|  |  |
| --- | --- |
| 1. **Brandmark**

Brandmark overviewBrandmark colorsBackground colorsMinimum sizeStand-alone version of the brandmarkBrandmark misuse | 7. **Stationery**LetterheadBusiness card DL envelopeC4 envelopeC5 envelopeA4 folderNotebookPen |
| 1. **Colors**

InspirationSpecificationsColor combinationsUsage of colors in special casesGeneral misuse of colors | 8. **Flyers and leaflets**Flyer DLFlyer A5Flyer A5 landscape |
| 1. **Fonts**

Font overviewFont colorsTypography and rhythm | 9.  **Miscellaneous applications**Press BannersRollup Banners Vertical flagsPole flagsTable flags and polesBags |
| 1. **Grids**

Grids for DIN-FormatsMaster grid measurementsBrand mark placement | 10. **Advertising**Posters  |
| 1. **Graphic device**

Graphic device overviewGeneral rulesMisuse of graphic device | 11.  **Signage**Indoor signageOutdoor signage |
| 1. **Layout**

General layout rulesPlacement of imagesFormat adaptation | 12. **Electronic media**E-mail signaturePowerPoint sample pagesFacebook page skinning |