

The background image is a wide-angle photograph of a natural landscape. A paved road curves from the bottom left towards the center of the frame, reflecting the surrounding environment. To the left of the road is a large, calm lake with a small island featuring yellow autumn trees. On the right, there's a dense forest of evergreen and deciduous trees, some with yellow autumn leaves. In the far distance, a range of mountains with snow-capped peaks is visible under a sky filled with soft, warm-colored clouds.

Graphic Standards

April 2022

Summary

01. Welcome to FORVIA p. 03

- 04 The FORVIA name
- 05 Our brand reveal film

02. Visual identity p. 06

- 07 FORVIA House of Brands
 - Implementation
 - The B2B logos
 - The B2B2C aftermarket logos
 - Logo usage rules
- 11 Logotypes
 - FORVIA Faurecia
 - FORVIA Faurecia rules
 - FORVIA Hella
 - FORVIA Hella rules
 - FORVIA and FORVIA Inspiring mobility
 - FORVIA rules
 - FORVIA Inspiring mobility rules
 - Business Group logos
 - FORVIA University logo
 - FORVIA Symbol
 - FORVIA Symbol rules
 - FORVIA Faurecia logotype – Don't
 - FORVIA Hella logotype – Don't
- 25 Colors
 - Primary colors
 - Secondary colors
- 28 Typefaces
 - Open Sans typeface
 - Arial typeface
- 31 Intro / Outro video
- 32 Sound signature

03. Stationery p. 33

- 34 Business cards
 - Business cards FORVIA Faurecia and FORVIA Hella
 - Business cards Business Groups
- 36 Letterheads
 - Letterheads FORVIA Faurecia and FORVIA Hella
 - Letterheads FORVIA Inspiring mobility
 - Letterheads Business Groups
- 39 Email Signatures
 - Email signature Faurecia and BG
 - Email signature Hella and BG
- 41 FORVIA PowerPoint templates
 - FORVIA Faurecia templates
 - FORVIA Hella templates
 - FORVIA Inspiring mobility templates
 - TEAMS backgrounds
 - Desktop backgrounds
- 47 Others
 - Administrative documents , fax & memo
 - FORVIA Faurecia
 - FORVIA Hella
 - FORVIA Inspiring mobility
 - Address labels, compliment slip, envelopes
 - FORVIA Faurecia
 - FORVIA Hella
 - Employee passes

04. Brand looks p. 53

- 54 Brand graphics
 - Brand graphic structure
 - Brand graphic structure examples

05. Marking p. 62

- 63 Packagings
 - Packaging FORVIA Faurecia
 - Packaging FORVIA Hella
- 65 Uniforms
 - FORVIA Uniforms
- 67 Vehicles
 - Vehicles FORVIA
 - Vehicles FORVIA Inspiring mobility
- 71 Goodies
 - Examples

06. Signage p. 72

- 73 Important notice
- 74 Exterior Signage
- 89 Interior Signage

07. Annexes p. 106

- 107 Faurecia/Hella contacts
- 108 Use cases



Summary

Chapter 01. Welcome to FORVIA

01. Welcome to FORVIA

The FORVIA Name*

Reflecting its international roots, “**for**” and “**via**”, as in route or way, FORVIA is a compact name with an **easy, energetic pronunciation**. Its expressiveness lends it brightness, warmth, depth, and positivity. Projecting forward, FORVIA evokes **movement** along a winding road **and agility** in the face of challenges. It also carries ideas of **anticipation and strength as it leads the way towards the future**: FORVIA symbolizes continuous commitment, solid confidence, and perennial action. Because of its **great flexibility** and its **dynamic element**, FORVIA is easy to relate to and opens up a broad and lasting perspective.

FORVIA **embodies core elements of both the Faurecia and the Hella brands and cultures**, with its forward orientation and the idea of paving the way through technology with vision. **FORVIA's dynamism** implies that it sets the **pace of innovation and shapes the user experiences of the future**. FORVIA **focuses on people** and prizes this essential source of inspiration.

Thus FORVIA is a good translation of our **common purpose: Inspiring mobility**.

*FORVIA must always be written in capital letters



Summary

01. Welcome to FORVIA

Our brand reveal film

Click on the text 'link to reveal video' to watch.





Summary

Chapter 02. Visual identity

02. Visual identity

FORVIA House of Brands - implementation

Implementation of an umbrella brand system

The FORVIA «House of brands» is composed of
- FORVIA B2B brands: FORVIA Faurecia & FORVIA Hella.
- B2C: containing all the existing aftermarket brands.

There will be no change for legal entities names.

For more information how to use the logotypes, see
from [page 10](#).



« B2B »



« B2C aftermarket »

02. Visual identity

FORVIA House of Brands - the B2B logos*

Recommendation

Logotype FORVIA Faurecia should be used in communication by Faurecia.

Logotype FORVIA Hella should be used in communication by Hella.

Logotypes FORVIA and FORVIA Inspiring mobility can only be used when presenting the combined Group.

(except for email signature, signage, some marking elements)

FORVIA
Inspiring mobility



FORVIA



FORVIA
·faurecia

FORVIA
·HELLA

*There will be no change for the endorsed B2B brands (e.g Hug Engineering) or for Joint Venture logotypes. Please contact your Group Communications department.

02. Visual identity

FORVIA House of Brands - the B2C aftermarket logos

FORVIA
Inspiring mobility



clarion

reparlab[®]_{Clarion}
HELIOTHERMO-ELECTRONIC REPAIR

·faurecia
Service



HELLA PAGID
BRAKE SYSTEMS



HELLA
VALUEFIT

02. Visual identity

Logo usage rules

Important legal guidelines for the use of "FORVIA" and declination of "FORVIA"

"FORVIA", "FORVIA Inspiring mobility", "FORVIA Faurecia" and "FORVIA Hella" or any combination with "FORVIA" are not the name of legal entities.

Legal entities names are not changed.

As a result, no declaration or commitment can be made in the names of "FORVIA", "FORVIA Faurecia" or "FORVIA Hella" or any combination with "FORVIA".

For instance, it is not accurate to write "FORVIA entered into a partnership" or to indicate "FORVIA" as party to a contract.

When Communication concerns the combined group:

"FORVIA" may be used as a generic term to designate this combined group. For instance, we can write that "FORVIA represent a turnover of" or we can communicate on the "strategic orientations of FORVIA" or "FORVIA values".

This use of "FORVIA" shall be done provided that information is accurate concerning both entities, Faurecia and Hella, and it does not imply commitments or representations in the name of Hella or Faurecia without their approval.

When communication concerns only Faurecia or Hella:

Please prefer the following expression: "**Faurecia, company of the Group FORVIA or company of the world's leading automotive technology group FORVIA**" and same for Hella.

Do not use "FORVIA" to designate only one of these entities.



Summary



[Download](#)[Summary](#)

02. Visual identity

FORVIA Faurecia - the B2B logo

FORVIA Faurecia

Logotype FORVIA Faurecia is composed of the logotype FORVIA and the original form of Faurecia logotype, adapted to the new brand color with ruby square preserved.

Its design, colors and proportions should never be altered in any way.

The blue version



The reversed-out version



02. Visual identity

FORVIA Faurecia rules - the B2B logo

Exclusion zone

The clear space preserves the logotype's integrity.

No graphic element (object, text, etc.) should appear in this area.

The size of the clear space on the top, left and right is defined according to the size of "F" in the logotype FORVIA, while at the bottom, it's half size of the "F" of logotype FORVIA.



Minimum size

To ensure its legibility, the logotype should not be smaller than shown here. It should be visible on all digital and print communications.



8 mm / 30 px

[Download](#)[Summary](#)

02. Visual identity

FORVIA Hella - the B2B logo

FORVIA Hella

Logotype FORVIA Hella is composed of the logotype FORVIA and the original form of the logotype Hella, adapted to the new brand color.

Its design, colors and proportions should never be altered in any way.

The blue version



The reversed-out version
version



02. Visual identity

FORVIA Hella rules - the B2B logo

Exclusion zone

The clear space preserves the logotype's integrity.

No graphic element (object, text, etc.) should appear in this area.

The size of the clear space on the top, left and right is defined according to the size of "F" in the logotype FORVIA, while at the bottom, it's half size of the "F" of logotype FORVIA.



Minimum size

To ensure its legibility, the logotype should not be smaller than shown here. It should be visible on all digital and print communications.



[Download](#)[Summary](#)

02. Visual identity

FORVIA and FORVIA Inspiring mobility

Introducing the 2 logotypes

The logotype FORVIA represents the combined Group.

The logotype FORVIA Inspiring mobility embodies our tagline.

Its design, colors and proportions should never be altered in any way.

The blue version

FORVIA

FORVIA

Inspiring mobility

The reversed-out version

FORVIA

FORVIA

Inspiring mobility

02. Visual identity

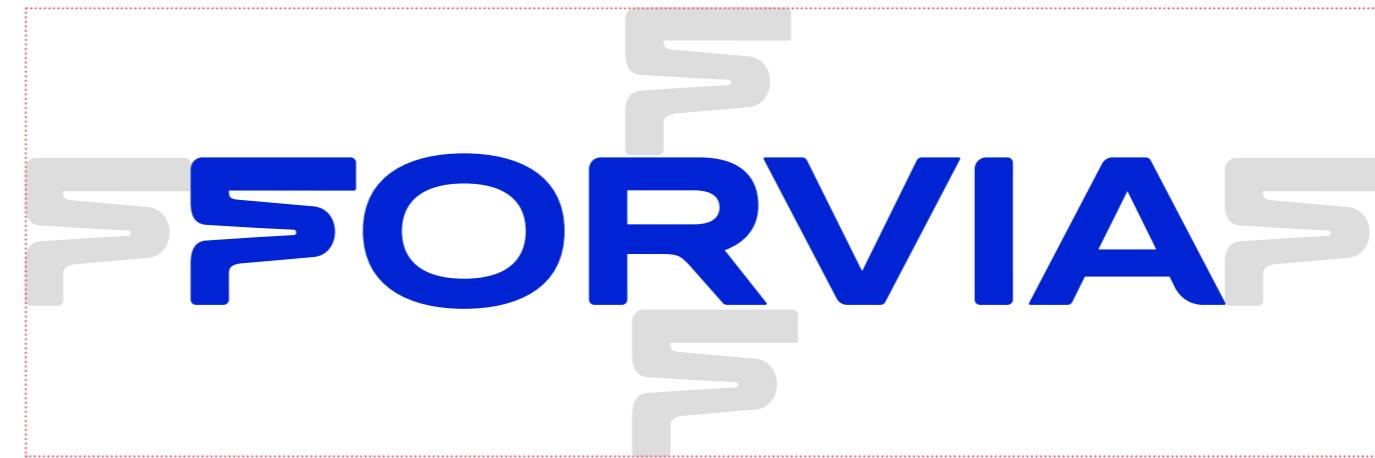
FORVIA logotype rules

Exclusion zone

The clear space preserves the logotype's integrity.

No graphic element (object, text, etc.) should appear in this area.

The size of the clear space is defined according to the size of "F" in logotype FORVIA.



Minimum size

To ensure its legibility, the logotype should not be smaller than shown here. It should be visible on all digital and print communications.

FORVIA 4 mm / 15 px

02. Visual identity

FORVIA Inspiring mobility rules

Exclusion zone

The clear space preserves the logotype's integrity.

No graphic element (object, text, etc.) should appear in this area.

The size of the clear space is defined according to the width of the logotype capital "F" : the clear space is equal to the width of "F" from Inspiring mobility.



Minimum size

To ensure its legibility, the logotype should not be smaller than shown here. It should be visible on all digital and print communications.



02. Visual identity

Business Group logos

Business Group

The BG logotypes can be used for topics related to each business group.

The logotype FORVIA Faurecia or logotype FORVIA Hella should be primarily used with a reference to the Business Group in text.

Its design, colors and proportions should never be altered in any way.

It is prohibited to create new logos apart from these six without validation from the Group Communications team.



[Download](#)[Summary](#)

02. Visual identity

FORVIA University logo

FORVIA University

Its design, colors and proportions should never be altered in any way.

The main version

FORVIA
University

The reversed-out version

FORVIA
University

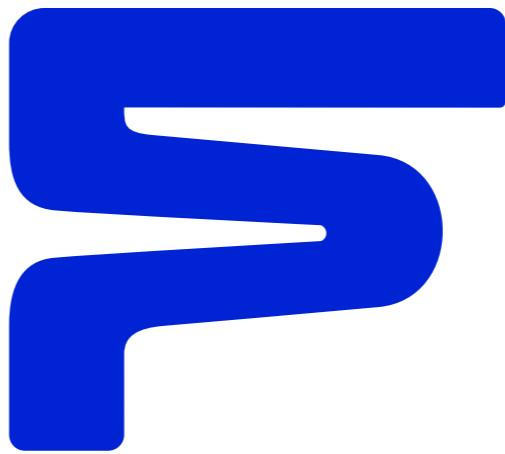
[Download](#)[Summary](#)

02. Visual identity

FORVIA symbol

Symbol of F

The FORVIA symbol "F" is a strong brand element and should be used in combination and with an appropriate distance to the logotype FORVIA Faurecia, logotype FORVIA Hella or logotype FORVIA Inspiring Mobility.



02. Visual identity

FORVIA symbol rules

Exclusion zone

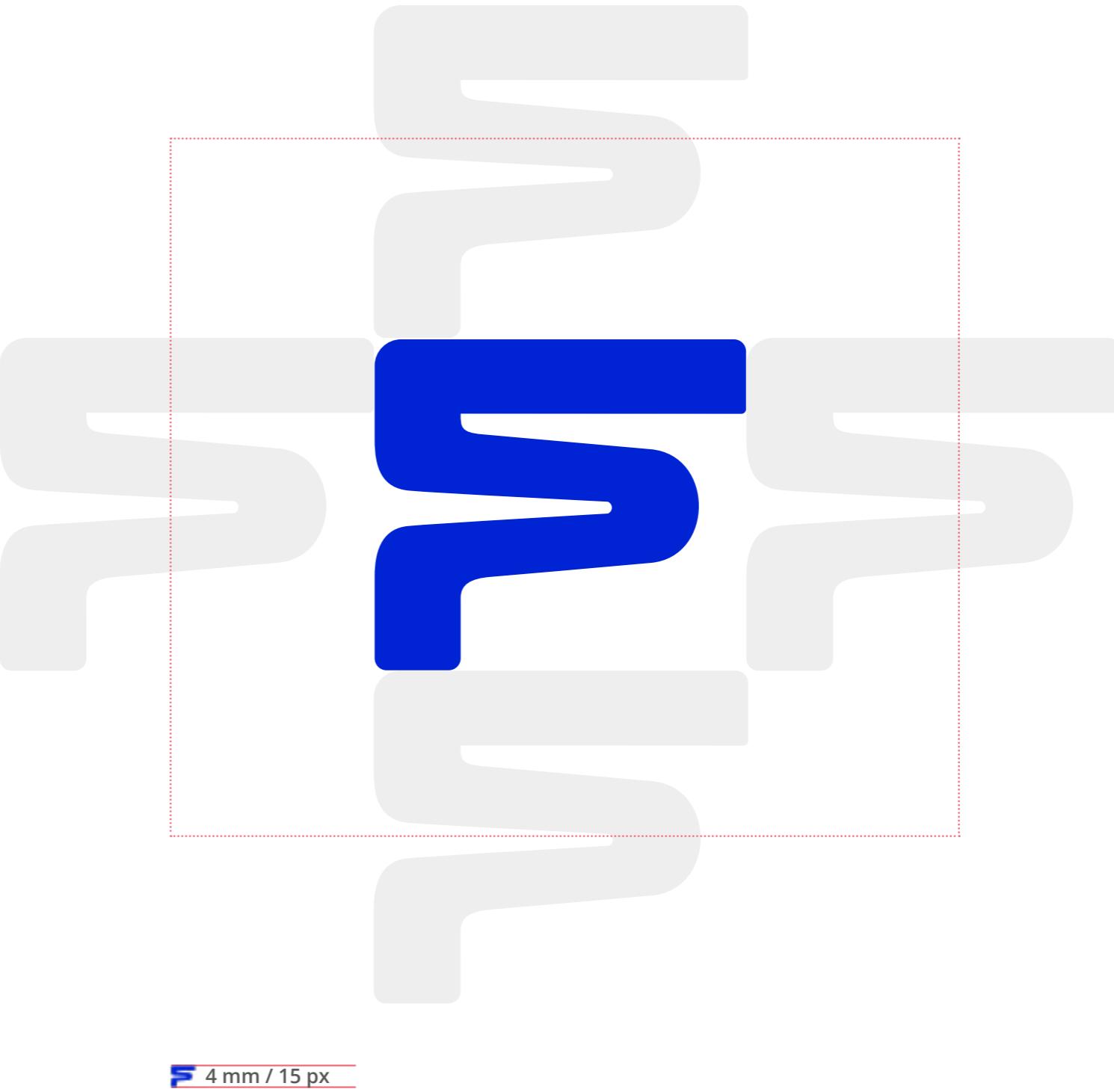
The clear space preserves the logotype's integrity.

No graphic element (object, text, etc.) should appear in this area.

The size of the clear space is defined as half the width of the capital "F" of the logotype FORVIA.

Minimum size

To ensure its legibility, the logotype should not be smaller than shown here. It should be visible on all digital and print communications.



02. Visual identity

FORVIA Faurecia logotype - Don't

Recommendation

It is important to maintain a consistent use of the logotype and avoid making any changes.

These rules also apply to the FORVIA and FORVIA Inspiring mobility logotypes.

Don't

Don't change the color



Don't change the color of the square of Faurecia



Don't distort the logotype



Don't apply effect on the logotype



Don't rotate the logotype



Always respect the exclusion zone



Don't place logotype on complex visuals



02. Visual identity

FORVIA Hella logotype - Don't

Recommendation

It is important to maintain a consistent use of the logotype and avoid making any changes.

These rules also apply to the FORVIA and FORVIA Inspiring mobility logotypes.

Don't

Don't change the color



Don't change the color of Hella



Don't distort the logotype



Don't apply effect on the logotype



Don't rotate the logotype



Always respect the exclusion zone



Don't place logotype on complex visuals





Summary



02. Visual identity

Primary Colors

The color palette is composed of four primary colors and one gradient color.

Opposite are the color references for each application:

- RGBs are for digital applications.
- CMYKs (4-color process) are for the following print materials: Publishing (e.g. brochure, leaflet, stationery, poster, etc.), press (e.g. magazine, newspaper, etc.), and display.
- Pantone® spot colors are for goodies, signage, etc.

In order to get the best possible version of the brand blue, Pantone/CMYK and RGB are not strictly equivalent.

White

C00 M00 Y00 K00
R255 G255 B255
#FFFFFF
Pantone© 000 C
RAL 9016
NSC S0500-N

Blue

C100 M75 Y00 K00
R00 G36 B211
#0024D3
Pantone© 286 C
RAL 5002
NCS S3060-R80B

Light colored grey

C00 M00 Y00 K45
R140 G140 B140
#8C8C8C
Pantone© 422 C

Dark colored grey

C00 M00 Y00 K80
R87 G87 B87
#575757
Pantone© 425 C

Gradient colors

| | |
|--|--|
| C100 M750 Y00 K00 R00 G36 B211 #0024D3 Pantone© 286 C | C80 M10 Y00 K00 R00 G169 B235 #00A9EB Pantone© 2995 C |
|--|--|





Summary

02. Visual identity

Secondary Colors

Secondary colors are complementary to the primary brand colors.

They are used to achieve hierarchy of information, and highlight important calls to action.

Opposite are the color references for each application:

- RGbs are for digital applications.
- CMYKs (4-color process) are for the following print materials: Publishing (e.g. brochure, leaflet, stationery, poster, etc.), press (e.g. magazine, newspaper, etc.), and display.
- Pantone® spot colors are for goodies, signage, etc.

C00 M75 Y40 K00
R240 G100 B115
#F06473
Pantone© 709 C

C00 M55 Y85 K00
R245 G140 B53
#F58C35
Pantone© 715 C

C00 M20 Y80 K00
R254 G211 B76
#FED34C
Pantone© 122 C

C80 M00 Y60 K00
R00 G180 B143
#00B48F
Pantone© 339 C

C80 M15 Y30 K00
R00 G168 B191
#00A8BF
Pantone© 7710 C

C80 M10 Y00 K00
R00 G169 B235
#00A9EB
Pantone© 2995 C

02. Visual identity

Typefaces

perfect transformation
our purpose
bring Mobiil

02. Visual identity

Open Sans typeface

Open Sans typeface
should be used for
creative applications by
communications teams.

Open Sans is the main typeface
used for headlines on all print
communication supports made
by agencies. It can be used in all
its different weights.

Click on the following link
to download the Open Sans
typeface:

[fonts.google.com/specimen/
Open+Sans](https://fonts.google.com/specimen/Open+Sans)



A B C D E F G H I J
K L M N O P Q R
S T U V W X Y Z.

**Open Sans Extrabold
For Extrabold titles.**

123.

Inspiring mobility

Open Sans Regular

The primary typography - Open Sans - makes FORVIA
communications instantly recognisable and creates a simple,
effective and clear way of conveying the brand. This is to
be used in all creative brand communication.

Lorem ipsum
Open Sans Light
A b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lorem ipsum
Open Sans Regular
A b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lorem ipsum
Open Sans Semibold
A b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lorem ipsum
Open Sans Bold
A b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Lorem ipsum
Open Sans Extrabold
A b c d e f g h i j k l m n o p q r s t u v w x y z
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

02. Visual identity

Arial typeface

Arial typeface is for office applications and already available on all computers in Microsoft Office softwares.

It is a system font accessible for all, therefore it should be used for office documents and emailings.

**ABCDEFGHIJK
KLMMNOOPQR
STUVWXYZ.**

**Arial Extrabold
For Extrabold titles.**

123.

Inspiring mobility

Arial Regular

The secondary typography - Arial- makes FORVIA communications instantly recognisable and creates a simple, effective and clear way of conveying the brand. Arial is to be used in all office applications.

Lorem ipsum
Arial Regular
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRS
TUVWXYZ

Lorem ipsum
Arial Bold
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTU
VWXYZ

Lorem ipsum
Arial Black
Abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNPQRSTU
VWXYZ

02. Visual identity

Intro / Outro video

FORVIA Faurecia logotype should be used in communication by Faurecia.

FORVIA Hella logotype should be used in communication by Hella.

FORVIA and FORVIA Inspiring mobility logotypes can only be used when presenting the combined Group.

Intro video



Outro video



02. Visual identity

Sound signature

The sound signature is a key element of our brand identity. It is recommended to be used in corporate events, corporate videos, on-hold messages etc.





Summary

Chapter 03. Stationery

03. Stationery

Business cards FORVIA Faurecia
and FORVIA Hella

Recommendation

Business cards are composed
of a front and a back.

