

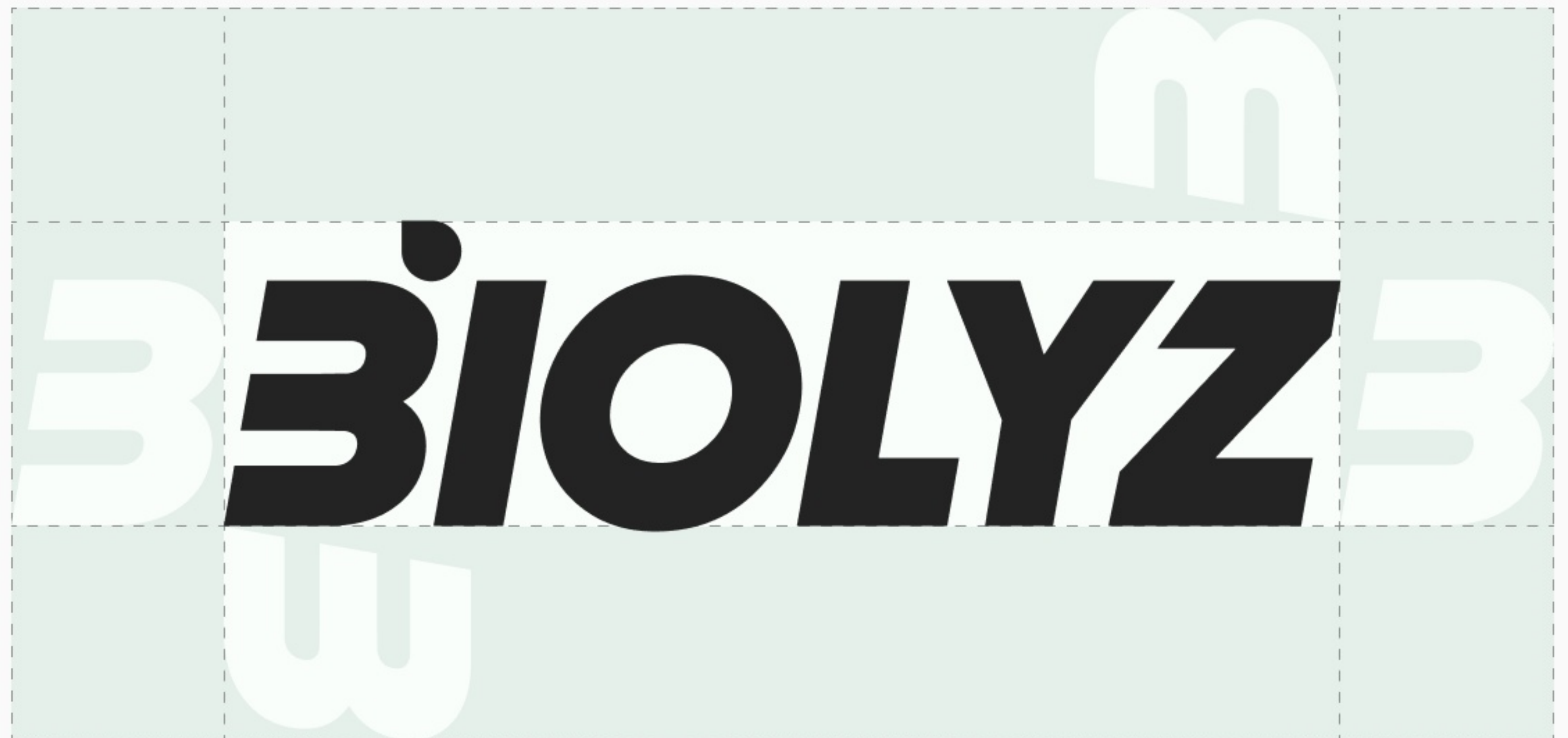
Logotype

Safe space

To ensure readability and consistency, the minimum clear space around the logo is necessary.

The white space equals the width of the B letter from the logo.

It is especially important to remember about the clear space when placing the logotype close to the edge of an image, a document or next to other logos (e.g. partners or other sponsors).



Logotype

Incorrect use

Our logo is the visual representation of our brand and its values. Maintaining its integrity is crucial to build our visual identity and brand recognition. The examples show an incorrect use of logo – such modifications have to be avoided.



