



LOGO GUIDELINES (ENGLISH)

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LOGO



The babytime logo consists of small 'b' symbol and eight specially drawn letterforms. These symbol and their relationships must never be altered or modified in any way.

The babytime logo is most effective when positioned in clear space, which helps to protect its integrity.

PROTECTED AREA

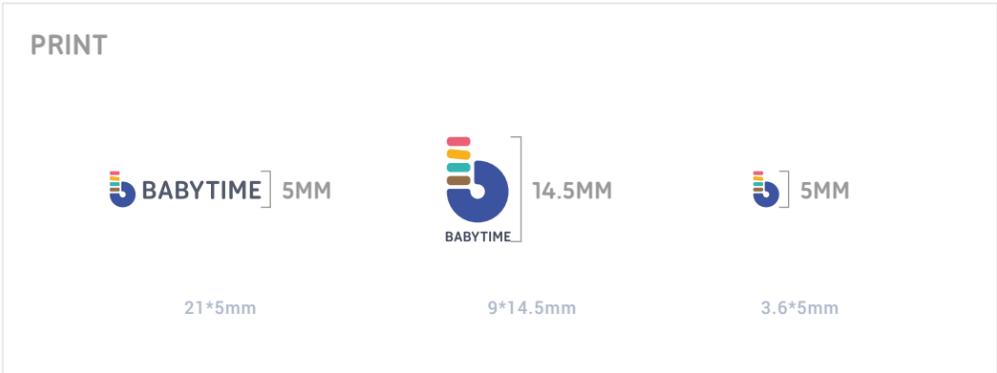


PROTECTED AREA



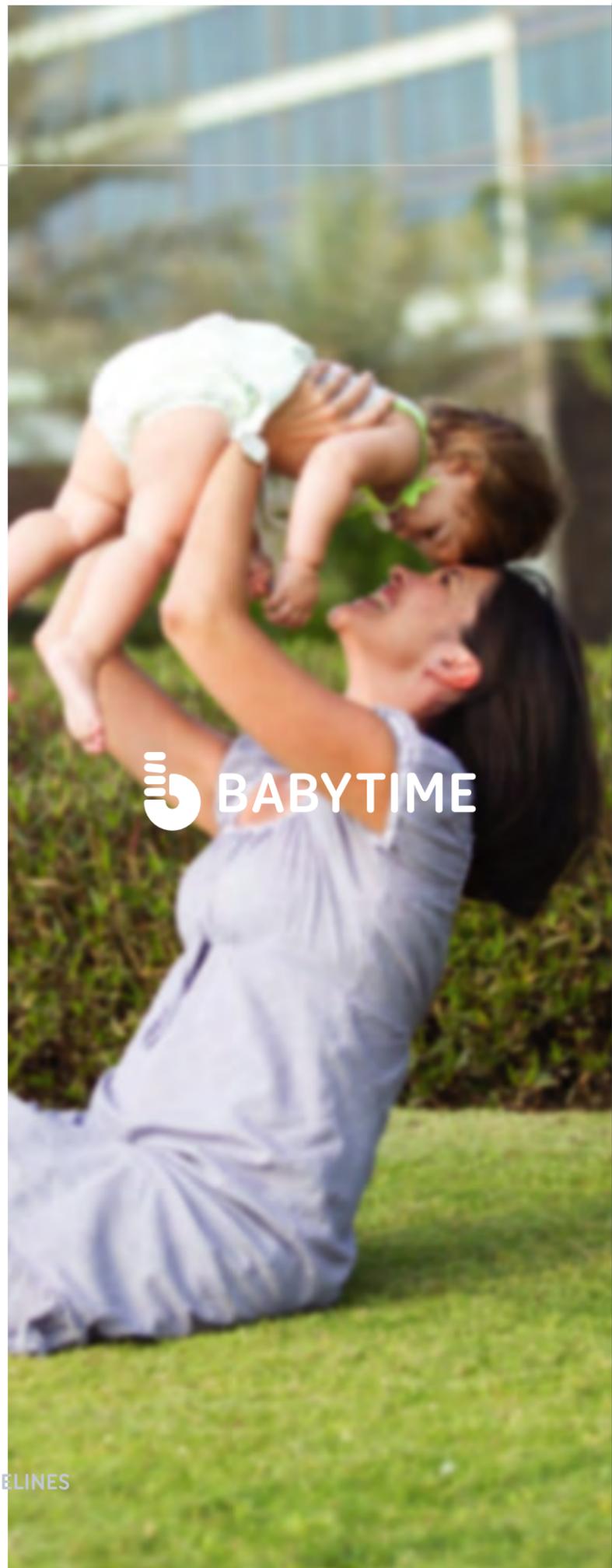
# SIZES

## MINIMUM SIZES



It is important that all parts of the identity can be easily read in every application. For this reason, the logo should not be reproduced smaller than the sizes specified here. There are no maximum size restrictions as long as the clear space requirements are met.

COLOR

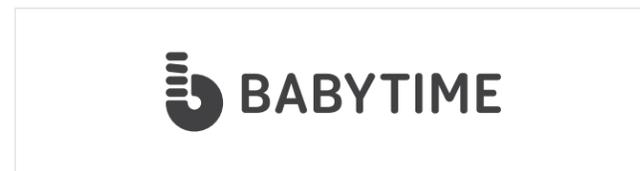


# VARIATIONS

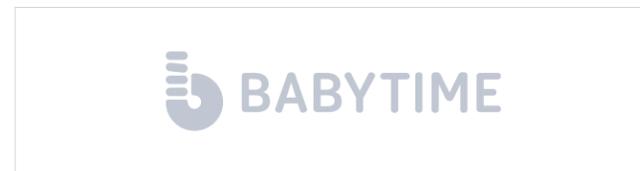
## MONOCROME LOGOS



WHITE LOGO  
ON SMART BLUE BACKGROUND



BLACK LOGO (BLACK 90%)  
ON WHITE BACKGROUND



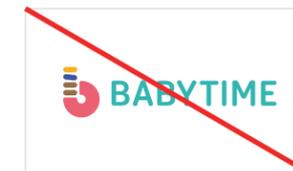
GREY LOGO  
ON WHITE BACKGROUND



0 40 100

IF THE BRIGHTNESS OF THE BACKGROUND COLOR IS BELOW 40%, USE THE POSITIVE (SOLID, BLACK) LOGO.  
IF THE BRIGHTNESS IS ABOVE 40%, USE THE NEGATIVE (SOLID, WHITE) LOGO.

## INCORRECT LOGO USAGES



## DON'T

1. Change logo's orientation.
2. Add extraneous effects to the logo.
3. Change the logo colors.
4. Attempt to recreate the logo.
5. Scale the logo unproportionately.
6. Place the logo on backgrounds that provide insufficient contrast.