

# Logo guidelines

## Logotype

The full logotype lockup is used generally for general communication and presentations, or if Soldo appears within a list of other companies logo. Use the full gradient version on light backgrounds and the monotone version on dark ones.



## Mark or icon



The mark is the symbol of Soldo, it can be used for merchandising, app icons, watermarks etc.

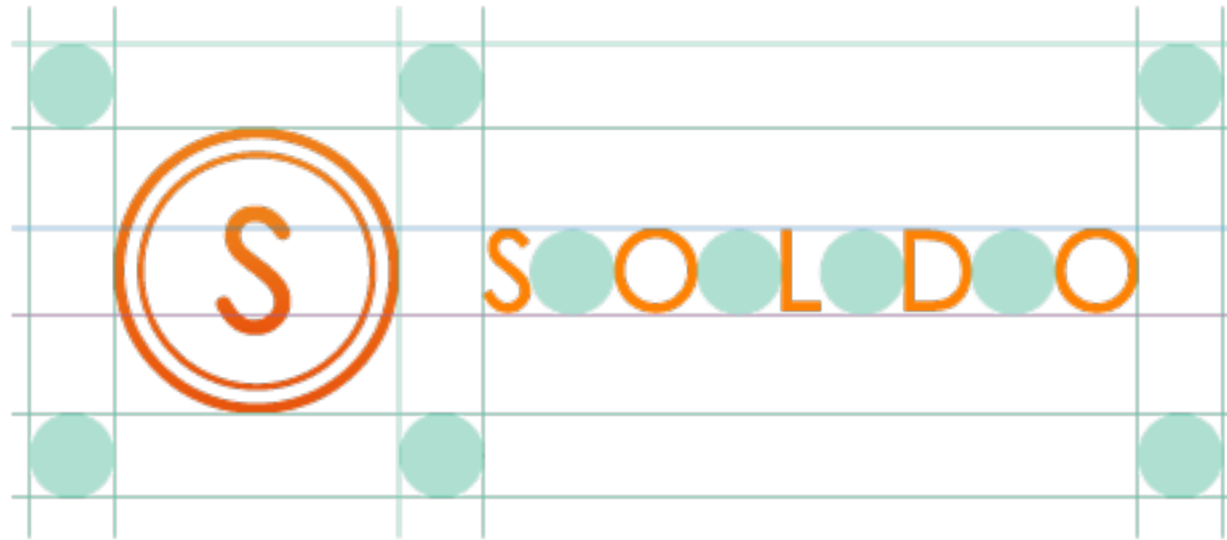
It works well in a squared or circular shaped background.

Generally the word "Soldo" should be mentioned else in the context of where the mark is used.

For example in the iOS or Android apps the icon is followed by the name of the app itself.

## Clear space

The minimum clear space around the logotype, as the space between the elements is calculated using the perfect fifth rule. Do not allow photos, typography, or other graphic elements to enter the minimum clear space area.



## Use not allowed

Please behave. Or somewhere in the world, most likely in London, a designer will die 🦴😞🦴.



**DO NOT**  
apply a dropshadow



**DO NOT**  
change the gradient



**DO NOT**  
change the colors



**DO NOT**  
use a low contrast background



**DO NOT**  
change the order of the elements



**DO NOT**  
change the font (especially not comic sans)



**DO NOT**  
remove the mark



**DO NOT**  
rotate the logo. It's weird.