

# NKR - NEUE KÜNSTE RUHR

Style guide and logo design

In order to do justice to the diversity of the divisions of NEUE KÜNSTE RUHR, you can expand the logo in its basic form with additional design elements as needed.

Think of the logo as a frame in which you can stage content. This style guide contains positive and negative examples for the creative extension.

Of course, creative extension is not a must. You'll also find some general tips on logo placement for the basic logos.

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## LOGO BASIC

Please choose the logo according to the display size of your materials.



Logo basic (for large display)



Logo basic (for large display)  
black



Logo basic (for large display)



Logo basic (for large display)  
black

Logo – Placement and spacing



Logo basic and spacing

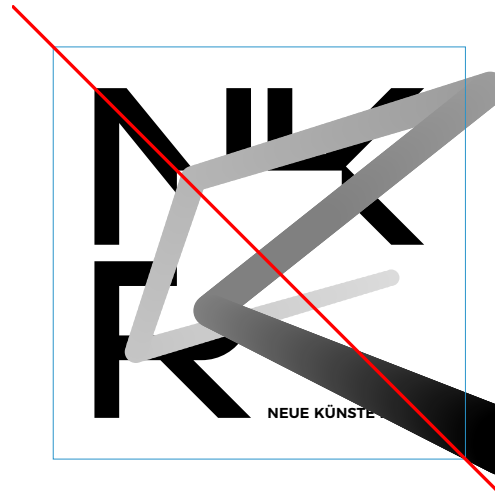


Logo basic + dynamic element and and spacing

DON'TS



The logo must not be rotated or be distorted.



The initials and lettering must be clearly recognizable and legible.



The use of different colors is not allowed.

### DO'S



Logo basic + visual data/sounds



Logo basic + generative design monochrome/black and white



Logo basic + Glitch effect



Logo basic + 3D objects

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Best practices

Logo – Element – Combination

## DYNAMIC LOGO APPLICATION

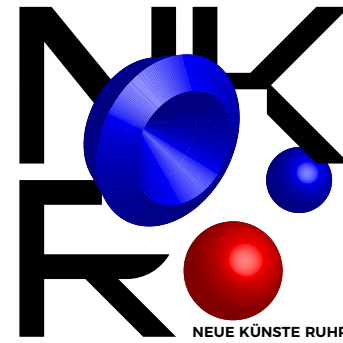
DO'S



Logo basic + Graphic



Logo basic + abstract forms



Logo basic + abstract 3D  
visuals

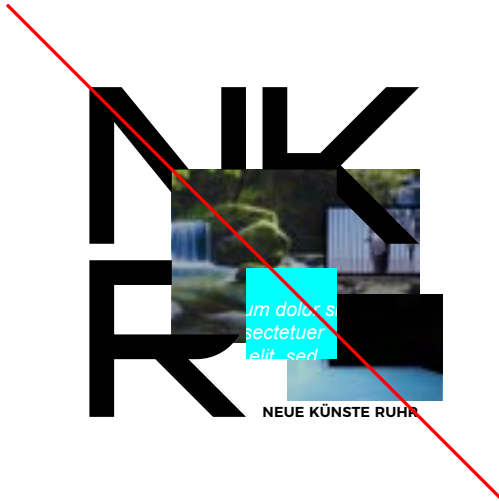


Logo basic + Image with enough contrast to  
the logo

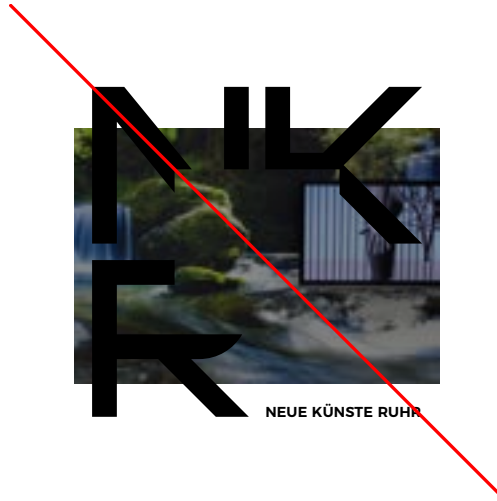
Negative examples

Logo – Element – Combination

### DON'TS



too many elements in combination  
with basic logo



Content too dark, logo not clearly recognizable



Image too unsteady/undefined



No clearly legible characters in the size of  
the logo initials



Negativbeispiele  
Logo – Element – Combination

### DON'TS



Content of the image too dark. Logo is no longer clearly visible.



The abstract form forms a possible readable letterform.



generic stock image

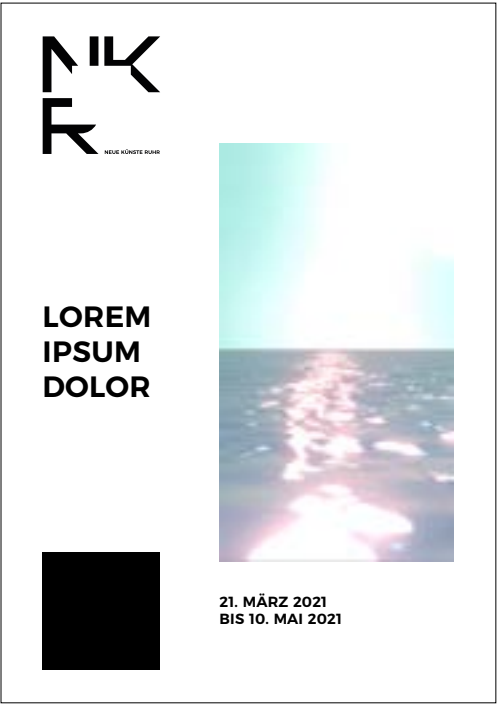


Low contrast with the logo,  
Too undefined

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Suggestions for designing ads, social media posts, etc.

LOGO APPLICATION



# NKR - NEUE KÜNSTE RUHR

Logo - application possibilities print

## LOGO APPLICATION

