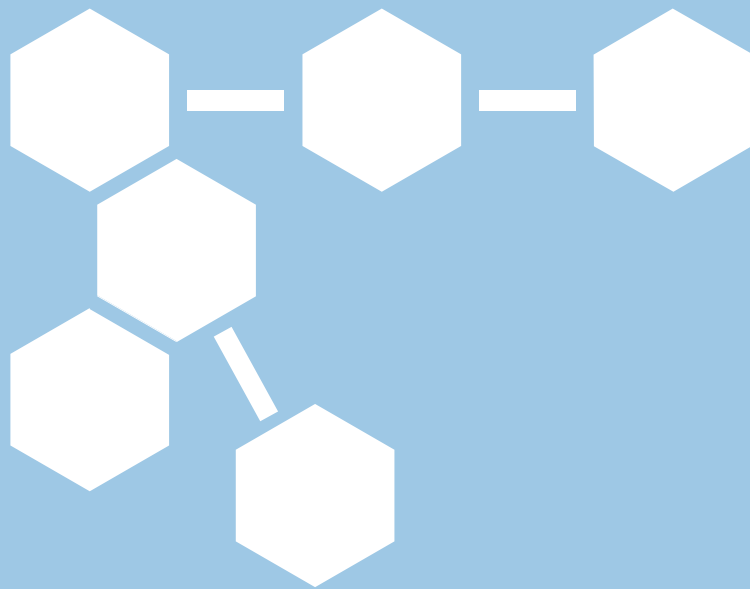


enum

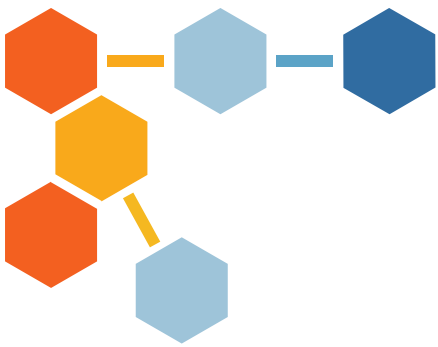


BRAND BOOK.

Gesellschaft für Hochschulforschung (GfHf)

Elements.

Company Logo	_____	0.1
Company Typography	_____	0.2
Color Palette	_____	0.3



GfHf

GESELLSCHAFT FÜR
HOCHSCHULFORSCHUNG

Company Logo.

Gesellschaft für Hochschulforschung

Das Logo wurde in zwei allgemeinen Ausrichtungen erstellt, wobei die horizontale das Hauptlogo darstellt. Zusätzlich wurden es für unterschiedliche Einsatzzwecke als farbige, schwarz-auf-weiß und weiß-auf-schwarz Varianten vorbereitet.

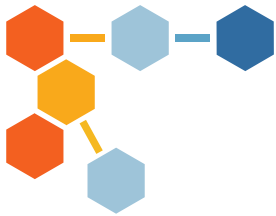
Main logo horizontal



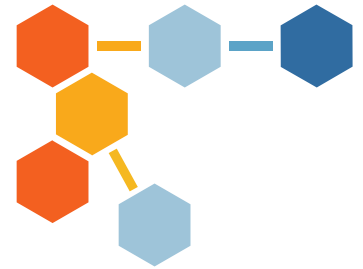
Alternative logo vertical



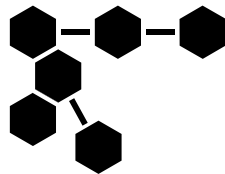
Dark and Light



GfHf
GESELLSCHAFT FÜR
HOCHSCHULFORSCHUNG



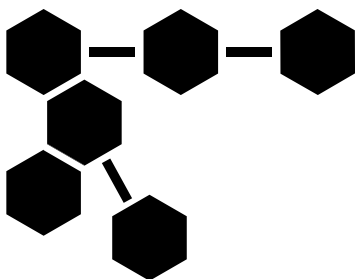
GfHf
GESELLSCHAFT FÜR
HOCHSCHULFORSCHUNG



GfHf
GESELLSCHAFT FÜR
HOCHSCHULFORSCHUNG



GfHf
GESELLSCHAFT FÜR
HOCHSCHULFORSCHUNG



GfHf
GESELLSCHAFT FÜR
HOCHSCHULFORSCHUNG



GfHf
GESELLSCHAFT FÜR
HOCHSCHULFORSCHUNG

typography.

