



# Corporate identity manual

Logo, Reports, apparel, and embroidery



Version 1.0 / 30 August 2026

# Evidence, not decoration

screencurve turns a finished scripted Episode into a readable account of why the show works. Every claim points to a Timecode and Frame.



The screen

The finished Episode  
and the Frame that  
anchors each Beleg.

The rising curve

The story arc and the  
analysis that makes its  
structure visible.

## 01 Precise

Use exact Timecodes, measured values,  
and approved files.

## 02 Technical

The brand belongs near editing and  
analysis tools, not consumer  
entertainment.

## 03 Calm

Use one accent, moderate hierarchy, and  
no decorative effects.

## 04 Evidence-first

Show the Frame and Beleg before  
making a broad claim.

## 05 Domain-led

Keep Formatbibel, Parameter, Beleg,  
Timecode, and Frame unchanged.

# Three masters, complete exports



Full color / teal mark + Ink wordmark



White / one-color Canvas



Black / one-color Ink



Wordmark-only / black, white, teal

The ZIP also contains mark-only and profile-image files. Every approved asset comes as SVG, transparent PNG at 2000 px or more, and PDF.

# Give the curve room



One curve-width of clear space on every side

## Minimum size

Digital

**140 px**

Full logo. Below this width, switch to the mark.

Print

**36 mm**

Full logo. The mark may run down to 5 mm.

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## Never alter the supplied geometry

- Do not stretch, rotate, crop, outline, or add effects.
- Do not change the gap between mark and wordmark.
- Do not reset the wordmark as editable text.
- Do not invent new color combinations.

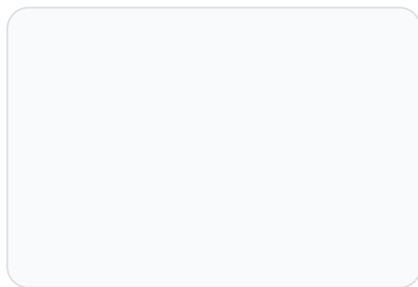
# Cool neutral, one brand color



Ink

#202126

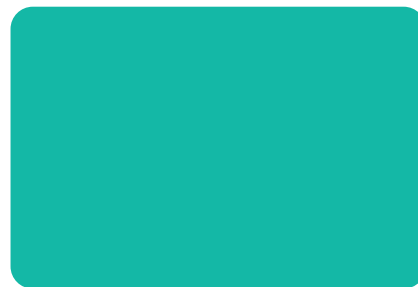
RGB 32, 33, 38



Canvas

#F8FAFB

RGB 248, 250, 251



Brand teal

#14B8A6

RGB 20, 184, 166

The full-color logo pairs the teal mark with the Ink wordmark. Black and white files remain one color.

## Typography

# Geist

## Body and labels

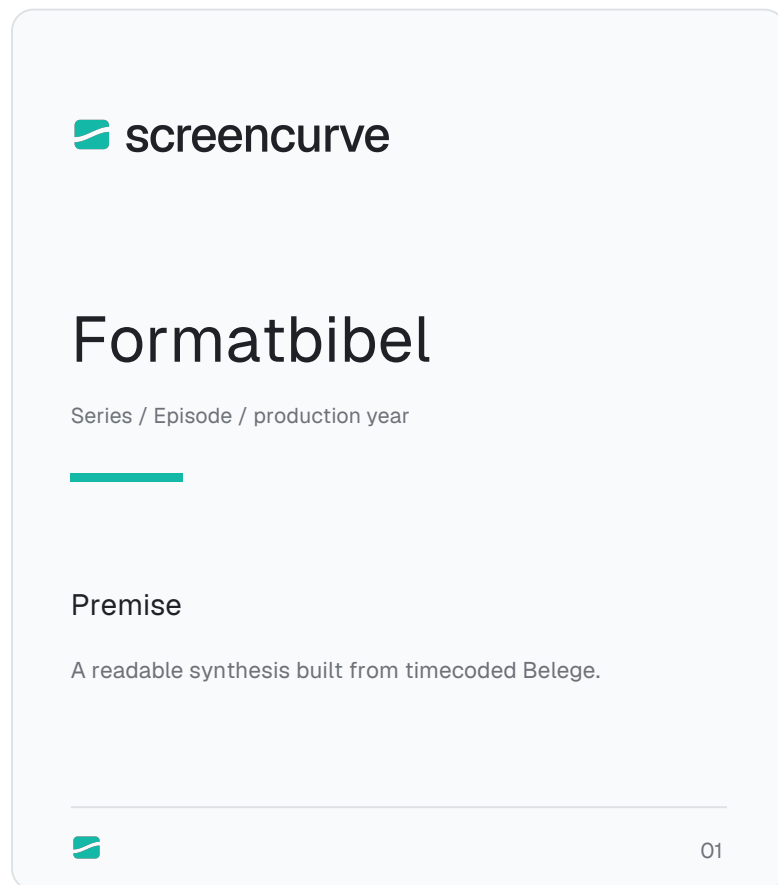
500 / titles and headings

400 / body and labels

00:12:34 / Timecodes

Geist Mono for data

# Brand every output



A4 cover and inner-page footer

## 01 Cover placement

Full-color logo, 38 mm wide, top left within 18 mm margins.

## 02 Monochrome print

Use the supplied black logo. Never convert the full-color file in the layout app.

## 03 Inner pages

Place the 5 mm teal or black mark in the footer beside the page number.

## 04 Export parity

DOCX and PDF follow the same pattern. Timecodes stay in Geist Mono.

Apply this to the Formatbibel, Parameteranalysen, Pressemitteilung, and Adaptionen-Bibel.

# Use the mark when thread gets small

Left chest / 28 mm teal mark



24 mm minimum

One thread color. Sample before the production run.

Oversized back / 180 mm lockup



Keep the geometry

Keep the curve open. Fit never changes scale or placement.

Use Ink on light fabric, Canvas on dark fabric, or teal on white and light grey. Never convert the mark to an outline stitch.

# Use the supplied files

## SVG

Print, embroidery preparation, signage, and any placement that may scale.

## PNG

Transparent background and at least 2000 px. Use in slides, chat, and office software.

## PDF

Vector placement in press and production documents.

/media-kit/screencurve-media-kit.zip

## Before release

- ☐ Approved full-color, black, white, or teal file selected
- ☐ Clear space preserved
- ☐ Minimum size met
- ☐ Report footer mark present
- ☐ PNG width checked
- ☐ Embroidery sample approved

For a format not covered here, start from the SVG package. Do not redraw the mark.