

ACTINIZYME LOGO GUIDELINE

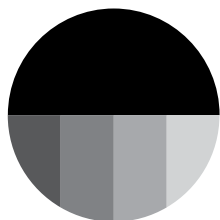
While good design and creativity are important to your identity, we can't underscore enough that the real impact of your brand and messaging is built on consistency. Thus we whizzed up these basic logo guidelines – using your logo in a regulated and consistent fashion will convey your professionalism and help to build strong brand awareness and loyalty across multiple audience touchpoints. If you are ever unsure about how to use your logo, please don't hesitate to get in touch with the Huskies – here to help.

PRIMARY LOGO

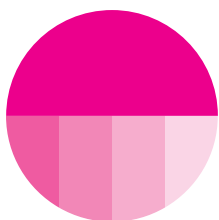
ACTINIZYME



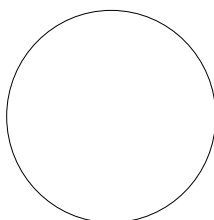
COLOUR PALETTE



CMYK 0 0 0 100
RGB 0 0 0
HEX 000000



CMYK 0 100 0 0
RGB 236 0 140
HEX EC008C



CMYK 0 0 0 0
RGB 255 255 255
HEX FFFFFFFF

LOGO TYPEFACE

Aa Bb Cc Dd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

RUBIK BLACK

DOS

- Use the original electronic files
- Keep the original proportions
- Give the logo its own space

FILES FOR PRINT

- EPS (Preferred for large signs and banners)
- PDF (quality, infinite scalability & transparency)

DON'TS

- Redraw or retype or add elements to the logo
- Stretch or distort the logo
- Use the logo on busy background

FILES FOR SCREEN/WEB

- PNG (transparency)
- SVG (vector image, supports transparency for web)