



BILFINGER

Corporate Design Manual
Version 7 / April 2024

Bilfinger SE
Group Communications & Public Affairs

CD MANUAL CORPORATE FASHION

BILFINGER

BILFINGER

CORPORATE FASHION MANUAL.

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1.0

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BILFINGER CORPORATE FASHION. INTRODUCTION.

BASIC PRINCIPLES.

The basic elements of the Bilfinger Corporate Design are documented in the corporate design "basic elements" manual. It forms the basis for the visual appearance of Bilfinger and therefore for all media-specific manuals.

PRODUCTION.

Contact information for approved manufacturers and producers can be obtained from Corporate Communications & Public Affairs and from Territory GmbH.

A standardized employee appearance that is as consistent as possible in its visual message increases awareness of the Group, strengthening the visibility of the Bilfinger brand. It conveys seriousness and corporate unity without the need for words.

Furthermore, high-quality work clothes strengthen employees' identification with the company and is perceived as a sign of appreciation. Employees are instantly recognizable to clients and partners through their standardized work clothes - they become representatives of the Bilfinger brand.

The requirements and possibilities for labeling Bilfinger work clothes are summarized in this manual.

BILFINGER CORPORATE FASHION. LABELLING SYSTEM.

There are two possibilities available for the labelling of Bilfinger work clothes.

A LOGO

Standardized or work clothes already selected and in use are labelled with the corresponding logo. The compulsory size and positioning of the logo can be found on the following pages.

B LOGO AND COLOR CODING

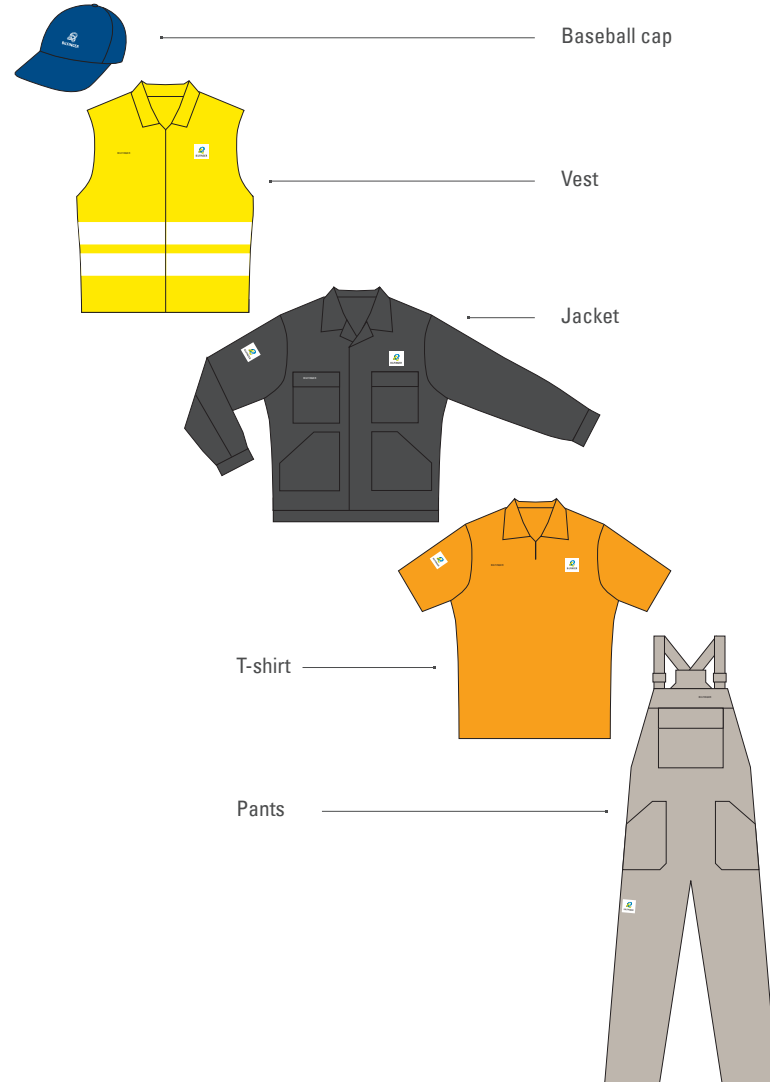
The consistent use of blue and “Bilfinger green” (NCS color: S 0575-G60Y) significantly increases the positioning effect of corporate fashion. In an ideal situation, the colors should be used alternately within the layers of clothing.

