

# Guidelines for the use of logos

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# Company logo

# Logo

## Basic version

The ispmanager logo is a basic element of the company's corporate identity

The logo is used only in horizontal position



# Mark

The mark may be used independently of the logo. It should be used in cases where the main logo cannot be applied to the design



## Versions for different backgrounds

For a light background, the basic version of the logo and the mark are used in corporate colors

The white version of the logo is used for a dark background. As a dark background, it is preferable to use the corporate dark gray color



The image shows the 'ispmanager' logo on a white background. The logo consists of a blue double-slash mark followed by the text 'ispmanager' in a bold, black, sans-serif font.

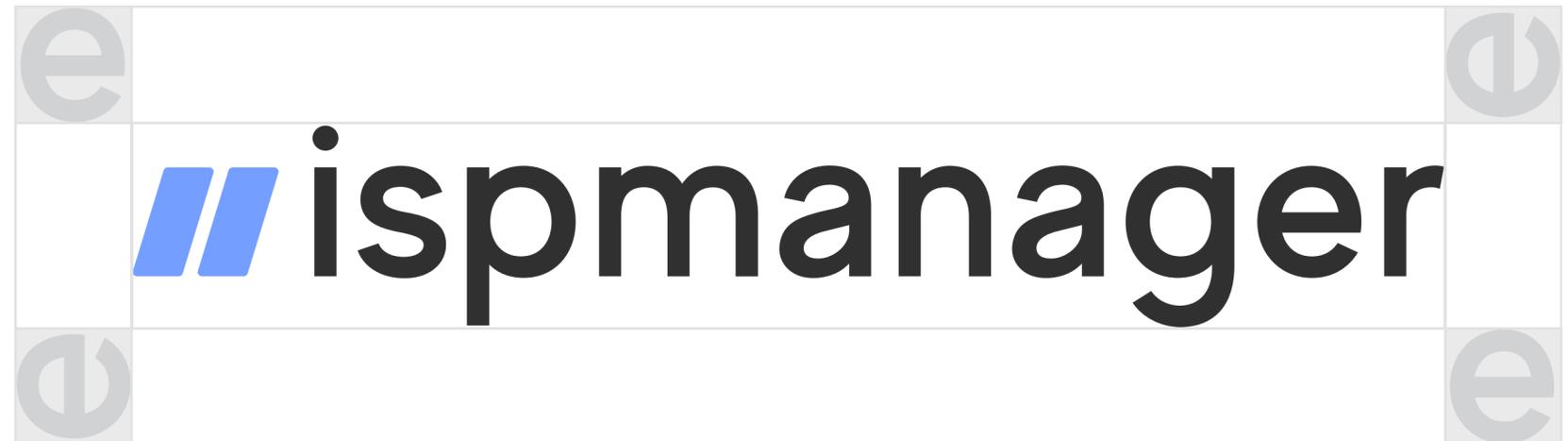


The image shows the 'ispmanager' logo on a dark gray background. The logo consists of a blue double-slash mark followed by the text 'ispmanager' in a bold, white, sans-serif font.

# Logo margin

The margin of the logo is lined up based on the height of the letter "e"

The presence of any other objects (graphics or text) and a bright background in the space of the margin, except for the logo itself, is not allowed



# Mark margin

The margin of the mark is lined up based on the height of the mark itself

The presence of any other objects (graphics or text) and a bright background in the space of the margin, except for the mark itself, is not allowed



# Logo Color palette

The color palette of the ispmanager logo consists of two primary colors

When it is not possible to use the basic version of the logo, the white version is used

<b>Purple Ispmanager</b>	<b>CMYK</b> 65-40-0-0	<b>RGB</b> 116-158-255 #749EFF	<b>Pantone</b> 7451 C
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<b>Dark Grey Ispmanager</b>	<b>CMYK</b> 0-0-0-95	<b>RGB</b> 48-48-48 #303030	<b>Pantone</b> Neutral Black C
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<b>White</b>	<b>CMYK</b> 0-0-0-0	<b>RGB</b> 255-255-255 #FFFFFF	<b>Pantone</b>
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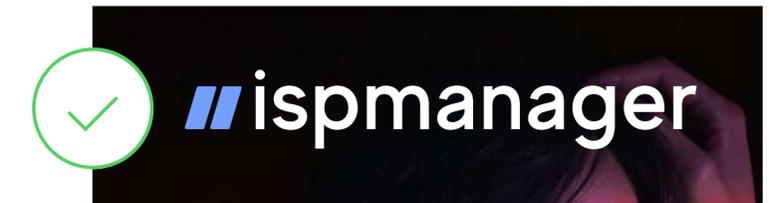
# Use of company logo

# Use on different backgrounds

The required type of logo should be chosen according to the background of the media

Do not allow options with low contrast, when the logo is hard to read or blends with the background. In such cases, it is better to replace the background, or lighten/darken it, or select a different type of logo

Do not allow the logo to be used on a mottled background when the logo is poorly legible. In such cases, it is better to change the background to a more uniform



# Inadmissible uses of the logo

The example of the main logo shows how you cannot use the logo and brand mark

1. Do not distort the proportions of the logo
2. Do not rotate the logo
3. Do not paint the logo in any colors other than the corporate
4. Do not texture the logo
5. Do not apply a gradient fill to a logo
6. Do not use any effects: shadows, strokes, highlights, embossing, etc.
7. Do not use the logo without the mark
8. Do not disassemble or combine the logo's elements in other ways

