

Schüco Corporate Design  
Logo Style Guide

# Brand Licensing Agreement

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**SCHÜCO**

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## Using the Schüco logo

In this style guide, you will find all of the guidelines for authorised use of the Schüco logo.

Following approval of the Brand Licensing Agreement, the logo may be used in accordance with the provisions outlined in this document.

If you have any questions or require any support, please contact Schüco Brand Management at [bic@schueco.com](mailto:bic@schueco.com)

## Brand Licensing Agreement

Schüco is a leader in the development and sale of systems for the manufacture of windows, doors and façades (hereinafter referred to as “Schüco systems”). These systems consist of various original components, developed and made available by Schüco (hereinafter referred to as “Schüco components”).

The corresponding products, e.g. windows, doors and façades, are manufactured by qualified specialist companies using Schüco systems and Schüco components (Schüco systems, Schüco components and the products manufactured from them are hereinafter referred to as “Schüco products”).

Our Schüco logo is legally protected, particularly trade mark protected.

The Schüco logo is displayed in a large, bold, black, sans-serif typeface. The letter 'S' is stylized with a thick, blocky design. The 'H' is also bold and blocky. The 'Ü' is a key feature, consisting of a bold 'U' with two short, thick horizontal bars above it, resembling a roof or a stylized 'U' with a double accent. The 'C' and 'O' are also bold and blocky, with the 'O' being a simple, thick-lined circle.

Use of the logo by your company is therefore only permitted with our explicit consent.

We shall only grant this consent in line with the conditions set out in detail below. These conditions must be expressly accepted by you BEFORE you use the Schüco logo. You can do this by ticking the appropriate box.

## I. Use of the Schüco logo in the context of specific Schüco products

Schüco grants your company the non-exclusive right to use the Schüco logo in the specific context of advertising and selling Schüco products in line with the conditions specified below:

1. The Schüco logo may be used:
  - a. In direct connection, in terms of content or space, with the offer or promotion of Schüco products
  - b. As part of a general reference to the product brands that are offered by your company (e.g. on the website, on company vehicles or on the company building)
2. Any use of the Schüco logo requires the identity of your company to remain clearly recognisable to the addressee. The responsibility for the Schüco products offered by your company and the content of your communication must also always be clearly attributable to your company. The following are therefore not permitted:
  - a. Any use of the Schüco logo that may give the impression that you are Schüco, a company affiliated with Schüco within the meaning of Section 15 of the German Stock Corporation Act (AktG) or a natural or legal person acting on behalf of Schüco and/or representing Schüco in legal transactions
  - b. Any use of the Schüco logo which does not make it unequivocally clear that Schüco is neither the corporate name of your company nor a component thereof, but merely indicates a contractual relationship between Schüco and your company
3. Use of the Schüco logo in connection with products from a different manufacturer is not permitted.
4. The Schüco logo may only be used in the format shown on the previous page. Any changes to the logo (including changes to the colour scheme) are not permitted. Combining the Schüco logo with another part of an element to form one complete sign (e.g. "Schüco Partner", "Schüco authorised dealer" etc.) and/or the use of "Schüco" as the company name (or as a part of the company name) is not permitted without express prior written consent from Schüco. Use of the "Schüco" logo as part of a domain, an e-mail address or a social media account, for example, is not permitted.

