



stadtbild

Brand Manual
2023

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Logo

The logo combines a wordmark and a symbol. It is clear and distinctive, and immediately communicates the brand's or company's field of activity, even without the lettering.

The logo is the most important part of the brand identity. Its shape and colours must not be altered.

The logo is available in portrait and landscape versions.



stadtbild



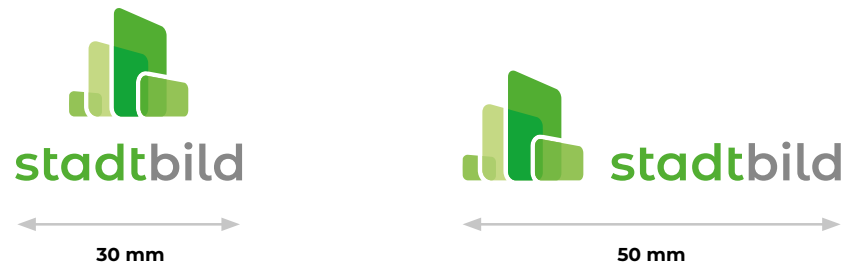
stadtbild

Logo use

Basic rules

The logo always appears on a white background, with sufficient clear space around it. The combined symbol and wordmark has a clear space of 2x (2x the height of the 'a') on all sides. For small reproductions, this may be reduced to 1x.

Merchandise production may sometimes require an exception. Whenever possible and appropriate, however, the clear space should be respected.



The minimum logo width is 30 mm or 120 px for the portrait version and 50 mm or 200 px for the landscape version.



Logo use

Colour systems and their use

The logo is available in several colour systems: CMYK, RGB, single colour (black K) and reversed (white).

Use the multicolour logo whenever possible.

Always reproduce the logo at full strength, never screened back as a watermark.

Use the single-colour versions only where technical reasons prevent colour reproduction, for example on certain merchandise.

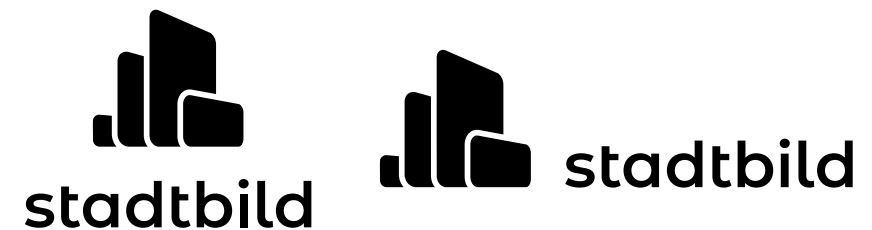
Do not use a stylised logo or symbol as a watermark.



Colour



Black



White

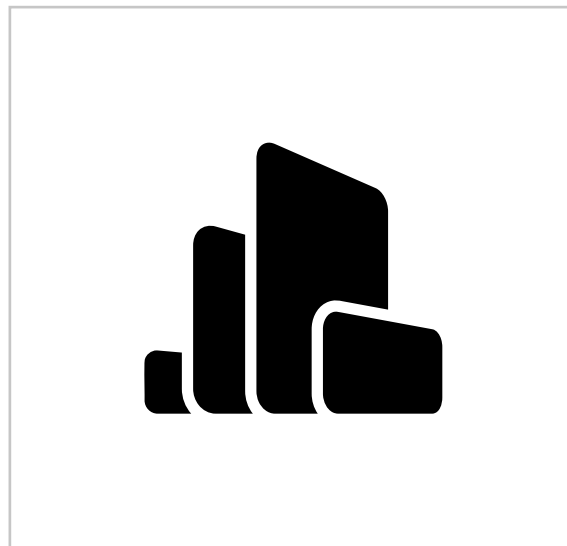
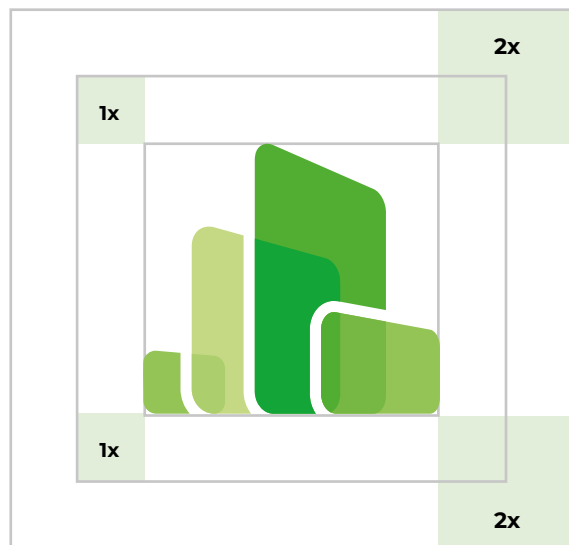


Logo use

Symbol without wordmark

In exceptional cases, the expressive symbol may be used without the wordmark. This may be necessary for space reasons or chosen as a confident statement.

