



Corporate Identity Manual

ED. 1 - 2024

PURPOSE OF STANDARDS, DEFINITION AND INTENT

PURPOSE

The purpose of the **RUPES® CORPORATE IDENTITY MANUAL** is to provide a single, consistent framework that helps build brand equity and identity.

This unified approach, when applied across all print ads, web banners and brochures for RUPES branded products and services, will create focus internally and ensure external audiences understand who we are, what we do and how RUPES can create value for them.

DEFINITION

The **RUPES CORPORATE IDENTITY MANUAL** is a set of standards and guidelines that help to define the look, tone and message for RUPES print advertisements, web banners and brochures. It includes direction for the approved signature, typography, color and page layout. The RUPES CORPORATE IDENTITY MANUAL will guide all RUPES' advertising worldwide.

WHEN TO USE THE RUPES CORPORATE IDENTITY

The **RUPES CORPORATE IDENTITY MANUAL** is intended to be used by any member of RUPES network responsible for creating communications with the RUPES brand. The RUPES CORPORATE IDENTITY STYLEGUIDE provides standards and guidelines for print advertising, banners, brochures and artworks.

RUPES CORPORATE IDENTITY ELEMENTS

The individual elements that create the RUPES CORPORATE IDENTITY include:

1. RUPES Design Mark
2. Typography Standards
3. Color Standards
4. Applications
5. Brand Terms of use and conditions

This styleguide is aimed at disciplining the visual layout of all the RUPES brands: SKORPIO, BIGFOOT and CYCLO. The composition of these elements is discussed in the following pages.

IDENTITY ELEMENTS

All the members of RUPES network (branches, dealers, importers, distributors) are obligated to follow the guidelines illustrated in this manual.

Every communication document, print advertising, web banner, brochure and any other document where RUPES C.I. is intended to be used, must be previously approved by RUPES Marketing Department.

RUPES DESIGN MARK

SPACING AND SIZES

RUPES® is a global brand. Universal identity standards are necessary in order to create a unified brand that is immediately recognizable.

The standard RUPES logo is a red square with the RUPES name in white placed with the distance indicated in the picture by side. The measurement does not include the ®.

The **RUPES** logo must remain as originally drawn and proportioned, and cannot be modified.

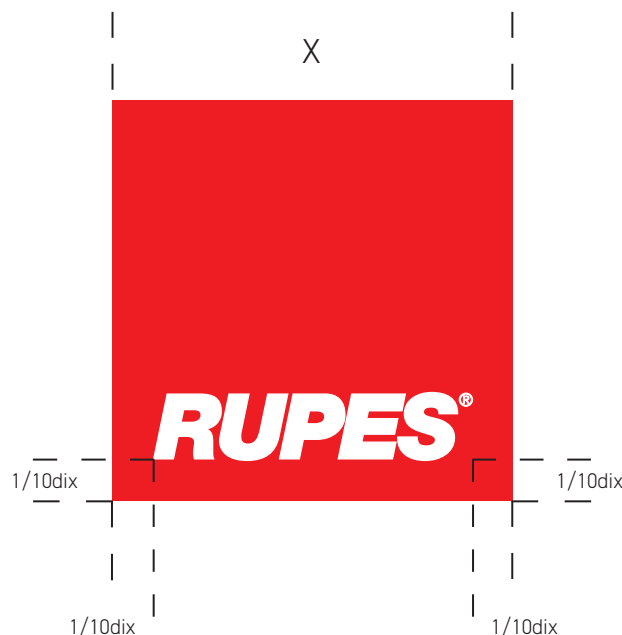
The logo's shape, proportion, color and orientation must not be altered in any way.

It's not permitted to cut off the red square or to reduce its size. The logo should always have a bounding box, or **"clear space"** around, to separate it from surrounding elements.

The clear space area of the logo must not contain any text, photos or other graphic elements that would interfere with the readability or interpretation of the RUPES logo itself.

The RUPES logo, in every case, must be legible. Always use artwork in a size that ensures readability.

When it is not possible to use the standard design mark, any other use of RUPES logo must be authorized by the RUPES Marketing Department.



RUPES DESIGN MARK

STANDARD COLOURS

Color identifies our company and creates powerful impressions about our brand.

