



HEPU®

B R A N D B O O K



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INTRODUCTION

01 INTRODUCTION

01.1 PURPOSE OF THE BRAND BOOK

The **HEPU®** Brand Book is a strategic and operational reference document that structures the way the **HEPU®** brand is communicated and visually presented across all market touchpoints. The document:

- defines the **HEPU®** brand identity (who we are, how we communicate, how we look),
- ensures consistency of communication between headquarters, local markets, and partners,
- serves as a reference point for marketing, communication, and sales-related decision-making,
- simplifies cooperation with agencies, designers, and external partners,
- protects the brand from inconsistent, accidental, or inappropriate use.



01.2 TARGET AUDIENCE OF THE BRAND BOOK

The **HEPU®** Brand Book is a working document intended for:

- **HEPU® Headquarters** – as a reference point for brand development, global materials, and international communication.
- **Local Markets and Representatives** – as a tool for conducting consistent marketing, sales, and brand-building activities across different countries.
- **Distributors and B2B Partners** – as a source of rules for the correct use of the **HEPU®** brand in sales materials, promotions, digital communication, and points of sale.
- **Marketing and Sales Teams** – as day-to-day support in the preparation of materials, presentations, campaigns, events, and product communication.
- **Creative Agencies, Designers, Print Houses, and Marketing Service Providers** – as a clear design and communication guideline, eliminating subjective interpretation of the brand.



01.3 BRAND ESSENCE

HEPU® Autoteile GmbH is a German manufacturer of specialized components for the Independent Automotive Aftermarket (IAM), operating continuously since 1958. The **HEPU®** brand is synonymous with:

- **technical reliability,**
- **engineering precision,**
- **repair safety.**

HEPU® develops and manufactures components in accordance with OE standards, focusing on key areas of engine operation and thermal management.

Made in Germany | Since 1958

is not a marketing slogan, but a genuine foundation of the brand—based on manufacturing expertise, quality control, and responsibility for the product delivered to the workshop.



THE CULTURE OF COOLING

SLOGAN

This philosophy forms the foundation of the brand slogan:

THE CULTURE OF COOLING

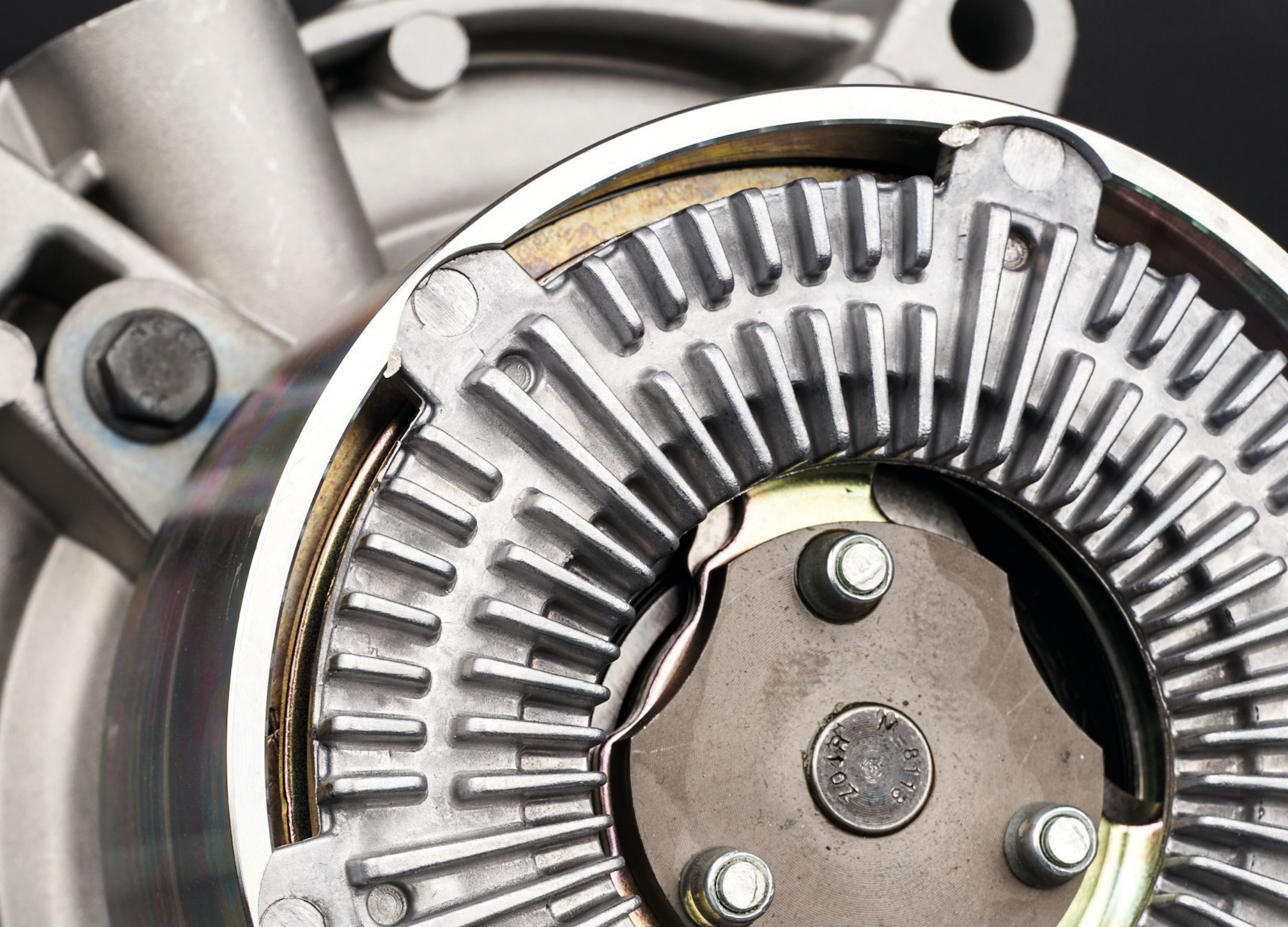
understood as technological maturity, responsibility for the repair outcome, and an engineering-driven culture that considers the entire cooling system as a whole, not just its individual parts.

The **HEPU**® slogan is not an advertising tagline, but a concise definition of the brand philosophy:

- engineering culture,
- technological maturity,
- responsibility for the entire system,
- long-term thinking rather than short-term effects.

In communication, the slogan:

- reinforces the message but does not replace it,
- may be used selectively (branding, key visuals, events),
- should not be overused across every material.



HEPU is a specialized brand, not a generalist.

Our expertise is built around three clearly defined core competencies:

- **Cooling** – advanced cooling systems and thermal control components
- **Timing** – complete timing kits and system-integrated solutions
- **Pump Technologies** – precision-engineered pump solutions

Thanks to this focused approach, **HEPU®** operates in the market as an expert in complete, safe repairs rather than as a supplier of individual components.



HEPU

HE

– derived from
the founder's first name
(Heinz)

P

– Pollmann
(Last Name
of the founder)

U

– Uffeln → Location
of the
foundation

01.4 LOGO ORIGIN

The name HEPU® is an acronym derived from:

- **HE** – derived from the founder's first name (Heinz),
- **P** – Pollmann (Last Name of the founder),
- **U** – Uffeln → Location of the foundation.



HEPU BRAND DNA

02 HEPU BRAND DNA

2.1 BRAND TONE (brand voice)

Role of the Brand Tone

The **HEPU®** brand tone defines how we speak, write, and communicate -regardless of channel, country, or format. It is a set of principles that ensures communication consistency and distinguishes the **HEPU®** brand from competitors, regardless of who prepares a given material.

The brand tone is **not subject to free interpretation**.

It is an operational tool that supports brand credibility and reinforces **HEPU's** perception as a technical partner with a high standard of business culture.

Core Communication Pillars

The HEPU brand tone is built on the following communication principles:

- German **precision and order** (Ordnung),
- communication is **clear, logical, and structured**,
- unnecessary embellishments and **emotional overstatements are avoided**,
- information is presented in a **clear and technically accurate manner**.

HEPU® does not communicate in a chaotic or purely “advertising-driven” way.



Manufacturer Experience and Credibility

- the brand speaks from the perspective of **experience, not promises**,
- it emphasizes facts: **quality standards, processes, and solution completeness**,
- it does not need loud or exaggerated language to prove its position.

HEPU® communicates: “We know what we are doing – and we have for years”.

Business Partnership

- partner-oriented, factual, and professional language,
- no pressure-driven “sales tone”,
- communication based on shared goals: **safety, predictability, efficiency**.

HEPU® speaks as a partner, not as a short-term promotional supplier.

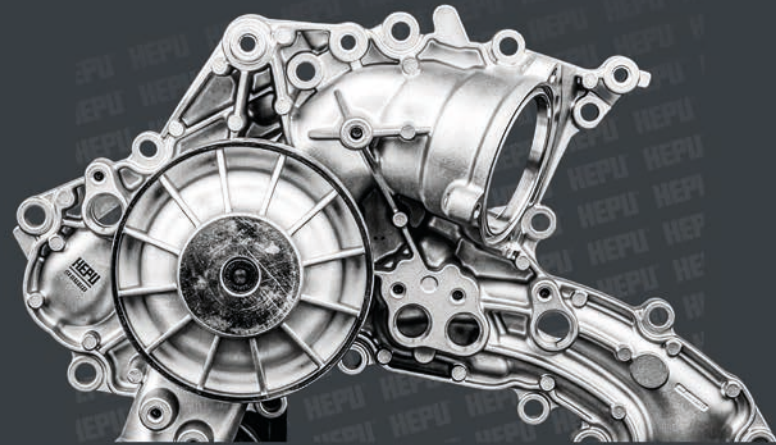
Technical Expertise

- strong focus **on education, procedures, and a system-based approach**,
- clarity of message **without oversimplifying** technical content,
- focus on **solving problems** rather than promoting individual products.

HEPU® educates, explains, and structures knowledge.

HEPU®

MADE IN GERMANY
SINCE 1958



THE CULTURE OF COOLING

■ QUALITY ■ TRUST ■ TECHNOLOGY

PUMP TECHNOLOGIES / TIMING KITS /
THERMAL MANAGEMENT / FLUIDS

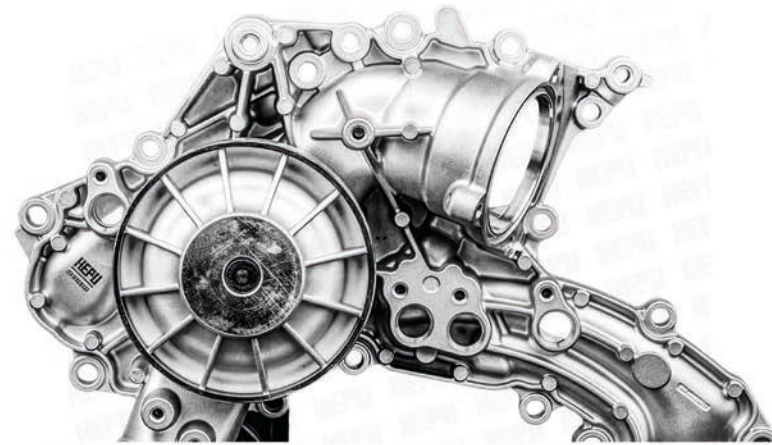


TecDoc®
DATA SUPPLIER

WWW.HEPU.DE

HEPU®

MADE IN GERMANY
SINCE 1958



THE CULTURE OF COOLING

■ QUALITY ■ TRUST ■ TECHNOLOGY

PUMP TECHNOLOGIES / TIMING KITS /
THERMAL MANAGEMENT / FLUIDS



TecDoc®
DATA SUPPLIER

WWW.HEPU.DE

Practical Application of the Brand Tone

The **HEPU®** brand tone applies to:

- marketing and sales materials,
- presentations and training materials,
- digital communication (website, newsletters, social media),
- partner and distributor materials,
- internal and external communication.

Every material carrying the **HEPU®** brand should:

- be consistent with this tone,
- strengthen **HEPU's** image as a technical specialist and partner,
- build trust through clarity and competence.



How We Do Not Communicate

- we do not use aggressive sales language; as a market leader, **HEPU®** reaches customers by communicating quality and building long-term trust,
- we avoid marketing superlatives (“best”, “revolutionary”, “number one”) unless they are supported by verifiable facts; instead, we focus on expertise, experience, technological precision, completeness, specialization, trust, and quality,
- we do not build communication based on emotions detached from the product and technology,
- we do not use slang or colloquial abbreviations, as communication must remain clear and appropriate for diverse target groups.



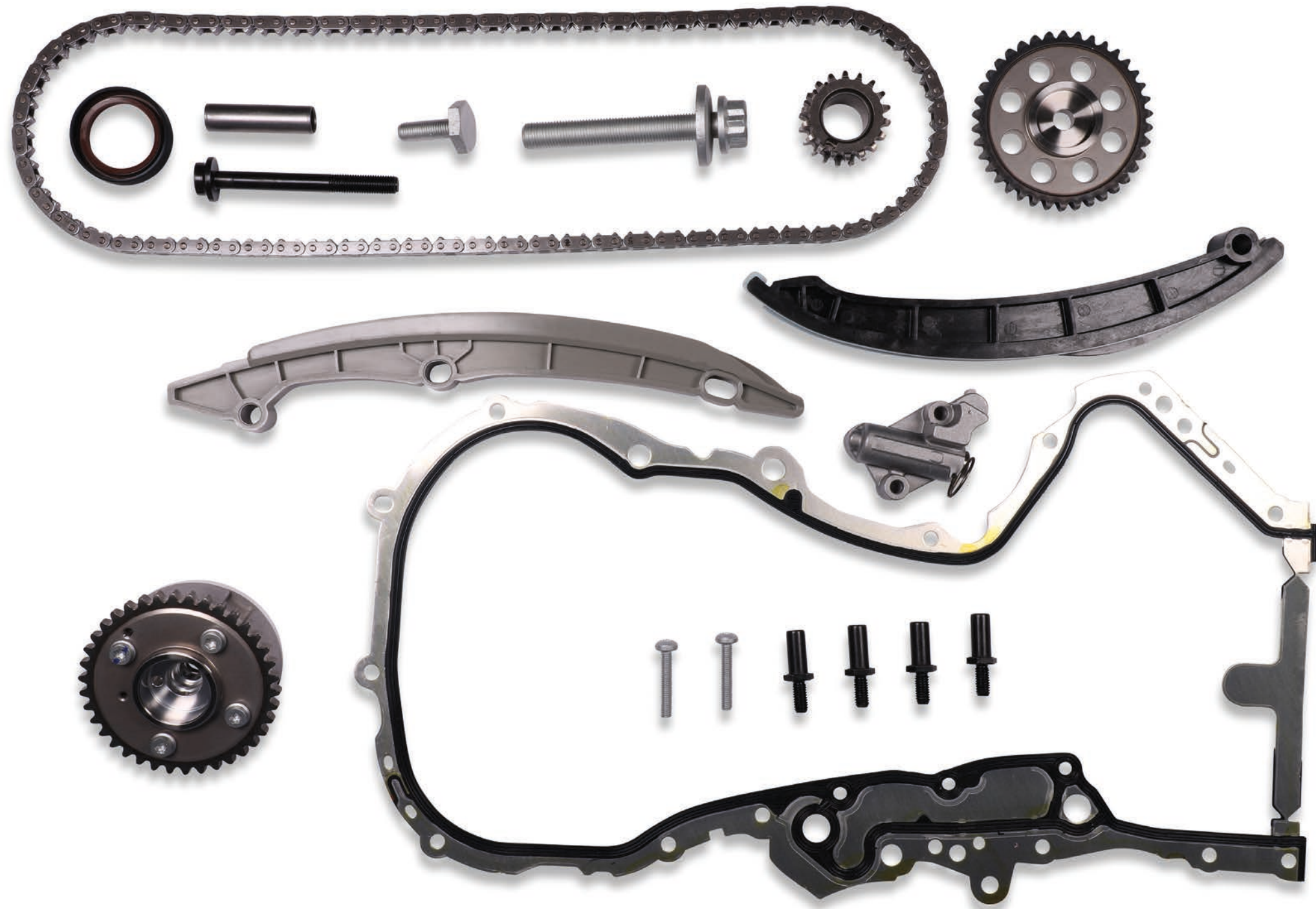
QUALITY TRUST TECHNOLOGY

2.2 BRAND PILLARS

The brand pillars also function as a tagline used in marketing communication:

QUALITY | TRUST | TECHNOLOGY

- **QUALITY** – Quality proven in practice
- **TRUST** – Trust built through consistency and transparency
- **TECHNOLOGY** – Technology as a tool, not a promise



2.3 BRAND POSITIONING

HEPU® is positioned as a specialized manufacturer of single products as well as complete solutions in the areas of cooling, timing, and thermal management.

