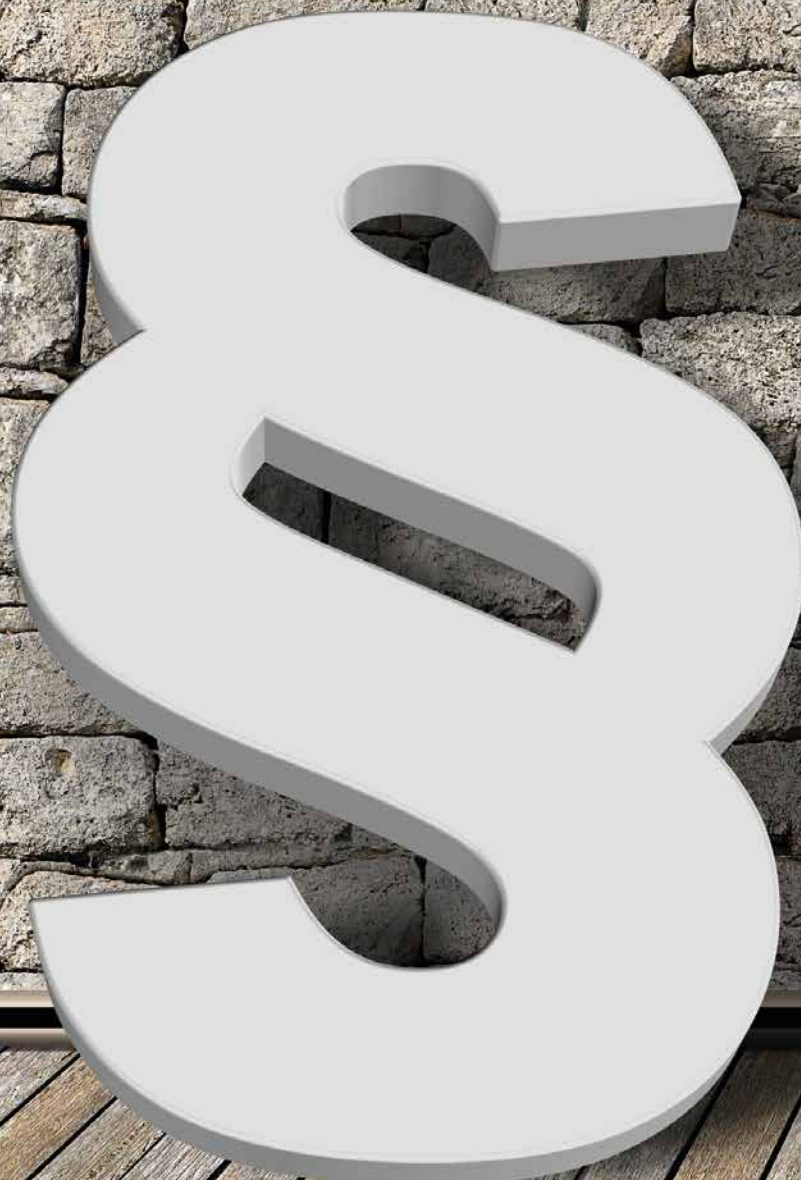


CORPORATE
DESIGN
CI-GUIDE
STYLEGUIDE



2022
rössle

Corporate Design

RÖSSLE PHILOSOPHY

TRADITION,
FAIRNESS,
CANDOUR

VALUES THAT
WE LIVE

The Corporate Design of the Rössle AG

Rössle AG's communication is shaped across all media by its corporate design. It determines its visual profile and thus creates a basis for successful and consistent communication. It is a binding expression of Rössle AG's corporate identity both internally and externally.

This design guideline offers you assistance for the direct and simple handling of the design features of the company Rössle AG and all its brands.

Deviations from these design guidelines are only permitted with the consultation and agreement of the marketing department and the executive board of Rössle AG.

rössle

Natural stones

rössle

Technology for clean ponds

rössle

Vacuum cleaners for fire departments

rössle

Industrial vacuum cleaners for sludge

rössle

Clinkers

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www.roessle.ag

LOGOS RÖSSLE – IN GENERAL

Rössle main logo

Rössle AG is represented internally and externally by the lettering „rössle“ in small black letters, which is used as the logo. Depending on the business division, the logo is supplemented by a corresponding claim.



Aspect ratio: 1:4,58

Colour: Black

RGB	R=0, G=0, B=0
CMYK	C=0; M=0; Y=0; K=100
HEX	#000000

Logo variants Rössle main logo



Aspect ratio: 1:4,58

Colour: White

RGB	R=255, G=255, B=255
CMYK	C=0; M=0; Y=0; K=0
HEX	#FFFFFF



Aspect ratio: 1:4,58

Colour: Dark grey
(70 % black)

RGB	R=77, G=77, B=77
CMYK	C=0; M=0; Y=0; K=70
HEX	#4D4D4D

The lettering may only be used in this colour after approval by the marketing department and executive board of Rössle AG.



Aspect ratio: 1:4,58

Colour: Light grey
(15 % black)

RGB	R=217, G=217, B=217
CMYK	C=0; M=0; Y=0; K=15
HEX	#D9D9D9

The lettering may only be used in this colour after approval by the marketing department and executive board of Rössle AG.

Rössle main logo with claim for the respective business division



Aspect ratio whole logo: 1:4,62

Aspect ratio of Rössle: 1:4,58

Colour: Black

RGB	R=0, G=0, B=0
CMYK	C=0; M=0; Y=0; K=100
HEX	#000000



Line: Length = 1,90 x length of the Rössle logo

Claim: Font: Titillium Web Bold

Content: Depending on the business division

Colour: White

RGB	R=255, G=255, B=255
CMYK	C=0; M=0; Y=0; K=0
HEX	#FFFFFF

Centred alignment of all logo components
(applies to all Rössle main logos!)

Background colour is for illustration purposes only and is NOT part of the logo.

LOGOS RÖSSLE – IN GENERAL

Logo variant Rössle main logo with claim

The claims to be used were determined by Rössle AG. A modification of these and/or the use of other claims in combination with the Rössle main logo is not permitted.



Aspect ratio, line and claim analogous to main logo with claim

Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000

This logo may only be used after approval by the marketing department and the executive board of Rössle AG.

