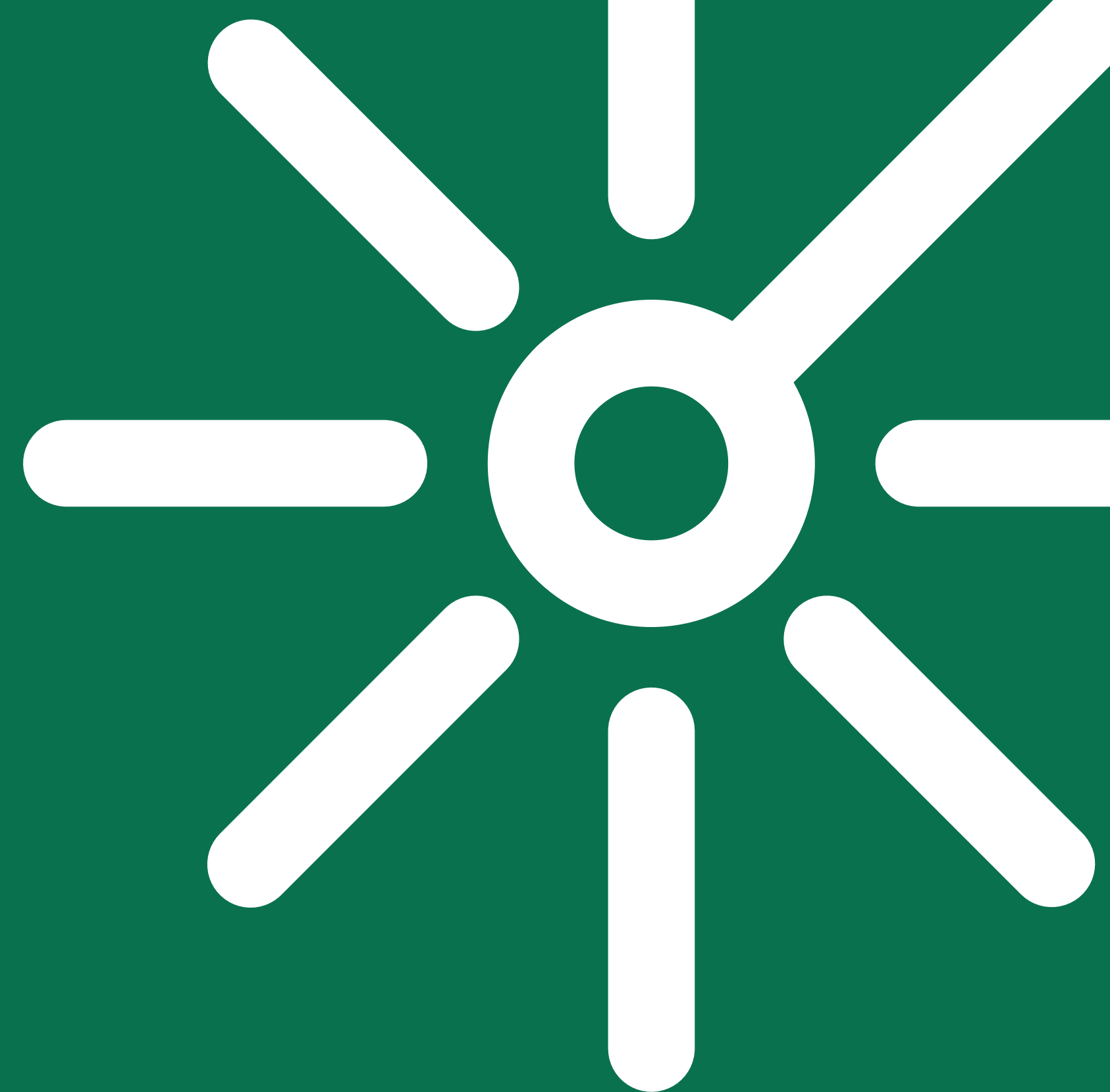


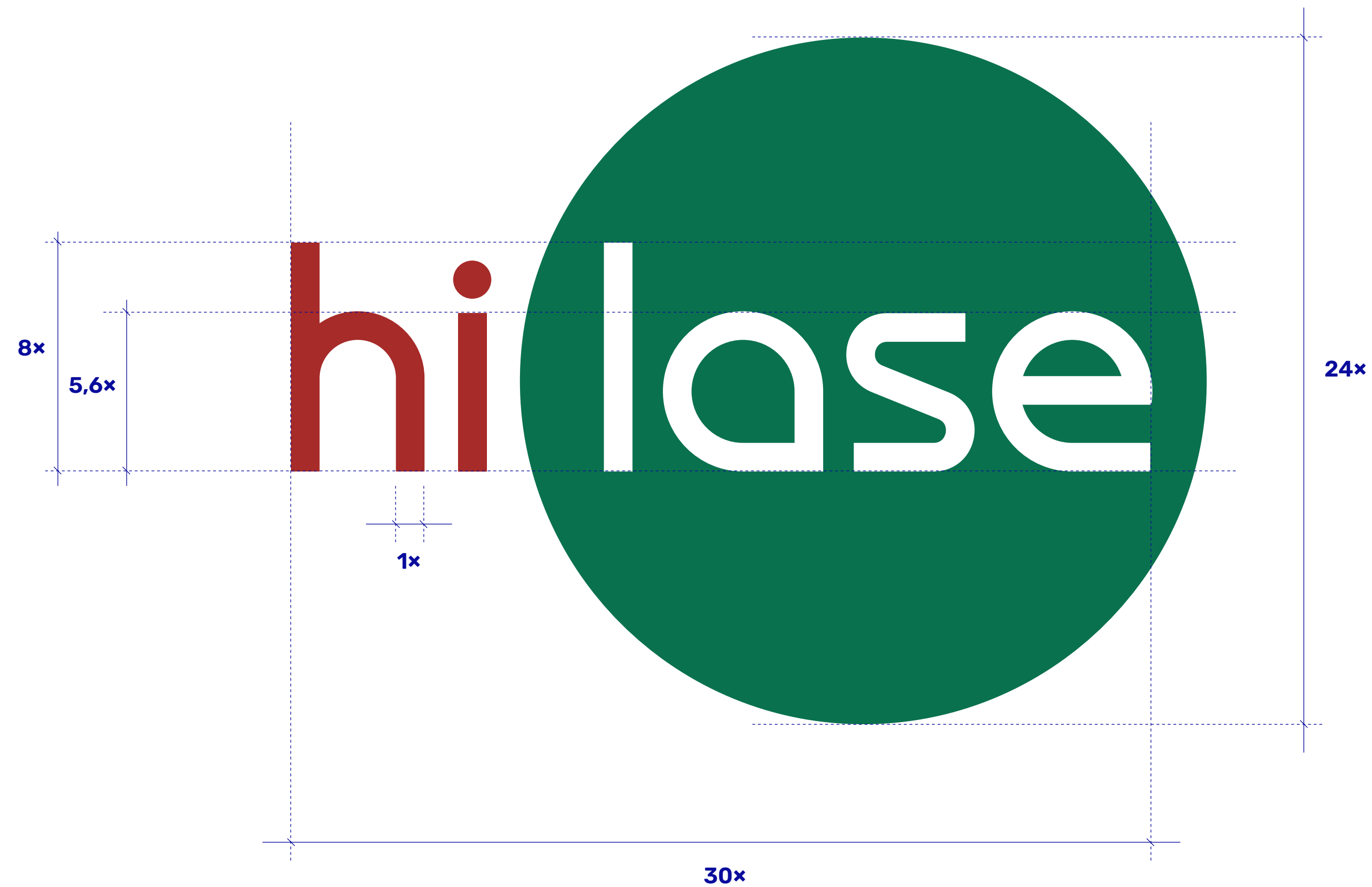


Logomanual
HiLASE Centre

Construction of the logotype

The typography of the logotype originates from the font Bauhaus Pro.

All characters are designed geometrically without typographical adaptations to emphasize the scientific and technical subject.



Versions of the logotype

The full-colour logotype is to be used on white or light backgrounds.

