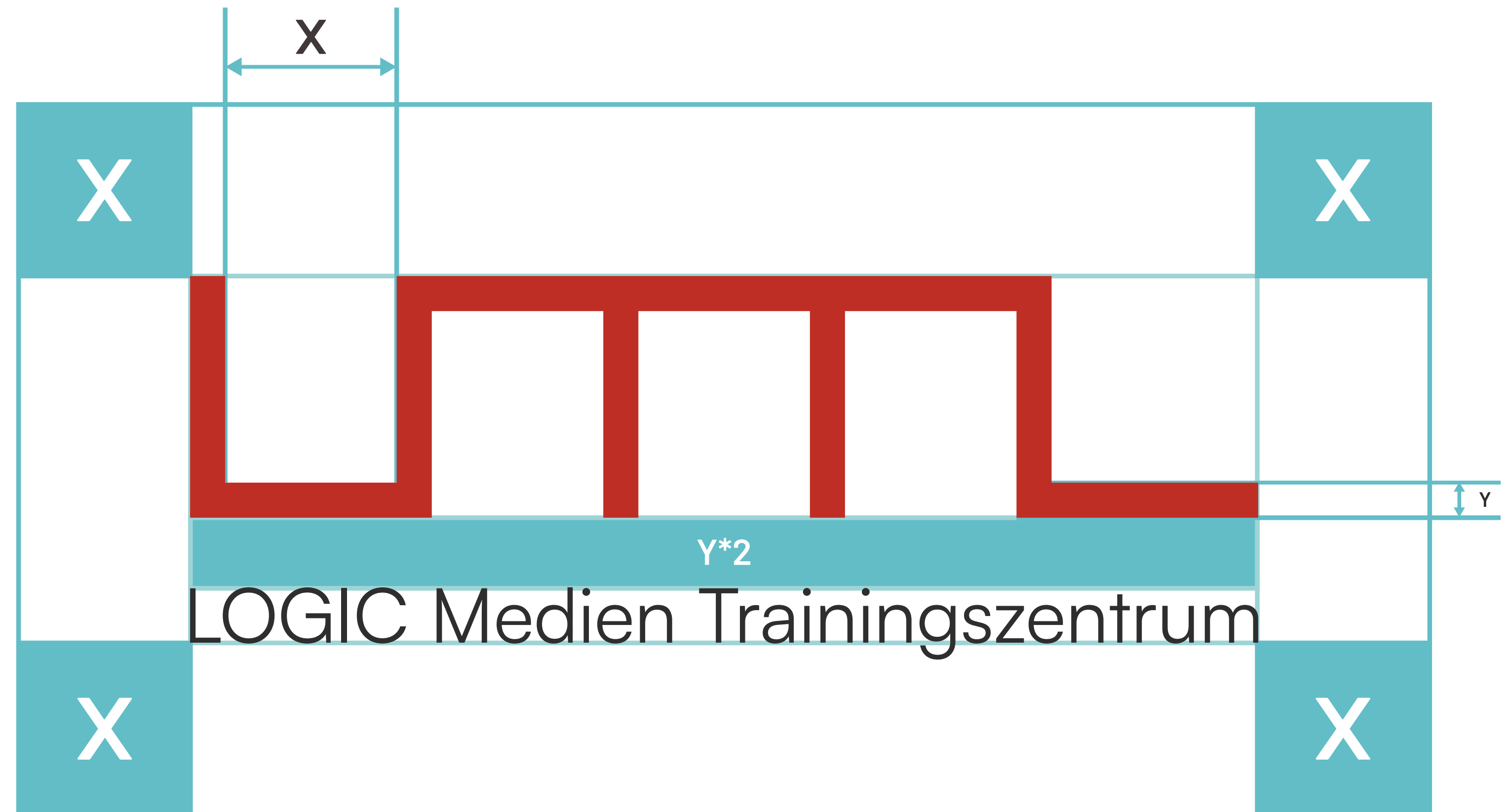# LOGO GUIDELINES

LOGO

The logo consists of the abbreviation LMTZ, which was developed in an abstract way based on the LOGIC strokes, and the claim „LOGIC Medien Trainingszentrum" (LOGIC Media Training Center) to explain the abbreviation. The Satoshi font was used for this.

LOGIC Medien Trainingszentrum

PROTECTION AREA

The protection area around the logo is at least the width of the spaces between the vertical lines. The distance to the claim is twice the thickness of the strokes.

