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WORDMARK

Use this wordmark to highlight the presence of your company's name.

**industriesalon
schöneweide**



WORDMARK SPACING

Spacing / grid details behind your wordmark should be kept whenever possible.

	industriesalon	
	schöneweide	



WORDMARK PALETTE

Color details behind your wordmark will determine which palette to use.

industriesalon schöneweide	industriesalon schöneweide
industriesalon schöneweide	industriesalon schöneweide
industriesalon schöneweide	industriesalon schöneweide



WORDMARK DON'TS

Common issues when using the wordmark.

01: DON'T USE ANOTHER FONT OR CHANGE THE ALIGNMENT

industriesalon
schöneweide

02: DON'T CHANGE THE LINE SPACING

industriesalon
schöneweide

03: DON'T CHANGE FONT WEIGHT

industriesalon
schöneweide



LOGO

Variants of the logo to be used in different formats and for different purposes.



LOGO

The distinctive double-roof icon of the Industriesalon logo is more than just a logo mark – it is a powerful, versatile brand symbol.

Beyond its primary role in the logo, the roof shape can be used as a standalone graphic element in patterns, textures, and layouts, reinforcing brand recognition across all touchpoints.



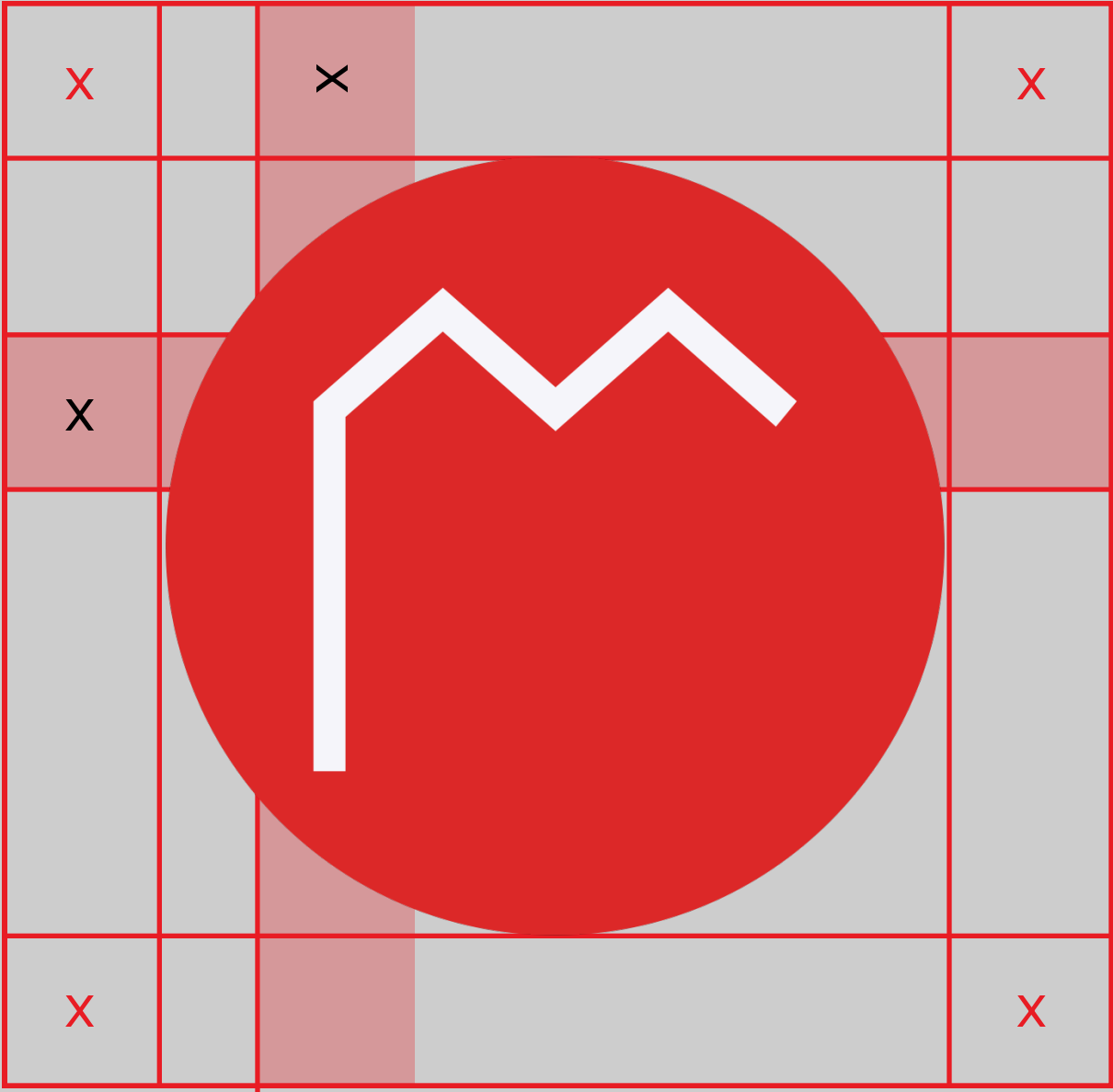
LOGO CLEARSPACE

Spacing / grid details behind
Industriesalon's logo.



LOGO CLEARSPACE

Spacing / grid details behind Industriesalon’s logo in its circular, minimal format.

