Oblivia

LOGO GUIDE

1. LOGOTYPE

Oblivia logotype is a horizontal logotype, used in black (1) and white (2).

Always use the original files. You'll recognize the files from the names. The files include only the logotype, no background.

Files for print
Oblivia_logo_black_CMYK.pdf
Oblivia_logo_white_CMYK.pdf

Files for web
Oblivia_logo_black_RGB.png
Oblivia_logo_white_RGB.png

1. Oblivia logotype, black

Oblivia

2. Oblivia logotype, white

Oblivia

1.1 LOGOTYPE STRUCTURE

To ensure the visibility of the logotype, always leave free space around it as shown in the picture (3). Recommended size is 1 x logotypes letter O in every direction.

Never place any pictures or other graphic elements within this space. Preferably, there should not be any elements close to the logotype that compete with it for visibility. The minimum distances between the logotype and surrounding elements are shown in the picture (4).

The downloadable logofiles include automatically the minimum free space around the logotype.

Applies to all versions.

3. Logotype and free space around it

4. Other elements around the logotype

1.2 USING THE LOGOTYPE

To ensure required visibility for the Oblivia logotype, sufficient contrast must exist between the logotype and its background.

Logotype and the free space around it should fit completely to the background.

Applies to all versions.

Correct

Wrong