



Logo Best Practices

Best Practices

Master Logo



Logo Variations

Blue Vertical

White Vertical

Blue Horizontal

White Horizontal

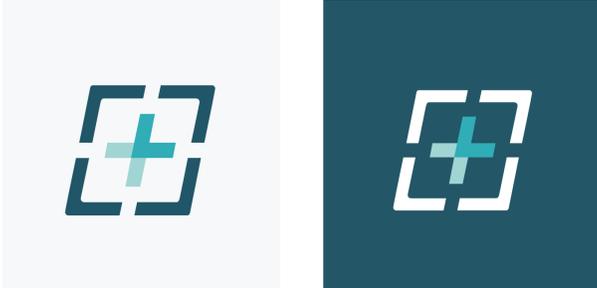


Clear Space



Best Practices

Logo on Colors



Make sure the logo has appropriate contrast with the background

Don'ts



Do not use the Logotype without the Symbol

Do not vertically stack the Logotype & Symbol without special permission

Do not add any effects to the logo or symbol (such as drop shadow, glow, etc.)

Do not fill the logo, thereby negating the logo's transparency

Do not place the logo on top of a busy or high contrast image

Only use logo files provided by Forcura

Best Practices

Master Logo



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Best Practices

Clear Space



Logo Use Cases



Logo on Color

Make sure the logo has appropriate contrast with the background



Logo on Color

Make sure the logo has appropriate contrast with the background



Logo on Image

If placing the logo over an image, make sure the area underneath is not busy

Best Practices

Don'ts



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