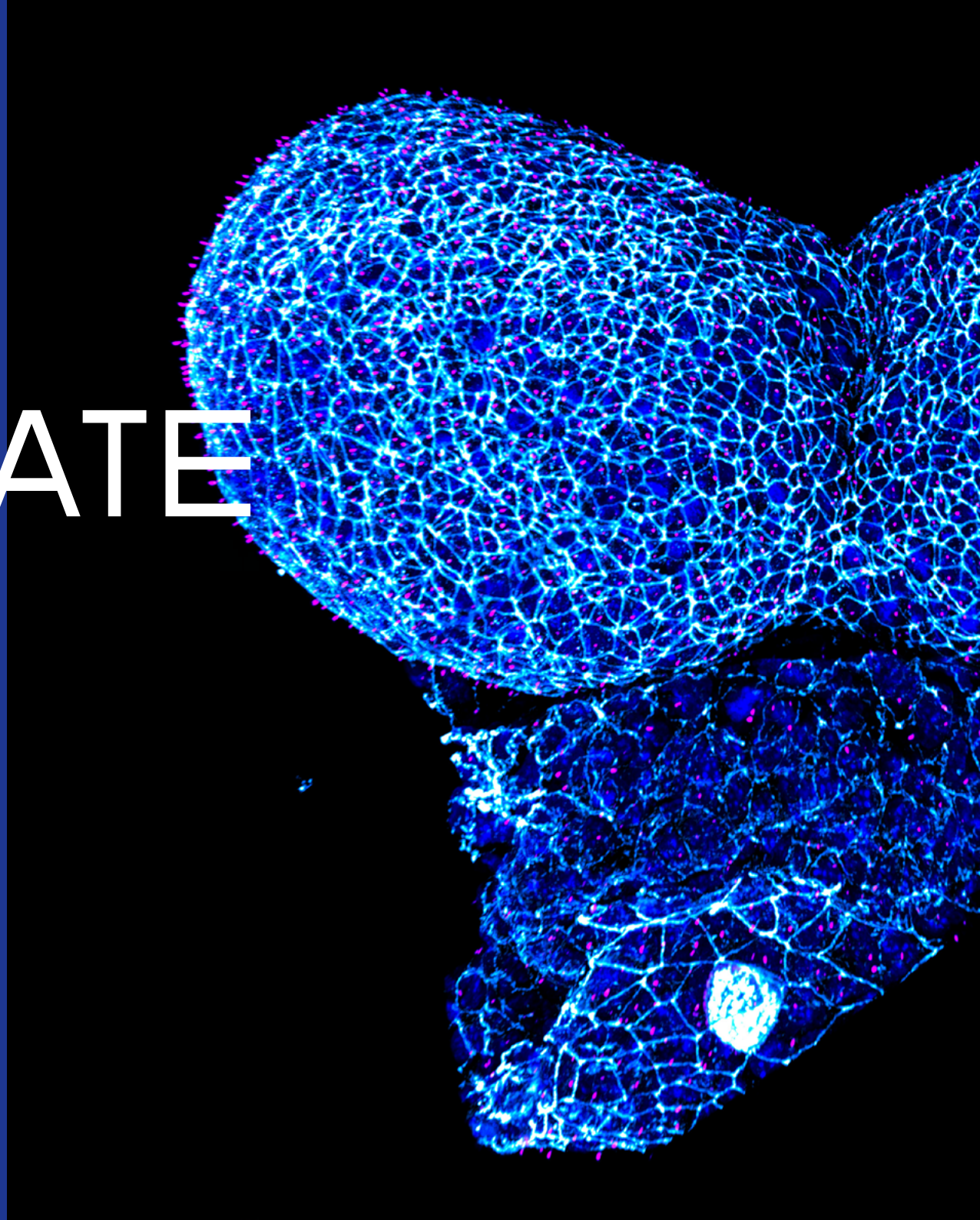
MAX DELBRÜCK CENTER

CORPORATE DESIGN

Guidelines

Current as of June 2025



THE MAX DELBRÜCK CENTER

The Max Delbrück Center for Molecular Medicine in the Helmholtz Association aims to transform tomorrow's medicine through our discoveries of today. At locations in Berlin-Buch, Berlin-Mitte, Heidelberg and Mannheim, our researchers harness interdisciplinary collaboration to decipher the complexities of disease at the systems level – from molecules and cells to organs and the entire organism. Through academic, clinical, and industry partnerships, as well as global networks, we strive to translate biological discoveries into applications that enable the early detection of deviations from health, personalize treatment, and ultimately prevent disease.

With our corporate design, we present ourselves as an innovative and dynamic research center. The goal of the corporate design is to highlight the visibility of the Max Delbrück Center.

This manual:
- explains how the visual and verbal system works
- provides practical guidance on how to apply the corporate design elements
- facilitates the creation of effective communication.

LINK TO THE TEMPLATES

The new corporate design includes an extensive collection of templates. They can be found under the following link: **corporatedesign.mdc-berlin.de**

All templates, files and guidelines:
corporatedesign.mdc-berlin.de

Logos

- Max Delbrück Center
- MDC-BIMSB
- HI-TAC
- Alumni
- Circle of Friends
- Graduate School
- Lab meets Teacher

CD Basics

- Fonts
- Colors
- Icons

Templates

- Letterheads (Word)
- Documents (Word)
- Presentations (PowerPoint, InDesign)
- E-mail Signatures

Templates

- Scientific Posters
- Posters for events
- Backgrounds for virtual meetings

Stationery & Give Aways

- Business Cards
- Stationery
- Stamps
- Give Aways

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SHORT NAME / USAGE

To ensure a clear, concise, and monolingual representation in both the logo and day-to-day communication, **the full name Max Delbrück Center for Molecular Medicine in the Helmholtz Association is shortened to: Max Delbrück Center.** This short form is used consistently across all communication channels.

SHORT NAME:

Max Delbrück Center

USAGE:
New standard for all internal / external communication.

LEGALLY REGISTERED NAME:

Max-Delbrück-Centrum für Molekulare Medizin in der Helmholtz-Gemeinschaft

USAGE:
Everywhere where the legally registered name is required, and on first reference in other correspondence and press releases as well as in the boilerplate.

Logo

LOGO
MODULAR CONCEPT

The Max Delbrück Center is one of the world's leading biomedical research institutions. The new corporate design expresses these qualities through a modern, dynamic, and modular design concept.

"Constantly providing important new insights into a spectrum of diseases through world-leading basic life science research."

"A dynamic nest for scientists."

