

## SSH LOGO USAGE

This document helps to use the SSH corporate logo in a correct manner. Follow the guidelines given in this document exactly. There are NO variations beyond these guidelines.

### LOGO ORIGINAL

The SSH corporate logo combines the large letters "ssh" and fourteen dots in a circle. Use only the official logo originals provided, and do not try to create the logo yourself. The relative size and position of the elements are fixed, and must never be altered.

Use only logo graphics that have been approved by SSH. To obtain the official logo graphic in selection of formats, go to <http://www.ssh.com/company/pr/logos/>.

### PROTECTED AREA

There is a protected area surrounding the logo where no other element can be placed. The area is defined by the height of the top curve of the letter "s", as illustrated in the picture. This is the bare minimum of the protected space.



Figure 1 - Protected space around the logo

### EXAMPLES

In following figures you see examples of correct and incorrect use of the company logo.



Figure 2 – CORRECT, protected area in between the logo and element



Figure 3 – INCORRECT, elements placed too close

## COLORS

The logo can be used using three different color schemes. NO OTHER COLOR SCHEME OR COMBINATION MAY BE USED.

Make sure that the contrast between the background and the logo is clear.

### BLACK LOGO ON LIGHT BACKGROUND

When the logo is being used on either white or light background, the logo must be used with its original (black) color.



Figure 4 – CORRECT

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Figure 5 - INCORRECT, black-colored logo on dark background

**WHITE LOGO ON DARK BACKGROUND**

On dark background the logo must be all white.



Figure 6 - CORRECT



Figure 7 - INCORRECT, white logo used on light background

### **CHANGE IN SURFACE PROPERTIES**

The logo may be used in a manner where it appears to be the same color as the background, but changes uniformly the surface properties so that the logo can be identified.

Examples of this color scheme are logo shaped etchings or frosting on glass, embroidery made with green thread on a green fabric and gloss treatment on paper.