LOGO

primary
for use in all applications

secondary
for limited use and only when
primary logo does not fit into design

Primary Logo - B&W
for use when black & white
is the only palette option

LOGO DOs & DON'Ts

DO
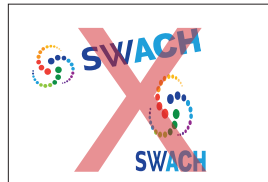place the logo on
white, with plenty of
room to breathe.

DO
place the logo on
backgrounds with a
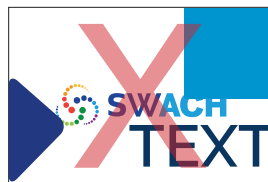value of 25% or less.

DON'T
place the logo in a
box.

DON'T
place the logo over
busy backgrounds

DON'T
rotate, stretch or
distort the logo.

DON'T
place the logo over
color backgrounds

DON'T
crowd the logo
with other elements.

DON'T
alter the logo files
in any way