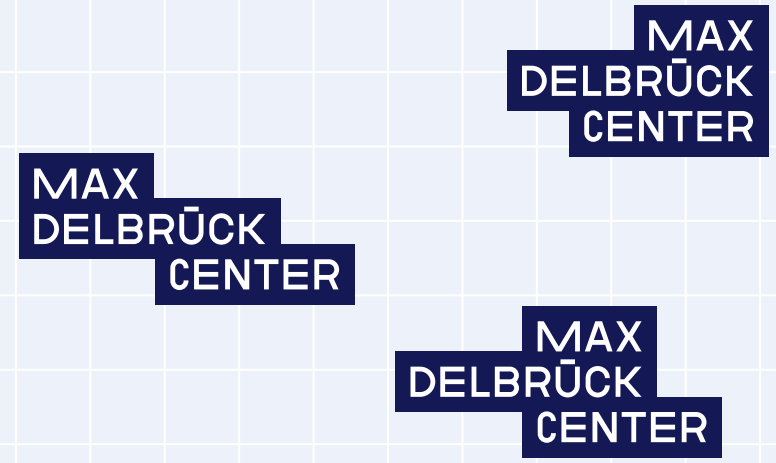
"Hard-working science institution with internationally outstanding research."

"Leaving conflicts behind to unite through science and make the world a better place by tackling problems we as humanity face."

"Modern innovative biomedical research institute with strong basic research and a translational medical mission"

Dynamic letter width

A modern, striking and modular design.



Modular configuration

LOGO USAGE

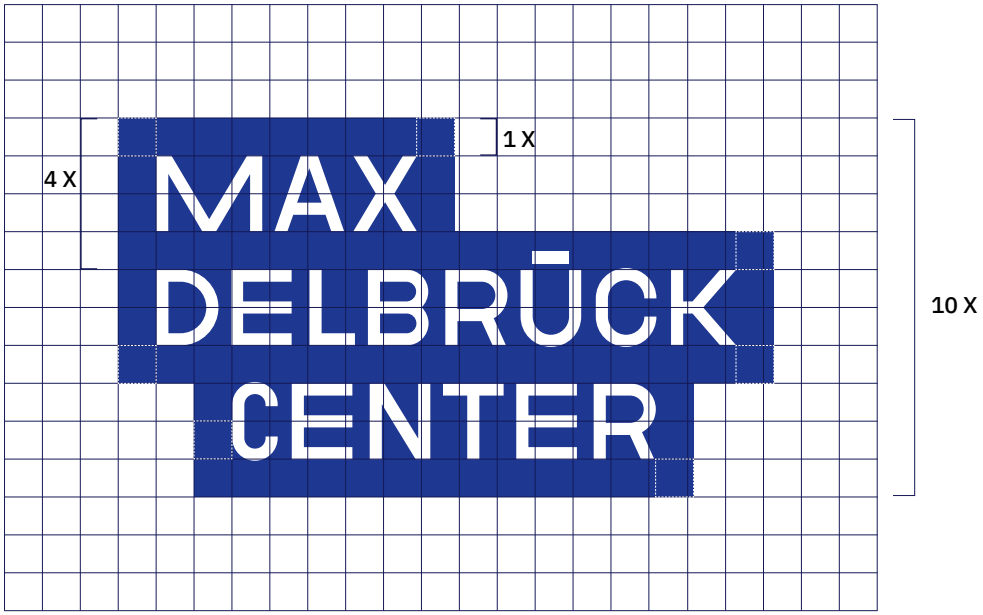
The logo is visually strong and to the point, featuring a reduced wordmark. It exists in a single language version only. The standard logo is shown below.

Shape and color of all logo elements are precisely defined and must not be altered. Always use the official logo files provided in the logo toolkit. Do not rearrange, modify, or recreate the logo in any form.

Primary logo configuration

LOGO STRUCTURE

The logo is constructed on a grid system. All logo variants are created by horizontally shifting the bars within this grid.



Logo construction

LOGO ARRANGEMENTS

In addition to the standard placement (top left), the logo is available in five alternative arrangements. These variations are integrated into the respective templates.

You may use any of these approved arrangements. (When in doubt, the standard logo placement is a safe choice.) Always use the official files provided in the logo toolkit. Do not rearrange or modify the logo in any way.

V1 – Standard

V2 – Right aligned

V3 – Centered

V4 – “Max” pulled out

V5 –“Delbrück” pulled out

V6 –“Center” pulled out

LOGO SIZES

Please refer to the specifications below to ensure correct usage of logo sizes. This guarantees optimal visibility and legibility of the logo at all scales.

The minimum height for the logo is 5 mm. Any smaller representation is not recommended.

Logo size for DIN A3
(140 %)

Logos size for DIN A4
(100 %)

Recommended
minimum size
(26,5 %)

Print formats	Scaling*
DIN A6	68,5 %
DIN lang	76 %
DIN A5	76 %
DIN A4*	100 %
DIN A3	140 %
DIN A2	200 %
DIN A1	280 %
DIN A0	400 %
Roll-up	600 %

* based on the standard size in the Logo Pool

LOGO CLEAR SPACE

The clear space around the logo is defined by the construction grid (3x) and surrounds the logo on all sides. This protective zone is already included in the print-ready logo files.

Always ensure that sufficient space is maintained between the logo and surrounding elements to preserve visual impact and legibility.

LOGO COLOR VARIATIONS

The logo is available in one primary color version: white text on a blue background. This full-color version should be used as the standard. **If the visibility of the full-color logo is insufficient – such as on photographs or backgrounds with low contrast – the knockout version (bottom line only) should be used. The black version is reserved for exceptional cases only, such as black-and-white printing (e.g., fax).**

Standard blue / white

INCORRECT USAGE

Consistent use of the logo is essential for maintaining a clear and recognizable brand identity. **Always use the official logo files provided in the logo toolkit.**

Do not recreate, alter, or redesign the logo in any way. This page shows examples of improper logo usage that are not permitted under any circumstances.

Incorrect Usage of the Logo:

Blue Logo on blue background

Poor legibility on a busy background

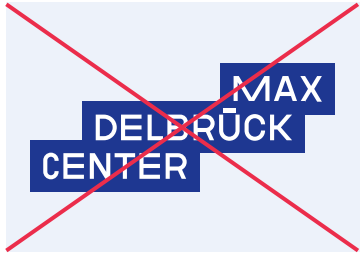
Rotation

Distortion

Shadows

Incorrect Logo versions (Always use the files from the logo case and do not redesign the logo):

Rearrangement of the logo components



Blue logo as Knockout

Black with white font

White with blue font

White with black font

CLAIM

The Max Delbrück Center uses the following brand claim:
Discovery for tomorrow's medicine
The claim exists exclusively in English.

