Brand Guidelines
Logo

Logo
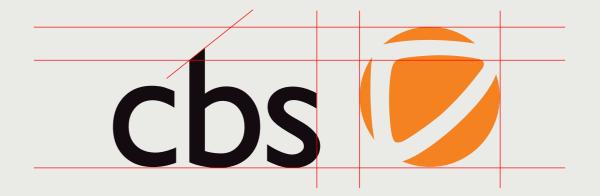
Logo

Clear space

The logo should be separated from other elements by a distance equal to the height of its letters. This distance or clear space, is considered the minimum space surrounding the logo that should be adhered to most situations.

Logo

Logo Usage

Plain logo will be used in all cases the company can be identified as Corporate Business Solutions and/or the company as sender is obvious.

cbs 🔶

90% of all use cases

Logo with claim will only be used if the company can not be clearly identified or refered to.

cbs 🔶

Corporate Business Solutions

10% of all use cases

Logo

Minimum size

To ensure the legibility of the logotype, the minimum size must be at least 20mm or 110px wide. This excludes the clear space.

20mm

cbs

The minimum width of the logo with claim must be at least 35 mm or 130px wide.

35mm

cbs
Corporate Business Solutions

Alternative Implementation Options

Logo

Alternative Options
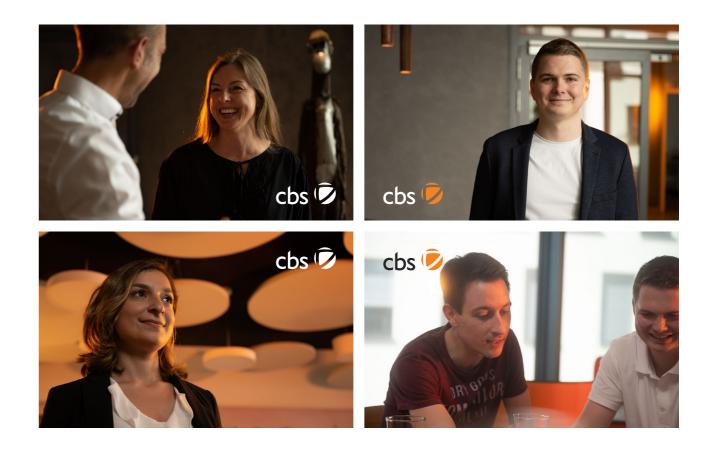
Corporate Business Solutions

cbs Corporate Business Solutions

Corporate Business Solutions

Logo

Color Options

The logo should always be placed on high contrast plain backgrounds to ensure legibility. The standard black and orange logo should be used on light/white plain backgrounds, the white and orange logo on dark plain backgrounds and the white logo on any other coloured background.

Logo

Color Options on images

Make sure there is sufficient contrast between the logo and the background. Avoid placing the logo on complex or overloaded backgrounds or images. Overlays should be used to ensure legibility and contrast when required (see next page).

Logo

Color Options on images

Logo

Color Overlays on images

Color Overlays have a transparency of 75%

White logo on Corporate Orange overlay.

White & Orange logo on Process Black overlay.

Standard logo on Solution White overlay