

Brand Guide hansgrohe

This brand guide governs how to use the logo, images, colours, fonts and other design elements for internal and external presentation of the hansgrohe brand. Together, all of these elements form the visual foundation for the identity of our brand and thereby help to create an unmistakable brand image. Before we can ensure a uniform look for our brand, it is absolutely necessary for everyone to internalise and comply with the specifications in this brand guide.

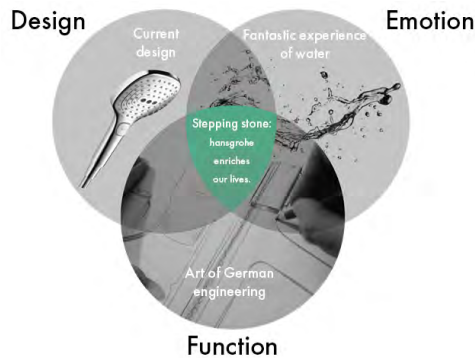
All of these design elements are described in general terms in the hansgrohe [Corporate Design Manual](#) section. The [hansgrohe Touchpoints](#) section features concrete sample applications for each of the defined design elements. Here you will find information about the orientation of the hansgrohe brand.

- [Brand](#)
- [Logo](#)
- [Colours](#)
- [Font](#)

Brand

hansgrohe stands for innovative products which turn water into an experience. This is also reflected in our new brand image. Our new claim reinforces the experience connected to hansgrohe products: "Meet the Beauty of water".

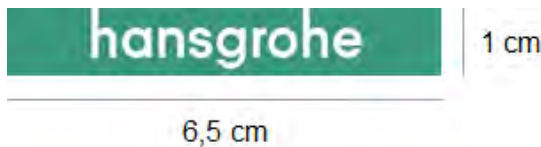
[For more information about the brand click here](#)



Logo

Logo flag (Standard)

The so-called "logo flag" is the standard logo of the hansgrohe brand. It should be integrated into all means of communication whenever possible to ensure the recognition of our brand. The word "hansgrohe" is centred within the logo.



[For more information about the logo click here](#)


Download Logo:

CMYK 95/0/60 /0	Print products, Packaging, Ads	Hansgrohe_800dpi_CMYK .eps hansgrohe_800dpi_Vektor _CMYK.eps Hansgrohe_800dpi_CMYK .jpg
RGB 38/167 /146	PC/Laptop	Hansgrohe_800dpi_RGB. eps Hansgrohe_800dpi_RGB. jpg
Special colour HKS 53	Brochures, POS, trade fair booths	Hansgrohe_800dpi_HKS5 3.eps hansgrohe_800dpi_Vektor _HKS53.eps

Colours

hansgrohe green

hansgrohe green recalls the green forests and meadows of our homeland – the Black Forest. The green hue is also designed to communicate sustainability and clearly sets us apart from the colours of blue and red, which are frequently used in the sanitation sector.

Colour	Colour name	Use	Colour specs
	hansgrohe green	<ul style="list-style-type: none"> • Logo • Green line “towel rod” • NEVER used as font colour or as background 	<ul style="list-style-type: none"> • CMYK 95/0/60/0 • RGB 38/167/146 • Special colour HKS 53 • Special colour Pantone Green C • Web #26A792

[For more information about colours click here](#)

Font

hansgrohe font

FuturaTOT is the standard fonts used in the communications of the hansgrohe brand:

Spelling of hansgrohe

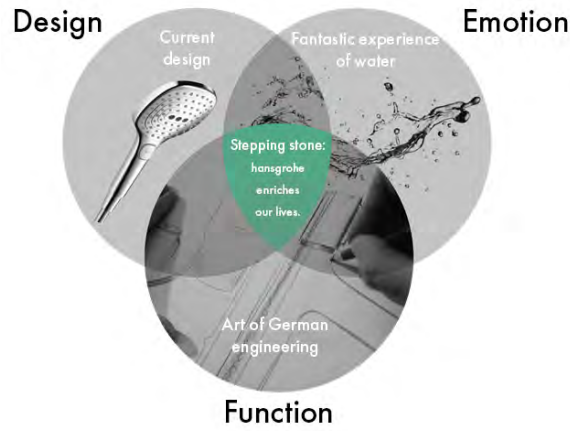
hansgrohe is spelled with a lower-case “h”. The upper-case “H” is reserved for use in the company or group. The brand name is also always spelled as one word and in lower-case letters in the copy. This applies when it begins a new sentence, as well. The same is true for product names.

[For more information about the font click here](#)

hansgrohe Brand Foundation

hansgrohe stands for innovative products which turn water into an experience. This is also reflected in our new brand image. Our new claim reinforces the experience connected to hansgrohe products: "Meet the Beauty of water".

- Brand Story and Promise
- Target Group



Positioning

hansgrohe is a premium brand.
We stand for:

- Excellent Quality
- Modern design
- An eye for Details
- Extraordinary customer benefits

Brand Story and Promise

Brand Story

People have always been attracted by water – by the quiet spring in the forest, the splashing mountain stream or the fountain at the market square. Water is life.

In our day-to-day life we are using water quite self-evidently today – often without even thinking about it. Whether we shower, wash our hands or face, or fill the water kettle for guests.

hansgrohe does everything in the shower, bath and kitchen to return these everyday encounters with water a little bit from their original magic and make them as sensual, joyous and beautiful as possible.

Through optimal designs and functions that have been developed for the experience and thus enrich our everyday life.

Brand Promise

With our passion and the art of German engineering, we develop innovative products which bring joy to our customers and improve their life quality – products for the most demanding tastes.

Brand copy

hansgrohe is a premium brand – a brand with charisma.

Our focus is on the desires and ideas of our users. We think and act from their perspective. Our role in the lives of people: You spend time in the bathroom and kitchen which is particularly important to you – and where you experience meaningful moments with water.

For these moments, hansgrohe is constantly developing new products. This is how we turn water into a fantastic experience. The arguments favouring hansgrohe are more than the rational benefits like the technology and function – they include the enormous emotional added value.

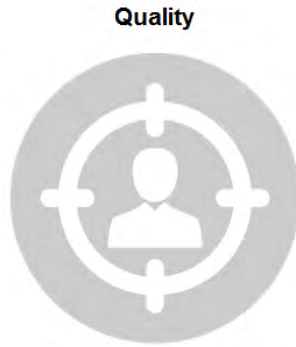
hansgrohe. Meet the beauty of water.

Target Group

We develop our products for quality- and design-conscious people within the middle and upper market segment.



Design



Quality

Ecology minded



Middle/higher income




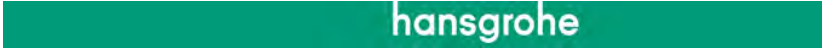
Logo

A logo is the most important hallmark of a company and its brands. It should highlight the meaning of the name and communicate the image of the company or brand. It is the focus of the company's image and appears on its behalf in all visual communications.

- [Versions](#)
- [Logo flag \(Standard\)](#)
 - [Protected area](#)
 - [Placement](#)
 - [Bleed](#)
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 - [Special logo flag versions & colour specs](#)
 - [More Special logo flag versions](#)
 - [More Special logo flag versions \(for internal logo applications\)](#)
- [Logo ribbon \(exceptional cases\)](#)
 - [Protected area](#)
 - [Placement](#)
 - [Bleed](#)
 - [Logo ribbon version & colour specs](#)

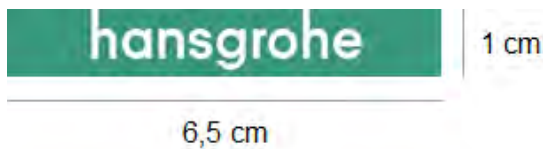
Versions

The logo of the hansgrohe brand is a so-called "wordmark". It is available in two versions, for use as described below.

1) Logo flag (= Standard)	2) Logo ribbon (= Exception)
The wordmark is always used in the form of a "flag".	The wordmark is used in the form of a logo ribbon in exceptional cases.
	

Logo flag (Standard)




The so-called "logo flag" is the standard logo of the hansgrohe brand. It should be integrated into all means of communication whenever possible to ensure the recognition of our brand. The word "hansgrohe" is centred within the logo.



Protected area

The protected area ensures that an element (in this case, the logo) has enough unused space around it to make the best impact.

Sketch	Sizing
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1	<p>Standard</p> 	<p>X = height of the logo</p> <p>Y = Distance between the "e" in the wordmark and the side margin</p> <p>1 x X = protected area of brand</p> <p>1 x X = protected area left, above and below</p> <p>Note: A bleed must be added to print media.</p>
2		
3	<p>Exception</p> 	<p>The protected area around the logo only shrinks to 0.5 x Y for the smallest digital format.</p>

Placement

The logo flag is always right-aligned. It should only be left-aligned in exceptional cases (such as a trade fair booth).

Placement of logo only applies for hansgrohe tools. Once the logo is used with other logos and it isn't possible to place the hansgrohe logo as usual, it is allowed to place the logo in a different way. However the free space around the logo has to be warranted.

Bleed




When producing printed products and advertising, it is often necessary to add a bleed to the logo to avoid the creation of white gaps:

Sketch	To-Do
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- The two occurrences of “h” might need to be extended upward in advertisements
- The green logo flag has to be extended accordingly

Logo flag versions & colour specs

Versions Logo flag	Uses	Colour specs	Samples	Download
1 Logo flag in colour 	Standard version. To be used wherever possible.	CMYK 95 /0/60/0	Print products, Packaging, Ads	Hansgrohe_800dpi_CMYK.eps hansgrohe_800dpi_Vektor_CMYK.eps Hansgrohe_800dpi_CMYK.jpg
		RGB 38 /167/146	PC/Laptop	Hansgrohe_800dpi_RGB.eps Hansgrohe_800dpi_RGB.jpg
		Special colour HKS 53	Brochures, POS, trade fair booths	Hansgrohe_800dpi_HKS53.eps hansgrohe_800dpi_Verkto_r_HKS53.eps
		Special colour Pantone Green C		
		Web #26A792	Website, Online banners	
2 Logo flag in black & white 	Special version. Solely for use in situations in which colour is not an option for reasons of production technology. For example, this version is used for embossing. The white logo surface is embossed, not the black background.	Flag colour 100% black. hansgrohe wording in negative white.		Hansgrohe_800dpi_SW.eps Hansgrohe_800dpi_SW.jpg
3 Logo flag negative 	Special version. Solely for use in situations in which colour (green) is not an option for reasons of production technology. For example, this version is used for branding fixtures. In this case, a black line appropriate to the dimensions and the production technical borders has to be set around the contours.	Flag colour negative white. hansgrohe wording 100% black.		Hansgrohe_kurz_negativ_SW.eps Hansgrohe_kurz_negativ_SW.png

Special logo flag versions & colour specs

	Versions Logo flag	Uses	Colour specs	Samples
1	<p>Logo flag in colour with claim (small claim), positive</p> 	<p>Alternative to standard version. To be used wherever possible.</p> <p>Example field of application: POS: Totem/ Counter top display</p> <p>Necessity of application of logo flag with claim to support the branding of hansgrohe.</p>	<p>CMYK 95 /0/60/0</p> <hr/> <p>RGB 38 /167/146</p>	<p>Print products, Packaging Ads</p> <hr/> <p>PC/Laptop</p>
2	<p>Logo flag in colour with claim (large claim), positive</p> 	<p>Alternative to standard version. To be used wherever possible.</p>	<p>CMYK 95 /0/60/0</p> <hr/> <p>RGB 38 /167/146</p>	<p>Print products, Packaging Ads</p> <hr/> <p>PC/Laptop</p>
3	<p>Logo flag in colour with claim (small claim), negative</p> 	<p>Alternative to standard version. To be used wherever possible.</p>	<p>CMYK 95 /0/60/0</p> <hr/> <p>RGB 38 /167/146</p>	<p>Print products, Packaging Ads</p> <hr/> <p>PC/Laptop</p>
4	<p>Logo flag in colour with claim (large claim), negative</p>	<p>Alternative to standard version.</p>	<p>CMYK 95 /0/60/0</p>	<p>Print products, Packaging Ads</p>

11	BORA - hansgrohe without claim, negative		To be used for all sponsoring activities, with dark background and colours.	CMYK 95 /0/60/0	Print products, Packaging Ads
12	BORA - hansgrohe without claim (wide), negative		To be used for all sponsoring activities, with dark background and colours.	CMYK 95 /0/60/0	Print products, Packaging Ads

More Special logo flag versions

	Versions Logo flag	Uses	Colour Specs	Download
1	Logo flag in colour with claim, size 1 Positive: 	advertising media sizes (4 cm logo length)	RGB CMYK HKS 53	EN: HG_Logo_Claim_EN_X9mm_eciRGB v2.eps DE: HG_Logo_Claim_DE_X9mm_eciRGB v2.eps EN: HG_Logo_Claim_EN_X9mm_ISOv2.eps DE: HG_Logo_Claim_DE_X9mm_ISOv2.eps EN: HG_Logo_Claim_EN_X9mm_HKS53_ISOv2.eps DE: HG_Logo_Claim_DE_X9mm_HKS53_ISOv2.eps
2	Logo flag in colour with claim, size 2 Positive:	Polo shirt (8 cm logo length)	RGB	EN: HG_Logo_Claim_EN_X25mm_eciRGB v2.eps DE: HG_Logo_Claim_DE_X25mm_eciRGB v2.eps

