



# Springer Corporate Design Guidelines

As of July 2014

[springer.com](http://springer.com)

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**Templates for  
Implementation**

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All important resources, e.g. design guidelines, office documents, templates for presentations and logos can be found on Lounge.

**Design Guidelines****Logos in Different Forms and Versions****Email Signature Templates****PowerPoint Templates****Letterhead Templates for Different Locations****Fax Templates****Memo Templates**

[SpringerLounge](#) -> [Springer Group](#)

-> [Corporate Design / Corporate Identity](#)

**Contact**

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**For further inquiries concerning corporate design guidelines**

Springer Science+Business Media

Eric Merkel-Sobotta

Corporate Communications

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fax +49 30 82787 - 5707

[corporate-communications@springer.com](mailto:corporate-communications@springer.com)

## Logo Family

## Publishing Brands with Springer in the name



## Publishing Brands without Springer in the name



## Logo Measures

are always related to the main part of the Springer logo throughout the document.



Brand extensions will follow the Springer corporate master brand.

## Logos

Please note that all logos have been updated. Prior artwork should not be used.

You can access updated artwork at [SpringerLounge](#) → [Springer Group](#) → [Corporate Design / Corporate Identity](#)

## Written usage

In texts Springer or Springer Extension is used. The elements Springer Extension are capitalized. There is a **space** after the word Springer (e.g. Springer Gabler).

**Logo Family**

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eProducts with Springer in the name



eProduct brand extensions will follow the Springer corporate master brand.

**Logos**

Please note that all logos have been updated. Prior artwork should not be used. You can access updated artwork at [SpringerLounge](#) → [Springer Group](#) → [Corporate Design / Corporate Identity](#)

**Written usage**

In texts the full eProduct brand name is used. The elements Springer and eProduct brand extensions are capitalized. There is **no space** after the word Springer (e.g. SpringerMaterials).

**Logo**  
2-color

Against a white background, the logo is used in two colors, positive:

- Blue (Pantone 289)
- Orange (Pantone 158).

**Logo**  
1-color

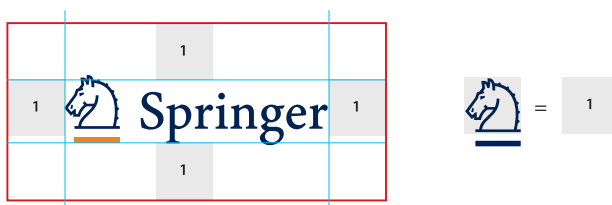
Against light colored backgrounds, for laser print-outs, b/w advertisements, gravures, and other single-color applications, the logo is used in 100% dark blue (Pantone 289) or black.

**Logo**  
White negative

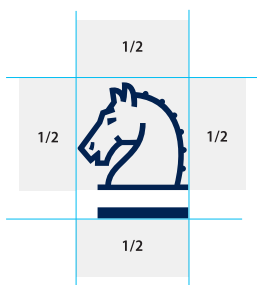
Against dark backgrounds, the logo is used in white with no box.

**Logo**  
Against gray background

The logo can also appear on a light gray background. However, the shade should not exceed 7% black or 7% Pantone 289 (dark blue).

**Safe Area**  
Springer logo

The red line shows the minimum space to be kept between the logo and the surrounding elements. The minimum spacing on all sides matches that of the Springer chess piece (shown in gray).

**Safe Area**  
Springer chess piece

The corporate chess piece is used without the Springer name on the spines of books and some give-aways.

In other cases, it may be used without the Springer name with discretion and following some basic guidelines.

- It should always appear in its entirety, and the head must always be pointing to the left.
- The chess piece should only appear in the corporate primary colors or in black.
- It may be used white reversed out of calm colored (or gray/black) backgrounds.
- If used as a watermark it should be set at a maximum of 8% black.
- As social media icon (in a square).

**Logo Data**

Different versions of the logo can be found on Lounge at [SpringerLounge](#) -> [Springer Group](#) -> [Corporate Design / Corporate Identity](#)

The Springer logo may only be reproduced from original artwork.

**Logo**

The logo consists of the stylized Springer chess piece (horse), underlined and the wordmark Springer.

**Measures**

All measures related to the logo refer to the Springer logo without extension.

**Logo**

The logo on  
DIN A4 sheet  
(standard size)



The logo on letterhead is used with a width of 34 mm. The position is always in the top left-hand corner as illustrated on pages 13 and 14.

**Logo**

Minimum



The logo may not fall below the minimum width of 18 mm, except for give-aways as long as the legibility can be ensured.

**Logo**

Electronic  
(standard size)



The standard size on the internet should be a width of 120 pixels (for a resolution of 72 dpi).

**Logo**

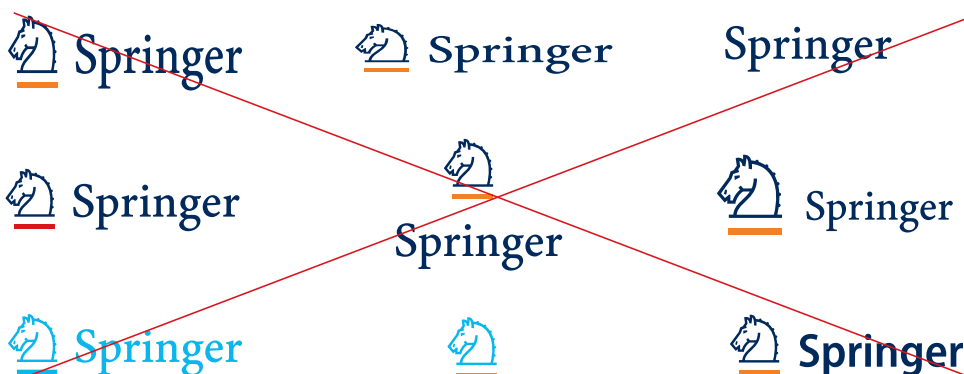
Electronic  
Minimum



The minimum size on the internet amounts to a width of 75 pixels (for a resolution of 72 dpi).

