Design Guide – How to use BROEN-LAB's Logo

Primary logo
Use this version on white or light backgrounds and on photos with light faded areas. Can also be used on dark background as long as the background has a neutral colour satuation.

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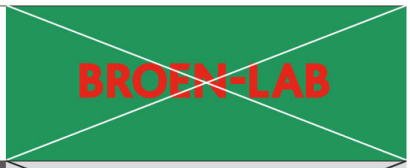

White version
Use this version on dark backgrounds or on dark photos with a high colour satuation far from the primary red colour. Can also be used for black and white situations.

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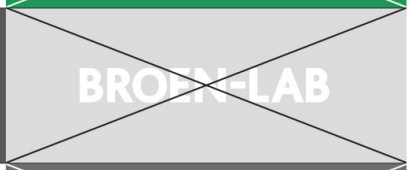

Grey version
Use this version on light backgrounds or on light photos with a high colour satuation far from the primary red colour. Can also be used for black and white situations.

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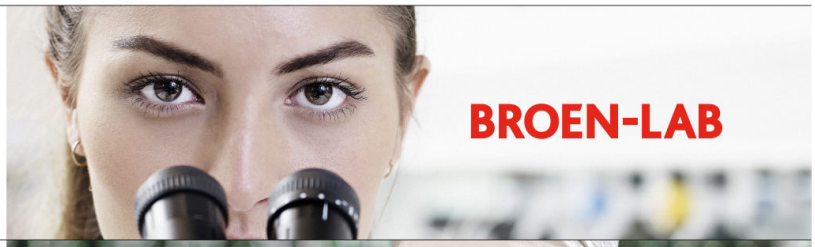
Logo on light photo
Use this version of the logo on light backgrounds with faded details. Can also be used on dark backgrounds, but keep in mind the colour saturation can't be too dramatic.



Logo on dark contrast colour photo
Use this version of the logo on dark backgrounds containing dramatic colour contrast. Beware of green backgrounds in particular.

Primary colour

CMYK 2-94-98-0
RGB 225-37-27
Pantone 485 C

Secondary colours

CMYK 0-0-0-80
RGB 88-88-88

CMYK 6-4-5-2
RGB 239-239-239

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