

Brand identity standards



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Introduction – Role of the brand

THE GKN BRAND

With roots dating back to 1759, today GKN is a global brand that has embraced change and evolved into a world leader, with a proud heritage and an exciting future.

Our brand is what sets us apart in the markets and the more than 30 countries in which we operate. It's about how we are perceived in the minds of our many different stakeholders, it defines what people expect from us and should reflect what we stand for. It is essential that the GKN brand can be easily identified across the many different markets, cultures and countries in which we operate.

Brand identity refers to the visible elements that together identify and distinguish our brand. Different visual elements are used to represent the GKN brand and it is essential these are applied correctly and consistently to help support and strengthen our reputation. This includes consistent use of the logos and GKN corporate colours, the quality and style of imagery we use and the style of design of our communications.

This booklet sets out the visual elements and the principles of their use, as well as showcasing examples of the brand in action.



GKN Logo

ENGINEERING > THAT MOVES THE WORLD

GKN Strapline

GKN Ribbon



GKN Arrow

1.10 The Logotype

The logotype is made up of two elements – the GKN symbol incorporating the GKN arrow and an accompanying business descriptor. All reproductions of the GKN logotype must be made from original master artwork and must not be altered in any way.

The GKN symbol is the property of GKN plc. It may not be reproduced or otherwise used by non-GKN Group companies without the permission of GKN plc.

The exclusion zone

The area indicated by the diagram below represents a minimum exclusion zone within which no other text or image is permitted.

This creates an area of clear space around the logotype, away from other elements for clarity and impact.

Minimum size

When reproduced in printed matter, the GKN symbol must never be reproduced smaller than 6mm high. On screen it must never be used smaller than 21 pixels high.

Colours & positioning

The GKN logo is GKN Silver Blue and GKN Yellow Gold. See section 1.19 Colour palette for specifications. As a general rule, on printed matter, the GKN logotype sits on the top left hand side of the page.

Stacked version

In exceptional circumstances, or work wear and site signage, use of the stacked version of the logo is permitted.

Business descriptor

Where space allows, the business descriptor should appear with the GKN symbol within the logo to provide clarity and consistency. However this will not always be possible due to space restrictions and sizing requirements, for example on corporate gifts, digital media, envelopes, exhibition panels and continuation paper. In such cases it is permissible for the GKN symbol to appear without the business descriptor (as shown opposite).



Minimum exclusion zone



Minimum size with no business descriptor



Minimum size



Stacked version

1.11 GKN trademarks

The GKN logotype and the initials 'GKN' are separate trade marks, owned by GKN plc. They must always be used separately and never as a combined mark. Both identify the goods and services of GKN companies and both are invaluable to GKN.

The GKN name and trademarks are retained for the exclusive use of GKN companies. They must never be used by non-GKN companies, and any unauthorised use of the company trade marks should be reported to the GKN Group Secretary, GKN plc. The most effective way of preventing unauthorised use of trademarks is to register them in every country of interest for specific classes of goods and services.

The GKN logotype must never be used as a substitute for the initials 'GKN' in a company or division name, or in phrases like a member of the GKN Group of companies'.

To retain the effectiveness of registered trade marks, continuous use is necessary globally. For this reason both the initials 'GKN' and the logotype must be used on goods (where practicable), on invoices, in advertising and promotional material and on packaging. It is not sufficient to use our trademarks alone on letterheadings or as part of the name of a company or division.

The GKN initials are trademarked and should be used in Univers 55 Regular or Univers 65 Bold.

This should not be used on marketing material, it is for legal documents only.

GKN GKN

GKN initials

1.12 Naming structure

The logotype consists of the GKN symbol, incorporating the GKN arrow and an accompanying business descriptor. There are only a limited number of permissible business descriptors allowed to create the GKN logotypes.

GKN plc

GKN Aerospace

GKN Driveline

GKN Powder Metallurgy

GKN Sinter Metals

The GKN symbol should always be used externally with one of the permitted business descriptors beside it (see examples opposite).

The names of GKN companies and departments CANNOT be used with the GKN symbol to form sub-brands.

To ensure consistency, the typeface, weight and letterspacing of these logotypes have been clearly defined and should never be regenerated.

There is an exception on continuation paper, envelopes, exhibition panels and corporate gifts, whereby the GKN symbol can appear without the business descriptor.

Corporate centre companies, other than GKN plc must use the GKN Group descriptor.

Stacked version

In exceptional circumstances, or work wear and site signage, use of the stacked version of the logo is permitted. It is not to be used on stationery.



1.13 GKN Group

In the case of central Group companies, which are legal entities in their own right, other than GKN plc itself, the GKN Group descriptor must be used and not the GKN plc descriptor which is specifically reserved for GKN plc. Companies falling into this category include GKN Group Services Limited, GKN North America Services Inc, GKN Holdings Plc, GKN (United Kingdom) plc, GKN Industries Limited and GKN America Corp.

This should not be used on marketing material, it is for legal documents only. If you require advice in this regard, please contact the Group Secretariat.



1.14 Correct use of the logotype

The preferred application of the logotype is on a white background with the GKN symbol and business descriptor being produced in GKN Silver Blue and the chevron in GKN Yellow Gold.

If the above application is not possible, alternatives are shown opposite, in order of preference.

The logotype can be produced on a GKN Silver Blue background as white out with a GKN Yellow Gold chevron.

The logotype may only be used in black if reproduction is restricted to black and white printing.

In all instances, the GKN symbol and business descriptor must be in the same colour.



1.15 Incorrect use of the logotype

Any modification of our logo confuses its meaning, diminishes its impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need.

Never redraw, translate, or otherwise alter our logo in any way. The following list of incorrect use must be avoided to maintain the integrity of our brand.

Watermarking the GKN logotype is permissible to prevent the theft of images from websites.



Do not condense



Do not create sub-brands



Do not expand



Do not add shadows or effects



Do not use other colour backgrounds



Do not alter the typeface of the business descriptor



Do not use on distracting photographic or patterned backgrounds



Do not add site location

1.16 Engineering that moves the world

The fundamental idea behind a brand programme is that through everything it says and does a company can and should project a clear idea of what it stands for, what its aims are and how it seeks to differentiate itself from competitors who may produce very similar products and services at a very similar price.

The most significant way in which this can be done is by articulating and presenting a consistency of purpose. So, corporate branding programmes seek to achieve consistency and coherence in appearances, communications and actions.

In B2B markets where tangible product differentiation is frequently difficult to achieve, brand differentiation is commonly found not so much in 'what we do' as in 'how we do it'. The corporate brand is based around a central idea, a philosophy, a way of doing things. What the company stands for. What it believes in.

For GKN this essence is encapsulated in the phrase.

Engineering that moves the world.

'Engineering that moves the world' does not have to appear on all applications. It is not to be used on stationery or internal literature. It should be a driving force, a spirit, an essence that can be communicated both literally and laterally.

Where the 'Engineering that moves the world' logotype appears, however, these guidelines should always be adhered to.

The preferred application of 'Engineering that moves the world' is on a white background with the wording being produced in GKN Silver Blue.

If the above application is not possible, alternatives are shown below, in order of preference.

'Engineering that moves the world' can be produced on a GKN Silver Blue background as white out.

The logotype may only be used in black if reproduction is restricted to black and white printing.

In all instances, both words must be in the same colour.

For examples of usage see sections 4.10 Presentations, 5.10 Literature, 5.15 Advertising and 7.10 Exhibitions.

The written phrase can also be used within text, where it is not in logo format, but should not include any arrow of any kind.

ENGINEERING > THAT MOVES THE WORLD

ENGINEERING > THAT MOVES THE WORLD

ENGINEERING > THAT MOVES THE WORLD

ENGINEERING > THAT MOVES THE WORLD

1.17 Incorrect use of Engineering that moves the world

Any modification of our logo confuses its meaning, diminishes its impact, and is not allowed. Precise logo artwork has been created to accommodate any usage need.

Never redraw, translate, or otherwise alter our logo in any way. The following list of incorrect use must be avoided to maintain the integrity of our brand.

ENGINEERING > THAT MOVES THE WORLD

Do not condense

ENGINEERING > THAT MO

Do not expand

ENGINEERING > THAT MOVES THE WORLD

Do not use other colour backgrounds

ENGINEERING > THAT MOVES THE WORLD

Do not use on distracting photographic or patterned backgrounds

ENGINEERING > THAT MOVES THE WORLD

Do not add shadows or effects

ENGINEERING THAT MOVES THE WORLD

Do not alter the typeface

1.18 GKN ribbon and GKN arrow

The GKN ribbon and GKN arrow signify a company always moving forward.

The GKN ribbon is a graphic element that has been created to be used on all GKN promotional material.