Accurate and appropriate use of color helps customers to remember our company, dealers and products. RUPES Corporate Red is the dominant primary color. RUPES and it's network must leverage this color in all advertising and communication initiatives.

Rupes Corporate Black is used for Skorpio and BigFoot logos only.

Provide the most accurate color reproduction for any producible material (i.e. paint, textiles, ink, plastic, vinyl etc.). Use Pantone color swatch (485C) for a visual match.

Process Printing (Four-color process, CMYK)

RED

Process printing - CMYK

C 0 | M 100 | Y 100 | B 0

PANTONE

Red 485C

BLACK

Process printing - CMYK

C 40 | M 30 | Y 30 | B 100

PANTONE

2C

COLOR PALETTE

Signature Colors

RED



C	M	Y	K
0	100	100	0

R	G	B
227	6	19

PANTONE

485C

BLACK



C	M	Y	K
40	30	30	100

R	G	B
14	15	14

PANTONE

2 C 2X

RUPES DESIGN MARK

SKORPIO, BIGFOOT & CYCLO LOGOS

Skorpio® and BigFoot® logos require consistent and coordinated use worldwide in order to establish them as recognized symbols in the marketplace. These symbols cannot be changed or modified in any way.

Therefore, always be sure to use the correct electronic logos (Fig. A/B).

The ® symbol must always be included. Skorpio and BigFoot logos must be legible. Always use the logo in a size that ensures readability. BigFoot logo can also be used without the descriptor (Fig. C).

The space around the logo must not contain any text or other graphic elements that would interfere with the readability or interpretation of the logos.

Use these logos in print advertising, web banners, and brochures to reinforce the RUPES brand.

Partners, vendors and other third parties can use only this approved file when they need our logo on black (this logo is only provided on specific request for logo on black). Attempting to reverse out our logo in any other way is not permitted.

Cyclo Toolmaker logo is an elliptical shaped trademark. (Fig. D).

User may create advertisements, promotions, Internet web pages, and similar materials in connection with the products.

User will submit **samples of these materials** for the RUPES review and approval, which approval shall not be unreasonably withheld, before such materials are finalized or displayed to the public.

User agrees to use the logos only in the form and manner as shown above or as approved by RUPES to create advertisements, promotions, web pages and similar materials, and not to use any other mark in combination with the brand without prior written approval of the Company.

Fig. (A)



Fig. (B)



Fig. (C)



Fig. (D)



RUPES DESIGN MARK

BIGFOOT CAR DETAILING ACADEMY & BIGFOOT CAR DETAILING CENTRE LOGOS

BigFoot® Car Detailing Centre and BigFoot® Car Detailing Academy logos are property of RUPES S.p.A.

They require consistent and coordinated use worldwide in order to establish them as recognized symbols in the marketplace. These symbols cannot be changed or modified in any way. Therefore, always be sure to use the correct electronic logos.

The ® symbol must always be included.

Partners, vendors and other third parties can use only this approved file when they need our logo on black (this logo is only provided on specific request for logo on black). Attempting to reverse out our logo in any other way is not permitted.

These logos are subjected to all the guidelines of the present manual.



TYPOGRAPHY STANDARDS

LOGO'S FONT & NAME

FONTS RUPES' standard fonts are from the DIN and Helvetica Condensed families. In order to further promote typographic consistency, these preferred styles of the approved RUPES standard fonts are to be used within the RUPES CORPORATE IDENTITY. Examples of these styles as follows:

DIN-Black
for headlines and subheads in print advertising,
web banners and brochures

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu wxyz
12345678910

DIN-Light
for text in print advertising, web banners and brochures

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu wxyz
12345678910

Helvetica
for text in catalogues, notepapers, business cards

ABCDEFGHIJKLMN OPQRSTUVWXYZ
abcdefghijklmnopqrstu wxyz
12345678910

RUPES PRODUCTS NAMES

RUPES product names must always be written in capital letters (brochures, letters, catalogues), with an alphabetical root consisting in two or three alphabetic characters followed by a numerical/alphabetical ending, as in the following examples:

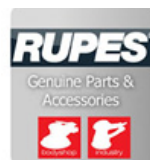
LHR21ES
ER155TE

Always use the standard typography for the product name. Other fonts and graphics representation must be avoided. "RUPES" is always written in capital letters.

