

CORPORATE DESIGN

- what is it and how does it work?



*An essential component of a successful
corporate identity*

Contents

1. Corporate Design - definition

2. Corporate Identity

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5. Comparison of practical examples

Studentenwerk Magdeburg vs. Studentenwerk Halle



Corporate **Design**

the sum of all visual information and communications

The **Corporate design** deals with the appearance of the company

- to present a uniform appearance externally and internally
- to associate a company clearly with its products
- to make a company a brand



Corporate design is the sum of all visual information and communications of a company or organisation.

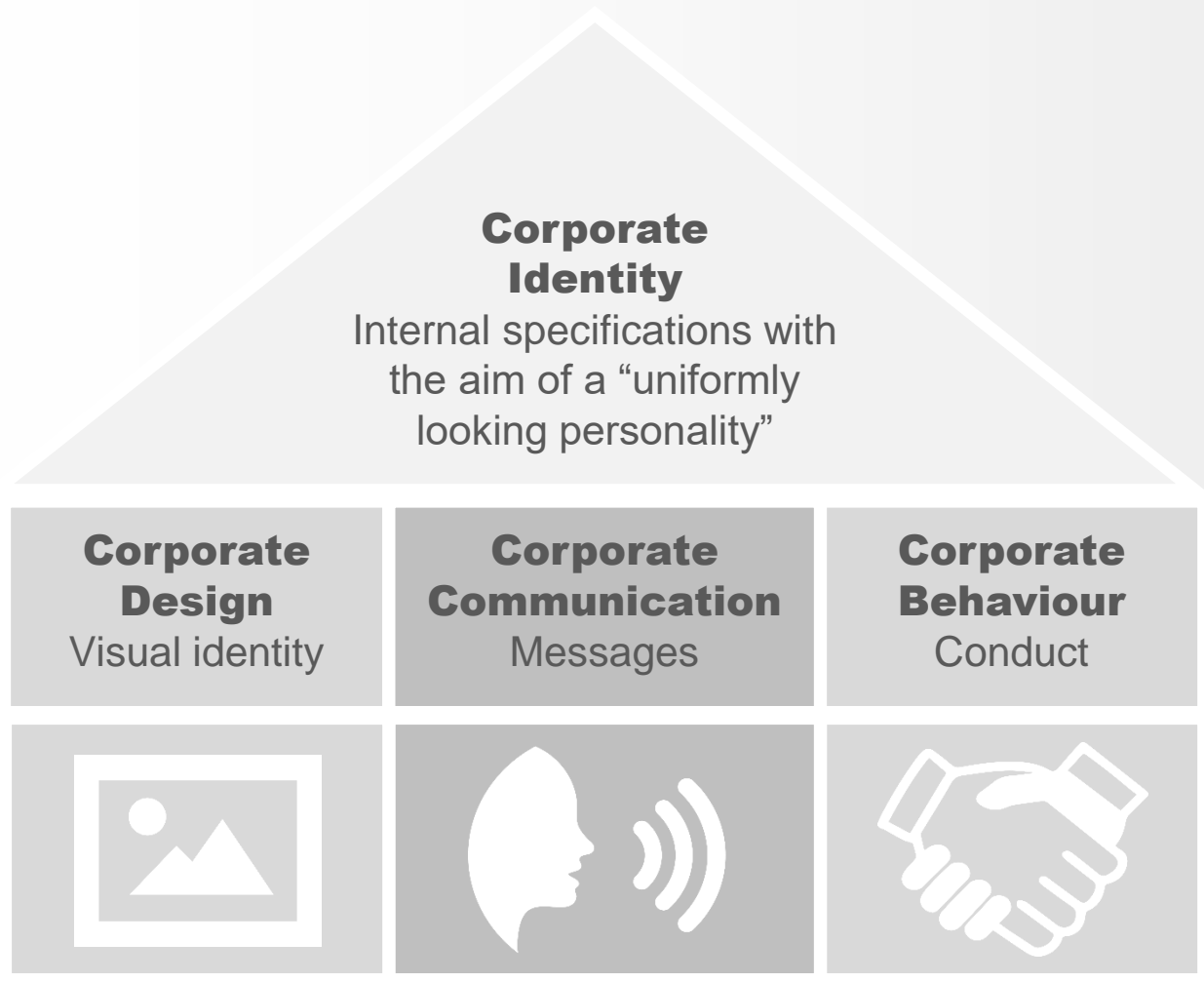
Benefits of a corporate design

1. is a basic element for any form of successful corporate communication
2. is a visualization of culture, values, corporate goals and market competence
3. raises the profile of the company among employees and the public (rivals, customers, suppliers)
4. is the only way to win acceptance in today's flood of advertising and information on the market
5. signals continuity in corporate communication. This creates authenticity and trust
6. creates synergy effects and a high recognition level of individual communication measures
7. increases the level of popularity and saves costs
8. is an essential success factor for a favourable and profitable image
9. is an essential success factor for a favourable and profitable image.
10. serves the image, sales promotion and therefore the reaching of the company's goals



Corporate **Identity**

The three pillars of a corporate identity



Corporate Identity

Internal specifications with the aim of a “uniformly looking personality”

