BLAUPUNKT DESIGN BASICS

Enjoy it.

Online – Corporate Design basics

Brand logo

The logo and brand name form a unit

They are always scaled up or down together

All Blaupunkt artworks depict the logo and brand name in:

> Positive on a white or any light background in the color combination cyan and black

> Negative on a dark background in the color combination cyan and white

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Brand logo – the Dont´s

Never:

- Stretch

- Add any efect like mirror, shadow, outline etc

- Tip over

- Separate the blue dot and the name

- Change the proportions of the blue dot and the brand name

- Change anything which makes the logo appear in any other

- form deviating from the above format

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Color code

Color proven color cards can be ordered directly at the brand owner.

These cards can be provided to the printers in order to have a final check at the initial print out before mass production.

Primary Colours

BLAUPUNKT logo **Only for the blue dot of the brand logo**	BLAUPUNKT brand name	BLAUPUNKT dark blue	BLAUPUNKT grey
C 100 / M 0 / Y 0 / K 0 RGB 16 136 216 Pantone process Cyan C	C 0 / M 0 / Y 0 / K 100 RGB 0 0 0 Pantone Black C	C 100 / M 65 / Y 10 / K 45 RGB 0 56 103 Pantone 294 C	C 0 / M 0 / Y 0 / K 55 RGB 134 142 147 Pantone Cool Gray 7 C

The Blaupunkt primary colours are used in the design of the various packaging elements such as logo, texts and feature space.
The Blaupunkt secondary colours can be used additionally for eye-catchers, icons or supplementary elements on the packaging.

Secondary Colours

BLAUPUNKT blue 100%	BLAUPUNKT blue 60%	BLAUPUNKT blue 40%	BLAUPUNKT red
C 100 / M 50 / Y 20 / K 30 RGB 0 82 122 Pantone 7462 C	C 60 / M 30 / Y 12 / K 18 RGB 98 136 167 60% Pantone 7462 C	C 40 / M 20 / Y 8 / K 12 RGB 151 172 194 40% Pantone 7462 C	C 0 / M 100 / Y 100 / K 10 RGB 209 0 25 Pantone 186 C

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Typography

The typeface Myriad Pro is used for all texts in any kind of publication.

Myriad Pro is an OpenType typeface for Windows and Macintosh systems.

OpenType® is a cross-platform format for font files jointly developed by Microsoft and Adobe.

In case you do not have the font set of Myriad Pro available or it is technically not possible, you may use the font set of "Calibri llight" as an alternative. (recommended for Power Point presentations)

Myriad Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?;,.:
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?;,.:
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?;,.:
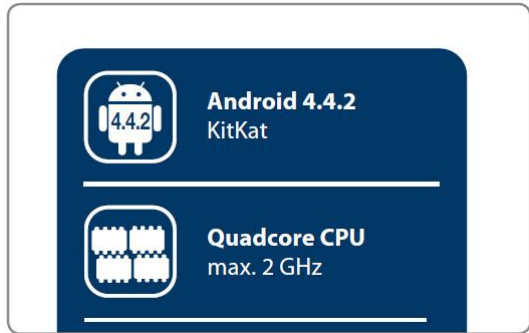abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?;,.:
abcdefghijklmnopqrstuvwxyz 1234567890

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Design vocabulary

Exclusively using squares or rectangles with 4 rounded edges is an essential component of the Blaupunkt Corporate Design.

The size of the rounded edges is defined in the respective manuals.

Please do not use other forms like triangles, circles, etc. to frame your images.

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