



BRAND
MANUAL_
CORPORATE
DESIGN
GUIDELINES

SEPTEMBER 2018



CONTENT

LOGO

CLEAR ZONE & MINIMUM SIZE	PAGE 4
COLOUR	PAGE 5
SECONDARY COLOURS	PAGE 6
1-COLOUR	PAGE 7
DON'TS	PAGE 8
SUB-BRANDS.....	PAGE 9
CORE FACILITIES	PAGE 10
SCIENTIFIC TRAINING	PAGE 11
CO-BRANDING	PAGE 13
CO-BRANDING CAPSULE	PAGE 14

FONTS

PURISTA	PAGE 17
ARIAL	PAGE 18

STATIONERY

BUSINESS CARD	PAGE 20
LETTERHEAD	PAGE 21
PRESS RELEASE	PAGE 22
EMAIL SIGNATURE	PAGE 23

ADVERTISING & POSTERS

EXAMPLES	PAGE 26
GRID	PAGE 28

NEWSLETTER

WORD TEMPLATE	PAGE 30
---------------------	---------

PRESENTATION

COLOURS	PAGE 32
POWERPOINT TEMPLATE	PAGE 33

SOCIAL MEDIA

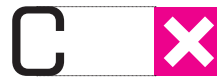
EXAMPLES.....	PAGE 35
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LOGO



LOGO_CLEAR ZONE & MINIMUM SIZE



The capital C of Center defines the size of the square X.



The clear zone of the logo for text blocks or documents, page & image margins is at least 1 X.



Clear zone



In order to ensure readability or recognisability, the logo must not have less than the minimum width of 15mm.



LOGO_COLOURS



CMYK
55 | 0 | 100 | 0

RGB
134 | 188 | 37

Pantone
368 C



CMYK
55 | 20 | 0 | 0

RGB
109 | 172 | 222

Pantone
284 C



CMYK
0 | 0 | 0 | 100

RGB
0 | 0 | 0

Pantone
BLACK C



LOGO_SECONDARY COLOURS



CMYK	RGB	Pantone
77 27 100 12	64 130 32	363 C



CMYK	RGB	Pantone
67 12 100 1	98 167 15	369 C



CMYK	RGB	Pantone
75 20 100 0	72 151 88	7730 C

The secondary colours are the definitions of the overlapping colours within the brand mark.



LOGO_1-COLOUR



The 1-color applications (black or white) of the logo on quiet photo backgrounds or color surfaces is possible, as long as readability is guaranteed.

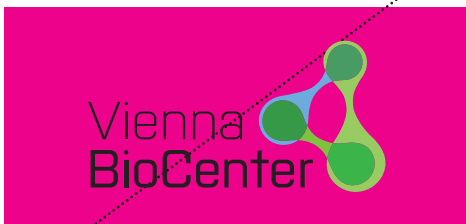




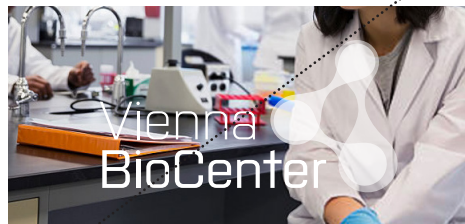
LOGO_DON'TS

Vienna
BioCenter

The minimum size must not be undercut.



The 3-colour logo may not be used on coloured backgrounds or photos. To do this, use the 1-colour logo version.



The 1-colour logo may only be used on quiet backgrounds.

Vienna
BioCenter

Vienna
BioCenter

The logo must under no circumstances be distorted, rotated or separated.

Vienna
BioCenter

Vienna
BioCenter





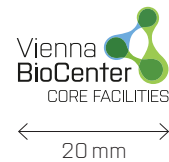
LOGO_ SUB-BRANDS



LOGO_SUB-BRANDS: CORE FACILITIES



The sub-brands logo is a version of the main Vienna BioCenter logo but with one distinct difference: the name of the sub-brand appears underneath the logo.



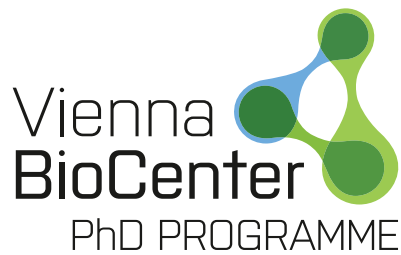
In order to ensure readability or recognisability, the logo must not have less than the minimum width of 20mm.