Corporate Design

Visual identity



Corporate Communication

Messages



Corporate Behaviour

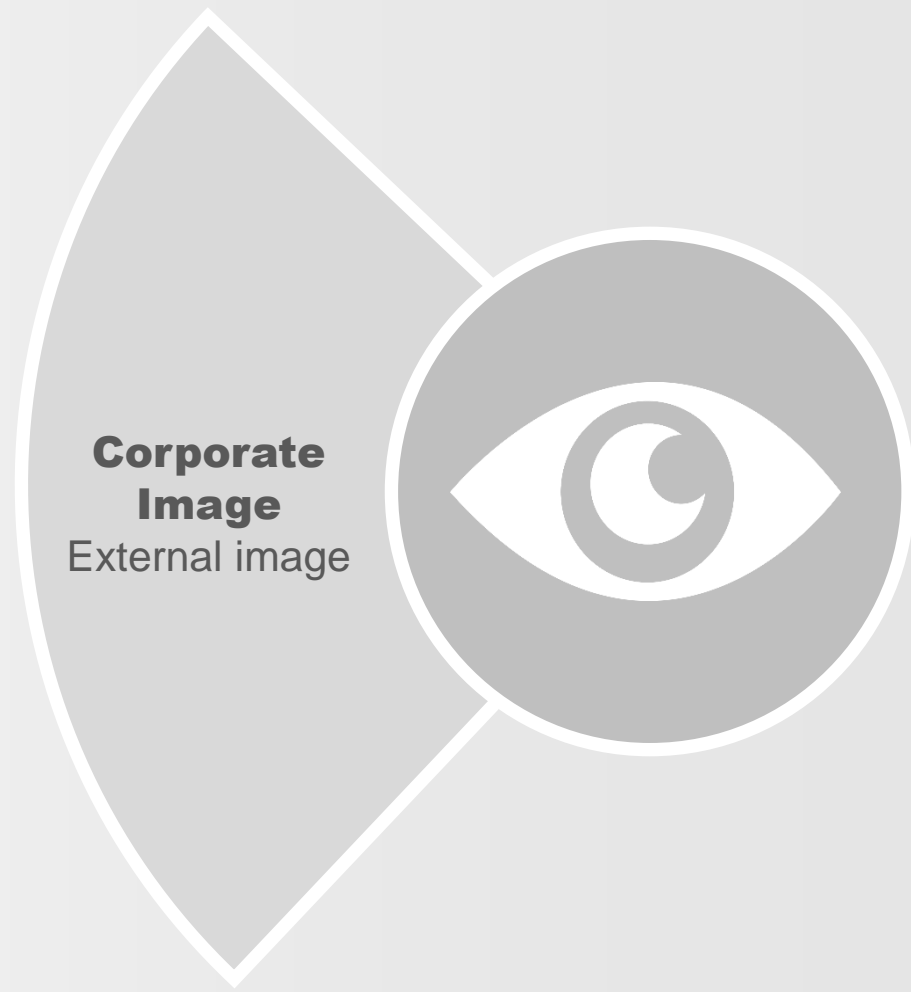
Conduct



should be uniform and represent consistent values

Corporate culture / Living type of business

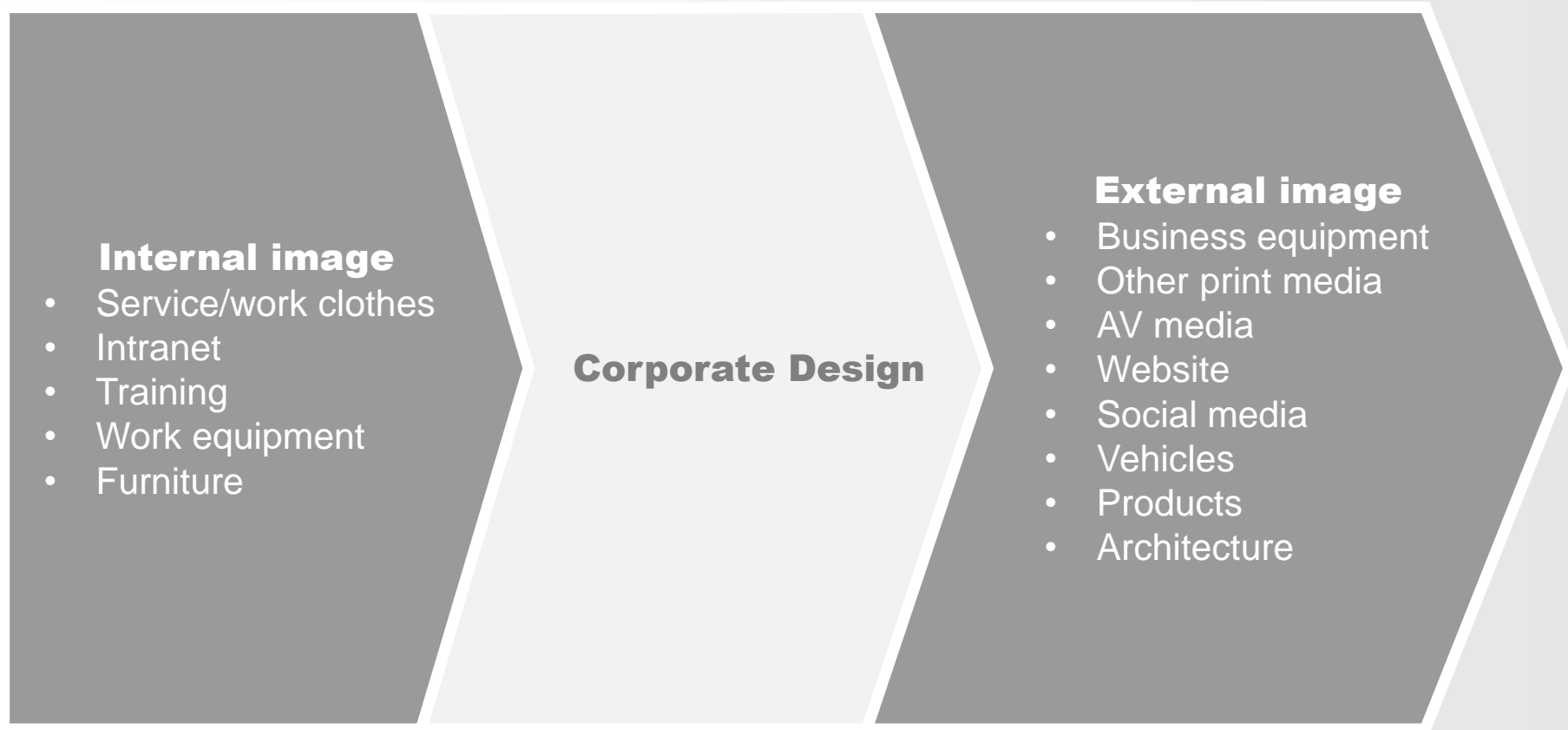
Corporate Philosophy / Principles & Goals of the company



