



Henkel Adhesive Technologies

Guidelines for infographics

01.

Infographic assets

INFOGRAPHICS ASSETS

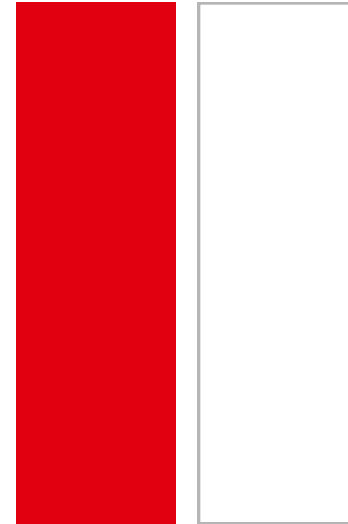
Colors

Henkel's primary colors are red and white. These colors can be used in Henkel Adhesive Technologies top-level communication.

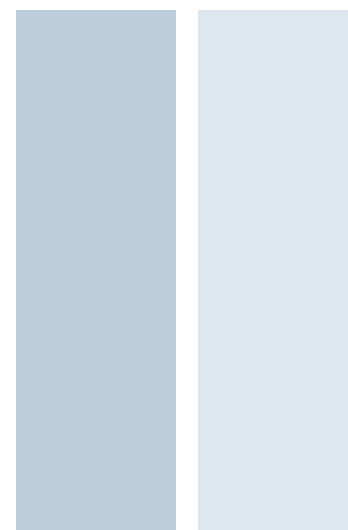
Besides the primary colors there's a range of extension colors. These can be used on the secondary level of your communication for elements like diagrams and tables. And choose the light backgrounds to separate and structure content.

For general color guidelines, please refer to [Henkel's brand palette](#).

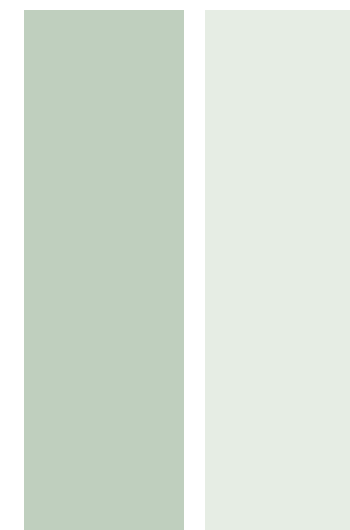
Primary colors



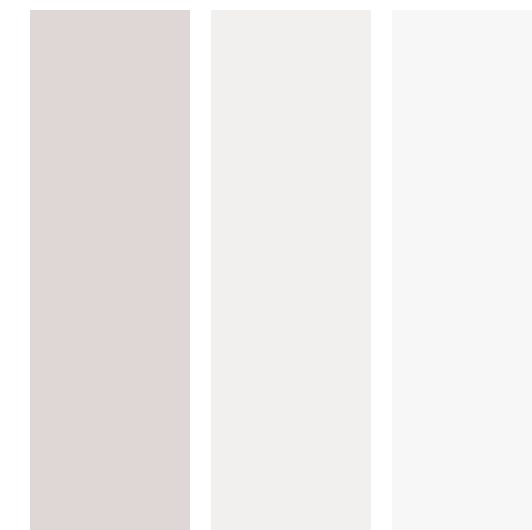
Soft blue



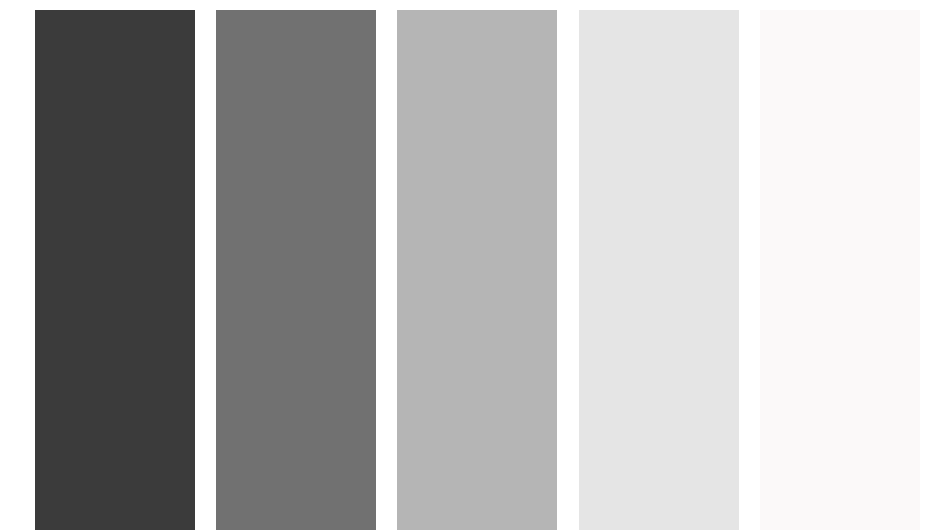
Sage green



Warm gray



Gray



INFOGRAPHICS ASSETS

Imagery

The overall visual expression has an industrial flavor, but at the same time, expresses a very human and friendly image direction. It communicates emotional warmth, and is very close to people's lives. Always with a clear content-related focus.

For general imagery guidelines, please refer to [Henkel's imagery guidelines](#)



THE ELEMENTS

Pictograms

Pictograms support the storytelling. They are clear and functional in their design and thus can be easily understood.

For general pictogram guidelines, please refer to [Henkel's pictogram guidelines](#)



INFOGRAPHICS ASSETS**Typography**

The white paper utilizes the Henkel's typeface GT Flexa.

For the infographic titles, we use the expressive styling of the typeface in capitalised letters and mixed weights of the font. For the rich text, we use different variations of the reduced styling in Regular and Bold weights.

TITLE & KEY NUMBERS
REGULAR ITALIC 96 &
EXTENDED BLACK 96

Section headline
Bold 64

Subheadline
Bold 40 - Used as a title for sub-sections

Body copy
Regular 24

Body copy Bold
Bold 24 - Used to highlight words or sentences in the copy

02.

