

The Interpipe logo

Elements	5
Grid	6
Clear space	7
Reproduction versions	8
Position and size	10
Prohibited use	11



Our logo is the most important element of the new corporate design. It is the central element of all visual communication.

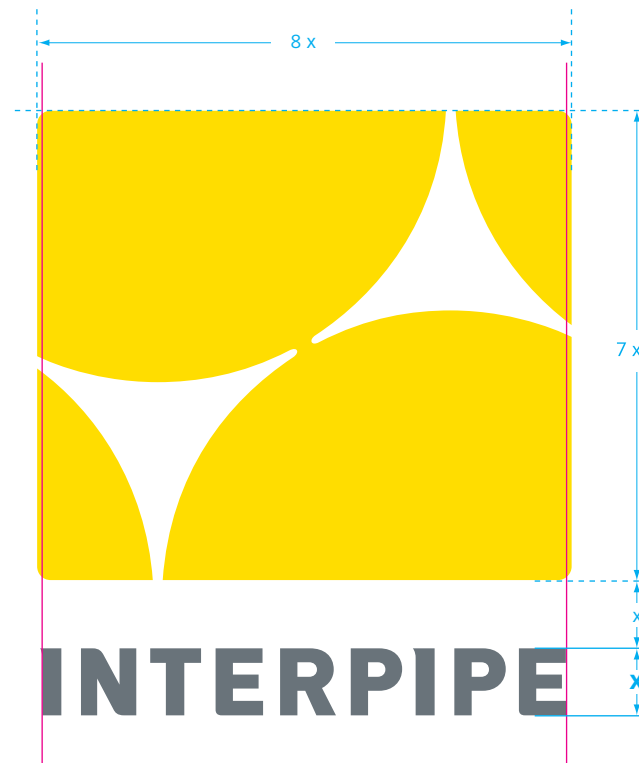
The Interpipe logo is made up of two elements; picture mark and the word mark. At no time may these elements be used separately; they always form a unit as illustrated here. The logo should only be reproduced from the master artwork and may not be redrawn or altered in any way.

Basic Rules

- The Interpipe logo always forms a unit and may not be modified.
- The Interpipe logo may be applied only in the manner described here.

You will find the master artwork on the CD-ROM provided with these guidelines and the logo database.

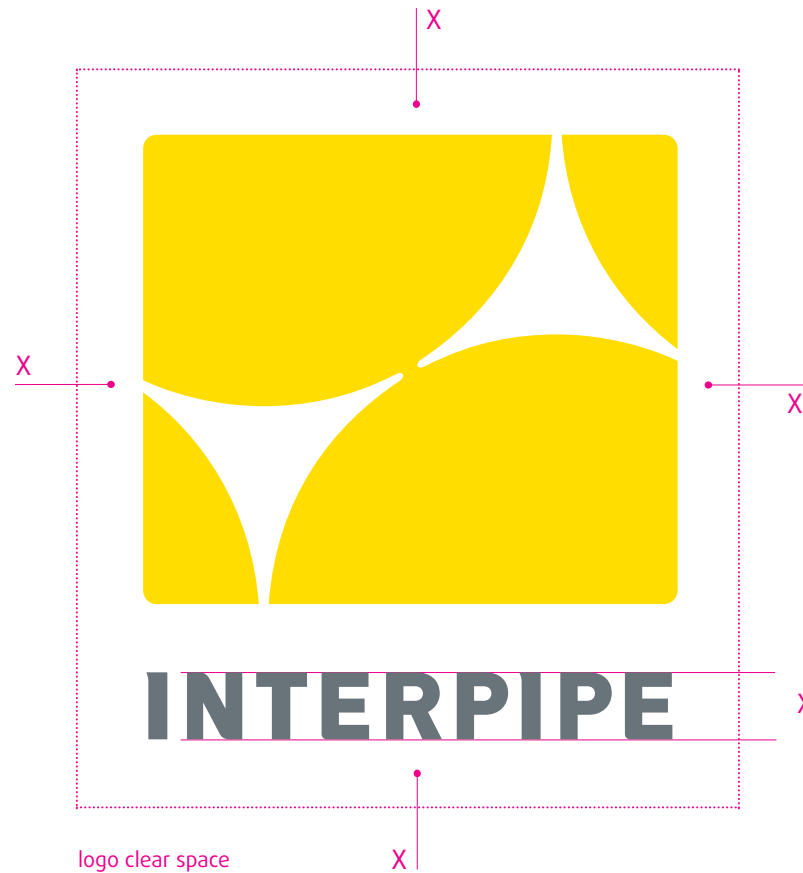
For further information about file specifications, please contact: Aleksey Orishechok, Manager on Design and Polygraphy at Interpipe.



