

BRAND BOOK *of* SIBB

Verband der Software-,
Informations- und
Kommunikations-Industrie
in Berlin und Brandenburg e.V.

The logo consists of the acronym "SIBB" in a bold, blue, sans-serif font, enclosed within a thin black rectangular border.

SIBB

01

SIBB logo



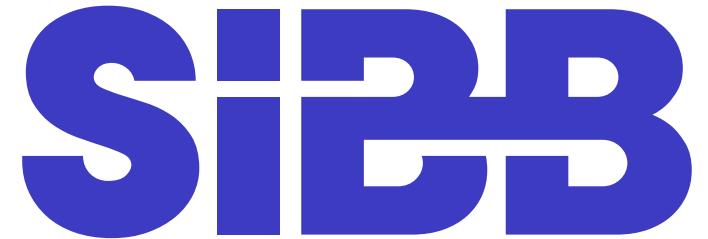
When the colour version of the logo cannot or should not be reproduced, achromatic (positive or negative) version should be used instead. Grayscale version of the colour logo, although not forbidden, should be avoided as much as possible.

Please note: logo with the slogan should not be used when the total width is less than 10 mm or total height is less than 5 mm, or when the technology does not allow small print. The minimal dimensions of the logo are shown below:

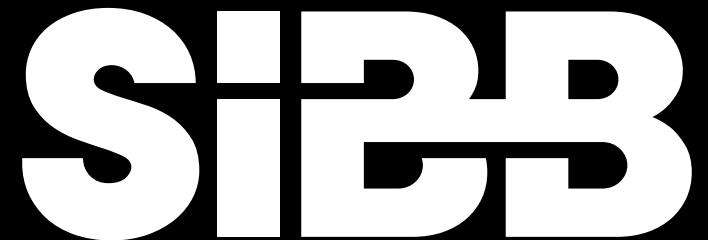


01

SIBB logo



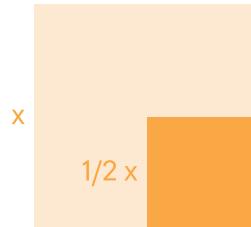
When the colour version of the logo cannot or should not be reproduced, achromatic (positive or negative) version should be used instead. Grayscale version of the colour logo, although not forbidden, should be avoided as much as possible.



02

Protective field

The smallest acceptable size of the protective field is 1/2 of the height of the „l” letter. The same rule applies for the logo without the slogan.



03

Colour palette

In digital media only the RGB colour palette should be used.



Logo colour

RGB
61/59/195

CMYK
90/68/0/0

PANTONE
2728

Background colours

238/242/231 209/213/204

9/4/13/0 22/13/20/0

Pastel 9062 Pastel 9542

Background contrast colours

137/140/255 80/85/251

65/52/0/0 84/65/0/0

7452 2726

Basic font

83/83/83

0/0/0/78

425

Alert colour

249/168/68

0/42/82/0

150

04

Typography

TT Commons is a universal sans serif with a minimal contrast of strokes, a closed aperture and geometric shapes of characters. The design of the typeface was developed for the widest possible range of tasks with which any quality corporate font is required to cope.

TypeType foundry

TT Commons Extra Bold should be used in headings.

The font of the SIBB identity is TT Commons by TypeType foundry (<https://typetype.org/fonts/commons/>). It should be applied consistently across all materials related to the brand. The complete font family consists of a wide variety of font weights: Thin, Extra Light, Light, Regular, Medium, Demi Bold, Bold, Extra Bold, and Black. All of the weights can be used when appropriate or necessary.

The primary font combination is Extra Bold for headings (being also the base for the logotype and used in the slogan), and the Regular variant for continuous text. Please note that as a rule text shoud not be justified.

TT Commons: 12 points

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TT Commons: 10 points

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TT Commons: 8 points

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TT Commons: 6 points

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Suggested leading for continuous text is 110%.

05

Baby logos

Unified colour scheme: gray

Baby logos are constructed as secondary to SIBB brand and follow a pattern that emphasises SIBB. As a rule, the name of the subsidiary project is set in both uppercase and lowercase letters, and their size is 40% of the size of SIBB logotype letters.

Please note that this is not exact science and slight variations are not only permitted, but sometimes necessary.



Reference size of
TT Commons Extra Bold
100 points

Reference size of
TT Commons Extra Bold
40 points



05

Baby logos

Full names scheme

Baby logos are constructed as secondary to SIBB brand and follow a pattern that emphasises SIBB. As a rule, the full name of the subsidiary project is set in both uppercase and lowercase letters, and their size is 33% of the size of SIBB logotype letters.

Please note that this is not exact science and slight variations are not only permitted, but sometimes necessary.



Reference size of
TT Commons Extra Bold
100 points

Reference size of
TT Commons Extra Bold
and TT Commons Regular
33 points



SIBB