



## The gridscale logo

### >> Primary logo

Flexibility is one of gridscales main keyvalues. The gridscale technology allows you to keep your flexibility by offering scaling during operation. Scalability means flexibility and this is so important to us, that we decided to call our company *gridscale*.

The primary logo consists of two elements: First a figurative mark and second a word mark. The figurative mark shows scalability in an iconic way and is the heart of the logo. The word mark shows the name »gridscale« written in lowercase letters.

**Important:** gridscale is always written in lowercase letters!

*The primary  
gridscale logo  
should be used  
in all cases  
possible, unless  
shape or length  
create an issue.*



# gridscale



## The gridscale logo

### >> Secondary logos

Just as the logo itself suggests the idea of flexibility, our brand offers flexibility. Even though the primary logo should be used whenever possible, there of course can occur szenarios where the primary logo is not able to fit in.

Therefore we offer two secondary logos: The vertical version (top) is created to fit into narrower spaces. The figurative mark (bottom) is perfect to be used in very small spaces – i. e. as a favicon – or as a graphic element.

#### **Vertical version**

*This version should only be used if there is not enough space or when something more square is needed.*

#### **Independent Icon**

*The icon only version should only be used, if one of the other versions are already shown on the branding material. It's also possible to use it as an graphic element.*

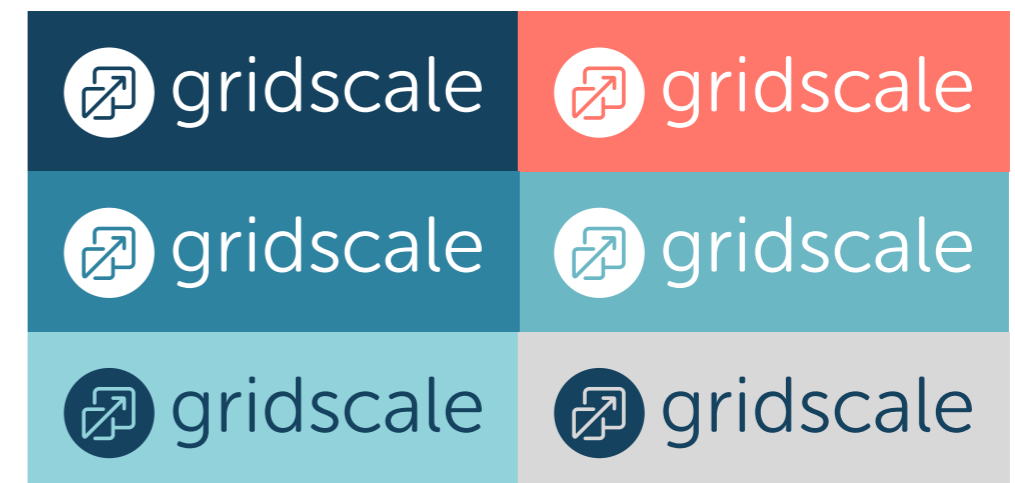
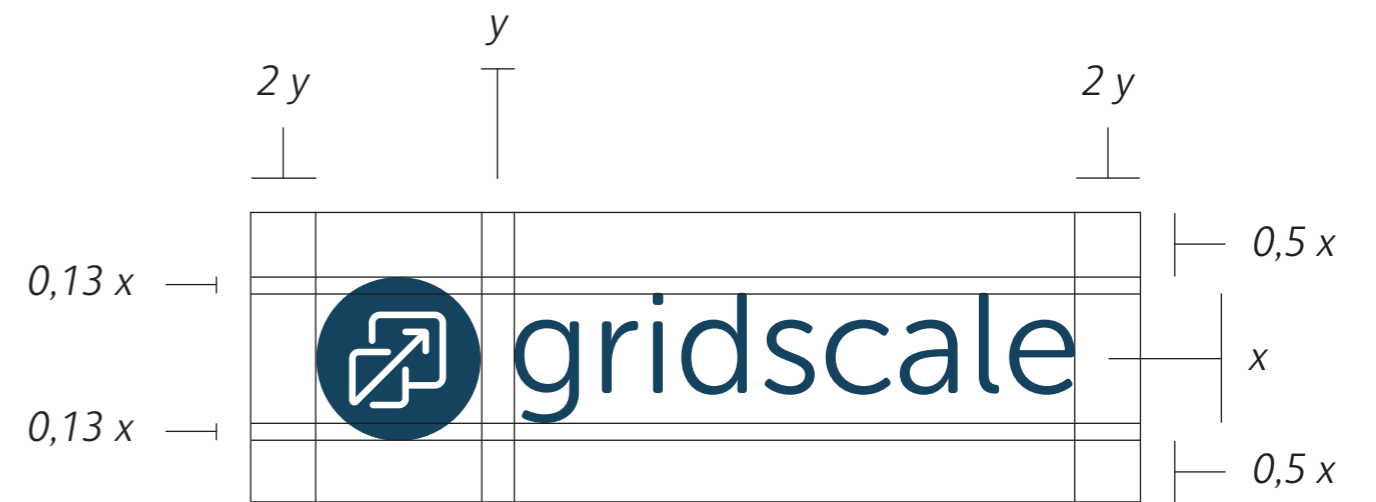
# The gridscale logo

