Tumblr

Logo Guidelines

Updated   April 6, 2018
Questions   creative@tumblr.com

Logos

Wordmark   iOS Icon   Android Icon

Please:

○ Always use the full Tumblr wordmark black or white.

○ Reserve use of the app icon to represent the apps.

○ Associate the logo with positive imagery.

○ Provide adequate padding in compositions.

Avoid:

× Adjusting or manipulating the logo for any reason.

× Placing the logo over complex background imagery.

× Writing words in a typeface that resembles the logo.
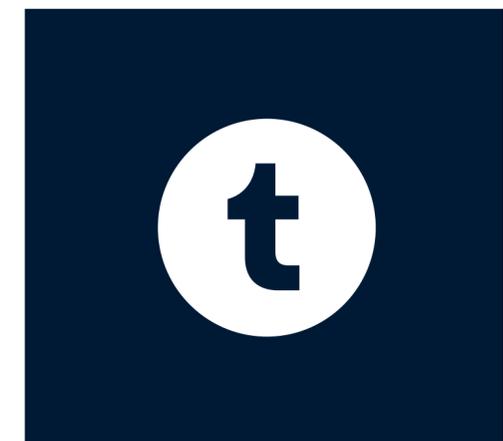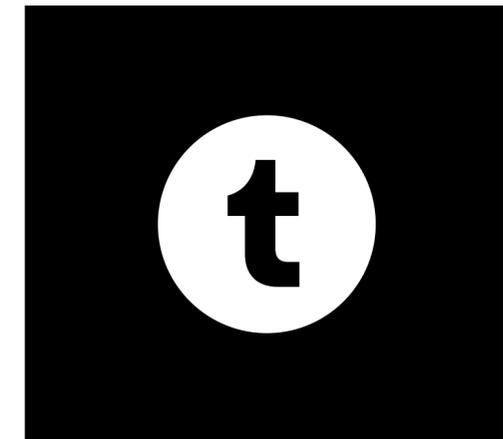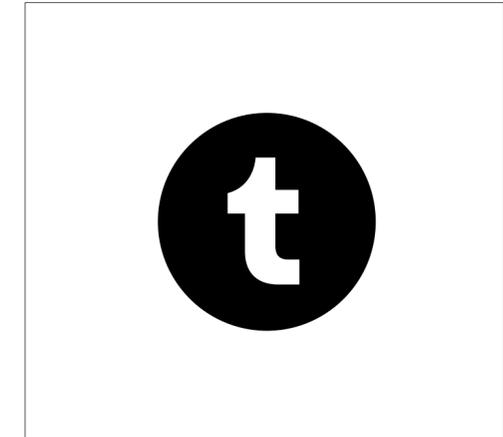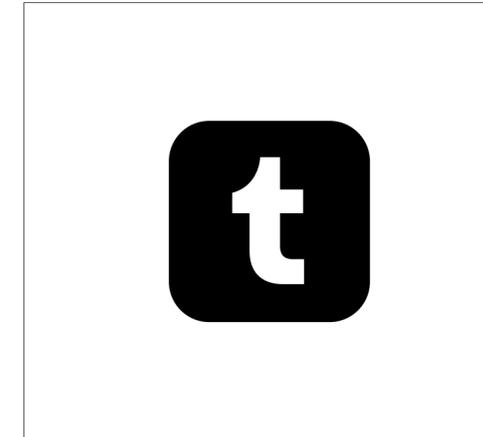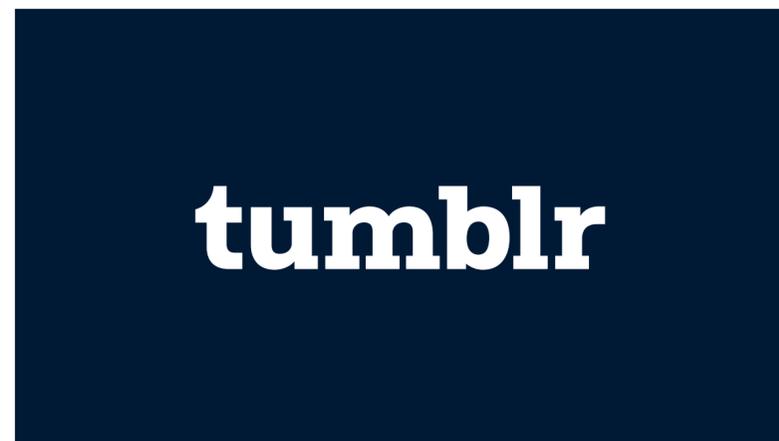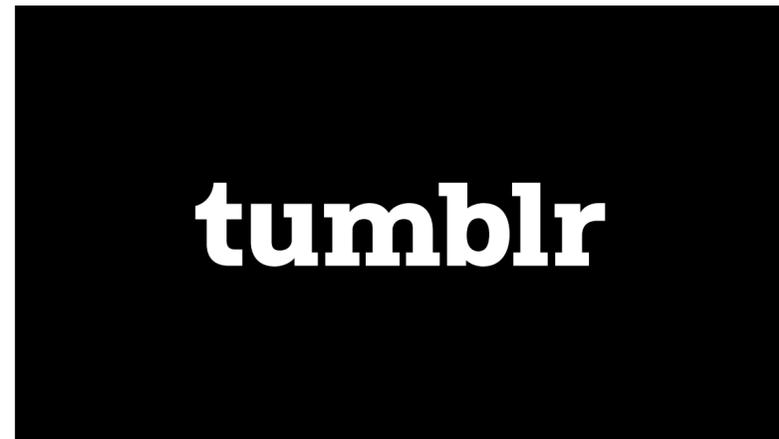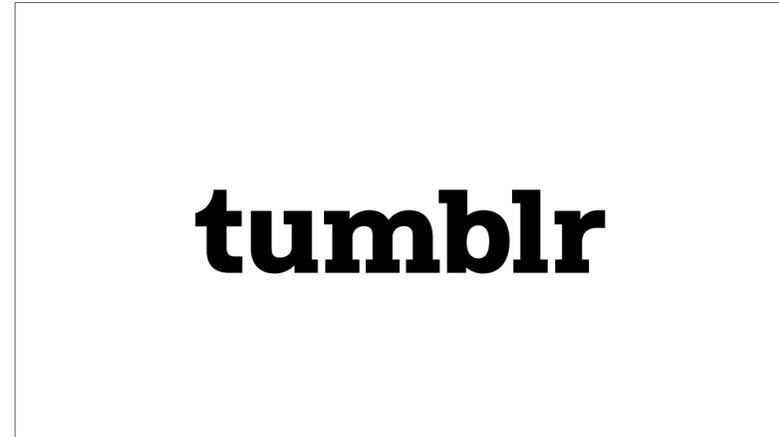
Logos