LOGO - INCORRECT USAGE

DO NOT

Add to the visual complexity of your advertising by using a myriad of type styles and colors.



DO NOT

Use colors outside of the RUPES color standards.



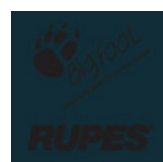
DO NOT

Stretch or skew the approved signature.



DO NOT

Use the approved signature with graphic effects outside the design marks standards.



DO NOT

Display the approved signature at an angle or vertically.



DO NOT

Add decorative elements to the logo.



LOGO - INCORRECT USAGE

DO NOT

Trivialize the approved signature by using repetitively or decoratively.



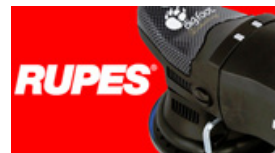
DO NOT

Change colors of the standard logo (logotype, background, design features).



DO NOT

Eliminate the logo clear space (red square).



DO NOT

Use any tagline under the RUPES brand.



DO NOT

Cut off the standard dimension logo.



DO NOT

Add background, strokes, gradients, reflections to the logo.



APPLICATIONS

ADVERTISING PAGES

ADV pages are structured in **letterhead** and **image area**.

Be careful to use only the **corporate colours** for Print and web ADV (see color palette).

RUPES logo should preferably be placed **on the top-middle** of the piece.

Adhere to **minimum size** and **clear space** standards for the approved identity. The footer must contain the Company's contacts and social media icons.

In the product ADV page, always insert some highlights regarding the product components, to underline its benefits.



APPLICATIONS

ADVERTISING IN CASE OF JOINT MARKETING AND CO-MARKETING

In the context of **joint marketing**, multiple companies or distinct business units within the same organization collaborate to leverage their brands collectively. This collaboration involves using their logos in shared advertising materials to mutually enhance, sell, or **promote a combination of business ventures**, products, or services.

For such partnerships to maintain brand integrity and ensure equitable representation, it is crucial that all participating company logos are displayed with visual parity. This means that the logos should be of comparable size to ensure no single brand overshadows another. Additionally, adherence to each brand's specific color scheme and the maintenance of a designated 'clear space' around each logo are essential. This clear space, often highlighted by a specific color such as red, serves as a buffer zone around a logo, ensuring it remains distinct and uncluttered by other visual elements.

It is also important to maintain the distinctiveness of each brand and product line within the joint marketing materials. This means avoiding the amalgamation of partner names, product lines, or product names into a singular representation.

For instance, the **RUPES** and **BigFoot** brands, despite potentially being part of the same marketing campaign, should not be merged into a single visual entity. Each brand must be represented independently to preserve its unique identity and significance within the collective marketing effort.

In summary, joint marketing requires a careful balance of collaboration and individual brand preservation. By adhering to guidelines on logo size, color, clear space, and distinct representation, businesses can effectively combine their strengths in a unified advertising strategy while respecting and maintaining the integrity of each brand.

All the graphic materials / artworks, has to be approved by the central RUPES Marketing Department.



APPLICATIONS

WEB BANNERS

For the web banners, always follow the general standards and guidelines valid for the logo usage.
Only use RUPES **authorized colors** and **pictures** as a background.

Only use logo or pictures of RUPES products, and avoid using different typefaces apart from the RUPES standard typeface family.

CORRECT USAGE:



INCORRECT USAGE:



APPLICATIONS

POSTERS, BANNERS & ROLL- UP

For the web banners, always follow the **general standards** and **guidelines** valid for the logo usage. Only use RUPES authorized colors and pictures as a background.



APPLICATIONS

MERCHANDISE

The appropriate usage of our logos is basic for the successful implementation of RUPES visual identity. Appropriate implementation of the RUPES brand elements will continue to develop a strong Company brand image.

Please note that we generally don't permit use of our marks on merchandise, unless the **RUPES official merchandise articles**.

Application of RUPES logo any other RUPES registered trademarks on partner's apparel, toys or any other merchandise, needs to be approved by the central Marketing Department.

For any other application or material, you should advise the Marketing & Communication Department.



