

BASIC GUIDELINES

CORPORATE
DESIGN

TYPO3 GmbH

State: February 2025



PROLOGUE

The corporate identity of the **TYPO3 GmbH** and the corresponding design are an important part of corporate communication.

The corporate design is characterised by constant design elements. The most important are the logo, corporate font, corporate colours and the design grid. These basic design elements are presented on the following pages.

The focus of the basic guidelines for the visual appearance is the exemplary presentation and **explanation of the design grid for print and online advertising media.** This Corporate Design Manual is primarily a practical aid and serves to present concepts, design principles and their systematics. This should on the one hand guide, but at the same time allow enough creative freedom to further develop the design language of TYPO3 GmbH.

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1.0 Logo

1.1 General information

The logo (word/figurative mark) consists of the lettering „TYP03“ (word mark) as well as a graphic element, the so-called „Soul“ (figurative mark).

Logo colours:

**Key Orange**

CMYK 0/57/100/0

RGB 240/131/0

Hex #ff8700

**Black**

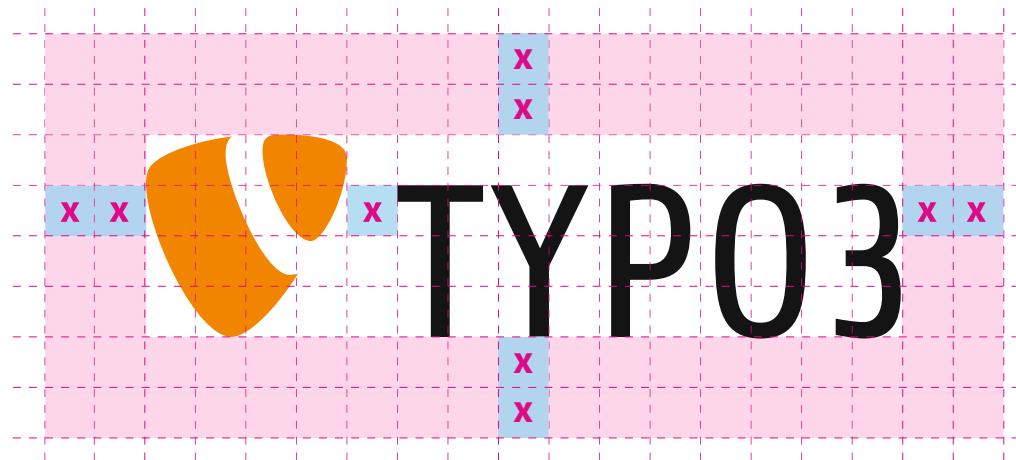
CMYK 0/0/0/0

RGB 0/0/0

Hex #000000



The minimum clear space surrounding the logo is 2 times x, where the value of x is derived from one quarter of the logo height.

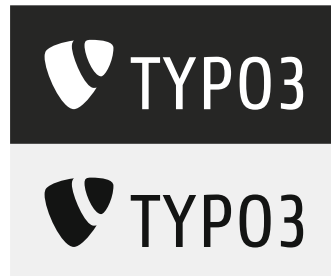


1.2 Forms of display

While one should never use the word mark without the figurative mark, it is legitimate to use the figurative mark (so-called „soul“) without the word mark as a design element, provided that the figurative mark **does not replace the logo** (see page 17).



Main logo



inverted (white on dark and black on light backgrounds)



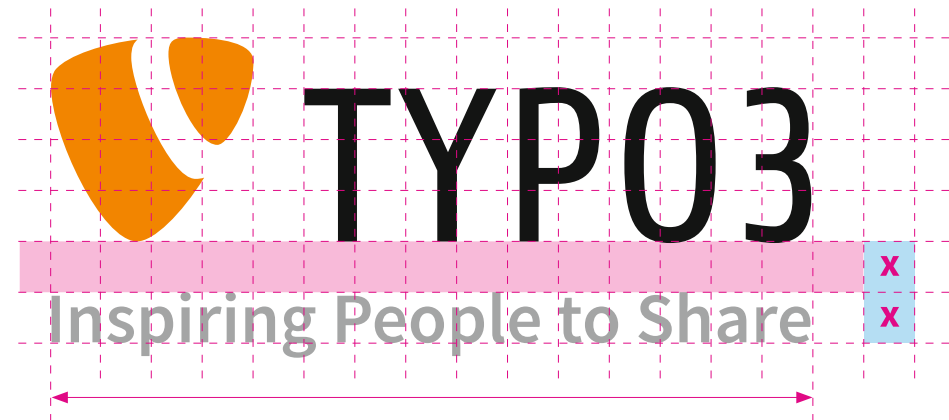
inverted (mixed form on dark to black backgrounds)



Special form in exceptional cases (e.g. memberships), the same display forms apply as for the regular logo

1.3 Additional text/claim

The distance between the logo and the additional text/claim is one quarter of the logo height („x“). The upper length („x-height“) of the lowercase letters of the additional text/claim is also one x. On the left and right, the text is flush with the logo.



The same display rules apply as for the main logo, see p.5, 6.

Font:

Source Sans Pro *Semibold*

Additional text-colour:



Mid Grey

CMYK 0/0/0/45

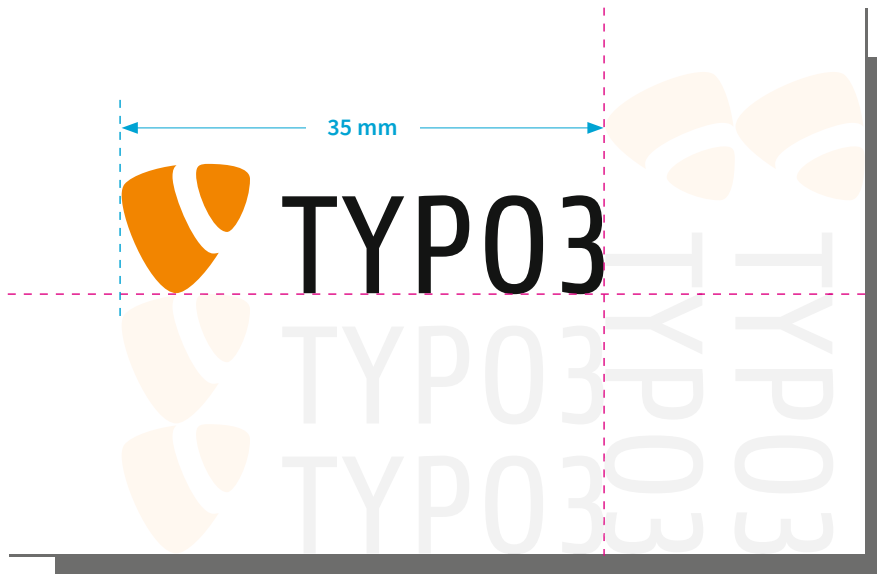
RGB 140/140/140

Hex #8c8c8c

1.4 Logo spacing DIN Formats

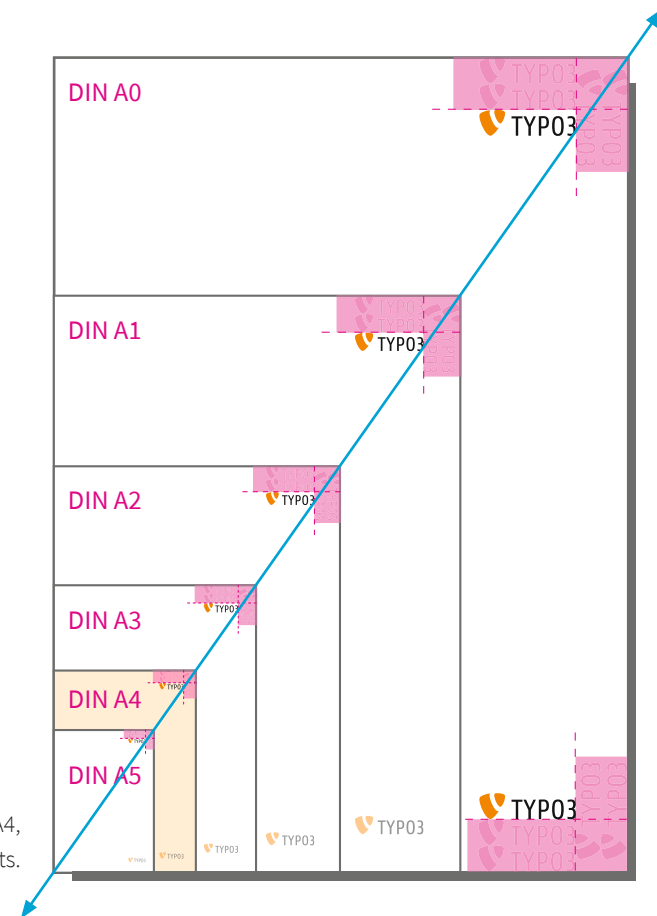
In addition to the protective space around the logo, there is a **defined minimum distance** to the page margins within the DIN formats. The positioning depends on the media. On the company letterhead, the logo is positioned at the top right, on brochures and other print advertising media mainly at the bottom right.

DIN A4 (fixed logo-width: 35 mm):



The distance to the upper and right page margin corresponds to twice the height of the logo.

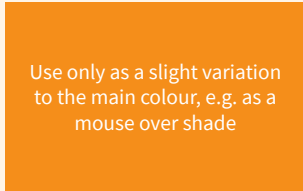
Based on the fixed size and position for DIN A4, this results for other DIN formats.



2.0 Colours

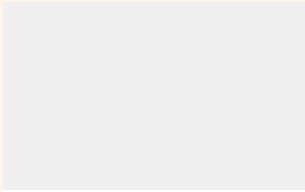
2.0 Colours

Primary & secondary colours

Primary colour		Primary colour, shades		Secondary, complementary colours	
 KEY ORANGE CMYK 0/57/100/0 RGB 255/135/0 Hex #ff8700 PANTONE 144 C/U RAL 2017		 STAGE ORANGE DARK CMYK 0/67/100/20 RGB 201/94/2 Hex #c95e02	 STAGE ORANGE MID CMYK 0/67/100/0 RGB 237/109/5 Hex #ed6d05	 STAGE ORANGE LIGHT CMYK 0/33/70/0 RGB 250/184/92 Hex #fab85c	 PETROL CMYK 100/44/24/10 RGB 0/103/146 Hex #006792
				 BLUE CMYK 100/30/0/0 RGB 0/128/201 Hex #0080c9	
			 Use only as a slight variation to the main colour, e.g. as a mouse over shade STAGE ORANGE LIGHT 2 CMYK 0/54/95/0 RGB 242/138/21 Hex #f28a15	 ORANGE GRADIENT linear CMYK 0/67/100/0 to 0/57/100/0 Hex #ed6d05 to #ff8700	 BLUE GRADIENT linear CMYK 100/44/24/10 to 100/30/0/0 Hex #006792 to #0080c9

2.0 Colours

Primary & secondary colours

Shades of grey			
			
BLACK	ANTHRACITE	DARK GREY	MID GREY
CMYK 0/0/0/100 RGB 0/0/0 Hex #000000	CMYK 0/0/0/94 RGB 49/49/48 Hex #313130	CMYK 0/0/0/68 RGB 81/81/81 Hex #515151	CMYK 0/0/0/45 RGB 140/140/140 Hex #8c8c8c
			
	LIGHT GREY	SUPER LIGHT GREY	
	CMYK 0/0/0/27 RGB 185/185/185 Hex #b9b9b9	CMYK 0/0/0/8 RGB 244/244/244 Hex #f4f4f4	



NEVER TRUST A COLOR PICKER!

Always use the noted values
below the colour patches.

3.0 Typography

3.1 Fonts

House font is **Source Sans Pro** in various weights (regular, italic, light, bold and semibold).

Share, bold

abcdefghijklmnopqrstuvwxyzäöü
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 1234567890€@!“\$\$%&/()=?#



The Share font is the logo font and is only used in exceptional cases, but never as continuous text.

