Todoist Logo Guideline

Usage and application

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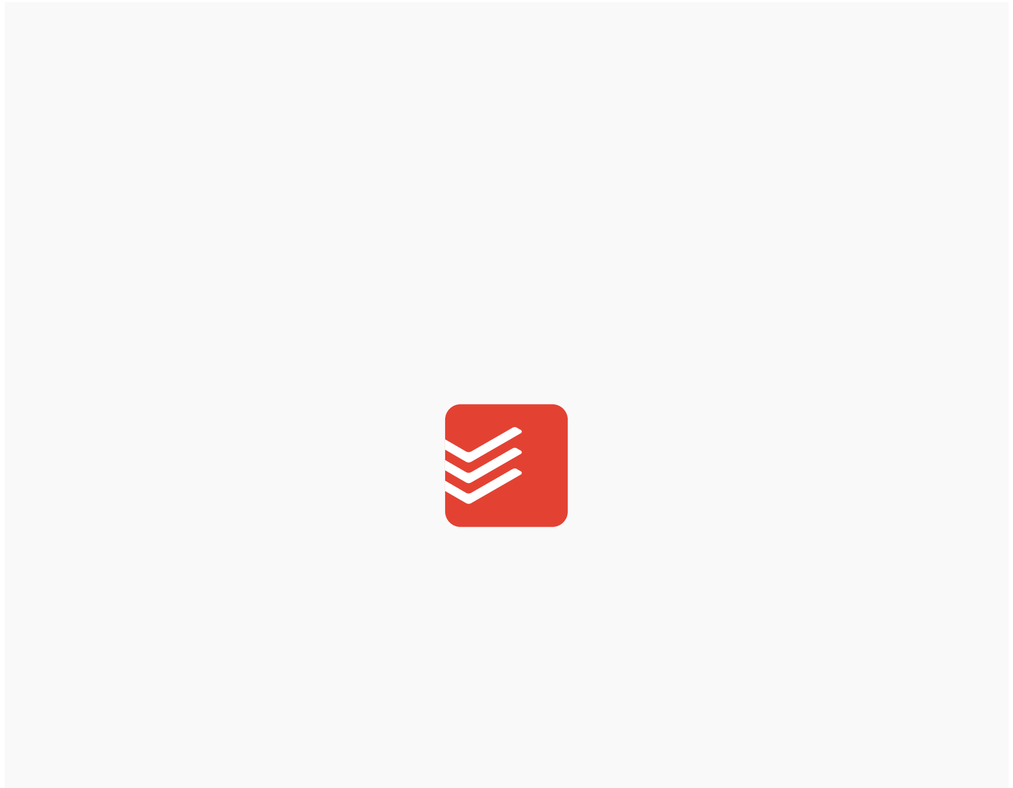
Todoist Logo

The Todoist logo is comprised of the lockup and the mark.

Lockup

The lockup is the most official graphical signature of our brand in all visual communication. It is comprised of a mark and a wordmark.

Mark



The mark is the minimum graphical signature of our brand used when space is insufficient for the lockup.

Logo Variations

The lockup and the mark both have official variations to adapt to different contexts.

