WIX®
FILTERS

BRAND GUIDELINES

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STANDARD LOGO

The WIX Filters logo is our basic element of visual communication. Using it in accordance with well-defined rules helps to build a consistent brand image.

CLEAR SPACE

When using the logo, an area of clear space should be maintained round the logo. The width of the clear spacing should be equal to the distance between the upper right corner of the yellow bar and the base of the letter S.

The clear space must be kept free of text and graphical or visual elements.

MINIMUM LOGO
WIDTH: 1.3 CM

LOGO

LOGO STYLES

Standard

Single colour – black

Black background

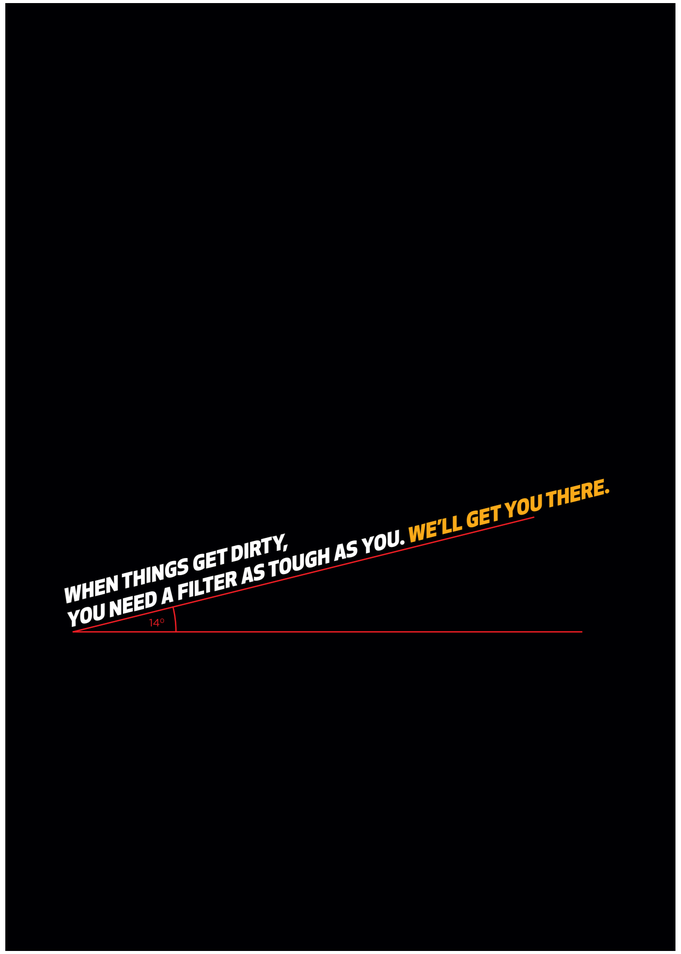
Single colour – white

INCORRECT USAGE

When using WIX Filters logo

- Do not change the colours. Use the o°cial colour specifications detailed in these guidelines;
- Do not modify any components of the logo;
- Do not add shading, tracing or any other visual e، ects;
- Do not use multi-colour backgrounds or background colours other than the o°cial colours, even if they look similar;
- Do not adjust the slant angle (14°).

WE’LL GET YOU THERE



Claim “We’ll get you there” umieszczony jest zawsze pod kątem 14° z parametrem kąta ścinania 7°

Zabrania się umieszczania claimi “We’ll get you there” pod innym kątem

Claimi “We’ll get you there” musi znajdować się na czarny tle, zmiany kolorw tła i tekstu są zabronione

THE *GLOBAL-COVERAGE* AND *WIX INSTITUTE* LOGOS

THE WIX FILTERS GLOBAL-COVERAGE LOGO

This logo is used in the context of WIX International.
It appears on all WIX Filters' packaging.

THE WIX FILTERS INSTITUTE LOGO

This is the logo of our training programme for mechanics.

COLOURS

THE STANDARD WIX FILTERS COLOURS

To guarantee the consistent image of the brand logo, it is important to use the correct colours. The chart on the right contains the WIX Filters colour specifications in two di¸ erent colour systems.

PRINT

SPOT:	100% Black
CMYK:	0/0/0/100

SCREEN

RGB:	35/31/32
HEX:	#231F20

EMBROIDERY

SAKURA THREAD	2170

PRINT

SPOT:	PMS 1235C
CMYK:	0/33/97/0

SCREEN

RGB:	255/182/15
HEX:	#FFB60F

EMBROIDERY

SAKURA THREAD	2414

SPECIAL CASE – THE LOGO PRINTED ON UNCOATED PAPER

If the yellow colour is used on uncoated paper, the additional colour PMS 122U should be used. If PMS 1235C is used, the resulting colour will not match the yellow of the WIX Filters logo.

LOGO PRINTED ON UNCOATED PAPER

SPOT:	PMS 122U

Gotham Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Gotham Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Gotham Book

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

STANDARD

Montserrat Bold

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Medium

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

Montserrat Regular

AaBbCcDdEeFfGgHhIiJjKkLlMmNn OoPpQqRrSsTtUuVvWwXxYyZz

DIGITAL ALTERNATIVES (GOOGLE FONTS)

LOREM IPSUM
DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nibh augue, suscipit a, scelerisque sed, lacinia in, mi. Cras vel lorem. Etiam pellentesque aliquet tellus. Phasellus pharetra nulla ac diam. Quisque semper justo at risus.

EXAMPLE

LOREM IPSUM
DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nibh augue, suscipit a, scelerisque sed, lacinia in, mi. Cras vel lorem. Etiam pellentesque aliquet tellus. Phasellus pharetra nulla ac diam. Quisque semper justo at risus.

