Helmholtz Imaging

Styleguide 2022
Version 01

HELMHOLTZ IMAGING

Capturing the world of science.

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Corporate Identity

The Helmholtz Association is a network of 18 research centers throughout Germany and has gained a worldwide reputation in all areas of its research fields. It contributes to solving grand societal challenges by conducting top-rate research in the fields of Aeronautics, Space and Transport, Earth and Environment, Energy, Health, Matter and Information. Against this background, the brand **Helmholtz Imaging** was created as a collaboration of the research centers **DESY**, **DKFZ** and **MDC** in the field of imaging science.

The mission of Helmholtz Imaging (HI for short) is to unlock the potential of Imaging Science in the Helmholtz Association by bringing scientists and engineers together and fostering synergies across imaging modalities and applications. Helmholtz Imaging will become the synonym for imaging science in terms of expertise, database and effect on shaping the future.

Helmholtz Imaging contributes to the solution of big social, ecological and economic challenges. In doing so, Helmholtz Imaging can rely on the knowledge of their experts and the extensive network and competencies at Helmholtz as well as on the worldwide Helmholtz reputation.

Corporate Design

The new corporate design appearance of Helmholtz Imaging presents itself in a pure design and a neutral black and white look in all communication media.
The core idea behind the graphic implementation is to give the fascinating research images as much space as possible.

The visual appearance of Helmholtz Imaging consists of the following elements:
- **Helmholtz Imaging Logo and figurative mark**
- **Keyvisuals**
- **Corporate Colours**
- **Corporate Typeface**
- **Sublogos**
- **Icon palette**
- **Claim**

At present, the corporate design and visual communication of Helmholtz Imaging includes, among others, the following media:
- **Helmholtz Imaging Website**
- **Business cards**
- **Exhibition media (e.g. posters, roll-ups and flyers)**
- **Give aways (e.g. calendars, note books and stickers)**
- **Corporate video**
- **Social Media elements**
- **Newsletter**

Logo

02

Main logo – Black version

The logo is the central element of Helmholtz Imagings
visual identity. It is a striking symbol that demonstrates
the collaboration of the scientific research network.

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Figurative mark – Black version

The initial concept of the logo design results from the fusion
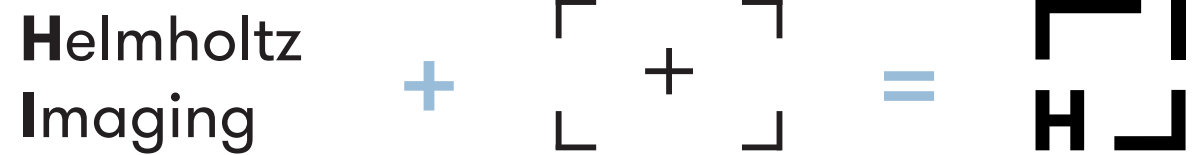of the letters H and I and the symbol of a camera focus.

Figurative mark – White version

Derivation

The Helmholtz Imaging logo is a word and figurative mark. It combines the origins of Helmholtz with the core area of imaging via the analogy of a camera viewfinder – abstract, modular and individual. The message of the logo is quite clear: "Helmholtz Imaging puts the images into focus".

Helmholtz
Imaging + ⌐+⌐ = ⌐HI⌐

Protected area

Within the main logo, the distance between the figurative mark and the name "Helmholtz Imaging" is half the width of the figurative mark.

To maximize the effect of the Helmholtz Imaging logo and figurative mark, it is important to maintain the defined minimum distance to other elements.
The minimum distance between the main logo and other elements or to format borders corresponds to the size of the figurative mark (1X).
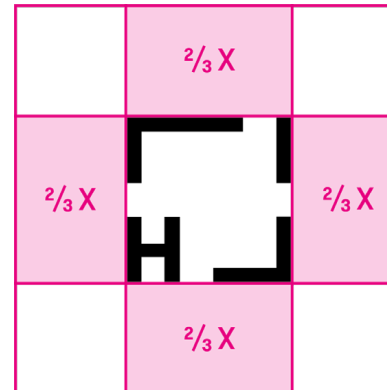

The protected area which applies to the figurative mark corresponds to ⅔ of the size of the figurative mark (⅔X).

Important:
Usually, the logo is applied to a communication medium and thus clarifies Helmholtz Imaging as the sender of the message. In this function, the shape or format of the logo or the figurative mark **may not be changed in any way for all printed media.**

There is an additional rule for the use of the logo in animations and moving images. For this exception, the logo can be used modularly and the frame can vary in its width and height.
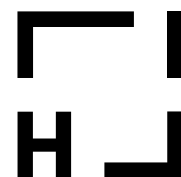
Sizes

To ensure the best legibility in all print applications, the size of the Helmholtz Imaging main logo must not be smaller than **25×5 mm (WxH)** in use.

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Minimum size – Main logo:
25 mm width x 5 mm height

The minimum size of the picture mark is **5×5 mm (WxH)** in all print applications.

