



PERIMETRIX

RECOMMENDATIONS FOR
USING THE COMPANY LOGO

KEEPING SECRETS SAFE



OFFICIAL COMPANY LOGO:
PERMISSIBLE OPTIONS FOR USE

1.



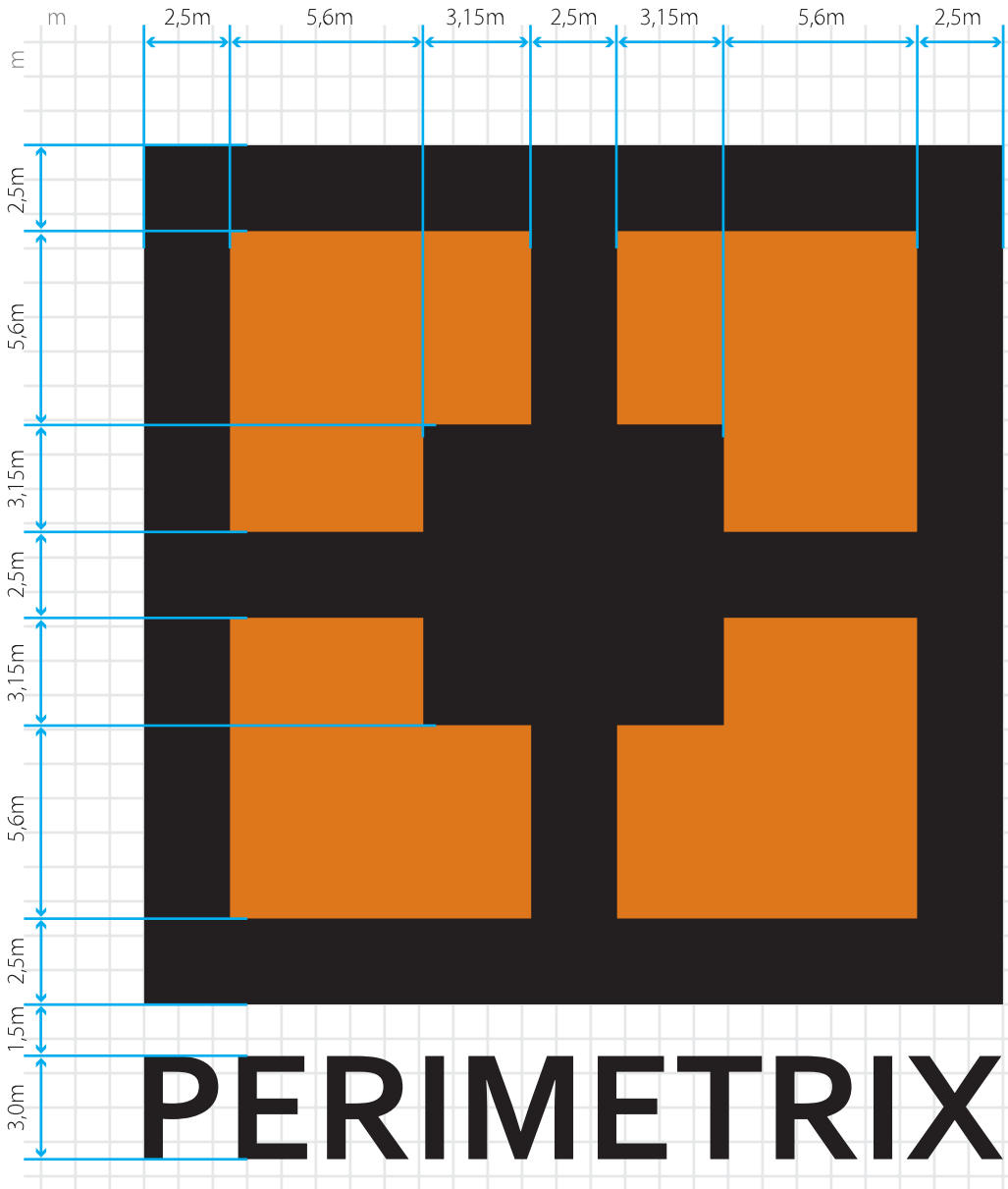
PERIMETRIX

2.



