

# Guidelines logo

Third parties may only use the Logo without changes in the color, proportion, or design.  
The Logo may not be animated, morphed, or otherwise distorted in perspective or appearance.

The logos in the logopack must always use on white background

The Logo must appear only in a horizontal position.

The Logo must stand alone and may not be combined with any other object like logos, words, graphics, photos, slogans, numbers, design features, or symbols without permission from InExchange.

Orange spotcolor:

**Pantone 151**

## Minimum space:



To properly stage the Logo, a minimum clearance between the Logo and other elements must be maintained. The height of the orange spot in the Logo indicates the measurement of minimum clearance between the Logo and other elements on all sides of the Logo.

## Minimum size:



Screen 75 pixels in width.  
Print: 15 mm in width (coated paper).



Screen 75 pixels in width.  
Print: 35 mm in width (coated paper).

InExchange reserves the right in its sole discretion to terminate or modify permission to display the Logo, and may request that third parties modify or delete any use of the Logo that, in InExchange sole judgment, does not comply with these guidelines, or might otherwise impair InExchange rights in the Logo. InExchange further reserves the right to object to unfair uses or misuses of its trademarks or other violations of applicable law.

For more information  
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