

CD Manual

New brand image

Alfried Krupp von Bohlen und Halbach Foundation

In 2024, the Alfried Krupp von Bohlen und Halbach Foundation updated its brand identity. The visual elements of the corporate design were taken into account: the logo was further developed, the colour scheme was expanded and a second corporate typeface, the Cera Pro, was added to the Agfa Rotis used until then.

The foundation's image and appearance thus adapts to its further development and modernisation.

The full name of the foundation remains.



The logo of the foundation has been updated and is now concise and approachable. The traditional logo, consisting of the three rings, has been added to by a new word mark that reflects the using of the short form of the foundation's name. The word mark is set in Cera Pro, the new corporate typeface.

The abbreviated spelling of the Krupp Foundation in German in body text is still hyphenated. The English version does not use a hyphen.

The “Krupp Stiftung Rosa” [Krupp Foundation pink] colour has been added to the color palette.



Black

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
HEXA #000000

- Primary colour
- Text on bright background



White

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
HEXA #ffffff

- Text on dark background
- Background colour



Krupp Foundation pink

CMYK 0 | 52 | 18 | 0
RGB 255 | 160 | 170
HEXA #ffa0aa

- Accent colour
- Background colour



Krupp Foundation grey

CMYK 0 | 0 | 0 | 50
RGB 127 | 127 | 127
HEXA #7f7f7f
PANTONE 423 C

- Special colour
- Background colour

Logo case and application

Logo case

Overview of colour variants

The logo case contains the foundation's logo in all standard file formats for print and web.
All file formats are available in grey, black, pink and white.
This is a total of 24 files.

For print

.ai, .eps and .tif

For web

.ai, .svg and .png

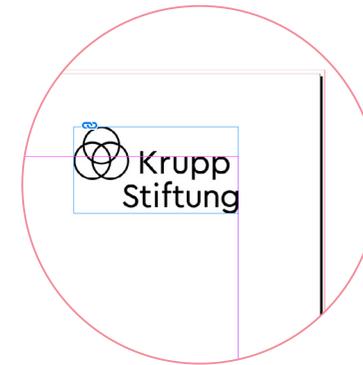
Usually, the logo is used in black, white or grey.

These variants are also used by partners. Thereby the partners should preferably use the black and white version of the logo. It is also used as a pink variant within certain campaigns of the foundation.