In use

Please:

○ Always use the full Tumblr wordmark in black or white.

○ Reserve use of the app icon to represent the apps.

○ Associate the logo with positive imagery.

○ Provide adequate padding in compositions.

Avoid:

× Adjusting or manipulating the logo for any reason.

× Placing the logo over complex background imagery.

× Writing words in a typeface that resembles the logo.

On white

tumblr
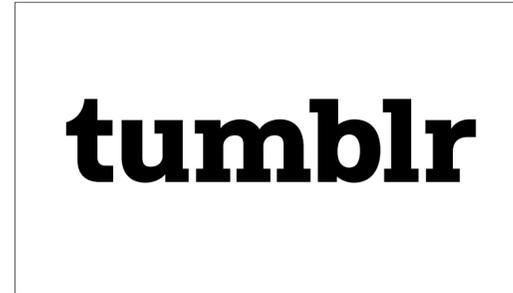
Use a black logo

On black

tumblr

Use a white logo

On all colors, except purple or yellow

tumblr

White or black logo is ok.

tumblr
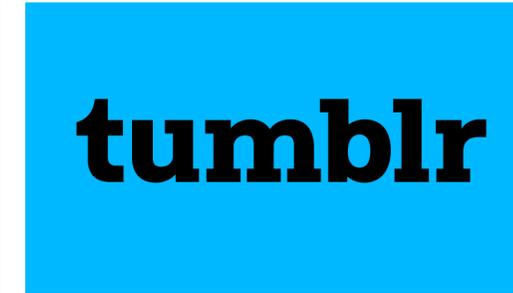
White or black logo is ok.

Do not

tumblr

Use a black logo on purple

tumblr
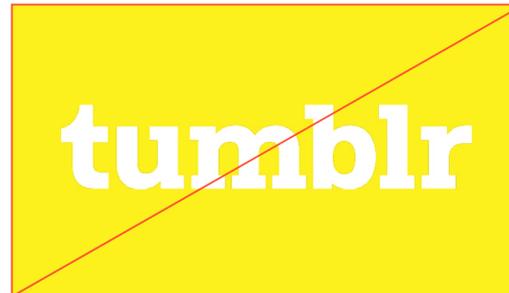
Use a white logo on yellow

tumblr

Use any color aside from black or white.

tumblr

Place the logo over complex background imagery.

Wordmark padding

1x 1x 1x

1x **tumblr** 1x **PUBLIC** 1x **MoMA** 1x

1x 1x 1x
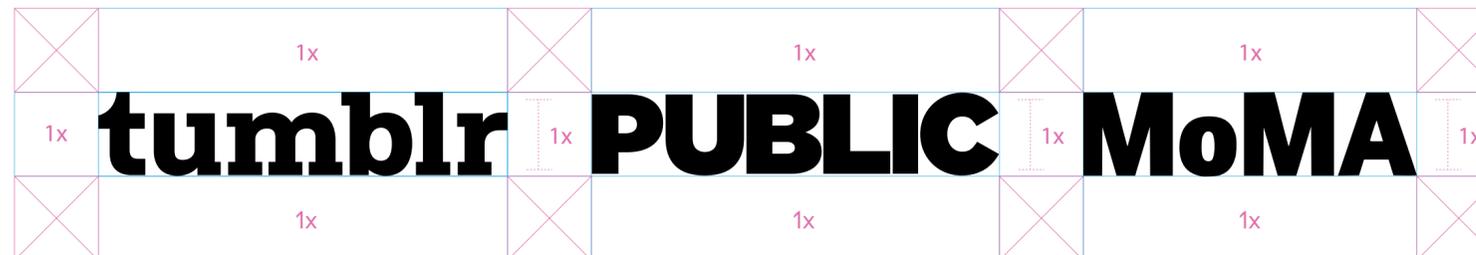
○ Use the most recent version of our full logo, at a legible scale.

○ Our logo should occupy the same general space as other sponsors.

○ The logo color should contrast with the background color.