

inno.space

DESIGN FACTORY MANNHEIM

- visual identity
- guidelines and material
- 2020



about inno.space



Located at Hochschule Mannheim – University for Applied Sciences of Mannheim –, provides the environment for passion-based learning, co-creation across silos and industrial cooperation. It facilitates teamwork, making, prototyping, and digital fabrication in an inspiring and open atmosphere.

We work with partners from corporate organizations to develop projects that address real-world challenges. We support various educational concepts that foster innovation and entrepreneurship. The activities offered have the goal to unleash the creative potential of our students and educate them to creative future makers as well as leaders in entrepreneurial settings or in start-ups.

You can find students, researchers, entrepreneurs, mentors and business practitioners that together create a new disruptive educational culture and new opportunities to solve complex problems.



01.

Logo

Inno.space is part of Hochschule Mannheim, therefore the communication should be done together with HSMA logo.

Inno.space logo have got two versions:

- Main Logo
- Secondary Logo

Logo Proportions an alignment

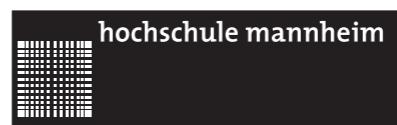
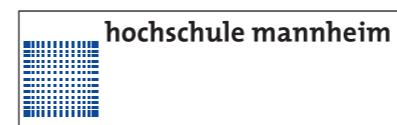


Secondary Logo

To use for social media and special cases, where is required the logo too small



We must use the logo of HSMA, to communicate that we are part of the university.





02. Fonts

Fonts are something that help to keep a standardization of the visual identity. Since we have merchandising material and other things that we give to people for free we also need to make sure that the fonts are free.

The fonts that we are using:

- Impact, for Logo
- Ubuntu light, for text (printdokument)
- Ubuntu regular, for text (presentation or online)
- Ubuntu bold, for title
- Ubuntu mono for specials

Make sure to install this fonts on your computer and always save and send PDF files.

For different communication materials we use handwritten fonts, like you can see bellow on the posters page.

Here is the link for download Ubuntu for free:
<https://ubuntu.com/#download>

Impact

The Typo from the Logo

Impact – The Typo from the Logo

A B C D E F G H I J 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 j k l m n o p q r s t u v w x y z

Ubuntu Light

for text in Print

Ubuntu Light

A B C D E F G H I J 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 j k l m n o p q r s t u v w x y z

Ubuntu Regular

for text in presentations or online

Ubuntu Regular

A B C D E F G H I J 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 j k l m n o p q r s t u v w x y z

Ubuntu Bold

for titles

Ubuntu Bold

A B C D E F G H I J 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 j k l m n o p q r s t u v w x y z

Ubuntu Mono

for specials

Ubuntu Mono bold

A B C D E F G H I J 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 j k l m n o p q r s t u v w x y z





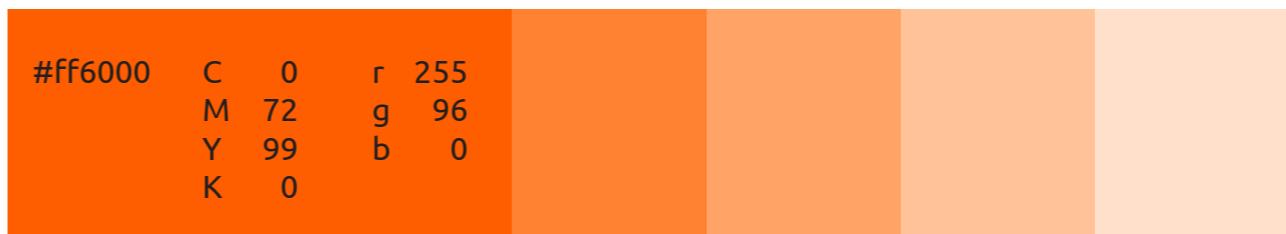
03. Colors

The colours you can apply on backgrounds, texts, text boxes, etc. For inno.space we play a lot with transparencies, so they can be used with or without, depending how and where you are applying them.

For different communication materials (e.g. event posters, etc.) you can use different colours as long as you use the main one (orange and the logo).

Main Colors

orange and black



Sub Colors

blue



Colors in context

with black and white background





04. pictures

Good pictures are a very important part of inno.space identity.

They show to the others that inno.space is made out of real people and real projects. In the next pages you will see the different possibilities to apply the pictures on the different contexts.

