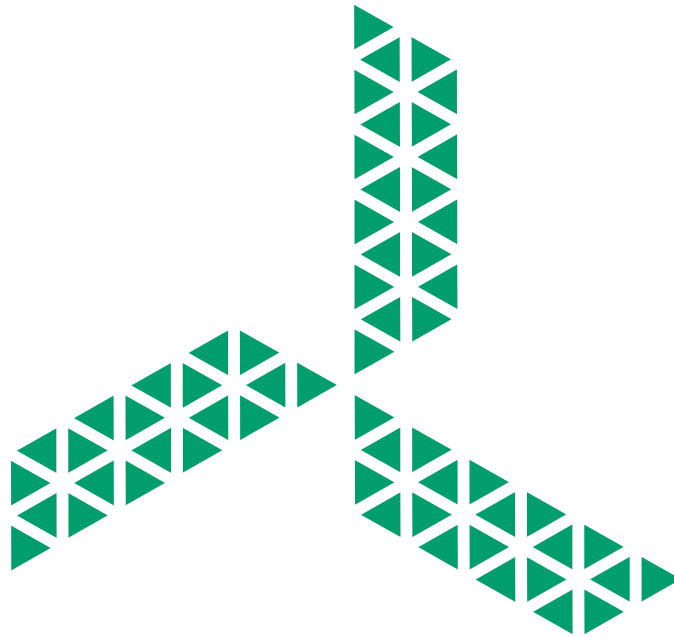


ReaLCoE

Logo Guidebook



Logo **Primary Form**



ReaLCoE

Logo variations



original, positive version



positive version, black & white



alternative version



original, negative version



negative version, black & white

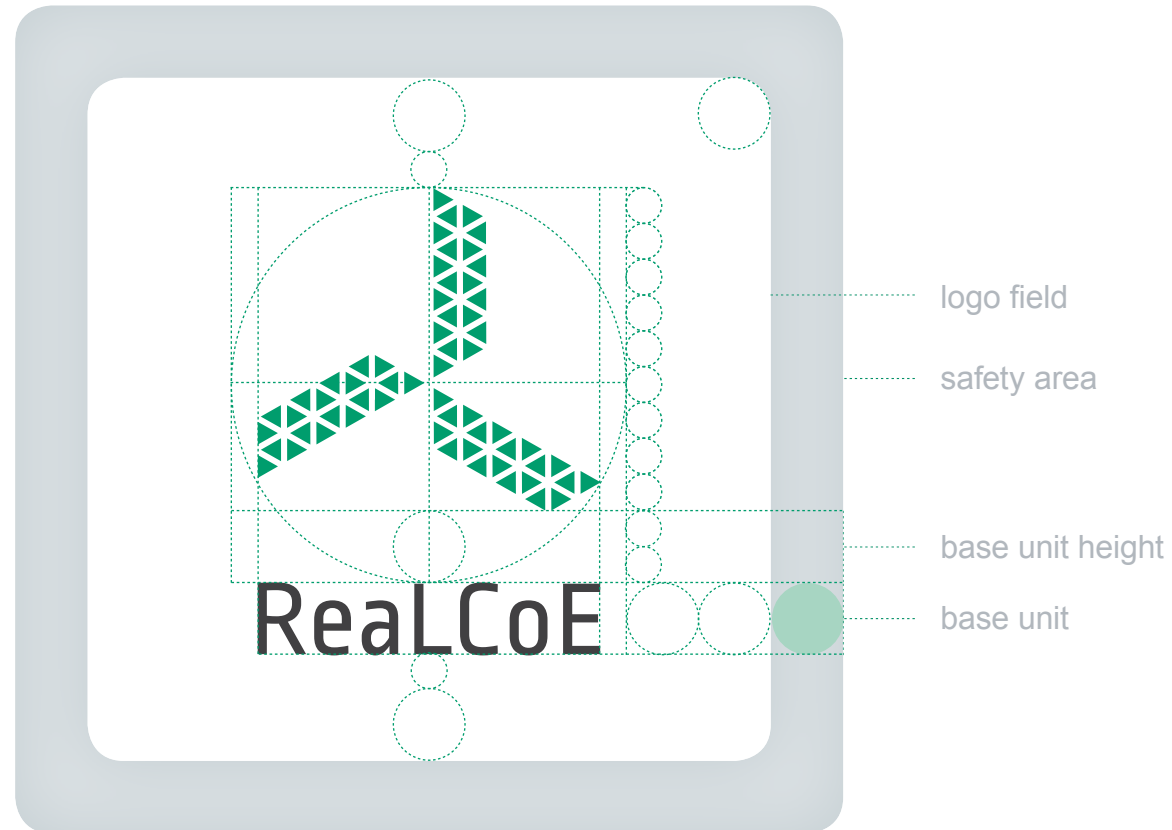


alternative version, black & white

Logo construction

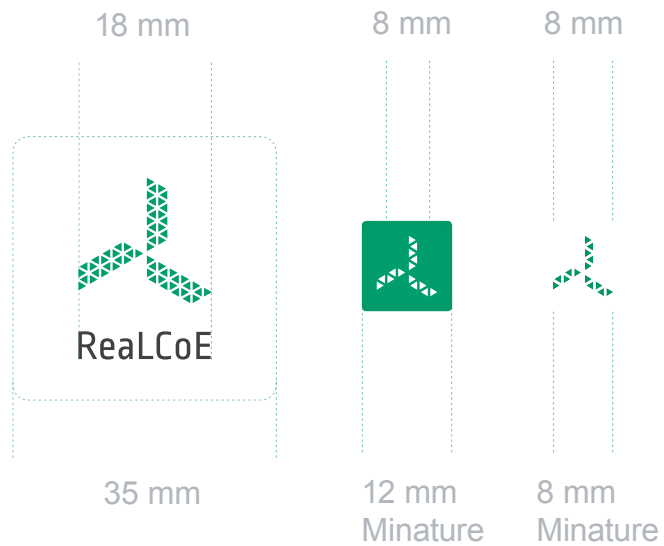
