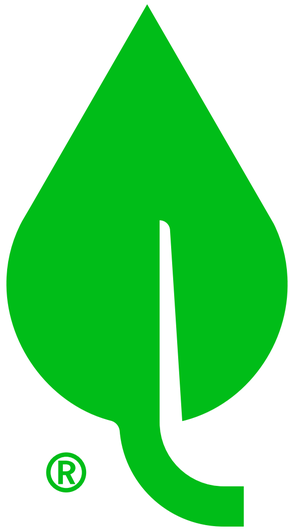
PFLANZENTHEKE LOGO & BRANDING

Isologotype

Color

Isotype

Color

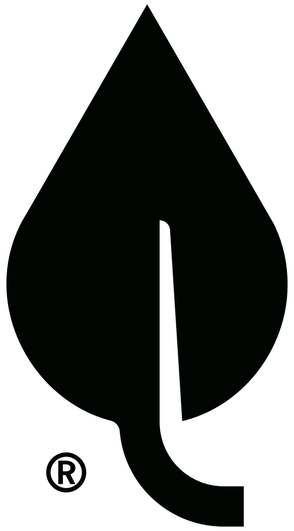


Isologotype
Monochrome

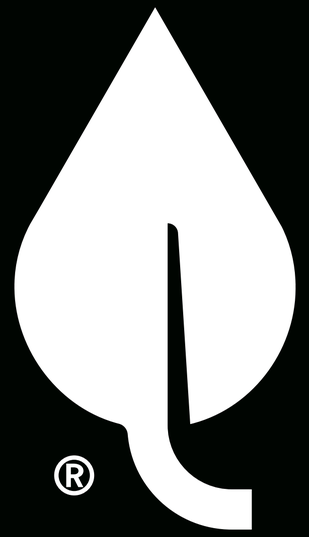
Isologotype

Monochrome Inverted

Isotype
Monochrome



Isotype
Monochrome Inverted

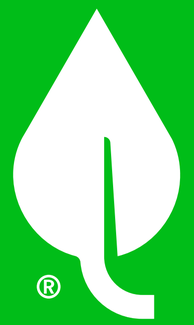


COLOR

White #FFFFFF	Platinum #D5D5D5	Lime Green #00BF18	Clean Water #3C84D9	Dark Slate Gray #305252	Penn Blue #0a1045
C0	C15	C77	C73	C81	C100
M0	M12	M0	M44	M52	M98
Y0	Y12	Y100	Y0	Y58	Y35
K0	K0	K0	K0	K35	K48
R255	R213	R0	R60	R32	R10
G255	G213	G191	G132	G48	G16
B255	B213	B24	B17	B82	B69

Logo and Color Combinations

PFLANZENTHEKE®



PFLANZENTHEKE®

Improper Logo Usage

We encourage you to become familiar with the correct use of our isologotype. You should not edit, recolor or change our isologotype in anyway.

WE NEVER OUTLINE, ROTATE, SKEW, ADD EFFECTS, BLUR, RESIZE, RECOLOR OR STRETCH OUR LOGO.

Logo Don’ts

✕ Do not use a color that doesn’t belong to the Color Palette

✕ Do not outline the Logo

✕ Do not rotate or skew the logo

✕ Do not apply any effect, blur or shadow on the logo

✕ Do not resize or stretch parts or the whole logo

✕ Do not attach any other logo or sub brand to the logo

TYPOGRAPHY

Typography
Main Font

The choice of our main typography is all about minimalism, modernism and a proyectual approach to creating.

Geometric and harmonious shapes that meet in clear and sharp angles give Everett what is needed to make an impact on our titles as well as good readability on our claim or subheaders.

EVERETT REGULAR

Everett Regula

EVERETT REGU

AaBbCcDdEeF

Typography
Text font

To provide more readability on all our editorial pieces, we will use Work Sans in large texts. Its geometrical shapes have a modern and rational look and feel while providing a good readability.

The overall look of a text should be of a constant grey area, this can be obtained by a proper line height ratio as the one we have in this example of 34 pts / 46 pts.

WORK SANS REGULAR

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Typography
Pairing

EVERETT REGULAR

EVERETT REGULAR

WORK SANS REGULAR
(GOOGLE FONT)

WORK SANS SEMI BOLD

DISPLAY TYPE

SUBTITLE & TAGLINE TYPOGRAPHY

Text goes in this stlye, lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam.

LEARN MORE

LEARN MORE

LEARN MORE

HERIARCHY 1

HERIARCHY 2

DEACTIVATED