**Former Logos**

No longer in use

**Logo Missuse****Logo Data**

Different versions of the logo can be found on Lounge at [SpringerLounge](#) -> [Springer Group](#) -> [Corporate Design / Corporate Identity](#)

The Springer logo may only be reproduced from the original artwork.

**Logo**















The logo consists of the stylized Springer chess piece (horse), underlined and the wordmark Springer.

**Measures**

All measures related to the logo refer to the Springer logo without extension.

**Usage**

The logo may not be changed in any manner, e.g., through flattening, stretching, or the depiction in any other color than those named here. Combinations with other logos or elements are not allowed.

	RGB	HEX	CMYK	Pantone	
<b>Primary Colors</b>					
Springer logo Blue					RAL 5003 HKS 41
	0 / 33 / 67	#003366	100 / 64 / 0 / 60	PMS 289	
Springer logo Orange					RAL 2008 HKS 8
	238 / 125 / 17	#EE7D11	0 / 65 / 100 / 0	PMS 158	
<b>Secondary Colors</b>					
Blue					
	1 / 118 / 195	#0176C3	85 / 50 / 0 / 0		
Blue light					
	179 / 220 / 245	#B3DCF5	35 / 5 / 0 / 0		

**Primary Colors**  
The primary colors, Pantone 289 (dark blue) and Pantone 158 (orange), are an integral part of the logo.

**Secondary Colors**  
The secondary colors are used for typographical accents or emphasis, as well as in charts and diagrams.

Corporate  
Font  
Minion

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Welcome to Springer

**Adobe Minion Pro (regular / medium)**  
Font for printed materials  
(texts and headlines in brochures,  
websites, etc.).

Corporate  
Font  
Myriad

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Welcome to Springer

**Adobe Myriad Pro SemiCondensed**  
Font for printed materials  
(texts and headlines in brochures,  
letterhead, business cards, etc.).

Correspondence  
Font  
Calibri  
**NEW!**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz 1234567890  
Welcome to Springer

**Calibri**  
Font for correspondence body of  
text / Office applications (letter, fax,  
email, address labels, press release),  
formerly in Arial.

Dear Robert Smith,

Icid milliquis de et *fugiatestis* dolut fugia dolupta ma  
qui bea voluptat acerspeditas nemporiae si dem sitisit  
ellore exerum intemquam facea **qui bea voluptat**  
acerspeditas nemporiae si nect dem sitisit ellore exerum  
intemquam facea.

**Example**  
Correspondence document  
Calibri 11 / 15 pt (point).

**Corporate Font Minion and Myriad**  
The serif typeface Adobe Minion Pro (OpenType) and the sans serif typeface Adobe Myriad Pro SemiCondensed (OpenType) are used in all the specialist publishing group's printed media.

**Correspondence Font**  
Calibri 11 pt, with 15 pt line spacing\*  
is used for written communication (e.g., letters, fax and emails).  
Calibri Bold is used for emphasis only.

**\* Setting line spacing in Word**  
To set the line spacing at 15 pt in Word:  
Menu Home – Paragraph – Line  
Spacing – Line Spacing Options  
→ Line spacing: Exactly, At: 15 pt.



**Obligatory  
Email Signature**  
Example  
international

---

**Name**

1 Springer [+ Extension]

2 Department

Job title

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Heidelberger Platz 3 | 14197 Berlin | Germany  
tel +49 30 82787-0000  
fax +49 30 82787-0000  
firstname.lastname@springer.com  
www.springer[+extension].com

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3       The use of social media icons is optional

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4 Springer Science+Business Media Deutschland GmbH  
Registered Office: Berlin | Local Court (Amtsgericht) Berlin-Charlottenburg, HRB 152987 B  
Directors: Derk Haank, Martin Mos, Dr. Ulrich Vest

#### Email Signatures

11 pt Calibri, Color: black  
Name: bold

#### Vertical Separator

Unicode: 007C / VERTICAL LINE  
On European keyboards you will find the vertical line ( | ) under:  
– ctrl, alt, (>) (Windows)  
– ctrl, alt, (/) (Macintosh)

#### Treatment of National Numbers

(optional divider for extensions)  
06221 487 8399  
06221 487-8399

#### Treatment of International Numbers

(optional divider for extensions)  
+1 212 460-1500 (example USA)  
+49 30 82787-0001 (example Germany)

1 The company name can either be a group name or a legal entity.

2 The order can be reversed if local custom.

#### 3 Social Media Icons

Icons can be found on Lounge at [SpringerLounge](#) → [Springer Group](#) → [Corporate Design / Corporate Identity](#) → [Springer Online Branding](#)

The use of the icons is optional, please link only to official Springer sites. In case you don't run an account you can link to general Springer accounts.

