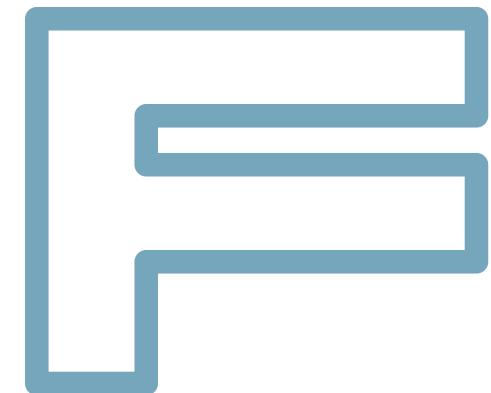
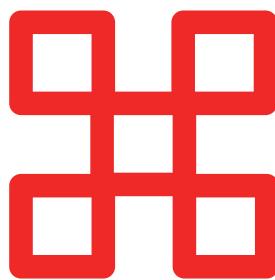


# Visual Identity Guide

January 2012



Logo Variations	02-04
Logo Proportions&Size	05-06
Corporate colors	07-09
Typography	10
Graphic elements	11-12
Stationery	13
Standard POS: Roll-up	14-16
Give-Aways	17-19
Internet	20
Power Point Presentation	21

## Logo Variations

A simple, “living” logo has two appearances:

Main (“Text”) Logo “Funkfeuer” and its additional colorful “OxFF” abbreviation.

“Empty” parts of it represent the concept of wireless (air), at the same time it could be seen as nicely arranged cables. Its role is to represent the young, fresh, uniting, experimental and cooperative character of the association.

At the same time, the abbreviation “OxFF” is still very much recognizable, and will easily replace the previous one.

There are two main variants of the the additional “OxFF” logo - “long” and “short”. Each consists of four elements. These elements can not be separated.

The sub-logo variants are made out of the main logo variant by adding the name of the place in the same color as the second line below the text line “Funkfeuer”.

The variations with additional graphic elements can make the additional “OxFF” logo very playful and even funny. Those variants can be used to represent the strong social aspect of the association.

Main “Funkfeuer” logo and Sub-logo should be always separated from the additional “OxFF” logo.

**Do not alter or change the design,  
use original data.**

Main “Funkfeuer” Logo

# FUNKFEUER

Sub-logo (for more see page 03)

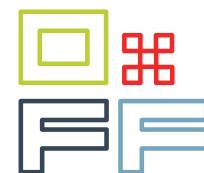
# FUNKFEUER WIEN

Additional “OxFF” logo:

Long variant



Short variant

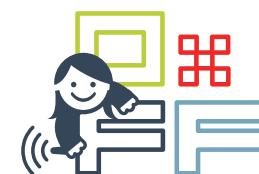


Additional “OxFF” logo variations with graphic elements:

Long variant



Short variant



## Sub-Logo Variations

**FUNKFEUER  
WIEN**

**FUNKFEUER  
KLOSTERNEUBURG**

**FUNKFEUER  
GRAZ**

**FUNKFEUER  
WEINVIERTEL**

**FUNKFEUER  
WELS**

**FUNKFEUER  
BAD ISCHL**

**FUNKFEUER  
WESTSTEIERMARK**

**FUNKFEUER  
LINZ**

## Main and additional logo

Main “Funkfeuer” Logo is an “official” one, and should be used at the top.

Additional “OxFF” logo, long or short, is more like a decorative element, and can be used in addition at the bottom left of the page/composition (see example 1).

It is also possible to use only the main or only the additional logo (see example 2).



