

As the new GRELL logo becomes available, this short manual determines how it should be used.

The GRELL logo may be freely used, provided that one of the following formats is adopted and the ratio width/height is maintained at all situations:

- Horizontal pattern (“GRELL_Horizontal_...png”), with the name on the right of the image:
 - “Blue” : homogeneous blue color
 - “Degraded” : degraded blue color
 - “White” : only visible over a non-white background

- Vertical pattern (“GRELL_Vertical_...png”), with the name under the image:
 - “Blue” : homogeneous blue color
 - “Degraded” : degraded blue color
 - “White” : only visible over a non-white background

Along with the six .png files mentioned above, you may also find:

- “Background.png”: an image that can be used as background in presentations (e.g. PowerPoint presentations).
- “Background with Logo.png”: an image that can be used in presentations with a blue background and the blue logo.
- “Example of Presentation.pptx” : One example of the use of the “Background with logo” for a PowerPoint presentation.
- “Logo_GRELL_for Adobe Illustrator_def.ai”: a file in Adobe Illustrator format to be used for this application.

The technical characteristics of the Logo (RGB, CMYK) are presented in the next page. The professionals of the printing presses and those that know well the computer Image applications can use these data to include the Logo in the Books of Abstracts and any other document.

COLORS



R: 0 G: 113 B: 188 // C: 86 M: 50 Y: 0 K: 0



R: 97 G: 164 B: 204 // C: 63 M: 23 Y: 10 K: 0

