

# Die Grothues Skalen

von Jörg Stauermann

# Die Ordnungsskala

Die Basis einer gesunden Ordnung ist ein großer Papierkorb.

Kurt Tucholsky

# Ordnungsskala

7,5 B		0,3
15 B		0,6
15 B	<b>grotheer</b> architekten GEBÄUDE UND RÄUME	0,6
25 A		1
7,5 B		0,3
10 A		0,4
15 B		0,6

		Faktor
5 B		0,2
10 B		0,4
10 B	<b>grotheer</b> architekten GEBÄUDE UND RÄUME	0,4
25 A		1
5 B		0,2
10 A		0,4
10 B		0,4

		Faktor
15 mm	<b>grotheer</b> architekten GEBÄUDE UND RÄUME	0,6
25 pt		1
25 pt		1
7,5 mm		0,3
10 px		0,4
15 mm		0,6

Schriften für Grotheer-Relevantes

**intro regular alt**  
 intro regular alt  
 intro regular alt

**grotheer**  
 0179 7861058  
 Friederike

Schrift für Erläuterungen

INTRO THIN CAPS

GEBÄUDE UND RÄUME  
 INNENARCHITEKTUR

Schriften für alles andere

**intro regular**  
 intro regular  
 intro regular

**Haus Herpich**  
 Baubeschreibung  
 architekten

Schriftgrößen und -abstände

## Überschrift / Titel

UNTERTITEL

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 mo quia nos esequis aribus, quod mintur?

**Ausschlaggebend für alle Abstände ist immer die Versalhöhe des Schriftzuges!**

pt	A	Nominell	A ≙ B
mm	B		(z.B. 15 Punkt ≙ 15 mm)
		Reell	1 mm = 3,8 pt

Überschrift/Titel  
 Intro Regular  
 Punktgröße: 25 A  
 Zeilenabstand: 30 A

Untertitel  
 Intro Book Caps  
 Punktgröße: 10 A  
 Zeilenabstand: 25 A

Fließtext  
 Intro Light  
 Punktgröße: 10 A  
 Zeilenabstand: 15 A

# Die Farbskala

Bunt ist meine Lieblingsfarbe.

Walter Gropius



# Farbtafel 1

A

B

C

D

E

F

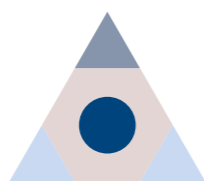
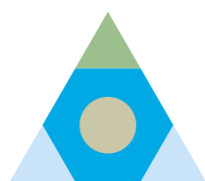
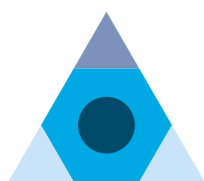
G

H

I

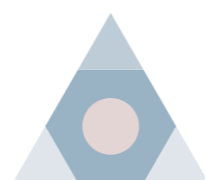
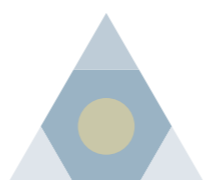
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1



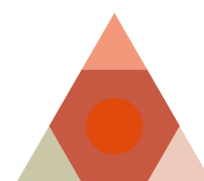
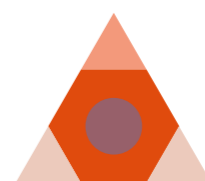
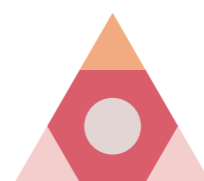
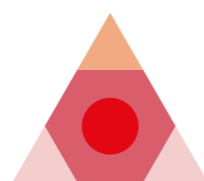
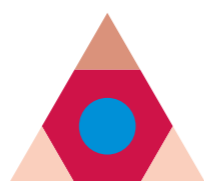
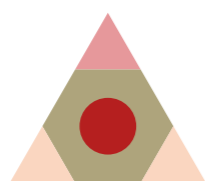
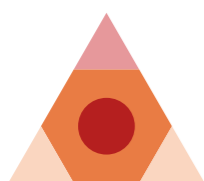
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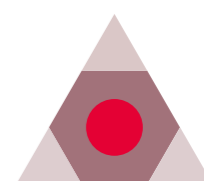
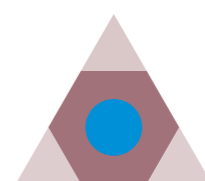
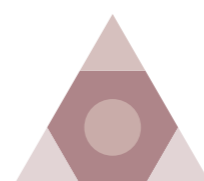
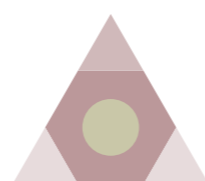
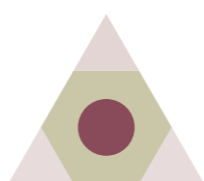
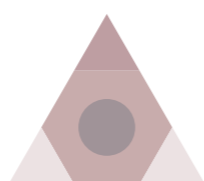
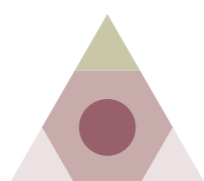
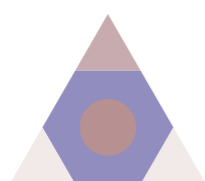
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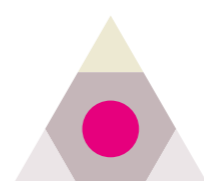
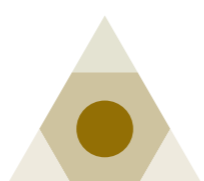
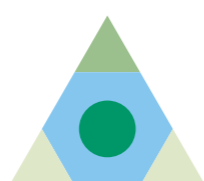
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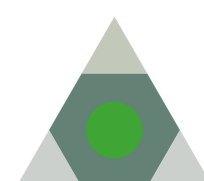
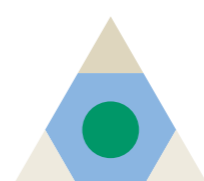
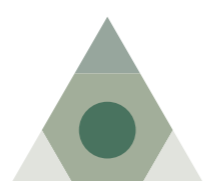
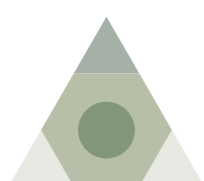
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5



