

Logo

2.1

Uizard Brand Guidelines

Logo

Logo



Logo Mark



Light/Dark Background

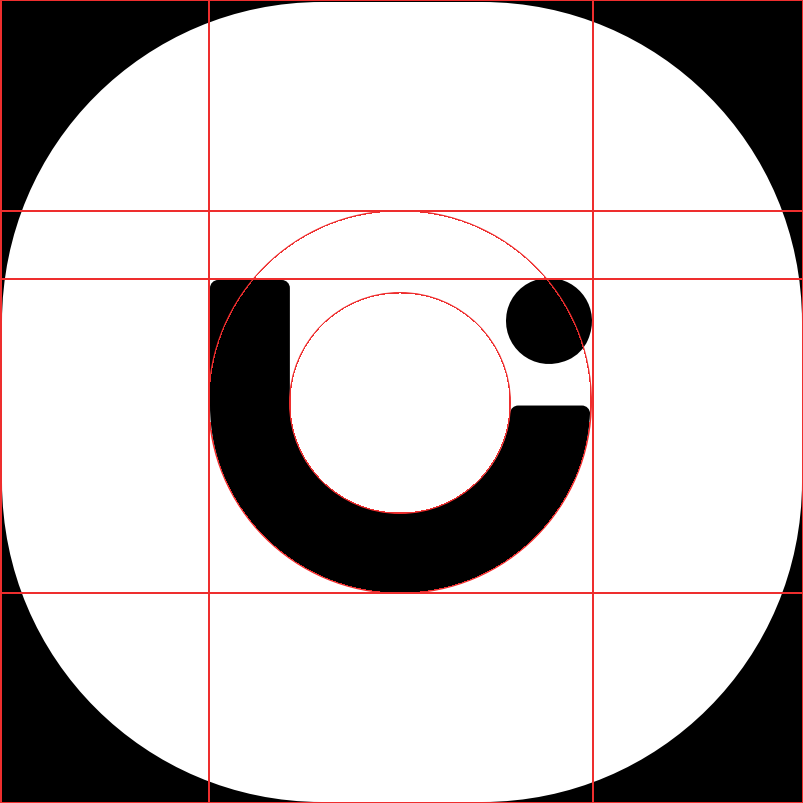


Light Background

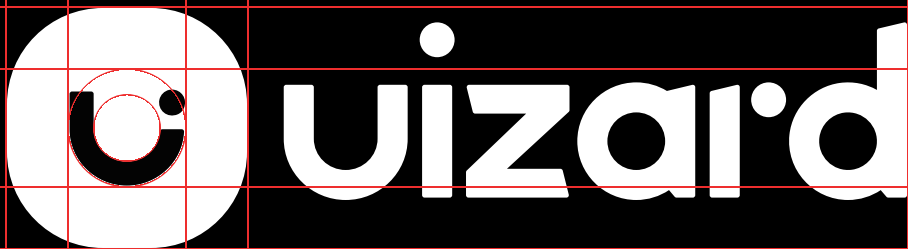


Dark Background

Mark Construction