Differentiation from Competitors

- HEPU® does not compete on price,
- it is not a universal “all-purpose” brand,
- it does not rely on mass promotional communication.

HEPU's Competitive Advantage Lies In:

- focus on selected systems,
- completeness of solutions,
- responsibility for the repair outcome.



BRAND AND PRODUCT ARCHITECTURE

03 BRAND AND PRODUCT ARCHITECTURE

HEPU® operates under a Branded House model, with all products unified under one strong master brand.

- Responsibility for quality, technology, and the repair outcome always rests with the **HEPU®** brand.

3.1 CORE PRODUCTS (BRAND DRIVERS)

- The foundation of HEPU's offering and brand communication is built around two key product areas that have defined brand recognition, trust, and expert positioning for decades.

HEPU Water Pumps

HEPU® water pumps are the flagship product of the brand and the historical starting point of its portfolio. In brand communication, the water pump:

- is not positioned as a standalone component,
- is presented as part of a broader cooling and thermal management system.

Complete Timing Kits

Complete timing kits represent a strategic pillar of the **HEPU®** brand and a practical expression of its system-based philosophy.

Core principle:

one manufacturer = full compatibility = full responsibility



HEPU® is a specialized brand whose core lies in **complete timing kits and water pumps**, while its broader product portfolio strengthens its position as an expert in cooling and thermal management systems.

When presenting the full scope of the **HEPU®** product portfolio, the following descriptors should be used:

Pump Technologies / Timing Kits / Thermal Management / Fluids



04 HEPU LOGO

4.1. Logo Versions (Required Set)

- Primary logo (full color)
- Primary logo (alternative colors)
- Monochrome variants
- Achromatic variants
- Abbreviated mark
- Tagline



HEPU® PRIMARY LOGO
[ORIGINAL COLOR]



HEPU® PRIMARY LOGO
[ALTERNATIVE COLORS]



HEPU® MONOCHROME
LOGO



HEPU® ACHROMATIC
LOGO



HEPU® ABBREVIATED
MARK



HEPU® ALTERNATIVE VERSION
OF THE PRIMARY LOGO WITH
TAGLINE



EXAMPLES TAGLINE

Primary logo (full color)

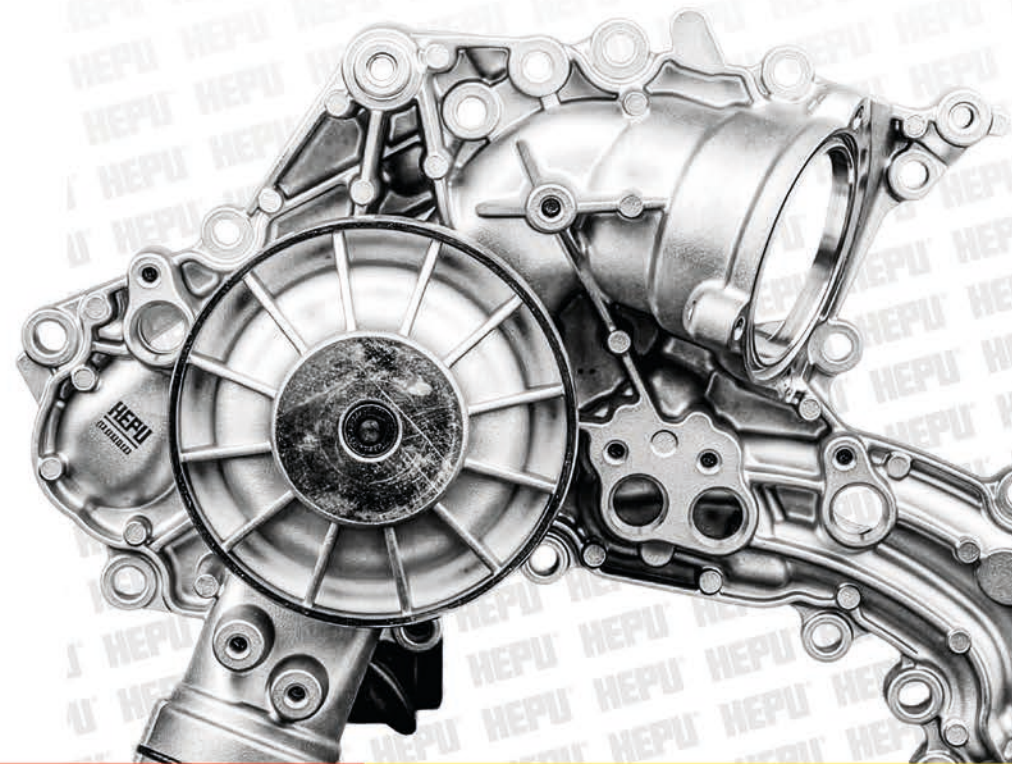
HEPU®
MADE IN GERMANY
SINCE 1958

**THE CULTURE
OF COOLING**

■ QUALITY ■ TRUST ■ TECHNOLOGY

PUMP TECHNOLOGIES / TIMING KITS /
THERMAL MANAGEMENT / FLUIDS

WWW.**HEPU**.DE



LOGOTYPE

SIGNET

TAGLINE

HEPU®
MADE IN GERMANY
SINCE 1958

Primary Logotype (FC)

The primary form of the **HEPU®** logotype is based on a strong, sans-serif wordmark whose construction emphasizes the technical and precise character of the brand. The “**HEPU**” lettering is built from solid, robust shapes that reinforce associations with reliability and durability – key qualities of the company’s products, including automotive cooling pumps.

Beneath the wordmark, a distinctive stripe in black, red, and yellow reflects the brand’s German origin and its commitment to high manufacturing standards. The accompanying “Made in Germany” descriptor confirms the product’s provenance and highlights the advanced technological norms upheld by the company.

The name **HEPU®** derives from elements rooted in the company’s history and field of expertise:

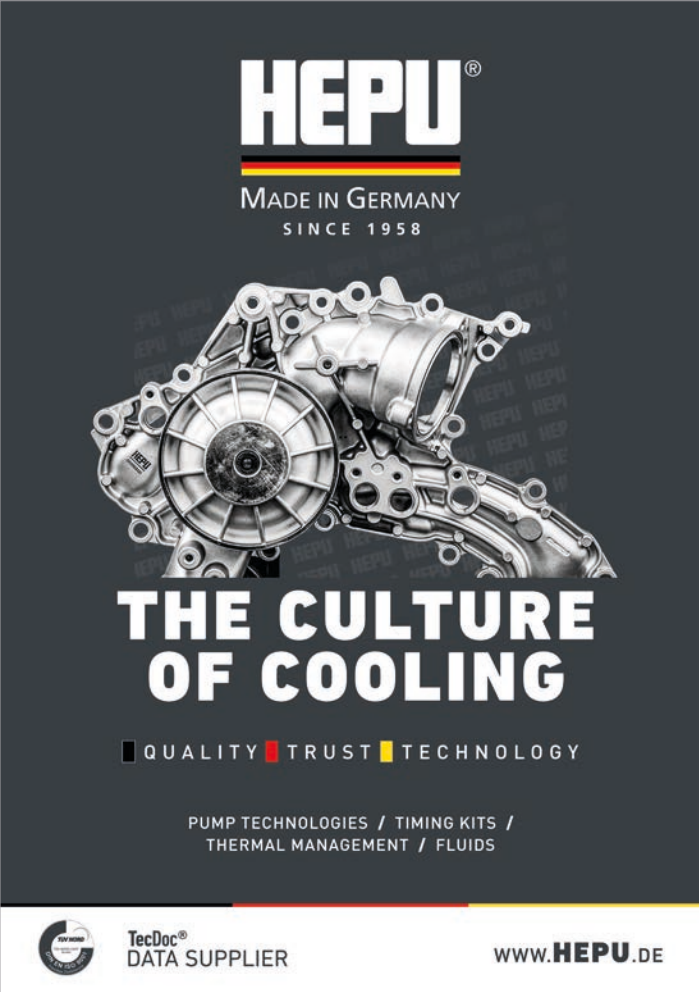
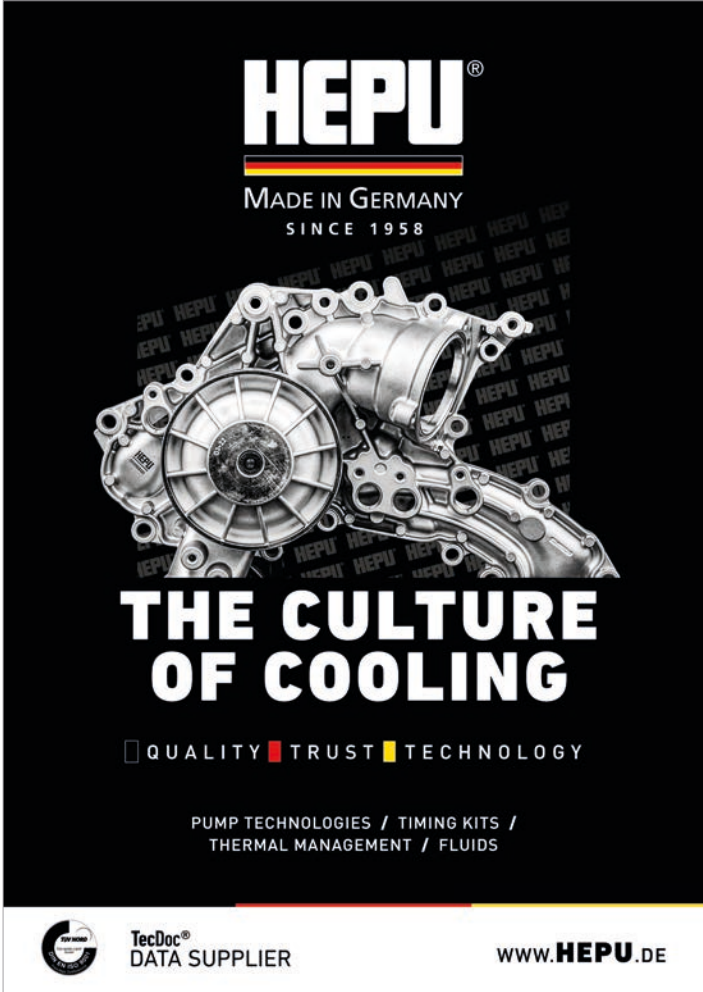
HE – derived from the founder’s first name (Heinz),

PE – Pollmann (Last Name of the founder),

U – Uffeln – Location of the foundation.

This etymology underscores the brand’s technical heritage and its long-standing experience in cooling system engineering.

The examples show two designs using the **HEPU®** primary logo (original color) on a white background and its alternative counterpart, the **HEPU®** primary logo (alternative colors), variant **A**.



HEPU[®]

MADE IN GERMANY
SINCE 1958

HEPU[®]

MADE IN GERMANY
SINCE 1958

VARIANT A

VARIANT B

Primary Logotype (AC)

The card presents alternative variants of the basic HEPU[®] brand logo. These allow for use on dark backgrounds, such as 100% black and anthracite.

Variant **A** can be used on black backgrounds; the basic logo color is replaced with white, and a white border surrounds the logo.

Variant **B** can be used on a dark anthracite background without using the white border around the logo.

Monochrome Variants

Achromatic Variants



Monochrome Variants

This card presents monochrome variants of the HEPU brand logo. They are used when a full-color version is impossible for technological or aesthetic reasons.

Examples of monochrome solutions include black-and-white prints or prints with a limited number of colors, such as a single Pantone color.

The white version of the logotype includes two variants: **A** and **B**. Variant A is used when the logo's production technology allows for transparency, and version **B** when this is not possible.



Achromatic Variants

This card presents achromatic variants of the HEPU® brand logo. They are used when the full-color version is impossible for technological reasons.

- **HEPU® ACHROMATIC LOGO**
Positive version, used for black and white printing, faxing, embossing, engraving, etc.
- **HEPU® ACHROMATIC LOGO**
Negative version used when placing the logo on a permitted background other than white.





Abbreviated mark

This card presents the monochrome variants of the HEPU® brand logo. They are used when the full-color version is impossible for technological or aesthetic reasons.

Examples of monochrome solutions include black-and-white prints or prints with a limited number of colors, such as a single Pantone color.





examples tagline

Tagline

The card features the tagline module in the HEPU® logo. It's a small element, but its role in the visual identification system is truly strategic.

In branding, it serves as a bridge between the logo and the overall brand communication - it clarifies the promise, tone, and direction that a symbol or logo alone can't always convey. Our tagline is:

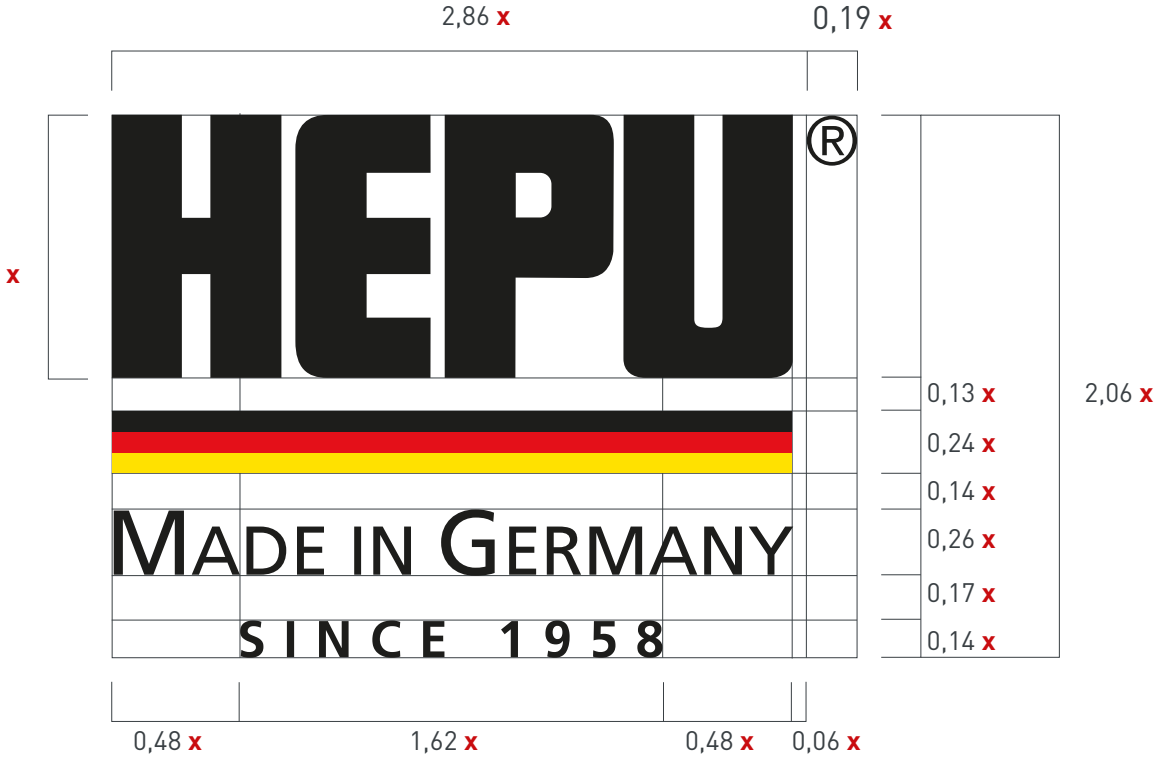
basic **MADE IN GERMANY**,
basic **SINCE 1958**,
complementary **THE CULTURE OF COOLING**



LOGO CONSTRUCTION

4.2. Logo Construction

- Structure and Proportions
- Modular Grid
- Base field and protective area
- Minimum size
- Sign scaling
- Prohibited forms
- Color
- Basic typography
- Complementary typography



The construction module "x" is equal to the height of the letter "H" in the logotype.

