

Identity Guidelines

This document describes how the logos are intended to be used, signature color information, examples of good and bad use of the logo and more.

Background

The logo for Sondersammelgebiet Angloamerikanischer Kulturraum ("Special Collection of the Anglo-American Cultural Sphere") aims to convey movement and spreading, which is a reference to the historical evolution of the Anglo-American world.

It symbolizes the basic means that enabled the Anglo-American society's worldwide stretch – water.

Ocean can also be a metaphor for the physical connection, or room, between the Anglo-American continents.

Primary logo:



**Sondersammelgebiet
Angloamerikanischer Kulturraum**

Horizontal / secondary logo:



**Sondersammelgebiet
Angloamerikanischer Kulturraum**

It's recommended that you use the primary logo whenever possible, e.g. when there are no space restrictions in the context of its use. Consequently, the horizontal logo is considered a secondary version of the logo. It can be used when there's ample vertical layout space (website headers, letterheads, email signatures, etc).

Ultimately, it depends on the situation and general 'feel', when to use which. Use your own judgement, but try to honor consistency! Do not occasionally switch logo versions in the same context, if you don't have to. Avoid placing the logo on a visually cluttered or patterned background.

Clear space: primary logo

The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. The clear space outside the logo is equal to the distance between the two baselines in the logo's text.

No graphic elements, including patterns, photos or colors (other than approved colors) can be used in the clear space.

1

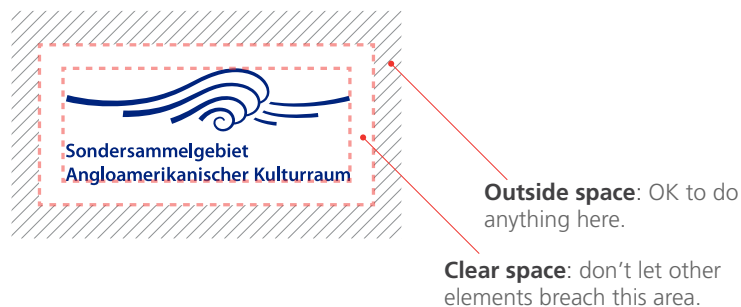


2



1. Measure the distance between A and B (that is, between both baselines of the text).
2. Apply this distance from B and outwards, to C.
3. Using the same distance, measure the other sides of the logo. (Measure left- and right sides from the outmost parts of the text and the top side from the topmost part of the logogram.)

3



Clear space: horizontal logo

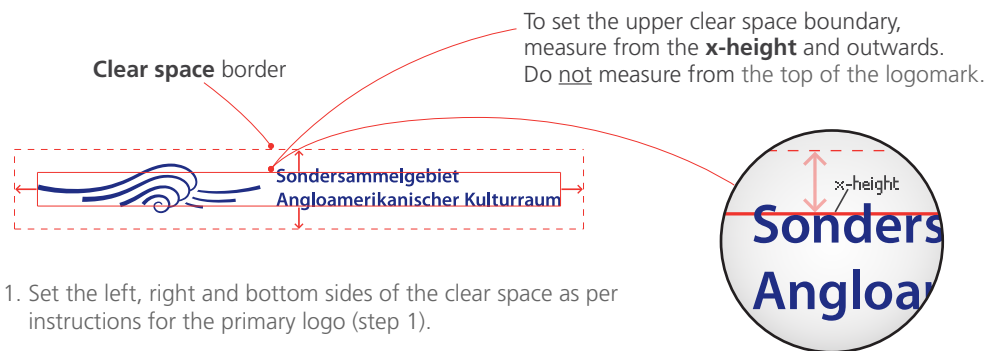
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1



2



1. Set the left, right and bottom sides of the clear space as per instructions for the primary logo (step 1).
2. The difference in this logo version, is that you should not use the topside of the logogram when applying the distance to the upper clear space border, but instead measure from the x-height of the text and upwards.

(*Although there is no 'x' character in this in this logo, the term x-height generally means the height of lowercase characters.)

3



Outside space: OK to do anything here.

Clear space: don't let other elements breach this area.

Palette

Note that the colors you see when viewing this document on a computer or device's screen may not accurately represent the 'real' colors. Different displays will render colors differently, hence, bear in mind, what you see here is not necessarily going to look just the same on a colleague's display.

The color of the logo is based on the blue color of the British Flag. This is the key color for the identity of Sondersammelgebiet Angloamerikanischer Kulturraum.

There are three color variations for the logo:

- Blue on white/transparent background.
- Black " " " "
- White on transparent background.

The blue version should be used whenever it is possible. When color restrictions apply (e.g. fax prints, b+w printers, etc.), use the black version. Likewise, use the white logo when the visual context is very dark.

The transparent background versions should be used with special care. When the visual context (particularly the background color and texture of that context) is even the slightest cluttered, or competing with the color of the logo, use the white background version to maintain brand integrity.

Ultimately, if the surrounding context has a background that is practically anything but grayscale, use white background logo. If the context has a background color that is only subtly tinted (i.e. not entirely grayscale), or using a non-obtrusive gradient, it's acceptable to use the transparent background version, e.g. in situations where you want it to 'melt' in better. Trust your judgement, but don't put the transparent version on a background whose color competes with the logo.

SPOT COLORS (PRINT)



PANTONE® 2745C



PANTONE® Black C

RGB COLORS



RGB: R: 0 G: 36 B: 125
HEX: #00247D



RGB: R: 30 G: 30 B: 30
HEX: #1E1E1E

TYPEFACE

Myriad Pro