

Logo Guidelines



PLATINIUM
BUSINESS PARK

This document contains directions to help you correctly apply all elements of the Platinum Business Park logo. By using the standards in this guide, you can ensure clarity and strength of the logo throughout all communications.

1. Logo & Elements

Platinum Business Park logo is comprised of a logo mark and the “PLATINIUM BUSINESS PARK” logo type. The layout shown below is the standard version or basic form. The logo and its variations may be neither altered nor reverse engineered.



Logo mark

PLATINIUM
BUSINESS PARK

Logo type

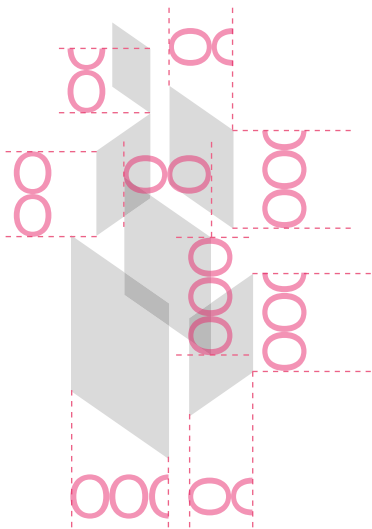
Main logo version

The main logo consists of two elements that work together as a whole. The distances between elements of the logo are defined by the size of the letter O from the font used in "BUSINESS PARK".

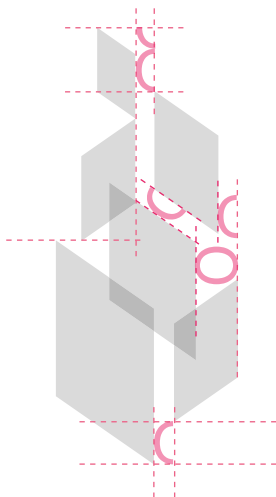
The typefaces used in the logo type is Sansation - Regular for "PLATINIUM" and Ubuntu - Regular for "BUSINESS PARK".



The distances between elements on the logo mark and the size of the rhomboids are all defined by the size of the letter O from the font used in “BUSINESS PARK”. The rhomboids’ angles are 145° as shown below.



Size of the rhomboids.



Distances between the rhomboids.

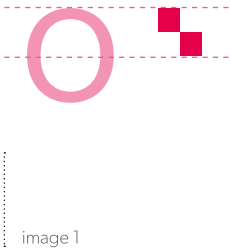


Angle of the two kinds of rhomboids.



Negative logo version

The logo mark in the negative version has been altered to increase its readability. All the distances are given by the letter O from the font used in “BUSINESS PARK”. The distances between the rhomboids on the logo mark are defined by the fourth part of the height of the letter O (see image 1).





2. Logo Full Color / Flat Colors / B&W / White

a) Color Version



BLUE GRADIENT:



CMYK: 90 / 0 / 0 / 0
RGB: 0 / 165 / 230
PANTONE: 2995C



CMYK: 90 / 60 / 0 / 0
RGB: 25 / 95 / 170
PANTONE: 7455C

GREY GRADIENT:



CMYK: 18 / 6 / 0 / 2
RGB: 215 / 230 / 245
PANTONE: 650C



CMYK: 30 / 15 / 10 / 30
RGB: 140 / 160 / 170
PANTONE: 7544C

TYPEFACE:



CMYK: 30 / 15 / 10 / 30
RGB: 140 / 160 / 170
PANTONE: 7544C



b) Flat Colors



BLUE:



CMYK: 80 / 15 / 0 / 0
RGB: 0 / 160 / 220
PANTONE: 299C

GREY:



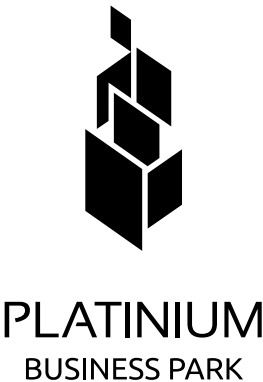
CMYK: 20 / 8 / 5 / 15
RGB: 190 / 200 / 210
PANTONE: 5435C

TYPEFACE:



CMYK: 30 / 15 / 10 / 30
RGB: 140 / 160 / 170
PANTONE: 7544C

c) Black&White



CMYK: 0 / 0 / 0 / 100
RGB: 0 / 0 / 0
PANTONE: Process Black

d) White version (reverse out)



The distances between the logo and the borders of the background are all defined by the size of the letter O (x3 times) from the font used in "BUSINESS PARK".

3. Logo Clear Space

Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum clear space is defined by the height of letter "O" (x4 times) from font used in "BUSINESS PARK".



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4. Incorrect Applications

A lot of thought and effort has gone into determining the perfect relationship between the elements that make up our logo; do not attempt to re-create these elements. Always use approved artwork and always follow these rules when using it.

never change the colors of the elements of logo



never place the full color logo on dark background



never resize the logo elements



never disproportionally stretch or scale the logo



never associate the logo elements with any taglines



do not place graphics in the clear space around the logo



never flip any of the elements



never rearrange the logo elements



never recreate the logo with any other typeface or any other weight of the same typeface



