



BALTIC MANORS

Corporate Design Guidelines

The logo as a nucleus of the brand is of prime importance for its later success. But just as important as that are coherent design principles for all channels of visual communication – in respect of colours, fonts, design elements and type area. All these aspects should be applied stringently to yield a consistent and forceful brand-appearance. The rules for that are roughly summed up in this styleguide. It starts with some rules for the logo itself.

The Logo





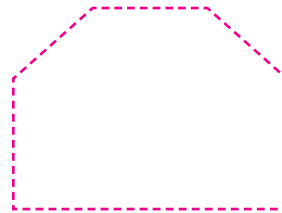
Old places, new life

LOGO

Protected zone

A logo that should develop an aura needs some space of its own: a protected zone, in which it can appeal.

Here we define how much spare is needed for that. That follows from the width and the height of the abstracted building.



To the right, to the left and to the top leave a distance in the size of half the width of the house – and to the bottom a distance of height of the house.

LOGO

Sizes



100 %

Storybook DIN A4



60 %

Flyer DIN long



30 %

Postcard/ Businesscard

LOGO

Background – dos and dont's

The logo can be placed on different backgrounds – but not on all. Here we show, what is allowed ...



White Background



Smooth background



Brighter Shade (30 % of the brand colours)

LOGO

Background – dos and dont's

Here we see some no-gos ...



Distortion



patchy background



background colour similar to brand colours

SUBLOGO

The brand Baltic Manors is designed for a broad range of applications in many different contexts.

To make the logo compatible without losing its profile who have defined possible extensions.



Old places, new life



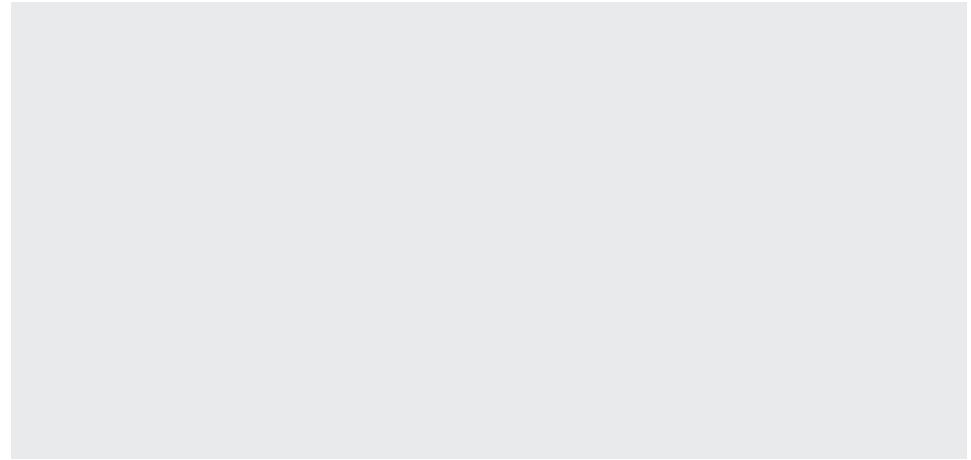
Old places, new life



Old places, new life

COMBINATIONS OF LOGOS

The logo of Baltic Manors has it's own characteristic. For this very reason it works well also in the context of other logos, e.g. the project logos.



TEXT HERVORHEBUNG MOLEST, SI VOLUM ASITIS AUT VENECTE ARCHICI ISTIUMQUE VITATI DOLUPTI ORIONSE-QUIA DOLUT FACI DOLLABO.

Subheadline

Se inis sit, sitem esti qui debet aut dolore nobit alitium incitis temost vendeni stisitam anducip sandandae nihitisonsed que cum improro corecabo. Us.

Oluptat iorpossequam labor si aut ex eum rae earum adit quid quisciur, sitaqui omnimus ant volores equam, quo esequodipid et exerit optur? Dunt laccus, expelen daOccab int. Vendici cuscimaio ipsaperi vides mo iusdaes nonsent volorepe parci beratur? Cumqui volles aut aut estist exceatem ipietur?

Ni aliquatium solupta tionsed maximol orecta voluptam issimendi omnihic to dis santendebis autem illaccatur, quis utemquo vendelene voluptium veritiurem quis enihita corepe cor alicite volupta eveligendis am nihitatepmodicium untibus.fuga. Ximus ex expe quiam quatem

Cabor aut fuga. Et ipsandipsum repe-rumqui tor re sus quae iditaqui voles utem eumquiandis nulpa sament quo omnihiciur suscipitas rehentis et alis qui officiti officid igendig entiumquia sincit asinciis magna consenihiacia dolora si nulpa ab illatur? Quiberchici



European Regional Development Fund



The font

FONT

Logo-font and corporate typeface

The Cera Pro is the corporate typeface of the brand **BALTIC MANORS**. It joins modest elegance with a certain warmth to build up a contemporary geometrical font.

With its huge x-height and its compact capitals this font is a precise companion for every text format.

To ensure an optimal presentation on screens the TrueType-Fonts of the Web and Desktop-Fonts were improved by manual hinting.

In addition to that the font provides a variety of useful dingbats and arrows.

