

# USER GUIDE FOR SHUTTLE® LOGO

The following information addresses the correct treatment of the SHUTTLE® company logo for use in advertising, technical communications, marketing collateral, and other printed, web, or visual materials. If you have any questions regarding the logo or brand identity guidelines, please contact the Shuttle Computer Group marketing department for your region:  
Europe: [marketing@shuttle.eu](mailto:marketing@shuttle.eu)

## COLOR LOGO APPLICATIONS

There are two ways the Shuttle Logo may appear: When using 1 color – use the Black Version on white or light-colored backgrounds. Light-colored means a background on which the white version would not be legible. The logotype prints 100% black. Use the White version on black or very dark backgrounds where the Black version would not be legible.



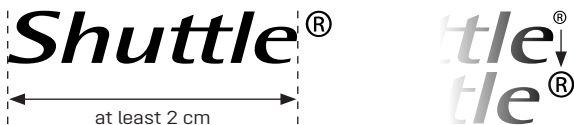
## CLEAR SPACE

The clear space should measure at least "x" on all sides, where "x" equals the height and width of the graphic symbol in the logo. Do not place any other trademark, logo, or logotype, or any other graphic, text photograph, or illustration, in the minimum clear space area.



## MINIMUM SIZE

At no times should the logo appear smaller than 2 cm in length. When logo appears smaller than 3 cm a version with larger "®" is provided.



## RESTRICTIONS

Do not use any colored version as well as any outdated variant of the company logo.



It is often necessary to allow outside parties to use our logo. To preserve the integrity of our brand, the same rules that apply at the corporate level must be followed by an organization that has permission to use the logo.

The logo usage standards outlined in this manual are to be followed at all times. Questions regarding any variation from these standards should be addressed to Shuttle Computer Group Marketing Department at: [marketing@shuttle.eu](mailto:marketing@shuttle.eu)

# WHICH LOGO FOR WHAT PURPOSE?

Find the appropriate file format depending on the technical requirements of your media.

## PRINT — EPS & PDF

Scalable vector file for use in Indesign, QuarkXPress or several desktop publishing applications in print.



## PRINT & SCREEN — PNG

Pixel based graphic for the most office applications that technically support transparency, such as Open Office or Microsoft Office.



## PRINT & SCREEN — JPG

Pixel based graphic without transparent background for all applications that don't support any of the other provided file formats.

