



Altroo

Logobook

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Logo variants



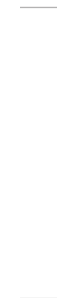
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Horizontal logo



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Vertical logo

Protective field

It determines the allowable free space around the sign, which must not contain other logos, photos, texts and graphics.



The minimal size of the logo

In the case of small-format prints, a logo with a height of at least 10 mm should be used.



Colors

CMYK: 100 100 30 20

RGB: 39 41 89

#272959

CMYK: 0 60 60 0

RGB: 239 125 95

#EF7D5F

CMYK: 60 60 0 0

RGB: 132 105 172

#8469AC

CMYK: 0 30 20 0

RGB: 249 198 189

#F9C6BD

CMYK: 0 30 70 0

RGB: 250 186 88

#FABA58

Typography

In order to standardize all visual identifications, we use DM Sans (for text) and Clash Display (for headers) fonts in our company materials.

Clash Display

Bold

Light

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

DM Sans

Bold

Regular

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volut

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Applying the logo on different backgrounds

There are achromatic and colored versions of the logo on different backgrounds.



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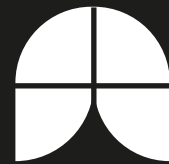
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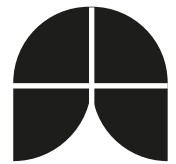
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Unacceptable modifications

Logos may only be used in original form and under no circumstances may it be changed.

Here are some examples of unacceptable of the logo.