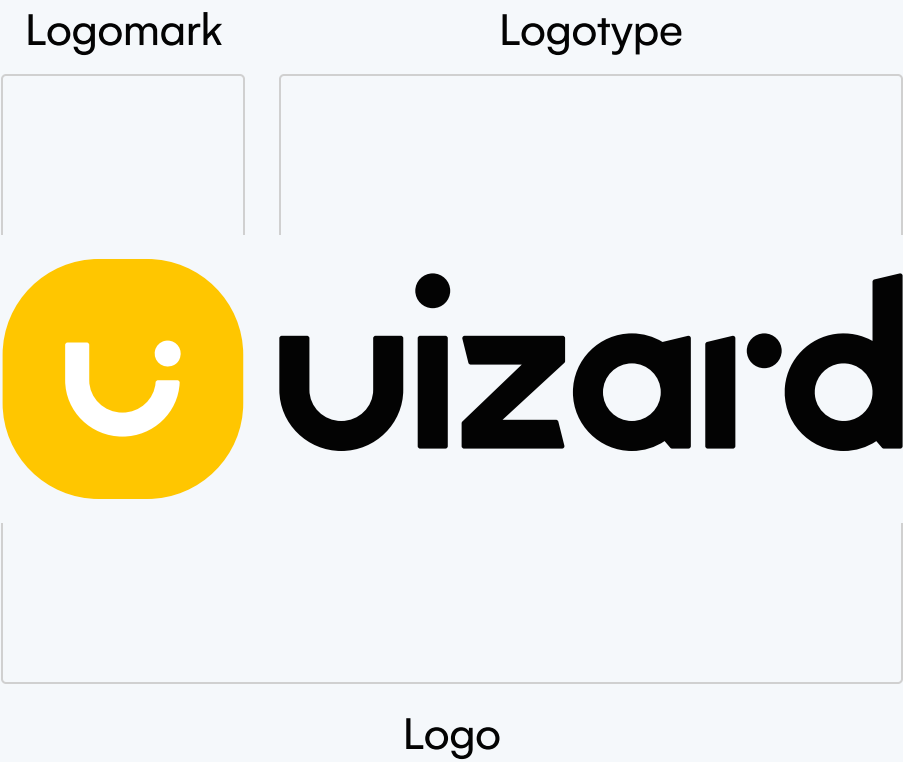


Logo Construction



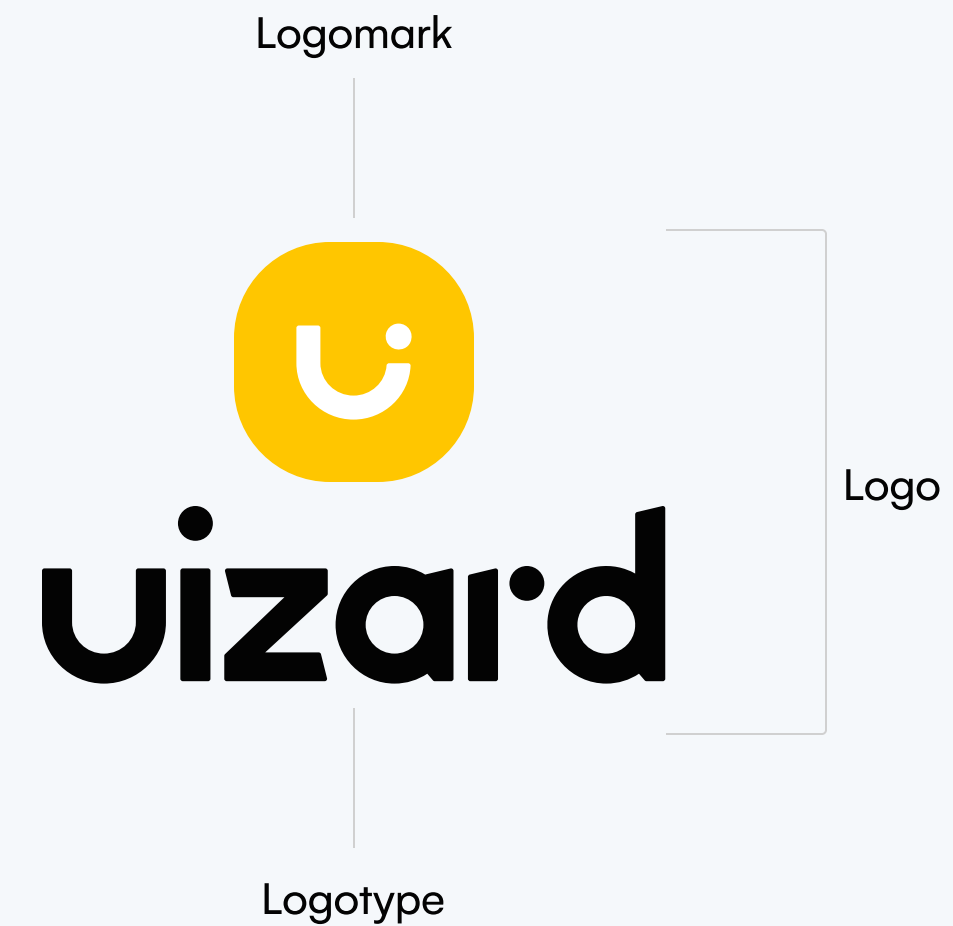
Horizontal Logo

The logo consists of a symbol and a typeface. When the width is much greater than the height, this version of the logo is used.



