

AZO – CORPORATE DESIGN MANUAL

THIS CORPORATE DESIGN MANUAL

This corporate design manual has been developed to guide the design and representation of the AZO Anwendungszentrum GmbH Oberpfaffenhofen. Its aim is to define an inspiring framework within which all parties concerned are able to communicate the AZO around the world.

Version information (v1.0):
This corporate design manual does not include details on all possible applications. Future versions will be amended and updated as appropriate.

TABLE OF CONTENTS

1. LOGO	06
1.1 Logotype	07
1.2 Colour Variations	08
1.3 Protected Area	09
1.4 Proportions	10
1.5 Minimum Size	11
1.6 Improper Use	13
2. COLOUR	16
2.1 Main Colours	17
2.2 Improper Use	18
3. IMAGERY	19
3.1 Improper Use	20
3.2 Proper Use	21

4. TYPOGRAPHY	22
4.1 Futura PT Heavy	23
4.2 Futura PT Demi	24
4.3 Futura PT Book	25
4.4 Futura PT Light	26
4.5 Calibri	27
5. LAYOUT ELEMENTS	28
6. MASTERS LOGO USAGE	33
6.1 Logo Usage: Copernicus Masters	34
6.2 Logo Usage: Galileo Masters	35
7. STATIONARY	36
8. CONTACT	52

1. LOGO

Please use original files when reproducing the AZO logo.
These can be obtained from:

www.azo-space.com or
marketing@azo-space.com



1.1 AZO Logotype

The logo must be used to identify the AZO on all communications, including external, internal, and third-party communications (when requested).

The integrity of the logo must be respected at all times.
Never recreate or modify it in any way.

Obligatory logo for use in portrait and landscape format.
Use this logo for solely AZO brand.



Positioned in the upper right corner

Alternative logo for use in landscape format AND in combination with a project/ competition only.



Positioned in the lower right corner

1.2 Colour Variations

In order to enable the AZO brand to have the greatest possible impact, refer to the following versions to cover all applications properly.
Please ensure to use the correct version.
Always maintain the colour scheme to guarantee consistent representation of the logo.

- 1: Four-colour (100% cyan/ white)
The coloured AZO logo is used in its specific colour scheme only and on all products, media and applications possilbe.
- 2: Four-colour inverted (100% cyan/ white)
The coloured AZO logo is used in its inverted colour scheme only if the background is in 100% cyan on websites only!
- 3: One-colour (black/ white)
In one-colour applications where colour printing is not available, the one-colour version is used. (Telefax e.g.)
- 4: One-colour (white/ black)
For applications where the background is a dark colour or solid black, the logo should appear in its inverted version to ensure legibility.

1. Coloured logo



2. Coloured logo inverted



3. B/w logo for fax use



4. W/ b logo on dark background

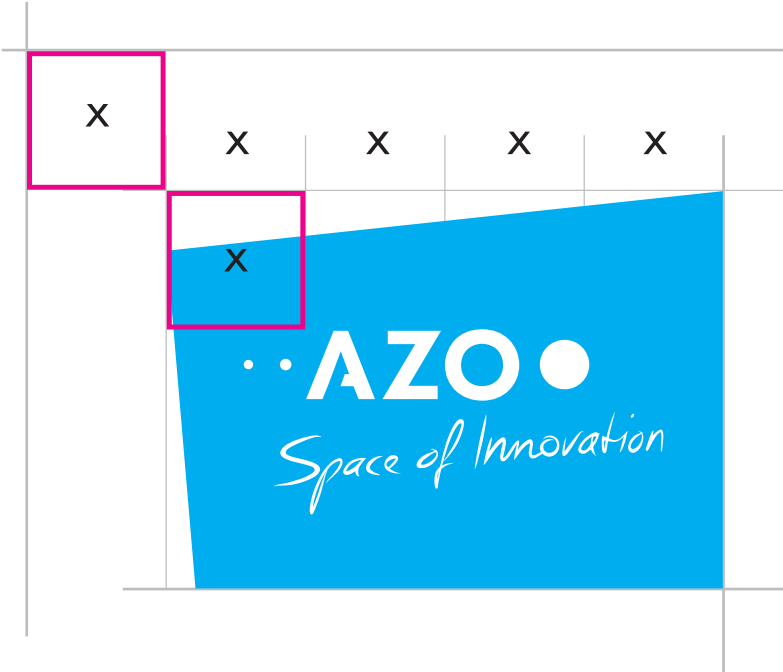
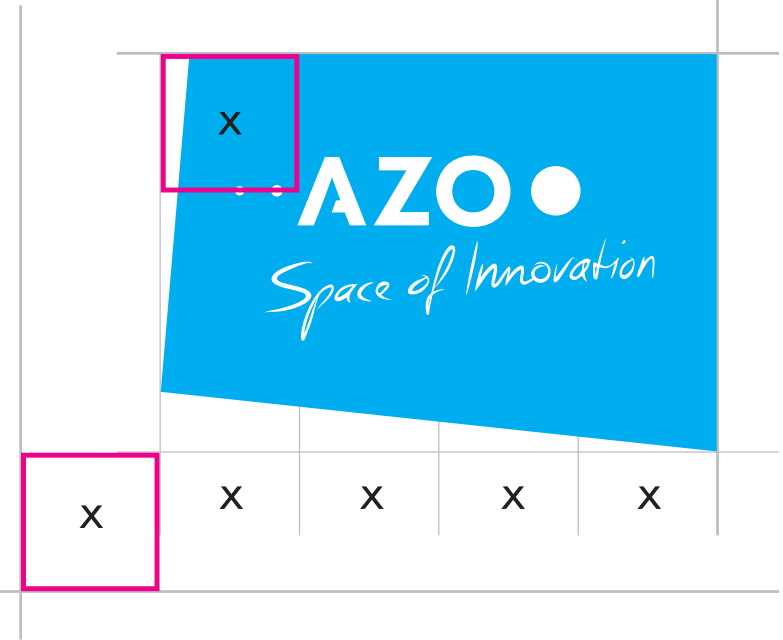


1.3 Protected Area

The logo is to sit in the upper or lower right corner of the product, when branded for AZO solely.

The two sides of the logo which are not defined by the margin (right angle sides of the logo positioned in the upper/ lower right corner of the page) are to be protected by a minimum white space.
The protection zone surrounding the logo delineates the minimum distance from text or graphic elements. For the logo to achieve maximum effect, there must be no intrusions within the protection zone.

The dimensions of the protected area are based on 1 /4 of the whole logo size.
Please refer the example below.



1.4 Logo bars

Logo bars as used on partnering projects.
Always use the standard logo in an appropriate size.
AZO logos are made available through the AZO marketing team.

Please refer to:
marketing@azo-space.com

Prize partners



ASTROSAT



AIRBUS



The AZO logo for logo bars is slightly adjusted in the size of the plane and a stronger outline of the slogan “Space of Innovation” for better legibility.
Whenever used in a logo bar, please use the respective logo in 15 mm.

15 mm



1.5 MINIMUM SIZE

The AZO logo is freely scalable and can be adapted to different formats.
The minimum size, however, refers to the smallest allowed size in which the logo may be reproduced to ensure its legibility and visual clarity.

The logo must never be reproduced at less than the minimum width.
If a smaller logo needs to be used, please revert to the plain version.

10 mm



Minimum size
without claim

Use this version
only if you can not
use the original one
with the claim.

20 mm



Minimum size
with claim

40 mm



A4/ Letter use

1.5 MINIMUM SIZE FOR AZO LOGO IN COMBINATION WITH PROJECTS

The AZO logo is as well freely scalable and can be adapted to different formats.

The minimum size refers to the smallest allowed size in which the logo may be reproduced to ensure its legibility and visual clarity.

