MEDIASET

The Media Set is the central repository of all templates, logos, and design elements. It ensures that all employees and partners work with current and approved materials, securing a consistent brand presence.

If specific formats or logos are not available, they must be requested via logo@clp.de.

The Media Set is permanently accessible via the designated website and is updated regularly.

https://mediaset.clp.de

CONTACT

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MANDATORY COMPLIANCE

This Corporate Design Handbook is binding for all employees, departments, service providers, and agencies. All content, specifications, and guidelines must be strictly followed. They form the basis for all internal and external communication as well as for every design implementation. Deviations, unauthorized adaptations, or the use of undefined elements are strictly prohibited. Any changes or extensions to the corporate design may only be decided and released by the Graphics Department of CLP Trading GmbH.

Compliance with this handbook is mandatory.



CORPORATE DESIGN HANDBOOK

Corporate Design Handbook – Version 1.0

VISUAL IDENTITY: LOGO

The logo is the core element of brand identity and ensures consistent recognition. It exists in three versions:

Primary logo, monochrome version and icon for small digital formats.

Minimum sizes for optimal legibility apply: in print from 25 mm width (Primary) or 12 mm (Icon), in digital use from 160 px (Primary) or 32 px (Icon).

For Amazon formats the logo must be used in larger dimensions: 200–250 px width for 2000×2000 px formats, and 180–220 px width for 600×1464 px Premium Content.

The protection zone must equal at least one quarter of the logo height. The logo must not touch or overlap with other elements.

The color scheme is strictly defined: Navy Blue and White as the primary version, complemented by monochrome executions in black or white.

Distortions, effects, or color alterations are prohibited. The logo must never appear below the specified minimum size, otherwise legibility and recognition are impaired.

LOGO VERSIONS

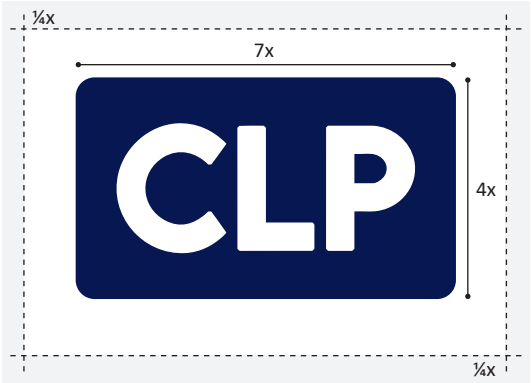


Only the following versions are permitted:

- Primary logo in Navy Blue and White
- Monochrome versions in Black or White
- Negative versions on dark backgrounds

No other versions are allowed.

LOGO PROPORTIONS & CLEAR SPACE

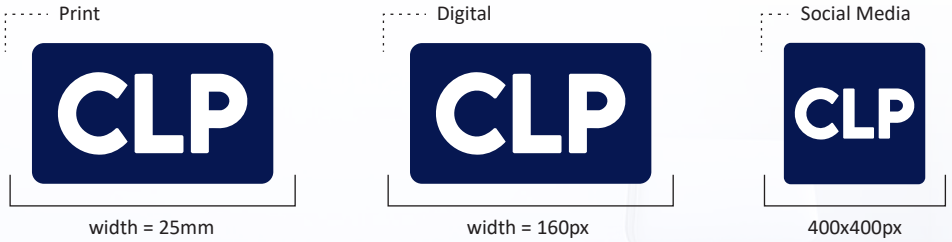


The logo has a fixed aspect ratio of **7x to 4x.**

Clear space equals one quarter of the logo height.

All distances and proportions scale proportionally with the logo.

MINIMUM LOGO SIZE



Note: The logos are enlarged here for better visibility. In application, the specified minimum width of 25 mm (Print) or 160 px (Digital) applies.

Icon (Social Media)

Minimum size **400×400 px.**
This version is to be used exclusively for profile pictures on social media and sales platforms.

LOGO COLORS

CLP Navy Blau

HEX:	#05164D	**HSL:**	224° / 87% / 16%
RGB:	5 / 22 / 77	**HSV:**	224° / 94% / 30%
CMYK:	94% / 71% / 0% / 70%	**Pantone:**	2767 C

Only these values are permitted.
Any deviations or personal interpretations are not allowed.

