SURE

Sustainable Development
of Urban Regions

Corporate Design Data Sheet

Design guidelines for the
visual appearance of SURE

Logo

Logo I Versions

SURE communicates with **three versions** of the logo—a two-line horizontal and a two- and three-line vertical version. The **two-line horizontal version** of the logo is the **primary version** and is to be used with priority. Depending on the medium and layout, the other versions can also be used.

Logo I Variants

The **coloured primary** on a white background is to be used with priority. The coloured and negative **primary and secondary variants** are always to be preferred to the **black variants**. Generally, these variants are only to be used if a colour or greyscale representation is not permitted / not possible (e.g. fax / engraving).

Primary variant | Coloured

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Secondary variants | Coloured

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Primary variant | Negative

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Secondary variants | Negative

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Primary variant | Black

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Secondary variants | Black

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Primary variant | Greyscale

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Secondary variants | Greyscale

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Protective space

The **protective space** defines the distance of the logo from surrounding design elements and is considered as a minimum. No design elements may be placed within the protective space. The protective space results from the height or 1.5 times the height of the letter "u" from the word/figurative mark (see fig. 1).
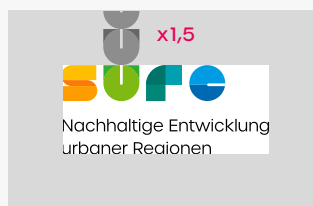

Fig. 1: Protective spaces

Prohibitions of use

All **logo variants** may not be mirrored, rotated or distorted. Likewise, scaling of individual **logo elements** is not permitted, hence the logo must always be **scaled proportionally** in its entirety. The logos are always used with **100 % opacity**.

Individual elements of the logo may not be omitted. Likewise, no elements may be added to the logo.

The negative variants may be used for the **representation on pictures** if the image motif under the logo has the necessary contrast and, above all, the necessary calmness. An optimal legibility must be guaranteed.
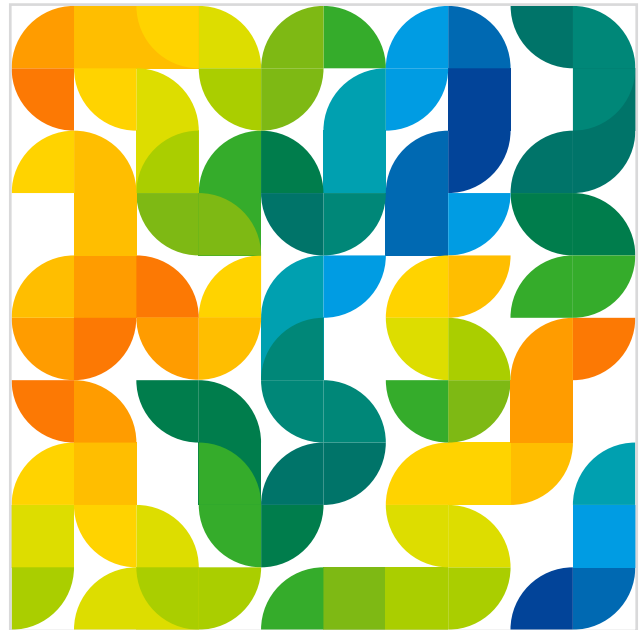
Key Visual

The corporate design of SURE uses a graphic pattern to create a characteristic appearance that illustrates diversity and transformation. This pattern forms the basis for the brand's **key visual** which appears ubiquitously together with typography, colours and logo. As a brand-building element, it combines shapes, colours and imagery of the brand.

The key visual is to be used extensively and dynamically in serveral variations on different formats and with flexibility in design. Depending on the media format, **different, coherent elements** from the pattern can be used for the key visual. The pattern therefore forms the basis for a multitude of key visual variants.

These **key visual variants** with their elements may only be depicted in their entirety. Cropping, rotating, mirroring and distorting of the respective key visual and its individual elements is not permitted.

The colours of the key visual must not be changed, likewise it is always used with **100 % opacity**. In addition, the key visual must be **scaled proportionally** in its entirety. **Within a medium** the key visual is always applied with the same scaling.

Overall view of the key visual of the SURE brand

When using a key visual in combination with other graphic design elements (text, image, logo, etc.) attention must be paid to **sufficient white space** in the overall appearance of the medium in order to ensure a balanced, airy effect of the design.

Application examples Key Visual (poster, lanyard, PowerPoint slide)

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Colour space

The **colour palette of the SURE brand** shines in
strong and fresh colours, which convey diversity,
timelessness and the openness of a technologi-
cally innovative, ecologically sustainable, social-
ly multicultural and inclusive, evolving society.