Logovarianten Rössle Hauptlogo in Farbe des jeweiligen Geschäftsbereichs mit entsprechendem Claim

For details of the aspect ratios, lines and claims of the logos listed below, see p. 5.

All logos are to be used on a white background.



Colour: Olive yellow	RGB	R=179, G=204, B=128
	CMYK	C=30; M=20; Y=50; K=0
	HEX	#B3CC80



Colour: Pastel blue	RGB	R=115, G=172, B=230
	CMYK	C=50; M=25; Y=0; K=10
	HEX	#73ACE6



Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000



Colour: Vivid yellow	RGB	R=255, G=204, B=15
	CMYK	C=0; M=20; Y=94; K=0
	HEX	#FFCC0F



Colour: Blue-grey	RGB	R=102, G=153, B=168
	CMYK	C=60; M=40; Y=34; K=0
	HEX	#6699A8

LOGOS RÖSSLE – IN GENERAL

Rössle main logo with claim in other languages

Rössle AG is active worldwide with some of its business divisions. English was chosen as the international corporate language. As a result, there is also an English version for all logos with claims.

Use of the logos with claims in languages other than German and English is only permitted after approval by the marketing department and executive board of Rössle AG.

For aspect ratios, sizes, fonts and colours, please refer to the previous pages 4 and 5.



Background colour is for illustration purposes only
and is NOT part of the logo.



The image shows the Rössle logo in red lowercase letters.

Vacuum cleaners for fire departments

The image shows the Rössle logo in yellow lowercase letters.

Industrial vacuum cleaners for sludge

Don'ts - Negative examples

These examples do not only refer to the Rössle main logo, but also affect all Rössle logos that follow on the next pages. Changes beyond the specifications defined in the corporate design are not permitted.

The image shows the Rössle logo in black lowercase letters, but the letters are squeezed together horizontally, making them appear distorted and not in their original proportions.

Compressing the logo

The image shows the Rössle logo in black lowercase letters, but the letters are pulled apart horizontally, making them appear wide and distorted.

Stretching the logo

The image shows the Rössle logo in blue lowercase letters.

Vacuum cleaners for fire departments

Using other colours // Swapping colours

The image shows the Rössle logo in yellow lowercase letters.

Industrial sludge vacuum cleaner

Use of claims other than approved

LOGOS – NATURAL STONES, CLINKERS

Logo Rössle natural stones

The claims to be used have been determined by Rössle AG. Modification of these and/or use of other claims in combination with the Rössle main logo is not permitted.



Logo Rössle natural stones with rössle lettering

Aspect ratio logo: 1:1,47

Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000
Colour: Signal blue	RGB	R=0, G=92, B=209
	CMYK	C=100; M=56; Y=0; K=18
	HEX	#005CD1



Logo Rössle Natursteine with nature stone lettering

Aspect ratio logo: 1:1,47

Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000
Colour: Signal blue	RGB	R=0, G=92, B=209
	CMYK	C=100; M=56; Y=0; K=18
	HEX	#005CD1

Logo Rössle Clinkers

There is currently no independent logo in the clinker business division. Only the Rössle main logo with the clinker claim is used here.

LOGOS – TECHNOLOGY FOR CLEAN PONDS

All logos in the „technology for clean ponds“ business division may not be altered in terms of colouring, fonts, language or aspect ratios.

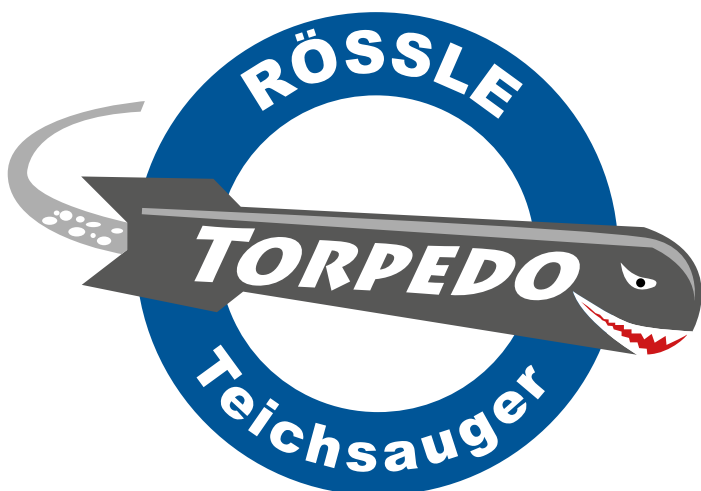
Pond suction cleaner FANGO 2000



Aspect ratio whole logo: 1:3,75

Colour: Yellow	RGB	R=255, G=255, B=0
	CMYK	C=0; M=0; Y=100; K=0
	HEX	#FFFF00
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Pond suction cleaner TORPEDO



Aspect ratio whole logo: 1:1,44

Colour: Signal blue	RGB	R=0, G=92, B=209
	CMYK	C=100; M=56; Y=0; K=18
	HEX	#005CD1
Colour: Bright red	RGB	R=217, G=0, B=0
	CMYK	C=15; M=100; Y=100; K=0
	HEX	#D90000
Colour: Signal grey (40 % black)	RGB	R=153, G=153, B=153
	CMYK	C=0; M=0; Y=0; K=40
	HEX	#999999
Colour: Dark grey (80 % black)	RGB	R=51, G=51, B=51
	CMYK	C=0; M=0; Y=0; K=80
	HEX	#333333
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Pond suction cleaner TORPEDO ULTRA



Aspect ratio whole logo: 1:1,44

Colour: Green	RGB	R=0, G=255, B=0
	CMYK	C=100; M=0; Y=100; K=0
	HEX	#00FF00
Colour: Red	RGB	R=255, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=0
	HEX	#FF0000

LOGOS – TECHNOLOGY FOR CLEAN PONDS

Teichschlammsauger PULPO due



Aspect ratio whole logo: 1:1

Farbe: Various shades of yellow, red and brown

Farbe: Blue gradient from RGB (12,121,228) to RGB (12,154,228)

Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Pond scrubber BIBER 22 BRUSH



BIBER 22 BRUSH

Aspect ratio whole logo: 1:5,63

BISAM 44 BRUSH

Aspect ratio whole logo: 1:4,19

Colours for both brushes:

Colour: Yellow	RGB	R=255, G=255, B=0
	CMYK	C=0; M=0; Y=100; K=0
	HEX	#FFFF00

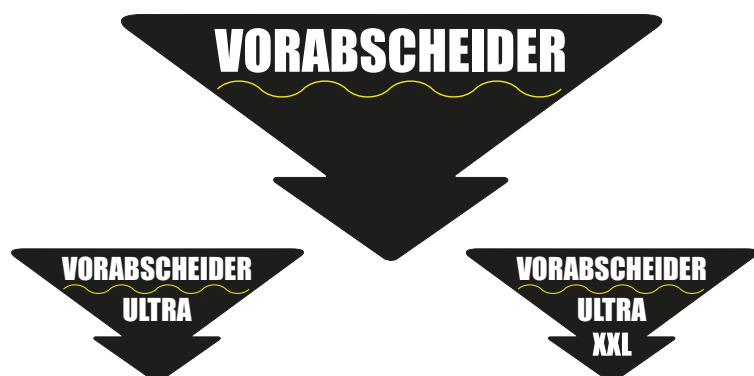
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000

Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Pond scrubber BISAM 44 BRUSH



Pre-separator (white tank for FANGO 2000 and TORPEDO), pre-separator ULTRA as well as pre-separator ULTRA XXL



Aspect ratio whole logo: 1:2,19

Colour: Yellow	RGB	R=255, G=255, B=0
	CMYK	C=0; M=0; Y=100; K=0
	HEX	#FFFF00

Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000

Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – FD VACUUM CLEANERS

All logos in the „Vacuum cleaners for fire departments“ business division may not be changed with regard to colouring, fonts and aspect ratios. Exceptions are changes that are approved by the marketing department and the executive board of Rössle AG.

Rössle AG is active worldwide with its „vacuum cleaners for fire departments“ business area. As a result, all logos are available in an english version for international use. A change of the logos with regard to the language is not permitted.

FD vacuum cleaner HYDRA



Main logo HYDRA, german

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant HYDRA, german
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF



Main logo HYDRA, english

Aspect ratio whole logo: 1:3,03

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant HYDRA, english
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,03

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – FD VACCUM CLEANERS

FD vacuum cleaner HYDRA-BOY



Main logo HYDRA-BOY, german

Aspect ratio whole logo: 1:3,74

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant HYDRA-BOY, german
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,74

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF



Main logo HYDRA-BOY, english

Aspect ratio whole logo: 1:3,05

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant HYDRA-BOY, english
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,05

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – FD VACUUM CLEANERS

FD vacuum cleaner HYDRA-Z



Main logo HYDRA-Z, german

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant HYDRA-Z, german
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF



Main logo HYDRA-Z, english

Aspect ratio whole logo: 1:3,03

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant HYDRA-Z, english
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,03

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – FD VACCUM CLEANERS

Mobile container for water damage



Main logo mobile container Rössle FD vacuum cleaners, german

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant mobile container Rössle FD vacuum cleaners, german. Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF



Main logo mobile container for Rössle FD vacuum cleaners, english

Aspect ratio whole logo: 1:3,02

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant mobile container Rössle FD vacuum cleaners, english. Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,02

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – FD VACUUM CLEANERS

Sewage water / submersible pumps



Main logo sewage water/submersible pumps, german

Aspect ratio whole logo: 1:4,01

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant sewage water/submersible pumps, german
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:4,01

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF



Main logo sewage water/submersible pumps, english

Aspect ratio whole logo: 1:3,03

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant sewage water/submersible pumps, english
Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,03

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – FD VACCUM CLEANERS

HYDRA SWAP Multi-Skimmer



Main logo HYDRA SWAP Multi-Skimmer, german and english

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000



Logo variant HYDRA SWAP Multi-Skimmer, german and english. Only for use on dark backgrounds.

Aspect ratio whole logo: 1:3,71

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Pre-separator ULTRA



Logo pre-separator ULTRA, german



Logo pre-separator ULTRA, english

Aspect ratio whole logo: 1:2,19

Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Universal squeegee



Logo universal squeegee, german and english

Aspect ratio whole logo: 1:1,12

Colour: Traffic red	RGB	R=230, G=0, B=0
	CMYK	C=0; M=100; Y=100; K=10
	HEX	#E60000
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000

LOGOS – INDUSTRIAL VACUUM CLEANERS FOR SLUDGE

Industrial vacuum cleaners for sludge MACH I



Figurative mark MACH I, german



Figurative mark MACH I, english

Specifications apply to German and English logo:

Aspect ratio whole logo: 1:2,06

Colour: Vivid blue	RGB	R=23, G=74, B=255
	CMYK	C=91; M=71; Y=0; K=0
	HEX	#174AFF

Colour: Dark grey (70 % Schwarz)	RGB	R=77, G=77, B=77
	CMYK	C=0; M=0; Y=0; K=70
	HEX	#4D4D4D

Colour: Mid grey (60 % black)	RGB	R=102, G=102, B=102
	CMYK	C=0; M=0; Y=0; K=60
	HEX	#666666

Colour: Signal grey (40 % black)	RGB	R=153, G=153, B=153
	CMYK	C=0; M=0; Y=0; K=40
	HEX	#999999

Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF



Word mark MACH I, german



Word mark MACH I, english

Aspect ratio whole logo, german: 1:4,08

Aspect ratio whole logo, english: 1:3,09

Colour specifications apply to German and English logo:

Colour: Vivid yellow	RGB	R=255, G=204, B=15
	CMYK	C=0; M=20; Y=94; K=0
	HEX	#FFCC0F

Colour: Mid grey (50 % black)	RGB	R=128, G=128, B=128
	CMYK	C=0; M=0; Y=0; K=50
	HEX	#808080

Colour: Signal grey (40 % black)	RGB	R=153, G=153, B=153
	CMYK	C=0; M=0; Y=0; K=40
	HEX	#999999

Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – INDUSTRIAL VACUUM CLEANERS FOR SLUDGE

Industrial vacuum cleaners for sludge MACH II



Figurative mark MACH II, german



Figurative mark MACH II, english

Specifications apply to German and English logo:

Aspect ratio whole logo: 1:2,06

Colour: Vivid blue	RGB	R=23, G=74, B=255
	CMYK	C=91; M=71; Y=0; K=0
	HEX	#174AFF

Colour: Dark grey (70 % Schwarz)	RGB	R=77, G=77, B=77
	CMYK	C=0; M=0; Y=0; K=70
	HEX	#4D4D4D

