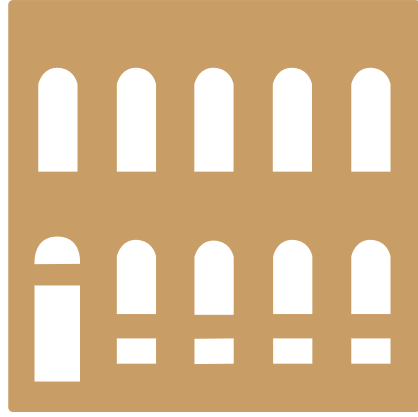


# Corporate Design Manual

BILLROTHHAUS



Event culture since 1893

## Print

The use of fonts in printed publications is regulated in detail.

### Title (headline)

Rotis Semi Serif Std / 55 Regular

### Body type (for text in paragraphs)

Rotis Sans Serif Pro / Light

### Subhead and accentuations

Rotis Sans Serif Pro / Bold

### Logo font

Rotis Sans Serif Pro / Light

## Web

The use of fonts on our website is flexible.

These fonts are allowed on the website:

- Post Grotesk Light / Book / Medium
- Rotis Serif Pro 55 Roman / Pro 65 Bold
- Rotis Semi Serif Pro 65 Bold

# Logo

## Word and design mark print and digital



Protected area must measure at least 10% of logo breadth



On colorful background the logo must be used in white (inverse).

## minimum size



# Logo

## Word and design mark print and digital

 **BILLROTHHAUS** Alternative use (small logo)

Special form for use only on [www.billrothhaus.at/location](http://www.billrothhaus.at/location)

 **BILLROTHHAUS**

## Billroth-Gold



CMYK: 25 40 65 0  
RGB: 202 158 103  
Hex.: #B6884F

In favour of legibility, a dark variation of the colour may be used for very small writing on printed documents only.

**CMYK** 25 40 65 10  
**RGB** 187 147 96

The gold colour may not be altered when used online (#B6884F).

### Conversion of Billroth-Gold in greyscale

BILLROTHHAUS



Grey: 0 0 0 45

# Corporate Wording

## Corporate Wording

Correct spelling:

Billrothhaus

Incorrect wording/incorrect spelling:

~~Billrothouse~~

~~Billroth-House~~

~~Billroth House~~