Layout principles

LAYOUT PRINCIPLES

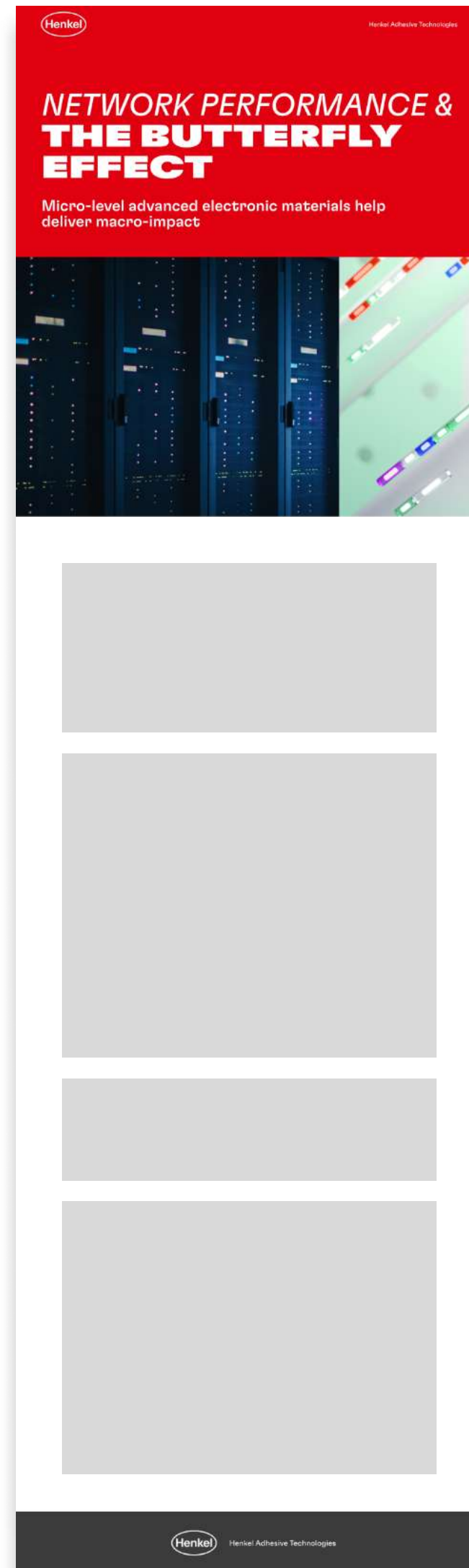
Flexibility

The layout is flexible and yet recognizable to enable tailor-made infographic for any topic or target group.

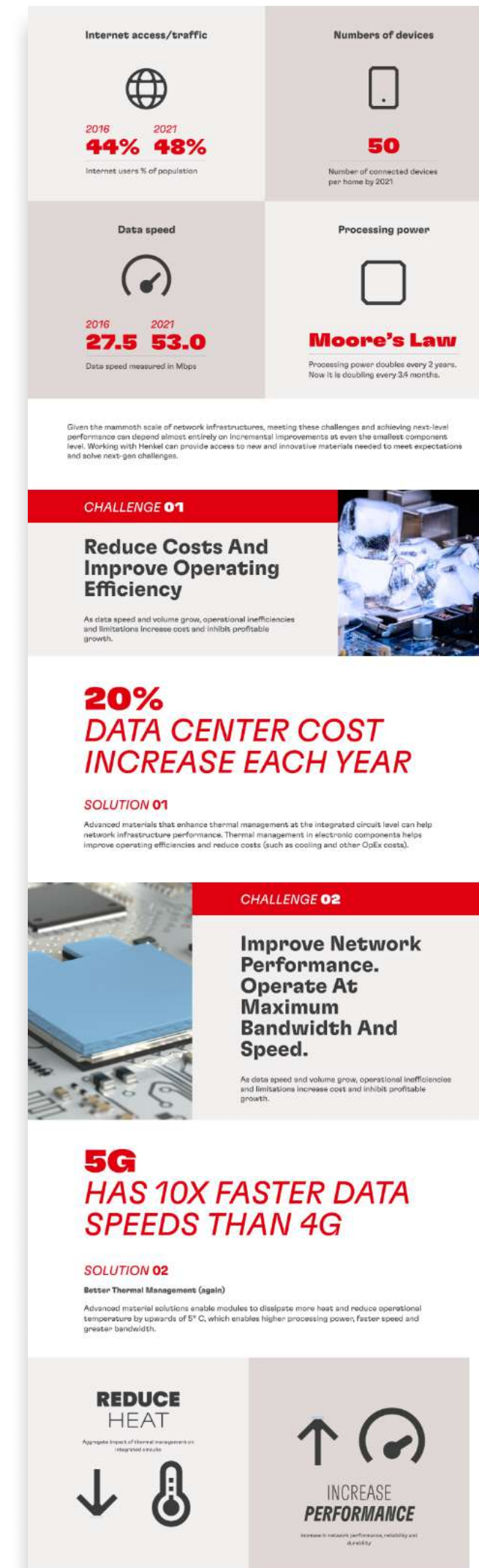
The header structure and footer are given, the body of the infographic can be designed according to the topic and content.

From reduced and informative to expressive and storytelling.

