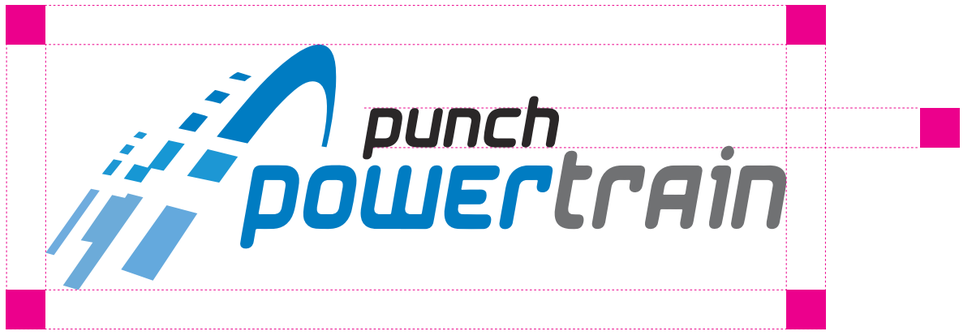
Versions

Exclusion area

This example demonstrates how the ‘n’ from the logotype defines the minimum exclusion area. This area must not be imposed upon by other graphics.



The exclusion area is an area within which all applicable rules should be applied and no other elements such as graphics or typography may be placed in the proximity of the logo.

The size of this exclusion area depends on the logo’s size. As the illustration indicates, the logo must first be ‘marked out’. This begins when making a square equal to the **x-height** of the ‘Punch’ typography.

This square is taken as a reference and placed around the previously determined perimeter. The frame that is determined this way is the minimal exclusion area. Preference should always be given to a larger exclusion zone. This rule is therefore really a minimum requirement.

The exclusion area determines certain rules and restrictions regarding photos, contrast, colours, etc. No photos, other graphical elements, typography or busy backgrounds may be positioned here. The general principle is that the Punch Powertrain logo should preferably be placed on a white or dark blue (gradient) background. Certain non disturbing solid areas, cast shadows or glows or other graphic elements that do not compromise the correct and worthy use of the logo are permitted.

Our tagline

Our tagline is our rallying cry. It speaks to how we act, what we believe, and our vision for the future. It's a short, catchy slogan that's internal and external.

It's meant to be repeated often; used in headlines, written copy, graphics, and more.

Our tagline is:

Gear up for the future

Why we like it:

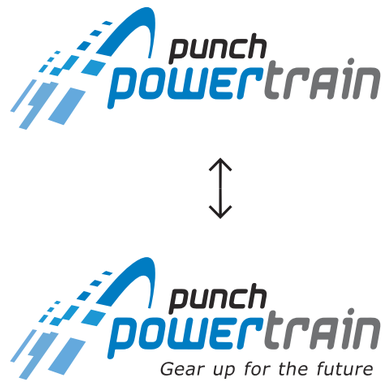
- Short and catchy (we can remember it)
- Simple

Why this tagline relates to us:

- The future is electric
- The introduction of hybrid transmissions as a way to transition
- We are working in a rapidly chaning industry and want to be ready for the big changes ahead.

Logo with or without the tagline

We allow the logo to be used without its tagline. This occurs, for example, in a situation where the tagline is already played out in the text. Then it is not necessary to repeat this in the logo. If the logo must be displayed very small on e.g. a website or application we also recommend to omit the tagline.



Scaling

The primary logotype should always be scaled while maintaining its original proportions. Stick to the suggested minimum sizes listed below. This is to avoid any degradation of the mark.

Minimum scale

Logo with tagline

Print - 15mm in height (with tagline)
Digital - 50px height (with tagline)

Logo without tagline

Print - 10mm in height (with tagline)
Digital - 40px height (with tagline)

The don’ts

There are a number of actions that should never be applied to the logo.
These are briefly described below.

Don’t outline the logotype

Don’t rotate the logotype

Don’t crop the logotype

Don’t place the logotype on a photograph and don’t use a dropshadow, glow, emboss or 3D effect on it.

Don’t flip the logotype

Don’t stretch or squeeze the logotype

Don’t put the logotype in unofficial colors

Don’t put the logotype on a background color that matches to close with one of the brand colors, or that is to dark

Exceptional cases

The logo's integrity

The rules mentioned before must be followed as leading and the logo may not be manipulated. However, in exceptional cases, to promote visibility and clarity of the logo, below exceptions will be allowed.

Allowed logo uses are:

- Original logo with or without slogan
- monochrome logo with or without slogan
- white logo with or without slogan
- original logo with enlarged text "PUNCH"

Use the full black monochrome variant when needed for Fax or monochrome print applications

Use the logo in a light monochrome way when projected on any dark background

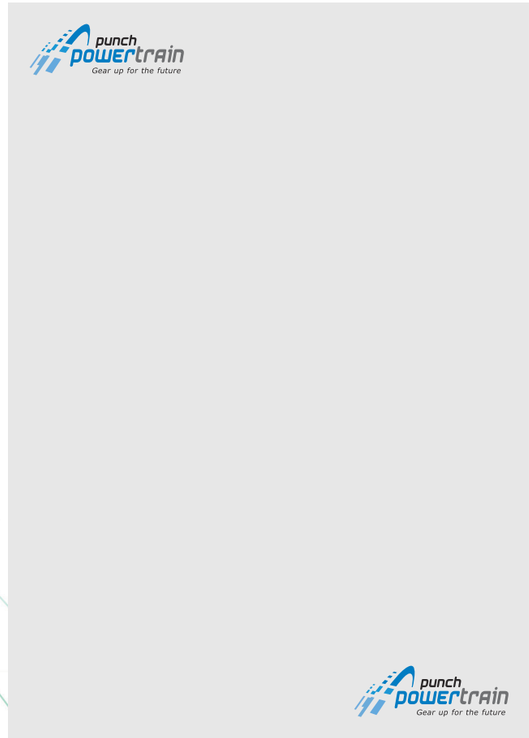
Use the logo with the company name in a bigger size for situations where the company's name should be fully readable (f.e. building signage).

Stencils and stamps on components or products may remain monochrome.

Use the logo in a light variant when applied on vehicle rear windows to ensure visibility. Only corporate colors are used (see primary and secondary logo colors).

Use the logo with or without the tagline when needed. Find the specific rules for the use of the tagline on page 16 and 17

Logo use in documents

The logo size in common documents

Here we give our recommendations regarding the size of the logo when placing it on standard paper sizes. The logo may be placed at the top left or bottom right within the agreed margin and taking into account the exclusion zone of the logo itself.