

Corporate Design Manual

Helmholtz Centre
for Environmental Research – UFZ

Content

1.0 | 03 Corporate design

04 Rebranding

2.0 | 05 Logo

06 Word/image mark

07 Protected area

08 Special cases

09 How it shouldn't be done.

10 Social media

11 Sizes and positioning

3.0 | 12 Colour scheme

13 Colour values

14 Word/image mark

4.0 | 15 UFZ topics

16 Colour values

17 Pictographs

5.0 | 18 Typography

19 Corporate typeface/system font

20 Type area

6.0 | 21 Design elements

22 Slider area

23 Slider line

24 Slider line – creation

7.0 | 25 Office materials

26 Letterheads and business cards

27 PowerPoint Slide Master

28 Job advertisements

29 Lecture announcements/notices

8.0 | 30 Other means of communication

31 Fact sheet

32 Scientific poster

33 Leaflets

9.0 | 34 Applications

35 Selection

36 Contact

1.0

Corporate design

Corporate design

Rebranding

‘The objective is an independent and immediately recognisable appearance – while revealing membership of the Helmholtz Association. Achieving more together.’

The Helmholtz Centre for Environmental Research is one of currently 19 Helmholtz Centres. It is one of the three Helmholtz Centres that since 2006 – the first extensive rebranding of the Helmholtz Association – have consistently show their Helmholtz affiliation in their name and design. This was used as a basis for developing and implementing UFZ’s rebranding activities.

The objective is an independent and immediately recognisable appearance – while revealing membership of the Helmholtz Association. Achieving more together. This enables the association to live up to its aspiration of appealing to top researchers and young talent and making the added value of its research visible to the general public.

Consistent use of the corporate design creates recognisability and continuity in internal and external communications by the Helmholtz Centre for Environmental Research – UFZ.

2.0

Logo

Logo

Word image



The logo is a word/image mark consisting of the UFZ lettering and a semicircle. The logo represents the UFZ on all means of communication and information media and is thus an important component of the UFZ's visual appearance. All elements are specified in their relation (size and distance) to each other and are set in the font 'Hermann' (created especially for the Helmholtz Association) and 'Corporate'.

Logo

Protected area



The word/image mark is surrounded by a white protected area, which is mandatory. This protected area defines the minimum distance between the word/image mark and other elements and the formatting margins.

The minimum distance is defined by the uppercase height of the four H's in the word mark upwards and three H's downwards. The uppercase width of four H's of the word mark defines the distance to the right and left.

Logo

Special cases



Secondary colour: Helmholtz grey 20%

As a rule, the UFZ word/image mark is shown in colour on white.

The negative version of the word/image mark is used in exceptional cases. In such cases, it is used exclusively on a Helmholtz-blue coloured surface or virtually monochromatic image backgrounds. Sufficient contrast to the colouring of the logo must be observed.

In exceptional cases, the logo with a colour gradient can also be used on a grey surface.



If technical reasons relating to production make it impossible to present the logo in colour, a black and white version of the word/image mark is available.

Logo

How it shouldn't be done.



No busy image backgrounds

The logo should not be positioned on busy image backgrounds with insufficient contrast to the CD colours of the word/image mark. (Special case p.8)



Word/image mark in CD colours only

The colouring of the word/image mark may not be changed. On white, the word mark is always in Helmholtz blue; the image mark always has the specified colour gradient.



No distortions or effects

No effects may be applied to the word/image mark. Compressing, stretching, shadowing or distorting the word/image is forbidden.



Observe protected area and ratio

The protected area of the word/image mark must be complied with. The ratio of the word mark and image mark elements may not be changed.



Use the given font and style

The font used in the word mark may not be changed. The words 'UFZ' and 'Helmholtz' are always in upper-case letters. Other styles are forbidden.