Header & footer



Body



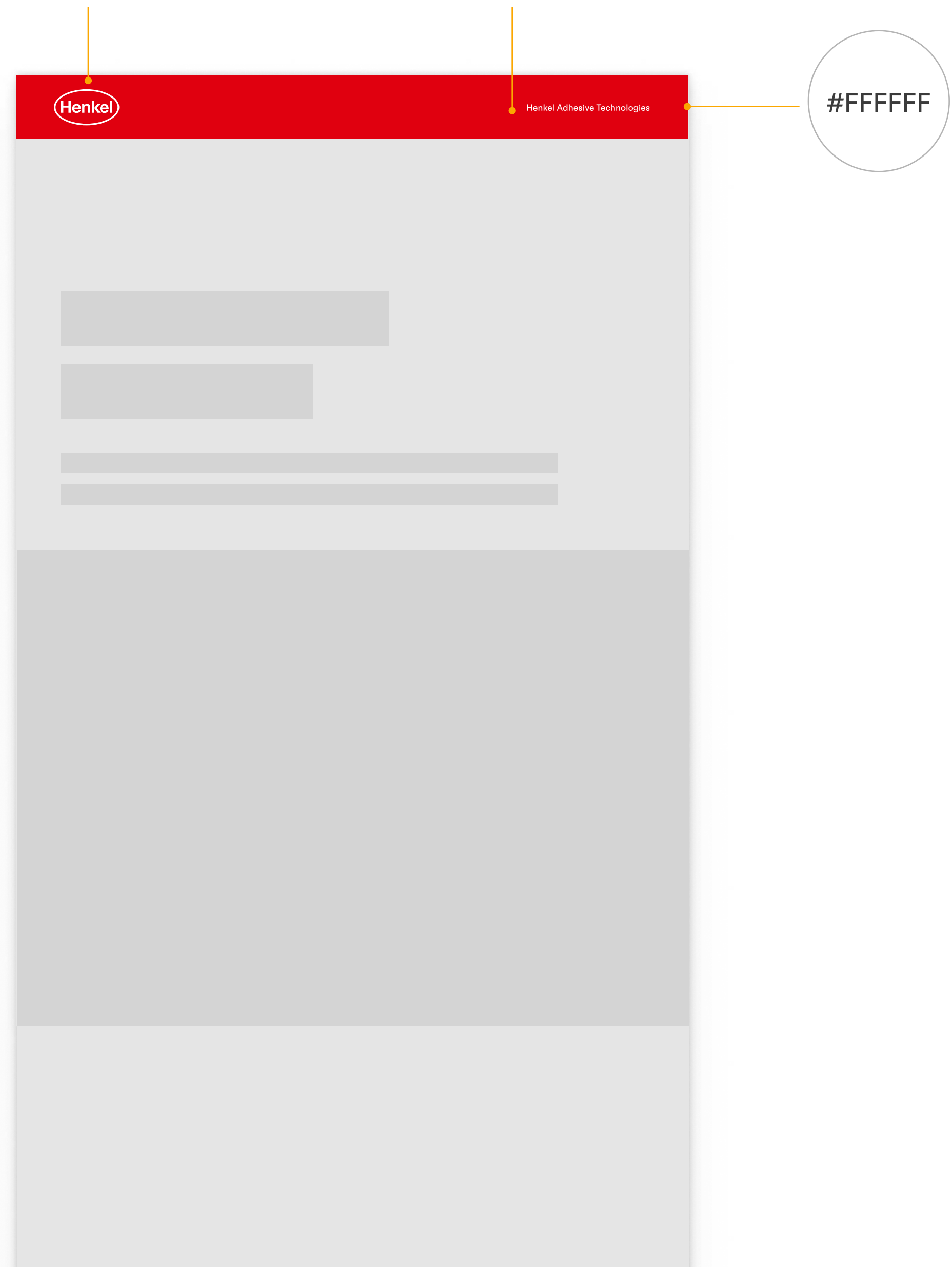
THE HEADER

Logo & business descriptor

The Henkel logo and the business unit descriptor should be always placed on the top of the cover. The logo and the descriptor should be placed on the white background, and used in their original color combinations.

Henkel logo

HAT descriptor



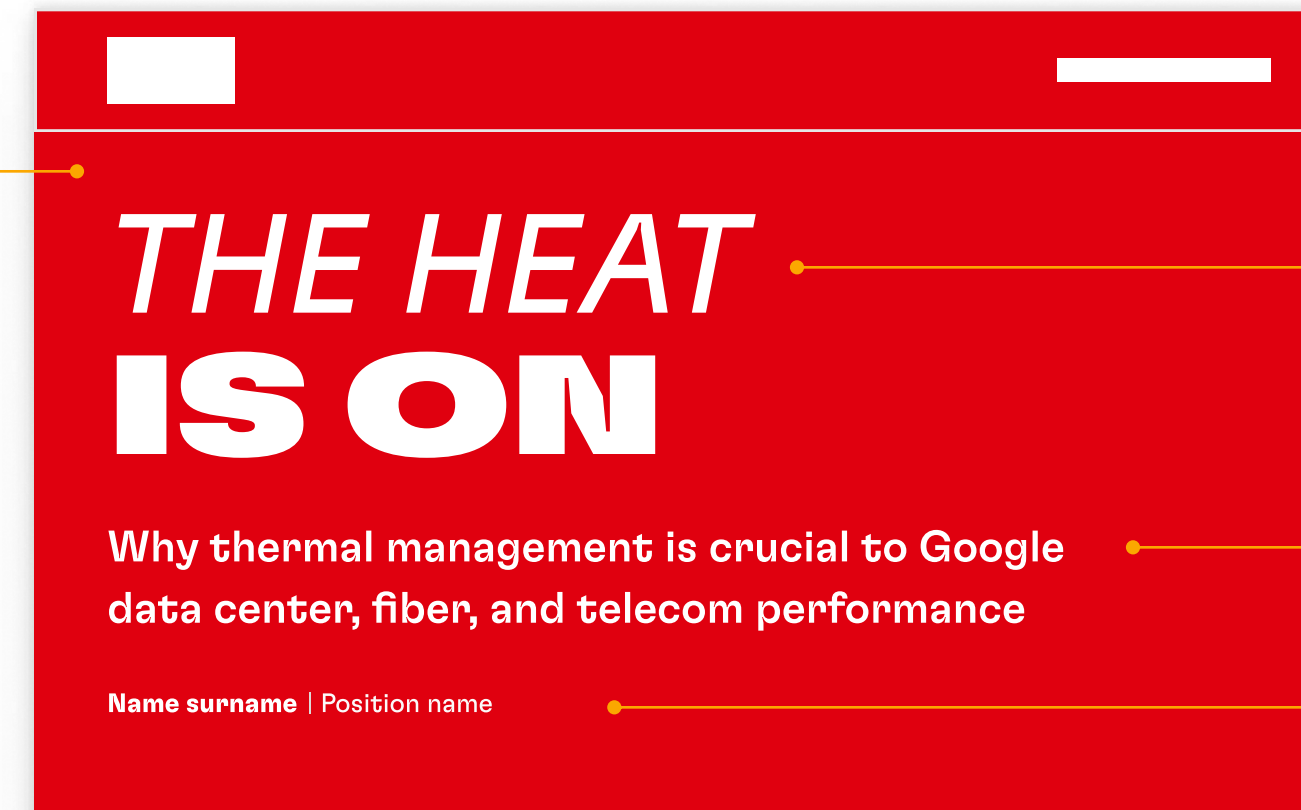
THE HEADER**Title styling**

On the front page, we use Henkel's typeface (GT Flexa) in the corresponding weight for both the headline and the leading text that follows.

For the title, we use expressive styling of GT Flexa in capitalized letters and the combination of different font weights. In the leading text, a reduced styling of the typeface is used.

The colors should follow henkel's color palette . The text should be in a white or red/dark color depending on the background color. The contrast between the text and the background must be sufficient.

