



CLEMENS
TECHNOLOGIES



BRAND GUIDELINE

#INTELLIGENT
MECHANISATION

INDEX

1	CORPORATE IDENTITY	2 - 5
2	CORPORATE LOGO	6 - 9
3	CORPORATE COLOR	10 - 11
4	CORPORATE IMAGERY	12 - 17
5	CORPORATE LOOK	18 - 37
6	WEB AND OTHER	38 - 47



CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

BRAND STORY

CLEMENS story started 70 years ago by Clemens Brothers and one Ingenious Winemaker, who developed a first cable winch for the vineyards – a real revolution at the time! Its Successor - Radius was a first patented mechanical blade weeder, which eases winemakers, until now, to cultivate the soil.

Since that time, Clemens Technology has been developed into a worldwide brand in viticulture and fruit growing, keeping production of the full-range in Germany.

Clemens Technologies continues to use best technologies to good purpose and transform hard manual labor into **Intelligent Mechanisation**

Our trainees are the experts of tomorrow. We educate trainees in many different jobs every year. The company is led by Bernd and Thomas Clemens, the sons of founder Bernard Clemens. This year we celebrate our 70th anniversary and at the same time the beginning of the third generation Patrick and Tim Clemens as participator of CLEMENS.

With our 40,000m² new building project in Wittlich-Wengerohr, we are currently improving our production capacities and investing in the future of CLEMENS Technologies and the safeguarding and expansion of further jobs.

CLEMENS

CLEMENS



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Intern
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

VISION & MISSION

Our vision is to use technology to good purpose.

The mission lies in replacing hard manual labor of fruit growing with mechanical and AI processes, giving maximal flexibility to individual Know how.

The development and production of sustainable machine solutions for row cultures of all kinds is our daily business.

Our machines for the fruit growing sector are worldwide in use and make it possible to work efficient in various fields of application.

We want to present a clean and stable mark, which is introduced by a homogeneous general view to show the core message and values of our company





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

WHY CLEMENS?

QUALITY

We have a high quality standard, which is reflected in all of our products and standards.

TRUST

We maintain a cooperative and trusting collaboration with our customers, dealers and suppliers.

SUSTAINABILITY

We do not use herbicides and focus on developing sustainable machinery solutions.

INNOVATION

We research and develop with foresight innovative solutions for the most diverse need of our customers around the world

JOY

Whether under vine care, soil cultivation, foliage management, mulching, frost protection, solutions for high wheel tractors or tool carriers – with our machines the work in the vineyard is even more fun!

4

CORPORATE
IMAGERYVisual Language
Iconfamily

5

CORPORATE
LOOKApplication examples
Intern
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.

WHAT IS CLEMENS?

CLEMENS Technologies has been producing machinery for fruit and wine production at its plant located in Wittlich, Germany since 1952. With an export share of 80%, the company has established itself as one of the most important manufacturers worldwide and helps winegrowers and fruit growers to economically cultivate their row crops.

With its comprehensive product range, **CLEMENS Technologies** covers the complete range of fruit and wine growing technology. Starting with mechanical weed control between vines, trees or other row crops, through modern soil and greening management, intelligent control and sensor systems. The range extends to partner products such as frost protection and spraying machines.

For **CLEMENS Technologies**, the elimination of herbicides and the development of sustainable solutions for efficient management of row crops are the driving force behind continuous high-quality new and further developments. This innovative corporate philosophy results in economic and practical solutions for a wide range of challenges in close cooperation with users.

UNDER VINE CARE

TOOL CARRIERS

SOIL CULTIVATION

FOLIAGE MANAGEMENT

TOOL CARRIERS

SOLUTIONS FOR HIGH WHEEL TRACTORS/CRAWLERS

C.INTELLIGENCE CONTROL SYSTEMS

SPRAYING EQUIPMENT & FROST PROTECTION

VINEYARD MANAGEMENT MOOSLE





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

CORPORATE LOGO

Our new logo stands for continuous development and yet preserves old values and standards. The new logo is not entirely new. It could rather be seen as an identity that is continuously evolving. A realization of everything that Clemens Technologies has always embodied.

The Clemens Technologies word/figurative trade mark

transforms the old, concise „comet“ into a new, fresh shape that combines with the classic Clemens C. The logo now conveys more white space, freshness and lightness.

CLEAR SPACE



The protective space of the logo can be measured depending on the scaling from the letter „E“, which is copied from the present logo, in a corresponding upright position. The clear space is necessary to delimit the logo as much as possible and not to place it too close to other objects. Mono color areas and picture elements in the background

can, however, be placed behind the logo according to the rules of the further manual, as long as all elements of the logo are easily recognizable and fit into the color concept. Depending on the background, the color concept of the logo must be adjusted (see next page).

