ELEMENTARY PARTICLES.

Style Guide – how to use the corporate design

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Corporate design

The corporate design provides the research centre DESY with a consistent and professional appearance. Use of the design strengthens DESY's visibility in the public sphere as well as in the scientific community and creates a high recognition value.

Basic elements

The different elements of the corporate design make DESY visually perceptible. Content can be conveyed in a clear and fascinating way through use of fonts, colours, and imagery. The DESY logo provides a promise of quality and is a significant component of all communications.

Logo | Use

The DESY logo is the trademark of the research centre. The DESY logo is an essential and formative part of DESY's appearance, and it is implemented in all official media and buildings. The logo functions as an identifier, provides orientation, and is an unmistakeable seal of DESY quality.

The DESY logo was modernised in 2018 and optimised in accordance with technical production requirements.

Use

In order to always ensure an ideal representation and readability for the logo, a minimum size and buffer zone are defined for the logo's use.

Minimum size: 10 mm

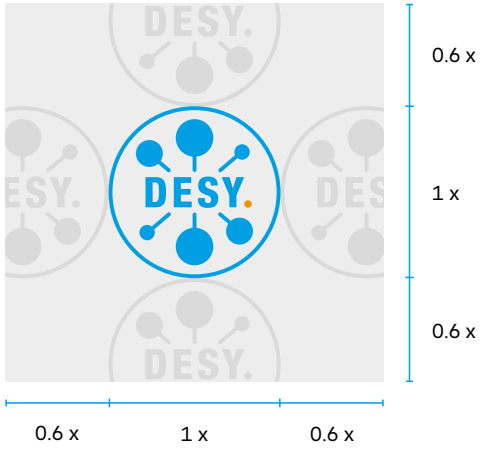
Buffer zone

A buffer zone is defined around the logo, wherein no other elements should be positioned. On pictures, the logo is not to be placed on busy or fragmented backgrounds. The buffer zone also gives distance between the logo and the edge of the formatted material. In situations where there is little space available, the logo can be used with the below defined minimum buffer zone. This should not be shortened.

Optimal buffer zone: 0.6 x from all sides
Minimum buffer zone: 0.25 x from all sides

Minimum size

Buffer zone



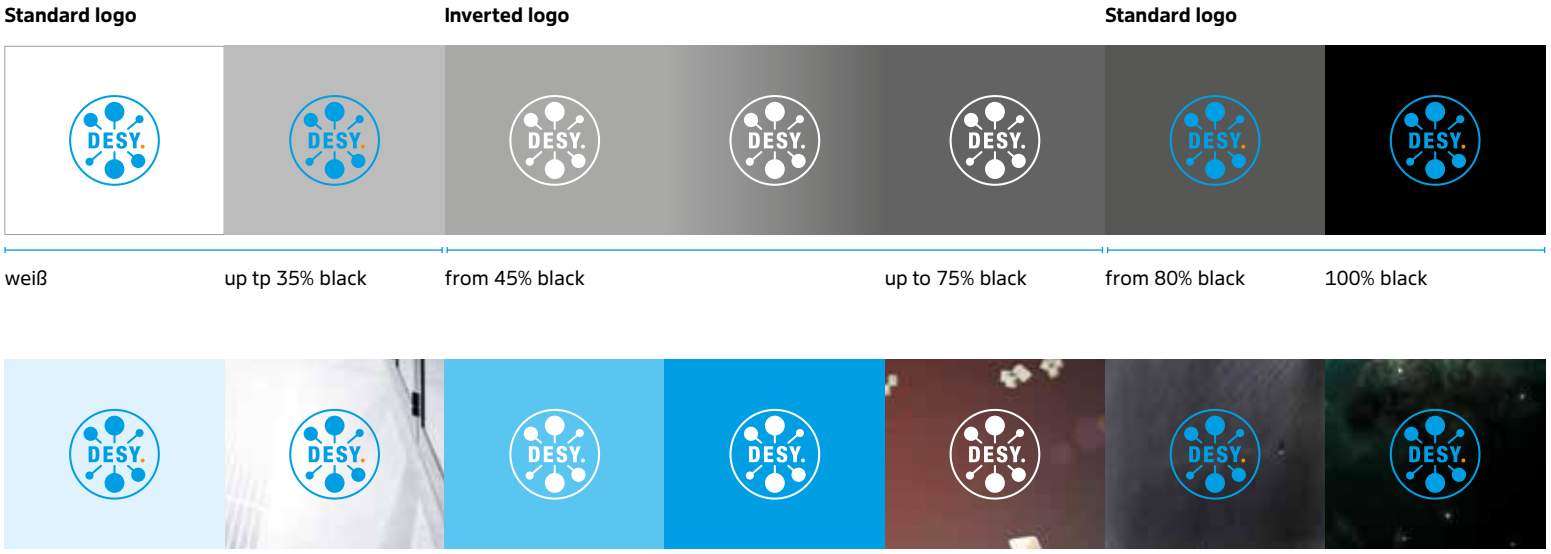
Logo | Standard and inverted versions

Logo variants

Presentation of the logo on various backgrounds requires a standard (positive) and an inverted (negative) version. As soon as the background colour can no longer be easily distinguished from the logo, (approximately from a tone value of 45%), the inverted version should be used.

Backgrounds

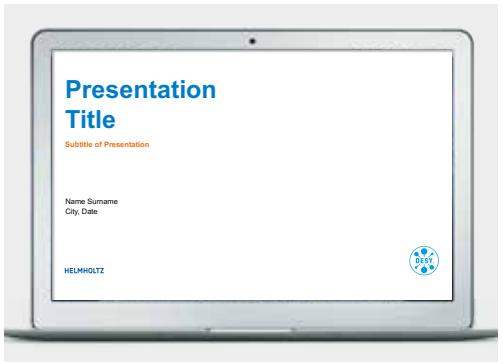
The immediate background of the DESY logo should be an unfragmented portion of a picture with a discreet colouration. Background colours should defined by discreet or neutral colour schemes.



Logo variants on comparable hues of backgrounds and coloured surfaces (either the logo colours or discreet tones)

Logo | File formats

In order to meet the requirements of various specific media, the logo is available in different file formats in appropriate colours.



Print media

CMYK (4C) colour scheme
For print media, a 4-colour version (CMYK/4C) is available.

DESY_logo_4C.ai
DESY_logo_4C.eps
DESY_logo_4C.pdf

Pantone (PC) colour scheme
For print media in two- or three-colour printer setups, a Pantone 2-colour version (PC) is available.

DESY_logo_PC.ai
DESY_logo_PC.eps
DESY_logo_PC.pdf

White
DESY_logo_white.ai
DESY_logo_white.eps
DESY_logo_white.pdf

Displays

RGB (3C) colour scheme
For displays (such as uses in Office or on the Web), a 3-colour version (RGB/3C) is available.

Office
DESY_logo_3C_office.ai
DESY_logo_3C_office.emf
DESY_logo_white_office.ai
DESY_logo_white_office.emf

Web
DESY_logo_3C_web.jpg
DESY_logo_3C_web.png
DESY_logo_3C_web.svg
DESY_logo_white_web.png
DESY_logo_white_web.svg

3D application

RAL colour scheme
For 3D applications, such as on buildings or signs, a RAL colour version is available.

DESY_logo_RAL.ai

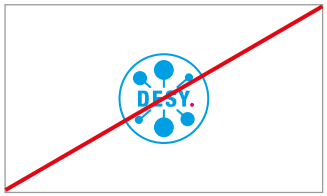
Special applications (black/colourless)
For special uses, such as for colourless engraving or carving, a black version of the logo is available.

DESY_logo_black.ai
DESY_logo_black.eps
DESY_logo_black.pdf

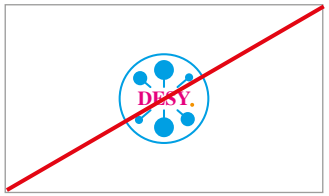
Logo | Incorrect use

The DESY logo may not be altered or customised. In order to use the logo, an optimal presentation must always be ensured for the use of the logo.

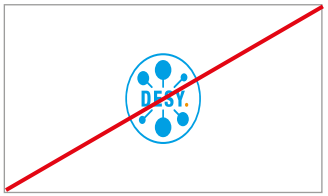
The following examples are absolutely to be avoided.



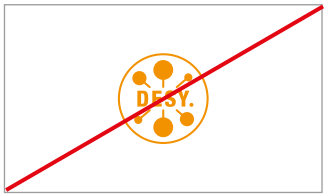
Change of the period



Change of the font

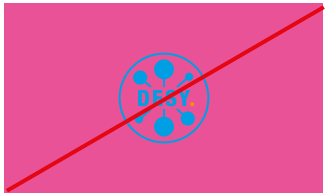


Change of proportion

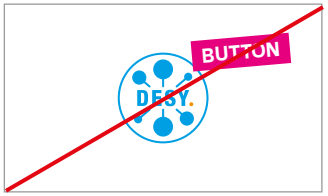


Change of colour

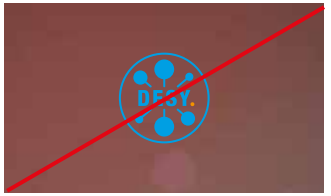
Busy background



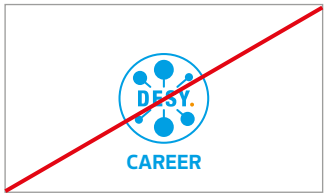
Improper background colour



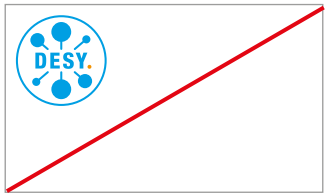
Disruptive elements



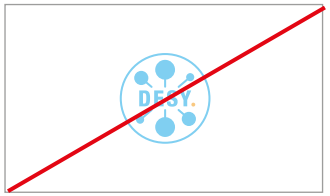
Inappropriate logo version
in terms of contrast



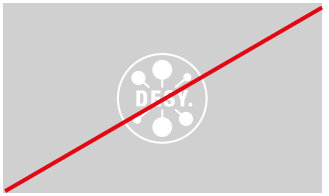
Individual logo additions



Insufficient buffer



Altered transparency or opacity



Inappropriate logo version
in terms of contrast

Logo | Branding extension

The DESY branding extension comprises the long version of the name of the research centre, as well as information about its membership in the Helmholtz Association. This informative extension is to be used in specific media next to the DESY logo. The font size and placement of the extension depends on each medium and the area of use.