It can be applied to the top of an image or photograph or as a graphic device in its own right. It must not be altered in proportion or any way and must not be recreated. You can scale the ribbon, retaining the original proportion and aspect ratio, but you cannot stretch it out of proportion.

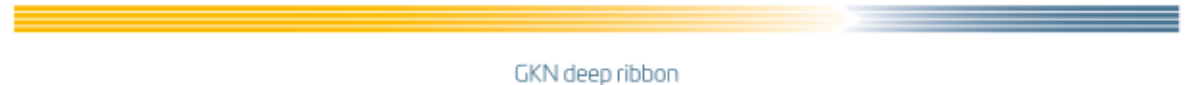
The GKN deep ribbon is only for use on exhibition panels, see 7.10 Exhibitions for examples of usage.

For examples of usage see sections 4.10 Presentations, 5.10 Literature, 5.15 Advertising and 7.10 Exhibitions.

In marketing material the GKN arrow may be used between two words to emphasise a point or link the statement to a GKN intent. It cannot be used to create new straplines. It also may be used a graphic bullet point in text lists.



GKN ribbon



GKN deep ribbon



GKN arrow

1.19 Primary colour palette

Our primary colour palette is distinctive and clearly represents GKN. The primary colour palette consists of GKN Silver Blue, GKN Yellow Gold, GKN Black and GKN Grey. Use combinations of these colours across all communications to build strong recognition and consistent presence.

Colours may vary when printing on coated and uncoated stock. Always match as closely as possible to the PANTONE colour specified.

The CMYK values shown are not equivalent to the CMYK values cited in the current edition of PANTONE solid to process guide. They have been specified particularly for GKN.

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

GKN Silver Blue

PMS 5405 (coated)
PMS 5415U (uncoated)

C58, M17, Y0, K46
R51, G102, B153
Hex #336699
RAL 5023

GKN Yellow Gold

PMS 130 (coated)
PMS 116U (uncoated)

C0, M30, Y100, K0
R255, G204, B51
Hex #FFCC33
RAL 1021

GKN Black

PMS Process Black

C50, M25, Y25, K100
R0, G0, B0
Hex #000000
RAL 9017

GKN Grey

PMS 423

C0, M0, Y0, K47
R164, G164, B168
Hex #A4A4A8
RAL 7042

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

70% tint
C41, M12, Y0, K32
R112, G148, B183
Hex #7094B7

70% tint
C0, M21, Y70, K0
R254, G217, B106
Hex #FED96A

70% tint
C0, M0, Y0, K70
R76, G76, B76
Hex #4C4C4C

70% tint
C0, M0, Y0, K33
R191, G191, B194
Hex #BFBFC2

40% tint
C23, M7, Y0, K18
R173, G194, B214
Hex #ADC2D6

40% tint
C0, M12, Y40, K0
R254, G230, B161
Hex #FEE6A1

40% tint
C0, M0, Y0, K40
R153, G153, B153
Hex #999999

40% tint
C0, M0, Y0, K19
R219, G219, B220
Hex #DBDBDC

10% tint
C6, M2, Y0, K5
R234, G239, B245
Hex #EAEFF5

10% tint
C0, M3, Y10, K0
R253, G244, B215
Hex #FDF4D7

10% tint
C0, M0, Y0, K10
R229, G229, B229
Hex #E5E5E5

10% tint
C0, M0, Y0, K5
R246, G246, B246
Hex #F6F6F6

1.20 Secondary colour palette (muted)

There are also secondary palettes of supporting colours. It is essential that the primary and supporting colours are applied consistently on all our communications.

There are 2 secondary colour palettes to choose from.

The first is a muted palette for use in printed materials (right).

The second is a brighter palette for use in advertising and exhibitions (overleaf).

You must not mix and match from one palette to another.

The supporting colour palette is best applied to create emphasis, such as highlighting information within documents. Use the palette sparingly as supporting colours should not dominate the design. In all communications always maintain the dominance of the GKN primary colours.

The CMYK values shown are not equivalent to the CMYK values cited in the current edition of PANTONE solid to process guide. They have been specified particularly for GKN.

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

GKN Red
PMS 194
C0, M100, Y64, K33
R153, G0, B51
Hex #990033

GKN Green
PMS 329
C100, M0, Y46, K46
R0, G102, B102
Hex #006666

GKN Purple
PMS 2695
C91, M100, Y0, K49
R51, G0, B102
Hex #330066

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

70% tint
C0, M70, Y45, K23
R183, G76, B112
Hex #B74C70

70% tint
C70, M0, Y32, K32
R76, G147, B147
Hex #4C9393

70% tint
C64, M70, Y0, K34
R112, G76, B147
Hex #704C93

40% tint
C0, M40, Y25, K13
R214, G153, B173
Hex #D699AD

40% tint
C40, M0, Y18, K18
R153, G193, B193
Hex #99C1C1

40% tint
C36, M40, Y0, K20
R173, G153, B193
Hex #AD99C1

10% tint
C0, M10, Y6, K3
R244, G229, B234
Hex #F4E5EA

10% tint
C10, M0, Y5, K5
R229, G239, B239
Hex #E5EFEF

10% tint
C9, M10, Y0, K5
R234, G229, B239
Hex #EAE5EF

1.21 Secondary colour palette (bright)

There are also secondary palettes of supporting colours. It is essential that the primary and supporting colours are applied consistently on all our communications.

There are 2 secondary colour palettes to choose from.

The first is a muted palette for use in printed materials (previous).

The second is a brighter palette for use in advertising and exhibitions (right).

You must not mix and match from one palette to another.

The supporting colour palette is best applied to create emphasis, such as highlighting information within documents. Use the palette sparingly as supporting colours should not dominate the design. In all communications always maintain the dominance of the GKN primary colours.

The CMYK values shown are not equivalent to the CMYK values cited in the current edition of PANTONE solid to process guide. They have been specified particularly for GKN.

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

GKN Red
PMS 485
C0, M100, Y100, K0
R237, G28, B36
Hex #C22A22

GKN Green
PMS 361
C70, M0, Y100, K0
R109, G173, B60
Hex #6DAD3C

GKN Purple
PMS 675
C17, M100, Y0, K3
R154, G42, B112
Hex #9A2A70

70%, 40% and 10% tint strengths are permissible in diagrams, graphs and illustrations to provide differentiation and emphasis.

70% tint
C0, M70, Y70, K0
R212, G105, B100
Hex #D46964

70% tint
C49, M0, Y70, K0
R153, G197, B118
Hex #99C576

70% tint
C12, M70, Y0, K2
R185, G105, B155
Hex #B8699B

40% tint
C0, M40, Y40, K0
R231, G170, B167
Hex #E7AAA7

40% tint
C28, M0, Y40, K0
R197, G222, B177
Hex #C5DEB1

40% tint
C7, M40, Y0, K1
R215, G170, B198
Hex #D7AAC6

10% tint
C0, M10, Y10, K0
R249, G233, B232
Hex #F9E9E8

10% tint
C7, M0, Y10, K0
R240, G247, B235
Hex #F0F7EB

10% tint
C2, M10, Y0, K0
R245, G233, B240
Hex #F5E9F0

1.22 Colour definitions

PMS

The Pantone Colour Matching System is largely a standardised colour reproduction system. By standardising the colours, different manufacturers in different locations can all refer to the Pantone system to make sure colours match without direct contact with one another.

CYMK

The CMYK process is a method of printing colour by using four inks — cyan, magenta, yellow, and black. A majority of the world's printed material is produced using the CMYK process.

RGB

Computer screen colours are made up from light intensities of three primary colours, Red, Green, and Blue (RGB).

HEX

HEX values are six digit hexadecimal colour codes that define what are considered safe, non-dithering colours that are the closest match your chosen colour for screen use. There are 216 websafe colours available.

RAL®

The RAL Design system is an industry standard paint colour system to ensure global consistency of use.

1.23 Using other GKN brands

GKN runs a number of operating companies, has various joint ventures and owns a number of brands. These operations and brands have great recognition in the marketplace – we embrace them, their values mirroring ours.

In certain circumstances a secondary logo or brand name may be used in conjunction with the GKN logotype where it is of benefit in terms of recognition.

Secondary logos can only appear in black or their full brand colours on stationery items and must never dominate the GKN logotype.

Secondary logos may utilise their full brand colours on marketing material when greater impact is needed.

Internal branding

Internal branding is also very important to GKN. The consistent application of approved internal brands, such as thinkSAFE! and Lean, is essential to reinforce and reflect GKN's strong external image. In some cases, established internal brands may require their own Visual Identity Guidelines, as with thinkSAFE! In all cases, permission to set up a new internal brand must be sought from the Group Communications team.

