

Logo / Symbol



PRIMARY



INVERTED



PRINT



DIMMED

ICON / AVATAR



CLEAR SPACE



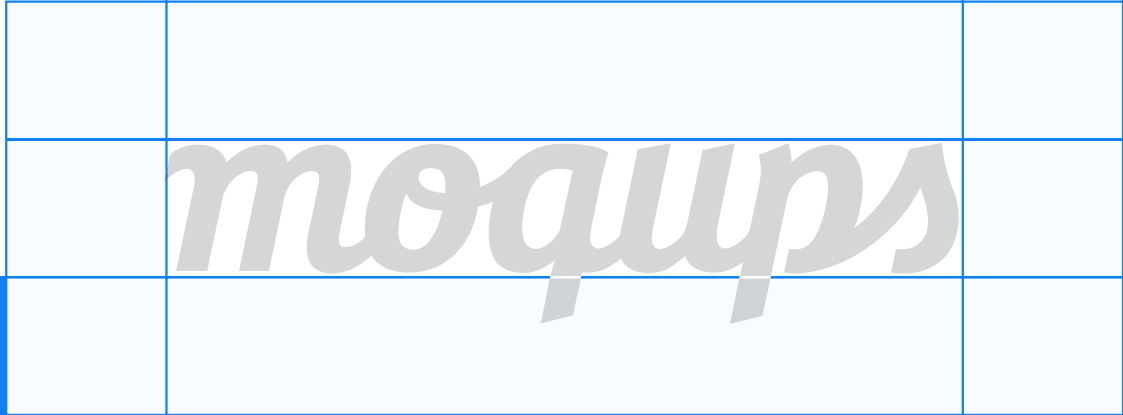
1/4 WIDTH

Logo / Wordmark

PRIMARY



CLEAR SPACE



1/3 LINE HEIGHT

1/5 WIDTH

PRINT



INVERTED



Logo / Products



SEPARATOR

Height: 100% of wordmark height
Width: 1/25 of its height
Tilt: 12 deg

FONT

Type: Europa-Bold, 10-25 Tracking
Size: 1/3 of the separator height in pt

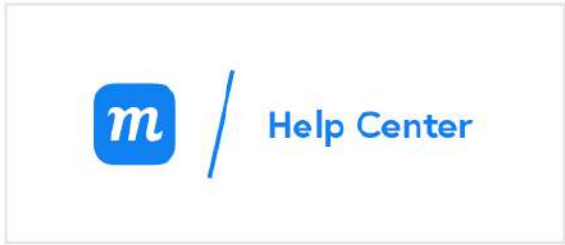


HORIZONTAL CLEAR SPACE

15/28 of symbol's height

SEPARATOR HEIGHT

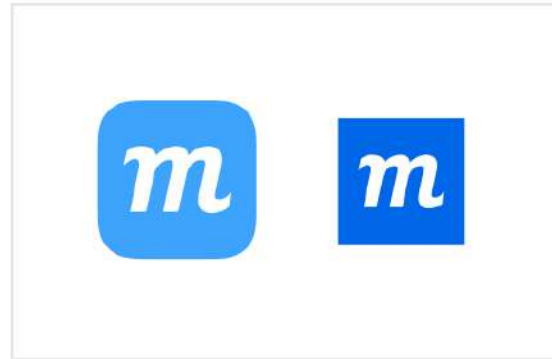
19/14 of symbol's height



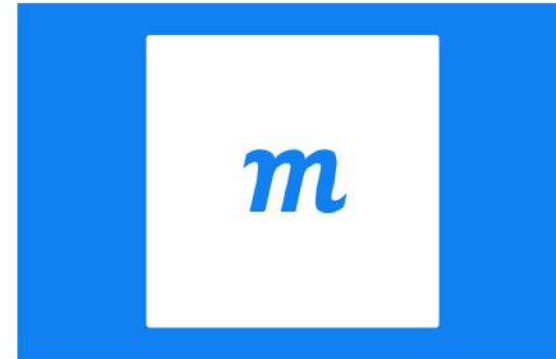
Logo / Incorrect Usage



Don't use the old version of the logo.



Don't change the tint of the blue color.



Don't change symbols's frame size.



