



The NP NYXONPROJEKT logo is protected by trademark law. Illegal distribution or commercial use without will be prosedured. Do not change any of the logo proportions and keep them free of filters and effects.

VERSION OF THE LOGO



ICON



VERTICAL



HORIZONTAL

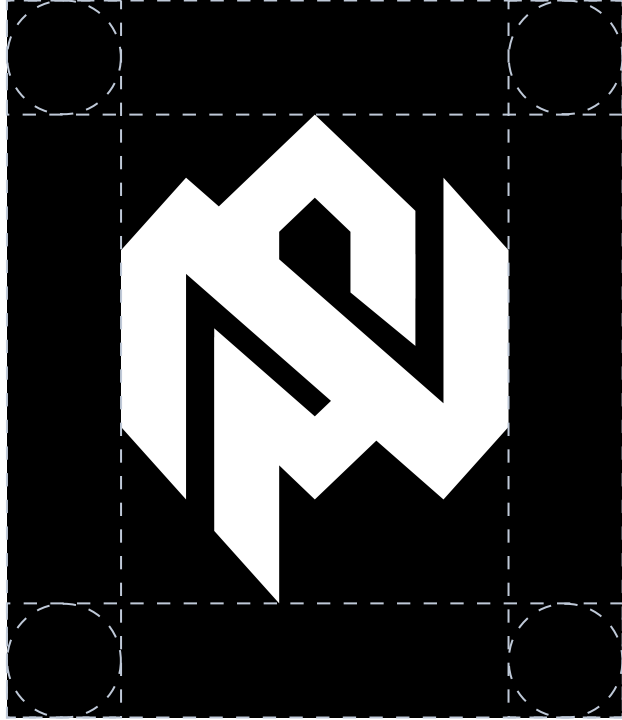
COLOR VERSION OF THE LOGO

Blue is our brand and signature color, so primarily use our logo in said blue version. If necessary, a black or white version can also be used.



LOGO CLEAR SPACE

We're confident brand. We never crowd our logos and give them room to breathe and stand out. The clear space around the icon and the icon with wordmark is the height of one eye of the icon.



ICON CLEAR SPACE



ICON CLEAR SPACE

LOGO READABILITY

To ensure readability, make sure, to aim for a minimum Contrast Ratio of around 2.8: for light backgrounds and a minimum Contrast Ratio of around 2.5:1 for dark backgrounds. Check colour contrast here.

0% Black Contrast Ratio = 3.5:1	10% Black Contrast Ratio = 2.78:1	20% Black Contrast Ratio = 2.18:1	30% Black Contrast Ratio = 1.65:1	40% Black Contrast Ratio = 1.23:1	50% Black Contrast Ratio = 1.12:1
60% Black Contrast Ratio = 1.63:1	70% Black Contrast Ratio = 2.44:1	80% Black Contrast Ratio = 3.6:1	90% Black Contrast Ratio = 4.96:1	100% Black Contrast Ratio = 5.98:1	

THINGS TO AVOID



Don't change the typeface or manipulate the logo.



Don't place the logo over contrasting backgrounds.



Don't flip or rotate the logo.



Don't outline or create a keyline around the logo.



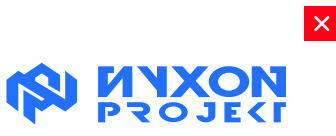
Don't use the logo with any color gradient.



Don't change the color of the logo.



Don't add effects to the logo.



Don't stretch the logo.



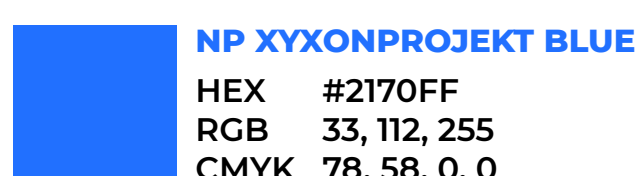
Don't use the wordmark of the logo alone.



Don't mirror the logo.

COLOR CODE

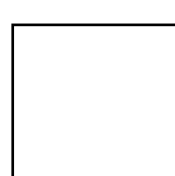
Logo Colors



NP XYXONPROJEKT BLUE
HEX #2170FF
RGB 33, 112, 255
CMYK 78, 58, 0, 0



BLACK
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



WHITE
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0

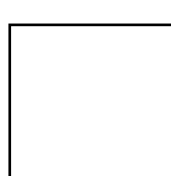
Recommended Background Colors



NP XYXONPROJEKT DARK GREY
HEX #1A1A1A
RGB 26, 26, 26
CMYK 78, 58, 0, 90



BLACK
HEX #000000
RGB 0, 0, 0
CMYK 0, 0, 0, 100



WHITE
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0, 0, 0, 0