

COMMUNICATION BOOKLET 2023

BERLIN
SCIENCE
WEEK.COM

BERLIN
SCIENCE
WEEK.COM



BerlinSciWeek



berlinscienceweek



BerlinSciWeek



Berlin Science Week



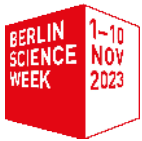
Berlin Science Week



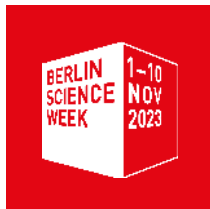
DESIGN GUIDELINES

This overview defines the basic elements of the visual identity of BERLIN SCIENCE WEEK 2023 and thus provides all participating organisations with guidelines that facilitate the application of these elements. In the sense of a unified appearance of Berlin Science Week, the systematic BERLIN SCIENCE WEEK branding is important to us. Please adhere to the following guidelines to ensure recognition on all channels.

LOGO



Please note that the protection zone around the logo specified on the left is not to be changed.



The logo is usually displayed on a white background in red, but can also be used inverted in white on red background, or on photos.

If font and colours are used, please use as follows:

FONT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
? ! , . ' () % & # / | { } < > +

— Geviertstrich

DIN OT Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
01234567890
? ! , . ' () % & # / | { } < > +

DIN OT Regular

In headlines line spacing equals point size.
If typography is used as design and full-format on posters, the line spacing is reduced.
For typographic design applies: Line spacing equals 88% of the point size

COLOURS



BSW Rot
HKS 13
CMYK
0/100/100/0
rgb
227/6/19
#e30613

Schwarz

Weiß

The following colours are a standard element of the corporate design: Red, black and white. The main identification colour is red. It may only be used as a colour area, frame or font with 100% colour value.

The font colour is black. Headlines can be high-lighted with red. White is used on coloured surfaces or photos.

COMMUNICATION TIPPS

Show Your Participation:

Download our logo set and integrate it into all your communication materials & website with: "[Name of your event] is part of Berlin Science Week".

Brand Your Event:

Use our free branding material (cube, stickers, posters, etc.) to brand your event. Include a reference to Berlin Science Week in your welcome remarks.

Instagram Stories:

We would also like to repost IG stories that you post from your event. If you agree, it is necessary that you tag our account @berlinscienceweek.

Create Lasting Visibility:

Share reels and videos on social media and tag us or contact our Science Marketing Manager for social media retweets and interaction.

The new team is eager for more photos and videos, please send them to us even if you can't work with them yourselves. Ensure copyright clearance of all shared photos and videos. Let's create content that celebrates this year but also sets the stage for next year!

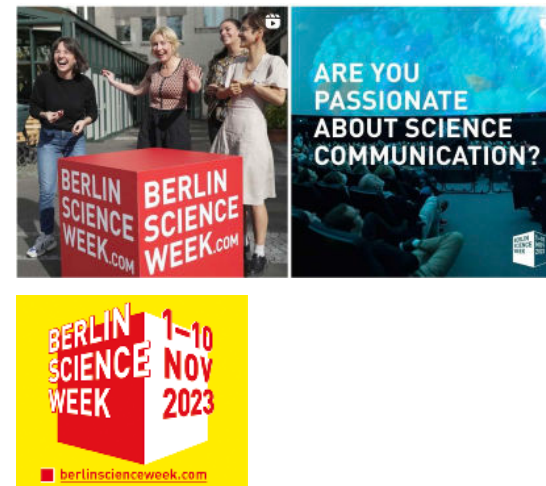
Hashtags:

#daretoknow #berlinscienceweek

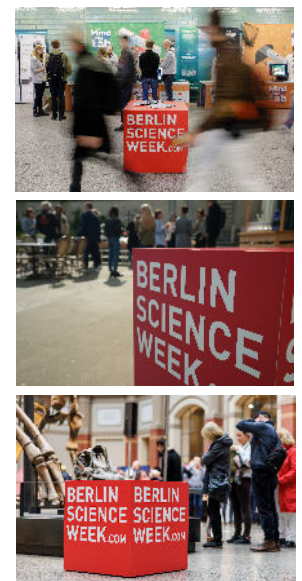
LOOK & FEEL

Please find our logo, share pics, text modules and further materials to use for your website, newsletter, press and social media activities in our download section.

DIGITAL



EVENT



PRINT



COMMUNICATION TRACK

We're happy that you are part of our Berlin Science Week Community!

It is mandatory that you communicate and promote your own event as being part of Berlin Science Week through all of your communication channels! Please find all necessary information & materials in this booklet together with the download section in our online [Event Area](#) for participating organisations.

FOLLOW US!

-  berlinscienceweek
-  BerlinSciWeek
-  BerlinSciWeek
-  berlin-science-week
-  Berlin Science Week
- #BerlinScienceWeek

PROGRAMME LAUNCH

28 SEPTEMBER

Help spread the word on all channels using our share pics, text modules, and hashtag. Don't forget to tag us so we can include you in our stories, retweets, etc.

JOIN AND PROMOTE OUR PRESS CONFERENCE

11 OCTOBER

Presentation of the programme to the media and the publication of the Tagesspiegel Berlin Science Week Magazine .

CREATE LASTING VISIBILITY!

Share photos, videos, quotes or articles of your event for our further communication activities.

**LET'S
CELEBRATE
SCIENCE
TOGETHER!**
1—10 NOV

AUGUST

SHARE YOUR EVENTS WITH US

Until late September we prepare our editorial plans, press mailings and newsletter for the peak season of the festival

SEPTEMBER

SHOW YOUR PARTICIPATION!

Download our logo set & integrate it into all of your communication materials & website together with: "[Name of your event] is part of Berlin Science Week".

OCTOBER


NOVEMBER

BRAND YOUR EVENT!

Use our free branding material (cube, stickers, posters & co) to brand your event. We also ask you to include a reference to Berlin Science Week in your welcome remarks.

GET IN TOUCH

**Please feel free to get in touch – our communication team is happy to support you.
Looking forward to our collaboration!**

 berlinscienceweek

 BerlinSciWeek

 BerlinSciWeek

 berlin-science-week

 Berlin Science Week

Download Area

<https://berlinscienceweek.com/event-area>

COORDINATED BY

**FALLING
WALLS
FOUNDATION**

CONTACT

Lena Taran

Press Officer

press@berlinscienceweek.com

Johannes Zerbst

Science Marketing Manager

johannes.zerbst@falling-walls.com

Web

www.berlinscienceweek.com

Berlin Science Week

c/o Falling Walls Foundation gGmbH

Kochstraße 6–7

10969 Berlin

Germany