

Correct use of our logo

It is important always to protect the Kamstrup logo, using the master artworks created and placing the utmost care on how and where it is used.



Logo safe zone

This is the minimum clear space that should surround the logo. This ensures that it is always legible and clearly displayed.

The only exceptions to this rule are on product, and digital applications where space may be restricted.

For print



For digital



Minimum size

There are sizes provided for both print and digital applications and the logo should not be used below this size. This ensures legibility and prominence of the logo at all times.

The standard sizes for our logo are:

Format	Logo width
A5	28mm
A4 - top	40mm
A4 - bottom	30mm
A3	56mm

The red logo must only be used on white background.

kamstrup

kamstrup

Black and white

Black and reverse logos are available but should only be used where Kamstrup red is not possible to be reproduced.

A black or reverse logo might be placed on an image where the background color is uniform.

Logo don'ts

Always use the Kamstrup logo with care and reproduce at the highest quality possible. Never recreate the logo master artwork. This page shows some examples of how NOT to apply the logo.



Do not distort the logo



Do not apply effects to the logo (eg drop shadows or reflections etc)



Do not show the logo in an alternative colour



Do not use the logo as a device to hold an image



Do not rotate the logo



Do not outline the logo



Do not place the logo on a coloured background



Do not use a gradient in the logo



Do not place the logo on an image.



Do not recreate the logo using an alternative typeface



Do not place the logo inside a shape (other than the brand holding device)



Do not create patterns inside the logo