The logo must never be reproduced at less than the minimum width.

If a smaller logo needs to be used, please revert to the plain version.



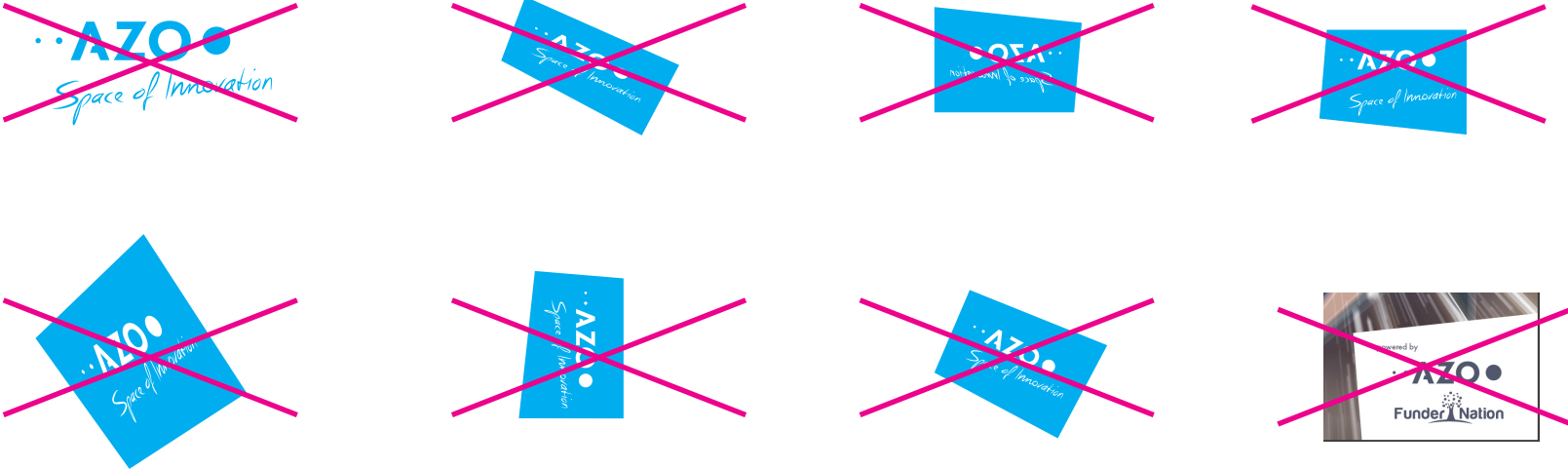
1.6 IMPROPER USE OF THE AZO LOGO

To successfully consolidate the AZO corporate identity, it is essential that the logo is presented accurately.

Under no circumstance should any component of the logo be redrawn, modified or altered in any way.

- Do not change the logo proportions
- Do not change the logo colors
- Do not mirror the logo
- Do not rotate the logo
- Do not use the logo without the plane

Examples of improper use:



1. LOGO IN THE FIELD

The logo plane must be used as shown below.
No changes of the corporate shape are allowed, nor any kind of distortion, mirroring, splitting or change of colour.

It can be scaled freely to fit on all communications.
Minimum size of the logo plane is 50 mm.

1.1 Combination Sample

Refer to the sample below when using the AZO logo on printed communication.

The project logo always sits left-aligned on the white corporate shape, as shown below. The AZO logo sits in the right upper corner and “recites” the corporate shape opposed.



2. COLOURS

The corporate colours are dominant throughout all communications.

The main colours shaping the logo is the plane in 100% Cyan blue and the white AZO type, the slogan “Space of Innovation” and the circles depicting planets.

The copy is set in 85% black.



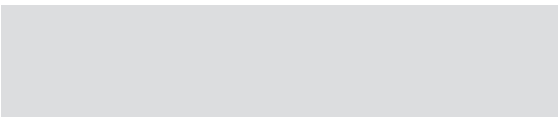


Colours may be printed using the four-colour model (CMYK).
For use on the web, please revert to the RGB/ HEX colour mode.



2.1 Main Colours

These are the main colours used to support recognition of the AZO brand.

Additionally, all shades between 10% -100% opacity of the allowed colours can be used.

		CMYK	RGB	HEX Code	Pantone
	Cyan Blue	100 / 0 / 0 / 0	0 / 158 / 224	009EE0	
	Grey	0 / 0 / 0 / 85	75 / 77 / 77	4B4B4D	
	Light Grey	0 / 0 / 0 / 15	227 / 228 / 228	E2E3E4	
	Silver	45 / 34 / 34 / 0	138 / 141 / 143	8A8D8F	877 C
	Gold	0 / 17 / 55 / 50	132 / 117 / 78	84754E	871 C

2.2 Proper and improper use of the AZO colours

The company’s corporate colour system reflects the dynamic, vibrant heart of AZO.

The colour of the background component must be chosen in order to achieve the greatest possible contrast in relation to the colour of the logo.

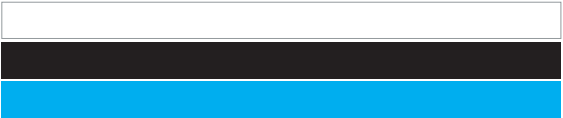
The logo can thus be placed on any hue in the known colour spectrum.

The only exception is the four-colour logo, which may not be placed in cyan surroundings.
This is the only exception to use the logo as inverted version in white/cyan.

Background colour for four-colour and one-colour logo



Background colour for one-colour logo only



Four-colour logo for dark and light background



One-colour logo Black / inverted



Web only



3. IMAGERY

Its primary style of imagery is a powerful element of the AZO corporate design.

It allows to establish a connection with the respective topic or event (e.g. competition results, Awards Ceremony).

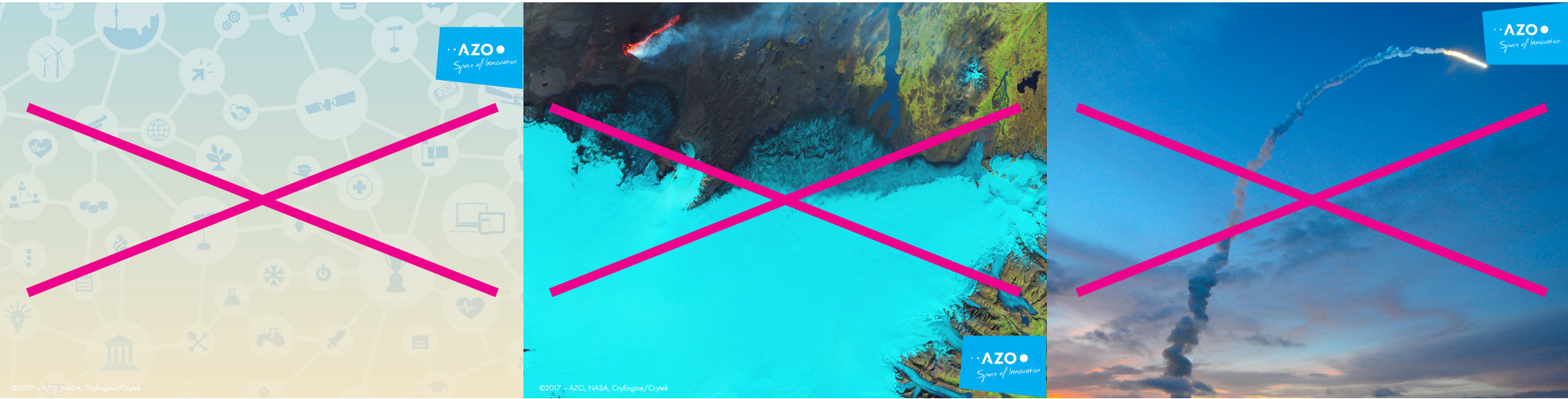
The AZO network illustration is a distinctive part of the AZO imagery.