Structure and Proportions

This card presents the basic design of the HEPU® brand logo.

The logo design is based on the size relationships resulting from the height of the letter "H" in the logotype.



construction module

The structural module is a square with sides equal to 1/5 the height of the letter "H" in the logotype.

Modular Grid

The modular grid defines the basic proportions and dimensions in the structure of the HEPU® brand logo.

It is used when reproducing the logo on large-format surfaces where electronic formatting is not possible.

The structural module is a square with a side equal to 1/5 the height of the letter "H" in the logotype.

Base field and protective area



The construction module " x " is equal to the height of the letter "H" in the logotype.

Base field and protective area

This card outlines the basic rules for using the HEPU® brand mark, defined by the rules of the basic field and the protected area.

The basic field defines the minimum enclosed area around the mark in which it is to be used.

The protected area is the area around the mark in which no extraneous graphic or textual content may appear. In this case, both fields are equal.

Minimum size / Sign scaling

HEPU®
MADE IN GERMANY
SINCE 1958

HEPU®
MADE IN GERMANY
SINCE 1958

$h > 2 \text{ mm}$

HEPU®
MADE IN GERMANY
SINCE 1958



Minimum size

The minimum size of the HEPU® brand mark is determined by the tagline height. This value cannot be less than 2 mm in height ($h > 2 \text{ mm}$).

The minimum size rule applies to all versions of the HEPU® brand mark.

Using the brand mark at a smaller size than the permitted value is only possible if the reproduction technique does not cause deformation or loss of legibility.

Sign scaling

The HEPU® brand logo should be scaled proportionally, as a whole, without separating individual elements.

When scaling, its protective area should be taken into account, to ensure that all visual values are preserved.







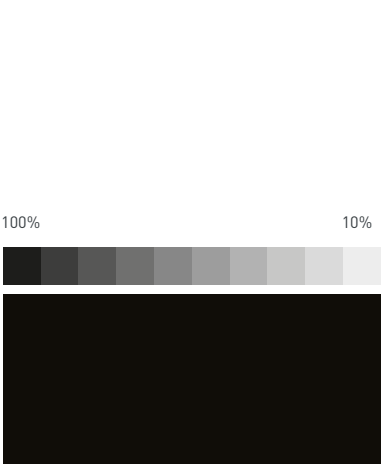
Prohibited forms

For the proper functioning and visual consistency of the HEPU® brand logo, any interference with its graphic form and color is prohibited.

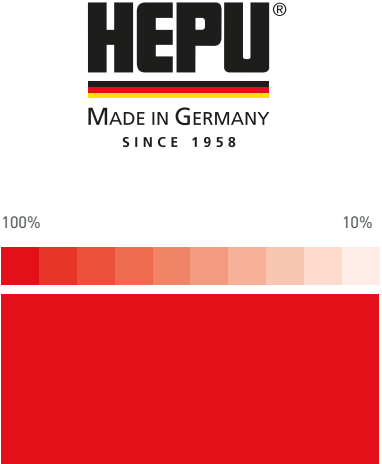
When using the brand logo, only its graphic templates available in electronic format should be used.

The following are some examples of improper uses of the logo:

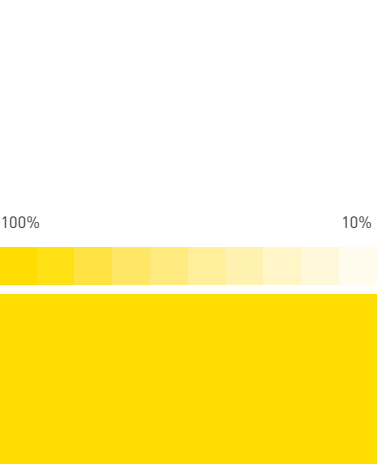
- distortion by rotating, stretching, skewing, etc.,
- changing the proportions,
- changing the typography,
- changing the color scheme,
- placing it too close to the edge of the surface of the media,
- interfering with an extraneous graphic form,
- placing it in a field smaller than permitted,
- placing it on aggressive backgrounds



CMYK	C=40 M=40 Y=40 K=100
HEX	#100C08
RGB	16, 12, 8
HSB	30, 50%, 6%
PANTONE	BLACK C
RAL	9005



CMYK	C=0 M=99 Y=97 K=0
HEX	#E40F18
RGB	228, 15, 24
HSB	357, 93%, 89%
PANTONE	485 C
RAL	3000



CMYK	C=0 M=10 Y=100 K=0
HEX	#FFDD00
RGB	255, 221, 0
HSB	52, 100%, 100%
PANTONE	7405 C
RAL	1023

Color

The color scheme of a logo is a crucial factor in shaping brand identity and perception.

The basic color scheme of a logo consists of black, red, and yellow. The colors of the logo and other elements of the identification system should be as close as possible to the Pantone colors, regardless of the reproduction technique.

The coordinates provided below provide color representations for several sample techniques. For other techniques, colors should be selected (or components should be mixed) to match the company's primary colors as closely as possible. To achieve this, color samples should be performed each time.

ADDITIONAL COLOR ANTHRACITE

An additional anthracite color to the basic color scheme, used to build layout elements and as an additional color for typography.



CMYK	C=72 M=58 Y=52 K=55
HEX	#393E42
RGB	57, 62, 66
HSB	207, 14%, 26%
PANTONE	Cool Gray 11 C
RAL	RAL 7021

● Title, slogan / DINPro Black

● Subtitle, tagline, lead, text / DINPro Bold

● Subheading, slogan / DINPro Black

● Text, footnotes, tables / DINPro Regular

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, Archilliquam quia vendes

Lorem ipsum dolor sit amet Ipsam, sitia

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Is et eiumqui Deni inum fuga. Ut id qu.

**SUPPLEMENTARY FONTS FOR BASIC TYPOGRAPHY
IN PROGRAMS SUCH AS MICROSOFT *DIN NEXT W1G***

● **BLACK ITALIC**

● **BOLD ITALIC**

● *ITALIC*

● **HEAVY**

● **HEAVY ITALIC**

● *ULTRA LIGHT*

● *ULTRA LIGHT ITALIC*

● **BOLD**

● **REGULAR**

Basic typography

The primary fonts used in HEPU® brand communications are from the Din PPro family and its variants, with the complementary font Din Next W1G.

Below, several fonts from this family are presented, along with descriptions of their uses.

When creating your message, ensure its readability. The slogan should be written in a significantly larger font than the other text blocks.

● Title, slogan Roboto Black

● Subtitle, tagline, lead, text Roboto Bold

● Subheading, slogan Roboto Black

● Text, footnotes, tables Roboto Regular

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Is et eiumqui dera si offictem faciet, cus, od que voloreiunt.

Complementary typography

For online communication and in text editors, the system's replacement, Roboto, should be used.



PRINTABLE TEMPLATES

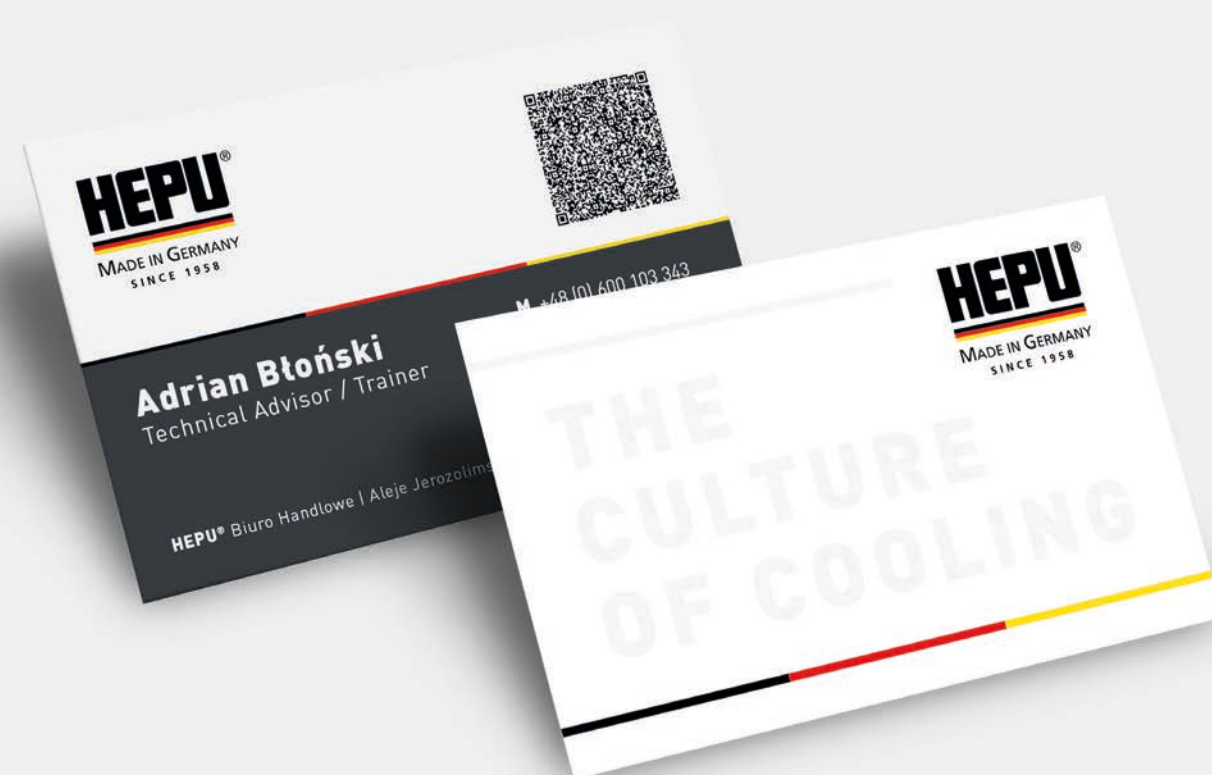
05 PRINTABLE TEMPLATES

- Business card
- Letterhead
- A4 business folder
- DL envelopes
- C5 envelopes
- 2xDL Invitation
- A5 leaflet
- A1 poster
- Text brochure
- Certificates A
- Certificates B

Business card



TEMPLATE AVAILABLE IN FILES
– **INDD** / **PDF** / **DOCX** / **DOTX**



● **OBVERSE**

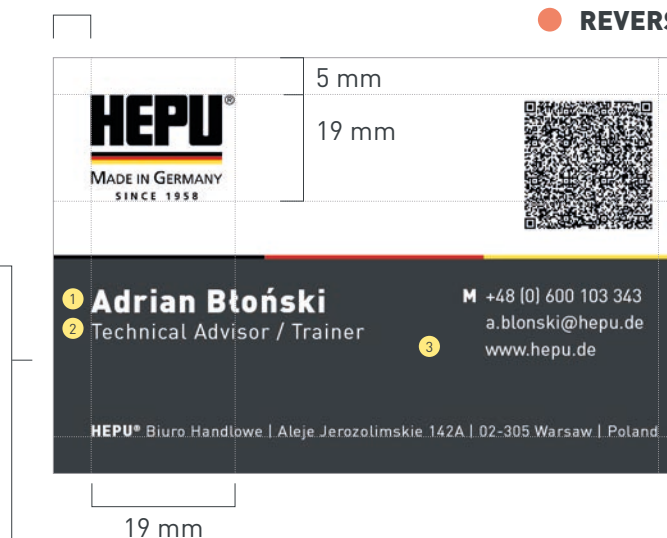


UV - A LAYER OF SPOT VARNISH



● **REVERSE**

5 mm



Business card

The business card dimensions are fixed and measure 85 x 55 mm.

The card is double-sided. It is printed using offset technology using CMYK primary colors.

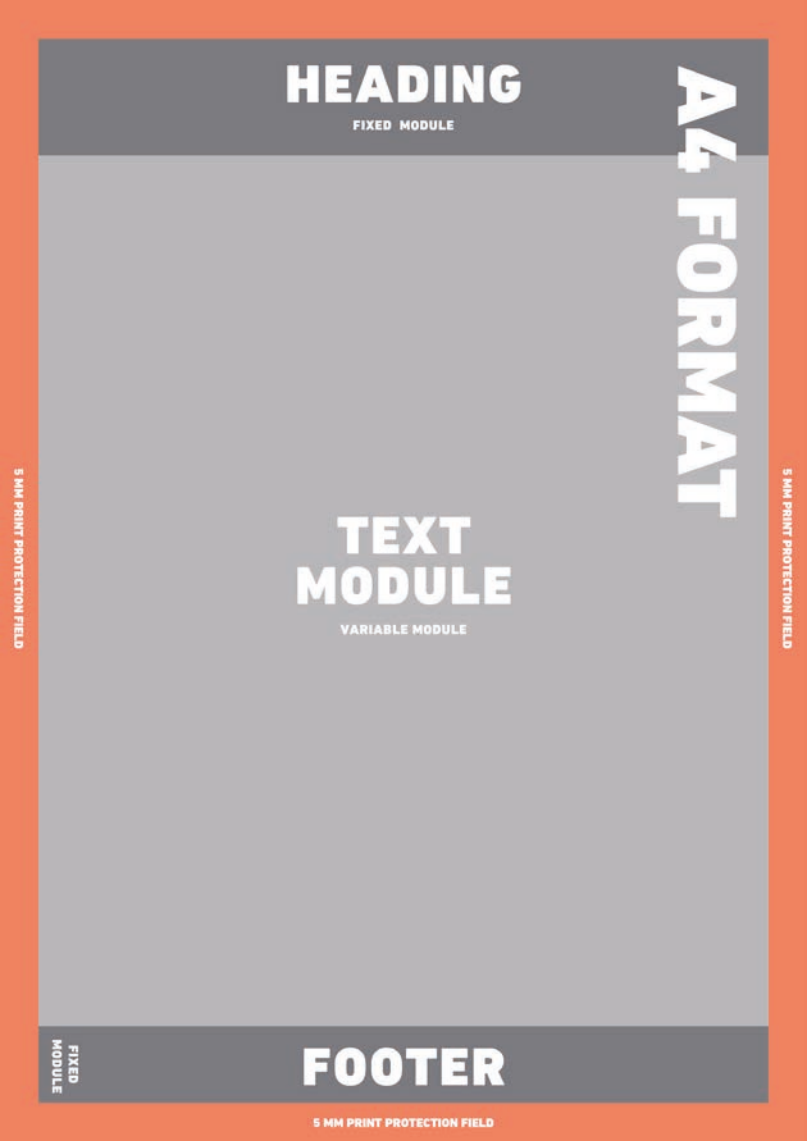
The logo is located in the upper left corner of the card.

● Business card example

Format: 85 x 55 mm
Material: white cardboard - coated paper
Matte on both sides, 350 g/m²

Dimensions are in millimeters.