Logo

Social media

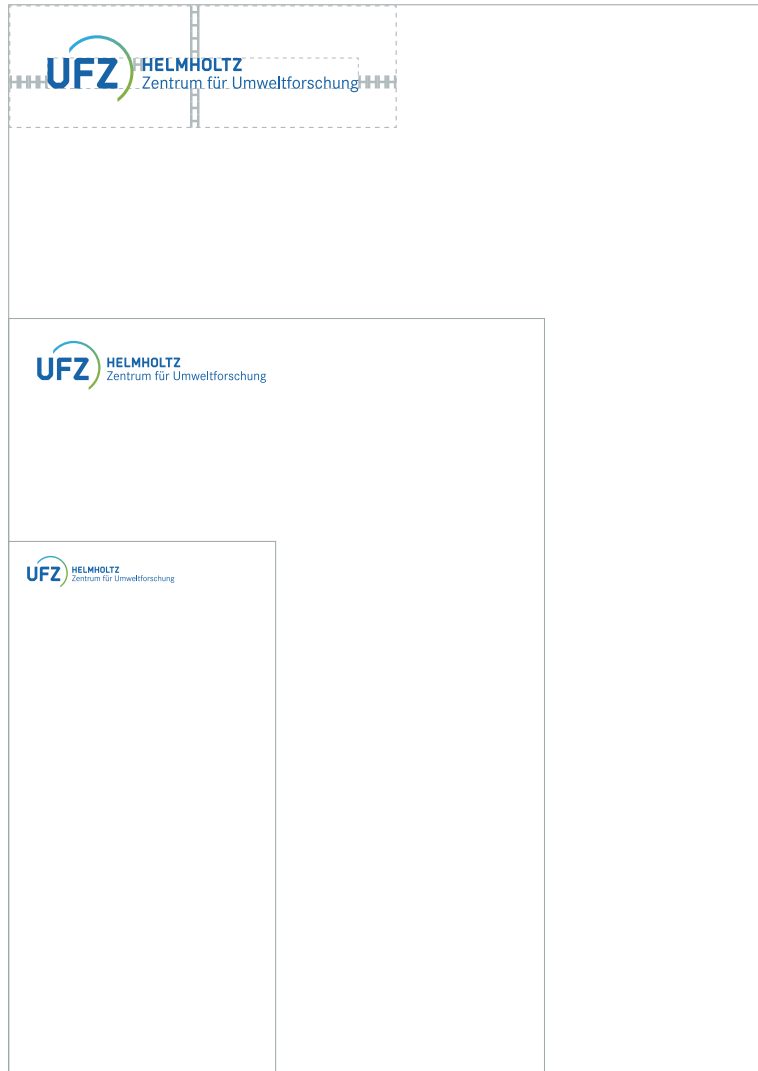


For usage in social media, the image mark can be used in isolation, without the full word mark. The image mark can be applied as a profile picture, thumbnail or a favicon for use in various applications such as Facebook, YouTube, Twitter, Instagram, etc.

Social media are subject to constant change. Corresponding modifications may become necessary.

Logo

Sizes and positioning



The word/image mark is always positioned at the top left. The protected area around the logo must be maintained.

The logo is scaled to various sizes for various formats. The scaling by percentage can be seen in the table below.

In the case of special formats, it will be necessary to use the closest available format as a guide.

The word/image mark at 100% is the baseline of the scaling in the following table.

When shown at 100%, the uppercase letters of the word mark UFZ are 21 mm in height.

Formats	Word/image mark
DIN A3	57 %
DIN A4	42 %
DIN Lang	27 %

Colour scheme

Colour scheme

Colour values

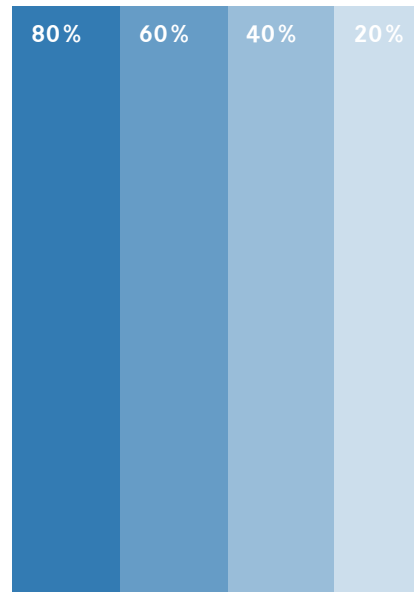
Helmholtz Blue

CMYK: 100/50/0/20
RGB: 0/90/160

Pantone 301C
Pantone 301U

RAL D2 Design:
260 40 40

HEX: #0005AA0



The primary colour Helmholtz blue has been allocated to the UFZ as corporate colour and is one of the characteristics of the design along with the logo. It is used for elements that are to stand out or as a background colour.

