

# Company logo



# X-unit and safe area, company brand



**Measurement unit = X**  
(Half the width of the foot of the X symbol)



# Logo options



The primary color version.



The primary color version, negative.



Secondary color version. Can only be used with the permission of the marketing team.



Secondary color version, negative. Can only be used with the permission of the marketing team.



The monochrome logo can be used in **black, white** or in Vexve colors **Navy** or **Emerald**.



The monochrome logo, negative.



When the logo is placed on top of an image, it must stand out sufficiently from the background. A black logo on a light image and vice versa.



# Misuse of logo



Distortion of the protected area



Misuse of colors



Color outside the palette



Text inside the protected area



Color version on top of colour fill



Color version on top of picture



Stretching the proportions



Logo without symbol



New logo is derived from the X symbol



Low contrast

The same prohibitions and guidelines also apply to product brand logos.

