The background features a dark blue gradient with a pattern of thin, light-colored lines and small, four-pointed star shapes scattered across the right side, resembling a constellation or a stylized fireworks display.

Villeroy & Boch
Corporate Design Manual
31 January 2011

Contents

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APPLICATIONS

1 ADVERTISEMENTS

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3 LITERATURE

Welcome to the new design

A uniform appearance helps us to maintain a consistent image in Europe and throughout the world across all of our divisions, making us recognisable and visually consistent.

A uniform corporate image is the prerequisite for generating trust and sustained success.

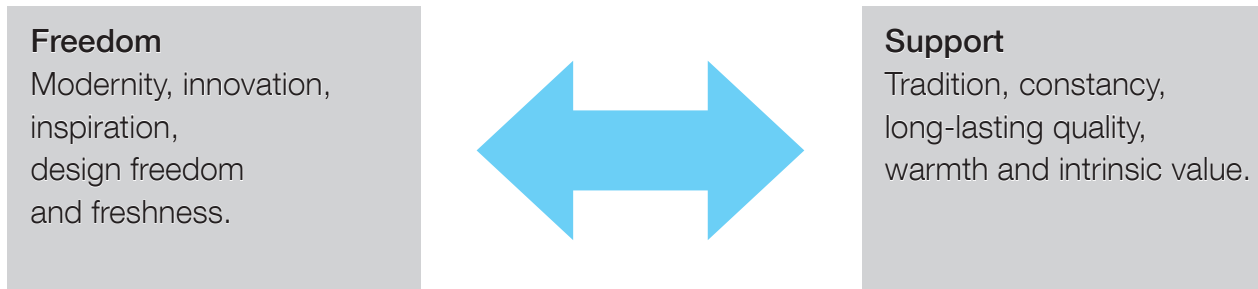
Our new visual identity

In order to sharpen our brand profile and ensure that it is fit for the challenges of the future, its look and feel have been fundamentally revised.

The objective is to create an image that communicates the unique fascination of our products and our brand – one that is attention-grabbing, refined, involving and accessible, and that offers a sustained impact.

The strategic foundation of the brand image

Our brand has always embodied that unique tension between **FREEDOM AND SUPPORT**. The presentation of the brand between these two extremes creates a brand image that is both unique and compelling, and allows the emotional added value of our brand to be experienced.



Interesting mix



From the collage ...



to the scenario.

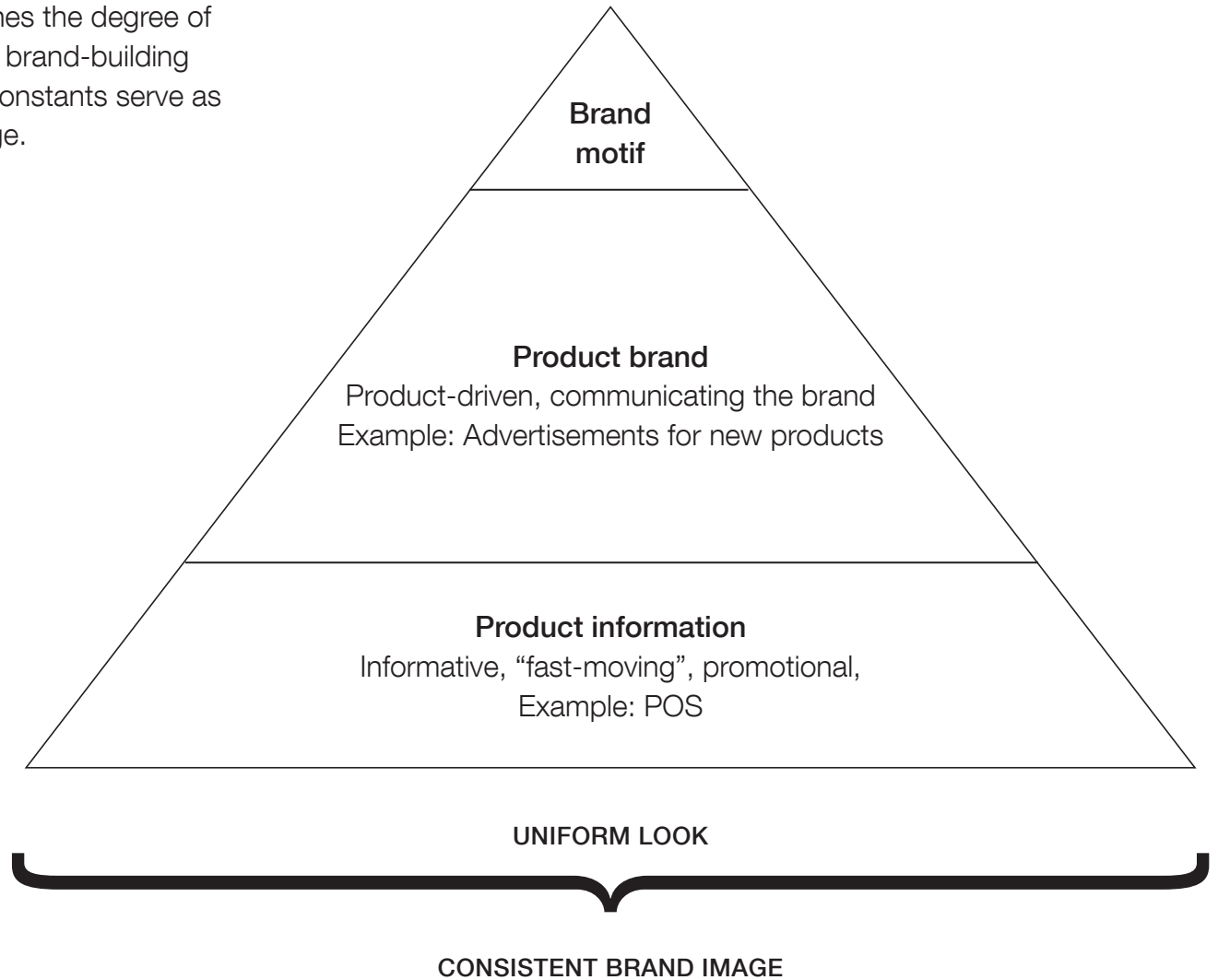
Freedom



Support

A hierarchical system

The function of each type of promotional material determines the degree of inspiration and elaborateness of the design. Whether for a brand-building “flagship project” or a sales promotion leaflet – graphical constants serve as the visual framework and ensure a uniform corporate image.



INTRODUCTION

The corporate image

Freedom requires a certain amount of support: basic elements and rules have therefore been defined for the new corporate image. These form the design framework, and help to ensure that a uniform image is achieved.



Villeroy & Boch
1748

PETITE FLEUR
Schließe die Augen, öffne dein Herz.
INSPIRIERT VON DER NATUR.
Erwachen deine Sinne zum Erleben.

Kollektion
PETITE FLEUR

Ad magna fugiam, quisquisummy at nomiputet, socte tinci blam, quametum iustrud minimo dist. Amet ullandio er sequat ute consed diamet, sis at. Fenis at ad ea faccum vero odipit dolor praesto odignis modipau scidim beel. For a brochure or a complete list of stockists please call 020 8875 660 or email brochure@villeroy-boch.com

WWW.VILLEROY-BOCH.COM

Advertisement, Petite Fleur

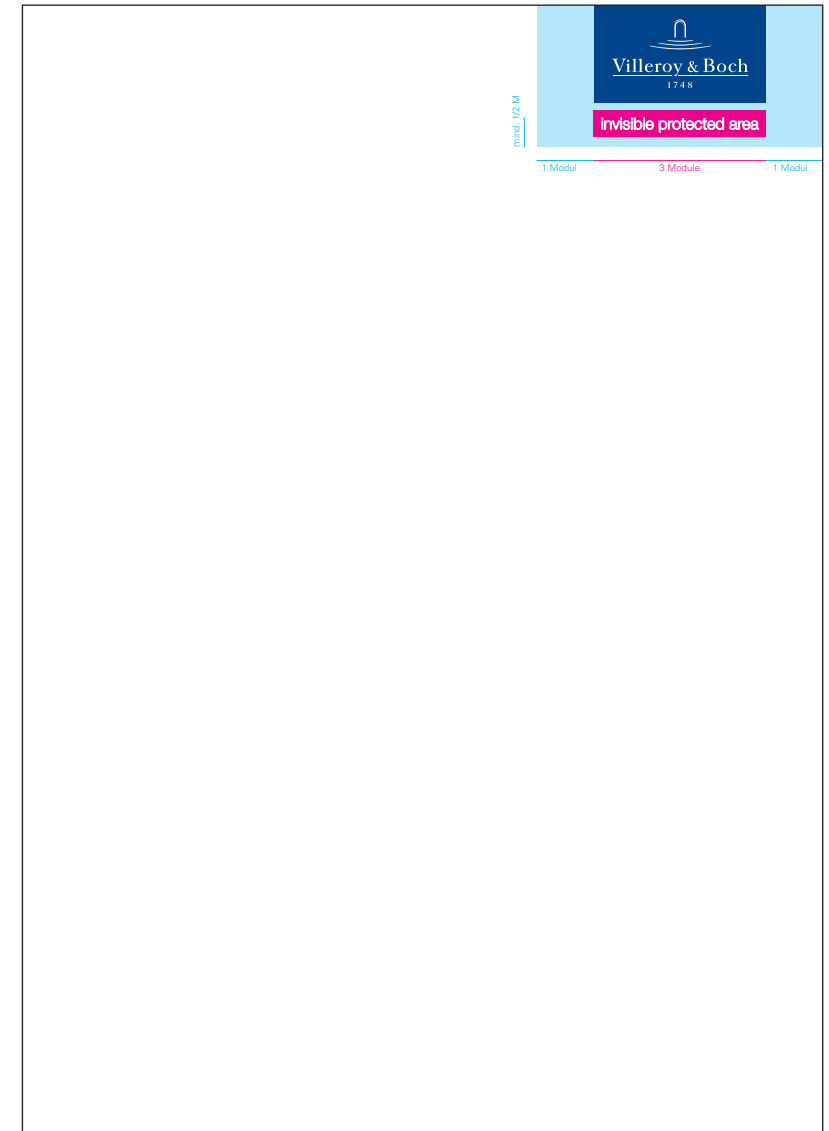
STANDARD ELEMENTS

- 1 Logo
- 2 Headline and typography
- 3 Information section, collection icon, copy and URL
- 4 Imagery and presentation
- 5 Colour world
- 6 Banderole
- 7 Eye-catcher
- 8 Grid

1 Logo

POSITIONING

- The logo is positioned on a white background to allow it to realise its full potential.
- If the logo cannot be positioned on a white background, then an uncluttered, monochrome background will also allow it to shine.
- A protection area ensures that the logo enjoys uncluttered surroundings.
- The trademark can be found in the upper right portion of the format or at the upper right in the banderole.



1 Logo

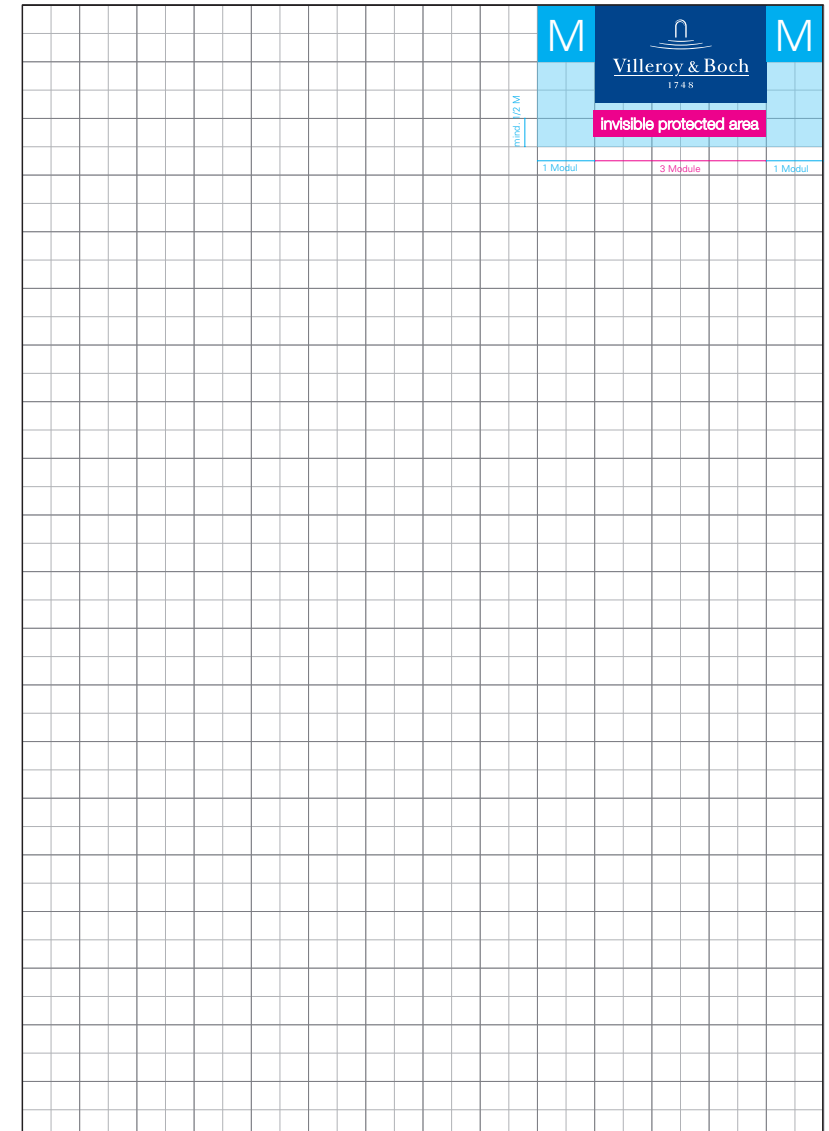
POSITIONING AND SCALING

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 modules; this is used to determine logo height X
- **Positioning:** At the upper right in the bleed, distance of 1 M to the right
 - On cluttered/non-uniform backgrounds: Logo at the upper right in the banderole
- **Protection area:** 1 module to the left and to the right edge of the format;
at least ½ M towards the bottom

Exception:

- **POS grid:** Short page 12 M, long page 20 M
 - The resulting logo depiction at the POS is larger and therefore better suited to the special circumstances (distance from which it will be read), ensuring distinctive branding.
- **Extreme formats (narrow banners):** Logo width 4 M

M is the size of one module in the document grid.

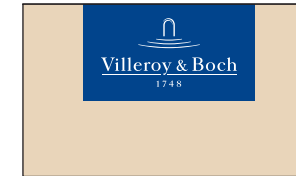


1 Logo

POSITIONING ON BACKGROUNDS

- The optimum logo positioning is on a white background; monochrome backgrounds are also an option. Colours must be desaturated and sufficiently bright.
- It is not to be positioned on cluttered/non-uniform backgrounds.

DO



DON'T



1 Logo

COLOURS

In two-colour and multi-colour brand communications, the logo is always blue. In monochrome media the trademark is shown in black. The logo is always shown negative on the coloured area.



Spot Pantone 280



100 % black



Four-colour
c 100 m 75 y 0 k 20

1 Logo

SIZES AND FORMATS

Example formats and their corresponding logo sizes:

Print (grid 14 x 20)

DIN format in mm	Logo width in mm
DIN long (100 x 210) PFLyer	28.5
DIN long, landscape (210 x 100)	31.5
A5	31.8
A5 landscape	31.5
A4 (210 x 297)	45
A4 landscape (297 x 210)	44.5
A3 (297 x 420)	63.6
A3 landscape (420 x 297)	63
A2 (420 x 594)	90
A2 landscape (594 x 420)	89
A1 (594 x 840)	127.3
A1 landscape (840 x 594)	126

The minimum size of the logo is 20mm in width in all media.

POS (grid 12 x 20)

DIN format in mm	Logo width in mm
DIN long (100 x 210) PFLyer	33
DIN long, landscape (210 x 100)	31.5
A5	37
A5 landscape	42
A4 (210 x 297)	52.5
A4 landscape (297 x 210)	44.5
A3 (297 x 420)	74.25
A3 landscape (420 x 297)	63
A2 (420 x 594)	105
A2 landscape (594 x 420)	89
A1 (594 x 840)	148.5
A1 landscape (840 x 594)	126

Special formats in mm

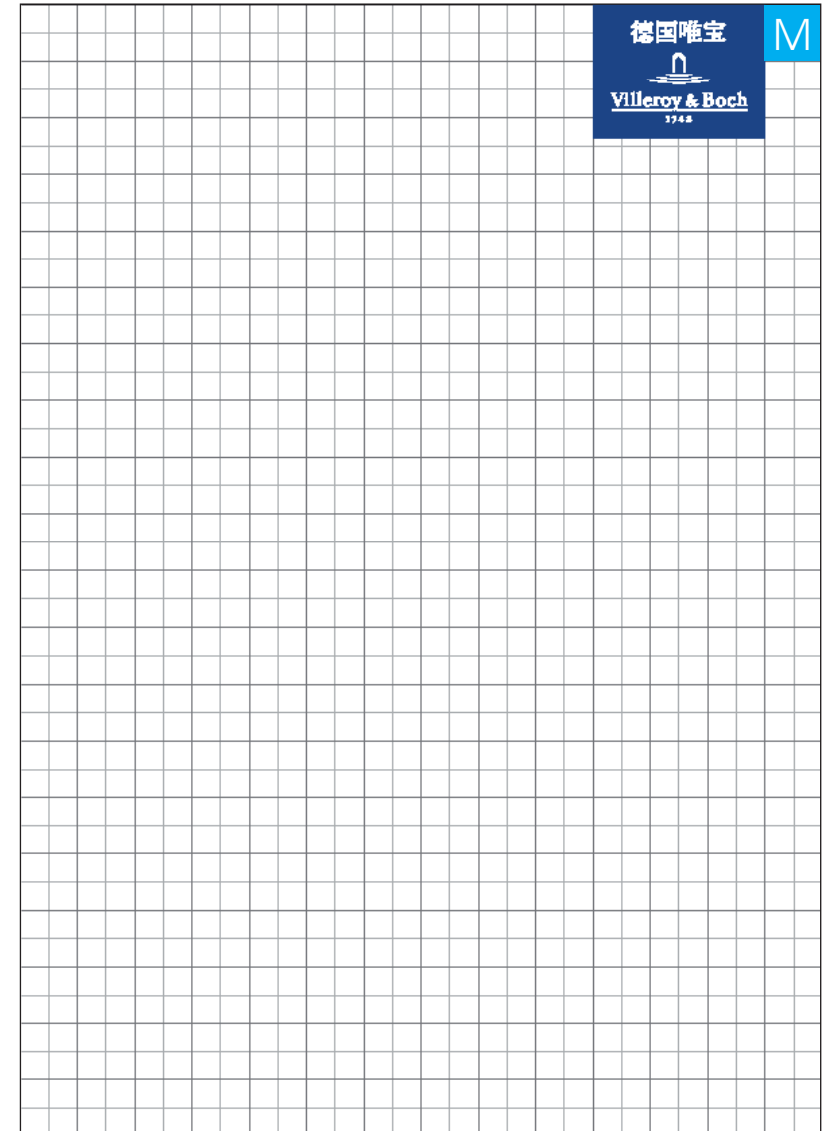
Freestanding price display (95 x 180)	25
500 x 700	125
600 x 1600	200
700 x 1600	233

1 Logo

CHINESE ADAPTATION

- The trademark is supplemented with Chinese characters
- **Positioning and scaling:** As for the original European version – the proportions are not changed

M is the size of one module in the document grid.



2 Headline and typography

Fonts and font styles

Villeroy & Boch's corporate image is determined by two font families: The VilleroyBoch corporate font (Serif) and Univers (Grotesk).

- **VilleroyBoch:** Headers, sub-headers and continuous text
- **Univers:** Technical product information, figure captions and marginalia
- **Univers Condensed:** Used for large amounts of text and for a large volume of product information

Both font families include multiple font styles that allow for a variable and diverse range of designs, including light, italic, bold and condensed.

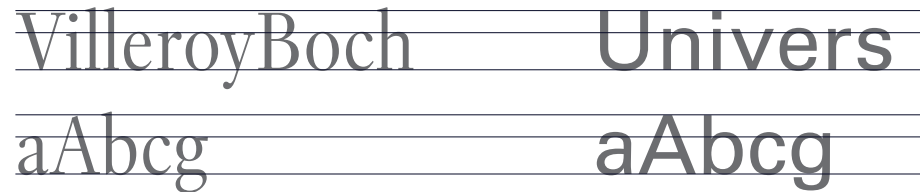


Fig. VilleroyBoch and Univers

Typography

Villeroy & Boch corporate font:

VilleroyBoch Regular, for headlines and sublines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz

VilleroyBoch Italic, for continuous text

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz*

VilleroyBoch Bold, for highlighting text

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz**

Univers font styles:

Univers 55 Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz

Univers 65 Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz**

Univers 45 Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz

Univers 47 Condensed Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz

Univers 67 Condensed Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !“§\$% &/()=?`
abcdefghijklmnopqrstuvwxyz**

2 Headline and typography

The fundamental purpose of all texts is to impart the unique “story” of the product in question. As with the visual imagery, the text can be scaled to suit the significance of its narrative content. We always work with two purposes in mind: inspiration and information.

