

# Rules of use for the logo of Equa bank

The logo of Equa bank is a registered trademark of Equa bank a.s., entered in the trademark registry, maintained by the Industrial Property Office. Its use must be in compliance with the below examples and (unless a journalistic licence is concerned) it must always be approved by Equa bank.

The approval of use is issued exclusively by the marketing or PR departments of Equa bank.

## Protective zone

The area around the logo is part of the logo. Therefore, a minimum protective zone, which is set by the height of the letter "E", must always be maintained.



## Minimum size of logo

The minimum size for print is set to 25 mm and for showing on a display to 100 px

## Rules of use:

The white background is part of the logo of the Equa bank brand. For the use of logo it is not allowed to:

- 1 Change the blue colour in the logo of Equa bank
- 2 Place a light variant of the logo against a black or dark background or dark pictures
- 3 Add any texts or graphic features to the logo
- 4 Add other colours to the logo
- 5 Use effects or shadows for logo adjustment
- 6 Place the logo against a colourful background
- 8 Place the logo in a text – always respect the protective area
- 9 Deform the logo in any way

