



## Logo Guidelines

## Our logos

Our logos—wordmark and symbol—are core visual elements of our brand. At their most basic level they identify our company and endorse the work we do. But on a deeper level they represent our values and our brand. They are a guarantee of consistency and quality.

### Horizontal logo

Our horizontal logo is the primary and preferred version for our logo identity. It should typically be used at least once on any given piece of branded collateral to establish the brand identity.

### Vertical logo

The vertical logo should be used in spaces that are too narrow and vertical in nature. It is also ok to use the vertical logo in a square layout, as it is the more appropriate solution for that aspect ratio.

### Word mark

Our word mark is also an acceptable version of our logo identity. Use it as a complement to the symbol when space limitations make it impractical to use the standard lockup. For extremely space-constrained layouts, it may appear on its own.

### Symbol

Once the word mark has been used to establish the brand identity, it's okay to use the symbol on its own subsequently. The symbol can also be used when the word mark is impractical because of size or format restrictions, such as on social media.

### HORIZONTAL LOGO (PREFERRED)



### VERTICAL LOGO



### SYMBOL



### WORD MARK



### Trakemarks

Part of what sets Promethean apart from other organizations are its trademarks, trade names and logos. Permission to use a mark may be granted if you are a business partner, distributor, reseller or the press that agrees to comply with our use guidelines. **Please review our complete set of Trademark guidelines [here](#).**

### Our Word Mark is 'sharp' but it is NOT Sharp Sans!

Our Word Mark is based on our typeface, Sharp Sans. It is NOT, however, the Sharp Sans font typed out in bold. It is a modified version of the typeface. Always use the Word Mark unless the word Promethean is inline within a sentence. (Then, by all means, type away.)

## Clear space and minimum size

Make sure the logo displays clearly and nothing interferes with its legibility.

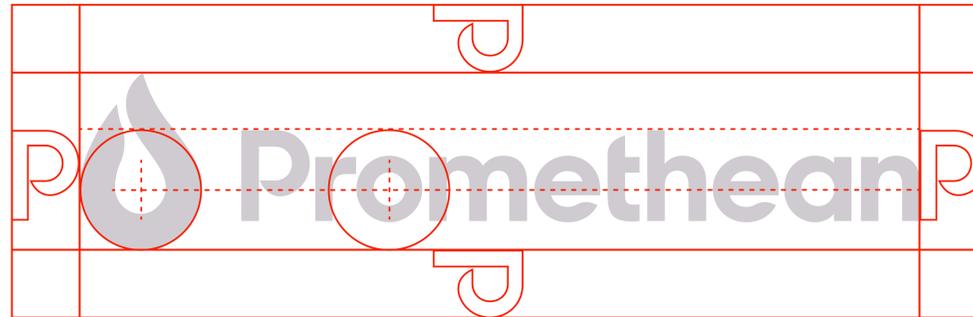
### Clear space

Our logos need air so they may burn bright. Let's not smother them by putting them too close to other elements. The clear space is calculated differently for each logo configuration, as shown, and will vary in size depending on the size of the logo.

### Minimum size

Make sure the logos are always at least as large as the sizes indicated. There's no maximum size for the logos, but always ensure the resolution of your file is sufficient to support the display size.

