shop-apotheke.com

Welcome to our Corporate Identity Guidelines

Contents

Logo

The ahop-apotheke logo may appear on its own or with a yellow graduation.

The logo may only be used in the following
three colour variations:

Colour

Greyscale (50% black)

Black

Logo Construction

The logo must always be applied consistently, with the two sizes of the typeface kept in the ratio 3:2. (I.e. the x height of '.com' is two-thirds the x height of 'shop-apotheke').

The text part of the logo is spaced proportionally away from the apotheke A. This space is equal to the width of the right-hand bar of the apotheke A, as shown.

The apotheke A must always appear on a clear white background, with the yellow graduation positioned as shown.

Please observe this rule and insure that no other graphic elements (such as text or imagery) intrude into the clear space zone.

Clear space zone	

For certain applications the graduation can be enlarged by adding this additional space to the top of the logo.

Additional space

shop-apotheke.com

shop-apotheke.com

Logo Positioning
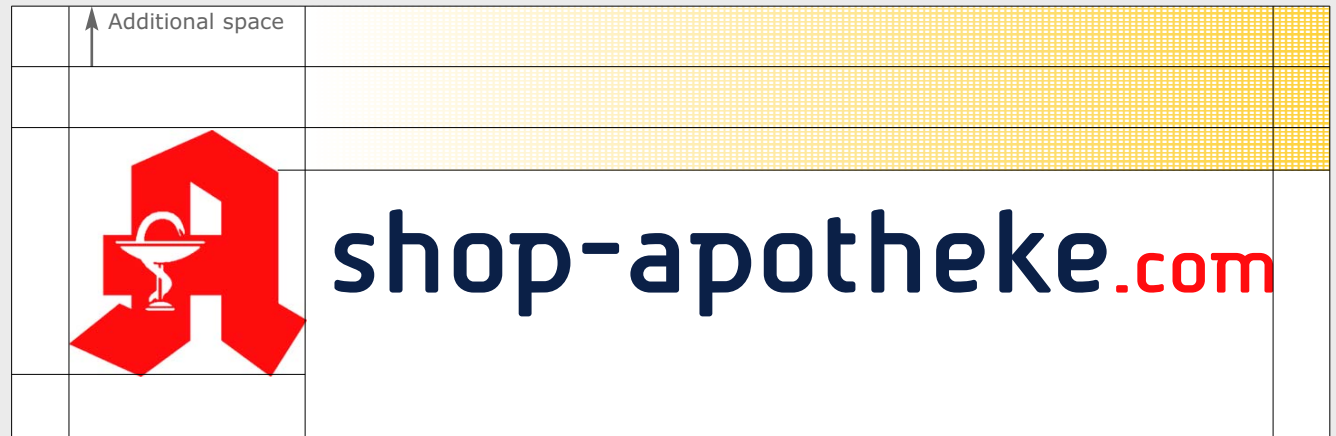
The logo must always be positioned in the top left corner of an application but can be scaled proportionally.

Graduation scaling

The graduation always extends to the right to cover the full width of the application. The extension of the graduation is solid yellow.

Graduation continues as solid yellow

The examples shown illustrate some
possible incorrect uses of the logo.

1 Correct: positioned in the
top left corner with the
required space from the
logo to the edges

2 Incorrect: positioned too
close to the edges

3 Incorrect: positioned too
far from the left edge

4 Incorrect: The background
graduation overlaps the
logo.

These are the primary colours used for the
shop-apotheke logo and graduation.
The graduation in the logo always
graduates from white to yellow.

The shop-apotheke colours are defined as:
1. Pantone colours for printing with a
   specific colour
2. CMYK for four-colour offset printing
3. RGB for usage on screen

1 Blue:
  Pantone 648 C / 648 U
  C:96 M:64 Y:20 K:44
  R:21 G:39 B:72

2 Red:
  Pantone Red 032 C / Red 032 U
  C:0 M:95 Y:100 K:0
  R:209 G:0 B:27

3 White:
  C:0 M:0 Y:0 K:0
  R:100 G:100 B:100

  Yellow:
4 Pantone 128 C / 128 U
  C:0 M:18 Y:76 K:0
  R:245 G:207 B:57
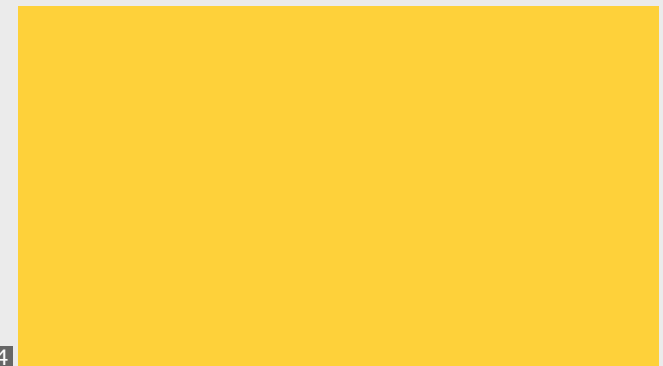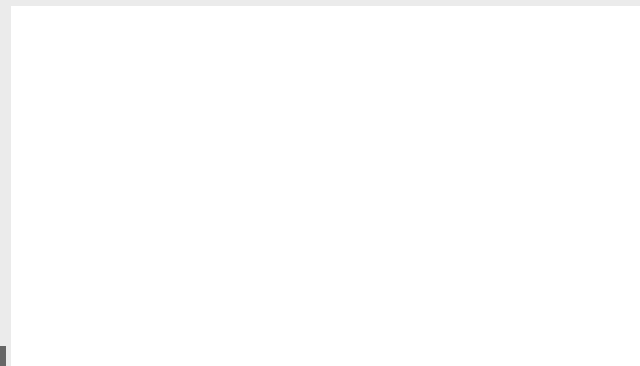
These are the secondary colours used for
greyscale and black & white applications.
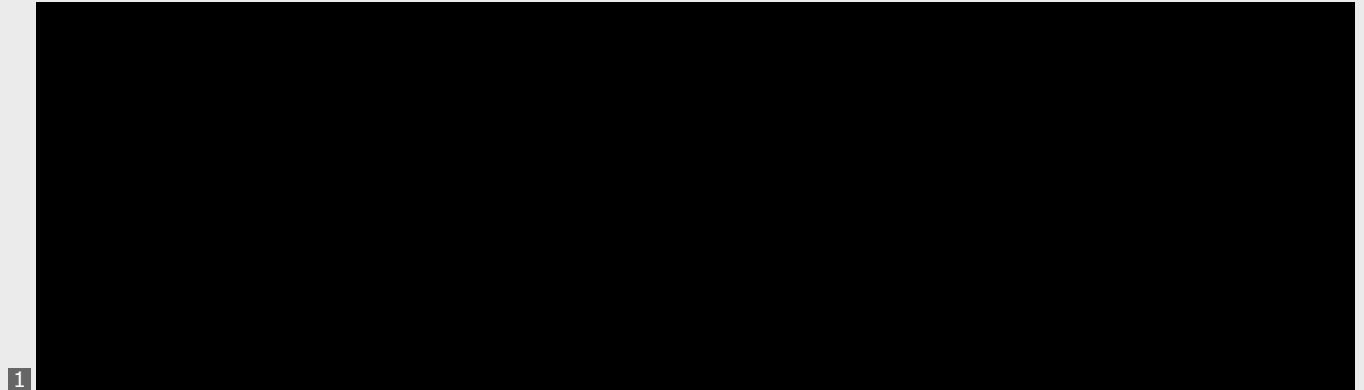
1 Black:
  Pantone Black
  C:0 M:0 Y:0 K:100
  R:0 G:0 B:0

2 Black 50%:
  Pantone Black (50%)
  C:0 M:0 Y:0 K:50
  R:0 G:0 B:0

Typography

The font used for the logo is Beta Semi bold. This font is also available in regular.

Beta Semi (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Beta Semi (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

The secondary font is Beta Sans which is used for all the stationary and body text of letters.

Beta Sans (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Beta Sans (Bold)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Point sizes

The font sizes shown are standard sizes to be used in all forms of communication.

Beta Sans (Regular) 10pt, Leading 12.5pt

This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the right point size, leading, etc.

Beta Sans (Regular) 8pt, Leading 10pt

This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the right point size, leading, etc. This is dummy text to show the correct point size, leading, etc.This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the right point size, leading, etc. This is dummy text to show the correct point size, leading, etc.

Headings can be arranged in several ways.
Either in a larger pointsize with two empty
lines above and one below.
Or the same pointsize with one or no space
to the text.

