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| 1. **Brandmark**   Brandmark overview  Brandmark colors  Background colors  Minimum size  Stand-alone version of the brandmark  Brandmark misuse | 7. **Stationery**  Letterhead  Business card  DL envelope  C4 envelope  C5 envelope  A4 folder  Notebook  Pen |
| 1. **Colors**   Inspiration  Specifications  Color combinations  Usage of colors in special cases  General misuse of colors | 8. **Flyers and leaflets**  Flyer DL  Flyer A5  Flyer A5 landscape |
| 1. **Fonts**   Font overview  Font colors  Typography and rhythm | 9.  **Miscellaneous applications**  Press Banners  Rollup Banners  Vertical flags  Pole flags  Table flags and poles  Bags |
| 1. **Grids**   Grids for DIN-Formats  Master grid measurements  Brand mark placement | 10. **Advertising**  Posters |
| 1. **Graphic device**   Graphic device overview  General rules  Misuse of graphic device | 11.  **Signage**  Indoor signage  Outdoor signage |
| 1. **Layout**   General layout rules  Placement of images  Format adaptation | 12. **Electronic media**  E-mail signature  PowerPoint sample pages  Facebook page skinning |