todoist

Brand Guidelines

Updated 01/2021

Todoist Logo

The Todoist logo is comprised of the logotype (the type) and the logomark (the icon).

Standard Logo

The preferred visual representation of Todoist.

Logomark

The logomark is the minimum representation of Todoist, used in cases where the dimensions of the applied space are better suited to the logomark's shape, or in which a more subtle representation of Todoist is desired.

Brand Colors

Official colors for use in Todoist brand applications

Red #E44232

The primary brand color for Todoist.

Dark Grey #1E1E1E

The primary text color for the Todoist brand. Most text should be displayed in this color. The Dark Grey logo variation also uses this color.

Beige #FFF9F3

The secondary brand color for Todoist. Often used for tinted backgrounds.

Logo Variations

The standard logo and logomark both have official variations to adapt to different contexts.

Full Color

The preferred choice for logo application. Limit use to white or beige backgrounds.

White

A secondary choice for logo application. For use on backgrounds of dark shades or saturated colors.

Dark Grey

A tertiary choice for logo application. For use only when the Full Color variation isn't usable for some reason, or when the its color would be undesired in the context.
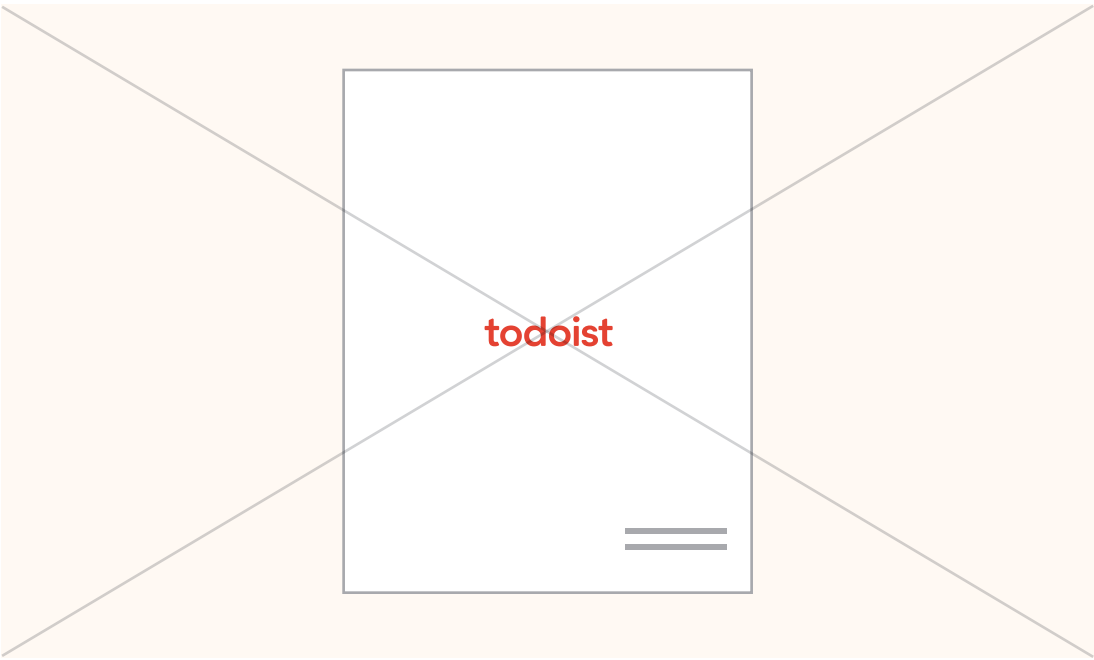
Application Best Practices

Bad

Good

Keep the logo intact

The wordmark of Todoist should never be used alone – it should always be attached to the mark.

Use it once

The logo should only appear once in most applications.

Think about hierarchy

The size of the logo should depend on its context within the composition. If the logo is the focal point of a given composition, keep other information to a relatively small size. If the logo serves as a supporting element, keep it relatively small but clearly visible.

Minimum Clear Space

Always give the logo enough surrounding space to maintain legibility and integrity.

