Factory Berlin

2020

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Vision & Mission

→ Our Mission

We re-imagine collaboration by connecting people, ideas and resources to impact our communities, our surroundings and our world.

→ Mission Statement

We connect and empower creators who re-imagine the world.

→ Our Vision

To become the world’s largest hub of connection, inspiration and education, empowering creators to embrace new thought, to collaborate and innovate.

-02

Core Values

Our core values guide us as we grow both in size and in influence. They help us ensure that our culture extends beyond the physical walls of our campuses with our members, our staff, our partners and our products.

→ Open Minded

→ Community

→ Ambition & Drive

→ Creativity

→ Empowerment

→ Dependability

-03

Logo

Wordmark

The logo is our most valuable visual asset. We are clear and direct, bold and classic in all our communication. To represent this visually the wordmark is set in a customized version of the Helvetica Neue bold font.

Factory Berlin

Download Logo

Logo

Safe Zone

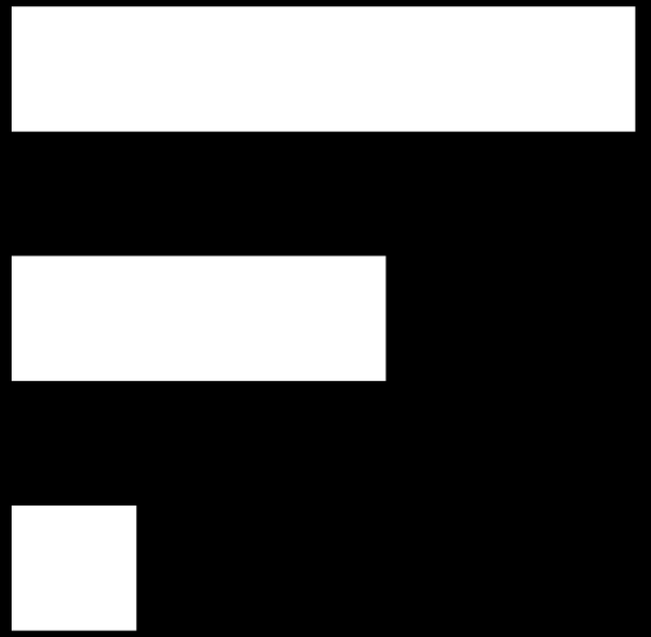
The logo's 'safe zone' gives it room to breathe. It should remain untouched and free of any distracting elements. The extended area includes the ascender and descender of the logo and can be used secondarily to align text, photos or graphical elements.

Logo

Logo Mark

The figurative mark is the iconographic representation of the Factory Berlin brand. It is an abstraction of the letter “F”.

It symbolises the modularity and growing character of the brand.