1 Branding extension
DesySans Cn* Bold
Spacing: 20 Pt
Kerning: Metric
Line spacing: Font size x 1.4

Business stationery
On business stationery, the branding extension is to be vertically centre-justified in relation to the logo.

Orientation to the logo: vertical centre axis

Communications media
In communications media (print), the branding extension is to be placed within the print area.

Orientation to the logo (standard): baseline

Compact version
In cases where there is little space, such as next to other logos as a cooperation partner, the branding extension is to be directly adjacent to the logo. The extension can also be set in a three-line layout (as an exception).

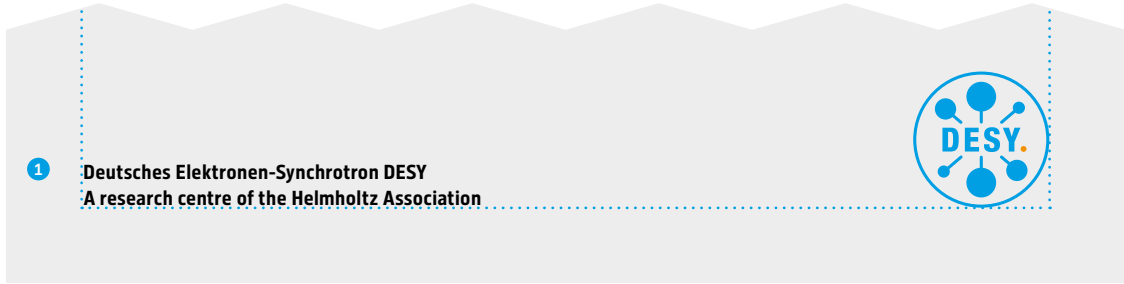
Directly adjacent to the logo, vertically centred, left-justified (standard)

*Cn: shortening for "condensed" (narrow typeface)

Business stationery

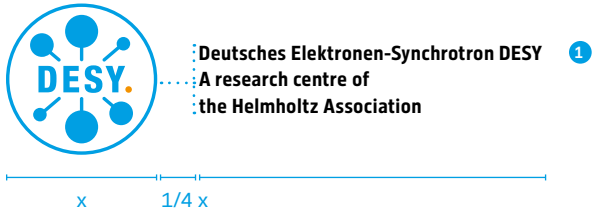
Orientation to the logo: vertical centre axis

Communication media



Orientation to the baseline of the logo (example: DIN A5 brochure)

Compact Version



Directly adjacent to the logo: vertically centred, left-justified

Logo | Helmholtz Reference

As DESY is a research centre of the Helmholtz Association, in all representative media, a reference to the Helmholtz Association should be present. This reference comprises the Helmholtz logotype and, if applicable, an additional text about the institution.

Use

The DESY logo should always be dominant. Depending on the space available the standard or alternative version of the Helmholtz logotype is used subordinately to the DESY logo. Here, it is important that the specified size ratio of the Helmholtz logotype to the DESY logo is observed.

Business stationery and publications

1A **Helmholtz logotype:** relative width 1.25 x

Special case: DESY-Helmholtz combination

If it is expected that there will be no space for a general description of DESY in a publication (for example in a magazine or compact flyer), then a DESY-Helmholtz text with both logos in combination should be placed on the rear side of the publication.

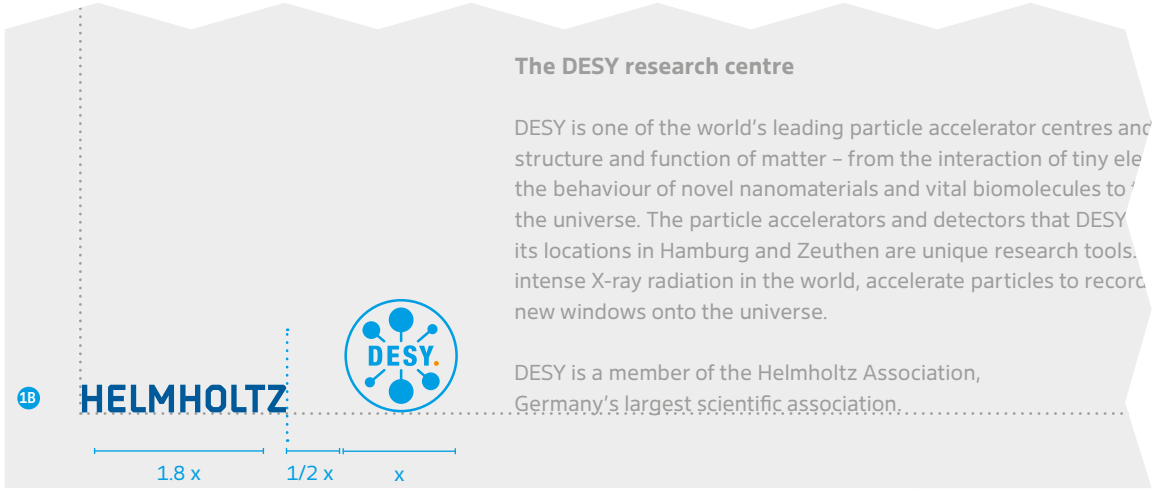
1B **Helmholtz logotype:** relative width 1.8 x

Relative size in three-dimensional space

Depending on the object, the DESY logo should be placed with a prominent size with the Helmholtz logotype readable but less prominent, such that it is several times smaller.

Business stationery and publications

DESY-Helmholtz combination



DESY lettering

The DESY lettering is to be used in cases where there is little space (e.g., small souvenirs) or other restrictions (e.g., technical production conditions).

In communication media, the lettering is found as a standard as part of lemmas, and it is already embedded in DESY templates.

For media-specific requirements, the DESY lettering is available in appropriate colour versions and various file formats.

DESY lettering
DesySans Cn* Heavy
Spacing: 30 Pt
Kerning: Metric
Minimum font size: 8 point

DESY.

Minumum size

8 Pt I **DESY.**

e.g., as a text element on lemmas

*Cn: shortening for “condensed” (narrow typeface)

Headline fonts | DesySans Condensed (Cn)

DesySans

The font DesySans was developed by Hubert Jocham specifically for DESY. The sans-serif font lends communication media a timeless-modern look and a characteristic DESY feel. Additionally, the colour profile of the headline conveys a memorability factor.

Image Headline

Image headlines are composed of one or two concise keywords that get vividly and intelligently to the point. At the end, an orange period is to be used. These words are used prominently as titles for print media or the start pages for websites or presentations.

Headline: DesySans Cn* Heavy, cyan, period orange
Subheadline: DesySans Cn* Medium, orange

Functional headline

Functional headlines are longer and more descriptive. They are to be used predominantly on inner pages (print) or subpages (web).

Headline: DesySans Cn* Medium, cyan
Subheadline: DesySans Cn* Regular, orange

IMAGE HEADLINE.

Image Subheadline, describing the topic

Descriptive functional headline

Functional subheadline on the topic

DesySans Condensed Heavy
abcdefghijklmnopqrstuvwäöü
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
1234567890ß 1§$%&/()=?+#;:""©@®.

DesySans Condensed Medium
abcdefghijklmnopqrstuvwäöü
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
1234567890ß 1§$%&/()=?+#;:""©@®

DesySans Condensed Roman
abcdefghijklmnopqrstuvwäöü
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
1234567890ß 1§$%&/()=?+#;:""©@®

*Cn: shortening for "condensed" (narrow typeface)

Fonts | DesySans and Caecilia

DesySans
Introduction (from 12 pt): DesySans Regular

Quote, citation, or terminology:
DesySans Regular Italic

Heading, body text: DesySans Cn* Medium

Body text, captions, and copyrights:
DesySans Regular

Introductions, subheadlines, emphasis in body text or captions:
DesySans Bold

Emphasis in citations or quotations:
DesySans Bold Italic

The texts are generally set justified left in the flat type setting, in order to ensure optimal readability.

All font formats are preset in the layout templates.

Caecilia
The slab-serif font Caecilia was developed by Peter Matthias Noordzij for the DESY research magazine *femto*. It is used for body text and quotations in the magazine.

Quote: Caecilia LT Std 56 Italic

Body text: Caecilia LT Std 55 Roman

Emphasis in body text:
Caecilia LT Std 75 Bold

*Cn: shortening for "condensed" (narrow typeface)

DesySans

Introduction starting at 12 point, est nienda nams fugitin conniaerem tem.

"Quote or personal statement of a person"
Quoted person, institution

Headline, body text

Introduction Tem quidus consere, omnienda nam fugituet um rersperum fugitin con niaerem quibuscidus volut. Ur? nes ipidest rem quunt voluptur modipsantio ex et prerspe.

Subheadline
Body text Tem quidus consere, omnienda nam fugituet um rersperum fugitin con niaerem quibuscidus volut.

Emphasis: Body text Laborecus aditia dolla si alit, in aliquis dolorat. Everuntisti dest, conse plande invellaut. Eperiatquae essumquam rem fugit, sum es maximus.

Emphasis: Picture caption consere, omnienda nam fugit est rersperum fugitin con niaerem quibuscidus volut ut aut quiatia.

Citation: *Tem quidus consere, omnienda nam fugit facips rersperum fugitin con niaerem quibuscidus volut ut.*

DesySans Bold
abcdefghijklmnopqrstuvwäöü
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
1234567890ß 1§$%&/()=?+#;:""©@®→↗

DesySans Regular
abcdefghijklmnopqrstuvwäöü
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
1234567890ß 1§$%&/()=?+#;:""©@®→↗

Caecilia

Subheadline
Alternative body text. Consere, omnienda nam fugituet um rersperum fugitin con niaerem quibuscidus volut.

Emphasis: Alternative body text aditia si alit, in aliquis dolorat. Everuntisti dest, conse plande invellaut.

"Quote or personal statement of a person"
Quoted person, institution

Replacement text: Arial

The system font Arial is used in correspondence, in office applications, and in electronic media (email, PowerPoint, Internet), in cases where the DESY house font is not practicable or is not available for use by external persons.

