

Corporate Design Guide

Logo

Logo Versions

The Logo

The WI logo is a design and word mark used as a unit. The lettering is typeset double-spaced in an adapted Gotham Bold cut and is never used without the figurative mark. Proportions and spacing of lettering and figurative mark must not be changed.

Greyscale Version

The greyscale logo version is used only in exceptional cases when the colour version is not possible for technical reasons.

Monochrome Black Version

The black version of the logo is used only in special cases, e.g. for one- or two-colour media like stamps.

Colour Version



Provided in:

CMYK
RGB
3-colour Pantone

Greyscale Version



Black

Logo

Clear Space, Minimum Size, Background

Protected Space

There is a protected space around the logo. It is free of other graphic elements, images or text and third-party logos. Ideally, it is white but may also have a uniform brightness.

The protected space is defined by “x” and corresponds to half the logo height.

Minimum Size

In order to guarantee optimal presentation of the logo, the minimum logo width must not be less than 25 mm.

Protected Space



Minimum Size



Examples



Logo

Logo Positioning and Spacing

Positioning of the Logo at the Bottom Right

On titles of publications like brochures and flyers, the logo is always positioned at the bottom right.

Positioning of the Logo at the Top Right

Media on which the logo is positioned at the top right include:

- Correspondence media, e.g. letterheads
- Presentation templates
- Communication in space (posters, roll-ups)

Size and Spacing to the Outer Format Margin

DIN A3 portrait/landscape:

The logo must be 74 mm wide and the distance to the outer margin is 23 mm.

Din A4 portrait/landscape:

The logo must be 52 mm wide and the distance to the outer margin is 16 mm.

Din A5 portrait/landscape:

The logo must be 42 mm wide and the distance to the outer margin is 13 mm.

DIN A6 portrait/landscape and DIN long (210 x 105 mm):

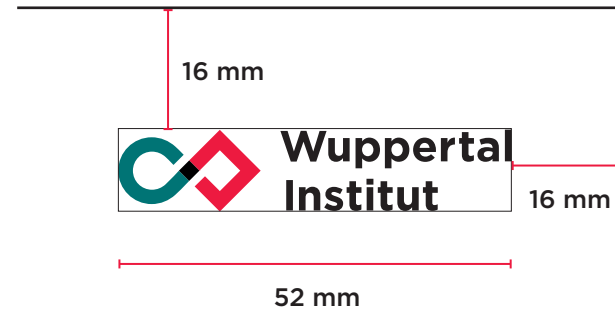
The logo must be 42 mm wide and the distance to the outer margin is 9 mm.

Exception

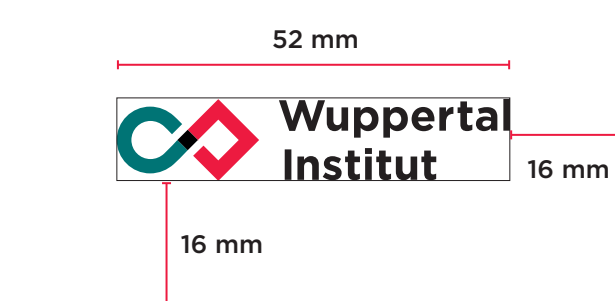
On the website, the logo is positioned at the top left.

