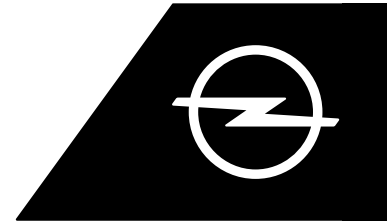


Design guidelines for Opel-Clubs

- 2 Introduction
- 3 Using the symbol
- 4 Brand symbol, historical variants
- 5 Designguidelines: logo design
- 6 Design examples: club names and logos
- 7 Design examples: printed material



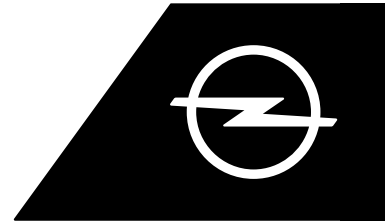
Introduction

The appeal of a company and its brand is built on its overall image – that of its products, corporate reputation and of its clubs.

This is why the visual representation of Opel clubs is an important element in the public's perception of the Opel brand's character.

This overview gives an introduction to Opel club design and explains the foundation and principles on which Opel corporate design is based. This includes the use of our logos, together with many historical examples.

We hope these guidelines will help you, our club members and enthusiasts, contribute to the enduring success of Opel and also create a positive image for your clubs.



Using the symbol

The Opel company logo (Opel logotype with the Blitz symbol) is copyright protected and may only be used by Adam Opel AG and Opel dealers.

However, official Opel clubs are permitted to use the brand symbol (the Opel Blitz) in its current form and in the older forms shown here.

To keep its use by official Opel clubs license-free, the following requirements must be met:

- The brand symbols (see symbols down below) may only be used for the purposes of the Opel club.
- The brand symbols may only be used for non-commercial purposes.
- The brand symbols must always be combined with the club name/club logo.
- The brand symbols may not be decoupled to be used on their own.

- The brand symbols must be reproduced according to the design guidelines provided in this brochure.

Approved uses include: club letters, invitations, posters, stickers, patches, pennants, printed clothing and guest gifts. Further uses must be agreed with your designated contact person (club representative) at Opel and a license fee could be incurred. Graphics suggestions created by Opel clubs must be submitted to your Opel club representative for approval.

Logo approval entitles a club to display its recognition as an "Official Opel Club".

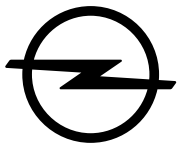


Opel company logo



Opel brand symbol

These variants may be used for print and signage (decals) or as a screen image:



Opel Blitz – 80s till now



Opel Blitz – 50s



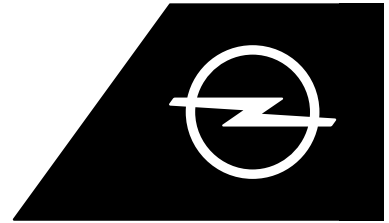
Opel Blitz – 70s



Opel-Eye – 20s and 30s



Opel Blitz – 60s



Brand symbols from various periods

We've selected these variants of the brand symbol (Blitz) for use when depicting various periods.

These variants may be used for print and signage (decals) or as a screen image.

Although many diverse variants of the Blitz appeared on vehicle models and advertisements from the 1950s to the 1990s, we've chosen these five variants as a reasonable overview. If a club would like to use a different variant, it must get permission from its Opel representative.