Important:
Usually, the logo is applied to a communication medium and thus clarifies Helmholtz Imaging as the sender of the message. In this function, the shape or format of the logo or the figurative mark **may not be changed in any way for all printed media.**

There is an additional rule for the use of the logo in animations and moving images. For this exception, the logo can be used modularly and the frame can vary in its width and height.

Minimum size – Figurative mark:
5 mm width x 5 mm height

Colour versions

For placement on different surfaces, there are black and white colour versions of both the main logo and the figurative mark. The white logo should be placed primarily on a dark background and the black logo primarily on a light background. Please don't use any color versions.

Additionally it is necessary to use a clear image background to strengthen the legibility of the Helmholtz Imaging logo.

Important:
Usually, the logo is applied to a communication medium and thus clarifies Helmholtz Imaging as the sender of the message. In this function, the shape or format of the logo or the figurative mark **may not be changed in any way for all printed media.**

There is an additional rule for the use of the logo in animations and moving images. For this exception, the logo can be used modularly and the frame can vary in its width and height.

Positioning

The bottom left position in the layout is preferred. Depending on the application and the contend to be placed, there may be exceptions where the logo is left-aligned with the layout elements (for example, for the information block or a normal letterhead, where the combination of typographic logo and figurative mark should be placed on the top left or bottom left with left alignment. If possible, avoid placing only the signet in these applications in order to clearly communicate the sender "Helmholtz Imaging").

Please keep in mind that the HI logo has to be placed mainly on the bottom of your layout on print based media. These rules apply to both the main logo and the figurative mark.

The following page shows more examples of how to use the Helmholtz Imaging logo in the layout.
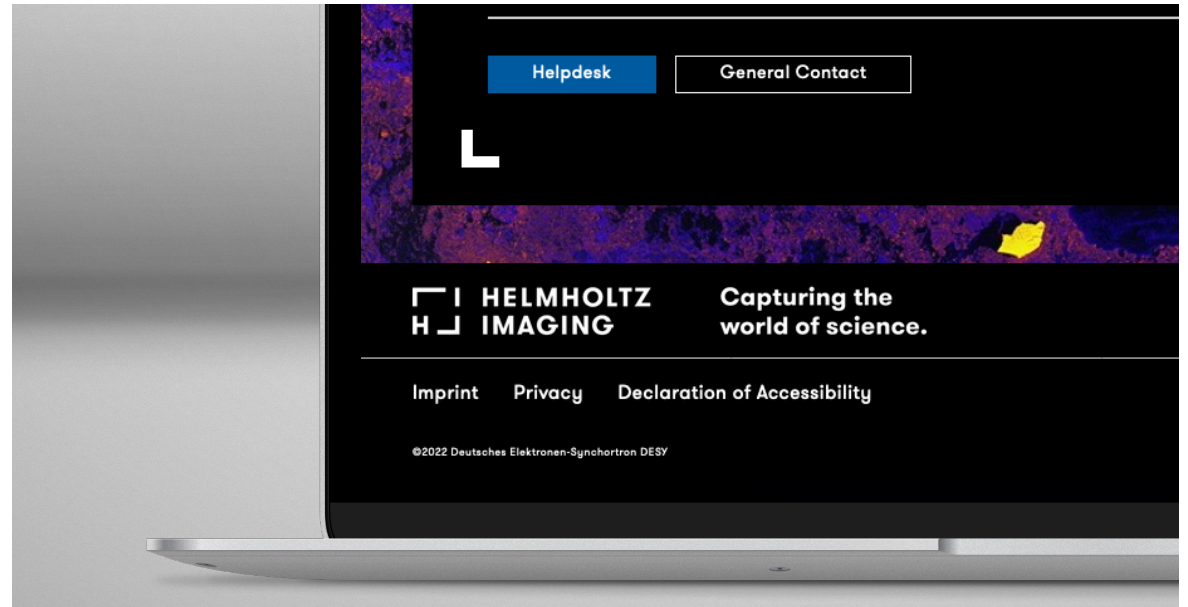
The main logo and figurative mark are provided in the following versions and file formats:

    black version, white version
    PDF, PNG and JPEG, each in RGB and CMYK (4C)