Example 2

### Example 1

**FUNKFEUER  
WIEN**

## Brochure or folder header

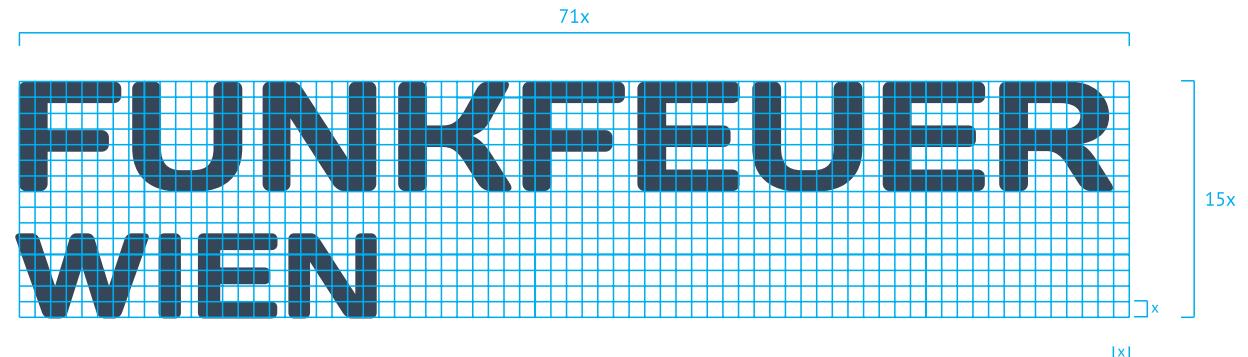


## Proportions

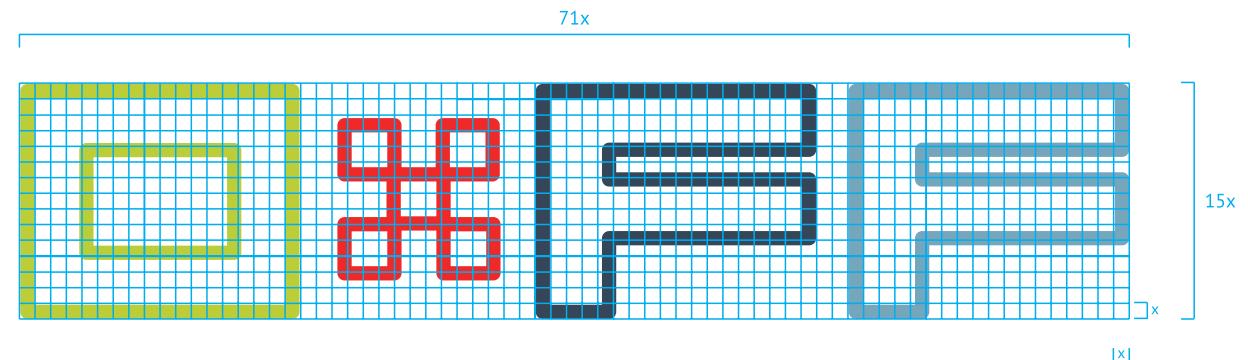
All elements of Logo are arranged in a proper proportion and design. Do not separate the elements of the Sub-logo or additional logo.

The grid shown provides the proper proportion and layout of it.

Main logo/Sub-logo



Additional long logo



## Exclusion Zone, Minimum Size

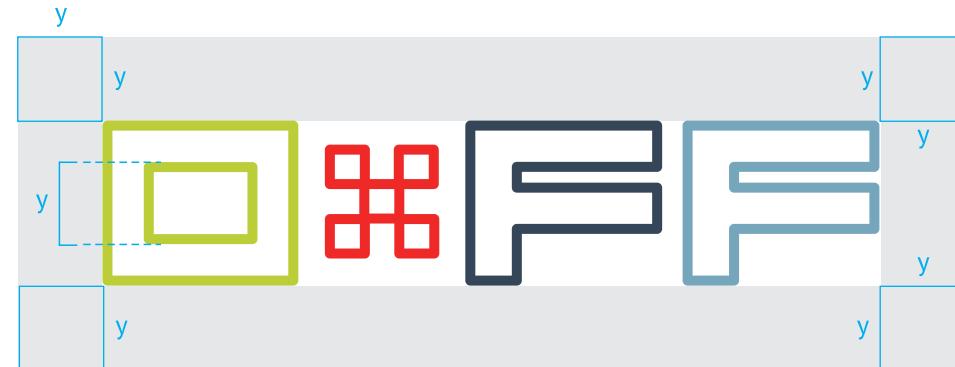
Maintain a consistent exclusion zone around the Logo, as shown. This space represents the minimum distance between the logo and any other design element or text. The minimum distance to be maintained around the Logo measures 1y around the logo whatever the size of the logo may be.

Same rule applies to all other variants of Funkfeuer logos.

**Exception:** a text line with the web page address can be placed below (see example on the page 15).

Minimal sizes of printed logos are:

1. Any additional logos - 8 mm width;
2. Any of main logos - 8 mm width,  
where only the main part is measured;
3. Any of the Logo or Sub-logo separated text versions - 16 mm width.