Front: the iconic “F” and tagline
on gradient background.

Back: Logos are always placed
at the top-right corner.

Format

Recommended dimensions:
90X55 mm (these dimensions
can be adapted in case of local
constraints).

Typography sizes

Name Surname: Open Sans Bold 12 pt

Job Title : Open Sans Regular 8,5 pt

Others infos :Open Sans Regular 7 pt



03. Stationery

Business cards Business Groups

Recommendation

Business cards are composed of a front and a back.

Front: the iconic "F" and tagline on gradient background.

Back: Logos are always placed at the top-right corner.

Format

Recommended dimensions:
90X55 mm (these dimensions can be adapted in case of local constraints).

Typography sizes

Name Surname: Open Sans Bold 12 pt

Job Title : Open Sans Regular 8,5 pt

Others infos :Open Sans Regular 7 pt





03. Stationery

Letterheads FORVIA Faurecia
and FORVIA Hella

Letterhead

This template has been
designed with an A4 format.

Recommendation

Please respect your legal entity
in the footer.

FORVIA Faurecia logotype
should be used in
communication by Faurecia.

FORVIA Hella logotype should
be used in communication by
Hella.





03. Stationery

Letterheads FORVIA Inspiring mobility

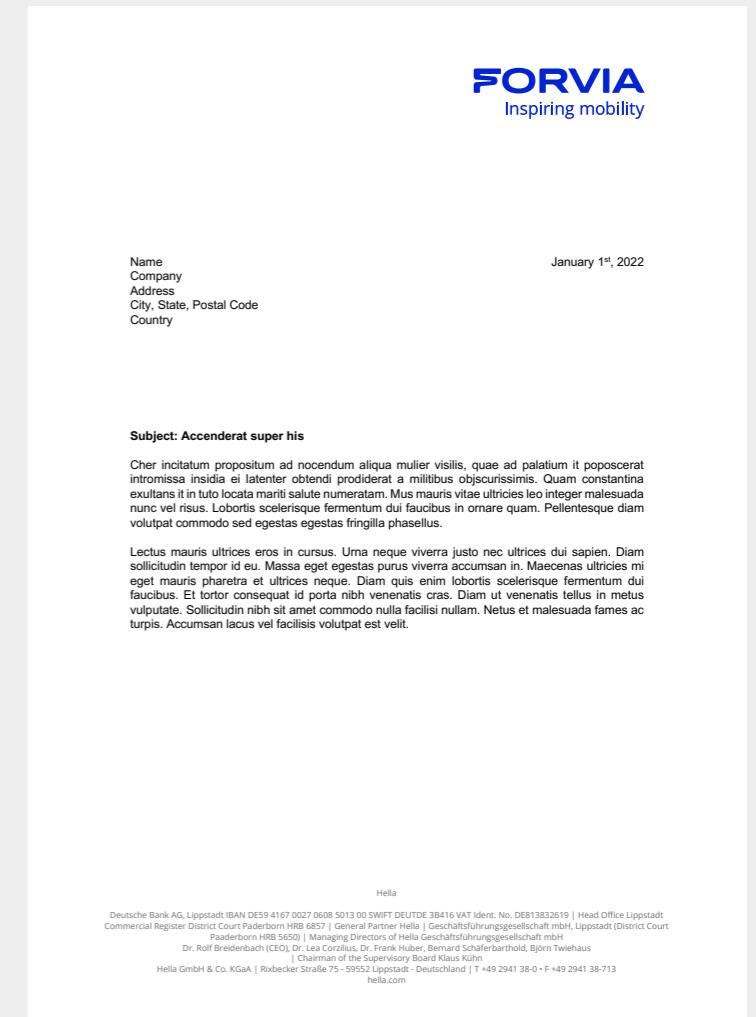
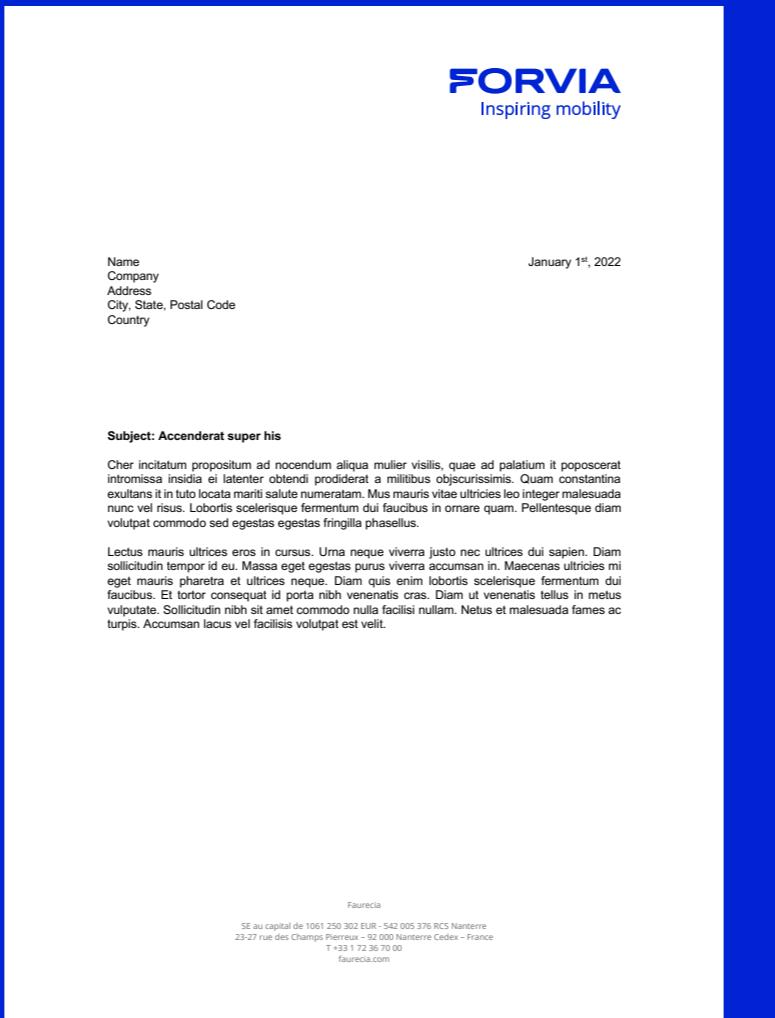
Letterhead

This template has been designed with an A4 format.

Recommendation

Please respect your legal entity in the footer.

FORVIA Inspiring mobility logotype can only be used when presenting the combined Group and with mutual approval.





03. Stationery

Letterheads Business Groups

Letterhead

This template has been designed with an A4 format.

Recommendation

Please respect your legal entity in the footer.

FORVIA Faurecia logotype should be used in communication by Faurecia.

FORVIA Hella logotype should be used in communication by Hella.



[Download](#)[Summary](#)

03. Stationery

Email signature for FORVIA Faurecia

Recommendation

The layout and signature of emails follow the same principles as business cards.

Typography

The email signature is designed in Open Sans typeface.

The body text of the email must be in Arial typeface.

Signature

Name Surname & Job Title:

Open Sans Bold 11pt

The rest of the signature:

Open Sans Light 9pt

Email body copy: Arial Regular 11 pt

For countries with specific regulation, please refer to your legal, group's com or HR representative.

Group

To name.surname@forvia.com

Subject About information

Lore ipsum,

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam non
dunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad min
exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo
vel eum iriure dolor in hendrerit in vulputate velit esse molestie conseql
giat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui b
delenit augue duis dolore te feugait nulla facilisi.

Lore ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam non

Name Surname
Job Title

name.surname@forvia.com

FAURECIA
23-27 Av. des Champs Pierreux,
92000 Nanterre - France
T +33 1 00 00 00 00 | M +33 6 00 00 00 00

FORVIA
Inspiring mobility

Business Group

To name.surname@forvia.com

Subject About information

Lore ipsum,

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam non
dunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad min
exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo
vel eum iriure dolor in hendrerit in vulputate velit esse molestie conseql
giat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui b
delenit augue duis dolore te feugait nulla facilisi.

Lore ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam non

Name Surname
SEATING
Job Title

name.surname@forvia.com

FAURECIA
23-27 Av. des Champs Pierreux,
92000 Nanterre - France
T +33 1 00 00 00 00 | M +33 6 00 00 00 00

FORVIA
Inspiring mobility

[Download](#)[Summary](#)

03. Stationery

Email signature for FORVIA Hella

Recommendation

The layout and signature of emails follow the same principles as business cards.

Typography

The email signature is designed in Open Sans typeface.

The body text of the email must be in Arial typeface.

Signature

Name Surname & Job Title:

Open Sans Bold 11pt

The rest of the signature:

Open Sans Light 9pt

Email body copy: Arial Regular 11 pt

For countries with specific regulation, please refer to your legal, group's com or HR representative.

Group

To name.surname@forvia.com

Subject About information

Lore ipsum,

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam non
dunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad min
exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo
vel eum iriure dolor in hendrerit in vulputate velit esse molestie conseql
giat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui b
delenit augue duis dolore te feugait nulla facilisi.

Lore ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam non

Name Surname

Job Title

name.surname@forvia.com

HELLA GmbH & Co. KGaA

Rixbecker Straße 75

59552 Lippstadt - Deutschland

T +49 1 00 00 00 00 | M +49 6 00 00 00 00

FORVIA
Inspiring mobility

Business Group

To name.surname@forvia.com

Subject About information

Lore ipsum,

Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam non
dunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad min
exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo
vel eum iriure dolor in hendrerit in vulputate velit esse molestie conseql
giat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui b
delenit augue duis dolore te feugait nulla facilisi.

Lore ipsum dolor sit amet, cons ectetuer adipiscing elit, sed diam non

Name Surname
LIGHTING
Job Title

name.surname@forvia.com

HELLA GmbH & Co. KGaA

Rixbecker Straße 75

59552 Lippstadt - Deutschland

T +49 1 00 00 00 00 | M +49 6 00 00 00 00

FORVIA
Inspiring mobility



Summary

PowerPoint template





03. Stationery

FORVIA Faurecia templates

Recommendation

The template is consistent with other graphic and text layout recommendations.

The second cover page has a space to add the Business Group name.

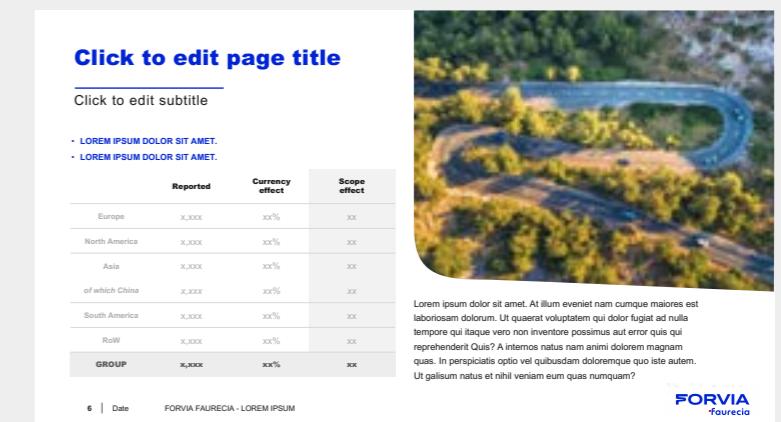
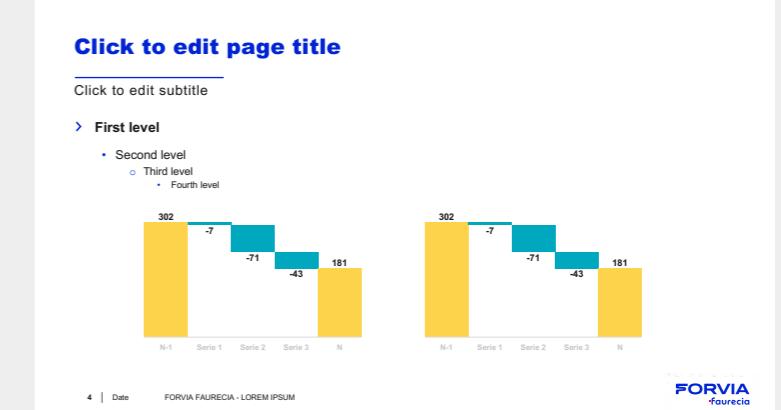
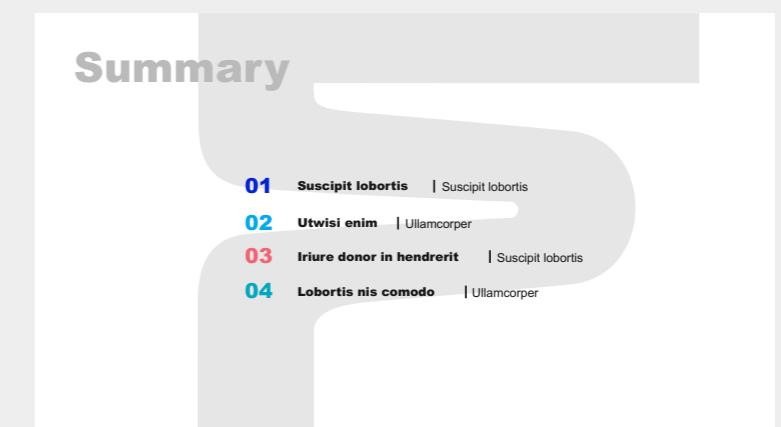
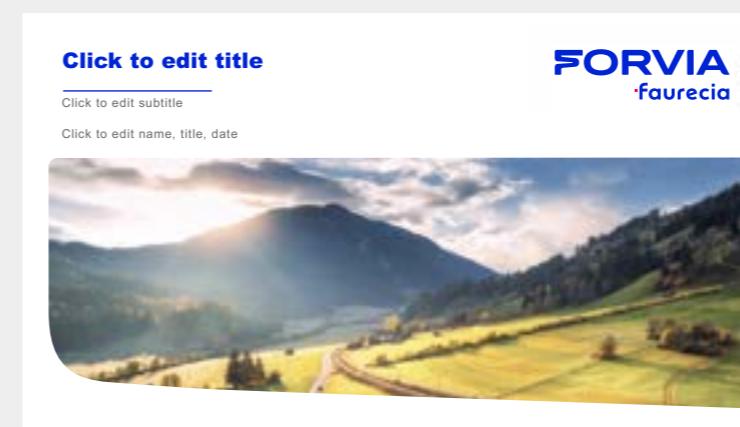
Imagery should be consistent and must be always wedged in the upper right corner to have an optimal use of the structure.

Arial is recommended for office applications and templates.

Format

This template has been designed with a 16:9 default format that fits modern screens.

*



*The second cover page has a space to add in the text the Business Group name.



03. Stationery

FORVIA Hella templates

Recommendation

The template is consistent with other graphic and text layout recommendations.

The second cover page has a space to add the Business Group name.

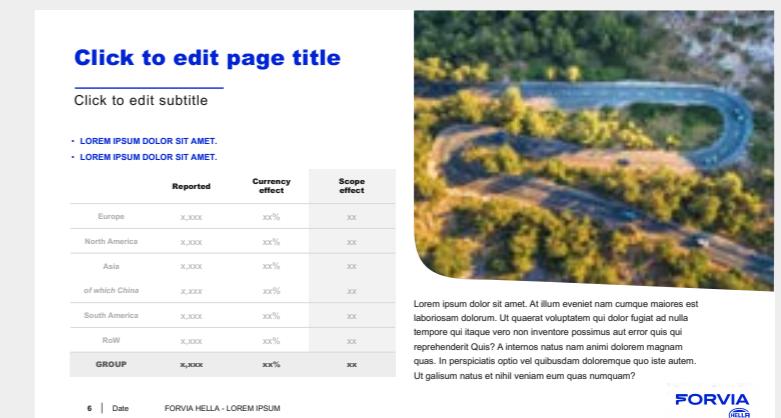
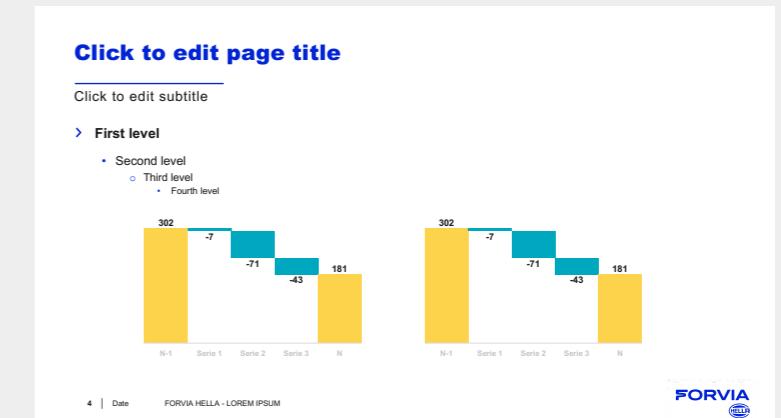
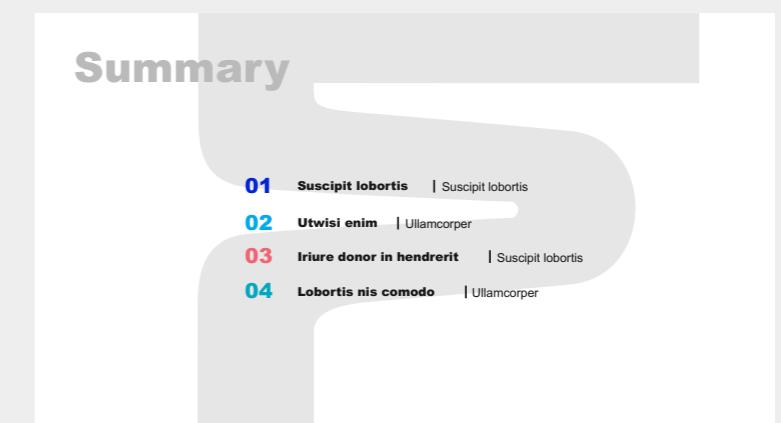
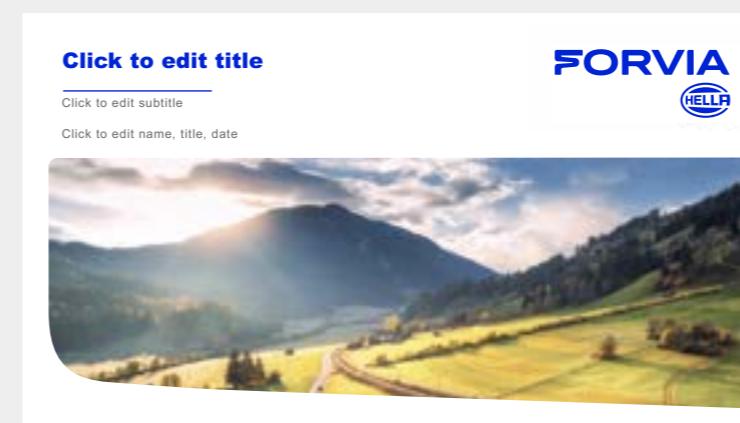
Imagery should be consistent and must be always wedged in the upper right corner to have an optimal use of the structure.

Arial is recommended for office applications and templates.

Format

This template has been designed with a 16:9 default format that fits modern screens.

*



*The second cover page has a space to add in the text the Business Group name.



03. Stationery

FORVIA Inspiring mobility templates

Recommendation

FORVIA Inspiring mobility template can only be used when presenting the combined Group.

The template is consistent with other graph and text layout recommendations.

Imagery should be consistent and must be always wedged in the upper right corner to have an optimal use of the structure.

Arial is recommended for office applications and templates.

Format

This template has been designed with a 16:9 default format that fits modern screens.

Click to edit title

Click to edit subtitle

Click to edit name, title, date

FORVIA
Inspiring mobility

Click to edit page title

Click to edit subtitle

00. **CLICK TO EDIT CHAPTER TITLE**

Click to edit page title

Click to edit subtitle

Organic drop of 35,4

Organic drop of 35,4

Organic drop of 35,4

Due to Clarion for €21m

5 | Date FORVIA - LOREM IPSUM

FORVIA
Inspiring mobility

Summary

01 Suscipit lobortis | Suscipit lobortis

02 Utwisi enim | Ullamcorper

03 Iriure donor in hendrerit | Suscipit lobortis

04 Lobortis nis comodo | Ullamcorper

Click to edit page title

Click to edit subtitle

First level

- Second level
 - Third level
 - Fourth level

| | | | |
|-----|---------|---------|---------|
| 302 | -7 | 71 | 181 |
| N-1 | Serie 1 | Serie 2 | Serie 3 |
| | | | N |

| | | | |
|-----|---------|---------|---------|
| 302 | -7 | 71 | 181 |
| N-1 | Serie 1 | Serie 2 | Serie 3 |
| | | | N |

4 | Date FORVIA - LOREM IPSUM

FORVIA
Inspiring mobility

Click to edit page title

Click to edit subtitle

- LOREM IPSUM DOLOR SIT AMET.
- LOREM IPSUM DOLOR SIT AMET.

| Reported | Currency effect | Scope effect |
|----------------|-----------------|--------------|
| Europe | xxx | xx% |
| North America | xxx | xx% |
| Asia | xxx | xx% |
| of which China | xxx | xx% |
| South America | xxx | xx% |
| RoW | xxx | xx% |
| GROUP | xxx | xx% |

6 | Date FORVIA - LOREM IPSUM

FORVIA
Inspiring mobility

LOREM ipsum dolor sit amet. At illum eveniet nam cumque maiores est laboriosam dolorum. Ut quaerat voluptatem qui dolor fugiat ad nulla tempore qui itaque vero non inventore possimus aut error quis qui reprehenderit Quis? A internos natus nam animi dolorem magnam quas. In peripicitatis optio vel quibusdam doloremque quo iste autem. Ut galsum natus et nihil veniam eum quas numquam?