For the time being, always prefer the combination of symbol and wordmark.



The symbol follows the same clear-space rules as the combined logo.

Colour palette

Brand colours

Our corporate design colours are 'stadt' green and 'bild' grey. The values specified here are binding. The background is normally white.

stadt green

Pantone Pantone 361

CMYK 100/ 0/ 70/ 0

RGB 78/ 175/ 46

HEX #4eaf2e

bild grey

Pantone Cool Gray 10

CMYK 0/ 0/ 0/ 60

RGB 134/ 134/ 134

HEX #868686

Typography

Brand typefaces

stadtbild's brand typeface is Montserrat, designed in 2010 by Julieta Ulanovsky. It was inspired by the small Montserrat neighbourhood and has an affinity with typographic posters of the 1920s. Its high legibility makes it ideal for both online and physical media.

Montserrat Regular

Mm

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

a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Montserrat Regular italic

Mm

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

a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Montserrat Bold

Mm

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

a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Montserrat Bold italic

Mm

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

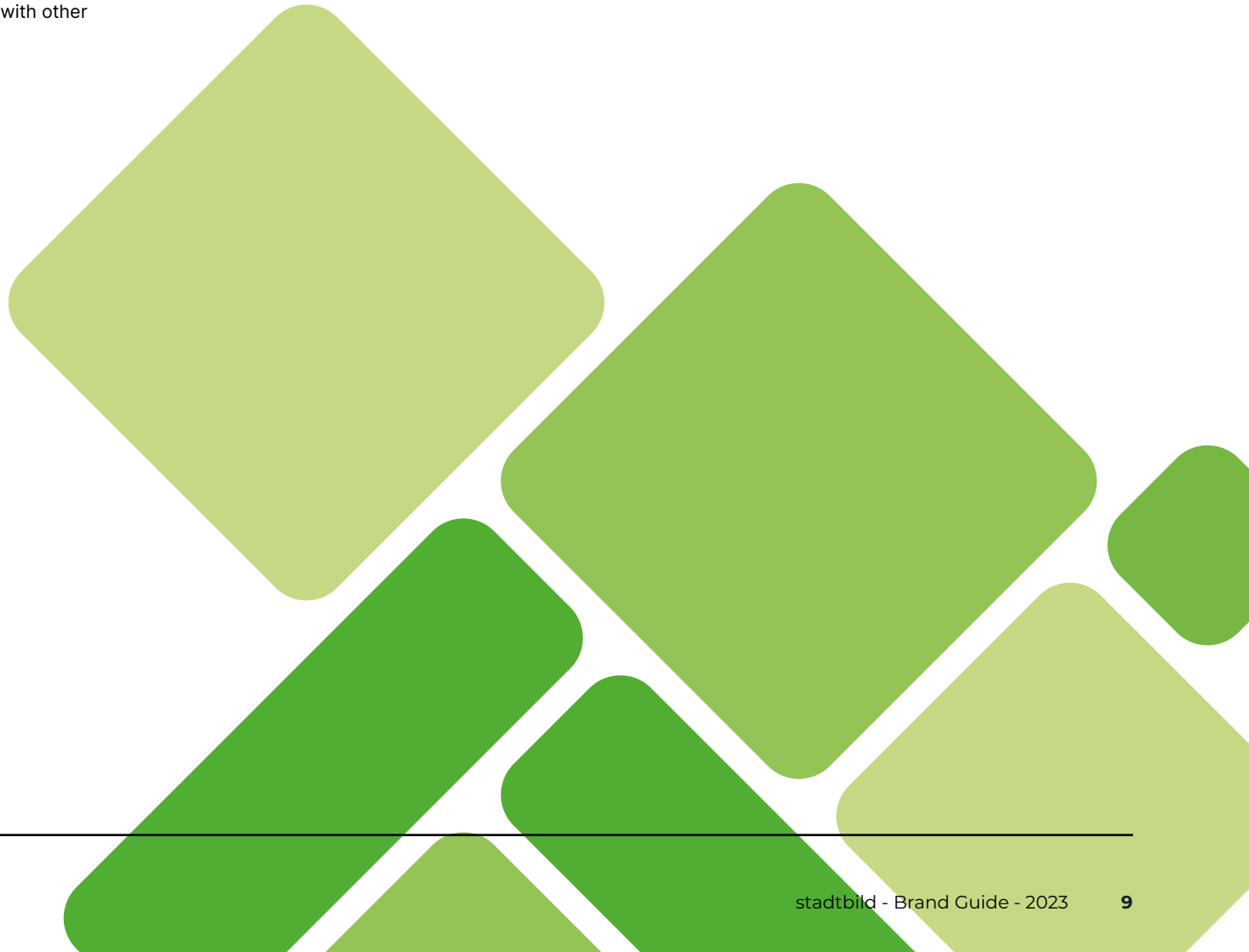
a b c d e f g h i k l m n o p q r s t u v w x y z

