

Brand Guidelines



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

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



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

[Download icon](#) 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.

LaMetric

2.

LaMetric

3.

LaMetric

4.

LaMetric

5.

LaMetric

6.

LaMetric

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**