

Brand Guidelines

Brand Logo

Logo

The logo is the primary visual identifier of the brand. It should be used consistently in contexts where clear and recognizable identification is needed.

[Logo here →](#)

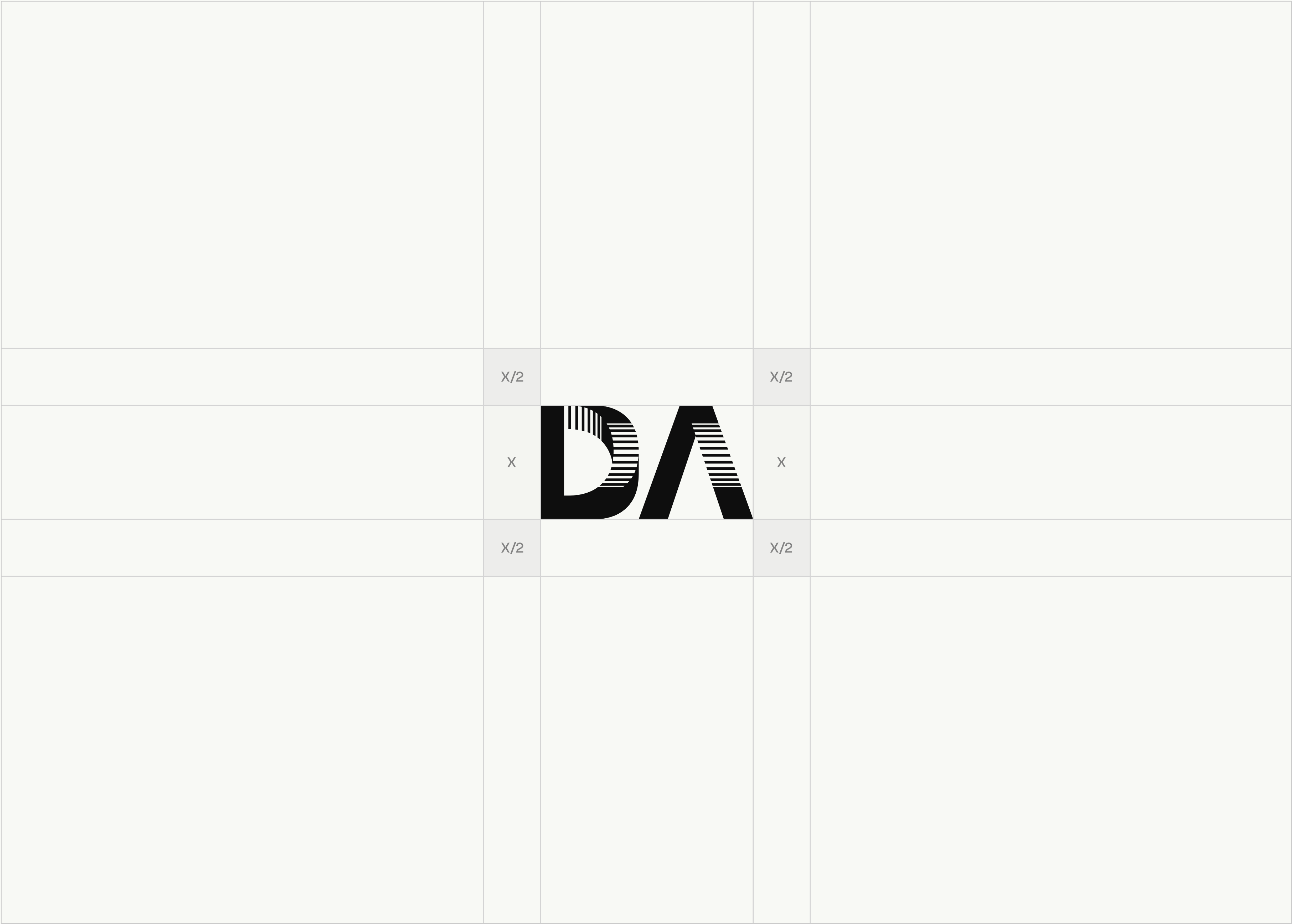


Lockup Clearspace

Always provide the logo with sufficient clear space to ensure a strong and legible presence in any context.

Clear space is defined using X, where X equals the height of the logo.

A minimum clear space of X/2 must be maintained on all sides of the logo.



Color Pairing

Use the logo in either **black or white**, depending on the background to ensure strong contrast and legibility.

Avoid mixing colors within the logo. Do not apply different colors to individual elements, outlines, or internal details.

Keep the logo consistent and simple across all applications.

A)
Logo: White
Background: Dark

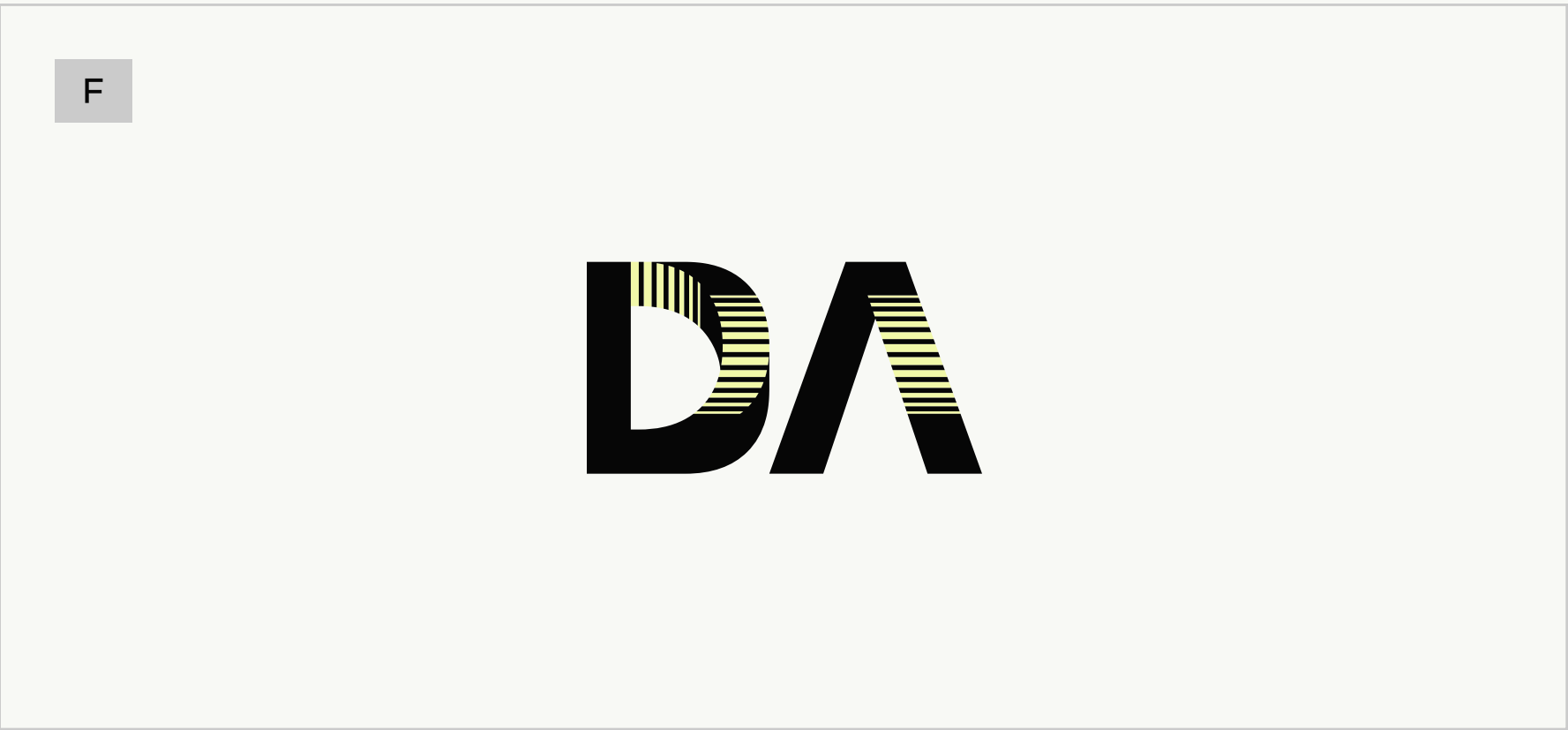
