

Logo

This datasheet contains information for designers and pre-print departments. In order to use the logo element in print media of any kind, it may be necessary to open and edit the relevant logo in an appropriate program (e.g. Illustrator) after downloading it.

When the logo file is opened the logo element can be adapted to the appropriate grid.

Relevant guidelines can be found in the brand book (basic elements) from page 18 onwards:

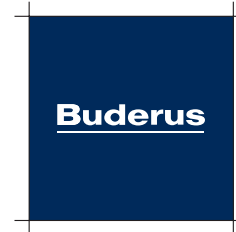
- size of the element
- width of the system lines
- removal of system lines
(e.g. due to the bleed)
- if the coloured areas of the logo meet the edge of the document, they must be extended accordingly by the bleed amount

General information.

With a few exceptions, the Buderus logo usually appears with the wordmark in white, positioned centrally within a blue system design element. The slogan is always placed centrally within a dark grey system design element. The proportions and positions are fixed in each case and must not be changed. In all print media, both elements are surrounded by system lines. These are generally white. If this is not possible they may also be black.

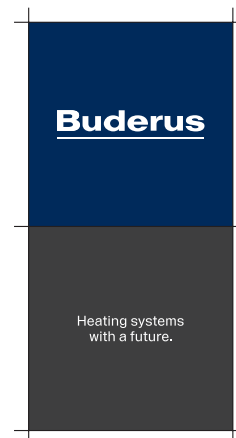
The minimum size of both the elements in combination is 36 mm each.

The minimum font size for the slogan is at least 7 pt. If the slogan element cannot be depicted in the minimum size it must be left out.

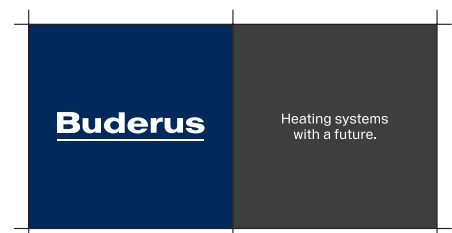


BUDERUS_logo_4c_blackLines.eps

BUDERUS_logo_sc_blackLines.eps



BUDERUS_logoClaimEN_4c_portrait_blackLines.eps



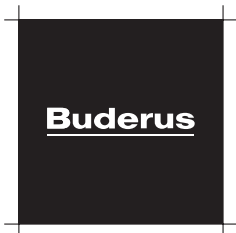
BUDERUS_logoClaimEN_4c_landscape_blackLines.eps

Logo variations

B/W application.

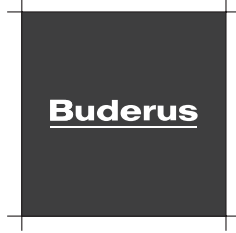
These black/white applications are options for monochrome media:

■ white on 100 % black



BUDERUS_logo_bw_blackLines.eps

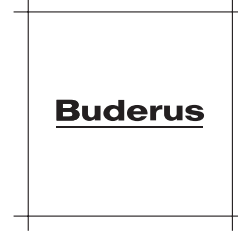
■ white on 90% black



BUDERUS_logo_bw90_blackLines.eps

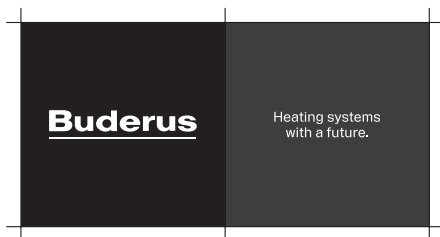
■ black on white

■ white on black (not shown)

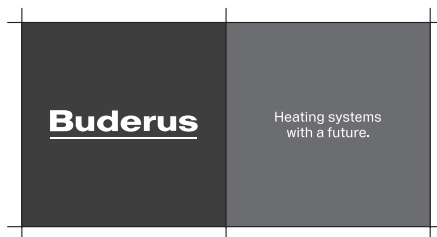


BUDERUS_logo_pos_blackLines.eps

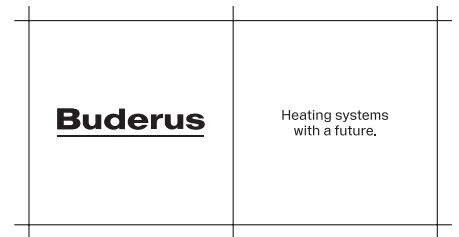
BUDERUS_logo_neg_negLines.eps (not shown)



BUDERUS_logoClaimEN_4c_landscape_blackLines.eps



BUDERUS_logoClaimEN_bw90_70_landscape_blackLines.eps



BUDERUS_logoClaimEN_pos_landscape_blackLines.eps

BUDERUS_logoClaimEN_neg_landscape_negLines.eps (not shown)

Exceptions.

In exceptional cases in which: 1. the blue square takes up too much space, 2. the lettering is too small or 3. the logo is positioned on a smaller monochrome area, the logo does not have to be placed within the square, and the Buderus wordmark in white is placed freely, taking into account minimum distances and minimum sizes.

The **minimum distance** from all sides is that of a „Buderus B“.

The height and width of the coloured areas must be adapted to the area to be printed. The designer is free in this respect.



BUDERUS_logo_in_4c.eps



BUDERUS_logo_in_bw.eps



BUDERUS_logo_in_bw90.eps

Buderus

BUDERUS_logo_pos.eps

BUDERUS_logo_neg.eps (not shown)

