

ALBUMPRÜFR LOGO GUIDE

LOGO



VARIATIONS



CLEAR SPACE



Using the “u” as one unit, the logo must appear at least one unit away from all other branding, copy, or graphics in the layout.

COLOURS



C69 M63 Y62 K58

R51 G51 B51

HEX # 333333



C0 M19 Y100 K0

R255 G204 B0

HEX #ffcc00

FONTS

Museo 500

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

Frutiger

AaBbCcDdEeFfGgHhIiJjKkLlMm
NnOoPpQqRrSsTtUuVvWwXxYyZz

FILE TYPES

FILE TYPE	COLOUR	BEST USED FOR
PNG	RGB	website, photo watermark (transparent background)
EPS	RGB	Promotional material (can be enlarged with out losing quality)
EPS	CMYK	Large scale print, embroidery, screen printing, sign writing (can be enlarged with out losing quality)
PDF	CMYK	Large scale print, embroidery, screen printing, sign writing (can be enlarged with out losing quality)