

SOCIAL MATCH

SOCIAL
MATCH

**VISION
MISSION
VALUES
TAGLINE
VOICE
TARGET
AUDIENCE**

**LOGO
COLORS
TYPEFACES
IMAGERY**

SOCIAL MATCH LOGO

11. LOGO USAGE

USE OF THE LOGO

We want our clients and their brands to shine. Please avoid using our logo too much, i.e. on every slide of a presentation. We only use the logo and our tagline on the title page of our presentations.

POSITIONING THE LOGO

Should it be necessary to use the logo anywhere other than the title page of the presentation, it should be placed in the bottom right corner of a document.

THE EXCLUSIVE ZONE

The logo must be reproduced with a clear area around it, which is free from other graphic elements. This area is known as the exclusive zone.

THE IDEAL SIZE

The logo should always be clearly legible, neither too big nor too small. This is the advised sizing:

A4 Size: 3,1cm breit x 2,6cm hoch

A5 Size: 2,7cm breit x 2,2cm hoch

Postcard Size: not defined yet

Please consult with Creative in case other document formats are used. They can advise on the respective logo size.

THE COLOR

The logo should always be used in black letters. It should only be used in white when black is not practical/easily legible, i.e. on darker backgrounds.

