



## Design

| Branche                  | Farbe                                                                             |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
|--------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|                          |  |  |  |  |  |  |  |  |  |  |
| Architektur              |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     | x                                                                                   |
| Automobil                |                                                                                   |                                                                                   | x                                                                                 |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| B2B                      |                                                                                   |                                                                                   |                                                                                   |                                                                                   | x                                                                                  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Beauty                   |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Beratung                 |                                                                                   |                                                                                   |                                                                                   |                                                                                   | x                                                                                  |                                                                                     |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |
| Bildung                  |                                                                                   |                                                                                   | x                                                                                 |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| E-Commerce               |                                                                                   | x                                                                                 | x                                                                                 |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     | x                                                                                   |                                                                                     |
| Energie                  |                                                                                   | x                                                                                 |                                                                                   | x                                                                                 | x                                                                                  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Ernährung                |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |
| Esoterik                 |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Fashion                  |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     | x                                                                                   |
| Finanzen                 |                                                                                   |                                                                                   |                                                                                   |                                                                                   | x                                                                                  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Gastronomie              |                                                                                   |                                                                                   | x                                                                                 |                                                                                   |                                                                                    |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |
| Gesundheit               |                                                                                   |                                                                                   |                                                                                   | x                                                                                 | x                                                                                  | x                                                                                   | x                                                                                   |                                                                                     | X                                                                                   |                                                                                     |
| Heilung                  |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| High-Tech                |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     | x                                                                                   | x                                                                                   |
| Immobilien               |                                                                                   |                                                                                   |                                                                                   |                                                                                   | x                                                                                  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Kosmetik                 |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |
| Lebensmittel             | x                                                                                 | x                                                                                 | x                                                                                 |                                                                                   |                                                                                    |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |
| Lifestyle                |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    | x                                                                                   |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |
| Luxusgüter               |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     | x                                                                                   |
| Medien                   | x                                                                                 |                                                                                   | x                                                                                 |                                                                                   | x                                                                                  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Medizin                  |                                                                                   |                                                                                   |                                                                                   |                                                                                   | X                                                                                  |                                                                                     |                                                                                     |                                                                                     | x                                                                                   |                                                                                     |
| Mode                     | x                                                                                 |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |
| Natur                    |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |
| Recht                    |                                                                                   |                                                                                   |                                                                                   |                                                                                   | x                                                                                  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Rettungsdienste          | x                                                                                 |                                                                                   |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Sport                    | x                                                                                 |                                                                                   | x                                                                                 |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Technologie              |                                                                                   |                                                                                   | x                                                                                 |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Tourismus                |                                                                                   |                                                                                   |                                                                                   | x                                                                                 |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Umwelt                   |                                                                                   |                                                                                   |                                                                                   | x                                                                                 |                                                                                    |                                                                                     | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |
| Unterhaltung             | x                                                                                 | x                                                                                 | x                                                                                 |                                                                                   |                                                                                    |                                                                                     |                                                                                     |                                                                                     |                                                                                     | x                                                                                   |
| Wellness                 |                                                                                   |                                                                                   |                                                                                   |                                                                                   |                                                                                    | x                                                                                   |                                                                                     |                                                                                     |                                                                                     |                                                                                     |
| Werbung / Marketing / PR | x                                                                                 | x                                                                                 |                                                                                   |                                                                                   |                                                                                    |                                                                                     |                                                                                     | x                                                                                   |                                                                                     | x                                                                                   |
| Wissenschaft             |                                                                                   |                                                                                   |                                                                                   | x                                                                                 | x                                                                                  |                                                                                     |                                                                                     |                                                                                     |                                                                                     |                                                                                     |