

# CF Brand Guidelines

# Our logo

Our logo is composed of a frame and a logotype set in Tittilium Web.

**Always use the logo files provided.**

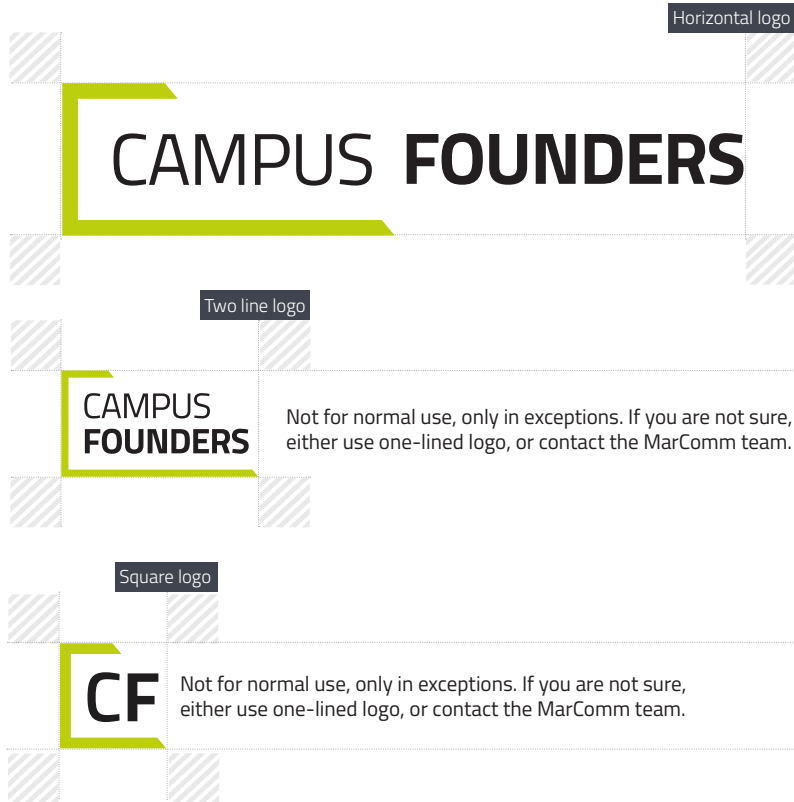
The horizontal logo is the primary logo and should be used in most cases. The two line logo is for different designs. Avoid using small sizes as may become unreadable.

Our logo needs to breath leave space around it, like shown on the right.

Clear space is the term for a specific amount of space that a logo must have on all sides, no matter where it is used.

To calculate the space required, look at the upper line of the frame. For horizontal logo, use half of lenght of upper frame line, for two line and square use full lenght of upper frame line..

