



German Sparkassenstiftung
FOR INTERNATIONAL COOPERATION

Style Guide
German Sparkassenstiftung
for International Cooperation



Introduction

Establishing a clear and consistent style across all communications in Germany and abroad strengthens the brand of German Sparkassenstiftung for International Cooperation.

It is not only the basic framework for professionalism but lays the foundation of the overall perception and experience of our brand.

This style guide ensures that everyone creating content finds the answers to their questions. Its goal is to foster a more effortless, enjoyable creation experience while also saving you, your team as well as external service providers a lot of time and headaches.

At certain passages of our style guide, download links to the relevant files can be found. For a complete overview of our templates, design elements and corporate communication guidelines as well as information concerning our corporate philosophy and history, please refer to the Corporate Identity Navigator.

While this document primarily focuses on guidelines regarding our external representation, the Corporate Identity Navigator offers a hassle-free option to access all necessary files.

The Corporate Identity Navigator can be found [here ↗](#) or on the [Corporate Identity SharePoint page ↗](#).

Feel free to share this style guide with any external partner or service provider whenever necessary. As all links provided in this document direct to SharePoint directories that are only accessible with an Office 365 account of German Sparkassenstiftung, we have additionally prepared a collection of our design elements for external parties.

We hope that this guide supports you in all your current and future design endeavours.

Sincerely,
Team Public Relations Bonn

Corporate Identity Navigator

All our templates and design files are linked in the Corporate Identity Navigator. If you are looking for specific files, please refer to that document.

[See Corporate Identity Navigator ↗](#)

Files for external users

If you are an external contractor or unable to access the linked files on Sharepoint, please click on the link below for a collection of design files. If you require other files or templates, contact PR@sparkassenstiftung.de.

[See design files for external users ↗](#)

Please check for Updates!

This document is updated frequently. The date of the last update is displayed in the bottom left corner. Click on the date or the button below to see if a new version of this file is available.

[Check for Updates ↗](#)



Introduction



Overview

1
Logo System

2
Naming Scheme

3
Colors

4
Typefaces

5
Key Visual

6
Icons

7
Imagery

8
File Formats

9
Contact

Overview

Click on a topic to skip to the page directly

1. Logo System

Page 4

1.1 Introduction

Page 5

1.2 Overview

Page 6

1.3 Headoffice

Page 7

1.4 Reference to S-Finanzgruppe

Page 8

1.5 Project Offices

Page 9

1.6 Best Practices

Page 10

1.7 Examples

Page 11

1.8 Alternative Uses

Page 12

1.9 Co-Branding

Page 13

2. Naming Scheme

Page 14

2.1 Using our name in texts

Page 15

2.2 Short forms and abbreviations

Page 16

2.3 Legal Documents

Page 17

3. Colors

Page 18

3.1 Corporate Branding

Page 19

3.2 Supplementary Palette

Page 20

4. Typefaces

Page 21

4.1 Guidelines

Page 22

4.2 Webfonts

Page 23

5. Key Visual

Page 24

5.1 Guidelines

Page 25

5.2 Examples

Page 26

8. File Formats

Page 32

8.1 File Format Guidelines

Page 33

7. Imagery

Page 30

7.1 Guidelines

Page 31

6. Icons

Page 27

6.1 Core Topics

Page 28

6.2 Functional

Page 29

9. Contact

Page 34



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Logo System

See files on SharePoint ↗

A logo is the core of any brand. But in cases such as German Sparkassenstiftung, a single logo is not enough. Instead, a logo system comes into play. It serves to differentiate our varied project regions and our headoffice, while also offering standardized localization options.

Our logo system therefore offers the consistency and recognizability of a single logo, while also allowing for variations within specific parameters – in our case: whether a logo refers to our headoffice in Bonn, German Sparkassenstiftung in its entirety, or only to a single project office.



Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Logo System: Introduction

While German Sparkassenstiftung is not a bank, we share a deep bond with the Sparkassen of Germany and its tradition – not only in our name.

We consider ourselves to be the development policy branch of the Sparkassen-Finanzgruppe, and aim to introduce its know-how everywhere it benefits people around the world.

This connection is also reflected in our design elements, such as our use of color, typefaces and most prominently: the Sparkassen-S.



The Sparkassen-S has been in use since 1938 and has seen only small and incremental changes. It therefore stands as the most prominent element of our logo that clearly alignes us with the Sparkassen-Finanzgruppe – this is also the reason why we have chosen to remove the line “Finanzgruppe” from the logo.

Aside from the Sparkassen-S, our logo consists

of two additional lines. The first one, “Deutsche Sparkassenstiftung” (“German Sparkassenstiftung” and “Sparkassenstiftung Alemana” in English and Spanish respectively) states that we are a organization of the Sparkassen as a whole. We therefore differentiate ourselves from other foundations that have been initiated by a single regional Sparkasse.

Please note: even though the German word “Stiftung” means foundation, we are not a foundation from a legal standpoint. Instead, we are an “eingetragener Verein” (shortened to e.V.; registered association). To avoid confusion in our translated name, the word “Sparkassenstiftung” always remains in German.

The second line varies depending on the use case. It either reads “für internationale Kooperation” (or “for International Cooperation” and “para la Cooperacion Internacional” in English and Spanish) which distinguishes us further by stating our central mission.

In the context of our project work, the second

line instead contains the specific project region or country it refers to, for example:

German Sparkassenstiftung
EASTERN AFRICA

To avoid any confusion between German Sparkassenstiftung and Sparkasse, we strictly advise you to avoid using the Sparkassen-S in isolation. The only exceptions are advertising materials that are too small for our complete logo to be legible (such as pens, for example).



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Logo System: Overview

See files on SharePoint ↗

The logo system of German Sparkassenstiftung allows for project and language specific customization options.

Please note: there are two distinct approaches to our branding. The headoffice logo includes “for International Cooperation” in its second line. In the project region logos, the second line contains the name of the projects region instead.

The logos are exclusively available in German, English and Spanish. No other translations are currently allowed. If you are in doubt, use the most relevant of the three language options.

The following pages define the use cases for the logo of the headoffice in Bonn and project specific logos, the use of our abbreviation and name in texts, and co-branding guidelines.

At the end of this section, you will find examples for various use cases.

Logo Headoffice Bonn

- The logo of German Sparkassenstiftung as a whole
- Translation depends on the language of each publication
- To be used for all legal documents (donor institutions etc.)

