

Guidelines new logo

PROTECTION ZONE

80 % of the logo height determines the protection zone. No elements may be placed within this zone. The protection zone also describes the minimum distance to the edge of a medium. In special cases, the protection zone can be reduced (e.g. to 40 % of the logo height).



SIZE CHART

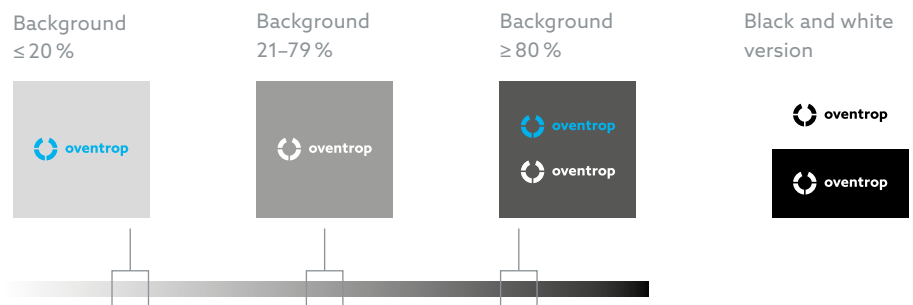
For the common formats, the size of the logo to be used is defined. For intermediate sizes and large applications, the application size is calculated proportionally.

Format	A0	A1	A2	A3	A4	A5	DIN long	A6	Business cards
Logo height (in mm)	60	42	30	21	15	10,5	7,5	7,5	7,5
Format size (in mm)	1189 x 841	841 x 594	594 x 420	297 x 420	210 x 297	148 x 210	105 x 210	105 x 148	85 x 55

COLOURS

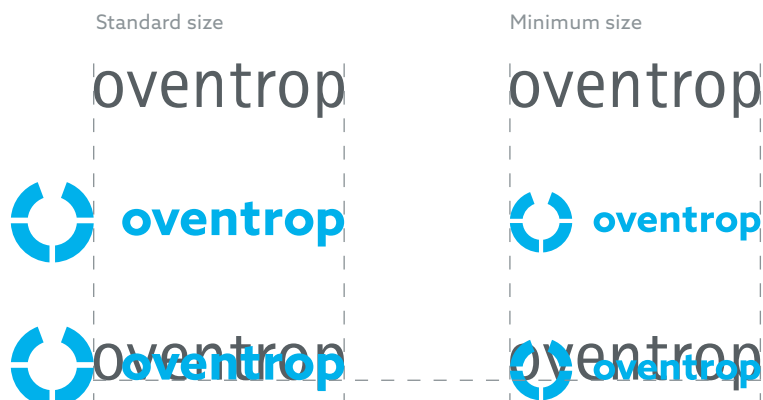
The logo can be used in the colour variants cyan and white. Depending on the brightness of the background, please note in which of the colour variants the logo may be set.

The black and white version when the colour version cannot be used for printing reasons.



REPLACEMENT OF THE OLD LOGO WITH THE NEW LOGO

First of all, the size chart above is used as a guide. If no suitable solution can be found there, the following rule of thumb is applied: The width of the old logo corresponds to the width of the word mark including the distance to the figurative mark in the new logo. The word mark of the new logo is placed on the type line of the old logo. If the given space is not sufficient, the minimum width of the new logo corresponds to the width of the old logo.



FILES

The logo is available in various file types for different applications.

Application	Print	Screen / Office
Colour space	CMYK	RGB
File type (most common formats)	EPS, PDF	JPG, PNG, SVG

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DON'TS

The correct application of the logo is extremely important for the recognisability and impact of a medium. The following are a few examples of improper use:



Do not use the word mark alone, always use it in combination with the figurative mark



Do not use a line



Do not change proportions and distance between the figurative mark and the word mark



Do not turn or tilt



Do not distort



Do not apply mirroring



Do not apply a contour



Do not apply a shade



Do not use on backgrounds with too little contrast