



LOGOMANUAL

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1. LOGOTYPE WITH CLAIM "SHOP SMART"



2. SAFE ZONE FOR LOGOTYPE WITH CLAIM "SHOP SMART"

LOGOTYPE WITH CLAIM POSITIONING

This scheme shows minimal distance of logotype from other elements on the page.



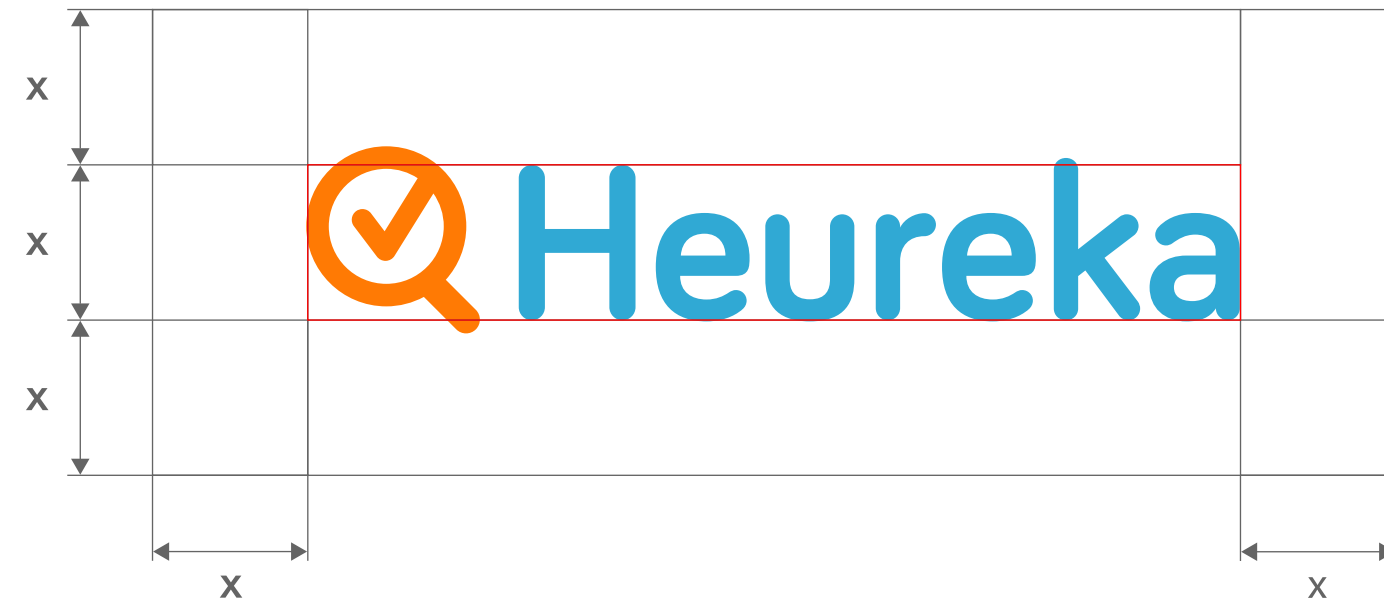
3. LOGOTYPE WITHOUT CLAIM



4. SAFE ZONE FOR LOGOTYPE WITHOUT CLAIM

LOGOTYPE WITHOUT CLAIM POSITIONING

This scheme shows minimal distance of logotype from other elements on the page.



5. BLACK AND WHITE LOGO OPTIONS



BLACK/WHITE



WHITE/BLACK

6. COLOR LOGO OPTIONS



INVERSE



UNICOLOUR BLUE

7. FORBIDDEN LOGO USAGE



Any changes of shape, rotation, angles, overlap and intervention in logo

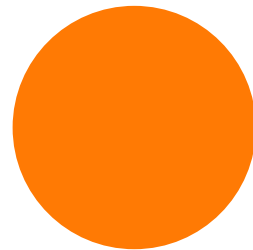


Usage of inappropriate effects

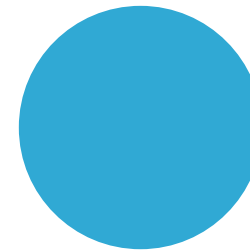


Changes of color, hue or transparency

8. COLOR COMBINATIONS FOR LOGO USAGE



RGB: 255 / 122 / 4
HEX: FF7A04
CMYK: 0 / 63 / 100 / 0



RGB: 48 / 169 / 212
HEX: 30A9D4
CMYK: 71 / 16 / 6 / 0

9. THE SMALLEST ACCEPTED VERSION OF LOGO



10. HEUREKAPOINT LOGOTYPE



11. HEUREKA DARKY LOGOTYPE



12. TYPEFACE

Bariol Bold / logo font

Bariol Regular / claim font



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