Logo Position for DIN A4, Portrait and Landscape

Logo Position Top

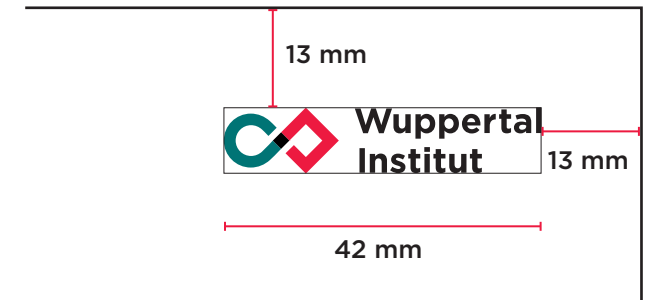


Logo Position Bottom

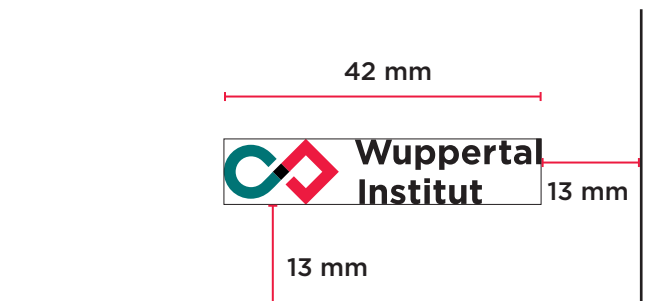


Logo Position for DIN A5, Portrait and Landscape

Logo Position Top



Logo Position Bottom



Logo Sizes for DIN Formats with Positioning at the Top

Logo Size

The logo must be used in specified sizes for different DIN formats.

