

Primary logotype

Our primary logotype should be used in most instances. It works on a wide variety of backgrounds.



Secondary logotype

Our secondary logotype is used in limited instances, such as when the primary version does not work on certain colors or backgrounds, such as white.



Brand marks Logotype

Background colors

Never use the logotype over Subway® yellow or Lettuce green.

With either color option, the forward-pointing arrow of the logotype should always have the greatest contrast against any background color.

The entire logotype should always be legible against backgrounds.

Note: Using orange as a background color may not result in optimal legibility.



Primary Choice Mark

The primary Choice Mark is used in most instances. It works on a wide variety of backgrounds.



Secondary Choice Mark

Our secondary Choice Mark is used in limited instances, such as when the primary version does not work well on certain colors or backgrounds, such as white.



Brand marks Choice Mark

Background colors

Never use the Choice Mark over Subway® yellow or Lettuce green.

With either color option, the forward-pointing arrow of our Choice Mark should always have the greatest contrast against any background color.

The entire Choice Mark should always be legible against backgrounds.

Note: Using orange as a background color may not result in optimal legibility.

