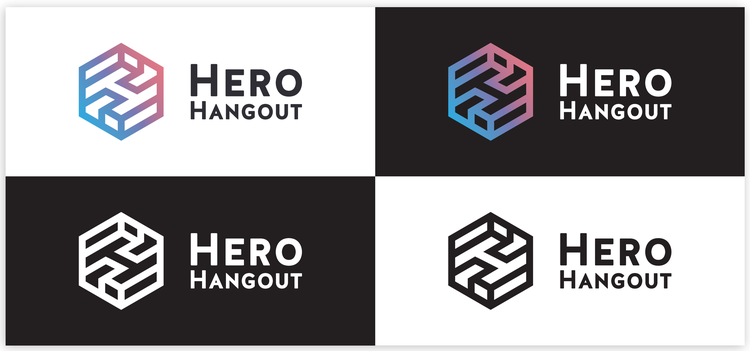
Logotypes

Primary Logo

Our logo is the primary means of identifying our company and a key component to our identity. The Primary mark is the preferred version for all materials and communications, and should never be recreated or otherwise manipulated. This is essential to maintain a consistent presentation of our identity.

Use the Resource files to download the version of the logo that is best suited for the given application. The logo must be used as provided and cannot be altered in any way. Please visit the Guidelines section to review proper and improper usage of the logo.

Primary Logo Mark



Black and white or full color when needed

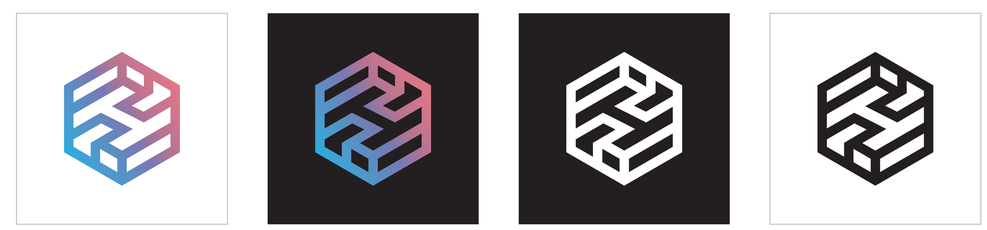
Secondary Logo

Whenever possible, all materials and communications should be created using the Primary logo. In situations where the Primary logo will not fit, a Secondary logo can be used. Use the Resource files tab to download the color variation best suited for the given application. The logo must be used as provided. Please visit the Guidelines section to review proper and improper usage of the Secondary logo.

Secondary Logo Mark

Symbol

The Symbol is a portion of our logo that can be used as a free-standing graphic element without the Wordmark. The Symbol must be used as provided in the Resource files tab and cannot be altered in any way. Please visit the Guidelines section to review proper and improper usage of the Symbol.



Clear Space

Provide at least as much padding around the logo as what we've displayed below. This helps our logo appear clean and uncluttered. Spacing is based on half the width of the symbol.

Exception: Favicon and Web App

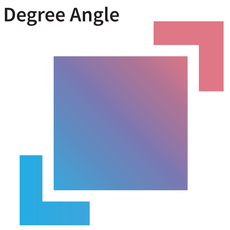
Icon Alone

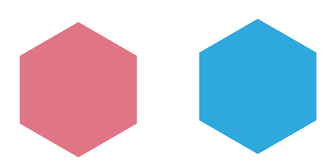
Horizontal Alignment

Vertical Alignment

Color useage

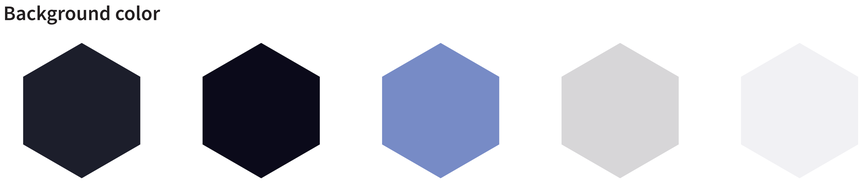
45 Degree Angle





#E07685 #2FA7DE

Main
Background color



#1C1E2B #0B0A1A #778CC6 #2FA8DE #F1F1F4