

Shield specifications

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Before you start

Check on Our Brand if there are guidelines or templates available for the touchpoint you are creating, as branding information is often included. Use this manual for quick reference or for when the required touchpoint guideline is not available.

On most touchpoints, the wordmark is the primary branding and the shield appears as secondary brand element – e.g. on the back cover of a brochure or the footer of the website. Examples of touchpoints that use the shield as primary branding are mobile apps and social media.



Philips shield

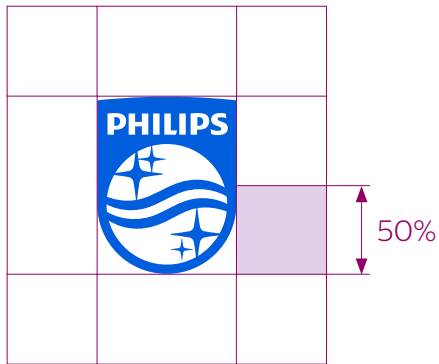
More information

ourbrand.philips.com

Using the shield

Clear zone

50% of the shield's height



Color

The shield appears in blue on white, or in white on a photographic or colored background.

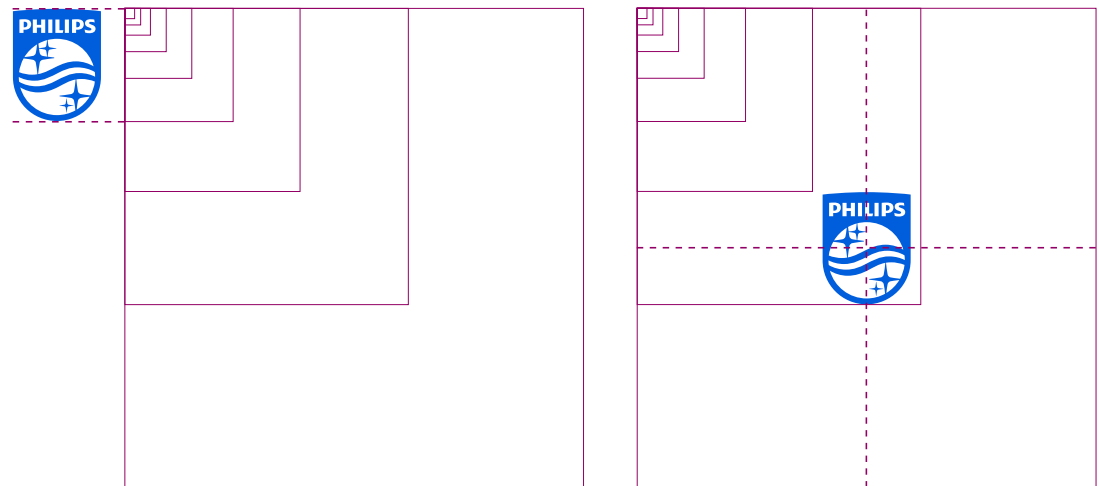


Philips blue, reserved for wordmark and shield:

Pantone	300 C
CMYK	C100 M44 Y0 KO
RGB	R11 G94 B215
RAL	5015

Size and position

Apply the Philips Ratio template to your canvas to determine the size and position:



Set the **height** on one of the steps of the ratio

Center it, or place it in a corner aligned with one of the steps

Minimum width

Print	6 mm
Digital	30 px



Favicon shield

For extremely small digital applications

32 x 32 px
4 stars



16 x 16 px
2 stars



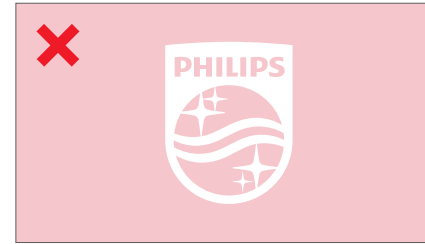
We never do this



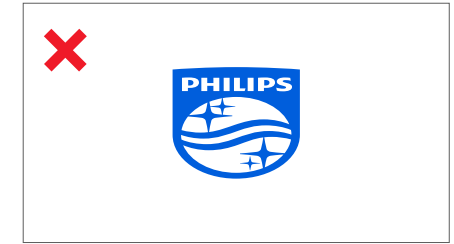
Use the shield on a spotlight-effect background



Use a drop shadow



Use the shield on a very light color



Distort the shield in any way



Use the shield on visually cluttered photography



Use the shield on a very light photograph



Use a blue shield on a colored background or photograph