



CENTENNIAL OF THE PLANETARIUM

CORPORATE DESIGN

LOGO

The logo consists of the word mark „Centennial of the Planetarium“ and three design elements (star, arc and lines).

The logo is available in German and English.

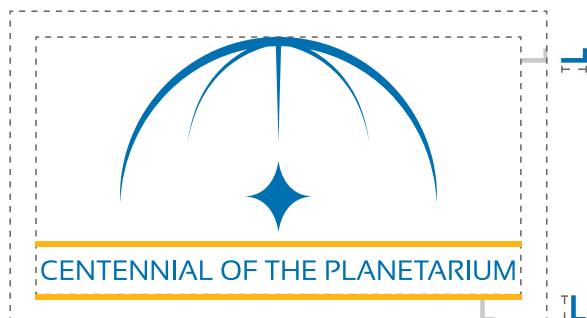
Please ask for permission to use any country-specific versions.



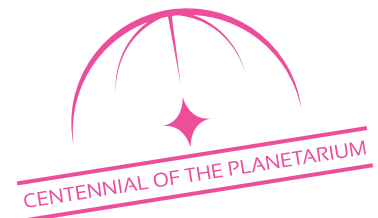
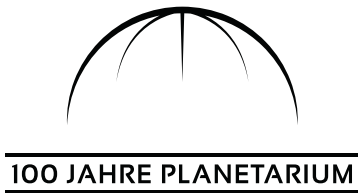
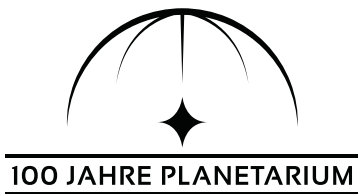
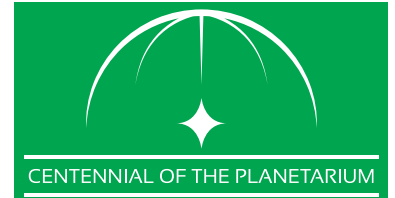
Ideally, the logo should be displayed on a white or very light and neutral background.

Protection zone

The size of the protection zone is equal to the font size (height of the letter „L“) of the logo textbox.



DISPLAY OPTIONS



COLOR SETTINGS

Primary colors



Blue
C: 100 | M: 50 | Y: 0 | K: 0
R: 40 | G: 106 | B: 183
#286ab7



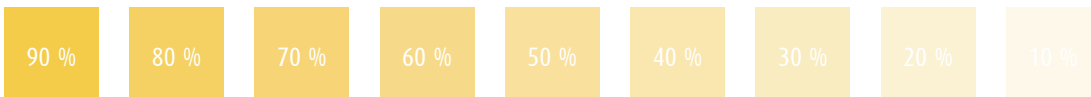
Yellow
C: 5 | M: 20 | Y: 90 | K: 0
R: 232 | G: 210 | B: 67
#e8d243

Secondary colors

Levels of Blue:



Levels of Yellow



FONT TYPE

Headlines / Decorative font

Sansation

Font style examples:

Regular: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Regular: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

Italic: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

Bold: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

Bold Italic: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Bold Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

Font size:

The standard font size is 10/11 pt for continuous text on common print formats (e.g. DIN A4 / A5 / long / ...). The font size of headlines can be chosen by the user's own discretion and in hierarchical balance.

CLAIM

„The stars were only the beginning“



The claim has a single line.



The claim has two lines.

Primary color



Orange

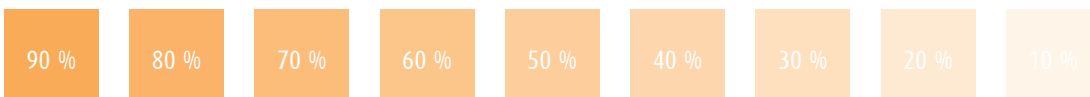
C: 0 | M: 42 | Y: 82 | K: 0

R: 225 | G: 176 | B: 80

#e1b050

Secondary color

Levels of Orange:



Sansation

Font style examples:

Regular: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Regular: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

Italic: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

Bold: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Bold: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

Bold Italic: a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß 0 1 2 3 4 5 6 7 8 9

Bold Italic: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z Ä Ö Ü S S

The claim can stand „alone“ on any merchandising items and press releases.

INFORMATION SUPPLEMENT

Addition of further elements

Design-relevant elements will be supplemented regularly to this style guide with the implementation of various commercials and advertising material designs (e.g. imagery, decorative fonts, business stationery, etc.).