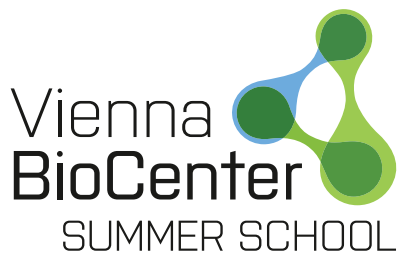
LOGO_SUB-BRANDS: SCIENTIFIC TRAINING



The sub-brands logo is a version of the main Vienna BioCenter logo but with one distinct difference: the name of the sub-brand appears underneath the logo. In the case of 'Scientific Training' the text is sized to fill the width of the logo.



In the the case of Internships, PhD Programme, Summer School and Post Docs the text is the equal font size as Scientific Training but is ranged right to the end of the brand mark to bring consistency to further sub-brands.



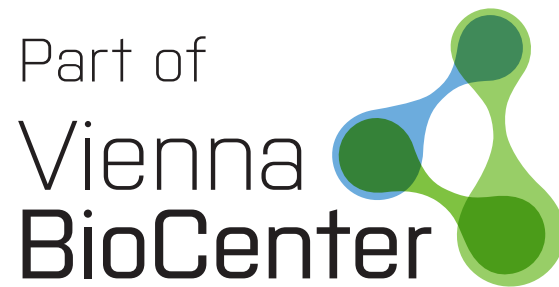
In order to ensure readability or recognisability, the logo must not have less than the minimum width of 20mm.



LOGO_ CO-BRANDING



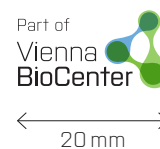
LOGO_CO-BRANDING



The co-branding logo can be used by all Vienna BioCenter members to increase awareness of Vienna BioCenter brand. The logo can be used on all Vienna BioCenter members' promotional and communication materials, e.g. slides, flyers, etc.



The reverse colour application of the co-branding logo should be used on quiet photo backgrounds or colour surfaces, as long as readability is guaranteed.

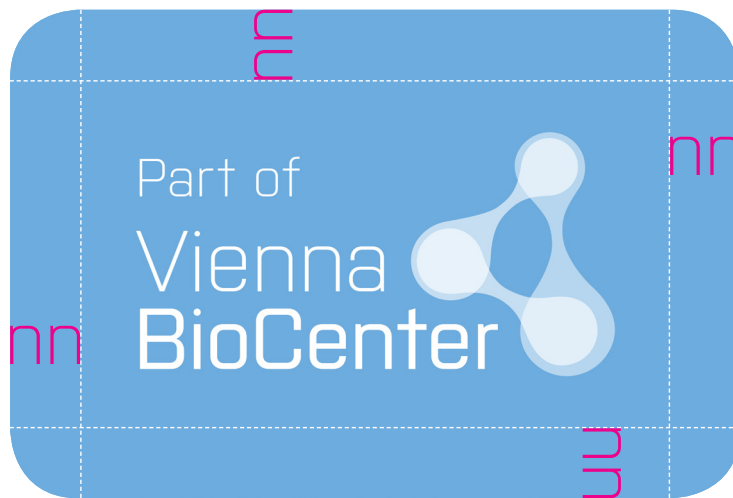


In order to ensure readability or recognisability, the logo must not have less than the minimum width of 20mm.



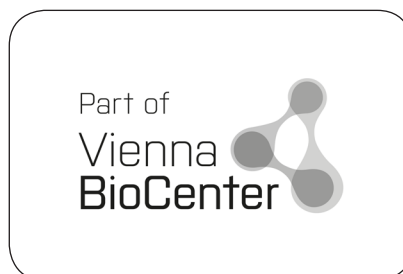
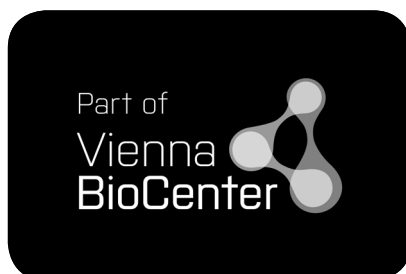
LOGO_CO-BRANDING CAPSULE

nn = Vienna

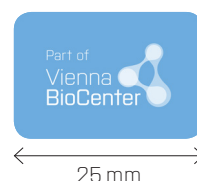


The Co-Branding Capsule is an extra design element created to help integrate Vienna BioCenter members into printed communication materials. The capsule should always bleed off one side of the page/edge.

ATTENTION:
This version of the Co-Branding Logo should only be used if printing to the edge of the paper is possible, i.e. on external, professional printers, e.g. when printing brochures. Please use the version without the Co-Branding Capsule in any other case.



