



Corporate Identity Manual

Connections

2021 - v2.5

1

Introduction

1.0

Brand Guidelines

These visual identity guidelines are an essential part of how we at **Punch Powertrain** deal with our corporate identity. We believe that a strong visual identity will increase our brand awareness and will benefit the perception of our company on the market.

This guide includes all elements you may need to develop, confirm and even expand the recognition of our company. It does this by offering all elements and information you need to get to work and produce the necessary publications. The guide gives you the opportunity to provide these publications with the necessary impact and - perhaps more importantly - to set the right tone. This guide tries to indicate the essence of our business communication in a clear and visual manner, in simple rules and in a summarising language.

The manual also lays down a compulsory style. It should not be considered as limiting, but - as the name suggests - it is a guideline. You, as a professional, should recognise the importance of consistent business communication and help us to paint a picture of a coherent image.

Brand Platform

A brand platform is the overarching idea that forms both visual and verbal associations of the brand. We build our brand around its framework, the foundation for our internal and external communications.

Our brand platform is called

Connections

Punch Powertrain connects!

The Connections story starts with our products and the people who makes them. Our transmissions connects motors with the wheels of a car and by doing so it produces motion. It, in turn, allows people to connect with new destinations, dreams, jobs or other people each day. And in the fast changing automotive sector we connect the environment with this new changing technology as well.

2

**Logomark &
Logotype**



The basis of our identity

The Punch Powertrain logo is the most important element of our company's corporate identity.

Our logo helps us make ourselves known wherever we appear. With the right application, we create a system that communicates the brand effectively.

This is why it is so important that nothing is changed or distorted in the logo, and that the correct version is used at all times and in each publication.

Company Name

Original Spelling - Punch Powertrain

Our company name and brand name originates in Latin alphabet and consists of 2 words, each starting in capital case. This exact spelling must be used in all written communication, preferably also in texts that are composed in other alphabets.

In some cases, however, spelling in alternative alphabets is inevitable (in case of spelling by third parties, or in case a local alphabet would increase readability or clarity of the message.)

For such cases alternative spellings have been defined, which must be followed strictly and consistently. Third parties must be pointed at correct spelling in the respective alphabet.

Chinese spelling (Adobe Song Std. Light) - 邦奇动力

The Chinese spelling of the brand name consists of a character that sounds similar to "Punch", complimented with the character for "Powertrain" product category.

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

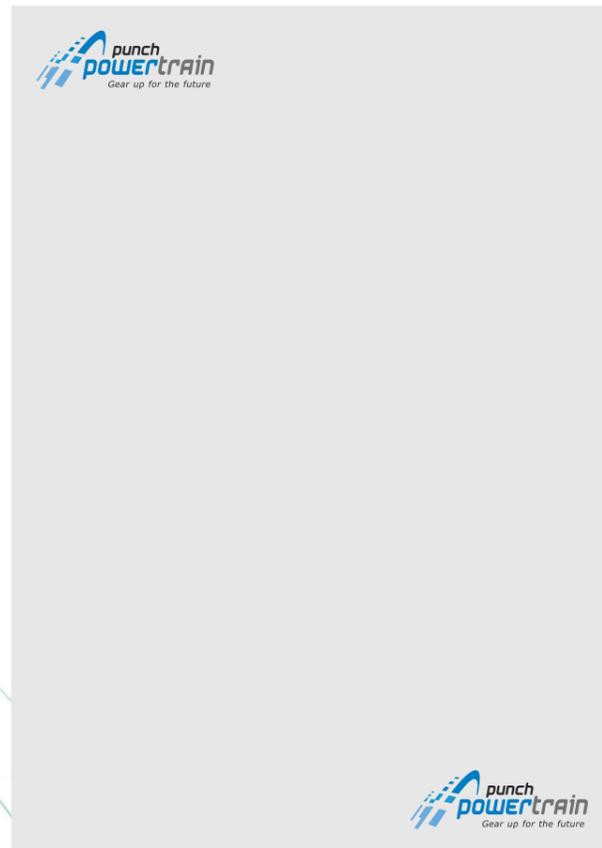


Use the logo with or without the tagline when needed. Find the specific rules for the use of the tagline on page 16 and 17

Logo use in documents

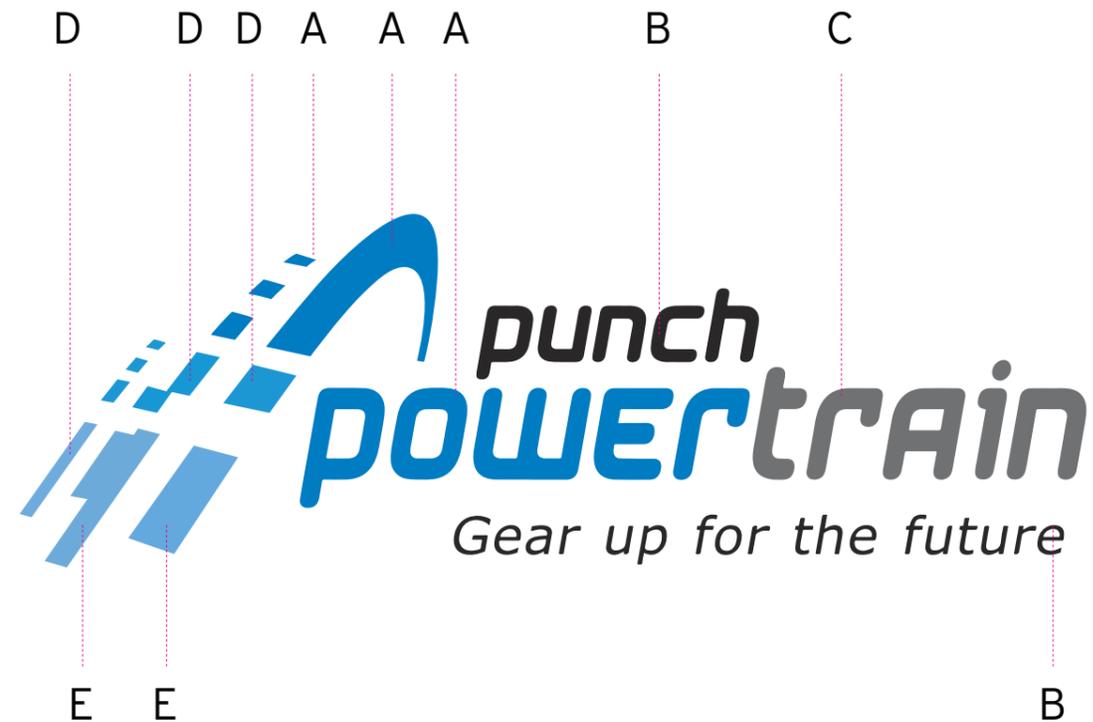
The logo size in common documents

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.



3

Colors



Color usage

Finding the right balance of color is important to maintaining brand clarity and consistency.

Primary colors

Punch Powertrain identity is expressed by 3 corporate colors: blue, black and grey. The basis of the colors is the pantone system, from which conversions to different color PMS CMYK variants is made to obtain optimal colors for screens and printing.

Secondary colors

Next to the primary colors, secondary colors are used. These colors are variations (tints) of the primary company colors PMS 300C and Proc. Black C.

Tints of the corporate blue can be found in components of the logo, while various tints of Proc. Black C (20% and 5%) are additionally used as background colors in corporate communication.

All elements that don't have a tint indication are composed of the primary color.

Primary colors

A - Logo Blue

PMS 300C
CMYK 100/43/0/0
RAL 5015
RGB 9/99/190
HTML: 0063be

B - Logo Black

PMS Proc. Black C
CMYK 0/0/0/100
RAL 9005
RGB 0/0/0
HTML: 000000

C - Logo Grey

PMS 70% Proc. Black C
CMYK 0/0/0/70
RAL 7011
RGB 109/110/113
HTML: 6D6e71

Secondary colors

D - BLue 70%

PMS 70% 300C
CMYK 70/31/0/0
RAL 5012
RGB 70/148/208
HTML: 4695D0

E - BLue 35%

PMS 35% 300C
CMYK 35/15/0/0
RAL 5024
RGB 161/193/229
HTML: #A1C1E5

Grey 20%

PMS 20% Proc. Black C
CMYK 0/0/0/20
RAL 7047
RGB 204/204/204
HTML: #CCCCCC

Grey 5%

PMS 5% Proc. Black C
CMYK 0/0/0/5
RAL 9003
RGB 242/242/242
HTML: #F2F2F2

F Background color

Background line variant

Foreground line variant

Connections colors

With the arrival of the **Connections** branding platform, there are also some new contrasting colors that go hand in hand with the colors of the original logo. Connections introduces a completely new graphic style based on a dark blue (gradient) background combined with a line pattern consisting of green, yellow and light blue tones.

The lines in turn consist of a number of layers with their own effects being applied to it. These are further described in chapter 6 "Connections lines". The green tint can also be used as an accent color in new graphic design material.

Background color

<p>F - Connections Background Blue Light</p> <p>CMYK 95/89/14/3 RGB 51/63/135 HTML: #333f87</p>	<p>G - Connections Background Blue Middle (This color can be used as a flat bg color)</p> <p>CMYK 100/98/27/28 RGB 14/18/98 HTML: #0e1262</p>	<p>H - Connections Background Blue Dark</p> <p>CMYK 196/96/42/56 RGB 20/9/56 HTML: #140938</p>
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The background gradient is always a gradient from light (left top) to dark (right bottom) by using the colors mentioned here above. In some cases you may also use the middle-dark background color as a flat color

Foreground line variant

<p>I - Connections Lines FG - Green This color can also be used for titles and other graphical applications</p> <p>CMYK 69/0/81/0 RGB 78/185/103 HTML: #4eb967</p>	<p>J - Connections Lines FG - Yellow</p> <p>CMYK 18/0/100/0 RGB 219/225/32 HTML: #d8e120</p>	<p>K - Connections Background Blue FG - Light</p> <p>CMYK 42/0/13/0 RGB 142/212/221 HTML: #8ed4dd</p>
--	---	--

See chapter 6 about making the lines on how to apply the gradient on a correct way to the graphic. Always use and apply the gradient with the colors mentioned here above on full 100% opacity

Background line variant Dark blue gradient background

<p>L - Connections Lines BG Dark - Blue light</p> <p>CMYK 100/99/29/19 RGB 33/35/102 HTML: #212366</p>	<p>M - Connections Lines BG Dark - Blue dark</p> <p>CMYK 90/91/42/44 RGB 40/33/70 HTML: #282146</p>
---	--

See chapter 6 about making the lines on how to apply the gradient on a correct way to the graphic. Always use and apply the gradient with the colors mentioned here above on full 100% opacity

Background line variant White background

<p>L - Connections Lines BG Light - White</p> <p>CMYK 0/0/0/0 RGB 255/255/255 HTML: #FFFFFF</p>	<p>M - Connections Lines BG Light - Light Grey</p> <p>CMYK 4/2/2/0 RGB 241/243/243 HTML: #f2f2f2</p>
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See chapter 6 about making the lines on how to apply the gradient on a correct way to the graphic. Always use and apply the gradient with the colors mentioned here above on full 100% opacity

4

Typography

4.0

Typography

Using typography with thought and intention is key to all aspects of the Punch Powertrain brand. Consistency makes both ourselves and our words confident and unified.

The font family **Interstate** was chosen for general use. This sanserif font is readily available on a Mac as well as on a PC. If Interstate is not available, we strongly advise using the **Calibri** font.

