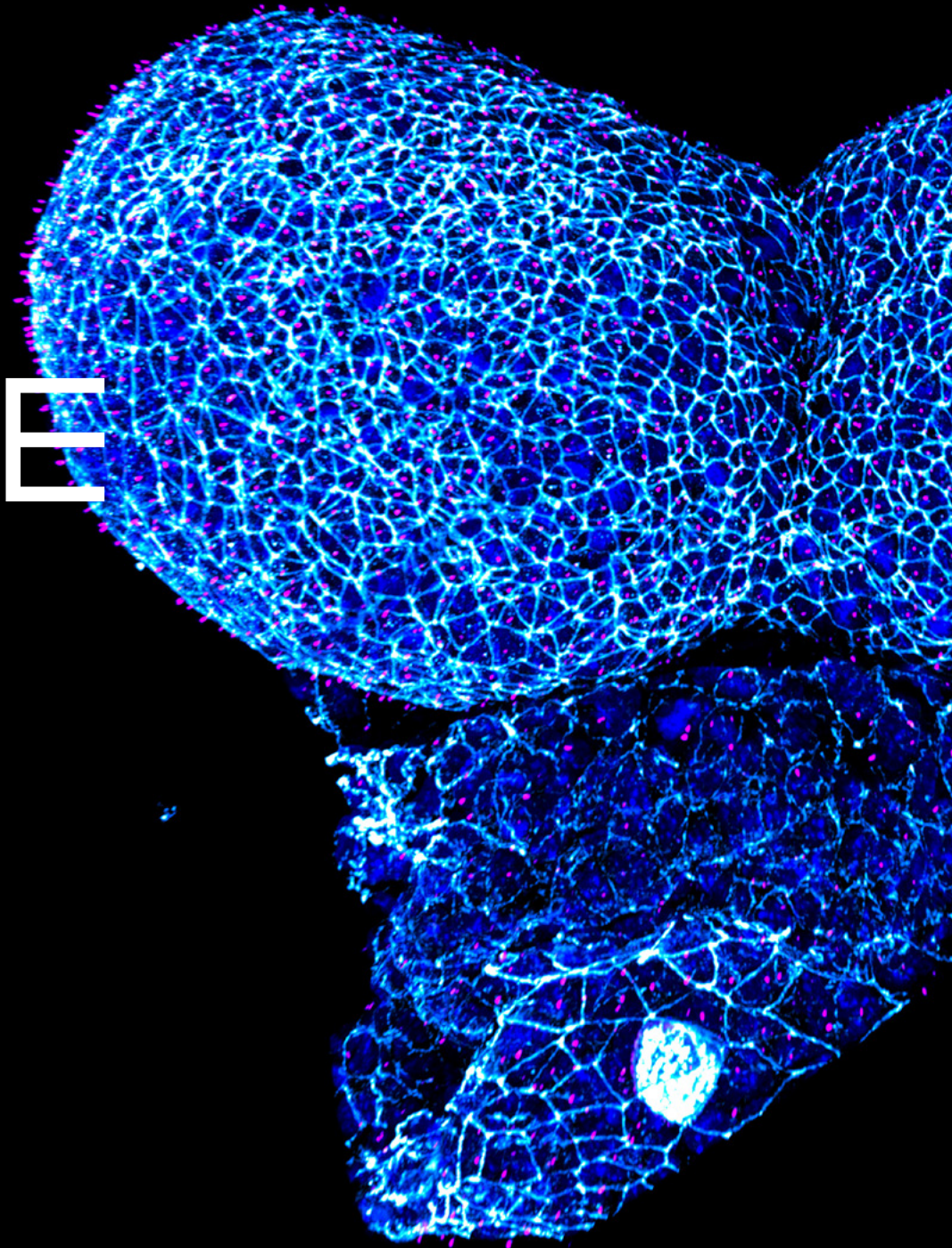MAX
DELBRÜCK
CENTER

CORPORATE DESIGN

Guidelines
Current as of: August 2022

The Max Delbrück Center

The Max Delbrück Center for Molecular Medicine in the Helmholtz Association – or the Max Delbrück Center for short – is one of the world's leading biomedical research institutions. At the MDC's locations in Berlin-Buch and Mitte, researchers from some 70 countries analyze the human system – investigating the biological foundations of life from its most elementary building blocks to systems-wide mechanisms. By understanding what regulates or disrupts the dynamic equilibrium in a cell, an organ, or the entire body, we can prevent diseases, diagnose them earlier, and stop their progression with tailored therapies. Patients should benefit as soon as possible from basic research discoveries.

