

Lineo Identity Usage Guidelines



LINEO®
Where Open Meets Smart™

Vertical Logo with Tgline



Horizontal Logo with Tgline

LINEO®

Horizontal Logotype minus Swirl



Swirl Logo Icon only



Reversed Out Logos



Black and White Logos


General Guidelines

DO

- Protect the company identity of the logo
- Use only the approved logo treatments shown here
- Allow space around logo equivalent to the letter height

DON'T

- Crowd the white space around the logo
- Change the color of the logo
- Alter the size ratio or space between the swirl and word mark
- Use any color combinations other than shown here (i.e. white icon, green word mark.)
- Use extreme color backgrounds or images that do not complement the logo
- Use shadows behind the logo
- Replace the word mark font with any other typeface
- Place another type element as close as the **tag line**
- Use a color version of the logo when you print black on white (color logo will print grey.)
- Use corporate font (scala sans) bolded, all caps anywhere other than in the logotype

 **PMS 5757** C.32 M.0 Y.100 K.79

 **Black** see corporate color guide for additional approved colors

The corporate fonts are Bell Gothic, Scala, and Scala Sans

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