Interstate

Extra light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Extra light italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

light italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Interstate

Styles examples

**H1 - Passionate
about research &
development**

**H2 - Passionate about
research & development**

H3 - Passionate about research & development

H4 - Passionate about research & development

H5 - Passionate about research & development

Body - Passionate about research & development

Body - Passionate about research & development

**H1 - Passionate
about research &
development**

**H2 - Passionate about
research & development**

H3 - Passionate about research & development

H4 - Passionate about research & development

H5 - Passionate about research & development

Body - Passionate about research & development

Body - Passionate about research & development

Interstate

Text paragraph example

EV

EV Solutions

TwinSpeed

For Electric Vehicles (EVs) with higher capability demand, such as higher top speed or longer driving range, Punch Powertrain delivers the TwinSpeed gearbox. This innovative powertrain uses an extra gear that increases the vehicle's general performances and range significantly, by as much as 8%.

Compact and effective

Punch Powertrain's TwinSpeed gearbox was clearly developed with efficiency improvement in mind. Thanks to the use of a planetary gear wheel system and simple control elements, the transmission is very compact and extremely flexible in ratio design.

Lighter at lower cost

Moreover, Punch Powertrain's TwinSpeed gearbox enables the reduction of the vehicle's battery, making the entire powertrain system lighter and more compact. It therefore contributes to further cost reduction - or cost parity with increased capabilities.

EV

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5

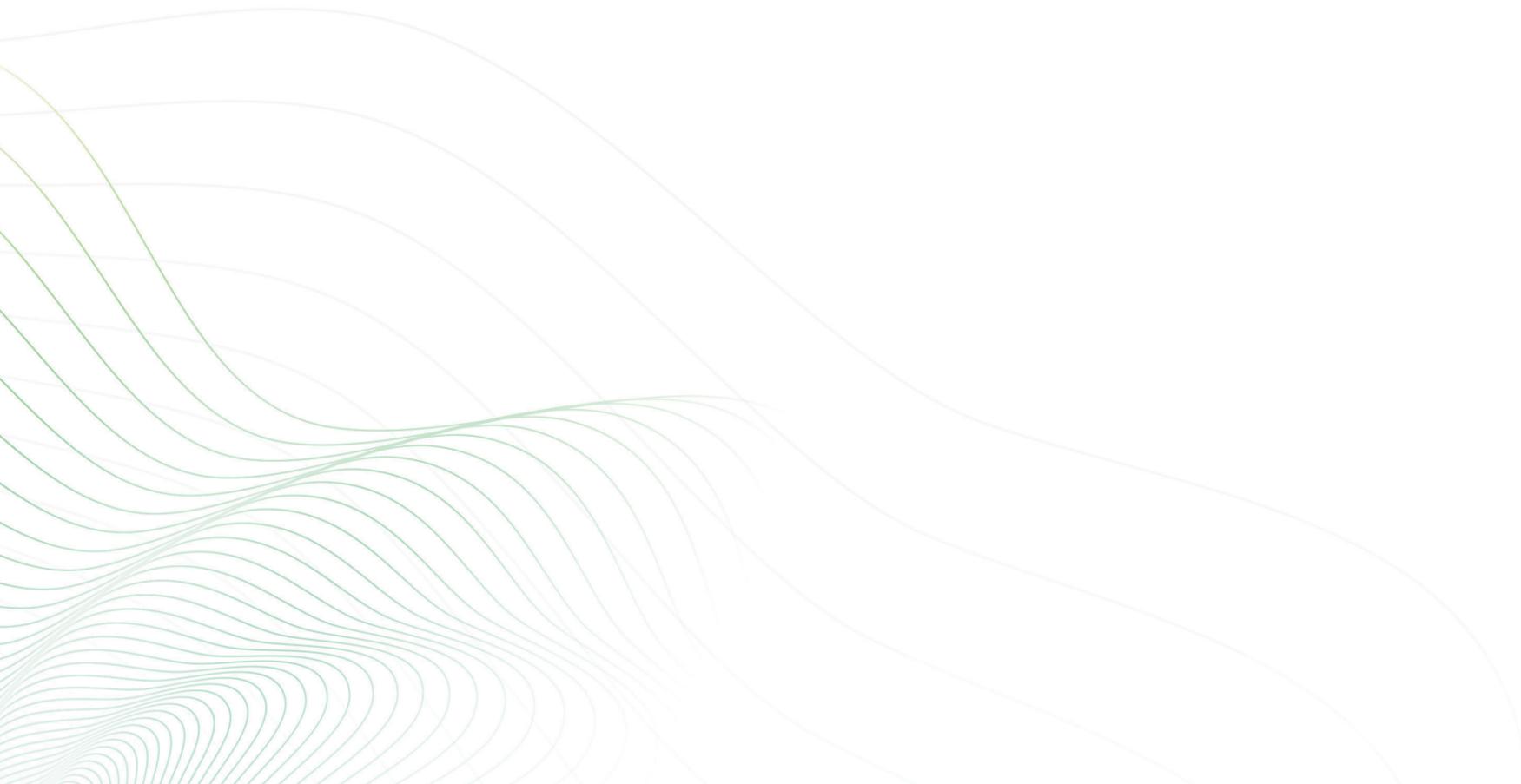
**Iconography
& illustration
style**

5.0

Iconography & illustration style

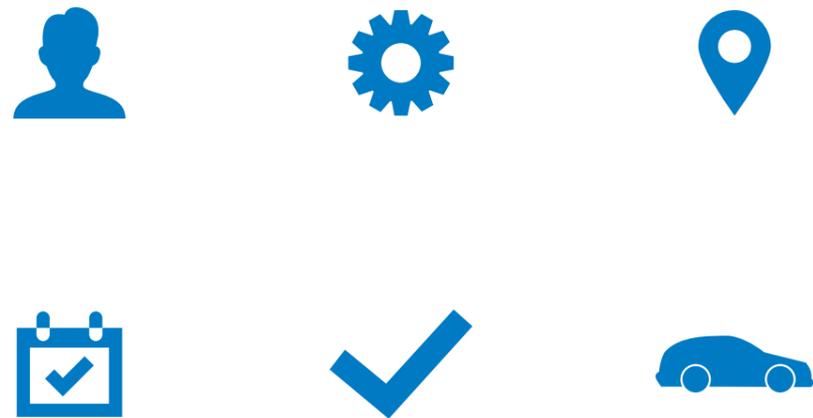
Icons are small representative symbols that can help clarify a concept quickly. Illustrations, in turn, are useful assets to help clarify a story or problem.

Within the Connections guidelines we choose to give the icons and illustrations their own character so that they stand out when the story is told.



Iconography

We have opted for a flat graphic style for the icons that uses filled colors (no line icons). On a dark background we use white icons, on a light background we use the A-logo Blue color variant. There are no additional effects being applied to these icons.



A - Logo Blue

PMS 300C
CMYK 100/43/0/0
RAL 5015
RGB 9/99/190
HTML: 0063be



White

CMYK 0/0/0/0
RGB 255/255/255
HTML: FFFFFFFF

Illustration style

In the Connections direction we introduce a compelling illustration style. This consists of 3D isometric drawings, each of which has the same light color structure. For this we use a gradient from light blue to white, for dark backgrounds, and light blue to light gray for light (white) backgrounds.

Use resources such as shutterstock.com to find the illustration of your choice but adapt these color guidelines to them in the final result.



Shadows

Shadows are being applied when they are needed. In the example to the right, the buildings are standing on the ground, the items to the left are floating in the air. Shadows are being drawn in the same vector program via a Gradient Mesh.



Illustration style

Deconstruction

The layout of the appearance of the 3D elements consists of 2 layers. The bottom layer consist of the basic color gradients. The top layer has the blue gradient set on "Multiply" in your preferred software program.

Background layer - Basic Gradients

1 -  

CMYK - 0/0/0/0
RGB - 255/255/255
HEXA - #FFFFFF

2 -  

CMYK - 0/0/0/0
RGB - 255/255/255
HEXA - #FFFFFF

CMYK - 20/10/8/0
RGB - 201/213/221
HEXA - #c9d5dd

3 -  

CMYK - 20/10/8/0
RGB - 201/213/221
HEXA - #c9d5dd

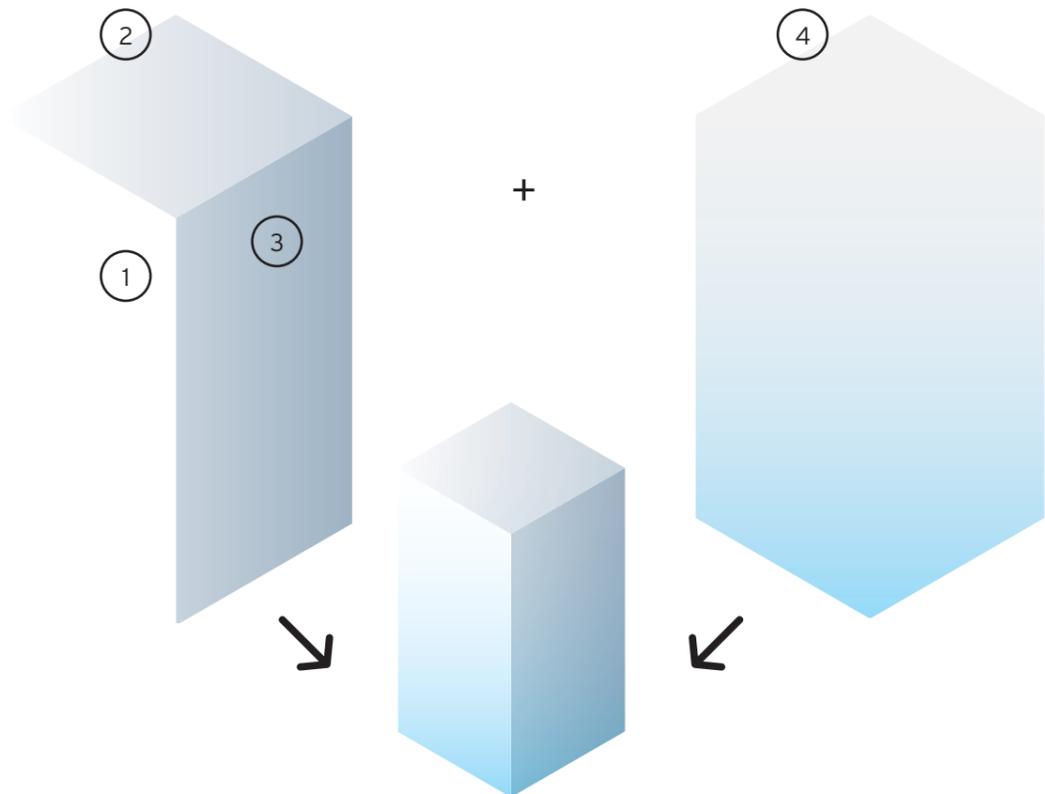
CMYK - 39/22/14/0
RGB - 157/178/197
HEXA - #9db2c5

Top layer - Blue gradient

4 -  

CMYK - 38/0/0/0
RGB - 148/217/248
HEXA - #94d9f8

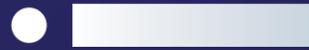
CMYK - 0/0/0/5
RGB - 241/242/242
HEXA - #f1f2f2



