LOGO

In case you didn't know it, our logo is an owl and his name is Hugo. Hugo has been with SuperOffice since the very beginning.

Much like his namesake, Hugo Boss, he is very particular about how he looks and where he is placed.

He likes it best when the owl mark and the text logo are together with the ® mark. Being that he is a wise owl, as all owls are, he knows that in order to build a brand, people need to see the two consistently together - all of the time. Of course, there are a few exceptions to the rule, but he's pretty particular as to what those exceptions are.

He is very secure in his identity and he doesn't like to look any other way than how he was meant to be. He ALWAYS says no to glasses, bunny ears, hats and the like. It's important that we abide by his wishes or he will be very sad (and sometimes mad, and we don't want that.)

He likes to be either green or white, depending upon the background color. In very special cases, he will agree to be seen in black.

He NEVER likes to look blind. If you need him on a colored background, he wants you to use the negative logo.

Please read further to get familiar with Hugo's wishes.

This is Hugo in all his glory and is our primary logo. It should always be your first choice. If, for some reason, this can't be used – choose another option from this page.

We always place Hugo on clear, white space to ensure visibility and impact. This minimum clear space is equal to the height of a uppercase 'O'.

Hugo is to be used on the green and very dark backgrounds. Please note this logo is a negative version, which means the background color shows through the eyes.

⊗ Never

- **Add a drop shadow** (or anything else) to the logo. Use only the logos as defined above.
- **Split the logo** – Hugo must stay alongside our name. We have experienced few cases where this rule cannot be met. Please contact AS Marketing to make sure you stay on track.
- **Oversize the logo** – use the templates provided in this guide to get the size right.
- **Use the logo on a too busy background**. If the background is too busy find another solution ie. putting the logo in a green or white bar/box. Whenever possible use the templates provided in this guide to stay clear of uncertainties.

LOGO DOWNLOADS

Here you can download the logos you need. If you are missing a size or are in doubt about if you should use the positive or negative logo, please contact Fredrik Selander.

COMMUNITY AND APP STORE LOGO
254x77 pixels

SUPEROFFICE_LOGO_COMMUNITY AND APP STORE_254X77.SVG 5 KB - svg	

SUPPORT LOGO
377x87 pixels

SUPEROFFICE_LOGO_SUPPORT SITE_377X87.SVG 5 KB - svg	SUPEROFFICE_LOGO_SUPPORT SITE_377X87.PNG 4 KB - png

SERVICE TEMPLATES LOGOS
200 x 60 pixels

SUPEROFFICE_LOGO_SERVICE TEMPLATES_200X60.JPG 30 KB - jpg	SUPEROFFICE_LOGO_SERVICE TEMPLATES_200X60.PNG 1 KB - png

PRIMARY LOGO FOR WHITE/LIGHT BACKGROUNDS
1277x226 pixels

SUPEROFFICE_PRIMARY_LOGO-RGB-DIGITAL_GREEN_1277X226.PNG 19 KB - png	SUPEROFFICE_PRIMARY LOGO_GREEN_1277×226.JPG 84 KB - jpg

NEGATIVE LOGO FOR COLORED/DARK BACKGROUNDS ONLY
1277x226 pixels

SUPEROFFICE_PRIMARY_LOGO-RGB-DIGITAL_NEGATIVE_1277X226.PNG	

PNG
18 KB - png

VECTOR FILES FOR DIGITAL MATERIAL, LOGO FOR WHITE/LIGHT BACKGROUNDS

SUPEROFFICE_PRIMARY_LOG
O-RGB-DIGITAL_GREEN.EPS
2 MB - eps

VECTOR FILES FOR DIGITAL MATERIAL, LOGO FOR COLOURED/DARK BACKGROUNDS ONLY

SUPEROFFICE_PRIMARY_LOG
O-RGB-DIGITAL_NEGATIVE.EPS
2 MB - eps

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