3.1 Improper use of AZO imagery

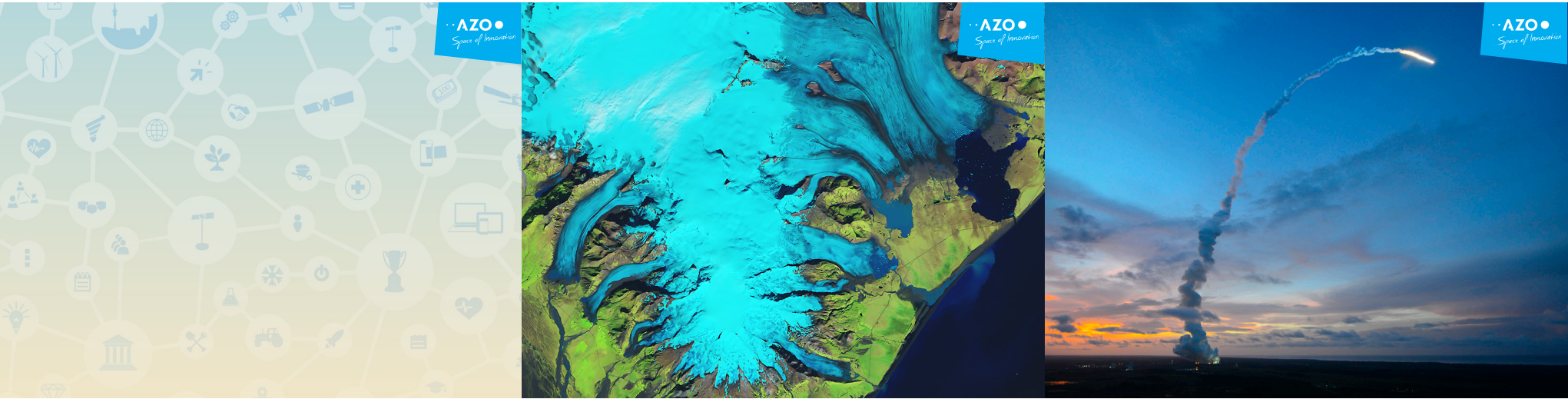
Always ensure that the AZO logo on imagery is used in its defined standards.
(upper right corner)

Additionally, make sure that contrast changes in background images do not under-
mine the AZO logo.
Choose an unexcited image detail to ensure a clear logo legibility.



3.2 Proper use of AZO imagery

Always ensure that the background behind the AZO logo is of distinct contrast in
order for the logo to significantly stand out.



4. TYPOGRAPHY

The FUTURA PT is the company typeface and is used in all professionally typeset and printed documents.

The CALIBRI system font is used for Office applications and correspondence, as well as on the web.

The allowed tpestyles for both are shown on the following pages.

4.1 Futura PT Heavy

Futura PT Heavy is to be used for headlines.

Futura PT Heavy is a semi-modular typeface with a subtle, rounded finish. All the characters are based on the same formal principle.

With its corresponding optical adjustments, Futura PT Heavy is also flexible enough to adapt its systematics to an alphabet for texts. Although this type family has a geometric or technological construction, the rounded finish lends it a warm appearance.

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()*=?@€**

**LOREM IPSUM DOLOR SIT AMET.
LOREM IPSUM DOLOR SIT AMET.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.**

**Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.**

› **Bullet point**

4.2 Futura PT Demi

Futura PT is to be used for copy.

Futura PT is a humanist sans-serif typeface, meaning that the forms are primarily based on classic Romans – much like conventional or classic serif fonts, but without the serifs.
Futura PT also has subtle geometric shaping and monotone colour, balanced by varying letter widths and open counter shapes.

As a readable and friendly face, Futura PT works well for both text and display typography.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=?@€

LOREM IPSUM DOLOR SIT AMET CONSETE.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.

Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.

- › Bullet point

4.3 Futura PT Book

Futura PT is to be used for copy.

Futura PT is a humanist sans-serif typeface, meaning that the forms are primarily based on classic Romans – much like conventional or classic serif fonts, but without the serifs.
Futura PT also has subtle geometric shaping and monotone colour, balanced by varying letter widths and open counter shapes.

As a readable and friendly face, Futura PT works well for both text and display typography.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"#\$%&/'()=?@€

LOREM IPSUM DOLOR SIT AMET CONSETE.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.

Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.

- › Bullet point

4.4 Futura PT Light

Futura PT is to be used for copy.

Futura PT is a humanist sans-serif typeface, meaning that the forms are primarily based on classic Romans – much like conventional or classic serif fonts, but without the serifs.
Futura PT also has subtle geometric shaping and monotone colour, balanced by varying letter widths and open counter shapes.

As a readable and friendly face, Futura PT works well for both text and display typography.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§\$%&/()=?@€

LOREM IPSUM DOLOR SIT AMET CONSETE.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.

Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.

› Bullet point

4.5 Calibri

This typeface is be used to ensure 100% visibility and accessibility in Online, HTML and MS Office environments.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!"§\$%&/()=?@€

LOREM IPSUM DOLOR SIT AMET CONSE.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.
LOREM IPSUM DOLOR SIT AMET CONSETETUR.

