

somewhat
different

Corporate design
Invitation card

Formal invitation card

1 Contact details

The text block with the contact details is at the bottom left of the reverse side at the position shown. The URL is at the bottom right. Both are in continuous-text style, the URL is highlighted in bold (see text hierarchies, p. 6).

2 Logo and claim

The logo is used in the 4c version. The logo sizes for each of the DIN formats are precisely defined. In format DIN A5 the logo is 7 mm high. The logo is positioned with the specified tracking at the bottom right of the front page. The claim may be used in HR blue and HR cyan. The claim is the same colour as the frame. The size depends on that of the logo.

3 Balloon frame

The balloon occupies five sixths of the page height (plus pointer). The colours HR blue and HR cyan may be used. The line thickness is 4 pt (contour on the inside). The claim is the same colour as the frame.

4 Title

The text is black. The position of the text is as shown in the dimensions sketch, the styles for the text hierarchies are described on page 6.

5 Text area

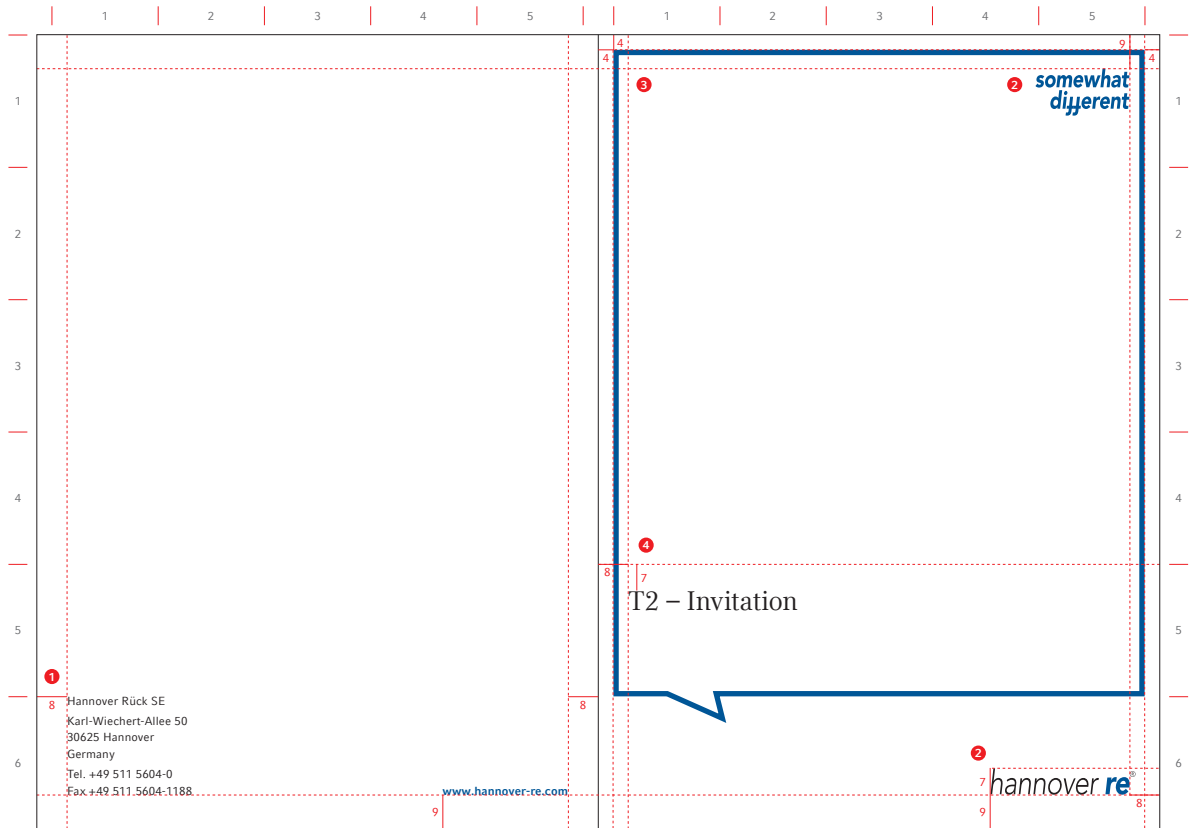
The text stands on the right-hand page, one fifth from the left and one sixth from the top plus 7 mm. Half a column is left empty to the right.

