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Logotype

The logotype is available in different variations in Icelandic and English.
The primary variation is blue and black on a white background.

Primary version in Icelandic and English

Myndlistarmiðstöð
Icelandic Art Center

Icelandic Art Center
Íötsýningarmiðstöð

Other versions

Myndlistarmiðstöð
Icelandic Art Center

Icelandic Art Center
Íötsýningarmiðstöð

Myndlistarmiðstöð
Icelandic Art Center

Icelandic Art Center
Íötsýningarmiðstöð

Myndlistarmiðstöð
Icelandic Art Center

Icelandic Art Center
Íötsýningarmiðstöð

Colour

The logo has one colour (blue)
+ black (100% and 70%) as well as white.

Myndlistarmiðstöð
Icelandic Art Center

100% black + blue

Myndlistarmiðstöð
Icelandic Art Center

100% black + 70% black

Myndlistarmiðstöð
Icelandic Art Center

100% black + white on a coloured background

Myndlistarmiðstöð
Icelandic Art Center

white + 70% black on a black background

Blue

- Print colour CMYK (4C)
C100 / M65 / Y0 / K0
- Screen colour RGB
R2 / G82 / B255 (#0252ff)
- Print Colour Pantone UC (spotcolour)
3005

Icelandic Art Center
Icelandic Art Center

100% black + blue

Icelandic Art Center
Icelandic Art Center

100% black + 70% black

Icelandic Art Center
Icelandic Art Center

100% black + white on a coloured background

Icelandic Art Center
Icelandic Art Center

white + 70% black on a black background

Wrong colour management

Myndlistarmiðstöð
Icelandic Art Center

Do not mix or change colours

Myndlistarmiðstöð
Icelandic Art Center

Irregular background

Icelandic Art Center
Icelandic Art Center

Do not mix or change colours

Icelandic Art Center
Icelandic Art Center

Irregular background

Background

The logotype should always be surrounded with a minimum amount of space, as shown here.

The space can be enlarged in any direction but should always be a rectangle.



Wrong usage



Wrong position on the background.



The shape of the background should not be changed.
The background should always be a rectangle.

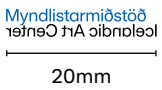
Size

The logo can be as large as it needs to be.

Myndli
retneC

∞

The logotype should not be used any smaller than 20 mm, the size is defined by the type not the background.



File system

Different variations of the logotype have been organised into a simple filing system.

In the main folder you will find two folders, one contains variations for print, the other one variations intended for screen.

Each folder has variations for two languages (EN and IS) and different colour systems; Black and White (BW), four colour (CMYCK), spot colour (Pantone) and screen (RGB). The logotype can be found in PDF, SVG and PNG file format.

File system

