

**somewhat
different**

Corporate Design

Format series moving image/movie/animation

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Format series

Element (Size/distance in pixels)	DVB (720x576)	HD 720 4:3 (960x720)	HD 720 16:9 (1280x720)	HD 1080 4:3 (1440x1080)	HD 1080 16:9 (1920x1080)	4K (4096x3072)
Documentgrid						
Width of grid (1/15)	48	60	85	96	128	273
Height of grid (1/12)	48	60	60	90	90	256
CD-elements						
Logo height	30	37	37	55	55	158
Claim height	56	66	66	99	99	282
Distance of logo/claim from right	48	60	85	96	128	273
Distance of logo/claim from below	48	60	60	90	90	256
Title template 1: Baseline of speech bubble						
Line width of speech bubble baseline	5	6	6	8	8	26
Distance of speech bubble baseline to lower edge of the text	48	60	60	90	90	256
Indent title to speech bubble baseline	11	14	14	21	21	60
Title template 2/3: speech bubble						
Distance of text to edge of speech bubble (left/right, top, bottom)	11/11, 16, 27	14/14, 20, 34	14/14, 20, 34	21/21, 30, 51	21/21, 30, 51	60/60, 85, 145
Text hierarchies (fontsizes/line space)						
Headline H0	48/64	60/80	60/80	90/120	90/120	256/340
Headline H1	36/40	45/50	45/50	67/75	67/75	192/213
Headline H2	27/30	34/38	34/38	51/57	51/57	145/162
Headline H3	21/23	26/29	26/29	39/43	39/43	110/124
Continuous text 1	21/23	26/29	26/29	39/43	39/43	110/124
Continuous text 2	14/20	18/25	18/25	27/37	27/37	77/107

Element (Size/distance in pixels)	Notes	DVB (720x576)	HD 720 4:3 (960x720)	HD 720 16:9 1280x720	HD 1080 4:3 (1440x1080)	HD 1080 16:9 (1920x1080)	4K (4096x3072)
Text Inserts							
On screen caption option 1: (1 ½ grid height)	Distance from below: 1 grid height	72	90	90	135	135	384
On screen caption option 2: (1 grid height)	Distance from below: 1 grid height	48	60	60	90	90	256
Information insert (½ grid height)	Distance from above: 1 grid height	24	30	30	45	45	128
Speech bubble with text: Distance to edge	Distance to the right/left edge: min. 1 grid height/-width	11/11, 16, 27	14/14, 20, 34	14/14, 20, 34	21/21, 30, 51	21/21, 30, 51	60 / 60, 85, 145
Text between two lines: Line width	Distance to the right/left edge: min. 1 grid height/-width	3	4	4	6	6	17

48 px



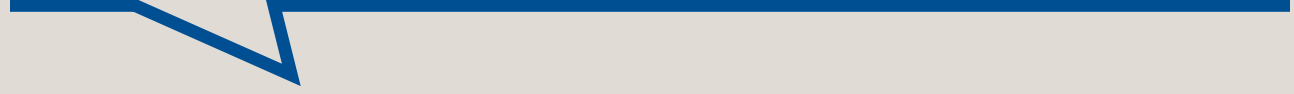
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56 px (Claim height)

48 px

27/30 (px) Text size
14px Indent

Headline DVB
(720 x 596 px) 4:3



5 px (Line width)

30 px (Logo height)

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60 px



60 px

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66 px (Claim height)

34/38 (px) font size
15px Indent

Headline HD 720
(960 x 720 px) 4:3



6 px Line width



37 px (Logo height)

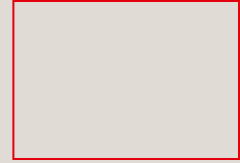
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60 px

85 px

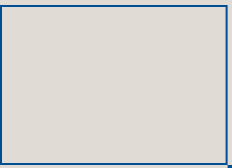


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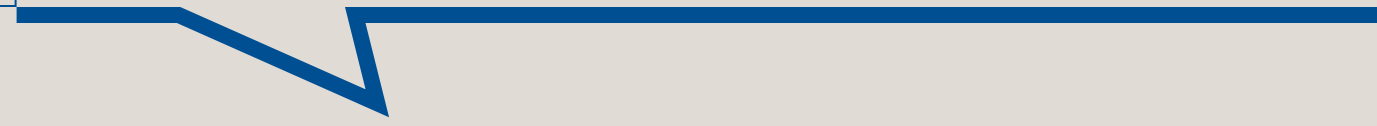
66 px (Claim height)

34/38 (px) text size
15 px Indent

Headline HD 720
(1280 x 720 px), 16:9

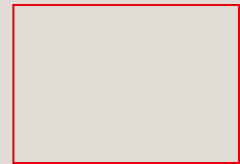


6 px Line width



37 px (Logo height)

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2/12 height

Content area

1/15
width

4/15 width

2/12 height

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Headline H0

Headline H1

Headline H2

- Bullet list

Headline H3

Continuous text 1

Continuous text 2 Num remquunt vitatur, cus magnis doluptatem et imusdam restisque cusam, conse niende latet ese es etur mincto eum repudicimus iumet qui doluptatiis et, et ea quo vel molupta temolorem. Ficilicaerum rerro eribus ex eos sus archil inis ese poresequi officimodis magnihi liquam fuga. **Names** can be formated in bold.

What makes us somewhat different?

- cultural diversity
- morning teas
- fundraisers

The list is endless

90px

96px

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different**

99px (Claim height)

51/57 (px) Text size

18px Indent

Headline HD 1080
(1440 x 1080 px), 4:3

8px Line width

55px (Logo height)

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90px

128px



**somewhat
different**

99px (Claim height)

51/57 (px) Text size
18px Indent

Headline HD 1080
(1920 x 1080 px), 16:9



8px Line width



55px (Logo height)

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282 px (Claim height)

145/162 (px) Text size

64 px Indent

Headline 4K
(4096 x 3072 px)

26 px Line width

158 px (Logo height)

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