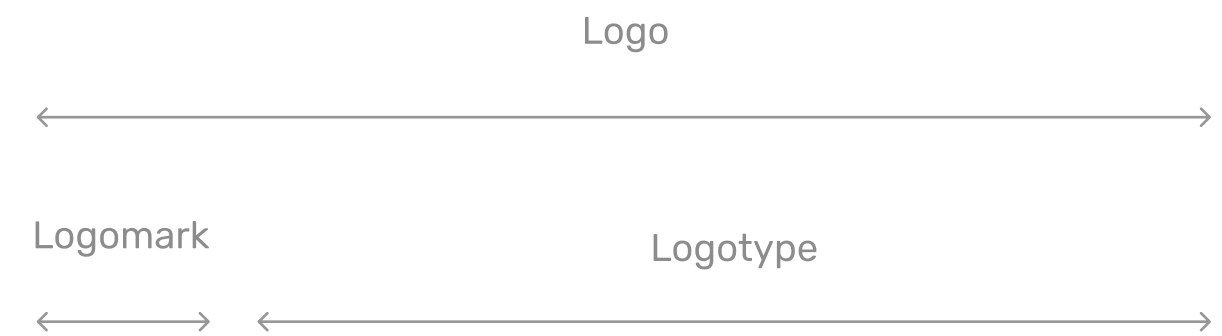




LOGO GUIDELINES

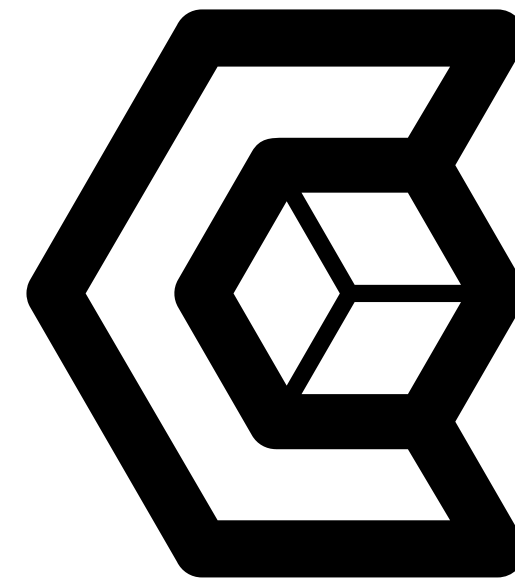
STANDARD LOCKUP

- The primary logo for the brand is the logomark and the logotype together
- They should always appear in this size relationship
- Always use the logo files provided in the logo pack
- Do not recreate



VERTICAL LOCKUP

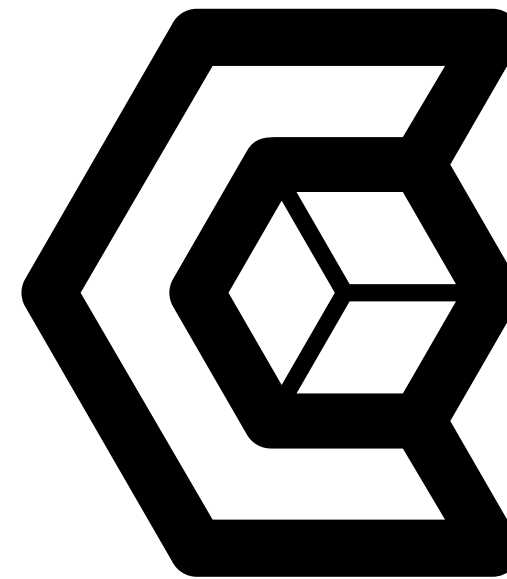
- The stacked logo is for large scale use, or where horizontal space isn't available
- Avoid using it at small sizes
- Always use the logo files provided in the logo pack.
- Do not recreate.



