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LOGO
PRIMARY



primary

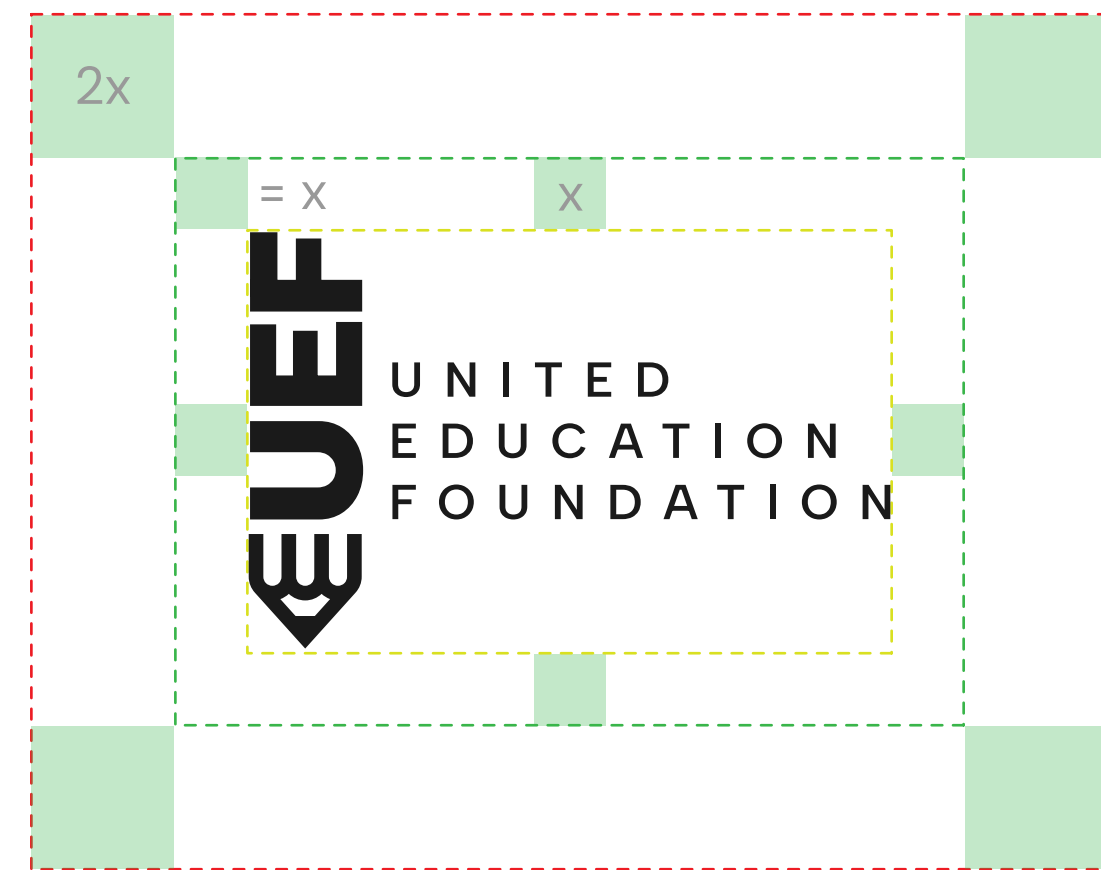


logomark



wordmark

EXCLUSION, SIZE & PLACEMENT



exclusion zone

The exclusion zone means 4x the space around the logo. Using any graphics within this 3x area is prohibited. Placing anything inside this zone will violate the brand guidelines.



