

SIKKENS LOGO USAGE ON COMMUNICATIONS

On communications, the Sikkens logo always sits on a silver background.

For cases when the logo is used on a photographic or color background or is shown in isolation as the brand logo, it is enclosed within a silver Sikkens Shape.

SIKKENS LOGO



Sikkens logo in Sikkens Dark Blue on silver background.

SIKKENS SHAPE LOGO



Sikkens Shape logo used as the brand logo in isolation.



Sikkens Shape logo used on photographic background.



Sikkens Shape logo used on colored background.

SIKKENS LOGO EXCLUSION ZONE



SIKKENS SHAPE LOGO EXCLUSION ZONE



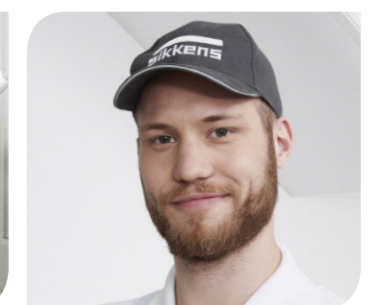
The logo is always placed at the top of the format – top left on brochure and leaflet covers.

SINGLE-COLOR USAGE EXCEPTION

ONLY in exceptional cases where multiple colors are not available, such as uniforms or forms, can the Sikkens logo be used as a single-color logo.



The single-color logo should only appear in Sikkens Dark Blue or reversed out in white. Don't reproduce it in any other colors (unless impossible – for example, on a fax sheet).



The single-color logo should never be used on printed communications where more than one color is available.