Helmholtz Imaging
Logo Guideline Preview

Hamburg, 26th November 2021

HELMHOLTZ
IMAGING

Corporate Design
Logo Guide

Helmholtz Imaging logo guidline

Colors: Black and White
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.

Position and orientation
The bottom left position in the layout is preferred. Depending on the application, there may be exceptions.

Protected area
To maximize the effect of the Helmholtz Imaging logo, it is important to maintain the defined minimum distance to other objects. This has a proportional distance from an picture mark (1x) to respective format borders and to other layout elements.

Minimum size
To ensure the best legibility, the main size of the Helmholtz Imaging logo has to be not smaller than 25x5 mm (WxH) in use. The minimum size of the picture mark is 5 mm.
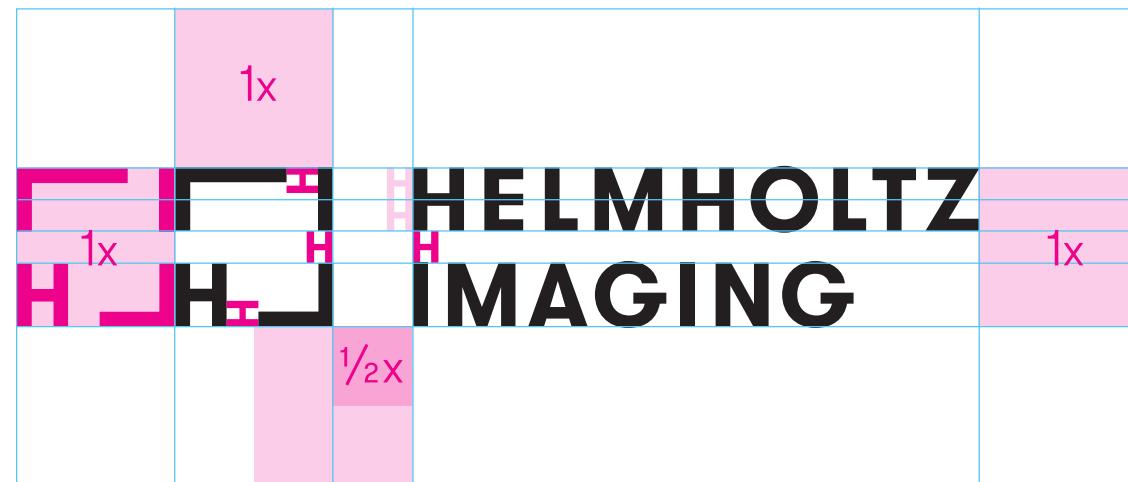
Logo formats
The logo is provided in the following formats: PDF, PNG and JPEG in RGB and CMYK (4C)

If possible, we recommend to use the vector based PDF data.

Please note that the complete corporate design guideline will follow in near future.

Protected area

1x
1x
1x
½x

Minimum size

25 x 5 mm
Minimum size

5 x 5 mm
Minimum size

Important: The logo may not be changed in any way.

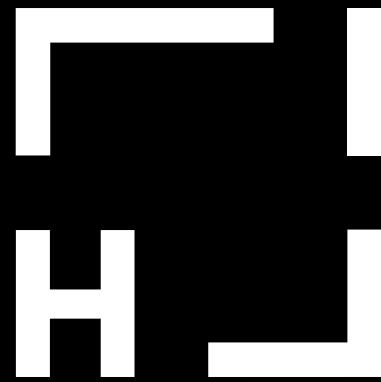Corporate Design
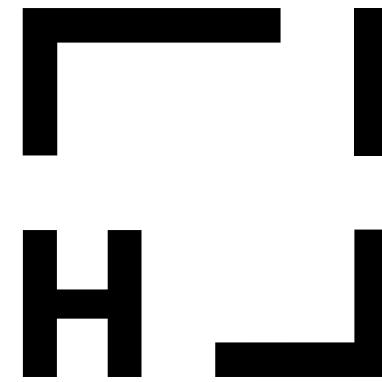**Main Logo – White Version**

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Corporate Design
Picture mark – White Version

Corporate Design
Picture mark – Black Version

Contact

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