



*logo manual*

Project Name: **Log Technology**  
Client Name: **Log Technology**  
Date: **2005-Mar-17**



Brands are icons of our society reflecting our personal preferences, values and lifestyles. They are not tangible: they are just an emotional connection created in the hearts and minds of the customers. And they are between the most valuable assets in any company. The design guidelines suggested in this manual, when properly used, are pillars that will energize and invigorate the brand.

Graphics design for this brand, and this logo manual, have been created by LOG Technology Consulting. For more information, please visit [www.logtechnology.com](http://www.logtechnology.com)

*logo versions*





Standard



Version 2

## primary color palette

The primary palette function is to show the colors by which the brand should be identified. Consistent use of these colors will contribute to the cohesive and harmonious look of your brand identity across all relevant media.

	<b>C</b>	<b>M</b>	<b>Y</b>	<b>K</b>	<b>R</b>	<b>G</b>	<b>B</b>	<b>Color</b>	<b>Pantone</b>	<b>Web</b>
	93	73	28	12	45	74	124	Blue1		#7C4A2D
	71	50	13	1	91	125	177	Blue2		#B17D5B
	46	25	0	0	136	175	228	Blue3		#E4AF88
	33	12	0	0	165	207	255	Blue4		#FFCFA5
	19	0	3	0	200	248	255	Blue5		#FFF8C8
	0	0	0	0	255	255	255	White		#FFFFFF

## fonts

These are the fonts used and / or suggested for your brand. Consistent use of these fonts will have a major implication in its development.

### HandelGotDBol

!"#\$%&'()\*+,-./0123456789:;<=>?@  
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^\_`  
abcdefghijklmnopqrstuvwxyz{|}~☐☐

### HandelGotDLig

!"#\$%&'()\*+,-./0123456789:;<=>?@  
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^\_`  
abcdefghijklmnopqrstuvwxyz{|}~☐☐

### HandelGothicBT

!"#\$%&'()\*+,-./0123456789:;<=>?@  
ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]^\_`  
abcdefghijklmnopqrstuvwxyz{|}~☐€

## *reduction tests*

These tests will allow you to check at which point the logo starts losing legibility.