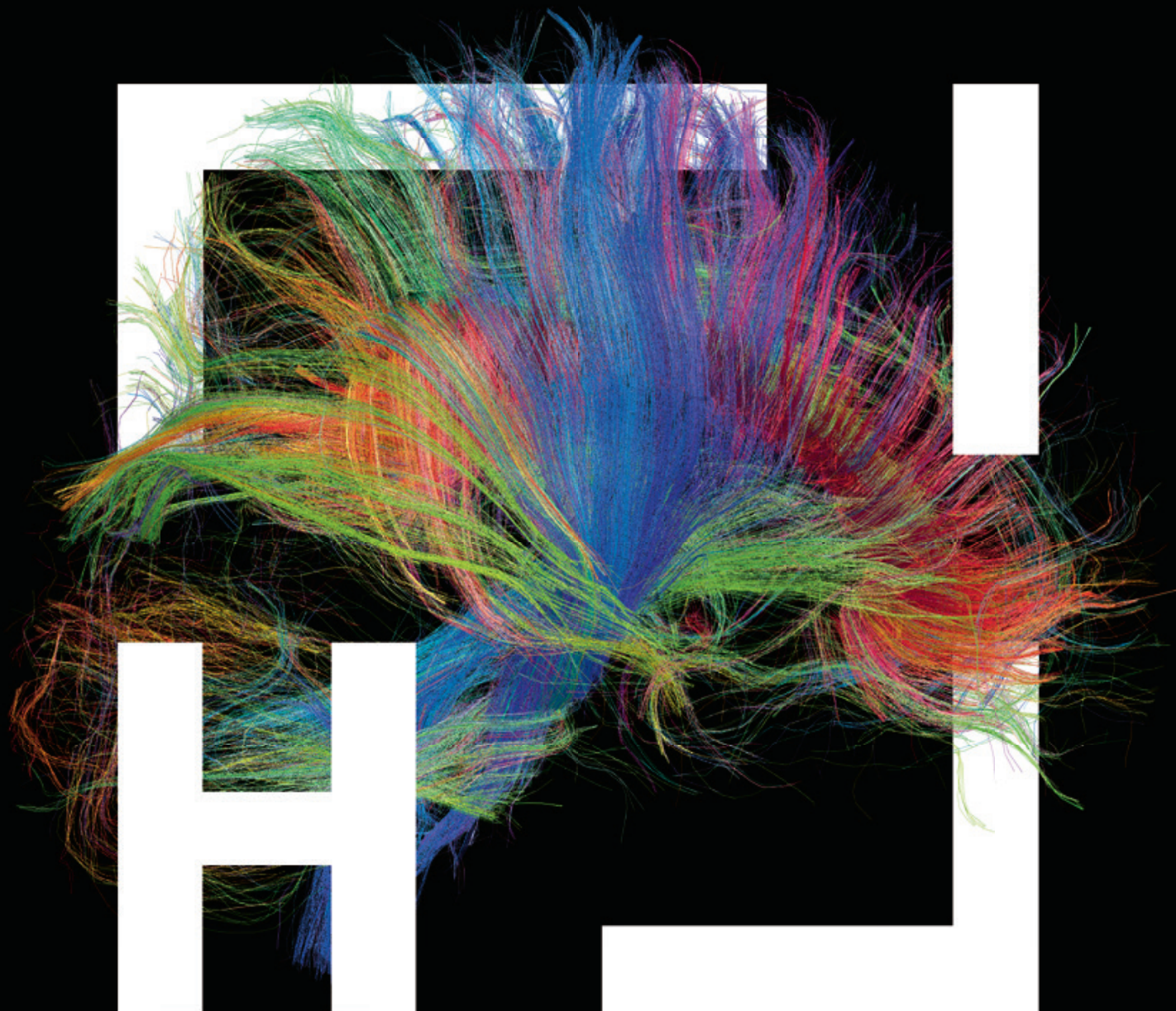If possible, the vector based PDF data should be used to resist the best possible print or pixel based resolution.