Colour: Mid grey (60 % black)	RGB	R=102, G=102, B=102
	CMYK	C=0; M=0; Y=0; K=60
	HEX	#666666

Colour: Signal grey (40 % black)	RGB	R=153, G=153, B=153
	CMYK	C=0; M=0; Y=0; K=40
	HEX	#999999

Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF



Word mark MACH II, german



Word mark MACH II, english

Aspect ratio whole logo, german: 1:4,08

Aspect ratio whole logo, english: 1:3,09

Colour specifications apply to German and English logo:

Colour: Vivid yellow	RGB	R=255, G=204, B=15
	CMYK	C=0; M=20; Y=94; K=0
	HEX	#FFCC0F

Colour: Mid grey (50 % black)	RGB	R=128, G=128, B=128
	CMYK	C=0; M=0; Y=0; K=50
	HEX	#808080

Colour: Signal grey (40 % black)	RGB	R=153, G=153, B=153
	CMYK	C=0; M=0; Y=0; K=40
	HEX	#999999

Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

LOGOS – INDUSTRIAL VACUUM CLEANERS FOR SLUDGE

Pre-separator



Logo pre-separator (white), german



Logo pre-separator (white), english

Aspect ratio whole logo: 1:2,19

Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Pre-separator ULTRA



Logo pre-separator ULTRA, german



Logo pre-separator ULTRA, english

Aspect ratio whole logo: 1:2,19

Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000
Colour: White	RGB	R=255, G=255, B=255
	CMYK	C=0; M=0; Y=0; K=0
	HEX	#FFFFFF

Universal squeegee



Logo universal squeegee, german and english

Aspect ratio whole logo: 1:1,12

Colour: Vivid yellow	RGB	R=255, G=204, B=15
	CMYK	C=0; M=20; Y=94; K=0
	HEX	#FFCC0F
Colour: Black	RGB	R=0, G=0, B=0
	CMYK	C=0; M=0; Y=0; K=100
	HEX	#000000

COLOUR SHADES BUSINESS DIVISIONS

The following colours are used for the business divisions and logos of Rössle AG. Changing the colour values of these colours is not permitted. Further/different colours may only be added to the colour spectrum by the Rössle AG marketing department after consultation with the executive board.

Rössle main colours / business division colours



Dusty grey (50 % black)	Dusty grey (50 % black)
RGB	R=128, G=128, B=128
CMYK	C=0; M=0; Y=0; K=50
HEX	#808080
RAL	7037

Colour tone for cross-business division topics.
Use for print



Olive yellow	Olive yellow
RGB	R=179, G=204, B=128
CMYK	C=30; M=20; Y=50; K=0
HEX (Print)	#B3CC80
RAL	1020

Shade for the „natural stones“ business division.
Use for print; on web: use #C2BE90



Pastel blue	Pastel blue
RGB	R=115, G=172, B=230
CMYK	C=50; M=25; Y=0; K=10
HEX	#73ACE6
RAL	5024

Colour shade for the „technology for clean ponds“ business division. Use for print and web



Blue grey	Blue grey
RGB	R=102, G=153, B=168
CMYK	C=60; M=40; Y=34; K=0
HEX	#6699A8
RAL	7031

Colour shade for the „clinkers“ business division. Use for print and web



Traffic red	Traffic red
RGB	R=230, G=0, B=0
CMYK	C=0; M=100; Y=100; K=10
HEX	#E60000
RAL	3020
HKS	14

Colour shade for the „vacuum cleaners for fire departments“ business division. Use for print and web



Vivid yellow	Vivid yellow
RGB	R=255, G=204, B=15
CMYK	C=0; M=20; Y=94; K=0
HEX	#FFCC0F
RAL	1021
HKS	4

Colour shade for the „industrial vacuum cleaners for sludge“ business division. Use for print and web

FONTS

Corporate font

Rössle AG uses the font „Titillium Web“ in four typefaces as its house font. This font is used in print and on the websites.

Titillium Web Regular
Titillium Web Regular
Titillium Web Regular
Titillium Web Regular

Titillium Web Italic
Titillium Web Italic
Titillium Web Italic
Titillium Web Italic

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
.,;:-%&/=?!@

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
.,;:-%&/=?!@

This is a dummy text.

You can use it to see if all the letters are there and what they look like. Sometimes you use words like Hamburgerfonts, Rafgenduks or Hand-gloves to test fonts. *Sometimes you use sentences that contain all the letters of the alphabet – these sentences are called „pangrams“.*

Titillium Web Bold
Titillium Web Bold
Titillium Web Bold
Titillium Web Bold

Titillium Web Bold Italic
Titillium Web Bold Italic
Titillium Web Bold Italic
Titillium Web Bold Italic

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
.,;:-%&/=?!@

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
.,;:-%&/=?!@

Alternative Schriftart

As an alternative font to „Titillium Web“, the font „Calibri“ may be used at Rössle AG in four typefaces. This font can be used in Microsoft Word, Excel or PowerPoint, for example.

Calibri Regular
Calibri Regular
Calibri Regular
Calibri Regular

Calibri Italic
Calibri Italic
Calibri Italic
Calibri Italic

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
.,;:-%&/=?!@

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
XYZ
.,;:-%&/=?!@

This is a dummy text.

You can use it to see if all the letters are there and what they look like. Sometimes you use words like Hamburgerfonts, Rafgenduks or Hand-gloves to test fonts. *Sometimes you use sentences that contain all the letters of the alphabet – these sentences are called „pangrams“.*

Calibri Bold
Calibri Bold
Calibri Bold
Calibri Bold

Calibri Bold Italic
Calibri Bold Italic
Calibri Bold Italic
Calibri Bold Italic

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
ÜVW
XYZ
.,;:-%&/=?!@

aäbcdefghijklmnoöpqrsßtuüvwxyz
AÄBCDEFGHIJKLMNOPQRSTUVWXYZ
ÜVW
XYZ
.,;:-%&/=?!@

Deviations from the corporate font and the alternative font are not permitted. In individual cases, the marketing department may deviate from this rule in consultation with the executive board.

