

somewhat
different

Basics

Headline and text hierarchies



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This overview presents all centrally defined text elements, in the first instance independent of the type of publication. Their use is mandatory, and they may be varied only in exceptional cases on special grounds. Larger (e.g. exhibition media) and smaller formats (e.g. CD booklets and business cards) use different formats that are described in the dedicated sections of the CD Manual. This also applies to business stationery.

Title headlines

T1 – title headline

← **Compatil Text LT Com regular**, 26/29 pt, optical kerning, tracking -10, HR blue, HR cyan, HR warm grey, black, white, space after: 3.5 mm

T2 – title headline

← **Compatil Text LT Com regular**, 20/24 pt, optical kerning, tracking -10, HR blue, HR cyan, HR warm grey, black, white, space after: 2.4 mm

- These headlines are used on title pages in DIN A4 publications.
 - Hierarchy **T1** is always used for single-line headlines.
 - Hierarchy **T2** may be used as a deck head or as a subheading to **T1**.
-

Headlines

HL0 – headline 0

← **Compatil Text LT Com regular**, 34/38 pt, optical kerning, tracking -10, HR cyan

This is a leader text – Soluptur rae samise andic tem int molupis magnam eosapid.

← **Compatil Fact LT Com regular**, 13/16 pt, metric kerning, tracking 0, HR blue

- Hierarchy **HL0** is used in financial publications, in image brochures and on section separator pages. The headline may also stand on images and on full-area colour planes – also in white on dark colour planes/motifs.
 - **Leader text** is used only in combination with **HL0**.
-

Headlines for structuring text

HL 1 – headline 1	←	Compatil Text LT Com regular , 18/20 pt, metric kerning, tracking 0, HR cyan, space after: 3 mm
HL 2 – This is headline 2	←	Compatil Fact LT Com bold , 12.5/12.5 pt, metric kerning, tracking 0, HR blue, space before: 5 mm, after: 1 mm, in baseline grid, 1 empty line before continuous text
HL 3 – This is headline 3	←	Compatil Fact LT Com bold , 10/12.5 pt, metric kerning, tracking 5, HR blue, in baseline grid, no gap before continuous text
HL 4 – This is headline 4	←	Compatil Fact LT Com bold , 9/12.5 pt, metric kerning, tracking 5, HR warm grey, in baseline grid, no gap before continuous text
HL 5 – This is headline 5	←	Compatil Text LT Com bold , 8.75/12.5 pt, metric kerning, tracking 5, HR warm grey, in baseline grid, no gap before continuous text
HL 6 – This is headline 6	←	Compatil Text LT Com bold , 8.75/12.5 pt, metric kerning, tracking 5, black, in baseline grid, no gap before continuous text
This is the headline for tables and charts	←	Compatil Fact LT Com bold , 8/10 pt, optical kerning, tracking 0, indent 2.5 mm, black

- Use of these hierarchies in the specified colours is mandatory.
- All headline hierarchies may also be used in white on images and full-area colour planes.

Text styles and highlights

This is an example of continuous text. Est offica bores voluptat quam alis nam explace ptatia volore, ipidebit eum adipsum quatus aut voluptur.

← **Compatil Text LT Com regular**, 8.75/12.5 pt, metric kerning, tracking 5, black, white, justified, in baseline grid

Et dicatur **highlight in black** comnit ut.

← **Character style: bold**, black

Quia vel **highlight in blue** inimusam.

← **Character style: bold**, HR blue

Quia vel **highlight in warm grey** inimusam.