Background layer - Basic Gradients

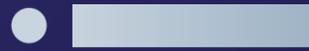
1 -  

CMYK - 0/0/0/0
RGB - 255/255/255
HEXA - #FFFFFF

2 -  

CMYK - 0/0/0/0
RGB - 255/255/255
HEXA - #FFFFFF

CMYK - 20/10/8/0
RGB - 201/213/221
HEXA - #c9d5dd

3 -  

CMYK - 20/10/8/0
RGB - 201/213/221
HEXA - #c9d5dd

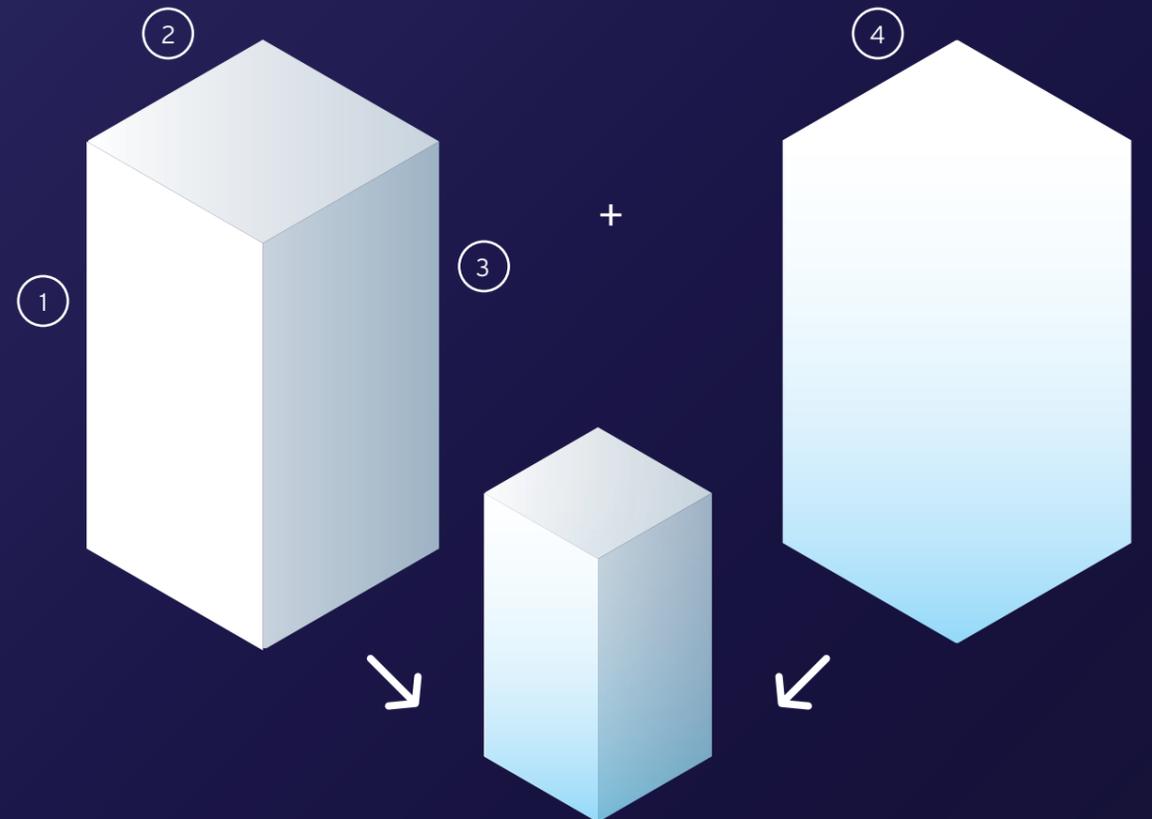
CMYK - 39/22/14/0
RGB - 157/178/197
HEXA - #9db2c5

Top layer - Blue gradient

4 -  

CMYK - 38/0/0/0
RGB - 148/217/248
HEXA - #94d9f8

CMYK - 0/0/0/0
RGB - 241/242/242
HEXA - #f1f2f2



6

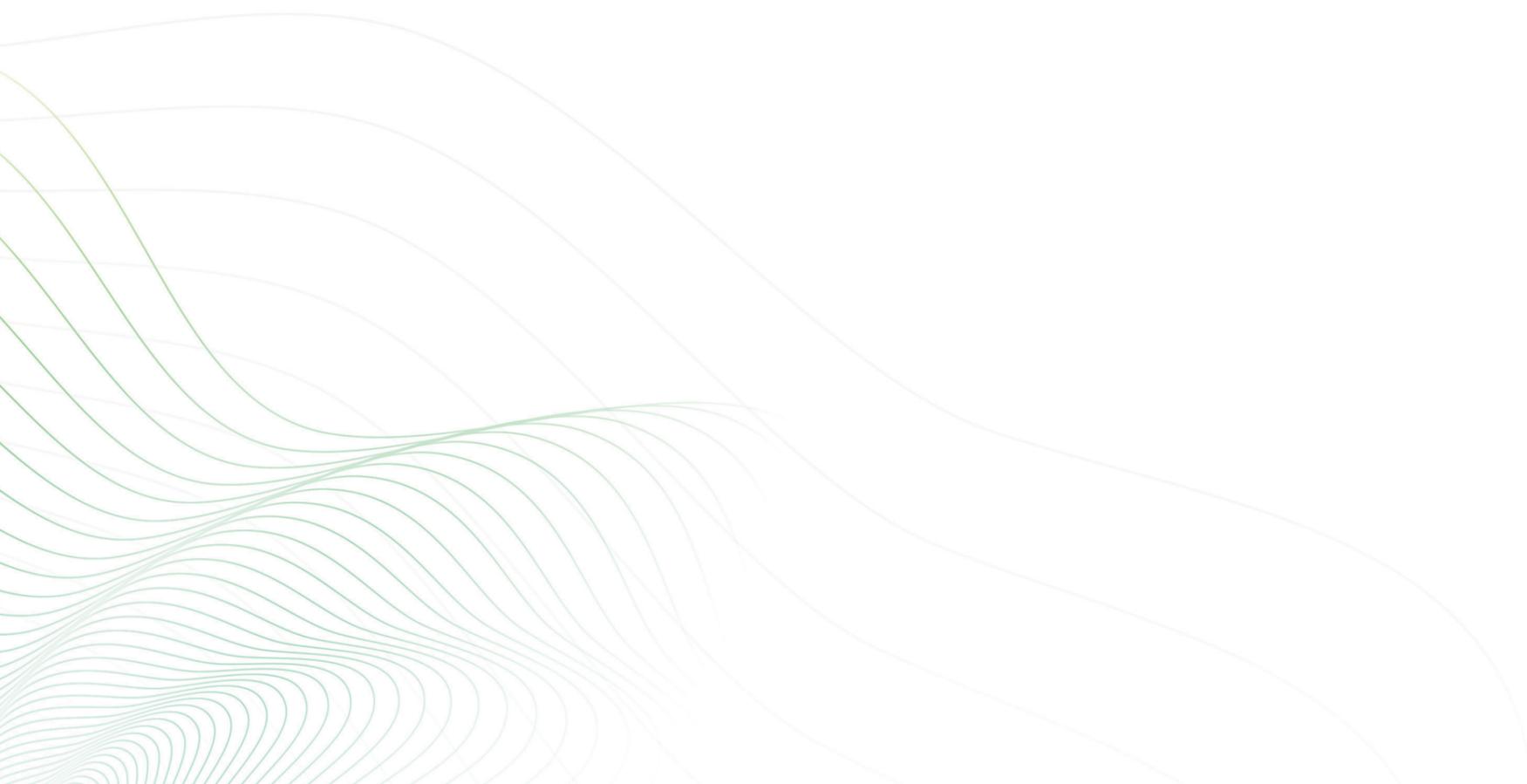
Connections lines

6.0

Connections lines

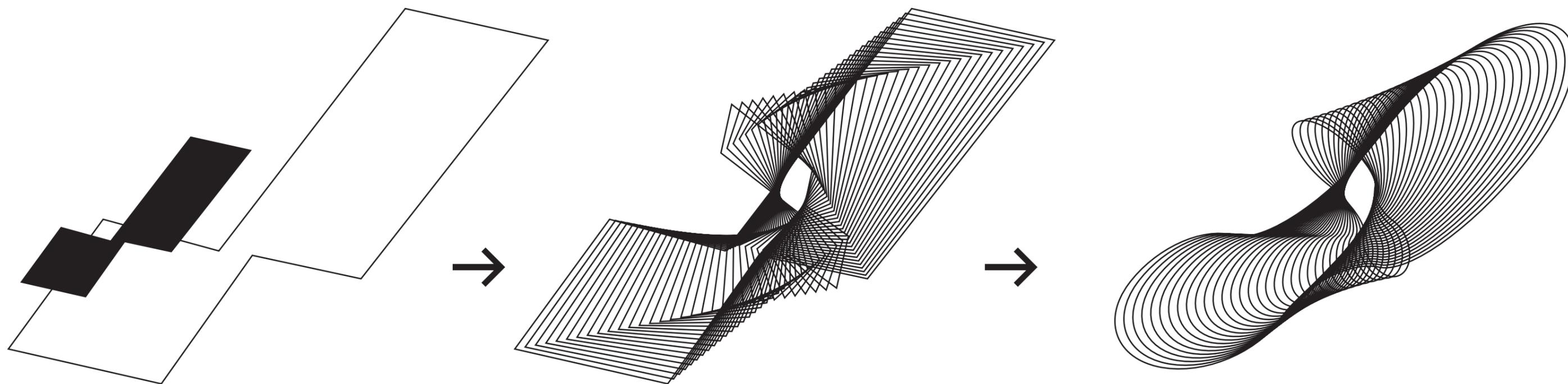
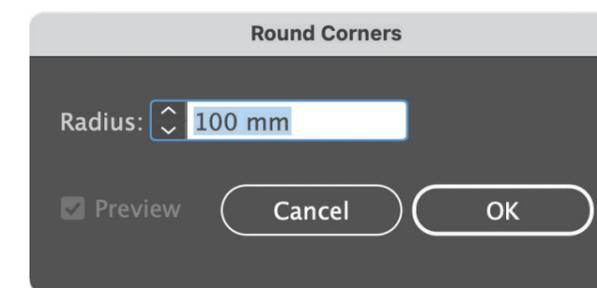
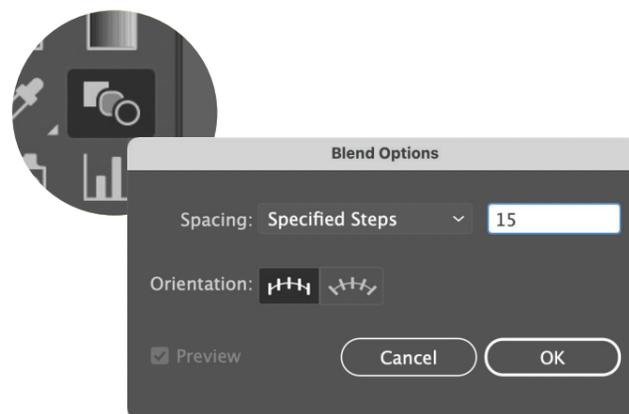
We use lines as a graphic element to represent **connections**. The lines tell a story and bring dynamism to the image.

The lines at **Connections** are the graphic element that catches the eye. It has been developed to make the Punch Powertrain brand more energetic and alive so the brand will stand out to its competitors. Do not use these lines abundantly but deploy them carefully. Don't overuse them. Use therefor only one shape in the front and one shape in the background of the asset you're working on.



Create the lines

The making of - part 1: The basis



We start by using one of the smaller shapes of the Punch Powertrain logo icon. We convert the full shape in to a line shape. You may also use your own shape but keep in mind to keep the basis simple

The second step is using the **blend tool** in Illustrator. Play around with some parameters to get a special line shape with multiple lines

We are not going to explicitly record the specific steps. Use your common sense.

Here we describe how to make the lines. There are already a number of variants of line combinations available. We recommend using those first. If you do find yourself in a situation where you need new lines, they can be created in the same way as described below. Always use solid areas that yield interesting combinations. It is not allowed to use text, 3D or too complex graphics as basic elements to develop the lines. Use a vector drawing program of your choice to create new lines (f.e. Adobe Illustrator, Affinity Designer, ...). The explanation and the examples here below are being made with Adobe Illustrator. Other software can have a different approach to get the same result.