1. Inspiration characterises the brand level:

The content and form communicate the value of the brand and the product.

The tonality is poetic and sophisticated, inviting and comprehensible.

The headline properties:

- The text in uppercase letters imparts the product essence in a way that can be grasped quickly.
- The text in uppercase and lowercase letters adds a narrative level.

Area of use: Brand motifs, product advertisements

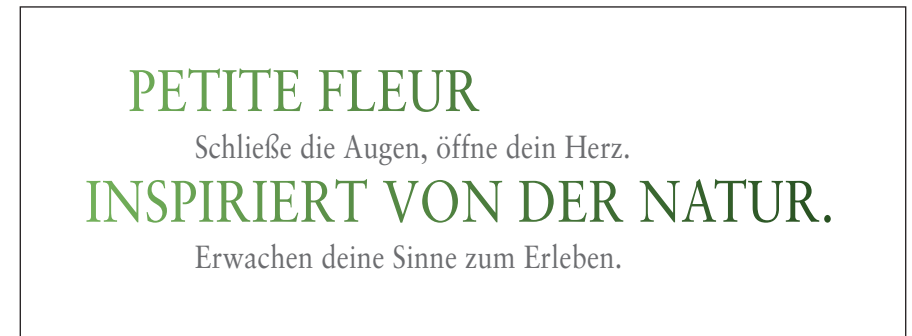
2. The product level is informative:

The content directly communicates the essence of the product.

The tonality is direct, focused and informative.

The headline positions the product and/or describes a relevant advantage.

Area of use: POS, literature



Brand level



Product level

3 Information section

- Collection icon
- Copy text
- URL
- Captions



Schöne Geschenkideen von Villeroy & Boch · Jetzt hier erhältlich.



WWW.VILLEROY-BOCH.COM/CHRISTMAS



3 Information section

COLLECTION ICON: BATHROOM AND TABLEWARE DIVISIONS

The collection icon for the Bathroom and Tableware divisions presents the collection names. This allows the collection icon to emphasise the premium quality of our products. It is to be found on all advertising media in which there is a strong focus on a specific collection.

Kollektion
NEW COTTAGE

German version

Collection
NEW COTTAGE

International version

3 Information section

COLLECTION ICON: DESIGN AND ADAPTATION

The collection icon always comprises two lines of text.
All of the elements are centred and shown in 70% black.

EXAMPLE: A4

- **First line:** VilleroyBoch Italic, 9 pt, blocked (+60)
- **Collection name:** VilleroyBoch Regular, 12 pt, line spacing 14 pt, blocked (+40)
- **Thin line:** Thickness 0.8 pt, length 33 mm
- **Thick line:** Thickness 1.6 pt, length 19.8 mm (60% of the thin line)
- **Distance between the lines:** Thickness of the thin line 0.8 pt
- **Distance between the lines and the collection name:** 14 pt/3 or the line spacing for the two text lines.

The collection name can be changed in adaptations, and its width is also variable;
the length of the doubled line remains unchanged.



Fig. Dimensions for A4
German version

The icon should not be shown smaller than its minimum height of 8.5 mm as its legibility might suffer as a result.

3 Information section

COPY TEXT

The copy text is always shown in VilleroyBoch Italic.

For DIN A4 format: 9 pt, line spacing 12 pt

3 Information section

URL

The URL is always shown in VilleroyBoch Regular Uppercase

For DIN A4 format: 12 pt, line spacing 20pt, blocked (+50), 70% black

3 Information section

CAPTIONS

The collection name (e. g. Subway, Modern Grace) is first shown in Univers 65 Bold Uppercase, then the product category (bathroom collection, tableware) in Univers 55 Roman mixed, 100 % black there is a distance of 3 spaces between the components on the same line

e. g. **SUBWAY** bathroom collection **CULT** tap fittings range **ONE & ONLY** tiles

Within a collection, the product group is specified first, followed by the description.

e. g. **SIDEBOARD** Oak Graphite with drawer

For DIN A4 format: Univers 7 pt

[The price lists are an exception > see page 80.](#)

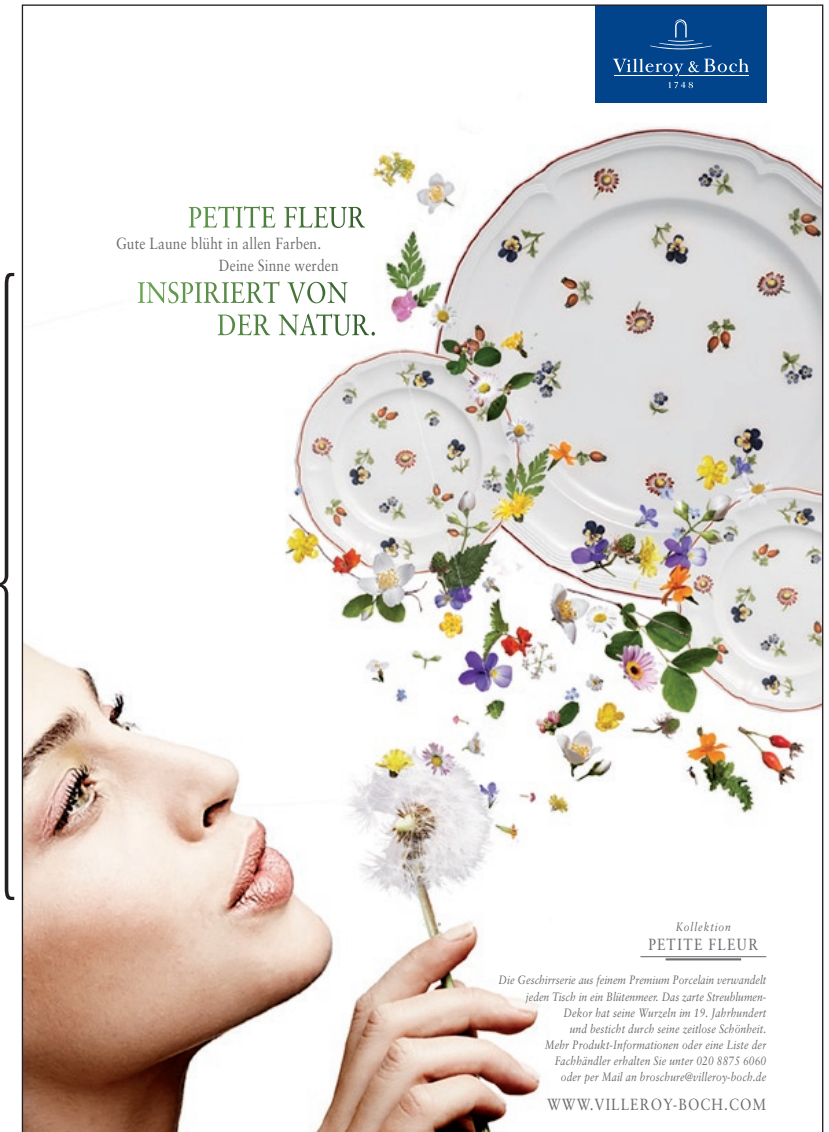
4 Imagery and presentation

The new campaign/imagery creates a distinctive image for the brand. With the new visual components, Villeroy & Boch is positioning itself in a more contemporary, relevant and emotional manner.

The corporate image underscores the premium quality while making the brand accessible. At the brand and product level in particular, collage-like compositions make it possible to create an image that communicates the fascination and inspiration of the brand while bringing it to life.

The fundamental design elements (1 – 4) in Villeroy & Boch's new corporate image serve as the visual framework for the varied and creative language, without restricting it. They are intended to generate space rather than occupying it. Controlling the quality of the photo/graphic components, content and elements through which Villeroy & Boch communicates is even more important for the new design freedom. They ensure that the brand is positioned in the premium sector.

2.4



4 Imagery and presentation

COLLAGE

At brand and product level, the various collage techniques allow us to place the products in new settings and to give our communications a more “narrative” character. We depict the product, yet we also present the idea and the emotional benefits of the product and the brand.

The bandwidth of the brand image



From collages with individual products ...

and collages with illustrations ...

to collages with pictures within pictures.

4 Imagery and presentation

LIFESTYLE WORLDS

We use scenarios at the product and information level. Minimalist or opulent, shot in a studio or on location, the scenarios always communicate the feeling of the collection because they are presented authentically in the corresponding lifestyle world.

The lifestyles



From minimalist presentations ...



and studio settings ...



to shots on location.

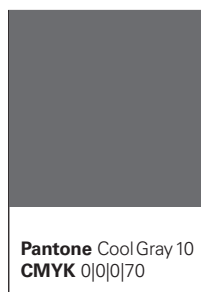
5 Colours

CORPORATE COLOURS

The blue of the logo and the large proportion of white define the Villeroy & Boch colours. The contrasts in the design are soft and fluid.



Corporate colour

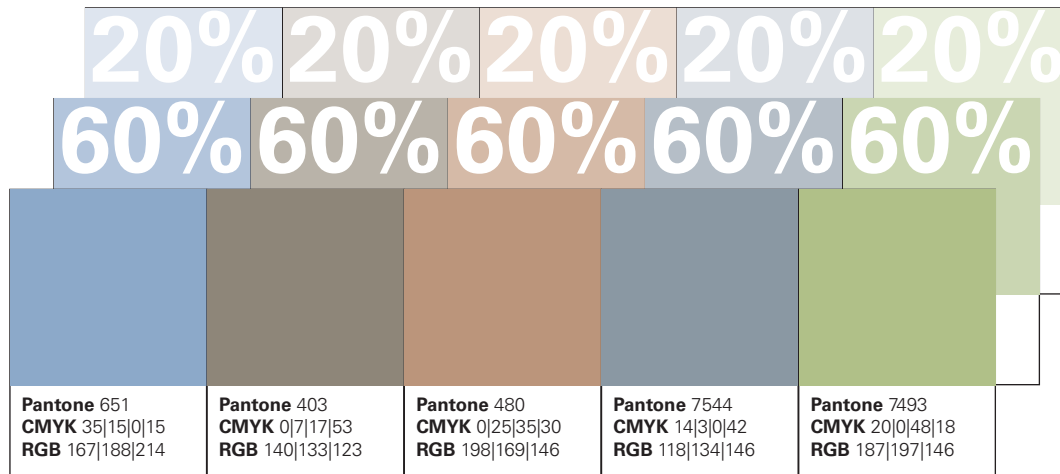


Text grey

5 Colours

BASIC COLOURS

The basic colours are desaturated and muted, and complement the corporate image. The colours can be used in 20% colour tone gradations.

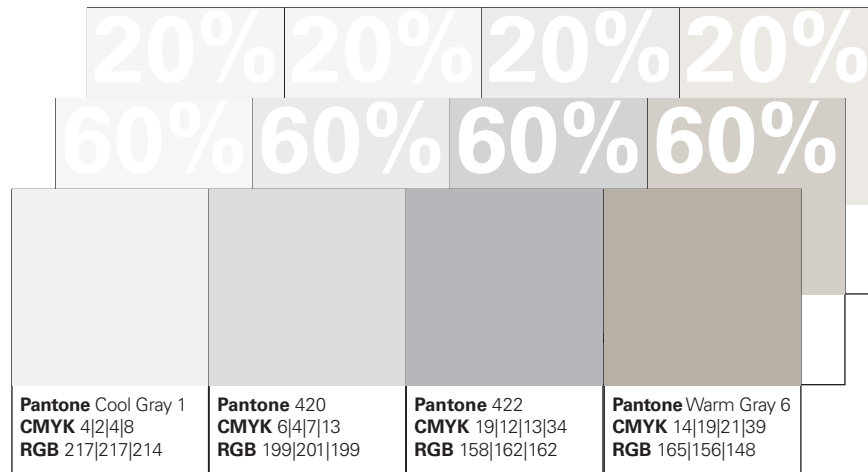


Basic colours

5 Colours

GREY SPECTRUM

Products and silhouettes can be presented on grey backgrounds in order to render the porcelain clearly visible. The grey backgrounds do not have to be colour neutral; they can tend towards warmth or coolness. The colours can be used in 20% colour tone gradations.

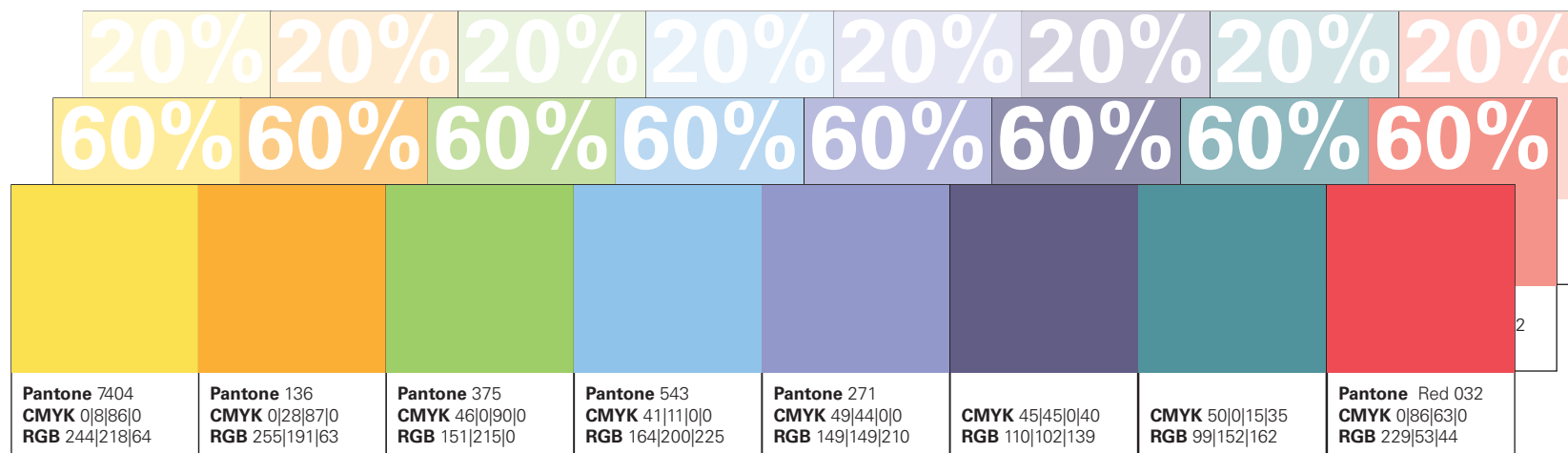


Grey spectrum

5 Colours

HIGHLIGHT COLOURS

In order to increase the range of Villeroy & Boch colours, it is also possible to supplement them using the adjacent highlight colours. The colours can be used in 20% colour tone gradations. They are used at the POS and in dealer communications.



Highlight colours in 20% colour tone gradations

6 Banderole

A banderole is used at the product and information level to provide a visual framework. It can be used in a wide range of applications, and helps with the presentation of various types of information, including the headline, copy, product information, collection icon and brand logo on white.

Beispiele



Dangler 50x70 cm



Product leaflet (DIN long)



Partner advertisement, Petite Fleur



Partner advertisement, Althea Nova

6 Banderole

SHADOW SIZE AND FORMAT

Example: Document size 500mm x 700mm

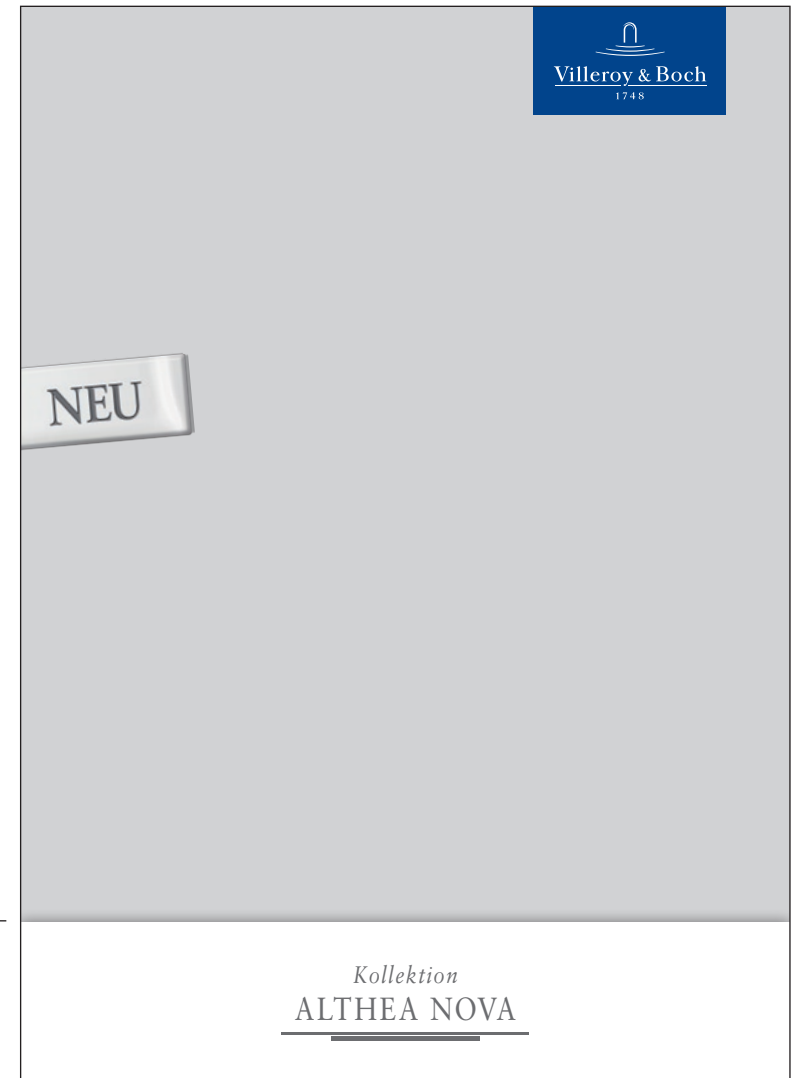
The shadow size is calculated on the basis of average page lengths.

This value corresponds to 1.6 % of the shadow size (S) in Adobe Indesign.

Standard formula: $\frac{\text{Width} + \text{Height}}{2} \times 0.016 = \underline{S}$

$$\frac{500 + 700}{2} \times 0.016 = \underline{9.6\text{mm}}$$

With the format 500mm x 700mm, the shadow size must be 9.6mm. The shadow colour is 50 % black.



7 Eye-catchers

Eye-catchers can be used to draw attention to new products. For example, they can be used at the POS, on freestanding price displays, flyers, banners and posters.

The eye-catcher looks as if it has been fashioned from high-quality porcelain (core competence). It should be located in the upper third of the format, i. e. visually above the picture. It is set at a 5° angle, tilted upwards from the outer edge of the format towards the centre of the format.

The text length for campaign eye-catchers should not exceed approx. 65 characters or three lines. The font size can vary. A decimal point or decimal comma should be used as a separator, as appropriate, depending on the country concerned.