6 Footnote

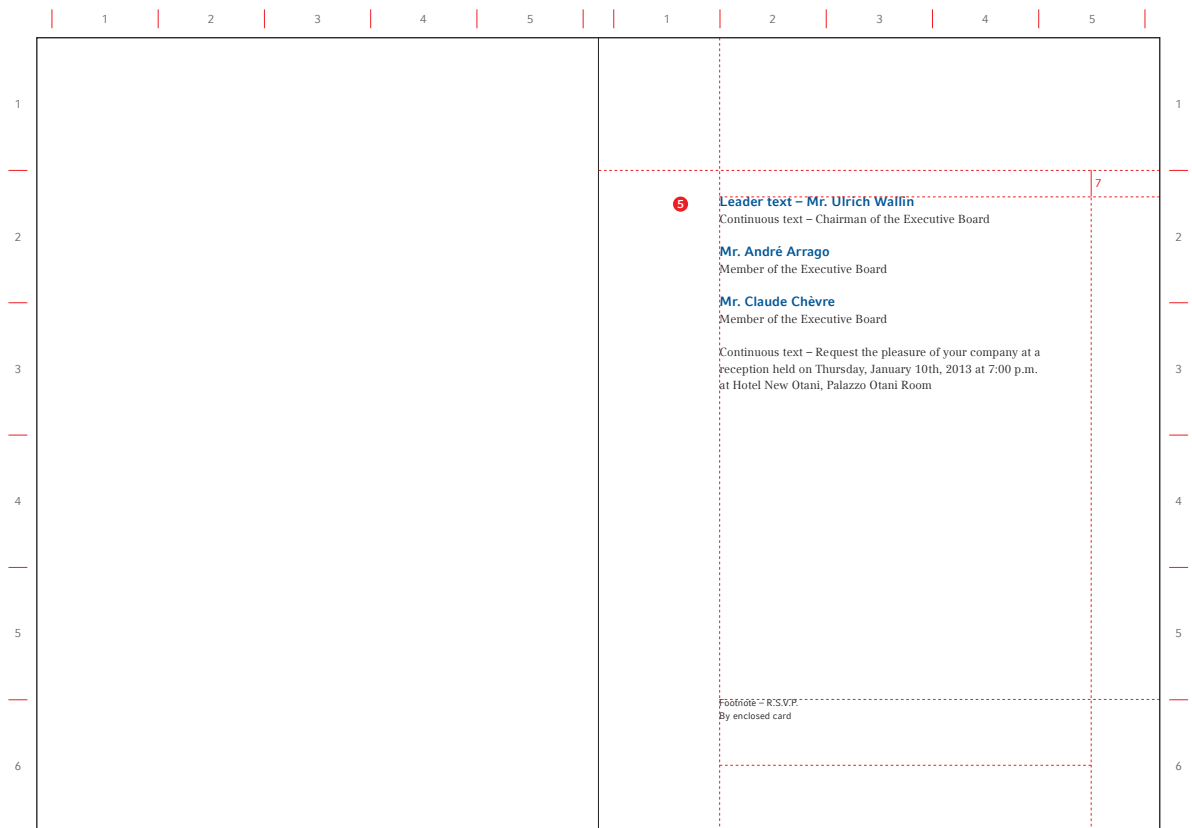
The footnote, if any, stands in the bottom sixth. The text style is as described on page 6.

The text hierarchies are as described on page 6.

Original size: 148,5x210 mm (open: 297 x210 mm), size of illustration 50 %



Outside pages (dimensions in mm)



Inside pages (dimensions in mm)

Emotional invitation card

1 Contact details

The text block with the contact details is at the bottom left of the reverse side at the position shown. The URL is at the bottom right. Both are in continuous-text style, the URL is highlighted in bold (see text hierarchies, p. 6).