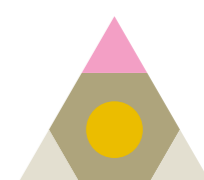
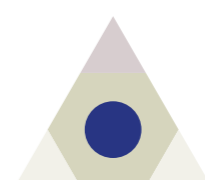
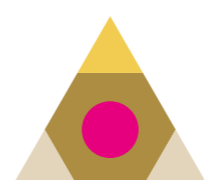
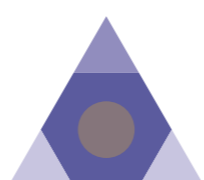
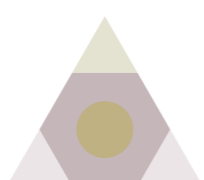
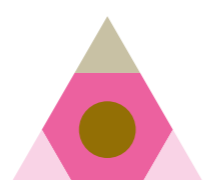
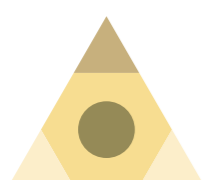
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7

# Farbtafel 2

A

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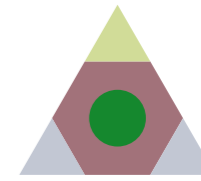
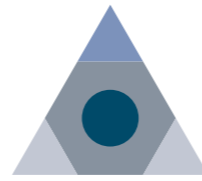
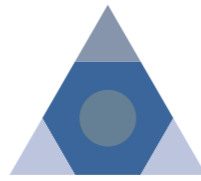
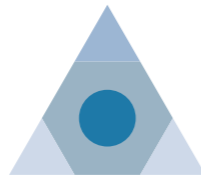
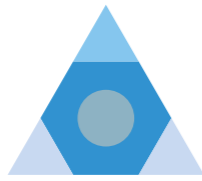
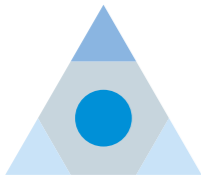
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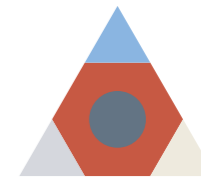
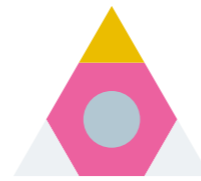
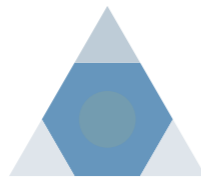
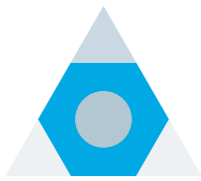
J