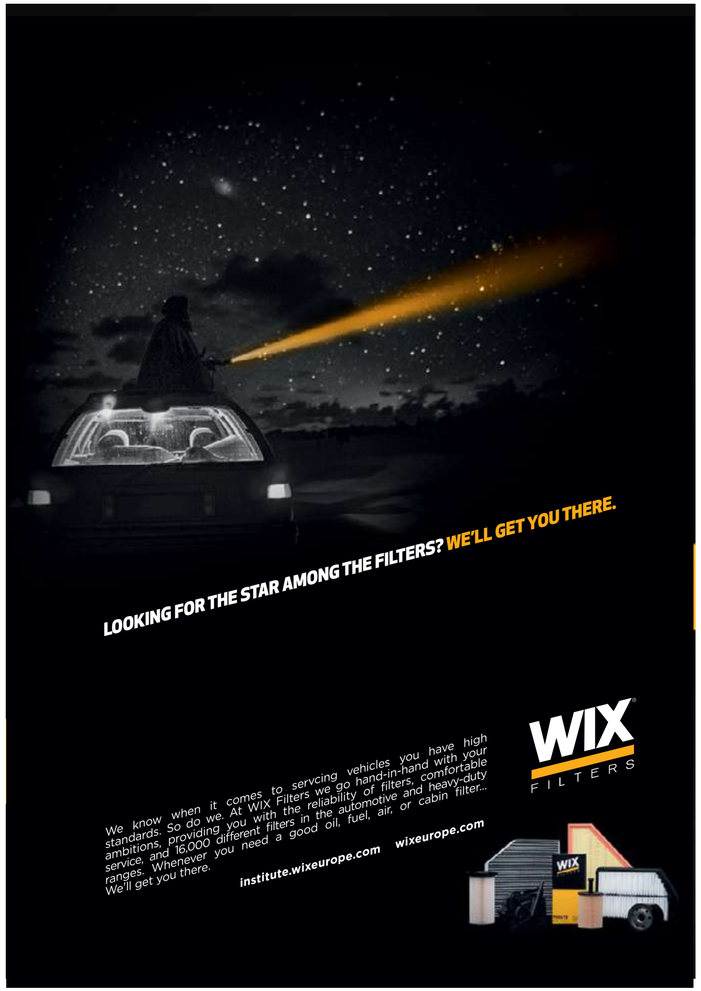
LOREM IPSUM
DOLOR SIT AMET

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Proin nibh augue, suscipit a, scelerisque sed, lacinia in, mi. Cras vel lorem. Etiam pellentesque aliquet tellus. Phasellus pharetra nulla ac diam. Quisque semper justo at risus.

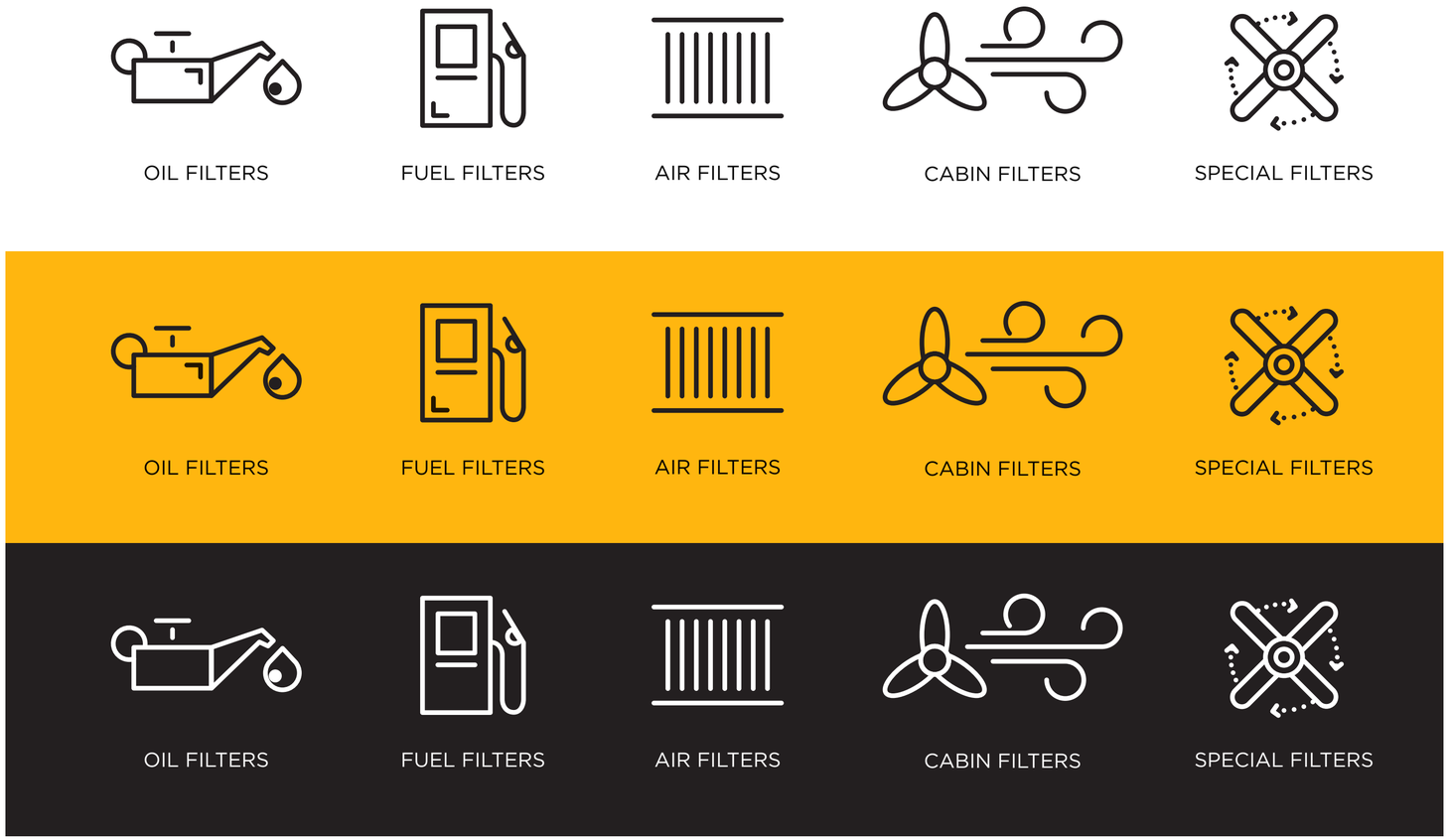
LOREM IPSUM

LOREM IPSUM

EXAMPLE – SLANTED VERSION



EXAMPLE

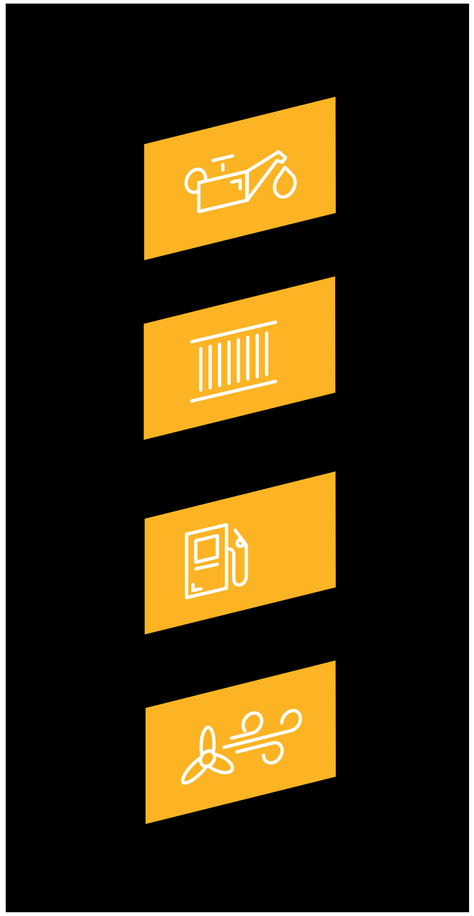


WIX FILTERS PRODUCT ICONS

These icons may be used in promotional materials.

