Master logo

This is the Master logo that should be used across different formats in the ways outlined in this document.

Identity positioning

The Pillar logo should always be surrounded by a minimum area of space. The area of space ensures that headlines, text or other visual elements do not encroach on the logo. The area is defined by using the letter 'P' of the logo.

It is advised to align the logo to the top left corner of the page, using the 'P' distance from the page edges.

Minimum logo size

The minimum logo size is 25mm in width typography elements. However, if necessary to use an even smaller logo version, the typographic element has to be taken off and the logo width can not go smaller than 10mm in width.
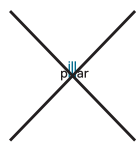

45mm

35mm

25mm

15mm

10mm

5mm

Incorrect identity usage

The following examples below show the incorrect use of the Master logo. It is not allowed to stretch, change the colour, outline or change the font of the logo.

Logo size on different formats

When using the Master logo across different formats, it's important to follow the freespace rule. However, the size of the logo can vary depending on the format.

Here you can see a selection of standart paper formats and the relative size of the logo. These proportions should be used whenever possible.

However if paper size is bigger than A1, the logo size must go bigger following previouse proprotions and using letter 'p' from the Master logo as a free space.

Logo width according to paper size:

A1 / 100mm   A4 / 45mm

A2 / 85mm   A5 / 35mm

A3 / 65mm

Identity colours

The Pillar logo uses a specific set of colours. This helps to avoid a random use of colour selections across different formats. These generic colours are part of the core identity and should be used wherever possible.

Light Blue (Pantone 628 C)
Light Blue (Pantone 628 U)

Light Blue (CMYK) C:23 M:0 Y:8 K:0
Light Blue (RGB) R:193 G:226 B:229

Light Blue (HTML) C1E2E5

Blue (Pantone 634 C)
Blue (Pantone 634 U)

Blue (CMYK) C:100 M:13 Y:10 K:40
Blue (RGB) R:0 G:104 B:144

Blue (HTML) 006890

Black

White

Logo use on solid colour background

The following schematics below show how to use the Master logo on a colour background. The preferred background colour for the Master logo is light blue.

Logo use on different colour background

The schematics below show how to use the Master logo on a non-brand colour background or an image background where the Master logo has a contrast to stand out.

Incorrect use of the logo on colour background

Here you can see examples of an incorrect use of the Master logo on different backgrounds where the Master logo have no contrast with the background.