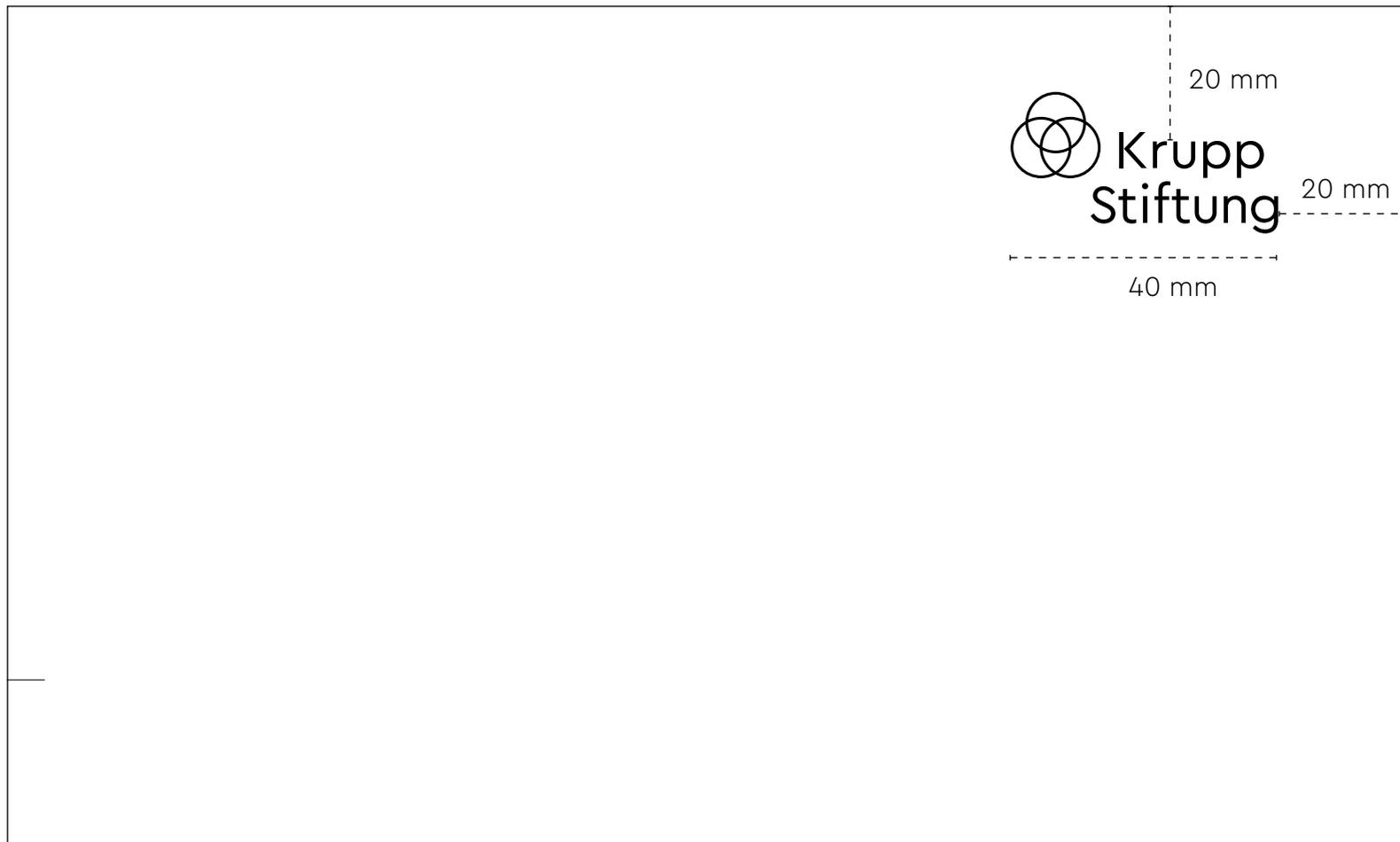


Logo size and position

Letter paper



Logo position at right edge



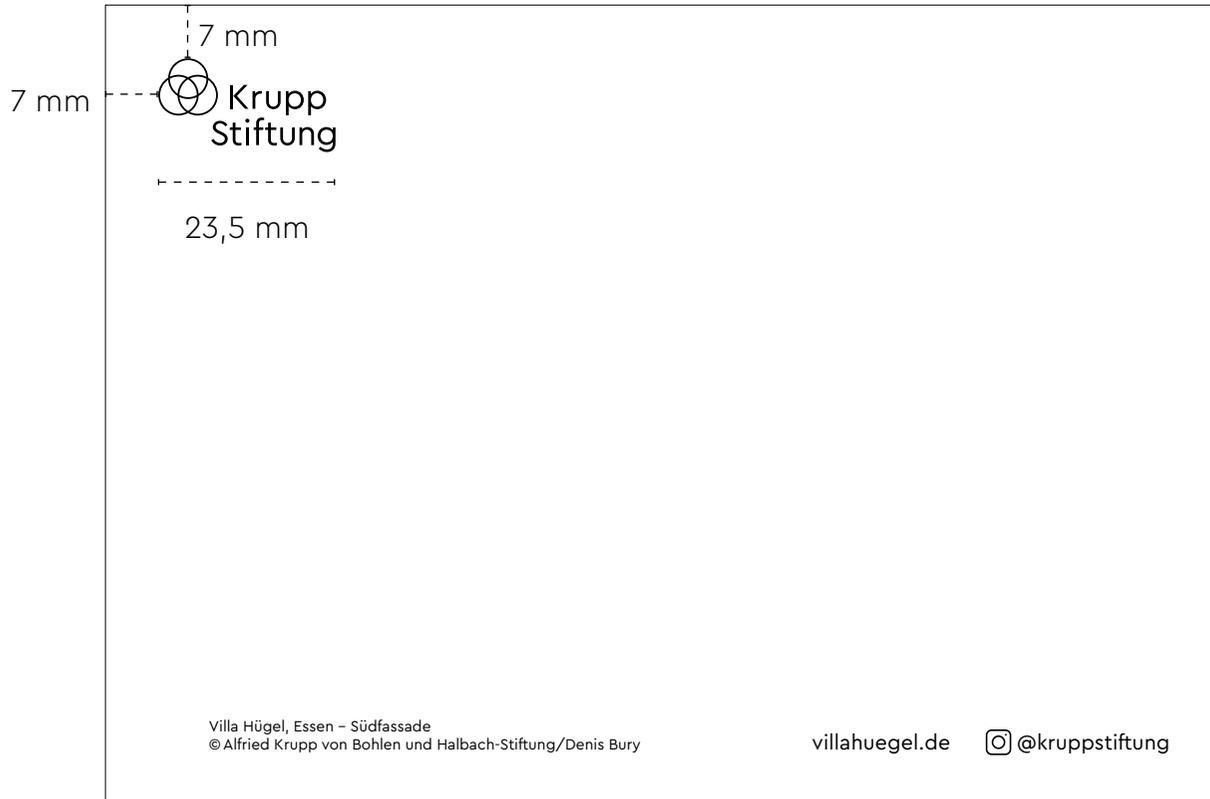
Business letter paper
media in DIN A4 format.

