

Corporate Branding Guidelines

Logo Usage

The Lavasoft logo should be used only in the format it is provided to you by Lavasoft and may not be altered in any way.

Logo Formats

Depending on if you are going to use the logo in electronic or printed media, it is available in different image formats, with different usage instructions.

Use in Electronic Media

When designing for electronic media, with the exception of Flash, please use the PNG-formatted logo.

Note!

When used on a web page (or HTML-formatted e-mail), the logo may not under any circumstances be scaled by setting the width or height arguments in the HTML tags or in the CSS code. Should you require the logo in size other than those that have been provided to you, please contact Lavasoft and we will supply you with it.

If you want the logo image to link to the Lavasoft web site, please make sure that the border value is set to 0, so that no border is visible around the image.

Use in Printed Media

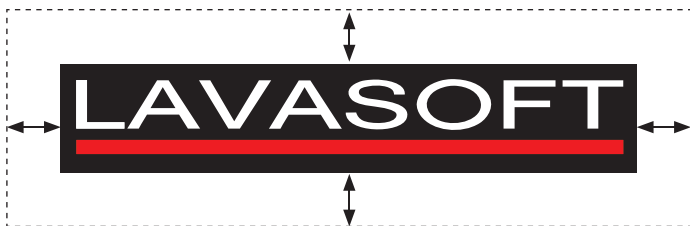
When designing for print or Flash, please use the EPS-formatted logo.

Note!

As EPS is a vector-based format you may scale this logo as long as it retains its original proportions.

Logo Margins

Please allow a margin around all sides of the logo that is at least half the logo's height; e.g. if the logo is 30 pixels high, allow for a margin of 15 pixels on each side of the logo.



Keep adjacent graphical elements or text outside the required logo margins.

Guidelines

The logo is intended to be used exactly in the format it is provided to you by Lavasoft. It may not be skewed, rotated or manipulated in any way that causes its proportions to become distorted. The colors of the logo may not be changed in any way.



Do not rotate, skew or scale the logo



Do not place the logo over backgrounds that are too busy.



Do not use the inversed logo over dark backgrounds

Colors

The colors of the Lavasoft logo are black, red and white and have the following color codes.

	RGB	CMYK
■	#000000	0% 0% 0% 100%
■	#FF0000	0% 100% 100% 0%
□	#FFFFFF	0% 0% 0% 0%

Logo Lineup

The following Lavasoft logos are currently available.



lslogo-cmyk.eps



WWW.LAVASOFT.COM

lslogo+url-horiz-cmyk.eps



WWW.LAVASOFT.COM

lslogo+url-vert-cmyk.eps



lslogo-inv-cmyk.eps



WWW.LAVASOFT.COM

lslogo-inv+url-horiz-cmyk.eps



WWW.LAVASOFT.COM

lslogo-inv+url-vert-cmyk.eps

Font Usage

The font used for Lavasoft marketing materials is Gill Sans.

Gill Sans Light

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Light Italic

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Gill Sans Regular

1234567890
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Contact Information

To get more information about Lavasoft press and marketing activities, sign up for press releases or download the Lavasoft Press Pack, please visit <http://www.lavasoft.com/company/press/> or contact us at press@lavasoft.com