



**SPINLAB** THE HHL  
ACCELERATOR

# CORPORATE DESIGN GUIDELINE

Version 01 | Dezember 2015



## Vorwort

“SpinLab - The HHL Accelerator” is an integrated part of the overall CEIM concept of HHL. Located on the creative and inspiring area of the Leipzig’s cotton mill (Leipziger Baumwollspinnerei) it will be established at the beginning of 2015. It is financed by investors and its use for established companies.

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## About

Besides access to required infrastructure (co-working offices) founding and innovation teams benefit from intensive coaching and consulting as well as mentoring, from HHL's excellent networks of investors and entrepreneurs, from supporting service providers and from the opportunities to exchange experiences internationally. The unique idea of "SpinLab - The HHL Accelerator" is that this platform can not only be used by startups but also by established companies. The focus is on innovative, internationally scalable business ideas. The program is limited to a maximum of 6 months at no charge and with no equity holding. Moreover, there is the opportunity of using additional other office spaces on Leipzig's cotton mill to foster the further growth of the company.



## 1.1 Logo - Spinlab

Der Gedanke dahinter ist die Synergie zwischen Spinnerei und HHL durch die Elemente der Hausfarben und Piktogramm darzustellen. Das abstrakte Baumwoll-Symbol erinnert dezent an den Ort, ohne sich aufzudrängen, da viel Interpretationsspielraum auch in Richtung Dynamik und Vernetztheit offen bleibt.

Large



Medium



Small



## 1.2 Logo - Farbvarianten





## 2.0 FARBEN

## 2.1 Farbdefinition (HHL Haus-Farben)



Hex #009ee0  
CMYK 100 | 0 | 0 | 0  
RGB 0 | 158 | 224



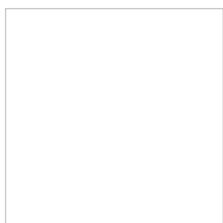
Hex #faba00  
CMYK 0 | 30 | 100 | 0  
RGB 250 | 186 | 0



Hex #1a171b  
CMYK 0 | 0 | 0 | 100  
RGB 26 | 23 | 27



Hex #707173  
CMYK 0 | 0 | 0 | 70  
RGB 112 | 113 | 115



Hex #ffffff  
CMYK 0 | 0 | 0 | 0  
RGB 255 | 255 | 255

## 3.0 TYPOGRAFIE

## 3.1 Schriften (HHL Haus-Schriften)

### Schriftart: Gotham

Gotham Light

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Gotham Book

abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789

Gotham Medium

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

Gotham Bold

**abcdefghijklmnopqrstuvwxy  
z  
ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
0123456789**

## 3.2 Digitale Schriften

### Schriftart: [Raleway](#)

Raleway is an elegant sans-serif typeface family. Initially designed by Matt McInerney as a single thin weight, it was expanded into a 9 weight family by Pablo Impallari and Rodrigo Fuenzalida in 2012 and iKerned by Igino Marini. It is a display face and the download features both old style and lining numerals, standard and discretionary ligatures, a pretty complete set of diacritics, as well as a stylistic alternate inspired by more geometric sans-serif typefaces than its neo-grotesque inspired default character set.

Raleway Regular

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Raleway Medium

abcdefghijklmnopqrstvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

Raleway Bold

**abcdefghijklmnopqrstvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**0123456789**

## 3.3 Digitale Schrift - Anwendungen

---

**Headline**

Font: Raleway 24 pt.  
Color: RGB 67 | 67 | 67  
LS\*: 40

---

**Subheadline**

Font: Raleway 17 pt.  
Color: RGB 67 | 67 | 67  
LS\*: 40

---

Margin

Font: Raleway 13 pt.  
Color: RGB 160 | 160 | 160  
LS\*: 20

---

Fließtext Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore sed magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea lorem ipsum dolor sit amet consetur.

Font: Raleway 15 pt.  
Color: RGB 98 | 98 | 98  
LH\*: 23  
LS\*: 20

---

Link Typ 1 →

Font: Raleway 13 pt.  
Arrow: Wingdings 3 (12pt.)  
Color: RGB 67 | 67 | 67  
LS\*: 40

---

Link Typ 2 →

Font: Raleway 13 pt.  
Arrow: Wingdings 3 (12pt.)  
Color: RGB 0 | 158 | 224  
LS\*: 40

---

**BUTTON**

Font: Raleway 13 pt.  
Color: RGB 0 | 158 | 224  
LS\*: 40

---

## 4.0 FORMEN / ICONS

## 4.1 Formen / Icons - Anwendungen

### ICONS



Co-Working



Spinlab Bildmarke



Beratung & Mentoring



Link to Portfolio Website



Netzwerk



acceleration time



Finanzierung



Social Media



Location

---

### FORMEN



Slide Arrows



Slide Dots



**thin Line** (1 pt. / Color: RGB 176 | 176 | 176)



**fat Line** (2 pt. / Color: RGB 176 | 176 | 176)

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