A specified shade of grey can be used as a secondary colour. Saturations of all colours in increments of 20 are available.

Further accent colours are added from the colour range of the UFZ topics (see page 16).

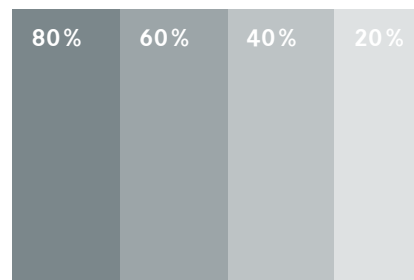
Grey

CMYK: 25/0/5/70
RGB: 90/105/110

Pantone 431C
Pantone 432U

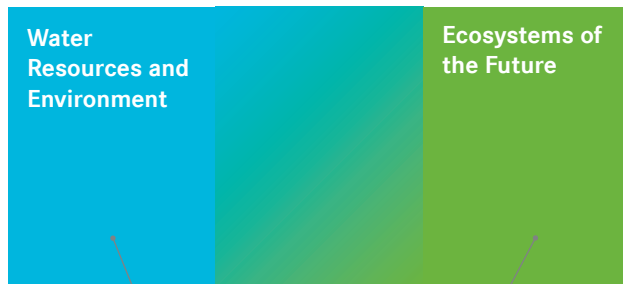
RAL D2 Design:
250 40 10

HEX: #5A696E



Colour scheme

Word/image mark



A colour gradient was developed as an additional design element. The gradient contains the UFZ topic colours of blue (water resources and the environment) and green (ecosystems of the future).

The colour accent in the semicircle gives the logo a modern and up-to-date appearance that helps to make the presentation unique.

4.0

UFZ topics

UFZ topics

Colour values

Ecosystems of the Future

PANTONE 369
RGB: 136 / 174 / 51
CMYK: 59 / 0 / 100 / 7



Water Resources and Environment

PANTONE 638
RGB: 68 / 170 / 221
CMYK: 83 / 0 / 10 / 0



There is an additional colour palette for communications relating to the six UFZ topics. The secondary colours can be applied in the respective UFZ topics for identification purposes.

Chemicals in the Environment

PANTONE 187
RGB: 164 / 2 / 40
CMYK: 0 / 100 / 79 / 20



Smart Models / Monitoring

PANTONE 143
RGB: 230 / 174 / 19
CMYK: 0 / 35 / 100 / 0



Environmental Engineering and Biotechnology

PANTONE 569
RGB: 0 / 136 / 119
CMYK: 98 / 0 / 57 / 17



Environment and Society

PANTONE 2602
RGB: 105 / 33 / 124
CMYK: 63 / 100 / 0 / 3



UFZ topics

Pictographs



Ecosystems of the Future



Water Resources and Environment

The Helmholtz Centre for Environmental Research uses the pictographs of the UFZ topics for the purpose of illustration.

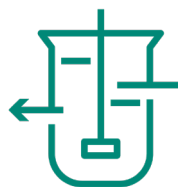
The pictographs are either in colour on white or they are used in the negative variant. In the latter case, they are white on the respective colour of the UFZ topic (see page 16).



Chemicals in the Environment



Smart Models / Monitoring



Environmental Engineering and Biotechnology



Environment and Society

Typography

Typography

Corporate typeface

Corporate S Light

abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

Corporate S Regular

abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

Corporate S Demi

abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

Corporate A Light

abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

Corporate A Regular

abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

Corporate A Demi

abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

The UFZ's corporate typefaces are Corporate S and Corporate A. The recognisability of the Centre is additionally boosted by the use of a uniform font. As there is a limited number of licences for the corporate typeface, they can only be deployed and used by and requested from the Public Relations staff unit for the production of official promotional materials (brochures, leaflets, roll-ups, banners, etc.).