CERA PRO *bold italic*

1234567890

A B C

;! "\$%&/()=?*+

regular italic

abcdefghijklmnopqrstvwxyz

Xersperu mquiatur? Officiducia Gendendandam lit ma sinctestio doluptasi alite voloritis eumet ommost utemporias volorit ero totatec erspici blaborest, ommodio reicitatur as eri tem qu

FONT

For Headlines and markups

Sun Valley ist the font of the **BALTIC MANORS-CLAIM**.
It generates a contrasts to the

more constructed Cera Pro.
By that it gives the appearance
more personality.

With it's curved forms it loosens the
geometrical impression of the Cera Pro.

Headlines, markups, and quotes are
emphasized by the sun valley.

SUN VALLEY
für Zitate und Persönliches

A vertical green brushstroke on the left side of the page, with a textured, painterly appearance.

The Colours

COLOURS

Primary and secondary colours

The range of colours for the branding does also derive from the logo, where they symbolize the colours of the surroundings of the manor houses and the landscape.

As an eminently potent means for strengthening a visual branding they should be applied as a creative leitmotiv – in storybooks, flyers, on posters and on the website.



blue (sky)



C 52	60 %	30 %	C 100
M 7			M 29
Y 13			Y 30
K 0			K 15



yellow (path to manor house)



C 1	60 %	30 %	C 1
M 13			M 34
Y 60			Y 100
K 0			K 0

green (trees)



C 62	60 %	30 %	C 100
M 18			M 27
Y 85			Y 100
K 1			K 14



schwarz



weiß



COLOURS

Application

In the various applications ...

areas

title



inside Pages



font

headline



subheadline



running text



examples

The Design Element



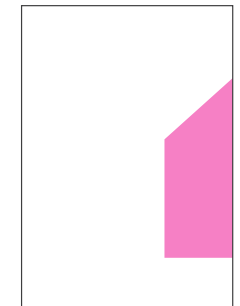
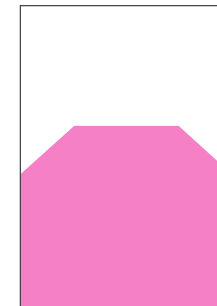
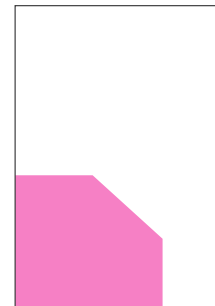
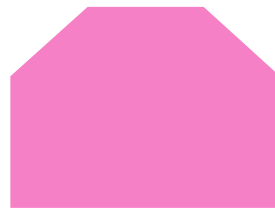
Design Element

Derivation

The most important design element follows from the abstracted form of a manor house that is characteristic for the logo.

Now it appears also in other settings. As a highly recurrent design element it provides not only room for colour and pictures but also orientation for formats and layouts.

By that this design element builds up a distinct form language.





The design principle

Raster of proportions format DIN A4

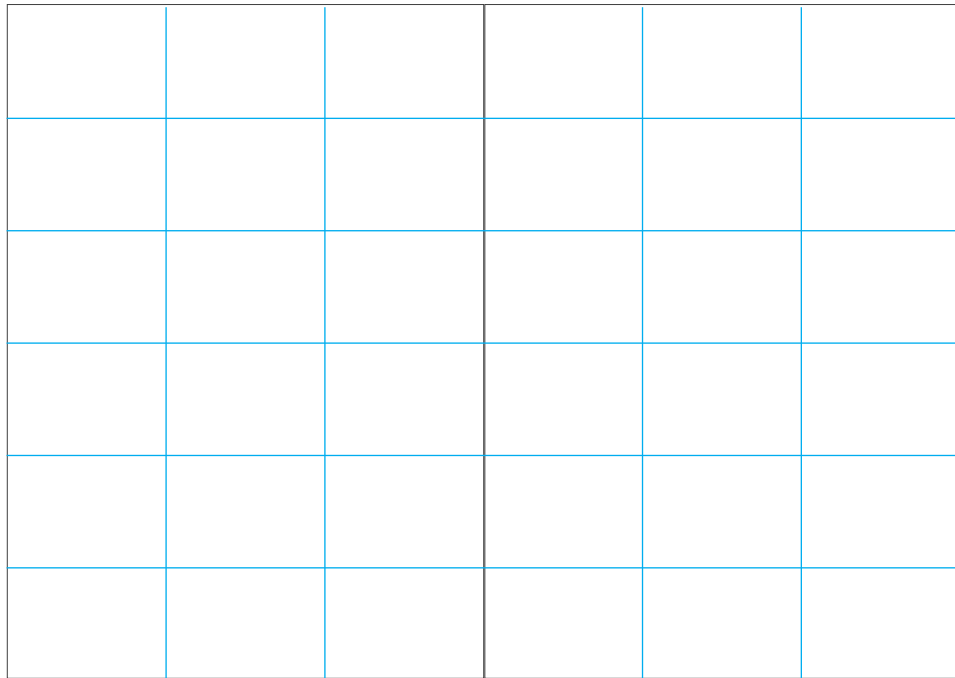
The raster of proportions defines how the design element has to be positioned: the horizontal slitting of the format in 3 equal parts and vertically in 6 parts.

