

OVAKO

GRAPHIC IDENTITY

GUIDELINES FOR USE

OF LOGOTYPE

Logotype; Preferred version

The Ovako logotype is a key element in our visual identity – you could even see it as our personal signature. The logotype is seen in many different contexts and it is important to ensure it is seen in a consistent manner in order to preserve the strength and integrity of the Ovako brand.

Shown here is the preferred version of the Ovako logotype which should be used whenever possible.

In order to preserve the integrity of the Ovako logotype it is recommended to reproduce the logotype at a width of no less than 20 mm / 76 px.

[Link to Ovako Media Bank - Logotypes](#)



Ovako Blue

Pantone: PMS 541 C
CMYK: 100 / 60 / 00 / 40
RGB: 000 / 066 / 122

Ovako Orange

Pantone: PMS 151 C
CMYK: 00 / 60 / 100 / 00
RGB: 255 / 115 / 000

Logotype; Alternate versions

These are the alternate versions of the Ovako logotype, positive and negative.

The negative version is a highly versatile alternative and should be used where the colour version is inappropriate, for example in dark or strongly coloured images and backgrounds.

The positive version can be used in situations where colour reproduction is unavailable or where the colour version is unsuitable such as light coloured backgrounds.

Use the color version whenever possible. The alternate versions should only be used in situations where the color version is not desirable or technically not viable.

[Link to Ovako Media Bank - Logotypes](#)



NEGATIVE

This is the negative alternate version of the Ovako logo. The following colour values apply:

White

CMYK: 00 / 00 / 00 / 00

RGB: 255 / 255 / 255

HEX: FFFFFFFF



POSITIVE

This is the positive alternate version of the Ovako logotype, to be printed in black only.

Logotype; Clear Space

To ensure its integrity and visibility, the Ovako logotype should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clear space equal in size to the cap height of the Ovako letterforms, as shown here.

The amount of clear space is in direct proportion to the size of the logotype and may not be altered.

When the logotype is used as a digital icon on a limited white background the clear space may be smaller so that the logotype is maximised on the icon.



Logotype; Placement

The following placement guidelines for printed communications should be followed in order to ensure consistency in the presentation of the Ovako brand.

The logotype should be placed in the upper right or lower right corner as illustrated, observing at least the minimum clear space requirement. This applies both to placement directly on a page as well as inside the Ovako ID shape. The recommended size for the logotype on an A4 page is 35mm in width.

For printed letterheads the logotype may be placed at the upper left hand corner.

Please refer to the Applications section for further examples of logotype placement.



OVAKO

The image shows the Ovako logotype, consisting of the word "OVAKO" in a bold, blue, sans-serif font. A thick orange horizontal line is positioned directly beneath the letters. The logotype is centered within the upper right portion of a thin black rectangular frame.

OVAKO

The image shows the Ovako logotype, consisting of the word "OVAKO" in a bold, blue, sans-serif font. A thick orange horizontal line is positioned directly beneath the letters. The logotype is centered within the lower right portion of a thin black rectangular frame.

Logotype; Background

The Ovako logotype should be placed primarily on a white background but can also be applied to a number of various backgrounds other than white.

This page illustrates acceptable use with examples of possible background colours and images. It acts as a guide for correct application of the logotype in order to ensure high quality reproduction across a wide range of media.

The full colour logotype should be used on white or very light backgrounds or images.

The negative logotype should be used on dark backgrounds and images.

The black logotype is specifically for use where colour reproduction is unavailable, on white or light coloured backgrounds.

Always ensure that there is sufficient contrast between the logotype and background to ensure good, clear readability.

For incorrect usage see following page.



OVAKO



OVAKO



OVAKO



OVAKO



OVAKO



OVAKO

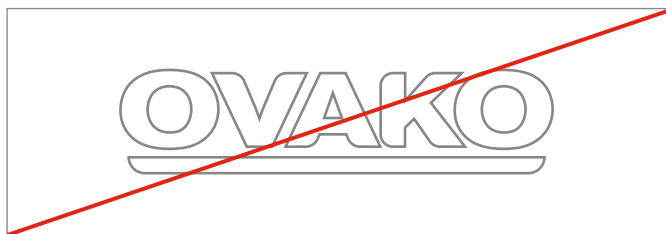
Logotype; Incorrect usage

The Ovako logotype should always be seen clearly and consistently.

To ensure good readability make sure it is positioned away from any competing imagery and stands out clearly from the background.

The logotype should never be compromised by altering its proportions in any way. Effects such as outlines or drop shadow may not be used. The logotype should only appear in approved Ovako colours.

The following are examples of **incorrect** usage of the Ovako logotype.





Contact information regarding Ovako
branding and graphic guidelines.

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