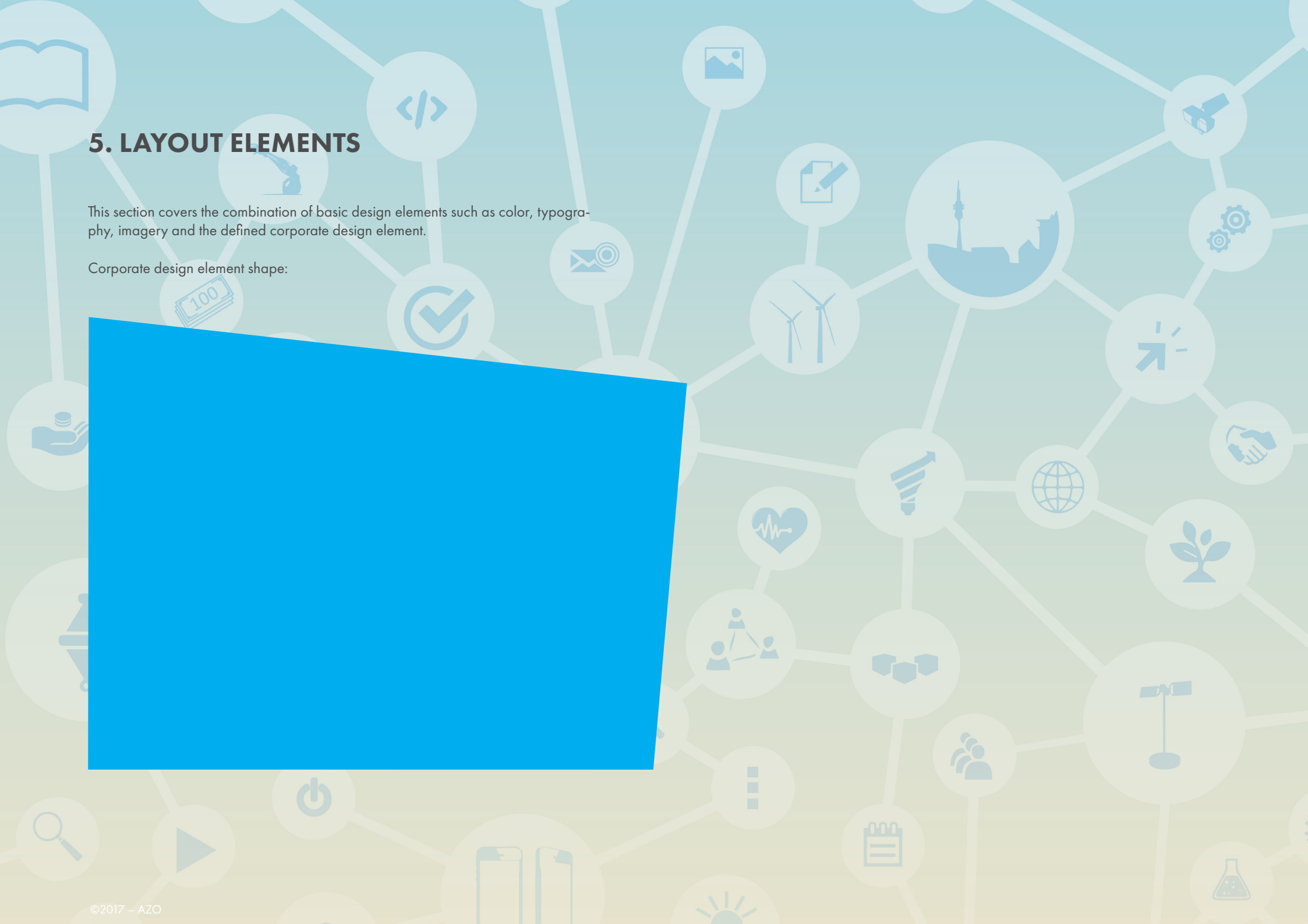

Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.
Lorem ipsum dolor sit amet consetetur.

> Bullet point

5. LAYOUT ELEMENTS

This section covers the combination of basic design elements such as color, typography, imagery and the defined corporate design element.

Corporate design element shape:




©2017 – AZO

5. LAYOUT ELEMENTS

This section covers the combination of basic design elements such as color, typography, imagery and the defined corporate design element.

Corporate design element shape:

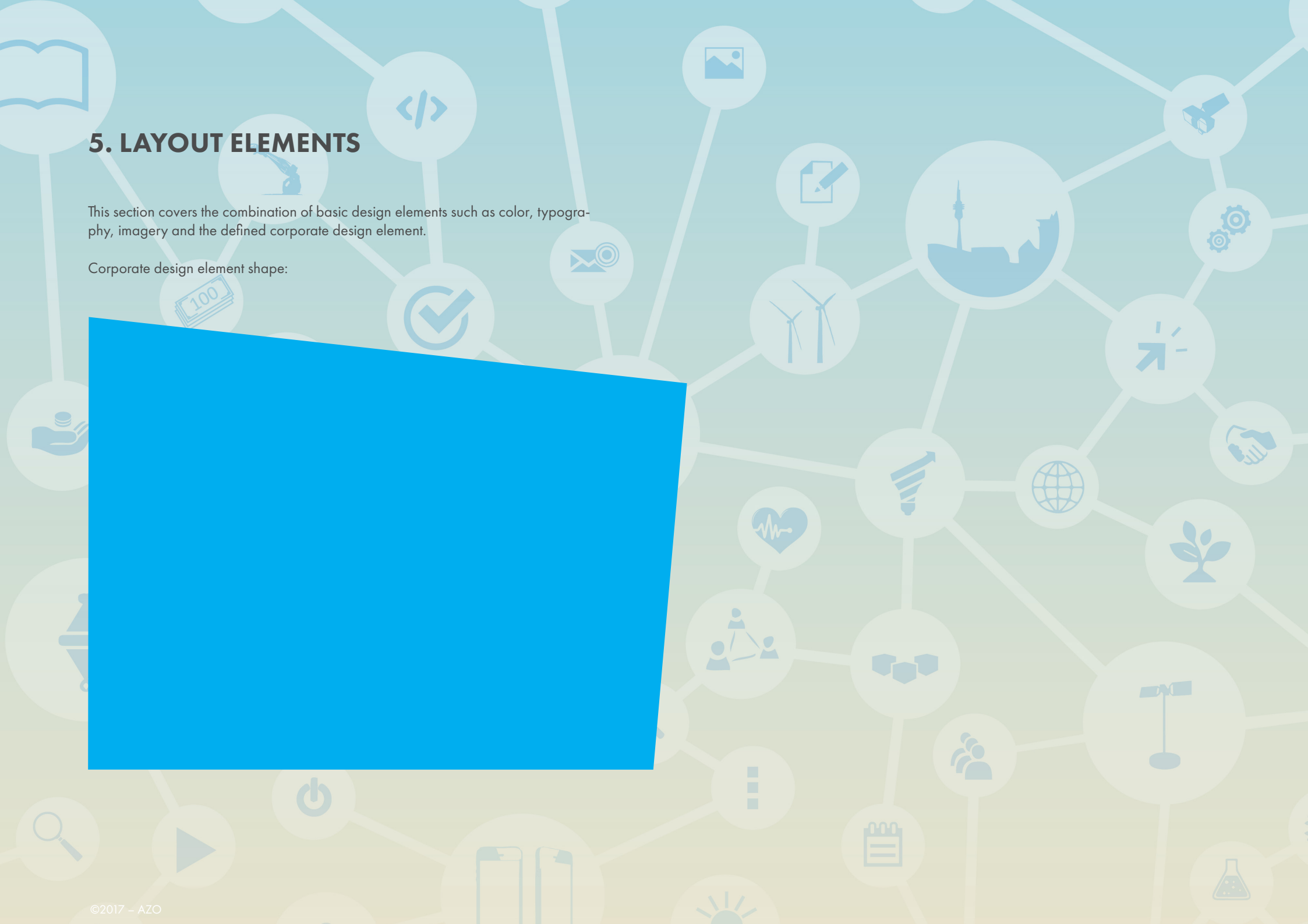



The background of the slide features a network of light blue circles connected by lines, each containing a different icon representing various fields like technology, nature, and business.

