# Guideline for using Posti logo

posti

# LOGO

The Posti logo is a package. It is a combination of Posti typography, iconography and illustration.

posti

## 1.1
## LOGO

The Posti logo may be used in Posti Orange, black or white.

POSTI LOGO ORANGE

POSTI LOGO BLACK

POSTI LOGO WHITE

# LOGO COLOURS AND FORMATS

Always try to use the vector logos if possible. Try to avoid using the logo in picture formats.

As printing methods are different for different print jobs, always consult your printing provider which logo colour option (Pantone or CMYK) they require for printing.

**NOTE!**

**WHEN USING ORANGE IN PRINT:**

Always try to match every orange to PMS 1375 U (Uncoated)!

Try to select only uncoated materials for printing.

This is the best way to guarantee good quality for orange colour.

## FOR PRINTING

### PANTONE

**ORANGE LOGO:**

PMS 1375 U (Uncoated): Use this logo when printing on an uncoated paper or surface.
The use of PMS 1375 C (coated) is not recommended!

**BLACK OR WHITE LOGO:**

Consult your print house how to execute these best.

**FORMATS:**

EPS (vector logo): Use this logo to create new, different size logos.

### CMYK

**ORANGE LOGO:**

**Uncoated CMYK:** Use this logo when printing on an uncoated paper or surface.

**Coated CMYK:** Use this logo when printing on a coated paper or surface.

**BLACK OR WHITE LOGO:**

Use the CMYK logos provided.

**FORMATS:**

**EPS** (vector logo): Use this logo to create new, different size logos.

**JPG** (picture format): This is a fixed size logo. Do not scale the logo upwards!

**TIF** (picture format): This is a fixed size logo. Do not scale the logo upwards!

## FOR DIGITAL / SCREEN USE

### RGB

**ORANGE, BLACK OR WHITE LOGO:**

Use the RGB logos provided.

**FORMATS:**

**EPS** (vector logo): Use this logo to create new, different size logos.

**JPG** (picture format): This is a fixed size logo. Do not scale the logo upwards!

**PNG** (picture format): This is a fixed size logo. Do not scale the logo upwards!

**BMP** (pixel format): This is a fixed size logo. Do not scale the logo upwards!

## LOGO
SAFETY AREA

Leave at least space equivalent of half of the letter 'o' around the logo. Do not place anything right next to the logo.

Logo can be aligned left to match e.g. with bodytext.




**POSTI LOGO WHITE**

# LOGO
## MINIMUM AND MAXIMUM SIZES

Note the minimum and maximum logo sizes. Templates already have the correct logo version placed.

If you need the logo in picture format (jpeg, png, tiff etc.), always render a new one from an outline Posti logo Encapsulated PostScript (.eps) file. Never scale a logo in jpeg/png/tiff format upwards.

**Maximum suggested width: unlimited**

**Minimum suggested width: 20 mm**

**POSTI LOGO POSTI ORANGE**

**LOGO**

ORIENTATION AND PLACEMENT

The Posti logo may be placed horizontally or vertically, centred or in a corner. Posti must always be written upwards when placed vertically.

Never place the Posti logo at an angle.

**LOGO**
BACKGROUND COLOUR

The logo may be placed over photography or illustration or over solid colours. Use the appropriate version to ensure readability.

**LOGO**
EXAMPLES OF DON'TS

INCORRECT PROPORTIONS

INCORRECT PLACEMENT

INSUFFICIENT SAFETY AREA

TOO BUSY OR UNCLEAR BACKGROUND

INCORRECT USE OF COLOUR

DROP SHADOW

**LOGO**
CO-BRANDING

The logo must have the equivalent of half of the letter 'o' between it and a co-brand logo. The horizontal co-branding model is preferred.