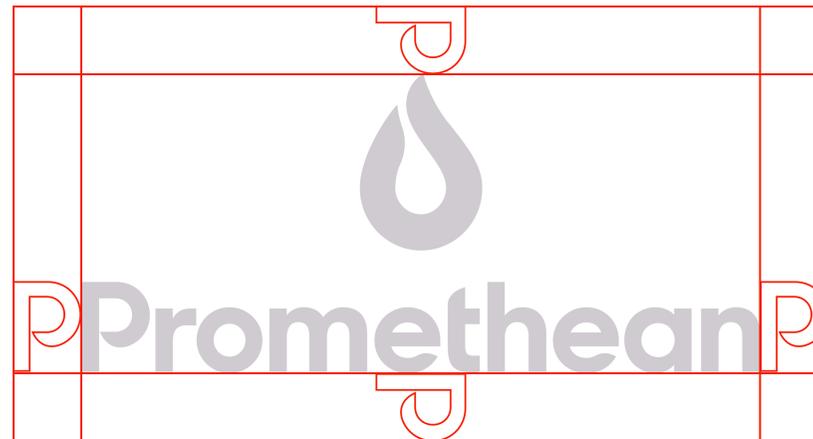
### HORIZONTAL LOGO



25mm/120px



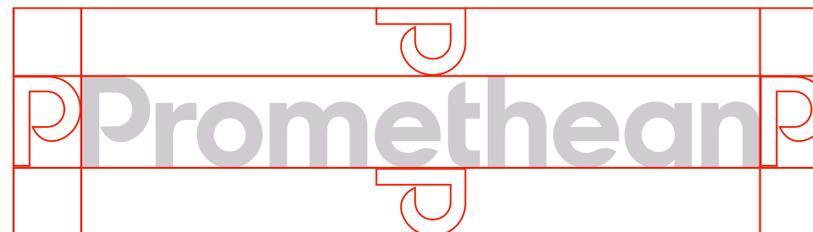
### VERTICAL LOGO



20mm/100px



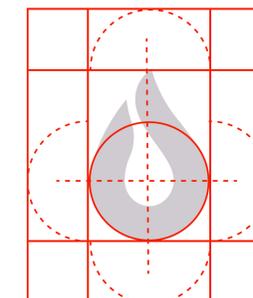
### WORD MARK



20mm/100px



### SYMBOL



4mm/20px



## Logo color configurations

Our primary logo is a full-color, Fire Gradient Red symbol locked up with our Promethean word mark. Please use the available approved lockups.

### PRIMARY BRAND MARKS

PROMETHEAN LOGO PRIMARY



PROMETHEAN LOGO ALL BLACK

For use on SWAG, 1-color printing, embroidery, silk screen



PROMETHEAN LOGO PRIMARY  
WHITE



PROMETHEAN LOGO ALL WHITE

For use on SWAG, 1-color printing, embroidery, silk screen



PROMETHEAN LOGO ALTERNATE

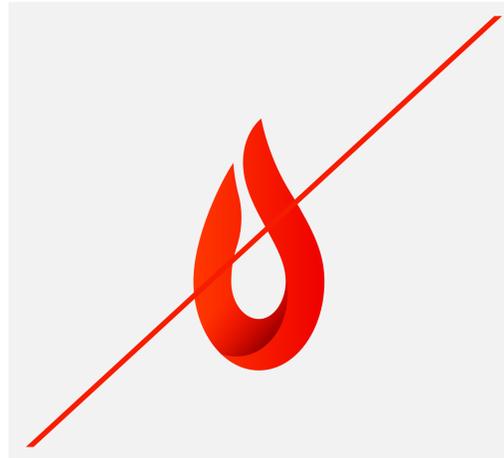
For use on colored backgrounds, like the Core Gradient (shown) or secondary colors and gradients



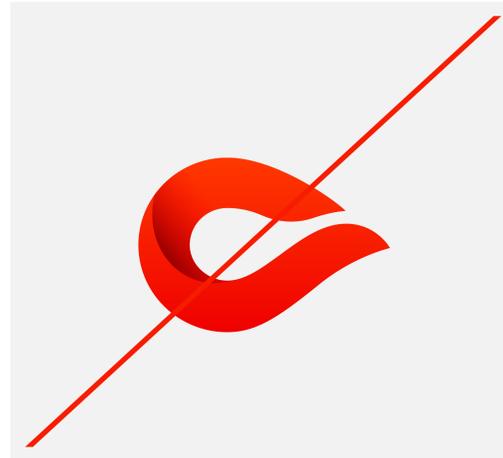
## Logo no-no's

It's new. Let's not break it while we introduce it to the world.

