

# Logo Variations

## Positive version

The positive version of the IPG Automotive logo consists of the letters IPG in blue and the figurative mark in orange and blue. It is used on white backgrounds or on light-colored image motifs.



## Reverse version

In the reverse version, the letters IPG are displayed in white. The figurative mark is in orange and white. It is used on the blue background color (see “Colors” sections) or on dark image motifs.



## Black-and-white version

The black-and-white version of the IPG Automotive logo consists of the letters IPG and the figurative mark in black or white. It is only used for black and white printed products or for special occasions.



# Clear Space

There must be a defined clear space around the logo that separates it from other design elements. This space is defined by the width (X indicator) of the letter I.

The clear space around the logo is defined by measuring exactly two X indicator from the furthest vertical and horizontal points of the logo.

