



mirlo

Logo guidelines

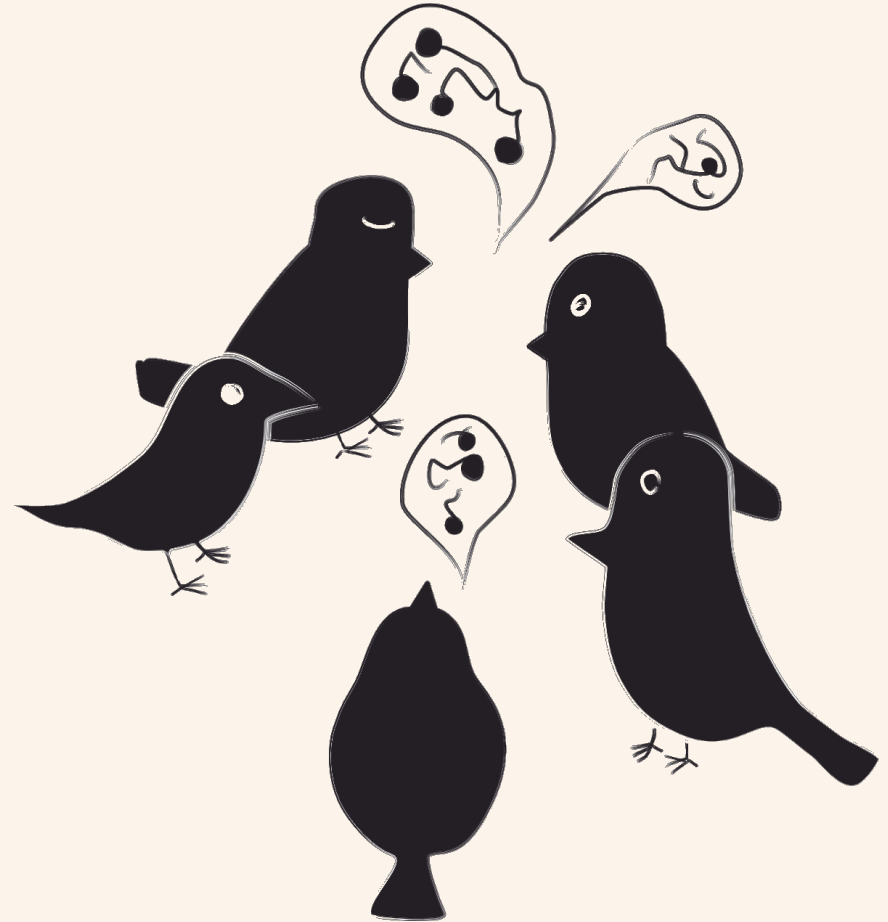
Updated 30 June 2024

Welcome

These guidelines are designed to help anyone use the Mirlo logo. Whether you're an artist looking for an icon for your social links, a designer putting together visuals for a communication, or someone wanting to spread the word about Mirlo, we've got you!

If you want to use the logo in a way that isn't covered in this document, please reach out to mirلودotspace@proton.me or join the Discord server for additional guidance.

Thanks for sharing Mirlo with the world! ❤️



Layout

The Mirlo logo consists of the Bird Note and the "mirlo" wordmark.

The Bird Note can be used on its own. It's the perfect fit alongside other social icons. The Bird Note is also useful for paginated communications (such as this document) where a subtle visual indicator assists with cohesion across pages.

The wordmark never appears alone. It's always paired with the Bird Note in either the Horizontal Logo or Vertical Logo.

The Vertical Logo is preferred for maximum visibility of the Bird Note. The Vertical Logo is particularly useful when the space available is large or square, such as avatars for social media platforms.

The Horizontal Logo works well when the available space is much wider than it is tall, such as letterhead. Because the Bird Note is less prominent, the Horizontal Logo might also be chosen for usages where there's less emphasis on brand visibility.

Bird Note



Vertical Logo



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Horizontal Logo



Color

The best color for the Mirlo logo is Mirlo Red (hex #BE3455, rgb 190 52 85). When this isn't possible or desirable, you have options.

One reason to choose a color other than Mirlo Red is to ensure sufficient contrast against the background. This includes usage on gray backgrounds or images with uneven areas of color, resulting in low contrast with Mirlo Red.

Another reason to choose a color other than Mirlo Red is to match colors in context. Using the same color for a list social media icons is the most common example. Feel free to use any color for this purpose as long as there's sufficient contrast against the background.

The negative space in the Bird Note is transparent. This means the background is visible through the Bird Note, just like in the Mirlo "o".

✓ Good contrast



✓ Good contrast



✗ Too low contrast



✓ Good contrast



✗ Too low contrast



✓ Better contrast





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