LOGO AND LOGOTYPE
colour contrast

Colour background

Presentation of logo and logotype on colour, white, grey and black backgrounds. The colour difference and contrast between the background and foreground colours must be taken into account to optimise visibility.

The Krka logo and logotype can only be green (Pantone 355), black or white (in negative).
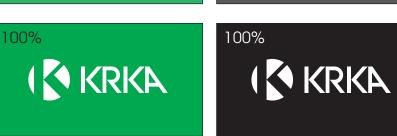
Impropriate colour selection: