hubraum is the incubator of Deutsche Telekom that enables startups to jointly develop business opportunities. For this hubraum offers seed funding and also runs programs in focus fields such as Communication & Connectivity, Artificial Intelligence, Smart Home, and Internet of Things. Since 2012 hubraum has built a portfolio of more than 20 investments and maintains an ecosystem of around 250 partner startups.
The Tab-logo (The Tab + Type-logo) national & international usage

This version is used for some media occasions (for example the social media profile images) d. This is a combination of the primary logo with the main graphic “Tab” element.

The Tab element is supposed to be centered to the type-logo.

COLOR COMBINATION

BLACK
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

MAGENTA
CMYK 0/100/0/0
RGB 226/0/116
HEX #E20074

CYAN
CMYK 100/0/0/0
RGB 0/174/239
HEX #00ADEF

CYAN OVERLAY
CMYK 100/25/0/0
RGB 0/158/219
HEX #009DBB
**The Tab in combination with Type-logo**

The Tab-element is supposed to be centered to the Type-logo.

**DO’s and DON’Ts:**

- Dark background
- Grey background
- 30% cyan

![Examples of DO's and DON'Ts](image-url)
Don’ts

**DON'Ts**

Tab element is not centered

Tab element is not centered

Centered to the typelogo

**hub:raum**

the incubator of

**hub:raum**

the incubator of

**hub:raum**

the incubator of

**hub:raum**

the incubator of
Logo/Visual > “Tab”

The graphic element – composed by two cyan and magenta skewed rectangles – is the visual element and is used for print and merchandising.

CONSTRUCTION

The geometric elements composing the graphic element are designed starting with a square, which is then skewed +30° for the cyan part, and skewed -30° for the magenta part.

NOTE: Cyan and Magenta parts need to appear in the specific order, the cyan part is always on the left side, and the magenta part is always on the right side.

Don’t strech the tab-element like this.

Don’t use transparency for regular use (use full 100% opacity for the colors!)

Use the color codes on the left for the two different cyan tones (hues). Transparency is only allowed when using tabs on pictures.

external angle of the tab element should not be changed

NOTE: overlay cyan is only used for graphic elements
“Tab” – Usage in combination with Type-logo

The graphic element – composed by two cyan and magenta skewed rectangles – is the visual element and is used for print/web and merchandising.

Layout rule: You always have to make sure to have these 3 white areas visible around the Tab-Visual.

Please don’t place the hubraum-logo to close to the Logo-tab. It needs at least “height of the ‘h’” – distance to the logo-tab.

Examples for usage

Example folder

Example folder or other usages

Flyer

Business stationary (back side)

Powerpoint or other landscape formats

Enlarging the logo-tab

Don’ts

Only two white areas instead of 3

Don’ts

1. Too close to the logo.

2. The peak should stay inside the format.

It is possible to enlarge the magenta or cyan area to the right or to the left.

Exclusion zone >
“The incubator” as a claim/graphic element

To emphasise the subline “the incubator...”, the claim can be used as a graphic element to play with. It has a bold striking effect.

If the example “page 1” and “2” are facing (if you use it concurrently) > don’t use the tab-element twice on facing pages.

1. “the incubator” (normal)

2. “the tech-incubator” (tech or other Prefixes can be added before incubator)

Examples for digital or printed layouts like Booklets (Layouts with facing pages):

Don’t use only magenta as backgroundcolor! (looks like DT-Corporate-Design)

If you use black as backgroundcolor just use it for one page (on facing pages-layouts)
Wording options for the hubraum claim

Some proposals:

Enskyment Co-Lab
Techonomy Co-Lab
Collaborative
(Tech) Collaboratory
Co-Lab
Tech Co-Lab
Incubation Co-Lab
Tech-Anthology
Tech-Merger
Co-Start Com
Tech Togethering
Techverbing Community
(The process, ability and/or utilization of transforming a technological platform (stated as a noun) and turning it into an action (stated as a verb).)
Tech Up Community
Collaboratrix
(Someone you add or bring into the mix at an early stage of creative development when you feel something is missing but you just don't know what.
A confidante who will inspire you to get out of bed in the morning and start what you finished, or make something new and even better.)

