Akademie Logo Variants and Usage

The logo is available in black (0/0/0/100), grey (0/0/0/40) and blue (45/5/0/15). The files are available as PDF, TIF and PNG files.

The logo may not be used smaller than 3.5cm or 50% of the given file size.

General conditions

In principle, the following applies:
— The <u>lettering</u> is solely to be printed in <u>black</u>.
— <u>The space inside the frame is always white</u>.

If the logo is to be set on a colour base:
— The logo's frame must form a visible and distinct contrast to the background.
— To ensure the requisite light/shade or colour contrasts, the frame may also be given a different colouring.

<u>The Akademie der Künste reserves the right to decide on special applications</u> — such as embossing, silk prints, and vertical use.

The following positions and application errors are to be avoided:
— The logo cannot be part of the address on any of the pages. Trim allowances are not permitted.
— The logo must always be placed with sufficient free space on the surface and may not touch any other formal element.
— The logo may not be distorted vertically or horizontally.
— The typography or individual elements of the logo may not be omitted or altered.
— The logo frame may not be replaced by images, patterns or colour gradients.
— The logos can only be used as a negative or inverted with the <u>prior agreement of the Akademie der Künste</u>.

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File name	Mode	Format	Scalable	Application
ADK-Logo-k.pdf	Greyscale	PDF	50%–	Print
ADK-Logo-k.tif	Greyscale	TIF	50–100%	Print
ADK-Logo-k.png	RGB	PNG	50–100%	Screen

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File name	Mode	Format	Scalable	Application
ADK-Logo-k40.pdf	Greyscale	PDF	50%–	Print
ADK-Logo-k40.tif	Greyscale	TIF	50–100%	Print
ADK-Logo-k40.png	RGB	PNG	50–100%	Screen

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File name	Mode	Format	Scalable	Application
ADK-Logo-cmyk.pdf	CMYK	PDF	50%–	Print
ADK-Logo-cmyk.tif	CMYK	TIF	50–100%	Print
ADK-Logo-rgb.png	RGB	PNG	50–100%	Screen