

▶ Incorrect use of Logo

When we target a high logo image quality we have to focus on three aspects:

- Integrity

Always display the logo in its entirety (not separate or modified parts)

- Proportion

Keep the specific height and width ratio of the logo

- Fidelity

Do not display the logo in rough form.

Misuse of the GLICO logo devalues it. At the right of the text we have illustrated six ways of logo incorrect usage.

By resizing logo out of proportion it might be inappropriately distorted. Please ensure that you maintain the aspect ratio when enlarging or reducing the logo.

The logo must never be rotated.

The logo must not be printed in any other color than specified.

The logo must not be placed on distracting backgrounds.

Elements of the logo must not be deleted or modified.

