



BRAND BOOK

This brand guide will provide you with the tools and resources you need to effectively communicate the Febelauto brand.

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Hello & Welcome



Dear Team and Partners,

Welcome to the Febelauto Brand Book. We developed this guide to build a strong brand identity and attract a loyal audience for our communication.

Together, we drive forward a future where sustainability and circularity is at the heart of vehicle recycling. Thank you for your dedication and support in making our vision a reality.

Best regards,

Catherine Lenaerts

Director Febelauto

Understanding This Brand Book

This guide has been created to provide you with a comprehensive overview of the Febelauto brand, its visual identity and writing style. This guide is designed to help our team, suppliers, partners, and stakeholders understand and convey the Febelauto brand consistently across all platforms. Our brand is more than just a logo; it represents our commitment to responsible vehicle recycling, environmental sustainability, and supporting the circular economy. It's important that you understand the guidelines for using our brand assets to ensure that our brand remains consistent and recognisable across all channels.

This brand guide will provide you with the tools and resources you need to effectively communicate the Febelauto brand in all of your marketing materials, whether it be through:

- ✓ a website, social media or direct marketing communications
- ✓ advertising campaigns
- ✓ applications and texts relating to our services
- ✓ legal, financial and CSR messages
- ✓ internal communication

The following sections apply to all our communications, regardless of the environment in which they are used. This guide exists in English, but its principles are valid in each language used in the company.

We encourage you to review this guide thoroughly and adhere to the guidelines provided to ensure that our brand remains strong and consistent.

Thank you for your support and for helping us to build a strong and recognisable brand that represents the best of the car recycling industry.

This document is not exhaustive and will evolve according to the needs of our team, stakeholders and partners. If you have any suggestions/comments, please do not hesitate to contact Anja Helsen, Communication Manager of Febelauto.



Anja Helsen

Communication Manager
anja.helsen@febelauto.be
+32 (0)478 99 89 41

Brand Vision

To be a leading force in the evolution of the automotive industry towards sustainable and environmentally responsible vehicle recycling. In doing so, we see the circular economy as the basis for a sustainable future and advocate:



01.

Wise management of our raw materials

We need to make Europe and Belgium less dependent on raw materials. A discarded vehicle is valuable and should not be lost. We love to recycle them, to recover what's needed!

03.

Encouraging reuse, repurpose and remanufacturing

Vehicle parts can be reused. From body and mechanical parts, to HEV batteries & modules. We try to keep them as long as possible in the value chain. Please give them a second life!



02.

Minimising the impact on the environment and society

Febelauto closely monitors the sustainable treatment of ELV's and HEV-batteries. We keep the environment and the well-being of current and future generations in mind.

04.

Stimulating innovation and developing and sharing knowledge

Innovation drives progress and growth, both for our industry as for society as a whole. By joining forces and sharing knowledge, we can have a greater impact.

05.

Protecting the viability of the automotive recycling sector

Regulation and control are necessary, but ensuring the future economical feasibility is equally important to maintain the sector's viability. We are here to support our industry!

Brand Mission

The non-profit organisation Febelauto was founded in 1999 by several professional federations active in the automotive sector. Our mission and mandate is twofold: in Belgium, we are the management body for the recycling of both end-of-life vehicles AND batteries from electric, hybrid and plug-in hybrid vehicles.



01.

End-of-life vehicles

As a management body* for end-of-life vehicles, we promote and coordinate the collection, treatment and recycling of end-of-life vehicles in an environmentally friendly, economically viable and socially responsible way.

We collect all relevant data and report it to our members and the authorities. In doing so, we monitor the environmentally friendly processing of end-of-life vehicles by more than 100 authorised centers and shredding plants.



(* Febelauto is a collective management organisation, which works on behalf of vehicle importers and manufacturers, who have extensive producer responsibility by law (PRO). They are responsible for their products until the end of their useful life. To ensure the proper functioning of the management organisation, they therefore pay an environmental contribution to Febelauto per vehicle they put on the market in Belgium. A 'pay as you collect'-system was implemented for the batteries.

Batteries of electrified vehicles

Since 2015, Febelauto has also been appointed by importers as the management body for the collection, processing and recycling of end-of-life batteries from electric, hybrid and plug-in hybrid vehicles (HEV).

