

Logo Logo exclusion area

Logo
The height of the letter "i" (referred to as "a" in the following) in the wordmark is used to calculate all logo measurements. The exclusion area measures a distance of "a" in all directions surrounding the logo.

Tagline
The width of the tagline equals that of the logo. The distance between the wordmark and tagline is 0.75 a.

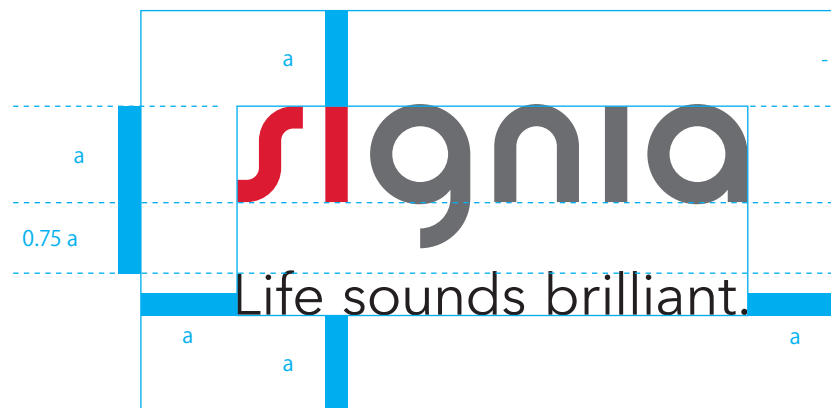
Background
The logo should always appear on a white background.

Don'ts

- Don't distort the logo.
- Don't use the logo on a background image.
- Don't use the logo on a color background.



✓ Exclusion area



Exclusion area (measurements)

The logo should always appear on a white background.

Logo Minimum size

Logo
The wordmark and tagline should be featured on every application depending on its width. The smallest possible width of the wordmark and tagline is 25 mm.

Wordmark
If the width of the logo is smaller than 25 mm, the wordmark may be used without the tagline. Even smaller reproductions of the wordmark are possible depending on the printing techniques used. The wordmark-only solution should only be used for product branding.

Primary logo size
A6 to A0
(even larger for
outdoor advertising)

Life sounds brilliant.



Minimum logo size

Life sounds brilliant.

25 mm



Wordmark size < 25 mm

Logo Large applications

Tagline
If the logo is used on large applications, such as flags and signs and the size of 150 cm is exceeded, the tagline is reduced in size. It is right-aligned with the end of the wordmark. The baseline of type for the tagline is at the end of the descender of the "g" in "Signia".

Logo for large applications



Measurements

Colors

Primary colors

Primary colors
The logo colors may also be used within layouts to create a characteristic, coordinated look for the brand. White should be used extensively als background color.

Logo colors



Signia Red

CMYK 2|100|85|6
RGB 215|9|38
PNT 186 C
RAL 3020
HEX #d60925



Signia Dark Gray

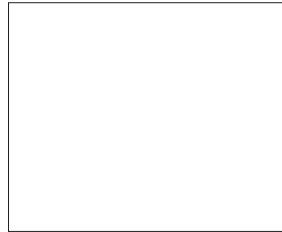
CMYK 0|0|0|70
RGB 112|111|111
PNT 424 C
RAL 7005
HEX #6f6f6e



Black

CMYK 0|0|0|100
RGB 0|0|0
PNT -
RAL 9005
HEX 000000

Background color



White

CMYK 0|0|0|0
RGB 255|237|237
RAL 9003
HEX #ffffff