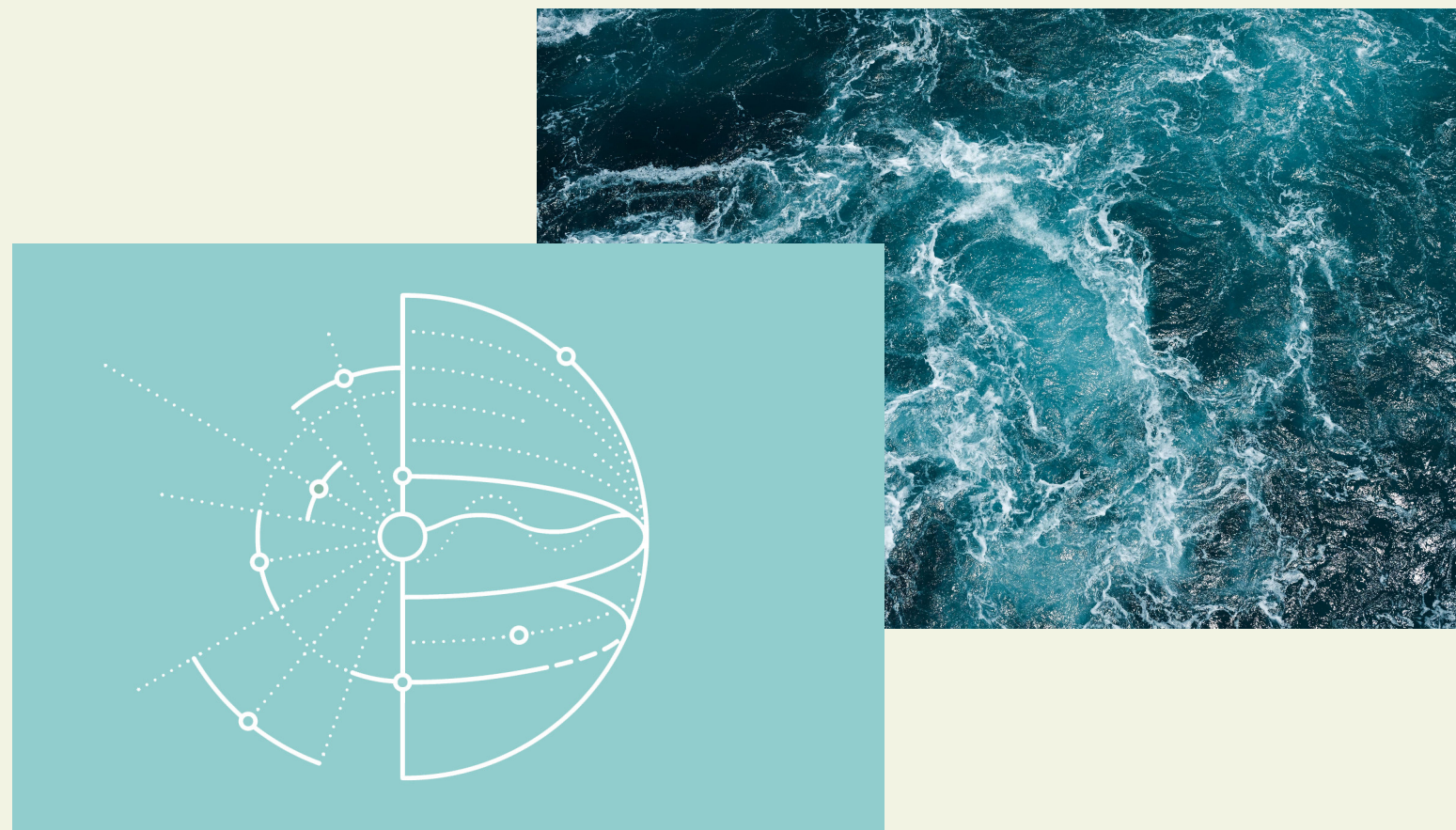


STYLEGUIDE

As of August 2025



This is PIK's visual design.

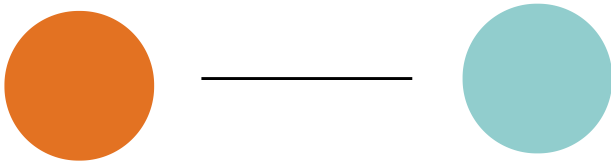
By consistently applying its elements, PIK is perceived professionally by both the academic community and the public, strengthening its visibility and identity.

Thank you for contributing to this effort!

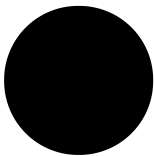
Colours

COLOUR CONCEPT

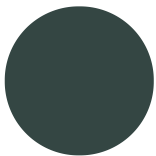
The orange in the logo is paired with a complementary light blue to represent the concepts of 'warm' and 'cold'.