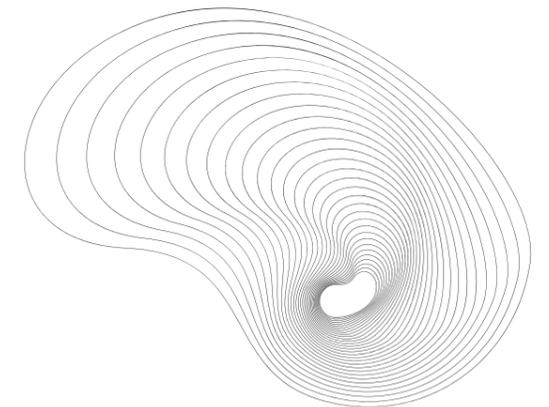
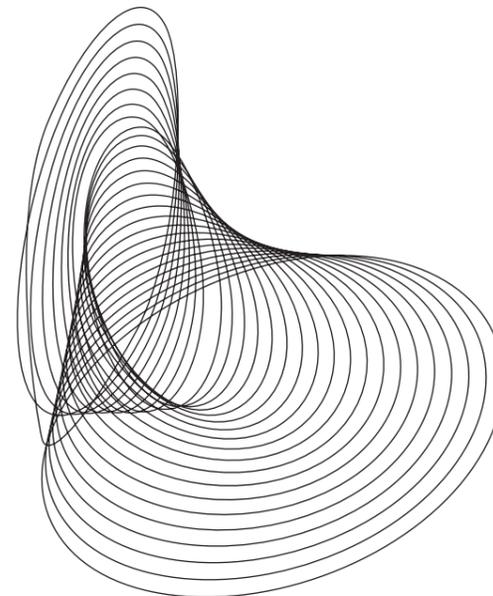
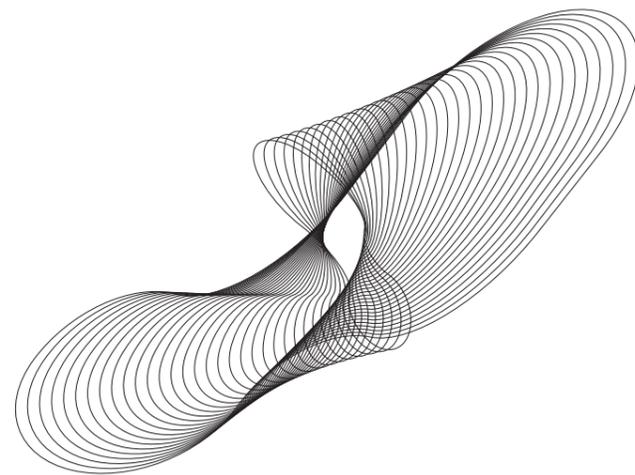
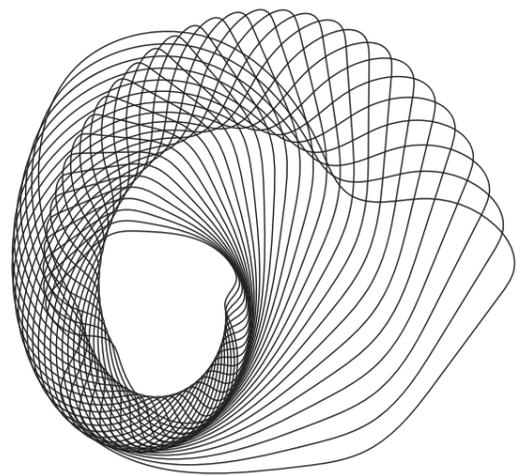
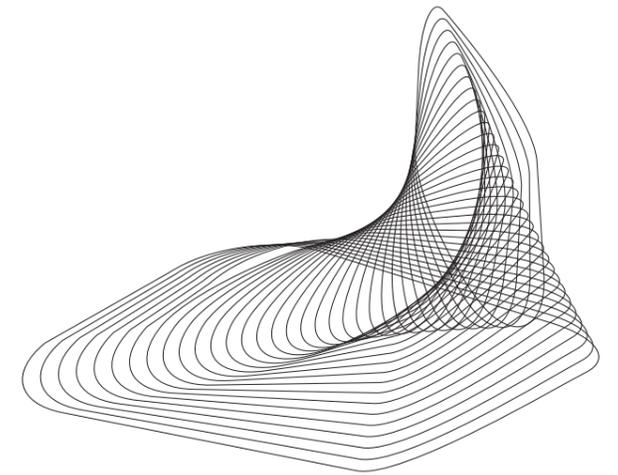
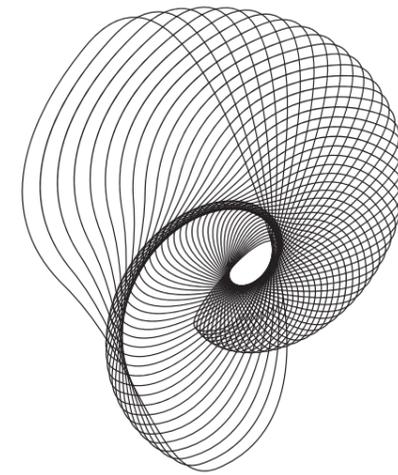
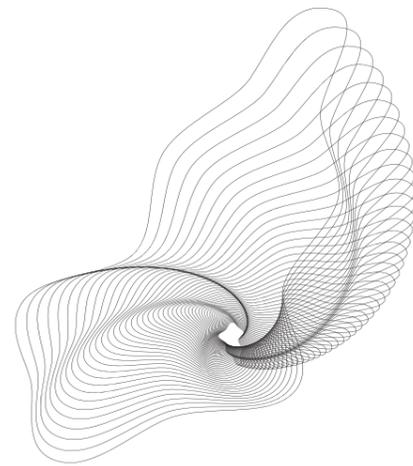
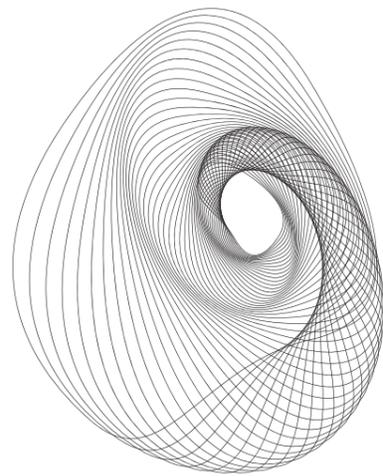
The last step consists of rounding the hard corners via a built-in effect in illustrator (Round corners)

Use this effect: **Effect > stylize > rounded corners**

Create the lines

Some examples

You can find already a selection of these shapes in an Adobe Library that can be shared.



Create the lines

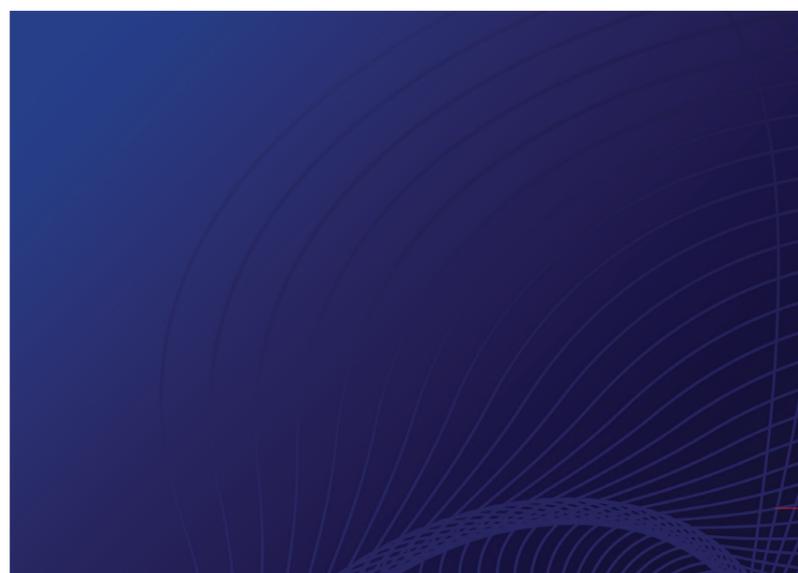
The making of - part 2: The finishing Photoshop touch

When you are satisfied with the final lines composition that you have created you can transfer it to Photoshop to add the final effects. As a reminder, in Chapter 3 we explain how to set the colors for the different lines. Here we explain how to build the layers in photoshop and apply their specific effects.

Background line variant

We use one line graphic in the background with it's designated background gradient (see chapter 3 for details)

You are allowed to play with the size and the placement of the colors within the gradient of the graphic to find a compelling composition.

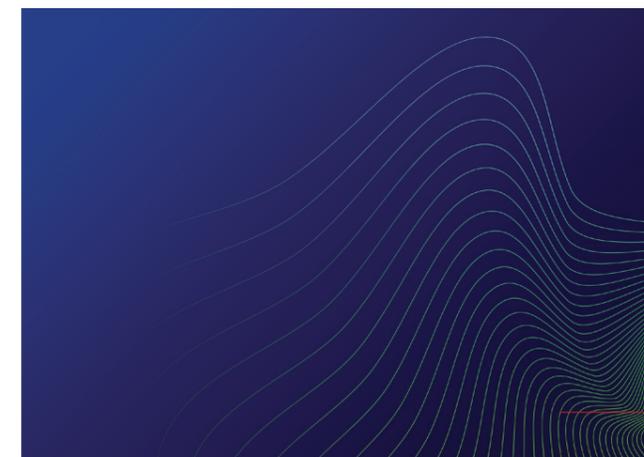


Gradient effect parameters:

Blending mode: Normal
 Opacity: 100%
 Gradient: See chapter 3
 Style: Linear
 Angle: 90°
 Scale: 100%

Foreground line variant

This variant consist out of three different layers that together makes the line effect. Use a layer mask in Photoshop to let them fade away in the background. See the photoshop template as an example.



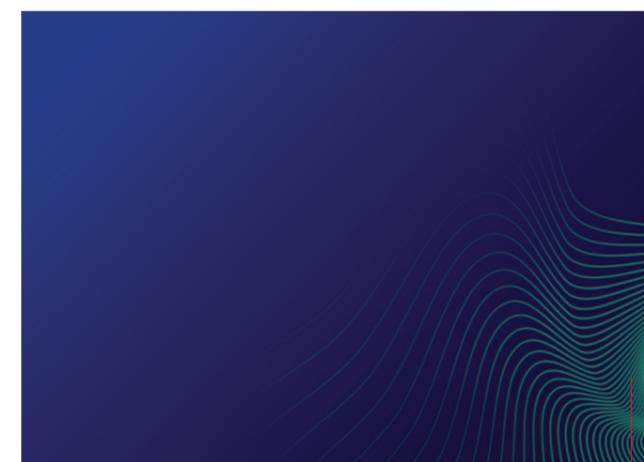
1. Color gradient (layer 1)

The first layer consist of the basic foeground gradient as being described in chapter 3

Gradient effect parameters:

Blend mode: Normal
 Opacity: 100%
 Gradient: See chapter 3 for more details
 Style: Linear
 Angle: 90°
 Scale: 100%

+



2. Color glow (layer 2)

The second layer consist of an outer and inner glow effect on the shape being copied in a seperate layer. Important: Layer fill = 0%

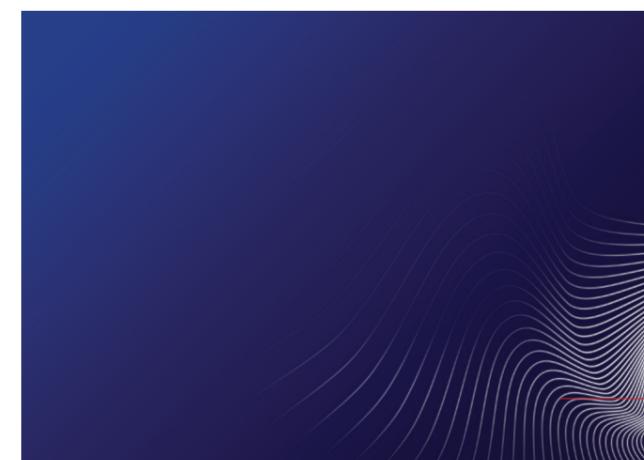
Inner glow parameters:

Color: #27d5a2
 Blend mode: Screen
 Opacity: 35%
 Noise: 0
 Technique: Softer
 Source: Edge
 Shoke: 0%
 Size: 3px
 Contour: linear
 Range: 50%
 Jitter: 0%

Outer glow parameters:

Color: #1aef83
 Blend mode: Screen
 Opacity: 100%
 Noise: 0
 Technique: Softer
 Spread: 0%
 Size: 7px
 Contour: linear
 Range: 55%
 Jitter: 0%

+



3. White glow (layer 3)

The last layer consist of an extra white glowing effect that exist out of two different effects.

