



COLOUR DATA

THE KARE FACADE LOGO

POSTER ANNOUNCING NEW OPENING

THE KARE LOGO

THE KARE ADDRESS LINES

KARE ADVERTISEMENTS

LETTERHEAD

BUSINESS CARD

page 1

page 2-3

page 4

page 5-6

page 7

page 8-11

page 12

page 13

## COLOUR DATA

### KARE logo colours

There are many shades of red. This is why you will here find all necessary information to define the real KARE red.



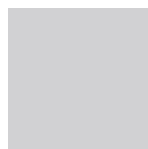
#### KARE red

**CMYK** 0/100/100/0  
**RGB** 255/2/3  
**HKS** 14  
**Pantone** 185  
**RAL** 3020 Traffic red



#### KARE black

**CMYK** 0/0/0/100  
**RGB** 0/0/0  
**RAL** 9017 Traffic black



#### KARE grey

**CMYK** 0/0/0/25  
**RGB** 205/207/209  
**RAL** 7047 Silver grey 4

PANTONE is shown here for reasons of completeness.  
The colour is slightly different from the basic shade and should only be used if there is no alternative.

### KARE colours: special cases

If there is no colour available, or if printing can only be in black, the following options are available.

#### KARE grey

CMYK 0/0/0/50

#### KARE black

CMYK 0/0/0/100

# KARE

# KARE



## THE KARE FACADE LOGO 1

### The right position

The facade logo has to be positioned where it is clearly visible, and not hidden by parts of the building or spreading vegetation. Care should be taken to make sure that the lettering can be seen from a distance – announcing loud and clear: here is your KARE shop.

### Background

To provide the KARE logo with the right contrast on uneven or coloured backgrounds, we recommend that it should be mounted on a neutral base plate.



### The base plate-details

The KARE facade logo must be mounted as follows on a steel plate in neutral grey (RAL 7047 Telegrey 4). In the illustration on the right, X shows the distance from the edge of the base plate. For the dimensions of the base plate, please see the logo height in the table on the right.



Height	X	Base plate (H x W)
25 cm	9,6 cm	44,2 x 175,85 cm
50 cm	19,2 cm	88,4 x 351,65 cm
100 cm	38,4 cm	176,8 x 702,2 cm

THE KARE FACADE LOGO 2

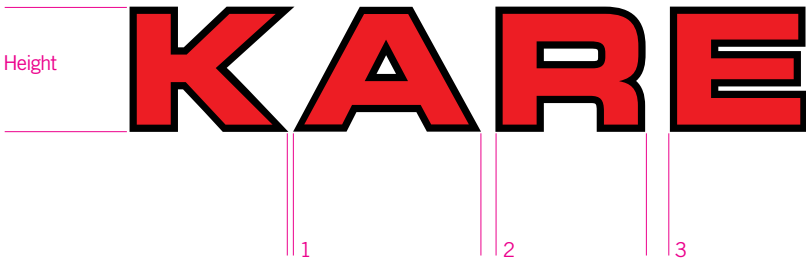
Spatial harmony

If the logo is mounted without a base plate, it needs enough free space around it so that it can be displayed prominently. As a guideline the space all around the logo should be 1 x logo height, with a minimum of approx. one third of logo height



Model dimensions

The KARE facade logo is available in 3 standard sizes, with a lettering height of 25, 50 and 100 cm. The capital letters are supplied separately and have to be mounted on the facade with the right spacing between them. The table on the right shows the correct spacing.



Height	1	2	3
25 cm	1,0	2,8	4,9
50 cm	2,0	5,6	9,8
100 cm	4,0	11,4	19,6

## POSTER ANNOUNCING NEW OPENING

### The first contact

The convertible **building site banner** and **opening banner** provide the first contact with future customers. Its function is to present the brand and give the public a foretaste of what they can expect soon at this location. Without revealing too much in advance we limit ourselves to the core statements: who, what and (if possible) when.



Example

#### Building site banner / opening banner:

eye-catcher, KARE-logo, product range, internet address, OPENING SOON with or without opening dates

#### Fonts:

The KARE-font for POS, promotion materials and advertisements is TRADE GOTHIC or alternative Helvetica or Arial

For headlines and important informations:

Trade Gothic Bold, Trade Gothic Bold Condensed No.20, alternative Helvetica Bold, Arial Bold

#### THE HEADLINE IS WRITTEN IN CAPITALS

For copy text:

Trade Gothic (Medium), alternative Helvetica Medium (Regular, Roman), Arial Medium (Regular)



Example



## THE KARE LOGO

### The application

From a width of **at least 30 mm** the so-called **3D logo** is used in print media.



