



Guidelines for using E100 Logo Sizes in Various Advertising Media



The height of the logo in digital media is equal to the margin from the edge of the advertising medium, whilst ensuring that the logo's proportions are maintained.

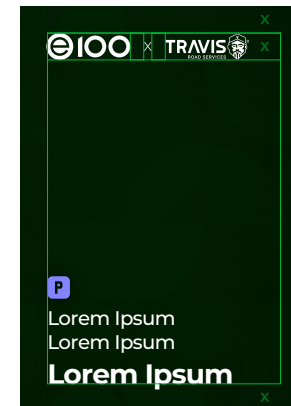
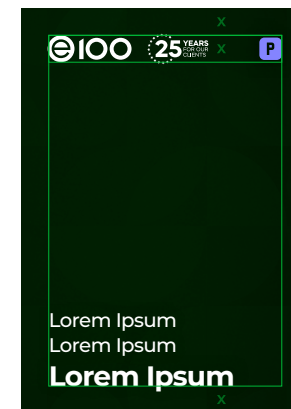
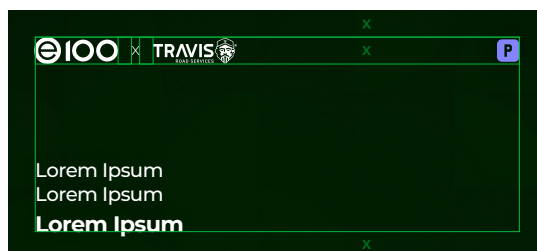
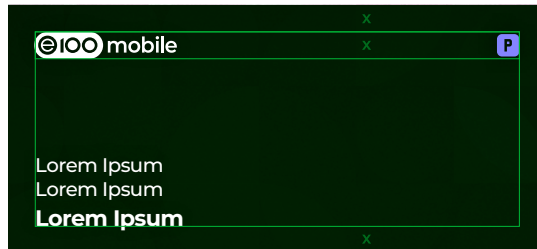
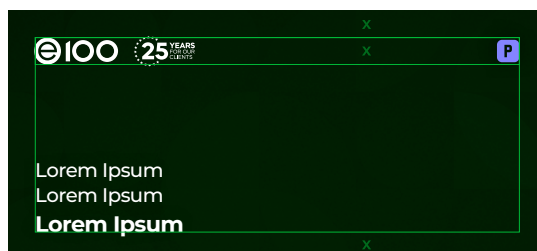
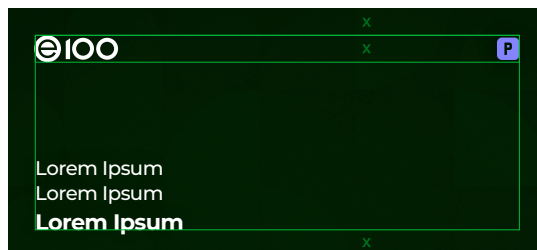
For a medium width of 1200 px, we recommend a logo height and margin of 80 px.

It is not recommended to change the size of the logo or the margins for different devices. For example, in the email header, the logo height should remain the same for both the desktop and mobile versions.

Email variation

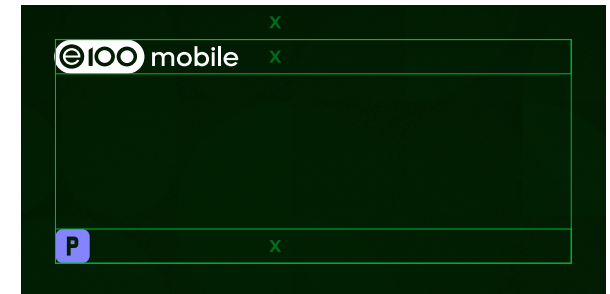
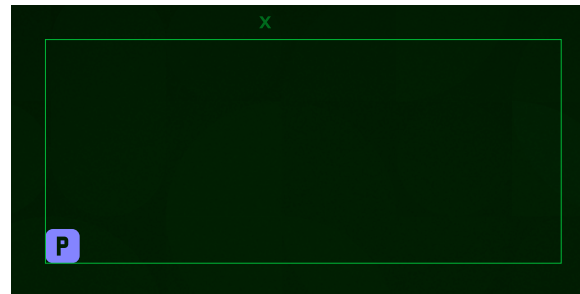
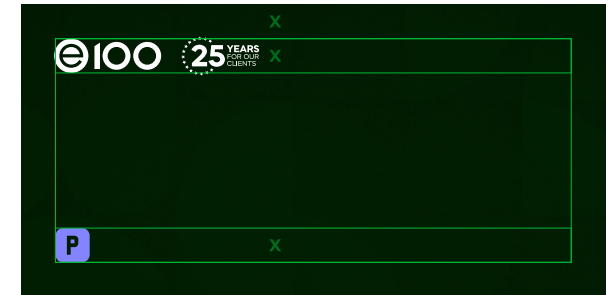
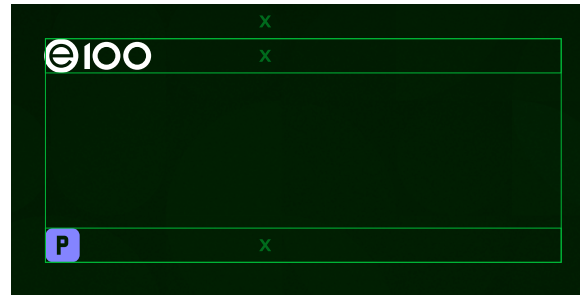
X=60px

