HUNGARIAN CENTRAL STATISTICAL OFFICE (HCSO)

TECHNICAL TERMS OF THE HCSO LOGO USAGE

Usage of HCSO logo

- The logo is the visual identifier of the Hungarian Central Statistical Office.
- It is a unique symbol, to be used in the correct size and colour scheme, considering the aspect related rules.
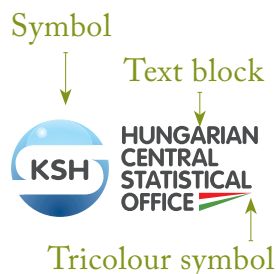
Attention!

- The HCSO logo cannot be used in any different colour scheme than that shown here.
- The short version of the English logo cannot be used, mutation is prohibited.

Types of the logo

The primary, four-colour logo

- It is advisable to use the primary logo wherever possible.

Symbol

Text block

Tricolour symbol

Element	Font	Colour scheme
Szimbólum	KSH: DIN Next Rounded LT Pro (Bold)	KSH: C=0, M=0, Y=0, K=85
Text block	DIN Next Rounded LT Pro (Bold)	C=0, M=0, Y=0, K=85
Tricolour symbol	–	C=0, M=100, Y=100, K=0 C=0, M=0, Y=0, K=0 C=75, M=20, Y=100, K=0

The black and white and grey-shaded logo

- The tricolour symbol cannot be used with the black-and-white and grey shaded logo.
- Whenever the colour scheme is limited or the coloured primary version cannot be produced in a good quality, then the **black coloured** logo should be used.

- Usage of the grey shaded logo:
  - ➢ only 1 colour is necessary,
  - ➢ multi-tone usage is possible,
  - ➢ deviation regarding the use of **black colour** is prohibited.

Black-and-white logo

Grey shaded logo

TECHNICAL PARAMETERS

Dimensions

- It is imperative to only use the logo on/above the defined dimensions.
- The full width of the logo must be considered every time it is used.
- In case of every usage the width of the primary logo must be at least 20 mm.

The minimum space to be left clear around the logo

- The clear space around the logo should be equal size with the height of the KSH inscription displayed in the logo.

Using the logo in front of a background

Usage	Background saturation adequate colour with the black saturation	
	without white layer	on 100% transparent white layer
Primary logo	< 30%	> 30%
Black-and-white logo	< 50%	> 50%

Primary logo

- The primarily recommended solution must be used when placing the logo. The use of the coloured logo is recommended wherever possible.
- *Without a white layer:*
  - ➢ The no white layer usage is only possible, even on a homogenous, coloured background, if the saturation of the homogenous background does not exceed the saturation corresponding to the colour of 30% black.
- *On a 100% transparent white layer:*
  - ➢ If, during the usage, it is not available a corresponding size of white or another mono-colour space (corresponding to less than 30% black colour saturation) for placing the logo, we apply under the logo a 100% transparent white layer.

Black-and-white and grey shaded logo

- *Without a white layer:*
  - ➢ It is permissible to use the mono-colour black logo without a white layer as long as the black saturation of the homogenous greyscale background does not exceed 50%.
- *On a 100% transparent white layer:*
  - ➢ We use behind the logo, over the given value, a white colour layer, observing minimum 5 mm space to be kept clear.

PROHIBITED LOGO USAGE

- The use of an individual, differing from the official version logo is prohibited!
- Any deviation in the colour scheme, form, font in comparison with the official version is not permissible.

It is forbidden:

➢ to use a frame,
➢ to rotate the logo,
➢ to use incorrect proportions, distortions,
➢ to use incorrect colour scheme,
➢ to use a negative as well as an outlined logo,
➢ to use incorrect scales (change scales),
➢ to use defective typography,
➢ to use mirroring or a negative version.

- Certain examples of prohibited usage:

Recoloured

Shaded

Distortional

Re-edited

On a non-homogenous background and in negative

Mirrored