



Identity Logo Guidelines

LOGO SYMBOL

The logo is the most visible element of our identity—a universal signature across all Identity communications.

Because the logo is such a recognizable and highly visible brand asset, it is vital that it is always applied consistently wherever it appears.

Horizontal



Vertical



LOGO SYMBOL

Black

iD identity.com



White



LOGO CLEARSPACE

The clearspace of the logo is based on the height and width of the “x” and allows for ample breathing room when used.

To ensure legibility the Identity logo should not be reproduced any smaller than the specified minimum sizes shown.

Horizontal



Minimum Size



Vertical



Minimum Size



LOGO SYMBOL

The reversed logo should only appear in the colors and combinations shown here.



LOGO MARK



64 px



50 px



32 px



16 px



64 px



50 px



32 px



16 px

LOGO DON'TS

The logo and lockup should always be reproduced from the master artwork. It should never be altered, redrawn or manipulated in anyway.

1. Don't apply effects onto the logo
2. Don't change the color of the logo
3. Don't stretch the logo
4. Don't rotate or crop the logo
5. Don't mask photos into the logo
6. Don't change the font for logo
7. Don't invert the logo
8. Don't outline the logo
9. Don't place colored logo on dark background
10. Don't place logo on colored background or graphic elements
11. Don't fill with secondary color, or create undocumented color combinations
12. Don't place white logo on light colored backgrounds