In order to create maximum impact, protected zone has been established around the logo. Within this zone no other element is allowed. This measurement is based on the height and with width of the “base unit”.

Font used:
Ropa Sans Regular.

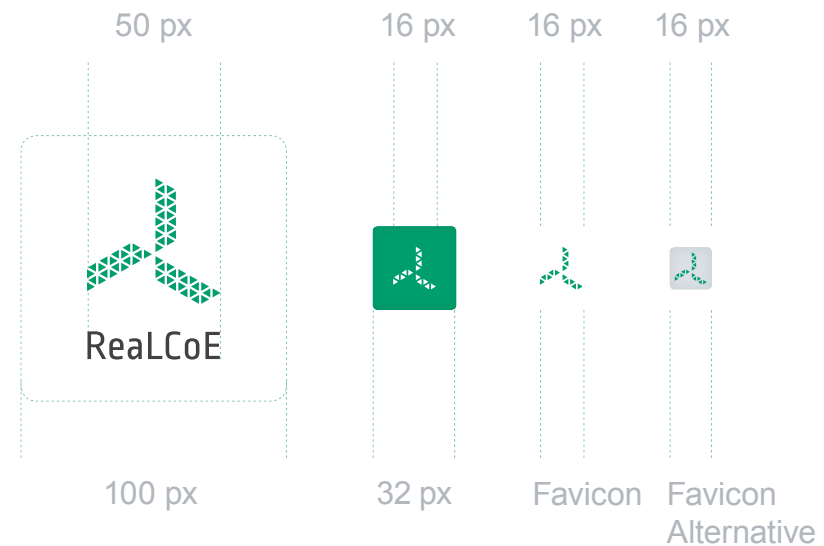


Minimal size

Print

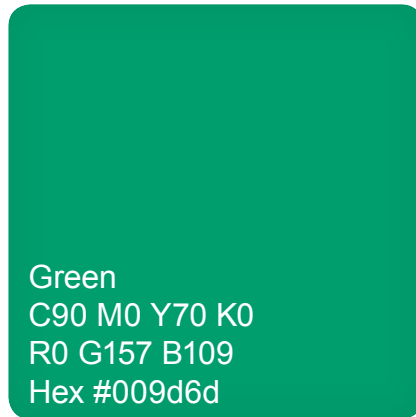


Web



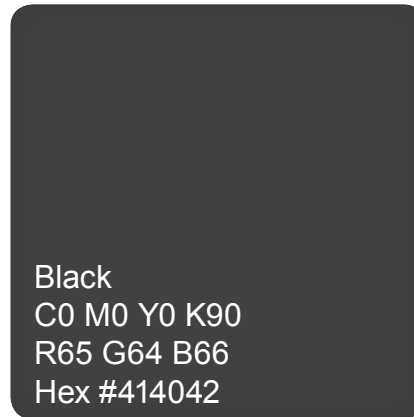
Remove the typographic element if not visible.
Do not scale logo below 18mm/50px – use the
designed favicon / minature.

