

Our logotype

Our logotype consists of two parts:

- Corporate Blue rectangle with rounded corners.
- Word mark 'LK' in white, created by the two characters 'L' and 'K'.

Consider the logotype as a fixed image. Do not alter it or position any slogans, business area names or other elements in conjunction with the logotype.

Versions

There are four versions of the logotype:

- Positive Corporate Blue version
- Negative Corporate Blue version, with an added thin, white line surrounding the rounded-corner rectangle
- Positive black version
- Negative black version, with an added thin, white line surrounding the rounded-corner rectangle

These versions are available in a number of color systems, including RGB, CMYK, and Pantone Matching System. They also each come in the most suitable digital file formats for convenient daily use.

We also have special versions for embossing products, white single-print on black or Corporate Blue objects, etc.



Negative version

When positioned on a background similar to the color of the rounded-corner rectangle, use the added white line to frame the logotype shape. The line thickness is equal to one percent of the rectangle width.



Using the logotype

Free area

A minimum free area surrounds the logotype to keep it free from interference from graphic elements, imagery or text.

The minimum space between the logotype and other elements equals the size of the logotype's rounded-corner rectangle.

Positioning

For most occasions, position the logotype in a corner, using an identical distance to the horizontal and vertical side, typically 40% the width of the rounded-corner rectangle.

Always double-check the specified measurement for the application in mind before using the 40% rule.

