CORPORATE DESIGN

Guidelines
Current as of: August 2022
The Max Delbrück Center

The Max Delbrück Center for Molecular Medicine in the Helmholtz Association – or the Max Delbrück Center for short – is one of the world’s leading biomedical research institutions. At the MDC’s locations in Berlin-Buch and Mitte, researchers from some 70 countries analyze the human system – investigating the biological foundations of life from its most elementary building blocks to systems-wide mechanisms. By understanding what regulates or disrupts the dynamic equilibrium in a cell, an organ, or the entire body, we can prevent diseases, diagnose them earlier, and stop their progression with tailored therapies. Patients should benefit as soon as possible from basic research discoveries.

In order to translate the Max Delbrück Center’s outstanding position in molecular medicine into a distinct visual language, we have developed a new corporate design (CD).

To enable you to easily use this visual identity in a coherent and consistent way, the guidelines in this manual aim to achieve the following:

– Explain how the visual and verbal system works.
– Provide practical advice on how to employ the CD elements.
– Make it simpler for you to create and produce effective communications.

Our new corporate design emphasizes the visibility of the Max Delbrück Center, and enables us to position ourselves - internally and externally - as an innovative and dynamic research center.
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

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New Public Name

In order to make the name “Max Delbrück Center for Molecular Medicine in the Helmholtz Association” catchier and monolingual and thus more suitable for day-to-day use, “Max Delbrück Center” will be used going forward.

NEW ›PUBLIC 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.
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.”

A modern, striking and modular design.

Dynamic letter widths

Modular configuration
The new logo is visually strong and to the point (a minimalist word mark). The logo is only available in one language. The standard logo is shown below.

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.

Primary logo configuration
The logo is based on a grid. All logo variants are created by changing the position of the horizontal bars.
The Logo
Different Configurations

In addition to the standard configuration (top left), the logo is available in five other configurations. These are incorporated into the various templates.

You can use any of these configurations. (When in doubt, it’s best to use the standard logo.) Always use the files from the Logo Pool and never reconfigure the logo.
The Logo
Sizes

Please use the information below to correctly set the logo size. This will ensure the logo is displayed in the best way possible in any size.

The logo should never be reproduced smaller than 5 mm in height. Any size smaller than this is not recommended.

--

Logo size for DIN A3 (140%)

Logo size for DIN A4 (100%)

Recommended minimum size (26,5%)

Print formats

<table>
<thead>
<tr>
<th>Format</th>
<th>Scaling*</th>
</tr>
</thead>
<tbody>
<tr>
<td>DIN A6</td>
<td>68,5 %</td>
</tr>
<tr>
<td>DIN long</td>
<td>76 %</td>
</tr>
<tr>
<td>DIN A5</td>
<td>76 %</td>
</tr>
<tr>
<td>DIN A4</td>
<td>100 %</td>
</tr>
<tr>
<td>DIN A3</td>
<td>140 %</td>
</tr>
<tr>
<td>DIN A2</td>
<td>200 %</td>
</tr>
<tr>
<td>DIN A1</td>
<td>280 %</td>
</tr>
<tr>
<td>DIN A0</td>
<td>400 %</td>
</tr>
<tr>
<td>Roll-up</td>
<td>600 %</td>
</tr>
</tbody>
</table>

* based on the standard size in the Logo Pool
The clear space is based on the design grid (3x) and surrounds the logo on all sides. This protected zone is already incorporated into the print files provided in the Logo Pool.

Ensure enough space is maintained between the logo and surrounding design elements.
The logo is available in one color version: white font on 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.
The Logo
Please Don’t ...

The consistent use of the logo is essential for a clear perception of the brand.

Some examples of what not to do are shown below. Such alterations to the logo are not permitted.

- Improper color version of the logo
- Improper color version of the logo
- Improper color version of the logo
- Improper color version of the logo
- Rearrangement of the logo components
- Poor legibility on busy image
- Rotation
- Distortion
- Shadows
The Brand Architecture
Decisions on the use of sub-logos and sites will be made by the MDC Board of Directors in consultation with the Communications Department. The MDC currently has one site: MDC-BIMSB.

The Brand Architecture

**Umbrella Brand**

**Programs / Projects / Initiatives**

**Sites**

All research labs, technology platforms, projects, departments, and employees use the umbrella brand logo. Some programs, projects, and initiatives which are highly recognized or whose outreach activities are of high public interest may be given a sub-logo.
The Brand Architecture

1. Umbrella Brand
2. Programs / Projects / Initiatives
3. Cooperations / Partner

Partner Institutions:
- iNames
- Heibrids

Keyvisual:
- IBM Plex
- AaBbCc

Templates:
- MAX DELBRÜCK CENTER
- ECRC
- Berlin Institute for Medical Systems Biology

Greater Visual Independence
Sites
Logo Construction
(Example)

Sub-logos in the category “Sites” consist of the standard logo and the acronym along with the site’s full name.

