

# ADDINOL®

THE ART OF OIL · SINCE 1936



## ADDINOL Marketing Manual

Support for our distribution partners



# The world of ADDINOL

## Corporate Identity

ADDINOL develops, produces and sells high-performance lubricants for automotive and industrial applications. Our company operates all over the world. High-performance lubricants of ADDINOL are distributed by international partners in more than 100 countries.



The production is located at the chemical site in Leuna/Saxony-Anhalt and carried out according to latest standards. Our quality and environment management system certified according to DIN EN ISO 9001:2015 and 14001:2015 respectively, tailored research and

development and extensive service for our partners are the foundations for innovative solutions making possible joint achievements and successes. The production, handling, packaging and storage of food-grade lubricants is certified by QMSI Quality Management Systems International GmbH according to DIN EN ISO 21469: 2006. ADDINOL thus ensures, beyond its own management system, that the prescribed standard requirements as well as hygiene requirements are met during the entire production process and that contamination with foreign substances, foreign bodies and conventional lubricants can be excluded.



To date, the focus of our R&D activities is deliberately on selected product groups in order to develop innovation-driven products from more than 80 years of lubricant experience and in cooperation with research partners, which achieve significantly longer service lives, specifically reduce lubricating oil consumption and thus decisively improve the efficiency of the plants of our worldwide customers. For example, ADDINOL high-temperature chain oils or gas engine oils contribute to the resource-saving use of oil and energy. Further developments in the ADDINOL engine oil range will also support compliance with strict emission standards in the future.



ADDINOL recognises the responsibility that civil society, the private sector, science and government must take on together to advance sustainable development. Therefore, we support the implementation of the 17 global sustainable development goals of the 2030 Agenda, the Sustainable Development Goals (SDGs), which were adopted by the global community in 2015. We are convinced that we can contribute to these goals with our focus on high-performance lubricants with added value and their efficient production. The focus is on the goals that are directly linked to our core business and thus make the greatest contribution.



The world of ADDINOL is international, the ADDINOL family a fascinating co-operation of people from different countries and cultures. All of them are experts on their field and have comprehensive tribological knowledge as well as practical experience. We want to provide our partners with the optimal solution for their respective lubrication-technical applications. And we place special emphasis on the development of long-standing business relationships.

Maximum quality, personal integrity, our understanding for the requirements of our customers and our commitment – they are part of the corporate identity of ADDINOL. They determine all our activities and make a statement. All over the world we have a uniform corporate identity which makes us recognizable. It reflects our high standard and creates a clear and recognizable profile.

ADDINOL – Improve the performance!

Georg Wildegger  
General Manager ADDINOL Lube Oil GmbH

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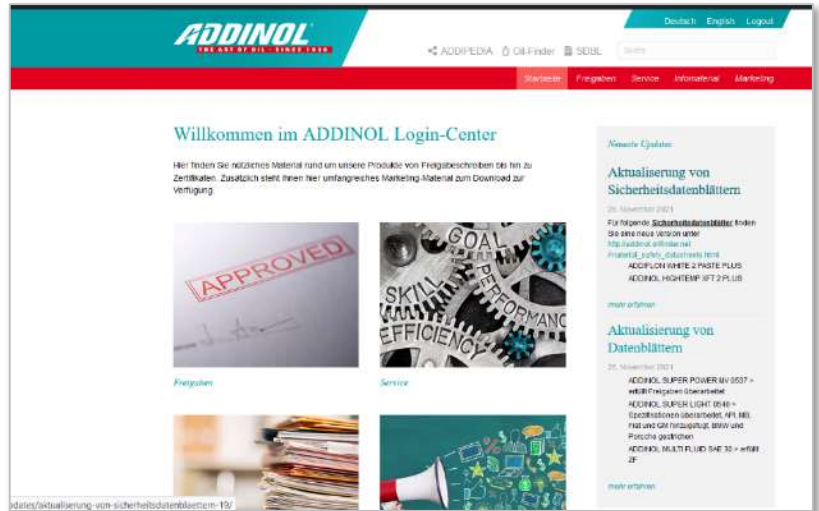
# 1. Information Systems

## 1.1. Login-Center on <https://log-in.addinol.de/en/> – Password and contents

The Login-Center is available to our partners only. You receive your password from our Application Technology

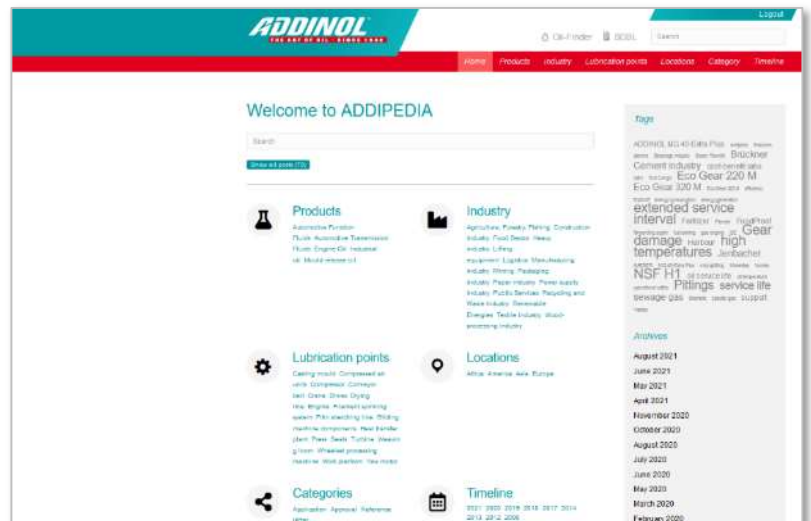
In the Login-Center you have direct access to:

- all issues of ADDINOL Inside, including archives back to 2015
- manufacturer certificates
- approvals for automotive and industrial lubricants
- machine database
- overviews and guidelines
- Performance Profiles
- marketing tools such as printing data for all brochures, a photo archive, an overview of current advertising gifts, data for vehicle designs
- and much more.



