# Galilel

# CORPORATE DESIGN
GUIDELINES

# Galilel

# CONTENT

## DESIGN BASICS

## INFORMATION LITERATURE

## BUSINESS EQUIPMENT

# 1. LOGO

## SIZE

The logo size gets calculated by the document size it's used in. Please check section **3** for the correct calculation.
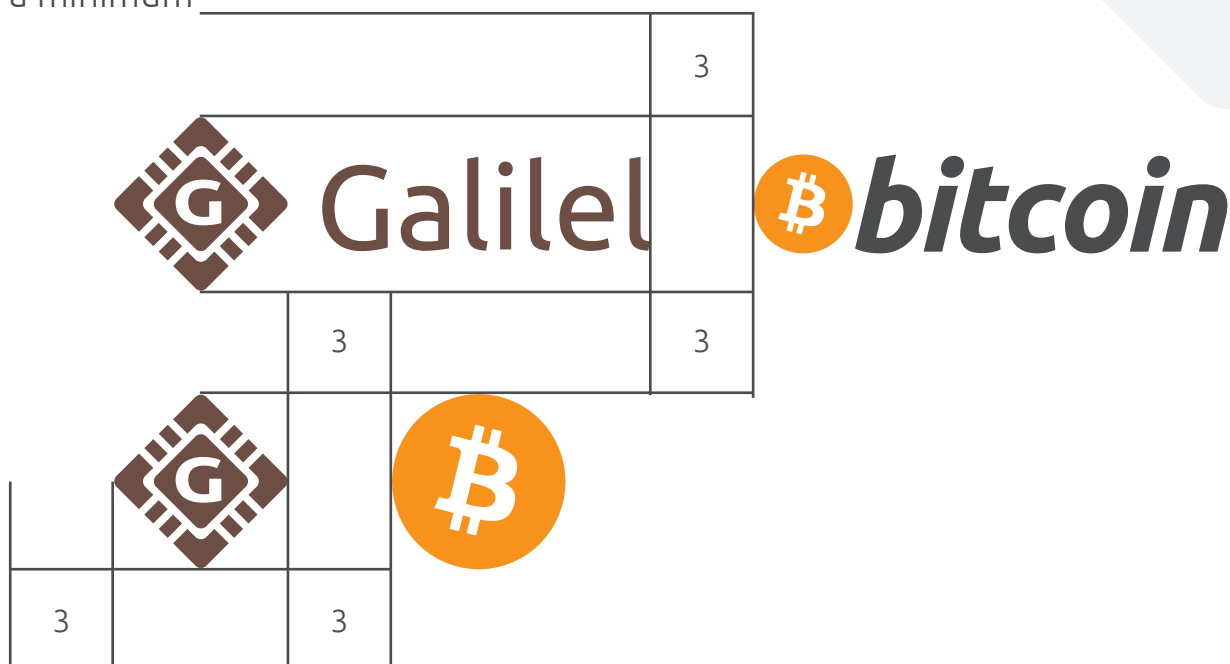
## PROTECTION ZONE

At least **A FIFTH** of the logo height must be applied as free space around the logo.

## MULTI-BRAND PROTECTION ZONE

If the logo is placed next to other logos, the protection zone has to be **THREE FIFTH** of the logo height as a minimum

The minimum logo height must always be **8 MM**.

# 1. LOGO

## PRINT (CMYK)
## WEB (RGB, HEX)

The logo must be placed on a **WHITE** or **LIGHT BROWN (BRIGHT)** background.
It's not allowed to place the logo on any other background color.

## MONOCHROME

The logo in **MONOCHROME WHITE** can be placed on brown backgrounds from the color section **1.1**.

## WATERMARK

Watermarks must be inserted on all official Galilel documentation.

**White background**
**10% BLACK** + **OPACITY 50%**

**Brown background**
**100% WHITE** +
**OPACITY 80%** (20% color left).

The watermark size is always **TWO-FIFTH** of the document's height. It is always vertical centered and align right horizontally as the examples show.