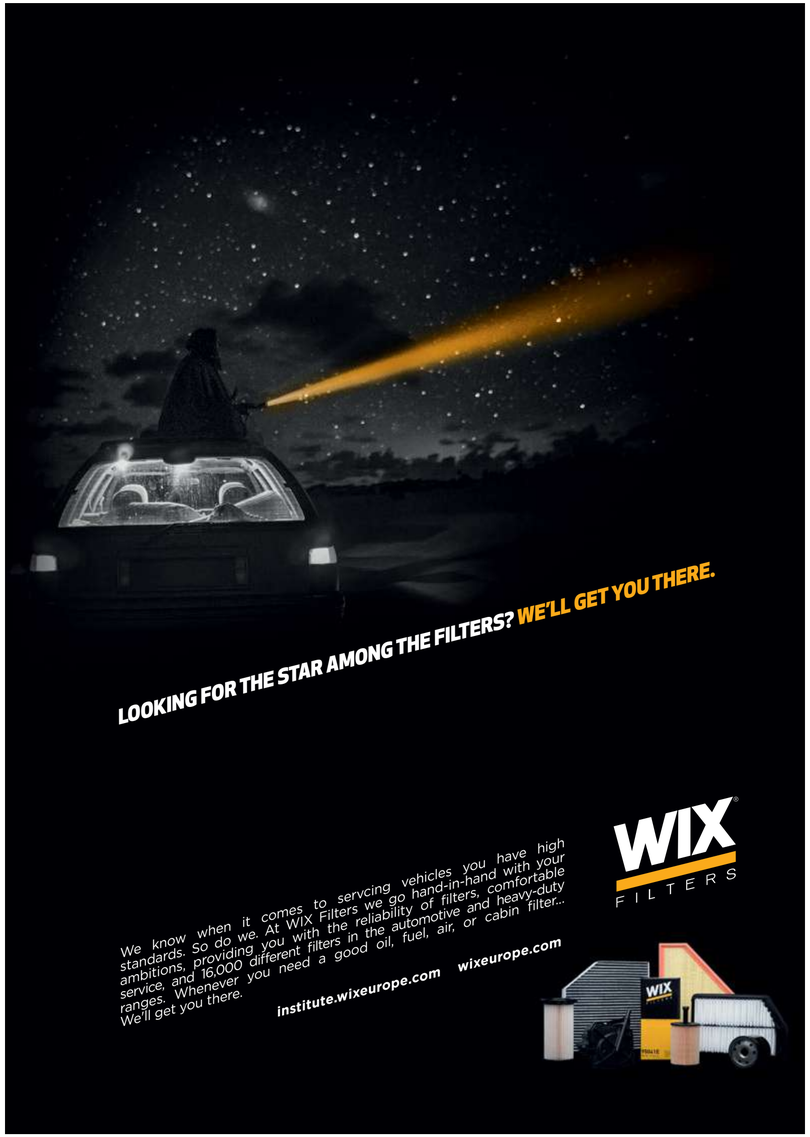
HEAVY-DUTY-PRODUCT ICONS

ICONS

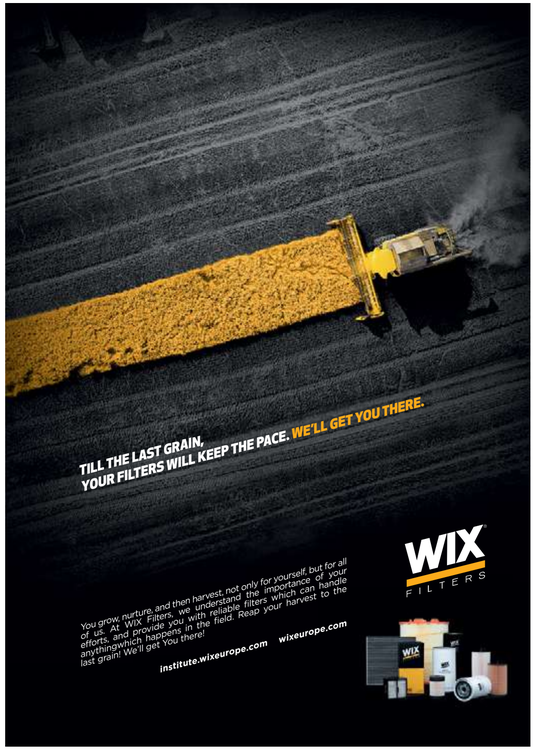


HOW TO USE THE ICONS – EXAMPLES

KEY VISUALS


LOOKING FOR THE STAR AMONG THE FILTERS? WE'LL GET YOU THERE.
We know when it comes to servcing vehicles you have high standards. So do we. At WIX Filters we go hand-in-hand with your ambitions, providing you with the reliability of filters, comfortable service, and 16,000 different filters in the automotive and heavy-duty ranges. Whenever you need a good oil, fuel, air, or cabin filter... We'll get you there.
institute.wixeurope.com
wixeurope.com
WIX
FILTERS