English

Name + Addition translation



FOR INTERNATIONAL COOPERATION

Spanish

Name + Addition translation



PARA LA COOPERACIÓN INTERNACIONAL

German

Name + Addition



FÜR INTERNATIONALE KOOPERATION

Logo System for Project Offices

- Customizable logos for project offices (country or regional project)
- English and Spanish translations are available – choose the most relevant

English

Name + Project region



EASTERN AFRICA

Spanish

Name + Project region



LATINOAMÉRICA Y EL CARIBE



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Logo System: Headoffice

Go to headoffice logos on SharePoint ↗

- » The headoffice logo is now available in our **core languages: German, Englisch and Spanish**
- » The second line of the logo always contains the translated addition “for international cooperation”
- » It is only intended for use in the following contexts:
 - » Materials created for the **entirety of Deutsche Sparkassenstiftung**
 - » Materials representing the **headoffice specifically**
 - » **Official documents**, requiring our full name (such as donor proposals etc.)



Attention!

Please consult the “Using our name in texts” section, particularly regarding the capitalization of our name.





Introduction



Overview

1
Logo System2
Naming Scheme3
Colors4
Typefaces5
Key Visual6
Icons7
Imagery8
File Formats9
Contact

Logo System: Headoffice Reference to Sparkassen-Finanzgruppe

- » This section only applies to the headoffice Bonn!
- » In a few select areas, mentioning the Sparkassen-Finanzgruppe is necessary. These areas include:
 - » Website imprint and footer area
 - » Imprints of more extensive print publications such as the annual report
 - » Business Cards ↗
 - » Templates for official letters ↗
 - » In all templates that are provided by the headoffice, the reference has already been added wherever necessary

58 | Jahresbericht 2019 | Impressum

Impressum

Deutsche Sparkassenstiftung FÜR INTERNATIONALE KOOPERATION

Deutsche Sparkassenstiftung für internationale Kooperation e.V.

Simrockstraße 4
53113 Bonn
Deutschland

Tel.: +49 228 9703-0
Fax: +49 228 9703-6613
E-Mail: office@sparkassenstiftung.de
→ www.sparkassenstiftung.de

Finanzgruppe

Redaktion: Christina Heuft
Lektorat: Jennifer Berbür
Cornelia Müller

Gestaltung: Dahn & Freunde GmbH, Bonn
Produktion: DCM Druck Center Meckenheim

Finanzgruppe

Publication imprint

Deutsche Sparkassenstiftung für internationale Kooperation e.V.

Simrockstraße 4
D-53113 Bonn

E-Mail: office@sparkassenstiftung.de

P.O. Box 2762
D-53017 Bonn

IBAN:
DE 44 370501980031020126
BIC/SWIFT: COLSDE 33

Finanzgruppe

Document footer

Impressum/Datenschutz

Anschrift

Sparkassenstiftung für internationale Kooperation e.V.
Simrockstraße 4
53113 Bonn

Telefon: +49 228 9703-0
Telefax: +49 228 9703-6613 /-6630
E-Mail: office—at-sparkassenstiftung.de

Finanzgruppe

Vereinsregister

Amtsgericht Bonn VR 6275

Vorstand

Heinrich Haasis
Vorstandsvorsitzender

Dr. Hans Ulrich Schneider
Vorstandsmitglied
Stellvertretender Geschäftsführer des Deutschen Sparkassen- und Giroverbandes

Niclaus Bergmann
Geschäftsführer

Website imprint

Über uns
Projekte
Business Games
Media
Jobs

Downloads
Kontakt
Impressum
Datenschutz
Sitemap
Leichte Sprache
Gebärdensprache

Sparkassenstiftung für internationale Kooperation e.V.
Simrockstraße 4, 53113 Bonn

Alle Rechte vorbehalten.
Vervielfältigung nur mit Genehmigung der Sparkassenstiftung für internationale Kooperation e.V.

» E-Mail schreiben

Finanzgruppe

Website footer



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Logo System: Project Offices

Go to project office logos on SharePoint ↗

- » Each project region (regional project) or country (if qualified as an independent project) may now represent itself with its own logo according to our logo system.
- » **Please note:** the use of the new logos does not depend on the locally registered name in the project region.
- » There is no need to create the logos yourselves; all project office logos are available on [SharePoint](#) ↗ .
- » The best practices shown on the next page apply to these logos as well.
- » Currently, the available language options for the project region logos are exclusively English and Spanish
- » Should you be unable to find the logo for your project region, please get in touch with Team Public Relations Bonn

Example Regional Project:



German Sparkassenstiftung

EASTERN AFRICA



Please use these logos for external communications in the region, as well as with partners. For all official documents such as quarterly reports, donor proposal etc., use the headoffice logo.

Example Country Project:



German Sparkassenstiftung

BHUTAN

Project Logo Overview

If you are unsure which logo to use for your regional project or project country, see this table on Sharepoint.

[See logo overview ↗](#)



Introduction



Overview

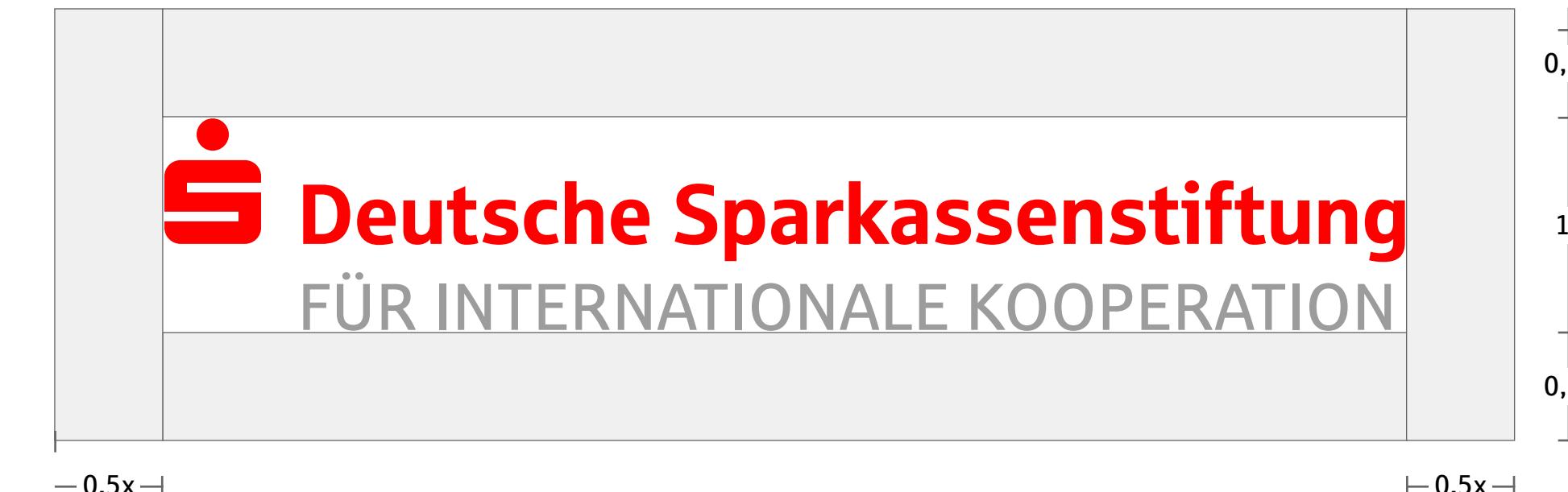
1
Logo System2
Naming Scheme3
Colors4
Typefaces5
Key Visual6
Icons7
Imagery8
File Formats9
Contact

Logo System: Best Practices

Go to logo folder on SharePoint ↗

- » The **area of isolation** is to remain clear of any other design elements. It determines the minimal distance to every other logo, graphic or text. The logo files available on SharePoint already include it.
- » **Do not change the proportions** of the logo (e.g. by stretching and squashing)
- » **Do not modify** the logos in any way, e.g. by changing color or typefaces!
- » **Do not add or remove** any elements from the logos!
- » Please use the files provided on SharePoint exclusively.
- » Should you be unable to find the logo variation for your specific use case, please contact **Team Public Relations in Bonn**.

