Prelude Ltda. Logo Guidelines

Choosing the Right Variant

- Whenever possible, prefer using the full-color variant of the logo over the monochrome variants;
- In media that doesn't support full color, or when displayed alongside other logos that are already monochrome, use one of the monochrome variants. (Either normal or inverted, depending on the background color.)

Full Color
(Any background, preferred)

Monochrome
(For <u>light</u> backgrounds)

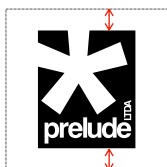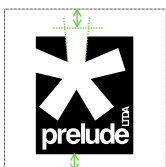**Monochrome Inverted**
(For <u>dark</u> backgrounds)

No Editing

- Don't stretch, skew, or otherwise distort the logo;
- Don't add additional effects, borders, or elements to the logo that are not already there;
- IMPORTANT: Don't invert the monochrome variants using your image/vector editing software. Use the variant of the logo made for the specific background you're working with. (<u>They are not the same</u>: the asterisk and text should *always be light*, and the rectangle should *always be dark*.)

Layout and Alignment

- Always leave a margin around the logo; (The files we provide already include appropriate margin amounts, we recommend following those if possible.)
- As a rule of thumb, horizontal margins should normally be larger than the vertical margins, except when using the logo along with multiple similar portrait/vertical rectangular logos;
- IMPORTANT: When using the normal monochrome variant, the margin should always be set in respect to the asterisk shape, which has an invisible/implied portion. Do not set equal margins in relation to the rectangle.

Questions? Need to discuss an exception to these guidelines? Reach out at <u>contact@prelude.ltda</u>.