











Overview Coporate Design







Style Guide



Logo Colours				
	Pantone (Print)	CMYK (Print)	RGB (Web)	# (Web)
	Cool Gray 11 C	0 / 0 / 0 / 85	72 / 72 / 71	484847
	Cool Gray 7 C	0 / 0 / 0 / 50	156 / 156 / 156	9c9c9c
	7738 C	75 / 0 / 100 / 0	55 / 170 / 50	37aa32
	284 C	65 / 10 / 0 / 5	67 / 173 / 222	43adde
	485 C	0 / 96 / 93 / 0	229 / 18 / 24	e51218
	123 C	0 / 22 / 90 / 0	253 / 201 / 31	fdc91f
Additional Colours				
	342 C	93 / 10 / 75 / 43	0 / 101 / 67	006443
	647 C	96 / 54 / 5 / 27	0 / 79 / 137	004f88
	Cool Gray 9 C	30 / 22 / 17 / 57	105 / 108 / 112	696b70
	Cool Gray 3 C	8 / 5 / 7 / 16	210 / 211 / 210	d2d3d1

Spelling	
plista is generally always written in lower case letters, without exception, regardless of whether the text is in German or English. Additional terms in the form of product names are separated from the plista brand name with only a blank space and never with a hyphen.	
plista	Plista
plista formats	plista-formats
plista Team	PLISTA Team

Fonts			
Myriad – house font (for graphics) The font Myriad Pro is the house font for plista GmbH print media.		Calibri Office and Presentations plista uses the Calibri font for use in the office and in presentations. The font is a component of Microsoft Office for Windows and Apple Macintosh and is therefore widely used.	
Myriad Pro light ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-		Calibri regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-	
Myriad Pro regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-		Calibri bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-	
Myriad Pro semibold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-		Lato web For web design the Google Web Font Lato was chosen.	
Myriad Pro bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-		Lato regular ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-	
		Lato bold ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890 °.!?,_^iç\$#"&/%()'+@™©®=,*¶¶[] {}•≠\$`-	

Colour Applications					
					
Bodytext	external: Advertiser	external: Publisher	external: Technology	external: PR, marketing,	external: Company
Word mark	internal: Team Sales	internal: Team Partnerships	internal: Team IT & Develop-	service	internal: Team HR /
	corporate colour	corporate colour I	ment	internal: Team Marketing	Orga / Finance
	large areas	arge areas	areas	& Communications	accent colour
	title pages	title pages	design elements	accent colour	
	awards buttons (web)	awards buttons (web)			
	design elements	design elements			