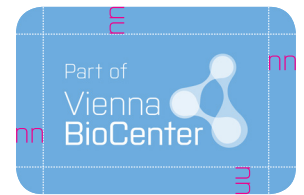
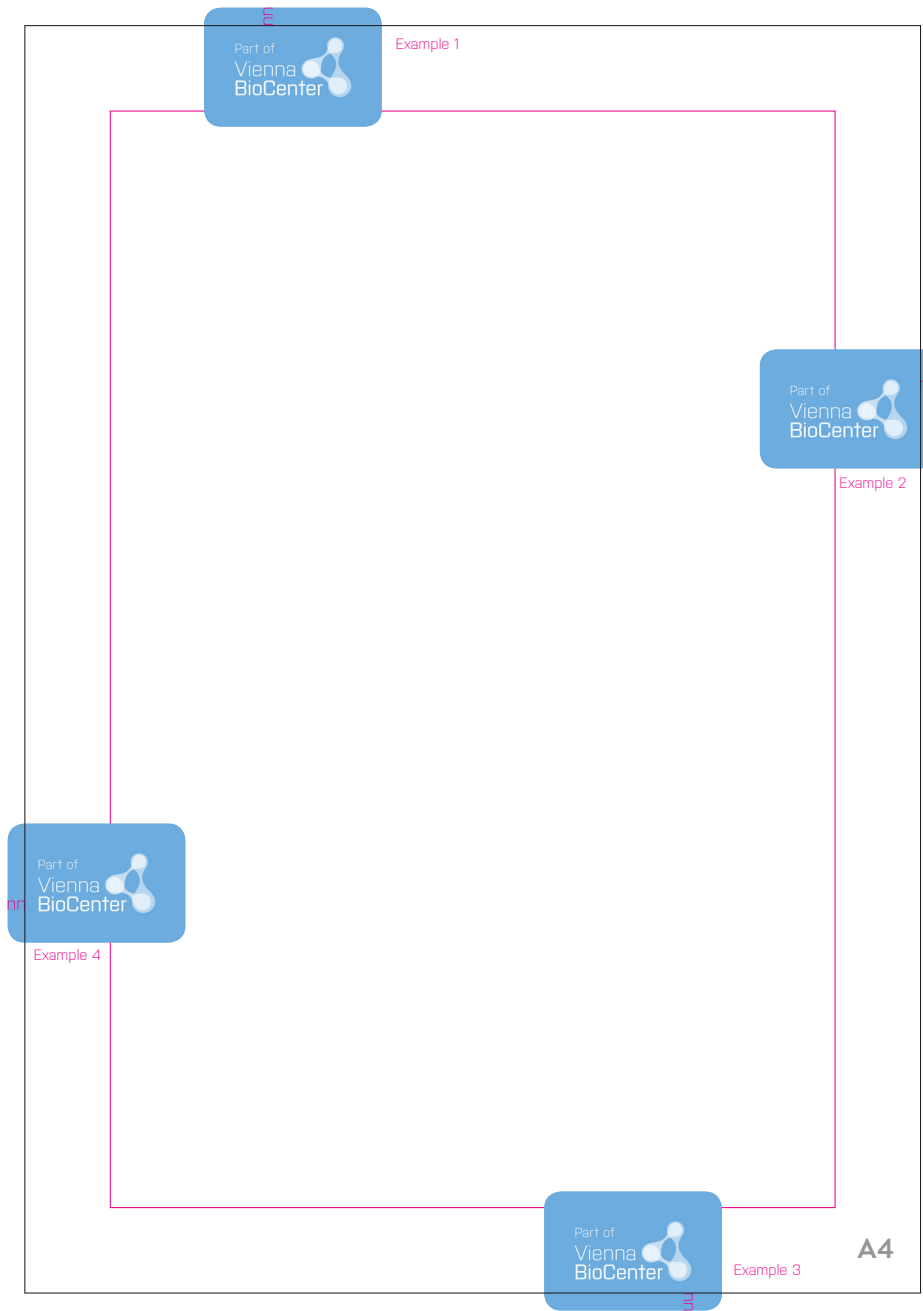
When to use the Co-Branding Capsule vs. the Co-Branding Logo? Please, use the Co-Branding Capsule when you would like to highlight Vienna BioCenter even more, and when you are printing in external, professional printers (the capsule should always bleed off one side of the page and that is not possible with most in-house printers).



In order to ensure readability or recognisability, the capsule must not have less than the minimum width of 25mm.



LOGO_CO-BRANDING CAPSULE EXAMPLE



The Co-Branding Capsule can be used anywhere across the edge of the page as long as the capsule bleeds off on the relevant side.

ATTENTION:
This version of the Co-Branding Logo should only be used if printing to the edge of the paper is possible, i.e. on external, professional printers, e.g. when printing brochures. Please use the version without the Co-Branding Capsule in any other case.



