

Computop Logo Manual





APPLICATION

The Computop logo is preferably used on a dark background to make the most of the logo's radiance.

Structure



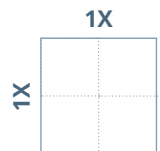
GRID

The logo orientation is based on a square grid. Both the individual letter shape and the overall structure take this into account.



SHELTER

The shelter is used as a minimum distance from any other objects, no other elements or fonts may protrude into it. The minimum distance should be 1x element all around, but may also be larger.



Variants

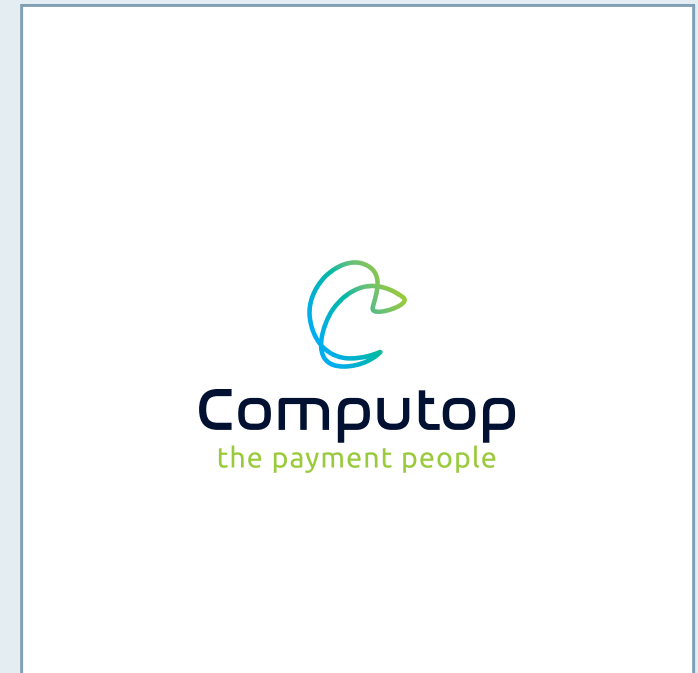
EXPLANATION

Different variants of the logo cover different applications. Each variant has its own special field.

LOGO WITHOUT CLAIM
– ON SMALL, NARROW
SURFACES



LOGO „CLASSIC“ – ON LARGE, ELONGATED SURFACES



LOGO „STAR“ – ON LARGE, SQUARE SURFACES

Color variations

EXPLANATION

The logos have different color variants to cover special applications in printing.

If possible, the variant on gradient is always used. (see right side)

COLOR SPACES

The logos are available in RGB and CMYK. CMYK logos are used for print products (letterheads, business cards, roll-ups). Logos in RGB are color optimized for screen applications (website, Power Points) and have more luminosity.

Which logo is for which application is indicated by the respective addition „_RGB“ or „_CMYK“ in the file name.



Logo Background

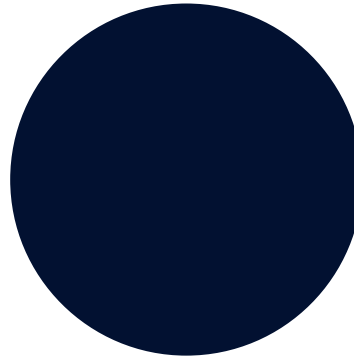
EXPLANATION

If possible, the logo is placed on the blue gradient (night blue to sea blue) or night blue background.

NIGHT BLUE

Print
CMYK 95 · 80 · 35 · 70
PANTONE 532 C
HKS 38 k-90-50

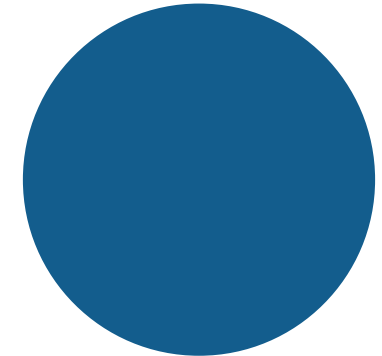
Digital
RGB 20 · 25 · 50
HEX 141932



SEA BLUE

Print
CMYK 95 · 60 · 20 · 10
PANTONE 647 C
HKS 44 k-100-30

Digital
RGB 30 · 85 · 130
HEX 1e5582



NIGHT BLUE



SEA BLUE

Logo in Print

LOGO SIZES

The logo should be at least 34 x 9.6 mm to guarantee readability. The variant without claim has a minimum size of 28.5 x 6.1 mm.

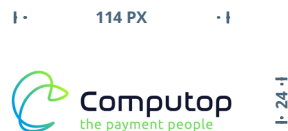


LOGO SIZE DIN A4 52 X 14,6 MM

Logo in Web

LOGO SIZES

The logo should be at least 157 x 44 px to guarantee readability. The variant without claim has a minimum size of 114 x 24 px.



NOTE

To make the claim of the logo easier to read on the web on a white background, a specially adapted tone was used:

HEX 73DC5F **RGB** 115 · 220 · 95



LOGO SIZE WEBSITE 228 X 64 PX

Logo-Disclaimer

When using our logo, please note that it is protected by trademark law. You may use our logo exclusively for press coverage or within the scope of a contractually agreed service or marketing partnership between your company and ours. It is not permitted to use our logos to promote your own products and/or services.

In particular, you may not use our logo to create the impression that your company is acting on behalf of our company, that goods and/or services offered by your company originate from our company or that we are a contractual partner instead of your company. The logos provided here may not appear more concisely or more frequently than your own company logo.

In any case you must comply with the requirements of the enclosed Computop Logo Manual when using our logo, otherwise we reserve the right to prohibit you from using it in any way.

If you are unsure whether you are entitled to use our logos or which variant you must use, please contact marketing@computop.com.

Thank you.