













# Information on the logo of the German government and authorities

The logo is provided in a range of file and colour formats. The most suitable file and colour format must be selected each time, so that the logo is perfectly presented on each medium. For up-to-date information on how to use the logo and on the German government's corporate design, please have a look at the online style guide here:

→ <https://styleguide.bundesregierung.de/>

**N.B.:** Please always forward all the files and this read-me-file to your agencies and service providers so that they can select and use the most suitable file.

## Overview of files

File name	Colour and use	Description
DTP		
KRZL_spr_v#__DTP_CMYK.eps	 Four-colour printing	For use in desktop publishing with professional DTP and graphics programmes (Adobe InDesign, Adobe Illustrator, CorelDraw, PageMaker, QuarkXPress, etc.) and output devices based on PostScript and PDF.
KRZL_spr_v#__DTP_schwarz.eps	 Outline variant for faxes and stamps	
KRZL_spr_v#__DTP_Graustufen.eps	 Grey scale printing / black-and-white printing	
KRZL_spr_v#__DTP_Plot.eps	 Foil cutting, etc.	
KRZL_spr_v#__DTP_weiss.eps	 White outline variant for use on coloured backgrounds	
Office		
KRZL_spr_v#__Office_farbig.png	 Screen document windows and printing on office printers	For use in Office programmes (Microsoft Word, PowerPoint, etc.).
KRZL_spr_v#__Office_schwarz.png	 Outline variant for faxes	
KRZL_spr_v#__Office_Graustufen.png	 Grey scale printing / black-and-white printing	
Internet & App		
KRZL_spr_v#__Web_farbig.svg	 Screen applications, colour	Preferred variant of the logo for screen applications (website, app, etc.). It is inserted directly into the web pages and can be scaled to any size.
KRZL_spr_v#__Web_farbig.png	 Screen applications, colour alternative	Alternative variant, if the SVG variant cannot be used for technical reasons. It may not be scaled.
KRZL_spr_v#__Web_Graustufen.svg	 Screen applications, grey scale	Additional grey scale variant in the preferred SVG format. It is inserted directly into the web pages and can be scaled to any size.
KRZL_spr_v#__Web_Graustufen.png	 Screen applications, grey scale alternative	Additional grey scale variant in the alternative PNG format, if the SVG variant cannot be used for technical reasons. It may not be scaled.

**KRZL = abbreviation of the authority**

The abbreviation of the authority as entered in the logo assistant.

**spr = language**

The language of the authority name, as entered in the logo assistant, or several languages in the case of logos containing the authority's name in several languages. The language designation corresponds to the 2-letter abbreviations given in ISO 639.1.

**v# = version number**

The version number shows the revision status of the logo. The logo assistant always displays the latest version number for comparison.

**N.B.:** With combined logos, the information about both logos is at the front of the file name (KRZL\_spr\_v#\_KRZL\_spr\_v#\_Verwendung\_Farbfassung.Dateiformat).

**Positioning and protection zone**

The colour logo must be used on a white background. All logo files therefore have a white, non-transparent background. The background (bounding box) defines the protection zone around the logo; no other graphic elements may be placed within this zone.



Logo with a protection zone: this is defined by the spacing of the eagle emblem. (Use at 100 %)

**Insertion of the PNG files in Office programmes**

To insert PNG files in Microsoft Office, please always use “Insert” > “Picture” > “From file...” (or a comparable import function depending on the programme being used).

Warning! Do not under any circumstances open the PNG files with a double-click (depending on the settings, this might start Windows Paint or a similar programme) and insert them into an Office document using copy and paste. This will usually insert an image into the Office file, which can lead to extremely large Office files.

The logo can be scaled in size by percentage, just as in a professional DTP programme. To do so, right-click in Microsoft Office on the logo and choose “Format picture...” and then “Size”.

**Adjusting the PNG files (for administrators and service providers)**

The PNG files for Office programmes have a resolution of 576 dpi at 100 % and are suitable for use at up to 200 %. Even larger sizes are possible, although this will compromise print quality. The newer Office programmes compress the files well, which means that the picture resolution usually does not need to be reduced.

Should it be necessary, for technical reasons, to reduce the resolution, a good image-editing programme must be used, e.g. Adobe Photoshop, GIMP, GraphicConverter, PaintShop Pro or a comparable product.

Should you wish to reduce the resolution, please carry out the following steps exactly in the order given in order to avoid a loss of quality:

1. First, change the colour depth to 24 bits! (This colour mode may, depending on the programme used, be called “RGB colour”, “Colour depth 16.7 million colours” or similar.)
2. Then change the size of the logo (“Scale Image” or similar and “Bicubic” or similar).  
Make sure you recalculate with the same parameters and reduced resolution.
3. Reduce the colour depth to “Indexed Colours” again.
4. Save as “Portable Network Graphics (PNG)” under a new name. Alternatively, TIFF is also suitable for Office (with LZW compression and sRGB colour profile).

### **Information on EPS files (DTP)**

The EPS files of the logo are in “Adobe Illustrator 8” format and have a TIFF preview. They can therefore be used on practically all computer systems and be sent by e-mail without any losses.

The external shape of the logo may not be changed. Should technical alterations be necessary, e.g. regarding the plot logo for the foil-cutting process, an EPS can be opened for editing purposes with Adobe Illustrator, CorelDraw and some other graphics programmes.

### **Additional information**

The interactive guidelines for using logos can help you work correctly with the files provided:

→ <https://bildwortmarkenassistent.de/finden#leitfaden>

### **Updating**

Faulty or outdated logos can be updated by members of staff at federal authorities who are authorised to do so, using the logo assistant.

→ <https://bildwortmarkenassistent.de>

### **Issued by the**

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