FONTS



FONT_PURISTA

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

1 2 3 4 5 6 7 8 9 0

Purista should be used on all design and print materials. For example, posters, signage, flyers and advertising.

Purista, by Suitcase Type Foundry, takes the literal definition of a proper square sans (like Eurostile) and gives this model even more geometric quality, as well as weight levels, to make it versatile. Purista is open-minded (with broad language support), brimming with style, sophistication, functionality, and an exciting range of weights.

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipsanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Purista Light

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipsanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Purista Medium

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipsanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Purista SemiBold

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipsanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Purista Bold



FONT_ARIAL

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

1 2 3 4 5 6 7 8 9 0

Arial should be used on all internal correspondence and internal documents, e.g. emails, letters, press releases, presentations, etc.

A contemporary sans serif design, Arial contains more humanist characteristics than many of its predecessors and as such is more in tune with the mood of the last decades of the twentieth century.

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Arial Regular

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Arial Bold

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

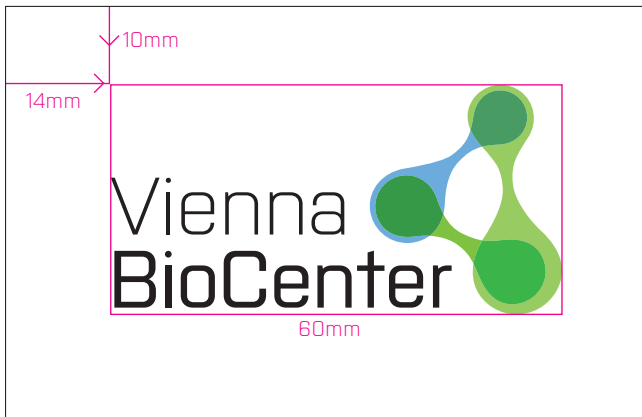
Arial Black



STATIONERY



STATIONERY_BUSINESS CARD





STATIONERY_LETTERHEAD

The diagram shows a stationery letterhead template with the following layout and dimensions:


- Logo:** Vienna BioCenter logo, 50 mm wide and 60 mm high.
- Header:** Maxima Mustermann (9pt Arial Bold), Musterfirma (9pt Arial Regular), Musterstraße 16/8, 1030 Musterstadt, Musterland. 30 mm from the left edge.
- Date:** 6. Jänner 2017, 30 mm from the right edge.
- Subject:** Betreff: Der neue Musterbrief (9pt Arial Bold).
- Salutation:** Sehr geehrte Damen und Herren, (9pt Arial Regular).
- Body Text:** Multiple paragraphs of placeholder text (Lorem Ipsum).
- Signature:** Handwritten signature of Max Mustermann.
- Text:** Mit freundlichen Grüßen.
- Text:** Max Mustermann.
- Footer:** 7.5 pt Arial Bold Vienna BioCenter – Wissenschaftliche Standortgemeinschaft, Campus-Vienna-Biocenter 1, 1030 Vienna, Austria. 7.5 pt Arial Regular office@viennabiocenter.org | viennabiocenter.org | T +43 1 79730-3601 | F +43 1 798 71 53. Easybank IBAN: AT49 1420 0200 1092 9599, BIC: EASYATW1 | ZVR-Zahl: 122131583. 20 mm from the right edge.

The letterhead is created in Microsoft Word and is available as a template.



STATIONERY_PRESS RELEASE

The press release is created in Microsoft Word and is available as a template.



50 mm

51 mm

HEADLINE 12pt Arial Bold

VIENNA, 16 MARCH 2018 – Summary paragraph Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. 10pt Arial Regular Italic

- **Key fact 1** 10pt Arial Regular Italic
- **Key fact 2**
- **Key fact 3**

Body text Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna. 9pt Arial Regular

Sed consequat, leo eget bibendum sodales, augue velit cursus nunc. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec, pellentesque eu, pretium quis, sem. Nulla consequat massa quis enim. Donec pede justo, fringilla vel, aliquet nec, vulputate eget, arcu. In enim justo, rhoncus ut, imperdiet a, venenatis vitae, justo. Nullam dictum felis eu pede mollis pretium. Integer tincidunt. Cras dapibus. Vivamus elementum semper nisi.

Sub-headline

Phasellus viverra nulla ut metus varius laoreet. Quisque rutrum. Aenean imperdiet. Etiam ultricies nisi vel augue. Curabitur ullamcorper ultricies nisi. Nam eget dui. Etiam rhoncus. Maecenas tempus, tellus eget condimentum rhoncus, sem quam semper libero, sit amet adipiscing sem neque sed ipsum. Nam quam nunc, blandit vel, luctus pulvinar, hendrerit id, lorem. Maecenas nec odio et ante tincidunt tempus. Donec vitae sapien ut libero venenatis faucibus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringilla mauris sit amet nibh. Donec sodales sagittis magna.