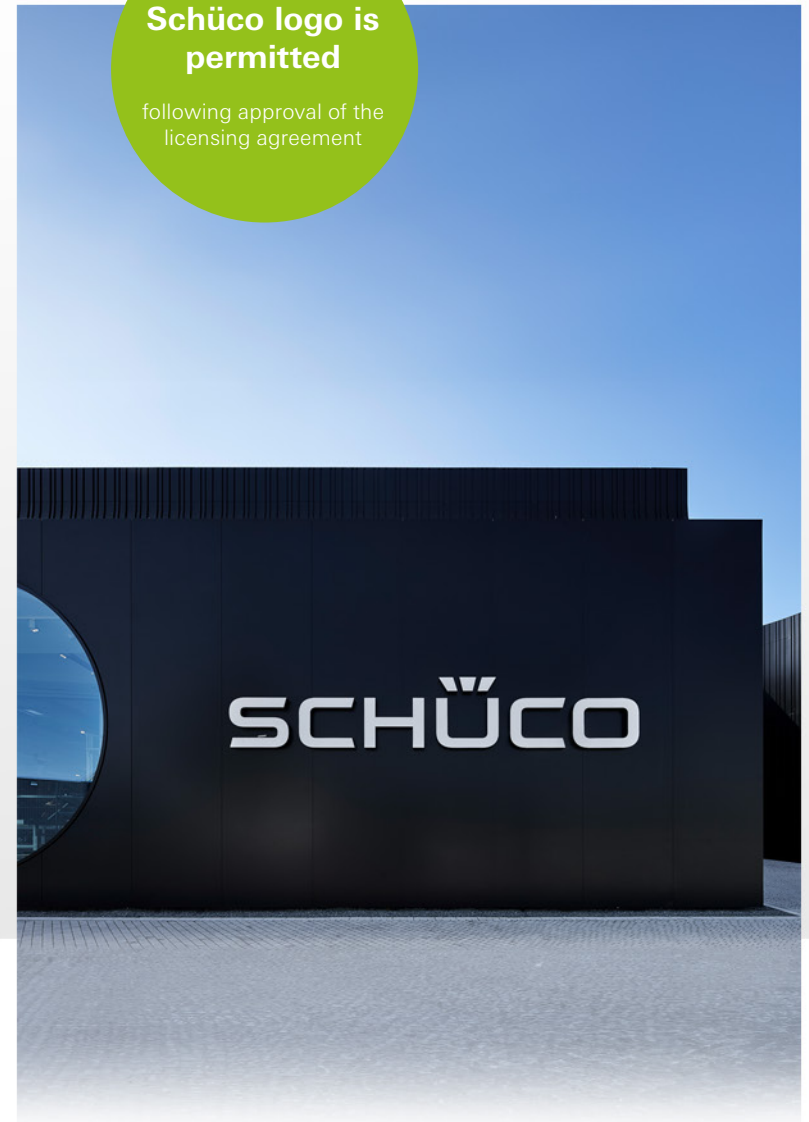
## II. General regulations

1. Schüco reserves the right to change the Schüco logo at any time. Schüco will communicate this in good time. Within three months at the latest, the new logo must be used exclusively.
2. Schüco is entitled to terminate this Agreement at any time without providing reasons, giving a notice period of 1 month. The right to extraordinary termination without notice remains unaffected. Any right to use the Schüco logo expires as soon as the cancellation takes effect.
3. This Agreement constitutes the entire agreement relating to the granting of rights for use of the Schüco logo. Subsidiary agreements are not valid. Subsidiary agreements are not valid. Any prior agreements shall be replaced (e.g. regulations in the "Schüco Partner Agreement" concerning the Schüco logo). Changes or additions to this Agreement must be made in writing to be effective. This also applies to an amendment of Section II. 3.
4. Complete or partial assignment or transfer of this Agreement is only permitted with the express written consent of the other party.
5. This Agreement can only be concluded by natural persons whose habitual residence is outside the EU, Switzerland, Norway, Liechtenstein or Iceland. Legal entities must have their official place of business outside of these territories. If the habitual residence or official place of business is not outside the aforementioned territories at the time of conclusion of this Agreement, this Agreement shall be null and void.
6. All disputes arising out of or in connection with this Agreement shall be finally settled in accordance with the Arbitration Rules of the German Arbitration Institute (DIS) without recourse to the ordinary courts of law. The arbitral tribunal shall be comprised of a sole arbitrator. The seat of the arbitration is Hamburg. The language of the arbitration shall be English. The rules of law applicable to the merits shall be German Law.

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**Use of the  
Schüco logo is  
permitted**

following approval of the  
licensing agreement



## Schüco logo

Logo

The image shows the Schüco logo wordmark in a bold, black, custom-drawn sans-serif typeface. The letters are 'S', 'C', 'H', 'Ü', 'C', 'O'. The 'Ü' is stylized with a crown-like graphic above it, consisting of three slanted bars. The 'C' and 'O' have a distinctive open, rectangular shape.

The Schüco logo is comprised of a graphically designed wordmark of “SCHÜCO” in custom drawn letters, with the stylised crown above the “U” as an additional image component.

The graphic design of the word “SCHÜCO” must not be used without the stylised crown.

In general, the graphics and design of the logo must not be changed.

## Schüco logo

### Protected space

Primarily black text on a white background, the word and figurative mark reflects its independence and presence.

To ensure the desired impact is achieved, the logo must not be combined with text or other additions.