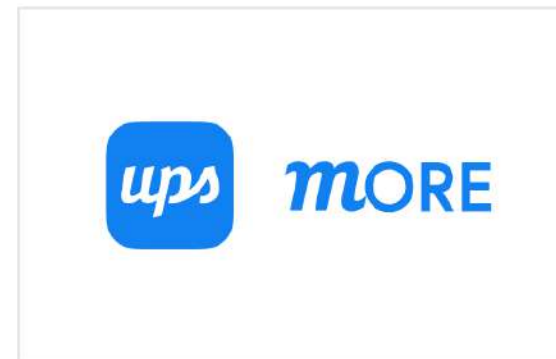
Don't use the main version as inverted.



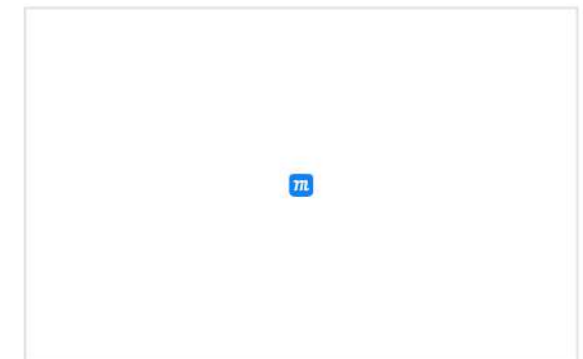
Don't add any effects or transform it



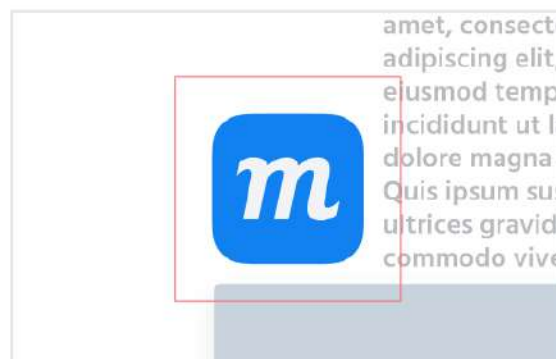
Don't use colors other than specified.



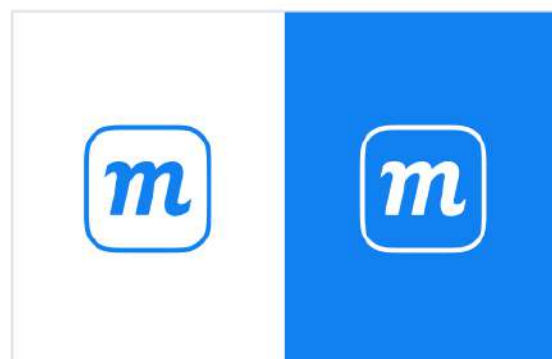
Don't "adapt" the logo.



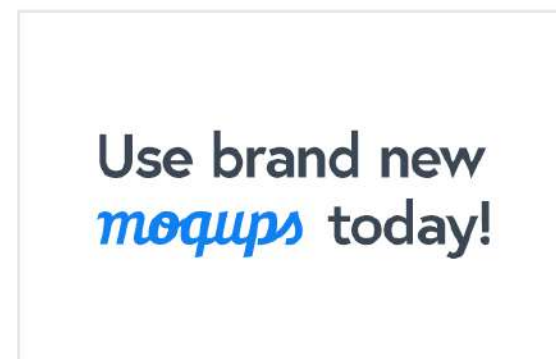
Don't go under minimum size (16px).



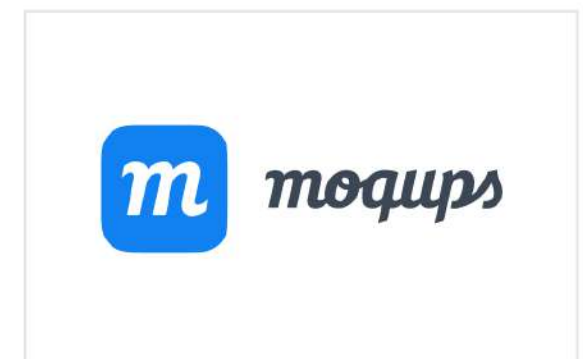
Don't cross the clear space.



Don't overuse the print version.



Don't use the wordmark in a phrase.



Don't use both marks next to eachother.