Color overlay

Color: #FFFFFF
 Blend mode: Normal

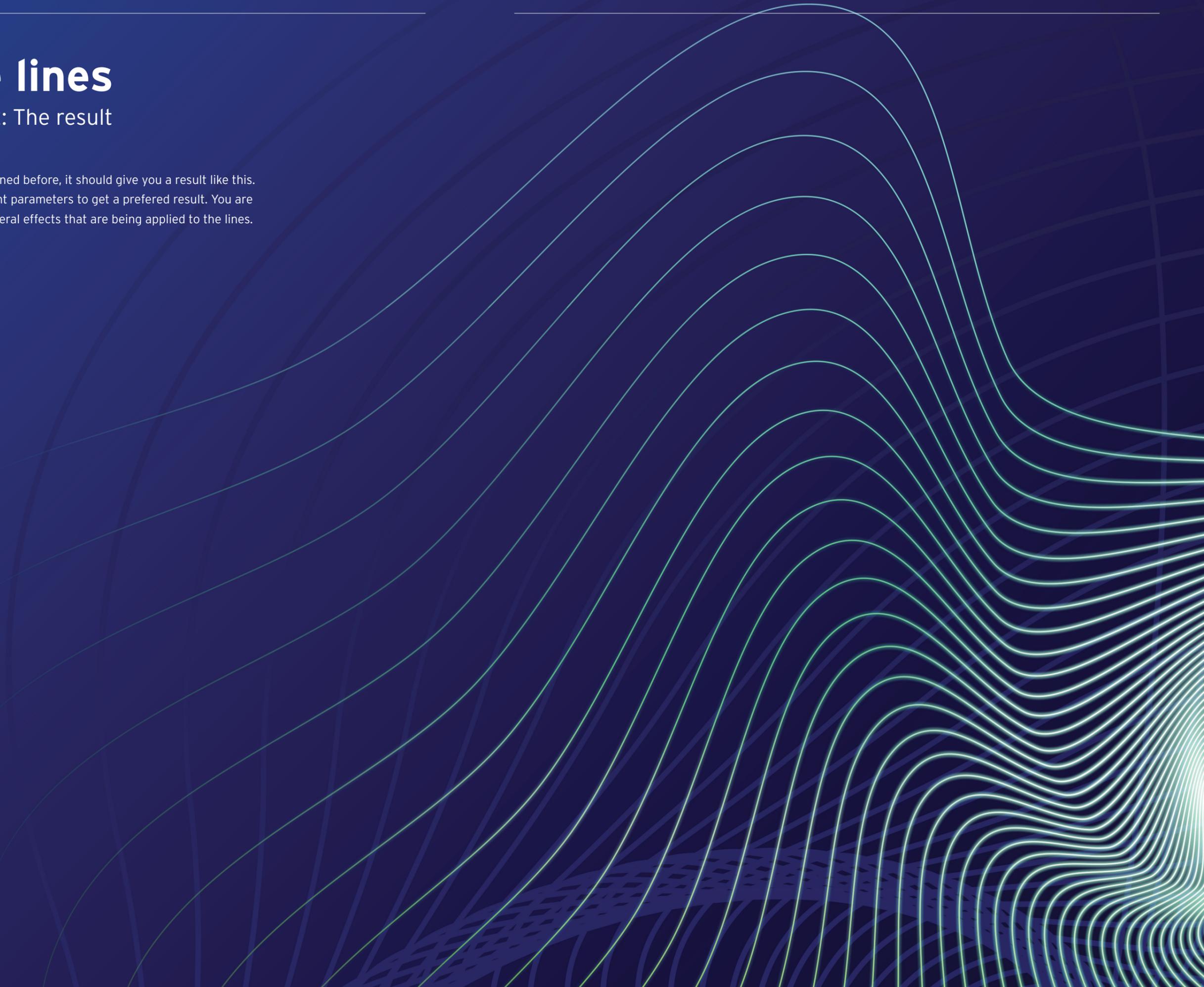
Outer glow parameters:

Color: #FFFFFF
 Blend mode: Screen
 Opacity: 100%
 Noise: 0
 Technique: Softer
 Spread: 0%
 Size: 7px
 Contour: linear
 Range: 55%
 Jitter: 0%

Create the lines

The making of - part 2: The result

If you apply all these effects like mentioned before, it should give you a result like this. You are allowed to play with the different parameters to get a preferred result. You are not allowed to change the colors or general effects that are being applied to the lines.



Create the lines

The making of - part 3: Lines being used on a white background

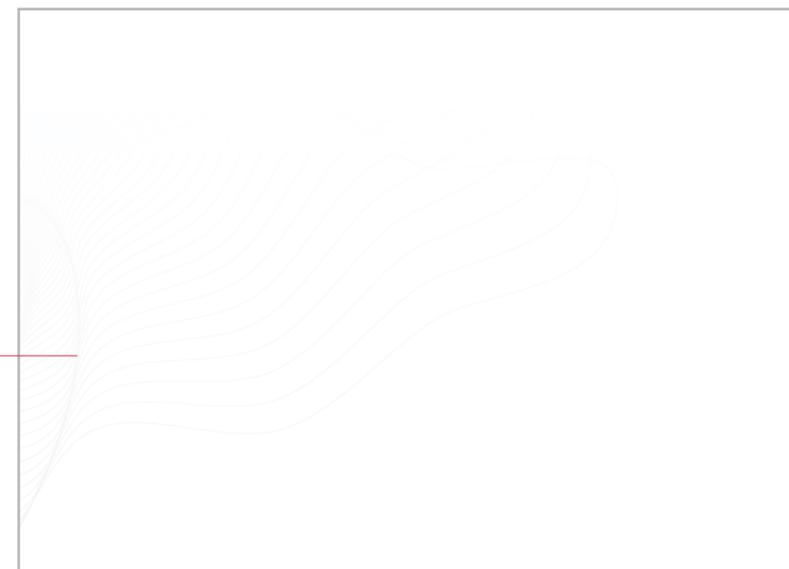
The connections lines may also be used on a white background. There's only a different approach for the background line variant.

Here we explain how to build the layers in photoshop and apply their effects.

Background line variant

We use one line graphic in the background with it's designated background gradient (see chapter 3 for details)

You are allowed to play with the size and the placement of the colors within the gradient of the graphic to find a compelling composition.



Gradient effect parameters:

Blending mode: Normal
 Opacity: 100%
 Gradient: #FFFFFF - #F2F2F2
 Style: Linear
 Angle: 90°
 Scale: 100%

Specific gradient parameters

CMYK - 0/0/0/0
 RGB - 255/255/255
 HEXA - #FFFFFF

CMYK - 4/2/2/0
 RGB - 241/23/243
 HEXA - #F2F2F2

Foreground line variant

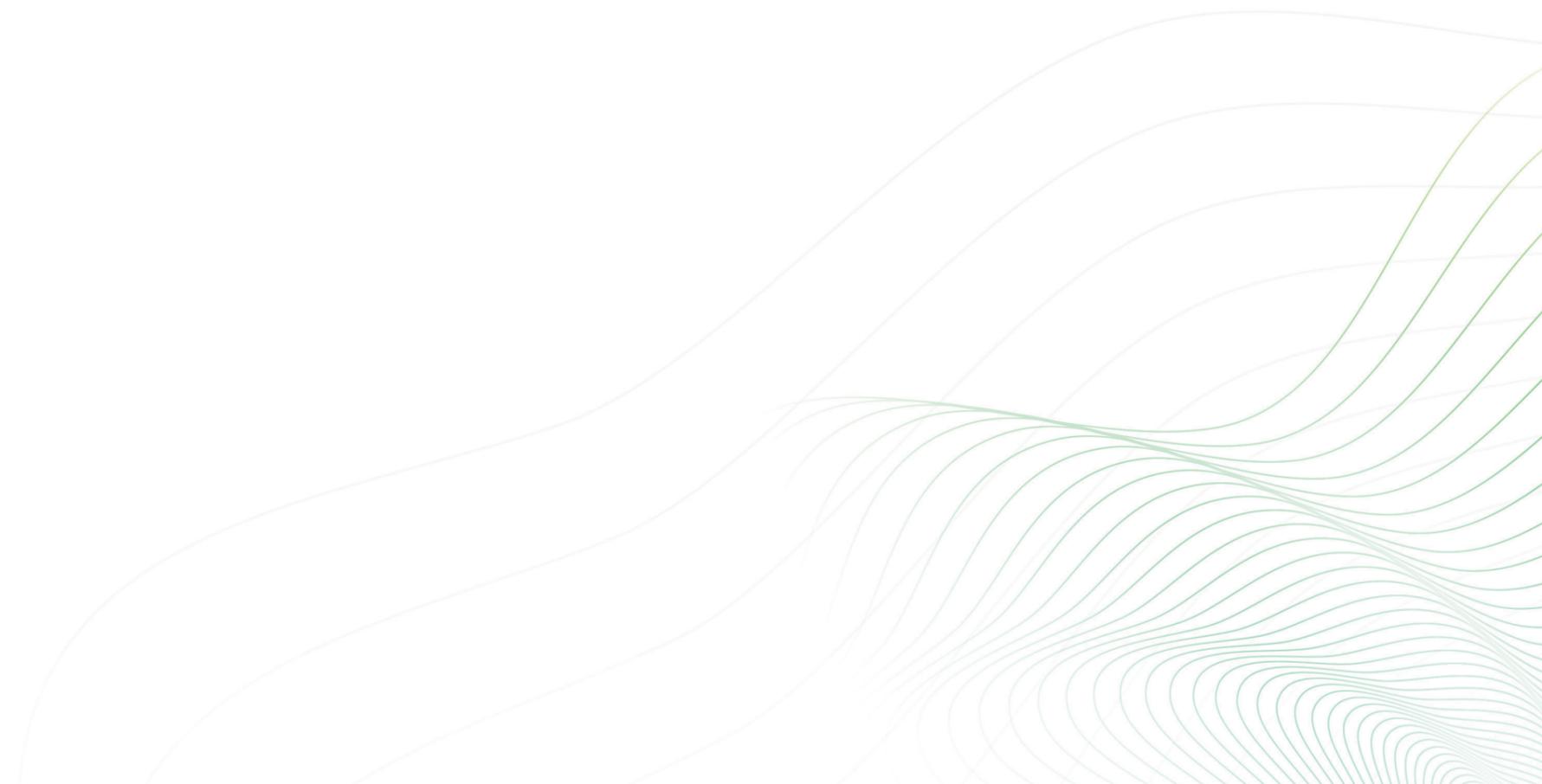
This stays the same like it's being applied in the dark background approach.

7

Watermark

The watermark

The watermark consists of a fixed composition of the Connections Lines on a white background.



