



PORSCHE

# **Brand Identity & Advertising Guidelines**

Porsche Cars North America, 2017-18

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# Part I

## Logos, Colors, & Fonts

# 04 Marque Overview

Whenever possible, the complete marque should be used on all marketing materials (print ads, online banners, fliers, etc.), unless the sizing requirements dictate using the logotype (e.g., on ballpoint pens or embroidered materials). The crest should never be used alone, particularly not as a screen background or display piece. The exception to using the crest as a stand-alone object is with outdoor displays, such as the dealership's pylon.

No modifications of any kind are permitted to the design of the marque, as shown below. The colors of the marque may not be changed, and any enlargements or reductions must always be made to exact scale, such that all parts of the marque are modified in perfect proportion. For more detail on sizing requirements, please see page 6.

For the North American markets (US & Canada), the registered trademark symbol (®) is required whenever the marque is used. The correct version of the marque for these markets is available on the PDMS website under **Resources → CI Standards**.

## Porsche Marque Quick Facts:

1. The marque is the combination of the Porsche crest and Porsche Logotype in a specified arrangement.
2. Do not change anything about the Porsche marque including: spacing, sizing, colors, shading. Only use the Porsche marque versions provided on the PDMS site.
3. The 4-color Porsche marque should only be placed on a white background. The line-art version may be placed on grey with prior approval (see page 10 for Colors).
4. Only one Porsche marque per marketing material can be used.
5. The Porsche marque cannot be incorporated into the dealership name.
6. The Porsche marque should be treated as an image/graphic, not words.



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# 05 Common Errors

When using the Porsche Marque in your local marketing efforts, the general rule is not to modify the file in any way. Still, please avoid these common mistakes and **do not** do any of the following:

- A. Place the 4-color marque on a dark background.
- B. Use the crest as a stand-alone logo or change the colors within the marque.
- C. Distort / change proportions between the crest and logotype, white space, or exclude the registered trademark symbol.
- D. Use a low-res/edited version of the marque.
- E. Use the Porsche Marque (or Porsche Logotype) as a word or text.

A



D



B



E



C



# 06 Marque Sizes

A new element to the next-generation brand identity is deployment of three (3) separate variations of the Porsche Marque. Each one was developed with deliberate levels of fidelity based on the size and environment of the logo.

The updated Porsche Marque is scaled in 5mm (1/5") intervals and available to download in the three sizes (S, M, and L). The file to be used depends on the respective image size of the marque.

These updated logos may be downloaded in high-res .eps and .jpg files from the PDMS website under **Resources → CI Standards**.



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## Small

35–55 mm (1.4" – 2.2")

Note: Crest is slightly closer to Porsche logotype



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## Medium

60–195 mm (2.4" – 7.7")

Note: Traditional spacing and most common size



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## Large

200+ mm (7.9"+)

Note: Similar to Medium, but the Porsche text on the crest is in a thinner typeface and Medium



# 07 Marque Types

In addition to the standard 4-color marque, there are three (3) other variants available for dealer use. The three variations can be downloaded in high-res .eps and .pdf files from the PDMS website under **Learning Resources → CI Guidelines**.

Whenever possible, preference should be given to the standard 4-color marque. This variant can only be printed using a 4-color printing process, and great attention should be given to the size and quality of the final print. This variant should only appear on a white background and the black-and-white marque should follow the same usage guidelines.

A 1-color "line-art" variant of the marque is available for use in small-space classified advertising or where printing quality prevents the use of the black-and-white marque (e.g., in some newspapers). Although a white background is preferred, this marque can be printed on grey, silver, or black (see Colors, page 10). This is the only variant that can be placed on a non-white background, with prior approval from the Area Marketing Manager.

We now provide a web version of the Porsche Marque for use in digital platforms and advertising. This version is a smaller file size (allowing for optimal page/file loading) and optimized for web and mobile viewing.



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**Standard Marque** (.eps and .pdf)  
Used most often and with 4C printing  
Be sure to use the correct size (see page 6)



**PORSCHE**

**Line Art/1-Color Marque** (.eps and .pdf)  
Only used in single-color printing



**PORSCHE**

**Black & White Marque** (.eps and .pdf)  
Only used when printing in B&W



**PORSCHE**

**Digital Marque** (.jpg and .svg)  
Smaller 4C versions of the marque  
expressly built for online placements.

# 08 Porsche Logotype

The Porsche logotype derives its characteristics from the stretched form of the capital letters of "Porsche." This is the only acceptable form of the logotype. The specific shape of the letters in the logotype must not be used for anything other than the Porsche logotype.

As with the marque, the logotype must always be accompanied by the registered trademark symbol (®) in the North American markets (PCNA/PCL). The logotype cannot be modified in any way, and any enlargements or reductions must always be made to exact scale. The minimum size of the logotype is 10mm. Anything smaller will result in blurring and should not be used.

The logotype can be used in three (3) color combinations. While the black logotype should be used on light backgrounds and white logotype used on dark backgrounds, we also have a silver/grey (Pantone 2331C) version available for use on special request: with approval of your Area Marketing Manager and PDMS Representative. These are the only acceptable color combinations.

Please note that the red logotype is no longer used in advertising materials (the only exception is for dealership fascia signage). All logotype variants are available on the PDMS website under **Resources → CI Standards**.

## Approved Logotype Uses:



Light Background



Dark Background



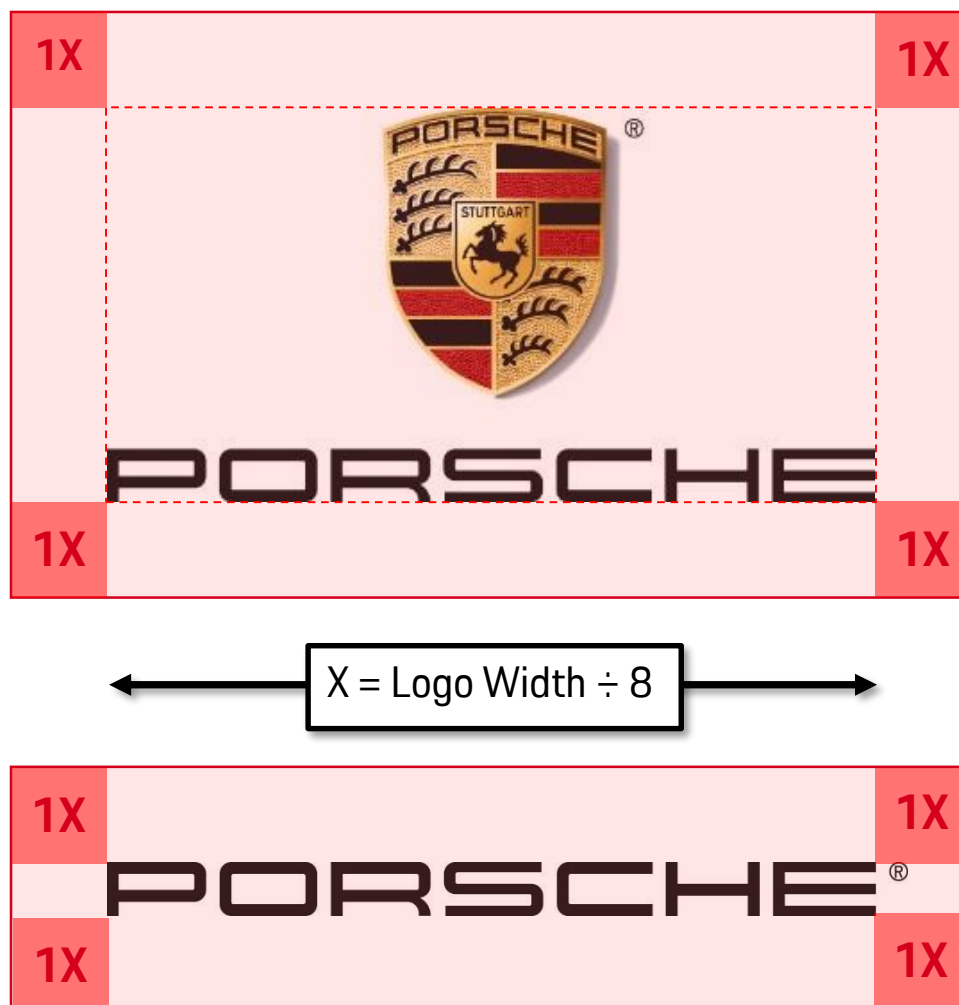
**LIMITED USE ONLY**  
PCNA Approval Required



# 09 Logo Spacing

As with the previous generation of corporate ID and brand standards, it remains imperative that we provide ample white/empty space surrounding the Porsche Marque.

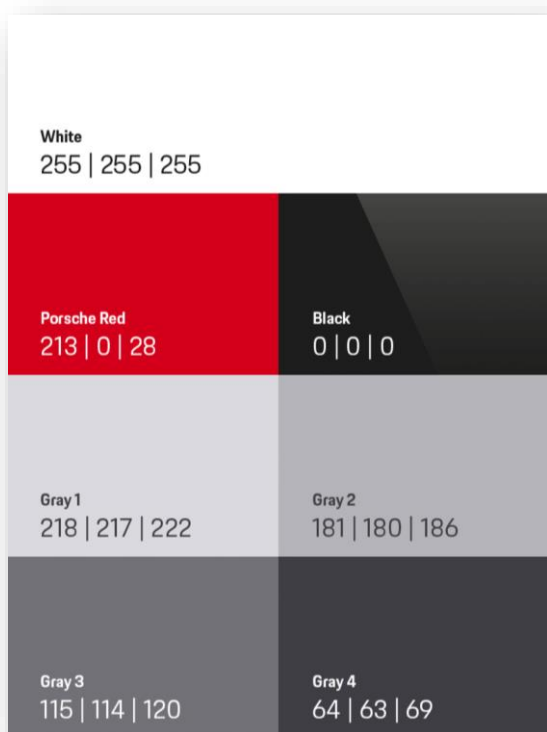
In the new system, the minimum amount of white space is calculated using the width of the marque. The space required is equivalent to 1/8 the width of the logo. The graphic below should assist.



