

Press Kit

➤ Logo Usage Guidelines



→ U-Space Berlin Logo

→ Primary Logo

U SPACE BERLIN

- Use full-color on light backgrounds
- Use reversed on dark backgrounds
- Do not alter the logo

→ Clear Space



Maintain clear space around the logo.

→ Minimum Size

U SPACE BERLIN

U SPACE BERLIN



Ensure logo is legible at all sizes.

- Digital Min: 120px
- Print Min: 3mm (height)

→ Color Variations

U SPACE BERLIN

U SPACE BERLIN

U SPACE BERLIN

U SPACE BERLIN

→ Background Control

Acceptable:



Avoid:



Use appropriate backgrounds.

→ Incorrect Usage

U SPACE BERLIN

No effects

U SPACE BERLIN

Wrong color

U SPACE BERLIN

Do not stretch

→ File Formats



SVG / EPS for print



PNG for Digital.
All PNG files have transparent background.

→ Contact

Startup Colors

uspace@startupcolors.com

→ Reallabor Logo

→ Logo



- Use full-color on light and dark backgrounds
- Do not alter the logo

→ Clear Space



Maintain clear space around the logo.

→ Minimum Size



Ensure logo is legible at all sizes.

- Digital Min: 120px
- Print Min: 6mm (height)

→ Incorrect Usage



No effects



Do not stretch, no modify

→ Logo Use

The funding guideline logo should be used on your websites and on all communication products published within the scope of the project funding (U-Space Berlin).

Furthermore, please link to the SenWiEnBe website on your platforms in reference to the funding. Use the following link:

[Förderprogramme-Berlin.de](https://foerderprogramme-berlin.de)

→ File Formats



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