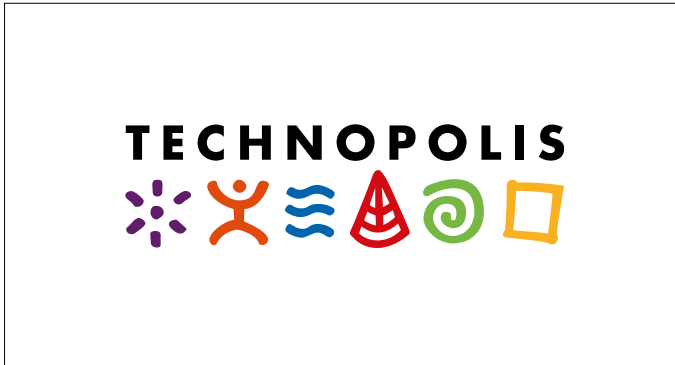




Logo usage

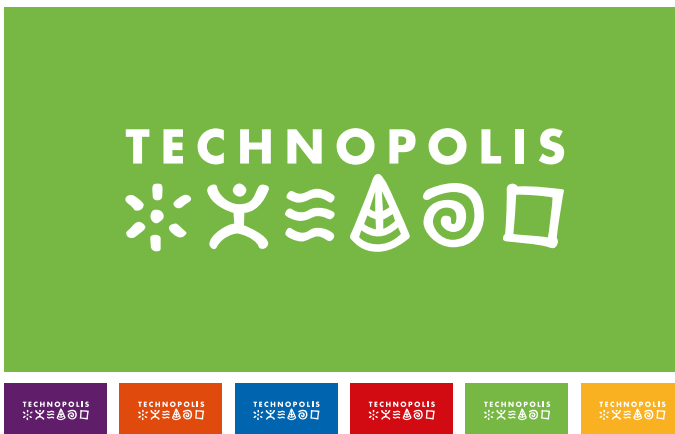


## Technopolis logo → how to use the logo?



### Technopolis logo\_kleur

- Always use this logo on a white background
- Respect surrounding white space (see next page)



### Technopolis logo\_wit

- Use this logo on one of the 6 icon colours from the logo (see page 5 regarding colour usage)
- Can also be used on dark backgrounds (photo or video)
- Respect surrounding white space (see next page)

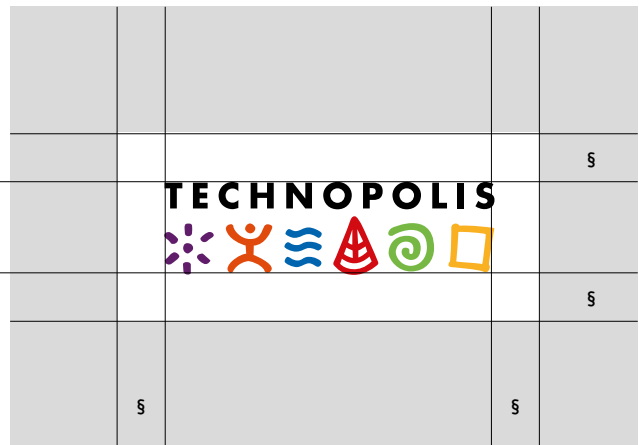
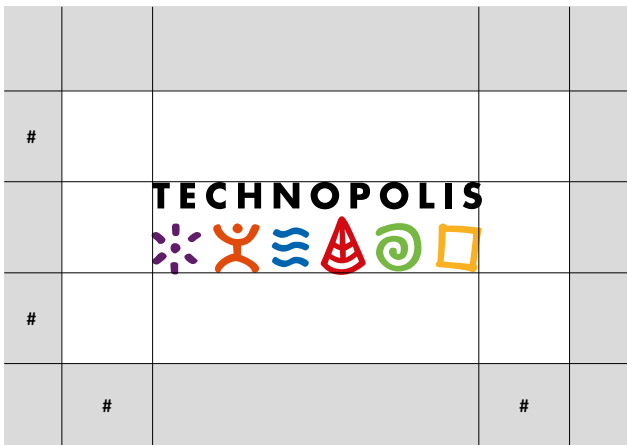
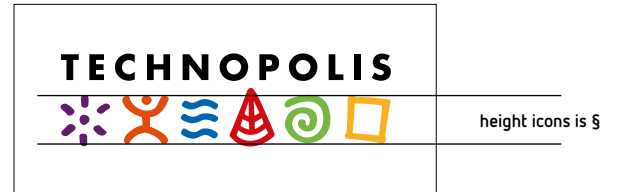
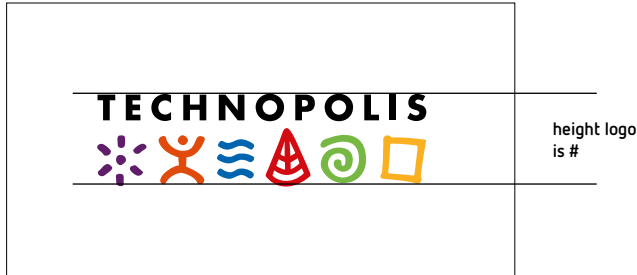