Example
operating companies



Example
joint ventures



Example
GKN brands



Example internal
GKN brands

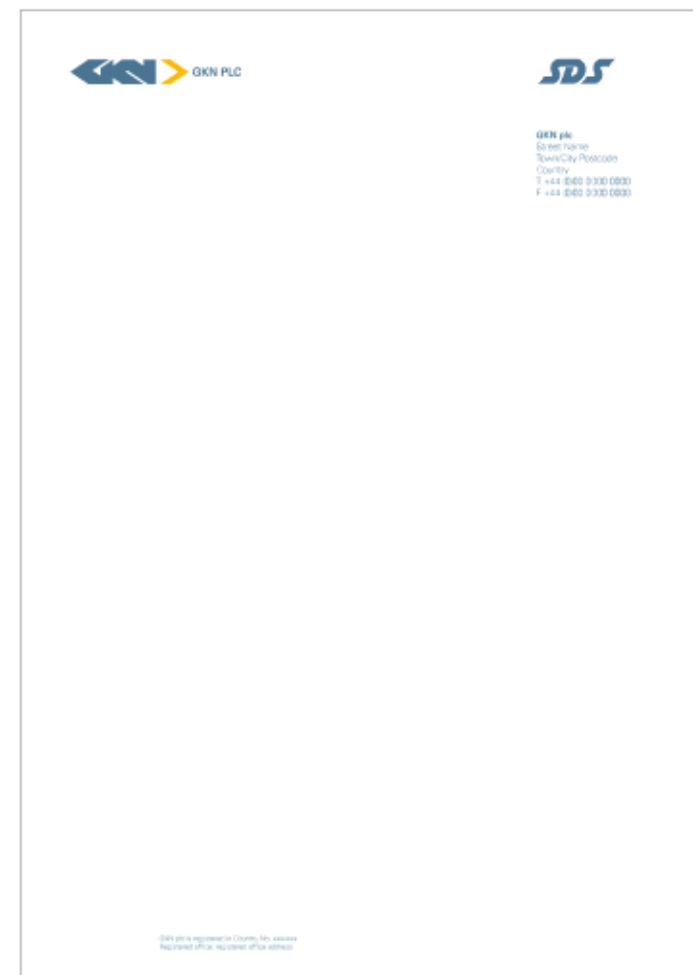


1.24 Secondary brands – applications

If operating companies or joint ventures are referenced these sit below the GKN logo, and respects the exclusion zone.

They may be used in black or their full brand colours.

For guidance on stationery see section 2.10.



1.25 Secondary brands – applications

Secondary brands can be used on literature and other marketing material along side the GKN logotype. They may be used in their relevant colours.

They are always positioned opposite the GKN logotype on the top right hand corner.

For guidance on literature see section 5.10.



1.26 Typefaces

Univia Pro

The corporate typeface for all literature is 'Univia Pro'.
The italic font may also be used in moderation.

Univia Pro can be obtained from www.youworkforthem.com

The exceptions to this are the following.

Adobe Univers

For use on pre-printed stationery and signage.
The italic font may also be used in moderation.

Adobe Univers can be obtained from www.type.co.uk

Arial

For use within templates to overprint onto stationery.
The italic font may also be used in moderation.

Arial is a standard system font.

In such circumstances, it is important to match the fonts to the examples illustrated.

Univia Pro Light/Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

Univia Pro Book/Book Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

Univia Pro Medium/Medium Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

Univia Pro Bold/Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

Univers 45 Light / 46 Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

Univers 55 Regular / 56 Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

Univers 65 Bold / 66 Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

Arial / Arial Italic / Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789
abcdefghijklmnopqrstuvwxyz – 0123456789

2.10 Stationery – Introduction (ISO)

Printing stationery

The printing of all stationery should be purchased and managed through one central resource in each business location. Without authorisation nobody may use these stationery artworks or commission the printing of stationery items.

Colours

All stationery is printed on uncoated stock and therefore the uncoated Pantone colours should always be used:

GKN Silver Blue = Pantone 5415CVU

GKN Yellow Gold = Pantone 116CVU

See Colour Palette section within Basic Elements for more information.

Paper

GKN stationery should be produced on the following paper stock to provide an adequate level of quality:

Conqueror CX22 Diamond White:

Letterhead, continuation paper and compliment slip 120gsm, without the Conqueror watermark (NB 100gsm is also acceptable if your laser printers are unable to cope with 120gsm).

Business cards are printed on 320gsm Conqueror CX22 Diamond White.

In some markets, the above may be unobtainable, please use a similar specification stock. The GKN communications team will be able to provide advice and sign-off.

Personalised stationery

Personalised stationery items (eg letterhead and compliment slip) are only available to Executive Committee members of the Board of GKN plc.

Legal requirements

Company law in many of the jurisdictions in which GKN operates requires companies to include certain information on forms of business correspondence including letters, compliment slips, news releases, facsimile cover sheets, invoices, order notes, delivery notes and business emails. The information required to be disclosed on business correspondence differs depending on the country in which the company is incorporated.

The templates available to download should be tailored to comply with local requirements.

Prior to printing or ordering stationery:

- Group companies located outside the UK should seek advice from their local legal team to ensure that all stationery contains the information necessary to comply with local regulatory requirements.
- Group companies in the UK should liaise with Group Secretarial to confirm that all mandatory details entered into the template are correct.

Company identity

Each GKN company is a separate legal entity and should not use the stationery of another GKN company for its business correspondence. The letterhead used will normally depend upon which GKN company is the contracting party. Group Secretarial should be consulted if there is any doubt as to which company's stationery is to be used for correspondence.

Signing authority - contracts

Only the Directors, Company Secretary and those with specific delegated authority (for example, granted at a board meeting or by a power of attorney) have the legal authority to sign correspondence of a contractual nature on behalf of a company. Everyday business correspondence can be signed in an employee's own name (i.e. not on behalf of the company) and must include the employee's title in the signature line.

There is a difference between legal authority and financial authority. Individuals able to authorise payments up to specified amounts may not necessarily have the authority to sign contracts on behalf of the company if he or she is not an authorised signatory, even if the contract falls within that person's authorised limits.

Group Secretarial should be consulted if there is any doubt as to whether an employee has authority to sign a document that could legally bind the company.

2.11 Stationery – Letterhead (ISO)

Size

A4 (297mm x 210mm)

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Template

The new typing template must always be used to ensure the text is correctly displayed.

05 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN plc
PO Box 168
Lodge House
Lodge Church Lane
Rushden
Northants NN16 9TL
England
T +44 (0)1937 517779
F +44 (0)1937 517758

02
03

Sample Road
Sample Town/City
County
Postcode Country

Month Year

04

Dear Sir/Madam,

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05

GKN plc is registered in England No. 4710162
Registered Office: PO Box 168, Lodge House, Lodge Church Lane, Rushden, Northants NN16 9TL, England

2.12 Stationery – Continuation paper (ISO)

Size

A4 (297mm x 210mm)

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol in Silver Blue and the chevron in Yellow Gold.

02 Template

The new typing templates are set up to automatically display the text in the correct position.

01



02

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2.13 Stationery – Compliment Slip (ISO)

Size

99mm x 210mm

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 With compliments

8.5pt Univers 65 bold, range left and prints in Silver Blue.

05 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN plc
PO Box 105
Lodge House
Lodge Church Lane
Pewsey
Wiltshire SN6 2TL
England
T +44 (0)1227 517715
F +44 (0)1227 517700

02
03

04
05

WITH COMPLIMENTS

GKN plc is registered in England No. 4107 000
Registered office: PO Box 105, Lodge House, Lodge Church Lane, Pewsey, Wiltshire SN6 2TL, England

2.14 Stationery – Business Card

Size

European: 55mm x 85mm, US: 50mm x 88mm,
Japanese: 55mm x 91mm

Paper

Conqueror CX22 Diamond White 320gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

6.5/7.5pt Univers 65 bold, range left and prints in Silver Blue.

03 Address

6.5/7.5pt Univers 45 light, range left and prints in Silver Blue.

04 Name

6.5/6.5pt Univers 65 bold, range left, aligns horizontally with the direct contact details and prints in Silver Blue.

05 Title/department

6.5/6.5pt Univers 55 regular, with 1pt extra space above, range left and prints in Silver Blue.

06 Direct contact details

6.5/7.5pt Univers 45 light, ranged left and prints in Silver Blue.
The e-mail address can be broken onto 2 lines on 6.5pt linefeed.

Note: It is optional to print alternate language details on the reverse of the card.