APPLICATIONS

CO-BRANDED MERCHANDISE

RUPES may grant permission for authorized retailers, or in exceptional cases end users, to use its logos on clothing and any other merchandising items only after prior approval from the Marketing Department.

The following conditions and requirements must be met:

Clarity & recognition

Provide sufficient space around all logos and present them in an orderly fashion.

This improves your customer's recognition and ability to remember your company and the companies you present.

Proportional Sizing

Keep your company name or logo in the most prominent position and larger than the auxiliary manufacturer's logos.

Application of RUPES logo any other RUPES registered trademarks on partner's apparel, toys or any other merchandise, needs to be approved by the central Marketing Department.

For any other application or material, you should advise the Marketing & Communication Department.



APPLICATIONS

CO-BRANDED VEHICLES

RUPES may grant permission for authorized distributors, or in exceptional cases end users, to use its logos on vehicles only after prior approval from the Marketing Department.

The following conditions and requirements conditions must be met:

Clarity & recognition

Provide sufficient space around all logos and present them in a orderly fashion.

This improves your customer's recognition and ability to remember your company and the companies you present.

Proportional Sizing

Keep your company name or logo in the most prominent position and larger than the auxiliary manufacturer's logos.

Application of RUPES logo any other RUPES registered trademarks on partner's apparel, toys or any other merchandise, needs to be approved by the central Marketing Department.

For any other application or material, you should advise the Marketing & Communication Department.

SOCIAL MEDIA PAGES

At RUPES, we place immense importance on the marketing support provided by our authorized distributors, recognizing it as a crucial element for the overall success of our company. In particular, the dynamic realm of social media offers a mutually beneficial opportunity for both parties to expand their reach and foster growth.

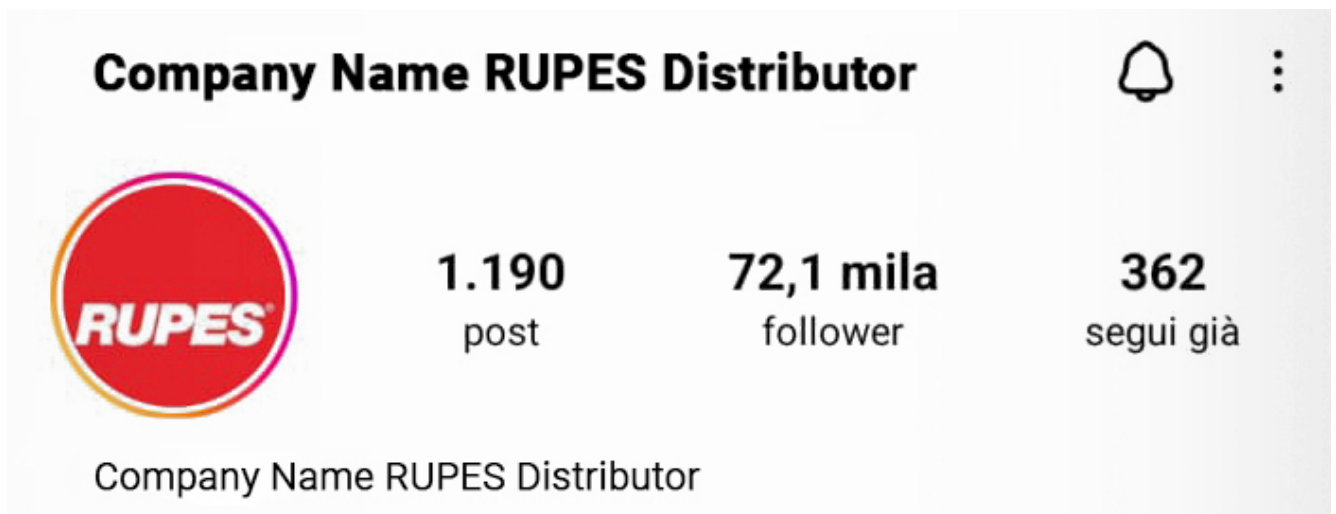
We actively encourage our distributors to leverage the RUPES logo and name, providing them with a distinctive identity that aids in recognition. However, a key emphasis lies in the necessity for clarity. It is imperative that our distributors explicitly state in both their account name and bio description that they are proud RUPES Distributors.