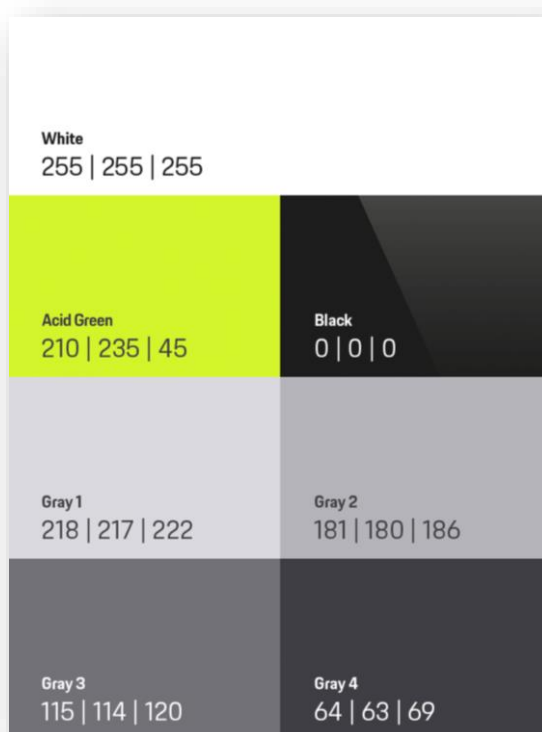
# 10 Color Scheme

A company's corporate color palette is an important indication of the origin and differentiation of its image. In order to guarantee the uniform impact of the Porsche colors in all media and on all materials, specific color values are defined for different color systems. Please only use the colors and values specified here.

Primary Color Scheme



E-Performance Color Scheme



Color	CMYK	RGB	Pantone
Porsche Red	5   100   85   0	213   0   28	200 C
Gray 1	3   3   0   17	218   217   222	5315 C
Gray 2	6   6   0   34	181   180   186	2331 C
Gray 3	11   11   0   64	115   114   120	2334 C
Gray 4	15   15   0   85	64   63   69	2336 C
Acid Green	25   0   100   0	210   235   45	382 C

# 11 Font

The exclusive Porsche Next typeface was developed for the Porsche brand image. It combines the brand values of design and performance with good legibility. Its shapes embrace the line management typical of Porsche, and its visual impact highlights the clear, modern design that is representative of Porsche.

In all print and digital media, only this typeface is used as the Porsche corporate typeface in the defined interfaces.

## Porsche Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

(.,-;:!?-) . [ " ' " <> ] + - = / \$ \* & @ ® ™

## Porsche Next Bold (Headlines)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**

**abcdefghijklmnopqrstuvwxyz**

**1234567890%**

**(.,-;:!?-) . [ " ' " <> ] + - = / \$ \* & @ ® ™**

## Porsche Next Thin (Online/Digital Only)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890%

(.,-;:!?-) . [ " ' " <> ] + - = / \$ \* & @ ® ™

# 12 Carrera Typeface

The Carrera typeface, developed for model designation, is exclusively reserved for the type identification on Porsche vehicles. The use of the Carrera typeface for other terms is not permitted.

**Use of the Carrera font in dealer marketing efforts may only be used in exceptional cases. Each instance must be agreed upon in advance with your Area Marketing Team and PCNA Marketing Department.** Only the Carrera typefaces provided by Porsche Cars North America may be used (on case-by-case basis).

Also note that in most cases, like continuous text or advertising copy, Porsche Next should be used to identify model names.

## **Carrera Font Samples:**

*911 Carrera*

*718 Boxster*

*718 Cayman*

*Macan*

*Cayenne*

*Panamera*



# **Part II**

# **Design Principles**

# 14 Design Principle

Our Corporate Identity Guidelines define not only our standards in terms of the individual components within communications, but also the formal requirements on how those components are arranged. The design of these communications requires a consistent representation across all media types.

**Clarity of layout, conciseness, uniformity, and unity.**

The following section contains guidelines for representing the Porsche brand in various media types, using various advertising media. To ensure that Porsche enjoys a unified public identity, the designs of the different advertising materials are consistent with one another. This identity has been designed in such a way as to be quickly and easily recognizable.

Emotional images focusing on our vehicles and products form the basis of the Porsche design principle. Text elements in the Porsche corporate typeface, Porsche Next, are linked directly to these and usually placed on top of the image, reinforcing the connection between product and message.

The Porsche marque is centered within a dedicated brand area, a large white space where the marque is presented to optimum advantage, thereby reinforcing the Porsche brand. A peripheral white frame surrounds the image, enhancing the high-quality design.

The Porsche brand needn't always "look the same," but should "feel the same" across all media.

The Porsche brand code has been developed as a binding tool in response to the need to adapt the quality of expression to suit the subject on certain occasions, such as product launches, new technologies, and future topics.

When used correctly, it ensures a diverse yet uniform and distinctive appearance.

# 15 Core Elements

The new design features two (2) core elements: the image/text space and the dedicated brand area. While there is creative flexibility with the content placed within the image/text area, the brand space can only contain the Porsche marque with ample white space. **No additional images, logos, or text may appear in the brand area.**

**1. Larger image space (w/ text overlay).** Images are significantly larger in our new style, and, similar to the previous CI, are not bled off the page. Additionally, the images are always surrounded by a white frame, with the focus always on the vehicle and/or product.

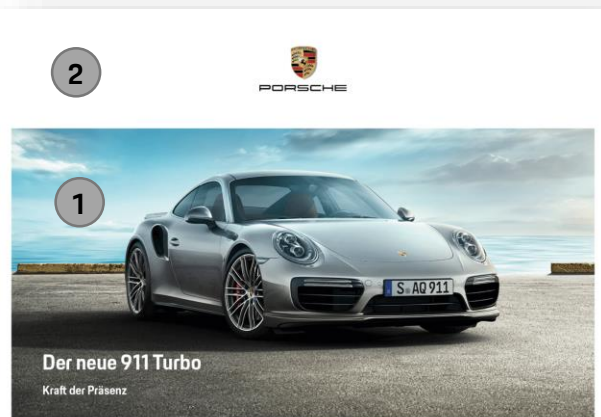
Another significant change is the position of text over the imagery. In order for the text elements to be optimally placed on top of the image, it must be ensured that there is already sufficient space around the products. This guarantees the positioning of the text elements on top of the image, taking into account of defined/protected product areas.

**2. The Dedicated Brand area.** In above-the-line (ATL) communication media (nearly all PDMS co-op layouts), the brand area is located at the bottom of the layout. In below-the-line (BTL) communication media, the brand area forms the top of the layout. Examples of ATL communication are ads, web banners, and posters, while websites, apps, brochures, catalogues, and internal communications are considered BTL communication media.

Print Advertisement (Paid & Mass Marketing/ATL)



Brochure (Owned or Personal 1:1/BTL)





# 16 Layout Structure

## Step 1 of 4:

### Determine page orientation.

The vast majority of paid advertising layouts will feature the brand area at the bottom. However, in cases of extreme landscape (OOH Billboard, Double-Page Print Ad, etc.), it is necessary to place the brand space at the right side of the layout.

The basic layout structure comes in three (3) foundational templates:

1. Full Page (Portrait)
2. Half Page (Portrait)
3. Extreme Horizontal (Landscape)

1

**Mitten im Sport.**

**Der neue 718 Boxster.**

Ein Antrieb, der begeistert. In einem Sportwagen, der den härtesten Test besteht: an jedem Tag der Woche zu sein. Mit neuen Biturbo-Benzomotoren mit bis zu 305 kW (420 PS) und 600 Nm Drehmoment. Mit optionaler Hinterracheneinleitung für mehr Agilität. Mit Connect Plus-Modul inkl. Online-Navigation. Mehr unter [www.porsche.de/718boxster](http://www.porsche.de/718boxster)



Kraftstoffverbrauch (in l/100 km) innerorts XX, X-XX, X-XX, außerorts XX, X-XX, kombiniert XX, X-XX, CO<sub>2</sub>-Emissionen-g/km



2

**Suchmaschine.  
Für den nächsten Kick.**

**Der neue 718 Cayman.**



Kraftstoffverbrauch (in l/100 km) innerorts XX, X-XX, außerorts XX, X-XX, kombiniert XX, X-XX, CO<sub>2</sub>-Emissionen-g/km



3

**Wer will schon ins Paradies,  
wenn er in die grüne Hölle kann?**

**Der neue Cayman GT4.**



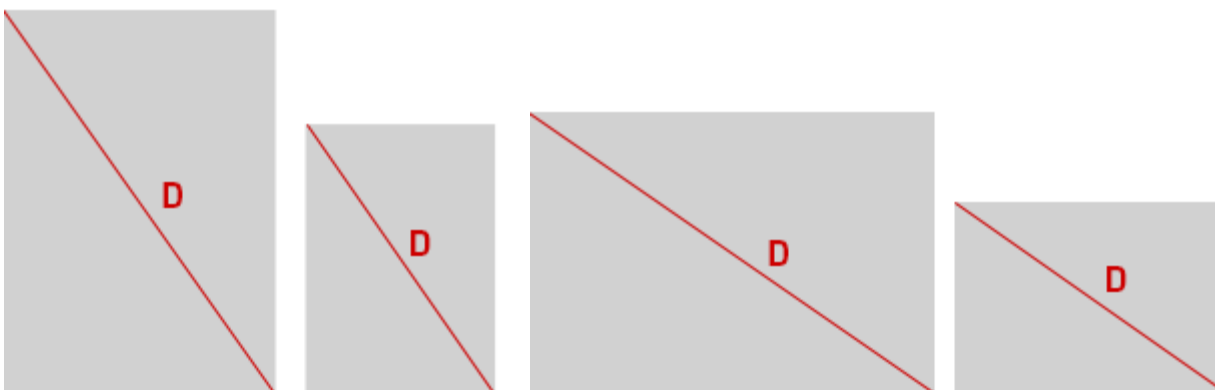
Kraftstoffverbrauch (in l/100 km) innerorts XX, X-XX, außerorts XX, X-XX, kombiniert XX, X-XX, CO<sub>2</sub>-Emissionen-g/km



# 17 Layout Structure

## Step 2 of 4:

Determine diagonal length of your layout. Call this value "D".



