

Incasso Corporate Identity Manual

22 December 2005

Introduction

This manual provides guidelines for ensuring the consistent use of the Incasso (Incasso/Machtigen) logo. It is intended for anyone with responsibility for incorporating the logo in a variety of graphic communication items.

The manual covers a number of basic principles, such as the way in which the logo is composed, enlarged and reduced sizes of logo and use of colour.

Incasso (Incasso/Machtigen) is a registered trademark of Currence Incasso B.V.

Currence Incasso B.V. is a subsidiary of Currence Holding B.V. Alteration or distortion of the Incasso logo is not permitted without the prior written consent of the owners.

For more information or questions concerning the use of the Incasso logo, please contact:
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Logo in colour

PMS Red 032C
 Yellow 109C
 Green 369C

CMYK Red 0, 100, 100, 0
 Yellow 0, 10, 100, 0
 Green 60, 5, 95, 0

Web Red FD, !B, 14
 Yellow FF, D8, 0
 Green 76, BE, 0

Application

The aspect ratio of the logo should not change if enlarged or reduced.



Logo in black

In cases where only one colour can be used, only one possibility is permitted, viz. black outline. The translation of the coloured logo into the monochrome form is given by percentage of black.

Monochrome	Red	100% black
	Yellow	100% black
	Green	100% black

Application

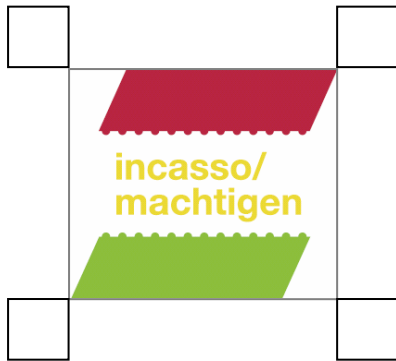
On a dark background, the logo is always reversed out and, in that way, will always stand out from its background. Again, the aspect ratio of the logo should not change if enlarged or reduced.



Scaling (enlarging or reducing)

The logo may be enlarged without restriction.

In the case of reductions, the reproduction method should be taken into account. From the point of view of communication, 11.3 mm wide by 10 mm high is the smallest size recommended.



Space around the logo

If placed in a corner, the space around the Incasso logo should be at least 8 mm.