

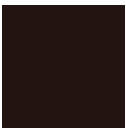
ROSA

MASTER LOGO

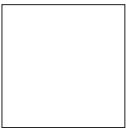
The MAGAZINE logo has been specifically designed as a singular unit.

These correct variations of the logos are supplied to the company as the official brand. Great care was taken in the process of designing the logo as it represents the company's values as well as its concept.

LOGO COLOR PALETTE



PMS BLACK C
RGB 0, 0, 0
CMYK 0%, 15%, 15%, 100%



RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%

The black color version is preferred. However, white may be used if placed upon a darker background.

LOGO TYPEFACE

Futura PT

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z

0 1 2 3 4 5 6 7 8 9

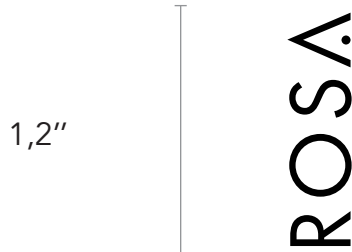
The logo's typeface is Futura PT. It was designed for Bauer company in 1927 by Paul Renner.

It is a sans serif face based on geometrical shapes, representative of the aesthetics of the Bauhaus school of the 1920s-30s. Throughout history this typeface changed a lot. Now the new Futura is an uniform type system consisted of seven weights with corresponding obliques plus eight condensed styles. All these fonts are coordinated in letterforms, metrics, and weights to better working together.

ROSA

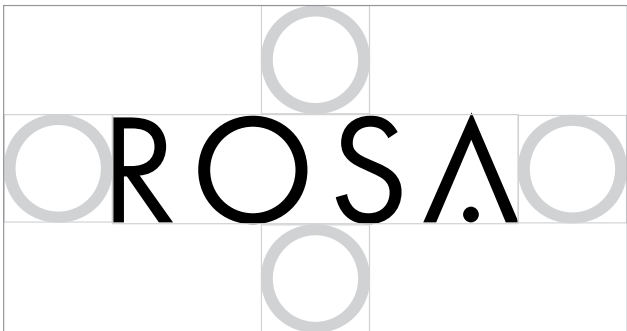
ROSA

MINIMUM SIZE



The minimum size allowed for the ROSA logo is 1.2" long.

STAGING AREA



To preserve the ROSA logo's integrity, it is important to maintain a minimum clear space around it. The clear space isolates the logo from any competing elements in the design such as text or other logos. The letter 'O' from the logo is to be used once all around the logo. This only applies when the logo is not over a pattern. If you have any concerns, consult the creative director or the brand manager. The 'O' guideline should be proportionally enlarged or reduced in size.

RULES

Don't change the logo's orientation

Don't warp or stretch the logo

Don't crop the logotype in any way

Don't change the typeface

Don't outline the logo in any color

Don't ignore the size specifications

Don't replace or re-create any part of the logo

Don't change the logo colors other than the specified versions

Don't put a box around the logo when placed

Don't apply any filters or textures to the logo

Don't apply shadows, glow effect or outlines to the logo

Don't use the logo on colors with poor contrast or similar colors

Don't place the logo on busy photography without the creative director's consent