

SV MESUM 1927 e.V.

Corporate Identity · Datenblatt · Stand: JUNI 2026

VEREINSLOGO · AKTUELLE VERSION 2026



Auf hellem Hintergrund



Auf dunklem Hintergrund

JUBILÄUMSLOGO · 100 JAHRE · 1927 – 2027

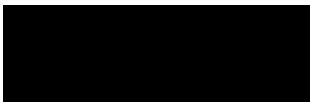


Auf hellem Hintergrund

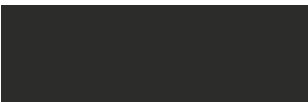


Auf dunklem Hintergrund

FARBEN · PRIMÄR & GRAUSTUFEN



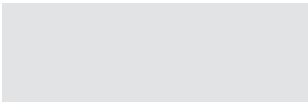
Schwarz
#000000
RGB 0 / 0 / 0
CMYK 0 / 0 / 0 / 100



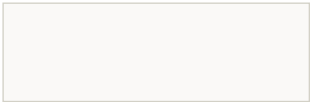
Anthrazit
#2C2C2A
RGB 44 / 44 / 42
CMYK 0 / 0 / 5 / 83



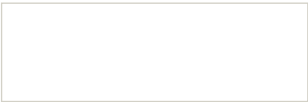
dunkel GRAU
#6E6F71
RGB 110 / 111 / 113
CMYK 58 / 49 / 47 / 15



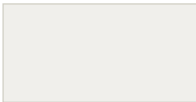
light GRAU
#E2E3E4
RGB 226 / 227 / 225
CMYK 0 / 0 / 0 / 12



Off-White
#FAF9F7
RGB 250 / 249 / 247
CMYK 0 / 0 / 1 / 2



Weiß
#FFFFFF
RGB 255 / 255 / 255
CMYK 0 / 0 / 0 / 0



Grau 100
#F0EFEB
RGB 240 / 239 / 235
CMYK 0 / 0 / 2 / 6



Grau 200
#D3D1C7
RGB 211 / 209 / 199
CMYK 0 / 1 / 6 / 17



Grau 400
#B4B2A9
RGB 180 / 178 / 169
CMYK 0 / 1 / 6 / 29



Grau 600
#888780
RGB 136 / 135 / 128
CMYK 0 / 1 / 6 / 47



Grau 700
#5F5E5A
RGB 95 / 94 / 90
CMYK 0 / 1 / 5 / 63

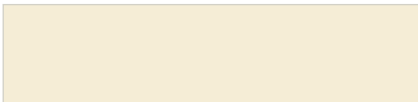


Grau 900
#2C2C2A
RGB 44 / 44 / 42
CMYK 0 / 0 / 5 / 83

HIGHLIGHT-FARBE · EMPFEHLUNG



Goldbraun
#B8860B
RGB 184 / 134 / 11
CMYK 0 / 27 / 94 / 28



Highlight Hell
#F5EDD6
RGB 245 / 237 / 214
CMYK 0 / 3 / 13 / 4