Our logo is our established identifier. The symbol links us directly to what we do, depicting an oil drop forming the 'b' of Bunker.

Our logo features a red square that is derived from the Danish flag.

Our red has also been chosen for its vibrancy and closeness to the Danish flag.

We have modernised the logotype and positioned it with the symbol forming a dynamic relationship.
Logo colour versions

We have three colour versions of our logo to retain its visibility and standout on any background – either colour or image.

For white or light backgrounds
Red symbol and black logotype

For dark backgrounds
Red symbol and white logotype

For Holding Group Red backgrounds
White symbol and black logotype

Exception
This colour version is only for use on Holding Group Red backgrounds.
We add a clear space around our logo to ensure its integrity and standout. No other element can be placed into this area.

The clear space is defined using the symbol all around the logo as shown. The same clear space applies to all colour versions.

**Maximum visibility**
This is a minimum clear space around our logo, always leave as much space around it as possible.
To keep our logo at a consistent size relative to the format, follow the sizes shown in the table below.

The sizes below relate to the square that contains the symbol (S).

### Standard format logo sizes

<table>
<thead>
<tr>
<th>Format</th>
<th>Size (mm)</th>
<th>S (mm)</th>
</tr>
</thead>
<tbody>
<tr>
<td>A5</td>
<td>148 x 210</td>
<td>8.5</td>
</tr>
<tr>
<td>A4</td>
<td>210 x 297</td>
<td>12</td>
</tr>
<tr>
<td>A3</td>
<td>297 x 420</td>
<td>17</td>
</tr>
<tr>
<td>A2</td>
<td>420 x 594</td>
<td>24</td>
</tr>
<tr>
<td>A1</td>
<td>594 x 841</td>
<td>34</td>
</tr>
</tbody>
</table>

All dimensions in millimetres.

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**Measuring the logo**

We measure the logo using the square that contains the symbol (S).

**Minimum logo size**

6mm

25px

To retain the visibility of our logo a minimum size of 6mm for print and 25px for digital applies as shown above.
Logo position

We position our logo in the top left corner whenever possible for consistency and to build recognition. This position has the benefit of introducing and leading the messaging.

Position the logo against the top and left page margins. Page margins are set to equal the square that contains the symbol (S) as shown.

When not positioned in the top left corner, ensure the logo is always positioned against the left edge of the application.