



LOGOS

Ray mark.

Primary symbol usage for editorial and partner contexts.



LEARA . SE



LOGO GUIDELINES

PRIMARY

Yellow Ray mark on Void or dark surfaces. Black mark on Dawn and light surfaces. White mark on reversed dark fields.

CLEAR SPACE

Minimum clear space on all sides equals the height of the Ray mark.

FORMATS

SVG for screen. PNG with transparency. JPG with approved background fields for print.

INCORRECT USAGE

- Do not alter Ray proportions, colours, or composition.
- Never stretch, rotate, or distort the mark.
- Do not place on busy or low-contrast backgrounds.
- Do not recreate or redraw the symbol.
- Do not use Ray as a background fill.
- Do not use yellow as decoration on light backgrounds.

QUESTIONS

alexander.kleve@leara.se