

Brand Guide for Partners

2024

CTR Aftermarket

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이를 위반할 경우 부정경쟁방지 및 영업비밀보호에 관한 법률, 형법, 민법 등에 따라 민·형사상 책임을 부담할 수 있습니다.

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People experience our brand through various communications beyond our own touchpoints. That is how our brand image is formed. Above all, our partners highly influence the perception of our brand by exposing it for the purpose of sales and promotion of our products.

We believe that our brand becomes stronger and better represents our purpose in a united front; therefore, we provide the guide that describes how our brand elements is to be applied in those communications to create a consistent brand experience.

This guide is made for sharing with partners including our customers, distributors, dealers, retailors and others that market CTR products.

All the assets needed for branding of CTR products are available for immediate use by our partners on the CTR Marketing Asset Library. Using CTR brand assets, a partner shall take all possible measures to avoid confusion online and offline, as to its identity as independent partner, and refrain from misrepresenting its relationship with CTR.

CTR believes that safety comes from parts, and that we all are making the world a safer place. It is important for our partners to understand that the CTR brand imparts this message.

United we stand for safety.

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All visuals in this document are for illustration purposes only.

CTR Brand



Corporate Philosophy

Vision

Core Values

*CTR will develop as a core company
providing safe mobility solutions.*

We are continuously making a safe world for our employees, customers, and society.

When thinking about safety, we see employees before business.
When thinking about safety, we see the life of customers over products.
When thinking about safety, we see the society in which we all will live.

A core mobility company that thinks about the value of safety for the happiness of our employees,
the trust of our customers, and the social development and that continues innovation –

CTR will establish a safer world and happier life.

Central to your safe mobility

Central to your safe mobility	Role	Our company, of which the name signifies “center” and “core,” will aim for
	Target	our employees, clients, and all members of our society
	Goal	to live a safe life
	Business	by becoming a core company that provides safe products and services for all types of transportation.

CTR prepares a world where everyone can enjoy a safe mobility life through high-quality products and innovative services in a safe environment.

In addition, we intend to ultimately become a core mobility company that provides safe products and services in all means of transportation by continuously investing in eco-friendly technologies for the future generation and by continuously expanding the business field based on the core technologies and competence.



Challenge

CTR's safety is a never-ending challenge.

There can never be perfection in quality - only endless efforts to challenge ourselves. Punctual delivery, minimal defects, bold technology investments, and non-stop quality improvements! Our such commitment come from the belief that it ultimately leads to "safety." This endless self-innovation is what made today's CTR, and will be the engine to create a new CTR and a safe world.



Teamwork

CTR's safety is the firmest form of teamwork.

A part cannot exist alone. Likewise, a person cannot exist alone. Just as a cogwheel that rotates smoothly, close collaboration throughout all divisions from OE, AM, research, production, sales, and marketing creates immense synergy and becomes a powerful engine that drives CTR. A culture of strong bonds and teamwork also lead to a concrete partnership with various stakeholders.



Responsibility

CTR's safety is responsibility in the most complete form.

The smallest bolt, if not working properly, will stop a car. The same goes for a company. Every member of CTR engages in each work process proactively. Each step is managed thoroughly for the safe mobility experience of the customers. Such professionalism, which pushes us to do our very best, is CTR's asset and power that creates the safest mobility company.



Respect

CTR's safety is the warmest form of respect.

A business culture with deeply rooted respect becomes strong motivation to immerse in what we do and create a workplace where everyone wishes to work in. The principles of a company that provides quality and service competitiveness and is respected by customers and society stem from respecting those who work beside us. This is the starting point for creating a harmonious and safe world.



Safety

Our core values guide us to align our behaviors and decisions with our corporate philosophy. All CTR employees live our mission everyday by following this guide.

CTR Brand Guidelines and Assets

Trademarks and Copyright

Authorized Distributor or Dealer

CTR Wordmark (Logo)

Application of the Wordmark

Color and Typeface

Other Brand Identity Elements

CTR's brand elements and assets shared with our partners must always be used in association with the CTR brand and products.

CTR brand is registered in 155 countries and protected by laws against counterfeiting or any other unlawful appropriation.

CTR Co., Ltd. holds the exclusive right to exploit the CTR brand.



