



Logo Guidelines

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# 1 Logo & symbol



## → 1.1 Primary logo

The primary logo and its preferred form is in colour. Logos have also been created for use on black-and-white backgrounds.

On black backgrounds, the colour version of the logo featuring an inverse wordmark and a white triangle inside an orange symbol may be used. Usage of the logo on a coloured background is defined in [2.4 Logo on a coloured background](#).

The entire logo may be enlarged or reduced as long as the rules in [2.2 Scaling range & minimum size](#) are followed.

Do not distort the proportions. Examples of distorted proportions are provided in [2.7 Things to avoid](#).



### Aimtec orange

PANTONE	144
CMYK	0 / 55 / 100 / 0
RGB	255 / 145 / 0
HEX	ff9100
RAL	1033

### White

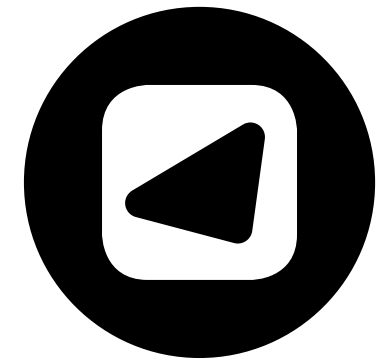
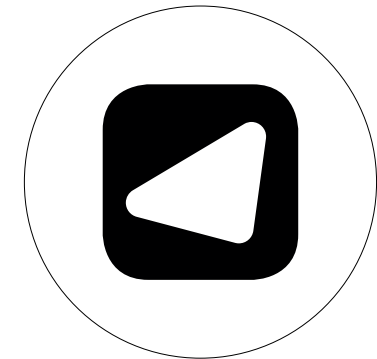
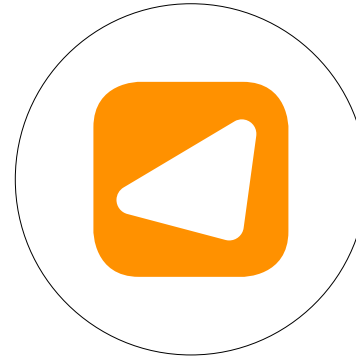
PANTONE	11-0601 TPX
CMYK	0 / 0 / 0 / 0
RGB	255 / 255 / 255
HEX	ffffff
RAL	9010

### Aimtec black

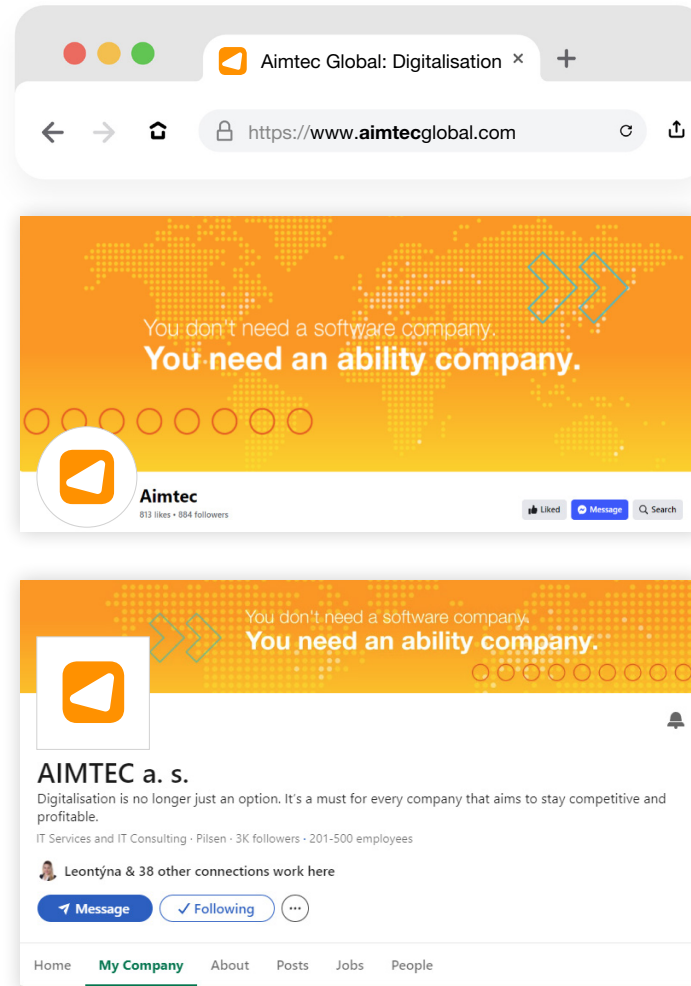
PANTONE	Black 6
CMYK	60 / 40 / 40 / 100
RGB	0 / 0 / 0
HEX	000000
RAL	9005

