

ELEMENTS OF THE LANNOOCAMPUS LOGO

The logo features on Lannoo publications in three different ways:

- 1 :: As a **combination mark**, consisting of both the icon and wordmark
- 2 :: As a **pictorial mark** (to be used on the spine only)
- 3 :: As a **wordmark** (to be used on the front cover only)

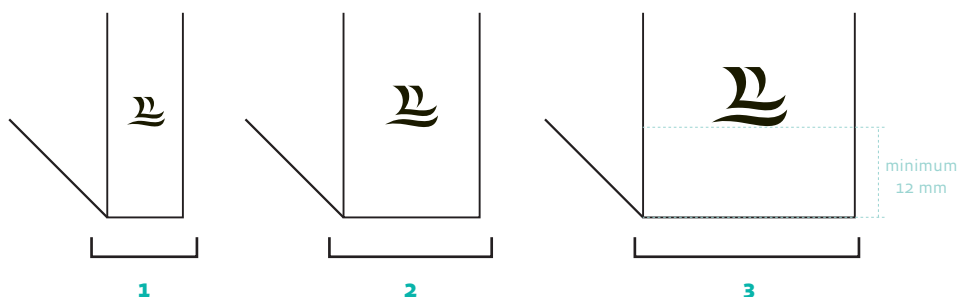


On Lannoo publications, the logo always features either in black, white or a single colour.
For all publications other than books (ads, brochures,...) the combination mark (no. 1) is to be used.

WHICH LOGO IS TO BE USED ON THE SPINE?

- :: The pictorial mark (L-shaped) is to be used on the spine.
The size of this mark is determined by the width of the spine.
- :: All logos are to be placed **at least 12 mm from the bottom of the spine.**

- 1) spine = 5 to 10 mm -> pictorial mark, width **5 mm**
- 2) spine = 10 to 18 mm -> pictorial mark, width **7 mm**
- 3) spine = 18 to 28 mm -> pictorial mark, width **10 mm**
- 4) spine = +28 mm -> When placing a logo on a spine wider than 28 mm, the logo may need to be placed slightly higher on the spine than the 12-mm minimum from the bottom. Please only do so after consulting with the publisher. The size of the logo is not to be changed under any circumstance.



WHICH LOGO IS TO BE USED ON THE FRONT COVER?

On the front cover, the logo is to be used in CMYK or in 100% black or white.
The size depends on the size of the front cover:

1:: Front cover width ≤ 135 mm
-> the logo's width is **15 mm**

LANNOO
CAMPUS

size 1

2:: Front cover width > 135 mm and
 ≤ 170 mm -> the logo's width is **20 mm**

LANNOO
CAMPUS

size 2

3:: Front cover width > 170 mm
-> the logo's width is **25 mm**

LANNOO
CAMPUS

size 3

All logos can be placed freely on the front cover, but are to be placed at least 12 mm from the bottom of the cover.
Please do bear in mind the hinge of the book.

WHICH LOGO IS TO BE USED ON THE TITLE PAGE?

On the title page, the logo is to be used in 100% black or knocked out in a fully coloured background.
The logo is to be placed either on the left or centred on the type page.

On the title page three different sizes are used:

1:: Front cover width ≤ 135 mm
-> the logo's width is **15 mm**

 LANNOO
CAMPUS

15 mm

size 1

2:: Front cover width > 135 mm and
 ≤ 170 mm -> the logo's width is **20 mm**

 LANNOO
CAMPUS

20 mm

size 2

3:: Front cover width > 170 mm
-> the logo's width is **25 mm**

 LANNOO
CAMPUS

25 mm

size 3