- ① DINPro Black - 12 pkt
- ② DINPro Regular - 8 pkt
- ③ DIN Next W1G Light - 7 pkt



Letterhead

Letterhead is intended for external correspondence at HEPU®.

It is available only in A4 format.

The logo is located in the upper left corner of the format. Below the logo is space for the department name, content, and signature.

The font used in word processing programs is:

1

Heading – DIN Next W1G Bold - 14 pkt

2

Full text – DIN Next W1G Regular - 12 pkt

Letterhead example
Format: 210 x 297 mm
Material: 80-100 g/m² offset paper

A4 business folder



TEMPLATE AVAILABLE IN FILES
– **INDD** / **PDF**

When designing a briefcase, follow the brandbook and guidelines of the manufacturer of the selected briefcase.



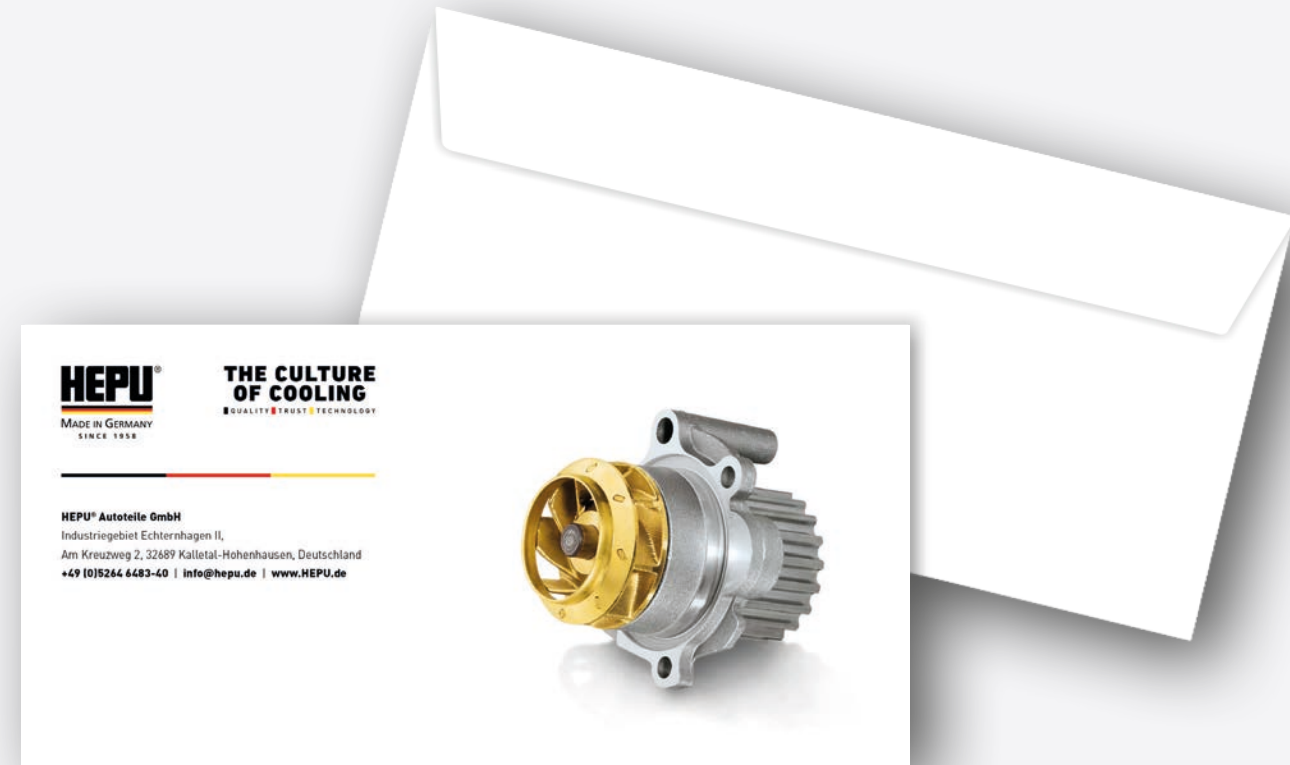
Example of a HEPU®
A4 business folder
Folded size: 213 x 303 mm
Material: white cardboard
– chalk, printed matt
on both sides, 350 g/m²



company folder

The folder is a cardboard packaging for a collection of documents in a maximum A4 format.

The website features an example of a company folder. It is printed using offset technology using CMYK primary colors.



- Example of a DL format envelope
Format: 220 x 110 mm
Material: DL envelope



DL Envelopes

The DL envelope is used for sending A4 correspondence folded in three, 1/3 A4, and all types of greeting and courtesy cards in the 210 x 100 mm format.

The logo is located in the upper left corner of the format. The logo positioning is based on the brandbook and the selected envelope manufacturer.

The envelopes are printed using offset technology using CMYK color.

- ① DINPro Black - 8 pkt
- ② DINPro Regular - 8 pkt

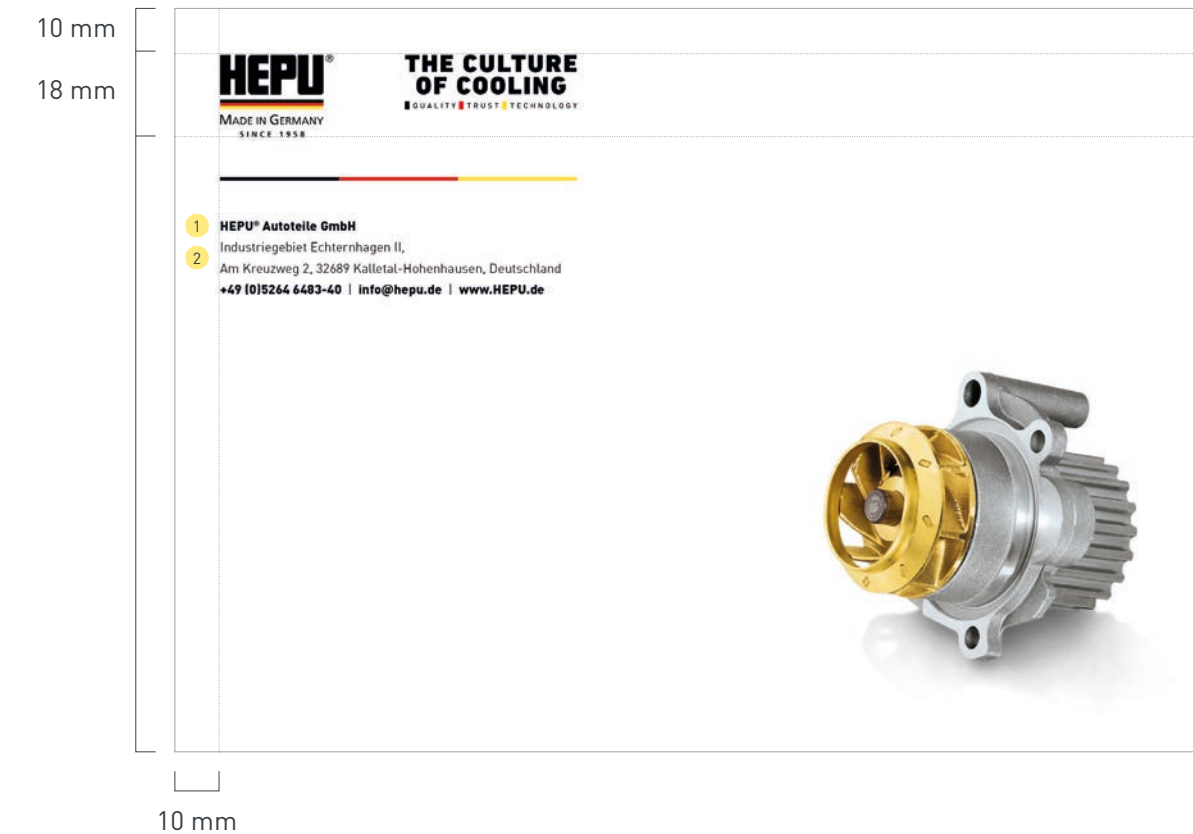
C5 envelopes



TEMPLATE AVAILABLE IN FILES
– **INDD** / **PDF**



● Example of a C5 format envelope
Format: 229 x 162 mm
Material: C5 envelope



C5 Envelopes

The C5 envelope for the communication system of the Marshal, Members of the Board, and the authorities of the Provincial Assembly is used for sending A4 correspondence folded in two parts and A5 format.

The logo is located in the upper left corner of the format. The logo positioning is based on the brandbook and the selected envelope manufacturer.

The envelopes are printed using offset technology using CMYK color.

- 1 DINPro Black - 8 pkt
- 2 DINPro Regular - 8 pkt

2xDL Invitation



TEMPLATE AVAILABLE IN FILES
– **INDD** / **PDF**



2xDL Invitation

This card presents a template for an invitation in DL format for the HEPU communication system.

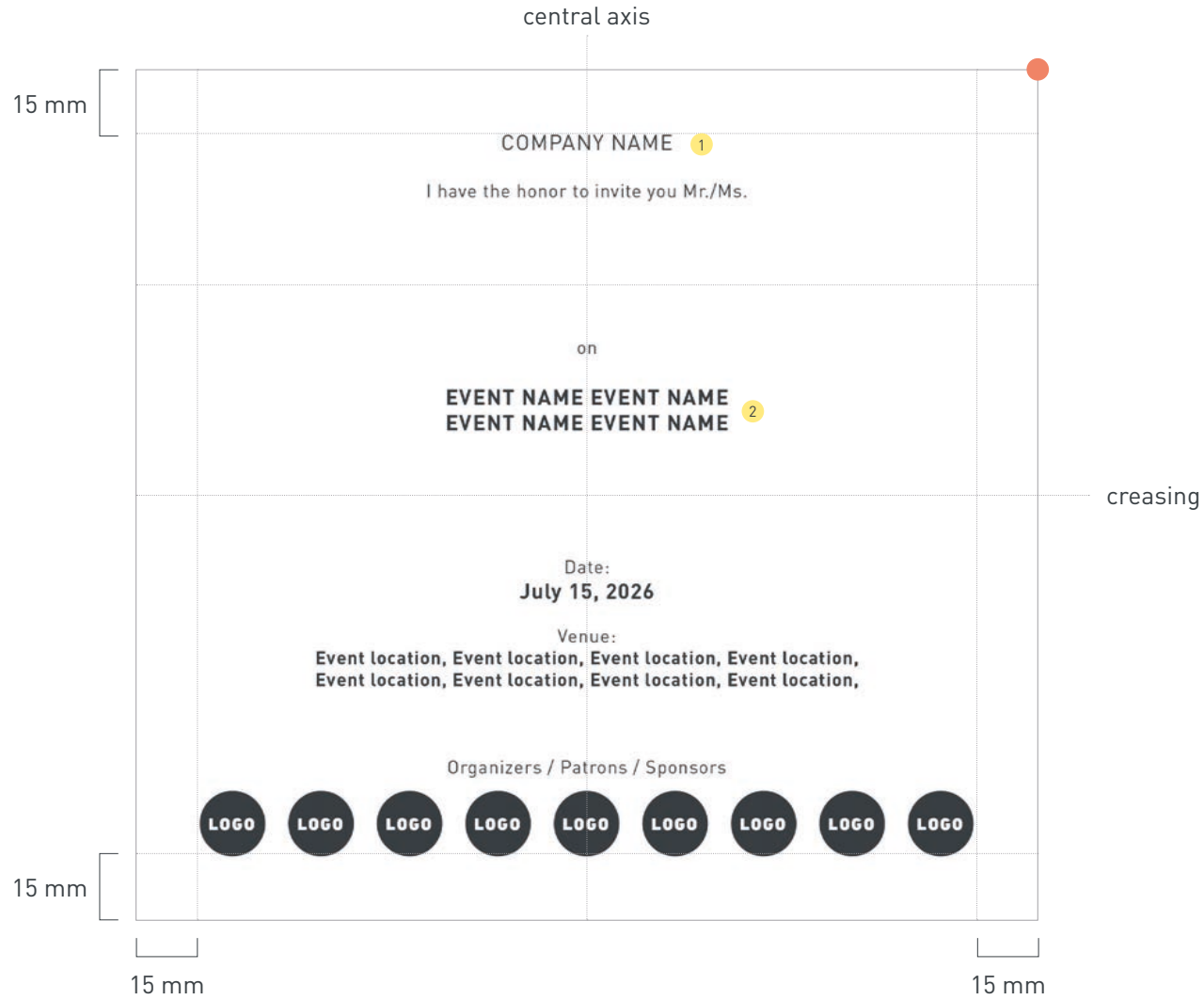
The logo is located in the upper left corner of the format.

The remaining elements are as per the template.

The invitation is printed using offset technology using CMYK color. It is folded in half to fit the DL format.

- 1 DINPro Bold - 23 pkt
- 2 DINPro Black - 10 pkt
- 3 DINPro Regular - 10 pkt

● **2xDL Invitation Example**
Format: 210 x 100 mm (folded)
Material: 250-300 g/m² matte chalk



2xDL Invitation

The card shows an example of how to complete an invitation in DL format.

- ① DINPro Regular
- ② DINPro Bold

● Example of filling out a 2xDL invitation

The card shows an example of how to complete an invitation in DL format.