'Corporate S' is a sans serif font that is used for all UFZ applications. It appears modern, open and straightforward. In running text, it is always set with a ragged margin.

'Corporate A' is a serif font that is particularly suitable for longer running texts, for instance in scientific publications. In running text, it is always set with a ragged margin.

System font

Arial Regular

abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

Arial Bold

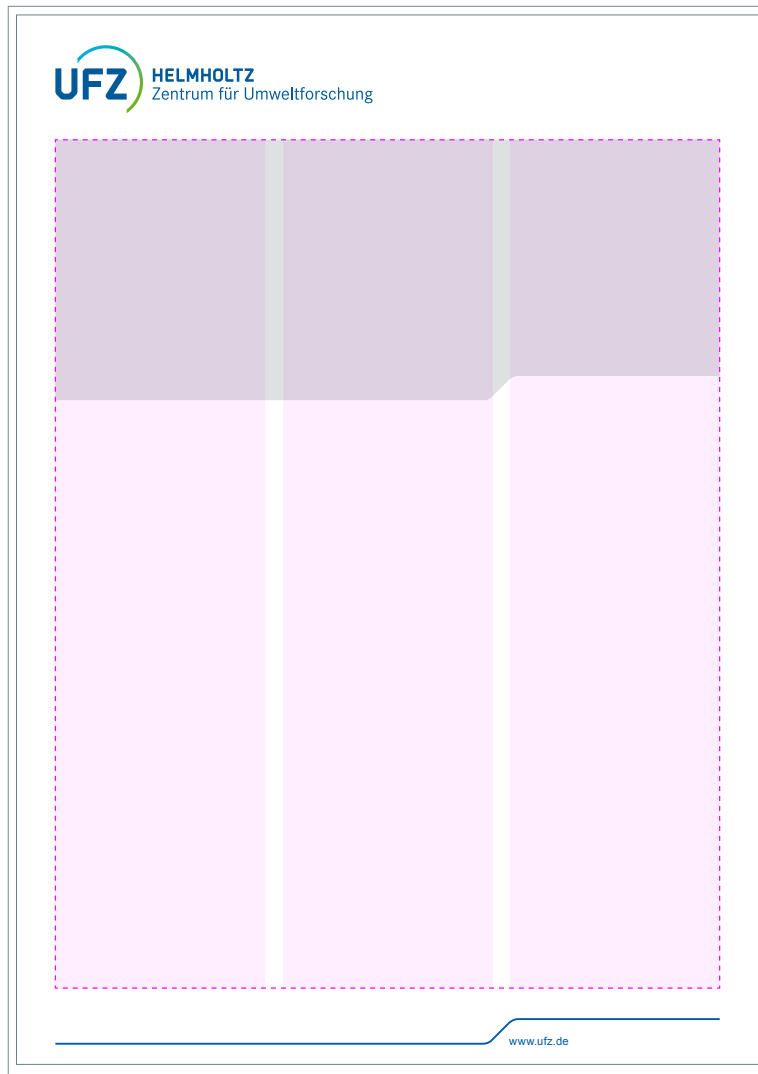
abcdefghijklmnopqrstuvwxyäöüß
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
0123456789 (!?&@,;)

In some cases, the use of the corporate typeface is not appropriate. This is the case, for example, in email correspondence or when using PPT files and Word files on computers belonging to other persons or organisations because the corporate fonts are not available on such systems.

The regular and bold styles of the 'Arial' family of fonts are available as a system font to stand in for 'Corporate S' and 'Corporate A'.

Typography

Type area assists



The type area assists in positioning the individual elements in the format used. The type area is variable and depends in the format and the intended purpose.

Through its set size and the corresponding protected area, the logo at the upper margin defines the margin distance of the layout. This distance, in turn, determines the type area, which specifies the positioning of the individual elements.



