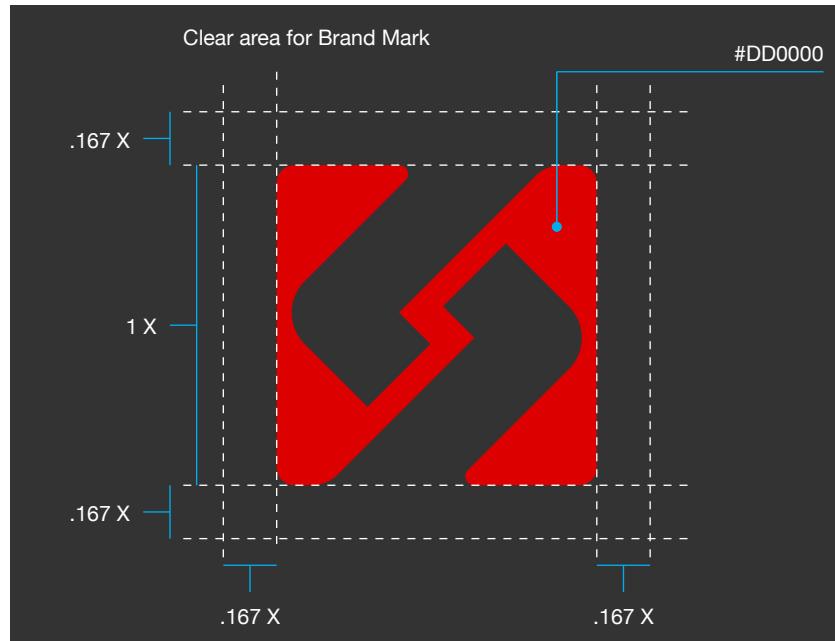# Logo Usage

The Insoft logo is a clean and simple typographic expression that communicates the character and promise of our company.

The Insoft primary logo is the red (one-color logo) and is used most commonly on permanent and highly visible applications such as for signage and our website.

On dark-color backgrounds, use the "red" Insoft logo (shown at right).

Clear area for Brand Mark

#DD0000

.167 X

1 X

.167 X

.167 X   .167 X

Brand Mark only
Note: Only the Red brand mark can be used as a stand alone mark.

Use red mark on backgrounds between 80% and 100% black only. Red is preferred.

Use outline mark on colored backgrounds and dark areas of photography. Use this option sparingly.

One-color
(Primary)

Black
(Secondary)

Silhouette Red
(Primary)

Silhouette Black
(Secondary)

The silhouette or standalone version of the cutout from the center of the logo is often used as a brand mark or icon.

The standalone cutout can function as a simplified or minimalistic version of the main logo, making it versatile for small-scale applications where the full logo might lose detail.

When used on smaller mediums like social media profile pictures or app icons, the silhouette is easier to recognize compared to the full logo with its surrounding elements.