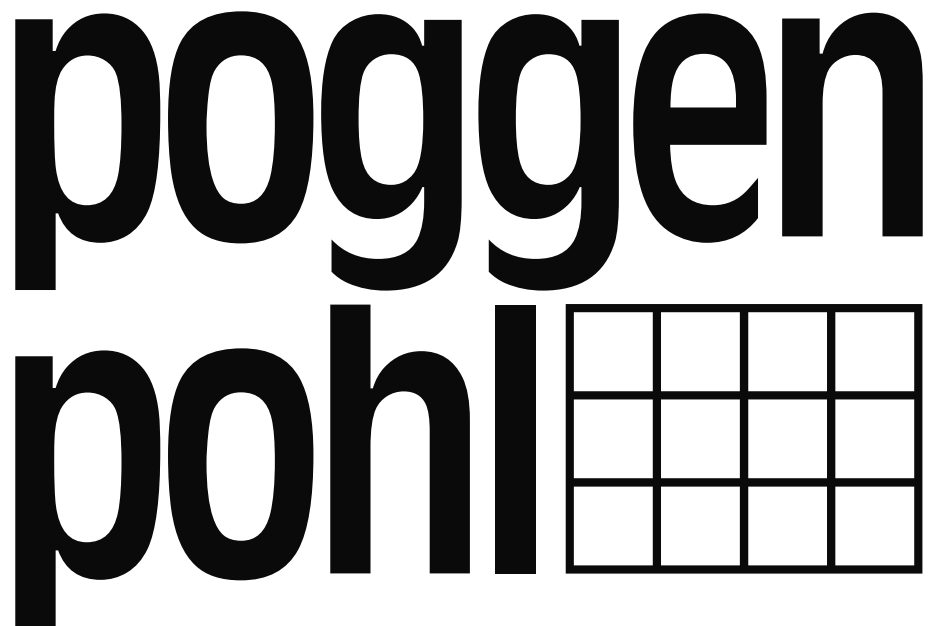


Identity Guidelines

Logo Introduction

The logo is the most visible element of our identity, a universal signature across all Poggenpohl applications.

Both the typeface and the sign of the logo always appear in the same colour.

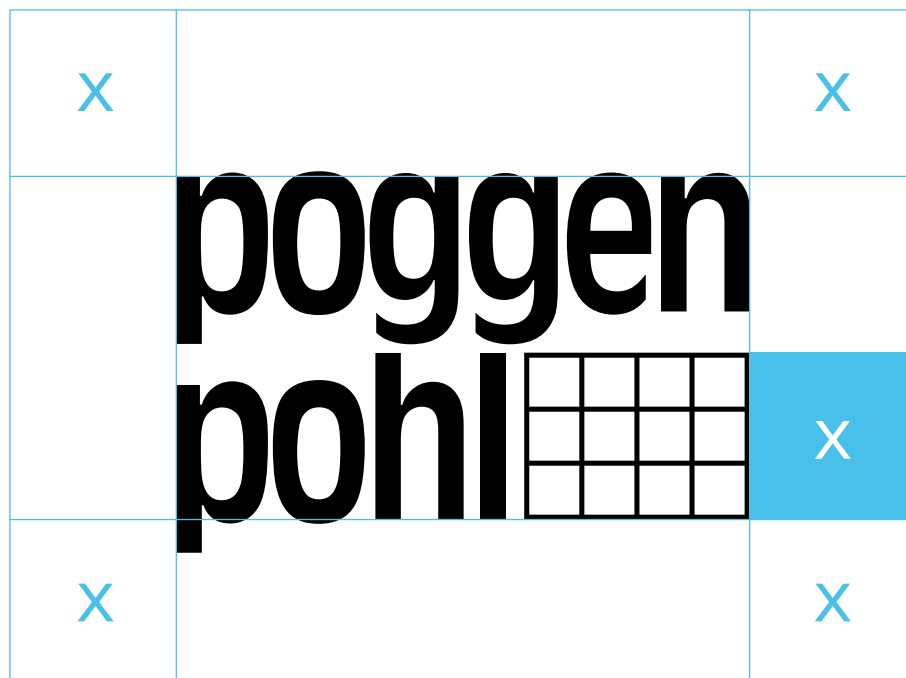


Identity Guidelines

Protecting the Logo

To maintain our brand's visibility and impact, we must protect the clarity and visual integrity of the logotype by respecting an exclusion zone.

