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# BRIDGES

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MULTI-USER EXTENDED REALITY

LOGO GUIDELINES



## Other versions (on white background)

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Original without claim



Horizontal version



Vertical version



Pictogram



Other versions (on dark background)

Original without claim



Horizontal version



Vertical version



Pictogram



## 1 color versions

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Original without claim



Horizontal version



Vertical version



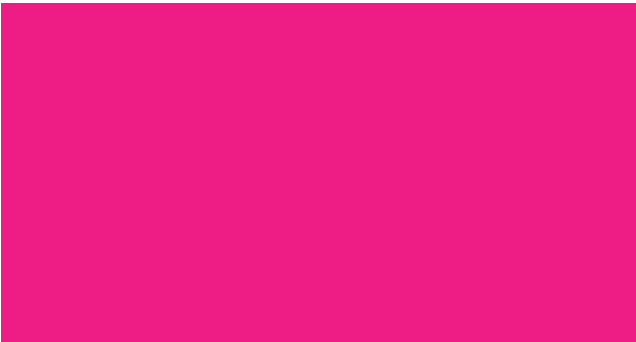
Pictogram



Color palette CMYK



Cyan 95  
Magenta 55  
Yellow 15  
Black 20



Cyan 0  
Magenta 95  
Yellow 10  
Black 0



Cyan 75  
Magenta 10  
Yellow 0  
Black 0

Color palette RGB



Red 0  
Green 76  
Blue 122

#004c7a



Red 228  
Green 12  
Blue 120

#e40c78



Red 0  
Green 171  
Blue 223

#00abdf



## Colors usage



White/light background



Blu/dark background



White/light background (1 color logo)



Blu/dark background (1 color logo)



# Arial

AaBbCc123

Arial Regular

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Arial Bold

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*AaBbCc123*

Arial Italic

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Arial Bold Italic

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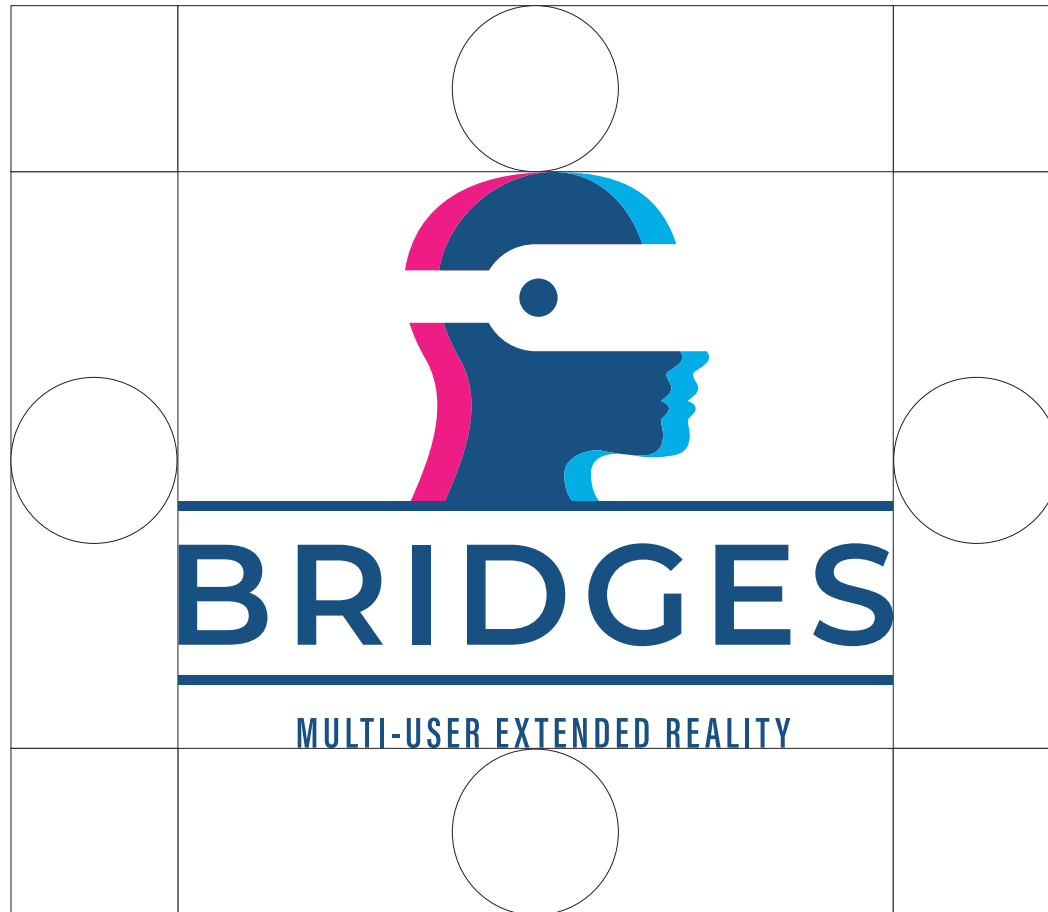




## Exclusion zone

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The logo's exclusion zone is equal to half the height of the pictogram.  
Leave a clear space area around the logo and isolate it from other visual elements.



## Unacceptable usage

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A.



Do not stretch vertically or horizontally

B.



Do not tilt/rotate vertically or horizontally

C.



Do not change colors

D.



Do not add shadows



[www.bridges-horizon.eu](http://www.bridges-horizon.eu)