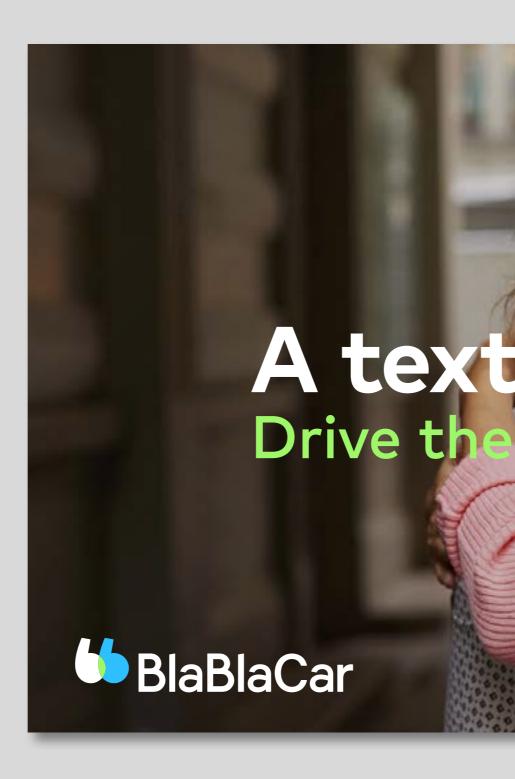


Brand guidelines for partnerships

June 2018

Logo Placement

- Where possible use the open AXA logo
- If necessary, the AXA logo can be paired with the endorsement line
- The AXA logo always follows the partner logo and it is never placed in front of the partner logo
- The AXA logo's preferred position is in the bottom right hand corner, most commonly diagonally opposite to the partner logo
- The AXA logo always appears in a prominent position



A text is not enough.

In partnership with



Logo Sizing

- Always size the AXA logo using our sizing guide
- If there is a disproportionate relationship between the size of the partner logo and the AXA logo then we can scale either logo to a size between 125-50%. Never scale a logo above 125%, or below 50%

An in depth guide to sizing the AXA and partner logos can be found on page 41.



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100%

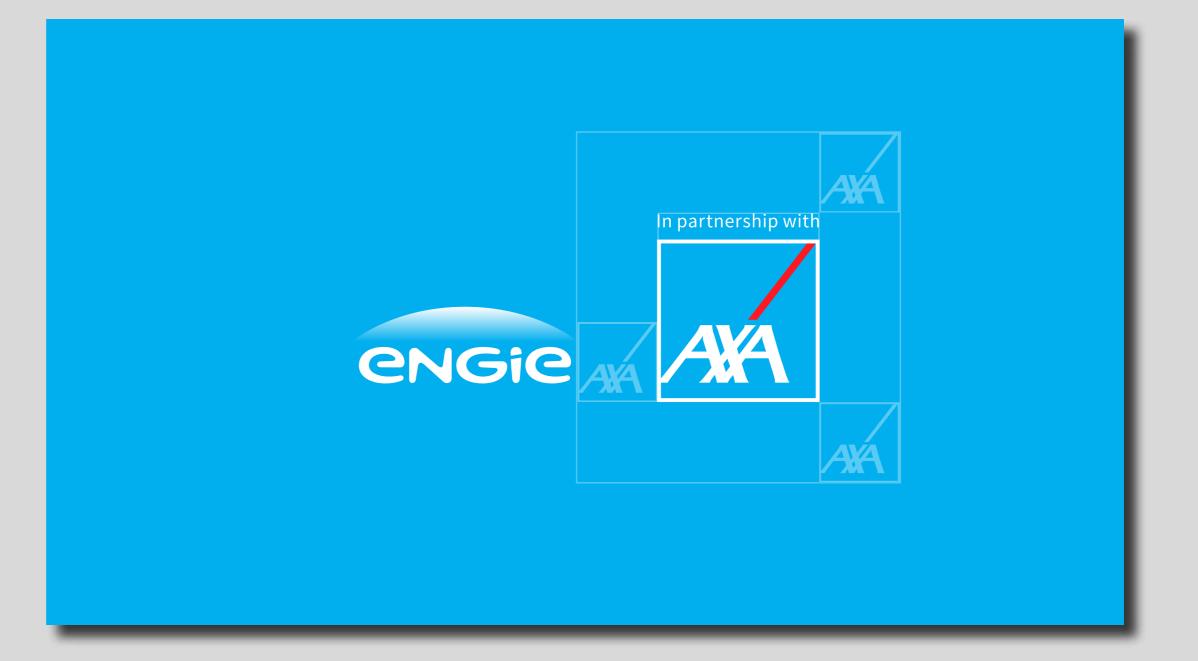
Mock-ups – for illustrative purposes only