Heading Beta Sans (Bold) 14pt

Body text Beta Sans (Regular) 10pt, Leading 12.5pt. This is dummy text to show the correct point size,
leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the
correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is
dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size,
leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the
correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc.

Heading Beta Sans (Bold) 10pt

Body text Beta Sans (Regular) 10pt, Leading 12.5pt. This is dummy text to show the correct point size,
leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the
correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is
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correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is
dummy text to show the right point size, leading, etc.

Heading Beta Sans (Bold) 10pt
Body text Beta Sans (Regular) 10pt, Leading 12.5pt. This is dummy text to show the correct point size,
leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the
correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is
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correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is
dummy text to show the right point size, leading, etc.

Verdana is used for body copy in digital media due to its high legibility and clarity. This font is available in regular and bold.

Please note: The Euro sign should always be set in Arial.

Verdana (Regular)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Verdana (Bold)

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Screen fonts point sizes

The font sizes shown are standard sizes to be used in all forms of digital media.

Verdana (Regular) 10pt, Leading 12.5pt

This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc.

Verdana (Regular) 8pt, Leading 10pt

This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc.

Headings can be arranged in several ways. Either in a larger point size with one space to the text. Or the same point size with one or no space to the text.

Heading Verdana (Bold) 14pt

This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc.

Heading Verdana (Bold) 10pt

This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc.

Heading Verdana (Bold) 10pt
This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc. This is dummy text to show the correct point size, leading, etc.

Website

These are the colours used for the main colour scheme of the webpages.

1 FF D7 5D
C:0 M:18 Y:76 K:0
R:245 G:207 B:57

2 FF AF 4C
C:0 M:21 Y:62 K:0
R:246 G:201 B:92

3 FF 91 3F
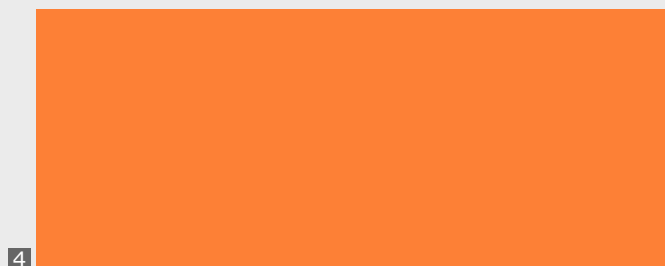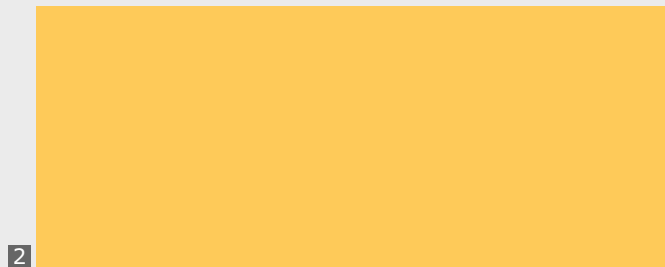C:0 M:34 Y:71 K:0
R:239 G:172 B:67

4 FF 79 35
C:0 M:50 Y:75 K:0
R:232 G:137 B:55

5 FF 61 2A
C:0 M:62 Y:72 K:0
R:227 G:109 B:57
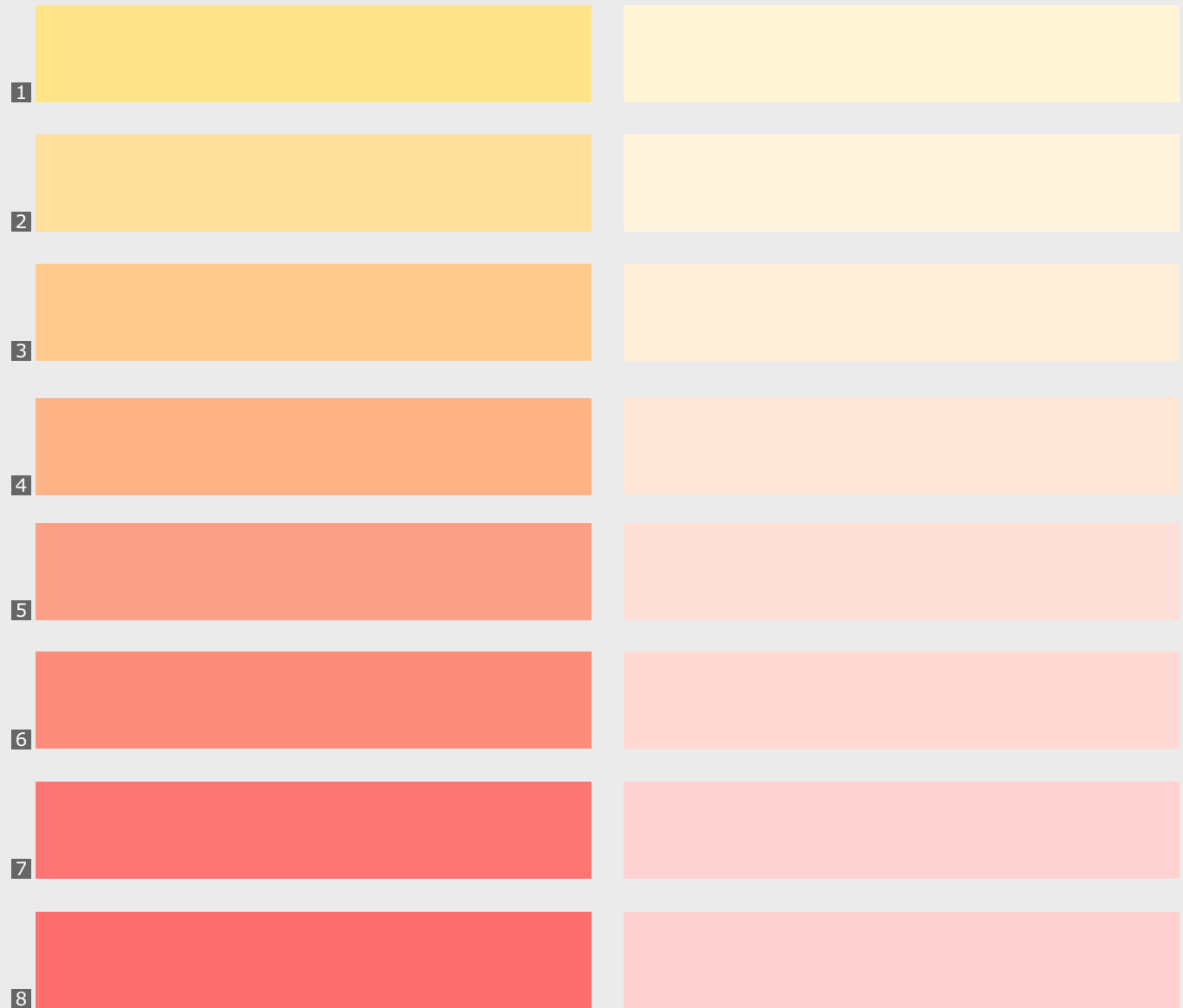
6 FE 45 1E
C:0 M:75 Y:84 K:0
R:219 G:76 B:38

7 FE 24 10
C:0 M:90 Y:90 K:0
R:212 G:29 B:33

8 FF 00 00
C:0 M:95 Y:100 K:0
R:209 G:0 B:27

The colours are also used as 50% and 20% tints.

1 50%: FF EB AE
   20%: FF F3 CE

2 50%: FF D7 A6
   20%: FF EB D2

3 50%: FF C8 9F
   20%: FF E3 CF

4 50%: FF C3 A5
   20%: FF E4 D7

5 50%: FF C8 65
   20%: FF E7 DF

6 50%: FF C7 BB
   20%: FF E8 E4

7 50%: FF C8 C3
   20%: FF E9 E7

8 50%: FF CC CC
   20%: FF E5 E5

Secondary colours

These are the secondary colours used on the website.