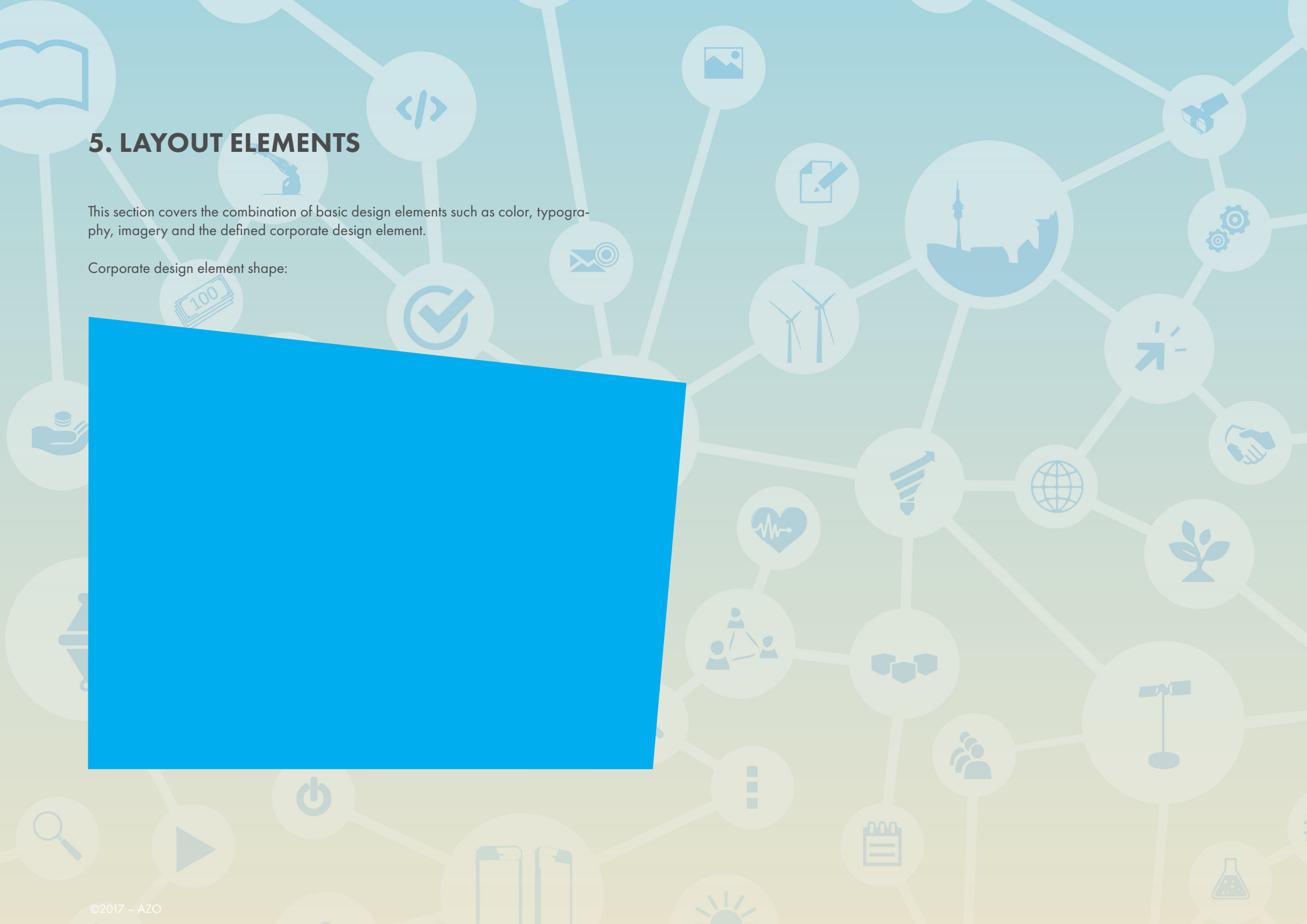
5. LAYOUT ELEMENTS

This section covers the combination of basic design elements such as color, typography, imagery and the defined corporate design element.

Corporate design element shape:



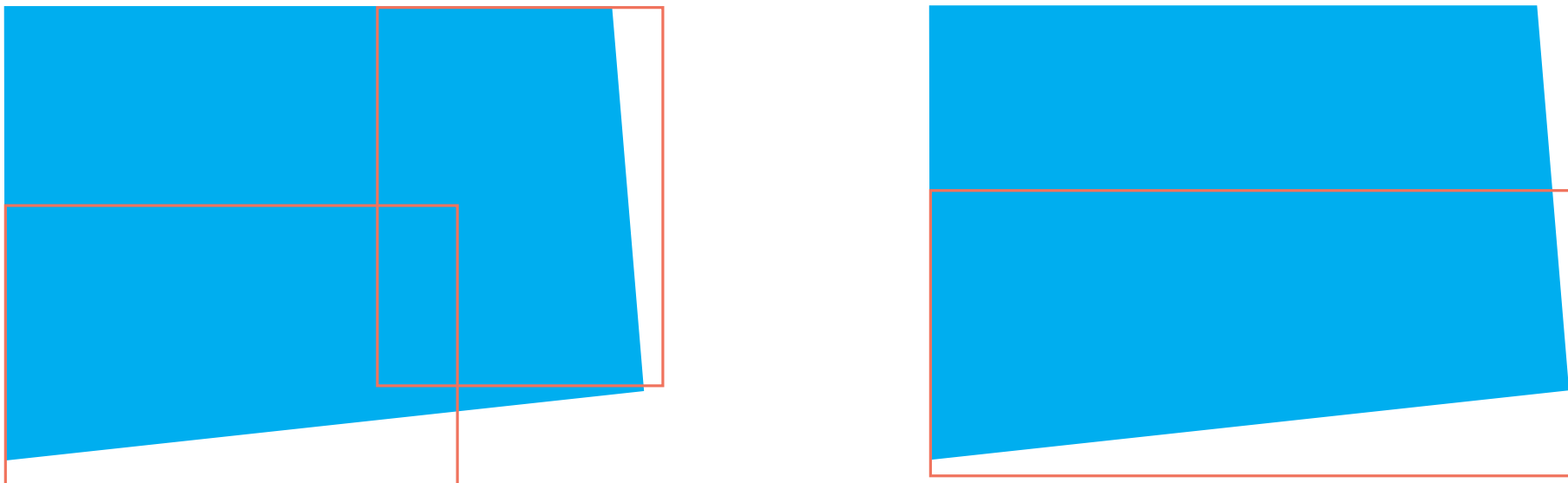
©2017 – AZO



5.1 Layout element, evolution

The AZO communication design is composed of different shapes that are literally cut out of the basis element.

Its typical section is unique and outstanding throughout all communication material and shapes the distinctive AZO CD.

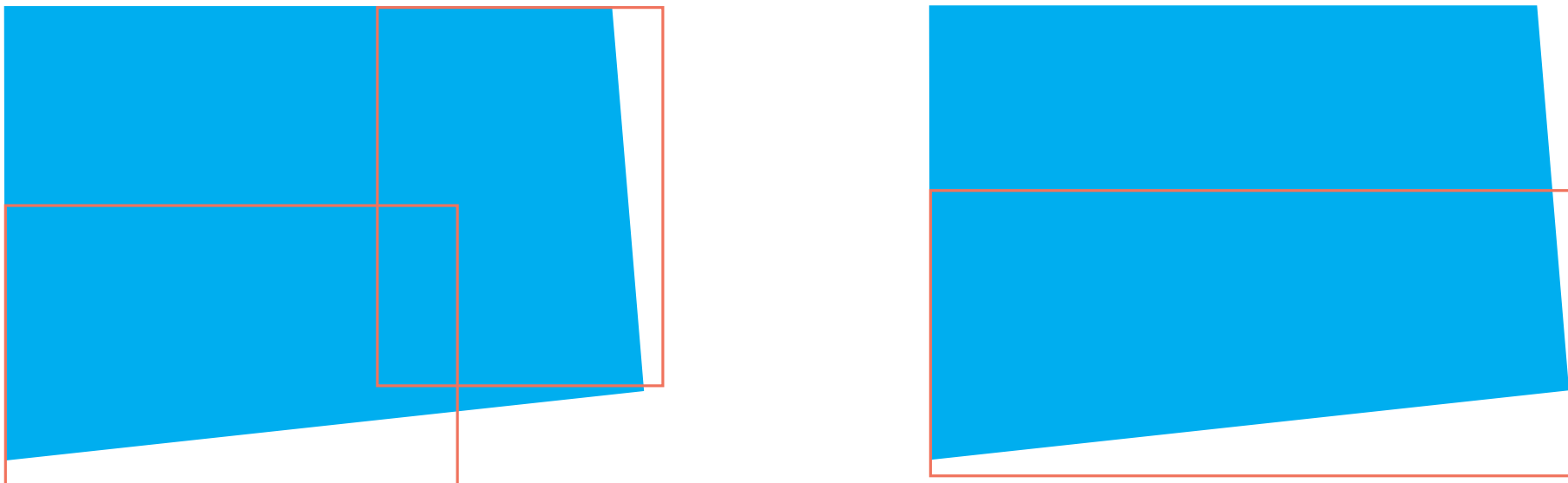


The image contains two diagrams illustrating the evolution of the AZO layout element. Both diagrams feature a blue rectangular shape with a white diagonal cutout, overlaid with a red rectangular frame. The left diagram shows the initial state, while the right diagram shows the final state after the cutout has been removed, leaving a white rectangular area within the blue shape.

5.1 Layout element, evolution

The AZO communication design is composed of different shapes that are literally cut out of the basis element.

