The logo is the core asset of our brand

The Roche logo consists of the Roche signature and the hexagon. It is a precious symbol that stands for Roche and constitutes the core of our identity.

The consistent use of the logo is essential. Alterations are detrimental to the logo and thus to the ⌐ Roche brand. For this reason, use only the original digital ⌐ Roche logo files.

Colour

Logo colour
The standard logo is Roche Blue. Basically, the background is white.

Standard logo
for most applications.

The logo can also appear on one of the other > brand colours (Roche Blue, Roche Grey, black) or on dark backgrounds. The white logo version is used here. Use the black logo version for bright backgrounds or monochrome applications.

Logo, negative white
For dark coloured backgrounds. In presentations, for example, the logo can appear white on a blue background.

Logo, black
For bright coloured backgrounds or for monochrome applications (for instance stationery printed on b/w printers).

Background colour
Basically, the background is white, a brand colour. On backgrounds with other colours, the logo is set in white, blue, or black. When selecting a colour, opt for the best contrast.

Logo blue

Logo black on bright backgrounds

Logo white negative on brand colours and dark background-colours

Logo blue on bright background

Logo black on bright background

Logo in non-compliant colour.

Logo with insufficient contrast to the background colour.

Logo placed on picture.

Clear space and positioning

The > logo is surrounded by a clear space. The minimum clear space around the logo is x, the height of the logo. The ideal clear space is 1 ⅓ x. The ideal clear space is mandatory for all printed matter and stationery.

Minimum clear space
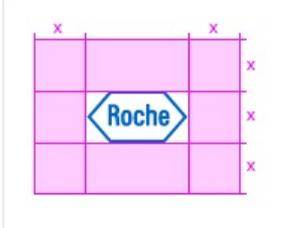
Ideal clear space
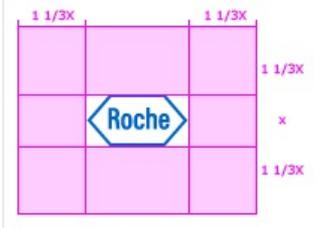
Positioning

As a rule, the logo is positioned at the top right of the format. This does not apply to some media, however. Please observe the design guidelines in the respective sections.

Exceptions

Where space constraints would result in a logo that is too small, the clear space can be reduced to ½ x. Examples include the intranet and e-Learning tools. The imprintable space on giveaways is often very small. In these absolute exceptions, the clear space can be even smaller to optimise the logo size (example: ballpoint pens).
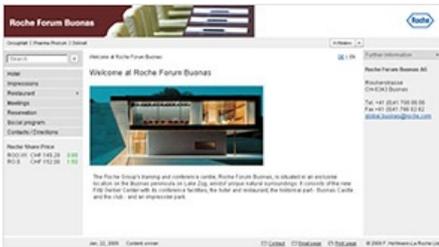
Logo clear space ½ x

Logo clear space less than ½ x

Size

The Roche logo is available in three standard sizes for print media and two sizes for digital media. Use the > original digital templates of the Roche logo. For special applications, observe the size information in the respective design guideline sections.

Standard sizes for print media

X = 10 mm

DIN A4/US Letter

X = 9 mm

DIN A5/A6

X = 6 mm

Smallest permissible version for print media

Standard sizes for digital media

X = 36 px

Standard

X = 30 px

Smallest permissible version for digital media