2 Logo and claim

The logo is used in the 4c version. The logo sizes for each of the DIN formats are precisely defined. In format DIN A5 the logo is 7 mm high. The logo is positioned with the specified tracking at the bottom right of the front page.

The claim may be used in HR blue, HR cyan, HR warm grey or white. The size is proportional to that of the logo. The position is as shown in the dimensions sketch.

3 Background, outside pages

Emotional invitation cards use a full-area narrative image.

4 Balloon

The balloon occupies four fifths of the format width. It starts 8 mm from the left and can be freely positioned in the vertical between the claim and the logo. HR blue, HR cyan, HR warm grey or white may be used – **the preferred colour is HR cyan.**

The text is positioned within the balloon as shown in the dimensions sketch. Text styles: see p. 6.

5 Header, inside page

At the upper edge, blue areas occupy the top sixth of both inside pages (see dimensions sketch).

6 Text area

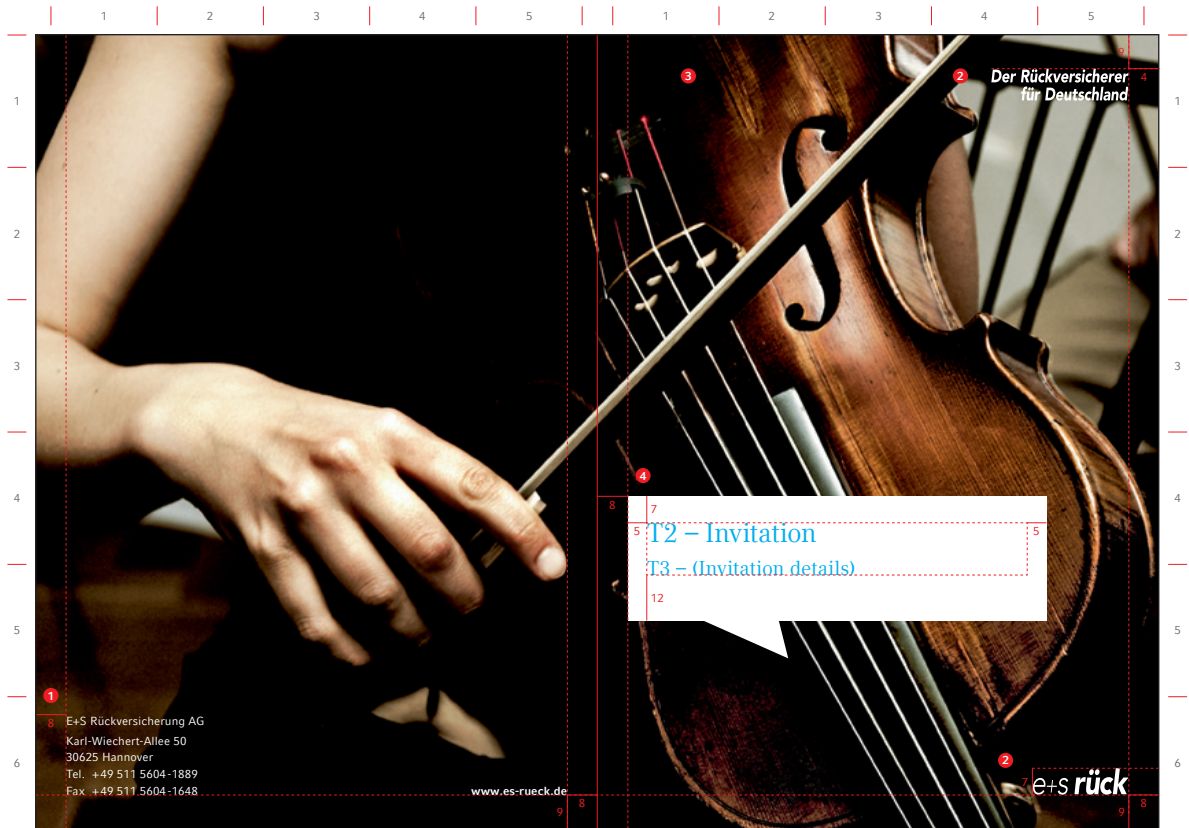
The text starts at one-and-a-half sixths in the horizontal and at one-half fifth in the vertical.

