

# appello.

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## LOGOTYPE

### About the logotype

The foundation of a graphic identity is the logo. It is the central and unifying symbol of identity. The logotype needs to be handled with care and according to the rules and recommendations contained in this graphical manual. The purpose of Appello's logo is to convey an image of Appello and show what Appello stands for. The shape of a pin in the A and the point at the end of Appello's logo, is intended to provide the reader with the associations to identify a pin and a "you are here" point from a map.

### Standard Digital



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### Standard Digital variant



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### Standard Print (no gradient)



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### Black



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### White



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## LOGOTYPE

### Guides for logotype

For print:

When the logo is placed on a white background, use the Standard (no gradient) logotype.

When the logo is placed on a black or more than 50% black background, use the negative logotype.

When the material is printed in black and white, use the black logotype.

For digital:

When the logo is placed on a white background, use the Standard or Innershadow logotype.

When the logo is placed on a black or more than 50% black background, use the negative logotype.

When the material is in black and white, use the black logotype.

The logo may not be reproduced smaller than 20x5 mm in order to retain clarity, when printed on small objects.

The colors may not be changed and the logotypes proportions and design can not be modified.

For the logo to look good and clear and not be disturbed by the surrounding text and images, it needs air around it.

Minimum is 1 x.

