



Logo usage guide



Logo

MAIN LOGO



Logo versions

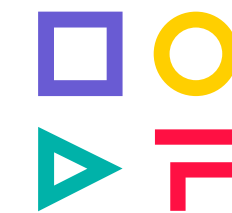
LOGO WITH SLOGAN



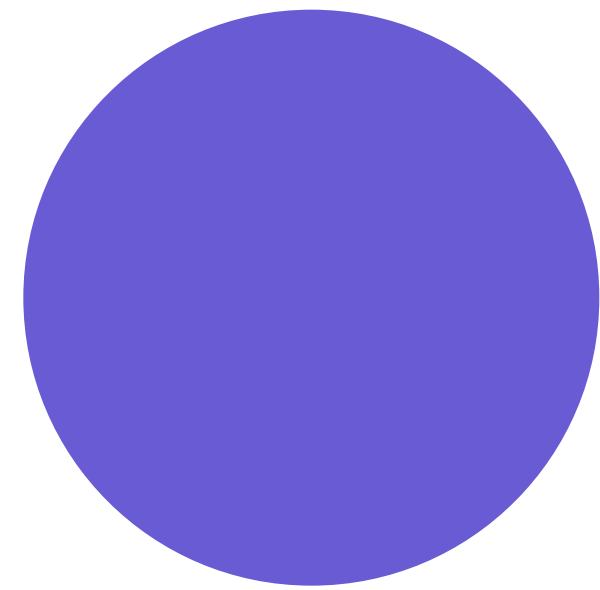
LOGO WITHOUT SYMBOL



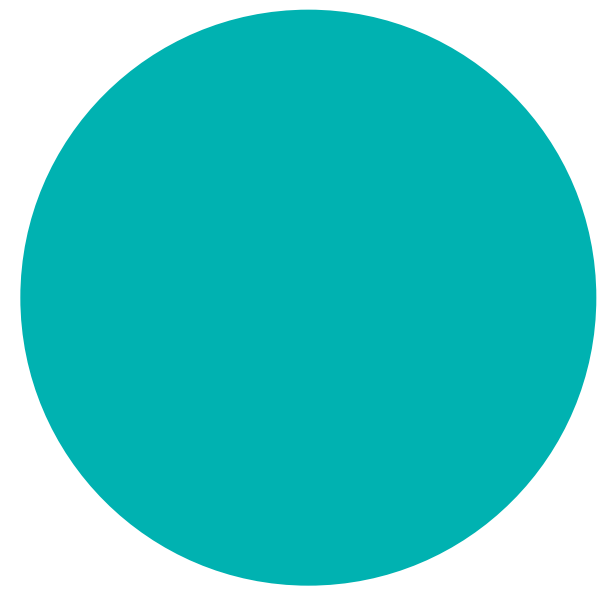
SYMBOL LOGO



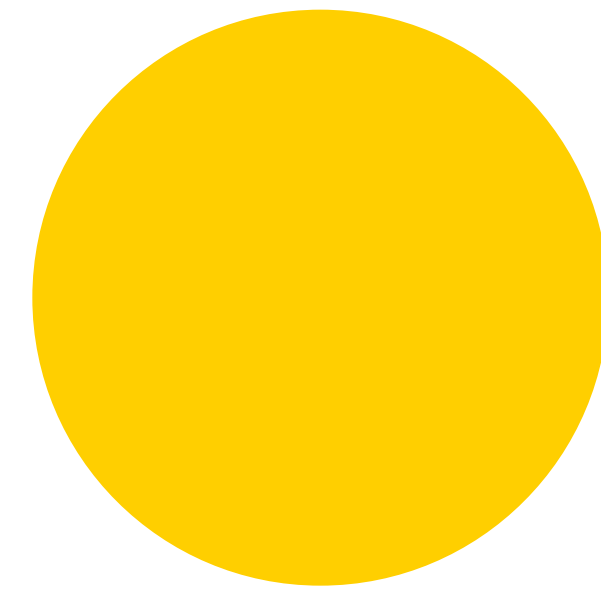
