

# WSS

WERNER SIEMENS-STIFTUNG

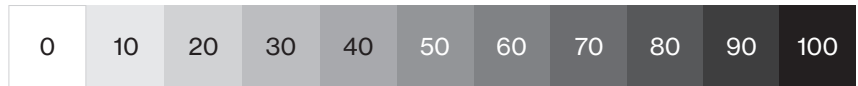
## The logo of the Werner Siemens Foundation: guidelines for correct use

Standard (logo in German only)  
Height 16mm  
for letterheads, business cards,  
correspondence

Minimal size, readability  
Height 7.5mm



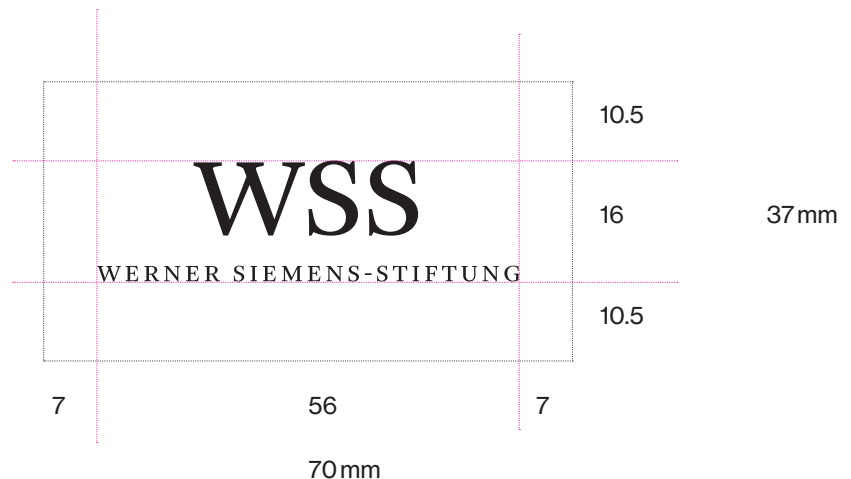
The WSS logo must be used in  
mono-colour only b/w on a neutral  
background.



Positive  
from 0–40% black  
Negative  
from 50–100% black

Standard size of white space  
70x37mm for a logo height of 16mm

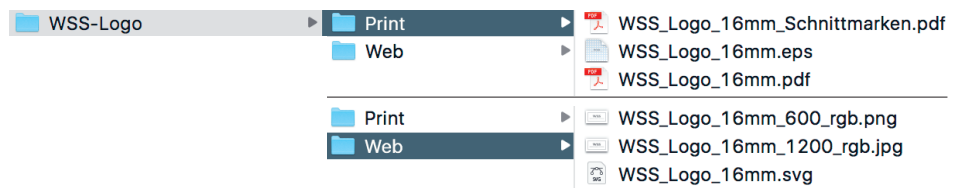
Scaling (including white space)  
must always be proportional



Format and colour:

Print:  
PDF, EPS  
CMYK (0 | 0 | 0 | 100)

Web:  
JPG, PNG, SVG  
RGB (0 | 0 | 0)



Negative upon request to:  
bigfish.ch

Logo placement by third parties  
in print or web products  
requires permission from the  
Werner Siemens Foundation.  
Send printer's proof to: bigfish.ch.



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