The Arial font is included in all systems by default and guarantees a uniform view and formatting of the given media.

All font formats are preset in the layout templates.

Arial Bold

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890ß 1§$%&/()=?+#;:“”©@®

Arial Regular

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

1234567890ß 1§$%&/()=?+#;:“”©@®

Colours | Use

Company colour scheme

The company colour scheme defines the presentation of all corporate communications. The colour cyan acts as the primary brand identifier, with orange serving as an accent colour.

Use in external communications
Higher proportion of white with the DESY branding elements in their standard colours ("positive" colour variants)

Use in internal communications
Broad use of cyan with white font colour as well as DESY branding elements in their inverted versions ("negative" colour variants)

Secondary colours

The secondary colours expand the company colour scheme into a more flexible palette.

Use: Primarily for graphic design, specific accents or highlights, or illustrations of various content

In exceptional cases, such as in the DESY research magazine *femto*, different articles and themes can also be designed in a wider range of colours.

Background colours

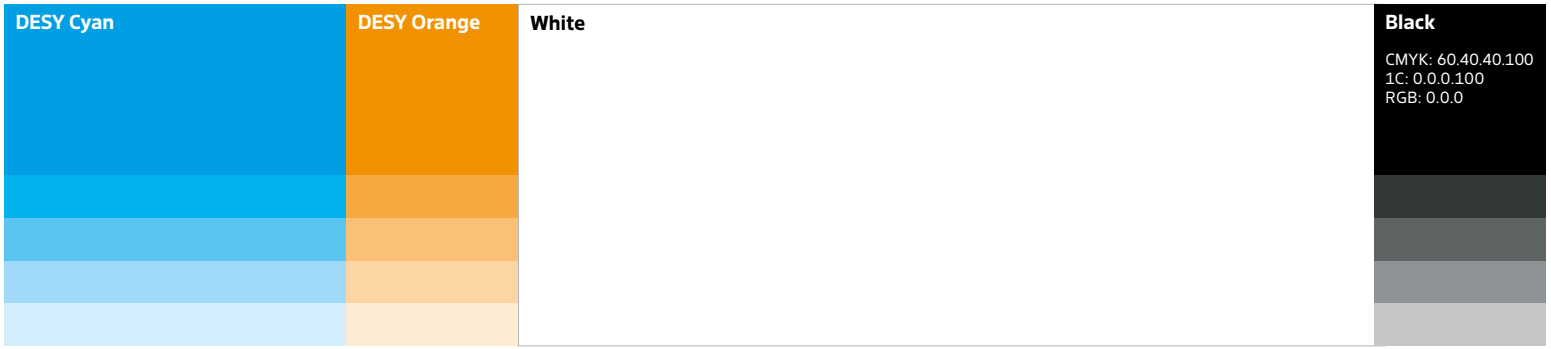
White, cyan, a bright grey tone, or dark blue serve as background colours

Colours for screens (accessibility)

Modified HEX colours for cyan and orange are available to enhance readability of coloured text elements on screens.

Use of HEX font colours:
Cyan texts: #007BC8*, RGB: 0.123.200
Orange texts: #EB6E0F*, RGB: 235.110.15

Company colours



Secondary colours

DESY Cyan	DESY Orange	Red	Light green	Turquoise	Magenta	Violet	Olive	Light brown
CMYK: 100.0.0.0 Pantone: CYAN U/C RGB: 0.159.223 HEX: #009FDF RAL: 5015*	CMYK: 0.50.100.0 Pantone: 144 U/C RGB: 241.143.31 HEX: #F18F1F RAL: 1028*	CMYK: 0.75.85.0 RGB: 235.90.45	CMYK: 50.0.95.0 RGB: 140.180.35	CMYK: 75.0.40.0 RGB: 0.177.170	CMYK: 0.100.0.0 RGB: 210.0.110	CMYK: 50.55.0.0 RGB: 145.125.185	CMYK: 20.10.100.15 RGB: 195.185.0	CMYK: 30.45.55.20 RGB: 170.130.110
Dark blue	**Gelb**	**Dark red**	**Green**	**Petrol**	**Aubergine**	**Purple**	**Dark olive**	**Dark brown**
CMYK: 100.65.35.20 RGB: 0.75.110 HEX: #004B6E	CMYK: 0.20.100.0 RGB: 250.200.0	CMYK: 10.90.60.20 RGB: 185.45.65	CMYK: 80.0.90.0 RGB: 0.165.75	CMYK: 100.15.25.35 RGB: 0.105.135	CMYK: 50.85.10.10 RGB: 140.60.125	CMYK: 80.75.0.0 RGB: 80.80.155	CMYK: 35.10.90.40 RGB: 130.135.40	CMYK: 35.60.70.35 RGB: 130.90.60

All CMYK and Pantone colours are optimised for printing on (silk) matte paper.

*Only possible as an approximation of the CMYK value.

Graphics | Illustrations and Infographics

Graphics provide a comprehensive and rapid conveyance of information and facts. Illustrations and infographics enable complex content to be easily and elegantly portrayed.

Style guidelines

The graphic style is characterised by clean forms and the DESY colour palette. Ther company colours should be primarily used in cases where the general DESY content is presented.

Colour palette

General content: DESY company colours and neutral colours

Background colours: bright cyan or grey tones (10%), white, or dark blue

Lines

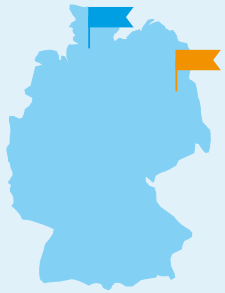
Dividers: 0.75 pt, 70% black or white
Label lines: 0.75 pt, cyan, 70% black, white

Labeling

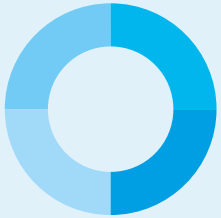
Font: DesySans Cn* Medium, Cyan/black
Font size: at least 7.5 pt

*Cn: shortening for "condensed" (narrow typeface)

DESY in numbers



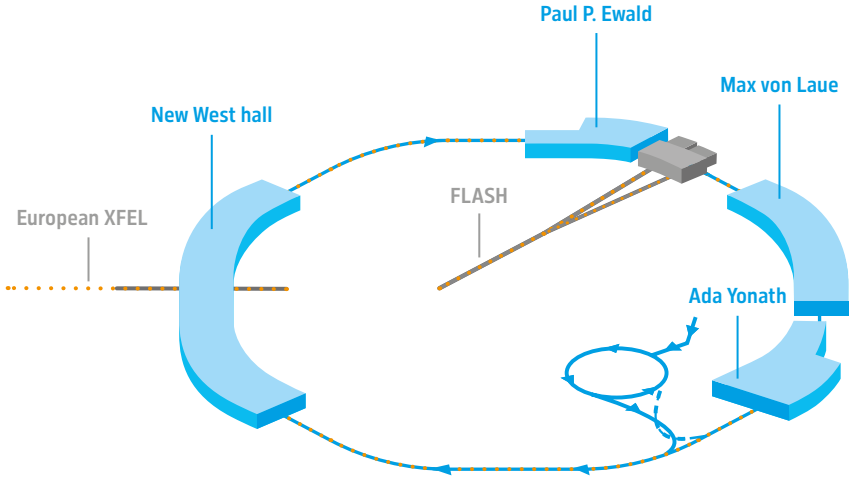
2
sites
Hamburg
and Zeuthen



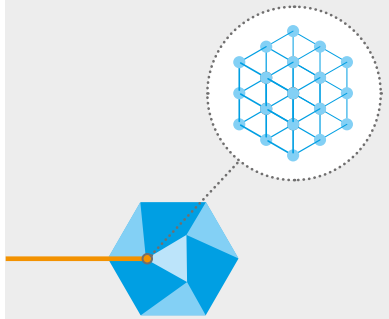
4
research areas
- Accelerators
- Photon science
- Particle physics
- Astroparticle physics

2800
employees
from more than
60 nations

PETRA IV experiment halls



Atomic resolution



Beamtime

approximately
5000
hours per year and
beam delivery

Graphics | Diagrams and pictograms

In complex illustrations, diagrams, or pictograms, different parameters can be differentiated from one another by using secondary colours.

Style guidelines

The graphic style is characterised by clean forms and the DESY colour palette. Ther company colours should be primarily used in cases where the general DESY content is presented.

Colour palette

DESY company colours, secondary colours, and neutral colours

Background colours: bright cyan or grey tones (10%), white, or dark blue

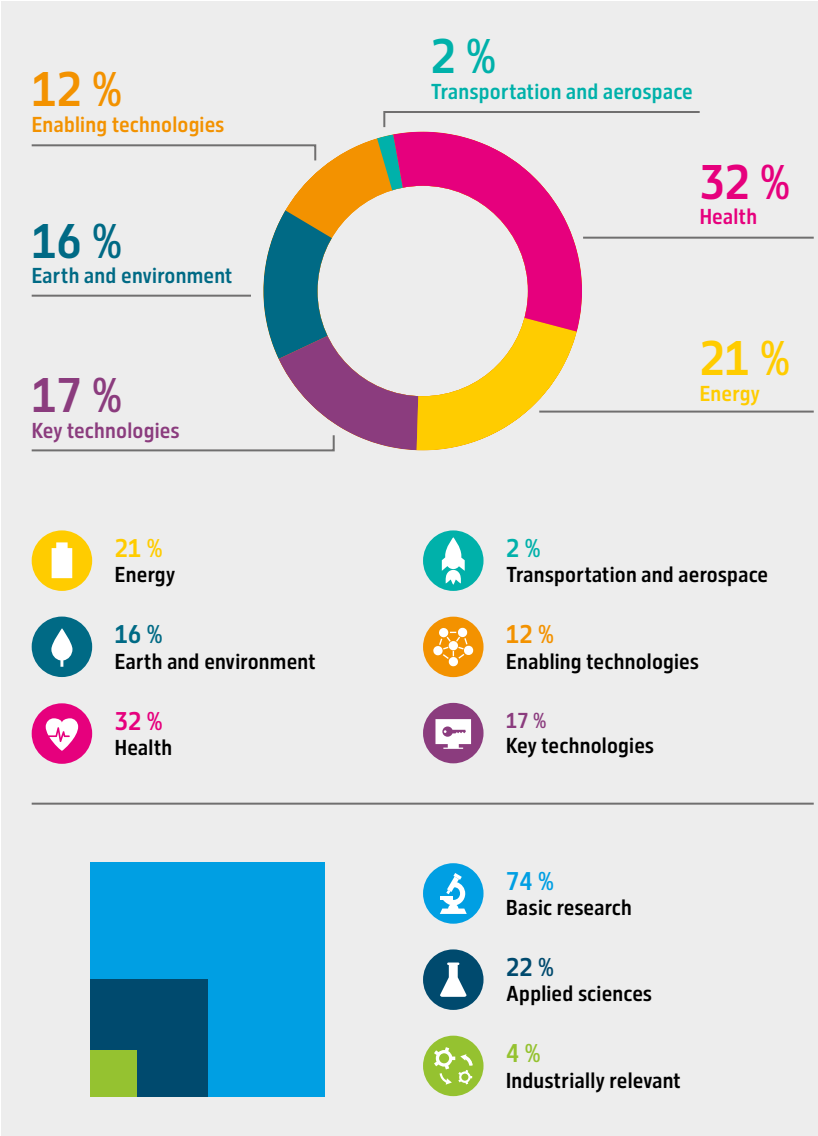
Lines

Dividers: 0.75 pt, 70% black or white
Label lines: 0.75 pt, cyan, 70% black, white

