



# StyleGuide

We are happy that you have decided to use our equinux Logo.

To facilitate the use of our logo, we have created this StyleGuide for you. It describes how to apply and illustrate our equinux logo. The rules and regulations displayed here are binding.

## 1. equinux as a word

Please keep in mind that “equinux“ as a word is always written lower case letters.



Fig. 1

## 2. equinux logo

There are two styles of our equinux logo. It has to be either blue or white. The size of the equinux logo can only be changed in proportion to its original size.

### 2.1. Blue equinux logo (Fig. 1)

The blue equinux logo is our standard logo. Regarding print layouts the minimum size of the logo is 8 mm in height or 30 pixels regarding online layouts.

### 2.2. White equinux logo (Fig. 3, 4, and 5)

The white equinux logo can only be placed on a black, dark-gray (minimum share of black 60%) or on the equinux blue background. Other colors are not permitted.



Fig. 2



Minimum size



Fig. 3



Fig. 4



Fig. 5



*equinix-Blue*

### 3. The equinix colors

The color “equinix blue” is used for the equinix logo or as the background color and is composed of the following color values:

Scope Presentation: RGB 0/51/120

**(Hexadecimal: #003378)**

Print Color Mixture/ Color Systems:

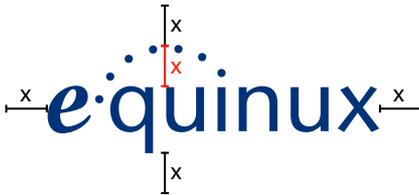
CMYK 100/70/0/0

Lab: 22/9/-45

HKS: 42 N

Pantone: 280 C

RÖHM: gs 601



*Minimum clear space around logo*

### 4. Clear Space

In order to preserve the integrity of the equinix logo enough clear space will have to be maintained to text items, frames, logos or other graphical elements. The minimum clear space around the logo must be the same as the distance from the highest point of the logo to the medium height of the letter (x). It is not permitted to apply elements in the minimum clear space area.



*Minimum clear space around partner logo*

### 5. Partner Logos and Distributor Logos

The partner and distributor logos can only be placed on a white background. Other colors are not permitted.

Enough clear space has to be maintained to text items, frames, logos or other graphical elements.