A clear space of half the height of the logomark is required around the logo in all directions.
For instance, if the full logo's height is 32px, a clear space of 16px in all directions is required.
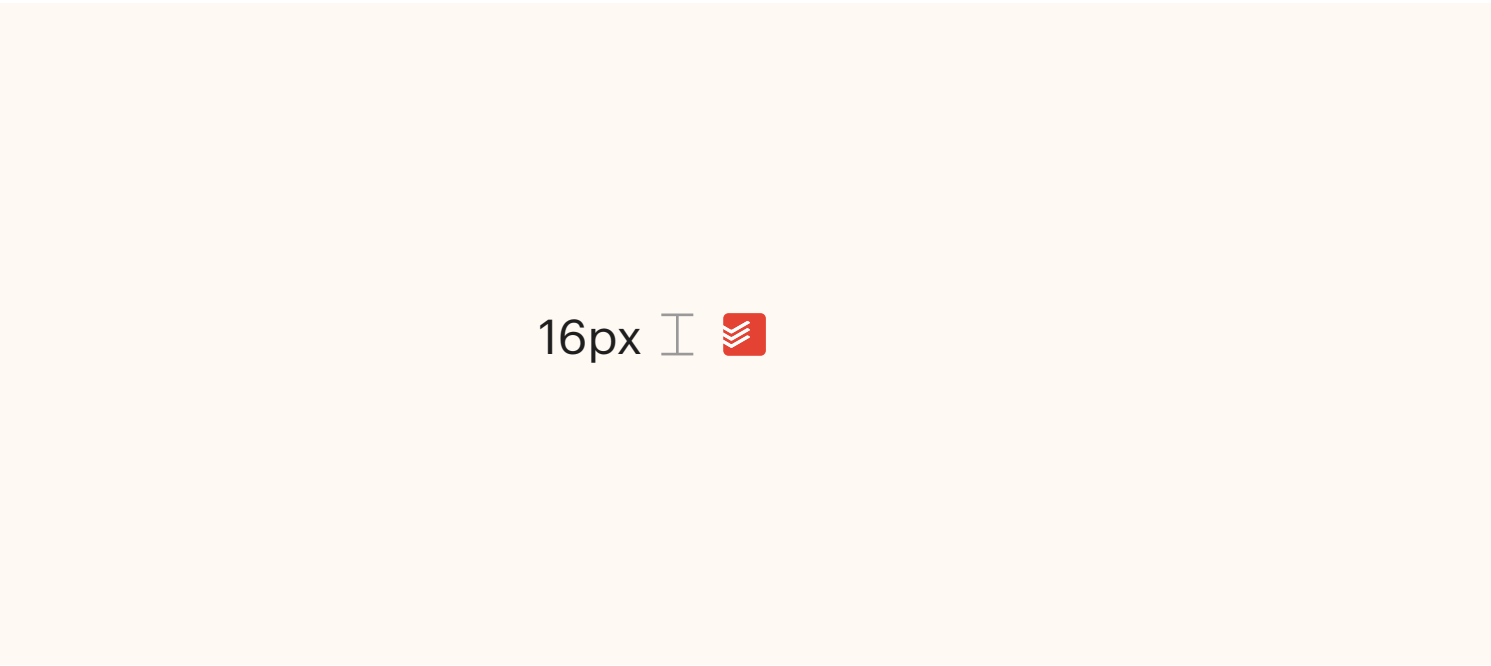
Minimum Display Size

Always make sure the logo is large enough to be recognized.

32px ⊺ **todoist**

16px ⊺ ▤

Standard

32px minimum height

Logomark

16px minimum height

The values above represent the absolute minimum size the logos should be displayed. In printed contexts, the logo's minimum size will depend on the medium and distance at which the viewer will observe the logo. Use your best judgement.

Forbidden Treatments

Do not apply any of the following treatments to the Todoist logo.

Stretch or squash

Scale elements independently

Change the space between elements

Change the typeface of wordmark

Apply effects or shadows

Rotate

Apply unofficial colors

Use the checks without the containing shape

Forbidden Treatments in Context

Here are a few examples of forbidden treatments with recommendations on how to approach the design appropriately.
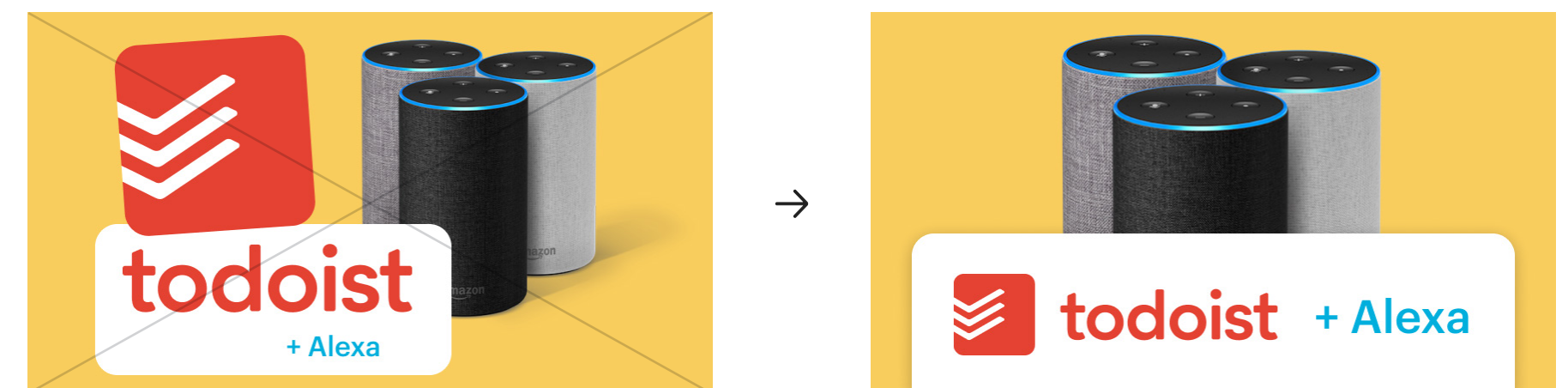