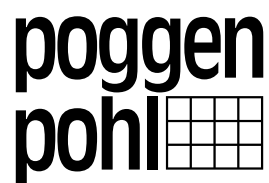
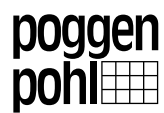
Our logotype must always appear legibly on a clear background.



Identity Guidelines

Minimum size of the Logo

To maintain clarity and visibility, please respect the minimum size of the logotype. If you need to use the logotype under the minimum, please write our name instead using the logotype.

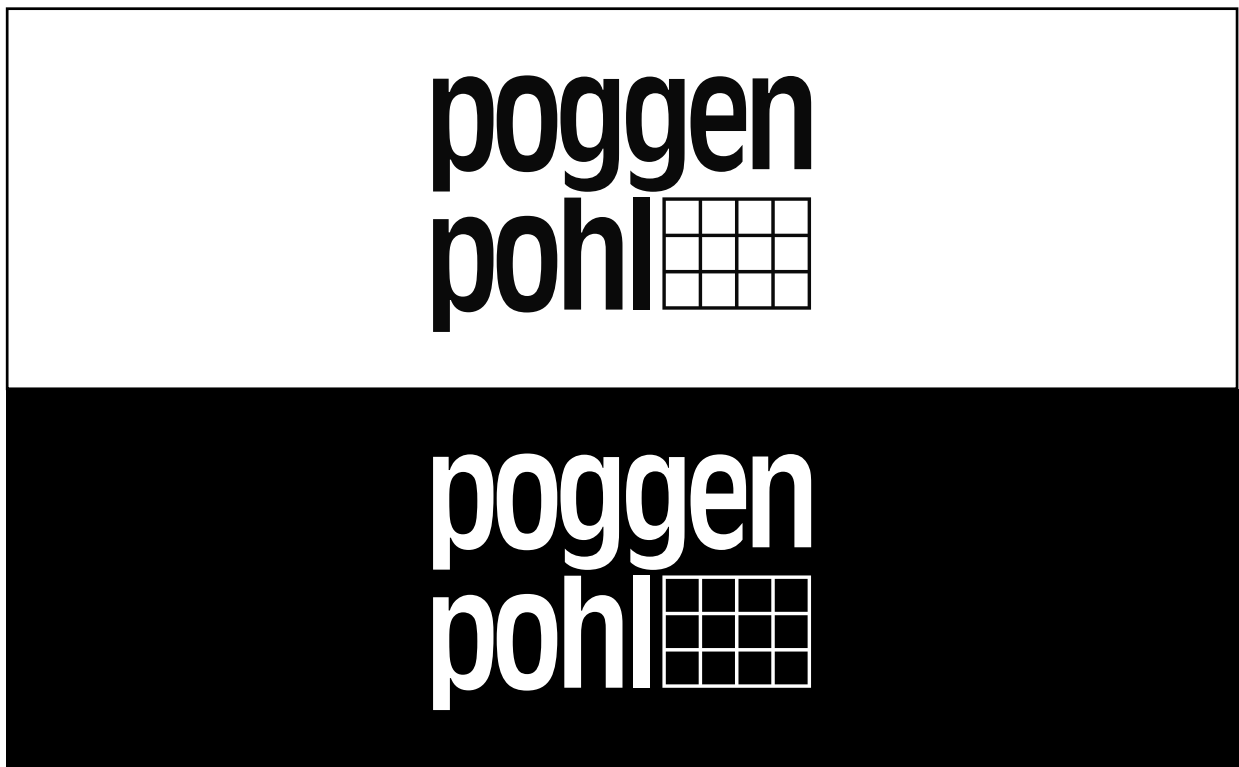
The logo consists of the word "poggen" in a bold, lowercase sans-serif font, stacked above the word "pohl" in the same font. To the right of "pohl" is a square grid composed of 4 rows and 4 columns of small squares.The logo consists of the word "poggen" in a bold, lowercase sans-serif font, stacked above the word "pohl" in the same font. To the right of "pohl" is a square grid composed of 4 rows and 4 columns of small squares.The logo consists of the word "poggen" in a bold, lowercase sans-serif font, stacked above the word "pohl" in the same font. To the right of "pohl" is a square grid composed of 4 rows and 4 columns of small squares.

minimum size 6 mm

Identity Guidelines

Logo Colour

The logo is in Pantone Black C.
It is white when placed on a black background.



