



# THE CATELLA LOGOTYPE

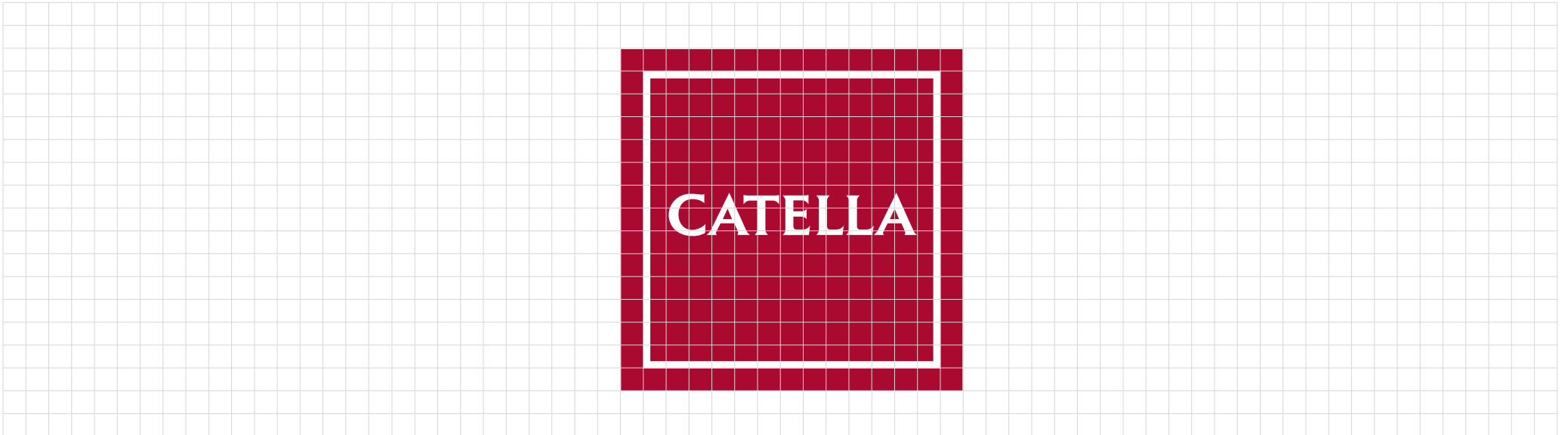
The Catella logo is our primary visual distinguishing mark. It is the common symbol for all Catella companies.

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### THE CATELLA LOGOTYPE

The Catella logo comprises a red framed square with the wordmark Catella inside. Always use all the elements together as shown, do not rearrange or alter the logo in any way. The logo uses hand-drawn letters which can never be replaced by a regular font.



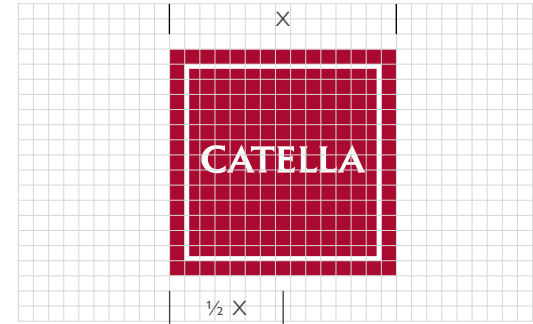


## CLEAR SPACE

**A**lways maintain the clear space around the Catella logo. No graphic element or text should be allowed to interfere with the clear space. The logo must not be placed closer to an edge than 7 mm or, if  $\frac{1}{2} X$  exceeds 7 mm, whatever the clear space requirements stipulate. The minimum amount of clear space required around the logo is equal to  $\frac{1}{2} X$  ( $X$ =total length of the Catella logotype).

## MINIMUM SIZE

**E**nsure that the logo meets the minimum size requirements that are crucial for brand visibility. Shrinking it too much compromises legibility, detail, and impact, making it ineffective in various applications. The logo represents our brand's identity and should command attention. Respect the minimum size guidelines to maintain a strong visual presence and convey a professional image.



Minimum clear space =  $\frac{1}{2} X$



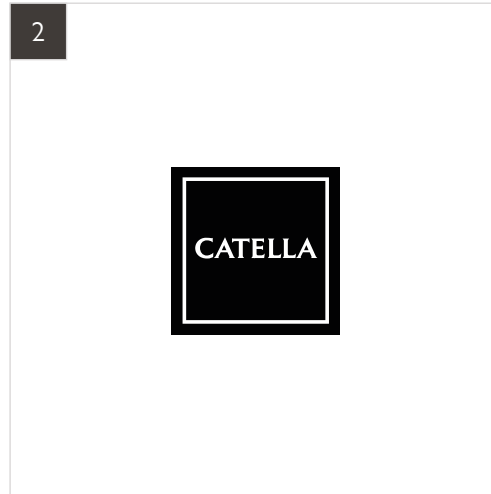
The minimum width for the Catella logo is 10 mm wide. Be sure to always maintain proper proportions when scaling the logo.



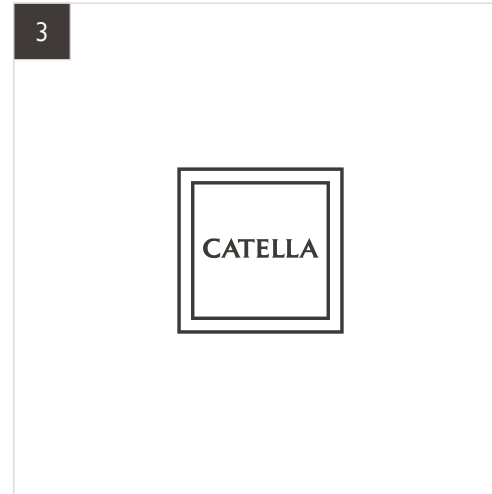
## LOGOTYPE VERSIONS



1. Catella Primary Logotype. Our main objective that the Catella color logo should be used at all times.



2. Catella Primary Logotype Singel Color Black. The black logo is used only in media which absolutely cannot reproduce color, e.g., black and white print.



3. Catella Negative Black logotype.



4. Catella Negative White logotype.

**T** he logotype should never be reduced/enlarged disproportionately, either vertically or horizontally. Always use the logo in equal proportion to its width and height. The logo should never be reduced/enlarged disproportionately, either vertically or horizontally. Always use the logo in equal proportion to its width and height.



Download the correct version of the logotype in all formats on Catella's intranet.