

Do this. Not that.



Do

Three non-negotiables. Get these right and the wordmark works anywhere.



Keep proportions intact



Use high-contrast pairings



Place the logo where it's most visible on an image.



Don't

Six common ways the mark loses meaning. None of these are subtle.



 Don't stretch or distort.



 Don't use unapproved colours.



 Don't rotate or tilt.



 Don't add drop shadows or glows.



 Don't place on busy visuals.



 Don't outline the wordmark.