



DECEMBER 2017

CORPORATE DESIGN GUIDELINES



CONTENT

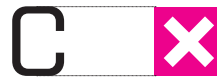
LOGO

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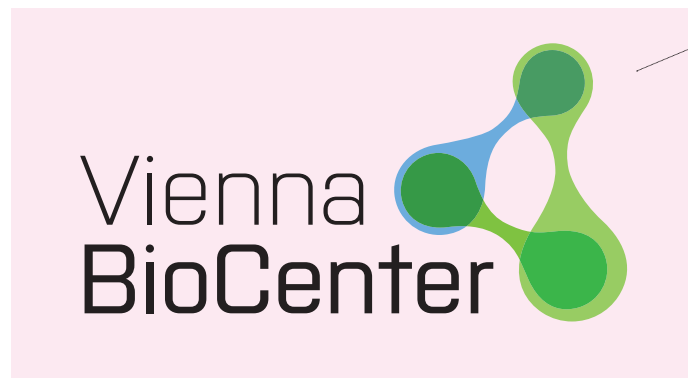
LOGO_clear zone & minimum size



The capital C of "Center" defines the size of the square X.



The clear zone of the logo for text blocks, documents, page & image margins is at least one X to the left, bottom and right side, and at least half X to the top side.



Clear zone



In order to ensure readability or recognisability, the logo must not have less than the minimum width of 15mm.



LOGO_colour



CMYK
55 | 0 | 100 | 0

RGB
134 | 188 | 37

Pantone
368 C



CMYK
55 | 20 | 0 | 0

RGB
109 | 172 | 222

Pantone
284 C



CMYK
0 | 0 | 0 | 100

RGB
0 | 0 | 0

Pantone
BLACK C



LOGO_1-colour



The 1-color applications (black or white) of the logo on quiet photo backgrounds or color surfaces is possible, as long as readability is guaranteed.

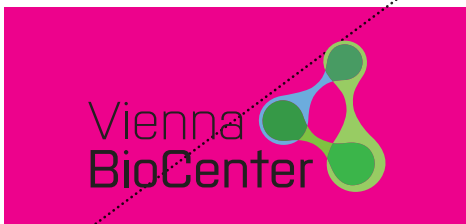




LOGO_don'ts

Vienna
BioCenter

The minimum size must not be undercut.



The 3-colour logo may not be used on coloured backgrounds or photos. To do this, use the 1-colour logo version.



The 1-colour logo may only be used on quiet backgrounds.

Vienna
BioCenter

Vienna
BioCenter

The logo must under no circumstances be distorted, rotated or separated.

Vienna
BioCenter

Vienna
BioCenter





FONT_purista

A B C D E F G H I J K L M
N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m
n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0

Purista, by Suitcase Type Foundry, takes the literal definition of a proper square sans (like Eurostile) and gives this model even more geometric quality, as well as weight levels, to make it versatile. Purista is open-minded (with broad language support), brimming with style, sophistication, functionality, and an exciting range of weights.

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipsanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Purista Light

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Purista Medium

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipsanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Purista SemiBold

Modis aceped qui sed estibusa aut doluptate non repernatem imi, undem inti cus in re preperum aut fugiasperist ius et adi voluptature nest que cus evel minvent iscipsanis nobit, nonsequi velecus commodi ssentotat ape non coria voluptur as evende vendest aut harum.

Purista Bold

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