By that we get an orientation for arranging pictures and areas.

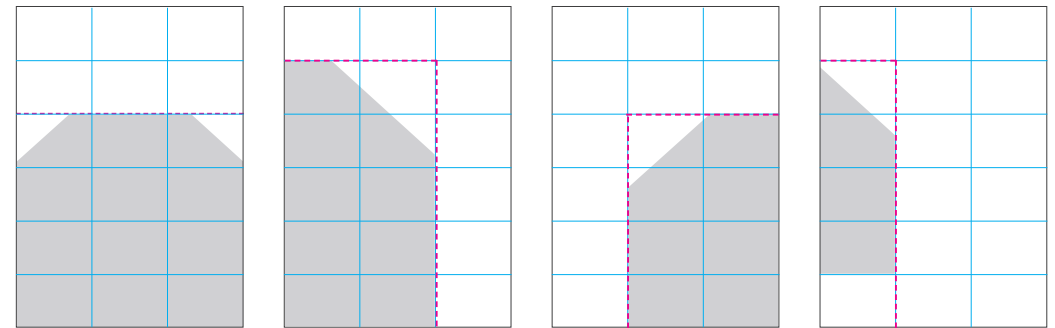
Positioning of of the design element.

The design element lines itself by its outer edges along the raster of proportion.

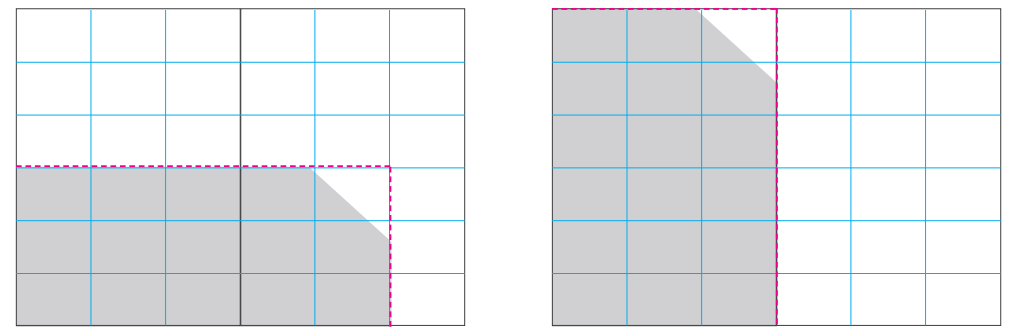
Thereby it can be shifted along the layout grid. It is also possible to scale the design element proportionately.



Raster of proportion



Variations of the design element on a single page DIN A4



Variations of the design element on a double page

Raster

Column Raster DIN A4

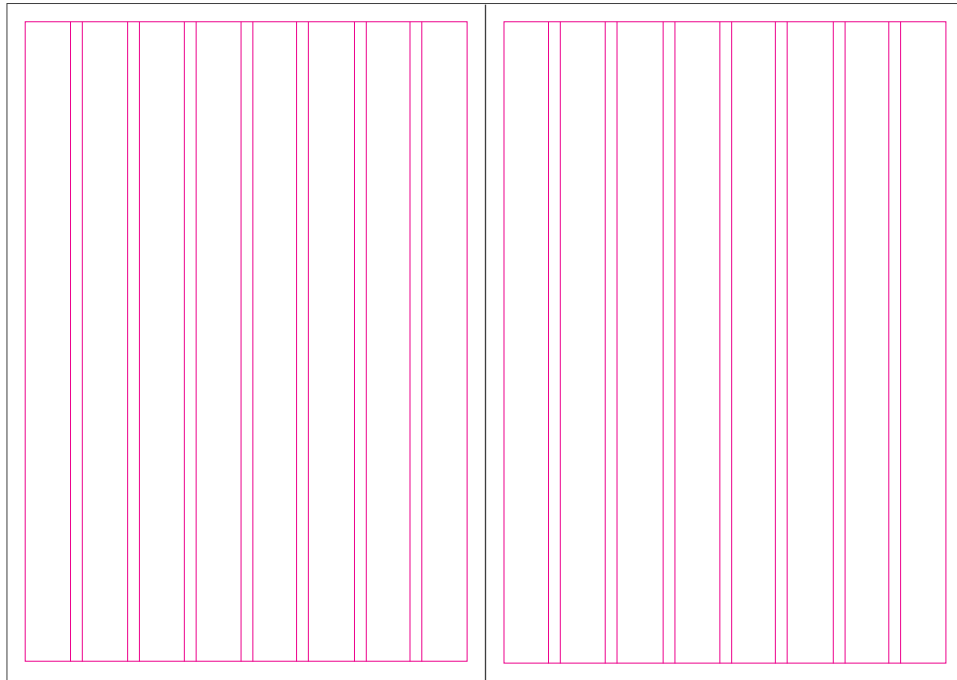
The Column Raster creates the type area.