64 mm / 180 px



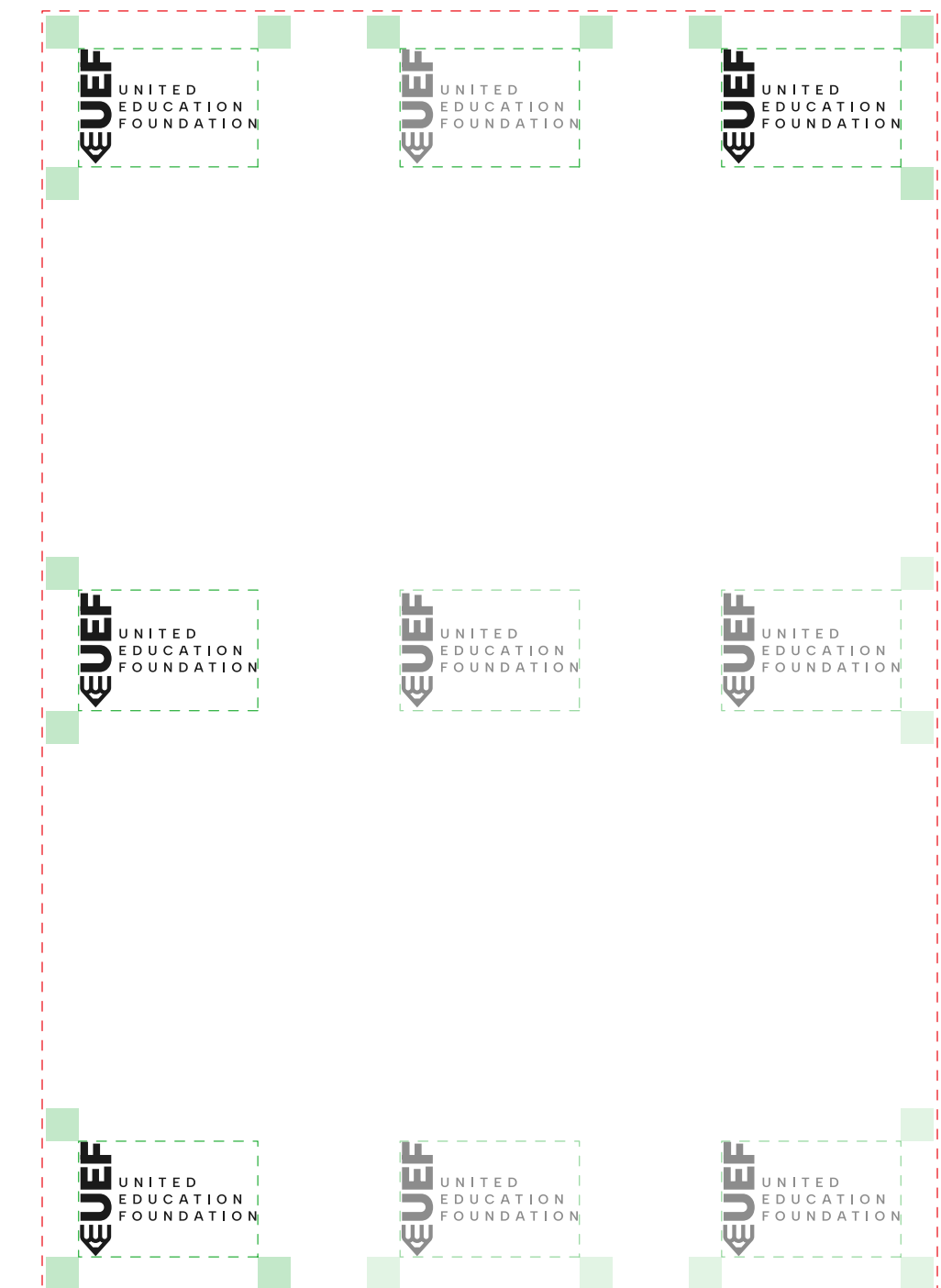
42 mm / 120 px



21 mm / 60 px

size chart

The logo should not be used anywhere (print or web) below 60 x 60 pixels for legibility. If the logo is used below this size, it will lose its clarity and beauty.

