Audi Approved *:plus*

As at (07/2020)

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Introduction

Audi Approved *:plus*

Buying a used car is a matter of trust.
Trust in the quality standards and the competence of the Audi brand is the basis for "Audi Approved *:plus*".

The typical Audi colours red, white and black, as well as the universal use of the Audi Type Extended font, ensure recognition and utilise the familiarity of the Audi brand for the marketing of used cars.

"Audi Approved *:plus*", along with the relevant programme names in other countries, is a protected logotype of AUDI AG and may only be used by authorised system partners.

Overview of the firmly defined programme names of the countries

Country	Programme name
Germany, Slovakia	**Audi** Gebrauchtwagen *:plus*
Abu Dhabi, Australia, Bahrain, Denmark, Estonia, Greece, Hong Kong, India, Ireland, Katar, Korea, Kuwait, Malaysia, Middle East-RSC Dubai, Oman, Philippines, Saudi Arabia, Sweden, Singapore, Taiwan, Belgium	**Audi** Approved *:plus*
Brazil	**Audi** Qualified *:plus*
China	**Audi** 品荐二手车
France, Switzerland	**Audi** Occasion *:plus*
Italy	**Audi** Prima Scelta *:plus*
Poland	**Audi** Select *:plus*
Portugal	**Audi** Advantage *:plus*
Russia	**Audi** с пробегом *:plus*
Spain	**Audi** Selection *:plus*
Turkey	**Audi** prime *:plus*

Design

1.0 The "Audi Approved *:plus*" logotype

The English logotype "Audi Approved *:plus*" the German logotype "Audi Gebrauchtwagen *:plus*" and the Chinese logotype are available to download from the Audi CI Portal as EPS files in the required colour versions.

The name of the national used car programme is set in the national language in question, corresponding to the English/German logotype.

Audi Approved
:plus

English logotype, EPS file

Audi Occasion
:plus

French logotype, offset as specified

Audi Gebrauchtwagen
:plus

German logotype, EPS file

Audi Prima Scelta
:plus

Italian logotype, offset as specified

Audi 品荐二手车

Chinese logotype, EPS file

1.1   Basic version

The "Audi Approved *:plus*" logotype is identified by the colours Audi Red (CMYK 0/100/90/0 or PANTONE® 032C) and black or white.

Audi Approved
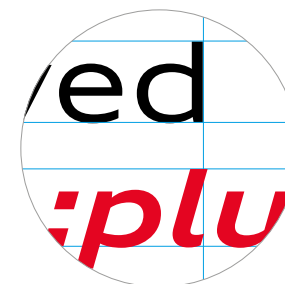*:plus*

Audi Approved
:plus

1.2 Typography

- ‣ The name of the national used car programme is set in the national language in question, corresponding to the German/English logotype.
- ‣ The logotype is normally set as two lines of text.
- ‣ Audi Type Extended Bold and Normal with a character spacing of 0 are used for the logotype.
- ‣ ":*plus*" is set in 95 % of the first line in Audi Type Extended Bold Italic (so 9.5 pt in the case of a font size of 10 pt).
- ‣ The line spacing is 110 % of the font size (first line).
- ‣ The position of the ":*plus*" is defined by means of a vertical at the end of the last letter on the first line.

Note

The English logotype "Audi Approved :*plus*" as well as the German version are not manually set; all versions are available as eps files on the Audi CI Portal under Corporate Branding | Wordmarks.

Audi Approved
:*plus*

Audi Type Extended Bold   Audi Type Extended Normal   Audi Type Extended Bold Italic
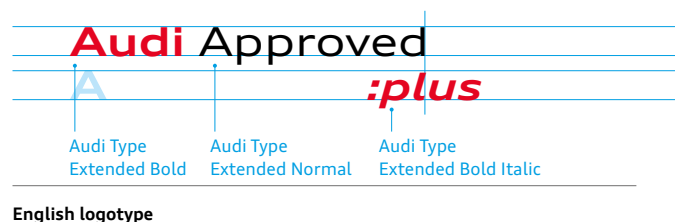
English logotype

Audi Gebrauchtwagen
:*plus*

German logotype

Audi Prima Scelta
:*plus*

Italian logotype

Audi Selection
:*plus*

Spanish logotype

Audi Advantage
:*plus*

Portuguese logotype

Audi Occasion
:*plus*

French logotype

Audi 品荐二手车

Chinese logotype

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1.3 Exception

In special cases the ":*plus*" can be more heavily weighted within the logotype. This version is used, for example, for outdoor signage on the small sales adviser box and the flags.

The ratio of the logotypes to one another is specified.

▸ The cap height of the ":*plus*" corresponds to two-and-a-half times the height of the "A" from the "Audi Approved" logotype.

