

BRAND GUIDELINES FOR THE USE OF THE SPREADMARK LOGO

Clear Space

To protect the integrity of the logo a clear space must be maintained at all times. No visual noise, graphics or type may fall within this area. There must be a minimum clear space on all sides of the logo of 5mm or 19px.

Minimum Size

To ensure adequate reproduction quality and visibility a minimum size rule applies.



20mm high print size
76px high print size.

Incorrect Usage

To maintain quality and consistency, do not alter the logo in any way, or compromise its visibility.



Do not change the colour of the image or the text



Do not encroach on clear space



Do not use previous logo versions



Do not alter layout



Do not stretch



Do not blur or enlarge and pixelate



Do not place on background colour that lessens impact of logo



Do not rotate or flip



Do not add or remove elements