

CI Manual – du+ich=österreich



The logo consists of three red elements: a tilted rectangle containing the white text 'du', a tilted rounded rectangle containing a white '+' sign and the white text 'ich', and the text '= Österreich' in red. Below 'Österreich' is the hashtag '#LasstUnsReden' in red. The entire graphic is tilted to the right.

du + **ich**

= Österreich
#LasstUnsReden



du + **ich**

= Österreich
#LasstUnsReden

Basetica — 205TF

Bold

Medium

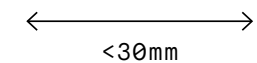
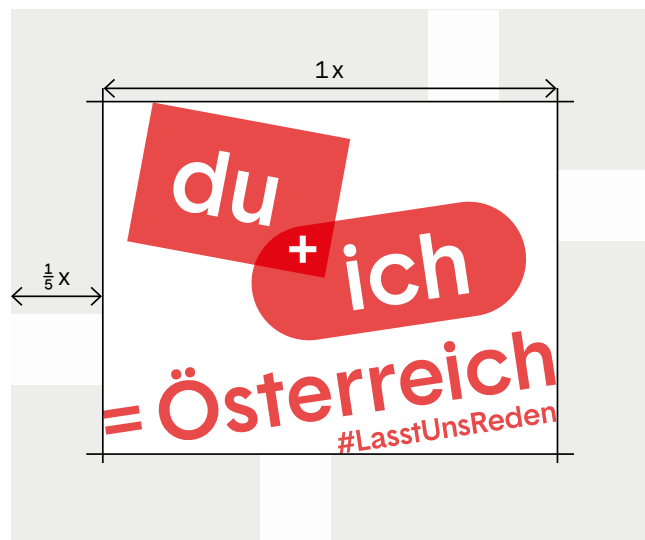
Regular

AaBb123

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789



If the logosize is smaller than 30mm, use logo version »02_no-hashtag«.

du + ich
= Österreich
#LasstUnsReden

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1. ROSE
RGB: 233,75,75
CMYK: 0,82,65,0
HEX: #E94B4B

2. CANDY RED
RGB: 227,6,19
CMYK: 0,100,100,0
HEX: #E30613

3. ROSEWOOD
RGB: 120,81,78
CMYK: 37,61,51,42
HEX: #78504D

4. BLACK
RGB: 0,0,0
CMYK: 30,30,30,100
HEX: #000000

Logo overlay –
use effect »hard shadow«



du

+

ich

= Österreich

#LasstUnsReden