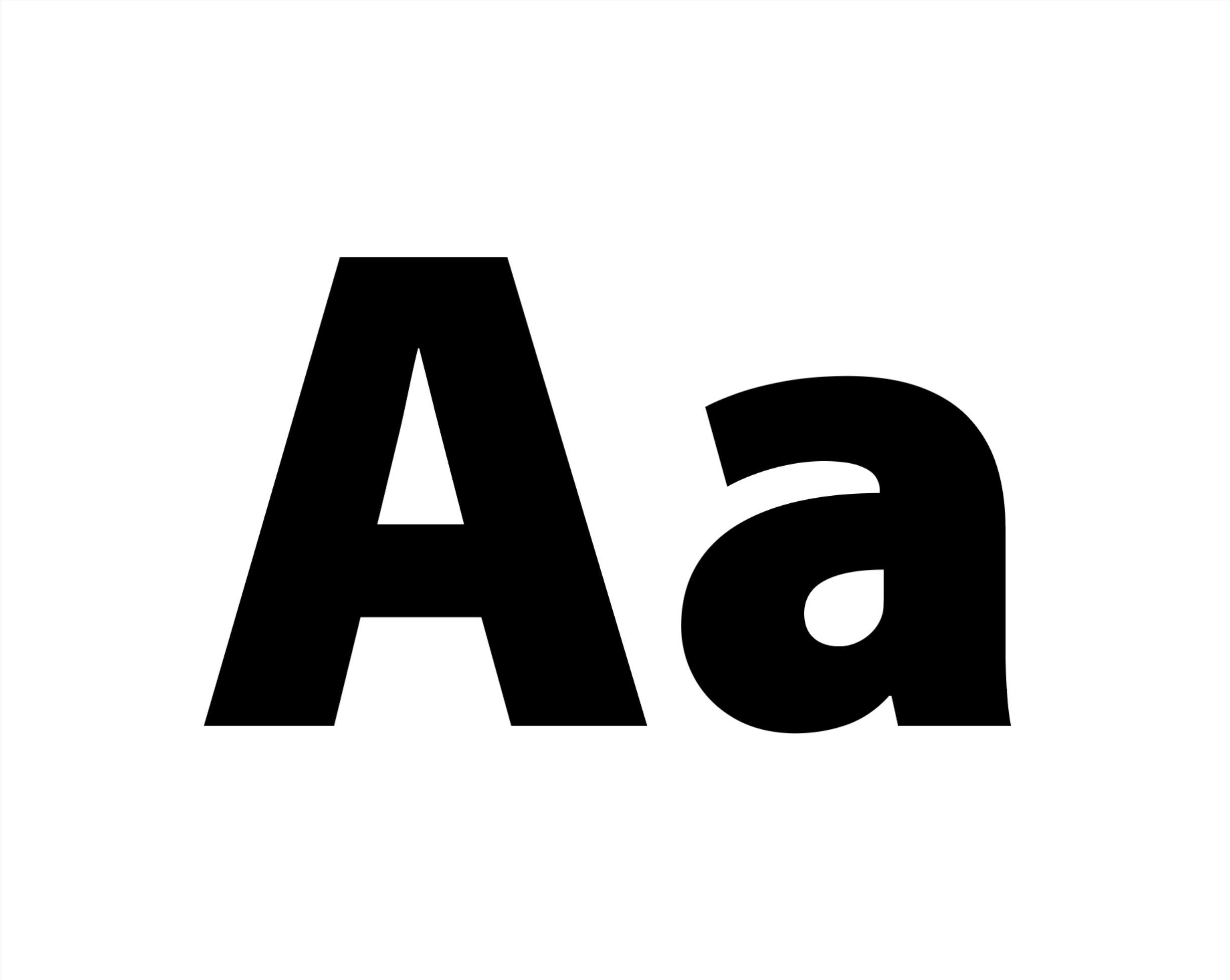


FONT NAME / STYLE

For Logo:
Myriad Variable Concept
Line Weight / Variation: Black

For Communication:
Myriad Pro
Line Weight / Variation: Regular,
Semi-Bold or Bold depending on
the importance / hiararchy of the
text.

BOLD: titles, headers, or to
highlight key information.
SEMIBOLD: for subheadings or
callouts.
REGULAR: body text, captions, or
general content.



A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
0 1 2 3 4 5 6 7 8 9 . (? & \$) !



FONT NAME / STYLE

Examples:

Header (Bold):
INDUSTRIESALON SCHÖNEWEIDE

Subheader (Semi-Bold):
A Place for Industrial Heritage

Body Text (Regular):
The Industriesalon is a museum and cultural center located in Berlin-Schöneweide, showcasing the rich legacy of electrical engineering and factory work in the region.

INDUSTRIESALON SCHÖNEWEIDE

A Place for Industrial Heritage

The Industriesalon is a museum and cultural center located in Berlin-Schöneweide, showcasing the rich legacy of electrical engineering and factory work in the region.

Note: Consistent use of line weight helps guide the viewer’s eye and ensures clarity across all branded materials, whether digital or printed.



FONT NAME / STYLE FOR WEB

Myriad Pro is usually unavailable on free web-design tools. Please use these alternatives for brand consistency:

- Open Sans
- Calibri
- Source Sans
- PT Sans
- Roboto
