

# BASIC GUIDELINES

CORPORATE  
DESIGN

TYPO3 GmbH State: February 2025

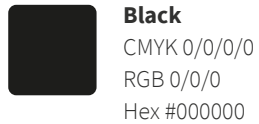
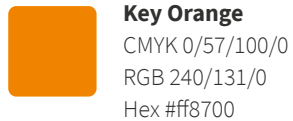


# 1.0 Logo

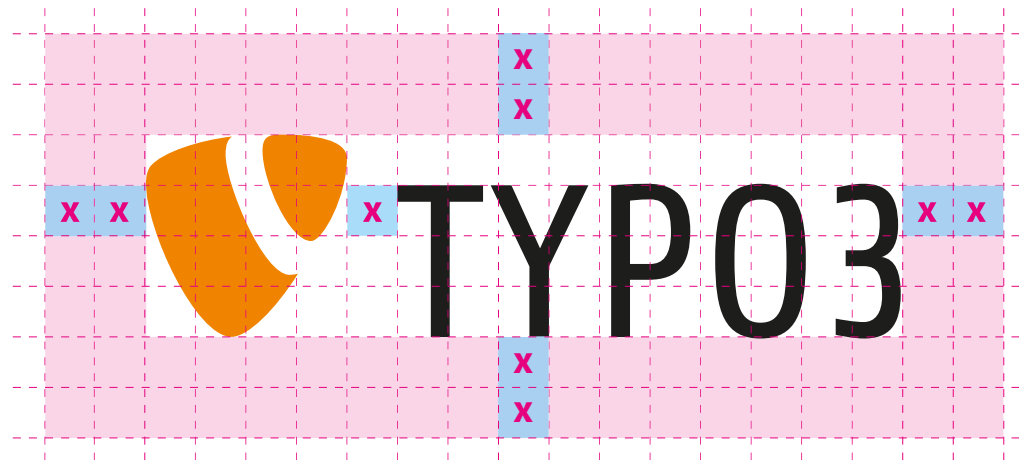
## 1.1 General information

The logo (word/figurative mark) consists of the lettering „TYPO3“ (word mark) as well as a graphic element, the so-called „Soul“ (figurative mark).

### Logo colours:



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.

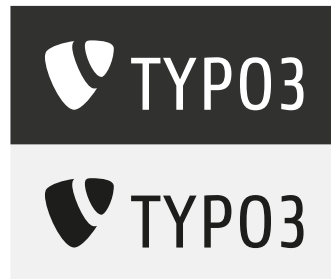


## 1.2 Forms of display

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**.



Main logo



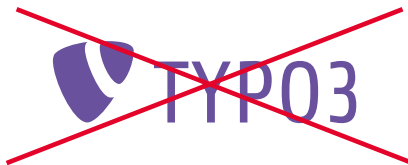
inverted (white on dark and black on light backgrounds)



inverted (mixed form on dark to black backgrounds)



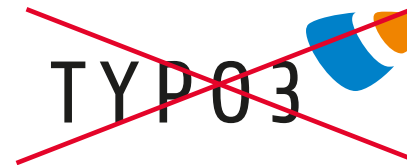
Special form in exceptional cases (e.g. memberships), the same display forms apply as for the regular logo