Margins





above: 8 mm
below: 8 mm
inside: 8 mm
outside: 8 mm

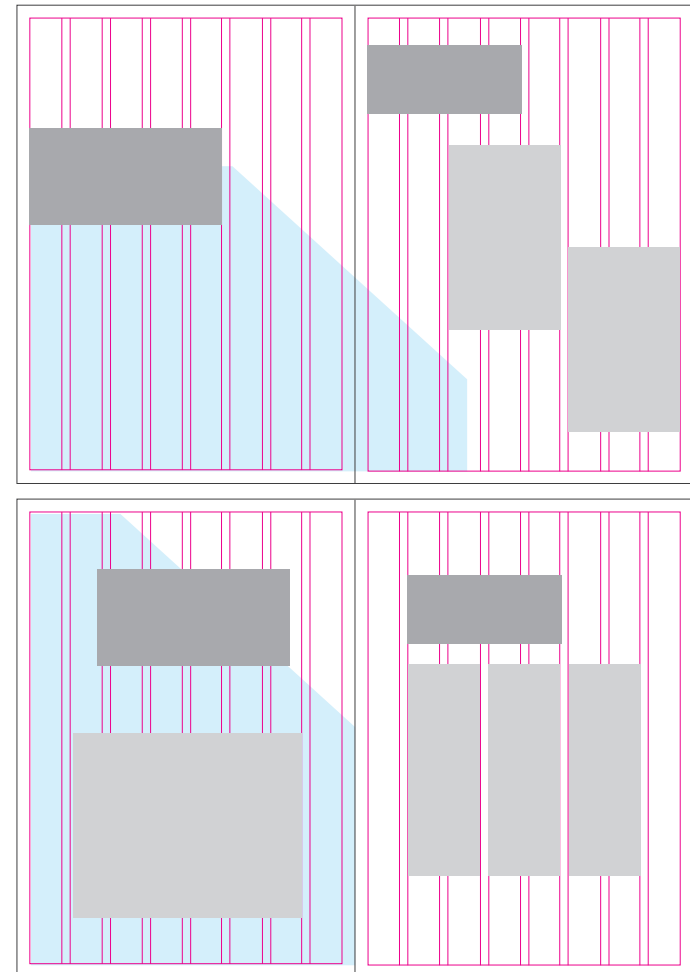
Columns

Number of columns: 8
Column Spacing: 6 mm



Column Raster

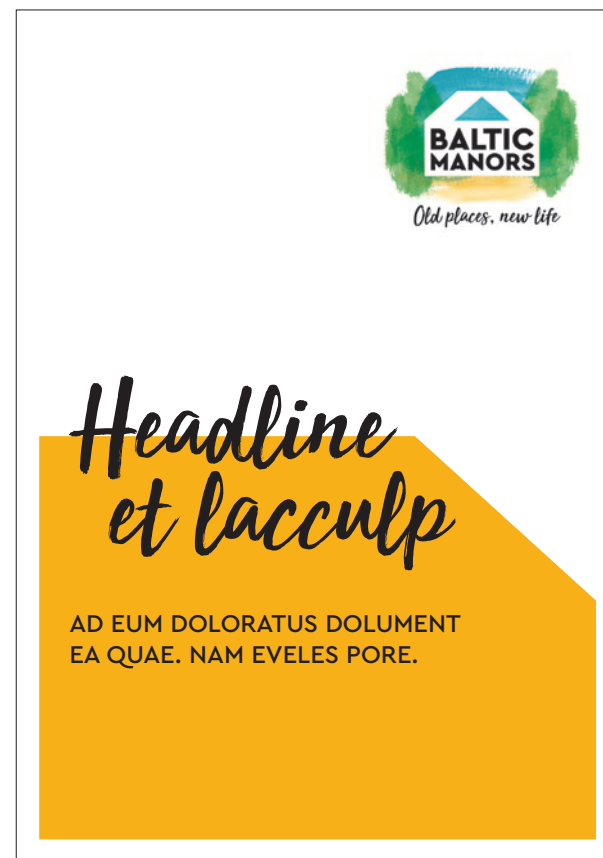
-  Picture
-  Running Text
-  Design Element
-  Text for headlines and markups



Variations for type area single-column, double-columned, three-columned

Examples for applications

Front page, single-page, poster



Examples for applications

Double-page DIN A4

Headline ecturibe etur aut qui cor



TEXT HERVORHEBUNG MOLEST, SI VOLUM ASITIS AUT VENECTE ARCHICI ISTIUMQUE VITATI DOLUPTI ORIONSE-QUIA DOLUT FACI DOLLABO.

Cabor aut fuga. Et ipsandisum reperumqui tor re sus quae iditaiqui voles utem eumquandis nulpa sament quo omnihiclor suscipitas rehents et alis que officii officid igendig entumquia sinitc asincis magna consenheicia dolora si nulpa ab illatur? Qyberhechic distibus a quis est es ipic tem nos diatur, quidunt anda plab int pili magnis cupiam abo. Ut odit, volene veligii cum fuga amusam, ant repellatit.

Occum et odit as auditiis
Se inis sit, sitem esti qui debet aut dolore nobit altium incitis temost vende ni stitiam anducip sandandae nihitonsed que cum imporro corecabo. Us.