KEY VISUALS


TILL THE LAST GRAIN,
YOUR FILTERS WILL KEEP THE PACE. WE'LL GET YOU THERE.
You grow, nurture, and then harvest, not only for yourself, but for all of us. At WIX Filters, we understand the importance of your efforts, and provide you with reliable filters which can handle anything which happens in the field. Reap your harvest to the last grain! We'll get you there!
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WHEN THINGS GET DIRTY,
YOU NEED A FILTER AS TOUGH AS YOU. WE'LL GET YOU THERE.
You work hard and so should your filters. Tonnes of goods, hectolitres of fuel and oil... It's your everyday life. That's why we supply you with products which meet the toughest of conditions – just like you do every day. Drive your truck, TIR lorry, or excavator in confidence and for longer... We'll get you there!
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wixeurope.com
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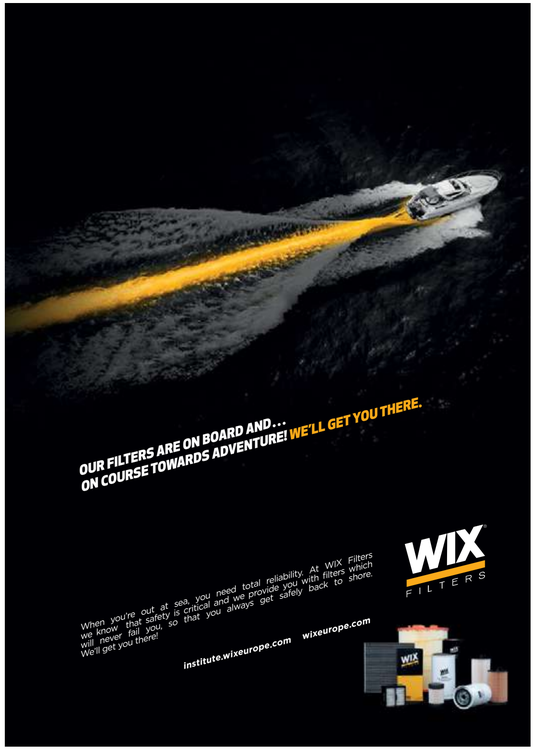
OUR FILTERS ARE ON BOARD AND...
ON COURSE TOWARDS ADVENTURE! WE'LL GET YOU THERE.
When you're out at sea, you need total reliability. At WIX Filters we know that safety is critical and we provide you with filters which will never fail you, so that you always get safely back to shore. We'll get you there!
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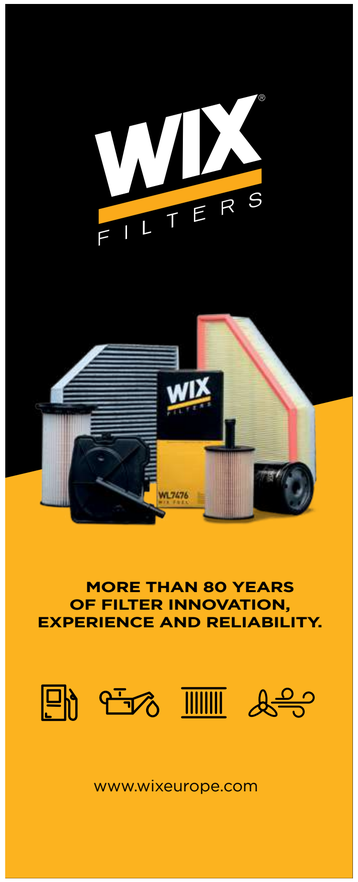
FILTERS

FINDING FAILURES MAY TAKE HOURS.
FINDING RELIABLE FILTERS TAKES ONLY SECONDS. WE'LL GET YOU THERE.
At WIX Filters, we understand that your work can be extremely demanding. That's why we want finding the reliable filter you need to be a simple and fast process. On wixeurope.com, you can easily find the filter you are looking for in just a few clicks. You can also do this with our smartphone or tablet app. We'll get you there.
institute.wixeurope.com
wixeurope.com
WIX
FILTERS

