

# Brand Guidelines

# Our Logo

[www.cryospace.eu](http://www.cryospace.eu)

CRYO<sub>SPACE</sub><sup>®</sup>

## PRIMARY USAGE

The primary color option for our logo is Cryospace silver (Black 60%).

It is intended to be used on lighter backgrounds and images in order to maintain legibility.



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## PRIMARY USAGE

Another acceptable color option  
is to reverse the logo out to  
White on darker backgrounds  
and images.

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## CLEAR SPACE

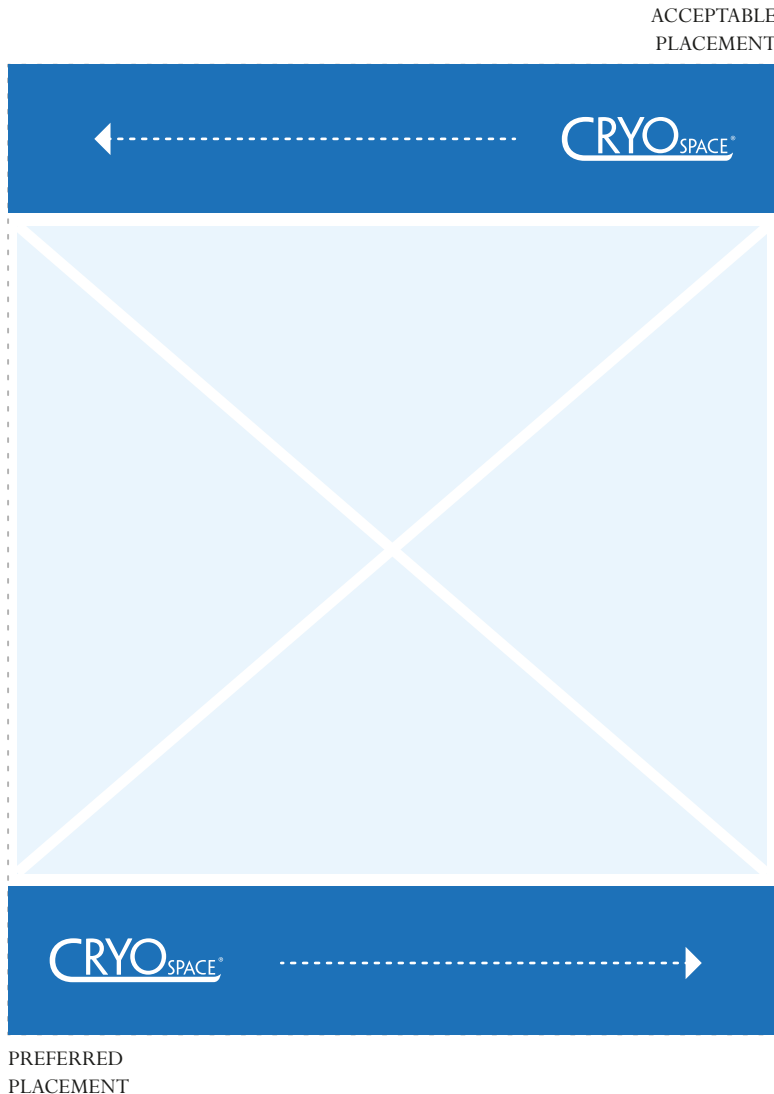
To ensure that clear space is maintained around the logo for legibility and prominence, photos, text and graphic elements must follow the guidelines illustrated here.

Use the letter “R” as a measuring tool to help maintain clearance.



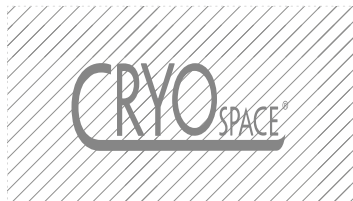
## PLACEMENT

The preferred placement for the logo is in the lower segment of communications. Anywhere in the outlined areas shown here is acceptable, although corners are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces. If the bottom zone is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the top within the piece. Again, corners are preferred, but the logo can be centered for more formal communications.



## IMPROPER USAGE

Here are a few examples of practices to avoid.



DON'T STRETCH, CONDENSE OR CHANGE THE DIMENSIONS OF THE IDENTITY.



DON'T ALTER THE PLACEMENT OR SCALE OF THE ELEMENTS.



DON'T CROP THE WORDMARK.



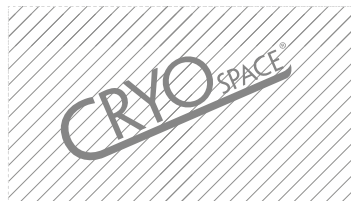
DON'T ADD COLORS TO INDIVIDUAL ELEMENTS.



DON'T ALTER OR REPLACE THE TYPEFACES OF THE IDENTITY.



DON'T SKEW OR BEND THE IDENTITY IN ANY WAY.



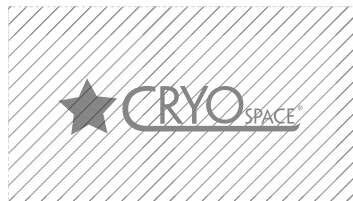
DON'T ROTATE THE IDENTITY.



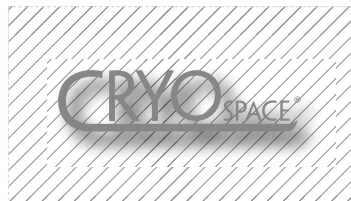
DON'T USE COLORS OTHER THAN THOSE SPECIFIED IN THIS DOCUMENT.



DON'T REARRANGE THE PLACEMENT OF THE TYPE WITHIN THE IDENTITY.



DON'T ADD ANY EXTRA ELEMENTS TO THE IDENTITY.



DON'T USE DROP SHADOWS, STROKES OR OTHER VISUAL EFFECTS.



Thank  
you