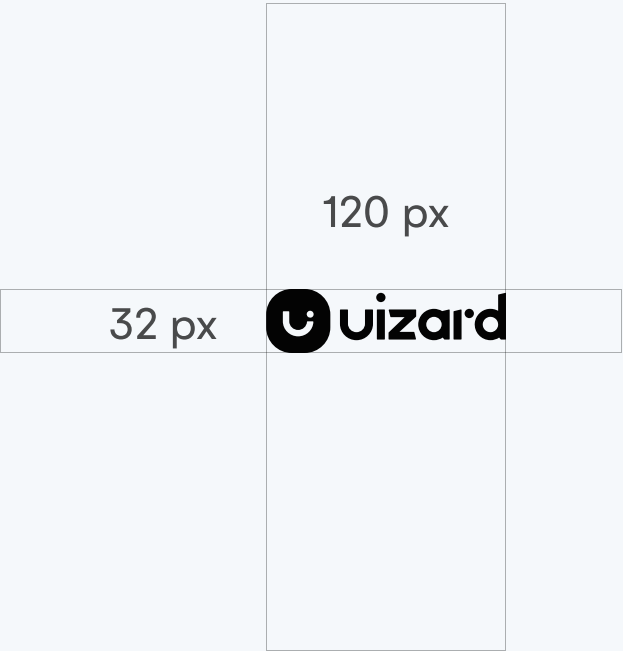
Vertical Logo

In cases where width and height are equal or almost equal, this vertical version of the logo is used. This is the most common option for social media avatars, as well as the logomark on its own.



Minimum Size

These are the minimum pixel size units required.



Uizard Brand Guidelines

Logo / Mono Color Logo

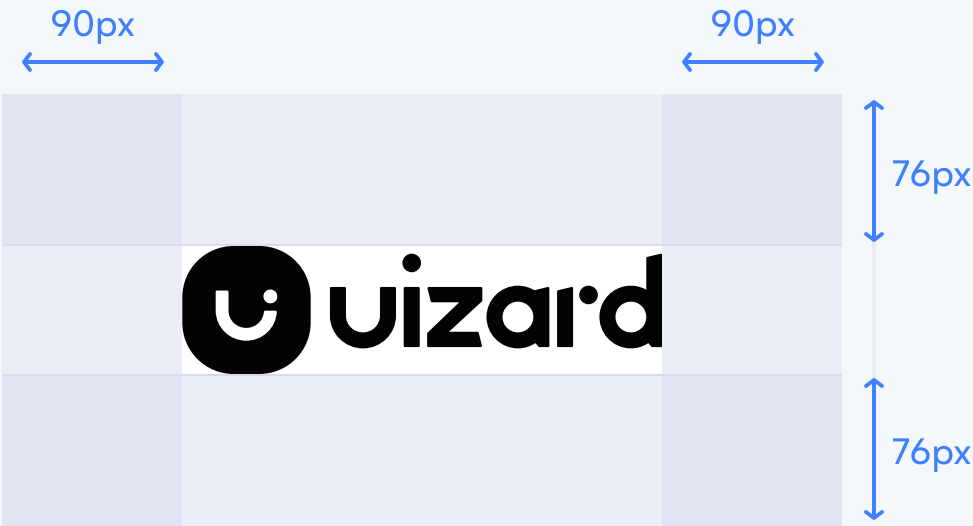
Mono Color Logo

Sometimes, often due to production costs, only one color of Ink is available and so our logo must be reproduced using only one color. In this scenario, the logo, logotype, or symbol must be used following the convention of using a light color type on a dark background or in a dark color type on a light background. The logotype and/or symbol outline must be clearly distinguishable from the background color.



