

Logo usage guide

Anatomy

Color (Black)
#000000
R0 G0 B0
C100 M100 Y100 K100

Alt color (White)
#ffffff
R255 G255 B255
C0 M0 Y0 K0

Color (Green)
#41b649
R65 G182 B73
C73 M0 Y100 K0

Alt Color (Grey)
#a5a5a5
R165 G165 B165
C38 M30 Y31 K0

SwedSTORE CO₂

Font: Helvetica bold

Font: Helvetica bold

Colour versions

Color

SwedSTORE CO₂

Black

SwedSTORE CO₂

Reverse color

SwedSTORE CO₂

Reverse black

SwedSTORE CO₂

Spacing

Clearance

The logo should always be used with a minimum clearance of 7,5% of its width on each side, and 17% of its height above and under.

Position

The ideal position of the logo is centered at the top or bottom of the page it is used on, adhering to the spacing detailed above.

SwedSTORE CO₂

Sizing

Minimum

The minimum size the logo can be printed in is approx 25 mm or 70 px width

Maximum

There is no maximum size, provided the spacing details is followed.

For resizing, the eps or pdf files should be used, since jpg files does not scale without degradation.

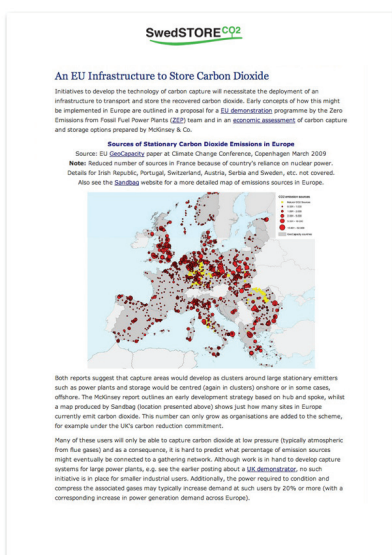
SwedSTORE^{CO2}

SwedSTORE^{CO2}

Background

On white or black backgrounds the normal or reversed color version should be used when possible.

On background clashing with the colors it is preferable to print the logo on a white or black color plate.



File formats

The logo is supplied in a number of different file formats for web and print use. This page details the file names and also use thumbnails for easy reference.

SwedSTORE^{CO2}

Print

swedstoreco2-cmyk.eps
swedstoreco2-cmyk.png
swedstoreco2-all.pdf

Web and Screen

swedstoreco2-rgb-large.png
swedstoreco2-rgb-medium.png
swedstoreco2-rgb-small.png

SwedSTORE^{CO2}

Print

swedstoreco2-black.eps
swedstoreco2-black.png
swedstoreco2-all.pdf

Web and Screen

swedstoreco2-black-large.png
swedstoreco2-black-medium.png
swedstoreco2-black-small.png

SwedSTORE^{CO2}

Print

swedstoreco2-cmyk-r.eps
swedstoreco2-cmyk-r.png
swedstoreco2-all.pdf

Web and Screen

swedstoreco2-rgb-r-large.png
swedstoreco2-rgb-r-medium.png
swedstoreco2-rgb-r-small.png

SwedSTORE^{CO2}

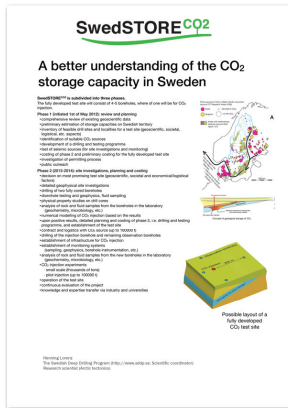
Print

swedstoreco2-black-r.eps
swedstoreco2-black-r.png
swedstoreco2-all.pdf

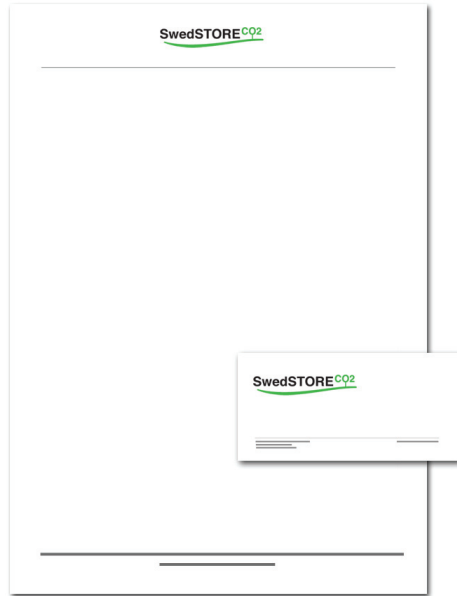
Web and Screen

swedstoreco2-black-r-large.png
swedstoreco2-black-r-medium.png
swedstoreco2-black-r-small.png

What to use?



Desktop printing
 swedstoreco2- cmyk.png
 swedstoreco2- cmyk-r.png
 swedstoreco2- black.jpg
 swedstoreco2- black-r.png



Professional printing: business cards, stationary etc
 swedstoreco2-cmyk.eps
 swedstoreco2-cmyk-r.eps
 swedstoreco2-cmyk-black.eps
 swedstoreco2-cmyk-black-r.eps

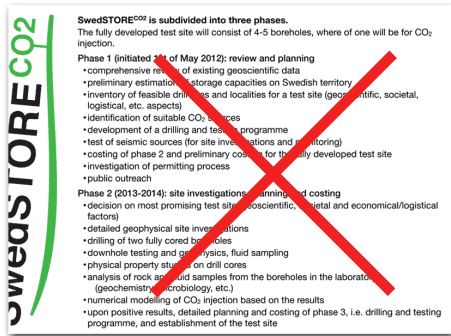


Large scale print: banners, flags or vehicle
 swedstoreco2-cmyk.eps
 swedstoreco2-cmyk-r.eps
 swedstoreco2-cmyk-black.eps
 swedstoreco2-cmyk-black-r.eps



Web and screen
 swedstoreco2-cmyk.png
 swedstoreco2-cmyk-r.png
 swedstoreco2-cmyk-black.png
 swedstoreco2-cmyk-black-r.png

How not to use the logo



Don't tilt och squash the logo

Don't change the colors



Don't overprint och print too close



Don't add elements to the logo