## Funkfeuer Logo color combinations

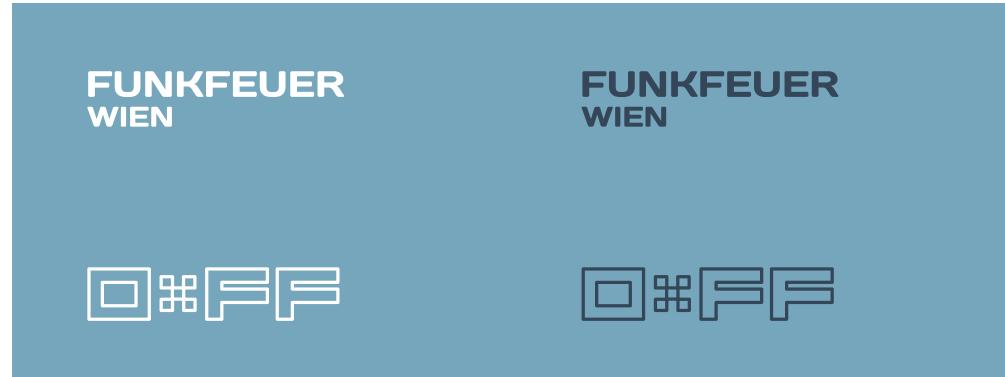
The Logo may be displayed:

1. In corporate colors on a white background;
2. In corporate colors on a light grey (till 10% black) background;
3. On a corporate dark blue background: all in corporate colors, but dark blue elements (first "F" letter and text) are in the inversed version - in 100% white.
4. As one color version - all in corporate dark blue on a white background.
5. As a black and white version - in 100% black on a white background.



## Funkfeuer Logo color combinations

6-9. Possible corporate colors combinations displayed here may be used as an exception in souvenirs production, for example t-shirt designs.



6

corporate dark blue or 100% white for the corporate light blue background



7

100% white for the corporate dark blue background

8

100% white for the corporate red background



9

corporate dark blue or 100% white for the corporate red background

## Funkfeuer Colors

Corporate colors are:

Dark Blue, Grey Blue, Light Blue, Red, Green.



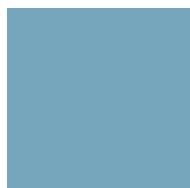
**Dark Blue**

Pantone  
RGB 39/49/66  
CMYK 88/74/55/21  
HEX 273142



**Grey Blue**

Pantone  
RGB 85/98/112  
CMYK 69/51/41/3  
HEX 556270



**Light Blue**

Pantone  
RGB 105/145/170  
CMYK 55/23/18/0  
HEX 6991AA



**Red**

Pantone  
RGB 242/58/20  
CMYK 0/96/95/0  
HEX F23A14



**Green**

Pantone  
RGB 161/200/32  
CMYK 31/4/97/0  
HEX A1C820

## Typography

PT Sans fonts should be used. If for technical reasons PT Sans fonts are not available, use Helvetica or Arial. For non-Latin scripts, find a similar font to Helvetica/Arial.

PT Sans Normal

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

PT Sans Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

PT Sans Narrow

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

PT Sans Italic

*abcdefghijklmnopqrstuvwxyz*  
*ABCDEFGHIJKLMNOPQRSTUVWXYZ*  
*1234567890*

PT Sans Narrow Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

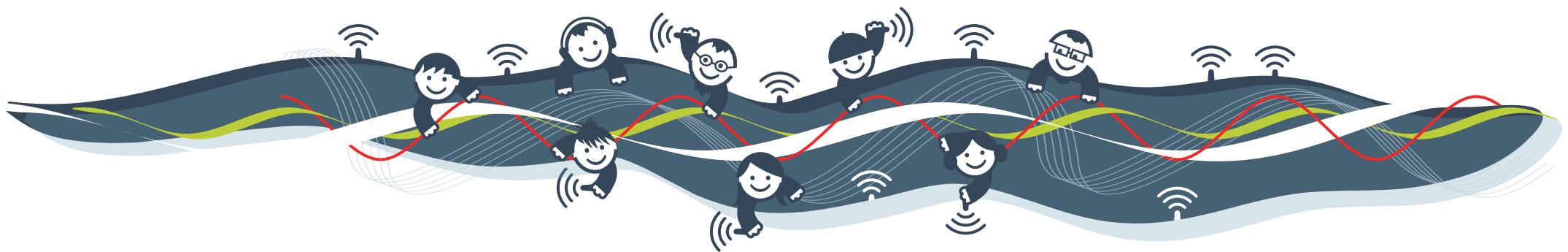
PT Sans Caption Bold

**abcdefghijklmnopqrstuvwxyz**  
**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**1234567890**

## Graphic elements: Funkfeuer visual elements

See examples on the page 14, 15, 16 and 20.