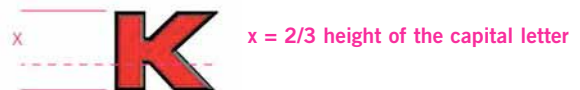
Where the logo appears on a very small scale **below 30 mm** (print media) and for POS materials such as T-shirts or signs **the 2D logo or the vectorised logo without lightening effect is used** or passed on the producer.



### The dimension

The distance of the logo within the font depends on the capital letter height of the logo.

2/3 of the logo height defines **x**, the constant distance from all sides.



### The claim

The logo can be used with or without the claim.

In those countries where the german claim is not used we replace it with:  
ABSOLUTELY LIVING MAD

The claim is always placed in line with the KARE logo and is written in capitals  
in Trade Gothic Medium



## Legibility of the logo

If necessary or desired, the logo can be displayed on a strip.

Depending on the background motif in the following ways:

### White background

Where the logo appears on white (e.g. in free-standing product advertisements), the logo/claim appear on a 25% black strip.



### On motifs

Where the logo appears on motifs the strip is transparent.

The transparent surface is visually adapted on the 25K area.  
The amount saturation is to be adapted to the individual motif.

### With dark motifs:

Colour white  
Saturation 70-85%



### With light motifs:

Colour 25% black  
Saturation 70-85%



## THE KARE ADDRESS LINES

We begin the first line with KARE, the addition CITYHAUS is optional and defines the location of the shop. If the location is not in a shopping mall or shopping centre with a prominent name the location is not mentioned. From the opening of a second shop in the same town the location must be mentioned.

Next come the shop address, telephone and email data.

The reduced form appears without the town (only in the case of regional distribution) and the email address.

If the address appears on a dark background the lettering is white.

### KARE Cityhaus

Sendlinger Str. 37  
80331 München  
089/23 08 73-64  
city@kare.de

**Trade Gothic Bold Two (6,5pt / line spacing 8pt)**

Trade Gothic (6,5pt / line spacing 8pt)  
(The font size example refers to a newspaper advertisement or DIN A4 flyer in ascending order)

### KARE Cityhaus

Sendlinger Str. 37  
089/23 08 73-64

If the available space is limited the information is restricted to what is absolutely necessary.

www.kareshops.com

#### Designhaus

Augustenstr. 10-14  
80333 München  
Tel. 089/55 21 55 -0  
design@kare.de

#### Landhaus

Lindwurmstr. 76  
80337 München  
Tel. 089/7 25 20-15  
land@kare.de

#### Cityhaus

Sendlinger Str. 37  
80331 München  
Tel. 089/23 08 73-64  
city@kare.de

#### OEZ

Hanauer Str. 68  
80939 München  
Tel. 089/14 07 93-70  
cityoez@kare.de

#### Riem-Arcaden

Willy-Brandt-Platz 5  
81829 München  
Tel. 089/94 30 38-30  
riem@kare.de

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## Address and logo

The optimum structure of the individual elements is as follows:  
address, logo and claim together make up a footer.

The distance Y between the KARE address and the claim is variable and depends on the page width.

### Note

A uniform appearance means that customers are more likely to recognise the brand.

A uniform appearance strengthens the KARE brand and as a result every KARE shop is also strengthened.



## KARE ADVERTISEMENTS

### The product advertisement

Beginning with a slogan, the texts and products follow in a very clear layout.

It is necessary to group products according to theme.

#### Copy

Trade Gothic (6,5 pt / line spacing 8 pt)

#### Product designations

Trade Gothic Medium (8 pt / line spacing 10 pt)

#### Internet address


Trade Gothic Medium (12 pt)

The font size example refers to a newspaper advertisement in the size DIN A4.


# BLACK IS BEAUTIFUL




**Hängeleuchte Loop,**  
sehr elegante Leuchte für 1 x 60 Watt, 60x50cm  
129,00 €



**Leuchte Crystal Notte,**  
5-flammige Glas-Klunker-Leuchte mit sündigem Organza-Schirm, 5x40 Watt, 51x52cm  
295,00 €



**Kerzenleuchter Gioiello,**  
begeehrt & beliebt, auch in anderen Farben oder mit Elektrifizierung erh., 65x47cm  
199,00 €




**Leuchter Starlight,**  
opulentes Feeling zum extrem günstigen Preis, Acryl, auch andere Farben erh., 70x55cm  
59,95 €




**Sessel Rockstar Angel,**  
Be a Star !! Changierendes Kunstfell mit silberfarbener Stickerei - einmalig schön, 111x108x96cm  
649,00 €



