

August 2020

# Logo Guidelines



## Primary Logo: Horizontal Lockup

Use this lockup as the main logo for the Lextran brand. The space between symbol and wordmark should never be altered.



## Primary Logo: Scale

In the interest of legibility and coherence, the Lextran lockup should never be applied at a smaller size than shown below. Similarly, the Lextran symbol should never be applied a smaller size than shown below.



## Primary Logo: Spacing

Always keep a standard amount of white space around the primary logo.



## Primary Logo: Don'ts

1. Do not stretch or skew the logo.
2. Do not pull apart the logo.
3. Do not color the logo.
4. Do not adjust letter spacing in the logo.
5. Do not add color to the inside of the mark.
6. Do not outline the logo.
7. Do not rotate the logo components.
8. Do not add drop shadows to the logo.



## Secondary Logo: Vertical Lockup

Use this lockup as the main logo for the Lextran brand. The space between symbol and wordmark should never be altered.



## Secondary Logo: Scale

In the interest of legibility and coherence, the Lextran lockup should never be applied at a smaller size than shown below. Similarly, the Lextran symbol should never be applied a smaller size than shown below.



## Secondary Logo Spacing

Always keep a standard amount of white space around the secondary logo.



## Secondary Logo: Don'ts

1. Do not stretch or skew the logo.
2. Do not pull apart the logo.
3. Do not change the placement of the symbol over the wordmark.
4. Do not color the logo.
5. Do not adjust letter spacing in the logo.
6. Do not add color to the inside of the mark.
7. Do not outline the logo.
8. Do not rotate the logo components.
9. Do not add drop shadows to the logo.



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## Questions

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