1. Funkfeuer main graphic image



2. Separated graphic elements (characters)

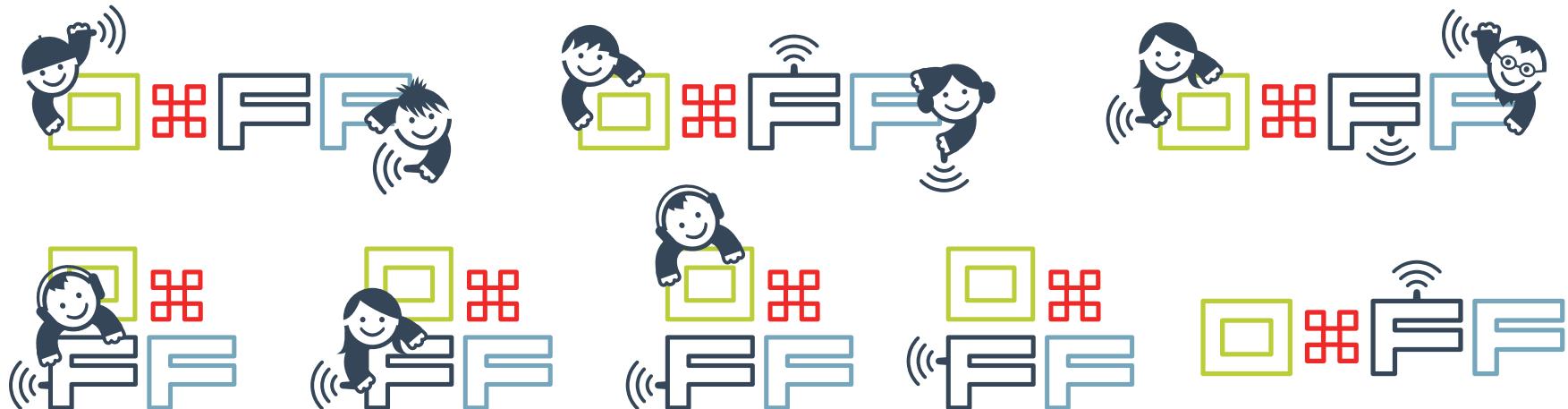


## Graphic elements: Funkfeuer visual elements

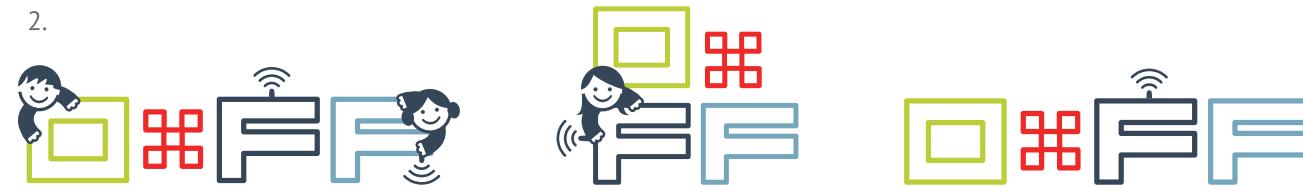
See examples on the page 13, 15, 17 and 19.

Additional “OxFF” logo and visual elements combinations:

1.



2.



## Stationery

Preferred size for letterhead body text is 10 pt (PT Sans). The letterhead template provided is standard A4 size (210 mm × 297 mm).

Letterheads can be used either in color (orange/grey/black) or in black and white.

Stempel 60x40mm

1.

**FUNKFEUER  
WIEN**

Schwarzhorngasse 9/5  
1050 Wien  
ZVR: 814804682  
[vorstand@funkfeuer.at](mailto:vorstand@funkfeuer.at)



2.