- 1 DINPro Regular
- 2 DINPro Bold

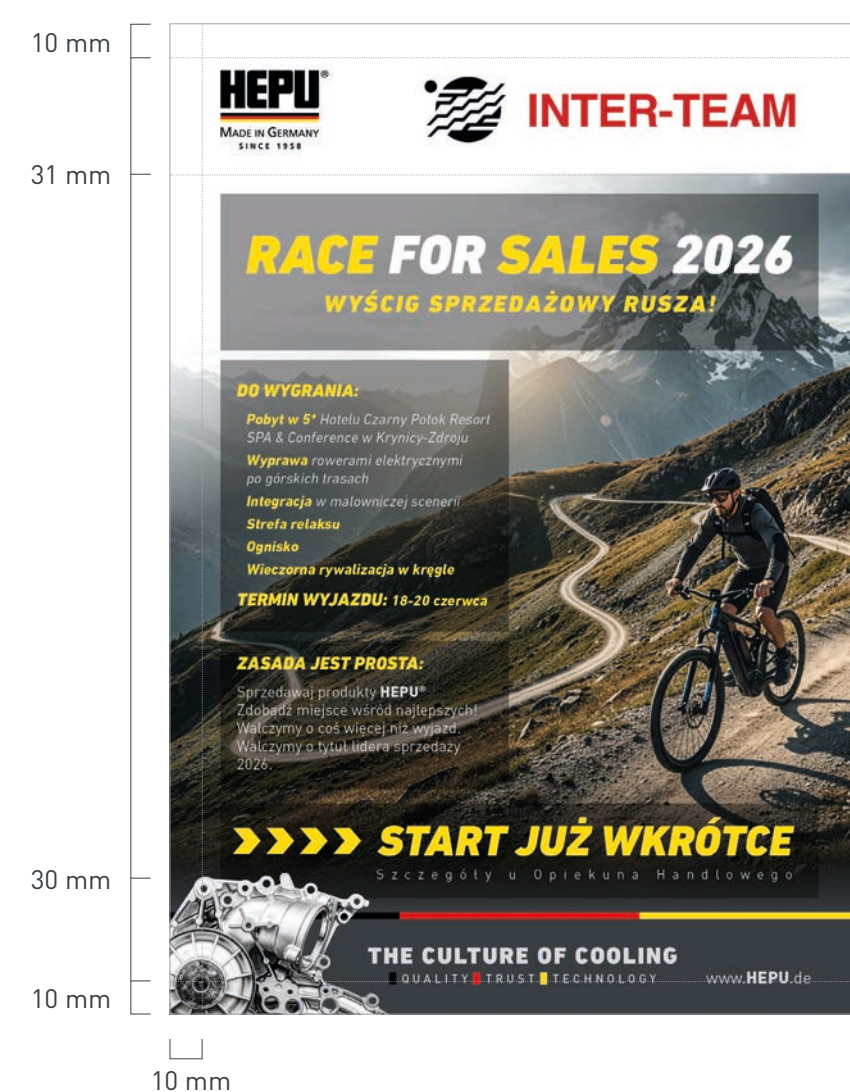
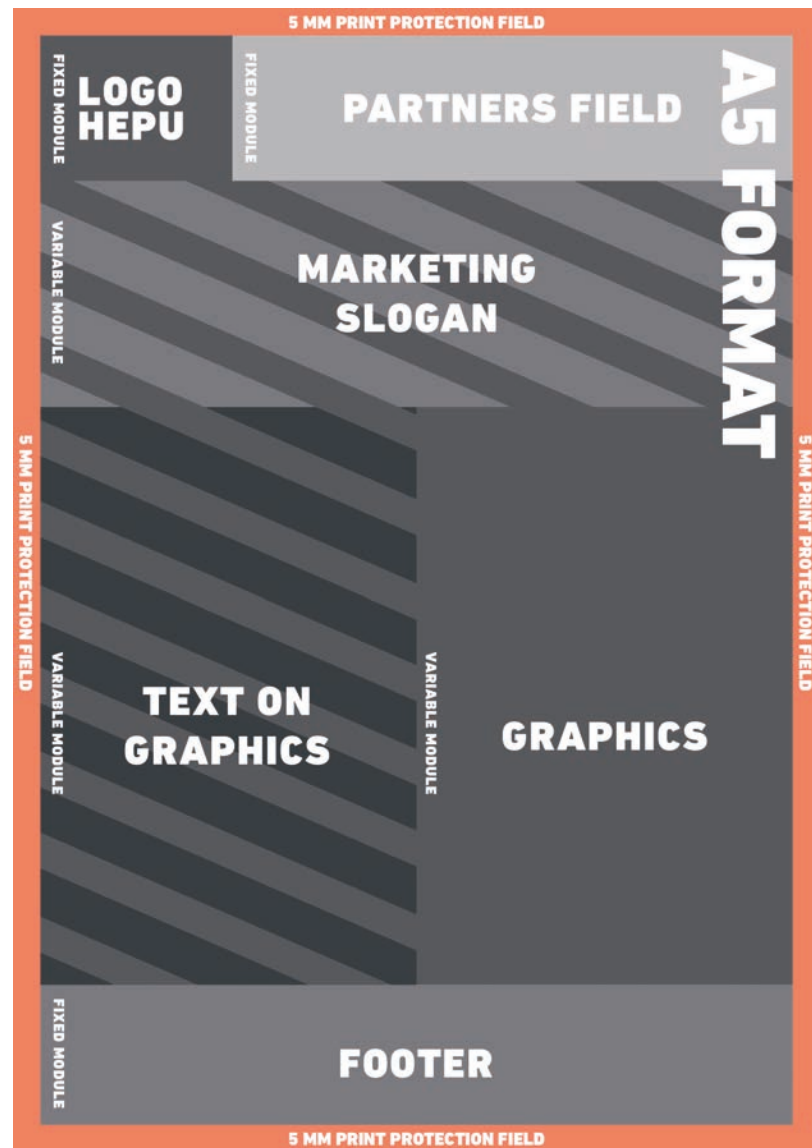
- Example of filling out a 2xDL invitation

A5 leaflet



TEMPLATE AVAILABLE IN FILES

– INDD / PDF



A5 leaflet

The A5 leaflet (148 x 210 mm) is one of the HEPU® brand's information media, designed based on a fixed grid layout, defined margins, and controlled typographic hierarchy.

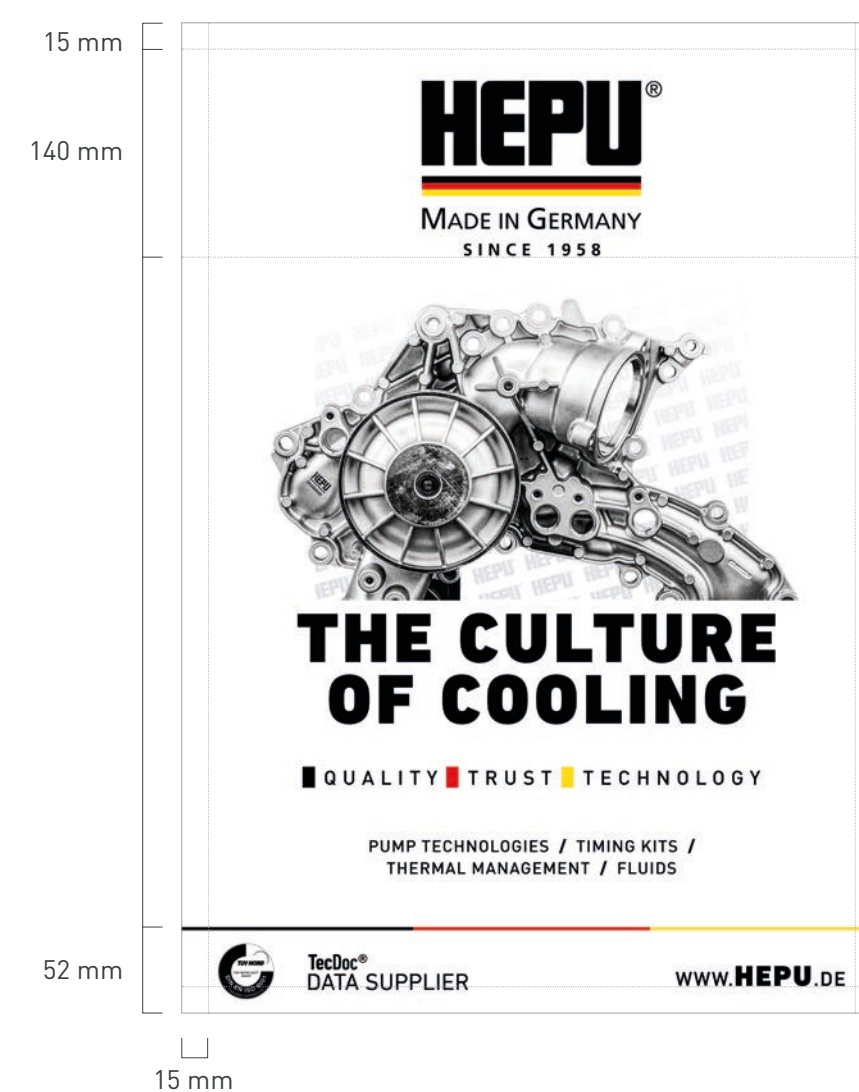
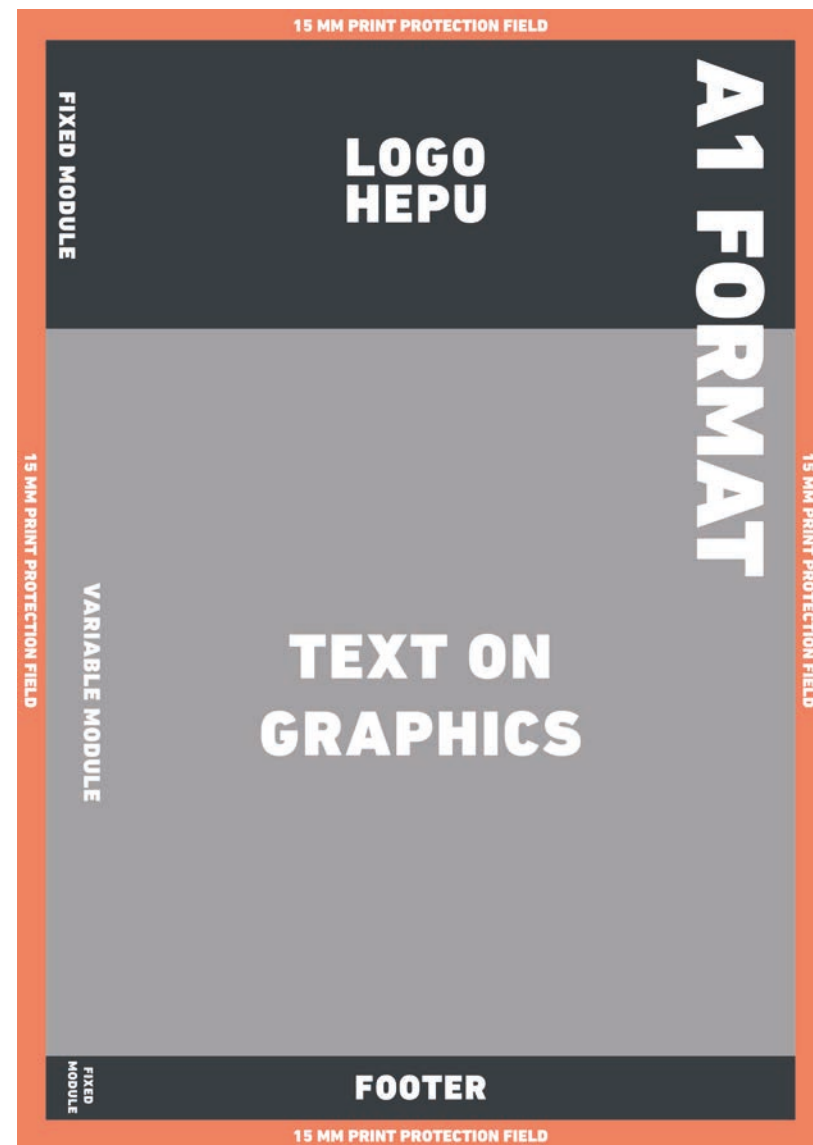
Its design utilizes only specific typographic styles, a controlled color palette, and predefined graphic components, ensuring consistency with other visual identification materials. The hierarchy of headings, column layout, principles for displaying photos and iconography, and cover variants are strictly standardized, enabling repeatable and system-compliant preparation of printed and digital materials.

- Text brochure
- Format: 148 x 210 mm
- Material: 170 g/m² offset paper

A1 poster



TEMPLATE AVAILABLE IN FILES
– **INDD** / **PDF**



A1 poster

The A1 poster (594 x 841 mm) serves as a large display medium, designed based on a fixed grid, defined margins, and controlled typographic hierarchy.

The poster's composition utilizes only specific text styles, the color palette of the brand identity system, and predefined graphic elements, ensuring consistency with other brand materials. The principles for content layout, photo scaling, iconography, and logo display are strictly standardized, enabling repeatable and system-compliant production of large-format materials.

- A1 poster
Format: 594 x 841 mm
Material: 200-250 g/m² offset paper



7,6 mm
10 mm

Text brochure

The brochure is one of the HEPU® brand's information media, designed based on a defined format, modular grid, and fixed margin proportions.

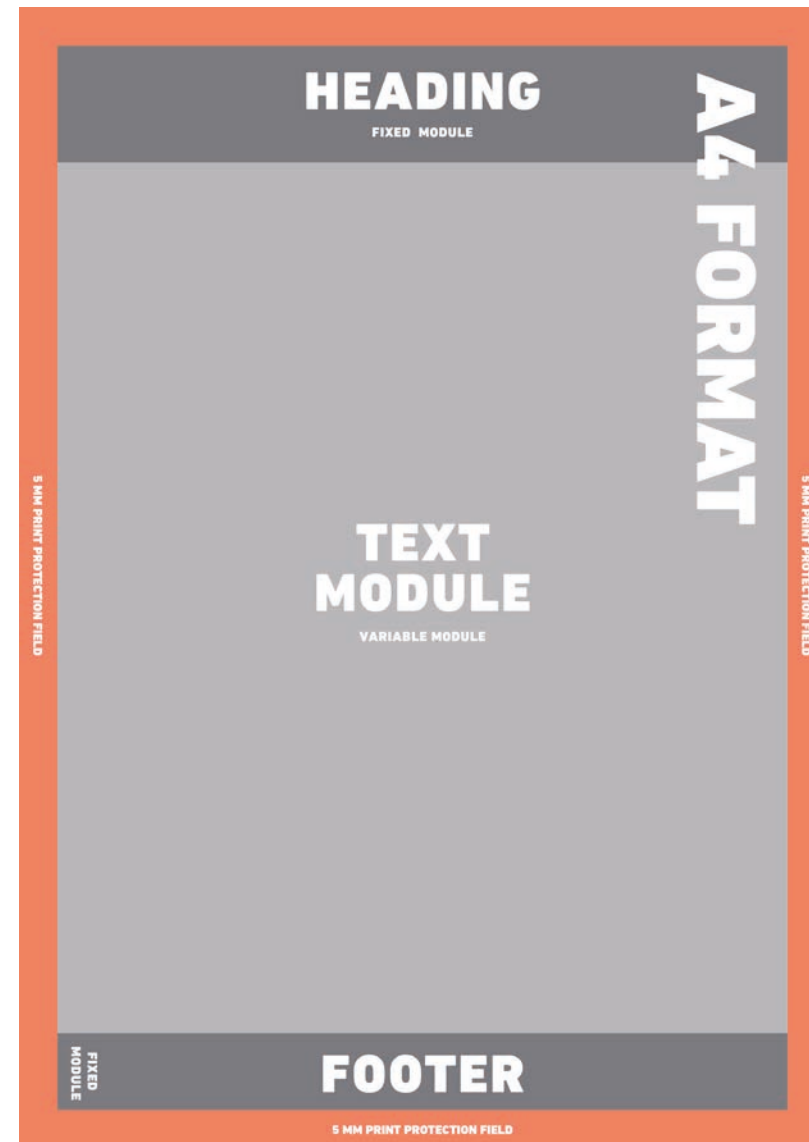
Its design utilizes only specific typographic styles, a controlled color palette, and predefined graphic components, ensuring consistency with other visual identification materials. The hierarchy of headings, column layout, principles for displaying photos and iconography, and cover variants are strictly standardized, enabling repeatable and system-compliant preparation of printed and digital materials.

Format: 210 x 297 mm
Material: 130g - 170 g/m² offset paper (standard/optimal)
170g - 250 g/m² offset paper (premium/high quality)

Certificates A



TEMPLATE AVAILABLE IN FILES
– **INDD** / **PDF** / **DOCX** / **DOTX**



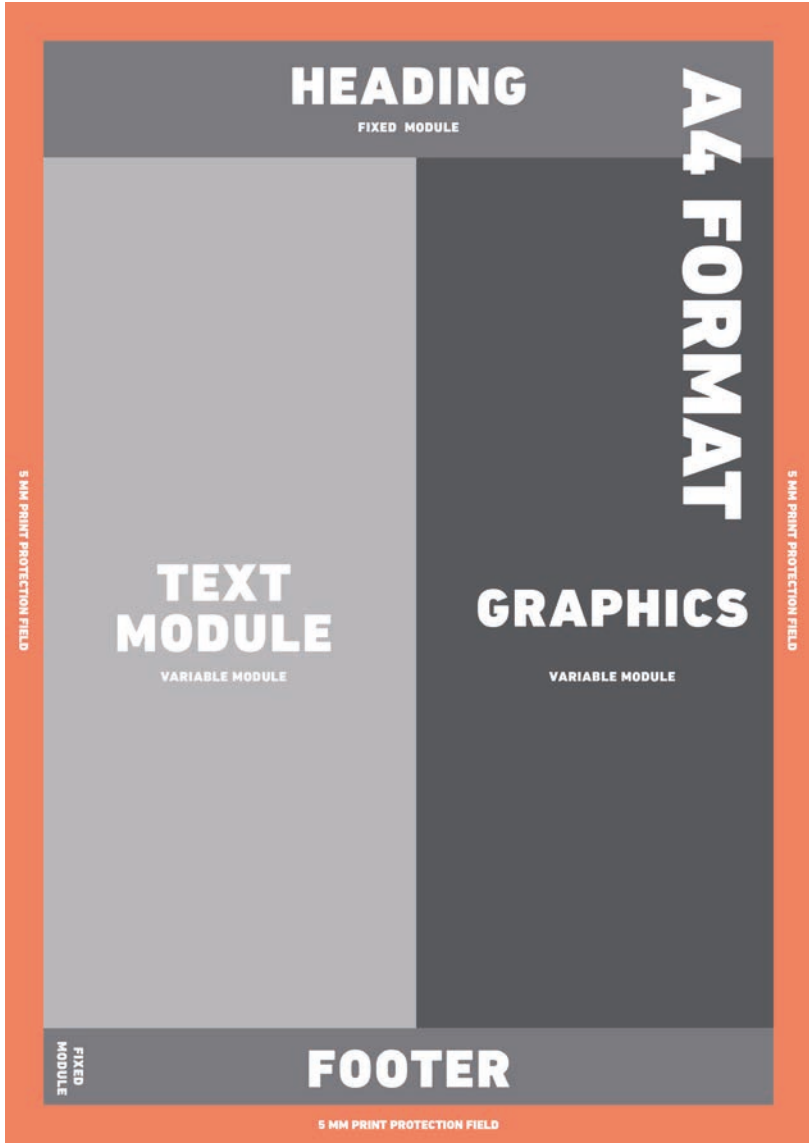
Certificates A

The A4 (210 x 297 mm) certificate is the official document of the HEPU® brand, designed based on a fixed grid, defined margins, and a typographic hierarchy consistent with the brand's visual identity system.