About Vienna BioCenter: Vienna BioCenter (VBC) is a leading life sciences location in Europe, offering an extraordinary combination of research, business and education on a single campus: 1.700 employees, 1.300 students, 88 research groups and 17 biotech companies. Scientists from 70 nations create a highly dynamic environment of international standards. www.viennabiocenter.org 7pt Arial Bold/Regular

Contact: Raquel Diaz Francia, MBA | T +43 1 79730-3609 | raquel.diaz@vbc.ac.at 9pt Arial Bold/Regular

7.5pt Arial Bold/Regular **Vienna BioCenter – Wissenschaftliche Standortgemeinschaft** | viennabiocenter.org | ZVR-Zahl: 122131583

18 mm

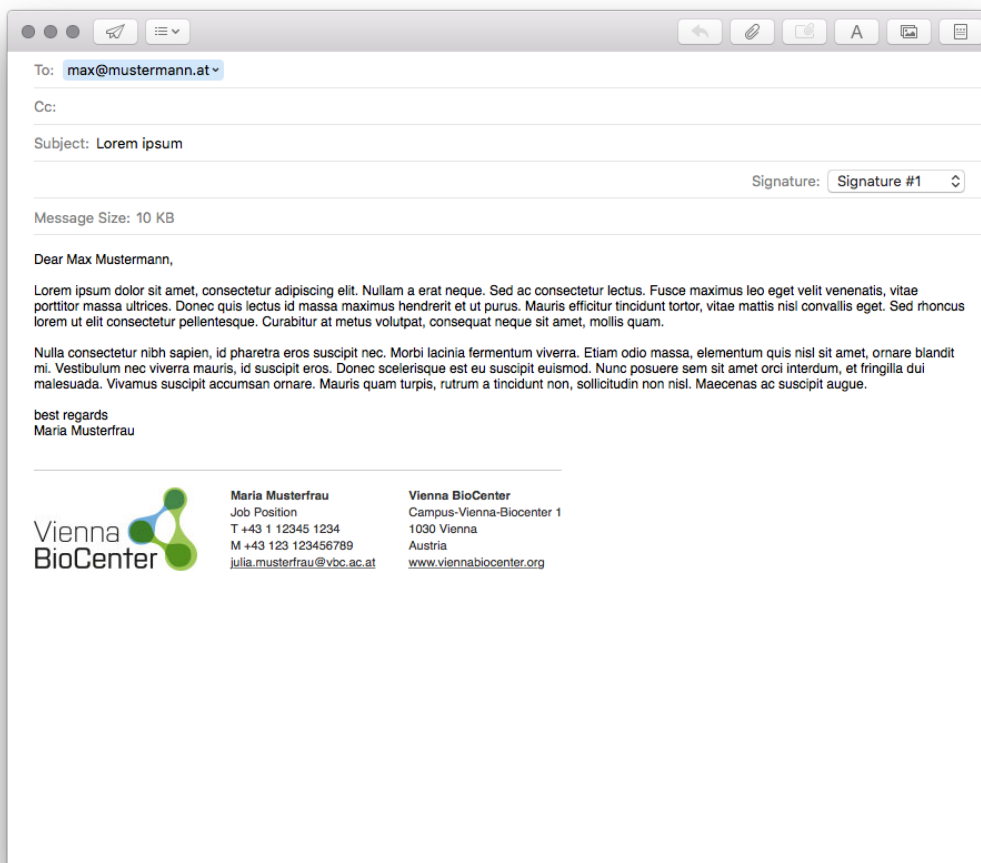
13 mm



STATIONERY_EMAIL SIGNATURE A

	Maria Musterfrau	Vienna BioCenter
	Job Position	Campus-Vienna-Biocenter 1
	T +43 1 12345 1234	1030 Vienna
	M +43 123 123456789	Austria
	julia.musterfrau@vbc.ac.at	www.viennabiocenter.org

OPTION A:
The email signature is based on a three column grid and is available as a html file.



