

Logo usage guidelines

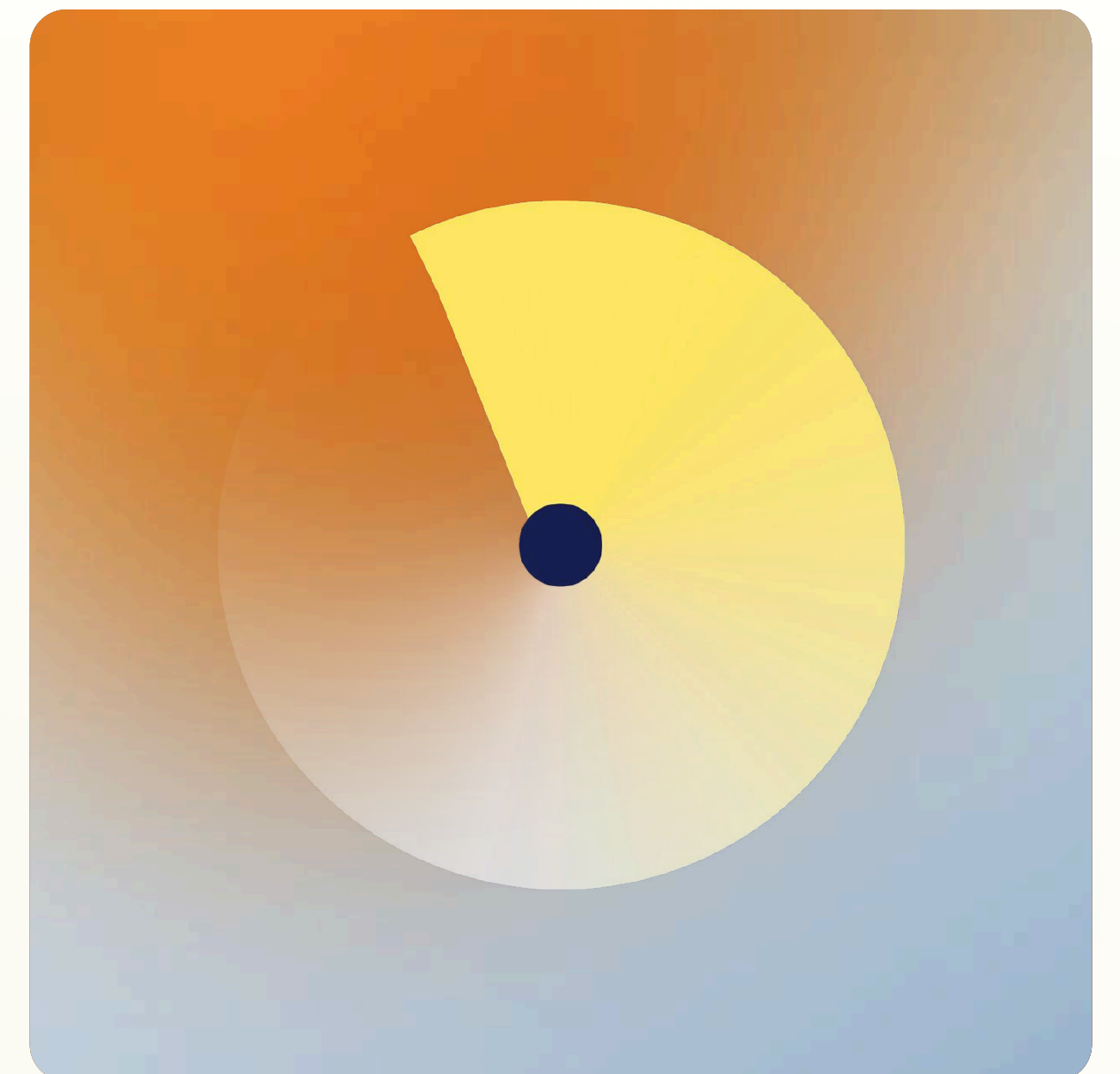