1 00 33 66
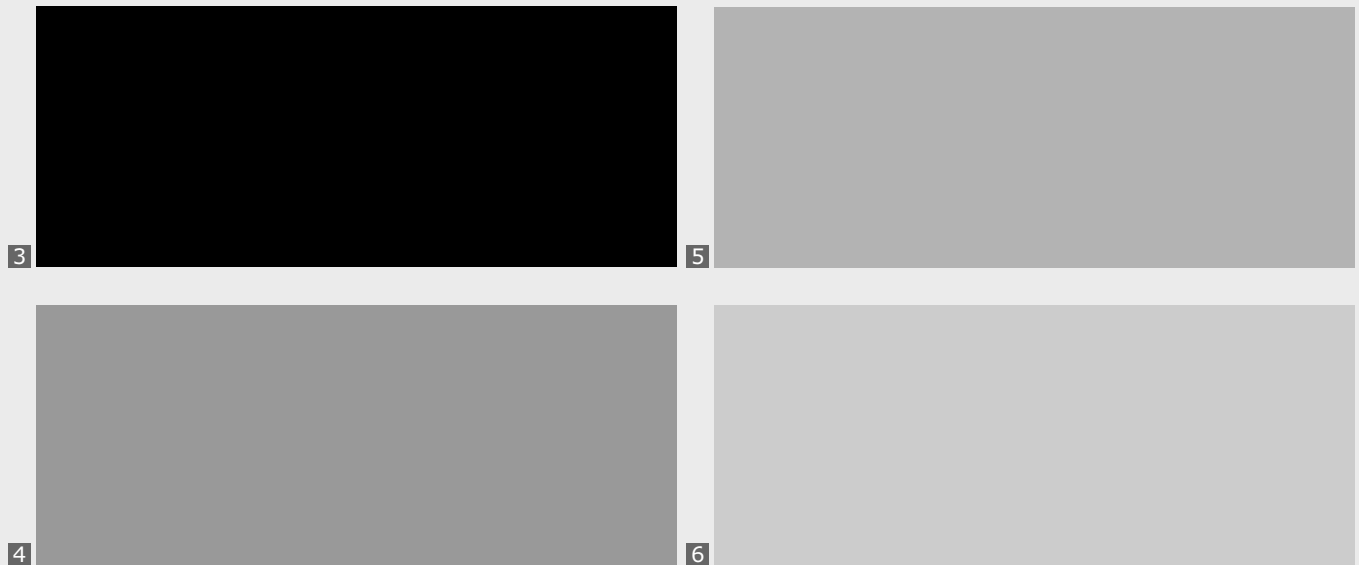C:96 M:64 Y:20 K:44
R:21 G:39 B:72

2 FF FF FF
C:0 M:0 Y:0 K:0
R:255 G:255 B:255

3 00 00 00
C:0 M:0 Y:0 K:100
R:0 G:0 B:0

4 99 99 99
C:0 M:0 Y:0 K:40
R:156 G:156 B:156

5 DD DD DD
C:0 M:0 Y:0 K:30
R:181 G:181 B:181

6 E6 E6 E6
C:0 M:0 Y:0 K:20
R:206 G:206 B:206

Graphics

These are the graphics used online.
The overall style of the symbols is based on
the typeface of the logo: Beta Semi bold.

The symbols may be scaled proportionally.
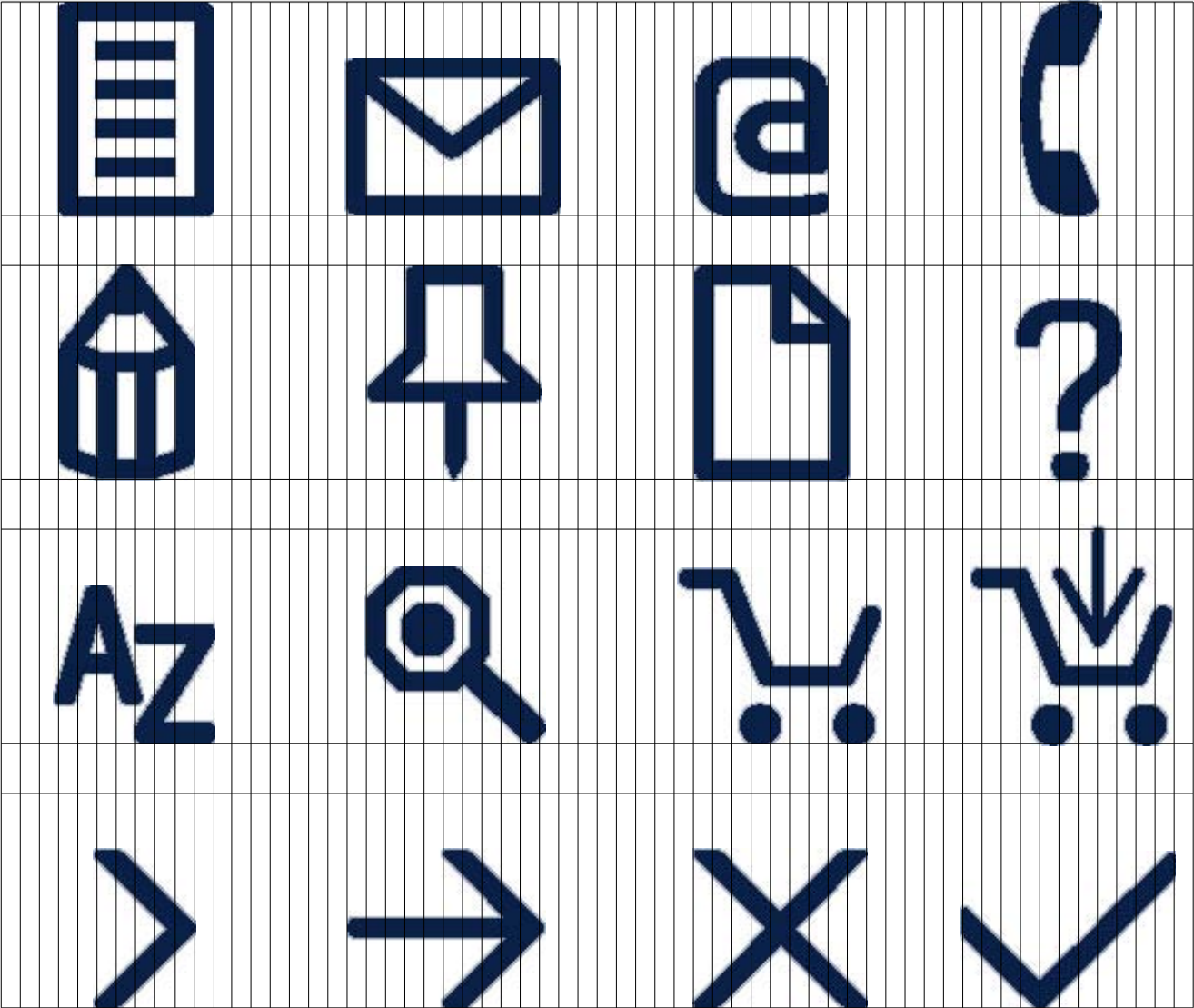
The buttons are designed for online use to provide clear accessible navigation for the user.

There are three button heights as shown.

