LANNOO

ELEMENTS OF THE LANNOO LOGO

The logo features on Lannoo publications in three different ways:
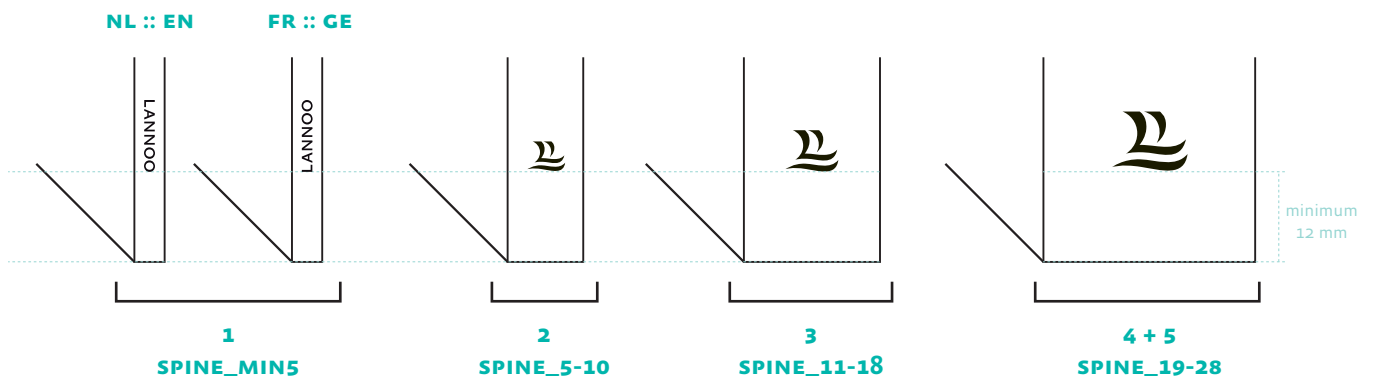
1 ::   As a **combination mark,** consisting of both the icon and wordmark

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.
::   If the width of the spine is less than 5 mm, the wordmark (no. 3) is to be used.
      This is the only case in which the wordmark is to be used on the spine.
::   All logos are to be placed **at least 12 mm from the bottom of the spine.**

1) spine = -5 mm (NL)   -> wordmark, width 9,5 mm, turned 90° to the right.
    spine = -5 mm (FR;EN;GE)-> For French, English and German books, the wordmark is turned to the left.
2) spine = 5 to 10 mm   -> pictorial mark, width **5 mm**
3) spine = 11 to 18 mm   -> pictorial mark, width **7 mm**
4) spine = 19 to 28 mm   -> pictorial mark, width **10 mm**
5) 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. Please note that logo (RUG_19-28) is to be used.

NL :: EN   FR :: GE

minimum
12 mm

1
SPINE_MIN5

2
SPINE_5-10

3
SPINE_11-18

4 + 5
SPINE_19-28

LANNOO

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**	2:: Front cover width >135 mm and ≤ 170 mm -> the logo's width is **20 mm**	3:: Front cover width >170 mm -> the logo's width is **25 mm**

LANNOO
15 mm
size 1

LANNOO
20 mm
size 2

LANNOO
25 mm
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**	2:: Front cover width >135 mm and ≤ 170 mm -> the logo's width is **20 mm**	3:: Front cover width >170 mm -> the logo's width is **25 mm**

LANNOO
15 mm
size 1

LANNOO
20 mm
size 2

LANNOO
25 mm
size 3