In order to translate the Max Delbrück Center's outstanding position in molecular medicine into a distinct visual language, we have developed a new corporate design (CD).

To enable you to easily use this visual identity in a coherent and consistent way, the guidelines in this manual aim to achieve the following:

– Explain how the visual and verbal system works.
– Provide practical advice on how to employ the CD elements.
– Make it simpler for you to create and produce effective communications.

Our new corporate design emphasizes the visibility of the Max Delbrück Center, and enables us to position ourselves - internally and externally - as an innovative and dynamic research center.

Link to the Templates

The new corporate design includes an extensive collection of templates. They can be found under the following link: **corporatedesign.mdc-berlin.de**

All templates, files and guidelines:
corporatedesign.mdc-berlin.de

The Logos

– Max Delbrück Center
– BIMSB
  (extended sub-logo)
– Sub-logos

CD Basics

– Fonts
– Colors
– Icons

Templates

– Letterheads (Word)
– Documents (Word)
– Presentations
  (PowerPoint, InDesign)
– E-mail Signatures

Templates

– Scientific Posters
– Posters for events
– Backgrounds for virtual
  meetings

Stationery & Giveaways

– Business Cards
– Stationery
– Stamps
– Giveaways

Contents

The Logo

The Design System

New Public Name

In order to make the name "Max Delbrück Center for Molecular Medicine in the Helmholtz Association" catchier and monolingual and thus more suitable for day-to-day use, "Max Delbrück Center" will be used going forward.

NEW ›PUBLIC NAME‹:

Max Delbrück Center

USAGE:
New standard for all internal / external communication.

LEGALLY REGISTERED NAME:

Max-Delbrück-Centrum für Molekulare Medizin in der Helmholtz-Gemeinschaft

USAGE:
Everywhere where the legally registered name is required, and on first reference in other correspondence and press releases as well as in the boilerplate.

The Logo

The Logo
Modular Concept

The Max Delbrück Center is one of the world's leading biomedical research institutions. The new corporate design expresses these qualities through a modern, dynamic, and modular design concept.

"Constantly providing important new insights into a spectrum of diseases through world-leading basic life science research."

"A dynamic nest for scientists."

"Hard-working science institution with internationally outstanding research."

"Leaving conflicts behind to unite through science and make the world a better place by tackling problems we as humanity face."

"Modern innovative biomedical research institute with strong basic research and a translational medical mission"

M M M

Dynamic letter widths
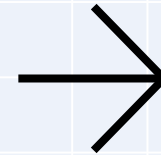
→ A modern, striking and modular design.

MAX DELBRÜCK CENTER

MAX DELBRÜCK CENTER

MAX DELBRÜCK CENTER

Modular configuration

The new logo is visually strong and to the point (a minimalist word mark). The logo is only available in one language. The standard logo is shown below.

The shape and color of the logo's elements are precisely defined and unchangeable. Always use the files from the Logo Pool and never reconfigure the logo.

MAX DELBRŪCK CENTER

Primary logo configuration

The Logo
Grid

The logo is based on a grid. All logo variants are created by changing the position of the horizontal bars.
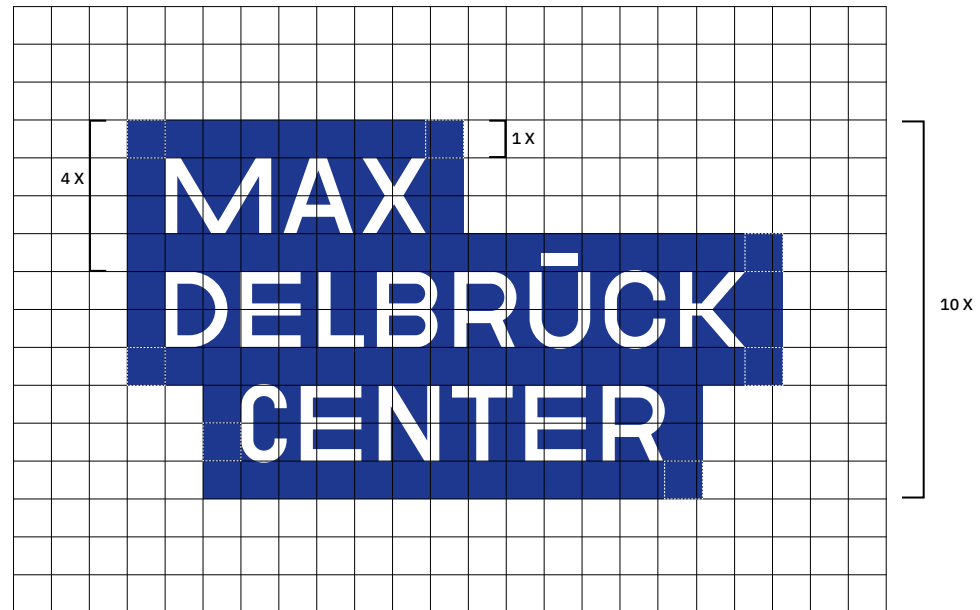
Logo construction

The Logo
Different Configurations

In addition to the standard configuration (top left), the logo is available in five other configurations. These are incorporated into the various templates.

You can use any of these configurations. (When in doubt, it's best to use the standard logo.) Always use the files from the Logo Pool and never reconfigure the logo.

V1 – Standard

MAX
DELBRŪCK
CENTER

V2 – Right aligned

MAX
DELBRŪCK
CENTER

V3 – Centered

MAX
DELBRŪCK
CENTER

V4 – "Max" pulled out

MAX
DELBRŪCK
CENTER

V5 – "Delbrück" pulled out

MAX
DELBRŪCK
CENTER

V6 – "Center" pulled out

MAX
DELBRŪCK
CENTER

The Logo
Sizes

Please use the information below to correctly set the logo size. This will ensure the logo is displayed in the best way possible in any size.

The logo should never be reproduced smaller than 5 mm in height. Any size smaller than this is not recommended.

Logo size for DIN A3 (140%)

MAX DELBRŪCK CENTER

26,6 mm

Logo size for DIN A4 (100%)

MAX DELBRŪCK CENTER

19 mm

Recommended minimum size (26,5%)

MAX DELBRŪCK CENTER

min. 5 mm

Print formats	Scaling*
DIN A6	68,5 %
DIN long	76 %
DIN A5	76 %
DIN A4*	100 %
DIN A3	140 %
DIN A2	200 %
DIN A1	280 %
DIN A0	400 %
Roll-up	600 %

* based on the standard size in the Logo Pool

The Logo
Clear Space

The clear space is based on the design grid (3x) and surrounds the logo on all sides. This protected zone is already incorporated into the print files provided in the Logo Pool.

Ensure enough space is maintained between the logo and surrounding design elements.

3 X

3 X

3 X

3 X

MAX DELBRŪCK CENTER
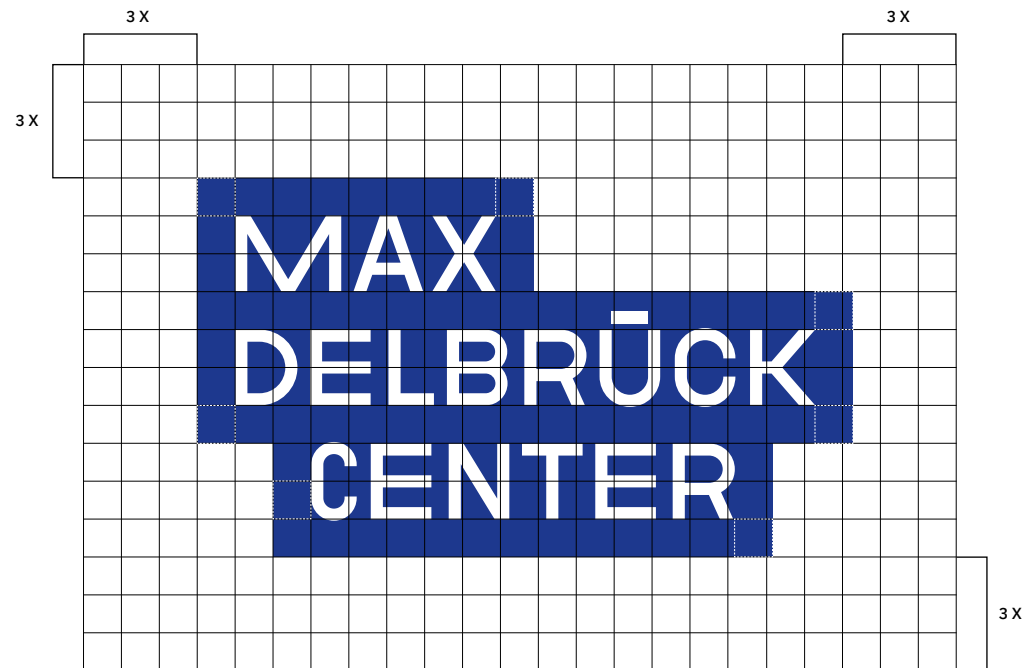
The Logo
Color Versions