Labeling

Font: DesySans Cn* Medium
Font size: at least 7.5 pt

*Cn: shortening for "condensed" (narrow typeface)



Imagery | People and competencies

The research centre DESY comes to life through its international employees, who bring their diverse competencies together for scientific progress.

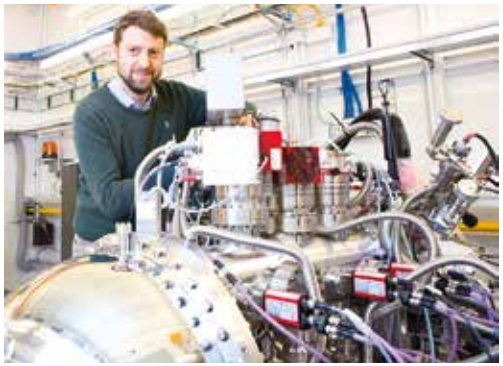
Criteria

Picture content
DESY employees in action at their workspaces are in focus, when possible in a scientific environment. Ideally, women and men are equally represented.

Emphasis
- authenticity
- professionalism
- personal engagement

Picture composition
- clear perspectives
- calm picture composition
- ideally frontal or side view of the person
- factually correct and comprehensible illustration of spaces, situations, and technical details

Picture style
- complete illumination of the setting
- maximum depth of field (preferred)
- natural lighting
- authentic colouration



Imagery | Portraits

In portrait photography, the focus is on an individual person. Ideally, this person is photographed in his or her work environment that can be representative of his or her area of responsibility.

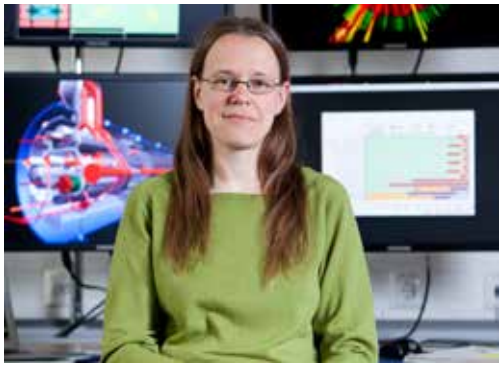
Criteria

Picture contents
DESY employees stand in front of their everyday working environment

Emphasis
- authenticity
- seriousness
- sympathy

Picture composition
- clear perspective
- uncluttered picture composition
- ideally the frontal view of the person
- at eye level
- actually correct and comprehensible demonstration of the situation

Picture style
- natural lighting
- authentic colouration
- when in an enclosed space: complete illumination of the setting
- maximum depth of field (preferred)



Imagery | Research facilities and high tech

The DESY research campus is characterised by its high-tech accelerator facilities and made unique by its interdisciplinary research areas.

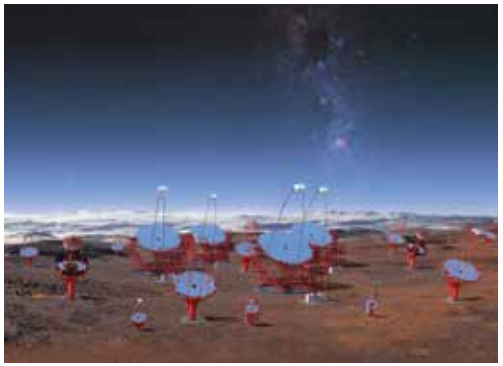
Criteria

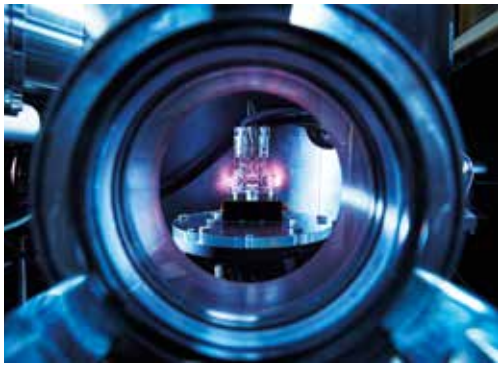
Picture contents
DESY facilities and technologies

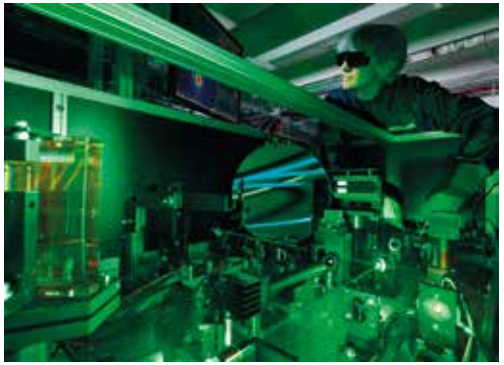
Emphasis
- high tech
- professionalism
- precision
- innovation

Picture composition
- calm picture composition
- clear perspectives
- factually correct and comprehensible demonstrations of facilities and technologies

Picture style
- individual illumination of the setting
- maximum depth of field
- atmospheric lighting
- individual colouration







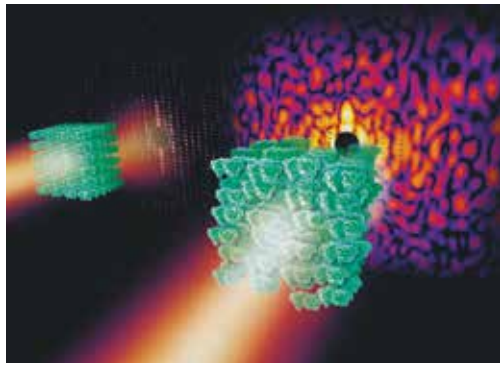
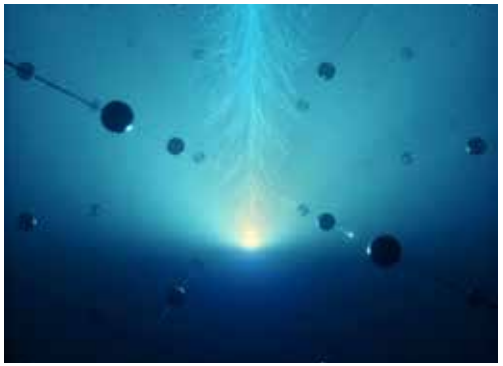
Artistic impressions

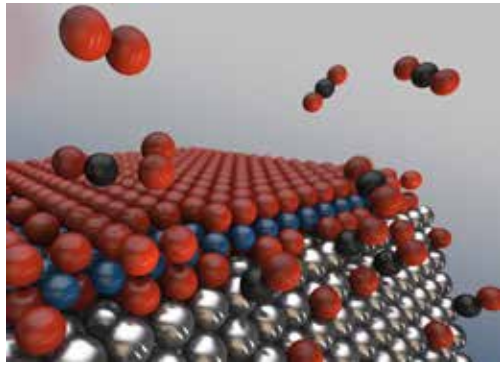
Artistic impressions serve as individual illustrations of particular scientific results or technologies in which there are no representative photographs or pictures of the result itself. Artistic impressions comprise pictures or an explanatory animation. They are used for press releases, scientific papers, brochures, presentations, and websites.

Picture contents
Scientific results or technologies

Emphasis
- fascination of science
- high tech
- precision
- innovation

Picture style
- atmospheric lighting
- individual colouration



Application

The Style Guide and templates enable the implementation of communication media and ensure that DESY is presented in a professional and uniform way.

Business stationery

Letterhead

The business stationery comprises the letterhead and business cards. The letterhead is to be used for official correspondence and is available in English and German.

Templates are available. The formatting should not be customised or built upon.

Business cards

The business cards contain a person's relevant contact information and as a standard are bilingually produced (German/English). For important additional information, alternative obverse sides are available.

Alternative obverse side: DESY groups
If a person belongs to a DESY group, the appropriate additional information can be displayed on the obverse side, with a cyan background.

Alternative obverse side: Cooperations
If a person belongs to an additional institute or cooperation, the appropriate additional information as well as the partner logo can be placed on the obverse side.

Business cards can be ordered from the DESY Copy Shop: kopierzentrale@desy.de

Deutsches Elektronen-Synchrotron DESY
A Research Centre of the Helmholtz Association

DESY | [senderPostal address]

[First name] [name]
[Company]
[Department]
[Street]
[Postcode] [City]
[Country]

[senderFullname]
[senderFunction]
[firstname.name]@desy.de

[senderDepartment]
[senderPostal address]
Tel. +49 [senderPhone]

[Date]

[Subject]

Dear [name of recipient],

[Letter text] Tat etusa ipiciet, cone dolorepra nempori tionsed quunt ea sit quia quis dit quisquia pre expligentiae perum hitibus archili quunt, sequi veri ten ditatem ad qui dolorpo remquunt quid maxime venet moluptaest quas re cume suscipsae veliae officid mi, odigenis ulpa porpor acepero rioris esed quaerup iendere con evenis cusam expersperis diate venihic tetusciam, estias et ipicil erum quiam sintissit voluptus de explibus, quaerem aut volora dolorem susum llessitio ommodi bea prorestionse verio cor repeliam as aut explacerat.

