BASIC ELEMENTS LOGO

BRAND GUIDELINES

How to use the guideline

Rightware logo is a very important asset to represent our brand. This guide-line is designed to help you use our Rightware logo, which must always be used to identify Rightware corporate, Rightware products or services. This guideline will introduce our logo design, give illustration of how "to use" and "not to use" Rightware logo.

Logo Introduction

Rightware logo consists of a marque "R" and RIGHTWARE logotype either on the right or below.

Logo Color

Our primary corporate logo color is green for marque and black for logotype RIGHTWARE, which we recommend you to use in most of the cases. Addition-ally, we also provide black, grey and white versions just in case of some special occasions where you have to use certain colors. Rightware logo can be used only on solid background unless other permission is granted.

Changes of the logo colors are not permitted.

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Background Color Requirement

Black background White Logo
Grey background White logo
Light grey background Black logo
White background Green logo or Grey logo
Other background: White or black logo

Safe Area

Logo Safe Area is logotype x-height

Scale Instruction

Smallest accepted logo size is minimum width of 90 pixels (72dpi)

Usage Guidelines

Do
- Modify the logo to meet your needs, but only with scaling and trimming transparent pixels.
- Keep the logo safe area free of any other elements.

Don't
- Distort logo
- Change the color of logo
- Use grey or green on colored bacground

No distortion

Logotype always black with colored marque

All white on color back-ground