Logotype

The Somfy logotype should be present
and visible on all communications.
The Somfy logotype should always respect
the same proportion rules as described
here. It should never be transformed
modified or reinterpreted. The use of
the logotype master files is mandatory.

Clear Space

The unit of construction space
is based on the height of the letter
«O» from the Somfy logotype.
To ensure optimal legibility of the
logotype, make sure to maintain
this spacing from other elements.
This applies to all communications.

Minimum size

To ensure optimal legibility,
the minimum size for the
logotype is a width of 12 mm.

somfy®

⊢ 12 mm ⊣

❗ Use

If the Somfy logo is integrated into the creation
of another logo (that of a programme for example),
it must be validated by the MarCom team.

Primary logo colours

Yellow being the iconic colour of Somfy,
it is to be prioritized for the logo, whether
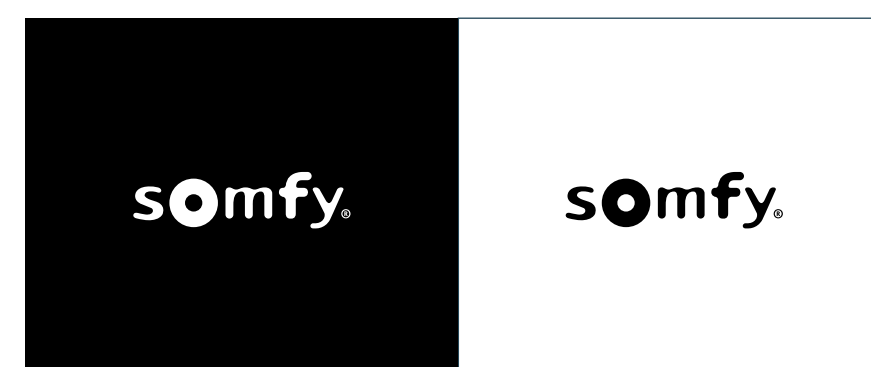it is yellow or on a yellow background.

Secondary logo colours

Exceptionally, two other
colour combinations may be
used to ensure legibility.

Black & white version

Should only be used when
colour is not available.

Rules of use

On a white or clear background,
the Somfy logo should be used
in priority in Somfy Yellow.