**Beistelltische Pop Art,**  
hochglanzlackiertes MDF mit Barockelementen in 3 Größen, schwarz o. weiß.  
ab 59,00 €



**Spiegel Tendence,**  
versch. Farben und Größen, unwiderstehlich, 95x120cm  
139,00 €




**CD-Regal Rock me,**  
unsere Antwort auf alle CD-Ständer bietet Platz für ca. 100 Rock-, Pop oder Klassik-CDs, 70x54x10cm  
59,95 €



**Esstisch Rockstar,**  
dank seiner Rundum-Verglasung ein absoluter Hingucker! 74x158x88cm  
399,00 €



**Stuhl Louis Krok,**  
edler Platzhalter für alle Wohnstile, Birkengele mit Krokotex, 93x49x57cm  
149,00 €



**Stuhl Benson,**  
modern und zeitlos, in Lederoptik schwarz  
39,00 €

www.KARE.de

Direktion	Leitung	Offizial
Auguststr. 10-14 80333 München Tel. 089/55 21 95-0 info@kare.de	Lehrstr. 36 80333 München Tel. 089/7 20 30 26 info@kare.de	Sandberger Str. 39 80333 München Tel. 089/23 98 73-0 info@kare.de

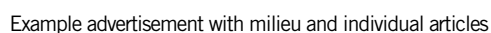
# KARE

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Example advertisement with individual articles

# KARE

The font size example refers to a newspaper advertisement in the size DIN A4.



The border has 10 mm round.  
(based on a DIN A4 display)



Example advertisement costomized to bleed (without a border)

## Additional information

In all ads the KARE gift card or the LIFE IS STYLE magazine can be publicised.

## CHIC LIVING

BREAKING NEWS FÜR IHR ZUHAUSE

**Sofalandschaft BROOKLYN HOME**, hochkomfortable und multifunktionale Systempolsterlandschaft aus unseren italienischen Werkstätten, auf Wunsch komplett abziehbar, mit großer Stoff- und Lederauswahl, wie abgebildet 365 x 235cm (inkl. Anstellhocker, ohne Nierenkissen) **ab 4.790,-**

**Hängeleuchte CUISINE**, überdimensionale Gute-Laune-Leuchte im Form- und Farbmix, fünf verschiedene Aluminium-Schirme mit farblich passenden, textilbezogenen Kabeln, für 5 x 60 Watt, Ø 70cm, **599,-**

**Schreibtisch MALIBU**, Korpus Mangoholz, dank zweier Mabe (78 x 135 x 60cm) und viel Stauraum in 6 Schöben perfekt für's HomeOffice **629,-**

**Kommode MALIBU**, Material- und Farbmix mit zehn unterschiedlichen Schubladen für kleinen & großen Krimskrams, 90 x 70 x 30cm **549,-**

**GESCHENK À LA CARD. SO GEHT VERSCHENKEN HEUTE. IN DIESER KARTE STECKT DIE GANZE KARE-WELT TRENDIGER GESCHENKIDEEN.**

**KARE+**

[www.facebook.com/KARE.Muenchen](http://www.facebook.com/KARE.Muenchen)  
[www.KARE-MUENCHEN.de](http://www.KARE-MUENCHEN.de)

**Designhaus**  
Augustenstr. 12-14  
80333 München  
Tel. 089/55 21 55-15  
design@kare.de

**Workhaus**  
Augustenstr. 10  
80333 München  
Tel. 089/55 21 55-16  
work@kare.de

**Landhaus**  
Lindwurmstr. 76  
80337 München  
Tel. 089/72 50 0-15  
land@kare.de

**Cityhaus**  
Sendlinger Str. 37  
80331 München  
Tel. 089/23 08 73-65  
city@kare.de

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**GESCHENK À LA CARD. SO GEHT VERSCHENKEN HEUTE. IN DIESER KARTE STECKT DIE GANZE KARE-WELT TRENDIGER GESCHENKIDEEN.**

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[www.facebook.com/KARE.Muenchen](http://www.facebook.com/KARE.Muenchen)  
[www.KARE-MUENCHEN.de](http://www.KARE-MUENCHEN.de)

**Designhaus**  
Augustenstr. 12-14  
80333 München  
Tel. 089/55 21 55-15  
design@kare.de

**Landhaus**  
Lindwurmstr. 76  
80337 München  
Tel. 089/72 50 0-15  
land@kare.de

Das neue KARE-Designmagazin erhalten Sie ab sofort in unseren KARE-Shops, sowie unter [www.kare-muenchen.de](http://www.kare-muenchen.de)

## Exception

For perfect visual harmony the colour of the foot of the page can be matching (themed advertisements, e.g. Xmas)

