

Welcome:



## Online – Corporate Design basics



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### 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 logo and brand name form a unit and are always scaled up or down together.

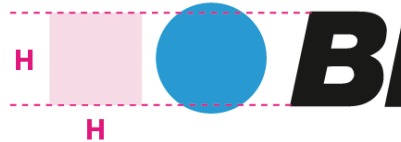
The new **Blaupunkt** packaging always depicts the logo and brand name in positive on a white background in the colour combination cyan and black.

The cap height of the brand name defines the measure (H).

Maintain a minimum white space of measure H around the logo and brand name at all times, and do not intrude on it with other picture elements or texts.



White space to be maintained around the logo and brand name



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Brand logo – the Dont´s



Never:

- Stretch
- Add any effect 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

To be used ONLY for the logo

C 100 / M 0 / Y 0 / K 0  
RGB 16 136 216  
Pantone process Cyan C

BLAUPUNKT brand name

C 0 / M 0 / Y 0 / K 100  
RGB 0 0 0  
Pantone Black C

BLAUPUNKT dark blue

C 100 / M 65 / Y 10 / K 45  
RGB 0 56 103  
Pantone 294 C

BLAUPUNKT grey

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%

C 100 / M 50 / Y 20 / K 30  
RGB 0 82 122  
Pantone 7462 C

BLAUPUNKT blue 60%

C 60 / M 30 / Y 12 / K 18  
RGB 98 136 167  
60% Pantone 7462 C

BLAUPUNKT blue 40%

C 40 / M 20 / Y 8 / K 12  
RGB 151 172 194  
40% Pantone 7462 C

BLAUPUNKT red

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 Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,;,:  
abcdefghijklmnopqrstuvwxyz 1234567890

Myriad Pro Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,;,:  
abcdefghijklmnopqrstuvwxyz 1234567890**

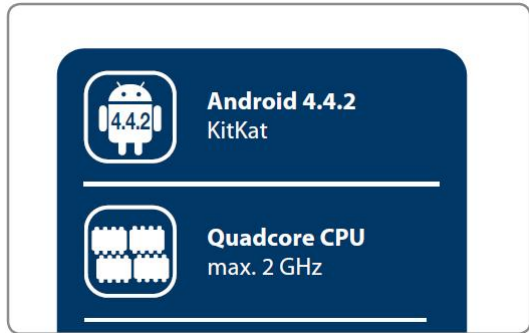
Myriad Pro Bold Italic

***ABCDEFGHIJKLMNOPQRSTUVWXYZ&%!?,;,:  
abcdefghijklmnopqrstuvwxyz 1234567890***

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### Design vocabulary

Exclusively using squares or rectangles with 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.