

Primary Logo

The key building block of our identity, the primary visual element that identifies us. Our trademark consists of the logomark and logotype - they have a fixed relationship that should never be changed in any way.

Our trademarks should not be misinterpreted, modified or added to. Do not alter them in any way. Their orientation, colour and composition should remain as indicated in these guidelines — with no exceptions.

Primary Logo position should always be used.



Logomark

NATUFIA

Logotype

Primary position and clearance

Secondary position and clearance

Secondary position, clearance and minimum size

It is important to keep corporate marks clear of any other graphic elements.

To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or message can be positioned.

Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

In cases where the primary logo would not be legible, use the secondary version.

Minimum size primary position

Print: width=15mm

Digital: height=60px

Minimum size secondary position

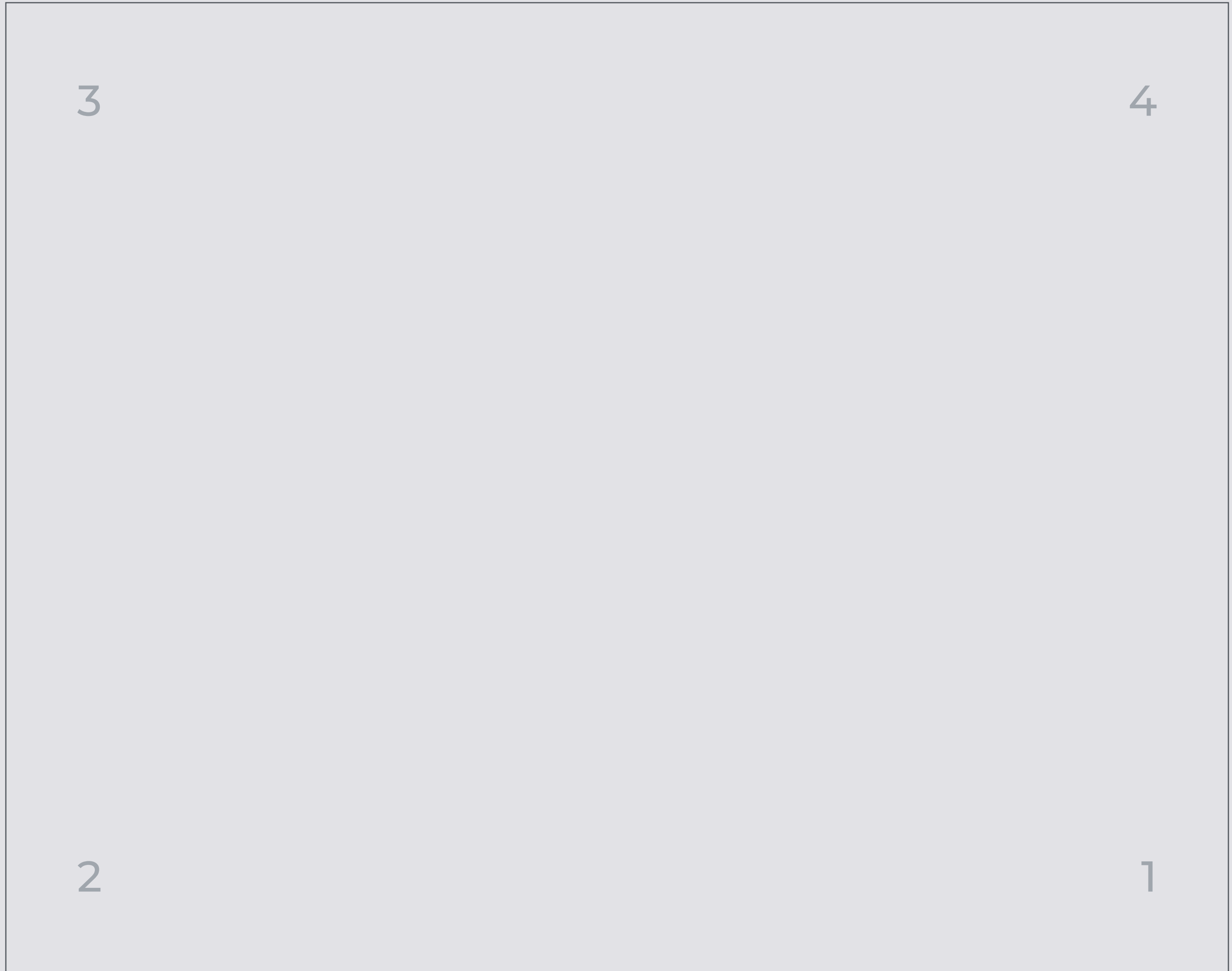
Print: width=25mm

Digital: height=35px



Logo placement

Natufia logo should always be placed for maximum legibility. Unless it is not possible, place the trademark right aligned, at the bottom.



Unacceptable usage

Few rules are set for maintaining the integrity of the brand regarding the logo usage, both primary and secondary position. Don't compromise the overall look of the logo by skewing, rotating or distorting in any way - that includes adding unnecessary and unattractive text decoration like drop shadows and outlines. Few examples are outlined here that you should never use when placing the logo.

- A. Don't rotate the logo.
- B. Don't squash or stretch.
- C. Don't place elements in the logo clear space.
- D. Don't resize any part.
- E. Don't rearrange parts or create compositions that are not already provided.
- F. Don't use logo variations next to the primary logo in the same design.
- G. Don't use off-brand colors. Reference Brand Colors section.
- H. Don't add drop shadows or other text styles.

