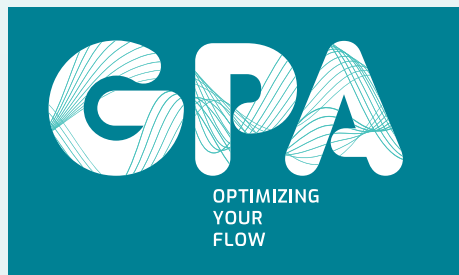


LOGOTYPE

HEAD LOGO
Positive

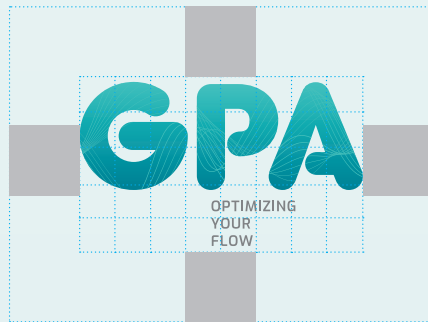


HEAD LOGO
Negative



Use the negative version of the logotype only when it's not possible or preferable to use the main logotype. This could be on dark backgrounds or on dark or busy images.

HEAD LOGO
Free space



Use a free space around the logotype to distance it from surrounding elements. The logo is divided into 8 parts in width and 5 parts in height. All the parts are the same size. The free space is four parts together.

MINIMUM SIZE

To maintain legibility, the logo must never be smaller than the minimum sizes shown here.



GIVE AWAYS

For give-aways there is a logotype without the "flow-lines". This logotype should be used when the logotype is so small that you are not be able to see the lines, for example on a pen or a memory stick.

