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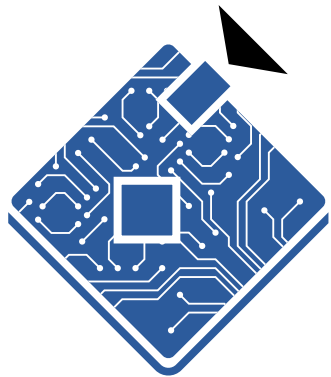
Prohibition
Appicon



Logo



Logo meaning



+

Segger

=



Logo variations

Different logo versions, including those with or without a tagline, should be used strategically to ensure brand consistency and effective communication.

For example, a logo with a tagline might be used in larger formats like print ads or on the company website, while a simplified version, without the tagline, might be used in smaller formats like social media graphics or business cards.



It simply works!



Primary logo

1. Primary logo (with tagline):

Usage:

Main website:

Print materials:

Large-format advertising:

Considerations:

This is the main logo and should be used in situations where the full brand identity is needed, such as:

The header or top-left corner is a common placement.

Business cards, brochures, and stationery.

Signage, billboards, and print ads.

Ensure the tagline is legible and complements the overall design.



It simply works!



It simply works!



Secondary logo

2. Secondary logo (without tagline):

Usage:

This version is used when space is limited or a more streamlined look is desired, such as in:

Social media profiles:

Profile pictures, cover photos, and graphics.

Smaller print materials:

Business cards, e-mail signatures, and footers.

Mobile apps:

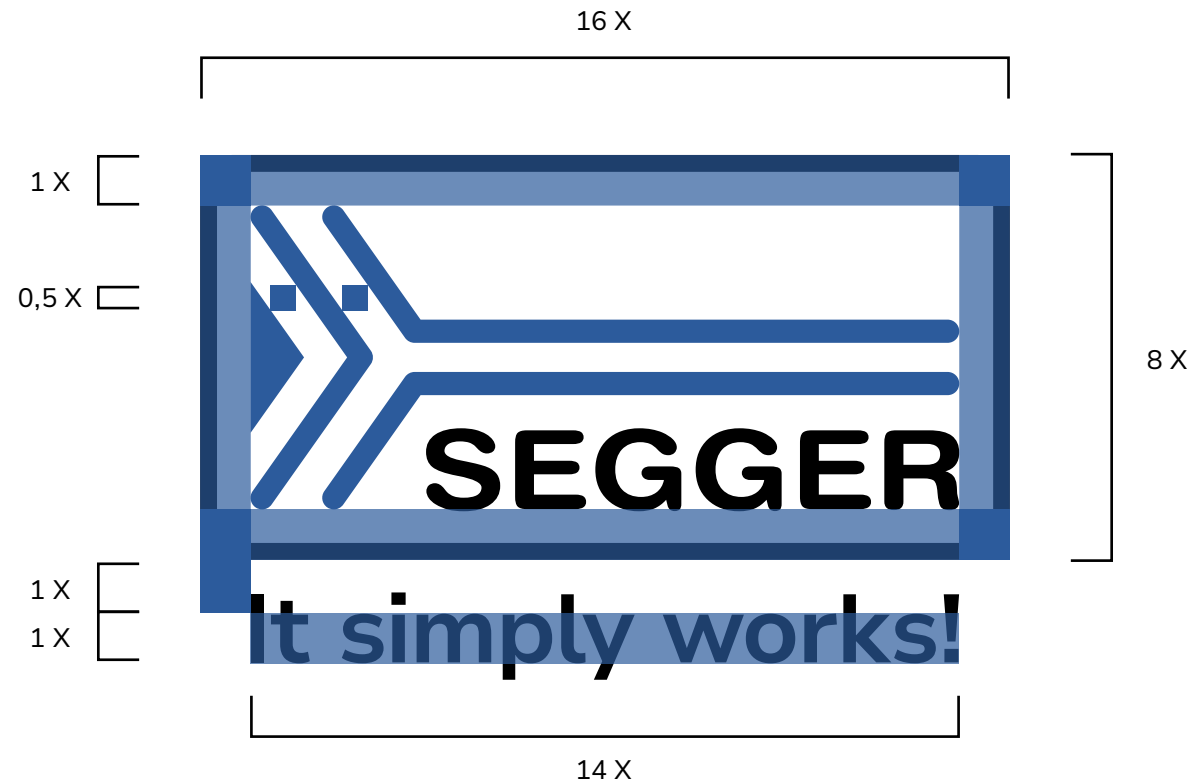
App icons and in-app graphics.

Considerations:

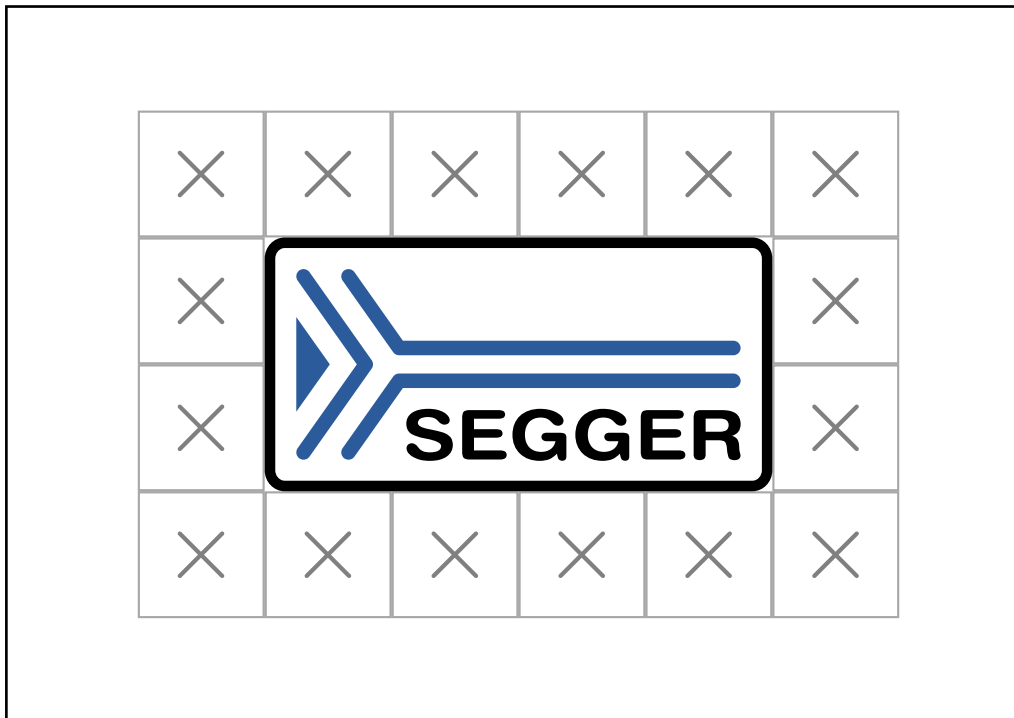
This version should be a clean and recognizable representation of the primary logo.