Logo Width

DIN A6 portrait/landscape

42 mm

DIN A5 portrait/landscape

42 mm

DIN A4 portrait/landscape

52 mm

DIN A3 portrait/landscape

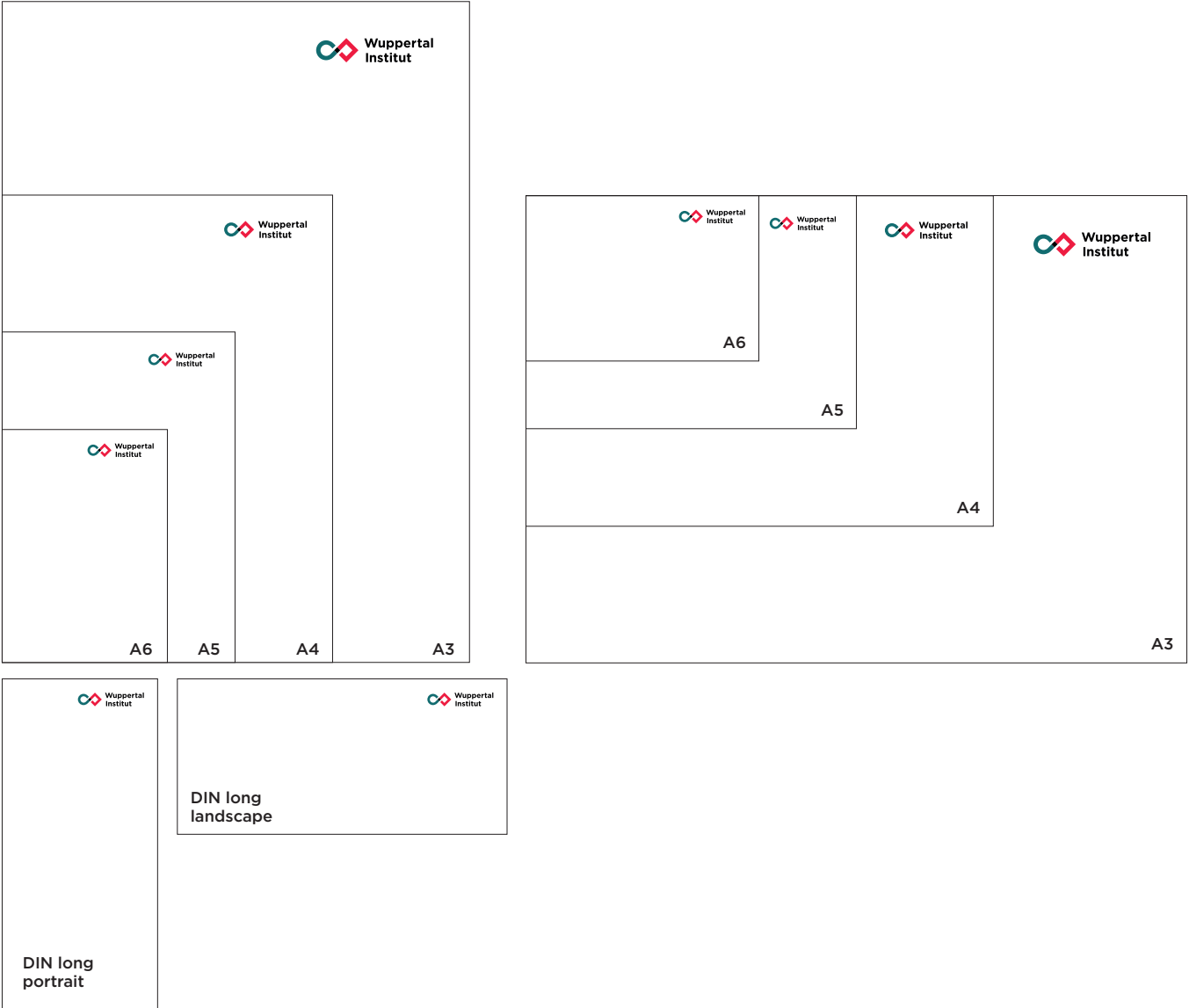
74 mm

DIN long portrait/landscape

42 mm

Logo Positioning

The logo positioning differs for the different formats.
(see “Logo positioning and spacing”)



Colours

Colour Definition and White Space

The primary colours of the Wuppertal Institute are WI green, WI red, black and white. This colour spectrum is supplemented with other secondary colours that are used especially online or for illustrations, diagrams and backgrounds.

Primary Colours



WI green
CMYK 100/0/40/40
sRGB 0/109/114
#006d72
Pantone 322C



WI red
CMYK 0/100/75/0
sRGB 228/0/51
#e40033
Pantone 185C



Black
CMYK 0/0/0/100
sRGB 0/0/0
#000000



White
CMYK 0/0/0/0
sRGB 255/255/255
#ffffff

Secondary Colours



Dark grey
CMYK 0/0/0/68
sRGB 85/85/85
#555555



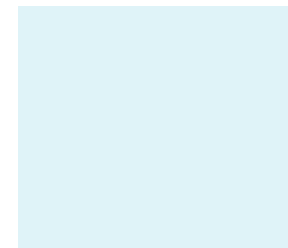
Light grey
CMYK 0/0/0/33
sRGB 170/170/170
#aaaaaa



Dark green
CMYK 85/35/45/55
sRGB 0/76/80
#004c50



Pale blue
CMYK 25/2/7/0
sRGB 207/230/238
#cfe6ee



Light blue
CMYK 11/0/2/0
sRGB 231/242/246
#e7f2f6



Medium green
60 % WI green
sRGB 131/176/182
#83b0b6

Typography

The Corporate Fonts for the Office Area

For project reports, correspondence, presentations or e-mails, the system font Arial, which is available to all employees, is used in regular and bold style and is also used in colour for headlines and tags. The system font Georgia (OpenType) is defined for sublines and body text.

Exception

For the corporate design of the Wuppertal Institute (internet, image brochure, etc.), the sans serif font Gotham and serif font Charter are combined.

Arial

Regular

Italic

Bold

Bold italic

Georgia (OpenType)

Regular

Italic

Bold

Bold italic

Images

Photos/General

Permitted

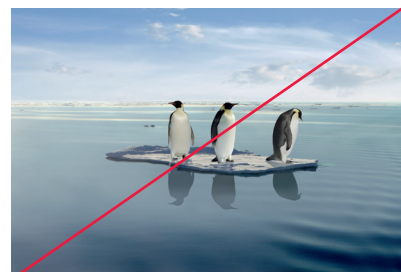
Photos used for the Wuppertal Institute must not look staged and should appear to be natural and authentic. People thus should be photographed in action if possible. With the exception of portraits, people should avoid looking directly into the camera. The image focus should be quickly perceivable through the use of sharpness/blur. It should also be as central as possible for photos used for our news as these images are automatically cropped to a circle for our homepage.

If possible, photos should include one or more of the following features:

- 1 Interesting composition
- 2 Low depth of focus (sharp/blurred)
- 3 Unusual perspective

Impermissible

Staged situations, artificial poses, colouring, image manipulations like superimpositions or distortions.



Images

Photos/Events

Camera

A good smartphone is generally sufficient for basic event pictures. We recommend using a proper photo camera for somewhat higher requirements, especially if the photos are to be used for brochures and the like. A camera is available for loan from the graphics department. Please enquire beforehand whether it is available and has not already been loaned to somebody else.