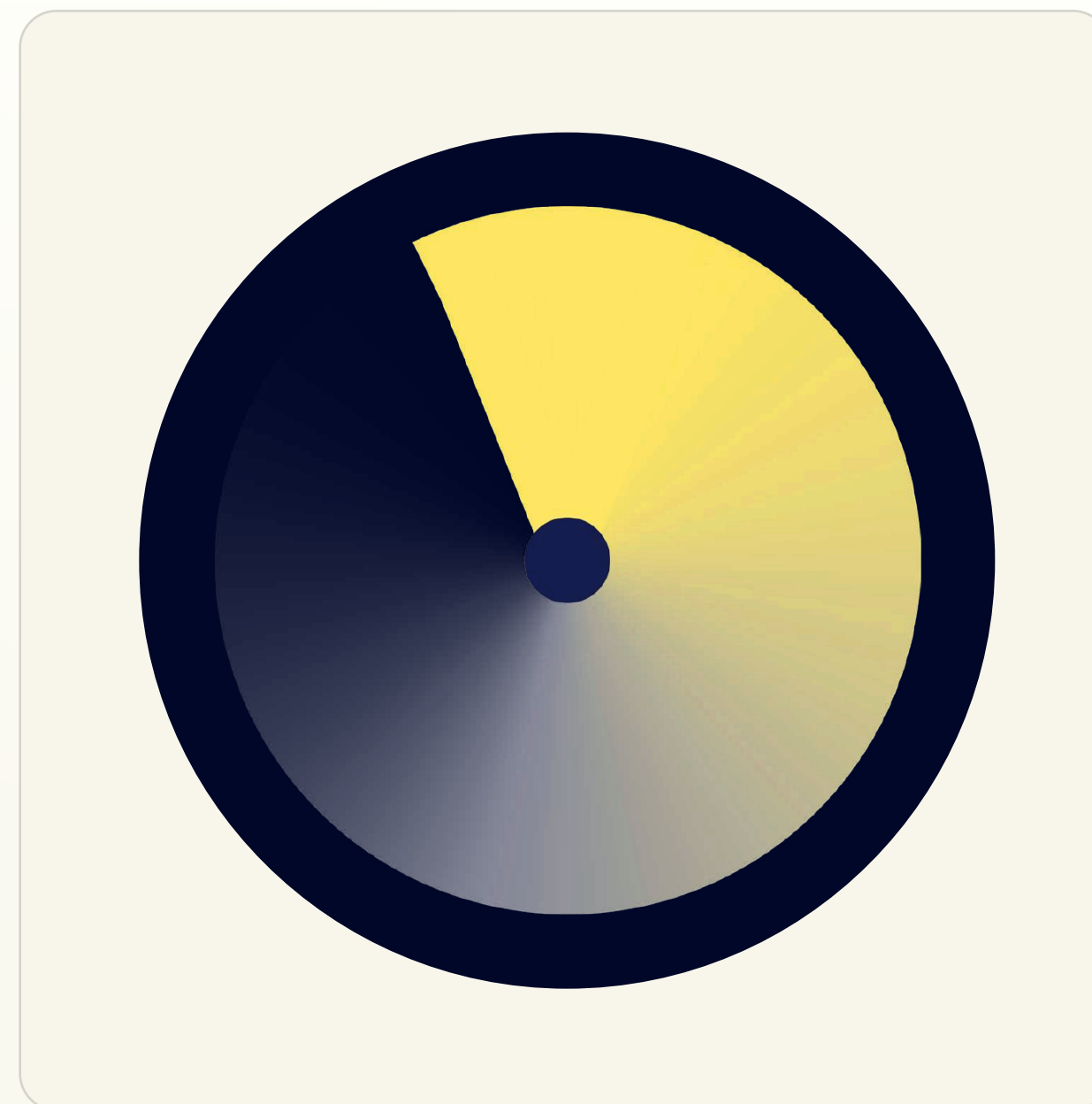
