LOGO USER GUIDE

STANDARD LOGO

COLOR

C15 M100 Y100 K10
R190 G23 B23
#be1717

B/W

The b/w version of the logo is to be used exclusively in a pure black and white environment.

INVERTED

The inverted logo is to be used exclusively in color areas.

On rather light color areas/images, the standard logo in color can and should be applied if necessary.

DISTANCE AND SAFE AREA

The distance that defines the safe area of the standard logo corresponds to a quarter of the height of the logo above and below.

On the right and left, the distance to be maintained corresponds to a quarter of the width of the standard logo.

The minimum size of the standard logo in print is 20 mm in width.

20 mm