



THE BRAND
WALTERSCHEID

Brand guidelines January 2021



1. The Walterscheid brand

- 1.1. As a business partner, you are obliged to use the brand "Walterscheid" and other trade mark rights of Walterscheid GmbH exclusively according to the current guidelines of Walterscheid GmbH. The brand guidelines of Walterscheid GmbH are available online: www.walterscheid-group.com/mediaportal
- 1.2. **Walterscheid GmbH** and the brand **Walterscheid** may only be used to designate **Walterscheid** products.
- 1.3. The name "**Walterscheid**" must only be written like this: **Walterscheid**.
- 1.4. Brands from other business segment of the **Walterscheid Powertrain Group** must be used according to the current guidelines of the respective **Walterscheid Powertrain Group** business which are valid and applicable at that point. If the business partner has not received guidelines pertaining to such brands, they are obligated to make a request for the currently valid guidelines before they introduce the brands into their marketing portfolio.
- 1.5. All of the business partner's marketing material which contains Walterscheid products or refers to these Walterscheid products must contain the following disclaimer:
"The brand **Walterscheid** is a registered trademark of **Walterscheid GmbH** which belongs to the Walterscheid Powertrain Group." Any other brands included in the business partner's marketing material of **Walterscheid Powertrain Group** are to be included in the disclaimer.
- 1.6. If any brands of the business partner or of third parties are part of the marketing material, they must not be presented in such a way that they could be mistaken for a part of the Walterscheid brand or other registered brands of the Walterscheid GmbH.
- 1.7. These guidelines do not grant the business partner any kind of property rights to the name **Walterscheid GmbH**, the brand Walterscheid or other brands of **Walterscheid GmbH**, except for the right of use according to the guidelines at hand and any other trademark usage contract which is valid or explicitly agreed.

- 1.8. We explicitly point out that the business partner is not permitted to claim any rights whatsoever to the name Walterscheid, the brand Walterscheid or other brands of Walterscheid Powertrain Group. As long as there is no individual written agreement with the business partner which deviates from the general guidelines, this provision shall apply particularly, but not limited to:
 - Trademark registrations which include the name "**Walterscheid**" or the brand Walterscheid or other brands of **Walterscheid Powertrain Group**;
 - Company registrations which include the name "**Walterscheid**" or the brand Walterscheid or other brands of **Walterscheid Powertrain Group**;
 - Domain name registrations which include the name "**Walterscheid**", the brand Walterscheid or other brands of **Walterscheid Powertrain Group**.
- 1.9. Guidelines regarding usage of the name in search engine advertisements are found in the web guidelines: www.walterscheid-group.com/mediaportal

The business partner agrees that they will not use any brand of Walterscheid Powertrain Group or other industrial property rights of Walterscheid GmbH without prior consent of Walterscheid GmbH.

The business partner ensures that any contracts with their customers contain a provision that prohibits the customer's unauthorised use of industrial property rights of Walterscheid GmbH. The business partner is obliged to inform us immediately in writing about unauthorized use, support us in effecting the cessation of any further unauthorized use and to fully reimburse us for possible cost and damage at first request.

The business partner is obliged to inform Walterscheid GmbH about any unauthorized use of industrial property rights of a Walterscheid Powertrain Group company that comes to their attention.

2. Usage of Walterscheid logos and pictures / graphics

2.1. The Walterscheid GmbH logo must always be used in accordance with the registered form of the mark and preferably according to the printing template which has been provided by Walterscheid GmbH. If the Walterscheid GmbH Logo is not based on a printing template which has been provided by Walterscheid GmbH, it must always meet the written specifications of Walterscheid GmbH.

At the time of publication of these guidelines, the specifications are as follows:

WAL-Yellow

PMS 116C (coated)
PMS 116U (uncoated)
C:0 M:15 Y:100 K:0
R:255 G:212 B:0
HEX: # ffd400



WPG-Black

PMS Process Black
C50, M25, Y25, K100
CO, MO, YO, K100
RO, GO, BO
RAL 9017



2.2. The logo of Walterscheid GmbH should preferably appear on a white background, alternatively on a background which cannot be mistaken for a part of the Walterscheid GmbH logo.

2.3. The Walterscheid GmbH logo must always be positioned horizontally.

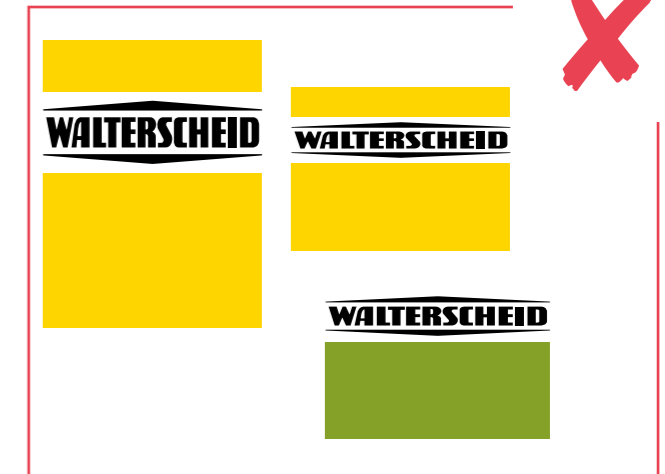
2.4. The Walterscheid GmbH logo needs a certain amount of free space around it which should correspond to the height of the logo (**see figure below**). If this is not feasible (e.g., in online use), the free space should be chosen as generously as possible.



