

Logo Rules



print = 30mm
online 85 pixel

Clearance area (minimum size)

To remain readable, the logo cannot be smaller than 30 mm (print) or 85 pixels (online). It must be surrounded by a clearance area in which no visual elements, such as patterns or text, can be placed. The size of the area amounts to the 1/4 of the 'a' module which corresponds to the height of the icon.

Logo rules

Colour options

The choice of the colour version

- 1 Full colour version
To be used in all kinds of documents, always against white background.
- 2 Monochrome option (black ink - 80% opacity)
Exceptional circumstances may call for the use of the logo in black (for black and white publications).
- 3 Reversed version (white logo; dark background)
To be used when the logo has to be placed on dark background.



Logo rules

YES

1



NO

2



3



4



Background Full colour version

- 1 The correct use of the full colour version of the logo.
- 2 Do not use the full colour version on dark background.
- 3 Do not use the full colour version on gradient background.
- 4 Do not use the full colour version on low contrast background.

Logo rules

YES



Background Monochrome and reversed version

The reversed version of the logo can be used exceptionally only on dark uniform background (no gradient, no light colours). The monochrome logo can be used only in black and white publications.

NO



Logo Rules



Do not make the logo smaller than 30 mm or 85 pixels.



Do not insert any extra text or object in the clearance area of the logo.



Do not use the logo without the tagline .



Do not stretch the logo to fit it in some place.



Do not change the colour of the logo.



Do not change the size of the clearance area, do not add extra frames.



Do not change the position of the icon, the company's name or the tagline.



Do not change the size of the tagline.



Do not not try to recreate or redesign the logo.

The proper use of the logo and common mistakes

Care must be taken to ensure consistent reproduction of the logo.
Some examples of common mistakes are presented above.