50%

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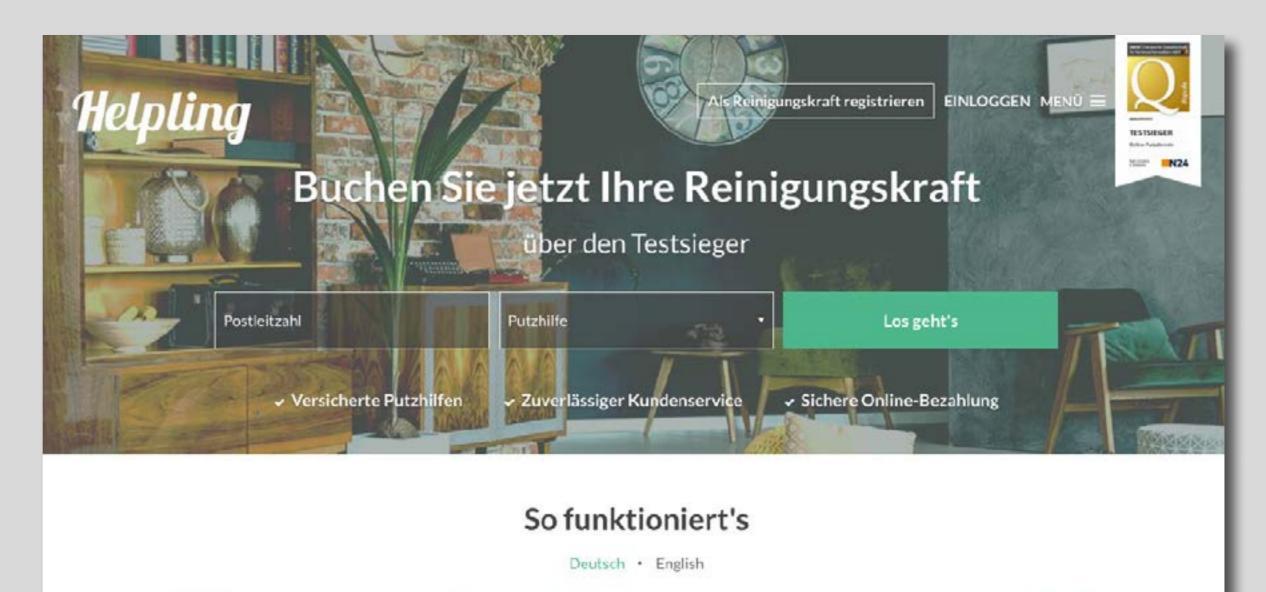
Logo Clear space

- Ensure there is always clear space around the AXA logo
- Our clear space is set to 50% of the size of the AXA logo
- As this is a partner led application we place the AXA logo after the partner logo



Logo Multiple partners

- When AXA is not the only partner and the AXA logo needs to live with logos from other partners we adhere to our clear space guidance
- We leave a clear space of at least 50% of the AXA logo between the AXA logo and any partners
- We do not use an endorsement line when there are multiple partner logos





1. Service wählen Wählen Sie im ersten Schritt zwischen einer Reinigung und anderen Dienstleistungen

Download for Android and iOS





2. Details angeben Hinterlassen Sie alle relevanten Informationen zu Ihrem gewünschten Service.



3. Sicher bezahlen Bezahlen Sie sicher online und verwalten Sie Ihre Buchung bequem per App.



4. Genießen

Freuen Sie sich über das Ergebnis und hinterlassen Sie anschließend eine Bewertung.