## Step 3 of 4:

Calculate the size of the Porsche Marque to execute. Use the value "D" to determine the width "W" of the marque you should use. (You can reference the logo usage parameters here on page 6)

Portrait Layouts: Width of the Marque "W" =  $D \div 9$   
Landscape Layouts: Width of the Marque "W" =  $D \div 9.5$



## Step 4 of 4:

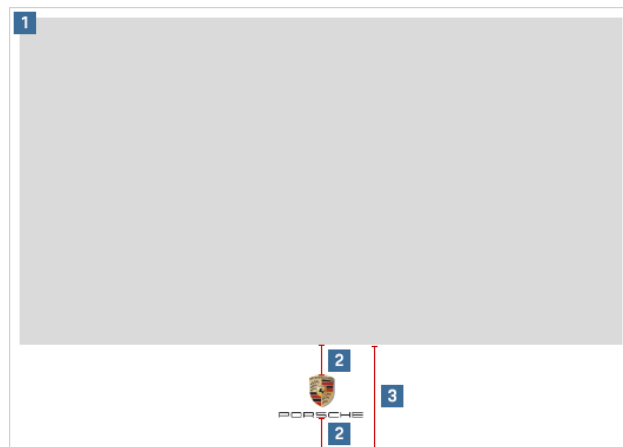
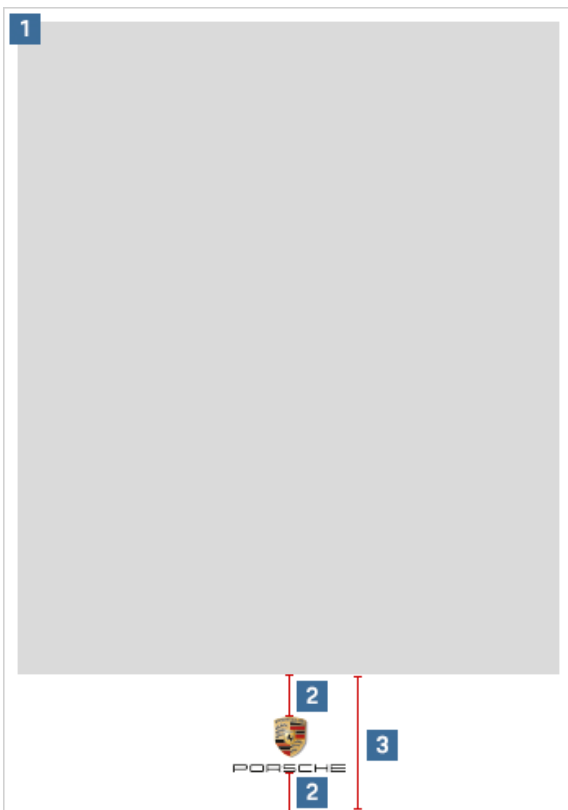
Calculate your "X" factor. Use the value "W" to determine "X" (which will be used for the frame and other general ad spacing). This is calculated with the following formula:  $X = W \div 8$



# 18 Layout Structure

Once you have determined the X and W values you can quickly create the foundation of the layout for your advertisement.

1. The white frame surrounding your layout = X
2. The distances from edge of images and ad frame to the marque = 3X (for portrait) or 2X (for landscape)
3. Keep in mind the brand area includes the crest (size determined by "W") plus the white space above and beneath the logo.

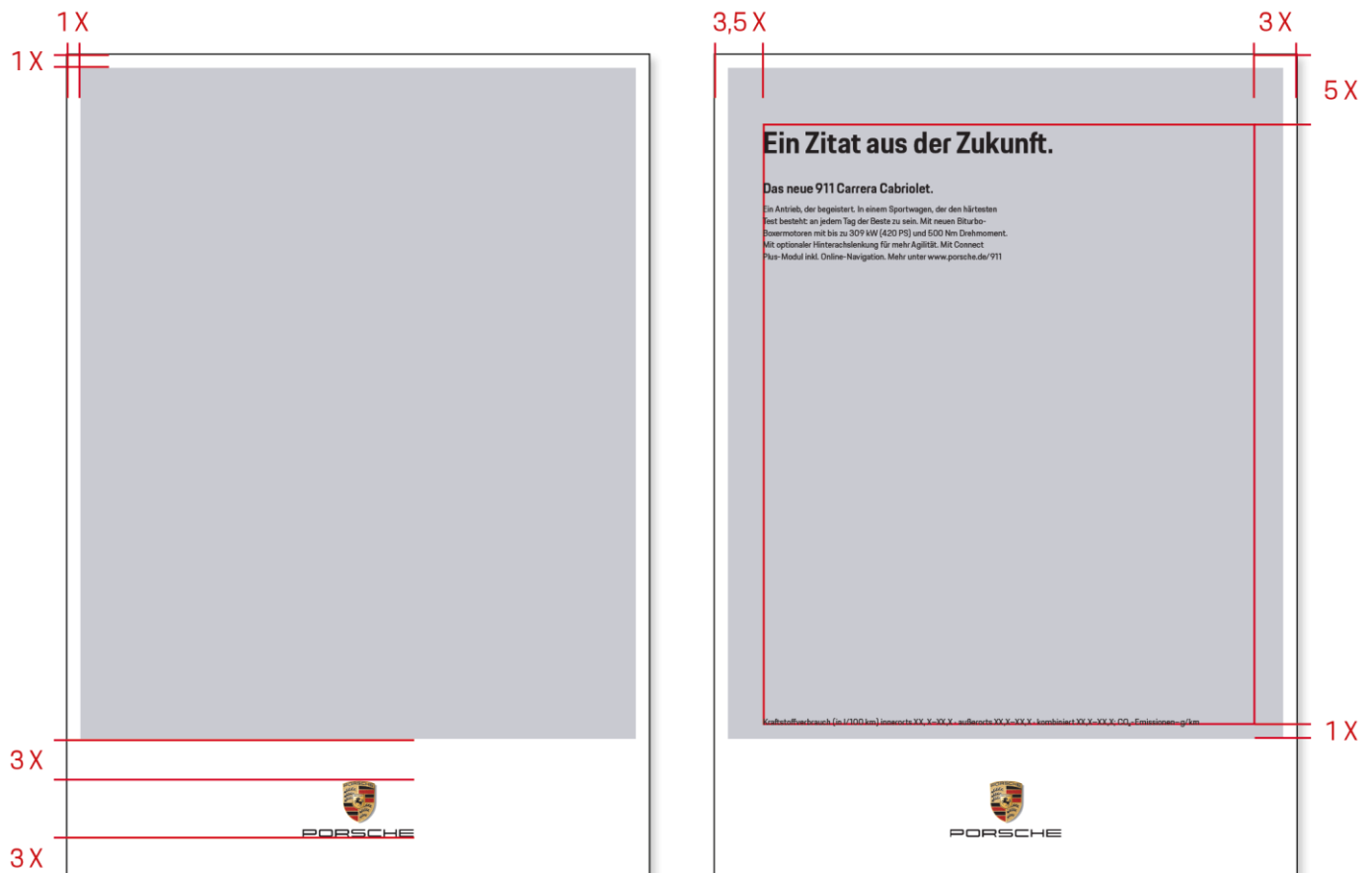


# 19 Layout Structure

The X value also aids in determining the spacing and amount of indentation for headlines and disclosures in your creative space.

In general the ad copy should be 3.5X from the left edge of the ad and 5X from the top or bottom. Similar to ad copy, the legal disclaimers are also placed over the image. These should be approximately 1X from the bottom of the image. See the graphics below for visual representations.

**For more details regarding text placement and images please review Section III in this guide.**



# 20 Format Calculator

If your geometry and algebra skills could use some polishing, use our online calculator tool to quickly compute the values for the white frame (X), brand area, and Porsche Marque (W).

This will be available on the PDMS website labeled as Ad Calculator under **My Marketing → Ad Builder**

The screenshot shows the 'Format Calculator' tool within the 'Porsche Dealer Marketing Services' portal. The interface is divided into three main sections: 'Format Calculator', 'Format Values', and 'Download File Package'. The 'Format Calculator' section has two steps: '1. STEP Please choose your cover layout' with a radio button for 'Layout with image', and '2. STEP Please insert your format:' with input fields for 'width' and 'height' in inches, separated by an 'x'. A red arrow points from the 'Calculate' button to the 'Format Values' section. The 'Format Values' section displays the results: '8.5 x 11 in (Vertical Format)', 'X - value .25 in', and 'Marque width 1.5 in'. Another red arrow points from the 'Reset' button to the 'Download File Package' section. The 'Download File Package' section contains a 'Download' button. At the bottom right, a status message says 'Download Completed' with a download icon. The footer includes the copyright notice '© 2017 All Rights Reserved Porsche'.

**Porsche Dealer Marketing Services**

US | My Account | Help | Logout | Welcome Program Admin - Maxfield

Emulate as User Porsche of Farmington Hills

Format Calculator

**Format Calculator**

1. STEP  
Please choose your cover layout

☒ Layout with image

2. STEP  
Please insert your format:

width x height in

Calculate

**Format Values**

REVIEW  
For the format dimensions  
**8.5 x 11 in (Vertical Format)**  
use these values for your layout:

X - value  
.25 in

Marque width  
1.5 in  
Size: S

Reset

**Download File Package**

CONFIRMATION  
The specification document, fonts and information PDF have been packaged for your use. If the specifications shown are correct, select "download" below option to save to your desktop.

Download

Download Completed

© 2017 All Rights Reserved Porsche

# 21 Digital Layouts

Web banners will also support this design principle. Like the traditional media, It will be imperative that all digital layouts support a dedicated band space and ad space. While a dealer tag can be included, it is recommend that you use a short form tag or logo.

**Medium or Longer Headline**  
**Porsche Next Bold.**  
**The Cayman S**



Porsche of Anytown  
City, State  
(212) 555-0911  
anytown.porschedealer.com

  
**PORSCHE**


**Short Headline**  
**Porsche Next.**  
**The Cayman S**




Porsche of Anytown  
City, State  
(212) 555-0911  
anytown.porschedealer.com

  
**PORSCHE**


**Larger or Longer Headline**  
**Porsche Next Bold.**  
**The Cayman S**




Porsche of Anytown  
City, State  
(212) 555-0911  
anytown.porschedealer.com

  
**PORSCHE**

**Very short headline.**  
**The Cayman S**



Porsche of Anytown  
City, State  
(212) 555-0911  
anytown.porschedealer.com

  
**PORSCHE**





# Part III

## Visuals & Ad Copy



# 23 Brand Voice

In addition to the visual aesthetic of our new communications style, it's imperative that we continue to convey the Porsche brand through a consistent voice, language, and tone.