4

CORPORATE
IMAGERYVisual Language
Iconfamily

5

CORPORATE
LOOKApplication examples
Intern
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.

VARIATIONS

It is fundamental for the brand appearance that the main colors green, black, white & grey are used as core colors. Especially for the logo (and background). To be noted are No-Go's (p.11), which must not be used under any circum-

tances, and Do's (p.10), which correspond to our Corporate Identity & Design.





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

DO'S & DON'TS

DO'S



4

CORPORATE
IMAGERYVisual Language
Iconfamily

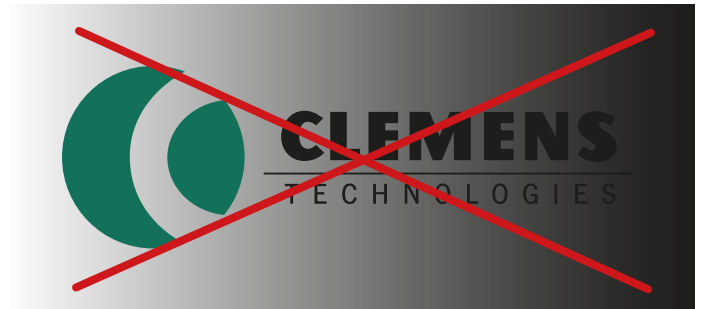
5

CORPORATE
LOOKApplication examples
Intern
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.DO'S & DON'TS
DON'TS

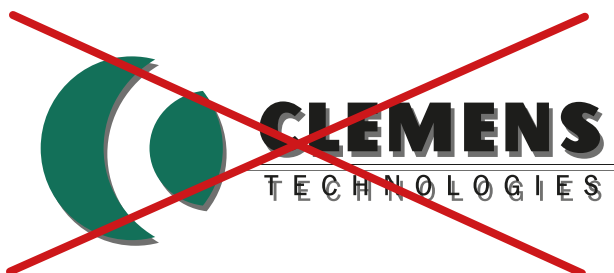
Use on inappropriately colored backgrounds that limit legibility and color harmony. (see page 9+10).



Use on gradients where logo looks unrecognizable and chaotic.



Both elongated and vertical distortion of the logo is not allowed. Scaling must always be proportional.



Manual shading is not allowed.



CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

CORPORATE COLOR

The Clemens color mood is created by the combination of the dominant color „Clemens green“ and achromatic colors gray, black & white. The Clemens green, which is also used in the logo, is primarily

used in combination with the aforementioned achromatic colors. For a varied design, the rasterization of these colors can be used additionally.



CLEMENS GREEN

PANTONE	P 135-14 C, P 135-14 U, P 568 C, P 322 U
HKS	HKS 55 K, HKS 56 N, HKS 57 Z
CMYK	C87 M34 Y70 K18
RGB	R17 G112 B88
RAL	6000



100%



50%



20%



BLACK

CMYK	C0 M0 Y0 K100
RGB	R000 G000 B000
RAL	9005/7021



100%



50%



20%



4

CORPORATE
IMAGERYVisual Language
Iconfamily

5

CORPORATE
LOOKApplication examples
Intern
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.

HEADLINE RECOGNITION

As a „typical“ CLEMENS headline, the headline is kept in two lines, if possible. The upper line is always kept in green (except „Clemens“ is in the last position, see example 2), while the second line is kept in black (example 1). Erstere Variante sollte jedoch

immer Priorität haben. However, the former variant should always have priority. This can be exclusively due to backgrounds or for application reasons also completely white/black/green.

CLEMENS
ATTRAKTIV

Ex. 1

70 JAHRE
CLEMENS

Ex. 2

COLORS DEFINE
A MOOD AND GIVE
A SENSE OF
CHARACTER TO
A BRAND.



CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

VISUAL LANGUAGE

CLEMENS presents itself with a concise visual language that has a high recognition value. The red colour accent of the CLEMENS appliances puts the special focus on the product. The predominantly earthy, warm colours round off the overall image and fit perfectly into the „green“ overall composition. In order to put an even stronger focus on the product itself, images with a play between sharpness and blurriness are used in particular.

However, to better illustrate the work in the vineyard, shots of the complete vehicle with product and working environment are suitable.

Emotional images can be used, depending on the context. Although the product is the focus, CLEMENS conveys joy, which we are happy to show. The interplay of people, brand and product can be created to reflect authenticity.

Visit [Teamdrive](#) for a big selection of great photos and high-quality videos.