Key visuals

Key visuals
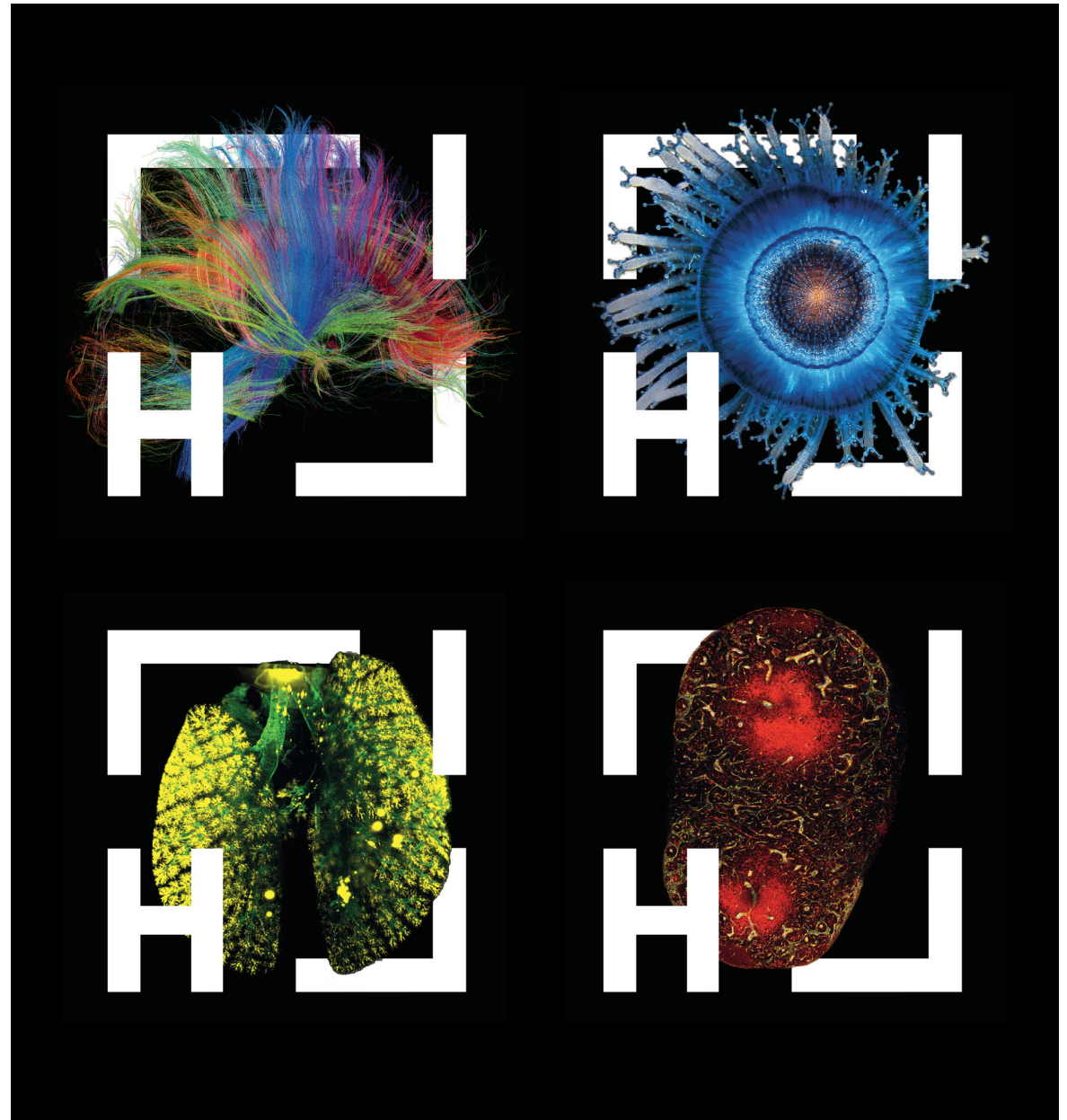
Application of key visuals

03

Key visuals

In accordance with the origin and idea of the figurative mark, it can incorporate various images with scientific background and thus focus on scientific findings.

By integrating images into the figurative mark, unique key visuals are created that communicate the work and attitude of Helmholtz Imaging. The letters H and I are always in the foreground, while the brackets are in the background, but never obscured beyond recognition by the image inside.
At the moment, these four key visuals exist.

The HI key visual can incorporate various pictorial objects and thus conveys not only the design mechanics, but also the core mission, goal and motivation of Helmholtz Imaging. Therefore, it can be used in communication tasks where the core message is to convey the mission of Helmholtz Imaging.
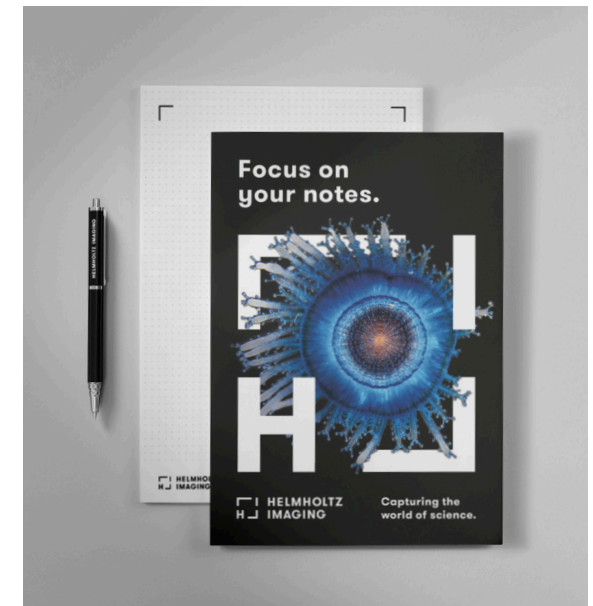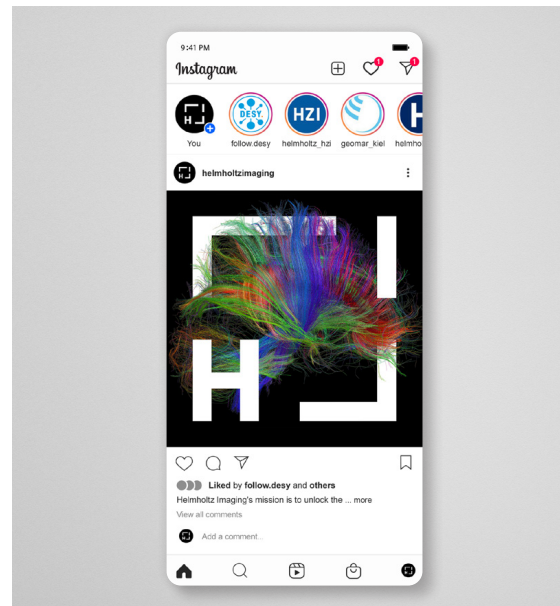
Application of key visuals

The key visual can incorporate various pictorial objects and thus conveys not only the design mechanics, but also the core mission, goal and motivation of Helmholtz Imaging. Therefore, it can be used in communication tasks where the core message is to convey the specific mission and image of Helmholtz Imaging.

