Corporate Guidelines 2015

promove

RIVIERA-LAVAUX

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HOW TO USE THE PROMOVE LOGO

When using the **promove** logo, please adhere to the following guidelines.

THE GRAPHIC ELEMENT

Although the logo is composed of two elements, a graphic element and a text element, please always treat it as a single entity and do not use them seperately.

When reproducing the logo, please use the supplied master artwork.

TYPOGRAPHY

Always use the vectorised logo font.

COLOURS

The logo is to be used against a white background wherever possible.

Never convert the PMS colour to CMYK with a graphic converter or application automatically.

The CMYK value mentioned on the right has been defined as a result of multiple tests.

Pantone 485C

C 0 M 100 Y 100 B 0

R 255 G 0 B 0

Pantone 439C

C 0 M 25 Y 0 B 80

R 67 G 57 B 66

Typeface for Printed Applications

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Proxima Nova Light
Regular or Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Proxima Nova Regular
Regular or Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Proxima Nova Semibold
Regular or Italic*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Proxima Nova Bold
Regular or Italic*

Typeface for Screen Applications

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Calibri Regular
Avoid Italic for screen applications*

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!@#$%^&*()

*Calibri Bold
Avoid Italic for screen applications*

SPACE

Please leave space around the logo at all times.

The minimum space recommended is shown here.

MINIMUM SIZE FOR PRINTING

When reproducing the logo with the tagline, it is recommended that it should not be any smaller than 20mm width. Without tagline it should not be any smaller than 10mm width.

Please note that reproduction without tagline is not recommended - to be used only on really small items.

w : 20 mm

w : 10 mm

MINIMUM SIZE FOR SCREEN (72DPI)

When using the logo on screen, it is recommended that it should not by any smaller than 180 pixel width @ 72 dpi

w : 180 px