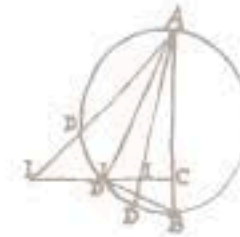


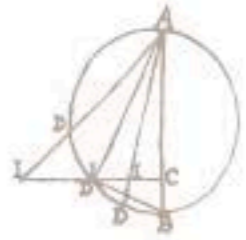
**MAX PLANCK INSTITUTE
FOR THE HISTORY OF SCIENCE**



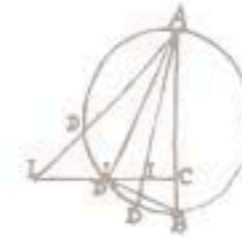
**MAX-PLANCK-INSTITUT
FÜR WISSENSCHAFTSGESCHICHTE**

LOGO STANDARD VERSION

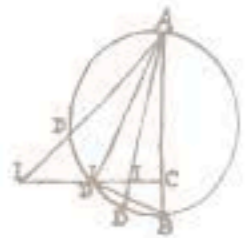
The standard version of the logo combines a figurative and a word mark. It exists both in German and in English.



MPIWG
MAX PLANCK INSTITUTE
FOR THE HISTORY OF SCIENCE



MPIWG



MPIWG
MAX-PLANCK-INSTITUT
FÜR WISSENSCHAFTSGESCHICHTE

WITH ACRONYM

ACRONYM USED FOR MERCHANDISE ITEMS

ALTERNATIVE VERSIONS

The logo also exists with the additional acronym MPIWG. There is also a short version that only uses the five letters. This one should only be used for special occasions as small merchandise items (e.g. pens).

LOGO · 75 %



LOGO · 100 %



LOGO · 125 %



LOGO · 175 %



LOGO

The default size (100 %) defines the size in which the logo is used on DIN A4 formats. On flyers the logo (DIN lang) is used in a scaling of 75 %. For posters (DIN A4, DIN A3, DIN A2, DIN A1) the logo must be scaled in proportionally; please see on page 09.



»SCHUTZZONE«

If the logo is used next to other logos or elements there should be enough space in between.



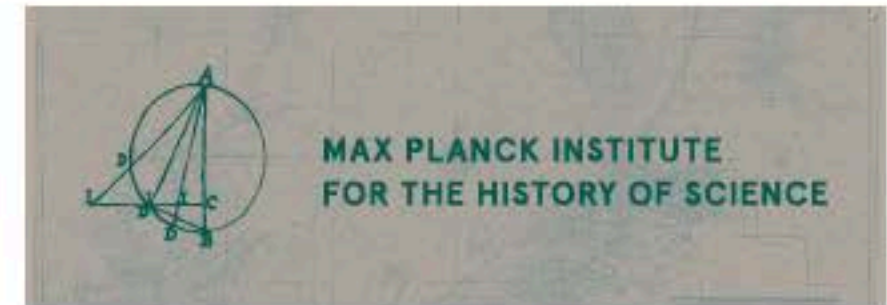
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GREY · 100%