Color from Henkel's palette

**Title**

Expressive styling

Leading text

Reduced styling
(Medium text weight)

Author and position (optional)

Author (Bold), Position
(Regular)

THE HEADER**Images combination**

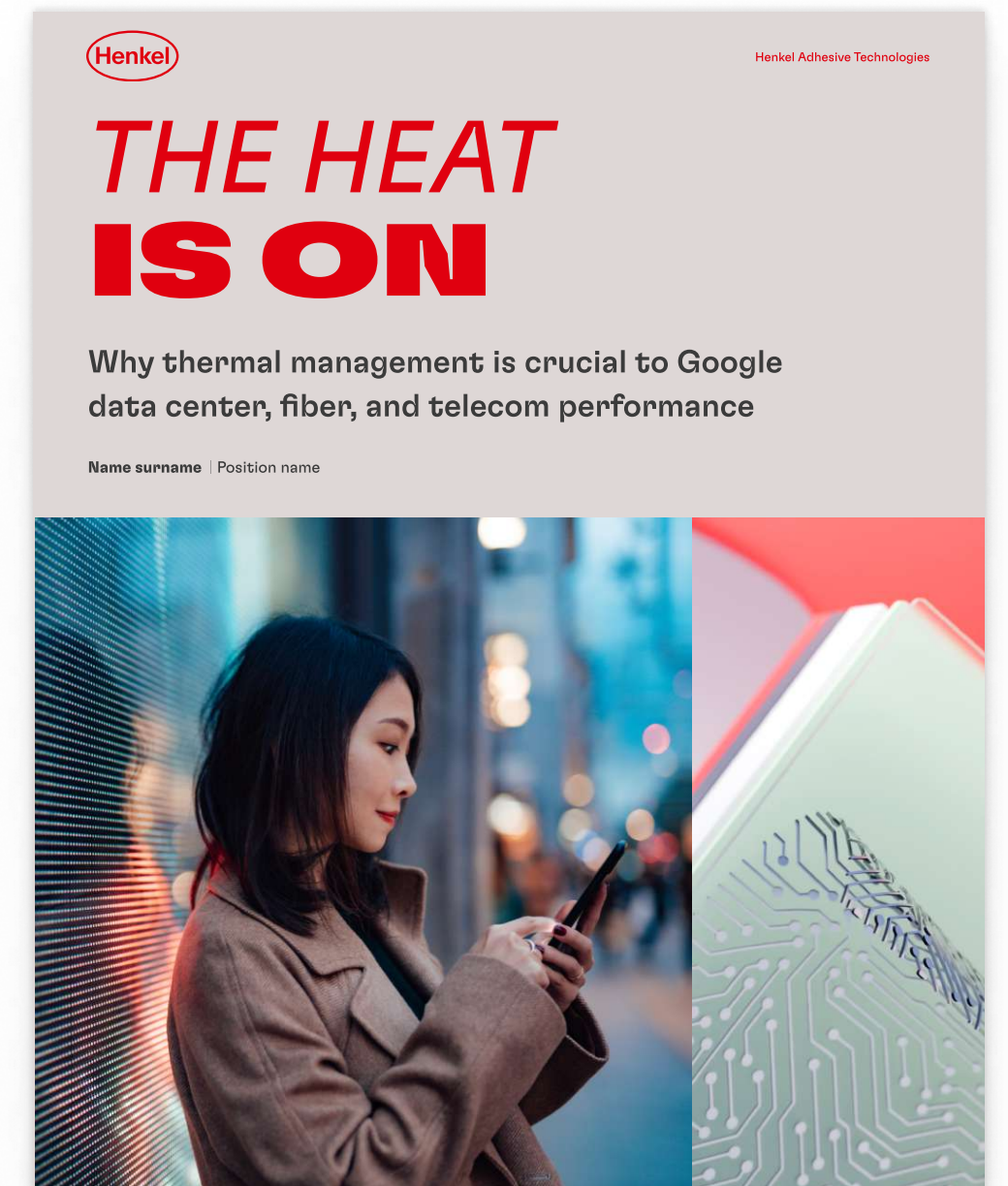
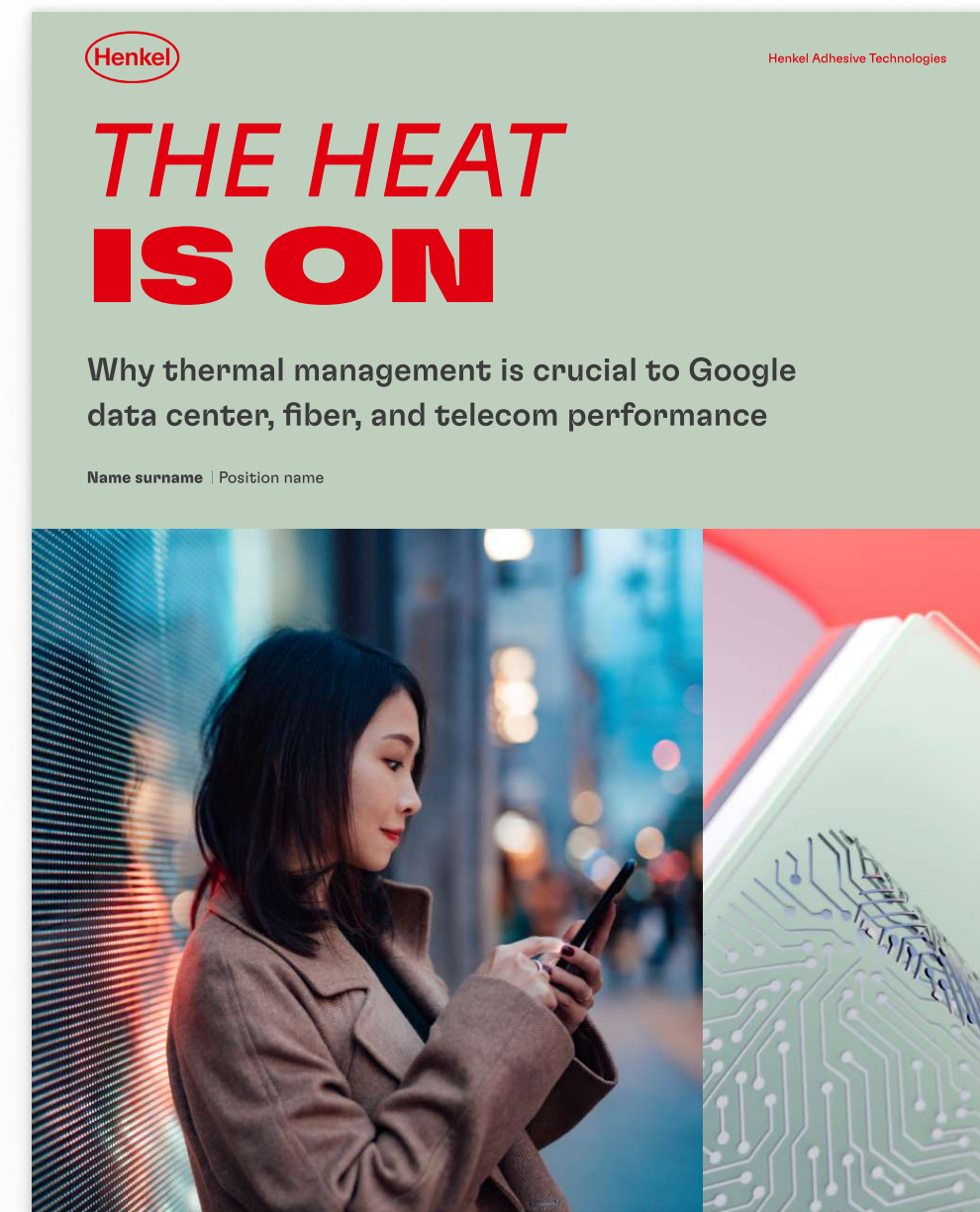
