
Agora Think Tanks Style Guide

Corporate design resources

- Logos
 - Colours
 - Fonts
 - Icons
-

Logos

Energiewende

German and international context



International context (if the German version is not possible)



Chinese context



Industry

German context



International context



Agriculture

German context



International context



Logo

Combined components

The Agora logos consist of two components – the word and the picture mark – which may not be used separately.



Negative logo versions

The logo version with the white words should be used on dark backgrounds.



Minimum margin

The distances specified below must be maintained as a minimum white space around the logo.



Logo

Inappropriate logo usage



Changed colours: neither word nor picture mark colours can be changed.



Changed position: the picture mark is always placed on the right.



Distortion: the logo can not be used in any distorted version (oblique, upright, etc.).



Unsuitable background: the logo can not be used on images, complex motifs or with insufficient contrast that makes it hard to recognise.



Corporate colours

Energiewende

115/62/136	Agora_EW_1_1_purple
208/80/148	Agora_EW_1_2_pink
100/185/228	Agora_EW_1_3_blue
30/131/179	Agora_2_darkblue
72/168/174	Agora_2_lightturquoise
131/147/190	Agora_2_lilac
173/134/176	Agora_2_dustypink
100/118/150	Agora_2_grey

Industry

115/176/201	Agora_IND_1_1_blue
47/172/102	Agora_IND_1_2_green
26/102/123	Agora_IND_1_3_darkturquoise
30/131/179	Agora_2_darkblue
72/168/174	Agora_2_lightturquoise
131/147/190	Agora_2_lilac
173/134/176	Agora_2_dustypink
100/118/150	Agora_2_grey
46/135/61	Agora_2_turquoise
93/47/108	Agora_2_darkpurple

Agriculture

255/211/0	Agora_AGR_1_1_yellow
166/87/46	Agora_AGR_1_2_brown
69/165/53	Agora_AGR_1_3_green
204/153/0	Agora_AGR_1_4_beige
231/203/165	Agora_2_lightbeige
94/71/69	Agora_2_lignite
0/96/87	Agora_2_oil
46/135/61	Agora_2_turquoise
173/134/176	Agora_2_dustypink
93/47/108	Agora_2_darkpurple

Think Tanks / Training

115/62/136	Agora_EW_1_1_purple
46/135/61	Agora_2_turquoise
204/153/0	Agora_AGR_1_4_beige
0/96/87	Agora_2_oil
173/134/176	Agora_2_dustypink
131/147/190	Agora_2_lilac

Corporate colours for figures

Figures

248/248/248	Agora_0_ background
227/227/227	Agora_0_gridlines
112/112/112	Agora_0_axis labeling

Sectors

208/80/148	Buildings / Gebäude
30/131/179	Transport / Verkehr
72/168/174	Industry / Industrie
131/147/190	Power / Energie
173/134/176	Agriculture / Landwirtschaft
100/185/228	Waste / Abfall

Energy carriers

152/183/33	Renewables / erneuerbare Energien	0/96/87	Oil / Mineralöl
128/138/155	Non-renewables / konventionelle Energien	186/191/194	Other conventional / sonstige Konventionelle
30/120/194	Wind onshore / Wind onshore	131/147/194	Pumped storage / Pumpspeicher
0/97/164	Wind offshore / Wind offshore	83/171/224	H ₂ blue / blauer Wasserstoff
255/224/0	Solar	97/116/148	H ₂ grey / grauer Wasserstoff
64/139/46	Biomass / Biomasse	123/192/188	H ₂ turquoise / türkiser Wasserstoff
210/221/228	Hydro / Wasserkraft	149/166/100	H ₂ green / grüner Wasserstoff
114/114/114	Nuclear / Kernkraft	201/222/165	Biofuel / Biokraftstoff
94/71/69	Lignite / Braunkohle	47/172/102	Biogas / Biogas
0/0/0	Hard coal / Steinkohle	195/165/211	Synfuel / synthetische Kraftstoffe
154/187/202	Fossil gas / Erdgas	241/154/193	Electricity / Strom

Corporate fonts

Main font: Flexo

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 „!?”→%&©

Flexo Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 „!?”→%&©

Flexo Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 „!?”→%&©

Flexo Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 „!?”→%&©

Flexo Bold

Secondary font: Brix Slab

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 „!?”\$%&©

Brix Slab Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 „!?”\$%&©

Brix Slab Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 „!?”\$%&©

Brix Slab Medium

System font (in case corporate fonts cannot be used): Calibri

Icons

Some of the Agora icons



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