

# Do's and Don'ts

All examples apply to all logos.

## No logos in text

The logos should not be used as part of a title, in a headline or in a sentence. Company and software names are spelled out and always like this: CET Designer, CET Developer, Configura, InstantPlanner.

Do like this:

CET Designer is the thing

Try CET Designer

Don't:

CET Designer is the thing

Try CET Designer

## Don't crop the logo

The logo is a unity and the parts can not be used separately.

Don't:

CET

CONFIGURA

## Don't separate or move parts of the logo

The logos can never be split or moved.

Don't:

CET Designer

CET EXTENSION

## Don't distort or manipulate the logo

The logos can never be altered. Make sure the logo has the right proportions.

Don't:

## Don't turn the vertical logo

The vertical logo is an exception to be used for special occasions and should never be used the wrong way.

Do like this:


CONFIGURA

Don't:


Software logos are not company logos

The software logos cannot be used as company logos. The software logos cannot be combined with company addresses or company web addresses. They should be placed apart from each other.

Do like this:



**Configura Sverige AB**  
Storgatan 13, Box 306  
SE-581 02 Linköping, Sweden  
Tel. +46 13 37 78 00  
info@configura.com



www.configura.com

✓

Don't:



**Configura Sverige AB**  
Storgatan 13, Box 306  
SE-581 02 Linköping, Sweden  
Tel. +46 13 37 78 00  
info@configura.com



www.configura.com

✗

Combination of company and software logo

If both a company logo and software logo are used, the software logo should be bigger than the company logo. Never place the two logos together.

Don't:



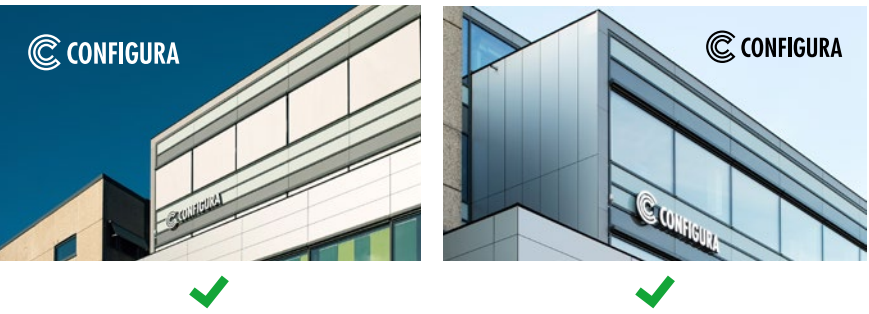


✗

Use the right logo depending on the background

Always use black or white company or software logo when the background isn't white. Create contrast to background.

Do like this:



Don't:



# Our logos in co-marketing

Configura encourages collaboration, which can result in advertising or co-marketing with our partners and the community. Here are some guidelines for how to use our logos and how to combine logos in co-marketing.

- Keep the required white space around the logo.
- Ensure the weight of the logos are equivalent so one does not stand out compared to the other one.
- Always use the correct type of the logo depending on the background. White background can have the regular logo, while the white logo should be used on dark or colored backgrounds.
- Never distort or change our logos in any way. See our Do's and Don'ts for examples.
- Always use the correct logo for the purpose.

## Which logo to use?

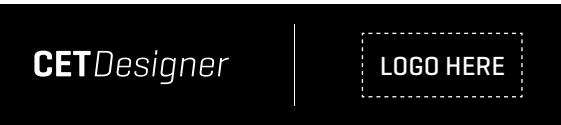
1. Are you promoting a cooperation or new partnership with Configura?  
☐ Yes.  
→ Use the Configura logo.
2. Are you promoting an Extension or Catalogue for CET Designer?  
☐ Yes.  
→ Use the CET Designer logo or the CET Designer logo combined with the graphical element for Extension or Catalogue.
3. Are you promoting a service on the CET platform?  
☐ Yes.  
→ Use the CET Designer logo.

→ Get the logos at [configura.com/mediakit](https://configura.com/mediakit)

# Do's and Don'ts in co-marketing

The logos should be placed with respect to the clear space, preferably separated by a line.

*Do like this on white respectively dark background:*



*Don't place logos too close to each other:*



*Don't create unbalance in size between the logos:*