Colour guidelines



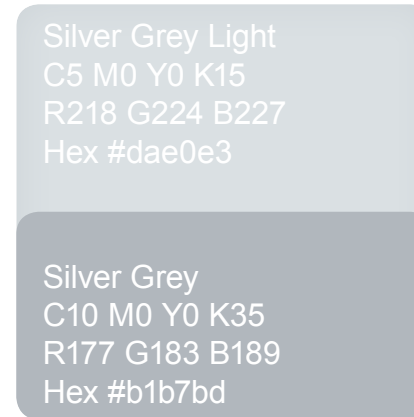
Desired usage:

Details, alternatively
background



Desired usage:

Typeface,
Background in the
negative version



Desired usage:

Backgrounds,
subtitles



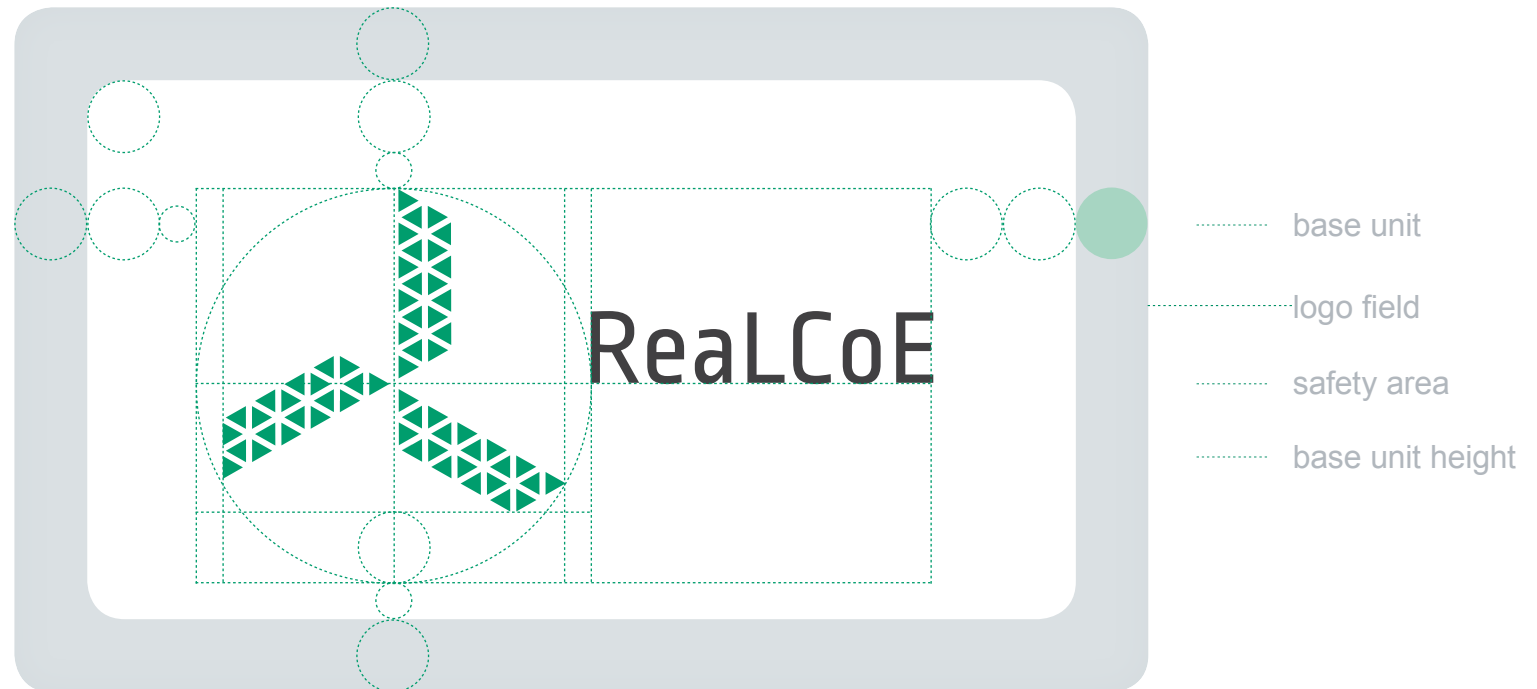
Desired usage:

Background

Logo construction **horizontal version**

In order to create maximum impact, protected zone has been established around the logo. Within this zone no other element is allowed. This measurement is based on the height and with width of the “base unit”.

Font used:
Ropa Sans Regular.



Logo variations **horizontal version**



original, positive version



positive version, black & white



alternative version



original, negative version



alternative version, black & white



negative version, black & white