03. Stationery

Teams backgrounds

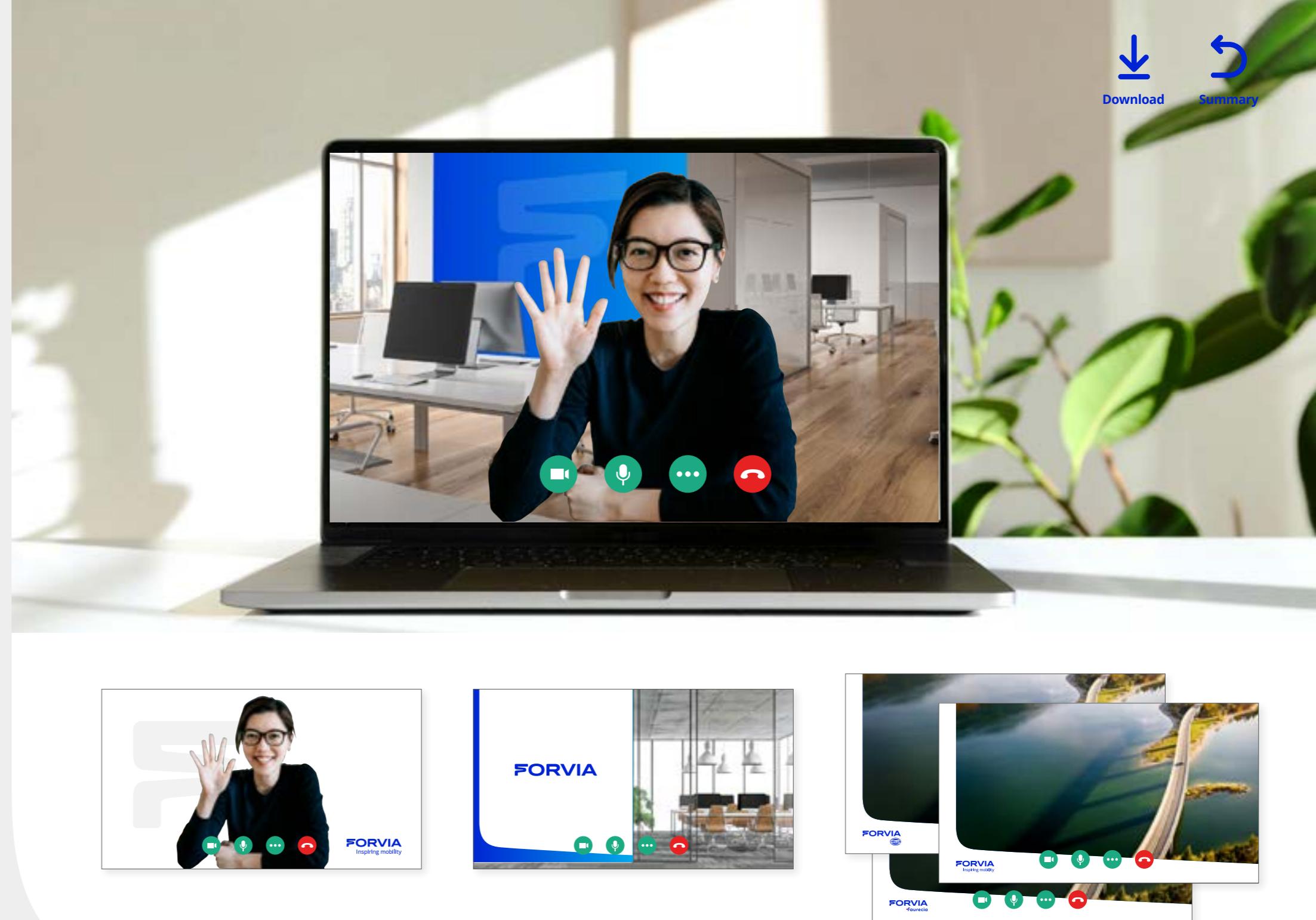
1920 x 1080

Recommendation

FORVIA Faurecia logotype
should be used in
communication by Faurecia.

FORVIA Hella logotype should
be used in communication by
Hella.

FORVIA and FORVIA Inspiring
mobility logotypes can only
be used when presenting the
combined Group.



03. Stationery

Desktop backgrounds

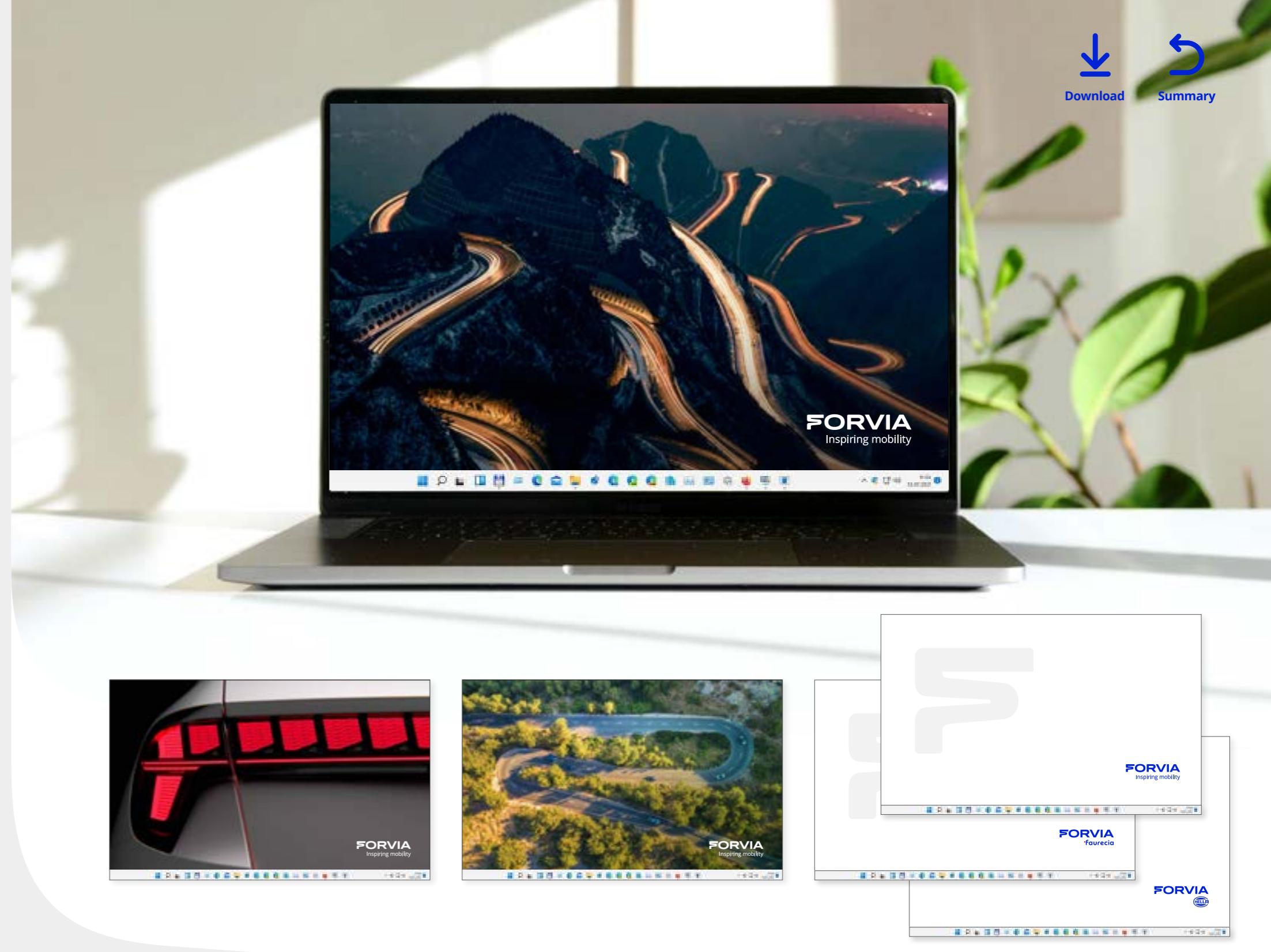
Desktop backgrounds

680 x 1050 px

FORVIA Faurecia logotype should be used in communication by Faurecia.

FORVIA Hella logotype should be used in communication by Hella.

FORVIA and FORVIA Inspiring mobility logotypes can only be used when presenting the combined Group.



03. Stationery

Administrative documents, fax & memo

FORVIA Faurecia

Administrative documents




03. Stationery

Administrative documents, fax & memo

FORVIA Hella

Administrative documents

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|---|---|--|---|--|--|------------------------|--|--|--|--|---|---|--|--|--|-----------------------------------|--|---------------|--|--|--|---|--|---|---|---|--|-----------------|--------------------|--|-----------------|--|--|--|-----------------------|-----------------------------------|--|--|--|--|--|--|--|-----------------------------|--|--------------------------|--------------------------------|--|--|--|---------------------------|---|--|--|--|
|   | | Hella - Address 00000 City - Country T +33 0 00 00 00 00 F +33 0 00 00 00 00 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td colspan="2"></td> </tr> </table> | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| <table border="1"> <tr> <td colspan="2"> FORVIA  </td> <td colspan="2"> DEMANDE D'ACHAT </td> </tr> <tr> <td colspan="2"> + PLAN D'INVESTISSEMENT + AUTRES BIENS & SERVICES </td> <td style="text-align: center;"> <input type="checkbox"/> ITC <input type="checkbox"/> ITI </td> <td style="text-align: center;"> <input type="checkbox"/> Etabli par : N° 1108 </td> </tr> <tr> <td colspan="2"> REÇUE AU SOE ACHAT LE : POURFAISSEUR PROPOSÉ : DÉLAI SOUHAITÉ : DETTE S.A. RAIT SUITE A : LIEU DE LIENSAISON : </td> <td colspan="2"> RÉFÉRENCE DE LA COMMANDE : IMPERATIF : ACCEPTÉ PAR LE FOURNISSEUR : SUIVI DES INVESTISSEMENTS </td> </tr> <tr> <td colspan="2"> NATURE DE L'INVESTISSEMENT </td> <td colspan="2"> BUDGET </td> </tr> <tr> <td colspan="2"> PRIÉVU <input type="checkbox"/> MES PRIÉVU <input type="checkbox"/> </td> <td colspan="2"> - ANCIEN SOLDE - MONTANT INVESTI - NEUVEAU SOLDE </td> </tr> <tr> <td> IMPÔTATION COMPTABILITÉ ANALYTIQUE </td> <td> N° DE FICHE de TACHE </td> <td> DIR (Emprise) DIR (Bénéficiaire) </td> <td> CODE OBJET N° d'AFFAIRE </td> </tr> <tr> <td> QUANTITÉ </td> <td colspan="2"> DÉSIGNATION </td> <td> P.U. HT. </td> </tr> <tr> <td></td> <td colspan="2"></td> <td> PRIX TOTAL HT. </td> </tr> <tr> <td colspan="4"> MONTANT H.T. DE LA DÉPENSE </td> </tr> <tr> <td colspan="4"> OBSTACLES : Recours à l'opérateur Une fonction Responsabilité (Budget) (R&B) Possibilité d'obtenir des fonds R&B (Responsabilité et budget) Une fonction Responsabilité (Budget) (R&B) </td> </tr> <tr> <td colspan="2"> VISA CHEF DU SERVICE </td> <td> VISA DU DIRECTEUR </td> <td> VISA DIR. ETABLISSEMENT </td> </tr> <tr> <td colspan="2"></td> <td></td> <td> VISA DIR. GÉNÉRALE </td> </tr> <tr> <td colspan="4"> (1) Rayez la mention inutile. (2) Indiquer le N° FdT ou les imitations détaillées. </td> </tr> </table> | | | | FORVIA  | | DEMANDE D'ACHAT | | + PLAN D'INVESTISSEMENT + AUTRES BIENS & SERVICES | | <input type="checkbox"/> ITC <input type="checkbox"/> ITI | <input type="checkbox"/> Etabli par : N° 1108 | REÇUE AU SOE ACHAT LE : POURFAISSEUR PROPOSÉ : DÉLAI SOUHAITÉ : DETTE S.A. RAIT SUITE A : LIEU DE LIENSAISON : | | RÉFÉRENCE DE LA COMMANDE : IMPERATIF : ACCEPTÉ PAR LE FOURNISSEUR : SUIVI DES INVESTISSEMENTS | | NATURE DE L'INVESTISSEMENT | | BUDGET | | PRIÉVU <input type="checkbox"/> MES PRIÉVU <input type="checkbox"/> | | - ANCIEN SOLDE - MONTANT INVESTI - NEUVEAU SOLDE | | IMPÔTATION COMPTABILITÉ ANALYTIQUE | N° DE FICHE de TACHE | DIR (Emprise) DIR (Bénéficiaire) | CODE OBJET N° d'AFFAIRE | QUANTITÉ | DÉSIGNATION | | P.U. HT. | | | | PRIX TOTAL HT. | MONTANT H.T. DE LA DÉPENSE | | | | OBSTACLES : Recours à l'opérateur Une fonction Responsabilité (Budget) (R&B) Possibilité d'obtenir des fonds R&B (Responsabilité et budget) Une fonction Responsabilité (Budget) (R&B) | | | | VISA CHEF DU SERVICE | | VISA DU DIRECTEUR | VISA DIR. ETABLISSEMENT | | | | VISA DIR. GÉNÉRALE | (1) Rayez la mention inutile. (2) Indiquer le N° FdT ou les imitations détaillées. | | | |
| FORVIA  | | DEMANDE D'ACHAT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| + PLAN D'INVESTISSEMENT + AUTRES BIENS & SERVICES | | <input type="checkbox"/> ITC <input type="checkbox"/> ITI | <input type="checkbox"/> Etabli par : N° 1108 | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| REÇUE AU SOE ACHAT LE : POURFAISSEUR PROPOSÉ : DÉLAI SOUHAITÉ : DETTE S.A. RAIT SUITE A : LIEU DE LIENSAISON : | | RÉFÉRENCE DE LA COMMANDE : IMPERATIF : ACCEPTÉ PAR LE FOURNISSEUR : SUIVI DES INVESTISSEMENTS | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| NATURE DE L'INVESTISSEMENT | | BUDGET | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| PRIÉVU <input type="checkbox"/> MES PRIÉVU <input type="checkbox"/> | | - ANCIEN SOLDE - MONTANT INVESTI - NEUVEAU SOLDE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| IMPÔTATION COMPTABILITÉ ANALYTIQUE | N° DE FICHE de TACHE | DIR (Emprise) DIR (Bénéficiaire) | CODE OBJET N° d'AFFAIRE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| QUANTITÉ | DÉSIGNATION | | P.U. HT. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | PRIX TOTAL HT. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| MONTANT H.T. DE LA DÉPENSE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| OBSTACLES : Recours à l'opérateur Une fonction Responsabilité (Budget) (R&B) Possibilité d'obtenir des fonds R&B (Responsabilité et budget) Une fonction Responsabilité (Budget) (R&B) | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| VISA CHEF DU SERVICE | | VISA DU DIRECTEUR | VISA DIR. ETABLISSEMENT | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | VISA DIR. GÉNÉRALE | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| (1) Rayez la mention inutile. (2) Indiquer le N° FdT ou les imitations détaillées. | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Fax & Memo



me

Memo
From: First name Surname of the sender
To: First name Surname - Direction / Department / BG
Cc: First name Surname - Direction / Department / BG
Subject: Section / Department / BG

To: First name Surname - Direction / Département
First name Surname - Direction / Département
Copy: First name Surname - Direction / Département
For information: First name Surname - Direction / Département
Institution envoiant la feu facture auquel et la facture

Subject: Sivo dolor
Date: 06-06-2021

Entium accat volentia num ad molozum qui aut iam ei iun. que am insulacatum sit, pre
voluptate quatuor personam, utrum quatuor sita excessit, cuius modi erupta sunt qui emittant
consent, sape natu culparum sententia que laut voluptatit sita est eis quatuor sanderi
met dolendum quia quantitatem, tamen archibita non rem quia doluptate novit et doluptate
hincia conteretur omnino omnivit. Ed explanatione vel mihi occurrit actiones et expereptare non
tulissent at latet, nem que absurda voluntatis assumuntur, sed ipsa dienias qui denibit exponit
fugias estes remnam, volentem quis voluntate doluptate num quod residae explanatione qui existit
explicate. Itas verum laborum.

Ebit ma fuga. Nam, am ressum qui custodiam eis plam aut hilacti absorpare most ve-
nientia inchoate non ebur sum fugit es dux et quam re ita quia nobissta la dicit
con eum doluptate vel et exploi insulacum lictor utitur angustior? Et ut lassitudinem con-
ditandam as arum excea se sur, omnino iomptuus as ut laboris es vent omnis doluptate
resto volupti dendaverum in culpa nosset ut estatis accepro veruntoratu pedis qui dolorio met-
quid, volenter, excidion recitat esquisi ea di queid qui deit est, nonsumus dolo esum quia
de endis mo min re velit inmodica biorat.

nature of the subject

[Download](#)[Summary](#)

03. Stationery

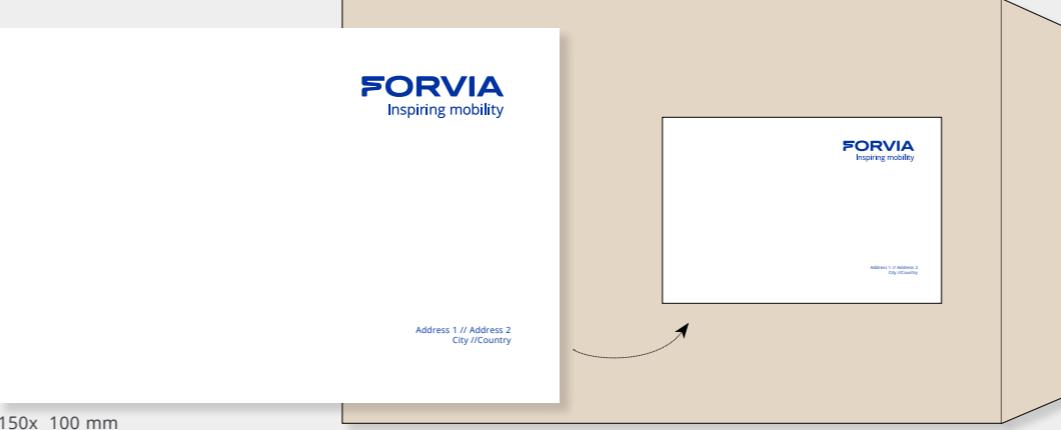
Address labels, compliment slip,
envelopes

FORVIA Inspiring mobility

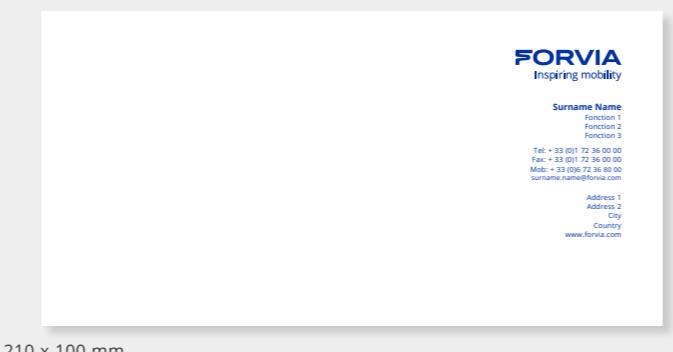
No change for stamps since
legal entities do not change.

FORVIA Inspiring Mobility
logotype can only be used
when presenting the combined
Group.

Address label



Compliment slip



Envelope



[Download](#)[Summary](#)

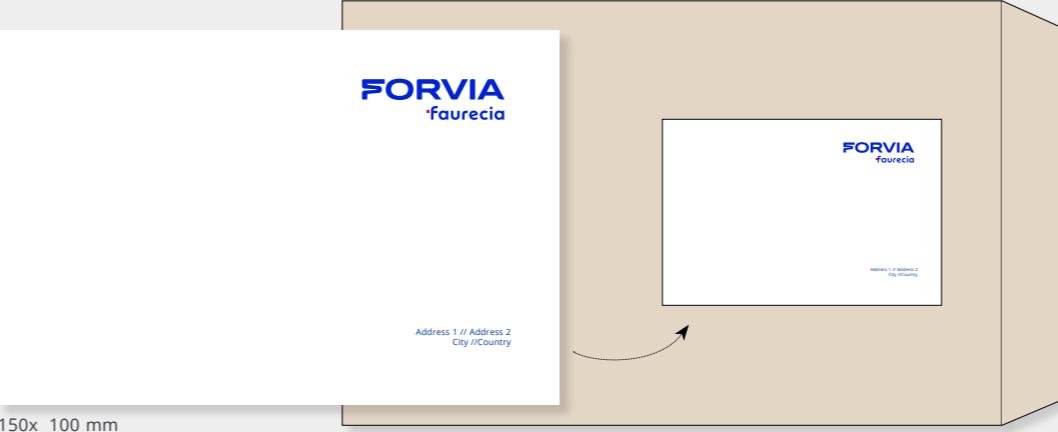
03. Stationery

Address labels, compliment slip,
envelopes

FORVIA Faurecia

No change for stamps since
legal entities do not change.

Address label



FORVIA



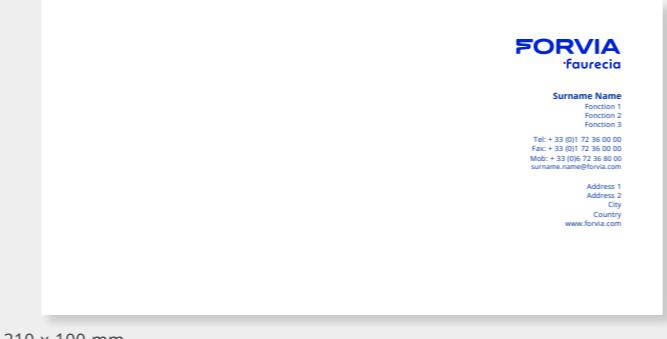
50x 24 mm

FORVIA



50x 29 mm

Compliment slip



Envelope



[Download](#)[Summary](#)

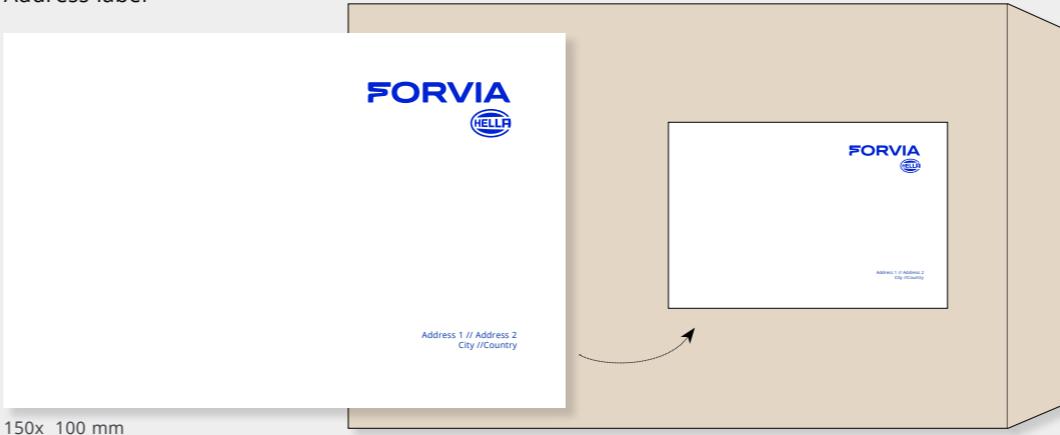
03. Stationery

Address labels, compliment slip,
envelopes

FORVIA Hella

No change for stamps since
legal entities do not change.

