



Logo Usage Guidelines

Do

- Use only approved, high-resolution logo files.
- Keep the logo proportional and maintain clear space around it.
- Use approved brand colors only.
- Ensure strong contrast and readability on backgrounds.
- Use approved one-color or reversed versions when needed.

Don't

- Stretch, rotate, crop, or distort the logo.
- Change logo colors, fonts, or arrangement.
- Add shadows, outlines, gradients, or effects.
- Place the logo on busy or low-contrast backgrounds.
- Use outdated or low-resolution logo files.

Backgrounds

- Use the full-color logo on light backgrounds.
- Use the white/reversed logo on dark backgrounds.
- Avoid patterned or cluttered backgrounds.

File Types

- Use vector files (.AI, .EPS, .SVG) for print.
- Use PNG files for digital applications.