

# Visual Identity - Brand Guidelines

We leverage our logo, our color palette and fonts as our foundation. By using these elements, in concert with strong messaging and visuals, we have an opportunity to leave a lasting impression.

There are a few things that make our visual identity distinct:

Auszeit  
www.auszeit-dachau.de

+



+

Verdana font

## Color Guidelines:

Pantone 411 (0/27/36/72)

Pantone 631 (67/0/12/2)

60% Black

## Verdana Font (German):

ABCDEFGHIJKLMNOPQRSTUVWXYZ - ÄÖÜ

abcdefghijklmnopqrstuvwxyz - äöü

0987654321

## Basic Rules:

Here are the basic and absolute rules for using the "Auszeit-Dachau" logo:

1. Both elements should be used together
2. Always apply proper clear space
3. Never rotate or stretch the logo
4. Always use the correct resolution
5. Always use files as they are provided. Do not modify files
6. Never attach a subbrand or name under the logo, whether for internal or external purposes.

## Signature colors:

60% Black preferred:

Auszeit  
www.auszeit-dachau.de

100% Black

Auszeit  
www.auszeit-dachau.de

Black reverse

Auszeit  
www.auszeit-dachau.de