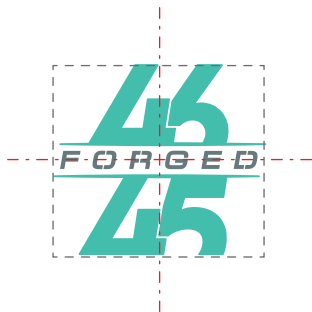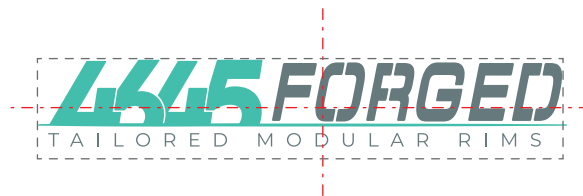# 4645 FORGED LOGO GUIDELINES

Different logo formats

The square shape should be used when space is limited in relation to the general size of the medium where the logo is used.

The small rectangle shape is used when space allows the logo to be clearly legible. This form is your primary choice.

The elongated rectangle shape is used when the space allows the logo to be clearly legible. This form is the primary choice for large distances and large surfaces.
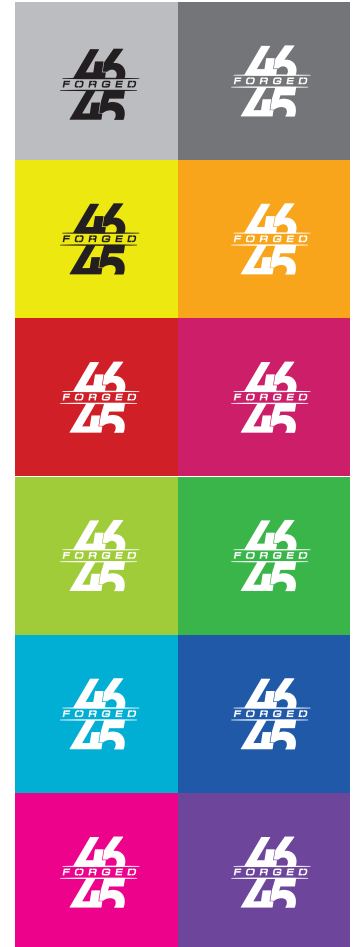
4645 FORGED LOGO GUIDELINES
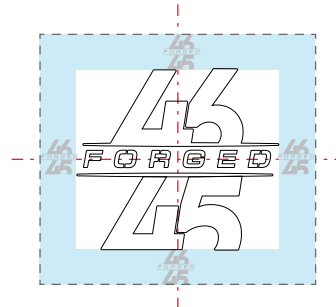
Logo to be used only on **light backgrounds**

Logo to be used only on **dark backgrounds**

When logo printing is one color, this criterion must be observed

PANTONE 333 U COLOR
CMYK C 66% M 0% Y 39% Z 0%
RGB R: 0 G: 215 B: 187
HEX #51BAAD

PANTONE P 174-8 C
CMYK C 57% M 37% Y 38% Z 19%
RGB R: 111 G: 127 B: 130
HEX #6F7F82

PANTONE 333 U COLOR
CMYK C 66% M 0% Y 39% Z 0%
RGB R: 0 G: 215 B: 187
HEX #51BAAD

PANTONE 7480 UP
CMYK C 43% M 22% Y 27% Z 04%
RGB R: 156 G: 175 B: 177
HEX #9CAFB1

IMPORTANT ANNOTATION

The coloring criterion in relation to the method, the color profile of the files and the background color must be applied to all logo formats.

- In case of vertical alignment and centering use the center of the **"Forged"** lettering.
- Always leave a space equal to **1:7 of the logo width** around it.
  Example with 4645 Forged 50 mm logo:
  50:7 = **7 mm space per side**