



Logo placement

Use white space to create airy designs.

Avoid placing logo:

- Too close to edges
- Too close to other elements, i.e. text and other logos





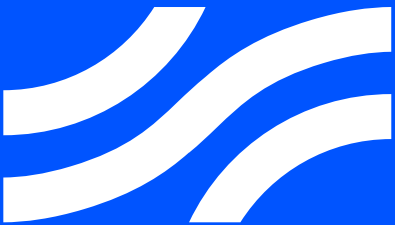
Logo use

Avoid:

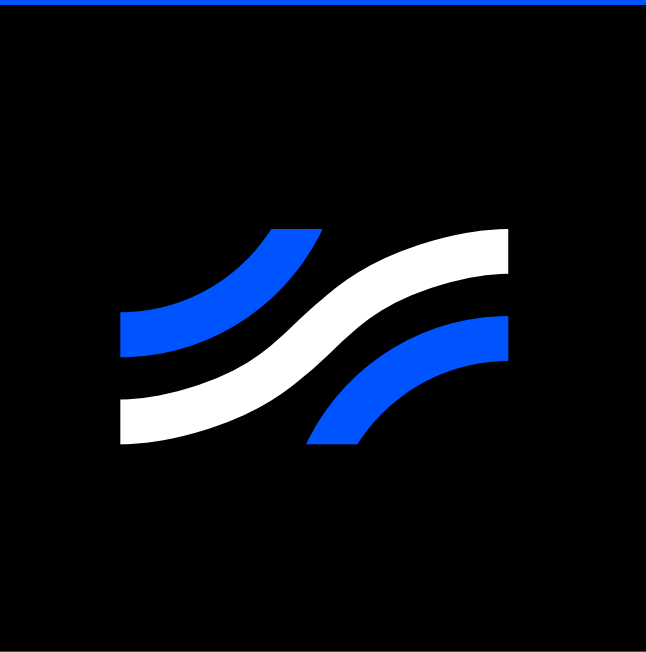
- Stacking
- Rotating
- Mixing colours
- Stretching
- Adding containers



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Logo colour

- Mind contrast: logos must stand out against the backdrop.
- Only use Inveniam Blue on white backdrops.
- Use black and white logos on backdrops that are not blue or white.