Boot Incubator
The Tech Incubator
Tech-Lift
Tech-Lifter
Starting-Stall
(Diese Pferdeboxen, in denen Rennpferde auf den Start warten. Hat den Aspekt des Starts, den Aspekt, dass die Beteiligten schnell an ihr Ziel kommen wollen und „Stall" als Begrifflichkeit umfasst den Ort, in welchem das stattfindet – Raum/hubraum/) 
Starting-Block
Tech-Bloc
Propulsion-Unit
Accelerator
Tech-Catalyst
Technology Hotbed
Tech & Innovation Lab
Type-logo with Telekom addition/national & International usage

The logo represents our corporation and accents our heritage. It is to be placed prominently on each and every medium to clearly communicate hubraum as its sender. The logo must not be changed by any means. It is being provided in several color schemes for its appropriate digital or analogue use. It is recommended to use the logo as an vector file (EPS) if possible.

COLOR COMBINATION

BLACK
- CMYK: 0/0/0/100
- RGB: 0/0/0
- HEX: #000000

MAGENTA
- CMYK: 0/100/0/0
- RGB: 226/0/116
- HEX: #E20074

PRINT
Smallest size: 10 mm

SPECIAL USAGE
Smaller than 10 mm height: You can delete the subline

DIGITAL/ONLINE
Minimum Height at least: 67 px
In every Online- or digital usages the T-3-logo has to be 20 px minimum-Size:

EXCLUSION ZONE
When placing the logo on digital or print media, the exclusion zone must be protected - no other objects must overlap with the exclusion zone. It also defines the minimum space to the edge of a format. The exclusion zone is defined by the height of the "h" of the logo.
Type-logo with Telekom addition/national & international usage

This logo version shows a stronger connection to Telekom than before. This Endorsement logo is supposed to be used in every usage. It is also used with this subline within the hubraum communication (website, print, TV etc.).

Subline font

The Font in use for the subline is TeleGrotesk Next medium.

TeleGrotesk Next
Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.:,;()/&%$"„“–— @*+=

Don’t use the logo without endorsement subline!

It’s not allowed to place the endorsement and logo in other sizes or positions to each other:
Logo don’ts

Logo modifications or additions aren’t allowed. Former Versions shouldn’t be used from now on!

Don’t turn it!

Don’t place the logo on any colored-rectangles – don’t put it into any kind of frame!

Logo on magenta background is not possible.

The digits have to stay magenta.
Type-logo

national & International usage

The digits and the T-3-Logo are always magenta! – not white or black.
This rule is for every usage accept the greytone-version of the logo on page 15.

Don’t use the HR-Logo on magenta background!
Never use a complete white or black logo!

COLOR COMBINATION

BLACK
CMYK  0/0/0/100
RGB    0/0/0
HEX    #000000

WHITE
CMYK  0/0/0/0
RGB    255/255/255
HEX    #FFFFFF

MAGENTA
CMYK  0/100/0/0
RGB    226/0/116
HEX    #E20074

Don’t use the hubraum-Logo on magenta background!
Type-logo: negative version
national & International
usage
Just for special cases. If you want to use the
logo on dark background, use this inverted
version.

COLOR COMBINATION

BLACK
CMYK  0/0/0/100
RGB   0/0/0
HEX   #000000

WHITE
CMYK  0/0/0/0
RGB   255/255/255
HEX   #FFFFFF

MAGENTA
CMYK  0/100/0/0
RGB   226/0/116
HEX   #E20074

Don’ts:
Never use a rectangle
in combination/behind
the logo.

Don’t:
Never use a white colon or white digits!
Logo (monochrome version) national & International usage
When the uses exclude the use of color, we recommend to use this version.

COLOR COMBINATION

BLACK
CMYK 0/0/0/100
RGB 0/0/0
HEX #000000

GRAY
CMYK 0/0/0/50
RGB 128/128/128
HEX #808080

WHITE
CMYK 0/0/0/0
RGB 255/255/255
HEX #FFFFFF
Don't use the hubraum-logo on magenta background

"hubraum" is written in textform here – no HR-logo should be placed in this layouts
Short Logo-Version –
Only Special usages!
Not generally!

Favicon
The short version of the logo is only used
for the address field of browsers.
This usage is just for special cases!
If you are not secure of when using it,
please contact the hubraum team
(Contact page: see last page in this PDF).

Square/small usages
The short version of the logo is only used
for very small dimensions in special usages.

e.g. App-Icon

\hspace{1cm}
e.g. other square small usages
Typography

The font in use is Tele Grotesk Next.