On any other background,
the logo should be used in white
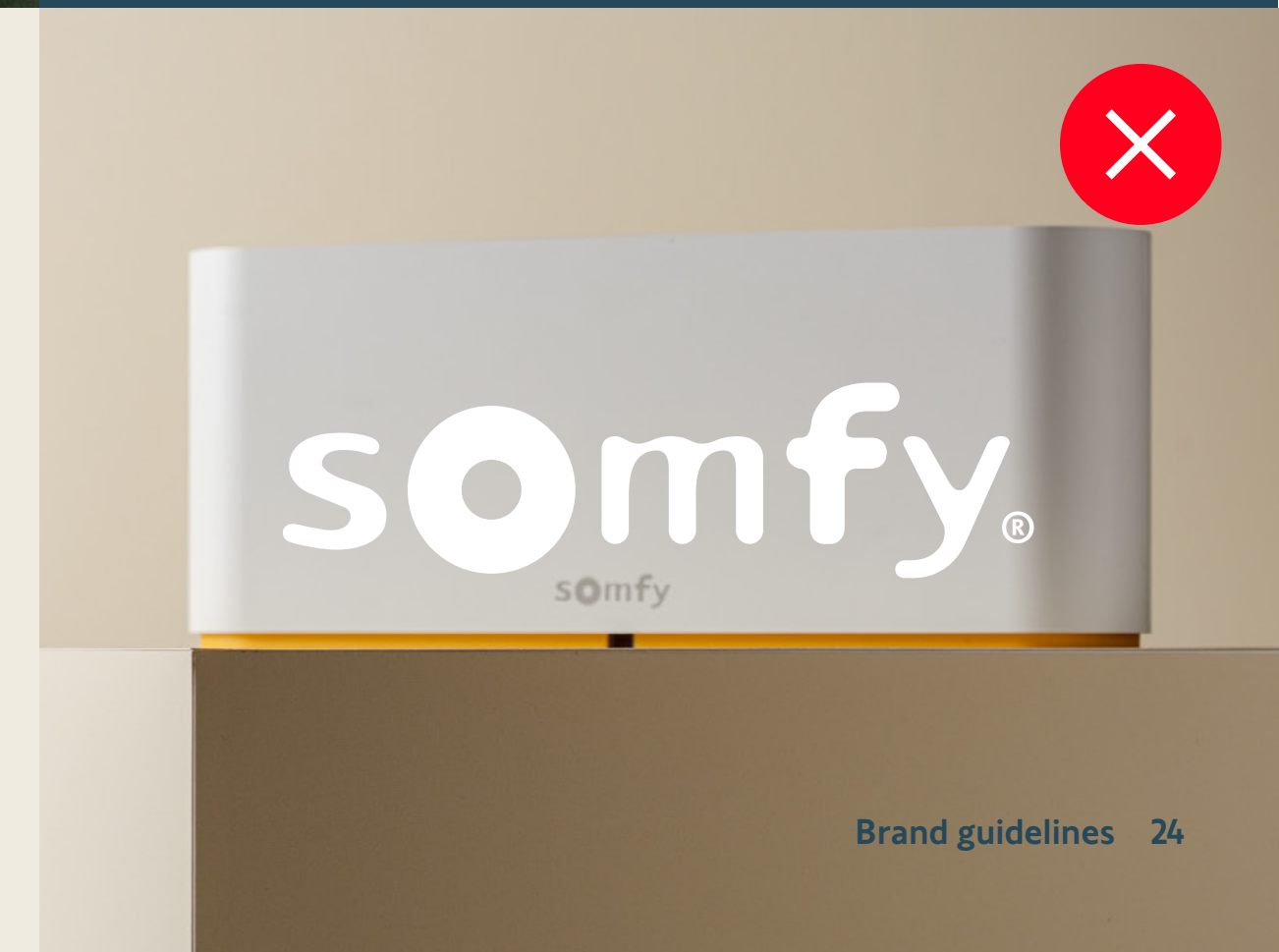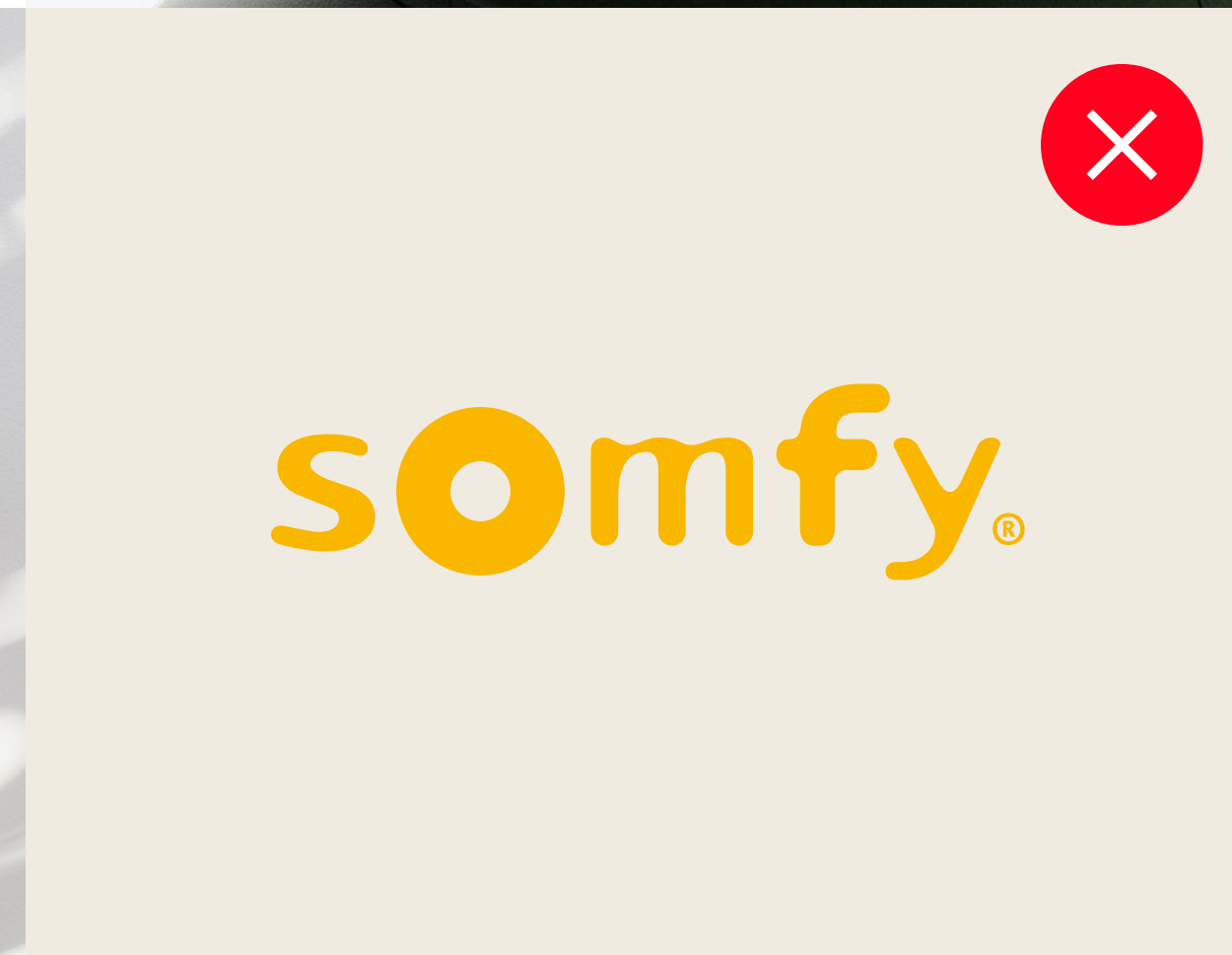or Smart Blue.