01



GKN plc
Address 1
Address 2
Address 3
T +44 (0)00 0000 0000
Direct
T +44 (0)00 0000 0000
F +44 (0)00 0000 0000
M +44 (0)0000 000000
E name@domain.com

04
05

NAME
Title

02
03

06

01



GKN plc
Address 1
Address 2
Address 3
T +1 000 000 000
Direct
T +1 000 000 000
F +1 000 000 000
C +1 000 000 000
E name@domain.com

04
05

NAME
Title

02
03

06

01



株式会社グン
(株)グン
株式会社グン
株式会社グン

Tel +81 (0)3 5476 5901
Fax +81 (0)3 5476 5905
Mobile +81 (0)90 2385 2122
Yoshikazu.Kurihara@jp.gknplc.com

04
05

氏名
氏名

02
03

06

2.14 Stationery – Business Card reverse

Size

European: 55mm x 85mm, US: 50mm x 88mm,
Japanese: 55mm x 91mm

Paper

Conqueror CX22 Diamond White 320gsm

01 QR code

QR codes can be created for a variety of information. Company or product specific URLs, personal contact details saved as vCard format or dynamic URLs can be created.

They should be 20mm square and positioned in the bottom left hand corner, with a gap of 5mm around each side.

Note: It is optional to print alternate language details on the reverse of the card. If that is the case, no QR code is permitted.

01



01



2.15 Stationery – Envelopes (ISO)

Size

DL (110mm x 220mm)

Paper

Conqueror CX22 Diamond White

01 GKN logotype

The GKN logotype sits top left with the GKN symbol in Silver Blue and the GKN arrow in Yellow Gold.

01



2.16 Stationery – Address labels (ISO)

Size

Large single – 90mm x 140mm

Small multiple – DL (8up)

Paper

White self-adhesive material of laser quality

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

6.5/8pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

6.5/8pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Template

The new typing template for multiple labels must always be used to ensure the text is correctly displayed.

01



GKN plc
Street Name
Town/City Postcode
Country
T +44 0000 0000 0000
F +44 0000 0000 0000

02
03

04

Mr Smith
2 Ipsley House
Ipsley Church Road
Redditch
Worcestershire B98 0TL
England



GKN plc
Street Name
Town/City Postcode
Country
T +44 0000 0000 0000
F +44 0000 0000 0000

Mr Smith
2 Ipsley House
Ipsley Church Road
Redditch
Worcestershire B98 0TL
England

2.17 Stationery – Facsimile (ISO)

Size

A4 (297mm x 210mm)

Paper

Bonded copier paper

01 GKN logotype

The GKN logotype sits top left and prints black.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints black.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints black.

04 Facsimile

15pt Arial bold, range left and prints black.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints black.

01



02
03

GKN plc
PO Box 55
Isleway House
Isleway Church Lane
Redditch
Worcestershire B98 9TL
England
T +44 (0)1527 511715
F +44 (0)1527 511700

04

FACSIMILE

To
Company
Facsimile number
From
Date
Number of pages (inc)
Subject

05

How to use this template:

- This template has been provided unlocked so you can make the following amendments.
- Enter your correct, full address, contact numbers and registered office details – these must correspond with those on your standard letterhead.
- Once you have entered your correct details, select the Protect Document option from the Tools menu and select the Forms button and then click on OK, then select Save from the File menu and use this as your template.

06

GKN plc is registered in England No. 419 081
Registered Office: PO Box 55, Isleway House, Isleway Church Lane, Redditch, Worcestershire B98 9TL, England

2.18 Stationery – News release (ISO)

Size

A4 (297mm x 210mm)

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

8pt Arial bold, sits top right, range left and prints in Silver Blue.

03 Address

8pt Arial, sits top right, range left and prints in Silver Blue.

04 News release

15pt Arial bold, range left and prints in Silver Blue.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6pt Arial, sits bottom left, range left and prints in Silver Blue.

01



GKN Company
Address
T +44 (0) 000 000 000
F +44 (0) 000 000 000

02
03

04

NEWS RELEASE

For immediate release

00/00/2014

05

Headings to go here

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06

GKN plc is registered in England No. 4101102
Registered office: PO Box 50, Sneyd Road, Sneyd Church Lane,
Preston, Lancashire PR1 5TL, England

ENGINEERING > THAT MOVES THE WORLD

2.19 Stationery – Memorandum (ISO)

Size

A4 (297mm x 210mm)

Paper

Bonded copier paper

01 GKN logotype

The GKN logotype sits top left and prints black.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Memorandum

15pt Univers 65 bold, range left and prints in Silver Blue.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN Company
Address
T +44 (0)20 7463 2384
F +44 (0)20 7463 2385

02
03

MEMORANDUM

From
To
CC
Date
Subject

04

05

Headings to be in bold

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06

GKN plc is a registered company in the United Kingdom.
Registered office: registered office address

2.20 Stationery – Personalised stationery (ISO)

Size

A4 (297mm x 210mm)

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Personal details

8/10pt Univers 65 bold and 45 light, sits under company name and address, range left and prints in Silver Blue.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN plc
PO Box 105
Lodge Road
Lodge Church Lane
Potters
Wolverhampton B68 7TL
England
T +44 (0)1927 517715
F +44 (0)1927 517700

Name
Job Title

T +44 (0)20 3030 0880
F +44 (0)20 3030 0880
E enquiries@gkn.com

Sample Road
Sample Town/City
County
Postcode Country

Month Year

05

Dear Sir/Madam,

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GKN plc is a registered company in England
Registered office: PO Box 105, Lodge Road, Lodge Church Lane, Potters, Wolverhampton B68 7TL, England

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3.10 Stationery – Introduction (US)

Printing stationery

The printing of all stationery should be purchased and managed through one central resource in each business location. Without authorisation nobody may use these stationery artworks or commission the printing of stationery items.

Colours

All stationery is printed on uncoated stock and therefore the uncoated Pantone colours should always be used:

GKN Silver Blue = Pantone 5415CVU

GKN Yellow Gold = Pantone 116CVU

See Colour Palette section within Basic Elements for more information.

Paper

GKN stationery should be produced on the following paper stock to provide an adequate level of quality:

Conqueror CX22 Diamond White:

Letterhead, continuation paper and compliment slip 120gsm, without the Conqueror watermark (NB 100gsm is also acceptable if your laser printers are unable to cope with 120gsm).

Business cards are printed on 320gsm Conqueror CX22 Diamond White.

Personalised stationery

Personalised stationery items (eg letterhead and compliment slip) are only available to Executive Committee members of the Board of GKN plc.

Legal requirements

Company law in many of the jurisdictions in which GKN operates requires companies to include certain information on forms of business correspondence including letters, compliment slips, news releases, facsimile cover sheets, invoices, order notes, delivery notes and business emails. The information required to be disclosed on business correspondence differs depending on the country in which the company is incorporated.

The templates available to download should be tailored to comply with local requirements.

Prior to printing or ordering stationery:

- Group companies located outside the UK should seek advice from their local legal team to ensure that all stationery contains the information necessary to comply with local regulatory requirements.
- Group companies in the UK should liaise with Group Secretarial to confirm that all mandatory details entered into the template are correct.

Company identity

Each GKN company is a separate legal entity and should not use the stationery of another GKN company for its business correspondence. The letterhead used will normally depend upon which GKN company is the contracting party. Group Secretarial should be consulted if there is any doubt as to which company's stationery is to be used for correspondence.

Signing authority - contracts

Only the Directors, Company Secretary and those with specific delegated authority (for example, granted at a board meeting or by a power of attorney) have the legal authority to sign correspondence of a contractual nature on behalf of a company. Everyday business correspondence can be signed in an employee's own name (i.e. not on behalf of the company) and must include the employee's title in the signature line.

There is a difference between legal authority and financial authority. Individuals able to authorise payments up to specified amounts may not necessarily have the authority to sign contracts on behalf of the company if he or she is not an authorised signatory, even if the contract falls within that person's authorised limits.

Group Secretarial should be consulted if there is any doubt as to whether an employee has authority to sign a document that could legally bind the company.

3.11 Stationery – Letterhead (US)

Size

US Quarto

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Template

The new typing template must always be used to ensure the text is correctly displayed.

05 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN plc
PO Box 95
Gosley Road
Gosley Church Lane
Rackheath
Norwich NR6 9TL
England
T +44 (0)1527 557735
F +44 (0)1527 557758

02
03

Sample Road
Sample Town/City
County
Postcode Country

Month Year

04

Dear Sir/Madam,

Quia consequam quia volor aut volorectur as ipid magnih ilibear chicio nsequi ipitati sit volorumque conse volorum ex eturibus eossindit quia quam is ut quidat dem etur, occus, sim elunt, ant ulpa sundemp oneped eossitae dio. Ficat rehenh ilitae. Luptati aborepe rleriae exenrum eic le as quid magnatquo quatiuntus digenis ut quae reprati doluptas identemqui sed ut et vitas esequi ius doloribus indem eum qui torunt. Aperume consect atusam re di bercius alique ni blatus, sitatia sindur?