## 1.2. Addipedia under <https://addipedia.addinol.de> – Password and contents

You can reach our ADDIPEDIA platform with the same access data as the Login-Centre. ADDIPEDIA is a platform for the exchange of references and success stories of all partners. It offers support for daily work by sharing experiences in the different application areas in both industry and automotive. A manual is available for the creation of contributions, which you can request at [marketing@addinol.de](mailto:marketing@addinol.de) if required.



### 1.3 ADDINOL Inside – Newsletter for distribution partners

ADDINOL Inside presents new ADDINOL high-performance lubricants, provides important technical information and keeps you up-to-date on approvals, specifications and possible legal changes. Besides, ADDINOL Inside reports on challenges which have been accepted successfully by ADDINOL high-performance lubricants in everyday applications, informs on fairs and events and introduces new materials as well as further marketing tools.

All issues of ADDINOL Inside are meant for in-house use only. They are sent via e-mail and are available for download in the Login-Center on the ADDINOL website along with Newsletters and Highlights.

>> DIRECTION:

<https://log-in.addinol.de/en/infomaterial/inside-en/>



### 1.4. ADDINOL Customer newspaper – The World of ADDINOL

“The World of ADDINOL” is issued by ADDINOL Leuna usually once a year for our customers and partners. It is available in English and in German as printed version in the format DIN A3 and in digital form. Of course you can also issue “The World of ADDINOL” in your language. If you are interested in doing so, please just contact us.



## 2. The ADDINOL Marketing Manual

### 2.1. How to use the Manual

This ADDINOL Marketing Manual at hand is available in digital format and subject to continuous update. It can be downloaded in the Login-Center on our website [www.addinol.de](http://www.addinol.de) and also printed.

>> DIRECTION: <https://log-in.addinol.de/en/marketing/manual-en/>

The Marketing Manual contains all information on ADDINOL's corporate identity and corporate design. The files for all logos, graphic elements, brochures, flyers, and further printed matters can be found in the Login-Center under the heading Marketing. In addition, the PDF-files of all brochures and flyers are available under the button Downloads on <https://addinol.de/en/service/downloads/> to all users.

There are two categories of digital data:

- files for PC, as for example Word and JPG
- files for Apple Macintosh, as Adobe Indesign, Illustrator and Photoshop, which are commonly used by graphic designers and printers.

For your understanding we want to give a short overview of the different **file formats** of the data available:

#### **.pdf files**

- » format for professional printing shops!
- » can be used flexibly and on both platforms (PC/Mac)
- » Adobe PDF files (.pdf) ready for printing
- » can be read by every professional printing shop
- » infinite scaling/enlargement possible
- » colour mode: four-colour-mode CMYK for offset and digital printing
- » contain so-called vector files with characters in curves

#### **.jpg files**

- » image files for PC
- » colour mode RGB, background white
- » usually not suited for professional printing, which requires four-colour mode CMYK

#### **.png files**

- » image files, resolution 300 dpi
- » colour mode RGB, background transparent
- » colours set up according to DTP standards for professional printing shops. (When printed with home-office printers their might be strong colour deviations, this cannot be influenced by us.)

We also present ideas for sales promotion, advertisements, fair material and POS in this manual. These chapters are constantly revised and completed. Please always refer to the current version of the Marketing Manual in the Login-Center under <https://log-in.addinol.de/en/>.

## 3. ADDINOL Corporate Design

### 3.1. Basic Rules

ADDINOL has an own characteristic image which leaves a mark. To ensure and strengthen the worldwide recognition we have developed a concept for the corporate design. Our uniform identity all over the world signalises to all existing and potential customers that ADDINOL is the source of the message.

It is an absolute must to follow the guidelines of our corporate design to ensure the brand recognition of ADDINOL throughout the world.

Within our corporate design we offer a variety of modules following a uniform design. Used at the right place and time each element is an independent unity. Taken together all modules constitute our corporate design – a complex structure with many possibilities of variation.

### 3.2. Information on copyrights

ADDINOL and the graphic designers working for us buy photos as well as graphics from stock photo agencies. When buying such material, we specify the intended use, the circulation of the advertising material and its regional distribution.

If you use material, which has been bought by us or our graphic designers, for your own purposes, this use must be agreed upon with us beforehand. This also applies to the use of ready layouts including photo material which has been bought. It might be the case that the photo material needs to be bought again by you with giving its new and concrete usage.

If you do not follow this, you take an unnecessary risk. Due to worldwide networks and linking, abusive and improper uses are spotted quickly. In this case, recourse claims of the stock photo agencies and/or copyright owners will follow. If we point out that information on copyrights/sources these must be published with the photos, please do so in any case.

We emphasize that if you misuse the copyrights, neither ADDINOL Lube Oil GmbH nor the graphic designers working for us will bear the recourse claims of the stock photo agency or copyright owners.



### 3.3. ADDINOL Logo

The image of ADDINOL is more than just a logo – but the logo is its most concise element.



The logo must only be used in the given versions. The elements of the logo must not be changed in any way. The only exception is the proportional scaling (reduction/magnification). Please refrain from distortions, clippings, colouring and rearranging.