1 → Los

→ Zur Kasse

🛒 Aktualisieren

🛒 Warenkorb →

← Weitershoppen

🛒 in den Warenkorb

2 ✕ → 📌 ●

3 Bearbeiten

Zur Kasse

Einloggen

1 19 pixels high

2 12 pixels x 12 pixels

3 15 pixels high

Tabs

The colour of the tabs corresponds to the colour of the graduation. Each section of the website has a different coloured graduation, ranging from yellow to red.
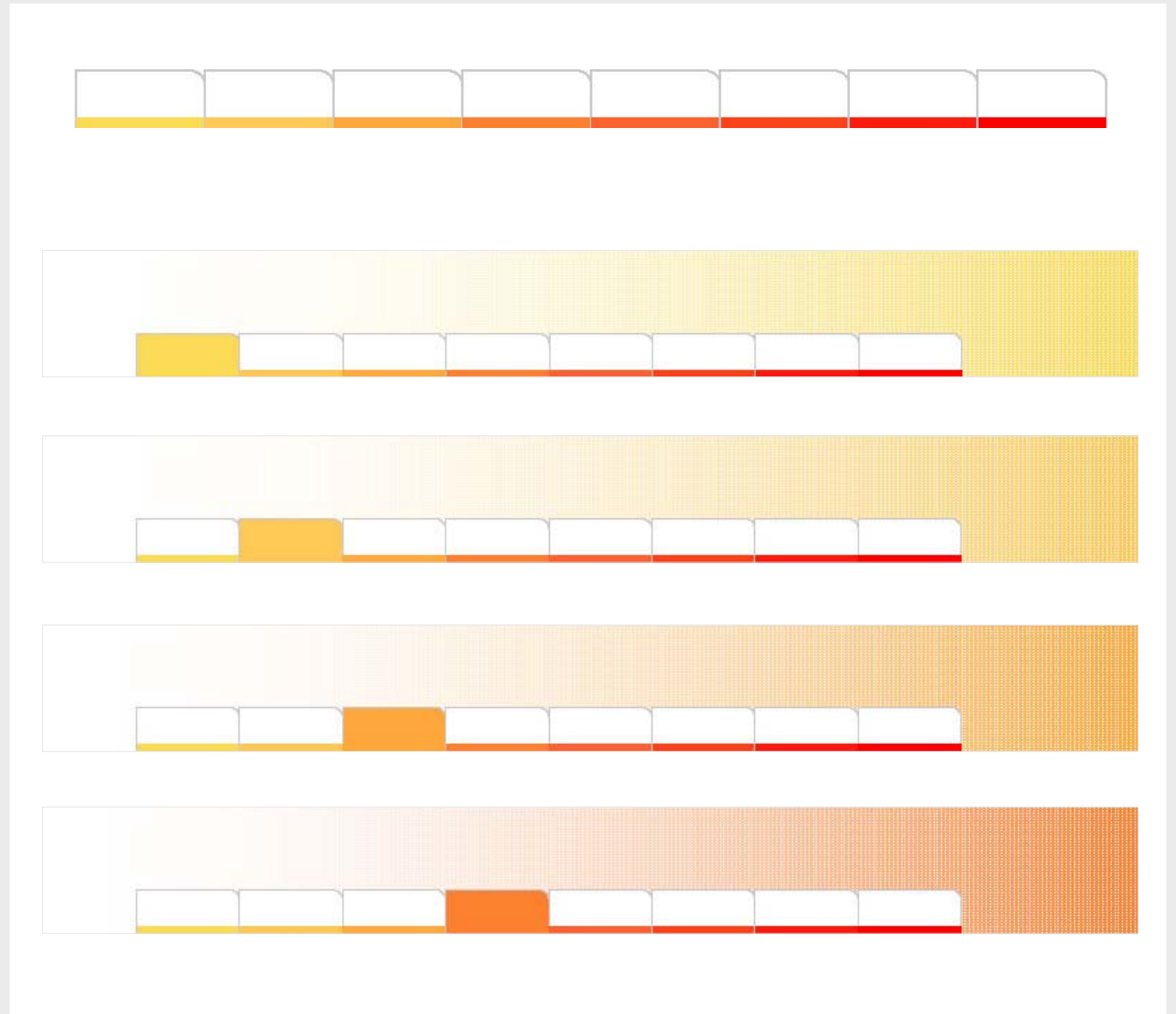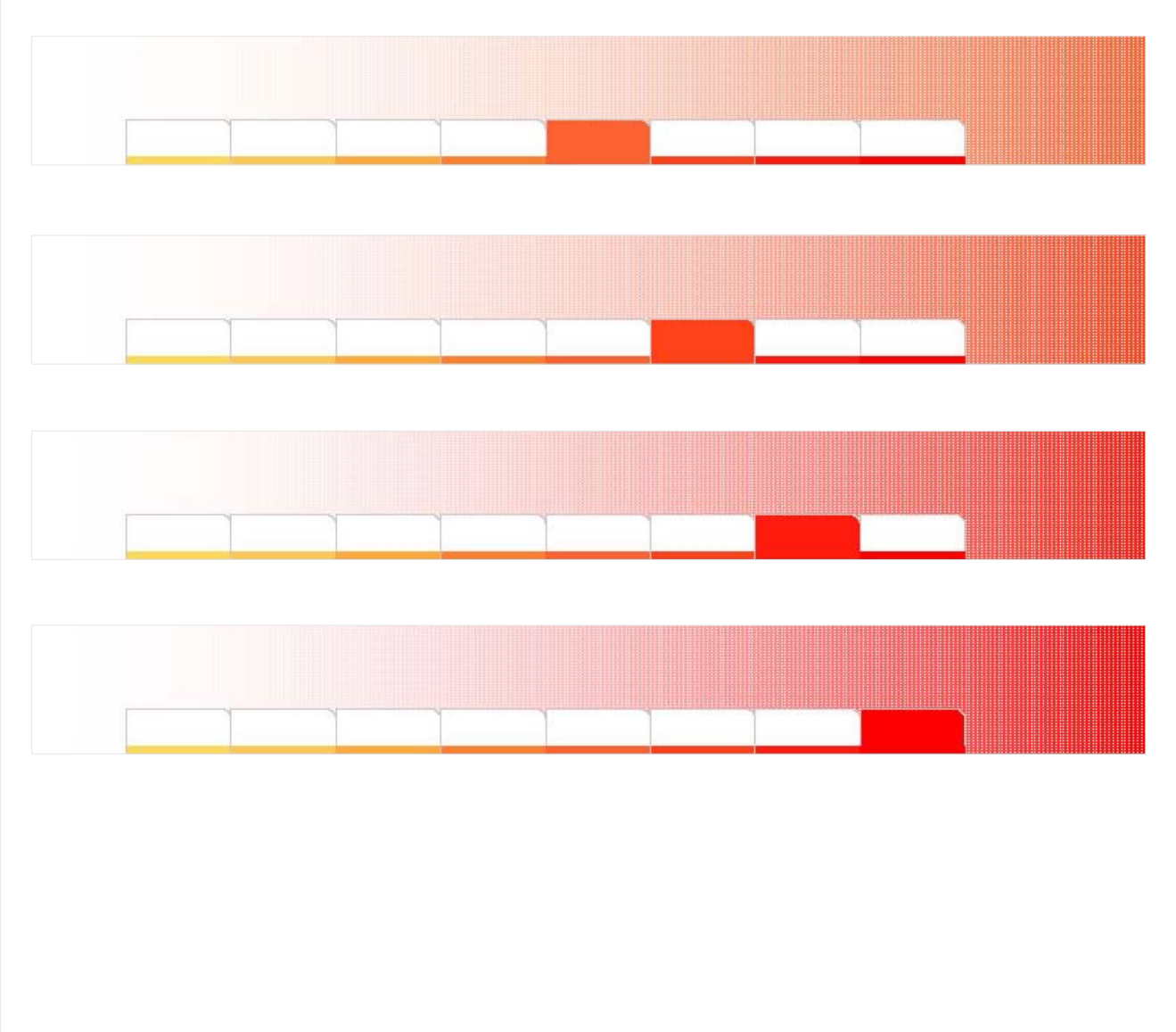
Dividers

The website can be divided up using the dividers shown. The colour of the divider corresponds to the colour scheme of the website section.