Identity Guidelines

Colour Proportions

Black and white are the predominant colours.
The colour distribution should be half black, half white.

Pantone Process Black C
C0 M0 Y0 K0
R255 G255 B255
#FFFFFF
RAL 9003

Pantone Process Black C
C0 M0 Y0 K100
R30 G30 B30
#1E1600
RAL 9017

Identity Guidelines

Secondary Colours

The secondary colour palette is to be used only by small touches.
The colour palette gives greater versatility for presentations,
catalogues and digital but must not be used as primary colour.

C14 M10 Y15 K1
R224 G222 B216

C18 M14 Y19 K2
R213 G210 B202

C23 M19 Y24 K5
R199 G194 B186

C28 M24 Y28 K9
R183 G177 B169

C30 M27 Y31 K12
R174 G167 B159

C32 M30 Y33 K15
R165 G157 B149

Identity Guidelines

Typeface Introduction

The Poggenpohl typeface is clear, distinctive and legible.
For titles we use the Proxima Nova Regular bold font.
For sub-titles and the main body of text we use the Proxima Nova Regular.

Aa

Proxima Nova Regular (bold)

Proxima Nova Regular (bold)

Proxima Nova Regular (bold)

Proxima Nova Regular (bold)

Proxima Nova Regular (bold)

Proxima Nova Regular (bold)

Aa

Proxima Nova Regular

Proxima Nova Regular

Proxima Nova Regular

Proxima Nova Regular

Proxima Nova Regular

Proxima Nova Regular

Identity Guidelines

Typeface Uses

Proxima Nova Regular is the new font that is used within the Poggenpohl company. The size of the regular text body is 11 pt.

Proxima Nova Regular
40 pt.

Headline in Proxima Nova Regular 40 pt.

Proxima Nova Regular
(bold)
11 pt.

TITLE

We don't just look at kitchens, we live and feel them. Our +MODO introduces sensuous emotions to the world of the kitchen, the interplay of open and closed elements places your favourite objects in stimulating open spaces. Hide and reveal as the mood takes you to keep the attention on your furniture and treasures.

Proxima Nova Regular
11 pt.

The kitchen is now the platform for a journey of constant discovery.

Identity Guidelines

Product Name Hierarchy Introduction

All our product names follow the same hierarchy. The Extrabold typeface and the emphasis on the “+” symbol make them highly visible.

+PRODUCT NAME

+ARTESIO

+MODO

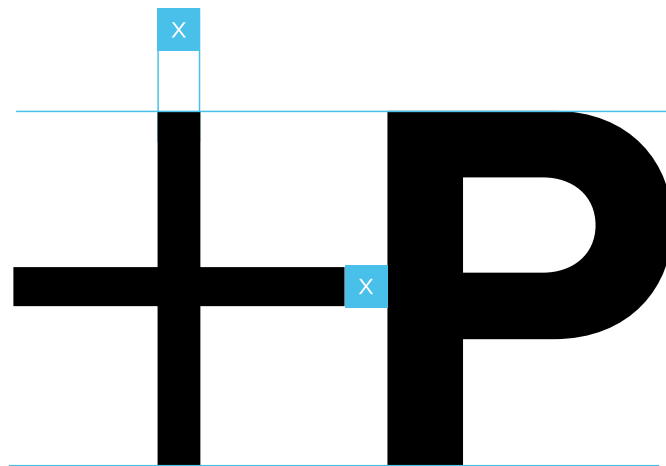
+SEGMENTO

+EDITION

Identity Guidelines

Product Name Hierarchy Construction

The “+” symbol is always the same height as the product name.
The gap between symbol and product name is always the same as the width of the „+“ sign, as shown below.



