

Continental Corporate Design

05. Interactive media

Interactive media.

This chapter illustrates the basic design rules used to create a consistent look for Continental online banners, movies, and animated sequences. It also defines the content and appearance of the external and internal e-mail signatures.

Interactive media. Contents.

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Interactive media. Online banners.

This chapter deals with the most common online banners, which are based on the advertising guidelines.

Online banners. Skyscraper.

Examples for Automotive



Example for Corporate



Example for Rubber

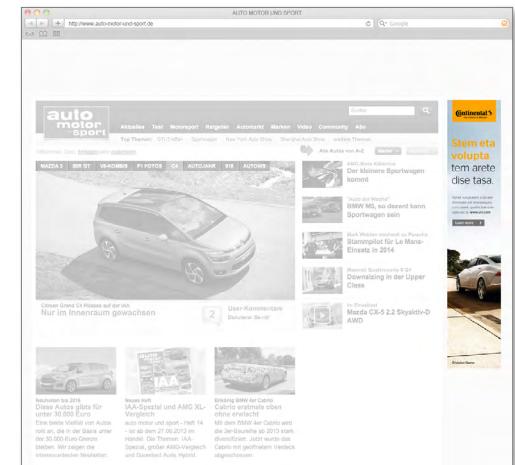


Skyscraper banner: 120 x 600 px

To make the best use of the limited space available (as with very narrow ad formats), these banners do not have the typical white frame.

For further information on typography please see page 10.

Position on third-party websites



Online banners. Boombox.

Examples for Rubber



Boombox banner: 300 x 250 px

To make the best use of the limited space available (as with very narrow ad formats), these banners do not have the typical white frame.

For further information on typography please see page 10.

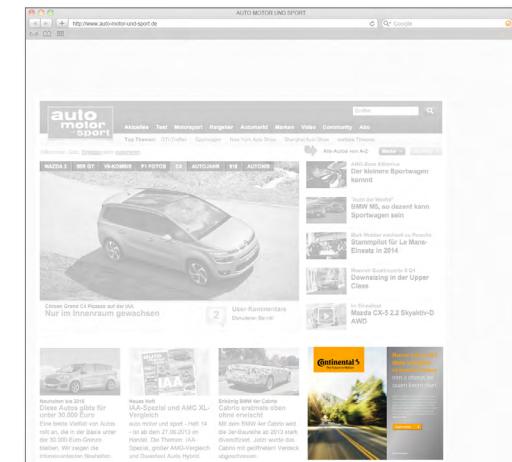
Example for Corporate



Example for Automotive

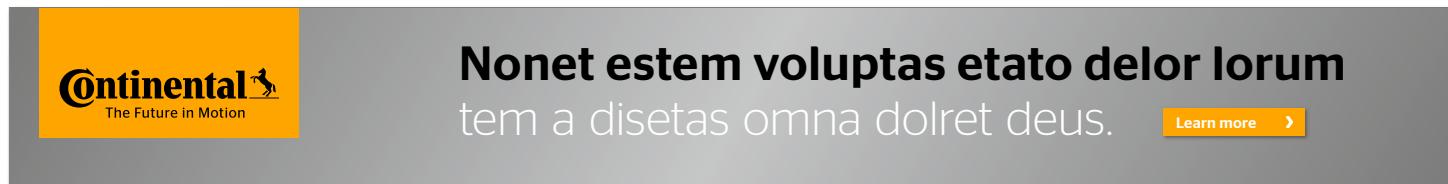
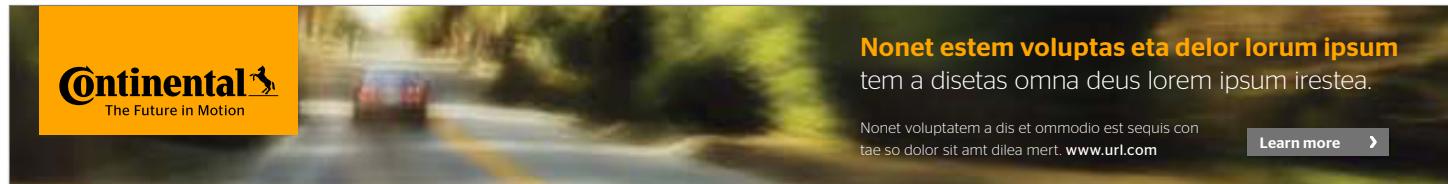


Position on third-party websites



Online banners. Super banner.

