



# Corporate Design Manual | AREA 21

Status May 2018



## The logo – coloured Versions

Version with subline



Version without subline



Different versions of the word and figurative mark AREA 21 were created to ensure optimum readability against different backgrounds.

On white backgrounds, the coloured version should usually be used. In case the readability of the coloured version should be reduced due to coloured backgrounds, the black, white or inverse version should be used instead.

The logo must not be modified at any time. Nothing must be deleted or added. Furthermore, it must not be distorted or compressed.



## The logo – Stamp Versions

Stamp version black



Stamp version white



## Logo – protection space



The distance of the word and figurative mark to the outer margin or to the next object must amount to the width of the number "21" in the word mark minimum.



## Typography

Source Sans Pro – Regular  
(corporate typeface)

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

The corporate typeface is used for all correspondence. It is the main constituent of any continuous text.

Source Sans Pro – Bold  
(display typeface)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**0123456789**

The display typeface can be used for highlighting, headlines and similar issues. It must not be used for entire continuous texts.

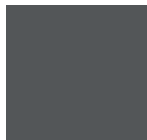
## Colour



CMYK 76/0/50/0  
PANTONE 3265 C  
RGB 9/172/148  
HEX 09ac94



CMYK 50/0/100/0  
PANTONE 375 C  
RGB 146/192/31  
HEX 92c01f



CMYK 0/0/0/80  
PANTONE 425 C  
RGB 88/88/86  
HEX 585856