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Logo Guidelines



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Options



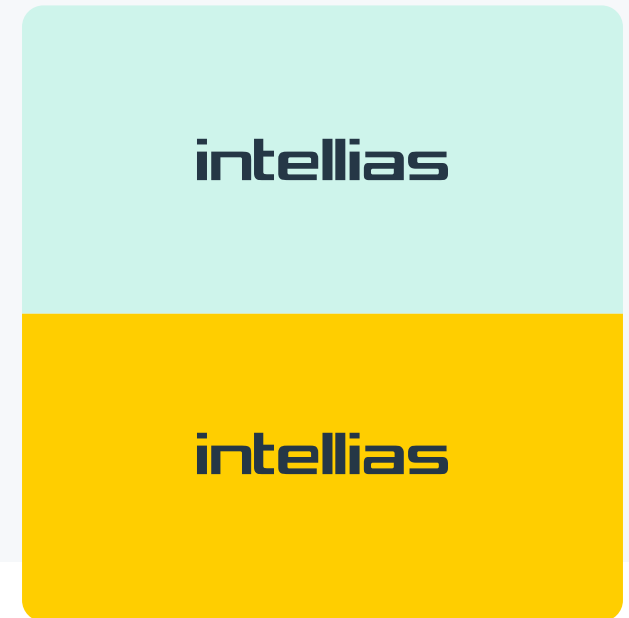
Mint logo (primary)

Use on white or dark backgrounds with sufficient logo contrast.



White logo

Use on colored or dark backgrounds with sufficient logo contrast.



Dark logo

Use on backgrounds where neither mint nor white logos create sufficient contrast or when appropriate in the context of the overall color scheme.

Padding

Do not place any other elements in the clear space around the logo. The clear space equals X, where X is the height of the logo.



The distance between the logo and the tagline must be X, where X is the width of the letter "l" in the logo.



The minimum logo size should be at least 32mm * 11mm or 120px * 32px.



Dont's

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- ✘ Do not use additional effects like shadows, outline, glow, textures, gradients, etc.



- ✘ Do not use a rectangle background as part of the logo (as it used to be previously).



- ✘ Do not use the logo on images in such colors and locations that would make it hard to read.

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- ✘ Do not change logo or tagline font.

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- ✘ Do not stretch, squeeze, or change the angle of the logo.

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- ✘ Do not use other logo colors or change logo opacity.

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**In case of any questions, please contact
marketing@intellias.com**