To support the circular economy, we first explore ways to repurpose these batteries, such as for stationary energy storage. If repurposing is not feasible, we ensure that 'authorised centres+' safely collect the batteries and we then send them to specialised recyclers to recover the precious and rare materials.



Febelauto gathers all data on the collection and treatment of end-of-life vehicles and batteries from electrified vehicles and reports them to its members, authorities and other stakeholders. She also informs and raises awareness about the importance of sustainable recycling and the circular economy.

To ensure efficient cooperation, we organise regular consultations between the authorities (regional and European level) and our interest groups:

- ✓ Private individuals
- ✓ 'Professional last holders'
 - vehicle manufacturers and importers,
 - brand and multi-brand dealers,
 - leasing, renting and insurance companies,
 - online selling platforms
 - breakdown & storage companies and
 - the public sector
- ✓ Authorised centres & recycling operators
- ✓ Second life & circular partners
- ✓ Fellow PRO's or alike organisations (national recycling and international vehicle and battery recycling organisations)
- ✓ Public authorities, federations and NGO's
- ✓ Educational institutions, consultancy agencies and national and international sector-specific support organisations
- ✓ Press & media

Brand Values

Our brand values support our vision and shape Febelauto's culture. They help us to work towards the same goals. The following values are our fundamental beliefs that we have adopted and chosen to represent Febelauto in all her operations, the industry, the community, Belgium and the world.



Collaboratif:

We work with many partners, stakeholders and interested parties to achieve our goals. We prioritise their needs and satisfaction. We inform, raise awareness, have a listening ear and are open to dialogue.



Integer:

We take responsibility and keep our promises. We scrupulously ensure that the collection, processing and recycling of vehicles and HEV-batteries are done in a legal, ethical and environmentally friendly manner. We are honest and transparent in our data and results.



Passionate:

We are passionate in everything we do and try to convey our enthusiasm to all our partners and every project we realise. For a good reason Belgium has a leadership role in Europe with a vehicle recycling rate of no less than 98% (recovery rate in 2023).



Educational:

We aim to educate the general public and the industry about the importance of sustainable car recycling and the circular economy. We closely monitor European and regional legislation and promote circular initiatives such as the use of second-hand car parts.

Brand Identity

A strong identity does increase brand awareness. Here you can find all the visual stuff to ensure a consistent Febelauto brand experience.



01.

Primary logo

Maintain clear space around the logo. Do not alter the logo proportions. Use the primary logo against a white or neutral dark background for maximum visibility.



02.

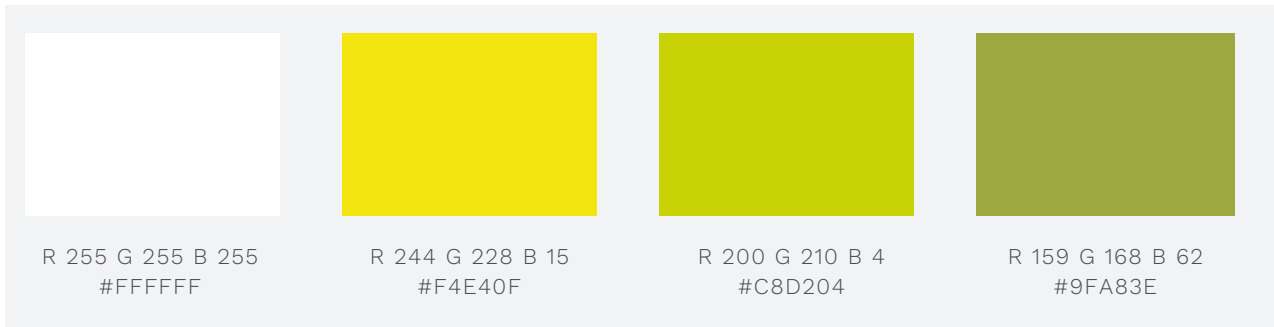
Logo mark

The logo mark is a green circle with arrows, representing a recycling logo. It can be used as a favicon for websites or as a profile picture for social media company accounts.