Headline Font Montserrat

Body Font Open Sans.

Lorem ipsum nimmeriam quiam, conet
ommoditias aliaffit fugit, eost occum
facipsam faccum lorem dolor ipsum.

Typography.

Primary Typefaces

Body Font -
Open Sans Regular.

AaBbCcDdEeFfGgHhIijjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:-_*)

Logo Font -
Montserrat Semi Bold.

AaBbCcDdEeFfGgHhIiJjKkLlMmNnOo
PpQqRrSsTtUuVvWwXxYyZz
0123456789 (&?!/,;:-_*)

HEADLINE WITH TEXT

HEADLINE TEXT

Lorem ipsum dolor sit
amet. Consectetur adipiscing
velor. Lorem ipsum dolor
sit amet. Consectetur

HEADLINE TEXT

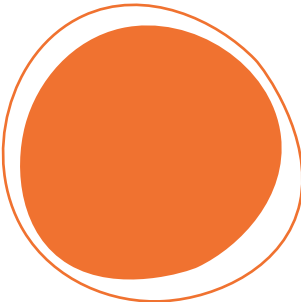
Lorem ipsum dolor sit
amet. Consectetur adipiscing
velor. Lorem ipsum dolor
sit amet. Consectetur

HEADLINE TEXT

Lorem ipsum dolor sit
amet. Consectetur adipiscing
velor. Lorem ipsum dolor
sit amet. Consectetur

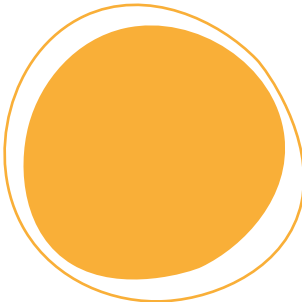
color palette.

Color Palette. Primary Color System



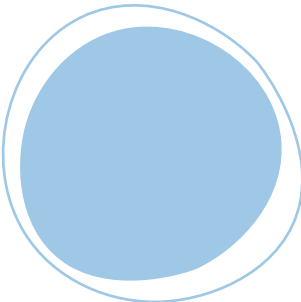
RED (Main Accent)

CMYK 0 / 68 / 90 / 1
RGB 243 / 96 / 32
HEX #F36020



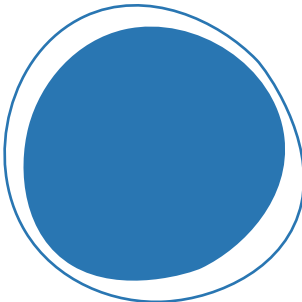
ORANGE

CMYK 0 / 34 / 88 / 1
RGB 249 / 169 / 24
HeX #F9A91B



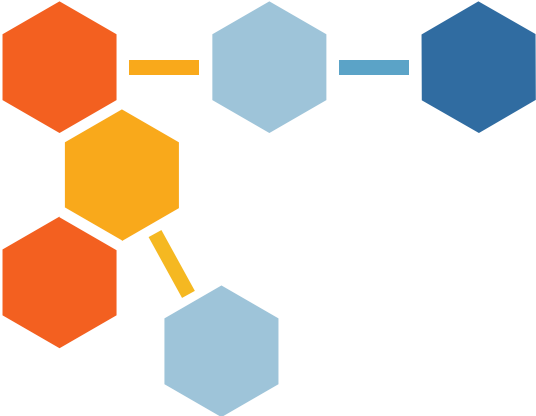
SILVER

CMYK 36 / 10 / 3 / 0
RGB 159 / 196 / 217
HEX #9EC4D9



BLUE (Main Heading)

CMYK 82 / 47 / 5 / 4
RGB 243 / 217 / 209
HEX #306CA1



by.

info@enym.com
www.enym.com