WERKMEISTER
MEDIA

Style
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Logo

Our new logo is more than just a visual change; it represents our transformation and forward-thinking approach. We have crafted a logo that aligns with our vision and values, symbolizes our history and what we are known for while embracing the future at the same time. It shall reflect our future dedication to stay relevant and innovative in a constantly evolving international industry.

Our new logo features a modern and sleek design, incorporating elements of a new created "WM" icon and a wordmark that signify our well-known customer-orientation, being personal, hands-on, passionate and our innovative spirit. Each component of the logo has been designed with purpose, aiming to resonate with our clients and partners and stand out in a competitive market.

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Variations

Secondary variations of the logo can be the following:

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Icons

For a more minimal appearance, or if there is a lack of space, the icon can be used instead of the full logo. The use of the icon is also recommended to strengthen brand recognition. Priority is always given to the primary icon.

DO NOT:
- change the proportions
- distort the proportions
- transform or rotate
- Use other colours
- Create more variations without a rule
- Use only one element of the icon

Wordmark

The wordmark can be utilized when the full logo does not fit due to space constraints, if the icon is already displayed elsewhere in the layout, or when the emphasis needs to be solely on the name.

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DO NOT:
- change the proportions
- distort the proportions
- transform or rotate
- Use other colours

Clear Space

Whenever the logo, icon, or wordmark appears in a layout, ensure there is sufficient white space around it. As a visual guideline, the minimum amount of clear space should be the height of the last two letters in the logo. Using less clear space is not recommended.

Clear space is essential to protect readability, make the logo visually stand out, and avoid crowding. If the required clear space cannot be maintained with the primary logo, refer to the variation page and icon variations.

DO NOT:
- use less clear space around the element

⊠ = *Distance to other elements*

Color Palette

Our well-known color palette including orange and grey has been kept in the basis but thoughtfully further developed to convey the new Werkmeister international spirit. Both main colors are now named Worange and Wrey. The visual on the right indicates the ratio in wich the colours should be used.

For all designs, colours should only be used minimally (eg. Headlines / Sublines) and as a design element. A lot of white space shouldmake up the main appeaerance.

The neutral colour black can be used for text or in some cases for advertising interference.

White colour should make up the main appeaerance.   In design an highlighting,   priority is given to the colours   Worange and Wrey. Wrey should be used less than Worange (eg. headlines / sublines) in design ratio.
Neutral colour black should be used for text or for advertising interference.
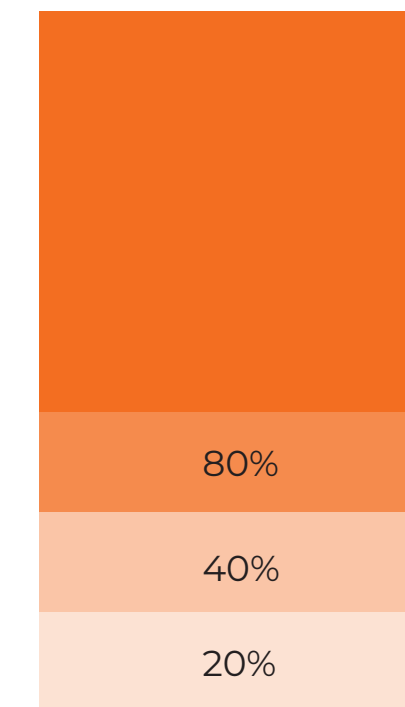Use CMYK for print only. RGB and HEX for online purposes only.