logo grid

Picture mark and word mark are positioned in defined proportion – see dimensioning below. At no time may these proportions be changed in any way.

Use always the logo from the logo database (CD-Rom)

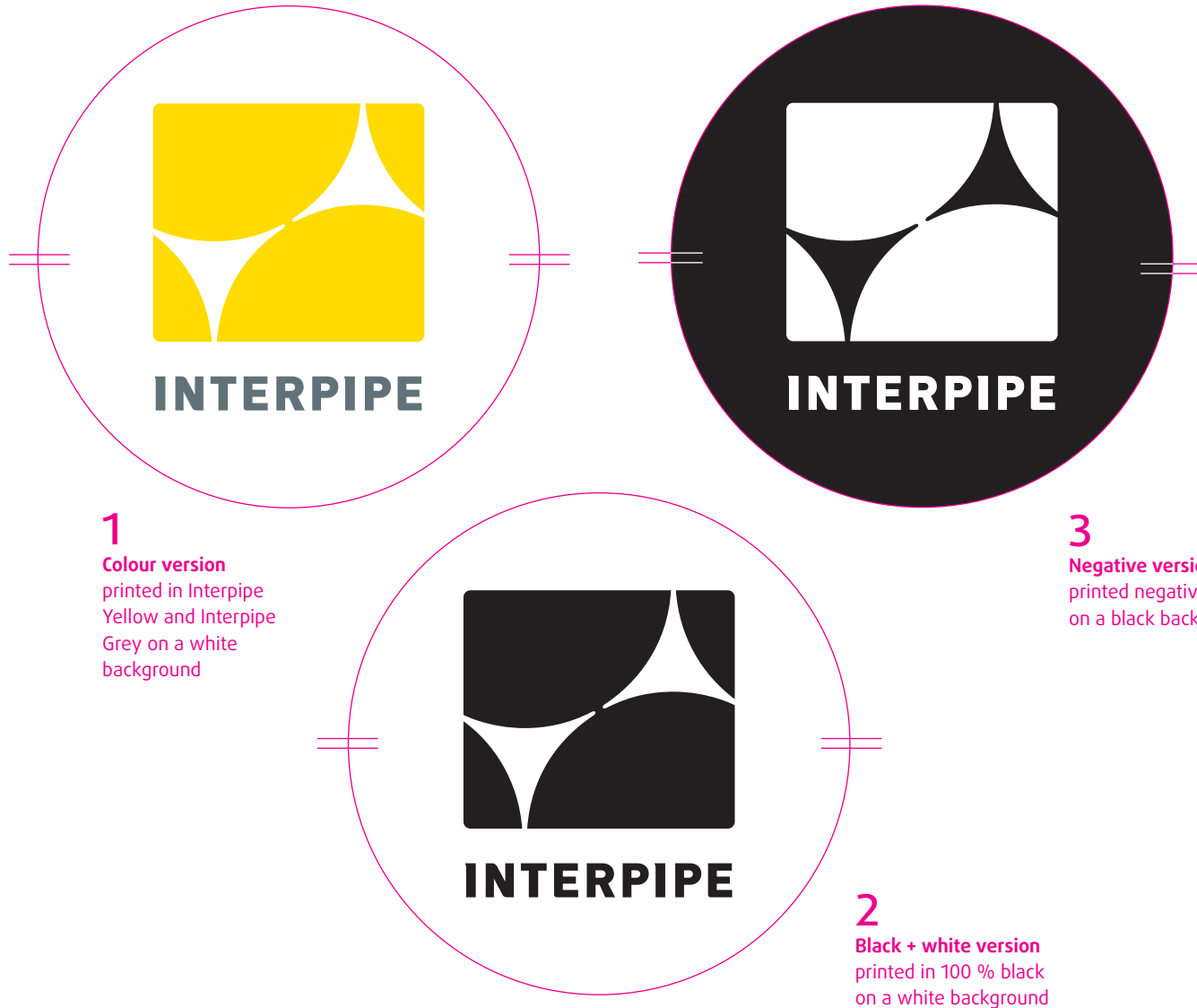


To ensure that the Interpipe logo is immediately recognisable and always legible, it must appear with an area of clear space that is free of other elements such as type or imagery.