	<p>hansgrohe</p> <p>Meet the beauty of water.</p>		<table border="1"> <tr> <td data-bbox="1258 275 1364 525">CMYK</td> <td data-bbox="1364 275 1498 525"> EN: HG_Logo_Claim_EN_X25mm_ISOv2.eps DE: HG_Logo_Claim_DE_X25mm_ISOv2.eps </td> </tr> <tr> <td data-bbox="1258 525 1364 793">HKS 53</td> <td data-bbox="1364 525 1498 793"> EN: HG_Logo_Claim_EN_X25mm_ISOv2.eps DE: HG_Logo_Claim_DE_X25mm_HKS53_ISOv2.eps </td> </tr> </table>	CMYK	EN: HG_Logo_Claim_EN_X25mm_ISOv2.eps DE: HG_Logo_Claim_DE_X25mm_ISOv2.eps	HKS 53	EN: HG_Logo_Claim_EN_X25mm_ISOv2.eps DE: HG_Logo_Claim_DE_X25mm_HKS53_ISOv2.eps		
CMYK	EN: HG_Logo_Claim_EN_X25mm_ISOv2.eps DE: HG_Logo_Claim_DE_X25mm_ISOv2.eps								
HKS 53	EN: HG_Logo_Claim_EN_X25mm_ISOv2.eps DE: HG_Logo_Claim_DE_X25mm_HKS53_ISOv2.eps								
<p>3</p> <p>Logo flag in colour with claim, size 3</p> <p>Positive:</p>	<p>hansgrohe</p> <p>Meet the beauty of water.</p>	<p>Shower archway (1.20 m logo length)</p>	<table border="1"> <tr> <td data-bbox="1258 793 1364 1060">RGB</td> <td data-bbox="1364 793 1498 1060"> EN: HG_Logo_Claim_EN_X40mm_eciRGBv2.eps DE: HG_Logo_Claim_DE_X40mm_eciRGBv2.eps </td> </tr> <tr> <td data-bbox="1258 1060 1364 1348">CMYK</td> <td data-bbox="1364 1060 1498 1348"> EN: HG_Logo_Claim_EN_X40mm_ISOv2.eps DE: HG_Logo_Claim_DE_X40mm_ISOv2.eps </td> </tr> <tr> <td data-bbox="1258 1348 1364 1633">HKS 53</td> <td data-bbox="1364 1348 1498 1633"> EN: HG_Logo_Shower_Mixers_X25mm_HKS53_ISOv2.eps DE: HG_Logo_Claim_DE_X40mm_HKS53_ISOv2.eps </td> </tr> </table>	RGB	EN: HG_Logo_Claim_EN_X40mm_eciRGBv2.eps DE: HG_Logo_Claim_DE_X40mm_eciRGBv2.eps	CMYK	EN: HG_Logo_Claim_EN_X40mm_ISOv2.eps DE: HG_Logo_Claim_DE_X40mm_ISOv2.eps	HKS 53	EN: HG_Logo_Shower_Mixers_X25mm_HKS53_ISOv2.eps DE: HG_Logo_Claim_DE_X40mm_HKS53_ISOv2.eps
RGB	EN: HG_Logo_Claim_EN_X40mm_eciRGBv2.eps DE: HG_Logo_Claim_DE_X40mm_eciRGBv2.eps								
CMYK	EN: HG_Logo_Claim_EN_X40mm_ISOv2.eps DE: HG_Logo_Claim_DE_X40mm_ISOv2.eps								
HKS 53	EN: HG_Logo_Shower_Mixers_X25mm_HKS53_ISOv2.eps DE: HG_Logo_Claim_DE_X40mm_HKS53_ISOv2.eps								
<p>4</p> <p>Logo flag in colour with sub-line Showers & Mixers, size 1</p> <p>Positive:</p>	<p>hansgrohe</p> <p>Showers & Mixers</p>	<p>To be used only for sponsoring activities</p>	<table border="1"> <tr> <td data-bbox="1258 1633 1364 1738">RGB</td> <td data-bbox="1364 1633 1498 1738"> HG_Logo_Shower_Mixers_X6mm_eciRGBv2.eps </td> </tr> <tr> <td data-bbox="1258 1738 1364 1843">CMYK</td> <td data-bbox="1364 1738 1498 1843"> HG_Logo_Shower_Mixers_X6mm_ISOv2.eps </td> </tr> <tr> <td data-bbox="1258 1843 1364 1950">HKS 53</td> <td data-bbox="1364 1843 1498 1950"> HG_Logo_Shower_Mixers_X6mm_HKS53_ISOv2.eps </td> </tr> </table>	RGB	HG_Logo_Shower_Mixers_X6mm_eciRGBv2.eps	CMYK	HG_Logo_Shower_Mixers_X6mm_ISOv2.eps	HKS 53	HG_Logo_Shower_Mixers_X6mm_HKS53_ISOv2.eps
RGB	HG_Logo_Shower_Mixers_X6mm_eciRGBv2.eps								
CMYK	HG_Logo_Shower_Mixers_X6mm_ISOv2.eps								
HKS 53	HG_Logo_Shower_Mixers_X6mm_HKS53_ISOv2.eps								



Protected area

s. a. protected area logo flag.

X = minimum protected area below – the remaining protected area is not relevant here.

Placement

The logo ribbon is always to be placed at the upper edge.

Bleed

s. a. bleed logo flag.

Sketch	To-Do
	<ul style="list-style-type: none"> The two occurrences of "h" and the green colour has to be extended upward The green logo ribbon has to be extended to the left and right

Logo ribbon version & colour specs

	Versions Logo ribbon	Uses	Colour specs	Samples	Downl
1	Logo ribbon in colour 	Standard version of the logo ribbon. To be used wherever possible.	CMYK 95 /0/60/0 RGB 38 /167/146 Special colour HKS 53 Special colour Pantone Green C Web #26A792	Print products, Ads PC/Laptop Brochures, POS, trade fair booths	HG_Log MYK_2000.eps HG_Log GB_2000.eps

Claim

A claim (or slogan) is a short, catchy phrase linked to the company or a brand. A claim can support the positioning of a company or brand or communicate product benefits or the mission, or any or all of the above.

hansgrohe Claim

Whether soothing moments after a long workday, relaxation after a sweaty run or the simple pleasure of a refreshing rinse, our claim embodies the things we want to offer our customers each day anew: the loveliest moments with water. This is the benchmark by which we measure the development of all of our products.

Spelling

	Versions	Defi
1	Standard <p>Meet the beauty of water.</p>	Font ra TC Spell <ul style="list-style-type: none"> • • •
2	Standard with line break <p>Meet the beauty of water.</p>	If the not e room show single the si can e put o two li Make in thi that t length the tv lines optic harm

3	<p>In copy</p> <p>Meet the beauty of water.</p>	<p>Font ra TC Regu (gem Copy</p> <p>Spell</p> <ul style="list-style-type: none">••
4	<p>With addition of hansgrohe</p> <p>hansgrohe. Meet the beauty of water.</p>	<p>Font ra TC</p> <p>Spell</p> <ul style="list-style-type: none">•••••

Claim international: Translations

Language	Claim
German	Die schönsten Momente mit Wasser.
English	Meet the beauty of water.
French	L'eau dans toute sa beauté.
Chinese	浴见水, 邂逅美
Italian	La bellezza dell'acqua.
Netherlands	Meet the beauty of water.
Russian	Meet the beauty of water.
Spanish	Descubre la belleza del agua.
Mexico/LAM	Meet the beauty of water.
Turkish	Meet the beauty of water.

Claim chinese: Spelling

	Varianten	Definition
1	Standard	Font: /Bold Spelling: There is a “,” between the word “”and “” always.

2	Standard with line break	<p>Font</p> <p>same as standard version</p> <p>Spelling</p> <p>Never break in different lines.</p>
3	In copy	<p>Font:</p> <p>/</p> <p>Spelling:</p> <p>There is a “,” between the word “”and “” always.</p>
4	With addition of hansgrohe	<p>Font</p> <p>/ Bold</p> <p>Spelling</p> <p>The Chinese word of hansgrohe “” is placed after brand claim. There is a dash between brand claim and hansgrohe.</p>

Font and language style

Like the logo, the font (or typography) is a critical factor in the recognition value of a company or brand. Since associations with a font are automatically carried over to the company or brand, the font has to match the character and personality of the brand.

- [hansgrohe font](#)
 - [Futura TOT \(Standard\)](#)
 - [Arial \(exceptional cases\)](#)
- [Register sign ®](#)
- [Bilingual](#)
- [Spelling of hansgrohe](#)
- [Language style](#)

hansgrohe font

There are two different fonts used in the communications of the hansgrohe brand:

1) Futura TOT (= standard)	2) Arial (= exceptional cases)
The Futura TOT font is always used.	The Arial system font is only employed in exceptional cases.

Futura TOT (Standard)

Our company font, Futura TOT (designed by URW++), represents modernity and precision. It is widely used internationally.

	Font style	Definition
1	<p>Futura TOT Regular</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>0123456789 (.,:;!?"')€+*</p>	<p>Font: Futura TOT Regular</p> <p>Application: Sublines, copy, e.g..</p> <ul style="list-style-type: none"> • Catalogues • Brochures • Flyers <p>Font colour:</p> <ul style="list-style-type: none"> • White on background images • Black when there is no image in the background
2	<p>Futura TOT Medium</p> <p>ABCDEFGHIJKLMNOPQRSTUVWXYZ</p> <p>abcdefghijklmnopqrstuvwxyz</p> <p>0123456789 (.,:;!?"')€+*</p>	<p>Font: Futura TOT Medium</p> <p>Application: Headlines, URLs</p> <p>Font colour:</p> <ul style="list-style-type: none"> • White on background images, e.g. <ul style="list-style-type: none"> • Catalogues • Ads • Banners • Web (when possible) • Black, when there is no image in the background, e.g. <ul style="list-style-type: none"> • Catalogue interior • Advertising • Office equipment

3	<p>Futura TOT Bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 (.,:;!?" ,,)€+*</p>	<p>Font: Futura TOT Bold Application: Claim, Headlines</p> <p>Font colour:</p> <ul style="list-style-type: none"> • White on background images, e.g. <ul style="list-style-type: none"> • Catalogues • Ads • Banners • Web (when possible) • Black, when there is no image in the background, e.g. <ul style="list-style-type: none"> • Catalogue interior • Advertising • Office equipment
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Arial (exceptional cases)

The Arial system font is only employed in exceptional cases.

	Font style	Definition
1	<p>Exception</p> <p>Arial ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789 (.,:;!?" ,,) €+*</p>	<p>Font: Arial Application: When the Futura TOT font cannot be used, e.g.</p> <ul style="list-style-type: none"> • PowerPoint • Web <p>Font colour:</p> <ul style="list-style-type: none"> • White on background images • Black when there is no image in the background

Register sign ®

- Only used within headlines
- Only used within product lines (e.g. Metropol®, Raindance®, ...)
- Not used within technologies and spray types (EcoSmart, PowderRain, ...)

Bilingual

If a tool is bilingual, the second language stays at the same font and size but will be displayed in 75% black.

Spelling of hansgrohe

hansgrohe is spelled with a lower-case "h". The upper-case "H" is reserved for use in the company or group. The brand name is also always spelled as one word and in lower-case letters in the copy. This applies when it begins a new sentence, as well. The same is true for product names.

	Case	Application	Spelling
1	In the copy	Lorem ipsum dolor sit amet, hansgrohe nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.	lower-case
2	After a full stop	Lorem ipsum dolor sit amet, consectetuer adipiscing elit. hansgrohe ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy	lower-case

3	In product names	hansgrohe Talis Select S basin mixer 80 with pop-up waste	lower-case
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Language style

Tonality, language, speech:

- Empathic, not stiff
- Emotional, not kitschy
- Positive, not over doing
- Excited, not exaggerating

Colours

Colours can trigger different allure, feelings and sensations in the observer. They are also used for labelling purposes and, like the logo and font, contribute to the recognition value of a company or brand.

- [hansgrohe green](#)
- [Accent colours](#)



hansgrohe green

hansgrohe green recalls the green forests and meadows of our homeland – the Black Forest. The green hue is also designed to communicate sustainability and clearly sets us apart from the colours of blue and red, which are frequently used in the sanitation sector.

Colour	Colour name	Use	Colour specs
	hansgrohe green	<ul style="list-style-type: none"> • Logo • Green line “towel rod” • NEVER used as font colour or as background 	<ul style="list-style-type: none"> • CMYK 95/0/60/0 • RGB 38/167/146 • Special colour HKS 53 • Special colour Pantone Green C • Web #26A792

Accent colours

As the name suggests, these colours are used to accent. These are our signal colours and they are only used for clearly defined target groups or campaigns.