Facebook:  
[Springer AuthorZone](#)  
[Springer Library Zone](#)

Google+:  
[SpringerOpen](#)

LinkedIn:  
[Springer SBM](#)

Twitter:  
[@SpringerSBM](#)  
[@AuthorZone](#)  
[@SpringerOpen](#)  
[@library\\_zone](#)

Weibo:  
[Springer China](#)

YouTube:  
[SpringerVideos](#)

#### Links to Social Media

Users are responsible for ensuring that links to social media are embedded and live. A step by step instruction on how to add social media icons with links to your email signature can be found on [Lounge](#).

#### 4 Legal Information

The decision to include legal information as an email footer depends on the legislation in your country. For Germany and the United Kingdom, but not for the Netherlands, this is a requirement, although different in detail. We are providing examples for Germany and the UK on [Lounge](#). Please check with the Legal Department if you have questions.

#### Optional / Mandatory Information

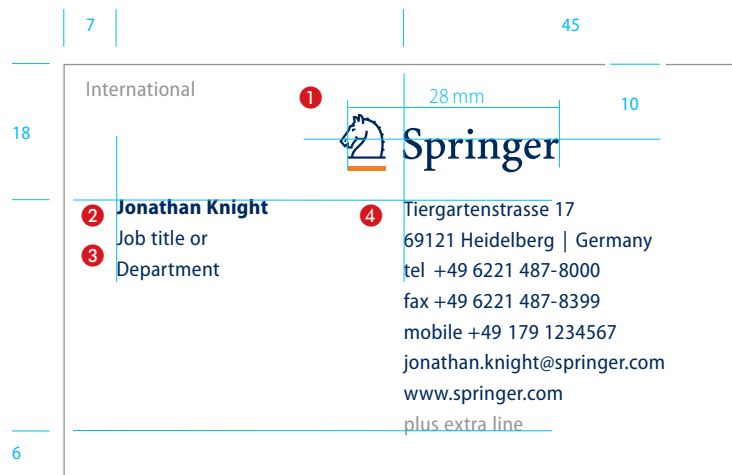
Use of fax or mobile numbers is optional. The use of an email signature and URL of the relevant Springer firm is mandatory.

#### Additional Information

The additional information is posted below the URL. Please use a horizontal separator before. (---)  
E.g., Facebook / Twitter links or icons, holiday announcements, etc.

### Business Card

Example  
90 x 55 mm  
front



**Treatment of National Numbers**  
(optional divider for extensions)  
06221 487 8399  
06221 487-8399

**Treatment of International Numbers**  
+1 212 460-1500 (example USA)  
+49 30 82787-0001 (example Germany)

The use of fax or mobile numbers  
is optional.

### Text-heavy

Example  
90 x 55 mm  
front



**National or International**  
The decision to use an international or  
national business card should be based on  
role and business requirements.

**Bilingual Business Cards**  
Bilingual business cards are not allowed  
unless your role and/or business requires  
you to display your contact details  
in non-Roman letters (e.g. Japanese  
characters).

**Legal Entities**  
The decision to include legal entities on  
the business card should be based on role  
and business requirements.

### Wide Logo

Example  
90 x 55 mm  
front



**1 Logo**  
28 mm wide, 2-color  
Pantone 289 and Pantone 158.

**2 Name**  
8 pt / 11,5 pt Myriad Bold SemiCon-  
densed, letter space 0.015 EM.

**3 4 Function / Address**  
8 pt / 11,5 pt Myriad SemiCondensed,  
letter space 0.015 EM. Vertical  
separator between location and  
country.

**5 URL**  
On text-heavy cards, the URL  
can be placed in the lower left-hand  
corner.

**Material**  
Business cards are printed on  
350 gr/m<sup>2</sup> SoporSet Premium Offset.

**Templates**  
Templates for your printer are available  
on request. Please contact Corporate  
Communications at  
[corporate-communications@springer.com](mailto:corporate-communications@springer.com)

**Business Card**  
Example  
89 x 51 mm  
front



**Treatment of National Numbers**  
(optional divider for extensions)  
06221 487 8399  
06221 487-8399

**Treatment of International Numbers**  
+1 212 460-1500 (example USA)  
+49 30 82787-0001 (example Germany)

The use of fax or mobile numbers  
is optional.

**Text-heavy**  
Example  
89 x 51 mm  
front



**National or International**  
The decision to use an international or  
national business card should be based on  
role and business requirements.

**Bilingual Business Cards**  
Bilingual business cards are not allowed  
unless your role and/or business requires  
you to display your contact details  
in non-Roman letters (e.g. Japanese  
characters).

**Legal Entities**  
The decision to include legal entities on  
the business card should be based on role  
and business requirements.

**Wide Logo**  
Example  
89 x 51 mm  
front



**1 Logo**  
28 mm wide, 2-color  
Pantone 289 and Pantone 158.

**2 Name**  
8 pt / 11,5 pt Myriad Bold SemiCon-  
densed, letter space 0.015 EM.

**3 4 Function / Address**  
8 pt / 11,5 pt Myriad SemiCondensed,  
letter space 0.015 EM. Vertical sepa-  
rator between location and country.

**5 URL**  
On text-heavy cards, the URL can be  
placed in the lower left-hand corner.

**Material**  
Business cards are printed on  
350 gr/m<sup>2</sup> SoporSet Premium Offset.

**Templates**  
Templates for your printer are available  
on request. Please contact Corporate  
Communications at  
[corporate-communications@springer.com](mailto:corporate-communications@springer.com)

**Business Card  
back**  
Standard



The back side of the business card can be printed either in orange (PMS 158) or blue (PMS 289) or white with QR code.