The logo is available in one color version: white font on blue background. This full-color logo should be used as the standard logo.

If the full-color logo's visibility is reduced on photographs and different background colors due to insufficient contrast, the stenciled logo (black or white) should be used.

Standard blue / white

Stenciled monochrome

The Logo
Please Don't ...

The consistent use of the logo is essential for a clear perception of the brand.

Some examples of what not to do are shown below. Such alterations to the logo are not permitted.

Improper color version of the logo

Improper color version of the logo

Improper color version of the logo

Improper color version of the logo
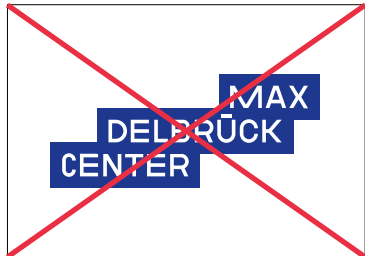
Rearrangement of the logo components

Poor legibility on busy image

Rotation

Distortion

Shadows

The Brand Architecture

The Brand Architecture

All research labs, technology platforms, projects, departments, and employees use the umbrella brand logo. Some programs, projects, and initiatives which are highly recognized or whose outreach activities are of high public interest may be given a sub-logo.

Decisions on the use of sub-logos and sites will be made by the MDC Board of Directors in consultation with the Communications Department.
The MDC currently has one site: MDC-BIMSB.

Umbrella Brand

MAX DELBRŪCK CENTER

Programs / Projects / Initiatives

MAX DELBRŪCK CENTER MDCELL

MAX DELBRŪCK CENTER LABOR TRIFFT LEHRER*IN

MAX DELBRŪCK CENTER GRADUATE SCHOOL

MAX DELBRŪCK CENTER FREUNDESKREIS

Sites

MAX DELBRŪCK CENTER BIMSB — Berlin Institute for Medical Systems Biology

UMBRELLA BRAND →→→→→→ GREATER VISUAL INDEPENDENCE

The Brand Architecture

1

Umbrella Brand

MAX DELBRÜCK CENTER

2

Programs / Projects / Initiatives
Sites

MAX DELBRÜCK CENTER
MDCELL

MAX DELBRÜCK CENTER
LABOR TRIFFT LEHRER*IN

MAX DELBRÜCK CENTER
GRADUATE SCHOOL

MAX DELBRÜCK CENTER
FREUNDESKREIS

MAX DELBRÜCK CENTER
BIMSB
Berlin Institute for Medical Systems Biology

3

Cooperations / Partner

iNames

Heibrids

Partner Institutions

ECRC
Experimental and Clinical Research Center (ECRC) in Berlin-Buch

IBM Plex
AaBbCc

Templates

W P

Keyvisual

GREATER VISUAL INDEPENDENCE

Sites
Logo Construction
(Example)

Sub-logos in the category "Sites" consist of the standard logo and the acronym along with the site's full name.

The shape and color of the logo's elements are precisely defined and unchangeable. Always use the files from the Logo Pool and never reconfigure the logo.

MAX DELBRÜCK CENTER
BIMSB

Berlin Institute for Medical Systems Biology

Logo Construction

Sites
Logo Construction
(Example)

Sub-logos in the category "Sites" consist of the standard logo and the acronym along with the site's full name.

The shape and color of the logo's elements are precisely defined and unchangeable. Always use the files from the Logo Pool and never reconfigure the logo.

