Originalis

FONT

Helvetica Bold and Helvetica Regular is the main font and is to be used for all texts across all media.

a b c

a b c

Helvetica Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
1234567890 abcdefghijklmnopqrstuvwxyzæøå

Helvetica Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZÆØÅ
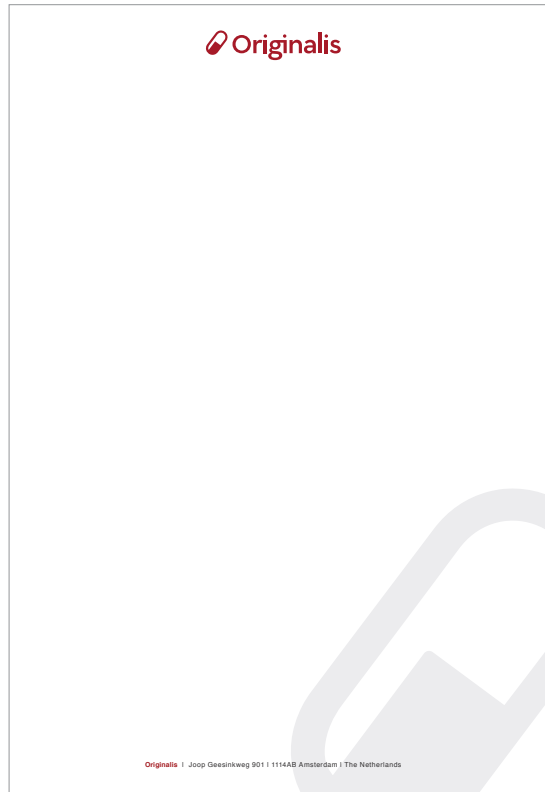1234567890 abcdefghijklmnopqrstuvwxyzæøå**

Originalis

MARGIN

The minimum margin surrounding the logo is 1/1 of the "O" in the logotype as illustrated above.

SIZE AND PLACEMENT

Example of logo placement on a C4P envelope

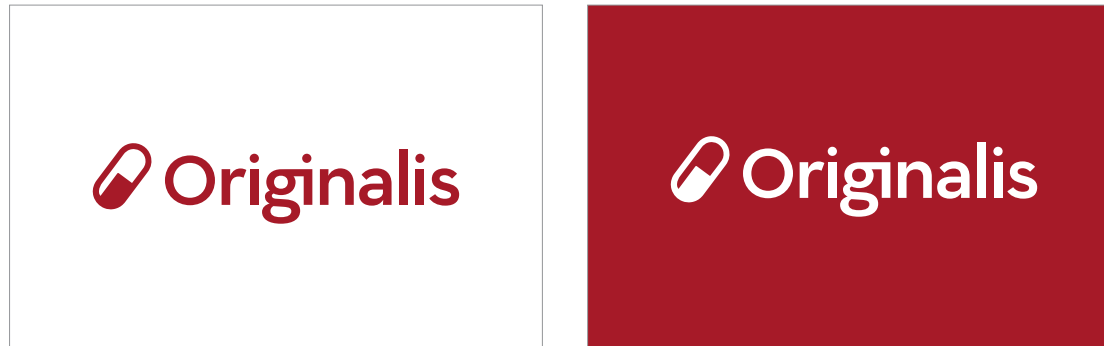Example of logo placement on business card

Example of logo placement on a A5 flyer

Originalis

Lorem ipsum dolor sit in amet

– proin mollis lorem non dolor sit amet

Proin vel seo est vitae eros pretium dignissim.
Aliquam aliquam sodales orci. Suspendisse potenti.

Originalis

Example of logo placement on small AD

Lorem ipsum dolor sit amet

Proin vel seo est vitae eros pretium dignissim.

Qui naturi untecereped esequamus naturi

Lorem ipsum dolor sit amet, consectetur adipiscing
elit. Fusce quis lectus quis sem lacinia nonummy.
Proin mollis lorem non dolor. In hac habitasse pla-
tea dictumst. Nulla ultrices odio. Donec augue.

Phasellus dui. Maecenas facilisis nisl vitae nibh.
Proin vel seo est vitae eros pretium dignissim.
Aliquam aliquam sodales orci. Suspendisse
potenti. Nunc adipiscing euismod arcu.

www.originalis.eu

Arwin Geijzerbeek · General Manager

Originalis

Originalis | Joop Geesinkweg 901 | 1114AB Amsterdam | The Netherlands

The logo is always placed either top or bottom of all media depending on the demand. The logo is always represented in
a size and format that stands out as clear as possible without dominating the entire message (unless the logo is the only element).
See template above for examples of best pratice use of the logo.

VARIATIONS

Originalis

Originalis

There are two variations of the logo.

The logo pack with all the neccesary logo versions are developed with the design templates

• The logo pack contains all neccesary logo versions for screen and print use.

• The .ai and .pdf files are vector format and can be scaled to any size, as well as converted to .svg format.

• The .ai og .pdf files in RGB are for screen and digital print use and the CMYK versions are for offset print.

• The .png files are primarily for use in Office applications and screen graphics that are not vector based.

• The .jpg files are primarily for older applications where it is not possible to use .png or vector files.