This distinction ensures that their social media presence is clearly identified as an extension of our network and not an official page directly managed by RUPES.

By maintaining this clarity, we aim to uphold the integrity of our brand while supporting our valued distributors in effectively communicating their association with RUPES.

This transparency not only fortifies the identity of our distributors but also ensures that the broader audience understands the authorized nature of these channels within the expansive landscape of social media.

CORRECT TRADEMARK USE FOR SOCIAL MEDIA ACCOUNT NAMES:

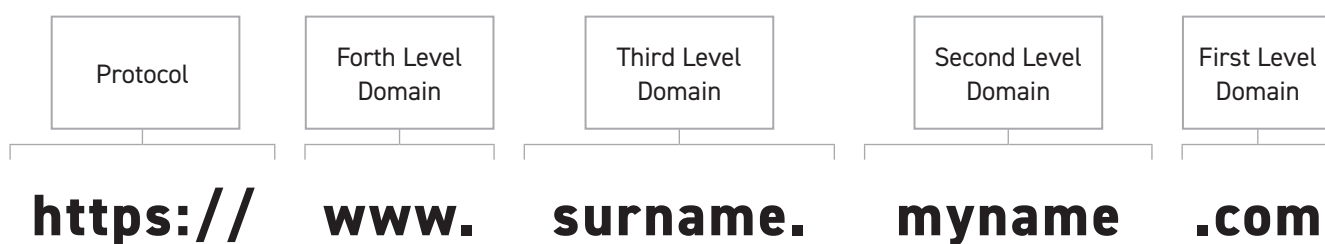
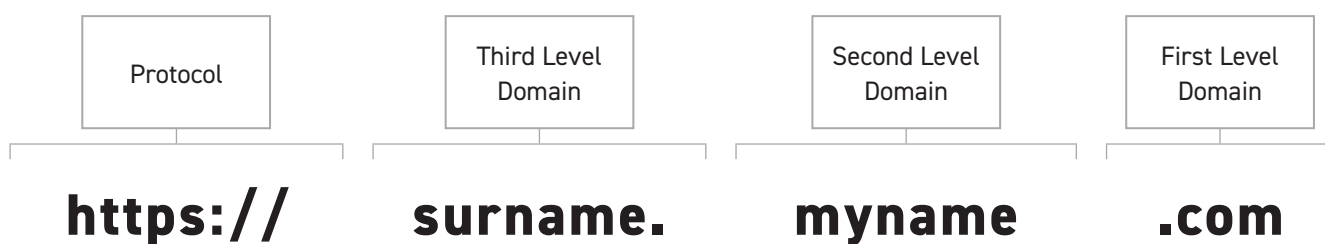
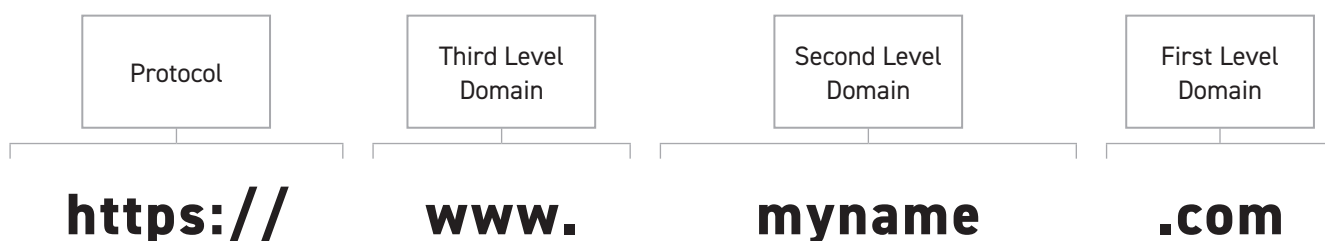


WEB SITES

As indicated in the Legal Notice above, the use of RUPES Trademarks, even in combination with other names, as web site domain name is not allowed.

Domain names, including but not limited to 1°, 2° and 3° level, must not include any RUPES Trademarks and any combinations of RUPES Trademarks, with any other words/names.

