

LOGO USAGE GUIDELINES

Logo clear space

Clear space around the logo allows the brand to be visible and distinguished; do not place text, graphical elements, or other logos within this space. The safe area is equivalent to the height of the logo mark text.



Logo minimum size

Ideally, the logo should appear no smaller than 1.0" wide for the vertical stacked version, and no smaller than 1.625" wide for the horizontal version. This is to ensure the integrity and readability of the wordmark.



Logo usage: Things to avoid

The elements of the logo have been carefully considered. It is best to avoid changing or modifying the logo in order to maintain brand consistency and integrity. The following are examples of things to avoid in using the Morgridge logo:

DO NOT stretch the logo



DO NOT skew the logo



DO NOT rotate the logo



DO NOT crop the logo



DO NOT alter the scale of elements of the logo



DO NOT rearrange the elements of the logo



DO NOT add elements to the logo



DO NOT change colors within the logo



DO NOT substitute fonts



DO NOT add drop shadows

