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Logo guidelines

0.0

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0.1 Logo Specifics

Logo Clear Space

Grey area indicates Safe Zone. Other graphical and visual elements can be safely positioned up to the adjoining Blue area. Blue indicates Clear Space. The blue area must be kept free of all other graphical and visual elements. The minimum required Clear Space is defined by the measurement 'X' (equal to the height of the uppercase letters, known as the 'cap-height'. The width is equal to the height.)

C x



C x



0.2 Typeface Details

Typeface Family:
Gotham

Gotham font family consists of variety of font weights and widths to ensure immenense flexibility, and consistency for the future growth of the Comdex identity.

THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

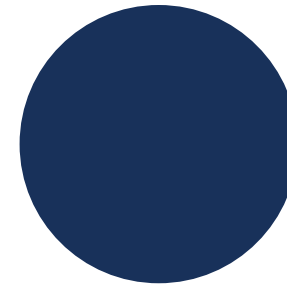
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALICS

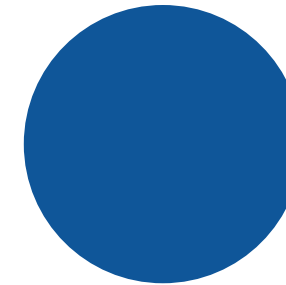
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

0.3 Colour Specifications

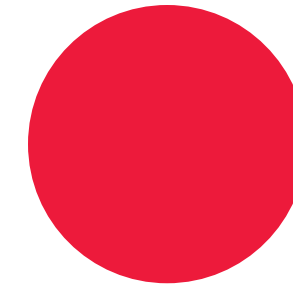
Primary Colours



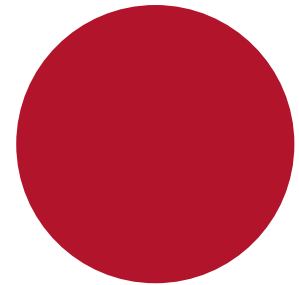
C:100 M:86 Y:37 K:30
R:24 G:49 B:90



C:97 M:73 Y:10 K:01
R:15 G:86 B:153

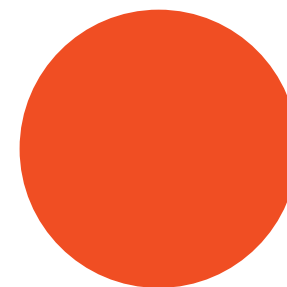


C:00 M:100 Y:79 K:00
R:237 G:26 B:59

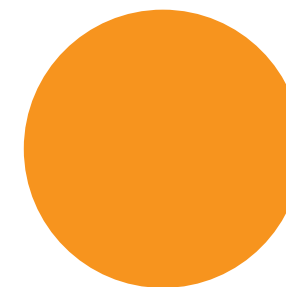


C:21 M:100 Y:90 K:12
R:178 G:20 B:44

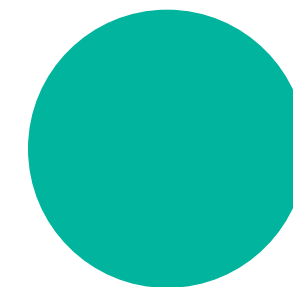
Secondary Colours



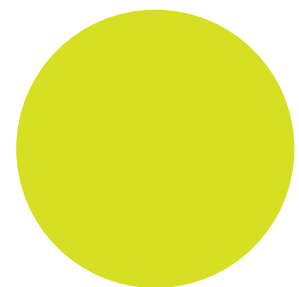
C:00 M:85 Y:99 K:00
R:240 G:78 B:35



C:00 M:50 Y:98 K:00
R:247 G:148 B:30



C:76 M:02 Y:49 K:00
R:00 G:180 B:157



C:20 M:00 Y:98 K:00
R:215 G:223 B:35

0.3.1 Logo Colour Usage

Master Usage



Secondary Usage



0.4 Logo Styles (lock-ups)

Vertical Lock-up



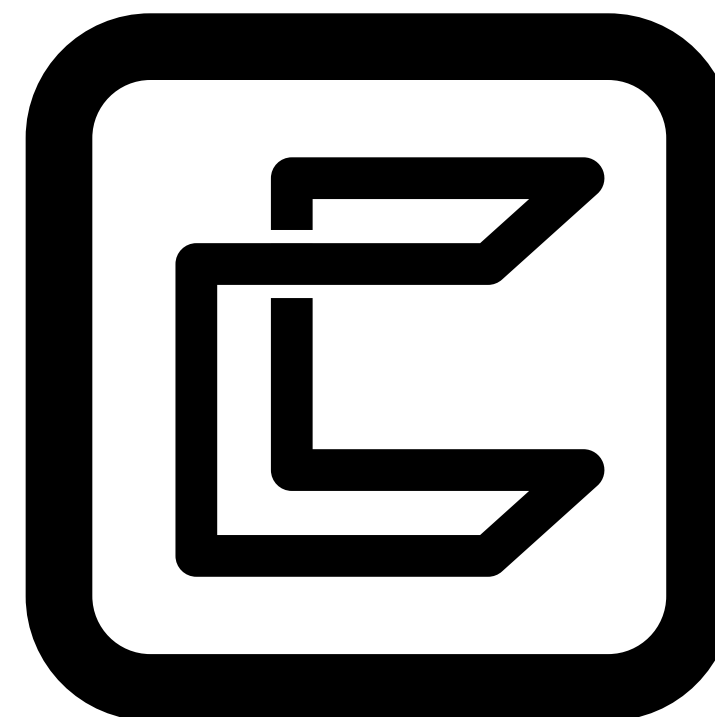
Horizontal Lock-up



0.5 Logo Usage - Don'ts



0.6 Token Design





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