NOTE.

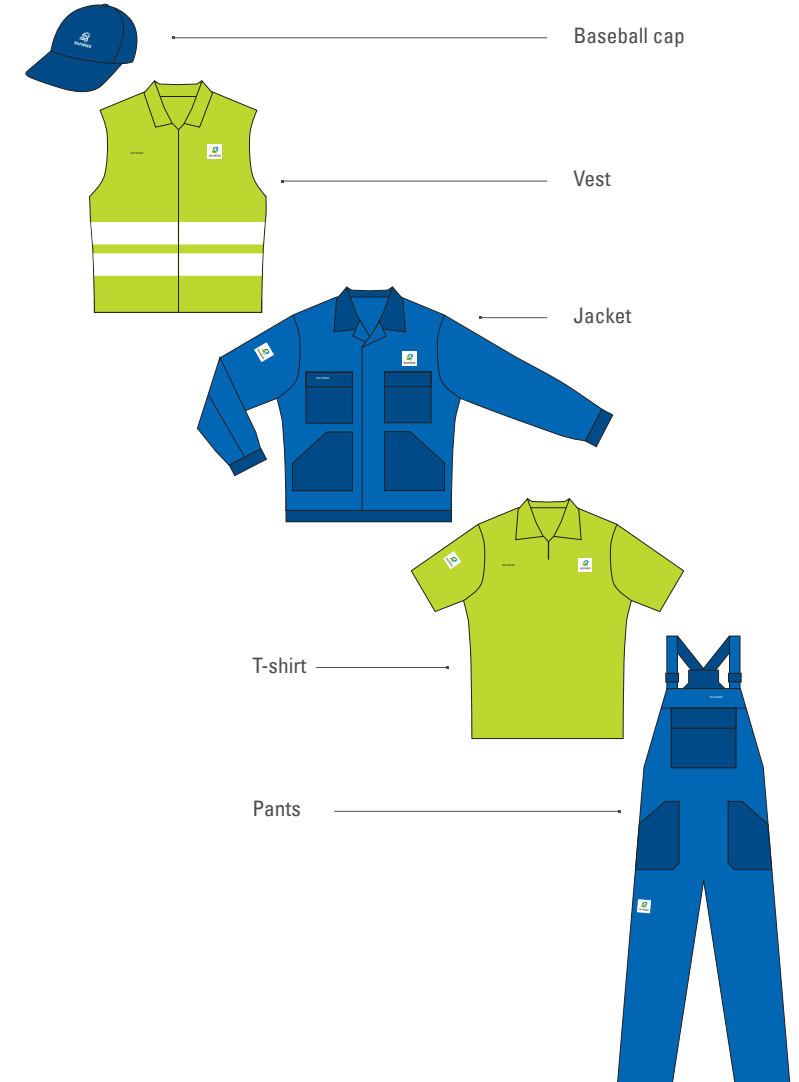
All security-relevant and labor law requirements must be explicitly followed. The labelling system must be coupled with these requirements and individually adapted.

The production/attachment of the logos to the work clothes must be developed with the individual manufacturer.

A LABELLING WITH LOGO (MINIMUM)



B LABELLING WITH LOGO AND COLOR CODING (OPTIMUM)



3.1

WARNING VEST. FRONT.