“NEW” eye-catcher



“Price” eye-catcher

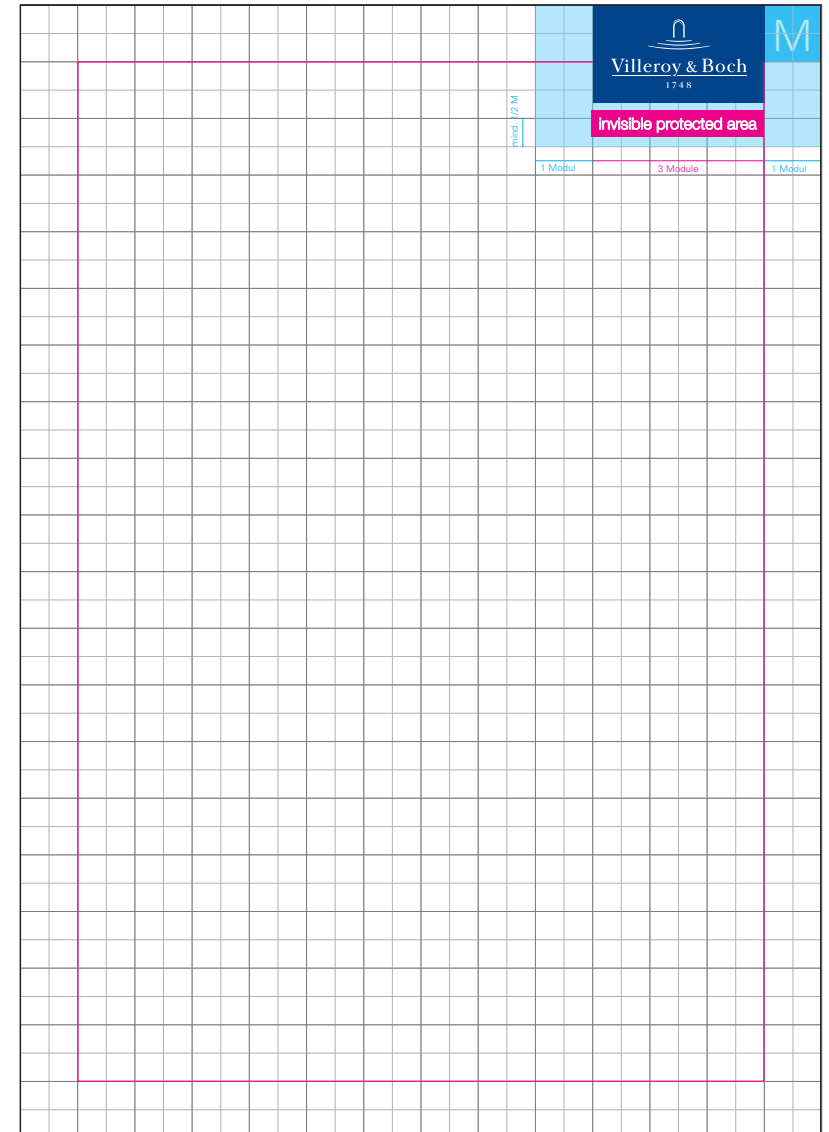


“Campaign” eye-catcher

8 Grid

- **Document grid:** Short page 14 M, long page 20 M
exception: POS materials
- **Print area:** 1 M or ½ M

M is the size of one module in the document grid.



APPLICATIONS

- 1 ADVERTISEMENTS
- 2 POS
- 3 LITERATURE

1 Advertisements

- 1.1 Product advertisement
- 1.2 Cooperation advertisement
- 1.3 Ribbon advertisement
- 1.4 Magazine advertisement
- 1.5 Newspaper advertisement
- 1.6 Newspaper advertisements – special format

1.1 Product advertisement

ADVERTISEMENT 2/1

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 M, this is used to determine height X, 1 M to the right edge
- **URL:** Uppercase letters at a distance of ½ M to the lower edge
- **Copy text:** Distance of 15 % X to the URL
- **Collection icon:** 40 % of the logo height (X), 15 % X distance to the copy text and 1 M to the right edge
- **Headline:** The position depends on the layout; it is placed on a white or uncluttered background, 55 % of the logo height in pt
- **Body copy:** Variable tracking; it is also placed on a white or uncluttered background



Advertisement, Petite Fleur

1.1 Product advertisement

EXAMPLE: 2/1

①

Product essence

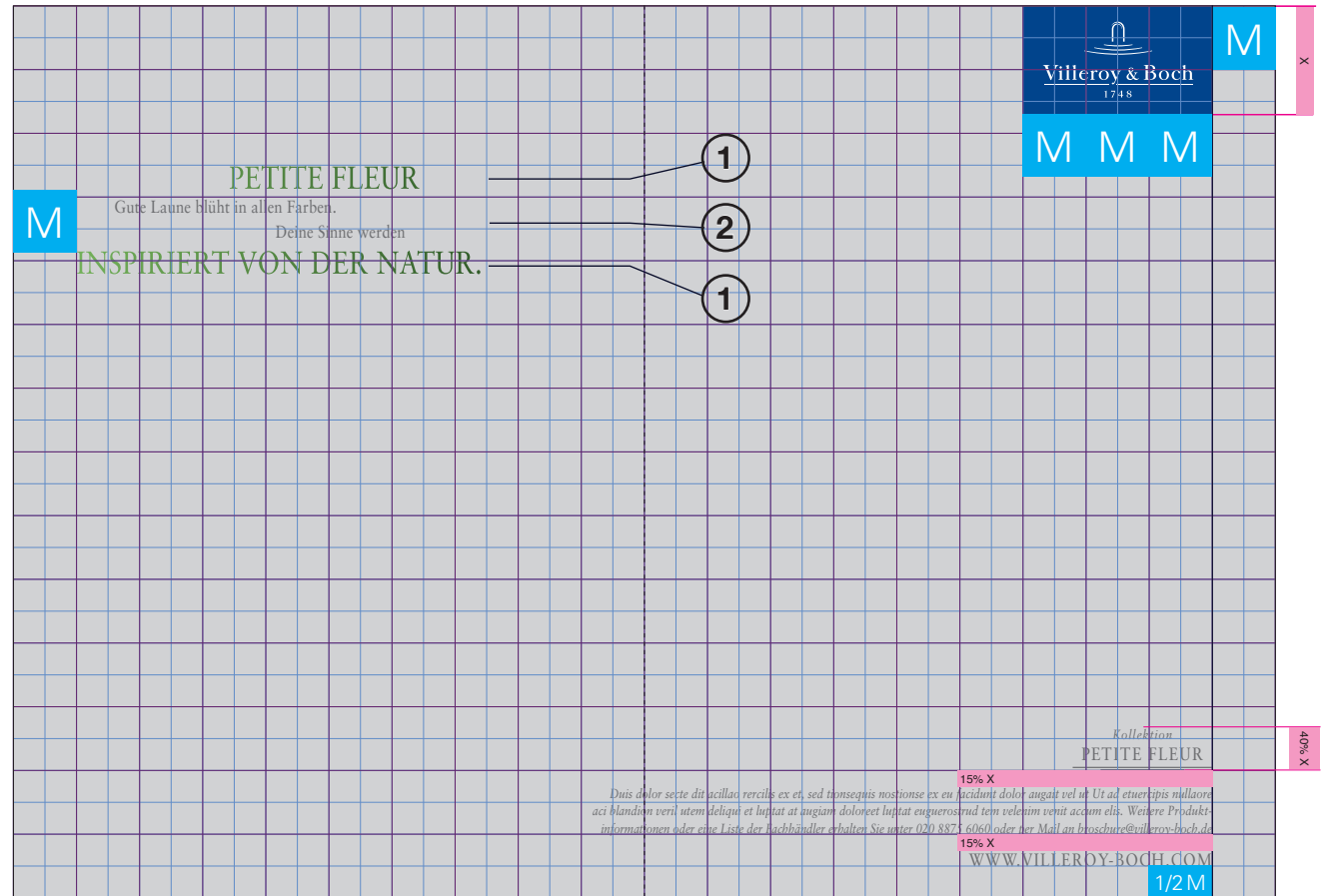
- VilleroyBoch Regular, 30 pt, line spacing 34 pt
- Colour bleed over the entire width of the lines (from light to dark; the colour is derived from the colour spectrum of the visual)
- Ragged right

②

Narrative level

- VilleroyBoch Regular, 16.5 pt, line spacing 140 % in pt
- 70 % black
- Ragged right

The lines are slightly offset and oriented towards common vertical vanishing points.

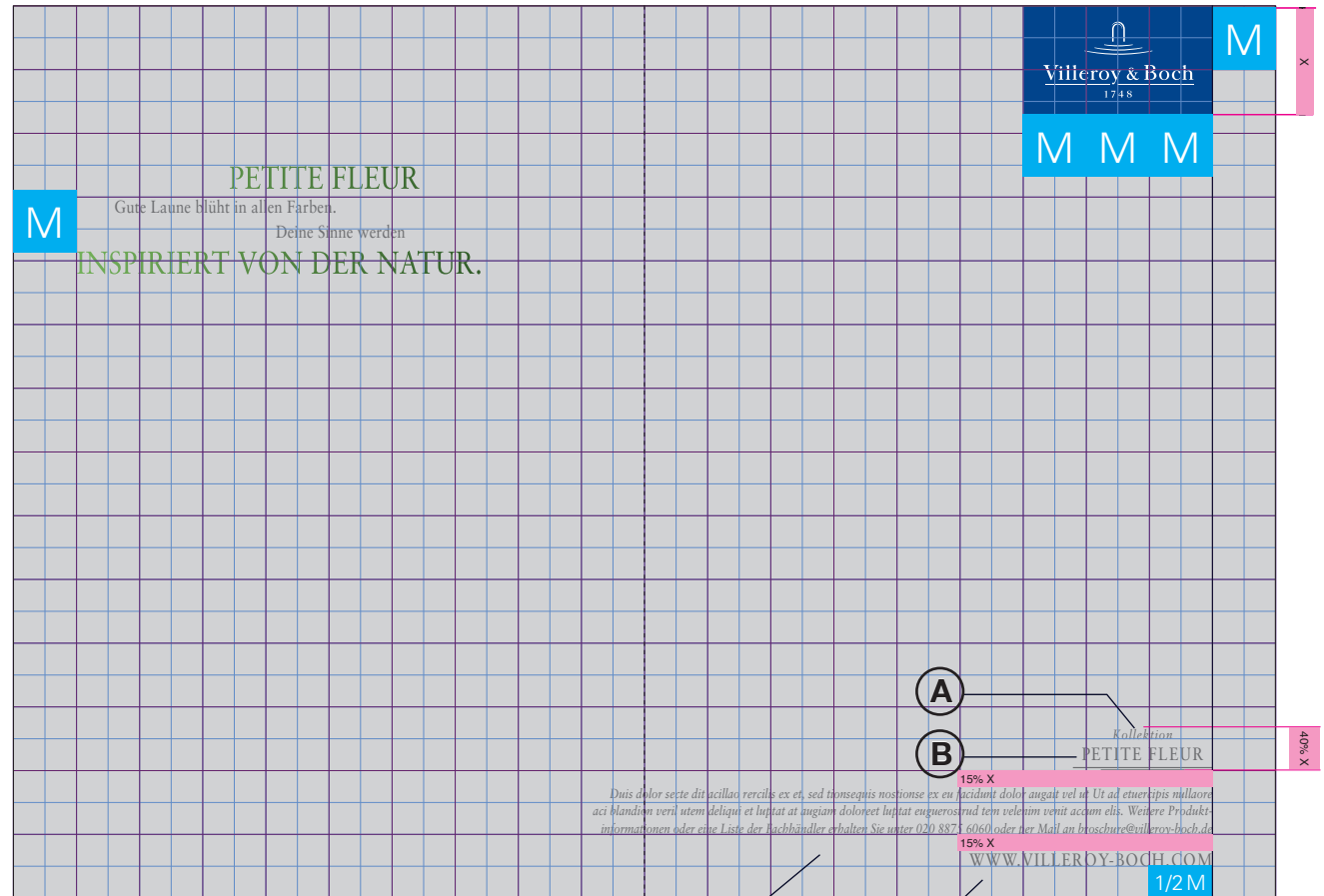


Advertisement, Petite Fleur

1.1 Product advertisement

EXAMPLE: 2/1

- (A) Collection**
 - Centred VilleroyBoch Italic, 12.5 pt,
line spacing 16.5 pt
 - Blocked (+60)
 - 70 % black
- (B) Collection name**
 - Uppercase letters, centred,
VilleroyBoch Regular, 16.5 pt,
line spacing 20.5 pt
 - Blocked (+60)
 - 70 % black
- (C) Information text**
 - Right-justified VilleroyBoch Italic, 12.5 pt,
line spacing 16.5 pt
 - 70 % black
 - Content varies
- (D) URL**
 - Uppercase, VilleroyBoch Roman, 16.5 pt
 - Blocked (+50)
 - 70 % black



Advertisement, Petite Fleur

1.1 Product advertisement

ADVERTISEMENT 1/1

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 M, this is used to determine height X, 1 M to the right edge
- **URL:** Uppercase letters at a distance of $\frac{1}{2}$ M to the lower edge
- **Copy text:** Distance of 15 % X to the URL
- **Collection icon:** 40 % of the logo height (X), 15 % X distance to the copy text and 1 M to the right edge
- **Headline:** The position depends on the layout; it is placed on a white or uncluttered background
- **Body copy:** Variable tracking; it is also placed on a white or uncluttered background



1.1 Product advertisement: Headline and typography

EXAMPLE: 1/1

①

Product essence

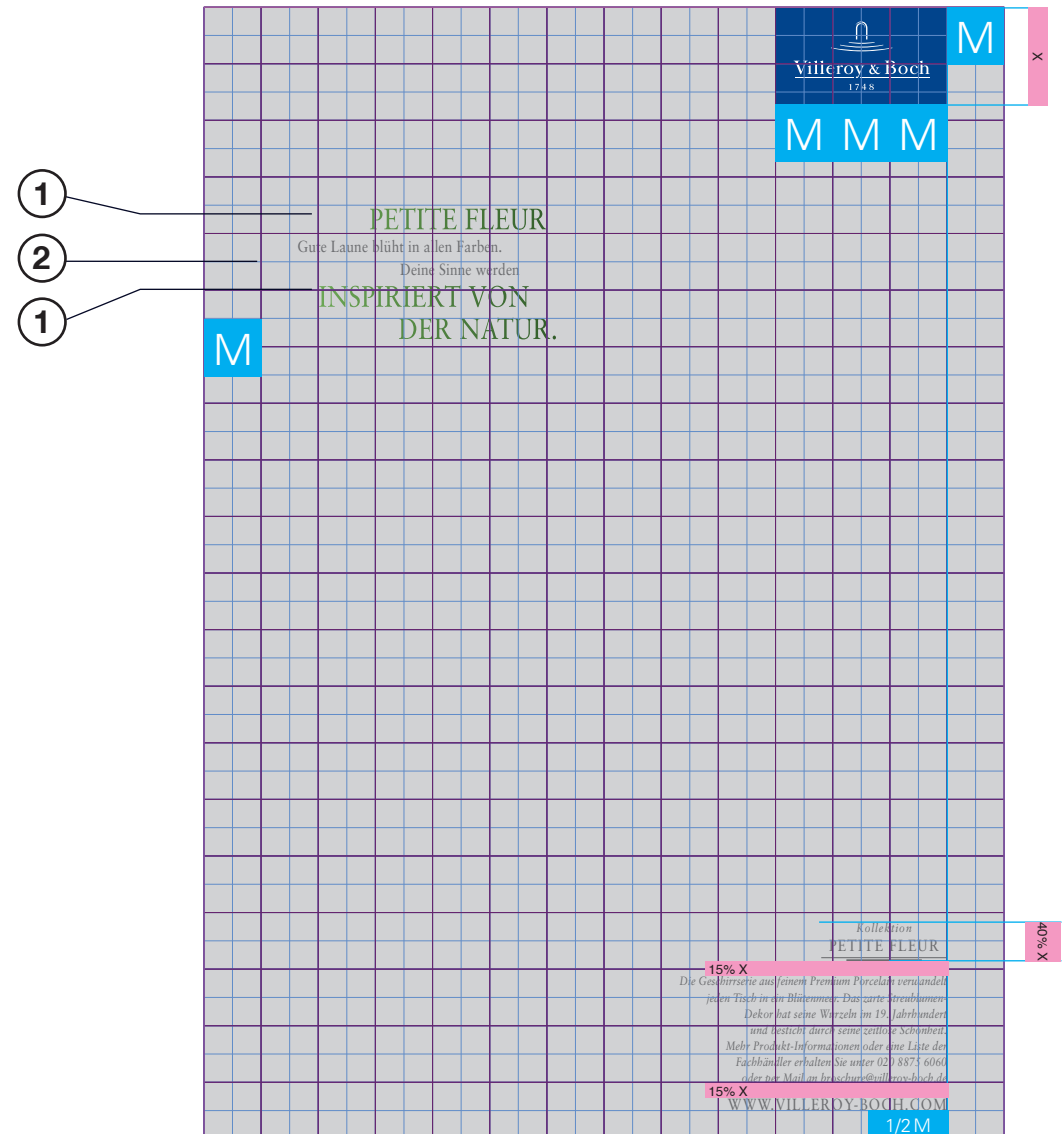
- Uppercase, VilleroyBoch Regular, 22 pt, line spacing 24 pt
- Colour bleed over the entire width of the lines (from light to dark; the colour is derived from the colour spectrum of the visual)
- Ragged right

②

Narrative level

- VilleroyBoch Regular, 12 pt, line spacing 140 % in pt
- 70 % black
- Ragged right

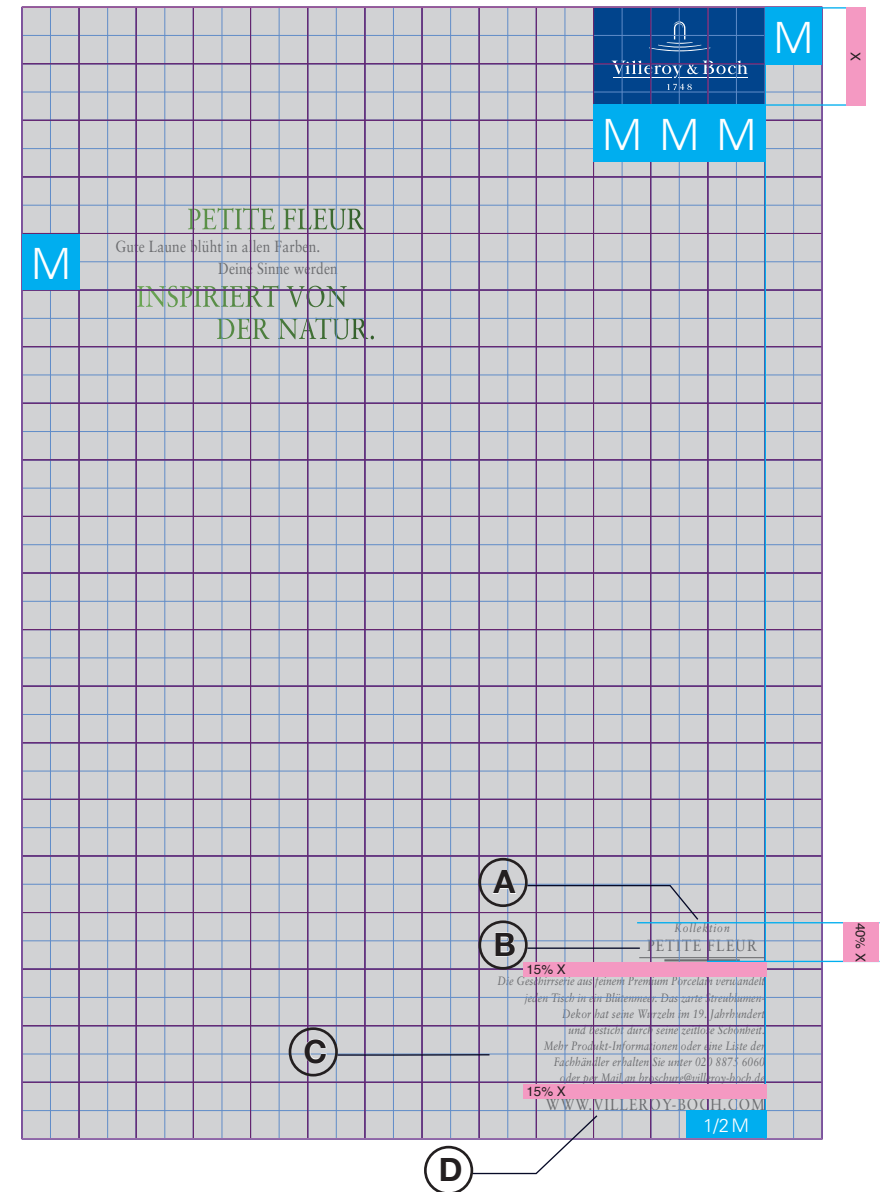
The lines are slightly offset and oriented towards common vertical vanishing points.



1.1 Product advertisement: Information section

EXAMPLE: 1/1

- (A) Collection**
 - Centred, VilleroyBoch Italic, 9 pt,
line spacing 12 pt
 - Blocked (+60)
 - 70 % black
- (B) Collection name**
 - Centred, VilleroyBoch Regular, 12 pt,
line spacing 14 pt
 - Blocked (+40)
 - 70 % black
- (C) Information text**
 - Right-justified, VilleroyBoch Italic, 9 pt,
line spacing 12 pt
 - 70% black
 - Varies
- (D) URL**
 - Uppercase, VilleroyBoch Regular, 12 pt
 - Blocked (+50)
 - 70 % black



1.1 Product advertisement: Information section

EXAMPLE SIZES AND PROPORTIONS

Formats	Logo height (in mm)	Icon height (in mm)	Headline (in pt)	Subline (in pt)	Copy text (in pt)	Web address (in pt)
A0	101.83	40.7	88	48	35	48
A1	72.1	28.8	62	34	24	34
A2	50.91	20.4	44	24	17	24
A3	36	14.4	31	17	12	17
A4	25.46	10.141	22	12	9	12
A5	17.9	8.5	15.5	8.5	7.5	8.5
A6	12.7	8.5	15.5	8.5	7.5	8.5

The font size for the subline corresponds to the size of the collection name and the size of the web address. The size of the copy text is the same as the size of “Collection” in the collection icon. The proportions change for formats that are narrow or very small.