Lines: 1 pixel
Dots: 1 pixel
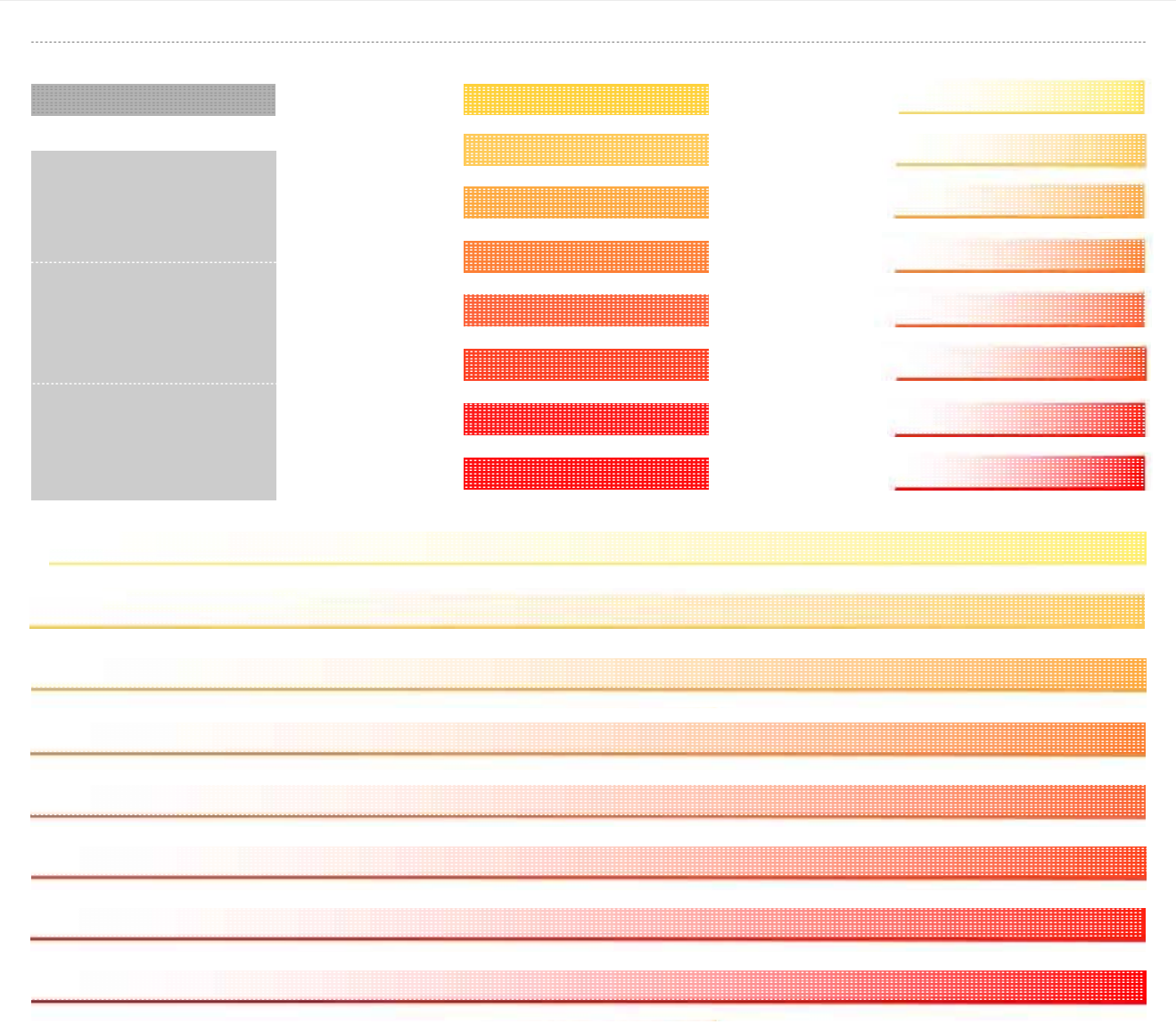
Frames

Text and images appear in frames as shown.
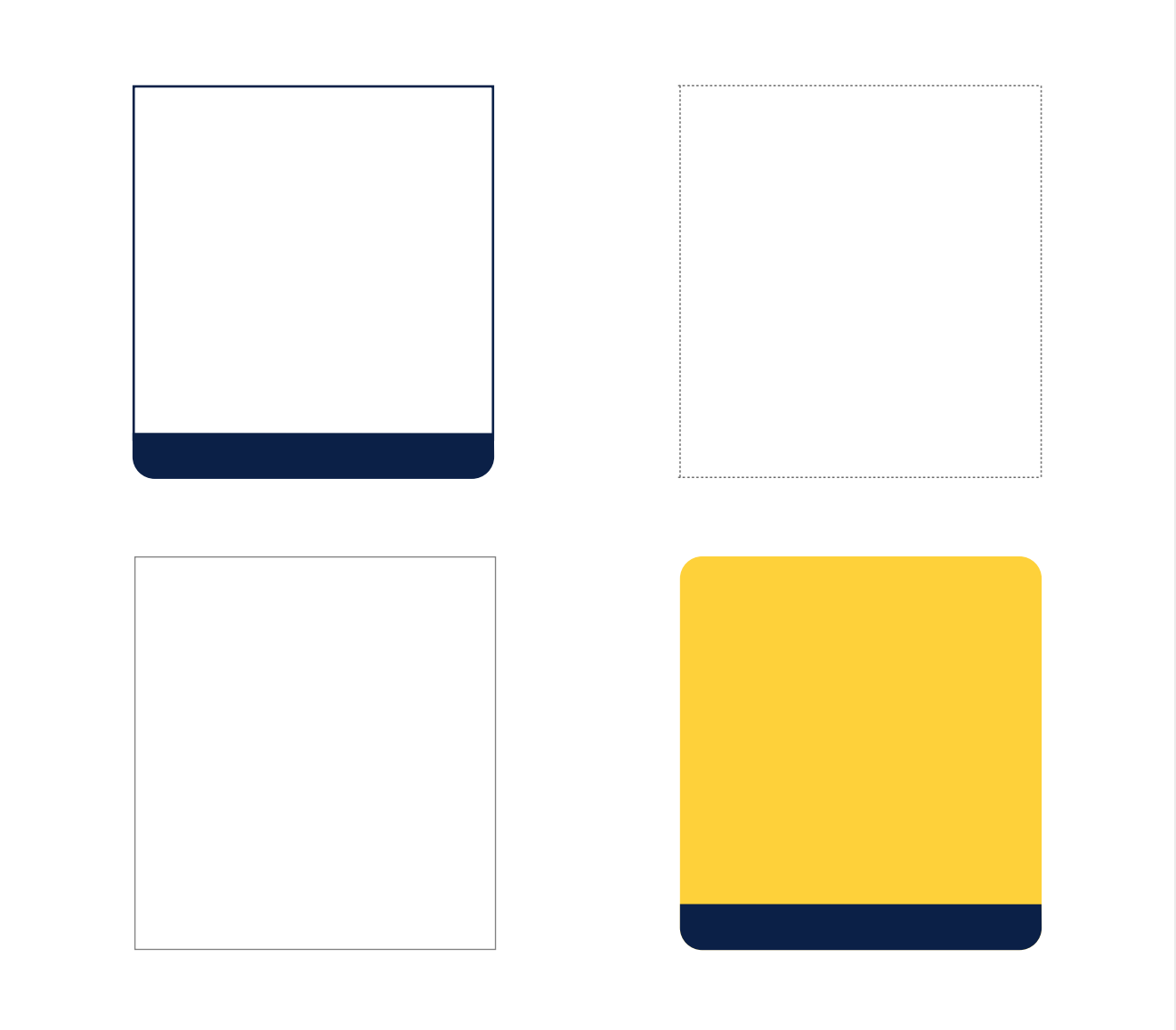
The following examples illustrate the appropriate use of pictures in the website.

1

2

3

4

Stay healthy!

5

Stay healthy!

6

Stay healthy!

1 Use photographic images. **Avoid using icons, symbols, illustrations, clip art, etc.!**

2 Images can have a graduation on the side (use provided file 'graduation for images' with 'screen' function in photoshop).

3 Try to use interesting crops.

4 Text can overlap images if the background image is not too busy.

5 Text can also be positioned on a coloured background above or below images.

6 If no suitable image can be found use text only. Try to avoid clip-art or graphic icons.

The following styles of type are used.

Link colour is blue.
Text colour is black and 50% black.

⮕ Verdana (Normal)   **Verdana (Bold)**

→ **Verdana (Bold)**   Verdana (Normal)

→ Verdana (Normal)   Verdana (Normal)
                                        50% black

› **Verdana (Bold)**

› Verdana (Normal)

Numbers

Feature numbers are shown in Beta Semi bold. The selected number is highlighted in gray.

Page numbers are shown in Verdana regular. The selected number is highlighted in black.

1

2

3

4

1

2

3

4

1

2

3

4

1 2 3 4 5 6 7

Stationary

Format: Business card (85mm x 55mm)
Paper: White uncoated
Weight: 300gms
Colours: Pantone Red 032
         Pantone 128
         Pantone 648

3mm   3mm

3mm

shop-apotheke.com

3mm

Dr. Peter Weber   shop-apotheke.com
Apotheker   Höninger Weg 104
Inhaber   D-50969 Köln

31.5mm   **Fon**   0221 80 04 72 30
                             Fax   0221 80 04 72 72
                             Mobil 0172 2911 277