A LOGO

Positioning: Left side at chest height
Size of white square: 50 x 50 mm

B BILFINGER

Positioning: Right side at chest height
Font: Univers Cond. Regular
Marking: Uppercase
Font color: Black
Font size: 25 Pt
Line spacing: 30 Pt
Alignment: Left-justified

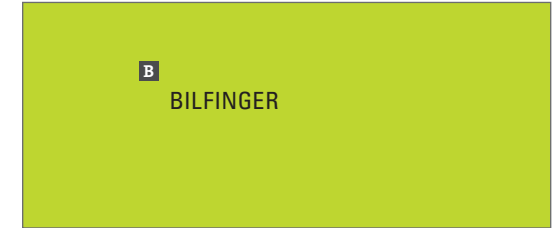
C NAME TAG (OPTIONAL)

Positioning: Right side, below BILFINGER
Color: White
Size: 120 x 30 mm (if the standard size of the name tag is not sufficient, then the height of the name tag must be increased correspondingly).
Font: Univers Cond. Regular
Font color: Black
Font size: 25 Pt
Line spacing: 30 Pt

FRONT



DETAILED VIEW, BILFINGER



LOGO IN WHITE SQUARE ON WARNING VEST/JACKET



DON'TS



No changes to positioning or defined sizes.

No other elements on the front (texts, logos etc.)

3.1

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WARNING VEST. BACK.

A LOGO

Positioning: Central at shoulder height
Width: 260 mm (the height produced automatically)

Logo vertical, greyscale. The logo is printed with florescent colors or on a florescent background. Specific information on production is provided by Corporate Communications & Public Affairs.

PRODUCTION.

The production data of the fluorescent logo can be obtained from Territory GmbH.

BACK, DAYTIME VIEW



BACK, NIGHT VIEW WITH REFLECTED LIGHT (ILLUSTRATIVE REPRESENTATION)



DON'TS



Do not separate word
and image marks



3.2

WARNING JACKET. FRONT. (PLANAM ATLAS MODEL).

A LOGO, FRONT

Positioning: Left side at chest height
Size of white square: 50 x 50 mm

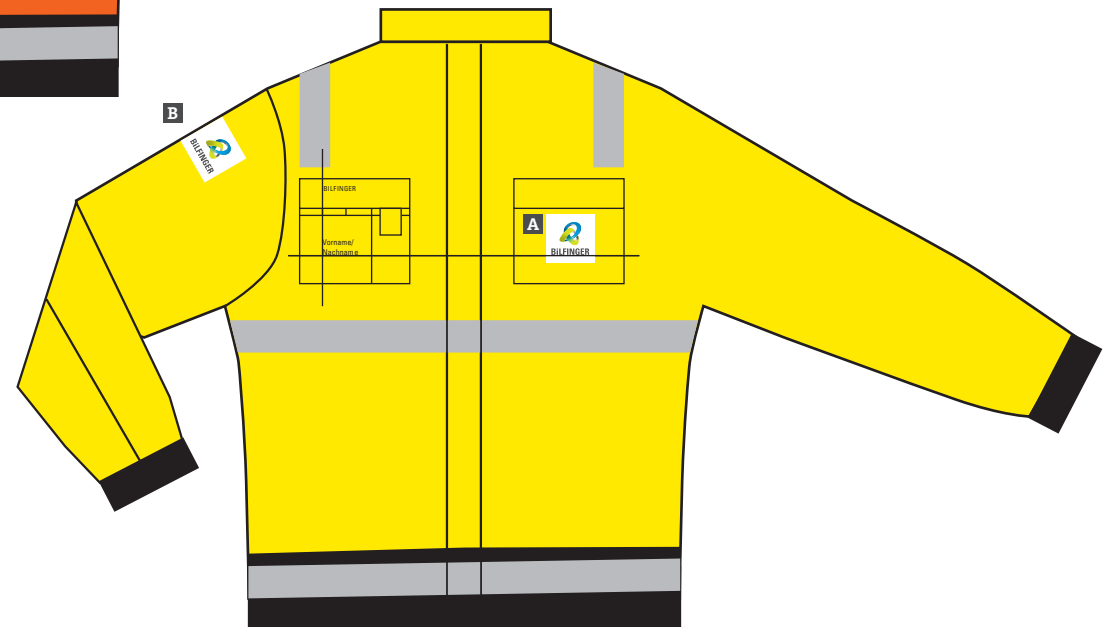
B LOGO, RIGHT SLEEVE

Positioning: Center of upper-arm
Size of white square: 50 x 50 mm

FRONT AND SLEEVES WITH LOGO



FRONT AND SLEEVES WITH LOGO



3.2

WARNING JACKET. BACK. (PLANAM ATLAS MODEL).

