

LOGOTYPE

Minimal reduction

When using visual identity on smaller objects such as commercial materials (pencils, pendants and similar), the logotype size is limited with the print technique.

Minimum font size is limited by the size of font which must not be lower than 2 mm, in order to keep standard relation between elements of the identity.

With logotype increase, it is necessary to pay attention to its minimum area. Moreover, there are no stricter rules related to maximum increase in the logotype. It is important to keep standard relation between the logotype elements, and we need to reproduce it solely from electronic media.

