

Logo Guidelines Haus der Kulturen der Welt

The logo consists of the abbreviation “HKW” and the sub-line “Haus der Kulturen der Welt” running across the entire width of the logo (size M). If the logo can only be displayed in a width of up to 19mm, the sub-line is omitted (Size S). The logo must then be supplemented by an agreed upon credit line: “In cooperation with Haus der Kulturen der Welt”/ “With support from Haus der Kulturen der Welt” or similar. For display sizes of 35 mm and larger, the width of the sub-line changes (size L). The logo can be set in black or in negative white on a very dark background.

Standard Logo

Size M → width of 2 cm to 3,5 cm width (or 130 px)



Size S → up to 1,9 cm width (or 70 px)

HKW



+ supplemented by an agreed-upon credit line: "In cooperation with Haus der Kulturen der Welt" / "With support from Haus der Kulturen der Welt" or similar.

Size L → at least 3,5 cm width (or 170 px)



Standard Logo Size M

→ width of 2 cm to 3,5 cm width (or 130 px)

→ Horizontal: minimum space to left 25 %
 minimum space to right 20 %

→ Vertikal: minimum space to top 40 %
 minimum space to bottom 35 %



Size S

→ up to 1,9 cm width (or 70 px)

- Horizontal: minimum space to left 25%
minimum space to right 20%
- Vertikal: minimum space to top 60%
minimum space to bottom 60%



Size L

→ at least 3,5 cm width (or 170 px)

- Horizontal: minimum space to left 25%
minimum space to right 20%
- Vertikal: minimum space to top 40%
minimum space to bottom 35%

