










# SCHOTT

## Glass Made Of Ideas

Schott is a international glass and pharmaceutical company, that was looking to redesign its corporate identity. Schott is a multinational, technology based group developing and manufacturing specialty glass, materials, components and systems for more than 125 years to improve how people live and work. In addition to the corporate identity, the monthly newsletter was to be redesigned as well.

<p><b>Schott North America Logo</b></p> <p>The Schott logo is a stylized blue geometric shape. It is used in various sizes and colors (blue, black, white) to represent the company. The logo is always used with the word "SCHOTT" in a bold, sans-serif font. The tagline "Glass Made Of Ideas" is used below the logo in a smaller font.</p> <p><b>Logo</b></p>  <p><b>Logo</b></p> 	<p><b>Minimum Size</b></p> <p>The minimum size for the Schott logo is 1" x 1". The logo is always used with the word "SCHOTT" in a bold, sans-serif font. The tagline "Glass Made Of Ideas" is used below the logo in a smaller font.</p> <p><b>Clearspace Requirements</b></p> <p>Minimum clearspace requirements: 1/8" on all sides. The logo is always used with the word "SCHOTT" in a bold, sans-serif font. The tagline "Glass Made Of Ideas" is used below the logo in a smaller font.</p>  
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<p><b>Schott North America Color Palette</b></p> <p>The Schott North America color palette consists of four colors: Schott Blue, Schott Green, Schott Yellow, and Schott Grey. Each color is represented by a square and a corresponding hex code.</p> <ul style="list-style-type: none"> <li>Schott Blue: #0056b3</li> <li>Schott Green: #008080</li> <li>Schott Yellow: #ffff00</li> <li>Schott Grey: #808080</li> </ul>	<p><b>Acceptable Use of Color</b></p> <p>The Schott logo is always used with the word "SCHOTT" in a bold, sans-serif font. The tagline "Glass Made Of Ideas" is used below the logo in a smaller font. The logo is always used with the word "SCHOTT" in a bold, sans-serif font. The tagline "Glass Made Of Ideas" is used below the logo in a smaller font.</p>   
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<p><b>Schott Corporation</b></p> <p>Schott Corporation is a multinational, technology based group developing and manufacturing specialty glass, materials, components and systems for more than 125 years to improve how people live and work.</p> <p><b>Schott's Divisions</b></p> <ul style="list-style-type: none"> <li>ARCHITECTURAL &amp; Building</li> <li>DRUG &amp; Biotech</li> <li>Energy &amp; Environment</li> <li>Home &amp; Lifestyle</li> <li>PHARMACEUTICALS</li> <li>SCIENCE</li> </ul>	<p><b>Schott's Glass Records</b></p> <p>The Schott Glass Records are a collection of images and text showcasing the company's achievements in glass technology. The records include:</p> <ul style="list-style-type: none"> <li><b>The thinnest Flat Glass:</b> 0.001 mm thick, used in microelectronics.</li> <li><b>The World's Largest Glass Bottle:</b> 100,000 liters, used in the pharmaceutical industry.</li> <li><b>The World's Largest Glass Fiber:</b> 100,000 km long, used in telecommunications.</li> <li><b>The World's Largest Glass Fiber:</b> 100,000 km long, used in telecommunications.</li> <li><b>The World's Largest Glass Fiber:</b> 100,000 km long, used in telecommunications.</li> </ul>
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<p><b>The Latest in Schott News</b></p> <p>Schott is proud to announce the launch of its new glass products. The products are designed to improve the performance of glass in various applications. The products are designed to improve the performance of glass in various applications. The products are designed to improve the performance of glass in various applications.</p> <p><b>Searching for Traces Beyond the Clouds</b></p> <p>Schott is proud to announce the launch of its new glass products. The products are designed to improve the performance of glass in various applications. The products are designed to improve the performance of glass in various applications. The products are designed to improve the performance of glass in various applications.</p>	<p><b>Houses as Power Plants</b></p> <p>Schott is proud to announce the launch of its new glass products. The products are designed to improve the performance of glass in various applications. The products are designed to improve the performance of glass in various applications. The products are designed to improve the performance of glass in various applications.</p>  
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