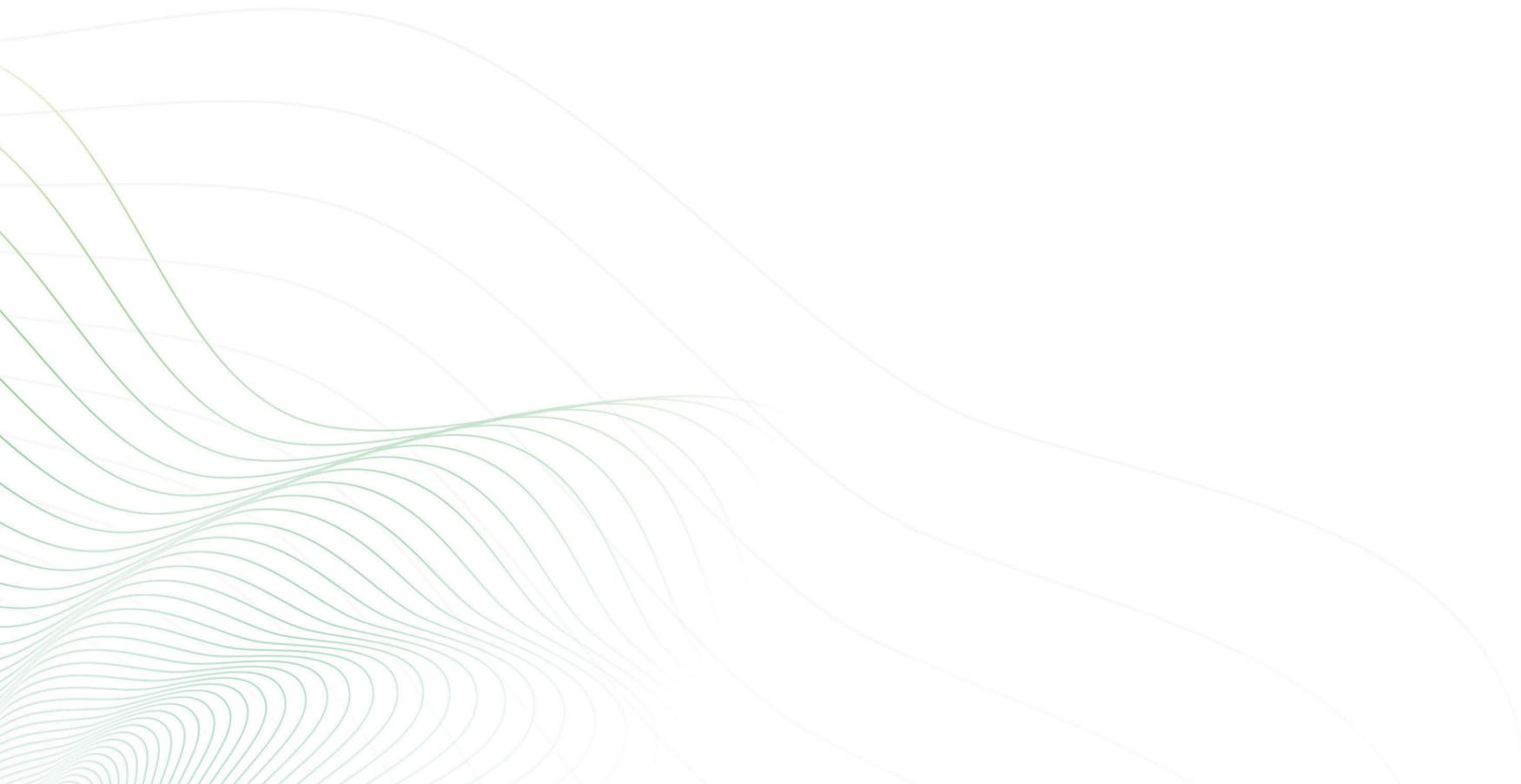
8

Photography

8.0

Photography

Punch Powertrains imagery should be **natural and aspirational** for everyone. It must never have a stock or cold corporate quality and must be people focused.



People focused

Action pictures



For our image selection, we first of all want to show as many people as possible. People who love their craft and are shown in their work habitat. Ideally, these photos contain real images of the actual shop floor at Punch Powertrain, but if this is not possible, similar stock images may also be used. However, these should never feel fake and out of tune.

Some guidelines regarding these People Focused Action Pictures:

- People should not look directly into the lens
- Show people in their working habitat
- At least 1/3rd of the image must contain one or more human beings
- No over the top emotions
- Keep it real
- Keep it diverse in race and gender

People focused

Profile pictures



A second level of these People focused pictures are profile photos. Get to know the people behind the work! That's what we're going for. Therefore, show people as much as possible in their daily work environment. It is also allowed to photograph people against a flat background. That can be a white wall or a green-key solution. That allows you to use the profile pictures in a more graphical way in combination with the lines of Connections.

Some guidelines regarding these People focused Profile Pictures:

- People should look directly into the lens and have a friendly appearance.
- As background you are allowed to use the workplaces, a white flat color or the dark blue background in combination with the connections lines.
- The person must occupy at least 1/3rd of the image.
- The person should, if possible, wear his or her official Punch Powertrain's clothing in the picture.
- Keep it diverse in race and gender
- Show beautiful sincere emotions. No drama, no over the top acting.

Product images

3D renders

Two types of images are suited for visual promotion of our products:

- 3D renders made from 3D product models
- Pictures of real live products

Images are often the first contact stakeholders have with our products. Therefore, they must reflect a honest, true, appealing and professional image of the product.

To ensure that the each image complies with Punch Powertrain's standards, the following guidelines must be respected:

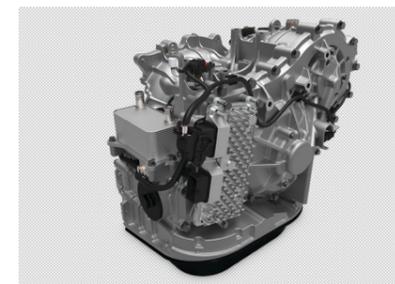


You may use the 3D images on a gray background or combined with the Connections lines.

There are three types of images:



On a white background

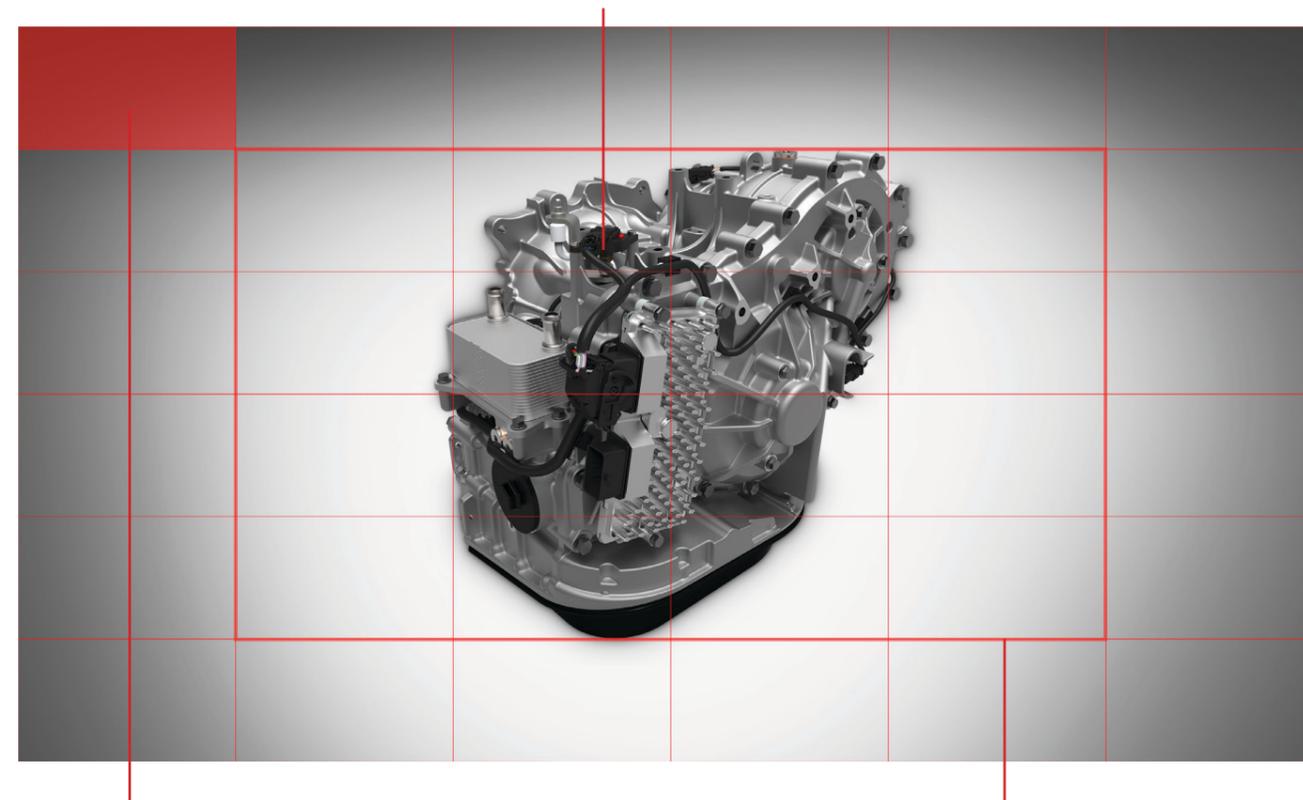


No background
(required for renders)



On grey background
(required for renders)

All plastic parts should be preferably black (no other color, unless this is a universal color e.g. a connector is always orange).



1/6th of each side of the picture

Maximum enlargement of the product given the marked out exclusion area

An exclusion area equivalent to 1/6th of the picture's height and width must be left on each side of the product. To calculate the exclusion area for a picture, identify 1/6th of the picture's length and width. The frame that arises must contain the product visual, enlarged to the maximum to fit in that frame.

Product images

Atmospheric pictures



Punch Powertrain is an innovative company where, as we have already said, interesting people work who pool their talents to make great new products for the future automotive sector. To reinforce such stories, it is also allowed to create atmosphere through the use of images showing finished products in their environment. We call this product atmospheric images.

Some guidelines regarding these Product Atmospheric Pictures:

- Don't go wild. Keep it real
- Cool pictures are allowed
- Show (e)motion in these pictures
- Show close-ups
- Let these pictures play a game together with the connections lines (see p78-79) so they can tell a story together

Product images

Don'ts



There are some things we don't want to see in our Product images:

- Don't go wild. Keep it real
- No fake 3D renders combined with real life photography
- Don't use fake coloring techniques in these pictures
- It is allowed to use cool photography but don't go too far

Lines that tell a story

Lines combined with photography



As we have already mentioned on p76, you can process the Connections lines in such a way that they help to enhance a story or image. For example, it is possible to bring extra movement and dynamics to the image or to connect things visually. Let your creativity run wild but stick to the guidelines below.

Some guidelines regarding the use of Connections lines and Photography

- If you already are using the Connections lines together with a photo you are not allowed to use them as a background asset in the same image.
- Stick to the same building blocks and guidelines for these Connections lines as mentioned in chapter 3 and 6.
- You are allowed to draw lines in a certain composition that accompanies the image well.

9

Clothing

Clothing Embroidery

To ensure design consistency at every Punch Powertrain location, all standard workwear should have the following features:

- Dark blue fabric
- One embroidered logo tag:
- Punch Powertrain logo in white stitching, placed on the left sleeve.
- One embroidered name tag:

The employee's first name, written in white stitching placed on the left side of the chest.

Depending on the type of clothing, both tags will be either directly embroidered on the fabric (e.g. polo shirts) or embroidered on a label, sewed onto the fabric (e.g. jackets).

Special cases:

- If a garment does not have an upper part (e.g. trousers, bermuda) logo tag only needs to be placed on the side of the left leg.
- If the garment is white (e.g. lab coats), the regular Punch Powertrain logo should be used. The usual rules regarding logo placement on the garment apply.



Name tag, directly embroidered on the garment

Standard logo tag, directly embroidered on the garment



Standard logo label, sewed on the garment

Name label, sewed on the garment



10

Copywriting

Copywriting

Generally, Punch Powertrain communicates to 2 types of groups: technical experts (B2B OEM customers) and groups with human interest (either potential employees, or local stakeholders). Although the communication style and content to both groups is quite different, certain characteristics apply to all company communication.

Oriented to audience, their goal and the medium

Write not what we are looking to tell, but what the reader is looking to find!

Every message must be formulated keeping the audience in mind. What goal do they expect to achieve by investing their time in reading our message? What information is of added value?

