

# TEAM MIMO VISUAL IDENTITY MANUAL

# TYPE

We only use «Klarheit Grotesk» as our house font in Regular and Bold plus the corresponding Italics. Body text is set in *Regular*. Headlines are set in *Bold*. The *Italic* cuts are used for the distinction in body text. The «Klarheit Grotesk» – with its almost circular «O» – was drawn by Alex Dujet. Available from the Swiss foundry Extraset.

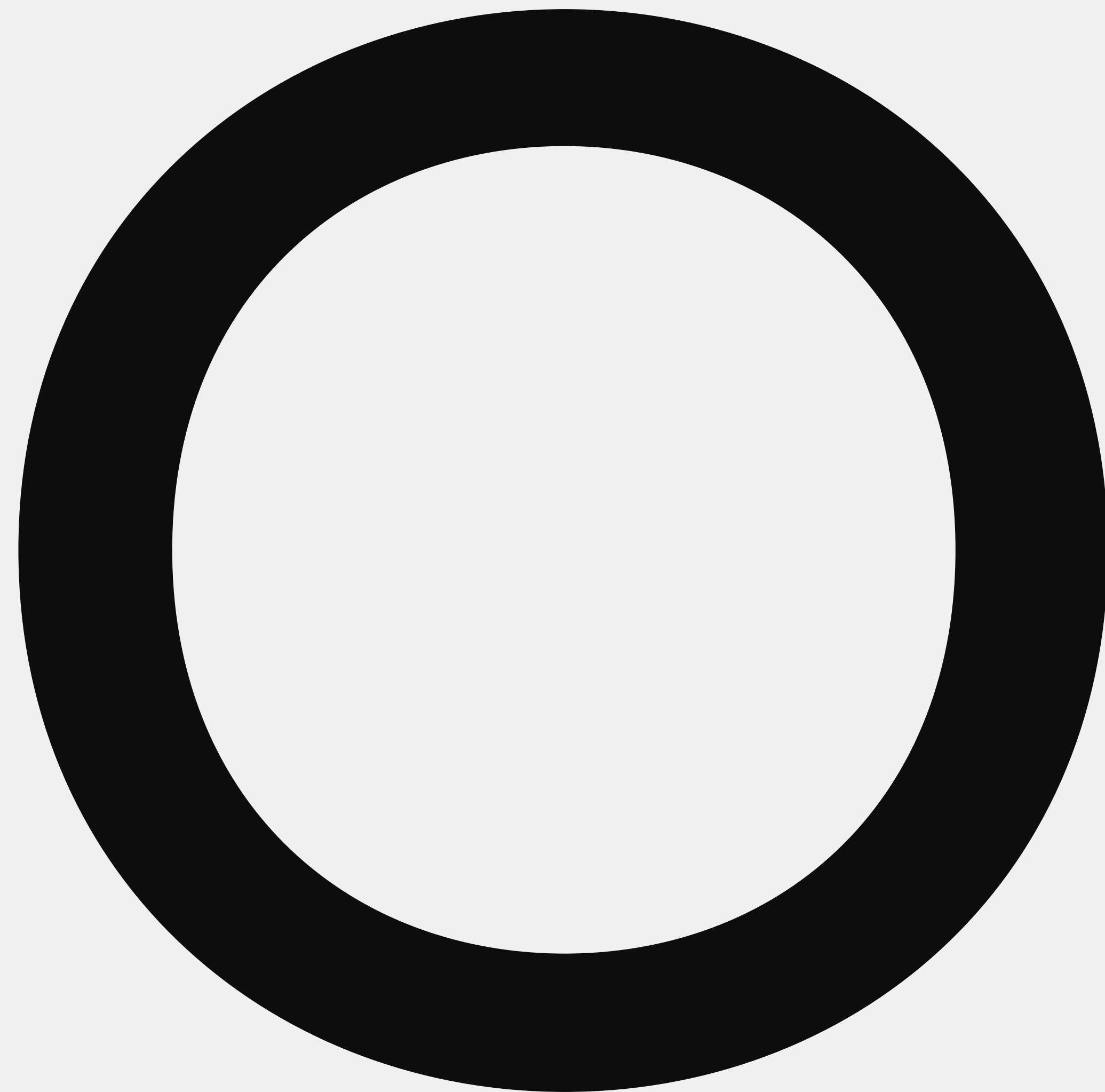
# Klarheit Grotesk

Regular

*Regular Italic*

**Bold**

***Bold Italic***



# COLOURS

Our keycolour is yellow, like the sun. she provides light and shadow: therefore white and black. the yellow is used for highlighting and links. black for type and lines. the background is white, like a canvas. for some display applications the backround white will be a very light gray, to decrease contrast and ensure readability.

**Yellow**

CMYK: **0, 20, 100, 0**

RGB: **255, 206, 0**

HEX: **#FFCE00**

**Black**

CMYK: **0, 0, 0, 100**

RGB: **13, 13, 13**

HEX: **#0D0D0D**

**White**

CMYK: **0, 0, 0, 0**

RGB: **240, 240, 240**

HEX: **#F0F0F0**



# LINES

Like us humans, our contents live in boxes. The lines describe rectangular spaces. Our ideas should find space in them and feel comfortable. No matter if grid or network, all lines are connected and should also connect. Idea leads to space, space leads man, man leads to idea.



# LOGO

Our logo is a word-picture mark. The figurative mark consists of a yellow circle subtracted from a smaller circle. The smaller circle symbolises the «Minimal Impact» whereas the large circle represents the «Maximum Output». A complementary line around the smaller circle is derived from the formal language of HSD Sans architecture. The figurative mark may be used individually with the approval of the communications team. The word mark may not be used as a logo without the figurative mark.