**FUNKFEUER  
WIEN**

Schwarzhorngasse 9/5  
1050 Wien  
[vorstand@funkfeuer.at](mailto:vorstand@funkfeuer.at)  
ZVR: 814804682

## FUNKFEUER WIEN

Verein zur Förderung freier Netze - Schwarzhorngasse 9/5, 1050 Wien, Österreich - Tel: +43 699 11 99 4786 - Mail: [vorstand@funkfeuer.at](mailto:vorstand@funkfeuer.at)

**A N**

Dr. XXXXXXXX  
Cet.apart Immobilien und Infrastruktur GmbH  
Ramperstorffergasse 31  
1050 Wien

**BETREFF**

Pellentesque habitant morbi tristique senectus

Wien, 8.6.2012

Sehr geehrte Frau Muster,

Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus tempor sagittis dolor, ac dictum justo ultricies eu. In ut ullamcorper lorem. In hac habitasse platea dictumst. Aenean eu ligula mauris. In quis ante tortor, in aliquam augue. Donec scelerisque imperdiet odio eu condimentum. Fusce nunc sem, suscipit pellentesque pellentesque eu, aliquet non mauris.s euismod vitae. Suspendisse sed dolor ut lectus lobortis dapibus. Praesent id leo nisi. Nullam sit amet libero eros.

Mit freundlichen Grüßen,

XXXXXXXXXX

Der Rechnungsbetrag enthält gem § 6 Abs. 1 Z 27 UStG (Kleinunternehmerregelung) keine Umsatzsteuer.



## Standard POS material:

Brochure cover,  
Badge



## Standard POS material:

Stickers 75 mm width

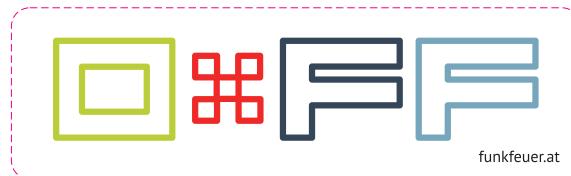
1.



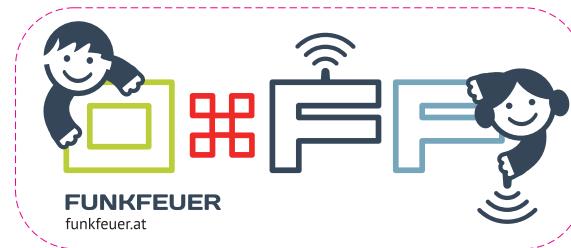
2.



3.