Colour	Colour name	Use	Colour specs
	Blackberry	<ul style="list-style-type: none"> • Design elements for B2B communication • NEVER used as font colour 	CMYK 24/100/57/11 RGB 176/10/68 No special colour WEB #B00A44
	Orange	<ul style="list-style-type: none"> • Campaign colour in B2B communication for launches, promotions and campaigns • NEVER used as font colour 	CMYK 0/50/100/0 RGB 246/163/5 No special colour WEB #F6A305

Visual style

Images are extremely important for communication. They are often the eye-catchers in good communication, because they help set it apart from the masses. They trigger emotions, they can surprise the observers or whet their appetites for more.


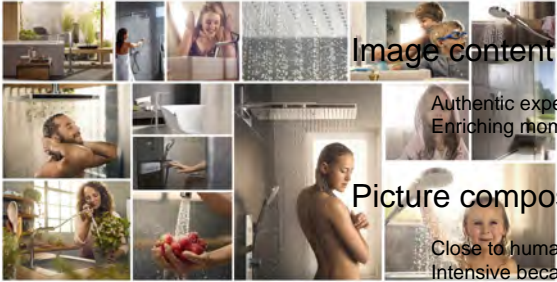
- Visual imagery
 - Comparison (old/new)
 - Emotionalization
 - Image content
 - Picture composition
 - Picture language
 - Picture categories
- Combination of branding visuals and logo flag
- Varied applications

Visual imagery

Our photos show premium lifestyle products staged for emotional appeal. Warm tones underline the feeling of home and security, even when our products are encountered in high-end hotels. Our images are full of life and customer-orientated.

Comparison (old/new)

Emotionalization

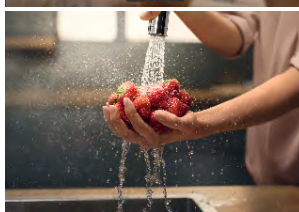
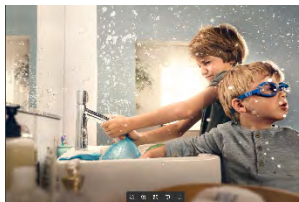
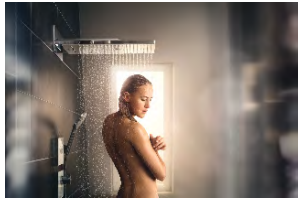
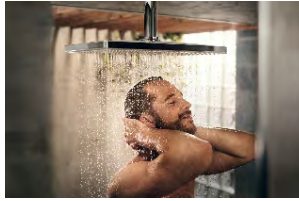
Old	New	<ul style="list-style-type: none"> • For more relevance and preference at the end customer • To strengthen the emotional benefit of the brand • For more likeability, confidence and commitment
	 <p style="text-align: center;">Image content</p> <p style="text-align: center;">Authentic experiences with water Enriching moments in the middle of life</p> <p style="text-align: center;">Picture composition</p> <p style="text-align: center;">Close to humans, close to water Intensive because close to the happening The products are visible – but they do not push too much into the foreground</p>	
Engineering product Rational Reduced / Cold Function oriented Product = HERO	Premium-Lifestyle product Emotional Warm / Rich of life Consumer-life-oriented Customer = HERO	<ul style="list-style-type: none"> • Warm colours • Play with sharpness and blur • Top quality, without losing authenticity

Picture categories

Category	Example	Implementation

Main Visuals

Sideshots



Main Visuals: Use in high-impact media to establish the brand idea. E.g. Brand Campaign

© by the end of 2018 including all media - except TV and cinema

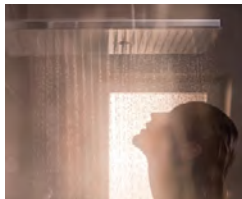
Sideshots: Use for communication measure

e.g. Website, brochure

[picture overview branding hansgrohe](#)

AXOR

hansgrohe



Ambience

Emotional



Ambience: Photography with a lot of environment for better visualization of our products in the environment. Please distinguish three ambiances: Modern, Classic, Avantgarde

Example: Catalogue

© unlimited

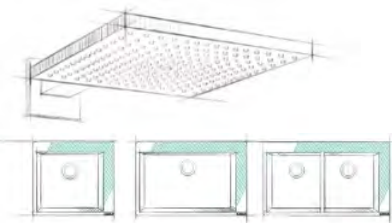
Emotional: Generic water staging and detailing for the establishment of the category and world.

Example: Exhibition

[picture overview hansgrohe modern](#)

[picture overview hansgrohe classic](#)

[picture overview hansgrohe avantgarde](#)

<p>Product in function</p>		<p>Product in function: Photography with a focus of using the products for visualization of handling.</p> <p>Examples: catalogue, brochure</p>
<p>Design</p>		<p>Design Scribbles: Handbooks for explaining aspects of design.</p> <p>Examples: Catalogue</p> <p>picture overview design scribbles</p>
<p>Product cut-outs</p> <p>Perspective</p>		<p>Product cut-outs: Cut-out images for the presentation and sale of the product.</p> <p>Examples: catalog, onlineshops, etc.</p> <p>Perspective: Top view of the products</p>

Information: Please use the Recherche Client for downloading the pictures.

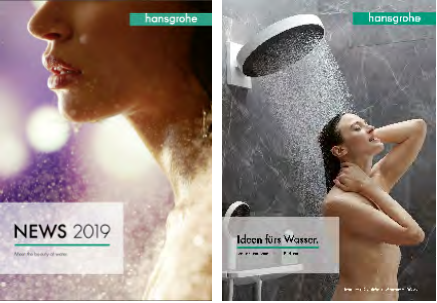

Combination of branding visuals and logo flag

Please consider the chapter [logo positioning](#) if you combine a new branding visual and the logo flag.



Varied applications

The new branding visuals are used for print media, POS, exhibitions, eCommerce, eMail and Newsletters. Below you can see some application examples and usage conditions.

Application example	Usage conditions
<p>Print Media: e.g. ISH Journal, Brochure</p>  <p>Sales Manual</p> 	<p>ISH Journal: Title and subtitle are positioned on a white surface. The subtitle corresponds to the brand claim.</p> <p>If necessary, use trimmed size of the branding visual. The emotional message does not get lost.</p> <p>If you want to set focus on specific product details, complement the ambience picture with close-ups and product in function images.</p>

<p>POS</p> 	<p>Please note special rules for positioning the two main visuals with kids:</p> <p>It is not allowed to place the mentioned pictures at the bottom-area of displays and wall designs. (valid for POS and exhibitions)</p>
<p>eCommerce</p> 	<p>Illustrating brand visuals is also intended in eCommerce as well as for print media and POS.</p> <p>Please combine one of the brand visuals with logo flag, the hansgrohe brand promise and the quality pictogram.</p> <p>The template on the left is always the opening of the product description in eCommerce shops. Beneath follow specific product features.</p>
<p>Exhibition</p> 	<p>Branding visuals are also shown at exhibitions to establish the brand idea of hansgrohe.</p>
<p>Header E-Mail Newsletter</p> 	<p>The header of E-Mail Newsletters is provided with the new ambience pictures and logo flag. (Dimension 600x300)</p>
<p>E-Mail Footer</p> 	<p>hansgrohe E-Mail footers include current message and the logo flag.</p>

Materials

Paper

Paper appeals to the senses, first visually and then haptically. It can communicate a high level of quality and increase recognition value.

- [Paper](#)
- [hansgrohe paper](#)

hansgrohe paper

The following chart defines and describes the types of paper used for print products for the hansgrohe brand. Should one be forced to use another type of paper, it should always have an FSC stamp. Every print shop has its own FSC stamp, and the print inquiry should always request it. That print shop can then stamp the reverse of the printed product.

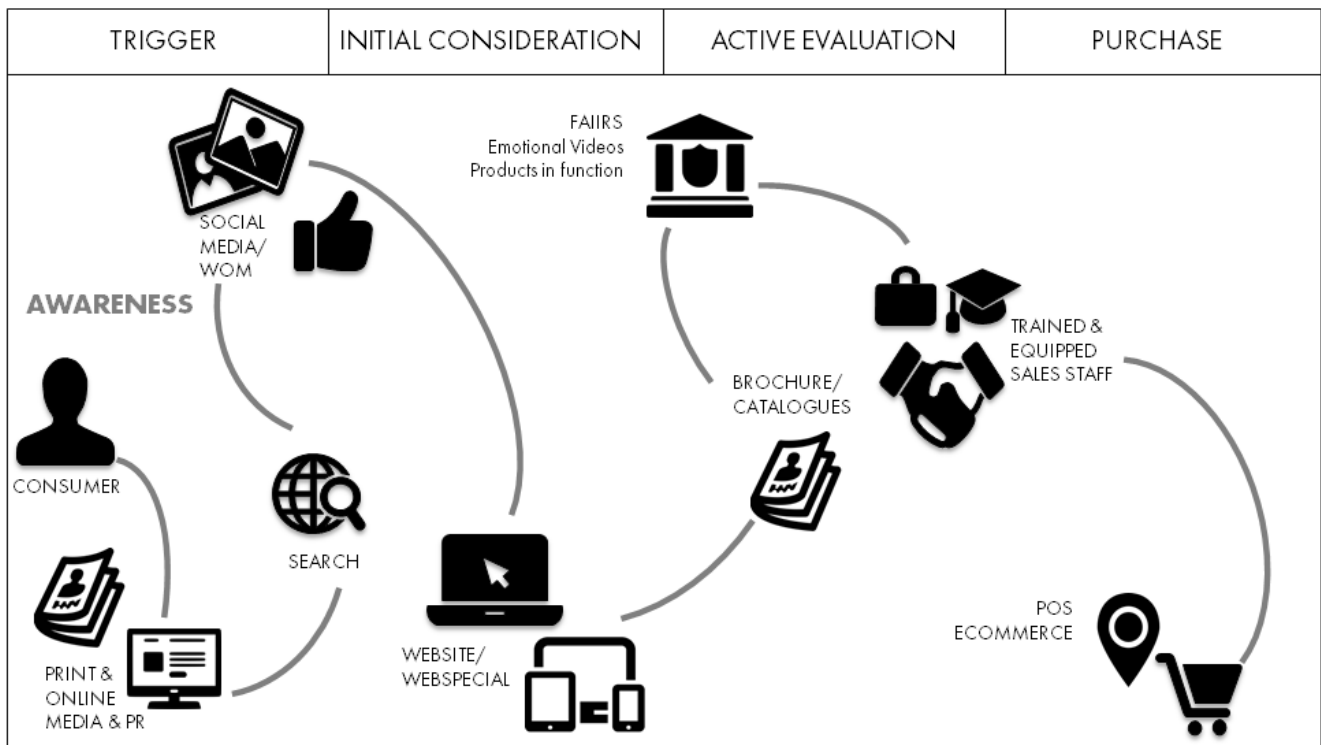
	Use		Paper	Paper (alternative/general)
1	Catalogues	Interior: 150 g/m ² Cover: 300 g/m ²	<ul style="list-style-type: none"> • Finesse Silk (UPM, Igepa, Papyrus) • Hello matt (German paper) 	<ul style="list-style-type: none"> • Printed photos, bleached without chlorine (TCF) • Matte • Woodfree • Special coating • Paper densities of 80 to 300 g/m² • FSC stamp
2	Brochures	Interior: 150 g/m ² Cover: 250 g/m ²		
3	Airmail	80 - 90 g/m ²		
4	Flyers	100 - 110 g/m ²		
5	Leaflets (4-8 pages)	200 g/m ²		
6	Postcards	250 g/m ²		
7	Invitation cards	250 g/m ²		
8	In-house paper (copies, letters etc.)	80 g/m ²	<ul style="list-style-type: none"> • Recycled paper from 100% recovered fibre • Matte, white • Starched • Age-resistant 	

hansgrohe Touchpoints

Here you will find an overview of all typical hansgrohe communication tools and platforms.

The **general sizing**, at least one **concrete example** of usage and the related **“don’ts”** are shown for each communication tool. The usage regulations and important rules for dealing with the most typical platforms are explained under Social media.

Customer Journey



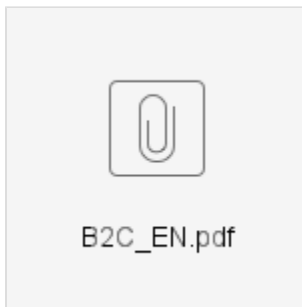
Ads

To promote its products, the brand hansgrohe uses print advertisements in trade journals, home and leisure magazines and architecture journals. Advertisements must be able to compete for attention in a visually busy environment. In order to catch the reader's eye, sufficient space has to be dedicated to the image, and the combination of image and headline must be just right to get the reader's attention. Therefore, advertisements must also follow defined rules on brand design.

