

DVV International

Corporate Design Manual and Documentation

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Introduction

DVV International – the brand



As the leading professional organisation in the field of adult education and development cooperation, DVV International promotes the development of sustainable education systems in more than 35 international locations. As part of Deutscher Volkshochschul-Verband e.V. (DVV), the German Adult Education Association, the Institute derives its identity from the approximately 930 education centres (Volkshochschulen–VHS) in Germany.

Up to now, local and regional adult education centres in Germany sometimes had very different brand images. Along with the VHS, their state associations and the DVV, DVV International initiated the first joint brand strategy of the largest German further education brand. The new logo shows the common

German abbreviation “vhs”, which literally translated stands for “folk high school”, with emotional colours related to a meeting place for education, vibrancy and diversity.

The logo symbolically reflects the basic beliefs of Adult Education centres, that thought is given to the encounter between people of every background, education, gender and age, and to the many offers and venues for further education. The new logo of the adult education centres was adopted by DVV International and supplemented by the successful worldwide launch of the name “DVV International”. For the first time, DVV International has a claim:

Education for Everyone. Worldwide. Lifelong.

DVV International is launching its new corporate design – based on the overall image of the VHS and the DVV – in order to strengthen the link to the common brand.

Only the colours of the brand are different, specifically: While in the corporate design of the adult education centres and the DVV the primary colours red, yellow and blue of the logo dominate, the design and the layouts of DVV International are in the colours yellow, light blue and grey. The contact points of the logo are represented by circular shapes that complement each other and overlap. The new corporate design will be implemented in all countries to communicate, in particular, the partnership network idea of DVV International.

The logo

The logo Versions



The DVV International logo is used in three different versions. There is a positive, a negative and a grayscale version. The individual logos are available as data files and may not be altered.



The logo Utilisation

Word mark

Figurative mark



100 % = 100 mm

The logo of the DVV International is composed of three parts: the word mark “vhs” and the figurative mark with the circular shapes or circles, plus the name DVV International.

The size of the logo used depends on its location and purpose and can be scaled accordingly. The original size of the logo corresponds to a width of 100 mm at 100%.

The logo is always used as a whole in the combination of word mark, figurative mark and name. A separation or a single use of only the word mark or the figurative mark is not foreseen.

75 %



50 %



25 %



A separation or a single use of only the word mark or the figurative mark is not foreseen.

The logo

Design and construction of the protection zone



The logo Vertical position



The vertical position of our name DVV International is the standard, normal use.

Typography and Colour coding:

The font used for our name DVV International is Arial. The colour of the font matches the colour “vhs blue” in 100%. In the negative display on dark backgrounds, the colour to be used is white.



The logo

Localisation of the Claim



Education for Everyone. Worldwide.
Lifelong.

The claim starts in the first line underneath the protection zone of the logo. The first letter of the claim is left-justified with the first letter of DVV International. The font used is Arial, regular.

The claim is always arranged in two lines. The second line starts with the word Lifelong. The claim does not use quotation marks. There is a full stop after each statement. The word Everyone starts with a capital letter.

The logo

Localisation Cobranding



If the DVV International is to be displayed with another partner as a joint logo, the logo of the partner starts in the first line underneath the protection zone of the logo. The first letter or edge of the partner logo is left-justified with the first letter of DVV International. Please only use the standard logo (vertical version) for Cobranding.

The logo

Horizontal position



As an exception, the horizontal position of the name DVV International is possible. Please use the horizontal version only if it is impossible to implement the standard vertical version of the logo (e.g. on pens or other advertising materials).

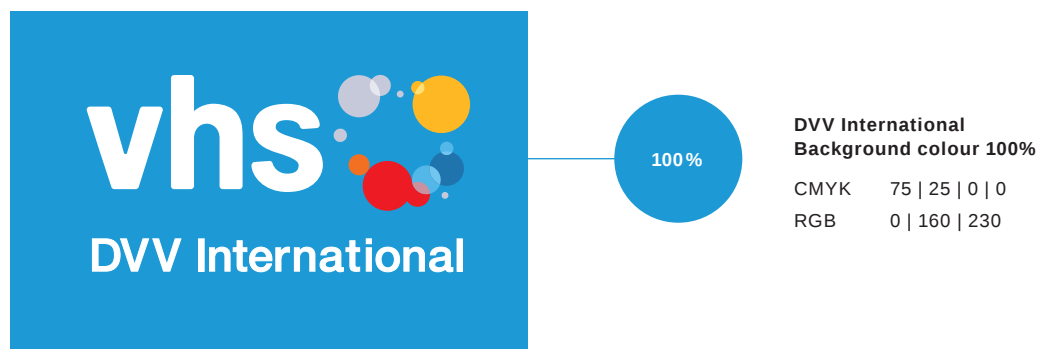
Typography and Colour coding:

The font used for our name DVV International is Arial. The colour of the font matches the colour “vhs blue” in 100%. In the negative display on dark backgrounds, the colour to be used is white.



The logo

Localisation Colour



In the negative version, the lettering is white and the primary background colour is DVV International Background 100%.

The logo

Notes on file formats

for the logo

Model or structure of file format

vhs-dvv_int_logo_colour_version_position_supplement.fileformat

Name	Colour	Version	Position	File format
	4C = Four-Colour printing GR = Grayscale RGB = Colour	pos = positive neg = negative ver = vertical hor = horizontal	ver = vertical hor = horizontal	.eps = Encapsulated PostScript .png = Portable Network Graphics .pdf = Portable Document Format .dot = Word Document

DTP/Print

Internet

	4C Four-Colour printing	GR Grayscale	RGB Colour
File Name	vhs-dvv_int_logo_4C_pos_hor.eps vhs-dvv_int_logo_4C_pos_ver.eps	vhs-dvv_int_logo_GR_hor.eps vhs-dvv_int_logo_GR_ver.eps	vhs-dvv_int_logo_RGB_neg_hor.png vhs-dvv_int_logo_RGB_neg_ver.png vhs-dvv_int_logo_RGB_pos_hor.png vhs-dvv_int_logo_RGB_pos_ver.png

