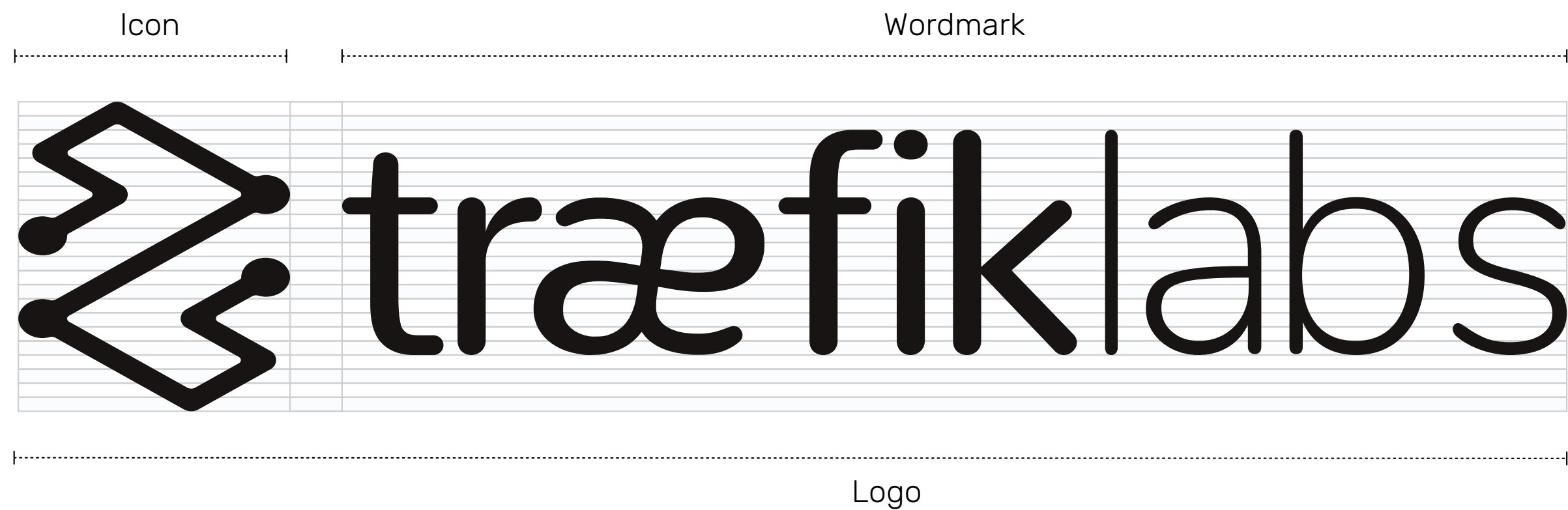




Brand Guidelines
2020

Logo

The TraefikLabs logo can be dark or light, but never a color.



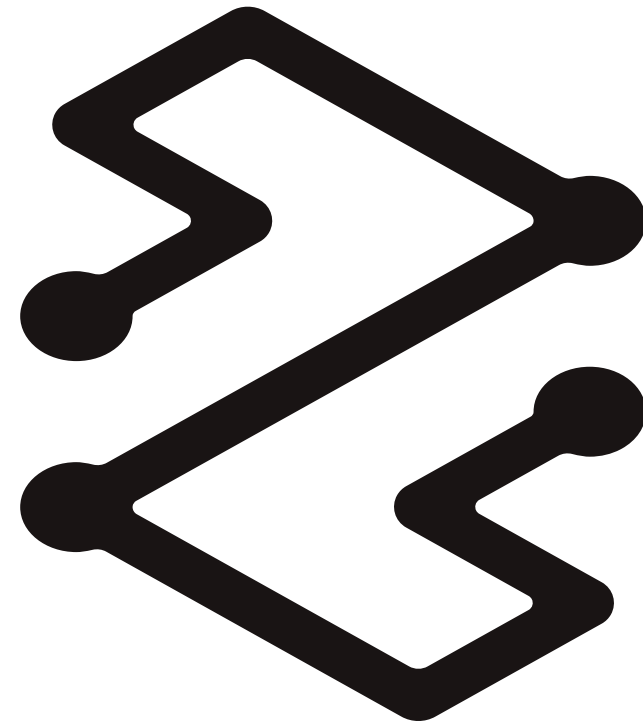
Standard lockup

Our standard horizontal lockup is our official logo, consisting of the icon and our wordmark. If you aren't sure which logo to use in your materials, use this one.