The areas of application for the key visuals range from general image posters and content for social media up to branded giveaways and products.

Colours

04

Colour hierarchy

The visual appearance of Helmholtz Imaging is largely based on contrasting **black and white**. Especially when images are shown, which is often the case in HI's visual communication channels, a rather low-colour design allows these images to stand out particularly well.

The main colours used by Helmholtz Imaging, in addition to black and white, are the three blue tones **HI Dark Blue, HI Main Blue** and a **20% shade of the same Main Blue**.

If necessary, highlights can be created with the colours **Highlight Orange, Bright Orange** and **Highlight Purple**, which can be seen at the bottom right. Care must be taken not to use these colours too often and too dominantly in the respective design and composition.

Colour values

The exact colour values in the CMYK and RGB colour models can be found in the scheme on the right.

White	C 0 M 0 Y 0 K 0 R 255 G 255 B 255 #ffffff	5% 15% 25% 40%
Black	C 100 M 100 Y 100 K 100 R 0 G 0 B 0 #000000	
Dark Blue	C 100 M 87 Y 33 K 14 R 10 G 45 B 110 #0a2d6e	
Main Blue 100%	C 100 M 50 Y 0 K 20 R 0 G 90 B 154 #005a9a	80% 60% 40%
Main Blue 20%		
Highlight Orange	C 4 M 83 Y 86 K 0 R 225 G 70 B 45 #e1462d	
Bright Orange	C 0 M 60 Y 47 K 0 R 255 G 135 B 119 #ff8777	
Highlight Purple	C 77 M 87 Y 0 K 0 R 95 G 56 B 147 #5f3893	

Typography

GT Walsheim

Urbanist

HELMHOLTZ IMAGING

Helpdesk
Solutions
Modalities
Collaborations
Storage
Projects
Publications

GT Walsheim – Bold

A a B b C c D d E e F f
G g H h I i J j K k L M m
N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

GT Walsheim – Regular

A a B b C c D d E e F f
G g H h I i J j K k L l M m
N n O o P p Q q R r S s
T t U u V v W w X x Y y Z z
0 1 2 3 4 5 6 7 8 9

GT Walsheim

GT Walsheim – Corporate Font

Helmholtz Imaging's house font is **GT Walsheim** from the typefoundry Grilli Type. Since it contributes a large part to the uniform visual appearance of HI, it is used in all font applications and on all media. The use of other typefaces that are not part of HI's corporate identity is prohibited.

GT Walsheim has a very technical and precise character, but at the same time it appears warm and friendly due to its curves and open forms. The typeface is characterised by its striking appearance and, at the same time, its excellent legibility on digital and printed media and in many sizes. GT Walsheim has 32 weights and supports many languages.

The **Bold style** of GT Walsheim is used for headlines. This style is also reserved for occasional emphasis in text.

Longer continuous texts are usually set in the Regular style. Depending on the design situation, the light style can also be used in such cases to achieve better readability if necessary.

Our Projects

Headline written in **GT Walsheim Bold**.

Helmholtz Imaging is the overarching platform to better leverage and make accessible to everyone the **innovative modalities** and data treasures of the Helmholtz Association.

Text written in **GT Walsheim Regular** with highlights in **Bold**.

Our support team at DESY offers support and services to the Helmholtz Imaging Community. Our most prominent services are Helmholtz Imaging **Modalities** and **Storage**. We work on requests submitted to the **Helpdesk**, on **Collaborations**, and directly support the Projects.

Text written in **GT Walsheim Regular** with highlights in **Bold**.

Urbanist – Alternative Font

The substitute font Urbanist also has a geometric and neutral form language, as well as friendly-looking curves and very good legibility in all sizes.

Since the GT Walsheim house font cannot be embedded in all applications/computers and thus cannot be made available to all HI employees, the more accessible GoogleFont Urbanist is used in such exceptional cases. This font is therefore mainly used in **internal communication** such as presentations or informative posters.

Our Projects

Headline written in **Urbanist ExtraBold.**

Helmholtz Imaging is the overarching platform to better leverage and make accessible to everyone the **innovative modalities** and data treasures of the Helmholtz Association.