Business cards with logos on the back are only allowed in exceptional cases. Please check with your supervisor.

Bilingual business cards are not allowed unless your role and/or business requires you to display your contact details in non-Roman letters (e.g. Japanese characters).

**Business Card  
back**  
Alternative color



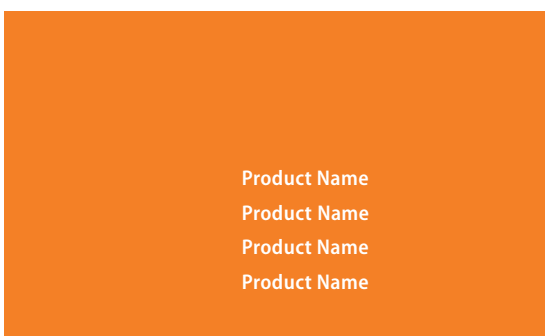
### Promoting Social Media Accounts on Springer Business Cards

When it becomes necessary to order (or re-order) your Springer business cards, we suggest incorporating social media accounts. Here are some guidelines concerning business cards:

- It is not allowed to add URLs to your Springer social media accounts on the front of business cards.
- You can add a QR code on the back of your business card to promote your relevant Springer social media accounts and link to an official Twitter account, LinkedIn group or Facebook page, etc. Ordering processes vary by location, please check with your local production team before ordering.
- In general, you may use the QR code to
  - link to the [springer.com](https://www.springer.com) homepage
  - link to a specific discipline page on [springer.com](https://www.springer.com)
  - link to the overall social media page of your discipline on [springer.com](https://www.springer.com)
  - link to your own contact page on [springer.com](https://www.springer.com)  
(You can incorporate links to social media sites on your personal page. You should definitely use this option if you manage more than one account.)
  - link to a single social media account (Facebook, Twitter, etc.)
  - link to a personal, professional page on [about.me](https://www.about.me) (which would contain multiple social media accounts).

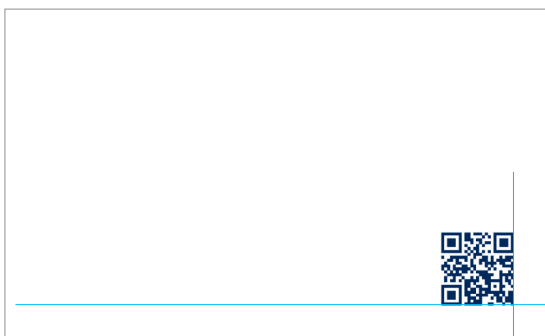
**Business Card  
back**  
with logos  
Exception

1



**Business Card  
back**  
QR Code  
Example

2



6

6

#### 1 Logos on the back

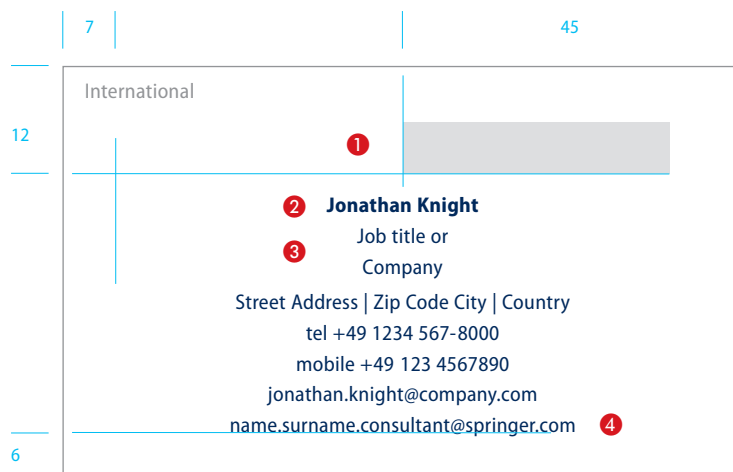
Business cards with logos on the back are only allowed in exceptional cases. Please check with your supervisor.

#### 2 QR Code

Color: Pantone 289.

#### QR Code Generation

Please note, that generation and links for QR codes are the responsibility of the department and not that of Corporate Communications.

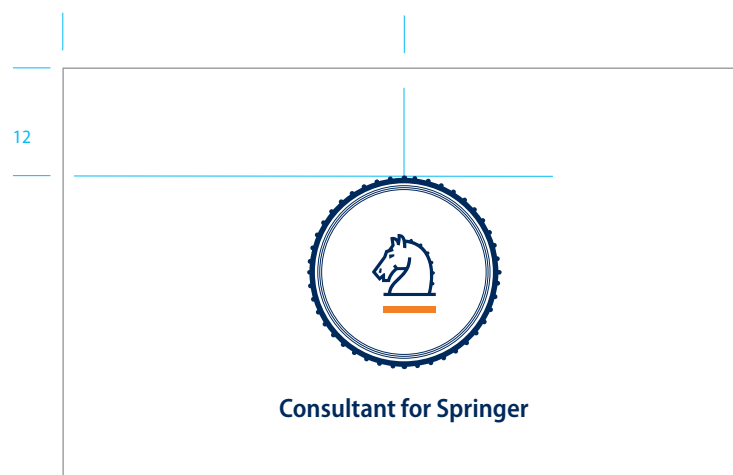
**Business Card  
for Externals  
front**Example  
90 x 55 mm**Usage**

This is an example of a business card for external partners or consultants who work for Springer.