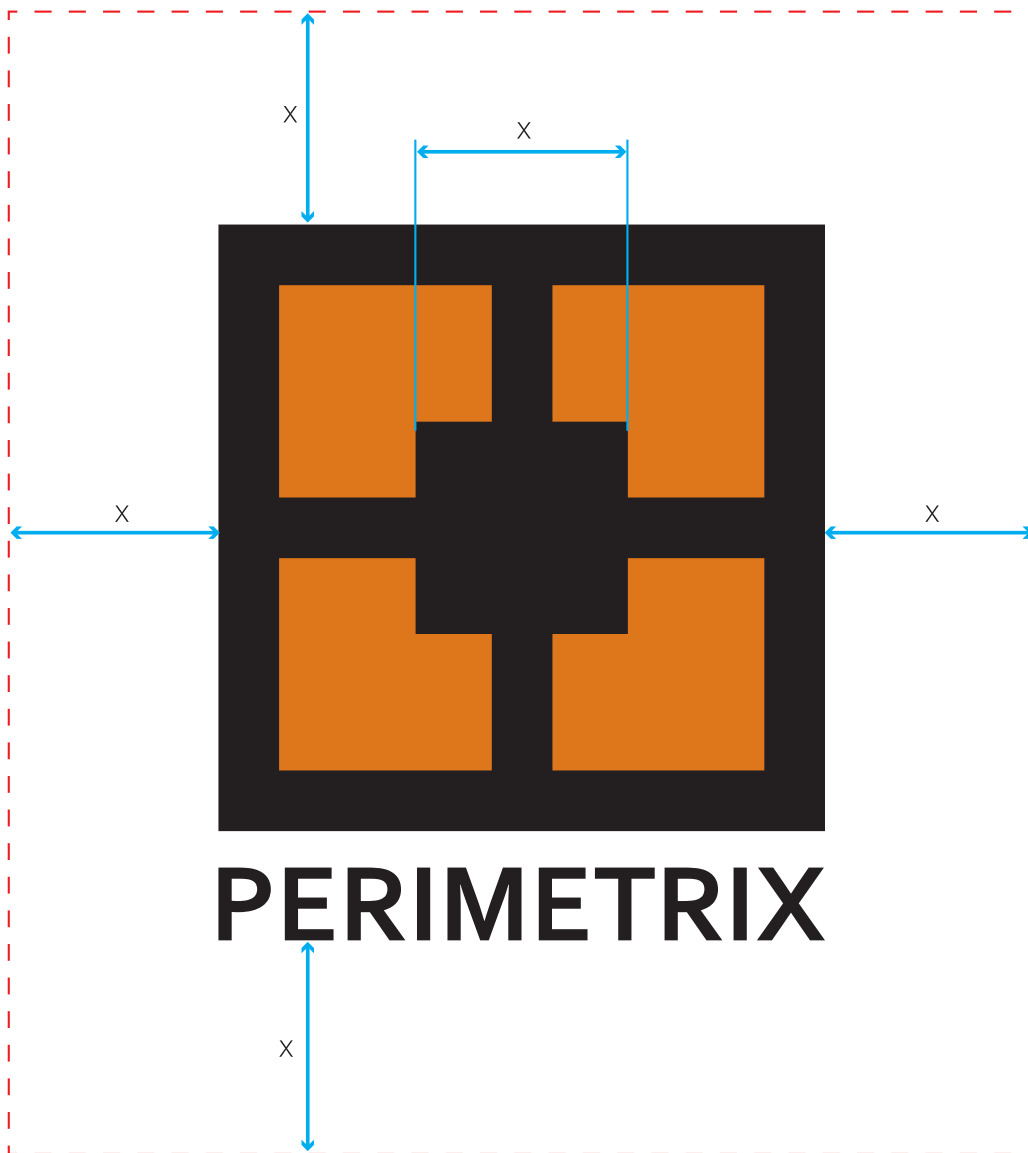
PERIMETRIX

**RULES FOR CREATING THE LOGO:
SIZES AND PROPORTIONS**



**RULES FOR CREATING THE LOGO:
SIZES AND PROPORTIONS**

INDENTS AND INTERVALS OF THE LOGO RELATIVE TO OTHER IMAGES



**POSITIVE AND NEGATIVE COMBINATIONS,
COLOR LOGO**



PERIMETRIX

Orange: Pantone DS 37-1 C (C=0, M=60, Y=100, K=10)
Black: Pantone Black 100% (C=0, M=0, Y=0, K=100)



PERIMETRIX

Negative combination against a dark background
Orange: Pantone DS 37-1 C (C=0, M=60, Y=100, K=10)



PERIMETRIX

One-color version
Black: Pantone Black 100% (C=0, M=0, Y=0, K=100)



PERIMETRIX

One-color version
Tonal inversion



PERIMETRIX