Design elements

Design element

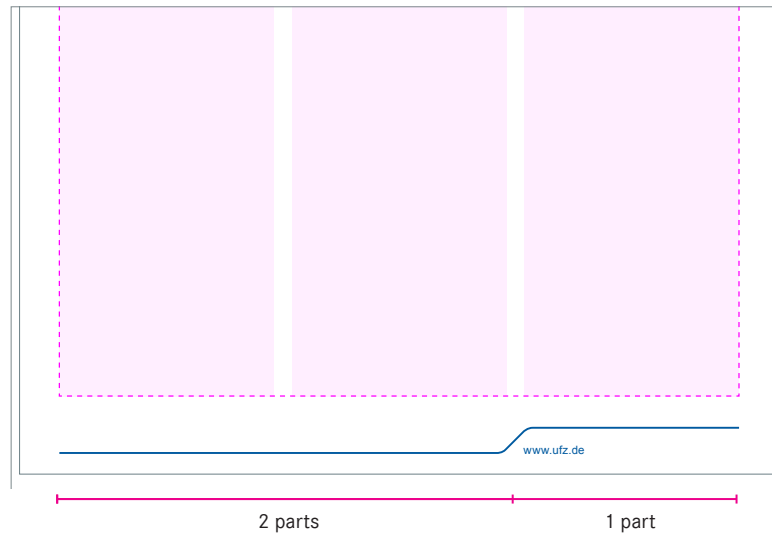
Slider area



The slider element can be deployed either as a pure colour field or may contain images. The underlying principle of the slider (shown here by the pink directional arrows) makes it possible to change the size, position and height. The alignment and also the width of the slider are variable. The area is not indented for media that can be printed with a bleed.

Design element

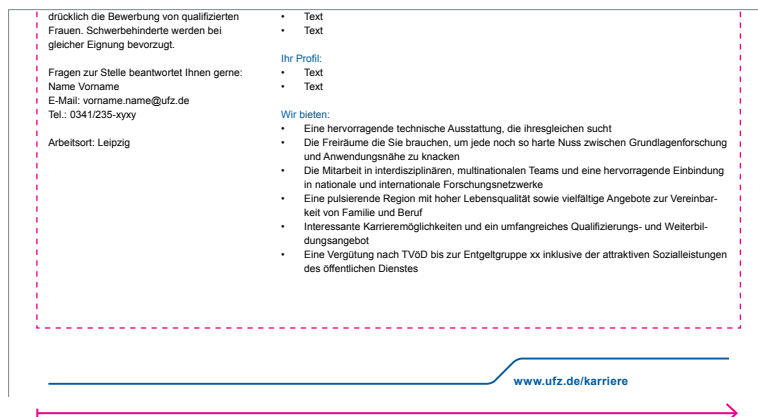
Slider line



The slider is similarly a characteristic design element that gives the UFZ's appearance more independence and better recognisability.

The width of the slider line corresponds to the width of the type area. The corner angles of the line are based on the ratio of 2:1.

In the case of presentations, the line runs over the type area (see PowerPoint page 27).

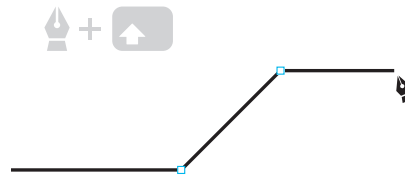


Design element

Slider line – creation

1. Drawing the shape

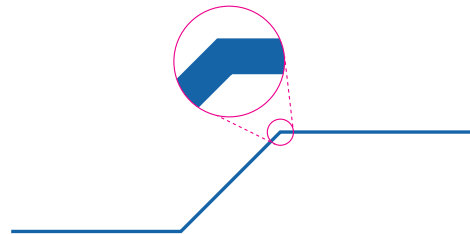
The line is drawn using the Anchor Point tool. Pressing the Shift key ensures a vertical line or one at a 45° angle.



The slider line is created in a vector-based graphics program such as Adobe Illustrator. Only by using software of this kind is it possible to ensure that the radii are calculated correctly. All radii stated in this manual are based on the 'true' radius values as calculated by Illustrator CC or above.