Format: horizontal and vertical possible

B2C

Example:



B2C

with product messages

Example:



B2B

Example:



Too see all ads click here:

[Ordering ads](#)

Flyers & posters

Here you will find examples for the most common poster and flyer size.

- Sizing
 - DIN Long
 - DIN A6
 - DIN A5
 - DIN A4
 - DIN A3
 - DIN A1
 - DIN A0
 - CLP (City Light Poster)
 - 18/1 (Billboards)
- Application
 - DIN Long
 - DIN A6
 - DIN A5
 - DIN A4
 - DIN A3
 - DIN A1
 - DIN A0
 - CLP (City Light Poster)
 - 18/1 (Billboards)

Sizing

DIN Long

Comment: The height X of the logo in format DIN A4 is the starting point for the formats DIN Long, DIN A6, DIN A5.



Element	Dimensions
Poster	DIN Long, portrait
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)

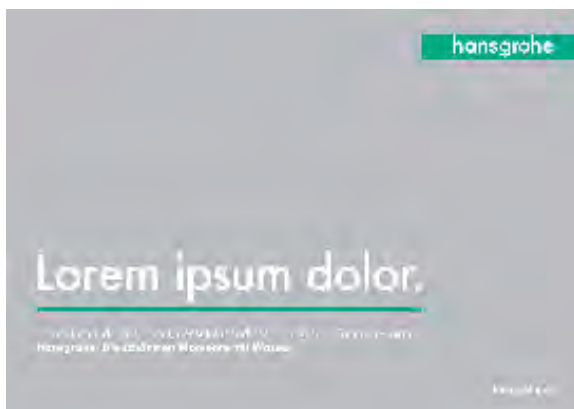


Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to the title image • Font size at least as large as logo lettering (min. 24pt / max. 32 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together. • Font: Futura TOT Med • Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 6 pt / max. 9 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases. • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Download	DIN Lang Hochformat.zip

Landscape format



Element	Dimensions
Poster	DIN Long, landscape
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to the title image • Font size at least as large as logo lettering (min. 24 pt / max. 54 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together. • Font: Futura TOT Med • Mixed upper-case and lower-case letters



Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 8 pt / max. 13 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases. • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Download	DIN Lang Querformat.zip

DIN A6

Comment: The height X of the logo in format DIN A4 is the starting point for the formats DIN Long, DIN A6, DIN A5.

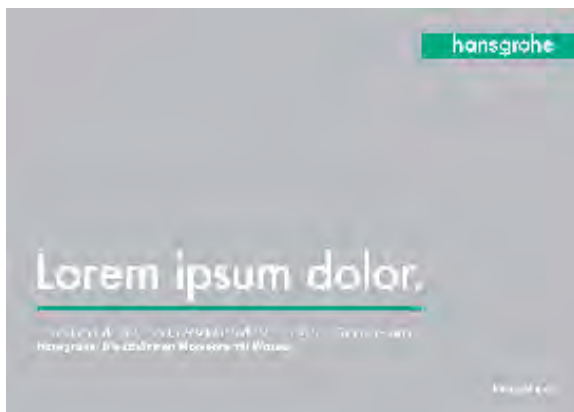
Portrait format



Element	Dimensions
Poster	DIN A6, portrait
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to title image • Font size at least as large as logo lettering (min. 18 pt / max. 32 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together. • Font: Futura TOT Med • Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 7 pt / max. 9 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Scaling	The sizes can be scaled proportionately in formats A5 and A6. Format DIN A4 is the starting point for the scaling

Download [DIN A6 Hochformat.zip](#)

Landscape format



Element	Dimensions
Poster	DIN A6, landscape
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> Font size corresponding to title image Font size at least as large as logo lettering (min. 20 pt / max. 40 pt) Headline no more than two lines Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together. Font: Futura TOT Med Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> 1/3 to 1/2 times as large as the headline (min. 7 pt / max. 9 pt) Leading of 110% of font size Exception: The subline may be reduced to 25% of the headline size in exceptional cases Font: Futura TOT Reg Mixed upper-case and lower-case letters
Scaling	The sizes can be scaled proportionately in formats A5 and A6. Format DIN A4 is the starting point for the scaling
Download	DIN A6 Querformat.zip

DIN A5

Comment: The height X of the logo in format DIN A4 is the starting point for the formats DIN Long, DIN A6, DIN A5.

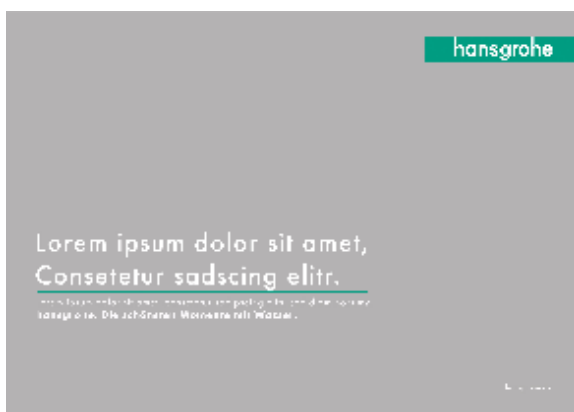
Portrait format

Element	Dimensions
Poster	DIN A5, portrait



Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> Font size corresponding to title image Font size at least as large as logo lettering (min. 25 pt / max. 46 pt)
Subline	<ul style="list-style-type: none"> 1/3 to 1/2 times as large as the headline (min. 9 pt / max. 13 pt) Leading of 110% of font size <u>Exception:</u> The subline may be reduced to 25% of the headline size in exceptional cases
Scaling	<p>The sizes can be scaled proportionately in formats A5 and A6. Format DIN A4 is the starting point for the scaling</p>
Download	<p>DIN A5 Hochformat.zip</p>

Landscape format



Element	Dimensions
Poster	DIN A5, landscape
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained



Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> Font size corresponding to title image Font size at least as large as logo lettering (min. 30 pt / max. 56 pt) Headline no more than two lines Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together. Font: Futura TOT Med Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> 1/3 to 1/2 times as large as the headline (min. 9 pt / max. 13 pt) Leading of 110% of font size Exception: The subline may be reduced to 25% of the headline size in exceptional cases Font: Futura TOT Reg Mixed upper-case and lower-case letters
Scaling	<p>The sizes can be scaled proportionately in formats A5 and A6. Format DIN A4 is the starting point for the scaling</p>
Download	<p>DIN A5 Querformat.zip</p>

DIN A4

Portrait format



Element	Dimensions
Poster	DIN A4, portrait
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> Width: according to copy length (longer lines)



Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to title image • Font size at least as large as logo lettering (min. 36 pt / max. 65 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together. • Font: Futura TOT Med • Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 12 pt / max. 20 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> • Left-aligned ragged margin • Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	<p>The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.</p>
Download	<p>DIN A4 Hochformat.zip</p>

Landscape format



Element	Dimensions
Poster	DIN A4, landscape
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained



	<ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to title image • Font size at least as large as logo lettering (min. 52 pt / max. 92 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together • Font: Futura TOT Med • Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 19 pt / max. 30 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> • Exception: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 70 pt • Left-aligned ragged margin • Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.
Download	DIN A3 Hochformat.zip

Landscape format

Element	Dimensions
Poster	DIN A3, landscape



Logo and protected area	<p>X = logo height Y = distance between the “e” in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line “towel rod”	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)
Headline	<p>Z = Density of “l” in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to title image • Font size at least as large as logo lettering (min. 65 pt / max. 113 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together • Font: Futura TOT Med • Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 22 pt / max. 33 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> • Exception: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 70 pt • Left-aligned ragged margin • Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	<p>The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.</p>
Download	<p>DIN A3 Querformat.zip</p>

Portrait format



Element	Dimensions
Poster	DIN A1, portrait
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> Font size corresponding to title image Font size at least as large as logo lettering (min. 104 pt / max. 185 pt) Headline no more than two lines Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together Font: Futura TOT Med Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> 1/3 to 1/2 times as large as the headline (min. 38 pt / max. 52 pt) Leading of 110% of font size Exception: The subline may be reduced to 25% of the headline size in exceptional cases Font: Futura TOT Reg Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> Exception: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 70 pt Left-aligned ragged margin Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> 10% smaller than subline Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> 10% smaller than subline Font: Futura TOT Med
Background	The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.

Download [DIN A1 Hochformat.zip](#)

Landscape format



Element	Dimensions
Poster	DIN A1, landscape
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> Font size corresponding to title image Font size at least as large as logo lettering (min. 130 pt / max. 225 pt) Headline no more than two lines Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together Font: Futura TOT Med Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> 1/3 to 1/2 times as large as the headline (min. 44 pt / max. 60 pt) Leading of 110% of font size Exception: The subline may be reduced to 25% of the headline size in exceptional cases Font: Futura TOT Reg Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> Exception: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 70 pt Left-aligned ragged margin Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> 10% smaller than subline Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> 10% smaller than subline Font: Futura TOT Med

Background	The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.
Download	DIN A1 Querformat.zip

DIN A0

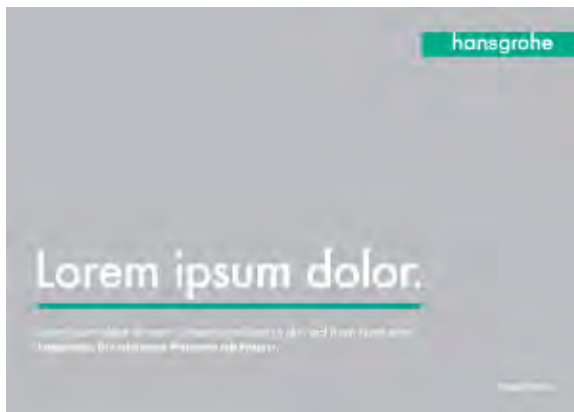
Portrait format



Element	Dimensions
Poster	DIN A0, portrait
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> Font size corresponding to title image Font size at least as large as logo lettering (min. 147 pt / max. 260 pt) Headline no more than two lines Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together Font: Futura TOT Med Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> 1/3 to 1/2 times as large as the headline (min. 54 pt / max. 74 pt) Leading of 110% of font size Exception: The subline may be reduced to 25% of the headline size in exceptional cases Font: Futura TOT Reg Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> Exception: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 70 pt Left-aligned ragged margin Balance copy length optically (two lines if necessary)

Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.
Download	DIN A0 Hochformat.zip

Landscape format



Element	Dimensions
Poster	DIN A0, landscape
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to title image • Font size at least as large as logo lettering (min. 184 pt / max. 320 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together • Font: Futura TOT Med • Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 62 pt / max. 80 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases • Font: Futura TOT Reg • Mixed upper-case and lower-case letters

Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> • <u>Exception</u>: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 70 pt • Left-aligned ragged margin • Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.
Download	DIN A0 Querformat.zip

CLP (City Light Poster)

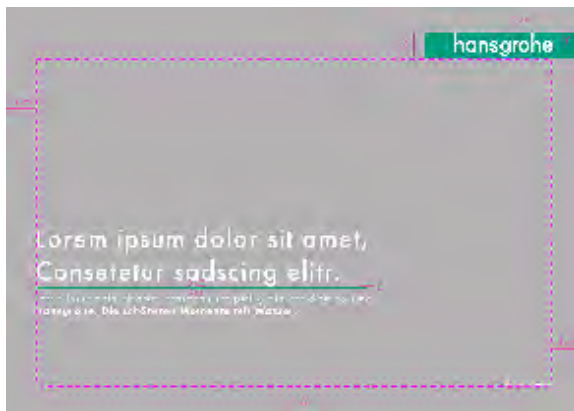


Element	Dimensions
CLP	118,5 x 175 cm
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)
Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to title image • Font size at least as large as logo lettering (min. 235 pt / max. 375 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together • Font: Futura TOT Med • Mixed upper-case and lower-case letters



Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 78 pt / max. 120 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> • Exception: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 300pt • Left-aligned ragged margin • Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.
Download	CLP.zip

18/1 (Billboards)



Element	Dimensions
18/1	356 x 252 cm
Logo and protected area	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)



Headline	<p>Z = Density of "l" in the headline</p> <ul style="list-style-type: none"> • Font size corresponding to title image • Font size at least as large as logo lettering (min. 89 pt / max. 172 pt) • Headline no more than two lines • Leading of 100 - 120% of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together • Font: Futura TOT Med • Mixed upper-case and lower-case letters
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 25 pt / max. 35 pt) • Leading of 110% of font size • Exception: The subline may be reduced to 25% of the headline size in exceptional cases • Font: Futura TOT Reg • Mixed upper-case and lower-case letters
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> • Exception: 2 x Z = for handlines with no descenders (gpq etc.) and a font size of at least 150pt • Left-aligned ragged margin • Balance copy length optically (two lines if necessary)
Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	<p>The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.</p>
Download	<p>18-1_Plakat.zip</p>

Application

DIN Long

Portrait format



DIN Lang. portrait
105 x 210 mm

Logo
H: 6 mm (**X**)
W: 39 mm

Distance above: 6 mm
Distance below: 198 mm
Distance between the "e" in the wordmark and the side margin: 7,1 mm (**Y**)