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05

GKN plc is registered in England No. 4187326
Registered office: PO Box 95, Gosley Road, Gosley Church Lane, Rackheath, Norwich NR6 9TL, England

3.12 Stationery – Continuation paper (US)

Size

US Quarto

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol in Silver Blue and the chevron in Yellow Gold.

02 Template

The new typing templates are set up to automatically display the text in the correct position.

01



02

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3.13 Stationery – Compliment Slip (US)

Size

93mm x 215mm

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 With compliments

8.5pt Univers 65 bold, range left and prints in Silver Blue.

05 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN plc
PO Box 55
Luton LU1 3UR
Luton Council Lane
Bedford
MK43 9JN
MK43 9JN
T +44 (0)1527 517715
F +44 (0)1527 517700

02
03

04

WITH COMPLIMENTS

05

GKN plc is registered in England No. 0075 888
Registered office: PO Box 55, LUTON, Bedfordshire MK4 3JN, England

3.14 Stationery – Envelopes (US)

Size

105mm x 242mm

Paper

Conqueror CX22 Diamond White

01 GKN logotype

The GKN logotype sits top left with the GKN symbol in Silver Blue and the GKN arrow in Yellow Gold.

01



3.15 Stationery – Address labels (US)

Size

Large single – 70mm x 107.5mm

Small multiple – 8up

Paper

White self-adhesive material of laser quality

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

6.5/8pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

6.5/8pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Template

The new typing template for multiple labels must always be used to ensure the text is correctly displayed.

01



GKN plc
Street Name
Town/City Postcode
Country
T +44 (0)00 0000 0000
F +44 (0)00 0000 0000

02
03

04

Mr Smith
2 Ipsley House
Ipsley Church Road
Redditch
Worcestershire B98 0TL
England



GKN plc
Street Name
Town/City Postcode
Country
T +44 (0)00 0000 0000
F +44 (0)00 0000 0000

Mr Smith
2 Ipsley House
Ipsley Church Road
Redditch
Worcestershire B98 0TL
England

3.16 Stationery – Facsimile (US)

Size

US Quarto

Paper

Bonded copier paper

01 GKN logotype

The GKN logotype sits top left and prints black.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints black.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints black.

04 Facsimile

15pt Arial bold, range left and prints black.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints black.

01



GKN plc
PO Box 58
Sally House
Sally Church Lane
Redditch
Worcestershire B96 0TL
England
T +1 008 008 900
F +1 008 008 900

02
03

04

FACSIMILE

To
Company
Facsimile number
From
Date
Number of pages (inc)
Subject

05

How to use this template:

- This template has been provided unlocked so you can make the following amends.
- Enter your correct, full address, contact numbers and registered office details – these must correspond with those on your standard letterhead.
- Once you have entered your correct details, select the Protect Document option from the Tools menu and select the Forms button and then click on OK, then select Save from the File menu and use this as your template.

06

GKN plc is registered in England No 013126
Registered Office: PO Box 58, Sally House, Sally Church Lane, Redditch, Worcestershire, B96 0TL, England

3.17 Stationery – News release (US)

Size

US Quarto

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

8pt Arial bold, sits top right, range left and prints in Silver Blue.

03 Address

8pt Arial, sits top right, range left and prints in Silver Blue.

04 News release

15pt Arial bold, range left and prints in Silver Blue.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6pt Arial, sits bottom left, range left and prints in Silver Blue.

01



GKN Company
Address
T +44 (0) 2080 080 080
F +44 (0) 2080 080 080

02
03

04

NEWS RELEASE

For immediate release

00/00/2014

05

Headings to go here

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06

GKN plc is registered in England No. 4114 08
Registered office: PO Box 20, Speckhouse, Spire Church Lane,
Ratcliffe, Wolverhampton B61 7PL, England

ENGINEERING > THAT MOVES THE WORLD

3.18 Stationery – Memorandum (US)

Size

US Quarto

Paper

Bonded copier paper

01 GKN logotype

The GKN logotype sits top left and prints black.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Memorandum

15pt Univers 65 bold, range left and prints in Silver Blue.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN Company
Address
T +44 (0)20 7463 2384
F +44 (0)20 7463 2385

02
03

04

MEMORANDUM

From
To
CC
Date
Subject

05

Headings to be in bold

Rem fugia cupid que eadentem quodi con non nis quatur si namuste caborit et dolut as reptali busandam sequam erum etus nobilio eicimaio ma dolectat.

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06

GKN plc is a registered company in the United Kingdom.
Registered office: registered office

3.19 Stationery – Personalised stationery (US)

Size

US Quarto

Paper

Conqueror CX22 Diamond White 120gsm

01 GKN logotype

The GKN logotype sits top left with the GKN symbol and business descriptor in Silver Blue and the GKN arrow in Yellow Gold.

02 Company name

8/10pt Univers 65 bold, sits top right, range left and prints in Silver Blue.

03 Address

8/10pt Univers 45 light, sits top right, range left and prints in Silver Blue.

04 Personal details

8/10pt Univers 65 bold and 45 light, sits under company name and address, range left and prints in Silver Blue.

05 Template

The new typing template must always be used to ensure the text is correctly displayed.

06 Relevant legal information

6/7pt Univers 45 light, sits bottom left, range left and prints in Silver Blue.

01



GKN plc
PO Box 95
Gosley House
Gosley Church Lane
Rackheath
Norwich NR6 9TL
England
T +44 (0)1527 557755
F +44 (0)1527 557756

Name
Job Title
T +1 000 000 0000
F +1 000 000 0000
E name.surname@gkn.com

Sample Road
Sample Town/City
County
Postcode Country

Month Year

05

Dear Sir/Madam,

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GKN plc is registered in England No. 141024
Registered office: PO Box 95, Gosley House, Gosley Church Lane, Rackheath, Norfolk NR6 9TL, England

06

02
03

04

4.10 Presentations

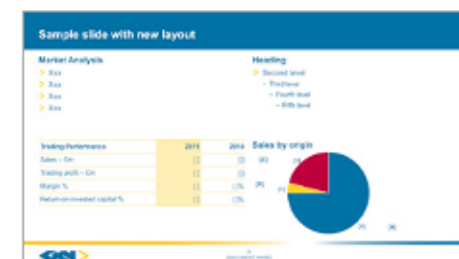
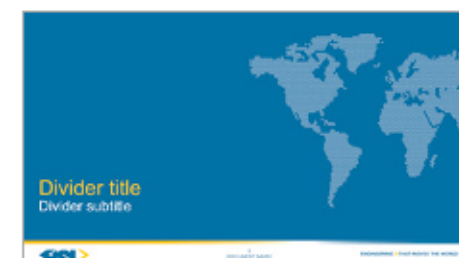
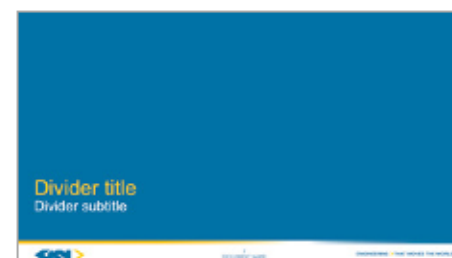
PowerPoint templates

A presentation template is available in Microsoft PowerPoint® format from the Group Intranet – OurSpace.

The template's Master Pages include content for all Divisions.

All templates include examples of text styles, table styles, chart and graph styles.

Templates are available in 4:3 and 16:9 screen formats. All presentations must originate from these templates.



5.10 Literature

It is not the purpose of this document to give definitive guidelines on the design and layout of literature. The examples used give preferred positions for the GKN logotype, corporate colours, typeface, the use of words, photographic style.

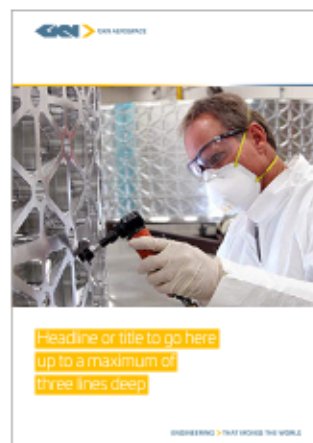
Words

Though not visual, one of the most powerful ways we can communicate our identity and personality as an organisation is through the use of words. This applies to communications with all of our audiences – spoken, viewed or printed.

It is essential that what we say is understood. That means using language that is straightforward, down-to-earth, and above all, clear. Be open and honest. Be factual and avoid exaggeration. Demonstrate confidence, flexibility, imagination and responsiveness.