Something that can also be done with the pictures is making them: Orange or Blue pictures with hard contrast, like you will see on the posters.

Colorful pictures

- High contrast
- Strong colours





05. letter

For sending a letter from
inno.space to someone
you must open the word
template:
"official letters_innospace"

Word template

- Edit file
- Save with another name
- Print





06. business card

Inno.space have its own staff and in order to communicate even more strongly we created our business cards.

We propose one version, always with inno.space contacts and the logo. Since inno.space staff is always moving and growing each of us personalizes his own cards (this means that each of us writes down the contact)

Business card

- Size: 85mmx55mm
- Printing: Moo
(<https://www.moo.com/de/products/luxembourg/business-cards.html>)



07. layout for presentation

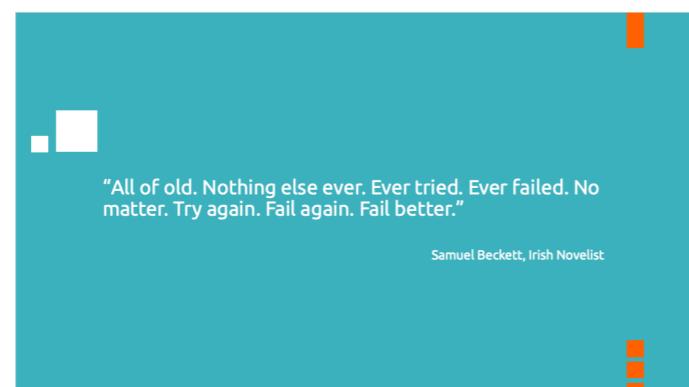
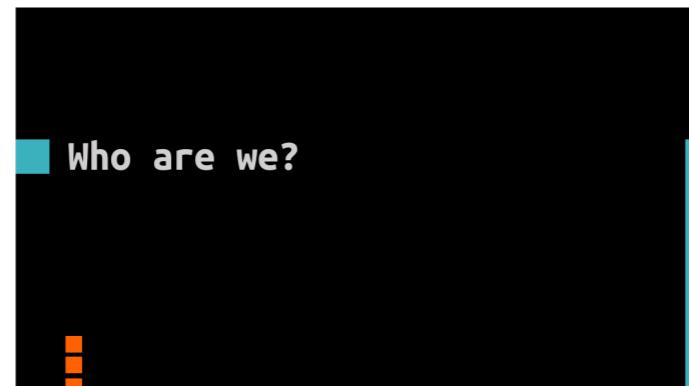
At inno.space we always need to share information with students, guests, companies, etc.

Therefore we have one template made with powerpoint with different types of slides that everyone can use and adapt/add their own content.



Power Point Presentation

Please check the file under the name:
[presentations](#)
[template_inno.space.potx](#)



What is inno.space?

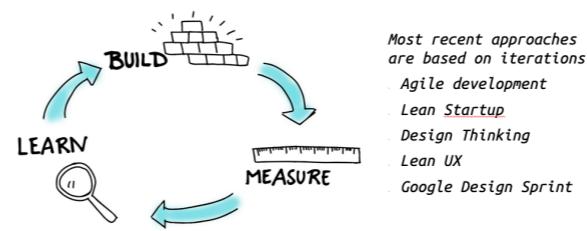
- Passion-based learning programs
- Innovation platform of the University of Applied Sciences Mannheim
- Bridging the silos between academia and industry

Our facilities

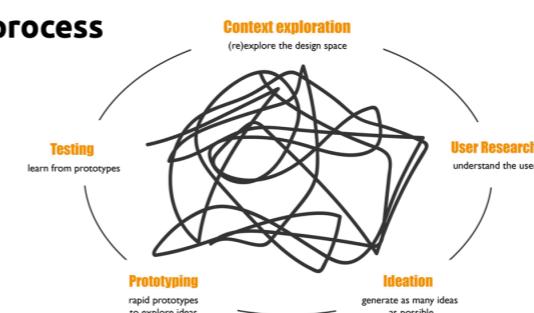
- "Room for innovation" equipped with all the materials from machinery to white boards
- Low-Fidelity Prototyping area
- Machinery room with Laser Cutter, 3D Printer and Soldering equipment
- Flexible area with tables for students to work
- Informal meetings at the couch



Learning through iterations



Our process



Our Team

- Prof. Kirstin Kohler, Professor of Computer Science, Coordinator of inno.space and coach
- Prof. Dr. Peter Kaiser, Professor of Computer Science, Coach
- Catarina Batista, Program Coordinator and coach
- Damian Wrobel, Prototyping Enthusiast and maker

"Ground Rules"

- Be present
- Engage with us and between each other
- Adopt a beginner's mindset
- Trust the process
- Have fun!