Examples for Corporate



Example for Automotive



Example for Rubber

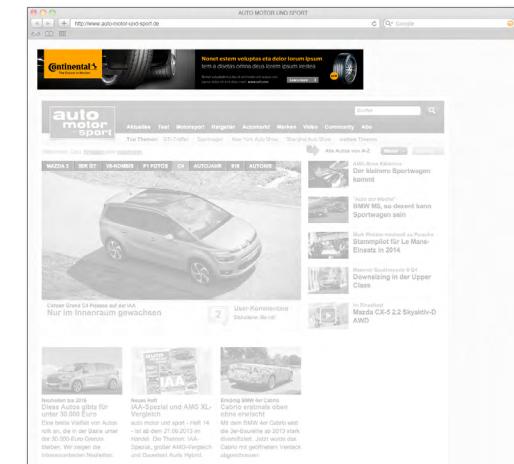


Super banner: 728 x 90 px

To make the best use of the limited space available (as with very narrow ad formats), these banners do not have the typical white frame.

For further information on typography please see page 10.

Position on third-party websites



Online banners. Sample animated banner.

Animation 1



Animation 2



When Continental banners are animated, the movement should be simple and unobtrusive. Ensure a harmonious sequence and the time between loops.

There are two different ways to deal with the logo and the quality seal in animated sequences.

Animation 1

If an image and the quality seal do not interfere at all, the quality seal and logo can remain visible throughout the entire sequence.

Animation 2

If key components of the image are obscured, the quality seal and logo can be displayed at the beginning and end of a sequence.

Online banners. Don'ts.



The logo must not be animated.

Buttons must not appear in accent colors.

The communication area must be in the respective division color.

Buttons must not be too big and the proportion of yellow must not compete for attention with the quality seal.

Online banners. Overview of typography.

	Font	Continental Stag Sans	Font size	Line spacing	Character spacing	Font colors	Formats
Headline_13pt	Light / Medium	17 px	22 px	20 (Optical)		Black / Yellow / White	Skyscraper, Boombox, Super banner
Headline_24pt	Light / Medium	32 px	37 px	20 (Optical)		Black / Yellow / White	Skyscraper, Boombox, Super banner
Copy_6.5pt	Light / Book	9 px	11 px	30 (Optical)		Black / Yellow / White	Boombox
Copy_7.5pt	Light / Book	10 px	15 px	20 (Optical)		Black / Yellow / White	Skyscraper, Boombox, Super banner
Footnote_5pt	Light / Book	7 px	9 px	30 (Optical)		Black / Yellow / White	Boombox

This table shows the defined typography sizes for the different online banners.

The font styles light or medium are used for headlines. The font style light is used for copy text. The font style book is used for highlighting copy text.

Interactive media. Movies and animated sequences.

This chapter deals with the basic principles and specifications to ensure the corporate design is consistently applied in the medium of film (moving pictures).

Movies and animated sequences. Intro.

Examples for Corporate



Videos may also begin without the introduction if you do not want to communicate the brand from the outset.

For further information on typography please see page 16.

Please ensure that all movies and animated sequences you produce are of the highest quality.