Typography

To communicate these messages in a clear inviting way we must adopt a consistent typographic style



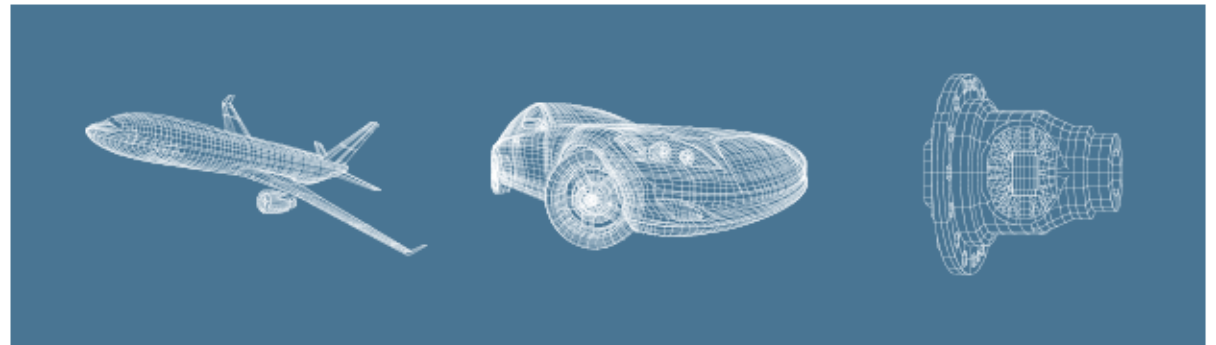
5.11 Literature graphic elements

Wireframe illustrations

Wireframe illustrations have been created to illustrate the GKN divisions in a graphic way, when non manufacturer specific imagery is required. These may be used on front covers or when introducing the three GKN divisions.

The use of these graphics is optional, not mandatory.

They can be used on a white or GKN Silver Blue background.



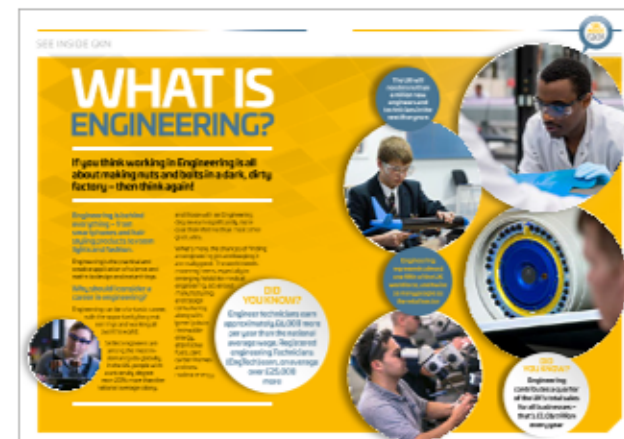
5.12 Literature inside spreads

Inside spreads

We do not want to restrict designers creativity, these examples are a basic starting point.

Text can appear across one column and to a maximum of four columns with the exception of introductory text. All text should range left.

The flexibility of the grid means text and imagery can be positioned for maximum impact and effective communication.



5.13 Advertising

Advertising

GKN adverts adhere to the same visual principles that are set out throughout this document.

The examples shown here illustrate preferred positions for the GKN graphical elements, corporate colours, typeface, the use of words, photographic style and designs for different size formats.

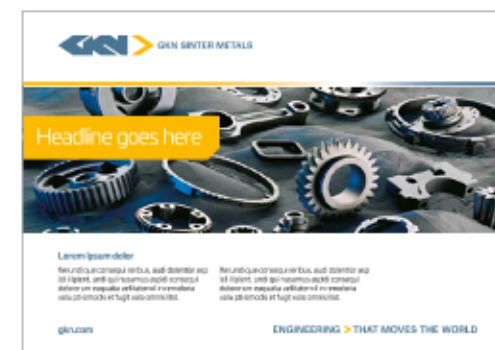
Please note for internet banner adverts it is permissible to place the GKN ribbon along the top edge. This is the only time this is allowed.



Full page portrait format colour ad



Internet Banner animated ad



Half page landscape format colour ad



Half page landscape format mono recruitment ad

5.14 Photography

Our imagery reflects our brand personality. Our images are natural, down-to-earth, authentic and always clear and crisp.

Lighting and Background

Our photography is inspirational, yet natural and grounded. We utilise realistic and relevant shots with ample natural lighting.

Motion

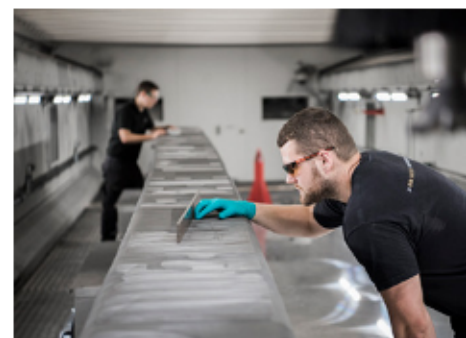
Our photography becomes more dynamic by adding people or products in motion to our backgrounds.

Depth of field

Using a shallow depth of field allows the viewer to focus on the main subject of an image. In addition, selective focus creates compelling moments with character, clarity and context.

Colour

Introduce colour accents in our images that reflect our corporate colours of GKN Silver Blue and GKN Yellow Gold.



6.10 Website

www.gkn.com

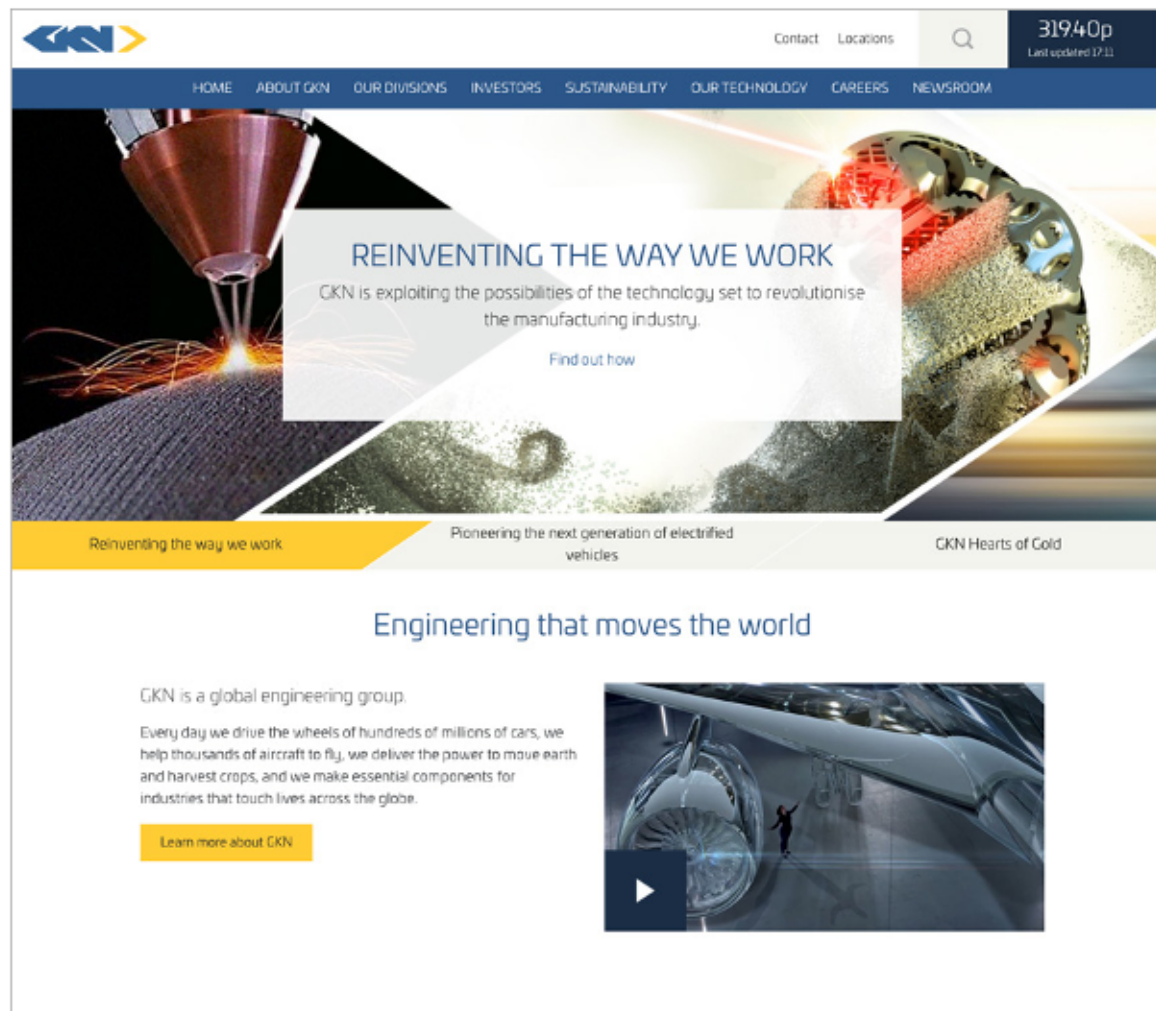
The use of electronic media within GKN is as important as any other means of communication.

