

# TRAFÓ HOUSE OF CONTEMPORARY ARTS

## Logo and design elements' description

### The logo

The Trafó logo is used in both black and white versions, depending on whether it's being used on a dark or light background. When used on a banner or as small sized sponsor logo, we use the version without the heading, with the full version appearing on posters with the address, phone number, etc. The logo appears in the upper left corner in a vertically rotated form.

### Appearance

The Trafó posters contain certain permanent, obligatory elements. These include the above-mentioned arrangement of the logo and the date line positioned in the upper line, containing the dates, duration and genre category. The date line can be downloaded from the website in an *.indd* format along with the *Jura* font.

The QR-code of the event is located in the lower left corner at the same height as the vertical Trafó logo.

The sponsor logos are positioned at the bottom, at the same height as the lower edge of the QR-code, blending into the background. Any possible photo credits are displayed in the lower right corner.

**The elements, logos and fonts necessary for the posters may be downloaded from *trafo.hu*.**



www.trafo.hu  
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