HARZBERG

Markenrichtlinien
Brand Guidelines

Logo

2

Logo Guides

Logo Safe Area Guides

3x

3x

3x

The gaps surrounding the logo increase the visibility and effect of the logo. The margins of the logo are shown below. Other design elements (text, graphics, etc.) should not be allowed to occupy this area. Thus, we ensure that the logo breathes, increasing its visibility, and therefore, its effectiveness. The minimum area that is recommended to be left around the logo (security area) –should be the length indicated by "3x" below. In tight spaces, it may not be possible to apply the safety area rule on both sides.

Minimum Size

15 mm **HARZBERG**

10 mm **HARZBERG**

7,5 mm **HARZBERG**

5 mm **HARZBERG**

As the areas of use of the Harzberg Logo become smaller, the logo should also become smaller. In order not to make it difficult to read and detect the Harzberg Logo, the minimum usage size has been determined as 5 mm. It can also be used among the dec specified below.

Application of Different Floor Colors

When using the Harzberg Logo on different floors, colors and shades should be selected that will not necessarily make it difficult to read and perceive. In order to increase legibility, the logo should be contrasted with the ground color. The logo should be used on the dark floor color; on the light floor color, it should be used in its original colors.

Applications on Photos and Images

When using the Harzberg Logo on a photo, it must necessarily contrast with the background on which it is used. The logo on the used photo should not be difficult to read and detect. This principle should be taken into account when choosing a photo. The logo should be used on the photo in dark tones, and on the photo in light tones, it should be used in its original colors.

Incorrect Applications

Correct use of the Harzberg logo
its shape is shown above.

Logo double color should not be used.

No changes should be made to the logo
proportions.

No changes should be made to the angle
of the logo.

No strokes should be applied to the
logo.

Except for death and condolence
notices, no color other than the original
color should be used in the logo.

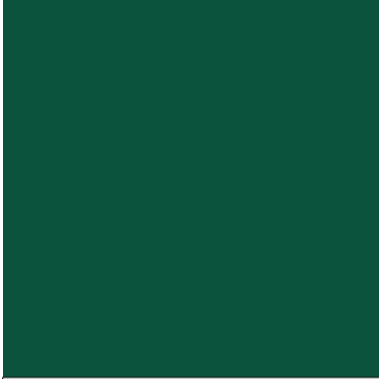No gradient should be applied to the
logo.

The opacity value of the logo should not be
reduced.

No graphic objects should be used
between the logo and the emblem. dec.

The logo should appear clearly. Dec Contrast (contrast) between the logo and the background should be sufficient to ensure visibility in all applications. Avoid using the logo on complex floors. The following examples show the use of the logo on different floors. The logo should definitely not be changed and deformed for any reason. Strictly speaking, horizontal or vertical bending, right or left stretching, rotation should not be performed when using a logo. The logo should not be used in another color. Absolutely no top-ups should be added to the logo, and the logo should not be used with an ellipse or any geometric frame.

Corporate Colors

PANTONE 554 C

0, 84, 60
#00543C

90C 40M 80Y 40K

1, 109, 49
#016D31

90C 31M 100Y 21K

0, 0, 0
#000000

100C 100M 100Y 100K

One of the most important elements reflecting the identity of the institution is the color of the logo. The color codes of the logo are indicated above.