

**WIX**  
FILTERS | **over 85** years of  
hardworking  
quality

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### STANDARD LOGO

The WIX Filters logo is our basic element of visual communication. Using it in accordance with well-defined rules helps to build a consistent brand image.



### CLEAR SPACE

When using the logo, an area of clear space should be maintained round the logo. The width of the clear spacing should be equal to the distance between the upper right corner of the yellow bar and the base of the letter S.

The clear space must be kept free of text and graphical or visual elements.



MINIMUM LOGO  
WIDTH: 1.3 CM



LOGO VARIANTS

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When using the logo, a clearance zone should be maintained around it. The width of the clearance should be equal to the width or height of the letter W from the logo and must be free of text, graphics, or other visual elements.

## COLOURS



### PRINT

SPOT:	100% Black
CMYK:	0/0/0/100

### SCREEN

RGB:	35/31/32
HEX:	#231F20

### EMBROIDERY

SAKURA THREAD	2070
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### PRINT

SPOT:	PMS 1235C
CMYK:	0/33/97/0

### SCREEN

RGB:	255/182/15
HEX:	#FFB60F

### EMBROIDERY

SAKURA THREAD	2414
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### PRINT

CMYK:	0/24/75/0
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### SCREEN

RGB:	254/197/88
HEX:	#FEC558

To ensure a consistent brand/logo image, it is important to use an appropriate colour scheme. The table shows the colour specifications of WIX Filters in two different colour systems. The third colour is used for the additional 'BS' or 'over BS' that can be included in the logo as well as packshots.

## Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
 OoPpQqRrSsTtUuVvWwXxYyZz

## Gotham Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
 OoPpQqRrSsTtUuVvWwXxYyZz

## Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
 OoPpQqRrSsTtUuVvWwXxYyZz

## Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
 OoPpQqRrSsTtUuVvWwXxYyZz

## Montserrat Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
 OoPpQqRrSsTtUuVvWwXxYyZz

## Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn  
 OoPpQqRrSsTtUuVvWwXxYyZz

### LOREM IPSUM DOLOR SIT AMET

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pharetra nulla ac diam. Quisque semper justo at risus.

### LOREM IPSUM DOLOR SIT AMET

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### LOREM IPSUM DOLOR SIT AMET

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Cras vel lorem. Etiam pellentesque aliquet tellus. Phasellus  
pharetra nulla ac diam. Quisque semper justo at risus.

## ICONS



OIL FILTERS



FUEL FILTERS



AIR FILTERS



CABIN FILTERS



SPECIAL FILTERS



OIL FILTERS



FUEL FILTERS



AIR FILTERS



CABIN FILTERS



SPECIAL FILTERS



OIL FILTERS



FUEL FILTERS



AIR FILTERS



CABIN FILTERS



SPECIAL FILTERS

### WIX FILTERS PRODUCT ICONS

These icons may be used in promotional materials.



HEAVY-DUTY-PRODUCT ICONS



Air filters



Cabin filters



Fuel filters



Oil filters



Air filters



Cabin filters



Fuel filters



Oil filters







Air filters



Cabin filters



Fuel filters



Oil filters

Press announcement (A5 horizontal format)

We emphasise filter groups graphically with expressive typography placed in the background (in the English version: AIR, POLLEN, FUEL, LUBE).

We always translate the names of filter groups on drafts into the language in which we create the ad.

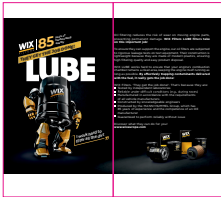
## KEY VISUALS

Generic theme

Vertical



Horizontal



1/2

1/2

The main graphic should take up no less than 50% of the total area.



The minimum margin of the publication is the width or height of the letter "W" with the WIX Filters logo.



The main graphic in vertical advertisements should occupy no less than 2/3 of the total area.

# LAYOUT EXAMPLES

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1200 x 300



1200 x 1200





1200 x 628



POSTER 01



BILLBOARD

**WHEN YOU HAVE ANY DOUBTS  
OR QUESTIONS, CONTACT:  
MAGDALENA.MAY@MANN-HUMMEL.COM**

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MANN+HUMMEL PT Poland  
spółka z ograniczoną  
odpowiedzialnością sp. k

ul. Wrocławska 145  
63-800 Gostyń  
Poland

[www.wix.europa.com](http://www.wix.europa.com)