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

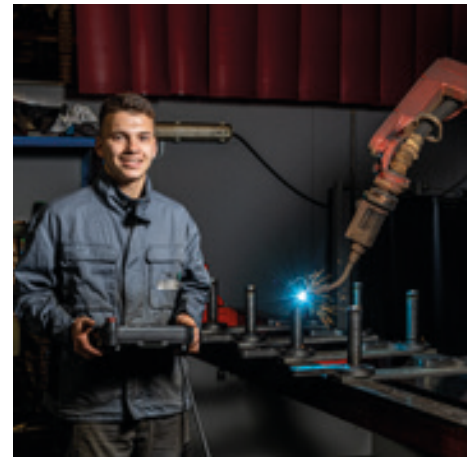
CORPORATE LOOK

Application examples
Intern
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.



1

CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?

2

CORPORATE LOGO

Space
Variations
Do's & Don'ts

3

CORPORATE COLOR

Concept of color



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Intern
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

CLEMENS ICONFAMILY

Icons serve a uniform, multilingual impression.
For CLEMENS products, this reduces the language
barrier.
From this, it is immediately apparent which product
portfolio/application area/etc. it is.

4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Intern
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION AREA

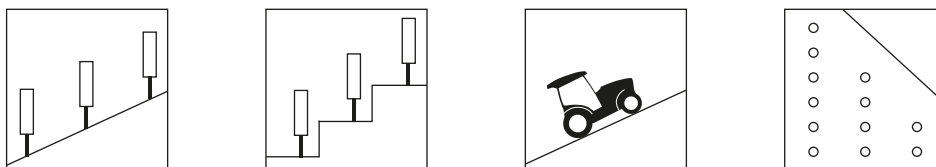


Heck

Midmount

Front

PICTOGRAMS

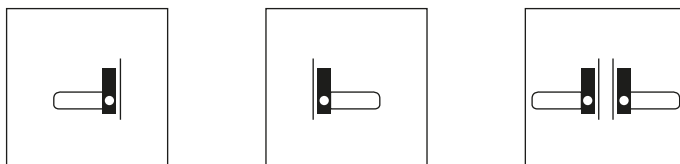


Side slope

Terraces

Pitch _____ %

Chevron
shaped rows



Left hand side

Right hand side

Double sided

SOCIAL MEDIA





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES BUSINESS EQUIPMENT

NOTEPAPER



CLEMENS GmbH & Co. KG · Rudolf-Diesel-Str. 8 · D - 54516 Wittlich
 Max Mustermann
 Musterstraße 1
 55555 Musterhausen

Ansprechpartner: Xxxxx Xxxxxx
Abteilung: Xxxxxx
Telefon: +49 (0) 65 71 / xxx xxx
Mobile: +49 xxx xxxxxxxx
Fax: +49 (0) 65 71 / xxx xxx
E-Mail: x.xxx@clemens-online.com
 info@clemens-online.com
 www.clemens-online.de
Datum: xx.xx.xxxx

Betreff

Anrede

Mit freundlichen Grüßen

X. Xxxxxx

Firmensitz
 Clemens GmbH & Co. KG
 Rudolf-Diesel-Str. 8
 D - 54516 Wittlich

Geschäftsführer
 Bernd Clemens
 Patrick Clemens
Steuerdaten
 UST-ID-Nr. DE 814 504 574
 STEUER-NR. 43/208/00386

Vollbank Triel ES
 IBAN DE 25 0556 0033 0000 5924 64
 BIC GENODE33XXX
Commerzbank
 IBAN DE 25 0556 0033 0000 5924 64
 BIC COMDE33HAN

Rechtsform
 Kommanditgesellschaft
 Sitz Wittlich
 Registergericht: Wittlich HRA 40005

Komplementär
 Clemens Verwaltungsgesellschaft
 Sitz Wittlich
 Registergericht: Wittlich HRB 12702

BUSINESS CARD



JOHANNES KRÜTTEN
 VERKAUFSLEITUNG
 SALES MANAGER

☎ +49 (0) 6571 / 929 - 245
 🌐 www.clemens-online.com
 ✉ j.kruetten@clemens-online.de
 📍 Rudolf-Diesel-Str. 8 | 54516 Wittlich | Deutschland



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES BUSINESS EQUIPMENT

FLAGS





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts
Positioning



CORPORATE COLOR & TYPO

Concept of color
Concept of typo
Fonts and Fontstyle
Alignment

APPLICATION EXAMPLES

TRADE FAIR/DEMONSTRATIONS

BEACHFLAGS



4

CORPORATE IMAGERY

Bild- & Formensprache
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES TRADE FAIR/DEMONSTRATIONS