- Lato

myriad pro **industriesalon schöneweide**

Open Sans **industriesalon schöneweide**

Source Sans **industriesalon schöneweide**

calibri **industriesalon schöneweide**

PT Sans **industriesalon schöneweide**

roboto **industriesalon schöneweide**

Lato **industriesalon schöneweide**



COLOR

PRIMARY PALETTE

Use this slide to highlight the details behind your brand’s colors.



SCARLET RED
HEX #E81D25
R:232 G:29 B:37
C:00 M:88 Y:84 K:09
WEBSAFE: FF3333
PANTONE: 485 C

VAPOROUS WHITE
#F9F9FA
R:249 G:249 B:250
C:00 M:00 Y:00 K:02
WEBSAFE: F8F8FF
PANTONE: 7436 C

EERIE BLACK
#1E1E1E
R:30 G:30 B:30
C:00 M:00 Y:00 K:88
WEBSAFE: 1E1E1E
PANTONE: 419 C

COLOR

CEREBRAL GREY
#C0B8B5
R:192 G:184 B:181
C:00 M:04 Y:06 K:25
WEBSAFE: CCCCCC
PANTONE: 179-3 C

PALE ROCK BLUE
#869FBA
R:134 G:159 B:186
C:28 M:15 Y:00 K:27
WEBSAFE: 9999CC
PANTONE: 111-3 C

SUNRISE YELLOW
#EBBC1E
R:235 G:188 B:30
C:00 M:20 Y:87 K:08
WEBSAFE: FFCC33
PANTONE: 7408 CP

TURTLE GREEN
#579E7D
R:87 G:158 B:125
C:45 M:00 Y:21 K:38
WEBSAFE: 669966
PANTONE: 7723 C

RUSSET BROWN
#753A18
R:117 G:58 B:24
C:00 M:50 Y:79 K:54
WEBSAFE: 663300
PANTONE: 168 C

SECONDARY PALETTE

Use this palette to highlight details, accents and thematically guide the users through your website or print material.



ENVIRONMENTAL

Follow the example on how to highlight the details behind your brand’s photography and stationary.



