oneplusone

These guidelines have been created to help anyone using OnePlusOne's logo or branding, either to promote our resources or to acknowledge a partnership. We have developed a version of the OnePlusOne logo especially for co-branding and this is the version that should be used by other organisations.

The logo is available in a range of formats – png, jpg, and ai (Adobe Illustrator). If you are working with a professional designer, they will probably want to use the ai file. This is the best quality version available and can be used at any size, while maintaining clarity and quality.

We have provided colour and mono (black and white) versions of the logo. We would recommend using the colour version wherever possible, as the main blue colour is a key element of OnePlusOne's branding. However, we recognise that there are times when a mono version will be more appropriate.

It is important to remember that the logo should not be changed in any way – please do not stretch, crop, or re-colour it. It MUST be displayed only as it appears below.

full colour logo

mono (ie black and white) logo

Placement

We recommend placing logos on a plain background; however, we acknowledge this is not always possible, so the files include a stroke, which is a line around the edge that serves as a barrier to maintain the integrity of the brand.

Clear space

It is important to keep a minimum clear space around our logo so that it has space to breathe, and doesn't have to compete with other elements around it. This is different for print and digital, because digital contexts often have limited space. The images below show the minimum clear space required for both.

print

digital