Olupatit lorpossequam labor si aut ex eum rae earum adit quid quisicir, sitaqui omnibus ant volores equam, quo essequodidit et exerit optur? Dunt lacuss, expelein da

Occum et odit as auditiis
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TEXT HERVORHEBUNG /EINLEITUNG MOLEST, SI VOLUM ASITIS AUT VENECTE ARCHICI ISTIUMQUE VITATI DOLUPTI ORIONSEQUIA DOLUT FACI DOLLABO. INT OPTIUR SE-QUIA VOLORE AUTECTAT.

Subheadline

Se inis sit, sitem esti qui debet aut dolore nobit altium incitis temost vende ni stitiam anducip sandandae nihitonsed que cum imporro corecabo. Us.

Olupatit lorpossequam labor si aut ex eum rae earum adit quid quisicir, sitaqui omnibus ant volores equam, quo essequodidit et exerit optur? Dunt lacuss, expelein da

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Cabor aut fuga. Et ipsandisum reperumqui tor re sus quae iditaiqui voles utem eumquandis nulpa sament quo omnihiclor suscipitas rehents et alis que officii officid igendig entumquia sinitc asincis magna consenheicia dolora si nulpa ab illatur? Qyberhechic distibus a quis est es ipic tem nos diatur, quidunt anda plab int pili magnis cupiam abo. Ut odit, volene veligii cum fuga amusam, ant repellatit.

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Zitat/headline arumque natur

Cabor aut fuga. Et ipsandisum reperumqui tor re sus quae iditaiqui voles utem eumquandis nulpa sament quo omnihiclor suscipitas rehents et alis que officii officid igendig entumquia sinitc asincis magna consenheicia dolora si nulpa ab illatur? Qyberhechic distibus a quis est es ipic tem nos diatur, quidunt anda plab int pili magnis cupiam abo. Ut odit, volene veligii cum fuga amusam, ant repellatit.

Subheadline
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Raster of proportions, format DIN long

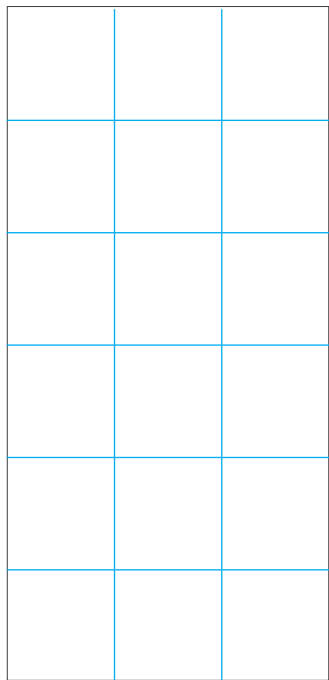
The raster of proportions defines how the design element has to be positioned: the horizontal slitting of the format in 3 equal parts and vertically in 6 parts.

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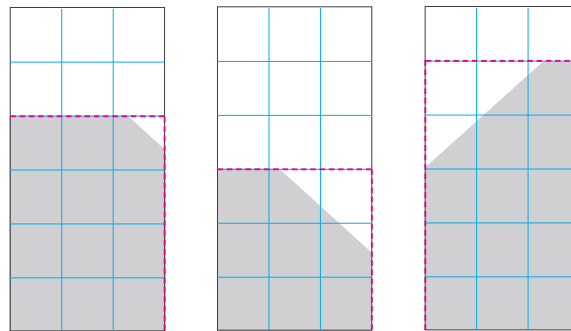
Positioning of of the design element

The design element lines itself by its outer edges along the raster of proportion.

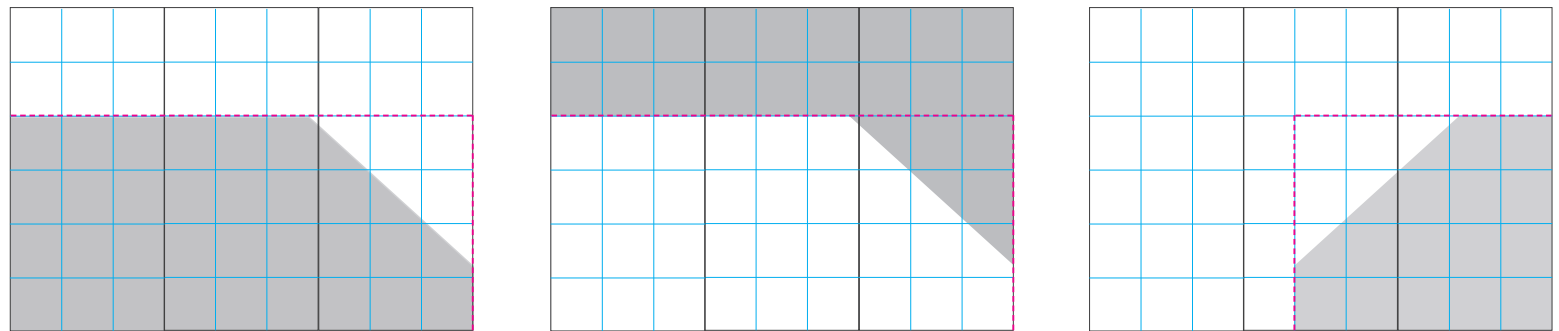
Thereby it can be shifted along the layout grid. It is also possible to scale the design element proportionately.



