GEIGER Style Guidelines

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1. Logo Specifics

Our logo is the face of GEIGER – the primary visual expression to use to identify ourselves, meaning that we need to be careful to use it correctly and to do so consistently.

2. Clear Space

Clear space prevents type, imagery or other graphic elements from interfering with the legibility of our logo. No graphic elements should encrouch the border around the logo.

The white space should best be around 50% of the height of the logo on each side, but this depends on the application. (Measure the clear space by the height of the letter G.)

GEIGER

full colour logo, white background

3. Logo Variation

Which GEIGER logo will be chosen will depend on the background and production method.

When using the logo on a white background, you can use the full colour version or the black colour logo.

When using the logo on a colour background, please use either the black colour logo or the white colour logo.

b/w logo, white or colour background

white logo, colour background

4. Typography in Use

The following fonts are used in the GEIGER Project together with the logo

1. TT Norms **or** Arial
for headlines, pagination, footer & header texts

2. Times New Roman
for lead texts, enumerations, table titles, captions

Headlines in TT Norms or Arial

Lead text as well as longer explanatory titles (see Powerpoint Template) are in Times New Roman.

5. Colour Specifications

The primary colours are a green as well as a light green.

Secondary colours are red and yellow also in two shades. The secondary colours are mainly used in the back-ground for gradients.
→ 6. Colour Gradient

#1 PRIMARY COLOURS

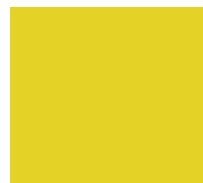| green	light green

	green		light green
CMYK	80/0/92/0	CMYK	28/0/49/0
RGB	(34, 205, 84)	RGB	(158, 221, 159)
HEX	#22CD54	HEX	#9EDD9F

#2 SECONDARY COLOURS

yellow	red	light yellow	light red
13/10/97/0	4/98/95/0	15/10/58/0	11/58/30/0
(229,210,39)	(229,39,42)	(221,212,133)	(221,133,143)
#E5D227	#E5272A	#DDD485	#DD858F

only dark colours

green

yellow   red

	green	yellow	red
CMYK	80/0/92/0	13/10/97/0	4/98/95/0
RGB	(34, 205, 84)	(229,210,39)	(229,39,42)
HEX	#22CD54	#E5D227	#E5272A

6. Colour Gradients

The gradient is a background design element. It attracts the viewer's attention and can help focus the eye on important messages and information.

The colour gradients are made using the darker shades of the primary and secondy colours.

The gradients start in the top left corner.

At the end of a document the gradients may be placed on the bottom right corner.

first placement: top left corner

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7. Logo Best Practices

Please DO NOT do the following:

– DO NOT squish the logo, please resize the logo in proportionally

– DO NOT use the coloured logo on a saturated colourful background

– DO NOT place the logo on patterns, images or gradients. Please make sure to leave sufficient clear space around the GEIGER logo

– DO NOT place the logo vertically

– DO NOT use any other fonts other than Times New Roman, Arial or TT Norms

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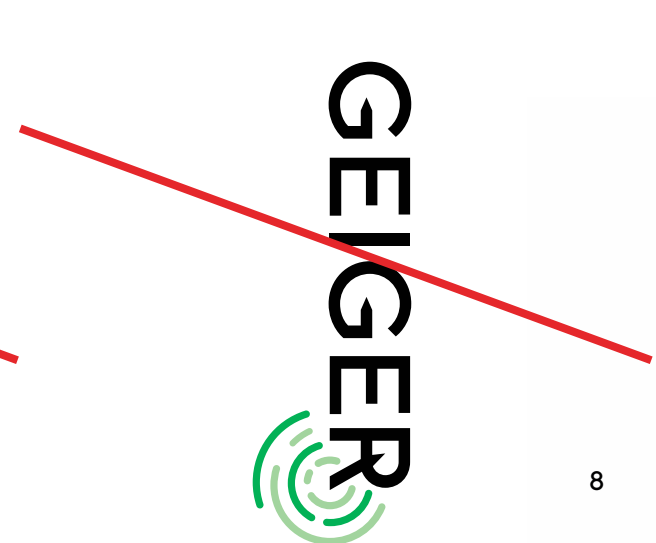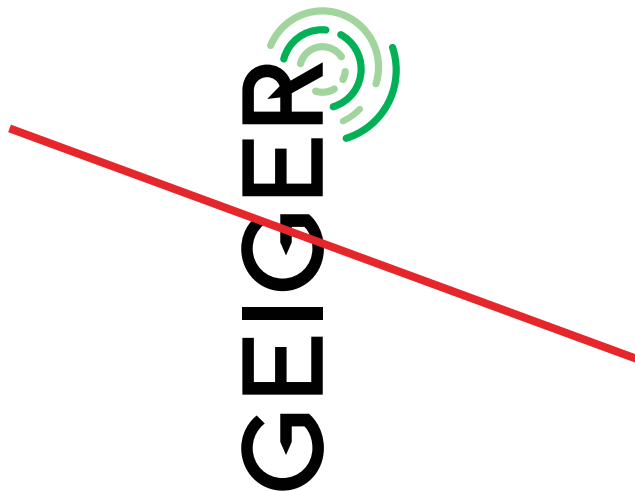
Questions

Please contact us if you have any
further questions:
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