

GUIDELINES FOR THE USE OF THE LABEL »BEYOND NOW«

SIGNET

The signet for the annual theme 'Beyond Now' visualises the field of tension between environments, people and technology as well as the scope for design that arises from this within society. The blurred lines refer to parallelisms and intersections, reveal the fluid transitions between the past, present and future and, thanks to their dynamic appearance, make the ongoing transformation tangible.

PARENT SIGNET

The parent signet (colour combination violet-pink) is used as part of the overall communication on the annual theme within and outside the university. This is the responsibility of the Vice President for Social Transformation, Dr. Ulrike Kuch and the 'University Communications' department.

FUND — BAUHAUS.MODULES — LECTURE SERIES

The Bauhaus-Universität Weimar logo and the respective signet are used on printed and digital media that run under the 'Beyond Now' theme. There are three colour combinations for your use. If the project does not fall into any of the three categories mentioned, use the signet in the colour combination violet-blue.

- 1. colour combination violet-yellow: For projects by applicants to the fund (funded or unfunded).
Funded projects are obliged to use the signets.
- 2. colour combination violet-blue: For providers of Bauhaus.modules and related events, workshops, lectures aso.
- 3. colour combination violet-green: For the lecture series »Beyond Now — Zukunftsfragen«.



The respective signet is available for various purposes and formats, also in combination with the university logo in the download area in the right-hand column.

FONT

The 'Proxima Nova' licence font can be used for your own designs. It can be activated as an Adobe font in InDesign.

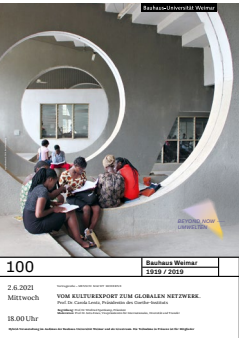
COLOUR PALETTE

The violet-pink colour combination is reserved for roof communication. All other colours are available as a colour library in the download area in the right-hand column.

	Hauptfarbe/Hauptthema »Beyond Now« CMYK 75/71/14/0, #5d588b		Zusatzfarbe Vortragsreihe CMYK 25/0/94/0, #cod048
	25% Hauptfarbe/Hauptthema »Beyond Now« CMYK 20/15/0/0, #d0d0e7		Zusatzfarbe Fonds CMYK 3/20/90/0, #f4bf49
	Zusatzfarbe/Hauptthema »Beyond Now« CMYK 0/27/7/0, #fbc6d1		Zusatzfarbe Bauhaus.Module CMYK 40/10/0/0, #a1c6e6
	25% Zusatzfarbe/Hauptthema »Beyond Now« CMYK 0/12/0/5, #f4dee7		

USE AND EXAMPLES

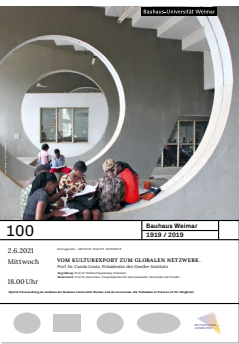
It is possible to use the predefined colour palette and font selection for the design of project media.
It is also possible to use the suitable signet on your own design. Individual signets and signet combinations are available in the download area in the right-hand column



Single signet
on a homogeneous surface
(pay attention to high contrast)



Signet combination
for heterogeneous surfaces



Single signet
in partner or sponsor row

CONTACT

Romi Klockau
Graphic Designer
University Communications
romi.klockau@uni-weimar.de
+49 (0) 36 43/58 11 66