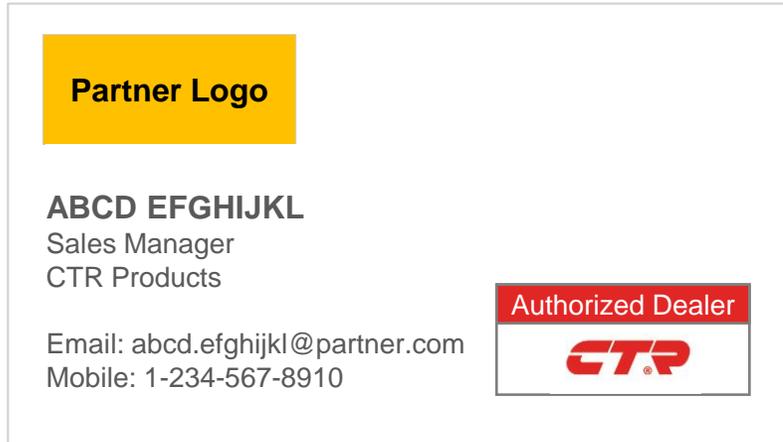
CTR[®]

Central to your safe mobility

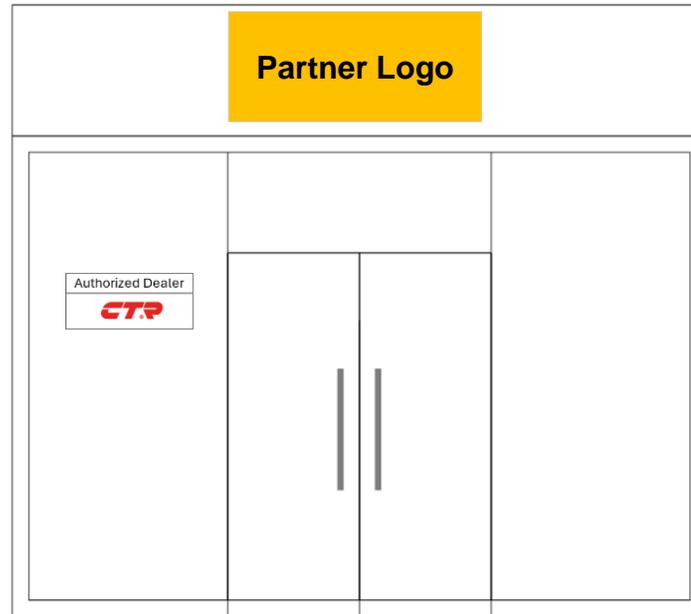
A partner who is contracted with CTR may indicate that it is an “Authorized Distributor” or “Authorized Dealer” in its communications.

An authorized distributor or dealer that represents the CTR brand or uses its brand elements shall follow the brand guidelines of CTR wherever applicable.

The partner must not copy or imitate the style or design of the CTR brand.



Business Card



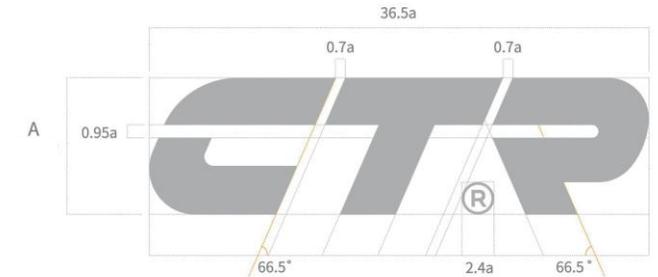
Office Signage

The wordmark must always be used in strict compliance with the guidelines.

At CTR, we apply our wordmark prominently and consistently. The wordmark takes pride of place in all CTR communications and is to be recognized and trusted all over the world. The wordmark must always be used in the same format, never distorted.

A partner may use the CTR wordmark in its communications for the purpose of sales or promotion of CTR brand and products; however, 'CTR' in any case may not be used or registered in an altered, defaced, or covered manner.