Example for Automotive

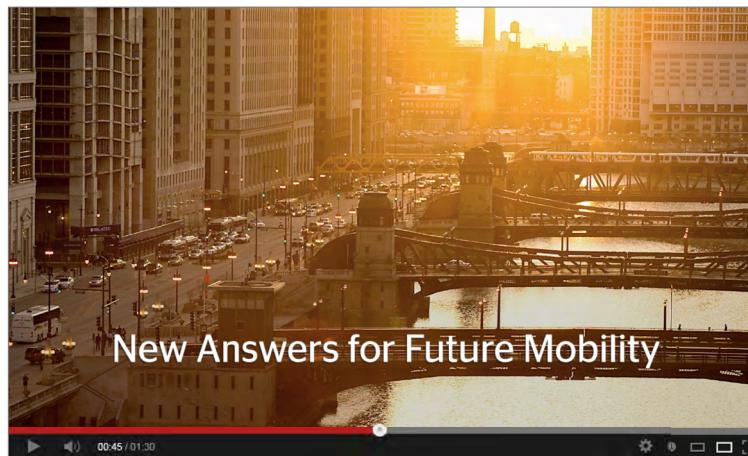
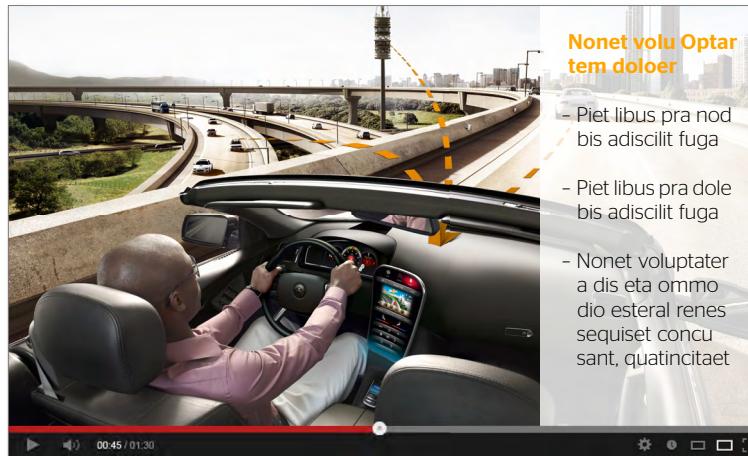
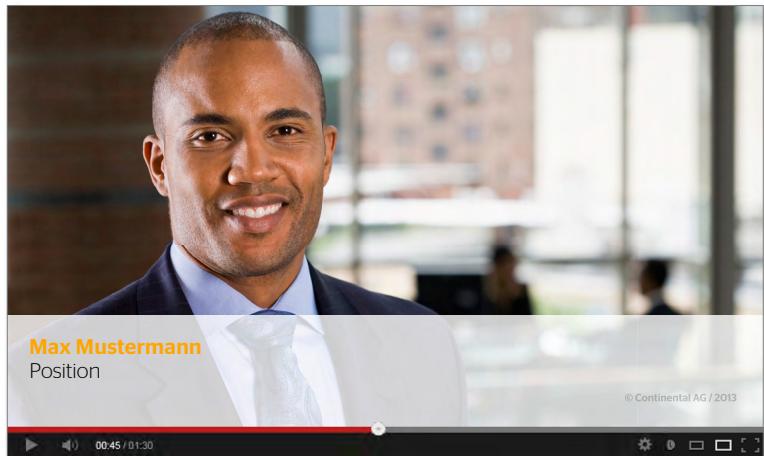


Example for Rubber



Movies and animated sequences. Inserts.

Examples



The size of the areas devoted to copy and graphics may differ. These areas may be positioned horizontally or vertically. They are superimposed onto the image to ensure they are harmoniously integrated into the film sequence.

For further information on typography please see page 16.

Please ensure that all movies and animated sequences you produce are of the highest possible quality.

Copy placed on inserts is mainly of an informational kind. Text does not always have to be placed on inserts. For example, in image films typography can be combined directly on images.

Movies and animated sequences. Outro.

Example - Black logo on yellow background, full-screen



Example - Yellow logo on black background, full-screen



Whenever possible, the black logo should be used against a yellow background. The yellow logo against a black background may be used in exceptional cases.

For further information on typography please see page 16.

