RECCO logo guidelines for partners

Note! This guidelines are made for the use of the RECCO logo on any digital or print communication material. If you are looking for guidelines how to apply the RECCO logo on your product, then please follow the instructions in our reflector application instruction documents.

Version 21.01

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Logo versions

The RECCO logo is to be used with care and thought. We encourage our partners to use the main logo version in red. The black and white version should only be used in special cases where the main version cannot be used.

Main logo:

Black & white:

Logo colors

RED
Original: Pantone 1795 C
CMYK: C0 | M96 | Y93 | K2
RGB: R214 | G42 | B52
HEX: #d62a34
RAL: 3020 Traffic red

WHITE
Original: White
CMYK: C0 | M0 | Y0 | K0
RGB: R255 | G255 | B255
HEX: #FFFFFF
RAL: 9003 Signal white

BLACK
Original: Pantone Black C
CMYK: C0 | M0 | Y0 | K0
RGB: R0 | G0 | B0
HEX: #000000
RAL: 9005 Jet black

Size

Maximum size:
In general the RECCO logo should not be larger than 60% of the size of the partner's logo when used next to each other.

Minimum size:
Please follow the respect the allowed minimum size of the RECCO logo for digital and print application.

Print: min. 2 cm
Digital: min. 90 Pixels

Print: min. 1.5 cm
Digital: min. 80 Pixels

Spacing

For all RECCO logos a minimum amount of clear space should be maintained that equals the size of the "R" of the logo itself.