TeleGrotesk itallic version can be used in special usages e.g. leaflets or flyers, but it shouldn’t be that prominent in general.

TeleGrotesk Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=

TeleGrotesk Next Ultra

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
!?.,;()/%&$"’«»#—\@*+=
Color codes

The color universe for hubraum is defined based on the principle of the primary colors combination: pure magenta, pure cyan, black (CMYK). In addition there are grey and white, and one additional tone for the overlay of cyan and magenta.

**NOTE:**
- color: overlay-cyan (100% opacity)
  - is only used for graphic elements or icons - not for backgrounds or other usage!

**DON'T** use transparency (transparent areas) like shown here! Exception: use on pictures

**COLOR USAGE HIRARCHY**

The main colors of hubraum ist magenta and cyan (blue). Magenta shows a strong connection to Telekom.

Greys are used as additional colors. Backgrounds are mostly white, Typography is mostly black.

equally important:
- magenta & cyan

equally less important:
- white, cyan gradient tones, grey tones, black
Color combinations in hubraum layouts

White and cyan backgrounds are generally used for hubraum layouts. Black should be not too dominant in usage.

All layouts should always include magenta and cyan parts.

Generally no gradients of magenta

White on black cyan on black magenta on black

Don’t use magenta as background-color!

White text on cyan Black text on cyan

- white graphic element
- black graphic element
- magenta generally no gradients
- 30% cyan graphic element
- 50% cyan graphic element

Black on white cyan on white magenta on white

Never create only magenta and white designs – looks like Telekom was the sender.

hubraum corporate colors should be visible!
Color combinations

Don’ts

Avoid colored text on colored background – this combination is flickering because the type-elements are too tiny.

Using the Tab:
Don’t use the Tab-element on cyan (100%) or magenta backgrounds.

Use the Tab-element in 100% opacity:
Don’t use other opacities for the tap-graphic element!

Text-paragraphs are white or black on color backgrounds. Areas can be magenta on cyan – or cyan on magenta.

The Tab-graphic-element can be used on: white, grey, black or cyan-gradient (e.g. 30% cyan) backgrounds

The Tab-graphic-element should not be changed in colors. (see color-code page in this PDF)
Layout Don’ts

OLD LAYOUTSTYLE
Don’t use magenta and cyan areas in every corner, like shown here.

NEW LAYOUTSTYLE
Variations with the Tab-element are possible. Example with the Tab-element.

not used any more in hubraum layouts

old logo
hubraum
in text-paragraphs
or email-signature

Only use the digits in the regular type-logo.
Written in text-paragraphs, the name “hubraum” is written without the digits, and in regular letters, in lower case.
The reason is: In textform the digits in the name can’t be related to the Telekom-Digits any more.

E.g. when the name is written in font-types other than Telegrotesk, the digits can be round digits and no squares are recognizable anymore.

hubraum in textform:
hubraum at the beginning of a sentence, even in a sentence, is written in small letters:

Example Text:
[...] hubraum enables and encourages the innovation

No short “HR”-Version:

Example Text:
HR and Electronic Beats

Don’t use different textstyles for hubraum:

Example Text:
Hubraum enables and encourages the innovation...

hubraum in capitals:
Avoid writing hubraum in capitals

Example Text:
HUBRAUM UNLEASHES SPACE FOR CORPORATE INNOVATION
Usage of the hubraum logo

If the hubraum-Logo is used, it is supposed to be with the Subline “incubator of...”.

If you have the intention to integrate hubraum into the Text or Headline.

Please use the font “Telegrotesk Next” in lower case instead of the hubraum-logo. Don’t add the colon in this case.

---

Telekom as host

Version 1

Telekom as host + external logo

In this usage hubraum is supposed to appear as sender.

Version 2

Telekom as host

Don’t use the normal 1-T-3-Logo in Version 2.

---

Usage of hubraum in Text:

hubraum

Electronic Beats

---

hubraum as guest

hubraum as host

+ Fremdlogo

Use the font “Telegrotesk Next” in lower case, when the intention is to integrate hubraum into the text. Don’t add the colon for hubraum here.