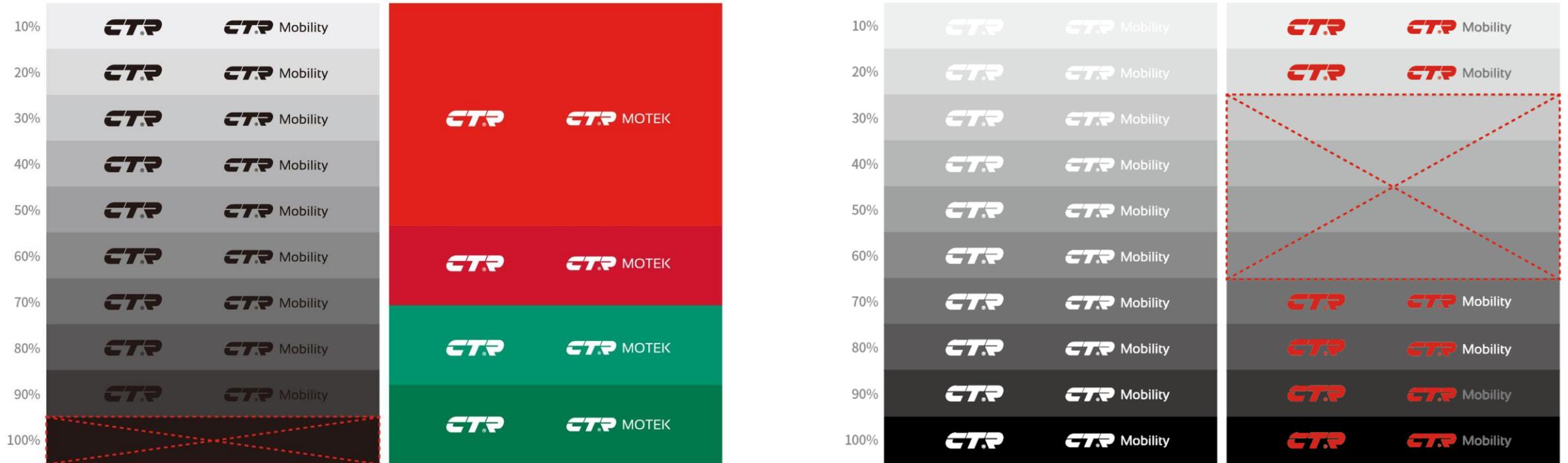
- Always use the most recent version of the wordmark.
- Our wordmark is prominently placed in a clear zone around it, which equals 5/10 x cap height of the wordmark. This clear zone must be clear all the time. No text or symbols can appear in this area.
- In case of linking CTR wordmark to a website or webpage, we encourage it to be linked to the CTR Aftermarket website: <https://aftermarket.ctr.co.kr>. Do not let the link appear in a way that gives the impression that the CTR content belongs to the partner.
- The minimum height on web is 40 pixel and on print 5mm.



a = 0.1A

The ideal color for background of the CTR wordmark is white.

If it needs to be applied onto background colors other than white, monochrome colors are recommended. The use of background colors in different media situations must adhere to the specified background color rules.



We never do this:

- Change the size ratio
- Reorganize the elements
- Use any other color
- Change the design or typeface of the wordmark
- Use the wordmark with another visual element
- Add a drop shadow or outline to the wordmark
- Combine the wordmark with different languages