TRADE FAIR WALL



INTELLIGENT MECHANISATION

- Under vine care
- Soil cultivation
- Foliage management
- Tool carriers
- Solutions for high wheel tractors/Crawlers
- C.Intelligence control systems
- Spraying Equipment & Frost protection
- Vineyard management MOOSLE





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES

BUSINESS EQUIPMENT

POLO SHIRT



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES BUSINESS EQUIPMENT

T-SHIRT





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES BUSINESS EQUIPMENT

CAPS



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

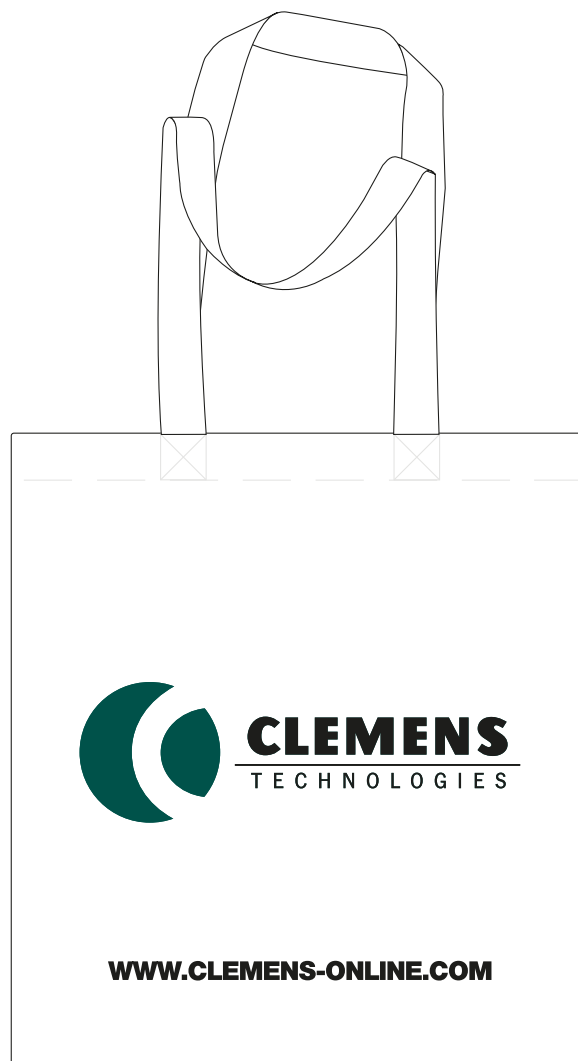
6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES BUSINESS EQUIPMENT

BAGS





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES BUSINESS EQUIPMENT

BROCHURES



4

CORPORATE
IMAGERYVisual Language
Iconfamily

5

CORPORATE
LOOKApplication examples
Business Equipment
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.APPLICATION EXAMPLES
BUSINESS EQUIPMENT

BROCHURES





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES BUSINESS EQUIPMENT

NOTEPAD



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES BUSINESS EQUIPMENT

PRODUCT EXAMPLE





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES

70 YEARS OF CLEMENS

SEAL



4

CORPORATE
IMAGERYVisual Language
Iconfamily

5

CORPORATE
LOOKApplication examples
Business Equipment
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.

APPLICATION EXAMPLES

70 YEARS OF CLEMENS

CERTIFICATE





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES

70 YEARS OF CLEMENS

NOTEPAD



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES

70 YEARS OF CLEMENS

CALENDAR





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES

70 YEARS OF CLEMENS

DISPLAY



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES 70 YEARS OF CLEMENS





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

APPLICATION EXAMPLES

70 YEARS OF CLEMENS

SMALL NOTEPAD



4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Business Equipment
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