## **Brand Tone**

Strong, confident, passionate.

The ultimate in automotive performance. Not just one hero model, but every single model. The Porsche Marque means something special the world over. It represents a universal truth about the Porsche brand, current drivers, and those who aspire to drive one.

## **Brand Personality and Character Traits**

The Porsche personality is passionate and engaging. We have a long heritage and are proud of that, but we do not flaunt it. We speak with confidence but are not conceited. Porsche gets to the point directly with short, honest thoughts. We are engaged in life but separated from the doldrums of it. We value the connection of the driver to the road to the car. We value performance in its purest, fullest, most intelligent sense.

## **Core Messaging Areas**

- |                               |                                       |
|-------------------------------|---------------------------------------|
| 1.) Performance and Usability | 3.) Tradition and Innovation          |
| 2.) Design and Functionality  | 4.) Exclusivity and Social Acceptance |

## **How Do We Talk About the Competition?**

We don't directly. Our communications are focused around our beliefs and passion for Porsche, which may speak indirectly to our competitors, but we leave it to the reader to bridge that gap.

## **Retail Advertising Tonality**

Dealers must not engage in either comparative or disparaging communications regarding other Porsche dealers. This includes dealers singling out other Porsche dealers and engaging in comparative communications regarding price, service, selection, or any other aspect of the customer purchase and ownership experience.

Additionally, any "distressed" sales language is strictly prohibited. Non-compliance examples include, but are not limited to, the following terms that must be avoided: Special Purchase, Special Allocation, Factory-to-Dealer Incentives, Overstocked, Close-out, Clearance, Outlet Sales, Liquidation, Inventory Reduction, Factory Lease Return Center, Sale, etc. For more information on distressed language, please refer to the PDMS Marketing Covenant.

## **Advertising Price**

- Advertised pricing must not be below MSRP
- Advertised lease offers should not exceed a total 15% customer down payment or feature any sort of deceptive/unrealistic/bait & switch payment calculations.

# 24 Dealer Tagging

Dealers will be able to integrate their dealership information and logo within the allocated “ad space.” Dealer information should never appear within the “brand space.” The white space is reserved exclusively for the Porsche marque.

In general, the following rules apply to integrating dealership information in advertising communications:

- Dealer information and logos are not to be placed in the “brand area”
- Dealer tag or logos should not be larger than, or overpower, the Porsche Marque.
- Font sizes for dealer information should be in line with body/support copy (not headline size).
- Be sure to consult with your Area Marketing Manager or PDMS Representative to determine the proper positioning of the tag. The positioning could move depending on the layout and medium.

## Headlines up to 60 characters Porsche Next Bold in 24pt Font

Body copy in Porsche Next in 9pt font. Should be limited to 5 lines max of text and no more than 250 characters. In general, the copy should not extend beyond the “E” in Porsche marque in the Brand space. The space between body copy and headline is 80% of headline font (19.2). The space between body copy and subhead is 100% of the sub-headline font size (14).

**Subheadline in Porsche Next Bold in 14pt Font.**



Dealer Tag in 9pt Font  
Address Line 1  
Address Line 2  
(XXX) XXX-XXXX  
name.porschedealer.com

©2012 Porsche Cars North America, Inc. Porsche recommends seat belt usage and observance of traffic laws at all times. Drive sober. In Porsche Next, 2012.



**Option 1**  
Headline above with tag below



## Headlines up to 60 characters Porsche Next Bold in 24pt Font

Body copy in Porsche Next in 9pt font. Should be limited to 5 lines max of text and no more than 250 characters. In general, the copy should not extend beyond the “E” in Porsche marque in the Brand space. The space between body copy and headline is 80% of headline font (19.2). The space between body copy and subhead is 100% of the sub-headline font size (14).

**Subheadline in Porsche Next Bold in 14pt Font.**

Dealer Tag in 9pt Font  
Address Line 1  
Address Line 2  
(XXX) XXX-XXXX  
name.porschedealer.com

©2012 Porsche Cars North America, Inc. Porsche recommends seat belt usage and observance of traffic laws at all times. Drive sober. In Porsche Next, 2012.



**Option 2**  
Headline left with tag right

# 25 Dealer Logos

You are permitted to create and integrate your personal dealership logo into approved layouts. However, these logos must meet the following criteria:

## Creative Guidelines for Custom Dealer Logos

- Custom dealer logos should not include any proprietary Porsche creative assets or materials. This includes, but is not limited to, the Carrera Script font, Porsche Marque, and Porsche logotype.
- Dealer Logo must only support the Porsche-approved DBA name.
- Logo should not overpower or be larger than the dealer tag text or the Porsche marque.
- When used within the new corporate ID, all dealership logos must be monochromatic – either 100% black or 100% white, depending on background color. The color of the logo should maintain the color of the surrounding text.

## Using an Additional Logo within the New Brand ID

- Logo is to be placed directly above the dealer name within the dealer tag area.
- No additional logos are ever, under any circumstances, to be placed in the “brand space” with, or replacing, the Porsche Marque.
- Only one (1) additional logo can be used in a given layout. For Premier Dealer, Exclusive Manufaktur, and Classic Partner dealers, please choose only one logo to be placed within the tagging area.



### Porsche Anytown

123 Main Street  
Anytown, ST 54321  
(770) 555-0911  
anytown.porschedealer.com



### Porsche Anytown

123 Main Street  
Anytown, ST 54321  
(770) 555-0911  
anytown.porschedealer.com

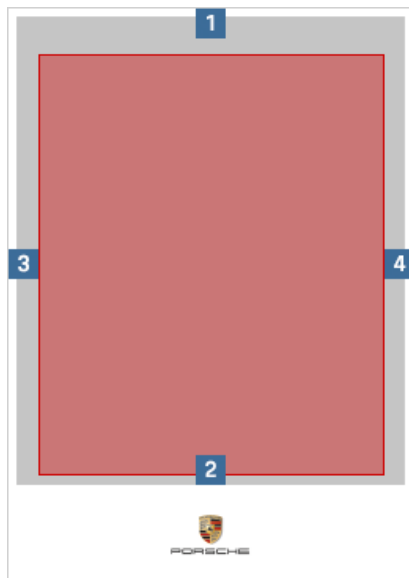
# 26 Ad Copy Safe Zones

Text elements are always aligned left in the type area and should be positioned below the vehicle. However, if there is insufficient space or the legibility of the typeface cannot be guaranteed, the text elements can also be positioned at the top of the image.

The legal disclosures are now placed at the bottom of the type area.

White is used as the primary typeface color. If the legibility of the typeface on the image can no longer be guaranteed, black may be used as the typeface color. The black and white typeface colors are never combined.

Lastly, there is a "safe" zone for text elements to ensure they are placed well within the ad space and do not interfere with the product image. Please be sure they are placed within the defined zones below. Again, to define the value for "X" you can refer to Section II within this guide.

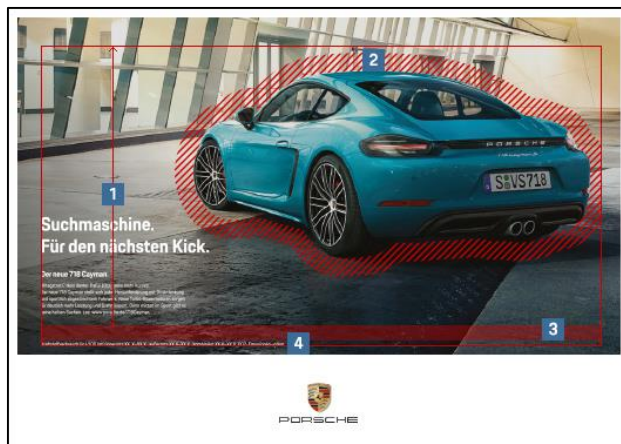


## Minimum Safe Zones In Layout

1. Text position: flexible
2. Vehicle protection zone: 3X
3. Disclaimer margin: 2X
4. Disclaimer copy

## Ad Copy Safe Zone

1. Upper margin = 5X to edge of format
2. Lower margin = 1X to brand area
3. Left margin = 3.5X to edge of format
4. Right margin = 3X to edge of format



# 27 Ad Copy Print/MAG

Similar to past corporate ID, the font size can vary based on the size of the layout and the number of characters in ad copy. Here are some examples of sizing for various media. Your final sizes may vary, but this should help assist with general sizing.

## Magazine

	Text element	Typeface size	Line spacing	Type style	Distance before/after	Character limit	Characters per line	Lines
Full Page	Headline S	20 pt	120%	Bold	80% after	135	45	3
	Headline M	24 pt	120%	Bold	80% after	60	35	2
	Headline L	30 pt	118%	Bold	80% after	40	30	2
	Subline	14 pt	120%	Bold	50% before	50	50	1
	Copy text	9 pt	135%	Regular	–	350	80	5
	Dealer tag	9 pt	110%	Regular	–			
	Disclaimer	6 pt	110%	Regular				
Half Page	Headline M	18 pt	120%	Bold	80% after	60	30	2
	Headline L	20 pt	120%	Bold	80% after	40	26	2
	Subline	12.5 pt	120%	Bold	50% before	40	40	1
	Copy text	9 pt	135%	Regular	–	240	60	4
	Dealer tag	9 pt	110%	Regular	–	–	–	–
	Disclaimer	6 pt	110%	Regular				

# 28 Ad Copy Print/NSP

Similar to past corporate ID the font size can vary based on the size of the layout and the amount of characters in ad copy. Here are some examples of sizing for various mediums. Your final sizes may vary, but this should help assist with general sizing.

