

# SECTION 1.1

## Design elements | Logo

### Colt Logo

The Colt logo is the most important part of the corporate identity. It may not be changed in any way. The standard size is 7.5mm high and it must be printed in black or as a negative white out. Any deviation from this must be approved by the local marketing department.

### Black

To be used where the logo will be on a light coloured background or on a white background. A black logo may be placed onto a colour background other than white, as long as the background in the area behind the logo has a uniform color and the contrast is strong enough.

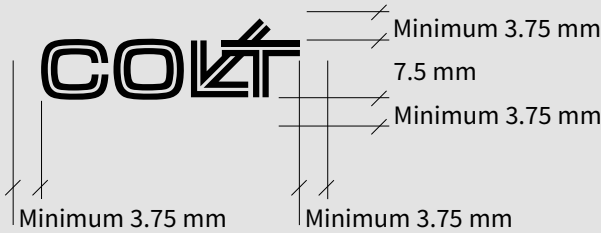


### Negative White out

If the contrast of the black logo is not high enough, because the background is black or a dark colour, the logo must be used negatively in white.



- Keep a clear space all around the logo as shown below. The clear space must be half the height of the logo (in this example, 3.75mm):



- Keep logo right justified where possible
- Make sure the logo is clear and easily identifiable.

### Subcontractors/ Distributors

Subcontractors and Distributors may only use the Colt logo with the additional word **Subcontractor | Distributor**. It is not allowed to combine the subcontractors/ distributors logo with the Colt logo. If both logos should be placed in one line there has to be a space at least half of the length of the Colt logo.