

visual identity transmediale

transmediale has now developed a new visual identity.

As part of this renewal in style and colors also the wording and the logo of transmediale have been changed.

1 transmediale logo

The official transmediale logo is free to be used by official partners of transmediale. Please let us know where it will be placed.

transmediale/
**art&
digitalculture**

transmediale/
**art&
digitalculture**

transmediale/
**art&
digitalculture**

transmediale/
**art&
digitalculture**

bigger than 3 cm / bright back-
ground - [download](#)

smaller than 3 cm / bright
background - [download](#)

bigger than 3 cm / dark back-
ground - [download](#)

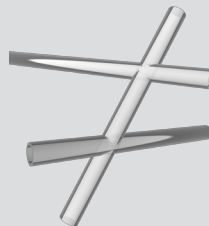
smaller than 3 cm / dark
background - [download](#)

2 transversal symbol

This symbol reflects our commitment to a transversal approach to cultural, technological and artistic thematics. It is freely and creatively integrated in most official communication activities produced by transmediale. The use of this symbol by partners and friends is optional and only additional to the use of the transmediale logo (1) if not agreed differently with transmediale.



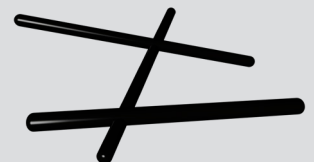
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3 wording

There are some terms and phrases that shall be used in a certain way and should not be varied:

transmediale – short version, always with a small letter t

transmediale - festival for art and digital culture berlin – official wording

transmediale/**art&digitalculture** – written logo

transmediale/**festival** – if specifically referring to the festival

transmediale/**archive** – if specifically referring to the archive

transmediale/**reSource** – please note the capital s

Art Hack Day Berlin : Afterglow – please note the spaces