A LOGO:

Grey logo, reflective, width 260 mm
Minimum distance of logo to strips:
Note protective zone: = 1 uppercase height



BACK WITH LOGO



BACK WITH LOGO



3.2

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WARNJACKE. ADDITIONAL INFORMATION (OPTIONAL).

Additional information as shown here must be placed with sufficient distance from the Bilfinger logo. Corporate typefaces should be used whenever possible.



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JACKET. FRONT.

A LOGO, FRONT

Positioning: Left side at chest height
Size of white square: 50 x 50 mm

B LOGO, RIGHT SLEEVE

Positioning: Center of upper-arm
Size of white square: 50 x 50 mm

C BILFINGER

Positioning: Right side at chest height
Font: Univers Cond. Regular
Marking: Uppercase
Font color: White
Font size: 25 Pt
Line spacing: 30 Pt
Alignment: Left-justified

D NAME TAG (OPTIONAL)

Positioning: Right side, below BILFINGER
Color: White
Size: 120 x 30 mm (if the standard size of the name tag is not sufficient, then the height of the name tag must be increased correspondingly).
Font: Univers Cond. Regular
Font color: Black
Font size: 25 Pt
Line spacing: 30 Pt

FRONT AND RIGHT SLEEVE



DETAILED VIEW, BILFINGER



3.3

JACKET. BACK.

As a rule, the Bilfinger logo should always be printed on the back of jackets.

A LOGO

Positioning: Central at shoulder height
Width: 260 mm (the height produced automatically)

NOTE ON PRODUCTION.

If the logo is printed on colored material, a special form of the logo will be used. In this special form the word logo will be in silver-grey. A silver-grey outline will run along the image logo (thickness of the outline = 1 mm).

This gives the form more contrast to the background. This file is available from Territory GmbH.

BACK



DON'TS



No changes to the design:
Size, placement and form



No other elements on
the back (e.g. company name)

3.4

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PANTS.

A LOGO, RIGHT LEG

Logo direction: Vertical

Positioning: Central on the left or right side,
at the height of the thigh (folding ruler
pocket)

Size of white square: 50 x 50 mm

B BILFINGER

Positioning: Left side at chest height

Font: Univers Cond. Regular

Marking: Uppercase

Font color: White

Font size: 25 Pt

Line spacing: 30 Pt

Alignment: Left-justified

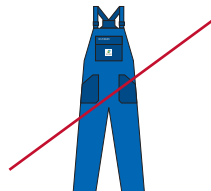
FRONT



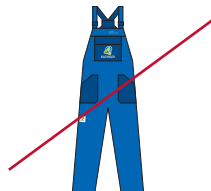
DETAILED VIEW, BILFINGER



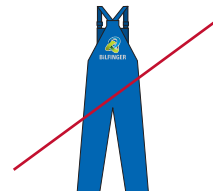
DON'TS



No changes to the design:
Size, placement and form



No other elements on
the front (texts, logos etc.)



No elements on the back
(texts, logos etc.)



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T-SHIRT.

A LOGO, FRONT

Positioning: Left side at chest height
Size of white square: 50 x 50 mm
Large black and white logo 39 mm wide

B LOGO, RIGHT SLEEVE

Positioning: Center of upper-arm
Size of white square: 50 x 50 mm
Large black and white logo 39 mm wide

C BILFINGER

Positioning: Right side at chest height
Font: Univers Cond. Regular
Marking: Uppercase
Font color: Black or white
Font size: 25 pt, line spacing: 30 Pt

D NAME TAG (OPTIONAL)

Positioning: Right side, below BILFINGER
Color: White
Size: 120 x 30 mm (if the standard size of the name tag is not sufficient, then the height of the name tag must be increased correspondingly).
Font: Univers Cond. Regular
Font color: Black
Font size: 25 pt, line spacing: 30 Pt
Alignment: Left-justified

NOTE ON COLOR.

