

The Logo

There are several versions of the logo intended to support a variety of usage instances. Examples are shown here. Please refer to the logo catalog for all file formats.



Layouts - Horizontal and Vertical

Formats - White text options intended for dark backgrounds.
Note: the .png file format offers a transparent background.



The Logo

Single color options

Black



Blue



White



*Background not part of logo

The Logo

Examples of **improper** and **proper** usage.



X Squished or stretched proportions as a result of improper resizing.



✓ When resizing, ensure that proportions are constrained. Most current software does this automatically. If not, hold the SHIFT key down as you resize.



X Insufficient contrast.



X A white background may not be the best option.



✓ Choose a version of the logo intended for placement on dark backgrounds. In this case, a .png file offers a transparent background and the white text provides sufficient contrast.



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X Insufficient margin.

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✓ Content surrounding the logo should be offset by a 10% (the width of the logo) margin - approximately just over half the width of the brand mark.