

S P E C T R E

BRAND IDENTITY HANDBOOK

BRAND NAME USAGE GUIDELINES

An official document of SPECTRE
Version 1.0.0 | October 2023

PROPER USE OF BRAND NAME

✓ DOs

SPECTRE

Always use all capitalized one for identifying the brand name.

⊗ DON'Ts

spectre

When used to identify a brand, do not use all small letters.

Spectre, SpecTre, sPECTRE, etc

Never use other forms of brand name identification.

SPECTRE LOGO

The following display logos and logo variants can only be used in the provided forms and colors, with the mandatory white space. The SPECTRE logo must always be freely and clearly recognizable and the corresponding free space must be ensured for complete effect. Neither the logo nor the free space could be covered, e.g. in print by pictures, surfaces, or other product images.

This logo is used for all media and materials which concern the SPECTRE product series. Any use without a claim is fundamentally not permissible. Moreover, the logo free space must be strictly observed.

The word "SPECTRE" is displayed in a white, uppercase, sans-serif font. The letters are widely spaced and centered within a thin white rectangular border. The background is a dark, solid color.

SINGLE COLOR, 100% WHITE ON DARK BACKGROUND

The word "SPECTRE" is displayed in a dark blue, uppercase, sans-serif font. The letters are widely spaced and centered within a solid white rectangular background.

SINGLE COLOR, DARK BLUE ON LIGHT BACKGROUND

PMS: PANTONE 296 C **CMYK:** C30 K100 **RGB:** #0A1721

LOGO DISPLAY SIZE

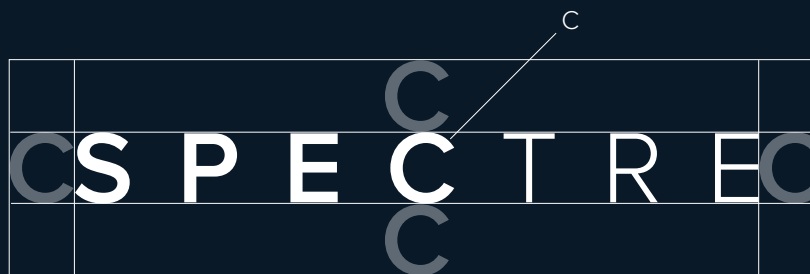
Please strictly follow the smallest size limit for logos, do not display barely visible logos.

S P E C T R E

SMALLEST SIZE
20MM WIDTH

POSITIONING OF THE LOGO

To maintain the effect of the logo, the perfect space of 1 C on every side of the logo has to be kept. This is a standing rule for SPECTRE logo.



MISUSE OF THE LOGO

The following misuses of the logo are forbidden:

(Examples are shown with the SPECTRE logo)

The word "SPECTRE" is displayed in a red, spaced-out, sans-serif font.

NO CHANGE OF COLOURS

The word "SPECTRE" is displayed in a white, spaced-out, sans-serif font, tilted at an angle.

NO TURNING

The word "SPECTRE" is displayed in a white, spaced-out, sans-serif font, appearing horizontally compressed.

NEVER SQUASH THE LOGO

The word "SPECTRE" is displayed in a grey, spaced-out, sans-serif font.

NO TRANSPARENCY

The word "SPECTRE" is displayed in a white, spaced-out, sans-serif font, with each letter outlined in orange.

NO SPECIAL BORDERS

The word "SPECTRE" is displayed in a white, spaced-out, sans-serif font, with a yellow glow effect around the letters.

DO NOT PROCESS EFFECTS
(INCLUDING BUT NOT LIMITED TO:
SHADOW/OUTER GROW/INNER
GROW) ON THE LOGO