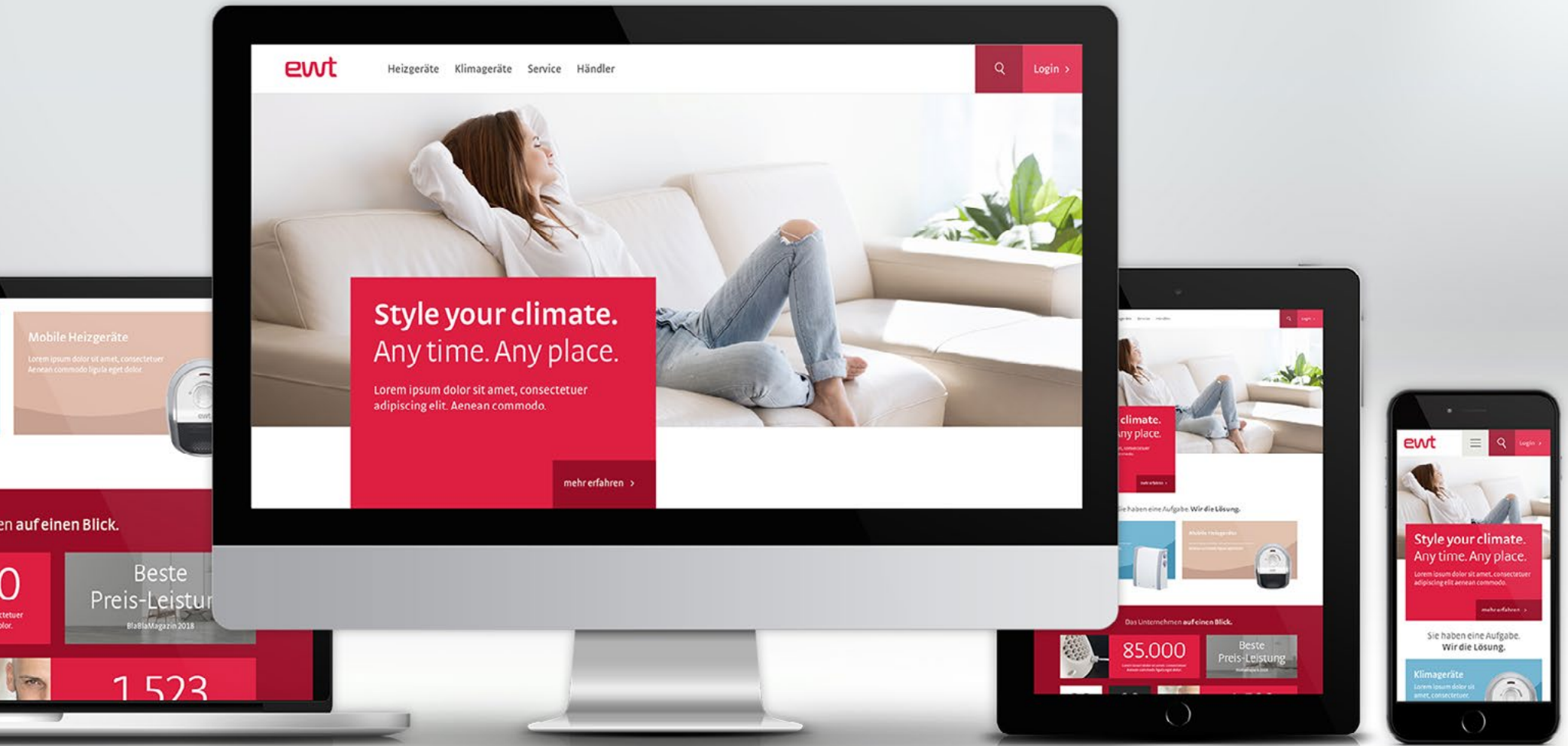


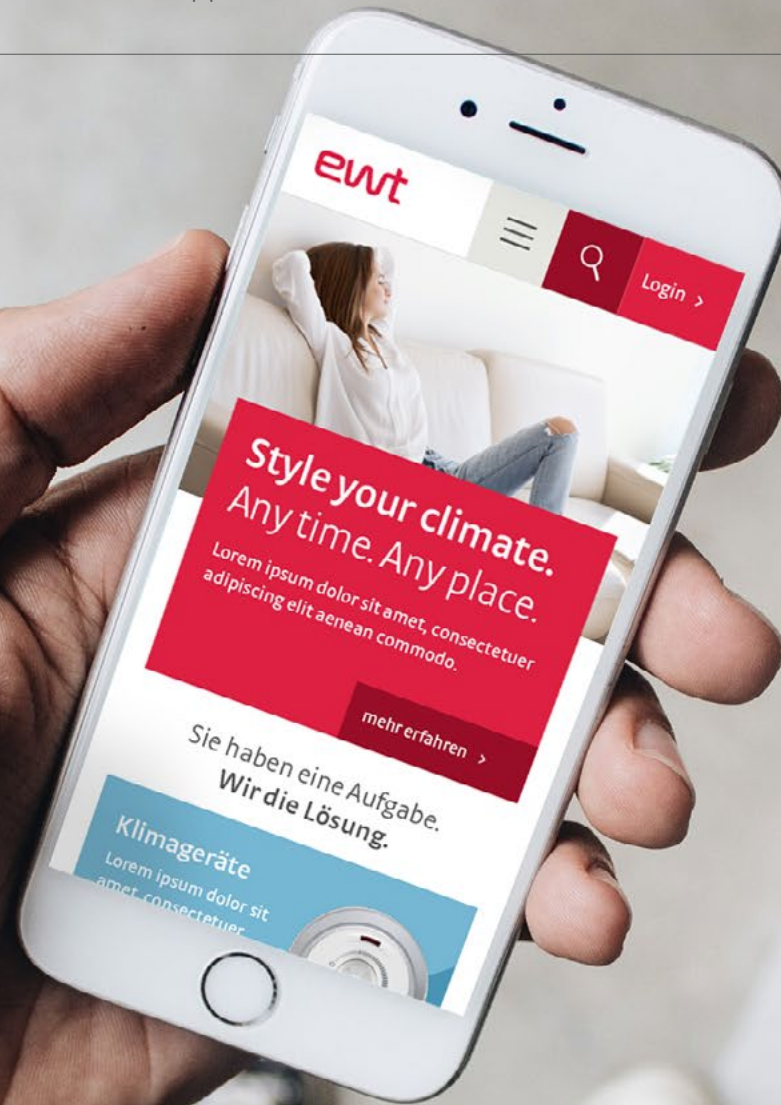


