

# Logo Usage Manual

## PLAYO.tv

### Default and Single-Colour Logo

It is recommended to use the logo in its fully coloured format. In situations where we cannot do so, for example due to printing in black and white, poor readability or aesthetic limitations, we opt for the single-colour version.



### Reversed-out Version

Reversed-out version is recommended in cases where the background used is too dark, contains shades of a red, black or grey colour, or the logo is being applied onto a photograph or other complex graphics.



### Colour Palette

Colours are defined using the CMYK (for print) and RGB (for digital display) colour models.

CMYK: 0 / 100 / 100 / 0 RGB: 255 / 0 / 20	PANTONE: 485 C
CMYK: 0 / 0 / 0 / 15 RGB: 228 / 228 / 228	PANTONE: Cool Gray 1 C
CMYK: 0 / 0 / 0 / 100 RGB: 0 / 0 / 0	PANTONE: Process Black C

### Clear Space

Clear space is the surrounding area of the logo, where we shouldn't place any text or other visual elements unless they're part of the identity. This zone is defined by the size of the letter „A" taken from the logo.