KEY VISUALS

Generic theme

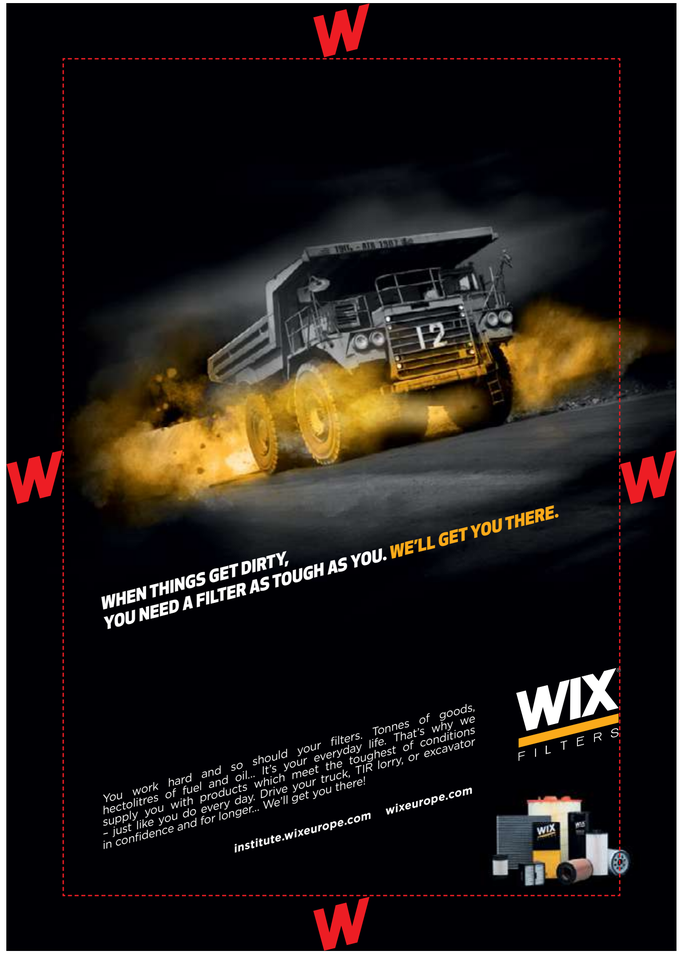
Vertical



Horizontal

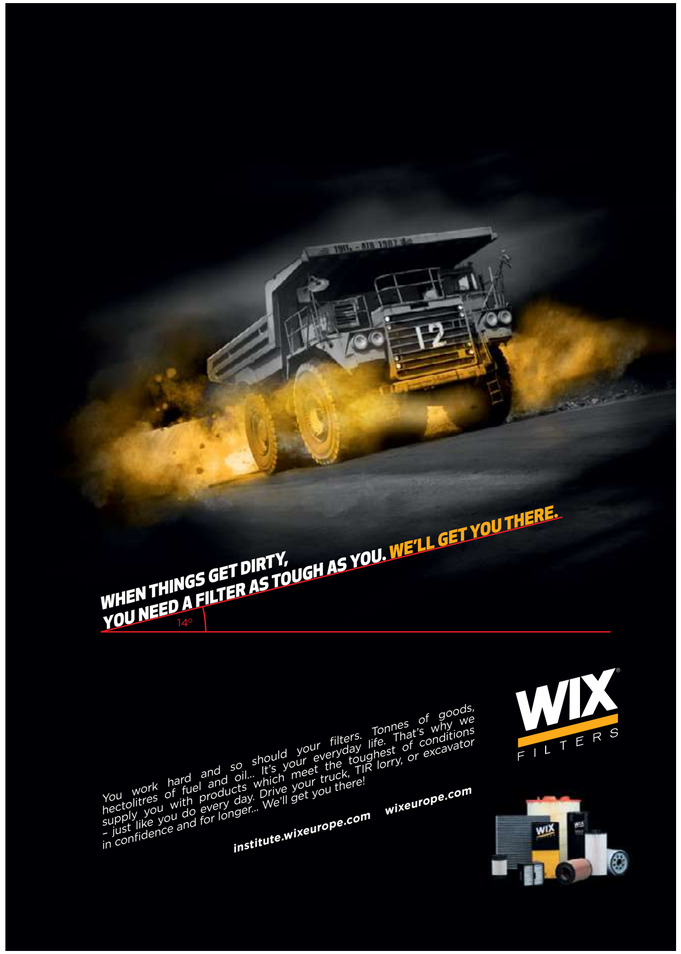
KEY VISUALS

Minimalny margines



Minimalny margines publikacji stanowi szerokośći wysokość litery “W” z logo WIX

Kąt tekstu



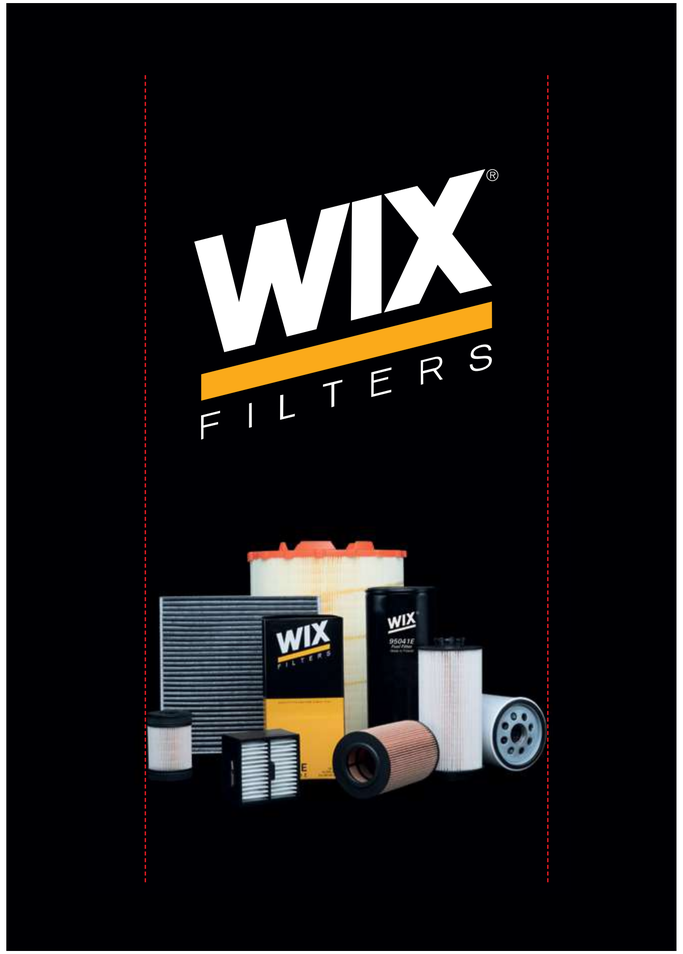
Teksty umieszczone są zawsze pod kątem 14° z parametrem kąta ścinania 7°