1



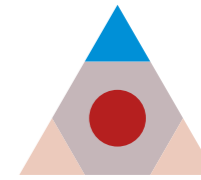
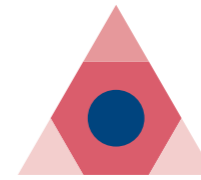
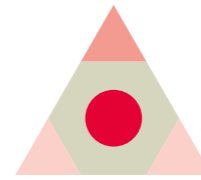
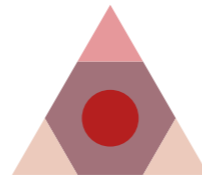
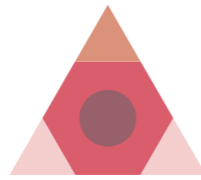
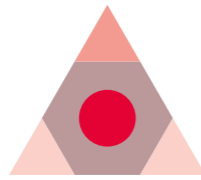
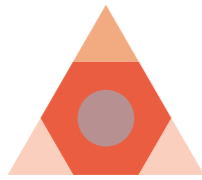
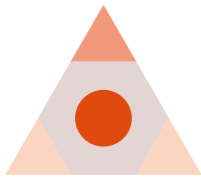
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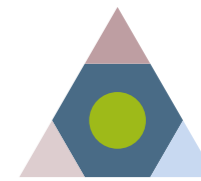
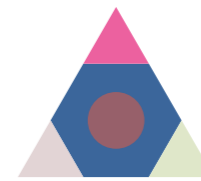
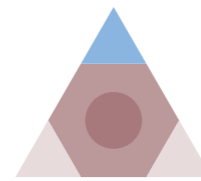
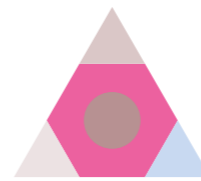
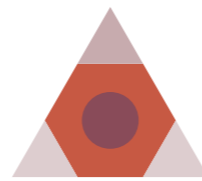
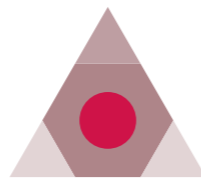
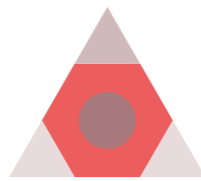
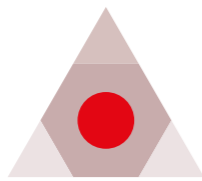
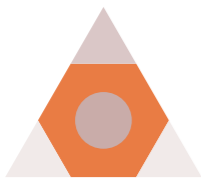
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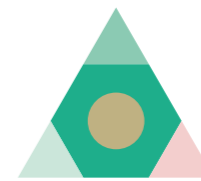
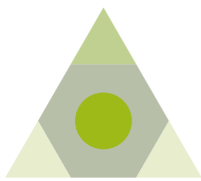
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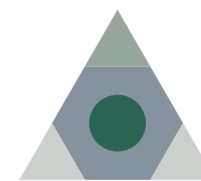
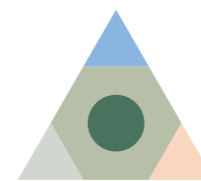
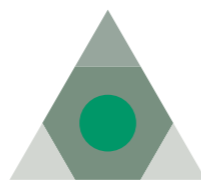
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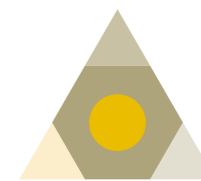
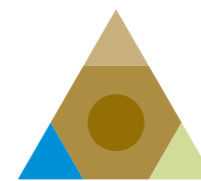
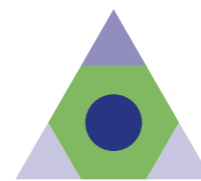
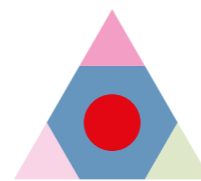
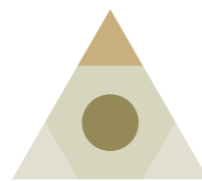
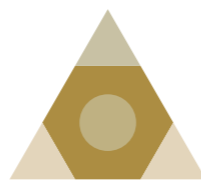
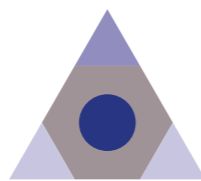
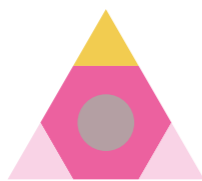
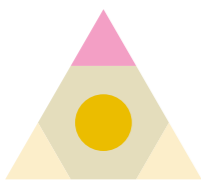
5

6



6

7



7

# Die Kürzelkala

Weisheit ist nicht so sehr das Wissen darum, was schließlich zu tun ist,  
sondern darum, was zunächst getan werden soll.