Address label



150x 100 mm

FORVIA

HELLA

FORVIA

HELLA

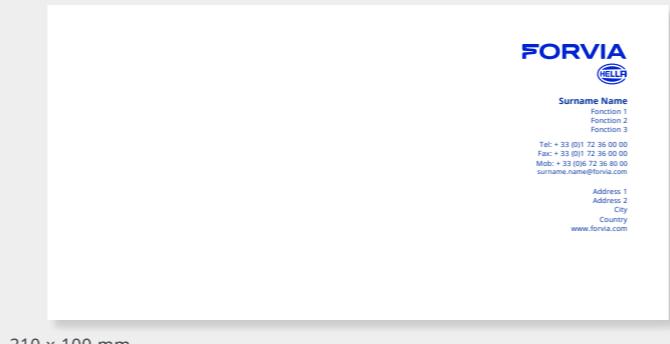
Address 1 // Address 2
City // Country

50x 29 mm

50x 24 mm

50x 24 mm

Compliment slip



210 x 100 mm

Envelope



03. Stationery

FORVIA employee passes

Format

85x54 mm

Recommendation

Two back sides are possible.
The white one could be for adding
safety regulations if needed.





Summary

Chapter 04. Brand looks

04. Brand looks

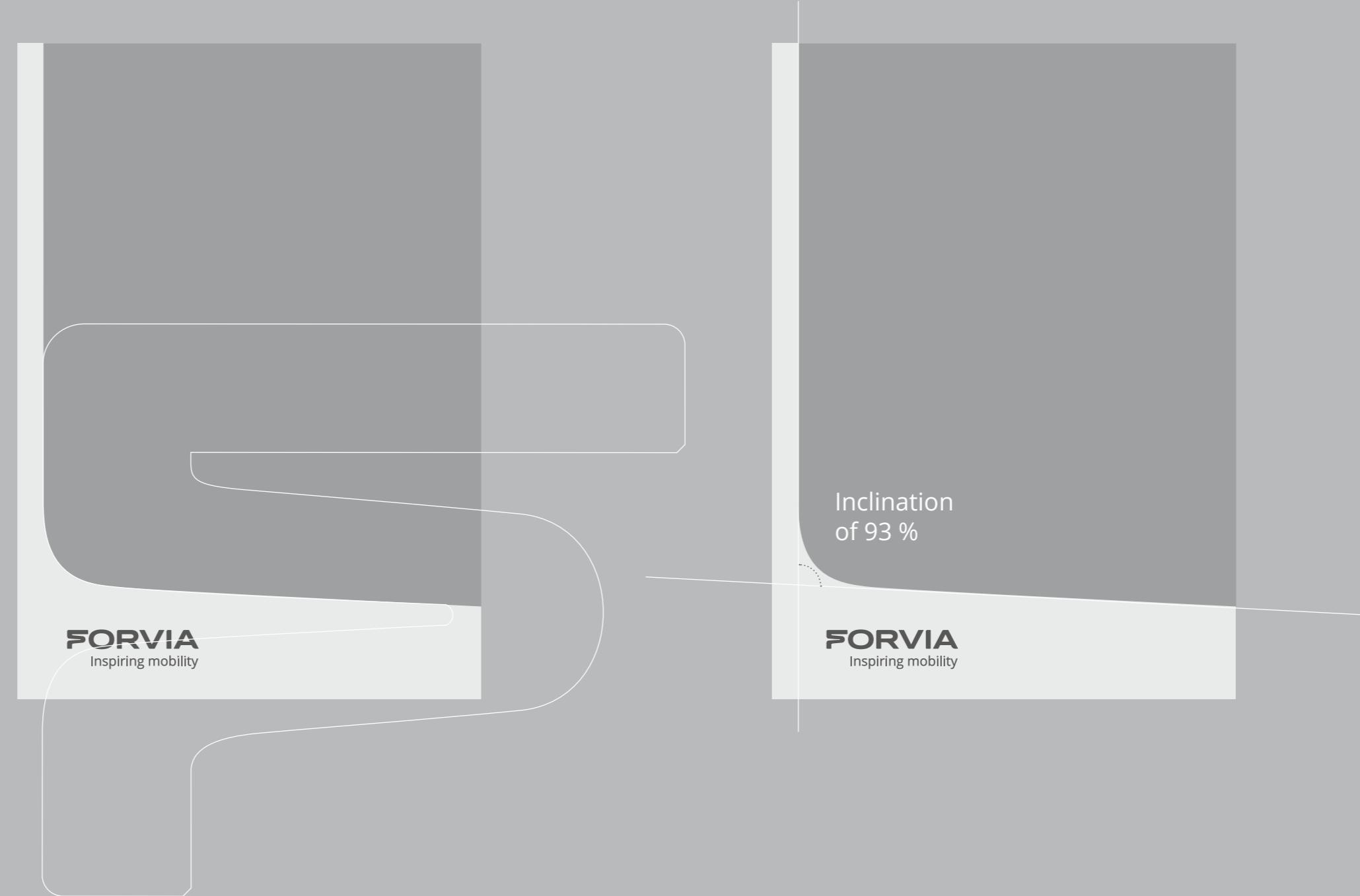
Brand graphic structure

Vertical format

The visuals opposite show the basic structure for graphic creations.

This structure was created from the curve of the symbol "F" of FORVIA logo.

It represents a strong element of the new visual identity and can be deployed on different supports.



04. Brand looks

Brand graphic structure
vertical examples

Vertical format

The width of the curvy structure and the logo placement should be strictly respected in developing posters.

Typefaces: Open Sans.

Minimum font size : 12 pt



1 Image



2 Image



3 Image

[Download](#)[Summary](#)

04. Brand looks

Brand graphic structure
vertical poster examples

Vertical format

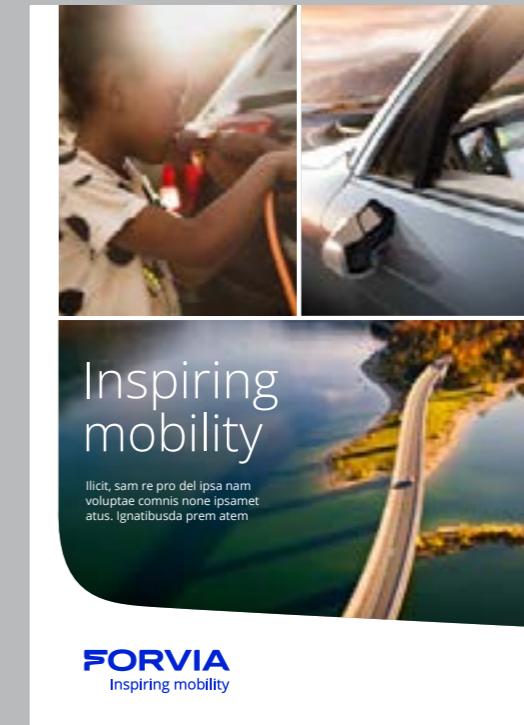
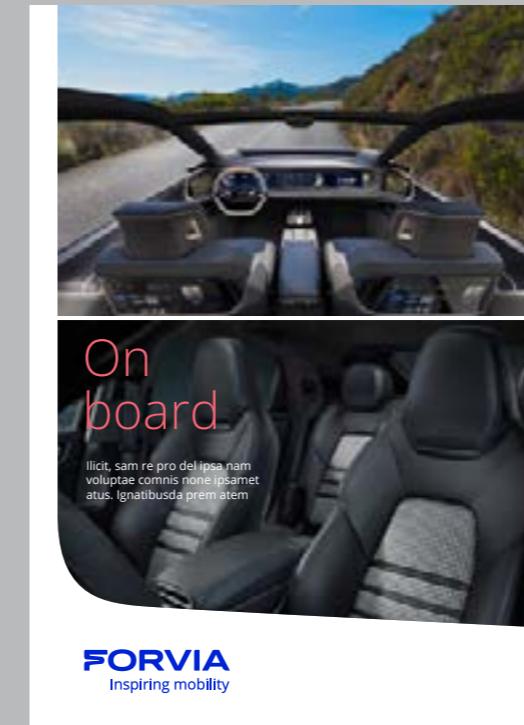
Examples of vertical posters composed of single or multiple images.

Recommendation

FORVIA Faurecia logotype should be used in communication by Faurecia.

FORVIA Hella logotype should be used in communication by Hella.

FORVIA and FORVIA Inspiring mobility logotypes can only be used when presenting the combined Group.

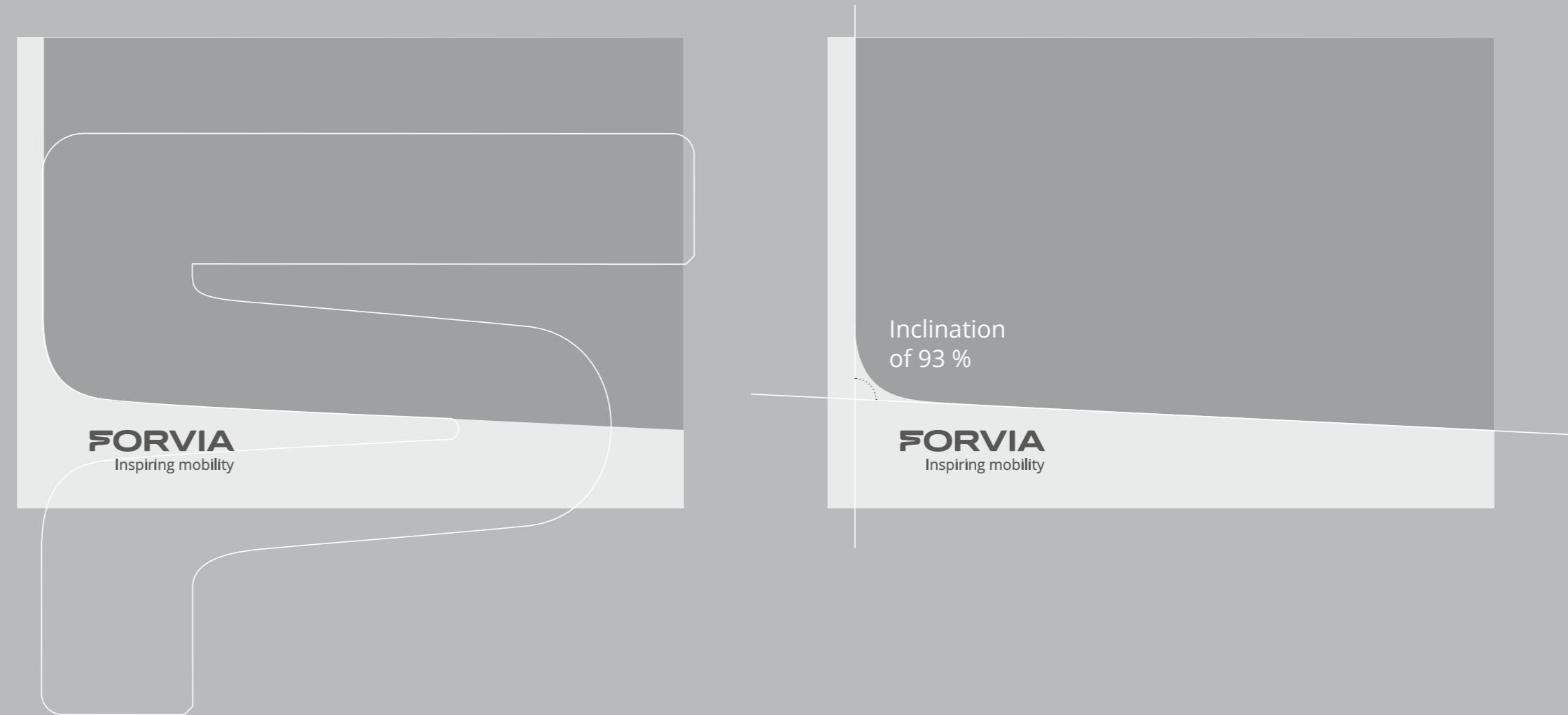


04. Brand looks

Brand graphic structure
horizontal examples

Horizontal format

The visuals opposite show how to adapt to a horizontal format.



04. Brand looks

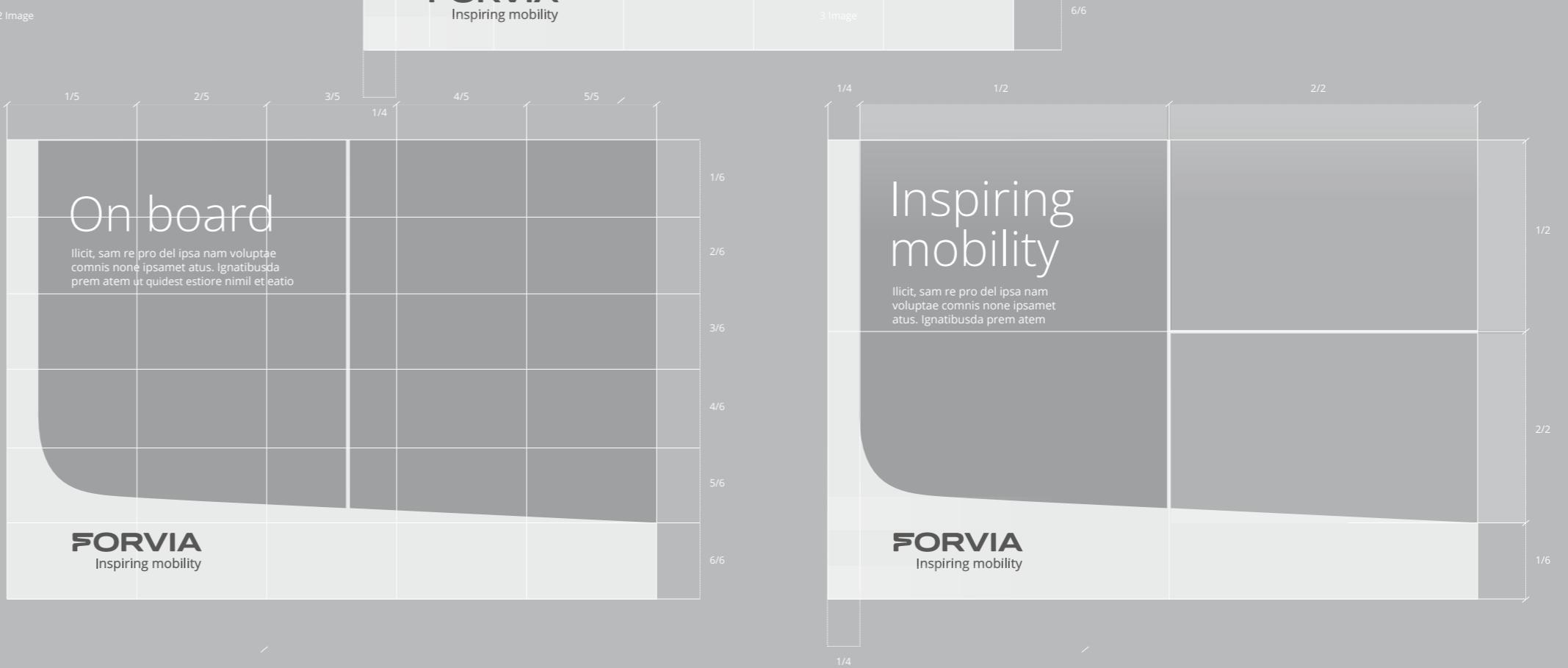
Brand graphic structure
horizontal examples

Horizontal format

The width of the curvy
structure and the logo
placement should be strictly
respected in developing
posters.

Typefaces: Open Sans.

Minimum font size : 12 pt



[Download](#)[Summary](#)

04. Brand looks

Brand graphic structure
horizontal poster examples

Horizontal format

Examples of horizontal posters composed of single or multiple images.



04. Brand looks

Brand graphic structure
Don't

Recommendation

Please avoid some pitfalls when designing or animating brand supports.

FORVIA Faurecia logotypes should be used in communication by Faurecia.

FORVIA Hella logotypes should be used in communication by Hella.

FORVIA and FORVIA Inspiring mobility logotypes can only be used when presenting the combined Group.

To use the structure properly it is necessary to respect some principles:

- **always have a white margin on the left side**
- **do not place elements on the structure**
- **do not distort or modify it**
- **do not change its direction.**

Don't

Do not modify the direction of the structure



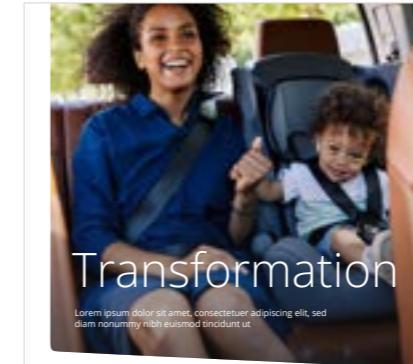
Cockpit of the Future

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

FORVIA
Inspiring mobility

Do not modify the size of the curve



Transformation

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

FORVIA
Inspiring mobility

Do not remove left margin



Sustainable Mobility

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy

FORVIA
Inspiring mobility



04. Brand looks

Brand graphic structure
brochure example

Format

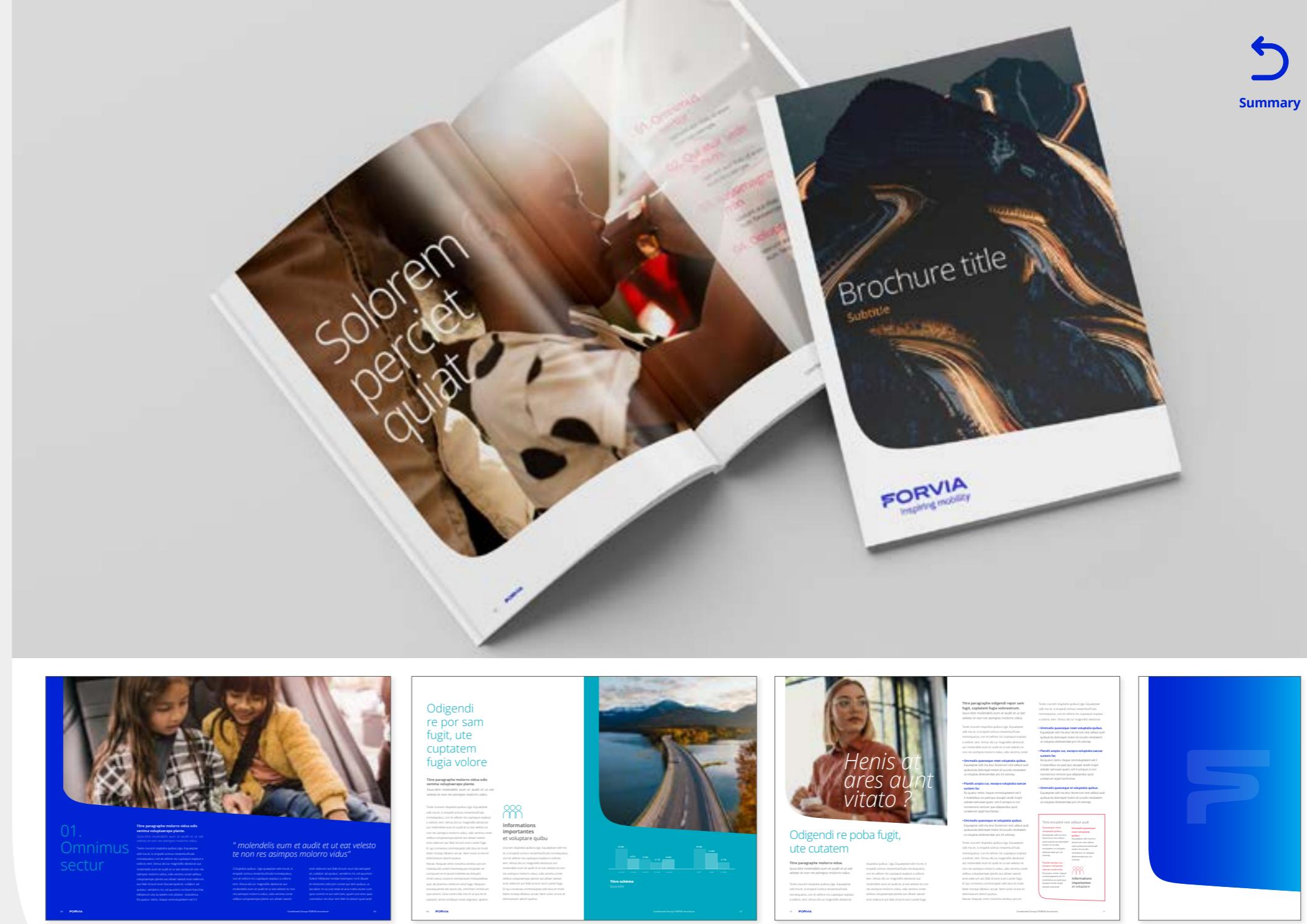
210X297 mm

Recommendation

FORVIA Faurecia logotype should be used in communication by Faurecia.

FORVIA Hella logotype should be used in communication by Hella.

FORVIA and FORVIA Inspiring mobility logotypes can only be used when presenting the combined Group.





