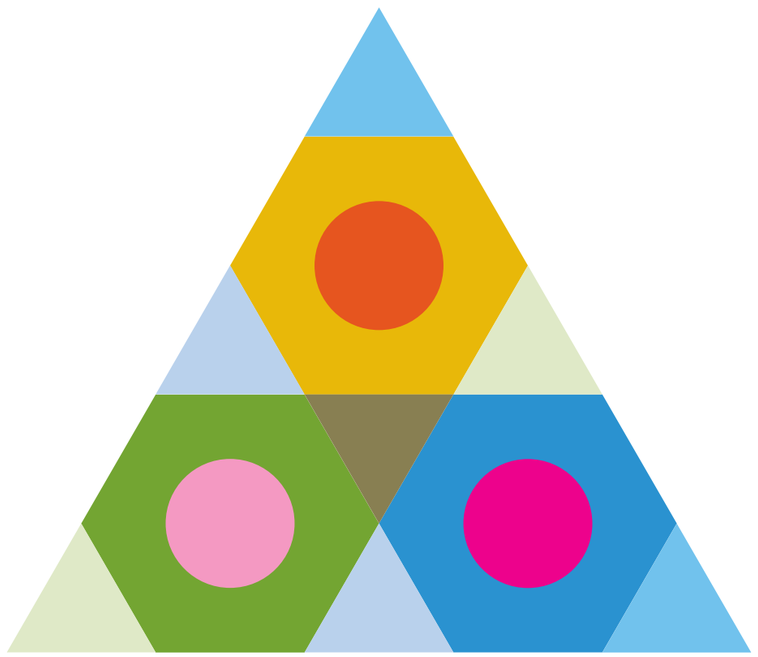
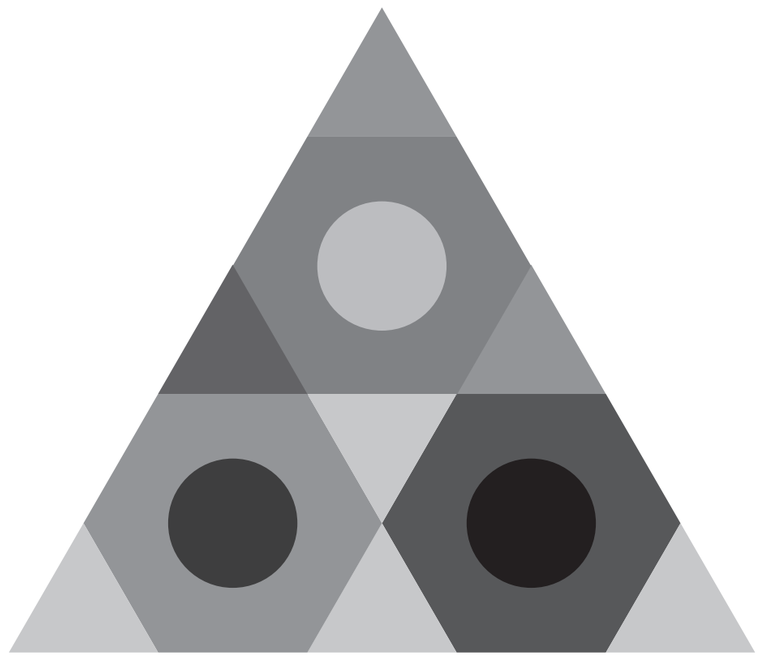


grotheer architekten

GEBÄUDE UND RÄUME

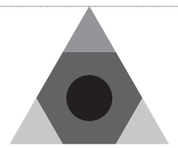


grotheer architekten

GEBÄUDE UND RÄUME

Font and spacing system

7,5 B			0,3
15 B			0,6
15 B			0,6
25 A			1
7,5 B			0,3
10 A			0,4
15 B			0,6



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GEBÄUDE UND RÄUME

factor

5 B			0,2
10 B			0,4
25 A			1
5 B			0,2
10 A			0,4
10 B			0,4

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GEBÄUDE UND RÄUME

factor

15 mm			0,6
25 pt	spacing 25 pt	spacing 1	1
25 pt			1
7,5 mm			0,3
10 px			0,4
15 mm			0,6

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GEBÄUDE UND RÄUME

Deciding for the spacing is the capital-height of the logo!

pt	A	Nominell	A ≙ B
mm	B		(e.g. 15 pt ≙ 15 mm)
		Reell	1 mm = 3,8 pt

Grotheer fonts

intro regular alt
intro book alt
intro light alt

grotheer
0179 7861058
Friederike

Explanation fonts

INTRO THIN CAPS

GEBÄUDE UND RÄUME
INNENARCHITEKTUR

Common fonts

intro regular
intro book
intro light

Haus Herpich
Baubeschreibung
architekten

Hieghts and spacing

Headline

SUBLINE

Untiora quiam que ditam fuga. Itatecullab illorecum quodicipid et et, to exerspe ditiuntin nimagnimus eum est la uolorpo restempore, uid militatur?

Por sani tet fugitatiat fugitat emolectem repero te reremod etur? Ugias postiisi uerit faccus custo quam aut ut il ide explic te uenis ea etur, corit aut prem alitis es eatem. Boriber ciumque nam fugi parum dolor apelicto et odis qui dolum quo is autem uolorem illest, simus dolupta dollor reperferum qui utae uoluptae non rende rem dollibus etur sum quam dolupta taturio.

Conseque ea si as uoluptates el ium nos nim endellu ptiant omnisti doloreius doloria et eatiatios exere uolorum seque uent faccaborepta pro odiande molupid esequiatet aut atemolu ptatem cullabore uendi sed modita excesed ignihic toresti berunt uollest iusamus ament. Cipsam, omnimi, sam fugiam ilit fuga. Ita dionsecte mo quia nos esequis aribus, quod mintur?

Headline	Subline	Text
Intro Regular	INTRO BOOK CAPS	Intro Light
Height: 25 A	Height: 10 A	Height: 10 A
Spacing: 30 A	Spacing: 25 A	Spacing: 15 A

Colour system

BLUE

A	H	O	V	3	4	W	B	I	6
C100 M15 Y0 K0	C100 M40 Y0 K0	C80 M35 Y0 K15	C100 M60 Y0 K35	C100 M65 Y40 K20	C60 M40 Y30 K25	C60M35Y25K20	C60 M30 Y25K0	C50 M20 Y20 K0	C35M15 Y15 K0
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%	25%	25%	25%	25%

BLUE GREY

RED

C	J	P	X	5	Q	Y	U	2	D
C0 M80 Y100 K5	C0 M100 Y100 K0	C0 M100 Y70 K0	C15M100 Y60 K0	C30 M100 Y100 K0	C45 M75 Y50 K20	C40 M65 Y45 K15	C35 M55 Y40 K10	C30 M45 Y35 K5	C25 M35 Y30 K0
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%	25%	25%	25%	25%

RED GREY

GREEN

N	K	S	1	7	8	Z	0	M	F
C45 M5 Y100 K5	C75 M5 Y1000 K20	C75 M5 Y100 K0	C100 M0 Y75 K0	C80 M0 Y100 K25	C85M45Y70K20	C75M40Y65K15	C65M35Y60K10	C55M30Y55K5	C45M25Y50 K0
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%	25%	25%	25%	25%

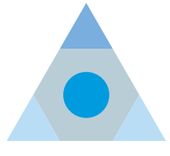
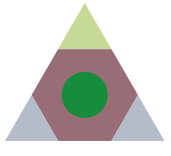
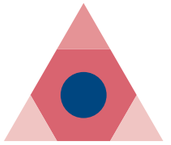
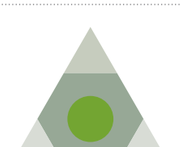
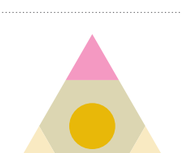
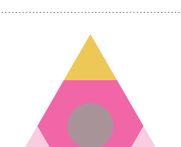
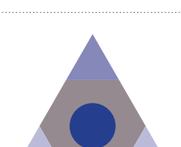
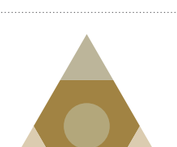
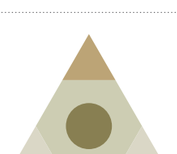
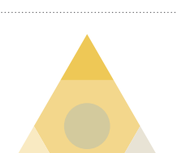
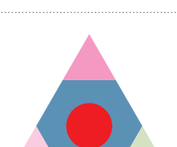
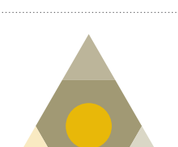
GREEN GREY

EXTRA

T	R	9	L	G	E				
C0 M20 Y100 K10	C0 M100 Y0 K0	C100 M90 Y10 K0	C20 M40 Y100 K40	C20 M20 Y40 K40	C0 M0 Y0 K75	C75 M5 Y1000 K20	C100 M0 Y75 K0	C80 M0 Y100 K25	C45 M5 Y100 K5
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
75%	75%	75%	75%	75%	75%	75%	75%	75%	75%
50%	50%	50%	50%	50%	50%	50%	50%	50%	50%
25%	25%	25%	25%	25%	25%	25%	25%	25%	25%

EXTRA GREY

Colour board

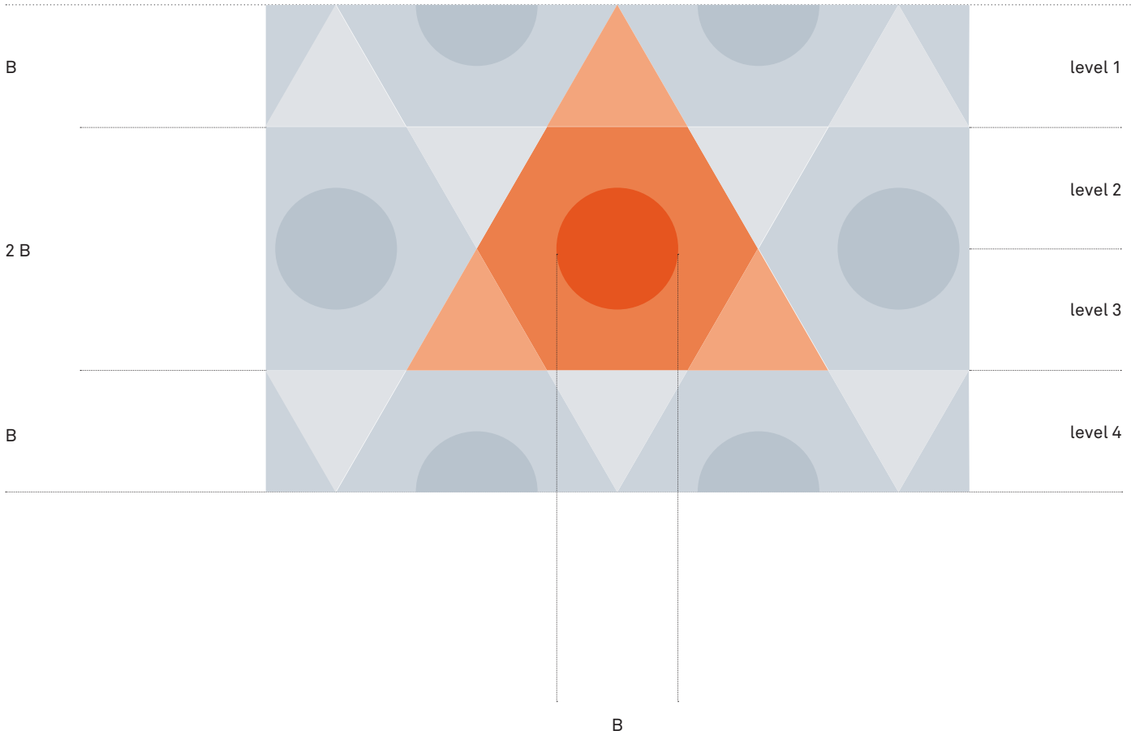
	A	B	C	D	E	F	G	H	I	J	
1											1
2											2
3											3
4											4
5											5
6											6
7											7

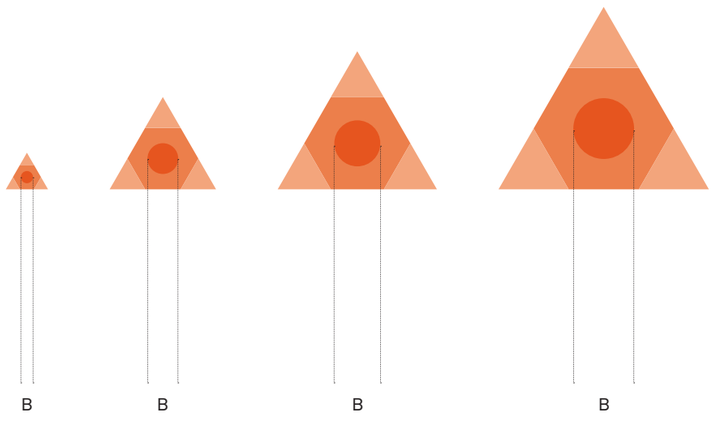
Three-digit system

Examples colouring

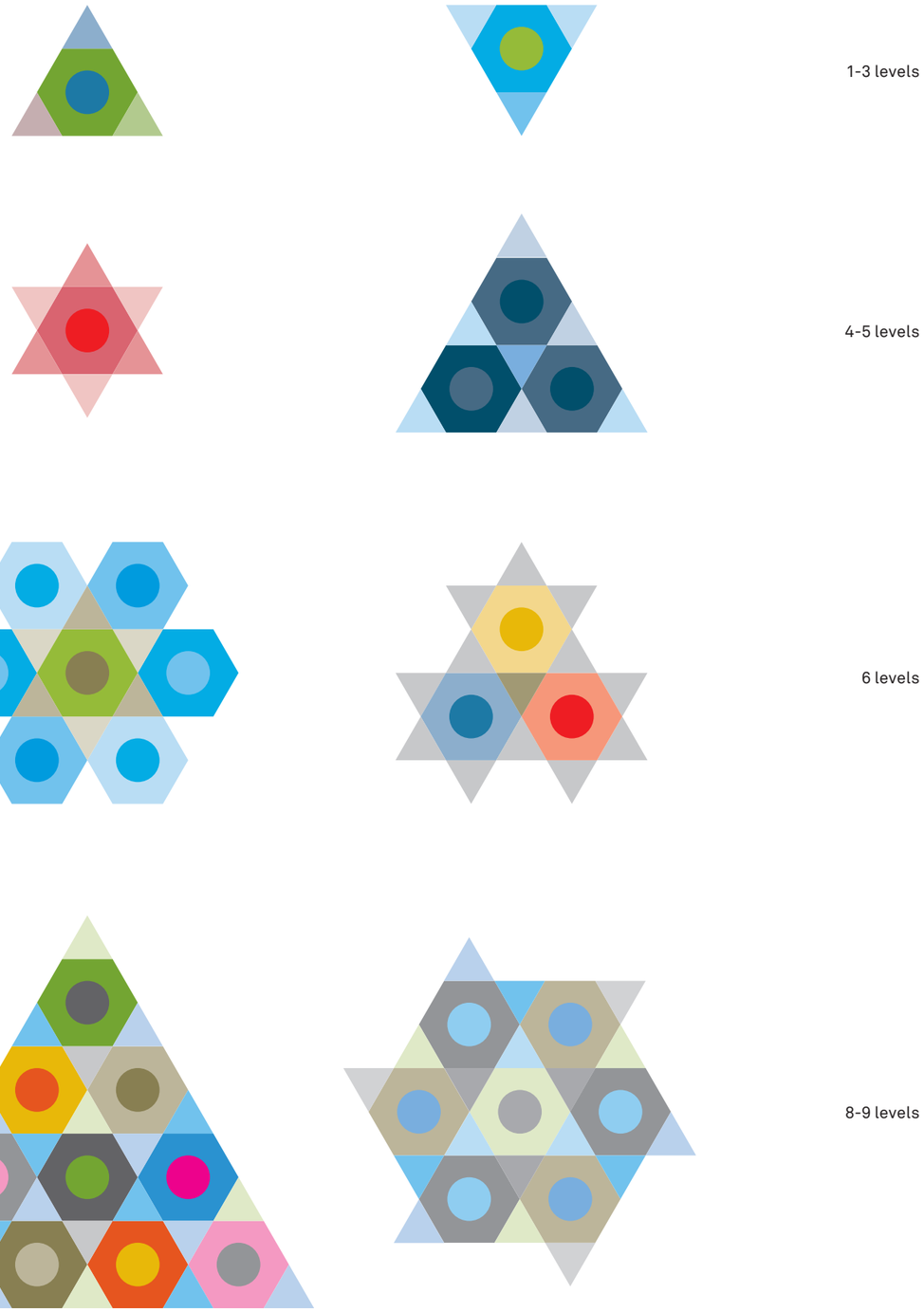
A-Z	A	B	C	D	E	G	S	B	GSB
	F	G	H	I	J	F	R	I	FRI
	K	L	M	N	O	H	A	M	HAM
	P	Q	R	S	T	J	N	T	JNT
	U	V	W	X	Y	W	D	E	WDE
	Z					K	O	U	KOU
0-9	0	1	2	3	4	5	L	Z	5LZ
	5	6	7	8	9	T	C	7	TC7

Pattern system

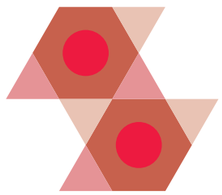


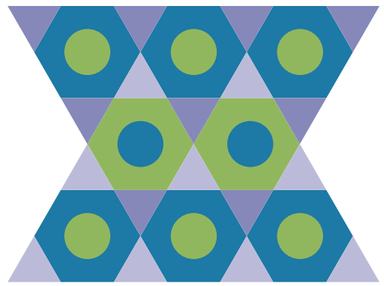


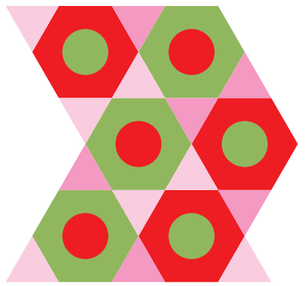
Pattern levels

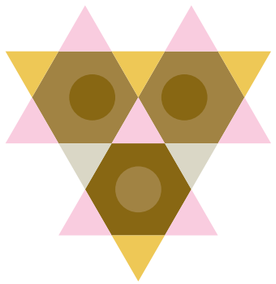


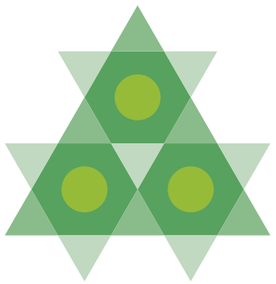
Examples pattern

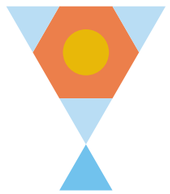


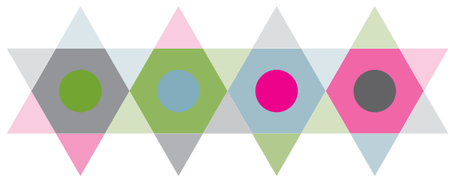


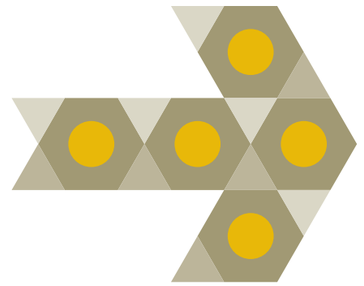


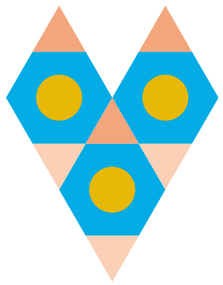


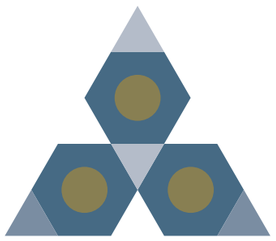


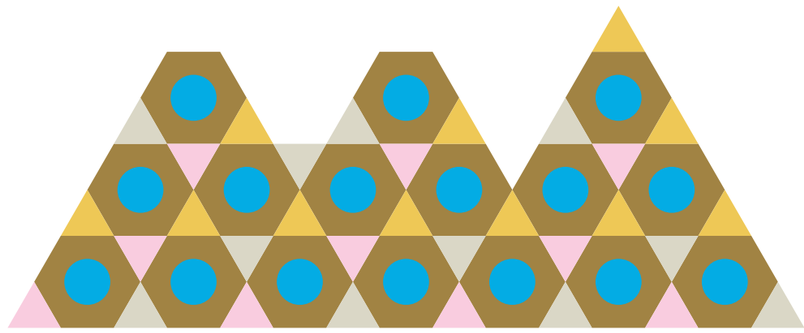




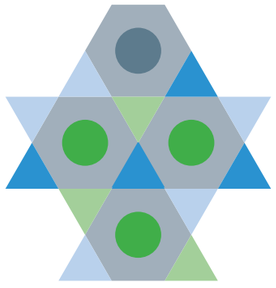




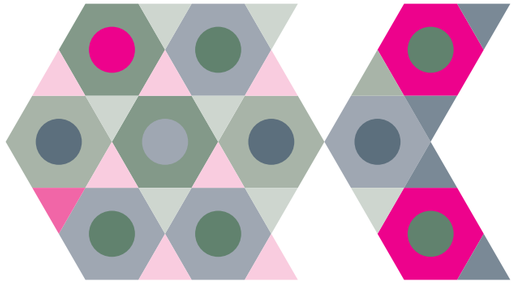




Examples project-logos

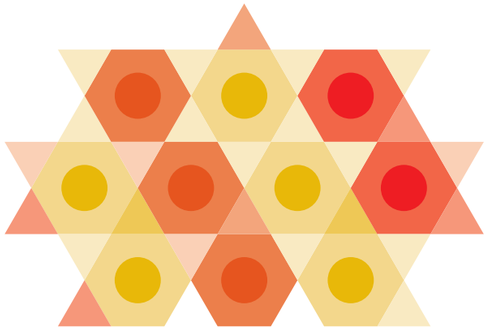


SWH

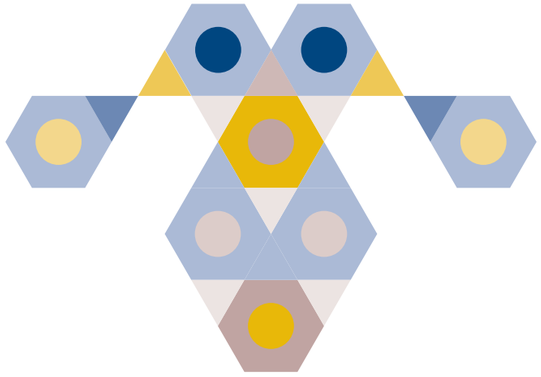


RO4

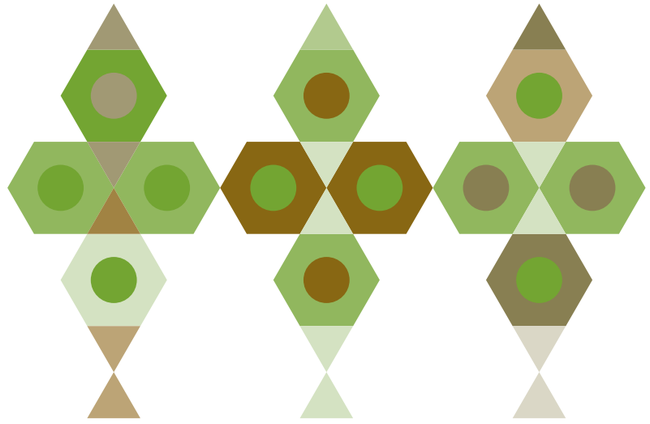
J80



CTJ



VDT



KGL