# 2.4. The Logo – Light background

**Logo**
Gradient

**Logo**
B&W gradient

**Logo**
B&W solid colors

**Logo**
B&W line stroke

**Logo – secondary**
Gradient

**Logo – secondary**
B&W gradient

**Logo – secondary**
B&W solid colors

**Logo – secondary**
B&W line stroke

**Logo**
One color – Pantone

**Logo – secondary**
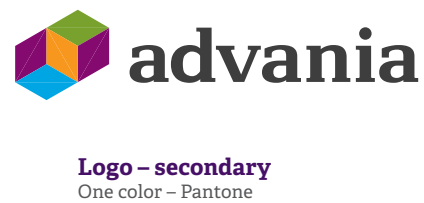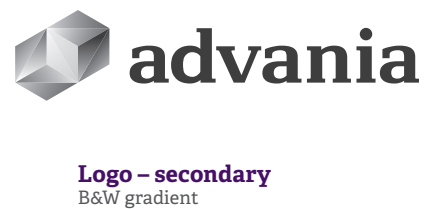One color – Pantone

**Logo – vertical (exception)**
Only for banners and flags

advania

## 2.4. The Logo – Dark background

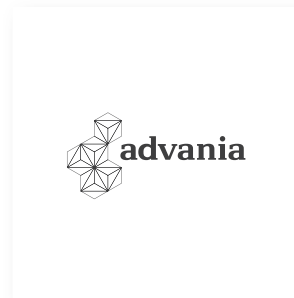# 2.5. Logo Do's
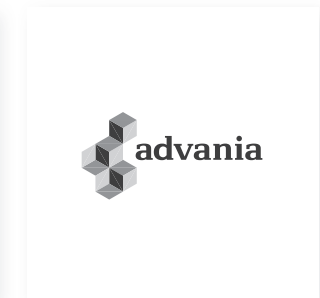


Use whenever possible



Use in b/w printing



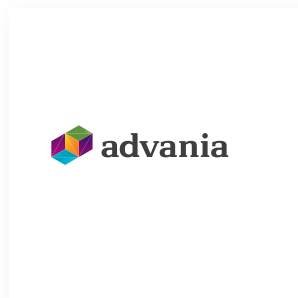Use in one-colour printing, e.g. stamps



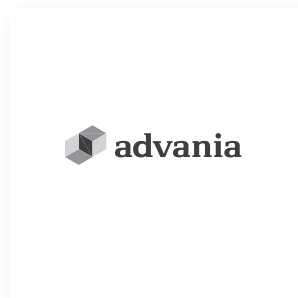Use on black background



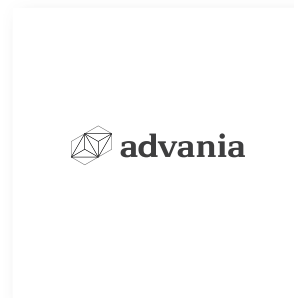Use when gradient is not possible



Use in b/w when gradient is not possible



Use when space is limited



Use in b/w printing when space is limited



Use in one-colour printing, e.g. stamps, when space is limited



Use on black background when space is limited



Use when horizontal space is limited. Mainly for banners and flags.

# 2.5. Logo Don'ts

**Don't** place the logo to close to the edge

**Don't** skew

**Don't** change porportions

**Don't** create a stroke

**Don't** change the colour of the name – or font.

**Don't** rotate

**Don't** use icon without name

**Don't** place the icon on the right side of the name

**Don't** fill

**Don't** use a tag-line

**Don't** use the name without the icon

**Don't** create sub-brands