



CORPORATE
DESIGN
MANUAL 1.0

Logo Standard



Logo mit
Unterzeile



Verband der Internationalen
Kraftfahrzeughersteller e.V.

Logo quer



Logo solo



**Andere Logo-
Variationen sind
nicht zulässig!**

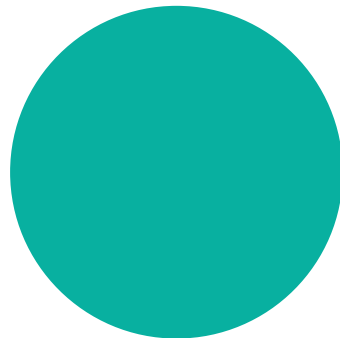


**Primärfarbe #1****VDIK-Blau**

CMYK 89 | 58 | 2 | 0

RGB 0 | 100 | 168

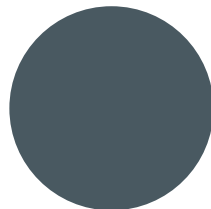
Web #0064a8

**Primärfarbe #2****Türkis**

CMYK 75 | 0 | 45 | 0

RGB 9 | 181 | 158

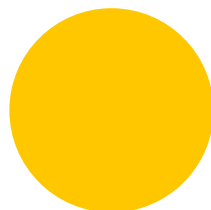
Web #09b59e

**Sekundärfarbe Grau**

CMYK 30 | 0 | 0 | 75

RGB 72 | 90 | 100

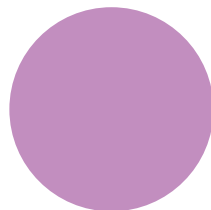
Web #485a64

**Sekundärfarbe Gelb**

CMYK 0 | 23 | 97 | 0

RGB 252 | 198 | 0

Web #fcc600

**Sekundärfarbe Flieder**

CMYK 27 | 52 | 0 | 0

RGB 193 | 141 | 187

Web #c18dbb

Oswald

Extra Light | Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 §%&(.,:,"?!)

Light | Headlines

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 §%&(.,:,"?!)

Open Sans

Light | z. B. Zitate

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 §%&(.,:,"?!)

Regular | z. B. Lauftext

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 §%&(.,:,"?!)

Bold | z. B. Hervorhebungen

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 §%&(.,:,"?!)

ExtraBold | z. B. Zwischentitel

ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 §%&(.,:,"?!)



VDIK Corporate Design Manual

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