

Hyperdesign

Abstract Corporate Design Elements

Brand Logo

To be used in all superordinate HYPEREGIO project releases – online or offline, print or screen.

Innovation Hub Euregio Meuse-Rhine
HYPEREGIO

Colour version – to be used on white backgrounds.



White version – to be used on coloured backgrounds.

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HYPEREGIO

Black version – to be used only for fax and some forms of black/white printing applications (newspapers etc.)

Subbrand Logos

To be used in the project releases of the three sub-brands "EarlyTech", "BusyBee" and "Innovation to Market".

Innovation Hub Euregio Meuse-Rhine
HYPEREGIO
EarlyTech

Innovation Hub Euregio Meuse-Rhine
HYPEREGIO
BuSyBee

Innovation Hub Euregio Meuse-Rhine
HYPEREGIO
Innovation2Market

All sub-brand logos are also available in monochrome black and white versions.

Brand Colors

The main colors for the design of the different media are pink and dark gray.



cmk 20 | 100 | 0 | 0

rgb 174 | 0 | 134



cmk 0/85/0/0

rgb 204 | 70 | 152



cmk 0 | 0 | 0 | 85

rgb 76 | 76 | 76

The sub-projects have their own colour scheme to create excerpts in the text and other graphical elements.



cmk 60 | 0 | 100 | 35

rgb 111 | 146 | 40



cmk 40 | 0 | 100 | 0

rgb 188 | 210 | 50



cmk 15 | 80 | 100 | 0

rgb 185 | 87 | 38



cmk 0 | 50 | 100 | 0

rgb 219 | 158 | 37



cmk 100 | 60 | 10 | 0

rgb 44 | 94 | 164

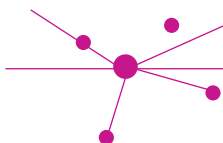


cmk 80 | 0 | 0 | 0

rgb 98 | 180 | 234



All download documents you'll find on our **HYPEREGIO-ICT**



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HYPEREGIO

Brand Font

"Roboto" is the primary font to be used!
Three different styles are used:

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Roboto thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

If the font is not installed on the computer,
the font "Arial" can also be used.

Arial Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Arial Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

↓ Download Google-Font Roboto here (for free):
<https://fonts.google.com/specimen/Roboto>

Font Use

To ensure a uniform appearance the font should be used
as follows for word processing.

Large Headline with Roboto thin

"Roboto thin" is used for large headings on posters or
front pages (line spacing 100 %).

Headline with Roboto Bold

Subheadline with Roboto thin

"Roboto Bold" is used for headings in leaflets etc.
A combination with "Roboto thin" for sub-headlines is
also possible (line spacing of 120 %).

Bodycopy with Roboto light. Larger texts in
flyers, brochures etc. For a good readability
a line spacing of 130 % is recommended.

If you have any questions about
the corporate design, please do
not hesitate to contact us!

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Font Colour

The primary text colour is grey. Headings can also be arranged
in pink or the respective project colours. See examples below.



cmky 0/0/0/85
rgb 76/76/76



cmky 20/100/0/0
rgb 174/0/134



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