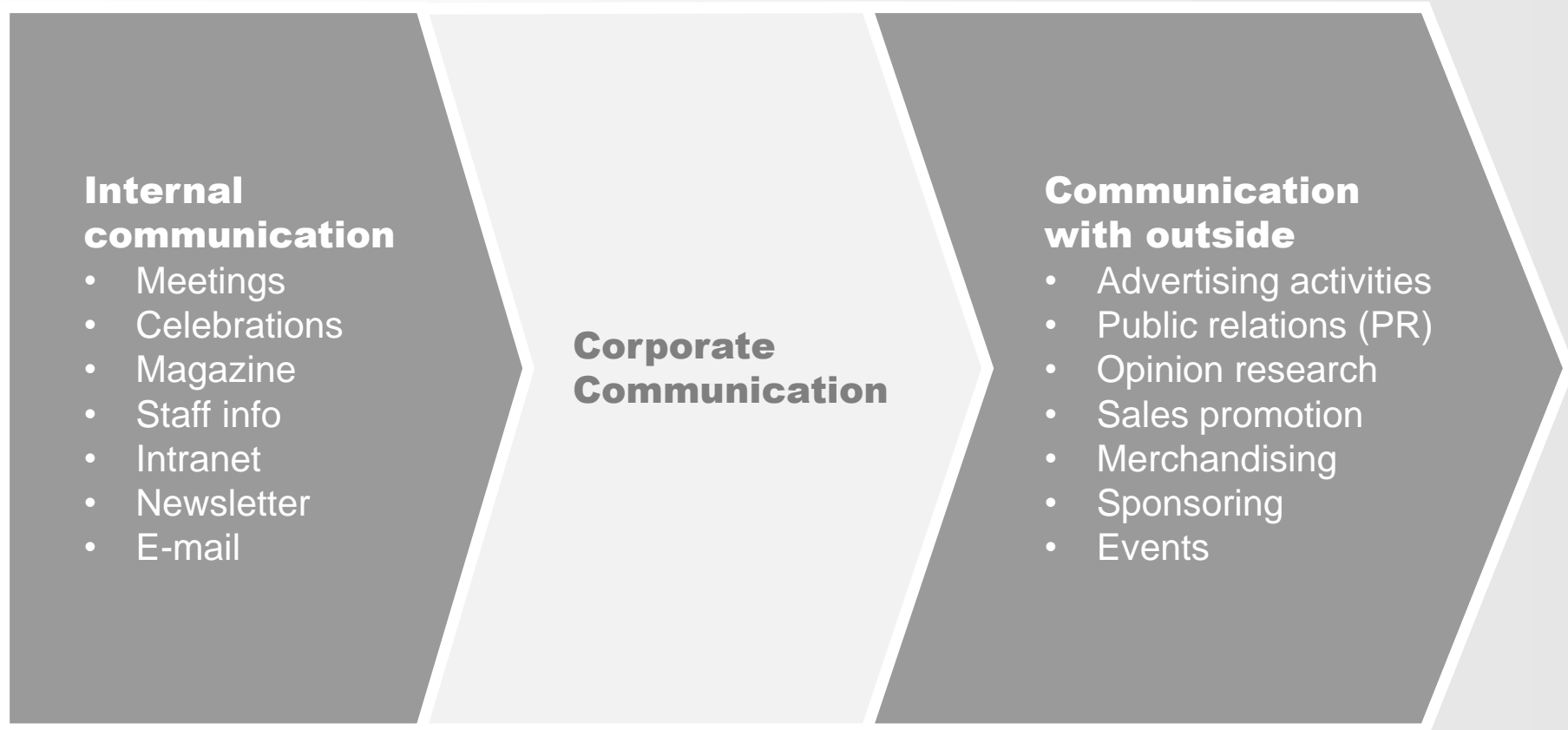
Corporate Image

External image

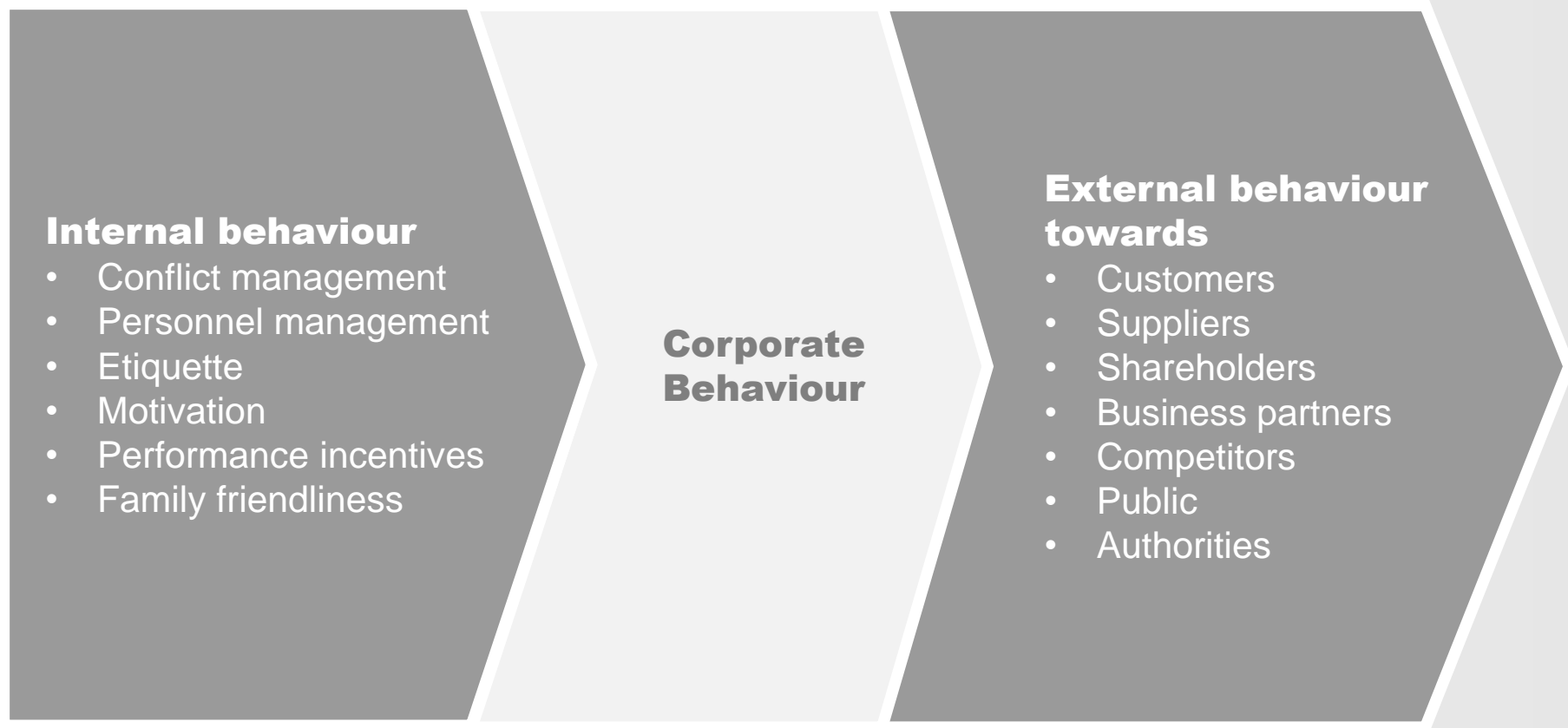




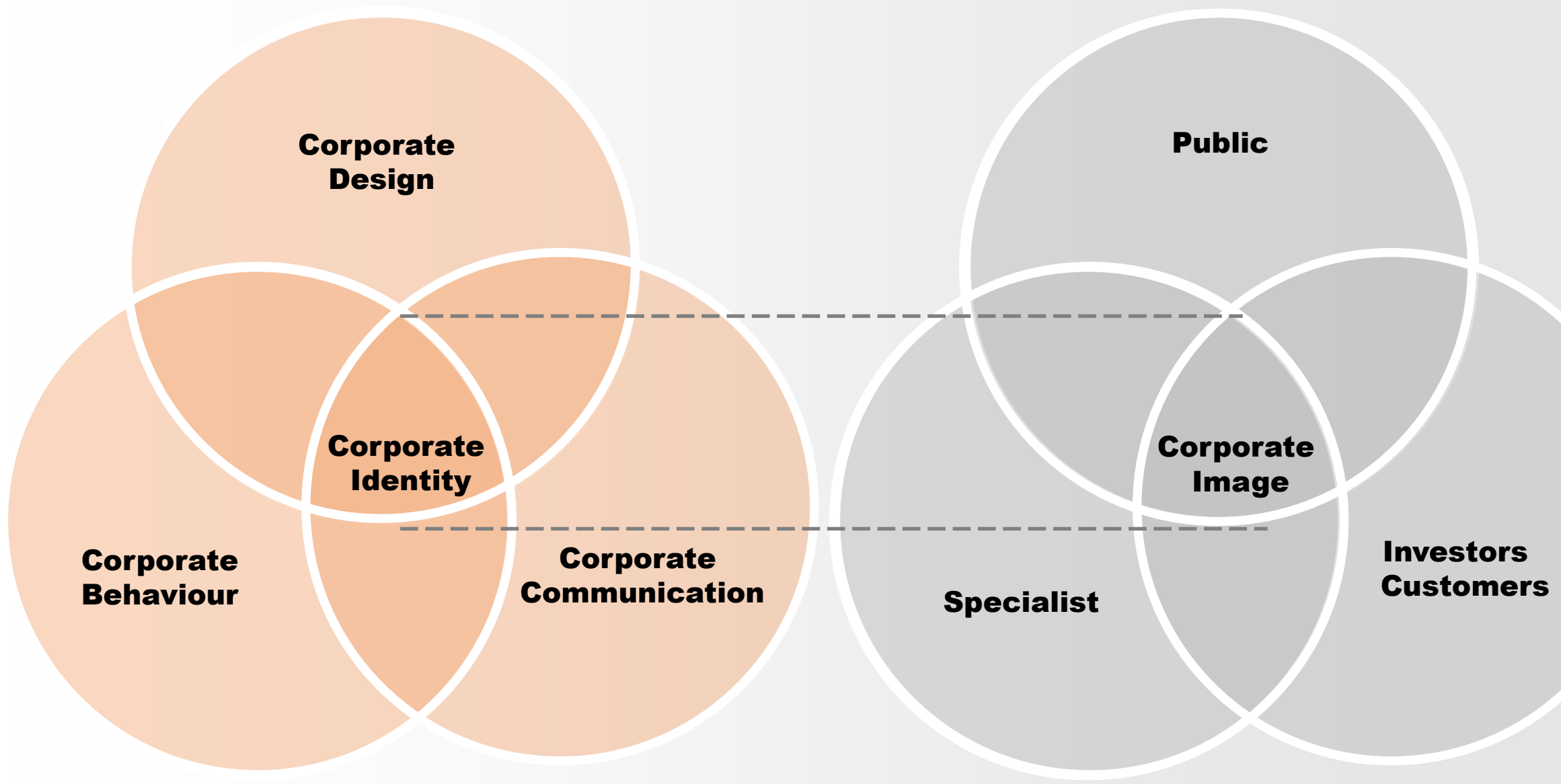
The corporate design aims to develop a uniform, visual image of the company internal and external



Communication instruments like measures of advertising, promotion and marketing serve to build trust, acceptance, recognition and profiling. It is used to transfer the uniform and transparent corporate image.



