

# Logo rules

The Conscia logo

The Conscia logo comes with a built-in tagline, tucked in below the wordmark.

This version is our primary logo.



The Conscia logo: Colour

The Conscia logo w. tagline  
can ever only appear in:

Black: #0E080F  
White: #FFFFFF

No other colour is allowed.



The Conscia logo: Clearspace

For graphic work (posters, roll-ups, etc.) and printed material, ideally there must always be a spacing of the height of the logo (1x) around it, as illustrated. However, when it is not possible, there should be at least a spacing of the height of the C (1y) around the logo.

Ideal clearspace



Minimum clearspace



The Conscia logo: Alignment

The logo must be fixed to the left on all material.

- Upper left
- Center left
- Bottom left

Since the logo is visually "heaviest" on the left side we place the logo in the left side of the layout as a rule.

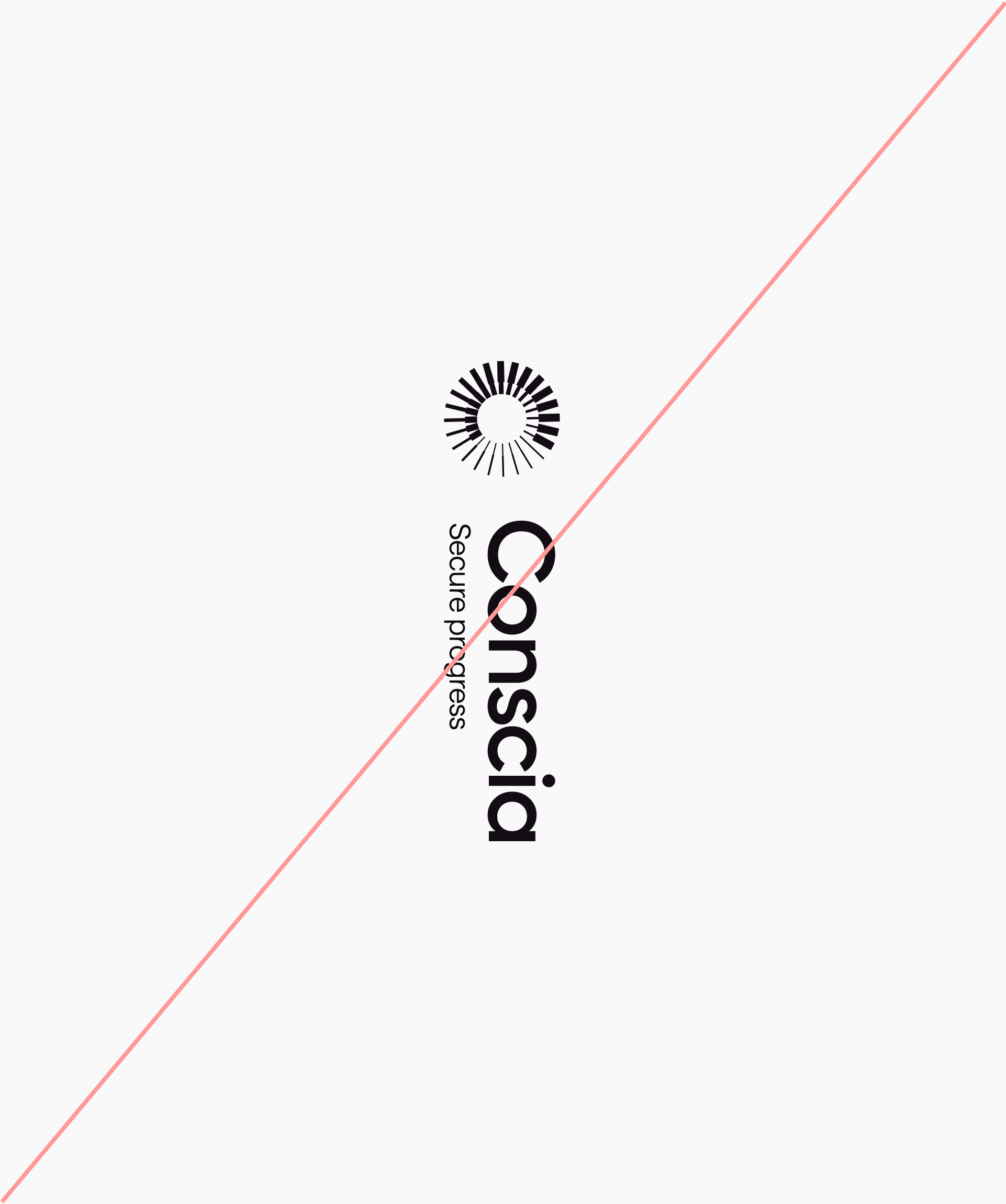
In certain, specific situations where you need the logo to balance the layout, it is allowed to place the logo on the right hand side. But never centered.



The Conscia logo: Vertical use

In cases where you need to use the logo in a vertical direction, please make sure to always have the symbol at the bottom.

This orientation is primarily relevant for beach flags and other outdoor placements.



The Conscia logo: Wrong usage

We kindly ask that you adhere to our logo guidelines to ensure consistency.

Do not do the following with the logo:

- 1. Do not use the logo without the symbol.
- 2. Do not change the distance between the symbol and the logotype.
- 3. Do not change the size and proportions of either the symbol and logotype independently of each other.
- 4. Do not stack the logo.
- 5. Do not add any effects to the logo.
- 6. Do not change the colour of the logo

Never alter the logo in any way. Please refer to using the approved versions that you will find in our logo package.

1.



2.



3.



4.



5.



6.

