



Animative®

Corporate Logo Usage Guidelines

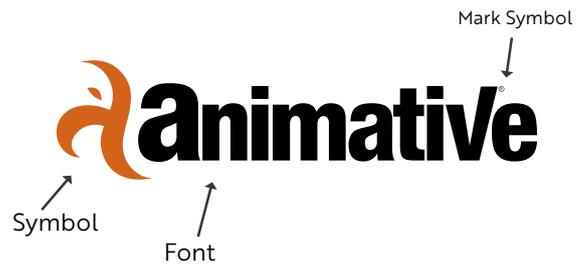
Animative Primary Logo



Logo Guidelines

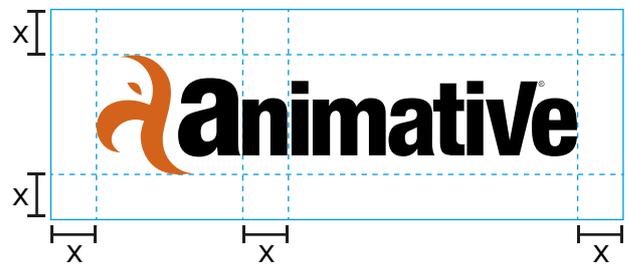
Logo Elements

The Animative logo has three elements. Symbol, wordmark and trademark. These elements must be used together.



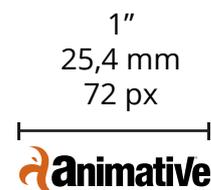
Clear Space

Clear space is based upon the bold letter 'n' in the logo. Both horizontal and vertical space required is the full width of the 'n' on either side.



Minimum Size

The logo must always be displayed at a size large enough to read both the logo type and the registered trademark. The Animative logo must be no smaller than 1" or 25,4 mm wide for print or 72 pixels on screen.



Font

The wordmark and trademark use the font Helvetica 87 Cond Heavy.

Helvetica 87 Cond Heavy
abcdefghijklmnopqrstuvwxy
ABCDEFGHIJKLMNPNOPQRSTUVWXYZ
0123456789

Primary Color Palette

For printed color reproduction please use the following CMYK colors.

For use it on a screen please use the following hexadecimal colors (or their RGB equivalents).



C:13, M:73, Y:100, K:2
R:211, G:99, B:27
#d3631b



C:0, M:0, Y:0, K:100
R:26, G:23, B:27
#231f20



C:0, M:0, Y:0, K:0
R:255, G:255, B:255
#ffffff

Preferred Usage of Logo



full color logo on light background



full color logo on dark background



one color logo on light background



one color logo on dark background

If background colors other than black or white are used, the background must provide adequate contrast for the logo.



full color logo on light background



full color logo on dark background

Wrong Usage of Logo



Don't condense or expand the shape of the logo



Don't tilt or rotate the logo



Don't change the colors of the logo.



Don't change the font of the logo.



Don't put another graphic shape behind the logo



Don't switch the elements of logo



Don't distort the logo



Don't add an outline to the logo