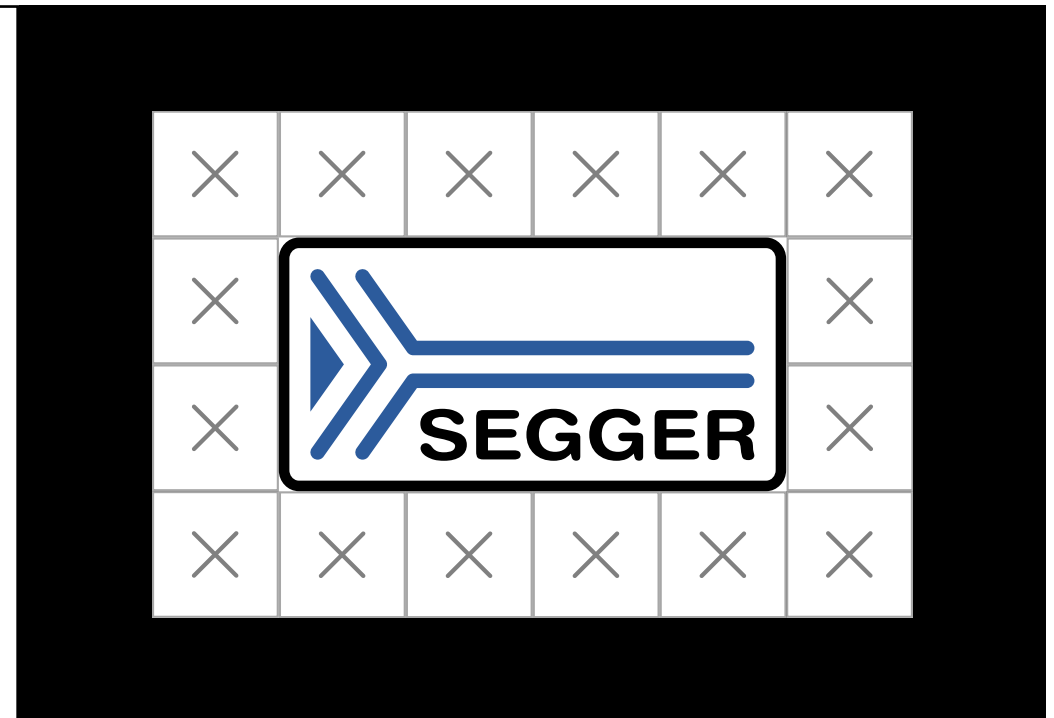
Structure



Exclusion Zone

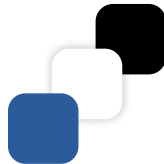


Safes pace on white background



Safe space on black background

Logo colors



HEX: #2c5b9c
RGB: 44, 91, 156

HEX: #ffffff
RGB: 255, 255,
255

HEX: #000000
RGB: 0, 0, 0

Logo on backgrounds

Logos to use on a light-colored background.



It simply works!



It simply works!



Logo on backgrounds

Logos to use on a dark-colored background.



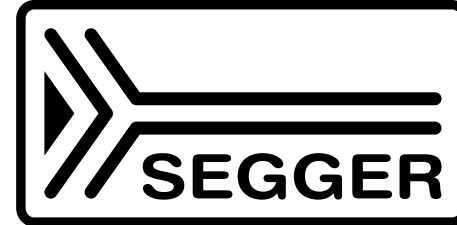
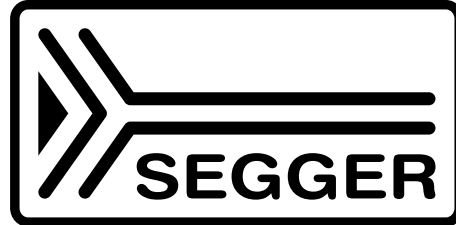
It simply works!



It simply works!

Logo on backgrounds

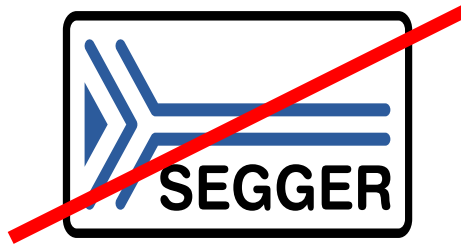
Logo to use with monochrome backgrounds only.



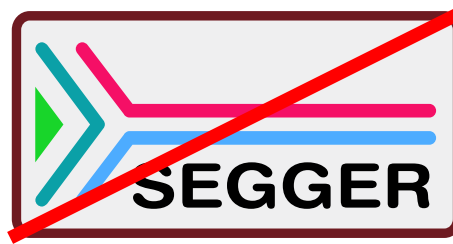
It simply works!



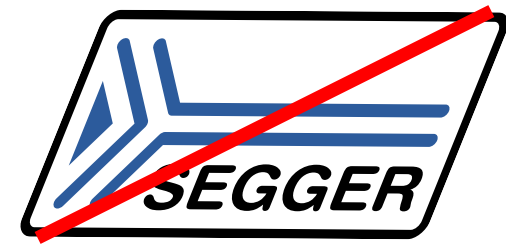
Use prohibited



Do not scale the logo unevenly.



Do not color the logo in any other way.



Do not distort the logo.

Logo and claim

4. Logo and claim (combined):

Usage:

This version combines the logo and tagline as a single unit in:

Marketing materials:

When emphasizing the brand promise or message.

Specific campaigns:

To reinforce a particular message.

Considerations:

Ensure the combination looks balanced and the tagline is easily readable.

