

LOGO APPLICATION STANDARDS



The STM logo visually incorporates these three elements: Public **COMMITMENT** to the environment, **CLOSER CONNECTION** through dialogue, and forward-looking, innovative **LEADERSHIP**

1.0 Official Logo

The colour and black logo must always appear on a white background and the reverse white logo on a black background.

Colour logo



Black logo

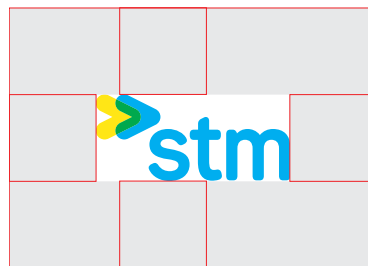


Reverse logo



2.0 Protected space

The space around the logo must be free of all other graphic elements in all visual applications.



3.0 Minimum size

Minimum width to reproduce logo, regardless of medium used.



4.0 Official colours

The three official colours add meaning to the logo:
The blue = the STM
The yellow = the public,
The green = the environment

Process Cyan

CMYK
100-0-0-0
RGB
0-158-224

PMS 108

CMYK
0-6-95-0
RGB
255-228-0

PMS 355

CMYK
94-0-100-0
RGB
0-149-52

5.0 Improper applications

If your project calls for the improper application of our logo, please contact us with a description of the problem at:

norme.logo@stm.info

Drop shadow



Distortion



Contour line



Colour or reverse logo on coloured background



Reverse logo on a photo



Contour area on coloured or photo background