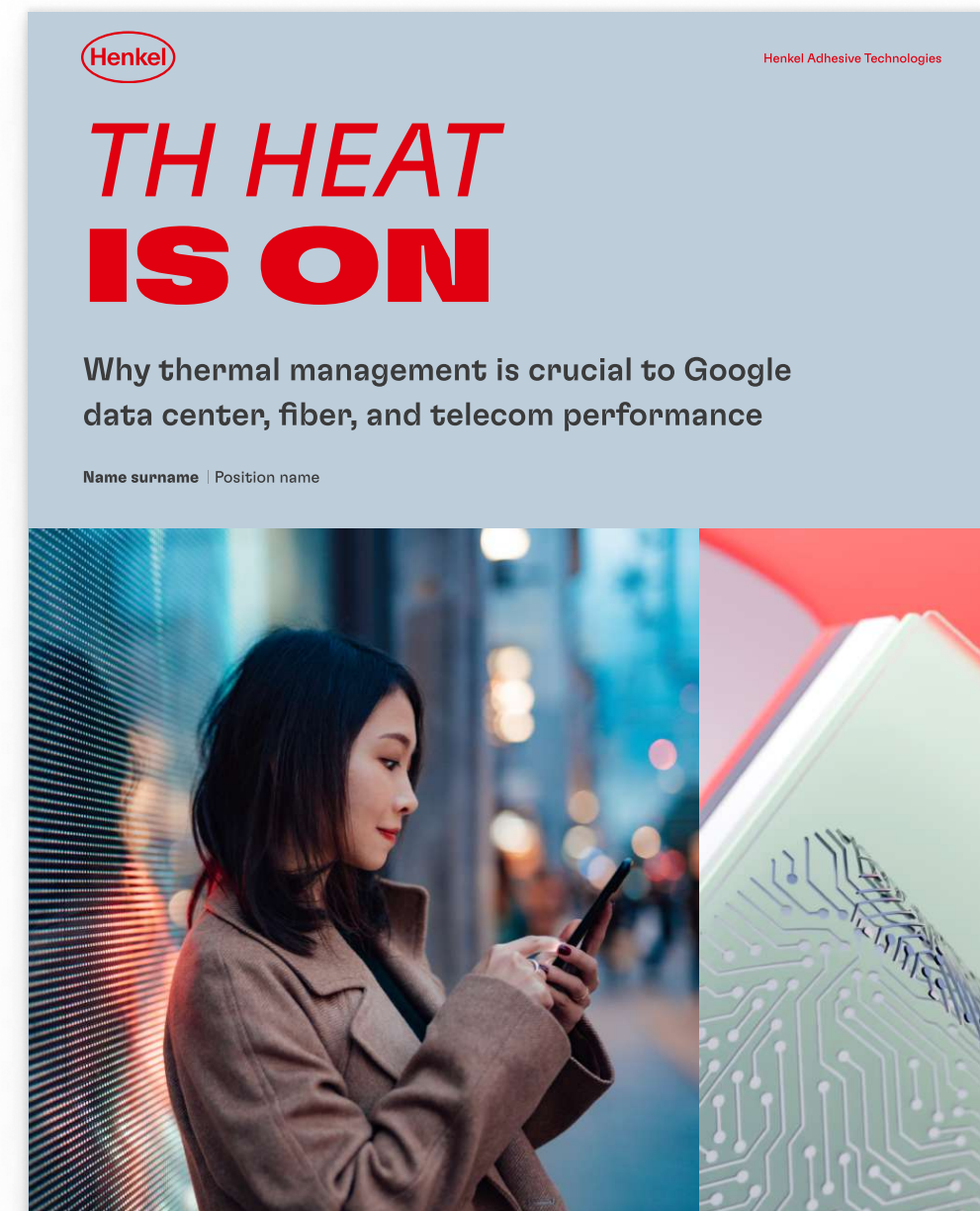
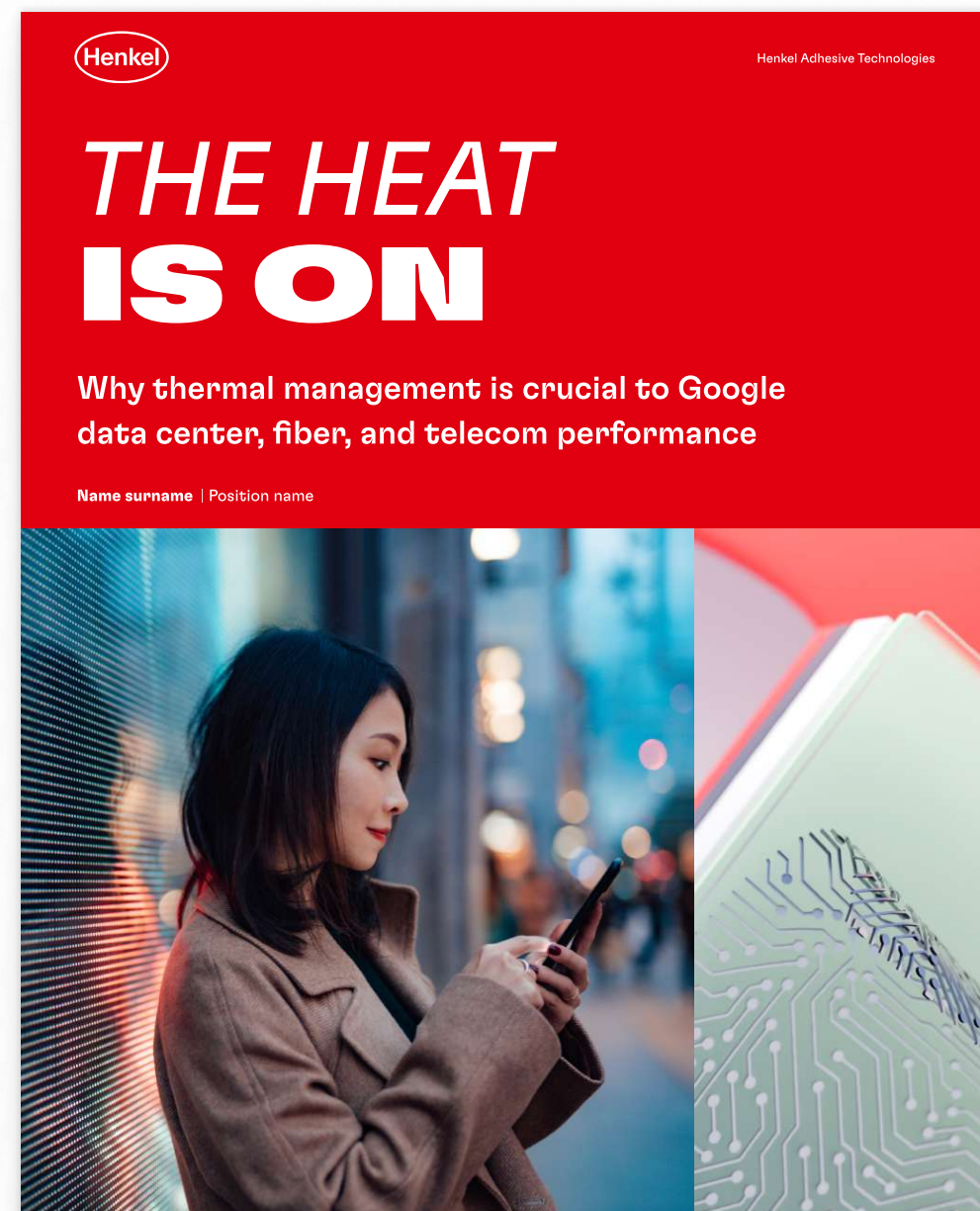
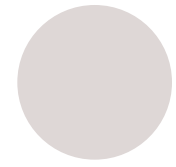
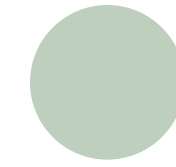
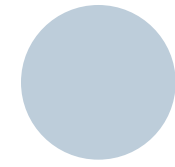
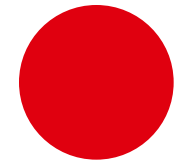
On the front page, we use the primary image in the combination with micro-perspective.