Determining the area of isolation:

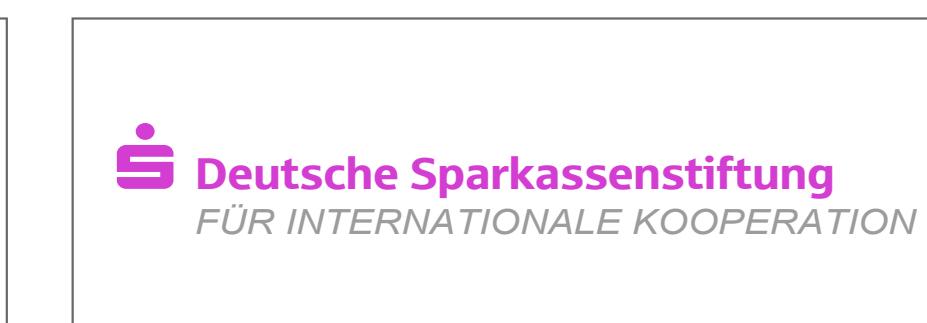


x = total logo height
■ = area of isolation

Do not:



Do not stretch or squash the logo!



Do not change or modify colors or typefaces!



Do not remove or add any elements!



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Logo System: Examples

German Sparkassenstiftung

FOR INTERNATIONAL COOPERATION

Firstname Lastname
TitleAddress line 1
Address line 2
Address line 3
Phone: +XX XXX XX XX XX
firstname.lastname@sparkassenstiftung.de

www.sparkassenstiftung.de

Sparkassen Finance Group

German Sparkassenstiftung

FOR INTERNATIONAL COOPERATION

German Sparkassenstiftung for International Cooperation

Firstname lastname
Phone +49 228 9703-xxxx
Fax +49 228 9703-xxxx
Firstname.lastname@sparkassenstiftung.de

Business Cards ↗

Firstname Lastname
Position

German Sparkassenstiftung

EASTERN AFRICA

Deutsche Sparkassenstiftung für internationale Kooperation e.V.
German Sparkassenstiftung for International CooperationRegional Office XXXXX:
Address line 1
Address line 2
Address line 3
Phone: +XX XXX XX XXX
Fax: +XX XXX XX XXX
E-Mail: Firstname.Lastname@sparkassenstiftung.de
www.sparkassenstiftung.de

[Ref]

Dear xx,

Text

5 March 2021

Best regards / Yours sincerely

i. A./i. V. Firstname Lastname
Title

Deutsche Sparkassenstiftung für internationale Kooperation e.V.
German Sparkassenstiftung for International Cooperation
Sparkassen-Finanzgruppe

Simrockstrasse 4
53113 Bonn
Germany
Phone +49 228 9703 - 0
Fax +49 228 9703 - 6630

office@sparkassenstiftung.de

P.O. Box 2762
53017 Bonn | Germany
IBAN:
DE 44 370501980031020126
BIC/SWIFT: COLSDE 33

www.sparkassenstiftung.de

Email Signatures ↗

Letter Templates ↗



The examples shown apply to all logo variants (both headoffice and project offices). All templates can be found in the [Corporate Identity Navigator ↗](#).



Introduction



Overview



1
Logo System



2
Naming Scheme



3
Colors



4
Typefaces



5
Key Visual



6
Icons



7
Imagery



8
File Formats



9
Contact

Logo System: Alternative Uses

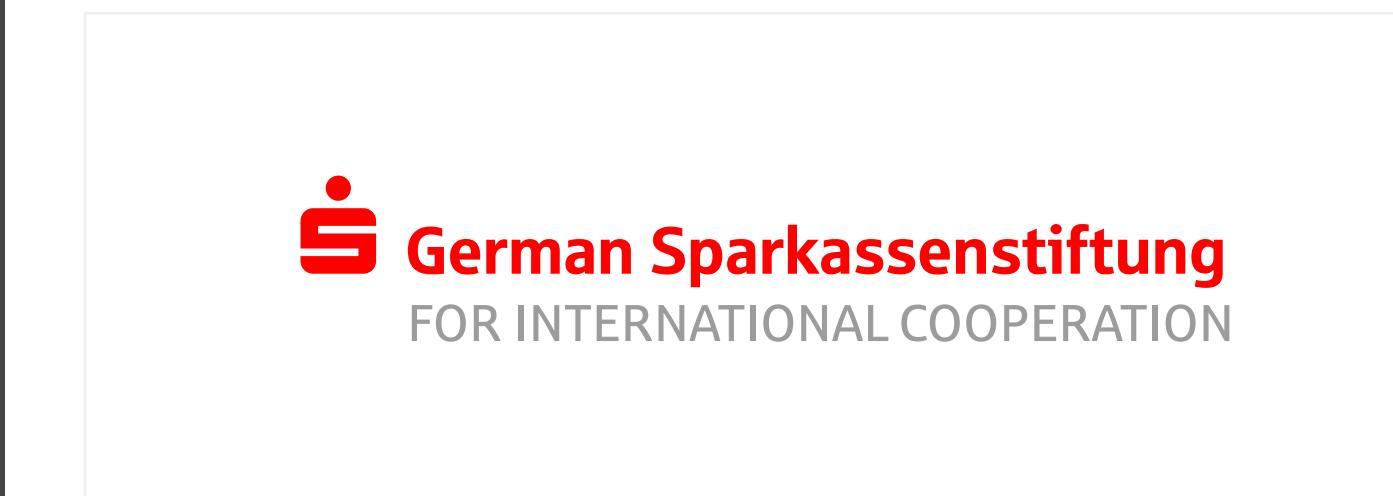
Go to logo folder on SharePoint ↗

- » Aside from the red and grey (standard) logo variant, we encourage the use of the white (negative) logo in situations in which it needs to be placed directly on colorful backgrounds and images.
- » Avoid using the standard logo variant with a white rectangular background whenever possible. If you have to, please mind the area of isolation mentioned under “Best Practices”
- » Do not change the colors of the logos! Either choose the standard or negative variant, depending on the use case.



