

### Variant 1: With long lettering



DLR Projektträger



DLR Projektträger



This variant is to be used primarily.

### Variant 2: With short lettering



DLR-PT



DLR-PT



The logo variant with short lettering can always be used if it seems sensible for reasons of space (for example, on back drops or if several partner logos have to be placed), as the shortened variant can be reproduced larger than the word/picture mark with the lettering written out.

### Logo colors

	CMYK	RGB	Pantone	RAL
black	0 / 0 / 0 / 100	0 / 0 / 0	Process Black	9005
grey	0 / 0 / 0 / 73	102 / 102 / 102	Cool Gray 10	7005
white	0 / 0 / 0 / 0	255 / 255 / 255		9003

## Word-picture mark

### Components

The DLR Projektträger word/picture mark consists of the **DLR signet** and the **"Projektträger" lettering**. The DLR signet may not be used without the lettering. The word/picture mark is not translated, even in English publications, but stands as a separate mark.

The font size of the DLR Projektträger lettering now corresponds to the font size of the DLR lettering.

### Colors

The word-picture mark is mainly used in gray. The black version may be used if the contrast to the background is insufficient and legibility is compromised. On dark backgrounds, the word-picture mark is always displayed in white; for all other backgrounds, the gray version is to be used. There must always be sufficient contrast to ensure legibility. The word/image mark must not be reproduced on uneven backgrounds.

**Logo colors other than gray, black and white are not permitted.**



DLR signet      Lettering

Word/figurative mark

Protection zone

Base of the protection zone

### Protective zone

The word-picture mark has a protection zone in which no other element may be placed. The protection zone results from the height and width of the upper triangle in the DLR logo. If this distance is maintained at the outer edges of the logo, there will be sufficient white space around the logo.

### Minimum size

In print, the signet of the word-image mark should not be less than one centimeter wide. In the web area, the width of the entire word-image mark should be at least 120 px. For various products and formats, the size of the word-image mark is already defined. The specifications for scaling can be found in the chapters for the individual products.

### Placement

The word-image mark is placed in various products and formats according to the specifications. The specifications for the placement are defined in the chapters for the individual products.