

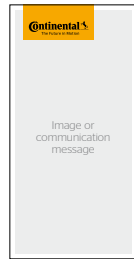
Layout principle. Overview of portrait formats.

DIN A6



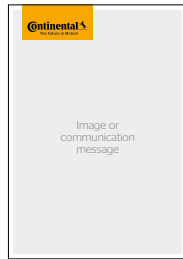
Frame size: 4 mm

DIN lang



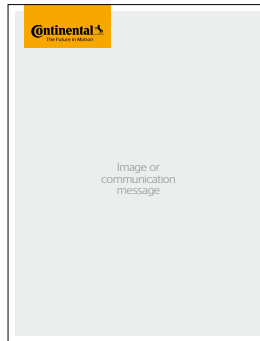
Frame size: 4.5 mm

DIN A5



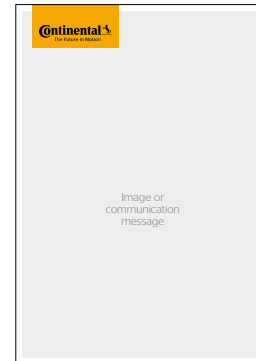
Frame size: 4.5 mm

US Letter



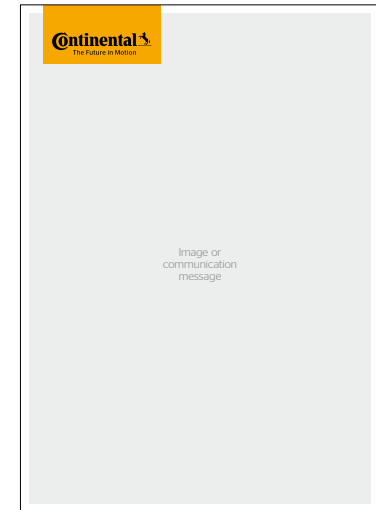
Frame size: 5.5 mm

DIN A4



Frame size: 5.5 mm

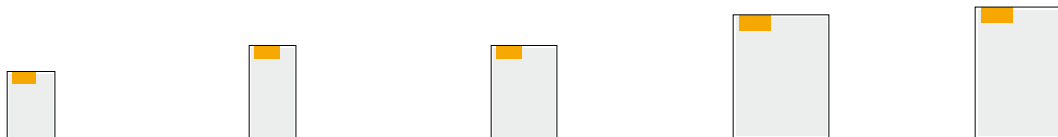
DIN A3



Frame size: 7.5 mm

Application examples of the layout principle on print formats

Layout principle. Specification of sizes for various portrait formats.



This table shows the specifications for the application of the layout principle on portrait formats in print applications. The specifications may not be altered.

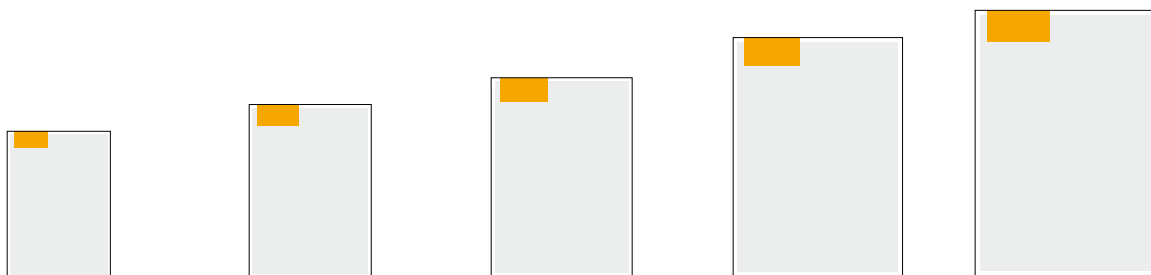
The minimum frame size is 4 mm. The logo and frame are never reduced to a smaller size, regardless of the format size.