The minimum height of the collection icon is 8.5 mm.

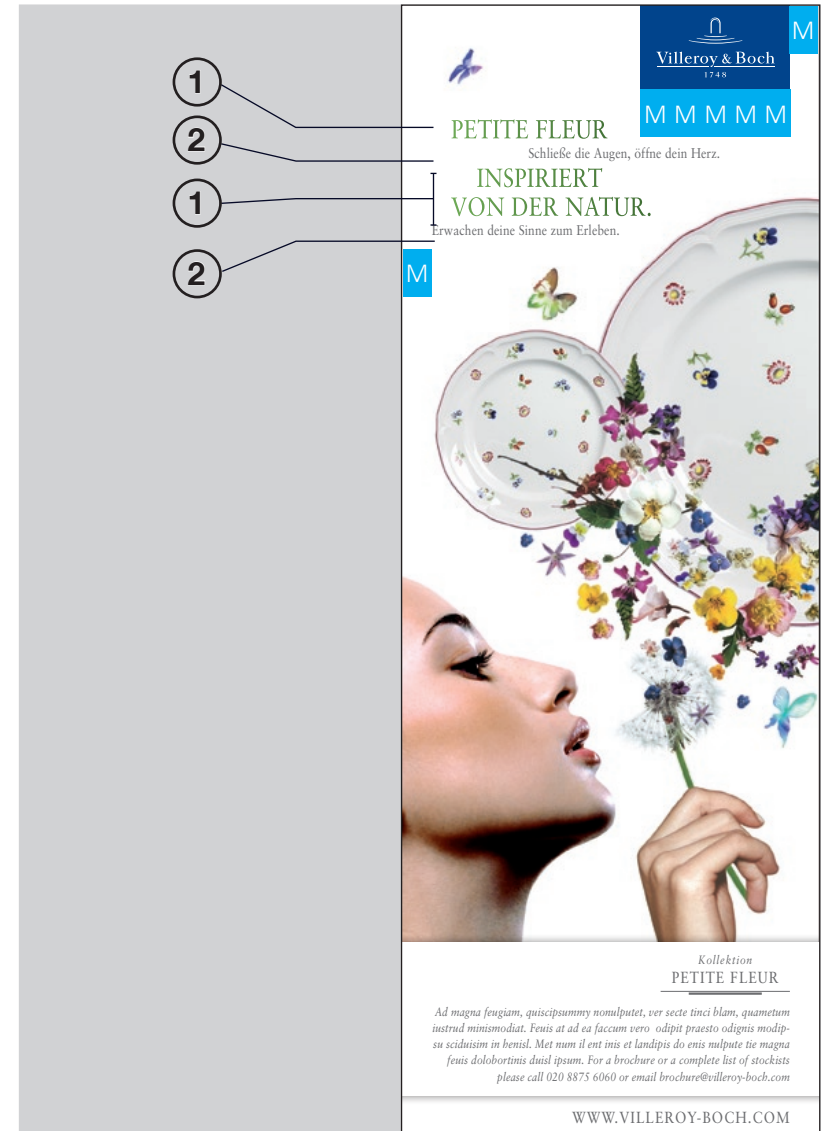
1.1 Product advertisements: Special formats

EXAMPLE: ½ A4

- ① **Product essence**
 - Uppercase VilleroyBoch Regular, 19.5 pt,
line spacing 21.5 pt
 - Colour bleed over the entire width of the lines
(from light to dark; the colour is derived from the
colour spectrum of the visual)
 - Ragged right

- ② **Narrative level**
 - VilleroyBoch Regular, 10.5 pt,
line spacing 14.7 pt
 - 70 % black
 - Ragged right

The lines are slightly offset and oriented towards common vertical vanishing points.



1.1 Product advertisements: Special formats

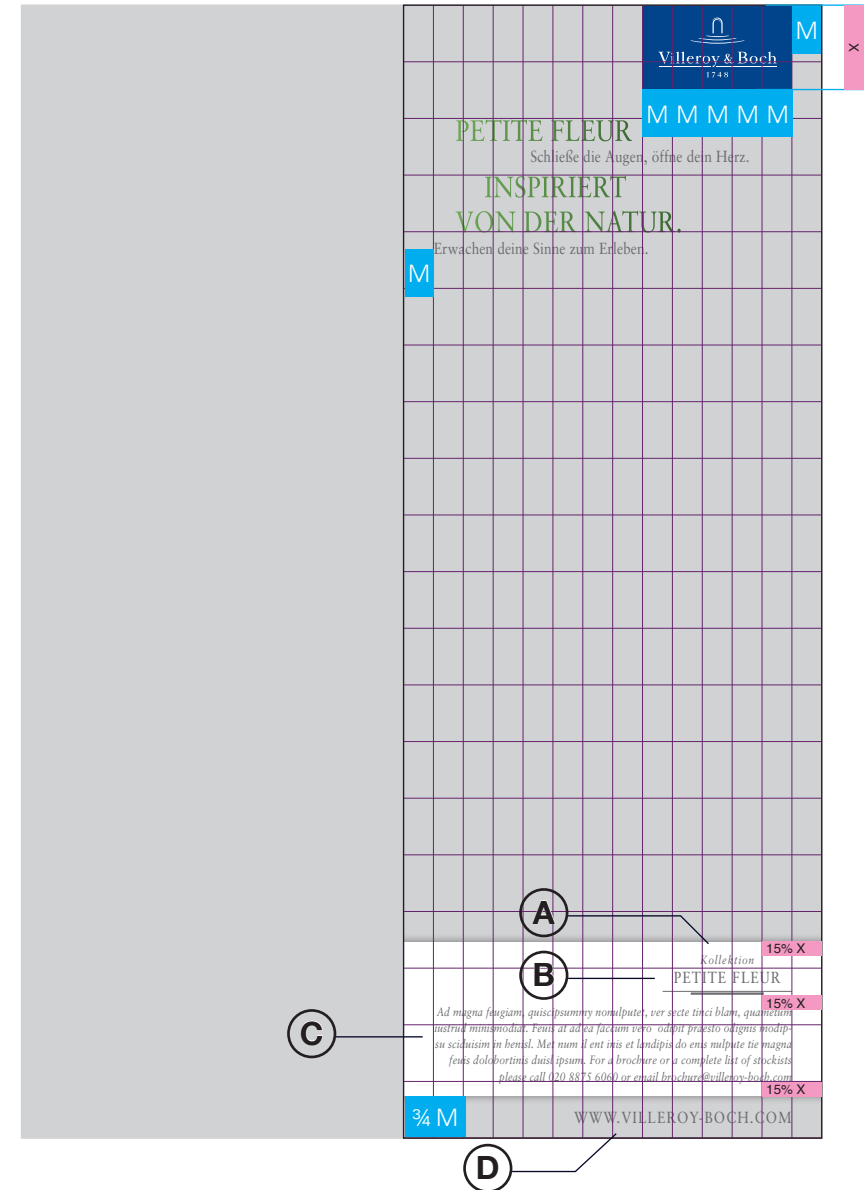
EXAMPLE: ½ A4

- (A) Collection**
 - Centred, VilleroyBoch Italic, 9 pt,
line spacing 12 pt
 - Blocked (+60)
 - 70 % black

- (B) Collection name**
 - Centred, VilleroyBoch Regular, 12 pt,
line spacing 14.5 pt
 - Blocked (+40)
 - 70 % black

- (C) Information text**
 - Right justified, VilleroyBoch Italic, 9 pt,
line spacing 12 pt
 - 70 % black
 - Varies

- (D) URL**
 - Uppercase, VilleroyBoch Roman, 12 pt
 - Blocked (+50)
 - 70 % black



1.2 Cooperation advertisement

EXAMPLE: 1/1

Document structure

When working with partners, the banderole offers the ideal way of integrating the partner's information beneath the collection motif. There are two different types of banderole for this purpose.

Variant A:

The narrow banderole

Variant B:

The classic banderole

PETITE FLEUR
SchlieÙe die Augen, öffne dein Herz.
INSPIRIERT VON DER NATUR.
Erwachen deine Sinne zum Erleben.

Kollektion
PETITE FLEUR

Ad magna feugiam, quiscipsumy at nonalpuet, sece tinci blam, quametum iustud minismodat. Amet allandio er sequat ute coned dumei, sis at. Tenu at ad ta facum vero odipit dolor praato odignu modipia scidim bed. For a brochure or a complete list of stockists please call 020 8875 660 or email brochure@villeroy-boch.com

WWW.VILLEROY-BOCH.COM

Cervera

New Cottage och våra andra kollektioner hittar du hos The House of Villeroy & Boch (Tel. 08-570 39 480) och i Cerverabutiker. Sequat. Nis at la feu facidupis nim dolore dolor sit aliquis ti eugait ad do enit eu.

Variant A: Cooperation advertisement – Petite Fleur

SUBWAY
LOREM IPSUM IPSUM LOREM DOLOR.

Accumsandrem nonsequam angiam; oerostud el exesto odio conmsandre euis dished dolutatio odo od el ulla faci tat. Volor tri incipum dolorero conse minim inbh eugercip ent nulputat nonsed modigna facum dolesim del rum trilla autpatis corpoer cor misici tem sensim erostrud exer incipis nullam.

WWW.VILLEROY-BOCH.COM

Jandeck

XY Geschäft Industriest. 46-49 D 67063 Ludwigshafen Tel.: 0621 690090 Fax.: 0621 6900903 ludwigshafen-industriest@ky.de	XY Geschäft Schindlerstr. 29 D 67547 Worms Tel.: 06241 524520 Fax.: 06241 5245209 worms@ky.de	XY Geschäft Mallertstr. 29 D 67547 Mainz Tel.: 06241 524520 Fax.: 06241 5245209 mainz@ky.de
---	---	---

Variant B: Cooperation advertisement – Subway

1.2 Cooperation advertisement

VARIANT A – THE NARROW BANDEROLE

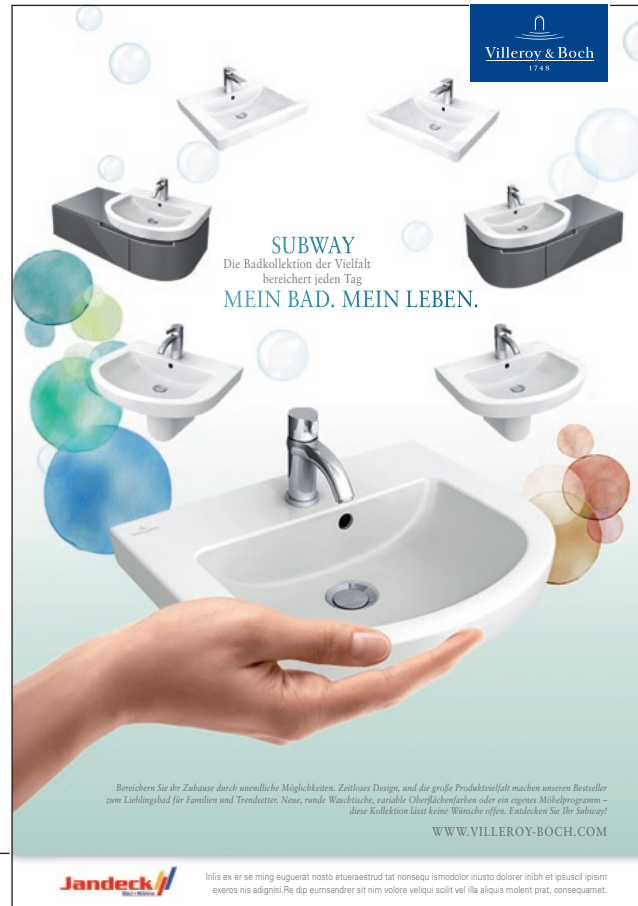
Advertisements with product visuals

Here, the motif is shown somewhat shorter, and it casts a light shadow into the top of the space with the dealer logo and dealer information.

The size of the partner logo should be no more than 2/3 of the Villeroy & Boch logo.

Partner information format:

- **Logo:**
No more than 2/3 of the size of the Villeroy & Boch logo
- **Information:**
 - Text 2 pt smaller than the copy text
 - Univers light, 7 pt, line spacing 120 %
 - 70 % black



Flexible height

Cooperation advertisement – Subway



Cooperation advertisement – Petite Fleur

1.2 Cooperation advertisement

VARIANT B – CLASSIC BANDEROLE

Advertisements with scenarios

Here, a white banderole with a shadow has been positioned on top of the other elements. When scenarios are used, this banderole offers an opportunity for presenting the headline, copy, URL and product information on a white background.

Partner information format:

- **Logo:**
No more than 2/3 of the size of the Villeroy & Boch logo
- **Information:**
 - Text 2 pt smaller than the copy text
 - Univers light, 7 pt, line spacing 120 %
 - 70 % black



15% X

SUBWAY ECTET VOLORE · DOLENIS NISSENS ADIO · CONSE DIO COMMY · NOS AUGAIT

15% X

15% X

15% X

230% X

XY Geschäft
Industriest. 45-49
D-67063 Ludwigshafen
Tel.: 0621/690990
Fax.: 0621/6909952
ludwigshafen.villeroystech@xy.de

XY Geschäft
Schneidstr. 29
D-67567 Maxdorf
Tel.: 06241/324520
Fax.: 06241/3245299
worms@xy.de

XY Geschäft
Müllerstr. 29
D-67567 Maxdorf
Tel.: 06241/324520
Fax.: 06241/3245299
maxdorf@xy.de

www.villeroy-boch.com

Jandeck

Flexible height

Cooperation advertisement – Subway scenario



SUBWAY ECTET VOLORE · DOLENIS NISSENS ADIO · CONSE DIO COMMY · NOS AUGAIT

15% X

230% X

XY Geschäft
Industriest. 45-49
D-67063 Ludwigshafen
Tel.: 0621/690990
Fax.: 0621/6909952
ludwigshafen.villeroystech@xy.de

XY Geschäft
Schneidstr. 29
D-67567 Maxdorf
Tel.: 06241/324520
Fax.: 06241/3245299
worms@xy.de

XY Geschäft
Müllerstr. 29
D-67567 Maxdorf
Tel.: 06241/324520
Fax.: 06241/3245299
maxdorf@xy.de

www.villeroy-boch.com

Baetz

Cooperation advertisement – White Lace scenario

1.3 Ribbon advertisement

EXAMPLE: 275 x 95 mm

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 M, 1 M to the right edge
- **Print area:**
 - From the top: 1 M
 - From the bottom: 1 M
 - from the right: 1 M
 - from the left: ½ M

- The document is divided into a picture section 11 M in size and an information section 9 M in size

Font

- **Headline:** Uppercase VilleroyBoch Regular, 16 pt, line spacing 18 pt, colour bleed
- **Underline:** VilleroyBoch Regular, 9 pt, line spacing 12 pt, optionally 3 pt distance to the headline, 70 % black
- **Continuous text:** VilleroyBoch Italic, 9 pt, line spacing 12 pt, 70 % black
- **Caption:** Univers 55 Roman, 7 pt, line spacing 12 pt, 100 % black
- **Highlighting:** Univers 65 Bold, 7 pt, 100 % black
- **URL:** Uppercase VilleroyBoch Regular, 9 pt, line spacing 18 pt, 70 % black



Bathroom advertisement



Tableware advertisement

1.3 Ribbon advertisement



Bathroom advertisement with two pictures



Tableware advertisement with two pictures and an eye-catcher on the left



Tableware advertisement with three pictures



Tableware advertisement with three pictures and an eye-catcher on the right

The ribbon advertisement can be shown with as many as three pictures. As the number of pictures increases, however, the visual impact of the advertisement drops in tandem with its ability to draw attention.

1.4 Advertisement with collage

EXAMPLE: GHK

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 4 M, 1 M to the right edge

Font

- **Headline:** Uppercase VillerooyBoch Regular, 16 pt, line spacing 18 pt, colour bleed
 - **Underline:** VillerooyBoch Regular, 9 pt, line spacing 11 pt, optionally 3 pt distance to the headline
 - **Product name:** Uppercase VillerooyBoch Regular, 9 pt, underlined with a Japanese line, 0.6 pt, at a distance of 3 pt
 - **Product text:** VillerooyBoch Italic, 7 pt, line spacing 9 pt
 - **Campaign price:** VillerooyBoch Bold Italic, 16 pt
 - **“The House of ...”:** Uppercase VillerooyBoch Regular, 9 pt
 - **Address:** VillerooyBoch Italic, 7 pt
 - **Asterisk text:** Univers Light, 7 pt
 - **URL:** Uppercase VillerooyBoch Regular, 7 pt
- **Text colour:** 70 % black

For production reasons, the text colour is 100 % black for newspaper advertisements.



Magazine advertisement Tableware with collage



Two-column structure

1.4 Advertisement with scenario

EXAMPLE: 86 x 150 mm

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 M, 1 M to the right edge

Font

- **Headline:** Uppercase VilleroyBoch Regular, 16 pt, line spacing 18 pt, colour bleed
- **Underline:** VilleroyBoch Italic, 9 pt, line spacing 11 pt, optionally 3 pt distance to the headline
- **“The House of ...”:** Uppercase VilleroyBoch Regular, 9 pt
- **Address:** VilleroyBoch Italic, 7 pt
- **Asterisk text:** Univers Light, 7 pt
- **URL:** Uppercase VilleroyBoch Regular, 7 pt

- **Text colour:** 70 % black

For production reasons, the text colour is 100 % black for newspaper advertisements.



Magazine advertisement
Tableware with scenario



Two-column structure

1.5 Advertisements: Overview



Villeroy & Boch
1748

IPSUM LOREM IPSUM!
Gait ex et in openiorem do dolum endre doluptatin vendip. Quamcons equatisit.

WWW.VILLEROY-BOCH.COM

THE HOUSE OF VILLEROY & BOCH
FIELD'S Arne Jacobsens Allé 122.300 København S Tlf. 33 11 17 48
*Gældet tom den 31 maj eller så længe lager haves.

Newspaper advertisement Bathroom, two-column



Villeroy & Boch
1748

IPSUM LOREM IPSUM!
Gait ex et in openiorem do dolum endre doluptatin vendip. Quamcons equatisit.

WWW.VILLEROY-BOCH.COM

THE HOUSE OF VILLEROY & BOCH
FIELD'S Arne Jacobsens Allé 122.300 København S Tlf. 33 11 17 48
*Gældet tom den 31 maj eller så længe lager haves.

Newspaper advertisement Bathroom, two-column 1c

20mm



Villeroy & Boch
1748

IPSUM LOREM DOLOR IPSUM!
Gait ex et in openiorem do dolum endre doluptatin vendip. Quamcons equatisit. In cipis anconem color senuandae eniat.

TILBUD!
VICTOR
Victor bestikset 68 dele
nu kr. **999,-**
(normalpris kr. 3.959,-)

LA DIVINA
Vingler
nu kun for kr. **249,-**
(normalpris kr. 854,-)

The House of Villeroy & Boch
Field's Arne Jacobsens Allé 12
2300 København S Tlf. 33 11 17 48
WWW.VILLEROY-BOCH.COM

Newspaper advertisement Tableware, one-column



Villeroy & Boch
1748

IPSUM LOREM IPSUM!
Gait ex et in openiorem do dolum endre doluptatin vendip. Quamcons equatisit in cipis anconem color senuandae eniat.

VICTOR
Victor bestikset
68 dele:
999,-
(Ord. 2995,-)

* Salget pågår t.o.m. 31. juli, eller så længe lageret rækker.

THE HOUSE OF VILLEROY & BOCH
Hjældebangsvej 35, OSLO, Tlf. 22 46 14 00,
Møn-Pre 10.00-18.00, Lør 10.00-16.00
Sandvika Sengen, Brodøstergade 7, SANDVIKA, Tlf. 67 55 95 00
Møn-Pre 10.00-21.00, Lør 10.00-19.00

WWW.VILLEROY-BOCH.COM

Newspaper advertisement Tableware, three-column

Collages and scenarios can be used for advertisements.

1.6 Newspaper advertisements: Special format

With dealer advertisements, it is possible to leave off the web address (www.villeroy-boch.com) if the dealer explicitly requests this. The space for the dealer's address is found at the bottom of the advertisement and covered by a 50% shadow.

Villeroy & Boch
1748

PORZELLAN-TAUSCHWOCHEN
NUR BIS 30.10.2010

Weitere Details zur Aktion erhalten Sie bei uns.

Rechenbeispiel
NEW WAVE BASIC-SET
(30-teilig)

vorher	633€*
jetzt	399€*
minus Tausch-Prämie** für z. B. 30 Teile Altware	60€
TAUSCHPREIS	339€

je 6 Stück

*Unverbindliche Preisempfehlung der Villeroy & Boch AG - Druckfehler vorbehalten.
Angebot gültig solange der Vorrat reicht.
**Eine Barauszahlung ist nicht möglich.