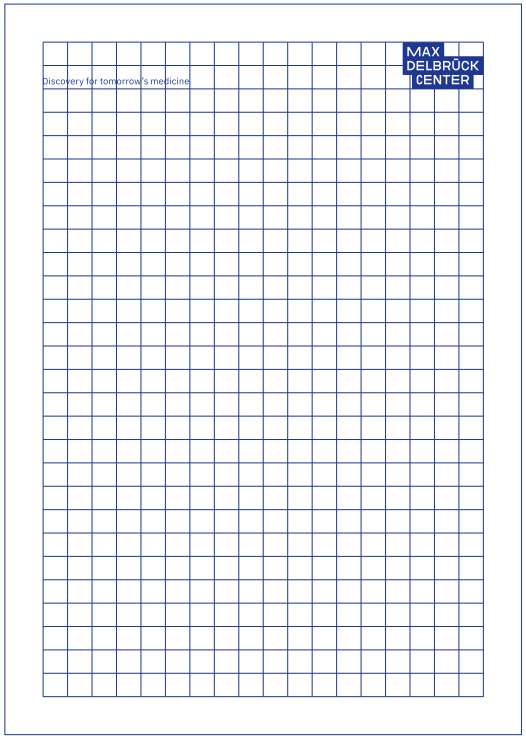
There are two approved ways to apply the claim:
- As a headline, freely placed, using the MDC Garaje typeface.
- As a tagline, fixed in size, color, and proportion in relation to the logo.

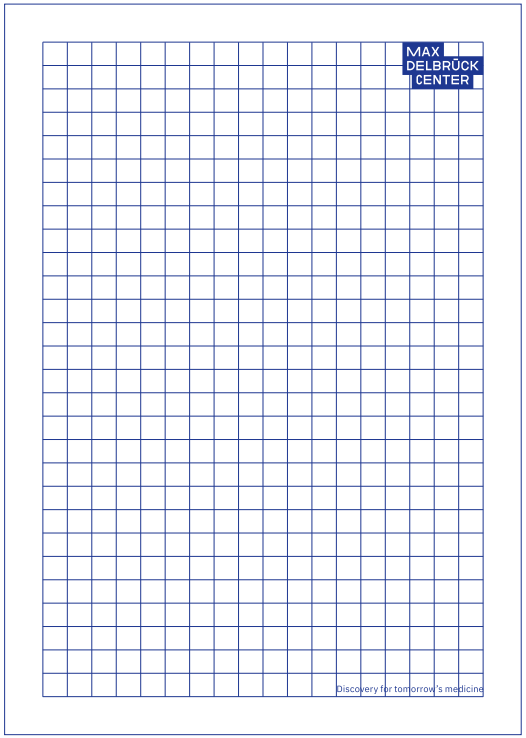
Do not translate, alter, or reposition the claim outside of these defined formats.

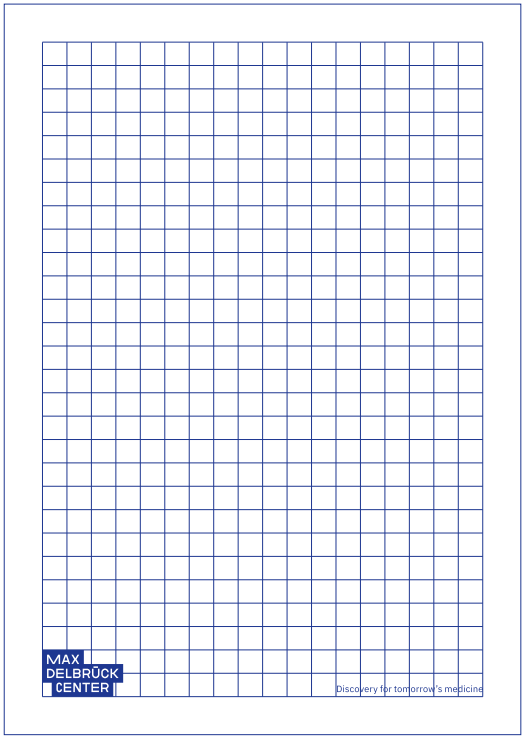
CLAIM AS TAGLINE

When used as a tagline, the claim is set in IBM Plex Sans Regular, in a single line. Its size is proportional to the logo: It aligns with the baseline of the word ›Center‹ and has a height equal to two-thirds of the word ›Center‹.

The claim may be positioned in any corner of the layout.







MAX DELBRÜCK CENTER

2/3 Discovery for tomorrow’s medicine

Claim Font size DIN A4 = 10,5pt

Brand Architecture

BRAND ARCHITECTURE

All research groups, technology platforms, projects, departments, and employees use the primary (umbrella) brand logo of the Max Delbrück Center. Select programs, projects, or initiatives with significant public visibility or strategic importance may be granted a sub-logo.

The decision to grant sub-logos or site-specific logos is made by the Executive Board in consultation with the Communications Department. Currently, there are two officially recognized sites with dedicated logos: MDC-BIMSB and HI-TAC.

PRIMARY BRAND

MAX DELBRÜCK CENTER

PROGRAMS / PORJECTS / INITIATIVES

MAX DELBRÜCK CENTER ALUMNI

MAX DELBRÜCK CENTER FREUNDESKREIS

MAX DELBRÜCK CENTER GRADUATE SCHOOL

MAX DELBRÜCK CENTER LABOR TRIFFT LEHRER*IN

SITES

MAX DELBRÜCK CENTER BIMSB — Berlin Institute for Medical Systems Biology

MAX DELBRÜCK CENTER HI-TAC — Helmholtz Institute for Translational AngioCardioScience

UMBRELLA BRAND → GREATER VISUAL INDEPENDENCE

BRAND ARCHITECTURE

1

primary brand

MAX DELBRÜCK CENTER

2

Programs / Projects / Initiatives

MAX DELBRÜCK CENTER ALUMNI

MAX DELBRÜCK CENTER FREUNDESKREIS

MAX DELBRÜCK CENTER GRADUATE SCHOOL

MAX DELBRÜCK CENTER LABOR TRIFFT LEHRER*IN

Sites

MAX DELBRÜCK CENTER BIMSB — Berlin Institute for Medical Systems Biology

MAX DELBRÜCK CENTER HI-TAC — Helmholtz Institute for Translational AngioCardioScience

3

Cooperations / Partners

iNames

Heibrids

Partner institutions

ECRC Experimental & Clinical Research Center

IBM Plex
AaBbCc

Templates

Key Visual

GREATER VISUAL INDEPENDENCE

SITE LOGO
MDC-BIMSB

Sub-logos in the ›Site‹ category consist of the standard logo combined with the location acronym, followed by the full name of the site.

The form and color of all logo elements are strictly defined and must not be altered. Always use the official logo files provided in the logo toolkit. Do not rearrange, recreate, or modify the logo in any way.

The sub-logo is only available in one configuration.

SITE LOGO
MDC-BIMSB COLOR VERSIONS

The MDC-BIMSB site sub-logo is available in one color version, which serves as the standard: white text on a blue background. **If the visibility of the full-color logo is insufficient – such as on photographs or backgrounds with low contrast – the knockout version (see bottom line) should be used. The black version is reserved for exceptional cases only, such as black-and-white printing (e.g., fax).**

Standard blue / white

MAX DELBRÜCK CENTER BIMSB | Berlin Institute for Medical Systems Biology

MAX DELBRÜCK CENTER BIMSB

Knockout monochrome

SITE LOGO
HI-TAC

Sub-logos in the category “Programs / Projects / Initiatives” consist of the standard logo and the name of the program, project, or initiative.

The shape and color of the logo’s elements are precisely defined and unchangeable. Always use the files from the Logo Pool and never reconfigure the logo.

The sub-logo is only available in one configuration.

SITE LOGO
HI-TAC
COLOR VERSIONS

The sub-logo is available in one color version: with blue background. This full-color logo should be used as the standard logo.

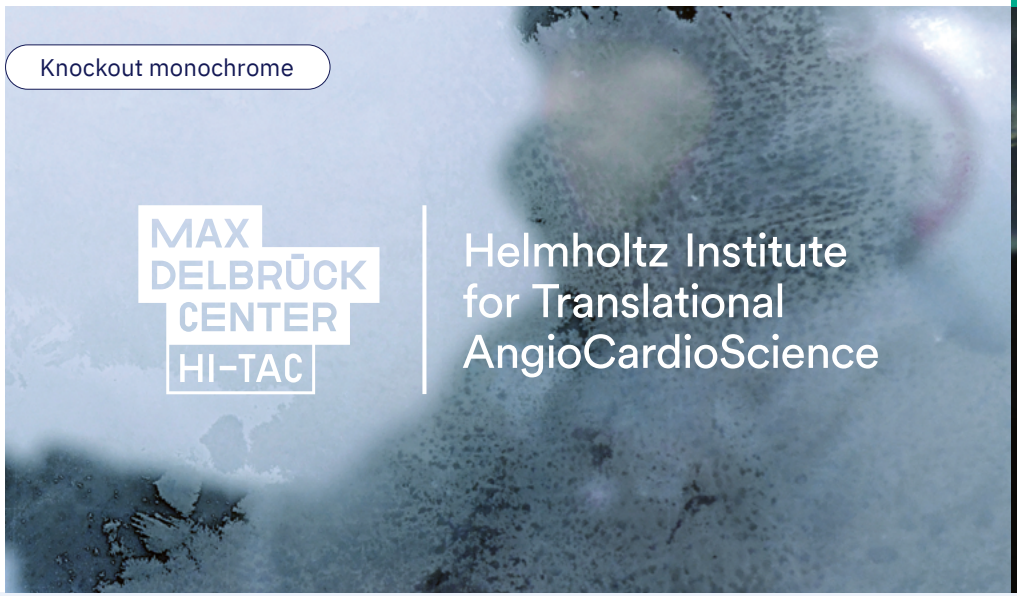
If the full-color logo's visibility is reduced on photographs and different background colors due to insufficient contrast, the stenciled logo (black or white) should be used.

Standard blue / white

MAX DELBRÜCK CENTER HI-TAC | Helmholtz Institute for Translational AngioCardioScience

MAX DELBRÜCK CENTER HI-TAC

Knockout monochrome



PROGRAMS / PROJECTS / INITIATIVES SUB-LOGO
EXAMPLE

Sub-logos in the category ›Programs / Projects / Initiatives‹ consist of the standard logo combined with the name of the respective program, project, or initiative.

The form and color of all logo elements are strictly defined and must not be altered. Always use the official logo files provided in the logo toolkit. Do not rearrange, modify, or recreate the logo under any circumstances.

The sub-logo is only available in one configuration.

PROGRAMS / PROJECTS / INITIATIVES LOGO
COLOR VERSION

The sub-logo for programs, projects, and initiatives is available in a single full-color version, which serves as the standard. **If the visibility of the full-color logo is insufficient – such as on photographs or backgrounds with low contrast – the knockout version (see bottom line) should be used. The black version is reserved for exceptional cases only, such as black-and-white printing (e.g., fax).**