## → 1.2 Symbol

The symbol is primarily used in places where it is objectively impossible to use the primary logo, such as social media profile pictures or website favicons. Although the symbol is a distinctive element, using it as a standalone entirely without text is not recommended. The same rules for use on coloured backgrounds apply for the symbol as for the primary logo.



→ 1.3 Symbol use examples



# 2 Principles of logo & symbol use

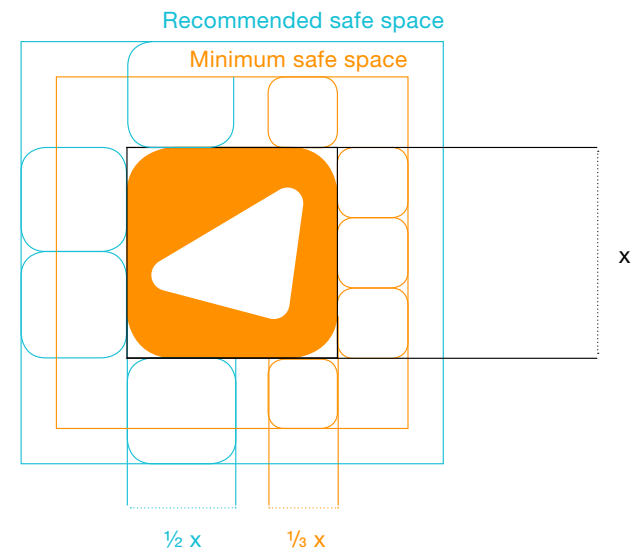
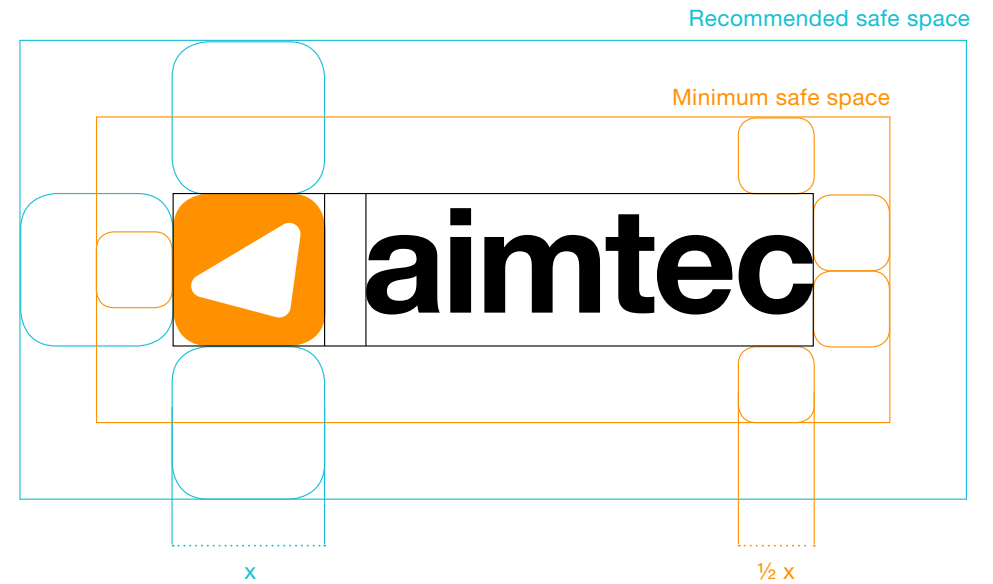


## → 2.1 Safe space

The safe space establishes the area surrounding the logo that must be free from any additional text or graphic elements. Maintaining the safe space is important for brand legibility and clarity.