**Positioning:**

The ADDINOL Logo is usually placed on the right side of all printed matters and advertising materials; if possible in the upper right-hand corner.

The logo demands a visual “free space”, i.e. room to allow for its effect. No typography or graphic element must be placed within this space. For very small uses or cases where not much space is available, we provide a version with a reduced free space as well.



**Free space Large**



**Free space Small**

**The logo consists of two elements:**

- the logotype ADDINOL and
  - the slogan "THE ART OF OIL - SINCE 1936"
- These two elements constitute a whole.

The combination of logotype and slogan must be used in the given arrangement only. The slogan always starts beneath the first "D" of ADDINOL, also if the red bar is lengthened. Example: cover of the ADDINOL brochures.

The logotype ADDINOL may be used alone and without ® in exceptional cases only – as for example on advertising gifts with small printable space.

**The Logo and its colour**

In principle:

- 1) On a white background the logotype ADDINOL is depicted in turquoise.
- 2) On a turquoise background (Pantone 321) the logotype is depicted in negative white.
- 3) The lower block with the slogan beneath the logotype always is depicted in red. The letters of the slogan are negative white.
- 4) For image compositions used in the social media sector, for example, the turquoise logo can be placed on a coloured background.



Other combinations or background colours must not be used.

**The logo in black and white**

- 1) Both the logotype ADDINOL and the block with the slogan are depicted in black; the letters of the slogan are white.
- 2) The logotype ADDINOL can be printed in 60 % black, the block beneath in 100 % black, letters negative white.



Examples for the correct use of the ADDINOL logo on a coloured, even background:



These representations of the ADDINOL logo are NOT!!! allowed, for example:



Wrong background colour



Wrong arrangement of logotype and slogan

All logo versions are available for you to download in the three formats .pdf, .jpg and .png in the Login-Center!

>> DIRECTION: <https://log-in.addinol.de/en/marketing/logo-and-graphics/>

### 3.4. ADDINOL Colours

The corporate colour of ADDINOL is turquoise Pantone 321. It is complemented by the colour red Pantone 032. For brochures and other circulars also a dark turquoise Pantone 322 is used and for the background a light grey according to Pantone 423.

**Please note:** For the main colour turquoise Pantone 321 colour deviations can occur when printing. Therefore we strongly recommend providing a binding colour sample in order to give the printer the opportunity to adjust the colour exactly. You can just use one of our folders as colour sample, please just contact us if you need a copy for this purpose.



**Main Colour Turquoise**  
CMYK: 100C, 0M, 40Y, 0K  
Pantone: 321



**Red**  
CMYK: 0C, 100M, 90Y, 0K  
Pantone: 032



**Additional Colour Dark Turquoise**  
CMYK: 100C, 30M, 40Y, 30K  
Pantone: 322



**Additional Colour Light Grey**  
CMYK: 0C, 0M, 0Y, 60K  
Pantone: 423

## 3.5. ADDINOL Fonts

### Font ADDINOL Logo

The logo is set in a special font; it must not be changed or set in any other type.

**ADDINOL** in texts of business letters and all other printed matters

The word ADDINOL is always written with capital letters.

### Fonts for the PC

The font Arial is to be used for business letters, e-mails and all documents written with MS Word.

### Font for Apple Macintosh

All brochures, circulars and advertising materials drawn up by a printer, graphic designer or typesetter with Apple Macintosh use types of Helvetica. If your printer or designer should not have Helvetica fonts available, please contact us.

Please note! The licence purchased by us is only valid for printed matters and advertising material of ADDINOL! This means, if you translate and print one of our brochures, you can use the Helvetica fonts. For any other uses of the Helvetica fonts by you or your designer, you need to purchase these for yourself because typefaces are not royalty-free (similar to software)!

### 3.6. Additional Graphic Elements

In addition to the logo there are graphic elements which are used in almost all brochures, circulars and on many advertising materials of ADDINOL.



**German Quality**  
Red Pantone 032



**Worldwide**  
Turquoise Pantone 321



**Research & Development**  
Gold Pantone 871C



**Top Product**  
Dark turquoise Pantone 322



**85**  
Gold Pantone 871C



**Added Value**  
Turquoise Pantone 321



**Exemplary**  
Turquoise Pantone 321



**The sign A**  
Turquoise Pantone 0321  
white (only on turquoise and grey background)  
outline  
40 % transparency



The depiction of the ADDINOL A in following examples is **NOT!!!** allowed:



Wrong! Combination of A with ADDINOL logotype

**ADDINOL**



Wrong! Logotype in A

>> DIRECTION: <https://log-in.addinol.de/en/marketing/logo-and-graphics/>



## 4. ADDINOL Business papers and artworks

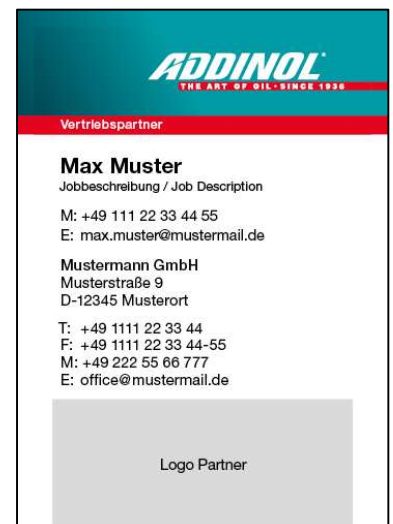
### 4.1. Writing paper and business cards

The ADDINOL Lube Oil GmbH, Leuna uses the business papers shown below. Partners of ADDINOL use documents adapted accordingly. If you have an own company logo, the ADDINOL Logo will be placed in the top right-hand corner.

