

Logo

Baumit

Spacing Design:

The white space around the logo corresponds to the distance (A) from the left edge of the red square to the „T“ and of the M to the upper line of the U's or T's in the logo.

Color / Logo red square:

CMYK 100m/100y
RAL 2002 Vermillion
NCS S1080-Y90R
Pantone® Coated 1795 C
Pantone® Uncoated Bright Red
(or HKS Uncoated HKS 13 N)

Color / Logo font:

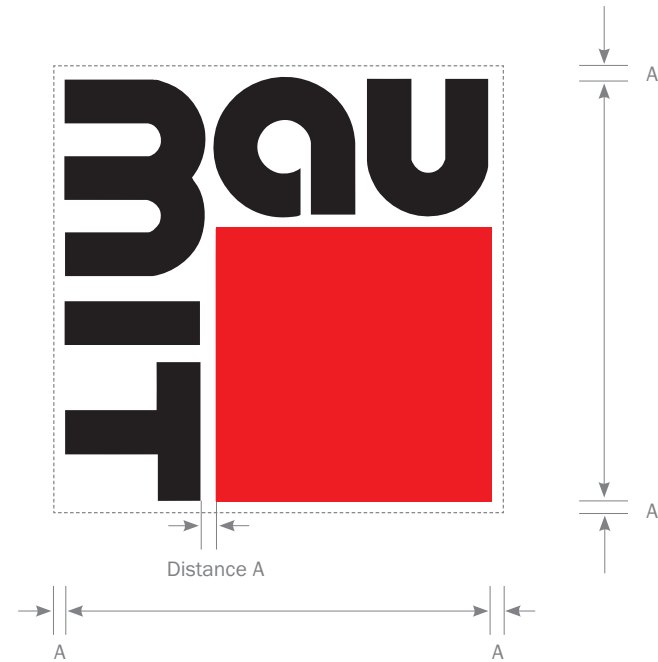
CMYK 100k
HKS Uncoated = HKS N 88

If the logo is difficult to read through the background, there are the following options:

- glow effect (intensity 80%, size: 2 mm, spread: 10%)
- SINGLE COLOUR silver
(Pantone Cool grey 8c, HKS 92, Ral 7046, NCS S4502-R)
- SINGLE COLOUR white

Caution:

It is not allowed to use the logo in other color variations e.g. „Baumit“ in White with Red Square.



VARIATIONS (ON DARK BACKGROUND):



Standard



Glow effect



Single color use

Logo

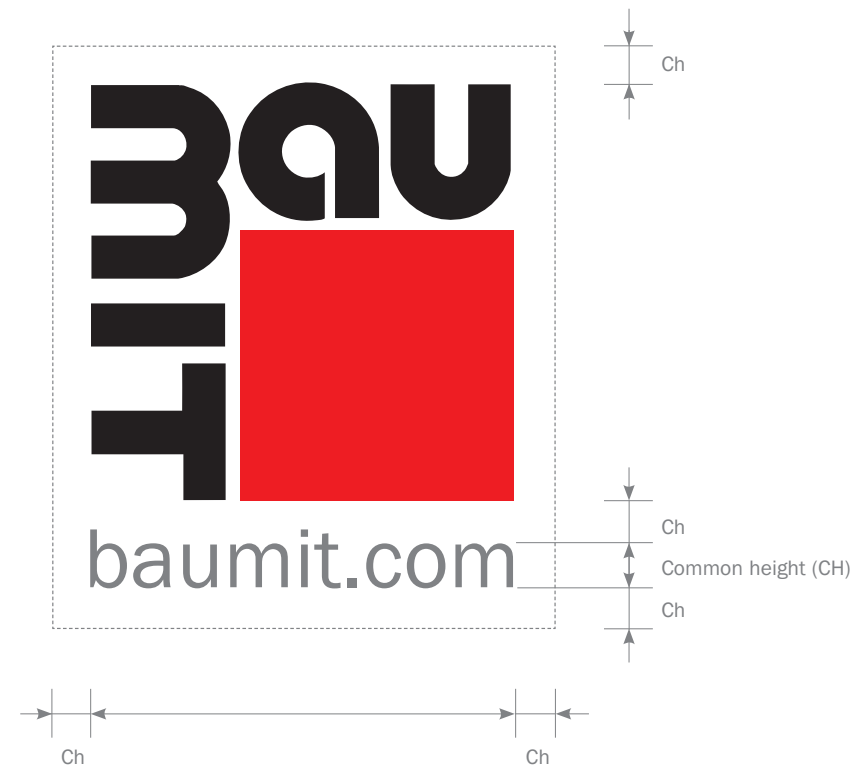
Baumit with appendix

Basically, the logo around the appendix
of the Internet address has to be expanded
flush with the logo.

The local Internet address must never
be used under any circumstances!

Logo addition = 4c 60% black,
Pantone cool grey 8c, HKS 92, RAL 7046, NCS S4502-R

Caution: In exceptional cases, such as with screen print
on give aways, the appendix
might be printed in 100% black,
due to technical reasons.



VARIATIONS (ON DARK BACKGROUND):



Standard



Glow effect



Single color use