In an ideal situation, extra items of clothing will be produced/colored in Bilfinger Green by the manufacturer. The defined NCS tone S 0575-G60Y is also mandatory for textile colors. Should t-shirts pre-produced by the manufacturer in a similar color be available, they can also be used. In addition, t-shirts in the colors copper, silver, white and black may also be used. The defined values from the design manual „basic elements“ always apply as a color reference.

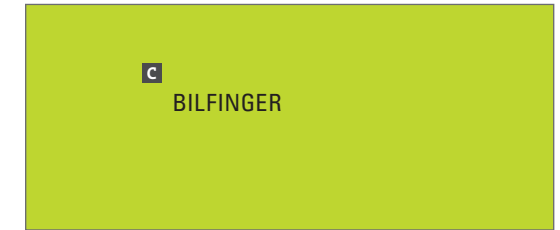
NOTE ON THE BACK:

No printing is planned on the back of t-shirts and sweatshirts.

FRONT



DETAILED VIEW, BILFINGER



T-SHIRT COLORS



3.6

SWEATSHIRT, FLEECE SWEATSHIRT.

A LOGO, FRONT

Positioning: Left side at chest height
Size of white square: 50 x 50 mm
Large black and white logo 39 mm wide

B LOGO, RIGHT SLEEVE

Positioning: Center of upper-arm
Size of white square: 50 x 50 mm
Large black and white logo 39 mm wide

C BILFINGER

Positioning: Right side at chest height
Font: Univers Cond. Regular
Marking: Uppercase
Font color: Black
Font size: 25 pt, line spacing: 30 Pt
Alignment: Left-justified

D NAME TAG (OPTIONAL)

Positioning: Right side, below BILFINGER
Color: White
Size: 120 x 30 mm (if the standard size of the name tag is not sufficient, then the height of the name tag must be increased correspondingly).
Font: Univers Cond. Regular
Font color: Black
Font size: 25 pt, line spacing: 30 Pt

NOTE ON COLOR.

In an ideal situation, extra items of clothing will be produced/colored in Bilfinger Green by the manufacturer. The defined NCS tone S 0575-G60Y is also mandatory for textile colors. Should sweatshirts pre-produced by the manufacturer in a similar color be available, they can also be used. In addition, sweatshirts in the colors copper, silver, white and black may also be used. The defined values from the design manual „basic elements“ always apply as a color reference.

NOTE ON THE BACK.

No printing is planned on the back of t-shirts and sweatshirts.

FRONT



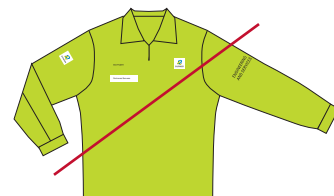
DETAILED VIEW, BILFINGER



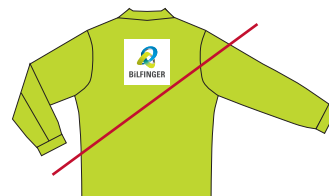
SWEATSHIRT COLORS



DON'TS



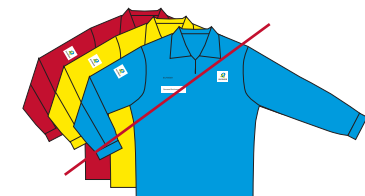
No other elements (text, logos, etc.).
No changes to the positioning and sizes



No logo on the back



No claim, company name or communication on the back



No sweatshirts in Bilfinger blue and in accent colors

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T-SHIRT, SWEATSHIRT, FLEECEPULLI.

