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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

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Myndlistarsjóður  
Icelandic Visual  
Arts Fund

Icelandic Visual  
Arts Fund  
Myndlistarsjóður

Other versions

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Myndlistarsjóður  
Icelandic Visual  
Arts Fund

Icelandic Visual  
Arts Fund  
Myndlistarsjóður

Myndlistarsjóður  
Icelandic Visual  
Arts Fund

Icelandic Visual  
Arts Fund  
Myndlistarsjóður

Myndlistarsjóður  
Icelandic Visual  
Arts Fund

Icelandic Visual  
Arts Fund  
Myndlistarsjóður

## Colour

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



Myndlistarsjóður  
Icelandic Visual  
Arts Fund

100% black + blue



Myndlistarsjóður  
Icelandic Visual  
Arts Fund

100% black + 70% black



Myndlistarsjóður  
Icelandic Visual  
Arts Fund

100% black + white on a coloured background



Myndlistarsjóður  
Icelandic Visual  
Arts Fund

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 Visual  
Arts Fund

100% black + blue



Icelandic Visual  
Arts Fund

100% black + 70% black



Icelandic Visual  
Arts Fund

100% black + white on a coloured background



Icelandic Visual  
Arts Fund

white + 70% black on a black background

## Wrong colour management



Myndlistarsjóður  
Icelandic Visual  
Arts Fund

Do not mix or change colours



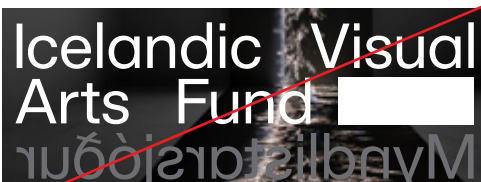
Myndlistarsjóður  
Icelandic Visual  
Arts Fund

Irregular background



Icelandic Visual  
Arts Fund

Do not mix or change colours



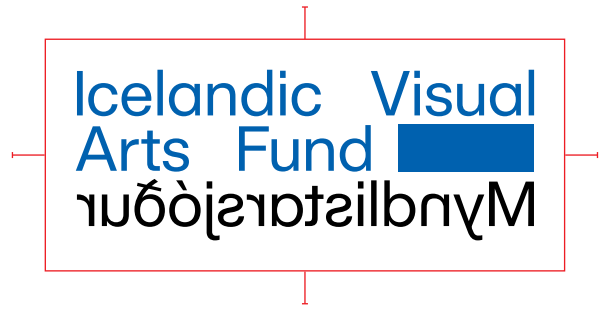
Icelandic Visual  
Arts Fund

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.




Wrong position on the background. The background should always be a rectangle.

## Size

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

Mmyndlistar  
lousiV oik  
bnuF



∞

The logotype should not be used any smaller than 16mm, the size is defined by the type not the background.



Myndlistarsjóður  
Íslenska Vanda  
Afta Fund stfA

16mm



Myndlistarsjóður  
Íslenska Vanda  
Afta Fund stfA

16mm

## 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 (CMYK), spot colour (Pantone) and screen (RGB). The logotype can be found in PDF, SVG and PNG file format.

## File system