### Required distance around the edges / negative spaces

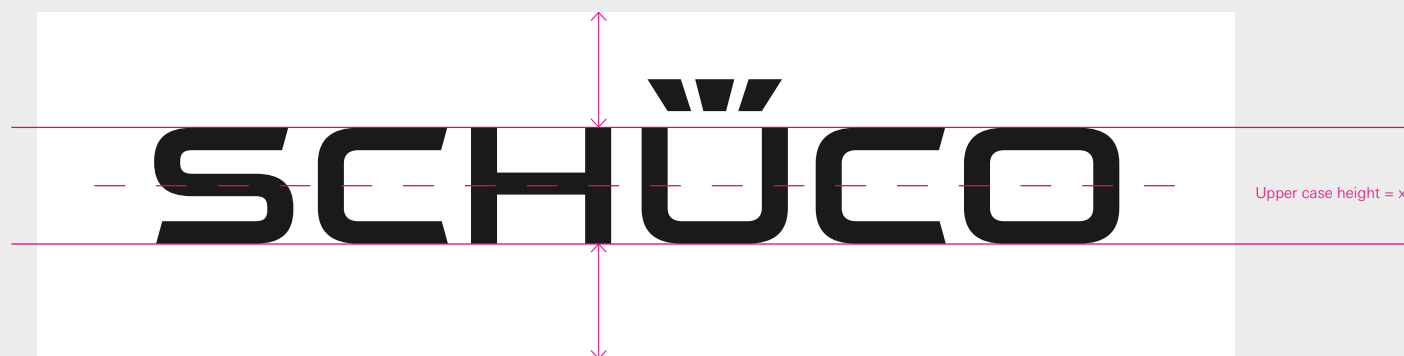
The minimum negative space required around the Schüco logo is determined by size of the logo used and must not measure less. It corresponds to the respective upper case height of the logo (x) on all sides. The crown above the letter "U" is not taken into account here.

### Focal point

With a horizontal focal point, the centre of the logo letters (without the crown) forms the centre of the format.



Minimum free space



Format

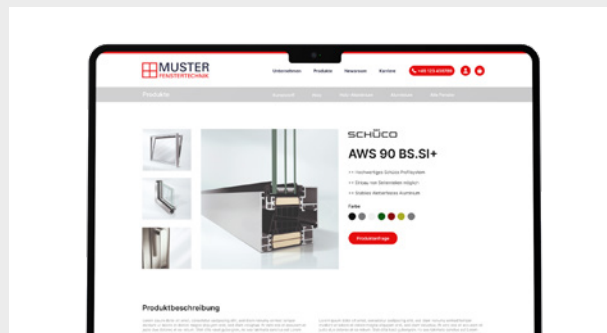
# Schüco logo

Dos

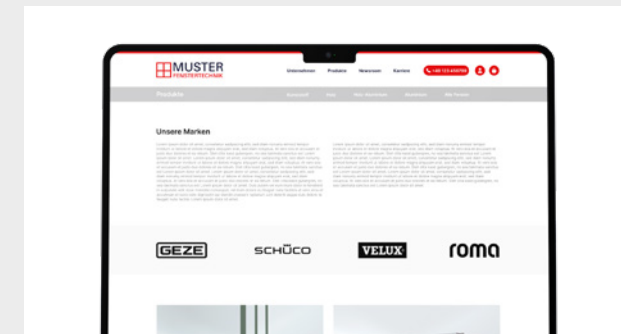
The Schüco logo may be used:

- 1 In specific **connection** with the promotion and sale of **Schüco products**.
- 2 As part of a reference to the **product brands offered by the company**, as long as the **Schüco logo is not larger than the company's own logo**.
- 3 In some cases, **Schüco may be the only brand offered**. If the **only products offered are Schüco products**, then it is possible for only the Schüco logo to be used. The Schüco logo must not be larger than the company's own logo. The design must clearly convey that Schüco is not the sender, but merely the brand offered by the actual sender. A clear distinction is necessary to avoid confusion.

## 1 In connection with Schüco products



## 2 Use in the brand overview



## 3 Special case – Schüco as the only brand offered



## Schüco logo

### Don'ts

The Schüco logo must not be:

- 1 Used in such a way by a company as to give the **impression that the company is Schüco**. Whenever the Schüco logo is used, it must be clearly understood by the recipient that the sender is an external company.
- 2 Used in conjunction with **products from other manufacturers**.
- 3 Used in a **form** different than that shown in the Brand Licensing Agreement.
- 4 Used in conjunction with other logos without express approval from Schüco. The word Schüco must **not be used as part of** a domain, an e-mail address or a social media account.

