

klippa

Section 01

THE KLIPPA LOGO

Our Logo is the key building block of our identity, the primary visual element that identifies us.

THE KLIPPA LOGO INTRODUCTION

The Klippa Corporate Logo consists of two elements, the logo symbol and logo type. The corporate logo is presented through the use of colour as well as shape and form.

The three corporate colours are Green, Dark Grey and White. It is a fresh and appealing blend of colors chosen for their strong combination - modern - classic - timeless.



THE GENERAL COLOR

The main logo is the dark logo used on white or colored background. For darker backgrounds you will find an alternative below.

Logo dark version

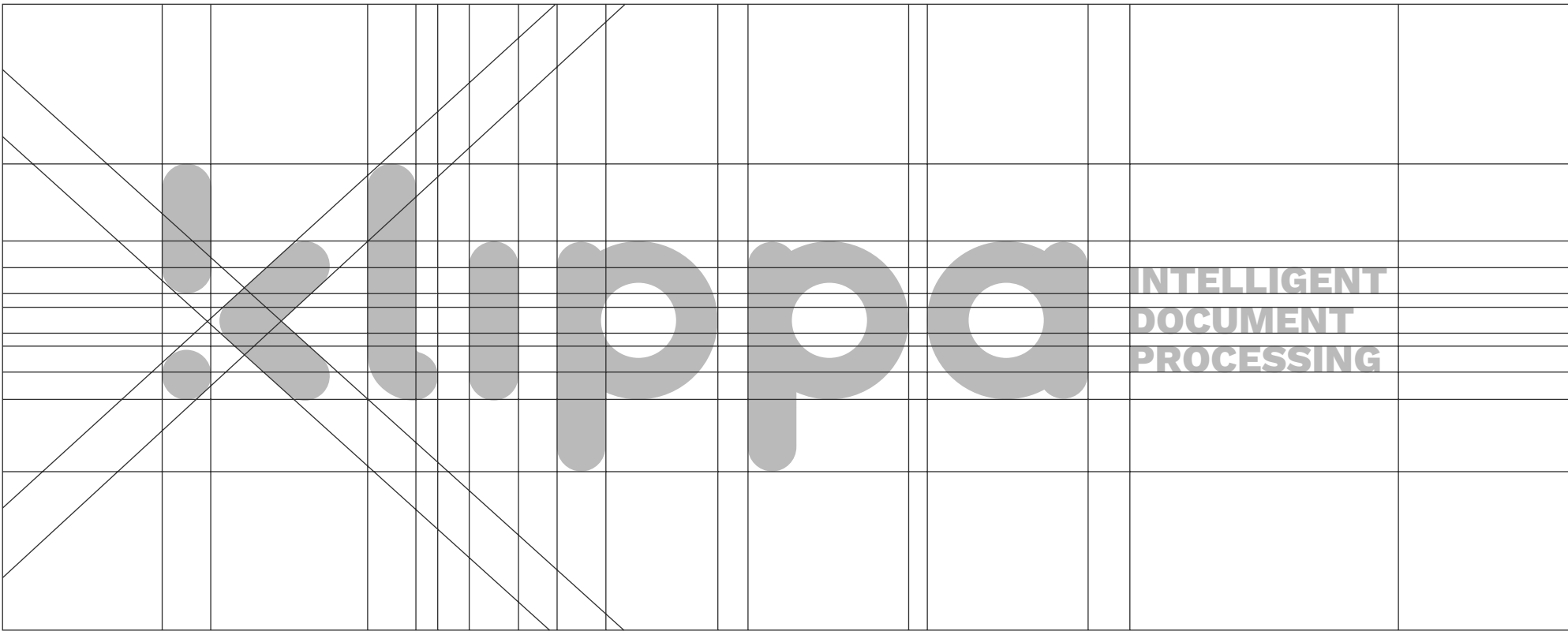