---

hubraum as host

+ several external logos

---

hubraum as guest/EB as sender
(as “Telekom as host”)

---

hubraum as guest/EB as partner

---

Telekom as host

Version 1

Telekom as host + external logo

---

Telekom as host

Version 2

Telekom as host + external logo

---

Telekom as host

Version 1

Telekom as host + external logo

---

Telekom as host

Version 2
**T-Mobile Austria**

Examples: Hubraum and T-Mobile Austria in external usage:

**Regular version!**

**optional version!**

Please **don’t** use the **T-Mobile-logo in addition** to the **hubraum logo** in this case.

The hubraum logo already uses the 1-T3-Logo in the endorsement-Subline. So there is **no additional Telekom logo needed**.

It should be avoided to show more than one 1-T-3 Logo in Layouts!!

Use the font **“Telegrotesk Next” in lower case**, when the intention is to integrate hubraum into the text. **Don’t add the colon for hubraum here.**
Axel Menneking
MANAGING DIRECTOR
+49 170 854 4675
axel.menneking@telekom.de
hubraum.com

hubraum | Winterfeldstr. 21 | 10781 Berlin
Deutsche Telekom AG | Landgrabenweg 151 | 53227 Bonn
hubraum | PrzemysLowa 12 | 30-701 Krakow
Icon structure

Tab-Program-Logo
Program & Initiatives
The Tab in combination with program-logo-type.
Layout

Visual
Program & Initiatives
to illustrate a program for example on posters or on booklets a visual can be added

Icon
Icons can be used for cases/themes like: technology, industry, science, Security, Smart City etc.

Symbol
are for illustrating things/topics. Just use one color each symbol – either cyan or magenta!

Tab-Program-Logo
Program & Initiatives (internal and external)

Generally used for external communication

Visual (could be additional)
Program & Initiatives

Each Visual is used just once for one event or program!

ICONS

The icons can be used more than one time – usage in many different occasions.

SYMBOLS
The Tab-element in combination with the program name can be principally used in many occasions - especially for external usages.

It’s possible to add a visual (additional) like shown in this example.

In layouts like Booklets or on posters etc. the tab-element is not used because of magenta or cyan backgrounds.

Program logo (Tab-Visual+Typelogo) to recognize hubraum as sender at once in external or internal occasions.

1 Logo-Tab
2 Program name: TeleGrotesk bold
3 Format name: TeleGrotesk regular italic (capitalist!)

+ Visual for a program (can be used additionally in hubraum communication)

Program visual (can be used additionally in hubraum communication)

The colors, who were cyan before are changed to white in the inverted version

30% cyan (see color code page)

White HR-Logo on magenta background is not allowed! Magenta as background-color should be avoided.
Use the colon from the used hubraum logo to center the tab-element to the typography.
All elements are centered to each other.

Whole Tab is centered to the text.

Example

PROTOTYPING

with Partner

hub:raum
the incubator of T
Visual or icon

According to the graphic style, visuals and icons look (almost) the same other than it is possible to use this patterns as well in the visuals (optionally).

Visuals are used actually just once. Icons can be used several times!

Icon Examples

1. Icons should stay more simple, so this patterns are not used in Icons.
2. Icons are used for context illustration needs.
3. Icons can be used several times.

Visual Examples

Program

Visual for communication material

Icons for context illustration needs
Visual style for Programs/Formats/Initiatives

We use the typical style of the layer-design in magenta and cyan to convey the relation to the hubraum identity.

On the right you find some examples for program-visuals.

Don’ts
In the icon-design please don’t use black. 3 Colors in one icon would be too overloaded. Just use these two: cyan + magenta (white in addition)!

Colors/patterns for Visual-design

You have to use the colors (a), (b), (c) for designing a Visual. The pattern can be used in addition if it fits to your visual-design. E.g. Visual No.2 was too simple to use the pattern in addition. When the patterns (a) or (b) doesn’t fit into your layout it’s possible to ignore it.