Lockup

Standard

White

Mark

Standard

White

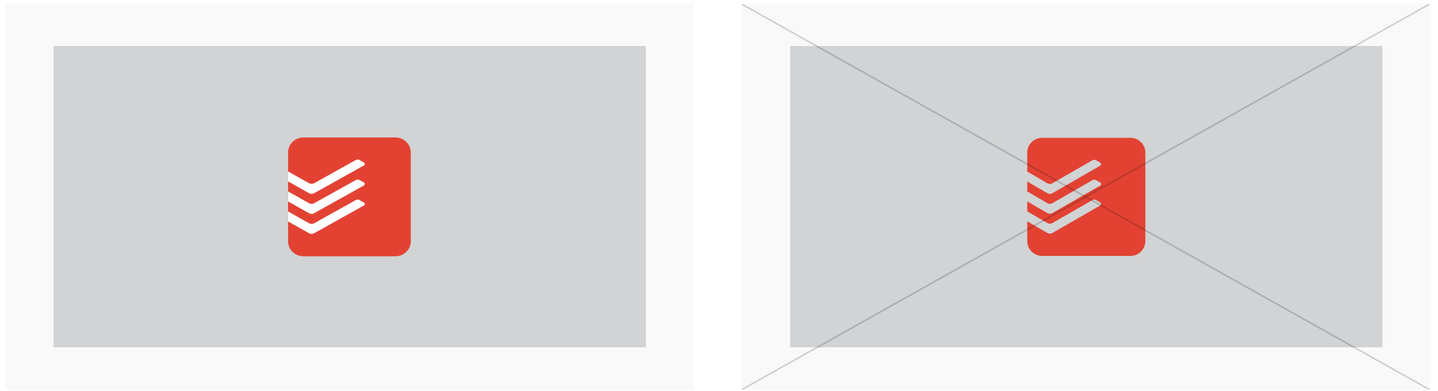
Circular

Principles

Take these into account when incorporating the Todoist logo into your design.

Always red and white

The logo of Todoist should always be red and white, except on a red background. Don't use it monochromatically.



Use the provided circular mark

The circular mark is specifically adjusted for the circular composition. Avoid cropping the logo in round from the standard mark.

Use the provided white logo

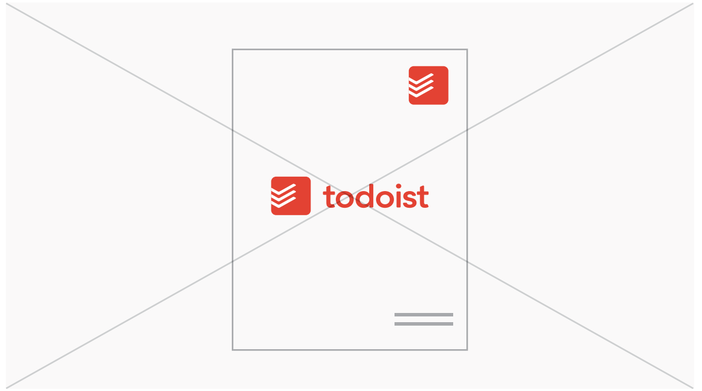
The white logo variations is adapted specifically for a red background. Use the white variation provided.

Principles

Take these into account when incorporating the Todoist logo into your design.

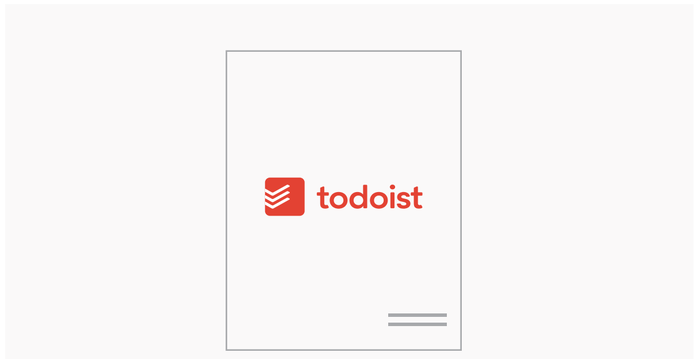
Keep it once

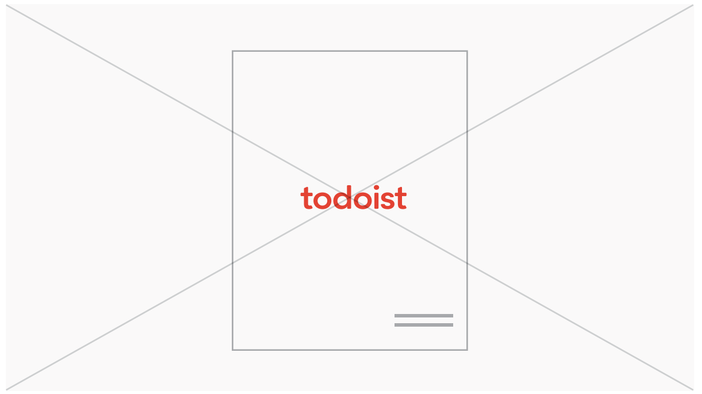
Only use our logo once in any given composition.



Keep the lockup intact

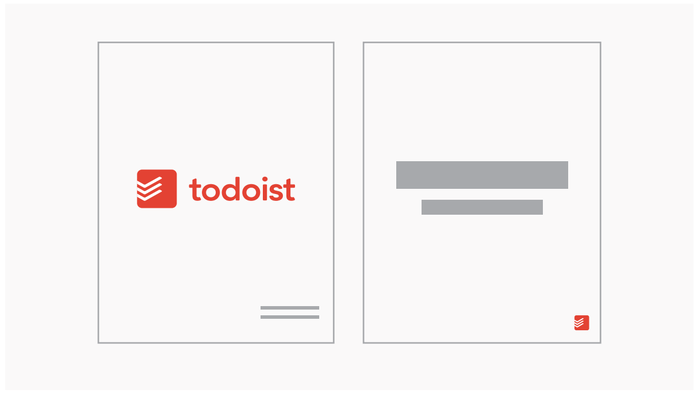
The wordmark of Todoist should never be used alone , it should always be attached to the mark.

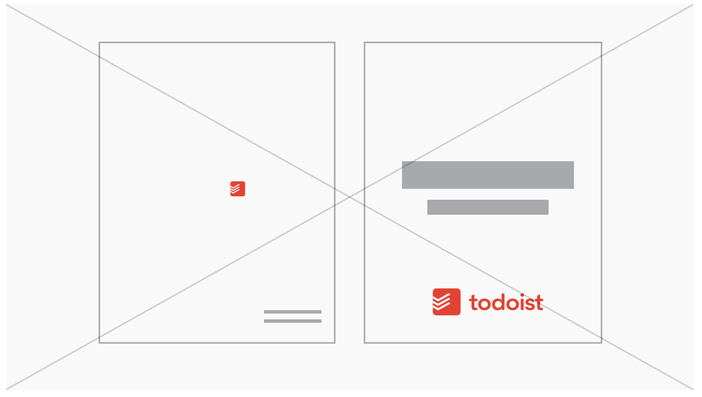




Keep the logo size in good contrast

The size of the logo should be in good contrast with its surrounding objects. If the logo is the focal point of a given image, keep other information in relatively small text size. On the other hand, if the Todoist logo serves as a supporting element, keep it relatively small but clearly visible. (at least 20px of logo height for screens and 12 pt of logo height for printed matters)



