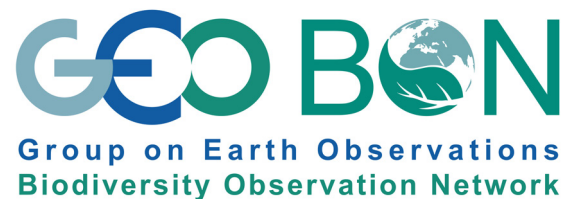# Logo styleguide

Using the logo

To ensure accurate and consistent use, you can choose between three different versions. If you are unable to use the color variant due to technical limitations, you may use the black and white variants of the versions, which you can find in the ZIP archive as well.
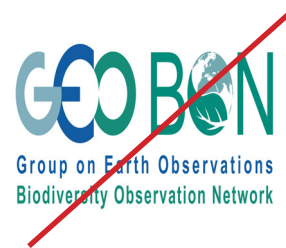
Version short:

Version long below:

Version long right:

Maintain Proportions

The proportions and spacing of the logo should never be altered for any reason. Hold the "Shift" key in most software programs to maintain the proportions while scaling up or down.

Preserve Clear Space

To preserve the integrity of the logo, always maintain a minimum clear space around the logo. The clear space is defined through the height of the letter E. This clear space insulates our logo from distracting visual elements, such as other logos, copy, illustrations or photography. Always maintain this minimum clear space, even when proportionally scaling the logo.