3.5mm   **Email** dr.weber@shop-apotheke.com

6mm   24mm   10mm   45mm

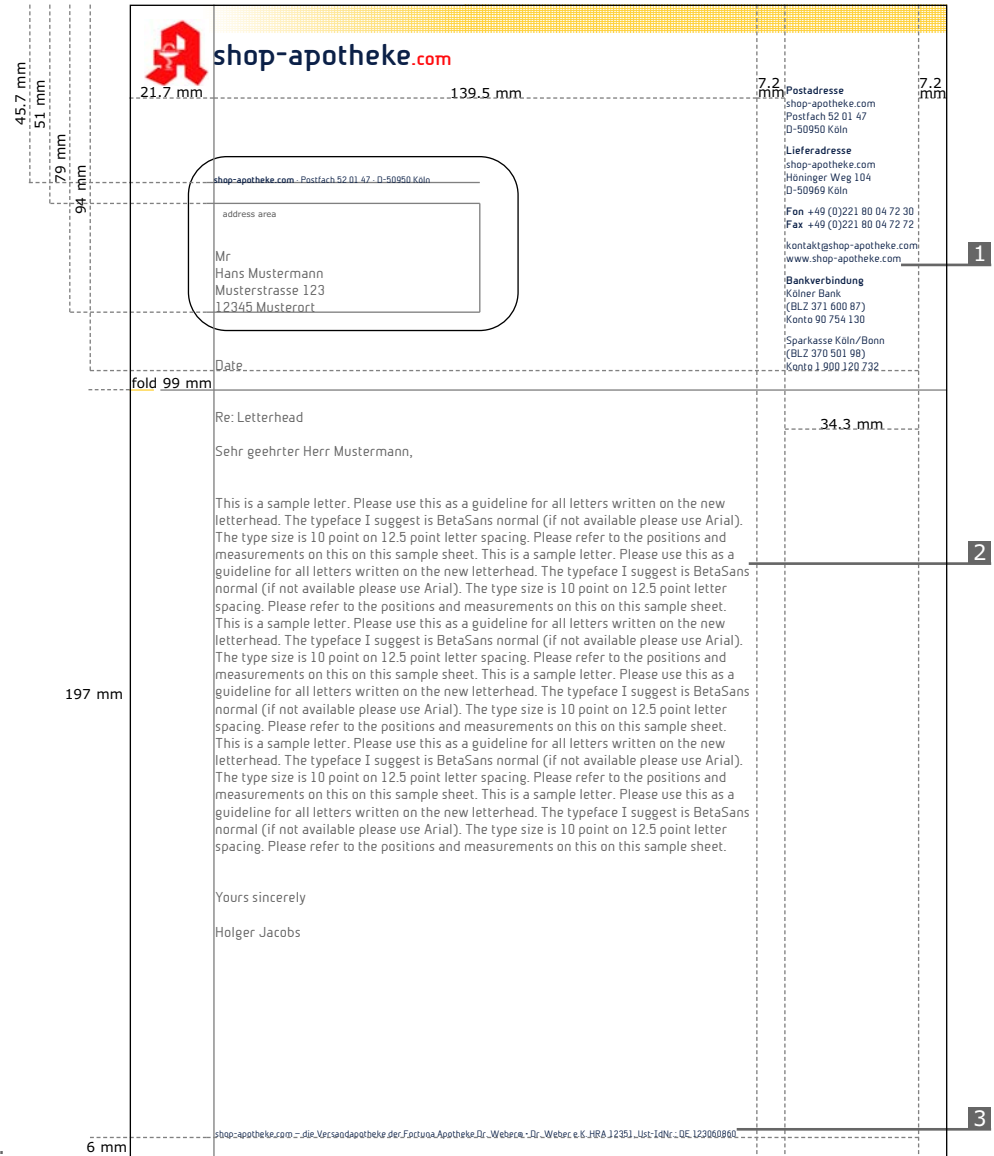   1   2

1 Beta Sans Bold - 7pt, leading 9pt

2 Beta Sans Normal - 7pt, leading 9pt   Not to scale.

Letterhead
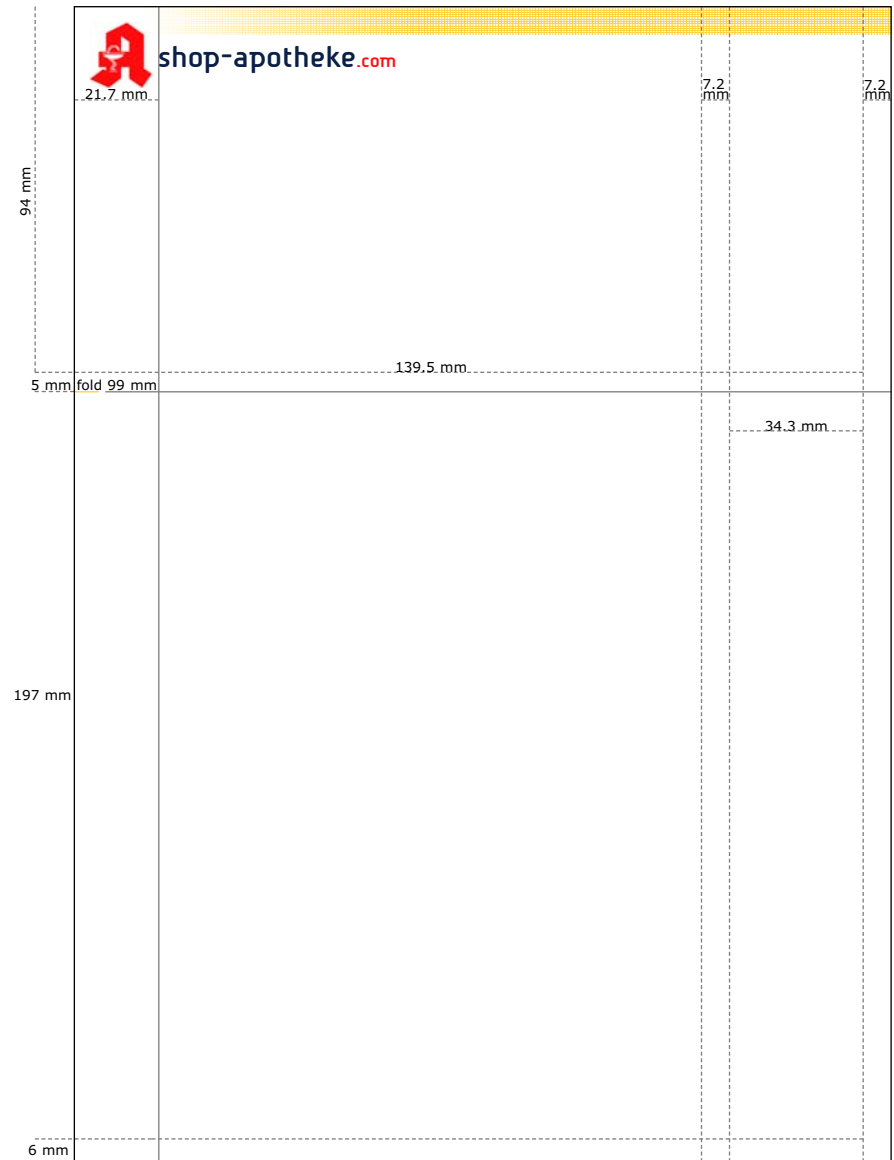
Format: A4 (210mm x 297mm)
Paper: White uncoated
Weight: 90gms
Colours: Pantone Red 032
Pantone 128
Pantone 648

1 Beta Sans Bold / Normal - 7.5pt, leading 9pt

2 Beta Semi Normal - 10pt, leading 12.5pt

3 Beta Sans Bold / Normal - 6.5pt, leading 8.5pt

Not to scale.

---

shop-apotheke.com

45.7 mm
51 mm
79 mm
94 mm
21.7 mm
139.5 mm
7.2 mm
7.2 mm

Postadresse
shop-apotheke.com
Postfach 52 01 47
D-50950 Köln

Lieferadresse
shop-apotheke.com
Höninger Weg 104
D-50969 Köln

Fon +49 (0)221 80 04 72 30
Fax +49 (0)221 80 04 72 72

kontakt@shop-apotheke.com
www.shop-apotheke.com

Bankverbindung
Kölner Bank
(BLZ 371 600 87)
Konto 90 754 130

Sparkasse Köln/Bonn
(BLZ 370 501 98)
Konto 1 900 120 732

1

shop-apotheke.com · Postfach 52 01 47 · D-50950 Köln

address area

Mr
Hans Mustermann
Musterstrasse 123
12345 Musterort

Date

fold 99 mm

Re: Letterhead

34.3 mm

Sehr geehrter Herr Mustermann,

This is a sample letter. Please use this as a guideline for all letters written on the new letterhead. The typeface I suggest is BetaSans normal (if not available please use Arial). The type size is 10 point on 12.5 point letter spacing. Please refer to the positions and measurements on this on this sample sheet. This is a sample letter. Please use this as a guideline for all letters written on the new letterhead. The typeface I suggest is BetaSans normal (if not available please use Arial). The type size is 10 point on 12.5 point letter spacing. Please refer to the positions and measurements on this on this sample sheet. This is a sample letter. Please use this as a guideline for all letters written on the new letterhead. The typeface I suggest is BetaSans normal (if not available please use Arial). The type size is 10 point on 12.5 point letter spacing. Please refer to the positions and measurements on this on this sample sheet. This is a sample letter. Please use this as a guideline for all letters written on the new letterhead. The typeface I suggest is BetaSans normal (if not available please use Arial). The type size is 10 point on 12.5 point letter spacing. Please refer to the positions and measurements on this on this sample sheet. This is a sample letter. Please use this as a guideline for all letters written on the new letterhead. The typeface I suggest is BetaSans normal (if not available please use Arial). The type size is 10 point on 12.5 point letter spacing. Please refer to the positions and measurements on this on this sample sheet. This is a sample letter. Please use this as a guideline for all letters written on the new letterhead. The typeface I suggest is BetaSans normal (if not available please use Arial). The type size is 10 point on 12.5 point letter spacing. Please refer to the positions and measurements on this on this sample sheet.

