

01

The logotype

Our logo will be used consistently across all brand communication. This will help our audience to easily identify and recognize us. The logo should be used with respect and care according to the guidelines.

CONTENT

- 01 The logotype
- 02 Clear space and minimum size
- 03 Logo exceptions
- 04 Placement of the logo
- 05 File formats and color space

01 The logotype

The negative version of the logotype is the primary version and is preferred in all contexts. When the visibility is too low or when the background is white, the black logo is used instead.

Our logotype consists of a symbol and a wordmark. It is recommended to use the logotype as a whole unit on all applications but the symbol may occur solely when needed – due to for example lack of space.

The logotype may never occur misrepresented like cut, unproportionally scaled or similiar.



Symbol

Wordmark



02 Clear space and minimum size

The logo is important and should be given space. To ensure the legibility and that nothing encroaches too close to the logo, it should always have a minimum clear space.

Shown to the right is the minimum clear space, which is based on the height of the logo. The clear space could always be bigger. No other objects or logos are allowed inside this area.

To guarantee the logotype's visibility there is a limit to how small it should be reproduced. The minimum width is 20 mm in print and 120 px on digital units. Exceptions should only be made on very limited areas.



03 Logo exceptions

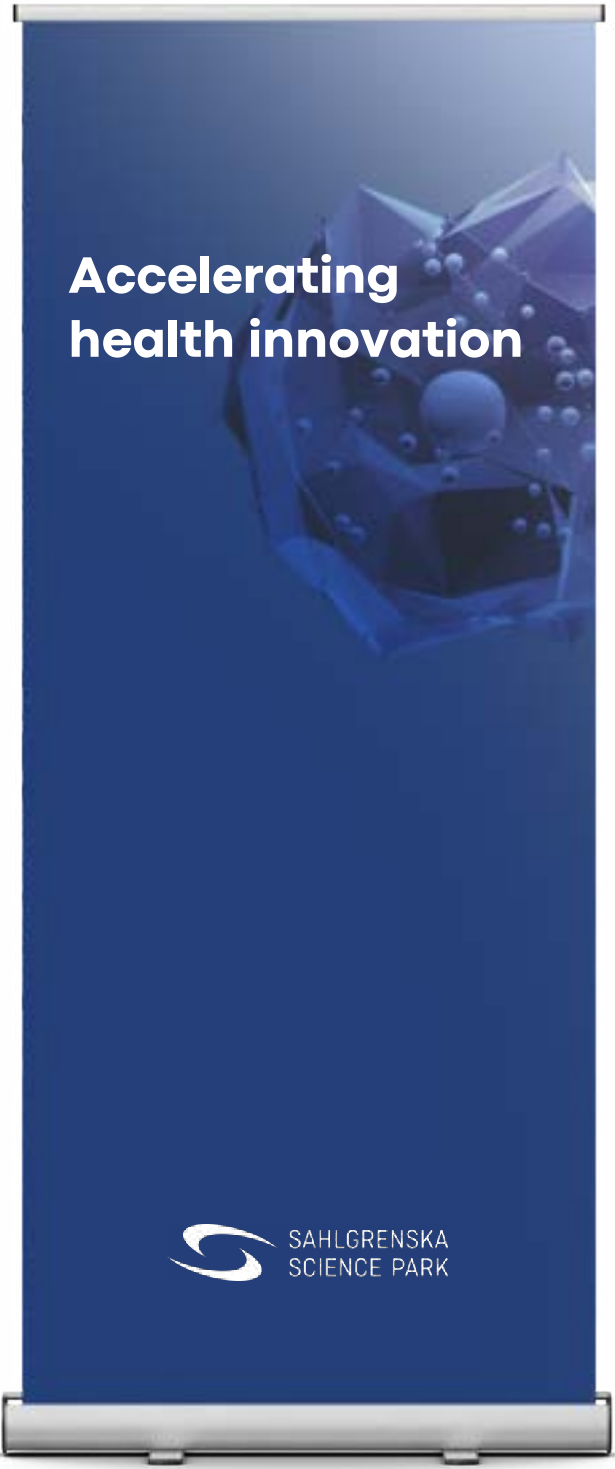
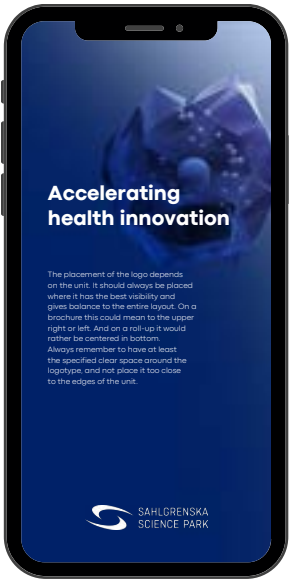
As previously mentioned the visibility of the logo should always be prioritized and never compromised.

However, in those instances where the minimum logo size is not enough, for example in email signatures, the option to use an alternative bolder version of the logo is accepted.



04 Placement of the logo

The placement of the logo depends on the unit. It should always be placed where it has the best visibility and gives balance to the entire layout. On a brochure this could mean to the upper right or left. And on a roll-up it would rather be centered in bottom. Always remember to have at least the specified clear space around the logotype, and not place it too close to the edges of the unit.



05 File formats and color space in short

File formats

- .eps
The best choice for printed materials.
Also works for digital use. Preserves transparency and is lossless in quality.
- .png
For digital use and with preserved transparency.
- .jpeg
For digital use where .png or .eps does not work. Loses quality when enlarged.
Does not preserve transparency.

Color space

- HEX
For digital use on websites.
- RGB
For digital use.
- CMYK
Used for printing.
- PMS
Used for printing to ensure the strictest color consistency.