In the „natural stones“ and „clinkers“ business divisions, only the fonts defined on the previous page, „Titillium Web“ as the corporate font and „Calibri“ as an alternative font, are used.

In the business divisions „technology for clean ponds“, „vacuum cleaners for fire departments“ and „industrial vacuum cleaners for sludge, in addition to the fonts „Titillium Web“ (corporate font) and „Calibri“ (alternative font) defined on the previous page, other fonts are used in some cases for certain logos or stickers. These fonts are used exclusively in the respective logos or stickers and may not be used for any other purposes.

Titillium Web, typeface Black

Titillium Web, typeface Black

- Sticker set pond suction cleaner TORPEDO

Transformers AEC Regular

TRANSFORMERS AEC REGULAR

- Sticker set pond suction cleaner TORPEDO

- Logo pond suction cleaner TORPEDO ULTRA

- Sticker set pond suction cleaner TORPEDO ULTRA

Lithos Pro Bold (20% inclination)

LITHOS PRO BOLD

- Logo pond suction cleaner TORPEDO

Justice Solid Regular

JUSTICE SOLID REGULAR

- Logo pond scrubber BIBER 22 BRUSH

- Logo pond scrubber BISAM 44 BRUSH

Impact Regular

Impact Regular

- Logos pre-separator, pre-separator ULTRA and pre-separator ULTRA XXL in the business divisions „technology for clean ponds“, „vacuum cleaners for fire departments“ and „industrial vacuum cleaners for sludge“

Good Times Regular

GOOD TIMES REGULAR

- All logos of the business division „vacuum cleaners for fire departments“ (HYDRA, HYDRA-BOY, HYDRA-Z, submersible pumps and mobile container for water damage)

High Speed (OTF) Regular

HIGH SPEED REGULAR

- Logos industrial vacuum cleaners for sludge MACH I, MACH II

Hemi Head Regular

Hemi Head Regular

- Logos industrial vacuum cleaners for sludge MACH I, MACH II

Book Antiqua Regular and Bold

Book Antiqua Regular / Bold

- When the product names MACH I and MACH II are used in print, Rössle AG uses the font „Book Antiqua“ instead of „Titillium Web“ to improve the display of the Roman numerals I and II. Possible font styles are Regular and Bold.

COMPANY BRAND

The permitted spellings of the Rössle AG company brand are explained below. In case of doubt or ambiguity as to whether a spelling is permitted, please contact the Rössle AG marketing department: marketing@roessle.ag.

Spelling of the company name

Correct

Incorrect

The following two spellings are permitted for the company name. If one speaks of „Rössle“ (Roessle), the name is to be written with a capital „R“ and lower case in the further course. Alternatively, the spelling „RÖSSLE“ (ROESSLE) in capital letters is also permitted.

Rössle
RÖSSLE
Rössle AG
RÖSSLE AG
Roessle
ROESSLE
Roessle AG
ROESSLE AG

Rössle-AG
RÖSSLE-AG
rössle-ag
rössle
rössle ag
rössle AG
Rössle-AG
RÖSSLE-AG
rössle-ag
rössle ag
rössle AG
Roessle-AG
ROESSLE-AG
roessle ag
roessle

If the official company name is used, it is referred to as „Rössle AG“ (Roessle AG). Writing in capital letters is also permitted. Important: Within the company name „Rössle AG“ (Roessle AG), no change in writing may occur.

Spelling of the business divisions

Correct

Incorrect

The following spelling is permitted for the individual business areas of Rössle AG: e.g. Natural stones

Natural stones
Rössle Natural stones
Rössle AG – Natural stones

Rössle Natural stones
Rössle AG – **Natural stones**

When speaking of the respective business division in connection with the company name, the following spellings are permitted:

„Rössle AG - Natural stones“ and „Rössle Natural stones“.

Important: There must be no change in writing within these designations.

Clinkers
Rössle Clinkers
Rössle AG – Clinkers

Rössle Clinkers
Rössle AG – **Clinkers**

Technology for clean ponds
Rössle Technology for clean ponds
Rössle AG – Technology for clean ponds

Rössle Technology for clean ponds
Rössle AG – **Technology for clean ponds**

Vacuum cleaners for fire departments
Rössle Vacuum cleaners for fire departments
Rössle FD vacuum cleaners
Rössle AG – Vacuum cleaners for fire departments
Rössle AG – FD vacuum cleaners

Rössle Vacuum cleaners for fire departments
Rössle FD vacuum cleaners
Rössle AG – **Vacuum cleaners for fire departments**
Rössle AG – **FD vacuum cleaners**

Industrial vacuum cleaners for sludge
Rössle Industrial vacuum cleaners for sludge
Rössle AG – Industrial vacuum cleaners for sludge

Industrial vacuum cleaners
Industrie sludge vacuum cleaners
industrie-schlammsauger
Rössle Industrial vacuum cleaners for sludge
Rössle AG – **Industrial vacuum cleaners for sludge**

PRODUCT BRAND

The permitted spellings for Rössle AG products are explained below. In case of doubt or ambiguity as to whether a spelling is permitted, please contact the Rössle AG marketing department: marketing@roessle.ag.

Business division „technology for clean ponds“

Pond suction cleaner FANGO 2000

Correct

Incorrect

The only permitted spelling is „FANGO 2000“. All letters are written in capital letters and the number part is separated from the word part by a space. The term pond suction cleaner may also be added to the product name.

FANGO 2000
Pond suction cleaner FANGO 2000
FANGO 2000 Pond suction cleaner

Fango 2000
Fango2000
FANGO2000
fango 2000
fango2000
Fango 2000
Fango **2000**
FANGO2000
Fango 2000

Important: There must be no font change within the product name „FANGO 2000“.

Pond suction cleaner TORPEDO

Correct

Incorrect

The only permitted spelling is „TORPEDO“. All letters are written in capital letters. The term pond suction cleaner may also be added to the product name.

TORPEDO
Pond suction cleaner TORPEDO
TORPEDO Pond suction cleaner

Torpedo
torpedo
Torpedo
Torpedo

Important: There must be no font change within the product name „TORPEDO“.

Pond suction cleaner TORPEDO ULTRA

Correct

Incorrect

The only permitted spelling is „TORPEDO ULTRA“. All letters are written in capital letters and both words are separated by a space. The term pond suction cleaner may also be added to the product name.

