



# Logo usage guidelines



Our brand guidelines help us make sure the **Allianz brand** is always shown in a consistent way.

## Our logo

Our Allianz logo can only be adjusted in size, and no alternations should be made to the colour, font or layout.



This is the preferred version of the logo.



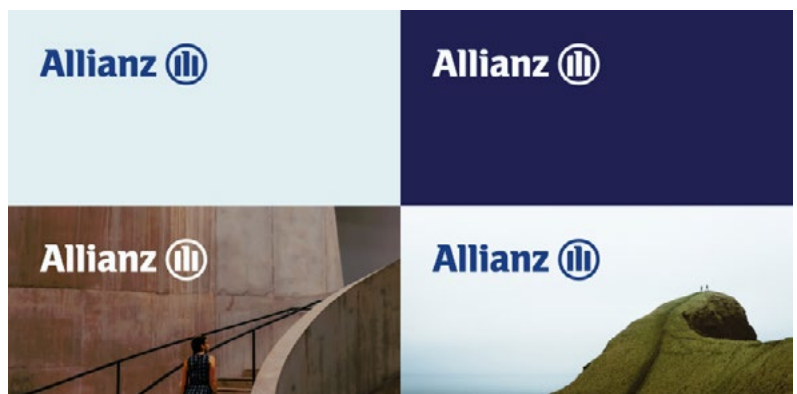
The **Allianz Eagle** logo can't be used by itself. It must always be used alongside the Allianz name.

## Background aspect

We prefer that our Allianz blue logo is used on assets, and when used it must sit against a white or light colour background.

In cases where the background is a dark colour or an image, we are able to supply a white version of our logo.

When placing our logo on an image, we do ask that the section of background behind it is uncluttered so our logo is clearly visible.



Examples of which logo to pick, depending on the background.

## Clear space

The distance between the logo and other layout elements generally should be measured by one Allianz Eagle.



## Logo no-gos



Never change our logo.



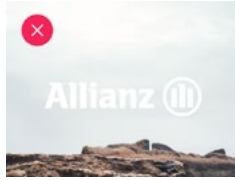
Don't attach type to the logo.



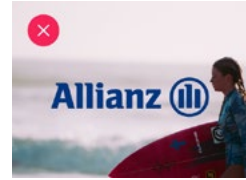
Don't change the logo color.



Don't use the Allianz logo on a cluttered background.



Always ensure perfect visibility.



Don't place any elements close to the logo. Keep an eagle's distance.

Any use of our name, logo, trade or service marks will require our permission in writing e.g. on your website, aggregator sites, advertising or any marketing material. You can do this via your account manager.