



Wiferion

efficient wireless power

CI Colors & Definitions



Pantone 299 C

CMYK 91/1/2/0

RGB 0/163/224

RAL 5012

HTML 00a3e0



Pantone 301 C

CMYK 100/45/0/45

RGB 0/75/135

RAL 5005

HTML 004b87



Pantone 326 C

CMYK 81/0/39/0

RGB 0/171/170

RAL 5018

HTML 00abaa



Pantone 802 C

CMYK 51/0/85/0

RGB 68/214/44

RAL 6037

HTML 29bf12



Pantone 151 C

CMYK 0/60/100/0

RGB 239/155/0

RAL 2003

HTML ff8200



Pantone 485 C

CMYK 0/95/100/0

RGB 228/35/19

RAL 3028

HTML e42313



Pantone 116 C

CMYK 0/10/98/0

RGB 225/205/0

RAL 1023

HTML ffcd00



Pantone 430 C

CMYK 33/18/13/40

RGB 130/137/146

RAL 7045

HTML 808B94



Pantone 431 C

CMYK 45/25/16/59

RGB 84/97/108

RAL 7031

HTML 54616c



CMYK 0/0/0/77

RGB 94/93/93

HTML 5e5d5d

Please use **Adobe RGB** as profile for RGB

Logos



Logos - DON'T



white logo - bright background



dark logo - dark background



two colored/overlapping background



no spaces to border - too big
background color doesn't fit



irregular background



incomplete



recoloring



any kind of rescaling / repositioning



any kind of transformation

If you're not 100% sure about using the Logo correctly in any case, please contact kamil.kascha@wiferion.com

Typography

CMYK 0/0/0/77
RGB 94/93/93
HTML 5e5d5d

„Avenir Next“

Logo only

Avenir Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Avenir Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Avenir Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Avenir Black

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü
1234567890

„Lato“

all text

<https://fonts.google.com/specimen/Lato>

Lato Light

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Lato Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Lato Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Text extracts and captions:

Lato Light Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Lato Regular Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzäöü 1234567890

Lato Hairline

The boldest font style is used for headlines from 55 pt font size.

Lato Black

The boldest font style is used for headlines from 55 pt font size.

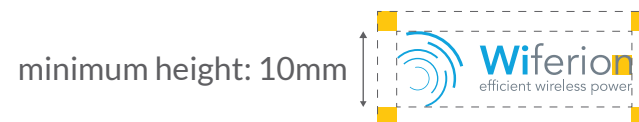
A B C D E
a b c d 1 2

Safespace around Logo

The free space around the word mark - the protection zone - has the task of keeping the word mark free from other elements.

This ensures legibility and recognizability is ensured. The free space around the is defined by a square, which is derived from the figurative mark.

This square defines the protection zone and the minimum distance to the edge for the word mark with and without additions.



minimum height: 10mm

Printprofile

ICC profiles from ECI

We are using ISO Coated v2 300% (ECI) from ECI for all our Printing Material.

You can download the package here:

http://www.eci.org/lib/exe/fetch.php?media=downloads:icc_profiles_from_eci:eci_offset_2009.zip

Our wish

With a uniform appearance, Wiferion is recognized as the sender of a message.

A vital but homogeneous appearance gives Wiferion an independent visual identity and creates acceptance and trust.

Please use this style guide and the following to the interplay of the basic elements to create a strong corporate design for Wiferion.



Munzinger Strasse 1
79111 Freiburg
info@wiferion.com