



Brand Guide

Corporate Identity für Florian Ziesche & Produkte

Übersicht

Diese Corporate Identity gilt für alle Marken und Produkte unter dem Dach von Florian Ziesche. Das einheitliche Design schafft Wiedererkennung und Vertrauen.



Personal Brand



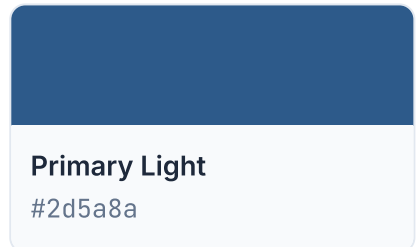
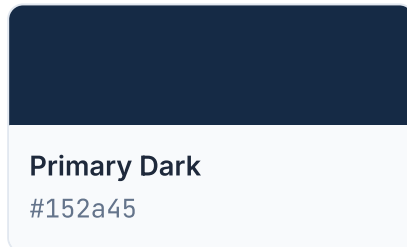
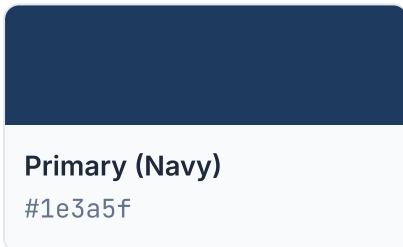
CNC Planner Pro



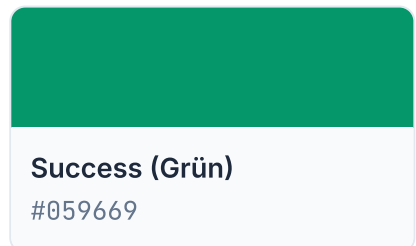
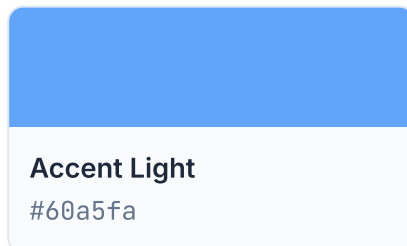
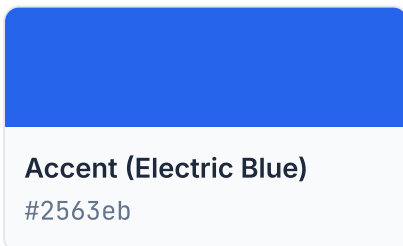
Legal Tech AI

Farbpalette

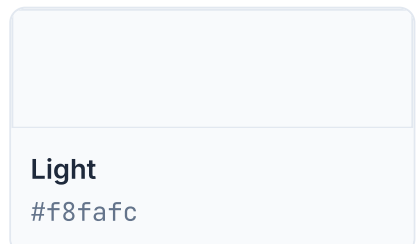
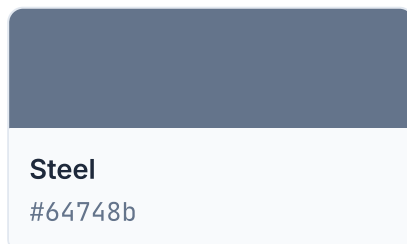
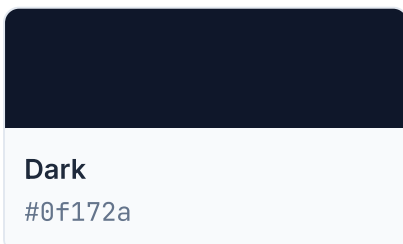
Primärfarben



Akzent & Status



Neutrale Farben



Typografie

Logo-Schrift

Space Grotesk

Für Logo-Initialen (FZ, CP, LT). Geometrisch, tech-forward, excellent lesbar.

Body-Schrift

Inter

Für alle anderen Texte. Modern, neutral, optimiert für Screens.

Typografie-Hierarchie

Element	Font	Gewicht	Größe
H1 Headline	Inter	800 (ExtraBold)	2.5rem / 40px
H2 Section	Inter	700 (Bold)	1.75rem / 28px
H3 Subsection	Inter	600 (SemiBold)	1.25rem / 20px
Body	Inter	400 (Regular)	1rem / 16px
Small	Inter	400 (Regular)	0.875rem / 14px

Logo-System

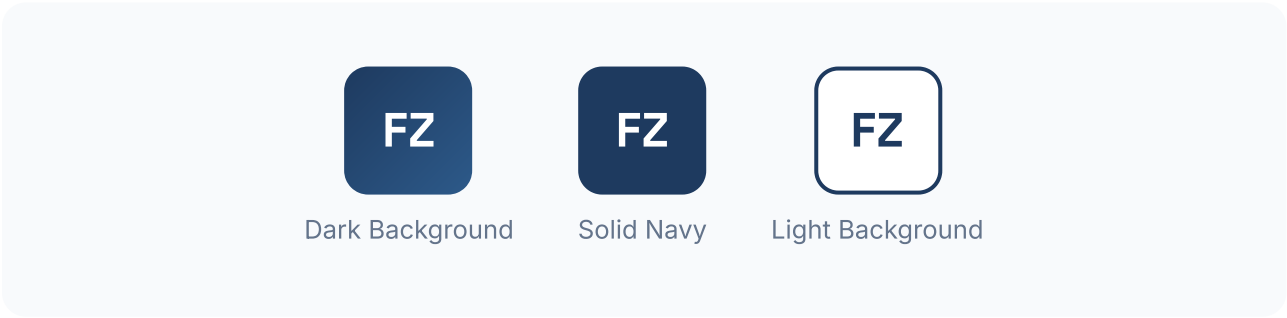
Konstruktion

Logo-Aufbau: Quadratische Box mit 2-Buchstaben-Initialen + Markenname
Gradient: linear-gradient(135deg, #1e3a5f, #2d5a8a)
Border-Radius: 20% der Box-Größe

Varianten & Größen

Kontext	Box-Größe	Border-Radius	Font-Size
Hero / Header	80px	16px	2rem
Navigation	36-48px	8-10px	1-1.25rem
Favicon	32px	6px	0.9rem
Email Signatur	40px	8px	1rem

Logo-Anwendungen



Implementation

CSS Variables

```
/* Brand Colors */ :root { --primary: #1e3a5f; --primary-dark: #152a45; --primary-light: #2d5a8a; --accent: #2563eb; --accent-light: #60a5fa; --success: #059669; --dark: #0f172a; --light: #f8fafc; }
```

Font Import

```
/* Google Fonts */ @import url('https://fonts.googleapis.com/css?family=Inter:wght@400;500;600;700;800&family=Space+Grotesk:wght@600;700&display=swap');  
/* Logo */ .logo-text { font-family: 'Space Grotesk', sans-serif; font-weight: 700; }  
/* Body */ body { font-family: 'Inter', -apple-system, sans-serif; }
```

Logo Box Component

```
.logo-box { background: linear-gradient(135deg, var(--primary), var(--primary-light)); border-radius: 20%; color: white; font-family: 'Space Grotesk', sans-serif; font-weight: 700; display: flex; align-items: center; justify-content: center; }
```

Kontakt

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Dateien:

- BRAND-GUIDE.md — Markdown-Dokumentation
- corporate-identity-mockup.html — Interaktive Vorschau
- /concepts/ — Archivierte Entwürfe