

02. Logotype

Primary

This is our primary logotype, and should be used to its farthest extent.

The logotype is accessible in two versions, black for lighter backgrounds and white for darker backgrounds.

Right
Livelihood

For Print
RightLivelihood_2R_Pos_CMYK.ai
RightLivelihood_2R_Pos_CMYK.pdf

For Office
RightLivelihood_2R_Pos_RGB.png

For Screen
RightLivelihood_2R_Pos_RGB.ai
RightLivelihood_2R_Pos_RGB.pdf
RightLivelihood_2R_Pos_RGB.png
RightLivelihood_2R_Pos_RGB.svg

Right
Livelihood

For Print
RightLivelihood_2R_Neg_CMYK.ai
RightLivelihood_2R_Neg_CMYK.pdf

For Office
RightLivelihood_2R_Neg_RGB.png

For Screen
RightLivelihood_2R_Neg_RGB.ai
RightLivelihood_2R_Neg_RGB.pdf
RightLivelihood_2R_Neg_RGB.png
RightLivelihood_2R_Neg_RGB.svg

02. Logotype

Clear space

To ensure maximum prominence and legibility, the logotype is always surrounded by a minimum area of clear space. In this area no type or graphical element should be placed. The minimum clear space area is defined by the tilted O:s height of the wordmark.

The clear space is defined by the tilted O:s height.

The clear space helps to avoid text or graphics interfering with the logotype.



02. Logotype

Minimum size

Establishing a minimum size ensures that the impact and legibility of our logotype is not compromised in applications.



Minimum size print: 15 mm
Minimum size web: 75 px

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Don'ts

Our logotype is unique and must not be altered in any way, for example don't change the colour, never rotate, don't add affects etc.



Right
Livelihood

The logotype 'Right Livelihood' is shown in blue, which is incorrect. A large red 'X' is drawn over the text to indicate this is a prohibited variation.



Right
Livelihood

The logotype 'Right Livelihood' is shown rotated diagonally, which is incorrect. A large red 'X' is drawn over the text to indicate this is a prohibited variation.



Right
Livelihood

The logotype 'Right Livelihood' is shown with a grey drop shadow, which is incorrect. A large red 'X' is drawn over the text to indicate this is a prohibited variation.