Source Sans Pro, regular

abcdefghijklmnopqrstuvwxyzäöü
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 1234567890€@!“\$\$%&/()=?#



use as continuous text

Source Sans Pro, italic

abcdefghijklmnopqrstuvwxyzäöü
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 1234567890€@!“\$\$%&/()=?#



use for quotations or introtexts



don't use as continuous text or headline

Source Sans Pro, light

abcdefghijklmnopqrstuvwxyzäöü
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 1234567890€@!“\$\$%&/()=?#



e.g. introtext, subline or continuous text



don't use as headline

Source Sans Pro, bold

abcdefghijklmnopqrstuvwxyzäöü
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 1234567890€@!“\$\$%&/()=?#



use for headlines or highlights



don't use as continuous text

Source Sans Pro, semibold

abcdefghijklmnopqrstuvwxyzäöü
 ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
 1234567890€@!“\$\$%&/()=?#



use for headlines or highlights



don't use as continuous text

3.2 Spellings

For **telephone numbers**, we use the international standard (DIN 5008).



Phone +49 123 456789-01
Fax +49 123 456789-01
Mobile +49 123 4567890



Phone +49 (0)123 45 67 89 01
Fax +49 (0)123 4567 8901
Mobile +49 (0)123 456 789-0

In continuous text „**TYPO3**“ is always written in capital letters.



By using **TYPO3**, our marketing department...



By using **Typo3**, our marketing department...
By using **typo3**, our marketing department...

All principal words in the claim „**Inspiring People to Share**“ are capitalised.



Inspiring People to Share



Inspiring People To Share
inspiring people to share.
INSPIRING PEOPLE TO SHARE

The **URL** of the homepage is written in lowercase letters and without the addition „www.“



typo3.com



TYPO3.com
www.typo3.com
www.Typo3.com

3.3 E-Mail signature

Our company e-mail signature looks like this:

Name bold, job title italic

„Phone“ and „Email“ each bold,
Email address as underlined clickable link

Company name bold

Font size „small“ in Gmail,
line spacing -1pt

Far far away, behind the word mountains, far from the countries Vokalia and Consonantia, there live the blind texts. Separated they live in Bookmarksgrove right at the coast of the Semantics, a large language ocean. A small river named Duden flows by their place and supplies it with the necessary regalia.

Best regards,
XXXXXXXXXXXX blank line between body text and greeting formula
John Doe
Job title

Phone: +49 211 205436-0
Email: john.doe@typo3.com
typo3.com


TYP03
Inspiring People to Share

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Gmail system font „Sans Serif“,
font size „normal“

Black
Hex #000000

Key Orange
Hex #ff8700

Black
Hex #000000

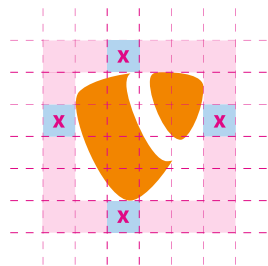
4.0 Graphic Elements

4.1 The TYPO3 „Soul“

General information

The figurative mark of the TYPO3 logo, the so-called „soul“, **can be used as a graphic element** for layout purposes. For this purpose, it can be shown alone in its entirety (see figure 3), but also cropped (see p.18). The shape of the soul in connection with the word mark **may neither be touched by other elements** nor changed or adapted in colour from the defined ones (see figure 1 & p. 6). In the case of derived logos (e.g. event logos) that bring other elements into connection with the soul, the shape should be „closed“ (see figure 2).

Furthermore, it should be noted that the soul, when used as a single element, always stands in the „corporate context“ (e.g. social media profile pictures) and **should never replace the logo on its own** (see figure 4).



If the element is used as a whole, the protective space should be respected.
This is 1 x, which is a quarter of the soul height and width.

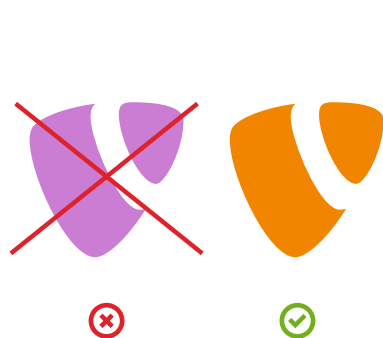


Figure 1



Figure 2



Figure 3



Figure 4

4.1 The TYP03 „Soul“

Examples of use

The Soul can be used in **individual parts** (see figure 5, 6, 8) as well as a **cropped design element** (see figure 6, 8). The individual parts can be combined in different proportions. When using the soul as a whole or in individual parts, care must be taken to ensure that the colours are used or combined in a harmonious way, using the defined colours.

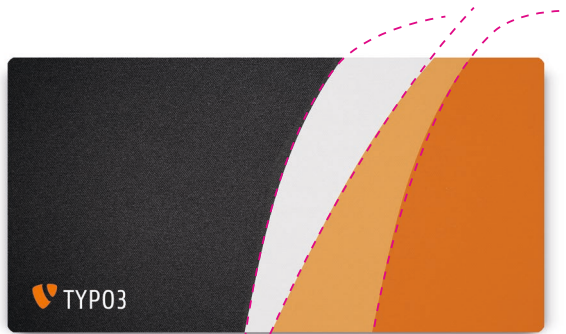


Figure 5



Figure 6



Figure 7



Figure 8

4.1 The TYPO3 „Soul“

Examples of use

Vehicle branding for company van. (DRAFT)



Front view



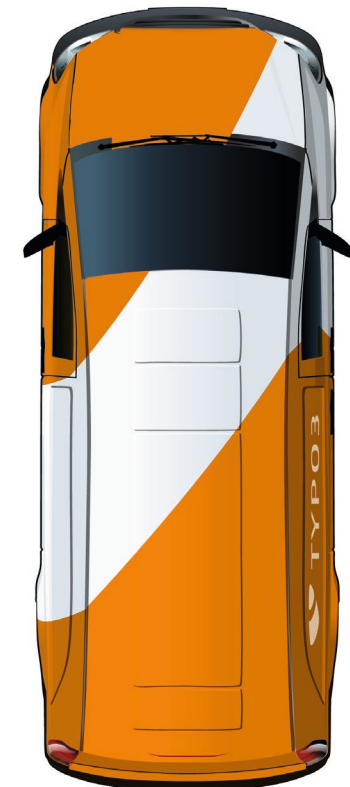
Side view right



Back view



Side view left



Top view

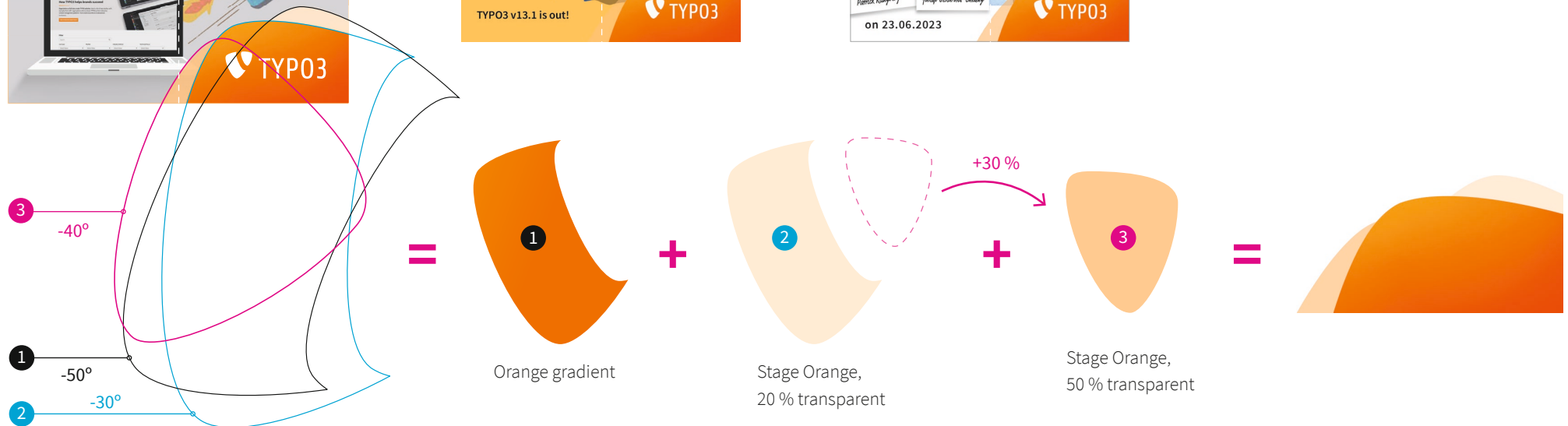
4.1 The TYPO3 „Soul“

The Soul fan

The Soul fan is a three part graphic design element composed of the two forms of the Soul, which can be used to **display the main logo or derived logos** on images, videos, presentations, etc. and make them **stand out from the respective background**. The placement is not prescribed, although it is mainly used in the bottom right corner of the respective format. In a slightly modified form, the Soul fan element is also used for the design of cover images of brochures, flyers, etc. (see page 41).



The Soul fan should be placed in a quarter of the overall format and should not greatly exceed a quarter of the image share in total.



4.2 The „Soul-Pattern“

The ‘Soul pattern’ is available as a vector file in **orange, petrol and grey/black**. This can be used as a background in a variety of ways, for example as a PowerPoint slide, for exhibition booth design or as a background for business cards (see ‘Business cards’, page 36)



Orange



Petrol

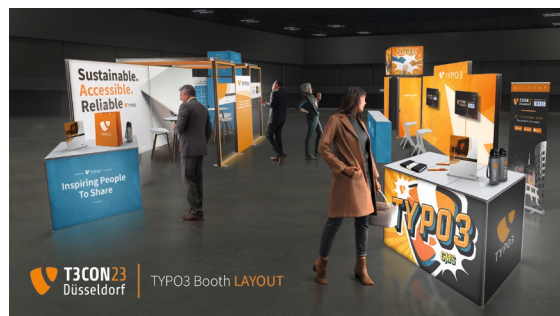


Grey

Examples of use:



PowerPoint slide



Exhibition booth



Sponsor wall

4.3 Imagery

In general, only photo image material should be used that already has a certain red or yellow component. This portion is **adjusted to the primary color** by image processing, while other colour portions are desaturated. Blue portions are adjusted to the petrol/blue of the company colors.

Image example

Cyan, green and magenta portions are desaturated, yellow/red portions are highlighted. The image gets an overall orange tint.



Original image



Desired target color scheme
(may deviate slightly)



eventual blue tones



Edited image



More edited image examples (see imagery on typo3.com)

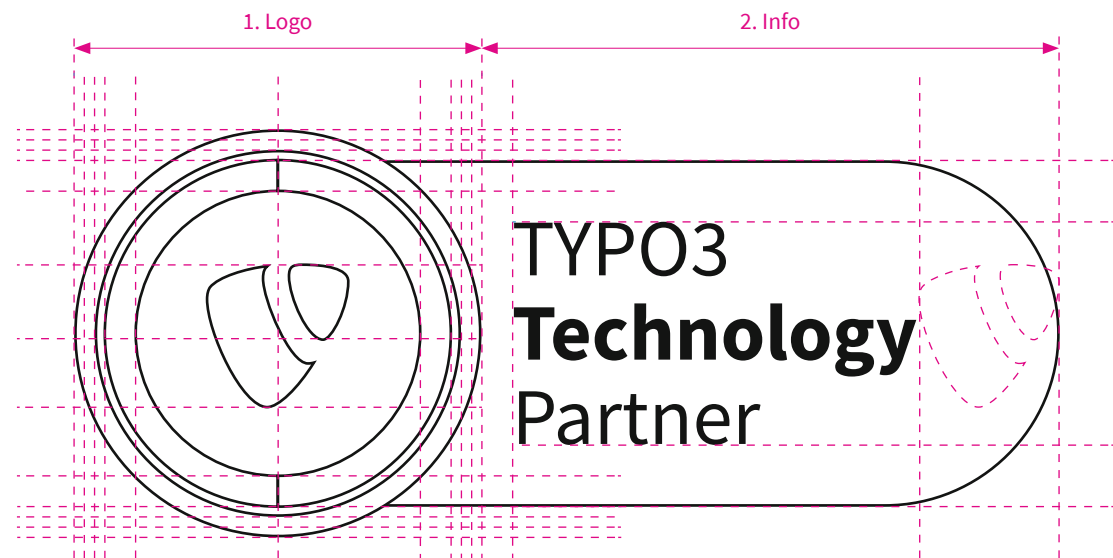
4.4 Partner Program Badge

Available for the three types of partnership („Solution“, „Consultant“ and „Technology“), it visually represents the partnership through the secondary-grey-coloured info/text flag docked to the primary-orange coloured left half of the circle. It is docked to the brand, so to speak.