Rotate it -45°
**Definition & examples of formats/programs**

**EVENT NAMING EXAMPLES**

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Format</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>hubraum</td>
<td>Cloud</td>
<td>Day with Amazon</td>
</tr>
<tr>
<td>hubraum</td>
<td>AI</td>
<td>Hackathon</td>
</tr>
<tr>
<td>hubraum</td>
<td>IoT</td>
<td>Academy</td>
</tr>
<tr>
<td>hubraum</td>
<td>Low Latency</td>
<td>Meetup with Cisco</td>
</tr>
</tbody>
</table>

**PROGRAM NAMING EXAMPLES**

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Format</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>hubraum</td>
<td>Cloud</td>
<td>Prototyping</td>
</tr>
<tr>
<td>hubraum</td>
<td>AI</td>
<td>with Amazon</td>
</tr>
</tbody>
</table>

**EVENT = ANY FORMAT < WEEK**

- Academy
- Day (former Bootcamp)
- Hackathon
- Meetup

**PROGRAMS = ANY FORMAT > WEEK**

- Prototyping
- (Biz Dev) Programs

Biz Dev Programs will not be called „Programs“ but just have hubraum + vertical as a name!
Event naming examples of formats/programs

<table>
<thead>
<tr>
<th>Vertical</th>
<th>Format</th>
<th>Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>hubraum</td>
<td>Cloud</td>
<td>Day</td>
</tr>
<tr>
<td>hubraum</td>
<td>AI</td>
<td>Hackathon</td>
</tr>
<tr>
<td>hubraum</td>
<td>IoT</td>
<td>Academy</td>
</tr>
<tr>
<td>hubraum</td>
<td>Low Latency</td>
<td>Meetup</td>
</tr>
</tbody>
</table>

EVENT = ANY FORMAT < WEEK

- Academy
- Day (former Bootcamp)
- Hackathon
- Meetup
Communication concept for one single event/program/initiative as a sample structure

Communicating an event/program or other activities. These communication structure for one example of a hubraum-event/program illustrates how the Tab-program-logo and the visual can work together in one communication concept.

In external usages the Tab-element emphasizes “hubraum as the sender” of the announcement.

In internal usages “hubraum as the sender” is already clear because you are e.g. already on the social media channels or on the hubraum-website.

**INTERNAL COMMUNICATION**

Social media channels

hubraum.com - website

Online Banner to announce an activity/program: internal

Flyer, Booklet or posters

**EXTERNAL COMMUNICATION**

External website example

E.g. an article (in an online blog-magazine) about hubraum programs/initiatives in the near future.

> Logo is linking to hubraum website (hubraum.com)

Online Banner to announce an activity/program: external

Flyer, Booklet or Posters

(e.g. a poster, which is for announcing a hubraum event/program on external events, for instance on MWC etc.)
Announcing program/event/activity online: internal/external

Usage Example 1:
with Tab-Element

Usage Example 2:
with inverted Visual

Usage Example 3:
Visual (normal version)

For internal hubraum communication:
hubraum logo is not necessary

<table>
<thead>
<tr>
<th>Program</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>xx</td>
<td>Location xxxx</td>
</tr>
</tbody>
</table>

Low Latency PROTOTYPING
Announcing hubraum events/activities in social media postings – (internal)

Example templates

The hubraum logo is not necessary because these are examples for the hubraum internal facebook-site.

Standard-Template: Layout example 1

Low Latency

PROTOTYPING

0010012018 | 8 pm

Location Name
Location Address

Tab-program-logo should be centered in the format

Template with visual:

Don’t:

Never use magenta backgrounds!

Program xy

FORMAT

Layout example 2

Low Latency

PROTOTYPING

0010012018 | 8 pm

Location Name | Location Address

Low Latency

PROTOTYPING

0010012018 | 8 pm

Location Name | Location Address

Low Latency

PROTOTYPING

0010012018 | 8 pm

Location Name | Location Address

Low Latency

PROTOTYPING

0010012018 | 8 pm

Location Name | Location Address

Don’t:

Never use magenta backgrounds!
Announcing program/event/activity: external

Usage Example 1: Online-banner (external) with Tab-logo

Usage Example 2: Online-banner (external) with visual

Title-picture and header-picture: Announcing coming up events

Example 1: Online-Banner: with Tab-logo

hubraum logo is needed in external occasions

Example Text-color: white

hubraum logo is needed in external occasions

Example 2: Online-Banner: with Visual

T-3-logo: Minimum Height at least: 20 px
In every Online- or digital usages the T-3-logo has to be 20 px minimum-Size.

Example Text-color: black

Low Latency PROTOTYPING

00100 | 2018 | 8 pm | Name of the Location here | Location Address name | hubraum.com

The middle of the format

Text orientation example: right

Don’t place the visual too close to the program type. It should be perceived as a visual (illustrative) – not as an element of the logo.