Digital



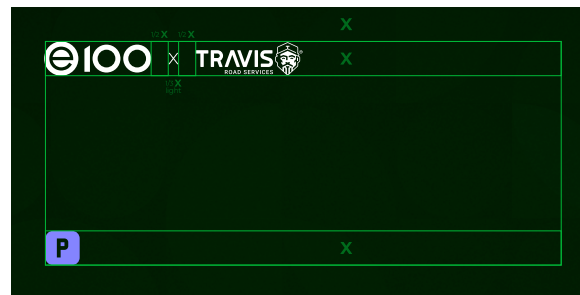


Digital



PUSH variation

X=60px

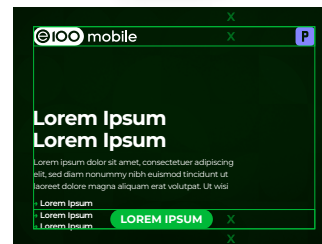




Digital

POP UP variation

X=48px





Digital

1080x1080 X=80px



1200x1200 X=90px



1:1 variation



Digital

4:5 variation

X=80px



9:16 variation

X=80px

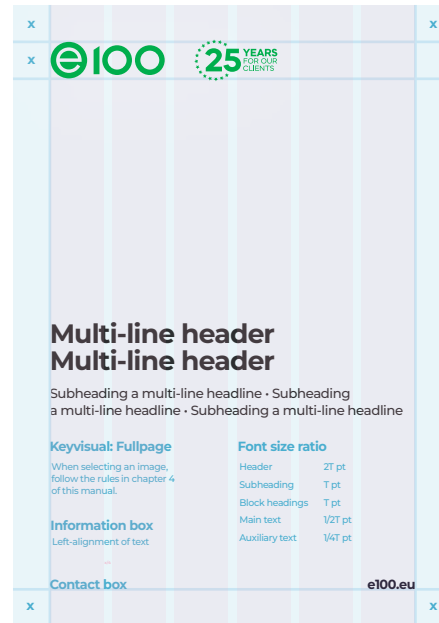




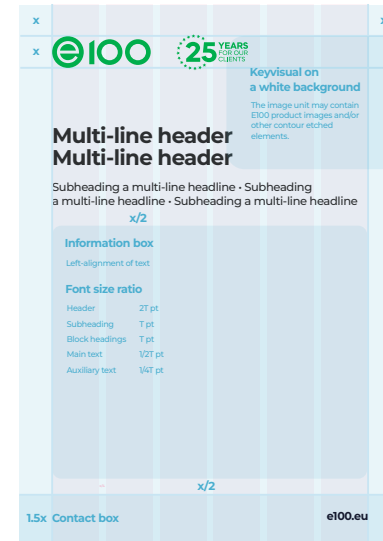
The height of the logo in printed materials is determined using the same principle and is equal to the margin from the edge of the advertising medium, whilst ensuring that the logo's proportions are maintained.

Print

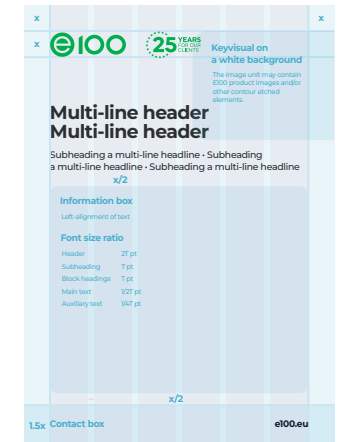
A4



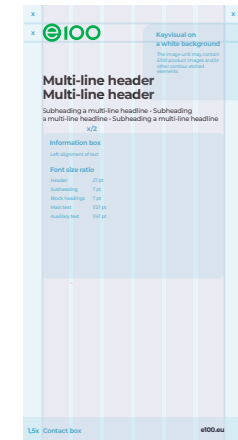
B5



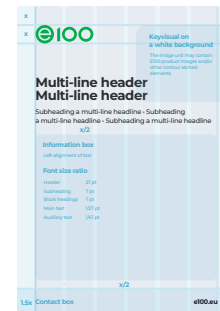
A5



DL



A6

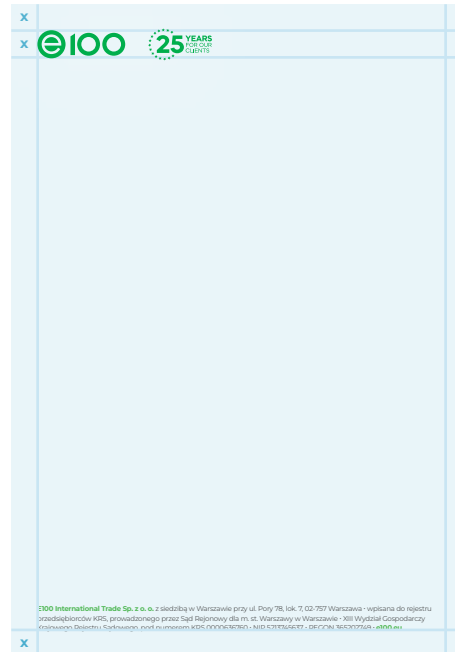




Print

In printed materials such as letterheads, folders, envelopes and business cards, the size is determined by the same rule and is equal to the margin from the edge of the printed material, whilst ensuring that the logo's proportions are maintained.

Letterhead



Envelop



Business Card





For standard roll-up banners with widths of 800/1000/1200 mm, the height of the logo must be at least 80 mm, centred on the roll-up banner with a margin from the top edge equal to the height of the logo.

Rollups