Please only use the logo only on white, Sparkassen-red, grey or black backgrounds. Refer to the section “Colors” for the exact color definitions. While using our logo on top of images, make sure that the contrast is sufficient.

Examples for logo placement on flat backgrounds:



Examples for logo placement on images

Do:



Enough contrast, good legibility

Do not:



Not enough contrast, poor legibility



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Logo System: Co-Branding

See third party design guides and files on SharePoint ↗

- » Whenever multiple logos need to be used in conjunction with the logo of Deutsche Sparkassenstiftung, please stick to the following order from left to right (horizontal alignment) or top to bottom (vertical alignment):
- » Left/top: donors (such as BMZ, GIZ, or EBRD; should there be multiple, display them by financial contribution from highest to lowest or alphabetical order)
- » Middle: Deutsche Sparkassenstiftung
- » Right/bottom: local project partners (should there be multiple, sort them by importance or in alphabetical order)

! For more information on the usage of the BMZ logos, refer to the “Project-related PR” section in the [BMZ project manual ↗](#) and the [BMZ Design Guide ↗](#). Note that other restrictions may apply while using partner logos (e.g. allowed background colors).

Example vertical alignment:



Example horizontal alignment:





Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Naming Scheme

A consistent use of our brand name and its defined localizations – particularly in an international context – avoids confusion and improves recognition value.

Consequently, a comprehensive naming scheme for all possible scenarios is necessary.

The following pages serve to answer the most prominent questions about the written form of our full name, its abbreviation and use in official documents.



Using our full name in texts

- » The stylization of our logos differs from the ways our name is written in texts. In both the headoffice and project region logos, the second line is always capitalized. **This does not apply in texts!**
- » The correct capitalization of our name in texts is as follows:
 - » Headoffice (DE):
Deutsche Sparkassenstiftung für internationale Kooperation
 - » Headoffice (EN):
German Sparkassenstiftung for International Cooperation
 - » Headoffice (ES):
Sparkassenstiftung Alemana para la Cooperación Internacional
 - » Project Region (EN)
German Sparkassenstiftung Project Region
 - » Project Region (ES)
German Sparkassenstiftung Project Region

Example German text:

Wenn Sie einen Text über die Deutsche Sparkassenstiftung für internationale Kooperation e.V. (DSIK) schreiben, ist es wichtig, dass Sie den vollständigen Namen an den Anfang schreiben. Danach, entweder die Kurzform „Deutschen Sparkassenstiftung“ oder die Abkürzung „DSIK“ und der Rest darf weggelassen werden. In jeder Publikation muss der vollständige deutsche Name, zumindest im Impressum, einmal enthalten sein. Das “e.V.” bedeutet “eingetragener Verein” und ist eine deutsche Rechtsform, die in deutschen Texten mindestens einmal enthalten sein muss.

Example English text:

You can translate the German name into English: **German Sparkassenstiftung for International Cooperation (DSIK)**. Then use the short form **German Sparkassenstiftung** or the abbreviation **DSIK**, the rest can be omitted. The brand name “Sparkassenstiftung” shall not be translated. In every publication the full German name must be included, at least in the imprint. The “e.V.” in the German version means “registered association” but is only a German legal form, so it should not be added to the translated name.

Example Spanish text:

Puede traducir el nombre alemán al español: **Sparkassenstiftung Alemana para la Cooperación Internacional (DSIK)**. A continuación, siga utilizando la forma abreviada **Sparkassenstiftung Alemana** o la abreviatura **DSIK** en el resto del texto. La marca “Sparkassenstiftung” no debe traducirse. En todas las publicaciones debe incluirse el nombre completo en alemán, al menos en el pie de imprenta. El “e.V.” significa “asociación registrada” pero es sólo una forma jurídica alemana, por lo que no debe añadirse al nombre traducido.

Publications of the project offices:

Please use the short version with the designated project country or region. Start writing **German Sparkassenstiftung Project Region (DSIK)** as it is not necessary to mention the full name (only headoffice). Continue using the short form **German Sparkassenstiftung** or the abbreviation **DSIK**, the rest can be omitted.

! If you intend to translate our name into any other language than German, English or Spanish, you may only use it in brackets after mentioning one of the official translations, e.g. **German Sparkassenstiftung for international Cooperation (Fondation Allemande des Caisses d'Epargne pour la Coopération Internationale)**. This is the only situation in which “Sparkassen” may be translated. **Do not create logos using these unofficial translations!**

Shorts forms & abbreviations in texts

- » Do not us the old abbreviation “SBFIC” anywhere! It refers to “Savings Banks”, which is distinct from German Sparkassen
- » The new abbreviation DSIK can be used when necessary, e.g.:
 - » While registering project region domains (e.g. www.dsik-ea.org instead of www.sparkassenstiftung-easternafrica.org)
 - » While naming files
 - » In the context of donor guidelines, where abbreviations are needed
 - » For regularly used abbreviations (BMZ, GIZ, DSGV), see our [List of Abbreviations ↗](#).

!

DSIK (Deutsche Sparkassenstiftung für internationale Kooperation) is our official abbreviation in all languages, as well as all project offices!

Full name Headoffice

- » Deutsche Sparkassenstiftung für internationale Kooperation e.V.
- » German Sparkassenstiftung for International Cooperation
- » Sparkassenstiftung Alemana para la Cooperación Internacional

Short form Headoffice

- » Deutsche Sparkassenstiftung
- » German Sparkassenstiftung
- » Sparkassenstiftung Alemana

Full name project offices

- » German Sparkassenstiftung Project Country
- » German Sparkassenstiftung Project Region
- » Sparkassenstiftung Alemana Project Country
- » Sparkassenstiftung Alemana Project Region

