

Branding on textiles

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Introduction

The Audi textiles

A sophisticated brand needs an unmistakable identity. This also means that, when used on textiles, the Audi logo must comply with Corporate Design guidelines. There are three categories of textile branding based on different applications:

- ▶ Employee clothing, where the branding is functional and signals that the wearer belongs to Audi and/or a specific department.
- ▶ Branding on clothing used for sponsorship activities and events is primarily designed to make an impact.
- ▶ The sophisticated style of the lifestyle articles in the Audi collection is underlined by discreet branding.

This guideline presents the basic rules for using the Audi logo and wordmarks on clothing.



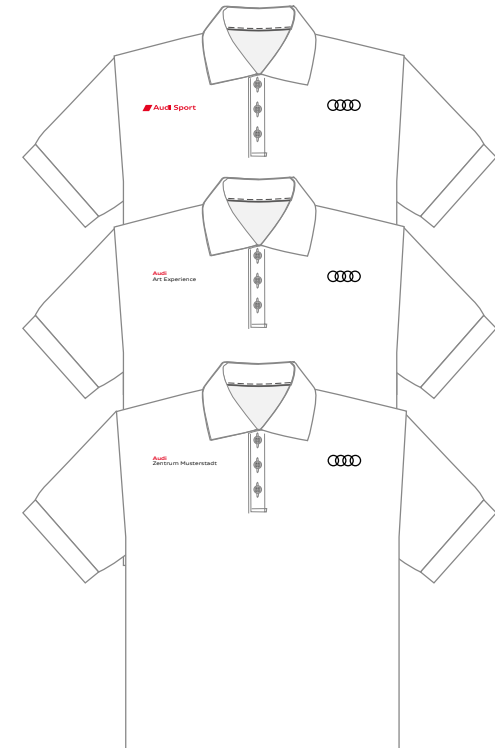
Use

1.0 Clothing for employees of AUDI AG and Audi partners

By wearing uniform clothing, Audi employees who appear in public communicate that they belong to the company. At the same time, their function or the area in which they work is identified – they are recognisable as Audi employees.

1.1 The Audi rings

- ▶ Clothing worn by Audi employees in their given function bears the Audi rings.
- ▶ The rings are always on the left breast.
- ▶ The logo is 50 mm wide. Principally the „Audi rings“ are to be used, not the light and medium version.
- ▶ There is no branding on the collar of employee clothing.
- ▶ The rings are never vertical.



1.2 Rings with wordmark

- ▶ Wordmarks, e.g. Audi Sport or a business unit, are always on the right breast.
- ▶ The wordmarks are aligned with the inside edges of the rings.
- ▶ Wordmarks consist of one or two lines, or three lines in special cases.
- ▶ Please refer to the guide for wordmarks for detailed information on this topic.

1.3 Name supplement

- ▶ The employee's name is always on the right chest side in Audi Type Extended Normal.
- ▶ It is flush left with the wordmark at a distance of one blank line. The type size and line spacing correspond to those of the wordmark.
- ▶ The name without wordmark is positioned on the same level as the lower inside edge of the rings. The maximum type size corresponds to the distance between the inside edges of the rings.



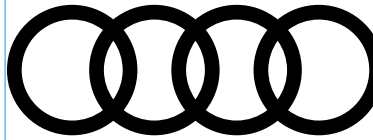
1.4 Logo size

- ▶ The preferred size of the rings is 50 mm.

1.4.1 Wordmark type sizes

- ▶ With a ring width of 50 mm, the type size of a two-line wordmark is 20.5 pt and the character spacing 0.
- ▶ The type size is modified so that it remains proportional to the ring size.
- ▶ For two-line wordmarks, the line spacing is 110%.
- ▶ For one-line wordmarks, the maximum type size is 52.2 pt.

50 mm corresponds to 50% of the file size



1.4.2 Positioning of the wordmarks

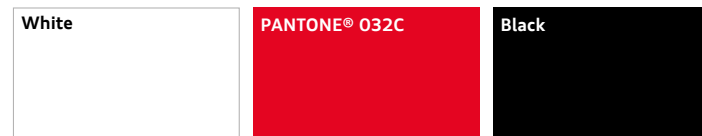
- ▶ The wordmarks are always on the right breast, horizontal to the rings.
- ▶ The wordmarks are aligned with the inside edges of the rings.
- ▶ One-line wordmarks are aligned with the bottom inside edges of the rings.
- ▶ When positioning the rings and the wordmark, it must be ensured that the distance to the outer edge is sufficient for the branding to be visible in full when the item is worn.