Interactions and behaviours in the internal and external environment are defined and structured according to product, social, financial and distribution policies.





The elements of a
Corporate **Design**

Form follows function

The elements of a Corporate Design

Corporate design specifically pursues the goal that the company stands out from its competitors and presents itself differently - in the desired form.

An independent corporate design is created when the following five elements are neatly worked out, coordinated with each other and consistently implemented:

- 1) Logo
- 2) Colours
- 3) Fonts
- 4) Design elements
- 5) Images

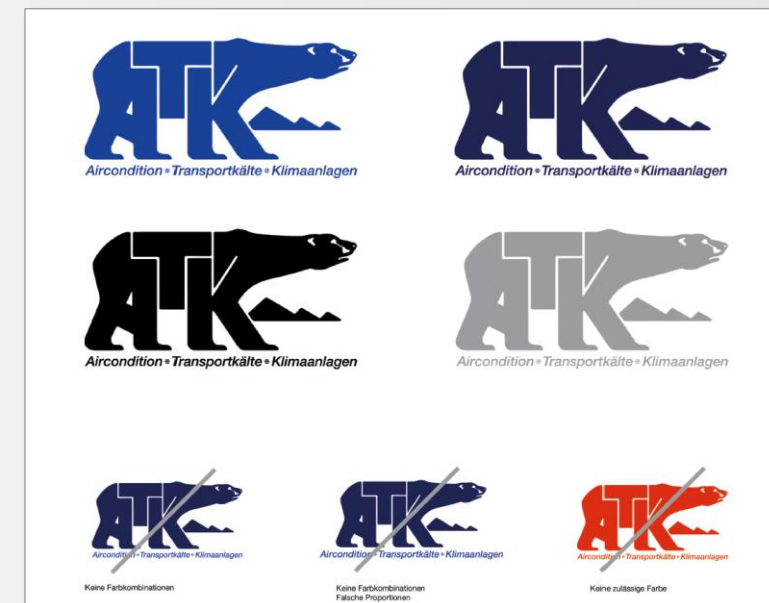
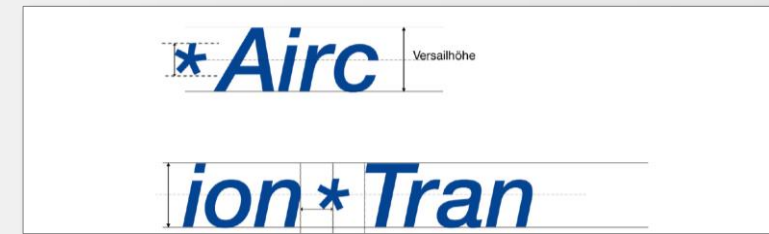
An important principle of corporate design is therefore: "Form follows function". This means that in addition to recognisability, practical use must be guaranteed: A corporate typeface, for example, should not only be recognisable, but also easy to read. Moreover, it should not create any additional problems - for example in the layout or when passing it on to a communication agency

Basic elements

1. Logo

The logo plays an essential role in corporate design. On the one hand, it should be simple and unique, and on the other hand, it should also create a high recognition value.

- Definition / Design grid
- Typography
- Size system / Responsive views
- Dos & Don'ts



Basic elements

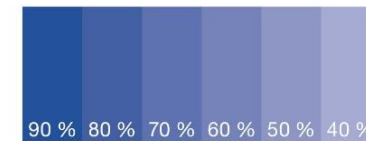
2. Colours

The colour concept, which reflects the company in its colours, is one of the central and most important elements of a corporate design. As a rule, the colour concept consists of up to five colours. To visually stand out from the competition, colour combinations should be chosen that are unique.

- Colour spectrum
- Colour codes CMYK / RGB / HEX / RAL / Lab / Pantone

2. HAUSFARBEN

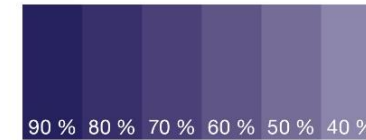
Die Hausfarben der ATK GmbH als Volltonfarbe und in Rasterstufen. Schmuckfarben dürfen nicht automatisch in Prozessfarben umgewandelt werden, da sich dadurch falsche Farbwerte ergeben. Der Einsatz von Weiß als Gestaltungselement ist für das ATK GmbH Corporate Design wichtig. Weißflächen geben dem Layout Klarheit, Leichtigkeit und eine kühle Anmutung.