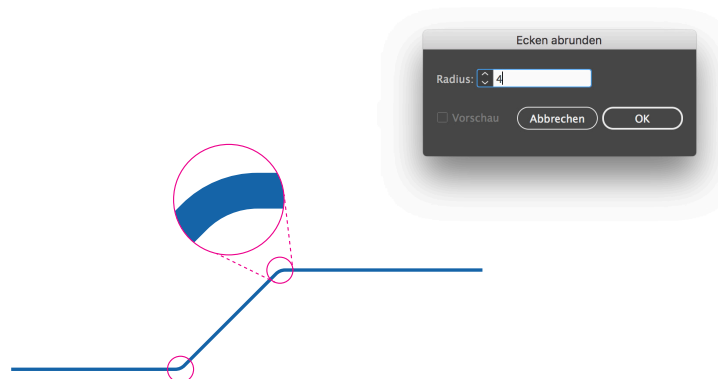
2. Colour scheme

Once the line has been created, the design element can be coloured in the desired corporate design colour. The corners have yet to be rounded.



3. Rounding off the corners

In the last step, the function 'Rounded Corners' (in the header bar or in the 'Transformation' tab) is used to round off the corners.



Office materials

Office materials

Letterheads and business



210 x 297 mm

Letterheads and business cards are important means of communication on the part of the UFZ, as they convey a first impression of the organisation.

The **design of letterheads** corresponds to business cards. Recipient, sender information, subject line and running text can be entered in the Word template. **The specified font sizes and line spacing may not be modified as they are optimised for readability.**

Business cards are created in the customary format and contain important information on persons and their contact details. Persons and contact details.

> **Word templates for letters in German and English that can be used for printing and online applications are available to all UFZ employees in the UFZ Intranet. They can be found through the index catalogue or in the Public Relations service area under ‘Corporate design/templates’.**

> **Business cards can be ordered using the business card management tool in the UFZ Intranet. Again, this can be found through the index catalogue or in the Public Relations service area – search term ‘Business cards’.**



85 x 55 mm

Office materials

PowerPoint Slide Master



The UFZ design includes PowerPoint templates that can be easily and flexibly filled with content. **The templates have been created in the 16:9 format customary nowadays and contain master slides in which all important basic settings have already been made by default.** These must not be altered. Please avoid any additional visual effects, animations and cluttered slides.

> **The PowerPoint Slide Master is available to all UFZ employees for downloading from the UFZ Intranet. It can be found through the index catalogue or in the Public Relations service area under 'Corporate design/templates'.**



Office materials

Job advertisements

UFZ HELMHOLTZ
Zentrum für Umweltforschung



Bildunterschrift

Ihre Bewerbung

Wir freuen uns auf Ihre E-Mail-Bewerbung unter Angabe der Kennziffer xx/2013 an bewerbung@ufz.de

Helmholtz-Zentrum für Umweltforschung GmbH – UFZ
Personalabteilung
Permoserstraße 15
04318 Leipzig

Einsendeschluss: xx.yy.zzzz

Chancengleichheit ist Bestandteil unserer Personalpolitik, daher begrüßen wir ausdrücklich die Bewerbung von qualifizierten Frauen. Schwerbehinderte werden bei gleicher Eignung bevorzugt.

Fragen zur Stelle beantwortet Ihnen gerne:
Name Vorname
E-Mail: vorname.name@ufz.de
Tel.: 0341/235-xyxy

Arbeitsort: Leipzig

Das Helmholtz-Zentrum für Umweltforschung – UFZ hat sich mit seinen 1100 Mitarbeiterinnen und Mitarbeitern als internationales Kompetenzzentrum für Umweltwissenschaften einen hervorragenden Ruf erworben. Wir sind Teil der größten Wissenschaftsorganisation Deutschlands – der Helmholtz-Gemeinschaft. Unsere Mission: Wir forschen für eine Balance zwischen gesellschaftlicher Entwicklung und langfristigem Schutz unserer Lebensgrundlagen.