Its typical section is unique and outstanding throughout all communication material and shapes the distinctive AZO CD.

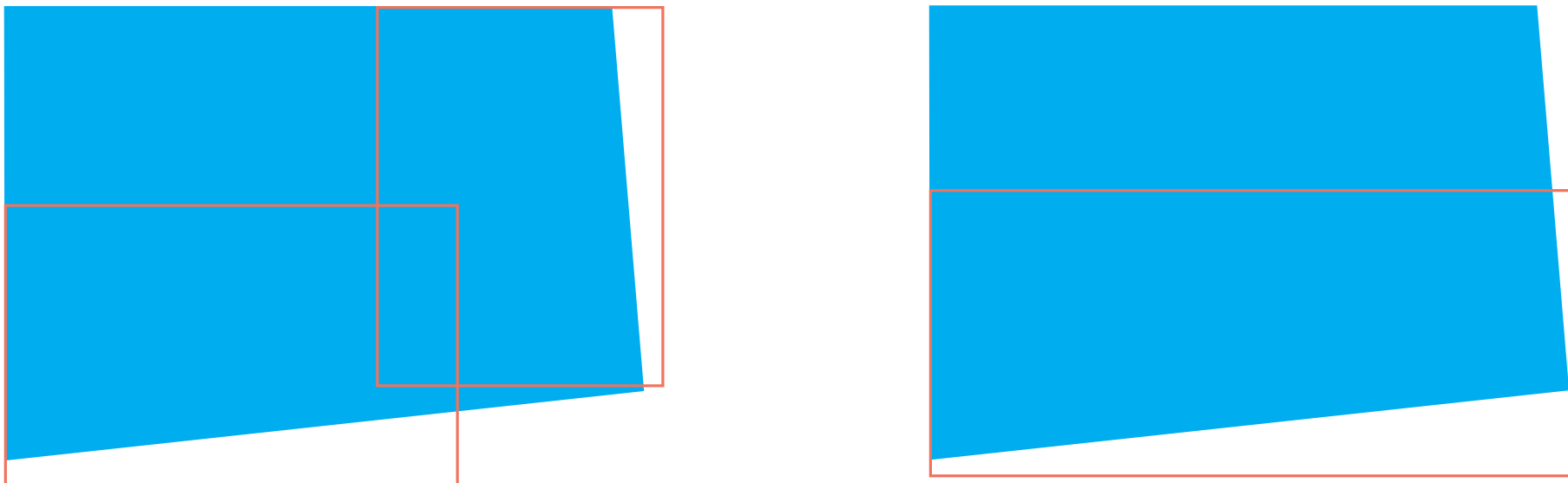


The image contains two diagrams illustrating the evolution of the AZO layout element. Both diagrams feature a blue rectangular shape with a white diagonal cutout, overlaid with a red rectangular frame. The left diagram shows the initial state, while the right diagram shows the final state after the cutout has been removed, leaving a white rectangular area within the blue shape.

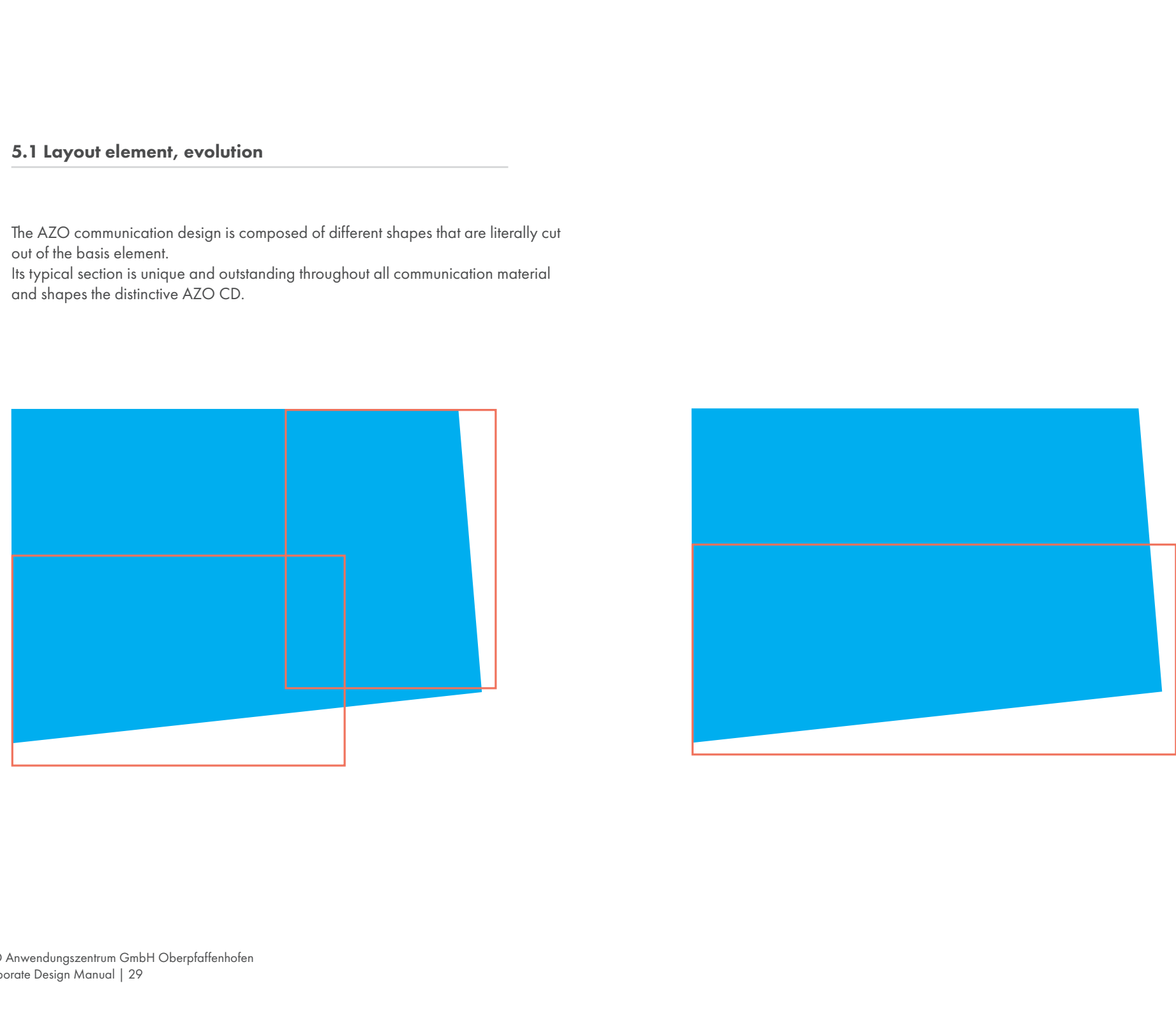
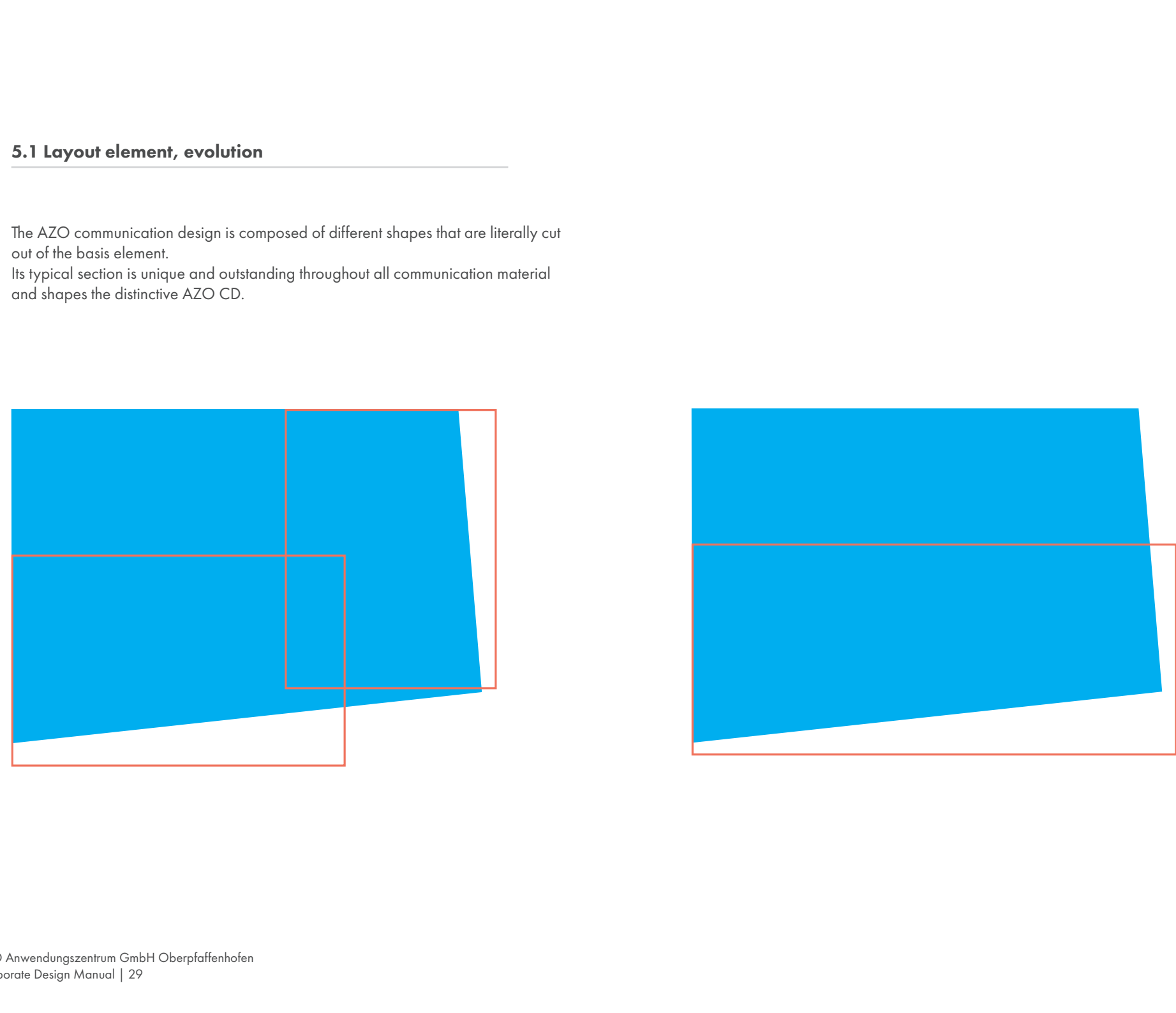
5.1 Layout element, evolution

