



Brand Guidelines



BIZOL Vision

We create effective solutions with German innovation, quality and reliability. We educate for optimal car maintenance to contribute to a cleaner world.

BIZOL Mission

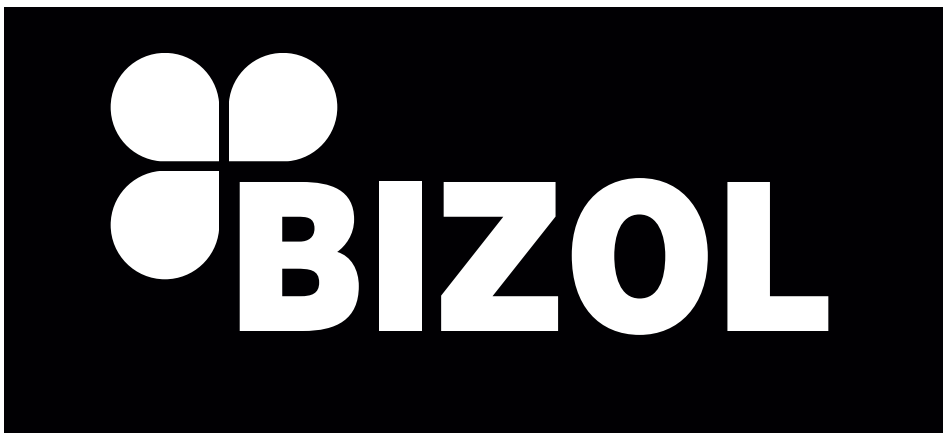
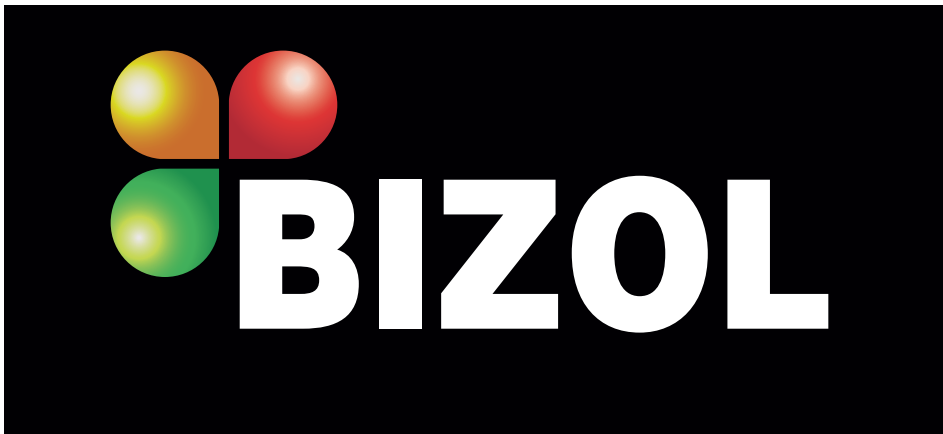
B_effective aims at providing products and solutions for workshops which enable them to carry out cost effective, easy and fast repairs.

Every care is taken to ensure accuracy and completeness in compiling these designs, no liability, other than that which may not be excluded by law, can be accepted for damage or loss caused by any errors or omissions in the information and designs contained in this document. By accessing and using this information, the user confirms that he or she has the experience, the knowledge and the ability to implement the designs and layouts in a safe and responsible manner. He or she also holds the liability against any damage, loss, injury, claim and penalties arising from the wrongful interpretation and implementation or incorrect usage of the information and designs contained in this publication.

© BIZOL Germany GmbH 2019 All rights reserved.

The BIZOL company logo consists of a composition of colored shapes in the form of drops, symbolizing the colors of green oil, transmission oil and motor oil of BIZOL.

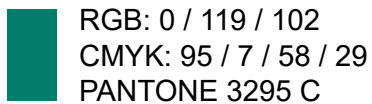
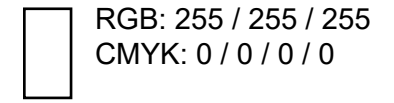
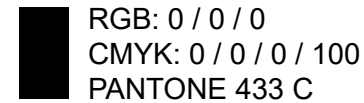
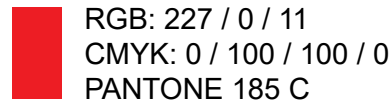
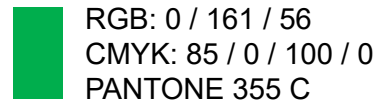
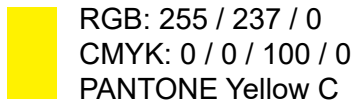
It is not permitted to use logo files other than provided directly from the BIZOL Germany head office in Berlin or downloaded at marketing.bizol.com



