

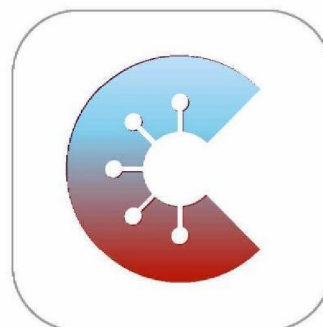
README: APP ICON AND WORD AND DESIGN MARK

1. APP ICON

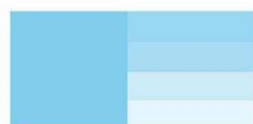
The signet of the app icon is derived from the 'C' in the Corona-Warn-App. The stylised form of a virus is incorporated into the hallmark of the 'C' in order to communicate the subject in a visually effective way.

Note:

The app icon is to be prioritised in use to the word and design mark.



COLOURS



LIGHT BLUE

RGB 128 | 205 | 236
CMYK 50 | 0 | 0 | 0



RED

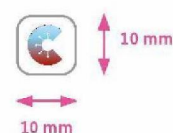
RGB 188 | 18 | 0
CMYK 0 | 90 | 100 | 26

GRADATION



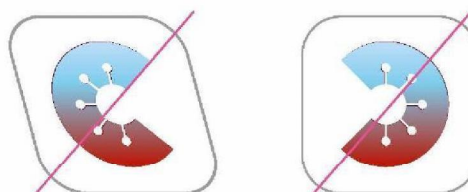
MINIMUM SIZE

In order to ensure optimum image quality, the size must not fall below the specified minimum size.



WRONG APPLICATIONS

Tilting, mirroring and other transformations of the app are prohibited.



2. WORD AND DESIGN MARK

The word and design mark of the Corona-Warn-App is available in the versions A and B and can be used according to the corresponding formats and requirements.

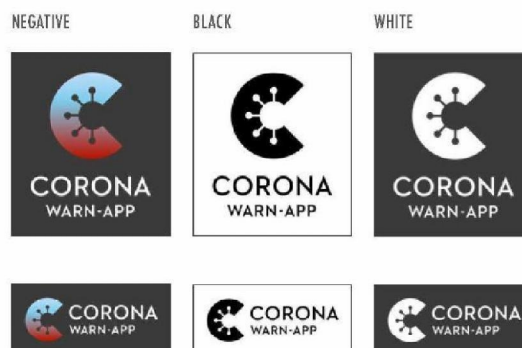
The word and design mark consists of the signet of the app icon as well as the word mark 'Corona-Warn-App'.



NEGATIVE - BLACK - WHITE

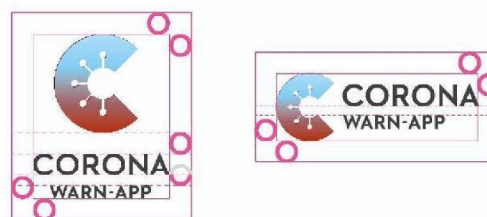
The logo is also available in positive and negative.

The black-and-white versions are intended for special printing processes or other applications, depending on their use.



PROTECTED SPACE - DISTANCES

The protected space and distances must be observed. They are defined on all sides by the 'O' of the word mark. No texts, pictures, logos or other design elements may be placed within the protected space.



SIZES

By default, the word and design mark and its variants are designed in a fixed image size of 100%. They may be resized freely.

The size of the word and design mark or word mark must not fall below the specified minimum sizes.

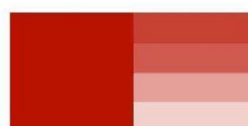


COLOURS



LIGHT BLUE

RGB 128 | 205 | 236
CMYK 50 | 0 | 0 | 0



RED

RGB 188 | 18 | 0
CMYK 0 | 90 | 100 | 26

GRADATION

LIGHT BLUE

RGB 128 | 205 | 236
CMYK 50 | 0 | 0 | 0

RED

RGB 188 | 18 | 0
CMYK 0 | 90 | 100 | 26

WRONG APPLICATIONS

Placing the word and design mark on coloured backgrounds as well as on pictures and patterns is prohibited.

Tilting, mirroring and other transformations of the app are also prohibited.

COLOURED BACKGROUNDS



PICTURES



PATTERNS



TILTING



MIRRORING



TECHNICAL INFORMATION

AI and EPS

For use in desktop publishing with professional DTP or graphics programs (Adobe InDesign, Adobe Illustrator, QuarkXPress, etc.) and output devices based on PostScript or PDF. May be resized freely and is integrated directly into the pages.

TIFF

Alternative format for print applications. TIFF also allows the embedding of ICC profiles. May only be resized within half the resolution specifications.

SVG

Preferred format for online applications. May be resized freely and is integrated directly into the pages.

PNG

For use in Office programs (Microsoft Word, PowerPoint, etc.). Resizing may only take place within the resolution specifications.

JPG

For use in Office programs (Microsoft Word, PowerPoint, etc.). Resizing may only take place within the resolution specifications.

FILE NAMES



BPA_Corona-Warn-App_Icon_RGB_RZ01.png



BPA_Corona-Warn-App_Wortbildmarke_A_CMYK_RZ01.eps



BPA_Corona-Warn-App_Wortbildmarke_B_CMYK_RZ01.eps