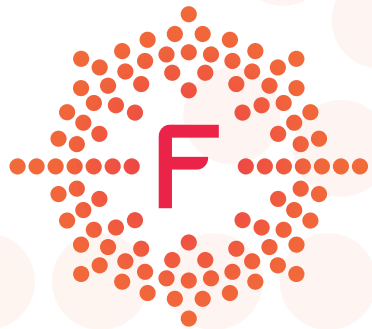




detailed logo usage guidelines

THE LOGOTYPE

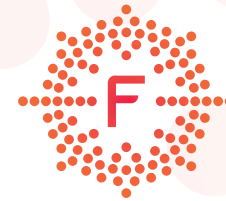


Fermium
LABS

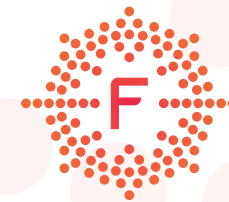
horizontal version

Meaning

The logo represents the atomic configuration of the element Fermium. Each dot represents one of 100 electrons. The name of the element Fermium is in honour of the Italian scientist Enrico Fermi.



symbol (atom)



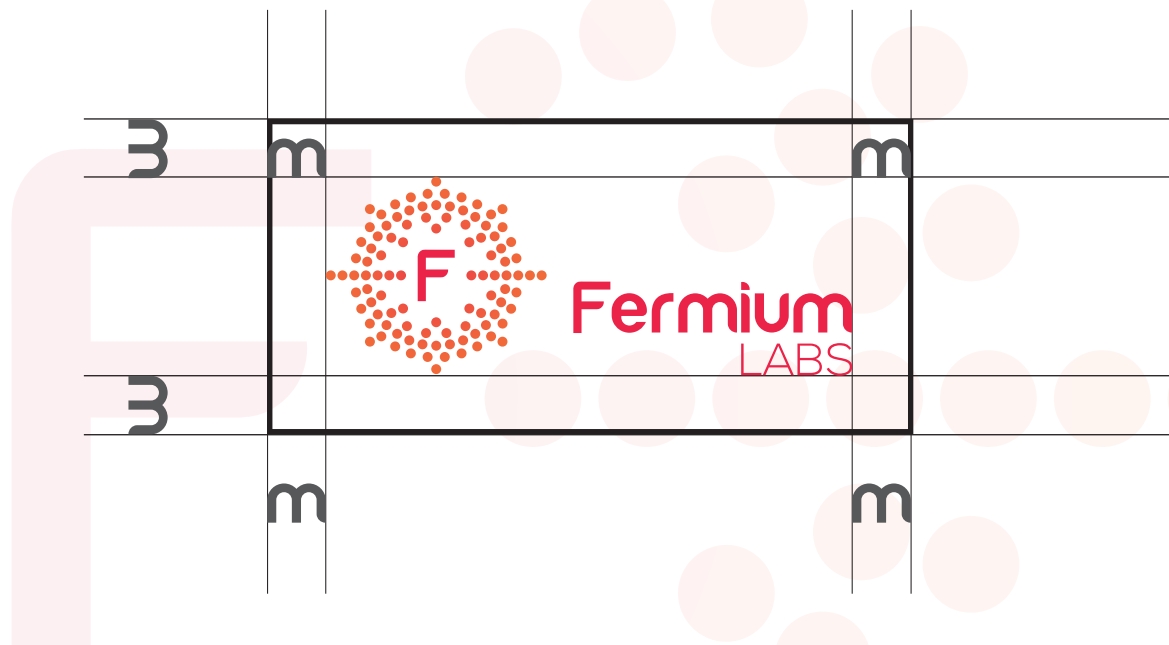
Fermium
LABS

vertical version

ON WHITE BACKGROUNDS

Minimum respect area

When applying the logo on a white background a respect distance, at least equal to the external width of the letter "m" in Fermium, must be maintained at



Minimum size

The logo must not be used with a width inferior to 30mm, otherwise it would become unreadable.



RANGE OF COLOURS

The colours in printing and video

The logo is made up of two colours. To have a perfect chromatic correspondence, you have to follow the following CYMK and Pantone (for printing), RGB (for video and web).



CMYK 00 73 84 00
PANTONE 1645 C
RGB 241 106 59
f16a3b

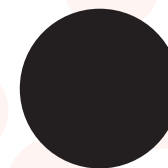


CMYK 01 97 68 00
PANTONE 1787 C
RGB 235 39 74
eb274a

GREYSCALE

Percentages

To print the logo in grayscale (B&W), you should follow the indicated percentages to obtain similar appearances to the coloured logo.



K 100%



K 60%

MONOCROMATIC USE

In case only one or two colours can be printed at the same time, the logo must be printed in Pantone 1787 C or black.



NEGATIVE MONOCROMATIC USE

The use in negative is allowed only if the print specifications allow for one single colour. The logo in this case must be printed either white or black.



LETTERING

Font

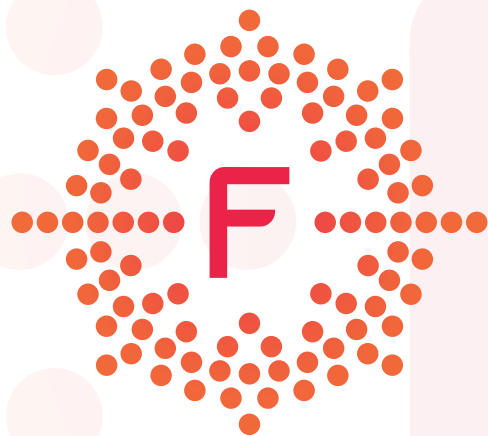
Suggested font for every use related to the brand identity.

Roboto light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&()

Roboto regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!@£\$%&()



Fermium
LABS