LOGO

There are three basic requirements to maintain consistency when using the logo: color usage, minimum clear space, and reproduction size.

LOGO USAGE GUIDELINES

To ensure a consistent and appropriate brand identity, a general set of guidelines for logo usage is outlined as follows.

FLEXIBILITY

No elements of the logo artwork may be recreated, deleted, cropped, or reconfigured.

MINIMUM CLEAR SPACE

A minimum clearspace must be maintained on the perimeter surrounding logo artwork as outlined on Logo Clearspace page.

SCALE

Logo artwork must be uniformly scaled. Non-uniform scaling distorts the proportions of artwork and the relationship between the icons and letterforms.

LOGO USAGE DON'TS

- Don't change the logo's orientation.
- Don't bevel or emboss the logo.
- Don't place the logo on a busy photograph or pattern.
- Don't change the logo colors.
- Don't crop the logo in any way.
- Don't add "glow" effects to the logo.
- Don't place the logo on similarly-colored backgrounds.
- Don't outline the logo in any color.
- Don't add "drop shadow" effects to the logo.
- Don't put a box around the logo.
- Don't change the size or placement of any logo elements.
- Don't stretch or squeeze the logo to distort proportions.
- Don't recreate elements or replace with something else.