The primary image should display figurative scenes, while the micro-perspective looks more abstract and displays close-ups of objects, patterns or 3D imagery.

Primary image
(People, buildings,
Objects etc.)



Microerspective
(Patterns, Close-ups,
3D imagery etc.)



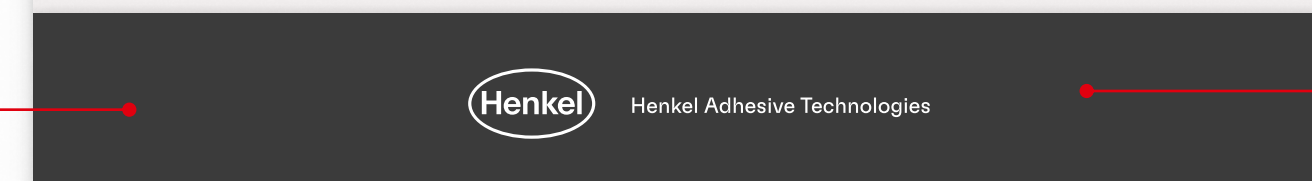
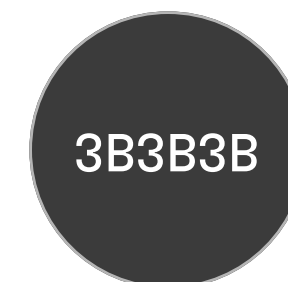
Above: Color variations of the cover.

THE FOOTER

Footer

The footer should always have the dark color, and the logos should be displayed in the middle, in the white color.

The business descriptor should be placed on the left next to the logo.



**Henkel logo and
business descriptor**

03.

Basic elements

THE ELEMENTS

Text

For text only elements, the layout can be adapted according to needs. Text paragraphs should be kept short, the recommended max. length is 5 lines. Text paragraphs can be integrated between the other elements.

Text titles and headlines can both be added on top of the text together, or displayed seperately above the text.

Body copy
GT Flexa Regular, 10

TURNING UP THE **HEAT**

Data center

Data center OpEx, however, has reached a critical juncture, primarily due to cooling and power costs. According to Cushman & Wakefield's 2023 Global Data Center Market Comparison, data center power demand increased from 4.9 GW to an estimated **7.4 GW** in one year. With an average of **40%** of data center power going to cooling costs, thermal management has to be top of mind.

Title
Expressive styling, 48

Headline
GT Flexa Bold, 18

THE ELEMENTS

Titles

The titles can be used to highlight important facts, or key takeaways.

By placing it strategically on the page, you can make the pages easier to scan and make the most important message stand out.

Titles

expressive styling

—• **20%**
***DATA CENTER
COST INCREASE
EACH YEAR***

THE ELEMENTS

USP band

The USP band is used to present three or more Unique Selling Points, however it can also be used to highlight important numbers or values from the text.

The paragraph is used together with the expressive headline. The paragraph should be short and kept at maximum of 3 lines. The headline should fit preferably in 1 line.

For general copywriting guidelines, please refer to the [Writing Rules](#).

Numbers

Expressive styling, 40

10x

5G has 10 times faster data processing speeds than 4G

9.6 Gbps

Wi-Fi 6 has the capacity for 9.6 Gbps, compared to 3.5 Gbps for Wi-Fi 5

4x

400 GbE data transmission rates are four times the speed of today's 100 GbE

For Google to keep up and move forward in these areas, thermal management capabilities must increase concurrently.

Paragraph

GT Flexa Regular, 10

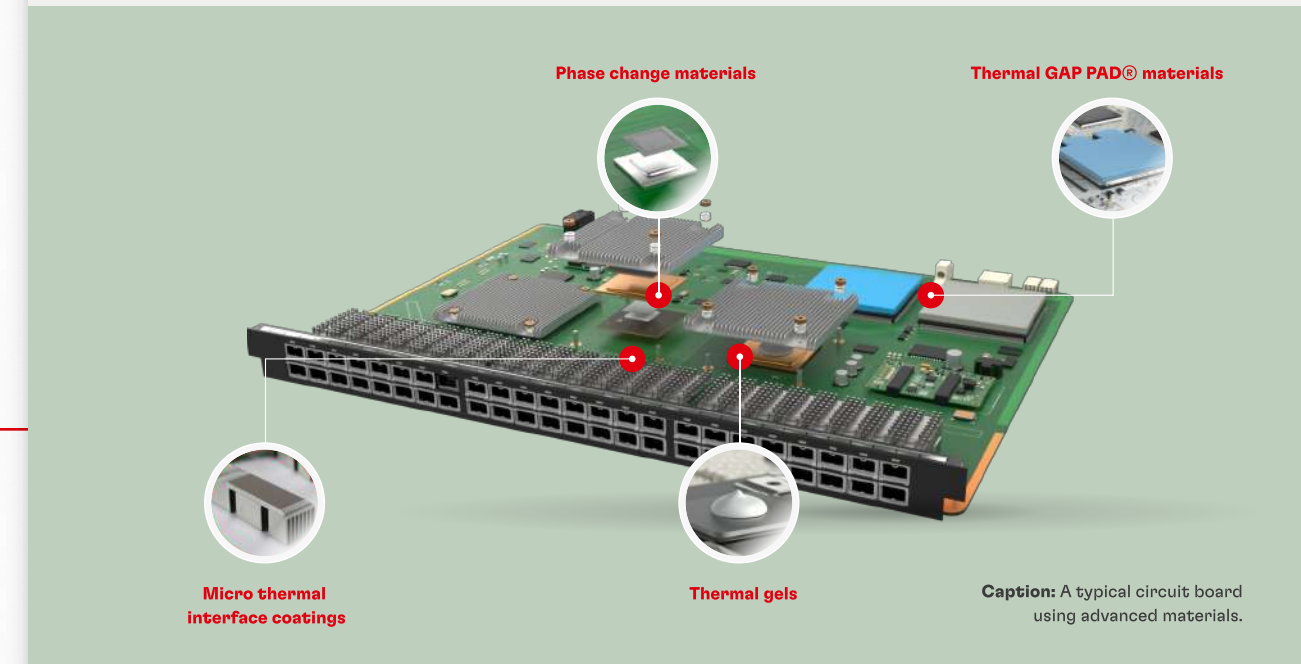
THE ELEMENTS

Image magnification

Image magnification, also known as zoom functionality allows, readers to get a closer and more detailed information about the specific parts of the image.

By combining enlarged images with text, you create a more engaging and informative layout, allowing viewers to delve deeper into the content and gain a better understanding of the information you are presenting. Keep the descriptive text to max. 3 lines.

Image with magnification



Phase change materials

Phase change materials replace grease as the interface material between power devices and heat sinks.



Micro thermal interface coatings

MicroTIM is a durable, thermally conductive, thin film coating applied to networking line card heat sinks that come in contact with POMs.



Thermal GAP PAD materials

Thermal GAP PAD materials eliminate air space between hot components and heat sinks.



Thermal gels

Thermally conductive gels are conformable.

Detail headline

GT Flexa Regular, 12

Detail paragraph

GT Flexa Regular, 8

THE ELEMENTS

Text box

In the case of a layout containing a text in a box, it should contain Henkel's brand colors. The text should be in a white or black/red color, allowing for sufficient contrast on top. The contrast between the text and the background must be sufficient.

In this composition the box shares the bottom of the page with an image. Both the box and the image go the edge of the page. The text box can be combined with another text box, if necessary.

Both composition can be used as info box, to highlight important sections in the chapter, and for quotes.

Text box

According to telecom operators, up to 20%—or \$65 billion—is wasted per year in CapEx.

*Statista, "Data volume of global consumer IP traffic from 2017 to 2022," November 30, 2022

Image



Text box

**REDUCE
HEAT**

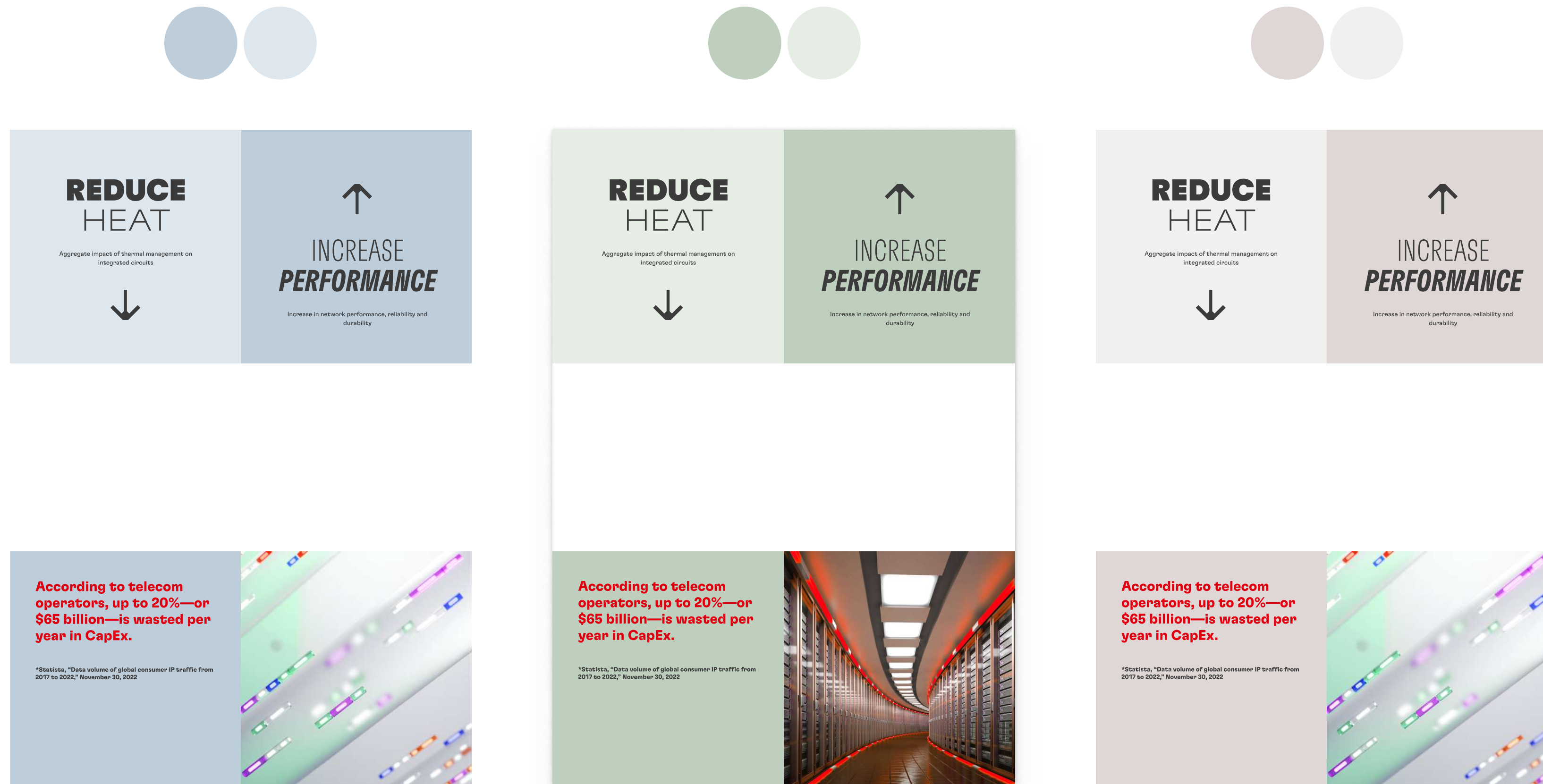
Aggregate impact of thermal management on integrated circuits



