



LOGO MANUAL



LOGO MANUAL
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1

The InterACT logo

This guide is designed to help us use correctly **INTERACT** logo. It will also be useful aid when instructing typographers, and others employed to produce branded items.

In order to maintain the integrity of our identity and what it represents it is important to apply all the elements of the toolkit properly and consistently across all our communications materials.

1

INTERACT LOGO LOGO ELEMENTS

LOGOTYPE



The **INTERACT** logo is composed by the symbol design and the logotype in a landscape configuration

LOGOTYPE with full project name



2

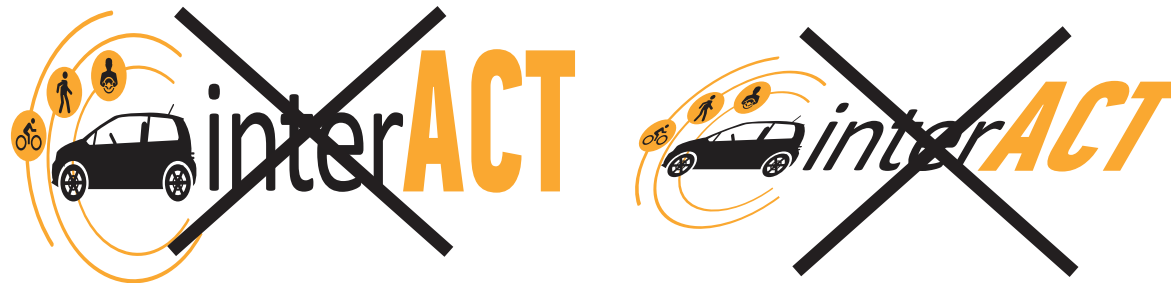
INTERACT LOGO

IMPROPER LOGO USE



Display the **INTERACT** logo only in the forms specified in this guide.

The **INTERACT** logo may not appear in any colour.



Do not rotate, skew, scale, redraw, reproduce, alter or distort the **INTERACT** logo in any way.

Do not combine the **INTERACT** logo with any other element such as other logos, words, graphics, photos, slogans or symbols.

2

INTERACT LOGO MINIMUM SIZES

LOGOTYPE **PRINT** *minimum size*



20,42 mm width

60,75 mm width

LOGOTYPE **SCREEN** *minimum size*



58 pixels width

172 pixels width

The minimum size rules apply to print and on screen applications such as the Web and Power Point.



3

**INTERACT LOGO
COLOR PALLETE**

main colours



CMYK
100% Black

R35 G31B32



CMYK
70% Black

R109 G110B113



CMYK
30% Black

R188 G189B192



CMYK
40% M, 90% Y

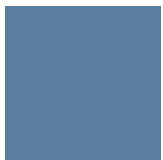
R250 G166B53

additional colours



CMYK
88% C
64% M
31% Y
12% K

R47 G89B125



CMYK
68% C
43% M
20% Y
5% K

R92 G127B162



CMYK
38% C
13% M
15% K

R133 G171B203



CMYK
40% M, 90% Y

R250 G166B53

MAIN and ADDITIONAL COLOURS

**CMYK COLOUR PALETTE
FOR PRINTING
RGB COLOUR PALETTE
FOR WEB**

Additional colour palette can be use for layouts and artworks such as website/posters/leaflets e.t.c. These colours can not replace logotype official colours.

3

INTERACT LOGO
COLOR PALLETE

LOGOTYPE **BLACK&WHITE** *version*



CMYK
100% Black
R35 G31B32

BW / GRAYSCALE Version

3

INTERACT LOGO COLOR PALLETE

LOGOTYPE **GRAYSCALE** *version*



CMYK
100% Black

R35 G31B32



CMYK
30% Black

R188 G189B192

BW / GRAYSCALE Version

Whenever possible, the **INTERACT** Logo should appear always in positive format. If the positive format is not usable, especially in the black and white and grey scale printing the **INTERACT** logo may appear as shown in this page. For the black and white and grey logo formats the already mentioned rules are also applied.

4

INTERACT LOGO FONTS



fonts

inter

Myriad Pro

ACT

Langdon

The **INTERACT** logo is composed by the fonts
Myriad Pro for INTER
Langdon for ACT

Myriad Pro can be use for text
and Langdon for headlines and titles
on posters / leaflets / website e.t.c.