

90 x 50 mm

1 / Contact details

- Position: left-aligned with the logo text, no closer than 8 mm to the right-hand edge, multiline if content is longer
- Font: Helvetica Neue 45 Light
- Size: 7.5 pt
- Line spacing: 8.25 pt
- Character spacing: 200
- Colour: black



2 / Hashtag

- Font: Helvetica Neue 75 Bold
- Size: 8.5 pt
- Character spacing: 150
- Colour: white



3 / Small text

- Font: Helvetica Neue 55 Roman
- Size: 7.5 pt
- Character spacing: 150
- Colour: white

4 / Large text

- Font: Helvetica Neue 75 Bold
- Size: max. 60 pt
- Character spacing: 0
- Colour: white

Option 2

90 x 50 mm

The following variant may be used for markets where bilingual business cards are commonly used.

1 / Contact details local language

- Position: left-aligned with the logo text, no closer than 8 mm to the right-hand edge
- Font: Helvetica Neue 45 Light
- Size: 7.5 pt
- Line spacing: 8.25 pt
- Character spacing: 200
- Colour: black



2 / Contact details German

- Position: left-aligned with the logo text, no closer than 8 mm to the right-hand edge
- Font: Helvetica Neue 55 Roman (an exception for the purpose of imitating the look of Helvetica Neue 45 Light in a small font size, negative on a red background)
- Size: 7.5 pt
- Line spacing: 8.25 pt
- Character spacing: 200
- Colour: white