The information must be formulated in an intuitively structured way, which is appropriate for the medium. For example: website pages are scanned and must contain short pieces of text per presented idea, supported by visual cues.

Compactness and efficiency

If your point can be made in only one sentence, don't write 2!

All needed information must be formulated to the points and as short as possible. This applies to both wording and added imagery or other media. Every extra word or illustration must be adding value to the main message or must help the reader to better find answers they are looking for, or otherwise be left out.

Simplicity

The proof of true expertise lies in the ability to explain a topic in a simple manner.

A balance must be found in formulating the message as simple as possible within its context, without falling into oversimplification. Jargon can be appropriate for technical topics, yet no overly difficult sentence constructions may be used.

Conversation with a valued partner

Write to a friend you are looking to help with their question.

All communication is concluded in a respectful manner, addressing the counterpart as a partner or customer. Written communication leans towards spoken language of a professional environment.

We are Punch Powertrain

Both referral to the company in third person, as well as in "we" form is possible.

Typically, the full company name is used at the start of the message to situate the writer. Following sentences are formulated factually, with the technology or main idea serving as direct object. Referral to "we"/ "our" can be used for linguistic variation.

11

Examples

Examples

Profile

**“ Day in day out
we prioritise
efficiency, learning
and collaboration ”**

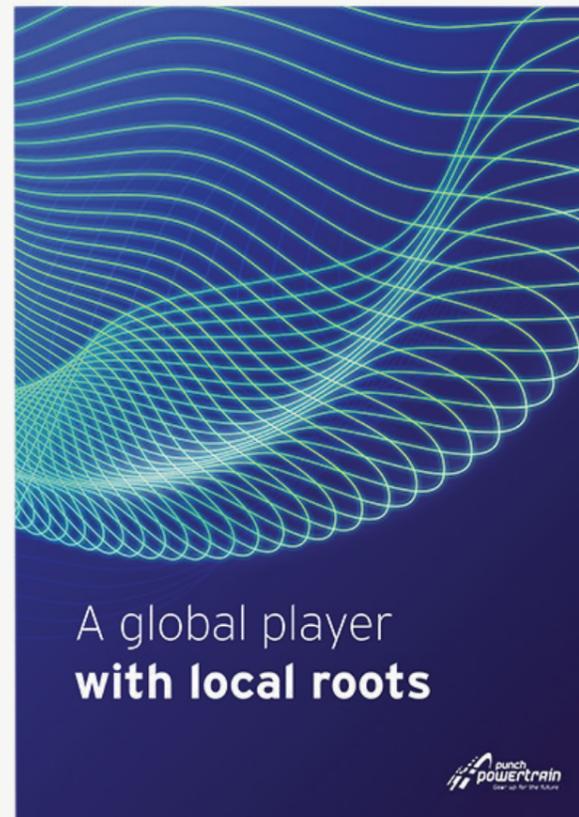
Koen

Head of engineering



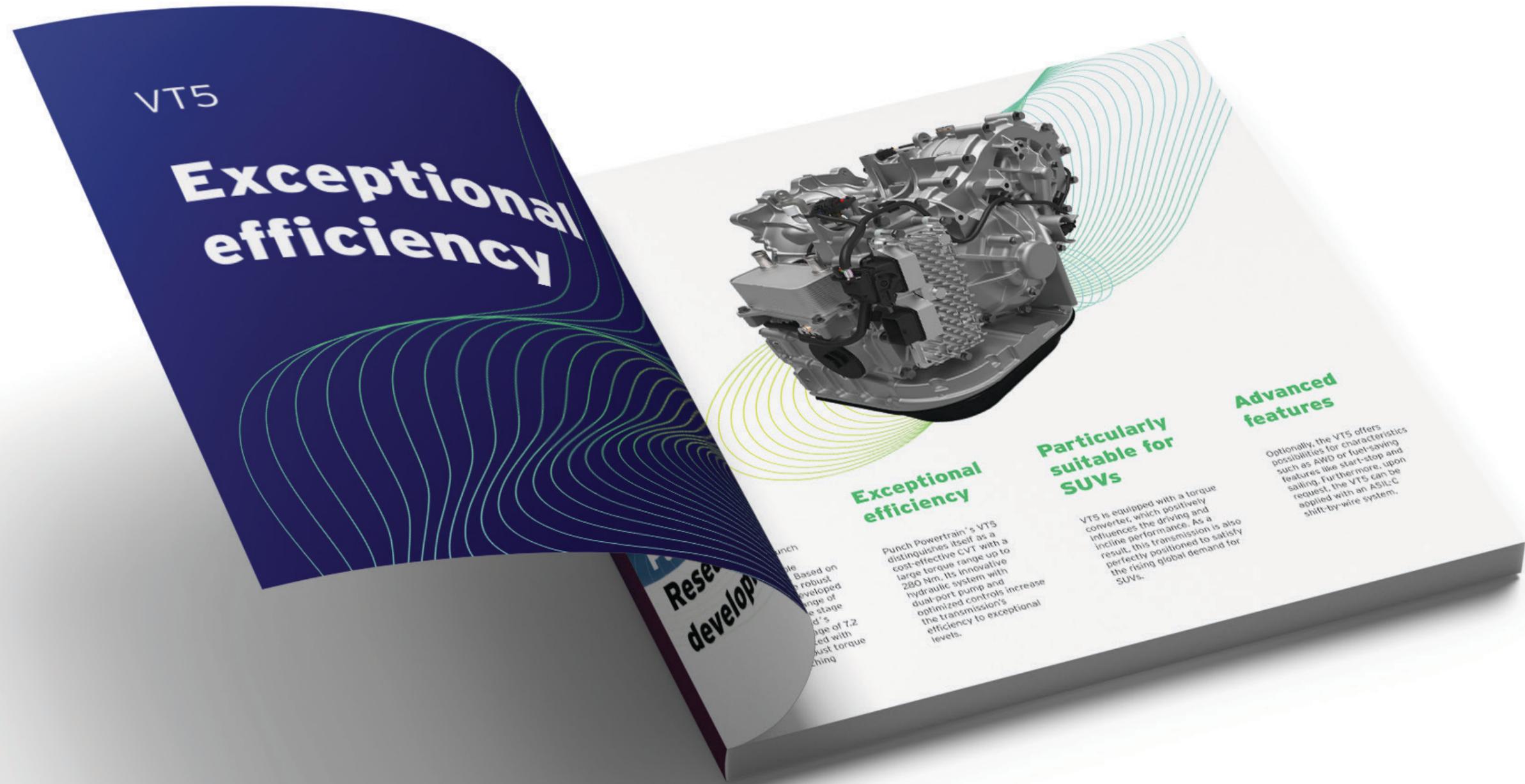
Examples

Magazine covers



Examples

Magazine inside - Product page example



Examples

Business card

Size:	85 mm x 55 mm
Logo position:	Front side - centered together with the tagline
Corporate information:	Back side
Personal information:	Back side
Fonts:	Interstate

Front side:

We use the new Connections Graphics in the background together with the logo (without the tagline) and the tagline placed in a sentence beneath the logo. The logo and the tagline are being centered on the page as a whole.



Employee Front name: Interstate Black, 18pt by 22 pt, Connections Lines FG - Green

Employee Last name: Interstate Black, 10 pt by 12 pt, Connections Lines FG - Green