Proxima Nova
Regular

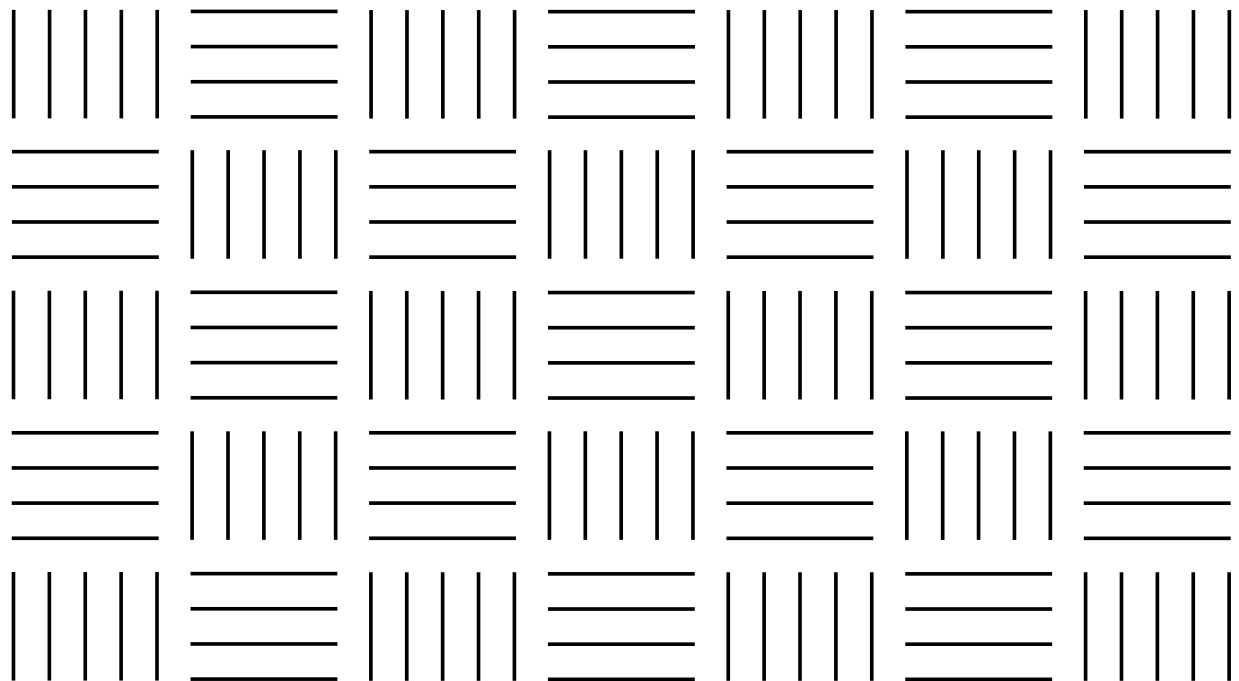
+PRODUCT NAME

Proxima Nova Regular (bold)

Identity Guidelines

Pattern Introduction

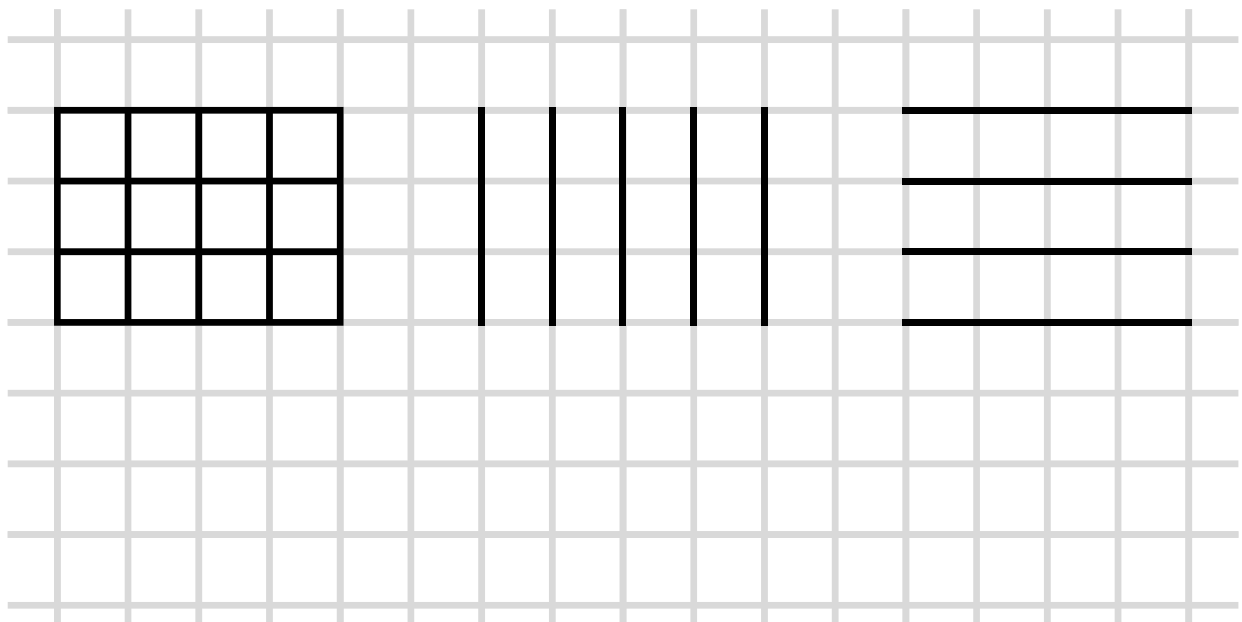
The pattern is part of the Poggenpohl identity.
The pattern is inspired by the logotype's sign.
This new element helps us to improve recognisability
and add a touch of personality to our material.