APPLICATION EXAMPLES 70 YEARS OF CLEMENS

PEN





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



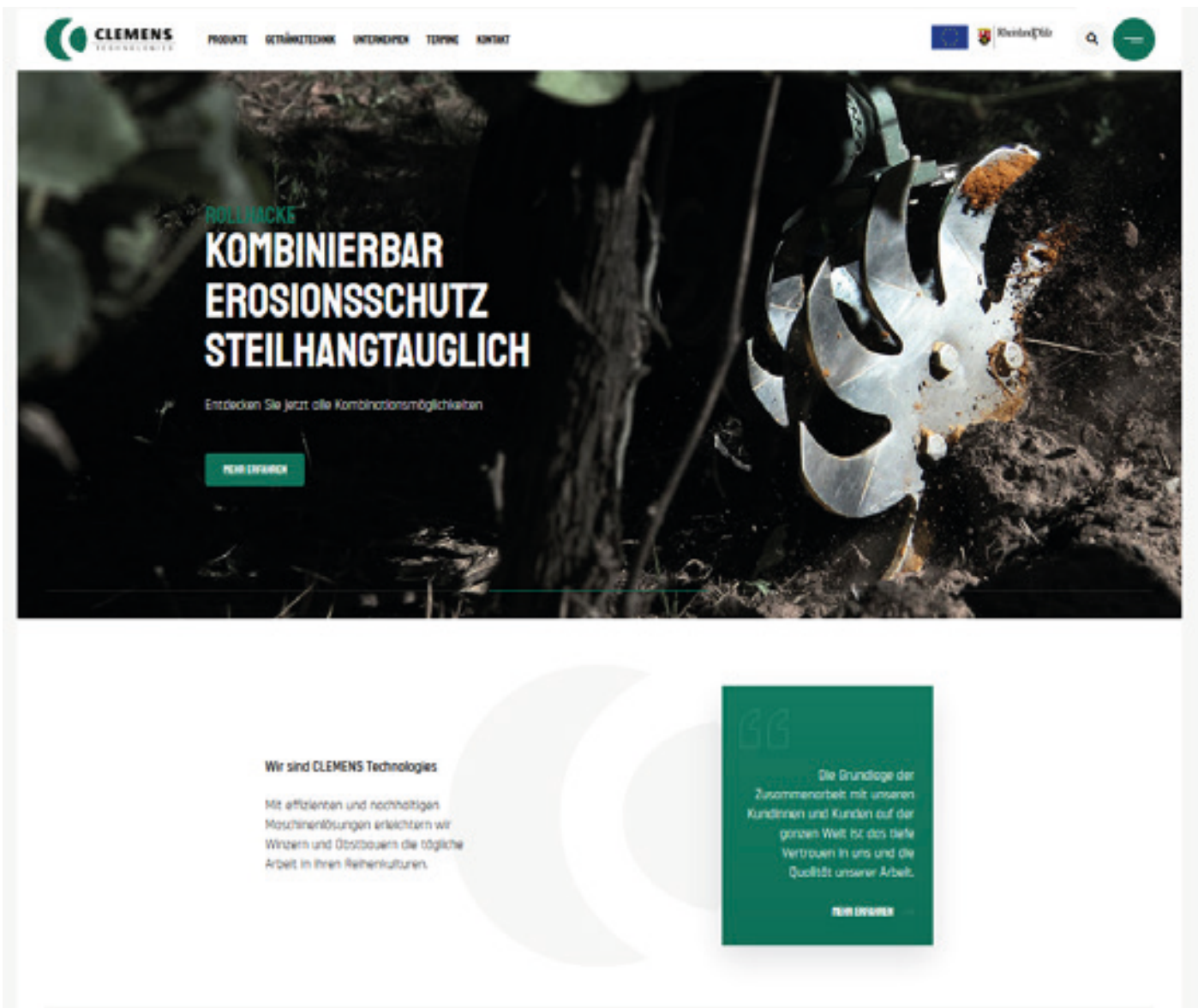
CORPORATE COLOR

Concept of color

FOR WEBSITE

www.clemens-online.com

HOME



4

CORPORATE
IMAGERYVisual Language
Iconfamily

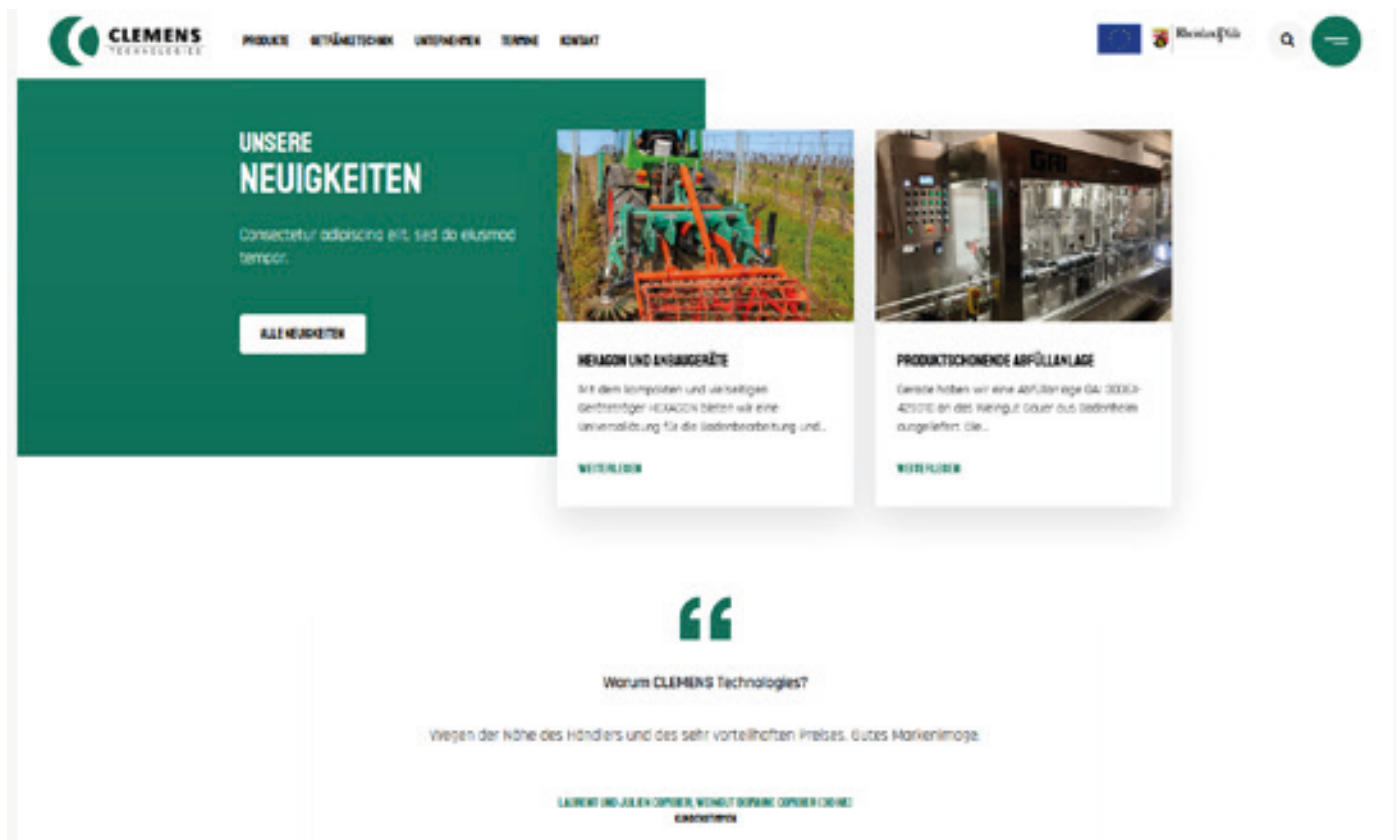
5

CORPORATE
LOOKApplication examples
Intern
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.FOR
WEBSITE

www.clemens-online.com





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

FOR WEBSITE

www.clemens-online.com

PRODUCTS

[PRODUKTE](#)[GETRÄNKESYSTEME](#)[UNTERNEHMEN](#)[TEAM](#)[KONTAKT](#)

[Kontakt](#)

RADIUS SL

MADE IN GERMANY

2 JAHRE GARANTIE

WELTWIDE SERVICE-Netzwerk



RADIUS SL

Das bekannte Flachschar sorgt für saubere Arbeit bei hohen Arbeitgeschwindigkeiten

WENIGSTARKEINFACHE BEDIENUNG

- ✓ Umweltfreundlich
- ✓ Robust
- ✓ Einfache Bedienung

ANBAUMÖGLICHKEITEN





[BESUCHEN SIE UNSERE WEBSITE](#)[TECHNISCHE DATEN](#)[BRÜCKEN KONTAKT](#)

Der RADIUS scheut vor nichts zurück. Aufgrund der vielfältigen Anbaumöglichkeiten und einer Vielfalt an Zubehör nimmt es das Flachschar seit Jahrzehnten weltweit mit den unterschiedlichsten Bodenbedingungen, Vegetationsformen und Kulturformen auf. Sensible Sensortechnik sorgt für saubere Arbeit um den Stock.