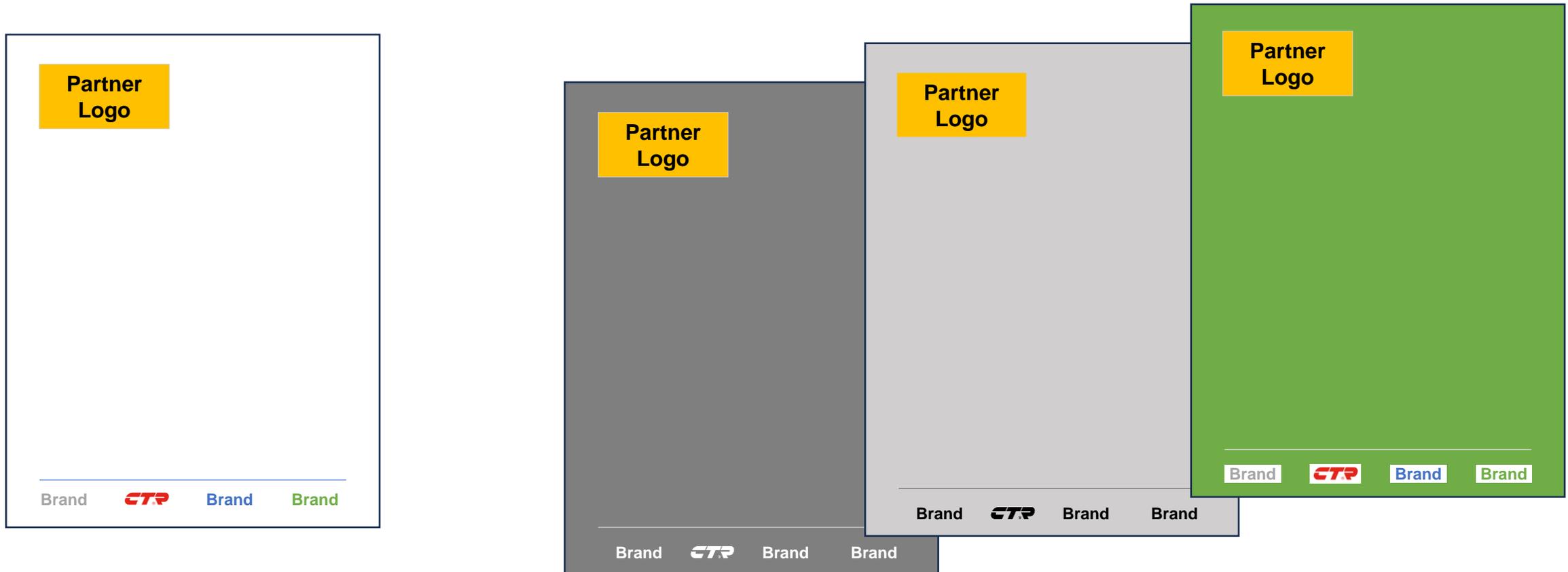
1. Only black and red wordmarks can be placed on bright background patterns.
2. The white wordmark can be used on patterns with low contrast.
3. The wordmark must not be presented on patterns with high contrast of color or light and shade.

1. On bright background patterns, only black and red wordmark can be placed.
2. White wordmark can be used on low contrast patterns.
3. Wordmark must not be presented on patterns with high contrast of color or light and shade.

The CTR wordmark in partners' communications must be smaller than the logo of the partner.

At the same time, it must not be smaller or less prominent than other brands.

Follow the CTR brand guidelines for the placement of the CTR wordmark, and the partner's standard approach and system for the rest of the design.



When CTR is presented as the only brand in a partner’s materials, it is recommended for the area of CTR’s brand presence to use the designated color palette and Typeface in the CTR brand guideline. The purpose of this is to strengthen our brand image with a consistent visual tone and manner, not to make the materials themselves look like belonging to CTR.

It is not desirable to use CTR’s brand identity elements in the other areas of the materials that are allocated for other brands or the partner’s own presence.

Main Color



Sub Color



Title Font

Sansation

Sansation _ Bold

Central to your safe mobility
CTR, GROUP, MOTEK,
AMERICA, VINA, RUS, EUROPE
0123456789!@#%^&*()<>[]{}

Primary Body Font

Noto Sans CJK KR

Noto Sans CJK KR _ Regular

We create a safe world through continuous innovation that enhances employee happiness, client trust and social progress.

0123456789!@#%^&*()<>[]{}

Noto Sans CJK KR _ Bold

We create a safe world through continuous innovation that enhances employee happiness, client trust and social progress.

0123456789!@#%^&*()<>[]{}

Secondary Body Font

Arial

Arial _ Regular

We create a safe world through continuous innovation that enhances employee happiness, client trust and social progress.

0123456789!@#%^&*()<>[]{}

Arial _ Bold

We create a safe world through continuous innovation that enhances employee happiness, client trust and social progress.

0123456789!@#%^&*()<>[]{}

Vision

No entity other than CTR Co., Ltd. and its subsidiaries may use the company's vision and the visual element of it.

Campaign slogans, tagline

A partner is encouraged to make use of the marketing campaign slogan, tagline and assets in its own activities only if CTR gives a written permission.

Photos

Do not use CTR photography in materials not specifically featuring CTR.



Marketing Asset Library

All assets available on the CTR Marketing Asset Library can be used either in whole or edited.

Our intention is to share our marketing resources with our partners who want to focus more on selling CTR. They are not copyright free.

Whether edited or not, they must be used for the sole purpose of promoting CTR brand and products. Edited or combined with other design elements, the original artwork and its design elements belong to CTR.