Schwarz

HEX: #000000 **RGB:** 0 / 0 / 0
CMYK: 0% / 0% / 0% / 100%

Weiß

HEX: #FFFFFF **RGB:** 255 / 255 / 255
CMYK: 0% / 0% / 0% / 0%

Print/Black-White usage:
For print applications, use "100% Black (K)" for clean results without color mixing. The black logo is used for shipping documents and packaging without color printing (e.g., invoices, contracts). The white logo is used on dark backgrounds and in Amazon graphics to ensure optimal legibility and brand visibility.

VISUAL IDENTITY: TYPOGRAPHY

Typography is a key part of brand identity.
The following binding rules apply:

Corporate Communication
(Emails & Business Documents):

For all internal and external texts such as email correspondence, offers, invoices, and business documents, **Calibri** is the mandatory standard font. It is system-wide available, ensures clear readability, and supports a professional and serious appearance.

Calibri

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
ÄÖÜß !?()
0123456789

Calibri Light
Calibri Light Italic
Calibri Regular
Calibri Italic
Calibri Bold
Calibri Bold Italic

Graphics Department
(Print, Online Shops & Social Media):

For all graphic applications such as print products, online shop content, and social media posts, the Graphics Department is required to use **Poppins**.

Where necessary, **Calibri** may also be applied within body text in order to further support readability.

Poppins

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz
ÄÖÜß !?()
0123456789

Poppins Extralight
Poppins Light
Poppins Regular
Poppins Medium
Poppins SemiBold
Poppins Bold
Poppins Black

Only Calibri and Poppins are permitted.
Use of other fonts is not allowed.

AVAILABILITY

Calibri is pre-installed on all common operating systems and office programs such as Microsoft Office and Outlook, making it universally available as a standard font. It can be used without any additional installation and is therefore ideally suited for email communication and business documents.

Its system-wide availability ensures seamless use across different platforms and contributes to a professional and consistent appearance.

Poppins is not pre-installed by default but is available via Adobe Fonts, which requires an active Adobe license. In addition, the font is also available free of charge through Google Fonts.

VISUAL IDENTITY: COLORS

Colors are a key component of brand identity. They ensure recognition and a consistent appearance across all applications.

The defined color values must be used consistently. The primary and accent colors must always be applied exactly as specified, regardless of whether in print, online shops, or digital media.

Deviations, free interpretations, or unauthorized adjustments are not allowed.

MAIN COLOR

CLP Navy Blau

HEX:	#05164D	**HSL:**	224° / 87% / 16%
RGB:	5 / 22 / 77	**HSV:**	224° / 94% / 30%
CMYK:	94% / 71% / 0% / 70%	**Pantone:**	2767 C

ACCENT COLORS

CLP Bright Petrol

HEX:	#1CA9A6	**HSL:**	179° / 72% / 39%
RGB:	28 / 169 / 166	**HSV:**	179° / 83% / 66%
CMYK:	83% / 0% / 2% / 34%	**Pantone:**	7716 C

CLP Moosgrün

HEX:	#4A763D	**HSL:**	108° / 31% / 35%
RGB:	74 / 118 / 61	**HSV:**	108° / 48% / 46%
CMYK:	37% / 0% / 48% / 54%	**Pantone:**	7736 C

CLP Warm Beige

HEX:	#D8BFA5	**HSL:**	30° / 34% / 75%
RGB:	216 / 191 / 165	**HSV:**	30° / 24% / 85%
CMYK:	9% / 19% / 33% / 15%	**Pantone:**	4685 C

CLP Cold Grey

HEX:	#B0B8BF	**HSL:**	210° / 10% / 72%
RGB:	176 / 184 / 191	**HSV:**	210° / 8% / 75%
CMYK:	8% / 4% / 0% / 25%	**Pantone:**	429 C

CLP Soft Black

HEX:	#1A1A1A	**HSL:**	0° / 0% / 10%
RGB:	26 / 26 / 26	**HSV:**	0° / 0% / 10%
CMYK:	0% / 0% / 0% / 90%	**Pantone:**	Black 7 C

CLP Light Mist

HEX:	#F0F0F0	**HSL:**	0° / 0% / 94%
RGB:	240 / 240 / 240	**HSV:**	0° / 0% / 94%
CMYK:	0% / 0% / 0% / 6%	**Pantone:**	P 134-9 C