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## Main logo

The main logo is the primary visual representation of our brand and should be used whenever possible. Only use alternate logo versions when absolutely necessary and always adhere to the guidelines outlined in this manual.



**Color variants**

To ensure adaptability across different mediums and backgrounds, our logo is designed with color variants.



**RGB**    255 | 255 | 255  
**HEX**    #FFFFFF  
**CMYK**    0 | 0 | 0 | 0



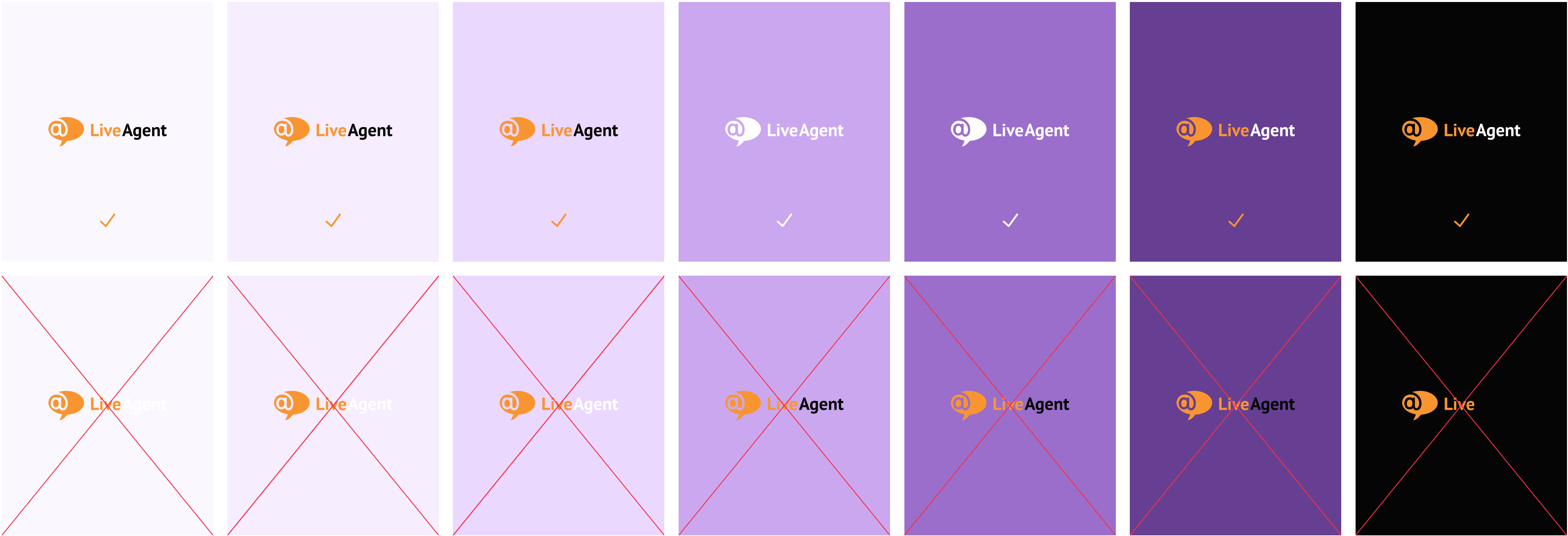
**RGB**    250 | 149 | 49  
**HEX**    #FA9531  
**CMYK**    0 | 40 | 90 | 0



**RGB**    5 | 5 | 5  
**HEX**    #050505  
**CMYK**    75 | 68 | 67 | 88

# Colors

Color plays a vital role in establishing brand identity and evoking emotions. It's crucial to use this exact color across all platforms to ensure a unified and recognizable brand presence.



Logo on color

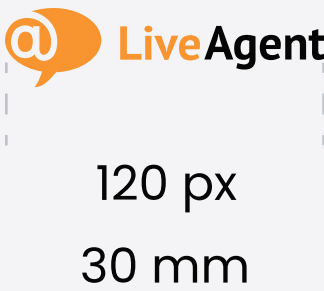
Our logo should always appear with plenty of contrast. For bright and light backgrounds, we use the color logo. On darker colors, its possible to use alternate color or light logo if the contrast is sufficient.



Exclusion zones

It defines the minimum space around the logo, which must not be encroached upon by any other distinctive graphic element and serves to maintain the clarity and legibility of the logo.

It is given as the height of the logomark without stem (a).



# Minimum dimensions

The smallest recommended size at which the logo can still maintain legibility and detail.

**Minimum size on display:**  
120px (width)

**Minimum print size:**  
30mm (width)



## Vertical logo

The logomark can also be used separately.



Exclusion zones

It defines the minimum space around the logo, which must not be encroached upon by any other distinctive graphic element and serves to maintain the clarity and legibility of the logo.

It is given as the height of the logomark without stem (a).



# Minimum dimensions

The smallest recommended size at which the logo can still maintain legibility and detail.