The safe space is measured by the width of the symbol (x).

The **recommended safe space (x)** is a primary dimension which should be respected. If it is objectively impossible to use this, the **minimum safe space (1/2 x)** may be used.





→ 2.2 **Scaling range & minimum size**



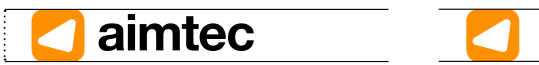

Scaling range defines recommended logo sizes on commonly used marketing collateral and merchandise. The basic full size used in scaling is the height of the logo symbol on an A4 format.

The minimum size is 5 mm, which is 60% of the basic size.



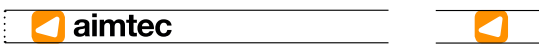
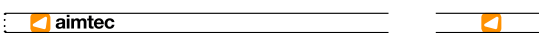
In exceptional cases, a smaller size than the one defined may be used provided that legibility and clarity are preserved. The logo was designed to be easily recognised, even at small sizes.

It is important to remember that logo legibility at minimum sizes depends on the quality of the printer or digital display, and therefore the minimum size is only recommended.

**Print**

H: 12 mm	35 px		145%	A3 format
H: 8.3 mm	24 px		100%	A4 format, letterhead
H: 7 mm	20 px		85%	A5 format, 90 x 50 mm business card
H: 5 mm	15 px		60%	minimum permitted size

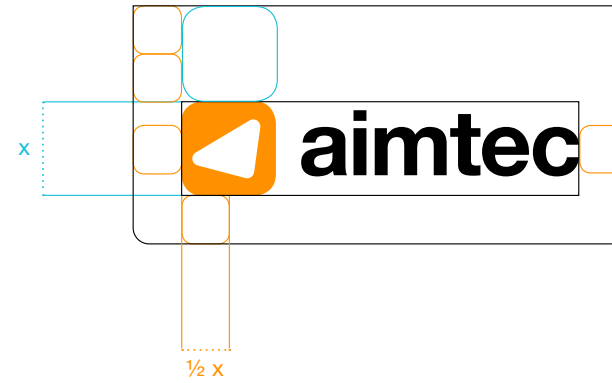
**Digital**

H: 60 px		100%	screen 1920 x 1080 px
H: 40 px		67%	screen 1200 x 627 px
H: 25 px		42%	screen 300 x 600 px
H: 15 px		25%	minimum recommended size

### → 2.3 Logo on a separate block

In certain special situations, the logo may be placed on a white block to support visibility and good legibility. This logo block is to be placed on the edge of the format; the preferred location is the upper right corner.

The block size is based on the size of the logo safe space, i.e.  $\frac{1}{2}$  of the symbol width, with the distance from the top edge being the width of the entire symbol.



→ 2.4 Logo on a coloured background

The logo may be placed unchanged on a coloured background which must be a colour listed in 3.1 Primary palette of Corporate Identity document, except for Aimtec orange, on which the white logo must be used (see 1.1 Primary logo).

Do not place the primary full-colour logo on backgrounds of other colours.

If the logo is being applied to a very light-coloured background, use the black logo. Use the white logo on dark backgrounds. As a general rule, always make sure that the brand is easily legible and visible.

It is important that the selection be made by a graphic designer or a person who is more perceptive of the overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.