# 1.1 COLORS

**DARK BROWN**
**CMYK** 36-57-58-43 - **HEX** #795548 - **RGB** 121-85-71

**LIGHT BROWN (BRIGHT)**
**CMYK** 25-32-44-10 - **HEX** #bca389 - **RGB** 188-163-137

**LIGHT BROWN (BRIGHTER)**
**CMYK** 22-27-36-50 - **HEX** #c9b5a0 - **RGB** 201-181-160

**LIGHT BROWN (BRIGHTER)**
**CMYK** 18-21-28-2 - **HEX** #d5c6b6 - **RGB** 213-198-182

**GREY (85% BLACK)**
**CMYK** 0-0-0-85 - **HEX** #4a4a4a - **RGB** 74-74-74

**GREY (35% BLACK)**
**CMYK** 0-0-0-35 - **HEX** #bdbcbc - **RGB** 188-188-188

**GREY (10% BLACK)**
**CMYK** 0-0-0-10 - **HEX** #ededed - **RGB** 237-237-237

# Galilel
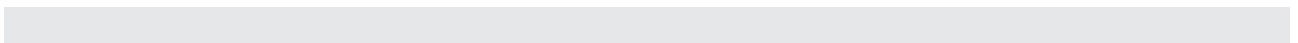
## 1.2 FONT & TYPOGRAPHY

**NAME**

Ubuntu font

**DOWNLOAD PRINT & WEB**

https://design.ubuntu.com/font/
https://fonts.google.com/specimen/Ubuntu

**ALLOWED FAMILIES**

Ubuntu

**~~DISALLOWED FAMILIES~~**

Ubuntu Condensed, Ubuntu Monospace

**ALLOWED WEIGHTS**

Light, Bold

**~~DISALLOWED WEIGHTS~~**
Thin, Regular, Medium

# 1.2 FONT & TYPOGRAPHY

## SIZE & FONT DISPLAY

Normal text is always written in uppercase and lowercase letters.
The minimum font size must always be **8/9,6 PT**.
The normal font site is **14/16,8 PT** (for smaller documents **12/14,4 PT**)

## COLOR

The font color must always be **GREY (85% BLACK)** on light backgrounds and
**WHITE** on dark backgrounds.

## INTERNATIONAL FONTS

The Ubuntu font covers **200-250 LANGUAGES** (native languages of 3 billion
people) and should cover all needed glyphs.

If there should be any language the font does not cover,
**HELVETICA**, with **REGULAR** and **BOLD** families, is allowed.

## HIGHLIGHT

To highlight certain part of texts, the use of **UPPERCASE** or **BOLD** is allowed.
It is possible to make the **BOLD/UPPERCASE** bigger as the headings and use
any color from **SECTION 1**.

## HEADINGS AND SUBHEADINGS

Headings with **20/24 PT** (for smaller documents **18/21,6 PT**) and
subheadings **16/19,2 PT** (for smaller documents **14/16,8 PT**) always
need to be written with uppercase letters. It must always be a minimum
of **4 PT** between different headings. All documents smaller as A4 or Letter
Format (US A4) count as smaller documents.

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## 1.3 TABLES

Table headers and highlighted parts can be set as **BOLD** text, can be defined with the color **DARK BROWN** and also can be set as **UPPERCASE** letters. Headers can be highlighted with a lighter background color.

Normal table cell texts needs to be defined as **GREY (85% BLACK)**. The text is always **HORIZONTAL AND VERTICAL CENTERED**.
The cellpadding is **3 MM** to each side.

Tables have vertical inner lines **0.5 PT** thick and **GREY (10% BLACK)** in color.

| HEADING | HEADING | HEADING | HEADING |
|---|---|---|---|
| **Out survey** | Lorem ipsum | Lorem ipsum | Lorem ipsum |
| **Out survey** | Lorem ipsum | Lorem ipsum | Lorem ipsum |
| **Out survey** | Lorem ipsum | Lorem ipsum | Lorem ipsum |

| HEADING | HEADING | HEADING | HEADING |
|---|---|---|---|
| **Out survey** | Lorem ipsum | Lorem ipsum | Lorem ipsum |
| **Out survey** | Lorem ipsum | Lorem ipsum | Lorem ipsum |
| **Out survey** | Lorem ipsum | Lorem ipsum | Lorem ipsum |

# 1.4 ICONS

Icon colors are **DARK BROWN** and **LIGHT BROWN (BRIGHT)** if they are placed on light backgrounds.



If the icon needs to be highlighted, it can be set on a circle with **DARK BROWN** as background color.