## >> The Do's

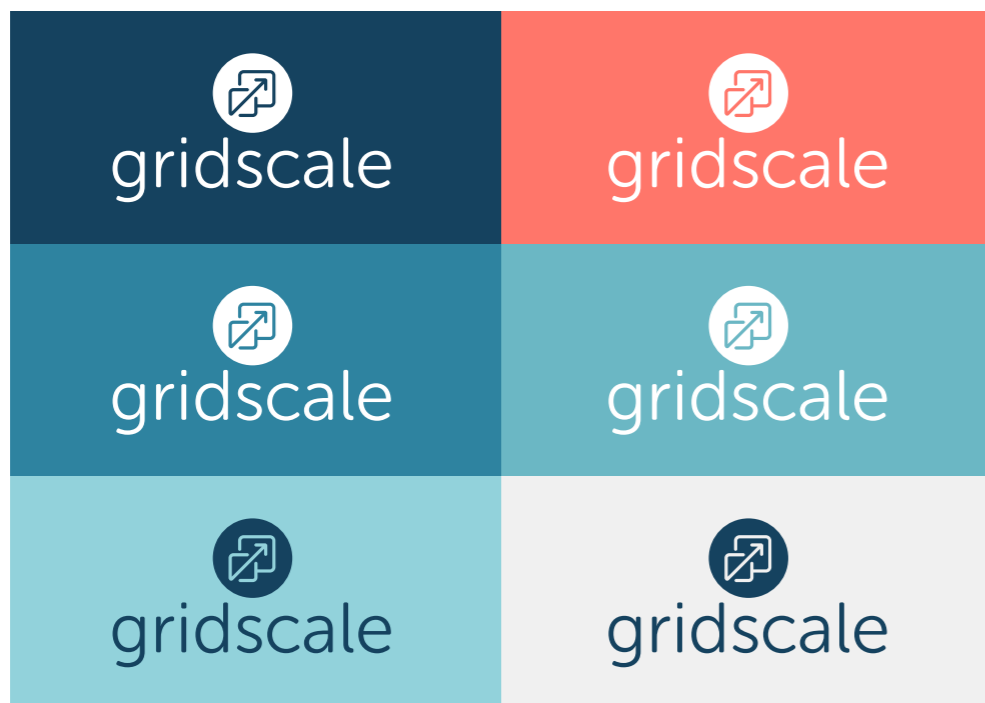
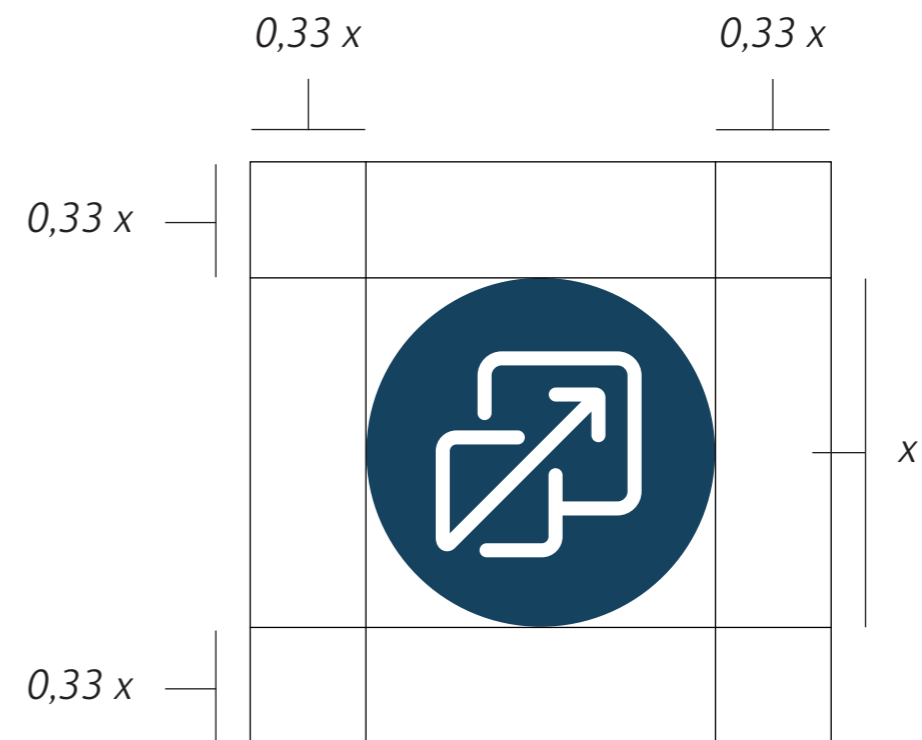
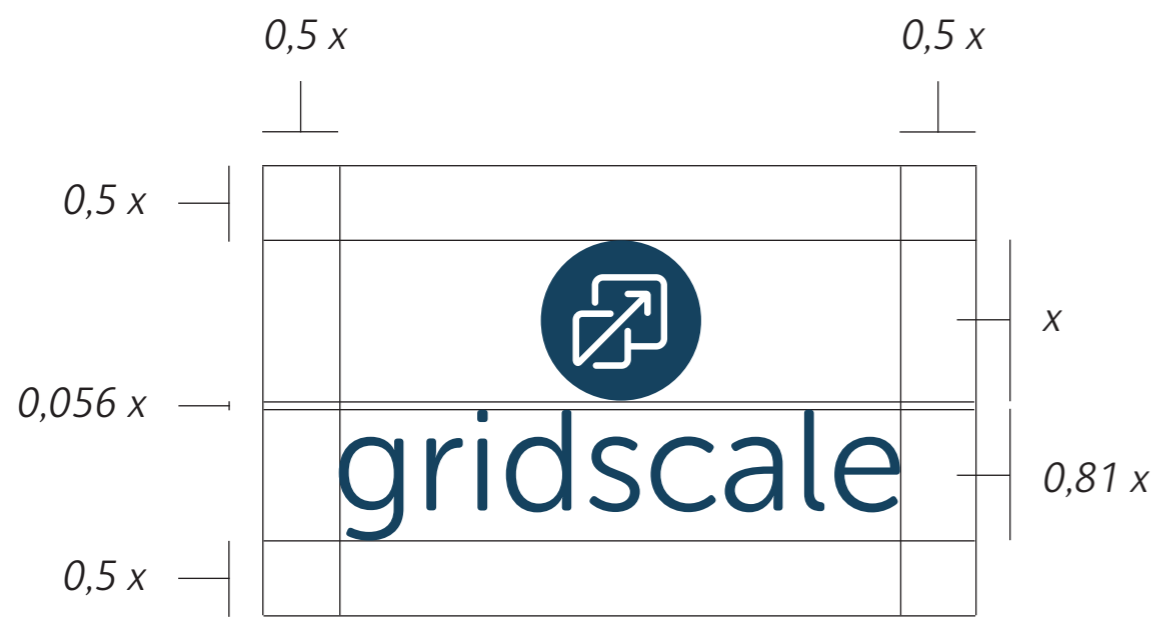
The gridscale logo is an important part of the gridscale brand. Therefore we defined a few rules, which have to be considered while using the logo.

