THE SCALERS®

LOGO BASIC GUIDE

Clear space (safe area)

The clear space is the minimum space between the logo and other elements (eg. text, margin, another logo, graphic elements). Keeping this space around the logo allows you to preserve all the brand's communication qualities.

The clear space equals ¾ of the height of The Scalers logo in each direction.

EXAMPLES

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Own space (restricted area)

The logo's own space is its integral part allowing it to be fully read and properly recognised. Therefore, it should not be treated as an extra space, but as a permanent part of the entire logo.

The own space equals ¼ of the height of The Scalers logo in each direction.

Own space must remain empty even in special circumstances: branding on small surfaces, e.g. printing on pens, camera covers, in digital assets like menu, emails etc.

EXAMPLES

It's never allowed to:

1. change the proportions of the entire logo or its elements
2. change the order or location of individual elements in the logo
3. change the logo's colors
4. change own space or the clear space values
5. change typography in the logo

1.

2.

3.

4.

5.

THANK YOU

THE SCALERS