Logo light version



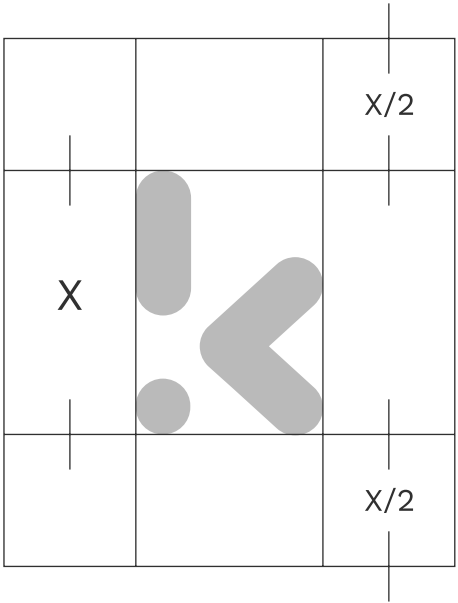
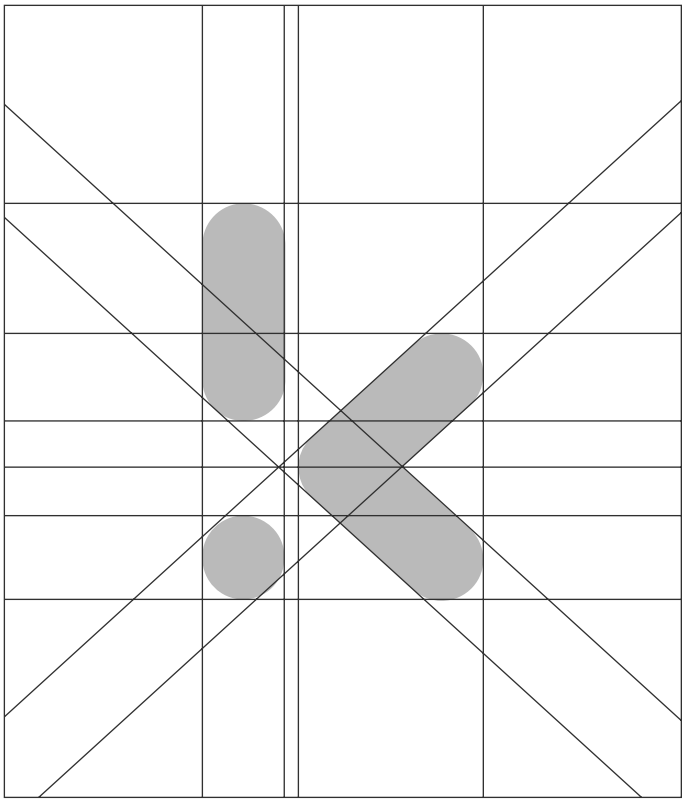
LOGO CONSTRUCTION, CLEARSPACE AND COMPUTATION

It is important to keep corporate marks clear of any other graphic elements or text. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone indicates the closest any other graphic element or text can be positioned in relation to the mark of the the symbol itself and our company name. They have a fixed relationship that should never be changed in any way.



CLEARSPACE

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.



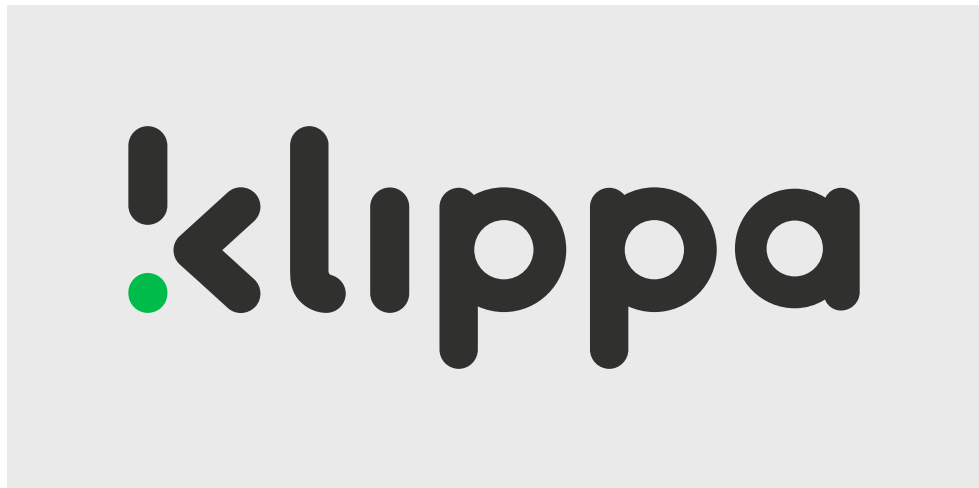
ICON

An icon is a symbol that conveys strong, universal values and ideas that make it immediately recognizable.

