

# Corporate design

## Guidelines for a consistent graphical appearance

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## 0 Document change history

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Table 0.1: Document change history

Version	Date	Author	Comment
0.1	2015-10-14	SL	Document created
1.0	2015-12-18	SL/SW/KGG	Multiple additions and improvements
1.1	2016-03-04	SL	<ul style="list-style-type: none"><li>• added document change history</li><li>• corrected some typos and phrasing</li><li>• limited scope of text colour to documents with high exceptions</li><li>• changed minimum logo width from 200 pixels to 150 logical pixels</li><li>• changed privacy classification from internal to public</li></ul>
1.2	2023-08-07	PK/DH	Updated logo usage guidelines, colour definitions

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# 1 Introduction

## 1.1 Definition

A corporate design is based on the corporate identity, together with corporate behaviour and corporate communication. A corporate design (CD) is the official graphical design of the logo and name of a company, used on letterheads, envelopes, forms, folders, brochures, etc. The style is created in such a way that all the elements are arranged in a distinctive design and pattern.



## 1.2 Reasons for a corporate design

- The first impression counts. This impression is created by the graphic design.
- Inconsistency in graphic design can lead to the assumption that other things like data are inconsistent too
- Corporate design conveys a message

Following the rules in this style guide guarantees that meteoblue documents created by different authors are visually consistent.

## 1.3 Central idea

The corporate design of meteoblue is minimalistic. So it does not limit freedom too much and emphasises that meteoblue is focused on content, not form. That means it does not have a rule for every detail. Where there is no rule, follow this principle: The image of meteoblue is modern, clean and scientific with a focus on usability.

## 1.4 Legend



Recommended



Disallowed

## 1.5 Scope

The rules in this document apply to the following:

- all printed materials, (e.g., banners, posters, fliers, advertisement materials, business cards, letters, offers, invoices, dunning letters, documentations, diagrams)
- digital documents (e.g., presentation slides, documentations, emails, diagrams, offers, invoices, dunning letters)
- websites and apps
- objects that are used for any kind of external communication.

The corporate design applies only to external materials.

## 2 General rules

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### 2.1 Basic design principles

All designs should follow basic design principles.

- Strictly avoid pixelated images.
- Leave space between elements to group them.
- Make sure that text has a high contrast to its background, even when the document is printed or displayed by a video projector.
- Align elements vertically and horizontally when possible, even when they are not close to each other.

### 2.2 Typeface

#### 2.2.1 Font

##### Web development/UI

Always use a neutral sans-serif font (e.g. Arial). Avoid handwriting, even on envelopes.  
Use a monospace font (e.g. Courier New) for source code.

##### Print & Graphic Design

For any print material the standard font is Helvetica.

#### 2.2.2 Text size and line height

##### Web Dev/UI

The standard text size is 10pt, the line height 12pt. The standard line height should be 120 % of the text height. This rule may vary according to the size of the medium.

## 2.3.1 Colours

### Primary colours

### Secondary colours

<b>meteoblue blue</b>	RGB: #0c304e 12, 48, 78	RGB: #2e2e2e 46, 46, 46
RGB: #124673 18, 170, 115	RGB: #164e80 22, 78, 128	
CYMK: 84% 39% 0% 55%	RGB: #1e6db3 30, 109, 179	RGB: #e0e0e0 238, 238, 238
<b>highlight colour</b>	RGB: #4f340f 79, 52, 15	
RGB: #D28B28 210, 139, 40	RGB: #99651d 153, 101, 29	RGB: #f8f8f8 248, 248, 248
CYMK: 0% 34% 81% 18%	RGB: #ffa930 255, 169, 48	

### Core competencies

RGB #eb3b60 235, 59, 96	RGB #f146a2 241, 70, 162	RGB #26679f 38, 103, 159	RGB #14a6aa 20, 166, 170	RGB #57ac61 87, 172, 97	RGB #edc31f 237, 195, 31
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Lighter and darker variations of the meteoblue blue and gradients between these variations are allowed. The same applies to the highlight colour. Gradients between the meteoblue blue and the highlight colour are not allowed.

