The Logo is a visual representation of the conglomerate of people needed in order to establish a startup culture. Initially the basic forms are a derivation of the SUD initials.

Use the colored main Logo whenever possible.

In Case of design emergency: brief@kasparallenbach.ch
Logo Examples

Logos are just humans after all. They need space to breathe. Always give room to the logo so it doesn’t feel claustrophobic. It is not possible to show all variations of logo placement. Use your own head or approve your design by the Art Director. (me, Haha)

The Logo needs room to breathe

Don’t be shy

Make the logo bigger

Use your eyes and your gut for nice layouts.
Colors

Unusual to use that many colors for a branding. But that's just how it is.

You can use every color from this palette as a background color as long as stuff is readable and doesn't hurt your eyes.

You can also use every color from the palette as a font color but most of the times either use the dark tones or better yet the dark font black.

Use White as a Background whenever possible.

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Fonts

don't use pure black as font color.

Media Sans Bold as Title

*GT Alpina regular* as Breadfont. Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor *invidunt ut labore et dolore magna aliquyam erat*

If Space is scarce you can use GT Alpina Condensed. But if possible just use the regular cut

Avoid highlighting text by *underlining* it or making it **bold**. It disturbs the reading flow. Underlining means it is a hyperlink.

*Just use italic* if you want to *highlight* a word. Or better yet, don't use any highlights at all. Write better copy!

Blocksatz is forbidden for all eternety!!! Because it always looks bad and amateurs think that if the text is aligned on both sides it looks better. which it doesn't. Look at the gaps in the text. It's just the worst!!

You can use other cuts of Media Sans for special products *like Billboards, Posters, Badges, et. al.*

But Web & Logo & KeynoteTitles use only media Sans Bold
If you need to spice up things a little bit. Use these visuals as Salt & Pepper for the designs:
Visuas Example

Make the visuals superb.
So they are cut by the layout
combine text, colors, logo
and visuals as you wish.
But make it interesting!!!