MAX
DELBRŪCK
CENTER
BIMSB

Berlin Institute
for Medical
Systems Biology

The sub-logo is only available in one configuration

Sites
Color Versions
(Example)

The site-sub-logo is available in one color version: with blue background. This full-color logo should be used as the standard logo.

If the full-color logo's visibility is reduced on photographs and different background colors due to insufficient contrast, the stenciled logo (black or white) should be used.

Standard blue / white

MAX DELBRŪCK CENTER BIMSB — Berlin Institute for Medical Systems Biology

Stenciled monochrome

MAX DELBRŪCK CENTER BIMSB — Berlin Institute for Medical Systems Biology

Programs / Projects / Initiatives
Logo Construction
(Example)

Sub-logos in the category "Programs / Projects / Initiatives" consist of the standard logo and the name of the program, project, or initiative.

The shape and color of the logo's elements are precisely defined and unchangeable. Always use the files from the Logo Pool and never reconfigure the logo.
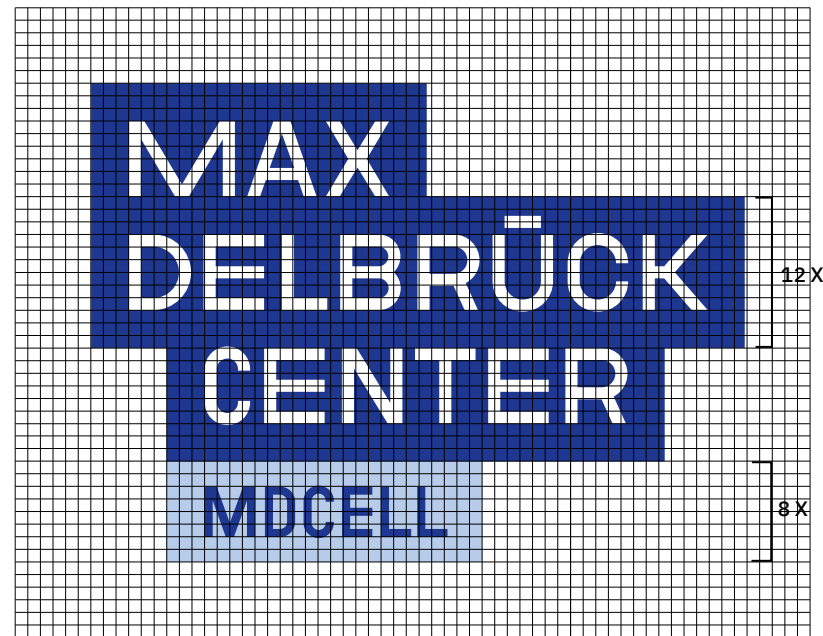
Logo Construction

Programs / Projects / Initiatives
Logo Construction
(Example)

Sub-logos in the category "Programs /Projects / Initiatives" consist of the standard logo and the name of the program, project, or initiative.

The shape and color of the logo's elements are precisely defined and unchangeable. Always use the files from the Logo Pool and never reconfigure the logo.

MAX DELBRŪCK CENTER

MDCELL

The sub-logo is only available in one configuration

Programs / Projects / Initiatives
Color Versions

The sub-logo is available in one color version: with blue background. This full-color logo should be used as the standard logo.

If the full-color logo's visibility is reduced on photographs and different background colors due to insufficient contrast, the stenciled logo (black or white) should be used.

Standard blue / white

MAX DELBRŪCK CENTER
MDCELL

MAX DELBRŪCK CENTER
MDCELL

Stenciled monochrome

MAX DELBRŪCK CENTER
MDCELL

MAX DELBRŪCK CENTER
MDCELL
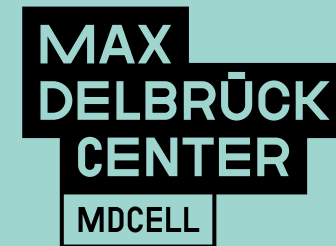
The Design System

The Design System at a Glance

The design system is modular and flexible. It can be used in print, digital, and spatial media.

Predefined core principles such as the grid structure and the use of fonts, symbols, and colors apply to all media and open up a wide range of design possibilities.

