

















VARIATIONS & GUIDELINES

The logo was designed using the Kievit font: the acronym is Kievit Bold, the subline Südtirol / Alto Adige is Kievit Medium. Depending on space and intended position, the logo may be used either vertically (VR) or horizontally (HO). The logo always requires a buffer zone, which defines the minimum distance to any other text or graphical elements.

	ORIENTATION	BUFFER ZONE	MINIMUM SIZE	HOW TO NOT USE THE LOGO
VERTICAL (VR)				
HORIZONTAL (HO)				

FORMATS

The logo shall be rendered in its bicolour version or as a negative in white (WH). The black logo (BK) shall only be used for monochrome printing.

	CMYK print	RGB digital / web	MONOCHROME White on coloured background Black for monochrome printing	
VERTICAL (VR)	 <p>IDM_VR_CMYK.eps IDM_VR_CMYK.jpg IDM_VR_CMYK.pdf</p>	 <p>IDM_VR_RGB.svg IDM_VR_RGB.jpg IDM_VR_RGB.pdf IDM_VR_RGB.png</p>	 <p>IDM_VR_WH.eps IDM_VR_WH.pdf IDM_VR_WH.png</p>	 <p>IDM_VR_BK.eps IDM_VR_BK.pdf</p>
HORIZONTAL (HO)	 <p>IDM_HO_CMYK.eps IDM_HO_CMYK.jpg IDM_HO_CMYK.pdf</p>	 <p>IDM_HO_RGB.svg IDM_HO_RGB.jpg IDM_HO_RGB.pdf IDM_HO_RGB.png</p>	 <p>IDM_HO_WH.eps IDM_HO_WH.pdf IDM_HO_WH.png</p>	 <p>IDM_HO_BK.eps IDM_HO_BK.pdf</p>