Legibility must always be a priority.

Prohibited

Here are some examples of forbidden uses: tone on tone, using a different colour than the 3 available, lacking contrast with the visual, placed accross a person's face or on a busy background.

Security area

To ensure optimal legibility
of the logotype in all circumstances
the clear space around it, is based on
the height of the letter «O» from Somfy.

**❗ No translation of the Brand tagline.
Use it only in English**

Minimum size

To ensure optimal legibility, the minimum
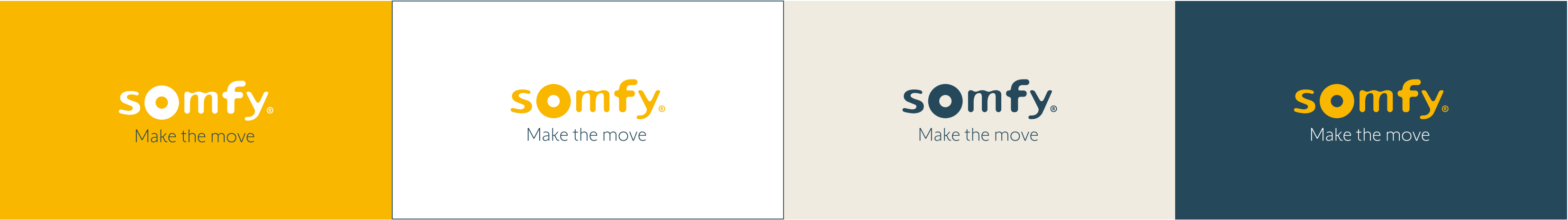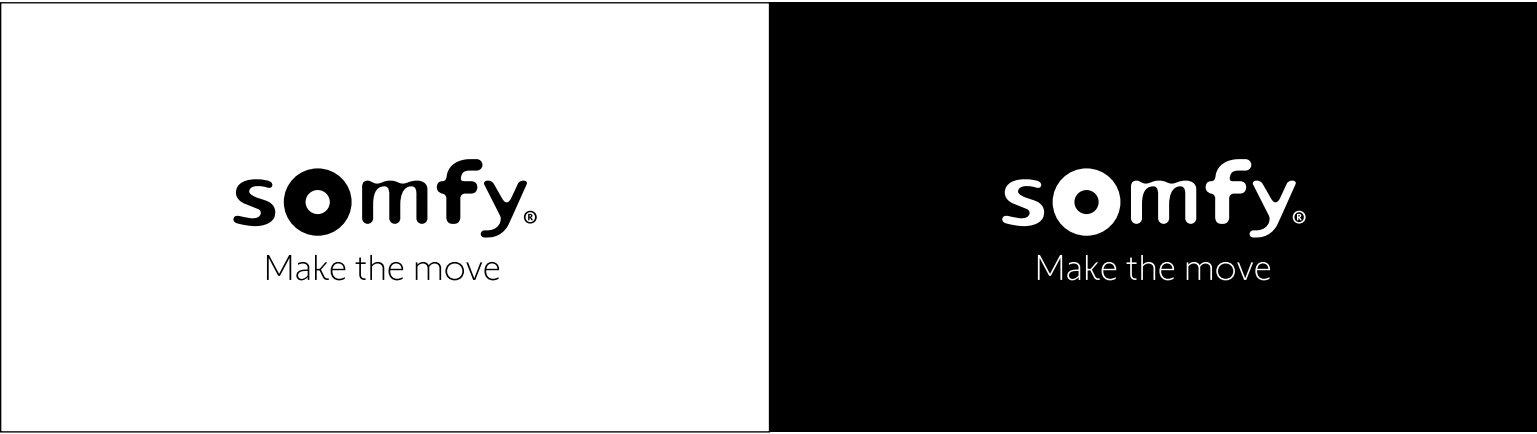size for the logotype is a width of 20 mm.

Logo colours

As for the logo, the yellow or yellow background versions should be prioritized. For legilibily concerns, the baseline should never be yellow.

Black & white versions

Should only be used when colour is not available.

⊗ Rules of use

The logo and its tagline may only be used on the back of brochures, on the outro of videos and TV spots, on Somfy stands and showrooms and on goodies.