Identity Guidelines

Pattern Construction

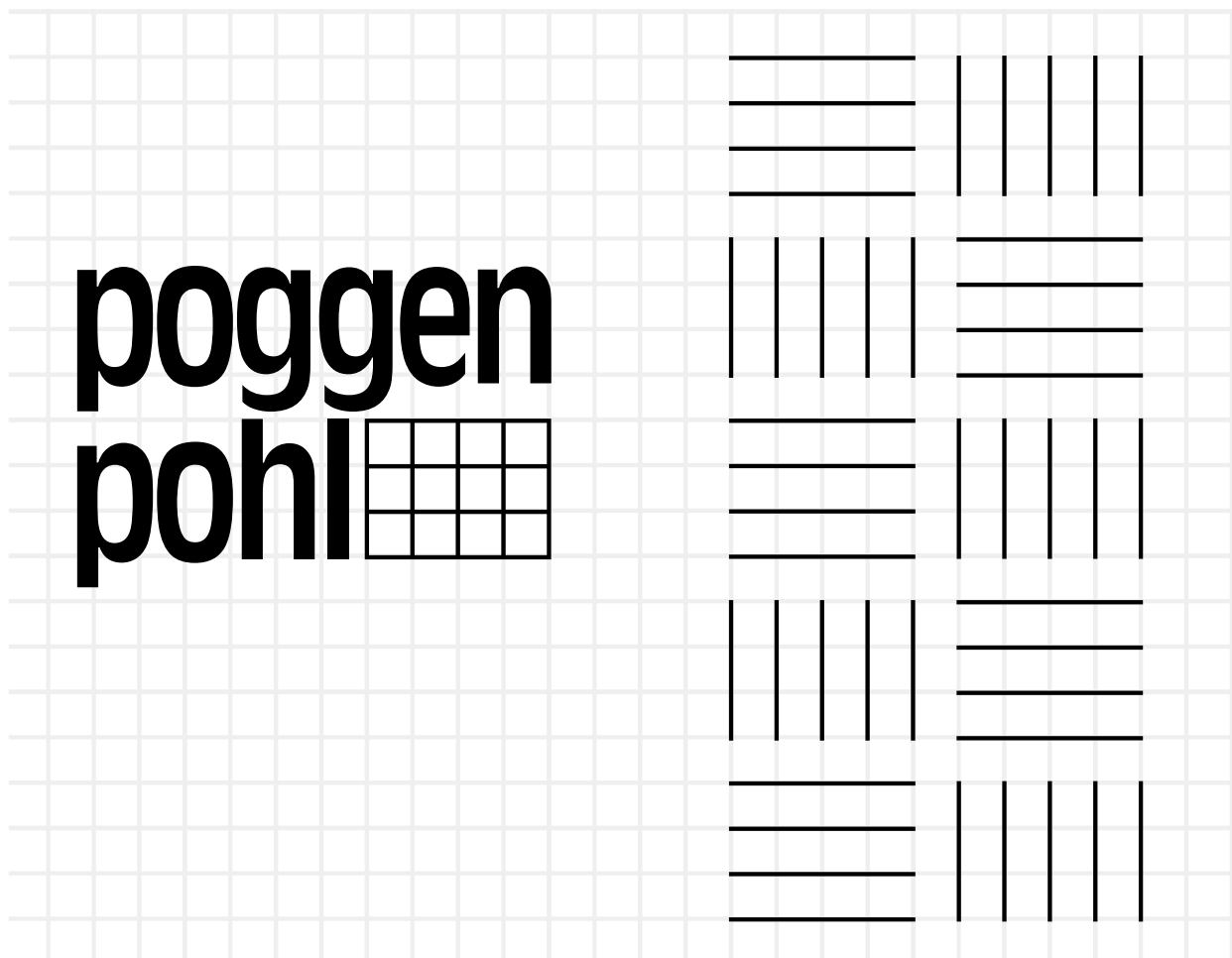
The pattern is taken directly from the grid in the Poggenpohl logotype.