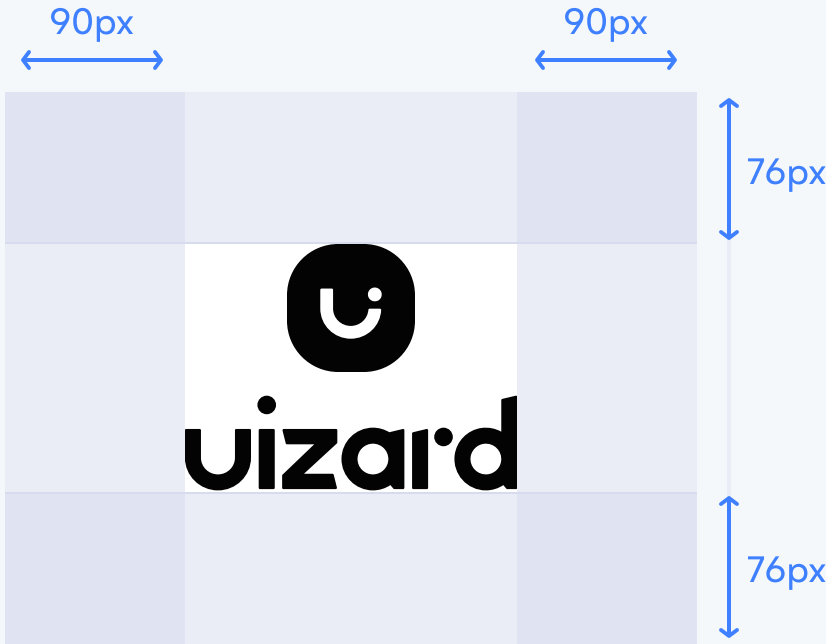
Safe Zone

The required proper spacing around the horizontal logo to avoid overcrowding.



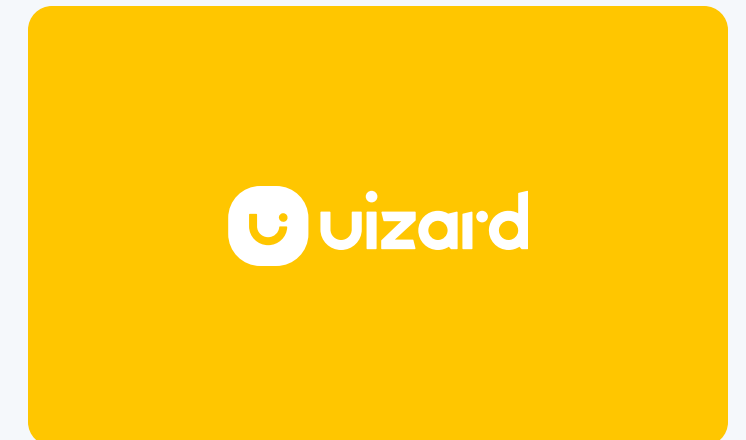
Safe Zone

The required proper spacing around the vertical logo to avoid overcrowding.



Logo Application

Here are some examples of logo applications on different backgrounds, optimized for accessibility.



Logo Misuse

Here are some examples of incorrect uses of our logo.



Do not use custom colors, custom background, gradients or shadows



Do not stretch the logo, change the letter spacing or thickness of each letter



Do not change the logo's orientation

Colors

2.2

Primary Colors

White

RGB — 255, 255, 255
CMYK — 0, 0, 0, 0
HEX — FFFFFFFF

Black

RGB — 3, 3, 3
CMYK — 0, 0, 0, 99
HEX — 030303

Yellow

RGB — 255, 198, 0
CMYK — 0, 22, 100, 0
HEX — FFC600

Blue

RGB — 30, 144, 255
CMYK — 88, 44, 0, 0
HEX — 1E90FF

<div>White</div> <div>RGB — 255, 255, 255 CMYK — 0, 0, 0, 0 HEX — FFFFFFFF</div> <div>HEX — F2F2F2</div> <div>HEX — EDEDED</div> <div>HEX — E5E5E5</div> <div>HEX — C2C2C2</div>	<div>Black</div> <div>RGB — 3, 3, 3 CMYK — 0, 0, 0, 99 HEX — 030303</div> <div>HEX — 181818</div> <div>HEX — 262626</div> <div>HEX — 333333</div> <div>HEX — 7F7F7F</div>	<div>Yellow</div> <div>RGB — 255, 198, 0 CMYK — 0, 22, 100, 0 HEX — FFC600</div> <div>HEX — FFD02B</div> <div>HEX — FFD955</div> <div>HEX — FFE380</div> <div>HEX — FFECAA</div>	<div>Blue</div> <div>RGB — 30, 144, 255 CMYK — 88, 44, 0, 0 HEX — 1E90FF</div> <div>HEX — 44A3FF</div> <div>HEX — 69B5FF</div> <div>HEX — 8FC8FF</div> <div>HEX — B4DAFF</div>
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