Colors



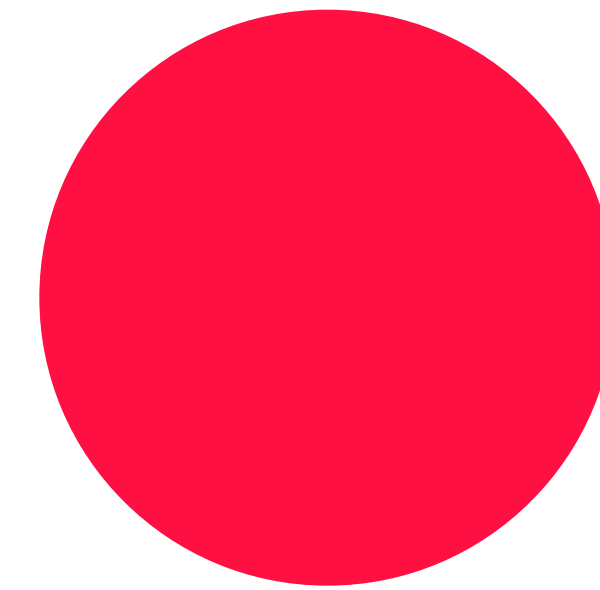
CMYK **73 68 0 0**
RGB **105 91 211**
HEX **#695BD3**
PANTONE **2725 C**



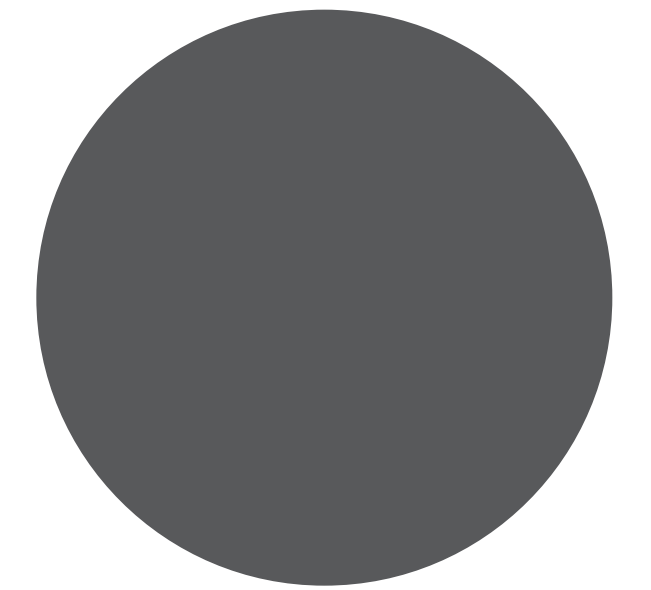
CMYK **81 0 38 0**
RGB **0 178 177**
HEX **#00B2B1**
PANTONE **326 C**



