



# **Temporary CI Guidelines**

Guidance Pack, V1.0

May 3, 2011



# 1. Introduction



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## 1.2 Introduction - Preface

- › The development process of the ŠKODA Corporate Identity (CI) for dealer showrooms is still ongoing. However, there are currently ŠKODA dealers who are in the process of new build, refurbishment of an existing building or (re-)opening their new built or refurbished dealership. In these cases the dealer requires CI guidelines to avoid future and, possibly, costly redo work.
- › This Guidance Pack outlines temporary ŠKODA CI guidelines to 'bridge' the time gap between now and the moment the final CI designs and elements are available.
- › The guidelines described in this Guidance Pack are regarded as today's standards for showroom application. Since the development process is still ongoing these standards may change. Dealers who have applied these initial standards – and which were authorized by ŠKODA PMN – will not be asked to rectify these in the future in the case these CI standards were altered. However, this does **not apply** to the described temporary **signage, furniture** and **POS materials** guidelines. ŠKODA expects that these temporary solutions, if applied, will be replaced by final elements as soon as these are available for delivery and installation.



## 1.3 Introduction – Temporary CI Elements

- › In this Guidance Pack the temporary ŠKODA CI elements are described as defined to date:
  - › Fascia sign
  - › Dealer name sign
  - › Flag
  - › Lighting direction for dealership interior
  - › Tiles
  - › Electrical floor plan
  - › Colour direction for interior walls
  - › Furniture and POS materials
- › Also included are:
  - › Guidelines and a decision matrix from which placement of temporary signs can be determined.
  - › The approval structure (including turnaround times) for authorizing temporary CI solutions between dealer → importer → ŠKODA and vice versa.
- › The objectives of this Guidance Pack are:
  - › To assist importers/dealers in preparing implementation of ŠKODA's new CI in advance of the upcoming rollout.
  - › To enhance site visibility being recognized as a ŠKODA dealership thereby utilizing ŠKODA's new CI.
  - › To maintain a degree of standardization thereby reinforcing ŠKODA's identity.
  - › In the case of temporary **signage, furniture and POS materials** to provide a low cost and easy to install solution.
  - › The guidelines should enable local sourcing of solutions / materials described.
  - › If you can not find a local supplier or you would like to benchmark pricing received from your local supplier please contact ŠKODA PMN / Jaromir Kuhn at [jaromir.kuhn@skoda-auto.cz](mailto:jaromir.kuhn@skoda-auto.cz).