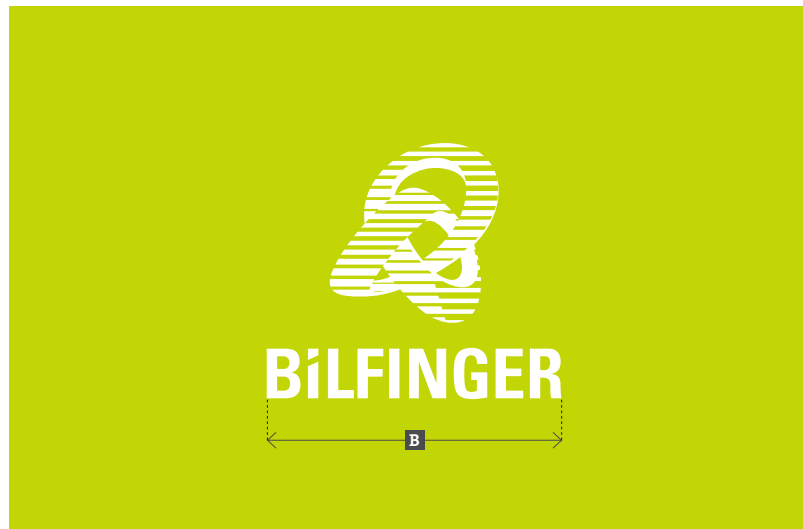
A LOGO

Positioning: Left side at chest height
Size of white square: 50 x 50 mm

B BLACK AND WHITE LOGO

Positioning: Left side at chest height
Large black and white logo 39 mm wide

DETAILED VIEW LOGO



3.7

HARDHAT. STANDARD BRANDING.

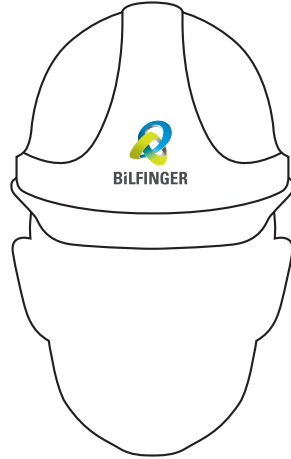
A LOGO, FRONT

Logo positioning: Vertical
Positioning: Central, on the front
Width: 60 mm (the height produced automatically)

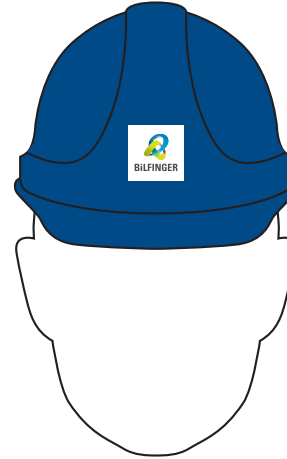
B LOGO IN WHITE SQUARE, FRONT

Logo direction: Vertical
Positioning: Central, on the front
Standard size: 50 x 50 mm

A WHITE HARDHAT WITH LOGO (STANDARD)



B BLUE HARDHAT WITH LOGO IN WHITE SQUARE (VARIATION)



3.7

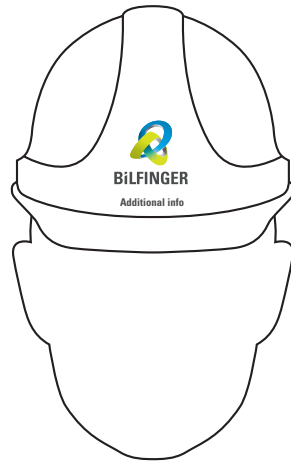
HARDHAT. SPECIAL FORM: ADDITIONAL LABEL.

