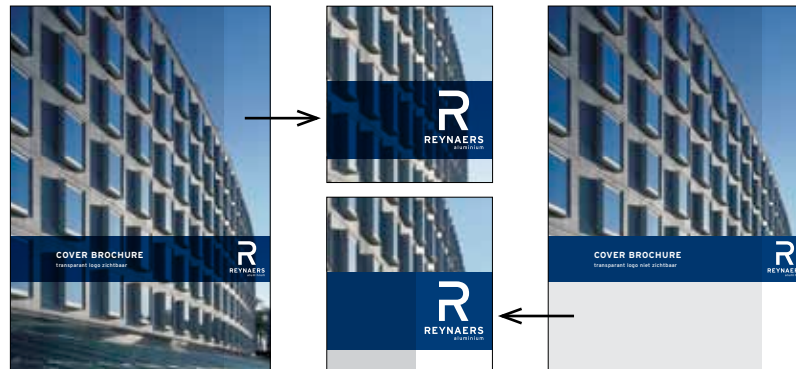# 1.1. LOGO

THE REYNAERS LOGO

The logo is **square**.

The basic colour is blue.

The logo is always **transparent**. It is set as a 100% (multiply) transparent layer over the image. When it is put on top of an image, the transparency is visible, otherwise not (see examples below). This transparency makes the logo dynamic.

The letters and the R-symbol are **white**.
(exceptions: pens, accessories, relief printing, negative,...).

COLOUR
PMS   654
CMYK   100/67/0/37
RGB   0/60/117
RAL
DuPont® AE3001-5007823
or standard RAL 5010
(lighter than corporate blue colour)

BLACK & WHITE
PMS   BLACK
CMYK   0/0/0/100
RGB   35/31/32
RAL   9005

NEGATIVE
white or
white + PMS 654 or
silvergrey or
silvergrey + PMS 654

1. The logo is always in corporate blue (see colour specifications above).
2. When used in B/W applications, the logo is 100% black.
3. Never change the ratio of the logo.
4. The logo consists of the entire square.
    Never use the components of the square separately.
    (There is one and only one exception when the R can be used as a separate element, and this is on accessories.)
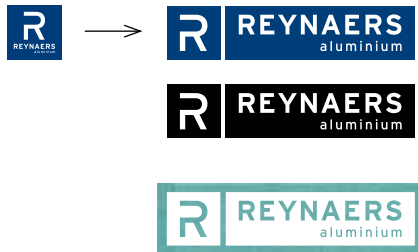
1.   2.   3.   4.

COVER BROCHURE
transparent logo zichtbaar
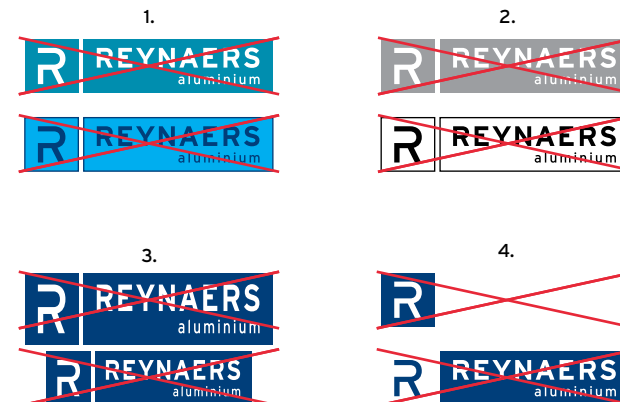
COVER BROCHURE
transparent logo niet zichtbaar

THE HORIZONTAL LOGO

The square logo should **always** be preferred.

The horizontal logo should only be used for **exceptional applications**,
when the logo can't be larger than 15 mm (e.g. pens)

1. The logo is always in corporate blue (PMS 654).
2. When used in B/W applications, the logo is 100% black.
3. Never change the ratio of the logo.
4. The logo consists of the entire composition.
   Never use the elements separately.

1.

2.

3.

4.