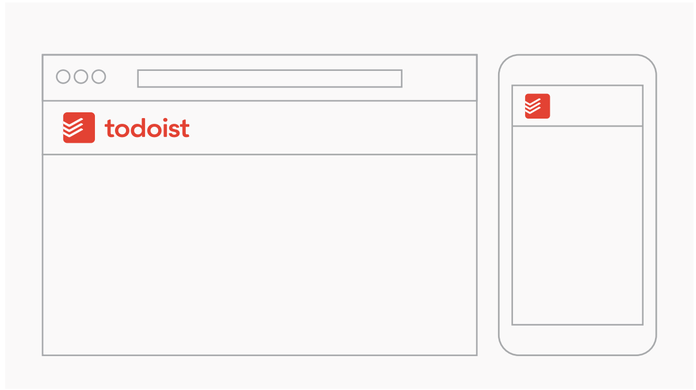


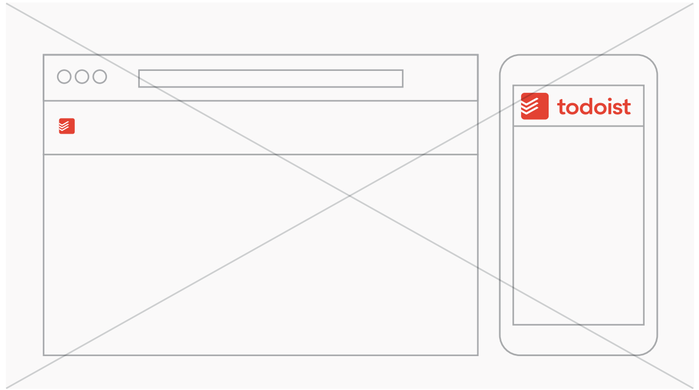
Principles

Take these into account when incorporating the Todoist logo into your design.

Keep it dynamic

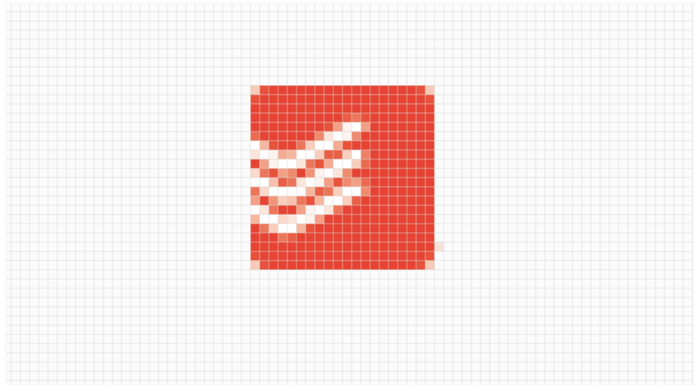
Choose the correct type of logo to adapt to different contexts. In general, use the lockup in larger screen designs and the mark in mobile screen designs.

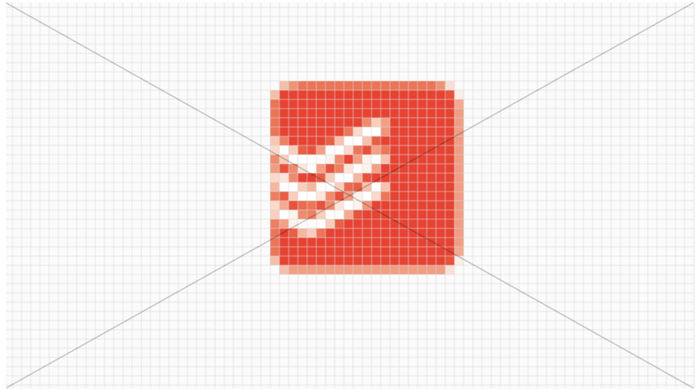




Keep it sharp on screens

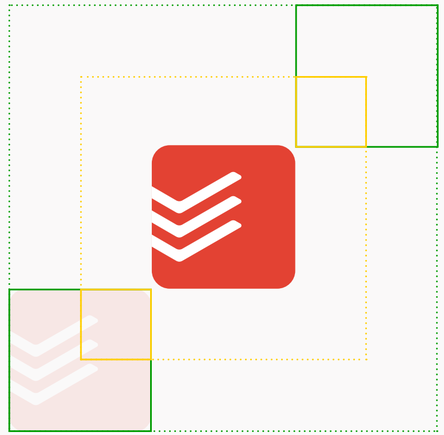
Use the round number for the dimension and position for the logo in order to keep the outline of logo sharp.





Safe Area

Space is an important part of properly displaying our logo.
Always apply enough space to keep the logo intact.