DO NOT SKEW OR STRETCH



DO NOT TILT



DON'T USE COLORS OUTSIDE OF BRAND PALETTE



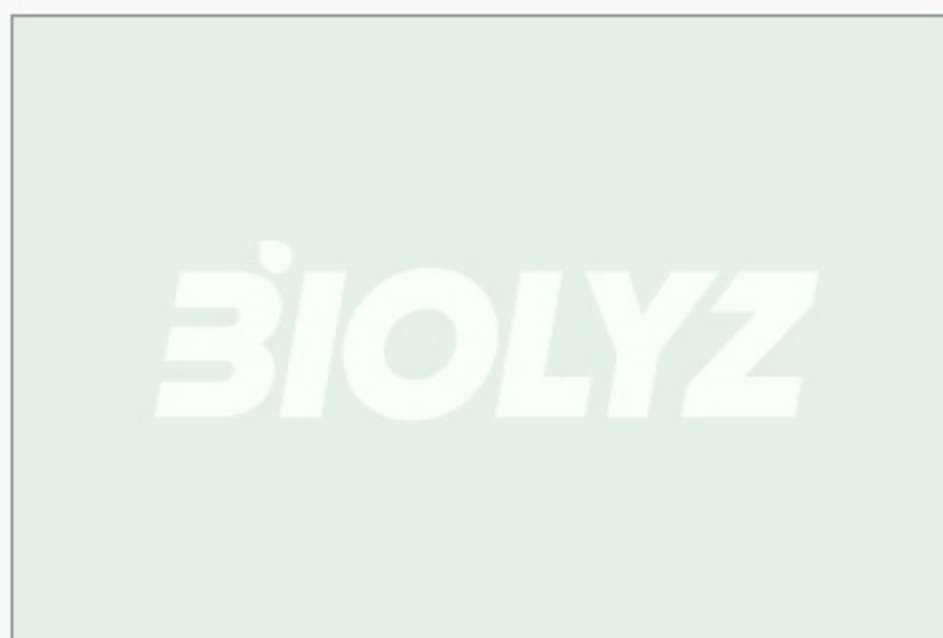
✗ DO NOT ADD STROKES



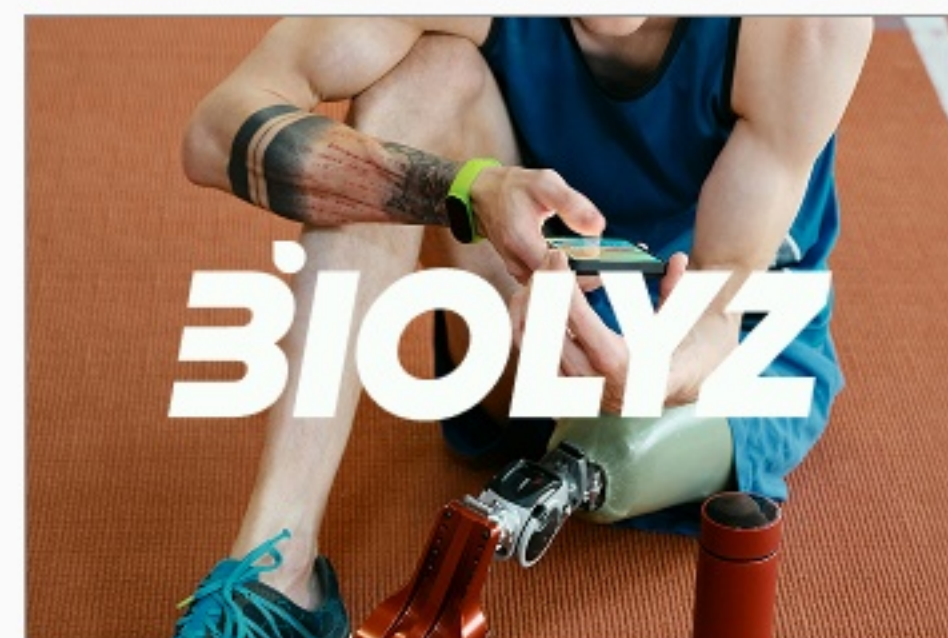
✗ DO NOT REMOVE THE DROP



✗ DO NOT APPLY SHADOWS OR OTHER EFFECTS



✗ DO NOT USE IN INCORRECT CONTRAST



✗ DO NOT USE ON TOO BUSY BACKGROUNDS



✗ DO NOT COMBINE WITH OTHER GRAPHICS

Logotype

Incorrect contrast



× 1.75 : 1



× 2.71 : 1



× 1.16 : 1

INCORRECT CONTRAST!

Please ensure the logo has the right contrast to remain visible and readable for everyone (more guidance on colours contrast in Colour palette section, under Accessibility).



× 1.15 : 1



× 1.04 : 1



× 1.11 : 1

Logotype

Correct contrast



✓ 7.9 : 1



✓ 9.11 : 1



✓ 13.43 : 1

CORRECT CONTRAST

Please ensure the logo has the right contrast to remain visible and readable for everyone (more guidance on colours contrast in Colour palette section, under Accessibility).



✓ 9.11 : 1



✓ 13.29 : 1



✓ 13.91 : 1