PRINT

How print materials shall be presented, from posters to flyers.



PRINT

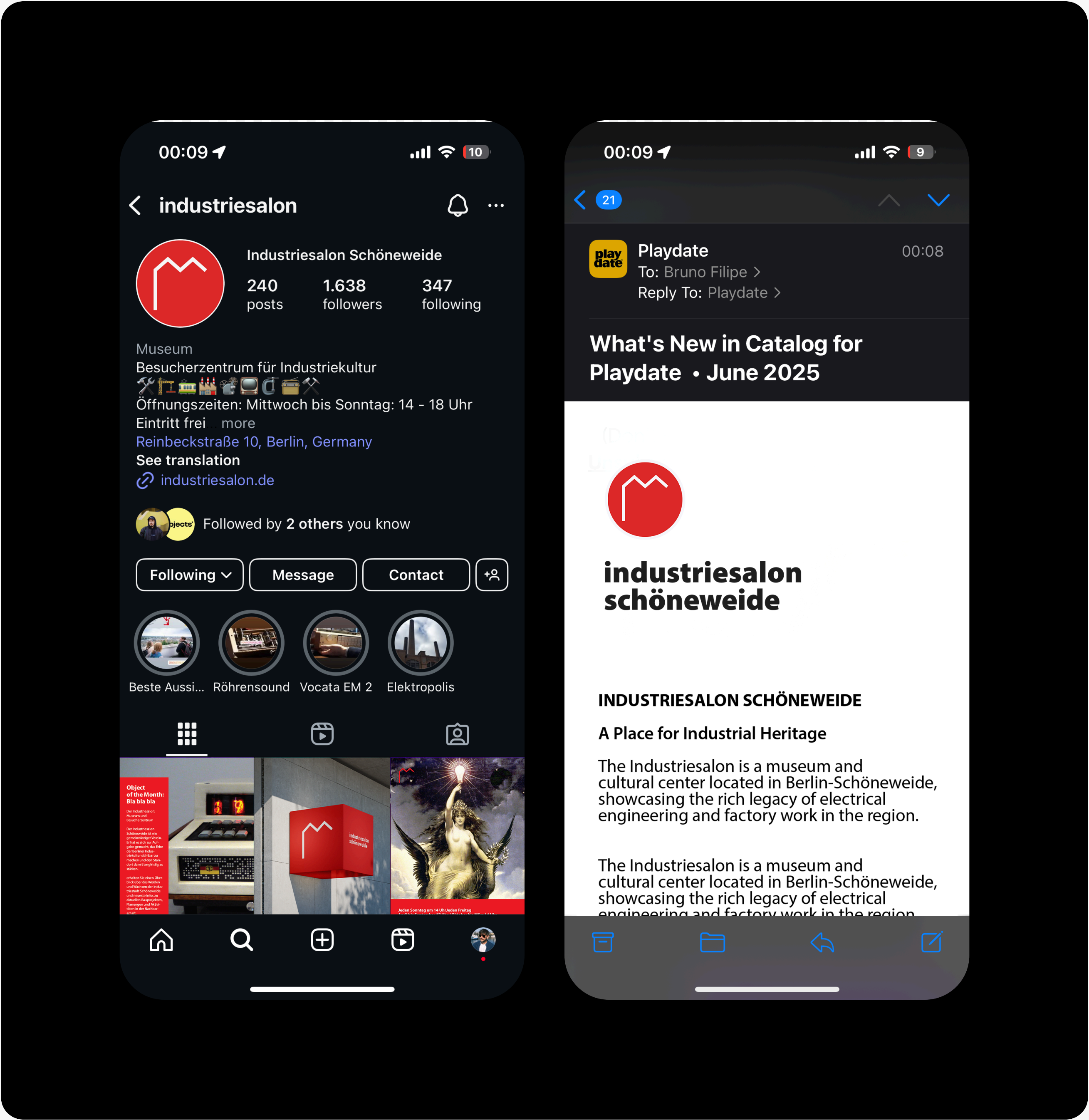
PRINT

How print materials shall be presented, from posters to flyers.