Ferum iditaquiam re eosam, inciisto que pe diti di dolupti volorisserum remede explqui odi odiorem dolorro consequias apedia verferf erorest, ut offictatur? Ebitae. Aque et aut harcitio in exceperibus aliquam eumquas siminctur simet, Ro esequi debis mil modia pre porem qui officii ssitat andae vendebitatem resi ius magnimilique provid modit voluptas nectotat.

Epudae. Expel illaut quas velit quias in pra con con pa ni officiisima a si alique esti cuscimintint qui officip sapici dolent, nullis dolectu rionsequiam as etuscia dolupta spitiumqui cores nonsenis dolecat fugia voluptur, te pelenih ilitincipsum volorio repedit eturi unt exere, et et laudam faccus apediossum doles accullenia si beratia epudae non rest earcilibus nonemquatius eaqui quoditame eturio et omnimpo rrovitas velia conseque accae enia sita vit elicipitium volut volupta sum di officim la quat veniet pre, sit rem as doluptas nesequa tumqui dolorpost, cusandi temqui odi sitessi ncidunt vero Es magnam rest ex esse dolupta simaxim nonempo rroris aut hilibus.

Deutsches Elektronen-Synchrotron DESY
Notkestraße 85, 22607 Hamburg, Germany

Location Zeuthen
Platanenallee 6, 15738 Zeuthen, Germany

www.desy.de

Board of Directors
Prof. Dr. Helmut Dosch (Chairman)
Christian Harringa (Deputy Chairman)
Prof. Dr. Beate Heinemann
Prof. Dr. Wim Leemans
Prof. Dr. Christian Stegmann
Prof. Dr. Edgar Weckert
Dr. Arik Willner, CTO (Delegate of the Directorate for Innovation)

HELMHOLTZ

Examples in a smaller view

Business cards

Deutsches Elektronen-Synchrotron DESY
Ein Forschungszentrum der Helmholtz-Gemeinschaft

Vorname Name
Titel
Funktion, Abteilung

Notkestraße 85 | 22607 Hamburg
Tel. +49 40 8998 - 4321 | Mobil +49 179 987 1234
vorname.name@desy.de
www.desy.de

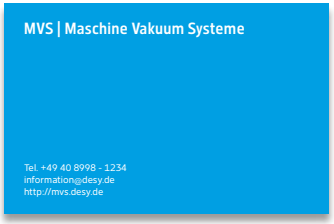
Front side, German

Deutsches Elektronen-Synchrotron DESY
A Research Centre of the Helmholtz Association

First name name
Title
Function, Department

Notkestraße 85 | 22607 Hamburg | Germany
Phone +49 40 8998 - 4321 | Mobile +49 179 987 1234
firstname.name@desy.de
www.desy.de

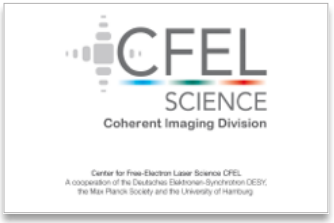
Obverse side, English



MVS | Maschine Vakuum Systeme

Tel. +49 40 8998 - 1234
information@desy.de
http://mvs.desy.de

Alternative obverse side with group information (internal)



CFEL
SCIENCE
Coherent Imaging Division

Center for Free-Electron Laser Science CFEL
A cooperation of the Deutsches Elektronen-Synchrotron DESY, the Max Planck Society and the University of Hamburg

Alternative obverse side with cooperations

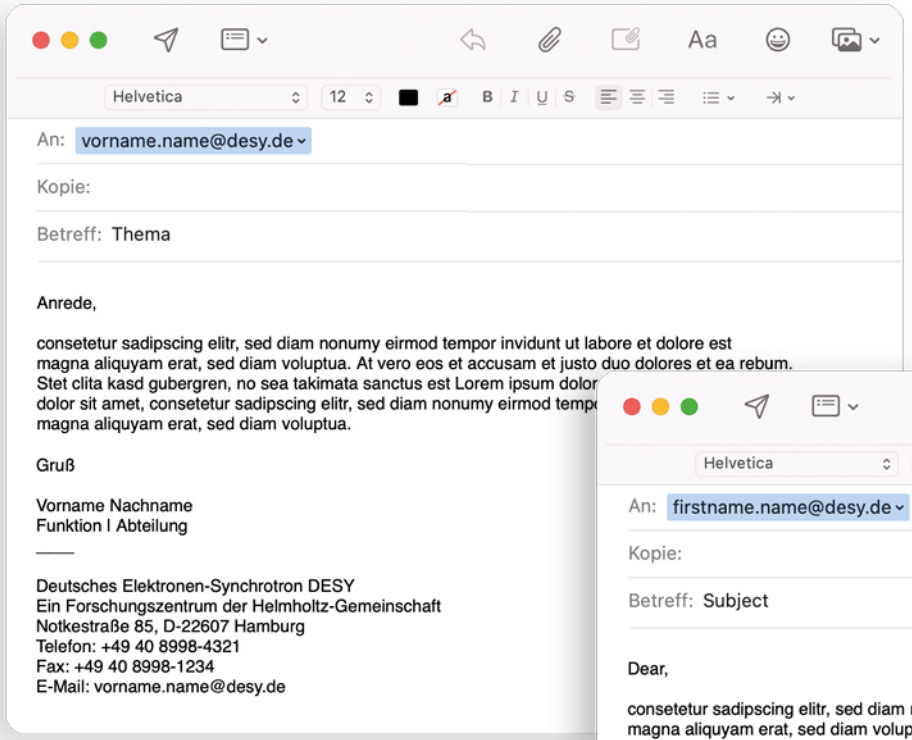
Email signature

With the completely text-based template shown here, we can realise a functional and uniform display of email signatures regardless of the sender or recipient's email client or device. Logos and graphical elements are not used so as to avoid mistakes in the signature's layout.

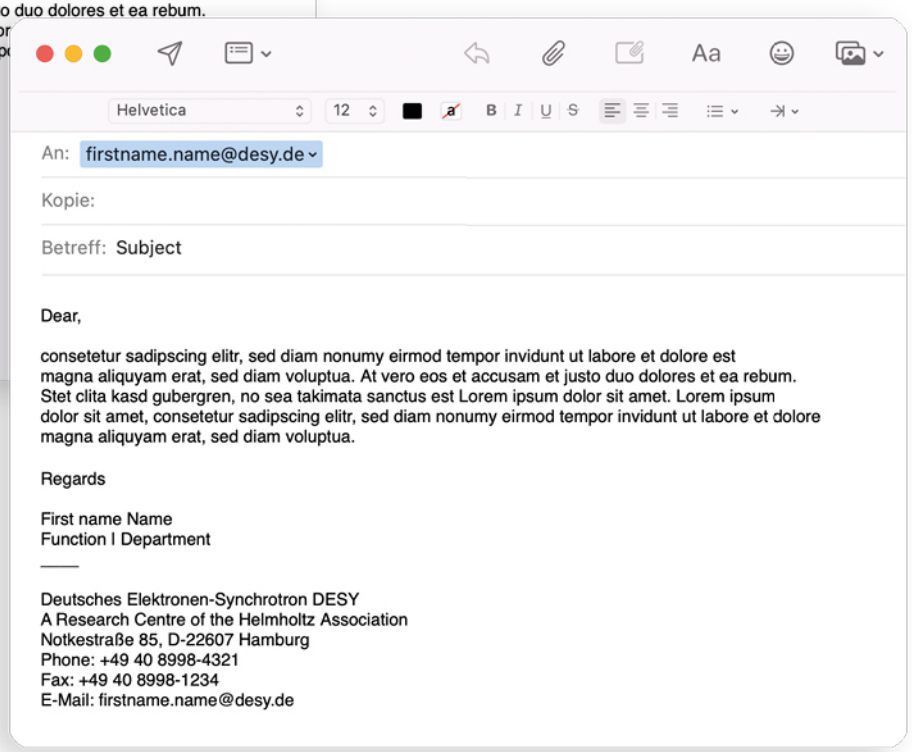
A dividing line between the sender information and the institute address can be made using four adjacent underscores ("_").

Typography

The standard formatting of the email client should be used for the email signature. The font style and size should not be changed.



German version



English version

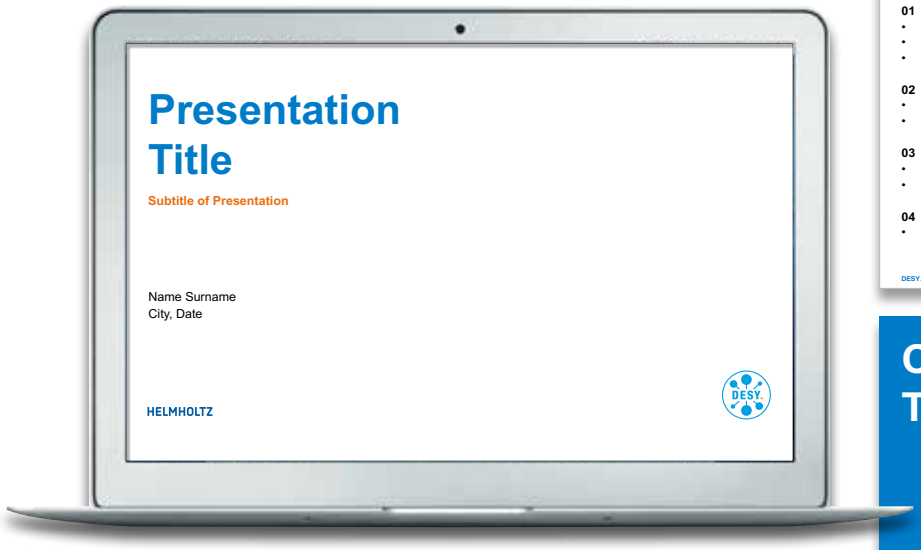
Examples in a smaller view

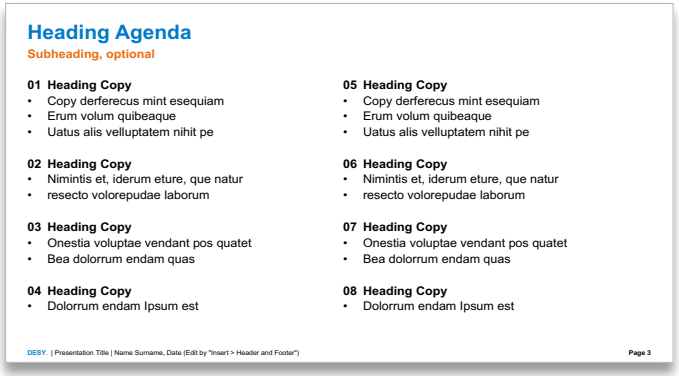
Presentations

The PowerPoint templates offer various layout variants that allow for a flexible presentation of text, graphics, and pictures. In order to maintain a professional and understandable presentation, it is important to not overload the slides with content, but rather to focus on several core points.