2

197 mm

Yours sincerely

Holger Jacobs

shop-apotheke.com - die Versandapotheke der Fortuna Apotheke Dr. Weber e.K. HRA 12351 Ust-IdNr: QE 123060860

3

6 mm

Continuation sheet

Format: A4 (210mm x 297mm)
Paper: White uncoated
Weight: 90gms
Colours: Pantone Red 032
         Pantone 128
         Pantone 648

shop-apotheke.com

21.7 mm

7.2 mm

7.2 mm

94 mm

139.5 mm

5 mm fold 99 mm

34.3 mm

197 mm

Not to scale.

6 mm

Compliment slip

Format: Compliment Slip (210mm x 100mm)
Paper: White uncoated
Weight: 90gms
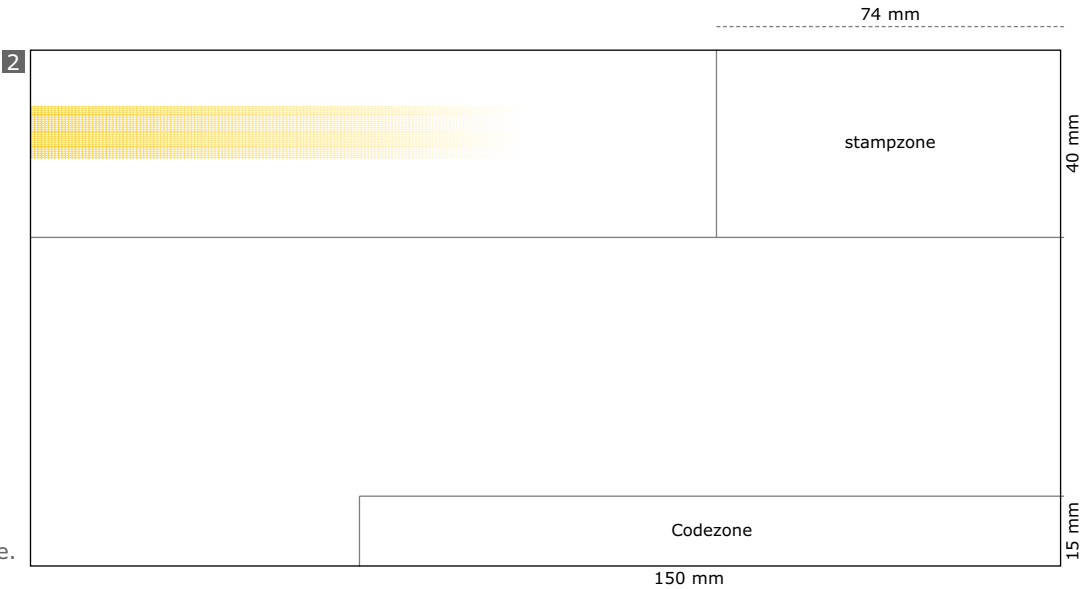Colours: Pantone Red 032
         Pantone 128
         Pantone 648

shop-apotheke.com

7.2 mm **Postadresse**
        shop-apotheke.com
        Postfach 52 01 47
        D-50950 Köln

        Lieferadresse
        shop-apotheke.com
        Höninger Weg 104
        D-50969 Köln

        Fon +49 (0)221 80 04 72 30
        Fax +49 (0)221 80 04 72 72

        kontakt@shop-apotheke.com
        www.shop-apotheke.com

        Bankverbindung
        Kölner Bank
        (BLZ 371 600 87)
        Konto 90 754 130

        Sparkasse Köln/Bonn
        (BLZ 370 501 98)
        Konto 1 900 120 732

7.2 mm

21.7 mm

6 mm

34.3 mm

1

2

shop-apotheke.com – die Versandapotheke der Fortuna Apotheke Dr. Weber® · Dr. Weber e.K. HRA 12351, USt-IdNr.: DE 123060860
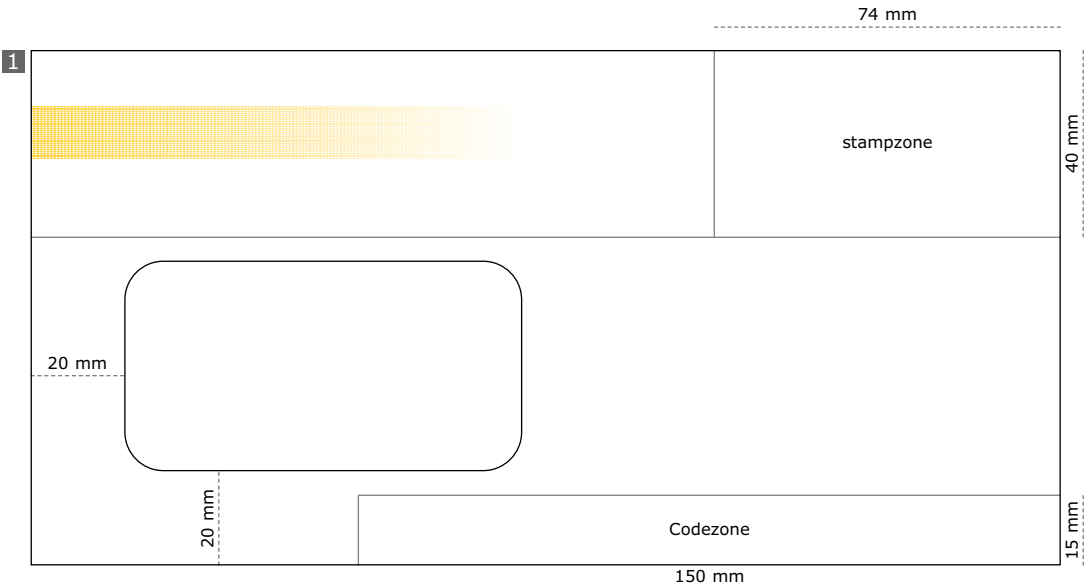
1 Beta Sans Bold / Normal - 7.5pt, leading 9.5pt

2 Beta Sans Normal - 6.5pt, leading 8.5pt

Not to scale.

