The logo is designed around basic perception and understanding. As such if the logo is unnaturally warped, stretched, or rotated then this perception of the logo will change. If done in Adobe Illustrator then the established type arc and colored gradients will be altered, although this most likely can be fixed. The croissant glyph can have each individual layer disassembled / moved which will also alter how the glyph is perceived. The glyph can be colored differently however it is recommended that this is not done as it will affect the quality of the glyph and change the desired image and message of the company. The glyph is paired with the type of the company's name and together as a pair create the logo. The type may be changed in either font, position, and or color, with a secondary logo given as example, however the glyph and the type should not be separated from one another in that the glyph or the type can not be standalone. Lastly the logo should not be made smaller than what is shown under the “Logo Alternative and Dimensions” section. Any smaller may hinder its readability as well as possibly compromising the detail of the color gradient when printed onto stationary.