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LOGO_CLEAR ZONE & MINIMUM SIZE

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

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

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

Vienna BioCenter

- **Green**
  - CMYK: 65 | 0 | 100 | 0
  - RGB: 134 | 188 | 37
  - Pantone: 368 C

- **Blue**
  - CMYK: 65 | 20 | 0 | 0
  - RGB: 109 | 172 | 222
  - Pantone: 284 C

- **Black**
  - CMYK: 0 | 0 | 0 | 100
  - RGB: 0 | 0 | 0
  - Pantone: BLACK C
LOGO SECONDARY COLOURS

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

Vienna BioCenter

- **CMYK**: 77 | 27 | 100 | 12
- **RGB**: 64 | 130 | 32
- **Pantone**: 363 C

- **CMYK**: 67 | 12 | 100 | 1
- **RGB**: 98 | 167 | 15
- **Pantone**: 369 C

- **CMYK**: 75 | 20 | 100 | 0
- **RGB**: 72 | 151 | 88
- **Pantone**: 7730 C
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

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.

The logo must under no circumstances be distorted, rotated or separated.
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 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
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.
The Co-Branding Capsule is an extra design element created to help integrate Vienna BioCenter members seamlessly 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.
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
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.

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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.
STATIONERY
VBC Corporate Design Guidelines

STATIONERY BUSINESS CARD

Vienna BioCenter

Max Mustermann, Title

Sample Company

T +43 1 12345-1234 | M +43 123 456 789 001
max.mustermann@samplecompany.ac.at | samplecompany.org
Betreff: Der neue Musterbrief

Sehr geehrte Damen und Herren,

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Mit freundlichen Grüßen

Max Mustermann

Vienna BioCenter – Wissenschaftliche Standortgemeinschaft, Campus-Vienna-Biocenter 1, 1030 Vienna, Austria
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
STATIONERY_PRESS RELEASE

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

Vienna BioCenter – Wissenschaftliche Standortgemeinschaft | viennabiocenter.org | ZVR-Zahl: 12131553
STATIONERY EMAIL SIGNATURE A

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

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

Vienna BioCenter
Campus-Vienna-Biocenter 1
1050 Vienna
Austria
www.viennabiocenter.org

To: max@mustermann.at

Subject: Lorem ipsum

Message Size: 10 KB

Dear Max Mustermann,


STATIONERY_EMAIL SIGNATURE B

---

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

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

---

Dear Max Mustermann,


Maeainas as suscipit augue.

best regards  
Maria Musterfrau

---

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

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

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OPTION B
For those without html knowledge and text-only email clients/modes.
PRINT_ ADVERTISING & POSTERS
All layouts for advertising and posters comply with the same flexible principles of design. See page 28 for grid system and measurements.
Further examples with photography

**HEADLINES IN BOLD**

**SUBLINES IN MEDIUM**

Nullanihicia ducium untia aditemporpos ipisquas et, omnis excerum dolendel is num ea coreic to temporro ventius apient re, sam fugia dio teclo biacepti ipam, sunduscid quos dolupti berepel luptiist laborepudae magnatum rem quassimus aute maio. Hicatem quae nes ilic totatquunt aborro officie ndaepera evendi to que sinus.

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**HEADLINES IN BOLD**

**SUBLINES IN MEDIUM MAXIMAL: TWO LINES**

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**HEADLINES IN BOLD**

**SUBLINES IN SEMIBOLD**
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. Subheadlines are also flexible in length and the picture box can be adjusted in height accordingly.
VIENNA BIOCENTER MAKES A BIG SPLASH AT THE SCIENCE BALL

2018 got off to a swinging start with the Vienna Ball of Sciences at the City Hall on 27 January.

The large group from Vienna BioCenter impressed with their style, including science-inspired ball gowns modeled in the 'labwalk' fashion show.

The dresses were featured in a four-page spread in the ball magazine, which also included a three-page article about Vienna BioCenter.

The Vienna BioCenter Newsletter is created in Microsoft Word and is available as a template. The layout is based on the same flexible principles as the advertising and posters.

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.
PRESENTATION_ POWERPOINT
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.
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.

**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.

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

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.

**Example facebook**

**Example youtube**

**RGB**

<table>
<thead>
<tr>
<th>Color</th>
<th>Red</th>
<th>Green</th>
<th>Blue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vienna</td>
<td>134</td>
<td>188</td>
<td>37</td>
</tr>
<tr>
<td>BioCenter</td>
<td>109</td>
<td>172</td>
<td>222</td>
</tr>
</tbody>
</table>