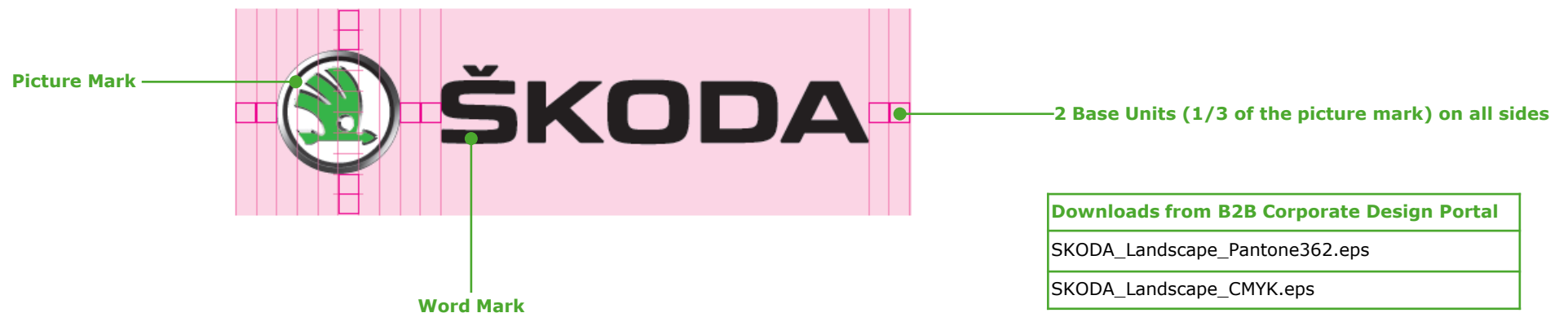
## 2. Temporary Exterior Signage





## 2.1 Temporary Exterior Signage – Artwork

- › For the temporary fascia sign the landscape version of ŠKODA's brand mark with 3D effect is applied. This landscape version is defined as exception and should only be used when such a format is required due to layout reasons, e.g. signage on buildings.
- › The ŠKODA brand mark consists of two elements: word and picture mark. In the landscape version the height of the capital letters of the ŠKODA word mark is 3 Base Units. One Base Unit = 1/6 of the picture mark.
- › The ŠKODA brand mark always has to be placed on white backgrounds. It is by no means allowed to change the colour and size of the brand mark(!)
- › In order to guarantee a clear visual standout on white backgrounds a protection zone has been defined around the brand mark. This protection zone has to be free of any elements and should not be interfered with. The protection zone should not drop below the minimum of 2 Base Units for all edges.





## 2.2 Temporary Exterior Signage – Primary Colours

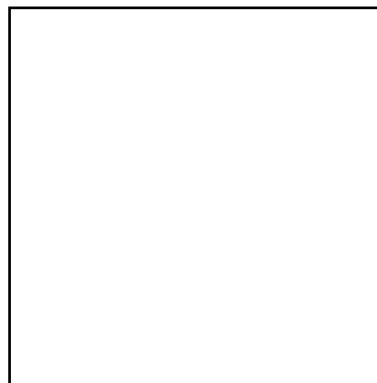
- › The landscape version of ŠKODA's brand mark with 3D effect is always printed either in Pantone or in CMYK.

Primary Colours

**ŠKODA Green**



**ŠKODA White**



**ŠKODA Black**



Colour Systems			
Pantone	362 C	–	Pantone Process Black C
CMYK	75c 0m 100y 0k	0c 0m 0y 0k	0c 0m 0y 100k



## 2.3 Temporary Exterior Signage – Corporate Typography

- › The SkodaPro is the new corporate typography exclusively developed for ŠKODA.
- › SkodaPro Bold in ŠKODA Black is used for the dealer name on the temporary dealer name sign; the dealer name should be written in capitals.
- › The letter height of the dealer name should be the same as the height of letter 'K' in the ŠKODA word mark (which is 3 Base Units).
- › **SkodaPro bold**

# DEALER NAME

[Download from B2B Corporate Design Portal](#)

SkodaPro\_Bold.ttf



## 2.4 Temporary Exterior Signage – Facia Sign (1)

- › The fascia sign as the main representation of the new ŠKODA identity is the preferred (temporary) option for branding the façade of a dealership. The sign consists of a aluminium framework in which the vinyl / canvas panel – on which the landscape version of ŠKODA’s brand mark with 3D effect is applied – is stretched using elastic cord. ①
- › The framework is constructed using aluminium, round tubes ② in combination with matching cast aluminium 90° elbow pieces. ③
- › The whole structure is fixed to the wall using cast aluminium dish pieces. ④
- › The fascia sign comes in three sizes (height measured based on outer side of framework): 800mm, 1100mm and 1400mm.
- › For applying the landscape version of ŠKODA’s brand mark with 3D effect to the vinyl panel in the right proportions please see also section 2.1 *Temporary Signage – Artwork* of this Guidance Pack.





## 2.4 Temporary Exterior Signage – Facia Sign (2)

- › The fascia sign is indirectly illuminated from below using small light fittings designed for energy saving compact fluorescent lamps for outdoor installations. The fittings applied should be designed for wall installation including (0,5 and 1m) arm support. **5**
- › The fascia sign should be illuminated during the hours of darkness to maintain brand reinforcement at all times. This can be done using a photocell, timer switch or similar device.





