



Logo Usage Guideline

Auterion AG | Giesshübelstrasse 40, 8045 Zürich, Schweiz |

01_Logos Overview

Use .png or .eps files:

- > Auterion_Official Logo_Orange_RGB.png
- > Auterion_Official Logo_Orange.eps
- > Auterion_Logo_White_RGB.png
- > Auterion_Logo_White.eps
- > Auterion_Logo_DarkBlue_RGB.png
- > Auterion_Logo_DarkBlue.eps



02_Usage on Backgrounds

When placing the logo on an image, color or pattern, it is essential that there is enough contrast between the logo and the background. The logo must not be placed on backgrounds that distract from or compete with the logo.

1_Auterion official Logo_Orange



DO only use the logo on white or dark blue or black background



DON'T use on pictures, colored / multicolor backgrounds or background with low contrast.



02_Usage on Backgrounds



DO only use the logo on dark or colored background



DON'T use on pictures and multicolor backgrounds or backgrounds with low contrast



03_Clear space

Whenever you use an Auterion Logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.

The clear space is already part of the Logo file (transparent space around logo) and must be taken into consideration:



04_Alterations

The Auterion Logos must not be redrawn or altered in terms of its appearance, components, colors, proportions, or any other property.

 **DON'T** alter the Logo in no way