Protected area
Above: 12 mm
Below: 7,1 mm
Right: 7,1 mm
Left: 7,1 mm
Logo: 6 mm

Green line "towel rod"
Height: 0,8 mm
Width: Matches length of text

Headline
Font size: 24 pt
Leading: 100 %
Thickness of "I": 0,8 mm (**Z**)

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline
Font size: 6 pt
Leading: 110 %

Font: Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline
Vertical: Distance between text and green line of 2,4 mm
Horizontal: left-aligned ragged margin balance length of text optically (two lines if necessary)

Claim
Font size: 5,4 pt
Font: Futura TOT Bold

URL
Font size: 5,4 pt
Font: Futura TOT Med

Background
Image taken out of focus

Landscape format

AXOR

hansgrohe



DIN Lang. landscape
210 mm x 105 mm

Logo
H: 9 mm (**X**)
W: 58,4 mm

Distance above: 9 mm
Distance below: 87 mm
Distance between the "e" in the wordmark and the side margin: 10,6 mm (**Y**)

Protected area
Above: 18 mm
Below: 10,6 mm
Right: 10,6 mm
Left: 10,6 mm
Logo: 9 mm

Green line "towel rod"
Height: 0,8 mm
Width: Matches length of text

Headline
Font size: 24 pt
Leading: 100 %
Thickness of "I": 0,8 mm (**Z**)

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline
Font size: 8 pt
Leading: 110 %
Font: Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline
Vertical: Distance between text and green line of 2,4 mm
Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim
Font size: 7,2 pt
Font: Futura TOT Bold

URL
Font size: 7,2 pt
Font: Futura TOT Med

Background
Image taken out of focus

DIN A6

Portrait format

AXOR

hansgrohe



DIN A6, portrait
105 x 148 mm

Logo
H: 6 mm (**X**)
W: 39 mm

Distance above: 6 mm
Distance below: 136 mm
Distance between the "e" in the wordmark and the side margin: 7,1 mm (**Y**)

Protected area
Above: 12 mm
Below: 7,1 mm
Right: 7,1 mm
Left: 7,1 mm
Logo: 6 mm

Green line "towel rod"
Height: 0,7 mm
Width: Matches length of text

Headline
Font size: 18 pt
Leading: 100 %
Thickness of "I": 0,7 mm (**Z**)

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline
Font size: 7 pt
Leading: 110 %

Font: Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline
Vertical: Distance between text and green line of 2,1 mm
Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim
Font size: 6,3 pt
Font: Futura TOT Bold

URL
Font size: 6,3 pt
Font: Futura TOT Med

Background
Image taken out of focus

Landscape format

AXOR

hansgrohe



DIN A6, landscape
148 mm x 105 mm

Logo
H: 6 mm (**X**)
W: 39 mm

Distance above: 6 mm
Distance below: 93 mm
Distance between the "e" in the wordmark and the side margin: 7,1 mm (**Y**)

Protected area
Above: 12 mm
Below: 7,1 mm
Right: 7,1 mm
Left: 7,1 mm
Logo: 6 mm

Green line "towel rod"
Height: 0,7 mm
Width: Matches length of text

Headline
Font size: 20 pt
Leading: 100 %
Thickness of "I": 0,7 mm (**Z**)

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline
Font size: 7 pt
Leading: 110 %
Font: Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline
Vertical: Distance between text and green line of 2,1 mm
Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim
Font size: 6,3 pt
Font: Futura TOT Bold

URL
Font size: 6,3 pt
Font: Futura TOT Med

Background
Image taken out of focus

DIN A5

Portrait format

AXOR

hansgrohe



DIN A5, portrait
148 x 210 mm

Logo
H: 9 mm **(X)**
W: 58,4 mm

Distance above: 9 mm
Distance below: 192 mm
Distance between the "e" in the wordmark and the side margin: 10,6 mm
(Y)

Protected area
Above: 18 mm
Below: 10,6 mm
Right: 10,6 mm
Left: 10,6 mm
Logo: 9 mm

Green line "towel rod"
Height: 0,9 mm
Width: Matches length of text

Headline
Font size: 25 pt
Leading: 100 %
Thickness of "I": 0,9 mm **(Z)**

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline
Font size: 9 pt
Leading: 110 % Schrift:

Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline
Vertical: Distance between text and green line of 2,7 mm
Horizontal: left-aligned ragged margin balance length of text optically
(two lines if necessary)

Claim
Font size: 8,1 pt
Font: Futura TOT Bold

URL
Font size: 8,1 pt
Font: Futura TOT Med

Background
Image taken out of focus

Landscape format

DIN A5, landscape
210 mm x 148 mm

Logo
H: 9 mm **(X)**
W: 58,4 mm



Distance above: 9 mm
 Distance below: 130 mm
 Distance between the "e" in the wordmark and the side margin: 10,6 mm
(Y)

Protected area

Above: 18 mm
 Below: 10,6 mm
 Right: 10,6 mm
 Left: 10,6 mm
 Logo: 9 mm

Green line "towel rod"

Height: 0,9 mm
 Width: Matches length of text

Headline

Font size: 30 pt
 Leading: 100 %
 Thickness of "I": 0,9 mm **(Z)**

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Font size: 9 pt
 Leading: 110 %
 Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 2,7 mm
 Horizontal: left-aligned ragged margin balance length of text optically
 (two lines if necessary)

Claim

Font size: 8,1 pt
 Font: Futura TOT Bold

URL

Font size: 8,1 pt
 Font: Futura TOT Med

Background

Image taken out of focus

DIN A4

Portrait format



DIN A4, portrait

210 x 297 mm

Logo

H: 12,5 mm (X)

W: 81,2 mm

Distance above: 12,5 mm

Distance below: 272 mm

Distance between the "e" in the wordmark and the side margin: 14,8 mm (Y)

Protected area

Above: 25 mm

Below: 14,8 mm

Right: 14,8 mm

Left: 14,8 mm

Logo: 12,5 mm

Green line "towel rod"

Height: 1,3 mm

Width: Matches length of text

Headline

Font size: 36 pt

Leading: 100 %

Thickness of "l": 1,3 mm (Z)

Font: Futura TOT Med

Mixed upper-case and lower-case letters

Subline

Font size: 12 pt

Leading: 110 %

Font: Futura TOT Reg

Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 3,9 mm

Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 10,8 pt

Font: Futura TOT Bold

URL

Font size: 10,8 pt

Font: Futura TOT Med

Background

Image taken out of focus

Landscape format

DIN A4, landscape

297 mm x 210 mm

Logo

H: 13 mm (X)

W: 84,4 mm



Distance above: 13 mm
 Distance below: 184 mm
 Distance between the "e" in the wordmark and the side margin: 15,4 mm
(Y)

Protected area

Above: 26 mm
 Below: 15,4 mm
 Right: 15,4 mm
 Left: 15,4 mm
 Logo: 13 mm

Green line "towel rod"

Height: 1,4 mm
 Width: Matches length of text

Headline

Schriftgröße: 40 pt
 Leading: 100 %
 Thickness of "l": 1,4 mm **(Z)**

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Font size: 15 pt
 Leading: 110 %

Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 4,2 mm
 Horizontal: lift-aligned ragged margin balance length of text optically
 (two lines if necessary)

Claim

Font size: 13,5 pt
 Font: Futura TOT Bold

URL

Font size: 13,5 pt
 Font: Futura TOT Med

Background

Image taken out of focus

DIN A3

Portrait format

DIN A3, portrait
 297 x 420 mm

Logo

H: 17,5 mm **(X)**
 W: 113,6 mm

Distance above: 17,5 mm
 Distance below: 385 mm
 Distance between the "e" in the wordmark and the side margin: 20,6 mm
(Y)



Protected area

Above: 35 mm
 Below: 20,6 mm
 Right: 20,6 mm
 Left: 20,6 mm
 Logo: 17,5 mm

Green line "towel rod"

Height: 1,9 mm
 Width: Matches length of text

Headline

Schriftgröße: 52 pt
 Leading: 100 %
 Thickness of "I": 1,9 mm (Z)

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Font size: 19 pt
 Leading: 110 %

Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 5,7 mm
 Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 17,1 pt
 Font: Futura TOT Bold

URL

Font size: 17,1 pt
 Font: Futura TOT Med

Background

Image taken out of focus

Landscape format



DIN A3, landscape

420 x 297 mm

Logo

H: 18 mm (X)
 W: 116,9 mm

Distance above: 18 mm
 Distance below: 261 mm
 Distance between the "e" in the wordmark and the side margin: 21,2 mm (Y)

Protected area

Above: 36 mm
Below: 21,2 mm
Right: 21,2 mm
Left: 21,2 mm
Logo: 18 mm

Green line "towel rod"

Height: 2 mm
Width: Matches length of text

Headline

Font size: 65 pt
Leading: 100 %
Thickness of "I": 2 mm (Z)

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline

Font size: 22 pt
Leading: 110 %

Font: Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 6 mm
Horizontal: lift-aligned ragged margin balance length of text optically
(two lines if necessary)

Claim

Font size: 19,8 pt
Font: Futura TOT Bold

URL

Font size: 19,8 pt
Font: Futura TOT Med

Background

Image taken out of focus

DIN A1

Portrait format

DIN A1, portrait

594 x 841 mm

Logo

H: 35,5 mm (X)
W: 230,5 mm

Distance above: 35,5 mm
Distance below: 770 mm
Distance between the "e" in the wordmark and the side margin: 42 mm (Y)



Protected area

Above: 71 mm
 Below: 42 mm
 Right: 42 mm
 Left: 42 mm
 Logo: 35,5 mm

Green line "towel rod"

Height: 3,7 mm
 Width: Matches length of text

Headline

Font size: 104 pt
 Leading: 100 %
 Thickness of "l": 3,7 mm (Z)

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Schriftgröße: 38 pt
 Leading: 110 %

Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 11,1 mm
 Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 34,2 pt
 Font: Futura TOT Bold

URL

Font size: 34,2 pt
 Font: Futura TOT Med

Background

Image taken out of focus

Landscape format



DIN A1, landscape

841 x 594 mm

Logo

H: 36 mm (X)
 W: 233,8 mm

Distance above: 36 mm

Distance below: 522 mm

Distance between the "e" in the wordmark and the side margin: 42,5 mm (Y)

Protected area

Above: 72 mm
 Below: 42,5 mm
 Right: 42,5 mm
 Left: 42,5 mm
 Logo: 36 mm

Green line "towel rod"

Height: 4,5 mm
 Width: Matches length of text

Headline

Font size: 130 pt
 Leading: 100 %
 Thickness of "I": 4,5 mm (Z)

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Font size: 44 pt
 Leading: 110 %

Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 13,5 mm
 Horizontal: lift-aligned ragged margin balance length of text optically
 (two lines if necessary)

Claim

Font size: 39,6 pt
 Font: Futura TOT Bold

URL

Font size: 39,6 pt
 Font: Futura TOT Med

Background

Image taken out of focus

DIN A0

Portrait format

DIN A0, portrait

841 x 1189 mm

Logo

H: 50 mm (X)
 W: 324,7 mm

Distance above: 50 mm
 Distance below: 1089 mm
 Distance between the "e" in the wordmark and the side margin: 59 mm (Y)



Protected area

Above: 100 mm
 Below: 59 mm
 Right: 59 mm
 Left: 59 mm
 Logo: 50 mm

Green line "towel rod"

Height: 5,4 mm
 Width: Matches length of text

Headline

Font size: 147 pt
 Leading: 100 %
 Thickness of "l": 5,4 mm (Z)

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Font size: 54 pt
 Leading: 110 %

Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 16,2 mm
 Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 48,6 pt
 Font: Futura TOT Bold

URL

Font size: 48,6 pt
 Font: Futura TOT Med

Background

Image taken out of focus

Landscape format



DIN A0, landscape

1189 x 841 mm

Logo

H: 51 mm (X)
 W: 331,2 mm

Distance above: 51mm
 Distance below: 739 mm
 Distance between the "e" in the wordmark and the side margin: 60 mm (Y)

Protected area

Above: 102 mm
 Below: 60 mm
 Right: 60 mm
 Left: 60 mm
 Logo: 51 mm

Green line "towel rod"

Height: 6,5 mm
Width: Matches length of text

Headline

Font size: 184 pt
Leading: 100 %
Thickness of "I": 6,5 mm (Z)

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline

Font size: 62 pt
Leading: 110 %

Font: Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 19,5 mm
Horizontal: left-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 55,8 pt
Font: Futura TOT Bold

URL

Font size: 55,8 pt
Font: Futura TOT Med

Background

Image taken out of focus

CLP (City Light Poster)

CLP (City light Poster)

.1185 mm x 1750 mm

Logo

H: 81,5 mm (X)
W: 529,2 mm

Distance above: 81,5 mm
Distance below: 1587 mm
Distance between the "e" in the wordmark and the side margin: 96 mm (Y)



ATTENTION: PLACEHOLDER IMAGE - NO COPYRIGHTS

Protected area

Above: 163 mm
 Below: 96 mm
 Right: 96 mm
 Left: 96 mm
 Logo: 81,5 mm

Green line "towel rod"