Identity Guidelines

Pattern Construction

The pattern and the grid of the Poggenpohl logo should always be the same size.



Identity Guidelines

Pattern Construction

On black backgrounds, the logo and pattern are white.

On white backgrounds, the logo and pattern are black.

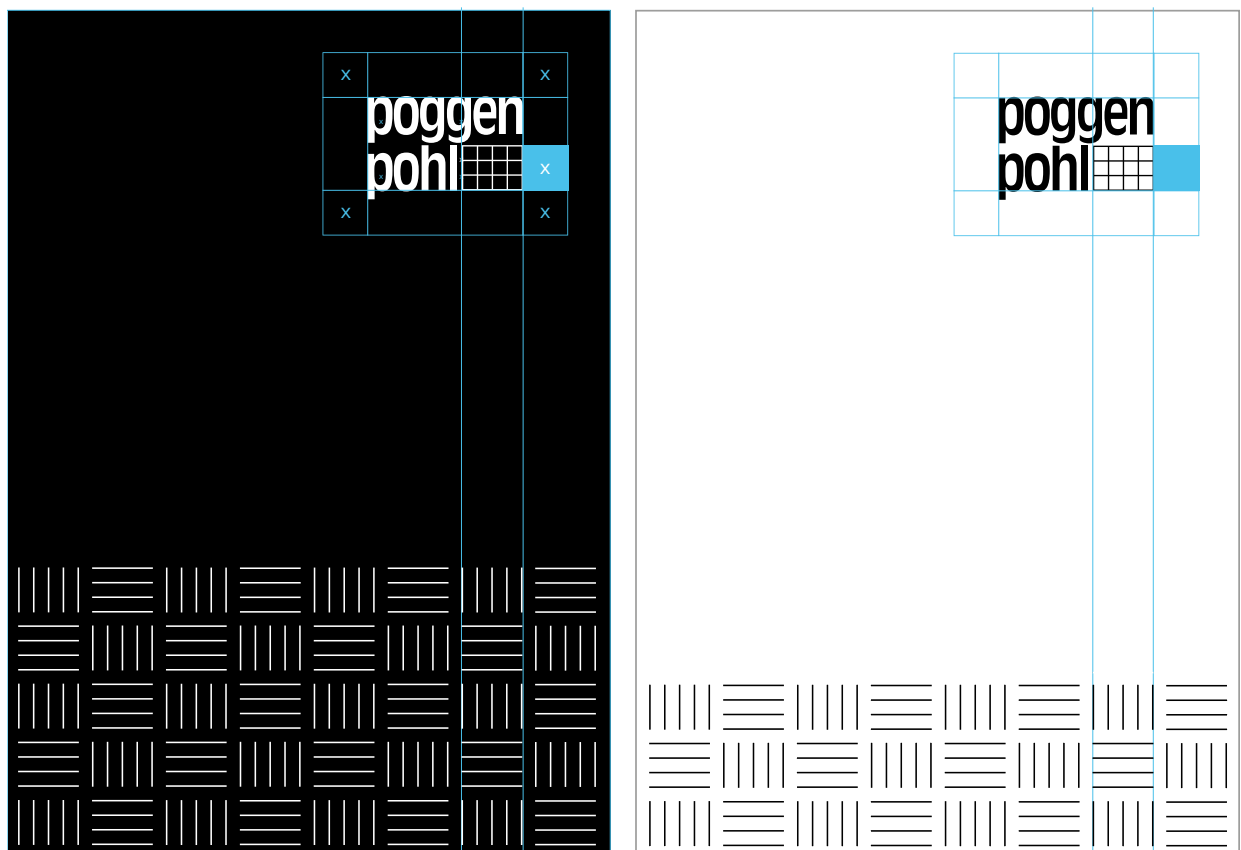
Using a special gloss, logo and pattern can be applied in white or black regardless of the background colour.

The grid of the logo should always be aligned with one block of the pattern.

The pattern should never be cut part way through a segment.

The logo should be positioned at the top-right for most communications.

However, if this is not possible or in an advertisement, the logo is positioned at the bottom-right. In this case, the pattern can be left out.



Three or five
rows of pattern

Identity Guidelines

Pattern - Do not

Our pattern is a new element, we must use it with care to ensure recognisability. The pattern cannot be modified or appear behind the logo.