The outer box around the Interpipe logo shows the minimum area of clear space that is permitted as illustrated. This area is a minimum requirement only and should be increased wherever possible. Its construction is based on the height of the word mark.

Basic Rules

- The Interpipe logo is surrounded by a minimum area of clear space which remains free of other elements at all times.
- The clear space may not be altered.
- The clear space is defined by the height of the word mark.
- The clear space does not define the position of the logo on any format.



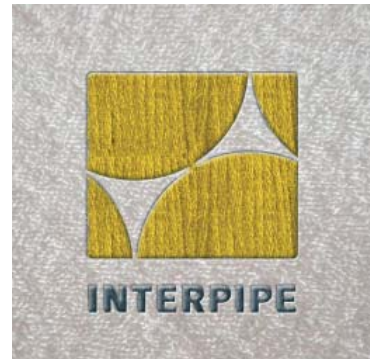
The Interpipe logo should preferably always be used in the colour version on a white background. However, if colour print is not possible, you may refer to the black + white version or a negative white version as illustrated.

Basic Rules

- The colour version of the Interpipe logo is the preferred version.
- The Interpipe logo may only be featured in the colour versions shown here.
- The colour version of the Interpipe logo is always reproduced on a white background. No other colours or backgrounds are allowed.



Colour print
printed colour version
on a even cloth



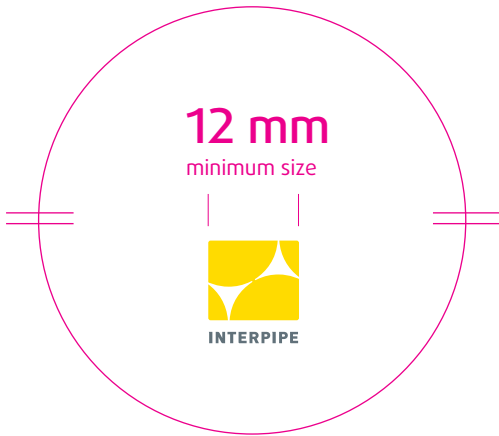
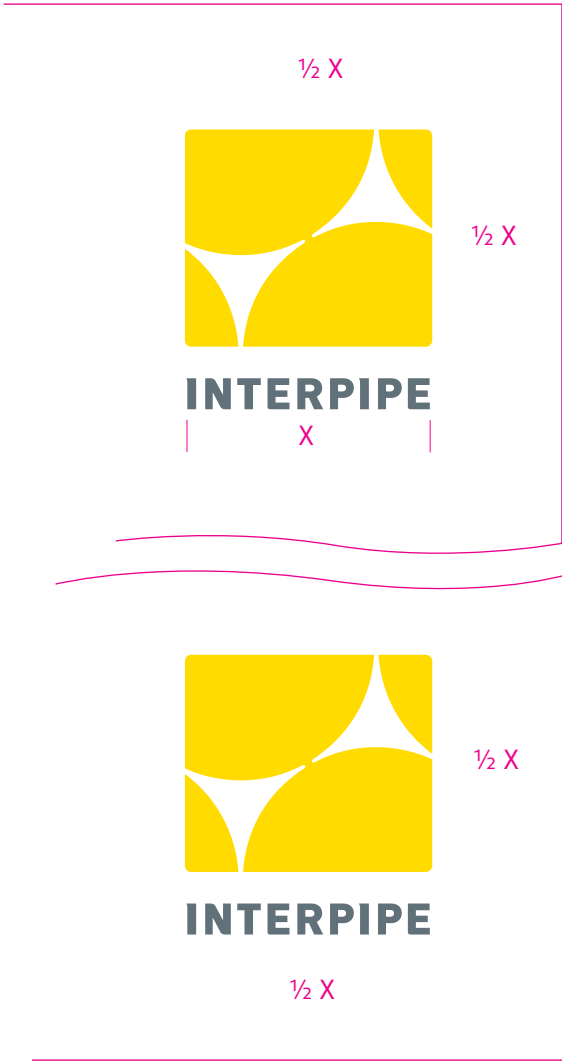
colour embroidery
stitched colour version on a
uneven cloth (e. g. terry cloth)



