



# BRANDING GUIDELINES 2025

# LOGO 2025

## ATTENTION: NEW LOGO!

We have had a new logo since 2024.

New font, new style and new versions have been incorporated into the branding.

The old logo can therefore no longer be used!

New Logo:



Old Logo:



**ALL AUTHORISED VERSIONS ARE  
INCLUDED IN THE LOGO PACKAGE!**

**IMPORTANT:**

**STILL ONLY TURBOZENTRUM!**

In 2019, we removed the 'Berlin' from the name. It will stay that way. 'TurboZentrum Berlin' is never to be used, spoken nor written.

# LOGO 2025

## LIGHT OR DARK BACKGROUND?

To ensure that the logo is easy to read on any surface, we have built several versions.

The basic motto remains the same:

White, red & black

## WITH A BRIGHT BACKGROUND.

...the 'standard' version should always be used:



## WITH A DARK BACKGROUND

...the framed version should always be used:



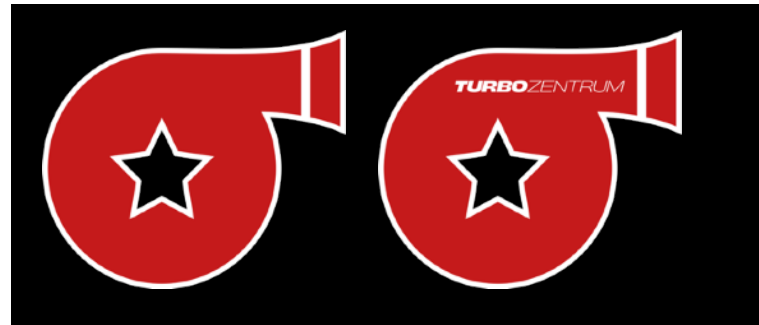
The framed version has a thin black frame.

If desired, it is also suitable for use on bright backgrounds.

# LOGO 2025

## PICTOGRAM

The individual pictogram with and without a name is also possible. Here, too, we have created a version for dark and light-coloured backgrounds. This can be used alone.



## RED TONES

Depending on the application, different shades of red and colour codes are used.

While digital or print applications can simply be selected from the existing logo files using a colour picker, there are other color codes for printing purposes on fabric or plastics - namely RAL and Pantone.

**RAL: 3001 or 3020**

**Pantone: 186 or 187**

We give this leeway because different materials and material colors require different shades of red.

# **LOGO 2025**

## **MORE COLORS / MONOCHROME?**

**If the color concept does not work with red, there is also the option of using monochrome versions by arrangement. We have created these in full white and full black.**

**It is generally not permitted to simply recolour, shorten, split or otherwise change the logo and all variations.**

**If a monochrome recolouring is urgently required, this may be possible after our confirmation.**

### **REMINDER:**

**IN GENERAL, ONLY THE FILES FROM THE LOGO PACKAGE ARE TO BE USED!**

# **STICKER / DESIGNS**

## **STICKER**

**With the new logo, there are also new stickers and decals for all applications.**

**There is work behind each one. Sometimes a lot.**

**All are produced to an extremely high standard so that they last a long time and are robust - even against sunlight.**

**These stickers must therefore not be altered, cut up or reworked in any other way.**

**These stickers must always be applied as horizontally and well readable, the right way round - in places where they are clearly visible.**

## **CUSTOM DESIGNS**

**Of course, you can also create your own designs with the logo. The same specifications apply here as for the stickers and logos themselves.**

**In principle, however, all vehicle designs in which our logo is integrated must be briefly agreed with us.**

**However we are usually very accommodating here.**

# **SOCIAL MEDIA**

## **CHANNELS**

**We are represented on these channels under the following @:**

**YouTube: /Turbozentrum**

**Instagram: @turbozentrum**

**Facebook: /Turbozentrum**

**The following hashtags are standard with us**

**#turbozentrum #boostbooster**