Colours used:

	Dark Grey CMYK 0/0/0/68 RGB 49/49/48 Hex #515151		Key Orange CMYK 0/57/100/0 RGB 240/131/0 Hex #ff8700		White CMYK 0/0/0/0 RGB 255/255/255 Hex #ffffff
---	--	---	--	---	--



grid / construction

1. Logo-Area

The logo area is circular and places the TYPO3-figurative mark (the „soul“) symmetrically and optically balanced as a style defining element in the middle.

2. Info-Area

All necessary information about the respective partnership are placed here. The main functions are distinguished by bold and non-bold letters.

4.5 Membership Badges

The Membership Badge, the **visual sign of the respective association membership**, is available in six grades, 'Platinum', 'Gold', 'Silver', 'Bronze', 'Community' and 'Honorary'. The graphic design and definition of the standard badge is explained below.

1. Logo-Area

The logo area is square and places the logo symmetrically and optically balanced as a style defining element in the middle. The placement of the logo will never be changed.

2. Info-Area

All necessary information about people, awards, locations and other affiliations are placed here. The main functions are distinguished by bold and non-bold letters.

3. Differentiation-Area

This area, which is always the same width, forms the end of the logo to the right. It can have different shapes to describe different types.



Straight completion = Membership



Arrowhead = Event-related



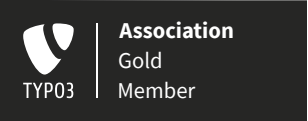
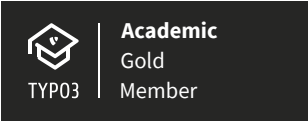
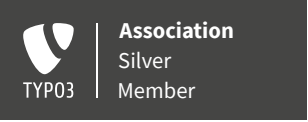
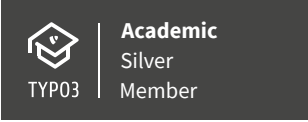
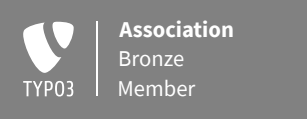
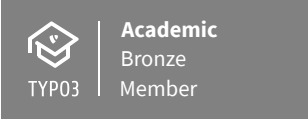
Flag = Label



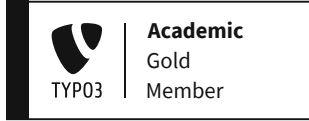
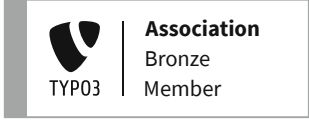
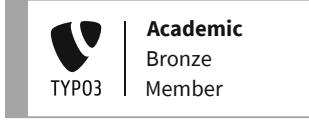
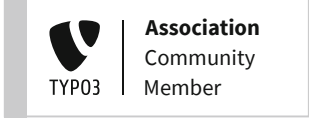
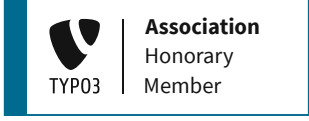
4.5 Membership Badges

Colour shows hierarchy. Quality gradations are to be indicated by colours and grey scales. The TYPO3 Key Orange is always the highest level.
Exception to the descending gradient scheme is the Honorary Membership.

Regular variant (15 % black added to the grey scales for better readability/contrast ratio):

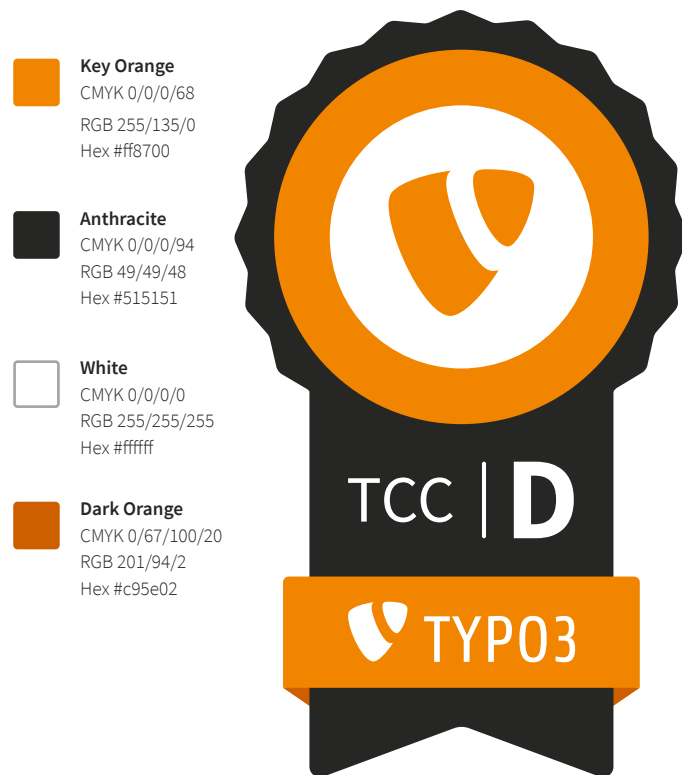
 Key Orange CMYK 0/0/0/68 RGB 49/49/48 Hex #515151		
 Anthracite CMYK 0/0/0/94 RGB 49/49/48 Hex #313130		
 Dark Grey +15 % black CMYK 0/0/0/83 RGB 80/79/78 Hex #504f4e		
 Mid Grey +15 % black CMYK 0/0/0/60 RGB 135/135/135 Hex #878787		
 Light Grey +15 % black CMYK 0/0/0/42 RGB 147/147/147 Hex #aeaeae		
 Petrol CMYK 100/44/24/10 RGB 0/103/146 Hex #006792		

Alternative variant (adapted for accessibility):

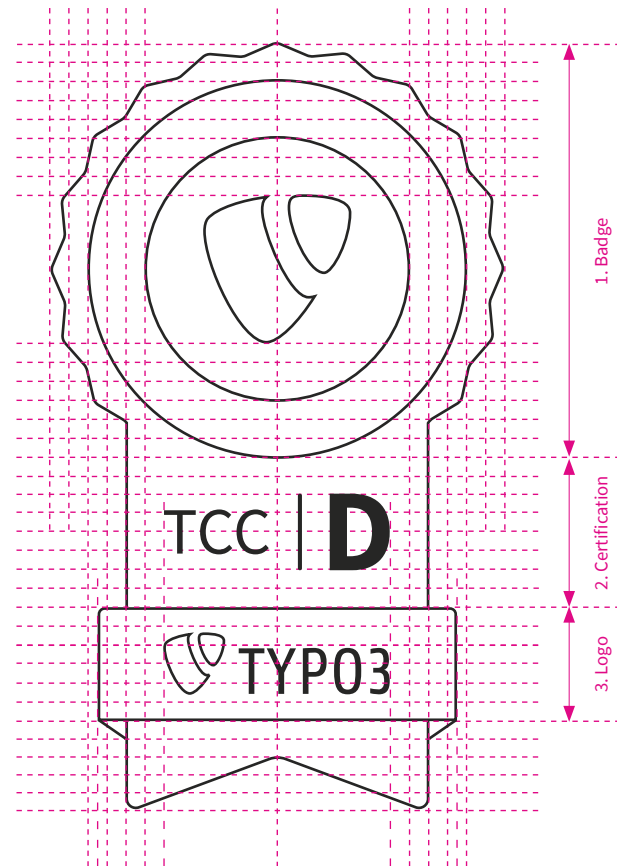
	
	
	
	
	
	

4.6 Certification Badges

The badge is available in the four certification types ‘TCC Developer’, ‘TCC Editor’, ‘TCC Integrator’ and ‘TCC Consultant’ as a visual award. It can be used for in-house certifications and for TYPO3camp certifications. For the latter, the badge is customised according to the Camp-CI.



Certification Badge (GmbH-branded)



grid / construction



TYPO3camp certifications (examples)

4.7 TYPO3 Award Logo

The TYPO3 Award logo is the visual symbol of the award itself. It will be used on all materials (digital & print) associated with the award. The award logo and the nominee logo will be made available to the respective companies for use and display on their advertising materials or homepages.



TYPO3 Award Logo



grid / construction



Derived 'Nominee' and 'Winner' logos

Colours used:



Anthracite

CMYK 0/0/0/94
RGB 49/49/48
Hex #313130



Key Orange

CMYK 0/57/100/0
RGB 240/131/0
Hex #ff8700



White

CMYK 0/0/0/0
RGB 255/255/255
Hex #ffffff

4.8 ELTS badge

The TYPO3 GmbH service product „Extended Longtime Support“ (ELTS) receives a badge as a **visual recognition feature**. This badge can be used in product-related advertising material or visuals.

Colours used:

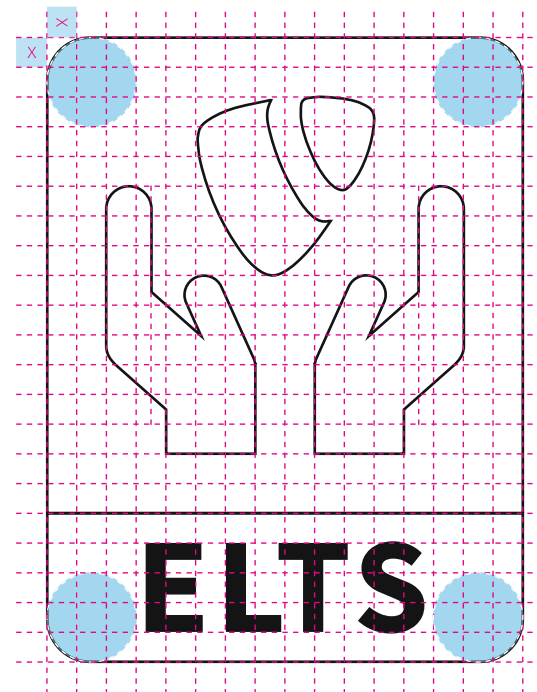
 **Key Orange**
CMYK 0/0/0/68
RGB 255/135/0
Hex #ff8700

 **Anthracite**
CMYK 0/0/0/94
RGB 49/49/48
Hex #515151

 **White**
CMYK 0/0/0/0
RGB 255/255/255
Hex #ffffff



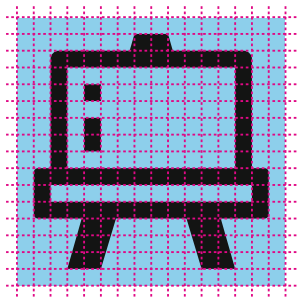
ELTS badge



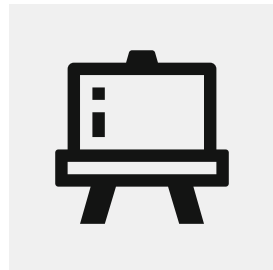
grid / construction

4.9 Icons

TYPO3 icons are constructed on a 16 px x 16 px grid.



grid

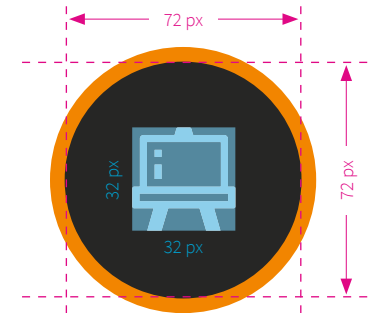


black on white and
light backgrounds



white inverted on
dark backgrounds

Icon display on typo3.com:



Anthracite
RGB 49/49/48
Hex #313130

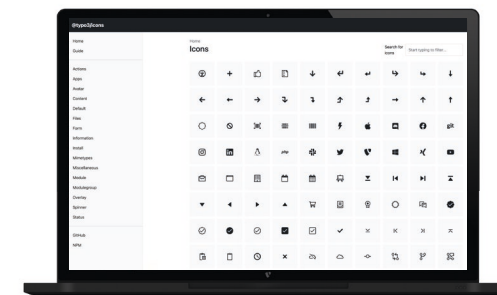
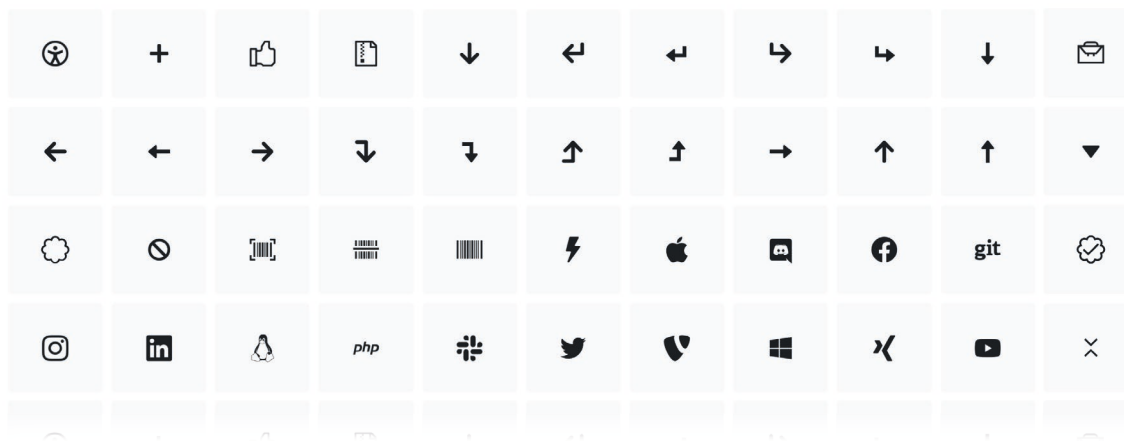


Key Orange
RGB 240/131/0
Hex #ff8700



White
RGB 255/255/255
Hex #ffffff

Further icons (excerpt):



For the complete icon set please visit
<https://typo3.github.io/TYPO3.Icons/>

4.10 The TYPO3 Heroes

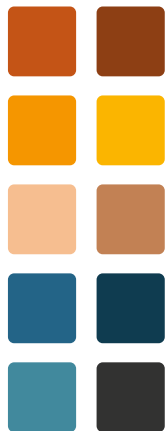
The so-called three ‘TYPO3 heroes’ were developed as a popular figure and **visual personification of TYPO3**. ‘Ty Power’ is the main character and can also be used as an individual figure. The three characters have different superpowers that are related to the TYPO3 cosmos.

