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The horizontal logotype should be used in applications where space restricts the use of the vertical logotype. The horizontal logotype should be used more frequently than the informal logotypes. Do ...

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Horizontal Logotypes

Five honest contributors outline three top tips they've learned in regards to pricing work, and also tell us what they'd charge for three hypothetical projects.

~~What's the cost? Creatives tell us what they actually charge for projects~~

When the logotype appears on a white background, the icon and university wordmark are blue, and the academic unit logotype is black. When the logotype appears on a blue background, the icon and ...

~~Colleges and Schools Lockup Color Combinations~~

Mexico's state-owned oil company said Friday it suffered a

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rupture in an undersea gas pipeline in the Gulf of Mexico, sending flames boiling to the surface in the Gulf waters.

~~Mexico's Pemex suffers huge gas pipeline fire in Gulf~~
Mexico's state-owned oil company said Friday it suffered a rupture in an undersea gas pipeline in the Gulf of Mexico, sending flames boiling to the surface in the Gulf waters. Petroleos Mexicanos said ...

~~WATCH: Massive, underwater fire in Gulf of Mexico after pipeline ruptures~~

In such cases, you may also need to change the logotype (i.e., the words "University of Nevada, Reno) to white. Clear space is the protected area around the logo that maximizes

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its impact. This space ...

~~Visual identity~~

The importance of protecting Intellectual Property (hereinafter “IP”) rights is evidently unquestionable. In this era, the psychology of a consumer is to find out which company’s product is ...

~~Marks to be Registered as Trademarks in Bangladesh~~

In Mind Cloud, the independent digital sales platform made for manufacturers, launched its new brand identity, website, and strategy to match expanding customer needs. The renewed brand and online ...

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~~In Mind Cloud Renews Brand Identity and Online Experience to Digitalize Manufacturing Sector~~

NASA Logotype (aka the Worm) designed by Danne & Blackburn Although the NASA Logotype was retired in 1992, it has been approved to be used on souvenir merchandise in a retro historical manner. It is ...

~~NASA Regulations for Merchandising Requests~~

The new look for the sports retailer includes a bespoke typeface, triangle-based graphic pattern and in-store wayfinding.

~~Kurppa Hosk reveals Olympics-inspired rebrand for Nordic sports giant XXL~~

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However, other elements have been reworked. Mapp says the UEFA Europa League logotype is one example. “We needed to ensure that the design of the new logotypes were optimised for use as on-screen bugs ...

~~UEFA Europa League rebrands alongside new Conference League launch~~

The artist reimagined the Dior logotype via a series of hand-drawn graphics utilized as prints and embroidery. Additionally, these are the following motifs that will be shown in the pieces ...

~~Travis Scott Is the First Rapper to Co-Design a Collection With Dior~~

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Just like in manufacturing, there's a lot of thought behind each element - the rounded gold-colored logotype, for example, signifies independence, knowledge, and inclusivity. The redesigned ...

~~New sales platform brand In Mind Cloud to rapidly digitalize the manufacturing sector~~

Chargers and cables have become an environmental problem since the introduction of the smartphone just over 10 years ago, to the point where Apple no longer includes power supplies in their ...

~~Biscuit upgradable ceramic iPhone wireless charger~~

The New Gent model has a transparent case. All five of the

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watches sport wristbands emblazoned with NASA's "worm" logotype. The white "Extravehicular" will retail for \$160, the orange "Launch" for ...

~~Swatch takes hues from NASA spacesuits for space watch collection~~

The PEMEX logotype on the tower of the drilling tower of La Muralla IV exploration oil rig, operated by Mexican company "Grupo R" and working for Mexico's state-owned oil company PEMEX ...

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