	DIN A6 (105 × 148 mm)	DIN LANG (105 × 210 mm)	DIN A5 (148 × 210 mm)	US Letter (215.9 × 279.4 mm)	DIN A4 (210 × 297 mm)
Frame					
Size	4 mm	4.50 mm	4.50 mm	5.50 mm / 0.22 in	5.50 mm
Quality seal					
Height	26 mm	29.25 mm	29.25 mm	35.75 mm / 1.41 in	35.75 mm
Width	51.80 mm	58.27 mm	58.27 mm	71.22 mm / 2.80 in	71.22 mm
Logo without tagline including the protection area					
Height	16 mm	18 mm	18 mm	22 mm / 0.87 in	22 mm
Logo with tagline including the protection area					
Height	18 mm	20.25 mm	20.25 mm	24.75 mm / 0.97 in	24.75 mm
x value					
Size	4 mm	4.50 mm	4.50 mm	5.50 mm / 0.22 in	5.50 mm

Non-standard formats should conform to the overall appearance of the Continental layout principle as closely as possible. The size of the frame and quality seal should be harmonious and correspond approximately to the specifications for the nearest DIN or US Letter format.

Application examples of the layout principle on print formats

Layout principle. Specification of sizes for various portrait formats.



This table shows the specifications for the application of the layout principle on portrait formats in print applications. The specifications may not be altered.

The minimum frame size is 4 mm. The logo and frame are never reduced to a smaller size, regardless of the format size.

	DIN A3 (297 × 420 mm)	DIN A2 (420 × 594 mm)	DIN A1 (594 × 841 mm)	DIN A0 (841 × 1189 mm)	City Light (1185 × 1750 mm)
Frame					
Size	7.50 mm	11 mm	15.50 mm	21.50 mm	35 mm
Quality seal					
Height	48.75 mm	71.50 mm	100.75 mm	139.75 mm	227.50 mm
Width	97.12 mm	142.44 mm	200.71 mm	278.40 mm	453.22 mm
Logo without tagline including the protection area					
Height	30 mm	44 mm	62 mm	86 mm	140 mm
Logo with tagline including the protection area					
Height	33.75 mm	49.50 mm	69.75 mm	96.75 mm	157.50 mm
x value					
Size	7.50 mm	11 mm	15.50 mm	21.50 mm	35 mm

Non-standard formats should conform to the overall appearance of the Continental layout principle as closely as possible. The size of the frame and quality seal should be harmonious and correspond approximately to the specifications for the nearest DIN or US Letter format.

Application examples of the layout principle on print formats

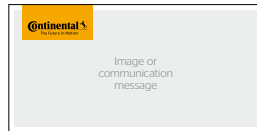
Layout principle. Overview of landscape formats.

DIN A6



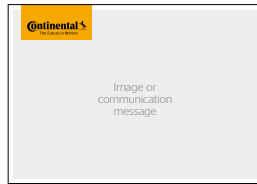
Frame size: 4 mm

DIN lang



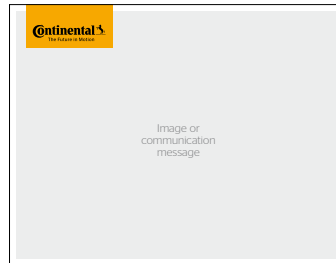
Frame size: 4.5 mm

DIN A5



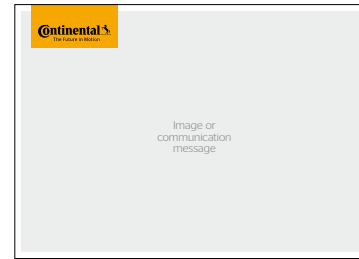
Frame size: 4.5 mm

US Letter



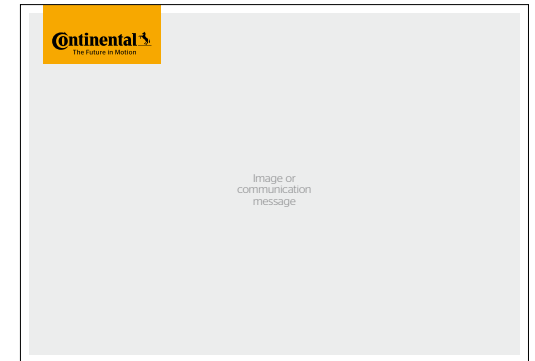
Frame size: 5.5 mm

DIN A4



Frame size: 5.5 mm

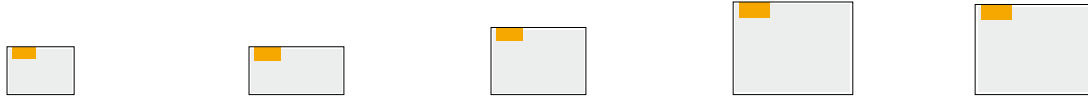
DIN A3



Frame size: 7.5 mm

Application examples of the layout principle on print formats

Layout principle. Specification of sizes for various landscape formats.