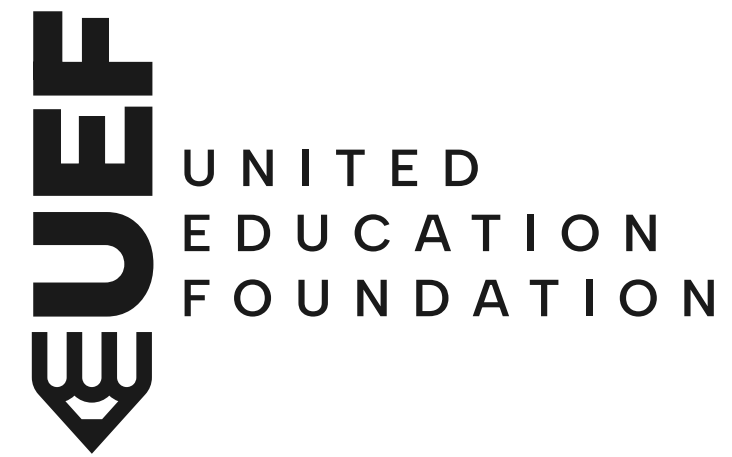


canvas placement

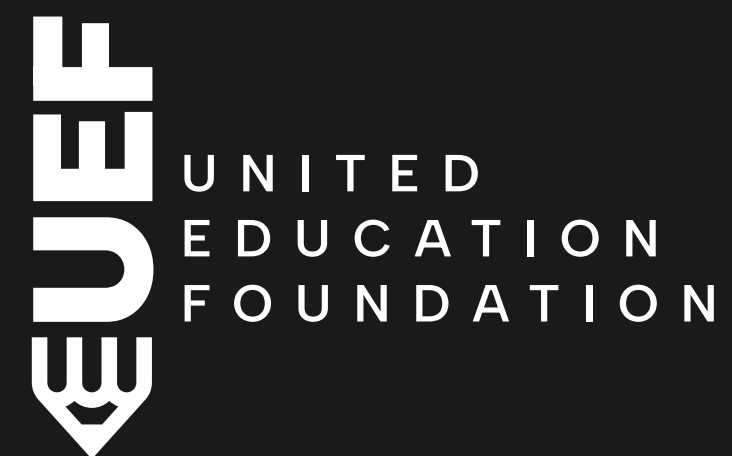
The logo should not be placed randomly on a page. Random placement can cause the logo to lose its structure and impact. Always ensure proper placement to maintain brand consistency.

