Welcome to the TYPO3 Logo Guide

This style guide is summarizing the most basic rules for usage of the new TYPO3 Logo. The logo is provided to you under the provisions of the creative commons license.
Altering or adding to the logo in any way outside of the limitations of this style guide is a breach of the creative commons license and nullifies the rights to use the logo.

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Logo Construction and Save Area

The new TYPO3 Logo has two elements: the name itself and the logo shape. Size and Position of the elements is based on the grid shown on the left. Each grid unit has a side length of one third of the height of a standard letter of the font typeface.

The so-called save area is the area surrounding the logo, that protects it from other graphic elements and helps it to remain easily recongnizable. No other graphic element my enter this area in any of your applications of the logo!

Logo Color

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To achieve a unique and recognizable impression the logo colors were defined. These colours need to be used without exception.

Orange:
PANTONE Orange 021C
R: 255 / G: 135 / B: 0
#FF8700

Green:
PANTONE 354C
R: 105 / G: 165 / B: 80
#69A550

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The text is black on light backgrounds and white on dark backgrounds. The black on white (positive) variation is the standard and should be used whenever possible.

Logo Greyscale

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Attention: applications in greyscale on dark or light backgrounds use different grey values respectively.

POSITIVE:

Light:	Dark:
55% Black	80% Black
R: 140 / G: 140 / B: 140	R: 81 / G: 81 / B: 81
#8C8C8C	#515151

NEGATIVE:

Light:	Dark:
35% Black	55% Black
R: 185 / G: 185 / B: 185	R: 140 / G: 140 / B: 140
#B9B9B9	#8C8C8C

Please use the color variation (standard) on multicolour backgrounds or the following monochrome version.

Logo Black and White

For particularly plain or extremely small variations the monochrome variations should be used.

If possible the black or white variation is to be preferred over other colours.
On the following page several examples of different colour spaces are shown.

Logo monochrome

Monochrome applications can in some extraordinary cases be used, for example when the logo is used within the boundaries of another CI demanding a different colour to be used. The negative monochrome version is to be preferred in this case.

Attention: in these special cases no other colour belonging to the TYPO3 CI is to be used. It is also not permitted to use more than one colour in the logo and typeface combined.

Logo on Pictures

When embedded in pictures, the logo should be placed at the top or bottom of the image. The logo can only be used once per image. The size is flexible, but should not exceed 5% of the image size. In very small applications the black or white variation of the logo is acceptable.

Attention: the logo is not to be placed in any other orientation but horizontally or next to an object.

Never treat the logo badly!

Do not change the logo in any way considering colours, relative position of the elements or respective sizes. It's perfect as it is.

Thank you.

keep on inspiring people to share.

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