

JOANNEUM
RESEARCH



Corporate Design
Guide



The general logo

The general logo is composed of the green, which represents the JOANNEUM RESEARCH as a whole and the colours of the five original institutes together.

The institutes logos

Each JOANNEUM RESEARCH institute has its own logo. The institute's name in the corresponding colour completes the general logo.



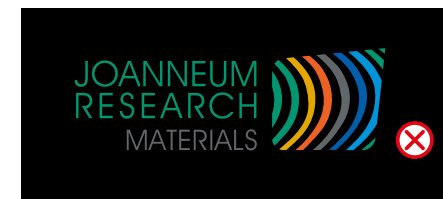
Do's ...

The **name of the institute** is a fixed component of the institute logo and must not be separated or altered. The logos are displayed on a white background with no white space.

As soon as the logo is displayed on **coloured** or **black background**, the corresponding **white space** must be included.



... and Don't's



The colour bar

The colour bar is used with JOANNEUM RESEARCH printing units to identify at a glance, which institutes can be found in it.

The respective colours of the institute are »faded in«.

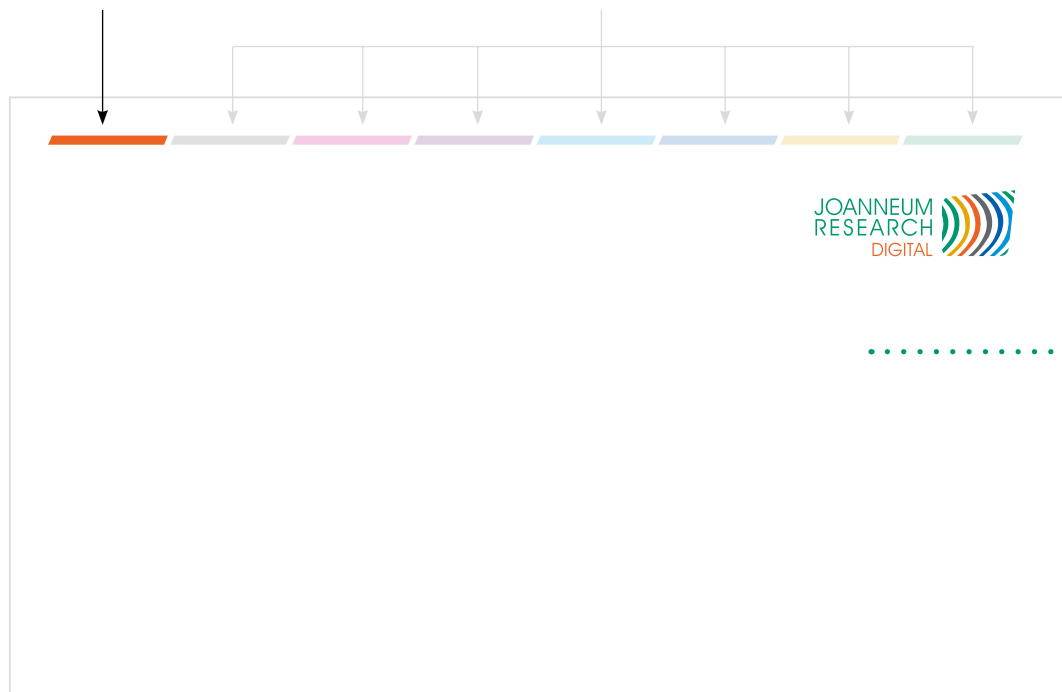
The order of the colour fields must not be changed!

The colour bar needs to be used in combination with the respective institute logo.

For example:

100% colour tone (forange for DIGITAL)

20% colour tone



Usage

The colour bar is always used on a **white background** in the **upper area, centered** in conjunction with the corresponding institute logo.

Colour definitions

JOANNEUM RESEARCH
»Green«



CMYK
100/0/70/0

sRGB
000/151/112

PANTONE
355 C

DIGITAL
»Orange«



CMYK
0/72/90/0

sRGB
236/096/036

PANTONE
Warm Red C

MATERIALS
»Grey«



CMYK
12/0/0/72

sRGB
096/102/105

PANTONE
432 C

ROBOTICS
»Magenta«



CMYK
20/100/0/0

sRGB
204/0/102

PANTONE
675 C

COREMED
»Purple«



CMYK
70/100/10/15

sRGB
100/32/110

PANTONE
2623 C

HEALTH
»Light Blue«



CMYK
90/18/0/0

sRGB
000/150/210

PANTONE
299 C

LIFE
»Dark Blue«



CMYK
96/60/0/0

sRGB
000/093/171

PANTONE
2728 C

POLICIES
»Yellow«



CMYK
12/36/100/0

sRGB
228/168/000

PANTONE
131 C

Here to help!

You can find all logos online in the
JOANNEUM RESEARCH **press kit**.

For questions about JOANNEUM RESEARCH
Corporate Design feel free to contact us:

JOANNEUM RESEARCH
Public Relations & Marketing

Head:

Gabriele Katz
+43 316 876-12 05
gabriele.katz@joanneum.at

Multimedia:

Thomas Kubista
+43 316 876-11 70

Philip Raiser, BA
+43 316 876-11 15

Elmar Veitlmeier
+43 316 876-11 16

multimedia@joanneum.at

