

Visual Assets & Logo Usage Guidelines

Our Logo

Primary Logo

Secondary Logo

- Use the primary logo in most communications.
- The secondary logo is for space-limited or specific contexts.

Minimum Clear Space

Logo
+ *Clear Space*

Maintain clear space on all sides

Incorrect
Placement

Avoid crowding with text or images

Incorrect Logo Usage

- Do not stretch, condense, or distort the logo.
- Do not change the orientation or rotate the logo.
- Do not add effects, outlines, or shadows to the logo.
- Use only approved color versions and backgrounds.

Color Palette

Primary Color

Accent Color

- Use official brand colors for all PR/design materials.
- Consult the brand guide for color codes.

Typography

- Use the brand's approved typeface for headings and body text.
- Maintain consistent font sizes and weights across all PR materials.

Image Usage

- Use high-resolution, relevant images only.
- Do not use pixelated or outdated graphics.
- Ensure all visuals align with the brand's tone and style.

Contact

For visual asset files or questions, contact:

PR Department — pr@yourbrand.com