



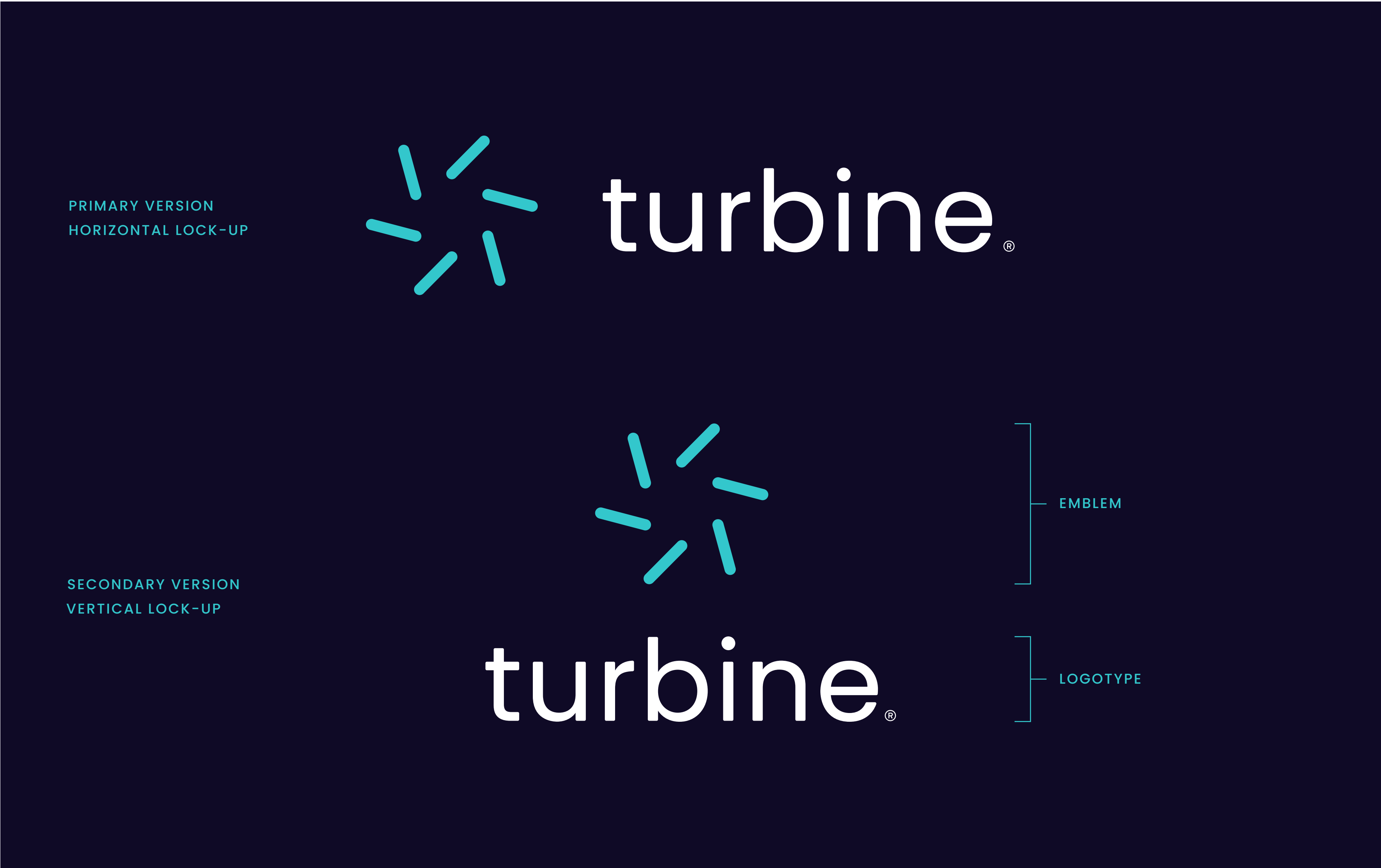
LOGO GUIDELINES  
JANUARY 2026

1.1

The logo consists of two main elements: the emblem and the logotype. The emblem may be used independently only in exceptional cases, while the logotype may only appear together with the emblem. Their combined usage is regulated in detail by the brand guidelines. Two formal versions may be used: primary horizontal and secondary vertical.

