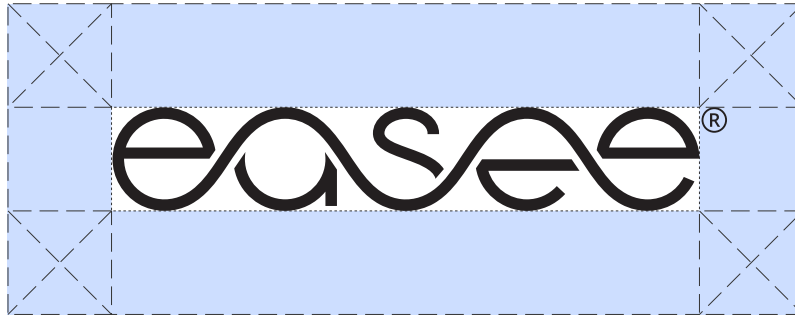




Quick guide

How to use the Easee logo



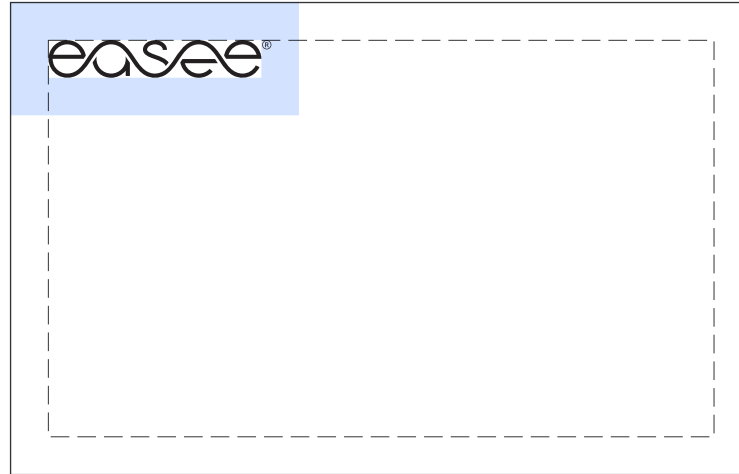
Clear-space

The Eassee logo should always be surrounded by sufficient clear space in order to appear as clear and distinct as possible. The clear space (X) is based on height of the logo. This measurement is the **minimum space** allowed, so it's okay if it gets more room than this.

■ No other element or edge should be within this space

⊠ Height of logo



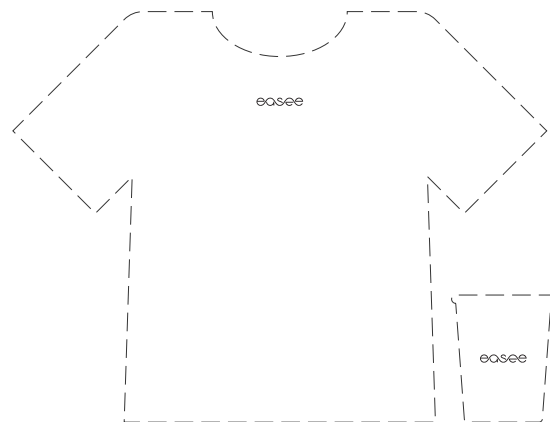


Placement

The logotype is **recommended** to be placed in the corners. Depending on the material this can be changed so that the logo has the best visibility.

- The clear-space ensures that the logo will have ample space and won't get "cut off" if placed correctly.





Example of humble logo sizes on a T-shirt & cup

Size



Minimum size

To ensure that our logo is always visible, a minimum size has been set. The logotype should never be used in smaller sizes than specified here:

Print: min. 25mm (w)

Digital: min. 18px (h)

Maximum size

Remember “less is more” we do not want to just slap a huge logo on anything and everything. Think of it as a humble being that doesn’t need to scream to announce its presence.

Exception

See supersize (p.6)



Film



Social media post

Supersize

For film and social-media ads where the logo acts as stand alone element or a sign-off or endorsement, it can be greater in size and placed in the center. This however does not mean it should cover the entire surface. Remember "less is more".





Logo should always be horizontal



Do not stretch the logo



Don't fill space with a massive logo



Don't use other colours than black or white



Never outline or add effects to the logotype



Always make sure there is enough contrast between the logotype and the background.

Dont's

The logotype should never be modified or appear in any other way than stated in these guidelines. Always make sure there is enough contrast between the logotype and the background. The logotype can never appear in any other colour than black or white.

For more guidelines go here:
www.easee.com/brand