APPLICATION ON A BACKGROUND

LOGO A

Colored version



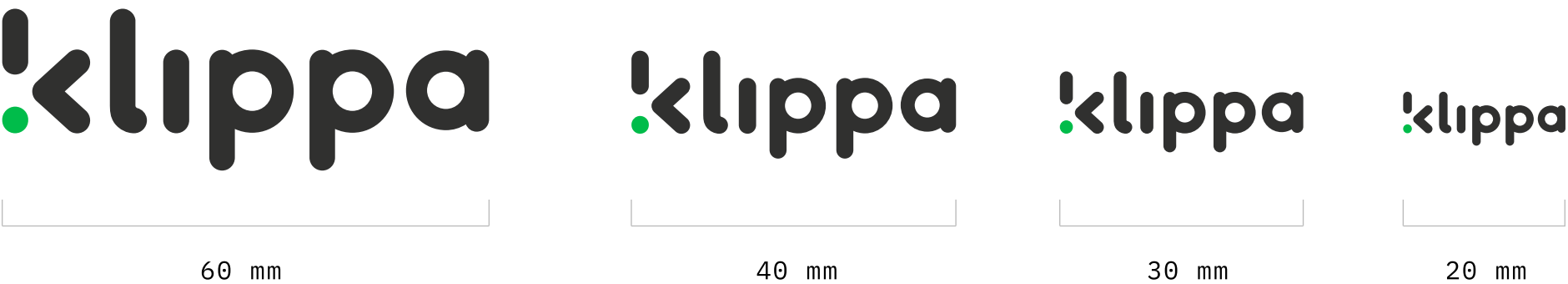
LOGO B

White version



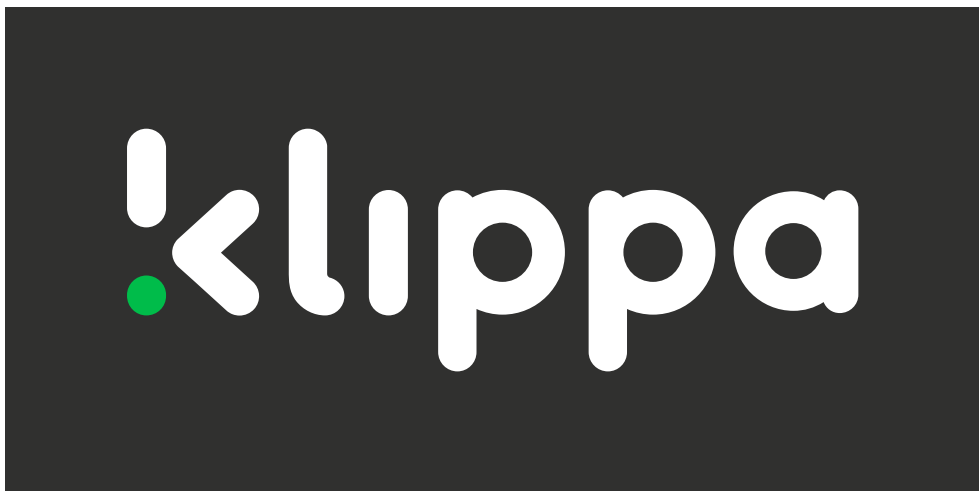
FULL LOGO

Size versions



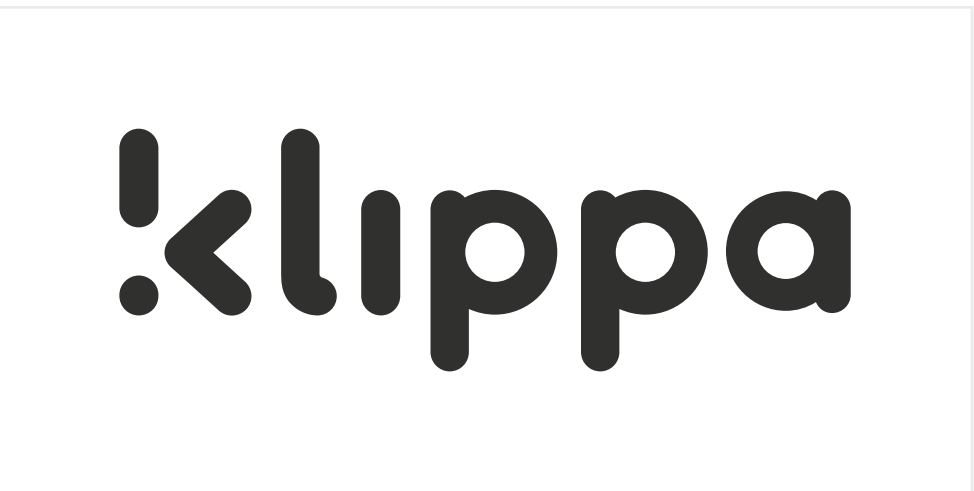
LOGO C

Negative version



LOGO D

Black version



ICON

Size versions



UNACCEPTABLE USAGE

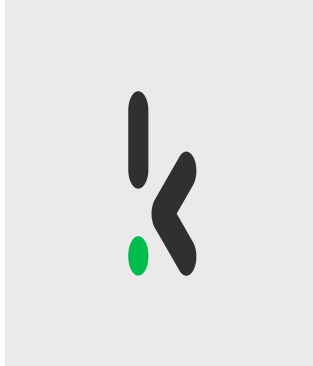
The following are unacceptable ways of using the Klippa logo:



Don't crop the logo



Don't change the spacing between elements



Don't scale out of proportion



Don't apply any texture or pattern



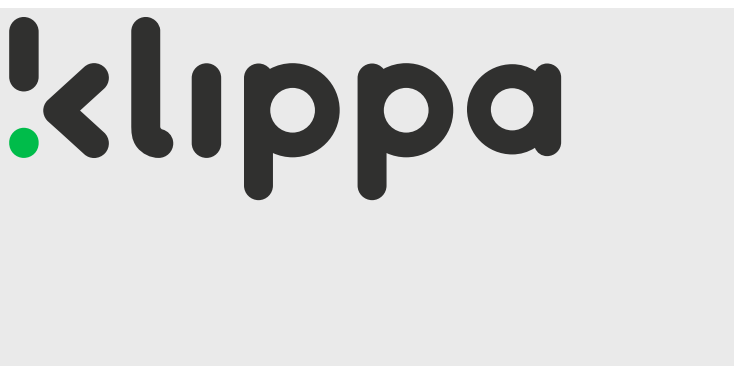
Don't use wrong color combinations



Don't apply shadow



Don't rotate the logo



Don't forget clear space construction



Don't use wrong colors