LOGIC Medien Trainingszentrum

COLOR VARIANTS
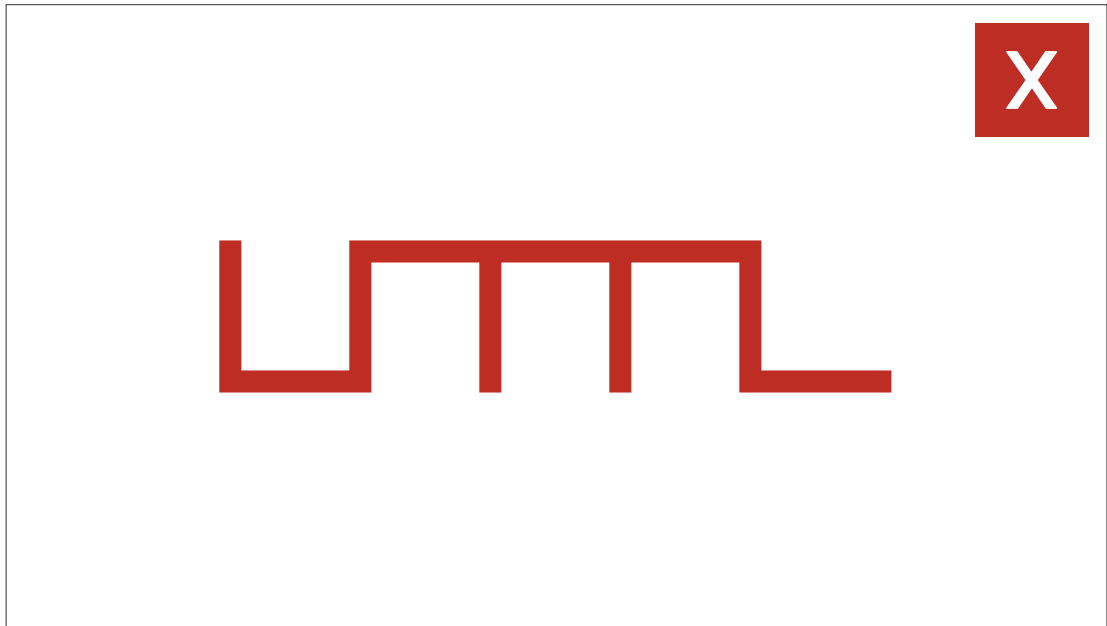

Placement on light background
In general use, the logo is red and gray.

Placement on dark background
If the background is too dark, the white alternative of the logo is used.

INCORRECT LOGO APPLICATIONS

Without Claim

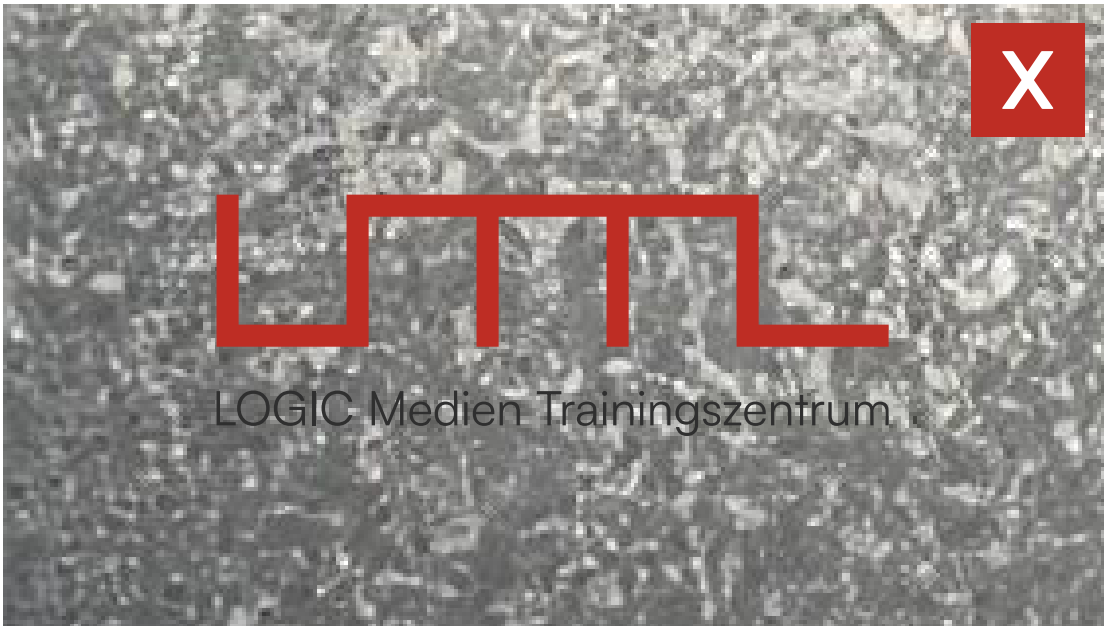Skewed horizontally

Skewed vertically

Place on angle

Different color or tone

Elements in the protection area

Restless background

Low contrast ratio

EXEMPLARY LOGO APPLICATIONS

For light backgrounds

For dark backgrounds