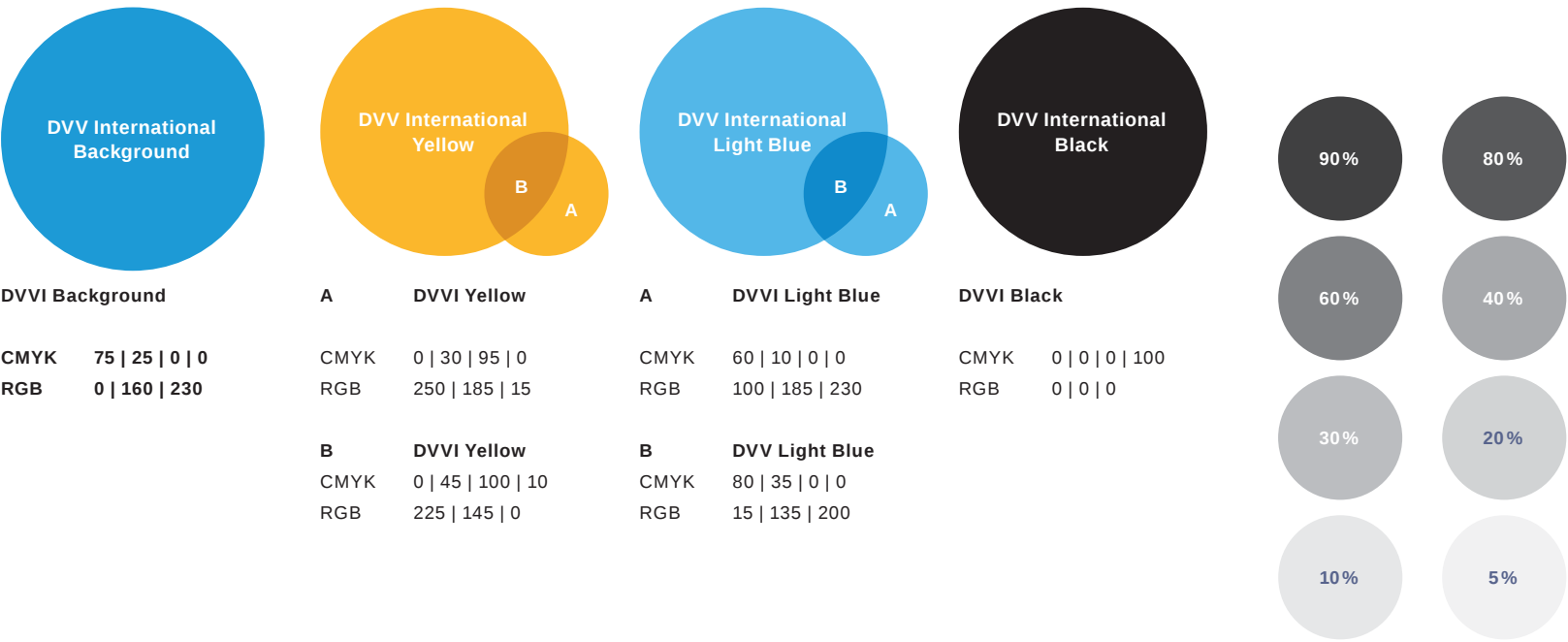
Size of the logo drawing: 100 mm width
The width of the logogramm in millimetres corresponds to the threshold size in percent.

Office applications

	RGB Colour	GR Grayscale
File Name	vhs-dvv_int_logo_RGB_neg_hor.png vhs-dvv_int_logo_RGB_neg_ver.png vhs-dvv_int_logo_RGB_pos_hor.png vhs-dvv_int_logo_RGB_pos_ver.png	vhs-dvv_int_logo_GR_pos_hor.png vhs-dvv_int_logo_GR_pos_ver.png

Colours

Colours



The primary colours of DVV International are Blue, Yellow and Grey. For the setting of colour accents, secondary colours will be added. The design works with circular shapes when designing their applications. These “touch” in some places. Accordingly, for every colour (A) there is another “shadow colour” (B). The corresponding colour values can be taken from the adjacent table.

Font

Font

The house-font Arial (Helvetica)

Fundamentally

Whether in publications or on the commercial documents – when communicating internally and externally, the font plays an important role. With it, the sender is recognised immediately through any written information. A distinctive house-font is therefore a key component of image.

The house-font

The house-font for all DVV International media for headlines and body copy (online and offline) is Arial.

In general, Arial is available as an MS Office font.

Substitute font Helvetica

Helvetica is a licensed typeface for which a license must be purchased. If the license is not there, the font must not be used. Since Helvetica is similar in appearance to Arial, you can use Helvetica as an exception.

Please note that the colour, font and logo settings are preset in the corresponding master documents and must be accordingly taken into account for the design.

Example Arial

Example of DIN A4 formats:

S – Consultation text ...

This is a blind text. An ihm kann man sehen, ob alle Buchstaben da sind und wie sie aussehen. Manchmal benutzt man Worte wie Hamburgfonts, Rafgenduks oder Handgloves, um Schriften zu testen. Manchmal Sätze, die alle Buchstaben des Alphabets enthalten – man nennt diese Sätze »Pangrams«. Sehr bekannt ist dieser: The quick brown fox jumps over the lazy old dog. Oft werden in Typoblindtexte auch fremdsprachige Satzteile eingebaut.

M – Running text ...

This is a blind text. An ihm kann man sehen, ob alle Buchstaben da sind und wie sie aussehen. Manchmal benutzt man Worte wie Hamburgfonts, Rafgenduks oder Handgloves, um Schriften zu testen. Manchmal Sätze, die alle Buchstaben des Alphabets enthalten – man nennt diese Sätze »Pangrams«. Sehr bekannt ist dieser:

L – Headlines and Sub-heads...

This is a blind text. An ihm kann man sehen, ob alle Buchstaben da sind und wie sie aus

XL – Special wards, titles, ...

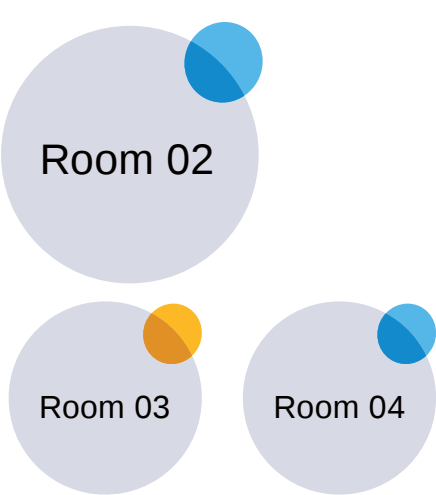
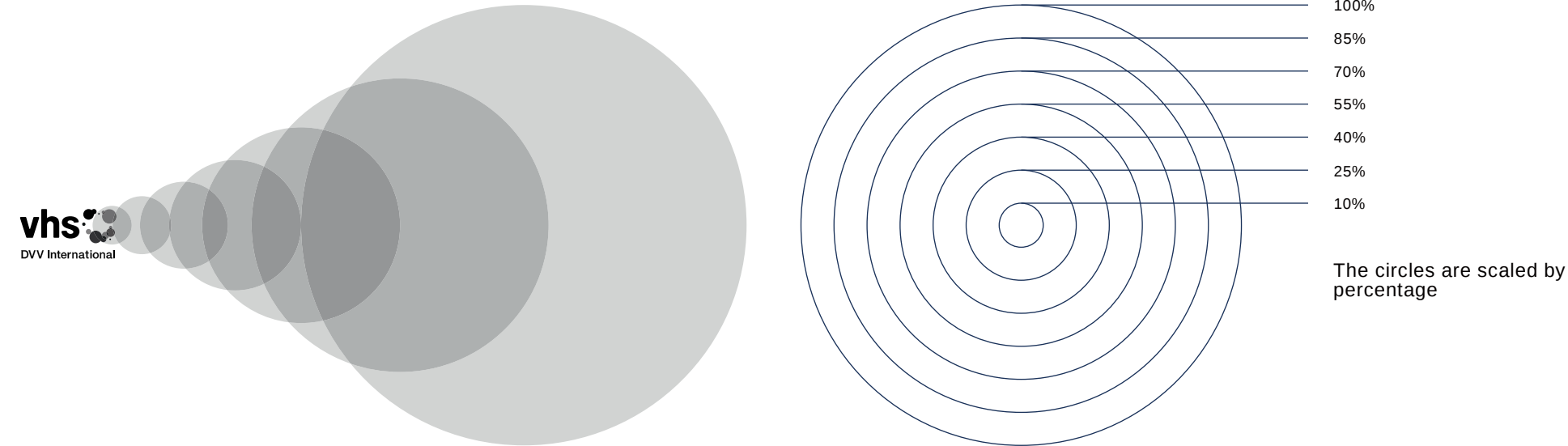
This is a blind text. Da kann man sehen, ob alle Buchstaben da sind

Key Visual

Design principle for circles

Key Visual

Overview and utilisation possibilities



1) Description



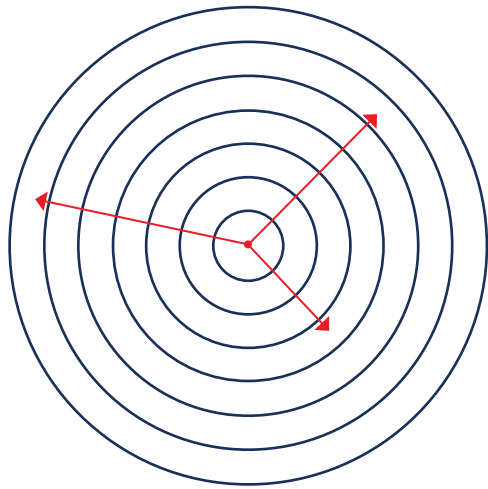
2) Denotation



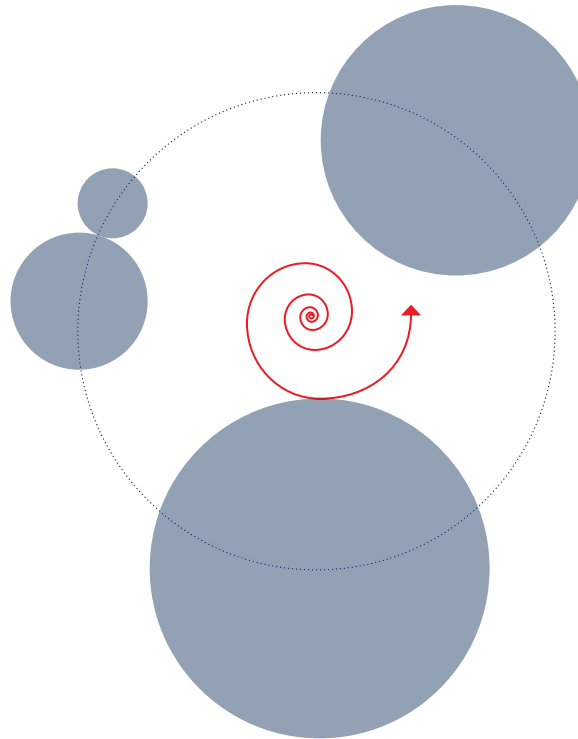
3) Variable element

Key Visual

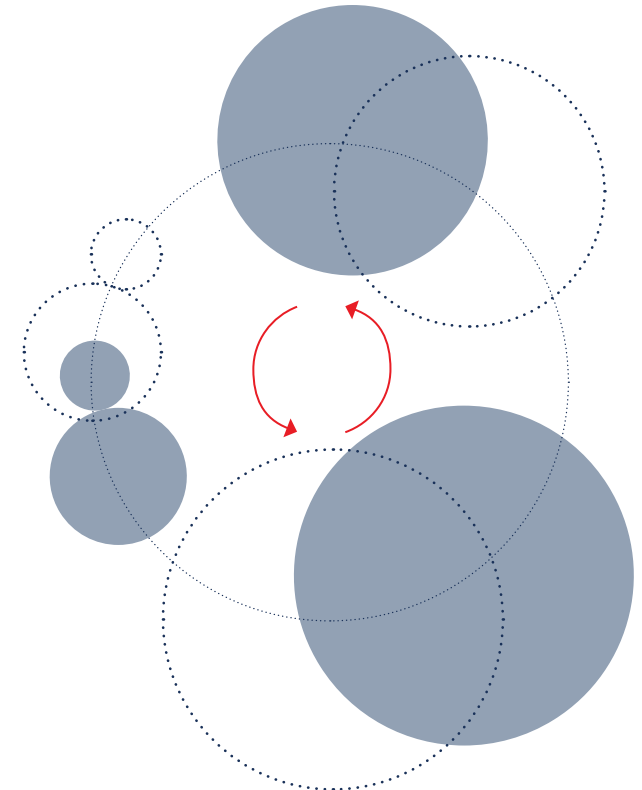
Design principle for the contact points



1. From the centre of the circle out, new, larger circles can be generated in 15% increments.



2. A large circle serves as a “guideline”. On its edge, the respective circle centres of different sizes of new circles can be placed.



3. The Key Visual thus generated is free to rotate around its own centre.

Design Examples

Applications

Design examples

Letterhead and following pages, colour

First page

Examples of the letterhead are available as templates. For letters, only the pages provided are allowed to be used. In the templates, paragraph styles for the different text areas have already been created.



Education for Everyone. Worldwide. Lifelong.

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mustermann@dvv-international.de

Musterstadt, 21.06.2014

Wichtige Informationen zur Gestaltung der Geschäftsausstattung

Sehr geehrte Damen und Herren,

Odienda qui te eos serum doluptam velest exberro il maximolore, venit et volur cum fugia doluptasita quatum velignimi, venimint optae nim nobitibus o samusa et eicatem aritaes molest quam laceate mporeped utet ma ventiaest, c platisc ilibusd aeproratur, queiba. Ullitendae dus quat volupta optae nim nobitibus o samusa et ei s aut lis apicae berat ulleni- enmo idebis anda di tioribuscid quos es erum re perspel molum voluptamencaaceperferum que corit odi nonsed qui bearunt arionestisci acidit imaginat enditiunt niscia se pa voluptat voluptur?

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Mit freundlichen Grüßen

Max Mustermann

Deutsche Bank AG
BLZ 380 700 59
Konto 025 159 500

BIC DEUTEDK380
IBAN DE78 3807 0059 0025 1595 00

USt-IdNr.
DE122276373

Following page



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Mit freundlichen Grüßen

Max Mustermann

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Design examples

Letterhead and following page, black and white

First page

Examples of the letterhead are available as templates. For letters, only the pages provided are allowed to be used. In the templates, paragraph styles for the different text areas have already been created.



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Following page



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Mit freundlichen Grüßen

Max Mustermann

Design examples

Business card front

The different variations for the front of the business card are shown here. Business cards have option of using the horizontal or the vertical logo. These and other variations are available as a template file. Included also is all predefined information about font sizes, font settings and logo settings, etc.

Front



Front (maximum job title/description)



Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

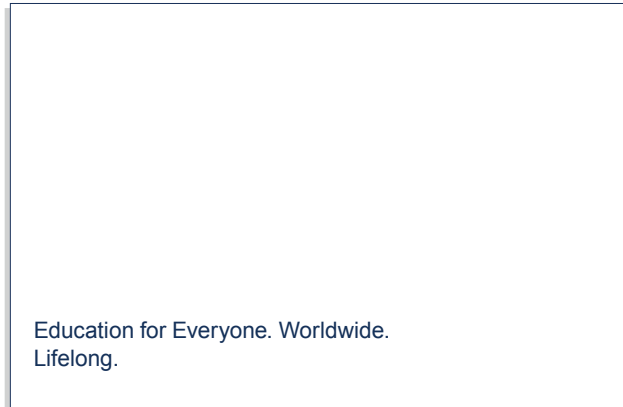
Design examples

Business card back

Design for the back of business cards.

There are variations which can be selected optionally by each location as desired.

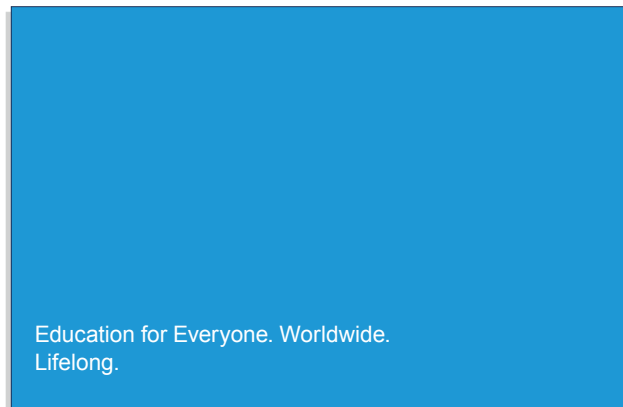
Back with logo



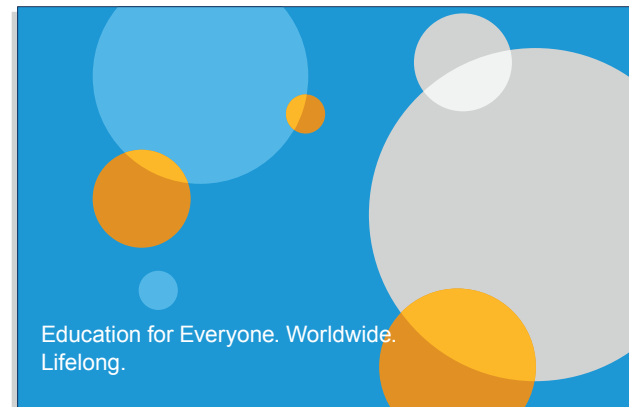
Back with key visual



Back with logo

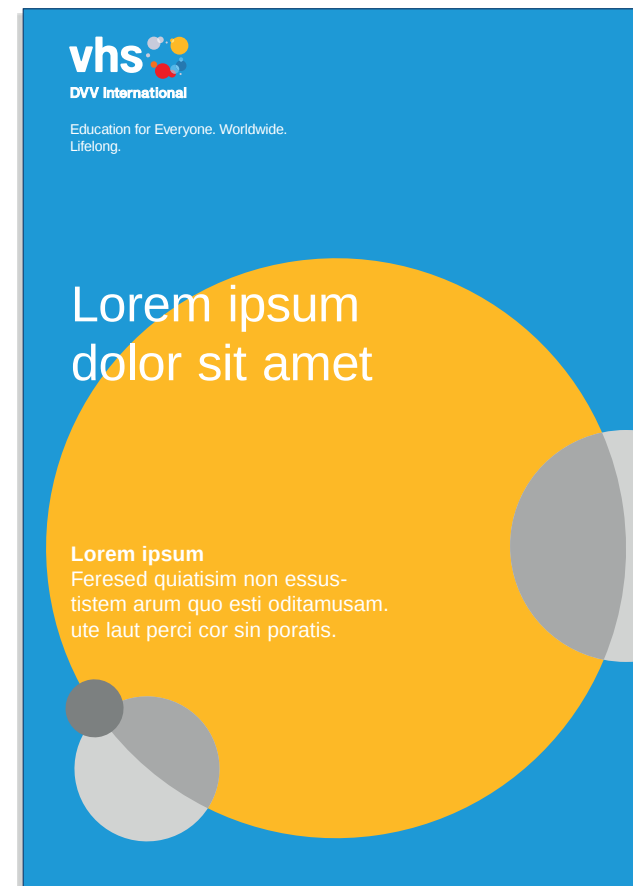


Back with key visual



Design examples

Cover versions, colour over entire surface



Blue-ground cover versions that show examples of ways of dealing with design elements (colour, typography, key visual).

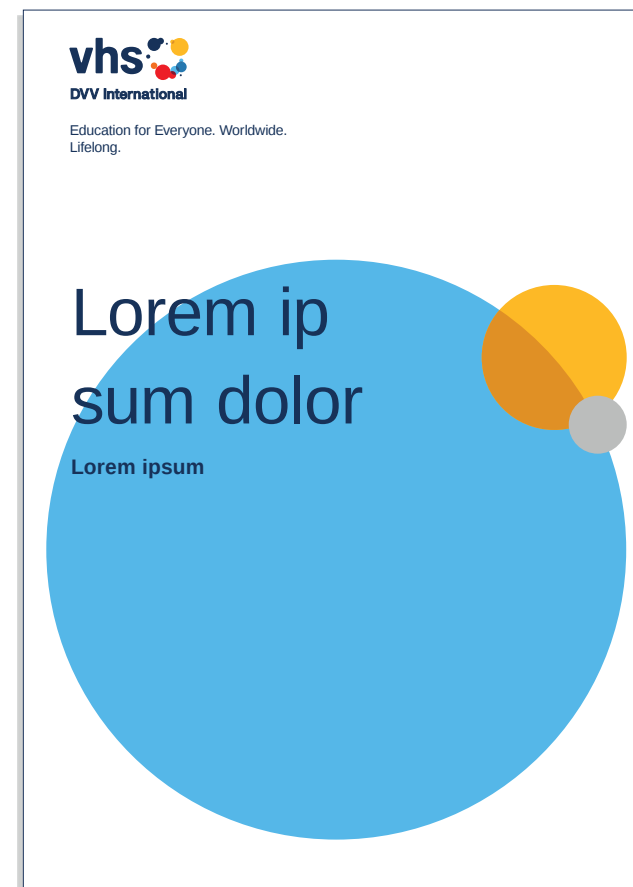
Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples

Cover versions, colour



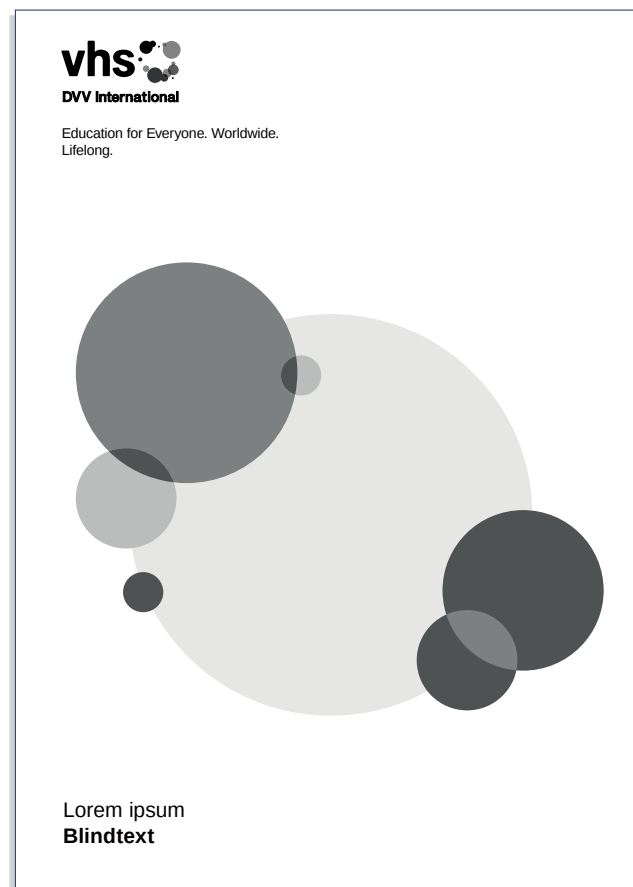
White-ground cover versions that show examples of ways of dealing with design elements (colour, typography, key visual).



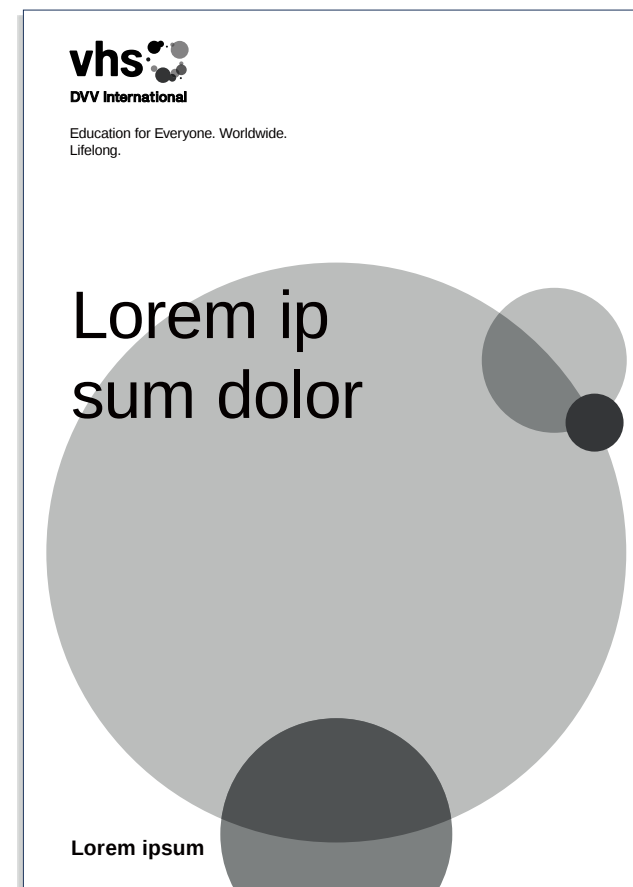
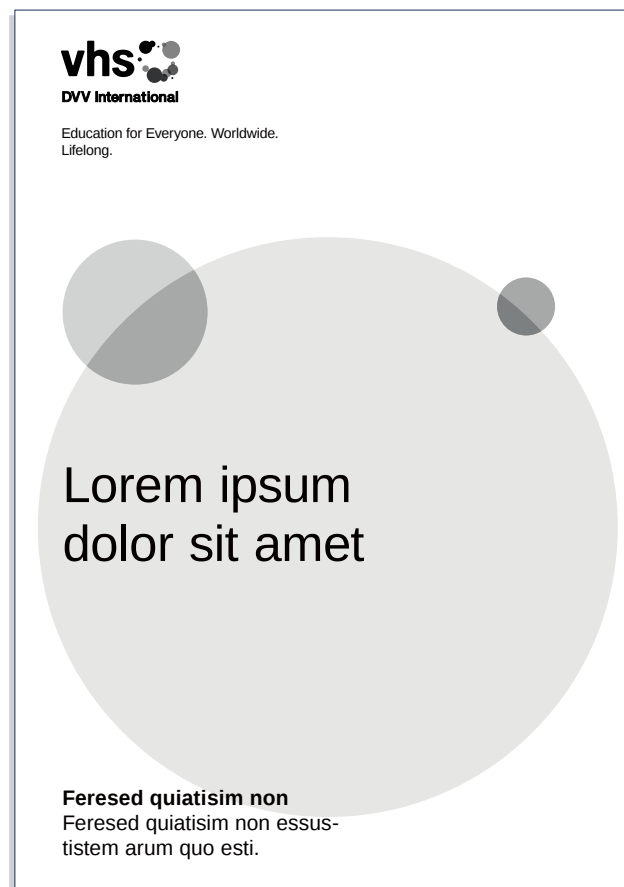
Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples

Cover versions, black and white



Black and white cover versions that show examples of ways of dealing with design elements (colour, typography, key visual).



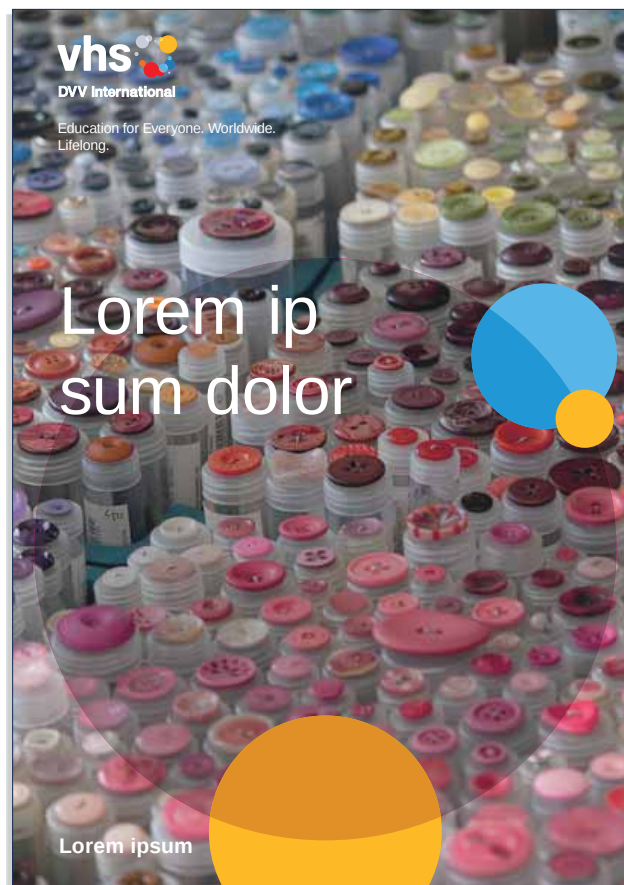
Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples

Cover versions, photography



Different cover versions – provided with a full-page image – which exemplify the possibilities of dealing with the design elements (colour, typography, key visual).



It is important to ensure that the logo always remains legible. For this reason, photographs with quiet areas for the logo and the text area should be chosen. Therefore by relatively dark backgrounds the choice falls on the negative logo variant and for bright background on the positive logo variant.



Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples

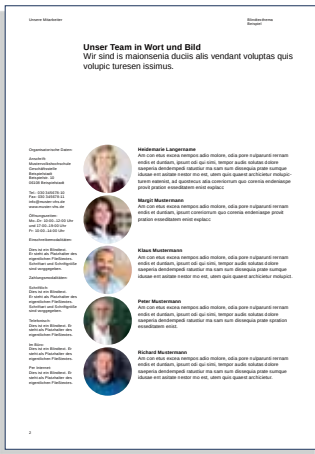
Brochure DIN A4 (large)

Designs examples of different pages for an brochure in DIN A4.
Please note: Pink circles indicate that you must insert a picture.

Cover front



Team



Calendar



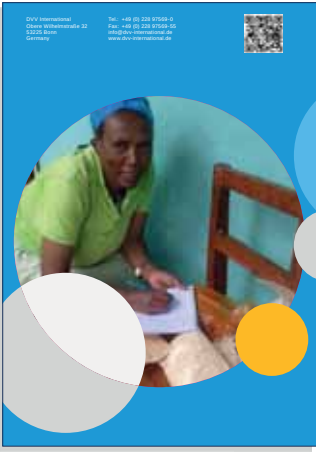
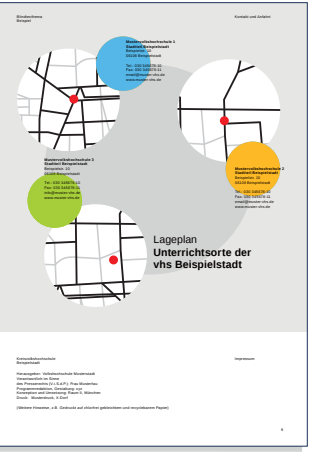
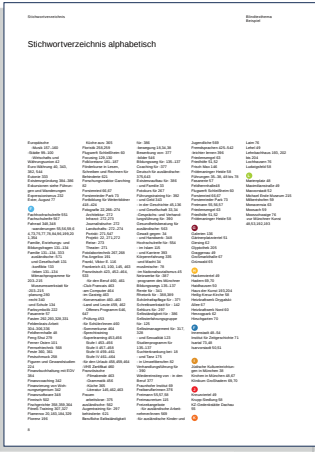
Layout page



Faculty portrait



Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.



Design examples

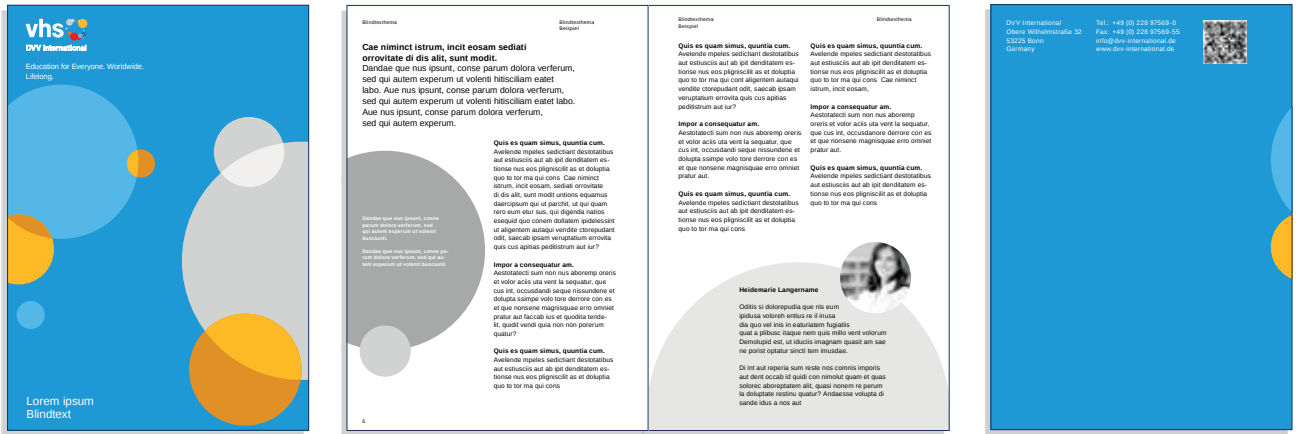
Brochure DIN A5 (small)

Designs examples of different pages for an brochure in DIN A5.

Please note: Pink circles indicate that you must insert a picture.



Example colour



Example black and white

Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

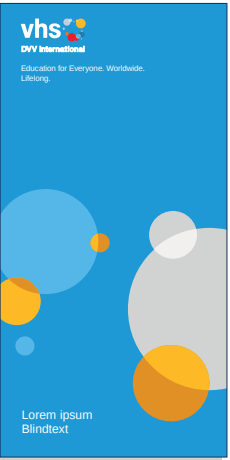
Design examples

Brochure DIN long (long)

Example design of different pages for an image brochure in DIN long format.

Please note: Pink circles indicate that you must insert a picture.

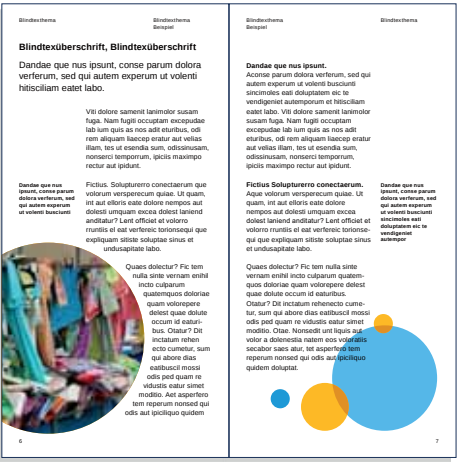
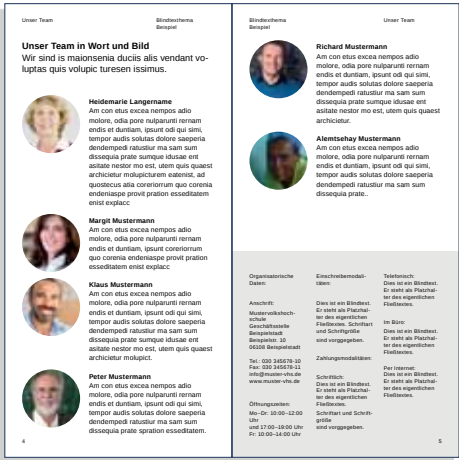
Titel Front



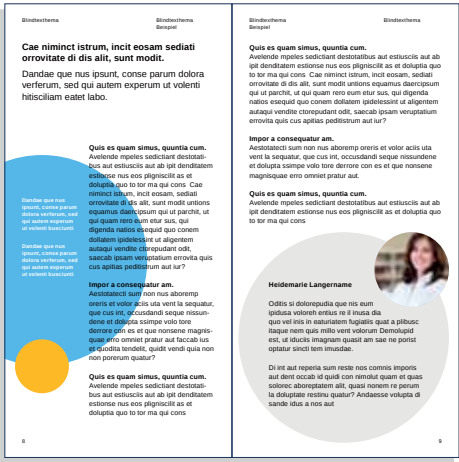
Editorial



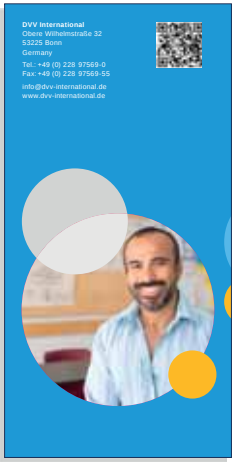
Team presentation



Layoutsite



Layoutsite



Back cover

Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples

Leaflet letterfold – Example Afghanistan



Example of a leaflet in DIN long format, letterfold.
Please individualize text and pictures.

Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.



Design examples

Certificates (e.g. attendance)

Examples for dealing with the design of a confirmation of participation and or other certificate in DIN A4 format (large). Dealing with the key visual features offers different emotional control possibilities. Accordingly, for example, a confirmation of participation can be designed more freely, a certificate designed somewhat more conservatively.



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Attendance Certificate

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Max Mustermann
Musterstadt, den 27.06.2014

In Kooperation mit:

Logo Kooperationspartner 1	Logo Kooperationspartner 2	Logo Kooperationspartner 3	Logo Kooperationspartner 4	Logo Kooperationspartner 5
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Certificate

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Max Mustermann
Musterstadt, den 27.06.2013

In Kooperation mit:

Logo Kooperationspartner 1	Logo Kooperationspartner 2	Logo Kooperationspartner 3	Logo Kooperationspartner 4	Logo Kooperationspartner 5
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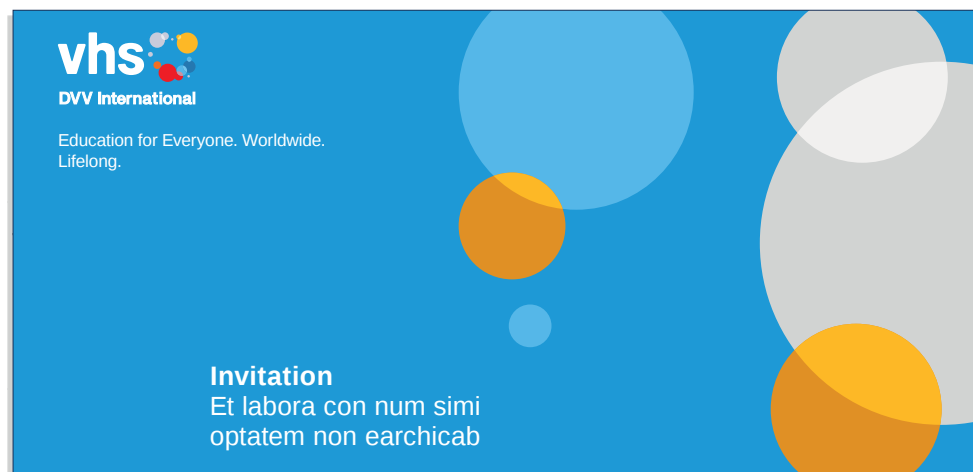
Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples

Invitation

Example for dealing with the design of a invitation with a 210 mm x 105 mm format.

The back is kept white so that enough room is available for filling out the form individually.



Front

 The back of the invitation is white. On the left side, there are six horizontal lines for a form, each preceded by a label: 'Name', 'Blindtext', 'Lorem ipsum', 'Place', 'Date', and 'Lorem ipsum'. On the right side, there is contact information for DVV International: 'Obere Wilhelmstraße 32', '53225 Bonn', 'Germany'. To the right of this is a small orange circle, and further right is a blue circle. Below the contact information, there is a small orange circle and a blue circle. At the bottom right, there is a large blue circle and a large orange circle.

Back

Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples Folder

Examples for dealing with the design of a folder in three different colours variations.

Front and back covers can be selected according to the cover variations. Options are available in blue, white and black & white.



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Design examples

Job advertisement

Examples for dealing with the design of a job advertisement in colour and in black and white. Since the bookable display formats are very different in size and aspect ratio, text lengths and display formats must be tailored to the requirements of the respective medium.

The rule here is: less is more. Attention should always be paid to ensure that only really important information is included in a job posting.



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Germany

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Fax: +49 (0) 228 97569-55
info@dvv-international.de
www.dvv-international.de

Wir suchen Sie als
vhs-Leiter/-in
(Geschäftsführer/-in)

Bei der vhs N.N. ist die Stelle als Leiter/-in zu besetzen. Sunt at volorio. Dercium volore nihit dolla ium voluptatur, consedita necaerro que porest et fuga. Pa et laborunt laboreem sundant renis aut ut atem quibust lcid mos earum in re de et et occaecum, volorum quunt peruptate parupti oreptiis ma di reperovit moluptate nitest auta ex et pro inis dent faccum nosaped igendist, quam la debiti di quidis iusae corende lliciatur mos dis sequunt fugitas dit di aut as quae odiam labo. Ab is ad exerchic temperum re volupta tiatur

Bitte senden Sie ihre Bewerbung an die untenstehende Adresse oder wenden Sie sich an Frau Mustermann: Tel.: 030 345678-10.



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Please note that the colour, font and logo settings are preset in the corresponding master documents and must accordingly be taken into account for the design.

Design examples

Roll-up display

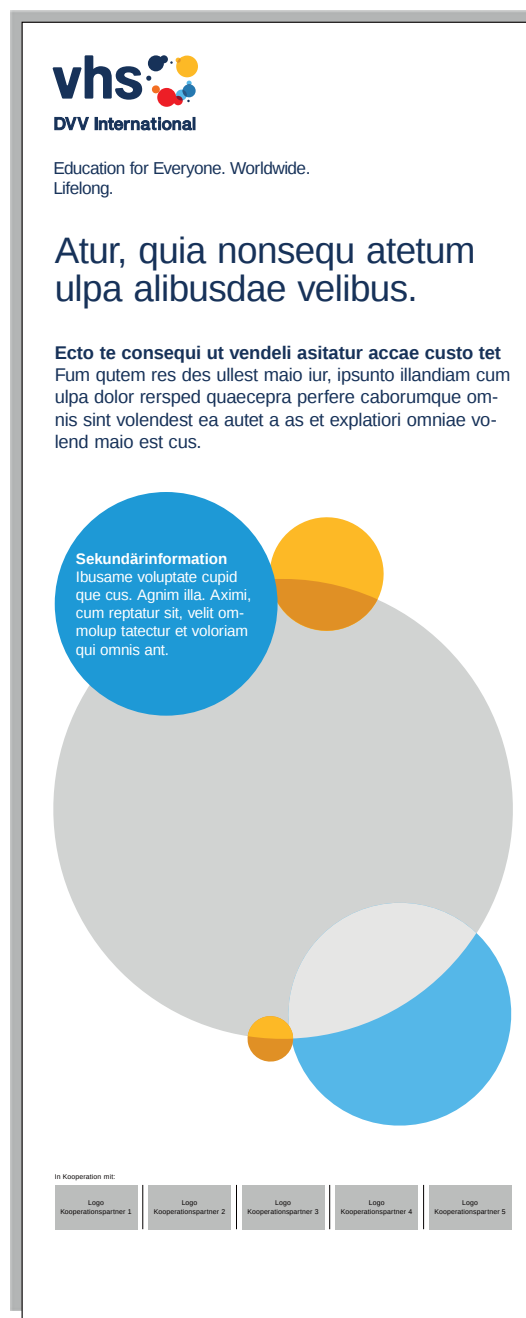
Two examples of roll-up displays in the 800 mm x 2000 mm format. The DVV International logo can be optionally placed at the top or bottom.

The design needs to be adapted to the purpose. Optionally, photographs or just key visual can be used. Larger circles are used here as carriers of secondary information and help in the weight of content.

When placing the logo or important content, attention should be paid to the legibility level and unobstructed view of the roll up display. The content to be read should not be obscured. Important information should be displayed at eye level.

Optionally, different partner logos can be included at the bottom of the roll up display.

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Design examples Powerpoint



Title chart white



Seperation chart white



Text chart



Text/Picturechart

The Powerpoint charts reflect the design of the print media. The general rule in Powerpoint presentations: the content is in the foreground. For this reason, the content pages are relatively quietly designed so that the focus remains on the topic of the presentation.

To highlight and distinguish content, secondary colours can be used as in the print media.

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