Brand Guidelines:

Do’s and don’ts

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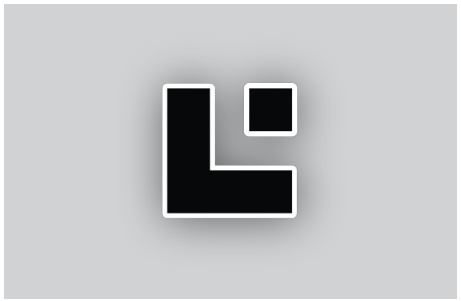
Don’t:

Do not use backgrounds with a contrast ratio lower than 4:1.

Do not use busy backgrounds.

Do not compress, distort, skew or transform the logo.

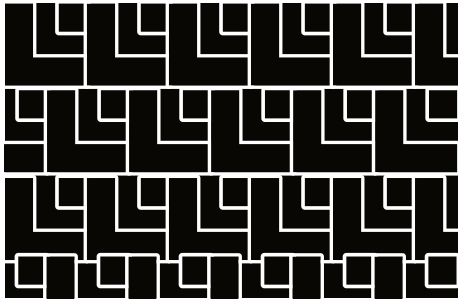


Do not add drop shadow, glows or gradients to the logo.

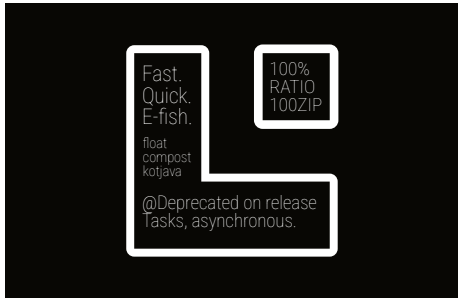
Do not alter the symbol.

Do not add anything to the logo.

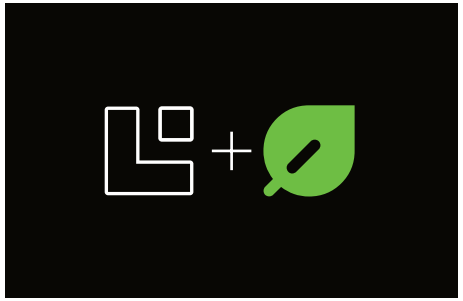
Do not add unofficial taglines or slogans to the logo.



Do not tile the logo.



Do not add extra text or symbols inside the symbol.



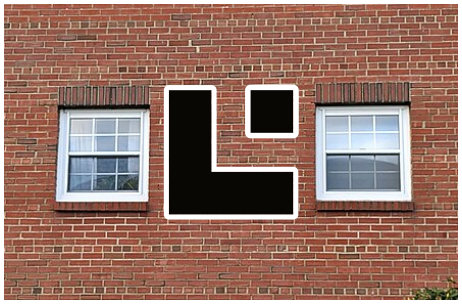
Do not suggest affiliation.

Do not overcrowd the logo.

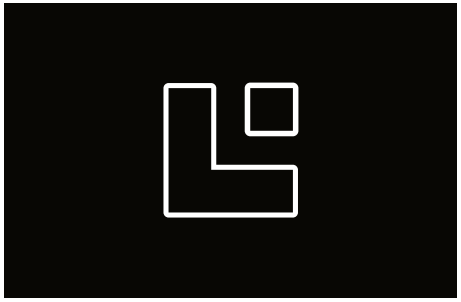
Do not bleach colored logos.

Do:

Use a good contrast ratio that passes WCAG AAA.



Use solid or calm backgrounds when possible.



Keep the logo clean and unmodified.

Keep logos colorful.

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