MDC HIGHLIGHT FONT
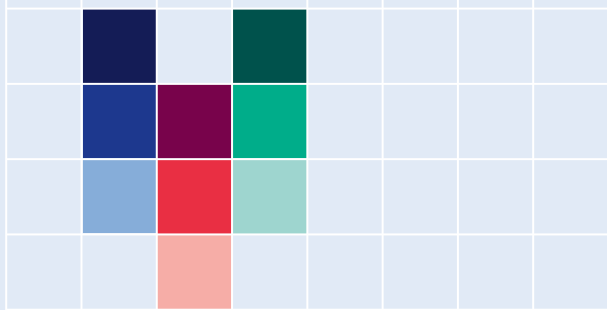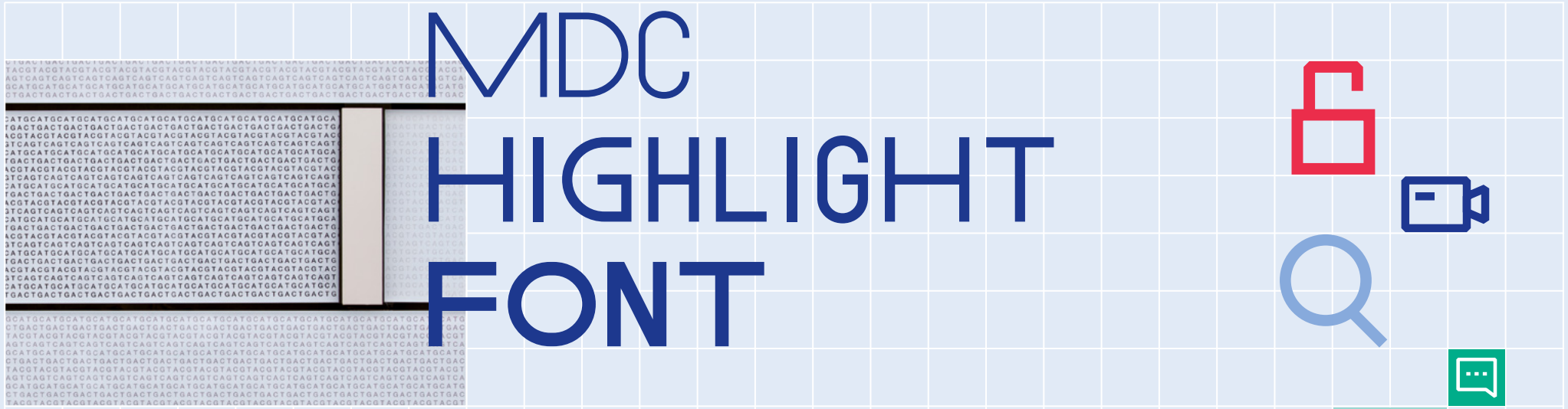
IBM Plex is the new Corporate Design typeface

IBM Plex is a friendly and very versatile grotesque-style typeface. The relatively tall x-height gives it excellent legibility in print, web, and mobile interfaces –

even in the smallest font sizes.

MAX DELBRŪCK CENTER

Color Palette

The new MDC color palette is a key element of the visual identity. The primary colors establish the recognizability to the brand: at least one shade of blue should be used in every communication. The secondary colors are added as highlights; they add variety and liveliness. **Use only colors from the palette (all the primary and secondary colors in the palette can be used).**

Primary colors

Blue
RGB 30.55.145
CMYK 100.85.0.0
Pantone 287
HEX #1e3791

Light Blue
RGB 135.170.220
CMYK 50.22.0.0
Pantone 278
HEX #87aadc

Dark Blue
RGB 20.25.85
CMYK 100.90.0.50
Pantone 2767
HEX #141955

Secondary colors

Red
RGB 235.45.75
CMYK 0.90.65.0
Pantone 199
HEX #eb2d4b

Light Red
RGB 250.175.175
CMYK 0.40.25.0
Pantone 700
HEX #faafaf

Dark Red
RGB 120.0.80
CMYK 35.100.20.40
Pantone 683
HEX #780050

Teal
RGB 0.172.140
CMYK 75.0.55.0
Pantone 339
HEX #00ac8c

Light Teal
RGB 155.215.210
CMYK 40.0.20.0
Pantone 628
HEX #9bd7d2

Dark Teal
RGB 0.80.85
CMYK 100.35.62.40
Pantone 3302
HEX #005055

Typography
IBM Plex Sans

IBM Plex is a friendly and very versatile grotesque-style typeface. The relatively tall x-height gives it excellent legibility in print, web, and mobile interfaces, even in the smallest font sizes.