TORPEDO ULTRA
Pond suction cleaner TORPEDO ULTRA
TORPEDO ULTRA Pond suction cleaner

Torpedo ULTRA
TORPEDO Ultra
Torpedo Ultra
TORPEDO ultra
torpedo ultra
Torpedo Ultra
Torpedo Ultra
Torpedo **ULTRA**
Torpedo ULTRA

Important: There must be no font change within the product name „TORPEDO ULTRA“.

PRODUCT BRAND

Pond suction cleaner PULPO due

Correct

The only permitted spelling is „PULPO due. The first word is written in upper case only, the second word in lower case only. The words are separated by a space. The word pond suction cleaner may also be added to the product name.

Important: There must be no font change within the product name „PULPO due“.

PULPO due
Pond suction cleaner PULPO due
PULPO due Pond suction cleaner

Incorrect

Pulpo due
Pulpo Due
pulpo due
PULPO DUE
Pulpo DUE
pulpo DUE
PULPO due
Pulpo due
PULPO **due**

Pond scrubber BIBER 22 BRUSH

Correct

The only spelling allowed is „BIBER 22 BRUSH“. All letters are written in capital letters and a space is placed between each word. The word pond scrubber may also be added to the product name.

Important: There must be no font change within the product name „BIBER 22 BRUSH“.

Important: In international use, the german word “BÜRSTE” should be replaced by the english word „BRUSH“.

BIBER 22 BÜRSTE
Teichbürste BIBER 22 BÜRSTE
BIBER 22 BRUSH
Pond scrubber BIBER 22 BRUSH

Incorrect

Biber 22 Brush
Biber 22
Biber Brush
Biber Brush 22
Biber 22 Pond brush
Biber pond brush 22
BIBER **22** BRUSH
BIBER 22 BRUSH

Pond scrubber BISAM 44 BRUSH

Correct

The only spelling allowed is „BISAM 44 BRUSH“. All letters are written in capital letters and a space is placed between each word. The word pond scrubber may also be added to the product name.

Important: There must be no font change within the product name „BISAM 44 BRUSH“.

Important: In international use, the german word “BÜRSTE” should be replaced by the english word „BRUSH“.

BISAM 44 BÜRSTE
Teichbürste BISAM 44 BÜRSTE
BISAM 44 BRUSH
Pond scrubber BISAM 44 BRUSH

Incorrect

Bisam 44 Brush
Bisam 44
Bisam Brush
Bisam Brush 44
Bisam 44 Pond brush
Bisam pond brush 44
BISAM **44** BRUSH
BISAM 44 BRUSH

PRODUCT BRAND

DURCHBLICK see through sludge bell

Correct

The only permitted spelling is „DURCHBLICK see through sludge bell“. The word Durchblick is written in capital letters, the remainder is written in small letters.

Important: There must be no font change within the product name „DURCHBLICK see through sludge bell“.

DURCHBLICK see through sludge bell

Incorrect

Durchblick see through sludge bell
Durchblick SEE THROUGH SLUDGE BELL
DURCHBLICK SEE THROUGH SLUDGE BELL
see through sludge bell DURCHBLICK
DURCHBLICK **see through sludge bell**
DURCHBLICK see through sludge bell

DIRT-SAFE

Correct

The only permitted spelling is „DIRT-SAFE“. All letters are written in capital letters.

Important: There must be no font change within the product name „DIRT-SAFE“.

DIRT-SAFE
DIRT-SAFE brush ring

Incorrect

Dirt-Safe
Dirt-safe
dirt-safe
DIRT-Safe
Dirt-SAFE
DIRT-SAFE
DIRT-**SAFE**
DIRT SAFE

Clear-Pad and Clear-Pad-Pro

Correct

The only permitted spellings are are „Clear-Pad“ and „Clear-Pad-Pro“. The first letter of each word is written in capital letters and the words are joined by a hyphen. The product names can be the word „brush attachment“ to the can be added to the product names.

Important: Within the product names „Clear-Pad“ and „Clear-Pad-Pro“ there must be no change in writing.

Clear-Pad
Clear-Pad brush attachment
Brush attachment Clear-Pad

Clear-Pad-Pro
Clear-Pad-Pro brush attachment
Brush attachment Clear-Pad-Pro

Incorrect

Clear Pad
Clear pad
clear pad
clear-pad
CLEAR-PAD
Clear-PAD
Clear-Pad
Clear-**Pad**

Clear Pad Pro
Clear pad pro
clear pad pro
clear-pad-pro
CLEAR-PAD-PRO
Clear-PAD-PRO
Clear-Pad-PRO
Clear-Pad-Pro
Clear-**Pad-Pro**
Clear-Pad-**Pro**

PRODUCT BRAND

Clear-Drum

The only permitted spelling is „Clear-Drum“. The first letter of each word is written in capital letters and both words are connected by a hyphen. The term roller brush may also be added to the product name.

Important: There must be no font change within the product name „Clear-Drum“.

Correct

Clear-Drum
Clear-Drum roller brush
Roller brush Clear-Drum

Incorrect

Clear Drum
Clear drum
clear drum
clear-drum
CLEAR-DRUM
Clear-DRUM
Clear-Drum
Clear-**Drum**

Business division „vacuum cleaners for fire departments“

FD vacuum cleaner HYDRA

The only permitted spelling is „HYDRA“. All letters are written in capital letters. The product name can also be supplemented with the terms „vacuum cleaner for fire departments“ or „FD vacuum cleaner“.

Important: There must be no font change within the product name „HYDRA“.

Correct

HYDRA
FD vacuum cleaner HYDRA
HYDRA FD vacuum cleaner
Vacuum cleaner for fire departments
HYDRA
HYDRA vacuum cleaner for fire departments

Incorrect

Hydra
hydra

FD vacuum cleaner HYDRA-BOY

The only permitted spelling is „HYDRA-BOY“. All letters are written in capital letters and The only permitted spelling is as follows: Both words are connected by a hyphen.

The addition „ULTRA“ or „ULTRA XXL“ is to be written exclusively with capital letters. ULTRA XXL“ shall be separated by a space.. The product name can also be supplemented with the terms „vacuum cleaner for fire departments“ or „FD vacuum cleaner“.