don't use any other colors than the defined ones



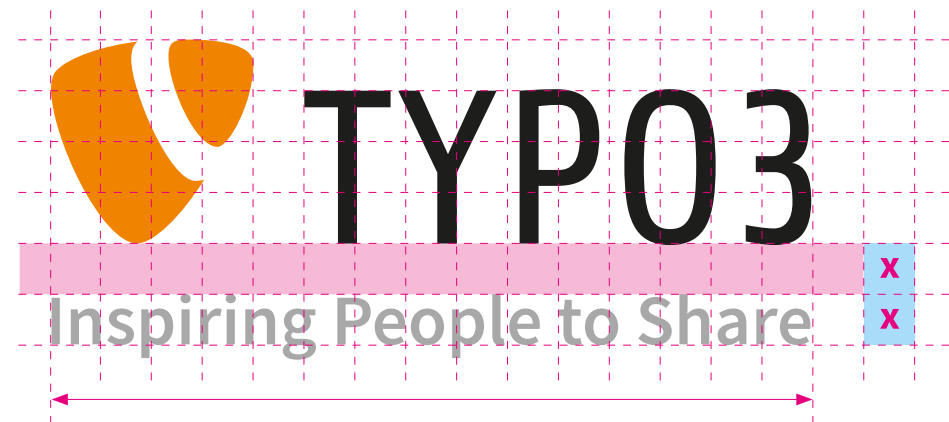
don't change the position, the shape or the colour of symbol and word mark element



don't use the word mark element without the symbol

### 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:**



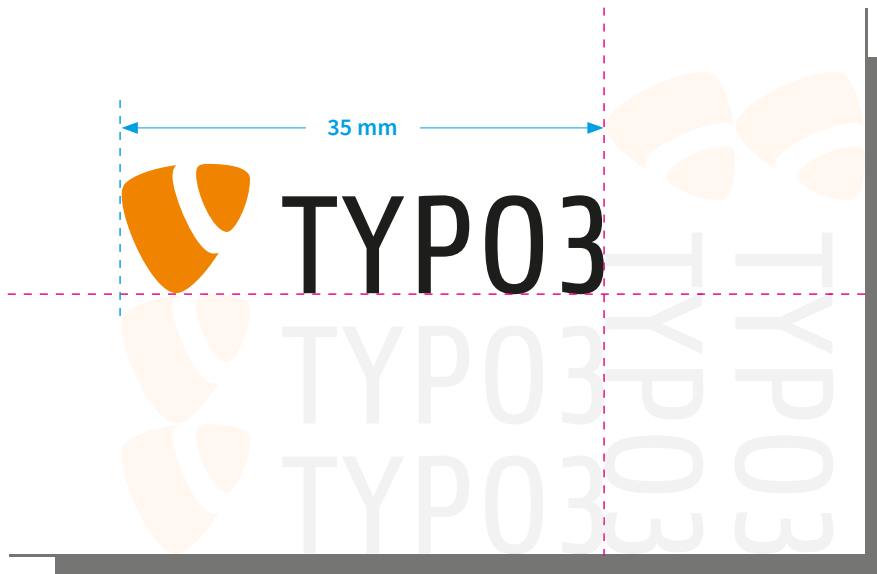
**Mid Grey**

CMYK 0/0/0/45  
RGB 140/140/140  
Hex #8c8c8c

### 1.4 Logo spacing DIN Formats

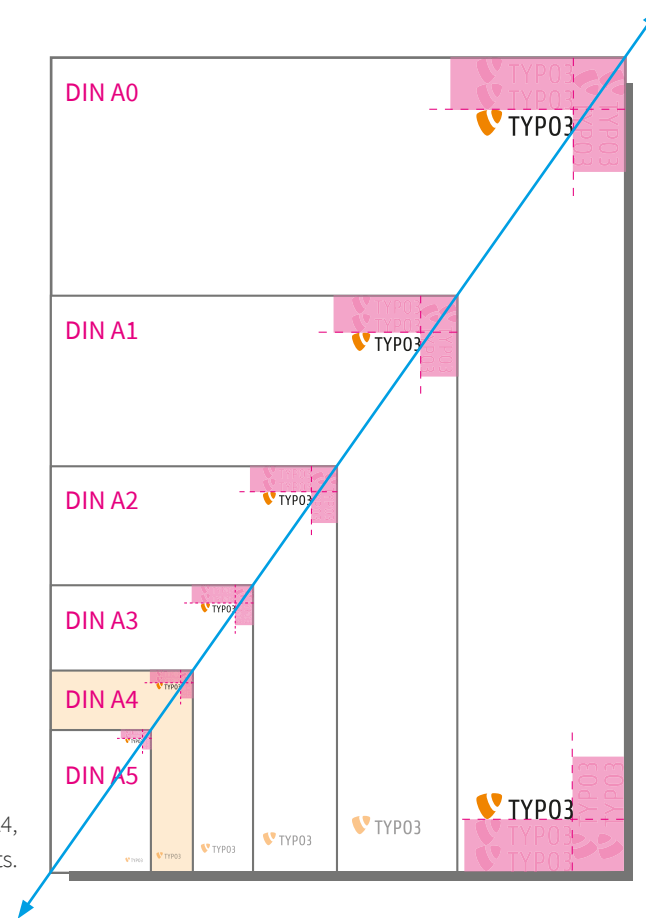
In addition to the protective space around the logo, there is a **defined minimum distance** to the page margins within the DIN formats. The positioning depends on the media. On the company letterhead, the logo is positioned at the top right, on brochures and other print advertising media mainly at the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