**Treatment of International Numbers**

+1 212 460-1500 (example USA)  
+49 30 82787-0001 (example Germany)

The use of fax or mobile numbers is optional.

**Business Card  
for Externals  
back**Example  
90 x 55 mm**Bilingual Business Cards**

Bilingual business cards are not allowed unless your role and/or business requires you to display your contact details in non-Roman letters (e.g. Japanese characters).

**1 Company logo**

The company logo of the external partner should appear here. Please feel free to adapt the size of the placeholder with regard to width and height.

**2 Name**

8 pt / 11,5 pt Myriad Bold SemiCondensed, letter space 0.015 EM, centered.

**3 Function / Address**

8 pt / 11,5 pt Myriad SemiCondensed, letter space 0.015 EM, centered. Vertical separator between individual parts.

**4 Email address**

Besides the general email address it is also possible to refer to an extra email address using the following format: name.surname.consultant@springer.com which can be requested from the Helpdesk.

**Material**

Business cards are printed on 350 gr/m<sup>2</sup> SoporSet Premium Offset.

**Templates**

Templates for your printer are available on request. Please contact Corporate Communications at [corporate-communications@springer.com](mailto:corporate-communications@springer.com)

**Letterhead**

Example DIN A4  
297 x 210 mm

24 141 45

15 35 55

Fold Line →

Middle Line →

43,5

10

1 15 34 mm

2 Springer-Verlag GmbH  
Tiergartenstrasse 17  
69121 Heidelberg | Germany  
P.O. Box 10 52 80  
69042 Heidelberg | Germany  
tel +49 6221 487-0  
fax +49 6221 487-8366  
www.springer.com

3 Springer-Verlag | P.O. Box 10 52 80 | 69042 Heidelberg | Germany

Return Address Line  
If a window envelope is used,  
all information must be visible  
and can be set in two lines if  
absolutely necessary. See  
page 17 for more information.

Prof. Dr. Michael Smith  
Institute of Nuclear Research  
181 Massachusetts Avenue  
Cambridge, MA 02139-3489  
USA

23 April 2012

**Apud Helvetios longe nobilissimus fuit et ditissimus Orgetorix**

Dear Sir or Madam,

Gallia est omnis divisa in partes tres, quarum unam incolunt Belgae, aliam Aquitani, tertiam qui ipsorum lingua Celtae, nostra Galli appellantur. Hi omnes lingua, institutis, legibus inter se differunt. Gallos ab Aquitanis Garumna flumen.

Kind regards,  
Jonathan Knight

Appendix

4 Continuation Paper

Springer

4 Branch of Springer-Verlag GmbH, Heidelberger Platz 3, 14197 Berlin, Germany | Amtsgericht Berlin-Charlottenburg, HRB 152987 B  
Managing Directors: Derk Haank, Martin Mos, Petrus W. J. Hendriks | Springer is part of Springer Science+Business Media

The illustration has  
been reduced to 71%.  
All sizes are in  
millimeters and refer  
to the original format.

**1 Logo**

34 mm wide, 2-color  
Pantone 289 and Pantone 158.

**2 Address / Telephone / URL**

8.2 pt / 12 pt Myriad Pro  
SemiCondensed, Pantone 289,  
letter space 0.015 EM.  
6 pt between address and phone  
number, no space before URL.

**3 Return Address Line**

6 pt Myriad Pro SemiCondensed,  
Pantone 289, letter space 0.025 EM.

**4 Legal Information**

6.5 pt / 9 pt Myriad Pro SemiCondensed,  
Pantone 289, letter space 0.025 EM.

**Material**

90 gr/m<sup>2</sup> SoporSet Premium Offset.

All letterhead must be created by  
Corporate Communications. Please  
ensure that contact information is accurate  
and complete and that legal information  
is approved by Springer's Legal Department  
before submitting your request.  
Contact Corporate Communications at  
[corporate-communications@springer.com](mailto:corporate-communications@springer.com)

**Letterhead**

Example US  
279 x 216 mm  
8½ x 11 inch

24 136 56

15 54 27 43 10

**1** Springer

34 mm

Line space 6 pt

**2** Springer  
Science+Business Media, LLC  
233 Spring Street  
New York, NY 10013-1578 | USA  
tel +1 212 460-1500  
fax +1 212 460-1594  
www.springer.com

**3** Springer | 233 Spring Street | New York, NY 10013-1578 | USA  
Prof. Dr. Michael Smith  
Institute of Nuclear Research  
181 Massachusetts Avenue  
Cambridge, MA 02139-3489  
USA

**Return Address Line**  
If a window envelope is used,  
all information must be visible  
and can be set in two lines if  
absolutely necessary. See  
page 17 for more information.

Fold Line →

23 April 2012

**Apud Helvetios longe nobilissimus fuit et ditissimus Orgetorix**

Dear Sir or Madam,

Gallia est omnis divisa in partes tres, quarum unam incolunt Belgae, aliam Aquitani, tertiam qui ipsorum lingua Celtae, nostra Galli appellantur. Hi omnes lingua, institutis, legibus inter se differunt. Gallos ab Aquitanis Garumna flumen.

Kind regards,  
Jonathan Knight

Appendix

**Continuation Paper**

Springer

**Correspondence Font**  
In written correspondence  
(e.g., letters, fax and emails)  
Calibri, font size 11 pt  
with 15 pt line spacing is used.  
Calibri Bold is only used for  
emphasis.