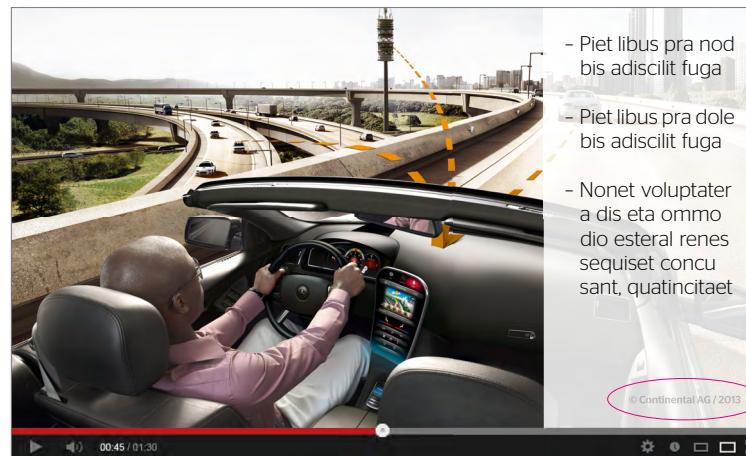
Please ensure that all movies and animated sequences you produce are of the highest quality.

Movies and animated sequences. Copyright.

Example - Copyright in horizontal box



Example - Copyright in vertical box



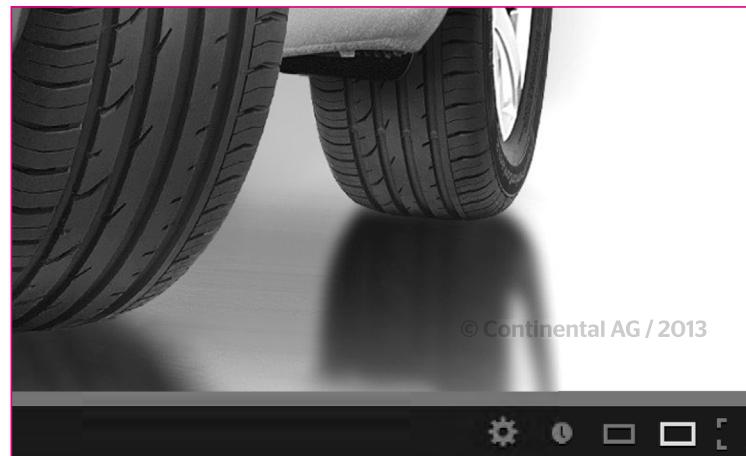
Sometimes a copyright notice is required or desired when videos are published. This protects the film against appropriation or illegal dissemination. The copyright should be displayed as a watermark in the lower right corner.

The Continental logo must not be positioned on a caption strip (see examples top left and top right).

Example - Copyright without box, superimposed on image



Detail



Movies and animated sequences. Overview of typography.

	Font	Font Continental Stag Sans	Font size	Line spacing	Character spacing	Font colors	Formats
Headline_24pt	Light / Medium	32 px	37 px	20 (Optical)	Black / Yellow / White	Insert	
Headline_35pt	Light / Medium	47 px	51 px	20 (Optical)	Black / Yellow / White	Intro, Insert	
Headline_47pt	Light / Medium	63 px	73 px	20 (Optical)	Black / Yellow / White	Intro, Insert	
Copy_13pt	Light / Book	17 px	22 px	20 (Optical)	Black / Yellow / White	Insert	
Copy_24pt	Light / Book	32 px	37 px	20 (Optical)	Black / Yellow / White	Insert	

This table shows the defined typography sizes for the different podcast screens.

The font styles light or medium are used for headlines. The font style light is used for copy text. The font style book is used for highlighting copy text.