The text and background colours should be applied only to documents with high exceptions to their appearance such as fliers or websites, but not to documents like invoices or documentations.

## 3 Elements

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### 3.1 The logo

The logo is the most important part of the corporate design. Therefore, most rules are dedicated to the logo.

#### 3.1.1 Logo and logo variations

Only use the one official meteoblue logo and it's allowed variations.

meteoblue with slogan and ®



meteoblue without slogan but with ®



#### 3.1.2 The Icon

Our Icon is a shorter version of our logo. Use the icon on its own only if you do not have enough room for the complete logo.



The proportions from the logo to the slogan have to be retained. Rescaling the logo without changing its ratio is allowed. The logo must not be stretched, squeezed or be perspectively altered under any circumstances.

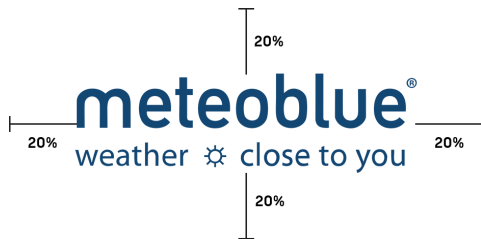
#### 3.1.2 Minimum size

The minimum size depends on the output media. The logo with slogan must be clearly recognisable.

- Digital display 150 pixel width (logical pixels)
- Print 24 mm width
- Objects 20 mm width

### 3.1.3 Margin

Leave a minimal margin of 20% in relation to the logo size to other objects as illustrated in the example.



### 3.1.4 Background

The logo does not have its own background (an enclosing box).



### 3.1.5 Logo colours

The only allowed colours are meteoblue blue and white for dark background. Other colours (e.g. black, grey) are only permitted if there are technical constraints. The meteoblue blue is defined in the section 1.3. All logo elements be the same colour. The predetermined colours are:

“meteoblue blue” on white background



“meteoblue blue” on bright background



white on darker background



white on “meteoblue blue” background



80% black for greyscale documents



50% black on white background



Do not recolour the logo



### 3.1.6 Position of the logo

The logos preferred location is the top left hand corner in general. Since that does not necessarily apply to every situation it can vary in the following ways:

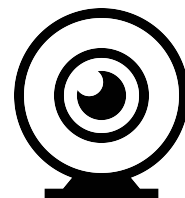
- Banners: situational, generally centred
- Posters: upper left hand corner
- Fliers: upper left hand corner
- Advertisement materials: situational
- Business cards: upper left hand corner
- Letters: upper left hand corner
- Offers, invoices and dunning letters: upper right hand corner
- Documentations: upper left hand corner
- Emails: upper left hand corner (only HTML emails)
- Diagrams: upper right hand corner
- Website, apps: upper left hand corner
- Presentations: upper left hand corner

### 3.1.7 Icons

meteoblue uses 2 types of icons, depending on the individual use case.

#### - Outline Icons

These icons are known as symbolic glyphs that are outlined - common line icons are simplistic, use one colour and are not filled in. These are used for example for navigation.



#### - Filled Icons

These icons are filled-in monochromatic shapes that appear as a solid shape. They are used in various parts of the UI, such as the user account.





## 3.2 Pictograms

Icons and pictograms of any kind should be simple, intuitive and self-explanatory. If a pictogram is selected for a certain subject, parameter, process or use, it must be applied to all those.

An overview of pictograms is available on the help pages:

<https://content.meteoblue.com/en/research-education/specifications/standards/symbols-and-pictograms>

(see section “Download”)



Examples for pictograms

## 4 Trademarks and Copyright

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meteoblue® is a trademark and subject to corresponding protection. Please refer to this page:

<https://content.meteoblue.com/en/about-us/legal/terms-conditions>.

## 5 Text

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For composition of text please refer to guidelines here:

<https://content.meteoblue.com/en/about-us/brands-names>.

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