What you can expect

- Have a better understanding about the role of prototyping in the innovation process;
- Understanding how to use prototyping as a tool to learn and iterate;
- Build the first version of your Minimum Loveable Prototype;
- How to take the learnings and proceed from here.





08. communication material

Since inno.space is always having different activities, we created communication material in order to spread the word about who we are and what we do.

Flyer 2020

with contacts and information about programs and events



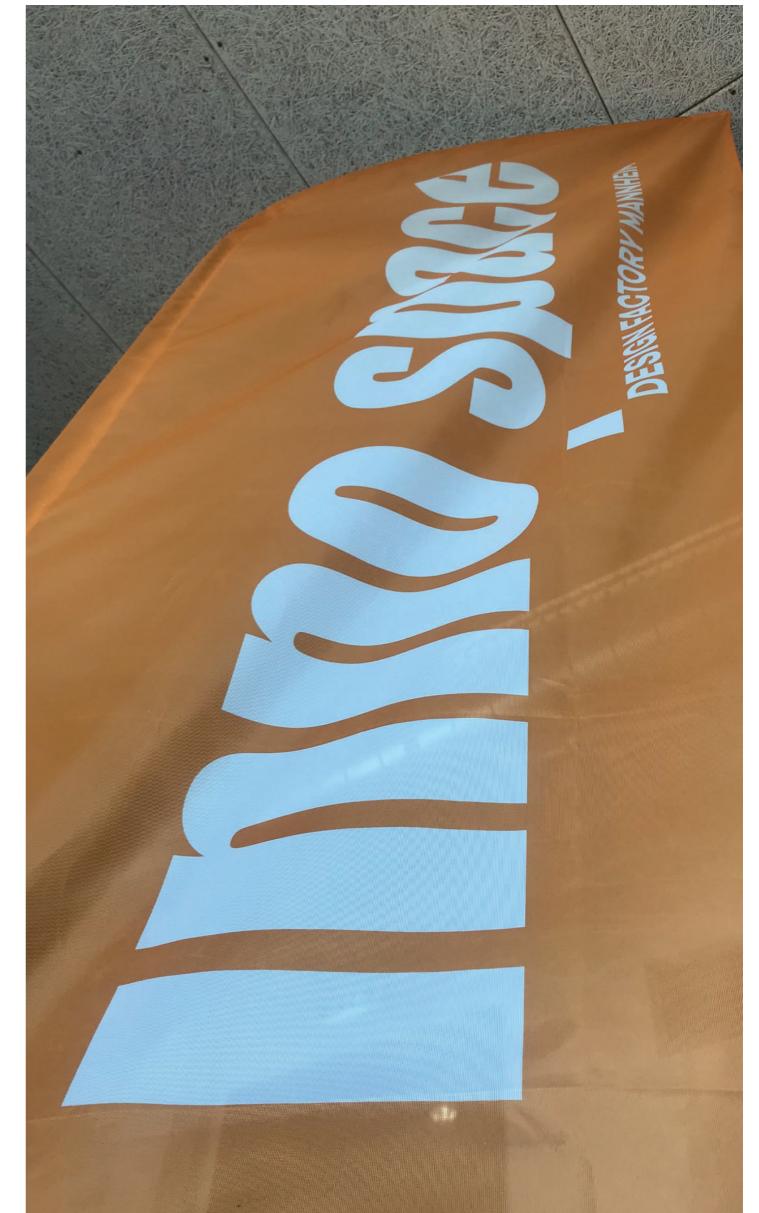
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Roll up and Flag

The purpose of roll up and flag is to have it on booths to communicate inno.space.

Both printed at flyeralarm, to do new roll ups or flags you just need to follow the specifications they ask for.





08. communication material

Since inno.space is always having different activities, we created communication material in order to spread the word about who we are and what we do.

Posters 2020

The purpose of posters, is to have something catchy to make you curious about inno.space, thorough telling what is our spirit and how we work at inno.space.

We have two lines on the posters. Both have a „call“ to the viewer.





09. merchandising

inno.space is a place that besides hosting education programs host and participate in events.

We start developing merchandising material, that can be either to promote us and to offer on the different events that we host or participate.

