

Argus Logo

The Logotype Guidelines

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subject to compulsory implementation



Argus
R&D
Investments

Corporate Colors

1



There are 2 colors used in the Argus R&D Investments logotype:

1. Argus-black: c:0, m:0, y:0, k:100, Hex: #000000

2. Argus-burgundy: c:0, m:90, y:80, k:60 Hex: #630713
PANTONE Coated 188 CVC

2



Black is dominant, burgundy auxiliary. Thus, a full black logo is as legal as a black-burgundy one.

Application Options

1



1. No border; the word "Argus" is filled with the [corporate burgundy](#).

2. No border; all-black.

3. Inverted black.

2



4. Bordered; the word "Argus" is filled with the corporate burgundy.

5. Bordered; all-black.

3



4



5



6



If a logotype instance to be displayed becomes less than 15 mm. tall, the smaller version should be used.

7



This version features an outline of a **young olive tree**, the symbol of the Argus R&D Investments. There are only two variations for the smaller version:

6. No border the word "Argus" is filled with the **corporate burgundy**.

7. No border; all-black.

Application Guidelines

- When no color is used, the logotype should be **completely monochromatic**. The word “Argus” must not appear in shades of grayscale.
- Minimal margin around the logotype versions must not be less than the height of the letter “A” in the the word “Argus”.
- Any kind of the logotype distortion, including color replacement, is unacceptable.
- **The tree** must be black everywhere except in the inverted version.

The Sign



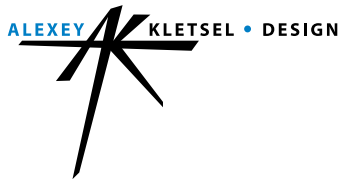
The Argus R&D Investments is involved into assistance to the developers of new hard- and software in Israel, as well as into the product promotion on the market. This lead to the corporate sign:

a young olive tree growing on the rocky, mountainous ground.

The Argus R&D Investments is based in Israel, while the olive tree is characteristic of Israel, too. Offshoots stand for the company's efforts to establish new businesses. Rocky ground on which the olive tree grows, refers to the hardships with which the creation of a business is connected.

The Typeface

The logotype of the Argus R&D Investments company features the New Journal font. The word “Argus” is bold, while “R&D Investments” is regular.



© 2003 The Argus R&D Investments logotype is designed and created in the Alexey Kletsel Design studio.

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