Correct

HYDRA-BOY
FD vacuum cleanerHYDRA-BOY
HYDRA-BOY FD vacuum cleaner
Vacuum cleaner for fire departments
HYDRA-BOY
HYDRA-BOY vacuum cleaner for fire departments

Incorrect

Hydra-Boy
hydra-boy
HYDRA-boy
HYDRA-Boy
HYDRABOY
HYDRA BOY
HYDRA_BOY
HYDRA-BOY
HYDRA-**BOY**

Important: There must be no font change within the product name „HYDRA-BOY“.

PRODUCT BRAND

FD vacuum cleaner HYDRA-Z

The only permitted spelling is „HYDRA-BOY“. All letters are written in capital letters and both words are connected by a hyphen. The product name can also be supplemented with the terms „vacuum cleaner for fire departments“ or „FD vacuum cleaner“.

Important: There must be no font change within the product name „HYDRA-Z“.

Correct

HYDRA-Z
FD vacuum cleaner HYDRA-Z
HYDRA-Z FD vacuum cleaner
Vacuum cleaner for fire departments
HYDRA-Z
HYDRA-Z vacuum cleaner for fire departments

Incorrect

Hydra-Z
hydra-z
HYDRA-z
HYDRAZ
HYDRA Z
HYDRA_Z
HYDRA-Z
HYDRA-Z
HYDRA-ADDITIONAL PACKAGE
HYDRA-Additional package

Mobile container for water damage

The only permitted spelling is „mobile container Rössle FD vacuum cleaners“. The word separation is done with a space.

Important: There must be no font change within the product name „Mobile container Rössle FD vacuum cleaners“.

Correct

Mobile container Rössle FD vacuum cleaners

Incorrect

MOBILE CONTAINER Rössle FD vacuum cleaners
Mobile container RÖSSLE FD VACUUM CLEANERS
Mobile container-Rössle FD vacuum cleaners
Mobile container_Rössle FD vacuum cleaners
Mobile container Rössle FD vacuum cleaners
Mobile container **Rössle FD vacuum cleaners**

PRODUCT BRAND

Business division „industrial vacuum cleaners for sludge“

Industrial vacuum cleaner for sludge MACH I **Correct**

The only permitted spelling is „MACH I“. All letters shall be written in capital letters. To obtain the Roman numeral I (one), the font „Book Antiqua“ must be used for sans serif fonts. The product name can also be supplemented by the term „industrial vacuum cleaner for sludge“.

MACH I
Industrial vacuum cleaner for sludge
MACH I
MACH I industrial vacuum cleaner for sludge

Incorrect

Mach I
Mach I
Mach 1
MACH I
MACH 1
MACHI
MACHI
MACH1

There must be no font change within the product name „MACH I“. Exception: the combinations given above.

Industrial vacuum cleaner for sludge MACH II **Correct**

The only permitted spelling is „MACH II“. All letters shall be written in capital letters. To obtain the Roman numeral II (two), the font „Book Antiqua“ must be used for sans serif fonts. The product name can also be supplemented by the term „industrial vacuum cleaner for sludge“.

MACH II
Industrial vacuum cleaner for sludge
MACH II
MACH II industrial vacuum cleaner for sludge

Incorrect

Mach II
Mach II
Mach 2
MACH II
MACH 2
MACHI
MACHII
MACH2

There must be no font change within the product name „MACH II“. Exception: the combinations given above.

Cross-business divisional products

Pre-separator, pre-separator ULTRA and pre-separator ULTRA XXL **Correct**

The only permitted spelling is as follows: Both words are connected by a hyphen. The addition „ULTRA“ or „ULTRA XXL“ is to be written exclusively with capital letters. „ULTRA XXL“ shall be separated by a space.

Pre-separator
Pre-separator ULTRA
Pre-separator ULTRA XXL

Incorrect

PRE-SEPARATOR
PRE-SEPARATOR ULTRA
PRE-SEPARATOR ULTRA XXL
Pre-separator ultra
Pre-separator ultra xxl
Pre-separator Ultra
Pre-separator Ultra Xxl
Pre-separator **ULTRA**
Pre-separator ULTRA
Pre-separator **ULTRA XXL**
Pre-separator ULTRA XXL

Important: There must be no font changes within the product names „pre-separator“, „pre-separator ULTRA“ and „pre-separator ULTRA XXL“.

PRODUCT BRAND

Sewage / submersible pumps TERA series

The only permitted spellings are „KILO“, „MEGA“, „MEGA PRO“, „GIGA“, „TERA“. All letters are written in capital letters. The words sewage pump or submersible pump may also be added to the product names.

Correct

KILO
Sewage pump KILO
Submersible pump KILO
MEGA
Sewage pump MEGA
Submersible pump MEGA
MEGA PRO
Sewage pump MEGA PRO
Submersible pump MEGA PRO
GIGA
Sewage pump GIGA
Submersible pump GIGA
TERA
Sewage pump TERA
Submersible pump TERA

Incorrect

Kilo
kilo
Mega
mega
Mega Pro
mega pro
Mega PRO
MEGA pro
Giga
giga
Tera
tera

Submersible pumps ROSS series

The only permitted spellings are „FLAT-ROSS“, „C-ROSS“, „B-ROSS“. All letters are written in capital letters. The pump designations are connected to the series name by a minus. The product names can also be supplemented by the term submersible pump.

Correct

FLAT-ROSS
Submersible pump FLAT-ROSS
C-ROSS
Submersible pump C-ROSS
B-ROSS
Submersible pump B-ROSS

Incorrect

Flat-ROSS
FLAT-Ross
Flat-Ross
FLAT ROSS
Flat Ross
FLATROSS
flatROSS
Examples also apply to the other names

Universal squeegee

The only permitted spelling is „universal squeegee“. All letters are written in lower case letters.

There must be no font change within the product name „universal squeegee“.

Richtig

Universal squeegee
universal squeegee

Falsch

UNIVERSAL squeegee
universal SQUEEGEE
universalsqueegee
universal squeegee
universal **squeegee**

HYDRA SWAP Multi-Skimmer

The only approved spelling is „HYDRA SWAP“. All letters are written in capital letters.

Important: There must be no font change within the product name „HYDRA SWAP“.