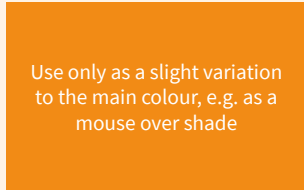


Based on the fixed size and position for DIN A4, this results for other DIN formats.



# 2.0 Colours

## 2.0 Colours

### Primary & secondary colours




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



## 2.0 Colours

### Primary & secondary colours

Shades of grey

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



**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

**abcdefghijklmnopqrstuvxyzäöü**  
**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

abcdefghijklmnopqrstuvxyzäöü  
 ABCDEFGHIJKLMNopqrstuvwxyzÄÖÜ  
 1234567890€@!“\$\$%&/()=?#

 use as continuous text

#### Source Sans Pro, italic

*abcdefghijklmnopqrstuvxyzäöü*  
*ABCDEFGHIJKLMNopqrstuvwxyzÄÖÜ*  
*1234567890€@!“\$\$%&/()=?#*

 use for quotations or introtexts  don't use as continuous text or headline

#### Source Sans Pro, light

abcdefghijklmnopqrstuvxyzäöü  
 ABCDEFGHIJKLMNopqrstuvwxyzÄÖÜ  
 1234567890€@!“\$\$%&/()=?#

 e.g. introtext, subline or continuous text  don't use as headline

#### Source Sans Pro, bold

**abcdefghijklmnopqrstuvxyzäöü**  
**ABCDEFGHIJKLMNopqrstuvwxyzÄÖÜ**  
**1234567890€@!“\$\$%&/()=?#**

 use for headlines or highlights  don't use as continuous text

#### Source Sans Pro, semibold

**abcdefghijklmnopqrstuvxyzäöü**  
**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 claims, such as „**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

# 4.0 Stationary

## 4.1 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

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

Source Sans Pro  
19 pt, capitals, bold

Source Sans Pro  
38 pt, regular

Source Sans Pro  
12 pt, Date & page bold

Agenda/Content slide

AGENDA

**LOREM IPSUM DOLOR**

Sit amet consectetur adipiscing elit nullam dictum

12.04.2021 TYPO3 GmbH

Chapter slide, orange

AGENDA

**LOREM IPSUM DOLOR**

Sit amet consectetur adipiscing elit nullam dictum

Source Sans Pro  
96 pt, capitals, bold

Source Sans Pro  
40 pt, regular

Chapter slide, petrol

## 4.1 PowerPoint Presentation

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

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.

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**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

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**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.

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Text/image slide

LOREM IPSUM DOLOR SIT AMET

**THANK YOU!**

Sit amet consectetur adipiscing elit nullam dictum

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typo3.com

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**Source Sans Pro**  
96 pt, capitals, bold

**Source Sans Pro**  
40 pt, regular

**Source Sans Pro**  
28 pt, regular/bold

Closing slide

