

# Brand Guidelines



[Black logo on white bg.ai](#)

[White logo on black bg.ai](#)

[Black logo on transparent bg.png](#)

[White logo on transparent bg.png](#)



Use the LaMetric logo in two colours: primary black and white.

The preferred way to use the LaMetric logo is over a white background.

Please observe the clear space around the logo to maximize visual effectiveness. Nothing should intrude into this specified clear space.

1.



2.



3.



4.



5.

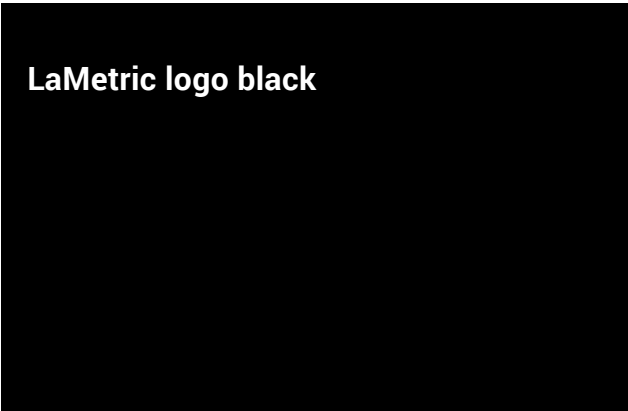


6.



**DON'T:**

1. Scale the logo unproportionately.
2. Change logo's orientation.
3. Add a stroke.
4. Add extraneous effects to the logo. This includes but is not limited to: bevel and emboss, lighting effects, drop shadows and gradients.
5. Attempt to recreate the logo.
6. Change the logo colours.



**LaMetric logo black**

CMYK 73; 67; 66; 83;

RGB 17; 17; 17;

HEX #111111

For printing LaMetric logo in black colour use **Pantone Black 6 C**



**LaMetric logo white**

CMYK 0; 0; 0; 0;

RGB 255; 255; 255;

HEX #ffffff

For printing LaMetric logo in white colour use **Opaque white**