Herbert Hoover

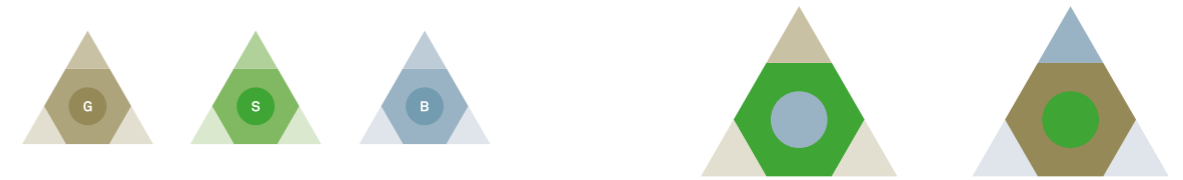
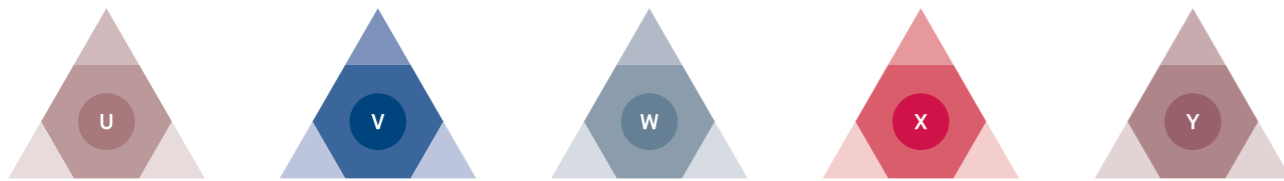
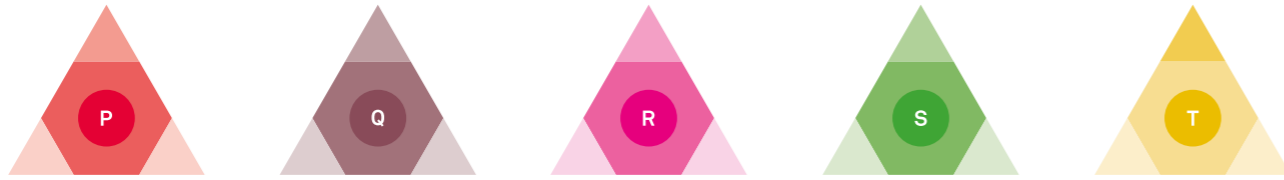
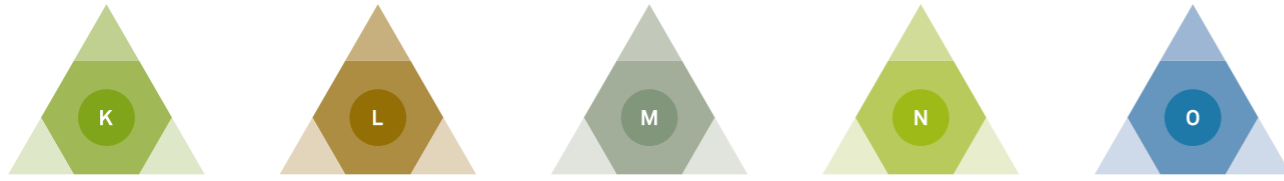
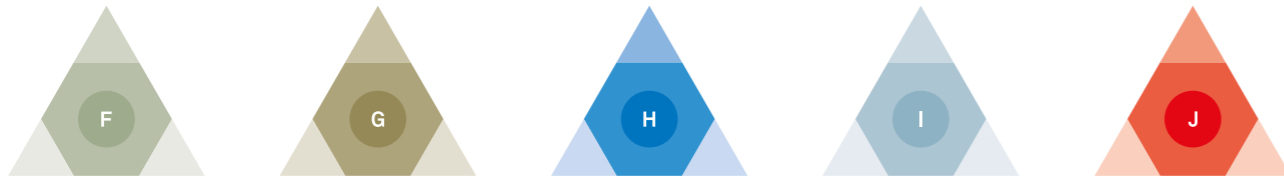
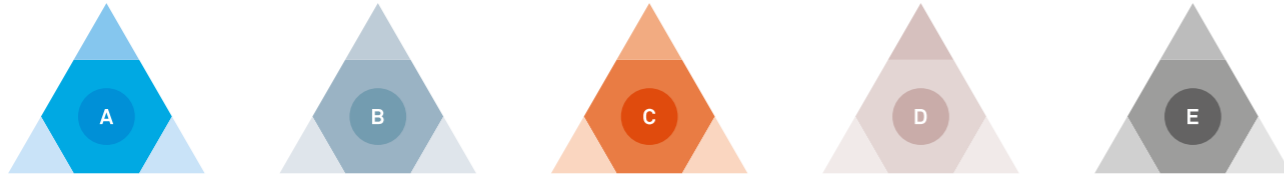