Text box

↑
**INCREASE
PERFORMANCE**

Increase in network performance, reliability and durability



Above: Color variations of the text box.

THE ELEMENTS

Flexibility

There is a flexibility in the body layout as well.

Basic elements can be used, but according to the topic and content additional elements can be created as well following the Henkel look and feel.

<p>Internet access/traffic</p>  <p>2016 44% 2021 48% Internet users % of population</p>	<p>Numbers of devices</p>  <p>50 Number of connected devices per home by 2021</p>
<p>Data speed</p>  <p>2016 27.5 2021 53.0 Data speed measured in Mbps</p>	<p>Processing power</p>  <p>Moore's Law Processing power doubles every 2 years. Now it is doubling every 1.5 months.</p>

Given the mammoth scale of network infrastructures, meeting these challenges and achieving next-level performance can depend almost entirely on incremental improvements at even the smallest component level. Working with Henkel can provide access to new and innovative materials needed to meet expectations and solve next-gen challenges.

CHALLENGE 01

Reduce Costs And Improve Operating Efficiency

As data speed and volume grow, operational inefficiencies and limitations increase costs and inhibit profitable growth.

20% DATA CENTER COST INCREASE EACH YEAR

SOLUTION 01

Advanced materials that enhance thermal management at the integrated circuit level can help network infrastructure performance. Thermal management in electronic components helps improve operating efficiencies and reduce costs (such as cooling and other OPEX costs).

CHALLENGE 02

Improve Network Performance. Operate At Maximum Bandwidth And Speed.

As data speed and volume grow, operational inefficiencies and limitations increase costs and inhibit profitable growth.

5G HAS 10X FASTER DATA SPEEDS THAN 4G

SOLUTION 02

Better Thermal Management (again)

Advanced material solutions enable modules to dissipate more heat and reduce operational temperature by upwards of 5° C, which enables higher processing power, faster speed and greater bandwidth.

CHALLENGE 03

Achieve Network Reliability And Durability To Meet New Performance Requirements

As data speed and volume grow, operational inefficiencies and limitations increase costs and inhibit profitable growth.

20% OF IT BUDGETS ARE WASTED DUE TO UNDER-OPTIMISED COMPONENTS AND DURABILITY AND MAINTENANCE ISSUES

SOLUTION 03

Advanced material solutions enable modules to dissipate more heat and reduce operational temperature by upwards of 5° C, which enables higher processing power, faster speed and greater bandwidth.

- Solder Materials:** When connections simply must not fail, innovative solder materials ensure performance with solid, reliable connections that power the network.
- Underfills:** Prevent mechanical fatigue and extend the lifespan of components with the additional mechanical reinforcements that underfills provide.
- Bonding Materials:** Enhance sub-component reliability, stability, and performance while reducing hardware weight and protecting against other mechanical stresses.

CHALLENGE 04

Build Optical Components To Last With Strong, Reliable Electrical Interconnects And Maximum Light Transmittance.

Optimizing optical component performance is critical to boosting network that determine data transfer speed and efficiency and ensuring the reliability and durability of interconnects. Henkel can help.

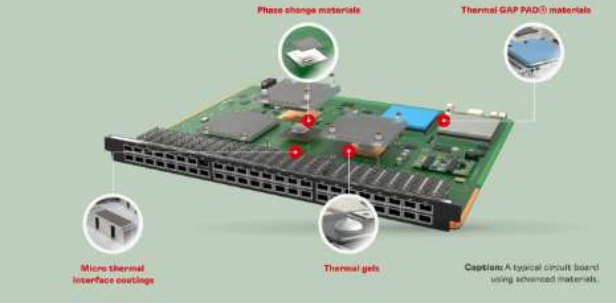
4X 400 GBE IS FOUR TIMES AS FAST AS CURRENT 100 GBE

SOLUTION 04

Strong, reliable interconnects, specifically for optical modules. Advanced materials deliver with high light transmittance, and the strong, stable, and precise alignment that optical transceivers require during assembly and throughout component operational lifespan. Advanced coatings used in microTMMs can extend life, enhance reliability, and boost network reliability.

ADVANCED MATERIAL SOLUTIONS

Advanced materials used in micro-sized electronic components hold the key to improving outcomes and delivering the next level of performance required for future innovation. They can be used on circuit boards like this:



MOVING FORWARD

The path to achieving next-level capabilities and outcomes is to work with an innovative advanced materials partner like Henkel. With the ability to source and even co-innovate these advanced materials, the path to the future is brighter than ever.

Read more about: [Why Advanced Materials are key determinants of network performance](#)



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