Traffic blue
Hauptfarben
HKS 42
 Lab 28/ 5/ -52
 CMYK 100/ 80/ 0/ 0

Näherungsfarben
 RGB 0/ 68/ 148
 websafe: #003399
 RAL 5017

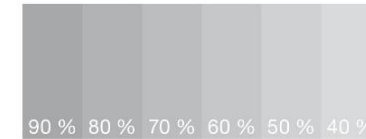
Schmuckfarbe
 Pantone Blue 072



Cobalt blue
Hauptfarben
HKS 41
 Lab 11/ 17/ -40
 CMYK 100/0100/ 0/ 50

Näherungsfarben
 RGB 14/ 22/ 85
 websafe: #000055
 RAL 5013

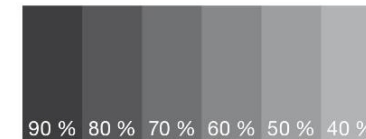
Schmuckfarbe
 Pantone 276



Cool grey
Hauptfarben
HKS 91
 Lab 65/ 0/ -1
 CMYK 0/ 0/ 0/ 50

Näherungsfarben
 RGB 165/ 165/ 165
 websafe: #999999
 RAL 7037

Stchmuckfarbe
 Pantone Cool grey 8



100% Black
Hauptfarben
HKS 88
 Lab 0/ 0/ 0
 CMYK 0/ 0/ 0/ 50

Näherungsfarben
 RGB 165/ 165/ 165

RAL 9017
 Pantone Black

Weiss
Näherungsfarben RAL 9016
 RGB 0/ 0/ 0

Hinweis zur Verwendung der Farben

Alle Farbangaben sind Näherungswerte zu den definierten Grundfarben. Darstellung und Farbwirkung der Farbwerte variieren von Bildschirm zu Bildschirm und werden abhängig von Drucker und Druckmedium unterschiedlich ausgegeben.

Basic elements

3. Typography

In the best case, this is an individual font, also called a house font. It serves to distinguish the company from other competitors. The font can be integrated into the logo.

- Font styles and sizes
- Corporate typeface for business stationery
- Corporate typeface for communication
- Headline typography
- Body text typography

Lorem ipsum am irit, si tatem dolore do et enibh erit alis res am dolor.
Ut veliquam, qui erscetet vel utpatisl de

24pt | 14mm | Clan Book

Lorem ipsum am irit, si tatem
do et enibh erit alis res am

34pt | 14mm | Clan Book

Einatz	Schriftgröße	Zellenabstand
Überschriften	14pt	6mm
	19pt	8mm
	24pt	10mm
	29pt	12mm
	34pt	14mm
	38pt	16mm
Grundschrift	43pt	18mm
	48pt	20mm
	7pt	3,5mm
Bildunterschrift Marginalie	8pt	4mm
	5pt	2,5mm
	6pt	3mm
	7pt	3,5mm

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Clan News 8pt | 4mm

Clan News 7pt | 3,5mm

Clan News 6pt | 3mm

Clan News 5pt | 2,5mm

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 1234567890 @&%!/?#()/; **Helvetica Neue Roman 55**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 1234567890 @&%!/?#()/; **Helvetica Neue Italic 56**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 1234567890 @&%!/?#()/; **Helvetica Neue Bold 75**

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRrSsTtUuVvWwXxYyZz
 1234567890 @&%!/?#()/; **Helvetica Neue Black 95**

PLAKAT DIN A4

DOKUMENTENTITEL 2

Dokumententitel 3

Überschrift 1

Überschrift 2

Überschrift 3

Überschrift 4

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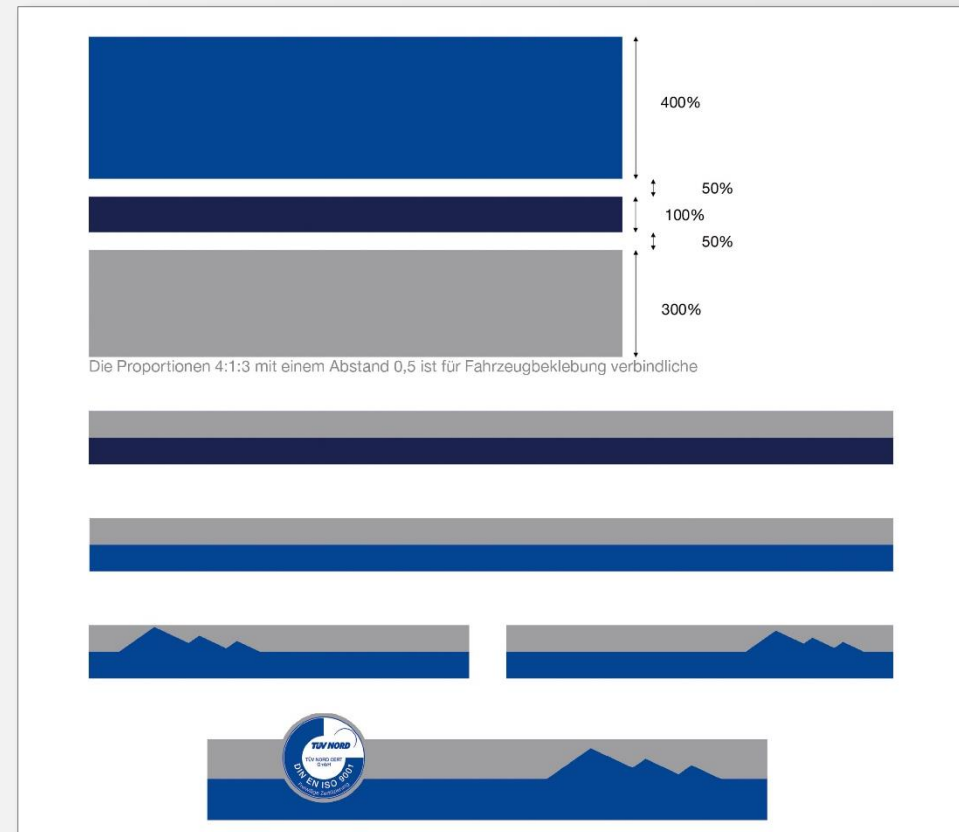
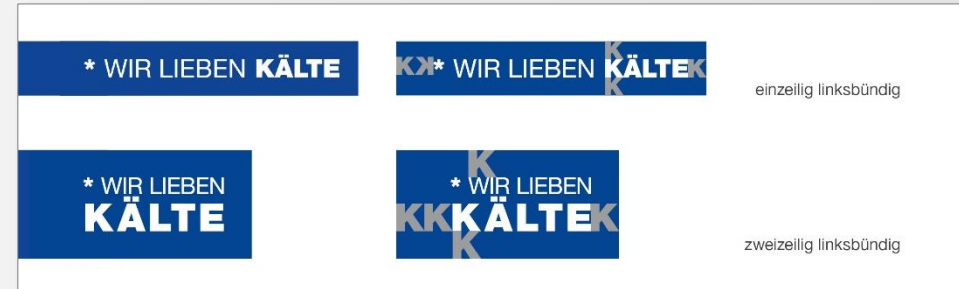
Bildunterschrift

