

Colour Usage



White background

Logo in PMS GOE 19-1-6 C, slogan in 80% Black



PMS 877C Silver or light grey background

Logo in PMS GOE 19-1-6 C, slogan in 80% Black



PMS GOE 19-1-6 C background

Logo and slogan inverted in white



80% Black background

Logo in PMS GOE 19-1-6 C, slogan inverted in white



Space around the Viessmann slogan

Standard Sizes



Width **68 mm**
Cover of company magazine "Aktuell"



Width **34 mm**
6-panel brochure



Width **56 mm**
Staff newsletter "Aktuell intern",
advertisements



Width **30 mm**
Envelopes, business cards,
forms, promotional gifts



Width **49.5 mm**
Advertisements, 20 x 20 mm cards



Width **22.5 mm**
Email, promotional gifts



Width **43 mm**
Letterheads and faxes,
envelopes, presentation templates



Width **18 mm**
Promotional gifts



Total width with slogan **59 mm**
Brochures and printed information



Total width **42 mm**
6-panel brochures