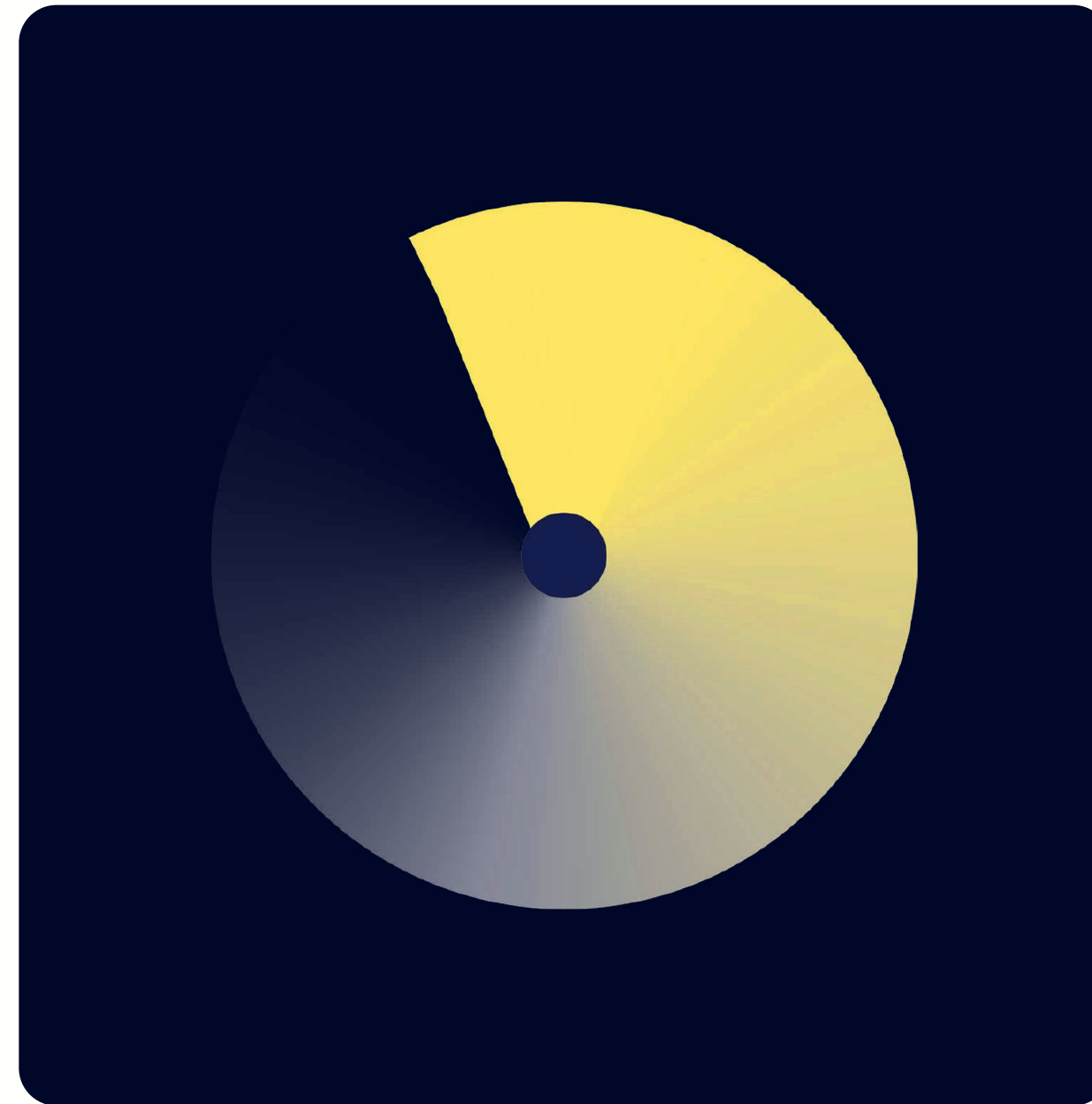
Visible Health