Wir freuen uns auf Ihren Besuch.

Villeroy & Boch
1748

ALS DANKE-SCHÖN FÜR IHRE GESCHÄFTSFREUNDE.

THE HOUSE OF VILLEROY & BOCH
im Mediterraneo · Am Längengrad 12
27568 Bremthaven · Tel. 0471 309 97 70

Newspaper advertisement for Tableware with dealer's address space

2 POS

Overview

2.1 Freestanding price displays

2.2 Danglers

2.3 Banners

2.4 Posters with scenario

2.5 Posters with products

Overview: National



Freestanding price display
A4 / A5



Poster 50 x 70 cm



Banner 70 x 160 cm

Overview: International

The international decorative materials differ in that they have English eye-catchers. There is no headline on the banner. Products and prices can be entered individually on the freestanding price displays.



Freestanding price display
A4 / A5



Poster 50 x 70 cm



Banner 70 x 160 cm

2.1 Freestanding price displays

STANDARD FORMAT: A4

- **Document grid:** Short page 12 M, long page 20 M
- **Logo width:** 3 M, this is used to determine height X, positioning at the upper right in the bleed, distance of 1 M to the right
- **Collection icons:** 70 % of the logo height (X), 1 M distance to the logo, centred above the prices

Price table:

- Article column: 83 mm wide
- Price column: 22 mm wide
- Line height: 10 mm
- Lines: 0.15 pt

- 1 Article**
 - VilleroyBoch Italic 15 pt
 - 70 % black
- 2 Price**
 - VilleroyBoch Bold 17 pt
 - 70 % black

Villeroy & Boch
1748

Kollektion
ALTHEA NOVA

Fine Porcelain
spülmaschinenfest • mikrowellensicher

NEU

Bol 0,75 l	14,90 €
Speiseteller 27 cm	16,90 €
Frühstücksteller 22 cm	13,90 €
Brotteller 16 cm	9,90 €
Suppenteller 24 cm	16,90 €
Platte rund, flach 32 cm	39,00 €
Platte oval 34 cm	42,00 €
Schüssel rund 23 cm	39,00 €
Schüssel rund 19 cm	29,00 €
Sauciere (2tlg.)	29,00 €
Beilagenschale 20 cm	14,50 €
Dessertschale 16 cm	11,50 €
Salatschale 20 cm	14,50 €

Freestanding price display A4

2.2 Danglers

STANDARD FORMAT: 50 x 70 cm

- **Document grid:** Short page 12 M, long page 20 M
- **Logo width:** 3 M, this is used to determine height X, positioning at the upper right in the bleed, distance of 1 module to the right
- **Banderole:** Height 3 M, positioning along the lower edge
- **Collection icons:** 70% of the logo height (X), centred in the banderole



Dangler 50x70 cm

2.3 Banners

STANDARD FORMAT: 70 x 160 m

- **Document grid:** Short page 12 M, long page 20 M
- **Logo width:** 4 M, this is used to determine height X, positioning at the upper right in the bleed, distance of 1 M to the right
- **Banderole:** Height corresponds to 230 % of the logo height, positioning along the upper edge
- **Collection icons:** 70 % of the logo height (X), distance of 1 M to the left, distance to the banderole (below) corresponds to 25 % of the logo height (X)
- **NEW eye-catcher:** Rotated by 5 %



Banner, 70x160 cm

2.4 Posters with scenario

EXAMPLE: 84 x 59.4 cm

- **Document grid:** Short page 12 M, long page 20 M
- **Logo width:** 3 M, this is used to determine height X, positioning at the upper right in the bleed, distance of 1 M to the right
- **Banderole:** 70% of 1 M from the lower edge, height 3 modules, plus the remainder of 30%
- **Collection icon:** 70% of the logo height (X), distance of 1 M to the left, 1 M from the bottom
- **Captions:**
 - Univers 55 Roman, 20pt, line spacing 30pt, 100% black
 - Highlighting: Univers 65 Bold, 20pt, line spacing 30pt, 100% black

- 1 module to the left, 20% of 1 M from the banderole
- Distance between captions: at least $\frac{1}{2}$ M



Poster 84 cm x 59.4 cm

2.5 Posters with products

EXAMPLE: 70.5 x 55 cm

- **Document grid:** Short page 12 M, long page 20 M
- **Logo width:** 4 M, positioning at the upper right in the bleed, distance of 1 M to the right
- **Headline and subline:**
 - VilleroyBoch Regular
- **Product designation in table form:**
 - Product name and collection name: Univers 67 Condensed Bold
 - Univers 47 Condensed Light

SUBWAY 2.0



Zwei Formen. Doppelte Möglichkeiten.

SUBWAY

Das Bad der doppelten Möglichkeiten.



KERAMIK-KOLLEKTION SUBWAY 2.0

SCHRANKWASCHTISCHE



WASCHTISCHE



ECK-HANDWASCHBECKEN



WCS



BECKEN



BADEWÄNNEN UND DUSCHWÄNNEN SUBWAY

BADTISCHE



BADEWÄNNEN



DUSCHWÄNNEN



DUSCH- UND BADEWÄNNENABTEILUNGEN



AUSWAHL MÖBELPROGRAMM SUBWAY 2.0

WASCHTISCHUNTERSCHRÄNKE



SIDEBORDS



REGALE



HOCHSCHRANK



SEITENSCHRANK



SPIEGEL



SPIEGELSCHRÄNKE



ACCESSORY BOX



MOBELOBERFLÄCHEN

GLASDECORPLATTE



FRONTKORPUS



MOBELOBERFLÄCHEN

GLASDECORPLATTE

FRONTKORPUS

Poster 70.5 x 55 cm

3 Literature

Introduction

3.1 Typography

3.2 Product brochure, landscape

3.3 Product brochure, portrait

3.4 Price list

3.5 Product leaflet

3.6 Newspaper insert

3.6.1 Price labelling

3.7 Merchandising brochure

3.8 Mailing

3.9 Flyer

3.10 Folder

3.11 Invitation

3.1 Typography

TYPOGRAPHY FOR BROCHURES AND CATALOGUES

Typographically-defined content elements in the literature ensure that there is a cohesive framework for all of the brochures. This means that recurring content is always dealt with in the same way.

LUPTATION ET NOS DOLORE



commy nim dolorem et vero od er sent.

Example: Bathroom product brochure

①

Headline

- Uppercase VilleroyBoch Regular, 30pt
- Colour bleed over the entire width of the lines (from light to dark; the colour is determined by the product)

②

Subline

- VilleroyBoch Regular 20pt, line spacing 25pt
- 70% black

①

②

Luptation et nos dolore commy nim dolorem et vero od er sent velismo lorper senisl essim ipit, quam ipsum quis alissenis nullam il ea faci blan ut loreet autat adit lut prat ad tio commy num quam zzril in velit eugiamcommy nibh et, quismodignis adiat nim velenibh exerciniam, sequip eugiate mod eraesed doloreet nonsecte faci te faccum incin.

Eugiamcon vel dunt in utem iustrud tatum del dolent augait augiam quatue dolore velent veliqui smodion volenisl utatum ing essenissit vel ip eugait aliquatem et augiam et, secte core dionsequam num dunt praestrud eu feu feu faccum doloreet lore magna feugiat vullam irit dolortis do odiat nis ea faccum andrerc dolent del iliquamet.

WASCHTISCHUNTERSCHRÄNKE Stauraumwunder in Glossy Grey

Example: Catalogue, inside page, Bathroom

3.1 Typography

The continuous text 10pt has plenty of room to breathe, while the line spacing of 15 pt (150 % of the font size) ensures optimum legibility.

Example: Bathroom product brochure

③

Copy text

- VilleroyBoch Regular, 10pt, line spacing 15pt
- Second language in VilleroyBoch Italic
- 70 % black

④

Caption

- Univers 65 Bold and Univers 55 Roman, 7pt, line spacing 10pt
- 100 % black

⑤

Props (optional)

- Props are drawn from the product world, and underscore the character of the product (see illustration of a prop from a family bathroom)
- Positioning: To the right of the headline in uppercase letters

LUPTATION ET NOS DOLORE

commy nim dolorem et vero od er sent.

③

Luptation et nos dolore commy nim dolorem et vero od er sent velismo lorper senisl essim ipit, quam ipsum quis alissenis nullam il ea faci blan ut loreet autat adit lut prat ad tio commy num quam zzril in velit eugiamcommy nibh et, quismodignis adiat nim velenibh exerciniam, sequip eugiate mod eraesed doloreet nonsecte faci te faccum incin.

④

WASCHTISCHUNTERSCHRÄNKE Stauraumwunder in Glossy Grey

⑤



Example: Catalogue, inside page, Bathroom

3.1 Typography

ADDRESSES, TELEPHONE AND OTHER NUMBERS

The uniform format for telephone and other numbers is important for ensuring a uniform corporate image. The contact data is formatted as follows:

①

Company name

- e. g. Uppercase VilleroyBoch Regular, 14 pt,
- Distance between company name and next element is equal to ½ of the font size in pt

Web address

- Uppercase VilleroyBoch Regular, 14 pt
- Distance from previous element to this is the font size in pt
- 70 % black

②

Company division, address, telephone, fax, email

- Company division, address, telephone, fax, email in VilleroyBoch Italic
- Distance of ½ of the font size in pt
- Address numbers: (from–to) with a dash
- Postcodes: Without separations
- Numbers: Separated into groups of two from the right
- Extension: Separated by a hyphen
- 70 % black

①

VILLEROY & BOCH AG

②

*Unternehmensbereich Bad und Wellness · Musterstraße 26–28 · 12345 Musterstadt
Telefon +49 30 24 73-XXX · Fax +49 30 24 73-XXXX · verkauf@villeroy-boch.com*

①

WWW.VILLEROY-BOCH.COM

①

VILLEROY & BOCH AG

②

*Unternehmensbereich Bad und Wellness
Musterstraße 26–28
12345 Musterstadt

Telefon +49 30 24 73-XXX
Fax +49 30 24 73-XXXX
verkauf@villeroy-boch.com*

①

WWW.VILLEROY-BOCH.COM

Example for formatting the address and telephone number

The contact data is shown in the local language. International telephone numbers are shown in the manner that is correct for the country in question. The “0” for the local city code cannot be left out in Italy. It is a mandatory part of the city code.

3.2 Product brochure – portrait: Title page

EXAMPLE: A4

- **Grid for positioning of the logo:**
Short page 14 M, long page 20 M
- **Baseline grid:** 5 pt, starting at 10 mm
- **Document edges:** Outer 10 mm, inner 15 mm,
top 10 mm, bottom 17.125 mm
- **Bars:** Vertical 4 mm, horizontal 15 pt

Exception:

- **Product section bars:** Vertical 5 mm

① **Headline**

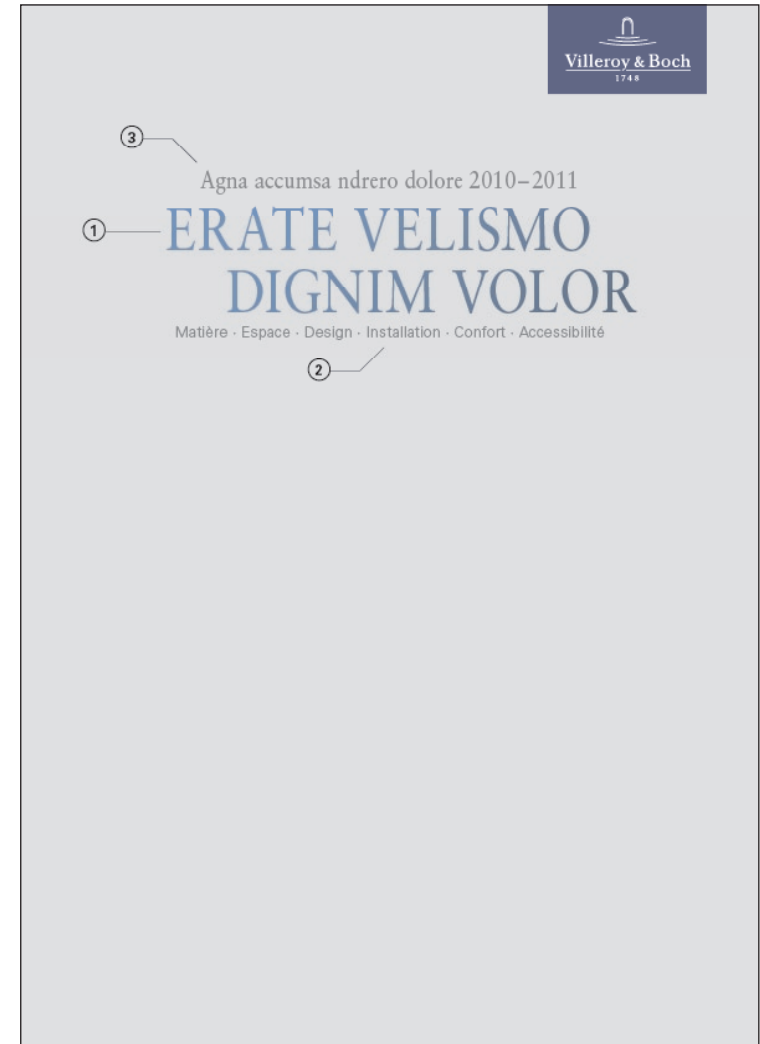
- Uppercase VilleroyBoch Regular, 48 pt
(size is dependent upon the length of the line)
- Distance towards the top of at least 3 empty lines (15 pt)
- Colour bleed over the entire width of the lines (from light to dark; the colour is determined by the product/theme)

② **Subline**

- Univers Light, 12 pt
- Slightly blocked (+20)
- 70 % black

③ **Overline/Underline**

- VilleroyBoch Regular, 20 pt or Univers
(depends on the length of the line and on the content)
- 70 % black



Brochure title page, example

3.2 Product brochure – portrait: Back page

EXAMPLE: A4



Brochure back page with address

3.2 Product brochure – portrait: Back page

EXAMPLE: A4

1 Brand name, web address

- VilleroyBoch Regular, 14 pt
- 70% black

2 Country

- Uppercase Univers 67 Condensed Bold ,8pt, line spacing 10pt, baseline offset -2pt
- Slightly blocked (+20)
- 70% black

3 Division, address, telephone, fax, email

- VilleroyBoch Italic, 8pt, line spacing 10pt
- Distance between the address and telephone number: Half of an empty line (5pt)
- 70% black

4 Information

- Set in VilleroyBoch Italic, 8pt, line spacing 10pt
- 70% black

5 Print number, exculpatory clause

- Set in Univers 47 Condensed Light, 7pt, line spacing 8pt, rotated or, with larger text volumes, $\frac{3}{4}$ M over the banderole



Brochure back page, example

3.2 Product brochure – portrait: Inside page

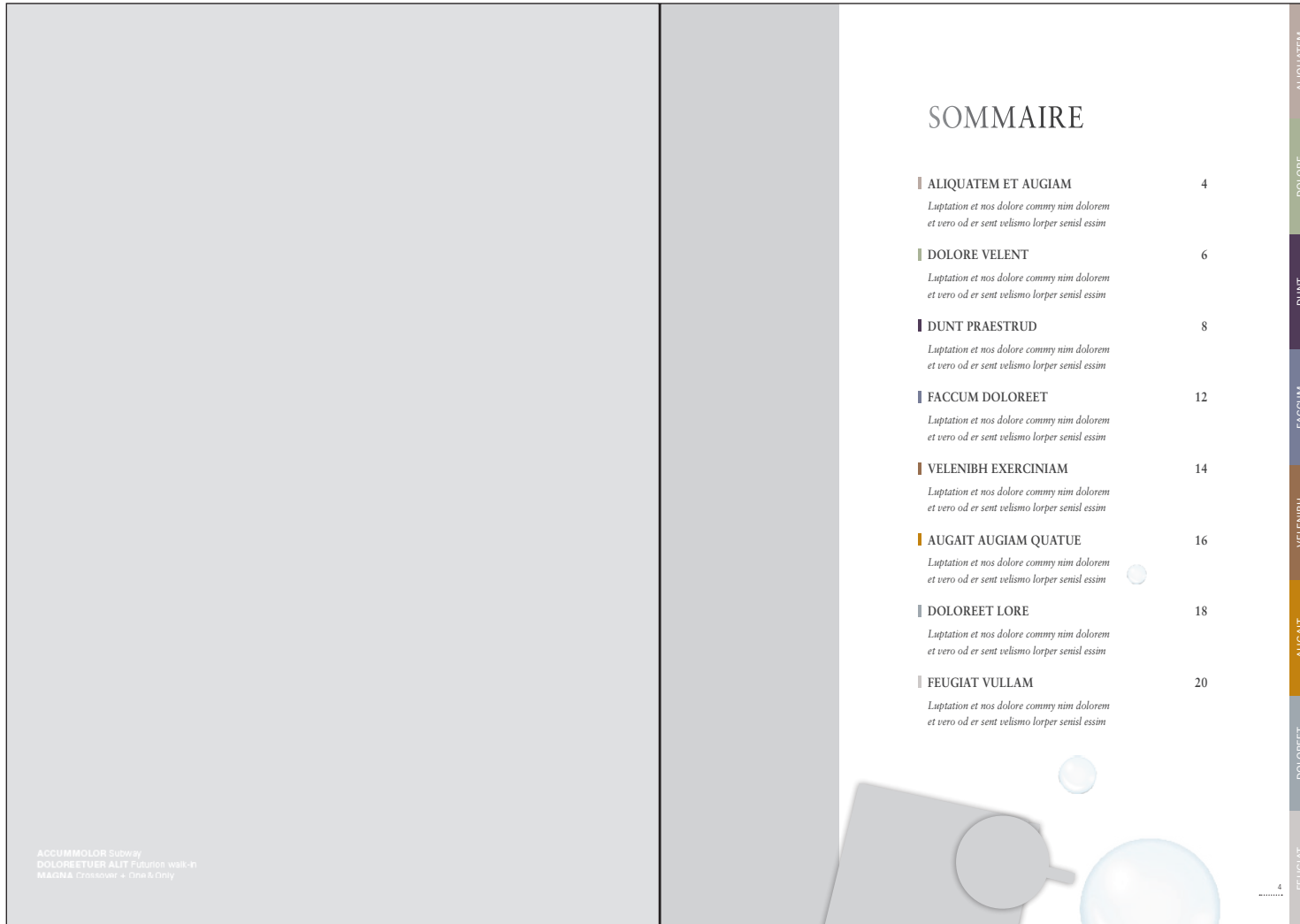


Table of contents, example with tabs
8 columns, 12 lines

The brochure is based on an 8-column design grid. These can be subdivided into 4, 6 or 12 lines as required. If a lot of content is to be shown on a page, as with the product overview pages, the design grid can be expanded to 13 lines.