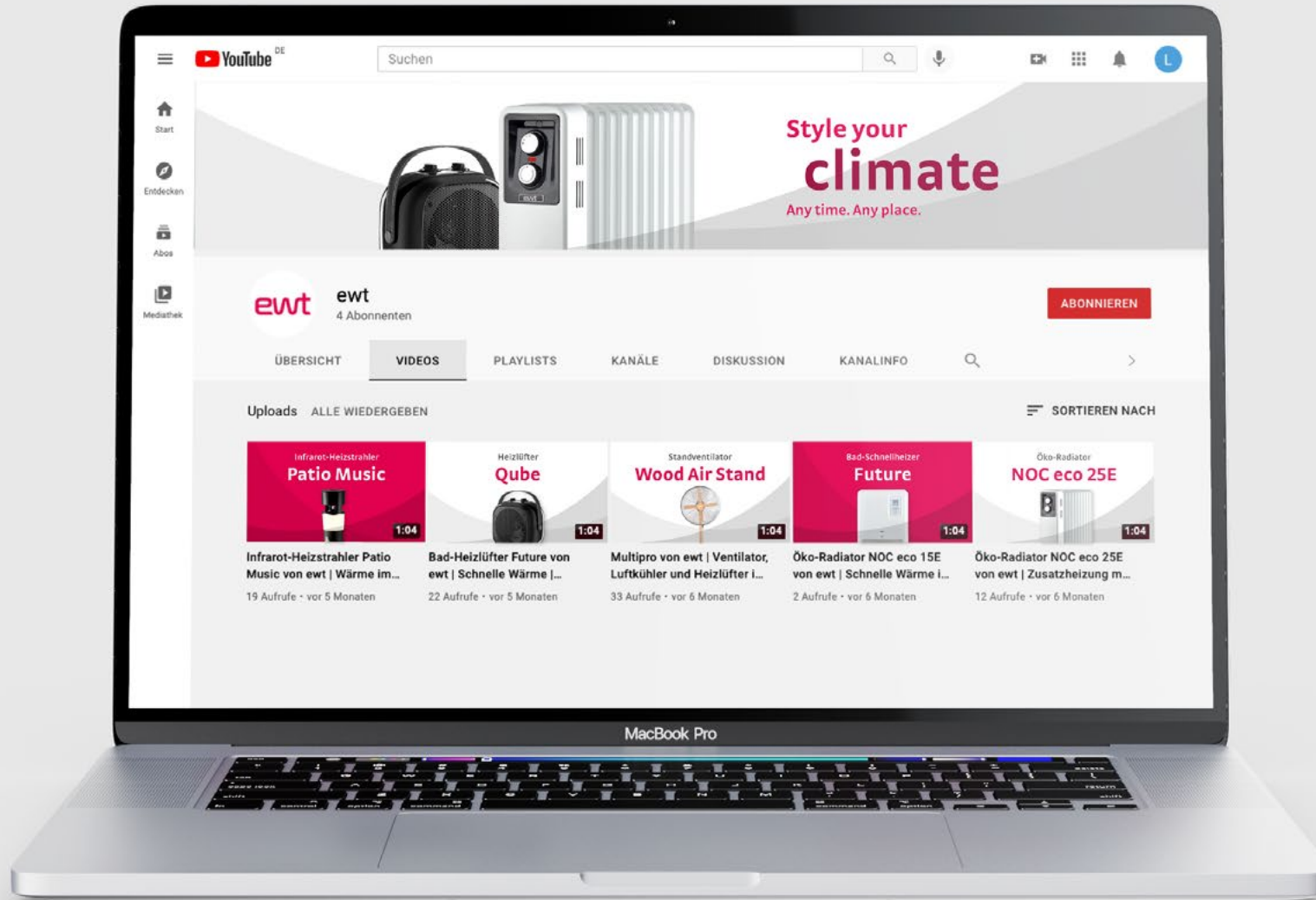
















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