



STYLE GUIDE

July 2018

LOGO

Hanns R. Neumann Stiftung



Logo

- The logo is defined and guided by communications in Hamburg.
- The official logo is the right aligned colored version shown here.
- Stop using any other logo if you do currently and update communication products if possible.
- The flower is always on the right side.
- Only under rare circumstances will we use the left aligned logo (flower on left).
- The name in the logo is written in one line. Only local version have the country in the second line. Local version are only used for local communication products. This applies for:
 - do Brasil
 - North America
 - América central
 - Uganda
 - Tanzania
 - Ethiopia
 - Indonesia

These logos are made available on the wiki or can be requested through comms@hrnstiftung.org.

- The logo should be placed in the upper or lower right corner of documents or products. See examples in this document.

LOGO



Logo (cont.)

- On the first page of every document/product the full logo must appear. On additional, following pages, the standalone flower logo can be used.
- Logo visibility should be given throughout printed documents, presentations, etc.
- In video productions, visibility should be given in the beginning and the end with full logo and if needed in addition with partner logos.
- Too many partner logos on a page or product can become busy and confusing. In such cases we are writing the names of the partners instead of using the logos.
- When inserting staff names into videos, we brand them with the full Hanns R. Neumann Stiftung name.
- The primary logo color is Coffee Leaf green which can be found in this document. If used on pictures or in videos we use the white version of the logo as a .png file. Under certain circumstances when the background can accommodate the color logo, can it be used. Please read the guidelines about logo color in this document. When in doubt please contact aaron.scheuerman@hrnstiftung.org.
- We **do not design local logos** for HRNS or programs/projects without consulting communications in Hamburg.
- Here is a link to this style guide on the wiki: [click here](#)

LOGO DON'TS



Do not enlarge a logo as it will make it blurry and pixelated. If you need a larger you can request a specific size from communications or you can download the .eps format which allows you to resize the logo without affecting the quality.



Do not create a new logo or abbreviation logo. This is not allowed and makes it hard to have a consistent brand. Use only the sanctioned logos stated in the style guide.



Do not resize the logo vertically or horizontally only as it will distort the logo. When resizing a logo the correct way is to use the resizing box in the corner or ensure the “lock aspect ratio” option is selected in your program.



Do not change the color of the logo. The logo must always remain the Coffee Leaf color.

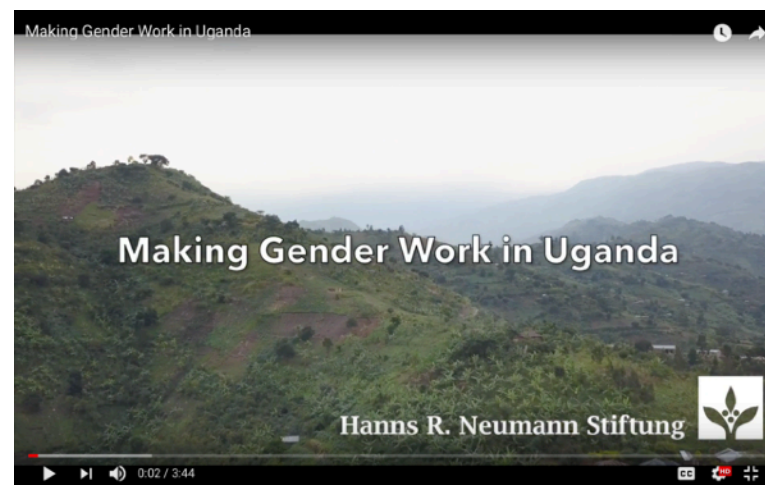
LOGO EXAMPLES



When there is a solid dark color behind the logo that competes with the Coffee Leaf color of the logo then use the white version of the logo to ensure clear branding.



When you have an image that is busy that will not allow the logo to be visible you will need to use the white logo in front of a solid Coffee Leaf colored box.



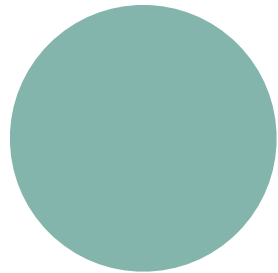
Example of logo usage in video.



When you have an image that allows the logo to be visible it is advised to use the white logo to ensure the logo remains bold and does not get lost in the colors of the photo.