z.B. Im Rahmen einer Elternzeitvertretung suchen wir ab dem xx.yy.zzzz für unser Team Personalentwicklung einen

Wissenschaftlichen Mitarbeiter (m/w/d)

Arbeitszeit xy h pro Woche, befristet für die Zeit von Mutterschutz und Elternzeit, voraussichtlich 1 Jahr

Ihre Aufgaben:

- Text
- Text

Ihr Profil:

- Text
- Text

Wir bieten:

- Eine hervorragende technische Ausstattung, die ihresgleichen sucht
- Die Freiräume die Sie brauchen, um jede noch so harte Nuss zwischen Grundlagenforschung und Anwendungsnahe zu knacken
- Die Mitarbeit in interdisziplinären, multinationalen Teams und eine hervorragende Einbindung in nationale und internationale Forschungsnetzwerke
- Eine pulsierende Region mit hoher Lebensqualität sowie vielfältige Angebote zur Vereinbarkeit von Familie und Beruf
- Interessante Karrieremöglichkeiten und ein umfangreiches Qualifizierungs- und Weiterbildungsangebot
- Eine Vergütung nach TVöD bis zur Entgeltgruppe xx inklusive der attraktiven Sozialleistungen des öffentlichen Dienstes

www.ufz.de/karriere

210 x 297 mm

Current job advertisements can be generated using a Word template and either printed in DIN A4 format or posted electronically.

Office materials

Lecture

UFZ HELMHOLTZ
Zentrum für Umweltforschung

Datum, Uhrzeit, Ort in 19 Pt, Bold, ZAB 22

Vortragstitel in 30 Pt, Bold, ZAB 34
Eventuelle Subheadline, Regular

Sprecher*in in 19 Pt, Bold, ZAB 22
Prof. med. Dr. Musterfrau, Regular
Prof. Dr. Dr. Mustermann, Regular

Moderator*in in 19 Pt, Bold, ZAB 22
Prof. med. Dr. Musterfrau, Regular
Prof. Dr. Dr. Mustermann, Regular

Beschreibung
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est.

Biografie
Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est. Lorem ipsum dolor sit amet. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est.

Bildunterschrift

www.ufz.de

297 x 420 mm

The example shows one of many possibilities for designing a UFZ lecture announcement in DIN A3 format using the design element of the slider area and a portrait.

> The templates are available to all UFZ employees for downloading from the UFZ Intranet. They can be found through the index catalogue or in the Public Relations service area under 'Corporate design/templates'.

Other means of communication

Communication Fact sheet

UFZ fact sheets are a means of neatly presenting information of relevance to a topic.

> The templates in DIN A4 format are available to all UFZ employees for downloading from the UFZ Intranet. They can be found through the index catalogue or in the Public Relations service area under 'Corporate design/templates'.



