



PHAETHON Teaming for Excellence Logo Guidelines

Phaethon Teaming Project Logo

This logo is used in deliverables that refer to the Phaethon Teaming Project.



Phaethon Teaming Project Logo Colour Variations

Full Colour



Greyscale



Monochrome



Logo Guidelines

Logo Colour Variations Examples



Logo Colour Variations to Avoid

Please make sure to use the approved colour combinations of the logo that are provided. Any alterations on the colours could weaken the brand identity and compromise the logo's legibility.



Logo Resizing

Always resize proportionally, otherwise the logo will be altered and may not be as legible and/or recognizable. Please make sure that it is still legible when resizing in smaller sizes.



Minimum size

Minimum logo size for print:



4cm (width) x **1.19cm** (height)

Logo resizing to avoid



Clear Space Around the Logo

The logo needs space around it to "breathe". The **minimum** amount of clear space required around the logo is equal to the height of the PHAETHON letters. This clear space is a minimum and should be increased where possible.



Logo spacing to avoid



Logo Spacing

When the logo is used next to other logos, a minimum space equal to the height of all the wording (wordmark) is recommended.



Logo spacing to avoid



Teaming Project logo with partners