3.2 Product brochure – portrait: Inside page

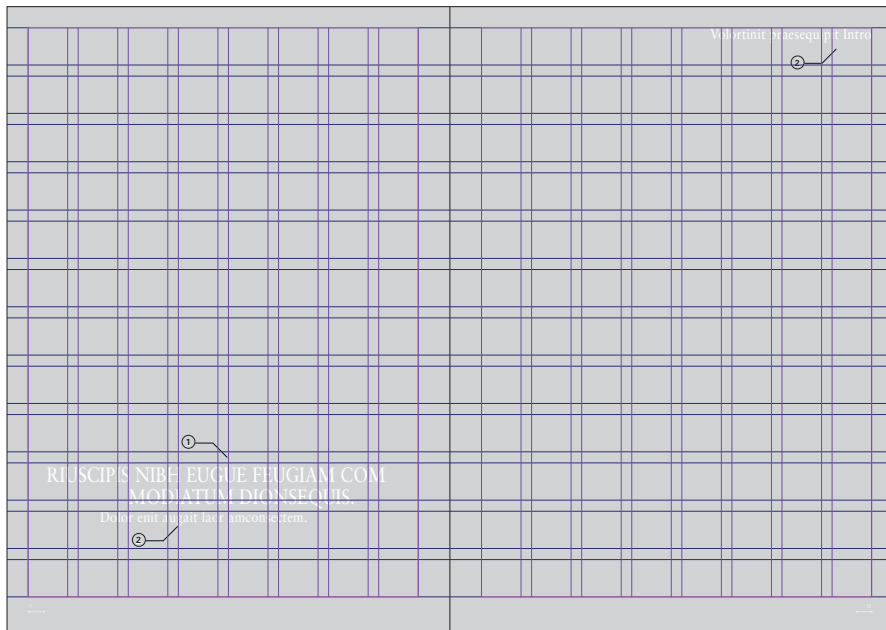


Chapter introduction
8 columns with 12 lines

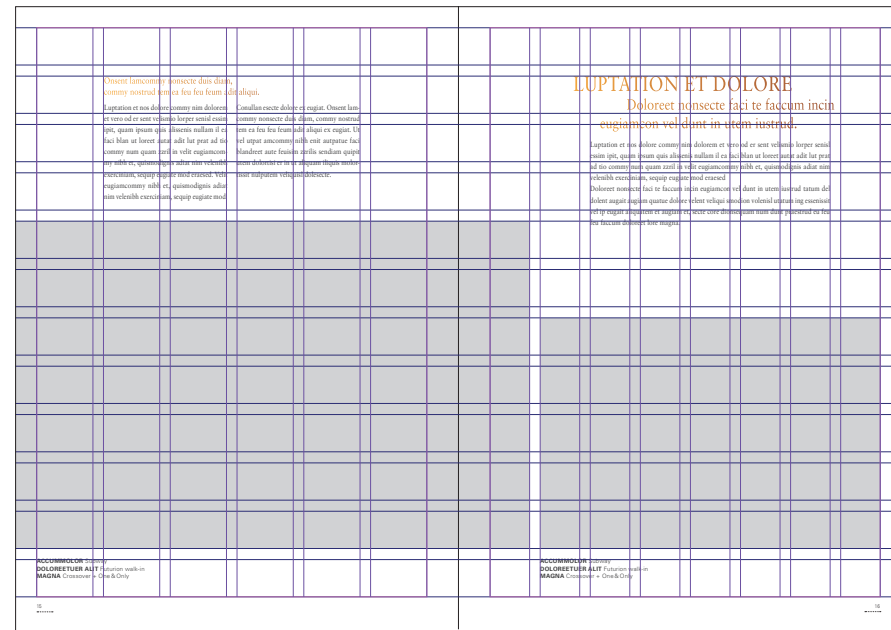


Text/picture double-page spread
6 columns and 8 columns with 12 lines

3.2 Product brochure – portrait: Inside page



Chapter introduction
8 columns with 12 lines



Text/picture double-page spread
6 columns and 8 columns with 12 lines

EXAMPLE: A4

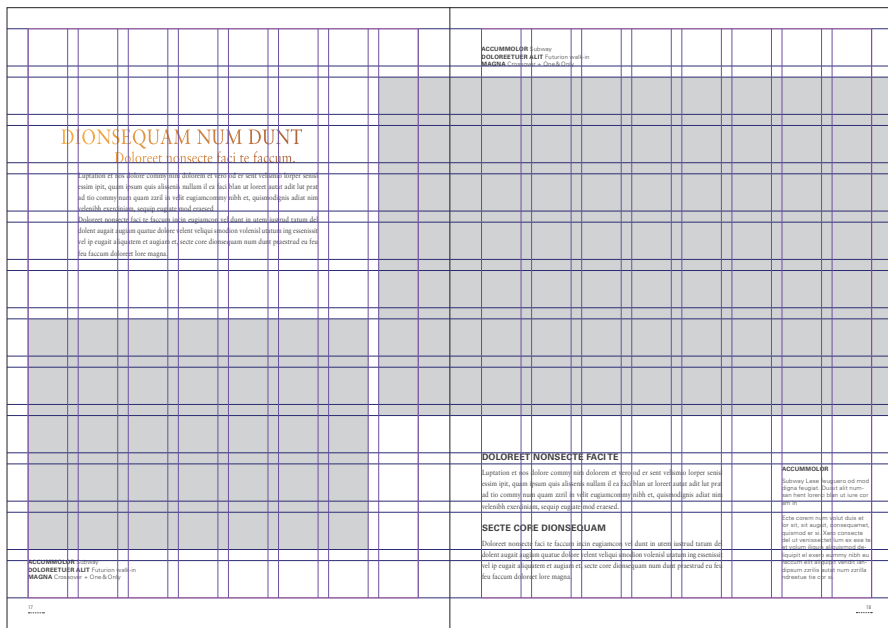
1 **Headline**

- Uppercase VilleroyBoch Regular, 30pt
- Set in negative

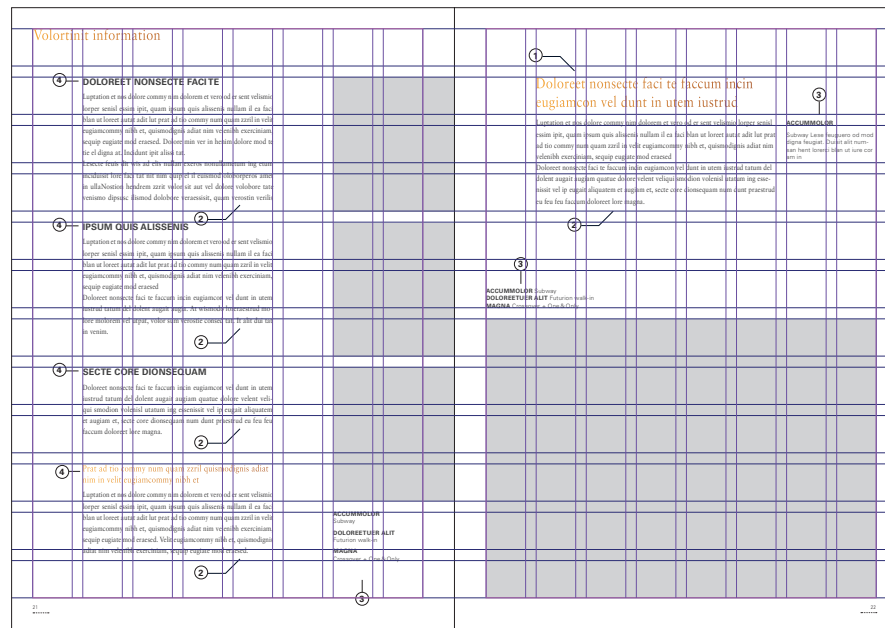
2 **Subline/column title**

- VilleroyBoch Regular, 20pt, line spacing 25pt (aligned according to baseline grid)
- Set in negative

3.2 Product brochure – portrait: Inside page, variant



Text/picture double-page spread
8 columns with 12 lines



Text/picture double-page spread
8 columns with 12 lines

EXAMPLE: A4

1 Subheadline

- VilleroyBoch Regular, 20pt, line spacing 25pt
- Colour bleed over the width of the lines

2 Continuous text

- VilleroyBoch Italic, 10pt, line spacing 15pt (aligned according to baseline grid)
- 70% black

3 Captions/marginalia

- **Product designation:**
 - Uppercase Univers 65 Bold, 8pt, line spacing 10pt (aligned according to baseline grid)
 - 100% black




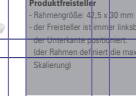

























- **Product information:**
 - Univers 45 Light, 8pt, line spacing 10pt
 - 100% black

4 Overline

- VilleroyBoch Regular, 12pt, line spacing 15pt (aligned according to baseline grid)
- 70% black or with colour bleed, depending on the content

- Exception**
 - Factual information: Univers 65 Bold

3.3 Product brochure – portrait: Product overview

WASCHTISCHE			
Diese Individualisten vereint eins: formvollendetes Design für jedes Bedürfnis.			
			
WASCHTISCH	SCHRANKWASCHTISCH	SCHRANKWASCHTISCH	PRODUKTNAME
1336 70 XX 700 x 550 mm 	1336 70 XX 700 x 550 mm 	1336 70 XX 700 x 550 mm 	Produktreifeiter - Rahmengröße: 42,5 x 30 mm - der Freisteller ist immer linksbündig auf der Unterkante positioniert. Über Rahmen der Freisteller maximale Skalierung
für 3-Loch Armatur geeignet, mit Überlauf, mittleres Hahnloch durchgestochen (Abb.)	für 3-Loch Armatur geeignet, mit Überlauf, linkes und mittleres Hahnloch durchgestochen (Abb.)	für 3-Loch Armatur geeignet, mit Überlauf, linkes und mittleres Hahnloch durchgestochen (Abb.)	Textrahmen : 50 x 68 mm Schriftgröße: 7pt, ZAB 10pt (am Grundlinienaster) in 70% schwarz
1336 71 XX 700 x 550 mm 	1336 71 XX 700 x 550 mm 	1336 71 XX 700 x 550 mm 	Produktname : versal gesetzt in Univers LT 67 Condensed Bold
für 3-Loch Armatur geeignet, ohne Überlauf, mittleres Hahnloch durchgestochen	für 3-Loch Armatur geeignet, ohne Überlauf, mittleres Hahnloch durchgestochen	für 3-Loch Armatur geeignet, ohne Überlauf, mittleres Hahnloch durchgestochen	Produktnummer : versal LT 67 Condensed Bold
1336 72 XX 700 x 550 mm 	1336 72 XX 700 x 550 mm 	1336 72 XX 700 x 550 mm 	Produktinformationen : Univers LT 47 Condensed Light
mit Überlauf, ohne Hahnloch, passendes Möbelprogramm Central Line	mit Überlauf, ohne Hahnloch, passendes Möbelprogramm Central Line	mit Überlauf, ohne Hahnloch, passendes Möbelprogramm Central Line	Japanische Punktlinie - starke typ. Versatz, typ. Länge = Spaltenbreite
7250 50 XX Säule	7250 50 XX Säule	7250 50 XX Säule	
7264 00 XX Ablaufhaube	7264 00 XX Ablaufhaube	7264 00 XX Ablaufhaube	
			
WASCHTISCH	SCHRANKWASCHTISCH	SCHRANKWASCHTISCH	WASCHTISCH
1336 70 XX 700 x 550 mm 	1336 70 XX 700 x 550 mm 	1336 70 XX 700 x 550 mm 	1336 70 XX 700 x 550 mm 
für 3-Loch Armatur geeignet, mit Überlauf, mittleres Hahnloch durchgestochen (Abb.)	für 3-Loch Armatur geeignet, mit Überlauf, linkes und mittleres Hahnloch durchgestochen (Abb.)	für 3-Loch Armatur geeignet, mit Überlauf, linkes und mittleres Hahnloch durchgestochen (Abb.)	für 1-Loch Armatur geeignet, mit Überlauf, linkes Hahnloch durchgestochen (Abb.)
1336 71 XX 700 x 550 mm 	1336 71 XX 700 x 550 mm 	1336 71 XX 700 x 550 mm 	1336 71 XX 700 x 550 mm 
für 3-Loch Armatur geeignet, ohne Überlauf, mittleres Hahnloch durchgestochen	für 3-Loch Armatur geeignet, ohne Überlauf, mittleres Hahnloch durchgestochen	für 3-Loch Armatur geeignet, ohne Überlauf, mittleres Hahnloch durchgestochen	für 1-Loch Armatur geeignet, ohne Überlauf, mittleres Hahnloch durchgestochen
1336 72 XX 700 x 550 mm 	1336 72 XX 700 x 550 mm 	1336 72 XX 700 x 550 mm 	1336 72 XX 700 x 550 mm 
mit Überlauf, ohne Hahnloch, passendes Möbelprogramm Central Line	mit Überlauf, ohne Hahnloch, passendes Möbelprogramm Central Line	mit Überlauf, ohne Hahnloch, passendes Möbelprogramm Central Line	mit Überlauf, ohne Hahnloch, passendes Möbelprogramm Central Line
7250 50 XX Säule	7250 50 XX Säule	7250 50 XX Säule	
7264 00 XX Ablaufhaube	7264 00 XX Ablaufhaube	7264 00 XX Ablaufhaube	

EXAMPLE: A4

Individual products

- **Frame size:** 42.5x30 mm
- **Position:** Left-justified, positioned along the lower edge (the frame determines the maximum scaling)

Text block

- **Text frame:** 42.5x68 mm
- **Font size:** 7 pt, line spacing 10 pt (aligned according to baseline grid), 100% black
- **Product name:** Uppercase Univers LT 67 Condensed Bold
- **Product number:** Uppercase Univers LT 67 Condensed Bold
- **Product text:** Versal Univers LT 47 Condensed Light

1 Headline

- Uppercase VilleroyBoch Regular, 28 pt
- Colour bleed over the entire width of the lines (from light to dark; the colour is determined by the product)

2 Subline

- VilleroyBoch Regular, 20 pt, line spacing 25 pt
- Colour bleed or 70% black

Product overview
8 columns and 13 lines

3.4 Price list

EXAMPLE: A4

- **Document grid:** Short page 14 M, long page 20 M
- **Logo size:** The logo size is 3 modules; the logo height is based on this. The distance from the right edge to the logo is 1 module.

Banderole:

Height: Here 7 x M (it is variable)

Banderole shadow:

50 % black,

Dimensions: 2.35 mm

Headline:

Uppercase VilleroyBoch Regular, 48 pt,
line spacing: 20, colour bleed

Subline:

VilleroyBoch Regular, 20 pt,
line spacing: 20, 70 % black



Price list – title page

3.4 Price list

EXAMPLE: A4

- **Document grid:** Short page 16 M, long page 20 M
- **Logo size:** The document is divided into 16 modules across its width. The logo size is 2 modules; the logo height is based on this. The distance from the right edge to the logo is one module.

- ① **Overline:**
Univers 47 Condensed Light, 10pt
- ② **Page headline:**
Uppercase VilleroyBoch Regular, 18pt,
- ③ **Japanese dotted line:**
1 pt, 100 % black
- ④ **Headline:**
Uppercase VilleroyBoch Regular, 13pt
Colour depending on the division
- ⑤ **Subline:**
Univers 47 Condensed Light, 7 pt

Tables – general:
Line thickness: 0.25pt, 100 % black
Open to the left and right

Table header:
Column headline: Univers 67 Condensed Bold, 7pt

Table content:
Font: Univers 47 Condensed Light, 7 pt

Highlighted areas:
Refer to the colour definitions for the four divisions

Preisliste 2011

INHALTSVERZEICHNIS

ÜBERGREIFEND

Erklärung Preisliste	Übersicht Produktgruppen / Kollektionen	Farben
Einsteigesseiten Sanitär 1	Übersicht Wachtsche 3	Übersicht Keramikfarben 15
Einsteigesseiten Möbel 2	Übersicht WCs 5	Übersicht Wellnessfarben 529
Einsteigesseiten Wellness 347	Übersicht Bidets 7	Bestellformulare
Allgemeine Informationen	Übersicht Urinale 8	Bestellformulare Sanitär / Möbel 321
Ausgelaufene Produkte 15	Übersicht Badewannen 341	Bestellformulare Wellness 419
Neufertigen 17	Übersicht Duschwannen & Whirlpools 346	
Schwerpunkte 19	Übersicht Küchenspülen (nur F) 13	
Allgemeine Geschäftsbedingungen 22	Kollektionsübersichten 17	

SANITÄRKERAMIK, BADMÖBEL

Sanitärkeramik und Möbel	Lineen	62	KÜCHE	328
Ansicht 23	Linee	63	Küche (nur F)	
Archie 26	Loop & Friends	90	Arcora	329
Awo 28	Magic	136	Arena	331
Bellevue 30	Memonto	148	Castera	335
Central Line 33	Metric Art	160	Concor	338
Central Line Fashion 53	More To See	180	Lager	341
Derbury 60	Nagano	185	Laola	341
City Life 68	Debi	196	NewWave	342
City Life 74	Ornia	220	Passions	342
Face To Face 75	Pure Basic	235	Sole	344
Graciosa 76	Pure Stone	250	Subway	345
Hommage 78	Genique	260	Targa	345
La Belle 80			Temino	348

WELLNESS

Badewannen	Pavia	414	Duschwannen	328
Aquaflop 348	Robano	418	Dania (nur BeNeLux)	475
Awo 348	Rogrande	425	Futuron	477
Bellevue 350	Squaro	426	Geo architecture	482
Cassandra 355	Subway	440	Logic (nur DE)	485
Cela 362	Targa Pro (nur F)	452	Logic	486
Cena 363	Tucano	456	Squaro	487
City Life 364	Zubehör Badewannen		Subway	487
Coloreto 365	Profibox	459	Duschabtrennungen	
Dadona 366	SouthLight	461	Duschabtrennungen Technik	455
Hommage 373	UNITED	462	Duschabtrennungen Bestellbeispiele	456
Hommage-Royalte 373	Vibox	465	Edina (nur BeNeLux)	458
La Belle 374	Vibopip	465	Futuron Walk In	501
Libra 376	Whirlpoolsysteme		Lifetime	505
Lifetime 379	Technik Whirlpoolsysteme	470	Milano (nur BeNeLux)	510
Logic (nur DE) 380	Ultimate Fitness	466	Sauna Walk In	514
LuXio 389	Whisper	467	Subway	518
Meander 390	Just Relax! Plus Comfort	468	Duschabtrennungen Profile	528
My Art 392	Technik Whirlpoolsysteme	470		
My Art Evolution 394	Zubehör Whirlpoolsysteme	472		
Nexien 400	Installationsstpps / Checkliste	474		
Nexus 401				
Oberon 402				
Omnia architectura 406				

Price list – table of contents

3.4 Price list

EXAMPLE: A4

- **Document grid:** Short page 16 M, long page 20 M
- **Logo size:** The document is divided into 16 modules across its width. The logo size is 2 modules; the logo height is based on this. The distance from the right edge to the logo is one module.

① **Product designation:**
Column headline, Univers 67
Condensed Bold, 7 pt

② **Tabs:**
Univers LT 67 Condensed Bold
in 7 pt, uppercase letters, 20 % of the
area colour (CMYK 20/0/48/18)

Colour depending on the division
Here it is CMYK 20/0/48/18
Width: 3/5 of M

③ **Legend:**
Univers LT 47 Condensed Light,
6pt, line spacing: 7

④ **Tables – general:**
Line thickness: 0.25 pt,
100 % black, open to the left
and right

Table header:
Column headline, Univers 67
Condensed Bold, 7 pt

Table content:
Font: Univers 47 Condensed
Light, 7 pt
Highlighting: Univers 67
Condensed Bold

Highlighted areas
Depending on their importance:
15 % or 30 % black

M Nachtrag zur Preisliste Badkeramik und Badmöbel Nr. 60 – März 2011

Villeroy & Boch
1744

MEMENTO
Geschmacksmuster geschützt. Keramikmodelle aus Ceranoplas

€ ohne MwSt

①

WASCHTISCH NEU

Art. Nr.	Weiß Alpin	Glanz	Colortiss	St./ kg/	
* R1	Mat	Mat	Paß. St.		
600 x 420 mm	5w 6L XX	422,01 €	422,00 €	531,00 €	15 20
600 x 420 mm	5133 6G XX	422,01 €	422,00 €	531,00 €	15 20
600 x 420 mm	5133 6J XX	449,01 €	449,00 €	558,00 €	15 20
600 x 420 mm	5133 6F XX	449,01 €	449,00 €	558,00 €	15 20

②

④

③

WASCHTISCH NEU

Art. Nr.	Weiß Alpin	Glanz	Colortiss	St./ kg/	
* R1	Mat	Mat	Paß. St.		
500 x 420 mm	5133 5L XX	382,01 €	382,00 €	477,00 €	18 17
500 x 420 mm	5133 5G XX	382,01 €	382,00 €	477,00 €	18 17
500 x 420 mm	5133 5J XX	409,01 €	409,00 €	504,00 €	18 17
500 x 420 mm	5133 5F XX	409,01 €	409,00 €	504,00 €	18 17

③

Die Farben 5S, 5Z, MD und MF werden in Antragsfertigung hergestellt. Bitte erwidern Sie sich bei der Bestellung nach den Lieferzeiträumen.
Dekore MD und MF sind nur für Waschtische Hebeher, nicht für Bidet und Tiefpötlösset.

XX = Farbnummer ersetzen
R1 = Weiß Alpin Ceranoplas
Glanz = für VPS-Gravierscheibe R2
Colortiss/Mat = Glasy Back Ceranoplas S3

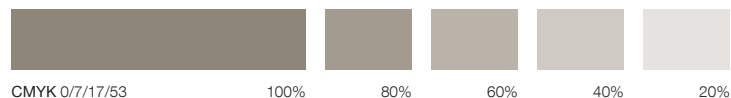
* nach oben Ceranoplas erhältlich, Preisabstufung 9500 € / Modell
* Abdruck auf Weiß Alpin Ceranoplas S3
115,00 € / Modell für Weiß Alpin New Glory Ceranoplas L17
490,00 € / Modell für Weiß Alpin New Glory Pastoren Ceranoplas MD
Abdruck auf Glasy Back Ceranoplas S3
690,00 € / Modell für Glasy Back New Glory Pastoren Ceranoplas MF

Price list – product page

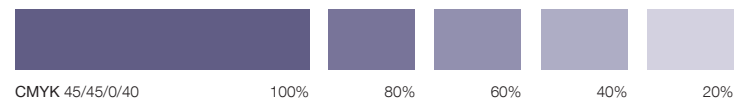
3.4 Price list

COLOUR DEFINITIONS FOR THE PRICE LISTS FOR THE FOUR PRODUCT DIVISIONS

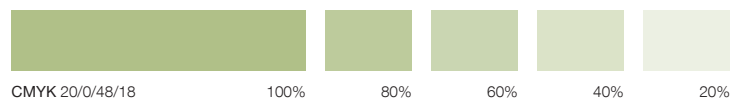
CROSS-DIVISIONAL



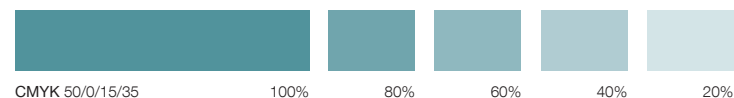
KITCHENS



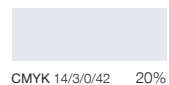
SANITARY CERAMICS & BATHROOM FURNITURE



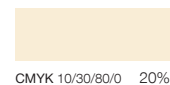
WELLNESS



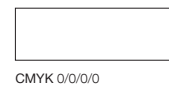
ACRYLIC



QUARYL



CERAMICS



STEEL



3.5 Product leaflet: Title page

The product leaflet is dedicated to a single product. It is an important information medium for the customer. It can be taken away from the POS and is the “smallest door” to the specific product world.