Basic elements

Design elements

In addition to the logo, the fonts, the colors and the images, design elements also characterize the visual appearance of a company and its communication media.

- Claims
 - Disrupter
 - Wordmark / slogan
 - Lines, points, white space / empty spaces
-
- Definition
 - Color / Size
 - Design grid
 - Typography



Basic elements

Images

The visual language supports the communication of the corporate identity. It is important that the images are meaningful and evoke positive associations with the company.

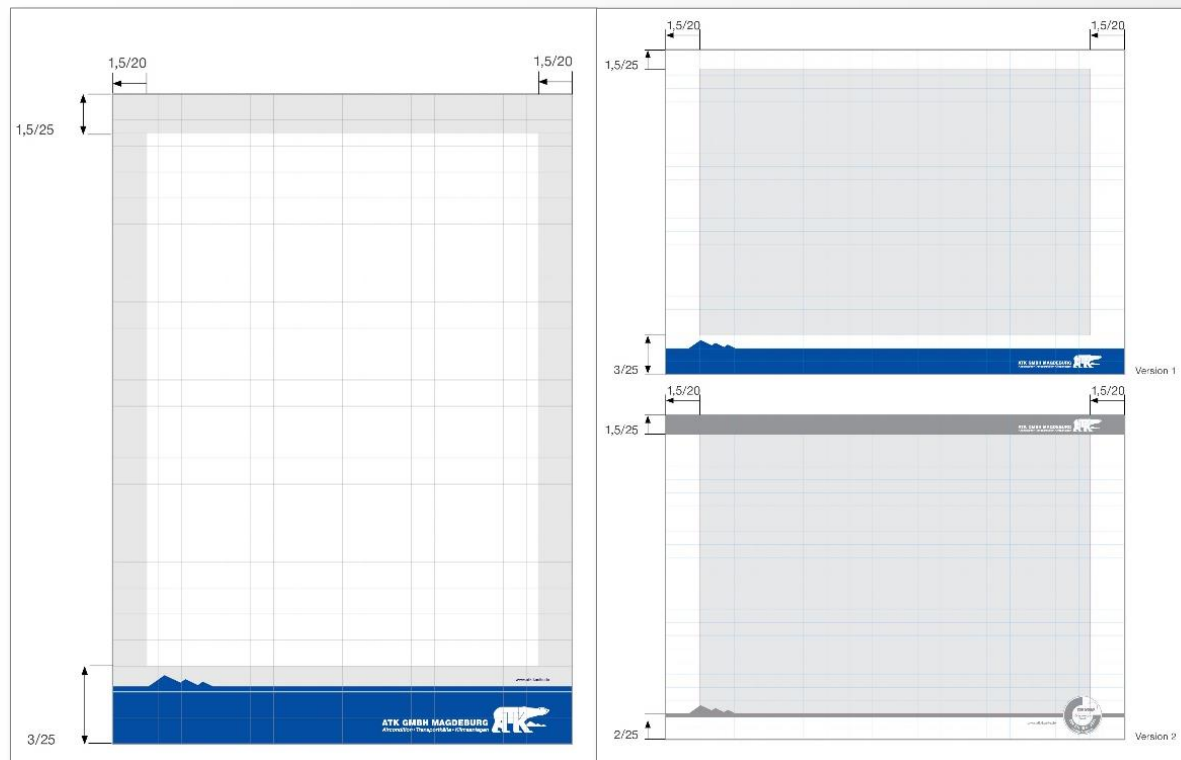
- Image statement/ message
- The Effect of Background, Colours, Light setting, Picture motif & Picture composition



Basic elements

Design grid

These are rough guidelines that are important for the arrangement of the elements. The design grid specifies the position of the logo, the size of images and the font sizes of titles, subtitles and texts.



Checklist

The basic elements of corporate design as a checklist

1. Logo	<ul style="list-style-type: none"> • color variations • size variations • word mark • combination logo / word mark
2. Colors	<ul style="list-style-type: none"> • primary colors • secondary colors • color spectrum • color climate • color codes (CMYK, RGB, HEX, Pantone)
3. Fonts	<ul style="list-style-type: none"> • corporate fonts • correspondence font / alternative font • headline and body text fonts • font sizes for different used sizes (DIN sizes, web sizes) • font sizes for different application types

4. Graphic elements/ design assets	<ul style="list-style-type: none"> • claims • slogan • icons • form elements • disrupters • diagrams & tables
5. Visual language	<ul style="list-style-type: none"> • Statements - messages • Style - moods • dramaturgy • illustrations • key visuals • color style
6. Design grid	<ul style="list-style-type: none"> • baseline grid • type area for DIN • free formats • font weighting

7. Depending on the requirements, the corporate design is complemented with practical **applications** and **design templates**.

