

Standard combinations of positive/negative logos with slogans and pay-off.

All variations are available if you contact us by e-mail: jef@autosock.com

Priority should be placed on having an orange or negative logo on an orange background. If a black / white logo has to be used for various reasons, or if the logo is to be reproduced on a picture – please see the paragraph on the next page under General guidelines.



Priority should be placed on the logo with the web address and slogan.



The logo with just the slogan is to be used in adverts, brochures and on posters, etc. where it is better to put the web address elsewhere.



The logo without the web address or slogan should only be used when the logo is to be reproduced in extremely small print, or on materials where the text is impossible to reproduce in a satisfactory manner.



Same as for the positive logo.



Same as for the positive logo.



Same as for the positive logo.

General guidelines: The logo is our signature and correct use of the logo serves to increase the degree of recognition and creates a professional impression of us as a company.

Size:



The choice of the size of the logo must always be assessed against the legibility of the web address and slogan. Apart from this there are no limits as to how small or large it can be. NB! If the logo has to be reproduced in a very small format, please use the logo without the web address/slogan.

Some examples of wrong use of the logo



The logo should not be reproduced in other colour combinations than those stipulated.

The logo should not be reproduced diagonally or vertically.

The logo and symbol should not be split and placed together in other ways.

Please allow plenty of space around the logo!



The logo is best seen and read when it does not have too many disturbing features like colours, pictures or text around it.

The logo in black and logo displayed on pictures or backgrounds



A black logo should only be used when it is not possible to use the coloured or negative logo. When the logo has to be placed on a picture or other busy background, it is important to place the logo so that the contrast is optimal and the logo is placed on a calm part of the picture.

Colours and use of colours: Colours are one of the strongest tools which we use for recognition. It is therefore important that we are conscious of the relationship between the strengths of our colours so that we produce a relatively similar expression in all our material.

PMS: Orange 021
CMYK: 51% Magenta
87% Yellow

This is a primary colour and should dominate all the material which we produce.

PMS: Cool Grey 2
CMYK: 11% Black

The grey shade supports the orange. There are no strict guidelines on usage, but please be aware that you should allow the orange to dominate the overall impression.

PMS: 1795 cvc
CMYK: 90% Magenta
100% Yellow

Red is a secondary colour and should only be used in special cases where it is necessary to emphasise something.

Example 1

www.autosock.com

AutoSock[®]

...brings you home!

The grey shade supports the orange. There are no strict guidelines on usage, but please be aware that you should allow the orange to dominate the overall impression. The grey shade supports the orange.

Approved by TÜV

Example 2

AutoSock[®]

...brings you home!

Easy to mount and dismount, washable, small and light. www.autosock.com