# LOGO GUIDELINES

LOGIC

FAIRNESS & KOMPETENZ

# LOGO

The logo is composed of the company name LOGIC and the claim FAIRNESS & KOMPETENZ.
The LOGIC strokes are the main element of recognition.
A variation of the font **Eurostile** was used for the company name, as well as the font **Barlow** for the claim.

# PROTECTION AREA

The protection area around the logo is at least the height of the claim.

# 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