**GESCHENK À LA CARD. SO GEHT VERSCHENKEN HEUTE. IN DIESER KARTE STECKT DIE GANZE KARE-WELT TRENDIGER GESCHENKIDEEN.**

**KARE**  
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[www.facebook.com/KARE.Muenchen](http://www.facebook.com/KARE.Muenchen)  
[www.KARE-MUENCHEN.de](http://www.KARE-MUENCHEN.de)

**Designhaus**  
Augustenstr. 12-14  
80333 München  
Tel. 089/55 21 55-15  
design@kare.de

**Cityhaus**  
Sendlinger Str. 37  
80331 München  
Tel. 089/23 08 73-65  
city@kare.de

**Workhaus**  
Lindwurmstr. 76  
80337 München  
Tel. 089/72 50 0-15  
work@kare.de



## The image advertisement

FEIN RAUSGEPUTZT.

Entdecken Sie unsere große Auswahl an glamourösen Accessoires, z.B. Gläser, Leuchter, Vasen und viel mehr, um Ihr Zuhause zu verschönern.  
[www.kare.de](http://www.kare.de)

**BULLDOG.** zeigen Sie Charakter beim Dekorieren – WOW!, galvanisiertes Polyesin, freuen Sie sich auf viele Ideen für Deko-Objekte in vielen Größen, Farben und Motiven, hier: Bulldogge, ca. 40cm **79,95**

**CHALET.** aufwendig gearbeitete und detailverliebte Hochglanzmode im Material- und Mustermix mit Weißmetalloberflächen und Glasmosaiken, 14 Schübe bieten reichlich Platz für Ihre persönlichen Dinge, 105 x 110 x 40cm.

**Designhaus**  
Augartenstr. 12-14  
80333 München  
Tel. 089/55 21 55-15  
[design@kare.de](mailto:design@kare.de)

**Landhaus**  
Lindaurstr. 76  
80337 München  
Tel. 089/72 52 0-15  
[land@kare.de](mailto:land@kare.de)

**Cityhaus**  
Sendlinger Str. 37  
80331 München  
Tel. 089/23 08 73-65  
[city@kare.de](mailto:city@kare.de)

[www.facebook.com/KARE.Muenchen](https://www.facebook.com/KARE.Muenchen)  
[www.KARE-MUENCHEN.de](http://www.KARE-MUENCHEN.de)

**KARE**  
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ALLES AUSSER  
GEWÖHNLICH

**Designhaus**  
Augartenstr. 12-14  
80333 München  
Tel. 089/55 21 55-0  
[design@kare.de](mailto:design@kare.de)

**Landhaus**  
Lindaurstr. 76  
80337 München  
Tel. 089/72 52 0-15  
[land@kare.de](mailto:land@kare.de)

[www.facebook.com/KARE.Muenchen](https://www.facebook.com/KARE.Muenchen)  
[www.KARE-MUENCHEN.de](http://www.KARE-MUENCHEN.de)

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## LETTERHEAD

### For correspondence

The template for your letterhead enables you to design the writing paper for your KARE shop quickly and conveniently. The DIN A4 format fits neatly into envelopes with windows in accordance with european norms.

### Paper

Your writing paper should have a thickness of approx. 100g, be pure white and without a watermark. In the choice of paper you should take into account the type of printer you use (inkjet/laser).

### Legally watertight

We advise you to consult your lawyers to ensure that your letterhead contains the legally prescribed company designation and other important details.



Sender details

Full address with company designation

Commercial register and bank account details

## BUSINESS CARD

### Format

The format of the KARE business card is 85 x 49mm. It should be printed on white gloss paper of 300g/m<sup>2</sup> quality.

The sample data which is shown in the Franchise File and on the KARE FTP server is CMYK separation. If the cyan and yellow is left out, it is possible to print the cards in two colours - with the colour black and HKS 14 or Pantone 185.



Standard business card

### Positioning

The positioning of the text is intended to create a well-balanced layout in relation to the edges of the business card. The text begins with the name of the employee.

If the second line is not used for the employees function (e.g. Franchise Coach) the line remains empty.

Next comes the name of the shop (e.g. KARE Riga) and the address.

In the second column appear the telephone, fax, email address and finally the web address.

For the business card we use the twodimensional KARE logo on a 25% black background.



Business card with employee's function

### Tip

The value = +0,5 (see the example at bottom rights) is intended to indicate that it is useful to add an additional tolerance space of up to one millimetre, because the cards are not always cut to size with precision.

#### Name

Helvetica Bold (8 pt / ZAB 10)

#### Employee's function

Helvetica Roman, od. Med. (8 pt / ZAB 10)

#### Phone/fax/email/web address

Helvetica Roman, od. Med. (8 pt / ZAB 10)

Get your draft on [my.kare.de!](http://my.kare.de!)