# Kürzelkala

# Projektkürzel und -farbwelt

A-Z

0-9



GSB

FRI

HAM

JNT

WDE

KOU

5LZ

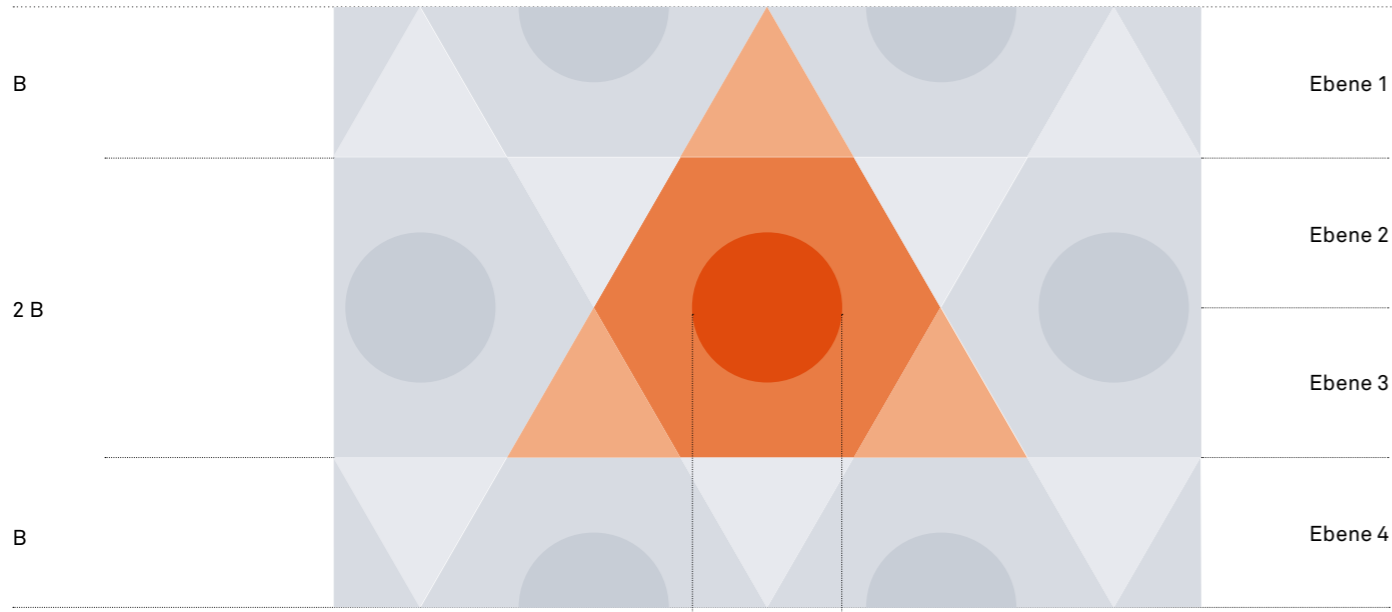
TC7

# Die Formskala

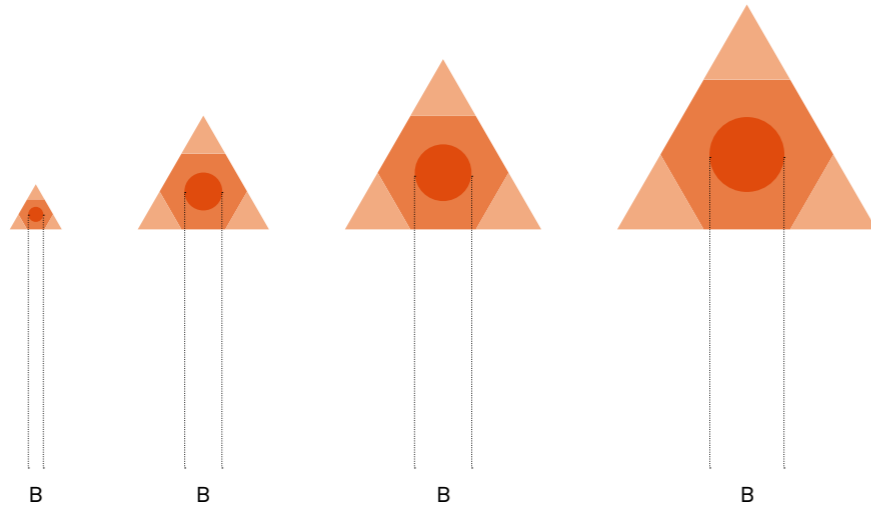
Es ist nicht wichtig, was ich getan habe, sondern wie ich es tat.

