



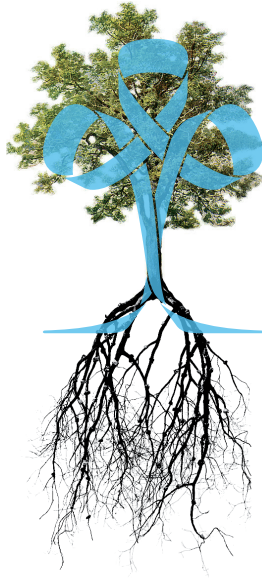
## CORINTH LOGO GUIDELINES

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## CORINTH LOGO GUIDELINES

## FUNDAMENTAL LOGO IDEA



THE MAIN LOGO MOTIF IS EXPRESSED AS A TREE, SHAPED AND GRAPHICALLY STYLIZED AS A RIBBON. THE TREE SYMBOLIZES THE SOLID FOUNDATION OF CORINTH.



# CORINTH LOGO GUIDELINES

## LOGO GEOMETRY



THE LOGO IS MADE UP OF A TEXT COMPONENT AND A GRAPHIC. THE GRAPHIC CAN BE SEPARATED FROM THE TEXT FOR CERTAIN PURPOSES AND CAN BE USED INDEPENDENTLY, BUT THE TEXT COMPONENT SHOULD NOT.

THE MOTIF OF TREE IS FORMED BY AN EQUILATERAL TRIANGULAR. SIDE LENGTH MATCHES THE WIDTH OF THE TEXT. THE GRAPHIC ISN'T CENTERED GEOMETRICALLY, BUT OPTICALLY. THE GEOMETRIC CENTER OF THE GRAPHIC IS EXACTLY ALIGNED WITH THE LETTER "I" IN THE COMPANY NAME TO ACHIEVE GENERAL OPTICAL INTEGRITY.



## CORINTH LOGO GUIDELINES

## LOGO COLOR VARIATIONS



THE MAIN COLORS USED ARE

[PANTONE 2915 C](#)

AND PANTONE COOL GRAY 9 C.

FOR SHADING,

[PANTONE 3145 C](#) IS USED.

BOTH THE SHADED

VERSION AND THE TWO-COLOR

VERSION CAN BE USED. WE

RECOMMEND THE SHADED

VERSION WHEN THE LOGO WIDTH

IS BIGGER THAN **5 MM** (PRINTED)

OR **55 PX** (WEB).



## CORINTH LOGO GUIDELINES

## PROHIBITED USE OF LOGO



IT IS FORBIDDEN TO CHANGE  
THE APPEARANCE AND TEXTURE OF  
THE LOGO IN ANY WAY OTHER  
THAN AS SPECIFIED IN CORINTH  
LOGO GUIDELINES.





## CORINTH LOGO GUIDELINES

## GRAYSCALE LOGO VARIANTS / NEGATIVES



1ST: MOTIF: 100%, FONT 100%

2ND: MOTIF: 50%, FONT 50%

3RD: MOTIF: 100%, FONT 50%

4TH: MOTIF: 30%, FONT 30%

5TH: MOTIF: 0%, FONT 0%

6TH: MOTIF: 30%, FONT 30%

7TH: MOTIF: 100%, FONT 100%

8TH: MOTIF: 0%, FONT 0%



# CORINTH LOGO GUIDELINES

## LOGO VARIANTS ON VARIOUS BACKGROUNDS



1ST: COLORED, SHADED VARIANT.

2ND: COLORED, UNSHADED VARIANT.

3RD: COLORED, SHADED VARIANT ON GRAY  
BACKGROUND.

4TH: LOGO IS NOT ALLOWED TO BE PLACED ON  
PHOTOS. CORINTH LOGO MUST BE PLACED ON A  
WHITE BACKGROUND WITH AT LEAST  
90% COVERAGE.

5TH: COLORED, UNSHADED VARIANT ON BLACK  
BACKGROUND.

6TH: CORINTH LOGO ON DARK BACKGROUNDS.

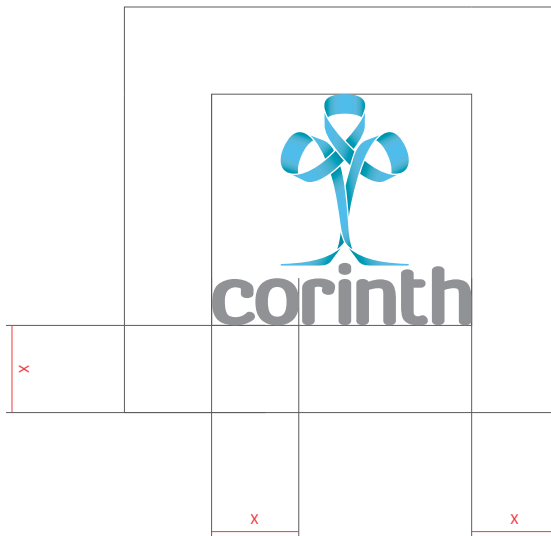
7TH: CORINTH LOGO ON PANTONE 1915 C

8TH: CORINTH LOGO ON LIGHT BACKGROUNDS.



## CORINTH LOGO GUIDELINES

### LOGO PROTECTION ZONE



THE LOGO PROTECTION ZONE SETS THE AREA INTO WHICH SURROUNDING ELEMENTS MUST NOT REACH. THE ZONE IS DETERMINED BY THE DISTANCE "X" EQUAL TO THE WIDTH OF THE LETTERS "CO" IN THE COMPANY NAME.





# CORINTH LOGO GUIDELINES

## MINIMUM LOGO SIZE



1ST: THE MINIMUM SIZE FOR COLORED VARIANTS (SHADED AND UNSHADED) IS 15 MM / 40 PX (WIDTH OF LOGO).

2ND: THE MINIMUM SIZE FOR GRAYSCALE LOGO VARIANTS IS 10 MM / 30 PX (WIDTH OF LOGO).

RECOMMENDED MINIMUM SIZE IS **20 MM / 55 PX** FOR COLORED VARIANTS AND **15 MM / 40 PX** FOR GRAYSCALE VARIANTS.