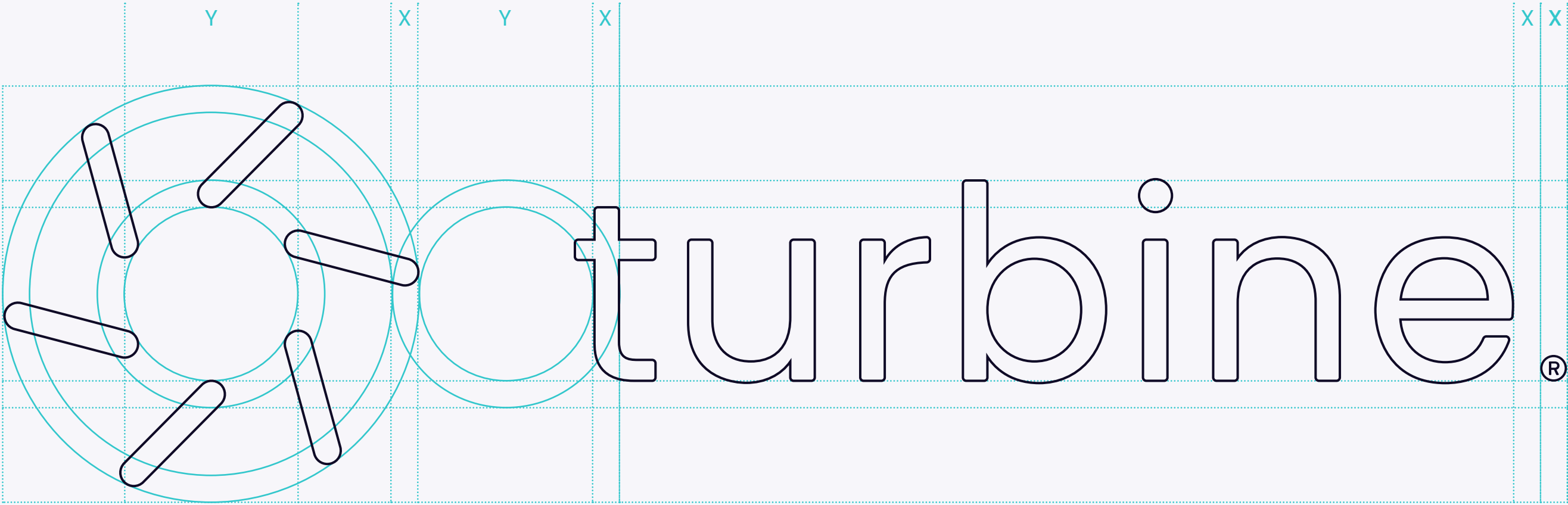
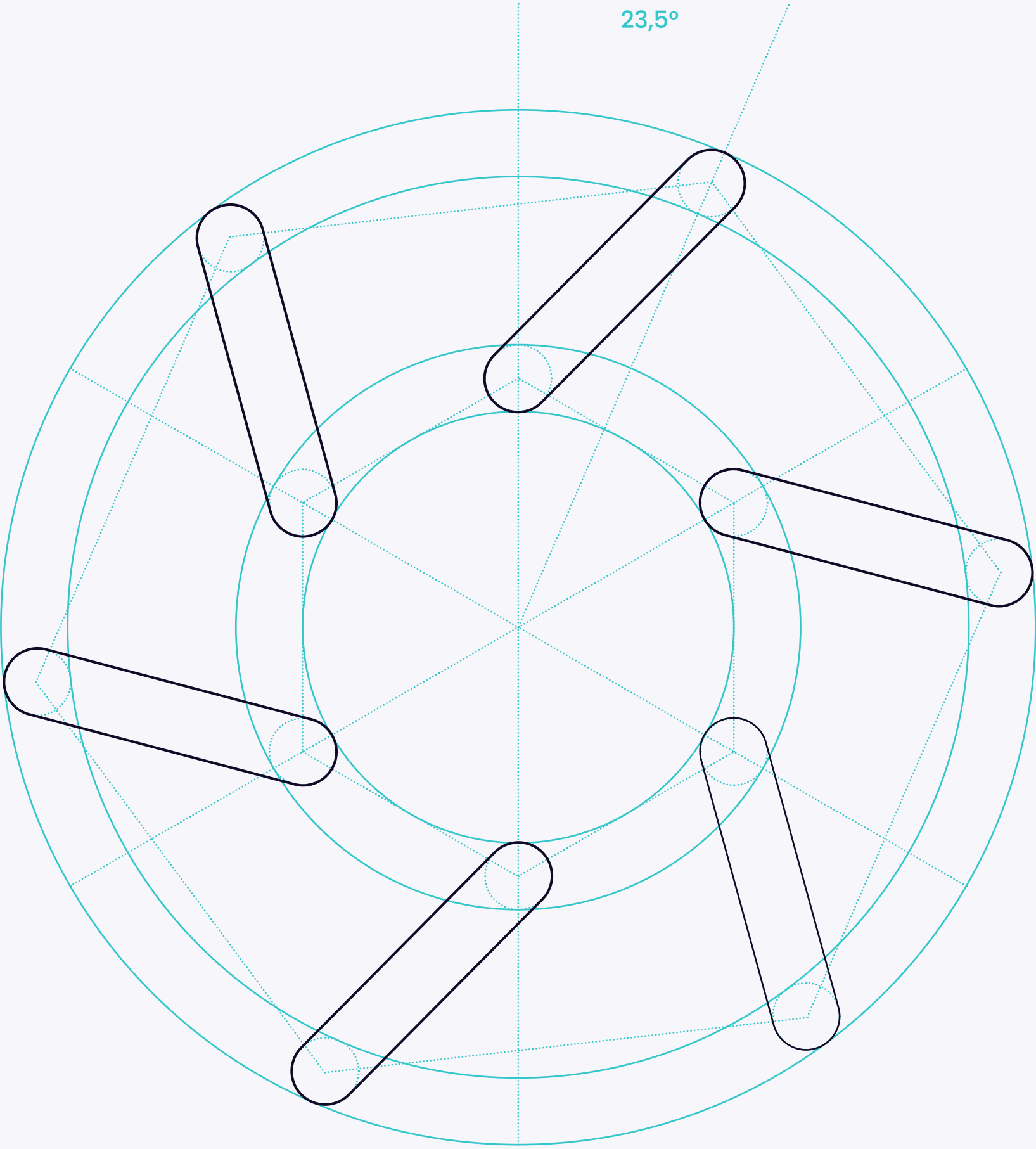
The logo is constructed using defined proportions, a 23.5° angle, the Poppins Regular typeface, and rounded corners.