Format: DL Envelope (220mm x 110mm)
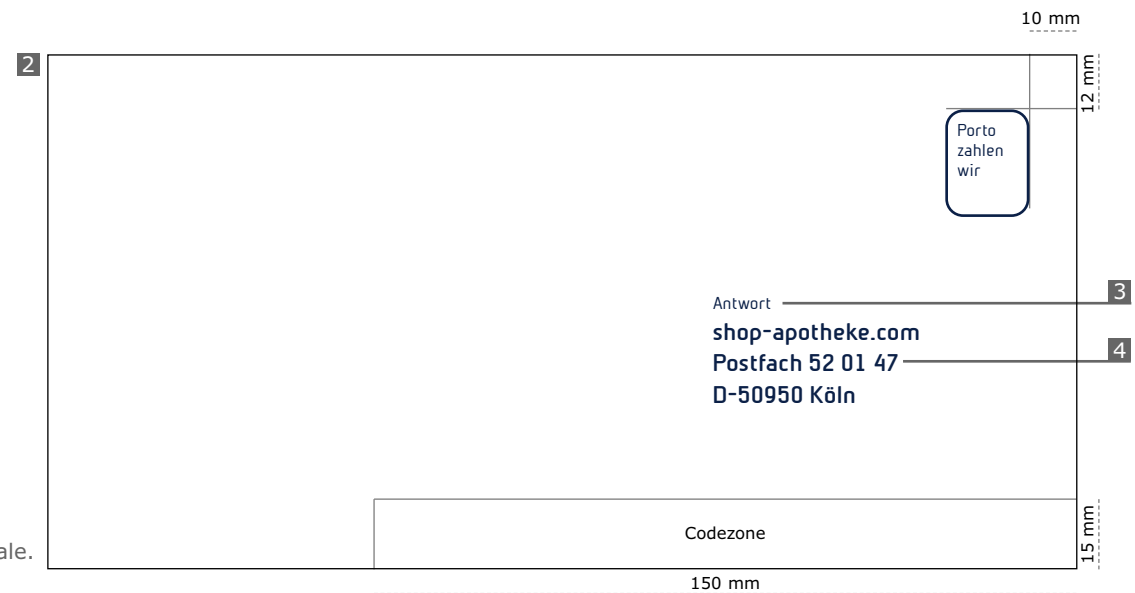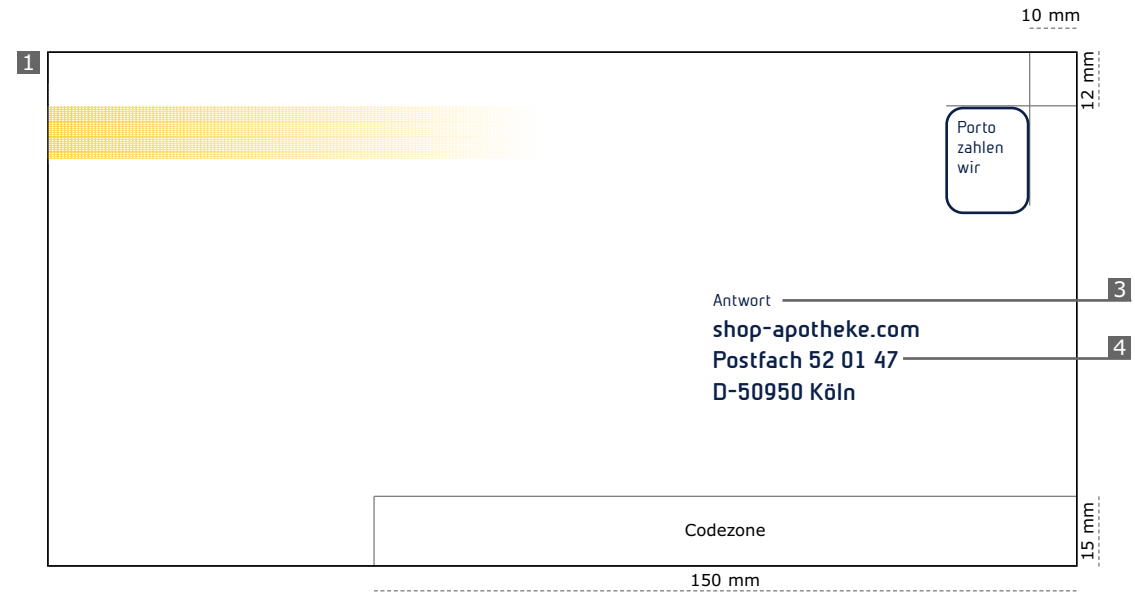Paper: DL Envelope
Weight: 100 gms
Colours: Pantone 128

74 mm

1

stampzone

40 mm

20 mm

20 mm

Codezone

15 mm

150 mm

74 mm

2

stampzone

40 mm

Codezone

15 mm

150 mm

Not to scale.

1 Envelope with window

2 Envelope without window

DL Envelope with address

Format: DL Envelope (220mm x 110mm)
Paper: DL Envelope
Weight: 100 gms
Colours: Pantone 128
         Pantone 648

10 mm

12 mm

1

Porto
zahlen
wir

Antwort ——————————————— **3**

shop-apotheke.com
Postfach 52 01 47 ——— **4**
D-50950 Köln

Codezone

15 mm

150 mm

10 mm

12 mm

2

Porto
zahlen
wir

Antwort ——————————————— **3**

shop-apotheke.com
Postfach 52 01 47 ——— **4**
D-50950 Köln

Not to scale.

Codezone

15 mm

150 mm

1 Envelope with graduation

2 Envelope without graduation

3 Beta Sans Normal - 10pt, leading 19pt

4 Beta Sans Bold - 14pt, leading 19pt

A4 Envelope (oversize)

Format: Din C4 (229mm x 324mm)
Paper: Standard A4 letter
Weight: 130 gms
Colours: Pantone 128

74 mm

40 mm

stampzone

55 mm

shop-apotheke.com · Postfach 52 01 47 · D-50950 Köln

20 mm

Position of
A4 paper

codezone

15 mm

150 mm
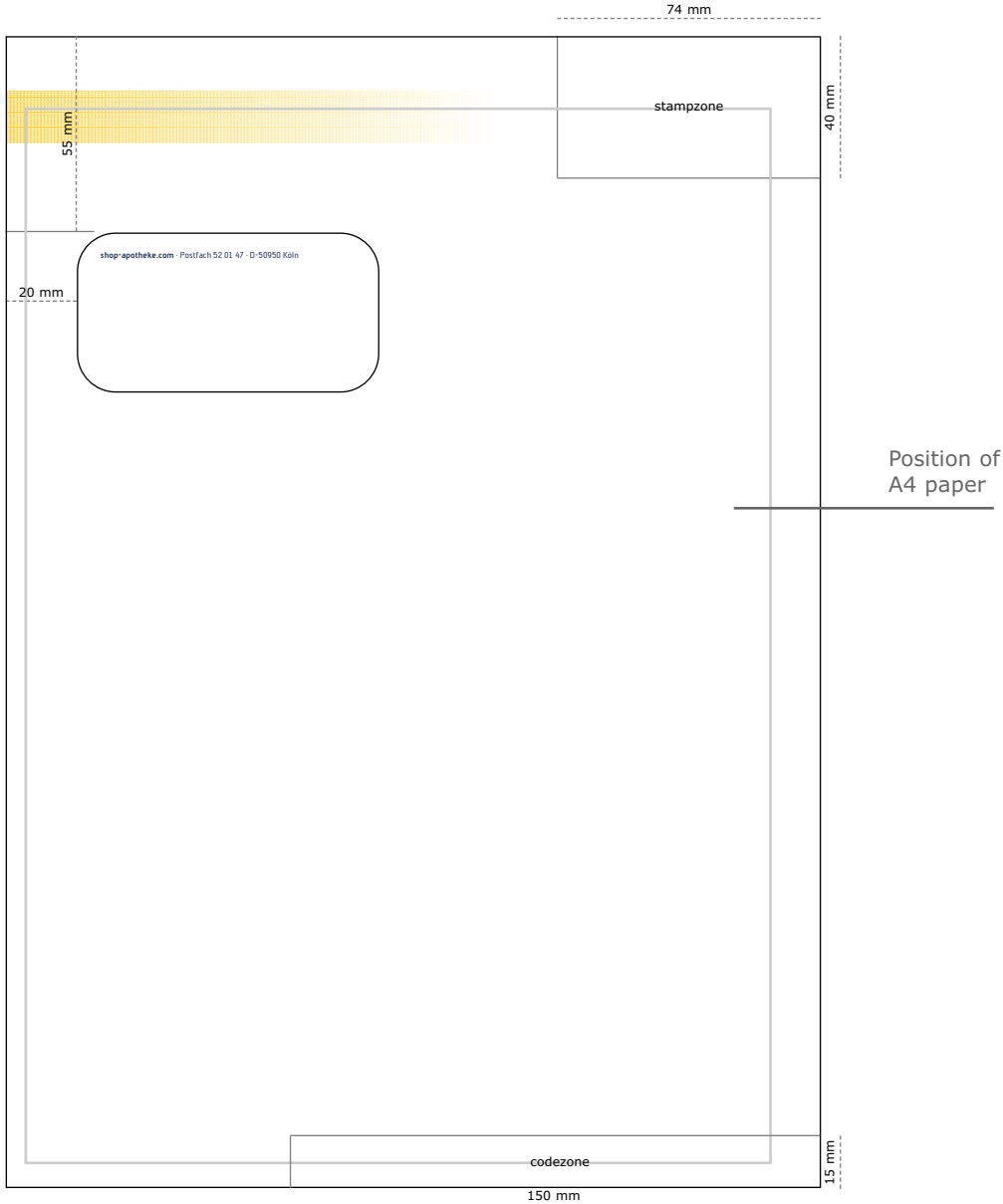
Not to scale.

Support & Credits

For support and queries please
contact Mind Design

Mind Design
Unit 207
24 - 28 Hatton Wall
London EC1N 8JH
England

Tel: +44 (0)20 7242 0340
Fax: +44 (0)20 7242 4774
Email: info@minddesign.co.uk

www.minddesign.co.uk