## Newspaper

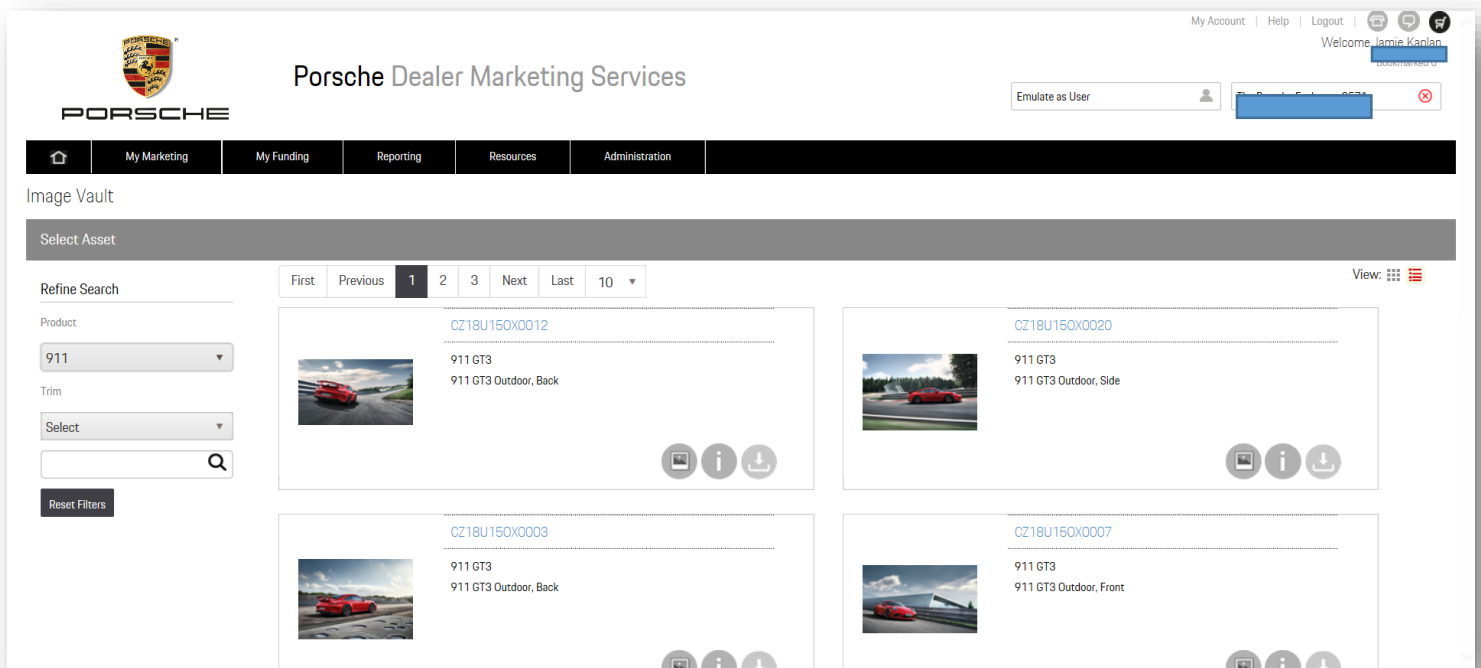
	Text element	Typeface size	Line spacing	Type style	Distance before/after	Character limit	Characters per line	Lines
Full Page	Headline S	38 pt	118%	Bold	80% after	120	40	3
	Headline M	47 pt	118%	Bold	80% after	60	30	2
	Headline L	67 pt	118%	Bold	80% after	50	25	2
	Subline	27 pt	120%	Bold	50% before	50	50	1
	Copy text	16 pt	135%	Regular	–	350	80	5
	Dealer tag	16 pt	110%	Regular	–			
	Disclaimer	9 pt	110%	Regular				
Half Page	Headline S	27 pt	120%	Bold	80% after	135	45	3
	Headline M	34 pt	118%	Bold	80% after	60	30	2
	Headline L	38 pt	118%	Bold	80% after	50	30	2
	Subline	16 pt	120%	Bold	50% before	50	50	1
	Copy text	10 pt	135%	Regular	–	350	80	5
	Dealer tag	10 pt	110%	Regular	–	–	–	–
	Disclaimer	8 pt	110%	Regular				
Quarter Page	Headline S	20 pt	120%	Bold	80% after	100	40	3
	Headline M	24 pt	120%	Bold	80% after	60	35	2
	Headline L	30 pt	118%	Bold	80% after	40	25	2
	Subline	14 pt	120%	Bold	50% before	50	50	1
	Copy text	9 pt	135%	Regular	–	280	70	4
	Dealer tag	9 pt	110%	Regular	–	–	–	–
	Disclaimer	6 pt	110%	Regular				

# 29 Image Selection

Only the approved imagery loaded to the PDMS Image Vault is to be used in your local advertising and marketing efforts. Do not, pull imagery or logos from other sources (including other Porsche websites or Google search). You can follow the path below to access the Image Vault:

**PPN / Online Systems / PDMS → My Marketing / Image Vault**

Should you wish to use any custom graphics or photography please contact your Area Marketing Manager and PDMS Representative in advance of any production or shoot to ensure your efforts meet the brand standards and are eligible for PDMS co-op reimbursement.





# 30 Image Cropping

Once you've selected your preferred image, there are a few critical items to consider regarding the placement and cropping of the image:

1. 100% of the vehicle must be visible. Do not crop any part of the car.
2. Allow for ample space between the car and advertising text (typically the equivalent of at least twice the value of X)
3. Crop as large as possible while still allowing for the space outlined above.
4. Only use high-res images in printed materials; the low-res images are for online and presentation purposes.

- 1 Variable headline position
- 2 Vehicle safety zone
- 3 Disclaimer safety zone
- 4 Disclaimer