Helpling: Home • So geht's • Hilfe • Presse • Zufriedene Kunden • Jobs bei Helpling • Blog •

Datenschutzerklärung • Kooperationen • AGB • Widerrufsbelehrung • Haftpflichtversicherung

Helpling Apps Helpling u. a. in: Berlin • Hamburg • München

Wir vermitteln: Putzfrauen • Reinigungskräfte

Endorsement

- The AXA logo can be paired with the endorsement line
- If desired, add supporting copy to promote the partnership. This should always be written in a human, modern and simple way

u BlaBlaCar

Clique. Clique. Voilà.

oyages accessibles en un instant.





Clique. Clique. Voilà.

Des voyages accessibles en un instant.



Partnering with AXA enables our service to be better protected, more reliable and even friendlier.

Visit blablacar.co.uk/axa-partnership



Photography

- If a partner is struggling for good quality photography, we can advise on art direction or supply suitable photography from our image library

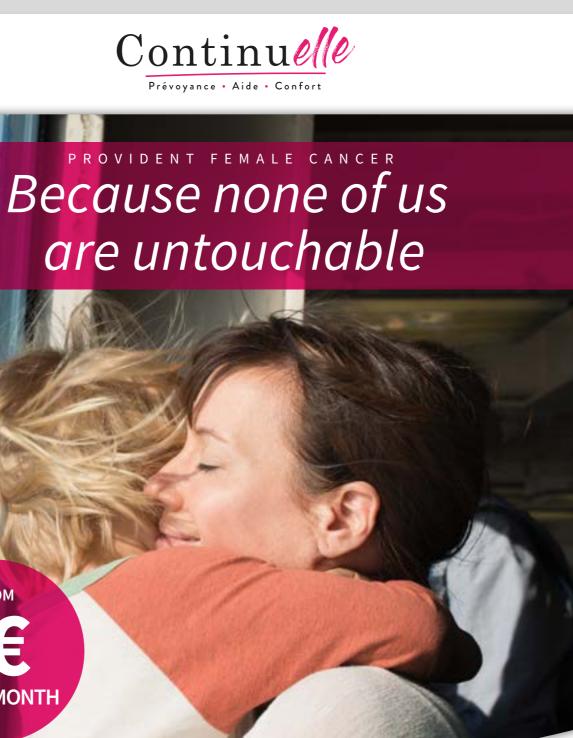




Insurance brings a smile to women with cancer

www.assurance-continuelle.fr

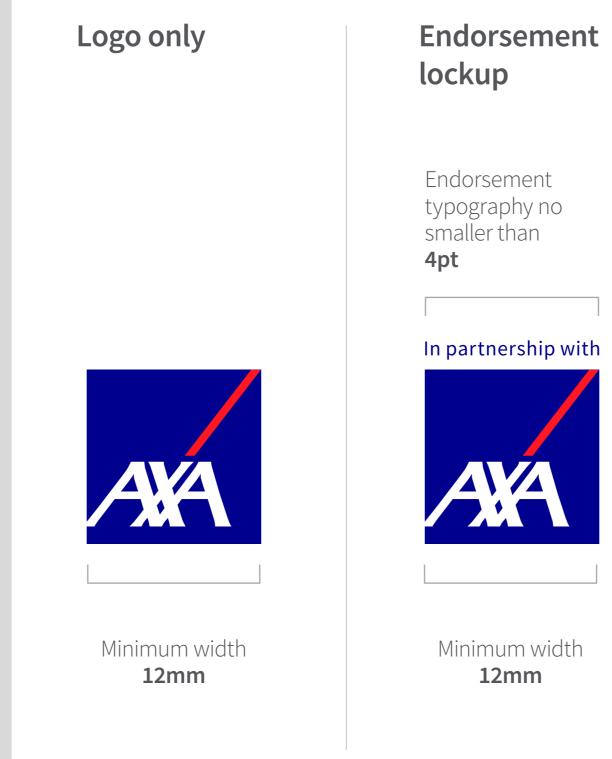
Mock-ups – for illustrative purposes only