The AZO communication design is composed of different shapes that are literally cut out of the basis element.

Its typical section is unique and outstanding throughout all communication material and shapes the distinctive AZO CD.

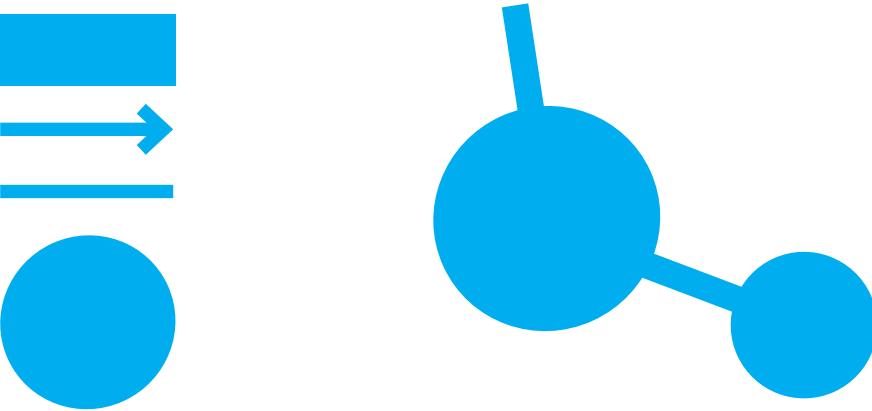


The image contains two diagrams illustrating the evolution of the AZO layout element. Both diagrams feature a blue rectangular shape with a white diagonal cutout, overlaid with a red rectangular frame. The left diagram shows the initial state, while the right diagram shows the final state after the cutout has been removed, leaving a white rectangular area within the blue shape.



5.2 Further layout elements

Shown on this page are some other layout elements used in communication material to enhance AZO’s brand awareness.



Below is a sample for the usage of the design elements:



5.3 Layout: Landscape Format

The AZO layout in combinaton with projects/ competitions easily adjusts to this for-
mat based on set proportions.



5.4 Layout: Portrait Format

The AZO layout can adjust to this format based on set proportions.



Participants Rollup



AZO Rollup

6. MASTERS LOGO USAGE

Please use original files when reproducing the Copernicus Masters logo and the Galileo Masters logo.