Summary

Chapter 05. Marking



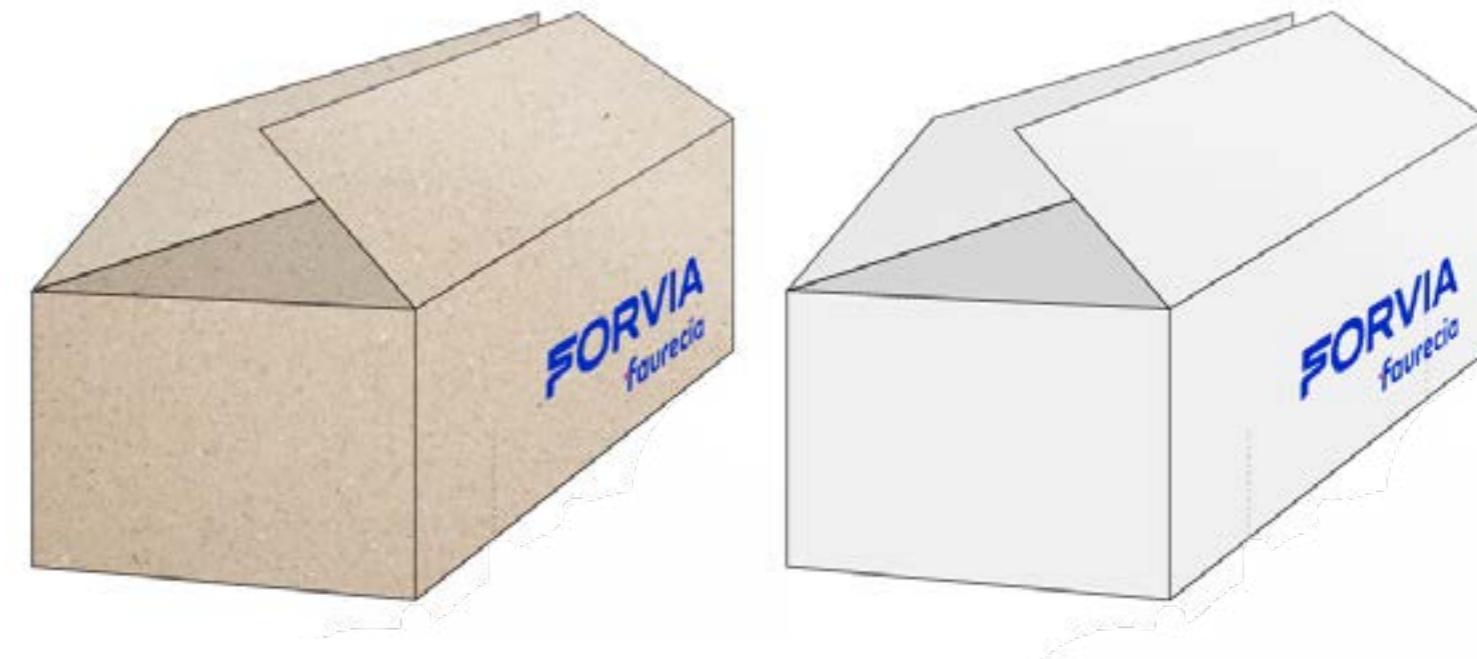
Summary

05. Marking

FORVIA Faurecia
B2B packaging



Tape FORVIA Faurecia

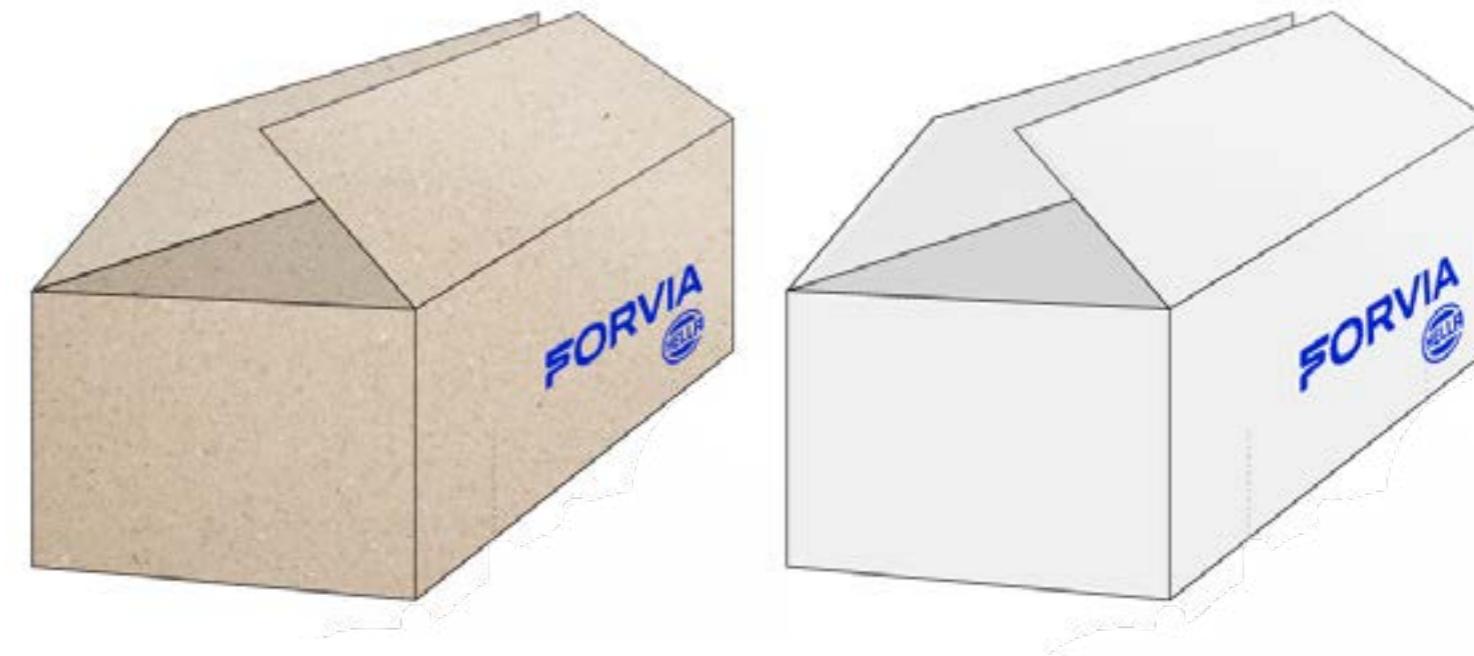


05. Marking

FORVIA Hella
B2B packaging



Tape FORVIA Hella



05. Marking

FORVIA uniforms

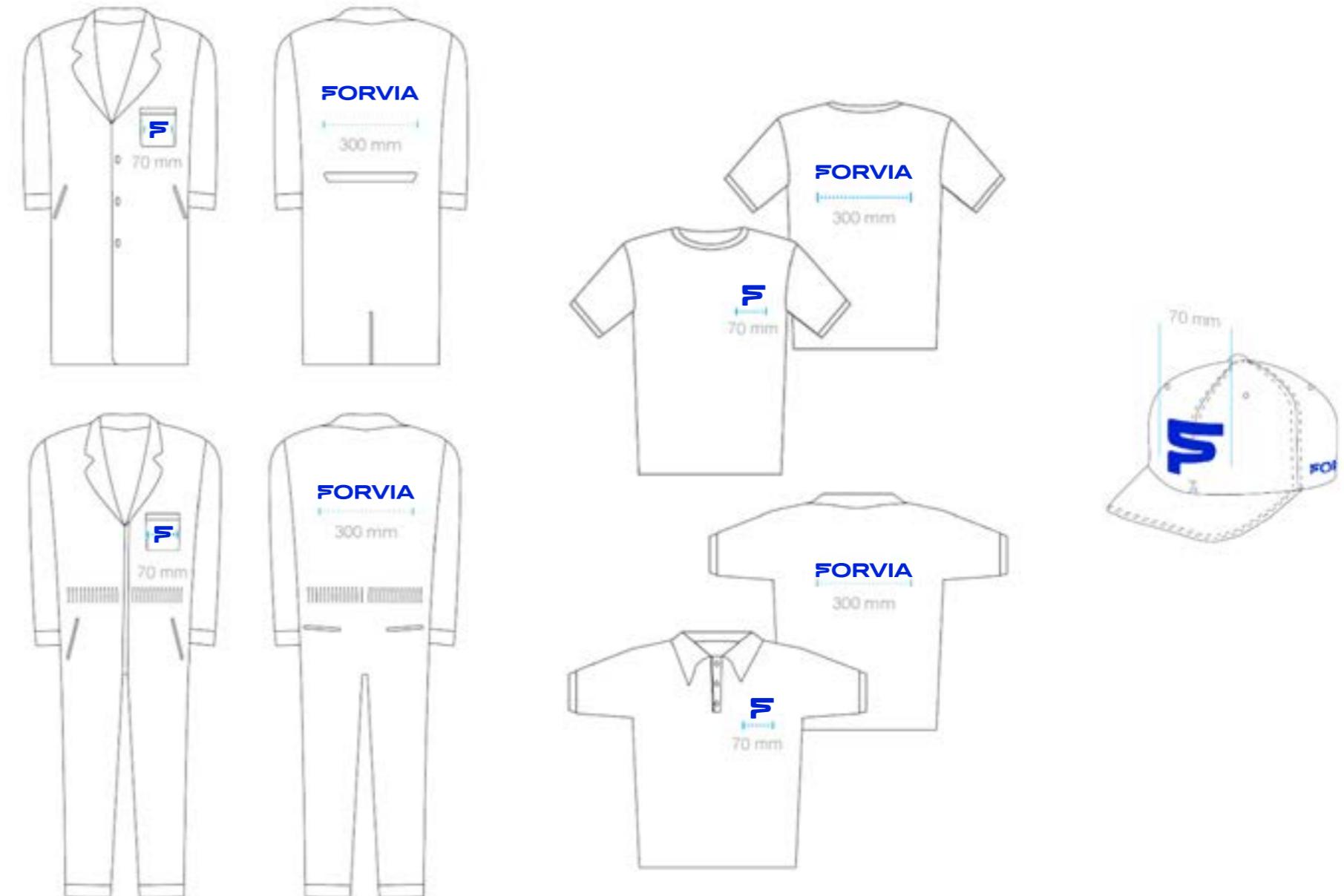
Version 1

The 2 logos (one on the front and one on the back) are not mandatory.

If there is only one logo possible, it should be FORVIA.

If in special cases blue uniforms are needed, please use a dark blue with the logo in white or reversed out.

FORVIA





Summary

05. Marking

FORVIA uniforms

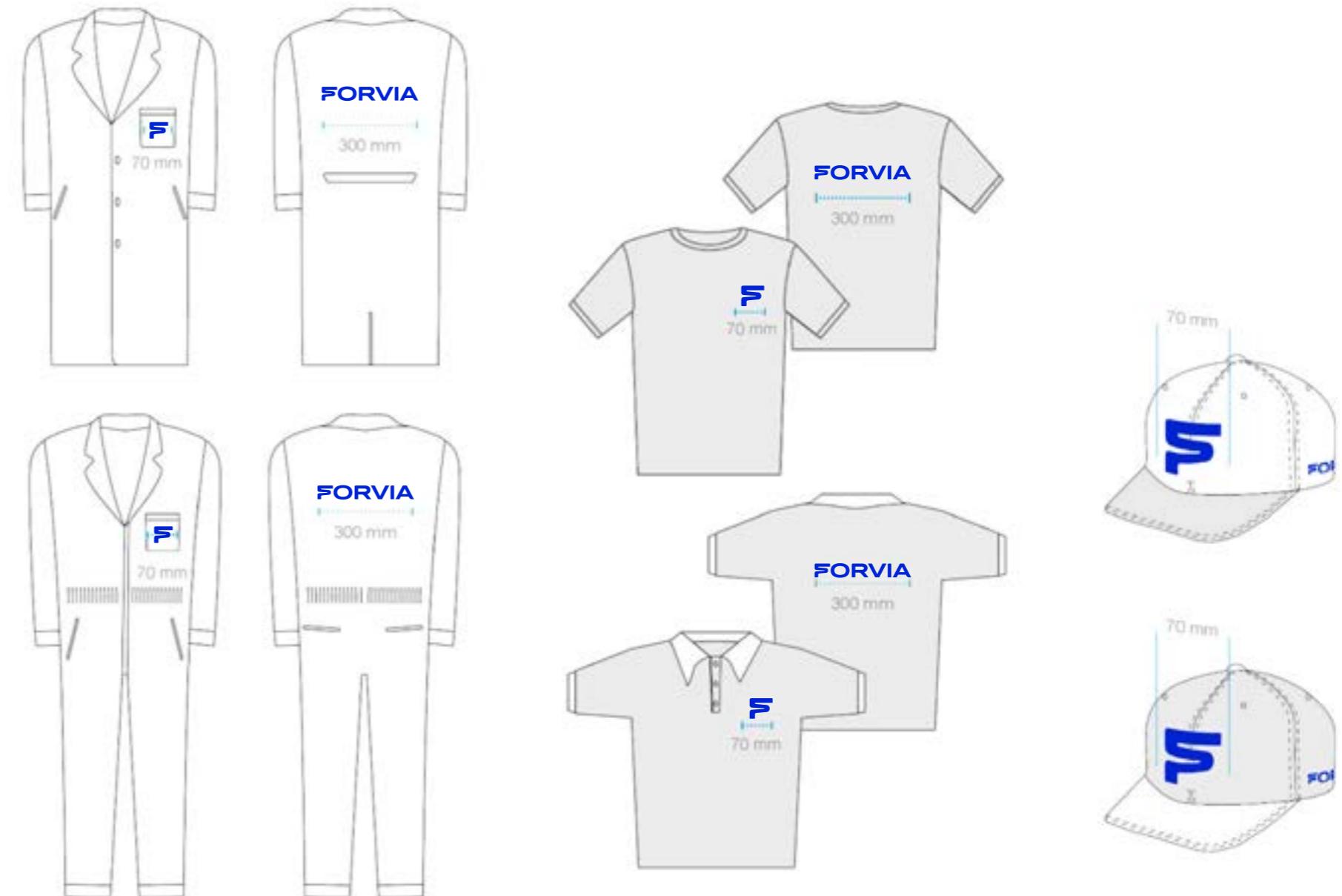
Version 2

The 2 logos (one on the front and one on the back) are not mandatory.

If there is only one logo possible, it should be FORVIA.

If in special cases blue uniforms are needed, please use a dark blue with the logo in white or reversed out.

FORVIA



05. Marking

FORVIA vehicles

FORVIA

Version 1



05. Marking

FORVIA vehicles

Version 2

FORVIA





Summary

05. Marking

FORVIA vehicles

Version 1



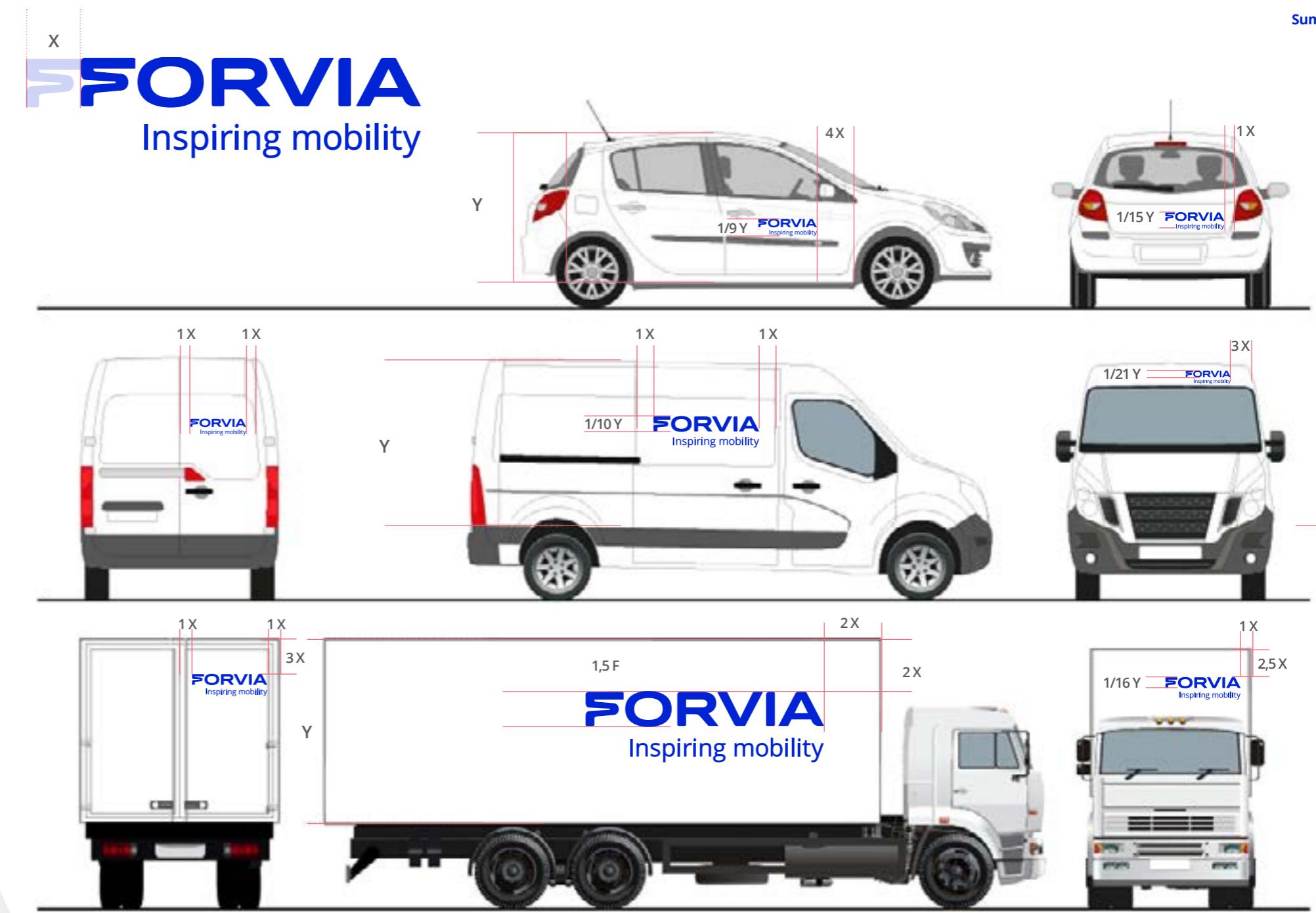


Summary

05. Marking

FORVIA vehicles

Version 2





Summary

05. Marking

FORVIA goodies

Examples



Chapter 06. Signage

Exterior / Interior

Important notice

Exterior Signage

- 74 Exterior signage overview
- 75 Flags
- 76 Entrance totems
 - Technical principles
- 79 Identification of buildings
 - Logo sign placement principles
 - Technical principles
- 82 Direction boards
 - Technical principles
- 84 Welcome totems
 - Technical principles
- 86 Building name and entry door stickers
 - Technical principles
- 88 Exterior signage elements

Interior Signage

- 89 Interior signage overview
- 90 Overview of reception area
- 91 Reception desk
 - Technical principles
- 93 Elevators
- 94 Common areas
- 96 Meeting rooms
- 97 Floor numbering
- 98 Door signage
- 99 Window stickers
- 100 Direction boards - technical principles
- 101 Technical zone and specific room name identifications
 - Technical zone - technical principles
- 103 Space names - technical principles
- 104 Corridor and separation walls
- 105 Storage

06. Signage

Important notice

Changing your signage, you should first validate your request with your Faurecia or Hella Group Communications department.

The implementation will be done gradually and only a certain number of sites will shift in 2022, others in 2023 or in 2024.

Changing your signage will then follow the standard Capex request from Faurecia or Hella companies.

Any doubt about the finance process to follow, please contact:

Faurecia sites: Patricia SEPULVEDA

Hella sites: Rodica LICA

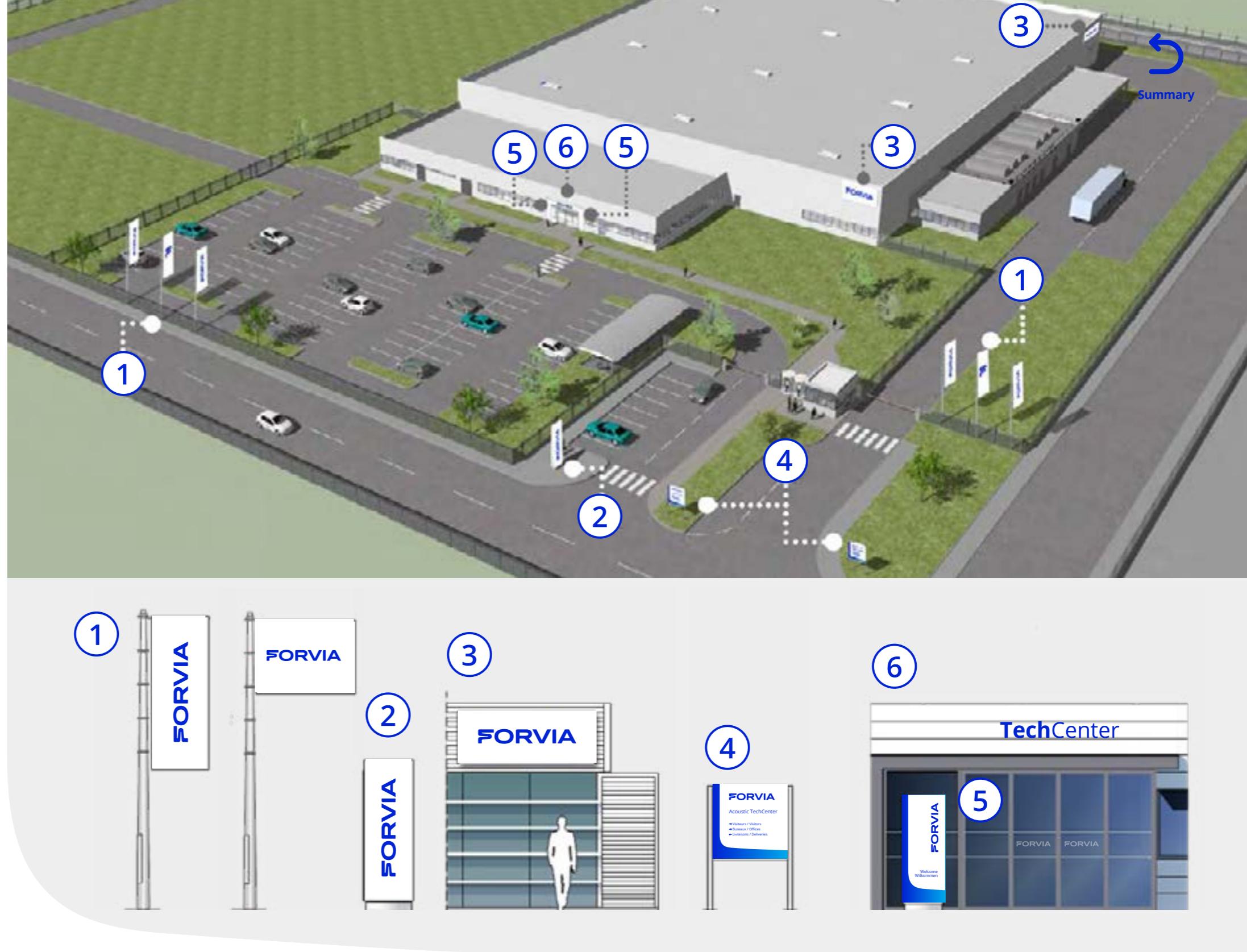
06. Exterior signage

Exterior signage overview

This overview illustrates the placement of the different signage elements present at a typical FORVIA site.

According to the configuration of the site, certain elements can of course be repeated in order to make the activity more visible from the primary roadways or to aid orientation on the site.

- 1 Flags
- 2 Entrance totems
- 3 Identification of buildings
- 4 Direction boards
- 5 Welcome totems
- 6 Building name and Entrance door stickers



06. Exterior signage

Flags

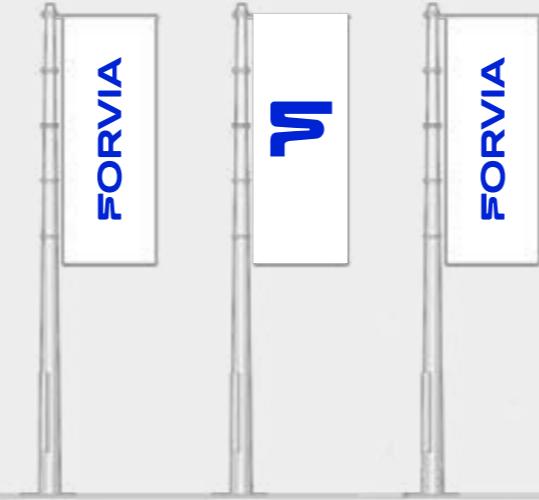
Two formats of flags are available: vertical and horizontal. Each of them exists in two design options.