Mae West

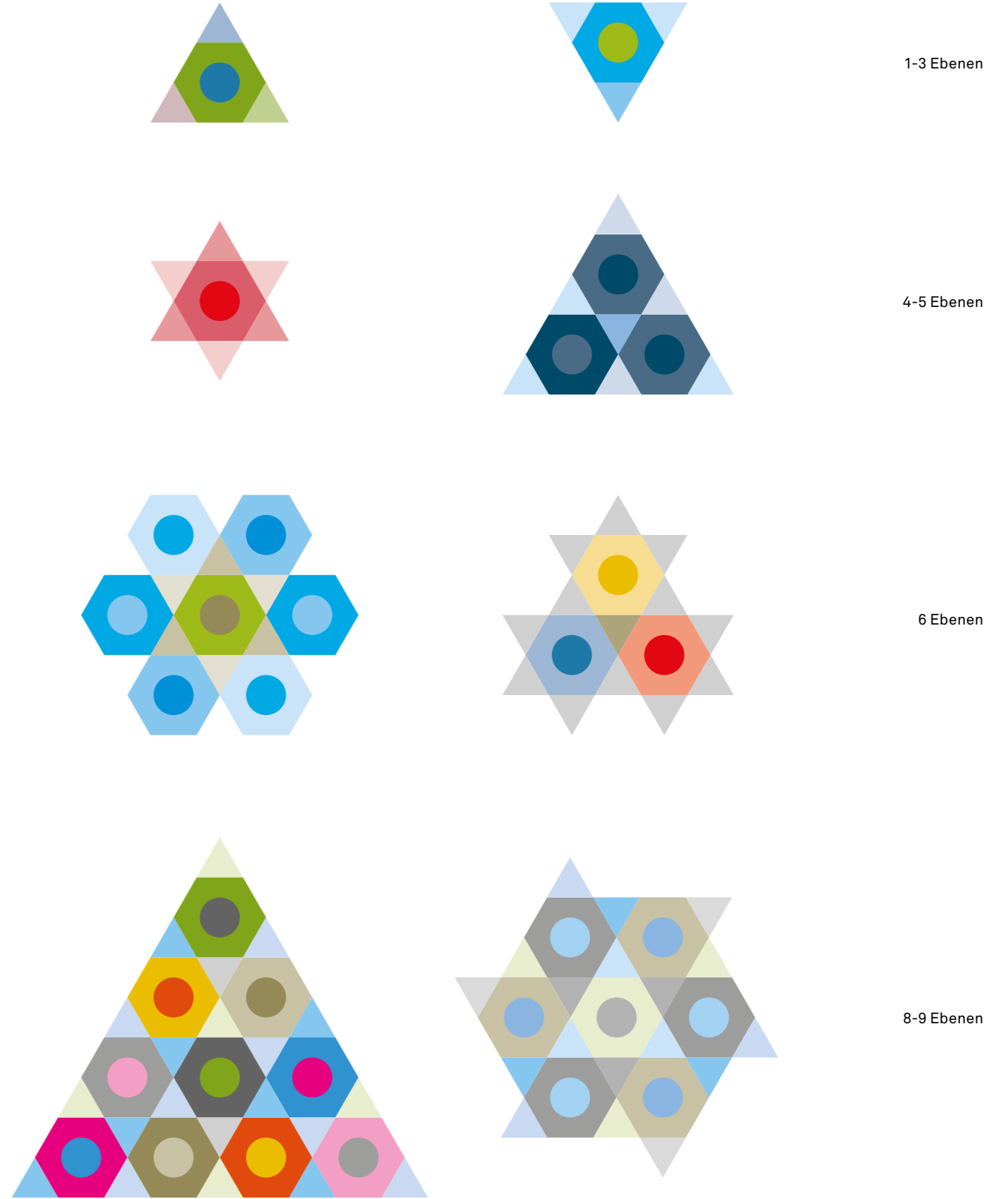
# Formskala



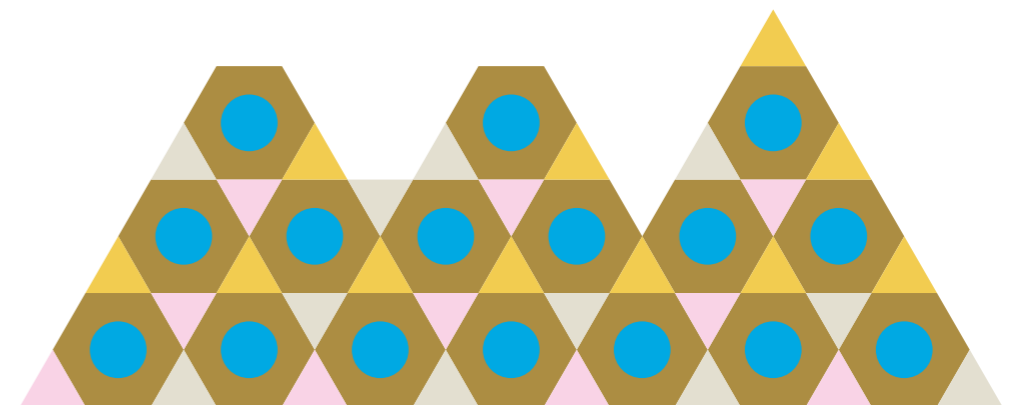
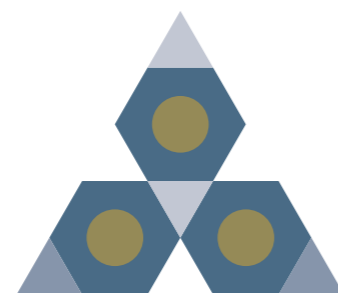
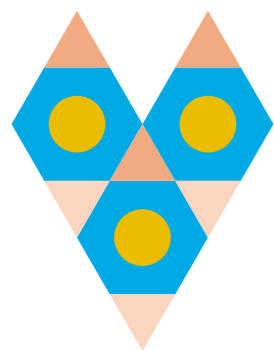
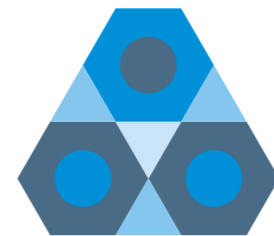
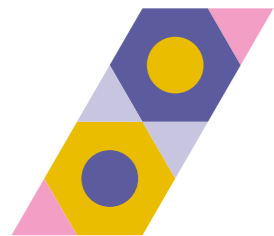
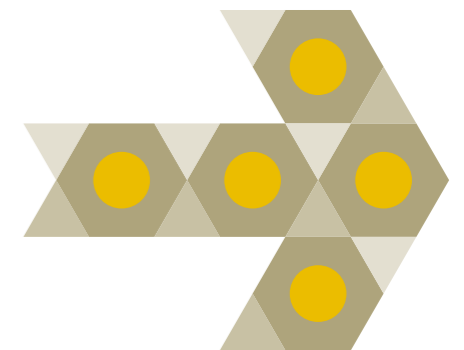
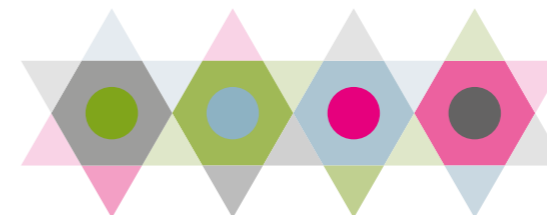
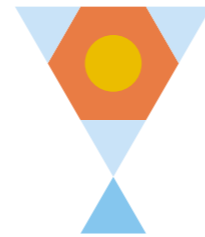
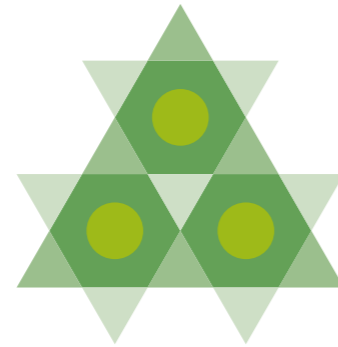
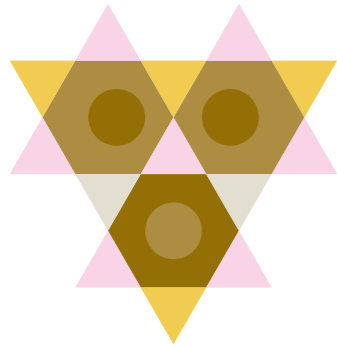
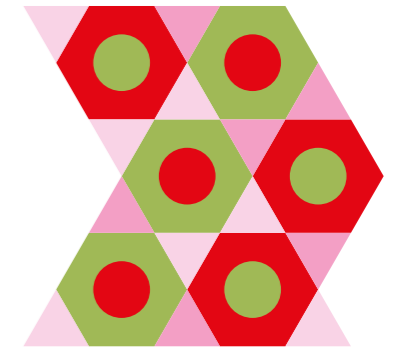
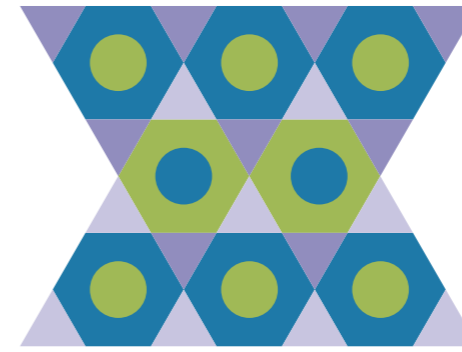
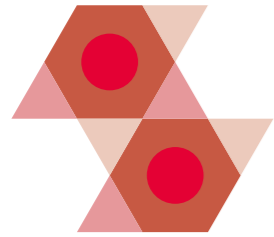
B



