

foodwatch[®]



CORPORATE DESIGN MANUAL
FÜR FOODWATCH E.V.

INHALTSVERZEICHNIS

ALLGEMEIN

/// Farbe **03** /// Typo **06** /// Schreibweise **11**

BASISLOGO

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LOGO MIT CLAIM

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ALLGEMEIN

Farbe

FARBEN

GRUNDFARBEN

Orange



4c Euroskala

0 C · 40 M · 100 Y · 0 S

Pantone

130 U

HKS

HKS 6

Webfarben

F5A300

Schwarz



4c Euroskala

0 C · 0 M · 0 Y · 100 S

Pantone

Black 6 U

HKS

Schwarz

Webfarben

000000

FARBEN

GRUNDTÖNE

80 % Orange



80 % Schwarz



60 % Orange



60 % Schwarz



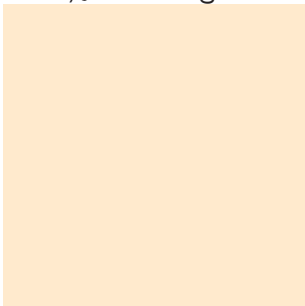
40 % Orange



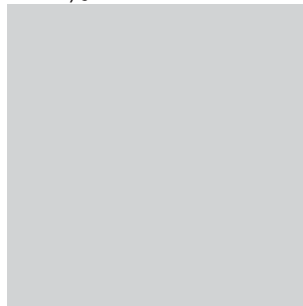
40 % Schwarz



20 % Orange



20 % Schwarz



ALLGEMEIN

Typo

TYPO, ALLGEMEIN

NEWS GOTHIC MT REGULAR

Die Typo läuft in einer Schriftbreite von 90 %. Und wird als Regular MT angewendet.

Um bestimmte Wörter hervorzuheben kann mit einem Space von 30 gearbeitet werden.

NEWS GOTHIC MT BOLD

Die Head- und Sublines laufen in einer Schriftbreite von 90 % und -4 Space. Sie werden als Bold angewendet.

Um bestimmte Wörter hervorzuheben kann mit einem Space von 30 gearbeitet werden **ODER ZUSÄTZLICH MIT VERSALBUCHSTABEN GEARBEITET WERDEN.**

Die Typo wird nur in gerader Schreibweise angewendet.
Die kursive Typo der MT News Gothic kommt **NICHT** zum Einsatz.

T Y P O

NEWS GOTHIC MT REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Bei einer Versalhöhe von 9 pt. wird ein
Zeilenabstand von 12 pt. eingehalten

Bei einer Versalhöhe von 10 pt. wird ein
Zeilenabstand von 14 pt. eingehalten.

Bei einer Versalhöhe von 12 pt. wird ein
Zeilenabstand von 16 pt. eingehalten.

Bei einer Versalhöhe von 14 pt. wird ein
Zeilenabstand von 18 pt. eingehalten.

Bei einer Versalhöhe von 16 pt. wird ein
Zeilenabstand von 20 pt. eingehalten.

Bei einer Versalhöhe von 18 pt. wird ein
Zeilenabstand von 22 pt. eingehalten.

Bei einer Versalhöhe von 20 pt. wird ein
Zeilenabstand von 24 pt. eingehalten.

Bei einer Versalhöhe von 22 pt. wird ein
Zeilenabstand von 26 pt. eingehalten.

T Y P O

NEWS GOTHIC MT BOLD

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1234567890**

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Zeilenabstand von 12 pt. eingehalten.

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Zeilenabstand von 26 pt. eingehalten.

TYPO ANWENDUNG

ALLTÄGLICHER GEBRAUCH

Als BRIEFVERKEHRSCHRIFT für den alltäglichen Gebrauch wird die MT News Gothic in normaler Schreibweise eingesetzt ohne die Schrift zu verschmälern oder zu „spacen“.

Als Schrift für ELEKTRONISCHE MEDIEN sollte die Verdana eingesetzt werden, da sie als Systemschrift auf allen gängigen PC's zur Verfügung steht.

Die in dem Manual angewendeten Typoangaben beziehen sich auf Macintosh-Rechner, die PC Fassung der MT News Gothic kann leichte Abweichungen haben.