This table shows the specifications for the application of the layout principle on landscape formats in print applications. The specifications may not be altered.

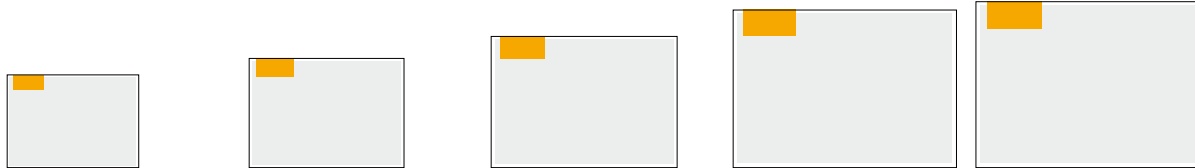
The minimum frame size is 4 mm. The logo and frame are never reduced to a smaller size, regardless of the format size.

	DIN A6 (148×105 mm)	DIN LANG (210×105 mm)	DIN A5 (210×148 mm)	US Letter (279.4×215.9 mm)	DIN A4 (297×210 mm)
Frame					
Size	4 mm	4.50 mm	4.50 mm	5.50 mm / 0.22 in	5.50 mm
Quality seal					
Height	26 mm	29.25 mm	29.25 mm	35.75 mm / 1.41 in	35.75 mm
Width	51.80 mm	58.27 mm	58.27 mm	71.22 mm / 2.80 in	71.22 mm
Logo without tagline including the protection area					
Height	16 mm	18 mm	18 mm	22 mm / 0.87 in	22 mm
Logo with tagline including the protection area					
Height	18 mm	20.25 mm	20.25 mm	24.75 mm / 0.97 in	24.75 mm
x value					
Size	4 mm	4.50 mm	4.50 mm	5.50 mm / 0.22 in	5.50 mm

Non-standard formats should conform to the overall appearance of the Continental layout principle as closely as possible. The size of the frame and quality seal should be harmonious and correspond approximately to the specifications for the nearest DIN or US Letter format.

Application examples of the layout principle on print formats

Layout principle. Specification of sizes for various landscape formats.



This table shows the specifications for the application of the layout principle on landscape formats in print applications. The specifications may not be altered.

The minimum frame size is 4 mm. The logo and frame are never reduced to a smaller size, regardless of the format size.

	DIN A3 (420 × 297 mm)	DIN A2 (594 × 420 mm)	DIN A1 (841 × 594 mm)	DIN A0 (1189 × 841 mm)	18 / 1 Poster (3570 × 2520 mm)
Frame					
Size	7.50 mm	11 mm	15.50 mm	21.50 mm	70 mm
Quality seal					
Height	48.75 mm	71.50 mm	100.75 mm	139.75 mm	455 mm
Width	97.12 mm	142.44 mm	200.71 mm	278.40 mm	906.44 mm
Logo without tagline including the protection area					
Height	30 mm	44 mm	62 mm	86 mm	280 mm
Logo with tagline including the protection area					
Height	33.75 mm	49.50 mm	69.75 mm	96.75 mm	315 mm
x value					
Size	7.50 mm	11 mm	15.50 mm	21.50 mm	70 mm

Non-standard formats should conform to the overall appearance of the Continental layout principle as closely as possible. The size of the frame and quality seal should be harmonious and correspond approximately to the specifications for the nearest DIN or US Letter format.

Application examples of the layout principle on print formats

Layout principle. Format adaptations.

When adapting the design to special, non-standard formats, please observe the following steps:

If the proportions of the white frame seem too large or too small in comparison with the white frame and quality seal, please select the next larger or smaller format.

1. Select the format from the tables on pages 21-22 and 24-25 that most closely resembles the format to be used.
2. Open the selected template.
3. Scale the format by clicking and dragging the lower right corner. (NOTE: the quality seal, the white frame, and typography may not be scaled!)
4. Adjust the edges on the right and bottom so they are identical to those on the top and left.
5. Finally, align the surfaces proportionally on the basic grid and position typography in the communication area.