BASE GREEN



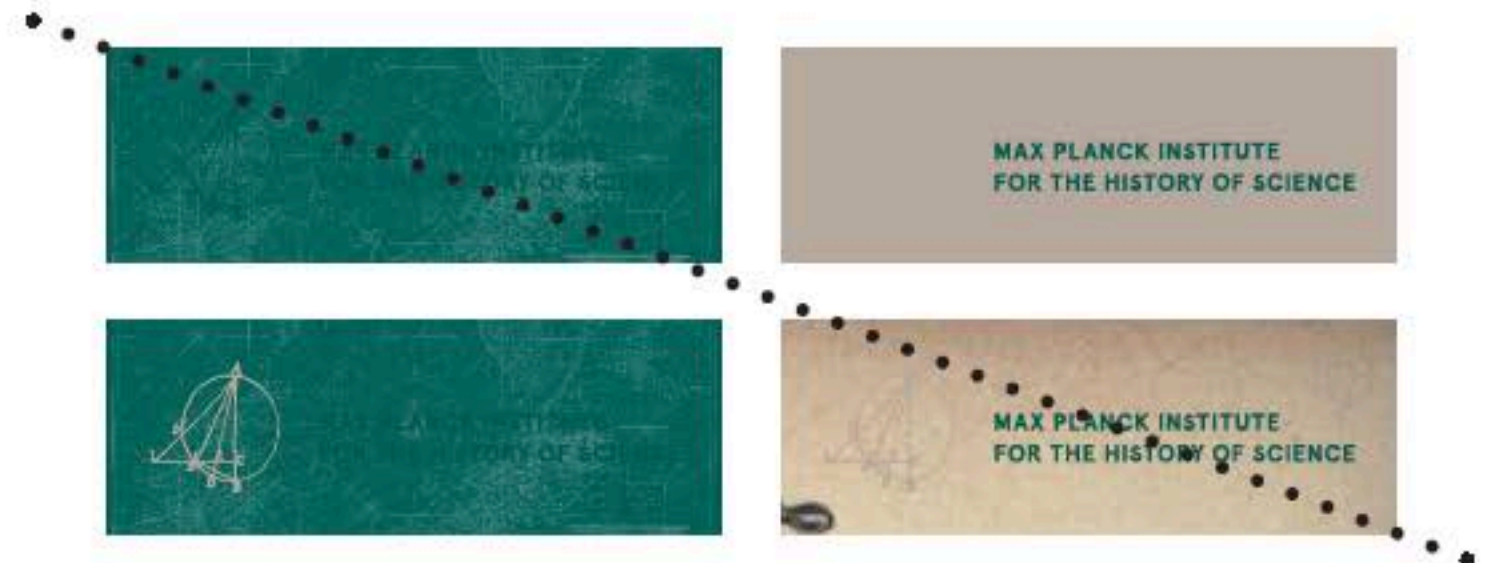
WHITE

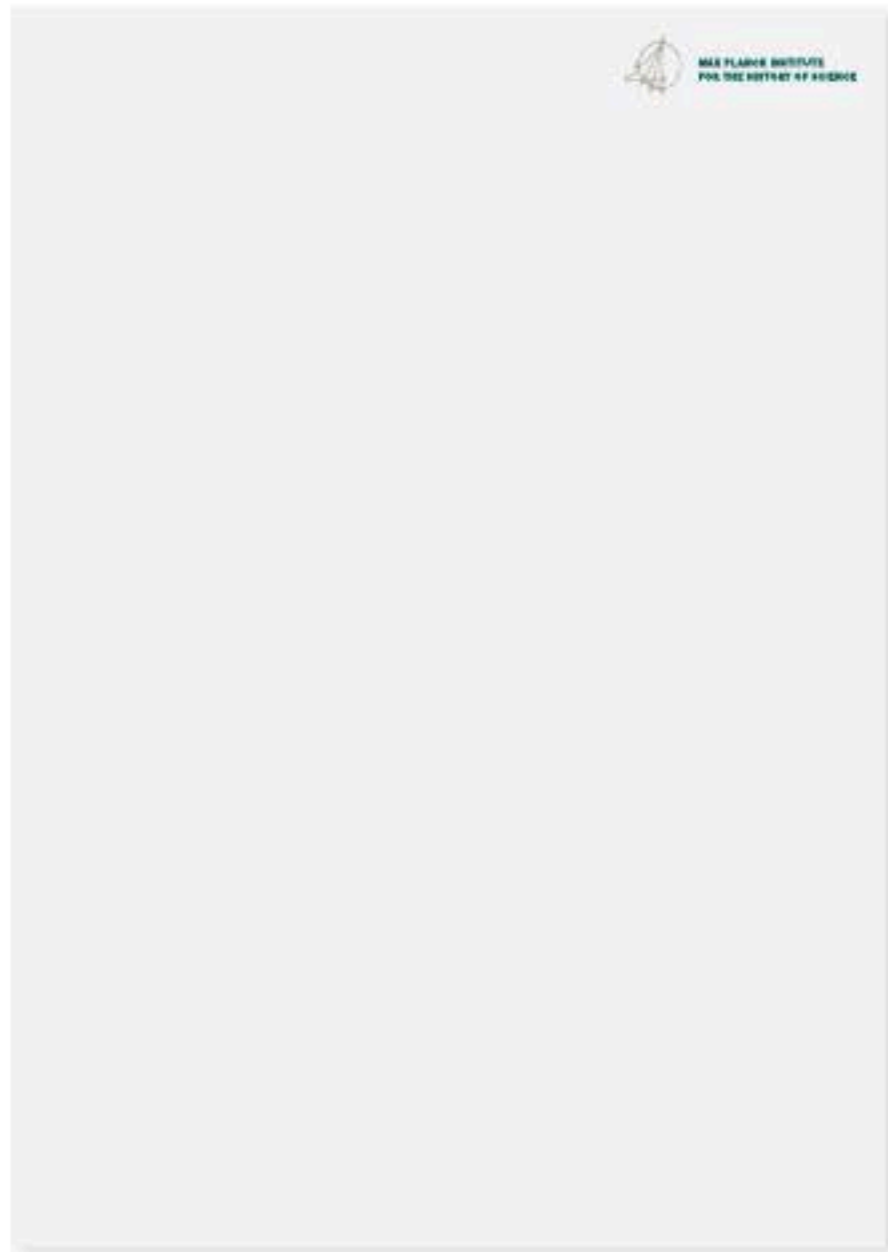


BASE GREEN
90 · 0 · 50 · 60

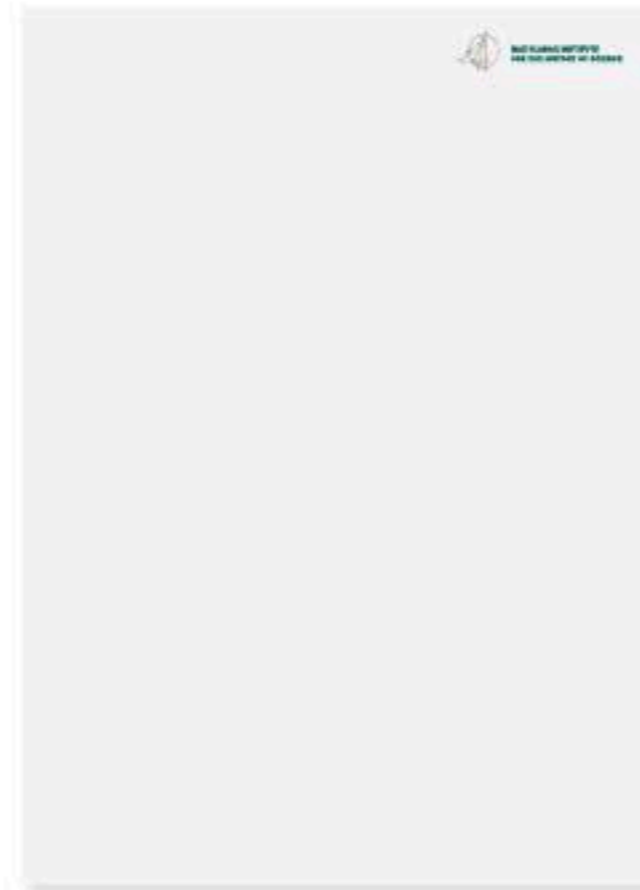
LOGO COLOURS

The standard logo uses two colours. When the logo is placed on coloured backgrounds or images the one colour versions (white