← **Character style: bold**, HR warm grey

- **Bullet list level 1** si beris estrum que expla nediti occusa prem autem excepelamus san tur sum volore imust, conetur susturus
 - **Bullet list level 2** custin res adici tat Genihitatem ium quam qui te prem autem excepel uiantur, ut monus
 - **Bullet list level 3** eiunt lam inum ex ea ditaquverum equiatu sent poria conetur, quiantur volore imust

← **1. Large bullet:** **paragraph style:** based on continuous text, indent 3 mm, tab 8 mm; **character style of bullet:** 12 pt, baseline shift -0.5 pt

← **2. Dash:** **paragraph style:** based on continuous text, indent 8 mm, tab 13 mm; **character style of dash:** 12 pt, baseline shift -0.5 pt, horizontal scaling 120 %

← **3. Small bullet:** **paragraph style:** based on continuous text, bold, indent 12.5 mm, tab 17 mm; **character style of bullet:** 12 pt, baseline shift -0.5 pt

1. **Numbered list level 1** si beris estrum que explanditi occusa prem harcil init autem
 - a. **Numbered list level 2** custin res adicitat Genihitatem ium quam qui
 - i. **Numbered list level 3** eiunt lam inum ex ea ditaquverum

← **1. Numerals:** based on continuous text, indent 3 mm, tab 8 mm

← **2. Small letters:** based on continuous text, indent 8 mm, tab 13 mm;

← **3. Small roman numerals:** based on continuous text, indent 12.5 mm, tab 17 mm;

This is an example of a footnote. Est officabores voluptat quam alis, estotatiur sam is ulpa presedi ipidebit eum

← **Compatil Fact LT Com regular**, 7/10 pt, metric kerning, tracking 5, indent 2.5 mm, black


- Footnotes are inserted in combination with tables or charts only (not in continuous text).
- Other types of highlighting (e.g. italics or cyan) are not allowed in continuous text.
- Bullet lists in which any of the items is three or more lines long are fully justified.
- The bullet list hierarchy is optically similar to the hierarchies in Powerpoint and Word.
- All text hierarchies may be used in white on images and full-area colour planes.

Text styles and highlights

This is a picture caption. Usdaestiis et la nobis errorporit opta nonesti

← **Compatil Fact LT Com regular**, 7.5/10 pt, metric kerning, tracking 0, HR cyan, black

- On title pages, picture captions are always black, on inside pages always HR cyan.
 - Captions are used only in connection with a picture (monochrome balloons do not have a caption).
 - Captions are preferably placed alongside the picture or, in the case of large-format pictures, within the motif. Ragged type is aligned to the picture border. In flyers, newsletters and inserts they may also stand beneath the picture.
-



This is a quote. Quis sant a qui ulparch icius raecte nobit ressuntem fuga. Git quidestio. Aborem. Itatesequese ut fugit officiis ullabo. Temodisci vent ias eatur? Lecest mo que ea eum quid ut arument. Cae nobis eicia dia sitia

← **Line**: 1.75 pt thick, stroke on the inside, HR cyan, distance from text: 6 mm

← **Compatil Fact LT Com regular**, 13/16 pt, metric kerning, tracking 0, HR cyan

Max Mustermann

← **Compatil Fact LT Com regular**, 8.75/20 pt, metric kerning, tracking 0, HR cyan

This is the headline in an information box

This is continuous text in an information box. How, ao que o pai replica: "How I know, I want to know who", falar bem de mim mesmo (que cara legal!); enfim, ninguém vai Pediram-me que escrevesse um Blindtext. Em português seria algo como o texto para cegos ou texto cego. No Brasil também chamado de Nononono (eu sempre me pergunto se tanta energia negativa não.

← **Compatil Fact LT Com bold**, 10/12.5 pt, metric kerning, tracking 0, HR blue, indent left and right: 5 mm, space before: 9 mm, space after: 4.4 mm; **separating line above**: 1.75 pt, HR cyan, offset 8.8 mm

← **Compatil Fact LT Com regular**, 8.75/12.5 pt, metric kerning, tracking 5, HR blue, indent left and right: 5 mm, space after: 9 mm; **separating line below**: 1.75 pt, HR cyan, offset 6 mm

- **Quotes** are highlighted extracts from the continuous text. The source is optional.
 - **Information boxes** provide additional information. They may be set in one or two columns.
 - All text hierarchies may be used in white on images and full-area colour planes.
-

Headline and text hierarchies

Flyers/newsletter/inserts



Title headlines

T1 – title headline ←

Compatil Text LT Com regular, 26/29 pt, optical kerning, tracking -10, HR blue, HR cyan, HR warm grey, black, white, space after: 3.5 mm