Step 1

Access the registration form through the link below or by scanning the QR code. Once you submit the form, you will be given an ID and Password to the CTR Marketing Asset Library.

[Registration](#)

The screenshot shows the 'Marketing Asset Share' registration form on the CTR website. The form includes a 'SELECT LANGUAGE' button, a consent section for email storage, and input fields for 'Company/Organization' and 'Department'. The header of the page includes navigation links for 'PRODUCT', 'CATALOGUE', 'BLOG', 'CTR ON AIR', and 'ABOUT CTR'.

Step 2

Click the link below and log in using the ID and password you received by email.

The Password changes periodically, which will be notified to the email address registered in CTR Marketing Asset Library. **(Do not change the password arbitrarily.)**

Should you need any assistance with the ID or password, please contact CTR Marketing Communications team.

[CTR Marketing Asset Library](#)

The screenshot shows the login page for the CTR Marketing Asset Library. It features the Microsoft logo and the text 'Choose your account'. There are two options: 'Sign in with your organizational account' (selected) and 'Use a different account'. The 'Sign in with your organizational account' option shows a list of accounts, including 'ctraftermarketmal@CTR.CO.KR'. Below this, there are input fields for the email address and password, and a 'login' button.

Step 3

The on-demand contents of CTR Marketing Asset Library are organized by the languages in which they are available.

You can find a detailed user instruction and help desk information in the [guidebook](#).

CA My files > AM Marketing > Customer

Name	Modified	Modified By
(0) CTR CI	August 30, 2023	Wooseok Jang 장우석
(0) Newsletter Asset	August 25, 2023	Wooseok Jang 장우석
(1) Source (Product photo)	February 14	Wooseok Jang 장우석
Arabic	August 25, 2023	Wooseok Jang 장우석
China	January 12	Jeongrim Park 박정림
Deutsch	January 12	Jeongrim Park 박정림
English	August 18, 2023	Wooseok Jang 장우석
Kazakh	August 28, 2023	Kihwan Lee 이기환
Korean	January 30	Jeongrim Park 박정림
Polish	January 12	Jeongrim Park 박정림
Russian	September 12, 2023	Kihwan Lee 이기환
Spanish	August 18, 2023	Wooseok Jang 장우석
Thailand	August 18, 2023	Wooseok Jang 장우석
Vietnamese	January 12	Jeongrim Park 박정림
CTR Marketing Asset Library Guidebook.pdf	November 6, 2023	Wooseok Jang 장우석

Product Image > Ball Joint (CBxxxx)

CB0001_1.jpg October 11, 2023	CB0001_2.jpg October 11, 2023	CB0001_3.jpg October 11, 2023	CB0001_4.jpg October 11, 2023
CB0002_1.jpg October 11, 2023	CB0002_2.jpg October 11, 2023	CB0002_3.jpg October 11, 2023	CB0002_4.jpg October 11, 2023
CB0003_1.jpg October 11, 2023	CB0003_2.jpg October 11, 2023	CB0004_1.jpg October 11, 2023	CB0004_2.jpg October 11, 2023

(P) Ball Joint > (2021.09)(Flyer) Self-Lock Nut

Flyer_A4_APEX Selflock... August 18, 2023	Flyer_A4_APEX Selflock... August 18, 2023	Flyer_A4_APEX Selflock... August 18, 2023
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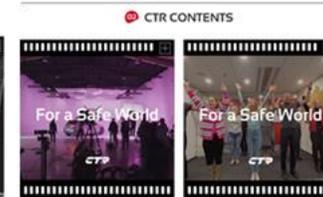
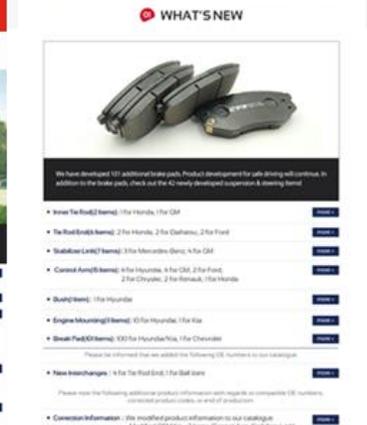
CTR Aftermarket Edition (Newsletter)

Subscribing to our monthly newsletter, CTR Aftermarket Edition, you will become the first to know about our new product releases as well as the latest marketing events and contents.

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Support

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대외비

Confidential



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