Standard blue / white

MAX DELBRÜCK CENTER ALUMNI

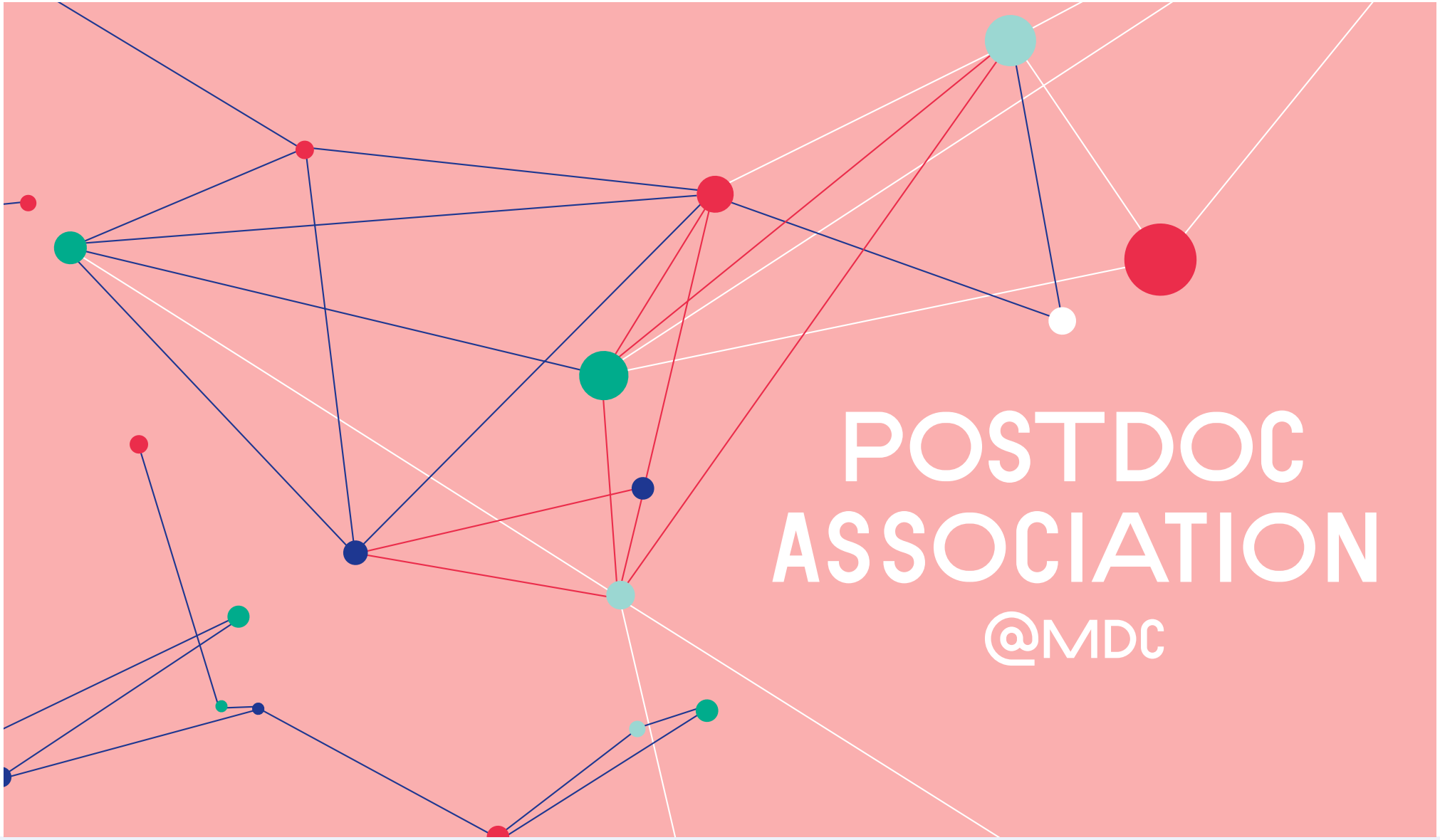
MAX DELBRÜCK CENTER ALUMNI

Knockout monochrome

MAX DELBRÜCK CENTER ALUMNI

THEMES
KEY VISUAL
EXAMPLE

The form and color of the key visual are strictly defined and must not be altered. Always use the officially provided files. **Do not rearrange or modify the key visual in any way. Topic areas (e.g., PostDoc Association, Diversity) that do not have a sub-logo may be assigned a key visual for identification purposes. The use and assignment of key visuals is determined by the Communications Department.**



THEMES
KEY VISUAL
EXAMPLE

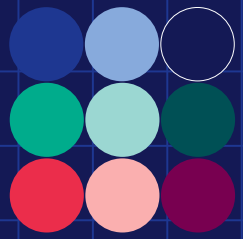
The form and color of the key visual are strictly defined and must not be altered. Always use the officially provided files. **Do not rearrange or modify the key visual in any way. Topic areas (e.g., PostDoc Association, Diversity) that do not have a sub-logo may be assigned a key visual for identification purposes. The use and assignment of key visuals is determined by the Communications Department.**

The Design System

THE DESIGN SYSTEM AT A GLANCE

The design system is modular and flexible, allowing for consistent use across all media – print, digital, and spatial. Core principles such as the grid, typography, icons, and color usage are clearly defined and apply to all formats. These elements provide a cohesive framework while enabling a wide range of creative possibilities.

MDC HIGHLIGHT FONT



IBM Plex is the new corporate design font.

IBM Plex is a friendly and highly versatile sans-serif typeface. Its relatively high x-height ensures good readability in print, web, and mobile interfaces –

even at the smallest font sizes.

MAX DELBRÜCK CENTER

COLOR PALETTE

The MDC color palette is a key element of the visual identity. The primary colors establish brand recognition – **at least one shade of blue should be used** in every piece of communication. The secondary colors serve as accents, adding variety and vibrancy to the overall design. **Only colors from the official palette may be used. The full range of primary and secondary colors is available for use.**

Primary colors

Blue
CMYK 100.85.0.0
Pantone 287
RGB 30.55.145
HEX #1e3791

Light Blue
CMYK 50.22.0.0
Pantone 278
RGB 135.170.220
HEX #87aadc

Dark Blue
CMYK 100.90.0.50
Pantone 2767
RGB 20.25.85
HEX #141955

Secondary colors

Red
CMYK 0.90.65.0
Pantone 199
RGB 235.45.75
HEX #eb2d4b

Light Red
CMYK 0.40.25.0
Pantone 700
RGB 250.175.175
HEX #faafaf

Dark Red
CMYK 35.100.20.40
Pantone 683
RGB 120.0.80
HEX #780050

Teal
CMYK 75.0.55.0
Pantone 339
RGB 0.172.140
HEX #00ac8c

Light Teal
CMYK 40.0.20.0
Pantone 628
RGB 155.215.210
HEX #9bd7d2

Dark Teal
CMYK 100.35.62.40
Pantone 3302
RGB 0.80.85
HEX #005055

TYPOGRAPHY
IBM PLEX SANS

IBM Plex Sans is a friendly and highly versatile sans-serif typeface. Its relatively large x-height ensures excellent legibility across print, web, and mobile interfaces – even at very small font sizes.

IBM Plex Sans should be used as the standard typeface for all internal and external communication. The typeface is freely available and comes pre-installed on all Windows devices at the Max Delbrück Center. Mac and Linux users can find installation instructions at: corporatedesign.mdc-berlin.de

IBM PLex Sans

IBM Plex can be used in all font styles.

Thin

Extra light

Light

Regular

Medium

Semibold

Bold

IBM Plex Sans is a friendly and highly versatile sans-serif typeface. Its relatively large x-height ensures excellent legibility across print, web, and mobile interfaces – even at very small font sizes.

IBM Plex Sans should be used as the standard typeface for all internal and external communication. The typeface is freely available and comes pre-installed on all Windows devices at the Max Delbrück Center.

IBM Plex includes many special characters, including: [\]^_`{|}~¡¢£¥¦§¨©ª«¬®°±²³´µ¶» ½¾¿ÇπÈËЂЃЄSIЇJЉЊЋЌЙЎЏАБВЖЖ‰₡₤₦₧₩₪₫€₭₮₯₰₱№ΩЄ⅐⅑⅓⅔⅕⅖⅗⅘ ⅙←↑→↔↩↪↰↶↷∆∏∑−√∞∫≈≠≤≥◊×ᑕЄ₣©flíjjЃЈ

TYPOGRAPHY
MDC GARAJE

MDC Garaje is the Max Delbrück Center's custom-designed typeface. It is based on the logo concept and features varying letter widths, creating a dynamic and distinctive typographic style. Its unique character contributes to the recognizability and tone of the corporate design. **MDC Garaje is used as a highlight typeface. It is licensed for professional use by the Communications Department. If you need access to the Garaje typeface, please contact the Communications Department.**

The MDC Garaje has three font styles.

MDC

REGULAR

HIGHLIGHT

MEDIUM

SCHRIFT

BOLD

The MDC Garaje uses three letter widths

M

ABEFGHIJKL
MNOPQRSTUV
WXYZ
1234567890
[{ (. : , ;) }] & ? !

WIDE

D

ABDEFGHIJKL
NOPQRSTUVW
XYZ
1234567890
[{ (. : , ;) }] & ? !

NORMAL

C

ABCEFGHIJKL
NOPQRSTUVWXYZ
1234567890
[{ (. : , ;) }] & ? !

NARROW

If IBM Plex and MDC Garaje cannot be used for technical reasons (e.g., in documents created with Microsoft Office), the system typeface Arial should be used as a fallback.

Fallback Typeface Arial

If IBM Plex and MDC Garaje cannot be used for technical reasons (e.g., in documents created with Microsoft Office), the system typeface Arial should be used as a fallback.