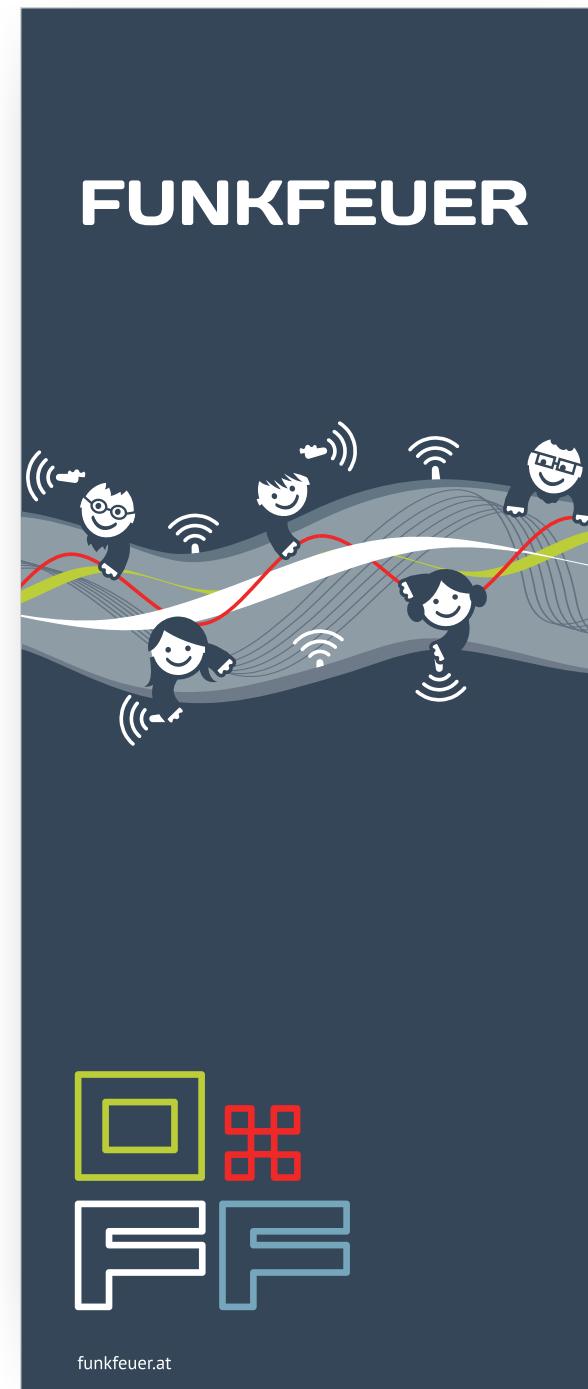
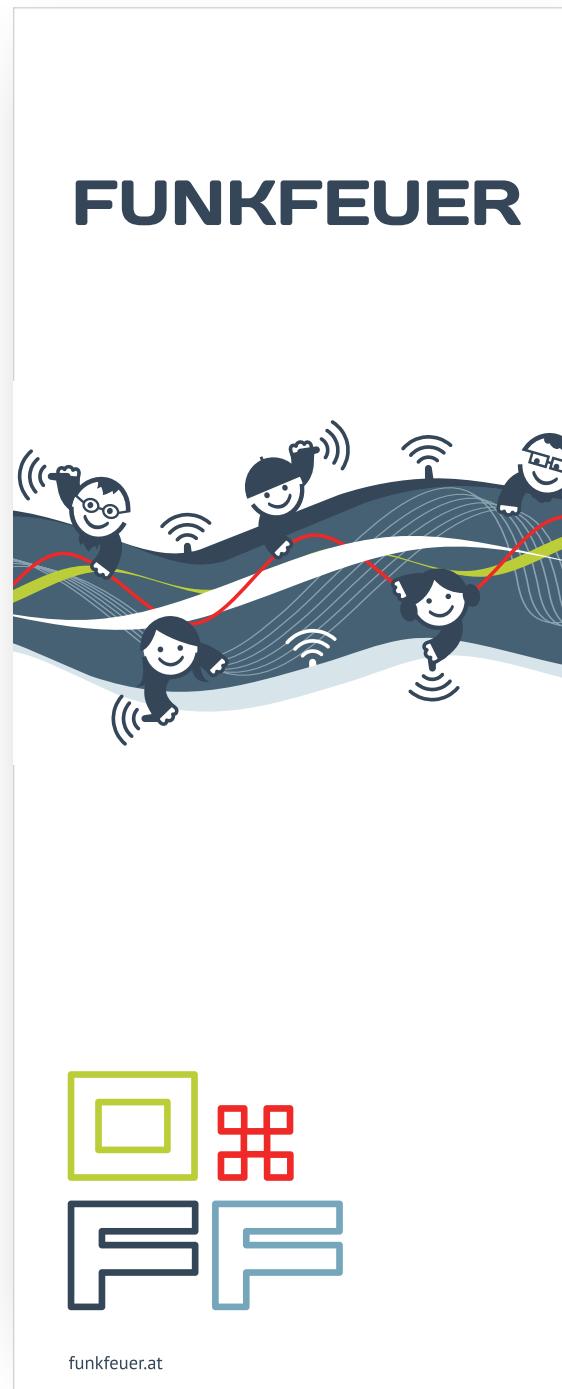
4.



Standard POS  
material:

X-Banner

70 x 170 cm



16

## Give-Aways

T-shirt



## Give-Aways

T-shirt



Space for any additional info:  
slogan, web, etc.



