

CORBIS LOGO

The logo mark is a company's most prominent visual representation of its brand identity. Consistent and accurate logo usage helps to build recognition of the Corbis brand. Always follow the usage standards.

Always use one of the approved logos

Always use one of the approved logo sizes

Always reproduce from approved digital file.

Always maintain consistent white space as defined by the control area

Always use the primary three color version first rather than the single color version

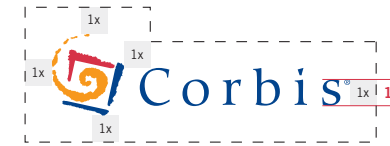
PRIMARY LOGO



CORPORATE SIGNATURE The Corbis corporate signature consists of the swirl combined with the logo type.

When placed on a white background, the color version of the logo should be used for print. There may be cases when colors need to be converted to CMYK.

LOGO USAGE



CONTROL AREA Never crowd the logo, or place other elements in the control area. Control area measurement 1x is equal to the x-height of the "s" in Corbis.



MINIMUM SIZE To ensure legibility, the minimum size for reproduction of the Corbis corporate signature is 29 pixels (.40278") from the top of the swirl to the base of the swirl.

Black



Grey (50% Black tint)



Reverse/Knock-out



ONE COLOR APPLICATIONS If placed on a colored background, a one-color black, white, or grey version of the logo should be used.



LOGO URL The logo and url should always be in the above relationship.

LOGO MATRIX

The following are the approved logos for Corbis and acquired company brands for usage at various stages as they transition into being fully integrated with the corporate brand. Apply the same guidelines and usage standards as the Corbis logo mark.

BRAND IDENTITY



ACQUISITION/JOINT VENTURE



ACQUISITION/JOINT VENTURE







LOGO COLOR

FOR PRINT

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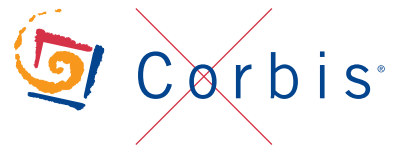
FOR WEB

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	PANTONE	CMYK	RGB
 CORBIS ORANGE	Pantone 144	C 0 M 47 Y 100 K 0	R 255 G 122 B 0
 CORBIS RED	Pantone 193	C 0 M 91 Y 65 K 11	R 217 G 5 B 45
 CORBIS BLUE	Pantone 2748	C 100 M 76 Y 0 K 18	R 0 G 35 B 116
 CORBIS GREY	Pantone ??	C 0 M 0 Y 0 K 50?	R ? G ? B ?

LOGO MISUSE

Unapproved, inconsistent use of the logo weakens the brand identity.



Never recreate, reconfigure or imitate the logo.

Never break the relationship between the "swirly" and "Corbis" type treatment.

Never use unapproved color configurations.