CONTAINOUS

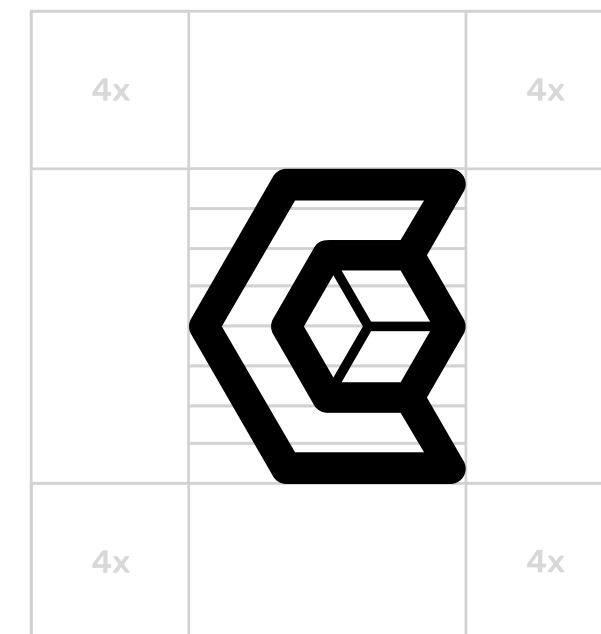
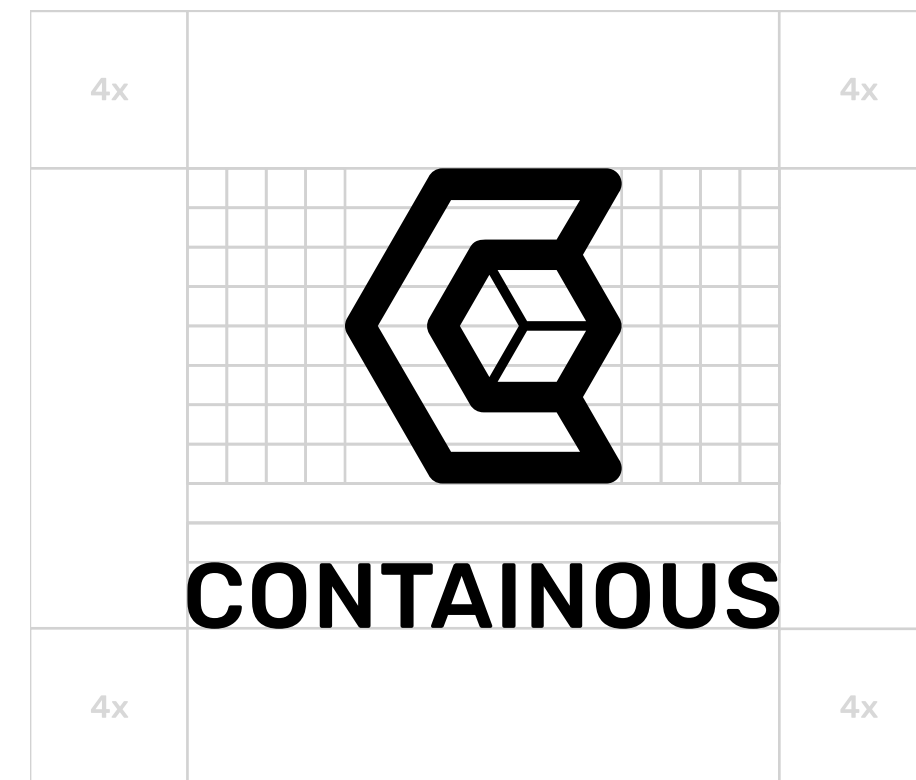
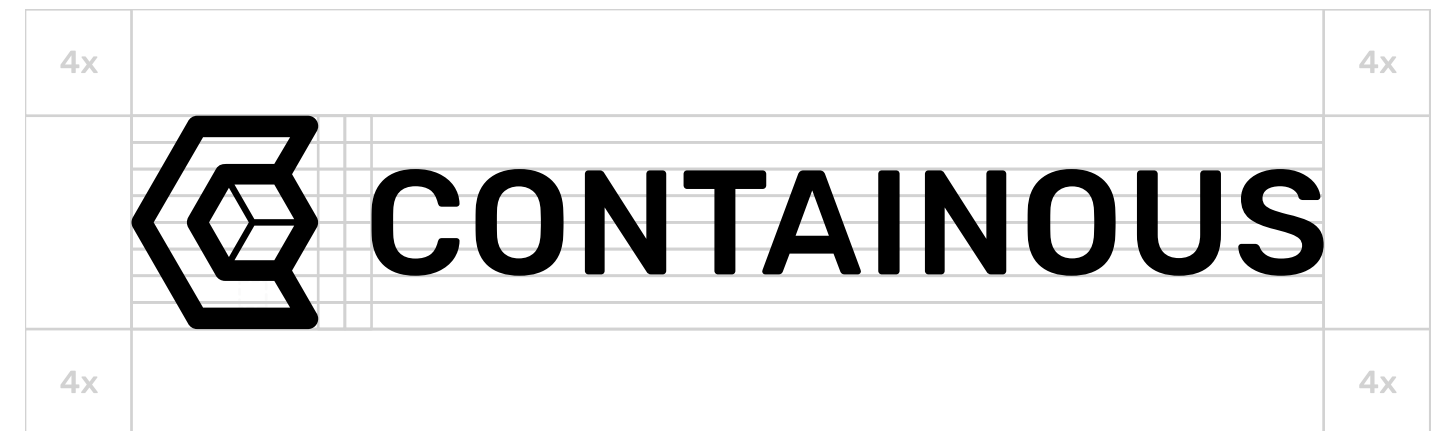
ICON BY ITSELF

Use the icon only when “Containous” logo has been well established elsewhere on the page or in the design. (When in doubt, use the full logotype.)



LOGO CONSTRUCTION & SAFE SPACE

- The reference mark for spacing is the height of negative space in the logomark. It is called X.
- Safe space acts as a buffer between the logo and other visual elements on a page, including text. This space is the 4x the size of X.



USING GRAYSCALE & BACKGROUND COLORS

Use always the white or black versions. If you're going with grayscale, make sure you choose a version where the contrast between the logo and the background is strong. (You can create a version using any value on the grayscale.)

The logo must always have good contrast with the background to ensure maximum impact and accessibility.



SUPPORTING TYPOGRAPHY

If you're creating marketing materials or other collateral that is representative of the Containous brand, we recommend using the font Rubik.

Rubik Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rubik Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz

Rubik Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
STUVWXYZ
abcdefghijklmnopqrstuvwxyz**