LOGO



1.2

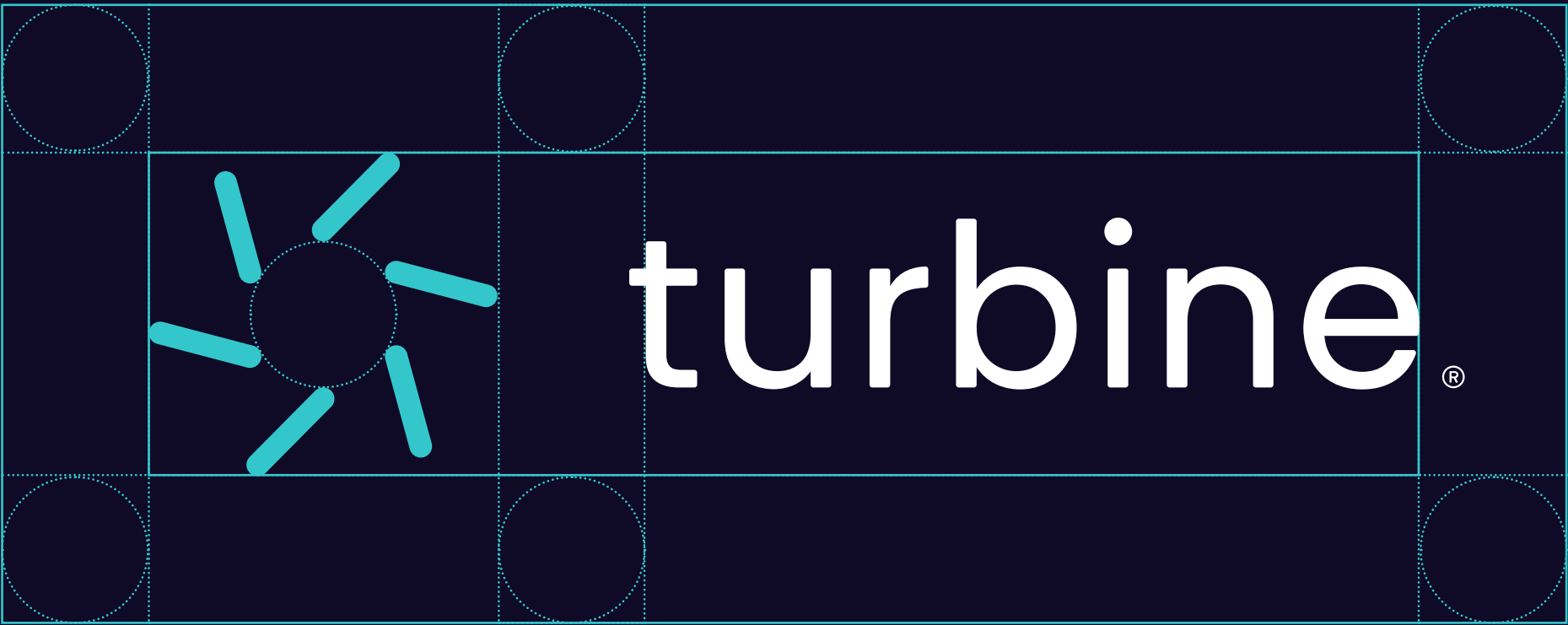
LOGO STRUCTURE



1.3

The mandatory clear space defines the empty area around the logo. Its size is determined by the emblem’s inner radius. No graphic elements, logos, text, or detailed backgrounds may appear.

CLEAR SPACE



1.4

Defining the minimum size of the logo is essential for readability. Minimum width: 150 px on screen and 15 mm in print.

LOGO SIZING



1.5

The inverted logo variations are to be used on lighttoned backgrounds. These versions are identical in form to the primary logo; the only difference is in the logotype color, which in this case is dark blue instead of white.

Monochrome, singlecolor versions of the logo may also be used in exceptional cases. The positive monochrome version should be used on the brand turquoise and coral colors, as well as whenever fullcolor printing is not possible.

The negative monochrome version of the logo should be used on darktoned surfaces, detailed photos, or illustrations, in a watermarklike manner. The same rules apply to sizing and placement as for the primary logo versions.

