SPINLAB THE HHL ACCELERATOR

CORPORATE DESIGN GUIDELINE

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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.

1.0 LOGO

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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham Book

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gotham Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Raleway Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Raleway Bold

abcdefghijklmnopqrstuvwxyz
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)

SPINLAB THE HHL ACCELERATOR

ADRESSE

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