LOGO APPLICATION STANDARDS

The STM logo visually incorporates these three elements:
Public **COMMITMENT** to the environment,
CLOSER CONNECTION through dialogue, and
forward-looking, innovative **LEADERSHIP**

1.0 Official Logo

The colour and black logo must always appear on a white background and the reverse white logo on a black background.
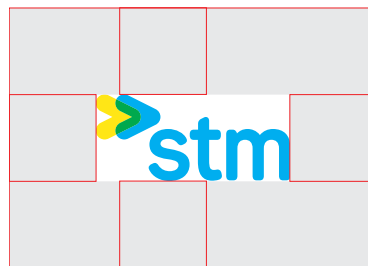
Colour logo

Black logo

Reverse logo

2.0 Protected space

The space around the logo must be free of all other graphic elements in all visual applications.

3.0 Minimum size

Minimum width to reproduce logo, regardless of medium used.

0,625 in.
17 mm

4.0 Official colours

The three official colours add meaning to the logo:
The blue = the STM
The yellow = the public,
The green = the environment

Process Cyan	PMS 108	PMS 355
CMYK 100-0-0-0	CMYK 0-6-95-0	CMYK 94-0-100-0
RGB 0-158-224	RGB 255-228-0	RGB 0-149-52

5.0 Improper applications

If your project calls for the improper application of our logo, please contact us with a description of the problem at:

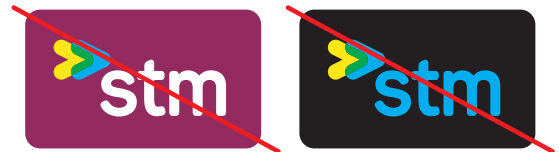**norme.logo@stm.info**

Drop shadow

Distortion

Contour line

Colour or reverse logo on coloured background

Reverse logo on a photo

Contour area on coloured or photo background