

Correct use of the Active Re logo

HOW DOES ACTIVE RE'S INSTITUTIONAL LOGO APPLY IN THE ABOVE-MENTIONED INSTANCES?

Security area

- The minimum margins, marked with "A".

Permitted versions

- These are the only proportional and justified ways in which the trademark can be used.
- The text or photograph must not infringe the imaginary space indicated around the logo.



Original version



Horizontal version



"Fashion" version



Minimum sizes

- The smallest dimension in its horizontal version is 4 cm wide by the corresponding height.
- The smallest dimension in its vertical version is 3 cm wide by the corresponding height.



Monochromatic uses

- On a white printing surfaces, the sole printing color should be black, or vice versa (white) if the surface is black.

On white background



On black background



Our color

The main color of the brand, which should predominate, is dark blue (Pantone 7470 C).