20s and 30s



Opel 4/12 PS „Laubfrosch“,
1924-1926



Opel 1,2 litre, 1931-1935



50s



Olympia, 1953



Kapitän, 1953-1955



60s



GT 1900, 1968-1973



Kadett A Coupé, 1963-1965



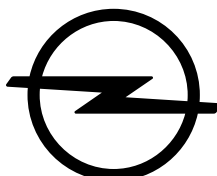
70s



Ascona A 16S, 1974



Diplomat B V8, 1969-1977



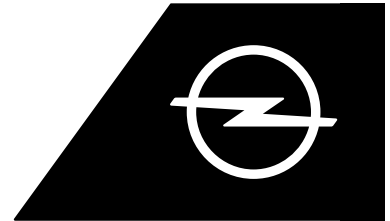
80s till now



Calibra V6, 1993



Monza GSE, 1982-1987



Designguidelines: logo design

Guidelines for use of the brand symbol (the current Blitz and past forms):

1. The Blitz must retain its original form and color. It may not be graphically altered (e.g. distorted, divided or re-colored).
2. The Blitz and the word “Opel” may not be combined with other graphic elements and/or texts that could damage the reputation of Opel Automobile GmbH. In particular, use of the Opel Blitz and the word Opel is not permitted in any context which is ‘contra bonos mores’ (e.g. a violation of human dignity, discrimination, sexism, etc.) or incites sedition with extremist content. Opel Automobile GmbH reserves the right to ban clubs which do not adhere to these rules from the lub register and to pursue legal action against any mis-use of the Opel brand symbol.

Approved colors:



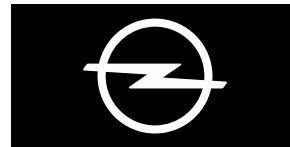
100% Opel Black

CMYK 0/0/0/100
RGB 0/0/0
HEX #000000



100% Opel Grey

CMYK 6/0/0/34
RGB 180/187/191
HEX #B4BBBF



100% Opel White
on dark background

CMYK 0/0/0/0
RGB 254/254/254
HEX #ffffff

All historic and current variants of the brand symbol may only be used in these color schemes. Color schemes other than Opel Black, Opel Grey and Opel White on dark backgrounds are not allowed.

Guidelines for design of club logos

- The word “Opel” may only be used in connection with the club name.
- The brand symbols must always be combined with the club name/club logo.
- The brand symbols may not be decoupled to be used on their own.
- Sans-serif fonts are suggested (see examples). Vintage car clubs can use appropriate, technical-looking fonts from historical periods.

Attention

Official Opel clubs cannot use 'black letter' or Gothic print as these fonts are not contemporary, can be difficult to read and do not fit the modern image of Opel Automobile GmbH or Opel clubs whose members are open-minded.

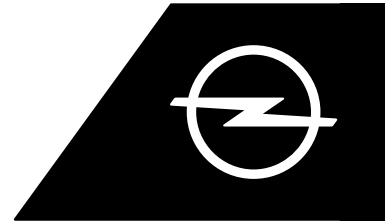
Suggested fonts (sans-serif)

Opel-Club
Opel-Club
Opel-Club
 Opel-Club
Opel-Club

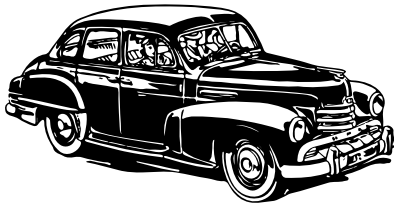
Fonts not permitted (so-called black letter or Gothic print), e.g.:

Characters
Varietywide
Headline

OPEL CLUB SERVICE



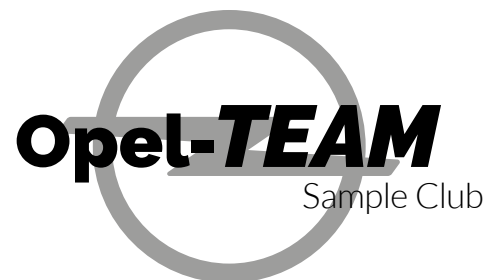
Design examples: club names and logos



Sample-Club



Opel-Sport-Club
Anytown





Design examples: printed material

All publications must include complete contact details according to press law.