# Galilel
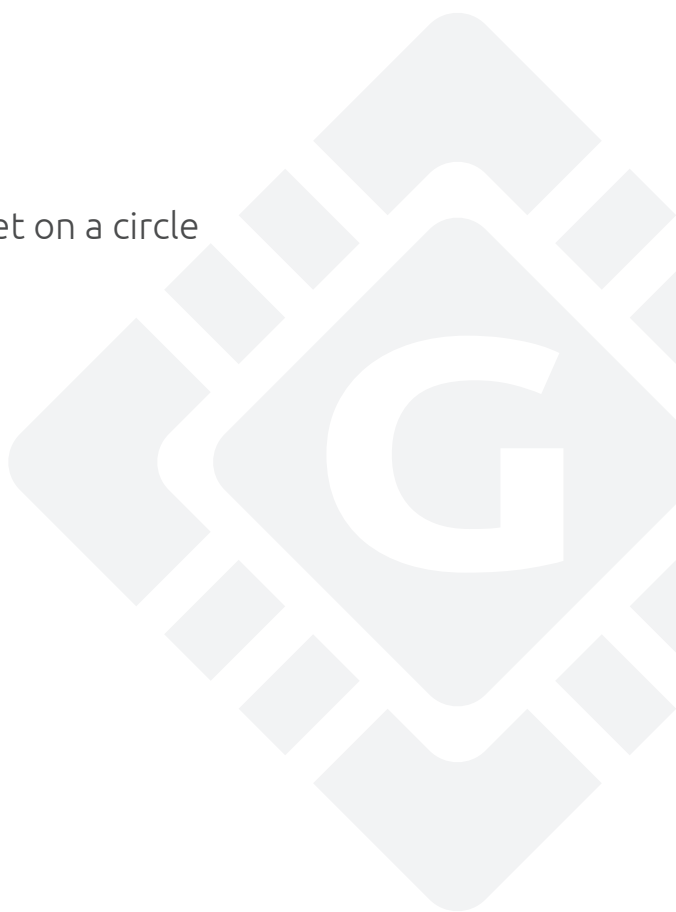
## 1.5 USE OF PICTURES

Pictures always have to be **GREYSCALED/DESATURATED**.
It's not allowed to use colored pictures. Vector files are not effected from this rule and can be used in any color.

Pictures can be placed at **HALF OR FULL WIDTH** of the document.

# 2 FLYERS/BROCHURES

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.

If it's a brochure and created as a double page document, the watermark is placed on the right page and the header is mirrored like in this guideline document.