Full name project offices

- » German Sparkassenstiftung
- » Sparkassenstiftung Alemana

DSIK



Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Legal Documents

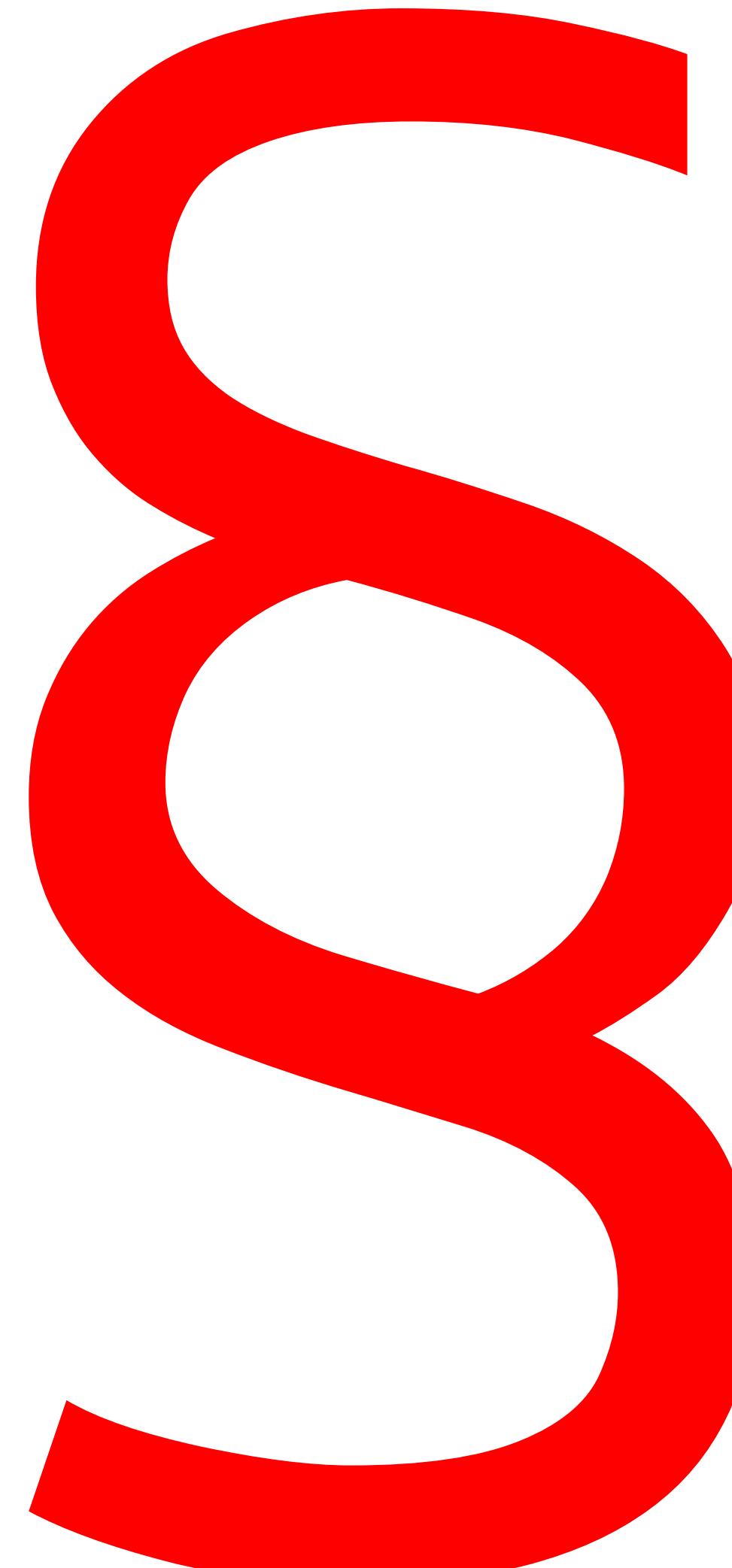
» As countries and regions are diverse, so are their courts and law. Therefore it is important to separate the written form of our new name in legal documents from all other publications and communication matters (as mentioned in the last pages).

» Whenever there is a local solution because of registrations or other legal reasons, it is not necessary to change anything.

» If up to now the German name was used for legal documents, then from now on the new German name (Deutsche Sparkassenstiftung für internationale Kooperation e.V.) should be used.



Please confirm each individual case with the respective project manager.





Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Colors

Legal battles have been fought over brand colors for a reason: they evoke a strong sense of recognition, even when no other design elements are around.

On the following pages, you will find our color definitions for digital (RGB) and print (CMYK) media, as well as a spectrum of additional colors for in infographics, statistics and other miscellaneous graphics.



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



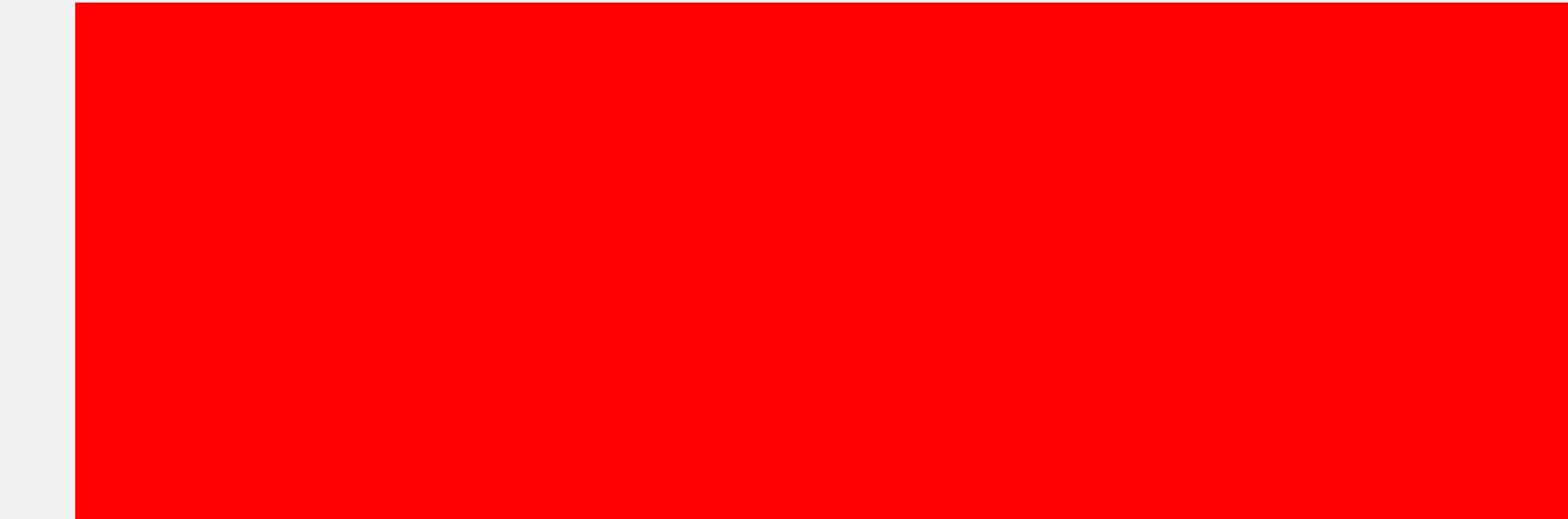
File Formats



Contact

Colors: Corporate Branding

- » German Sparkassenstiftung relies on **Sparkasse Red** as its main corporate color. It creates a strong connection to our brand, and by extension, to the Sparkassen.
- » Besides black and white, our specific light and dark greys contribute necessary contrasts.
- » RGB, CMYK, Pantone, HKS, 3M Scotchcal, MACTAC, NCS and RAL are different color systems. For more information about the most common ones (RGB and CMYK), read the section “File Formats”.