Etching
etched logo version
on metallic background

xyz

Basic Rules



Position

To ensure the consistent application of the logo, a fixed position of this unique element has been defined for all formats.

The logo should generally be right aligned within the format. The space between the logo and the margin is equal to the 1/2 width of the logo, defined as 1/2 x.

Size

For all applications, there is one version of the Interpipe logo used in sizes 12 mm and over. Recommended logo sizes for standard formats have been made. When printing special formats, please select the most similar format as a reference point for the size of the logo.

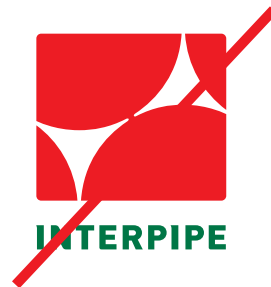
Format	mm
DIN A1	86
DIN A2	60
DIN A3	42
DIN A4	30
DIN A5	22
DIN A6	16
DL	22
US Letter	30



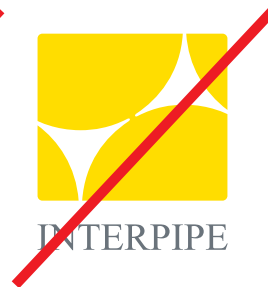
Do not alter proportions or the fixed relation between the picture mark and the wordmark



Do not change or add any colours to the Interpipe logo



Do not adhere to introduce additional colours



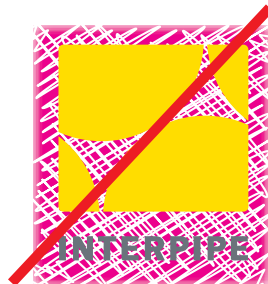
Do not use any other typeface for the Interpipe wordmark



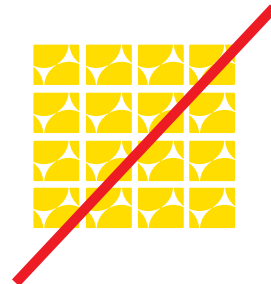
Do not use any special effects e.g. drop shadows



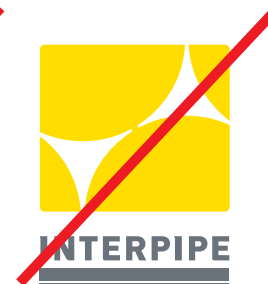
Do not use the Interpipe logo on a coloured background



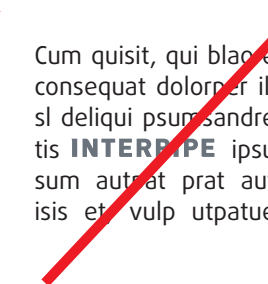
Do not use the Interpipe logo on a complex or high-contrast background



Do not create patterns from any part of the Interpipe logo



Do not add any additional elements



Do not reproduce the Interpipe logo in body copy

Building a successful identity for Interpipe depends upon the consistency with which the Interpipe logo is applied. Incorrect use of the Interpipe logo, however slight, will reduce the overall impact of the Interpipe identity.

To ensure consistent and accurate reproduction, the guidelines outlined in this document should be applied. The Interpipe logo should only ever be reproduced using master artwork which can be found on the Interpipe Design Guidelines CD-ROM.

This page illustrates only a few examples of prohibited use of the Interpipe logo, focusing on the two most important considerations – legibility and changing the logo.

The Interpipe special logo

Elements	13
Grid	14
Clear space	15
Reproduction versions	16
Position and size	18
Prohibited use	19



Whenever possible the use of the Interpipe logo is mandatory. However, in some applications such as special formats, the use of the Interpipe logo in its correct lock-up is not possible due to size and low impact. For those cases the use of the Interpipe special logo is allowed.