CMYK **0 14 100 0**
RGB **255 207 0**
HEX **#FFCF00**
PANTONE **116 C**

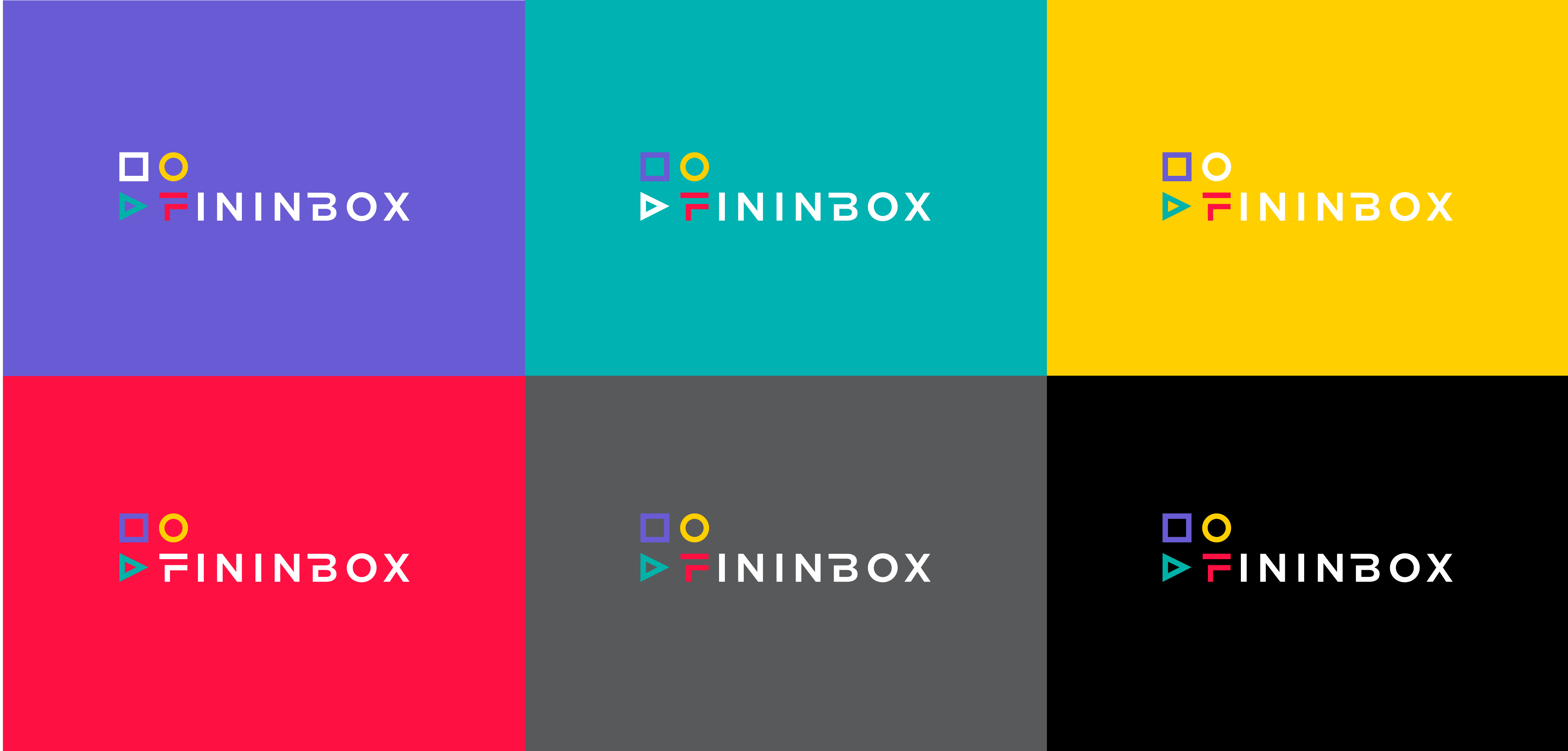


CMYK **0 100 62 0**
RGB **229 0 77**
HEX **#E5004D**
PANTONE **192 C**



CMYK **0 0 0 80**
RGB **88 89 91**
HEX **#58595B**
PANTONE **Cool Grey 11 C**

Logo on backgrounds



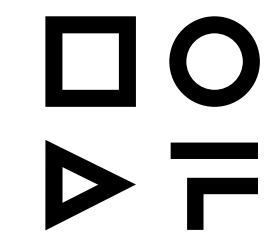
Black & white logo

! Black & white versions of the logo may **ONLY** be used in cases where it is not possible to use a color logo, such as black and white printing.



