UI CENTRIC

LOGO USAGE GUIDELINE

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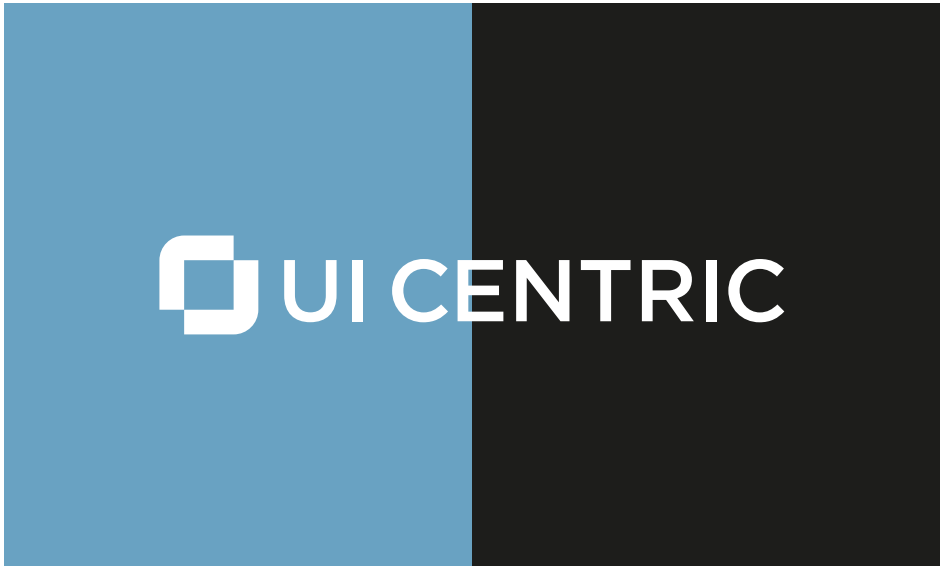
LOGO

LOGO
usage

Maximum darkness of the background colour for this couloured logo usage.

Use the coloured logo (blue and black) when you display it on a light background.



Use the white logo when you display it on a dark or gradient background.

LOGO

positioning

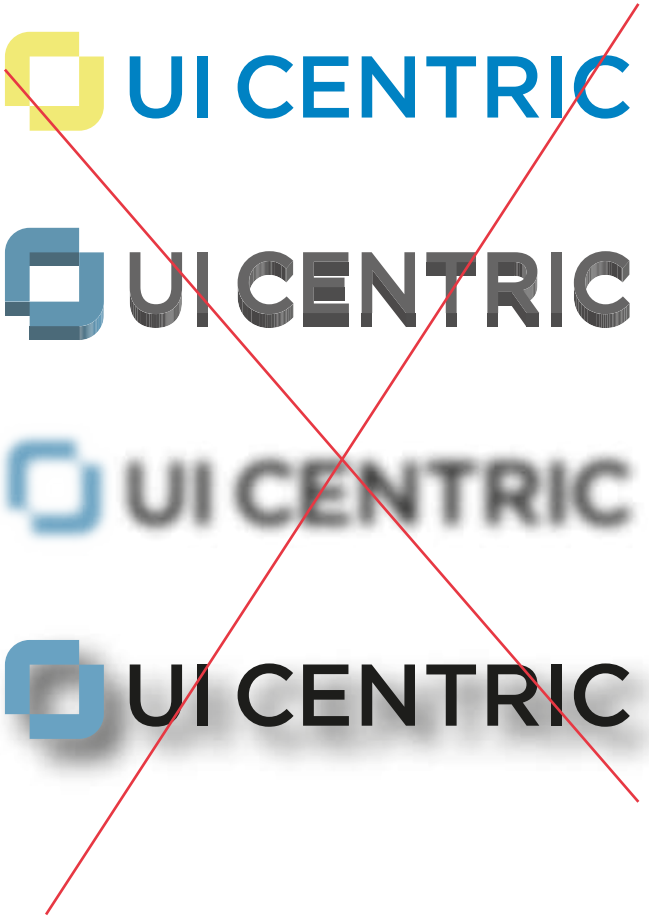
When positioned on the corner of a page or a screen, the margin between the edge and the logo must be at least as big as the logo itself.

LOGO

dos and don’ts

Please do not stretch the logo in whatever ways.

Please do not change any colours or aspect of the logo.



No colour changing

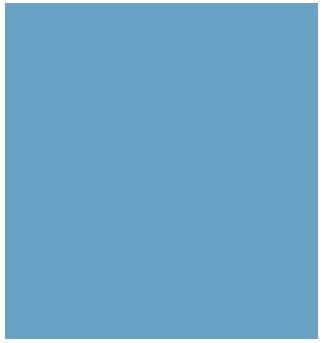
No 3D effect

No blurriness

No drop shadows

COLOURS

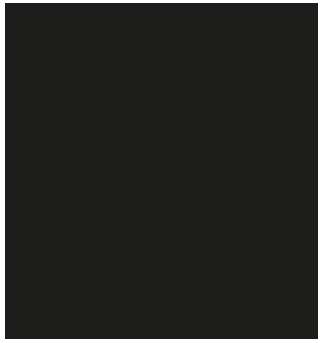
Pantone 549C



R 105
G 162
B 194

#68A2C2

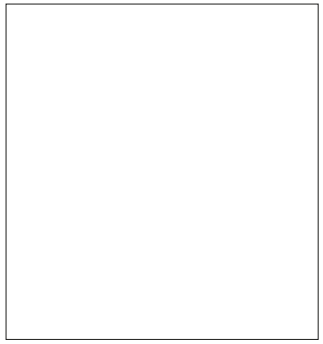
Pantone blackC



R 29
G 29
B 27

#1C1C1B

Pantone whiteC



R 255
G 255
B 255

#FFFFFF

UI CENTRIC