WIelkość grafiki

Główna grafika powinna zajmować nie mniej niż 50% całości

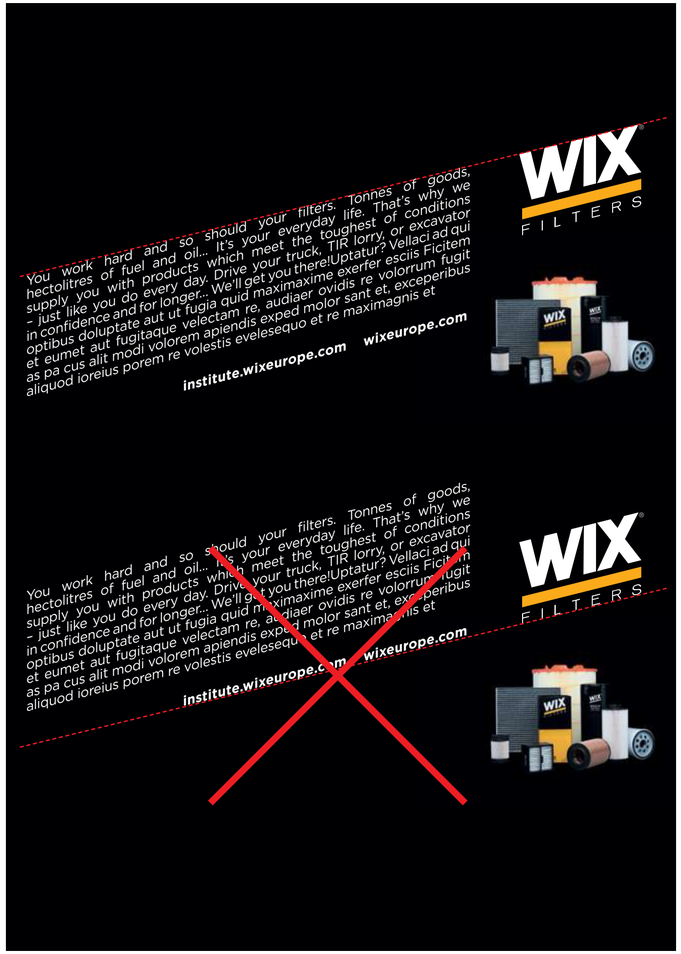
KEY VISUALS

Minimalny margines



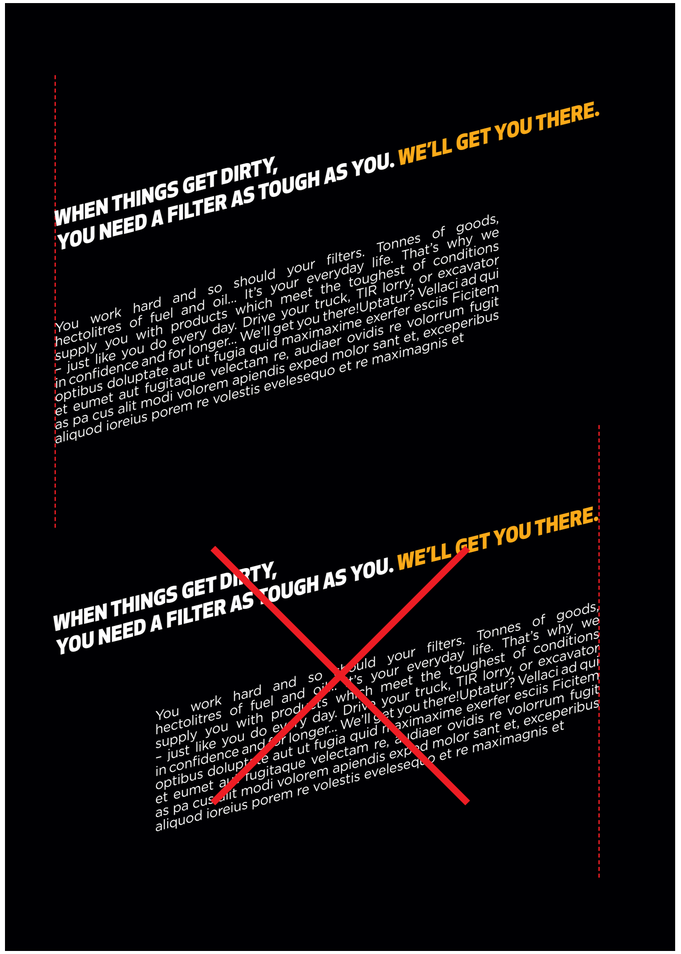
Grafika znajdująca się pod logo powinna być wyśrodkowana względem logo

Wyrównanie głównego tekstu względem logo



Tekst główny powinien być wyrównany górą do logo. Wyrównanie tekstu dołego do logo jest błędem.

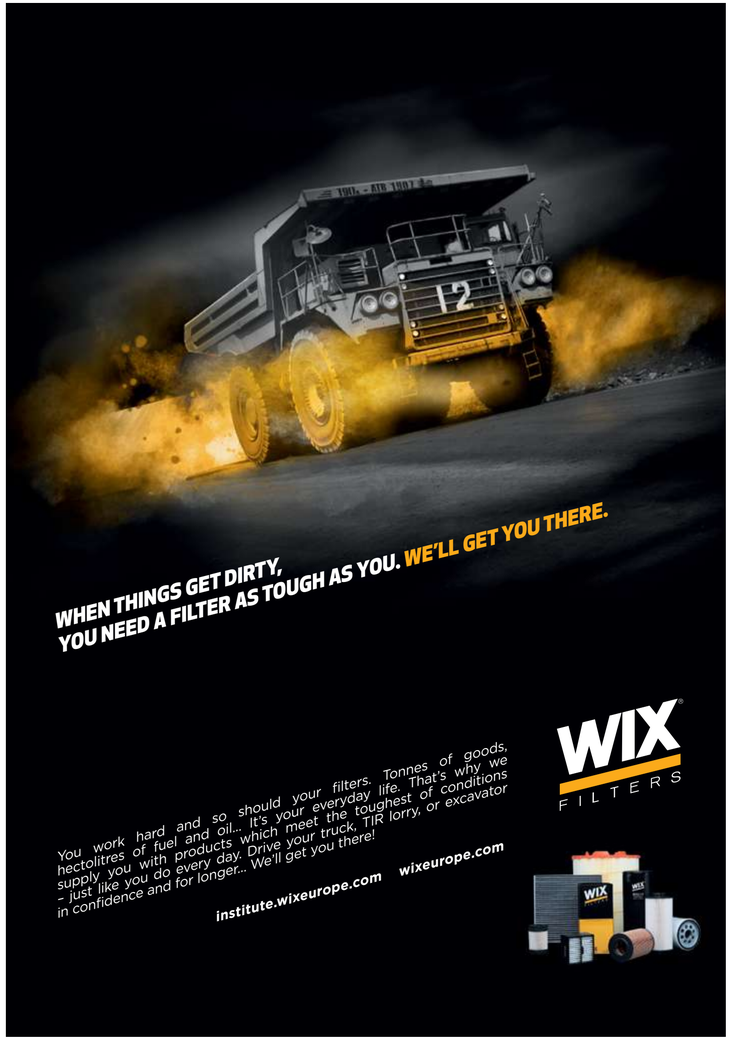
Wyrównanie tekstu głównego względem hasła

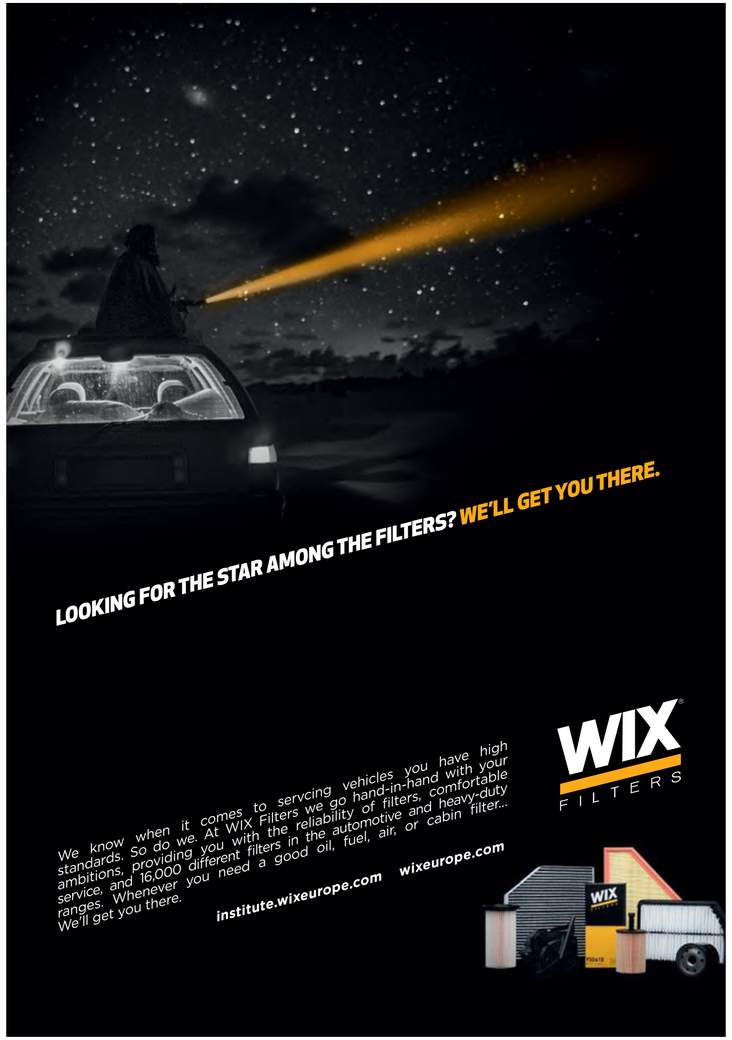


Hasło i tekst główny powinny być wyrównane do lewego marginesu. Równanie do prawego marginesu jest błędem.