Richtig

HYDRA SWAP
HYDRA SWAP Multi-Skimmer
Multi-Skimmer HYDRA SWAP

Falsch

HYDRA-SWAP
HYDRA Swap
Hydra SWAP
Hydra Swap
HYDRA SWAP
HYDRA **SWAP**

VARIOUS

Spelling of telephone, fax and mobile numbers

Country code with +
(Area) code with (0) with space between
0 and area code

The call number is divided into groups
of two digits and ends with the last digit
(5) and the extension number

A normal space is used between the
groups of digits. No slashes or hyphens
(divis) are used. Exception: After the last
digit and before the extension number

The colours used here are for illustra-
tive purposes only.

Correct

Tel.: +49 (0) 8342 70 59 5-0
Telefon: +49 (0) 8342 70 59 5-0
Phone: +49 (0) 8342 70 59 5-0
Fax: +49 (0) 8342 70 59 5-0
Mobil: +49 (0) 8342 xx xx xx xx
Mobile: +49 (0) 8342 xx xx xx xx

Incorrect

0049 (0) 8342 70 59 5-0
0049 (0)8342 70 59 5-0
+49 - 8342 - 70 59 5-0
08342 70 59 5-0
08342 70 59 50

Spelling e-mail address

The e-mail address is written with
@ symbol. Other combinations of
characters (e.g. (a) or (at)) are not
permitted.

Correct

E-Mail: info@roessle.ag

Incorrect

E-Mail: info(a)roessle.ag
E-Mail: info(at)roessle.ag

Address notation

Germany: Straße
Switzerland and non-German-speaking
countries: Strasse

Strasse / Straße must not be
abbreviated.

Postcode and city are written with the
country abbreviation and/or the country
name (in English).

Lieferanschrift / Ausstellung / Büro:
Johann-Georg-Fendt-Strasse 50
D-87616 Marktoberdorf, Germany

Rechnungsanschrift:
Pater-Hartmann-Strasse 23
87616 Marktoberdorf, Germany

Correct

Rössle AG
Johann-Georg-Fendt-Strasse 50
D-87616 Marktoberdorf, Germany

RÖSSLE AG
Pater-Hartmann-Strasse 23
87616 Marktoberdorf, Germany

Incorrect

Johann-Georg-Fendt-Str. 50
87616 Marktoberdorf

PRODUCT CATALOGUES

Rössle AG produces an annual product catalogue for the business divisions „natural stones“, „clinkers“, „technology for clean ponds“, „vacuum cleaners for fire departments“ and „industrial vacuum cleaners for sludge“. All these catalogues are produced in DIN A 4 format. In addition, the same layout is used for the title page of all catalogues in order to create a visual connection and link to Rössle AG. While the catalogues for „natural stones“ and „clinkers“ are each available exclusively in German, the catalogues for „technology for clean ponds“, „vacuum cleaners for fire departments“ and „industrial vacuum cleaners for sludge“ are published in English in addition to German. Under certain circumstances, other language versions are also possible for countries with native languages other than German and English. These versions will be designed by Rössle AG.

Rössle AG does not permit the design of catalogues or brochures which, in their design and through the use of features of Rössle AG (e.g. logos, layout), suggest that the printed product originates from Rössle AG itself.

YOUR PRINT PRODUCTS AND RÖSSLE

We will be happy to provide you with appropriate data material consisting of high-resolution images and information for your print products that you create and publish with or about Rössle AG products. Please contact the Rössle AG marketing department by e-mail at marketing@roessle.ag.

ADVERTISEMENTS AND ADVERTORIALS

We will be happy to provide you with appropriate data material consisting of high-resolution images and information for advertisements and advertorials about Rössle AG products. For this purpose, please contact the Rössle AG marketing department by e-mail at marketing@roessle.ag.

Advertisements and texts for advertorials about Rössle AG must generally be agreed with the marketing department and the executive board of Rössle AG and may not be released/published for printing without their approvals.

RÖSSLE AG ON THE INTERNET

The internet presence of Rössle AG is structured through several websites. These represent the company in general as well as the respective business areas of Rössle AG. All of the websites listed below are managed by Rössle AG itself. The only exception is the website www.roessle.pl, which is managed and administered by Roessle Polska.

Rössle corporate website

www.roessle.ag

General, cross-business divisional appearance of Rössle AG.

Available languages: German

Rössle – natural stones

www.nature-stone.de

Website for the „natural stone“ business division of Rössle AG. In addition, the „clinkers“ business division is also presented here.

Available languages: German

Rössle – technology for clean ponds

www.der-saubere-teich.de

Website/Shop für den Geschäftsbereich Technik für saubere Teiche der Rössle AG.

Verfügbare Sprachen: Deutsch, Englisch

Zudem wird der Geschäftsbereich Technik für saubere Teiche mit einer polnischen Website (www.roessle.pl) durch Roessle Polska präsentiert.

Rössle – vacuum cleaners for fire departments

www.feuerwehr-sauger.de

Website for the „vacuum cleaner for fire department“ business division of Rössle AG.

Available languages: German, English, Czech. Further languages are to follow.

Website with dealer login, where all important information for dealers and partners is provided up to date.

Rössle – industrial vacuum cleaners for sludge

www.industrie-sauger.de

Website for the „industrial vacuum cleaners for sludge“ business division of Rössle AG.

Available languages: German, English. Further languages are to follow.

Website with dealer login, where all important information for dealers and partners is provided up to date.

Rössle AG as partner/dealer/supplier

You would like to include and mention Rössle AG as a partner/dealer/supplier on your website? We would be pleased to do so! Contact our marketing department by email at marketing@roessle.ag and we will clarify all the details and can send you the data you need.

RÖSSLE AG IN SOCIAL MEDIA

In social media, Rössle AG is primarily active on the audiovisual social network Instagram under the account roessle_ag. Here, pictures and videos from all business divisions are regularly published for product promotion and to publicise current information. Posts on the different business divisions are marked accordingly with coloured frames to differentiate them from each other. The colours correspond to the respective business division colours of Rössle AG.

In addition, Rössle AG is represented on the Facebook network with the account @roessleag and on the Google platform Google MyBusiness. Here, pictures and videos from all business divisions are published, as described above, for product advertising and to publicise current information.

The following languages are used for publications used in publications:

Natural stones, clinkers, (General): German

Technology for clean ponds, vacuum cleaners for fire departments, industrial vacuum cleaners for sludge, (General): German and English





rössle

RÖSSLE AG

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