The illustration has  
been reduced to 71%.  
All sizes are in  
millimeters and refer  
to the original format.

**1 Logo**

34 mm wide, 2-color  
Pantone 289 and Pantone 158.

**2 Address / Telephone / URL**

8.2 pt / 12 pt Myriad Pro  
SemiCondensed, Pantone 289,  
letter space 0.015 EM.  
6 pt between address and phone  
number, no space before URL.

**3 Return Address Line**

6 pt Myriad Pro SemiCondensed,  
Pantone 289, letter space 0.025 EM.



**Material**

90 gr/m<sup>2</sup> SoporSet Premium Offset.

All letterhead must be created by  
Corporate Communications. Please  
ensure that contact information is accurate  
and complete and that legal information  
is approved by Springer's Legal Department  
before submitting your request.  
Contact Corporate Communications at  
[corporate-communications@springer.com](mailto:corporate-communications@springer.com)

# Fax Template

Example DIN A4  
297 x 210 mm

24	134	52																								
15	15																									
17	34 mm	fax page 1																								
35	<p>1  Springer</p> <table border="1"> <tr> <td>2</td> <td>to</td> <td>name</td> <td>from</td> <td>name</td> <td>company name</td> </tr> <tr> <td></td> <td>fax</td> <td>+00 000 0000 - 0000</td> <td>tel</td> <td>+00 000 0000 - 0000</td> <td>street + house number</td> </tr> <tr> <td></td> <td>date</td> <td>04-23-2012</td> <td>fax</td> <td>+00 000 0000 - 0000</td> <td>00000 location   country</td> </tr> <tr> <td></td> <td>pages</td> <td>xx incl. this page</td> <td>email</td> <td>firstname.lastname@springer.com</td> <td>www.springer.com</td> </tr> </table>	2	to	name	from	name	company name		fax	+00 000 0000 - 0000	tel	+00 000 0000 - 0000	street + house number		date	04-23-2012	fax	+00 000 0000 - 0000	00000 location   country		pages	xx incl. this page	email	firstname.lastname@springer.com	www.springer.com	
2	to	name	from	name	company name																					
	fax	+00 000 0000 - 0000	tel	+00 000 0000 - 0000	street + house number																					
	date	04-23-2012	fax	+00 000 0000 - 0000	00000 location   country																					
	pages	xx incl. this page	email	firstname.lastname@springer.com	www.springer.com																					
	<p>3 Apud Helvetios longe nobilissimus fuit et ditissimus Orgetorix</p> <p>Dear Sir or Madam,</p> <p>Gallia est omnis divisa in partes tres, quarum unam incolunt Belgae, aliam Aquitani, tertiam qui ipsorum lingua Celtae, nostra Galli appellantur. Hi omnes lingua, institutis, legibus inter se differunt. Gallos ab Aquitanis Garumna flumen.</p> <p>Kind regards, Jonathan Knight</p> <p>Appendix</p>																									
		<p>Continuation Paper</p> <div>  Springer         <span>fax page 2</span> </div>																								
18																										

The illustration has been reduced to 71%. All sizes are in millimeters and refer to the original format.

## Fax Template

Can be found on Lounge at [SpringerLounge](#) -> [Springer Group](#) -> [Corporate Design / Corporate Identity](#)

## 1 Logo

34 mm wide, black.

## 2 Address / Telephone / URL

10 pt / 13 pt Calibri.

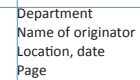
## 3 Correspondence Font

In written correspondence (e.g., letters, fax and emails) Calibri, font size 11 pt with 15 pt line spacing is used. Calibri Bold is only used for emphasis.