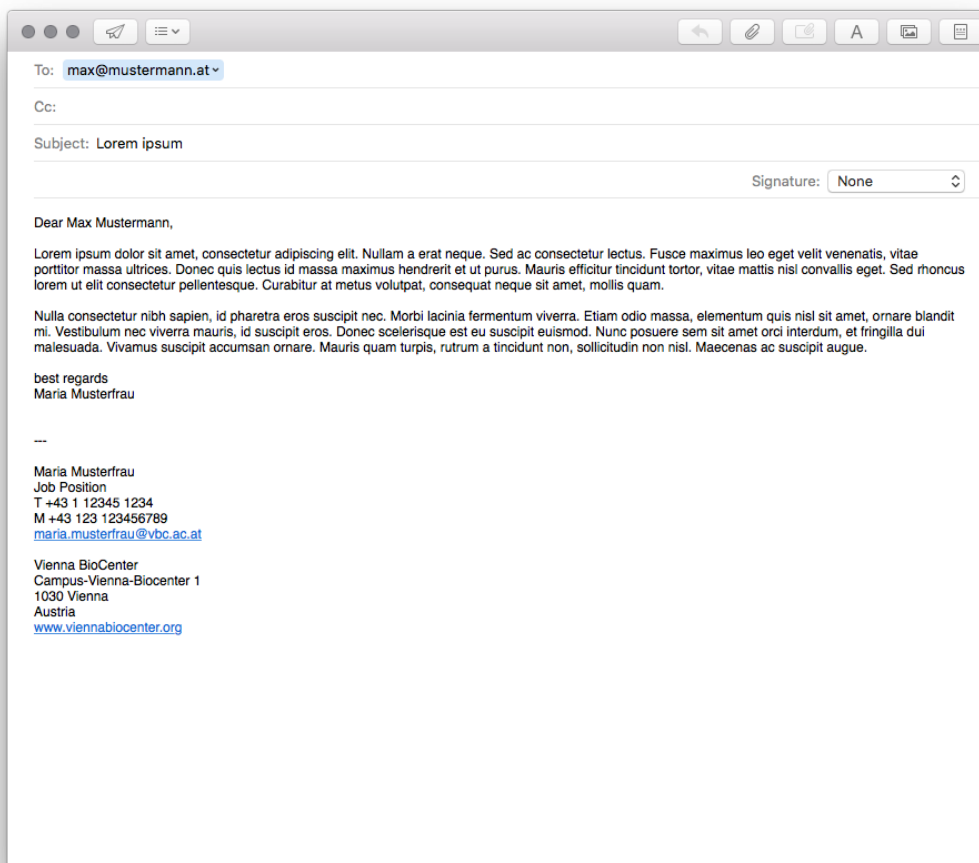


STATIONERY_EMAIL SIGNATURE B

Maria Musterfrau
Job Position
T +43 1 12345 1234
M +43 123 123456789
maria.musterfrau@vbc.ac.at

Vienna BioCenter
Campus-Vienna-Biocenter 1
1030 Vienna
Austria
www.viennabiocenter.org

OPTION B
For those without html
knowledge and text-only
email clients/modes.





PRINT_ ADVERTISING & POSTERS



PRINT_ADS & POSTERS EXAMPLES

Example with illustration

Illustration ©Freepik

HEADLINES IN BOLD

75 pt Purista Bold (ALL CAPS)

SUBLINES IN MEDIUM

32pt Purista Medium (ALL CAPS)

Nullanihicia ducium unfa adiftemporpos ipisquas et, omnis excerum dolendel is num ea coreic to temporro ventius apient re, sam fugia dio tecto blacepti ipsam, sunduscid quos dolupti berepel luptiist laborepudae magnatum.

9.5pt Purista Medium

SMALL SUBLINES IN SEMIBOLD 12pt Purista Semibold

viennabiocenter.org 11pt Purista Bold

URL has fixed position

Vienna
BioCenter

All layouts for advertising and posters comply with the same flexible principles of design.

See page 28 for grid system and measurements.

One, two, three or four line headline is possible depending on the amount of text

Flexible height of picture box

Flexible height body text box

Logo has fixed position




PRINT_ADS & POSTERS EXAMPLES



The flash is a movable design element that can be used to highlight information.

Further examples with photography



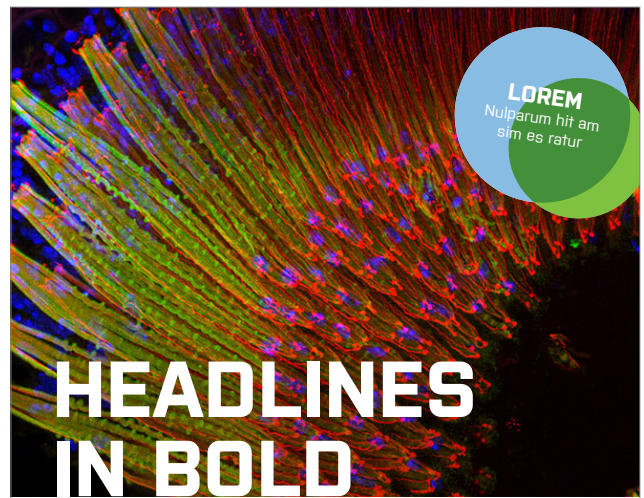
HEADLINES IN BOLD

SUBLINES IN MEDIUM

Nullanithicia ducium untha adtemporpos ipisquas et, omnis excerum dolendel is num ea coreic to temporro ventius apient re, sam fugia dio tecto blacpepti ipsam, sunduscid quos dolupti berepel lupfist laborepudae magnatum.