The design includes precisely defined display areas for the logo, personal data, certificate number, and signatures, as well as a controlled color palette and set of graphic elements. All certificate variants are standardized, ensuring repeatability, readability, and consistency with the brand's other printed materials.

- 1 DIN Next W1G Bold - 25 pkt
- 2 DIN Next W1G Regular - 14 pkt
- 3 DIN Next W1G Regular - 17 pkt

● Certificates example
Format: 210 x 297 mm
Material: 220-300 g/m² offset paper



Certificates B

The A4 (210 x 297 mm) certificate is the official document of the HEPU® brand, designed based on a fixed grid, defined margins, and a typographic hierarchy consistent with the brand's visual identity system.

The design includes precisely defined display areas for the logo, personal data, certificate number, and signatures, as well as a controlled color palette and set of graphic elements. All certificate variants are standardized, ensuring repeatability, readability, and consistency with the brand's other printed materials.

- 1 DIN Next W1G Bold - 25 pkt
- 2 DIN Next W1G Regular - 14 pkt
- 3 DIN Next W1G Regular - 17 pkt
- 4 DIN Next W1G Regular - 10 pkt
- 5 DIN Next W1G Regular - 10 pkt

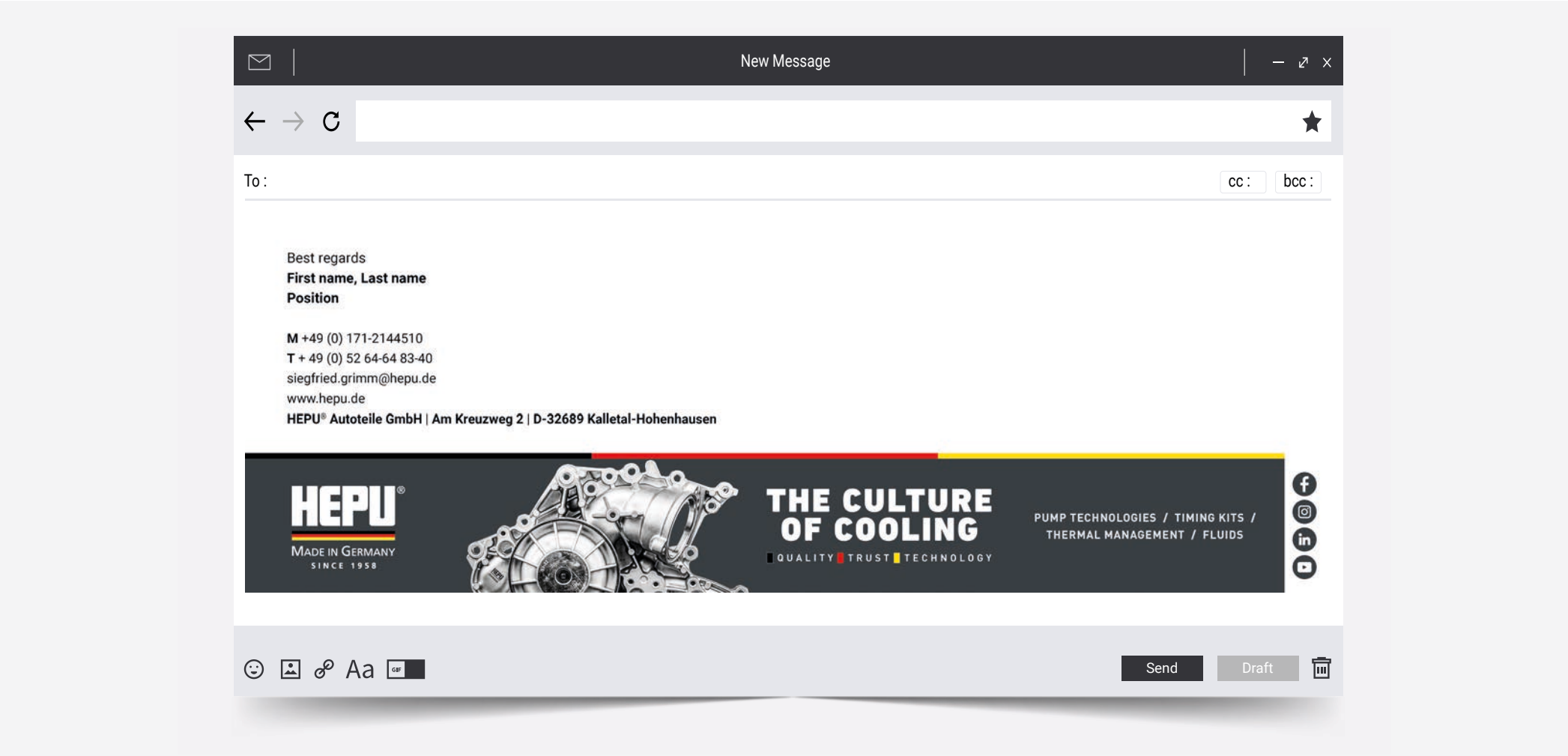
● Certificates example
Format: 210 x 297 mm
Material: 220-300 g/m² offset paper



e-TEMPLATES

06 e-TEMPLATES

- e-mail footer
- Presentation [Powerpoint]
- Newsletter
- LinkedIn
- Facebook
- Instagram
- YouTube



Footer example for the HEPU® communication system
Format: HTML
Application: Email

e-mail footer

This card shows an example email footer for the HEPU® system.

The footer should include:

- name and surname
- name
- contact information

1 Roboto Regular - 14 pkt

2 Roboto Bold - 14 pkt

3 Roboto Bold - 13 pkt

4 Roboto Regular - 13 pkt

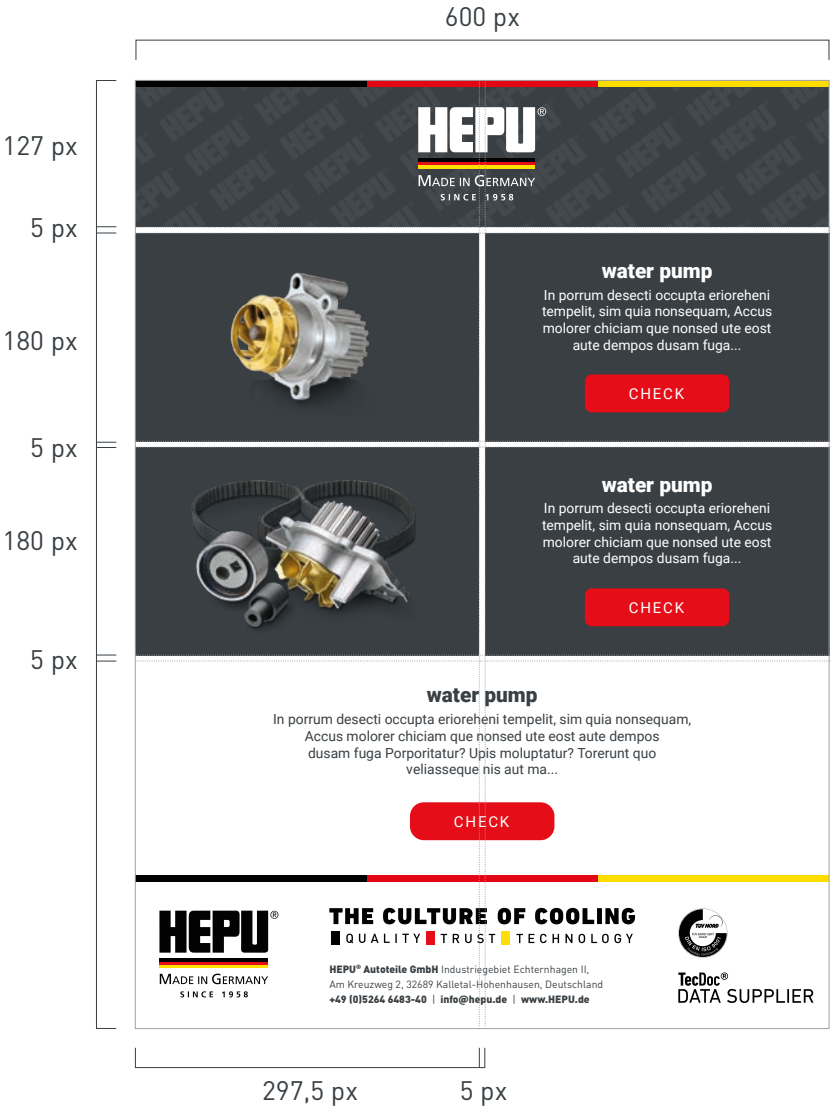
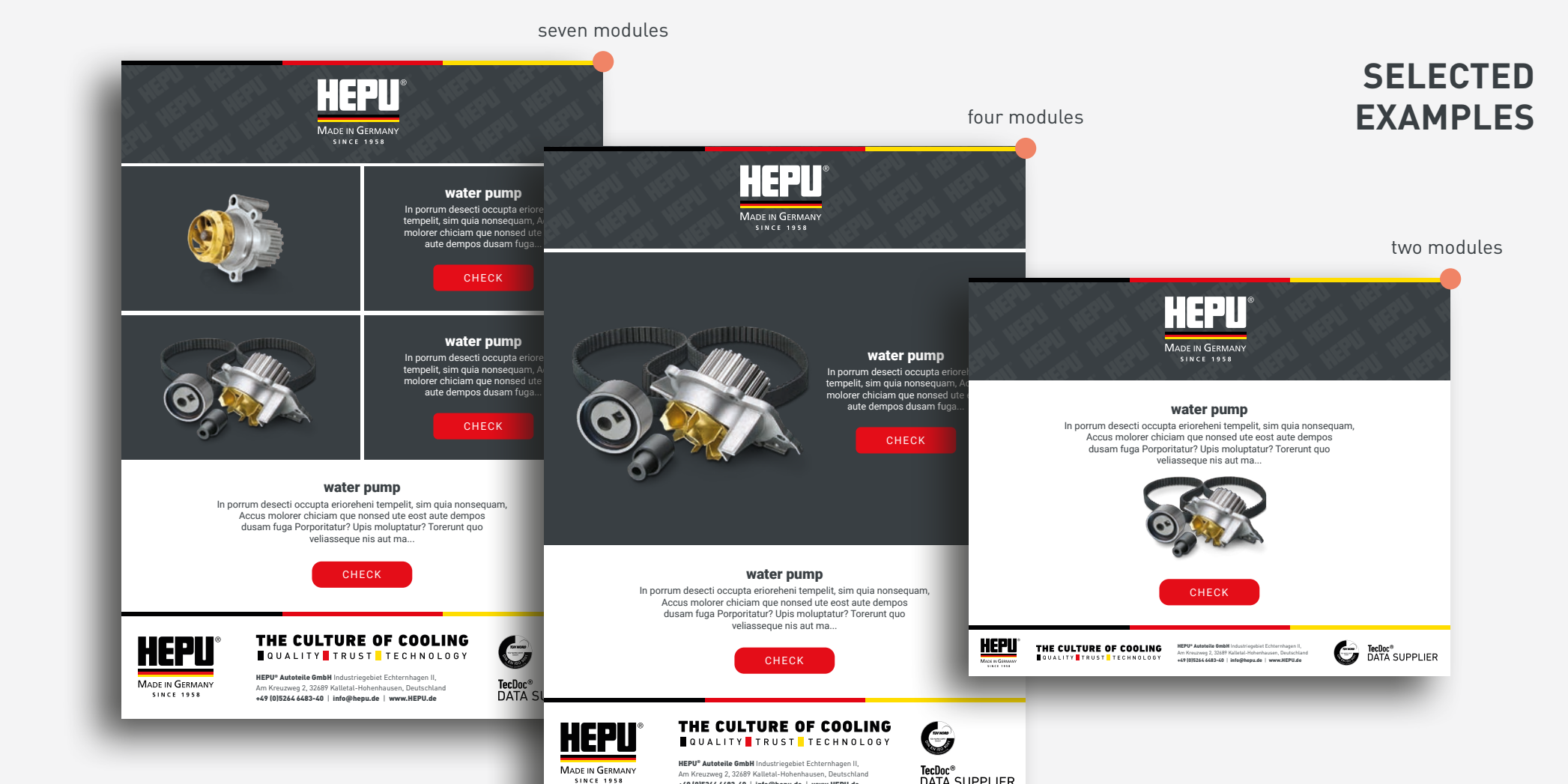
82 PAGE HEPU® BRANDBOOK

BRANDBOOK HEPU® PAGE 83

SELECTED EXAMPLES

- Powerpoint example for the HEPU® communication system
Format: PPT

This template is designed to facilitate the creation of clear slides while maintaining full compliance with your visual identity. Consistent elements such as typography, colors, and layout enhance brand recognition in both internal and external communications.



Newsletter

The newsletter is one of the HEPU® brand's digital communication media, designed with a fixed working width of 600–700 px, a single-column layout, and a modular section structure.

The layout utilizes exclusively defined typography, a controlled color palette, and predefined graphic elements, ensuring full compliance with the visual identification system. Each newsletter consists of a standardized header, content sections, highlighted CTAs, and a footer compliant with formal requirements. The rules for text placement, graphic scaling, and information hierarchy are strictly standardized, enabling consistent and repeatable communication across email channels.