18

52



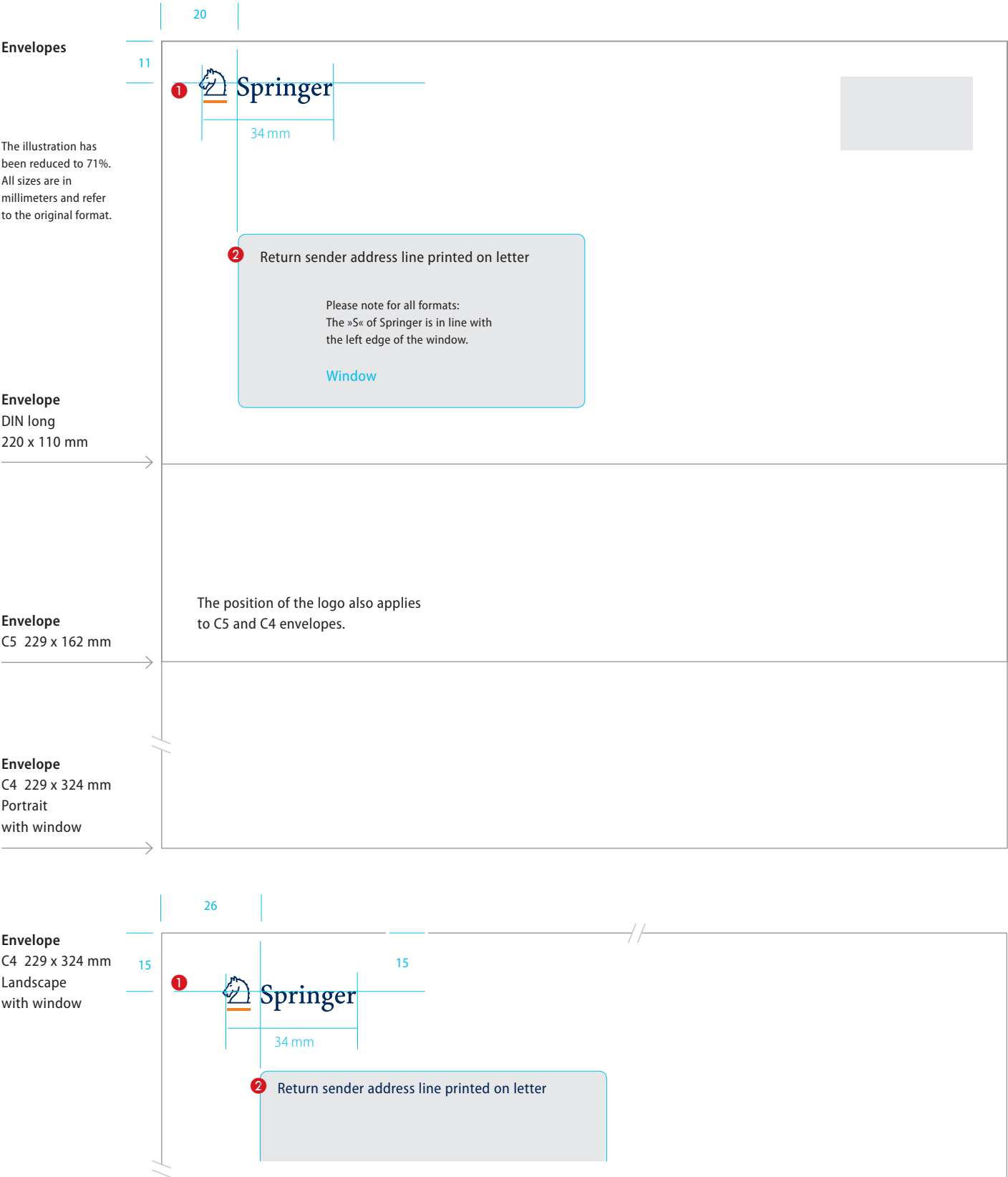
3 Gallia est omnis divisa in partes tres, quarum unam incolunt Belgae, aliam Aquitani, tertiam qui ipsorum lingua Celtae, nostra Galli appellantur. Hi omnes lingua, institutis, legibus inter se differunt. Gallos ab Aquitanis Garumna flumen. Gallia est omnis divisa in partes tres, quarum unam incolunt Belgae, aliam Aquitani, tertiam qui ipsorum lingua Celtae, nostra Galli appellantur. Hi omnes lingua, institutis, legibus inter se differunt. Gallos ab Aquitanis Garumna flumen.

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11 pt / 15 pt Calibri.



**Window Envelopes**

Both the sender's and the recipient's address need to be visible (in the window).

**1 Logo**

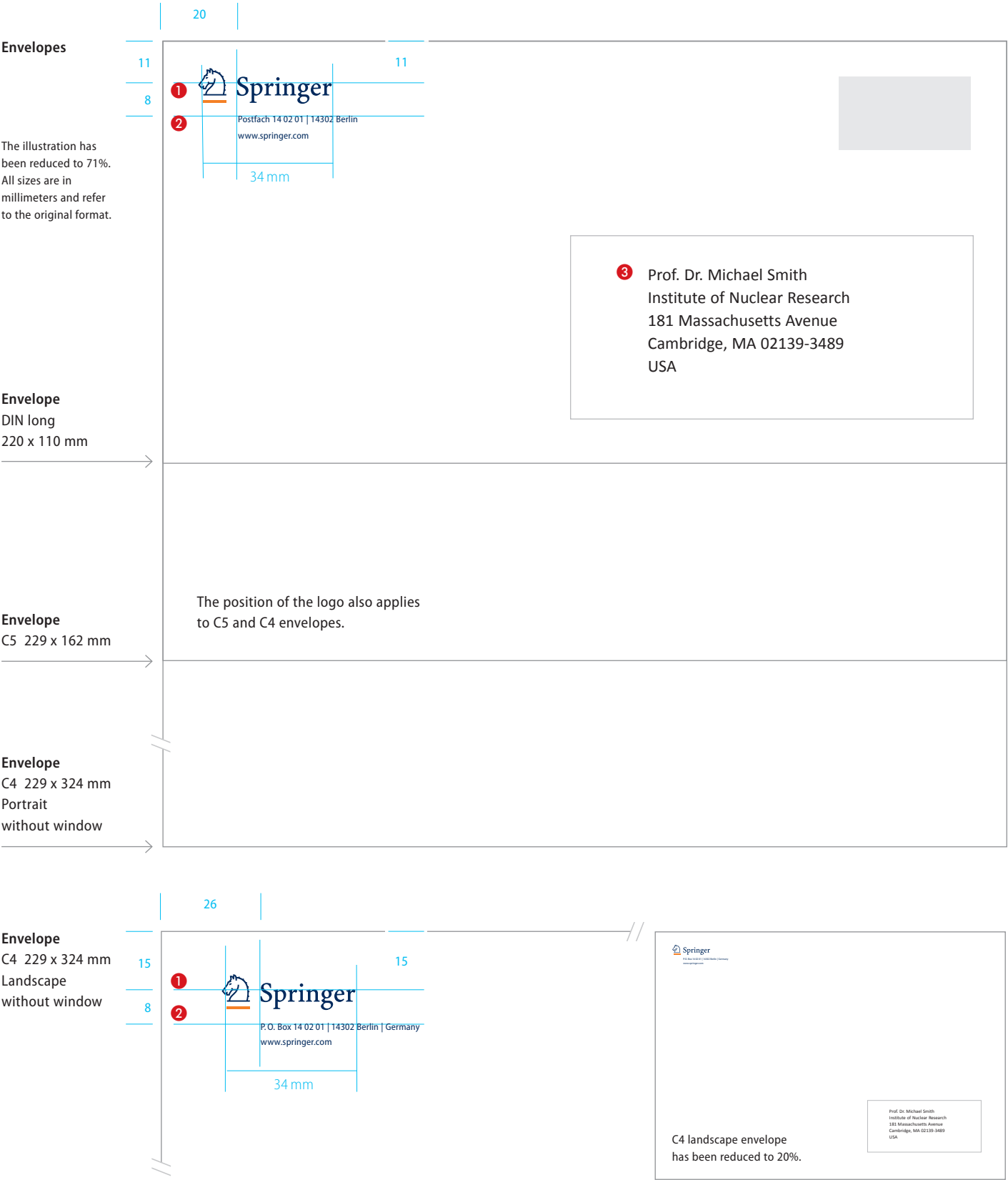
34 mm wide, 2-color  
Pantone 289 and Pantone 158.

