

Brand story

Logo and tagline

Colour

Typography

Creative idea

Graphic elements

Photography

Animation

Stationary

Other materials

Logo

SAFETY AREA



Safety area is half of the symbol.

MINIMUM SIZE



20 mm / 120 px



The logo is always produced only from the original digital vector file

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Incorrect use of the logo



ROTATION

Don't rotate the logo



BUSY BACKGROUND

The logo should not be placed over a busy patterned background



SPACES

Space between letters shouldn't be changed



WORDMARK

The font shouldn't be changed



COMPOSITION

Proportions between symbol and wordmark shouldn't be changed



COLOUR

Do not use any other colour that are outside the defined colour palette



PROPORTION

While scaling the logo remember to always keep the proportions of the original



EFFECTS

Don't use effects such as drop shadows etc.