LOGO VARIATIONS

NEGATIVE MUTATIONS



MONOCHROME POSITIVE MUTATIONS



MONOCHROME NEGATIVE MUTATIONS

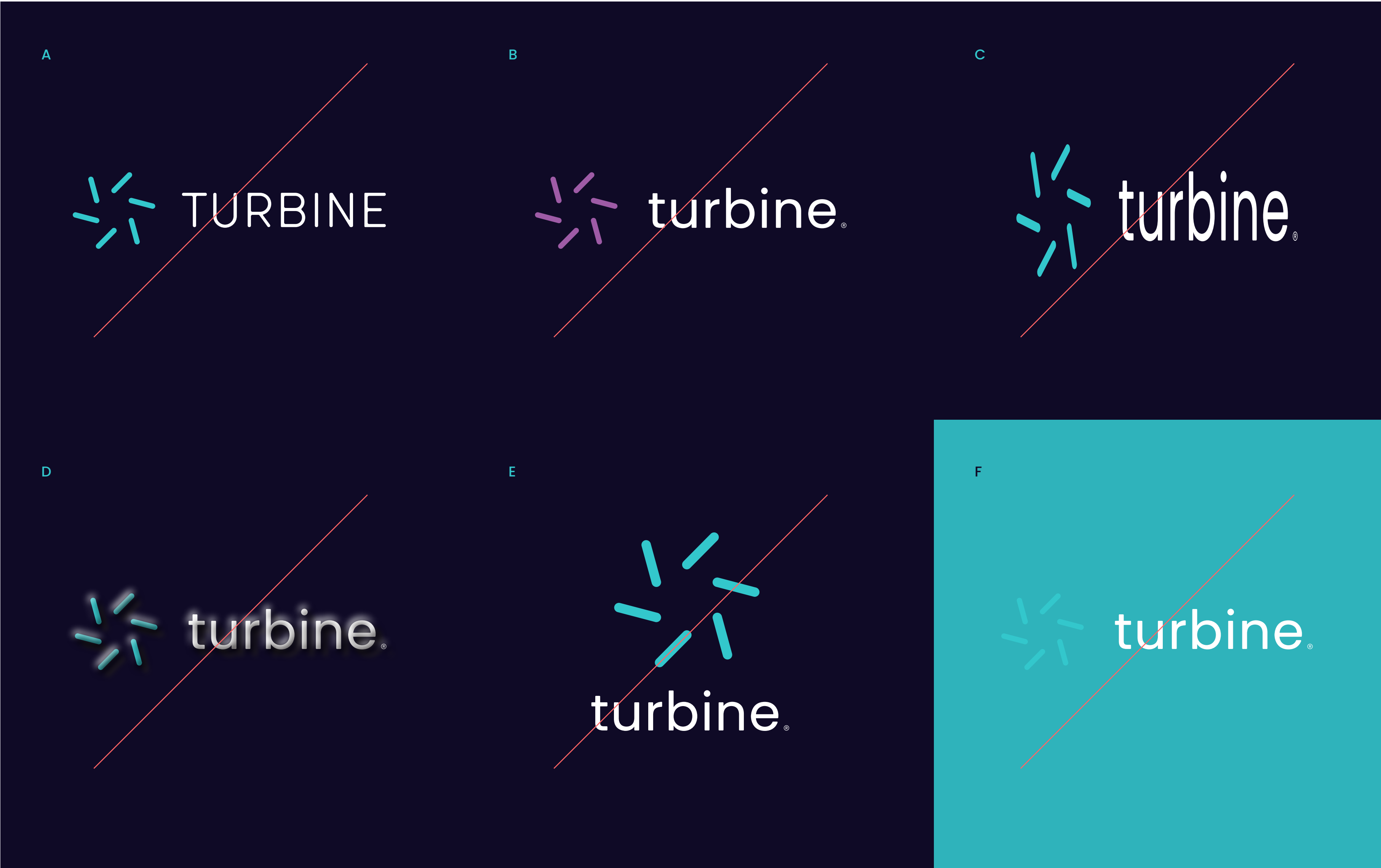


1.6

MISUSES

To preserve the integrity of the visual identity, the logo must not be used in the following ways:

- A It is forbidden to change the logotype typeface.
- B It is forbidden to modify the logo colors.
- C It is forbidden to distort the logo, either horizontally or vertically.
- D It is forbidden to add effects to the logo.
- E It is forbidden to alter the proportion between the symbol and the logotype.
- F It is forbidden to place the logo on mid tone backgrounds or on rich, detailed photos that do not provide adequate contrast; in such cases, the negative monochrome version must be used.





turbine®

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