

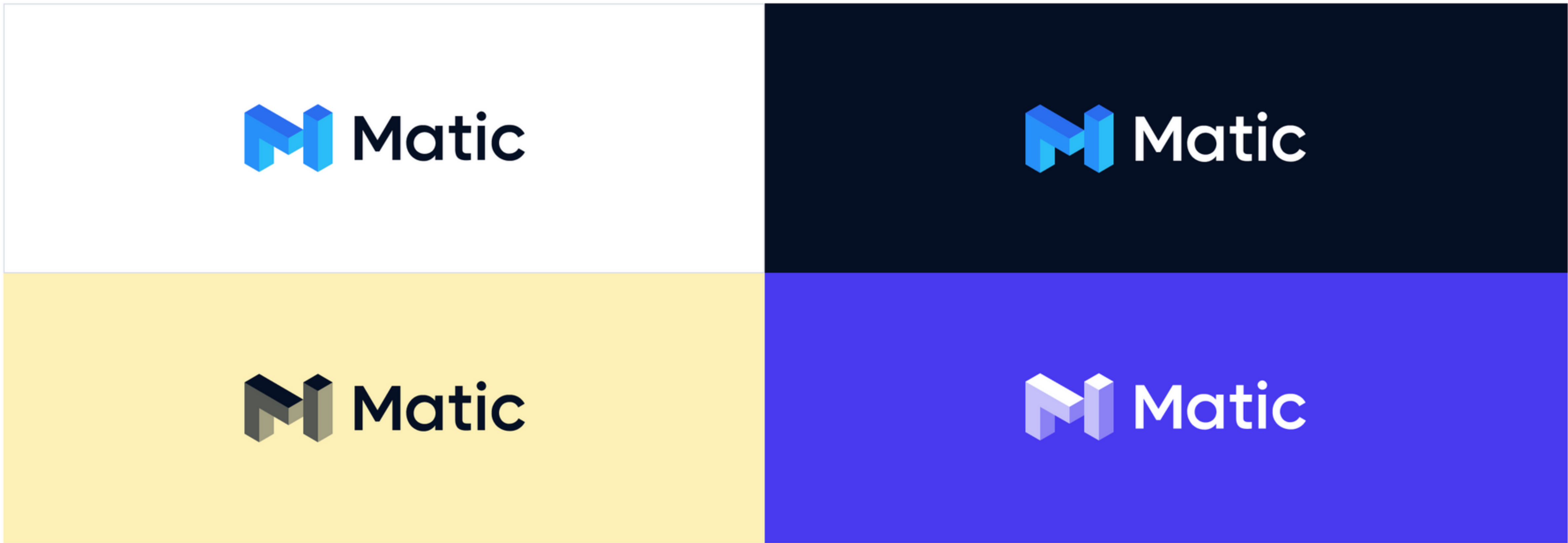


Uses guide

LOGO DESIGN

Logo versions

Alternative color combos. Here are different color ways we can do with the logo.



Dos & Don'ts

LOGO DESIGN

Logo in Use

Guide to how to use different styles of logos with light and dark background.

Do
Use blue symbol with clear white background.

Do
The blue symbol can be used in the dark background as well.

Do
The blue symbol with the black wordmark can be used in the light white background.

Do
The blue symbol with the white wordmark can be used in the dark background.

LOGO DESIGN

Logo in Use

Guide to how to use logo with respect to background colors.

DO
Use white monogram with dark background.

Don't
Don't use light background with white logo, use higher contrasts.

DO
Use higher contrasts and darker font on lighter background.

Don't
Don't use dark text color on the darker backgrounds.

LOGO DESIGN

Logo Misuse

Guide to use logo and its proper orientation.

Don't
Never put the wordmark or Matic text below the symbol. It should not be placed vertically.

Don't
Don't use only wordmark or text for the logo.

Don't
Never rotate the logomark in any angle.

Don't
Dont remove colors or change the typeface.