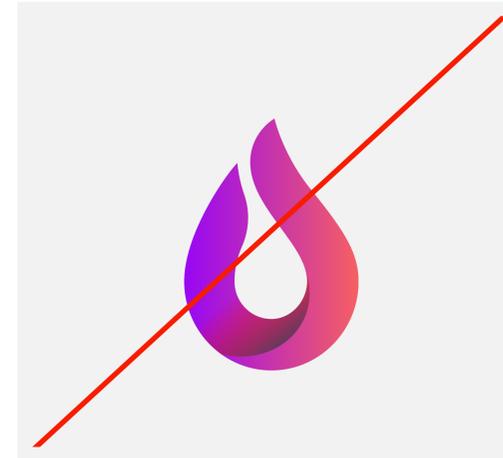
**X** DON'T STRETCH OR COMPRESS ANY VERSION OF OUR LOGO.



**X** DON'T ROTATE THE SYMBOL.



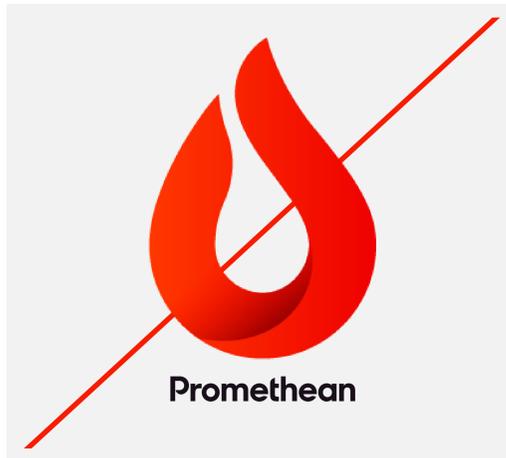
**X** DON'T CHANGE THE COLOR OF THE LOGO



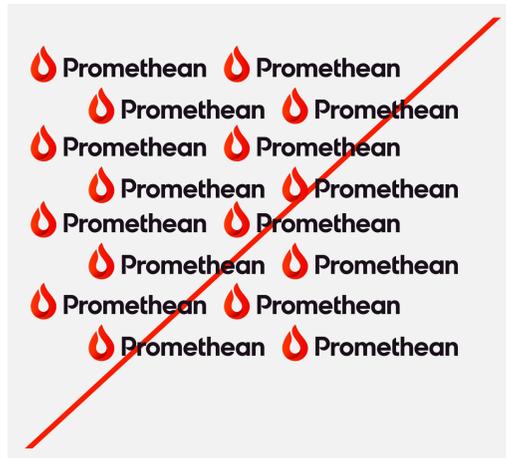
**X** DON'T PLACE PRIMARY SYMBOL ON BRIGHT COLOR BACKGROUNDS



**X** DON'T SCALE THE SYMBOL SEPARATELY FROM THE WORDMARK



**X** DON'T USE THE LOGO IN A PATTERN



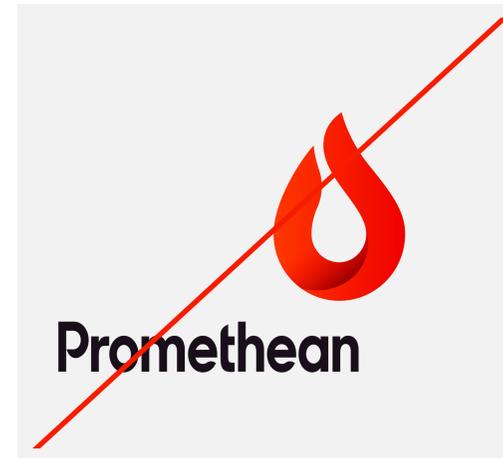
**X** DON'T PLACE LOGO IN UNAPPROVED FRAMING DEVICES



**X** DON'T PLACE LOGO ON BUSY-OR LOW-CONTRAST BACKGROUNDS



**X** DON'T CREATE NEW LOCKUPS OF SYMBOL AND WORDMARK



**X** DON'T CROP LOGO

