



STIFTUNG

ZUKUNFT *Jetzt!*

LOGO USAGE GUIDE

2021

## Logo

The logo should always be surrounded by a minimum area of space. A margin of clear space equivalent to half the size of the logo mark is drawn around the entire logo in whatever variation it is used.

These margins are a minimum and should be increased whenever possible.

## Sizing and Spacing

### Minimum Print Size:

Logo mark is 9mm high

### Minimum Screen Size:

Logo mark is 90px high

x/2	x		
		STIFTUNG ZUKUNFT Jetzt!	

Spacing to other elements should be at least half the size of the logo mark

## STIFTUNG ZUKUNFT JETZT!

Brand Guide  
2021

Brief  
Brand Identity  
**Logo**

Colors  
Typography  
Backgrounds

Photography  
Website

### Logo

The logo can be used on light, dark or colored background, however background colors should be in accordance with the brand colors.

On white or light grey background, the multicolored version should be used, whereas on colored backgrounds and over images, the white version should be used.

It is advised that the logo should only be used on solid color backgrounds; however, photo overlays are encouraged.

### Backgrounds





THANKS FOR READING  
:-)