Test User

[MEDIENGALERIE](#)

4

CORPORATE
IMAGERYVisual Language
Iconfamily

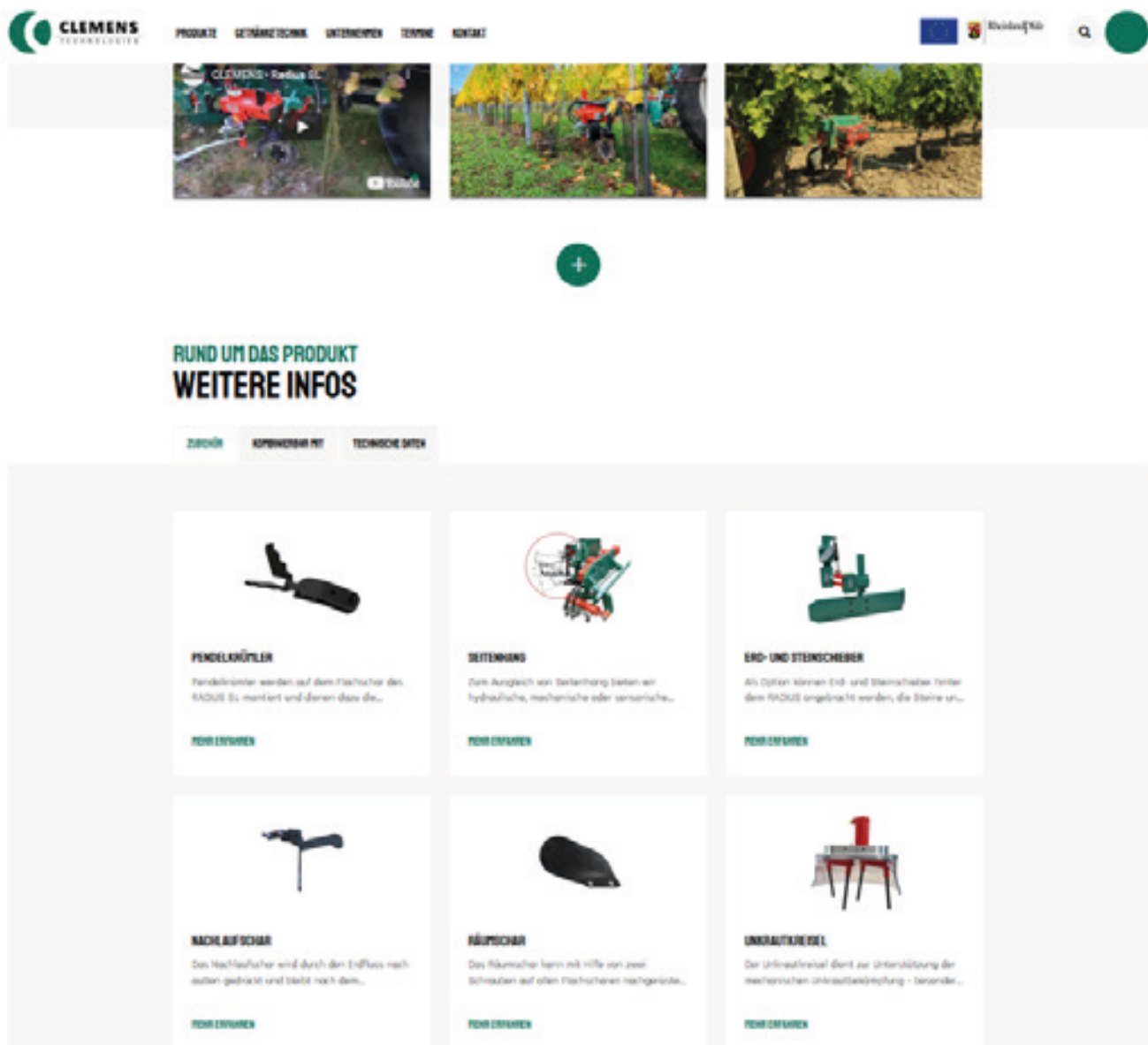
5

CORPORATE
LOOKApplication examples
Intern
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.FOR
WEBSITE

www.clemens-online.com





CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

FOR WEBSITE

www.clemens-online.com

PRODUCTS

- PRODUKTE
- GETRÄBE-TECHNIK
- UNTERNEHMEN
- TEAM
- KONTAKT

FINGERHÄCKE

FINGERHÄCKE

In Kombination mit der Hohlhacke eine einzigartige Lösung für Jung- und Ertragsanlagen.

- ✓ VORBEREITEN
- ✓ GRÜBEN
- ✓ BAUPHASEN

- ✓ Für Junganlagen
- ✓ kombinierbar
- ✓ Sicher

ANBAUTÜMGLEICHKEITEN

-
-
-
-

Die Fingerhacke entfernt schonend die oberste Schicht der Erde und Unkraut und ist hervorragend für Junganlagen oder Anlagen mit sehr krummen Stämmen geeignet. So kann ein sauberes Ergebnis erzielt werden, wenn mit dem Traktor des **RADIUS SL** oder **RADIUS SL PLUS**-Modells in vorderster und damit sicherster Position gearbeitet wird und sich dadurch eine Insel (auch Scheren genannt) um die Stämme bildet.