For the installation of vertical flags, we recommend choosing a rotating bracketed flagpole that ensures the visibility of the branding when there is no wind.

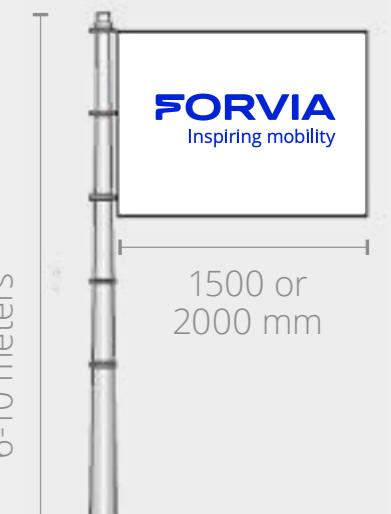
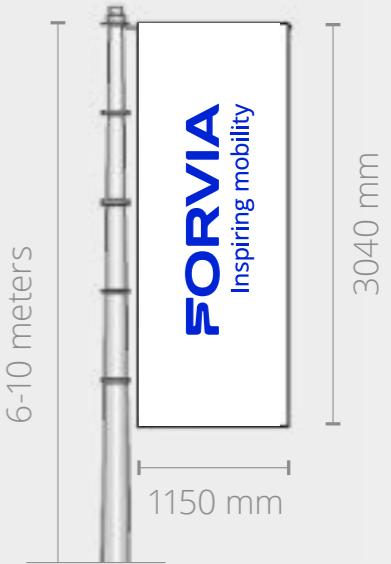
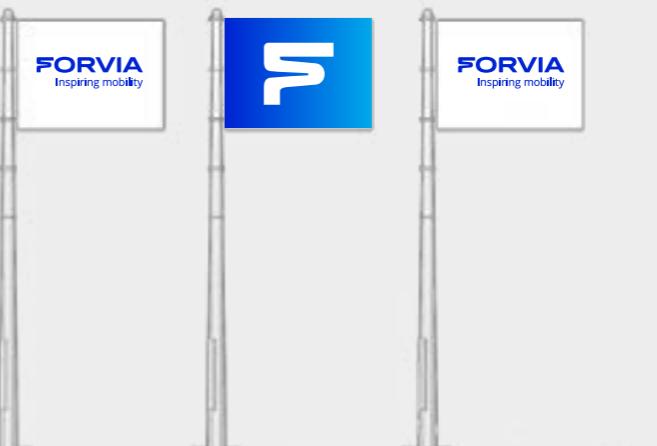
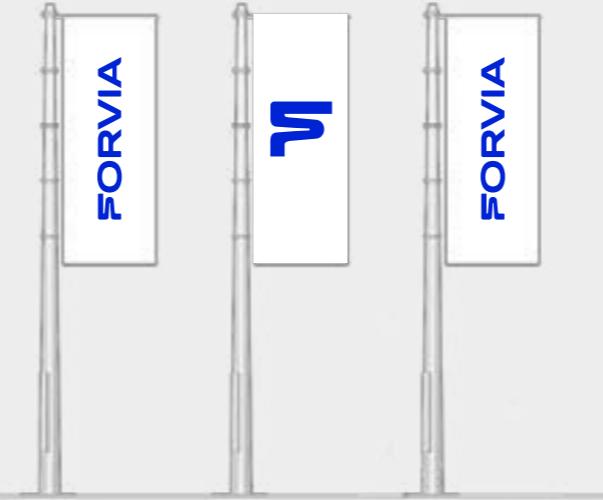
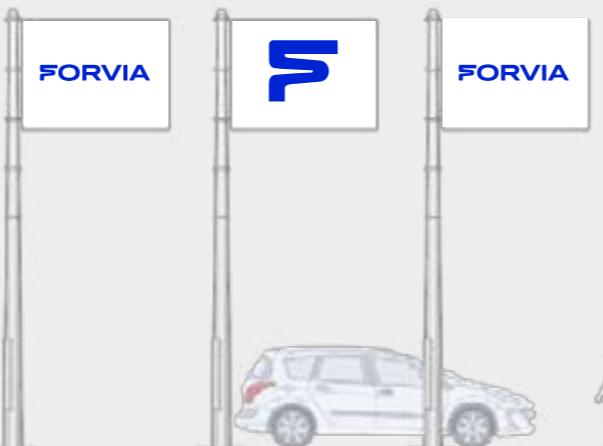
Depending on your site, different flagpole heights are possible, between 6 to 10 meters.

The logo is printed in FORVIA blue. For the logo and the blue or gradient color references, see [page 26](#).

Option 1



Option 2



06. Exterior signage

Entrance totems

NEW

In the case of a new site, a totem can be placed at the entrance of the site.

Its format, horizontal or vertical should be chosen related to available space, identification need from the passing roadway, setup of the site etc.



UPDATE

In the case of updating a site, you can reuse the existing totem, if physical state allows, applying a full covering adhesive.





Summary

06. Exterior signage

Entrance totems - technical principles

NEW

In the case of a new site, a 1000 x 2800 mm format totem can be placed at the entrance of the site.

It is made from 2mm folded sheet metal, RAL 9016 Traffic White.

Below a recessed baseboard shall also be made from 2mm folded sheet metal, RAL 9007 Grey Aluminium.

The logo is created in long lasting sticker letters in the exact color of the logo (see [page 26](#)).

All of this is installed on a solid concrete block, ensuring the fixation of tubular structures that support the sheet metal finish and offer a resistance to the wind that is necessary to hold the totem construction together.

Favor an aluminum fabrication.

UPDATE

In the case of updating a site, you can reuse the existing totem, if its state permits. Apply a covering adhesive to the entire surface (full covering).

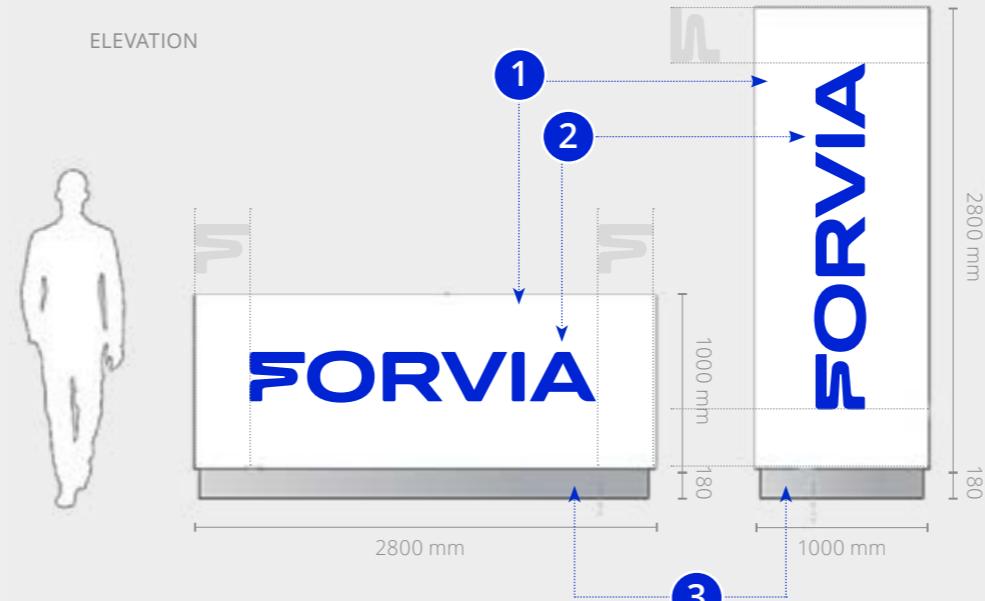
NOTE: if the old marking was realized in sticker letters, plan to remove it to avoid seeing it behind the new marking (the thickness of the material could leave the old logo visible).

New

TOP VIEW



ELEVATION

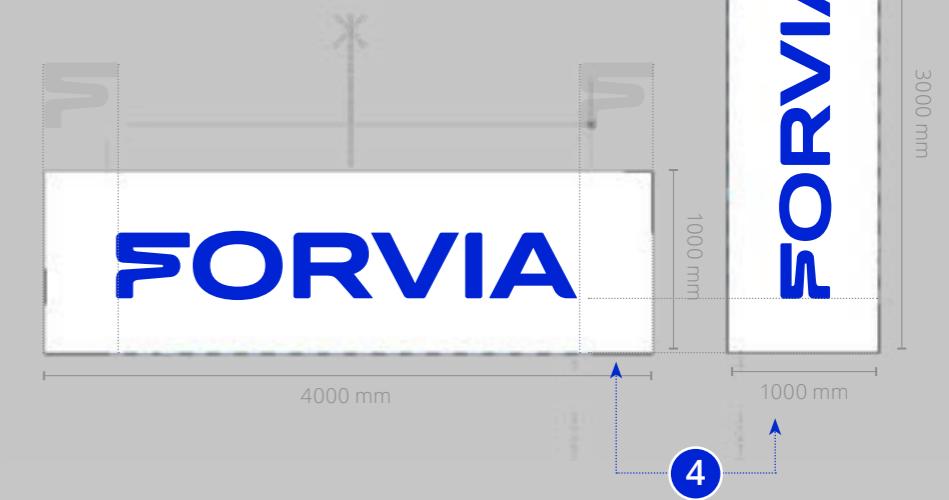


Update

TOP VIEW



ELEVATION



- ① Support in metal, RAL 9016 Traffic White
- ② Signage marking mat adhesive:
Blue: FORVIA Blue Pantone 286C
or RAL 5002 for new totem

- ③ Base in metal, RAL 9007 Grey Aluminium
- ④ Full covering adhesive on existing totem,
signage marking on mat white:
Blue: FORVIA Blue Pantone 286C

06. Exterior signage

Identification of buildings

The logo sign should be placed on the upper part of the building, on the left or right, to render it as visible as possible.

The doubling of the logo sign is justified when the building must be seen from multiple places (passing roadways) or at the bottom of the building in the absence of land that permits the implantation of an entry totem.

For all the color reference for buildings' exterior walls, please refer to the GFD - Group Facility Development - handbook (Faurecia sites only).



06. Exterior signage

Identification of buildings - logo sign placement principles

NEW

The choice of a horizontal or vertical marking depends especially on the architecture of the building. For preference a horizontal logo is to be chosen.

A tertiary type building, with multiple floors, presenting a facade in glass and an adapted design can receive a vertical logo sign.

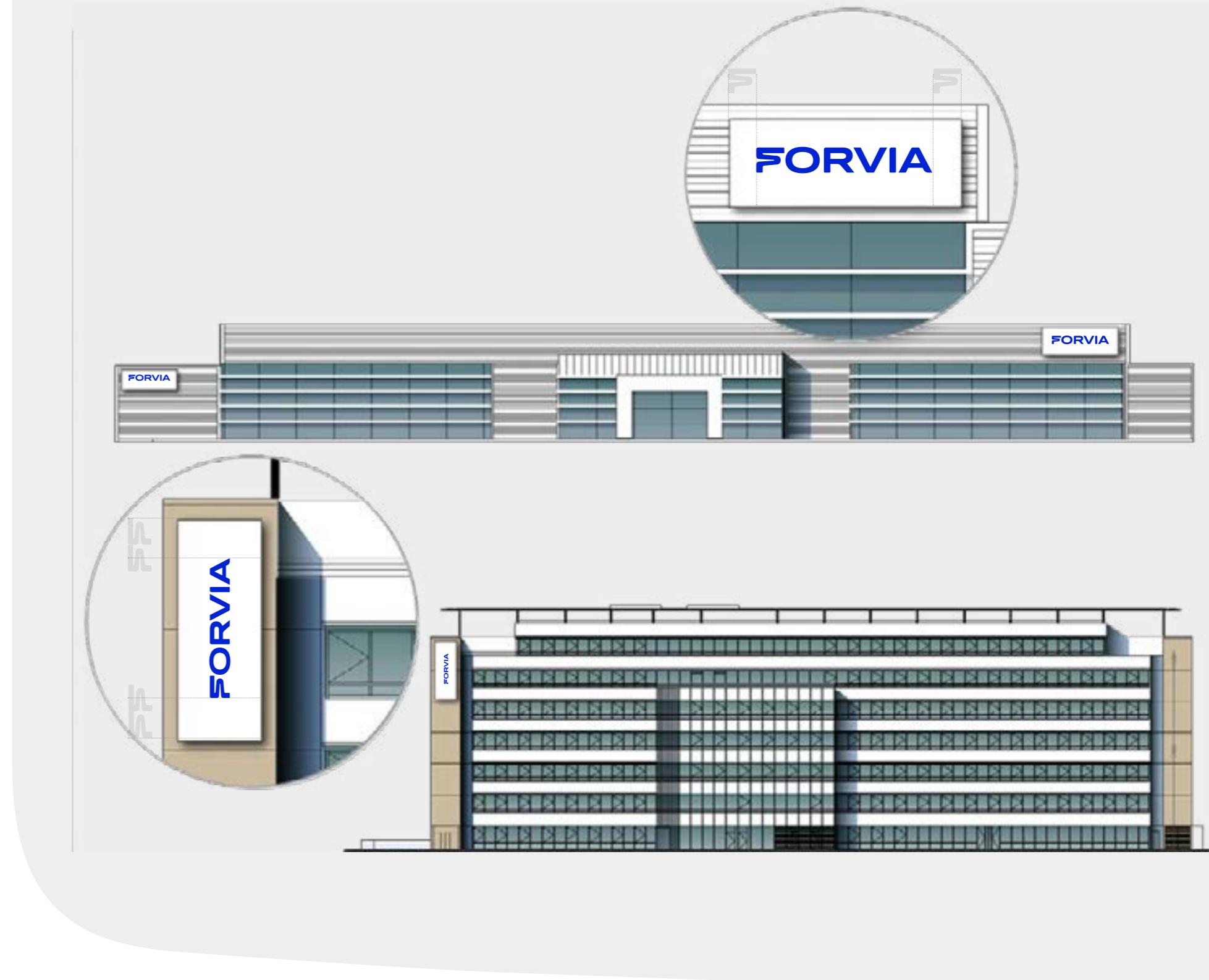
An industrial type building, realized in cladding with a horizontal line (1 or 2 levels) will find a logo sign in a horizontal format more efficient.

The logo sign should be placed in the upper part of the building, on the left or right, following the proportions indicated here on the right, in a way that is most visible from the passing roadways.

UPDATE

In the case of updating a site, it would be easier to place the new sign(s) in place of the existing sign(s), respecting the new rules of the controlled surface.

NOTE: You could envisage cleaning the facades, profiting from the installation machinery present on site for the installation of the new signage.





Summary

06. Exterior signage

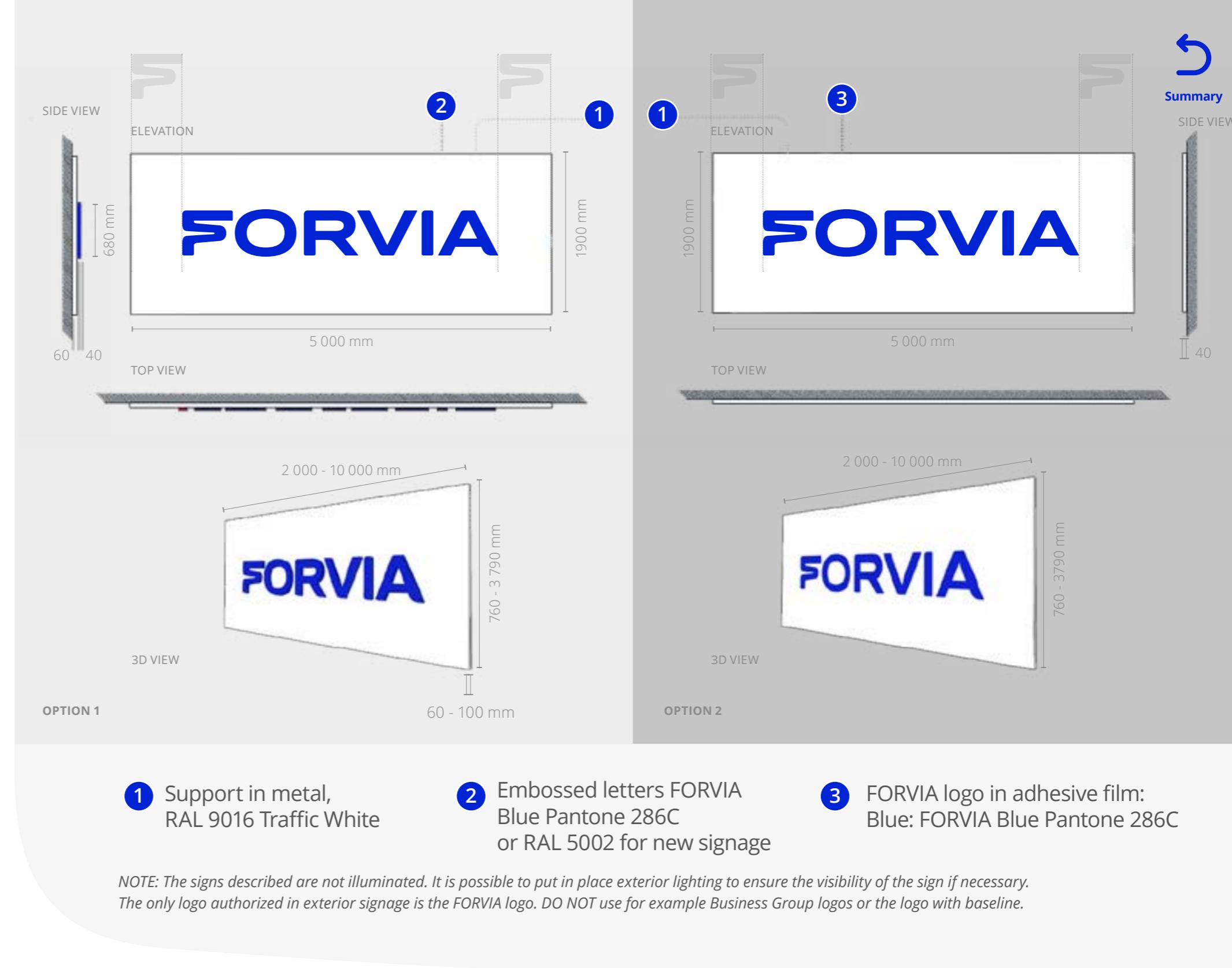
Identification of buildings - technical principles

OPTION 1 : EMBOSSED LOGO SIGN

An embossed logo sign is made from 2mm folded sheet metal, RAL 9016 Traffic White, mounted on a tubular structure section adapted to final size of the sign. All will be fixed on the facade by mechanical anchor points, the number to be defined by the signage specialist in function of its weight. The logo in gloss embossed letters: blue letters in RAL 5002, which will be fixed to the metal. The sign format and placement on the facade following the rules on the precedent page allows to define the format for each site, limited by a maximum length of 10 meters and minimum of 2 meters.

OPTION 2 : FLAT LOGO SIGN

A flat logo sign is made from 2mm folded sheet metal, RAL 9016 Traffic White, mounted on a tubular structure section adapted to final size of the sign. All will be fixed on the facade by mechanical anchor points, the number to be defined by the signage specialist in function of its weight. The logo will be realized in durable adhesive text, in the precise colors of the logo (see page 26). The embossed logo sign is the preferred option, but the flat logo sign can also be chosen. In both cases, favor an aluminum fabrication.

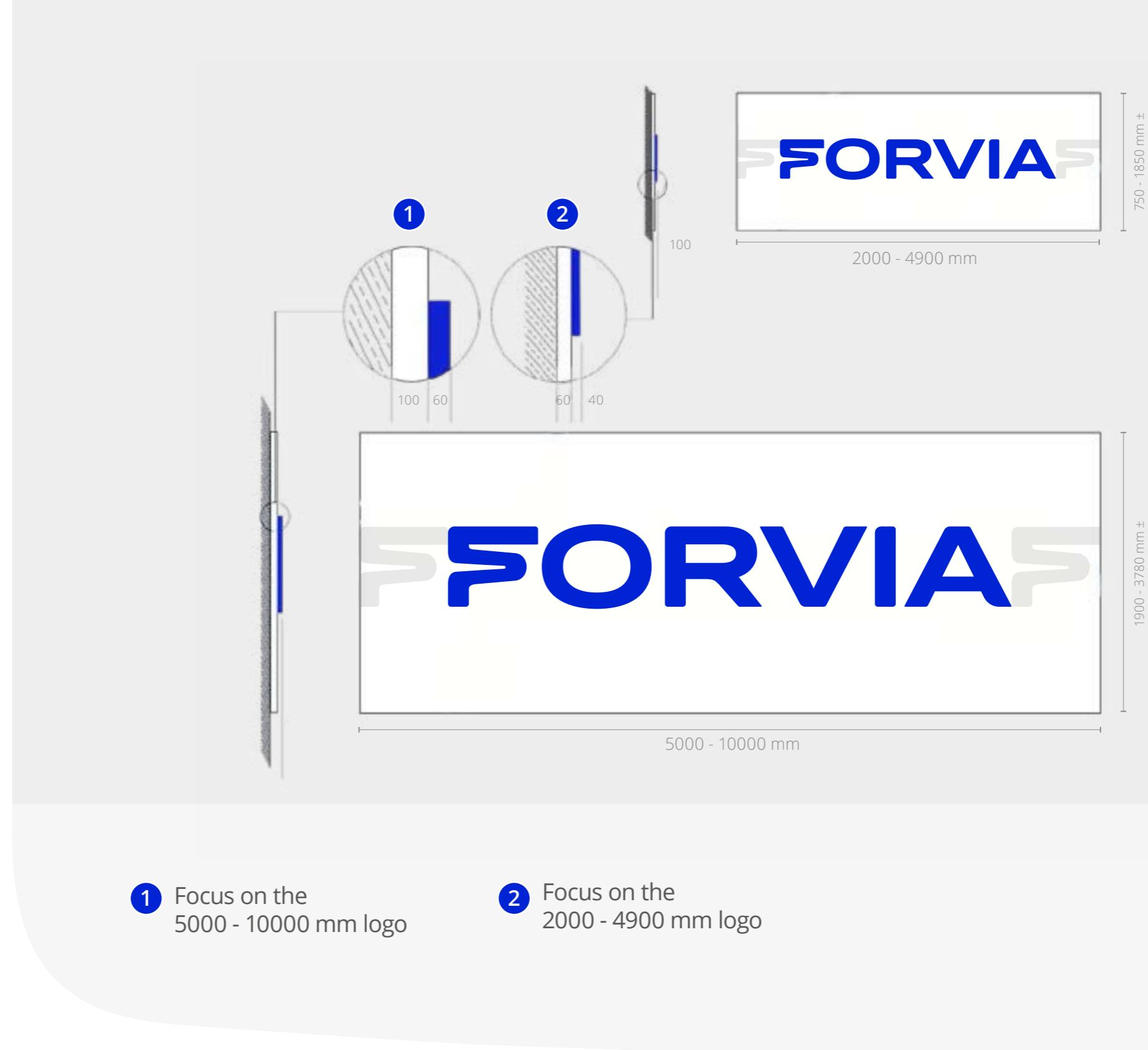


06. Exterior signage

Identification of buildings - technical principles

In the case of an embossed logo sign, the thickness of the panel and the letters are adapted to the format of the sign:

- for a logo sign format between 2 and 4.9 meters the panel thickness is 60mm and the letters 40mm.
- for a logo sign format between 5 and 10 meters the panel thickness is 100mm and the letters 60mm.



