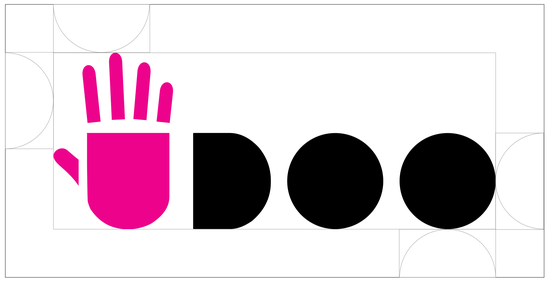
GUIDELINES FOR THE CORRECT USE OF THE UDOO LOGO



RESPECT AREA

The logo must be reproduced respecting the area surrounding it, which is half the height of the "O" in UDOO.
Every graphic and chromatic element extraneous to the logo must not touch the surface defined by this area.
Any application of the logo that does not respect this area will be considered improper and illegal use

COLORS

PANTONE Process Magenta C
Magenta (C: 0%, M: 100%, Y: 0%, K: 0%)

PANTONE Process Black C
Black (C: 40%, M: 40%, Y: 20%, K: 100%)

OK

NO!

NO!

PROPORTIONS

Maintain the proportions of the logo. Any deformation of the logo in which the proportion is not maintained will be considered improper and illegal use

BACKGROUND

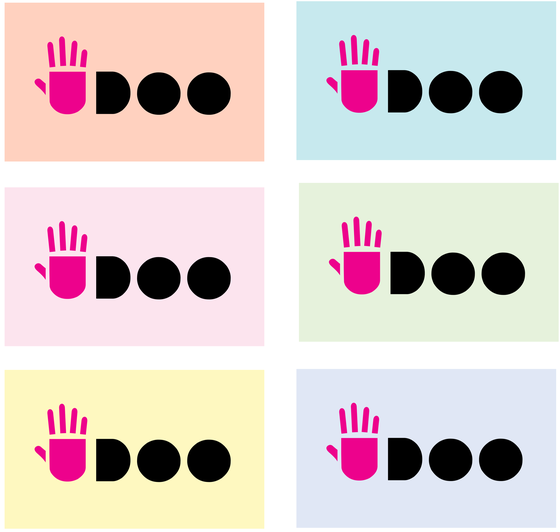
Suggested background colors: white, black, light gray (suggested Gray: K=10% or less)

OK

OK

OK

The logo also works with pastel colored backgrounds, although neutral backgrounds are preferred

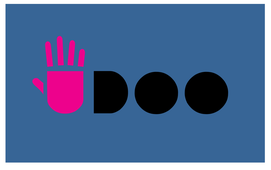


OK

Avoid colors where the contrast between the background and the hand symbol is lost

NO!

NO!



NO!

In the case where the logo must be used on unsuitable backgrounds, do not insert contour lines around the hand symbol; instead, place the logo in a neutral box or use the monochromatic version (assuming that the correct contrast is respected i.e. no black on dark blue)

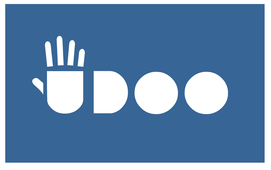
NO!

OK

OK

OK

OK



OK