

8.1 Signet



Unauthorised use of the logo affects its clarity and bad overall impression. The following modifications are forbidden, as well as others that are not described in the book as allowed.

A. Use of the Signet with outline

B. Modifying the width of the Signet

C. Changing the size of elements, for example the size of the crown in relation to the shield

D. Complete change of colouring of the Signet

E. Adding elements not described in the book in chapter '4. Clear space'

F. Filling in the negative elements of the Signet's shield with colour

G. Changing the distance between Signet elements, for example between the shield and the crown

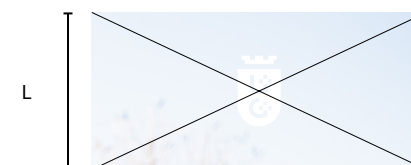
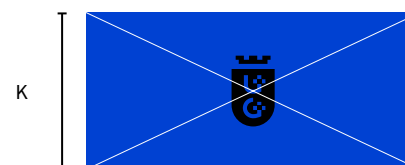
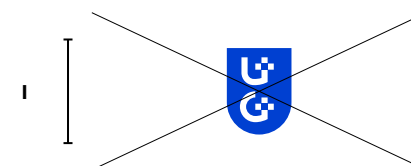
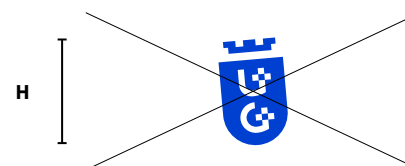
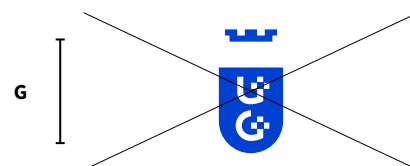
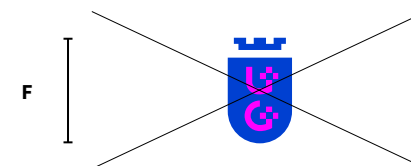
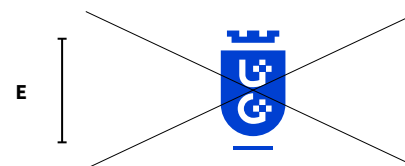
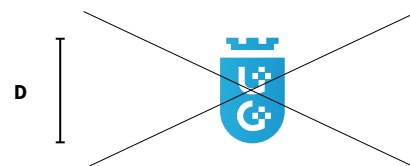
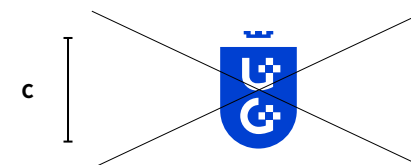
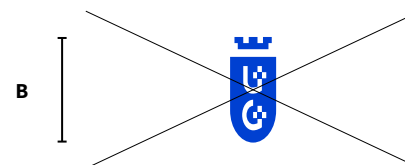
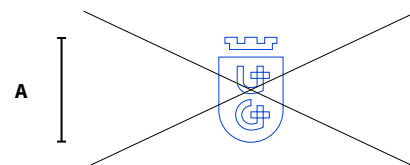
H. Rotating the Signet using a value other than 90 degrees

I. Changing the elements of the Signet

J. Placing the Signet without solid tints on a non-uniform background

K. Inserting the wrong version of the Signet on a background from the basic colour scheme

L. Inserting the Signet in a wrong colour scheme on a plain background



IMPORTANT! THE LOGO SHOULD NOT BE MODIFIED IN ANY WAY. IF A MODIFICATION IS UNAVOIDABLE, IT REQUIRES THE APPROVAL OF PROMOTION UNIT.