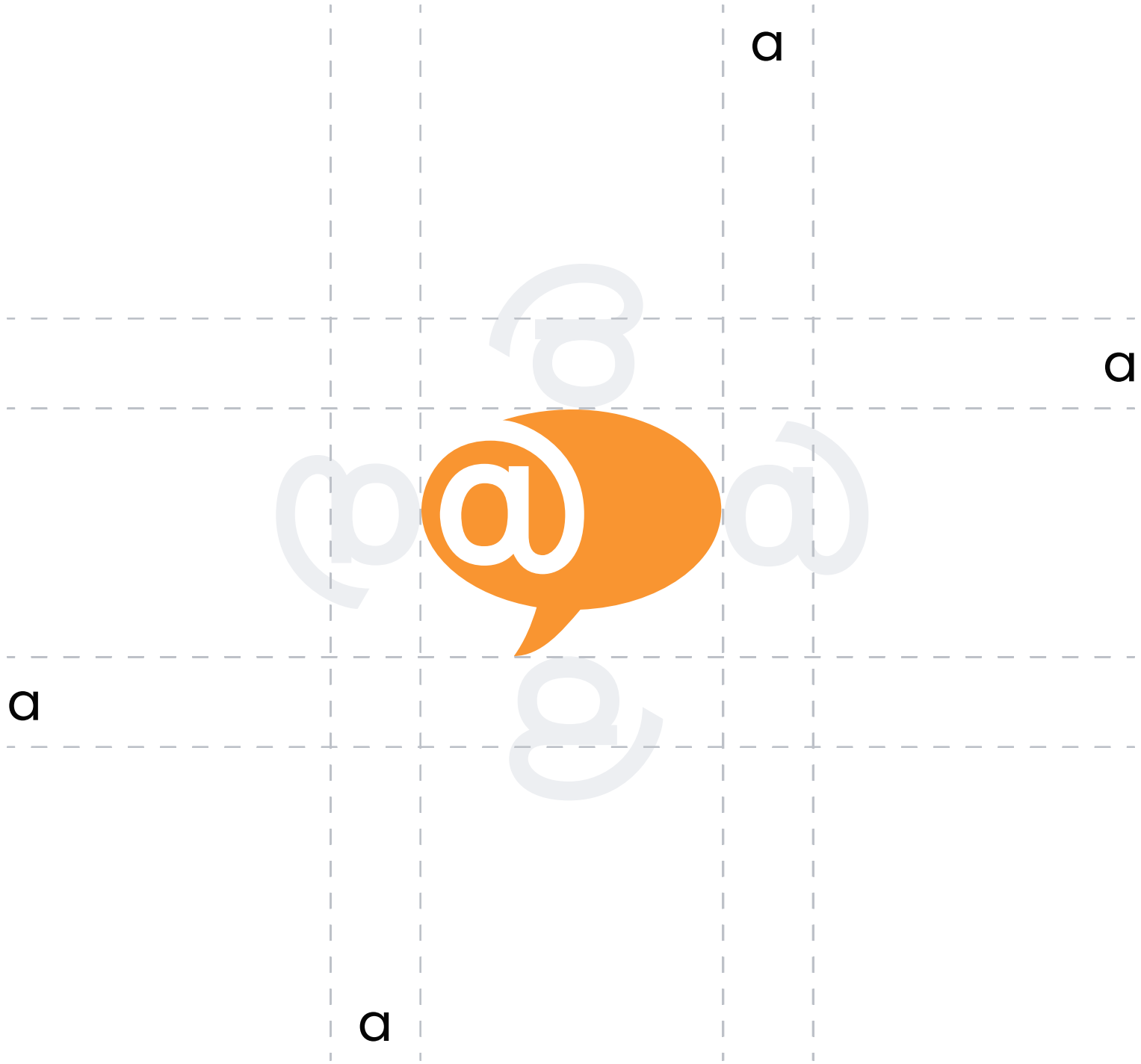
**Minimum size on display:**  
78px (width)

**Minimum print size:**  
20mm (width)



**Logomark**

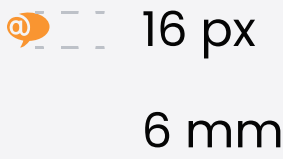
The logomark should be used in situations where the full logo might not be practical or necessary, such as on small promotional items.



**Exclusion zones**

It defines the minimum space around the logomark, which must not be encroached upon by any other distinctive graphic element and serves to maintain the clarity and legibility of the logo.

It is given as the width of portion of the letter “a” in logomark (a).



# Minimum dimensions

The smallest recommended size at which the logo can still maintain legibility and detail.

**Minimum size on display:**  
16px (height)

**Minimum print size:**  
6mm (height)



## Badge

Badge can be used on busy or colored backgrounds for better readability.



## Creating badge

To achieve condensed exclusion zone, we take the "ge" letters and letter "t" from logo. To follow the rounded principles inside the logotype, we can round the corners of the badge based on the letter "g".



## Badge use

Badge can be used on busy or colored backgrounds for better readability.



Always make sure the symbol is optically centered within the avatar space



Always make sure the symbol is optically centered within the avatar space



For the 16x16 px favicon we should use the “chat bubble” from logo, centered at full width.

## Small scale logo

When using logos as avatars, they should fill a minimum 70% of the available space. Always use our primary colourways.

**Do not** rotate the logo or any of its parts.



**Do not** change the aspect ratio



**Do not** distort the logo in perspective.



**Do not** change position or size of the parts



**Do not** place on colored background



**Do not** use any other color scheme.



**Do not** use stroke



**Do not** use special effects.



**Do not** use fonts other than those defined



**Do not** lower opacity



# What not to do

Never edit or distort our logo so it always looks its best.