COLOR USAGE

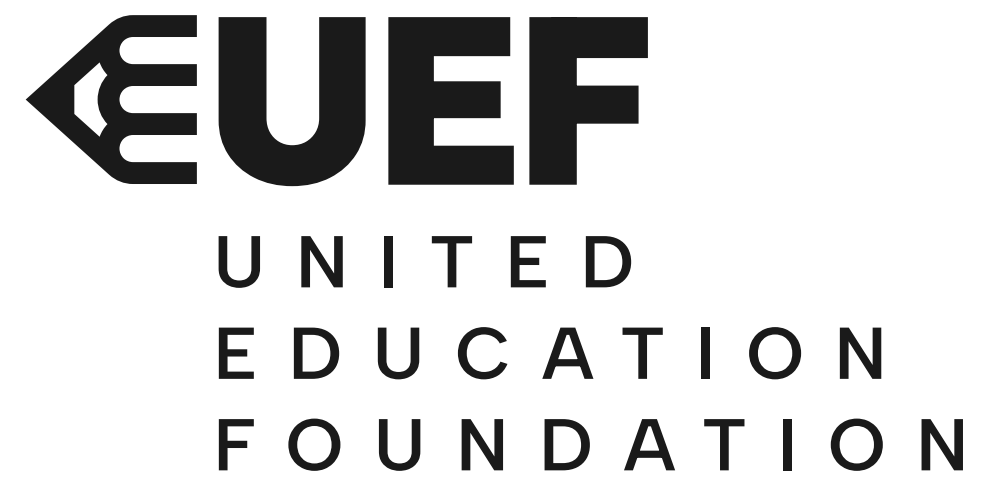
black - light



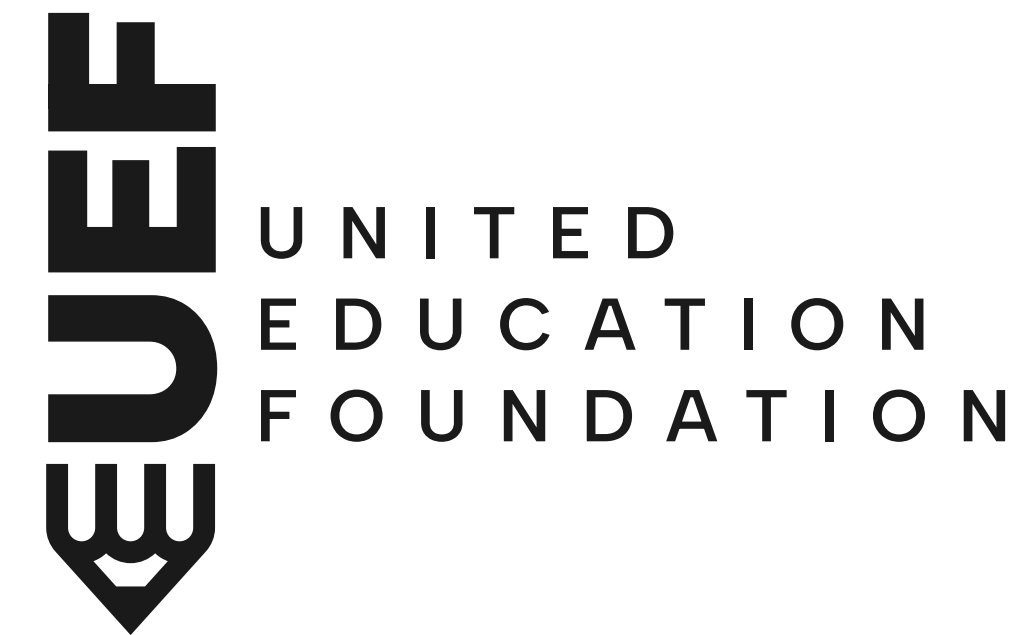
white - dark



ALTERNATIVE
SECONDARY



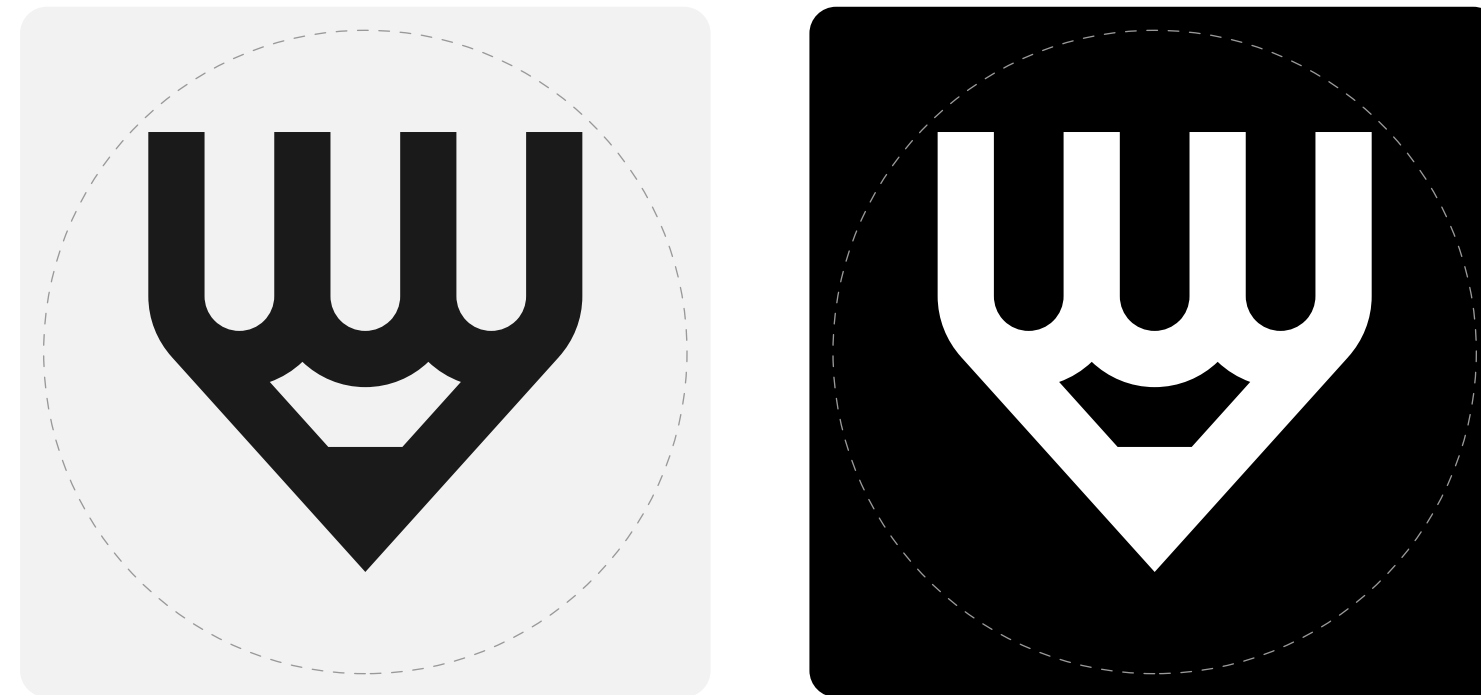
horizontal



vertical (primary)

The alternative/secondary logo is intended for use in specific contexts where the primary logo may not be suitable. It must follow the same brand guidelines to maintain visual consistency.

ICONS



The logo may be adapted into different color versions for use across various digital formats, such as app icons, favicons, and social media profile images. It is essential to maintain the logo's clarity and brand integrity across all platforms, including mobile applications, browser tabs, and social media channels.

COLOR PALETTE

HEX
RGB
CMYK

opacity

White	Black
#FFFFFF 255 / 255 / 255 0 / 0 / 0 / 0	#000000 00 / 00 / 00 00 / 00 / 00 / 100
100%	100%
80%	80%
60%	60%
40%	40%
20%	20%
10%	10%