It’s possible to turn the orientation – and place the text left and the visual to the right

hubraum logo is needed in external occasions
Poster
program/event/activity:
Roll-ups templates
program/event/activity:
Booklet Cover+backside
program/event/activity:

Variations

Format: DIN A 5

Low Latency

PROTOTYPING
Name Tags
Variations with lanyards

Position Platzhalter Text

Low Latency Prototyping

Surname
Second Name
Company Name

Position Platzhalter Text

80% cyan
70% cyan
100% cyan
Sticker/Badges variations:

6 cm ø
Icon structure

Logo
Program & Initiatives
The Tab in combination with program-logo-type.
Layout

Visual
Program & Initiatives
to illustrate a program for example on posters or on booklets a visual can be added

Icon

Icons can be used for cases/themes like: technology, industry, science, Security, Smart City etc.

Symbol

are for illustrating things/topics. Just use one color each symbol – either cyan or magenta!
**Icons**

We use the typical style of the layer-design in magenta and cyan to convey the relation to the hubraum identity.

To stay more simple please avoid using the patterns.

**Download:**
You find all available icons and Logos on the this server (web-link). The icons get updated from time to time – so check the Download-server occasionally.

---

**Dos**

- Opportunity to implement your solution
- Chance to be in the pioneer
- Support to accelerate
- Access to expert networks

**Don'ts**

- avoid using the patterns for the Icon-design-style – Icons should stay more simple than the Visuals
- Old version: Still in usage: with transparency! Transparency of the areas is only allowed when it is placed on a picture background.

---

use 100% full color (3 colors) (see color-code-page)
Icon/Logo Don’ts

These Icons are still in usage. Please, use the new Re-Design-Icons like shown in this playbook.

Don’t use these buttons any more.
Symbols

We use icons for the social media channels. Old icons (rocket, car, airplane etc.) shouldn't be used anymore, to create a clearer, minimalistic and modern look and feel.

Symbols can be magenta or cyan or inverted (white) – depends on the layout.

- they should have a frame character with a similar outline size a shown here.

DON'TS

Old icons or symbols (rocket, car, airplane, light bulb etc.) shouldn’t be used anymore, to create a clearer corporate design of hubraum.
<table>
<thead>
<tr>
<th>SYMBOLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>access</td>
</tr>
<tr>
<td>aim</td>
</tr>
<tr>
<td>application</td>
</tr>
<tr>
<td>apply</td>
</tr>
<tr>
<td>arrow down</td>
</tr>
<tr>
<td>arrow left</td>
</tr>
<tr>
<td>arrow right</td>
</tr>
<tr>
<td>arrow up</td>
</tr>
<tr>
<td>break</td>
</tr>
<tr>
<td>business</td>
</tr>
<tr>
<td>business solutions</td>
</tr>
<tr>
<td>calendar</td>
</tr>
<tr>
<td>camera</td>
</tr>
<tr>
<td>capacity</td>
</tr>
<tr>
<td>chart</td>
</tr>
<tr>
<td>chat</td>
</tr>
<tr>
<td>check mark</td>
</tr>
<tr>
<td>communication</td>
</tr>
<tr>
<td>connected devices</td>
</tr>
<tr>
<td>cooperation</td>
</tr>
<tr>
<td>corporate</td>
</tr>
<tr>
<td>customers data</td>
</tr>
<tr>
<td>decrease</td>
</tr>
<tr>
<td>documents</td>
</tr>
<tr>
<td>drone</td>
</tr>
<tr>
<td>effect</td>
</tr>
<tr>
<td>email</td>
</tr>
<tr>
<td>event</td>
</tr>
<tr>
<td>exclamation mark</td>
</tr>
<tr>
<td>experience</td>
</tr>
<tr>
<td>funding</td>
</tr>
<tr>
<td>heart</td>
</tr>
<tr>
<td>idea</td>
</tr>
<tr>
<td>increase</td>
</tr>
<tr>
<td>key message</td>
</tr>
<tr>
<td>know-how</td>
</tr>
<tr>
<td>location</td>
</tr>
<tr>
<td>management</td>
</tr>
<tr>
<td>manufacturing</td>
</tr>
<tr>
<td>market</td>
</tr>
<tr>
<td>measure</td>
</tr>
<tr>
<td>media</td>
</tr>
<tr>
<td>no</td>
</tr>
<tr>
<td>office</td>
</tr>
<tr>
<td>partner</td>
</tr>
<tr>
<td>pdf</td>
</tr>
<tr>
<td>permanent</td>
</tr>
<tr>
<td>pilot</td>
</tr>
<tr>
<td>pioneer</td>
</tr>
<tr>
<td>pitching</td>
</tr>
<tr>
<td>portfolio</td>
</tr>
<tr>
<td>quotation mark</td>
</tr>
<tr>
<td>real time</td>
</tr>
<tr>
<td>reliability</td>
</tr>
<tr>
<td>sensors</td>
</tr>
<tr>
<td>social media</td>
</tr>
<tr>
<td>solution</td>
</tr>
<tr>
<td>speed</td>
</tr>
<tr>
<td>startup</td>
</tr>
<tr>
<td>study</td>
</tr>
<tr>
<td>success</td>
</tr>
<tr>
<td>survey</td>
</tr>
<tr>
<td>target group</td>
</tr>
<tr>
<td>technology</td>
</tr>
<tr>
<td>temporary</td>
</tr>
<tr>
<td>test</td>
</tr>
<tr>
<td>toolset</td>
</tr>
<tr>
<td>umbrella</td>
</tr>
<tr>
<td>use case</td>
</tr>
<tr>
<td>user</td>
</tr>
<tr>
<td>yes</td>
</tr>
</tbody>
</table>
**“Tab”-overlays**

