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**Handbook**

## Logotype

The logotype is one of the fundamental distinctive elements for the company and communicates its visual identity, the values that distinguish it and how it wants to represent itself to its stakeholders.

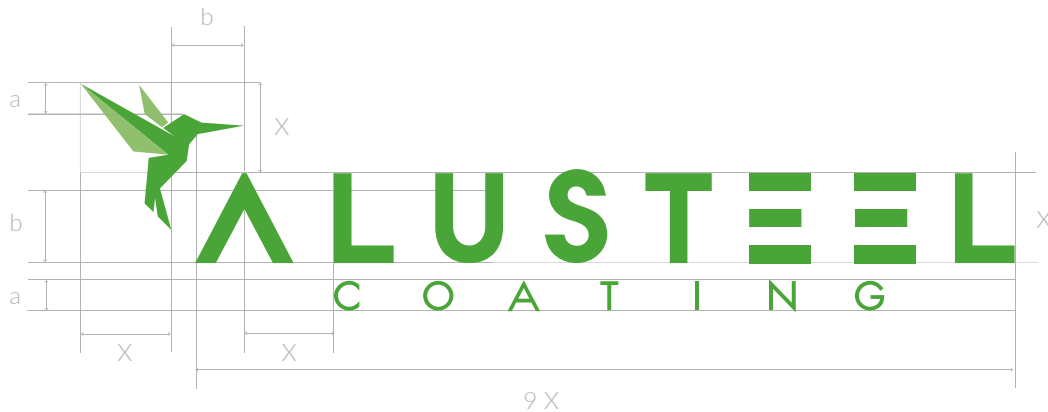


# Logotype

## Construction

The logotype is inscribed within modules, which generate a network delimiting the area within which no other graphic element must be present.

Spaces and proportions are perfectly respected to ensure balance and harmony for the logo.



## Logotype

### Exclusion zone

The Alusteel Coating logotype must always be inserted into an exclusion zone, with no other elements.

The dimensions and margins are in relation to the size of the measure X.



$\frac{1}{2} X$

## Logotype

### Positive and negative version

Positive (black) and negative (white) version of the logotype can be used according to the black and white percentage of the background.



# Logotype

## Minimum size

The logotype can be used up to a reduction of 30 mm.

In rare cases (below 30 mm, up to a minimum of 15 mm) it can be simplified with the writing "Alusteel".

However, the first version of the logo is always to be preferred.

30 mm



15 mm



# Logotype

## Incorrect uses

No alterations in the logotype composition or proportions is allowed (rules applicable to all versions of the logo).

Do not distort and do not tilt.



Do not change the position or proportion of the elements.



Do not use different colors or an outline version.