Positioning within the inside edges of the rings

1.5 The basic colours

In line with the Audi brand colours, the following T-shirt colours should preferably be used for employee clothing: White, red (reference colour: PANTONE® 032C) and black. Only the Audi brand colours are used.



1.6 Producing the rings and the rings with wordmarks

► On white

The rings are black, „Audi“ is red (Pantone 032C) and the colour of the supplement is based on the rings.

► On red and dark fabrics

Production in white

It is important to ensure that the branding is not printed or embroidered across seams.



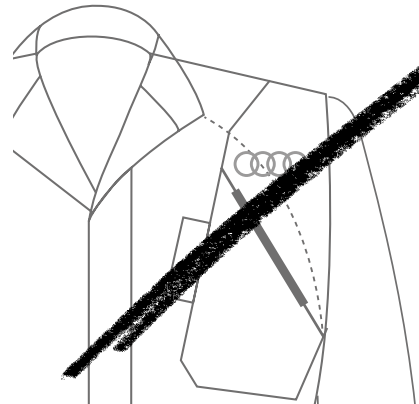
1.7 Audi partners

► Audi Center Anytown

Audi Center Anytown is treated like the classic wordmarks. Wordmark on the right side of the chest, rings on the left side.

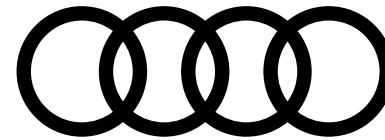
► Sampleman motors

Audi with rings is located on the left hand side and the dealer name is on the right side.

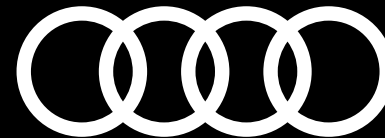


1.8 Examples: AUDI AG employees and Audi partners

Audi
Zentrum Musterstadt



Audi
ArtExperience



 **Audi Sport**



50 mm equates 50% of the filesize

2.0 Sponsorship clothing

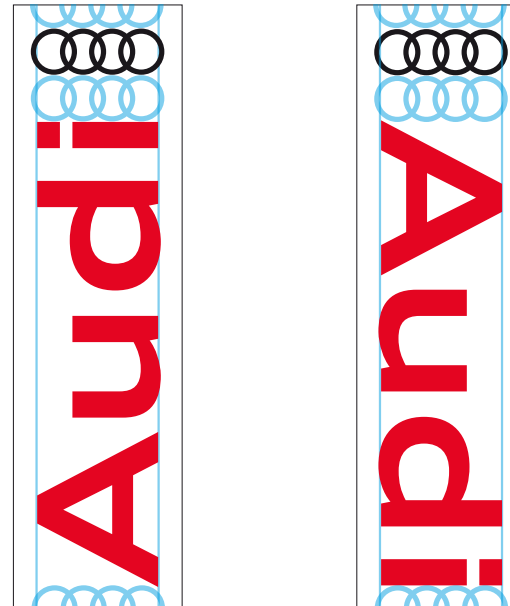
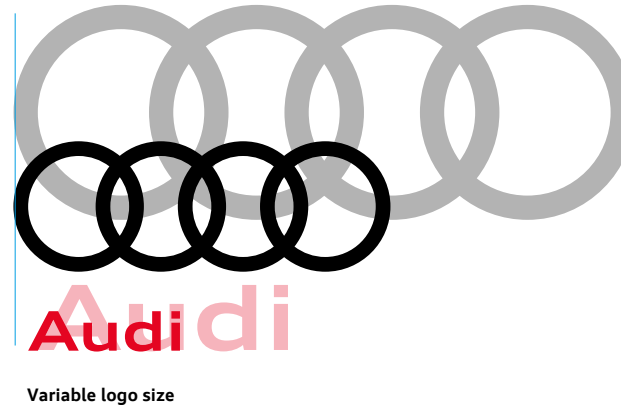
In sponsorship activities, the promotional use of the logo takes priority. For this reason, the rings and the „Audi“ lettering are always used, either in the logo or in a wordmark.

2.1 Rings with the „Audi“ lettering

- ▶ The rings are never vertical.
- ▶ The logo must be bold to ensure it is recognised immediately, even in motion.
- ▶ The rings and the lettering are a fixed unit and may not be modified.
- ▶ The size of the logo may be varied as the wide range of applications calls for considerable flexibility.
- ▶ The logo (rings and lettering) can be applied to the chest area, to sleeves and to sports caps and trousers (see also 2.4 „Positioning examples“).
- ▶ For sponsorship activities, the collar may also feature branding. Due to the limited space, only the rings are used here.