LAYOUT EXAMPLES

GENERIC ADVERTISMENTS AND POSTERS





INTERNET BANNERS

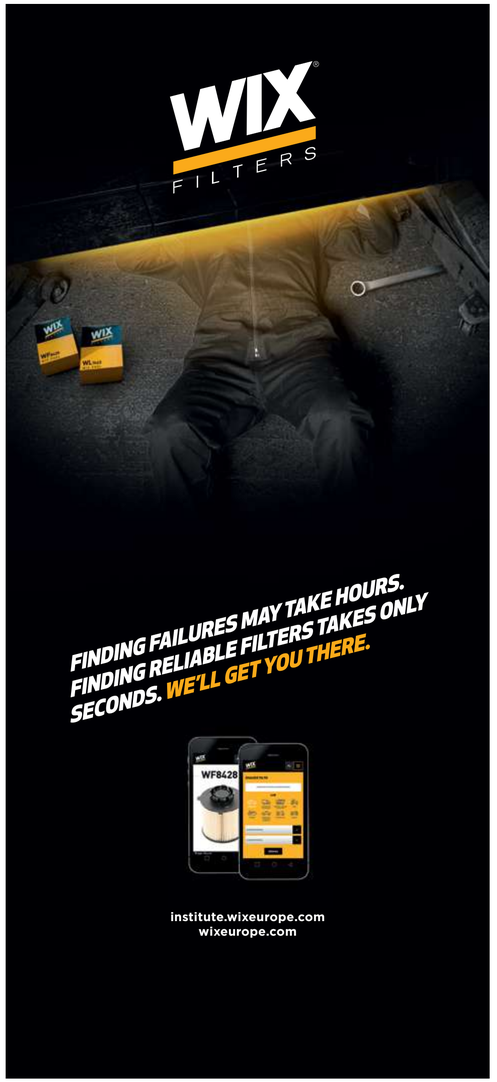
BANNER 160x600

BANNER 300x250

BANNER 320x100

BANNER 728x90

STANDS AND ROLLUP



FAIRS - VISUALISATIONS

WIX FILTERS
CABIN FILTERS WITH MICROBAN TECHNOLOGY
REMEMBER TO CHANGE YOUR CABIN FILTER - NOT ONLY IN SPRING OR BEFORE THE HOLIDAYS - BUT ALSO IN THE AUTUMN-WINTER SEASON. TAKE CARE OF THE HEALTH AND COMFORT OF ALL YOUR PASSENGERS.
WIX FILTERS ARE PROVIDED WITH MICROBAN TECHNOLOGY. THIS IS AN ADDITIONAL PROTECTION FOR VEHICLE PASSENGERS WHICH IS WORTH REMEMBERING.
All WIX Filters cabin filters, both standard and with activated carbon, are provided with MICROBAN technology, which:
REDUCES THE RISK OF ALLERGIC REACTIONS
IMPROVES TRAVEL COMFORT AND SAFETY
REDUCES THE GROWTH OF BACTERIA, ALLERGENS, AND MOULDS ON THE FILTER
PROTECTION THAT LIVES ON
MICROBAN
ALLERGEN REDUCTION
BACTERIA REDUCTION
FUNGI REDUCTION
MICROBAN technology is based on a special microparticle coating, visible only under a microscope, which reduces allergens, and prevents the growth of bacteria and mould on the filter. The effectiveness of this solution has been confirmed by laboratory tests, which were part of objective evaluations carried out at the Institute for Materials Testing (MPA) in Bremen (Germany), which is accredited by DAkkS - the German Accreditation System for Testing.
DISCOVER NEW WIX FILTERS PACKAGING FOR CABIN FILTERS
WP 9147
WIX Filters cabin filters featuring the MICROBAN technology have been progressively introduced onto the market in new, even-more-legible and useful packaging, since March 2020.
www.wixeurope.com

WIX FILTERS
ALLERGENS AND BACTERIA STOPPED
WIX cabin air filters with innovative microban Technology reduce allergens including dirt, Dust and pollen from air, and inhibit the growth Of bacteria, mould and mildew on the filter for Antimicrobial protection the entire product lifetime.
ACTIVATED CARBON
PROTECTS AGAINST HARMFUL GASES
The additional layer of activated carbon stops:
* unpleasant odours,
* harmful gases (ozone, sulphur dioxide, nitrogen oxide).
FUMES, ALLERGENS, BAD ODOURS -
NO NEED TO INHALE THEM WHEN DRIVING
Regular replacement of the cabin filter with WIX Filters products ensures:
• clean air and protection against contaminants,
• less risk of allergic reactions,
• greater comfort and safety of travel.
WP 9147
SEE THE AD:
MICROBAN
ANTIMICROBIAL PROTECTION
STOPS ALLERGENS
STOPS BACTERIA
STOPS MOULD

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WIX Filters packages

MP01

Complete (PSD, PNG) http://www.channel.wixeurope.com/01_WF_packages_A/01_WF_packages_A.zip
PNG full size http://www.channel.wixeurope.com/01_WF_packages_A/01_WF_packages_A_full.png
PNG PPT http://www.channel.wixeurope.com/01_WF_packages_A/01_WF_packages_A_ppt.png
PGN WWW http://www.channel.wixeurope.com/01_WF_packages_A/01_WF_packages_A_www.png

MP02

Complete (PSD, PNG) http://www.channel.wixeurope.com/02_WF_packages_B/02_WF_packages_B.zip
PNG full size http://www.channel.wixeurope.com/02_WF_packages_B/02_WF_packages_B_full.zip
PNG PPT http://www.channel.wixeurope.com/02_WF_packages_B/02_WF_packages_B_ppt.zip
PGN WWW http://www.channel.wixeurope.com/02_WF_packages_B/02_WF_packages_B_www.zip

MP03

Complete (PSD, PNG) http://www.channel.wixeurope.com/03_WF_packages_C/03_WF_packages_C.zip
PNG Large http://www.channel.wixeurope.com/03_WF_packages_C/03_WF_packages_C_L.png
PNG Small http://www.channel.wixeurope.com/03_WF_packages_C/03_WF_packages_C_S.png

MP04

Complete (INDD, JPG) http://www.channel.wixeurope.com/04_WF_packages_D/04_WF_packages_D.zip
JPG http://www.channel.wixeurope.com/04_WF_packages_D/04_WF_packages_D.jpg

FI01

PNG Large http://www.channel.wixeurope.com/10_Filters_A/10_Filters_A_L.png
PNG Small http://www.channel.wixeurope.com/10_Filters_A/10_Filters_A_S.png