T2 – title headline ←

Compatil Text LT Com regular, 20/24 pt, optical kerning, tracking -10, HR blue, HR cyan, HR warm grey, black, white, space after: 2.4 mm

Headlines

HL2 – This is headline 2 ←

Compatil Fact LT Com bold, 12.5/12.5 pt, metric kerning, tracking 0, HR blue, space before: 5 mm, after: 1 mm

HL3 – This is headline 3 ←

Compatil Fact LT Com bold, 10/12.5 pt, metric kerning, tracking 5, HR blue

HL4 – This is headline 4 ←

Compatil Fact LT Com bold, 9/12.5 pt, metric kerning, tracking 5, HR warm grey

This is the headline
for tables and charts ←

Compatil Fact LT Com bold, 8/10 pt, optical kerning, tracking 0, indent 2.5 mm, black

This is a picture caption. Usdaestiis et la
nobis errorporit opta nonesti ←

Compatil Fact LT Com regular, 7.5/10 pt, metric kerning, tracking 0, HR cyan, black

This is the headline in an information box

This is continuous text in an information box. How, ao que o pai replica: "How I know, I want to know who", falar bem de mim mesmo (que cara legal!); enfim, ninguém vai Pediram-me que escrevesse um Blindtext. Em português seria algo como o texto para cegos ou texto cego. No Brasil também chamado de Nononono (eu sempre me pergunto se tanta energia negativa não.

← **Compatil Fact LT Com bold**, 10/12.5 pt, metric kerning, tracking 0, HR blue, indent left and right: 5 mm, space before: 9 mm, after: 4.4 mm; **separating line above**: 1.75 pt, HR cyan, offset 8.8 mm

← **Compatil Fact LT Com regular**, 8.75/12.5 pt, metric kerning, tracking 5, HR blue, indent left and right 5 mm, space after: 9 mm; **separating line below**: 1.75 pt, HR cyan, offset 6 mm

Headline and text hierarchies

Invitations



Title headlines

T2 – title headline

← **Compatil Text LT Com Regular**, 20/24 pt, optical kerning, tracking -10, HR blue, HR cyan, HR warm grey, black, white, space after: 2.4 mm

T3 – title headline

← **Compatil Text LT Com Regular**, 15/18 pt, optical kerning, tracking -10; HR blue (only if T2 is also HR blue), HR cyan, black, white; left-adjusted; space after: 2.4 mm

Headlines

HL 1 – headline 1

← **Compatil Text LT Com regular**, 18/20 pt, metric kerning, tracking 0, HR cyan, space after: 3 mm

HL 2 – This is headline 2

← **Compatil Fact LT Com bold**, 12.5/12.5 pt, metric kerning, tracking 0, HR blue, space before: 5 mm, after: 1 mm, in baseline grid, 1 empty line before continuous text

HL 3 – This is headline 3

← **Compatil Fact LT Com bold**, 10/12.5 pt, metric kerning, tracking 5, HR blue; may have one empty line before the following text

This is an example of continuous text. Est offica bores voluptat quam alis nam explace ptatia vol.

← **Compatil Text LT Com regular**, 8.75/12.5 Pt, **left-adjusted**, metric kerning, tracking 5, black, white

Et dicatur **highlight in black** comnit ut

← **Character style: bold**, black

Quia vel **highlight in blue** inimusam

← **Character style: bold**, HR blue

Quia vel **highlight in warm grey** inimusam

← **Character style: bold**, HR warm grey

- **Bullet list level 1** si beris estrum que exp landiti occusa prem autem excepel

← **Large bullet: paragraph style:** based on continuous text, indent 3 mm, tab 8 mm; **character style of bullet:** 12 pt, baseline shift -0.5 pt

This is an example of a footnote. Est officabores voluptat quam alis, estotatiur sam is ulpa presedi ipidebit eum

← **Compatil Fact LT Com regular**, 7/10 pt, metric kerning, tracking 5, black

Headline and text hierarchies

Advertisements



Headlines

Factline *

← **Compatil Text LT Com regular**, 45/50 pt, optical kerning, tracking 0, HR blue, HR cyan, HR warm grey, black, white, space after: 3.5 mm; **character style of asterisk**: font size: 40 pt, baseline shift: 7 pt, superscript