Style 1 „edgy“

„Ty Power“

*Inspire others
to share*

Colour scheme:



„Sudden Dev“

*Build everything
required*

Colour scheme:



„Threeteria“

*Bring people
together*

Colour scheme:



4.10 The TYPO3 Heroes

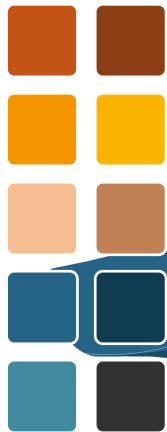
The TYPO3 heroes are currently available in two different illustration styles, 'edgy' and 'fluid'. The first is characterised by edginess, clarity and visual reduction, while the second is more fluid, rounded, cartoonish and more detailed.

Style 2 „fluid“

„Ty Power“

Inspire others to share

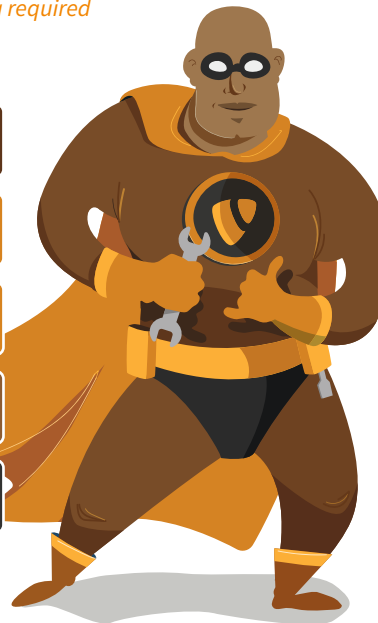
Colour scheme:



„Sudden Dev“

Build everything required

Colour scheme:



„Threeternia“

Bring people together

Colour scheme:



4.10 The TYPO3 Heroes

The three heroes are embedded in a world based on the illustration style and the general theme. There are many possible uses: give-aways, clothing, merchandise, displays, visuals, etc.



Release visuals



Photobox props



Merchandise

4.11 „Established-Design“ badge

The Established-Design badge is available in a detailed and a colour-reduced version. Both can be used as an alternative figurative mark or decorative element for presentations or the design of merchandising articles, for example.



Detailed representation with shading and gradients



Simplified representation (reduced colours)

Colour scheme used
(derived from the defined colours):



Font used (decorative font, not part of the company fonts):

BIGNOODLE TITLING

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ

1234567890€@!“\$%&/()=?#



Merch designs

The „Established Design“ can be used as a figurative mark in presentations or applied as a design and decorative element to a wide variety of merchandising articles.

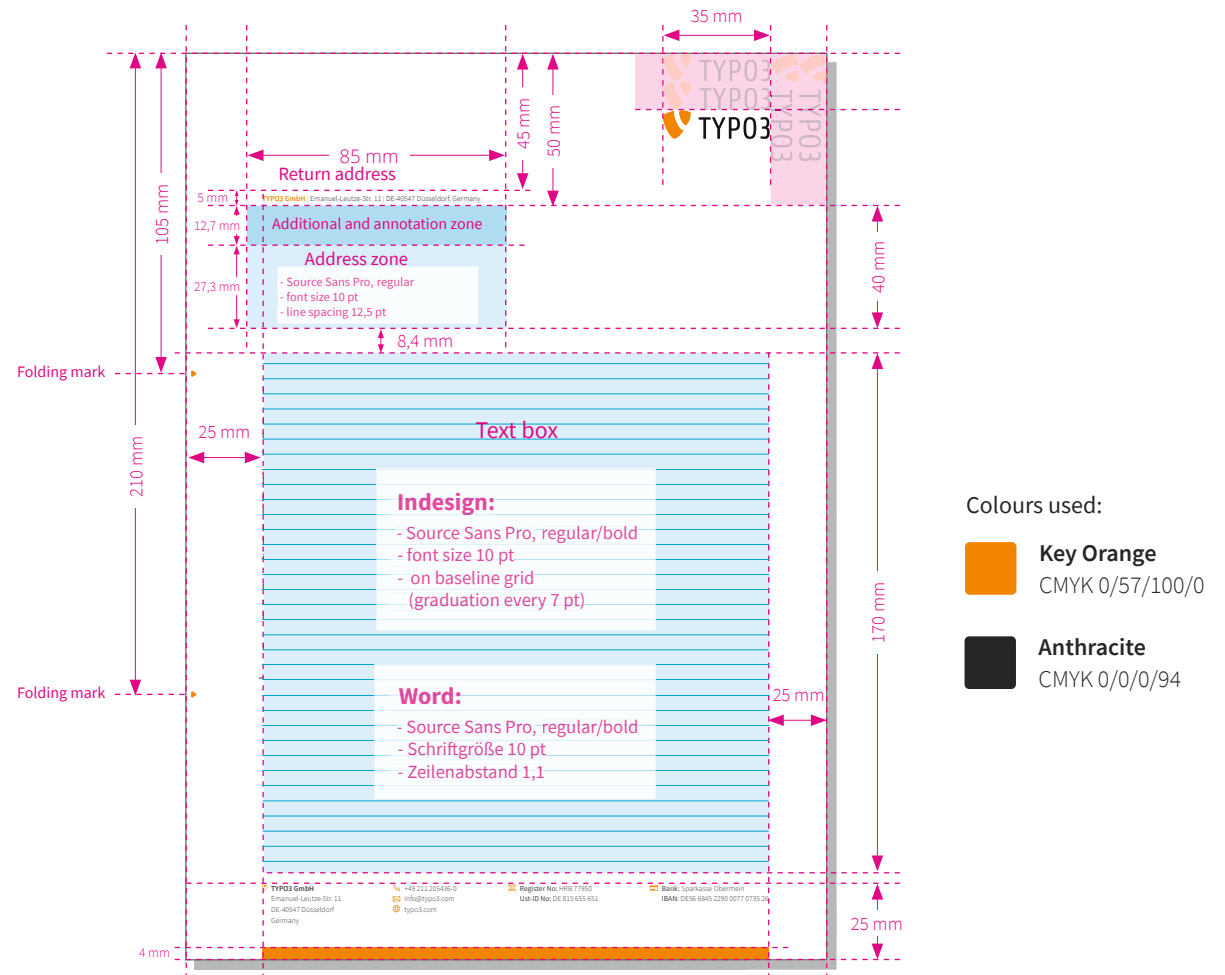
5.0 Stationary

5.1 Letterhead (DIN A4)

Company letterhead (according to DIN 5008):

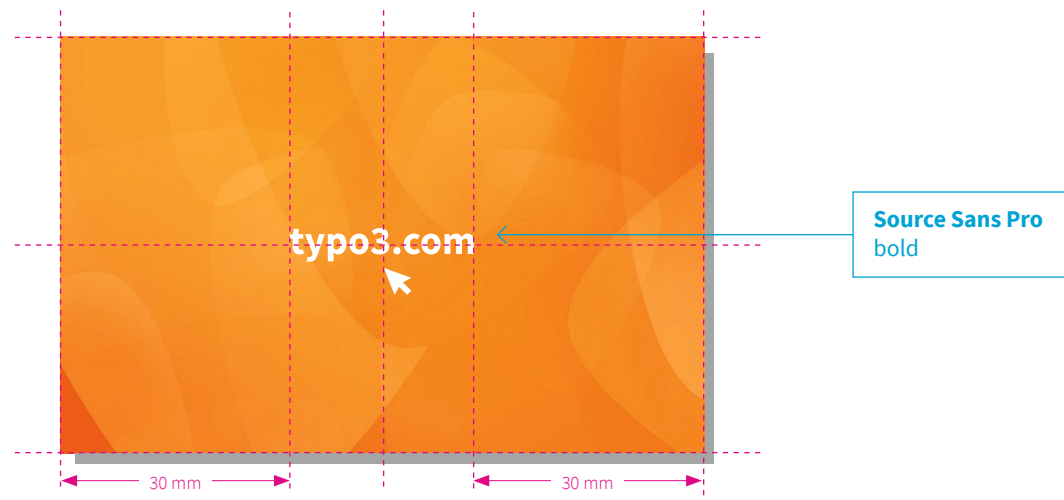
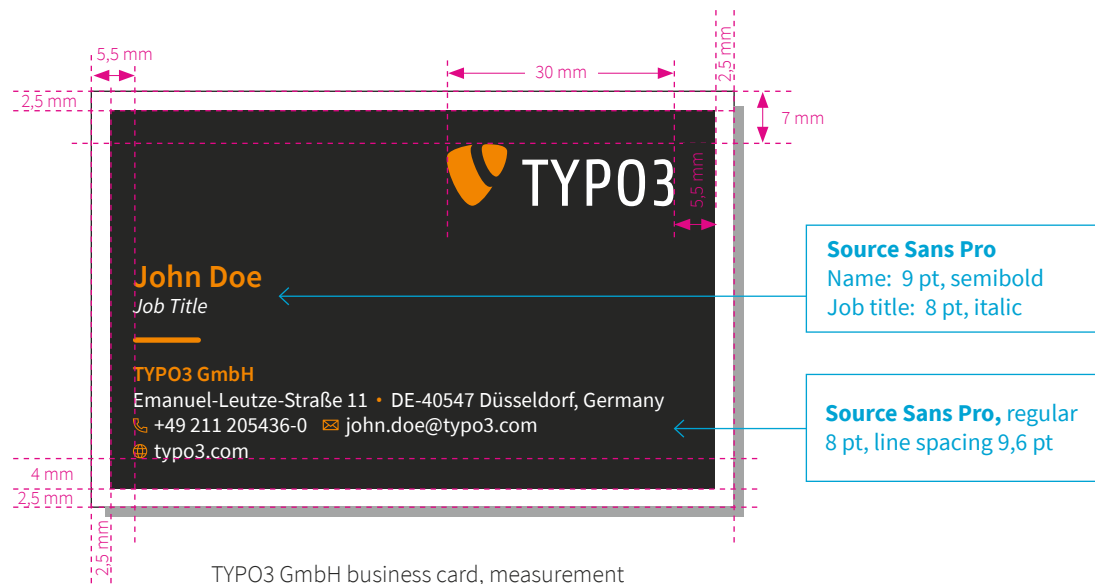


TYP03 GmbH corporate letter, DIN A4, Layout



TYP03 GmbH corporate letter, grid

5.2 Business card (85 mm x 55 mm)



Colours used:

 **Key Orange**
CMYK 0/57/100/0

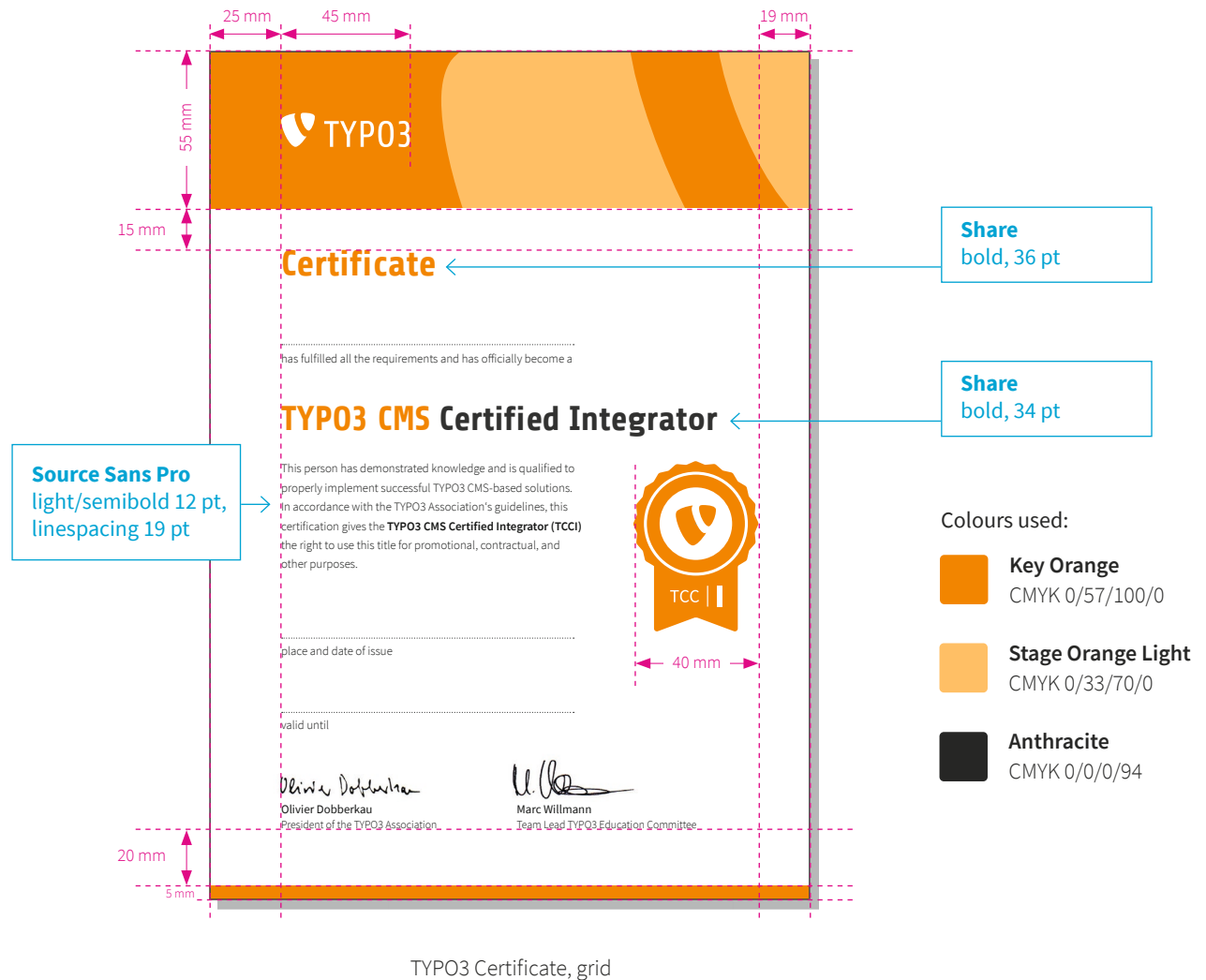
 **Anthracite**
CMYK 0/0/0/94

5.3 Certifications (DIN A4)

Certification document, available for all certifications (Integrator, Developer, Consultant, Editor) (DRAFT)



TYPO3 Certificate, DIN A4, Layout



TYPO3 Certificate, grid

5.4 Certificate of Appreciation (DIN A4)

As a sign of gratitude for long-standing Board members (DRAFT)



Colours used:

-  **Key Orange**
CMYK 0/57/100/0
-  **Stage Orange Light**
CMYK 0/33/70/0
-  **Anthracite**
CMYK 0/0/0/94



TYPO3 Certificate of Appreciation, DIN A4, Layout

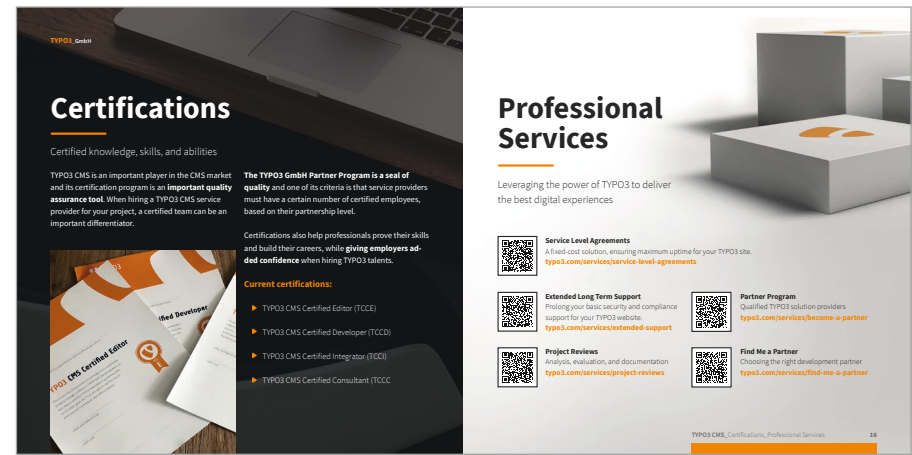
5.5 Image brochure (210 mm x 210 mm)

Layout (DRAFT)



5.5 Image brochure (210 mm x 210 mm)

Layout (DRAFT)



back

cover

5.5 Image brochure (210 mm x 210 mm)

Design grid cover

Title visual: two overlapping layers

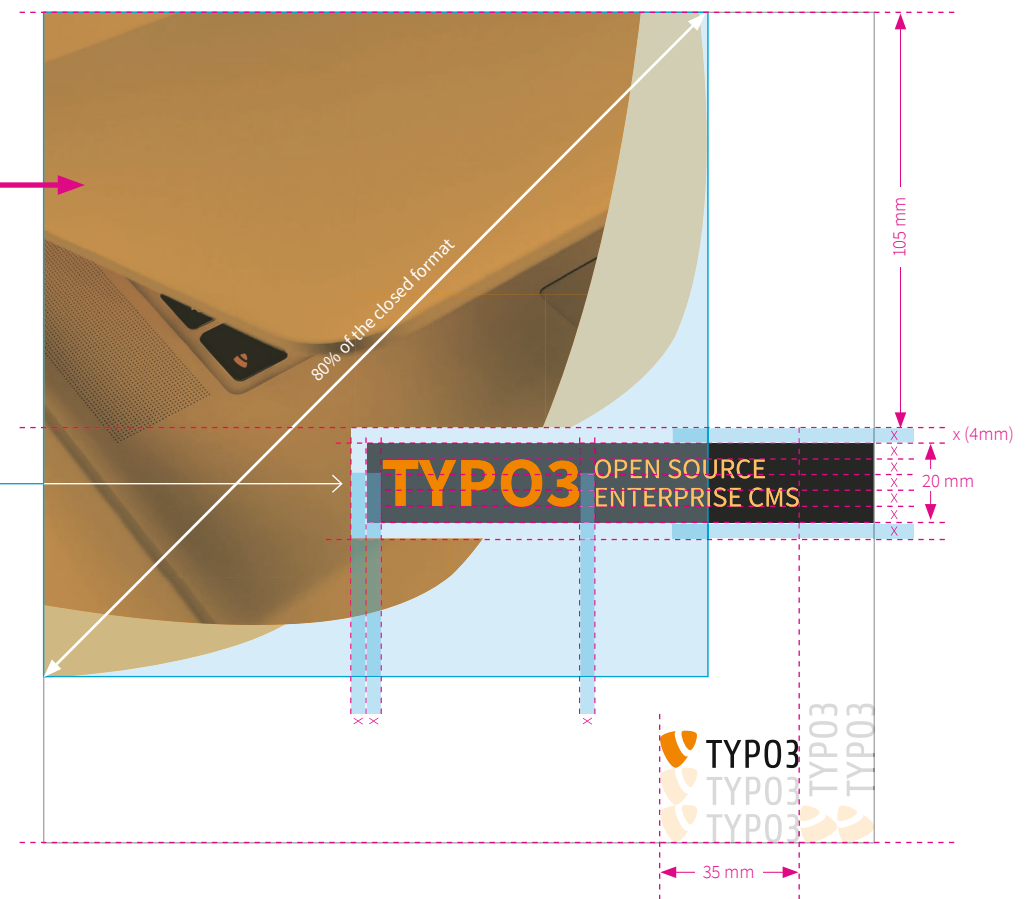
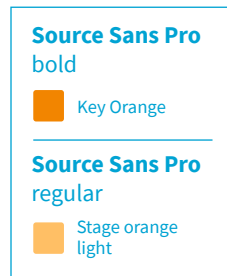


Top layer:
90% transparent,
layer multiplied

Lower layer:
Key colour

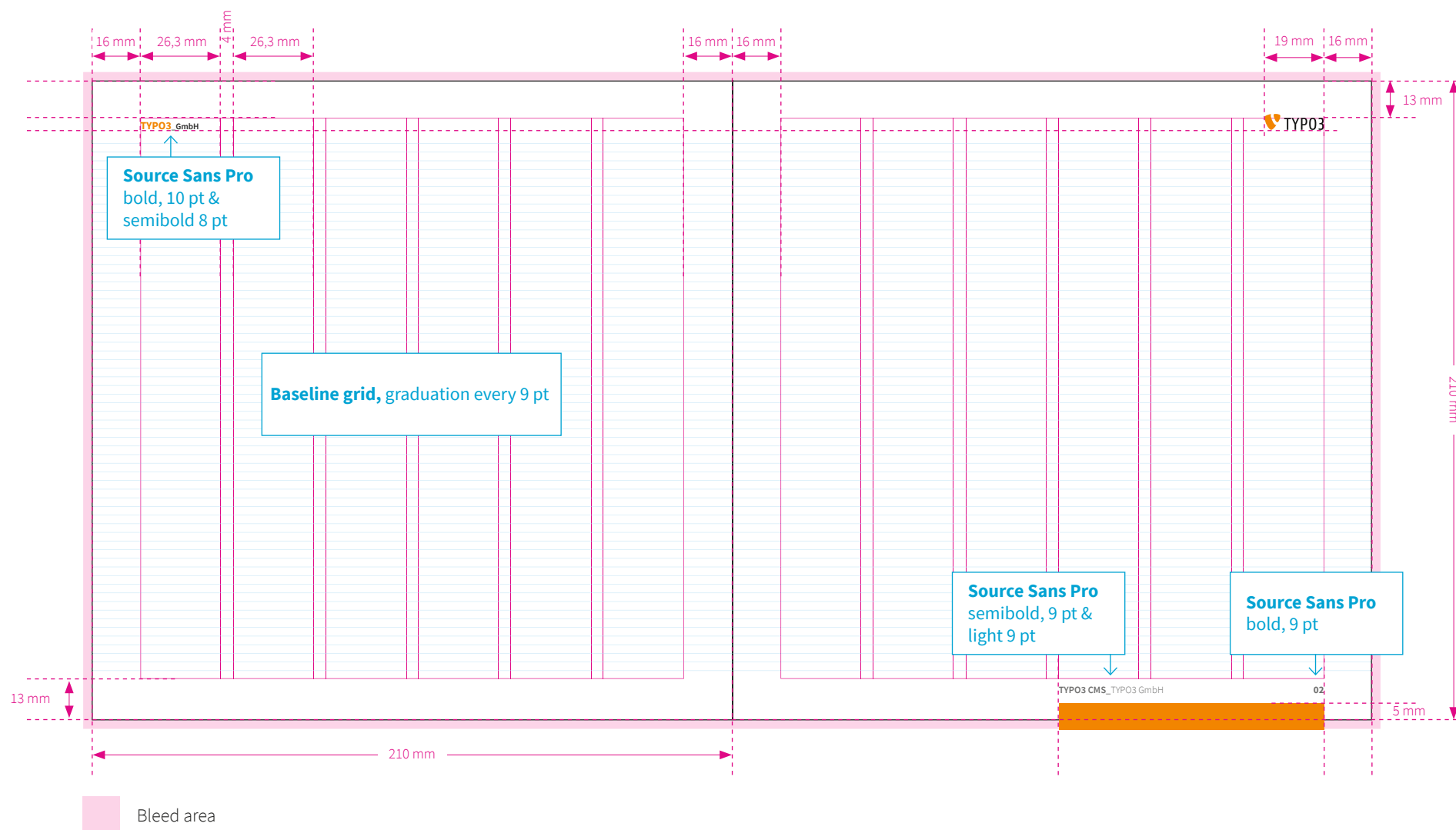
The closed format reduced by 80% results in the area intended for the design of the title visual (top left).

