























somewhat
different












Overview








Use of fonts

Use of fonts

Medium	Colours	Size ¹	Font, Space befor/after
Website			
H1		34 26 24	Compatil Text, Regular, 0/48
H2		20 18 20	Compatil Text, Regular, 48/32
H3 (Subline in Newsletter)		18 14 18	Compatil Fact, 40/32
Continuous text		14/20	Compatil Fact, 0/32
Bullet lists in continuous text		14/20	Compatil Fact, 0/32, periods or numbers as bullets
Leadtext		14/20	Compatil Fact, 0/32
Highlighting		14/20	Compatil Fact, Bold
Links in continuous text		14/20	preceded by the link angle
Links in lists		14/20	preceded by the link angle
Footnote		13 10	footnote superscript
Quote		14/20	Compatil Fact, 0/32, speech bubble line above
Navigation			Compatil Fact
Simple buttons, extended buttons and system elements		14/20	Compatil Fact, 0/32
Applications			
H1		31 24 22/1,1	Verdana, Regular, 20/10
H2		18 16 18	Verdana, Regular, 20/10
H3		16 13 16	Verdana, Regular, 20/10
H4		16 13 16	Verdana, Regular, 20/10
Continuous text		13/1,6	Verdana, Regular, 20/10
Bullet lists in continuous text		13/1,6	Verdana, Regular, 20/10 periods or numbers as bullets
Leadtext		13/1,6	Verdana, Regular, 20/10
Highlighting		13/1,6	Verdana, Regular, 20/10
Links in continuous text		13/1,6	Verdana, Regular, 20/10, preceded by the link angle
Links in lists		13/1,6	Verdana, Regular, 20/10, preceded by the link angle
Footnote		80 %	Verdana, Regular, 20/10
Navigation, Simple buttons, extended buttons and system elements		Continuous text or H3	Verdana, Regular, 20/10

¹ If the spacing is not automatically defined, it is shown behind the slash.
Line 1: standardsize (from 1024px up), line 2: tablet (768 – 1023px), line 3: smartphone (320 – 767px)
The bold value is to be used if there has to be just one visualisation (not responsive).

Medium	Colours	Size ¹	Font, Space before/after
Online-Banner			
H1		18/20	Compatil Text, Regular
H2		16/18	Compatil Text, Regular
H3		13/15	Compatil Text, Regular
Subline		10/12,5	Compatil Fact, Regular
Continuous text, caption		7,5/10	Compatil Fact, Regular
Headline graphic		7,5/10	Compatil Fact, Bold
Labelling of the content area		7,5/10	Compatil Fact, Regular
Moving images			
DVB (720 x 576 px)			
H0		48/64	Compatil Text, Regular
H1		36/40	Compatil Text, Regular
H2		27/30	Compatil Text, Regular
H3		21/23	Compatil Fact, Bold
Continuous text 1		21/23	Compatil Text, Regular (Highlighting in Bold)
Continuous text 2		14/20	Compatil Text, Regular (Highlighting in Bold)
HD 720 4:3 (960 x 720 px) und HD 720 16:9 (1280 x 720 px)			
H0		60/80	Compatil Text, Regular
H1		45/50	Compatil Text, Regular
H2		34/38	Compatil Text, Regular
H3		26/29	Compatil Fact, Bold
Continuous text 1		26/29	Compatil Text, Regular (Highlighting in Bold)
Continuous text 2		18/25	Compatil Text, Regular (Highlighting in Bold)
HD 1080 4:3 (1440 x 1080 px) und HD 1080 16:9 (1920 x 1080 px)			
H0		90/120	Compatil Text, Regular
H1		67/75	Compatil Text, Regular
H2		51/57	Compatil Text, Regular
H3		39/43	Compatil Fact, Bold
Continuous text 1		39/43	Compatil Text, Regular (Highlighting in Bold)
Continuous text 2		27/37	Compatil Text, Regular (Highlighting in Bold)
4K (4096 x 3072 px)			
H0		256/340	Compatil Text, Regular
H1		192/213	Compatil Text, Regular
H2		145/162	Compatil Text, Regular
H3		110/124	Compatil Fact, Bold
Continuous text 1		110/124	Compatil Text, Regular (Highlighting in Bold)
Continuous text 2		77/107	Compatil Text, Regular (Highlighting in Bold)

	HR blue	#005192	0r 81g 146b
	HR cyan	#009ee0	0r 158g 224b
	HR warm grey	#91877b	145r 135g 123b
	HR grey/blue	#90b4bf	144r 180g 191b
	HR anthracite	#3e3e3e	62r 62g 62b
	black	#000000	0r 0g 0b
	white	#ffffff	r255 g255 b255

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