Vertical lockup

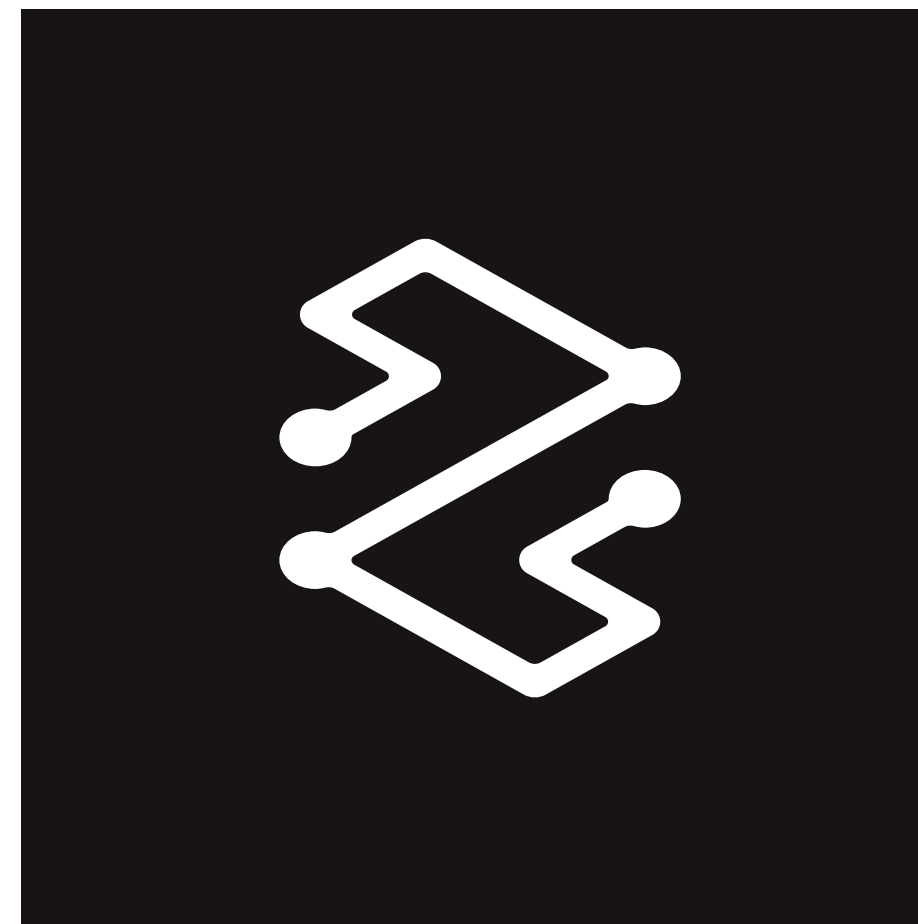
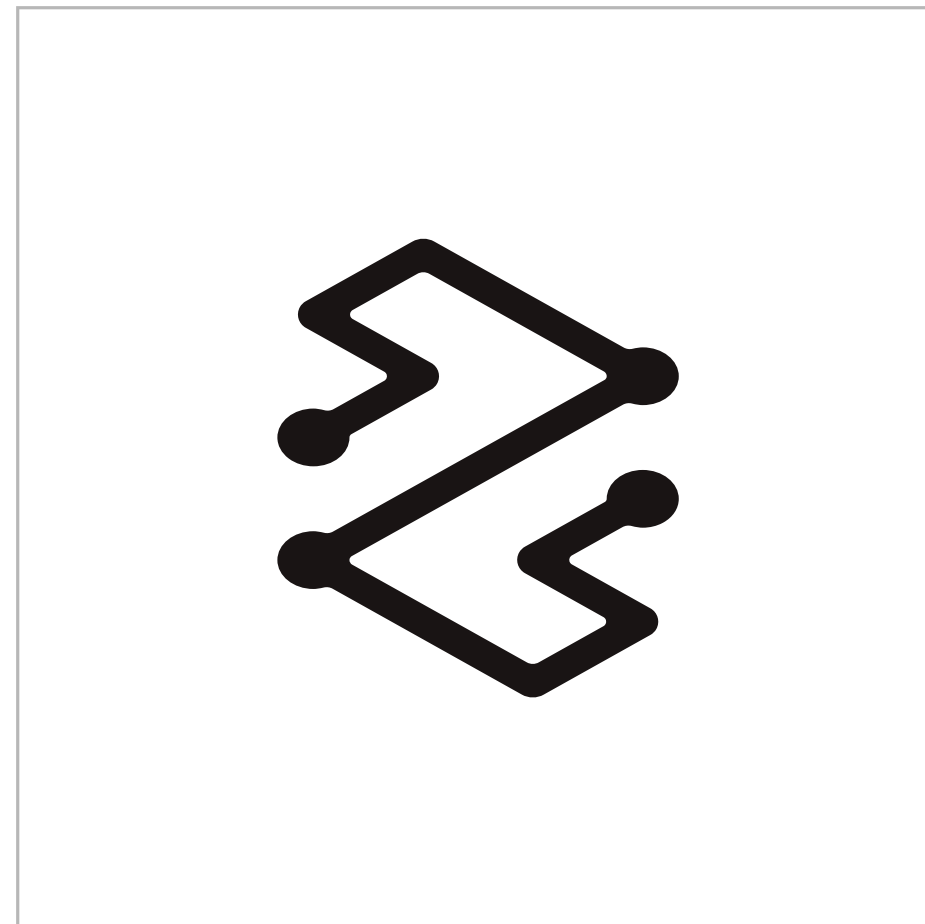
The vertical lockup can be used when the provided space is square and use of the horizontal lockup will make the logo look too small.



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The icon

In cases when the TraefikLabs brand has already been established we simply use the icon on its own. While the icon can exist without the wordmark, the wordmark should never exist without the icon.



Exclusion zone

Exclusion zone acts as a buffer between the logo and other visual elements on a page, including text.



Minimum size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application. For legibility reasons, we ask that you stick to these dimensions.



Print size: 1.2 inch wide
Digital size: 120 pixels wide



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Print size: 0.8 inch wide
Digital size: 80 pixels wide



Print size: 0.3 inch wide
Digital size: 30 pixels wide

Colors

Our primary brand and expanded color palettes.



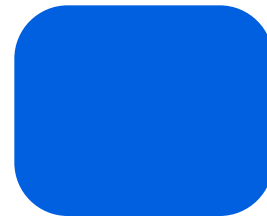
#191414
RGB: 25,20,20
CMYK: 0,0,0,100



#FFFFFF
RGB: 255,255,255
CMYK: 0,0,0,0



#24A1C1



#0060E0



#9D0FB0



#DB7D11



#1E54D5



#4B5469



#06102A

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