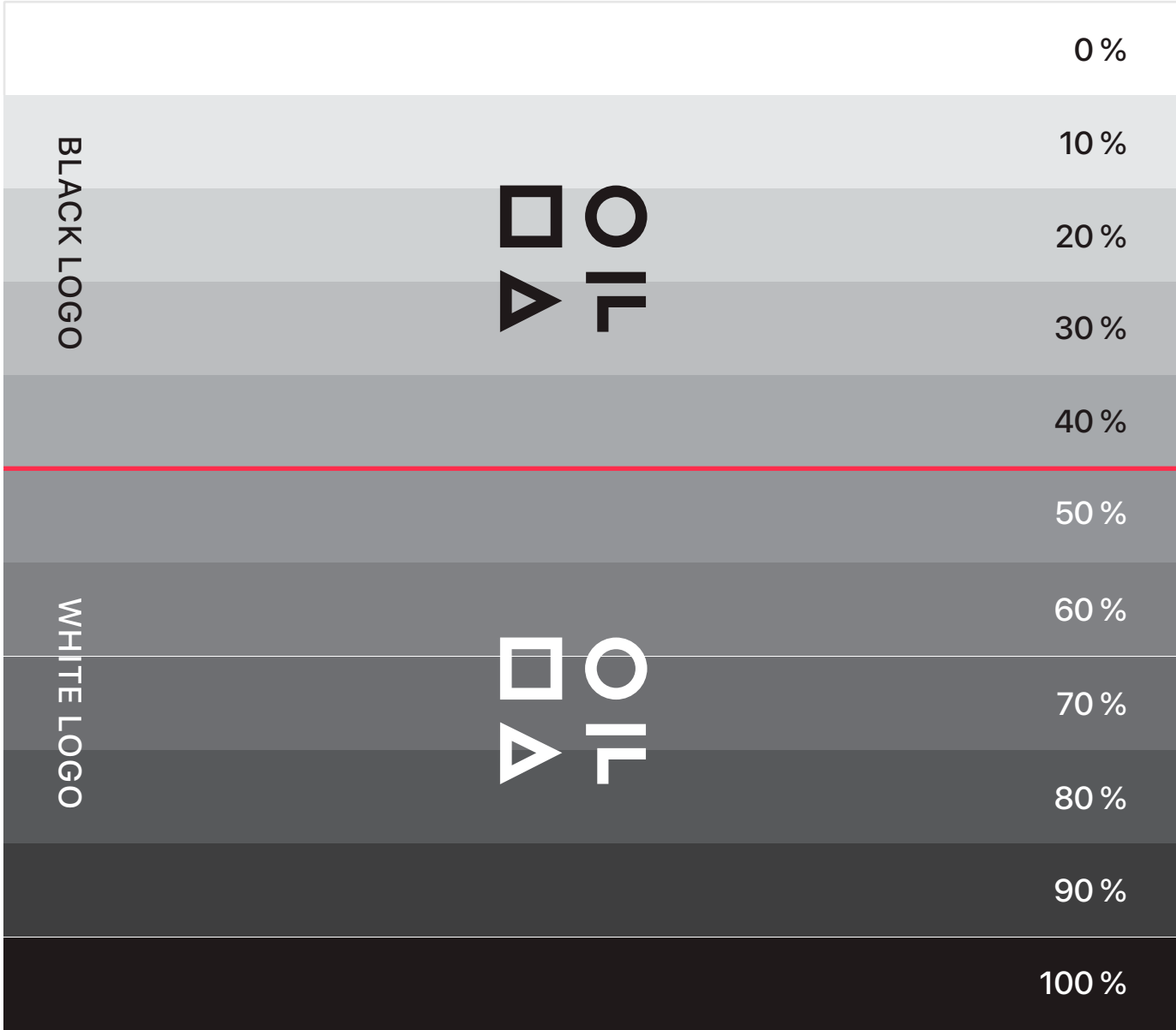
