

8.2 Logo



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 Logo with outline

B. Modifying the width of the Logo

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 Logo

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

F. Change of the position of the typography in relation to the Signet

G. Changing the distance between Logo elements, for example between the Signet and the typography

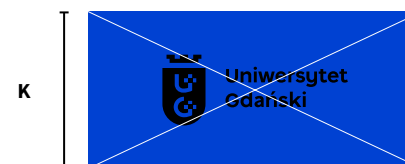
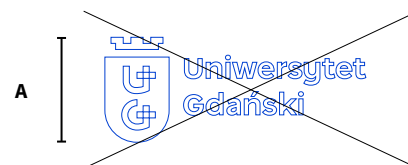
H. Rotating the Logo using a value other than 90 degrees

I. Changing the elements of the Signet

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

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

L. Inserting the Logo 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.