

## Logo

No other composition with any other logo or style is permitted. Any increase or reduction in size must always be carried out proportionally.

## Area of protection

The height of the O is the distance (x) and defines the protection area of the logo.

This space must not be occupied by any other graphic, photographic or typographic element.

## Typography

The logo is formed using a Weiss *Bold* font in ElObservatorio and a Weiss *Regular* font in Social.

The phrase that accompanies the logo is formed using a Circular Std *Book* font.

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TheSocialObservatory



Minimum reproduction size:  
35 mm / 120 px wide

## Positive/Negative

The version of the logo that best contrasts with the background must take priority, with a preference for versions on black or white.

## Colours

The logo must be on a white background whenever possible. When this is not possible, a black or grey background must take priority.

If the only background option is a colour, the version of the logo that offers the best contrast and is easiest to read must be chosen.

## Placement over images

When the logo is placed over an image, areas with visual noise must be avoided and an area that offers the best contrast must be chosen.

Conflicts between the photographed design and the logo must be avoided.

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