**3** of 4 parts / **GREY (10% BLACK)**

**1** or **1.5** of 5 parts
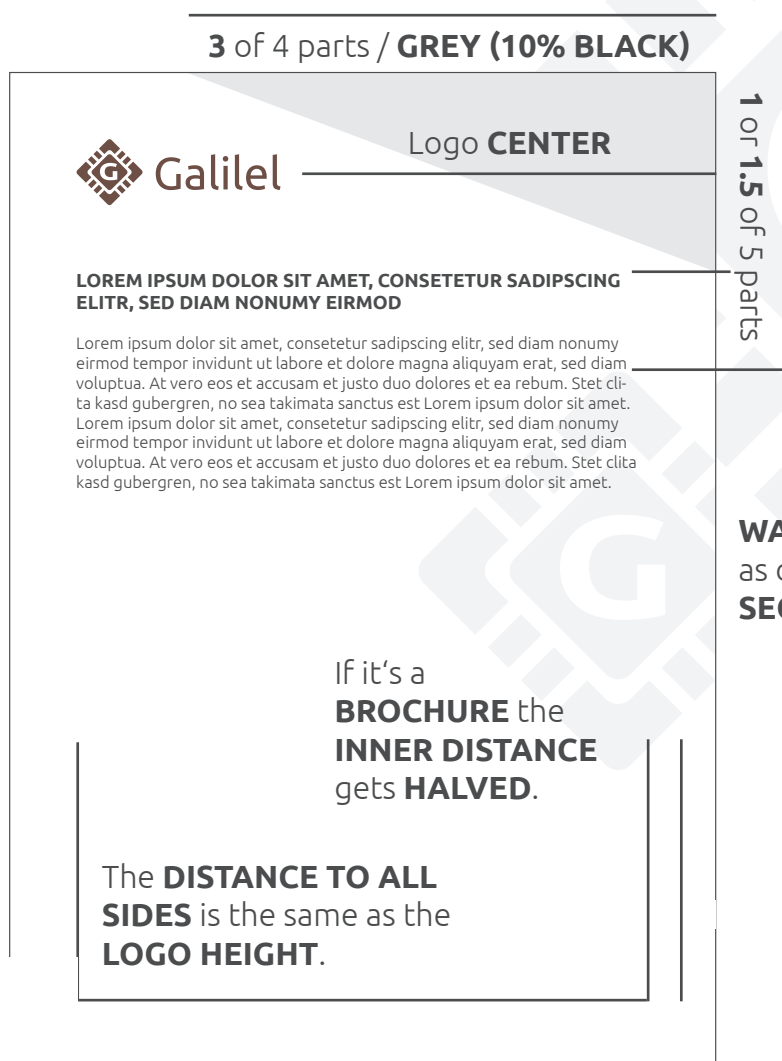
Logo **CENTER**

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**LOGO HEIGHT 1/3** or **1/2** of **1 PART FROM DOCUMENT HEIGHT** (use the one that fits best)

**LOREM IPSUM DOLOR SIT AMET, CONSETETUR SADIPSCING ELITR, SED DIAM NONUMY EIRMOD**

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

**WATERMARK** as defined in **SECTION 1**.

If it's a **BROCHURE** the **INNER DISTANCE** gets **HALVED**.

The **DISTANCE TO ALL SIDES** is the same as the **LOGO HEIGHT**.

The **PAGE NUMBER** is horizontal and vertical centered. **ONLY PLACED FOR BROSCHURES**.

# 2 FLYERS/BROCHURES

**COVER**

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.

**3** of 4 parts / **LIGHT BROWN (BRIGHTER)**

**2** of 5 parts

**1** of 5 parts

Logo **CENTER**

Font size in **PT** = **LOGO WIDTH/2.5**

# CORPORATE DESIGN
GUIDELINES

**WATERMARK** as defined in **SECTION 1**.

The **DISTANCE TO ALL SIDES** is the same as for the inner pages
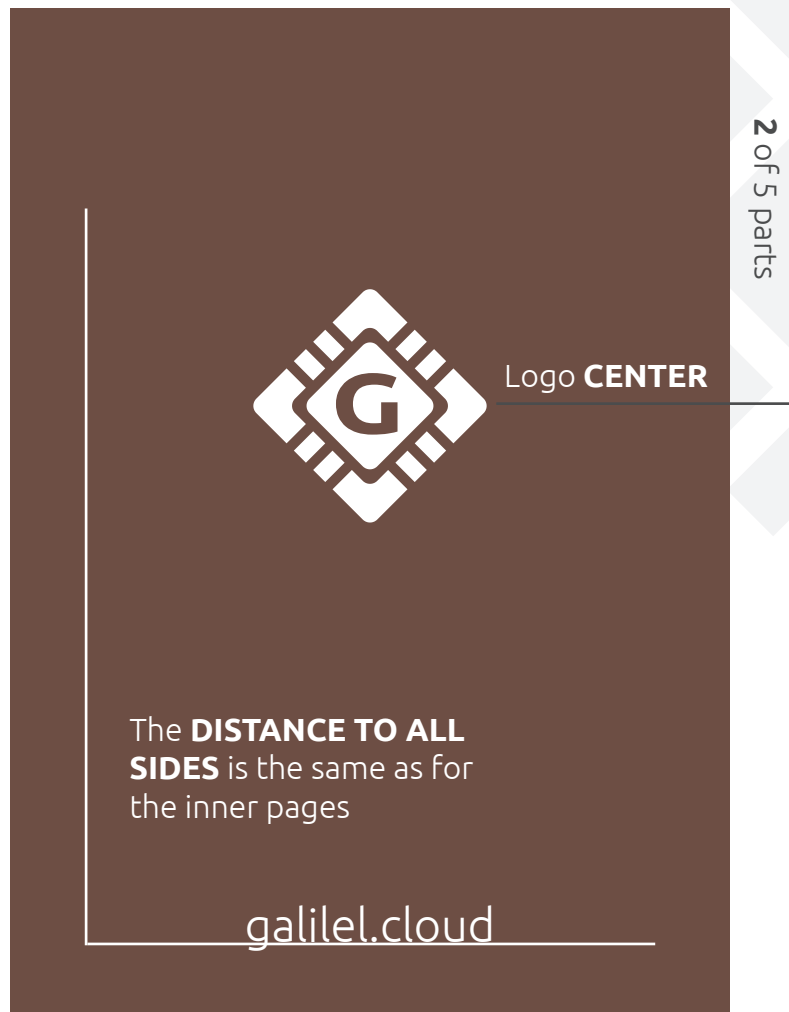
Background **DARK BROWN**

# 2 FLYERS/BROCHURES

## BACK

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.