SELECTED
EXAMPLES



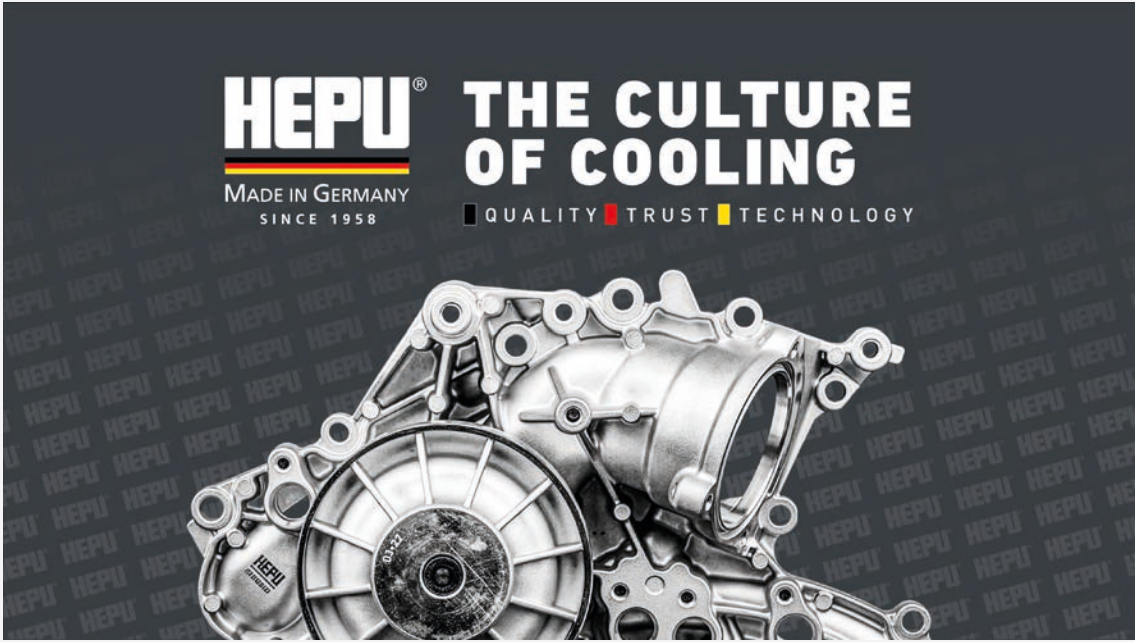
LI_ProfilePicture-(logo)



LI_CoverPhoto



PostImage-Carousel-(square)



LI_PostImage-Carousel-(horizontal)



mockups
available
in templates

-  **HEPU_LI_ProfilePicture-(logo)**_300x300 px
-  **HEPU_LI_CoverPhoto**_1128x191 px
-  **HEPU_LI_PostImage-Carousel-(horizontal)**_1920x1080 px
-  **HEPU_LI_PostImage-Carousel-(square)**_1080x1080 px
-  **HEPU_LI_LinkImage**_1200x627 px
- Video** 4096x2304 px

LinkedIn

Guidelines for Graphics Published on LinkedIn 2026.

Format and Dimensions

All graphic materials must be prepared in the recommended dimensions to ensure proper display on mobile and desktop devices.

Consistency with Visual Identity

Graphics should be consistent with the **HEPU®** brand's visual identity system, particularly in terms of color scheme, typography, and graphic style. It is recommended to use subdued yet bold colors to support the professional nature of the communication.

Text and Readability

Excessive text should be avoided. If text content is necessary, it should be short, legible, and have adequate contrast. The composition should support the clarity of the message.

Quality and Reception

All graphics must be high-quality, sharp, and appropriately optimized. Maintaining a professional visual appearance impacts brand credibility and the effectiveness of reaching the right audience.

SELECTED
EXAMPLES

FB_ProfilePhoto

HEPU® - The Culture Of Cooling

Sponsored ·

To guarantee the highest performance and long life of our products, we subject every HEPU® water pump to rigorous...

HEPU® water pumps ...

Check

THE CULTURE OF COOLING

HEPU® water pumps ...

Check

HEPU® water pumps ...

Check

QUALITY TRUST TECHNOLOGY

HEPU® water pumps ...

Check

FB_Carousel

MADE IN GERMANY
SINCE 1958

FB_Stories

mockups
available
in templates

- HEPU_FB_ProfilePhoto**_800x800 px
- HEPU_FB_CoverPhoto**_820x312 px
- HEPU_FB_Post-(horizontal)**_1200x630 px
- HEPU_FB_Post-(vertical)**_1080x1350 px
- HEPU_FB_Post-(square)**_1080x1080 px
- HEPU_FB_EventCoverPhoto**_1200x628 px
- HEPU_FB_Carousel**_1080x1080 px
- HEPU_FB_Stories**_1080x1920 px
- HEPU_FB_LinkPhoto**_1200x630 px
- Video (horizontal)** 1280x720 px
- Video (vertical)** 720x1280 px

Facebook

Guidelines for Graphics Published on Facebook 2026.

Format and Dimensions
All graphics intended for publication on Facebook must be prepared in the recommended dimensions to ensure proper display on mobile and desktop devices.

Visual Consistency
Graphics should be consistent with the **HEPU®** brand identity, particularly in terms of colors, typography, and illustration style.

Accessibility and Text Amount
Avoid excessive text. Facebook prefers graphics with minimal text, which can impact the reach of the publication. Text should be legible, have adequate contrast, and be properly placed within the composition.

Color and Contrast
Using bold colors and adequate contrast is recommended to increase visibility and effectively attract users' attention.

File Optimization
Image files should be optimized for loading speed. Recommended formats are JPEG and PNG, depending on the nature of the graphic.

SELECTED
EXAMPLES

INSTA_ProfilePhoto

INSTA_Post/carousel-(square)

INSTA_Stories/Reels

mockups
available
in templates

- HEPU_INSTA_ProfilePhoto_800x800 px**
- HEPU_INSTA_Post/carousel-(square)_1080x1080 px**
- HEPU_INSTA_Post/carousel-(vertical)_1080x1350 px**
- HEPU_INSTA_Post/carousel-(horizontal)_1080x566 px**
- HEPU_INSTA_Stories/Reels_1080x1920 px**

Instagram

Instagram Graphics Guidelines 2026.

Format and Dimensions

Graphics should be prepared in the appropriate dimensions for the given publication type (square, vertical, horizontal posts, Stories). Materials must be adapted for display on various devices.

Visual Consistency

Colors, typography, and graphic style should be consistent with the **HEPU®** brand's visual identity system. It is recommended to use bold, well-saturated colors, which enhance the visual appeal of the content.

Text and Composition

Text in graphics should be kept to a minimum and remain fully legible. Key elements of the composition should be placed centrally in the design to avoid cropping in previews and on different screen sizes.

Stories

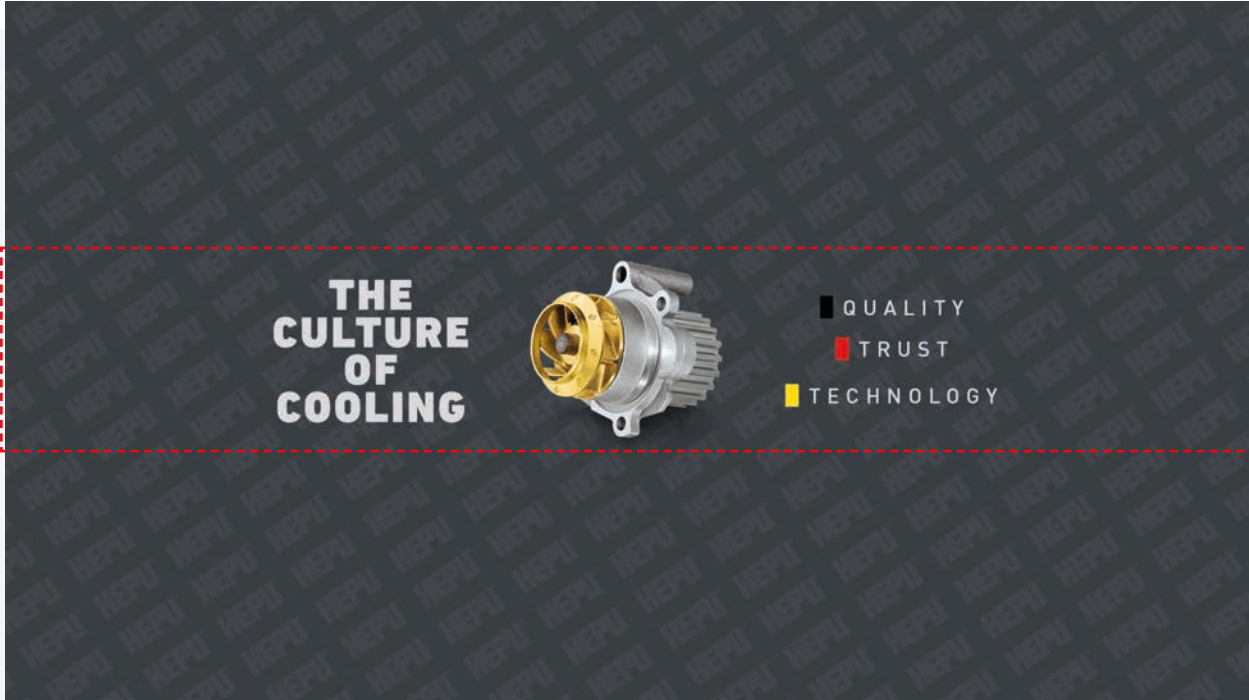
Materials intended for Stories must be prepared in a vertical format and designed to maintain readability and display correctly on devices with different screen sizes.

Quality and Professionalism

All graphics should be sharp, high-quality, and appropriately optimized. Applying the above principles supports the development of an attractive, professional and consistent brand profile.

92 PAGE **HEPU®** BRANDBOOK

BRANDBOOK **HEPU®** PAGE 93



safe area

YT_CoverPhoto



YT_VideoThumbnail



YT_VideoThumbnail

SELECTED
EXAMPLES



mockups
available
in templates



HEPU_YT_ProfilePhoto_800x800



HEPU_YT_CoverPhoto_2560x1440



HEPU_YT_VideoThumbnail_1280x720



HEPU_YT_Post_1080x1080

Video (HD) 1280 x 720

Video (Full HD) 1920 x 1080

Video (2K) 2560 x 1440 px

Video (4K/Ultra HD) 3840 x 2160

Video (8K) 7680 x 4320

YouTube

Guidelines for Thumbnails and Images Published on YouTube 2026.

Attractiveness and Readability
Thumbnails must be designed to remain legible and recognizable even at a very small size. The composition should be simple, clear, and immediately communicate the content's theme.

Color and Contrast
Using bold colors and strong contrasts is recommended, as they enhance the thumbnail's visibility among other content. The color scheme should be consistent with the channel's brand identity.

Text on Thumbnails
Text should be kept to a minimum. The recommended length is a maximum of 3-4 words. The content should be clear, legible, and contrast well with the background.

Consistency with Brand and Content
Thumbnails must be consistent with the channel's visual identity and reflect the actual content of the video. Misleading images (clickbait) are prohibited, as this negatively impacts brand credibility.

Quality of Work
All graphics should be high-quality, sharp, and properly optimized for display on various devices.

