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Please follow these guidelines when using the Logo:

1. The shape of the Logo design is precisely defined and unchangeable in its proportions.

2. In 4-Color-Printing, the Logo is always printed with its shine and shadow effects.

3. If 4-Color printing is not available, please apply the guidelines from Chapter „The Logo for Different Reproduction Techniques“.
The Use of the Logo in Partner-Publications

In order for the image of AV-Comparatives to be consistently represented please apply the following rules.

1. A distance of 20% of the Logo width is required between the logo and any other elements.

2. The Logo should not be covered by any other design elements.

3. The Logo should not be scaled to less than 10mm width and height.
The Logo for Different Reproduction Techniques

In order to achieve optimal performance and effect of the brand image there are some rules to follow for different typographic requirements.

1. 4-Color-printing:
The Logo will be printed with its shine and shadow effects in order to obtain an impression of high plasticity.

   Color Scale: Euroscale

2. 4-Color-Printing:
If the media does not allow the shine and shadow effect, or the result would be of poor quality, the flat-looking version of the Logo may be used.

3. 1-Color-Printing:
The above rules apply as well to 1-Color-Printing.
Besides the Logo, the typeface is another component of the corporate design of AV-Comparatives. ITC Officina Sans is used as a typeface for all printed materials such as brochures, advertisements, posters, aso. This typeface’s elegance and poise reflects the AV-Comparatives brand quality.

Lorem Ipsum


The Color Scale

The inks are defined according to the Pantone color system. If Pantone colors are not available, they are still to be considered as reference. The table below contains the corresponding color names and codes in the standard color scales.

<table>
<thead>
<tr>
<th>Pantone</th>
<th>CMYK</th>
<th>HKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Orange 021</td>
<td>0/50/90/0</td>
<td>6</td>
</tr>
<tr>
<td>276</td>
<td>100/100/30/50</td>
<td>38</td>
</tr>
</tbody>
</table>