SCHREIBWEISEN

SCHREIBWEISEN

BRIEFE, PRESSEMITTEILUNGEN, UMSCHLÄGE

- das Wort Straße bei „brunnenstraße“ wird möglichst ausgeschrieben und nicht als „str.“ abgekürzt
- die internen Adressdaten von foodwatch e.v., wie z.B. Impressum oder Kontodaten werden in kleiner Schreibweise geschrieben
- Telefon- und Faxnummern werden grundsätzlich von hinten in zweier Schritten geschrieben „fon + 49 (0) 30 / 24 04 76 - 0“
- die Vorwahl- und Telefonnummer werden durch ein „/“ getrennt, die Durchwahlnummer durch ein „-“
- „konto“ wird ausgeschrieben
- „blz“ abgekürzt
- die Kontonummer und Bankleitzahlziffern werden von vorn in dreier Schritten geschrieben „100 500 00“
- allgemein gilt, Worte wie z.B. Straße, Kontonummer oder Nummer, sollten ausgeschrieben werden
- auf Doppelpunkte wird möglichst verzichtet

BASISLOGO

Anwendung
Farben

LOGO

BASISLOGO



Das Basislogo besteht grundsätzlich aus 2 Farben

- „food“ und das Innere des Apfels aus Orange
- „watch“ und die Kontur sowie der Kreis um den Apfel aus Schwarz

Anwendung des Basislogos

- Das Innere des Apfels ist immer Orange gefüllt
- das Logo steht idealerweise auf weißem Untergrund, sollte dies nicht der Fall sein, so ist ein Tonwert bis max. 40 % zu wählen
- die Versalhöhe sollte 4,5 mm möglichst nicht unterschreiten



LOGO

BASISLOGO



Anwendung auf orangem Hintergrund

- „food“ in weißer Schrift mit schwarzer Outline, „watch“ schwarz
- der Apfel orientiert sich immer am „food“, in diesem Fall weißer Grund mit schwarzer Kontur
- Hintergrund des Apfels ist immer der Gesamthintergrund, in diesem Fall orange



Anwendung auf schwarzem Hintergrund

- „food“ in oranger Schrift, „watch“ in schwarz mit weißer Outline
- der Apfel orientiert sich immer am „food“, in diesem Fall oranger Grund mit weißer Kontur
- Hintergrund des Apfels ist immer der Gesamthintergrund, in diesem Fall schwarz

foodwatch



4 mm

8 mm

8 mm

8 mm

LOGO AUF HOCHFORMATIGEM DIN A4

BASISLOGO ANWENDUNG

Als Kopf auf einer Din A 4 Seite oder einer 210 mm breiten Drucksache

- Die Buchstabenbreite ergibt den Abstand vom linken und rechten Rand.
In vorliegendem Fall 8 mm.
- Der Abstand von der Spitze des Apfelkreises beträgt halbe Buchstabenbreite,
in diesem Fall 4 mm.

LOGO

SCHWARZ / WEISS

foodwatch 

- „food“ und das Innere des Apfel bzw. des Kreises sind weiß
- „watch“ und die Kontur von „food“ sind Schwarz

Anwendung

- das Logo steht idealerweise auf weißem Untergrund, sollte dies nicht der Fall sein, so ist ein Tonwert bis max. 60 % zu wählen
- die Versalhöhe sollte 4,5 mm möglichst nicht unterschreiten

foodwatch  4,5 mm

LOGO

SCHWARZ / WEISS



Anwendung auf schwarzem Hintergrund

- „food“ weiß auf schwarz, entsprechend der Apfel weiß auf schwarzem Fond
- „watch“ erhält eine weiße Kontur, innen schwarz

LOGO MIT CLAIM

Anwendung
Farben

LOGO

LOGO MIT CLAIM



Das Logo mit Claim besteht grundsätzlich aus 2 Farben

- „food“ und das Innere des Apfels aus Orange
- „watch“ und die Kontur sowie der Kreis um den Apfel aus Schwarz
- „die essensretter“ aus Schwarz
- Typo: „die essensretter“ News Gothic cond. bold in kleiner Schriebweise

Anwendung des Logos mit Claim

- Das Innere des Apfel ist Orange gefüllt und orientiert sich damit immer an der Farbe von „food“
- das Logo steht idealerweise auf weißem Untergrund, sollte dies nicht der Fall sein, so ist ein Tonwert bis max. 40 % zu wählen
- die Versalhöhe sollte 4,5 mm möglichst nicht unterschreiten