**2** of 5 parts

Logo **CENTER**

**LOGO WIDTH
1/3** of the
**DOCUMENT
WIDTH**

The **DISTANCE TO ALL SIDES** is the same as for the inner pages

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Background
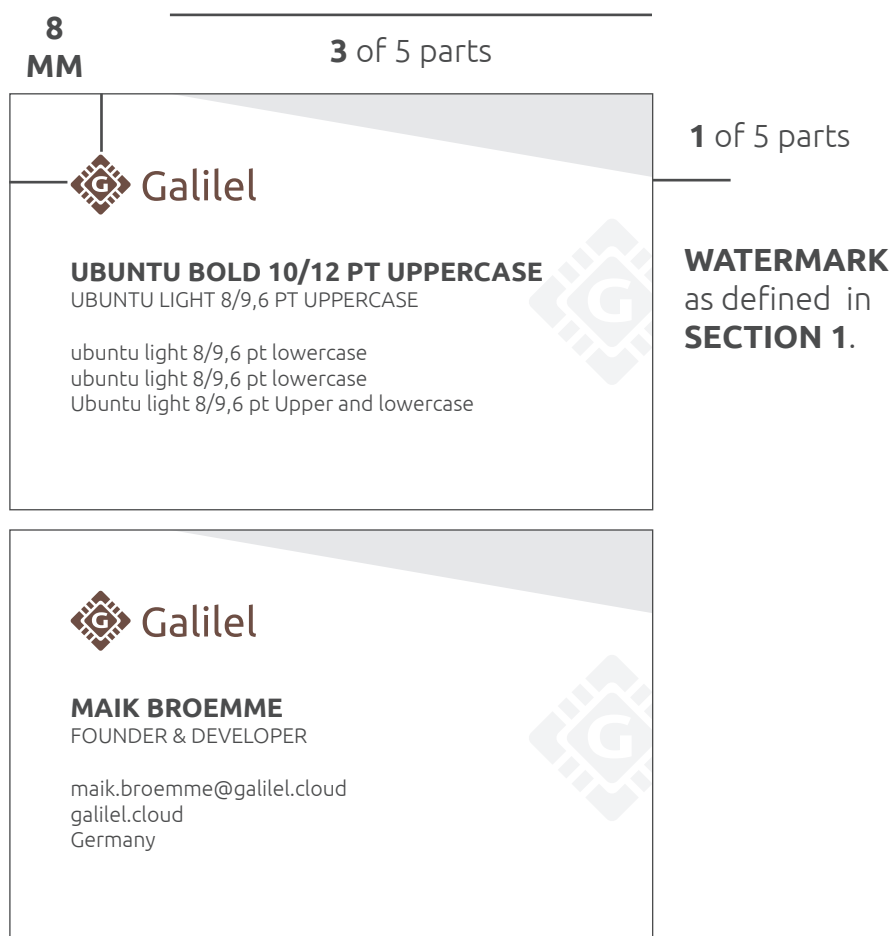**DARK BROWN**

**FONT SIZE** like **COVER** +
**CENTERED**

# 3 BUSINESS CARDS

## 85 X 55 MM CARDS

The European standard size example can be adapted to any other standard business card size.

The logo holds the min height of **8 MM** and the minimum distance to the top and left border of **8 MM.**

The **HEIGHT** of the document is divided into **5 EQUAL PARTS** and the **WIDTH** is divided into **4 EQUAL PARTS**.

**8 MM**

**3** of 5 parts

**1** of 5 parts

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**UBUNTU BOLD 10/12 PT UPPERCASE**
UBUNTU LIGHT 8/9,6 PT UPPERCASE

ubuntu light 8/9,6 pt lowercase
ubuntu light 8/9,6 pt lowercase
Ubuntu light 8/9,6 pt Upper and lowercase

**WATERMARK**
as defined in
**SECTION 1**.

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Germany

## 3.1 TEXT EDITOR SOFTWARE

With **ONE EXCEPTION,** the text editor software template follows the same rules as the flyers/brochures.

The distance to the left side is always **20 MM** to be able to punch documents.

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