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.
Sub-logos in the category “Sites” consist of the standard logo and the acronym along with the site’s full name.

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.
The site-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.

<table>
<thead>
<tr>
<th>Sites</th>
<th>Color Versions (Example)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Standard blue / white</td>
</tr>
</tbody>
</table>

| MAX DELBRÜCK CENTER BIMSB | Berlin Institute for Medical Systems Biology | MAX DELBRÜCK CENTER BIMSB | Berlin Institute for Medical Systems Biology |

| Stenciled monochrome | Berlin Institute for Medical Systems Biology | Stenciled monochrome | Berlin Institute for Medical Systems Biology |
Logo Construction

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.
Programs / Projects / Initiatives

Logo Construction

(Example)

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.
Programs / Projects / Initiatives

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.
The Design System
The Design System at a Glance

The design system is modular and flexible. It can be used in print, digital, and spatial media.

Predefined core principles such as the grid structure and the use of fonts, symbols, and colors apply to all media and open up a wide range of design possibilities.

IBM Plex is the new Corporate Design typeface

IBM Plex is a friendly and very versatile grotesque-style typeface. The relatively tall x-height gives it excellent legibility in print, web, and mobile interfaces – even in the smallest font sizes.
Color Palette

The new MDC color palette is a key element of the visual identity. The primary colors establish the recognizability to the brand: at least one shade of blue should be used in every communication. The secondary colors are added as highlights; they add variety and liveliness. Use only colors from the palette (all the primary and secondary colors in the palette can be used).

<table>
<thead>
<tr>
<th>Primary colors</th>
<th>Secondary colors</th>
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</thead>
<tbody>
<tr>
<td><strong>Blue</strong></td>
<td><strong>Light Blue</strong></td>
</tr>
<tr>
<td>RGB 30.55.145</td>
<td>RGB 135.170.220</td>
</tr>
<tr>
<td>CMYK 100.85.0.0</td>
<td>CMYK 50.22.0.0</td>
</tr>
<tr>
<td>Pantone 287</td>
<td>Pantone 278</td>
</tr>
<tr>
<td>HEX #1e3791</td>
<td>HEX #87aad</td>
</tr>
</tbody>
</table>

| **Red** | **Light Red** | **Dark Red** |
| RGB 235.45.75 | RGB 250.175.175 | RGB 120.0.80 |
| CMYK 0.90.65.0 | CMYK 0.40.25.0 | CMYK 35.100.20.40 |
| Pantone 199 | Pantone 700 | Pantone 683 |
| HEX #eb2d4b | HEX #faafaf | HEX #780050 |

| **Teal** | **Light Teal** | **Dark Teal** |
| RGB 0.172.140 | RGB 155.215.210 | RGB 0.80.85 |
| CMYK 75.0.55.0 | CMYK 40.0.20.0 | CMYK 100.35.62.40 |
| Pantone 339 | Pantone 628 | Pantone 3302 |
| HEX #00ac8c | HEX #9bd7d | HEX #005055 |
IBM Plex is a friendly and very versatile grotesque-style typeface. The relatively tall x-height gives it excellent legibility in print, web, and mobile interfaces, even in the smallest font sizes.

IBM Plex should be used by everyone at the MDC as the standard font for internal and external communications. It is freely available and is automatically installed on computers at the MDC. Mac and Linux users can find installation instructions here: corporatedesign.mdc-berlin.de

IBM Plex

The Design System

Subline lorem ipsum dolor

Intro lorem ipsum dolor sit amet

Intro lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Copy lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.
MDC Garaje is the MDC’s own individualized typeface. It is based on the logo concept and features varying letter widths. This dynamic and exciting typeface is a big part of the recognizability and tonality of the Max Delbrück Center’s new corporate design.

MDC Garaje is used as the “standout” typeface in external and internal communications. It is licensed for professional use by the Communications Department.
The system font Arial may be used as an alternative typeface, but only in special situations where IBM Plex is not available.

Typography
Alternative Font: Arial

Light
Regular
Medium
Bold
Black

Subline lorem ipsum dolor
Intro lorem ipsum dolor sit amet
Intro lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Copy lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Caption lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.
Do you have any questions or remarks, do you need assistance?
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