

# WORK FOR US

CD MANUAL



Logo. Main Version

**WORK**  
**FOR US**  
*in TOURISMUS*

## Logo. Adaptionen

**WORK**  
**FOR US**  
*SKILL FACTORY*

**WORK**  
**FOR US**  
*INSIDE*

**WORK**  
**FOR US**  
*BONUSCARD*

**WORK**  
**FOR US**  
*LEHRLINGSTAGE*

Logo. Einfarbig

**WORK  
FOR US**  
*in TOURISMUS*

**WORK  
FOR US**  
*in TOURISMUS*

# Schriften. Für Print und Screen

## PRINT

Primärschrift: PublicSans (Google Font)  
Sekundärschrift: Summer Loving Solid

**HEADLINE: PublicSans Bold**

**SUBLINE: Summer Loving Solid**

FLIESSTEXT: PublicSans Light

## Das ist eine Headline

*Hier steht die SUBLINE*

Fließtext. Alit mod quis senit, cus accus aut apid-  
untus es eatur re sit reria volo dolor aut evelenet  
volorae debit eos doles alicUgit, cus, sametur, ili-  
quatempos qui odia quate pa cus, quiam, vent am,  
niminvent quam escium landam evenis molupti  
asincte re sum ene as ressimp orporep erciissunt  
quia dolor acestis eos dolorio. Ut volupis cipsape  
coressequos sit quam iquodit, odi re, ea consed  
experiore sim exerrov iditasp ienecat.

## WEB

Primärschrift: PublicSans (Google Font)  
Sekundärschrift: Summer Loving Solid

**HEADLINE: PublicSans Bold**

**SUBLINE: Summer Loving Solid**

FLIESSTEXT: PublicSans Light

## Das ist eine Headline

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Fließtext. Alit mod quis senit, cus accus aut apid-  
untus es eatur re sit reria volo dolor aut evelenet  
volorae debit eos doles alicUgit, cus, sametur, ili-  
quatempos qui odia quate pa cus, quiam, vent am,  
niminvent quam escium landam evenis molupti  
asincte re sum ene as ressimp orporep erciissunt  
quia dolor acestis eos dolorio. Ut volupis cipsape  
coressequos sit quam iquodit, odi re, ea consed  
experiore sim exerrov iditasp ienecat.

## Farben. Primär-, Sekundärf-, Akzentfarben



### ANTHRAZIT

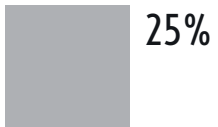
CMYK 82/62/53/60  
RGB 38/51/58  
PANTONE 432 C  
HEX #26333a



75%



50%

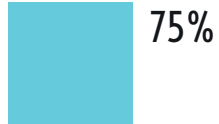


25%

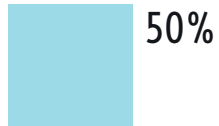


### BLUE

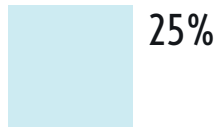
CMYK 72/0/17/0  
RGB 9/183/211  
PANTONE 311 C  
HEX #09b7d3



75%



50%



25%

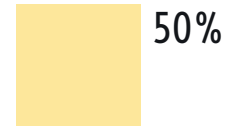


### YELLOW

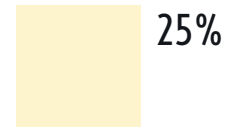
CMYK 1/14/93/0  
RGB 255/214/0  
PANTONE 115 C  
HEX #ffd600



75%



50%

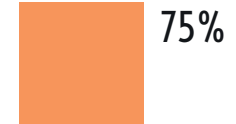


25%

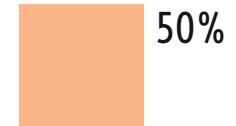


### ORANGE

CMYK 0/67/93/0  
RGB 237/109/30  
PANTONE 158 C  
HEX #ed6d1e



75%



50%



25%

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