

Logo



Logo positiv (Standardlogo)



Logo schwarz/weiss (Graustufen)



Logo negativ (weiss)

Typographie

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Print-/Webfont Noto Sans (Download: Google Fonts)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Office Font Trebuchet MS (Systemschrift)

Ikonographie



Icon Startup-Programm



Icon Gründerberatung



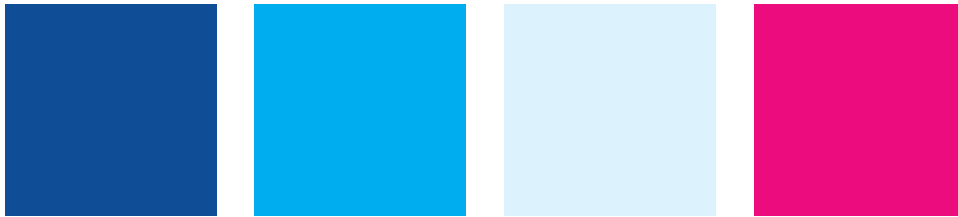
Icon KMU-Coaching



Icon Innovations-Handwerk

Farben

Primärfarben



Pantone 7687
CMYK 100/80/10/0
RGB 25/65/141
HEX 19418D

Pantone 299
CMYK 100/0/0/0
RGB 0/159/227
HEX 009FE3

12% Pantone 299
CMYK 12/0/0/0
RGB 229/244/251
HEX E5F4FB

Pantone 213
CMYK 0/98/14/0
RGB 228/4/117
HEX E40475

Sekundärfarben (Ökosystem)



CMYK 0/98/14/0
RGB 228/4/117
HEX E40475

CMYK 37/100/24/20
RGB 147/9/91
HEX 93095B

CMYK 100/96/40/43
RGB 18/17/73
HEX 121149

CMYK 100/80/10/0
RGB 25/65/141
HEX 19418D

CMYK 85/50/0/0
RGB 29/113/184
HEX 1D71B8

CMYK 100/0/0/0
RGB 0/159/227
HEX 009FE3

CMYK 63/39/30/13
RGB 101/127/146
HEX 657F92