

Logo Style Guide



POS POS
point of sale & point of service
technologies

POS POS – Logo Style Guide

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Overview and Basics

The POS POS logo has been designed with a special size, space arrangement and custom lettering.

The visual integrity of the logo must be maintained through careful application and constant quality control during the production process.

The logo is most legible when it is surrounded by adequate space. No typography or element should appear within the space of $\frac{3}{4}x$ around the logo.

The “POS POS” typography should never be modified. No other symbol or graphic element can be used to represent POS POS. A customized treatment of font has been developed for the purpose of wordmark setting. This font should only be used for the wordmark and not for any headlines, titles, or text. All supporting text should be Din.

Clear Space Requirements



Minimum Size

At a small size certain elements of the logo are dropped to ensure legibility.



Colour Usage

Colour specifications

Pos Pos has selected blue and gold as the corporate logo colors. These colors cannot be altered under any circumstance. Color variations of the logo are not permitted.



Pantone 1245

C: 3% M: 28% Y: 100% K: 18%

R: 204 G: 153 B: 0 HEX #CC9900



Pantone 655

C: 100% M: 89% Y: 33% K: 24%

R: 0 G: 47 B: 100 HEX#: 002f64

Black and white version



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Variations

The logo can be used in both horizontal and vertical and positive and negative form. In the positive form, color applications must be either corporate colors or black and gray specified in the styleguide. In the negative form, care should be exercised in choosing colors when reversing the logo out of a solid color.

The logo must be placed on a background that is high-contrast to insure readability. The Pos Pos logo may not be combined with any word, name or graphic element.

Horizontal and vertical



Positive and negative



Improper Usage

Never change the horizontal or vertical proportions of the logo



Never put the icon to the right of the wordmark



Never reverse out logo onto a light colour