The white-bordered bar with the title-typography docks below the vertical centerline of the format (see figure on the right).



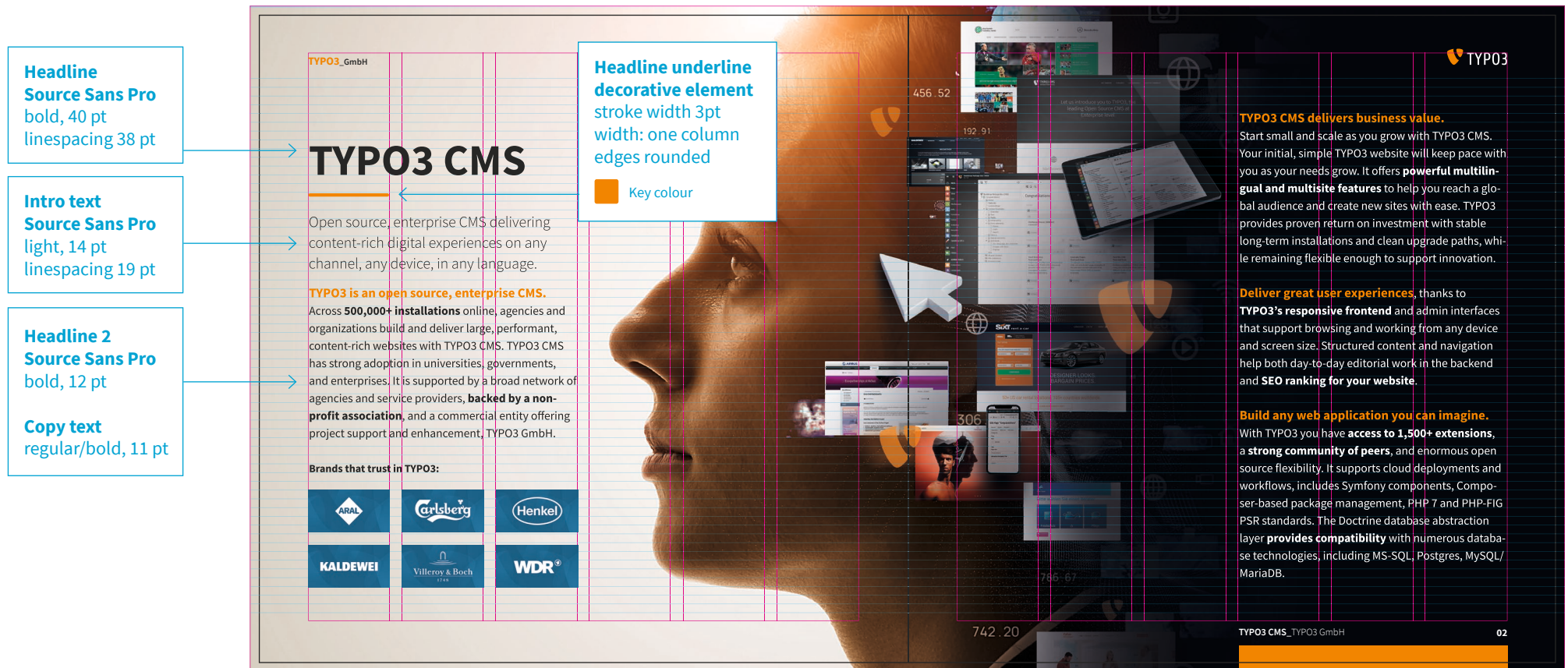
5.5 Image brochure (210 mm x 210 mm)

Design grid inside pages



5.5 Image brochure (210 mm x 210 mm)

Design grid & usage example (DRAFT!!)



Used font colours:



Key Orange
CMYK 0/57/100/0
Underline, Headline 2



Anthracite
CMYK 0/0/0/94
Headline, Copy



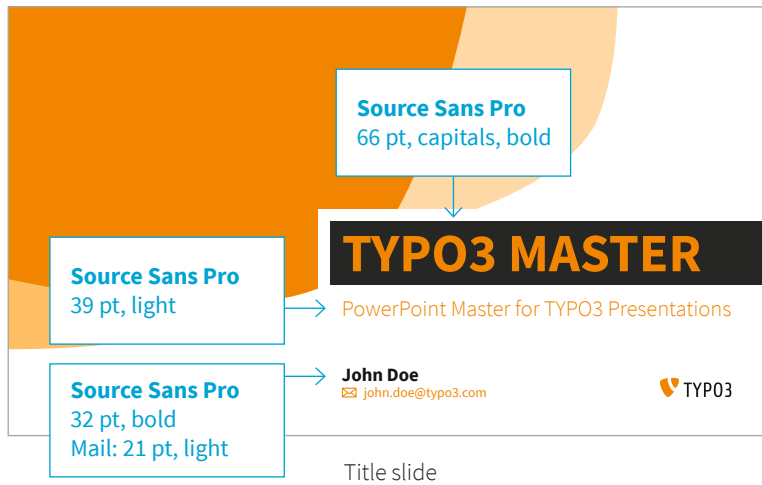
White
CMYK 0/0/0/0
Copy on dark backgrounds



Stage Orange Light
CMYK 0/40/80/0
Highlights

5.6 PowerPoint Presentation

Template 16:9. The following are explanations of representative slides for orientation. Font sizes may vary depending on content.



Source Sans Pro
66 pt, capitals, bold

Source Sans Pro
39 pt, light

Source Sans Pro
32 pt, bold
Mail: 21 pt, light

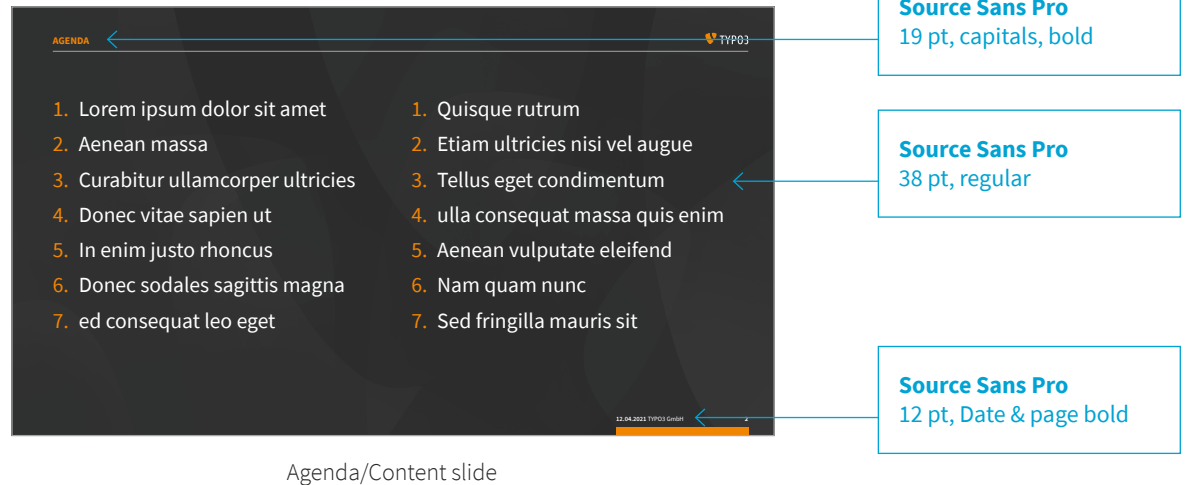
TYPO3 MASTER

PowerPoint Master for TYPO3 Presentations

John Doe
john.doe@typo3.com

TYPO3

Title slide



Source Sans Pro
19 pt, capitals, bold

Source Sans Pro
38 pt, regular

Source Sans Pro
12 pt, Date & page bold

AGENDA

1. Lorem ipsum dolor sit amet
2. Aenean massa
3. Curabitur ullamcorper ultricies
4. Donec vitae sapien ut
5. In enim justo rhoncus
6. Donec sodales sagittis magna
7. ed consequat leo eget

1. Quisque rutrum
2. Etiam ultricies nisi vel augue
3. Tellus eget condimentum
4. ulla consequat massa quis enim
5. Aenean vulputate eleifend
6. Nam quam nunc
7. Sed fringilla mauris sit

12.04.2021 TYPO3 Content

Agenda/Content slide



AGENDA

LOREM IPSUM DOLOR

Sit amet consectetur adipiscing elit nullam dictum

12.04.2021 TYPO3 Content

Chapter slide, orange



Source Sans Pro
96 pt, capitals, bold

Source Sans Pro
40 pt, regular

AGENDA

LOREM IPSUM DOLOR

Sit amet consectetur adipiscing elit nullam dictum

12.04.2021 TYPO3 Content

Chapter slide, petrol

5.6 PowerPoint Presentation

Template 16:9

LOREM IPSUM DOLOR SIT AMET

Aenean commodo ligula eget dolor

Quisque rutrum Aenean imperdiet
Curabitur ullamcorper ultricies nisi Nam eget dui. Etiam rhoncus Maecenas tempus, tellus. Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo. Sed fringillas.

Etiam rhoncus Maecenas tempus, tellus. Nullam quis ante. Etiam sit amet orci eget etiam rhoncus.

12.04.2021 TYPO3 GmbH 5

Continuous text
Source Sans Pro
36 pt, regular

Text slide

LOREM IPSUM DOLOR SIT AMET

Aenean commodo ligula eget dolor

- Quisque rutrum Aenean imperdiet
 - Lorem ipsum dolor sit
 - eros faucibus tincidunt dui leo
- Curabitur ullamcorper ultricies nisi Nam eget dui. Etiam rhoncus
- Maecenas tempus, tellus
- Nullam quis ante. Etiam sit amet orci eget eros faucibus tincidunt. Duis leo sed fringillas

12.04.2021 TYPO3 GmbH 6

Headline
Source Sans Pro
48 pt, bold

List
Source Sans Pro
36 pt, regular
Second Level: 34 pt

Text slide with bullet list

LOREM IPSUM DOLOR SIT AMET

Aenean commodo ligula eget dolor

Quisque rutrum Aenean imperdiet
Curabitur ullamcorper ultricies nisi Nam eget dui. Etiam rhoncus Maecenas tempus, tellus.



12.04.2021 TYPO3 GmbH 7

Text/image slide

LOREM IPSUM DOLOR SIT AMET

THANK YOU!