FI02

JPG Large http://www.channel.wixeurope.com/11_Filters_B/11_Filters_B_L.jpg
JPG Small http://www.channel.wixeurope.com/11_Filters_B/11_Filters_B_S.jpg

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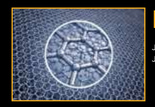
MICROBAN

M01

Complete (PSD, PNG) http://www.channel.wixeurope.com/05_Microban_A/05_Microban_A.zip
PNG full size http://www.channel.wixeurope.com/05_Microban_A/05_Microban_A_full.png
PNG PPT http://www.channel.wixeurope.com/05_Microban_A/05_Microban_A_ppt.png
PGN WWW http://www.channel.wixeurope.com/05_Microban_A/05_Microban_A_www.png



M02

JPG Large http://www.channel.wixeurope.com/06_Microban_B/06_Microban_B_L.jpg
JPG Small http://www.channel.wixeurope.com/06_Microban_B/06_Microban_B_S.jpg

M03

Complete (PSD, Jpg) http://www.channel.wixeurope.com/07_Microban_C/07_Microban_C.zip
JPG http://www.channel.wixeurope.com/07_Microban_C/07_Microban_C.jpg

M04

Complete (ALL FORMATS) http://www.channel.wixeurope.com/08_Microban_D/08_Microban_D.zip
JPG http://www.channel.wixeurope.com/08_Microban_D/08_Microban_D.jpg

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CABIN FILTERS

C01

JPG Large http://www.channel.wixeurope.com/12_Cabin_Filters_A/12_Cabin_Filters_A_L.jpg
JPG Small http://www.channel.wixeurope.com/12_Cabin_Filters_A/12_Cabin_Filters_A_S.jpg

C02

Complete (PSD, PNG) http://www.channel.wixeurope.com/13_Cabin_Filters_B/13_Cabin_Filters_B.zip
PNG full size http://www.channel.wixeurope.com/13_Cabin_Filters_B/13_Cabin_Filters_B_full.png
PNG PPT http://www.channel.wixeurope.com/13_Cabin_Filters_B/13_Cabin_Filters_B_ppt.png
PGN WWW http://www.channel.wixeurope.com/13_Cabin_Filters_B/13_Cabin_Filters_B_www.png

C03

Complete (PSD, PNG) http://www.channel.wixeurope.com/14_Cabin_Filters_C/14_Cabin_Filters_C.zip
PNG full size http://www.channel.wixeurope.com/14_Cabin_Filters_C/14_Cabin_Filters_C_full.png
PNG PPT http://www.channel.wixeurope.com/14_Cabin_Filters_C/14_Cabin_Filters_C_ppt.png
PGN WWW http://www.channel.wixeurope.com/14_Cabin_Filters_C/14_Cabin_Filters_C_www.png

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OIL & FUEL FILTERS

O01

JPG Large http://www.channel.wixeurope.com/15_Oil_Filters_A/15_Oil_Filters_A_L.jpg
JPG Small http://www.channel.wixeurope.com/15_Oil_Filters_A/15_Oil_Filters_A_S.jpg

O02

Complete (PSD, PNG) http://www.channel.wixeurope.com/16_Oil_Filters_B/16_Oil_Filters_B.zip
PNG full size http://www.channel.wixeurope.com/16_Oil_Filters_B/16_Oil_Filters_B_full.png
PNG PPT http://www.channel.wixeurope.com/16_Oil_Filters_B/16_Oil_Filters_B_ppt.png
PGN WWW http://www.channel.wixeurope.com/16_Oil_Filters_B/16_Oil_Filters_B_www.png

O03

Complete (PSD, PNG) http://www.channel.wixeurope.com/17_Oil_Filters_C/17_Oil_Filters_C.zip
PNG full size http://www.channel.wixeurope.com/17_Oil_Filters_C/17_Oil_Filters_C_full.png
PNG PPT http://www.channel.wixeurope.com/17_Oil_Filters_C/17_Oil_Filters_C_ppt.png
PGN WWW http://www.channel.wixeurope.com/17_Oil_Filters_C/17_Oil_Filters_C_www.png

F01

JPG Large http://www.channel.wixeurope.com/18_Fuel_Filters_A/18_Fuel_Filters_A_L.jpg
JPG Small http://www.channel.wixeurope.com/18_Fuel_Filters_A/18_Fuel_Filters_A_S.jpg

F02

Complete (PSD, PNG) http://www.channel.wixeurope.com/19_Fuel_Filters_B/19_Fuel_Filters_B.zip
PNG full size http://www.channel.wixeurope.com/19_Fuel_Filters_B/19_Fuel_Filters_B_full.png
PNG PPT http://www.channel.wixeurope.com/19_Fuel_Filters_B/19_Fuel_Filters_B_ppt.png
PGN WWW http://www.channel.wixeurope.com/19_Fuel_Filters_B/19_Fuel_Filters_B_www.png

F03

Complete (PSD, PNG) http://www.channel.wixeurope.com/20_Fuel_Filters_C/20_Fuel_Filters_C.zip
PNG full size http://www.channel.wixeurope.com/20_Fuel_Filters_C/20_Fuel_Filters_C_full.png
PNG PPT http://www.channel.wixeurope.com/20_Fuel_Filters_C/20_Fuel_Filters_C_ppt.png
PGN WWW http://www.channel.wixeurope.com/20_Fuel_Filters_C/20_Fuel_Filters_C_www.png

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AIR FILTERS

A01

JPG Large http://www.channel.wixeurope.com/21_Air_Filters_A/21_Air_Filters_A_L.jpg
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A02

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A03

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A04

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HD

HD01

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HD02

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HD03

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HD04

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HD05

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JPG Small http://www.channel.wixeurope.com/29_WIX_HD_foto_E/29_WIX_HD_foto_E_S.jpg

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KV01

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JPG Large http://www.channel.wixeurope.com/33_WIX_KV_SERWIS/33_WIX_KV_SERWIS_L.jpg
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KV02

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KV03

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KV04

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KV05

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AMV & HD Group foto

GR01

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PGN WWW http://www.channel.wixeurope.com/38_WIX_Group_foto_A/38_WIX_Group_foto_A_www.png

GR02

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GR03

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GR04

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EXTRA

E01

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E02

JPG http://www.channel.wixeurope.com/43_cert_monitor/43_cert_monitor.jpg

E03

JPG Large http://www.channel.wixeurope.com/09_Microban_E/09_Microban_E_L.jpg
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E04

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E05

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E06

JPG http://www.channel.wixeurope.com/44_WIX_baner/44_WIX_baner.jpg

WHEN YOU HAVE ANY DOUBTS OR QUESTIONS, CONTACT:

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