The colours are carefully considered with accessibility in mind, in order to ensure an ideal readability of coloured fonts on a screen.

Templates are available in 16:9 and 4:3 formats in both German and in English. The formatting should not be altered or added upon.





Examples in a smaller view

Print media

Print media are an essential communications medium for different target groups and occasions. The design is characterised by the DESY brand elements and expressive picture motifs.

For the various types of content and areas of application, templates are available in various formats and layout variants. These range from postcards, flyers, and brochures to posters.

The following pages explain the most important basics of print media.

DIN A4 brochure

Full picture cover

DIN long flyer

Title variant with flexible space

DIN A6 postcard

Examples in a smaller view

Brochures and flyers | Cover: full picture and flexible space

Cover design

The essential design elements of the cover are the headline, the logo with the branding addition, and, ideally, an expressive, full-format picture. As an alternative, a flexible space can extend the layout if the picture motif is too cluttered for the placement of text or the logo. In this case, the text and the logo are placed on the flexible space. This design principle counts for all print media.

Grid

A square grid lies under the cover design in such a way that all formats designed atop it. All design elements are aligned with the grid. The different layout variants within the grid enables a large amount of flexibility while at the same time providing a uniform overall feel.

Templates are available for all conventional formats with varied layout variants. The formatting of the basic elements should not be altered or added upon.

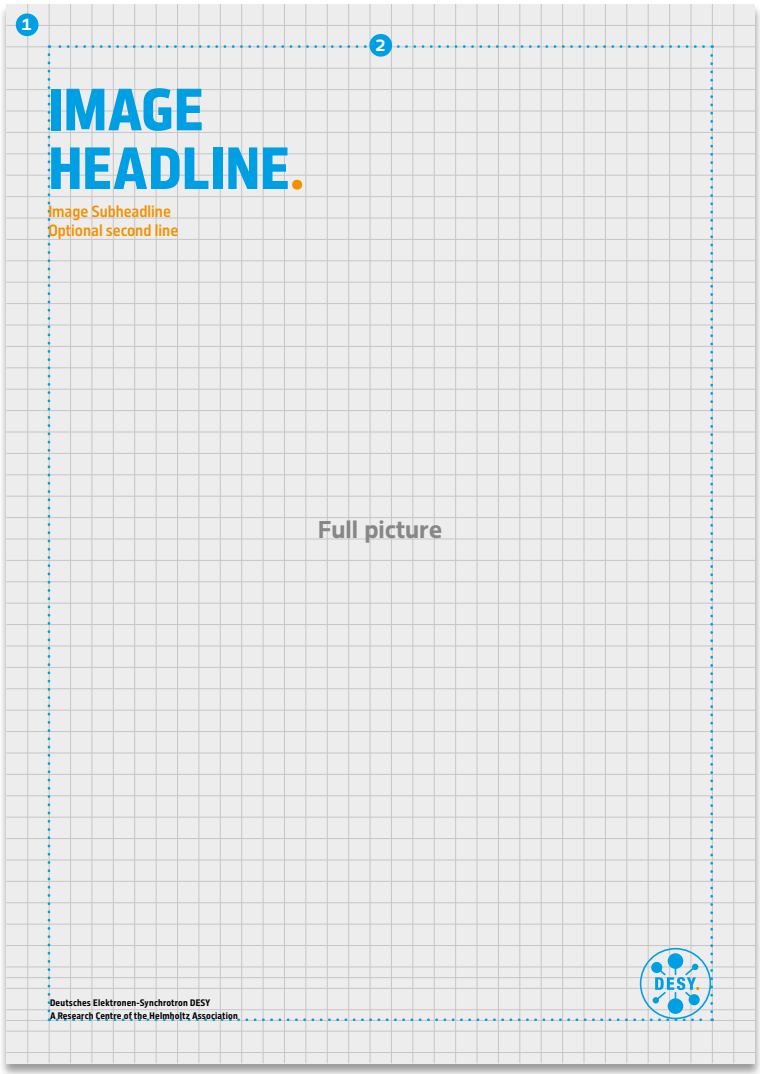
1 Cover grid
serves as a scaffold for the design elements

2 Margins
define the frame for the logo and text

3 Flexible space
White: external communication
Cyan: internal communication

Examples in a smaller view

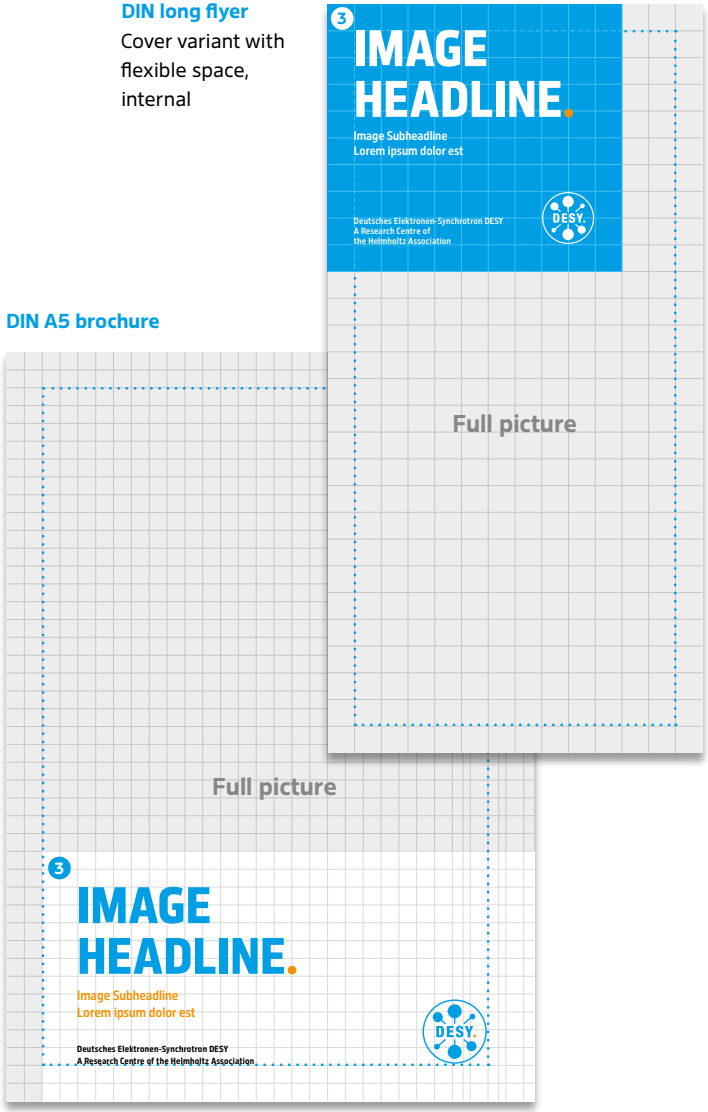
DIN A4 brochure



Full picture cover

DIN long flyer
Cover variant with flexible space, internal

DIN A5 brochure



Cover variant with flexible space

Brochures and flyers | Cover: solid space with picture

Cover design

If only a small image motif is available for the title design or if several images are to be combined, these can be used within the grid on a white or cyan (internal communication) solid space. The images are ideally placed at the top, spreading into the bleed of the format, with the headline below. The brand elements are placed in a fixed position at the bottom.

Grid

A square grid lies under the cover design in such a way that all formats designed atop it. All design elements are aligned with the grid. The different layout variants within the grid enables a large amount of flexibility while at the same time providing a uniform overall feel.

Templates are available for all conventional formats with varied layout variants. The formatting of the basic elements should not be altered or added upon.

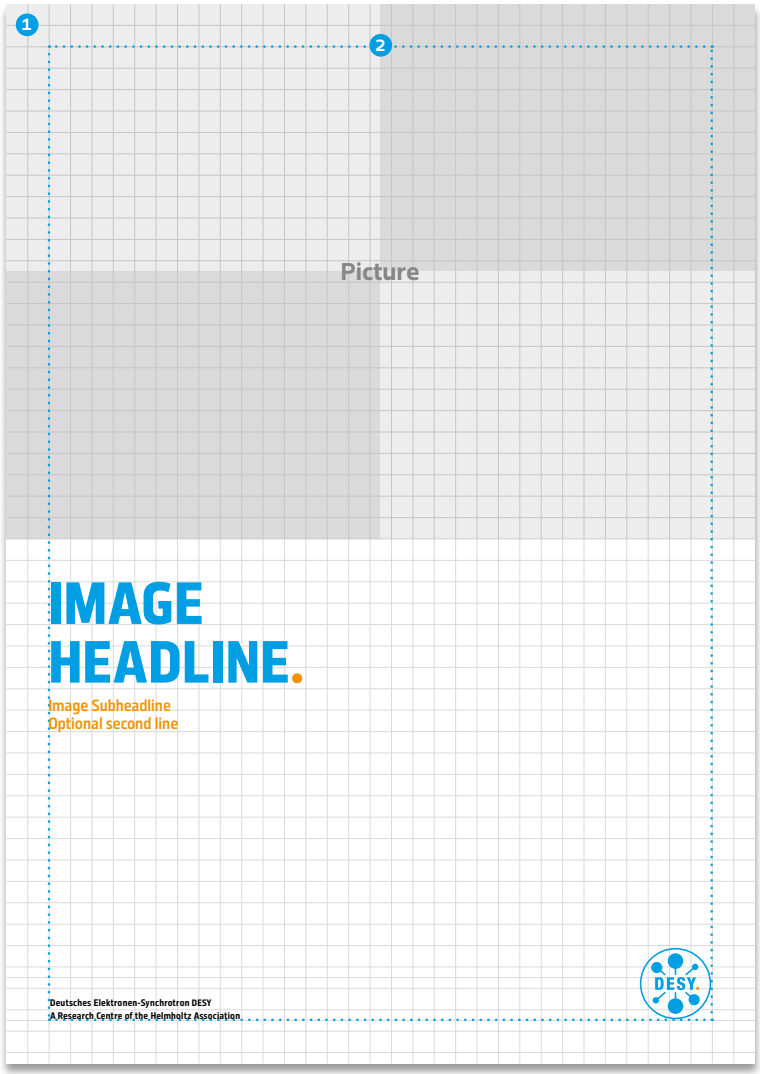
1 Cover grid
serves as the scaffolding for all design elements

2 Margins
define the framing for the logo and text

3 Solid surface
White: external communication
Cyan: internal communication

Examples in a smaller view

DIN A4 brochure



Solid surface with multiple pictures

DIN long flyer
Solid surface with picture, internal

DIN A5 brochure

Solid surface with picture

Brochures and flyers | Inner pages

On the inner pages of brochures and flyers, content is clearly and concisely displayed through different text formats and pictures.