## 2.5 Temporary Exterior Signage – Dealer Name Sign

- › Also the dealer name sign consists of a aluminium framework in which the vinyl / canvas panel – on which the dealer name in capitals using SkodaPro Bold font in ŠKODA Black is applied – is stretched using elastic cord.
- › The framework is constructed using aluminium, round profiles in combination with matching cast aluminium 90° elbow pieces.
- › The whole structure is fixed to the wall using cast aluminium dish pieces.
- › Indirectly illumination of the dealer name sign is optional. If required the same lighting should be used as for the fascia sign.
- › The height of the dealer name sign should match the height of the fascia sign (i.e. measured based on outer side of framework: 800mm, 1100mm or 1400mm).
- › For applying the dealer name to the vinyl panel in the right proportions please see also section 2.3 *Temporary Signage – Corporate Typography* of this Guidance Pack.





## 2.6 Temporary Exterior Signage – Positioning (1)

- › The presentation of the temporary signage elements to the customer should clarify and reinforce ŠKODA's brand identity. This will not be achieved if the outside of the branch is disorganised and untidy.
- › Therefore it is important to maintain control over the actual positioning of the temporary signs. This is to maintain consistency and integrity throughout all ŠKODA dealer sites applying temporary signage.
- › The first point to consider about signage is that over-branding with excessive amounts of signage can have a negative effect. It can create clutter and confusion, it can also subtly communicate a lack of confidence in the brand. There is not necessarily an advantage in using two signs when one will do. Also there are financial implications to consider. If there is no advantage in using more than a certain number of signs then why add to the cost?
- › Regarding where to position temporary signs each façade of the building should be considered, first individually then as part of the whole with particular thought being given to balance and repetition. Each building will have a main façade, usually where the entrance is situated. This will establish the rules for other signage. The main façade will have the greatest visibility, whereas secondary façades may have little or no visibility. If a secondary façade has restricted visibility there should be no signage on it.
- › The main criterion for sign positioning is visibility. Care must be taken to ensure that the signs are not obscured from the main customer approaches by, for example, trees or neighbouring signs.



## 2.6 Temporary Exterior Signage – Positioning (2)

- › The fascia sign should fit visually into a horizontal area, the fascia zone. This area is normally on or above the lines of the shop front or windows. The fascia sign should be applied to this area so that all signs run along or around a building at the same visual height. This makes identification easy and creates less visual confusion.
- › The size of the fascia zone and the scale of the building will help to determine the appropriate size of fascia sign. Thought should be given to the balance of the sign within that zone. It is preferable to have the sign as close to the entrance as is possible but this will depend on the position of the entrance within the façade. Because the ŠKODA brand mark is ranged right, the fascia sign should be positioned as close to the right-hand edge of the façade as is possible, at the minimum distance of 400mm.
- › The dealer name sign should be positioned at the opposite end of the façade and preferably in line centrally with the fascia sign.
- › Ideally, the fascia and dealer name sign should always be fixed directly to the building.
- › Both the fascia and dealer name sign should have a clear space around it on all sides.
- › Please note that also for temporary signage a sign permit prior to any installation may be required(!)