The **colours in quadratic form** shown below may
be used discreetly, e.g. for text labels, information
boxes and graphic elements. In order to achieve
a harmonious and balanced ratio of the colours,
no primary colour may be used preferentially. The
direct clashing of complementary contrasts of in-
dividual colours within a medium must be avoided.

The depicted **colours with rounded corners** are
reserved for the **key visua**l only.
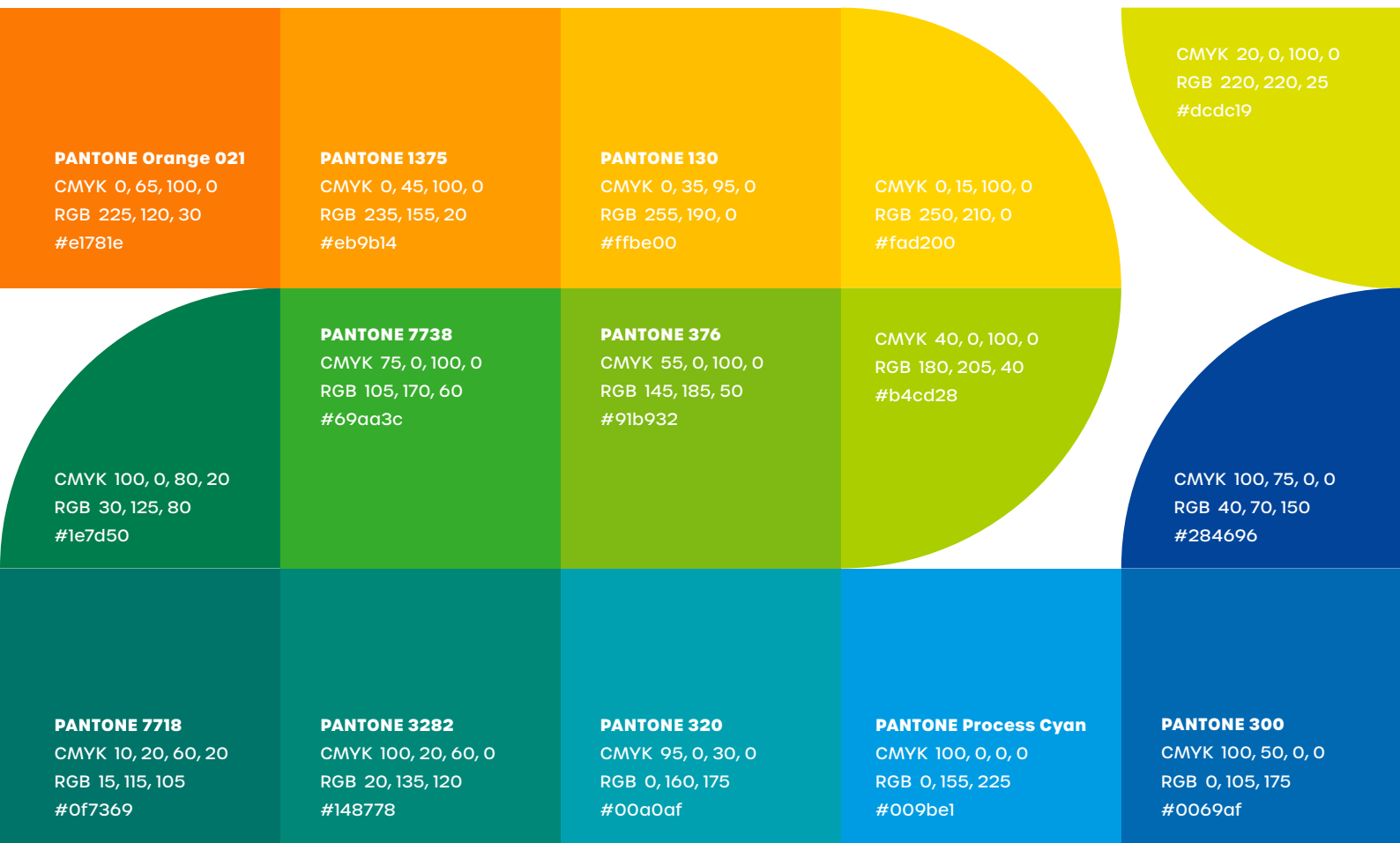
Continuous texts
Continuous texts are shown in 100 % black.
The text colour on coloured areas is white.

