

DEKRA

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Corporate Design

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The DEKRA logo is a denominative/figurative mark. Denominative and figurative marks form a unit. Proportions and distances are determined exactly.

According to the medium and possibilities, two combinations suggest themselves:



The horizontal arrangement next to each other or – in exceptional cases –



the vertical arrangement around the central axis.

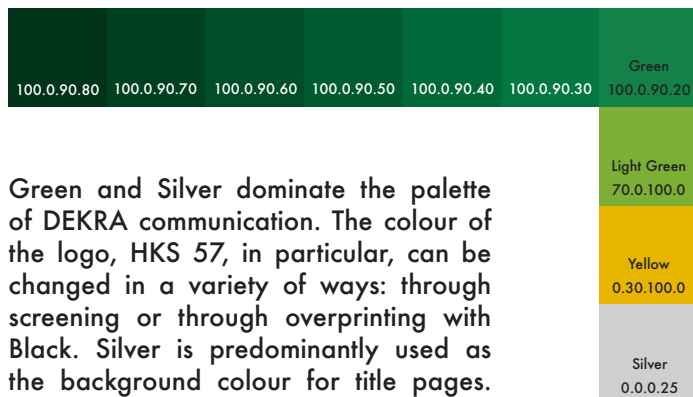
The DEKRA Green **HKS 57** is the preferred DEKRA colour. If this Green is not available, the Black or White logo is used.



HKS



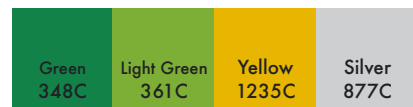
CMYK



Green and Silver dominate the palette of DEKRA communication. The colour of the logo, HKS 57, in particular, can be changed in a variety of ways: through screening or through overprinting with Black. Silver is predominantly used as the background colour for title pages. In addition, Light Green and Yellow are used sparingly as accent colours or in the design of info-graphs. The reproduction of the colours was determined for standard colour systems. In the print media these are HKS, Pantone (for special colours) and CMYK (for process colours). The RAL colours are used for industrial applications (e.g. lacquers and paints).

Pantone

(grading of tonal values according to HKS)



RAL

(according to colour standard RAL 840-HR)



Headline

Self-expression through the choice of fonts.

Subline

The corporate font is, like the logo, a constant of a company's distinctive appearance.

Longcopy

The fact that it is less consciously perceived than the mark or the colour does not diminish its importance; it has a demonstrably strong impact on the sub-conscious.

DEKRA's house fonts – Futura and Minion – are visual pegs that communicate the Group's basic values. So they must always be used in all print media.

Caption

Texts generated from PC masks or standard office applications for the purpose of correspondence are an exception.

Correspondence

These texts are keyed in using Arial, which is available in the text-processing system and can be set to bold for emphasis.

	Format	Font	Section	Kerning
	Headline	Futura	Medium/Demi	10
	Subline	Futura	Medium	0
	Longcopy	Minion	Regular	0
	Caption	Futura	Medium	5
	Correspondence	Arial	Regular/Black	0
	Tables	Futura	Book/Demi	0