- Don't use the logotype without the logomark
- Make sure there is adequate space between the logo and other elements
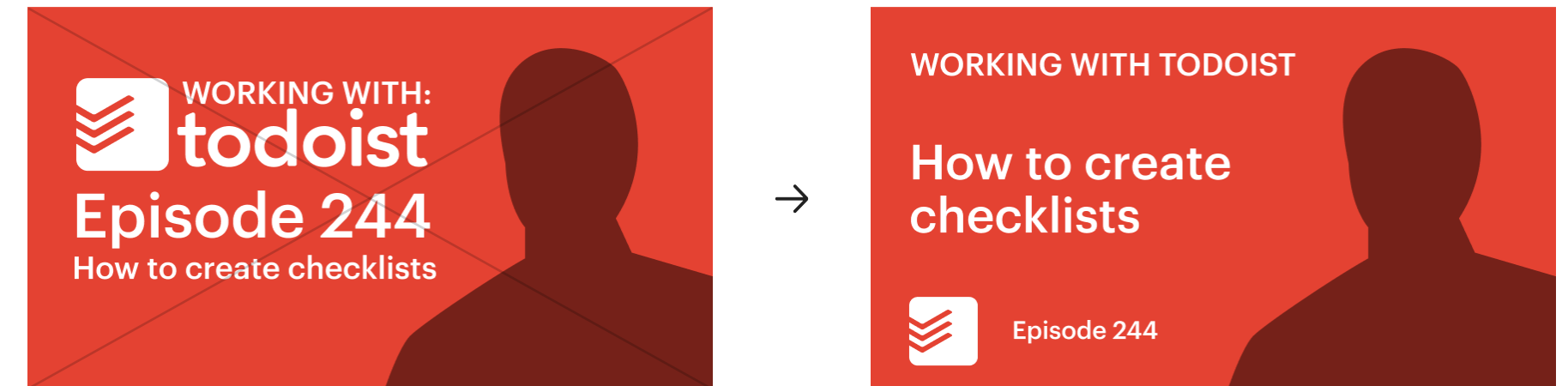
- Don't change the size of a portion of the logo.
- Make sure there is adequate space between the logo and other elements
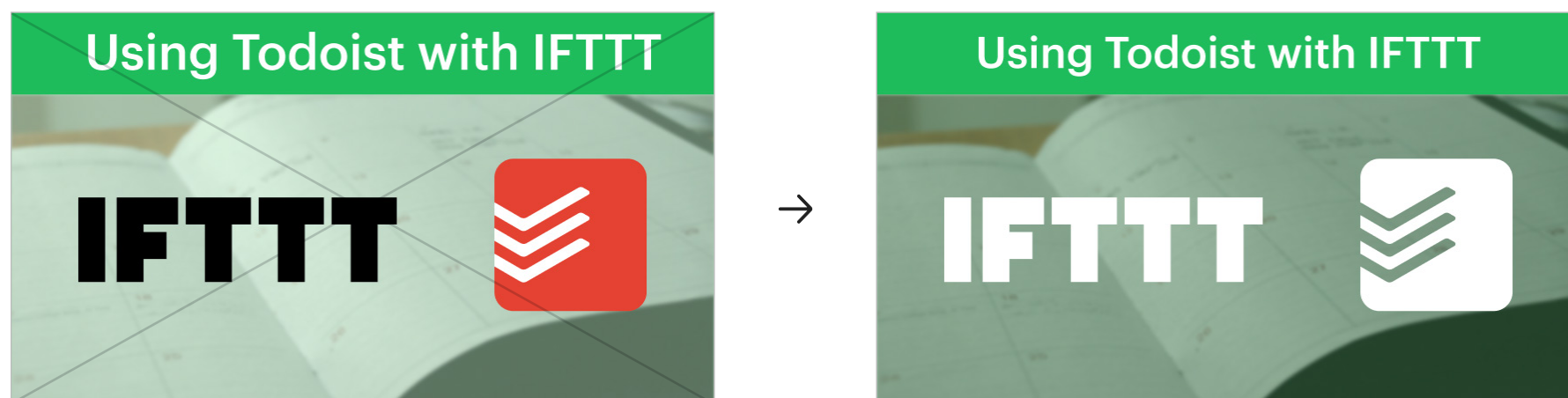
- Don't use the Full Color logo on colored or graphic backgrounds

- Don't rotate the logo
- Don't break up the logo by modifying one part of it