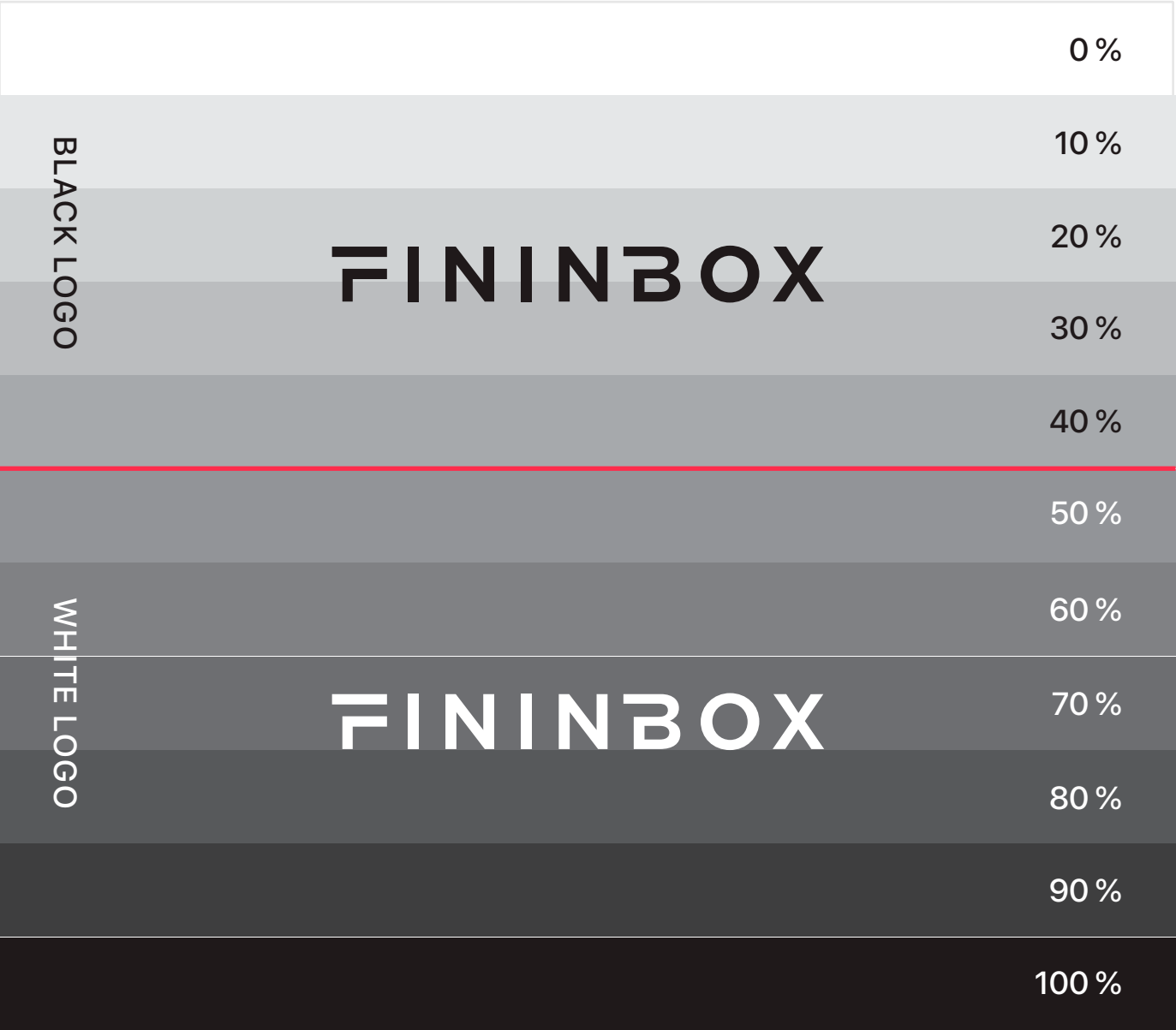