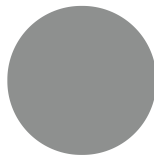
PRIMARY COLORS



HEX #000000
RGB 0,0,0



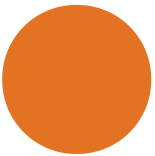
HEX #344643
RGB 52,70,67



HEX #8E908F
RGB 142,144,143

For inclusive accessibility
Use only primary colors as text color

SECONDARY COLORS



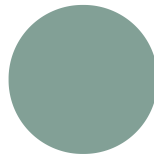
HEX #E37222
RGB 227,114,34



HEX #91CDCD
RGB 145,205,205



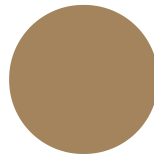
HEX #86B9AA
RGB 134,185,170



HEX #82A096
RGB 130,160,150



HEX #8A9079
RGB 138,144,121



HEX #A3845C
RGB 163,132,92

TERTIARY COLORS



HEX #F2F3E3
RGB 242,243,227



HEX #E1E3D4
RGB 225,227,212



HEX #D0D4C6
RGB 08,212,198



HEX #DADEDC
RGB 218,222,220



HEX #ECEED
RGB 236,238,13



HEX #F5F6F6
RGB 245,246,246

Logo

VARIANTS

- Image + "PIK" + full name (optional)
- Available in English and German
- In addition, there is a German version with "e.V". for specific exceptions



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FORMATS

- .eps: Scalable format suitable for printing
- .png: Compressed format for screen presentations and websites
- .tif: High-resolution format for embedding in text documents

Images



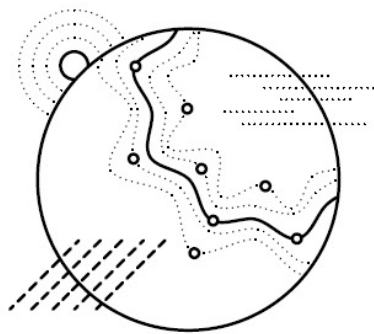
For broader topics and categories (e.g. Research Departments) photographic themes offering a slightly abstracted view of the world from above.



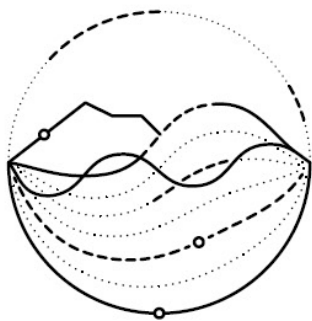
Individual themes illustrated with more specific motifs, providing a closer look at the content aspects.

Illustrations

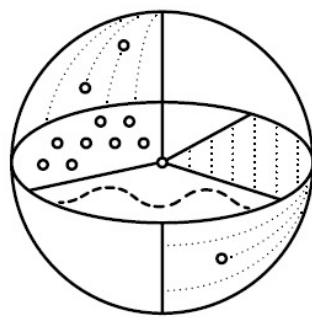
THEMATIC GROUPS



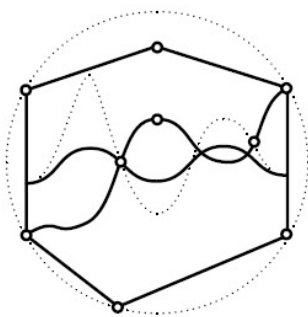
WEATHER, EXTREMES
& ATMOSPHERE



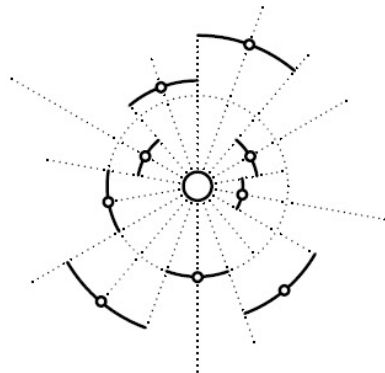
ICE, OCEANS
& SEA LEVEL RISE



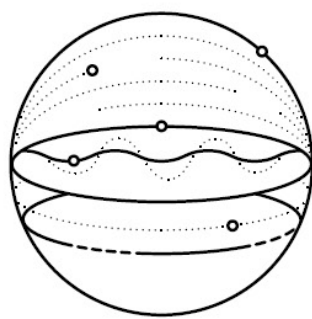
LANDUSE, FOOD & WATER,
ECOSYSTEMS



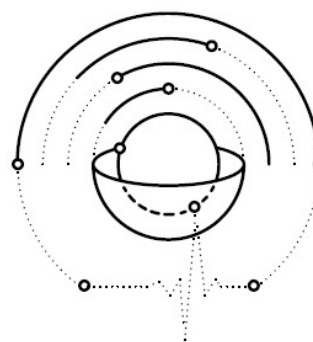
CLIMATE POLICY, ECONOMICS
& ENERGY



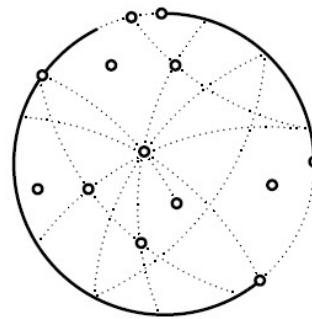
PLANETARY BOUNDARIES



GLOBAL COMMONS



HEALTH, SECURITY
& DEVELOPMENT



COMPLEXITY NETWORKS

Font

Abc IBM PLEX · SANS
123 The quick brown fox jumps over the lazy dog.

Links to download the font (free of charge)

[FONTS.GOOGLE.COM/SPECIMEN/IBM+PLEX+SANS](https://fonts.google.com/specimen/IBM+PLEX+SANS)

Additional information

In our intranet you find templates, etc.

www.pik-potsdam.de/en/intranet/how-to-pik/corporate-design

- Logos
- Illustrations
- Power point templates
- Report templates
- Poster templates
- Zoom backgrounds
- Letterheads

Please feel invited to use this guide!

Thank you.