



Toolset logo
Usage guidelines

1.1 Primary and negative colors version

primary logo



negative colors



minimal clear space



clear space



There are two color versions:

Primary logo - with white outline and transparency, intended as an overlay graphic. Please follow the strict usage rules described on the following pages.

Negative colors logo - contains a full color background, making it easier to apply on an existing design.

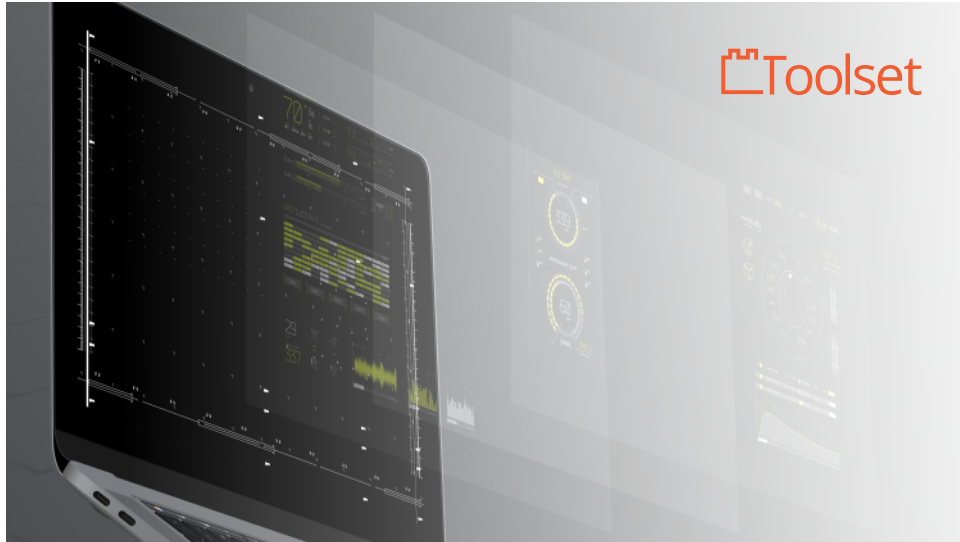
Clear space composition indicates a minimal clear space. There should be no other graphics or texts within the clear space area.

1.2 Exemplary usage over uniform background



You can use the primary logo (without a background) on a background only if a contrast between the logo and the background preserves the readability of the logo. The background needs to be uniform too.

1.2 Exemplary usage over uniform background



You can use the primary logo (without a background) on a background only if a contrast between the logo and the background preserves the readability of the logo. The background needs to be uniform too.

1.3 Exemplary usage over image



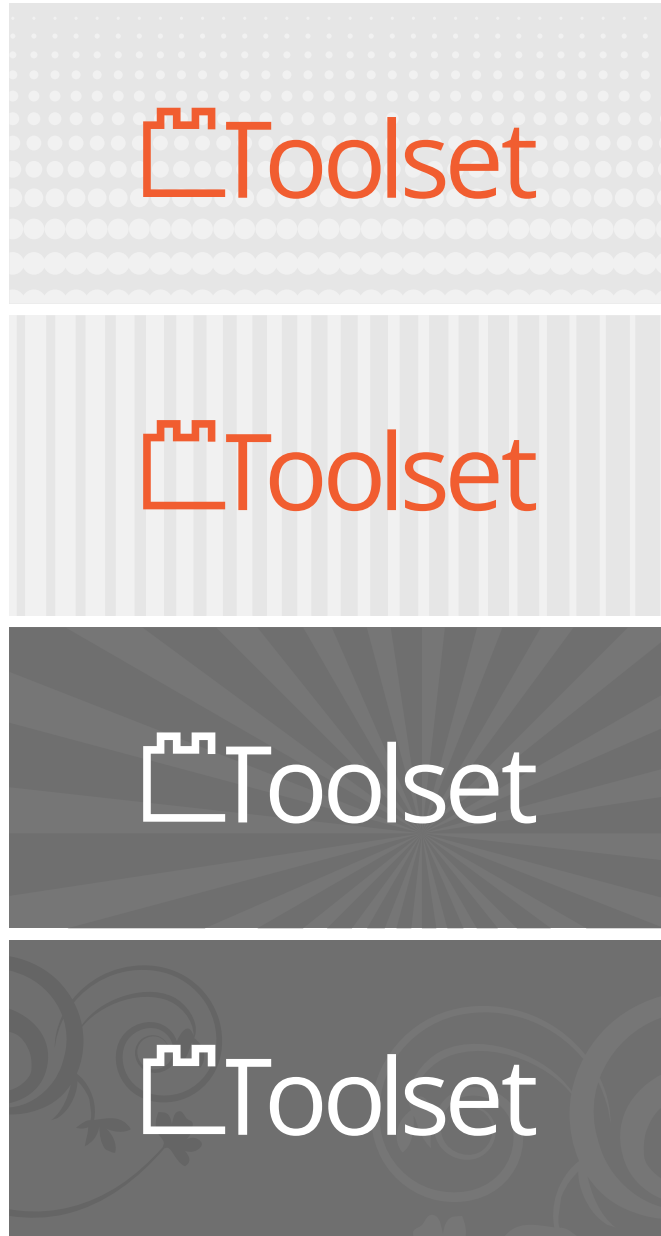
The full background logo is to be used over non uniform backgrounds. Also where there are different colours in the background or the logo readability is restricted.

