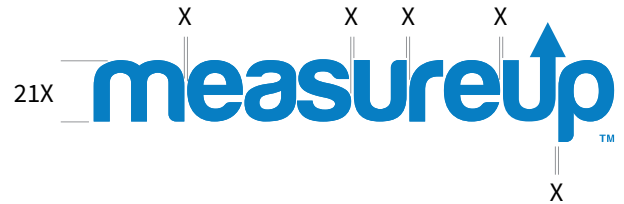


Logotype

The blue area indicates the minimum clear space around the logotype, which should be free of other symbols. The gray area shows the safe zone.



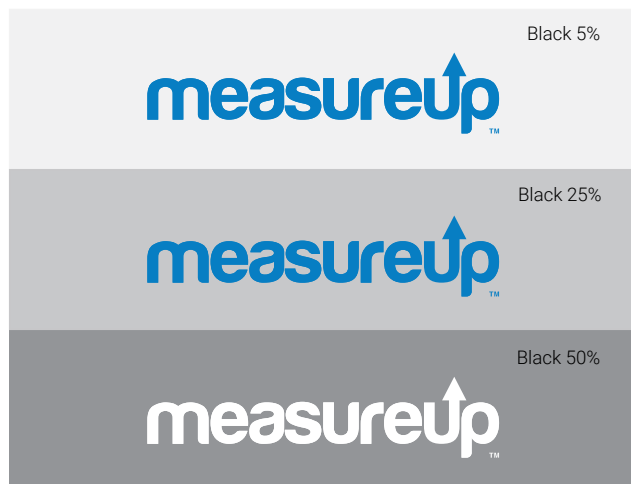
Color guidelines



Pantone 7460
C100 M32 Y14 K0
#0083c1
R0 G131 B193

Suggestions for color variations

When the brightness value of the background color exceeds 25% of the logotype's color, change from Pantone Cool Gray 8C at 60% to white.



Fonts used

Harabara Regular

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Source Sans Pro

1234567890 !@£\$%^&*()-=+
ABCDEFGHIJKLMN OPQRSTUVWXYZ

Alternative logo versions & guidelines

Minimum Logo Width - 35mm
35mm is the safest minimum size.



Favicon Web
Usually saved as a .ico at 16px.



Social Media Profile Images
Twitter, FaceBook, LinkedIn, etc.



Examples of incorrect logo usage



Don't change the placing of the symbols



Don't expand or distort the logo



Don't change the size of the symbols



Don't alter the color or font guidelines