Sit amet consectetur adipiscing elit nullam dictum

TYPO3 GmbH
Emanuel-Leutze-Straße 11 • DE-40547 Düsseldorf • Germany
Phone: +49 211 205436-0 • Email: info@typo3.com

typo3.com

12.04.2021 TYPO3 GmbH 8

Source Sans Pro
96 pt, capitals, bold

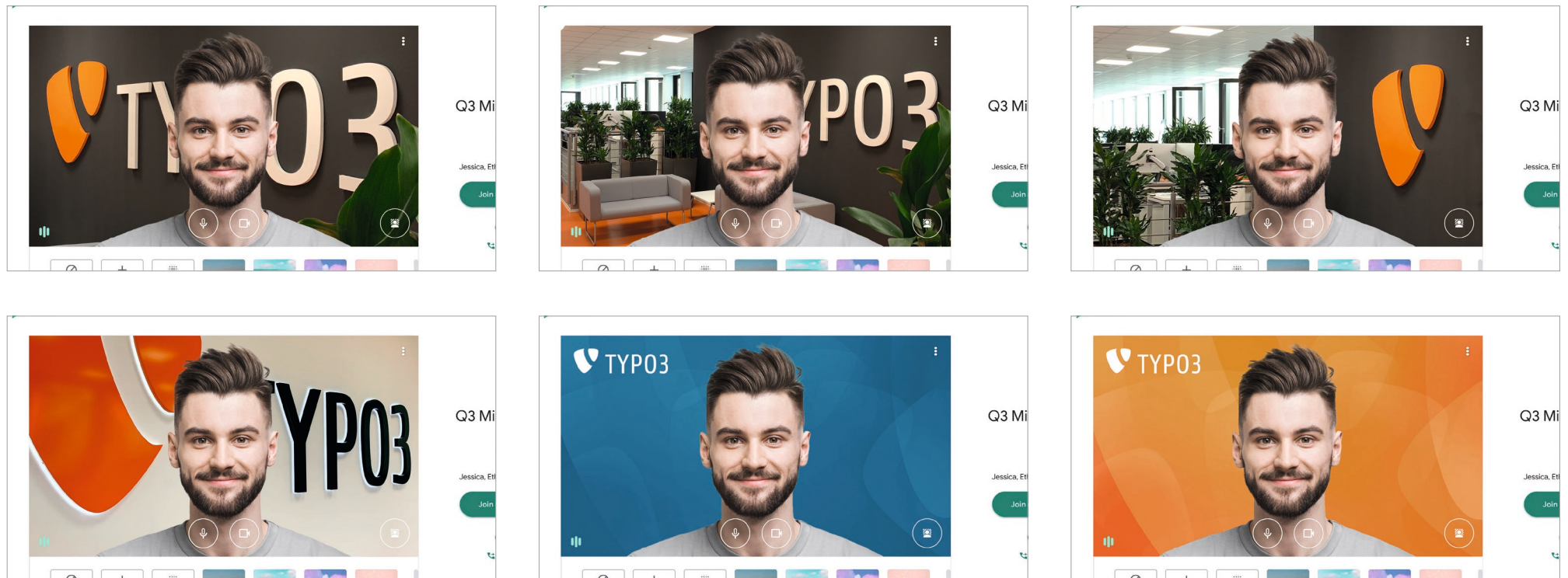
Source Sans Pro
40 pt, regular

Source Sans Pro
28 pt, regular/bold

Closing slide

5.7 Meeting/Webcall Backgrounds

Six company-backgrounds are available for meetings and webcalls.



6.0 Social Media

6.1 Profile pictures & covers

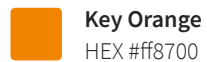


Since part of the cover is cut off on the left and right in the mobile view, care must be taken to keep important information **within the central area**.



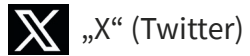
Facebook profile picture (800 x 800 px)

Due to the nature of the shape (soul), it is not centred, but slightly adjusted optically

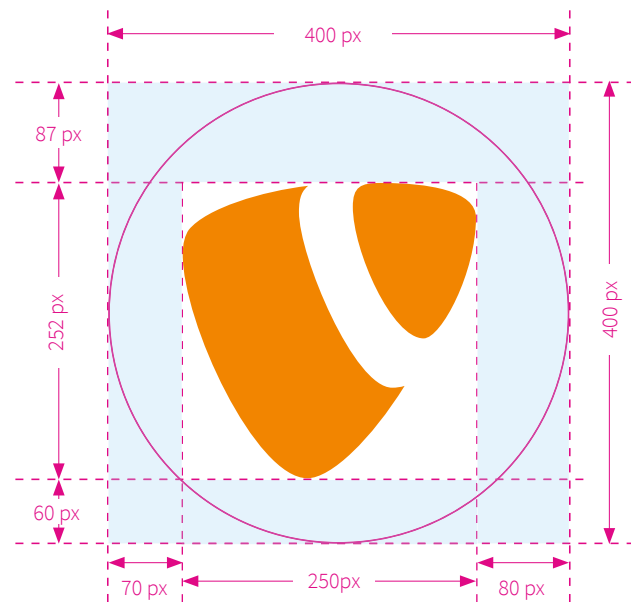


Key Orange
HEX #ff8700

6.1 Profile pictures & covers

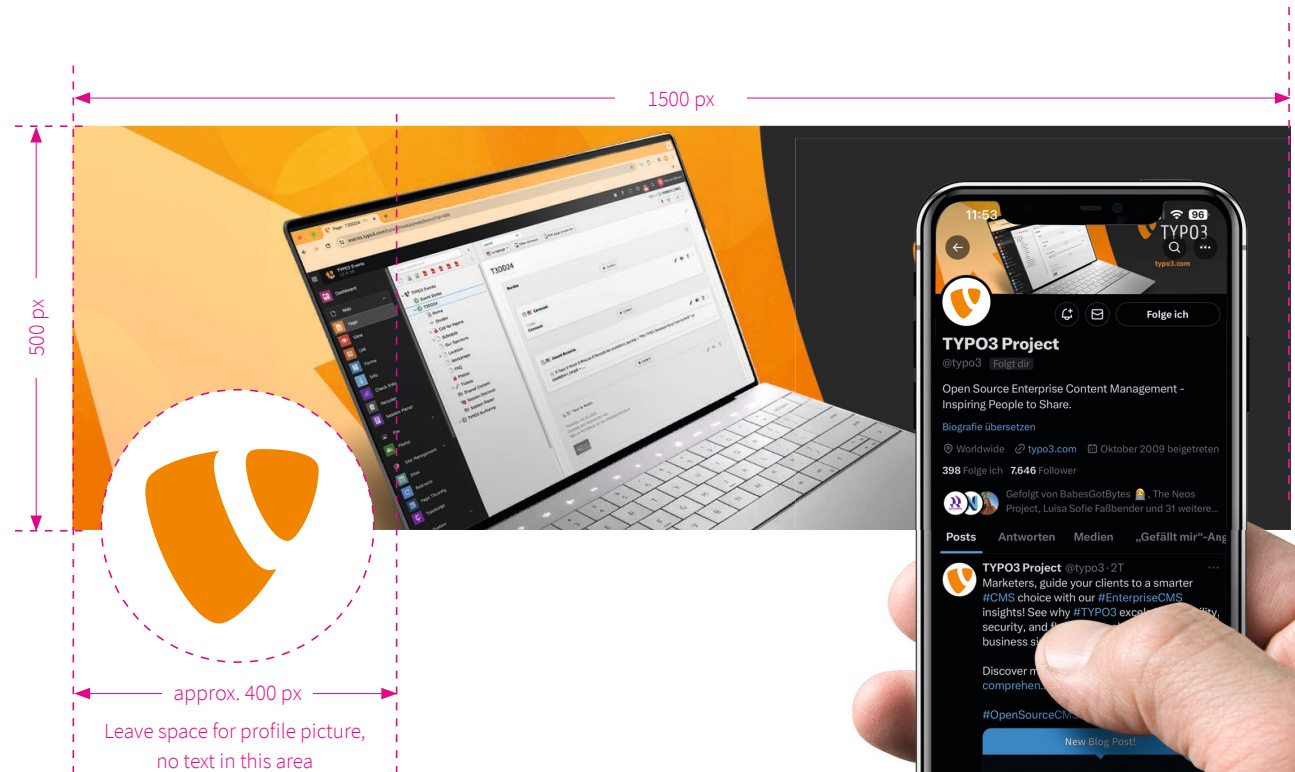
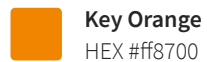


Due to the position and size of the profile picture, text and image content should rather take place on the **right side of the cover**.



Twitter profile picture (400 x 400 px)

Due to the nature of the shape (soul), it is not centred, but slightly adjusted optically

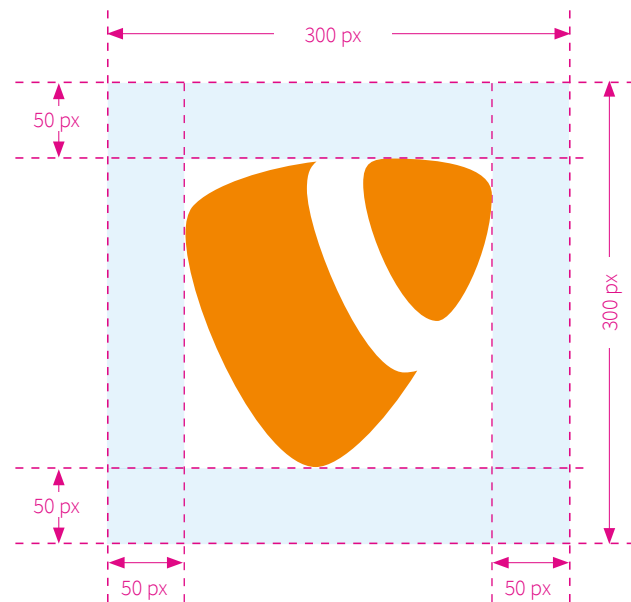


6.1 Profile pictures & covers



LinkedIn

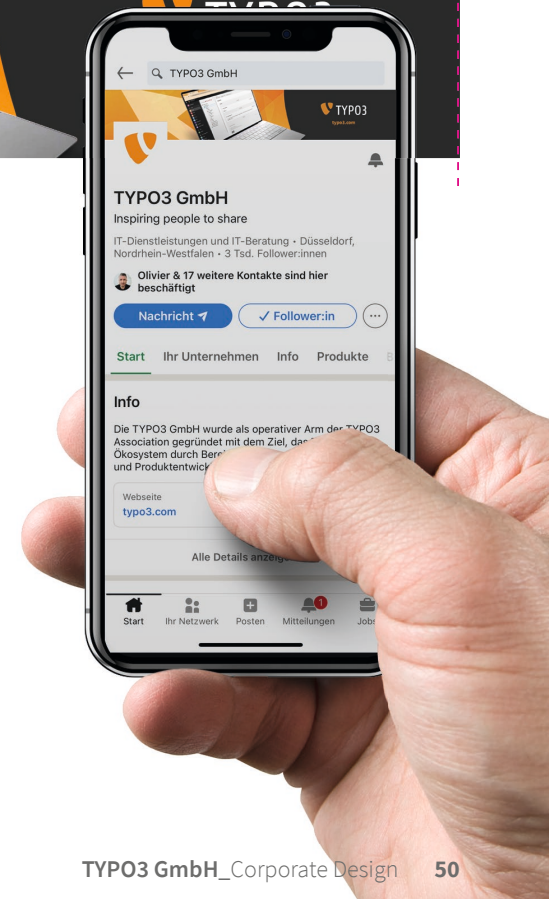
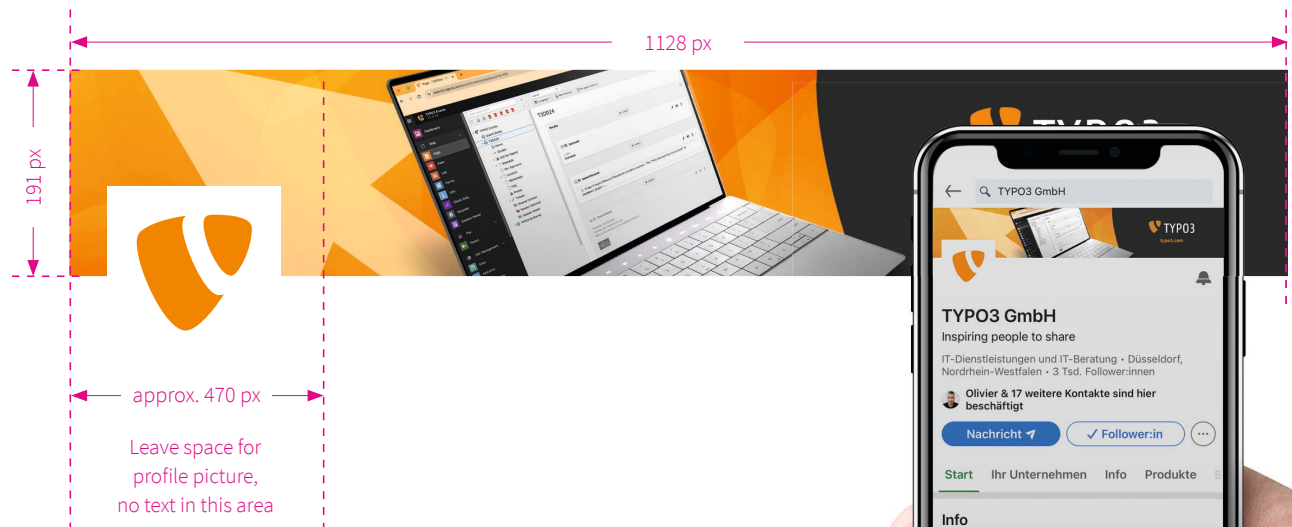
Due to the position and size of the profile picture, text and image content should rather take place on the **right side of the cover**.