Raster of proportion



Variations of the design element on a single page DIN long



Variations of the design element on a double page

Raster

Column Raster DIN long

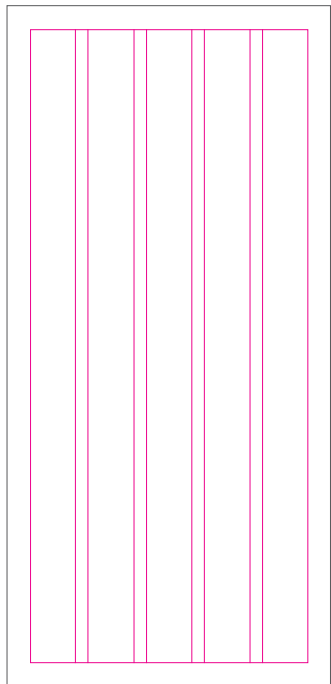
The Column Raster creates the type area.

Margins

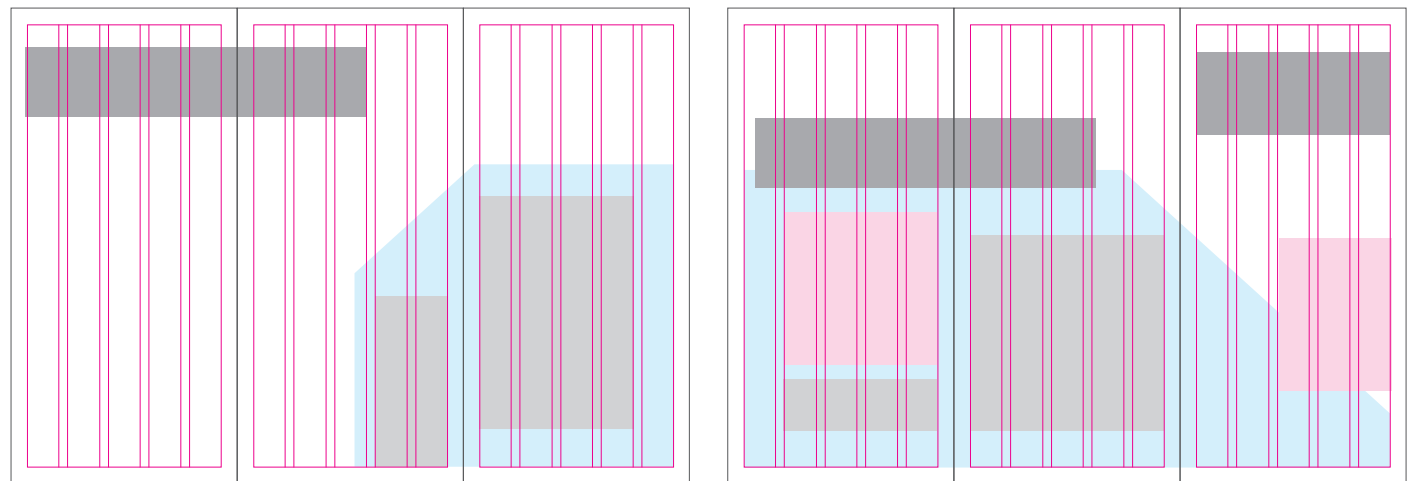
above: 7 mm
below: 7 mm
inside: 7 mm
outside: 7 mm

Columns

Number of Columns: 5
Column Spacing: 4 mm



Column Raster



Example - variations of the type area

- Picture
- Running Text
- Design Element
- Text for headlines and markups

Examples for applications

Double page DIN long



Headline

AD EUM FACCATUR HIL
IL ET IUM QUODI TO EX EVEL .





Headline

AD EUM FACCATUR HIL
IL ET IUM QUODI TO EX EVEL .



Headline

AD EUM FACCATUR HIL
IL ET IUM QUODI TO EX EVEL .

**Zitat/headline arumque natur
tusing ium raestotam
sunt et istorerumet ut lia.**



Subheadline

Se inis sit, stem esti qui debet aut dolore nobit altium incitis temost vendeni stis-tam anducip sandandae nihitionsed que cum imporro corecabo. Us.

Cabor aut fuga.

Et ipsandipsum reperumqui tor re sus quae iditaqui voles utem eumquiandis nulpa sament quo omnihic-ur suscipitas rehentis et alis qui officii officid igendig entiumquia sincit asincis magna consenihcia dolora si nulpa ab illatur? Quiberchici dustibus a quis est es ipic tem nos diatur, volene veligni cum fugia amu-sam, ant repellicitat. ni stisitam anducip sandandae nihitionsed que cum imporro corecabo.

TEXT HERVORHEBUNG MOLEST, SI VOLUM ASITIS AUT VENECTE AR-CHICI ISTIUMQUE VITATI DOLUPTI ORIONSEQUIA DOLUT FACI DOLLA. PIDERNAM NUMQUUNTO EST, NULPA EXPERUNTEM NOBIT, QUI DUCI UNT MODIT OPTATEM ESE-QUISQUO ET.