▸ The gap between the logotypes is half the height of the "A".

▸ The end of the word in the upper logotype is flush with the right-hand edge of the "p".

Note

The logotype "Audi Approved *:plus*" as well as the German version are available on the Audi CI Portal as EPS files under Corporate Branding | Wordmarks.

Special case: particular highlighting of the *":plus"*

1.4 Colours

▸ Audi Red (CMYK 0/100/90/0 or PANTONE® 032C) and black resp. white are used for the logotype.

Colours	CMYK	Special colour Offset / screen printing	NCS/RAL	Avery 900 Super Cast films range
Audi Red	0/100/90/0	PANTONE® 032C	RAL 3028	Avery 906 medium red
White			RAL 9010 Pure White	Avery 900
Black	40/0/0/100	PANTONE® Black	RAL 9005 Jet Black	Avery 901

1.5 The logotype in conjunction with the Audi rings

For applications such as office equipment, brochure covers, advertising and packaging, there is a recommended size ratio for the logotype in relation to the rings.

▸ The height of the "Audi Approved *:plus*" logotype corresponds to the height of the inner edge of the Audi rings, in both horizontal and vertical orientations (with a ring width of 30 mm, the font size is 12.3 pt ["*:plus*": 11.7 pt], and the line spacing is 13.5 pt).
▸ The protected zone of the Audi logo must be complied with. It corresponds to the height of a ring.

Note

More information about the use of logotypes can be found on the Audi CI Portal under Corporate Branding | Wordmarks.

Audi Approved
:plus

Audi Approved
:plus

1.6 How the logotype is written in copy text

If the "Audi Approved *:plus*" signature appears in the copy text, it is written in a combination of upper and lower case letters in the same typeface as the text. The supplement "*:plus*" follows with a spacing. It is always set in lower case letters and italics.

Exception: In digital applications, ": plus" can also be set in regular.
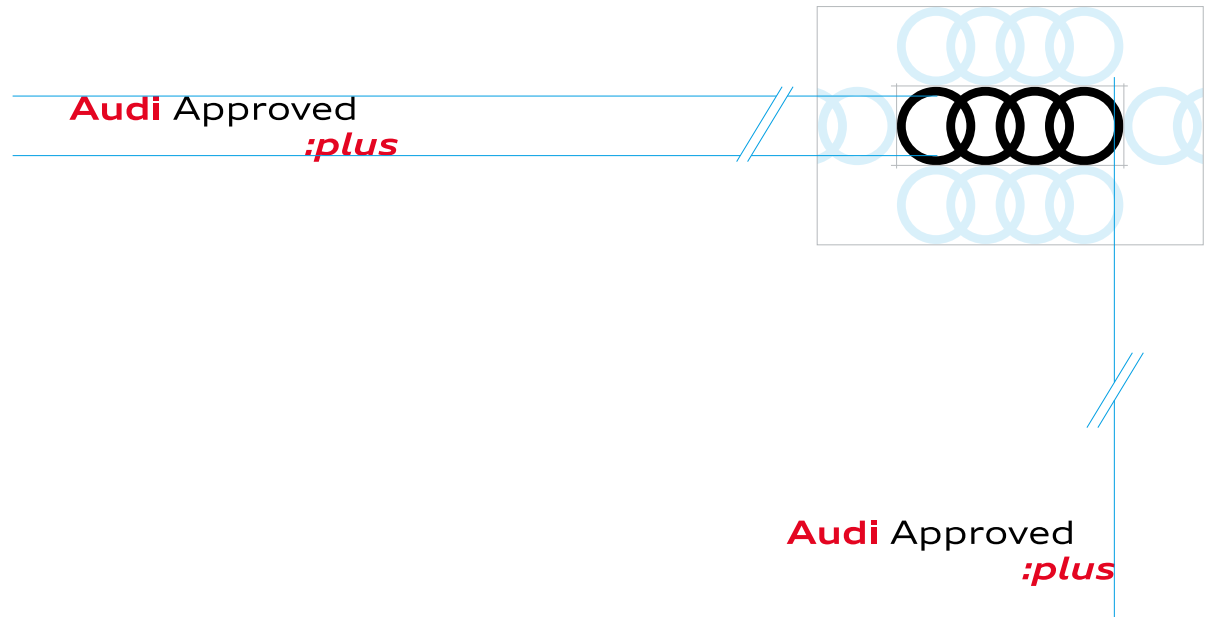
Lorem ipsum dolor sit Audi Approved *:plus* in dart. Amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut-

Written form in copy text

General information

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Note:
The reproduction of colours can vary depending on the output
device used. The colours of the illustrations are not binding, and
in some cases illustrations are shown reduced or enlarged.

Audi Corporate Design Portal
www.audi.com/ci