① Key visual / product presentation

- Depiction of the key visual
- Collage-like product presentation

② Product presentation

- Four products are shown, offset, in front of a light grey background, whereby the sizes of the products should be in proportion to their actual sizes
- A reflection of the products can be seen in the white area



Product leaflet, Althea Nova



Product leaflet, Modern Grace Grey

3.5 Product leaflet: Title page

STANDARD FORMAT: DIN LONG

- **Document grid:** Short page 12 M, long page 20 M
- **Logo width:** 4 M; this is used to determine the height X
- **Print area:** 1 M at the top and bottom, ½ M on the outside and inside
- **Columns:** 3 or 4 mm, bar 3.3 mm
- **Lines:** 10, bar 4.2 mm

- ① **Collection name**
- VilleroyBoch Italic, 10 pt
 - Japanese line: 1 pt
 - 70 % black

- ② **Product presentation**
- Background: Grey background in a light shade (depending on the product) in c0|m0|y5|k20
 - Reflection: Fading towards the bottom
 - The sizes of the products are always in proper proportion to one another

- ③ **Banderoles**
- Height corresponds to 230 % of the logo height, positioning at 8 M
 - With a light shadow (50 % black) over the background; the shadow is 2.35 mm in size

- ④ **Collection icon:**
- 70 % of the logo height (X), distance of 1 M to the left, distance to the banderole (below) corresponds to 25 % of the logo height (X)



Product leaflet – title page

3.5 Product leaflet: Back page

STANDARD FORMAT: DIN LONG

- ① **Legal text**
 - Univers 45 Light, 6 pt, line spacing 7 pt
 - Rotated
 - Positioned at the left
 - Distance: 3.75 mm from the left,
2 mm to the banderole

- ② **Dealer information banderole**
 - VilleroyBoch Italic 7 pt, line spacing 8 pt
 - Positioning: Centred
 - Distance to the banderole: 2.5 mm from the top

- ③ **URL**
 - Uppercase VilleroyBoch Regular 7 pt,
 - Blocked (+50)
 - Distance: 1 M from the right, vertically
centred in the white area
 - White area: High 70 % M



Product leaflet – back page

3.5 Product leaflet: Inside pages

STANDARD FORMAT: DIN LONG

①

Caption

- **Collection name:** Uppercase Univers 65 Bold, 6.5 pt
 - Distance: ½ M (5.25 mm) to the right and to the bottom
 - Set in negative
- **Product information:**
 - Univers 55 Roman, 6.5 pt

①



Product leaflet – inside page
with scenario

3.5 Product leaflet: Inside pages

STANDARD FORMAT: DIN LONG

①

Silhouettes

- 70% black, not filled in
- Visually centred above the text
- Placed on top of a Japanese line of 1 pt
- Product sizes: In proper proportion to one another

②

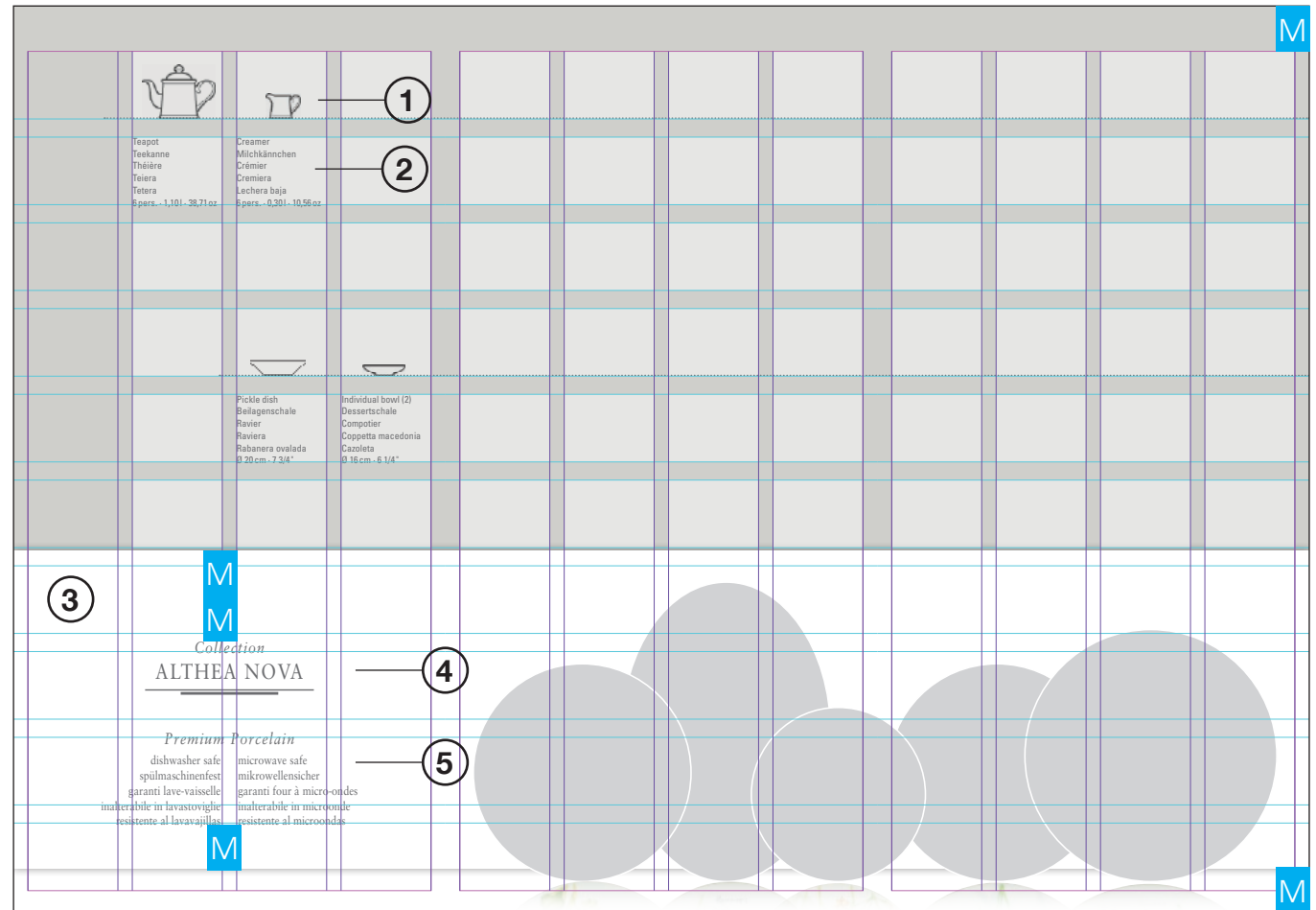
Product information

- Univers 57 Condensed Regular 6.3 pt, leftjustified, line spacing 8 pt
- Distance to the silhouette: 4.2 mm (bar height)

③

Banderole

- Height: Variable, e. g. 7 M
- Distance: 1 module from the bottom
- Shadow: 50 % black, size 2.35 mm



Product leaflet – inside page with product overview

⑥

3.5 Product leaflet: Inside pages

STANDARD FORMAT: DIN LONG

④

Collection icon

- Centred on the page
- Dimensions: See title page
- Distance: 2 M from the banderole

⑤

Product designation

• Product features:

- VilleroyBoch Italic 10.5 pt, blocked (+60)
- Centred beneath the collection icon
- Dimensions: See title page
- Distance to the collection icon:
80 % von 1 M

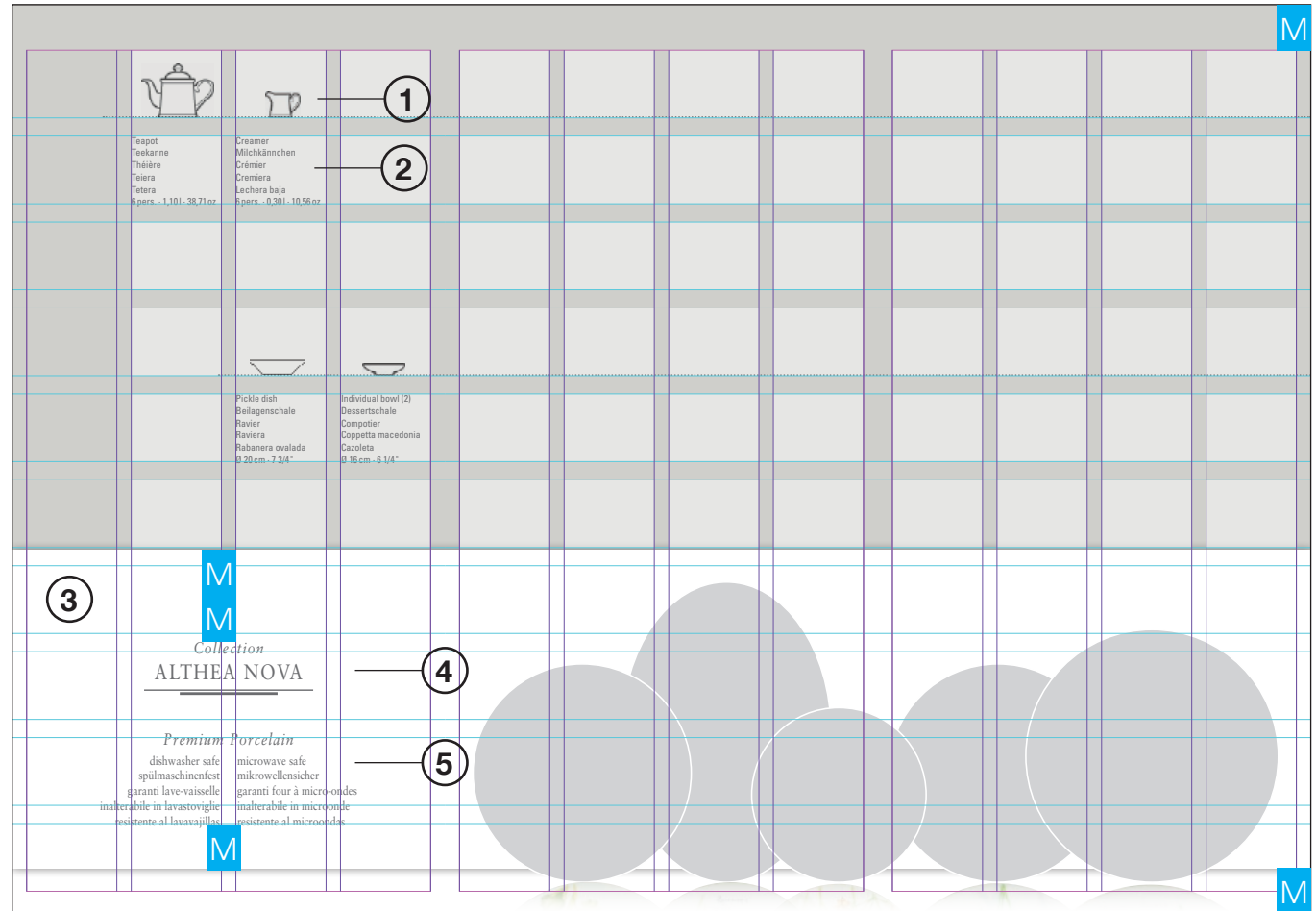
• Product information:

- VilleroyBoch Regular 8 pt,
line spacing 10 pt
- 2 blocks at a distance of 2 mm from
each other; one right-justified and one
left-justified

⑥

Product presentation

- Base: 1 M
- Product sizes: In proper proportion
to one another
- Reflections: Fading towards the bottom



Product leaflet – inside page
with product overview

⑥

3.5 Product leaflet: Overview



Front page/back page



Scenario



Silhouettes with product information
Product presentation, large



Scenario

3.6 Newspaper insert

FORMAT: 178x210mm

- **Document grid:** Short page 14 modules, long page 20 M
- **Logo width:** 3 M; this is used to determine the height
- **Print area:** All pages ½ M
- **Example theme:** Christmas

①

Headline

- Uppercase VilleroyBoch Regular,
24 pt with a line spacing of 22 pt
- 70 % black

②

Subline

- VilleroyBoch Italic,
12 pt with a line spacing of 14 pt



Newspaper insert – title page

3.6 Newspaper insert

- ① **Product designation**
 - Uppercase VilleroyBoch Regular, 13.5 pt
 - with a line spacing of 15.5 pt
 - 70 % black
- ② **Price (large)**
 - VilleroyBoch Bold, 20 pt**Line**
 - Dotted Japanese line in 1 pt, length 25 mm
- ③ **Listing of articles with prices**
 - VilleroyBoch Italic, 10 pt with a line spacing of 13 pt
 - Header: Uppercase letters
 - Prices: Bold
- ④ **Marginalia**
 - VilleroyBoch Italic, 7 pt with a line spacing of 9 pt
- ⑤ **Legal text, exculpatory clause, printing information**
 - Univers LT 55 Roman, 7 pt with a line spacing of 9 pt

TEATIME MIT DEM WEIHNACHTSMANN.
Die Geschirrerie Toys Delight sorgt mit klassischen Farben und fantasievollen Mustern während der gesamten Winterzeit für gemächliche Stimmung.

1 DIPSCHÄLCHEN AUF FUSS grün¹⁾ 12,90 €*

2 KUCHENPLATTE eckig 39,50 €*

3 SCHALE KLEIN Hirsch/Stiefel¹⁾ je 12,90 €*

4 SCHALE GROSS Lokomotive¹⁾ 19,90 €*

*auch in rot, orange und beige erhältlich
auch mit den Motiven Neuschnee, Weihnachtsbaum und Weihnachtsmann erhältlich
auch mit den Motiven Schneemann und Nikolaus auf Schokoladengold erhältlich*

M
M

TOYS FANTASY

TOYS DELIGHT Zuckerdose 19,50 €* · Milchkännchen 19,50 €* · Schüssel 49,00 €*

TTITELSEITE: Adventskalender mit Tannenbaum, Set (25-tlg.) 245,00 €* (auch erhältlich als Adventskalenderbox ohne Tannenbaum, Set 24-tlg. 160,00 €*) · Schlitten mit Hirsch 24,50 €* · Geschenkpaket groß, rund mit Spieluhr 59,00 €* · Geschenkpaket klein, eckig 24,50 €* · Weihnachtsmann mit Kindern, Set (2-tlg.) 89,00 €*

Univers - das Preisverzeichnis | Villeroy & Boch AG

Newspaper insert – double-page spread

3.6 Newspaper insert

- ① **Collection icon**
 - Size in the example 18.5 mm
 - Should be positioned on an uncluttered background
- ② **Listing of articles with prices/information**
 - VilleroyBoch Italic, 10pt with a line spacing of 13pt
 - Designation: Uppercase letters
 - Prices: Bold
- ③ **Legal text (e. g. suggested retail price), printing information**
 - Univers LT 55 Roman, 7 pt with a line spacing of 9pt
- ④ **Web address**
 - Uppercase VilleroyBoch Roman, 8.5pt
- ⑤ **Dealer's address space**



Newspaper insert – back page

3.6 Newspaper insert: Overview



TEATIME MIT DEM WEIHNACHTSMANN
Die Gelehrten des Gelehrten- und Akademiker-Kalenders sind gesammelt. Hiermit werden sie gesammelt. Warum für grandiose Teatime.

Kollektion TOYS DELIGHT
Keramik-Teeset 22,90 € - Kanne mit Deckel 49,90 €
Kaffe-Service mit Untersetzer 18,90 € - Untersetzer 34,90 €
Milchkanne mit Schale 19,90 € - Becher mit Untersetzer und Schale 24,90 € - Porzellan-Set für zwei in zwei Varianten 14,90 €



DIPSCHÄLCHEN AUF FUSS
preislos
12,90 €

KUCHENPLATTE
mit
39,50 €

SCHALE KLEIN
Hirsch-Design
preislos
je 12,90 €

SCHALE GROSS
19,90 €

Kollektion TOYS FANTASY
Teelocher 19,90 €
Teelocher mit Untersetzer 22,90 €
Teelocher mit Untersetzer und Schale 24,90 €

TOYS DELIGHT Zuckerbecher 19,90 € - Milchkanne 19,90 € - Schale 49,90 €

TITELSETTE Adresskalender mit Teeset, Ser. 27 (40) 24,90 € (auch erhältlich als Adresskalender oder Teeset, Ser. 24 (40) 14,90 €) - Schüssel mit Hirsch 24,90 € - Geschenkbecher prof. med. mit Untersetzer 19,90 € - Geschenkbecher klein, lackiert 24,90 € - Weihnachtskannen mit Kerzen, Ser. 22 (40) 19,90 €



WEIHNACHTSMANN MIT KINDERN
preislos
39,50 €

Kollektion NOSTALGIC MARKET

SCHLITTEN MIT HIRSCH
24,50 €

Zentrale Teesetkannen 19,90 € - Empfänger-Becher 44,90 € - Geschenkbecher 44,90 € - Marzipanbecher 44,90 € - Christbaumbecher 44,90 € - Sony-Servierglas 19,90 € - Erste Schokolade 19,90 €



IN DIESEN BÜDEN IST ZAUBER
Mit diesem Zauber entstehen die ersten Weihnachtsbäume in fantastischer Größe und moderner, unverwundlicher Lösung in jeder Größe.

Zentrale Teesetkannen 19,90 € - Empfänger-Becher 44,90 € - Geschenkbecher 44,90 € - Marzipanbecher 44,90 € - Christbaumbecher 44,90 € - Sony-Servierglas 19,90 € - Erste Schokolade 19,90 €



AUF DIE PLÄTZCHEN, FERTIG, LOS!
Die Gelehrten Bakery Delight macht Plätzchen mit Nüssen und schenkt Ihnen die schönsten Backhilfen während der Weihnachtszeit.

Kollektion BAKERY DELIGHT
Schüssel mit 49,90 € - Gläserbecher 14,90 € - Porzellanbecher 14,90 €
Milkling 29,90 € - Geschenkbecher Schüssel prof. 14,90 €
Kanne - Kaffeelocher mit Untersetzer 24,90 € - Zuckerbecher 19,90 €



Kollektion CHRISTMAS TOYS

GESCHENKPAKETE
Klein (einfach med., modern) je 24,50 €

Geschenkpaket prof., modern mit Spieluhr 19,90 € - Schlitten mit Hirsch 19,90 € - Kanne 44,90 €



Kollektion MODERN GRACE
Eine große Table, ein feines Glas, besondere Gläser - ein Weihnachtstisch wird nicht nur perfekt, sondern ist perfekt wie die eleganten Geschenksets Modern Grace, die auch in der dekorativen Variante Modern Grace Grey auf jedem Tisch besondere Akzente setzen.

Tafelset 79,90 €

Zuckerbecher 24,90 € - Milchkanne 22,90 €

Tafelset mit Untersetzer 24,90 €

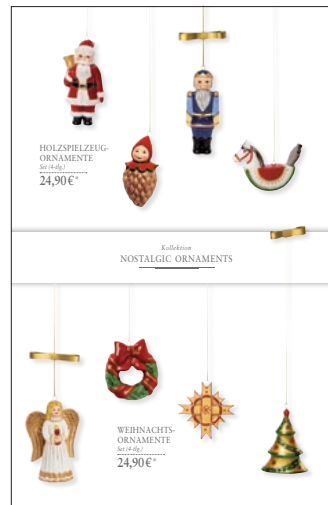
Tafelset 19,90 €
Tafelset 14,90 € - Porzellanbecher 22,90 €
Modern Grace Glass ab 21,90 € - Becher ab 7,90 €
Modern Grace Grey Gesamtpaket 49,90 € - Adress-Lexikon, Adressbecher ab 19,90 €

Tafelset 79,90 €

Zuckerbecher 24,90 € - Milchkanne 22,90 €

Tafelset mit Untersetzer 24,90 €

Tafelset 19,90 €
Tafelset 14,90 € - Porzellanbecher 22,90 €
Modern Grace Glass ab 21,90 € - Becher ab 7,90 €
Modern Grace Grey Gesamtpaket 49,90 € - Adress-Lexikon, Adressbecher ab 19,90 €



HOLZSPIELZEUG-ORNAMENTE
Ser. 14 (40)
24,90 €

Kollektion NOSTALGIC ORNAMENTS

WEIHNACHTS-ORNAMENTE
Ser. 14 (40)
24,90 €



JEDER STAR HAT SEINE ANHÄNGER.
Jeder Weihnachtsbaum braucht Groß und Klein!