#### ADDINOL Writing Paper and Business Card

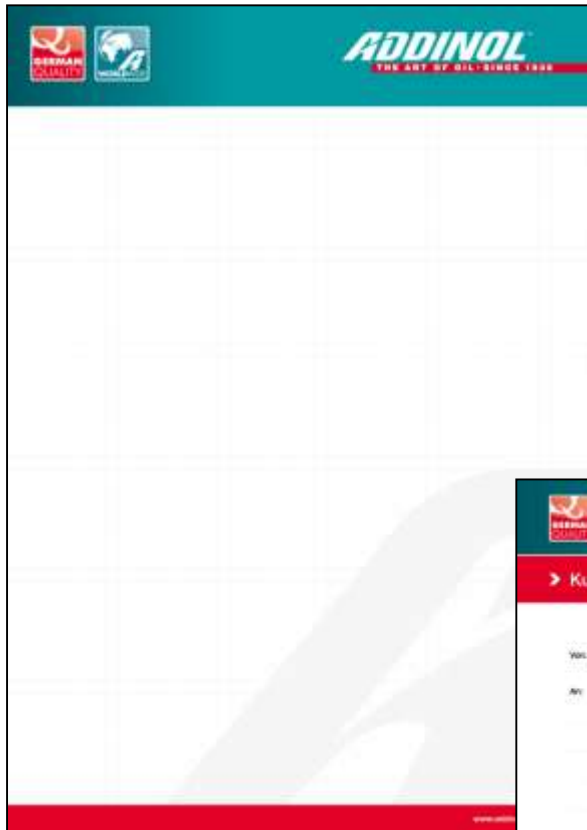


#### Ideas for partners



## 4.2. Artworks

For materials such as **Writing pads and memos** we have drawn up some artworks.



If you require these data please contact us.



For creating documents such as invitation letters, synopses, product information and similar you can use the format of this document. It is available as .word file under the name "Layout Master" and can be easily printed on home-office printers.

## 5. ADDINOL Power Point Presentations

### 5.1. Master for Power Point Presentations

For Power Point Presentations there are samples serving as a basis for your individual presentations.

>> DIRECTION: <https://log-in.addinol.de/en/marketing/presentation/>



In addition, we provide a selection of photos which you can use in your presentations.

>> DIRECTION: <https://log-in.addinol.de/en/marketing/presentation/>

## 6. ADDINOL Printed Materials

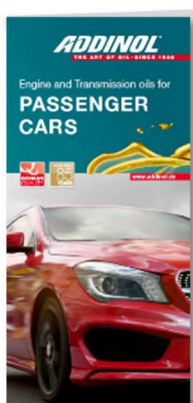
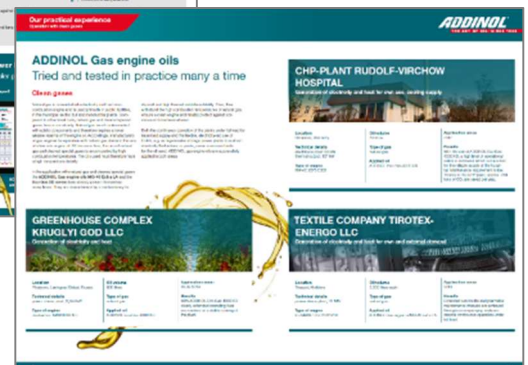
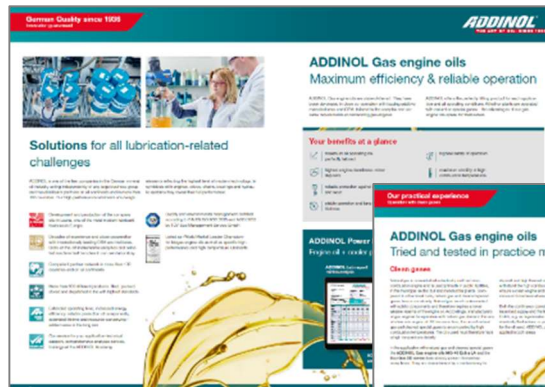
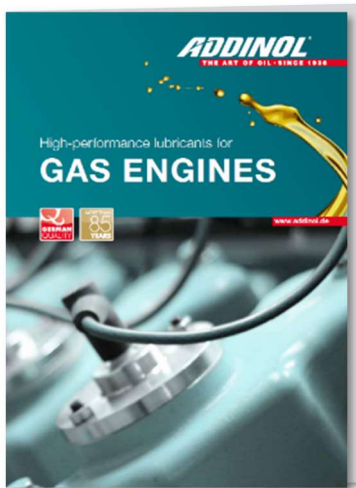
### 6.1. Flyer and Folder

All brochures and materials of ADDINOL are issued in German and English. You can obtain your printed copies of flyers, brochures and customer newspapers from your responsible ADDINOL contact. On our website all brochures and flyers can be downloaded as well.

You can inform yourselves about new and updated folders and flyers in the Login-Center of our website:

>> DIRECTION: <https://log-in.addinol.de/en/updates/>

If you want to draw up the materials in your language, we provide the open printing data. Please note – only professional graphic designers and printing shops working with Apple Macintosh and the respective programmes Indesign, Photoshop and Illustrator can handle these files.