The Interpipe special logo version is made up of two elements, the picture mark and the word mark. At no time may these elements be used separately; they always form a unit as illustrated here. The logo should only be reproduced from the master artwork and may not be redrawn or altered in any way.

Basic Rules

- The Interpipe special logo always forms a unit and may not be modified.
- The Interpipe logo may be applied only in the manner described here.

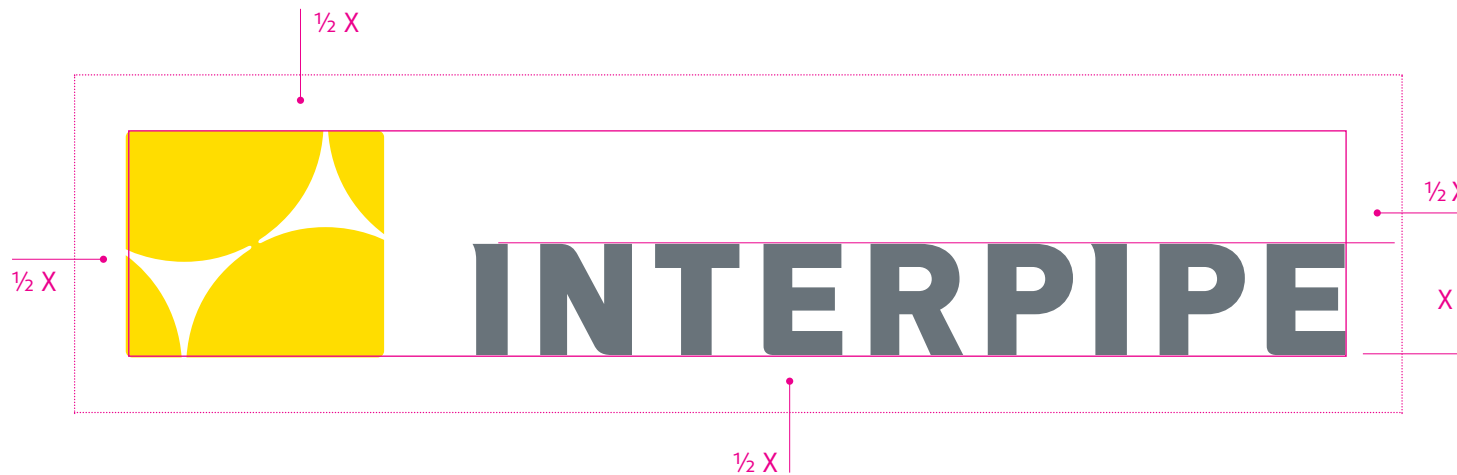
You will find the master artwork on the CD-ROM provided with these Guidelines and the logo database.

To ensure consistent and accurate reproduction, the guidelines outlined in this document should be applied. The Interpipe logo should only ever be reproduced using master artwork which can be found on the Interpipe Design Guidelines CD-ROM.

Picture mark and word mark are positioned in defined proportion – see dimensioning below. At no time may these proportions be changed in any way.

Use always the logo from the logo database (CD-Rom)



