



ONDEWO LOGO & IDENTITY GUIDELINE

Primary Logo



Minimum Logo Height



Vertical Logo



The vertical Logo is the secondary Logo. This version should only be used if the primary Logo can not be placed prominent enough. For example on narrow "products" such as "Rollups/Quickscreens".

Minimum Logo Height



Logo Clearspace



Green indicates the necessary Clear Space. This area must be kept free of other elements.

The minimum required Clear Space is defined by the measurement "X"

The value X equals half the height of the "O" in the Logo.

Colour Palette



Blue:
Pink:
Black:

CMYK 100/75/15/0
CMYK 25/100/35/0
CMYK 0/0/0/100

RGB 1/76/137
RGB 191/32/107
RGB 0/0/0

Hex #014c89
Hex #bf206b
Hex #000000

Pantone:
Pantone:
Pantone:

Typography

Futura LT Pro

Aa
ABCDEFGHIJKLMNOPQRSTUVWXYZÄÖÜ
abcdefghijklmnopqrstuvwxyzöäüß
1234567890 @€

Futura is a geometric sans-serif typeface designed by Paul Renner and released in 1927. It was designed as a contribution on the New Frankfurt-project. It is based on geometric shapes, especially the circle, similar in spirit to the Bauhaus design style of the period.

One colour Logo