Logo Minimum size

- To ensure our logo always appears clear and legible in digital and print applications we have specified a minimum size that it shouldn't appear smaller than
- There are alternative lock-ups of the logo and endorsement, that have been optimised for use on extreme formats, when space is limited or for when our partner requires our logo to appear noticeably smaller than theirs. These lockups ensure the endorsement is always clear and legible even when used at a small size
- Do not create your own endorsement lines



Endorsement lock-ups for extreme or restricted formats

Endorsement typography no smaller than 4pt

Endorsement

typography no

smaller than

4pt

In partnership with A



Minimum height 6mm

In partnership with



Minimum height 6mm

Logo Placement guide

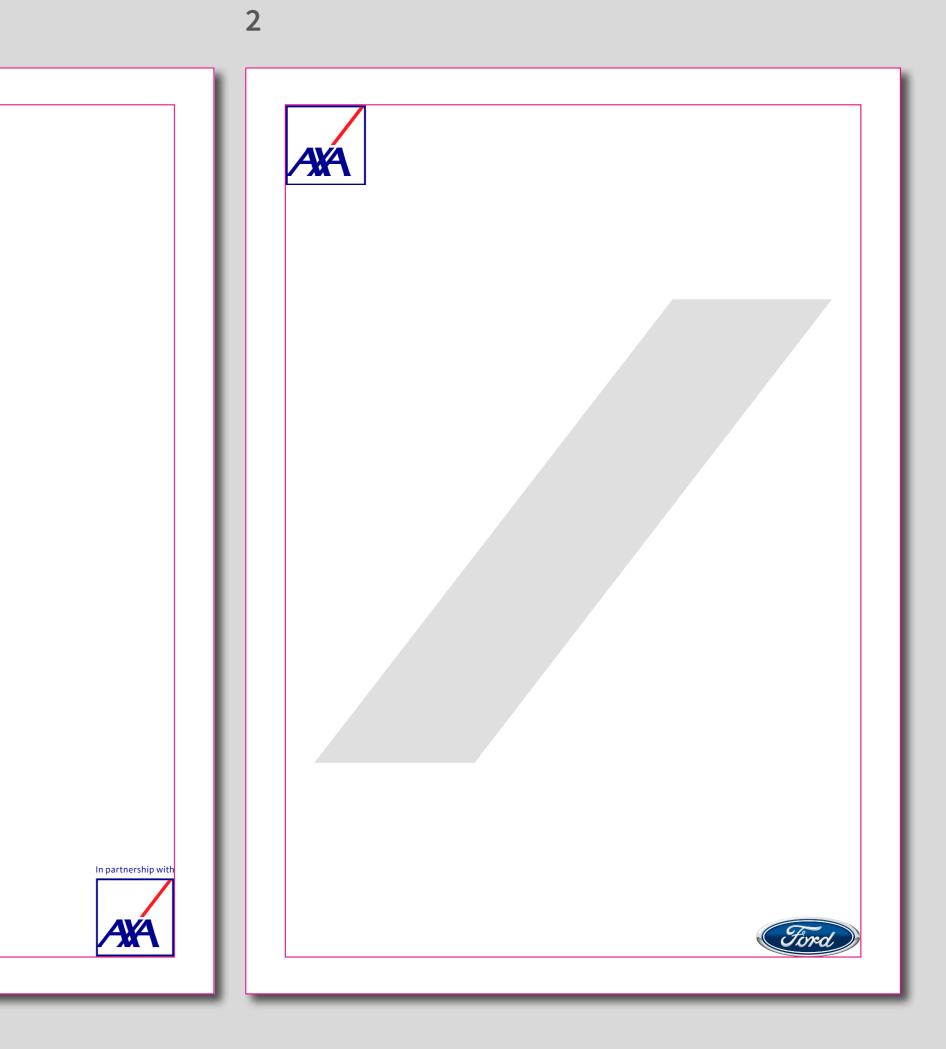
We have two options for placing our partner logos.

1. When a partner owns the application

The AXA logo is positioned in the bottom right hand corner, most commonly diagonally opposite the partner's logo.

2. When AXA has joint or full ownership of a communication

We place the AXA logo in the top left with the partner logo positioned diagonally opposite in the bottom right hand corner. Ford



Thank you