

Corporate Design Guidelines

Basis | Synergetics for Green Transformation
of Inland and Coastal Shipping

PROJECT DESIGN —



Synergies for Green Transformation
of Inland and Coastal Shipping

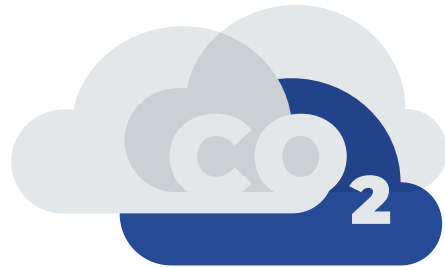


Synergies for Green Transformation
of Inland and Coastal Shipping

GESTALTUNGSELEMENTE



Play with Elements



SIGNS —



GESTALTUNGSELEMENTE



Play with Elements



SIGNS —



COLORS



Colors transport mood!

The combination of writing, shapes and colors creates recognition.



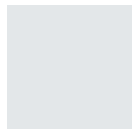
RGB 86 / 179 / 56
CMYK 69 / 0 / 97 / 0
56b038



RGB 37 / 74 / 150
CMYK 95 / 75 / 5 / 1
254a96



RGB 16 / 39 / 87
CMYK 100 / 80 / 10 / 50
102757



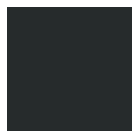
RGB 228 / 231 / 233
CMYK 12 / 0 / 0 / 3
e4e7e9



RGB 191 / 195 / 198
CMYK 30 / 0 / 0 / 5
bfc3c6



RGB 102 / 107 / 110
CMYK 70 / 0 / 0 / 11
666b6e



RGB 38 / 43 / 44
CMYK 95 / 0 / 0 / 15
262b2c

COLORS —

FONT ONLINE

Font conveys style and character!

| Lorem ipsum dolor sit amet consectetur erase

Copytext lorem ipsum dolor sit amet consectetur erase nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam itera nonummy nibh Lorem

Free Download Google Font

<https://fonts.google.com/specimen/Montserrat>

Montserrat extra bold

Montserrat regular

FONTS —

Fallback Systemfont

| Lorem ipsum dolor sit amet consectetur erase

Copytext lorem ipsum dolor sit amet consectetur erase nonummy Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam itera nonummy nibh Lorem

Tahoma bold

Tahoma regular