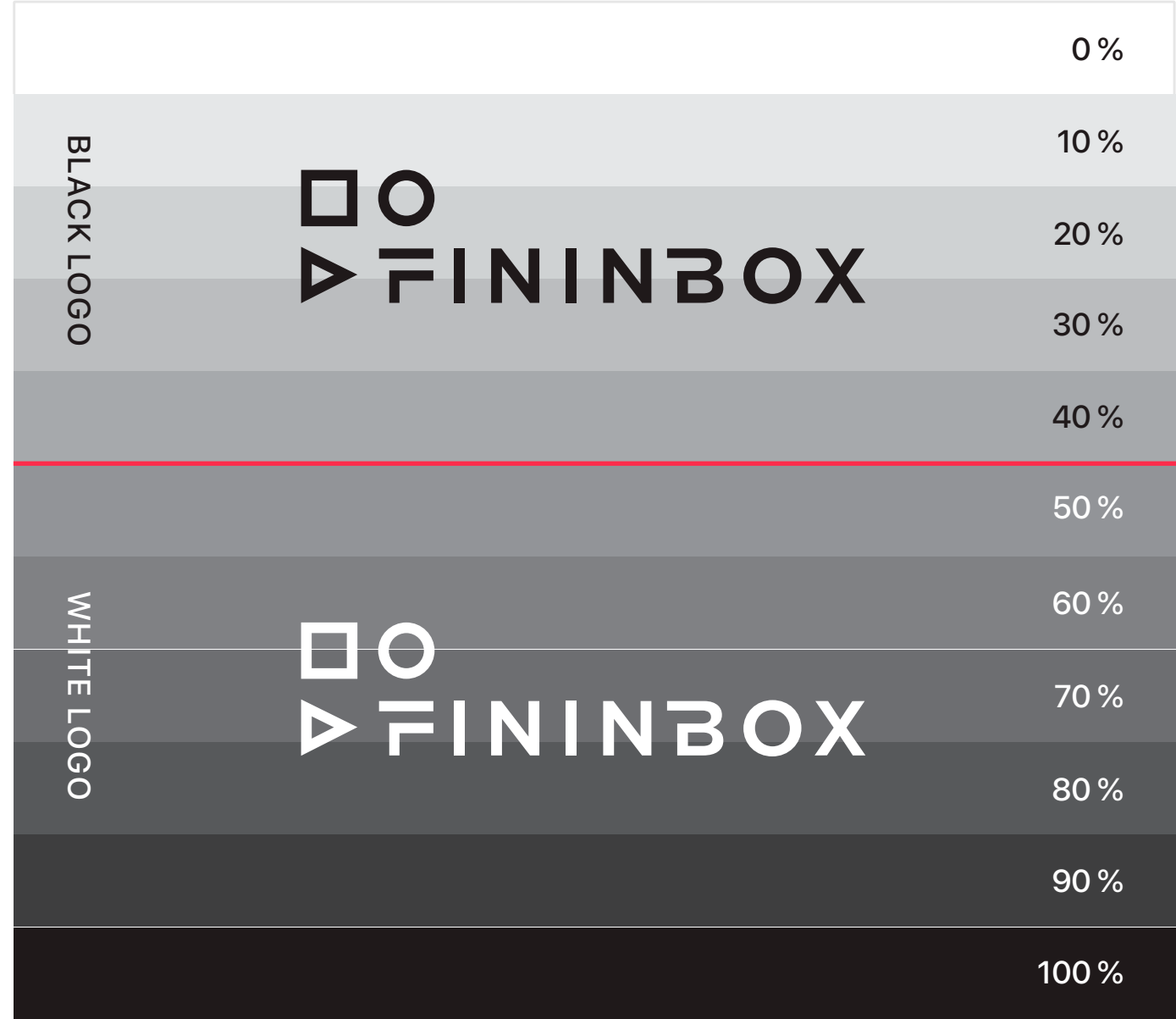
Monochromatic logo