1.3 Exemplary usage over image



The full background logo is to be used over non uniform backgrounds. Also where there are different colours in the background or the logo readability is restricted.

1.4 Examples of logo usage on different backgrounds



1.4 Examples of logo usage on different backgrounds



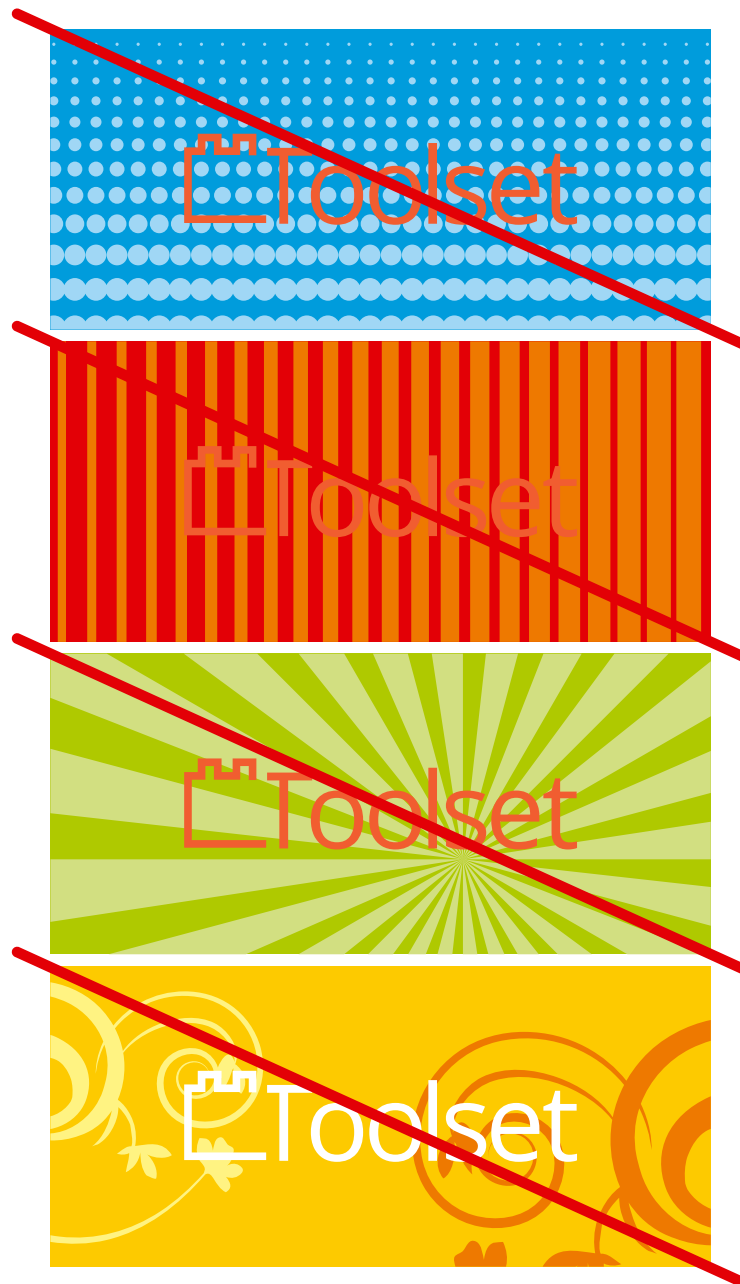
1.5 Inadmissible logo usage



Do not:

- use the logo without background if it negatively impacts its readability,
- distort logo proportions,
- change logo colors,
- use the logo without the clearspace.

1.5 Inadmissible logo usage



Do not:

- use the logo without background if it negatively impacts its readability.

Toolset

RGB	241-93-48

Toolset

Custom Types Made Simple

RGB	241-93-48	91-91-91