94 PAGE **HEPU®** BRANDBOOK

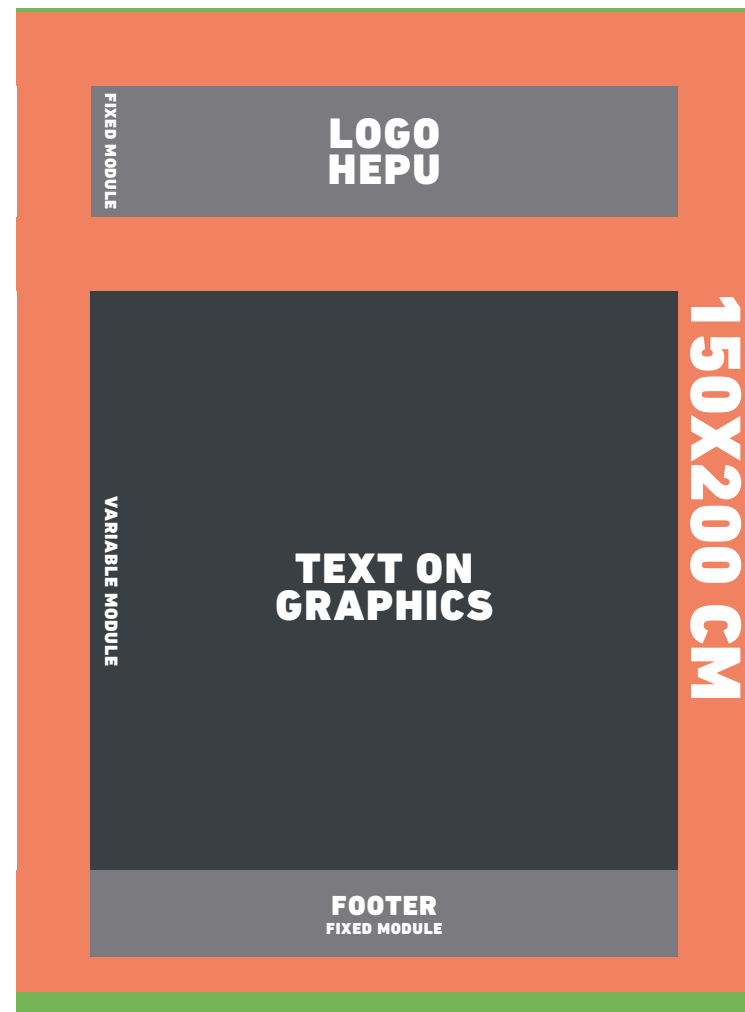
BRANDBOOK **HEPU®** PAGE 95



EXTERNAL COMMUNICATION

07 external communication

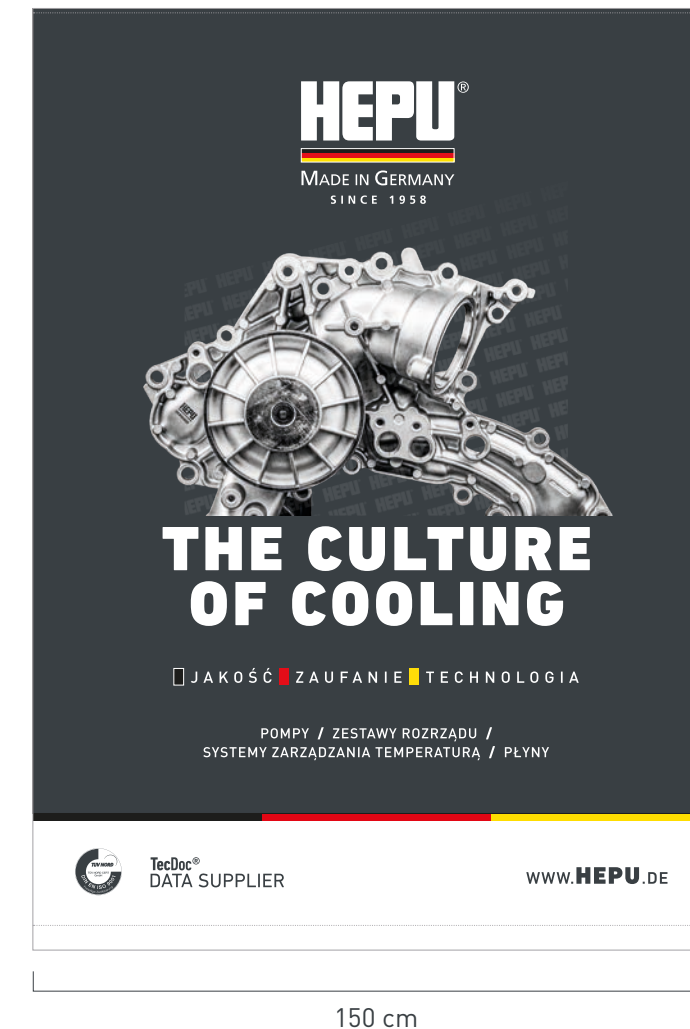
- Roll-Up
- Vinyl Banner
- Flags
- Cars



bleed 0,7 cm

200 cm

bleed 5 cm

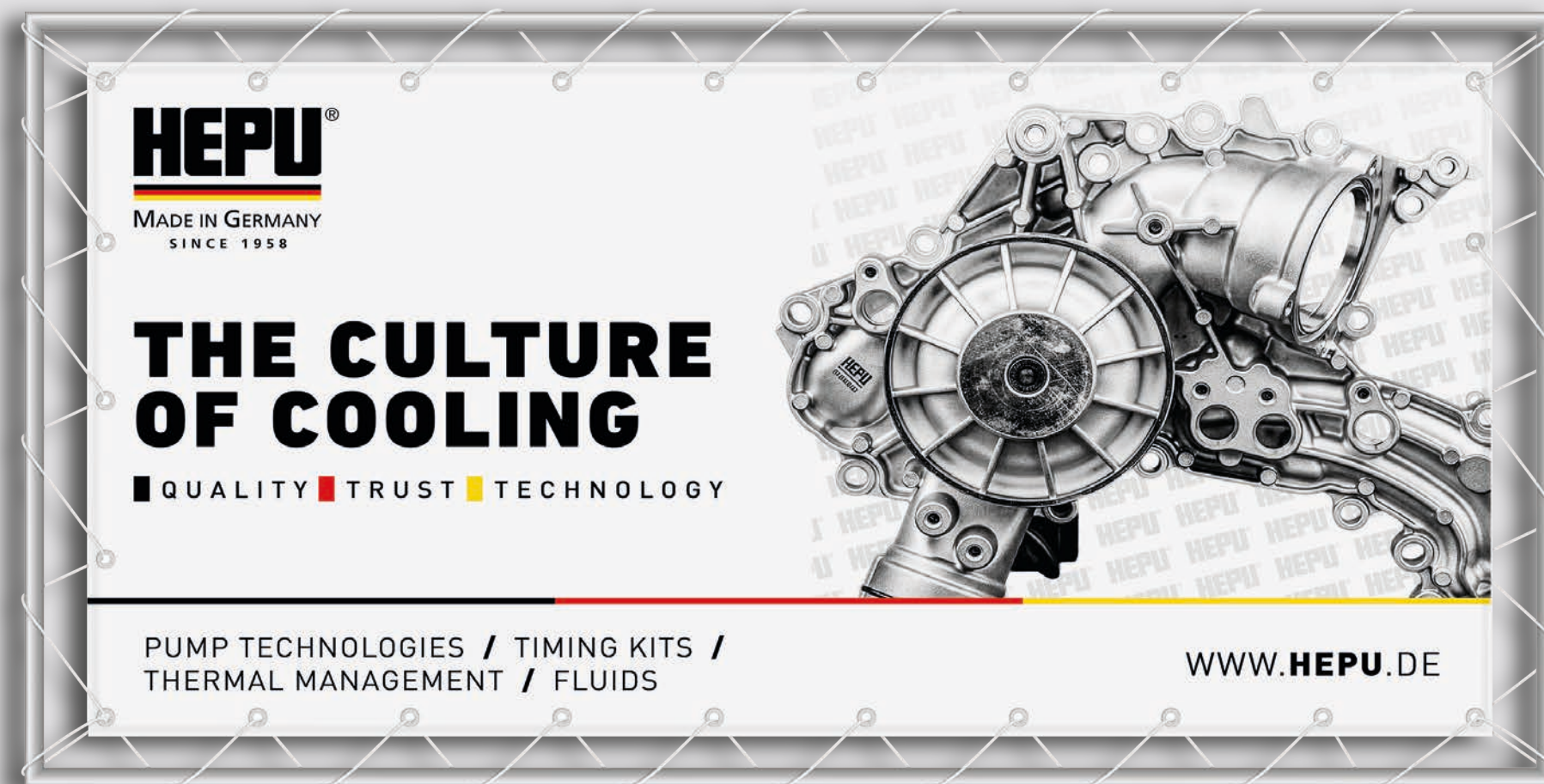


Roll-Up

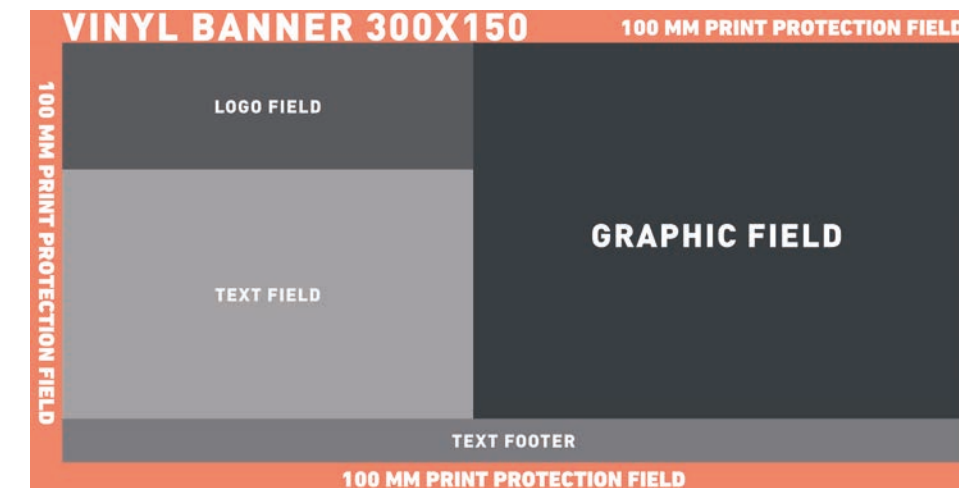
A roll-up banner is a mobile display medium used for event, trade show, and presentation communication. Its purpose is to ensure a legible, scalable, and consistent presentation of the visual identity in a vertical format. Roll-up design is based on maintaining the logo's proportions, appropriate safety margins, and a content hierarchy consistent with the brand's identity system.

The display area is subject to a fixed safety zone around the logo, minimum sign size, and a prohibition on modifying the layout of elements. The background should remain uniform or consistent with the brand's approved color variants, ensuring maximum contrast and readability. All additional content - slogans, addresses, and graphics - must be arranged according to a modular grid, without encroaching on the primary area of the banner.

The roll-up banner is intended for indoor and outdoor use and should be designed at a 1:1 scale, taking into account the invisible area at the bottom of the roll-up mechanism.



SELECTED EXAMPLES 300X150 cm



Vinyl Banner

Vinyl Banners are large-format, flexible outdoor and indoor communication media designed for long-term or temporary display. Their function is to present key elements of the visual identity in a weather-resistant format. The design is based on maintaining the logo's proportions, a fixed protective zone, and a clear hierarchy of content visible from a distance.

The banner surface must be painted with a solid background or approved brand color variations, ensuring high contrast. Graphic and typographic elements must be arranged according to a modular grid, taking into account mounting margins (areas designated for eyelets or a tunnel). Minimum logo sizes and the prohibition on layout modifications remain unchanged regardless of the format.

Flags



TEMPLATE AVAILABLE IN FILES
– **INDD** / **PDF**

SELECTED
EXAMPLES
260x70 cm



260 cm

70 cm

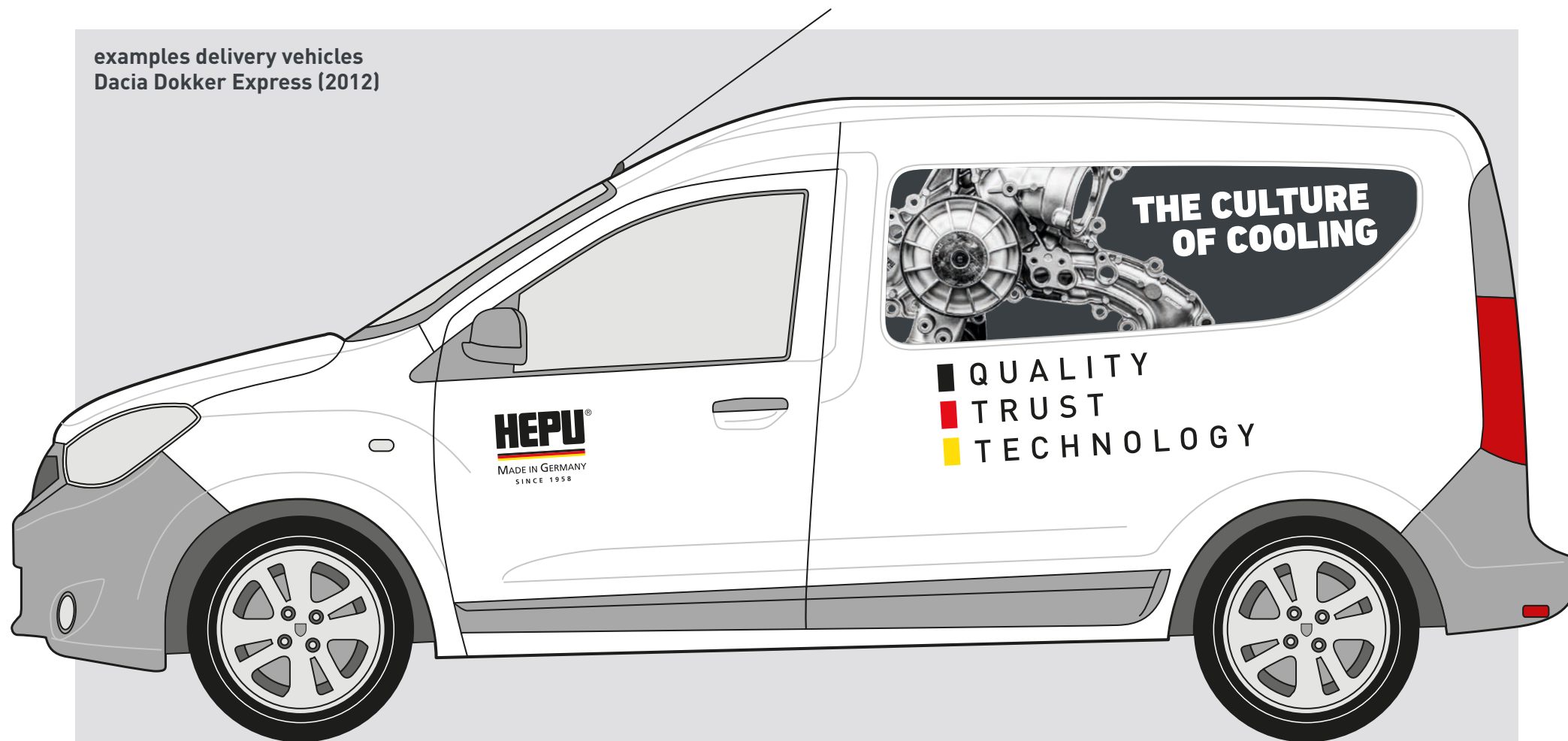


Flags

Flags and winders are lightweight, mobile display media designed for presenting visual identification both indoors and outdoors. Their purpose is to ensure high visibility of the logo during movement and from a distance, while maintaining consistency with the brand system. The design is based on consistent logo proportions, maintaining a protective zone, and using a uniform, approved background to ensure legibility.

The graphic design is limited to key elements: the logo, slogan, and any branding. Content layout must follow a modular grid, including the mounting area (tunnel, hem, pocket), which must not compromise the integrity of the logo. Minimum logo dimensions remain constant regardless of format and shape (feather, drop, shark, rectangle).

examples delivery vehicles
Dacia Dokker Express (2012)



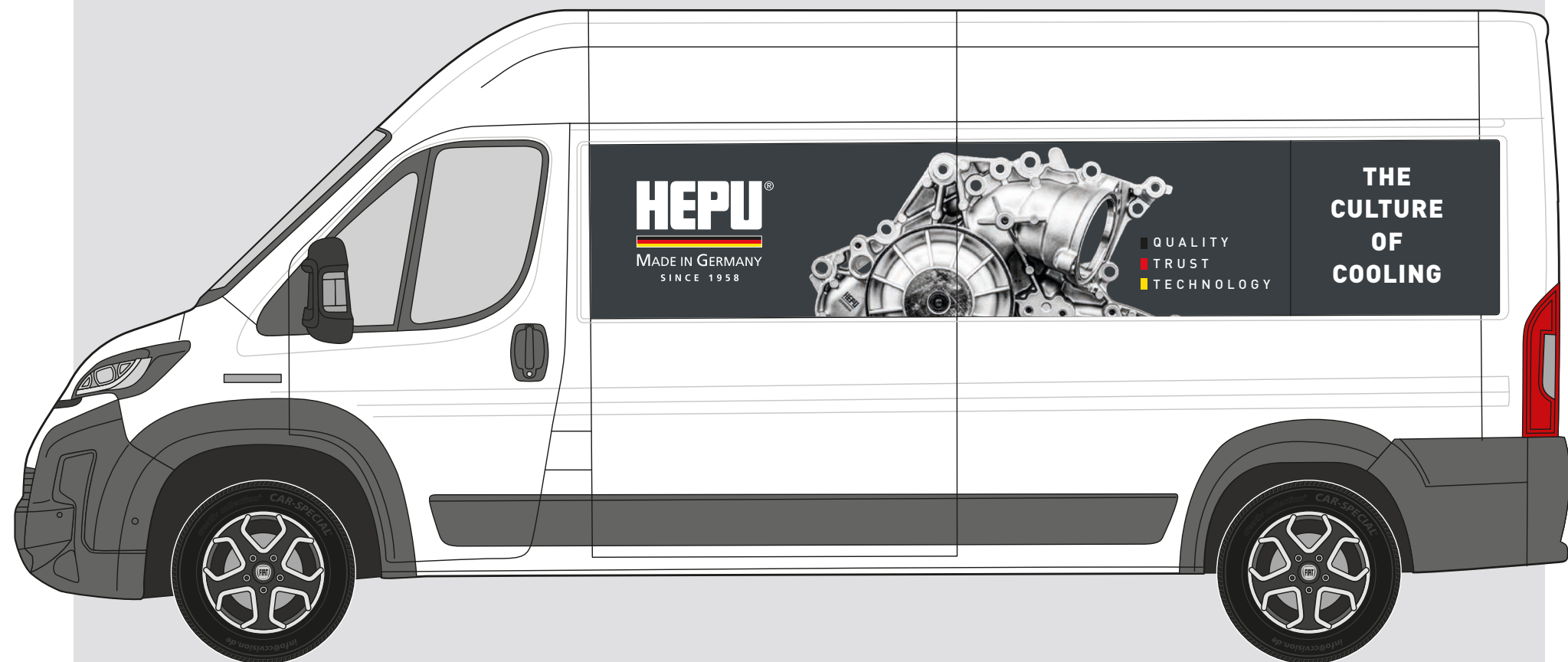
Cars A

The Role of the Vehicle in Visual Identity

A company vehicle is a mobile brand carrier, increasing its recognition in public spaces. Vehicle wraps should be consistent with other visual identification elements and present the brand in a clear, aesthetic, and professional manner.

Cars B

examples delivery vehicles
Fiat Ducato (2024)



Cars B

The Role of the Vehicle in Visual Identity

A company vehicle is a mobile brand carrier, increasing its recognition in public spaces. Vehicle wraps should be consistent with other visual identification elements and present the brand in a clear, aesthetic, and professional manner.



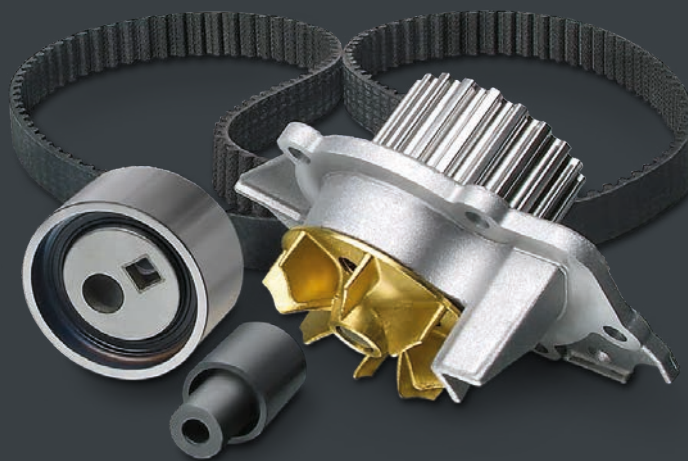
Notes



Notes

THE CULTURE OF COOLING

■ QUALITY ■ TRUST ■ TECHNOLOGY



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