

Design Guidelines

Primary Logos



Secondary Logo



Negative Space



Farben

| | | | | |
|---|--------------------|--|--------------------|-----------------------|
| <div>Fachstelle gelb #FBB900</div> <div>251/180/0 0/30/100/0 Pantone 7408 C</div> | | <div>Fachstelle schwarz #0B1213</div> <div>11/18/19 40/20/20/100 Pantone Black C</div> | | highest contrasts |
| <div>#FFFAEB</div> | <div>#F0F6EB</div> | <div>#E1F6F6</div> | <div>#F1EAF8</div> | background colours |
| <div>#EF6461</div> | <div>#61EDEF</div> | <div>#AB61EF</div> | | accent colours |
| <div>#444444</div> | | <div>#EFEFEF</div> | | variable grey |

Primary Font

New Rubrik Extra Light:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()*=?.,:;`´*#_ - ~ € @ ® © •ø± «

New Rubrik Light:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()*=?.,:;`´*#_ - ~ € @ ® © •ø± «

New Rubrik Medium:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()*=?.,:;`´*#_ - ~ € @ ® © •ø± «

New Rubrik Semibold:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()*=?.,:;`´*#_ - ~ € @ ® © •ø± «

New Rubrik Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()*=?.,:;`´*#_ - ~ € @ ® © •ø± «

New Rubrik Extra Bold:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()*=?.,:;`´*#_ - ~ € @ ® © •ø± «

New Rubrik Extra Light Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()=?.,:;`´*#_ - ~ € @ ® © •ø± «*

New Rubrik Light Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()=?.,:;`´*#_ - ~ € @ ® © •ø± «*

New Rubrik Medium Italic:
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()=?.,:;`´*#_ - ~ € @ ® © •ø± «*

New Rubrik Semibold Italic:
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1234567890 !"#\$%&/'()=?.,:;`´*#_ - ~ € @ ® © •ø± «*

New Rubrik Bold Italic:
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1234567890 !"#\$%&/'()=?.,:;`´*#_ - ~ € @ ® © •ø± «*

New Rubrik Extra Bold Italic:
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abcdefghijklmnopqrstuvwxyzäöü
1234567890 !"#\$%&/'()=?.,:;`´*#_ - ~ € @ ® © •ø± «*

Fallback Font

(Fallback bzw. Geschäftsdrucksorten)

Calibri Light:

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

abcdefghijklmnopqrstuvwxyzäöü

1234567890 !“\$%&/()=?.,;`‘*#_ - ~ € @ ® © •ø± «

Calibri Regular:

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

abcdefghijklmnopqrstuvwxyzäöü

1234567890 !“\$%&/()=?.,;`‘*#_ - ~ € @ ® © •ø± «

Calibri Bold:

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

abcdefghijklmnopqrstuvwxyzäöü

1234567890 !“\$%&/()=?.,;`‘*#_ - ~ € @ ® © •ø± «

Calibri *Light Italic*:

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

abcdefghijklmnopqrstuvwxyzäöü

1234567890 !“\$%&/()=?.,;`‘#_ - ~ € @ ® © •ø± «*

Calibri Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

abcdefghijklmnopqrstuvwxyzäöü

1234567890 !“\$%&/()=?.,;`‘#_ - ~ € @ ® © •ø± «*

Calibri Bold Italic:

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

abcdefghijklmnopqrstuvwxyzäöü

1234567890 !“\$%&/()=?.,;`‘#_ - ~ € @ ® © •ø± «*