Clearspace

Do not crowd the logo. A general rule of thumb is to make sure half the height of the logo exists around all sides as a buffer. Do not allow other copy, icons, design elements to breach this buffer. This applies to all versions of the logo. Specific rules appear to the right.

Scale

For clarity, when printed, the smallest size should never be less than 1". For web and digital purposes, the size should never be less than 35 px in height.

When icon and type exist, ensure it's half the height of the icon.