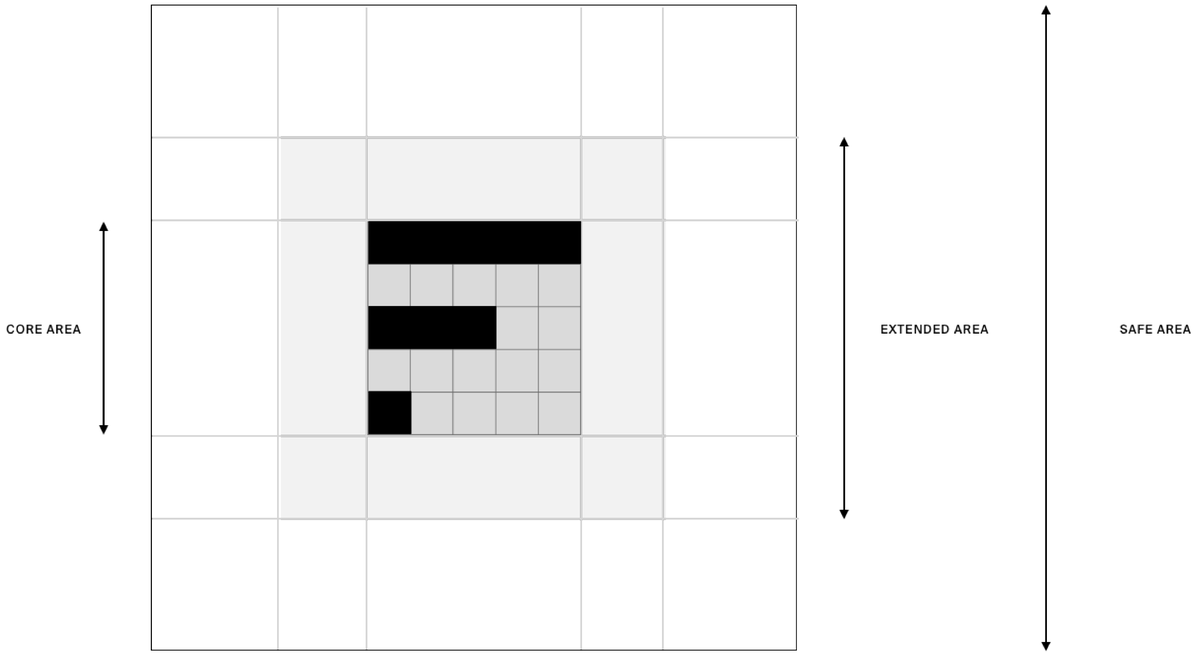
Download Logo

Logo

Logo Mark -
Grid & Safe Area

It survives very low resolutions due to its angular and square appearance.

The symbol is mainly used for square spaces like social media avatars, logo walls or a favicon, for example.



Logo

Incorrect Use

It is vital that the logo remains consistent across all communications. It must not be modified or altered in any way.

Don’t use the old Factory logo

Do not rotate the logo

Do not compress or stretch the logo

Never use our logo in any color other than black or white

The wordmark and logomark should not be placed so closely to each other

Don't outline the logo or add and textured fills

Never alter or split the log into two lines

Never use alternative text in place of our logo

Logo

Scaling and Placement

Generally the logo size should be between 15-20% of the document size.

The placement depends on the type of communication, but for most printed documents the logo should be placed in the top right corner (with respect to page margins).

The logo can also be centered and placed at the bottom when used in presentations, signage, and one-off documents.

-04

Color

As a platform for our members to build the world of tomorrow, Factory Berlin is a neutral canvas. Our primary colors mirror this, and include a vibrant yellow representative of energy, innovation and creativity.

The primary color palette prioritizes whitespace to contrast with black and dark grey texts.

The yellow is used to highlight special graphic elements and the light grey is used to gently contrast elements and areas.

Perfume is a secondary color and brings warmth to our visual communications around Community. Both Yellow and Perfume are to be used sparingly.

-05

Typography

Primary

If the body of the brand is design, then typography is the body language. Our type is clean, objective and functional whilst still feeling modern and friendly.

Download Font

Suisse Int’l is a neo-grotesque sans-serif typeface. The design follows in the style of Helvetica and sits perfectly alongside the Factory Berlin logo. Suisse comes in a huge superfamily. There are condensed, monospaced, humanist and serif versions of Suisse available that all work together harmoniously.

Typography

Secondary

Vanguard CF Bold is our ‘outdoor voice’. We use it sparingly when we have something important to say. This is primarily done through campaigns, programs, ads, etc.

Usage of this font is only at the discretion of Factory Berlin designers as it is not suitable for all visual touchpoints.

VANGUARD CF IS A POWERFUL AND ELEGANT DISPLAY TYPEFACE, CONSTRUCTED TO MAXIMIZE HORIZONTAL SPACE. THIS VERSATILE DISPLAY TYPEFACE SHOULD BE USED SPECIFICALLY IN HEADLINES. IT IS EASILY ADAPTABLE TO A WIDE RANGE OF MESSAGES AND TO MAKE THE MOST USE OF HORIZONTAL SPACES.