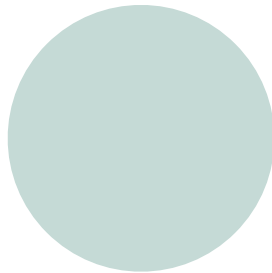
COLORS

These are the 4 primary colors for HRNS. Coffee Leaf is used for the logo as well as design accents and headlines. Green Ash is used as an accent color for print and digital materials. Sand is mainly used for backgrounds or for a subtle color accent. Black is to be used as the main body text color.



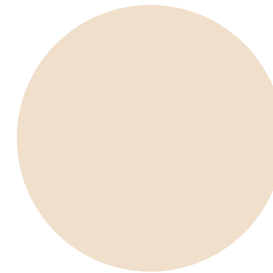
Coffee Leaf

CMYK 48 : 10 : 28 : 0
RGB 132 : 181 : 172
PANTONE 191
HEX # 679C92



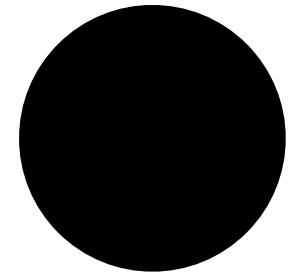
Green Ash

CMYK 21 : 5 : 10 : 0
RGB 197 : 218 : 214
PANTONE 2925
HEX # C5DAD6



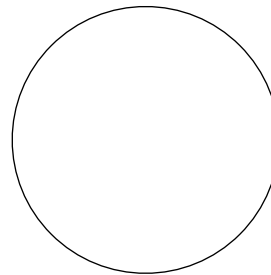
Sand

CMYK 6 : 9 : 16 : 0
RGB 240 : 223 : 202
PANTONE 7527
HEX # F0DFCA



Black

CMYK 74 : 71 : 64 : 87
RGB 0 : 0 : 0
PANTONE 426
HEX # 000000

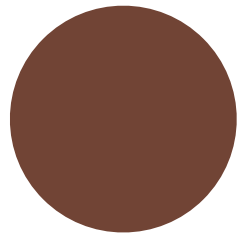


Flower White

CMYK 0 : 0 : 0 : 0
RGB 255 : 255 : 255
PANTONE WHITE
HEX # FFFFFFFF

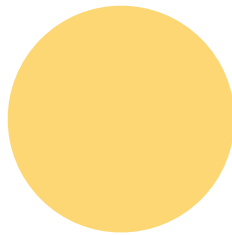
COLORS

The following colors are used as accents to compliment the primary colors. Cocoa, Canary Yellow, Pink Cherry, Indo Purple, Lake Blue and Ice Grey should be used to highlight certain aspects of the design or text. Pink Cherry is the preferred color to be used for, quotes to highlight an important aspect of the text/story. However, you can feel free to choose any of the Accent Colors. The accent colors can also be used for charts, graphs and other design elements. Bodies of text should always remain Black.