1cm Distance at least from all sides



# Different Logo Sizes

DIN A5, DIN lang  
and smaller



DIN A4



DIN A3



DIN A2



Logo width

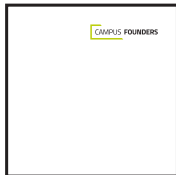
42 mm

60 mm

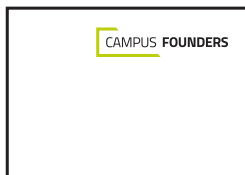
84 mm

120 mm

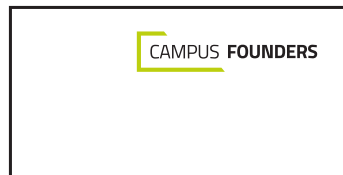
Instagram Posts



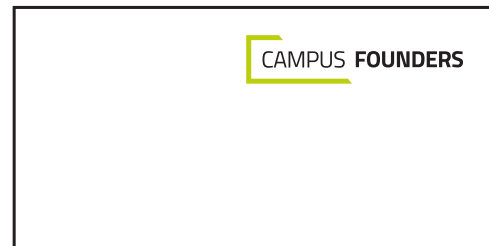
PowerPoint Slides



LinkedIn Events



Eventbrite Header



Logo width

265 px

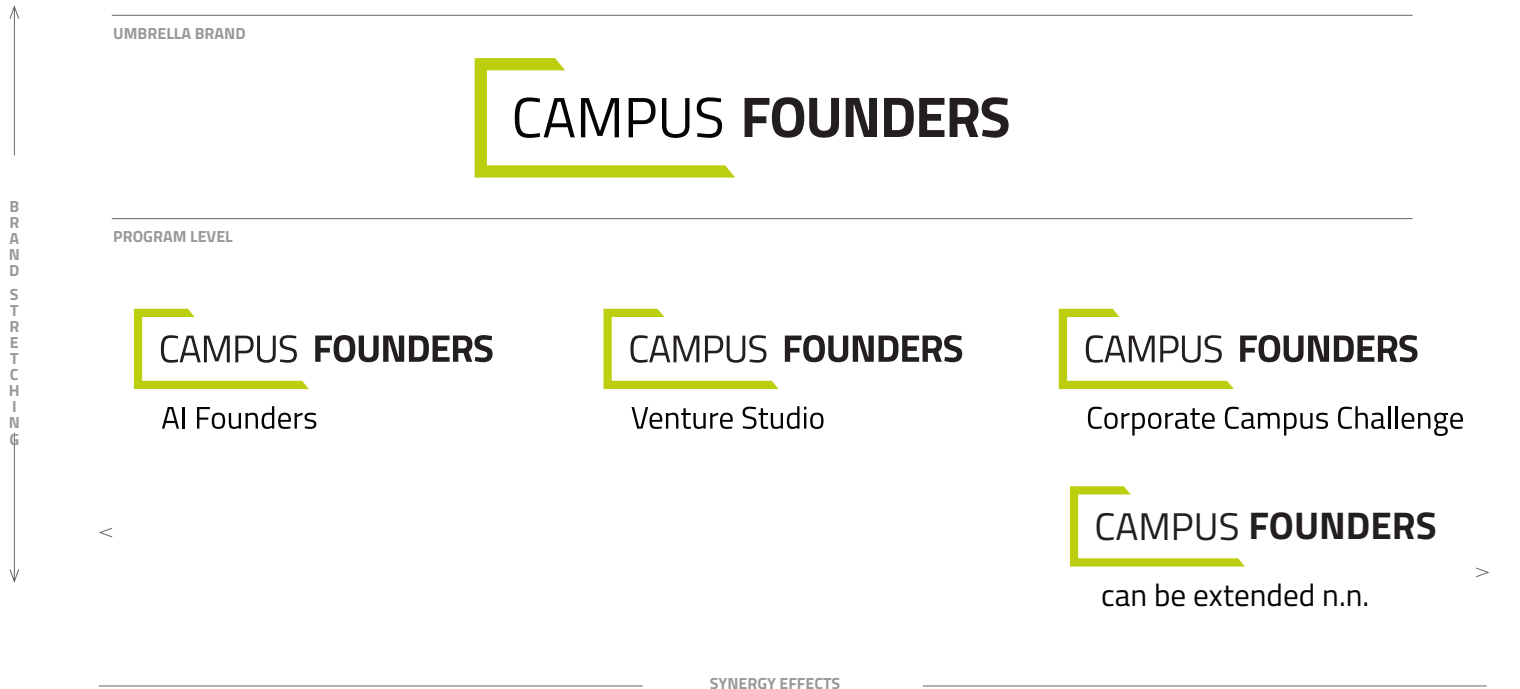
300 px

350 px

400 px

# Brand Architecture

## Umbrella Brand Strategy



# Logo on backgrounds

The **two-color** logos should be used only on White, Macko or Mischka backgrounds. Do not use two-color logos on photographs unless the logo sits on a black or white area of the image.

The **one-color** logo is for only photos and colored backgrounds within the our color palette. The one-color logo should be only on black or white.

Use color and background combinations shown on the right.

The logo consists of the words "CAMPUS" and "FOUNDERS" stacked vertically. "CAMPUS" is in a light green color, and "FOUNDERS" is in black. A light green L-shaped graphic element is positioned to the left of the text, partially overlapping the top and left sides of "CAMPUS".

CAMPUS FOUNDERS

The logo consists of the words "CAMPUS" and "FOUNDERS" stacked vertically. "CAMPUS" is in a light green color, and "FOUNDERS" is in black. A light green L-shaped graphic element is positioned to the left of the text, partially overlapping the top and left sides of "CAMPUS".

CAMPUS FOUNDERS

The logo consists of the words "CAMPUS" and "FOUNDERS" stacked vertically. Both words are in white. A light green L-shaped graphic element is positioned to the left of the text, partially overlapping the top and left sides of "CAMPUS".

CAMPUS FOUNDERS

The logo consists of the words "CAMPUS" and "FOUNDERS" stacked vertically. Both words are in white. A light green L-shaped graphic element is positioned to the left of the text, partially overlapping the top and left sides of "CAMPUS".

CAMPUS FOUNDERS

The logo consists of the words "CAMPUS" and "FOUNDERS" stacked vertically. Both words are in white. A light green L-shaped graphic element is positioned to the left of the text, partially overlapping the top and left sides of "CAMPUS". The background is a photograph of three people sitting outdoors.

CAMPUS FOUNDERS

The logo consists of the words "CAMPUS" and "FOUNDERS" stacked vertically. "CAMPUS" is in a light green color, and "FOUNDERS" is in black. A light green L-shaped graphic element is positioned to the left of the text, partially overlapping the top and left sides of "CAMPUS".