DO NOT:
- add more colors (without rules)
- change color codes

Primary

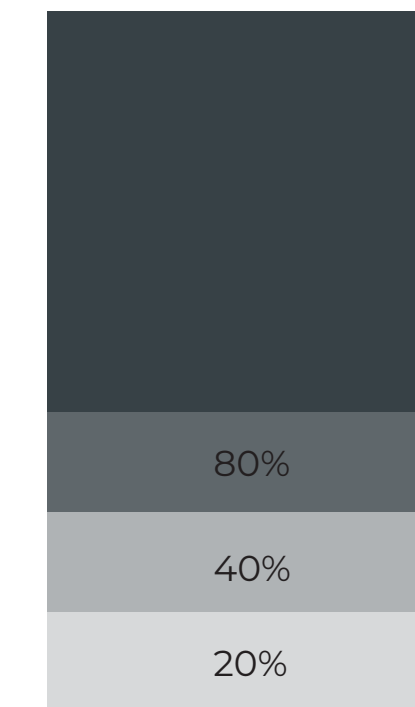*Secondary*

WORANGE

WREY

black & white

80%

40%

20%

80%

40%

20%

CMYK	0	70	100	0
RGB	240	100	10
HEX	EC6608

CMYK	66	51	46	55
RGB	64	71	74
HEX	40474A
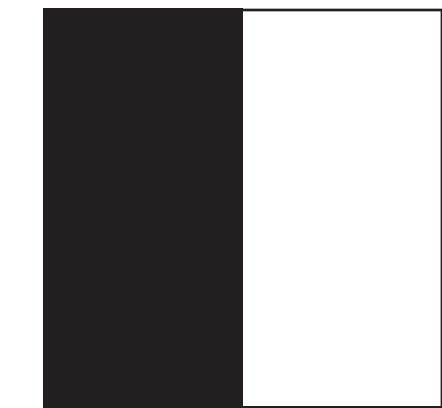
06 06   **Color Palette**

Fonts

We have chosen to focus on two fonts:

Firstly, our well-known house font, Montserrat, and our new addition, Bicyclette, which is also featured in the new logo.

Montserrat will continue to be used mainly for body text, while Bicyclette is available as an alternative for headlines and highlights.

IN GENERAL:
- The ratio of headline, subline and body text must be maintained for other formats and font sizes.

DO NOT:
- add more fonts (without rules)
- change usage of fonts

Headline H1 ist eine prägnante Schrift Montserrat-Bold 27 pt

Subline H2 ist eine prägnante Schrift Montserrat-BoldItalic 20pt

Montserrat Regular 14 pt sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

Figures Example

~~100 €~~   **100 €**

Montserrat-Bold

Montserrat-Regular

Highlight Montserrat Bold

Headline H1 Bicyclette-Bold ist ein extended Font 34 pt

Subline H2 Bicyclette-Italic ist ein extendend Font 30pt

Figures Example

~~100 €~~   **100 €**

Bicyclette Bold

Bicyclette Italic

07 07 **Fonts**

Do´s and dont´s

IN GENERAL:
- Use a lot of whitespace combined with typo. Idealy in 2:3 ratio or golden ratio
- Use the logo black (or colour) on light backgrounds.
- Use the logo in white on dark backgrounds.

DO NOT:
- Do not change any aspect of the logo, except for scaling the logo

Golden Ratio or 2:3 Ratio

Lorem ipsum dolor sit amet

WERKMEISTER MEDIA

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Logo usage and clearspace ✓

STRETCH EITHER HORIZONTALLY OR VERTICALLY ⊗

STRETCH EITHER HORIZONTALLY OR VERTICALLY ⊗

ALTER HIGHT OR SPACE BETWEEN THE LOGO AND THE TYPE ⊗

CHANGE THE ORDER OF THE ELEMENTS ⊗

DO NOT ROTATE THE LOGO ⊗

DO NOT USE THE LOGO WITHOUT THE „MEDIA" FONTS ⊗

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Usage and whitespace

For a calm background use the coloured logo

For dark backgrounds use the white logo

IN GENEARAL:

- Use a lot of whitespace combined with typo.
  Idealy in 2:3 ratio or golden ratio
- Use the logo black (or colour) on light backgrounds.
- Use the logo in white on dark backgrounds.

Golden Ratio:

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WERKMEISTER
M E D I A

Latest version: July 2024

For further informations:

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Help or questions?