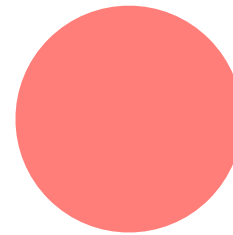
Cocoa

CMYK 40 : 72 : 80 : 27
RGB 113 : 68 : 53
PANTONE 339
HEX # 714435



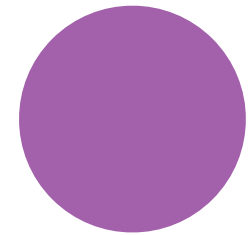
Canary Yellow

CMYK 2 : 13 : 60 : 1
RGB 253 : 215 : 115
PANTONE 1235
HEX # FDD773



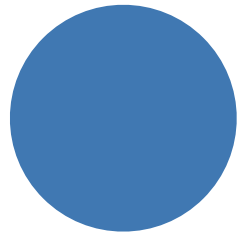
Pink Cherry

CMYK 0 : 56 : 38 : 0
RGB 255 : 126 : 121
PANTONE 165
HEX # FF7E79



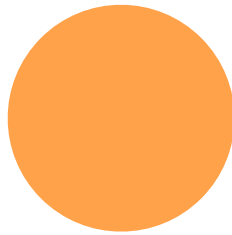
Indo Purple

CMYK 38 : 73 : 0 : 0
RGB 163 : 96 : 171
PANTONE 2583
HEX # A360AB



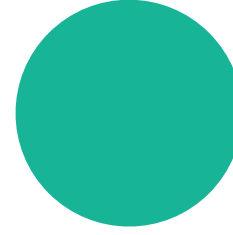
Lake Blue

CMYK 78 : 49 : 7 : 0
RGB 64 : 120 : 178
PANTONE 7683
HEX # 4078B2



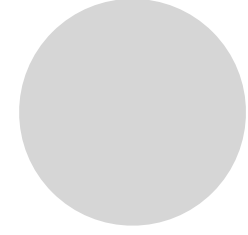
Fire Orange

CMYK 0 : 40 : 70 : 0
RGB 255 : 162 : 74
PANTONE 150
HEX # FFA24A



Mint Green

CMYK 72 : 1 : 45 : 0
RGB 23 : 180 : 152
PANTONE 7465
HEX # 17B498

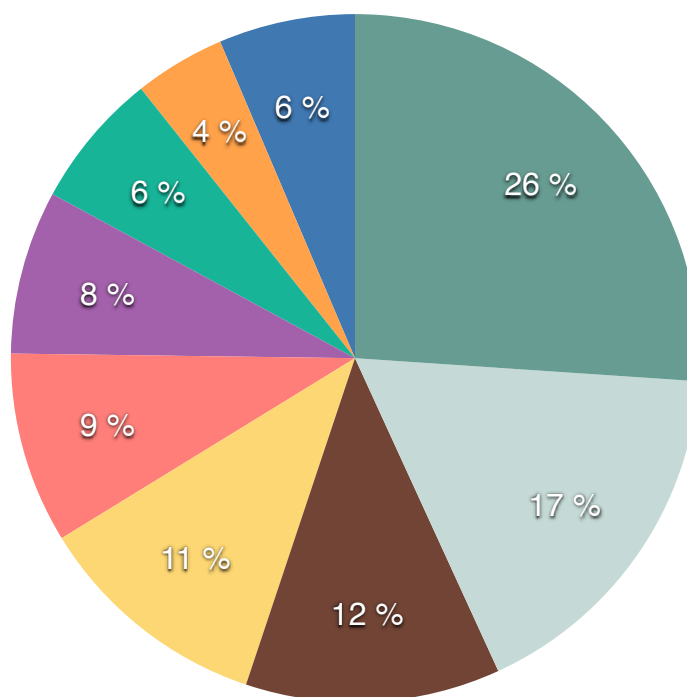


Ice Grey

CMYK 14 : 10 : 8 : 0
RGB 214 : 214 : 214
PANTONE COOL GREY 1
HEX # D6D6D6

COLORS - EXAMPLES

Below are examples of how the primary and accent colors could be used.



TYPOGRAPHY

Tahoma - This is our main font to be used on documents, contracts, presentations, etc. It is widely available on all computers and platforms.

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü012345
6789.,:;!?

Lato Regular - Our font to be used in design and online materials. It is a web safe font which means that most browsers and operating systems will support it. This is to be used as the main body text.

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü012
3456789.,:;!?

Lato Light - A variation to the Lato font.

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü0123
456789.,:;!?

Lato Bold - A variation to the Lato font.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü01
23456789.,:;!?**

TYPOGRAPHY

Lato Black - A variation to the Lato font which gives more emphasis, to be used for headlines.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü0
123456789.,:;?!**

Bell Centennial Std/ Address - This font is used in the business cards and other stationary materials only.

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü0123456789.,:;?!

Bell Centennial Std/ Name & Number - This font is used in the business cards and other stationary materials only.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜßabcdefghijklmnopqrstuvwxyzäöü012345
6789.,:;?!**

Permanent Marker - A design font that is used in certain templates and headlines. This font should never be used in bodies of text.

**ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜABCDEFGHI
JKLMNOPQRSTUVWXYZÄÖÜ0123456789.,:;?!**

Please Note: When none of these fonts are available please use the standard **Tahoma** font family.

WRITING STYLE

When writing anything for HRNS it is important to follow certain writing styles to ensure consistency as well a clear message. These are the guidelines we would like everyone to follow:

1. Do not write, “The Hanns R. Neumann Stiftung” or “the HRNS”. “The” is not needed and therefore should never be used.
2. When writing text please follow standard English grammar rules be capitalizing the first left of each sentence.
3. Headlines will also use the standard Journalist Format of capitalising the first letter of each word, (i.e. Review of the Past Year, We Are Proud to Announce, etc.).
4. If preparing a news item, press release, or other external communication document please use the “third person” point of view, (i.e. Hanns R. Neumann Stiftung is proud to announce...).
5. “First person” point of view is also used in certain circumstances such as social media, our website or other informal communication materials, (i.e. we are proud to announce).

When there are doubts you can always refer back to this document or ask your communications department contact.