2.1.1 Special case: Rings with vertical „Audi“ lettering

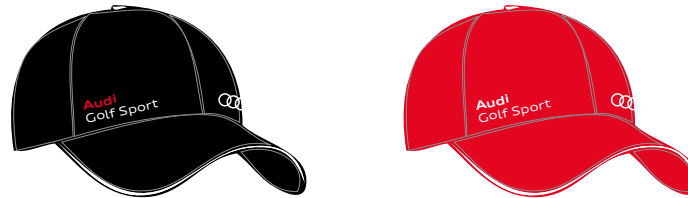
- ▶ The „Audi“ lettering is below the rings and is typeset in Audi Type Extended Bold in white or red, depending on the background.
- ▶ The „Audi“ lettering may be rotated flexibly to the right or left.
- ▶ The minimum distance between the rings and the lettering is the width of one ring. The lettering height is aligned with the inside edges of the rings.
- ▶ The rings are shown horizontally – never vertically!
- ▶ File name: **Audi Rings**
- ▶ Principally the „Audi Rings“ are to be used, not the light and medium version.



2.2 Rings with wordmark

The wordmark may be positioned to the left or right of the rings, or below them.

- ▶ In special cases the distance to the rings may be reduced to the cap height of the „A“.



2.3 Producing the rings with the „Audi“ lettering or a wordmark

▶ On white, light grey and other light fabrics

The rings are black, „Audi“ is red and the colour of the supplement is based on the colour of the rings.

▶ On red and dark fabrics

To ensure the logo can be recognised particularly quickly from afar and in motion, the logo and the wordmark are white. On dark fabrics "Audi" can be set in red or white.

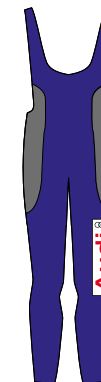


It is important to ensure that the branding is not printed or embroidered across seams.

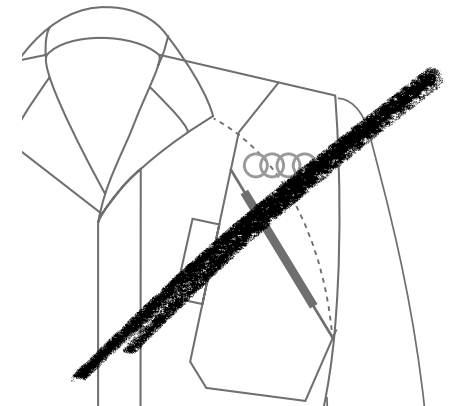
▶ Using the patch logo

The patch logo is used for patterned backgrounds and coloured fabrics, for example on blue.

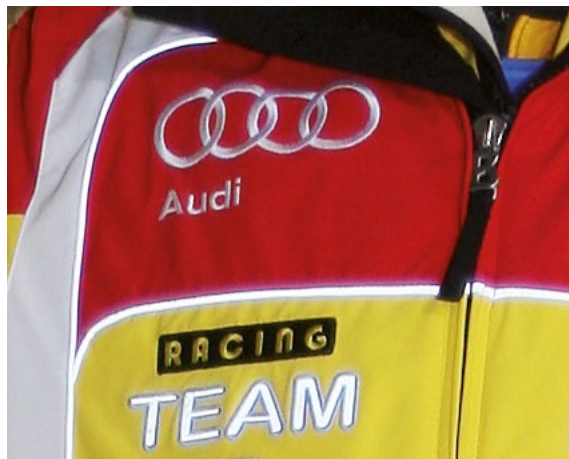
- ▶ In other words, the given logo with a white, red or black background is applied to the coloured fabric.



Patch logo special case



2.4 Sponsorship examples



3.0 Audi collection

In the area of high-quality sportswear and lifestyle articles, the focus is not on the promotional use of the logo, but on the product itself.

3.1 The Audi rings

- ▶ The Audi brand is referred to discreetly via the Audi rings.
- ▶ The rings with the “Audi” lettering are used on labels

3.2 Logo size

- ▶ The rings may be used in various sizes (min. 20 mm to max. 50 mm ring width).