Arial, for example, is set as the default font for PowerPoint presentations.

Arial can be used in all font styles.

Light

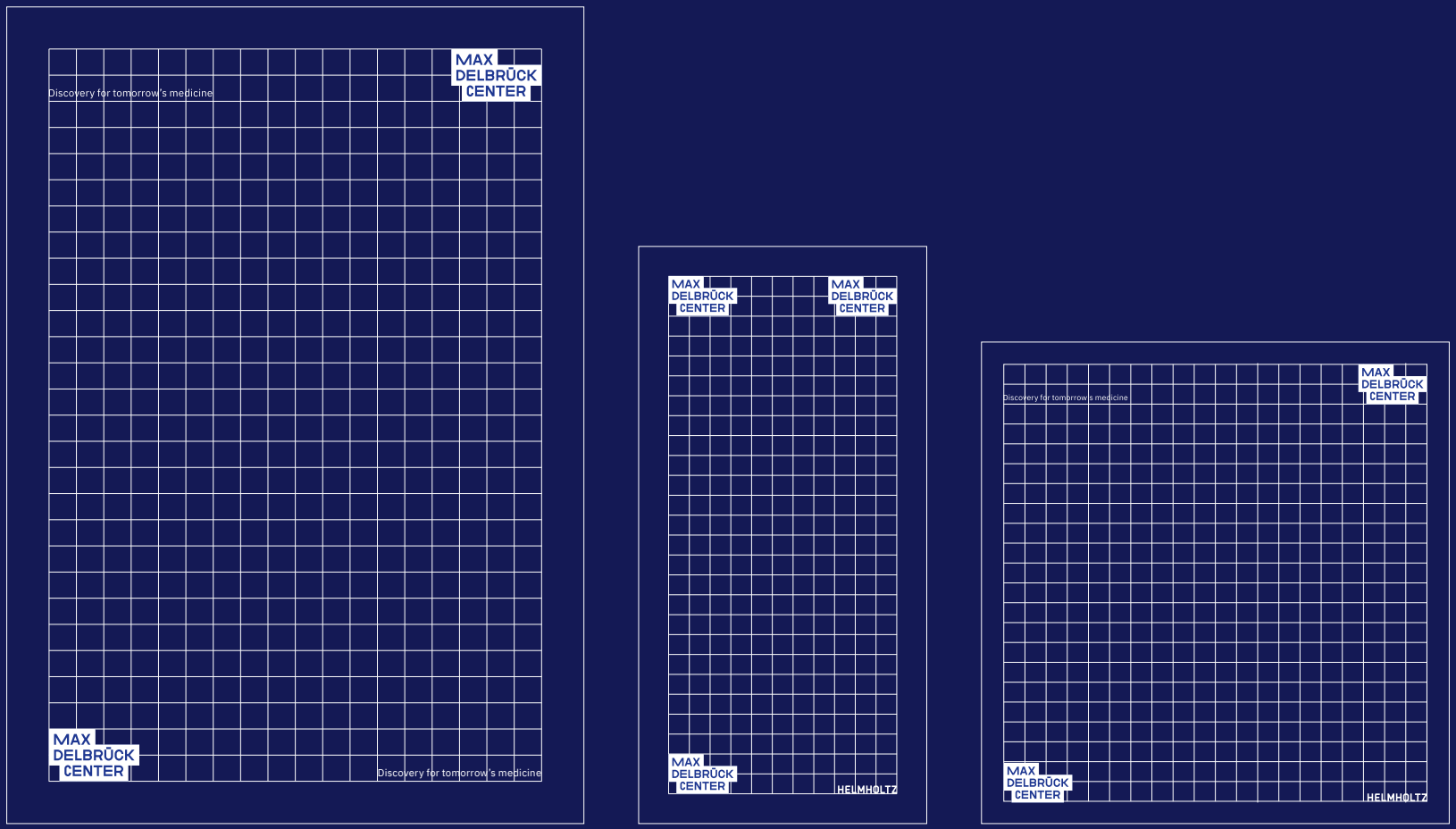
Regular

Medium

Bold

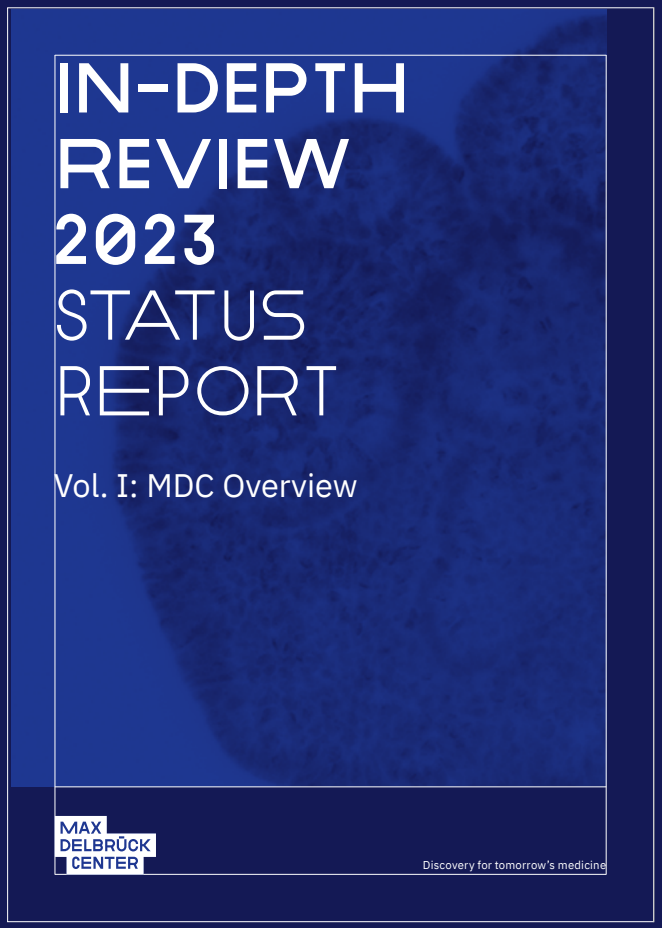
Black

LAYOUT BASICS BY FORMAT



Baseline grid: ½ logo height

LAYOUT BASICS BY FORMAT



Color and image areas can be moved within the grid.

