

Logo/spacing Guidelines
November 2016



Contents

Logos	_____	2
Usage	_____	3
Spacing	_____	4
Padding	_____	5

Logos

Use only the standard lock-up provided in the preferred colors.



White is the preferred color.

When in doubt, use this color.



Ruby can be used on light backgrounds.



Citrine can be used as an alternative.



Black can be used when color is unavailable.

Usage

Only use the colored versions of the logo on white backgrounds. On any other color background, use the white or black versions. When in doubt, use black or white.



Please do not:

- Use any logos or similar imagery to represent .eco other than what is provided by .eco.
- Rotate the logo mark or alter its positioning
- Overprint or obstruct any part of the logo.
- Add special effects to the logo.
- Use old versions or any other marks or logos to represent our brand.

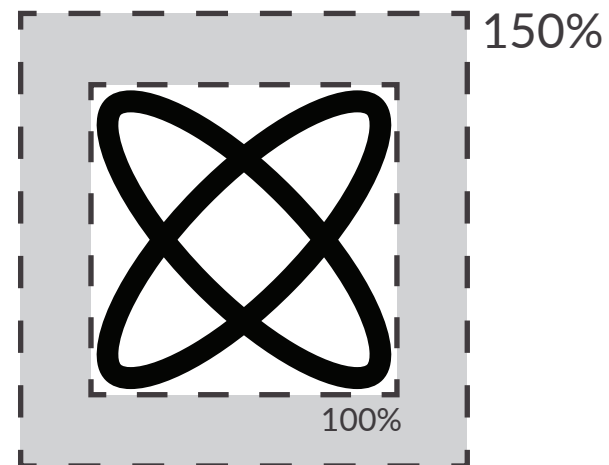
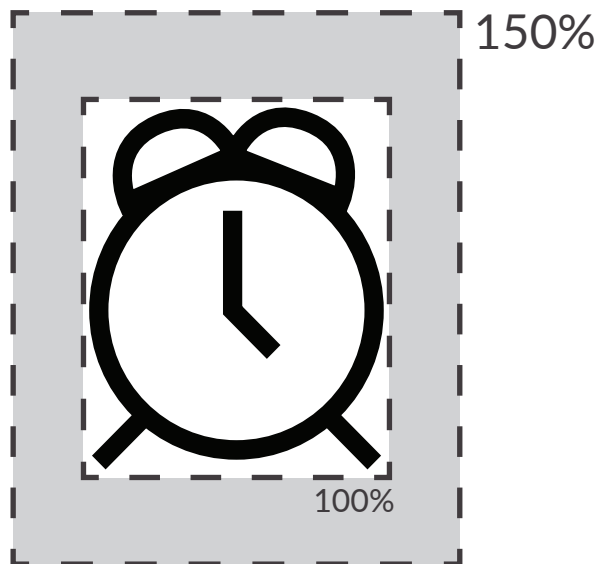
Spacing

When using the .eco logo with other logos and graphic elements, maintain a safety space that equals 150% the size of the square around the logo.



Padding

All graphic elements intended for web use should maintain padding on all sides equal to 150% the size of the image.





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