Measured at the
minuscules, the distance
to the edge is in each
case 20 mm.

Logo size 40 mm.

Logo size and position

Postcard



Minimum logo size is 15 mm in width

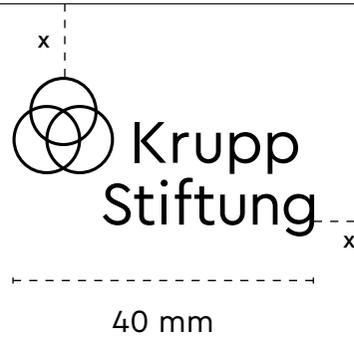
Position at top left edge

Example postcard in format (148 × 105 mm).

If positioned on the left side, the same distances apply from the rings to the edge.

Logo size and position

Flyer



For the preferred logo positioning (upper right corner) on a narrow format, the same ruling applies as positioning on the upper left edge. Identical distances from the rings to the edge are set.

Villa Hügel Historie



Logo size and position

Poster – example DIN A1

Format A1 Media height 841 mm

Media width 841 mm

Logo size:
1/7th of media width 120,14 mm

32 mm

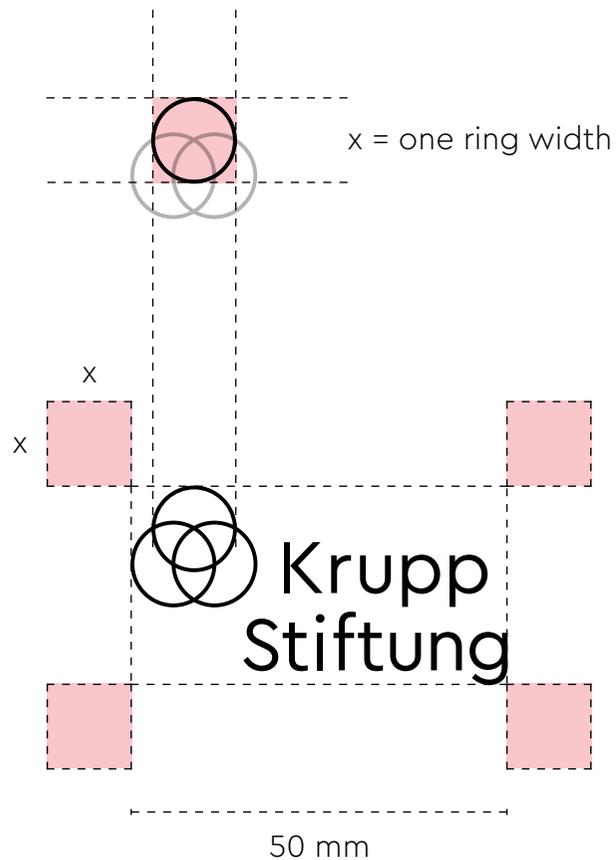
32 mm



WWW.KRUPP-STIFTUNG.DE/VERANSTALTUNGEN @KRUPPSTIFTUNG #DERHÜGELISTKINO

Co-branding

Logo positioning with co-branding

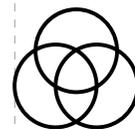


The logo is usually placed at the top right or left. Positioning at the bottom is generally only intended if there is co-branding.

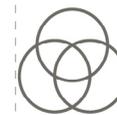
The minimum distance to other design elements, text, images or other logos is one ring width of the logo.



Alfried Krupp Krankenhaus



Krupp
Stiftung



Alfried Krupp Krankenhaus

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Alfried Krupp von Bohlen und Halbach Foundation

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 krupp-stiftung.de

