

Pravilna uporaba Lekovega logotipa

Correct usage of Lek logotype

1 Obvezen minimalen prazen prostor okrog logotipa z navezavo.

Minimum empty space around logotype with endorsement.

Slovenska verzija – primarna
Slovenian version – primary



Dvojezična verzija – primarna
Slovenian English version – primary



Slovenska verzija – sekundarna
Slovenian version – secondary

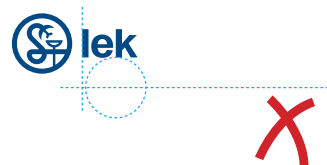


Dvojezična verzija – sekundarna
Slovenian English version – secondary



2 Logotip je celostno sestavljen iz Lekovega znaka in navedbe – oboje je nedeljivo!

Logotype consists of Lek mark and endorsement – both indivisible!



3 Osnovna barva Lekovega logotipa je modra.

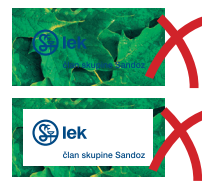
Primary Lek logotype color is blue.

CMYK: 100/70/10/20
PANTONE: 541 C
RGB: 0/51/102
RAL: 5003

Kadar Lekov logotip uporabljamo na podlagi, velja pravilo, da na temnejši podlagi uporabimo logotip bele barve, na svetlejši pa modre.

Logotipa ni dovoljeno postavljati v dodaten bel okvir na obstoječih podlagah.

If Lek logotype is used on a background, the rule applies that on a dark background the color of the logotype should be white and on a light background it remains blue. The logotype must not be placed into an additional white frame on the existing background.



4 Najmanjša še dovoljena velikost reprodukcije Lekovega logotipa je 15 mm.

Recommended smallest size of Lek logotype reproduction is 15 mm.



5 Vprašajte nas:

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