Official Variations



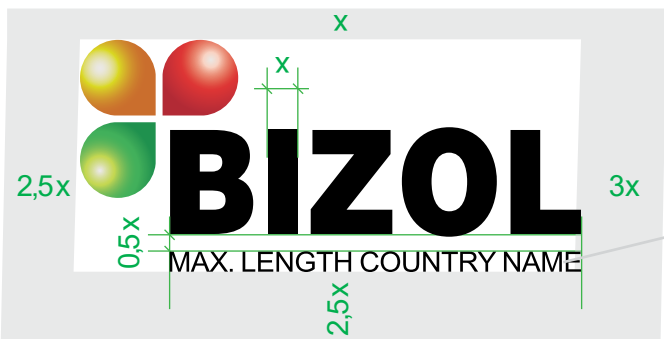
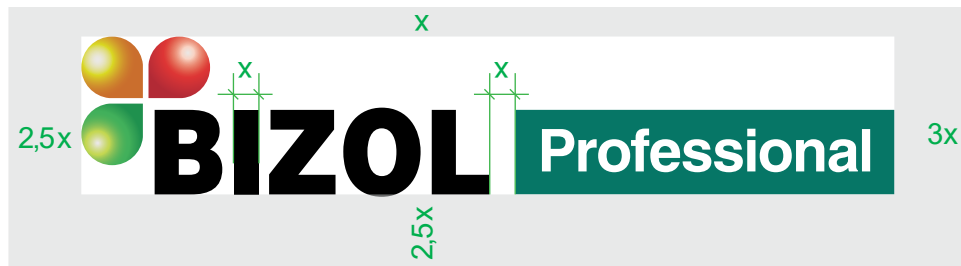
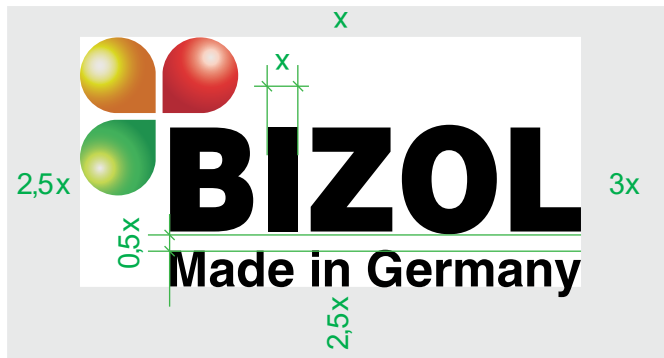
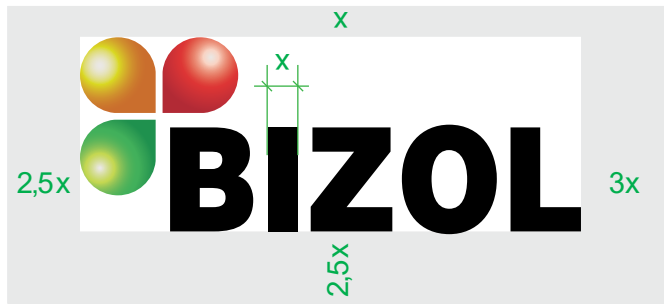
Primary Color Palette of the Logo



Minimum Sizes:



The following x-based measurement system is used in the composition of the logo, where “x” equals the width of the “i” component of the typeface.




Please follow the rules of the safe zone while using the BIZOL logo and leave space around the logo, according to the scheme.

font country name: Arial, regular

Examples of **incorrect** Logo Usage



Product Lines

 Green Oil+ RGB: 0 / 119 / 102 CMYK: 95 / 7 / 58 / 29	 Moto RGB: 158 / 161 / 162 CMYK: 36 / 27 / 27 / 13	 Cleaner Additives RGB: 140 / 10 / 40 CMYK: 10 / 99 / 62 / 45
 Green Oil RGB: 65 / 166 / 42 CMYK: 75 / 0 / 100 / 0 PANTONE 802 C	 Truck New Generation RGB: 235 / 110 / 8 CMYK: 0 / 68 / 100 / 0 PANTONE 1505 C	 Start RGB: 105 / 107 / 112 CMYK: 30 / 22 / 17 / 57 PANTONE Cool Gray C
 Allround RGB: 255 / 237 / 0 CMYK: 0 / 0 / 100 / 0 PANTONE Yellow C	 Truck Primary RGB: 159 / 45 / 31 CMYK: 25 / 91 / 96 / 22 PANTONE 484 C	 Diesel Additives RGB: 226 / 0 / 26 CMYK: 0 / 100 / 100 / 0 PANTONE 185 C
 Technology RGB: 0 / 158 / 224 CMYK: 100 / 0 / 0 / 0 PANTONE Process Cyan C	 Truck Essential RGB: 192 / 125 / 90 CMYK: 25 / 56 / 64 / 4 PANTONE 7591 C	 Gasoline Additives RGB: 106 / 176 / 35 CMYK: 65 / 0 / 100 / 0
 Protect RGB: 226 / 0 / 26 CMYK: 0 / 100 / 100 / 0 PANTONE 185 C	 Universal RGB: 235 / 111 / 11 CMYK: 0 / 70 / 100 / 0	 Radiator Additives RGB: 121 / 202 / 226 CMYK: 54 / 0 / 8 / 0 PANTONE Blue 0821 C
	 Lubricate RGB: 251 / 188 / 0 CMYK: 0 / 29 / 100 / 0	 Oil Additives RGB: 190 / 158 / 85 CMYK: 20 / 30 / 70 / 15 PANTONE 872 C
	 Coolants RGB: 120 / 202 / 228 CMYK: 54 / 0 / 7 / 0 PANTONE Blue 0821 C	 Brake Fluid RGB: 0 / 152 / 176 CMYK: 98 / 0 / 28 / 4 PANTONE Blue 7711 C
		 Pro RGB: 119 / 81 / 151 CMYK: 63 / 76 / 1 / 0 PANTONE 2665 C

To ensure a consistent look in the BIZOL brand's use of typography, the Arial typeface should be used in all communications (business documents, image commercial layouts, signatures, company details and contact data, letter body,...) for BIZOL products and services. It is prohibited to use other typefaces.

Arial Regular

Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll,
Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww,
Xx, Yy, Zz
1 2 3 4 5 6 7 8 9 0

Arial Bold

**Aa, Bb, Cc, Dd, Ee, Ff, Gg, Hh, Ii, Jj, Kk, Ll,
Mm, Nn, Oo, Pp, Qq, Rr, Ss, Tt, Uu, Vv, Ww,
Xx, Yy, Zz
1 2 3 4 5 6 7 8 9 0**