

The Civic 50 Brand Guidelines

CLEAR SPACE

Make sure there is adequate clear space between the badge and other design elements (approximately a distance from the edge of the badge to the inner line between text).

MINIMUM SIZE

Do not use the badge at sizes smaller than 2" wide or 192px wide. You must be able to read all text.

GEOMETRIC CENTERING

When vertically centering the badge, make sure it is geometrically centered on all sides. If unsure, draw a box around the badge that touches the edges and expand it outward toward the other design elements.

USE ON BACKGROUNDS

When using the logo on backgrounds, make sure to use the full color version over light color backgrounds and the knockout white version over dark colors.

MINIMUM CLEAR SPACE



MINIMUM SIZE



GEOMETRICALLY CENTERED



CORRECT USE ON LIGHT COLOR



CORRECT USE ON DARK COLORS