LOGO

LOGO MIT CLAIM



Anwendung auf orangem Hintergrund

- „food“ in weißer Schrift mit schwarzer Outline, „watch“ schwarz
- „die essensretter“ ebenfalls schwarz
- der Apfel orientiert sich immer am „food“, in diesem Fall weißer Grund mit schwarzer Kontur
- Hintergrund des Apfelkreises ist immer der Gesamthintergrund, in diesem Fall orange



Anwendung auf schwarzem Hintergrund

- „food“ in oranger Schrift, „watch“ in schwarz mit weißer Outline
- der Apfel orientiert sich immer am „food“, in diesem Fall oranger Grund mit weißer Kontur
- Hintergrund des Apfelkreises ist immer der Gesamthintergrund, in diesem Fall schwarz
- „die essensretter“ in Weiß

foodwatch
die essensretter



LOGO AUF HOCHFORMATIGEM DIN A4

LOGO MIT CLAIM IN ANWENDUNG

Als Kopf auf einer Din A 4 Seite oder einer 210 mm breiten Drucksache

- Die Buchstabenbreite ergibt den Abstand vom linken und rechten Rand.
In vorliegendem Fall 8 mm.
- Der Abstand von der Spitze des Apfelkreises beträgt halbe Buchstabenbreite,
in diesem Fall 4 mm.

LOGO

SCHWARZ / WEISS

foodwatch 
die essensretter

- „food“ und das Innere des Apfel bzw. des Kreises sind weiß
- „watch“ und die Kontur von „food“ sind schwarz
- „die essensretter“ sind ebenfalls schwarz

Anwendung

- das Logo steht idealerweise auf weißem Untergrund, sollte dies nicht der Fall sein, so ist ein Tonwert bis max. 60 % zu wählen
- die Versalhöhe sollte 4,5 mm möglichst nicht unterschreiten

 foodwatch ^{4,5 mm}
die essensretter

LOGO

SCHWARZ / WEISS



Anwendung auf schwarzem Hintergrund

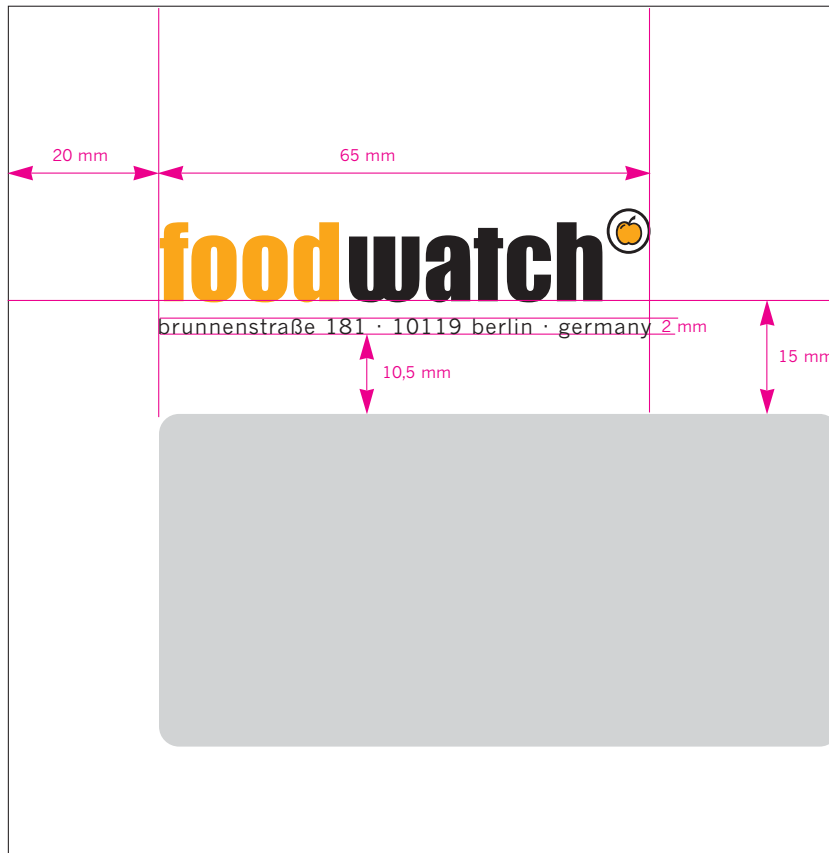
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- „watch“ erhält eine weiße Kontur, innen schwarz