4

Applications of a Corporate **Design**

APPLICATIONS OF CORPORATE DESIGN

Business papers for Main business, branches, subsidiaries and executive papers

- Address labels for parcels and envelopes
- Enclosure card "With kind regards" Packages & mailing pockets, Postmark
- Conversation note (pad) Main business sheet
- Second sheet (universal use)
- Internal standard sheet for memos, internal circulars, documents, white papers
- Presentation folder for offers, information and dossiers
- Stamps
- Business cards
- other documents
- Terms and conditions
- Seals or document stamps
- Contracts
- Forms for business transactions (cheques, bank transfer orders, etc.)

Packaging

- Wrapping paper
- Boxes for mailing and archiving
- Roll of tape
- Folder
- Presentation folder for results reports and contracts
- Carrier bags
- Packaging and instructions for use
- Endpapers for booklets (e.g. for different bindings)

Press service

- Blog on the World Wide Web
- CD, DVD and USB stickers (for digitised editorial articles sent by post)
- Downloads
- Short message for quick dispatch "With kind regards"
- Manuscript sheet
- Photo sticker (picture copy for back cover)
- Newsletter
- Presentation folder for press mailings (text, graphics and images)
- Press service sheet
- Social media
- Websites

Publications Print

- Printed matter for the guest service
- Invitations (e.g. representatives' meeting, exchange of experiences, seminars, conferences)
- Annual report (quarterly and annual)
- Anniversary publications
- Short info for the personnel department (staff acquisition)
- Brief info for bulk mailing
- Monthly data sheet
- Product brochures
- Programmes (e.g. representatives' meeting, exchange of experience, seminars, conferences)
- Self-promotion (image brochure)
- Studies
- Company chronicle
- Christmas card

Architecture

- Architecture concept
- Color coding
- Building identification and labelling
- Interior design and milieu concept
- Orientation system
- Shop windows and displays

Digital media

- Applications for smart phones/tablets/smart TVs (apps)
- Blog
- E-mail
- Interfaces for user interfaces
- Intranet
- Newsletter
- Social media networks
- TV/Film
- Websites

Ads/ Advertisements analogue and digital

- Promotional ads, Image ads, Product ads, Balance sheet ads
- Advertisements for sales promotions
- Personnel advertisements
- Web banners

Other media

- Field service & Delivery vehicles
- Exhibition system (e.g. information stand for trade fairs, conferences, guest services, airport)
- Decoration material (e.g. flags)
- Clothing
- Promotional gifts (e.g. calendars)

Business communication outside the company

- Advertisements
- Announcement of competitions externally
- Field staff
- Provision of information material for end customers (e.g. financing guide)
- Provision of teaching materials (internal and public)
- Visitor and guest services
- Participation in lectures, seminars, campaigns, trade fairs and events
- Building and vehicle signage
- Business stationery
- Internal staff
- Staff acquisition
- Press service
- Editorial contributions for trade and association magazines
- Open day
- Telephone
- TV/Film
- Organization of seminars, external lectures
- Events (e.g. exchange of experiences, anniversary)
- Website (corporate webspace incl. landing pages and download center)
- Economic publications

Business communication within the company

- Generally usable club rooms and facilities
- Training and further education
- Company outing
- Works council
- Works meetings
- Library and archive
- Educational institutions
- Various company events
- Intranet
- Anniversary events
- Canteen
- Employee magazine
- Network for employees and their relatives
- Staff support
- Noticeboard
- Sports events
- Open day for staff members' relatives
- Meeting and training rooms and their equipment
- Staff farewells
- Website
- Christmas party



Corporate **Design**

Comparison

Studentenwerk Magdeburg vs. Studentenwerk Halle

Basic elements



Is a **corporate design manual** available?



Corporate design standards / specifications

Specifications for internal use
Logo
Colours
Font style

detailed **corporate design manual** publicly available

Logo



Studentenwerk Halle

... für Dich da ...

Logo	On demand	Download available in different versions
Word-Image Brand (Logo)	consistent use in practice Wordmark ≠ Corporate font style	consistent use in practice Logo and logotype can be used
Colour definition + variants	No fixed specifications No consistent use in practice	4 versions + defined colours
Single use of the logo symbol		Uses specified
Size and scaling		defined in detail
Positioning		defined in detail

Colours



Primary - secondary colours	fixed specifications No consistent use in practice	fixed specifications consistent use in practice
colour climate	No fixed specifications	consistent use in practice
colour spectrum	fixed specifications No consistent use in practice	fixed specifications consistent use in practice
colour codes (CMYK, RGB, HEX, Pantone, HKS, RAL, Lab)	fixed specifications CMYK + HEX No consistent use in practice	fixed specifications CMYK, RGB, HEX, HKS consistent use in practice

Typography



corporate fonts	fixed specifications – very old font No consistent use in practice	defined in detail
correspondence font / alternative font	No fixed specifications No consistent use in practice	defined in detail
headline and body text fonts	No fixed specifications	Just a few general specifications
font sizes for different sizes		Just a few general specifications
(DIN sizes, web sizes)		DINA0, A4, A5, A6, DIN Lang, Business card, Presentation folder
font sizes for different application types		exactly defined for 7 applications

Design elements & images



Design elements	No fixed specifications No consistent use in practice	<ul style="list-style-type: none"> • The vertical stripe - a repeating special symbol • The rectangle - a design element
Visual language	No fixed specifications No consistent use in practice	Only a few specifications – as number of photos
Statements - messages		Just Simple specifications for <ul style="list-style-type: none"> • colouring • Logo • Font and font formatting consistent use in practice
key visuals & illustrations		
Style - moods		

Design Grid



baseline grid	No fixed specifications No consistent use in practice	"One outfit for (almost) all"
type area for DIN		DINA0, A4, A5, A6, DIN Lang, Business card, Presentation folder
free formats		Arrangement of the image material, logo, contact details
font weighting		defined for 7 applications