We use the typical style of the layer-design in magenta and cyan. E.g. to be used for web/headers in powerpoint or other powerpoint layouts.

Transparency: 70%

**Important:** On white background please don’t use transparency. In that case they should have 100% blue and 100% magenta.

**Transparency/Overlays on pictures (Web)**

Transparency is allowed in case the whole Tab-element is set on transparency, like in the example. Please, only use these overlays digitally: website, Screen-designs/Powerpoint

Not allowed: Don’t just set one color of this tab e.g. the cyan on transparency.

**TAB-OVERLAYS:***

Opacity: 80%. Tab centered to the image

Use this Logo-tabs only in combination with smaller texts!

**Typography:**
Orientation: centered, 100% White, (no transparency)

**Logo-tab Cut out for Banners:**
Don’t place the peak outside

**TAB-VARIATIONS:**

Opacity: 70%

Orientation: centered

Use this tabs for longer texts!

**Typography:**
100% White
(no transparency)

---

**WHITE BACKGROUND**

No picture in the background?
> Don’t use transparency for the tab-colors (100% opacity)

**Cyan**
CMYK: 100/0/0/0
RGB: 0/174/239
HEX: #00ADEF

**Overlay CYAN**
CMYK: 80/0/0/0
RGB: 0/158/219
HEX: #009DDB

**Cyan**
CMYK: 100/0/0/0
RGB: 0/174/239
HEX: #00ADEF

---

**POSSIBLE SHAPES BELOW:**

You find them here for download:
Link-Placeholder

**Don’ts:**
Avoid overlapping type over the background-picture. Stay in the color-tabs.
**Image style/people**

In the production of images, please follow the guidelines for picture composition. Ideally, people should face either frontally or a little laterally and have a positive attitude. Avoid close-up detail of these, or asymmetric cuts of the image. Always shoot leaving enough space around the head to allow for the depicted cropping or re-centering of the subject.

Show people in a relaxed posture.

The Background of the image should be in a neutral color with a smooth blur.
Image style/rooms

In the production of images, please follow the guidelines for picture composition. Photographed rooms should be very tidy (no trash, no paper on the desk and floor, no empty bottles and cups etc.). Find the right position and angle for the image, which makes the room look big, bright and suggests a nice, creative atmosphere.

People in a room should either have a creative conversation, work or listen to a speaker.
In the production of images, please follow the guidelines for picture composition. Stilllife images should evoke the impression of a tidy and creative atmosphere. The photographer should work with a blurred background and a sharp focus on interesting details.
Image style / events

In the production of images, please follow the guidelines for picture composition. Event images should show interested people, presenting speakers, nice and tidy booths or stills. If possible, Hubraum and Telekom should be recognizable (e.g. logo / meganta within some images) as the operator of the event.
Image style / Don’ts

Please avoid images that

- are blurred / have a bad quality
- are awkwardly cutted (parts of the face/ head, people)
- show people while eating or sleeping
- show bored people
- show people from a weird angle
- have an interfering background (patterns, too many colors)
- show untidy rooms
- have a bad colorgrading (too yellowish / too cyanish / too reddish)
- have different color modes (color vs. black and white) within one product
- are badly cut-out (blurred edges)
Picture moods for future hubraum shootings
Merchandise & Give aways

For merchandise articles and give aways you should always use the logo. For bigger articles (Hoodies, Notebooks) you can also use the Tab or Tab-logo in addition. You can use the colors magenta, cyan (and cyan gradients) and black or grey.