>> DIRECTION:

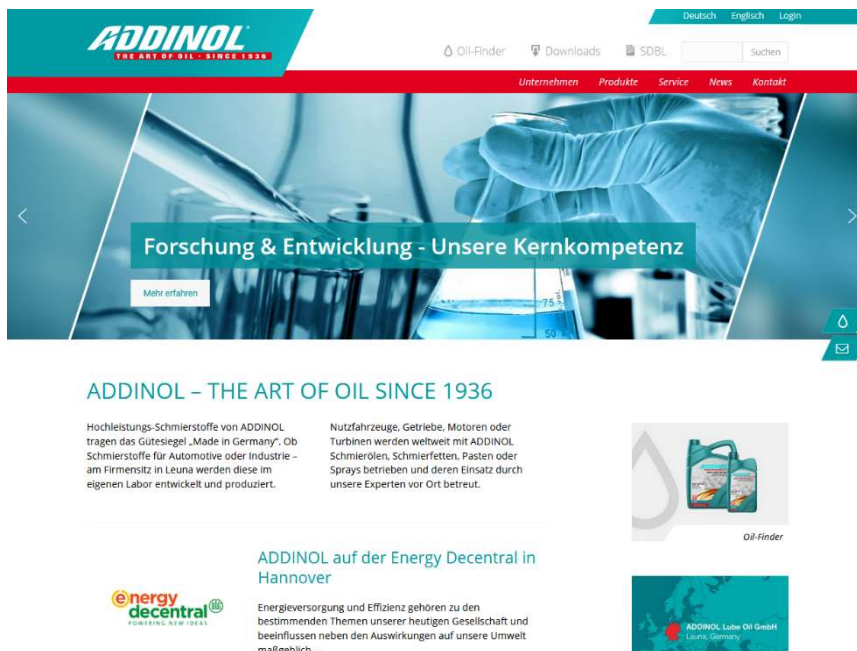
<https://log-in.addinol.de/en/marketing/print-data/>

If you need the respective word files as basis for your translation please just contact us.

## 7. ADDINOL Online Media

### 7.1. Website

The design and the contents of our homepage [www.addinol.de](http://www.addinol.de) are available to ADDINOL partners. Also single elements can be used. As this topic is very complex, please just contact the ADDINOL Marketing team if you are interested.



### 7.2. ADDINOL OilFinder and Product finder

The database of our Oilfinder can be accessed at <https://addinol.de/oilfinder/> in various languages (currently German, Danish, English, Russian, Estonian, Latvian, Lithuanian, Ukrainian, Romanian, Swedish, Chinese and Korean). The search for the right lubricant is possible according to vehicle type, key number or country-specific via registration number. The Oilfinder can also be integrated language-specifically via iFrame into one's own homepage. For this, however, a user fee must be paid to the provider Olyslager. For questions and assistance with the implementation please contact us via [marketing@addinol.de](mailto:marketing@addinol.de).

The ADDINOL Product Finder is available at <https://addinol.de/produkte/produkt-finder/>. There you can find more detailed information on all ADDINOL products (pictures, container sizes, specifications, descriptions, product and safety data sheets). Access data are required to access the product data sheets, these can be requested from the application technology. (See also 1.1. Login Centre) The Product Finder is currently available in German, English and Russian. Other languages such as Estonian, French, Danish, Slovakian, Czech, Hungarian, Romanian, Swedish and Polish have been implemented and can be filled with translated content if required. Please contact us if you are interested!

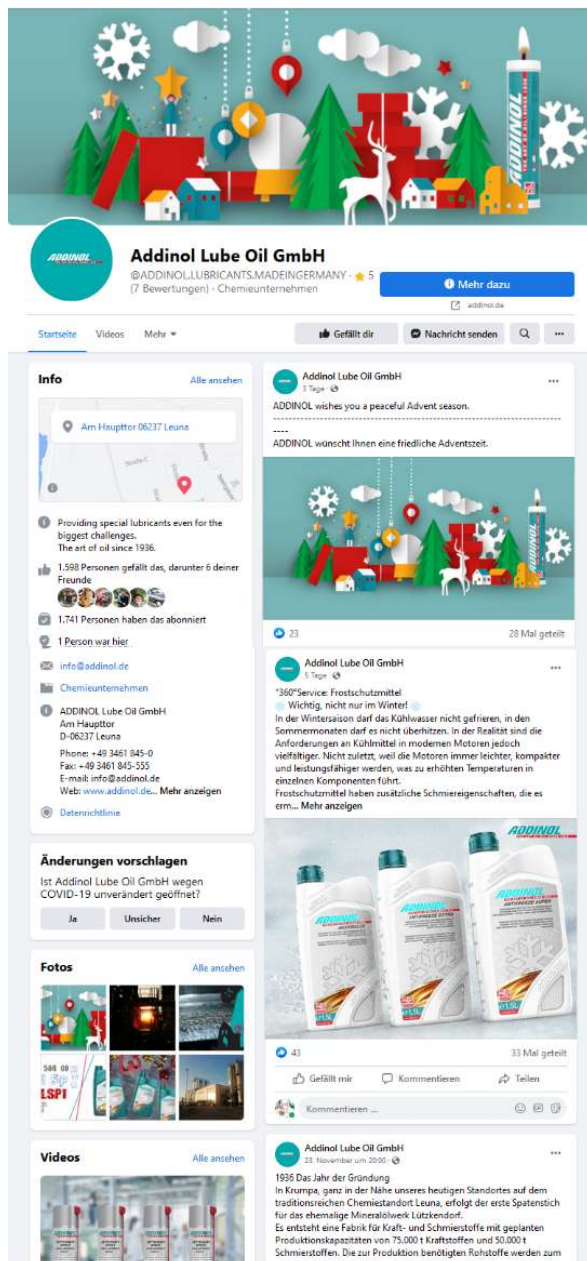
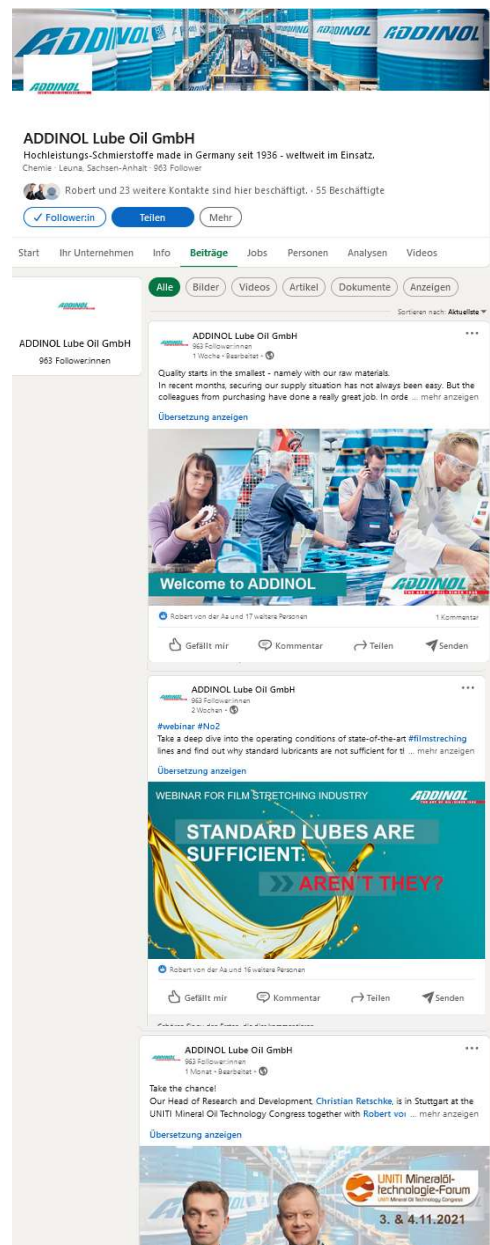
### 7.3. Social Media Profiles