210 x 297 mm

Stand: 6/2017

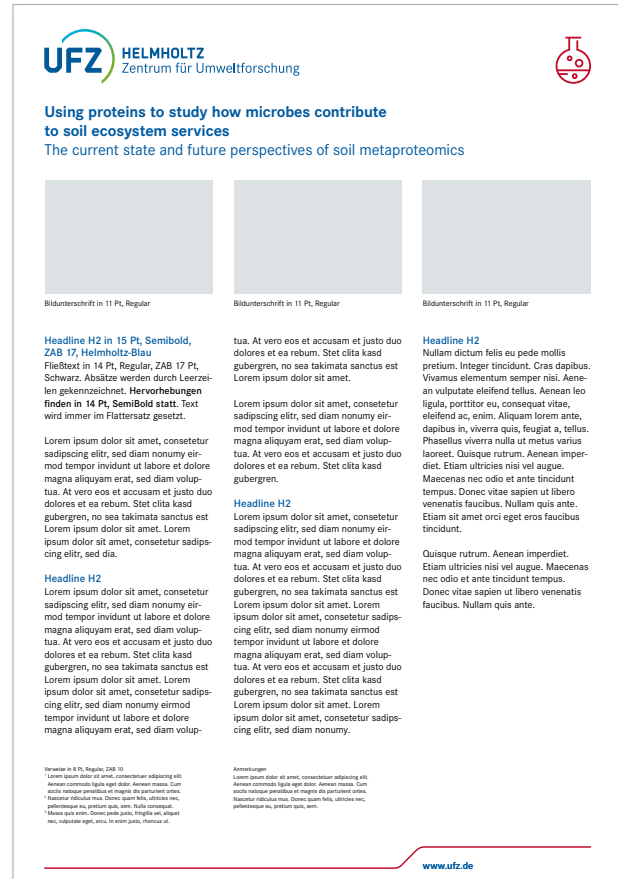
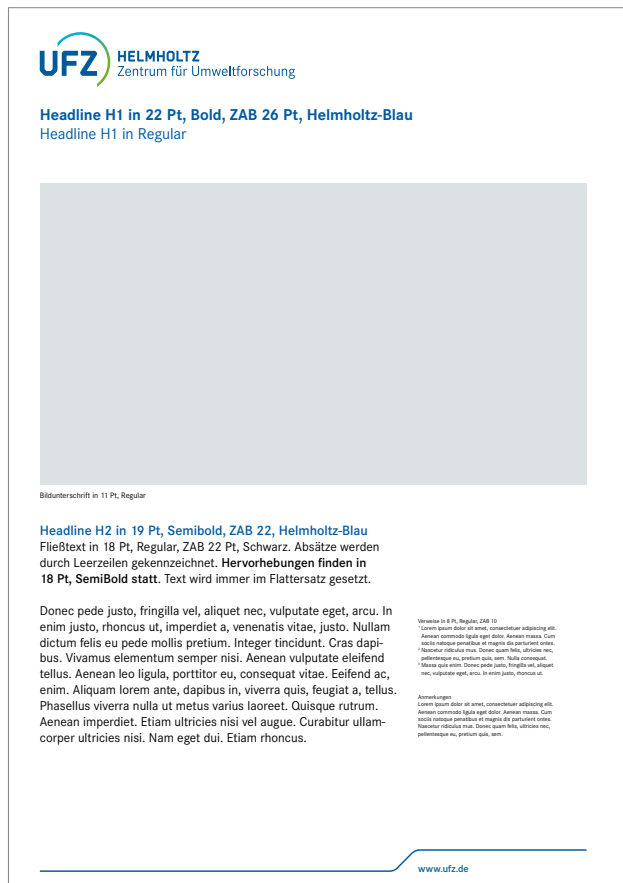
2/5

Communication Scientific poster

The examples show potential designs for a scientific poster in DIN A0 format. The topics relating to specific research fields are identified by means of the pictographs and the slider line in the corresponding colour.

Font sizes can be adjusted according to the amount of content, taking into consideration that a good poster design requires a sufficient amount of white space.

> The poster templates are available to all UFZ employees for downloading from the UFZ Intranet. They can be found through the index catalogue or in the Public Relations service area under 'Corporate design/templates'.



841 x 1189 mm

Communication Leaflets



Being a fundamental design element, different versions of the slider area can be used either as a fill area for images or as a carrier area for information.

The Z-fold is applied in DIN long format and provides space for everything you would like to present.

> **The leaflet templates are available to all UFZ employees for downloading from the UFZ Intranet. They can be found through the index catalogue or in the Public Relations service area under ‘Corporate design/templates’.**

Applications

Applications Selection



Business cards



Leaflets



Scientific poster



Fact sheet

Corporate Design of Helmholtz Centre for Environmental Research – UFZ

Helmholtz Centre for Environmental Research – UFZ
Permoserstr. 15, 04318 Leipzig, Germany

Phone: +49 341 235-1269
www.ufz.de / info@ufz.de

Please ask questions about the Corporate Design:

Susan Walter-Pantzer / Graphics and Design
susan.walter@ufz.de / Phone: 0341 235 1269

Doris Wolst / Presse- und Öffentlichkeitsarbeit
doris.wolst@ufz.de / Telefon: 0341 235 1269

Corporate design development:
yellow too, Berlin

www.yellowtoo.com