Column grid
All page elements are positioned in line with a column grid and the page margins.

Baseline grid
The body text is alternatively set in line with the baseline grid so that the lines of text run in the same position on every page. The upper and lower edges of pictures are also aligned with the baseline grid.

The layout principle counts for all brochure and flyer formats. All grids and font formats are pre-installed and verified in the available templates (see page 36). This formatting is not to be altered or added upon.

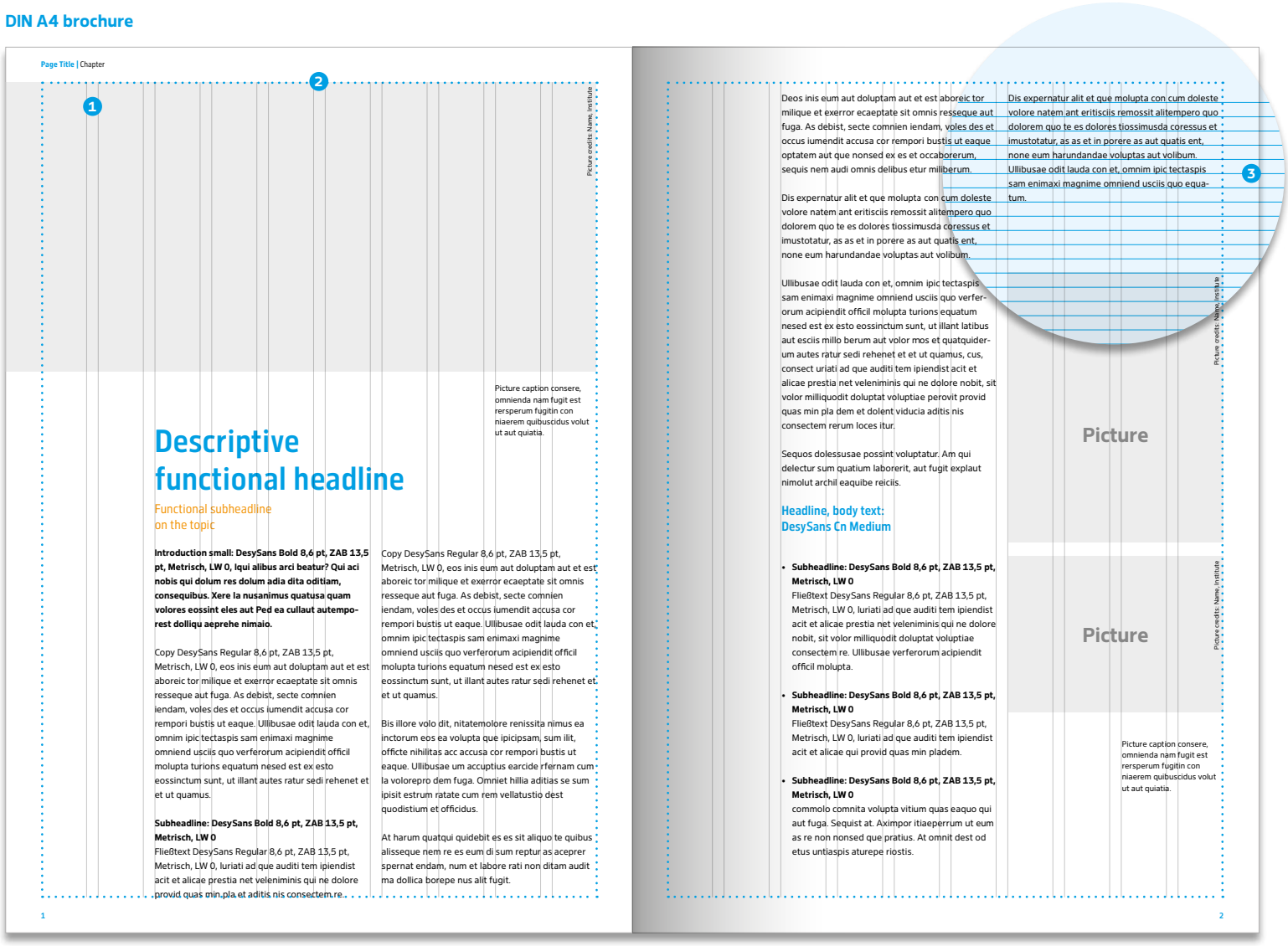
1 Column grid
serves as the scaffolding for all design elements

2 Margins
define the framing

3 Baseline grid
serves as the scaffolding for body text as well as the upper and lower edges of pictures

Example in a smaller view

DIN A4 brochure



Example: inner pages

Brochures and flyers | Back cover

Since DESY is a research centre of the Helmholtz Association, the back cover is reserved for the Helmholtz reference. This is where the Helmholtz logo and a corresponding text are placed. A distinction is made between a Helmholtz blue background area for external communication and a cyan area for internal communication.

A short version of the Helmholtz text is used on the back cover of compact flyers. In addition, the imprint can also be listed here if necessary.

External communication

The Helmholtz logo and a text about the Helmholtz Association are placed on a Helmholtz Blue background.

Background: Helmholtz Blue (100.50.0.20)

Special case: DESY-Helmholtz combination
If there is no space for a general DESY introduction in a publication (e.g. compact brochure or flyer), a DESY-Helmholtz text with both logos in combination is placed on the back.

Internal communication

Background: DESY Cyan

Examples in a smaller view

DIN A4 brochure

Back cover (standard)

DIN long flyer

Back cover, internal

DIN A5 brochure

Back cover, DESY-Helmholtz combination

Poster types | Overview

Posters are used to communicate different topics and announce events. Content and design must be adapted to the respective target group and, if necessary, the occasion.

The diverse requirements necessitate different poster types. A distinction is made between pictorial, informative, and scientific posters. The different poster types are described in more detail on the following pages.

Templates are available for all common formats with different layout variants (see page 36). The formatting of the basic elements should not be altered or added upon.

Pictorial poster

Full picture layout

- the picture speaks for itself
- little text
- communication of a single topic
- announcement of events

Informative poster

Solid surface with picture and text

- larger amount of informative content
- smaller picture
- announcement of events and lectures with explanatory text

Scientific poster

Solid surface with lots of text and several pictures

- even larger amount of informative content
- lots of text
- when appropriate, lots of pictures and graphics
- display of scientific content

Examples in a smaller view

Pictorial poster | Full picture and flexible space

The essential design elements of the poster are the headline, the logo with the claim, and ideally a striking picture motif.

Full picture layout
The full picture layout is to be used when texts and the logo can be placed on a calm picture background.

Flexible space
The poster layout with a flexible space is to be used when the picture motif is busy and/or a longer text is expected. In this case, the text and the logo are to be placed on the flexible space.

Grid
The poster design is based on a square grid that is set for every format. Upon this grid and the margins, all of the design elements are laid out.

Templates are available for all common formats with different layout formats. The formatting of the basic elements should not be altered or added upon.

1 Cover grid
serves as the scaffolding for all design elements

2 Margins
define the framing of the logo and text

3 Flexible space
White: external communication
Cyan: internal communication

DIN Poster A3–A0

Full picture layout

Full picture layout with a flexible space

Examples in a smaller view

Informative poster | Solid surface with picture

If larger amounts of text are required on a poster the picture motif is correspondingly smaller on a white or on a white or cyan-colored (internal communication) solid surface. Ideally, the image should be placed at the top of the format and the text below. The brand elements are placed in a fixed position at the bottom edge.

Grid

The poster design is based on a square grid that is set for every format. Upon this grid and within the margins, all design elements are laid out.

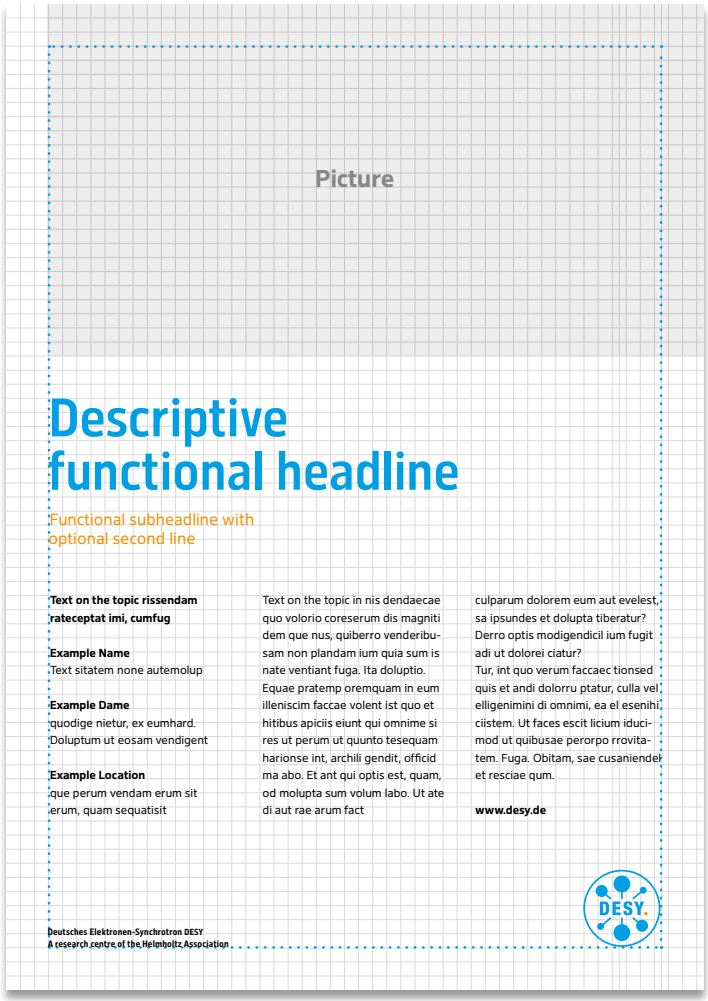
Templates are available for all common formats with different layout variations. The formatting of the basic elements should not be altered or added upon.

