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Basics

1.01 Basics

The Fox Renderfarm logo consists of 2 components - the symbol and logotype. If the Fox Renderfarm logo cannot be used due to special conditions, the logotype part can be used alone as an alternative option. The symbol part can only be used as icon image for applications.



 **Orange**
R: 243 / G: 81 / B: 43
C: 3 / M: 82 / Y: 83 / K: 0

 **Black**
R: 28 / G: 27 / B: 27
C: 84 / M: 80 / Y: 79 / K: 65

 **White**
R: 255 / G: 255 / B: 255
C: 0 / M: 0 / Y: 0 / K: 0

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Background Colors

2.01

Background Colors

The full color logo should appear on a white or light background, while the orange & white logo on a black or dark background, and the black & white logo on an orange or dark background.



Logo: Full Color
BG: White



Logo: Orange & White
BG: Black



Logo: Black & White
BG: Orange

2.02

Background Colors

1. Use full color logo on white/light background
2. Use black & white logo on orange/single color background (except for black or white)
3. Use orange & white logo on black background
4. Use orange & white logo on dark background
5. Do not use full color logo on dark background
6. Do not use orange & white logo on light background
7. Do not use the logo on the background with 30-60% gray scale



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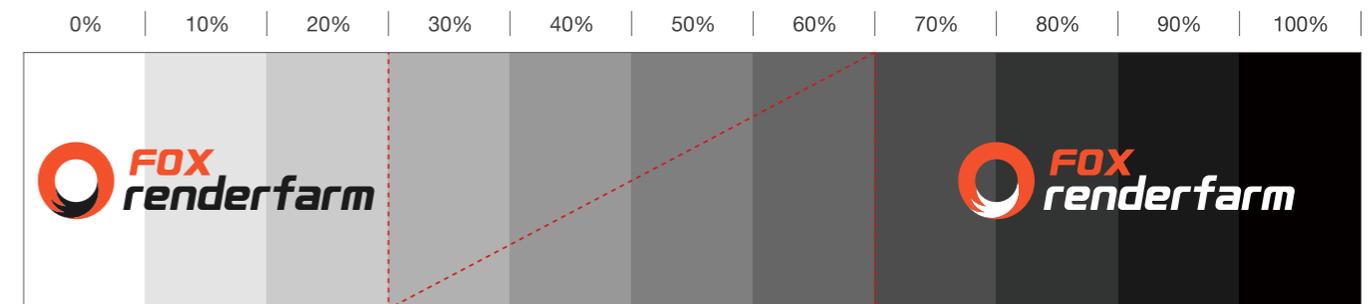
4