Our intranet and internet presence is critical to the flow of communication and maintains our brand values throughout our organisation.

Adhering to the parameters of use and defined restrictions outlined in these guidelines will enable continuity of content, quality and design.

All electronic media applications must be approved by the Global Communications Team.

Contact the Global Communications Team with your artwork requirements, to request a file in your preferred format or for guidance.



6.11 Intranet

OurSpace

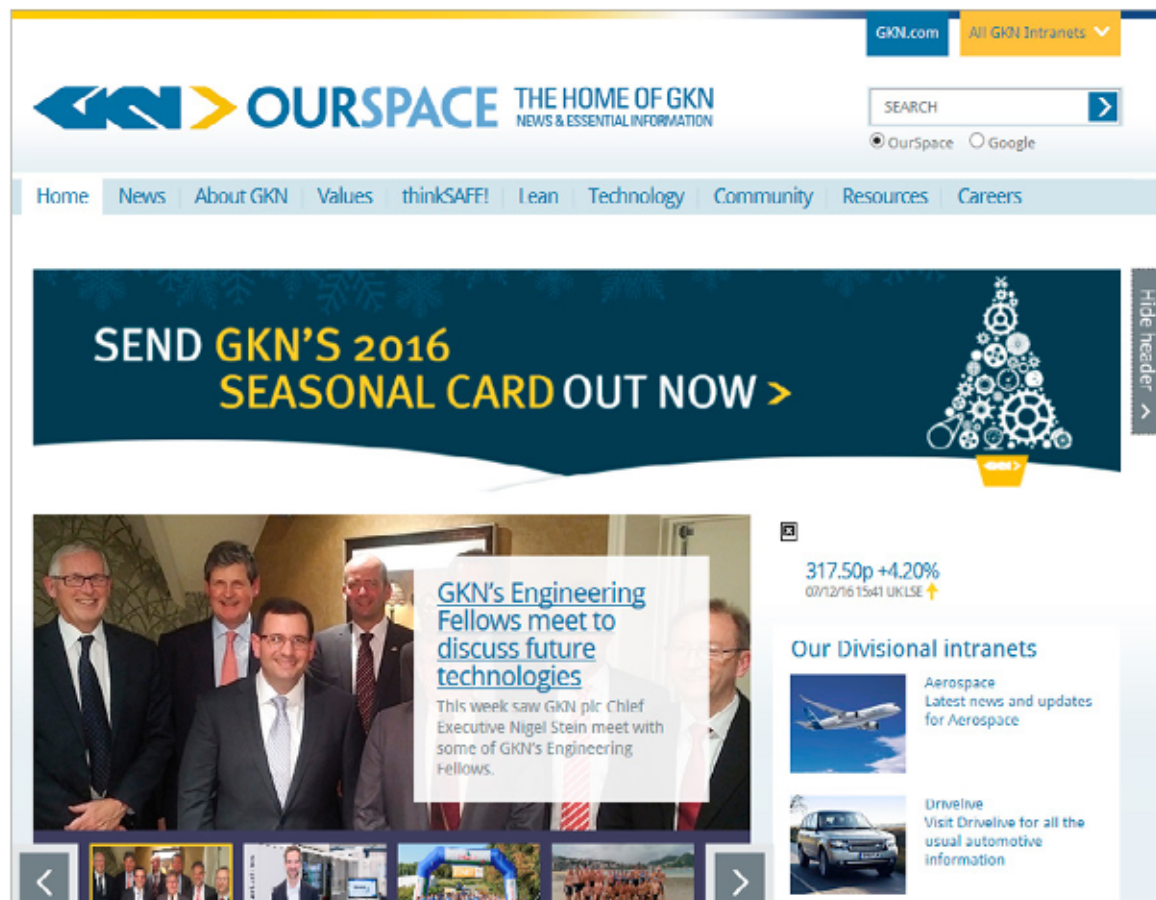
The use of electronic media within GKN is as important as any other means of communication.

Our intranet and internet presence is critical to the flow of communication and maintains our brand values throughout our organisation.

Adhering to the parameters of use and defined restrictions outlined in these guidelines will enable continuity of content, quality and design.

All electronic media applications must be approved by the Global Communications Team.

Contact the Global Communications Team with your artwork requirements, to request a file in your preferred format or for guidance.



6.12 Email signatures

These signatures are valid for all GKN personnel.

To ensure a professional appearance, no graphic design elements, including the GKN logotype, should be included in emails. It is also important to minimize the size of files sent from GKN.

- Use a white background.
- Do not include animated pictures.
- Arial Regular 10 pt is the default typeface.
- GKN Black and GKN Grey are the default colours (see below).
- Use informative and simple signatures including full name, area of operation, department name, geographic location, postal address, country, phone numbers, email and web address.

(Please note: the legal disclaimer below the grey rule should be added automatically by your IT Department, and will vary from location to location.)

GKN Grey
PMS 423
C0, M0, Y0, K47
R164, G164, B168
Hex #A4A4A8

A N Other | Job Title | GKN plc

Ipsley House | Ipsley Church Lane | Redditch | Worcestershire | B98 0TL | United Kingdom
Phone: +44 1527 000 000 | Mobile: +44 0000 000 000
another@gkn.com | www.gkn.com

GKN plc is registered in England No. 4191106

Registered office: PO Box 55, Ipsley House, Ipsley Church Lane, Redditch, Worcestershire B98 0TL, England

This e-mail and any attachments transmitted with it contain information which is confidential, intended solely for the addressee(s) and which may also be privileged or exempt from disclosure under applicable law. If you are not the addressee(s), or have received this e-mail in error, please notify the sender immediately, delete it from your system and do not copy, print, disclose or use any part of it or its attachments. Internet communications are not guaranteed to be secure or free of any virus. The GKN Group does not accept liability for any loss or damage arising in any way from changes to this e-mail or its attachments which may occur in transmission due to network, machine or software failure or manufacturer or operator error, or from unauthorised access or interference with internet communications by any third party or from the transmission of any viruses. Any opinion or other information in this e-mail or its attachments that does not relate to the business of the GKN Group or any part of it is personal to the sender and is not given or in any way endorsed by the GKN Group or any part of it.

A N Other | Vice President Process & IT | GKN Aerospace Engine Systems Sweden

Dept.1900 - DH2 | SE-461 81 Trollhättan | Sweden
Phone: +46 000 000000 | Mobile: +46 000 000000
another@gknaerospace.com | www.gknaerospace.com

GKN plc is registered in England No. 4191106

Registered office: PO Box 55, Ipsley House, Ipsley Church Lane, Redditch, Worcestershire B98 0TL, England

This e-mail and any attachments transmitted with it contain information which is confidential, intended solely for the addressee(s) and which may also be privileged or exempt from disclosure under applicable law. If you are not the addressee(s), or have received this e-mail in error, please notify the sender immediately, delete it from your system and do not copy, print, disclose or use any part of it or its attachments. Internet communications are not guaranteed to be secure or free of any virus. The GKN Group does not accept liability for any loss or damage arising in any way from changes to this e-mail or its attachments which may occur in transmission due to network, machine or software failure or manufacturer or operator error, or from unauthorised access or interference with internet communications by any third party or from the transmission of any viruses. Any opinion or other information in this e-mail or its attachments that does not relate to the business of the GKN Group or any part of it is personal to the sender and is not given or in any way endorsed by the GKN Group or any part of it.

6.13 Videos

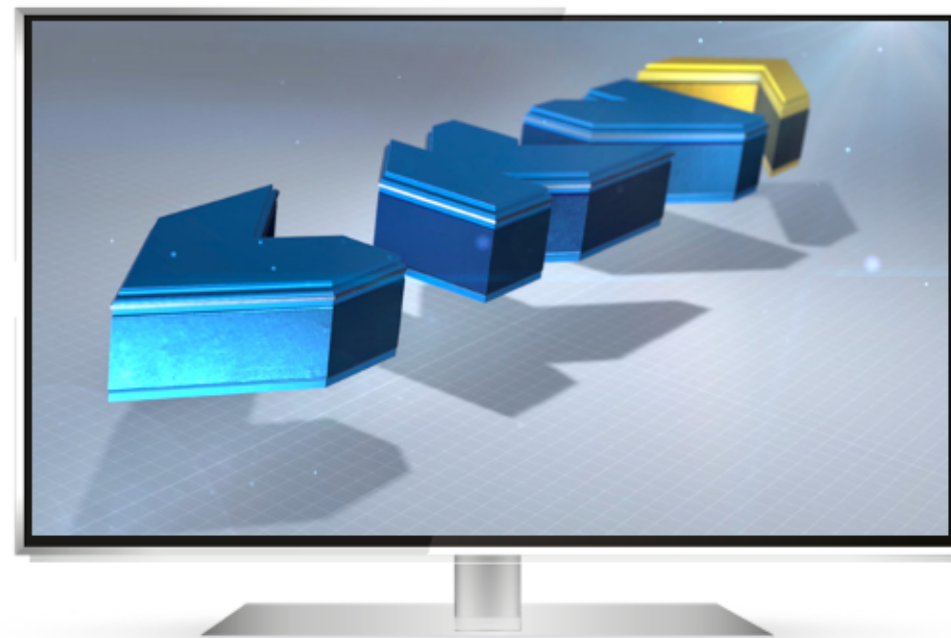
Videos

Videos must convey relevant and consistent messages about our business.

