RIGHTINDEM

Logo Guidance

V1

Logo

The logo itself is comprised of two elements - the marque and the wordmark. When using the logo either use the marque, or the combination of the marque and wordmark. Please don't use the word-mark on it's own.
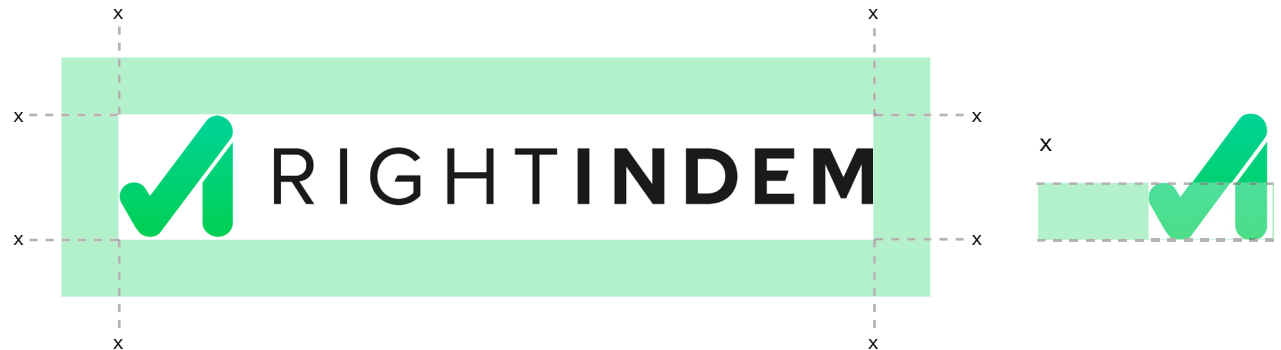
Logo

Marque   Wordmark

Exclusion Zone

This is equal to the height of the end of the tick (see x)

Minimum Size

The logo should, as a minium, equal a height of 24px / 8.5mm / 24 pt

24px
8.5mm
24pt

Logo Variations

These versions of the logo have various use cases:

Full Logo White Version

This is the standard logo for use on dark back-grounds.

All Black Version

This version can be used on light backgrounds or when monotone prinitng is required.

White Version

This version can be used on dark backgrounds or when monotone is required. It can also be used as a watermark.

Logo Usage

Use Only Approved Logo Assets

Please don't recreate the logo, and use the appropriate spacing specified earlier in the document.

Do not add drop shadows underneath or over the logo.

Do not add additional strokes or modify the colours in the text or logo marque.

Do not modify the aspect ratio of the logo.

Logo Usage

Usage With Imagery

The logo should be used with the appropriate spacing around it. The colours of the image behind the logo should give the logo enough contrast to be legible and stand out from the background. The appropriate logo type should be used in order to achieve this.

The logo should also be placed in a position that complements the images, or in a place that doesn't obscure the focus of the image.

Do not use a variation of the logo that makes it illegible due to the colour of the background.