2.5. Usage of the Walterscheid GmbH logo



ALWAYS display the Walterscheid GmbH logo according to the specifications in 2.1 - 2.4. !



NEVER change the dimensions, aspect ratio or the colours of the Walterscheid GmbH logo! Walterscheid GmbH logos must never be used together with logos of competitors or as a reference to the fact that products from other brands are compatible with Walterscheid products.

2.6. Usage of pictures, graphics, videos and logos

You find original Walterscheid photos, videos and illustrations to illustrate Walterscheid products in your advertisements in the Walterscheid media portal:
www.walterscheid-group.com/mediaportal



Due to quality and copyright issues, you may not copy photos and illustrations directly from the Walterscheid Powertrain Group website if you want to use them for advertisement.



2.7. Avoid strong resemblances to the Walterscheid colour scheme on your website

Use your own company's colour scheme consistently on your website.



Please make sure that the general design of your website does not imitate the Walterscheid colour scheme, or it could give the impression that it is a website by Walterscheid Powertrain Group.



3. Usage rights and use of data

Walterscheid GmbH offers its business partners and other authorized parties product images, product or application videos and product information in digital form at no charge - content is available via the download portal www.walterscheid-group.com/mediaportal

- 3.1. Any material in the download portal www.walterscheid-group.com/mediaportal and on the website of Walterscheid GmbH www.walterscheid.com is protected by copyright. Please note that the advertising material may be subject to limitations regarding to space, duration and advertising medium (especially external advertising). Read the warnings and copyright information to each set of data carefully. Downloading content from the Walterscheid GmbH download portal requires consent to these terms of use.
- 3.2. Unless otherwise agreed in a written individual trademark usage contract, the following provision holds: Walterscheid GmbH grants the business partners (and any other party authorized by Walterscheid GmbH) a simple, revocable, non-transferable, non-exclusive, free license which is regionally limited to Germany and covers the following aspects:
 - 3.2.1. Use, reproduction and display of product images, product and applications videos and product information is only permitted for the purposes of advertising and distribution of Walterscheid products.
 - 3.2.2. Use and exploitation of rights contained in product images, product and application videos and product information, such as industrial property rights, name rights, copyrights and other similar rights.
 - 3.2.3. In case of use and exploitation of the Walterscheid brand, the Walterscheid GmbH must be credited as the source. Include a remark to the Walterscheid GmbH website www.walterscheid.com in your reproduction and add the copyright notice: "© 2021 Walterscheid GmbH"

- 3.2.4. The right to edit in accordance with these guidelines is restricted to qualitative improvement (image optimization), the use of partial image sections and colour corrections / colour edits. Editing is **NOT** permitted if it results in a material change of the displayed article in question, logo change or fundamental change of the image content, or if any image content is removed.
- 3.2.5. Any additional rights beyond the scope of **3.2.4** require prior written consent of Walterscheid GmbH. This also applies to any publications of such kind. Send us your proposals for approval via e-mail: marketing@walterscheid.com.

Unless otherwise agreed in the written individual trademark usage contract, the following holds:

4. Miscellaneous

4.1. Furthermore, we allow our listed business partners the following:

4.1.1. Inclusion of the name "**Walterscheid GmbH**" in text and/or image form in digital reference lists.

4.1.2. Links to the website **www.walterscheid.com** including links using a graphical representation of the Walterscheid brand. Please use the Walterscheid logo for this.

4.1.3. Using video content from our YouTube channel via Embed code:

<https://www.youtube.com/user/WalterscheidGmbH>

4.1.4. Linking your Facebook profile with the Walterscheid profile

<https://www.facebook.com/Walterscheid.GmbH/>

including Liking and Sharing of content.

4.2. Walterscheid GmbH reserves the right to revoke the business partner's contractual rights of clauses 4.1.1.-4.1.4. at any time without stating reasons. In this case, the business partner is not entitled to a refund of possible costs resulting from this.

4.3. Besides this, the "Guideline for Online Marketing" is valid and can be read here:

www.walterscheid-group.com/mediaportal

In case of conflict between the present guidelines, possible other guidelines and a possible written individual trademark usage contract, the individual trademark usage contract supersedes the present guidelines and possible other applicable guidelines. In turn, the present guidelines supersede any other applicable guidelines.

5. Using the Walterscheid brand on your website

5.1. Clear recognizability of the WALTERSCHEID brand on your website

! Your website needs an individual and distinctive style. Any Walterscheid brand information must be clearly distinguishable as a separate element and conform to the Walterscheid corporate design. You can find the current corporate design manual here: **www.walterscheid-group.com/mediaportal**

! You may not use Walterscheid's unique design characteristics on your website or in your online shop and use them as part of your business design.

