

# Graphic manual Logotype





# Symbol

The Inmotion symbol is designed to work together with the Inmotion wordmark as a logotype, but it can also stand alone.

The symbol is created especially for the Inmotion brand and is not to be changed in any way. Only supplied artwork should be used.

The symbol comes in blue, black and white.



## Logotype

There are two versions of the Inmotion logotype – horizontal and vertical. The horizontal logotype is the brand’s primary logotype.

The logotype is designed especially for the Inmotion brand and is not to be changed in any way. Only supplied artwork should be used.

The logotype consists of a symbol and a wordmark. The wordmark is to be used in conjunction with the symbol and never to stand alone.

The logotype comes in blue, black and white.

Blue is the primary colour and used for light backgrounds, with black as the secondary colour. On dark backgrounds, use the white logotype.

Always make sure the logotype is legible.

**Horizontal logotype – Primary logotype**



**Spacing** – Always keep space to other objects or text

**Free sapce area size**



**Dark background – white logotype**



**Light background – blue logotype or black logotype**