Sparkasse Red

Print

CMYK	0/100/100/0
------	-------------

Display

RGB	255/0/0
-----	---------

Hexadecimal	# FF0000
-------------	----------

Other Systems:

HKS	13
Pantone	1788
3M Scotchcal	SC 100-368
MACTAC	9859-10
RAL	Verkehrsrot 3020
NCS	# FF0000

White

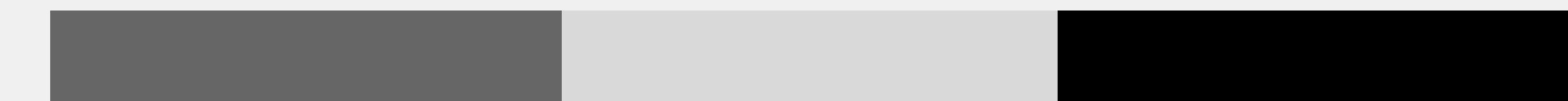
Print

CMYK	0/0/0/0
------	---------

Display

RGB	255/255/255
-----	-------------

Hexadecimal	# FFFFFF
-------------	----------



Dark Grey

Print

CMYK	0/0/0/75
------	----------

Display

RGB	102/102/102
-----	-------------

Hexadecimal	# 666666
-------------	----------

Light Grey

Print

CMYK	0/0/0/20
------	----------

Display

RGB	217/217/217
-----	-------------

Hexadecimal	# D9D9D9
-------------	----------

Black

Print

CMYK	0/0/0/100
------	-----------

Display

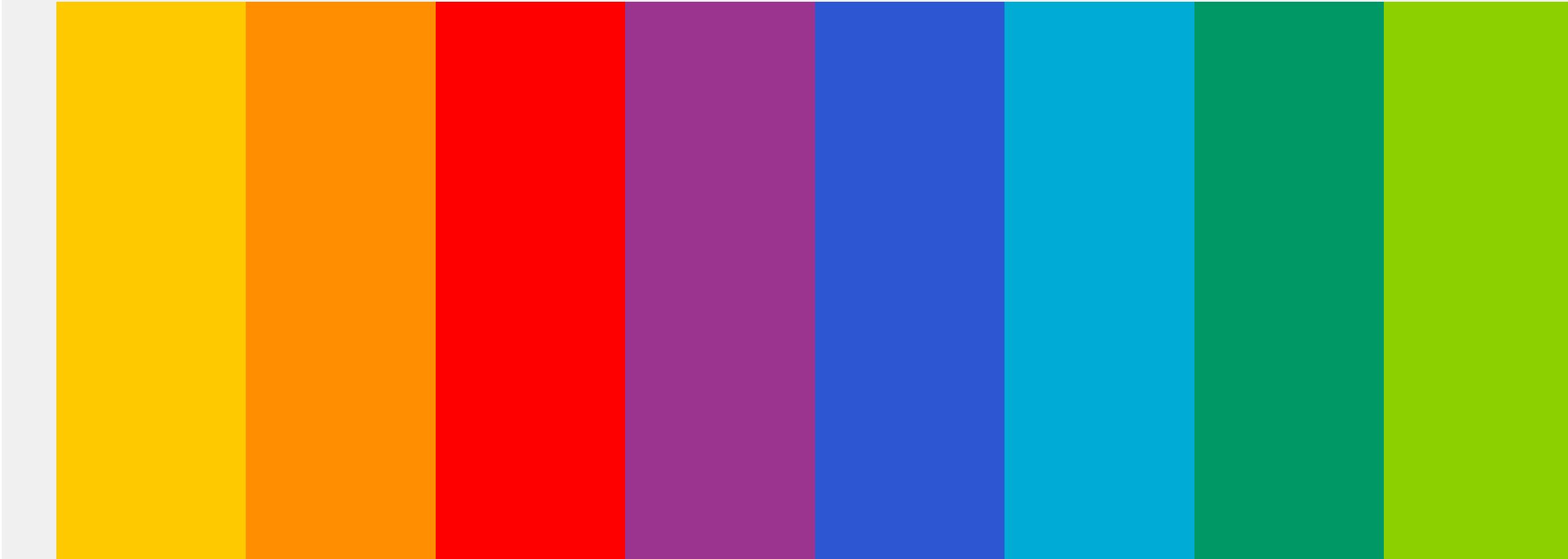
RGB	0/0/0
-----	-------

Hexadecimal	# 000000
-------------	----------

Colors: Supplementary Palette

- » The supplementary color palette should only be utilized if the use of additional colors is unavoidable.
- » These colors should be used as sparingly as possible, and never as a flat colors for large areas such as backgrounds.
- » The optimal use case includes marking and labeling in graphics and diagramms.
- » Some exceptions apply. As a general rule, avoid any large scale use of these color in any material that represent German Sparkassenstiftung or its projects directly; a flat use in some of our products (such as our Business Games) is therefore possible.

**Sparkassen-Red was included for the sake of completeness.*



Yellow	Orange	Red*	Purple	Dark Blue	Light Blue	Dark Green	Light Green
Print							
HKS 4	HKS 6	HKS 13	HKS 29	HKS 43	HKS 47	HKS 54	HKS 67
C 0	C 0	C 0	C 50	C 100	C 100	C 100	C 60
M 20	M 45	M 100	M 100	M 70	M 0	M 0	M 0
Y 100	Y 100	Y 100	Y 0	Y 0	Y 0	Y 80	Y 95
K 0	K 0	K 0	K 0	K 0	K 0	K 0	K 0
Display							
R 255	R 255	R 255	R 155	R 44	R 0	R 0	R 140
G 201	G 143	G 0	G 52	G 87	G 172	G 152	G 208
B 0	B 0	B 0	B 142	B 210	B 211	B 100	B 0
Hexadecimal							
# FFC900	# FF8F00	# FF0000	# 9B348E	# 2C57D2	# 00ACD3	# 009864	# 8CD000



Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Typefaces

See files on SharePoint ↗

An essential part of any brand is its family of unique typefaces (fonts) that create subtle, but impactful associations with the brand.

While typographic details are sometimes hard to distinguish for the untrained eye, the overall feel of a typeface unmistakably evokes feelings. For example, a font can seem “professional”, “friendly”, or “neutral”.

Aside from the emotional component, different typefaces are functionally suitable for different purposes. Long body texts have different requirements regarding legibility than headlines or footnotes.

The following section introduces the typefaces of German Sparkassenstiftung and their recommended use.



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Typefaces

Go to font files on SharePoint ↗

- » The Sparkassen font family offers a variety of typefaces suitable for both digital and analog use.
- » For headlines, please use Sparkasse Head.
- » For subheadlines, we recommend Sparkasse Light.
- » For body text, use Sparkasse Regular. While accentuating, use Sparkasse Bold.
- » For direct quotes, use Sparkasse Regular Italic.
- » Usually, devices issued by the IT department of German Sparkassenstiftung come with our fonts preinstalled. Please check your settings font setting in every program that uses fonts. If in doubt, we recommend that you simply download and install the complete font package found [here ↗](#).