Example Booklet-Cover, Option A
Example Booklet-Cover, Option B
Example Booklet-Back

Sticker

Smartphone case
Lanyards: material in black, white or cyan

White HR-Logo is not allowed any more!
merchandise & Give aways

For merchandise articles and give aways you should always use the logo. For bigger articles (Hoodies, Notebooks) you can also use the graphic element or the colors cyan and yellow, but magenta should still be most prevalent.

Examples on the right >
Social Media/Facebook Tab-overlay

Title-picture and Header-pictures

hubraum can show past events in the fb-header.

Generally the pictures are black and white – But there can be exceptions in color.

80 % transparency on the whole tab-element
Twitter page

Almost 95% is magenta and white. Layout style is too close to Telekom Corporate Design.

Old Design: Twitter-website of hubraum

No Layouts, which have almost entirely magenta and white areas – blue should have a much bigger part in layouts.

This is a draft: We will make some other proposals for the twitter header soon.
Social media postings (internal)

Templates for pictures and postings

Old style:
Don’t use the colored areas in every corner of the image.

Sample posting:
*Portrait-style.*

Do!

Sample postings with black layer behind the program-visual

Black rectangle: 50% opacity

Don’t use the colored areas in every corner of the image.

Don’t stretch the tab-element like this.

Don’t do transparency in pictures.

Don’t place one picture on another picture please!
Video caption style

On the right you see some frames to show how the caption graphic-elements should look like.

The text-paragraph-style is uppercase/ textcolor: 100% white

Example video frames

Magenta/cyan Layer: 80% opacity
Video style examples

Some examples of good video styles.

Styles are working with blurs, text overlays, totals of the crowd and interviewparts.

Hand camera in addition to this is also possible – kind of you-tube asthetic.

t3n video style:
https://www.facebook.com/StartupTV.io/videos/1015516099069486/?q=tech%20stratup

Tech open Air video style:
https://www.facebook.com/TechOpenAir/videos/1535863896510283/
Video caption style

Names (like shown in the example) can be used in addition to the already inserted caption line at the bottom of the format.

Example Style No. 1

Example Style No. 2

Text is centered to the graphic element.
Powerpoint-presentation style

This is a sample how to introduce a hubraum-presentation in powerpoint.

Cyan and magenta Layers = 80%

DON'T

The Telekom guidelines doesn't allow objects in this area!

Avoid Telekom-Design elements: Don’t use the hubraum-logo on magenta background.

no colon in text-paragraphs
Contact

Team, who created the Playbook (hubraum-Manual):

hubraum-playbook: 02. March 2018

hubraum contact:
Marcin Maciejewski
Innovation Driver
+48 602 209 452
marcin@hubraum.com
Przemysłowa 12 | 30-701 Kraków
hubraum.com

Design-Agency:
COMMANDANTE BERLIN GmbH
Creative Brand Operations
Brunnenstr. 24 | 10119 Berlin
Office: +49 30 27 87 426 - 25
alarm@commandante.org

Deutsche Telekom Brand-Design-Team:
Andreas Kripal

Brand Design Team

Contact our Brand Design Team by phone or e-mail with any questions you may have about the Telekom brand identity.
The team can also provide helpful advice during the concept development and layout phases.

Phone +49 228 181-24299
contact@brand-design.telekom.com

Brand Dialog

Brand Dialog is Deutsche Telekom’s new & unified online tool for communications, brand design and media experts. The platform merges two of our most widely used web-based tools – Campaign World and the Brand Design Approval Tool – into one easy-to-use workflow application.
Brand Dialog will be the central point for creative approvals and provides best practice examples, communications & media news and a community to share inspiration among all registered Telekom communication colleagues internationally.
https://brand-dialog.telekom.com/

Link brand-dialog (approval) tool: