



## BRAND IDENTITY GUIDELINES

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## ADAFRUIT LOGOTYPE

*Do not, for any reason, alter it in anyway. Only the approved digital art files are to be used.*



### Preferred

Adafruit logotype features both our symbol and name in a dedicated lockup. The preferred version features a horizontal arrangement.

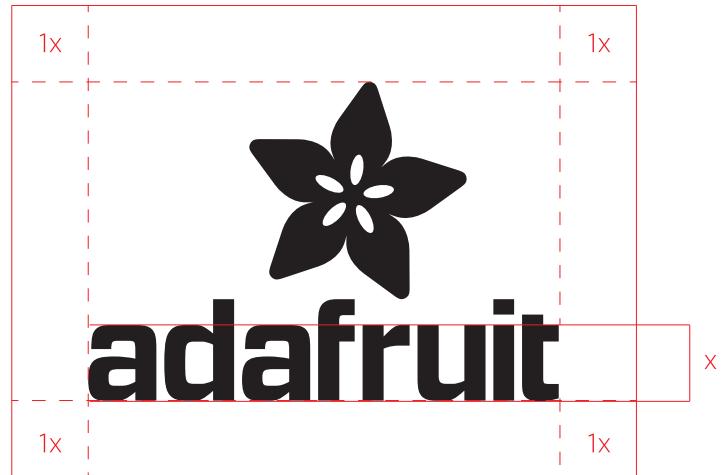


### Alternate

This version features a vertical orientation and is strictly reserved for layouts that cannot accommodate the preferred artwork.

## ADAFRUIT LOGOTYPE CLEAR SPACE

*Remember not to confuse the minimum clear space with the recommended clear space. Always add more whenever you can.*



### Clear Space Requirements

Clear space isolates the artwork from other visuals. The minimum allowable clear space is equal to 1X, with X defined as the height of the "a" in adafruit, surrounding the artwork on four sides.

Remember that a greater amount of clear space should be applied whenever possible.

The clear space requirement applies to all variations and orientations of the artwork.

## ADAFRUIT LOGOTYPE MINIMUM SIZE



Minimum Size / Print



Minimum Size / Web



Minimum Size / Special Usage

### Print

To ensure our logo's visibility in all uses, the minimum sizes have been established.

In print materials, our logo is not to be scaled below the recommended height.

### Web

In web applications, our logo is not to be scaled below the recommended height.

### Special Usage

Our special-usage logo is intended for extreme cases only. It has been specially proportioned to ensure the legibility of the mark and Adafruit type in unconventional circumstances.

Our special-usage logo is not to be sized below the recommended height.

This artwork is available by approval only.

*Do not, for any reason, use any other color on the logo. Only the approved digital art files are to be used.*



C = 0, M = 0, Y = 0, K = 100  
R = 0, G = 0, B = 0



C = 0, M = 0, Y = 0, K = 50  
R = 128, G = 128, B = 128



C = 0, M = 0, Y = 0, K = 0  
R = 255, G = 255, B = 255

### Black

To ensure our logo's visibility in all uses, the black logo is to be used on light colored backgrounds.

### Grey

To ensure our logo's visibility in all uses, the grey logo can be used on both light and dark colored backgrounds as long as there is enough contrast for legibility.

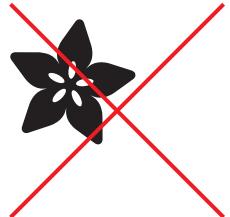
### White

To ensure our logo's visibility in all uses, the white logo is to be used on dark colored backgrounds..

## ADAFRUIT LOGOTYPE DO NOTS



**DO NOT**  
Rearrange the logo elements.



**DO NOT**  
Change the typeface.



**DO NOT**  
Alter size relation of logo elements.



**DO NOT**  
Use logotype in all caps.



**DO NOT**  
Crop logo.



**DO NOT**  
Alter color.



**DO NOT**  
Rotate logo or elements of the logo.



**DO NOT**  
Replace the flower with other elements.

### Common Mistakes

It is essential to use the Adafruit logotype only as specified in these guidelines. It is a valuable brand asset, and any misuse will negatively impact the integrity of the Adafruit brand as a whole.

These exhibits demonstrate a few of the many ways the Adafruit logotype is not to be treated. These apply to both preferred and alternate logos

## ADAFRUIT LOGOTYPE DO NOTS



DO NOT  
Outline logo.



DO NOT  
Fill logo with an image.



DO NOT  
Add elements to logo.



DO NOT  
Remove elements from logo.



DO NOT  
Distort logo.



DO NOT  
Add other text or copy.



DO NOT  
Add drop shadows.

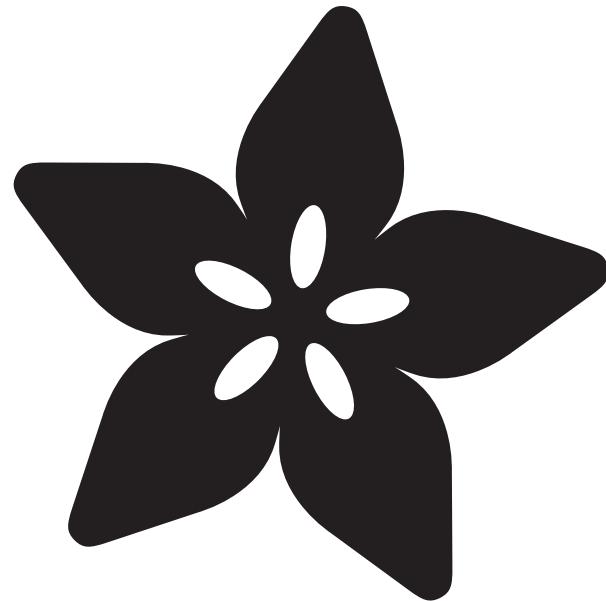


DO NOT  
Flip the logo.

## Common Mistakes

It is essential to use the Adafruit logotype only as specified in these guidelines. It is a valuable brand asset, and any misuse will negatively impact the integrity of the Adafruit brand as a whole.

These exhibits demonstrate a few of the many ways the Adafruit logotype is not to be treated. These apply to both preferred and alternate logos.

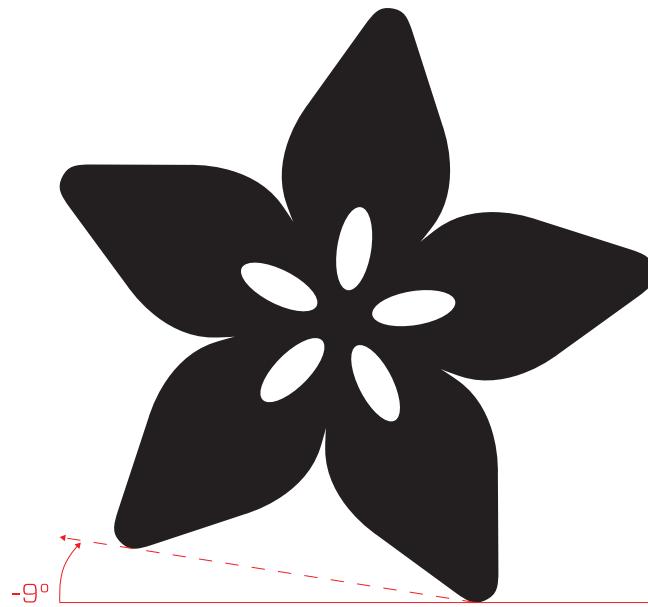


### The Flower Alone

The Adafruit Flower can be used alone as a design element in specific circumstances. When used as a design element it must also be in the presence of the Adafruit logotype unless it is used within the Adafruit.com website.

This is an extraordinarily valuable asset. Do not, for any reason, alter its physical shape or angle in any way.

Only the approved digital art files are to be used.



### The Flower Angle

The Adafruit Flower angle is important to maintaining a perfect relationship with the Adafruit logotype lockup, but it is equally as important when it's a standalone.

This is an extraordinarily valuable asset. Do not, for any reason, alter its physical shape or angle in any way.

Only the approved digital art files are to be used.



### When do we use it?

Whenever representing Adafruit and if you need to add some Adafruit flair.

### Why do we use it?

To leverage brand recognition and brand exposure.

### Examples

- Merchandise
- Online advertising
- Packaging
- Web applications
- Sponsorships

## ADAFRUIT FLOWER MINIMUM SIZE



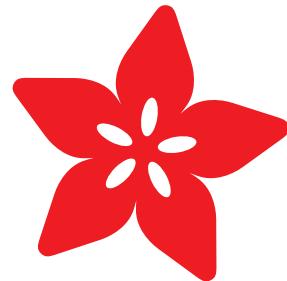
Minimum Size / All Cases

### All Use Cases

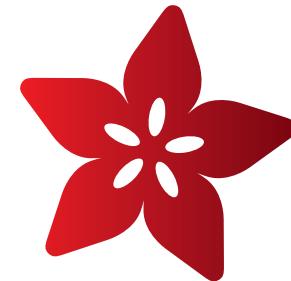
To ensure our Adafruit Flower's visibility in all uses, the minimum size has been established.

In all instances our Adafruit Flower is not to be scaled below the recommended height.

## ADAFRUIT FLOWER COLOR VARIATIONS



Solid Colors

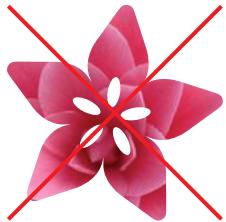


Gradation ( ONLY WITHIN THE SAME COLOR RANGE )

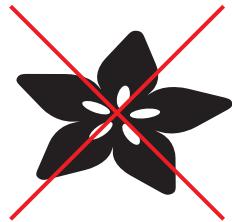
### Colors

When using the Adafruit Flower as a design element adding color to the symbol may be appropriate.

## ADAFRUIT FLOWER DO NOTS



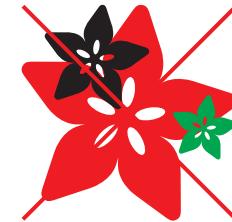
**DO NOT**  
Fill flower with an image or pattern.



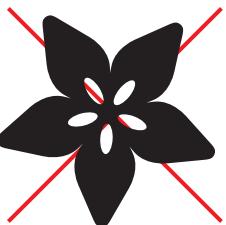
**DO NOT**  
Distort the Flower.



**DO NOT**  
Add any text or copy to the Flower.



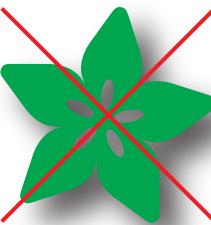
**DO NOT**  
Overlap with more flowers or other shapes.



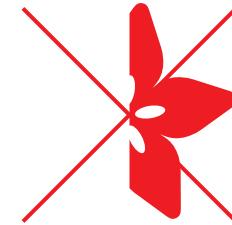
**DO NOT**  
Rotate Flower.



**DO NOT**  
Use Flower as a prop.



**DO NOT**  
Add drop shadows.



**DO NOT**  
Crop more than 30% of the Flower.

## Common Mistakes

It is essential to use the Adafruit Flower only as specified in these guidelines. It is a valuable brand asset, and any misuse will negatively impact the integrity of the Adafruit brand as a whole.

These exhibits demonstrate a few of the many ways the Adafruit Flower is not to be treated. These apply to both preferred and alternate logos