Sparkasse Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?:;€\$@*#ß%&()“,

Sparkasse Regular Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?:;€\$@*#ß%&()“,

Sparkasse Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?:;€\$@*#ß%&()“,

Sparkasse Bold Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?:;€\$@*#ß%&()“,

Sparkasse Head

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?:;€\$@*#ß%&()“,

Sparkasse Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?:;€\$@*#ß%&()“,

Sparkasse Light Italic

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
123456789.!?:;€\$@*#ß%&()“,



Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Typefaces: Webfonts

Go to web font guide on SharePoint ↗

» Our fonts are also available as a web font package for use on websites or other web-based products. Their implementation is detailed here.

» As a fallback (or in any other situation where the use of the Sparkassen font family is not possible due to technical reasons, such as in emails), Arial is the font of choice.



Please note that the use of Arial should only be a last resort (except in emails)!



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Key Visual

[See files on SharePoint ↗](#)

Violet cows, pink bunnies and pale bulbous humanoids: while these depictions are not part of any logo, they are strongly tied to their respective brands. So much so, that even a vague description is sufficient to identify the brand.

Key visuals intensify the recognition value of a brand through their repeated use in adequate situations. And in cases such as German Spar-kassenstiftung, they also have a direct visual correlation to the work and values of the company.

The following section details the recommended use cases of our key visual.



Introduction



Overview



1

Logo System



2

Naming Scheme



3

Colors



4

Typefaces



5

Key Visual



6

Icons



7

Imagery



8

File Formats



9

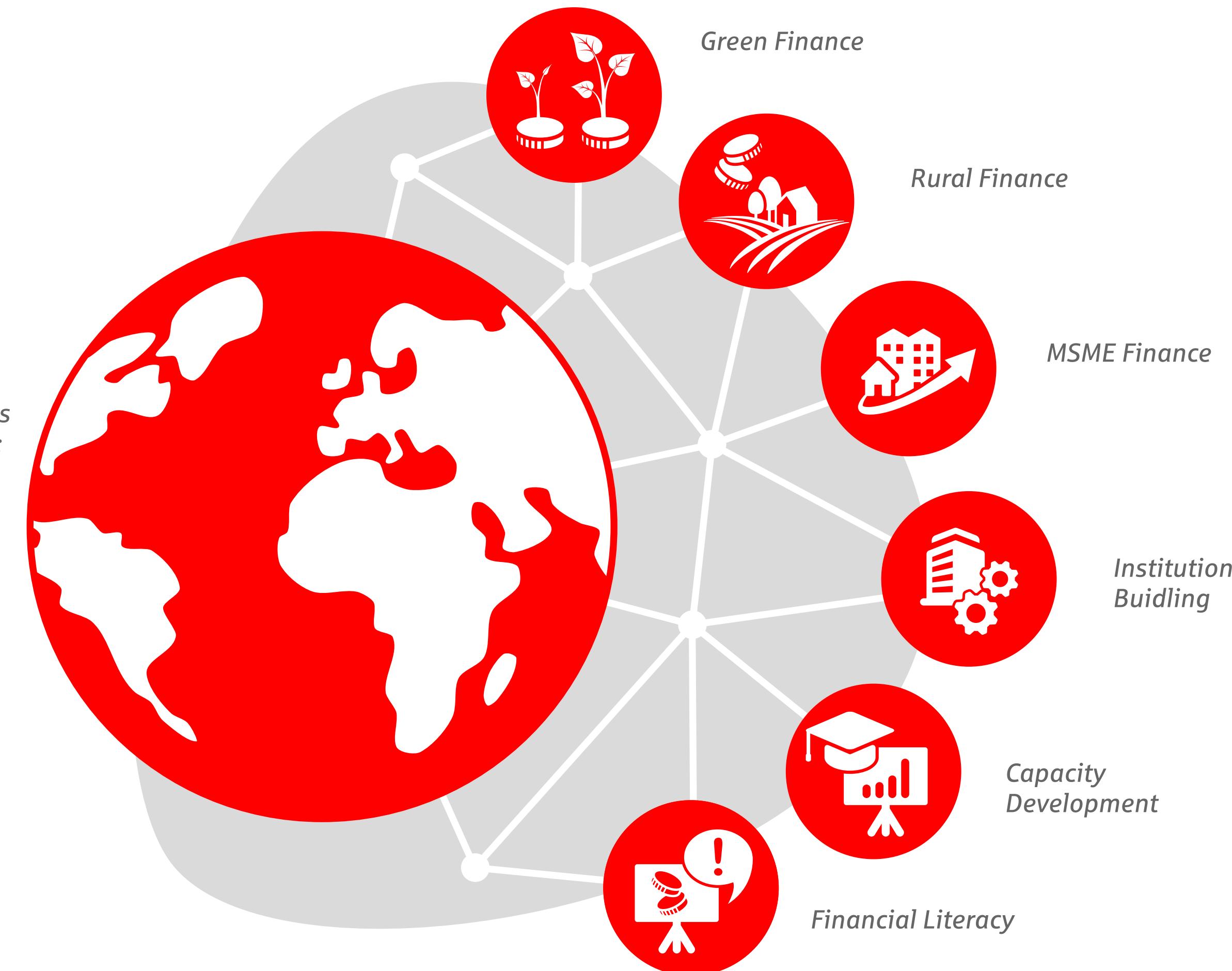
Contact

Key Visual

Go to Key Visual files on SharePoint ↗

- » Our key visual is not a part of or a replacement for our logo. Instead, it serves as an additional graphic element.
- » It is most suitable for the following use cases: covers of publications such as reports and flyers, a component of hero images (large banner images on websites), as well as presentations.
- » As it is not a part of our logo, but an optional graphical element, it should never be placed directly next to our logo to avoid confusion.
- » It can be used on both white and red backgrounds.
- » Please do not add, remove or change any of its elements.

The six icons visualize our core topics:





Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Key Visual: Examples

Go to Key Visual files on SharePoint ↗

- » The Key Visual can be used as an additional graphic element, for example on the following materials:
- » Cover of print publications, such as annual reports
- » Cover of flyers
- » Presentations
- » Roll-ups
- » Event materials (e.g. convention stands)

The image shows a presentation slide for the German Sparkassenstiftung. At the top, the logo and name are displayed: "German Sparkassenstiftung FOR INTERNATIONAL COOPERATION". Below this, the text reads: "Sparkassen and development cooperation: A success model goes global". The central graphic is a globe with various red circular icons representing different sectors like agriculture, industry, and education, connected by a network of lines. At the bottom, there is a red box containing the text: "Think globally, act locally, cooperate internationally" followed by a detailed paragraph about the mission of the organization.

[Flyers ↗](#)

This is the template (aspect ratio 4:3) to be used with our logo only!

