

## Logo variations and when to use them

**Typing:** Use «SMART BRAKE» when referring to the brand.

Logo variations:



**Typing:** Use «Smart Brake» when referring to the product.

Logo variations:



## Glossary

**RGB** (Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

**CMYK** (Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

**JPEG/JPG** is a picture with background.

**PNG** is a picture with transparent background.

**Pixels**, abbreviated as "px", are also a unit of measurement commonly used in graphic and web design, equivalent to roughly  $\frac{1}{96}$  inch (0.26 mm). This measurement is used to make sure a given element will display as the same size no matter what screen resolution views it.

**110x110 px** is the smallest display size in this package. Shall not be scaled up.

**1500 x 1000 px** the medium display size in this package. Can be scaled down to preferred size, but not up.

**2500 x 1500 px** is the largest display size in this package. Ideal for printing where the logo shall be displayed wide.