Colour gradations
A gradation of **colour tones** is not permitted,
i.e. it is used with 100 % opacity.

Distinction of head- and subheadlines
Headlines are unexceptionally set in 100 % black.
For the first layer of **subheadlines** PANTONE 320
is used exclusively.

PANTONE Orange 021
CMYK 0, 65, 100, 0
RGB 225, 120, 30
#e1781e

PANTONE 1375
CMYK 0, 45, 100, 0
RGB 235, 155, 20
#eb9b14

PANTONE 130
CMYK 0, 35, 95, 0
RGB 255, 190, 0
#ffbe00

CMYK 0, 15, 100, 0
RGB 250, 210, 0
#fad200

CMYK 20, 0, 100, 0
RGB 220, 220, 25
#dcdc19

PANTONE 7738
CMYK 75, 0, 100, 0
RGB 105, 170, 60
#69aa3c

PANTONE 376
CMYK 55, 0, 100, 0
RGB 145, 185, 50
#91b932

CMYK 40, 0, 100, 0
RGB 180, 205, 40
#b4cd28

CMYK 100, 0, 80, 20
RGB 30, 125, 80
#1e7d50

CMYK 100, 75, 0, 0
RGB 40, 70, 150
#284696

PANTONE 7718
CMYK 10, 20, 60, 20
RGB 15, 115, 105
#0f7369

PANTONE 3282
CMYK 100, 20, 60, 0
RGB 20, 135, 120
#148778

PANTONE 320
CMYK 95, 0, 30, 0
RGB 0, 160, 175
#00a0af

PANTONE Process Cyan
CMYK 100, 0, 0, 0
RGB 0, 155, 225
#009be1

PANTONE 300
CMYK 100, 50, 0, 0
RGB 0, 105, 175
#0069af

The use of the colours for further design
elements is permitted.

These colours are only used in the key visual and
may not be used for other design elements.

Typography

Corporate typeface

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z ä ö ü ß
0 1 2 3 4 5 6 7 8 9 #!?¿&-@/+-=|<%>.:)§;)€

Font styles

Urbane Light   **Urbane Bold**
Urbane Medium   **Urbane Heavy**

SURE's corporate typeface is Urbane. The corporate design primarily uses the **font styles** Light, Medium and Bold.

Urbane is a versatile sans serife typeface which combines clarity and dynamics through its geometric form. The rounded and at the same time angular letters pick up the language of the logo and thus strengthen the recognition value of the brand. It is equally well suited for print and web. A flexible and versatile use is possible due to the large number of font styles.

The font can **be purchased / downloaded** from www.myfonts.com/fonts/device/urbane/. **Alternatively** the font is also available via **Adobe Typekit**.

As an **alternative, free of charge font** the Urbane Lexend (free Google font) can be used— for example in **Office documents** (e.g. Word and PowerPoint) and iWork applications (e.g. Pages and Keynote) or for digital use on the web.

Since the Lexend does not have an italic font style, the Urbanist Italic (also a free Google Font) can be used for **italic text within scientific text documents**. It should be noted that the Urbanist Italic is always **displayed 0.5pt larger than the Lexend,** in order to ensure a visually uniform x-height of the letters.

Within image-forming media, Italic font styles are not used in the corporate design of the SURE brand. Emphases can be made via font size, width and, in the case of a call to action, also by the discrete use of the blue tone PANTONE 320.

The **free download** of the **alternative, free of charge font** is available at: https://fonts.google.com/specimen/Lexend or https://fonts.google.com/specimen/Urbanist

Imagery

SURE mainly uses atmospheric and authentic photos that reflect **liveliness** and **diversity**. Moreover, the images depict the project regions and convey the respective project contents in a striking and accessible way.

The images are used in large formats to achieve a high degree of emotionalisation. The **graphic form of the image** motifs is based on the design vocabulary of the key visual. The placement of the rounded corners can be chosen freely, whereby the number per image is set at at least one to two rounded edges.

For **image-building media**, e.g. cover picture, or in connection with the key visual, the maximum degree of corner rounding (quarter circle) is used.

For **content pictures** and **textboxes** a smaller corner rounding is used. In DIN A4 format the corner radius is 36 pt and is scaled proportionally for large- and small-format media.

Image motifs may also **be integrated** into the **key visual**. Several adjacent elements may be combined to have a sufficiently large area available within the key visual.

In the case of image-carrying media the image motif should—in combination with sufficient white space—take up the largest space in relation to all the other design elements.