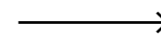
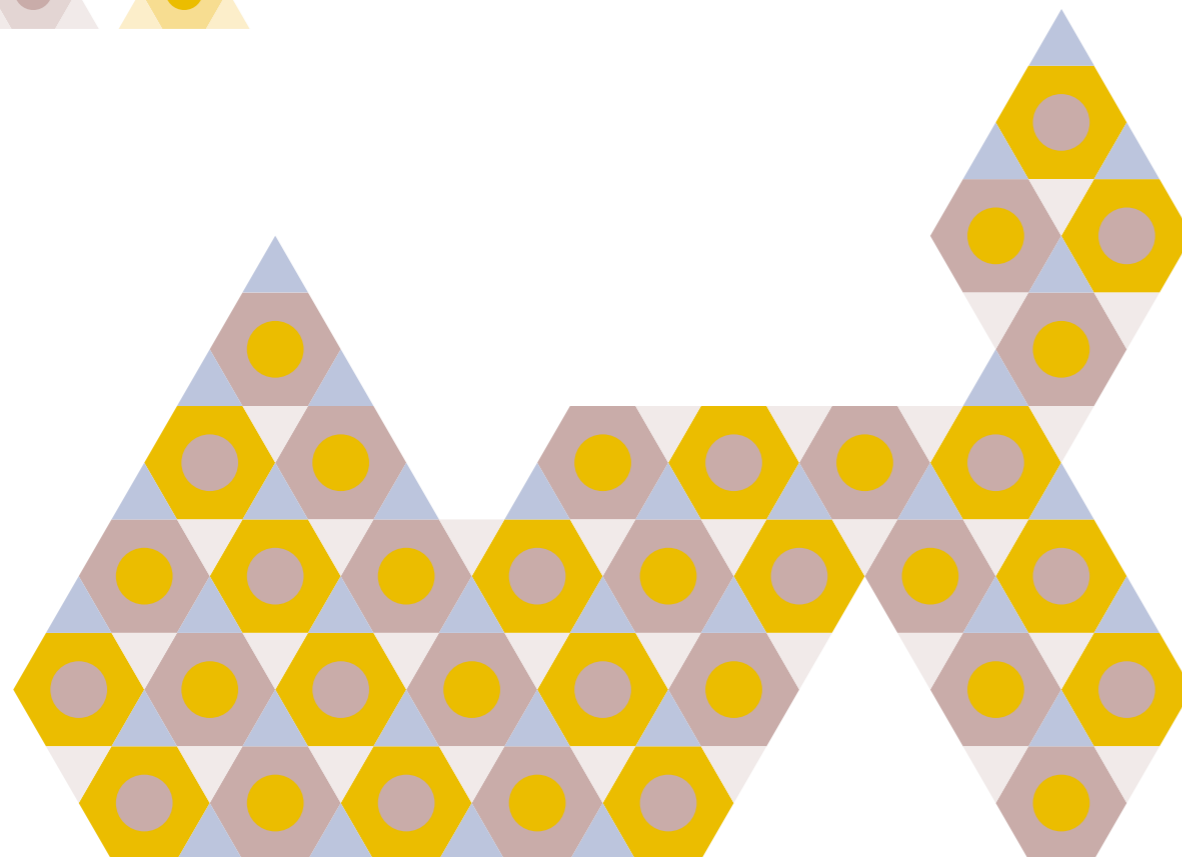
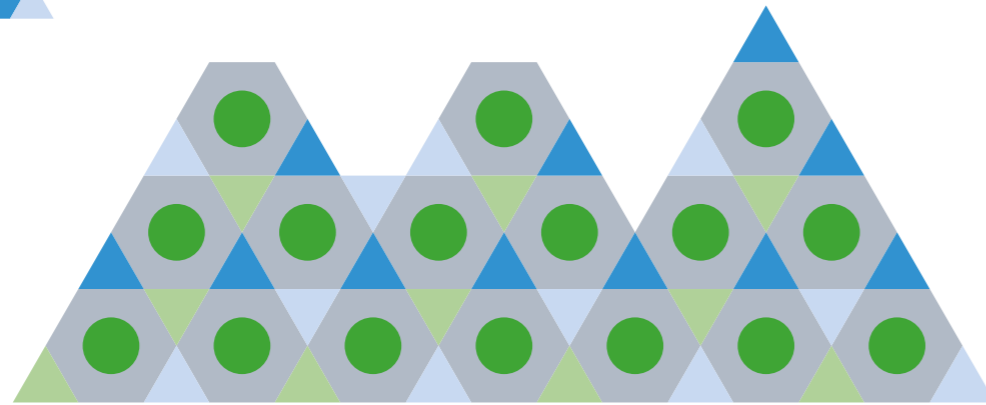
# Formebenen