SMALL SUBLINES IN SEMIBOLD

viennabiocenter.org

HEADLINES IN BOLD


**SUBLINES IN MEDIUM
MAXIMAL: TWO LINES**

Nullanithicia ducium untha adtemporpos ipisquas et, omnis excerum dolendel is num ea coreic to temporro ventius apient re, sam fugia dio tecto blacpepti ipsam, sunduscid quos dolupti berepel lupfist laborepudae magnatum rem quassimus aute maio. Hicetem quae nes llic totatquint aborro officia ndeaspera evendi to que sinus.

Qui festo vidus modit lant vento ea quis reperer fernatem quianti cum eat volenem harum quatem in nonsegu idunt, quist ma denet in et officiore quibus, sepeliquet remposant quia. Ficum, seque volorem doluptur, sam, con re ventiam quatquam siflis dolbro quis dolupta femquos quia ne culliatumque cori utafent quo cum invendandion nempero videliquata ducidi deliquam quatfur aut laut eatet quia que earcili invelleroo ommolup tatio audis et verum dem imagient aut quam que sifatem acea as expelen dipsand ebissunt quiditafet molut alit, consed ut quost harcidessit vollupti atuscitium quidenimod quam noncer sperum.

SMALL SUBLINES IN SEMIBOLD

viennabiocenter.org





PRINT_ADS & POSTERS GRID

All advertising and poster materials are based on a 9-column grid. The design of the poster is based on a flexible picture and text box area.

Part 1. Picture area

The picture box area is variable in height and its height depends on the length of the body copy below. The picture box not only contains a photo or illustration but is the area for the headline text which can be increased/decreased in height depending on the word count. The headline must always have a semi-transparent gradient horizon underneath to lift the headline from the background.

Part 2. Info area

The body copy text box area is variable in height and its height depends on its length. The text box can be used as one column or two column but must always leave a clear area around the logo. Sub-headlines are also flexible in length and the picture box can be adjusted in height accordingly.



NEWSLETTER



PRESENTATION_ POWERPOINT



POWERPOINT_COLOURS



RGB
134 | 188 | 37



RGB
109 | 172 | 222

Colours for charts,
tables and graphs



RGB
190 | 33 | 55



RGB
255 | 117 | 37



RGB
64 | 128 | 49



RGB
0 | 82 | 172



RGB
112 | 31 | 133



RGB
230 | 41 | 55



RGB
255 | 161 | 0



RGB
98 | 162 | 47



RGB
0 | 121 | 255



RGB
135 | 60 | 220



The gradient can be
used as a header or
text highlight box.



RGB
134 | 188 | 37

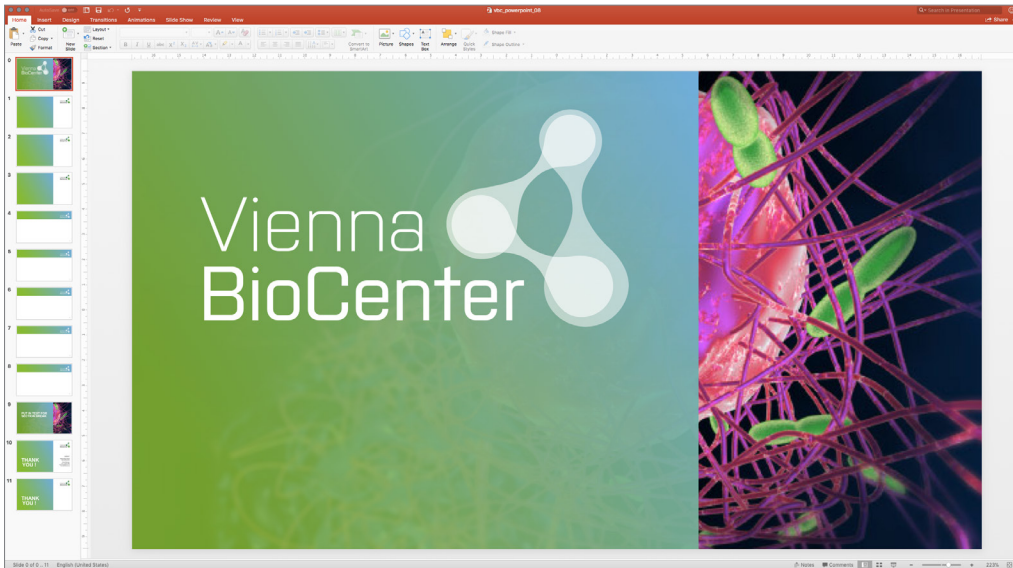


RGB
109 | 172 | 222

The angle of the
gradient is flexible but
should always run
from green to blue.