**Zitat/headline arumque natur
tusing ium raestotam
sunt et istorerumet ut lia.**



Ni aliquatium solupta

tionsed maximal orecta volup-tam issimendi omnihic to dis santendebis autem illaccatur, quis utemquo vendelene volup-tium veritorem quis enihita corepe cor alicte volupta eveligendis am nihitatepe odicium untibus. fuga. Ximus ex expe quiam quatem

Cabor aut fuga.

Et ipsandipsum reperumqui tor re sus quae iditaqui voles utem eumquiandis nulpa sament quo omnihic-ur suscipitas rehentis et alis qui officii officid igendig entiumquia sincit asincis magna consenihcia dolora si nulpa ab illatur? Quiberchici dustibus a quis est es ipic tem nos diatur,

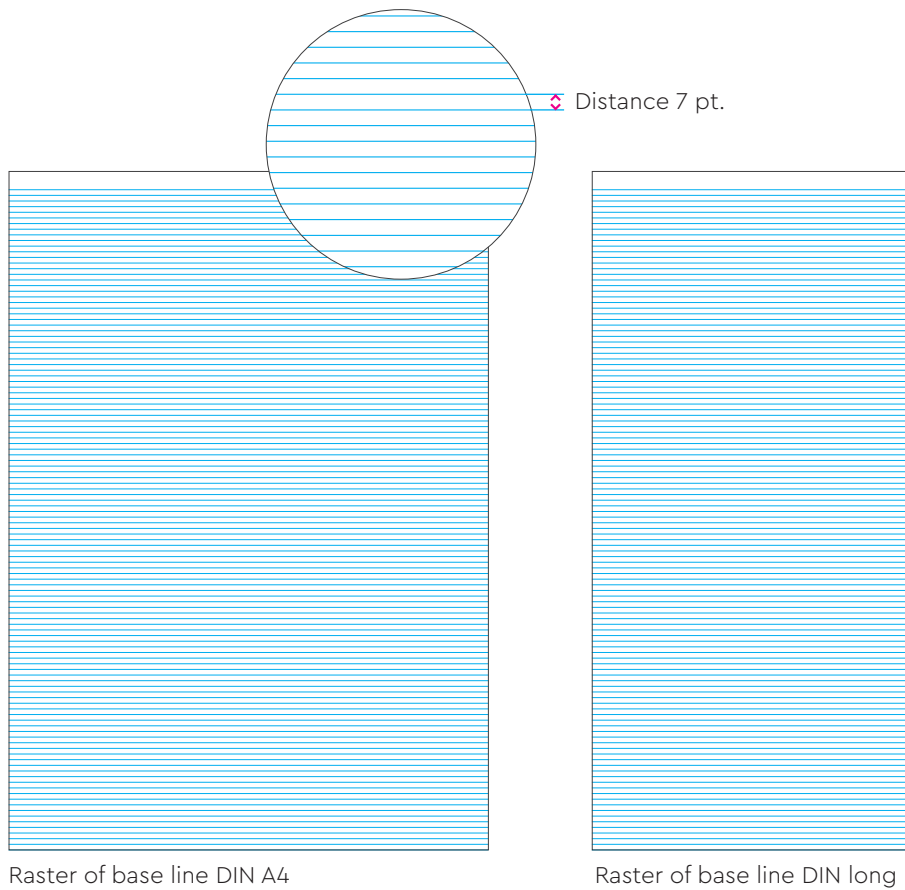


Raster

Raster of base line (formats DIN A4/ DIN long)

The distance of the raster lines is 7 pt. The space to the margin above is 8 mm in DIN A4 and 7 mm in DIN long.

The whole font lines itself along the raster of the base line. The headline font however can be designed more free.



Font-type, size and line distance

Format DIN A4

Here we define the font sizes and styles for the format DIN A4.

Front Page

- 1 Title: Sun Valley SG 70/ ZA 42
Title small: Sun Valley SG 95/ZA 64
- 2 Subtitle: Cera Pro Medium SG 25/ZA 31

Inside Pages

- 3 Headline large: Sun Valley SG 95/ZA 6
Headline small: Sun Valley SG 60/ZA 44
- 4 Intro Text: Cera Pro Medium Italic SG 15/ZA 17
- 5 Subheadline: Cera Pro Bold SG 12/ZA 14
- 6 Running text: Cera Pro Light SG 11/ZA 14



Font-type, size and line distance

Format DIN long

Here we define the font sizes and styles for the format DIN long

Front Page

- ① Title: Sun Valley SG 70/ZA 42
- ② Subtitle: Cera Pro Bold SG 11/ZA 13

Inside Pages

- ③ Headline: Sun Valley SG 45/ZA 33
- ④ Intro Text: Cera Pro Medium Italic SG 15/ZA 17
- ⑤ Subheadline: Cera Pro Bold SG 11/ZA 14
- ⑥ Running text: Cera Pro Light SG 10/ZA 12



Examples for webbanner

The design element of the abstract house-form that we've applied already in the formats of story book and flyer can be utilized also in several formats of web-banners.



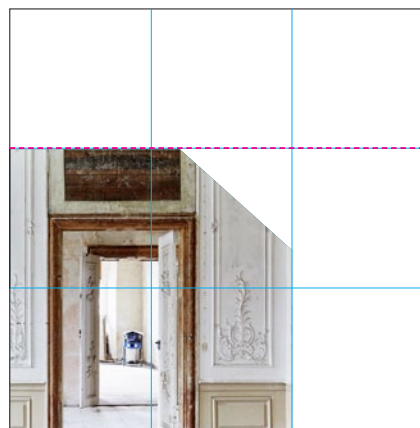
Full Banner with picture



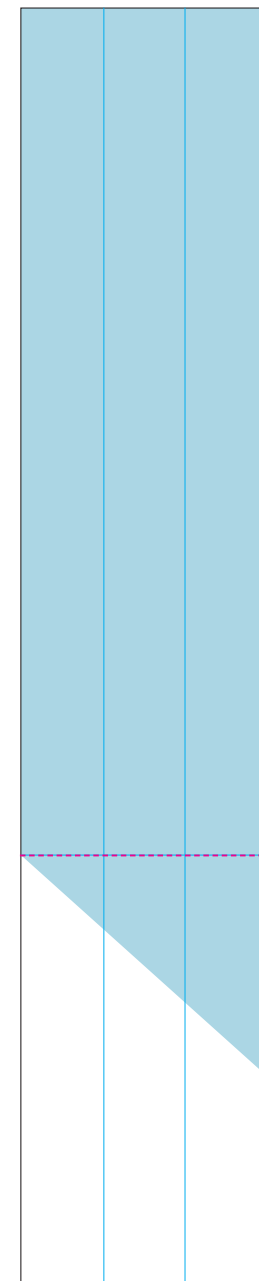
Full Banner
468x60Pixel



Vertical Banner
120x210 Pixel



Small Square Banner
200x200Pixel



Scyscraper Banner
120x600Pixel

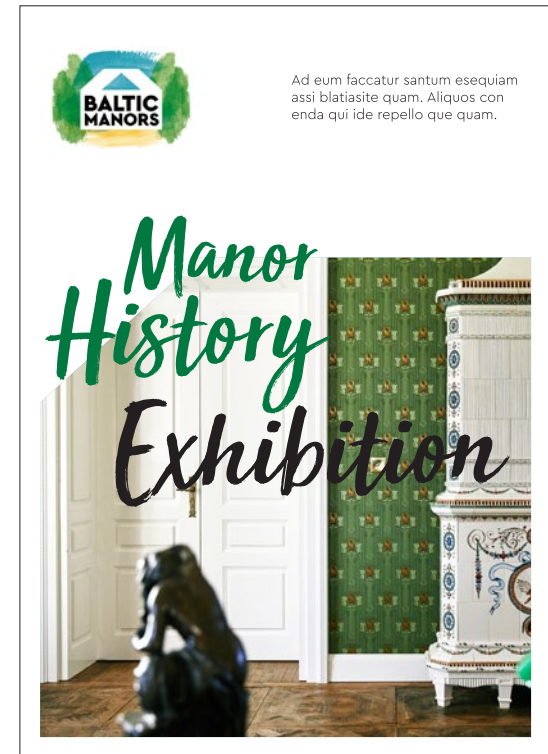
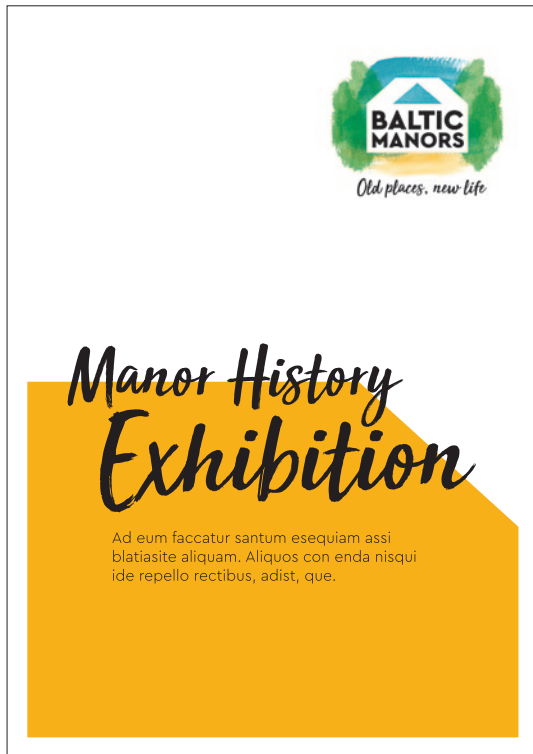


Scyscraper Banner
120x600Pixel

Examples for Poster DIN A1

Also on the poster-format the design-element of the abstract house-form turns up again.

It can constitute a one-coloured background as well as a frame for a picture.





21.08.2019

text and concept Oliver Geyer,
design and design-concept Julia Blenn
photos: PUMA/ Jan Rusek