



exocad

Logo Guidelines

Logo Guidelines

Primary

Always strive to use the exocad logo white on purple.



exocad

Secondary

When that is not possible, the logo should always be displayed in a purple box, alternatively used in positive.



exocad



exocad

Don't

Other forms of the logo, for example white on a different color than purple, or a different color of the logo itself, are not allowed.



exocad



exocad

Logo Guidelines

For all permitted uses of our trademarks, you may not:

- change, alter or modify any part of the logo
- squish or squash the logo
- change colors of the logo
- place a logo in such close proximity to other content that it is indistinguishable
- make our logo the most distinctive or prominent feature on your website, printed material or other content

Protected Area

The protected area is a blocked zone surrounding the brand logo in which no other graphical elements may penetrate. It is an integral part of the brand logo and must always be considered.

The protected zone is the same height as the letter “e.”

The zone is important in order to duly display the significance of the brand logo as a symbol and identifier of exocad, maximizing its impact.

