

Logo Guidelines

Congratulations on your new logo! Here is all of the necessary information for you to use your new logo and use it correctly.



LiteLLM

MONOGRAM

SECONDARY LOGO



PRIMARY LOGO

USAGE

MONOGRAM

Use for compact, product-led applications where the full name isn't necessary

Recommended Usage:
app icons, favicons, social avatars, UI elements, and small digital placements.

PRIMARY LOGO

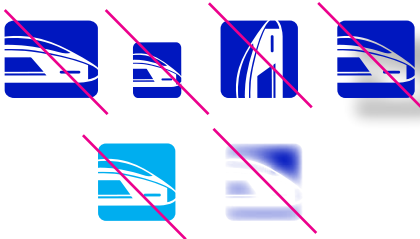
Use as the default brand signature when LiteLLM needs to be clearly identified.

Recommended Usage:
Website headers, presentations, marketing materials, event graphics, documentation covers, and

SECONDARY LOGO

Use when a simpler, more streamlined brand presence is needed or the monogram already appears elsewhere.

Recommended Usage:
Navigation bars, footers, partner lockups, integrations, sponsorships, and narrow horizontal placements.

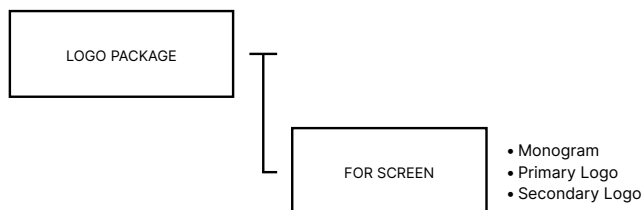


Do not stretch, squash, rotate, distort, recolor, add shadows or effects, or otherwise alter the logo in any way.

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FILE STRUCTURE

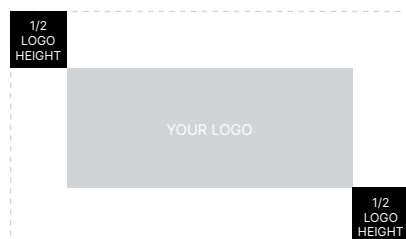


LOGO FILES

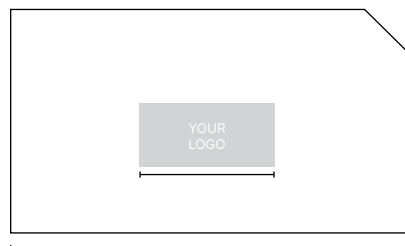
You will have .eps, .png, and .svg files in these folders. See below on when to use each.

Please note the Blue # 0117be is a web color and may look different on print files.

GOOD PRACTICES



The clear space requirement is designed to maintain the integrity of the logo. This ensures visibility and legibility. The clear space around the logo is equal to half the height with a 1:1



It is recommended that you keep a minimum ratio of 15% of X (your document size) and a maximum of 50%.

FILE FORMATS

EPS

EPS files are the preferred file format. They are vector-based files which are infinitely scalable and provide the best reproduction in print. They should be used on all professionally printed pieces.

Recommended Usage:
Outside Print Vendors

PNG

PNG files are most often used in digital media, like the web and PowerPoint. PNG files have a transparent background so they can be placed over colors other than white.

Recommended Usage:

SVG

SVG files are developed for the web using mathematical formulas rather than individually colored pixels on the page. They can be scaled to any size without loss of image quality.

Recommended Usage:

COLOR



Blue Logo

Use on white or light-colored backgrounds for the primary brand expression and strongest recognition.



White Logo

Use on blue, dark, or image-based backgrounds where the blue logo would lose contrast or legibility.

COLOR PROFILES

CMYK (FOR PRINT)

CMYK should be used on all professionally printed pieces that are run

RGB (FOR WEB)

RGB values should be used in applications

Questions?

For a different logo format, colors, or working files please reach out to Divy at hello@divyaskhikedia.com