1 Grid
serves as the scaffolding for all design elements

2 Margins
define the framing of the logo and text

3 Solid surface
White: external communication
Cyan: internal communication

DIN poster A3–A0



Example: Lecture poster

Example: Poster for an internal event

Examples in a smaller view

Scientific poster

The scientific poster serves to display specific research topics. In this layout, several text blocks, pictures, and graphics can be placed.

Column grid

The poster design is based on a basic column grid. Upon this grid and within the margins, all design elements are to be placed.

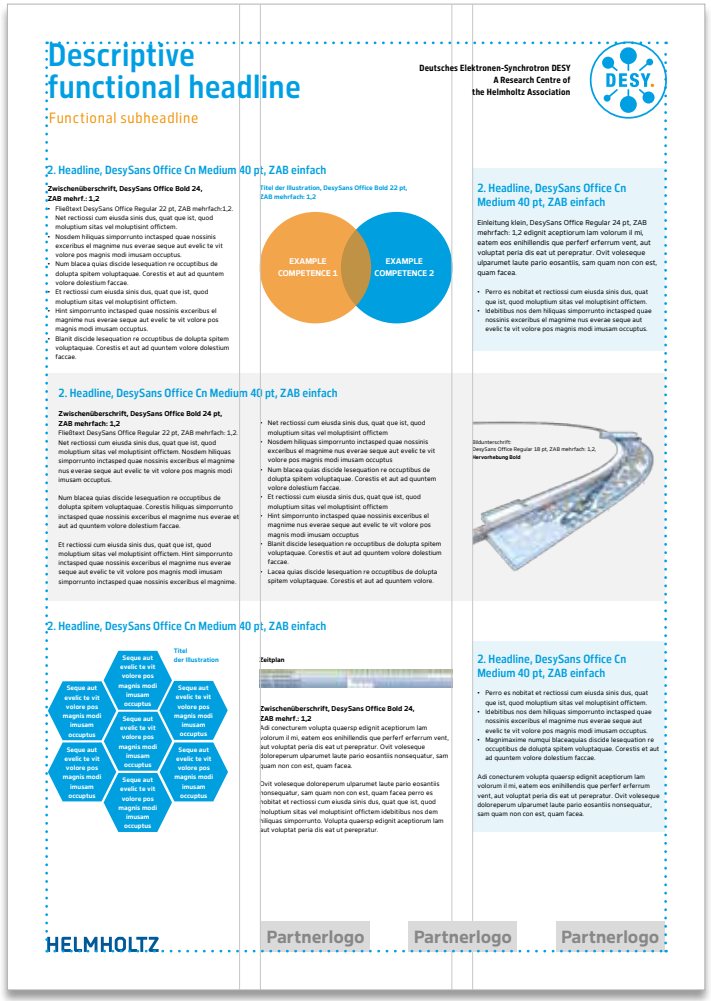
PowerPoint templates for the standard format DIN A0 are available in different layout formats. The formatting of the basic elements should not be altered or added upon.

1 Column grid
serves as the scaffolding for all design elements

2 Margins
define the framing

DIN A0 poster

Example: scientific poster



Example: Scientific poster with cooperation partners

Examples in a smaller view

Roll-ups

The roll-up is used at events and conventions and serves as a striking presentation of DESY topics. In this layout, the picture motif dominates and the text is left more condensed.

Column grid

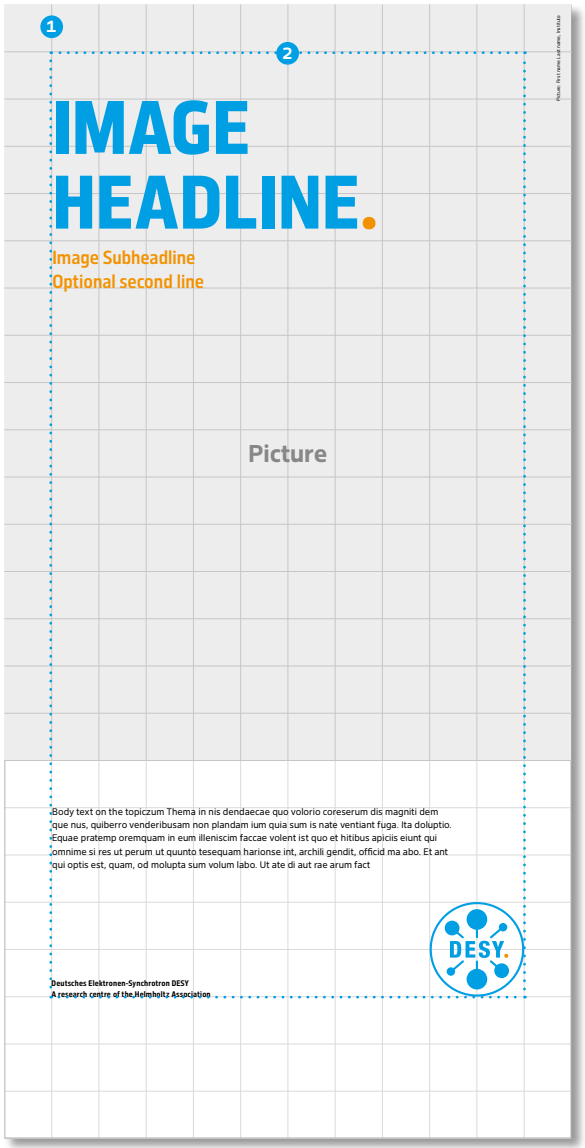
The roll-up design is based on a square grid. Upon this grid and within the margins, all design elements are laid out.

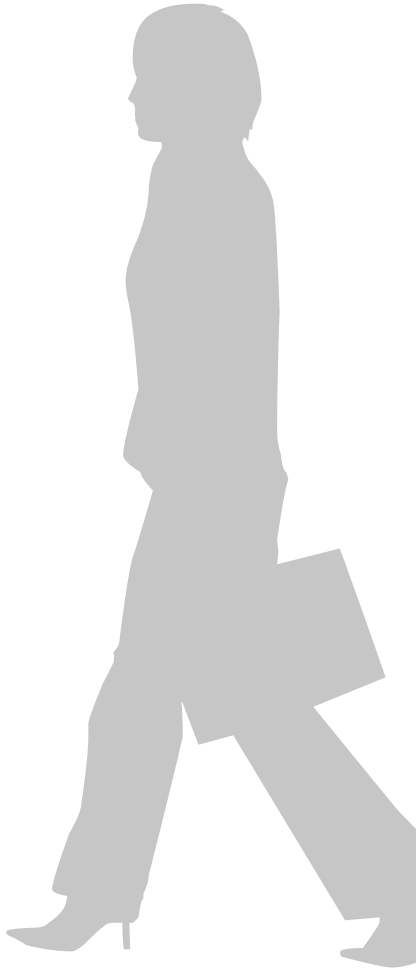
InDesign templates are available for the standard format of 1 x 2 metres with different layout variants. The formatting of the basic elements should not be altered or added upon.

1 Column grid
serves as a scaffold for all design elements

2 Margins
define the framing

Standard size: 1 x 2 metres





Examples in a smaller view

Templates | Overview

The templates and corresponding instruction are found on the following website or will be provided upon request:

https://pr.desy.de/corporate_design/vorlagen

Letterhead DIN A4

Word templates

DESY_Brief.dotx
DESY_Letter.dotx

Agenda DIN A4

Word template

DESY_Agenda.dotx

Whitepaper DIN A4

Word template

DESY_Whitepaper.dotx

PowerPoint presentations

DESY_PowerPoint_4x3_de.potx
DESY_PowerPoint_4x3_en.potx
DESY_PowerPoint_16x9_de.potx
DESY_PowerPoint_16x9_en.potx

Flyer DIN long

Word templates

DESY_Flyer_DL_hoch.dotx
DESY_Flyer_DL_Wickelfalz.dotx

InDesign templates

DESY_Flyer_DL_hoch.indt
DESY_Flyer_DL_Wickelfalz.indt

Invitation/Greeting card DIN long

Word templates

DESY_Einladung_DL_quer.dotx
DESY_Invitation_DL_quer.dotx

InDesign templates

DESY_Einladung_Grusskarte_DL_hoch.indt
DESY_Einladung_Grusskarte_DL_quer.indt

Postcards DIN A6

InDesign templates

DESY_Postkarte_A6_hoch.indt
DESY_Postkarte_A6_quer.indt

Brochures DIN A4

InDesign templates

DESY_Broschuere_A4_hoch.indt
DESY_Broschuere_A4_quer.indt

Poster DIN formats

InDesign templates

DESY_Poster_A0_hoch.indt
DESY_Poster_A1_hoch.indt
DESY_Poster_A2_hoch.indt
DESY_Poster_A3_hoch.indt

PowerPoint templates

DESY_Poster_A0_hoch.potx
DESY_Poster_A1_hoch.potx
DESY_Poster_A2_hoch.potx
DESY_Poster_A3_hoch.potx
DESY_wissensch.Poster_A0_hoch.potx

Roll-up templates

DESY_Rollup_1x2m.indt

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