

Graphics Standards Manual

2. Februar 2022
REV 1.1



SUNSET

SunSet Logotype & Symbol



SUNSET



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SunSet Logotype

CLEAR SPACE

The SunSet Filmgeräteverleih logotype is most powerful when surrounded by an area of clearspace. This guarantees a high degree of visibility and legibility, while preserving its integrity.

The recommended amount of clearspace for the logotypes and the symbol is equivalent to the symbol height. In exceptional cases, the clearspace can be adjusted in order to secure or maximize impact.



SUNSET
FILMGERÄTE**VERLEIH**

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SunSet Color



ORANGE

HEX #EA7600

RGB 234 118 0

CMYK 1,67 / 61,84 / 100 / 0,17

PMS Pantone® 716C

WHITE

HEX #FFFFFF

RGB 255 255 255

CMYK 000 / 000 / 000 / 000

PMS Pantone TCX® 11-0601



GRAY

HEX #63666A

RGB 99 102 106

CMYK 58,77 / 47,41 / 42,11 / 30,91

PMS Pantone® Cool Gray 10 C

NEO Sans Std

Neo Sans Std is available in four weights - Light, Regular, Medium and Bold.

The three weights each have their own functionality and uses, meaning that headlines, body copy, and supporting typographic detail are all accounted for. With these options available, it's easy to communicate clearly across all types of application, from larger messaging to smaller, more informative texts.

The evident contrast between the weights ensures there's a clear definition between them, and means it's easy to achieve typographic hierarchy whenever necessary.

Light *Italic*

Regular *Italic*

Medium *Italic*

Bold *Italic*

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OUR BRAND TYPEFACE FALLBACK

Arial

Since Neo Sans Std is a strong brand carrier it should be applied whenever possible within our organisation.

However, when there is the need for a system font which requires no special license and is available on all computers, our fallback choice is Arial.

Regular *Italic*
Bold *Italic*

The general typographic treatments are the same for Arial as they are for Neo Sans Std. However, since Arial is lacking the 'Light' weight, we use Arial Regular to replace Neo Sans Std Light