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Logo Identity Guidelines

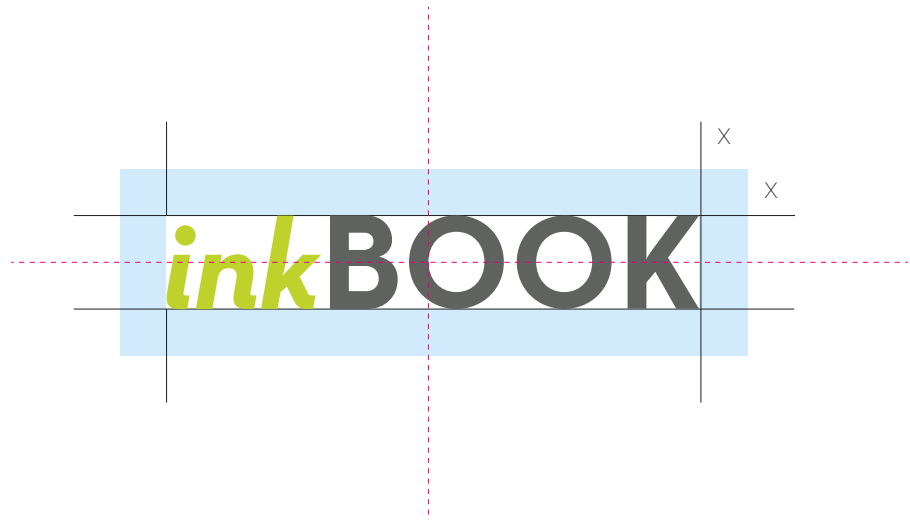
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Logo Specifics

Logo Construction & Clear Space

Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements.

The minimum required Clear Space is defined by the measurement 'X'



Logo Colours

There are two main colours of logo-light green and dark grey.

It is possible to use shades of grey for "BOOK" part only. K: 20-80

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PANTONE 390C
CMYK C42 M0 Y91 K0
RGB R191 G210 B43
#BFD22B

PANTONE 447U
CMYK C3 M0 Y3 K62
RGB R95 G98 B95
#5F625F

K~20%-80%



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Logo Styles

Primary Full Tone Colour

This is the primary logo to use. Includes two colours.

This is your main go-to version of the logo, except for limited exceptions below.



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Solid Black/White

The solid black/white version can be used for b/w, printing applications, such as local newspapers etc, where halftones screens are used and on multicolour backgrounds.



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Half-Inverse

The half-inverse version can be used the same way as Solid Black/White logo except b/w printings usage.



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Logo Practices

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To ensure our brand logo is not the victim of aesthetic vandalism, the general rule to abide by is: do not change, alter, modify any part of the logo.

Some examples of logo misuse are shown below.

Do Not: Sizing

Do not use squish or squash the logo. Any resizing must be in proportion.

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Do Not: Stroke

Do not stroke logo.

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Do Not: Frame

Do not frame logo in its clean space.

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Do Not: Effects

Do not use any artistic effects. Be carefull with too strong shadow.

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Do Not: Colour

Do not change or inverse the colours even if they look similar. Use the official colour specifications detailed in these guidelines

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Logo Usage

Background modification

When photo is full of colours modify its part which is under the logo. Make this area darker or lighter.
Logo has to be exposed.



Single colour background

On single colour background use solid black/white or half-inverse logo.



Gradient background

On gradient background use solid white and half-inverse logo.

Solid Black logo can be used only on very light gradient backgrounds..



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