A OPTIONAL: ADDITIONAL INFORMATION, FOREHEAD

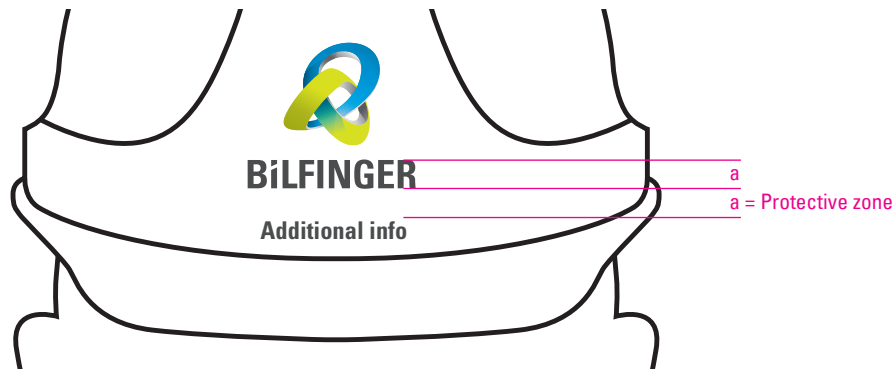
It sometimes happens that additional information such as a proper name or the name of the company is required.

The basic design of the hardhat remains unchanged. A written add-on on the forehead or on the side is simply added.

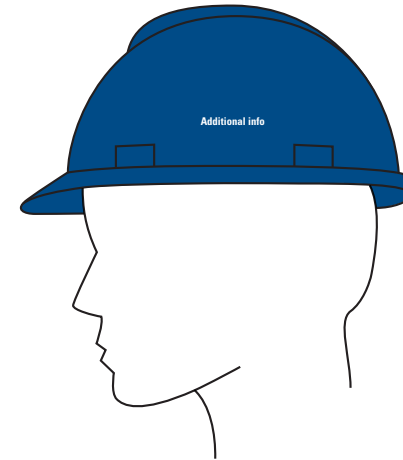
A PLACEMENT ON THE FOREHEAD
Placement: centered on the front below the logo. The so-called „protective zone“ must be maintained. This corresponds to at least the uppercase height of the word „Bilfinger“.
Typeface: Univers condensed bold
Typeface size: 25 pt



MAINTAINING THE "PROTECTIVE ZONE"



B OPTIONAL: ADDITIONAL INFORMATION, SIDE



TYPOGRAPHY

Additional info

Univers condensed, bold
25 pt

3.8

BRANDING. CUSTOMER LOGO (GENERAL).

In addition to Bilfinger labeling, all jackets, t-shirts and sweatshirts can also have a customer logo placed on the left sleeve.

A CUSTOMER LOGO, LEFT SLEEVE

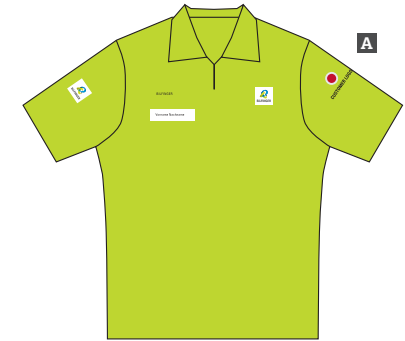
Positioning: Center of upper-arm at the same height as the Bilfinger logo on the right sleeve

Size: The customer logo should have the same optical effect as the Bilfinger logo.

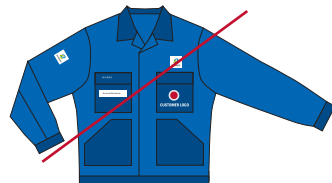
WORK JACKET, LEFT SLEEVE



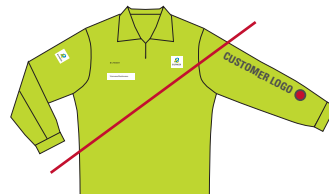
T-SHIRT AND SWEATSHIRT, LEFT SLEEVE



DON'TS



No changes to the positioning.



Customer logo must not be too large or too small.

3.9

WARNING JACKET. FRONT. BRANDING AND PARTNER LOGO.

If a partner logo is to be placed, the Bilfinger logo is shifted to the right side to the spot where BILFINGER is named.
The partner logo is placed on the left breast pocket and on the right arm. The Bilfinger logo in a white square is on the sleeve.



3.9

WARNING JACKET. BACK. BRANDING AND PARTNER LOGO.

The Bilfinger logo and the partner logo should be presented roughly equally.



3.10

ACCESSORIES.