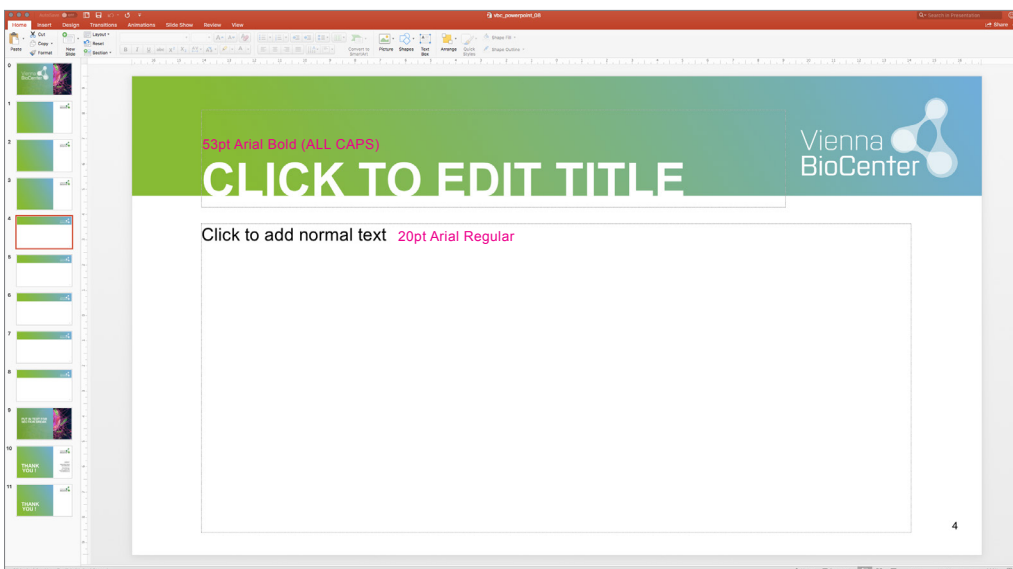


POWERPOINT_TEMPLATE



The Vienna BioCenter PowerPoint presentation is available as a template.

ATTENTION: The master slide template must not be changed.





SOCIAL MEDIA



SOCIAL MEDIA_EXAMPLES



PROFILE PICTURES

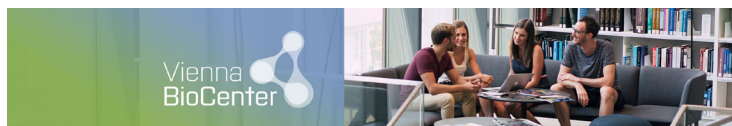
The Vienna BioCenter brand mark appears in its profile pictures. For sub-brands, the brand mark appears with the selected sub-brand name underneath, in short format.



Example facebook

HEADER PICTURE

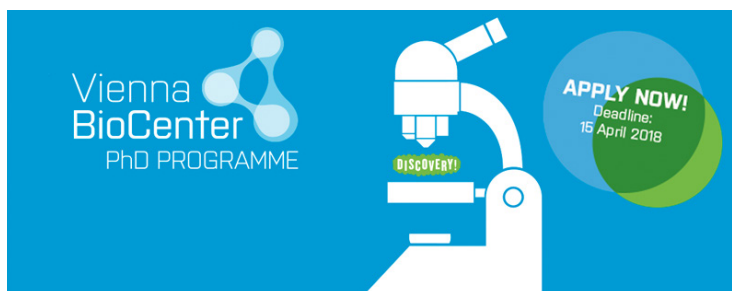
The gradient should appear on the left side of the header to create a visible background for the white Vienna BioCenter logo. The gradient should have 80% transparency to see the header picture passing through underneath.



Example youtube

HEADER SOLID COLOUR

When there is a picture or illustration with a solid area that causes visibility problems please remove the gradient.



RGB
134 | 188 | 37



RGB
109 | 172 | 222

The gradient can be used as a header or text highlight box.

The angle of the gradient is flexible but should always run from green to blue.

**CORPORATE
DESIGN GUIDELINES**
SEPTEMBER 2018