4

CORPORATE
IMAGERYVisual Language
Iconfamily

5

CORPORATE
LOOKApplication examples
Intern
Trade Fair
70 Years

6

WEB AND
OTHERWebsite
Social Media
etc.FOR
WEBSITE

Sign up to our Newsletter!

NEWSLETTER

CLEMENS
TECHNOLOGIES

PRODUKTE | LEISTUNGSTECHNIK | UNTERNEHMEN | TEAM | KONTAKT

INTERNET VERBODEN | SPRACHE WÄHLEN

EUROPEAN UNION | Rheinland-Pfalz

NEWSLETTER

**SCHÖN,
DASS SIE DA SIND!**

Sie wollen noch mehr über uns erfahren und immer auf dem Laufenden bleiben?

Melden Sie sich jetzt für unseren kostenlosen
CLEMENS Technologies Newsletter
an und genießen Sie alle zwei Monate folgende Vorteile:

VORTEILE:

- ✓ Exklusive Einblicke in unseren Unternehmensalltag
- ✓ Top informiert über aktuelle Angebote & neue Produkte
- ✓ Tipps und Tricks zur Erleichterung Ihrer Arbeit

**JETZT DEN NEWSLETTER
ABONNIEREN:**

Name

Vorname

Nachname

E-Mail

JETZT ANMELDEN



CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

FOR WEBSITE

www.clemens-online.com

CONTACT

CLEMENS TECHNOLOGIES [PRODUKTE](#) [GETRÜNKTECHNIK](#) [UNTERNEHMEN](#) [TEAM](#) [KONTAKT](#) [BERATUNG VEREINBAREN](#) [SPRACHE WÄHLEN](#)     

KONTAKT



UNSERE STANDORTE

CLEMENS GmbH & Co. KG
Rudolf-Diesel-Straße 9, 54516 Wittlich

CLEMENS GmbH & Co. KG
Dr.-Oetker-Straße 11, 54516 Wittlich

BERATUNG & SERVICE

TELEFON:
+49 (0) 6571 – 929 0

Donnerstag von 8:00 bis 17:00 Uhr
Anwesenheiten durch Feiertage sind möglich

[JETZT ANRUUFEN](#) [EMAIL SENDEN](#)

IHRE ANFRAGE KONTAKTFORMULAR

NAME *



CORPORATE IMAGERY

Visual Language
Iconfamily



CORPORATE LOOK

Application examples
Intern
Trade Fair
70 Years



WEB AND OTHER

Website
Social Media
etc.

FOR WEBSITE

www.clemens-online.com

CONTACT

The screenshot shows the contact form on the Clemens website. The header includes the Clemens logo and navigation links: PRODUKTE, GETRÄNKETECHNIK, UNTERNEHMEN, TEAM, and KONTAKT. The main heading is 'IHRE ANFRAGE KONTAKTFORMULAR'. The form fields are: NAME*, EMAIL*, TELEFON (with a dropdown for country code and a field for number), and IHRE NACHRICHT*. Below the fields is a checkbox for data processing consent, with a link to the 'Datenschutzerklärung'. The 'ABSENDEN' button is at the bottom. Below the form, there is a section titled 'DAS TEAM LERNEN SIE UNS KENNEN' with a horizontal menu: ALLE, GESCHÄFTSLEITUNG, WEIN- UND DRINK, GETRÄNKETECHNIK, SOLESTRAHLEN, AUSBILDUNG, and ENKUR.



CORPORATE IDENTITY

Brand Story
Vision & Mission
Why CLEMENS
What is CLEMENS?



CORPORATE LOGO

Space
Variations
Do's & Don'ts



CORPORATE COLOR

Concept of color

FOR SOCIAL MEDIA

FOLLOW US ON OUR VARIOUS PLATFORMS



www.clemens-online.com



clemens.info

4

CORPORATE IMAGERY

Visual Language
Iconfamily

5

CORPORATE LOOK

Application examples
Intern
Trade Fair
70 Years

6

WEB AND OTHER

Website
Social Media
etc.

FOR SOCIAL MEDIA



clemens.info



clemensweinbau



This Corporate Design Manual sets out in writing the constant basic elements of the visual appearance of Clemens Technologies. It is addressed to all employees of Clemens Technologies as well as to all those involved in the production of communication materials. The design guidelines and constants are binding. This is the only way to permanently position a uniform visual profile.

CLEMENS GmbH & Co. KG

Rudolf-Diesel-Straße 8

D - 54516 Wittlich



#INTELLIGENT
MECHANISATION