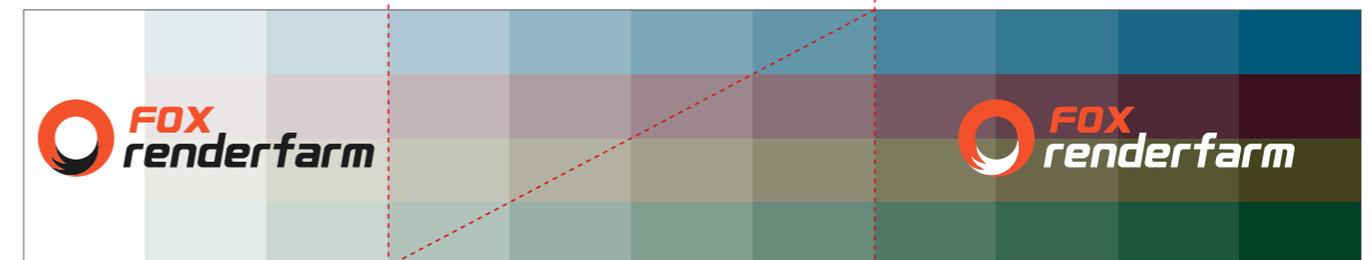
5



6



Do not use the logo on the background with 30-60% gray scale



7

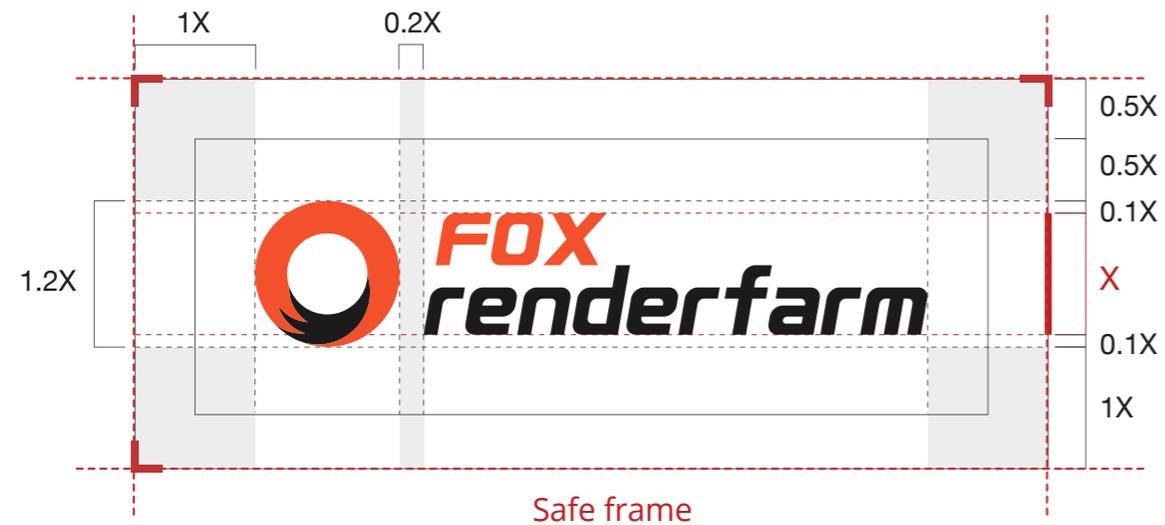
3.00

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Safe Area & Minimum Size

3.01

Safe Area & Minimum Size



The image above shows the minimum space to remain clear of other text and images. The height of the safe frame is **1X** above and below the circle graphic, and the width is **1X** to the left and right of the full logo. **X** is equal to the height of the logotype.



Generally, 100% safe area should be kept. If the 100% safe area cannot be kept, 50% of the safe area should be kept as an alternative option.



Minimum W for web: 120px
Minimum W for print: 32mm

The width of the Fox Renderfarm logo should never be shorter than 32mm for print or 120px for web. For web use: padding 0, margin 0.

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Incorrect Usage

4.01

Incorrect Usage

1. Do not change the font of the logo
2. Do not rearrange the logo
3. Do not change the proportions of the logo
4. Do not rotate the logo
5. Do not distort the logo
6. Do not add text around the logo
7. Do not add outline effect to the logo
8. Do not add shadow effect to the logo
9. Do not change the colors of the logo
10. Do not use indistinct and low-definition logo
11. Do not place the logo on backgrounds with insufficient color contrast
12. Do not place the logo on patterned backgrounds



1



2



3



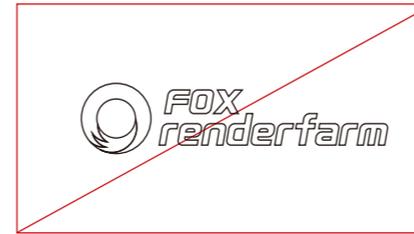
4



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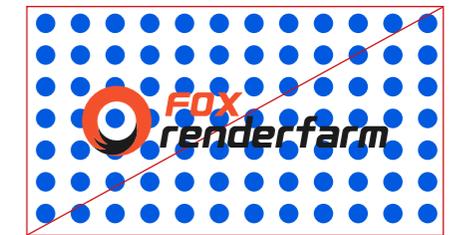
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12

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