Vehicle size correct



Vehicle too small





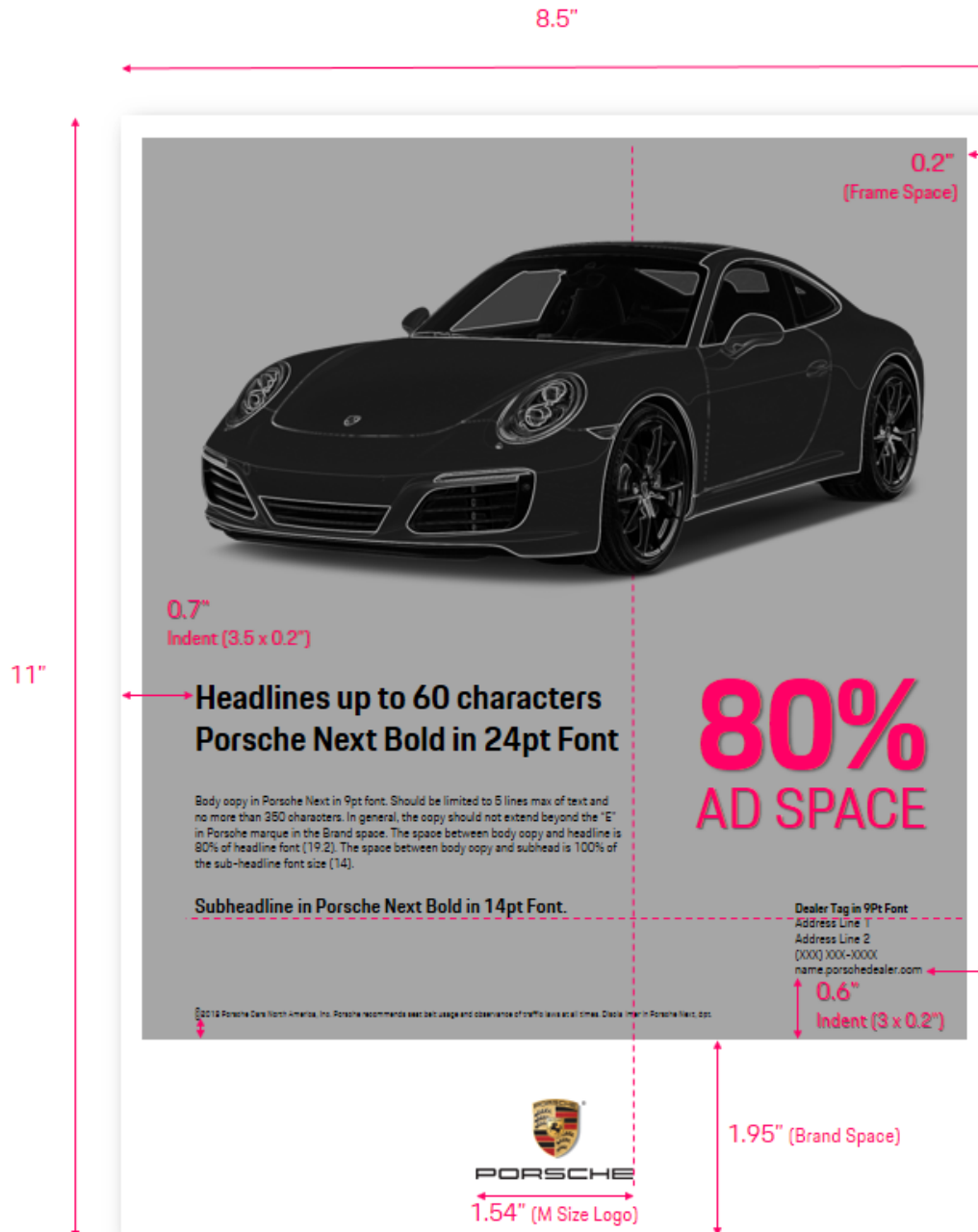
# Part IV

# Sample Layouts



# 32 Print

## Full Page Vertical (Headline Below)

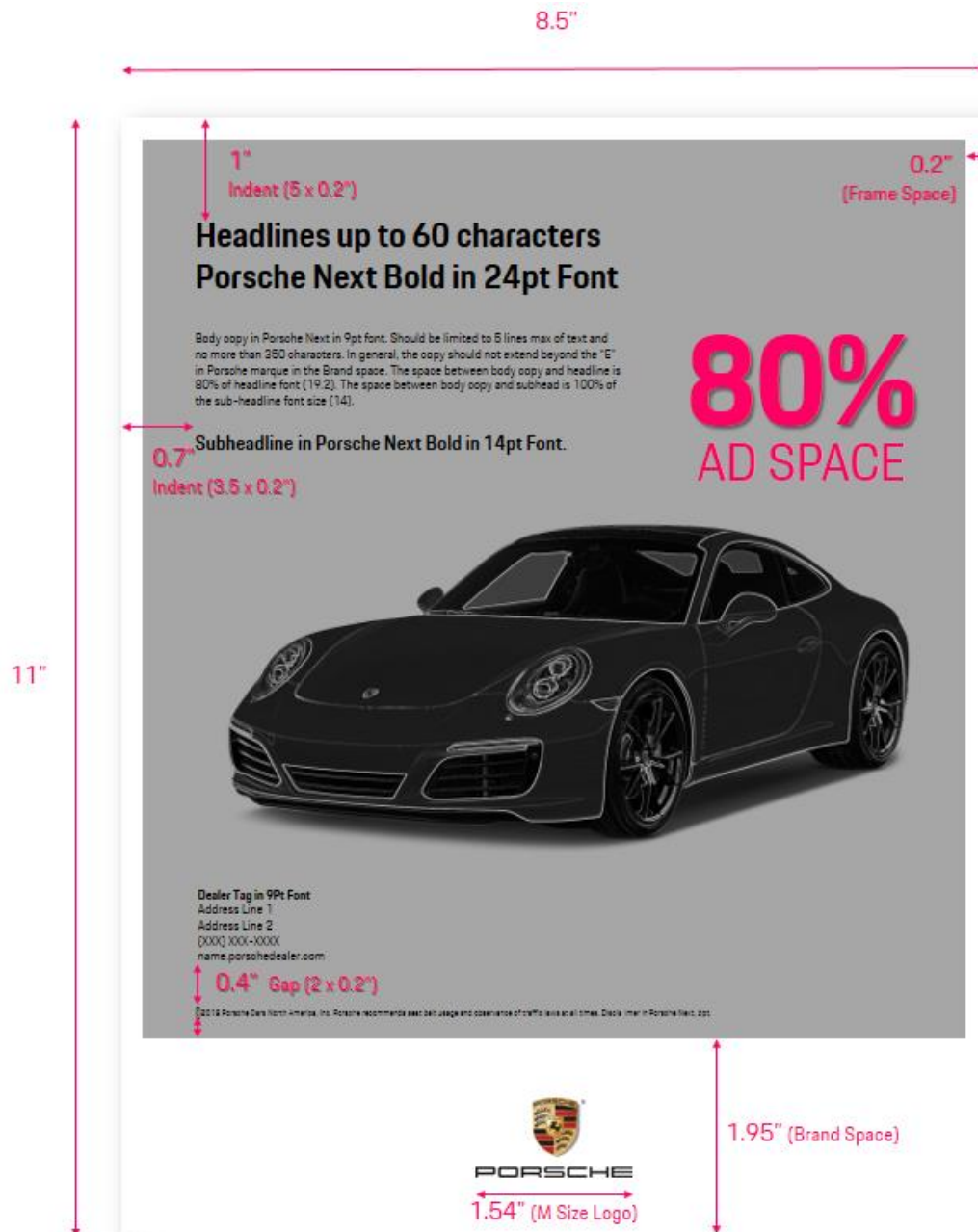


Height = 11"  
 Width = 8.5"  
 Diagonal = 13.9"

**Marque Width**  $13.9" \div 9 = 1.54"$  (Diagonal  $\div$  9)  
**X Value**  $1.54" \div 8 = .20"$  rounded (Marque width  $\div$  8)

# 33 Print

## Full Page Vertical (Headline Above)

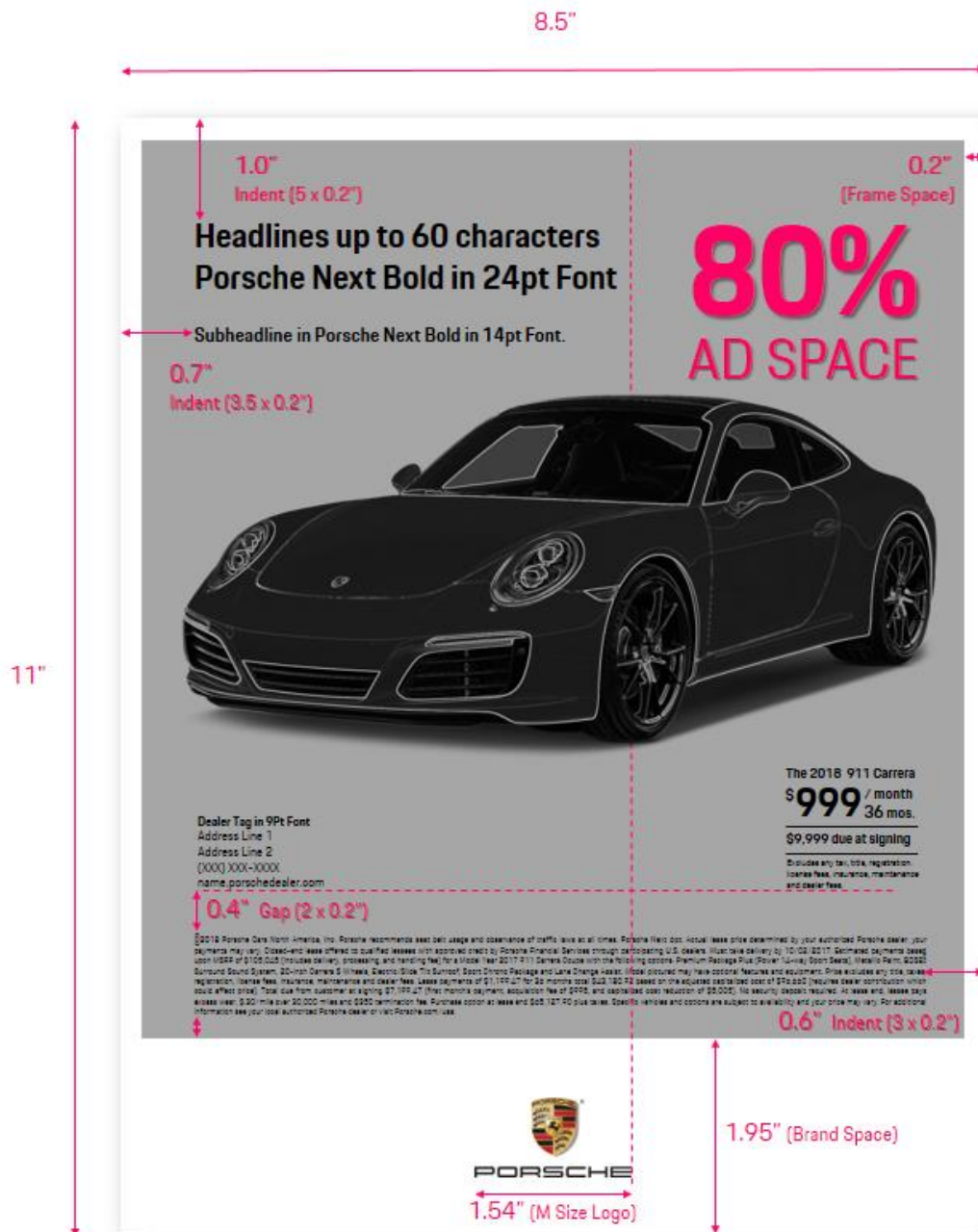


Height = 11"  
 Width = 8.5"  
 Diagonal = 13.9"

<b>Marque Width</b>	$13.9" \div 9 = 1.54"$	(Diagonal $\div$ 9)
<b>X Value</b>	$1.54" \div 8 = .20"$ rounded	(Marque width $\div$ 8)

# 34 Print

## Full Page Vertical (Lease Offer)



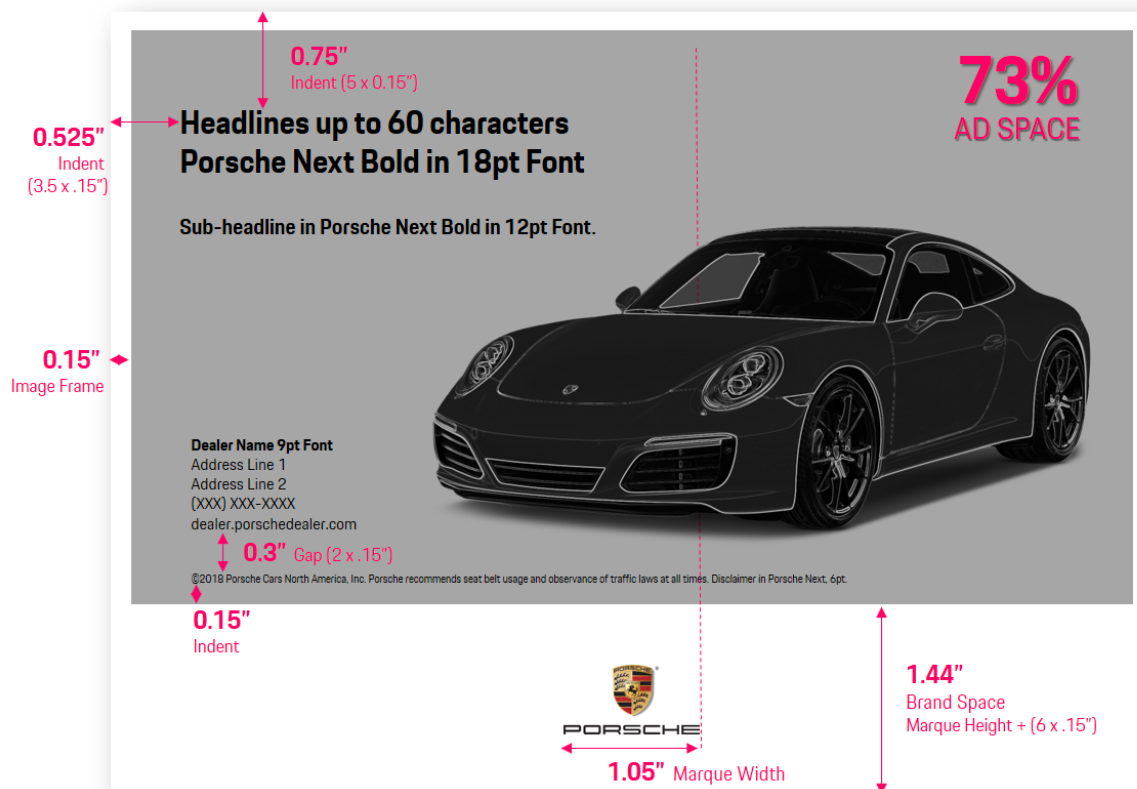
Height = 11"  
Width = 8.5"  
Diagonal = 13.9"

Marque Width  $13.9" \div 9 = 1.54"$  (Diagonal  $\div 9$ )  
X Value  $1.54" \div 8 = .20"$  rounded (Marque width  $\div 8$ )

# 35 Print

## Half Page (Ratio Less Than 3:2)

If the width to height ratio is *less than 1.5*,  
use this standard layout. This sample is 1.33.