CAMPUS FOUNDERS

# Logo misuse

Take a look at common misuses, these apply for all versions of our predefined logos  
Horizontal, Two line, Square and Lockup



Do not change opacity



Do not distort

CAMPUS **FOUNDERS**

Use the frame always



Do not crop



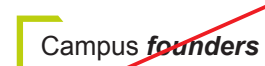
Do not rotate



Do not use different colors



Do not use any effects



Do not use other fonts or styles



Do not outline



Do not rotate or thicken the frame



Use only allowed logo and background color combinations



Leave breathing space around logo

# Core & accent colors

Use these color proportions in any layout or collateral design. **Wattle** is our main color. Wattle and Mako can be used as accent or background colors. Use only black or white text on core colors as outlined on the below. Do not interchange the use of black and white text according to preference. Use accent colors on small elements such as buttons, bars etc...

## Wattle

Hex: #bccf0f  
RGB: 188-207-15  
CMYK: 32-3-100-0

## Mako

Hex: #42444f  
RGB: 66-68-79  
CMYK: 16-14-0-69

## White

Hex: #ffffff  
CMYK: 0-0-0-0

## Mischka

Hex: #e2e1e3  
CMYK: 10-8-7-0

## Manate (Accent)

Hex: #8D8B99  
CMYK: 48-42-30-2

## Blue (Accent)

Hex: #1D96D4  
CMYK: 76-28-0-0

# Font titillium web

All text and paragraph text in Titillium Web. Always use optical kerning, set the tracking to -10, and set in title case or sentence case.

*Do not set all caps or lowercase*  
*Do not put two spaces between sentences*  
*Do not use centered text too much*  
*Do not forget to have enough contrast*  
*Do not forget to give text room to breath*  
*Do not use any effect on fonts*  
*Do not make the text too small*

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk  
 Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu  
 Vv Ww Xx Yy Zz 0123456789**

Extra light  
*Extra light Italic*  
 Light  
*Light Italic*  
 Regular  
*Italic*  
 Semi Bold  
*Semi Bold Italic*  
 Bold  
*Bold Italic*  
 Black

Lorem ipsum dolor sit amet, adipiscing elit.  
*Etiam volutpat velit volutpat purus vulputate.*  
 Maecenas ut sapien et lectus vehicula suscipit.  
*Integer quis est scelerisqsem quis lacus.*  
 Vestibulum ultrices elit et massa elementum.  
*Nam convallis nulla faucibus ante iaculis.*  
 Vestibulum rutrum enim ut maximus feugiat.  
*Sed vel ex pretium, vehicula odio et diam.*  
 Fusce aliquet neque a vestibulum ultricies.  
*Proin commodo lorem non ipsum commodo.*  
**Quisque vel urna eu nulla vehicula varius.**



# Font on backgrounds

Examples shown on the right have acceptable contrast standards. These combinations should be used in most instances.

*Do not set all caps or lowercase*  
*Do not put two spaces between sentences*  
*Do not use centered text too much*  
*Do not forget to have enough contrast*  
*Do not forget to give text room to breath*  
*Do not use any effect on fonts*  
*Do not make the text too small*

## Black on white

Black on white

## Black on mischka

Black on mischka

## White on mako

White on mako

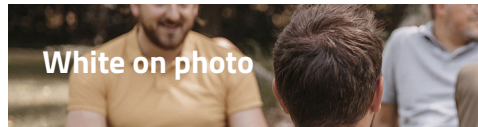
## White on wattle

White on wattle

## White on wattle

Mako on wattle

## White on photo



## Mako on white

Mako on white

## Mako on mischka

Mako on mischka

## Wattle on mako

Wattle on mako

## Mako on wattle

Mako on wattle

## Wattle on mako

Mako on wattle

## Black on photo



# Digital & social media

## Website

campusfounders.de

## Instagram

@campus\_\_founders

## Twitter

@welcomefounders

## LinkedIn

campusfounders

## Facebook

CampusFounders

## Youtube

campusfounders

Our media content that we share on digital and social media **should follow same rules** that our brand guideline describes.

Our voice and tone is important aspect for us. We are being careful and attentive with how we use language. We want individuals to develop a deeper connection with us.

While we aim for a more conversational, human tone in general, this does not imply that we are unduly casual.

Depending on the audience, the environment, and the information we need to convey, our tone will change.

As a result, we aren't creating any hard and fast guidelines about what to do. Speaking directly to user is the most important goal for us.

# Questions & files

**Thank you** for taking time to read our brand guidelines.

Please visit our press page if you need to download our logo and media kit.  
<https://campusfounders.de/press>

Please feel free to contact us if you need any further information.  
[info@campusfounders.de](mailto:info@campusfounders.de)



**THANK  
YOU  
A LOT!**

