

# OUR BRAND LOGO

## Rynkeby logo

With the recognizable red butterfly in flight and the natural green color, logo reflects the wild untouched nature. The logo ellipses refer to tradition - a tradition of craftsmanship and quality that Rynkeby is known and recognized for.

The logo is defined as, 9 X wide and the payoff as 11 X wide, the payoff is placed 1 X below the ellipse. These proportions is not to be altered.

Our payoff “make it a beautiful day” is attached to the logotype according to the rules specified here. The payoff is specially written in lower case, and is available as final artwork (EPS). Do not try to recreate or modify it in any way.

## IMPORTANT

Never modify or reconstruct the logo or payoff.  
Always use the original Adobe® Illustrator  
EPS documents provided by Corporate Marketing.



## NEGATIV PAYOFF

When placing logo and payoff on a dark backdrop - use negative white payoff version.



## MINIMUM SIZE

When printed in full color, the Rynkeby logo and payoff must never be smaller than 20 mm in width. This ensures legibility across a variety of applications.