## 2.7 Temporary Exterior Signage – Sign Application Examples



Correct application



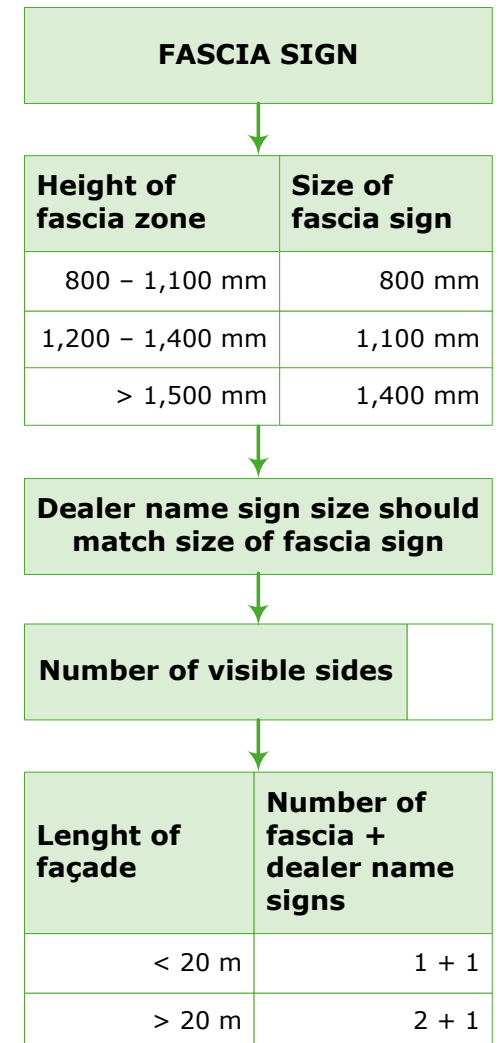
Incorrect application

Temporary exterior signs having the new ŠKODA corporate identity should never be applied in combination with signage elements of the previous ŠKODA identity



## 2.8 Temporary Exterior Signage – Selecting Signs

- › Please find a decision tree to assist you in the selection of signage. This decision tree works as follows:
  1. Are there any restrictions regarding the use of a fascia sign and dealer name sign?
    - › If NO, you can use the decision tree.
    - › If YES, please contact ŠKODA PMN / Jaromir Kuhn at [jaromir.kuhn@skoda-auto.cz](mailto:jaromir.kuhn@skoda-auto.cz).
  2. Look at the height of the fascia zone; this determines the appropriate size of fascia sign and dealer name sign that can be accommodated.
  3. Establish any location criteria; this will determine the number of visible sides. For example, a corner site has two visible sides. Therefore decisions have to be made regarding signage on both sides. Do not put signage on a façade that has poor visibility, i.e. down an alley way. In the case temporary signage is needed the concerning ŠKODA dealership must have at least one (temporary) fascia sign.
  4. Having determined the number of visible sides, it is important to establish the length of each side individually. This is because façades over a certain length (>20m) may require additional signage.





## 2.9 Temporary Exterior Signage – Materials and Fixtures

- › Possible suppliers of the materials and fixtures used for the fascia and dealer name sign are:
  - › Aluminium components for tubular framework: *Connecta* supplied by Comhan ([www.comhan.com](http://www.comhan.com))
  - › Vinyl / canvas panel: *Bisonyl* supplied by, amongst others, 3M or Avery
  - › Indirect illumination: *Fluospot* supplied by SBP ([www.sbp-pil.com](http://www.sbp-pil.com))



## 2.10 Temporary Exterior Signage – ŠKODA Flag

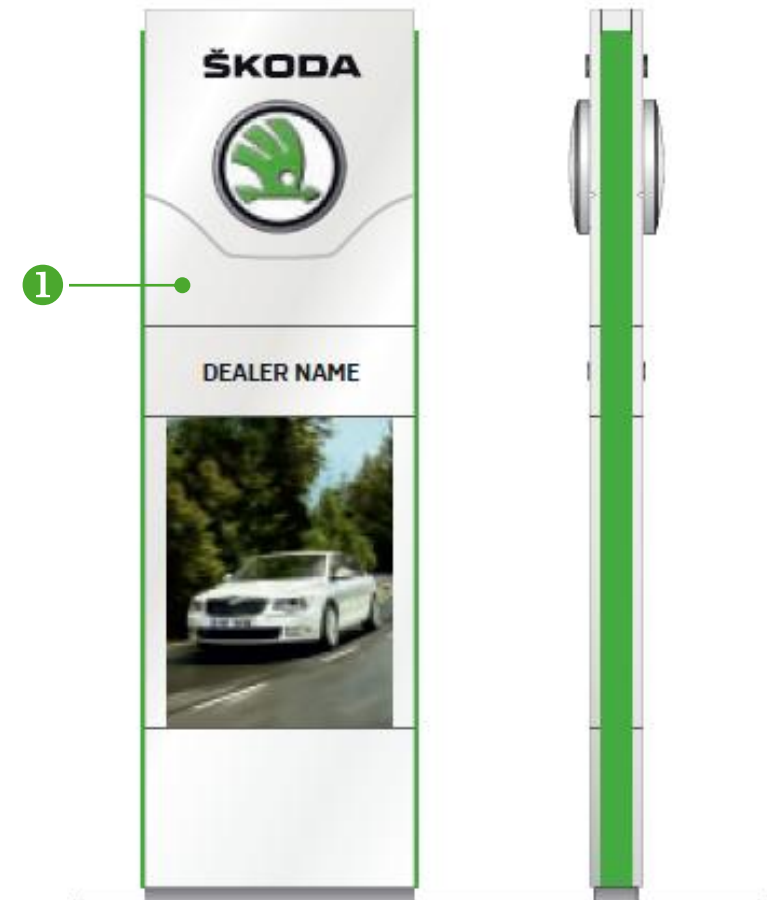
- › If it would fit the dealer site and if from a permitting perspective it is allowed an additional option to identify your location as a ŠKODA dealership is to install flag poles for ŠKODA branded flags.
- › It is recommended to use three flags / flag poles side by side. The centre distance between the poles should be approximately 2,000 mm.
- › The ŠKODA flags can be ordered through ŠKODA's B2B Portal and its Merchandize e-Shop





## 2.11 Preparatory Activities for Future Exterior Signage

- › The future signage family of the new ŠKODA CI developed for dealer showrooms includes an illuminated pylon sign. **1**
- › If you are planning to (re-)pave the driveway and parking lot of your dealer site or the existing paving is in need of repair, please remember to include installing a power cable for the future pylon sign (if applicable).





### **3. Temporary Interior CI Guidelines**



## 3.1 Temporary Interior CI Guidelines – Interior Lighting

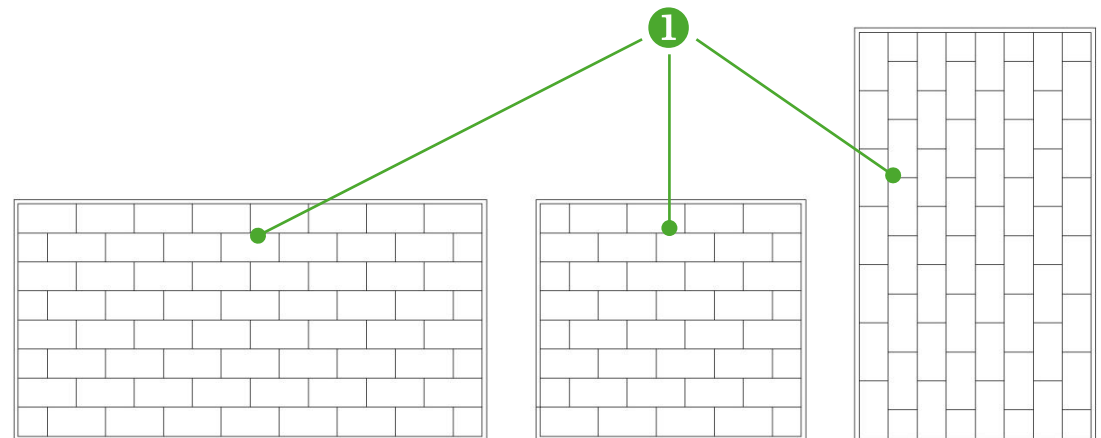
- › Colour rendering and lighting levels are important in car showrooms. The lighting directly over the cars should be of high intensity, whilst areas around the cars should be at a lower level thereby drawing a customer to the car:
  - › It is recommended to use a light temperature of 4,200 Kelvin; the illumination level measured at the showroom floor should be a minimum of 400 lux.
  - › The colour rendering index (CRI) of the light source(s) selected should preferably be high (90-100) to faithfully reproduce the colours of the cars in comparison with an ideal or natural light source.
  - › When the dealership has a secondary ceiling – e.g. suspended ceiling – it is recommended to apply built-in (adjustable) spots. <sup>1</sup> In the case there is no constructed ceiling it is recommended to use pendant industrial illumination. <sup>2</sup>
  - › It is recommended to apply CDM-T lighting as a standard.