GESCHÄFTSPAPIERE (INFOPOST)

Umschläge
Briefbogen
Folgebogen
Visitenkarten

GESCHÄFTSPAPIERE

UMSCHLAG, LANG DIN



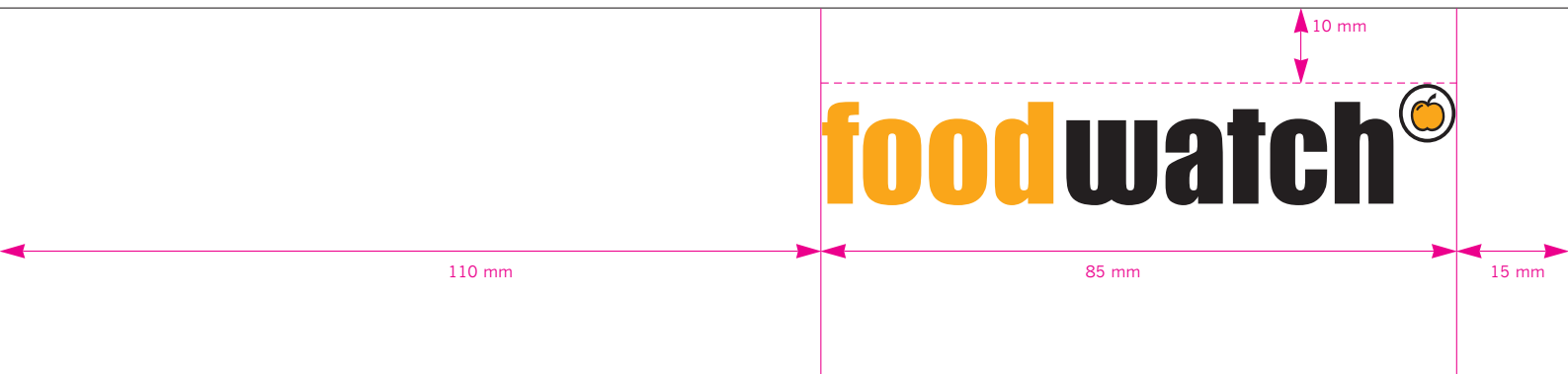
GESCHÄFTSPAPIERE

UMSCHLAG, DIN A4



GESCHÄFTSPAPIERE

LOGOGRÖSSE UND STAND AUF
BRIEFBOGEN, FOLGEBOGEN, KURZMITTEILUNG



10 mm

110 mm

85 mm

15 mm

BRIEFBOGEN

20 mm

News Gothic MT
VH 7pt
ZAB 13 pt
Space 20
Blocksatz

15 mm

6 mm

57 mm

15 mm

An
puredesign.
Frau Annette Klusmann
Saarbrücker Straße 14
10405 Berlin

28 mm

110 mm

Typo
Kopfzeile News Gothic MT bold, 10pt., ZAB 14pt.
Copy News Gothic MT regular, 10pt., ZAB 14pt.

Berlin, 00. März 2006

5 mm

5 mm

Falzmarke

Belegexemplar der foodwatch-Nachrichten

Sehr geehrte Damen und Herren,

Textfeld max. 133 mm

It makes your dummy copy a bit longer, so it will fit into long copy ads as well. Very best. Guido.
Guido, Bob here. A nice idea adding your copy to ours, and we agree that the copy needs to be a bit longer. To that end, how about adding something from Oscar Wilde? How about "I always of the new dummy copy. This could create the desire to switch to brochure designers, which travel with my diary. It's important to have something sensational to read on the train."

Yours truly, Bob. Bob'n'Michael, I had a bad, bad night. I was in doubt about making the dummy copy longer. Those art directors creating ads with short copys will probably never read the end of the new dummy copy. This could create the desire to switch to brochure designers, which could, in the long run, mean the end of print advertising. Yours truly, Bob. Bob'n'Michael, I had a bad, bad night. I was in doubt about making the new dummy copy. This could create the desire to switch to brochure designers, which could, in the long run, mean the end of print advertising.