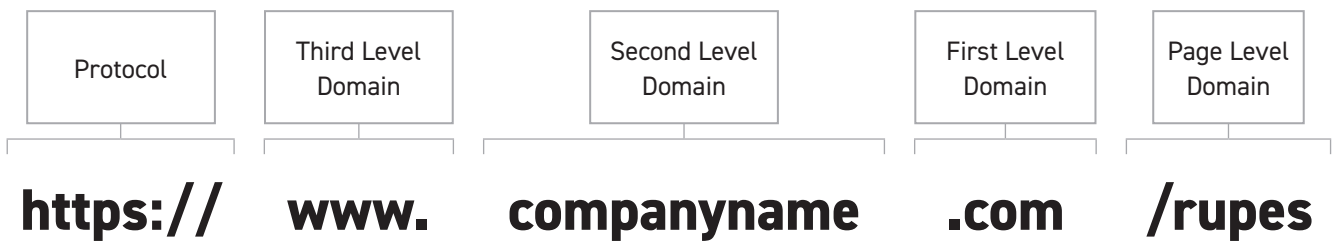
EXAMPLE OF A DOMAIN NAME STRUCTURE:



WEB SITES

RUPES suggests to use your Company name as domain and RUPES Trademark as path/page, like or similar to the following example.

EXAMPLE OF CORRECT WEB SITE DOMAIN NAME:



EXAMPLES OF INCORRECT WEB SITE DOMAIN NAMES (BUT NOT LIMITED TO):

www.rupesmycountry.com (or any other first level domains)

www.rupesbigfoot.com (or any other first level domains)

www.rupesdistributor.com (or any other first level domains)

www.shop.rupes.com (or any other first level domains)

www.bigfoot.polishers.com (or any other first level domains)

If you intend to showcase the **RUPES** brand and its associated trademark on your website, it is mandatory to secure prior approval from **RUPES** for your chosen domain name before proceeding with its registration.

This step ensures that your website aligns with **RUPES** brand guidelines and maintains the integrity of its trademark.

TRADE SHOWS AND EVENTS

The RUPES® CORPORATE IDENTITY MANUAL guidelines has to be applied also to RUPES Fairs, events and trade-shows worldwide.

These set of standards and guidelines have been developed to ensure our global advertising has a common “look and feel”, and carries relevant messages focused on customers and their business issues.

By understanding and adhering to these standards and guidelines, you help RUPES build a strong and unified brand.

The individual elements that will be applied to the look of RUPES Trade shows include:

1. **Approved Identity**
2. **Typography**
3. **Color**
4. **Photography**

1. Our design mark (The RUPES® logo) serves as the primary brand of our corporate identity system.

Consistent usage of the design mark starts by always using the approved artwork in compliance with RUPES' standards.

Ensure your design mark will respect the minimum size and clear space requirements. Ensure to always use the squared shaped logo, and no other shape instead of it.

All the other RUPES Trademarks and logos can also be used in compliance with the RUPES' standards.

2. RUPES standards typefaces are from the DIN family.

3. Corporate trade show graphics are preferably black/white or red/white, with white/black typography.

The standard RUPES logo configuration is generally used, combined with the BigFoot logo or other RUPES Trademarks.

