

CLEAR ZONE

In order to preserve our logotype, a **clearspace** has been defined: none graphic or textual element must disturb it. This area is standardised upon the size of the logotype, taking the V letter as a reference: the clearspace equals to a V all around the logotype, as described on the right.

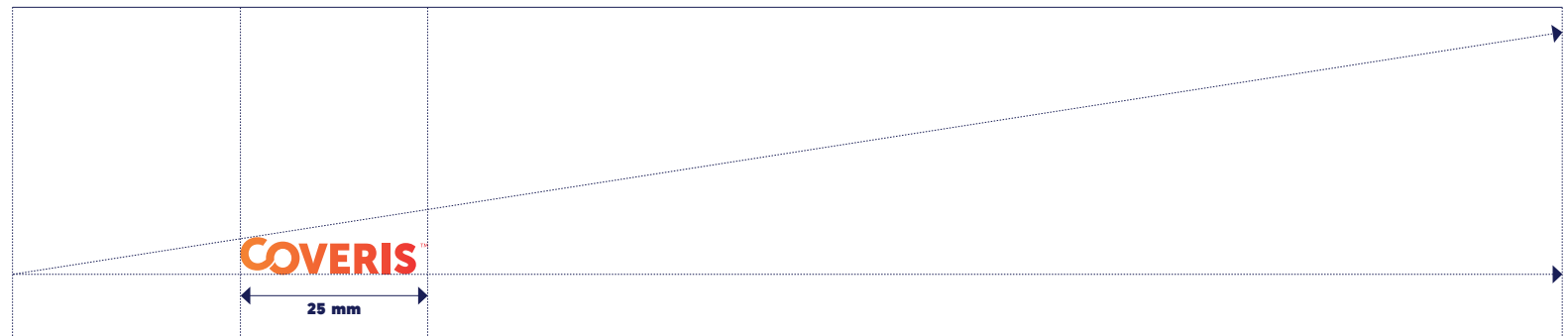
The TM (Trademark) is part of our logo and should always be included with the logotype.



V = 1X

MINIMUM SIZE

A **minimum size** has also been determined to guarantee visibility and readability of the logotype, wherever it is applied.



LOGO COLOUR

Our logotype is the first asset that will be visible for the audience. It is made from the company name; its drawing, colours, proportions and font must never be changed. Wherever possible, the full colour version of the logotype should be used as follows:

for printing: in four-colour process

for online and office applications:
in RGB

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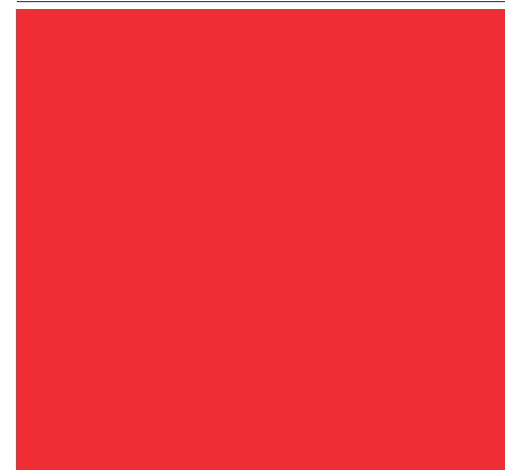
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ORANGE

COLOUR CODE

CMYK 0 | 60 | 90 | 0
PANTONE: 158 C
RGB 245 | 125 | 35
WEB #f07e26



RED

COLOUR CODE

CMYK 0 | 95 | 85 | 0
PANTONE: 032 C
RGB 230 | 20 | 45
WEB #e6142d



THE LOGO GRADIENT

ONE-COLOUR

Should you encounter some technical constraints, a specific black monochrome version also exists. It can be applied on faxes or envelopes for instance. Exceptionally you can also use the logotype in white on black background, but never on a front cover as a first contact with the brand.

BLACK

COLOUR CODE

CMYK 0 | 0 | 0 | 100
RGB 0 | 0 | 0
WEB #000000

WHITE

COLOUR CODE

CMYK 0 | 0 | 0 | 0
RGB 255 | 255 | 255
WEB #ffffff



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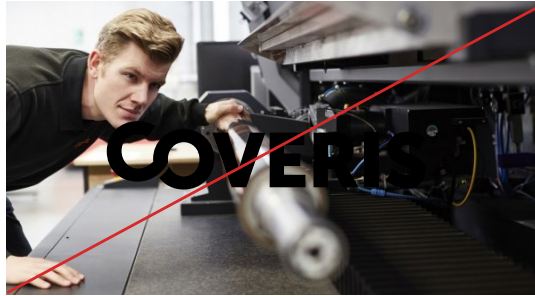
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LOGO DON'TS

Do not use the COVERIS logo outside of the way described in these guidelines.

Our logo must not be redrawn, reset or altered in any way. If you have any questions about logo use, please contact Marketing and Communications.

Only use master artwork for all versions of the COVERIS logo.



Don't place the wrong logo colour over a photo.



Don't tilt the logo.



Always use master artwork and don't distort the logo.



Don't place the logo on any other colour than our brand colours.



Always use master artwork and don't stretch the logo.



Don't use a part of the logo on its own. There is no brand mark.