LOGO USAGE GUIDELINES
(Doc. rev: 120104)

Please consult this information for proper usage of the GEO-LEO logo.

LOGO BACKGROUND

The logo was created by Henrik Cederblad, Cederblad Design (http://www.cederbladdesign.com/). It was requested as a cleaner, refined version of the former GEO-LEO logo.

SIGNATURE COLOR

(Most prominent in the GEO-LEO text.)

Hex: #485466

RGB: R   72
            G   84
            B   102

CMYK: C   75%
            M   62%
            Y   43%
            K   24%

FONT

Lucida Sans (weight: *Demibold Roman*).

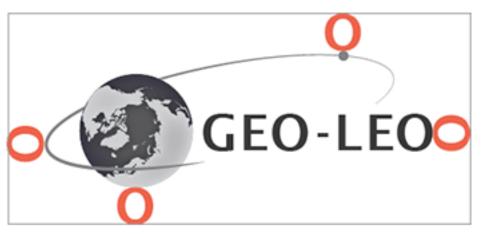The text must use the signature color defined above.

LOGO SAFE ZONE

Fig.1-1. Safe zone.

There must be an appropriate margin around the logo's elements – a.k.a. the *safe zone*.

The minimum distance from the logo's elements (logomark & text) to any external graph-ics should be the equivalent to the height of the capital "O" in "GEO-LEO", as marked in red on Fig.1-1. Note that the exported logo already inherits this safe zone.