Sample Media

SAMPLE MEDIA
BUSINESS STATIONERY (WORD TEMPLATE)

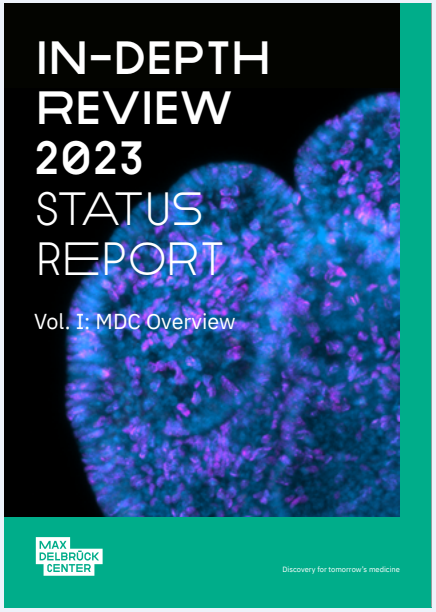
Letterhead

Letterhead labeling

Business card

SAMPLE MEDIA
PUBLICATIONS AND BROCHURES

MDC 2030 Publikation
265 x 210 cm



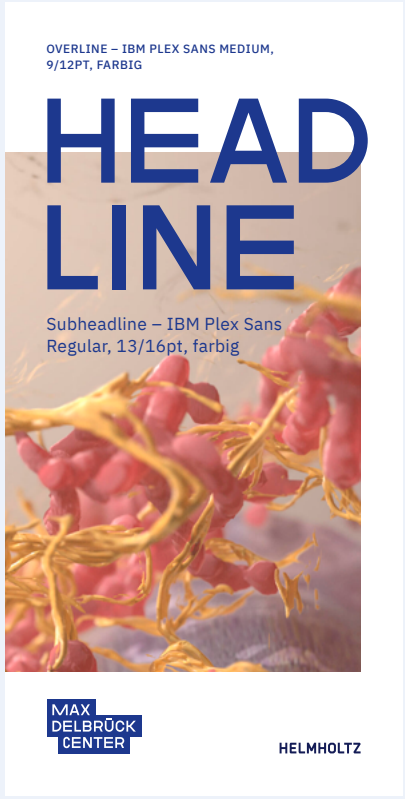
Evaluation Report
DIN A4

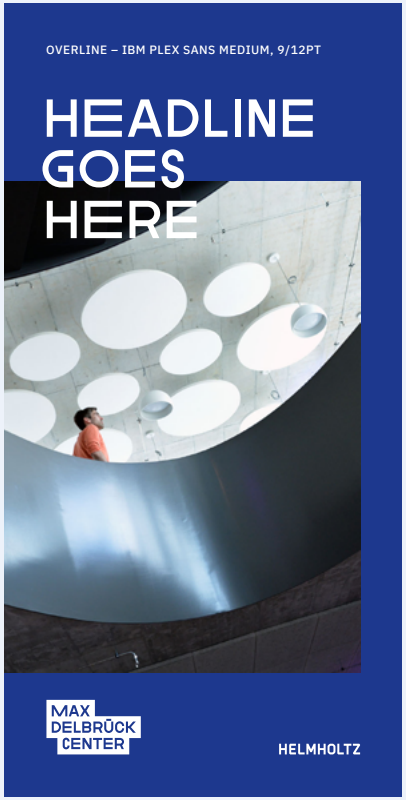
Technology Platforms Publication
265 x 210 cm

LTL Flyer
DINlang

Imageflyer
175 x 170 cm

SAMPLE MEDIA
DL FLYER TEMPLATE (DIN LONG)

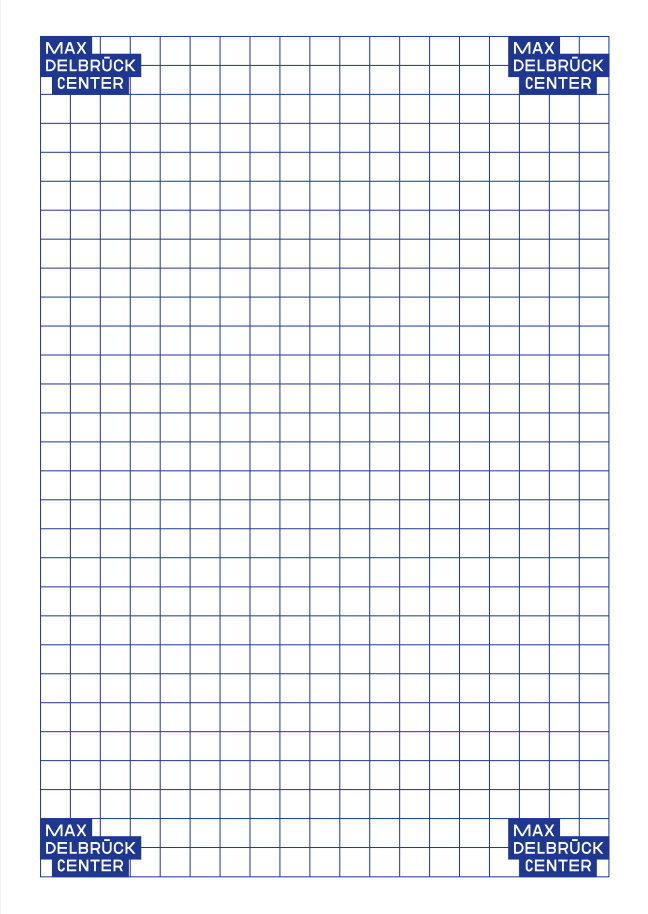




Title variations
Images and colors can be exchanged

Inner pages

SAMPLE MEDIA
EVENT POSTER (FREE FORMAT)



SAMPLE MEDIA
EVENT POSTER WORD TEMPLATES

The MDC logo, colors, and fonts are mandatory.

The blue/white boxes provide the opportunity to insert content in a structured manner.

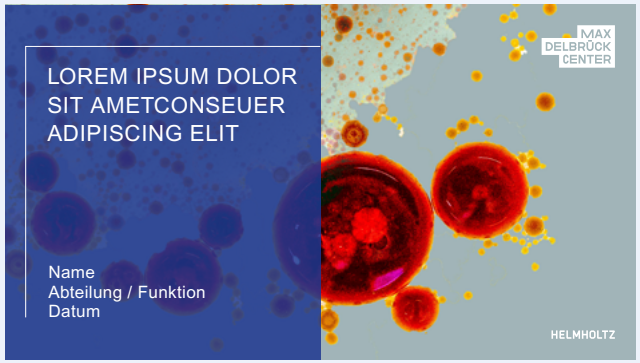
Series titles (vertical format) can be requested from the communications department.

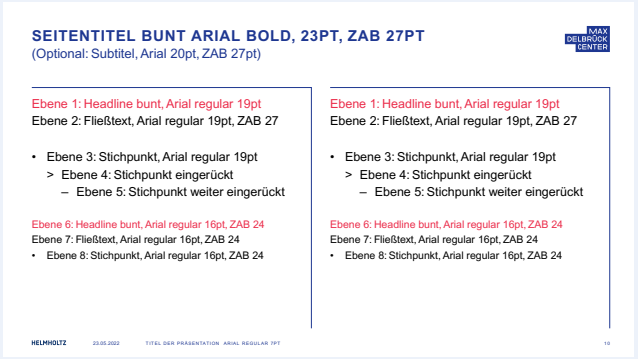
Please replace the background images.

