

LUXPROVIDE LOGO GUIDELINES



LOGO

EXAMPLES OF THINGS NOT TO DO



CHANGING EMBLEM COLOR



USE COLOR VERSION ON DARK BACKGROUND



PUT LOGO NAME OR TAGLINE IN OTHER COLORS



CHANGING THE LAYOUT OF LOGO ELEMENTS



REVERSE TYPOGRAPHY THICKNESS

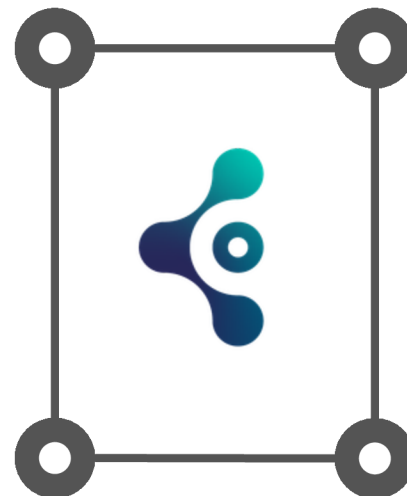


LOGO IN UNITED COLORS

This is a non-exhaustive list. In summary, always use the two main logos (light background or dark background) or the black and white versions.

LOGO

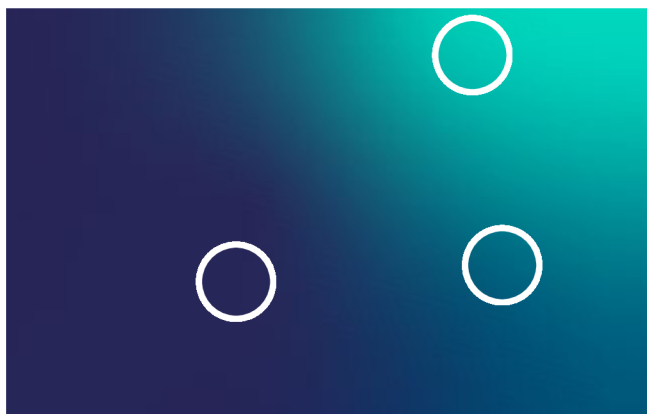
MARGINS OF RESPIRATION



Breathing margins allow other graphic or textual elements not to encroach on the space of the logo on the various communication media.

COLORS

PRINCIPALES



THE MAIN GRADUATE BUILT FROM THE 3 MAIN COLORS



DEEP BLUE

R 39 V 39 B 90
C 100 M 94 J 31 N 25
27275a



LIGHT BLUE

R 0 V 99 B 127
C 89 M 46 J 33 N 18
00637f



TURQUOISE

R 0 V 191 B 174
C 71 M 0 J 41 N 0
00bfae



PEP'S TOUCH

SUPPORT DIGITAL
R 255 V 92 B 255
ff5cff



PEP'S TOUCH

SUPPORT PRINT
C 18 M 100 J 0 N 0
ca007f

The main gradient is to be preferred, but you can also play with the fade of a only main color in another for certain media (e.g. website).

COLORS

SECONDARY

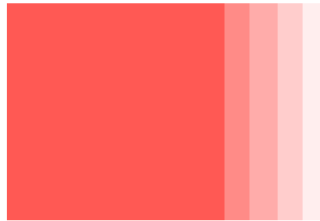


SMILE YELLOW

R 255 V 195 B 0

C 0 M 26 J 93 N 0

ffc300

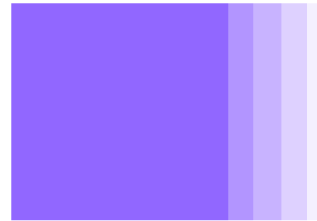


CORAIL

R 255 V 89 B 184

C 0 M 76 J 59 N 0

ff5954



MAGIC PURPLE

R 145 V 103 B 255

C 65 M 64 J 0 N 0

9167ff



The secondary colors are used to embellish, in very light touches and only when it is really necessary, the main colored atmosphere.

On illustrations for example or on graphs/diagrams with data.