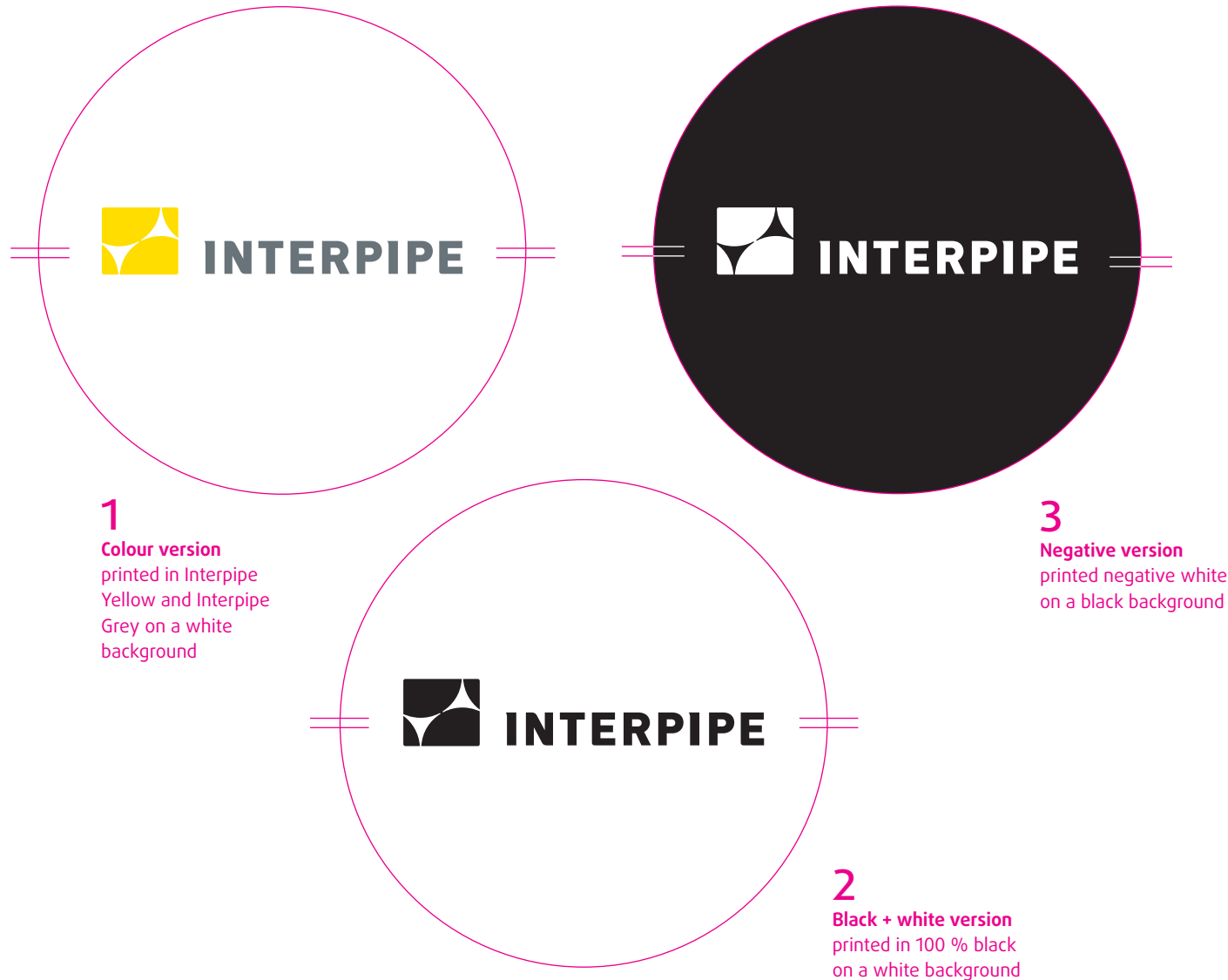


To ensure that the Interpipe special logo is immediately recognizable and always legible, it must appear with an area of clear space that is free of other elements such as type or imagery.

The outer box enclosing the Interpipe special logo shows the minimum area of clear space that is permitted as illustrated. This area is a minimum requirement only and should be increased wherever possible. Its construction is based on the $\frac{1}{2} X$ height of the word mark.

Basic Rules

- The Interpipe special logo is surrounded by a minimum area of clear space which remains free of other elements at all times.
- The clear space may not be altered.
- The clear space is defined by the $\frac{1}{2} X$ height of the word mark.
- The clear space does not define the position of the special logo on any format.



The Interpipe special logo should always be used in the colour version on a white background. However, if colour print is not possible, you may refer to the black + white version or a negative white version as illustrated.

Basic Rules

- The colour version of the Interpipe special logo is the preferred version.
- The Interpipe special logo may only be featured in the colour versions shown here.
- The colour version of the Interpipe special logo is always reproduced on a white background. No other colors or backgrounds are allowed.



