

The image shows a close-up of a white banner with the SCAN GLOBAL LOGISTICS logo. The word 'SCAN' is in a large, bold, red font, while 'GLOBAL' and 'LOGISTICS' are in a smaller, bold, grey font. The banner is part of a larger structure, possibly a truck or a container, and is secured with ropes. In the background, a yellow forklift is visible, suggesting a warehouse or industrial setting.

SCAN GLOBAL
LOGISTICS

LOGO GUIDE 2022

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SCAN GLOBAL
LOGISTICS

Our logo is designed to reinforce our name and our brand – like our stamp on the world. For personality and readability, the logo uses our primary colors.

Consistency and precision are key. Always use the original files provided. The artwork proportions of our logo are predefined, locked and must not be altered.

See the Collateral section for use and placement of our logo.

The logo consists of the words "SCAN GLOBAL" in a bold, red, sans-serif font, stacked above the word "LOGISTICS" in a bold, gray, sans-serif font. The letters are thick and blocky.

RED
Pantone 200
C15 M100 Y100 K0
R205 G23 B29
Hex #CD171D

GRAY
Pantone Cool Gray 9
C0 M0 Y0 K60
R102 G102 B102
Hex #666666

Clear space

Always leave space around the logo to make sure it's clear and impactful. This space must always be at least the height of the letters.

The logo is shown in the same red and gray color scheme as above, but with a significant amount of white space around it to illustrate the required clear space.

Minimum size

A small version of the Scan Global Logistics logo, showing the red "SCAN GLOBAL" text above the gray "LOGISTICS" text.

25mm

Minimum print size

LOGO VERSIONS

The primary logo is made to be used most of the time and in most situations.

Always use the original logo files. Never change the logo's design, shape, letters or proportion.

Only use the secondary monochrome logos when necessary – for example, when printing in black and white, or to ensure readability. To decide which of the two monochrome logos will be readable on any colored

background, check if there is enough contrast between the color of a t-shirt and the logo you want to use on a b/w photo. We recommend at least a 30% grayscale difference between background and logo to ensure contrast.



Primary logo Full-color version



Secondary logos Monochrome white version



Monochrome black version



Incorrect usage



Don't change the proportions or distort the logo in any way



Never use the full-color logo against a color background



Never put the logo on a background that makes the logo hard to read

For the use of our logo on social media visuals to be consistent, it is important that these rules are followed.

Remember to make sure that the logo can be read clearly on a photo or video. It can therefore often be a good idea to use the white or black logo as stated on the previous page.

Consult the Design Guide for further info on use and placement of our logo.



The width of the logo on all digital images is 25% of the width of that image.

The location of the logo is determined by a grid of 20 x 20 squares – regardless of the format of the image.

The distance of the logo to all image edges must be 1/20 part of the width and height of the image format as shown on this page.

1920x1080 px



1920x1920 px



Video

On video, the logo may only be placed in the upper right corner.

Images

On static images, the logo can be placed either at the top or the bottom of the right side.

1920x1080 px

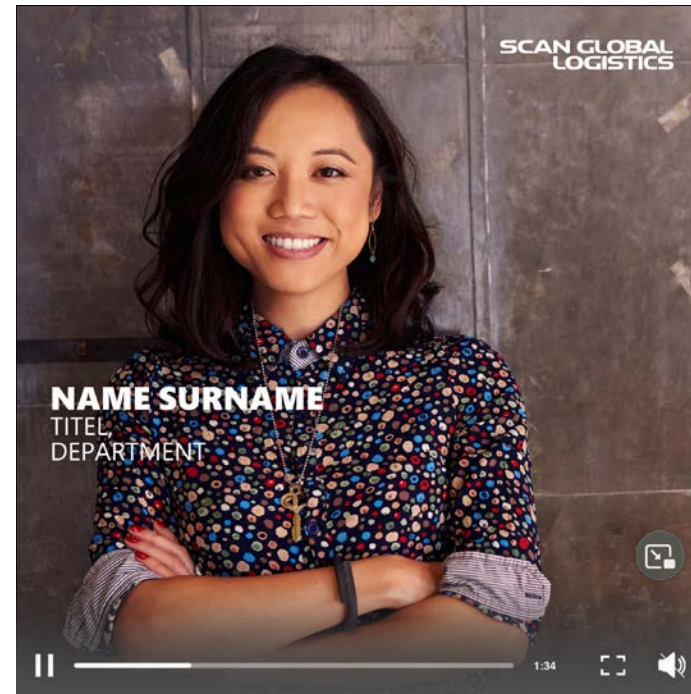


1920x1920 px



Contrasting elements

On videos, the background often changes. Therefore, a white logo will not always be equally visible. While that in itself can be an interesting effect, you can also counteract it by gently darkening the background in that corner in a natural way.



Video player

Pay attention to the elements you place at the bottom of the image format. On videos, the built-in video player will e.g. easy shade both subtitles and name tags.

On both photos and videos on social media, the same rules apply to the placement of our logo - regardless of the image format.

If you encounter different or extreme image formats, let MarCom advise you.

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