❶ Impression that the company is Schüco



❷ In connection with products from other manufacturers



❸ Modified design



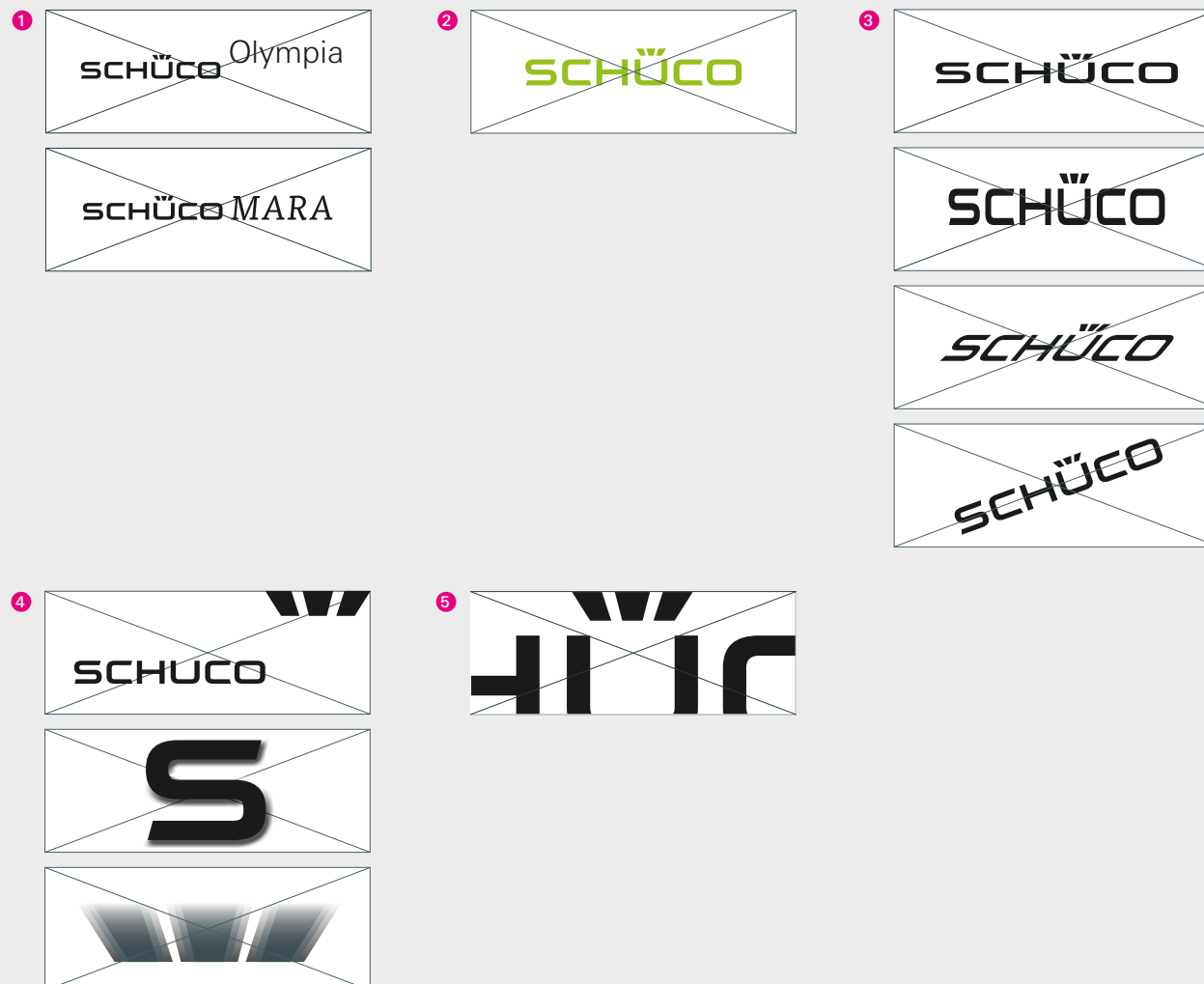
❹ In combination with other logos without approval



## Schüco logo

### Don'ts

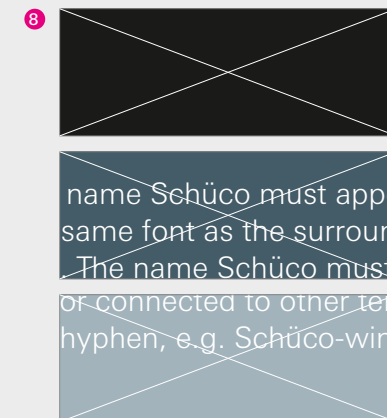
- 1 Combining the logo with **any additions** outside of the brand architecture is prohibited. This also applies to additions to the typography of the Schüco lettering.
- 2 The logo may only be used in the original template **colours** (black or white).
- 3 The logo must be scaled **proportionally**. Horizontal, vertical or perspective distortion is not permitted, nor is rotation of the logo.
- 4 The crown and other logo components, such as the letter "S", **must not be used separately** from the Schüco logo or manipulated in terms of design.
- 5 The logo must not be cropped or modified in **any way**.



## Schüco logo

### Don'ts

- 6 **3D** or **metallic** effects and outlined illustrations of the logo are not permitted.
- 7 The logo must not be used over a **dominating background**. Using the logo over dominant photo motifs is also prohibited.
- 8 Schüco is never emphasised by way of using the logo in **continuous text**. The name Schüco must appear in the same font as the surrounding text, it must not be split and it must not be connected to other terms using a hyphen.



## Impressum

### Contact

The basic font package “Univers for Schueco” is required to implement all of the Schüco design specifications detailed in this style guide. You can find and download the licensing information in the Schüco Corporate Design Center under “Fonts”.

#### **Contact**

bic@schueco.com

#### **Responsible**

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