Empfänger-Becher, Ser. 40 (40) 24,90 €
Marzipanbecher, Ser. 14 (40) 24,90 €
Marzipanbecher, Ser. 40 (40) 19,90 €
Geschenkbecher, Ser. 14 (40) 19,90 €

Newspaper insert – inside pages

3.6.1 Price labelling

- ① **Price labelling**
- Product designation: Uppercase VilleroyBoch Regular, 13.5pt, line spacing 15.5pt
 - Information: VilleroyBoch Italic, in 10pt, line spacing 12pt
 - Price: VilleroyBoch Bold, 20pt
 - The Euro symbol follows the price in German-speaking areas
 - 70 % black

- ② **Reference price**
- Information: VilleroyBoch Italic, in 9pt, line spacing 11pt
 - Price: VilleroyBoch Bold, 17.5pt, line spacing 20.5pt
 - Trade-in prices can be shown in colour (see secondary colours)
 - 70 % black

- ③ **Crossed-out prices**
- In table form, e.g. in freestanding price displays:**
- VilleroyBoch Bold
 - 1 pt line at an angle of approx. 18°
 - 70 % black

- ④ **In advertisements:**
- Product designation: Uppercase VilleroyBoch Regular, 13.5pt, line spacing 15.5pt
 - Information: VilleroyBoch Italic, 10pt, line spacing 12pt
 - Price: VilleroyBoch Bold, 20pt, line spacing 21pt
 - Crossed-out price: VilleroyBoch Regular, 11pt
 - Info: Univers 45 Light, 6pt, line spacing 8pt

SCHALE KLEIN

Hirsch / Stiefel³⁾

① — je 12,90 €*

*z. B. 20 Teile für 4 Personen:
je 4 Speise- Suppen- und Frühstücksteller
sowie je 4 Ober- und Untertassen*

② — vorher 268,80 €*

*minus Tausch-Prämie**
für z. B. 20 Teile Altware* 40,00 €

TAUSCHPREIS 228,80 €

e.g. crossed-out prices
in tables (price displays):

③ — ~~42,00 €~~ 31,50 €
~~74,00 €~~ 54,50 €

e.g. crossed-out
prices in adverts:

④ — NEW WAVE
Kaffee-Set (12-tlg.)¹
~~210,00~~
159,00 *

¹ bestehend aus:
4x Kaffee-Obertasse / 4x Kaffee-Untertasse
4x Frühstücksteller

International currency symbols are shown before or after the price in accordance with the country in question. Currency abbreviations are shown in accordance with ISO 4217 from the International Organization for Standardisation.

3.7 Merchandising brochure: Title page

EXAMPLE: A4

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 M this is used to determine height X, positioning at the upper right in the bleed, distance of 1 M to the right
- **Banderole:** Height 4 M, positioning along the lower edge
- **Collection icon:** 70% of the logo height (X), ½ M distance to the upper edge, centred in the banderole



Merchandising title page A4

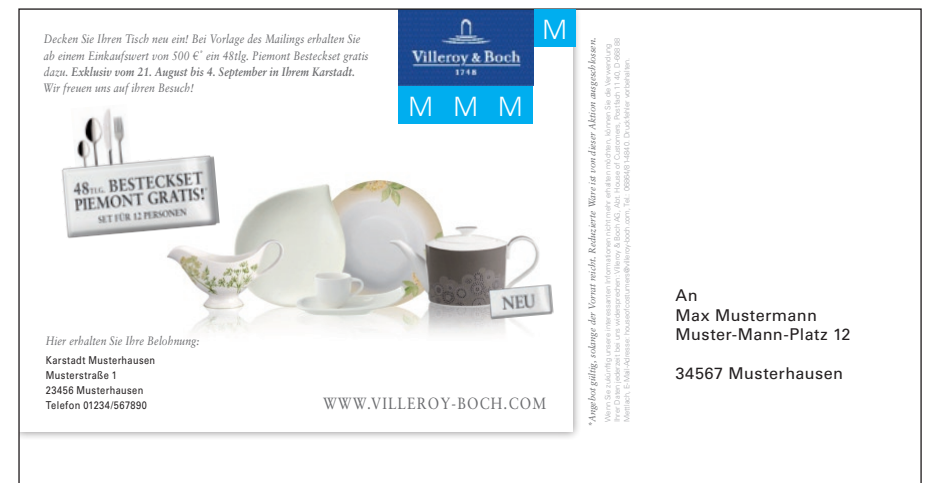
3.8 Mailshot

TWO-PAGE MAILSHOT 23.5 x 12.5 cm

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 M, this is used to determine height X, positioning at the upper right in the bleed, distance of 1 M to the right
- **Print area:** 6.5 mm
- **Headline:** Uppercase VilleroyBoch Regular, 22 pt, line spacing 24 pt, colour bleed from light to dark
- **Subline:** VilleroyBoch Regular, 15 pt, 70 % black
- **Continuous text:** VilleroyBoch Italic, 9 pt, line spacing 12 pt



Titel, Mailing 23,5 cm x 12,5 cm



Back page, mailshot 23.5 cm x 12.5 cm

3.8 Mailshot: Envelope

FOUR-PAGE MAILSHOT 23.5 x 28.5 cm

- **Document grid:** Short page 14 M, long page 20 M
- **Logo width:** 3 M, this is used to determine height X, positioning at the upper right in the bleed, distance of 1 M to the right
- **Print area:** 6.5 mm
- **Headline:** Uppercase VilleroyBoch Regular, 22 pt, line spacing 24 pt, colour bleed from light to dark
- **Subline:** VilleroyBoch Regular, 15 pt, 70 % black
- **Continuous text:** VilleroyBoch Italic, 9 pt, line spacing 12 pt



Title page/back page – folded mailshot
23.5 cm x 28.5 cm

3.8 Mailshot: Inside pages

FOUR-PAGE MAILSHOT 23.5 x 28.5 cm

- **Customer text/collection description:**
VilleroyBoch Italic, 9pt, line spacing 12pt
- **Product descriptions:** Univers 57 Condensed Regular
in 8pt, line spacing 12pt
- **Price:** VilleroyBoch Bold, 10pt, line spacing 12pt
- **Crossed-out prices:** VilleroyBoch Bold, 14pt,
line spacing, 18pt
- **Campaign prices:** VilleroyBoch Bold, 20pt line
spacing, 18pt
- **Information positioned in front of the price:**
Uppercase VilleroyBoch Regular, 4pt, smaller
than the price

Inside pages – folded mailshot
23.5 cm x 28.5 cm

3.8 Mailshot: Variants

FOUR-PAGE MAILSHOT

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IPSUM LOREM IPSUM!

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www.villeroy-boch.com

An
Max Mustermann
Muster-Mann-Platz 12
34567 Musterhausen

LOREM IPSUM LOREM
IPSUM LOREM IPSUM!

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Kollektion
LOREM IPSUM

40% X

NEU

LOREM STOERUM
IPSUM STOER

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blare succidant non venibb ex eam
iure volit ad tis et illoimod estrud.

STATT 102,00 €
JETZT 89,00 €
MINUS 8,00 €

NUR 81,00 €
TAUSCH-PREIS

Kollektion
LOREM IPSUM

NEU

LOREM STOERUM
IPSUM STOER

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STATT 102,00 €
JETZT 89,00 €
MINUS 8,00 €

NUR 81,00 €
TAUSCH-PREIS

Kollektion
LOREM IPSUM

NEU

LOREM STOERUM
IPSUM STOER

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estrud ming engiat ver sequisio deliqui
blare succidant non venibb ex eam
iure volit ad tis et illoimod estrud.

STATT 102,00 €
JETZT 89,00 €
MINUS 8,00 €

NUR 81,00 €
TAUSCH-PREIS

LOREM IPSUM LOREM IPSUM 50%!

Andrem doloret, quate comilla cor adit wri esse ming ea facing ea
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Kollektion
LOREM IPSUM

40% X

NEU

LOREM STOERUM
IPSUM STOER

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LOREM IPSUM XYcm 5,00 €
LOREM IPSUM XYcm 5,00 €

Kollektion
LOREM IPSUM

NEU

LOREM STOERUM
IPSUM STOER

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LOREM IPSUM XYcm 5,00 €
LOREM IPSUM XYcm 5,00 €

Kollektion
LOREM IPSUM

NEU

LOREM STOERUM
IPSUM STOER

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blare succidant non venibb ex eam iure volit ad tis et illoimod estrud. Per autpat, venissit velle nullipat.

LOREM IPSUM XYcm 5,00 €
LOREM IPSUM XYcm 5,00 €

Title page / back page variant

Inside section, variant 1

Inside section, variant 2

3.9 Flyer

EXAMPLE: A4

Document properties

- **Document grid:** Short page 14 M, long page 20 M
- **Print area:** Top/bottom: 14.85 mm, right/left: 15 mm

1 Headline

- Uppercase VilleroyBoch Regular, 28pt
- Colour bleed

2 Subline / text

- Uppercase VilleroyBoch Regular, 16pt
- Colour bleed

3 Information text

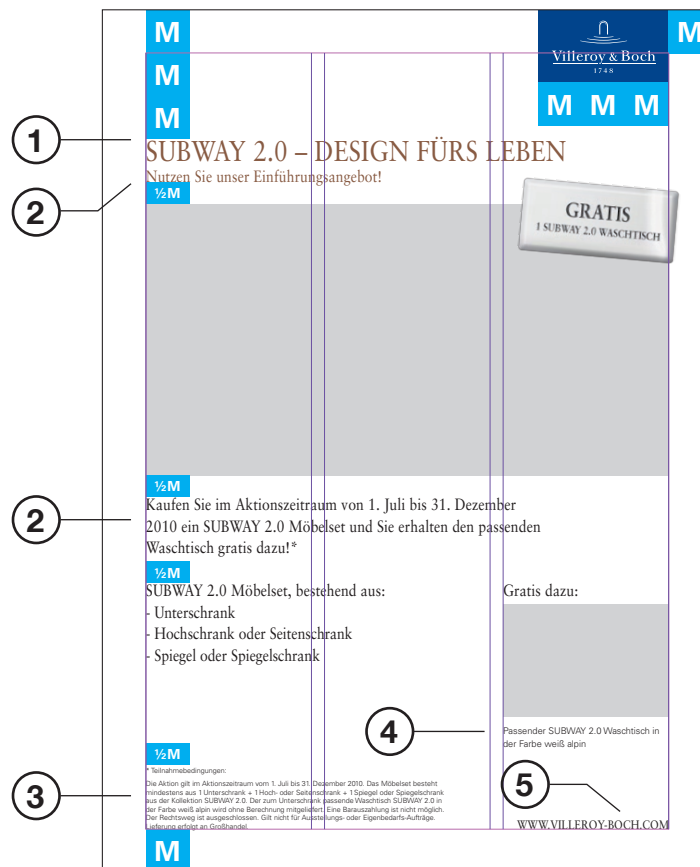
- Univers 45 Light, 7pt
- Colour: Black

4 Caption

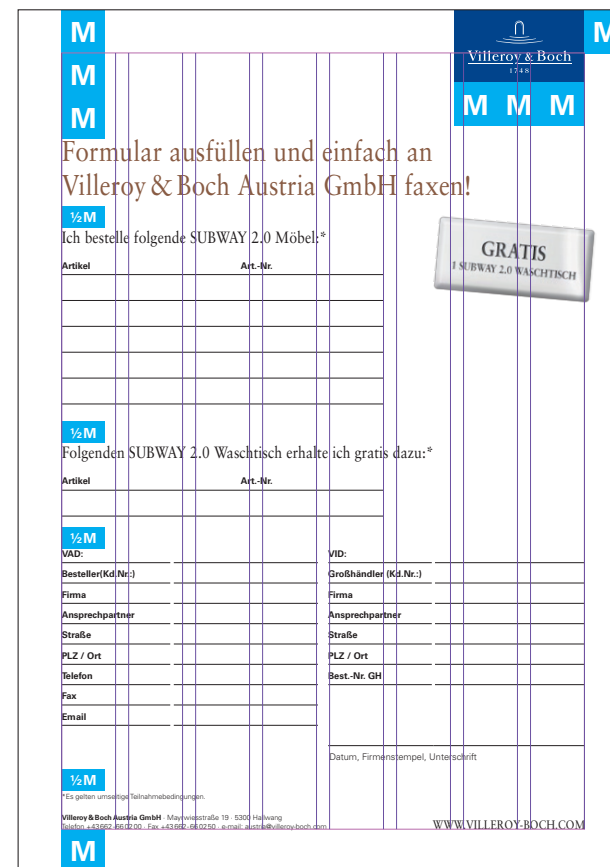
- Univers 55 Roman, 9pt
- Colour: Black

5 URL

- Uppercase VilleroyBoch Regular, 12pt
- Colour: Black



Flyer A4, title page with a picture



Flyer A4, back page with a fax reply form

3.9 Flyer: Variants

EXAMPLE: A4

Flyer A4, title page with two pictures

Flyer A4, title page with three pictures

Flyer A4, title page with one picture and a background

3.10 Folder: Envelope

EXAMPLE: A4

1 **Headline**

- Uppercase VilleroyBoch Regular, 28pt
- Colour bleed

2 **Subline / text**

- Uppercase VilleroyBoch Regular, 16pt
- Colour bleed

3 **URL**

- Uppercase VilleroyBoch Regular, 10.2pt
- 70% black

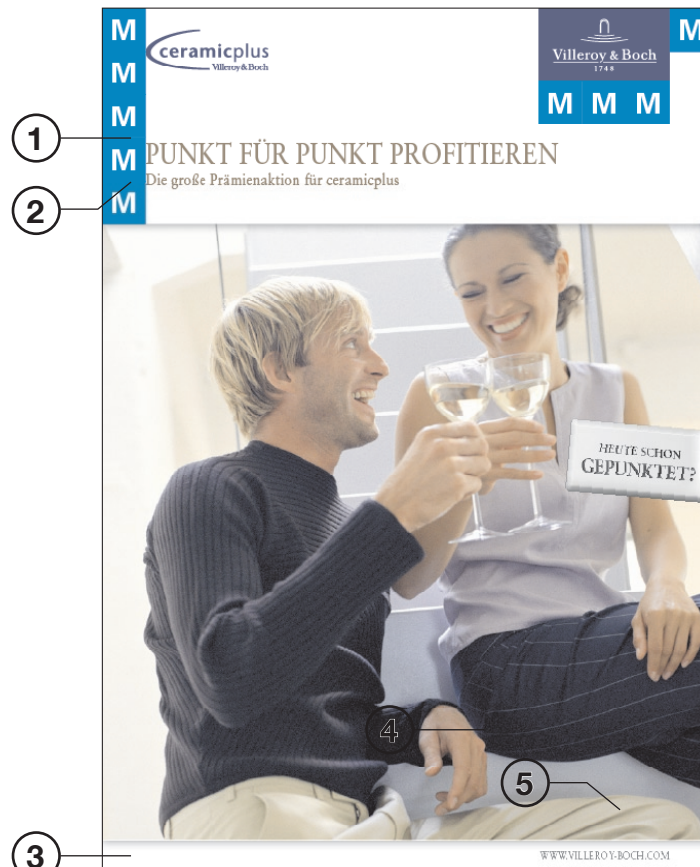
4 **Address**

- Univers 45 Light, 9pt, line spacing 12pt
- Colour: Negative

5 **Information text**

- Univers 45 Light 7pt, line spacing 10pt
- Colour: Negative

Coloured background: Based on the headline bleed



Folder A4, title page

Document properties

- **Document grid:** Short page 14 M, long page 20 M
- **Print area:** Top/bottom: 14.85 mm, right/left: 15 mm
- **Columns:** 3, bar 4.5 mm
- **Lines:** 12, bar 2.97 mm



Folder A4, back page with a fax reply form

3.10 Folder: Inside pages

EXAMPLE: A4

1 **Headline**

- VilleroyBoch Regular, 16 pt
- Colour bleed or negative

2 **Text**

- VilleroyBoch Regular, 9.5 pt, line spacing 12 pt (aligned according to baseline grid)
- Designations: VilleroyBoch Bold
- 70 % black

3 **Information text / captio**

- Univers 45 Light 7.5 pt, line spacing 10.5 pt
- Designations: Univers 65 Bold
- Colour: Black

Coloured background: Based on the headline bleed

1

2

1

3

M	So einfach sammeln Sie Punkte mit Villeroy & Boch			
	Die große Prämienaktion von Villeroy & Boch macht es Ihnen ganz leicht, Punkte und damit attraktive Prämien zu sammeln: Für jedes im Aktionszeitraum vom 01. Mai 2010 bis zum 30. September 2010 verkaufte keramische Großteil mit ceramicplus aus dem Mainstream- und Premium-Segment (Amadeo, Artline, Avey, BelleVue, Century, Grampontec, Hommage, La Belle, Lifetime, Loop & Friends, Memento, Merit, Art, Ombic, Pure Basic, Pure Stone, Sennique, Subway, Sunberry, Variable, Velvet) erhalten Sie je 10 Prämien-Punkte.		So funktioniert es: Sie sammeln Ihre Rechnungen der Aktionsprodukte mit Datum vom 01.05 bis 30.09.2010. Nach Ablauf des Aktionszeitraums spätestens bis zum 31.10.2010 senden Sie die Rechnungen und das Bestellformular an die auf der Rückseite aufgeführte Adresse und Sie erhalten Ihre Prämie.	
	Je mehr Sie verkaufen, desto höher steigt Ihr Punktestand.			
	Wählen Sie aus den hochwertigen Prämien von Villeroy & Boch aus:			
M				

Folder A4, double-page spread

3.11 Invitation: Example

EXAMPLE: DIN LONG

1 **Headline**

- VilleroyBoch Regular, 16pt, line spacing 18pt
- Colour bleed or 70% black

2 **Overline / URL**

- VilleroyBoch Regular, 9pt, line spacing 12pt
- URL: Uppercase VilleroyBoch Regular
- 70% black

3 **Continuous text**

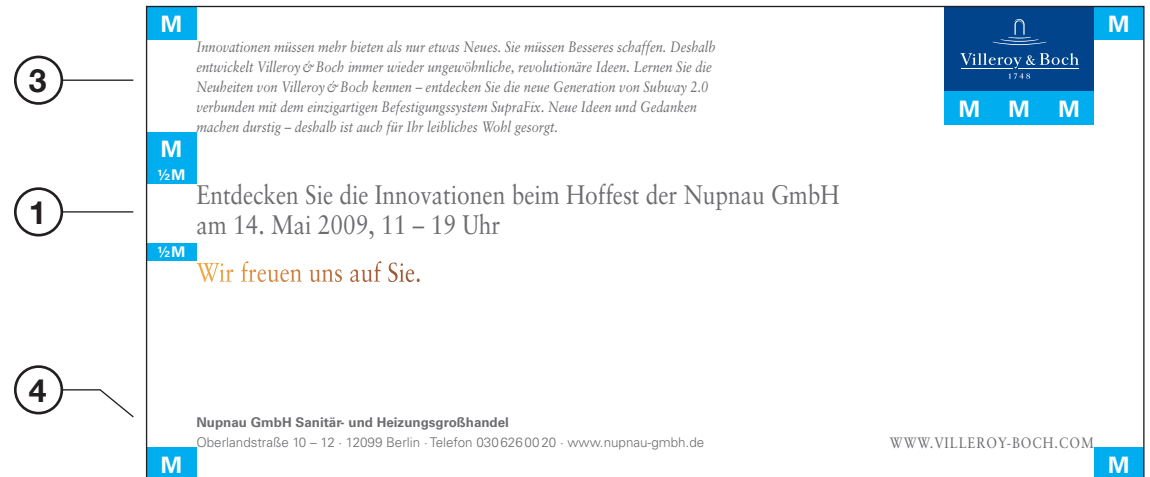
- VilleroyBoch Italic, 9pt, line spacing 12pt
- 70% black

4 **Address**

- Univers 45 Light, 8pt, line spacing 12pt
- Designations: Bold
- 70% black



Invitation title page



Invitation back page

Thank you for your attention.

SelectNY.Berlin

Dennis Werner

Chausseestraße 123

10115 Berlin

(0 30) 34 34 63 - 0

dwerner@selectny.com

www.selectny.com

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