Text written in **Urbanist Regular** with highlights in **ExtraBold.**

Our support team at DESY offers support and services to the Helmholtz Imaging Community. Our most prominent services are Helmholtz Imaging **Modalities** and **Storage**. We work on requests submitted to the **Helpdesk**, on **Collaborations**, and directly support the Projects.

Text written in **Urbanist Regular** with highlights in **ExtraBold.**

Sublogos

Mechanic

Special guidelines

Application of sublogos

06

Mechanic

If a specific part of Helmholtz Imaging is to be displayed as the initiator, **corresponding sublogos** can be created on the basis of the main logo.

The name of the subbrand is also set in black and left-aligned with the logo below the main logo. The distance between logo and name is one third of the height of the logo. In order to achieve a uniform look and a clear hierarchy, **the name of the subbrand is set in mixed script and in the regular style of GT Walsheim.**

Special guidelines

In order not to threaten the visual cohesion of the sublogo, the length of the subbrand name must be within a certain range. The name must have a **minimum of eight characters** and a **maximum of 25 characters**. Furthermore, it may consist of a **maximum of two words** (with "and" in between, if applicable).

Sublogo with short name

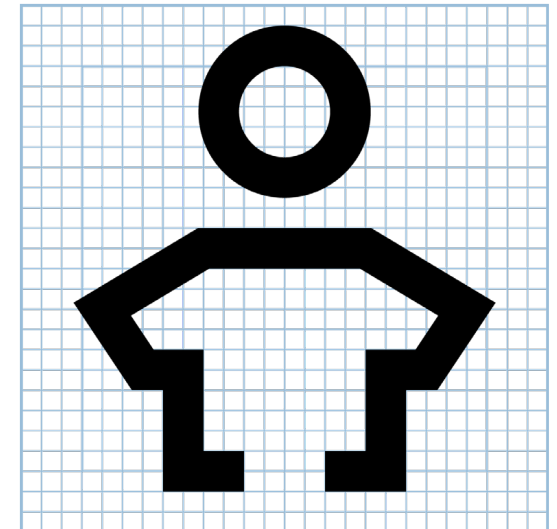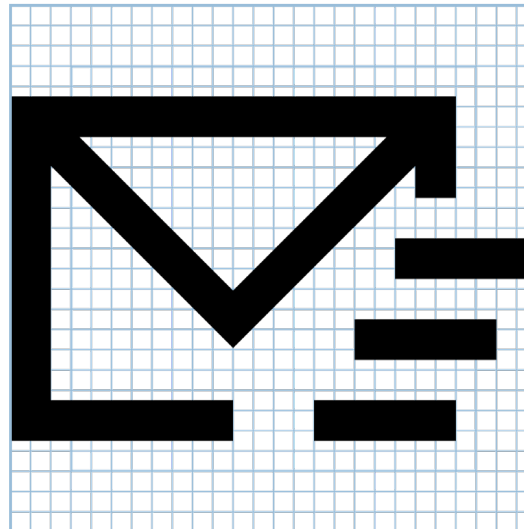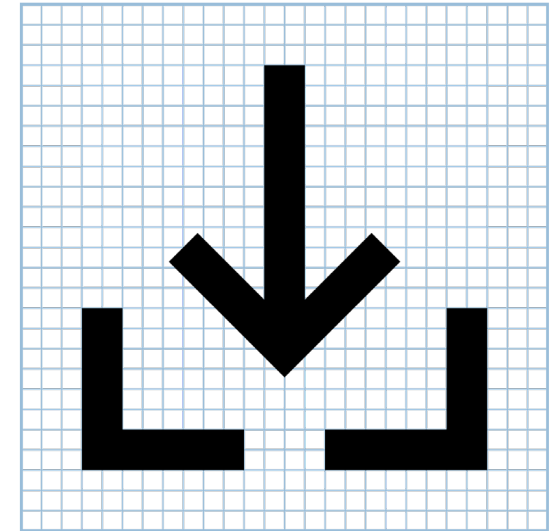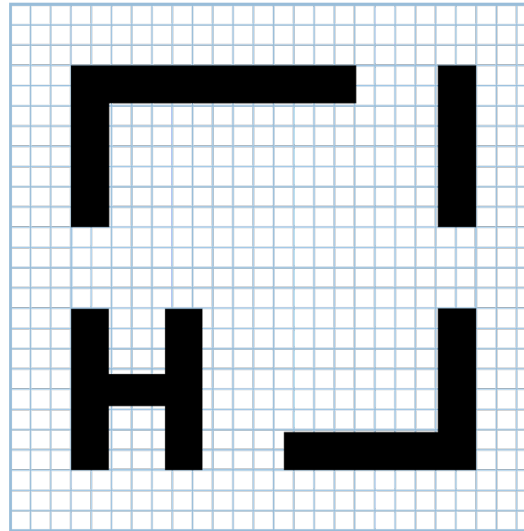