06. Exterior signage

Direction boards

Direction boards should be placed to best orient the flow of visitors to the site. This support exists in multiple formats, following the distances of required reading.

Information should be written in the language of the country and in English.

The number of boards as well as the written indications must be defined by each site according to its specific needs.





Summary

06. Exterior signage

Direction boards - technical principles

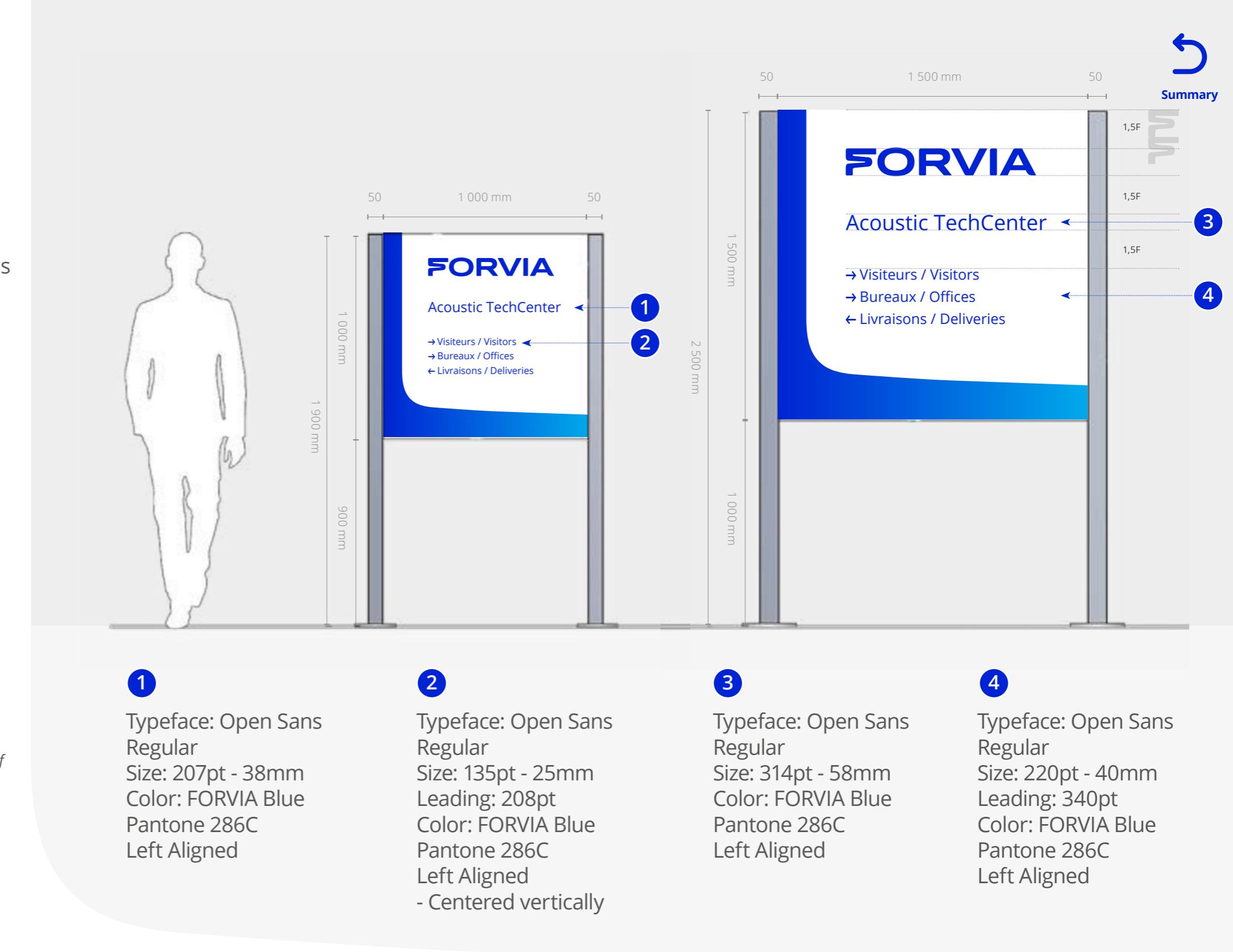
It is recommended to use a standard material composed of two square section post supports in RAL 9007 Grey aluminium and a central panel in RAL 9016 Traffic White that receives the graphic elements. The curved graphic element should be added to reinforce FORVIA brand identity. For the precise color of logo, texts and gradient blue of the curve structure, see [page 26](#).

Favor a fabrication in aluminum.

UPDATE

In the case of updating a site, you can reuse the existing system, if its condition permits. Apply an full covering adhesive, covering the entire surface of the support.

NOTE: if the old marking was realized in sticker letters, plan to remove it to avoid seeing it behind the new marking (the thickness of the material could leave the old marking visible).



06. Exterior signage

Welcome totems

A welcome totem should be placed in proximity to the entrance of the reception, in a way that makes it visible for its function and to integrate the welcome message.

The information shall be written in the language of the country and in English.



Update



06. Exterior signage

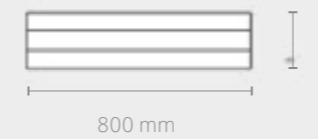
Welcome totems - technical principles

The standard format of the welcome totem is 800x2000mm. It should be made from 2mm folded sheet metal, RAL 9016 Traffic White. Same material for the recessed baseboard below with RAL 9007 Grey Aluminium. All of this is installed on a solid concrete block, ensuring the fixation of tubular structures that support the sheet metal finish and offer a resistance to the wind that is necessary to hold the elements together.

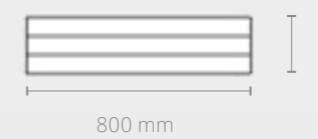
Favor an aluminium fabrication.

The curved graphic element should be added to reinforce FORVIA brand identity.

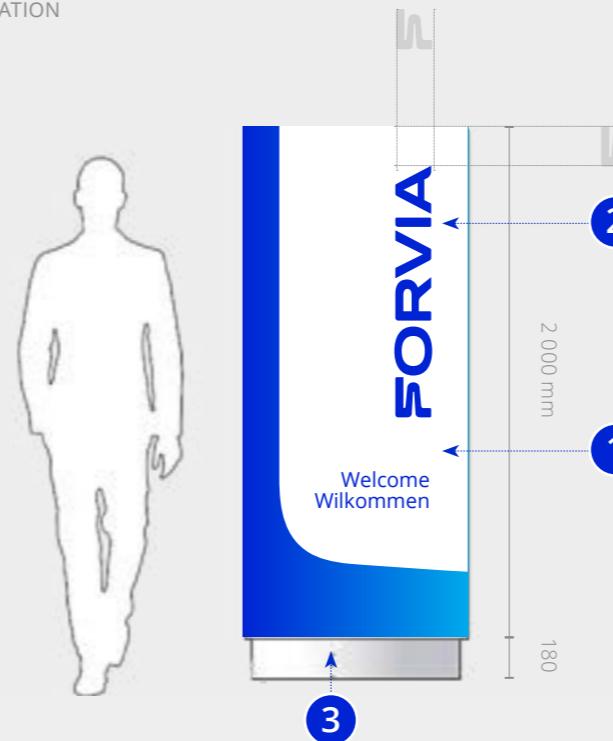
TOP VIEW



TOP VIEW



ELEVATION



ELEVATION



- 1 Support in metal, RAL 9016 Traffic White

- 2 Signage marking mat adhesive:
Blue: FORVIA Blue Pantone 286C

- 3 Base in metal, RAL 9007 Grey Aluminium

- 4 Full covering adhesive on existing totem,
signage marking on mat white:
Blue: FORVIA Blue Pantone 286C

06. Exterior signage

Building name and entry door stickers

Building name

The specific building name should be placed on the facade above the entry.

Window sticker

The window sticker should be placed on the glass doors at the entry of the reception.





Summary

06. Exterior signage

Building name and entry door stickers - technical principles

Building name

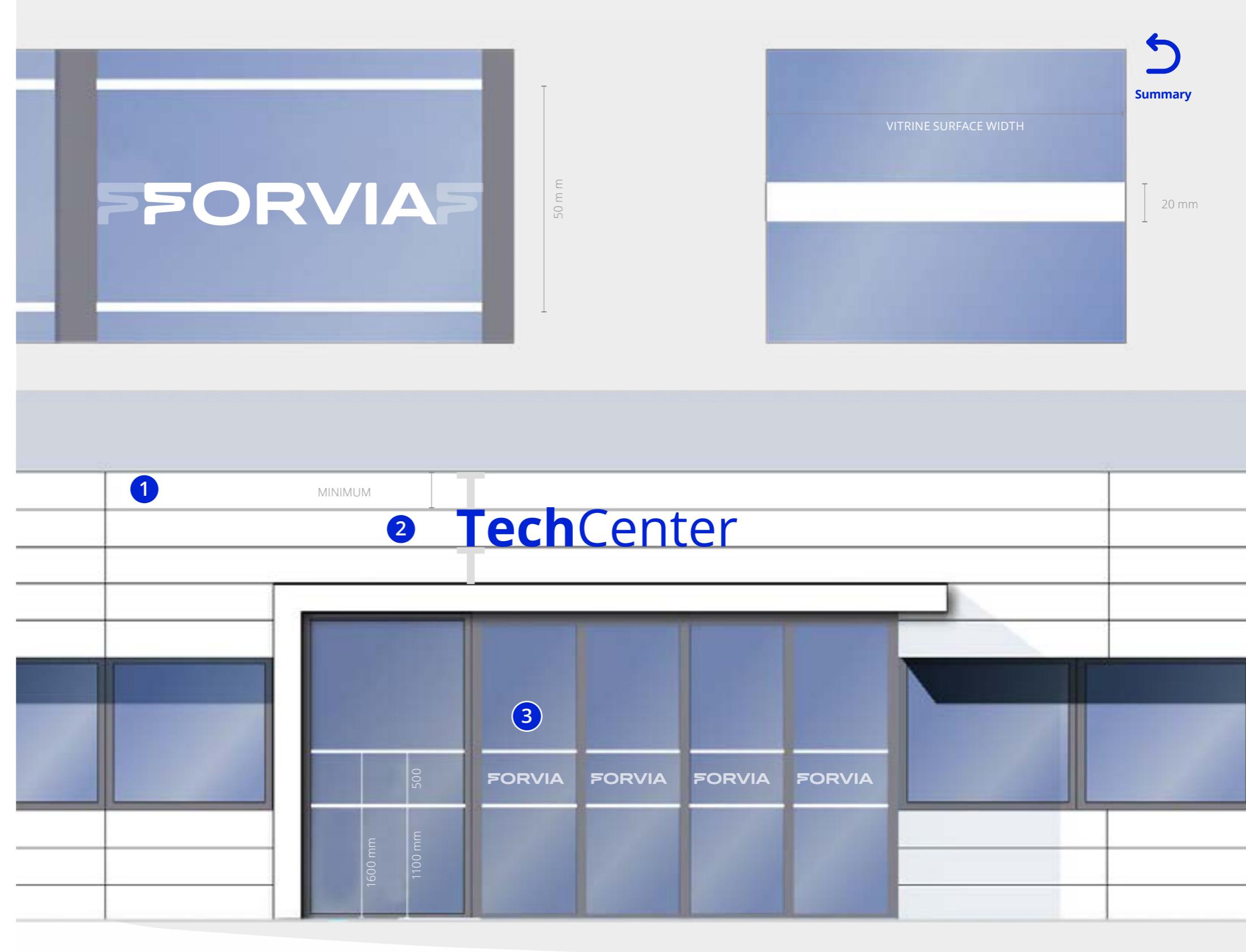
The text can be realized in embossed letters, 5mm thick, painted in RAL 5002 blue fixed to the facade, or in blue Pantone 286 C sticker letters, whichever method better suits the structure of the building.

Window sticker

For exterior signage.

Text in sticker letters, realized in long lasting white adhesive posted on the exterior of the glass.

- ① White facade: RAL 9016 Traffic White.
- ② Sign TechCenter, centered on the arch of the site entry.
Typeface: Open Sans
- ③ Window sticker of FORVIA logo + strips in white mat adhesive.



06. Exterior signage

Exterior signage elements

Two examples of exterior reception

The window covering is recommended to use transparent adhesive film with FORVIA gradient blue. For the color reference, please see page 26.



06. Interior signage

Overview of the interior signage elements

This floor plan illustrates the placement of the different signage elements present in main areas of a typical FORVIA site.

According to the configuration of the site, certain elements can of course be repeated in order to make the information more visible or to aid orientation on the site.

1 Reception desk

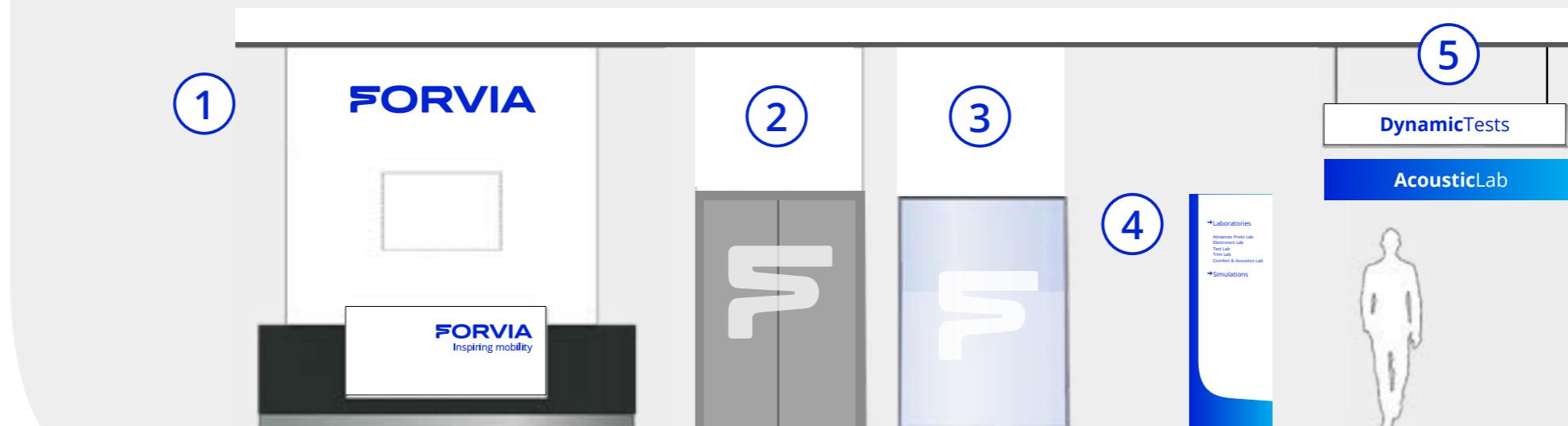
2 Elevators/Common areas/Meeting rooms

3 Floor numbering/Door signage/Window stickers

4 Direction boards

5 Technical zone and space names/Corridor and separation walls/Storage

Shopfloor guidelines are not detailed in this document.



06. Interior signage

Overview of reception area

Examples of presentation of FORVIA
Inspiring mobility logos and FORVIA
brand assets.



06. Interior signage

Reception desk

NEW

A reception desk with a rectangular face should be realized directly to receive the new identity, logo with tagline.

The sign present on the wall behind the reception can be realized in embossed letters directly fixed to the wall, however it is also possible to apply a flat logo sign as proposed for the UPDATE solution.

UPDATE

The existing reception desk shall be modified to hide the rounded form of the front that is reminiscent of the previous logo.

The existing sign shall be replaced by letter stickers or a rigid support that permits to hide the fixation points of the old sign, avoiding painting and work.





Summary

06. Interior signage

Reception desk - technical principles

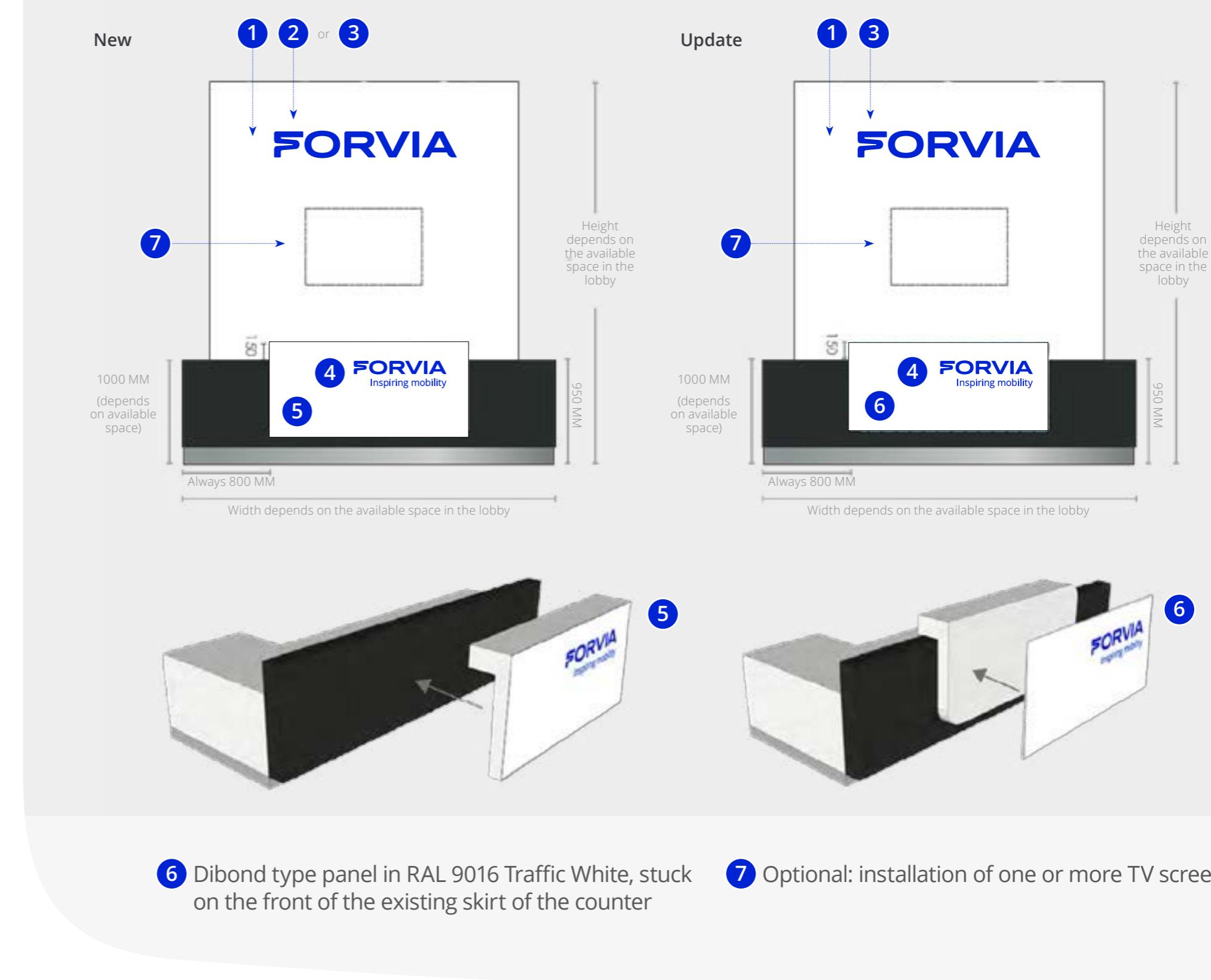
NEW

These technical principles will permit the creation of a reception desk according to the new identity.

UPDATE

In the case of updating a site, multiple techniques could be chosen for the adaptation of the shape of the skirt: from the optimal complete replacement of the skirt, to the more simple set up of an identical gloss support of the front face receiving the new identity, logo and baseline.

- 1 White wall. All basic walls in lobbies have to be painted in RAL 9016 Traffic White
- 2 FORVIA logo embossed letters
- 3 FORVIA logo in adhesive on a white panel
- 4 FORVIA logo and baseline stuck to the white skirt of the counter
- 5 New skirt fixed to the counter in RAL 9016 Traffic White, stuck on the front of the existing skirt of the counter



06. Interior signage

Elevators

Recommendation of elevator
signage



06. Interior signage

Common areas

Mural prints are recommended at elevator area or any other common areas to reinforce FORVIA brand.

Please follow graphic structure rules for development, see [page 54](#).



06. Interior signage

Common areas

Mural prints are recommended at common areas such as corridor to add vividness to the interior and reinforce FORVIA brand. Please follow graphic structure rules for development, see [page 54](#).



06. Interior signage

Meeting rooms

Mural prints are recommended in meeting rooms to add vividness to the interior and reinforce FORVIA brand.

Please follow graphic structure rules for development, see [page 54](#).