-06

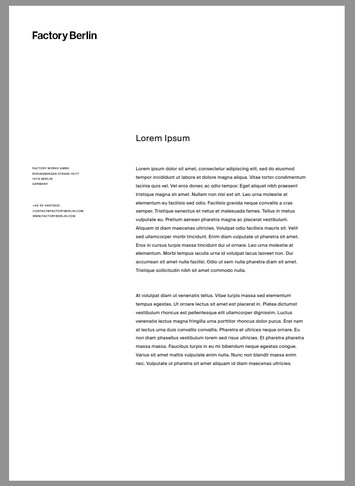
Templates

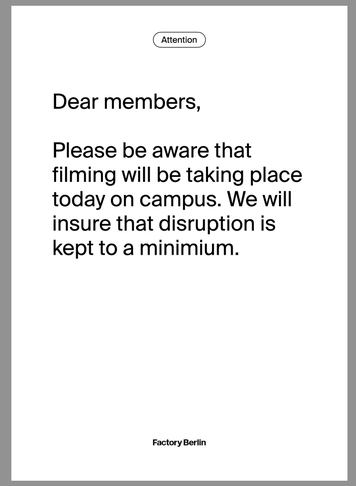
To ensure consistency in both the visual and verbal communication of our brand, we've developed certain templates that should be used when possible, or as a framework to create your own documents, presentations and other assets.

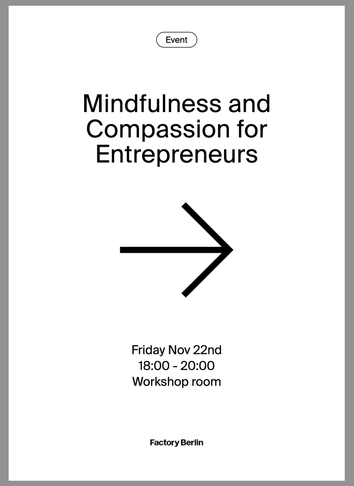
Please adhere to the visual templates built by the design team, taking care to use the correct font sizes, colours and capitalization when creating your own documents, and to pay attention to the tone of voice guidelines when creating copy.

Should you need, please always double-check copy with the Brand Team before sending externally, or ask another German or English native speaker to proofread for any typos or other errors. The Design Team are also always happy to approve assets before they go live.

Download Templates





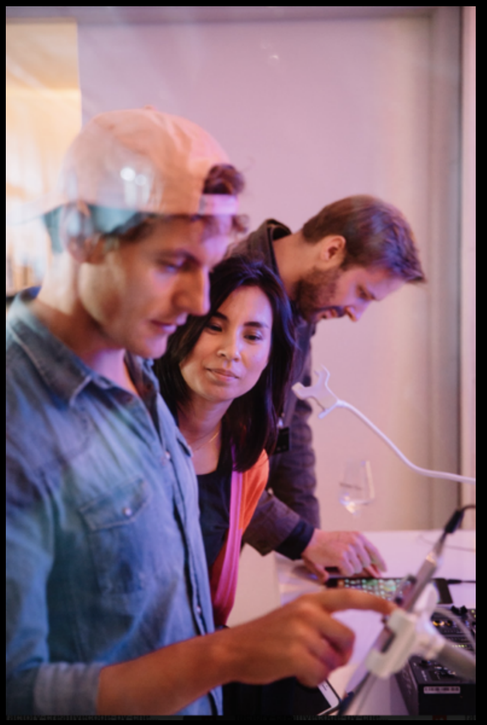


-07

Imagery

Our photography and video style captures genuine moments of connection within our community - the exchanging of ideas, collaboration, laughter - the daily interactions that make our community what it is.

Aesthetically, we deepen the darker tones to give more contrast to the images and compliment the black and white brand. Increased saturation gives vibrance and energy to the environments.

At times we also lean on ‘images with impact’ that illustrate the scale, breadth and impressiveness of the community, network and spaces.

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