

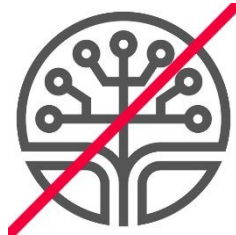
PHAIDRA

1. Overview

Generally, when using the logo, the PHAIDRA text type should be included with it as well. The circle with the tree motif by itself should ideally only be used for social media websites as a profile picture. Regarding the profile pictures, make sure to always leave some white space, about the width of the lines of the logo, outside the border of the logo itself. The jpeg file labeled as “social media profile picture” is already set up that way and ready to use. As a general rule of thumb, please try not to change the files included in any way, shape, or form.

2. Colors

When it comes to color the logo should be black, hex code: 212121. Alternatively, on a dark background a white version may be used, hex code: ffffff. Otherwise, for the sake of brand consistency across all platforms, please do not change any part of the logo to any other color, not even the corporate colors approved by the University of Vienna.



3. Clearspace

When using the logo, please be mindful of clearspace, and leave enough room for the logo to stand on its own, unobstructed by any other design element or text. All the jpeg, png, and svg files of the logo have the clearspace border already included, just please be careful not to put anything else in that space.

