

Sodexo Logos: Technical Guidelines

The business sector and corporate signature tagline should be used as prepared in the logo lock-up.

The minimum width of the logo is 1 inch and the mandatory protection zone is the height of the “d.”



Forbidden Uses



white logo on multicolored background



distorted logo



Logo with tag line in Sodexo Font



logo in different color than the business sector



White logo with red cross-bar and star

Which Sodexo Logo do I use?

Logo with Tagline



On communications targeting or viewed by our consumers.
Ex:

- On-site consumer communications
- Vehicle branding
- Advertising
- B2C Web sites

Logo with new Business Sector



On communications targeting clients, prospects, professional organizations, journalists and/or internal audience. Including:

- Stationery
- PowerPoint
- Brochures
- Corporate Websites
- B2B Websites
- Business cards
- Press releases

Logo



On communications in which the Sodexo logo is too small for the tagline or business sector to be read or if the logo is one inch long.

Questions

If you have any questions about how and when to use the Sodexo logo or need more information about our other graphic components (ribbons, gift tag, fonts, colors, etc.), please contact BrandIdentity.USA@sodexo.com.