Correct usage of the logo on primary palette colours and gradients

Colours not included in the primary palette

## → 2.5 Logo on a black-and-white background

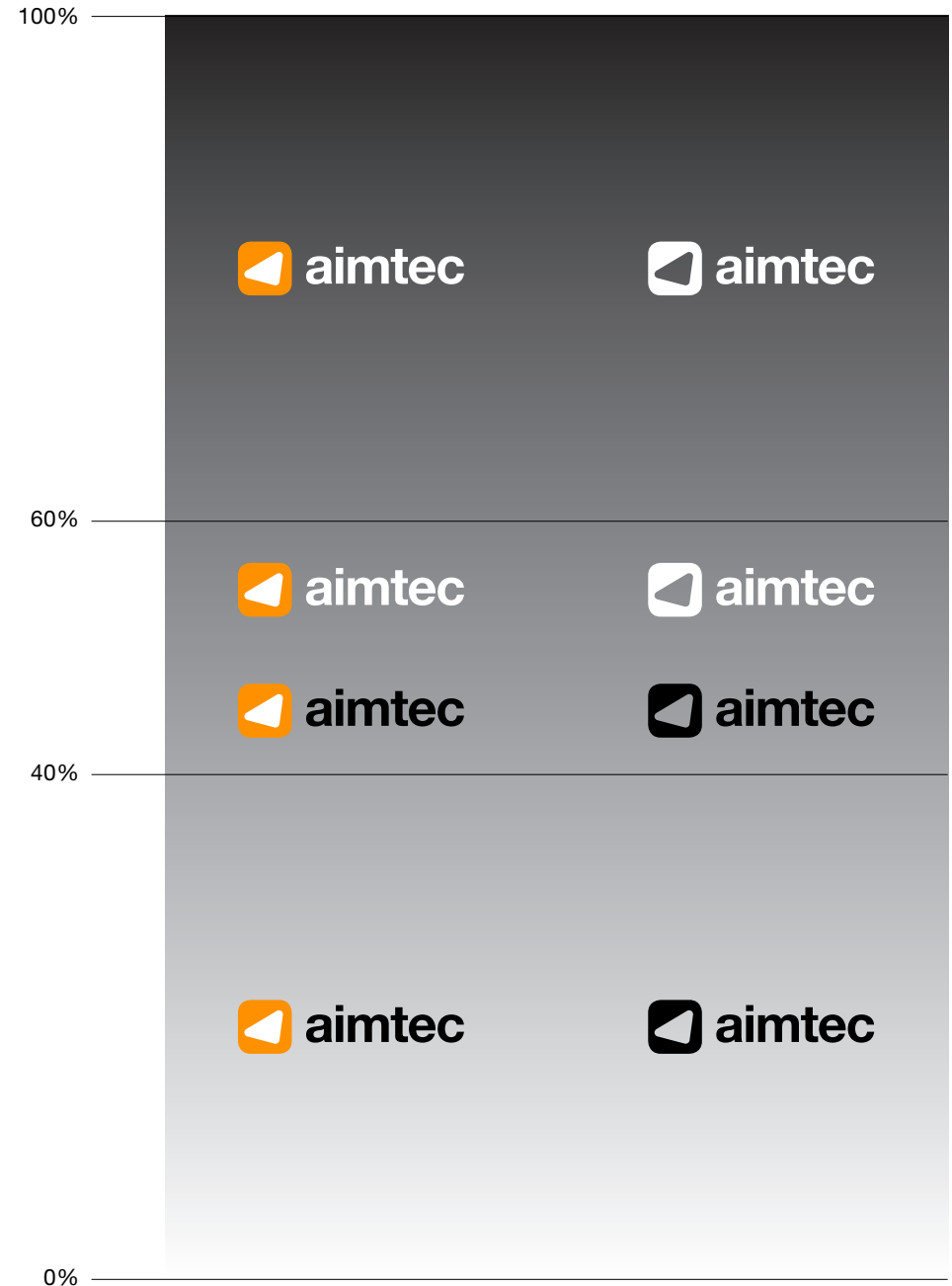
The primary colour logo and the black logo may be applied to grey backgrounds which are up to 40% black.

In the range between 40% and 60% black, the colour logo with a white or with a black wordmark, the pure black logo, or the pure white logo may be used.

The colour logo with a white wordmark or the entirely white logo may be used on grey backgrounds which are 60% black or more.

As a general rule, always make sure that the logo is easily legible and visible.

It is important that the selection be made by a graphic designer or a person who is more perceptive of the overall colour contrast, legibility, and aesthetic impression. The same rules also apply for the symbol.



## → 2.6 Logo on a photograph

Use of the logo on photographs depends on the character of the background.

When using a logo on a photograph, the contrast between the background colours and the logo colours is important. The logo should not be placed on a noisy background or a background with a fragmented pattern.

If the photograph features diverse and complex motifs, a black filter can be used to improve logo legibility; the filter is defined in [6.6.4 Photograph usage rules](#) of Corporate Identity document. As a general rule, always make sure that the logo is easily legible and visible.

If none of the tools described here can be used, the primary colour logo can be used on a separate block; see chapter [2.3 Logo on a separate block](#).



Photographs with high-contrast backgrounds featuring a sufficiently legible logo



Photographs with black filters to improve logo legibility



Sufficiently calm photographs for simple logo



If the logo is illegible, a white block should be used under the logo



→ 2.7 Things to avoid

The following are things to avoid in the logo, representing cases where the logo has been altered, i.e., the colour or typeface has been changed, the proportions distorted, or new elements added.

The showcased examples of things to avoid represent just a few possible examples of incorrect usage, demonstrating a disruption to the aesthetic perception of the unified corporate identity and a violation of the rules of visual communication.

- 1 Do not distort the logo's proportions.
- 2 Do not make the height of the text level with the symbol.
- 3 Do not rotate the logo to different angles.
- 4 Do not add lines, drop shadows, or other effects.
- 5 Do not change the colour of the logo to colours other than those defined in chapter 1.1 Primary logo.
- 6 Do not place the colour logo directly on a colour background; use a white block.
- 7 Do not add new elements to the logo safe space.
- 8 Do not use a transparent logo.



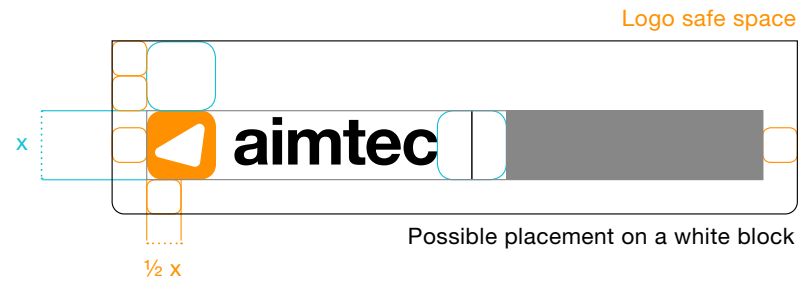
## → 2.8 Co-branding

If the logo must be used in combination with another company's logo, the logos are to be separated by a vertical or horizontal line.

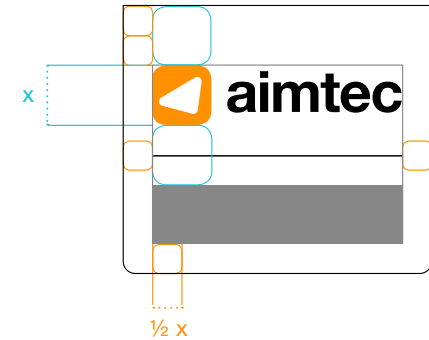
The individual logos must be kept at the proper distance, which is defined by the height of the symbol.

The length of the line dividing the Aimtec logo and the other company's logo is based on the longer of the two logos.

Horizontal version



Vertical version



Vertical version – other layout options



Examples





## → 2.9 Logo in physical form

If the logo must be reproduced in a physical form, contact the person at the company who is responsible for uniform communication to consult the correct size, placement, and combination of materials.

The material must always be chosen according to the form's purpose and the conditions under which it will be used.

Contact person:

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