

# Dos and Don'ts when using the logo

COWI's corporate logo was designed in 1972 by one of Denmark's best-known graphic designers, Erik Ellegaard Frederiksen. The logo was developed by merging the first letters of the two founders' first names and surnames: Christen Ostenfeld and Wriborg Jønson (in the past, the letter 'J' was written with an 'I').

The corporate logo in green, black and inverted may be downloaded from Corporate visual identity on [www.cowi.com](http://www.cowi.com). Here you will find EPS logos for use in print applications, and JPG, PNG and TIF formats for online media.

## Colours

The colour of the logo is **green**.

The green logo may only be reproduced on a white background.

The logo may be reproduced in black and inverted under certain circumstances:

- The logo may be reproduced in **100% black** when printing in black/white.

The logo may be used **inverted**:

- On our fifth element in corporate colours
- On full-single-colour surfaces for exhibition materials
- On campaign materials

Read more about our fifth element and exhibition materials on Corporate visual identity on [www.cowi.com](http://www.cowi.com). For campaign materials, please contact the Communication & Design dept.



Examples of COWI logo in green, black, and inverted on our fifth element in corporate colours

### Clear space

The logo must always stand out and be easy to read. This is ensured by allowing for a minimum clear space around the logo. The clear space is determined by measuring the height of the logo (the x-height) and as a minimum, surrounding the logo with a clear space of this measurement. There must be no graphic elements, typography or other colours within the clear space. The matrix is illustrated to the right.



COWI logo with clear space

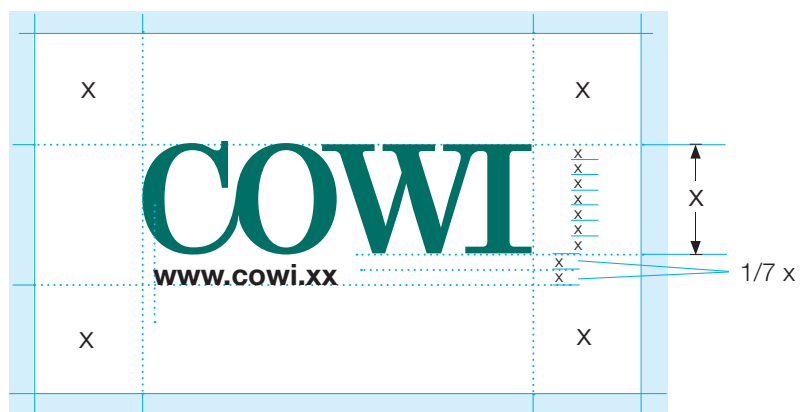
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Example of COWI logo with clear space

### Logo with web address

When no other point of contact is indicated in the communication material, the logo may be followed by a web address. The height of the web address is 1/7th the x-height of the COWI logo, and the typography is Helvetica Neue, 75 bold. The space between the logo and the web address is also 1/7th the x-height. The web address is aligned with the centerline of the stem of the 'C' in the logo. The clear space is ensured as described above. Please refer to the illustration to the right.



Examples of COWI logo with web address.  
The typography of the web address is Helvetica Neue, 75 bold

## Incorrect use of the corporate COWI logo

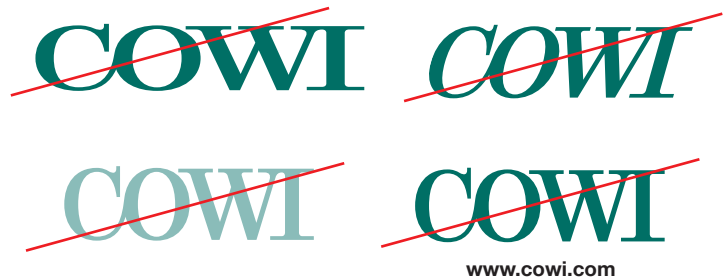
### Use the correct file format

The logo must never be reproduced. Instead, download the appropriate file format from Corporate visual identity on [www.cowi.com](http://www.cowi.com).



### Alterations

The logo is a carefully drawn symbol and may not, under any circumstances, be reproduced using ordinary fonts. It may not be scaled without keeping the correct proportions, skewed or altered in any way. The logo must never be reproduced in other colours than the corporate green, black or inverted. The corporate colour may not be tinted in the logo. On envelopes, the logo appears in corporate grey colour.



### Background images

Whether used in green, black or inverted, the logo should never be used on a busy image or on a coloured background. One exception to this rule, is when using the logo in exhibitions. When working on exhibition materials, please review the guidelines on Corporate visual identity, Exhibitions and also the guidelines on the previous page of this guide.



### Accompanying information

Web and/or e-mail addresses listed below the logo must not be centred or adjusted to the right. Please refer to the previous page of this guide.

~~COWI Company Name~~

The logo may never be linked with other font types or logos to form a new entity, as illustrated to the right. When working in a joint venture, use the guideline found on Corporate visual identity, Alliances.

~~COWI Company Product~~