

Procella Audio[®]

Logotype Guidelines

Procella Audio Logotype Guidelines

These guidelines shows the usage of the different variations of the Procella Audio logo.
For any other creative design described in this document - run it by the Procella team.

Overview Negative & Positive Logos

Negative (Neg)



Dome

Two Lined (TL)

Original

Procella
audio®

Small (S)

Procella
audio®

Extra Small
(XS)

Procella
audio®

Extra Extra
Small (XXS)

Procella
audio®

One Lined

Procella Audio®

Procella Audio®

Procella Audio®

Procella Audio®

Positive



Dome

Two Lined (TL)

Original

Procella
audio®

Small (S)

Procella
audio®

Extra Small
(XS)

Procella
audio®

Extra Extra
Small (XXS)

Procella
audio®

One Lined

Procella Audio®

Procella Audio®

Procella Audio®

Procella Audio®

Overview Poly Art Dome Logos

White

Vector



Dome_Poly_White.eps

Pixels (PNG, GIF & JPG)



Dome_Poly_White



Dome_Poly_White_Shadows

Black

Vector



Dome_Poly_Black.eps

Pixels (PNG, GIF & JPG)



Dome_Poly_Black



Dome_Poly_Black_Shadows

General Guidelines

Do's

Don'ts

Ratio

Do not change ratio of the logos.

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Treatment

Do not change color of the logos or decorate/add elements to it.

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~~Procella Audio®~~



Color

The negative logo can be used on dark and colored surfaces and the positive logo shall be used on light and light colored surfaces.

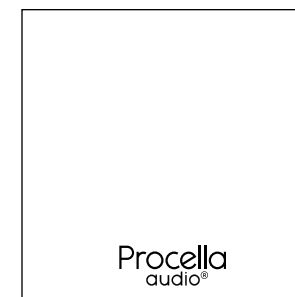


Do's

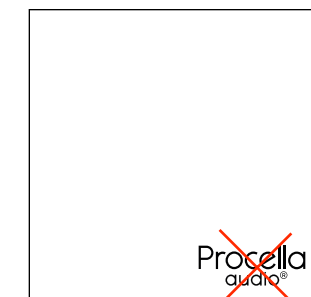
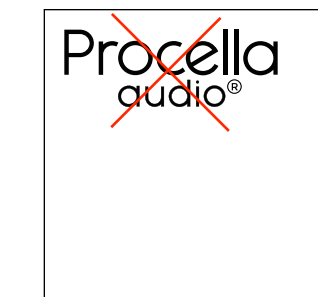
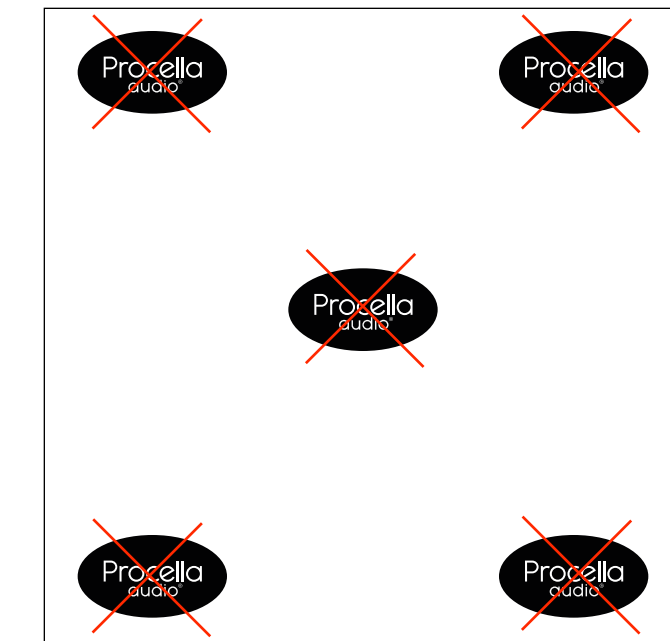
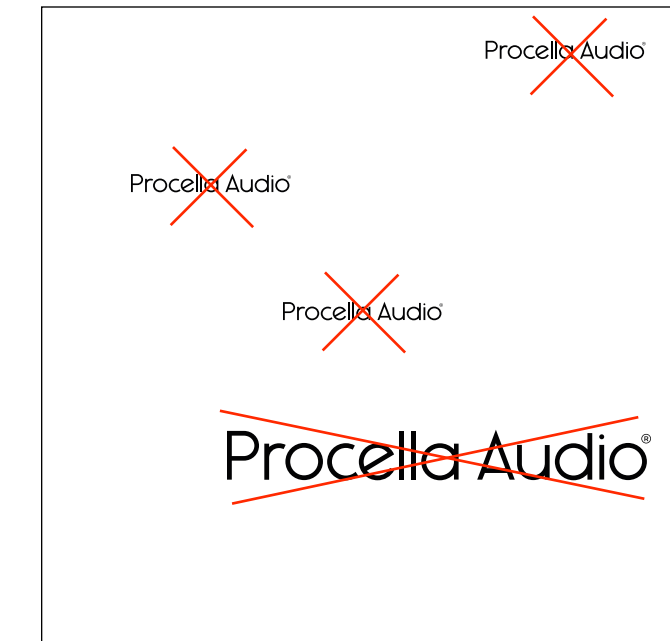
Placement

The one-lined logo is the main logo and it can be used big and small in the following places. When it's used in very small places and may be too hard to read - use the two-lined version instead.

The dome and two-lined versions of the logo shall be used centered. The two-lined version shall only be used in places where the other logos are too hard to read.



Don'ts



Examples

There is no such thing as

**TOO MUCH
BASS**

Procella Audio®
procella-audio.com

Examples



Examples



The End