

# Rampiva Logo Usage Guidelines

## Format

We provide the logos in vector format (SVG) and bitmap format (PNG). Whenever possible, use the vector format. If you require the logo in a different format, please send a request to [info@rampiva.com](mailto:info@rampiva.com).

## Versions

We have two versions of the color logo. Use the Positive version on light or white backgrounds. The Negative logo may be used on dark color backgrounds, as well as dark areas within photographs.



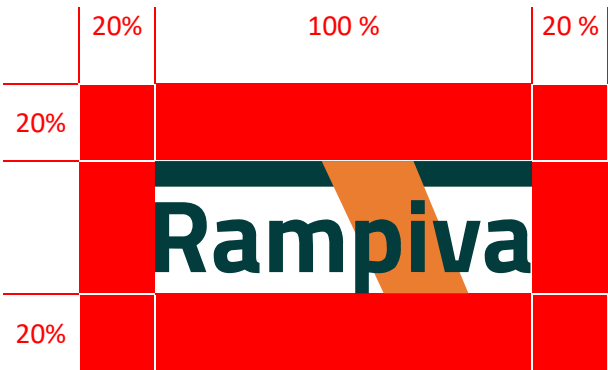
*Positive*



*Negative*

## Staging

A minimum clear space of equivalent of 20% of the logo width must be used on all corners of the logo.



## Size

The width of the logo must be at least 72 pixels for on screen, and 50.8 mm (1") for print.

## Other Requirements

- The logo must be used as provided by Rampiva with no changes, including but not limited to changes in the color, proportion, or design, or removal of any words or artwork. The logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

- The logo may not be used in a manner that would disparage Rampiva or its products or services.
- The logo may not be displayed as a primary or prominent feature on any non-Rampiva materials. Companies using the logo pursuant to these guidelines must also display in the primary and more prominent position, their own logo(s), business name, product names, or other branding.
- The logo may not be imitated or used as a design feature in any manner.

## Examples of Incorrect Usage



*Do not change logo aspect ratio*



*Do not add effects such as shadows or gradients*



*Avoid background that provide insufficient contrast*



*Do not use on busy backgrounds*



*Respect minimum clear space*



*Do not make logo a single color*