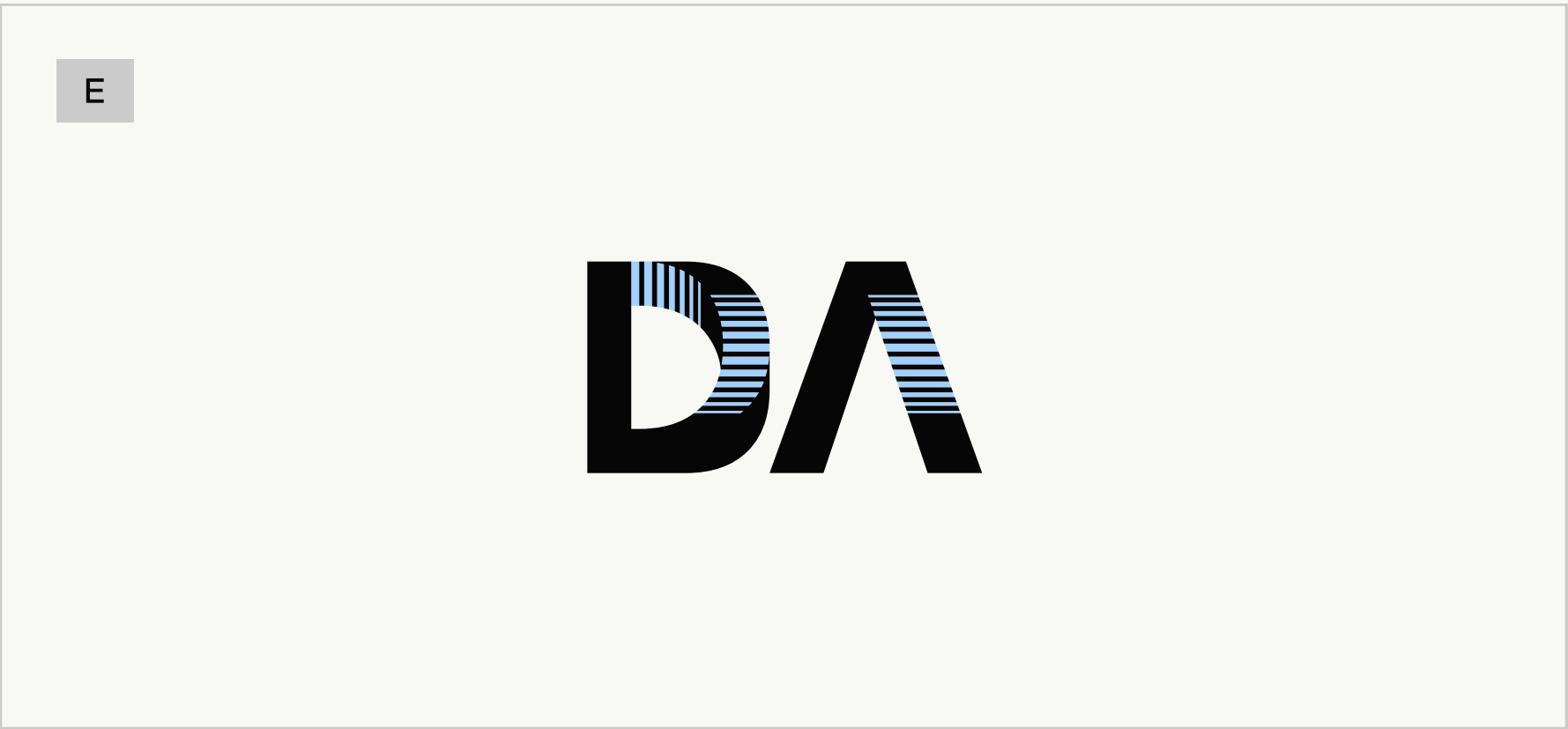
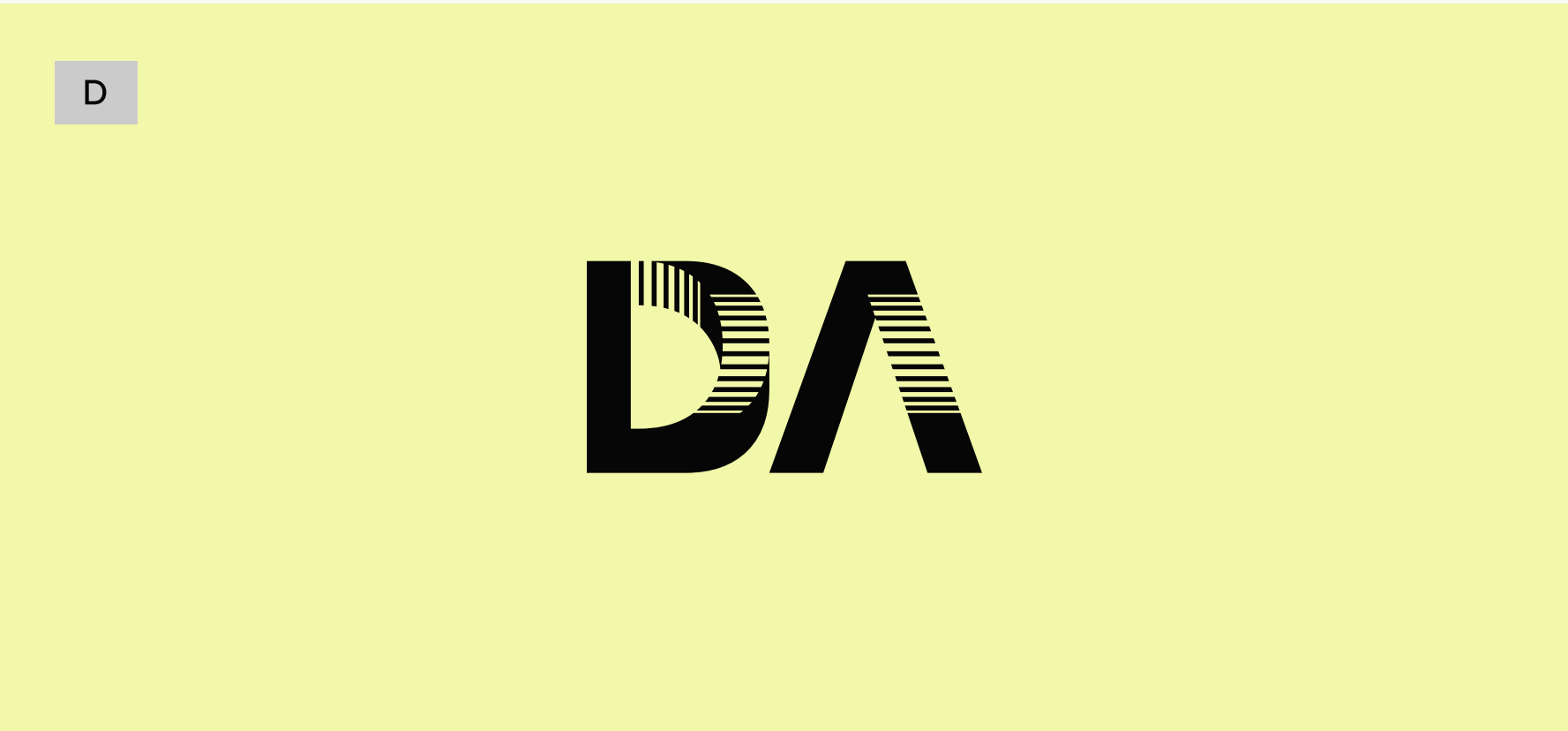
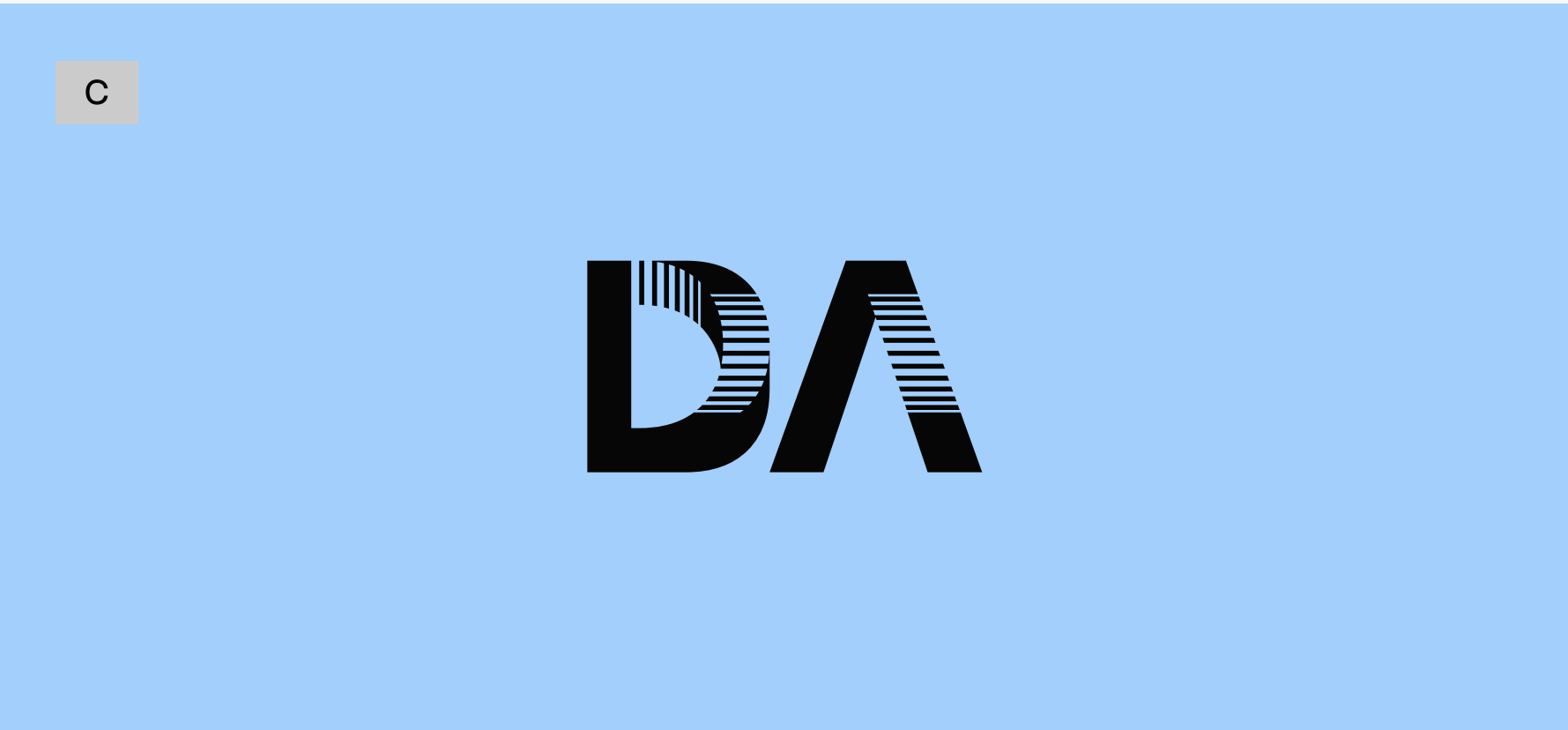
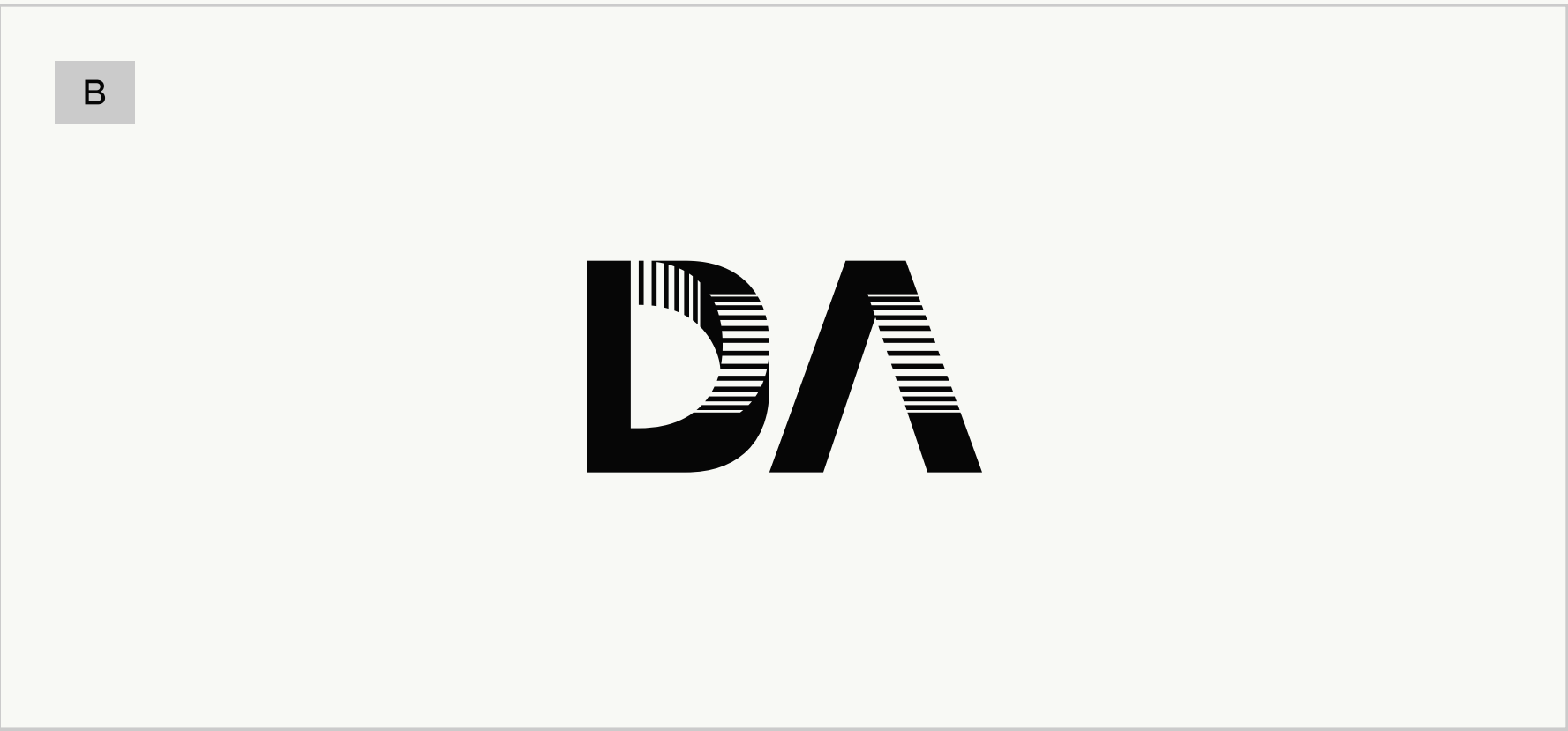
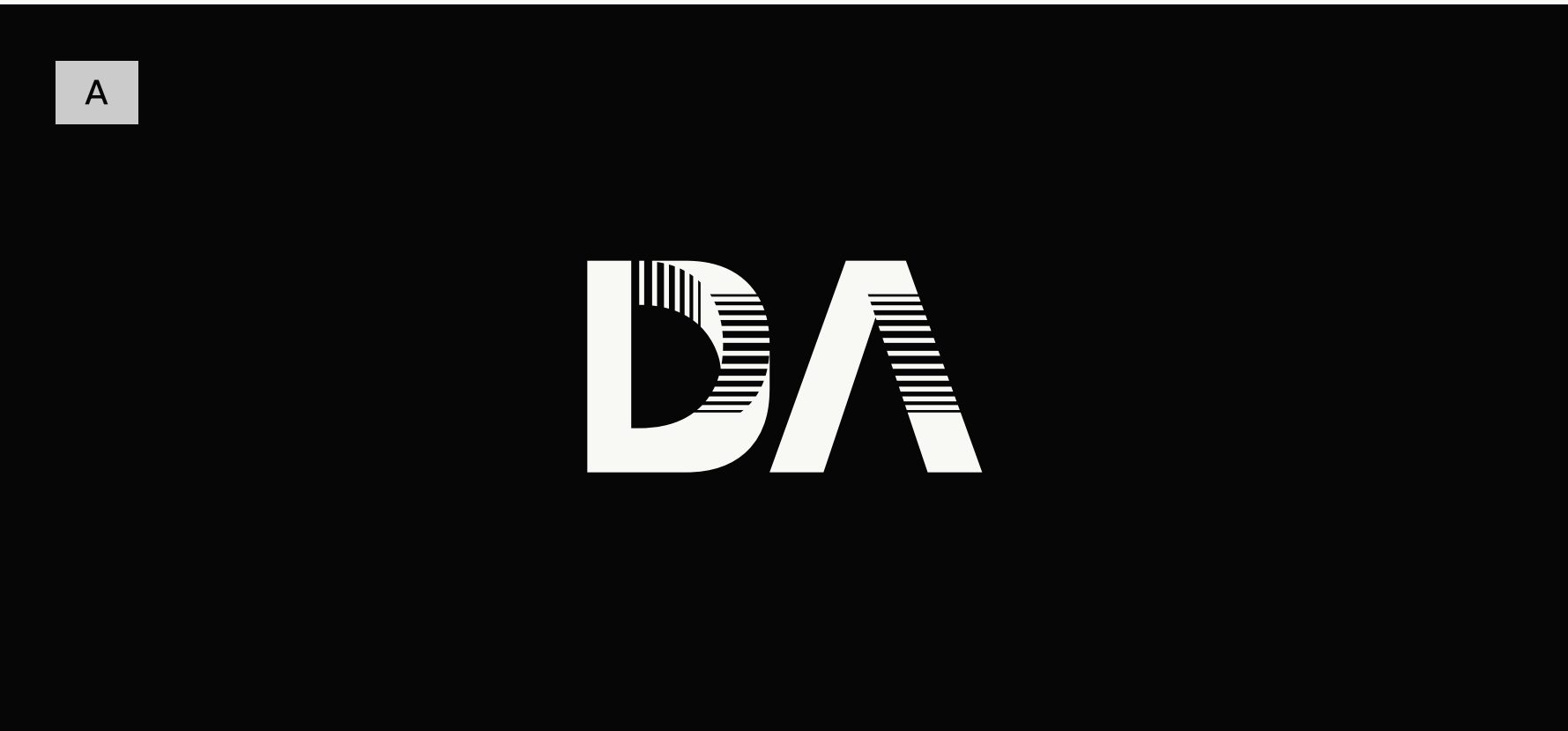
B)
Logo: Black
Background: White

C)
Logo: Black
Background: Blue

D)
Logo: Black
Background: Yellow

E)
Logo: Black+Blue
Background: White

F)
Logo: Black+Yellow
Background: White



Partner Lockups

When pairing the logo with partner brands, maintain equal visual weight and clear separation between elements.

Use consistent spacing based on the logo clearspace rules to ensure balance and legibility.

Avoid resizing or positioning that makes one logo appear more dominant than the other.

	X/2		X/2	X/2		X/2	
	X					X	
	X/2		X/2	X/2		X/2	

Minimum Size

The logo should not be scaled below the defined minimum size, as this may result in loss of detail and reduced legibility.

Web



65px

Color format: **RGB**
Recommended file formats: **PNG, SVG**

Print



17mm

Color format: **CMYK**
Recommended file formats: **AI, EPS, PDF**

Fin.