**2 Address**

Return sender address line is printed  
on the letter inside.

**Material**

Envelopes are printed on  
SoporSet Premium Offset.



**Windowless Envelopes**  
Both the sender's and recipient's address are printed on the envelope.

**1 Logo**  
34 mm wide, 2-color  
Pantone 289 and Pantone 158.

**2 Address**  
7 pt/11pt Myriad SemiCondensed,  
Pantone 289, letter space 0.025 EM.  
The address is only used on envelopes  
without window.

**3 Printing Text Label**  
11pt/15pt Calibri, left-flush,  
ragged type.

**Material**  
Envelopes are printed on  
SoporSet Premium Offset.

**Reference to Springer**

References are required to clarify the relationship between the different levels of the parent company.

**General Rules**

- A reference to Springer Science+Business Media must be used by all companies belonging to the group.
  - The reference should be used in all communication media: websites, letterhead and products (e.g., in the imprint).
  - The reference should be provided **in the form of one text line**, set in the font used in the respective environment, without being emphasized.
- 

**Reference German**

Springer ist Teil von Springer Science+Business Media

**Reference English**

Springer is part of Springer Science+Business Media

**Reference Dutch**

Springer is onderdeel van Springer Science+Business Media

**Reference Spanish**

Springer es parte de Springer Science+Business Media

**Reference French**

Springer fait partie de Springer Science+Business Media

**Reference Italian**

Springer è parte di Springer Science+Business Media

**Reference Brazilian**

A Springer Healthcare é parte da Springer Science+Business Media

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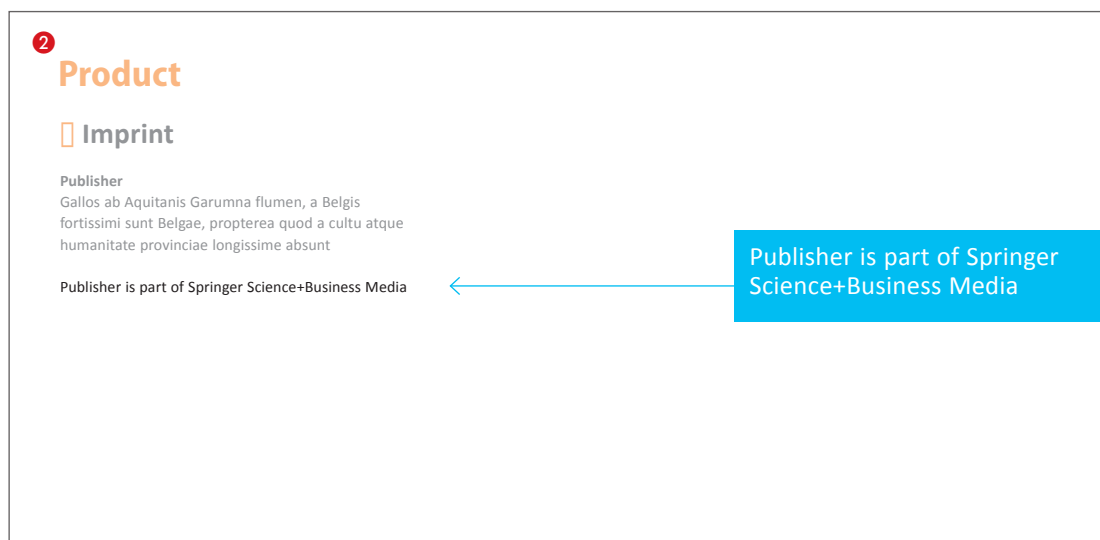
- The Springer logo may not be used in conjunction with the reference line.
  - Form of spelling: the name »Springer Science+Business Media« is used in the reference and in all texts. The first letters of each word are written in capital letters. There is no space before or after the plus sign.
- Please see the examples on the following page on how to use the references.

## Letterhead Example



Publisher is part of Springer  
Science+Business Media

## Imprint Example



Publisher is part of Springer  
Science+Business Media

### 1 Letterhead

Reference as part of the legal  
information.

### 2 Imprint

Reference in the imprint of books,  
journals, etc.