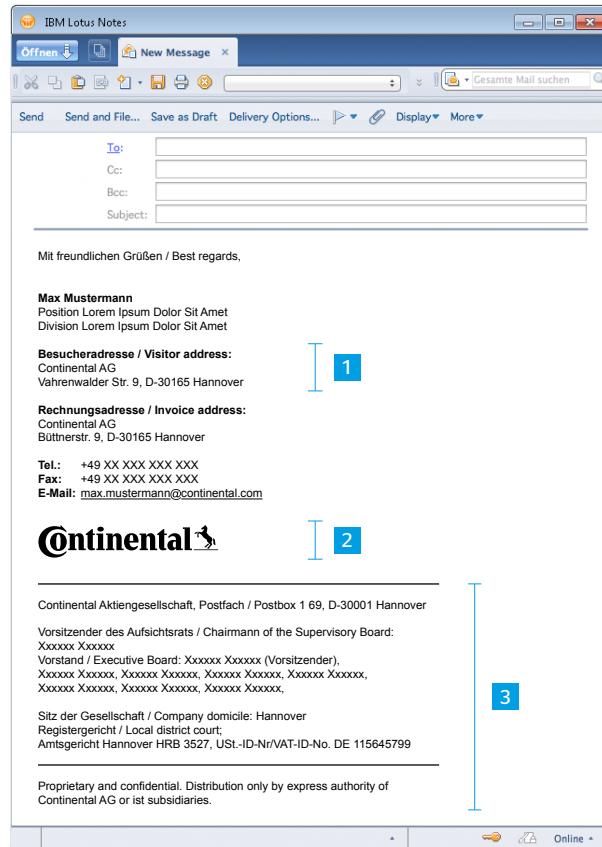
Interactive media. E-mail signature.

This chapter deals with the content and structure of Continental e-mail signatures.

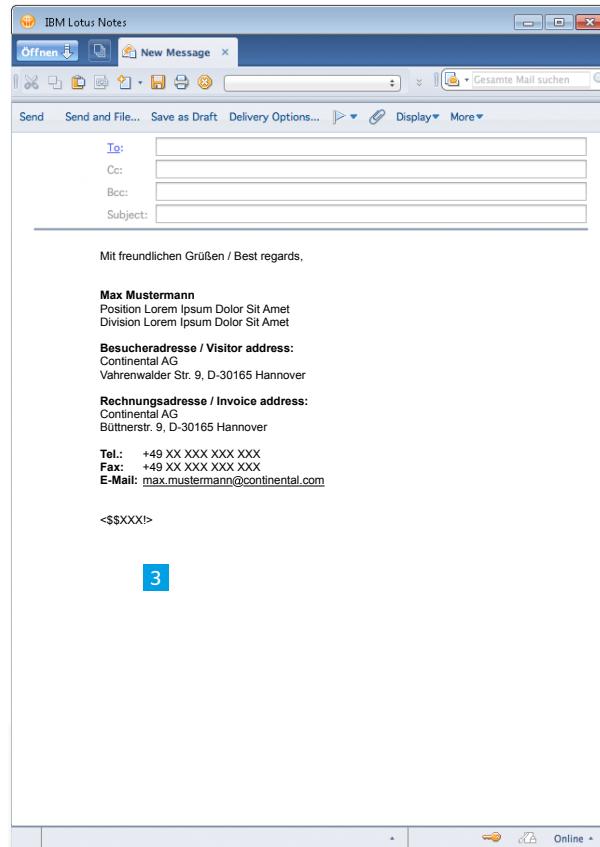
The e-mail signature is relevant for all types of e-mail applications, e.g. for Lotus Notes, tablets and smartphones.

E-mail signature. External and internal version.

External version



Internal version



Signature/Personalized sender information

The e-mail signature contains information about the sender of the e-mail, including such details as name, position, and department/business unit. The Group and division appear beneath the personal details. Finally, the sender's address must be included. It may be followed by telephone and fax numbers, the e-mail address, and the URL of the company website. This is followed by the Continental logo above the disclaimer.

1 Address for visitors

The physical office address may be included if it differs from the billing address.

2 Continental logo

The logo is incorporated via a tag (automatic code). This tag can be combined into a single tag with other information, such as the legal footer, so that only one automatic code needs to be implemented in the signature.

3 Legal disclaimer

A legal disclaimer can be placed beneath the personal e-mail signature, as required. The necessity for such a legal disclaimer is determined by the applicable local regulations. The legal disclaimer can be inserted automatically using the autofooter tool. This means that the disclaimer must be kept up-to-date centrally, for instance by a legal department. All changes are then implemented automatically in the e-mail signature for the employees of the respective unit.