7 Footnote

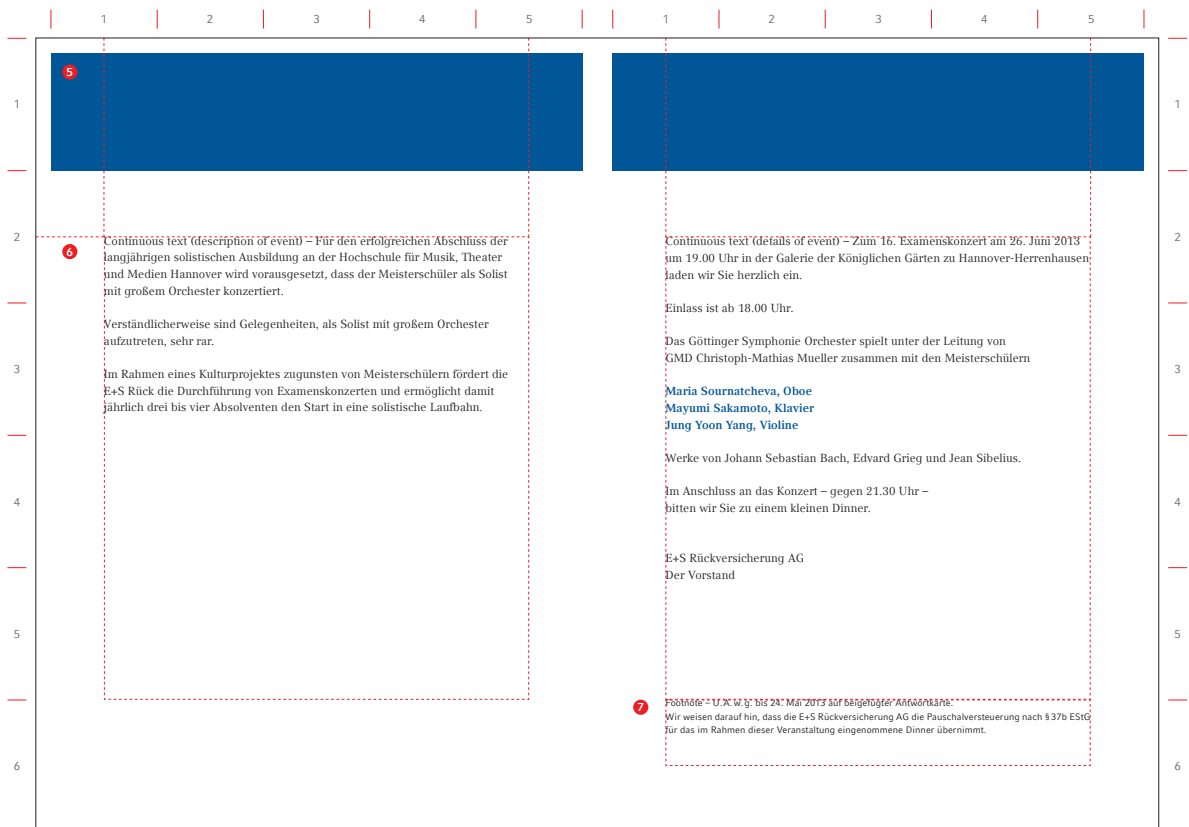
The footnote, if any, stands in the bottom sixth. The text style is as described on page 6.

The text hierarchies are as described on page 6.

Original size: 148,5x210 mm (open: 297x210 mm), size of illustration 50 %



Outside pages (dimensions in mm)



Inside pages (dimensions in mm)

Text hierarchies for 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, space 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

This is an example of continuous text. Est offica bores voluptat quam adipsum quatus aut. ← **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 explanditi occusa autem excepel ← **Large bullet: paragraph style:** based on continuous text, indent 3 mm, tab 8 mm; **character style 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

Contact

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