IBM Plex should be used by everyone at the MDC as the standard font for internal and external communications. It is freely available and is automatically installed on computers at the MDC. Mac and Linux users can find installation instructions here: corporatedesign.mdc-berlin.de

(IBM Plex)

A
Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
[{ (. : , ;) }] & ? ! €

A
Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
[{ (. : , ;) }] & ? ! €**

Thin
Extra light
Light
Regular
Medium
Semibold
Bold

!"#$%&'()*+,-./00:;<=>?@[\]^_`'{|}~¡¢£¥¦§¨
©ª«¬®°±²³´µ¶·»½¾¿ÇπÈËЋЃЄSIÏJЉЊЋЌЍŸ
ЏIAББЖжЉ‰¢£₦₨₩₪₫€₭₮₲₴℮ℓ№™Ω℮½¹⁄₉
⅓⅔⅓¾⅘⅙←↑→↔↩↪↬↻↺ΔΠΣ−√∞∫≈≠≤≥◊
✕₵€℞℀fliﬂﬄﬃ

Subline lorem ipsum dolor

Intro lorem ipsum dolor sit amet

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Copy lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.
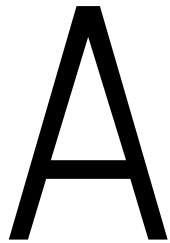
Typography
MDC Garaje

MDC Garaje is the MDC's own individualized typeface. It is based on the logo concept and features varying letter widths. This dynamic and exciting typeface is a big part of the recognizability and tonality of the Max Delbrück Center's new corporate design.
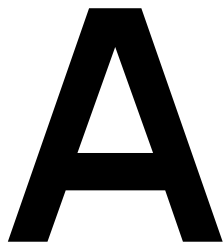
MDC Garaje is used as the "standout" typeface in external and internal communications. It is licensed for professional use by the Communications Department.

(MDC Garaje)

A
0503

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
[{ (. : , ;) }] & ? !

A
0504

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
[{ (. : , ;) }] & ? !

A
0505

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
ABCDEFGHIJKLM
NOPQRSTUVWXYZ
1234567890
[{ (. : , ;) }] & ? !

MDC
HIGHLIGHT
FONT

LIGHT
BOOK
MEDIUM
BOLD
BLACK

Typography
Alternative Font: Arial

The system font Arial may be used as an alternative typeface, but only in special situations where IBM Plex is not available.

Arial

A

Regular

ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
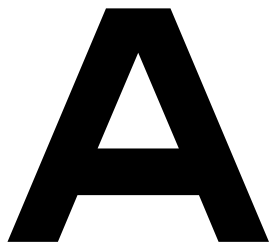1234567890
[{ (. : , ;) }] & ? ! €

A

Bold

**ABCDEFGHIJKLM
NOPQRSTUVWXYZ
abcdefghijklm
nopqrstuvwxyz
1234567890
[{ (. : , ;) }] & ? ! €**

Light
Regular
Medium
Bold
Black

!"#$%&'()*+,-./00:;<=>?@[\]^_`{|}~¡¢£¥¦§¨
©ª«¬®°±²³´µ¶·»½¾¿ÇπÈËЂЃЄSÏJЉЊЋЌÍŸ
ЏАБВЖж‰₵£₦Rs₩₪ᵈ€₭₸₲₡ℓ№™Ω℮
½⅔⅓←↑→↔∆∏∑−√∞∫≈≠≤≥◊ﬁﬂﾠﬀﬄ

Subline lorem ipsum dolor

Intro lorem ipsum dolor sit amet

Intro lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Copy lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores et ea rebum. Stet clita kasd gubergren, no sea takimata sanctus est Lorem ipsum dolor sit amet.

Caption lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

Contact & Imprint

Do you have any questions or remarks, do you need assistance?

corporatedesign@mdc-berlin.de

Max Delbrück Center Communications

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Tel. +49 30 9406-2533

Max Delbrück Center
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13125 Berlin

Concept & design
Studio GOOD, Berlin
hello@studio-good.de

Download CD Elements

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mdc-berlin.de