5.2. Correct usage of the WALTERSCHEID logo

! The logo of Walterscheid GmbH is an unalterable, unique trademark element. It consists of black text on a white background. In case of monochrome images, the Walterscheid GmbH logo must be used in black and white as well. Only use original files of the Walterscheid GmbH logo. You can find the Walterscheid GmbH logo on our website: **www.walterscheid-group.com/mediaportal**

! You may neither change the dimensions of the Walterscheid GmbH logo nor crop the Walterscheid GmbH logo, change its colours or modify it in any other way. The Walterscheid GmbH logo may neither be used in conjunction with the logo of competitors of Walterscheid Powertrain Group companies nor as a reference to compatibility of third party products with Walterscheid GmbH products, please refer to clause **2.5**.

5.3. Avoid a strong resemblance to the WALTERSCHEID colour scheme

- ! Use your own company's colour scheme consistently on your website.
- ! Please make sure that the general design of your website does not imitate the Walterscheid colour scheme, or it could give the impression that it is a website by Walterscheid Powertrain Group.

5.4. Usage of pictures, graphics, videos and logos

- ! You find original Walterscheid photos, videos and illustrations to illustrate Walterscheid products in your advertisements in the Walterscheid media portal: www.walterscheid-group.com/mediaportal
- ! Due to quality and copyright issues, you may not copy photos and illustrations directly from the Walterscheid Powertrain Group website if you want to use them for advertisement.

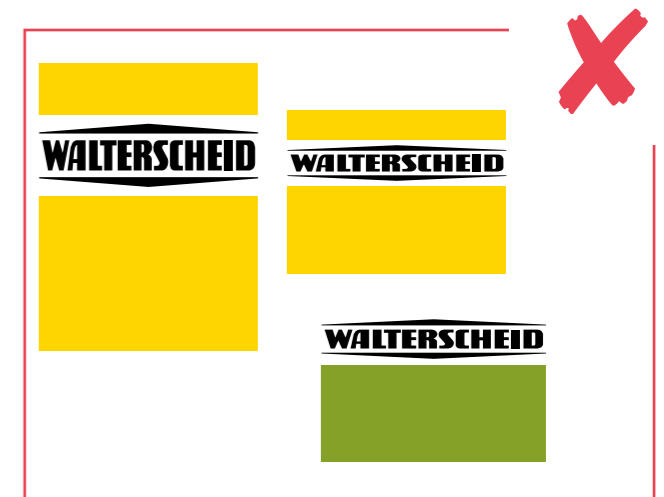
5.5. Usage of the WALTERSCHEID brand

- ! You may only use the WALTERSCHEID brand if your marketing activities directly relate to original WALTERSCHEID products.
- ! The WALTERSCHEID brand must not be used to route internet traffic onto websites which promote products of Walterscheid Powertrain Group's competitors.

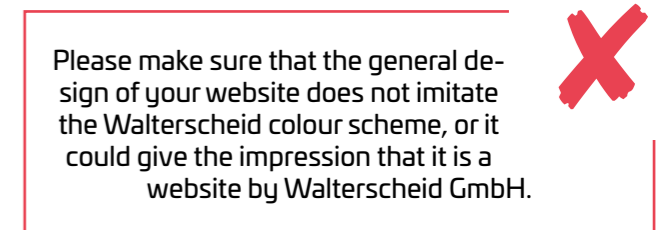
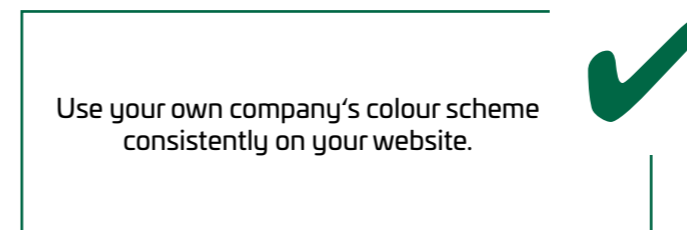
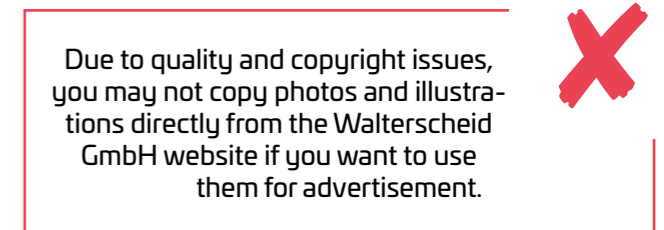
In case of conflict between these guidelines and the "brand guidelines", the latter guidelines supersede.



ALWAYS display the Walterscheid GmbH logo according to the specifications in 2.1 - 2.4. !



NEVER change the dimensions, aspect ratio or the colours of the Walterscheid GmbH logo! Walterscheid GmbH logos must never be used together with logos of competitors or as a reference to the fact that products from other brands are compatible with Walterscheid products.



More information and material can be found here:
www.walterscheid-group.com/mediaportal



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