The autofooter replaces a tag with the corresponding legal disclaimer whenever an e-mail leaves the Continental network. For this reason, only the tag is visible instead of the legal disclaimer on internal e-mails. The tag consists of a series of characters including the company code. The autofooter function can be used only for legal disclaimers. Here you will find further information about the autofooter as well as contact data for setting it up.

The automatic code for internal e-mail footers looks like this:
`<$$XXX!>`

E-mail signatures may not contain images or other logos than the Continental logo, as these can trigger spam filters that may prevent the message from reaching its intended recipients.

E-mail signature. Legal disclaimer.

Proper use of legal footers of Continental subsidiaries

As a rule, an employee must use the legal footer of the Continental subsidiary (legal entity) for which he works and by which he is employed.

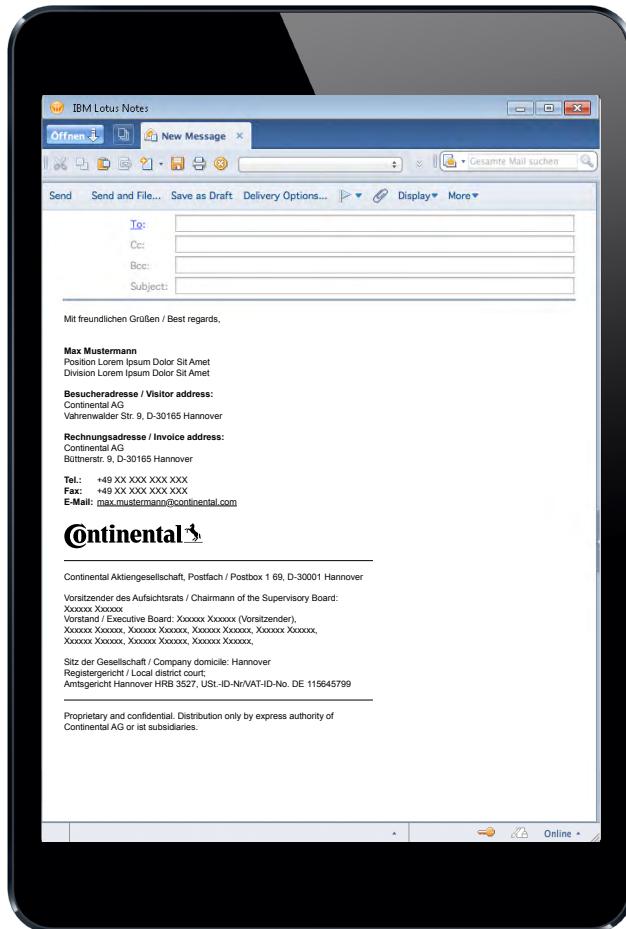
If an employee works for a Continental subsidiary (A), but is employed by the Continental subsidiary (B), he must also use the legal footer of (A) when writing emails for the Continental subsidiary (A).

If “external” persons work for a Continental subsidiary, for instance temporary workers, and they are authorized to have relations with third parties on behalf of the Continental subsidiary such as contact to suppliers or customer in the scope of their activities, these “external” persons also use the legal footer of the appropriate Continental subsidiary.

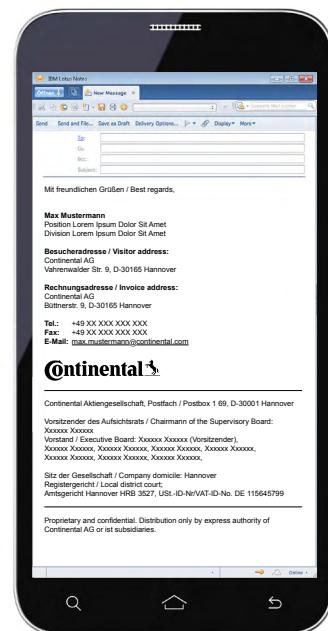
Persons who have a Continental email address but are not acting on behalf of a Continental subsidiary (such as guards, cleaning and cafeteria staff, or other service providers), may not use the legal footer of a Continental subsidiary in their emails.

E-mail signature. Mobile applications.

Tablet



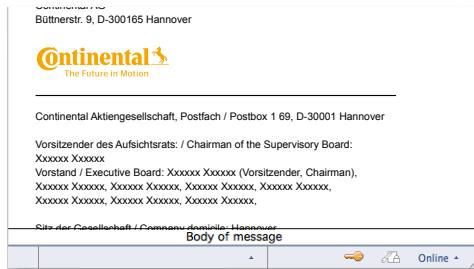
Smartphone



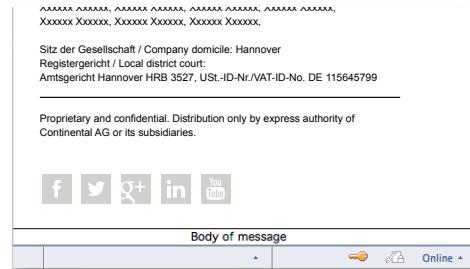
Signature for mobile applications

Mobile devices have become an indispensable part of modern life. For this reason, it is becoming increasingly important to adapt website content for mobile devices. If smartphones or tablets and their preinstalled e-mail programs are used to send emails, the e-mail signature must be designed and incorporated as described on pages 18 and 19.

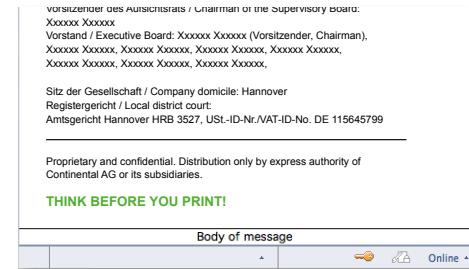
E-mail signature. Don'ts.



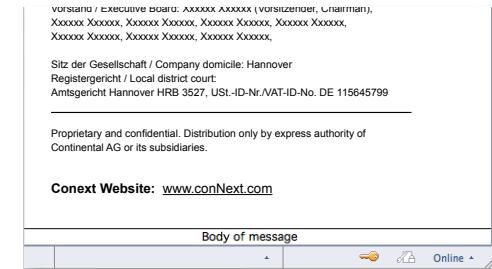
The logo may only use Continental black, not
Continental yellow or the tagline.



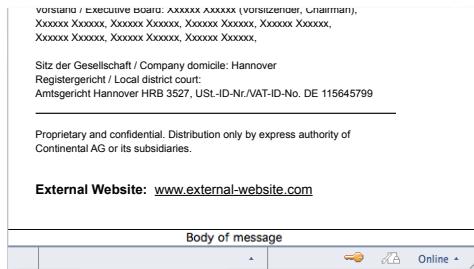
Social media icons may not appear as the e-mail
contains no liability disclaimer.



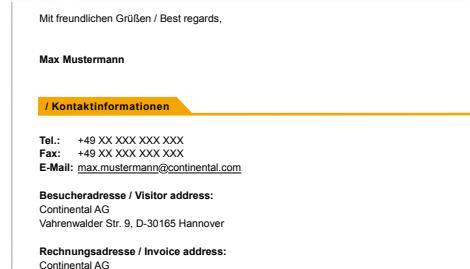
Preachy environmental appeals should be avoided.



Links to ConNext may not be used as they are not
externally accessible.



Links to external websites may not be used as the
e-mail contains no liability disclaimer.



Mouseover e-mail signatures are prohibited.

E-mail signature. Overview of typography.

	Font Arial	Font size	Line spacing	Character spacing	Font colors	Formats
Hightlight_9pt	Bold	12 px	15 px	-	Black	-
Copy_9pt	Regular	12 px	15 px	-	Black	-
Links_6.5pt	Regular	12 px	15 px	-	Yellow	-

This table shows the defined typography sizes for the different e-mail signatures.

The font style bold is used for headlines. The font style book is used for copy text. The font style bold is used for highlighting copy text.

Contact.

If you have any further questions, please contact your local or regional communications team.

Corporate Communications

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