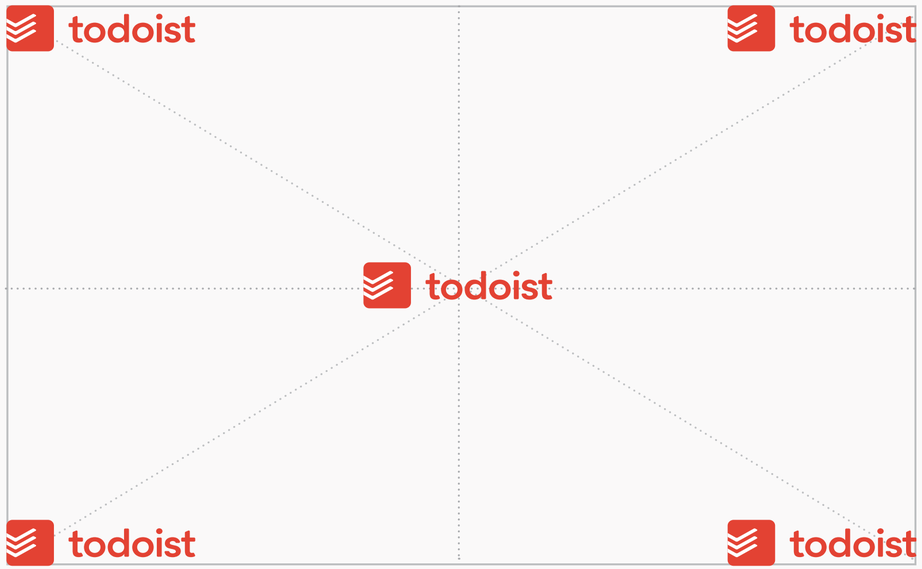


We recommend leaving a buffer space equal to the size of the mark itself on all sides.

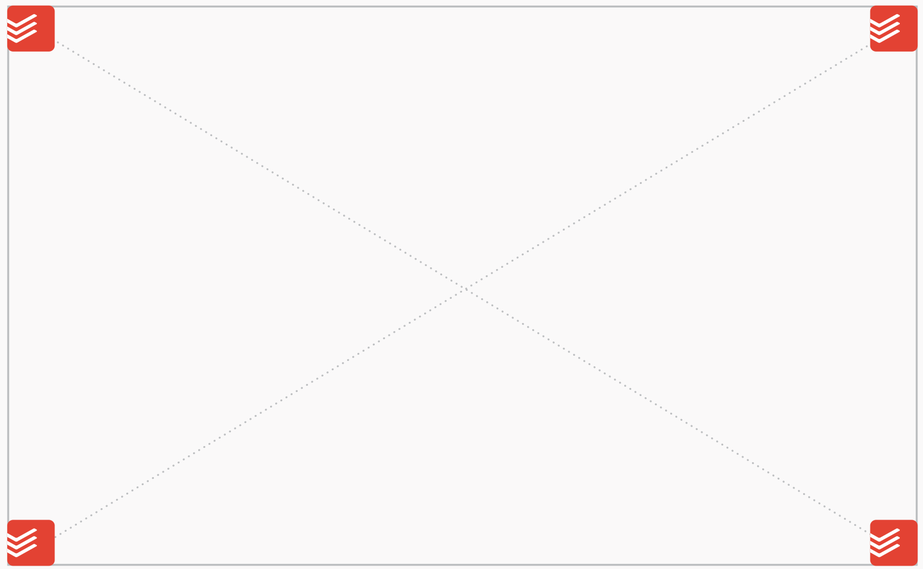
If space is insufficient, a buffer space equal to half the mark size on all sides is tolerable.

Layout Rules

The lockup and the mark require different layout rules which should always be taken into account when placing it.



The lockup can be placed at one of the four corners of a rectangle or at the center.



The mark can only be placed at one of the four corners of a rectangle.

Forbidden Treatments

Do not use any of the following treatments for our logo.

Do not distort / stretch / deconstruct

Do not change any property

Do not change the letter space

Do not change the typeface of wordmark

Do not not apply any effect or shadow

Do not rotate

Do not apply the wrong color

Do not use the mark without the square background