

Logo & Design Details

Ratio

The ratio for the logo is approximately 1:1.25 and should not be distorted.

6/7x



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x

Color

The logo can be superimposed on colors as long as the flower is white and the word "PRIMAVERA" is readable.

Generally, on a white or light colored background, the words should be black whereas on a black or dark colored background, the words should be white.

In all instances the blossom should be white, but the words can appear in either black or white.

Logo files are available at PRIMAVERA.ORG/PRESSKIT.



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