! Monochromatic logo may **ONLY** be used in cases where it is not possible to use a color logo, such as laser engraving.



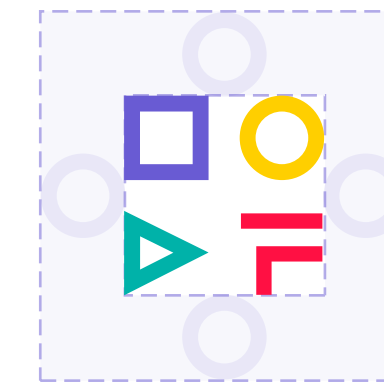
Monochromatic logo

Use a black monochromatic logo on a background that is 0% - 40% black.
White monochromatic logo should be used on backgrounds that are 50% - 100% black.



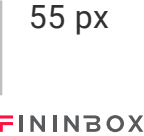
Clear space

To ensure the Fininbox logo has optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should be equal to or, ideally, greater than the "O" symbol of the logo.



Minimum size

FOR ON SCREEN USAGE



FOR PRINT REPRODUCTION



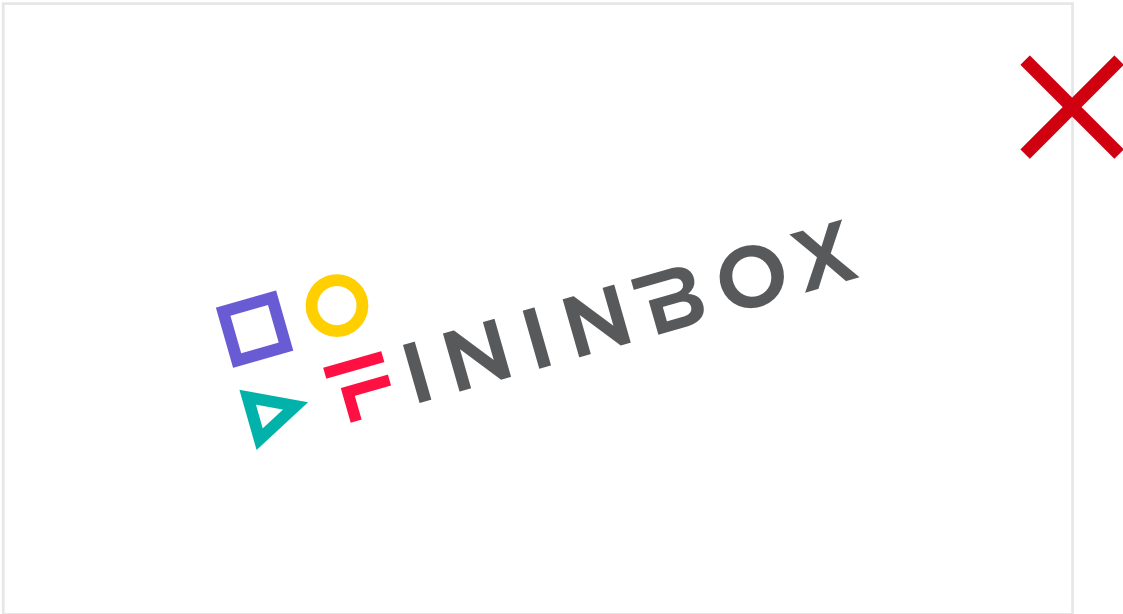
Do's & Dont's



Do use only approved logo artwork



Don't re-color logo elements



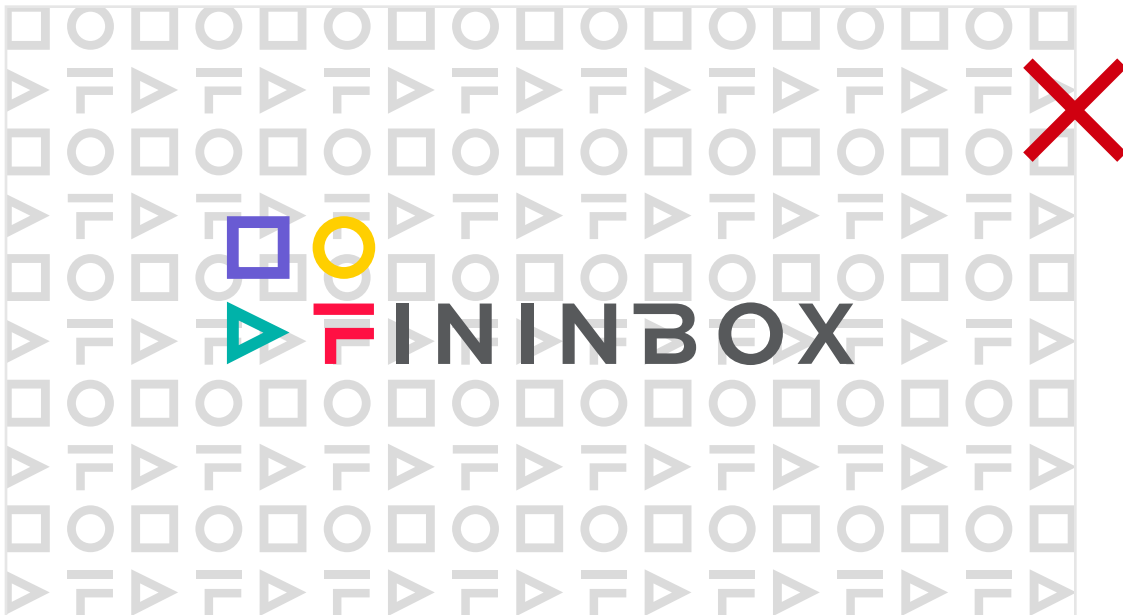
Don't change the logo's proportion (e.g., skew, stretch, rotate or change the position of the graphic elements)



Don't add drop shadows or other effects



Don't change opacity of the logo



Don't place the logo on a background that reduces its legibility

RENT IT. DON'T REINVENT IT.