Sublogo with long name

Icons

07

Design

The design elements of Helmholtz Imaging's corporate design are complemented by an extensive range of different icons and pictograms. The basis for the structure of the various icons is a uniform, square grid, which also forms the basis of the geometrically constructed HI logo. Thus, the icons have the same design style and internal proportions as the HI logo.
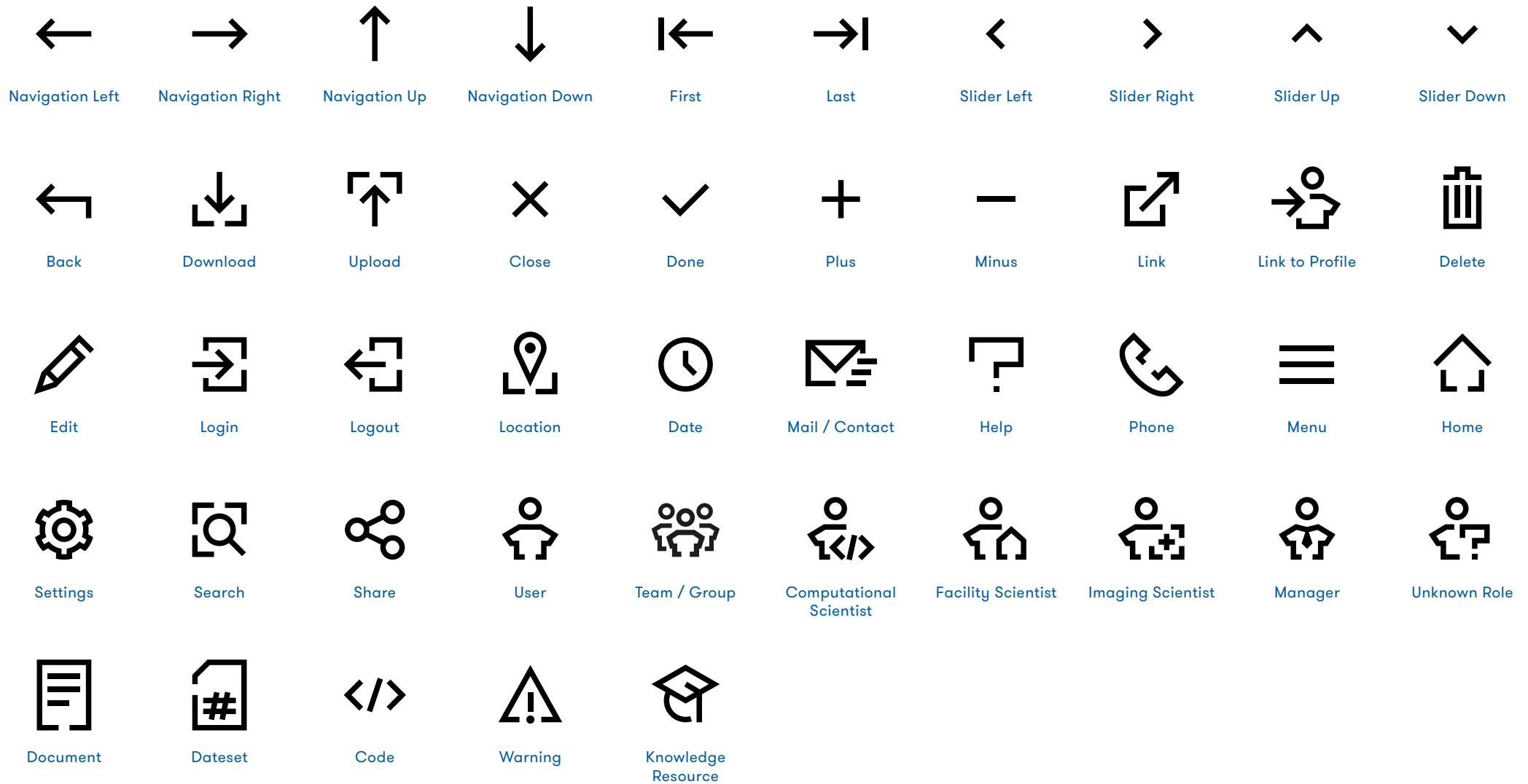
Application of icons

The Helmholtz Imaging icons are mainly used in digital media, for example for navigation on the HI website. The icons compress the information to be conveyed and make the use of the communication media more intuitive and uncomplicated for the users.

The icons are provided in PNG and SVG file formats, as well as in vector-based PDF format, which is recommended.