3.3 Producing the rings

- ▶ The rings are preferably used tone-on-tone.
- ▶ The colour of the rings should deviate approximately 10% from the colour of the given fabric. For embroidery, the difference in tone is achieved through the thread alone.
- ▶ Alternative to tone-on-tone production:

On light fabrics

Production in black

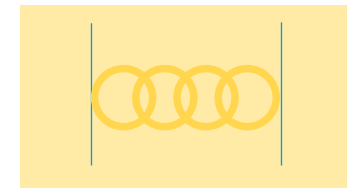
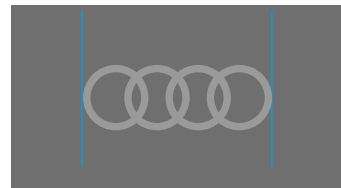
On dark fabrics

Production in white

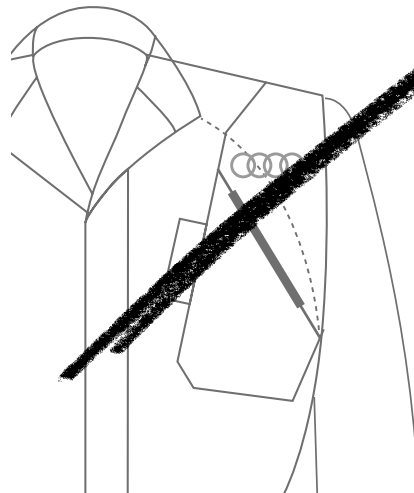
On red fabrics

Production in white

It is important to ensure that the branding is not printed or embroidered across seams. Principally the „Audi Rings“ are to be used, not the light and medium version.



50 mm corresponds to 50% of the file size



3.4 Audi collection examples



Production

4.0 Processes

4.1 Embroidery

Basic rules for designing an embroidered logo:

- ▶ When embroidering the rings, the first ring (seen from the left) crosses over the second one at the bottom and passes under the second one at the top. The same principle applies for the remaining rings.
- ▶ To guarantee optimal quality, a new thread should be used for each letter of the logo.
- ▶ Principally the „**Audi Rings**“ are to be used, not the light and medium version.
- ▶ The minimum width of the rings is 50 mm.
- ▶ File name: **Audi Rings**

Embroidery is the preferred method for applying branding to textiles. If it is not feasible, there are other options.



Embroidery principle

4.2 Screen printing

Screen printed designs are usually printed using fully automatic multicolour screen printing machines. Multicolour printing offers an acceptable level of printing accuracy. Full-area coverage is possible.

4.3 Flocking

Direct flocking

With the direct flocking process, electrostatically charged flock particles are dispersed into glue, which is then applied to the fabric under pressure. When printing on coloured fabrics, the glue must be white.

The process is only suitable for large logo sizes (200 mm).

It offers excellent durability under normal demands caused by wearing, washing (garment turned inside-out, delicate programme only) and ironing (inside-out).

Flock transfer

The flock transfer process uses a transfer paper that holds the flock fibres. The glue is applied to the fibres using a screen.

The process is suitable for multicolour designs, but only for small logo sizes.

It offers good durability and high printing accuracy.

The most important rules

General	▶ The rings are never vertical.	Page 4
	▶ Branding is never across seams.	Page 6
	▶ Principally the „ Audi Rings “ are to be used.	
Logo	▶ Employee clothing is branded with the rings. A wordmark may be used in addition.	Page 4
	▶ For sponsorship activities, the rings are always used in conjunction with “Audi”, either as a wordmark or as part of the logo.	Page 8
	▶ Patch logos and vertical “Audi” lettering may be used for sponsorship	Page 9 Page 11
Positioning	▶ The rings are preferably positioned on the left breast.	Page 4
	▶ Wordmarks are positioned relative to the rings on the left breast.	Page 4
	▶ Optimal visibility, even in motion, must be ensured with regard to sponsorship applications.	Page 9
Colours	▶ Base fabrics in the Audi brand colours are preferred.	Page 5
	▶ Tone-on-tone rings may be used on premium-quality lifestyle articles.	Page 11
	▶ Maximum contrast must be ensured for sponsorship activities.	
Processes	▶ Embroidered branding is preferred.	Page 13
	▶ Other processes must be used if necessary.	Page 14

Downloads

You will find digital masters and further information in the Corporate Design Portal in the internet.

URL: www.audi.com/ci

Area: „Branding | Wordmarks“

General Notes

Responsible for content:

AUDI AG

Brand Strategy / Corporate Identity

85045 Ingolstadt

Note:

The presentation and look of colours may vary, depending on the printer/rendition used. The pictures shown are not binding in their colour and in some cases have been reduced or enlarged in size.