0 1 2 3 4 5 6 7 8 9

Design elements

Graphic element

A block pattern is used as a design element in larger empty areas. It always extends beyond the crop and is never shown in full. There are almost no restrictions on size or direction, but ideally it should not conflict with other elements or text.



Communication materials

Letterhead

Business stationery is among the most important elements defining a company's corporate design. All business stationery is based on a precisely defined layout grid.



Business card reduced to 60%



Business card

The business card measures 85 x 55 mm and is printed on both sides. It also includes an individual QR code.

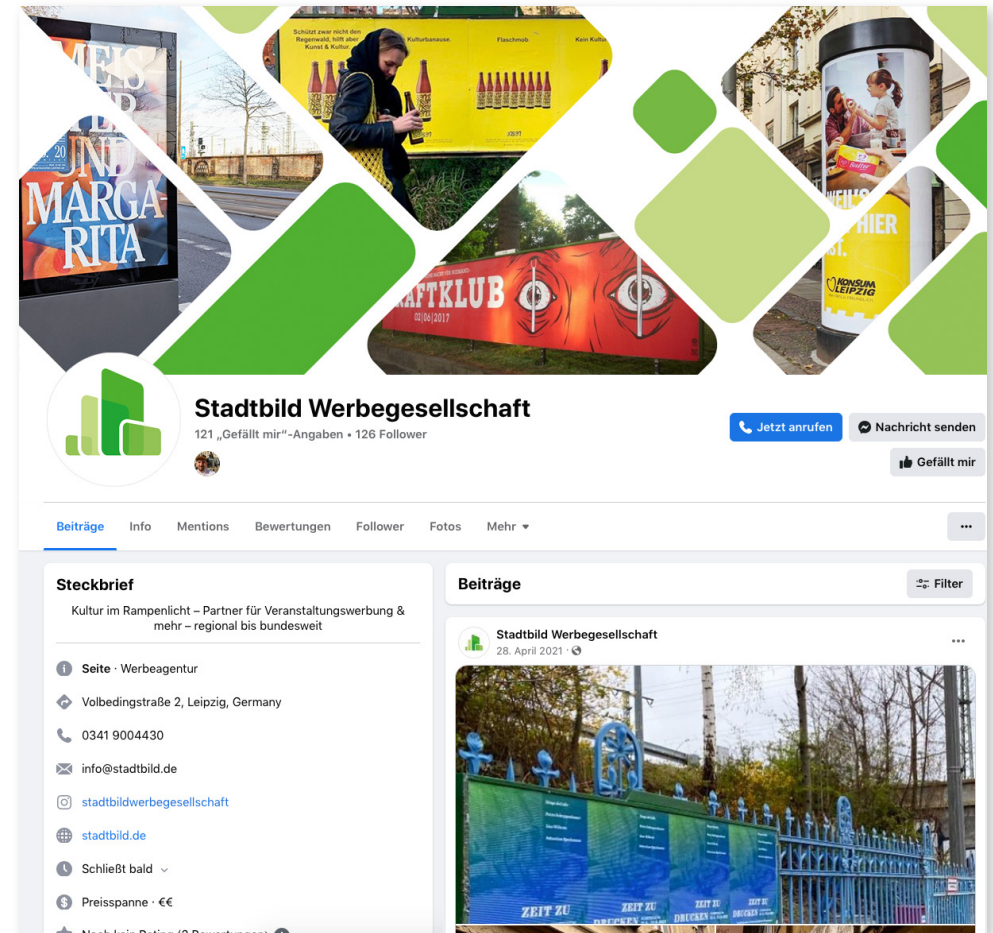


Letterhead reduced to 50%

Communication materials

Social media profile page

The profile page represents stadt.bild. It should be customer-friendly, as this platform generally addresses consumers.



Facebook profile page

stadtbild.de