T1 – title headline

← **Compatil Text LT Com regular**, 26/29 pt, optical kerning, tracking -10, HR blue, HR cyan, HR warm grey, black, white, space after: 3.5 mm

T2 – title headline

← **Compatil Text LT Com regular**, 20/24 pt, optical kerning, tracking -10, HR blue, HR cyan, HR warm grey, black, white, space after: 2.4 mm

HL2 – This is headline 2

← **Compatil Fact LT Com bold**, 8.75/12.5 pt, metric kerning, tracking 5, black, white

This is an example of continuous text and the **internet adress**.
Est officabores voluptat quam, ipidebit eum adipiscing.

← **Compatil Fact LT Com Regular**, 7.5/10 pt, metric kerning, tracking 0, HR cyan, black, white; **character style of highlighting**: bold

- This is an example of a bullet list. Est officabores voluptat quam alis nam explace ptatia volore.

← **Paragraph style**: based on continuous text, indent 3 mm, tab 8 mm; **character style of bullet**: 12 pt, baseline shift -0.5 pt

This is a picture caption. Usdaestiis et la nobis errorporit opta nonesti nobis errorporit opta nonesti.

← **Compatil Fact LT Com regular**, 7/10 pt, metric kerning, tracking 5, black

-
- The precise use of the various hierarchies is explained in the separate dimensioning PDF.
-

Headline and text hierarchies

Exhibition media and studio walls



Important: Oversize formats are usually composed with a scale of 1:10. All format information given below refers to this ratio. In the case of documents set up in the original size, all dimensions must be multiplied by 10.

Studio walls

M1 – ← **Compatil Text LT Com Regular**, 34/39 pt, optical kerning, spacing -10; HR blue, black, white; space after 4 mm

Headline

M2 – Headline ← **Compatil Text LT Com Regular**, 24/28 pt, optical kerning, spacing -10; HR blue (only if M1 is also HR blue), black, white; left-aligned; space after 10 mm

This is an example of continuous text. Est offica volore. ← **Compatil Fact LT Com Regular**, 12/15 pt, optical kerning, spacing 5; black, white; grouped style

- This is an example for a bullet list. ← **Based on continuous text**, indent left 3 mm; space before 2 mm; left-aligned

This is an example of a picture caption ← **Compatil Fact LT Com Regular**, 7,5/10 pt, optical kerning, spacing 5; black, white; left-aligned

Roll-Ups

R1 – Headline ← **Compatil Text LT Com Regular**, 17/19,5 pt, optical kerning, spacing -10; HR blue, black, white; space after 2 mm

R2 – Headline ← **Compatil Text LT Com Regular**, 12/14 pt, optical kerning, spacing -10; HR blue (only if R1 is also HR blue), black, white; space after 5 mm

This is an example of continuous text. Est officabores voluptat quam alis nam explace ptatia volore. Est officabores voluptat quam. ← **Compatil Fact LT Com Regular**, 7,5/9,5 pt, metric kerning, spacing 5; black, white; grouped style

- This is an example for a bullet list. Est officabores voluptat quam alis nam est. ← **Based on continuous text**, indent left 3 mm; space before 1,5 mm; left-aligned
- Est officabores voluptat quam alis nam est.

This is an example of a picture caption ← **Compatil Fact LT Com Regular**, 6,5/8,5 pt, optical kerning, spacing 5; black, white; left-aligned

Composite exhibition systems

The headline of the central area is **M1**, the one of the Roll-Ups is **M2**. Text formats of continuous text, bullet list and picture caption are taken from the exhibition panels.

Headline and text hierarchies

Miniature formats



Text styles

Headline	←	Compatil Text LT Com Regular , 10/12,5 pt, optical kerning, spacing 0, HR blue, HR cyan, white
Continuous text	←	Compatil Fact LT Com Regular , 8,75/12,5 pt, optical kerning, spacing 0, HR blue, white
Picture caption	←	Compatil Fact LT Com Regular , 6,5/8 pt, optical kerning, spacing 0, black, white

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