White space

Employee title: Interstate Black, 8pt by 10 pt, Black 100%

White space

Email & Telephone Icon: 3,5 x 3,5 mm, Connections Lines FG - Green

Email & Telephone Font: Interstate Light, 8pt by 10pt, Black 100%

White space

Website link: Interstate Black, 8 pt by 10 pt, Black 100%

**Ana Maria
Preciado Garcés**

Head of engineering

✉ Anamaria.preciado.garcés@punchpowertrain.com

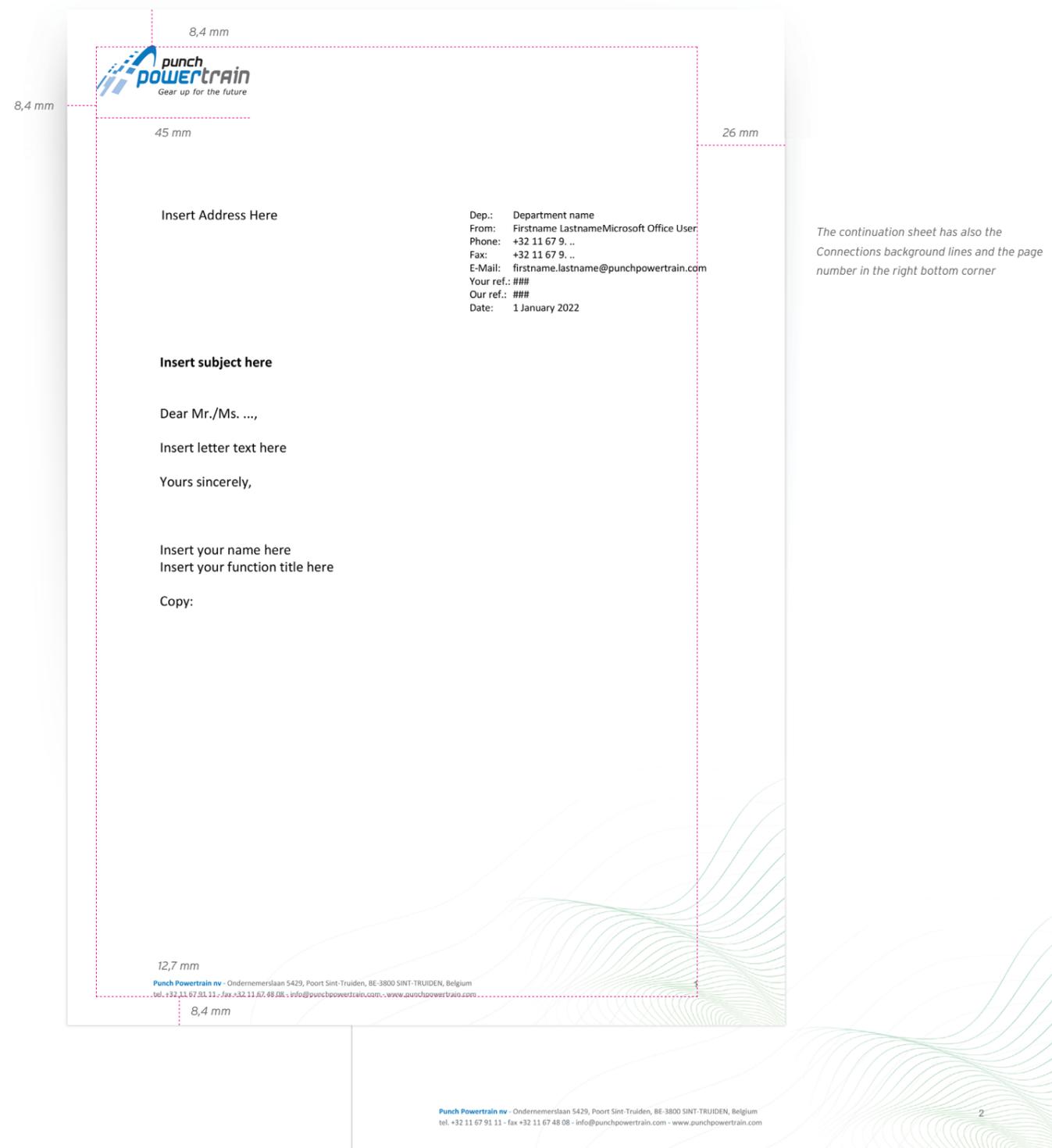
☎ +32 456 78 90 12

punchpowertrain.com

Examples

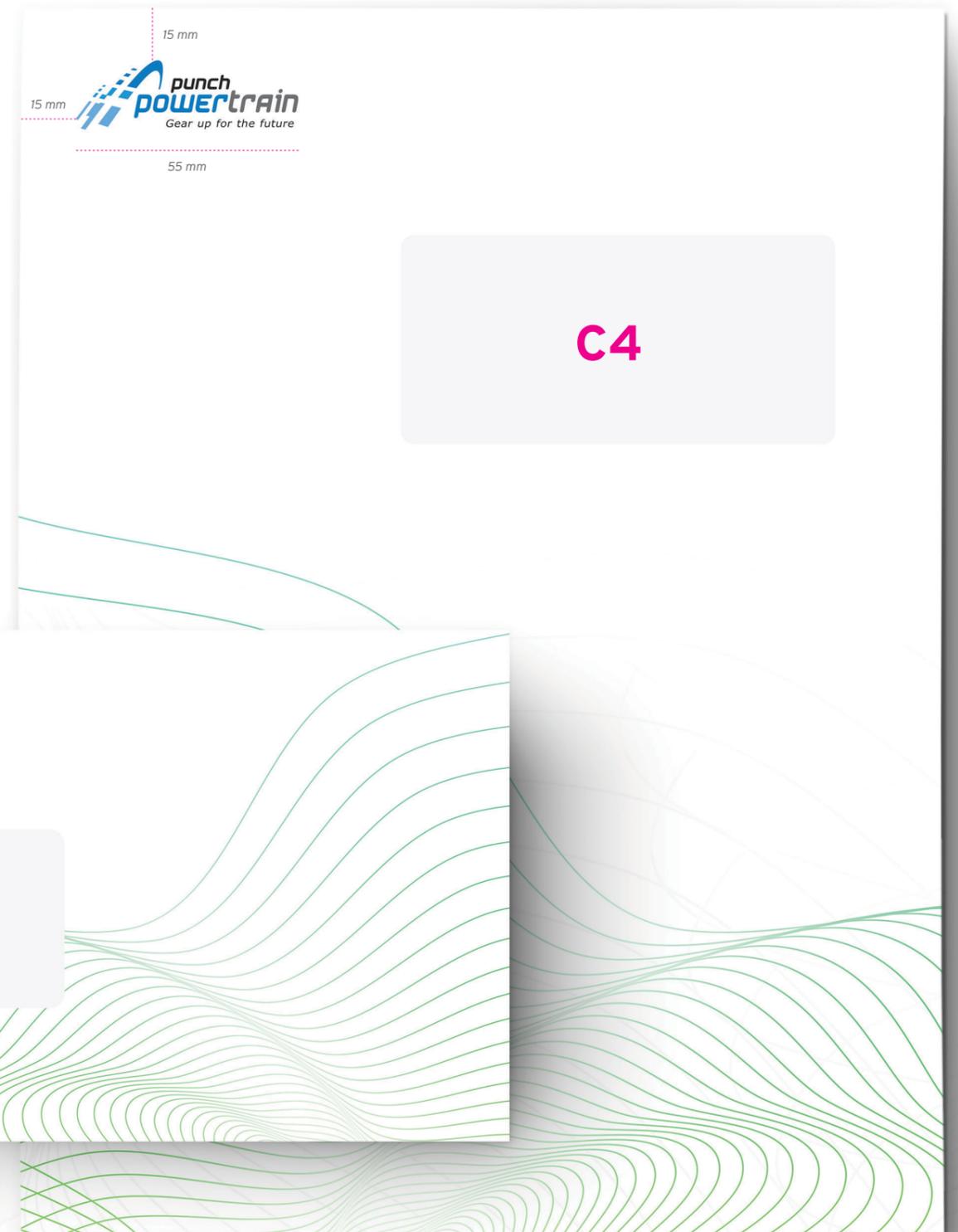
Letterhead and continuation sheet

Size:	DIN A4
Logo position:	Above left
Corporate information:	Aligned at the bottom and centred
Font:	Interstate
Watermark:	Connections graphic and watermark in the background
Margin:	8,4 mm (L, T, B) - 26mm (R)



Examples

Enveloppes



Examples

E-mail signatures

Standard e-mail signature

Name Last name
Function Title

Punch Powertrain nv
Ondernemerslaan 5429 • BE-3800 Sint-Truiden • Belgium
Tel: +32 11 67 92 94 • Mobile: +32 486 76 83 25
Name.Lastname@punchpowertrain.com • www.punchpowertrain.com



LEGAL DISCLAIMER

Name: Arial bold; font size 10pt by 12pt, black

Function: Arial bold; font size 10pt by 12pt, 70% black

White space

Entity name: Arial regular; font size 10pt by 12pt, 70% black

Address, ZIP code, country: Arial regular; font size 9pt by 10pt, 70% black

Tel, mobile: Arial regular; font size 9 pt by 10pt, 70% black

E-mail, website / URL: Arial regular; font size 9 pt by 10 pt, 70% black / blue

Cube separators: black

White space

Legal disclaimer: Arial regular; font size 9 pt by 12 pt, 70% black

Social media icons

Punch Powertrain logo



Seperation line: 70% black

Short e-mail signature (for replies and e-mails within the organization)

Name Last name

Function • Punch Powertrain nv

Tel: +... • Mobile: +...

Name: Arial bold; font size 10pt by 12pt, black

Function, entity name: Arial bold; font size 10pt by 12pt, 70% black

Tel, mobile: Arial regular; font size 9 pt by 10pt, 70% black

Cube separators: black

Examples

Flags, banners & stickers

Always place the logo optically in the centre of the format, horizontally as well as vertically. Always provide enough white space.



Examples

Vehicle Livery

Demo Vehicles

This type of vehicle incorporates Punch Powertrain transmission and is used as a demo vehicle for test drives by customers.

On the hood, it always contains two colored stripes, a product picture (with transparent background) and the logo.

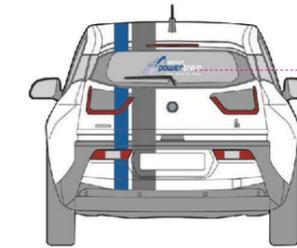
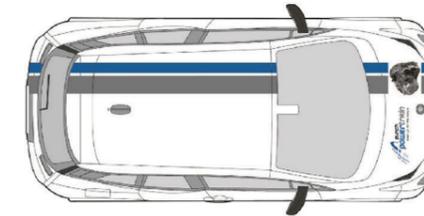
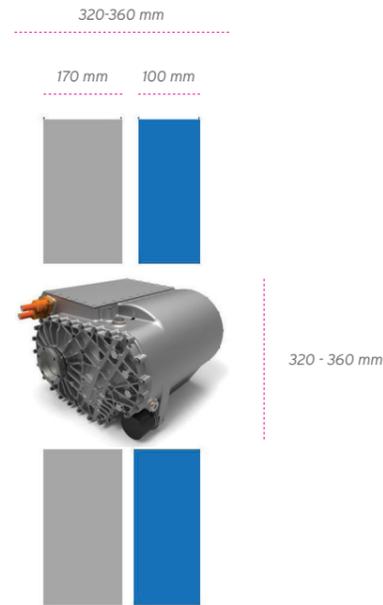
The two stripes run from the front to the back of the car. A second logo is placed on the rear window.

On both sides, two colored stripes cross the front car doors and include the product name of the transmission.

The minimum/maximum length of the side stripes depends on the length of the door.

If applicable, the name of partner/sponsor can be placed underneath the stripes.

Exclusively white vehicles may be used. Any other color vehicle should be wrapped fully in white before further applying livery.



Apply special logo for car windows (see exceptional logo uses).



Examples

Vehicle Livery

Promotional Vehicles

This type of vehicle is usually used as a service vehicle by Punch Powertrain.

This vehicle can feature a logo on both sides or on the hood, as illustrated below.

Two logo sizes are available and can be chosen proportionally to the size of the vehicle:

- MEDIUM: 600 mm
- LARGE: 1000 mm

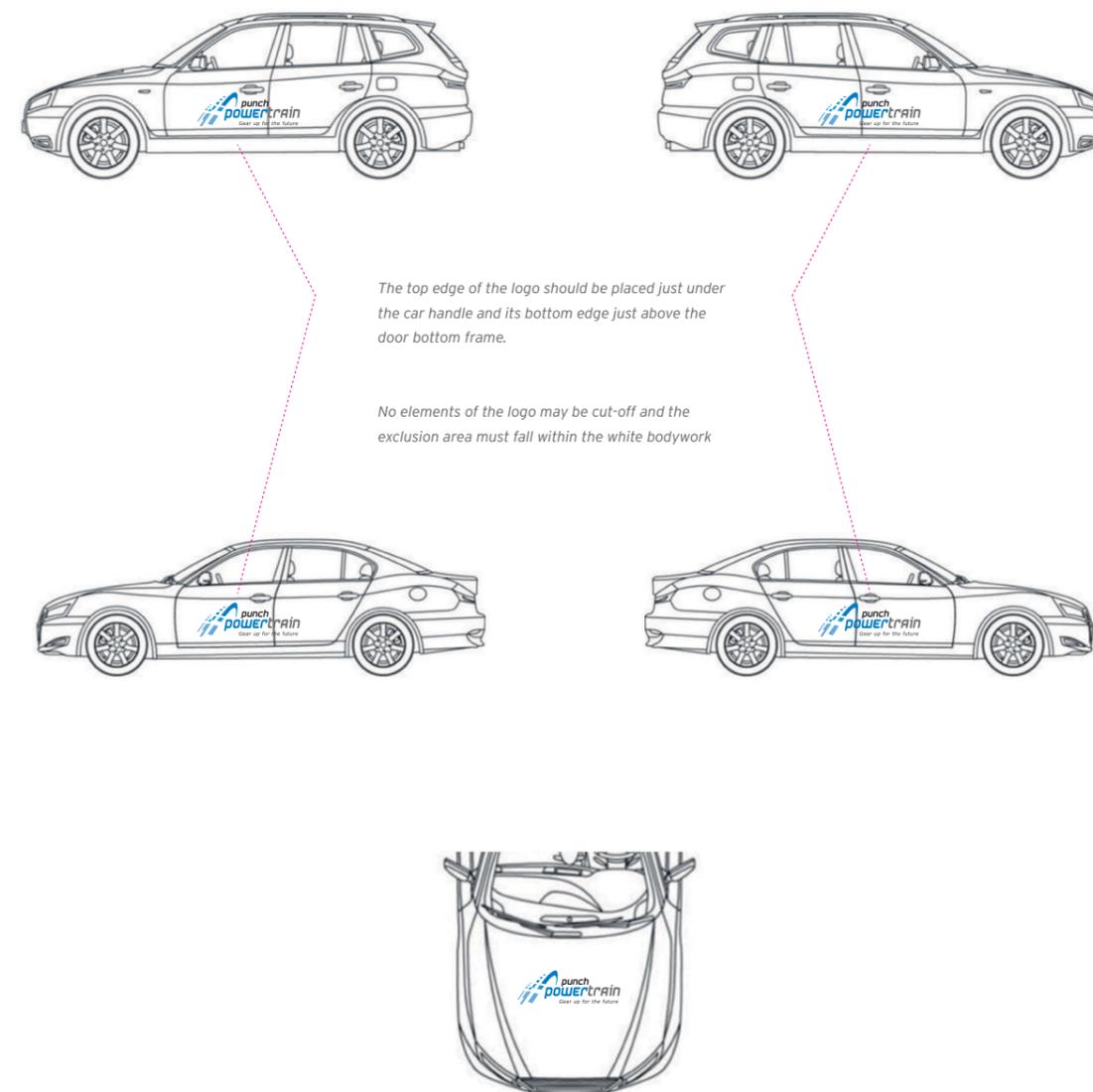
Exclusively white vehicles may be used. Any other color vehicle should be wrapped fully in white before further applying livery.



600 mm



1000 mm



The top edge of the logo should be placed just under the car handle and its bottom edge just above the door bottom frame.

No elements of the logo may be cut-off and the exclusion area must fall within the white bodywork