Height: 8,2 mm
 Width: Matches length of text

Headline

Font size: 235 pt
 Leading: 100 %
 Thickness of "I": 8,2 mm (Z)

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Font size: 78 pt
 Leading: 110 %

Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 24,6 mm
 Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 70,2 pt
 Font: Futura TOT Bold

URL

Font size: 70,2 pt
 Font: Futura TOT Med

Background

Image taken out of focus



18/1 (Billboards)

18/1 (Billboards)
3560 x 2520 mm

Logo
H: 30,5 mm (X)
W: 198 mm

Distance above: 30,5 mm
Distance below: 2459 mm
Distance between the "e" in the wordmark and the side margin: 36,1 mm
(Y)



ATTENTION: PLACEHOLDER IMAGE - NO COPYRIGHTS

ATTEN



Protected area

Above: 23,4 mm
Below: 36,1 mm
Right: 36,1 mm
Left: 36,1 mm

Green line "towel rod"

Height: 3 mm
Width: Matches length of text

Headline

Font size: 89 pt
Leading: 100 %
Thickness of "I": 3 mm (**Z**)

Font: Futura TOT Med
Mixed upper-case and lower-case letters

Subline

Font size: 25 pt
Leading: 110 %

Font: Futura TOT Reg
Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 9 mm
Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 22,5
Font: Futura TOT Bold

URL

Font size: 22,5
Font: Futura TOT Med

Background

Image taken out of focus

18/1 (Billboards)

3560 x 2520 mm

Logo

H: 30,5 mm (**X**)
W: 198 mm

Abstand nach oben: 30,5 mm
Abstand nach unten: 2459 mm
Abstand zwischen dem „e“ der Wortmarke und dem Seitenrand: 36,1 mm (**Y**)



ATTENTION: PLACEHOLDER IMAGE - NO COPYRIGHTS

ATTEN



Schutzräume

Oben: 23,4 mm
 Unten: 36,1 mm
 Rechts: 36,1 mm
 Links: 36,1 mm

Green line "towel rod"

Height: 3 mm
 Width: Matches length of text

Headline

Font size: 89 pt
 Leading: 100 %
 Thickness of "I": 3 mm (**Z**)

Font: Futura TOT Med
 Mixed upper-case and lower-case letters

Subline

Font size: 25 pt
 Leading: 110 %

Font: Futura TOT Reg
 Mixed upper-case and lower-case letters

Position of headline

Vertical: Distance between text and green line of 9 mm
 Horizontal: lift-aligned ragged margin balance length of text optically (two lines if necessary)

Claim

Font size: 22,5
 Schrift: Futura TOT Bold

URL

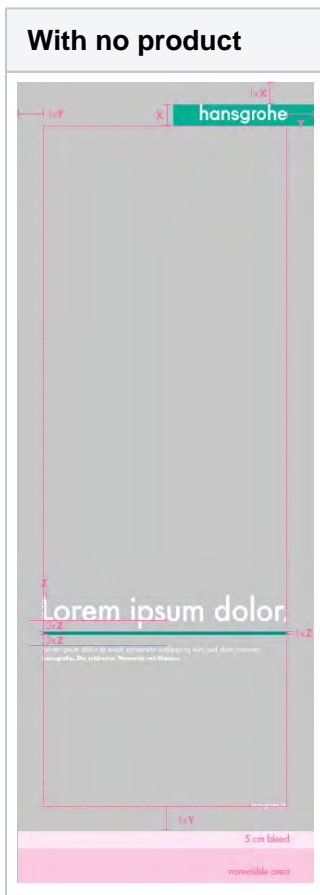
Font size: 22,5
 Font: Futura TOT Med

Background

Image taken out of focus

Roll-Up

- With no product
- With product in landscape format
- With product in portrait format



With product in landscape format

Element	Dimensions
Roll-Up	850 x 2150 mm
Logo und Schutzräume	<p>X = logo height Y = distance between the "e" in the wordmark and the side margin</p> <ul style="list-style-type: none"> • Above: Distance of 2 x X to margin must be maintained • Below: Distance of 1 x X to margin must be maintained • Right: Distance of 1 x X to margin must be maintained • Left: Distance of 1 x Y to margin must be maintained
Green line "towel rod"	<p>Z = line height</p> <ul style="list-style-type: none"> • Width: according to copy length (longer lines)
Headline	<p>Z = Thickness of the "l" in the headline</p> <ul style="list-style-type: none"> • Font size at least as large as logo lettering (min. 240 pt / max. 600 pt) • Headline no more than three lines • Leading of 100 - 120 % of font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together. • Font: Futura TOT Med • Mixed upper-case and lower-case letters • Left-aligned ragged margin • Balance character spacing optically
Subline	<ul style="list-style-type: none"> • 1/3 to 1/2 times as large as the headline (min. 64 pt / max. 92,5 pt) • Leading of 110% of font size • <u>Exception:</u> The subline may be reduced to 25% of the headline size in exceptional cases.. • Font: Futura TOT Reg • Mixed upper-case and lower-case letters • Left-aligned ragged margin • Balance character spacing optically
Headline /subline position	<p>3 x Z = distance between text and green line</p> <ul style="list-style-type: none"> • Left-aligned ragged margin • Balance length of text optically
Claim	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Bold
URL	<ul style="list-style-type: none"> • 10% smaller than subline • Font: Futura TOT Med
Background	The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.



With product in portrait format

<p>Position Product images</p>	<ul style="list-style-type: none"> • Place them side to side or one above the other, depending on the format and quantity. • Right-aligned to the green line with 1 x Z distance apart and 3 x Z distance to the line • If this reduces the room for the copy to less than 1/3 of the width, it can roam among the product images at 3 x distance Z distance.
<p>Protected area Product images</p>	<ul style="list-style-type: none"> • Above: Distance 3 x Z • Below: Distance 3 x Z • Right: Distance 3 x Z • Left: Distance 3 x Z
<p>Font</p>	<ul style="list-style-type: none"> • Product name typography: Futura TOT Bold • Numbers, number of beams, © and category (e.g. Hand shower) Futura TOT Reg • Mixed upper-case and lower-case letters • Centred alignment • Balance length optically
<p>Download</p>	



PowerPoint

Microsoft PowerPoint is currently the most frequently used tool for developing presentations, internally and externally. The following guidelines are useful for ensuring that our brand is always presented in a uniform guise.

- [Leading lines](#)
- [Logo](#)
- [Green line "towel bar"](#)
- [Font](#)
- [Colour](#)
- [Numbering](#)



hansgrohe PowerPoint template landscape	hansgrohe PowerPoint template Portrait
hansgrohe PowerPoint template landscape	hansgrohe PowerPoint template Portrait

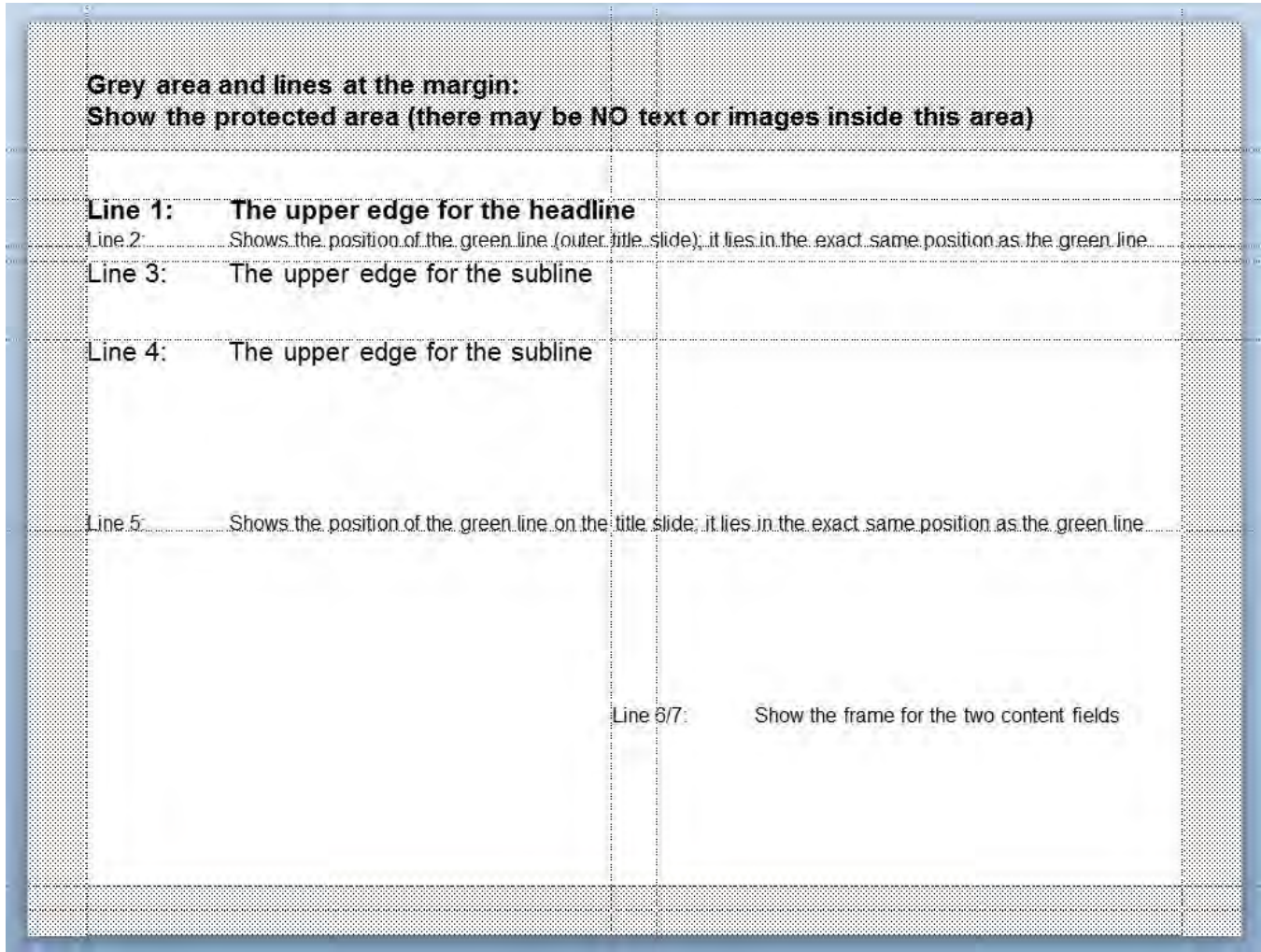
Leading lines

Don't be confused by the embedded leading lines when you first look at the PPT template. They merely show the correct positioning of the copy and the green line.

If the leading lines are not shown immediately, you can activate them as follows:

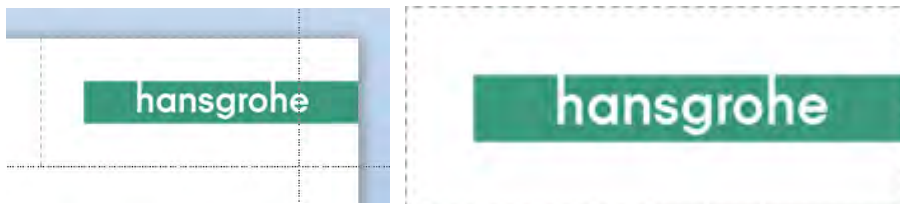


Here is an overview of the functions of the individual leading lines:



Logo

There is a transparent frame (preset) in the PowerPoint master slide for the simplified placement of the logo. This area is the protected area around the logo.






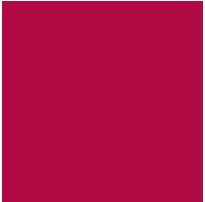




Green line "towel bar"

The green line, the so-called "towel bar", separates the headline from the subline. This line is already integrated into the master and automatically adapts to the length of the text.

Font

Font	Font colour	Font size on title slide	Font size on remaining slides
Arial	black	Headline: 22 pt, bold Subline: 16 pt, standard	Headline: 22 pt, bold Subline: 16 pt, standard Copy: 16 pt, standard

Colour

Colour	Colour name	Colour specs	Do 	Don't 
	Grey	R/G/B: 166/166/166 	 →	
	Blackberry	R/G/B: 176/10/68		
	Orange	R/G/B: 246/163/5		

Numbering

Bullet points are predefined within the PowerPoint template. These are grey boxes defined as pictures. You can find them on the Content page or in the master itself. These bullets cannot be shown on mobile end devices.