If you want to insert a partner logo, please use another template!

German Sparkassenstiftung
FOR INTERNATIONAL COOPERATION



[Presentation template ↗](#)



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Icons

[See all icons on SharePoint ↗](#)

Through their resemblance to physical objects, icons can convey both literal or figurative meaning in a concise and efficient manner.

As opposed to images, their use is much more versatile, visually clear, and less ambiguous.

Two sets of custom icons are currently available. One is used exclusively for the visual representation of our core topics – the other conveys more general and functional concepts.

On the following pages, you can find an overview of our icons and as well as their intended meaning. Please read the next pages carefully before using any of the icons to ensure consistency across all usage scenarios.



Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Icons: Core Topics

Go to core topics icons on SharePoint ↗

» This set of six icons must only be used in the context of a specific core topic. They should therefore never be used to convey any other meaning or function.

» Please note: as opposed to the previously used icons of Sparkassen-Finanzgruppe, these icons were specifically created for German Sparkassenstiftung. We therefore own the unlimited usage rights.

» If you are unsure which file format is most suitable for your specific use case, please refer to the “File Formats” section on page 33.



Capacity
Development



Financial Literacy



Rural Finance



Green Finance



MSME Finance



Institution
Building



Introduction



Overview



1

Logo System



2

Naming Scheme



3

Colors



4

Typefaces



5

Key Visual



6

Icons



7

Imagery



8

File Formats



9

Contact

Icons: Functional

Go to functional icons on SharePoint ↗

- » This larger set of icons can be used for general and functional purposes.
- » Please use them in contexts that are as close as possible to their originally defined functions and meanings. Their original meaning can be found both in this overview as well as the file name of each respective file.



Acquisition



Business Games



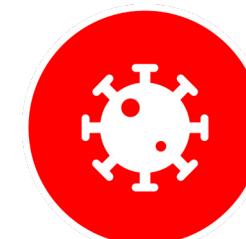
Business Trips



Contact



Cooperation



Covid



Digitalization



Document



Event



Foreign Assignment



Goal



Human Resources



Innovation



IT Department



Knowledge Management



Megaphone



Microphone



Office Building



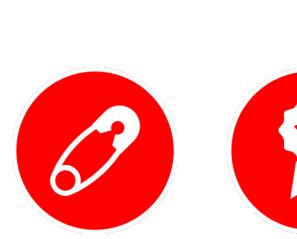
Partnership



Project Office



Public Relations



Quality Management



Revenue

Savings Mobilization">

Last updated:
12.03.2021



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Imagery

[Go to image archive on SharePoint ↗](#)

A picture is worth a thousand words and as such, the choice of imagery should be treated with utmost care.

Images can convey authenticity and depict our core corporate values, just as much as they can cause confusion and misunderstanding if chosen incorrectly.

A uniform imagery enhances the brand recognition value of German Sparkassenstiftung and sets a clear mood and motivation for our work.

While choosing images for print or digital publication, please adhere to the guidelines in this section.



Introduction



Overview



Logo System



Naming Scheme



Colors



Typefaces



Key Visual



Icons



Imagery



File Formats



Contact

Imagery Guidelines

Go to image archive on Sharepoint ↗

- » Choose colorful and positive images.
- » Choose images that show active people; e.g. while working, learning, collaborating and interacting socially.
- » Choose images that show a diverse cast of people.
- » Show beneficiaries and partners as equals.
- » Avoid stock photos as much as possible
- » Avoid stereotypes and clichées.
- » Do not use images of children.
Exception: the context specifically calls for it (e.g. projects conducted in schools, World Savings Day)
- » A wide selection of our own images (with unlimited usage rights) can be found on the [SharePoint Publications page](#) ↗





Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

File Formats

If you are mindly overwhelmed by the sheer number of competing file formats of our design elements, this section is for you. Do not worry: we all need a tiny nudge in the right direction sometimes.

In addition to a short explanation about commonly used file formats, it also aims to clear up a few basic distinctions between color models (CMYK and RGB) as well as digital image formats (vector and raster images).

File Formats

- » Before we get into more detail about the most commonly used file formats, let us mention a few basic distinctions.
- » CMYK vs. RGB:
These abbreviations describe two opposing color systems.
- » CMYK stands for cyan, magenta, yellow and key (a.k.a. black) and describes the physical pigments used in printing. Any file (or files in a folder) containing CMYK in its name is suited for use in print.
- » RGB stands for red, green and blue and describes the light emitted from each subpixel in a screen. The mixture of these three light colors create the illusion of many more colors in the human eye. Any file (or files in a folder) containing RGB in its name is suited for use in digital media.
- » Vector vs. Raster graphics:
Vector graphic formats such as .svg or .eps are a mathematical description of the precise shape of a graphic. Any vector file can be scaled indefinitely without loss of quality. Our logos, icons and key visual are available as vectors for this reason. Vector formats are optimal for any graphic consisting of clearly definable shapes, but are unusable for photos. Also: every font that you have ever used on a computer is comprised of vector graphics. ;-)
- » Raster graphic formats such as .jpg or .png contain color information of every single pixel in the image, and therefore have a finite resolution – which is why digital pictures inevitably become blurry (or “pixelated”) when they are enlarged beyond a certain point, depending on their quality. Raster formats are great for photos, less so for graphics.
- » Most of our design elements are available in multiple file formats either suited for printing (CMYK) or digital media (RGB). Please pay attention to their file and/or folder name!
- » .pdf:
Support multiple pages, and may be used for either print or digital use as noted in the name of each individual file. Also may contain both vector and raster graphics.
- » .ai:
Adobe Illustrator file. Professional use only.
- » .psd:
Adobe Photoshop file. Professional use only.
- » .indd:
Adobe InDesign file. Professional use only.
- » .svg
Vector file format. Only suitable for digital media.
- » .eps:
Vector file format. Only suitable for print media.



Introduction



Overview

1

Logo System

2

Naming Scheme

3

Colors

4

Typefaces

5

Key Visual

6

Icons

7

Imagery

8

File Formats

9

Contact

Contact

See Corporate Identity page on Sharepoint ↗

You have questions or feedback regarding our design guidelines? Feel free to let us know!

**Behin Minaei***Designer / Press and PR*

- 📍 Head Office Bonn
- ✉️ Behin.Minaei@sparkassenstiftung.de
- 📞 +49 228 | 9703-66XX

[Email ↗](#)**Jennifer Berbür***PR Manager*

- 📍 Head Office Bonn
- ✉️ Jennifer.Berbür@sparkassenstiftung.de
- 📞 +49 228 | 9703-66XX

[Email ↗](#)**Christina Heuft***Head of Press and PR*

- 📍 Head Office Bonn
- ✉️ Christina.Heuft@sparkassenstiftung.de
- 📞 +49 228 | 9703-66XX

[Email ↗](#)