

# Use of the IMW logo

Dear Sir or Madam,

You are interested in using our Fraunhofer IMW logo for non-commercial advertising purposes. We would therefore like to draw your attention to the Fraunhofer-Gesellschaft's regulations regarding the use of the logo:

Using the Fraunhofer IMW logo is subject to authorization as a general principle. For non-commercial advertising purposes, particularly in print work and on your website, we permit the use of the logo under the following conditions, although this permission may be revoked by us.

1. You send us a draft copy of the page of printed material or web page on which the logo appears in advance. In addition, you inform us of the URL for electronically accessible pages. Following the corresponding approval on our part in written form, you are authorized to use our institute logo in the approved way.
2. You will immediately inform us in advance of any intended changes to the page that bears our logo or to its application. Once we have agreed to the changes, you are authorized to also use our logo on the modified page.
3. For use in HTML documents, the logo must contain a hyperlink to the following website of our center: [www.imw.fraunhofer.de](http://www.imw.fraunhofer.de). You are obliged to fully reload our page (in a new window, if you wish) without putting it inside a frame. You will inform us that the link has been placed by sending an e-mail to the address [dirk.langolf@imw.fraunhofer.de](mailto:dirk.langolf@imw.fraunhofer.de) within one week of the link being placed, specifying the path of your page.

**Fraunhofer Center for International Management and Knowledge Economy IMW**

Städtisches Kaufhaus Leipzig  
Neumarkt 9-19 04109 Leipzig

Press contact:

Dirk Langolf

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Fax +49 341 231039-20250

[dirk.langolf@imw.fraunhofer.de](mailto:dirk.langolf@imw.fraunhofer.de)

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4. When using our logo in printed materials or on a CD, DVD, etc., please send us a copy of the publication in question within one week of printing.

5. The form of our center's logo must comply with the regulations on the visual identity of the Fraunhofer-Gesellschaft. You are obliged to use the logo as follows:

- The lettering of "Fraunhofer" in connection with the name of the centre and the abbreviation in the symbol (square) form a unified whole and may only be used as a logo in this combination and in the proportions given.
- Scaling the logo while maintaining the proportions is permitted.

- In polychrome printed materials, the logo is strictly to be printed in two colours: black for the lettering and "Pantone 334c" as the special colour for the symbol.

- The logo is to be printed on a white background. In individual cases, the green from EUROSCALE with the values CMYK = (100 % 0 % 65 % 0 %) can be produced. For black-and-white printing, the logo version in greyscale must be used. We can provide you with various formats of the logo in electronic form. We would like to point out that this approval does not authorize you to use the logo of the Fraunhofer-Gesellschaft or any of the other Fraunhofer institutions. If you are interested in using any of these logos, please contact the headquarters or the appropriate institution directly.

If you are interested in using our logo according to the guidelines stated, please print out this letter and send it complete with your legally binding signature to the address below. In the case of us granting approval, of which you will be informed, you are authorized to use our logo in accordance with the regulations stated.

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