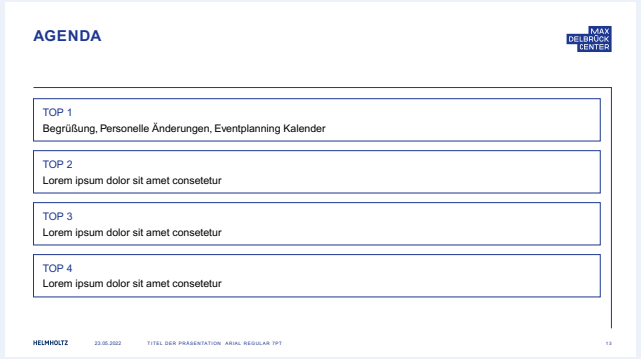
Partner logos can be inserted if needed; otherwise, please remove them.

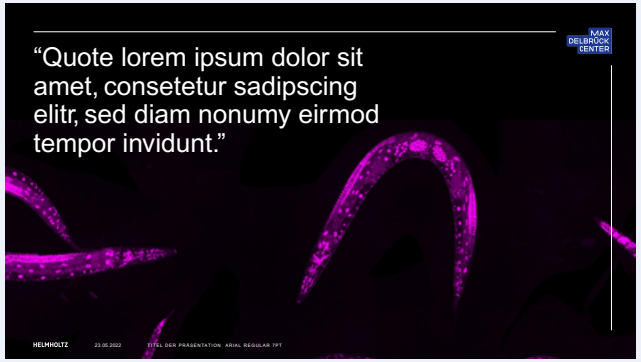
SAMPLE MEDIA
POWER POINT

Please use the corporate colors for graphics.

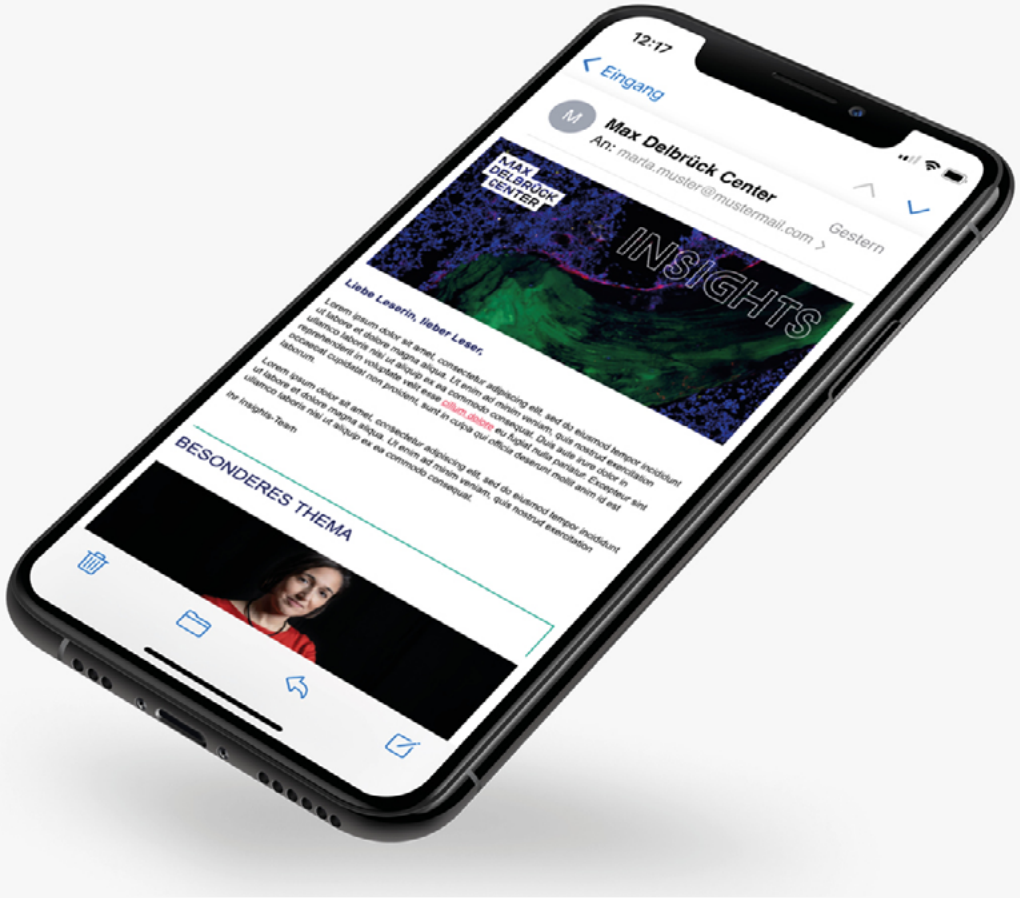








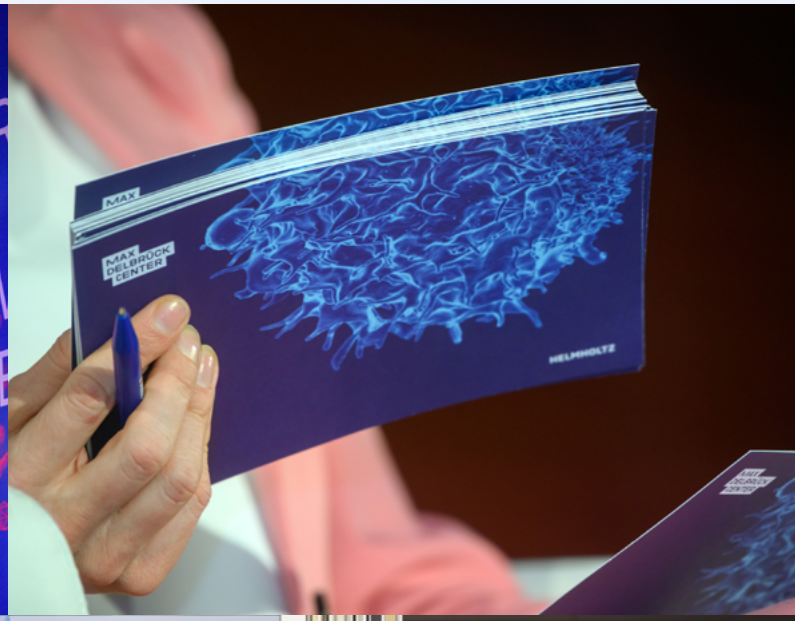
SAMPLE MEDIA
NEWSLETTER AND SOCIAL MEDIA TEMPLATES



SAMPLE MEDIA
2030 PUBLICATION

SAMPLE MEDIA
GIVE-AWAYS

SAMPLE MEDIA
EVENT DESIGN



SAMPLE MEDIA
EXHIBITION

CONTACT & IMPRINT

Do you have questions, comments, or need support?

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