Lighting

Regardless of the subject photographed at the event, it should be well lit. Daylight is always better than artificial lighting. Do not photograph directly towards the sun, a lamp or a bright window. The people in the picture should also not be looking directly into the sun (squinting). The photographer cannot always influence the light. In low light conditions, it is a good idea to take photos both with and without flash. This allows the best picture to be selected afterwards. Zooming should be avoided in all cases, especially when taking photos with a mobile phone.

Motif Selection

Suitable event motifs are:

- 1 The event logo e.g. at the entrance
- 2 People with the event logo
- 3 Brochures, flyers, etc.
- 4 Group pictures
- 5 Stage pictures
- 6 Audience pictures

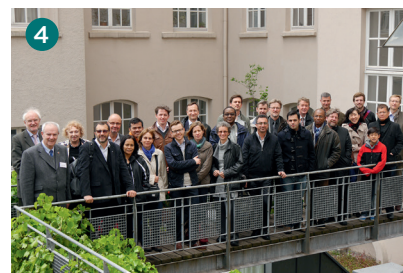
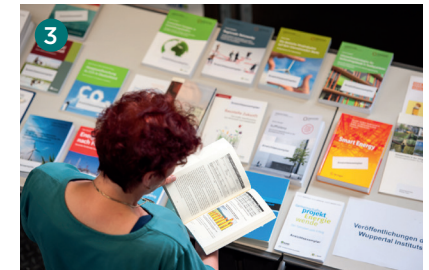
Stage pictures in particular should be photographed as close as possible so that the people in the photo are easily recognisable. In most cases, photos taken at a distance with a zoom cannot be used.

When taking **group pictures**, it is important that all faces are clearly visible as well as the upper part of the body. There should also be as few gaps as possible in the image. So ask people to move closer together or even swap places sometimes. To avoid long lines, it is a good idea to use benches or stairs for parts of the group to stand or sit on.

And the more people are included, the more pictures are required to end up with one where everyone looks halfway friendly. Please remember to write down all names correctly so that a caption can be sent with the photo afterwards.

Lastly

Please do not simply send all your photos but rather choose a selection beforehand. Then upload them to Google Drive and send us the link.



Typography

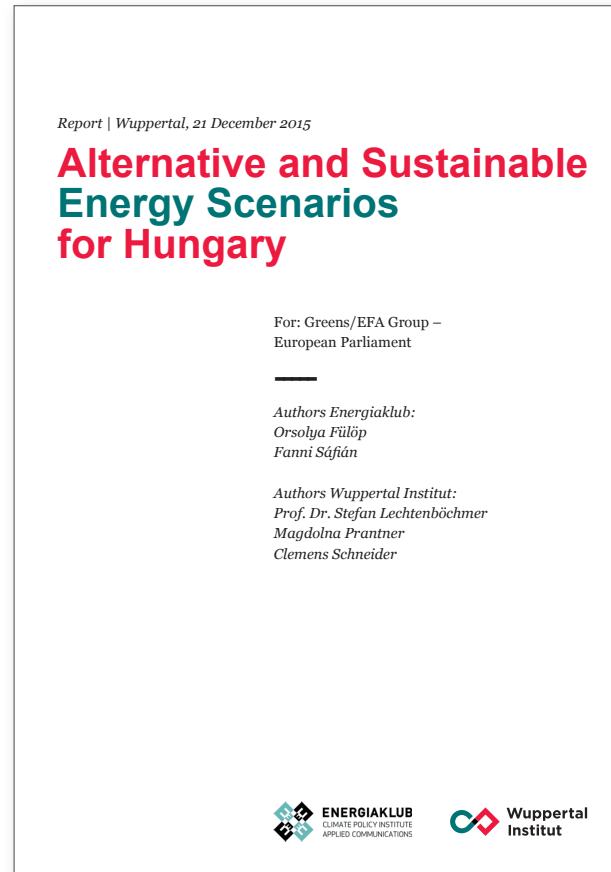
Headline System

The headline system shapes the appearance of the Wuppertal Institute and is therefore a crucial design element.

The decisive factor here is the alternating colouring of the lines.

White Space

The deliberately generous use of white space is an important design element.



Flyers, Posters, etc.

Other Media

If you have questions about the design of other media, the graphics team will be happy to help you.

See also on the Intranet:

<https://intranet.wupperinst.org/wiki/VisLab>



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