

# Logo Usage Guidelines

This document provides clear guidelines for the correct and consistent usage of our logo across all marketing materials.

## Primary Logo

Logo

Use the primary logo as the main brand mark on all standard materials.

## Logo Variations

Dark

Light

Mono

Choose the appropriate variation to ensure clear visibility over different backgrounds.

## Clear Space & Minimum Size

Always keep a clear space around the logo equal to the height of the letter "O" in the logo. The minimum width for print and digital use should be respected to ensure legibility.

**Minimum width:** 40px  
(digital), 10mm (print)

## Incorrect Usage

Distorted

Edited

Wrong color

- Do not stretch, distort, or rotate the logo.
- Do not change logo colors or add effects.
- Do not place the logo on low-contrast/backgrounds.
- Do not remove or change any logo element.

## File Formats

- **SVG, PNG:** For digital and print use.
- **JPG:** For photographs or non-transparent uses only.
- **EPS:** For large format and professional printing.

## Contact

For questions or to request logo files, contact the marketing team.