

Logotype colour



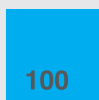
Pantone Matching System



PANTONE 320 C

CMYK Process Match

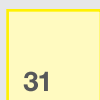
C M Y K



100



0



31



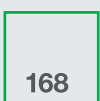
6

RGB Display

R G B



0

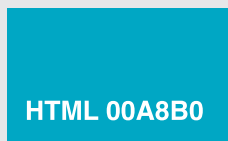


168



176

Web safe



HTML 00A8B0

Apply according to the medium employed. For example, specify Pantone and/or CMYK systems in case of printed matter; RGB when shown on electronic colour devices. The logo must never be placed in a colour other than the approved primary colour or black.

Minimum clearance area / size



x = height of letter t



This area should be increased wherever possible, but should on no account be less than the minimum shown.

Minimum size

minimum height **h** = 4mm



Printed material such as preprinted stationery, fact or information sheets, forms, badges, pre-printed research reports, etc. Use in all physical applications which appear on neutral background colours such as light coloured substrates (aluminium, silver, glass, etc.).

Logotype in negative / Applications



vivartia

320 C



vivartia

colour



vivartia

black



vivartia

imagery

Use logotype in negative version in cases of dark backgrounds where the primary corporate colour logo would not stand out.

Outlined version



colour



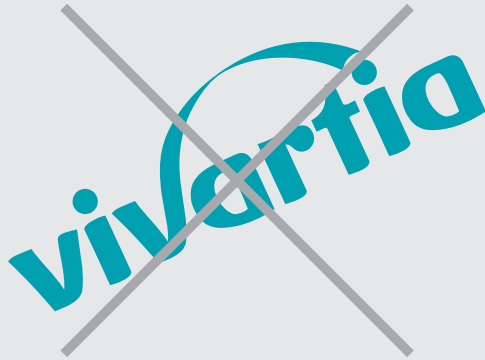
black

Use the outlined logotype version in cases of dark backgrounds or where the primary corporate colour logo would not stand out.

Incorrect logotype usage

The logotype must be used in its entirety. It should not be distorted in any way or be used as decorative pattern.

Positioning



Rotation

Coloured

Outline



Coloured

Outlined logo



Other colour



Distortion

Perspective



Blurring



It is clearly impossible to cover every application situation here.
If you are unsure of the appropriate version to use please seek advice from AV.