Icon palette

←	→	↑	↓	I←	→I	‹	›	⌃	⌄
Navigation Left	Navigation Right	Navigation Up	Navigation Down	First	Last	Slider Left	Slider Right	Slider Up	Slider Down

↰	↓	↑	✕	✓	+	−	↗		
Back	Download	Upload	Close	Done	Plus	Minus	Link	Link to Profile	Delete

✏			📍	🕐			📞	☰	
Edit	Login	Logout	Location	Date	Mail / Contact	Help	Phone	Menu	Home

⚙	🔍								
Settings	Search	Share	User	Team / Group	Computational Scientist	Facility Scientist	Imaging Scientist	Manager	Unknown Role

	#	‹/›	⚠	
Document	Dataset	Code	Warning	Knowledge Resource

Claim

Formatting

Positioning

08

Formatting

The claim follows HI's corporate design and is set in the bold style of the GT Walsheim typeface. It is written in mixed script and left-aligned. The claim always has two lines with a break after "the". In exceptional cases, a three-line version is used.
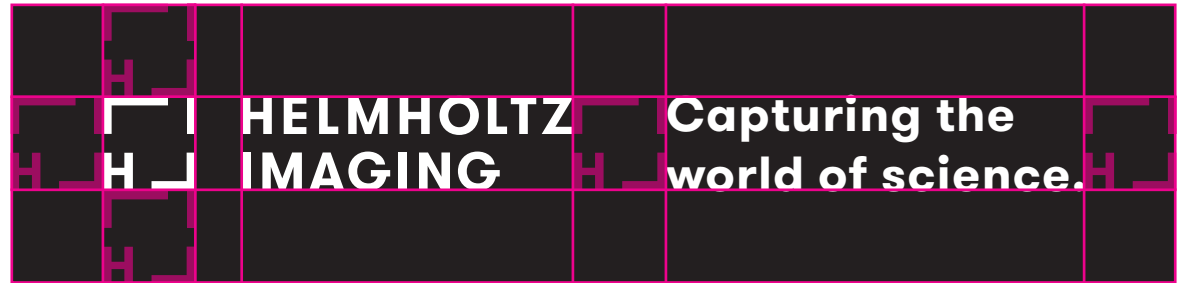
Positioning

The claim summarises the activities, motivation and aspirations of Helmholtz Imaging in one sentence. Therefore, it should complement the main logo if possible.

If the claim complements the logo, as it is normally the case, it is placed next to the main logo and aligned with its height. The spacing between logo and claim corresponds to the width of one figurative mark.

In individual cases, the claim can be right-aligned with the rest of the composition to create an appropriate balance in the overall layout.
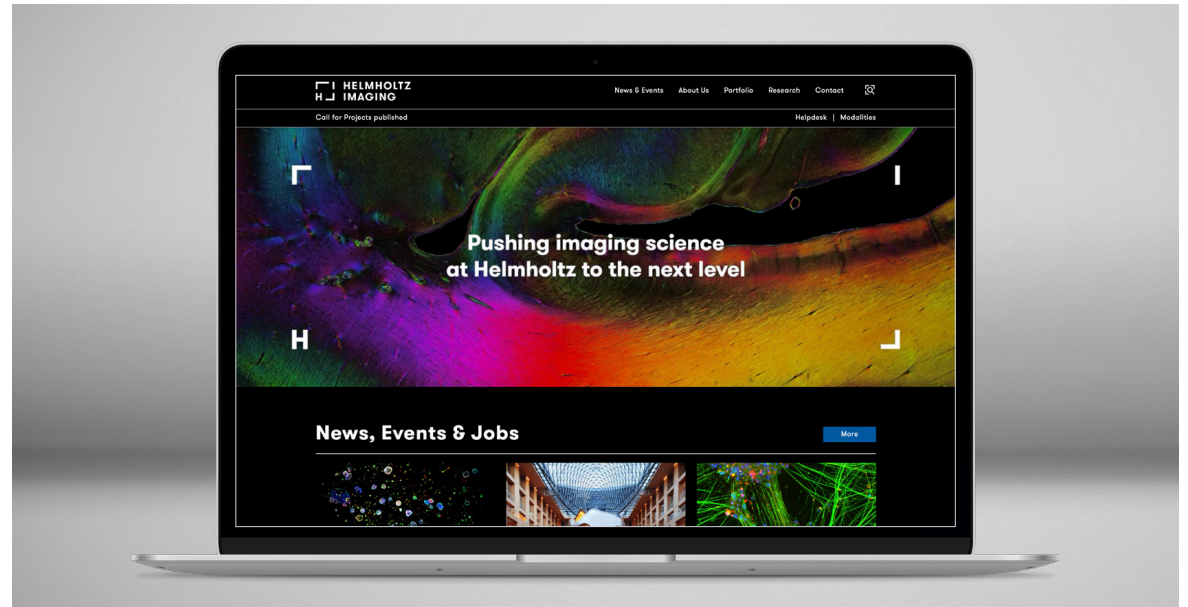
Capturing the world of science.

Two-line standard format for the claim

Exception for a right-aligned claim

This page demonstrates the present design of digital and printed media for Helmholtz Imaging. It gives an overview how the layout grid works, typography has to be used and different content can be designed.

Please make sure that every design implementation always comes with a clear structure, pure typographic settings and a powerful imagery.

Contact

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