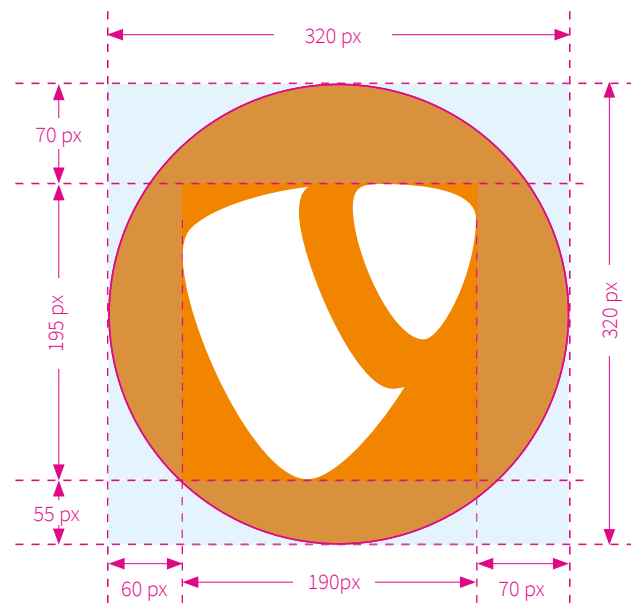
Twitter profile picture (300 x 300 px)



Key Orange
HEX #ff8700

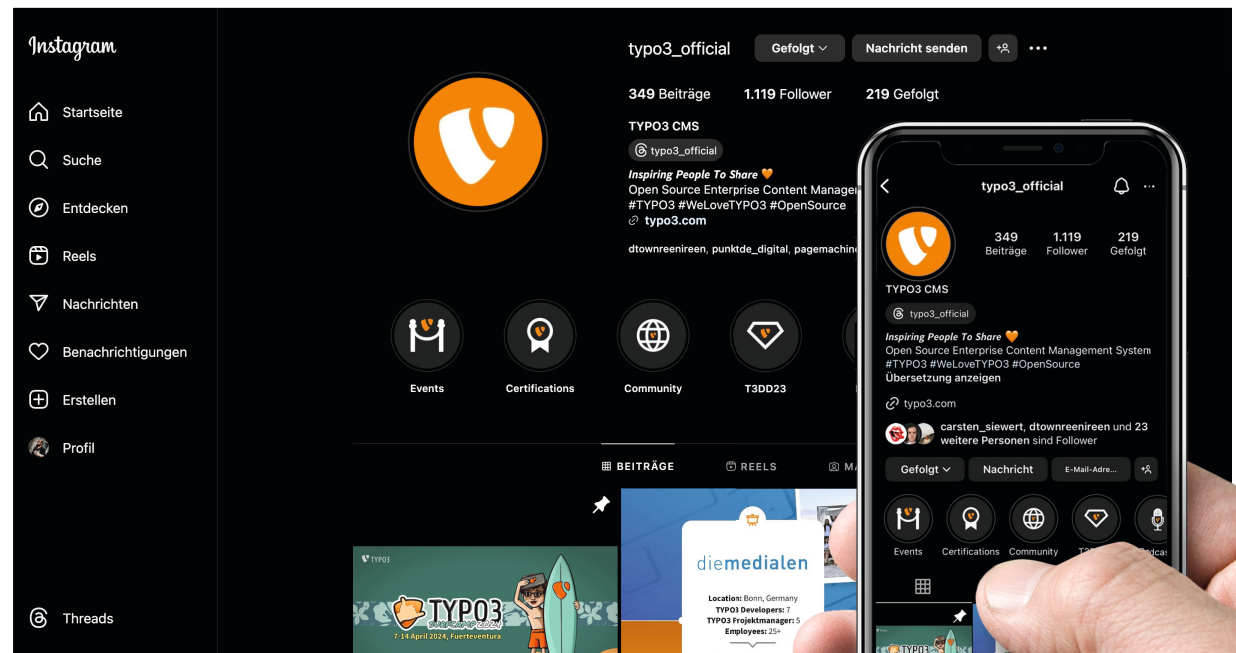
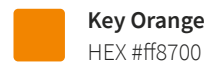


6.1 Profile pictures & covers

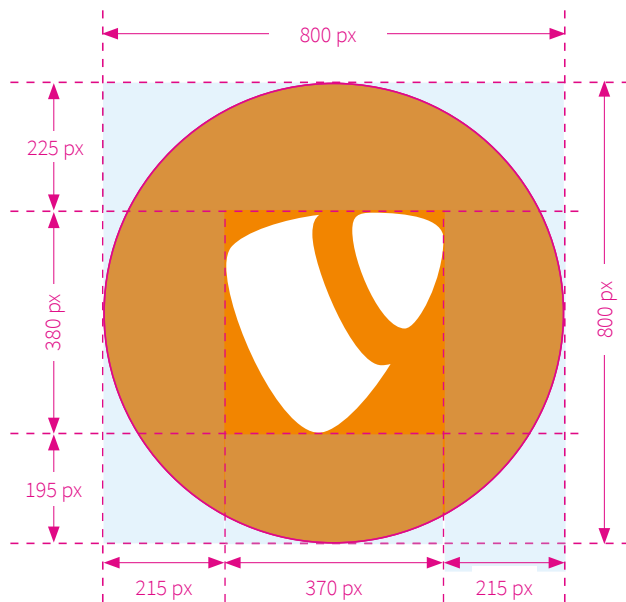
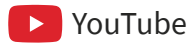


Twitter profile picture (320 x 320 px)

Due to the nature of the shape (soul), it is not centred, but slightly adjusted optically

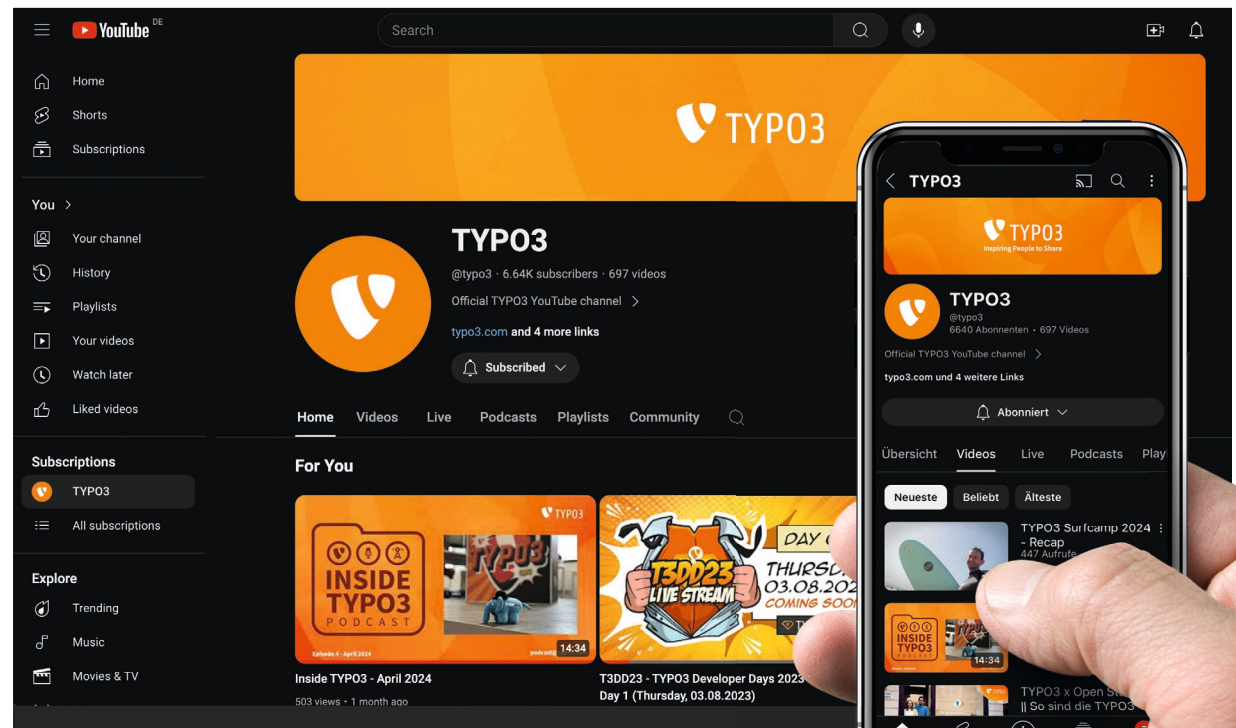
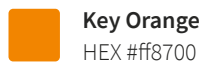


6.1 Profile pictures & covers



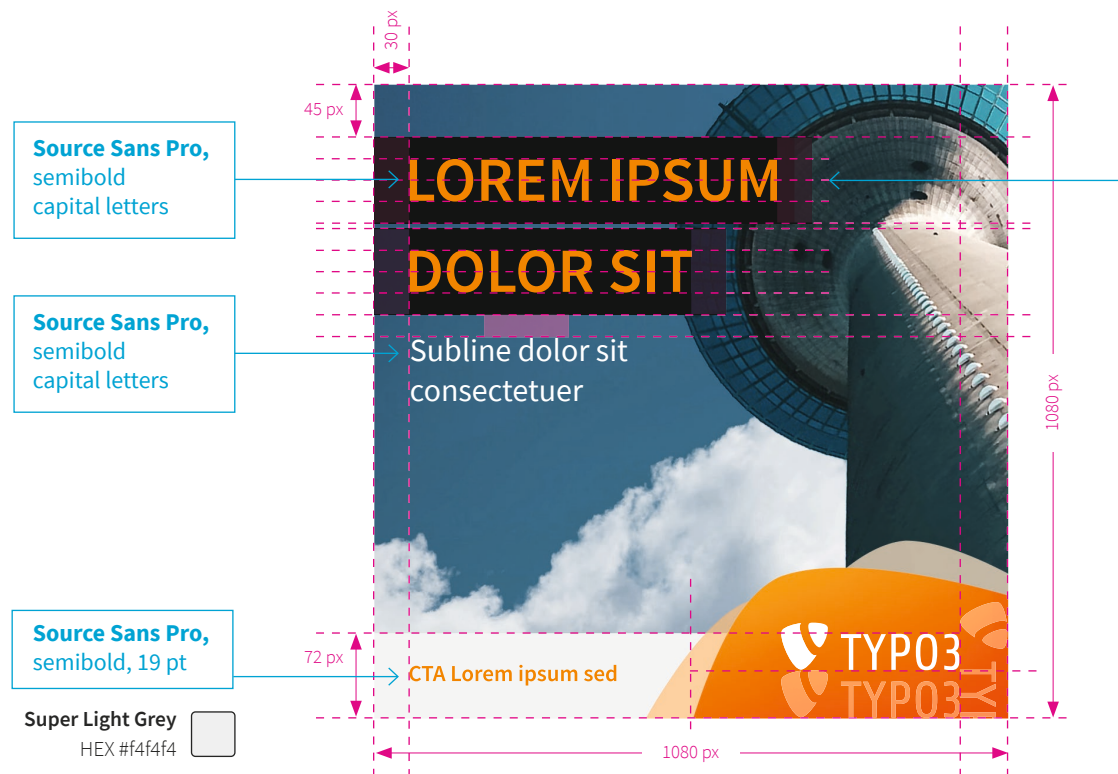
Twitter profile picture (800 x 800 px)

Due to the nature of the shape (soul), it is not centred, but slightly adjusted optically



6.2 Social Media postings

Social media posting design grid (explained using a standard post in 1080 px x 1080 px format). This can be used as a basis and starting point for posts. The dimensions and sizes are not binding, but ratios and distances should always be in proportion to each other.



Color variants, depending on the background image:



Key Orange
HEX #ff8700



Petrol
HEX #006792

6.2 Social Media postings

Examples of design flexibility:



DO NOT LIMIT YOURSELF!

The examples shown illustrate the creative freedom. Social media is a living thing, layouts should be too!



Instagram Story image (1080 x 1920 px)

to be continued...