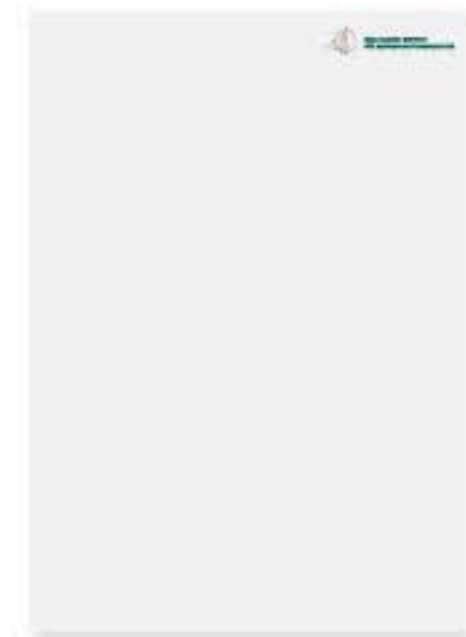




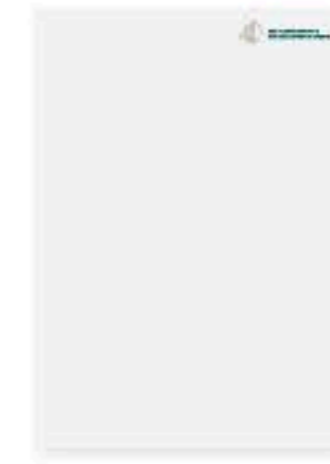
DIN A1
Logo 250 %
Distance: 20 mm



DIN A2
Logo 175 %
Distance: 15 mm



DIN A3
Logo 125 %
Distance: 10 mm



DIN A4
Logo 100 %
Distance: 8 mm



DIN A5 · DIN LANG
Logo 75 %

POSITION

The logo is usually placed on the top right edge.