<sup>1</sup><sup>2</sup>




## 3.2 Temporary Interior CI Guidelines – Tiles

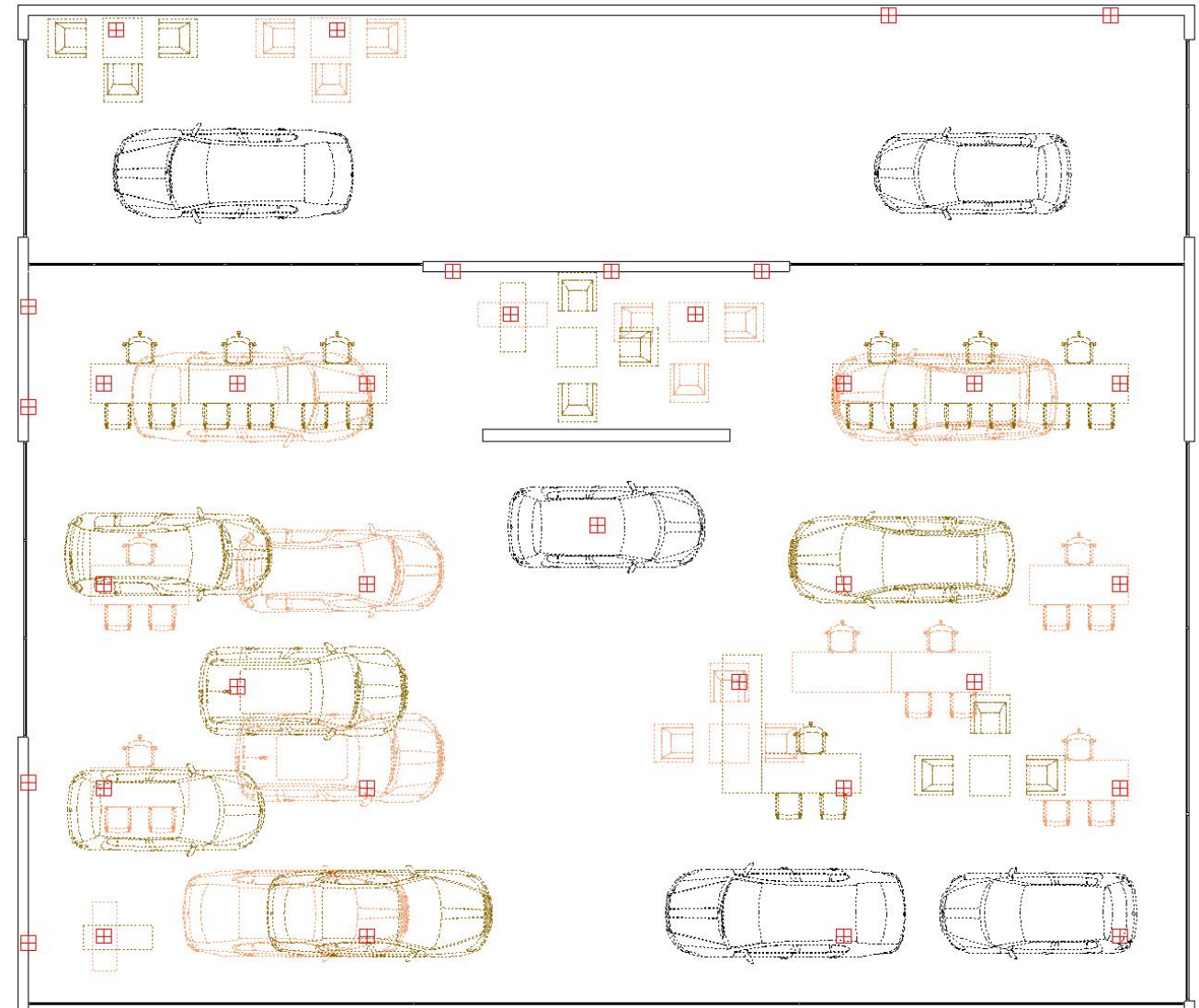
- › For the showroom and the new car handover area ceramic floor tiles 'Pietralavica' from Eiffelgres in the colour 'Star White' should be applied.
- › Tile dimensions measure 600 x 300 mm.
- › Anti Slip Class is R10 (DIN 51130).
- › Jointing Pattern: ① lay tile in grid pattern thereby providing uniform joint widths. Grout the tile to comply with referenced industrial installation standards using grouting materials in a matching colour to the tile colour which are chemical resistant and water cleanable. A suggested grouting epoxy material is PCI / BASF fugenfarbfächer.
- › Please comply with local regulations for tile application in industrial environments, e.g.:
  - › Stain & chemical resistance: BS EN 423 or ISO 10545-13
  - › Hardness: ISO868
  - › Abrasion: BS EN 660-2 or ISO 10545-7
  - › Water absorption: ISO 10545-3
  - › Anti Slip: BS EN 13893 or DIN 51130