# Technopolis logo → surrounding white space

IDEAL



ABSOLUTE MINIMUM



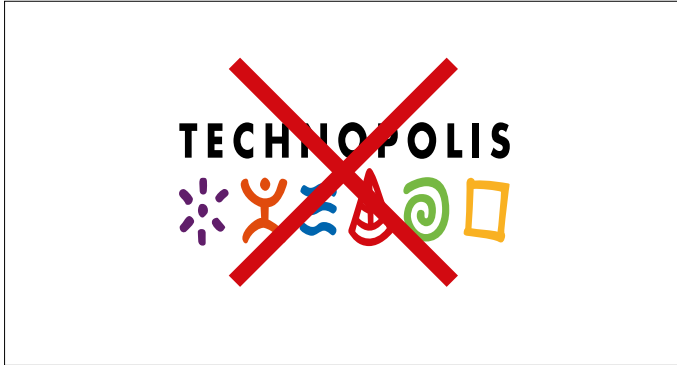
The surrounding white space should always be at least the height of the logo.  
This white space is included in the logo.

### Usage tip

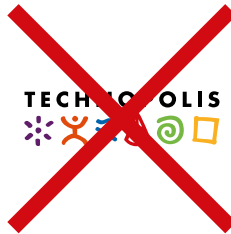
- Insert in InDesign -> indicate 'show import options'
- > with the options 'crop to', choose CROP
- > that way, you get the white that you should respect as a white space around it



## Technopolis logo → general guidelines



- the logo cannot be manipulated, widened or narrowed.
- the name and symbols are 1 unit and cannot be used separately.
- the symbols have a fixed order.
- the colours are fixed colours (see next page).



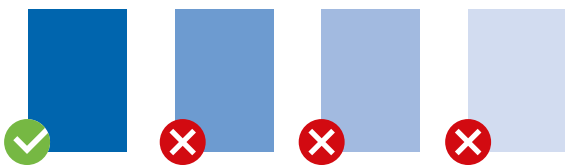
- the logo should be at least 4 cm wide.



- if possible, the logo must have the same height when combined with other logos.



primary						secondary	text	
#542167	#c24b18	#0e65aa	#b30c14	#8bb74d	#e7b035	#e6e7e8	#ffffff	#000000
R 84 G 33 B 103	R 194 G 75 B 24	R 14 G 101 B 170	R 179 G 12 B 20	R 139 G 183 B 77	R 231 G 176 B 53	R 234 G 234 B 234	R 0 G 0 B 0	R 255 G 255 B 255
C 70 M 100 Y 10 K 20	C 0 M 80 Y 100 K 5	C 100 M 50 Y 0 K 5	C 0 M 100 Y 100 K 10	C 60 M 0 Y 90 K 0	C 0 M 35 Y 90 K 0	C 6 M 5 Y 5 K 4	C 0 M 0 Y 0 K 100	C 0 M 0 Y 0 K 0



Primary	Secondary	Text
<p>The colours from the logo can all be used next to each other, but only fully opaque and not in different shades of that colour.</p> <p>These colours can also be used for titles on a white background.</p>	<p>The grey can be used as a supporting colour. This means that it should always accompany one of the main colours in order to give colour to the whole.</p>	<p>Running text will always be black on a white background and white on a coloured background (exception: on a yellow background, the body of the text is black).</p>