ADDINOL is also represented online on various social networks. In contrast to Facebook and Youtube, the LinkedIn network is exclusively geared towards B2B contacts. The ADDINOL profiles in the social networks are intended to strengthen brand awareness on the one hand and to contribute to building a targeted brand image on the other. For this purpose, articles from the areas of automotive and industrial lubricants, on the company's history or insights from the various departments are regularly published. This also includes networking with profiles of our worldwide ADDINOL partners and sharing their contributions.

 <https://www.facebook.com/ADDINOL.LUBRICANTS.MADEINGERMANY>

 <https://www.linkedin.com/company/addinol-lube-oil-gmbh>

 <https://www.youtube.com/c/ADDINOLLubeOilGmbH>

## 8. ADDINOL Artwork for cars, vans and trucks

### 8.1. Passenger cars, trucks, vans

Decorate your company cars in the typical ADDINOL design. Suggestions for vehicles of all sizes are available:

>> DIRECTION: <https://log-in.addinol.de/en/marketing/vehicle-designs/>



## 9. ADDINOL Artwork for displays and fairs

### 9.1. Mobile displays, RollUps, Booth design

ADDINOL participates in international fairs on a regular basis. The basic design of the stands is uniform. The contents are adapted to the respective fair.

For producing displays and mobile equipment please contact us.

#### *Artwork mobile displays*





Artwork RollUps



Automotive



Industry



Gas engines



Wind power



Analysis



Image

If you would like to implement these ideas in your own national language, please simply get in touch at [marketing@addinol.de](mailto:marketing@addinol.de). We provide data and also help with the adaptation.

