

OUR LOGO

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.



**Bunker
Holding
Group**

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.

Clear space

Our logo

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.



Logo size

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

A5	148 x 210	S8.5
A4	210 x 297	S12
A3	297 x 420	S17
A2	420 x 594	S24
A1	594 x 841	S34

All dimensions in millimetres.



A3: S17mm



A4: S12mm



A5: S8.5mm

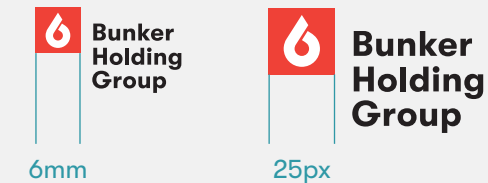
Our logo

Measuring the logo



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

Minimum logo size



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

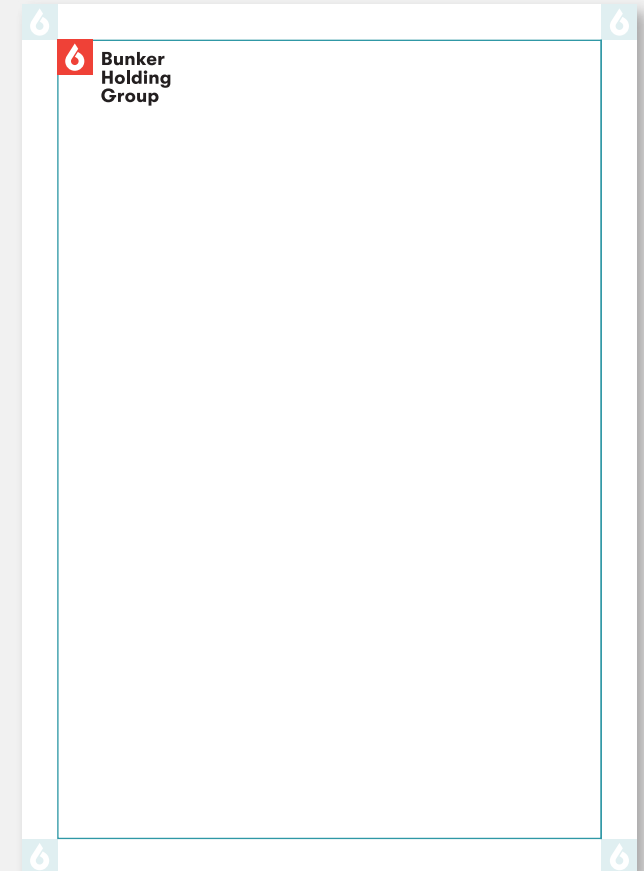
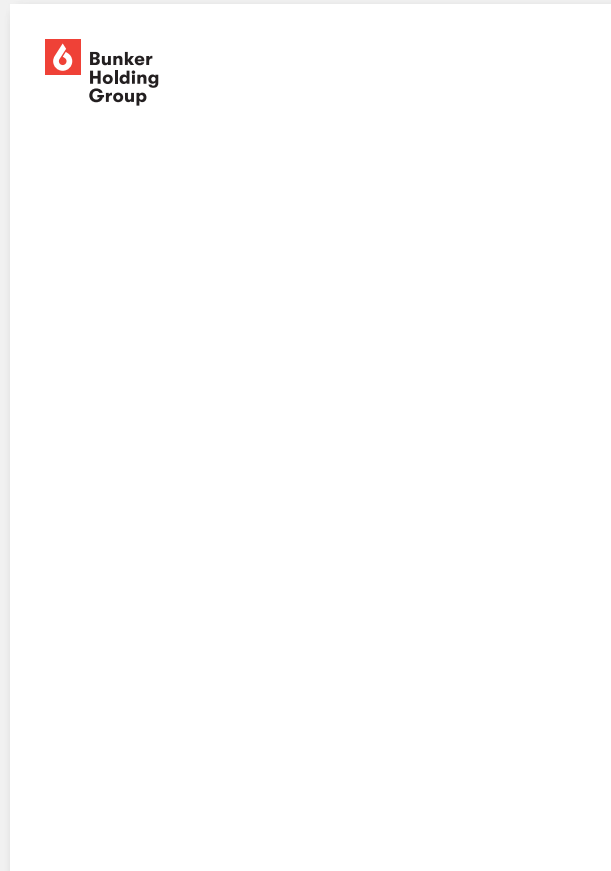
Logo position

Our logo

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.





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