Colored accessories such as baseball caps, scarves or ties follow the criteria below. Logos are not to be used on accessories such as ties, scarves, belts etc.

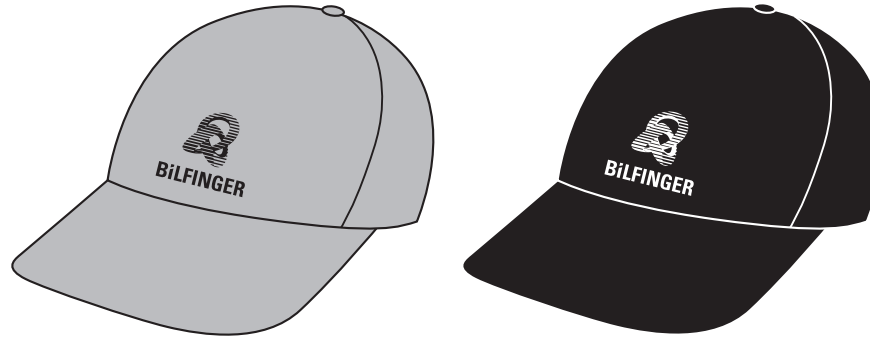
A COLORED BASEBALL CAP WITH LOGO

Logo direction: Vertical
Positioning: Central, on the front
Standard size: 50 x 50 mm

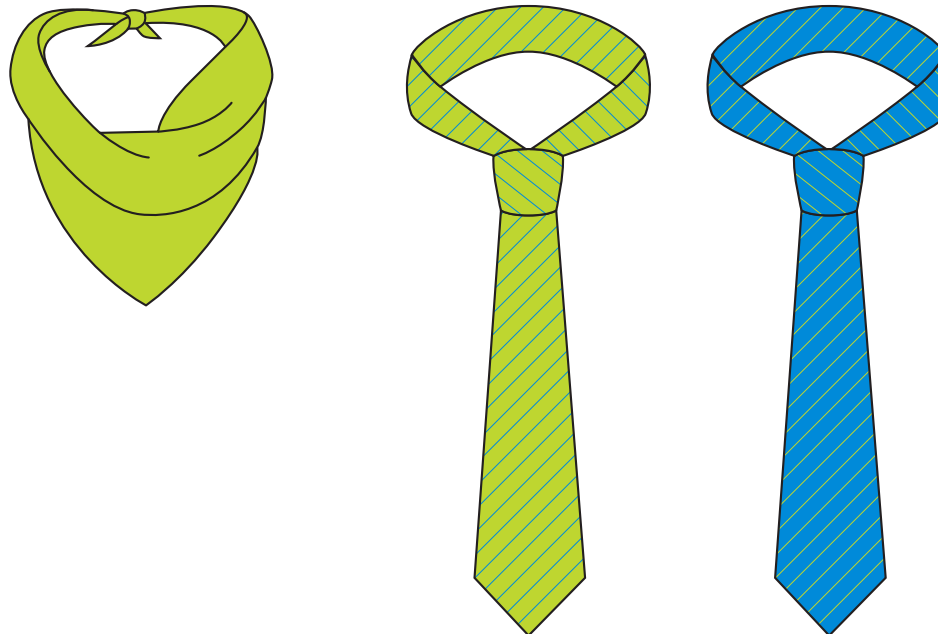
B SCARVES, TIES

The Bilfinger logo may not be placed on scarves or ties. Patterns that are modeled on the form of the image logo are also not permitted.

A COLORED BASEBALL CAP WITH LOGO



B SCARVES AND TIES



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In addition to functional clothing, there is also a need for representative fashion - in the reception area, for example. Here there are no specific rules. For the selection of the clothing and accessories it is important, however, that it is in line with the overall image of Bilfinger and the respective location.

The example to the right shows one possibility of how, with the selection of the right clothing and accessories, the overall appearance of Bilfinger can be maintained here.

REPRESENTATIVE FASHION. EXAMPLES.

JACKET, BLOUSE, SCARF



COLORLESS EMBROIDERY ON WHITE MATERIAL

