



# cab logo

## Integral parts, formats, sizes

The corporate logo consists of the word mark “cab”, the “we identify more” claim, and a white rectangular background in the form of a label. As it is the main brand of the company, the cab logo has, whenever possible, to be used as follows.

### Which **file type, color space** for what purpose?

Print	.eps	CMYK
Embroidery	.eps	CMYK
Screen print	.eps	CMYK
Word doc	.png	RGB
PowerPoint	.png	RGB
Email / Web	.png	RGB

### Logo including claim **Minimum size**



*When used on printed materials such as letterheads, business cards, envelopes*

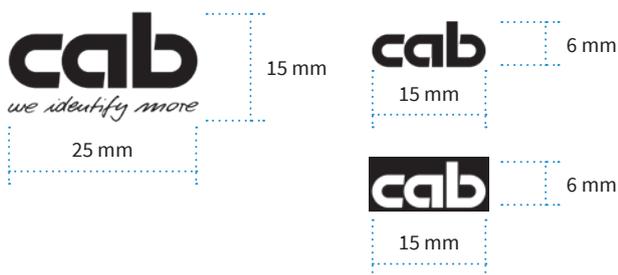
In exceptional cases, the “we identify more” claim can be omitted from the cab logo. In such an event, the word mark “cab” is done without gradient filling (3D effect).

### Logo excluding claim **Minimum size**



*When used on promotional materials such as pens, pins, USB memory sticks*

### Minimum sizes when **used on labels**



In case a single-colored cab logo is to be featured on a label, the minimum widths 25 mm or 15 mm remain valid.

Inverse display on a black background is permitted for this application.

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## Unauthorized use, misplacement

Unauthorized  
distortion



The cab logo is an integral part of the corporate image. Neither must proportions be distorted nor its orientation be rotated.

Unauthorized  
rotation



Unauthorized  
color change  
of the word mark



It is not permitted to change the colors of the word mark “cab” and/or the “we identify more” claim.

Unauthorized  
color change  
of the claim



Unauthorized  
use on a  
dark background



Display on a blue background is not allowed without the white rectangular elements (as described on page 2), display on other dark backgrounds only after consultation.

Do you have **questions on how to use the cab logo?**

We will gladly assist you.

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