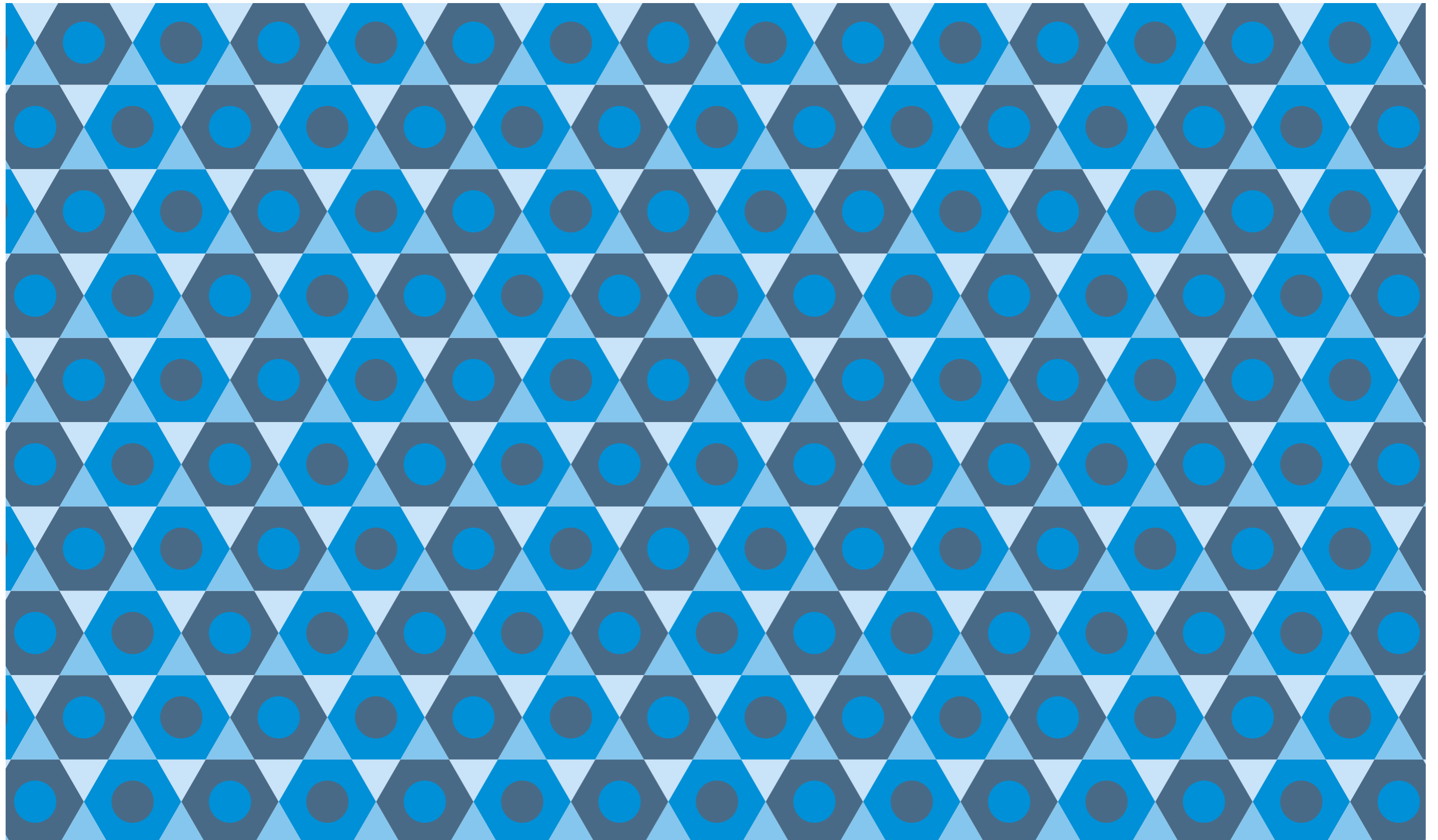
# Beispiele: Formgestaltung



# Projektbeispiele: Farben, Formen, Fotos



Beispiel: Fläche



# Impressum

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German  
Design Award  
NOMINEE 2013



reddot design award  
winner 2011



communication  
design  
award  
2005 ■

Heutzutage wissen die Leute von allem den Preis und von nichts den Wert.

Oscar Wilde