Artwork for flags

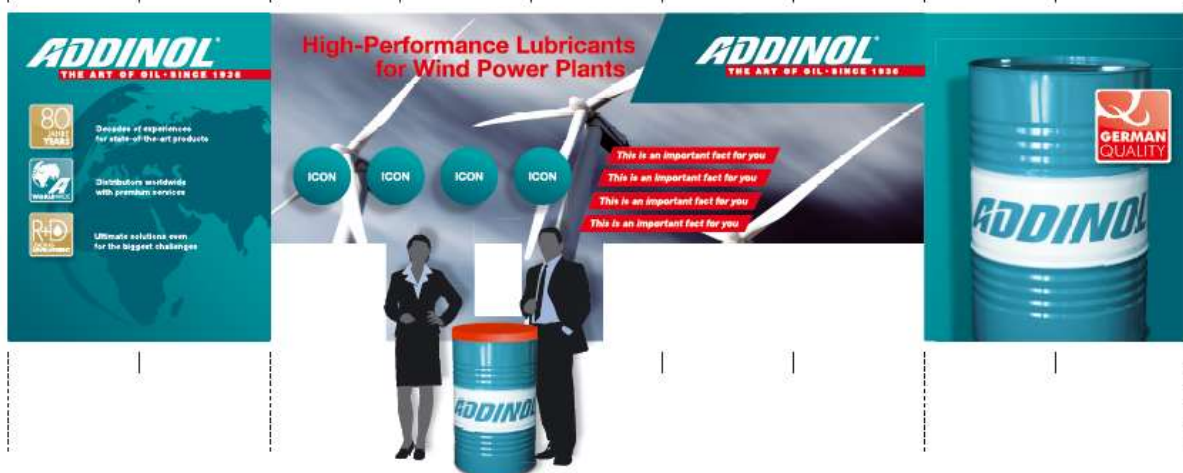
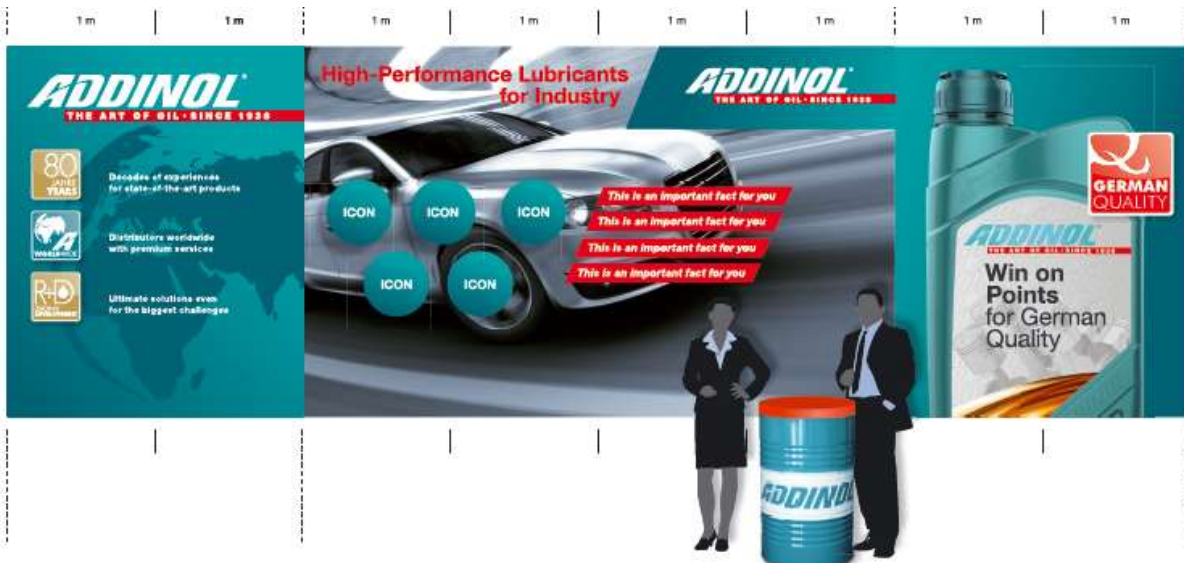


**Artwork Fair booth**

If you require material for professional stands as seen on this page please just contact us!



**Ideas for booth construction/Concept international partners**



>> DIRECTION:

<https://log-in.addinol.de/en/marketing/print-data/fair-stand/>

## 10. Point of Sale

### 10.1. Decoration inside

Shelf wobblers, can be ordered (WB0979, WB0981, WB0882D/E, WB0983D/E)



Window decal, can be ordered (WB0980)



Counter display, can be ordered (WB0807)



## 10.2. Outside decoration

### Ideas window decoration



Vollflächig quadratisch, 2100x2100mm



Vollflächig schmal, 1000x2100mm



Teilbeklebung, 1000x1407mm

Options window decoration Automotive Grrreat – Data available



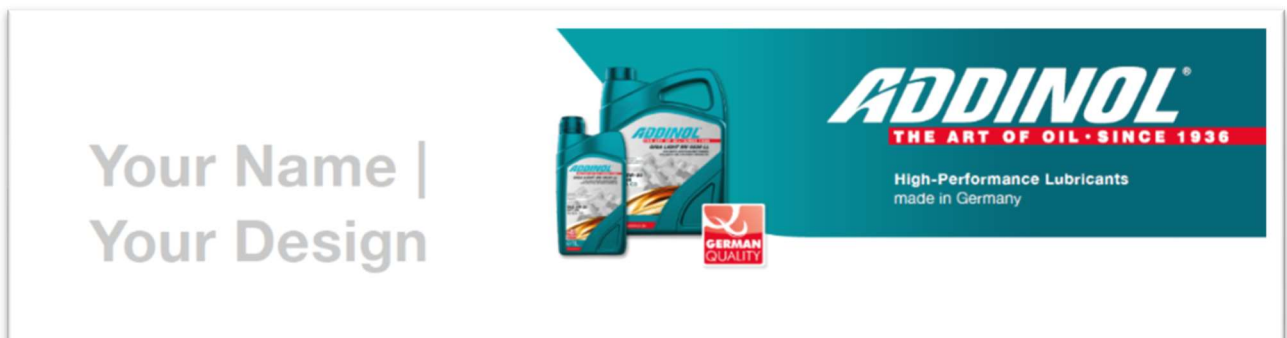
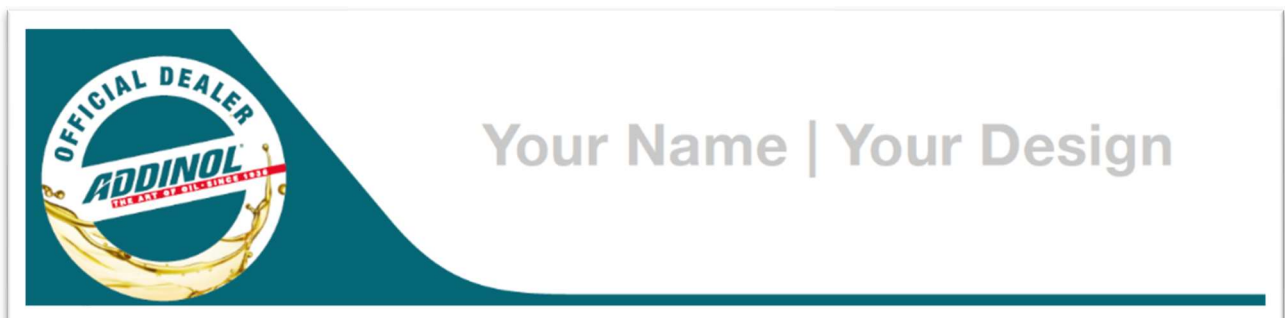
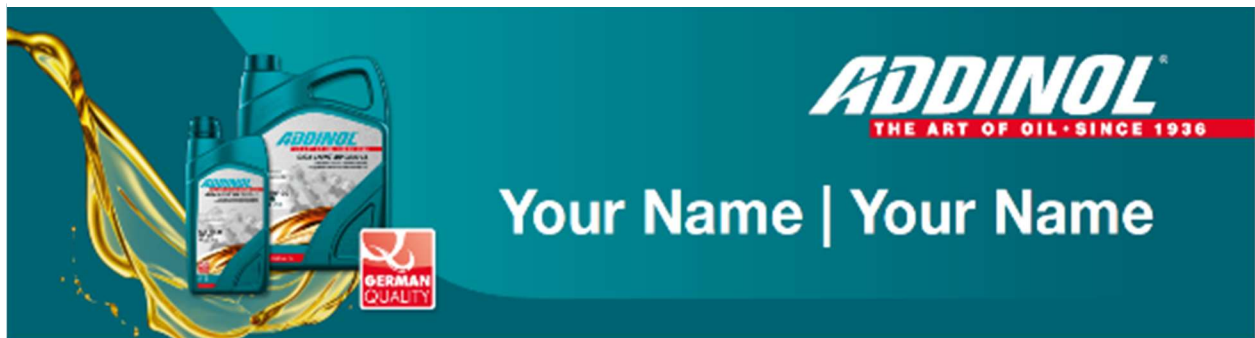
Options window decoration Industry – Data available



				<p>Aufkleber, 500x705mm</p>
				<p>Aufkleber, 500x630mm</p>
				<p>Aufkleber, 500x705mm</p>

Modular window decoration – Data available

**Ideas Outside boards**



>> DIRECTION:

<https://log-in.addinol.de/marketing/point-of-sale-de>



## 11. ADDINOL Advertising

### 11.1. Advertisements for print media

There are masters of ADDINOL advertisements for almost any purpose and in different formats, both black-and-white for daily newspapers or coloured. The texts of the advertisements can be adapted; the combination of the pictures cannot be changed. The masters are available for advertisement departments of papers, your advertising agency or your graphic designer. **Please contact us if you need any of the materials. We will be to assist you!**

#### 11.1.1. MOTIFS AUTOMOTIVE



Motif: Applause



Motif: Step ahead



Motif: Wall

Theme: Music (various formats available)



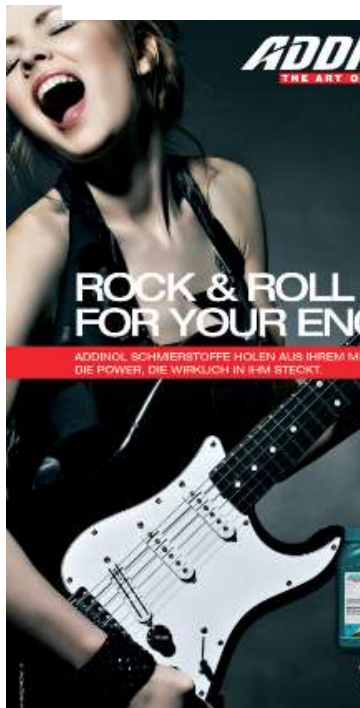
Motif: Rhythm'n'Blues



Motif: Rock'n'Roll Girl



Motif: Engine sound



Motif: Rock'n'Roll Girl



Motif: Rock'n'Roll Guy



**Theme: Sports** (various formats available)

**ADDINOL**  
THE ART OF OIL • SINCE 1936

**High-Performance Lubricants**

**GERMAN QUALITY**

**ADDINOL**  
HOCHLEISTUNGSSCHMIERSTOFFE  
BIGA LIGHT 4V 0250 LL  
LEISTUNGSSCHMIERSTOFFE FÜR DIE NEUESTEN DIESEL- UND BENZINMOTOREN

SAE 0W-30  
API SN  
ACEA C3

5L

**80 JAHRE YEARS**

**GERMAN QUALITY**

**Great Performance by the Hidden Champion!**

Motor- und Getriebeöle von ADDINOL erfüllen höchste Spezifikationen mit mehr als 150 namentlichen Freigaben international führender OEM, wie der Volkswagen-Gruppe, BMW, Daimler, MAN, Porsche, Scania, Volvo und MTU.

**ADDINOL – Starke Leistung!**

[www.addinol.de](http://www.addinol.de)

**ADDINOL**  
THE ART OF OIL • SINCE 1936

Mehr als 150 Freigaben führender OEM für Automotive-Schmierstoffe von ADDINOL

**ADDINOL**  
HOCHLEISTUNGSSCHMIERSTOFFE

Sieg nach Punkten für die deutsche Qualität!

**80 JAHRE YEARS**

**GERMAN QUALITY**

[www.addinol.de](http://www.addinol.de)

**ADDINOL**  
THE ART OF OIL • SINCE 1936

**High-Performance Lubricants**

**Great Performance by the Hidden Champion!**

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11.1.2. MOTIFS INDUSTRY



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