Icon

The dial is our digital logo, it's born out of the angle of our 'V' and the full stop of the wordmark.

Our logo must never be distorted in any way. Always use the supplied logo assets.

On a white and or bright background the dial must be placed into a bounding circle to enable the soft contrast.



Wordmark

The Visible wordmark is set in TT Commons medium.

It has been specifically kerned to ensure it works perfectly at both large and small scales.

This wordmark must never be typed out as the kerning will be wrong. Always use the supplied logo assets.

visible.

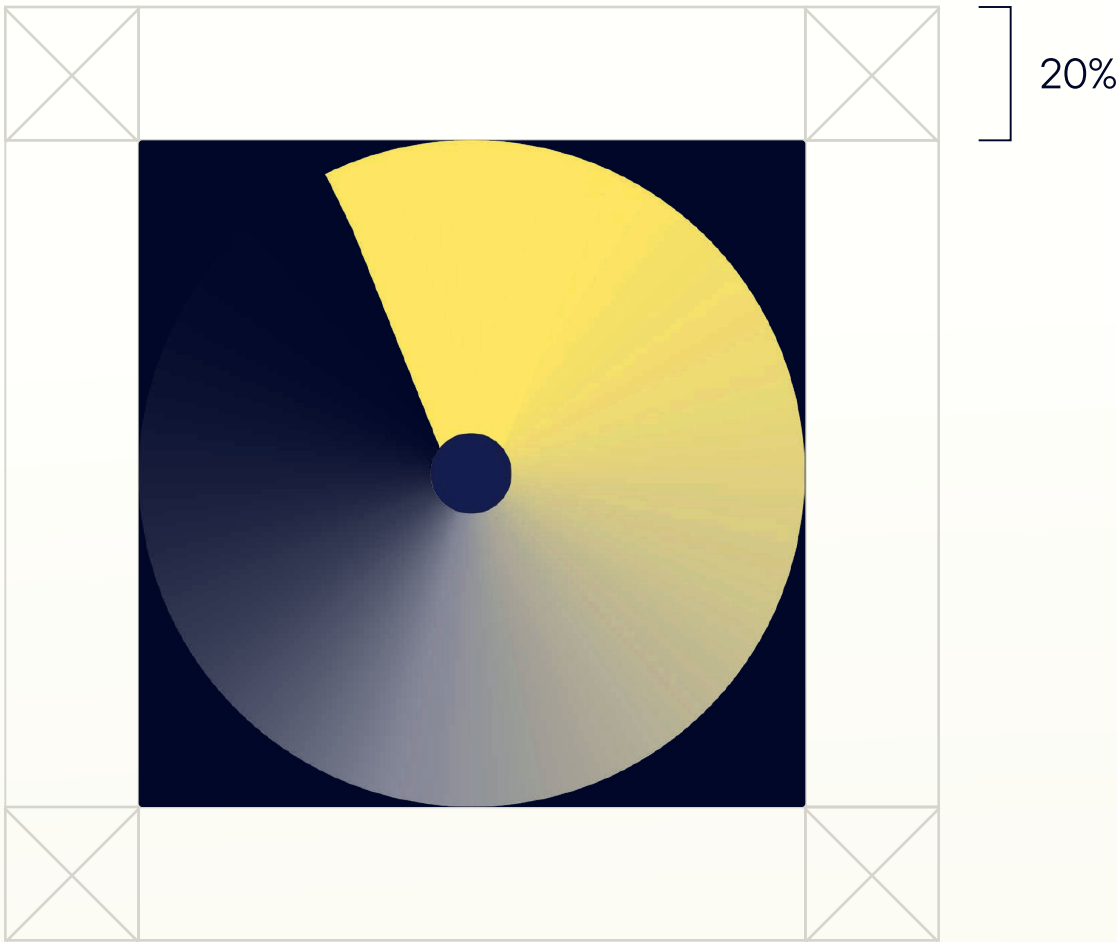
Logo

The full Visible logo.



Clearspace

Clearspace is necessary for legibility and to ensure our logo has room to breathe.



At least 20% of the icon’s height and width should be allowed as surrounding space.



At least 50% of the wordmark’s height should be allowed as surrounding space.



At least 50% of the logo’s height should be allowed as surrounding space.

Things to avoid

There are a few things to avoid when using the Visible logo.

✗ Do not introduce new colours



✗ Do not move or resize any elements



✗ Do not introduce any effects



✗ Do not flip the logo order



✗ Do not rotate or change the angle



✗ Do not outline



Best practice

Some best practice examples of how our logo should be used.

