



SUD

CI/CD

Design Manual 2021

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In Case of design emergency: brief@kasparallenbach.ch

Logo

The Logo is a visual representation of the conglomerate of people needed in order to establish a startup culture.

Initially the basic forms are a derivation of the SUD initials.



Inverted

Use the colored main Logo whenever possible



Main Logo



**startup
days 21**

Horizontal Alternative

Inverted K

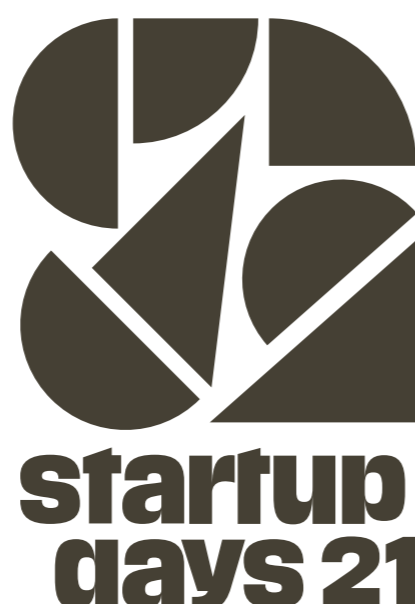
Only use if colored version is impossible



**startup
days 21**

Inverted W

Only use if colored version is impossible



**startup
days 21**

Logo Examples

Logos are just humans after all. They need space to breathe.

Always give room to the logo so it doesn't feel claustrophobic.

It is not possible to show all variations of logo placement. Use your own head or approve your design by the Art Director. (me, Haha)



The Logo needs room to breathe



Don't be shy



Make the logo bigger



Use your eyes and your gut for nice layouts.

Colors

Unusual to use that many colors for a branding.
But that's just how it is.

You can use every color from this palette as a background color as long as stuff is readable and doesn't hurt your eyes

You can also use every color from the palette as a font color but most of the times either use the dark tones or better yet the dark font black

Use White as a Background whenever possible



#a1cceb

161,204,235

35,5,0,0

#6ea9d8

82,165,216

56,15,0,0

#1582be

24,129,189

85,30,0,0

#df5f31

223,95,49

0,70,90,5

#454034

69,64,52

0,0,0,90

Fonts

dont use pure black as font color.

Media Sans Bold as Title

GT Alpina regular as Breadfont. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor *invidunt ut labore* et dolore magna aliquyam erat

If Space is scarce you can use GT Alpina Condensed. But if possible just use the regular cut

Blocksatz is forbidden for all eternety!!! Because it always looks bad and amateurs think that if the text is aligned on both sides it looks better. which it doesn't. Look at the gaps in the text. It's just the worst!!

Avoid highlighting text by underlining it or making it **bold**. It disturbs the reading flow. Underlining means it is a hyper-link.

Just use italic if you want to highlight a word. Or better yet, don't use any highlights at all. Write better copy!

**You can use other cuts of Media Sans
for special products like Billboards
Posters, Badges, et. al.
But Web & Logo & Keynote
Titles use only media Sans Bold**