Primary colour palette

The primary colour palette refers to the colours in the Febelauto logo. These are the main brand colours. Use the primary colours for key brand elements. Ensure sufficient contrast for readability.



Secondary colours

Use secondary colours to complement the primary palette.



Imaginary

Focus: Select images that align with our brand values and mission.

Usage: Ensure high quality and high resolution for all images.

Style 1: Black & white, soft, clean and professional, in combination with Febelauto's bright brand colours.





Brand Writing

01.

Brand Fonts

Use the primary typefaces Quicksand and Work Sans. Use Quicksand for major headings and titles. Use Work Sans for body text and detailed descriptions.

Quicksand - Headings

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 [LINK](#)

Work Sans - Body Copy

abcdefghijklmnopqrstuvwxy
 ABCDEFGHIJKLMNOPQRSTUVWXYZ
 1234567890 [LINK](#)

02.

Brand Voice

Tone: Professional, clear, and engaging.

Messaging Guidelines:

- Be informative and educational.
- Use active voice and positive language.
- Emphasize our commitment to sustainable recycling, and the circular economy.

03.

Hashtag usage

Minimum 3 relevant hashtags per post. Use hashtags in the language of your message. Most popular sector related and by Febelauto recommended hashtags:

#VehicleRecycling / #EndOfLiveVehicles / #ELV / #BatteryRecycling / #HEVBatteryRecycling / #ElectricVehicleRecycling / #Sustainability / #SustainableDesign / #CircularEconomy / #SecondLife / #AutomotiveIndustry / #RecyclingIndustry / #Sharing Knowledge / #Collaboration / #IndustryViability / #ReuseRepurposeRecycle / #RenewableResources / #WiseManagement / #CarbonFootprint / #Innovation / #Technology / #Future / #Passion / #Depollution / #AuthorisedTreatmentFacility / #RecyclingOperator /

Terminology & translation

This list is not exhaustive and may be further completed.

Good to use : English - French - Dutch

- managing body - organisme de gestion - beheersorganisme
- vehicle and battery recycling - recyclage de véhicules et de batteries - voertuig- en batterijrecyclage
- collection - collecte - inzameling
- treatment - traitement - verwerking
- end-of-life vehicle (ELV) - véhicule hors d'usage - afgedankt voertuig
- HE-vehicles - véhicules HE - HE-voertuigen (HE = hybrid & electric)
- HE-batteries - batteries VE - EV-batterijen
- end-of-life batterie - batterie en fin de vie - afgedankte batterij
- depollution - dépollution - depollutie
- dismantling - démantèlement - ontmanteling
- compacting - compactage - compacteren
- shredding - broyage - shreddering
- recovery - application utile - nuttige toepassing
- reuse - réutilisation - hergebruik
- repurpose - réaffectation - herbestemming
- remanufacturing - reconditionnement - herfabricage
- energy recovery - valorisation énergétique - energetische terugwinning
- disposal - décharge - storten
- authorised treatment facility (ATF) - centre de traitement agréé - erkend verwerkingscentrum
- recycling partner/operator - partenaire/opérateur de recyclage - recyclage partner/-operator
- professional last holder - le dernier propriétaire professionnel - Laatste professionele houder
- vehicle manufacturers & importers - fabricants et importateurs de véhicules - voertuigconstructeurs en -invoeders
- renewable raw materials - matières premières renouvelables - hernieuwbare grondstoffen
- renewable resources - hernieuwbare hulpbronnen - ressources renouvelables

- second life - deuxième vie - tweede leven
- second hand car part - pièce automobile de second main - tweedehands auto-onderdeel
- ...

To avoid : English - French - Dutch

There are some words we prefer not to use within a context of recycling because they have a negative connotation. They are permitted for SEO, but we prefer not to mention them on marketing and communication supports. P.e.

- car wrecks - épaves - autowrakken
- scrapped vehicle - véhicule mis au rebut - sloopauto
- afval - déchets - waste

“Waste, wreck and scrapping” have a negative connotation in the context of vehicle recycling. An end-of-life vehicle has value and can be treated and recycled for the second hand car parts or to recover the raw materials.

THANK YOU



for being part
of our brand
journey

febelauto

Boulevard de la Woluwe 46, P.O. box 13 - B 1200 Brussels