# Logo Guidelines

External - Version **2.10**

Clear Space

Please do not crowd our logo with images, text, or graphics. A good rule of thumb is to space all the elements with a half circle the size of the logomark.
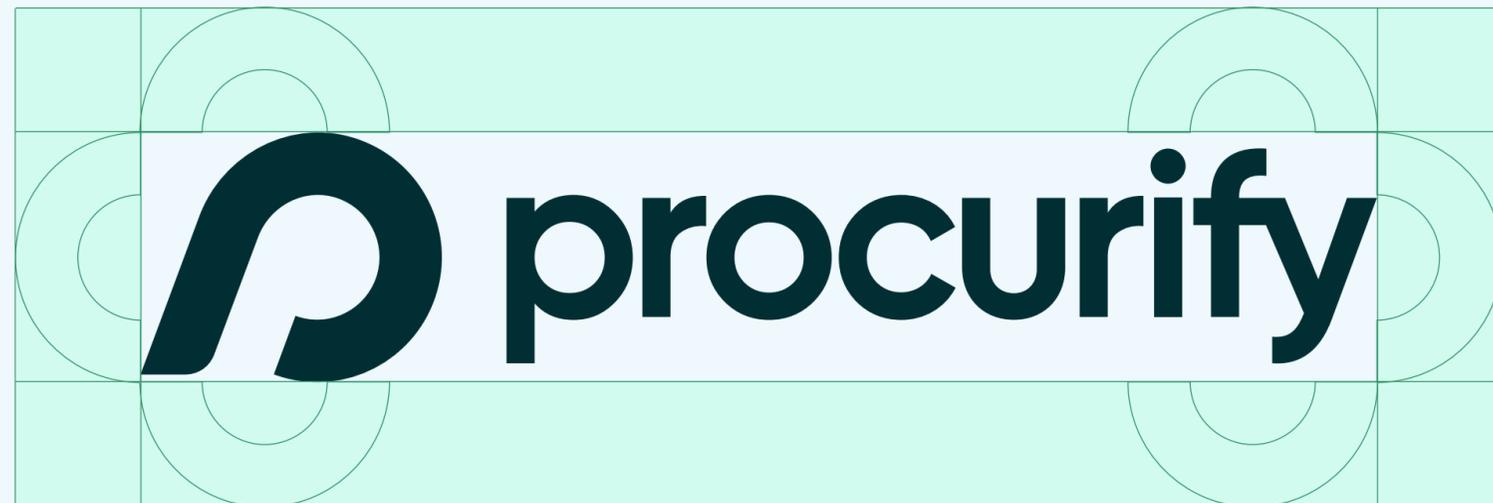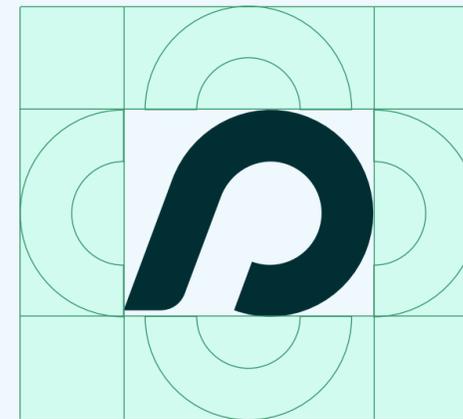
Logo Colour Use

Please use the color version of our logo that best fits the example use cases here.

Dark logo used for white backgrounds.

Dark logo used for light colored backgrounds.

White logo used for medium colored backgrounds.

Color logo used for dark colored backgrounds.

Logo Don'ts

Please follow the brand guidelines carefully and avoid unauthorized variations such as those displayed here.

Do not use any other colour for our logo other than specified versions.

Do not apply complex gradient backgrounds with our logo.

Do not rotate our logo. It must always be displayed horizontally.

Do not apply any effects such as gradients, drop-shadows, embossing, etc.

Do not change proportions of our logo & logotype.

Do not stretch or distort our logo from its original proportion.