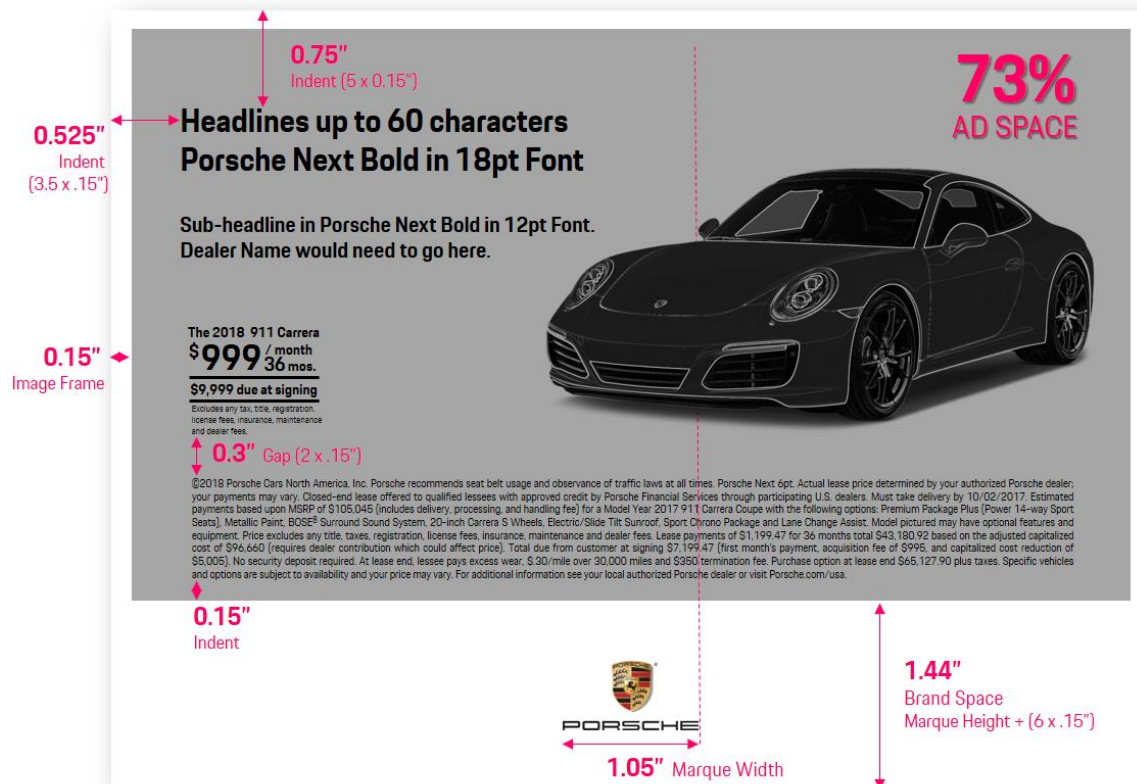


Height = 6"  
Width = 8"  
Diagonal = 10"

**Logo Width**  $10" \div 9.5 = 1.05"$  (Diagonal  $\div$  9.5)  
**X Value**  $1.05" \div 8 = .15"$  rounded (Marque width  $\div$  8)

# 36 Print

## Half Page (Lease)



Height = 6"  
Width = 8"  
Diagonal = 10"

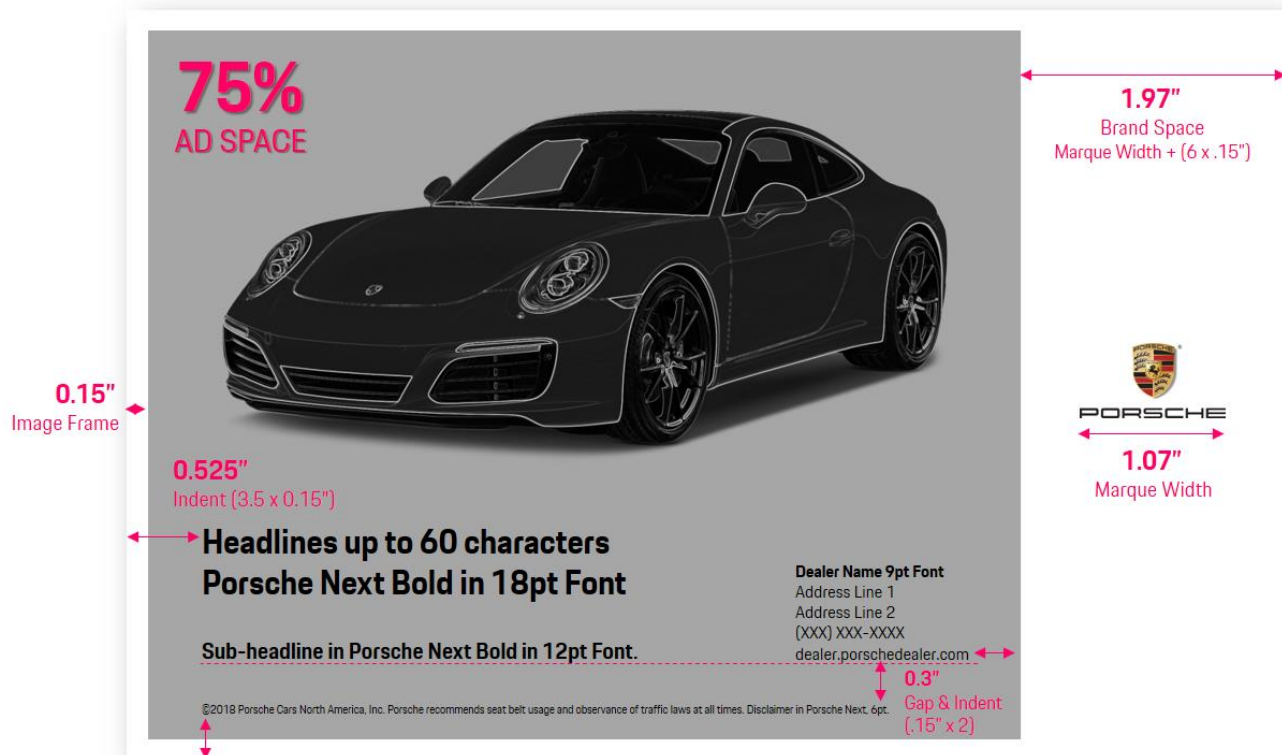
**Logo Width**  $10" \div 9.5 = 1.05"$  (Diagonal  $\div$  9.5)  
**X Value**  $1.05" \div 8 = .15"$  rounded (Marque width  $\div$  8)



# 37 Print

## Extreme Landscape (Ratio Greater Than 3:2)

If the width to height ratio is greater than 1.5  
Use this landscape layout. This sample is 1.55.



Height = 5.5"

Width = 8.5"

Diagonal = 10.1"

**Logo Width**  $10.1" \div 9.5 = 1.07"$  (Diagonal  $\div 9.5$ )

**X Value**  $1.07" \div 8 = .15"$  rounded (Marque width  $\div 8$ )

# 38 OOH/Billboard

**Headlines should be short  
in large bold font.**

**Dealer Name and Location should be  
here in the sub-headline space**

**81% AD  
SPACE**



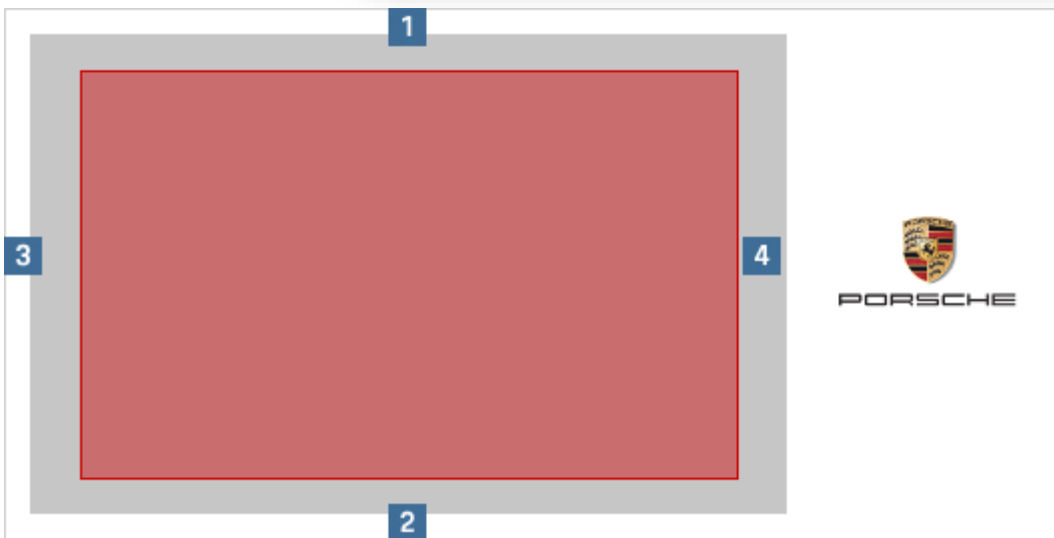
9.22'  
(Brand Space = 6x + Marque)



Height = 14'  
Width = 48'  
Diagonal = 50'

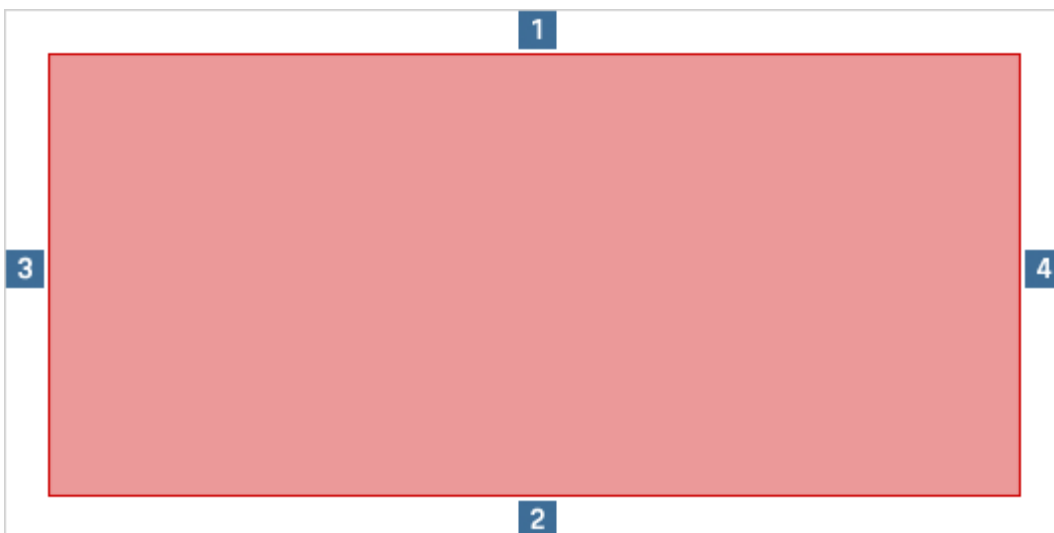
Marque Width	$50' \div 9.5 = 5.26'$	(Diagonal $\div$ 9.5)
X Value	$5.26' \div 8 = .66'$ rounded	(Marque width $\div$ 8)

# 39 Direct Mail



## Cover Page

Mimics the style of the extreme landscape



## Interior Pages

Live space can be text or image. Be sure to keep border (avoid full bleed).

# 40 Video End Screen



# 41 Digital Fidelity

Please remember that for any advertising in the online/digital space that could be integrated into a responsive design (viewed on mobile, tablet, or desktop), be sure to utilize the digital versions of the Porsche marque. In addition, for optimal fidelity and visibility, you may also use the Porsche Next Thin font for tactics such as mobile advertising, email body text, or email signatures.

Both the digital Porsche Marque and Porsche Next Thin are to be used exclusively in these environments.

## Fonts for Digital

Standard:

Porsche Next

**Porsche Next Bold**

Porsche Next Thin – For Online Use Only

## Logos for Digital



Large



Medium



Small



Standard Porsche Marque for comparison

# 42 Web Banners



Leaderboard: 728x90

<b>Medium or Longer Headline</b> <b>Porsche Next Bold.</b>  20XX <Product>		Porsche of Anytown City, State (212) 555-0911 anytown.porschedealer.com <small>©2018 Porsche Cars North America, Inc.</small>	 <b>PORSCHE</b>
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Square: 300x250

<b>Short Headline</b> <b>Porsche Next.</b>  20XX <Product>	
Porsche of Anytown City, State (212) 555-0911 anytown.porschedealer.com <small>©2018 Porsche Cars North America, Inc.</small>	
 <b>PORSCHE</b>	

Half Page: 300x600

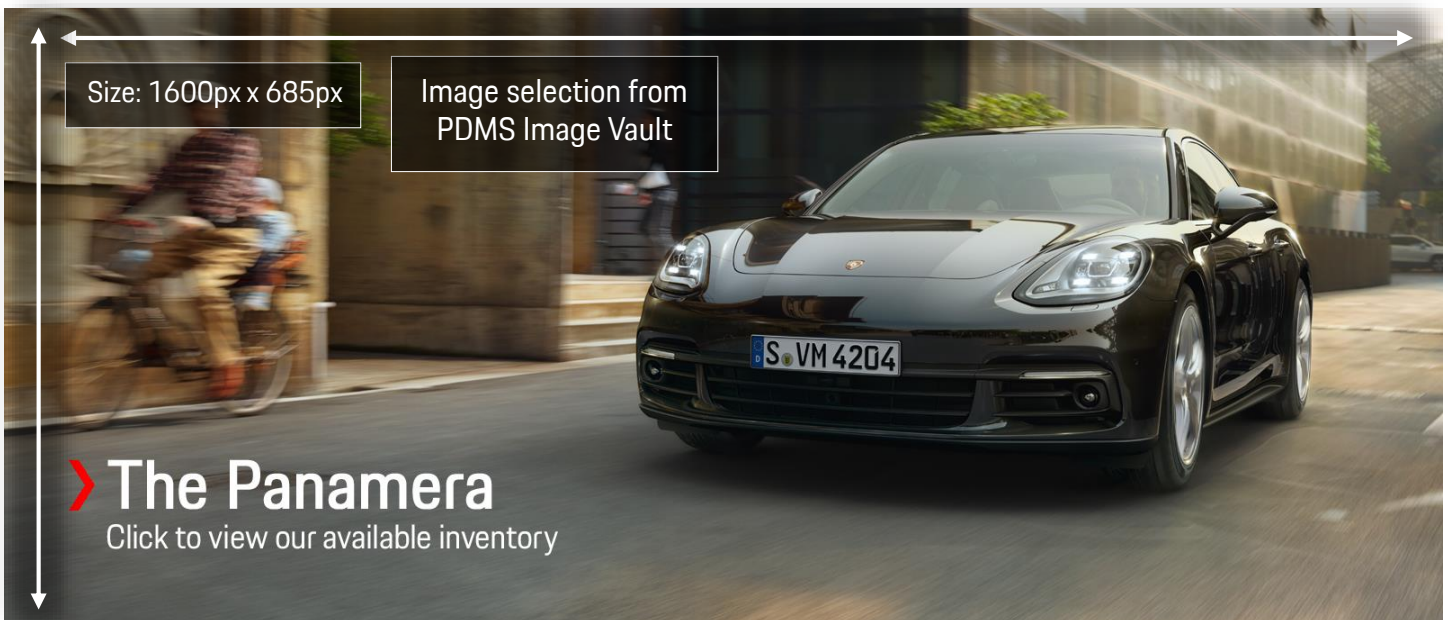
<b>Larger or Longer Headline</b> <b>Porsche Next Bold.</b>  20XX <Product>

Porsche of Anytown City, State (212) 555-0911 anytown.porschedealer.com <small>©2018 Porsche Cars North America, Inc.</small>
 <b>PORSCHE</b>

Skyscraper: 120x600

<b>Very short headline.</b>  20XX <Product>

Porsche of Anytown City, State (212) 555-0911 anytown.porschedealer.com <small>©2018 Porsche Cars North America, Inc.</small>
 <b>PORSCHE</b>

# 43 Website Hero



Fonts for headlines and call to action can vary. Your final sizes may change depending on number of characters, but these general parameters should help assist you to adhere with the basic layout.

**Headline: Porsche Next Bold 18-20pt**

Sub-Headline: Porsche Next 9-12pt

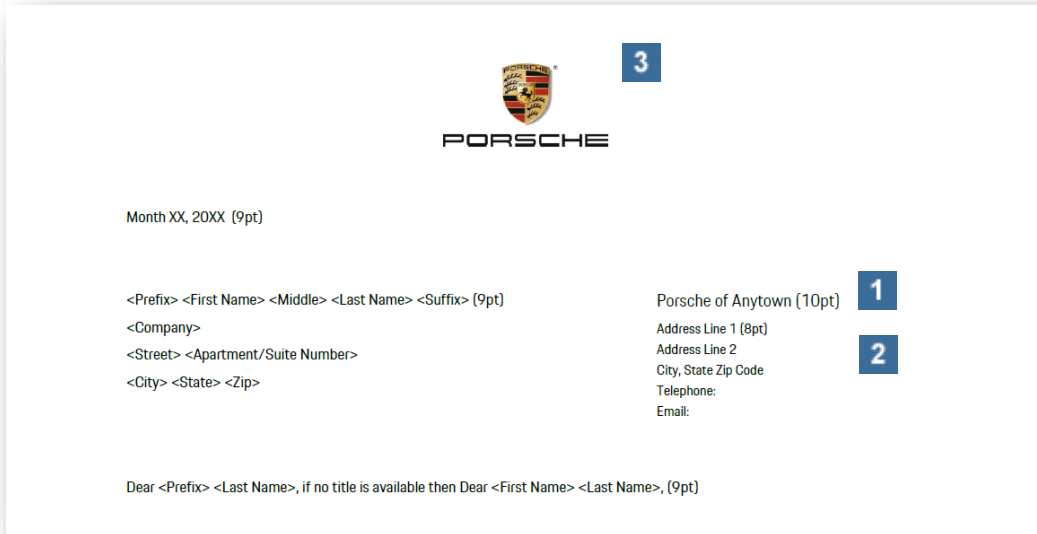
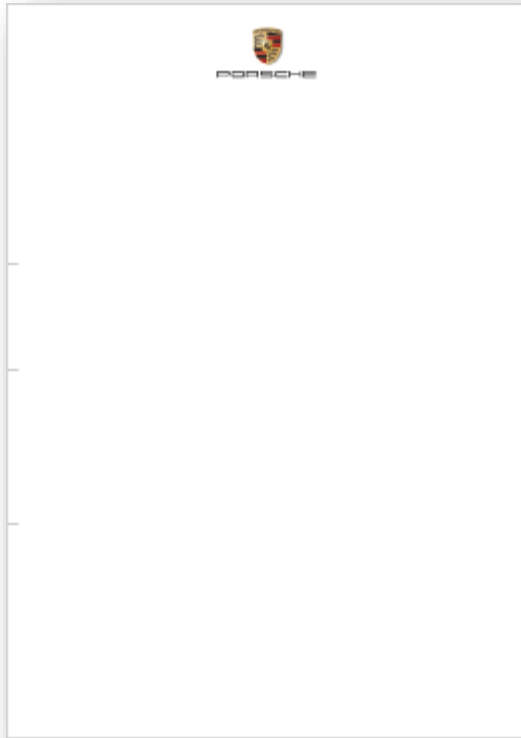




# Part V

## Office Communications

# 45 Letterhead



- 1 Dealer Name (10pt font)
- 2 Dealer Address (8pt)
- 3 Porsche Marque

# 46 Envelopes



PORSCHE

**Porsche Anytown**

123 Main Street  
City, ST 54321



Dr. John Q. Sample  
555 Riverfront Blvd.  
Unit #991  
Chicago, IL 60657

# 47 Business Cards



## Credit Card Size

Approx. 3.37"×2.125"

New business cards can be printed locally or ordered online via the Porsche-approved vendor:

PPN → Online Systems → Dealer Marketing Materials *(Click)* → Dealer Support Materials → Dealer Stationary *(Click)*