Colour print
printed colour version
on a even cloth



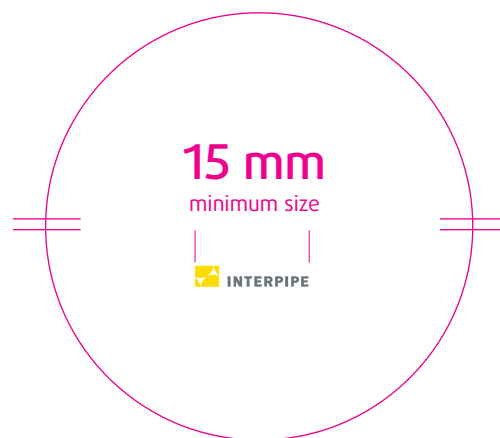
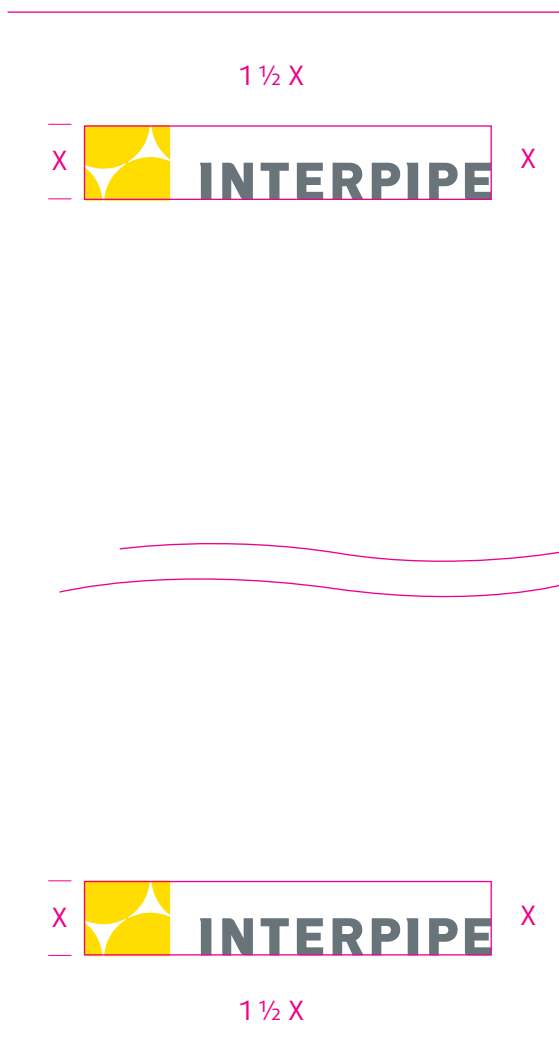
colour embroidery
stitched colour version on a
uneven cloth e. g. terry cloth)



Etching
etched logo version
on metallic background

xyz

Basic Rules



Position

To ensure the consistent application of the special logo, a recommended position of this unique element has been defined.

The logo should generally be right aligned within the format. The recommended space between the logo and the margin is X in side and 1 1/2 X in height of the logo, defined as X.

As the Interpipe special logo is drawn for special formats the position can be reduced down to the defined Interpipe special logo clear space

Size

For all applications there is one version of the Interpipe special logo used in sizes 15 mm and over.



Do not alter proportions or the fixed relation between the picture mark and the wordmark



Do not change or add any colours to the Interpipe special logo



Do not introduce additional colors



Do not use any other typeface for the Interpipe wordmark



Do not use any special effects e.g. drop shadows



Do not add any additional elements



Do not use the Interpipe special logo on a coloured background



Do not use the Interpipe special logo on a complex or high-contrast background



Do not create patterns from any part of the Interpipe special logo

Cum quisit, qui blaore
coiliare **INTERPIPE**
sl deliqui psumsandre

Do not reproduce the Interpipe special logo in body copy



Do not change any elements



Do not use isolated elements of the Interpipe special logo

Building a successful identity for Interpipe depends upon the consistency with which the Interpipe special logo is applied. Incorrect use of the Interpipe special logo, however slight, will reduce the overall impact of the Interpipe identity.

To ensure consistent and accurate reproduction the guidelines outlined in this document should be applied. The Interpipe special logo should only ever be reproduced using master artwork which can be found on the Interpipe Design Guidelines CD-ROM.

This page illustrates only a few examples of prohibited use of the Interpipe special logo, focusing on the two most important considerations – legibility and changing the logo.