4. Only product pictures are allowed.

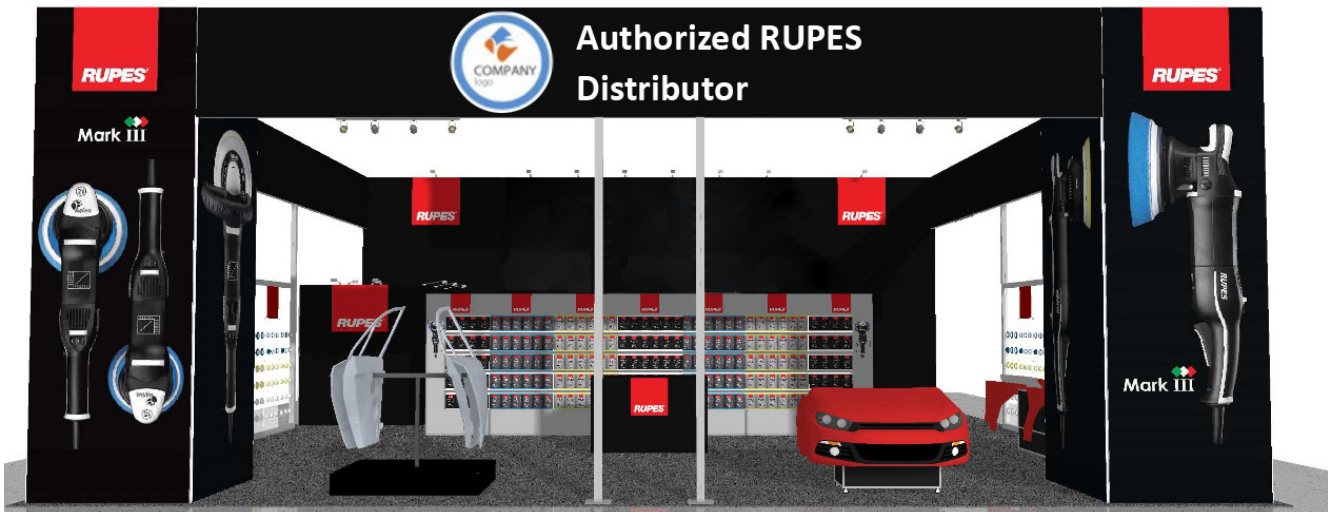
Any use of different pictures (cars or application pictures)

must be authorized by the central Marketing Dept.

To prevent any confusion among visitors, it is crucial to prominently display the Distributor/Reseller name and logo in the booth, along with an indication that they are authorized Rupes Distributors.

If the Distributor showcases multiple brands within the same booth, the section dedicated to Rupes products must adhere to the same guidelines as a fully branded RUPES booth.

TRADE SHOWS AND EVENTS



LEGAL NOTICE

RUPES promotes and commercialises the Products under several registered trademarks (RUPES®, BigFoot®, Skorpio®, Cyclo®, iBrid® and QMag®, including any future trademark registered by RUPES in connection with the Products), unregistered trademarks, trade names, logos, symbols etc.

RUPES is willing to allow its Distributor/Reseller to use the materials created by RUPES in connection with the Products, such as images, videos, brochures, technical leaflets, manuals, etc. available on RUPES' websites or otherwise made available by RUPES.

The Distributor/Reseller acknowledges that the Trademarks, Domains and Copyrighted Materials are the exclusive property of RUPES and that the Distributor/Reseller has no right whatsoever on the Trademarks, Domains and Copyrighted Materials, unless specifically granted by RUPES.

The Distributor/Reseller shall make use of the Trademarks for the exclusive purpose of identifying and advertising the Products, within the scope of his activity as Distributor/Reseller of the Products and ensuring to protect RUPES' rights, reputation and corporate image.

The Distributor/Reseller agrees not to use the Trademarks on internet, social networks, mobile applications, headed paper, corporate e-mails, advertising materials or any other materials addressed to third parties, without the prior consent of RUPES and must, in any case, operate in accordance with RUPES' Corporate Identity Manual.

The Distributor/Reseller hereby undertakes not to register, either directly or through any third party, any domain name whatsoever (including, without limitation, second-level domain names, subdomains, third-level domain names, etc.) that may be confused with RUPES Domains and/or the Trademarks.

The Reseller also agrees not to create or open without prior authorization any social network profile or account

that shows any trademarks, trade names or symbols that may be confused with the Symbols.

At any moment and at simple request, RUPES is entitled to obtain by the Reseller the immediate assignment of any trademarks, trade names, symbols, domain names, social networks profiles or accounts, etc. registered or created by the Reseller, either directly or through any third party, in breach of the obligations set forth in this agreement, at the expenses of the Reseller and with no compensation, remuneration, indemnity or other amount whatsoever being due by RUPES for such assignment (including, without limitation, for the designing, development, registration, renewal, maintenance of said trademarks, trade names, symbols, domain names, social networks profiles or accounts), without prejudice for the compensation of any possible damage that RUPES may have suffered as a consequence of the breach of this agreement by the Reseller.

CONTACTS

FOR MORE INFORMATION ABOUT OUR BRAND, PLEASE FEEL FREE TO CONTACT THE MARKETING DEPARTMENT:

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