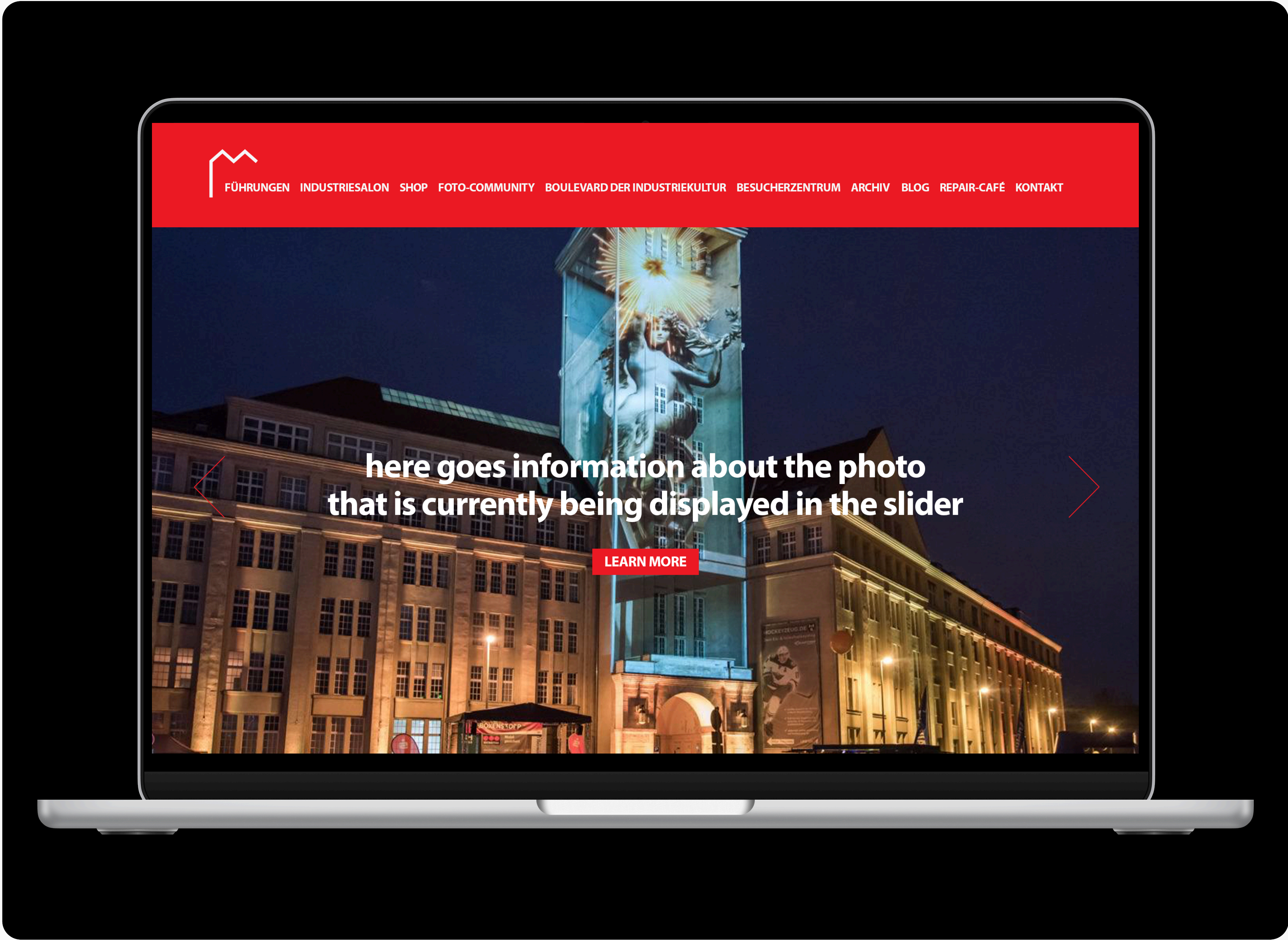
MOBILE PLACEHOLDER X 3

Use this slide to create a guidelines sections related to mobile design. Swap in relevant mocks, insert a prototype, or replace it with whatever you need.



WEBSITE

Follow the brand guidelines for brand consistency.



APPLICATION

BRAND APPLICATION

Follow the example on how to highlight the details behind your brand's photography and stationary.



BRAND APPLICATION

Follow the example on how to highlight the details behind your brand's photography and stationary.





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