POSITIVE AND NEGATIVE COMBINATIONS,
COLOR LOGO



Orange: Pantone DS 37-1 C (C=0, M=60, Y=100, K=10)
Black: Pantone Black 100% (C=0, M=0, Y=0, K=100)



Negative combination against a dark background
Orange: Pantone DS 37-1 C (C=0, M=60, Y=100, K=10)



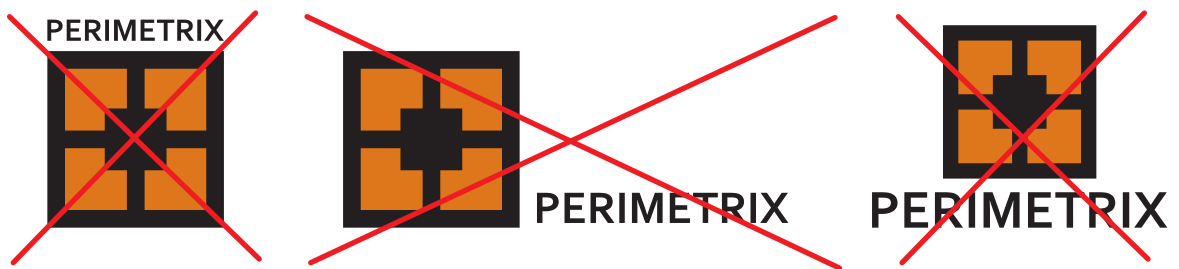
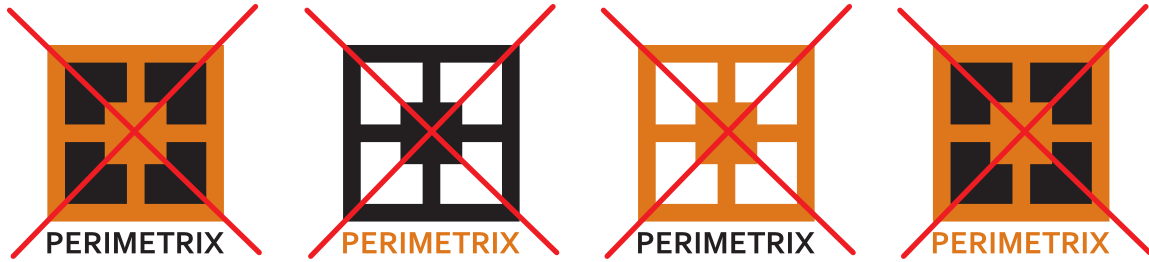
One-color version
Black: Pantone Black 100% (C=0, M=0, Y=0, K=100)



One-color version
Tonal inversion



EXAMPLES OF INCORRECT LOGO USE





Perimetrix Headquarters

45 Michurinskiy Prospekt
Moscow, 119607
Russian Federation

Phone: +7 495 737 99 91
Fax: +7 495 737 99 92

info@perimetrix.com
www.perimetrix.com

KEEPING SECRETS SAFE