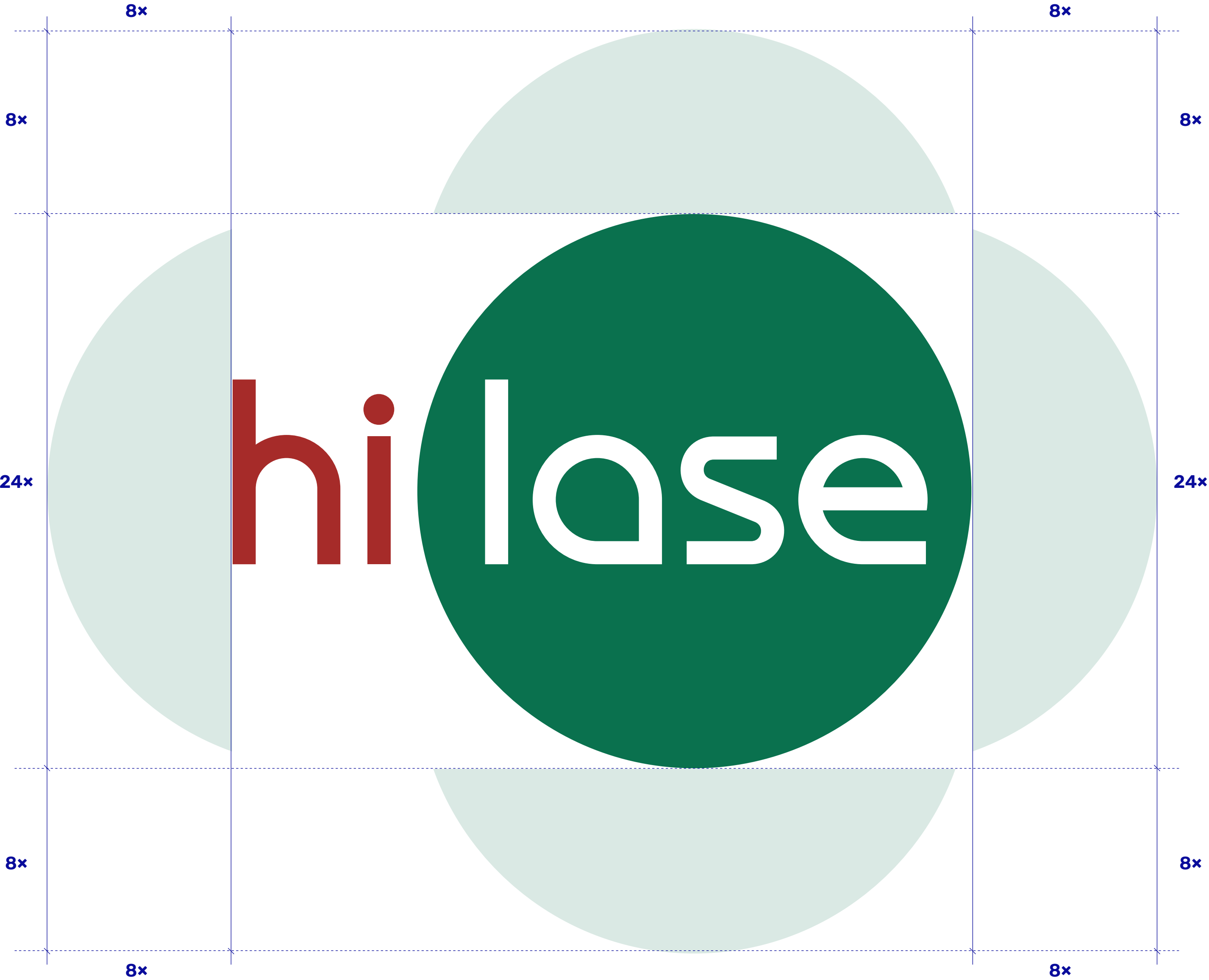
The monochrome black version covers applications with colour restrictions.

The negative logo ensures that it remains legible against coloured or photographic backgrounds.



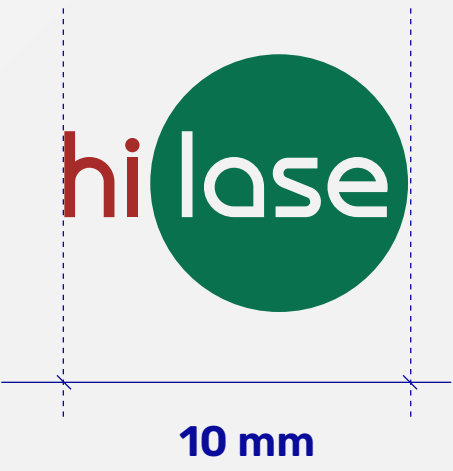
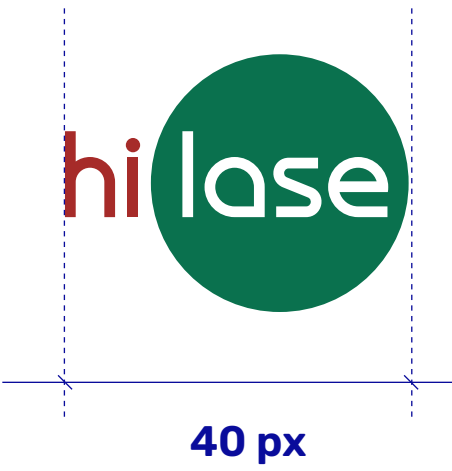
Safe Zone

To maintain a strong brand identity, it is important to leave sufficient space around our logo. This ensures that the brand does not get lost among other graphic elements. The safe zone is a third of the circle's diameter, meaning the minimum recommended distance from any other graphics, text, or images. This ensures that the logo has the greatest possible impact.



Minimal Sizes

To ensure that our brand remains legible at all times, we adhere to the recommended minimum size. The recommended minimum width of the logo in digital form is 40 px and on printed materials 10 mm.



Don'ts

- Do not rotate the logo or apply any effects (e.g., embossing or shadows)
- Do not alter the logo's color scheme or use the logo to mask photos or other visual materials
- Do not change the logo's proportions
- Do not create alternative versions of the logos
- Do not use the logo on a background with poor contrast