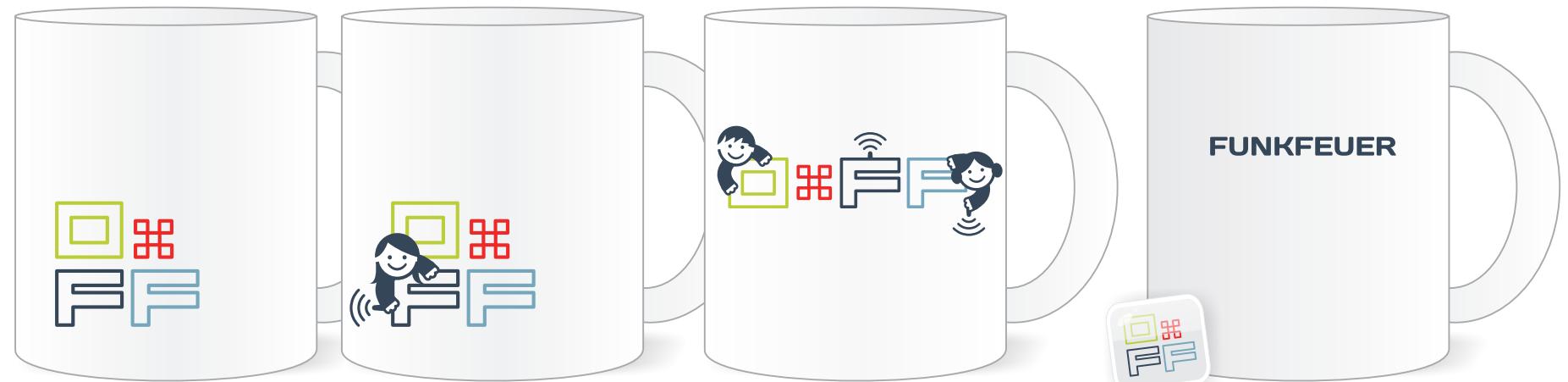
## Give-Aways

All give-aways are branded with the main or additional Logo. The logo application depends on the shape and size of the give-aways. Brand the give-aways in the manner shown on these examples.

It is preferable to put the logos on the white background.

Minimal sizes of printed logos are:

1. Any additional logos - 8 mm width
2. Any of main logos - 8 mm width,  
where only the main part is measured
3. Any of the Logo or Sub-logo separated text versions - 16 mm width.



## Internet: Web site

Favicon



### WAS?

#### FREE

FunkFeuer ist ein freies, experimentelles Netzwerk in Wien, Graz, der Weststeiermark, in Teilen des Weinviertels (NÖ), Bad Ischl und anderen Orten. Es wird aufgebaut und betrieben von computerbegeisterten Menschen. Das Projekt verfolgt keine kommerziellen Interessen.

#### OFFEN

FunkFeuer ist offen für jeden und jede, der/die Interesse hat und bereit ist mitzuarbeiten.

[READ MORE](#)

### ARCHIVES

[July 2012](#)  
[April 2012](#)

### TAGS

### SPONSOREN



### WIE?

Eine Einführung gibt es als PDF-Datei (Danke Anreas!). Die ersten Schritte werden im wiki erläutert.

Ein [VIDEO](#) von Funkfeuer Bad Ischl erklärt die Grundlagen sehr anschaulich.

[READ MORE](#)

### WARUM?

#### + DARUM!

Amin Medosch hat die Theorie der freien Netze sehr gut analysiert und sogar ein [BUCH](#) darüber geschrieben.

[READ MORE](#)

## TESTTAGE #3 2012

WRITTEN BY ANNA | POSTED IN BLOG | JULY 22, 2012



#### SAVE THE DATE!

Am Samstag, den 4.8. – Sonntag den 5.8.2012 finden wieder Funkfeuer Testtage statt. Es wird an Beagle Bone (Firmware) getestet und gecodiert. Zusätzlich gibt es für alle, die einen grundätzlichen Einstieg in Funkfeuer benötigen, parallel ein Einführungsworkshop statt.

## STANDARD POST WITH IMAGE 2

WRITTEN BY ANNA | POSTED IN BLOG | JULY 17, 2012



Pellentesque habitant morbi tristique senectus et netus et malesuada fames ac turpis egestas. Phasellus tempor sagittis dolor, ac dictum justo ultricies eu. In ut ullamcorper lorem. In hac habitasse platea dictumst. Aenean eu ligula mauris. In quis ante tortor, in aliquam augue. Donec sollicitique imperdiet odio eu condimentum. Fusce nunc sem, suscipit pellentesque pellentesque eu, aliquet non mauris a euismod vitae. Suspendisse sed dolor ut lectus lobortis dapibus.

# Power Point presentation template

**1** 

**2** 

**3** 

**4** 

**5** 

**6** 

**7** 

**8** 

**9** 

**10** 

**11** 

**12** 

**13** 

**14** 

**15** 