

ElementA

Logo Lockup

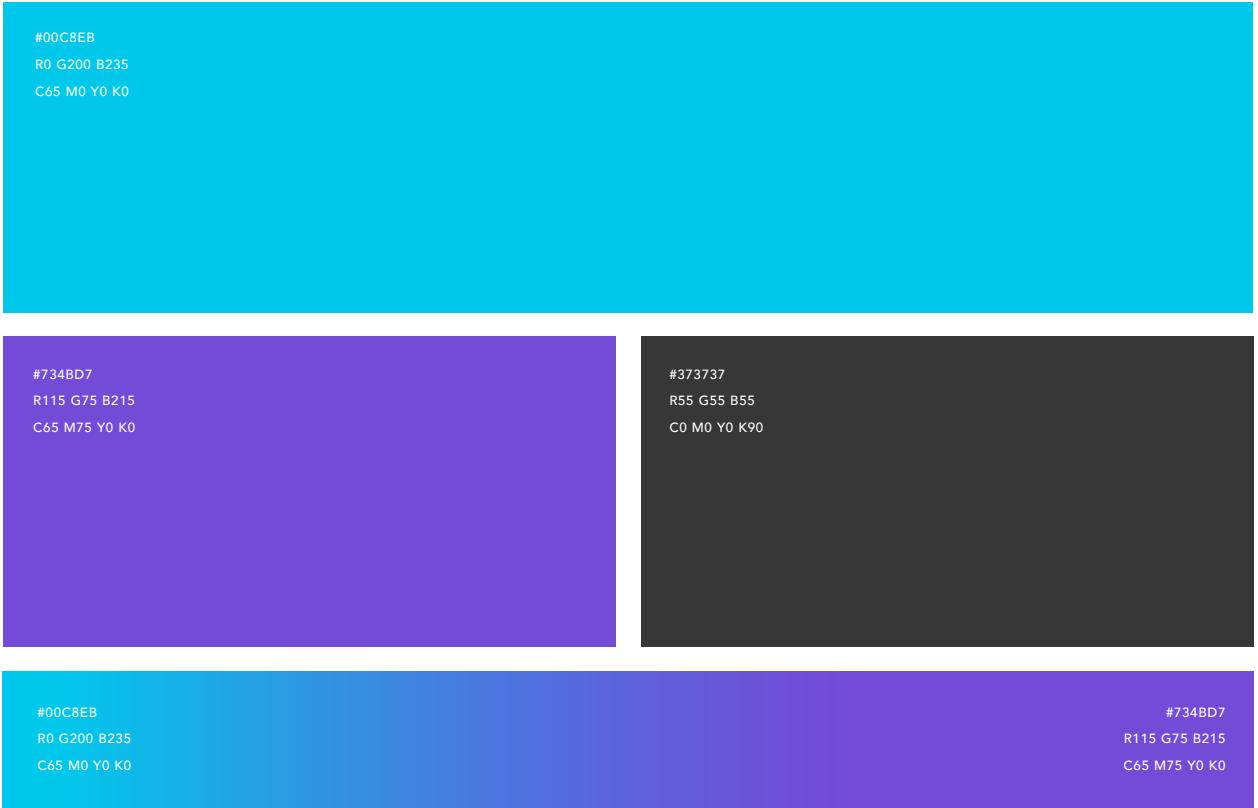
The spacing of each element is precisely considered.

Never alter this spacing.



Colors

The color palette is made up of the blue and supportive colors (black, purple).



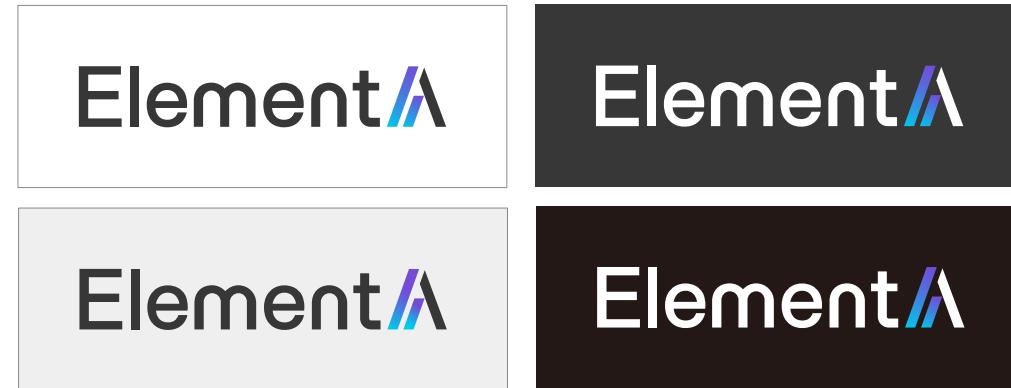
Logo USES



Primary usage: Full-color logo on a white background.

On 1%-50% gray backgrounds: Use the full-color logo with black text.

On backgrounds darker than 51% gray: Use the full-color logo with white text.



Logo USES



Single-color usage: Use the single-color version when material or environmental constraints prevent accurate reproduction or legibility of the full-color gradient.



Logo DON'TS



The logo should not be used on colored backgrounds.

For dark colored backgrounds,
refer to the guidelines on page 4.