PLAIN



PLAIN



6.1 Logo Usage: Copernicus Masters

Proper use of the Copernicus Masters logo



Improper use of the Copernicus Masters logo



Copernicus Masters logo, protected area



6.2 Logo Usage: Galileo Masters

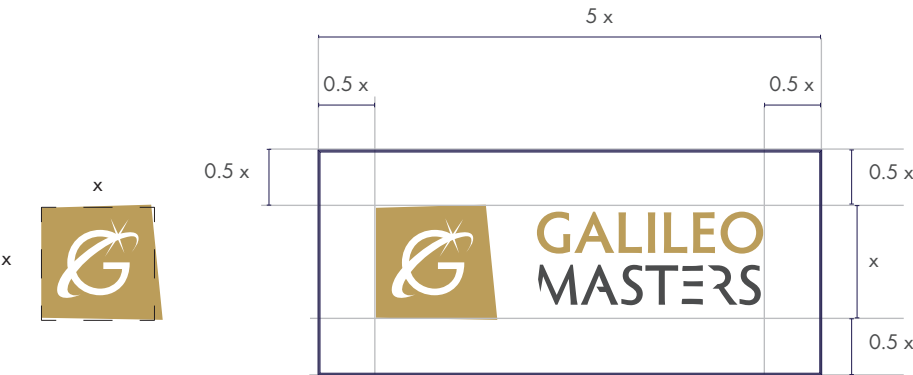
Proper use of the Galileo Masters logo



Improper use of the Galileo Masters logo



Galileo Masters logo, protected area



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Letter Head



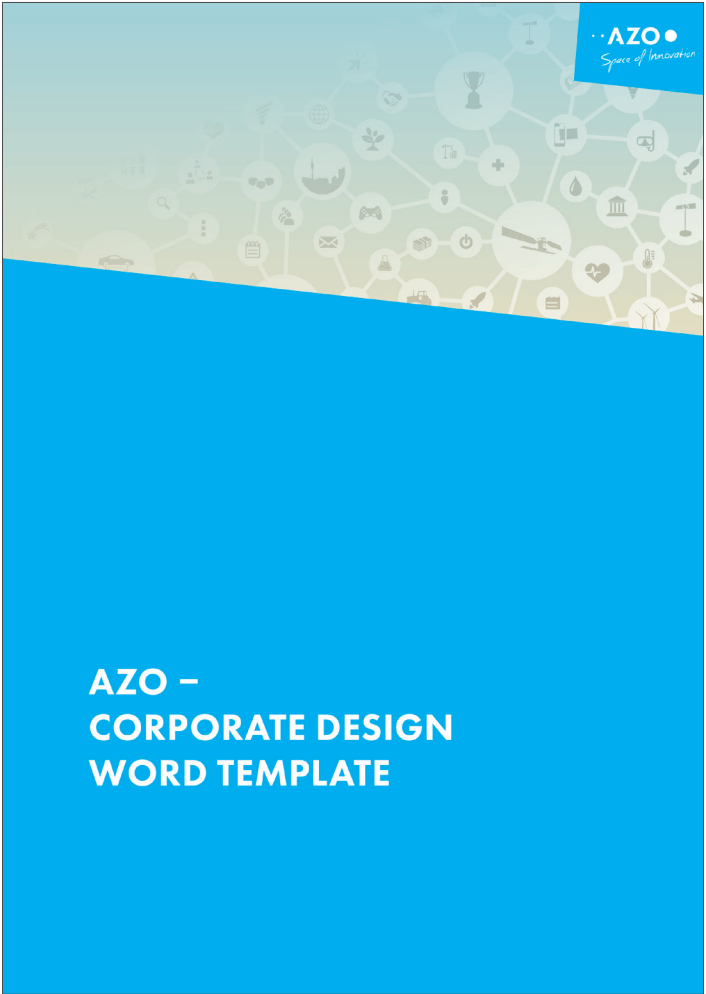
Business Card



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Word Document



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Email Signature

Best regards

Regine Heue
Head of Marketing & Communications

AZO Anwendungszentrum GmbH Oberpfaffenhofen
Friedrichshafener Straße 1
82205 Gilching, Germany
Phone +49 (0)8105 77277-33

space-of-innovation.com



Follow us on:
Facebook | Twitter | LinkedIn | YouTube

Sitz Gilching
Amtsgericht München
HRB 150549
Geschäftsführer: Thorsten Rudolph
Vorsitzender des Aufsichtsrates: Klaus Hamacher

Best regards

Lara König
Senior Project Management

AZO Anwendungszentrum GmbH Oberpfaffenhofen
Friedrichshafener Straße 1
82205 Gilching, Germany
Phone +49 (0)8105 77277-23

space-of-innovation.com | app-camp.eu | app-lab.eu



Follow us on:
Facebook | Twitter | LinkedIn | YouTube

Sitz Gilching
Amtsgericht München
HRB 150549
Geschäftsführer: Thorsten Rudolph
Vorsitzender des Aufsichtsrates: Klaus Hamacher

7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Powerpoint Template



Powerpoint **Stage** Template



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Labels



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Certificate




7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Poster





Space of Innovation



EUROPEAN
SATELLITE NAVIGATION
COMPETITION 2018

www.esnc.eu

The Leading Innovation Network for Galileo

SIGN UP

1 MAY – 31 JULY 2018




Take your Business to the next Level

 Win Prizes worth EUR 1 Mio


 Get additional E-GNSS Accelerator Business Support worth EUR 62,000

 Access the International Network with >140 Partners


Choose out of countless Satellite Navigation Application Fields such as

 Maritime

 Smart City

 Tourism & Travel

 Energy

 UAV

 Smart Moving

 Agriculture

...or many more!


In cooperation with



E-GNSS Accelerator Partner




special prize partners















7. STATIONERY


Find some detailed information about the AZO stationery design in the following section.

Factsheet





Space of Innovation



SPACE
EXPLORATION
MASTERS

www.space-exploration-masters.com

The new competition dedicated to Space Exploration for innovative Business Ideas and Technology Transfer Success benefiting Earth.

Fact Sheet

AZO, on behalf of the European Space Agency (ESA) and in line with the goals of the ESA Space Exploration Strategy, has launched the Space Exploration Masters. It is a cooperation with strong world-class partners. The Space Exploration Masters is an international competition to identify best technology transfer business successes, as well as to empower and foster business innovation around space exploration activities in Low Earth Orbit (LEO), on the Moon, Mars, or beyond – for the benefit of society and Earth.

Aims & Benefits

For submitting entities

- Showing your own strong technology transfer competency to ESA
- Making the general public aware of generated value for society and Earth
- All submitted cases from a company technology portfolio approved by the expert jury will be promoted towards target industries
- All activities are connected with latest breakthroughs in the space exploration domain

Prizes


- EUR 10,000 value cash prize for the idea holder of the best technology transfer
- Winner* will be on stage with ESA
- Certificate of recognition: Technology Transfer Master Award
- Dedicated press release on ESA's website: youbenefit.spaceflight.esa.int
- Business case* promotion to an international audience & markets


* Idea holder and submitting entity


Who is addressed


- Idea holder and
- Technology transfer representatives and
- Technology broker
- of a product or service based on ESA funded or supported technology
- a technology funded or supported by ESA and used for a product or service
- successfully managed a technology transfer from space exploration to non-space


Prize partners





















Space of Innovation



SPACE
EXPLORATION
MASTERS

Procedure

- Registration at login.space-exploration-masters.com
- Suggestion on a single or several business cases which are worth being awarded and promoted within the Technology Transfer Success category
- More details at www.space-exploration-masters.com

Evaluation Process

- All submitted cases will be approved and evaluated
- Out of the best technology transfer success cases an expert jury will select the ESA Space Solutions Prize winner

Key task of Technology Transfer Success Category

The key task of this competition is to identify so far unknown non-space applications out of the ESA technology portfolio for space exploration and award the best business case from a space technology transfer with the ESA Space Solutions Prize. Key indicators for a successful technology transfer case are its positive economic, environmental, and societal impact and therefore match one or more of the UN Sustainable Development Goals.

Timeline

JUNE

JULY

AUG

SEP

OCT

NOV

DEC

SUBMISSION PHASE (20 June – 8 September 2017)

Supporting promotion measures, e.g. website, mailing, press release, flyers

Compile expert panel (AZO is happy to support, should external experts be invited)

EVALUATION PHASE

AWARDS CEREMONY (16 November 2017)

Contact us:


AZO – Space of Innovation


Nico Marzian, Project Manager


nico.marzian@azo-space.com


+49 (0)8105 772732


Prize partners














AZO Anwendungszentrum GmbH Oberpfaffenhofen
Corporate Design Manual | 43

7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Flyer 2 pages



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Flyer 4 pages



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

DIN A1 Print



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Screensaver



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Nameplate



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Laptop foils



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

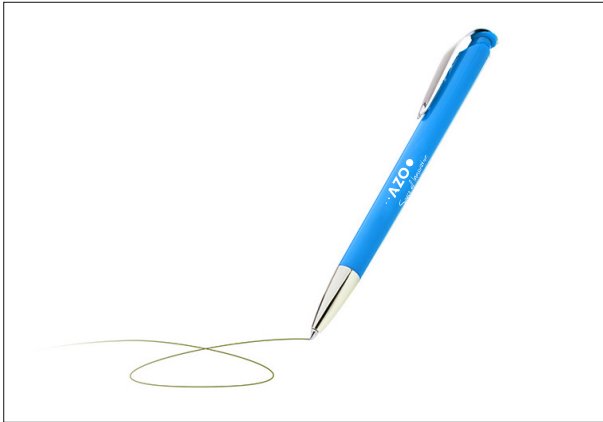
Smartphone case



7. STATIONERY

Find some detailed information about the AZO stationery design in the following section.

Advertising materials



Pen



Post Its



Lanyard

CONTACT

AZO Anwendungszentrum GmbH Oberpfaffenhofen
Friedrichshafener Str. 1
82205 Gilching, Germany

Phone: +49 (0) 8105 / 77277-10
Fax: +49 (0) 8105 / 77277-55

Email: marketing@azo-space.com
Web: www.space-of-innovation.com

© 2019 Anwendungszentrum GmbH Oberpfaffenhofen.
All rights reserved.