The logo, and all variants, should have enough space all around to get the best impression. Also the spacing within the logo are clearly defined and are not allowed to be changed.

The gridscale main color is midnight blue and similarly to this the gridscale logo is midnight blue by default. Of course there will occur szenarios where it won't be possible to keep the natural color of the logo. For this cases we offer a white/negative variant.



*The white/negative variant should be used on darker backgrounds only.*



# The gridscale logo

## >> The Don'ts

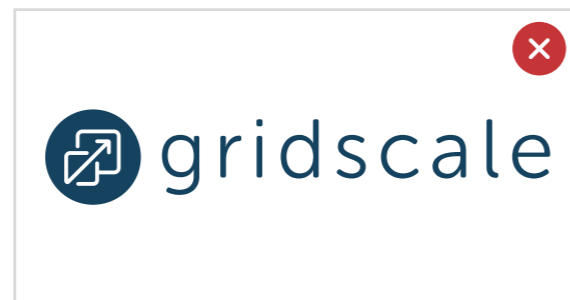
The gridscale logo is good as it is. So there are a few precepts of what NOT to do with the logo. To give you an idea, in the following you'll find some examples of what is not allowed.



Never change the font of the logo.



Never lean the logo to the left or right.



Never change the letter spacing of the word mark.



Never stretch or squash the logo; whether vertically nor horizontally.



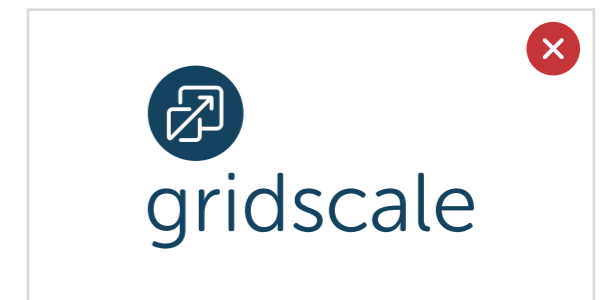
Never rotate the logo.



Never rotate or mirror the figurative mark of the logo.



Never mix any colors within the logo. It has to be kept monochrome.



Never change the position of word and figurative mark. Except in the case of the secondary logo.