06. Interior signage

Floor numbering

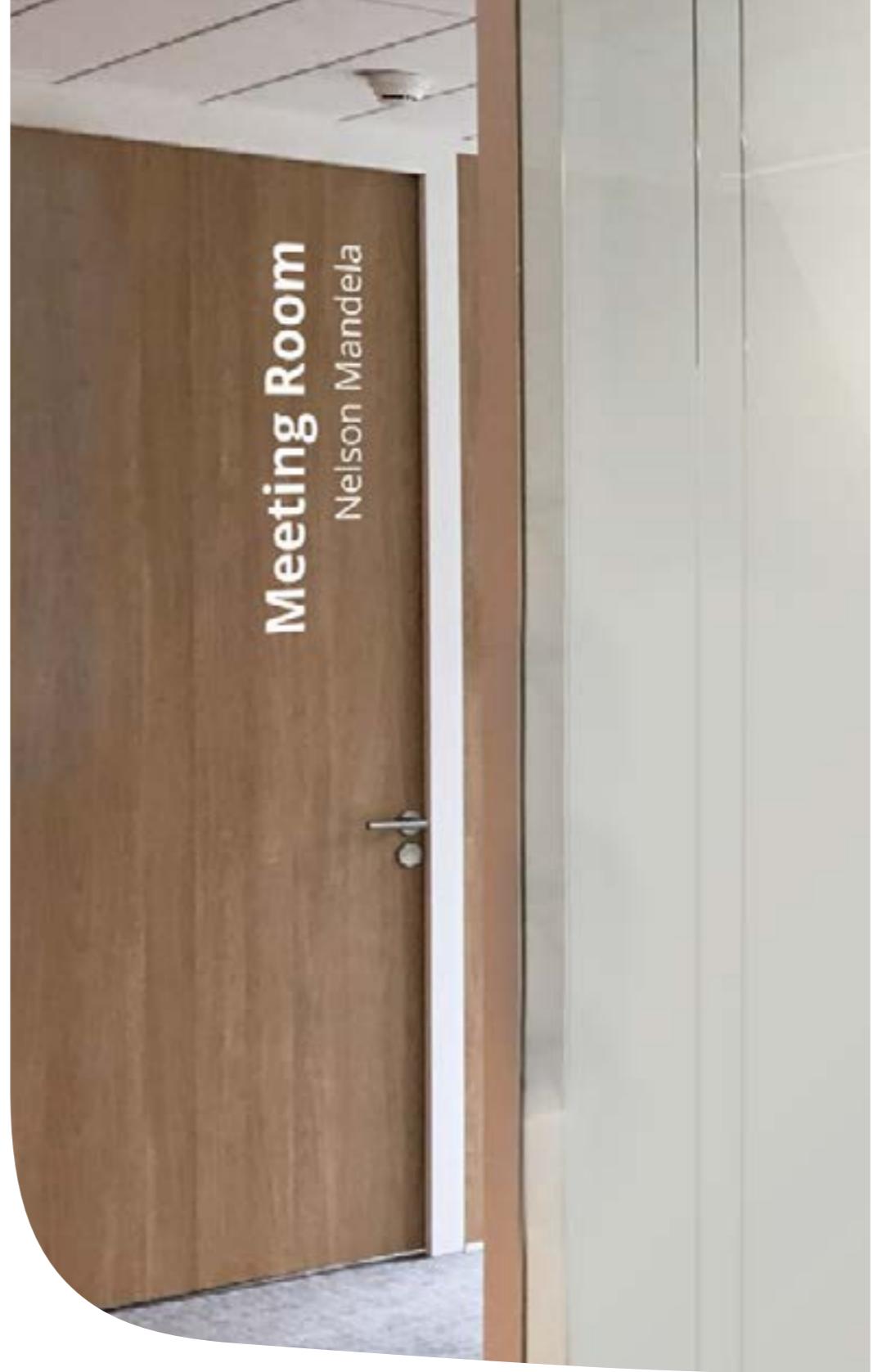
We recommend updating floor numbering with FORVIA logotype blue and typeface Open Sans.



06. Interior signage

Door signage

Example signage



06. Interior signage

Window stickers

NEW

In the case of a new site, an adhesive marking of patterns that shape the «F» symbol is recommended to reinforce FORVIA brand.

It can be used with a frosted aspect adhesive if a confidential space is needed. Its global width is variable depending on the glass panels.

UPDATE

In the case of updating a site, it is possible to keep the existing glass panels adhesive.



06. Interior signage

Direction boards - technical principles

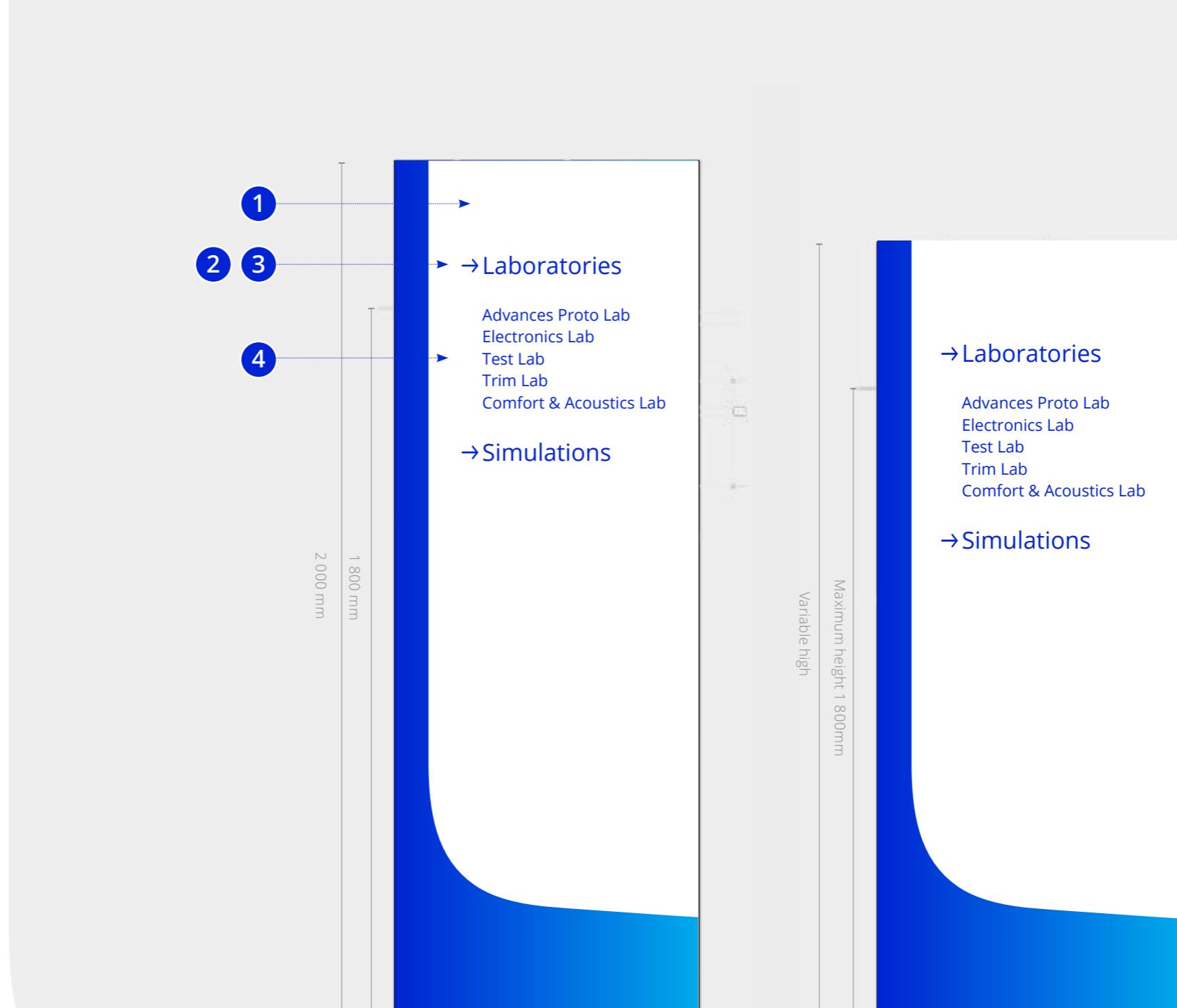
NEW

In the case of a new site, these technical principles will permit the creation of interior direction boards.

UPDATE

The update of interior direction boards can be done with a Forex board printed with the recommended design. The format of the new board is the same as the existing one.

- 1 Forex panel, RAL 5002 blue and RAL 9016 White
- 2 Blue letters: RAL 5002
- 3 Typeface: Open Sans
- 4 Typeface: Open Sans RAL 5002 Blue





Summary

06. Interior signage

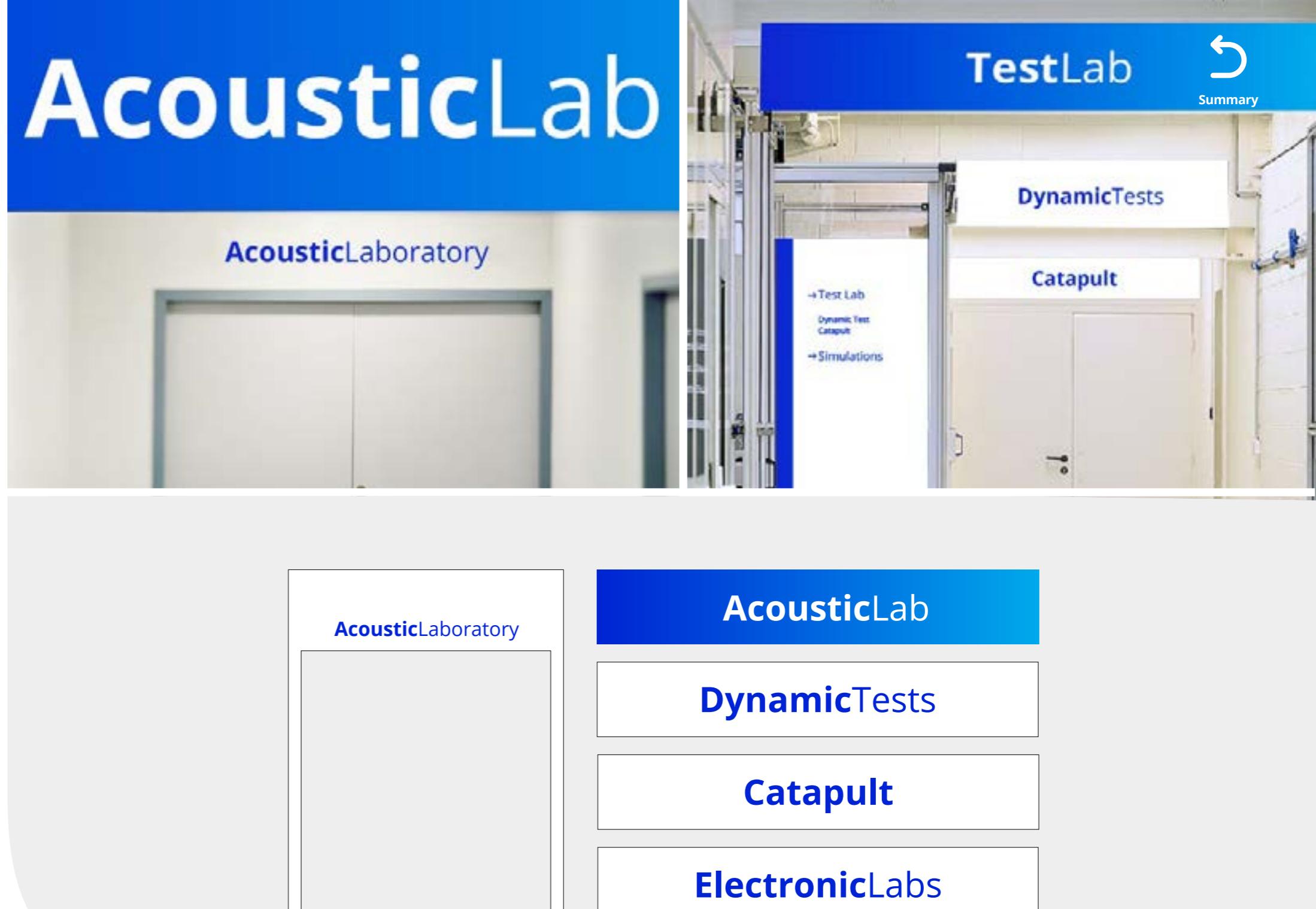
Technical zone and specific room name identifications

NEW

In the case of a new site, the room names are either written above the doors and/or suspended to indicate the location/direction to the visitor. The text is written in white adhesive sticker letters and stuck on a blue panel. It is fixed to the wall above the door and/or suspended. The first letter of each word is capitalized. When there are two words, the first is written in Open Sans Bold and the second in Open Sans Regular, without a space between the two words.

UPDATE

See details in the next two pages.



The image displays several examples of interior signage. At the top, a large blue banner with white text reads "AcousticLab". Below it, a door has a blue panel with white text that says "AcousticLaboratory". To the right, a hallway features a blue sign with white text for "TestLab" and "DynamicTests", with arrows pointing to doors labeled "Catapult" and "ElectronicLabs". A separate blue panel lists "Dynamic Test", "Catapult", and "Simulations". In the foreground, a graphic shows a blue banner with "AcousticLab" and three white boxes below it labeled "DynamicTests", "Catapult", and "ElectronicLabs".

06. Interior signage

Technical zone - technical principles

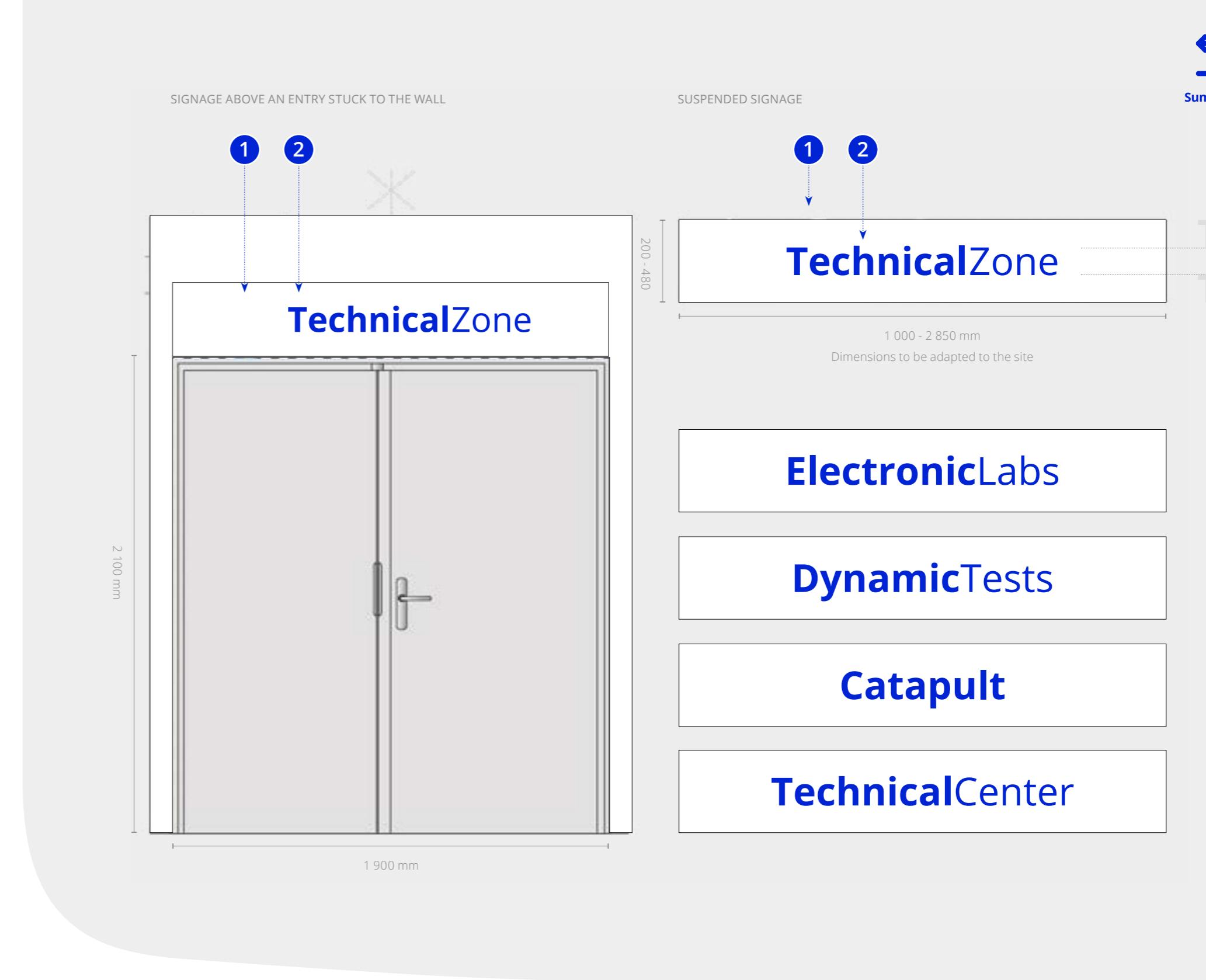
NEW

In the case of a new site, technical principles will permit the identification of the different rooms of the technical zone of the site.

UPDATE

The existing signage is preferably hidden or replaced by a white Forex panel marked with blue sticker letters in Open Sans.

- ① White support, painted wall or Forex RAL 9016 Traffic White
- ② Sticker letters, FORVIA Blue Pantone 286C



06. Interior signage

Space names - technical principles

NEW

In the case of a new site, these technical principles will permit the identification of the technical zone of the site.

UPDATE

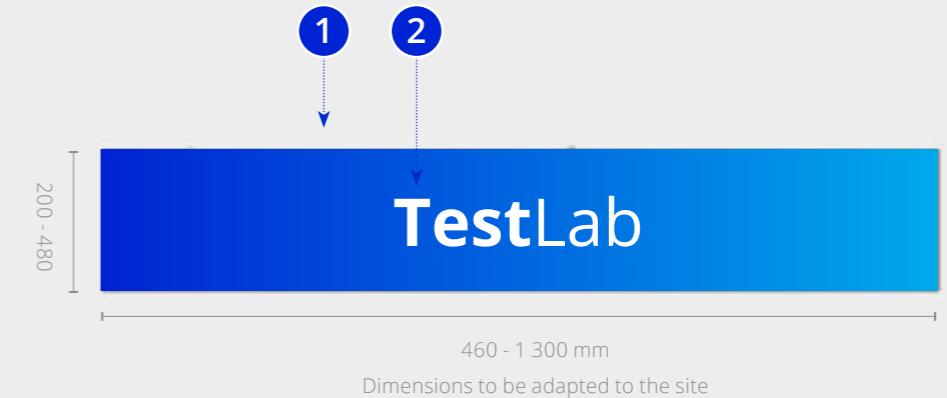
The existing signage is preferably hidden or replaced by a Forex panel in gradient blue marked with white letters in Open Sans.

- ① Support in FORVIA gradient blue
- ② White sticker letters: RAL 9016 Traffic White

SIGNAGE ABOVE AN ENTRY STUCK TO THE WALL



SUSPENDED SIGNAGE





Summary

06. Interior signage

Corridor and separation walls

It's suggested to add the "F" symbol to reinforce FORVIA brand in office areas.





Summary

06. Interior signage

Storage

Secondary colors can be used sparingly on furniture to reinforce FORVIA brand.





Summary

Chapter 07. Annexes

07. Annexes

Contacts

Faurecia/Hella

Faurecia

Floriane Napoli

floriane.napoli@forvia.com

Christine Mainçon

christine.maincon@forvia.com

Petra van der Waard

petra.vanderwaard@forvia.com

Hella

Markus Richter

markus.richter@forvia.com

Julia van der Horst

julia.vanderhorst@forvia.com

07. Annexes

Use cases

B2C: No change for aftermarket brands, except for business cards, letterheads, powerpoint presentations, email signatures, TEAMS backgrounds.

| | | WHEN | FORVIA Faurecia | FORVIA HELLA | FORVIA | FORVIA Inspiring mobility |  | FORVIA Electronics FORVIA Lifecycle Solutions FORVIA Clean Mobility | FORVIA Lighting FORVIA Interiors FORVIA Seating | |
|--------------------------------|--|-------------------------|-------------------------------------|--------------|--------|---------------------------|---|---|---|---|
| BUSINESS CARDS | | at stock renewal | x | | | | x | no, only text reference | | |
| | | | | x | | | x | | | |
| LETTERHEADS | | at stock renewal | x | | | | | no, only text reference | | |
| | | | | x | | | | | | |
| | | | | | x | | x | | | |
| POWERPOINT PRESENTATION | | asap | x | | | closing page | | no, only text reference | | |
| | | | | x | | closing page | | | | |
| | | | | | x | x | x | | | |
| | | | | | x | x | x | | | |
| EMAIL SIGNATURE | | April 4 th | | | | x | | no, only text reference | | |
| TEAMS BACKGROUNDS | | Faurecia | x | | | | | x | | |
| | | Hella | | x | | | | x | | |
| | | Combined Group | asap | | | | x | | | |
| VIDEO | | if only Faurecia | new production | x | | | | packshot | | |
| | | if only Hella | | | x | | | | | |
| | | if Combined Group offer | | | | x | | | | |
| JINGLE | | | x | x | x | x | x | | | |
| BROCHURES | | if only Faurecia | at stock renewal and new production | x | | | | at closing page | | |
| | | if only Hella | | | x | | | | | |
| | | if Combined Group offer | | | | x | | | | |
| POSTERS | | if only Faurecia | at stock renewal and new production | x | | | | | | |
| | | if only Hella | | | x | | | | | |
| | | if Combined Group offer | | | | x | x | | | |
| GOODIES | | | at stock renewal | | | x | x | x | x | x |
| UNIFORMS | | | at stock renewal | | | x | | | | x |

07. Annexes

Use cases

| | | When | FORVIA Faurecia | FORVIA HELLA | FORVIA | FORVIA Inspiring mobility |  | FORVIA Electronics | FORVIA Lifecycle Solutions | FORVIA Lighting | FORVIA Clean Mobility | FORVIA Interiors | FORVIA Seating |  |
|---------------------------------|------------------------------|--|---------------------------|------------------------|---------------|-------------------------------------|---|-----------------------|-------------------------------|--------------------|--------------------------|---------------------|-------------------|---|
| VEHICLE | | new production | | | x | x | | | | | | | | x |
| PACKAGING B2B | Faurecia | at stock renewal | x | | | | | | | | | | | |
| | Hella | | | x | | | | | | | | | | |
| CORPORATE BOOTH AT FAIRS | if Faurecia products only | | x | | | | x | | | | | | | no |
| | if Hella products only | | | x | | | x | | | | | | | |
| | if Combined Group offer | | | | x | | | x | | | | | | |
| INNOVATION /TECHDAYS | if Faurecia products only | | x | | | | x | | | | | | | in addition |
| | if Hella products only | | | x | | | x | | | | | | | |
| | if Combined Group offer | | | | x | | | x | | | | | | |
| SOCIAL MEDIA LOGOS | Faurecia account | asap | x | | | | x | | | | | | | |
| | Hella account | | | x | | | x | | | | | | | |
| | FORVIA account | | | | x | | | x | | | | | | |
| SOCIAL MEDIA POST | Faurecia | asap | x | | | | x | | | | | | | |
| | Hella | | | x | | | x | | | | | | | |
| | FORVIA | | | | x | | | x | | | | | | |
| SIGNAGE | All sites External/ Internal | 2022-2024 following centralized planning, please ask Group Communications for approval | | | | | x | | x | | | | | |
| APPLICATIONS | Faurecia | | x | | | | | | | | | | | |
| | Hella | | | x | | | | | | | | | | |

B2C: No change for aftermarket brands, except for business cards, letterheads, powerpoint presentations, email signatures, TEAMS backgrounds.

FORVIA
Inspiring mobility