



# BRAND GUIDELINES

01

## Written and verbal naming

- Avoid wording that suggests sponsorship or a partnership that goes beyond your company's participation in the Firmenchallenge
- Avoid wording that presents the Firmenchallenge in a negative context
- Do not translate the names "Firmenchallenge" and "Firmenchallenge Österreich" into another language and avoid abbreviations such as FC or FCÖ
- Please make sure that you link to and tag the Firmenchallenge in your social media posts

02

## Logo usage

- As a participating company in the Firmenchallenge Österreich, you are free to use our logo in your application:
  - Stand alone
  - Inserted in graphics you have created yourself
  - Use of advertising materials created by us
- The logo may not be used in a negative context and may not suggest a partnership or sponsorship that goes beyond your company's participation in the Firmenchallenge
- The logo may not be changed in color (except grayscale, should your design require it)
- The logo may not be cropped
- The layout of the logo may not be changed and/or distorted
- Make sure that the logo is clearly visible and legible at all times and is not cut off or covered up



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03

## Firmenchallenge color palette

- **Main color**
  - Magenta: #a84593
- **Complementary colors**
  - Orange: #ff9900
  - Light pink: #b798af

04

## Advertising materials

- The advertising materials (graphics) provided by us may not be altered in any way unless they are intended for this purpose. This applies in particular to
  - Subjects for social media that can be enhanced with your company logo
- Photos provided may only be used on their own with the Firmenchallenge logo placed on them and stating the copyright
- Videos provided may not be changed and/or edited
- Unless another copyright is mentioned, the Firmenchallenge Österreich must be named in the copyright

If you have any questions about the correct use, you can contact us at [info@firmenchallenge-oesterreich.at](mailto:info@firmenchallenge-oesterreich.at) at any time.