BRAND BOOK of SIBB

Verband der Software-, Informations- und Kommunikations-Industrie in Berlin und Brandenburg e.V.
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:
When the colour version of the logo cannot or should not be reproduced, achromatic (positive or negative) version should be used instead. Grayscaled 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 „I” letter. The same rule applies for the logo without the slogan.
## Colour palette

<table>
<thead>
<tr>
<th></th>
<th>RGB</th>
<th>CMYK</th>
<th>PANTONE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Logo colour</strong></td>
<td>61/59/195</td>
<td>90/68/0/0</td>
<td>2728</td>
</tr>
<tr>
<td><strong>Background colours</strong></td>
<td>238/242/231</td>
<td>9/4/13/0</td>
<td>Pastel 9062</td>
</tr>
<tr>
<td></td>
<td>209/213/204</td>
<td>22/13/20/0</td>
<td>Pastel 9542</td>
</tr>
<tr>
<td><strong>Background contrast colours</strong></td>
<td>137/140/255</td>
<td>65/52/0/0</td>
<td>7452</td>
</tr>
<tr>
<td></td>
<td>80/85/251</td>
<td>84/65/0/0</td>
<td>2726</td>
</tr>
<tr>
<td><strong>Basic font</strong></td>
<td>83/83/83</td>
<td>0/0/0/78</td>
<td>425</td>
</tr>
<tr>
<td><strong>Alert colour</strong></td>
<td>249/168/68</td>
<td>0/42/82/0</td>
<td>150</td>
</tr>
</tbody>
</table>

In digital media only the RGB colour palette should be used.
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 should not be justified.

**TT Commons: 12 points**


**TT Commons: 10 points**


**TT Commons: 8 points**


**TT Commons: 6 points**


Suggested leading for continuous text is 110%.
Baby logos are constructed as secondary to SIBB brand and follow a pattern that emphasizes 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.
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.