### 3.3 Temporary Interior CI Guidelines – Electrical Floor Plan

- › Since the final layout of the showroom, new car delivery area and diagnostic / direct reception area still needs to be finalized the key criterion for defining the temporary electrical floor plan is flexibility.
- › Integrating electrical and data sockets in the showroom floor as shown (  ) should accommodate future, possible changes to the current floor plan.





## 3.4 Temporary Interior CI Guidelines – Interior Walls

- › For interior walls the following colour specifications apply:
  - › Acrylic PVA paint
  - › RAL 9003 matt finish



## 3.5 Temporary Interior CI Guidelines – Furniture and POS

- › Since the design and development of furniture and POS (i.e Point of Sale) materials under the new ŠKODA CI are not finalized yet it is allowed to reuse the existing furniture and POS materials for the transitional, temporary period until the new furniture and POS materials are available for delivery.



## 4. Approval Process

- › All proposed temporary CI applications must be consistent with the guidelines as described in this Guidance Pack and must be approved by ŠKODA PMN prior implementation.
- › *Application Process:*
  - › All temporary CI application requests shall be submitted to ŠKODA PMN in writing with scale renderings or mock-up / computer generated images of the dealer site showing the proposed temporary CI applications to scale and in context.
  - › All requests shall be approved / disapproved in writing by ŠKODA PMN within 3 working days from receiving the written application request.
  - › All sign requests approved by ŠKODA PMN shall be considered "Temporary".
- › *Review Criteria:*
  - › The proposed temporary CI applications meet the applicable temporary guidelines as described in this Guidance Pack.
  - › The proposed temporary CI applications will enhance and support clarifying and reinforcing ŠKODA's brand identity.
- › For review and approval please send your temporary CI application request to:

### **Jaromir Kuhn**

ŠKODA PMN – International Sales Strategy

e-mail: [jaromir.kuhn@skoda-auto.cz](mailto:jaromir.kuhn@skoda-auto.cz)



## 5. Who to contact in case of questions?

- › For content-related remarks and/or questions regarding the temporary CI guidelines described in this Guidance Package, please contact:

**Jaromir Kuhn**

ŠKODA PMN – International Sales Strategy

e-mail: [jaromir.kuhn@skoda-auto.cz](mailto:jaromir.kuhn@skoda-auto.cz)



## Disclaimer

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- › All dimensions and details described in this Guidance Pack should ultimately be checked by the selected manufacturer / supplier.
- › All materials and fixtures should be selected and installed in accordance with legal requirements and general applicable quality assurance standards (e.g. ISO, DIN, BS EN, ANSI).



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