T-Shirts and Hoodies

for inno.space inhabitants use.
Files are on the merchandising folder.
Printed at print concept mannheim

Prototype mode



design thinking • hs mannheim

@inno.space





09. merchandising

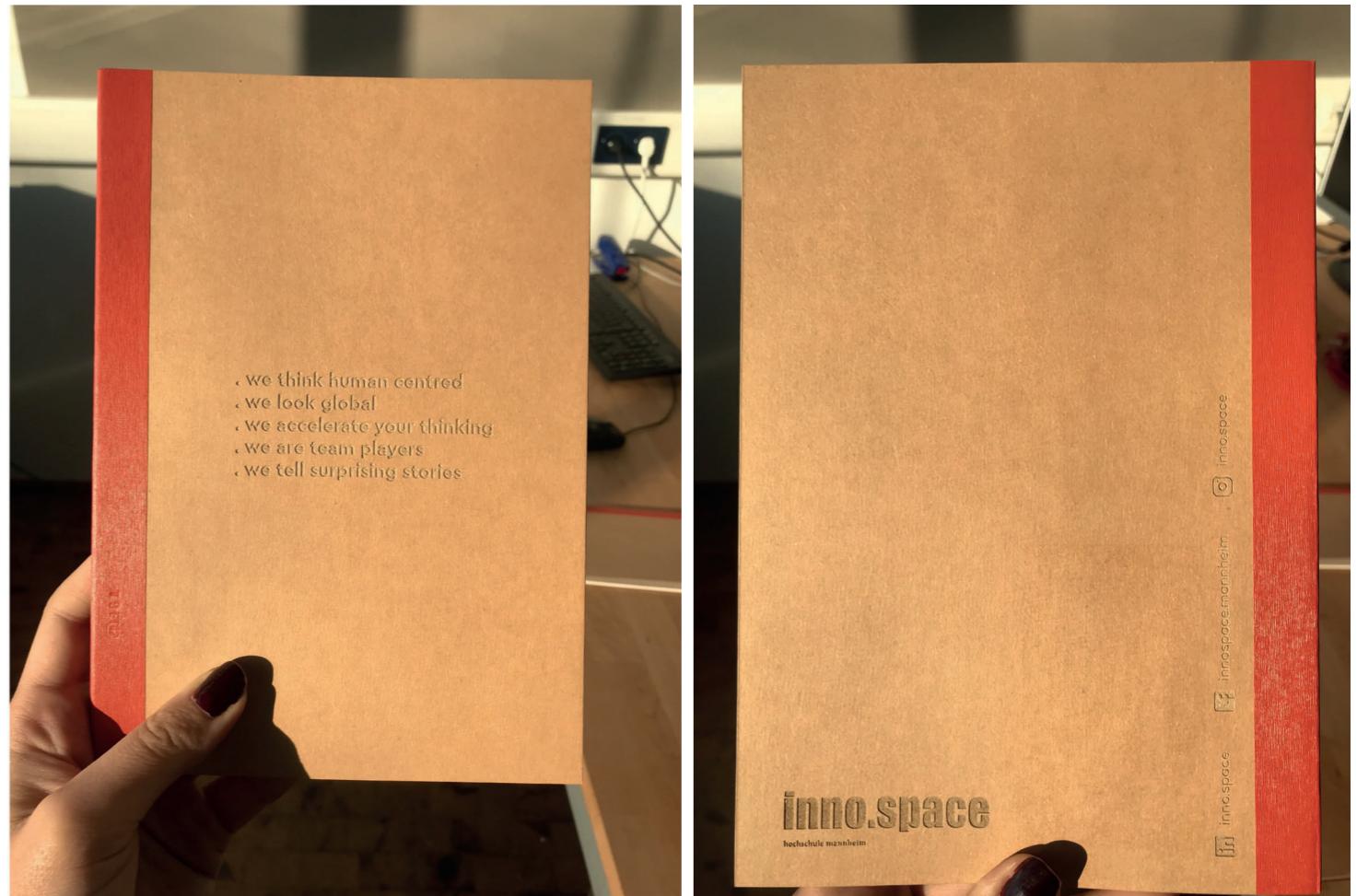
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Notebooks

front cover - sentences about our spirit
back cover - logo and contacts

Files are on the merchandising folder.
MUJI notebooks engraved with the laser cutter





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Totebags

To print we had to mention the Pantone Colour Solid: 151 C
Files are on the merchandising folder.

in design
thinking
wrong is
right

inno.space
DESIGN FACTORY MANNHEIM



Pencils

Carpenter Pencils to create a connection to the maker space