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Falzmarke

Yours truly, Bob. Bob'n'Michael, I had a bad, bad night. I was in doubt about making the dummy copy longer. Those art directors creating ads with short copys will probably never read the end

Vielen Dank für die gute Zusammenarbeit

Wenn der Text auf der nächsten Seite weiterläuft, kann die letzte Zeile auch deutlich tiefer liegen. So wie hier gezeigt. Wenn der Text auf der nächsten Seite weiterläuft, kann die letzte Zeile auch deutlich tiefer deliegen. So wie hier gezeigt. Wenn der Text auf der nächsten Seite weiterläuft, kann die letzte Zeile auch deutlich tiefer liegen. So wie hier gezeigt.

Textfeld max. 167 mm

An
puredesign.
Frau Annette Klusmann
Saarbrücker Straße 14
10405 Berlin

Berlin, 00. März 2006

Belegexemplar der foodwatch-Nachrichten

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foodwatch 

10 mm

110 mm

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15 mm

FOLGEBOGEN

54 mm

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Textfeld max. 167 mm

Textfeld
max.
220 mm

Falzmarke

Falzmarke

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VISITENKARTEN



Format 85 x 50 mm

Name und Funktion
News Gothic MT bold, 7pt, ZAB 11 pt., Space 20
Kleinschreibweise

Adresse
News Gothic MT regular, 7pt, ZAB 11 pt., Space 20
Kleinschreibweise



GESCHÄFTSPAPIERE MIT CLAIM (INFOPOST)

Briefbogen
Folgebogen

10 mm

110 mm

85 mm

15 mm



BRIEFBOGEN

20 mm

News Gothic MT
(Mac)
VH 7pt
ZAB 13 pt
Space 20
Blocksatz

15 mm

6 mm

57 mm

15 mm

An
puredesign.
Frau Annette Klusmann
Saarbrücker Straße 14
10405 Berlin

28 mm

110 mm

Typo
Kopfzeile News Gothic MT bold, 10pt., ZAB 14pt.
Copy News Gothic MT regular, 10pt., ZAB 14pt.

Berlin, 00. März 2006

5 mm

5 mm

Falzmarke

Belegexemplar der foodwatch-Nachrichten

Sehr geehrte Damen und Herren,

Textfeld max. 133 mm

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Falzmarke

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Vielen Dank für die gute Zusammenarbeit

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Textfeld max. 167 mm

An
puredesign.
Frau Annette Klusmann
Saarbrücker Straße 14
10405 Berlin

Berlin, 00. März 2006

Belegexemplar der foodwatch-Nachrichten

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Vielen Dank für die gute Zusammenarbeit

foodwatch 
die essensretter

10 mm

110 mm

85 mm

15 mm

FOLGEBOGEN

54 mm

It makes your dummy copy a bit longer, so it will fit into long copy ads as well. Very best. Guido. Bob here. A nice idea adding your copy to ours, and we agree that the copy needs to be a bit longer. To that end, how about adding something from Oscar Wilde? How about "I always of the new dummy copy. This could create the desire to switch to brochure designers, which travel with my diary. It's important to have something sensational to read on the train."

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Textfeld max. 167 mm

Textfeld
max.
220 mm

Falzmarke

Falzmarke

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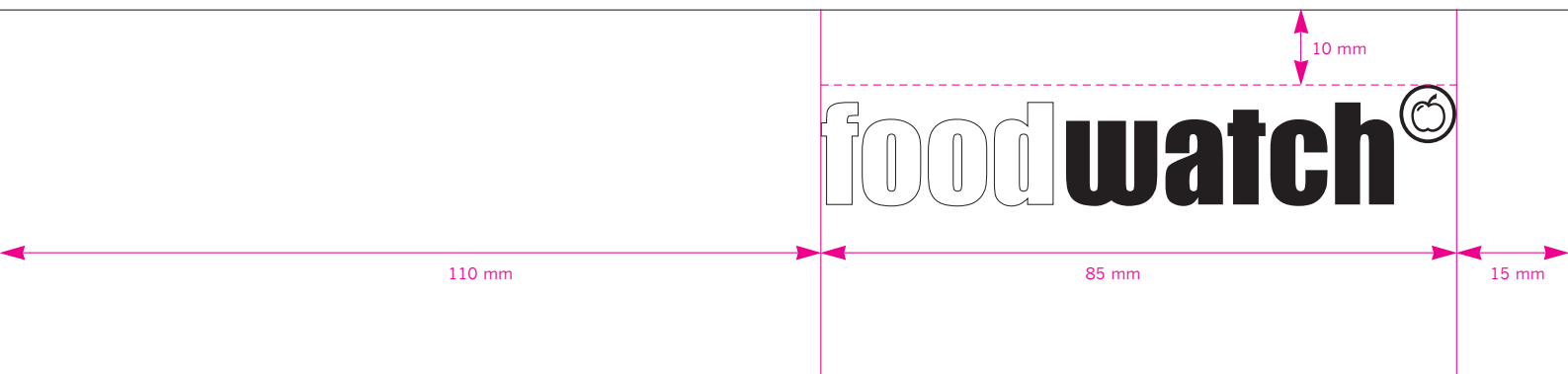
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GESCHÄFTSPAPIERE