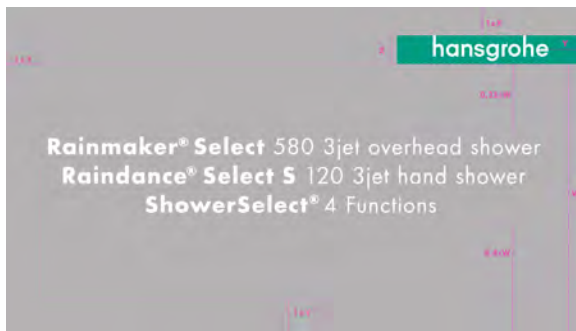
- Test
- Test
- Test
- Test
- Test

Video Clips

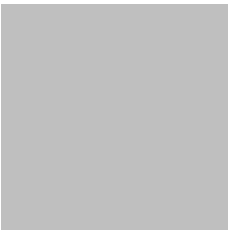
Video moves people. It can be a product clip or an installation video – messages, the hansgrohe shower feeling, and product-specific declarations are better transmitted through video and stay longer in viewers' memories because they address difference senses.

- [Sizing](#)
- [Application](#)
 - [Intro](#)
 - [eCommerce video guideline - Intro](#)
 - [Outro](#)
 - [eCommerce video guideline - Outro](#)

Sizing

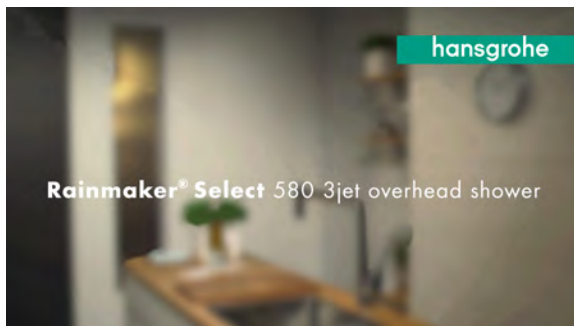
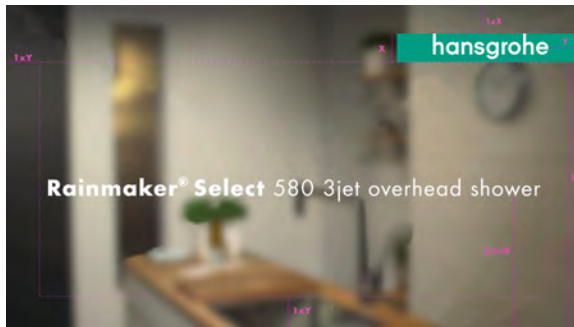


Element	Dimensions
Video Clip	1920 x 1080 px
Logo and protected area	<p>X = Logo height Y = Distance between the "e" in the wordmark and the side margin W = Distance between the logo and the lower margin</p> <p>Above: Distance of 2 x X to margin must be maintained Below: Distance of 1 x X to margin must be maintained Right: Distance of 1 x X to margin must be maintained Left: Distance of 1 x Y to margin must be maintained</p>
Headline	<ul style="list-style-type: none"> • Fill out middle line for one-line headlines • Fill out the first two lines for two-line headlines • Use centred alignment for three-line headlines (see fig.) • Leading of 100 - 120% of the font size. This should be enlarged if the ascenders and descenders in a two-line headline come too close together.
Position of headline	<ul style="list-style-type: none"> • Centre alignment • Balance length of text optically (two lines if needed)
Font and language style	<p>Product name typography: Futura TOT Bold Numbers, number of beams, ® and category (e.g. hand shower) Futura TOT Reg Mixed upper-case and lower-case letters Centred alignment</p>

Product names	The maximum size of product names is 80pt. There is no line below the product names. Multiple product names are placed one below the other and centred. The distance between the product names and the lower edge is 0.5 W . When there are multiple names, the distance varies between 0.4 and 0.25 W .
	Placeholder for image The background should be an image taken out of focus with enough colour and enough calm to ensure that the white lettering is legible.
Comment	This size ratio can be adapted to all 16:9 formats. The sizing should take into account the publication media, safe area, cache etc.

Application

Intro



Format Video clip

1920 x 1080 px

Logo

H: 95 px (**X**)

W: 617 px

Distance above: 190 px

Distance below: 890 px (**W**)

Distance between the "e" in the wordmark and the side margin: 112 px (**Y**)

Protected area

Above: 190 px

Below: 112 px

Right: 112 px

Left: 112 px

Logo: 95 px

Headline

Font size: 80 pt

Leading: 100 %

Position of headline

Vertical: Distance between the lower margin to the lower edge of the text 0.5 x W

Horizontal: Centred alignment (observe protected area)

Balance length of copy optically (two lines if needed)

Font

Product name typography: Futura TOT Bold
 Numbers, number of beams, ® and category (e.g. hand shower) Futura
 TOT Reg
 Mixed upper-case and lower-case letters

Background
 Image taken out of Focus

Download Intro: [Intro with auxiliary line](#) / [Intro without auxiliary line](#)

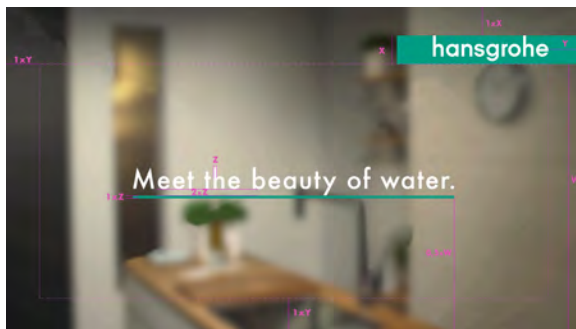
eCommerce video guideline - Intro

Real shoots	
Basis	Full-HD / 1920x1080 - 50P
Effect	Gaussian scrim diffuser - (35)
Timing	Diffuse picture TC 00:00 - TC 02:37
	Dissolve to sharp - duration 30 frames TC 02:37 - TC 03:17
	sharp picture from TC 03:17

HG logo	
Basis	Full-HD / 1920x1080 - 50P
Effect	Logo moves upwards out of the screen
Timing	Logo in ON TC 00:00 - TC 02:37
	Logo moves upwards - duration 30 frames TC 02:37 - TC 03:17
	Logo in OFF from TC 03:17

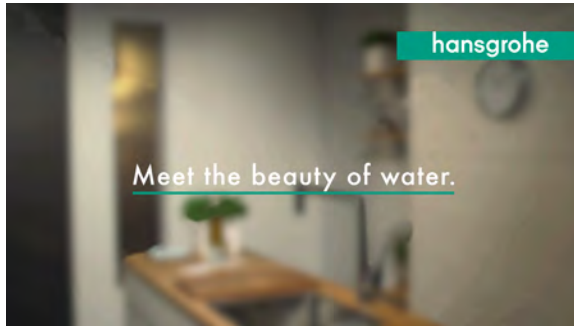
Text "product designation"	
Basis	Full-HD / 1920x1080 - 50P
Effect	Fade-in
Timing	Fading in of product designation - duration 30 frames TC 00:00 - TC 00:30
	Fading out of product designation - duration 30 frames TC 02:37 - TC 03:17

Outro



Format
 1920 x 1080 px

Logo
 H: 95 px (X)
 W: 617 px



Distance above: 190 px
 Distance below: 890 px (**W**)
 Distance between the "e" in the wordmark and the side margin: 112 px (**Y**)

Protected area

Above: 190 px
 Below: 112 px
 Right: 112 px
 Left: 112 px
 Logo: 95 px

Green line "towel rod"

Height: 17 px
 Width: Matches length of text
 Position: Lower edge of green line to lower margin: 445 px

Headline

Font size: 96 pt
 Leading: 100 %
 Thickness of "l": 9 px (**Z**)

Position of headline

Vertical: Distance between lower edge of text and green line of 18 px
 Horizontal: Centred alignment (observe protected area)
 Balance length of copy optically (two lines if needed)

Font

Typography: Futura TOT Med
 Mixed upper-case and lower-case letters
 Centred alignment
 Balance length optically
 Text block with same optical distance to the left and right at height **W**

Background

Image taken out of focus

Download Outro: [Outro with auxiliary line](#) / [Outro without auxiliary line](#)

eCommerce video guideline - Outro

Outro - Duration 03:26 to the end

Real shoots	
Basis	Full-HD / 1920x1080 - 50P
Effect	Gaussian scrim diffuser - (35)
Timing	Dissolve from sharp to diffuse - Duration 30 frames TC 00:00 - TC 00:30
	Diffuse picture till TC 03:26
	Important: Fixed image after 24 pictures

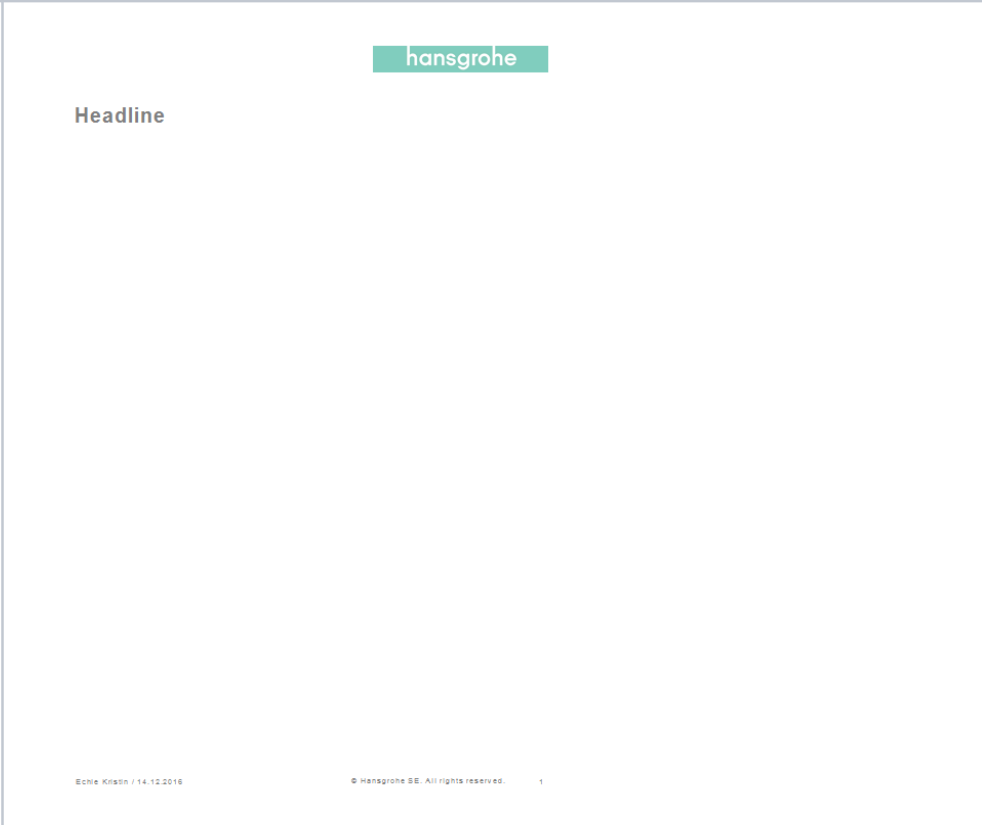
HG logo	
Basis	Full-HD / 1920x1080 - 50P
Effect	Logo moves from the top into the screen
Timing	Logo moves down - duration 30 frames TC 00:00 - TC 00:30
	Logo in ON till TC 03:26

Text „Meet the beauty of water“	
Basis	Full-HD / 1920x1080 - 50P
Effect	Fade-in
Timing	Text fades in - duration 30 frames TC 00:24 - TC 01:04
	Text in ON till TC 03:26

Word

Here you will find a selection of different Word templates directly for download. Please modify these templates for your country and integrate them into your system.

Please note: Don't be irritated by the preview during the download. Once the file has been downloaded, it will be displayed correctly.

Download	Image
hansgrohe presentation vertical	

hansgrohe presentation horizontal

hansgrohe

Headline

Echle Kristin / 14.12.2016

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hansgrohe master letter

hansgrohe

Insert Subentry



Insert place, 14.12.2016



Sincerely yours

Hansgrohe Deutschland
Vertriebs GmbH

Author

Department: XXXXXX
Phone: XXXXXX
Fax: XXXXXX
E-Mail: XXXXXX

Insert: Company Address • Auestraße 5-8 • 77761 Schlitzach • Telefon +49 7836 51-0
Telefax +49 7836 51-1141 • info@hansgrohe.de www.hansgrohe.de • Handelsregister Amtsgericht Stuttgart HRB
481204 • USt-IdNr. DE 225122204 • Geschäftsführung: Dominik Warr, Christian Stienberg

hansgrohe master fax

hansgrohe

Fax

An/To/A: **Addressee, Contact Person**

Von/From/De: **Author, Department**

Datum/Date: 14.12.2016

Seiten/Pages: **Number of pages**

Subject

Sincerely yours

Hansgrohe **Deutschland**
Vertriebs GmbH

Author

Department: XXXXX
Phone: XXXXX
Fax: XXXXX
E-Mail: XXXXX

Insert Company Address * Auestraße 6/8 * 77761 Schiltach * Telefon +49 7836 51-0
Telefax +49 7836 51-1141 * info@hansgrohe.de www.hansgrohe.de * Handelsregister Amtsgericht Stuttgart HRB
481024 * USt-IdNr. DE 233122234 * Geschäftsführung: Dominik Warte, Christian Brandberg

eCommerce hansgrohe

As there is an increase in online sales, there is a shift of not only including traditional product details but equally communicating information behind the brand.

