



## Logo Best Practices

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# Best Practices

## Master Logo



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## Logo Variations

Blue Vertical



White Vertical



Blue Horizontal

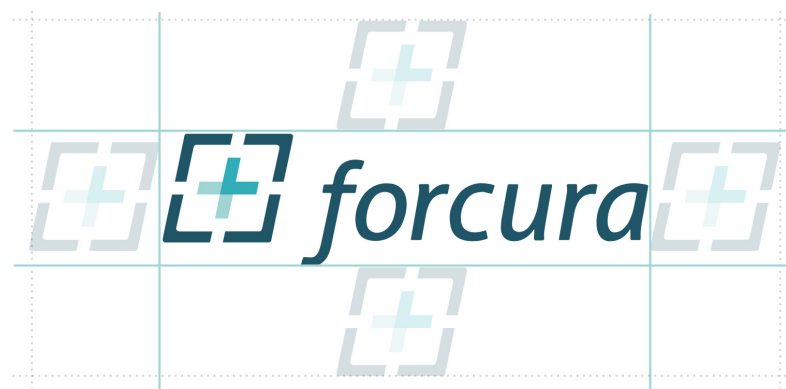


White Horizontal



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## Clear Space



# Best Practices

## Logo on Colors



Make sure the logo has appropriate contrast with the background

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## 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



## Logo Variations

Blue Vertical



White Vertical



Blue Horizontal



White Horizontal



# 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

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