Opel-Team Anytown

Sample-Club

Opel Kadett Sample Club

Opel Kadett Sample Club
Any Street 1
Any City 12345

Opel Team Anytown
Any street 123
12345 Any town

Tel.: 123 / 567 89
Fax: 123 / 567 89
E-mail: sample@sample.com
www.sample.com

Sample Club
Mr John Doe
Any street 123
12345 Any town

Tel.: 123 / 567 89
Fax: 123 / 567 89
E-mail: sample@sample.com
www.sample.com

Mr John Doe

Opel-TEAM
Sample club

Opel Team Musterdorf
Any street 123
12345 Any town

Tel.: 123 / 567 89
Fax: 123 / 567 89
E-mail: sample@sample.com
www.sample.com



Design examples: printed material

When designing a poster, it is important to limit information to the essentials.

Everything that cannot be read and recognized at a glance is superfluous.

Images and text layout should be clearly organized. Don't shy away from using very simple, clear layouts to increase the poster's impact

21.-24. August

**Old-Timer
Treffen 2001**

Donnerstag, 21. August
ab 9.00 Uhr Eintreffen der Teilnehmer auf dem Festgelände „Tummelplatz“, Beispiel-Straße

Freitag, 22. August
ab 9.00 Uhr Start zur ganztägigen touristischen Ausfahrt mit Sonderroute für Opel-Fahrräder
ab 17.00 Uhr Korso in der Innenstadt

Samstag, 23. August
ab 8.00 Uhr Teilemarkt, Oldtimerausstellung
ab 11.00 Uhr Sternfahrten
ab 13.00 Uhr Ausfahrt nach Beispielheim

Sonntag, 24. August
ab 8.00 Uhr Frühschoppen und Verabschiedung der Teilnehmer
ab 10.00 Uhr für die Unermüdlichen: Abfahrt nach Exempeldorf

Sample-Club

**CALIBA-TREFFEN
MUSTERIX**
5.-9. August 2000

- Großes Camping-Areal
- Feuerwerk
- Zuschauer-Tribünen
- Große Verlosung
- Riesenparty mit DJ XYZ
- Teilemarkt

Opel-Team

Anytown

Jahrestreffen
5.-9. August 2002

- Camping gratis
- Feuerwerk
- Autogrammstunde
- Sternfahrt
- Riesenparty
- Teilemarkt
- Verlosungen

Opel Musterclub
Herrn Peter Muster (Vorstand)
Musterstraße 123
12345 Musterdorf

Telefon 123 / 567 89
Telefax 123 / 567 89
E-Mail Muster@Beispiel.de
www.Muster.Beispiel.de



Design examples: printed material



Sample-Club

Oldtimer-Treffen

5.-9. August 2002



Großes Camping-Areal
Feuerwerk
Zuschauer-Tribünen
Große Verlosung
Riesenparty mit DJ XYZ
Teilemarkt


Opel Muster-Club
Herrn Peter Muster (Vorstand)
Musterstraße 123
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Telefax 123 / 567 89
E-Mail Muster@Beispiel.de
www.MusterBeispiel.de

DTM-TREFFEN

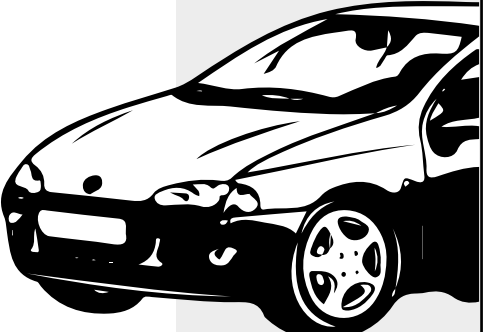
5.-9- AUGUST 2002

Großes Camping-Areal
Feuerwerk
Zuschauer-Tribünen
Große Verlosung
Riesenparty mit DJ XYZ
Teilemarkt



Opel Calibra  **SampleClub**

CALIBRA-TREFFEN EXEMPELBACH



Großes Camping-Areal
Feuerwerk
Zuschauer-Tribünen
Große Verlosung
Riesenparty mit DJ XYZ

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