Faxblatt

FAXBLATT

LOGOGRÖSSE UND STAND



57 mm

15 mm

Type
Anrede News Gothic MT bold, 12 pt., ZAB 16pt.
Copy News Gothic MT regular, 12 pt., ZAB 16pt.

von
an frau/herr
firma/organisation
seiten inkl. deckblatt datum
betreff

28 mm

Dear Bob Michael,

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Textfeld max. 167 mm

von

an frau/herr

firma/organisation

seiten inkl. deckblatt **datum**

betreff

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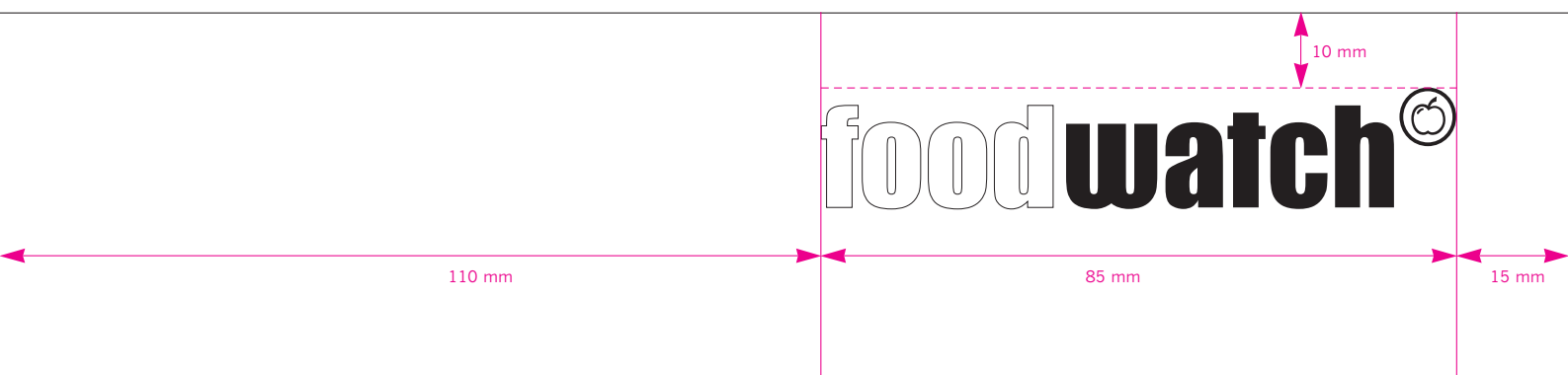
KOMMUNIKATION

Pressemeldungen,
Einladungen zu
Pressekonferenzen usw.

schwarz/weiss

KOMMUNIKATION

LOGOGRÖSSE UND STAND AUF
PRESSEMITTEILUNGEN



News Gothic MT (Mac)
VH 7.5 pt
ZAB 13 pt
Space 20
Blocksatz

foodwatch 

85 mm

10 mm

20 mm

15 mm

foodwatch e.v. · brunnenstraße 181 · 10119 berlin · germany · fon +49(0)30/24 04 76-0 · fax +49(0)30/24 04 76-26
info@foodwatch.de · www.foodwatch.de · spendenkonto · foodwatch e.v. · gls gemeinschaftsbank · konto 104 246 400 · blz 430 609 67

EINLADUNG ZUR PRESSEKONFERENZ

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max.
220 mm

Textfeld max. 167 mm