The extended amazon category "**From the manufacturer**" is used for a defined **brand information** (see description 1) as well as for **specific product features** (see description 2).

Description 1: Brand information

At the beginning of the part "From the manufacturer" a predefined brand information is necessary. Please stick to the following original to ensure a consistent appearance of the brand.

The brand information is composed of:

1. One of the three branding motives shower with [Logo flag](#), because in 2017 only the product category shower is communicated actively.
2. [Brand promise](#)
3. Quality pictogram: [Image file / eps-file](#)

Description 2: Specific product features

Subsequent to the brand information there are specific product features. Depending on the product features functional description or information about the style worlds of hansgrohe are possible. The following examples of use can be combined individually.

a) Examples of use for product features and technologies



Select: intuitive water control at the touch of a button

Experience pleasure at the touch of a button with hansgrohe Select technology. In the bathroom, you can change from overhead to hand shower or between the various spray types. In the kitchen, the Select button ensures that the water intake is easy.



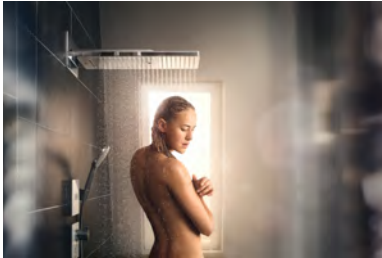
EcoSmart: saving water by adding air

The hansgrohe EcoSmart technology reduces the water flow, which saves water and energy. You will consume up to 60 percent less water with hansgrohe showers and mixers than with other products. For long-lasting pleasure.



QuickClean: quick cleaning with a light rub

Put an end to tedious cleaning and scrubbing! hansgrohe QuickClean technology enables you to remove limescale deposits in an instant. Any residues can simply be rubbed off the flexible silicone nubs. Plus products that are looked after continue to function and look good for longer.



XXL Performance: tremendous showering pleasure

Showering on a large scale? Nothing to stop you with the hansgrohe rain showers. The overhead showers with large-scale spray faces gently envelop the whole body in water droplets. So there's nothing to prevent tremendous pleasure and environmentally friendly water efficiency. Because the EcoSmart version of the XXL overhead shower consumers only 9 litres a minute.



ComfortZone: excellent user comfort thanks to greater freedom of movement

The hansgrohe ComfortZone enables you to define the usable space between the mixer and washbasin individually. Discover this entirely new space for greater freedom of movement in daily life. Hansgrohe ComfortZone mixers – for even the highest expectations.



AirPower: less water, more experience

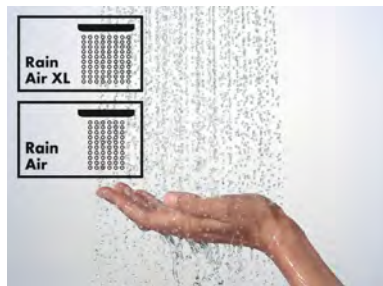
The hansgrohe shower technology AirPower adds a generous amount of air to the water to provide you with an extensive and uncomplicated showering experience. By enriching the water droplets with air, you benefit both from a soft, non-splashing water spray and from full shower drops. More pleasure, more efficiency.

b) Examples of use for spray types



Full shower rain for an exceptional showering experience

Thanks to its pleasantly strong nature, the hansgrohe Rain spray revitalises and refreshes with a full shower rain. With the small openings on the hand and overhead shower, the Rain spray creates a unique feeling on the skin. The Rain spray is perfect for rinsing shampoo out of your hair quickly and thoroughly.



Gentle shower rain with air-enriched drops

Many people want more than just to care for their body. They want the water to "touch" their spirit as well. The spray type RainAir pampers your soul with its luxurious, gentle shower rain. Every single air-enriched drop burst forth from a large, wide jet, simply washing away the remains of your day.



A gentle delight for skin and soul

The soft water spray gently wraps itself around the/your body. Whether for the daily shower or to relax, the SoftRain water spray is always the right choice. For a quick shower or a long soak after a hard day at work.



Concentrated water spray for a pleasant massage effect

The Whirl spray allows you to forget the day's exertions by simply washing them away. Whether a hand or overhead shower, the pleasant water spray, which consists of three single sprays that rotate around each other, helps to break down stress and tension. A beneficial massage effect is guaranteed!



Pleasant relaxation times five

Five strong single sprays combine in a strong, revitalising massage spray. Perfect for soothing relaxation. Whether after a tough day at work or a session at the gym – the CaresseAir water spray will help you to find yourself again.



Massage for your home

The hansgrohe massage spray allows you to forget the stresses and strains of your day. A concentrated water spray releases tension in moments, and provides targeted revitalisation. The circular arrangement of the strong sprays turns the shower into a mobile wellness treatment for anyone to use at home.



An end to morning tiredness

The strong hansgrohe IntenseRain spray instantly sends your morning tiredness on its way. The activating spray will wake you up, and is ideal for giving you a quick start to the day. The strong water spray rinses out shampoo in moments. For a vital start to the day.



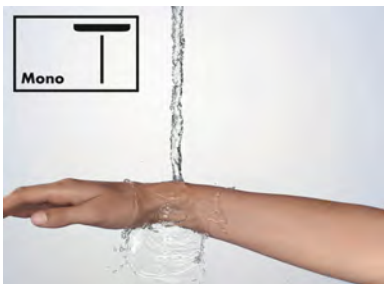
The all-purpose tool for quick results

The TurboRain spray certainly lives up to its name. The spray is the strongest of all Rain spray types. Its pure strength will revitalise your body, and provide you with a wonderfully refreshing showering experience. The intensive shower rain for those who like things to be quick and straightforward.



The perfect combination for daily showering pleasure

Thanks to the combination of the luxurious, soft RainAir spray and the strong, revitalising CaresseAir spray, the mixed spray is both gentle and dynamic. Soft drops gently wrap themselves around the body. The centre of the spray forms a water flow that provides a pleasant massage. The secret's in the mix.



The right spray for deep relaxation



Waterfall feeling for your home



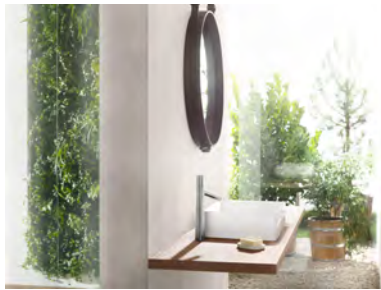
Generous flow of soft sprays

The hansgrohe Mono spray is a soothing water spray that originates from the middle of the shower. The lightness of the Mono spray helps you to unwind, making it the perfect spray for relaxing.

The beautifully shaped RainFlow waterfall spray allows you to use our most precious resource – water – in its natural form. A strong water spray gushes forth from the overhead shower onto the neck and shoulders before generously wetting the rest of the body. Essential in a wellness bath.

The hansgrohe spray researchers developed the RainStream overhead shower sprays like the individual strings of a pearl necklace. These special sprays do not constrict, but remain unvaryingly revitalising and intense right down to the floor. Providing anyone, regardless of height and build, with an entirely new, revitalising showering experience.

c) Examples of use for style worlds



Style world Avantgarde – appealing mixers that will enhance the ambience in your bathroom

The hansgrohe style direction Avantgarde delights for its sculptural design language and fresh appearance. With award-winning looks, sensuous minimalism and exceptional materials, these mixers and showers are fabulous eye-catchers in your bathroom. The unique two-material principle combines shiny chrome and pure white for radiance. The products in the hansgrohe Avantgarde style delight both for their high level of comfort and for the intuitive functionality. Blaze a trail in bringing emotion into the bathroom while saving water and energy with the advanced technology.

Style world Modern – contemporary design for a modern look in your bathroom

The mixers and showers in the hansgrohe style direction Modern appeal for their clear design language and excellent contemporary design. Mixers in this style world are subtle and understated, and create spaciousness – your individual ComfortZone in the bathroom. The various mixer heights provide more freedom of space, and will comply with requirements of any height. You have the choice of four design versions and price categories, water and energy-saving technology included.

Style world Classic – classic shapes for modern elegance in your bathroom

The hansgrohe style direction Classic delights with its timeless classic design and ergonomic feel. The mixers and shower combine traditional values such as elegance and harmony with modern elements. Rounded lines create a warm atmosphere, and introduce a nostalgic charm into your bathroom. The modern mixer classic offers trailblazing technology and plenty of comfort with mixers of various heights.

Concrete examples for the category "From the manufacturer" on amazon

Produktbeschreibung des Herstellers

hansgrohe
 Universal in Qualität, Ausdauer und Preis für ein Leben zu Hause.

Mögliche Funktionen:

- Air Power**
 Das Highjetgerät macht die Handhygiene leichter. Wasser spritzt aus 120 L/min. Wasser spritzt aus 120 L/min. Wasser spritzt aus 120 L/min.
- Eco Smart**
 Wasser sparen. Durch die 20% sparsame Kartusche sparen Sie bis zu 100 Liter Wasser pro Tag. Das ist ein ganz kleiner Beitrag zum Umweltschutz. Einmal pro Woche für 10 Sekunden Wasser sparen. Das ist ein ganz kleiner Beitrag zum Umweltschutz.
- Quick Clean**
 Einfach mit dem Finger abreiben. Die Finger sind für die Reinigung. Die Finger sind für die Reinigung. Die Finger sind für die Reinigung.
- Comfort Zone**
 Komfortable Bedienoberfläche. Komfortable Bedienoberfläche. Komfortable Bedienoberfläche.

Modell	Spitzenhöhe	Spitzenbreite	Spitzenabstand	Spitzenabstand
Focus 100	100	100	100	100
Focus 150	150	150	150	150
Focus 200	200	200	200	200
Focus 250	250	250	250	250

Wichtiges Zubehör:
 Hansgrohe bietet Ihnen ein breites Sortiment an Ersatzteilen. Hansgrohe bietet Ihnen ein breites Sortiment an Ersatzteilen. Hansgrohe bietet Ihnen ein breites Sortiment an Ersatzteilen.

Link Amazon: [Focus Single lever basin mixer](#)

Produktbeschreibung des Herstellers

hansgrohe
 Eine Erfolgsgeschichte - made by hansgrohe. iBox universal.

iBox universal
 Das ist die iBox universal. Das ist die iBox universal. Das ist die iBox universal.

Vorteile:

- Flexibel
- Einbauflexibel
- Lebenslang
- Lebenslang
- Lebenslang

iBox universal - rundum überzeugend

Vielfältig zu installieren:
 Die iBox universal ist abgestimmt auf alle gängigen Systeme, Anschlussarten und Fertiger.

Einfache Montage:
 Die Funktionseinheit wird mit dem Fertiger geliefert.

Rotationssymmetrisch einbaufähig:
 Durch den symmetrischen Aufbau der iBox universal sind alle Anschlussarten gleich.

Link Amazon: [iBox Universal Base Plate](#)

Produktbeschreibung des Produktes



hansgrohe
**Regenarmatur für Badewanne und
 Fußboden**
 Talis S Single Lever Basin Mixer

Für Ansprüche in jeder Höhe - Talis S
 Die Talis Serie verbindet die Vorteile von Einhebelmischern mit der eleganten Formgebung der Talis Serie. Ein minimalistisches Design, das sich nahtlos in jede Umgebung einfügt.

Mehr Vergleichen, mehr Effizienz
 Die Talis Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Talis S Single Lever Basin Mixer ist die perfekte Wahl für den modernen Bad.

Wasser sparen, Klima schützen
 Die Talis Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Talis S Single Lever Basin Mixer ist die perfekte Wahl für den modernen Bad.

Erweiterter Bedienbereich
 Die Talis Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Talis S Single Lever Basin Mixer ist die perfekte Wahl für den modernen Bad.

Schnelle Aushilfe-Funktion
 Die Talis Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Talis S Single Lever Basin Mixer ist die perfekte Wahl für den modernen Bad.

Talis S **Talis S**

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Link Amazon: [Talis S Single Lever Basin Mixer](#)

Produktbeschreibung des Produktes



hansgrohe
Raindance Select
 Raindance Select Shower Head

Select **XXL Performance** **Quick Clean** **Air Power**

Hohe Strahlleistung
 Die Raindance Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Raindance Select Shower Head ist die perfekte Wahl für den modernen Bad.

XXL Performance
 Die Raindance Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Raindance Select Shower Head ist die perfekte Wahl für den modernen Bad.

Quick Clean
 Die Raindance Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Raindance Select Shower Head ist die perfekte Wahl für den modernen Bad.

Air Power
 Die Raindance Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Raindance Select Shower Head ist die perfekte Wahl für den modernen Bad.

Raindance Select S **Raindance Select S**

Die Raindance Serie ist die perfekte Wahl für den modernen Bad. Sie bietet eine hohe Wasserleistung bei gleichzeitig geringem Wasserverbrauch. Das Raindance Select Shower Head ist die perfekte Wahl für den modernen Bad.

Link Amazon: [Raindance Select](#)