It is important to consistently apply our visual identity to promote recognition globally.

Animated logo

An animated logo sequence has been created to introduce all videos. It must not be altered or amended in any way.



7.10 Exhibitions

Exhibition panels

Created to project our market leadership and capabilities through distinctive colours, typography and photography and to supplement invitations, brochures and literature, all exhibition materials are a means to communicate our systems, solutions and products.

To effectively communicate, it is vital that the content and the messages are relevant and consistent. The design layouts and configurations shown in these examples demonstrate both flexibility and continuity.

Exhibition panels - modular pop-ups

Modular pop-ups can be constructed in a variety of sizes. It is important to consistently apply our Visual Identity to modular pop-ups to promote recognition globally.

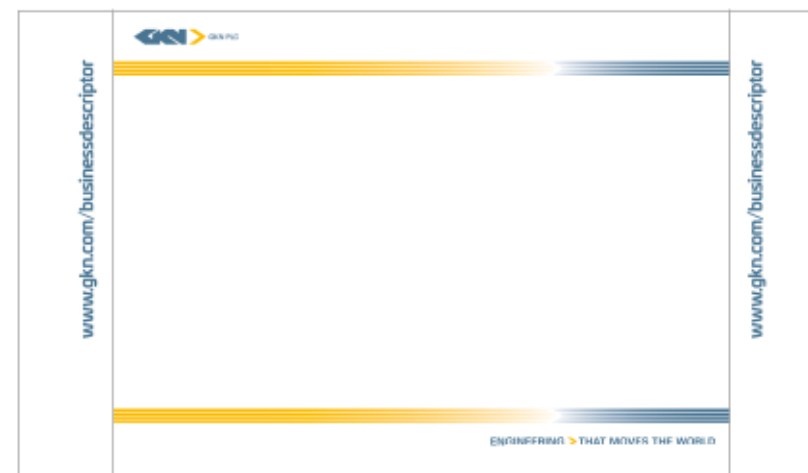
The example (top right) illustrates all the mandatory elements that need to appear and their position on modular pop-up stands.

The example (bottom right) illustrates how specific content could be designed.

Exhibition panels are the only instance where the GKN deep ribbon is used.

The URL on the end panels can be www.gkn.com, or www.gkn.com/businessdescriptor.

A QR code may also be used. These should be printed on a flat surface of the panels as QR codes on curved surfaces do not scan easily. They should be positioned appropriately on the panel and not overlap or distract from the main design.



7.11 Exhibitions

Trade show stands

It is imperative that GKN stands make a real impact, and reinforce our brand language. Space and approach may vary widely but ultimately the stand must conform to the essence of this document. Our logo and colour ways should be used to maximise interest, they should be used to create a confident space that aids the team in delivering our message.

The examples, though very different in terms of both location and market, emphasise how a clean look creates a precise and engaging space.



8.10 Signage

Company signs

An illuminated pylon must appear at the entrance to each GKN location. These should be Silver Blue with a Yellow Gold plinth underneath. The GKN logotype appears in White and Yellow Gold on the Silver Blue background.

All reproductions of the GKN logotype must be made from original master artwork and must not be altered in any way.

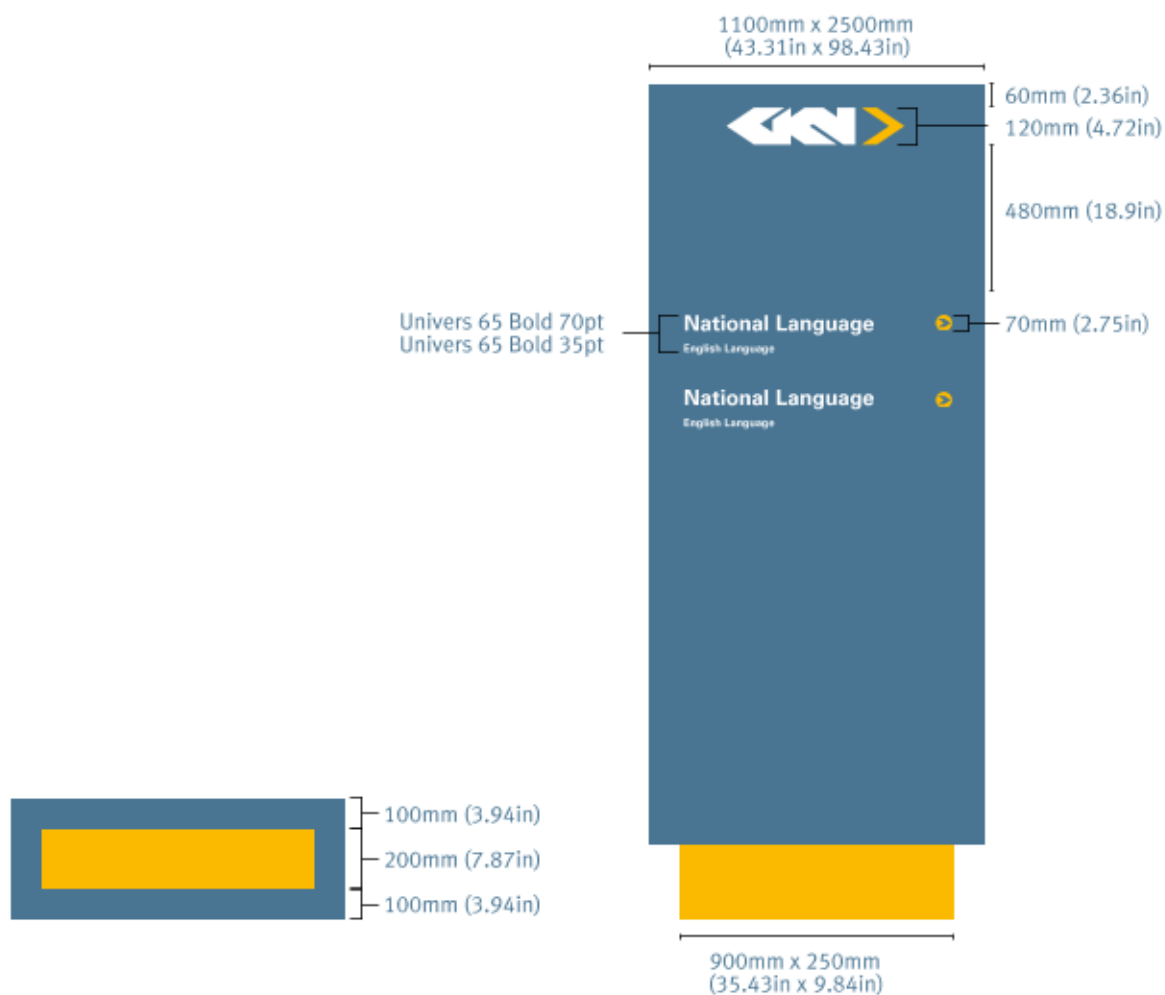
There are three height formats to accommodate variations in size and location: 3m, 2.5m, 2m.

All text must be in Univers 65 bold or Univers 45 light.

Flags

Each location must show a GKN flag. The flag consists of the GKN symbol in white with the GKN arrow in Yellow Gold printed on a Silver Blue flag.

If the flag is oriented vertically, the GKN logotype must be positioned so that the GKN arrow is pointing upwards.



8.11 Signage

Entrance Signs

Entrance signs are white with a Silver Blue band underneath. The GKN logotype appears in White on the Silver Blue band.

All reproductions of the GKN logotype must be made from original master artwork and must not be altered in any way.

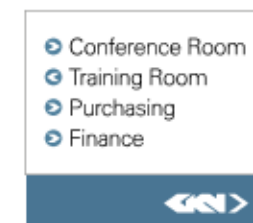
All text must be in Univers 65 bold or Univers 45 light.



External road sign



Location directional sign



Internal directional sign

9.10 Questions

This document sets out the key elements of the GKN brand and how they should be used. If you have further questions around design or production in relation to branding, please contact the relevant person below from your division or email BrandExpert@gkn.com

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